Email V2

Transition from Email Marketing to Email V2
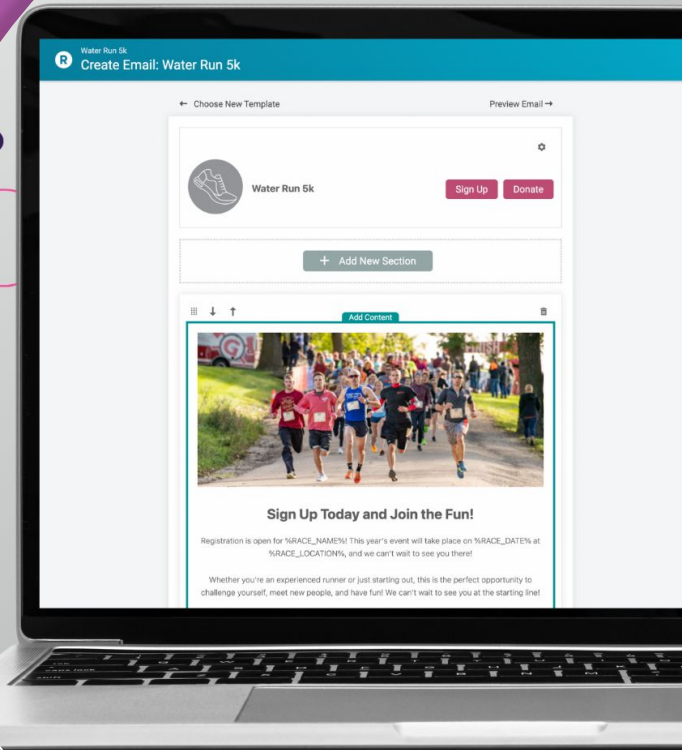
Today's **Agenda**

- Why Email V2?

- Moving Contacts to Email V2

- Recreating Sent Emails and Templates in Email V2

- Q&A (depending on time)

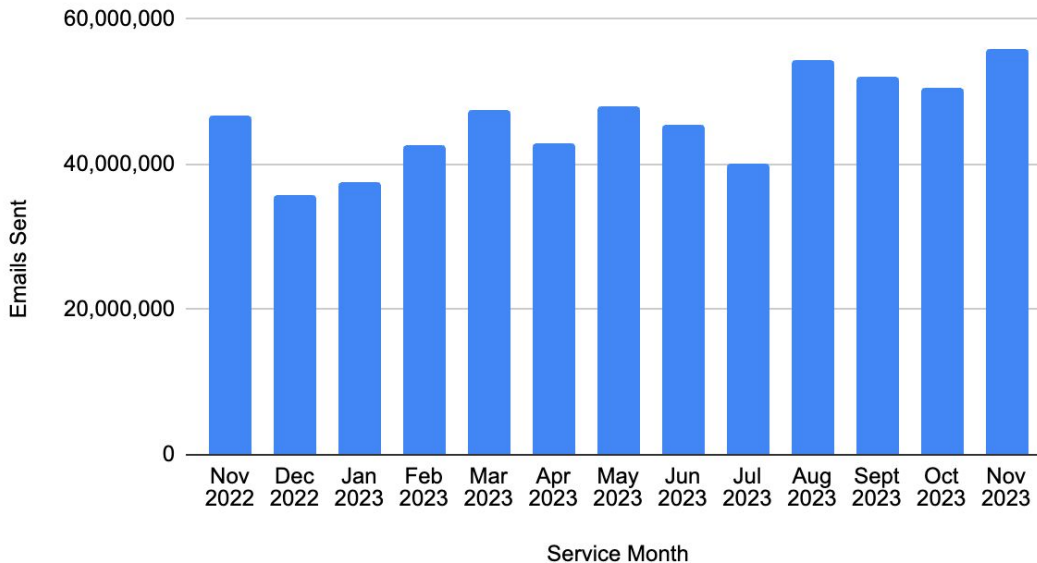GiveSignup RunSignup TicketSignup

Why Email V2?

600 Million Emails Sent in last 12 months - for FREE!
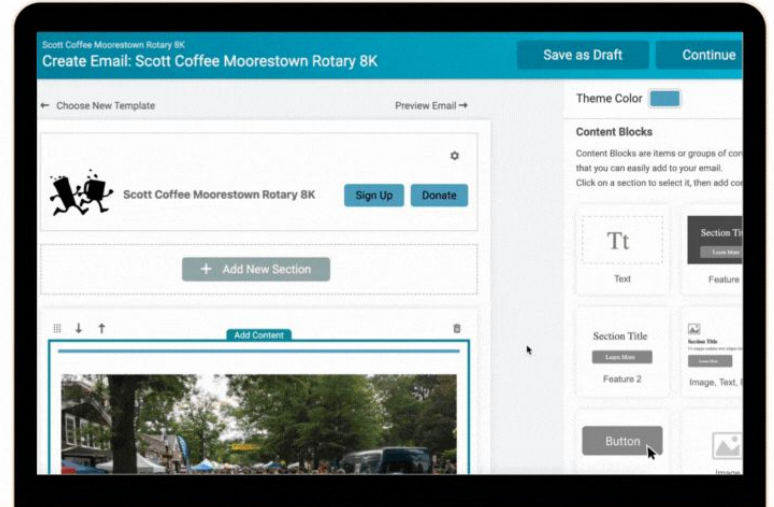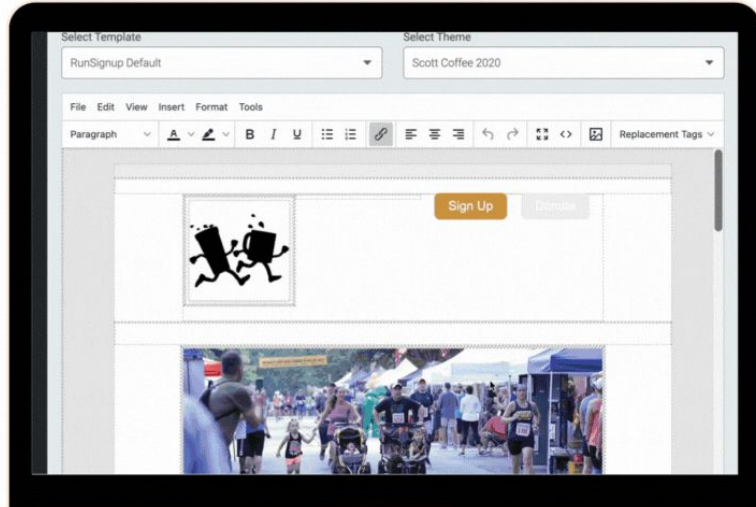Next-generation infrastructure to support Billions of Emails each year.

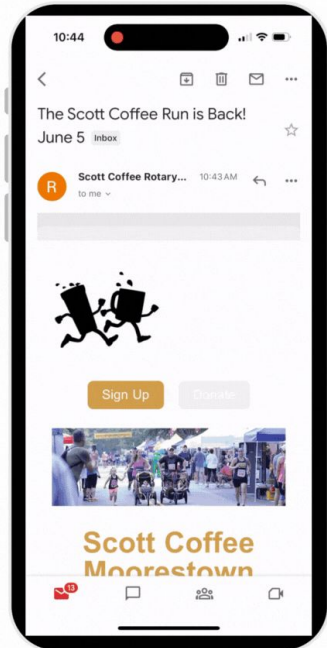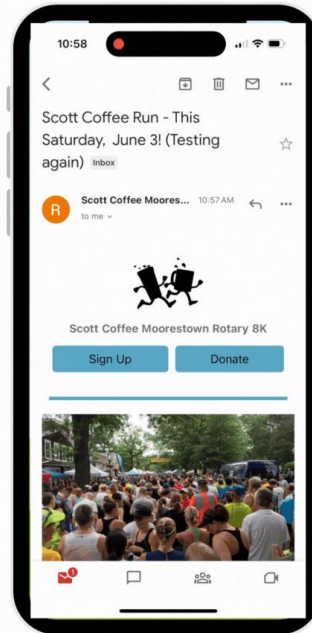## Emails Sent per Month

Why Email V2?

New Email Builder

Why Email V2?

78% Website Traffic from Mobile + Tablet.

Website Views by Device Type

Website Views	Sept. 2018	Sept. 2019	Sept. 2020	Sept. 2021	Sept. 2022
Mobile	60.5%	65.6%	69.7%	69.7%	76.0%
Tablet	5.5%	4.7%	3.2%	2.1%	2.0%
Desktop	34%	29.6%	27.1%	28.3%	21.9%
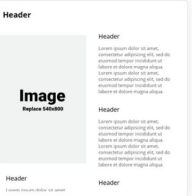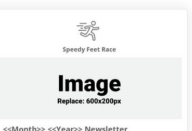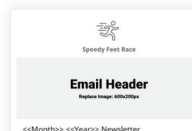
Why Email V2?

Next-Generation Templates: Pre-Built Emails

Why Email V2?

Next-Generation: Your Templates

Why Email V2?

Foundation for Next-Generation Features

- Image Gallery

- Recipient Lists

- Email Triggers

- Analytics
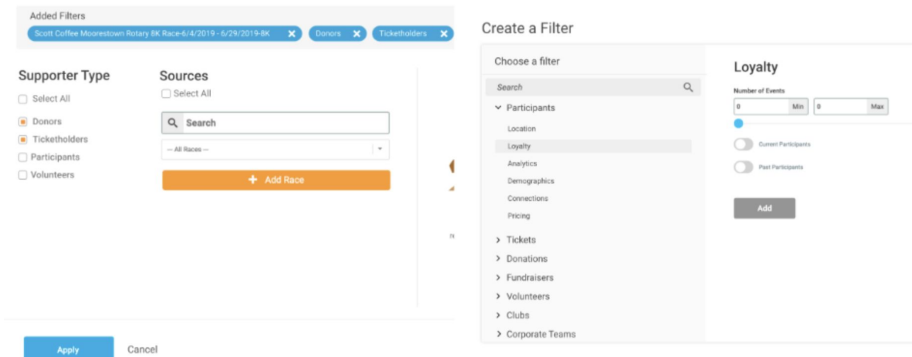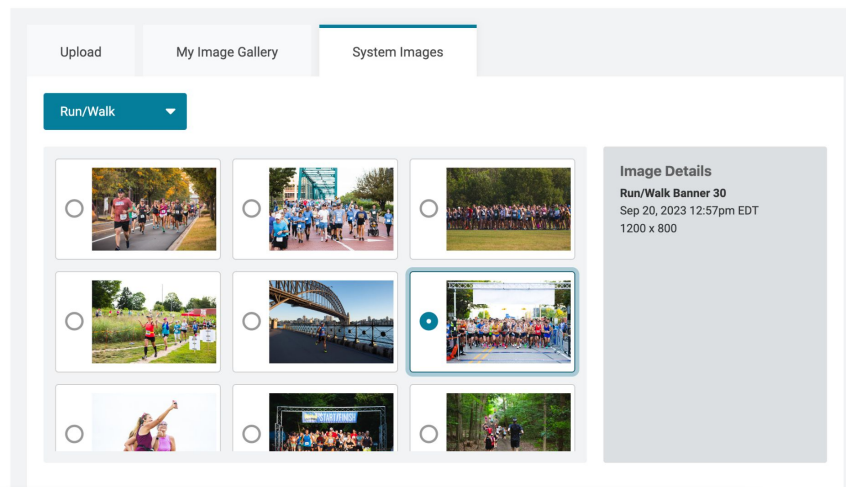
What's Automatic When I Enable Email V2?

- System Recipient Lists

- Unsubscribes

- Theme Colors/Logos/Headers & Footers

- Send Settings

What's Do I Need to Do Manually When Enabling Email V2?

Potentially Nothing.

Do you have any of the following in Email Marketing?	To Do	Timeline
Custom Contact Lists	Import to Email V2 Custom Contact Lists	Anytime
Templates in Email Marketing	Recreate in Email V2 Templates	Anytime
Email Capture	Enable Email Capture in Email V2, import contacts to automated Email Capture list	Anytime
Sent Emails that you want to reuse content from	Copy & Paste into templates or new Emails in Email V2	Anytime
Automated Emails	Enable in Email V2	**Depends**
Custom Automated Emails	Recreate in Email V2 Automated Emails	**January 15th**

Moving Custom Contacts to Email V2
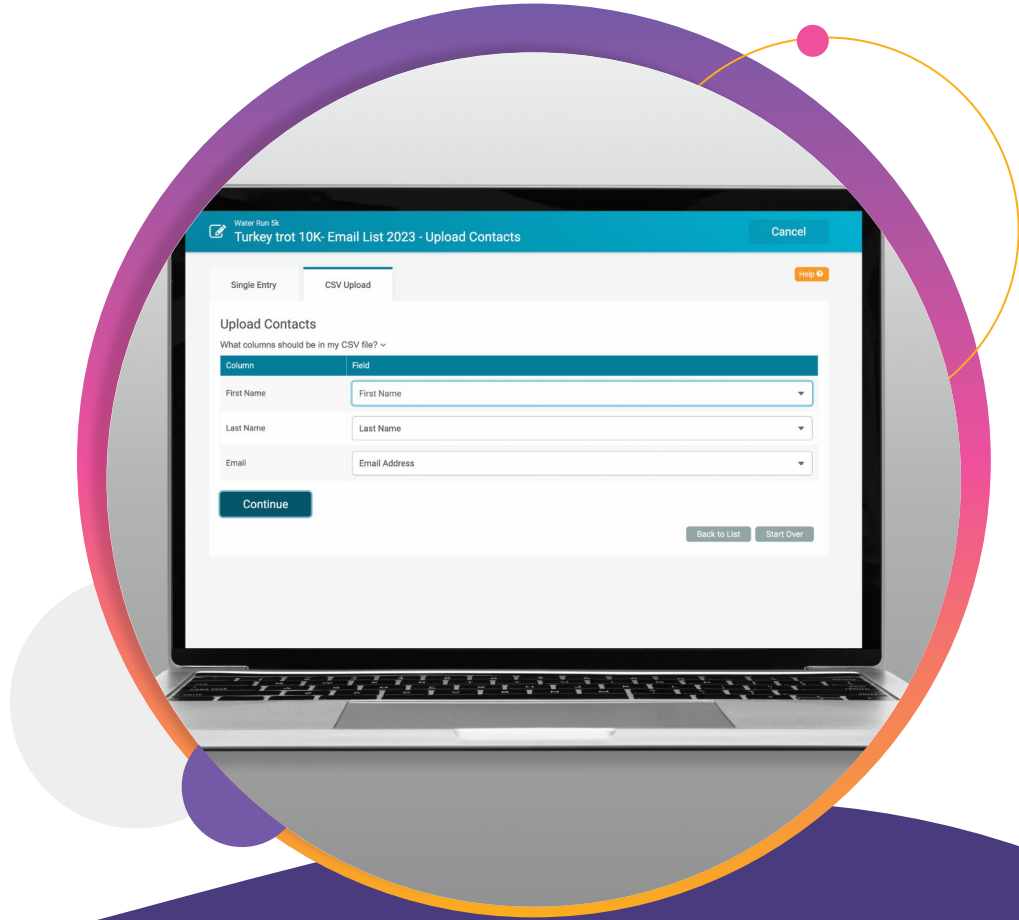
Building New Emails in Email V2
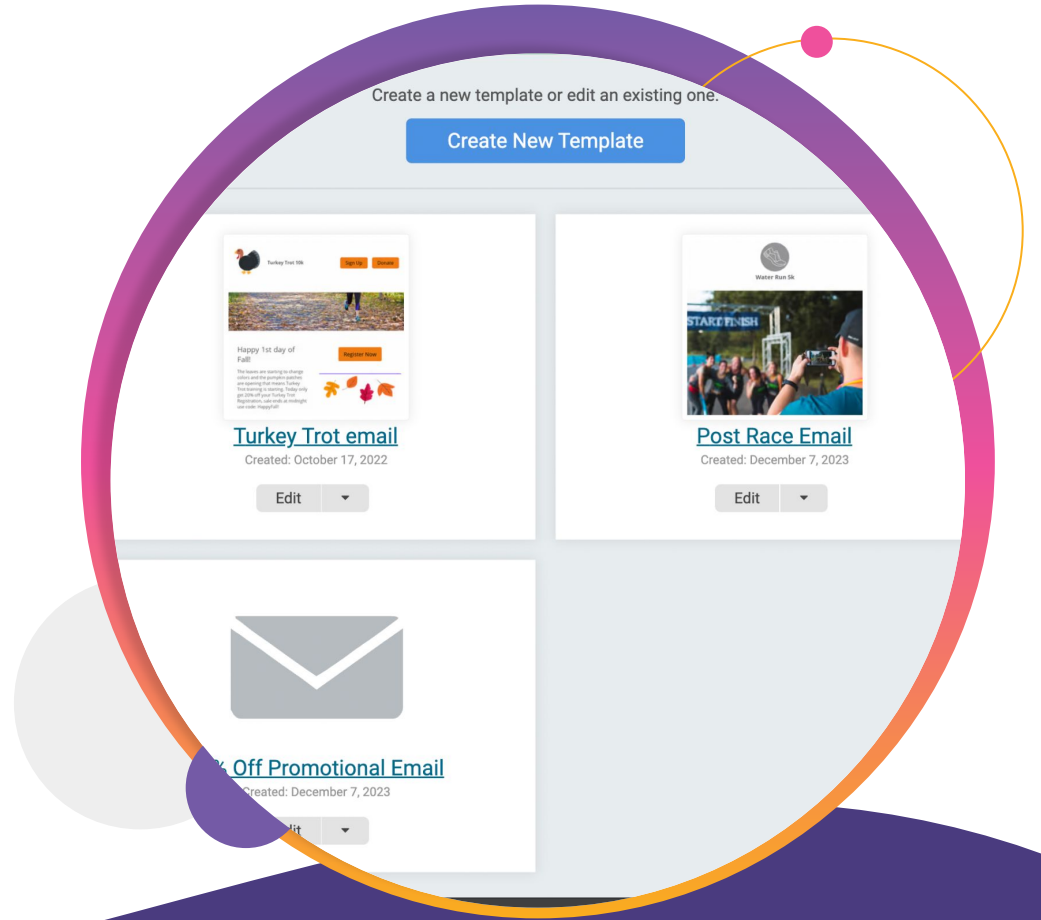
DEMO

Q&A

What happens if I don't enable Email V2 for my races before January 15th?

We'll automatically enable for you.

Do you have any of the following in Email Marketing?	To Do	Timeline
Custom Contact Lists	Import to Email V2 Custom Contact Lists	Anytime
Templates in Email Marketing	Recreate in Email V2 Templates	Anytime
Email Capture	Enable Email Capture in Email V2, import contacts to automated Email Capture list	Anytime
Sent Emails that you want to reuse content from	Copy & Paste into templates or new Emails in Email V2	Anytime
Custom Automated Emails	Recreate in Email V2 Automated Emails	**January 15th**

What's the difference between draft emails and templates?

Draft Emails
Incomplete or unscheduled emails that you aren't ready to send yet. Can include subject line, recipients, etc. Specific to one race.

Templates
Reusable layouts that can include text, images, etc. You still need to create an email with a template to add recipients, subject line, send schedule, etc. Can be shared across multiple races.

16

How can I copy an Email V2 template to other races?

New Feature Alert!

Share Email templates with other races.

- Org Email - can share across races AND ticket events.

EXPORT TEMPLATE

Export *T-Shirt Reveal* template to the following selected event(s):

Active and Upcoming Races   ☐ Select all

☑ Dog Jog and Walk	☐ Template Race
☐ Virtual Dog Jog Challenge	☑ Across the Country to Fight Hunger
☐ Scott Coffee Moorestown Rotary 8K	☑ Tour du Mont Blanc Challenge
☑ Michael Scott's Dunder Mifflin Scranton Meredith Palmer Memorial Celebrity Rabies Awareness Pro-Am Fun Run Race for the Cure	☐ Test Payment Acct
☐ Testing 12358234234	☐ Save the Whales Run
☐ The Run Around Sioux Falls	☐ The Run Around Sioux Falls
☐ YMCA Events	☐ GiveSignup	RunSignup Peer-to-Peer Fundraising Options

Past Races ⌄

Export   Cancel

How are Unsubscribes from Email Marketing handled when I enable Email V2?

You don't need to do anything.

Email Marketing Unsubscribes are automatically transferred to Email V2 when you enable Email V2.

- If coming from an external platform, paste unsubscribes (1,000 at a time) or upload as a custom list to always exclude.

I use RunSignup Email for event specific communication, but pay for Mailchimp/Constant Contact for marketing emails.

What's the difference between Marketing and Transactional Emails in Email V2?

2 Pools of Unsubscribes to make sure participants get important event emails (even if they don't want marketing emails).

Marketing
Promotional Emails - Registration is open, Sign Up Today to Get $5 Off, etc.

Transactional
Event Communications - Pre-race logistics emails, Weather updates, etc.

Do Clubs have Email V2?

Next-Generation Memberships are almost here!!

Clubs will migrate to next-generation memberships starting in a few weeks with our Beta program, and continuing into next year.

Memberships already have Email V2! This took just a few days to add (membership specific lists, placeholders, etc.). Most features just worked out of the box! This shows the power of our next-generation Email to make our entire development process and speed of getting out new features even more efficient!
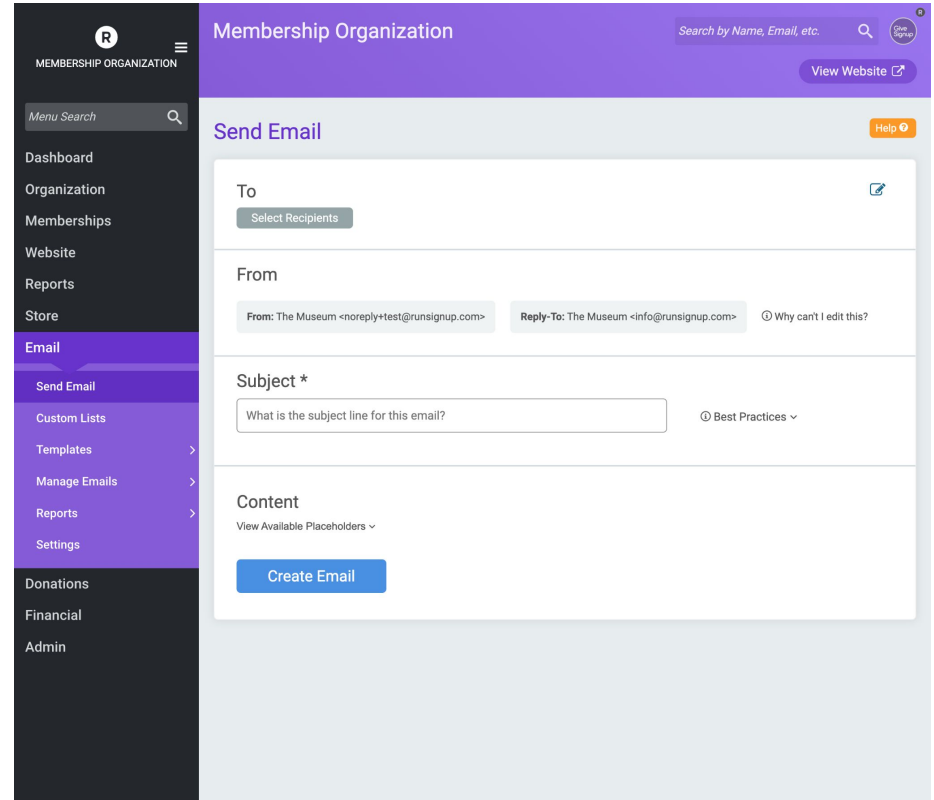
Do Partners have Email V2?

Coming in 2024

Q1 and Q2 2024 we will work on efficient recipient lists for Partners (incremental steps towards Super Lists). We hope to release Email V2 for Partners in the first half of 2024.

What if I want to share Email templates with all of my events now?

Races will use Email V2 before Partners. That means Partners need to create email templates in Email V2. Use org email (or set up a race/ticket event if you need event-specific placeholders) and the new export email functionality! Works across all events with the same funding account.

What do the deduplication options in Email V2 mean (and where are they)?

Email, Name, Placeholders
Best for event communications with participant/fundraiser/volunteer placeholders. Sends to each recipient with unique placeholders, even if email is the same.

Email Only
Best for Marketing Emails. Sends one time to each email.

Email and Name
If you want each recipient with a unique name to receive an email, even if email is the same.

How can I view clicks, opens, and conversions for a specific Email?
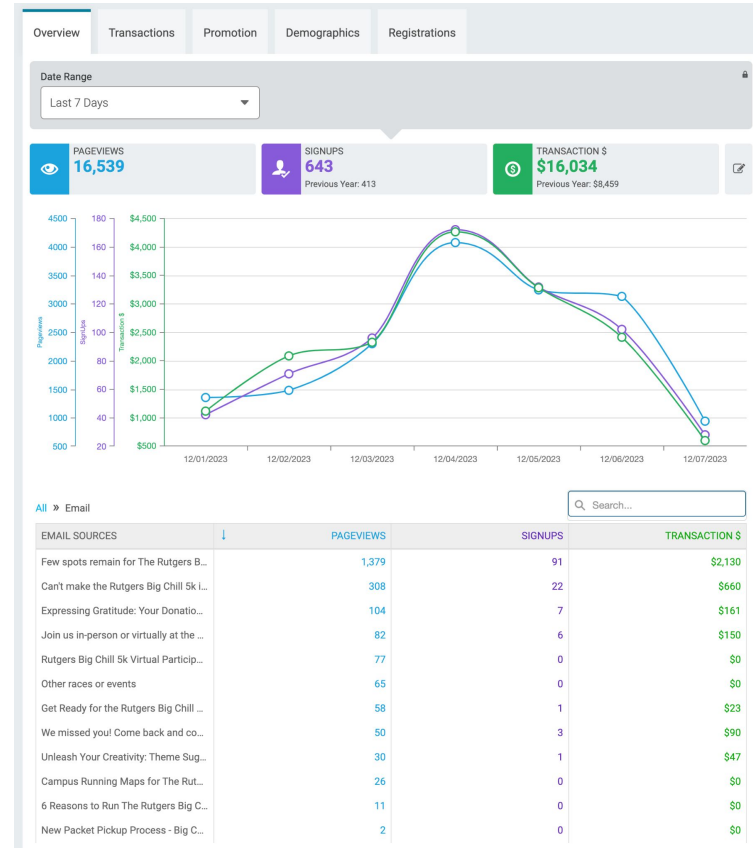
Email V2 Reports
Aggregate stats based on day (not per email)

RaceInsights
Real-time analytics on websites views, registrations, and donations from individual emails.

Custom Source Tracking + Insights
If you want each recipient with a unique name to receive an email, even if email is the same.

24

Does TicketSignup have Email V2?

TicketSignup has always had Email V2

We released Email V2 first in tickets. This not only helped refine our initial product before putting into races, but is an additional example of our efficiency! For example, new features like Templates, 3 columns, image grid, etc. are all universal and immediately available to all events regardless of whether they are tickets or races (or in the future - Partners and Memberships).

What about whitelabeling?

New Gmail protections for a safer, less spammy inbox

Starting in 2024, we'll require bulk senders to authenticate their emails, allow for easy unsubscription and stay under a reported spam threshold.
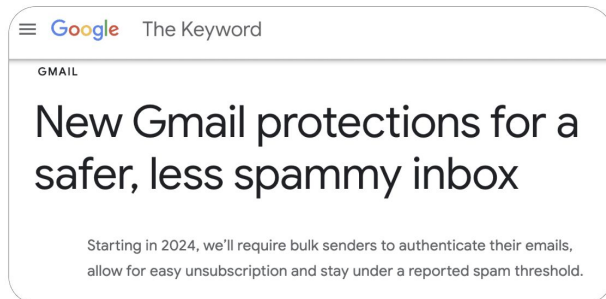
- **Authenticate Emails** – Comply with a variety of standards like DKIM, SPF and DMARC. RunSignup does this on behalf of customers and has a very high ranking for quality and deliverability.

- **Enable Easy Unsubscribe** – Again, RunSignup takes care of this for you and ensures emails that we deliver have good Unsubscribe mechanisms. We track unsubscribes on a per event basis, with marketing + transaction email buckets..

- **Ensure Wanted Emails** – Gmail tracks spam rate reports and will cut off services. We segment our email traffic and monitor these parameters and take both proactive and reactive action to remove senders with high spam rates to protect our overall deliverability.

Thank You For
Joining Us Today

allison@ticketsignup.io

GiveSignup　RunSignup　TicketSignup