



Email V2

Transition from Email Marketing to Email V2



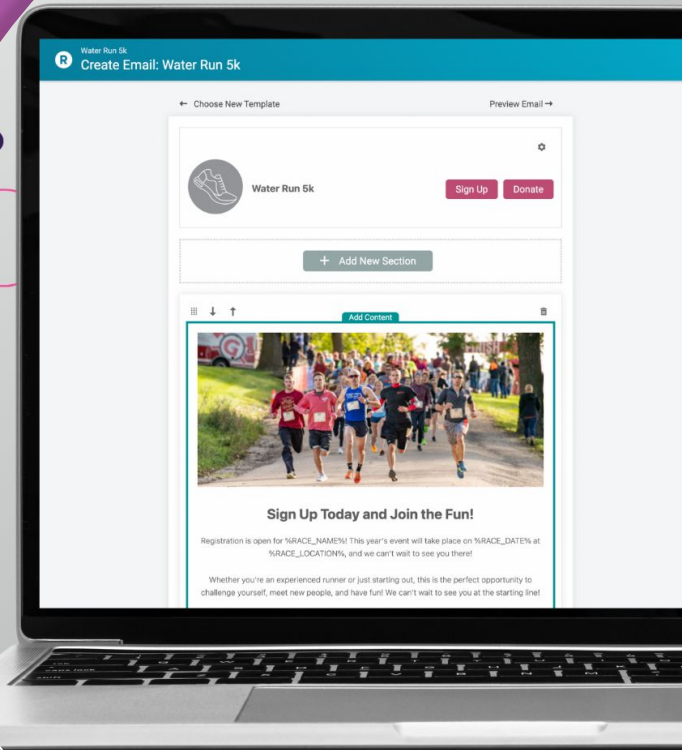
 GiveSignup

 RunSignup

 TicketSignup

Today's Agenda

- Why Email V2?
- Moving Contacts to Email V2
- Recreating Sent Emails and Templates in Email V2
- Q&A (depending on time)



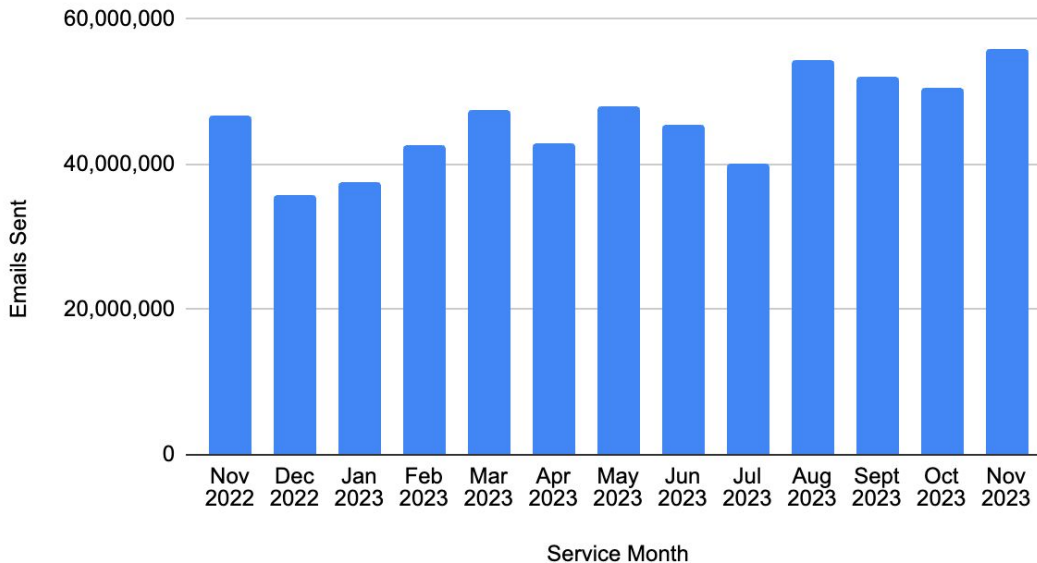


Why Email V2?

600 Million Emails Sent in last 12 months - for FREE!

Next-generation infrastructure to support Billions of Emails each year.

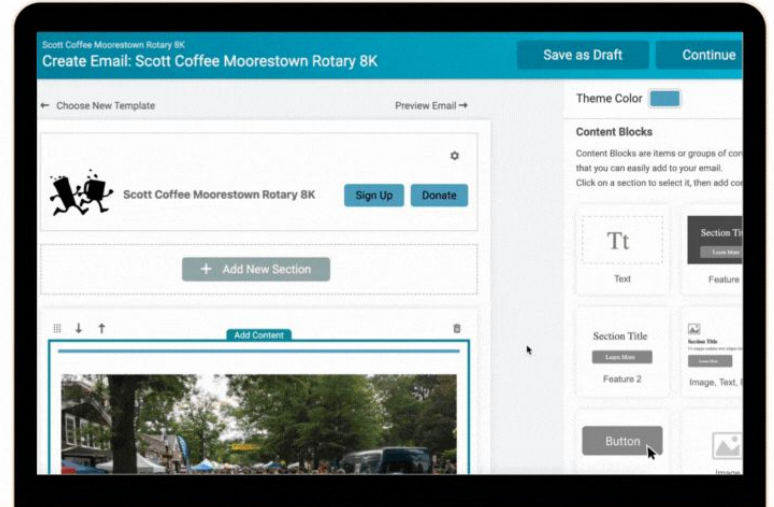
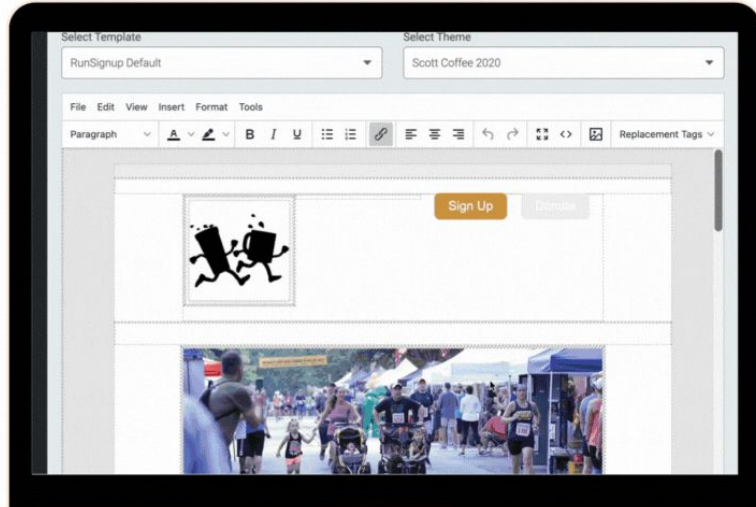
Emails Sent per Month





Why Email V2?

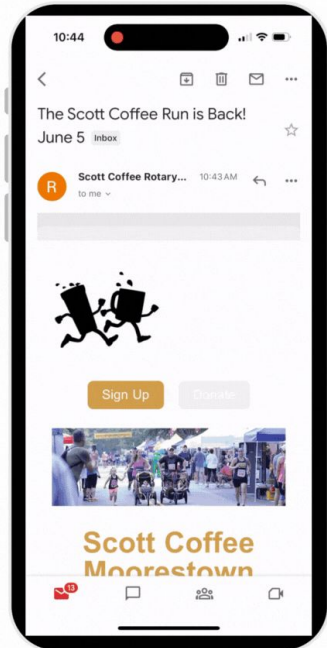
New Email Builder





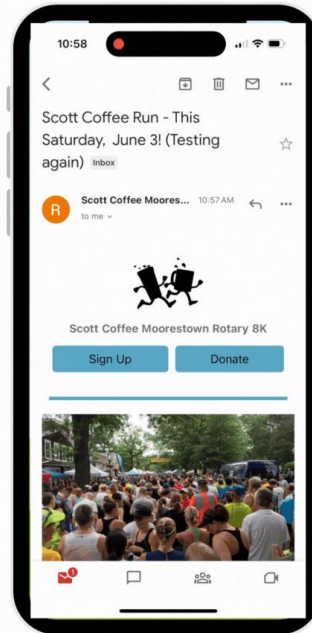
Why Email V2?

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%





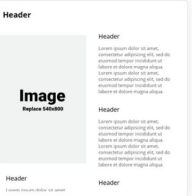


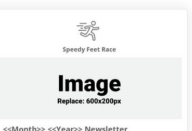

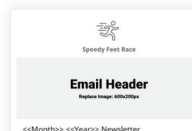
Why Email V2?

Next-Generation Templates: Pre-Built Emails

Prebuilt Emails

Generic Templates ▾

0 ▾ Help ?

 <p>Newsletter 2:2:2 Columns</p> <p>Create Email</p>	 <p>Newsletter - Banner: 1:1:2:1:2 Columns</p> <p>Create Email</p>	 <p>Newsletter - Banner: 1:3:2:2:1 Columns</p> <p>Create Email</p>
 <p><<Month>> <<Year>> Newsletter</p>	 <p><<Month>> <<Year>> Newsletter</p>	 <p><<Month>> <<Year>> Newsletter</p>

Scott Coffee Moorestown Rotary 8K ▾ Search by Name, Bib, Email, etc. 🔍
















June 1, 2024 📅 Moorestown, NJ 08057 📍 Race Status: 🟢 View Website 🌐 Signups: 2 ▾

Menu Search 🔍

- What's New
- Dashboard
- Race
- RaceDay Tools
- Participants
- Reports
- Email Marketing
- Email V2**
- Send Email
- Custom Lists
- Templates ▾
- Manage Emails ▾
- Automated Emails
- Settings
- SHOW MORE
- Donations
- Fundraising
- Financial
- Photos
- SHOW MORE

Prebuilt Emails

Marketing ▾

 <p>Run Registration Launch 1</p> <p>Create Email</p>	 <p>Run Registration Launch 2</p> <p>Create Email</p>	 <p>Bike Registration Launch</p> <p>Create Email</p>
 <p>Swim Registration Launch</p> <p>Create Email</p>	 <p>Tri Registration Launch</p> <p>Create Email</p>	 <p>T-Shirt Reveal</p> <p>Create Email</p>
 <p>Registration Launch - Turkey Trot</p> <p>Create Email</p>	 <p>Registration Launch - Running Event</p> <p>Create Email</p>	 <p>Registration Launch - Triathlon</p> <p>Create Email</p>
 <p>Price Increase - Last Chance for Early Bird</p> <p>Create Email</p>	 <p>Price Increase - Last Chance for Early Bird V2</p> <p>Create Email</p>	 <p>Promote Referral Rewards</p> <p>Create Email</p>
 <p>Promote Stacked Referral Rewards</p> <p>Create Email</p>	 <p>Promote Stacked Referral Rewards V2</p> <p>Create Email</p>	 <p>Swag Reveal</p> <p>Create Email</p>



Why Email V2?

Next-Generation: Your Templates

Seattle Coffee Meetup 2021 Search by Name, Email, etc. View Website

Fri June 25, 2021 Breckenridge, CO 80424

Email Templates Help

Search by template name

Sort By: Last Modified

- Vancouver Events Reminder** Created: December 15, 2022 Edit
 - Send Email
 - Copy Template
 - Export Template JSON
 - Delete Template
- Grouse Grid** Created: December 15, 2022 Edit
- Grouse Grind Reminder** Created: December 15, 2022 Edit
- Grouse Grid Mountain Run** Created: December 15, 2022 Edit
- re Race Announcement** Created: December 15, 2022 Edit

Organization Email Marketing

Email Marketing Dashboard

Menu Search

Dashboard

Email

- Email Settings
- Email Custom Lists
- Templates**
- Send Email
- Manage Emails
- Email Reports

Basic Info

Organization

Payment Account

Create

Email Templates

Create a new template or edit an existing one.

[Create New Template](#)

- TicketSignup Webinar Invite** Created: October 26, 2023 Edit
- Webinar Follow-Up** Created: October 26, 2023 Edit
- TicketSignup Monthly Newsletter Template** Created: December 1, 2023 Edit

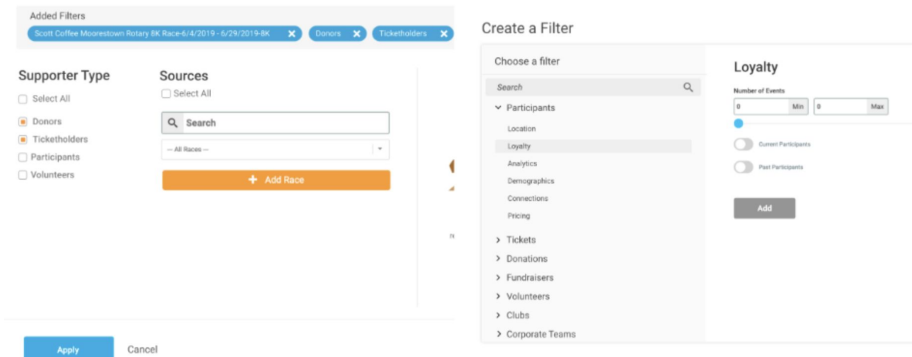
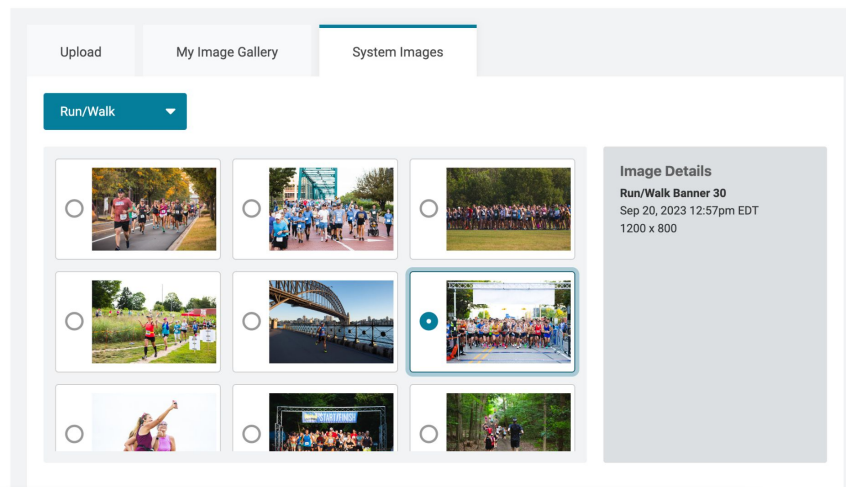


Why Email V2?

Foundation for Next-Generation Features

- Image Gallery
- Recipient Lists
- Email Triggers
- Analytics

Image Gallery





What's Automatic When I Enable Email V2?

- System Recipient Lists
- Unsubscribes
- Theme Colors/Logos/Headers
& Footers
- Send Settings

The screenshot displays the email creation interface for "Scott Coffee Moorestown Rotary 8K". At the top, there's a teal header with "Recipients" and "Save" and "Close" buttons. Below this is a search bar for recipient lists and an "Add a Single Contact" option. A dropdown menu is open, showing a list of recipient categories: Participants (selected), All, Custom Lists, Donors, Fundraisers, Volunteers, Groups/Teams, Corporate Teams, and Other. The main content area shows a preview of the email with a header featuring the organization's logo and "Sign Up" and "Donate" buttons, followed by a large image of a race. A "Preview Email" button is visible. On the right, there's a "Theme Color" selector and a "Content Blocks" panel with various content options like "Section Title", "Text", "Image, Text, Button", and "Button".



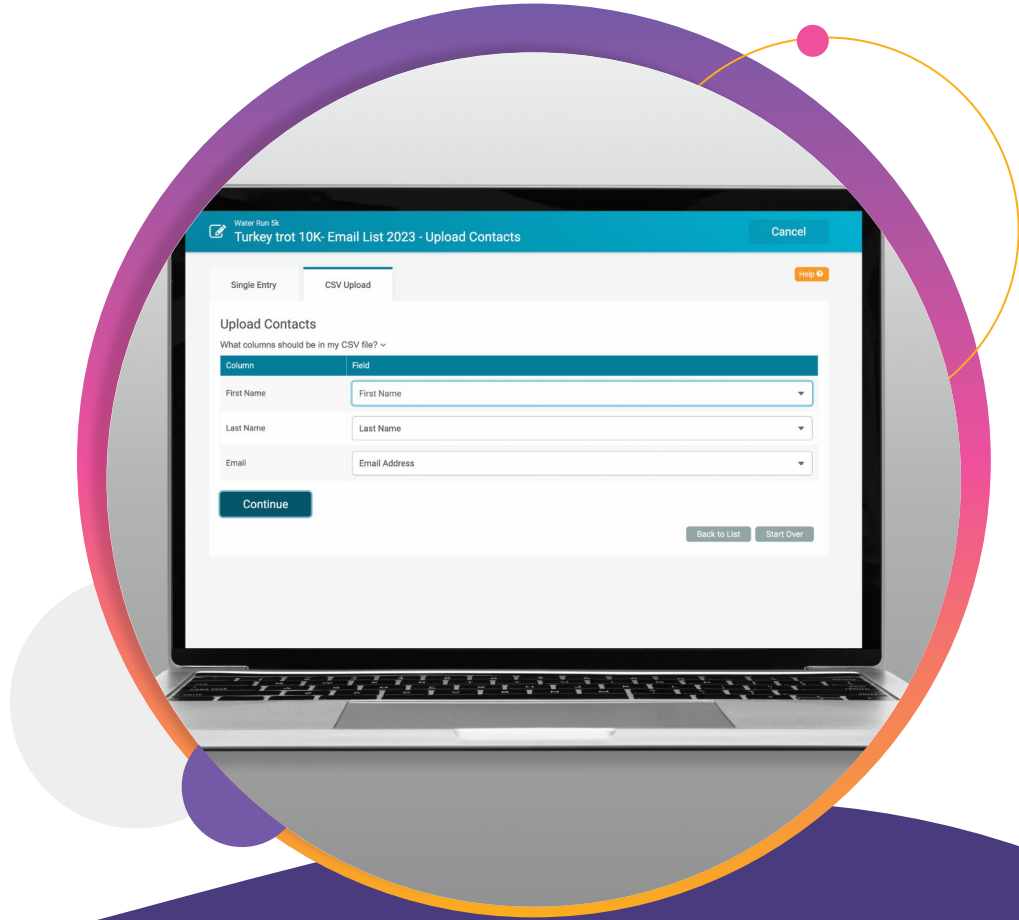
What's Do I Need to Do Manually When Enabling Email V2?

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

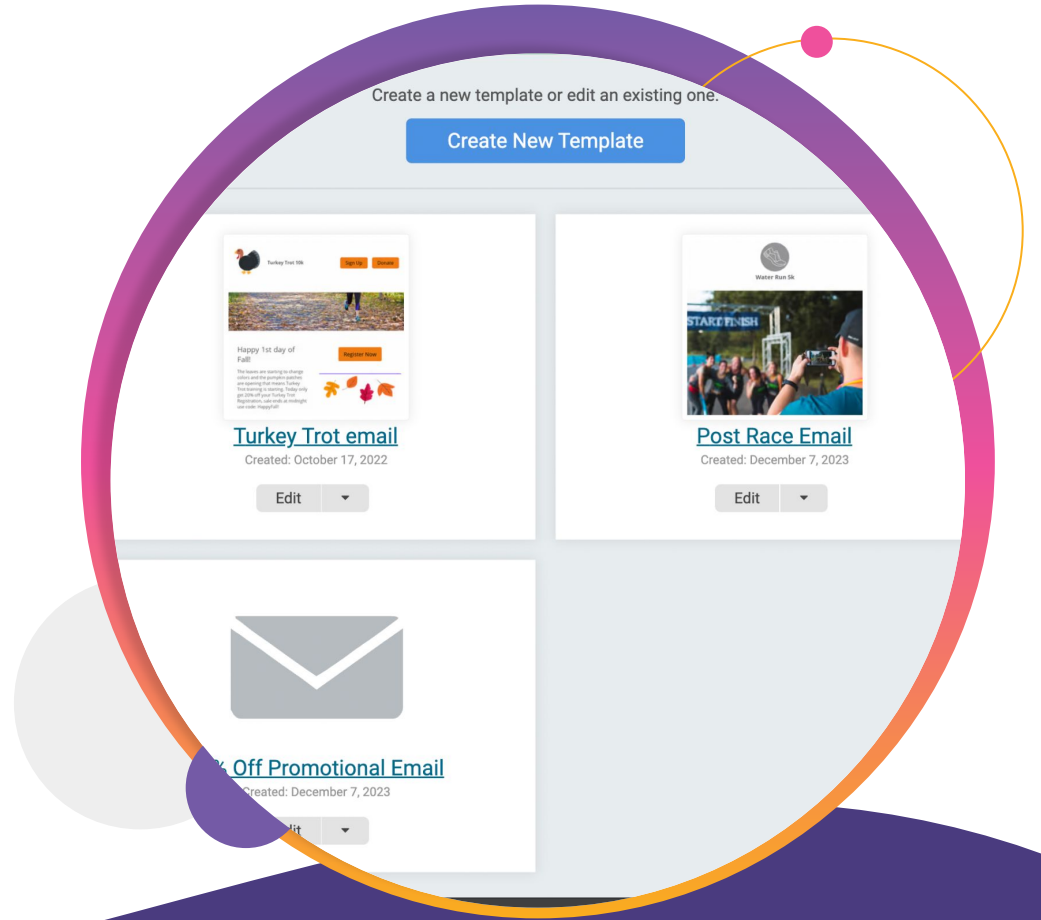


Moving Custom Contacts to Email V2





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.

Draft Emails 1 Help

Number of Draft Emails: 4

LAST SAVED	SUBJECT	FROM	EMAIL TEMPLATE	CLASSIFICATION	ACTIONS
08/13/2023 4:21pm EDT	Packet Pickup Tomorrow!	From: Scott Coffee Moorestown Rotary 8K <noreply@runsignup.com> Reply-To: Scott Coffee Moorestown Rotary 8K <bob.bickel@runsignup.com>		Marketing	

Email Templates 1 Help

Create a new template or edit an existing one.

[Create New Template](#)

[2023 Pre-Event Information Email](#)

Created: April 26, 2023

[Edit](#)

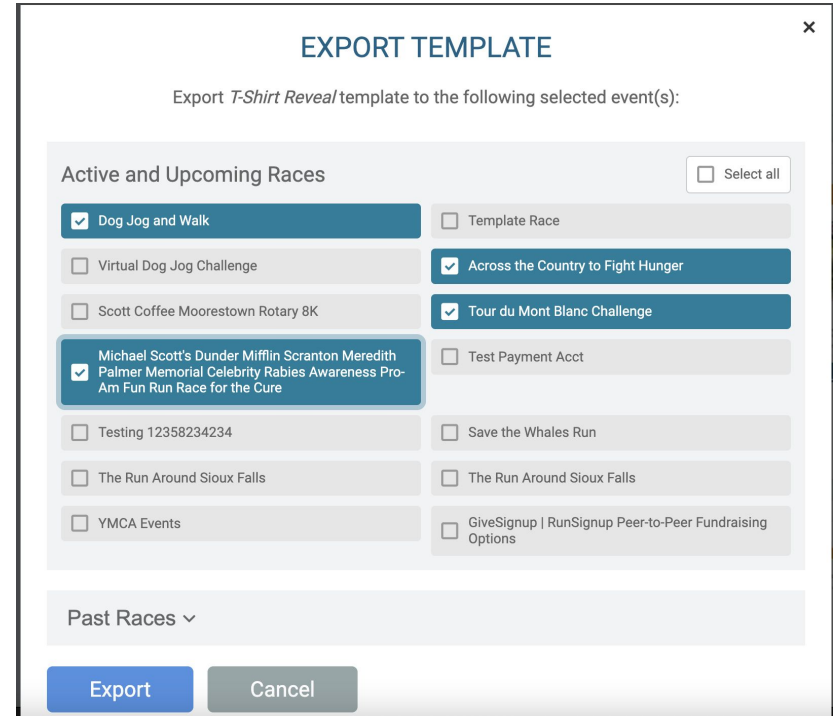
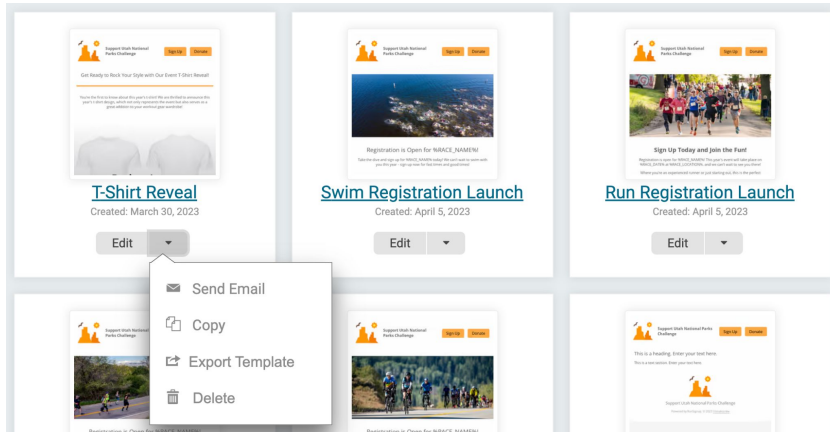


How can I copy an Email V2 template to other races?

New Feature Alert!

Share Email templates with other races.

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





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.

Unsubscribed Recipients

Email Classification *
Marketing

Unsubscribed Since
mm/dd/yyyy
12:00 AM
America/New_York Time

Unsubscribed On or Before
mm/dd/yyyy
11:59 PM
America/New_York Time

Unsubscribed Email Address

Search

EMAIL	UNSUBSCRIBE DATE	RESUBSCRIBE
test@gmail.com	05/30/2022 7:54pm EDT	<input type="checkbox"/> Resubscribe
test@pitt.edu	05/06/2022 2:40pm EDT	<input type="checkbox"/> Resubscribe
test@comcast.net	06/01/2023 9:27pm EDT	<input type="checkbox"/> Resubscribe

Unsubscribe Recipients

Email Addresses to Unsubscribe *

Enter one email address per line.

Unsubscribe Recipients



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

The screenshot shows the 'Organization Email Marketing' dashboard. On the left is a navigation menu with options: Dashboard, Email, Email Settings, Email Custom Lists, Templates, Send Email, Manage Emails, Email Reports, Basic Info, Organization, Payment Account, Create, and Admin. The main content area is titled 'Custom Lists' and includes a search bar, a '+ Add a New List' button, and a table of lists. The table has columns for list name, recipient count, and actions (send, edit, delete). At the bottom, there is a 'Page 1 of 1' indicator and another '+ Add a New List' button.

List Name	Recipients	Actions
Employee List (List #35169)	73 Recipients	Send, Edit, Delete
Marketing Team List (List #37386)	4 Recipients	Send, Edit, Delete
RunSignup Org Email List (List #33827)	287,434 Recipients	Send, Edit, Delete
Temp List: Sales Meeting Winter 2023 (List #61020)	32 Recipients	Send, Edit, Delete
Test list - Jesse (List #53353)	4 Recipients	Send, Edit, Delete

The screenshot shows the 'Email Templates' interface. It features a 'Help' button in the top right and a central instruction: 'Create a new template or edit an existing one.' Below this is a prominent 'Create New Template' button. Two template cards are displayed: 'Newsletter Template 1' (created April 26, 2023) and 'Month Educational Newsletter-2023 Template' (created June 20, 2023). Each card includes a preview image and an 'Edit' button with a dropdown arrow.



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.

Unsubscribed Recipients

Email Classification *

Marketing

Transactional

Confirm Email 0 Help

Sending Time

Send Immediately Schedule a Send Date & Time

Send times are approximate. It can take several minutes for the email to actually send to recipients.

Recipient Lists

Support Utah National Parks Challenge Current Participants (7 recipients *)

7 total estimated recipients
* Counts are estimates.

What kind of email is this?

Marketing Transactional What is this?

Deduplication Options ▼

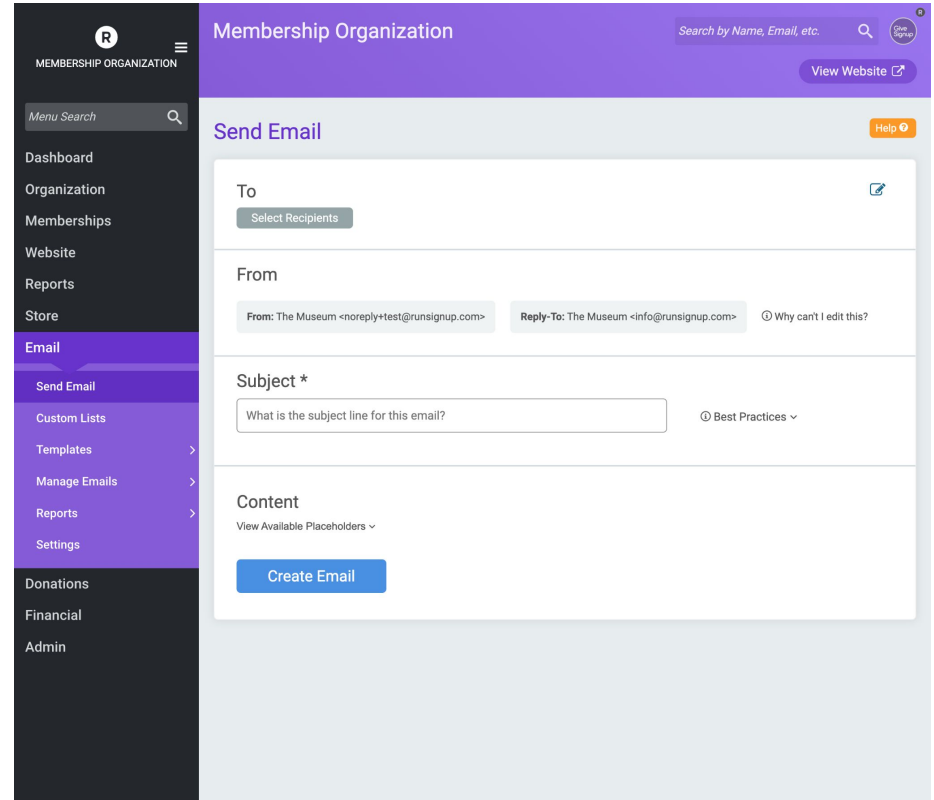


Do Clubs have Email V2?

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.

The screenshot shows the 'Confirm Email' interface. On the left, under 'Sending Time', there are two radio buttons: 'Send Immediately' (selected) and 'Schedule a Send Date & Time'. Below this is a note: 'Send times are approximate. It can take several minutes for the email to actually send to recipients.' Under 'What kind of email is this?', there is a dropdown menu set to 'Marketing' and a link 'What is this?'. On the right, under 'Recipient Lists', there are two lists: 'Support Utah National Parks Challenge Current Participants (3 recipients *)' and 'Support Utah National Parks Challenge Past Participants (3 recipients *)'. Below these lists is a summary: '6 total estimated recipients' with a note '* Counts are estimates.' At the bottom right, a red box highlights the 'Deduplication Options' section. It contains the text: 'We will send your email to each contact on the list(s) you selected. Deduplication Options control how many copies of the email a contact that appears multiple times will receive. [Learn More](#)'. There are three radio buttons: 'Email, Name, and Placeholders', 'Email Only' (selected), and 'Email and Name'.



How can I view clicks, opens, and conversions for a specific Email?

Email V2 Reports

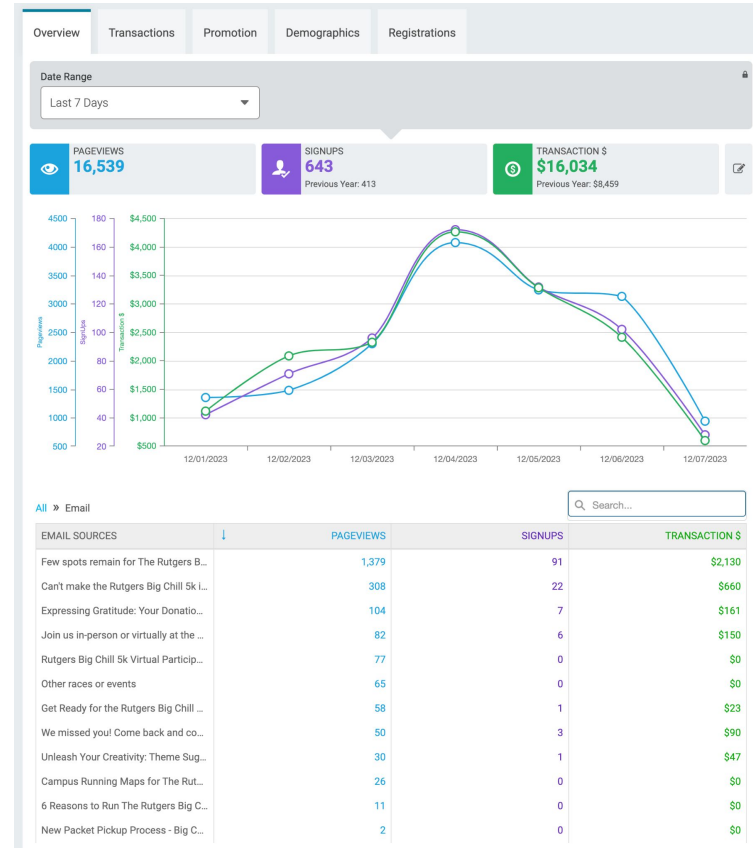
Aggregate stats based on day (not per email)

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.



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).

The screenshot displays the TicketSignup interface for an event titled "Halloween Haunt Fest". The left sidebar shows a navigation menu with options like Dashboard, Event, Website, Tickets, Raffles, Reports, Email, Promotions, Store, Donations, Financial, Photos, and Admin. The "Email" section is active, showing a "Send Email" workflow. The event details at the top indicate it runs from Saturday, October 1st to Monday, October 31st, 2022, in Moorestown, NJ 08057. The "Send Email" screen shows the recipient list as "All Ticket Purchasers (Halloween Haunt Fest) (Included)" and the subject as "See you at Halloween Haunt Fest!". The content area displays a preview of the email, which includes ticket confirmation details, event day information, and QR code instructions. The email content is as follows:

Have the below information ready on your phone to expedite the onsite check-in and ticket pickup process!

Your Halloween Haunt Fest tickets are confirmed for
%TICKET_GROUP_NAME%
%TICKET_NAME%
Number of Tickets: %NUM_TICKETS%
%TICKET_PURCHASE_QR_CODE%

Event Day Information

Timed Ticketing: Please arrive at the Box Office at the time on your ticket. Timed ticketing is designed to even out arrivals and better manage the crowd size. VIP may arrive any time before the Box Office closes. Box Office close time is posted on the website every night we are open.

Tickets are non-refundable: If we close for any reason (weather, Covid-19) you will be issued Halloween Haunt Fest credit that has no expiration date. "No Shows" will not receive credit. [Link to Weather Policy](#).

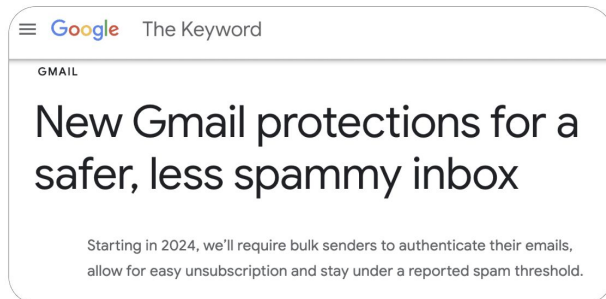
No Children under the age of 9 permitted. 9 to 12 year olds must be accompanied by an adult.

Present QR Code at Box Office: Use screenshot or print out, either will work. Purchaser may give confirmation to someone else for pick-up. No ID is required.

Buttons at the bottom of the preview include "Review Email" and "Save as Draft".



What about whitelabeling?



- **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



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