

RAPP 



TOYOTA STICKY TESTING

TEST PROGRAM: ENT RESULTS

April 20, 2018

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OBJECTIVES & LEARNING AGENDA

A quarterly newsletter to entertain and engage consumers with relevant content that showcases how and where Toyota as a brand is participating in or influencing macro culture, while reinforcing the interests of individual subscribers.

- Is the content engaging to the user?
- Do we have the right mix of sales and brand content?
- What content are users reading and focused on?

TEST ENVIRONMENT

Sticky is an eye tracking & emotion measurement platform. We quantify the view-ability of creative content by capturing where users look & survey responses. Users understand they are not viewing the email in an email client application and that their clicks are tracked but they won't be taken out of the email testing experience.

- Test platform: Sticky by tobiipro
- Audience size: 56 qualified test results out of panel of 100
- Audience criteria:
 - Live in North America
 - Age 18-60
 - Gender M/F
 - Toyota Owners
 - Mix of non-owners and Toyota owners



EMAIL


ENTERTAIN EMAIL

TOYOTA
Let's Go Places

Expires 2/28/18
Spring 2018

OUTLOOK

A quarterly review




Prototype shown with options.

BREATHTAKINGLY BOLD

The exhilarating, all-new 2019 Avalon: luxury and power combined with striking design and cutting-edge technology.

[WANT MORE?](#)




Prototype shown with options.

HI! I'M LITTLE JAN.

I'm here to tell you all about the super-duper, totally awesome, best-ever 2018 Sienna. We have one at our house and we love it.

[FIND OUT WHY](#)




Prototype shown with options.

OWN THE OFF-ROAD

With the enhanced TRD Pro Series, Tundra, Tacoma and 4Runner can push limits further and crawl over more terrain than ever.

[EXPLORE TRD PRO](#)




Concept vehicle shown.

START YOUR IMPOSSIBLE

When you're free to move, anything is possible. And at Toyota, our mission is to make movement better for everyone.

[LEARN MORE >](#)




Concept vehicle shown.

START YOUR IMPOSSIBLE

When you're free to move, anything is possible. And at Toyota, our mission is to make movement better for everyone.


[LEARN MORE >](#)



LET'S GO EVEN GREENER

Toyota is committed to eliminating almost all CO₂ emissions from new vehicles by 2050—just one of our commitments to the planet.

[LEARN MORE >](#)




Prototype shown with options.

MARCH SALES EVENT

Find great local deals. But hurry! They'll be gone by April 2, 2018.

[VIEW LOCAL OFFERS >](#)





25 DIFFERENT VEHICLES

Meet the whole Toyota family and choose the one you might take home. See participating Toyota dealer for details.

[GET STARTED >](#)

Let's Go Places



Like our Instagram posts? Click to follow us.

The Toyota TRD Pro Series vehicles are designed to meet most off-road driving requirements, but off-roading is inherently dangerous and may result in vehicle damage. Toyota encourages responsible operation to help protect you, your vehicle and the environment. Realistic should be used at all times. Do not allow passengers to ride in cargo area.

Please do not reply to this email. This is a press-only, outbound email. We will be unable to respond to your reply.

If you have questions or comments about this email or Toyota Marketing, please use the link below.

Unsubscribe | Manage Preferences | FAQ | Contact Us | Your Privacy Rights

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Entertain Quarterly

ENTERTAIN EMAIL

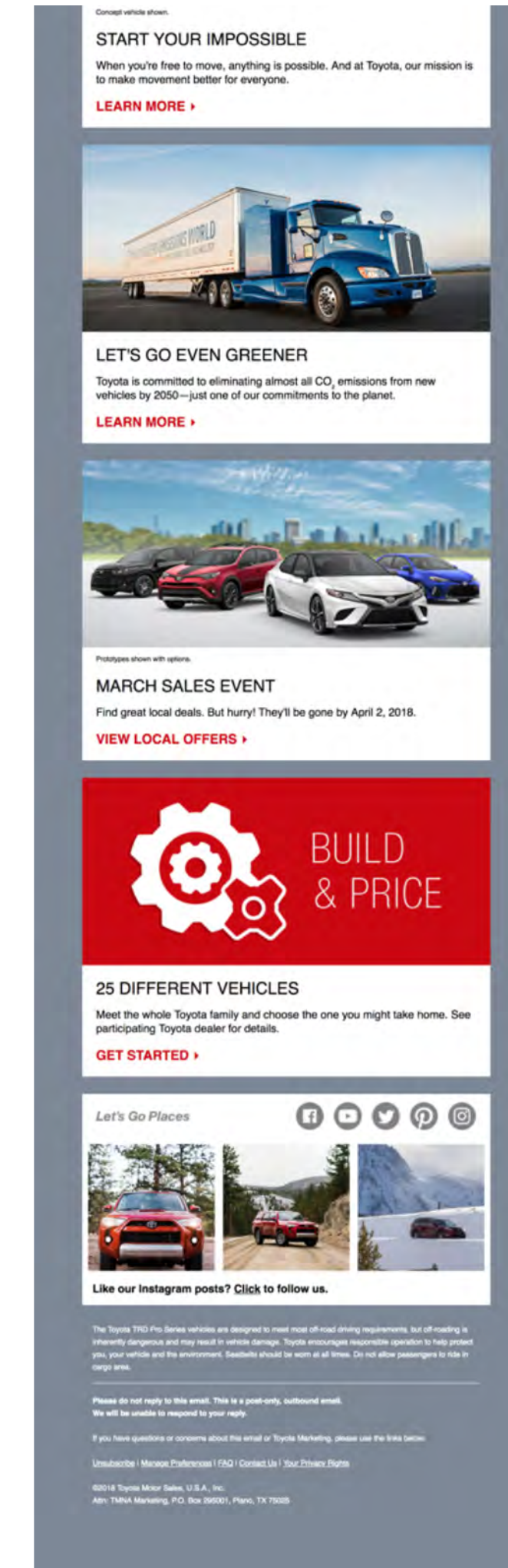
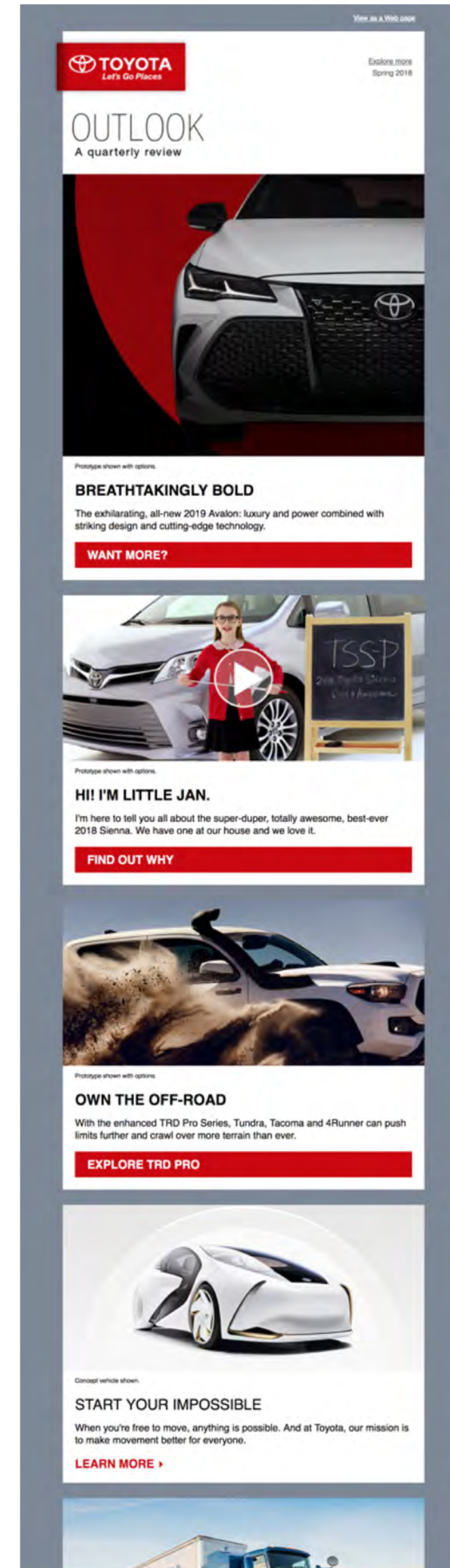
Overview

Email Overview

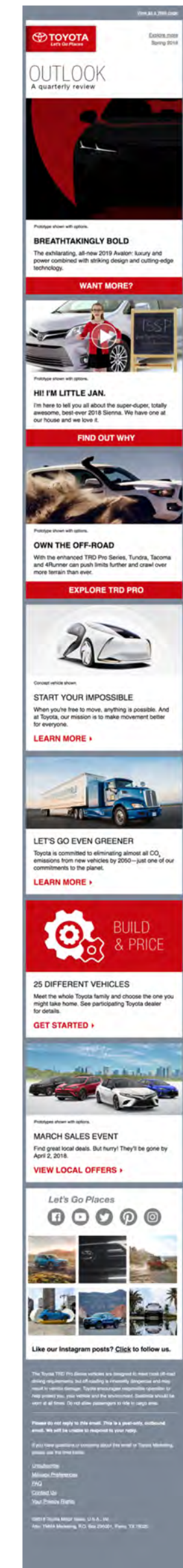
A quarterly newsletter to entertain and engage consumers with relevant content that showcases how and where Toyota as a brand is participating in or influencing macro culture, while reinforcing the interests of individual subscribers.

Cadence/Sent

- Deploys once every quarter



Desktop

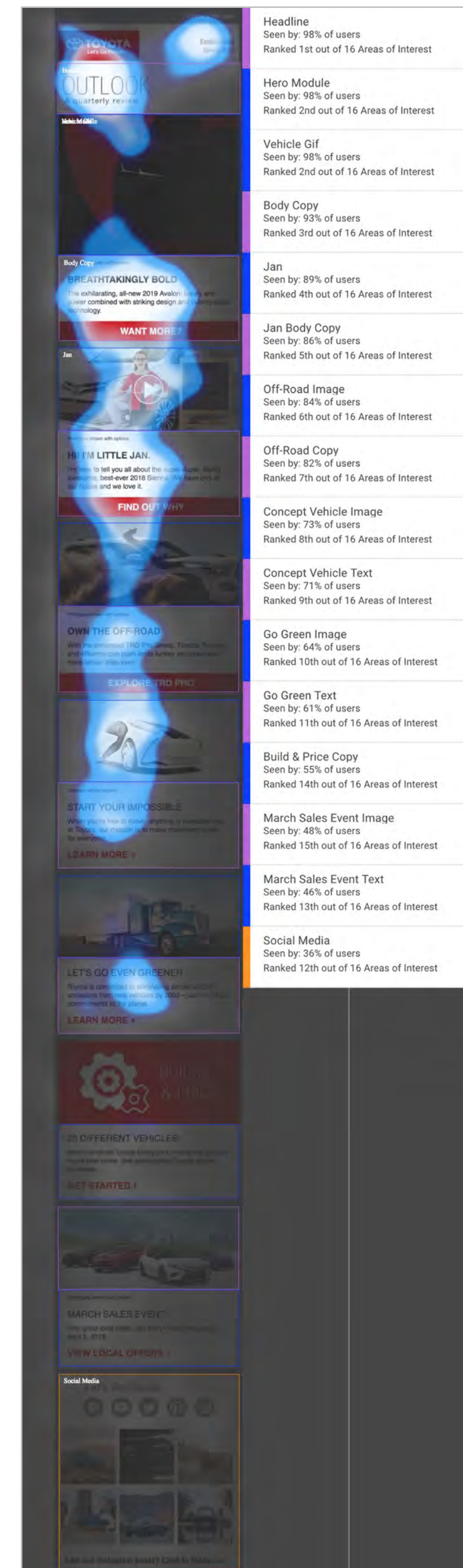


Mobile

ENTERTAIN EMAIL

Seen Percentage Results

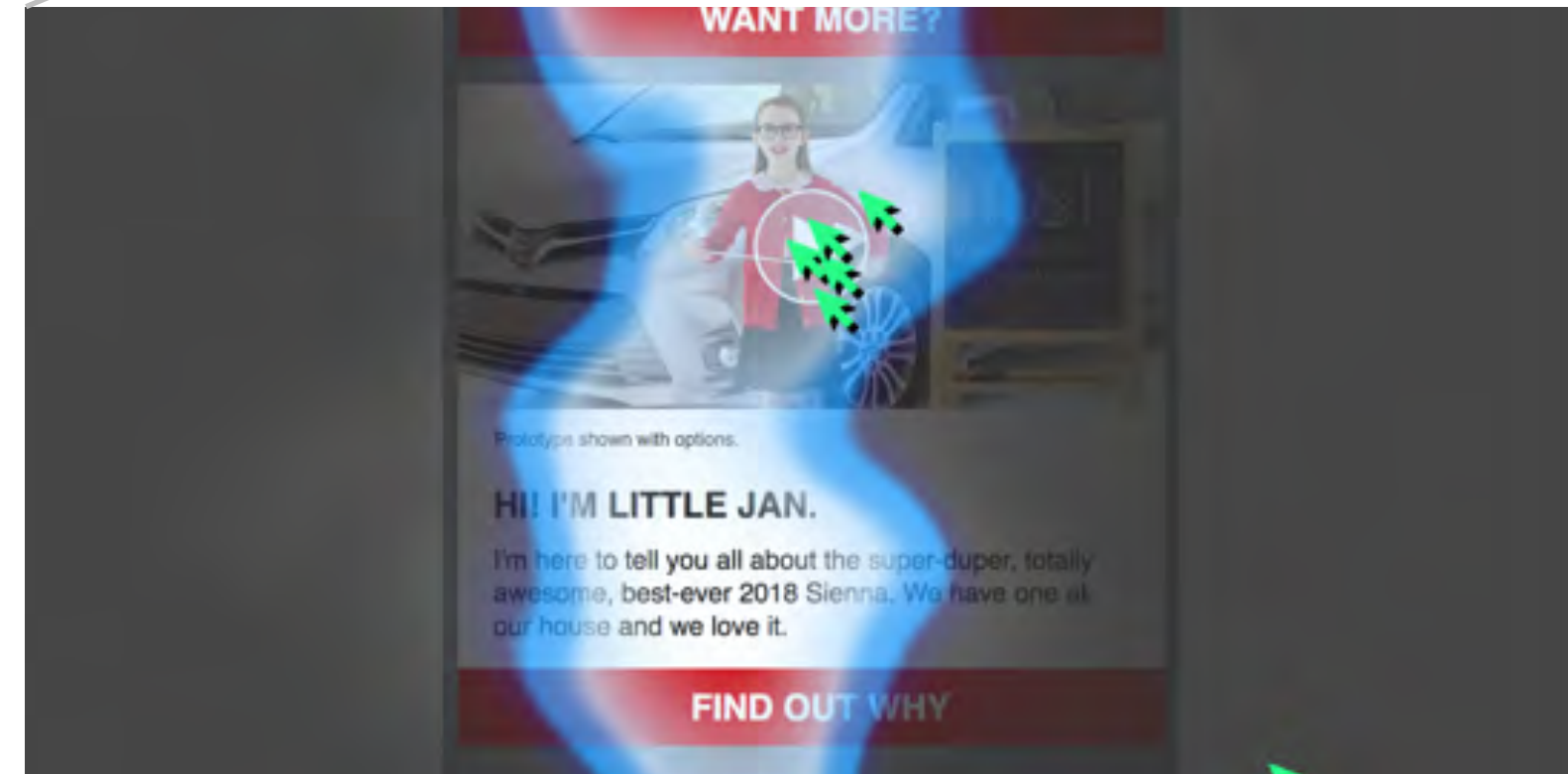
- The headline and Breathtakingly Bold vehicle image had a 98% seen percentage rate. This is the highest areas of interest with optimal impact.
- The Breathtakingly Bold copy had a 93% seen percentage rate, Little Jan is at 89%, and Little Jan's copy is at 86%. These are high areas of interest with high impact. Optimal and high categories for seen percentage results means they have been seen under 3 seconds.
- The bottom modules of the email Social (36%), Sales Event (46%), and Build and Price (55%) are low and no impact areas of interests.
- Users spent 1.3 seconds on the header copy. Which is enough time to read all of the header copy content.
- Users only glanced (users looked quickly then looked at something else) at the Breathtakingly Bold copy for 2.9 seconds.
- The other areas users scrolled to are, Off-Road (1.6 seconds), Concept Vehicle (1.4 seconds), Go Even Greener (1.6 seconds) this isn't enough time to fully read the body copy.



ENTERTAIN EMAIL

Engagement Results

- Users clicked the video play button on the Little Jan module rather than the call to action button.



	<p>Headline Earned Attention: 1.3 seconds Word Count: 4 Success Rate: Read</p>
	<p>Social Media Earned Attention: 1.9 seconds Word Count: 8 Success Rate: Read</p>
	<p>Body Copy Earned Attention: 2.9 seconds Word Count: 23 Success Rate: Glanced</p>
	<p>Jan Body Copy Earned Attention: 2.6 seconds Word Count: 35 Success Rate: Skimmed</p>
	<p>Go Green Text Earned Attention: 1.6 seconds Word Count: 27 Success Rate: Skimmed</p>
	<p>Off-Road Copy Earned Attention: 1.6 seconds Word Count: 31 Success Rate: Skimmed</p>
	<p>Concept Vehicle Text Earned Attention: 1.4 seconds Word Count: 28 Success Rate: Skimmed</p>
	<p>Build & Price Copy Earned Attention: 0.9 seconds Word Count: 24 Success Rate: Skimmed</p>
	<p>March Sales Event Text Earned Attention: 0.8 seconds Word Count: 23 Success Rate: Skimmed</p>
	<p>Hero Module Earned Attention: 1.5 seconds Word Count: 0 Success Rate: N/A</p>
	<p>Vehicle Gif Earned Attention: 1.5 seconds Word Count: 0 Success Rate: N/A</p>
	<p>Jan Earned Attention: 2 seconds Word Count: 0</p>

ENTERTAIN EMAIL

Heatmap Results

- Under the Go Even Greener module users scrolled down to the Social Media module then moved back up to the Sales Event copy, up to Build and Price copy, then back down to the Sales Event photo.
- Content below the fold received the least amount of interest but users did scroll down to see the entire email.
- Users spent 1.9 seconds on the Social Media module which is enough time to read all of the content in that section.



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Survey Results

- When we asked users to describe the email with a list of adjectives: 33% of users describe the entertain email as informative, 31% of users describe the entertain email as overwhelming, 12% called the email generic, only 10% described the email as exciting.
- 74% of users claimed their impression of Toyota has not changed after receiving this email versus 24% of users claiming their impression of Toyota is more positive after receiving this email.
- We asked the user in regards to the amount of content in the newsletter, is there is too much, the right amount or not enough. Overall, 55%, of users stated that there is too much content in this email, 43% said it's the right amount.

ENTERTAIN EMAIL

Survey Results

- The users would like to see more of: innovation in technology 45%, upcoming vehicles 42%, concept vehicles 36%, vehicle tips and tricks 32%, and Toyota environmental efforts 28%.
- 45% of users claimed they are not interested in this type of content.
- When we asked users how often they would you like to receive a Toyota newsletter about upcoming vehicles, technology, news and car tips: 26% want to receive the content once a month, 16% want it every 3 months, and 11% are interested in receiving this weekly, only 2% want this content daily.

ENTERTAIN EMAIL

Findings & Recommendations

KEY FINDINGS

- Users read the top two modules then skimmed down to the end then scrolled back up to read content that interested them.
- Although users say there is too much content, they want to see information regarding Toyota's new technology and vehicles, as well as vehicle tips and tricks.
- The majority of users claim that their impression of Toyota hasn't changed after receiving this email.

RECOMMENDATIONS

- Users focused on the top module and it's body copy the most, we should focus our most important information in this area.
- Reduce the length of the email by rearranging the order of modules in this email and removing the modules that users don't find interesting.
- For tips and tricks, adding in real-world usage of a Toyota will resonate with users.
- Add in a social good module will create a more positive impression of Toyota.