Promotional Email Engagement: Choosing Between Promotion-Based or Generic-Based CTA Copies

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This thesis delves into the dynamics of email marketing by investigating the influence of call-to-action (CTA) button copies, specifically comparing promotion-based versus generic-based messages. The primary objective is to enhance email engagement and conversion rates by understanding user preferences. The research draws upon a dataset comprising more than 29,000 US market email recipients subscribed to the newsletter of a leading boat-rental company. This study seeks to shed light on the impact of CTA copy messaging.

This research suggests that the promotion-based CTA button was associated with a lower click-through rate compared to the generic-based button. While statistical significance was observed, the effect size was relatively small across the different measures, implying a nuanced relationship between CTA button variations and user engagement metrics. The study results emphasize the importance of considering various covariates in understanding the factors affecting user behavior in response to email marketing campaigns. Moreover, the analysis uncovers the significance of additional variables, such as account longevity, app usage, and previous booking history, in shaping email metrics.

In summary, this research provides valuable insights into the nuances of CTA button messaging within email marketing campaigns. While the promotion-based approach may not always yield significantly higher click-through rates, it emphasizes the need to consider a broader spectrum of user characteristics and behaviors when crafting email campaigns to boost engagement and response rates.