litmus



LITMUS **BUY-IN GUIDE**

Convince your team that Litmus is right for you

You know the importance of delivering a great email experience to your subscribers day in and day out—but now you need to convince your team.

With this guide, we'll help you convince your boss/teammate/(insert role) why they need Litmus to make every send count.



STEP 1

Gather proof to educate your team

Educate your team with facts to bring them up to speed on why your team will benefit from investing in email marketing.

THE FACTS

Let's start with the facts: Email is the highest-performing marketing channel with an ROI of $36 for every $1 spent. But there's a lot that can go wrong when it comes to sending error-free, effective emails and email issues aren't often obvious until it's too late. Those email blindspots carry a high cost and without properly optimized and personalized emails, you risk leaving a huge amount of revenue on the table.

What Litmus can do for you

Litmus is a complete solution for email optimization and personalization that empowers you to transform your entire email workflow. Only Litmus lets you automatically monitor key emails—like transactional sends and templates—and alerts you when your attention is needed.

When you build, personalize, test, review, and analyze email campaigns in one centralized solution, you're able to streamline processes and collaborate more efficiently.

> *"Litmus has helped us streamline our email review process, deliver consistent brand experiences at scale and gain deeper insight into what drives customer behavior through their advanced analytics."*
>
> Declan Kilcourse, Digital & CRM Marketing Director at Atlantis Dubai

Build it, test it, trust it with Litmus

Litmus is an essential component of your tech stack that lets you create, personalize, test, review, and analyze every email to make every send count. We think of the value Litmus provides in three pillars: build it, test it, trust it. This framing might help you describe the role Litmus would play in your organization, too.



BUILD IT

Create campaigns that stand out in the inbox

Designing, personalizing, and crafting an effective email is no easy task. Most teams take two or more weeks to create a single email. Litmus helps you do that in a fraction of the time, boosting your team's efficiency so you can focus on innovation.



TEST IT

Avoid costly email blindspots and ensure every email is error-free

There are more than 300,000 different ways every email can display based on the subscriber's device, email client, and reading environment (like Dark Mode). With email clients changing constantly, testing before every send and ongoing monitoring of key email resources is essential.



TRUST IT

Make every moment in your email workflow count

Litmus is laser-focused on providing you a solution that has the uptime, security, and reliable subscriber engagement insights you need to trust that you're sending the right message, to the right subscriber, at the right time.

How Litmus boosts ROI

We understand businesses can be apprehensive about adding new costs. Advocating for your email budget is also tough when those around you don't understand the full potential of email, or don't realize the costly inefficiencies within your current process.

Investing in Litmus isn't just about "fixing" what's missing in your email program. It unlocks the insights and earnings potential that's gone unnoticed up until now.

We've seen time and time again that investing in your email marketing pays off. These are some of the results the Litmus community has achieved:

42:1 ROI

Testing with Litmus Email Previews gives a ROI of 42:1–much higher than the 37:1 ROI those who use an email preview tool provided by their ESP see. Brands utilizing Litmus Spam Testing see an even higher ROI of 43:1.[1]

Companies who use Litmus Email Analytics see a 30% higher ROI over teams who rely on dashboards from their ESP (53:1 vs 37:1)[2]

30% HIGHER ROI

+96% REVENUE

Customers who use Litmus Personalize have seen a 96% lift in email-driven revenue, on average.[3]

1 2020 State of Email Report, Fall Edition | 2 CMO's Guide to Email ROI | 3 Litmus Personalize Customer Success Stories

STEP 2

Educate your team on what Litmus can do for your email marketing program



Litmus protects your brand reputation from the constantly-changing landscape of email support.

When it comes to email, quality matters. Litmus gives you the peace of mind that your emails represent your brand the way you intend—and make sure your emails look great for every subscriber, on every device, for every send. Plus, only Litmus offers always-on email monitoring to ensure your emails remain error-free at all times.

Litmus streamlines your email workflow so you can produce more high quality campaigns—without additional headcount or resources

What if you could spend less time building and testing emails, and more time working on the things you want? With Litmus, you can speed up your email workflow without sacrificing quality.

> *"By testing emails early and often, we've been able to catch and prevent a number of errors that would create a poor user experience and cost us potential business revenue. Litmus has helped us keep our error rate near zero."*
>
> Mitch McCline, Marketing Systems Engineer, 7Across

Litmus integrates seamlessly with your marketing technology

Litmus technology integrations combine all of your email marketing tools—from code editors to cloud storage to collaboration hubs—all in one seamless workflow.

Litmus takes the guesswork out of email personalization

Email personalization is no longer optional; 76% of buyers expect more personalized attention from marketers to develop a connection with their brand and 80% of customers are more likely to make a purchase from a brand that provides personalized experiences. Litmus Personalize gives you the tools you need to personalize emails at scale, without creating endless email versions.

Broken emails break trust

You've got a reputation to protect, and every email is a reflection on your brand. Litmus helps you create exceptional emails more efficiently and effectively so you can maximize your ROI and truly make every send count.



STEP 3

Handle objections like a pro

OBJECTION #1: "LITMUS IS TOO EXPENSIVE."

YOUR RESPONSE: Litmus is an investment in the success of our email program. With Litmus, we'll gain visibility into potential email-related risks before we send. There are so many ways an email can break—and no way to proactively manage all those moving parts without the right tools.

With the investment we've made in email marketing technology and staff, plus the time and effort we put into every email campaign, we can't risk delivering a bad subscriber experience, damaging our brand reputation, or landing in the spam folder. We also need deeper email insights to learn what works with our target audience and improve future campaigns.

Litmus offers all the optimization and personalization tools we need to achieve this and only Litmus offers always-on email monitoring so we can be notified the instant an email client update puts our email—and brand—at risk. Plus the Litmus solution gives us the opportunity to save money by replacing solutions in our tech-stack that only help with limited areas of the email workflow.

Additionally, in a study Litmus commissioned Forrester Consulting to conduct on the Total Economic Impact™ (TEI) of Litmus, Forrester determined that Litmus delivers a three-year 301% ROI.



> *"Litmus has totally changed the way that we work at Zendesk. From the product to the customer service, you can feel that the whole company cares about making your email program better."*
>
> Lily Cardiner, Senior Email Marketing Strategist , Zendesk

OBJECTION #2: "WE GET THE SAME FUNCTIONALITY FROM OUR EXISTING EMAIL TOOL."

YOUR RESPONSE: The Litmus solution is more than just previews. It's a solution for marketing effectiveness that lets you build, personalize, review, test, and analyze your campaigns. And Litmus' Enterprise-level features let teams collaborate more easily, getting more reliable, higher-performing campaigns out the door faster than ever before.

With the complete suite of Litmus email optimization and personalization tools, we can transform our entire email workflow and increase ROI to hit our marketing-driven revenue goals. Litmus helps us personalize emails at scale, catch broken links, images, and other critical elements that can hurt email performance. Plus, only Litmus has the ability to watch over critical email resources—like our automated emails and templates—and alert us when an email client change impacts how our email displays, putting our brand reputation at risk.

Litmus will also help us collaborate more effectively; their customers have saved hours on every email by using Litmus Proof as a centralized location to review and approve emails as a team. Litmus also details subscriber engagement and reliable open insights that we don't have access to today, with Email Analytics and pre-send delivery checks with Spam Testing.

And last but not least, Litmus is known for their reliable system uptime, security, and customer support so we'll have the peace of mind that they'll be there for us when we need them most.

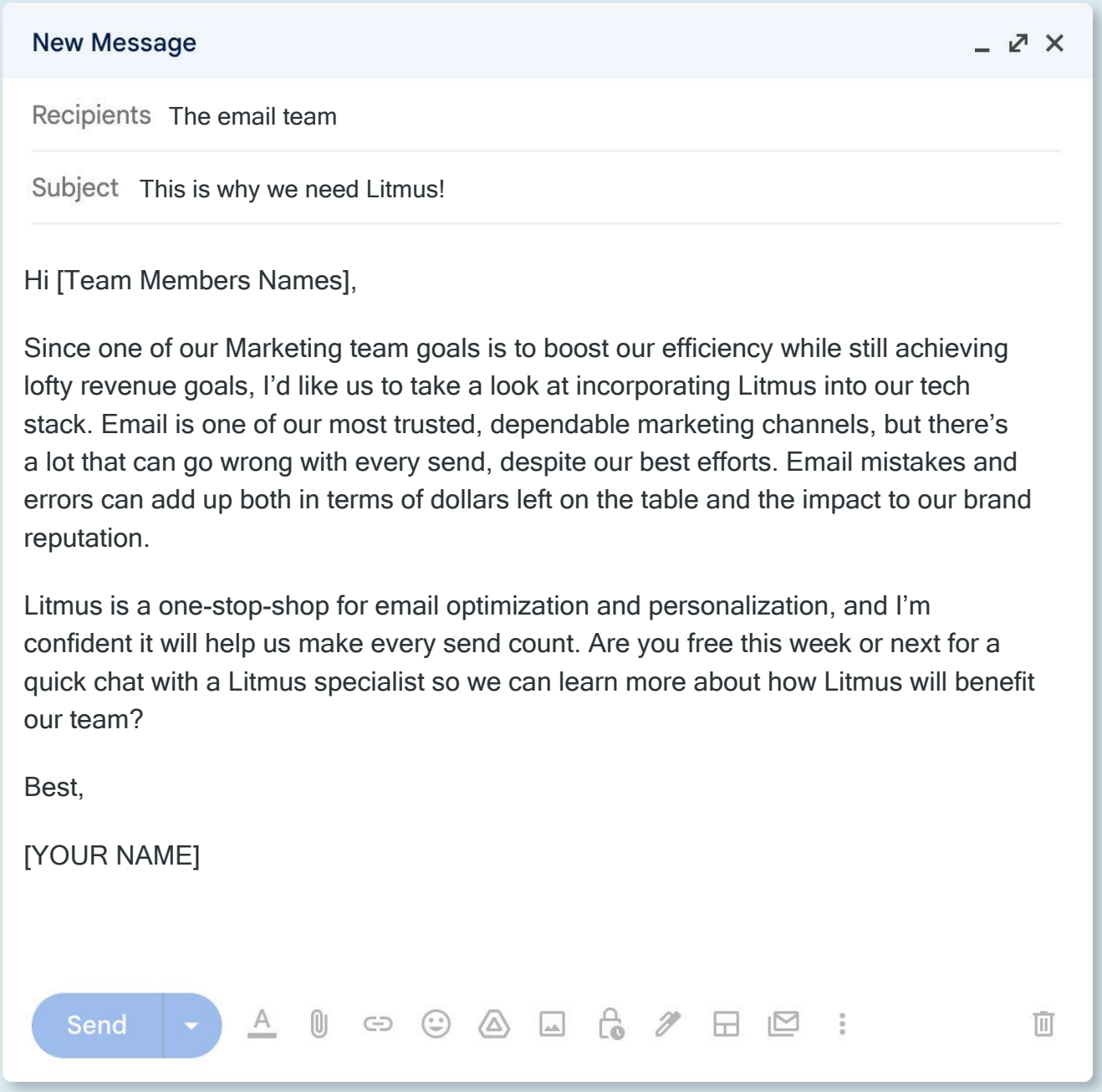
OBJECTION #3: "WE ALREADY TESTED OUR TEMPLATES—WE'RE GOOD TO GO."

YOUR RESPONSE: Over a period of just three months, the top mobile email clients made a change an average of every 1.2 days, opening the door for costly email errors. Plus, every time we use a template—and insert new links and images—we introduce another opportunity for it to break. Sometimes ESPs modify code during the sending process, and email clients can change support without warning—that means our template may work one day, and not the next. Nothing in email marketing is "set it and forget it" and only Litmus has the tools we need to keep a constant pulse on our emails and ensure our brand is properly represented with every send.

> *"Litmus Test is a game-changer for us. There are so many elements that need to be tested before you send. In order for our emails to produce great experiences that help us build trust with our subscribers, we depend on the guided, thorough review with Litmus Test to help us send with confidence."*
>
> Matt Lucas, Senior Email Developer, LendingTree

Need help writing an email to send to your team about Litmus?

Here's some suggested copy below to help make things easier. Take this template and make it your own!



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Everything you need to convince your team that Litmus is right for you

You know the importance of delivering a great email experience to your subscribers day in and day out. But does your team? We're here to support you in getting the tools you need to make every send count and take your email marketing to the next level. If you need some help convincing your boss/teammate/(insert role), we've got you covered with this guide.