



Experiture Marketing Platform

Email Drag and Drop Designer

PRESENTED BY: ANDRES ZAPATA, PRODUCT MANAGER

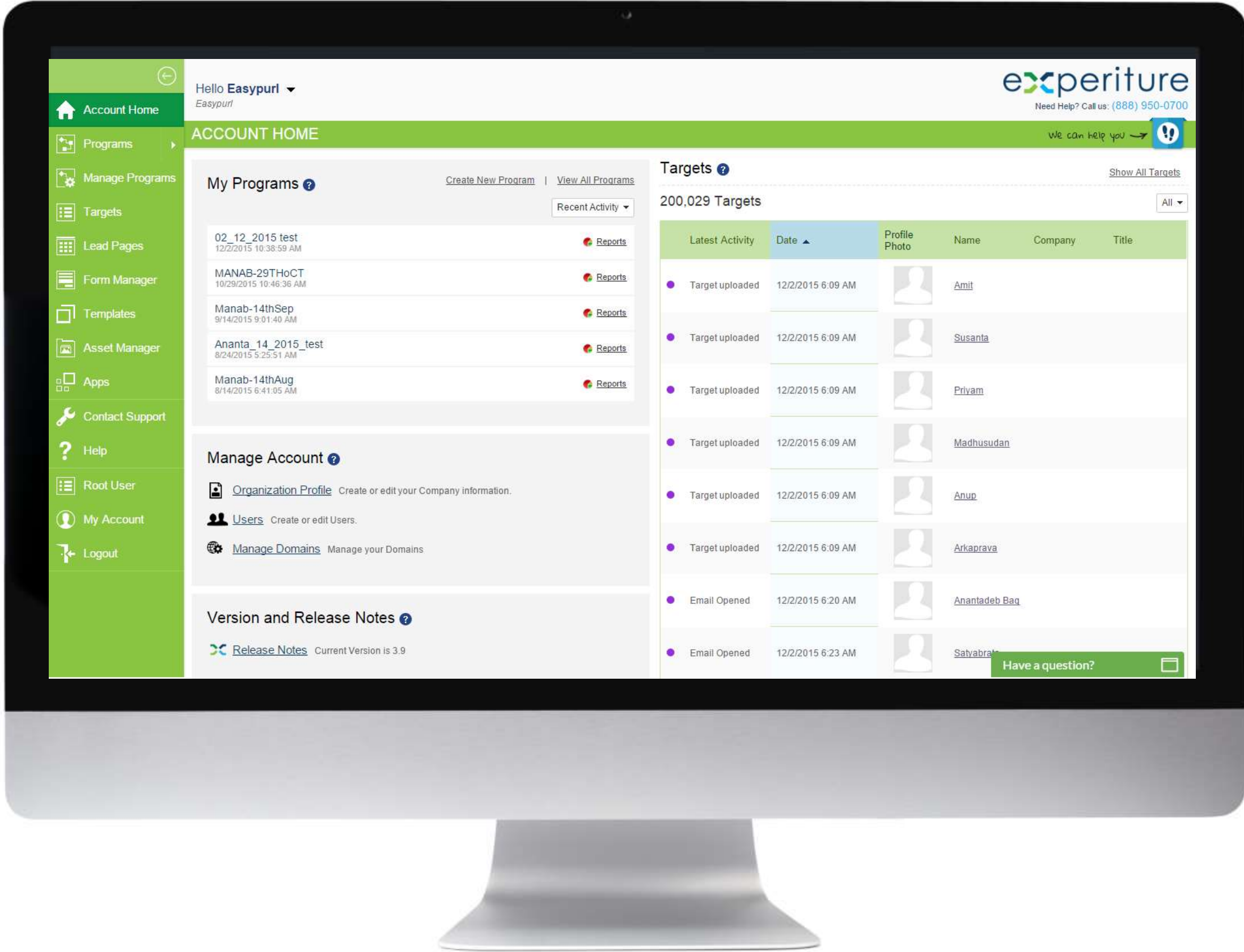
About Experiture





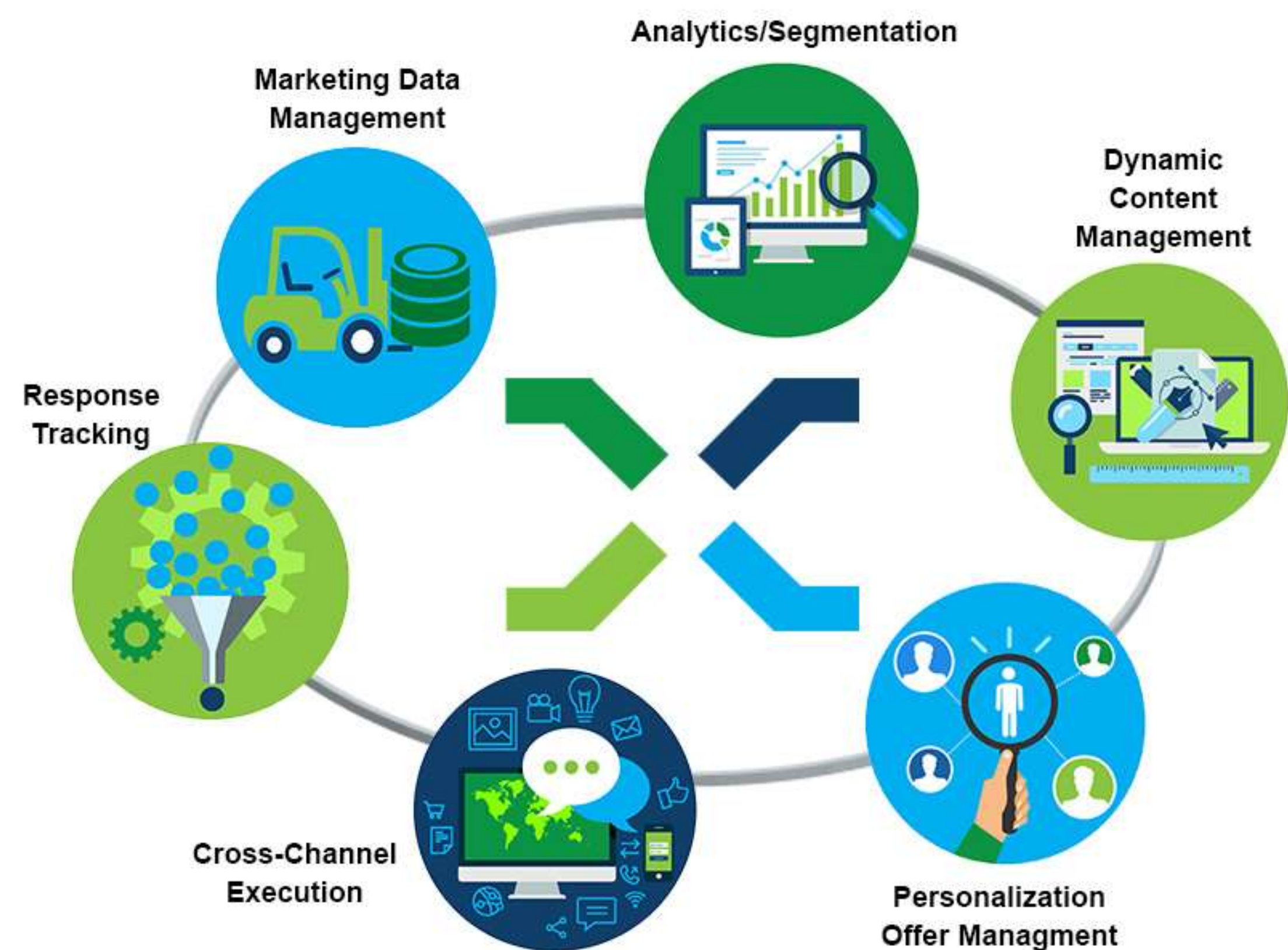
Experiture

Experiture was designed to simplify and streamline the complex multichannel marketing needs of the modern marketer. Experiture is on a mission to create the world’s most powerful, flexible, easy-to-use marketing platform that all marketers love.



Experiture
Marketing Platform

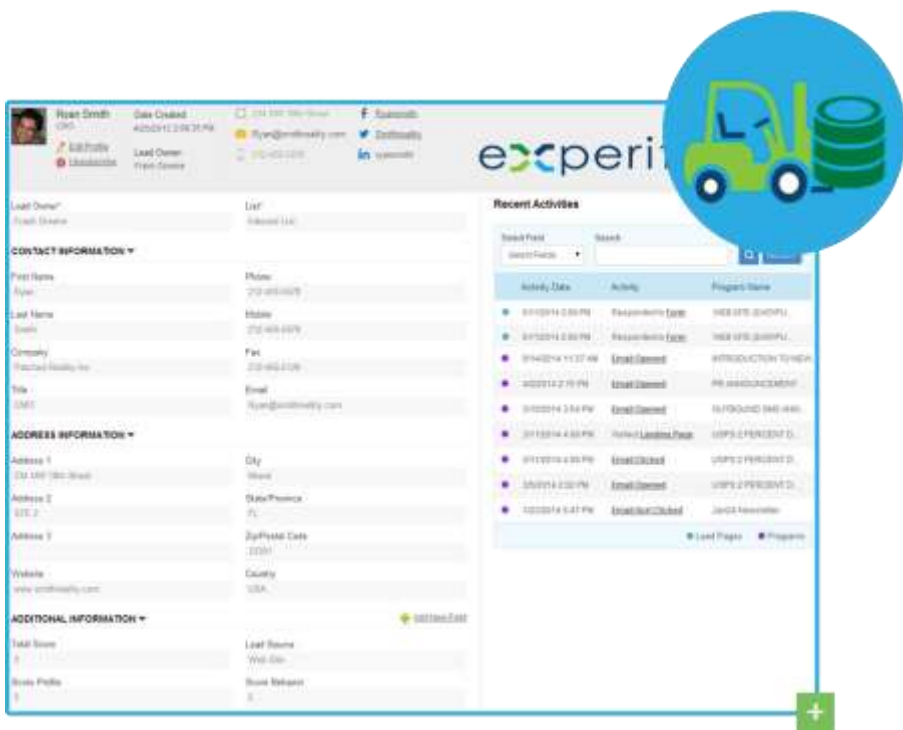
Platform Overview



Experiture offers an all-in-one customer engagement marketing platform that helps marketers of any size attract and retain customers with customizable multichannel workflows.

Create Cross-channel Experiences

Full-service software that incorporates multiple channels, including email, landing page creation, mobile marketing, social marketing, and more by using a single platform.



Powerful Marketing Data Warehouse

A single view of each customer across channels, including profile, behavioral and transactional data. Use Experiture as a single repository for marketing data.

Multichannel Customer Lifestyle Marketing

Create, deploy, measure, and optimize ongoing, automated marketing programs across the entire customer lifecycle.





Email Marketing

Experiture's Email Creation Tools

One main feature of the Experiture platform is to empower marketers with little to no HTML or technical skills with email marketing capabilities.

With Experiture, users can create and deploy emails, measure what's working, and adjust to optimize. Email campaigns built in Experiture can range from one-time triggered emails, to ongoing automated programs, to multi-touch sequences.

Experiture previously offered three means of creating emails, catered to different skill levels:



WYSIWYG Editor

The **WYSIWYG Editor** features a simple interface that provided email-editing tools to quickly compose, format, and style an email without requiring any special technical skills.



Advanced Email Designer

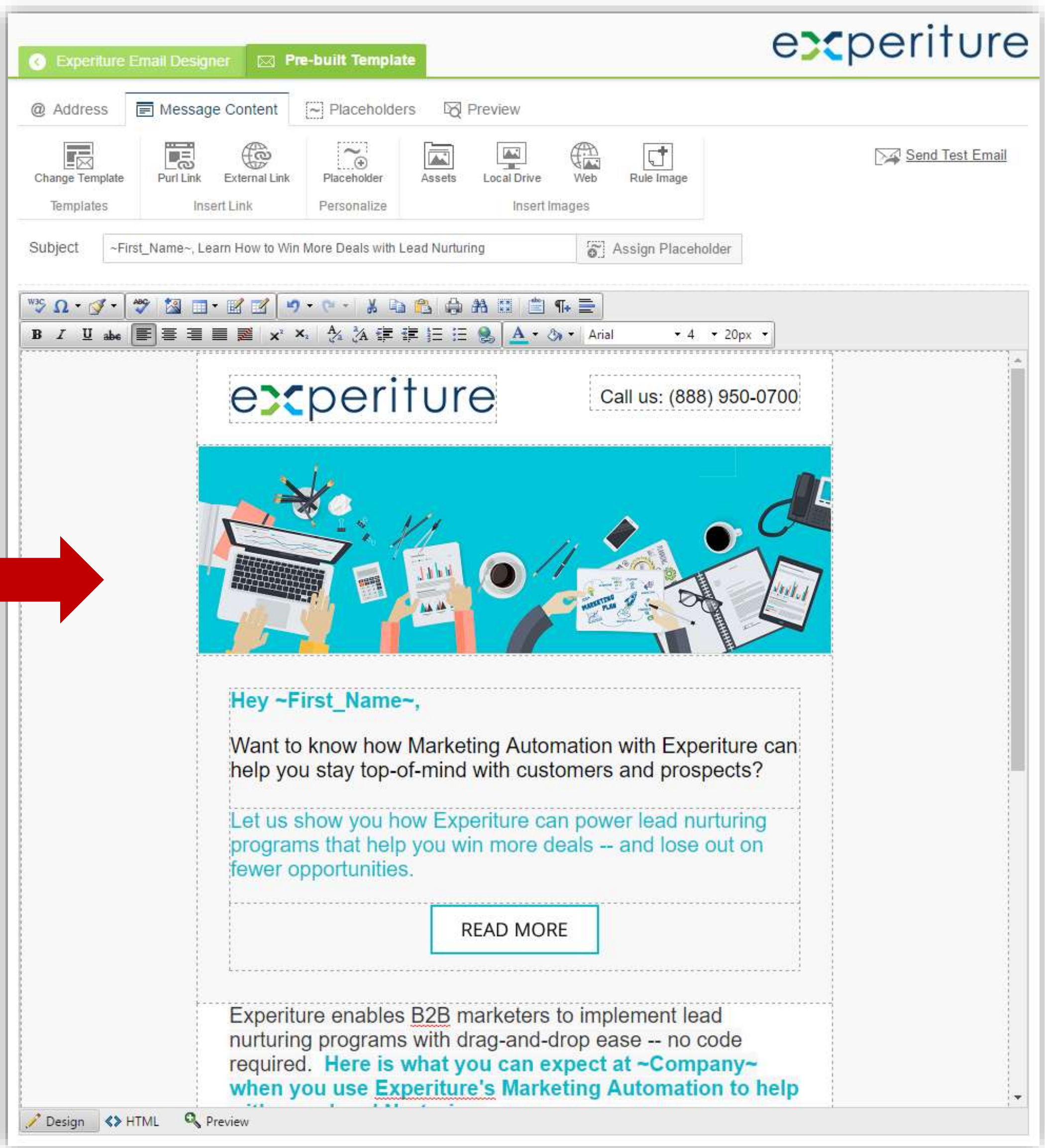
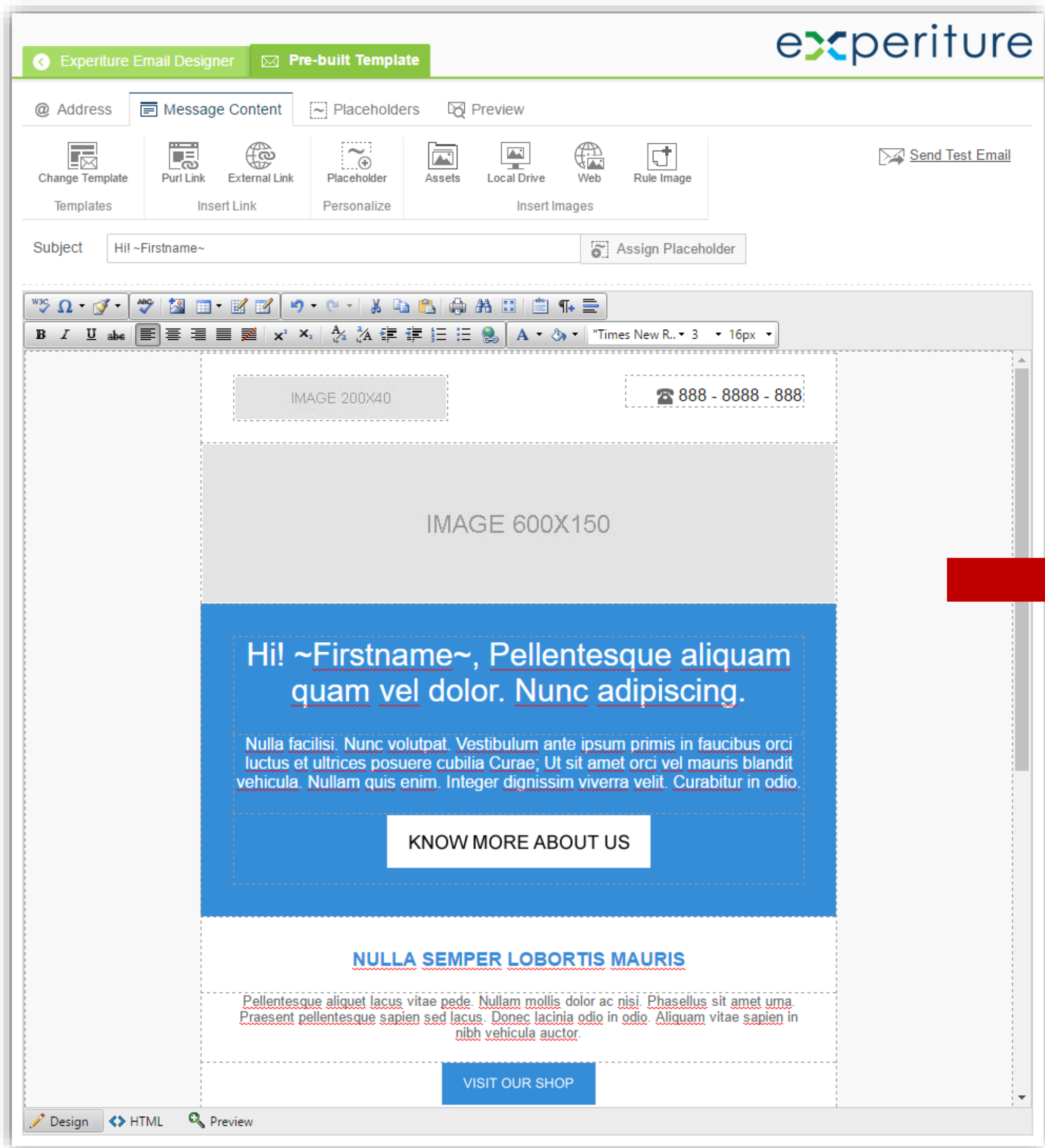
The **Advanced Designer** provides a powerful HTML editor to build an email from scratch, or paste HTML built externally or exported from a third-party software.



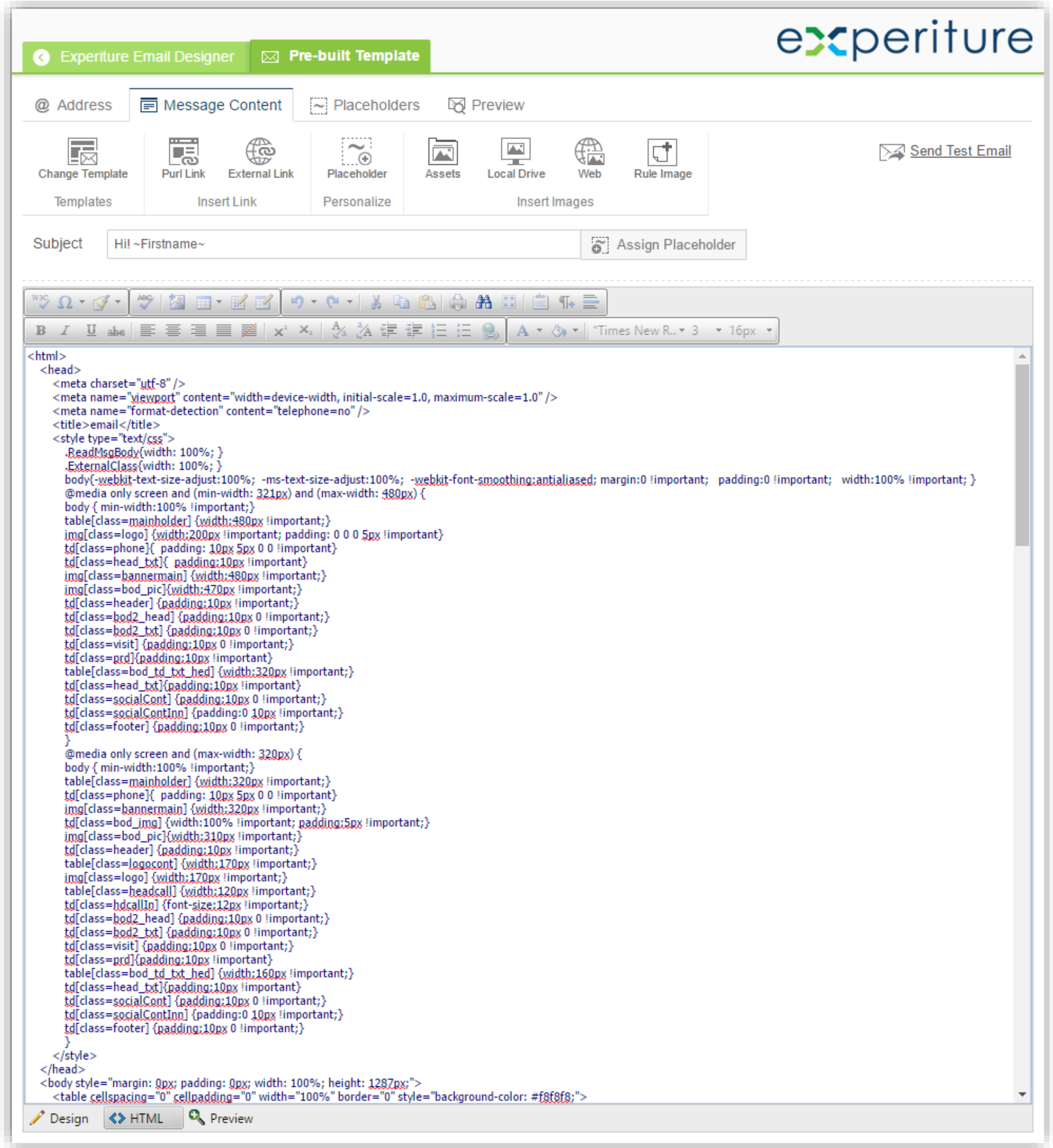
Pre-built Templates

Pre-built Templates allow users to quickly and easily customize Experiture's responsive email templates using the WYSIWYG tools or accessing the HTML editor.

Pre-built Template in the WYSIWYG Editor



Pre-built Template in the HTML Editor



Discovery



User Research



Data Analytics

Number of emails sent through each platform:

	Experiture	Easypurl
2015	4.8 Million	19.2 Million
2016	3.6 Million	13.5 Million



User Interviews

I regularly reach out to our most active users to check in with them and obtain a clear sense of how they use the platform and the goals they are working towards achieving.



Support Center

I oversee Experiture and Easypurl support, from which I analyze the email support inbox, Desk ticket system, and live chat logs to identify areas that need improvement.



User Pain Points

After I collect and analyze data from various sources, I understand our clients' pain points and use this analysis to brainstorm and prioritize solutions based on importance and caliber.

Synthesis

Experiture users who have little to no knowledge of HTML were extremely limited by the existing email designers.

From the conducted user research, I extracted the main problem areas for the less-HTML-friendly users that build and deploy emails using in Experiture.

01 Limited in Use

The WYSIWYG editor is convenient for adding text, images, and simple formatting,

By nature of being a rich text editor, it is not a viable solution for robust design and formatting.

03 Inability to Adapt

To customize a pre-built template, users only have the option to use the WYSIWYG or HTML editors.

These editors and knowledge level will limit how much further modification can be done to the template.

02 Required Skills

Building and formatting a complex email can only be done through the email's HTML and CSS.

The WYSIWYG editor provides access to the HTML of the email, but the user would be required to have HTML skills.

04 Costs Time & Money

Experiture's agency services are available to assist clients build out an email, make an existing email responsive, or update a template.

These services result in billable work and will require additional time.



User Personas

Stacey



FACTS

- 39 years old.
- Small business owner.
- Has very minimal HTML skills and is not very tech savvy.
- Relies on Experiture's creative services agency to convert her email designs into html templates.

PAIN POINTS

- Chloe can copy any template the Experiture team built and reuse it in a new campaign, but she can only update the copy and images using the WYSIWYG editor.
- If Chloe wants to change the look and feel or customize the structure of the email, she would need assistance from the Experiture team.
- If Chloe wants the Experiture team to build out a new email or modify an existing template, it will incur additional costs.

GOALS

- Chloe wants to be able to create simple and complex emails without needing HTML knowledge or assistance from the Experiture team.
- Chloe does not want to have to reach out to the Experiture team whenever she wants to update or edit an existing email template.

Preston



FACTS

- 26 years old.
- Marketing assistant.
- Is familiar with HTML, but not proficient.
- Has the ability to build out simple HTML emails.

PAIN POINTS

- Preston has enough HTML skills to build out emails, but only one or two column rows with single content sections.
- Preston does not have experience using media queries to make emails responsive.
- After Preston builds out an email, he could enlist the services of Experiture to make his emails responsive, but this incurs additional costs.

GOALS

- Preston wants create emails that are fully responsive across all devices and screen sizes.
- Preston wants to build out complex emails without having to reach out to Experiture for support.

Mitchel



FACTS

- 32 years old.
- Marketing manager.
- Has no knowledge of HTML.
- Builds email templates in MailChimp, exports the html, and imports the templates into Experiture.

PAIN POINTS

- Mitchel can build simple text emails in the WYSIWYG editor.
- After Mitchel imports the HTML template into Experiture, he is limited to only being able to edit the text and images.
- If Mitchel wants to make changes to the email's properties or layout, he goes back into MailChimp, updates the template, exports the updated html, and imports it into Experiture.

GOALS

- Mitchel does not want to rely on the MailChimp email designer to build email templates.
- Mitchel wants full autonomy of designing and creating email templates in Experiture.
- Mitchel does not want to be limited by his complete lack of HTML knowledge.

Ideation



Our Solution

After gathering insightful feedback from our customers, our mission was to provide them with the best tool to create their emails and boost their email marketing initiatives.

Our new email creation tool would need to meet the following conditions to be successful among our uses:

Flexible Design Layout

Users will create simple to complex emails that support diverse layouts and designs.

Content Selection

Emails can contain a variation of text, images, call to action buttons, and social profile icons.

No Need to Code

Users will not need to know HTML or CSS to create complex layouts and designs.

Fully Responsive

Every email created using this tool will look good on all devices and screen sizes.

Update the Look and Feel

Easily change a background color, edit font properties, and add borders or padding.

Easy-to-use Interface

Drag and drop a section into the email designer. Click a section to edit. Move or reorder a section within the email.

Planning the Solution

The first step to kick off this project was to understand the functional and technical scope.

Our engineering team began to study JavaScript and JQuery libraries to identify the best solution to implement the new and improved capabilities of the drag and drop designer.

They put together a series of prototypes in order to understand the technical requirements necessary to implement the solution.



Lo-Fidelity Prototype

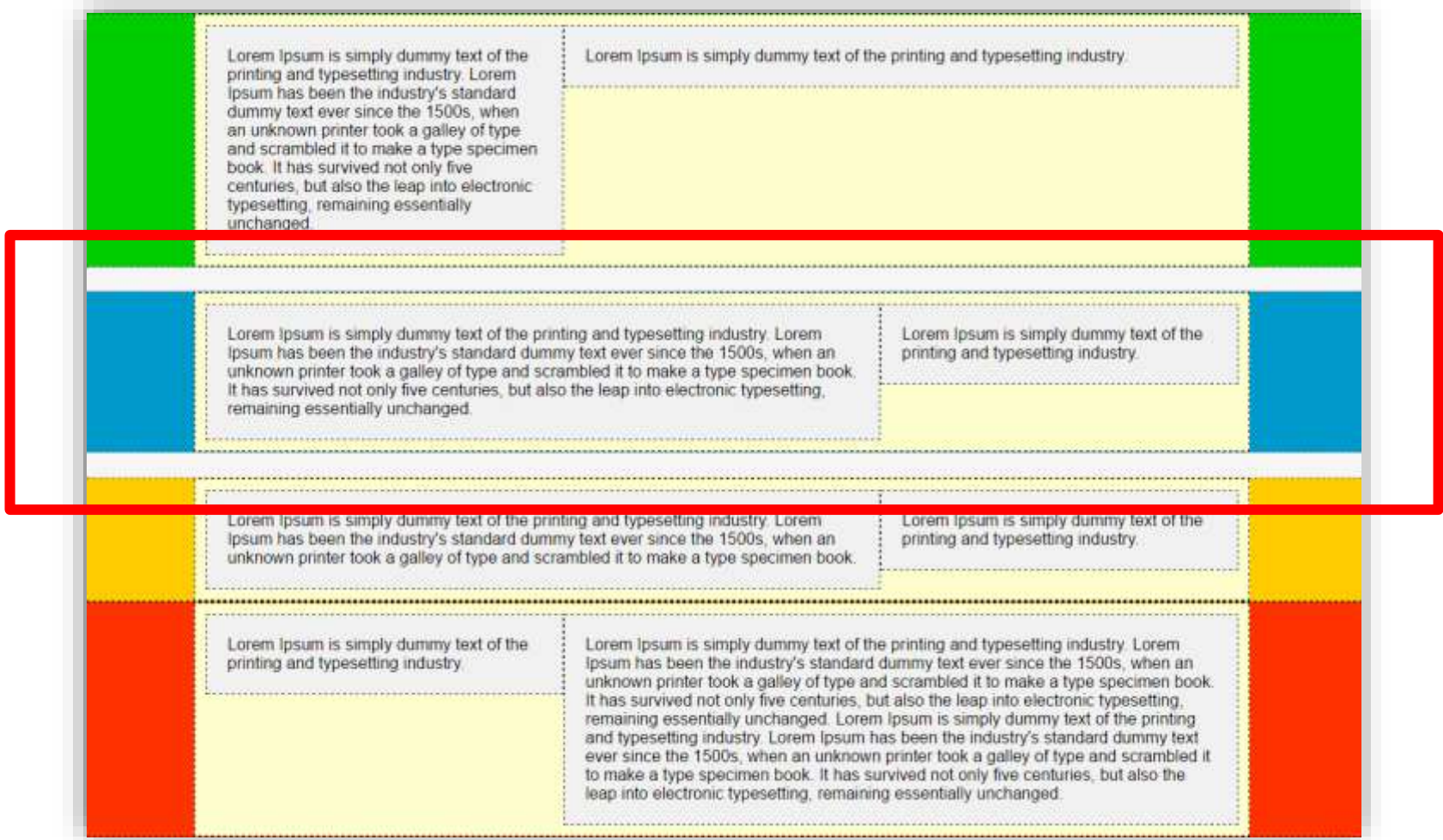
The following lo-fidelity prototype was used to illustrate the horizontal and vertical dragging movement of elements within a template.

The green, yellow, red, and blue rows can be moved vertically.

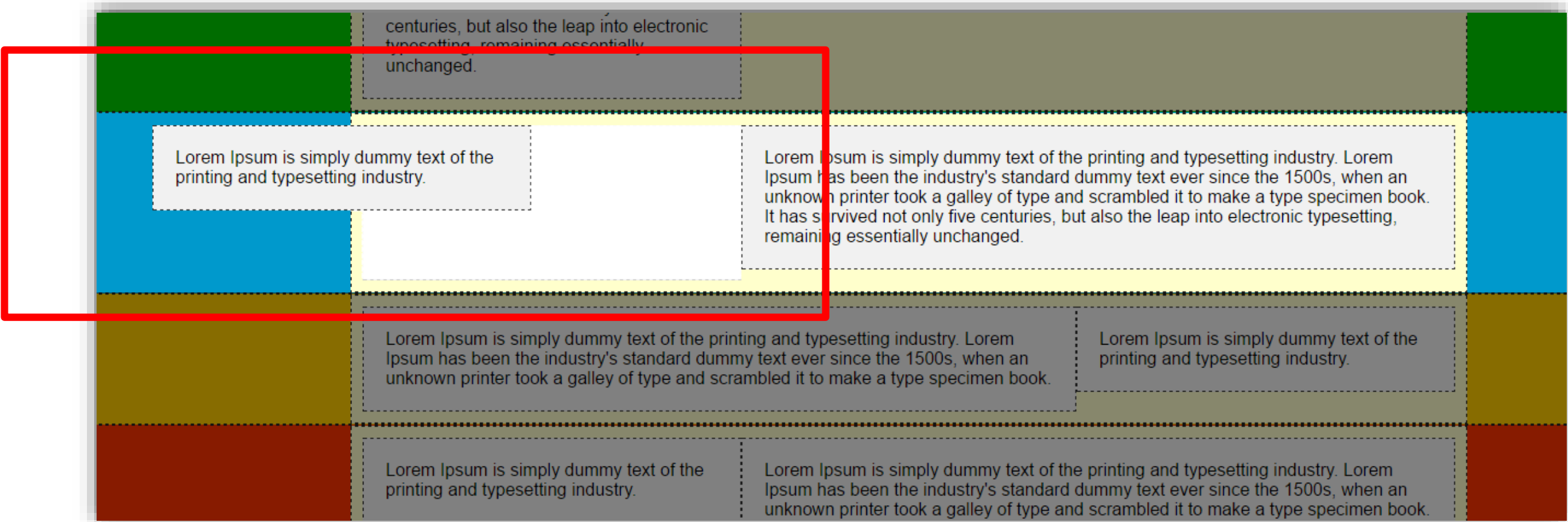
The text blocks within each row can be moved horizontally.



Template in original state



Moving blue row vertically



Moving text block horizontally

Hi-Fidelity Prototype

The following hi-fidelity prototype provided a more realistic use case of the email designer interface and dragging capabilities.

In this template, each gray block represents a 1-column content block section that can be moved in any direction vertically.





Implementation

Agile Project Management

Once our team was ready to build out the email drag and drop designer, the development was broken down into agile sprints. I organized the sprints into milestones in order to streamline the release management, QA and testing, and user validation.



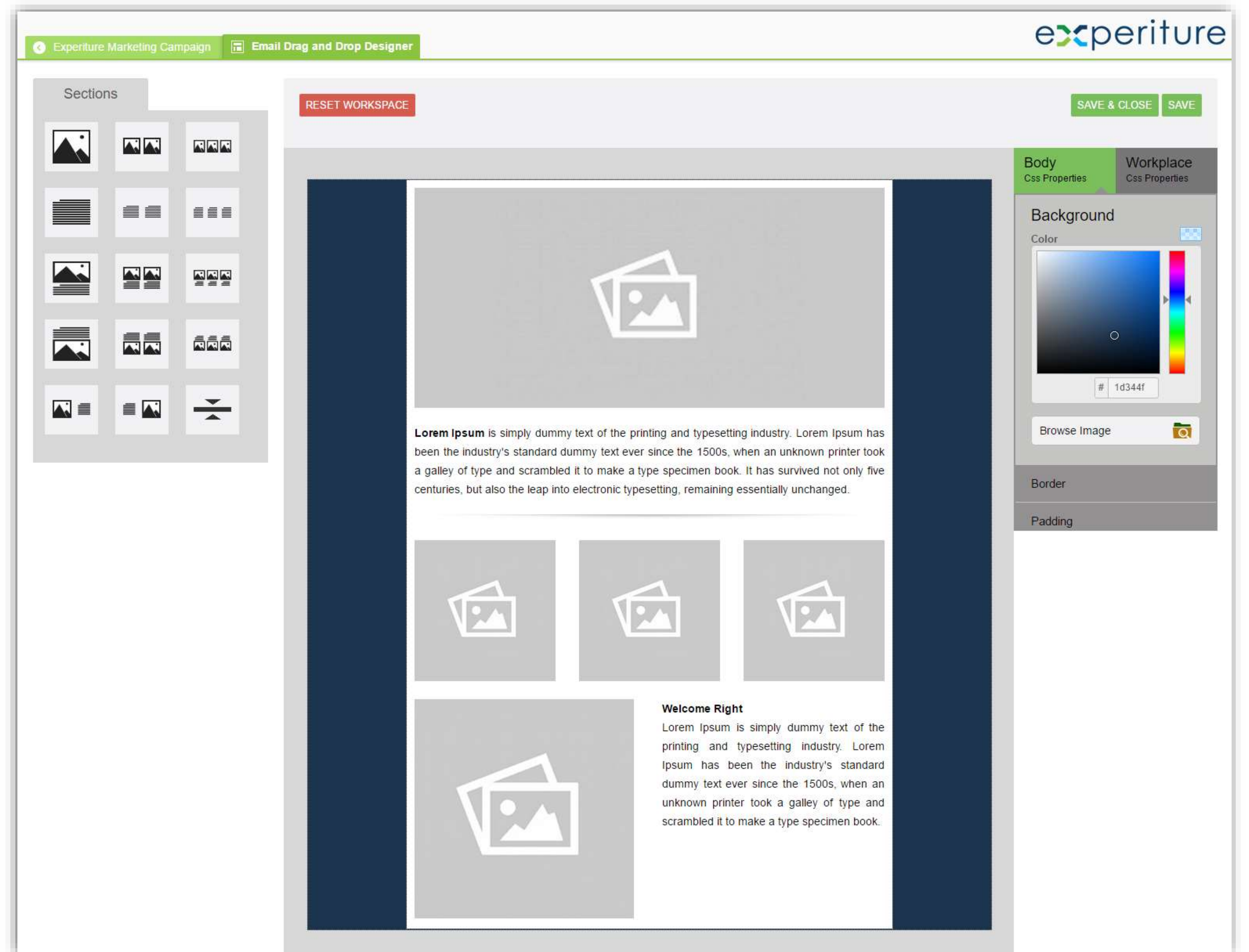
Beta Version

The Beta Version of our email drag and drop designer consisted of features from Milestone 1 and 2.

We wanted users to create an email with a combination of text and image sections, as well as define the CSS properties of the email and individual sections.

This version gave us the opportunity to validate the drag and drop designer with our users and assess the usability of the new interface.

The tools we provided ensured that simple to complex emails could be built.

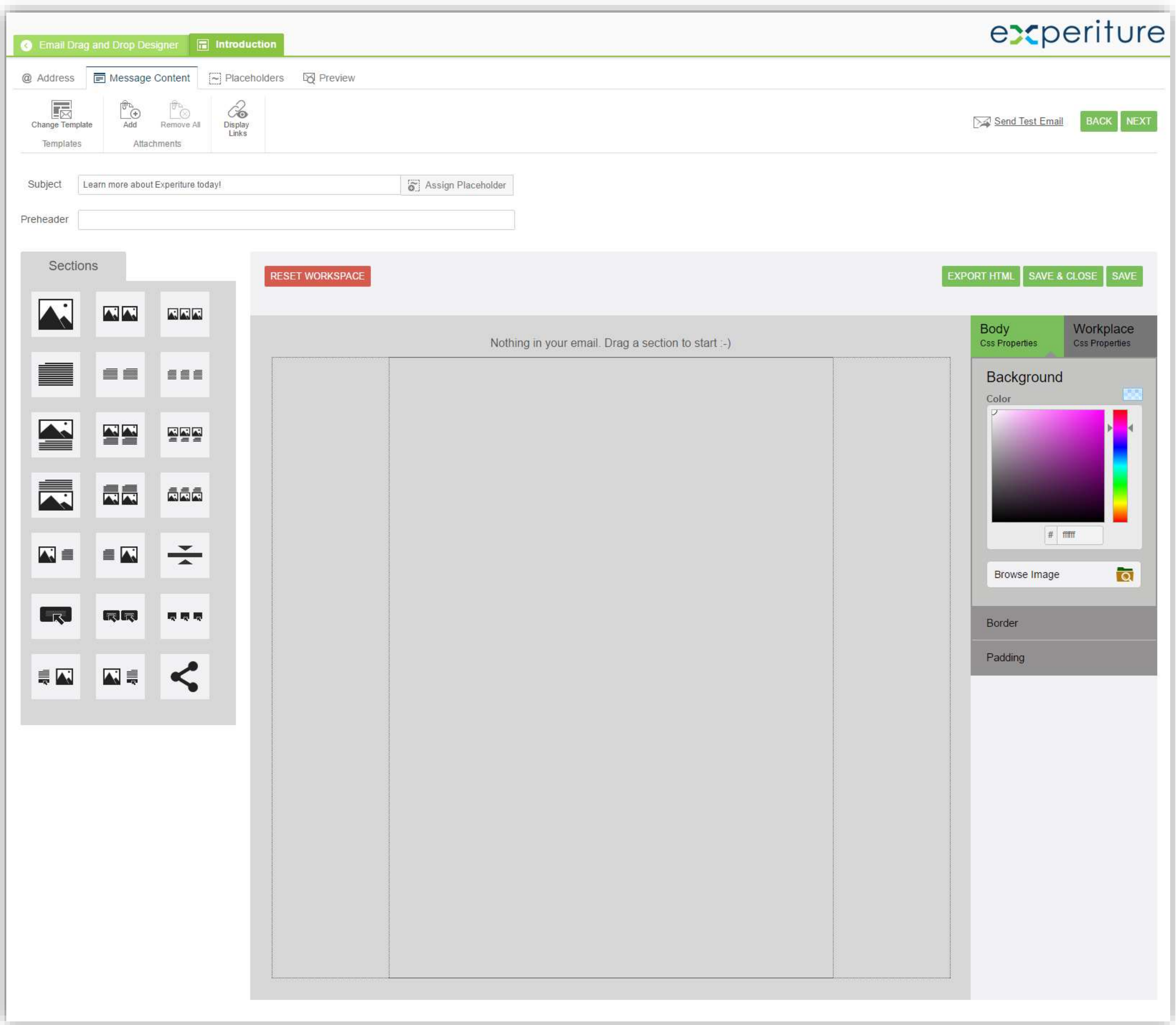


Final Product



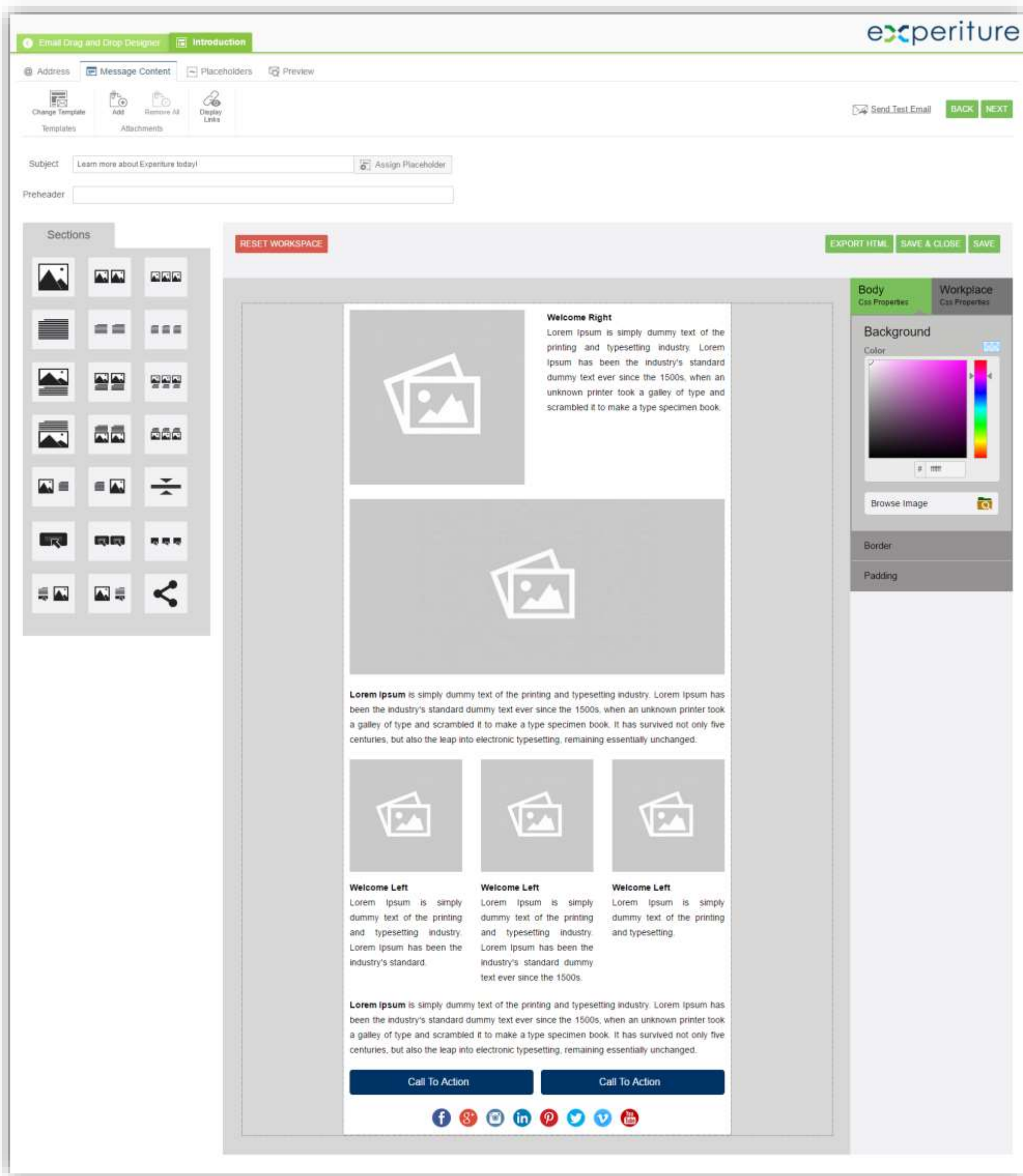
Email Drag and Drop Designer

Empty workspace with content sections on the left and email CSS properties on the right.



Email Drag and Drop Designer

Content sections dropped into the workspace to build the email template.



Email Drag and Drop Designer

Email fully customized and designed.



Subject Learn more about Experiture today!

Assign Placeholder

Preheader

Sections

RESET WORKSPACE

EXPORT HTML

SAVE & CLOSE

SAVE

experiture

(888) 950-0700 | info@experiture.com



Experiture All-in-One Marketing Platform

Go Beyond Marketing Automation with Powerful, Easy-to-use Marketing Software and Solutions for both B2B and B2C Marketers



Personalize Beyond the Email

Create full-fledged customer experiences with truly personalized cross-channel



Easiest Marketing Tools on Earth

Easily design flexible automated multichannel marketing workflows using



All-in-one Analytics

Access detailed, real-time reporting and analytics from a single dashboard and

Body

Css Properties

Workplace

Css Properties

Background

Color



Browse Image

Border

Padding

View product presentation here:
vimeo.com/214261370



Thank You

Andres Zapata
Product Manager