litmus
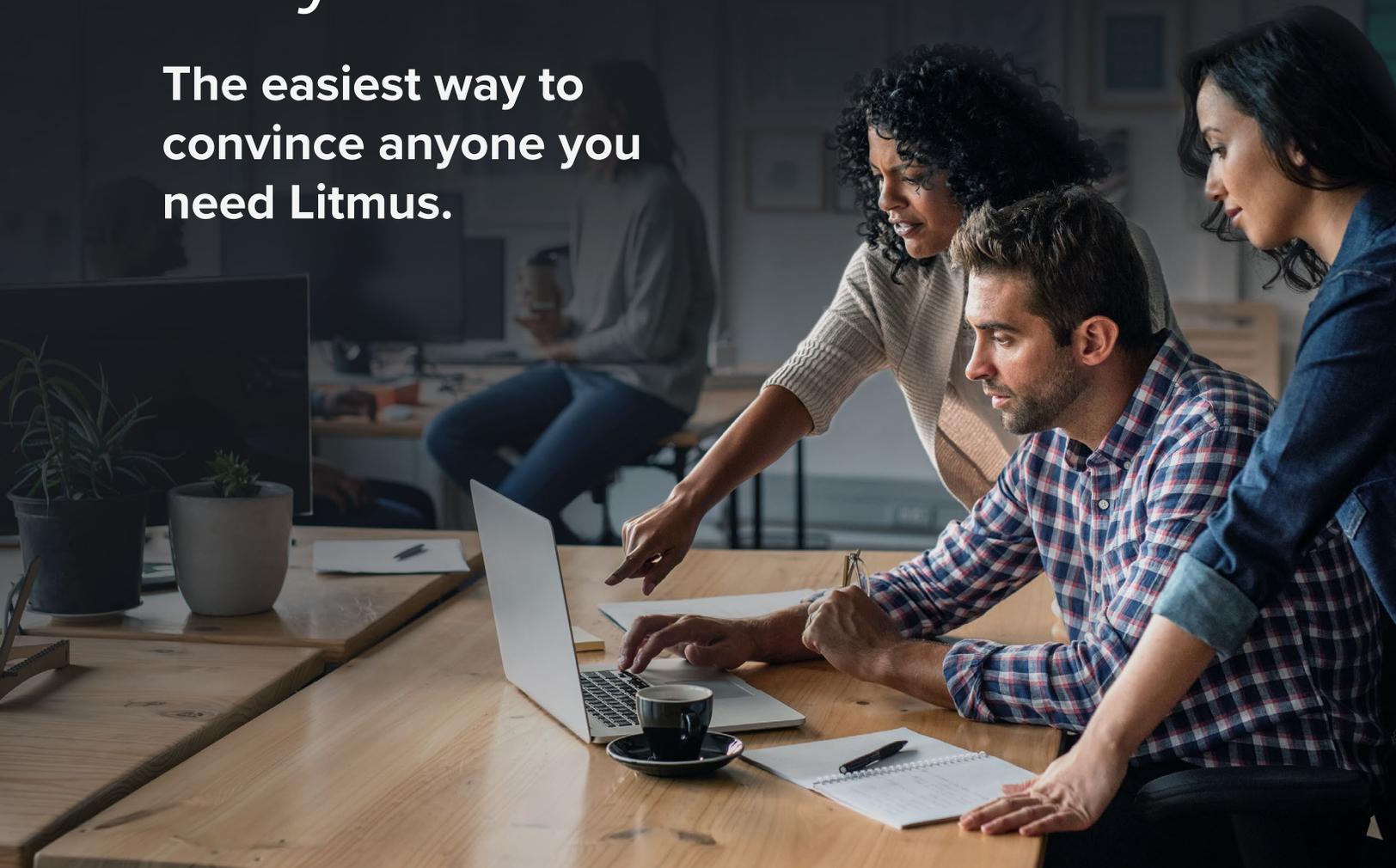
Buy-in Guide

The easiest way to convince anyone you need Litmus.

You show up to deliver a great email experience to your subscribers day-in and day-out. The importance of your role isn't lost on us, and we're here to support you in getting the tools you need to take marketing to the next level. If you're finding yourself in a place of needing to convince your boss/ teammate/ [insert role], we've got you covered with this guide.

Gather proof to educate your team.

Here's what Litmus can do for you:

Litmus isn't just for email testing (although testing your emails is critical). Our solution transforms marketing effectiveness across your entire organization. We believe there are three pillars to a successful email program—Pre, Post, and Perform.

PRE

Set your email campaigns up for success

A reliable pre-send process helps you send better emails at scale with less chaos and confusion. Plus, it sets the stage for actionable insights down the line.

Ways Litmus can help automate your pre-send workflow:

Litmus Builder to empower email creation for all team members—regardless of whether they can code or not

Never let details slip through the cracks with Litmus Checklist and Spam Testing

Litmus Email Previews to find and fix issues in record time

Consolidate feedback for faster review cycles with Litmus Proof

Use email insights to optimize future campaigns

Understanding where, when, and how your subscribers are engaging with your emails helps you make better design and strategy decisions. You'll also gain access to advanced subscriber-level engagement metrics such as forward rate and read time. No more relying on "gut feelings" or trying to make do with limited data from your ESP.

PERFORM

Share insights to improve overall marketing effectiveness

The ROI of email doesn't end when you hit send. Litmus gives you a data-driven look into what converts so you can use your most reliable channel, email, to put your cross-channel campaigns ahead of the curve.

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 that anything is [wrong with your current process](#).

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

We've seen time and time again that email pays. Look at just some of the results that the Litmus community has achieved:

48:1

ROI

For brands that utilize Litmus Spam Testing, which is 23% higher than brands who don't do pre-send testing [1]

For companies who use third-party analytics tools over teams who rely on ESP metrics [2]

10%

HIGHER ROI

2X

CTR

When used Litmus email insights to inform a paid media campaign

Want to dive deeper into email marketing ROI? Check out our report on <ins>what leads to better returns</ins>.

[1] *Litmus State of Email Workflows Report, 2019.*
[2] *State of Email Analytics, 2018.*

Make your case and gain buy-in.

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

When it comes to email, quality matters. With Litmus, you'll get the peace of mind that your emails represent your brand the way you intended—and make sure your emails look great for every subscriber, on every device, and every send.

> " Litmus allows us to catch errors more easily and helps us be more aware of how our emails look to our subscribers - insights we did not have before.
>
> **Sean Kennedy,** *Product Marketer at Zapier*

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

Spend less time building and testing successful emails—and more time working on the things you want—with Litmus.

> " Litmus has made it possible for our team to save 30-60 minutes per email build. When campaigns number in the thousands per month, that significantly improves allocation of resources and productivity.

PM **Pam McAtee,** *SVP Digital at Epsilon*

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, into one seamless workflow.

> " With the Litmus Salesforce Marketing Cloud integration, we've cut our email QA time by over 50%, giving us time to focus our efforts on segmentation and other strategic campaign development opportunities.

Adam MacDonald, *Director of Campaign Management, DEG, Linked by Isobar*

Litmus lets you get more out of your email marketing.

Litmus helps you put email, your most measurable and dependable channel, first and gain the insights to inform best practices across your marketing portfolio.

> " Litmus gives us the ability to use email metadata for deeper insights on behavior and enables Samsung to do a targeted follow up directly. Litmus provides us next-level metadata on email.

CV **Coen Van der Ven,** *CRM Specialist at Samsung*

Handle objections like a pro.

Objection #1: "Litmus is too expensive."

Response: With Litmus, we'll gain visibility into potential email-related risks to our brand, giving our subscribers the best possible experience. A broken email is a lost opportunity for revenue—and with so many ways an email can break, the expense is worth it.

In addition to helping us set our emails up for success, Litmus will help us gain the insights we need to learn what works with our target audience and use them to improve performance across our marketing mix.

> " Litmus can show us not only which email clients our customers are using and rendering across those email clients, but it's also going to show us things like geolocation and how they're engaging within the emails. It pays for itself in the long run in terms of ROI and uplift.
>
> **SM**   **Stephanie McKay,** *LuckyVitamin*

Objection #2: "We get the same functionality from our existing email tool."

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

With a Litmus Enterprise plan, we can transform our pre-send testing process and post-send analysis. Litmus helps us catch broken links, images, and other critical elements that can hurt email performance. 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 provides aggregate and individual recipient data, geolocation, and device open insights with Email Analytics and pre-send delivery checks with Spam Testing.

> " 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 at Zendesk*

Objection #3: "We already tested our templates—we're good to go."

Response: Over a period of just three months, the top three email clients made a change an average of every two 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— so while our template may work one day, it may not the next. Nothing in email marketing is "set it and forget it."

> " Litmus Checklist 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 Checklist to help us send with confidence.
>
> **Matt Lucas,** *Senior Email Developer at LendingTree*

Need more to convince the team? No problem.

Here are our most popular resources to share with your team, or find additional data to convince your boss.

Litmus State of Email Workflows

Learn how your peers create a powerhouse email workflow to send flawless emails that deliver insights.

10 Ways You Can Use Email Insights Across Your Entire Company

Did you realize you're holding a golden ticket within your email program? Here's how the entire company can leverage your hard work (and thank you later).

5 Email Testing Myths You Shouldn't Fall For

Knowledge is power, and we want to help you bust common myths that may be holding you back.

The 3 Pillars of Email Marketing

These are the three elements every email team needs to consider to make your email efforts go further.

Understanding Your Most Valuable Marketing Channel

No offense to your social media peers, but an email subscriber is more valuable than a social follower. Here's why.

Should You Test That Email?

We made a handy infographic about when you should test an email. Spoiler alert—it's all the time. We'll let your leadership discover that through the flowchart, though.

Plus, here are a few articles about how Litmus can help your team

Litmus Works Where You Work: Powerful Integrations With Your Favorite Email Tools

6 Crucial QA Tasks You Can Automate with Litmus

Looking to Improve Email Collaboration? Here are 7 Litmus Features That Make it Easy

10 Litmus Power-User Tips to Make You a Better Email Marketer