

# The Inside Scoop on Insider's High-Performing Welcome New Subscriber Emails

- Insider's welcome email series sets the tone for successful, long-term engagement more than 250 million readers worldwide
- Welcome email video has delivered more than 50,000 views to date
- Marquee use of video happens in sixth touchpoint of Insider's welcome email series

First impressions matter. So, when global news and lifestyle publisher [Insider](#) (formerly Business Insider) sends welcome emails to make that first contact with new subscribers, it knows the importance of doing it with great impact.

The popular media brand, which boasts 250 million readers worldwide, delivers a sophisticated and comprehensive welcome new subscriber email series that deploys a variety of tactics to better captivate and engage its growing audience. And this now includes video embedded straight into subscribers' email messages.

Packed with information and delivered with a compelling human appeal, Insider's emails deliver **big** results.



## Making a Big First Impression Gets Lots of Impressions Back

As one of several emails featured in its welcome new subscriber email series, this one includes a heartfelt, personal clip from Insider Editor-in-Chief Matt Turner welcoming new customers and priming them on what they can expect from their new subscriptions.

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BUSINESS  
INSIDER

Video has long been used by brands and marketers to share promotions, news, and content. Many companies record statements or interviews with senior leadership to express their high-level vision and to humanize their organization.

In this case, Insider's email-embedded video helped lend a valuable human touch to its email outreach.

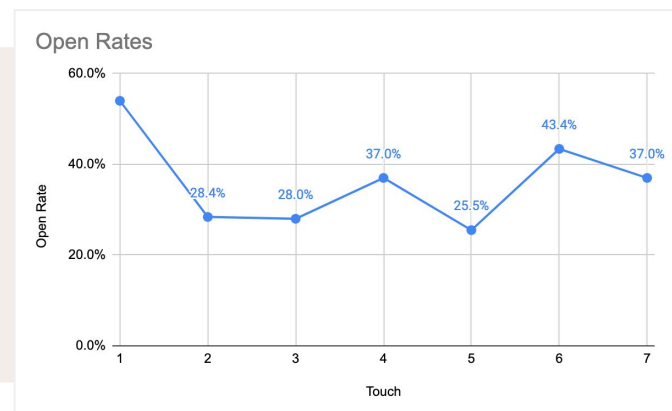
Insider's innovative use of embedded video in its email outreach has generated impressive results in a relatively short period of time. To date, its popular videos have been viewed **more than 50,000 times**.

## Reigniting Interest Against Waning Engagement

It's not surprising that welcome emails often receive [the highest engagement rates of any marketing emails](#), and this holds true for Insider as well.

It's common to see open rates and email engagement tend to decrease over time. But Insider discovered that video helps the brand maintain high open rates on every message. In fact, the publisher's video messages have generated open rates **up to 43%** — second only to Insider's first send of the campaign.

"It's clear from the results that our readers are really interested in seeing and hearing from our Editor-in-Chief," Insider's Senior Manager of Marketing Operations and Consumer Subscriptions explains. "We've been pleasantly surprised by how effective embedding video has been to generate and, just as importantly, maintain engagement."



## Easy, Adaptive Video for Any Email Environment

Adding video to emails has historically been challenging given technology limitations around video files and streaming. But now, embedding video content into emails is easy.

"It was an...interesting...experience trying to implement videos before Liveclicker," Cooper recalls. "Our email platform didn't natively support video in emails. When we first tried to do so, we relied on just a screenshot of a video clip and an accompanying video file link. Needless to say, this was not an ideal solution."

Workarounds like this are common among email marketers, but they often fall short of delivering desired experiences. For example, Cooper notes that hyperlinking a screenshot to another page might confuse a user who wasn't expecting it. Additionally, this tactic takes subscribers out of the email before they take the desired action like clicking a CTA.

Now that Insider has easy access to video embedding technology thanks to its [new Sailthru native integration](#), these problems are no longer a concern. Liveclicker makes sure videos look good and perform their best in any email, regardless of which device or client opens them.

"LiveVideo has opened up great potential for Insider," says Cooper. "Liveclicker has so much to offer, and we've only scratched the surface with what we're able to do."