WWE Brings the Excitement of Wrestling to the Inbox with Video and Increases Clicks 35%

- 35% increase in clicks after incorporating video content into WWE's emails

- Significant time reduction spent creating, updating, and sending emails

- Integrated personalization tools enable WWE to create more flexible, interactive, and engaging email experiences

Larger-than-life personalities. Captivating stories. Lots and lots (and lots) of action.

There's no shortage of reasons to love professional wrestling. But how do you translate the kinetic drama that draws fans to the ring time and time again to email; a medium that is often considered flat and static?

For WWE, the world's premier wrestling media brand, the answer was as elegant and potent as a Stone Cold Stunner. By embedding video featuring their high-energy content and unforgettable stars directly into their emails, WWE grew engagement among its dedicated fanbase and increased clicks by a whopping 35%.

Translating Action to the Inbox

The glory of professional wrestling is best captured by video. No other channel can truly express the sinister entrance walk of a villainous heel, the impact of a costumed body getting suplexed into the mat, or the roar of an elated crowd.

Stefanie Vozzella, Marketing Manager for WWE, finds that adding video straight into her emails helps translate those visceral, iconic moments better than the typical text and static images. "Nothing about WWE is boring," she says "so why should our emails be?"

The one-two punch of animation and audio that video provides can be used in so many ways by marketers. It can be promotional, entertaining, emotional, even educational. And when used in the right place at the right time, it drives big results.

From Outlier to Main Event

Vozzella and her team send out hundreds of emails per year—often three or more per week for every subscriber—to keep up with the constant flow of new WWE events and content. One of them, sent in 2019, caught her eye and motivated her to make use of embedded video moving forward.

"Video was included in our best-performing email in 2019, and we send a lot of emails," Vozzella says. "So that was really exciting to see, it inspired us to try including it more the next year."

WWE started regularly featuring video in its frequent "Tune In" emails to promote and drive engagement for their TV programming. Unsurprisingly, wrestling fans flocked to this new way to get updates and entertainment right from their inbox. Clicks in this email series **grew 35% after incorporating video content.**

Vozzella finds the uptick in interaction wasn't just with the video, either. It had a 'spillover' effect that incited more clicks on CTAs and other media throughout the email: "Video increased engagement throughout the email, and not just with that specific media element. People were definitely more engaged, and our impression numbers went up and I think that's all due to the video getting included."
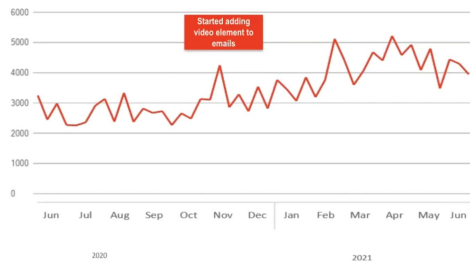
Backed by the Ultimate Tag Team

Putting video in email seems like an obvious tactic, especially for a high-octane media brand like WWE that generates an endless supply of quality content. But it's not always as easy as it sounds.

Fortunately, WWE has the perfect tools to effortlessly embed functioning video content right into her campaigns. Even without a lot of advanced coding experience, Vozzella can place and customize video however she wants thanks to a seamless integration with Liveclicker and Sailthru.

That flexibility and ease of use is huge, especially for a dynamic brand where events, stories, and promotions can change on a daily basis.

"It's such a convenient process for us," she says. "We use Sailthru, and I can go right into the platform and have my template already built out and just click on Liveclicker. Whatever element I want just goes right into my Sailthru template and we can send it just like that. We can control everything right down to the play button. It gives us so much flexibility and it's so much fun."