From: The Boomerang Team <██████████████████>
To: jeevacation@gmail.com
Subject: 2 Tips for Writing Great Emails (And Your Year in Review)
Date: Tue, 14 Feb 2017 00:22:09 +0000

Happy (Lunar) New Year!

If you thought the season for year-in-review emails had passed, think again! We're once again writing to share some knowledge we discovered about how to write effective emails. And per what's becoming an annual tradition, we finished this email just in time to wish you a prosperous and productive Year of the Rooster.

The past year was a great one for Boomerang: together, we scheduled and delivered tens of millions of emails and follow-up reminders. We also brought new features to Boomerang, brought Boomerang

to new platforms, built a school in Burma, and (most relevantly!) looked more into what factors influence email response rates.

Before we jump into the data, we have a quick request! If you're reading this in Gmail, take a look at the row of buttons and make sure the Boomerang button is showing up correctly. If you don't see the Boomerang button, you may want to take a moment to install an updated version:

<div align="center">

Get Boomerang (Again)

</div>

Without further ado, here's the year in review!

What We Learned

Over the past year, we focused our research efforts on figuring out what factors contribute to getting higher response rates to messages we send. Here's what we found! We've included summaries below, and each one of the linked blog posts contains a lot more data and analysis.

Email closings matter!

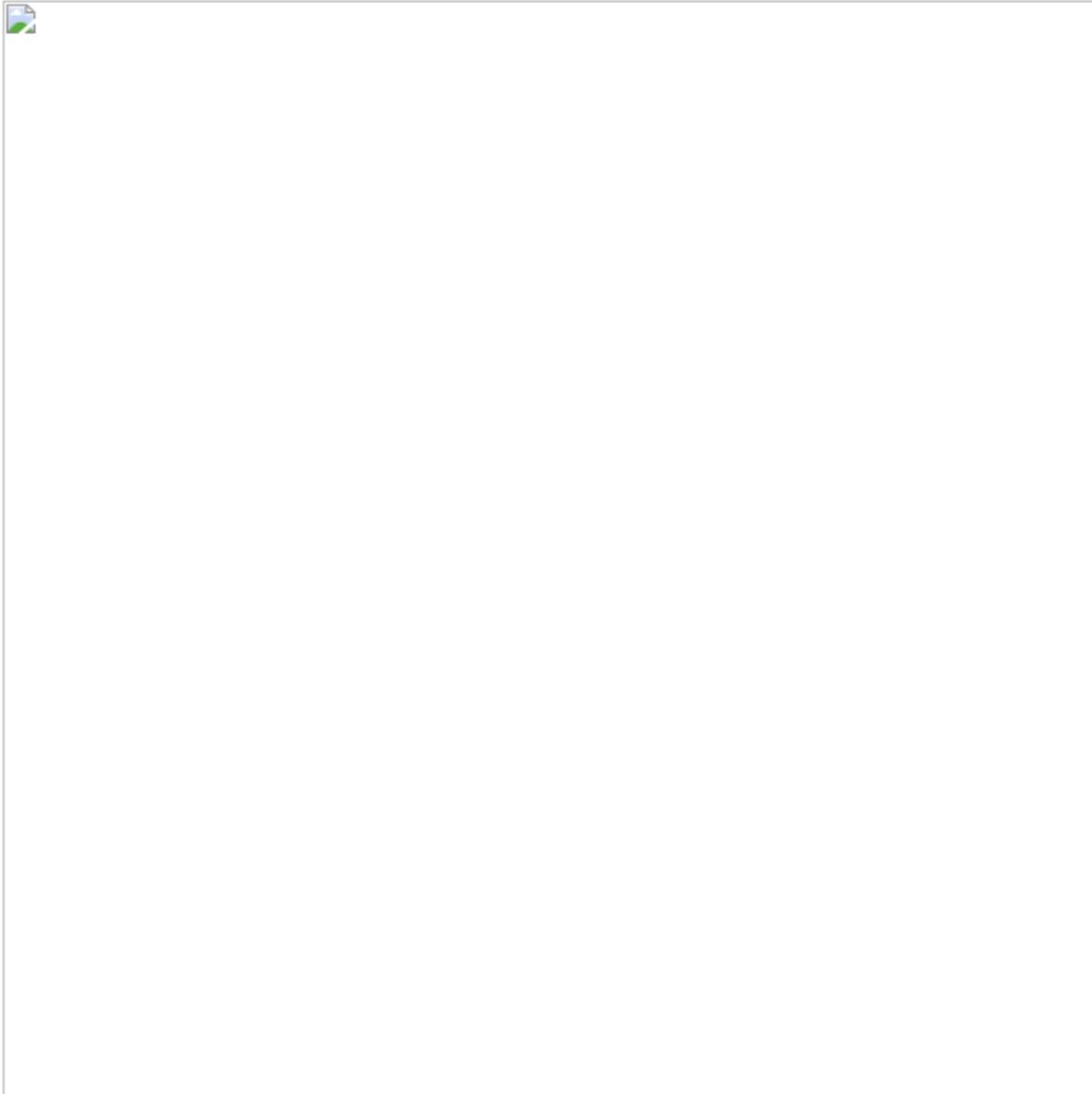Facebook   Twitter   Pinterest   Linkedin

Some people sign-off an email with *Best*, others with *Regards*, and many omit a closing altogether. We wondered if email closings actually mattered, so we looked at how different email closings correlated with average response rate. **We found that there is indeed an optimal way to close an email: with gratitude!**

Thanks in advance was the most effective closing of all, and emails that closed with a variation of thanks or thank you got a reply 36% more often than the other emails. The above chart shows how the eight most popular closings in our data set fared with regard to response rate. Read the full email closings study.

Watch out for typos - especially on Mondays!

When my English teacher admonished me to "proofread, proofread, proofread" in high school, she was onto something! We looked at how subject lines affect response rates, and the number of errors in the subject line has a big impact on how your message is received. **Just one typo in the subject line can decrease response rates by 15%!**

As the number of errors went up, response rates decreased steadily. You might not judge a book by its cover, but it appears people do judge your email based on your subject line. The most statistically significant error was also the easiest one to fix: improper capitalization.

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We also confirmed something you probably already knew: **Mondays are terrible.** We found that Monday was the day of the week where email subject lines had the most average errors. Moreover, the tone of the messages we write is most negative on Mondays. People seemed to get happier as the week went on, with Saturday and Sunday being the most positive.

Though it may not help your coworkers cope with Mondays, a negative tone doesn't always hurt response rates. If you want to make sure that you're coming across with exactly the right amount of good cheer and/or grumpiness, you can try our new Respondable feature to make sure you're striking an effective tone! Read the full "Case of the Mondays" study.

What We Built in 2016

Our most exciting update in 2016 evolved from last year's version of this email! After our last year-in-review email, customers told us that they loved learning about the factors that affected response rate. But they wanted to have access to that information as they wrote emails. So that's exactly what we made.

Boomerang Respondable uses artificial intelligence to help you write better, more actionable emails. It analyzes messages in real-time, as you write them, and offers suggestions on how to improve them. Give Respondable a try today; it's built-in to Boomerang!

Try Respondable

Respondable wasn't the only thing that kept Boomerang busy in 2016. We were thrilled to bring Boomerang to millions of Outlook and ██████████ users this year. Boomerang for Outlook includes the same features as Boomerang for Gmail, plus scheduling tools from Boomerang Calendar that make planning meetings much easier.

Boomerang also gave a major refresh to one of our favorite extensions: Inbox Pause. Inbox Pause allows you to pause your incoming email, putting an end to the barrage of constant interruptions. You can also set up messages to only arrive in your Inbox at scheduled times each day. Inbox Pause now uses the Gmail Settings API, so it is faster and more stable than ever!

One of the things we're most proud of building this year isn't related to email productivity. We teamed up with an organization called Build a School in Burma to fund the construction of a new school for a village without one. It opened its doors this year, and has already reached its capacity (and then some) bringing education to over 100 children. Boomerang pledges a portion of its profits each year to education efforts in Burma, and we are thankful for your support - your subscriptions allow us to give back!

What's Coming in 2017

Facebook Twitter Pinterest Linkedin

Boomerang accomplished a lot in 2016, and we're working hard to create even more exciting productivity solutions in 2017!

One project we're excited to tell you about is Boomerang for iPhone! Boomerang for iPhone has been your most-requested update for the past couple years, and we're almost ready to deliver it. Boomerang for iPhone will bring all the power of Boomerang to your mobile device - send later, snooze, read receipts, Respondable - built into a beautiful, fast, reliable email experience. And we have a couple iPhone-only surprises up our sleeves too.

If you'd like to be notified when we get ready to start beta testing, apply to join our beta program. If you're a subscriber to Boomerang, we'll make sure you get access first!

Apply to be a beta user

2017 is going to be a busy year for us. If you've made it this far down into a year-in-review email that's predominantly about email, you just might be interested in joining the team. Check out our openings!

Thanks for helping Boomerang have the best year ever (so far!), and we're eager to continue to help you be as productive as possible. Here's to 2017!

The Boomerang Team

Our other products:

Boomerang for Android - Advanced Boomerang functionality for Gmail and Exchange accounts on your Android phone

Boomerang Calendar - Smart scheduling assistant built into Gmail

user of Boomerang

Inbox Pause - Stop the flood of incoming emails

The Email Game - Lightweight Gmail client that helps you handle emails more efficiently

Boomerang for Outlook - The ultimate productivity add-in for Outlook and Office 365