

Mint.com Case Study

Leading online personal finance service grows user base with StrongMail Influencer



"StrongMail Influencer has enabled Mint.com to better leverage social media to significantly increase conversions and expand our reach."

Donna Wells
Chief Marketing Officer
Mint.com



Mint.com
Mountain View, CA
www.mint.com

Industry
Financial Services

Employees
35

Members
1.5 million

Return on Investment
1 new user for every 2.6 invite clicks

Key Benefits
> Real-time visibility into campaign performance
> Identify key influencers
> Expand reach
> Increase new user conversions

Products & Services
StrongMail® Influencer™

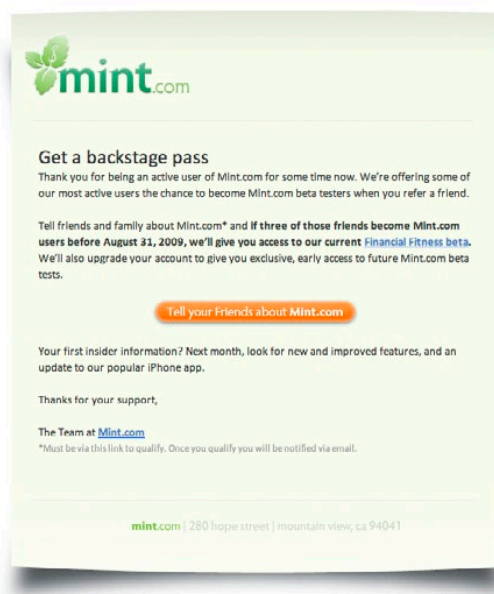
Launched in 2007, Mint.com has quickly become America's #1 online personal finance service, attracting more than 1.5 million registered users – with thousands more joining each month. The company's phenomenal growth stems from its fresh, easy and intelligent approach to money management, which has earned it numerous industry awards from Kiplinger, Money and PC Magazine, as well as accolades from Wall Street Journal, Business Week and others.

Mint.com allows its users to easily create a summary of their spending habits, build a budget and monitor performance against personal financial goals. The simplicity of the service, combined with its unparalleled value for managing personal finances, has attracted a passionate community of users. In order to grow its business even faster, Mint.com researched ways to accelerate referrals from its loyal customer base, and ultimately decided to enhance its use of social media in its email marketing.

Testing to Optimize Campaign Strategy

All three social programs asked email recipients to share their positive experience with Mint.com by referring their friends. The email creative for each test was the same, only the offer was different. The first test offered the opportunity to win

a "Minty Green" iPod Nano once three of their friends became Mint.com users. The second offered exclusive access to the Mint.com Beta Testing Program, also in return for three new users signing up. The third test served as a control group offering no reward, but still asking recipients to send an invitation to their friends.



Of the three offers tested, exclusive access to the Mint.com Beta Test Program was the clear winner.

Mint.com launched the three variants to a percentage of their total list and then used the StrongMail Influencer dashboard to track the results in real-time. Using StrongMail Influencer, they could see which offer generated the most activity, and within that activity, which members shared the most invitations and generated the most new users.

The test mailing revealed the “exclusive access” treatment to be the clear favorite among Mint.com users. As a result, Mint.com deployed the winning campaign to the balance of the broader email target segment.

Expanding Reach and Conversions

The typical objective of any socialized email program is to increase reach and conversion, and the reasoning is simple. Intrinsicly, socialized email is about extending the reach of a current email program. Finding a way to motivate customers to share an offer with their network has the potential to grow your email file, subscription lists and customer base exponentially.

Socialized email is also very effective at driving conversions, and that’s driven by two factors: **(1.)** social networks are filled with friends who have similar likes and interests. Consequently, the ideal Mint.com customer is likely to have several members of his or her extended social network (personal address book contacts, Facebook friends, Twitter followers, etc.) who also fit the typical Mint.com customer profile. **(2.)** Today, consumers turn to social media when making purchase decisions. When brands are introduced to consumers via a customer’s own personal network, the brand benefits from increased trust and credibility, increasing the likelihood of conversion. The results generated by the winning campaign exemplify these concepts.

“StrongMail’s approach of tapping social motivators to drive sharing behavior was unique in the marketplace, and its easy integration with our existing email program and comprehensive testing and tracking made it the logical choice for us.”

Donna Wells
Chief Marketing Officer
Mint.com

mint.com

Overview Transactions Trends **Fitness** Investments Ways to Save

To give you the freshest possible info, your accounts are now updating... this will only take a moment.

Get financially fit by knocking out the tasks below

HOW FIT ARE YOU? 82%
April 2009 - August 2009

4,500 of 5,500 points

Score for August 2009 82%

Wow. Just signed up for Mint and it completely knocked my socks off. This is going to revolutionize how I manage my money."
— CRAIG Z., MINT.COM USER

Spread the word.

Get a backstage pass.

Invite your friends to try Mint.com. When three of them sign up, you'll gain access to our exclusive Financial Fitness beta.

NEXT
No Thanks

Already participating? [Check your status](#)

Terms and Conditions Privacy Policy Powered by StrongMail

Mint.com Influencers sent an average of 5 invitations each via email and various social networks.

The Results

The winning “exclusive access” email was opened by 48% of those mailed. Of those, over 10% became “Influencers” for the Mint.com brand by sharing the invitation with, on average, 5 friends each, significantly expanding its reach.

The increase in reach aside, these invitations generated an unprecedented 61% click-through rate. More importantly for Mint.com’s bottom line, every 2.6 invite clicks led to one new Mint.com user. This socialized email campaign was extremely successful for generating new users.

“The results from incorporating StrongMail Influencer into our email programs showed us what is truly possible when you effectively tap the power of the social web,” said Wells.

“For Mint.com, using StrongMail Influencer paid off in thousands of new users.”

- > **Over 10%** of those mailed become Mint.com Influencers
- > **Over 5** invitations were sent by each of these Influencers, on average
- > **61%** of these Friends clicked-through to investigate Mint.com
- > **1 new user** joined for every 2.6 invite clicks

About StrongMail® Influencer™

StrongMail® Influencer™ injects rich social networking functionality into any email communication – allowing email marketers to extend the reach of their programs by creating engaging experiences that invite consumers to share their brand or offer with friends, relatives and colleagues. By leveraging social motivators when developing the campaign strategy, StrongMail helps ensure that recipients stay connected to the brand, and consumers are motivated to share the campaign with their trusted friends.

Each Influencer-enabled campaign is powered by a viral marketing engine that offers real-time optimization of creative executions to maximize virality and impact. The dashboard allows marketers to actively participate in the virality of your message, not just track it. Use it to influence the conversation, multiply your reach, and drive ROI.

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About StrongMail Systems, Inc.

StrongMail's online marketing solutions for email and social media enable businesses to reach, engage and influence their target audience using the most powerful channels available to marketers today.

StrongMail gives email marketers the control and support they need to improve campaign performance, boost deliverability and lower costs, while also leveraging the power of social media to extend the reach of their campaigns and brand to new audiences. Combining an easy-to-use email marketing application, high-performance delivery system, viral-marketing tool, social media integration, and a wide range of deliverability, strategic and supporting services, StrongMail makes it possible for companies with all levels of resources and expertise to take advantage of its proven solutions.

Headquartered in Redwood City, CA, StrongMail's clients include global leaders across virtually every industry.

To learn more about StrongMail, please visit www.strongmail.com.

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StrongMail's Social Media Solutions

StrongMail developed its suite of social media solutions with a direct marketer's perspective in mind. Our products enable marketers to launch direct-response campaigns into social media and reach and identify key brand influencers across blogs, Twitter, Facebook and other social networks. Each of our social media products enable you to analyze and track campaign performance all the way through to the conversion so you can truly understand the business impact of your social media efforts.

In addition to being fully integrated into its email marketing solutions, StrongMail's social media tools are also available directly to online marketers as components of the StrongMail® Social Studio™ suite.

StrongMail Social Studio

StrongMail Social Studio is a comprehensive social media marketing platform for the professional marketer that features a referral marketing platform, social sharing tool and campaign management application – all in one solution.

StrongMail Social Studio consists of the following proven solutions that have driven measurable results for organizations across a variety of vertical industries.

StrongMail Influencer™ – Acquire new customers by launching viral marketing campaigns that leverage your biggest brand advocates to spread the word about your brand or offer. Get detailed reports on sharing behavior and conversions, and build loyalty segments for future re-marketing efforts.

Social Notes® – Enable website visitors and email subscribers to share branded content across the top social networks, blogs and email. View the most popular content and social sharing channels alongside usage activity such as views, clicks and conversion rates.

Social Direct™ Beta – Currently in private beta, Social Direct is an innovative campaign management tool for launching targeted, direct-response campaigns into Twitter and Facebook and tracking performance all the way to the conversion. The solution will be formally added to Social Studio at the end of the beta period.

Complementary Strategic Services

StrongMail complements its social media solutions with a wide array of strategic services ranging from strategy and creative services to production and full-service program management. Get expert assistance in developing your social media strategy and learn proven strategies for monetizing the social web by identifying, motivating and tracking the behaviors of advocates and influencers within your current customer base.

For additional information about StrongMail's social media solutions, call (650) 421-4200 or visit us www.strongmail.com.

