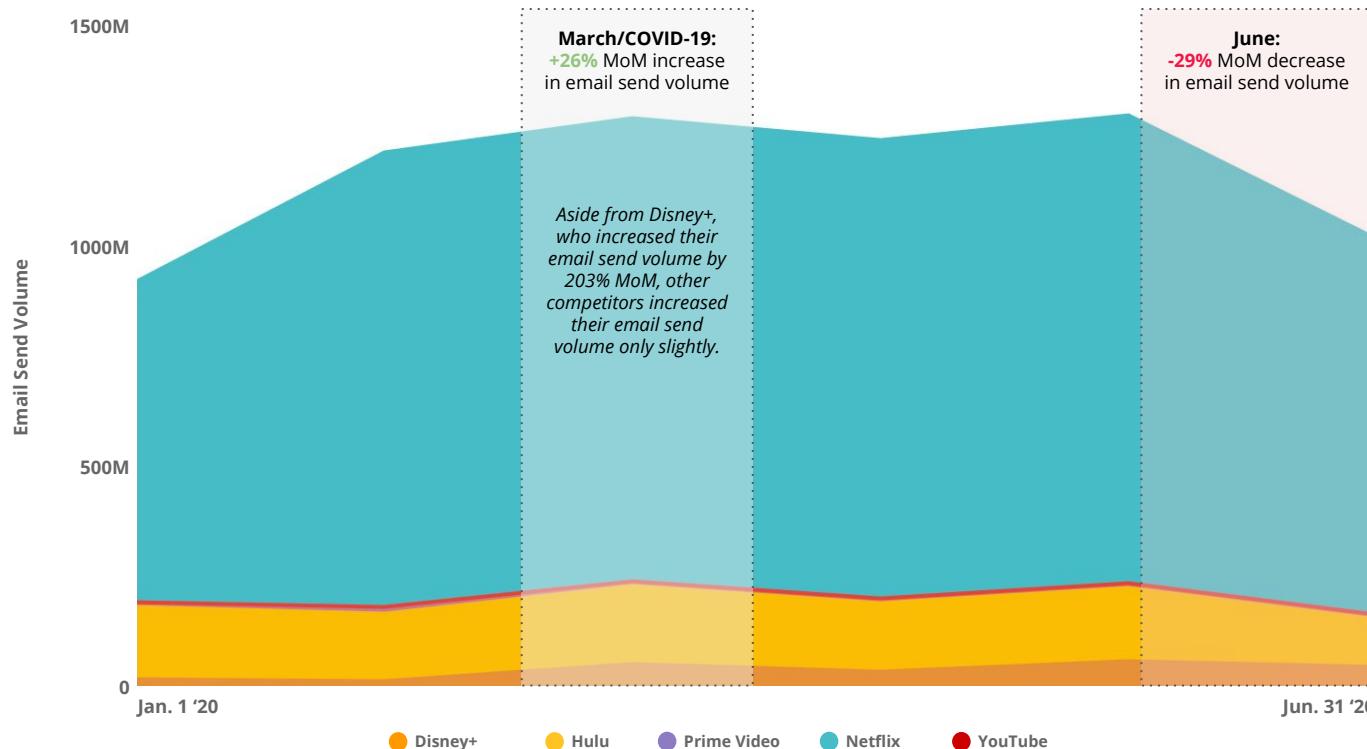


NETFLIX

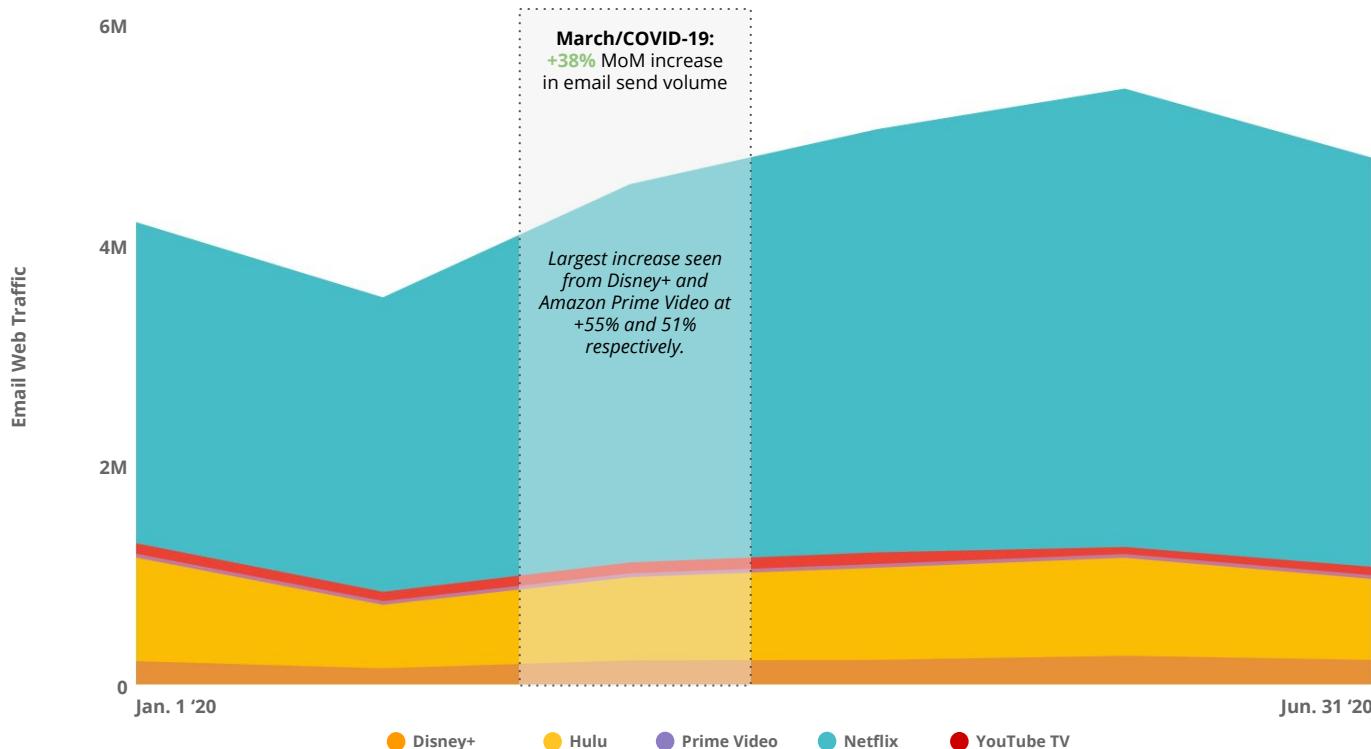
Driving Owned Media & App
Engagement With Email Marketing

News & Media

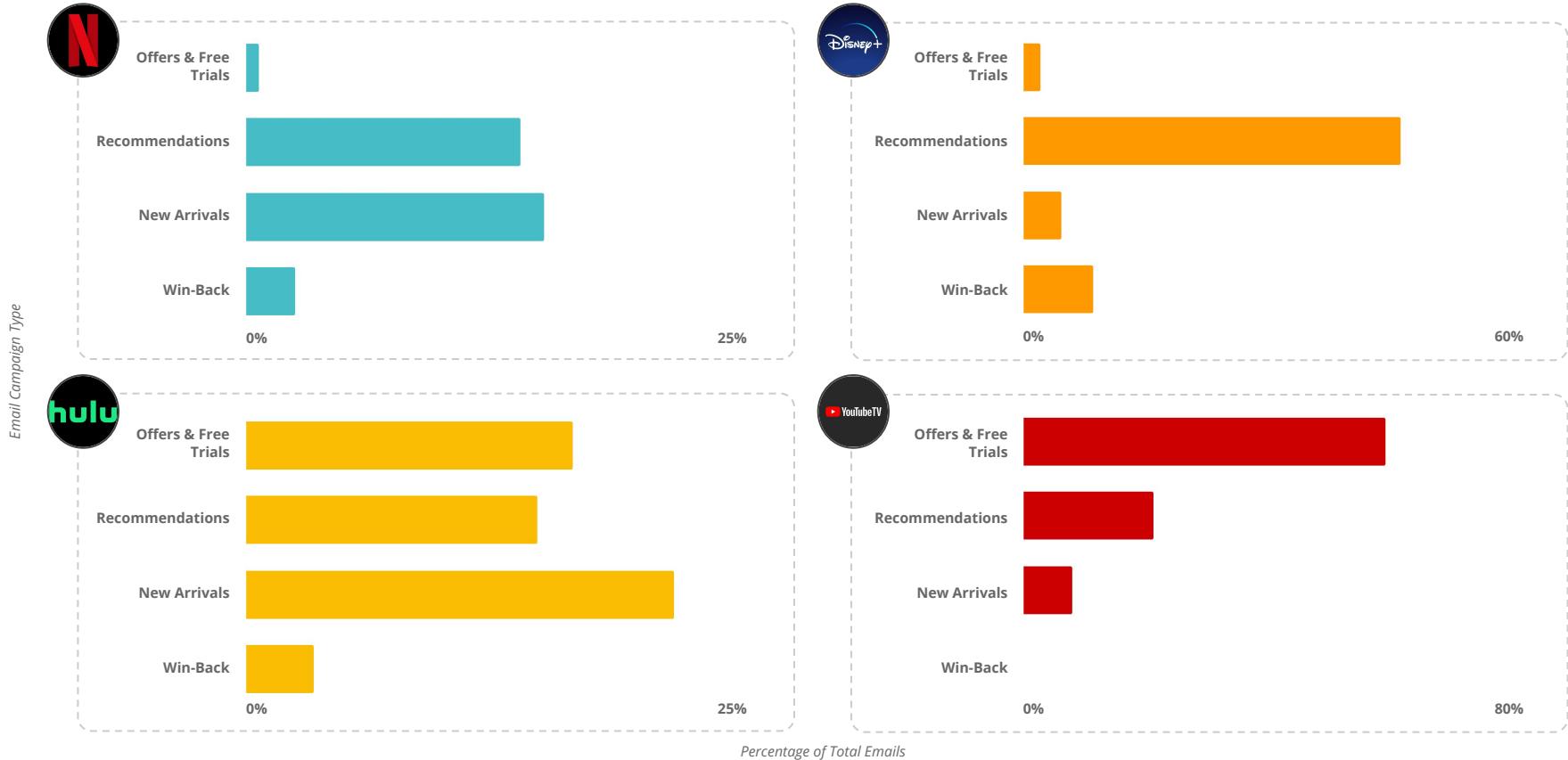
In March, email send volume for top streaming brands went on a slight upward trend. In June, however, email volume has started decreasing, at -23% MoM, returning to numbers similar to January and February.



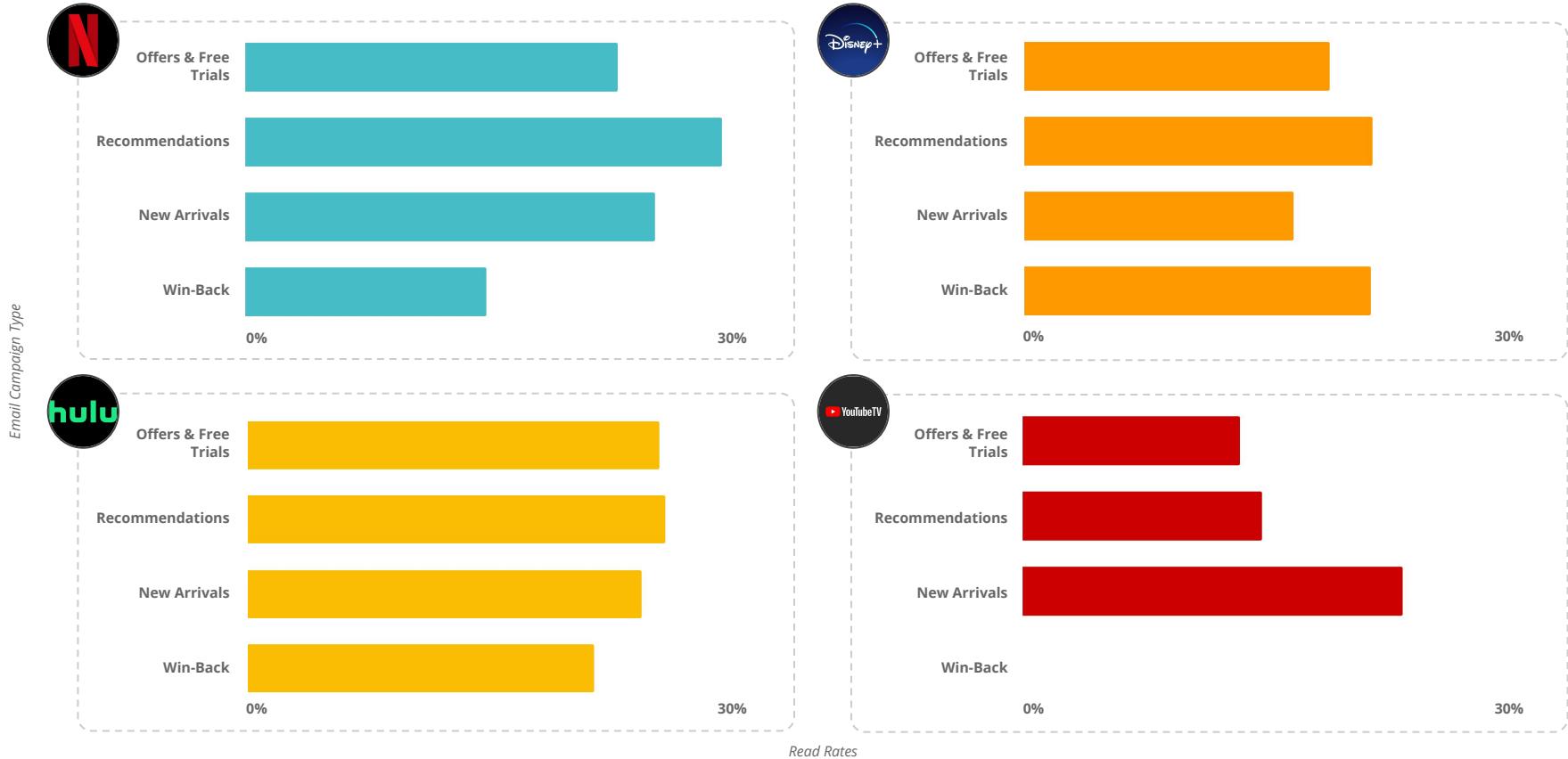
The same trend is seen in email web traffic, with a large uptick in web traffic from email starting in March. In June, email web traffic numbers have gone back down, by -8% MoM.



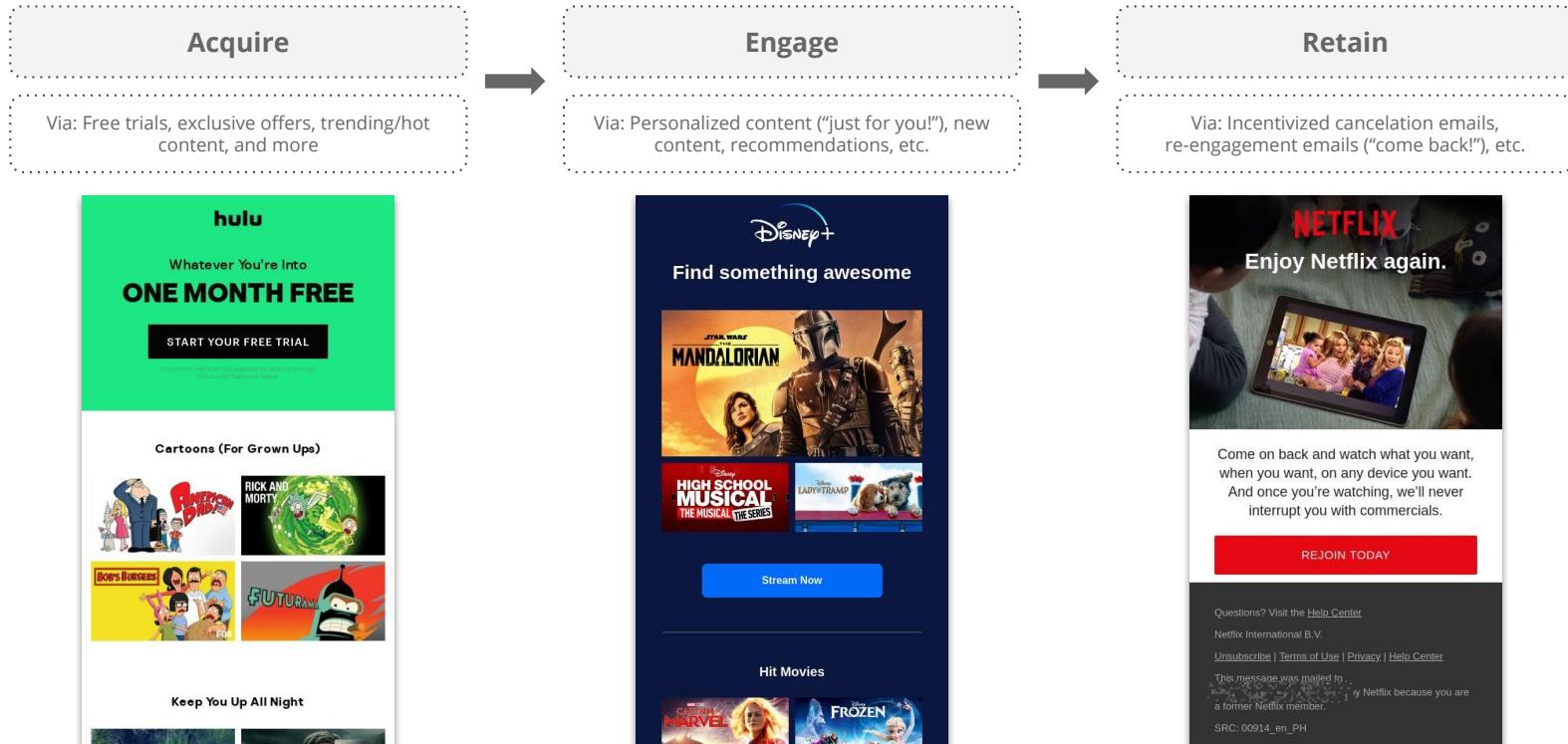
Breaking down emails by campaign type, here are the four most prominent categories of emails sent by each competitor:



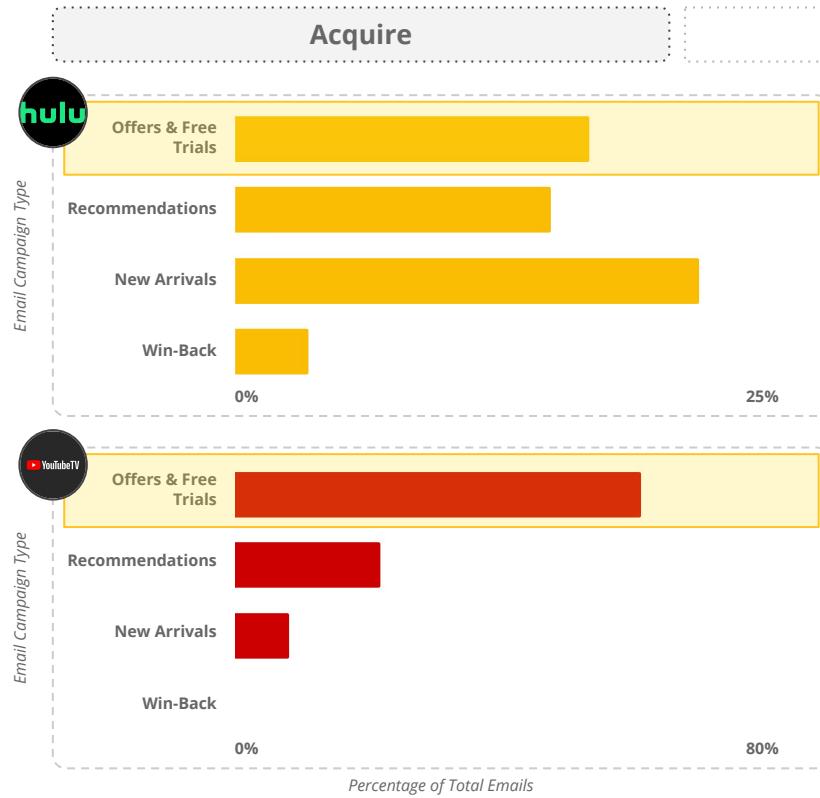
Personalized “recommendation” emails generally perform the best out of any email type.



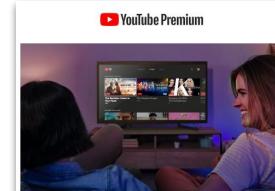
These categories also map out the basic customer journey framework favoured by these OTT giants.



Of the 4 competitors, Hulu and YouTube spend the most effort on the acquisition phase of the customer journey.



Goal: Convert potential customers into paying customers on their platform



Try YouTube TV – on us

We're gifting 3 free weeks¹ of cable-free live TV to YouTube Premium members. Redeem and unlock 3 free weeks of your favorite shows, live news, entertainment, and more – no contract required.¹

[START FREE TRIAL](#)

Then \$49.99/mo. For new YouTube TV users only. Cancel anytime. Terms apply.

Get more with YouTube TV

Something for everyone

- Never miss a moment with unlimited DVR storage space.
- Share across 6 accounts per household.
- 70+ live channels, plus your favorite on-demand shows

Hassle-free setup

- Get started in minutes.
- No contracts or hidden fees.
- Cancel anytime



Stream and save \$700/year²

[START FREE TRIAL](#)



hulu
They're Only Streaming on Hulu
ONE MONTH FREE

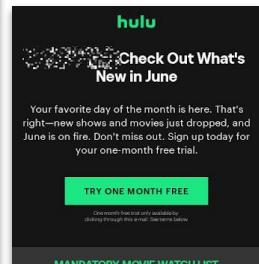
[START YOUR FREE TRIAL](#)



hulu
EVERYTHING YOU NEED FOR TV TIME*



[TRY ONE MONTH FREE](#)



hulu
Check Out What's New in June

Your favorite day of the month is here. That's right—new shows and movies just dropped, and June is on fire. Don't miss out. Sign up today for your one-month free trial.

[TRY ONE MONTH FREE](#)



Hulu has several different campaigns centered around getting customers to sign up to their service, including:

Campaign: Free Trial

Goal: Maximize chance of conversion by emphasizing “free month” offer and showcasing the wide range of entertainment options available on Hulu.

No mention of pricing in the emails; keep customers focused on the “free” aspect rather than having them calculate potential costs

Custom entertainment categories to not only showcase the amount of movie/tv choices, but also the range of genres

Campaign: Finish Signing-Up

Goal: Retargeting and reminding potential customers who were midway through the sign-up process; be it through clicking or opening a “free trial” email or landing on the sign-up landing page

Short and concise email with only one focus - to continue signing up

Hulu, LLC. 2500 Broadway, 2nd Floor, Santa Monica, CA 90404

[Unsubscribe](#) | [Preferences](#) | [Support](#) | [Community](#)



YouTube TV follows a similar tactic, adding an additional campaign that targets their existing paid audience.

Campaign: YouTube Music & YouTube Premium Clients

The image contains two side-by-side screenshots of promotional emails from YouTube. Both emails feature a woman sitting in front of a television displaying the YouTube TV interface. The left email is titled "Campaign: YouTube Music & YouTube Premium Clients". It includes sections for "YouTube Premium" and "YouTube Music", both with "Try YouTube TV - on us" offers. The right email is also for "YouTube Premium Clients" and includes sections for "Get more with YouTube TV" and "Hassle-free setup", both with "Start Free Trial" buttons. Both emails mention a \$700/year savings for new users.

Goal: Give extra incentive to existing customers; while non-paying customers get access to a 2-week free trial, YouTube gives their existing customers an additional week to try out their service

Similar to listing out assortment of entertainment options, YouTube TV opts to showcase the number of popular TV channels members will have access too

Rather than point out the price of the subscription, YouTube TV highlights the amount of money members save if they opt into the service

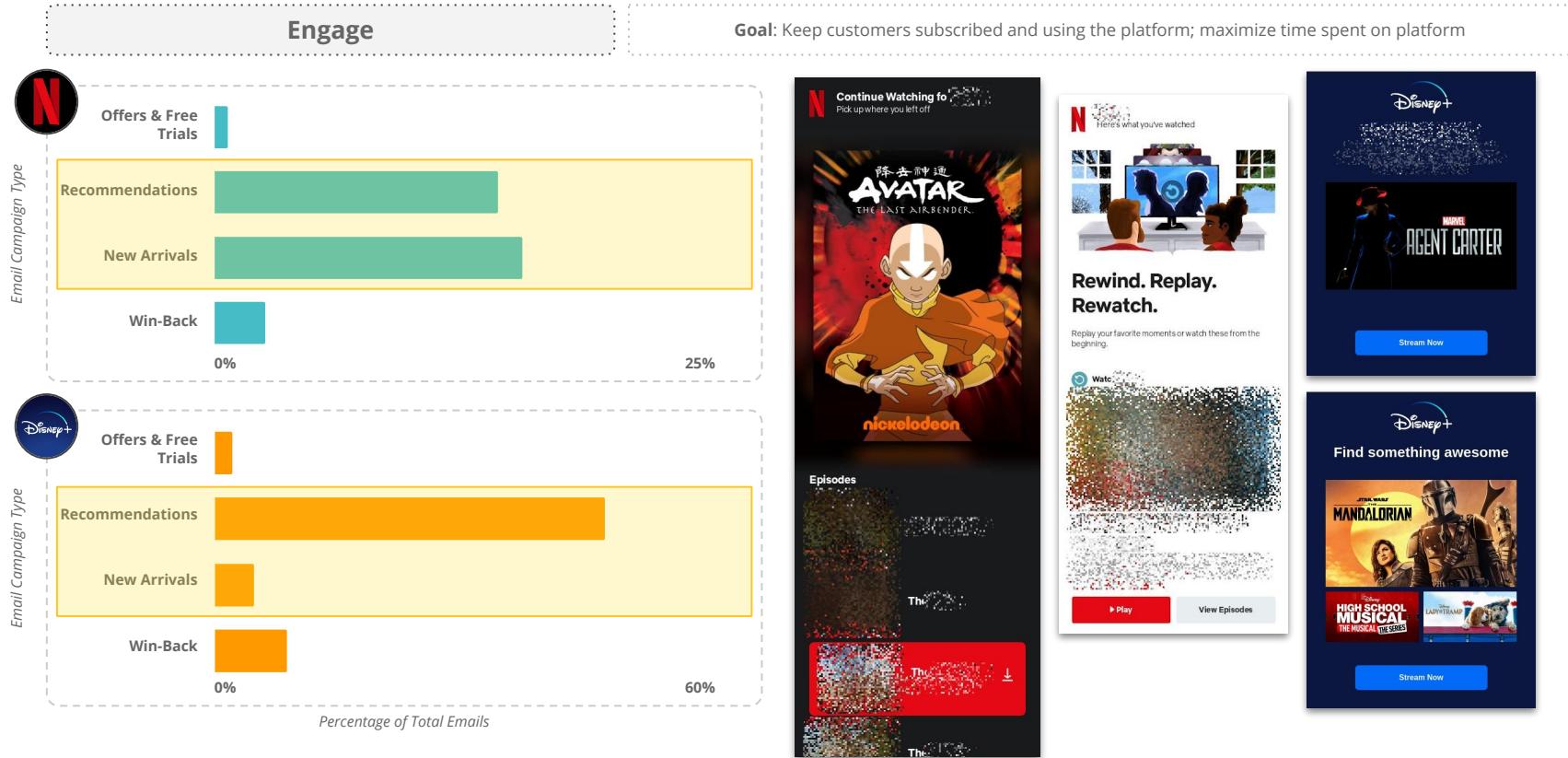
Campaign: Finish Signing-Up

The image shows a single screenshot of an email from YouTube TV titled "Trying to sign up for YouTube TV?". It features a large "YouTubeTV" logo and a heading "TRY IT FREE". Below the heading, it says "It's not too late, just click below to start your free trial*". The email ends with a "Help Center" link and a note about availability 24/7. A small note at the bottom left states "*New users only. Terms Apply".

Goal: Encourage sign-up completion; like Hulu, YouTube TV also sends out an email reminder to potential customers who started the sign-up process but never finished

Reminder of the perks of signing up to the service in easy-to-skim bullet points

On the other hand, Netflix and Disney+ spend majority of their efforts on customer engagement with personalized email content.



Netflix's recommendation journey begins as soon as viewers begin watching content on their platform.

Campaign: Finish Watching [title]!

The image shows a mobile screen with a dark background. At the top left is the Netflix logo with the text 'Continue Watching fo...' and 'Pick up where you left off'. Below this is a large thumbnail for the TV show 'The Last Days of American Crime' featuring three main characters. To the right of the thumbnail is the text 'Top Picks for You' over a blurred background image of a colorful abstract painting. Below this is another section titled 'Because you watched The Last Days of American Crime' with thumbnails for 'LOST BULLET' and 'DA 5 BLOODS'. At the bottom of the screen are two red buttons: one labeled 'Resume' and another labeled 'Download'.

Goal: Get customers back onto your platform; sending out reminders of recent content they've been watching makes the email extra personalized and tailored to the reader

By listing out a large range of entertainment options, it increases the chances of a click-through to platform

Sending out email campaigns with multiple recommendations gives Netflix the chance to track click behaviour and finetune future recommendations based on clicks

Campaign: Enjoying [title]?

The image shows a mobile screen with a dark background. At the top left is the Netflix logo with the text 'FOR YOU'. Below this is a large thumbnail for the TV show 'Brooklyn Nine-Nine' featuring the ensemble cast. To the right of the thumbnail is the text 'How is it so far?' with two circular icons below it: one with a thumbs up and one with a thumbs down. Below this is a section titled 'View All TV Shows & Movies' with a QR code. At the bottom of the screen is a footer with links: 'Questions', 'Unsubscribe', 'Terms of Use', 'Privacy', 'Help Center', and a note about the message being mailed by Netflix International B.V. and the Netflix app version.

Goal: Further enhance recommendation algorithm by sending emails dedicated to getting customer ratings

Limiting the number of decisions (clicks) in these emails decreases chances of the reader getting distracted and not engaging with the main message, which is to rate the title they are currently watching

As viewers continue their viewing journey, Netflix follows up with additional recommendations based on what the viewer has watched.

Campaign: After Watching [title]

You've finished How to Get Away With Murder. Let's find something to watch next.

FIND SOMETHING NEW

Sit on the edge of your seat

Watch Again

▶ Play View Episodes

Watch Again

Campaign: After Watching [title]

Here's what you've watched

Rewind. Replay. Rewatch.

Replay your favorite moments or watch these from the beginning.

Watch Again

▶ Play View Episodes

Watch Again

Goal: Customers who continue watching content have a lesser chance of canceling their subscription

Recommend new titles that match user interest immediately (or soon after) they finish watching one title

Encourages binge-watching behaviour and makes it less likely for customers to step away from the platform after finishing a title

Campaign: Enjoyed [title]?

FOR YOU

Did you like this?

Like Dislike

The more you rate, the more we can suggest shows and movies you might like.

Ready for more?

Slapstick • Feel-Good • Goofy

Romantic Slapstick

Goal: Improve algorithm for better recommendations

Having users rate titles helps improve recommendation algorithm, which in turn, better the customization aspect of the platform and emails

Particularly useful to send to viewers soon after they finish watching a title, especially if they did not rate the first time the email was sent (mid-viewing).

To keep viewers engaged and returning to their platform, Netflix also heavily promotes their new arrivals, with a personalized twist.

Campaign: New Arrivals

The image displays three side-by-side screenshots of Netflix promotional emails:

- Screenshot 1:** Shows the movie "NOBODY KNOWS I'M HERE" (2020) with a duration of 1h 32m. Below it, a "Recently Added" section shows a blurred thumbnail for "The Lookahead".
- Screenshot 2:** Shows the movie "ATHLETE A" (Coming Wednesday) with a duration of 1h 32m. Below it, a "Coming soon" section shows a blurred thumbnail for "The Old Guard".
- Screenshot 3:** A summary slide titled "The Lookahead" featuring a QR code, a play button icon, and a progress bar indicating 10 items have been viewed out of 24 total. It also lists "OLD GUARD" and "The Old Guard" with their respective blurbs and CTA buttons.

Goal: Let customers know new content is continually being added to the platform

Promote the hottest new content on your platform while also recommending additional content for viewers to watch

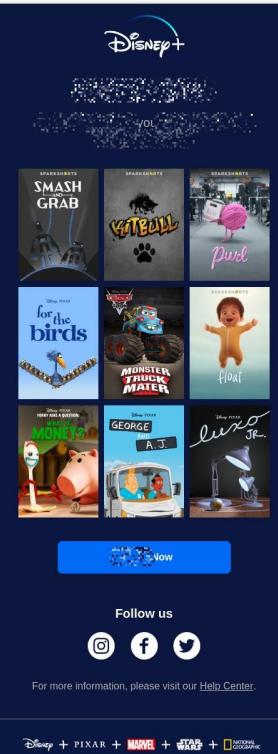
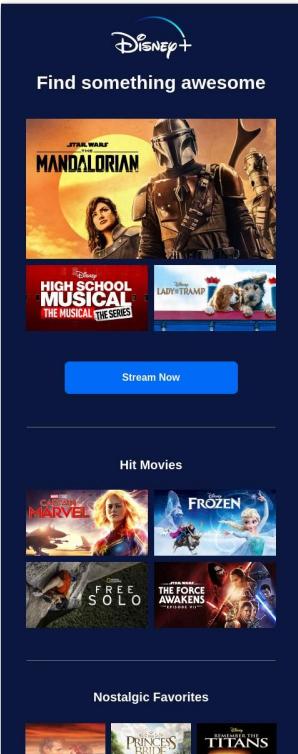
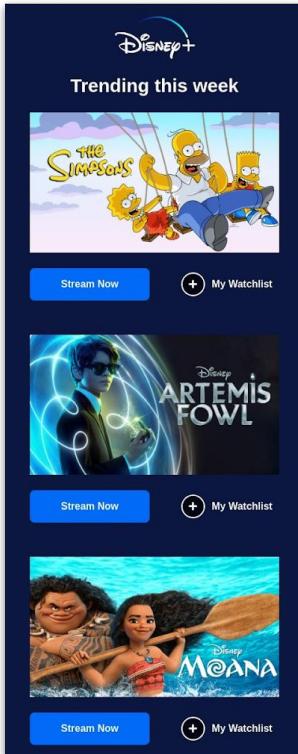
Aside from calling out "New Arrivals" in the subject line, Netflix phrases their subject line in a way that feels customized:

"[Name], we just added a movie you might like"

"Remind Me" CTA to increase chances that subscribers will remember to tune in to watch new content when it arrives

While Disney+ also sends out a sizeable amount of recommendation emails, they lack the personalization that Netflix has.

Campaign: Various Recommendation Emails

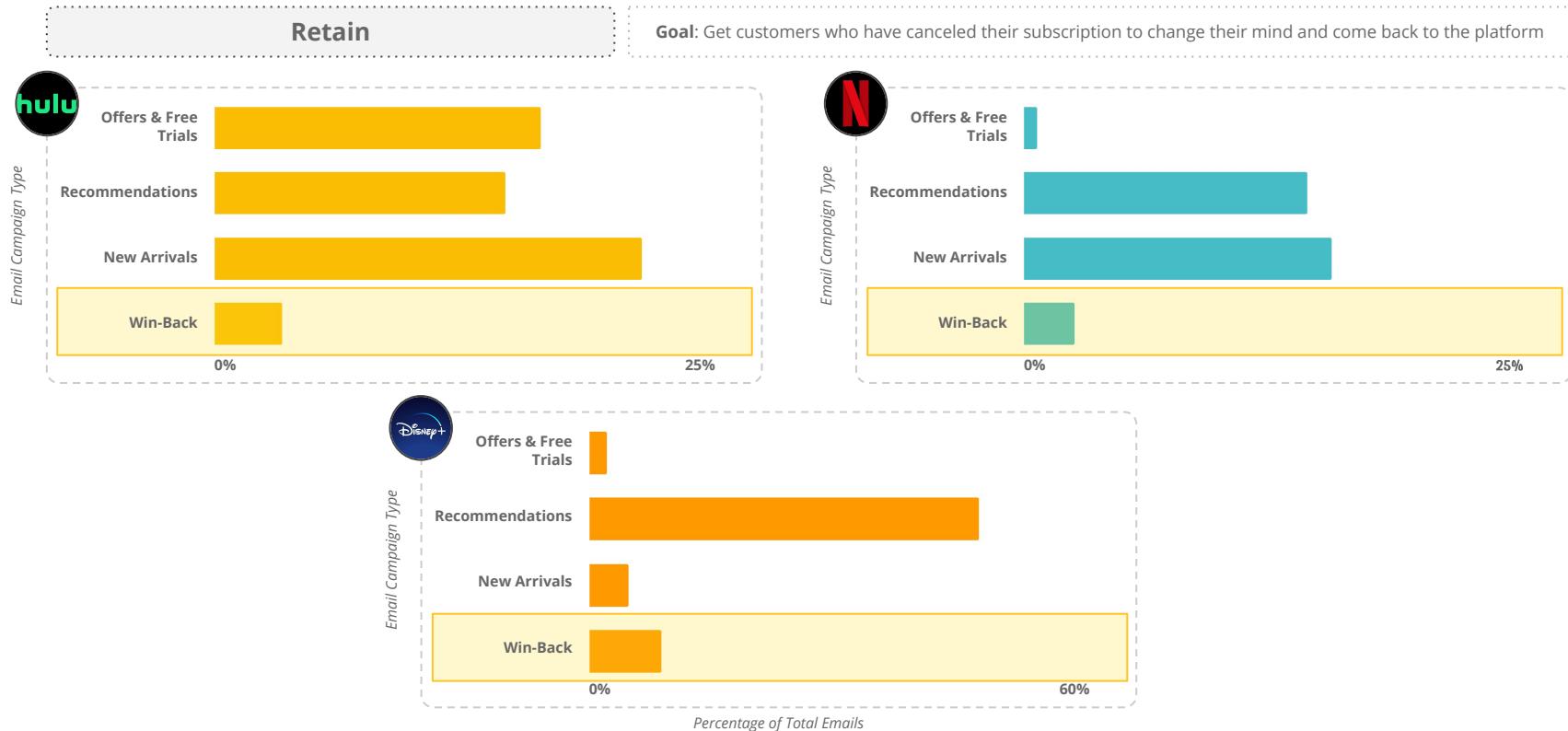


Goal: Keep customers using the platform

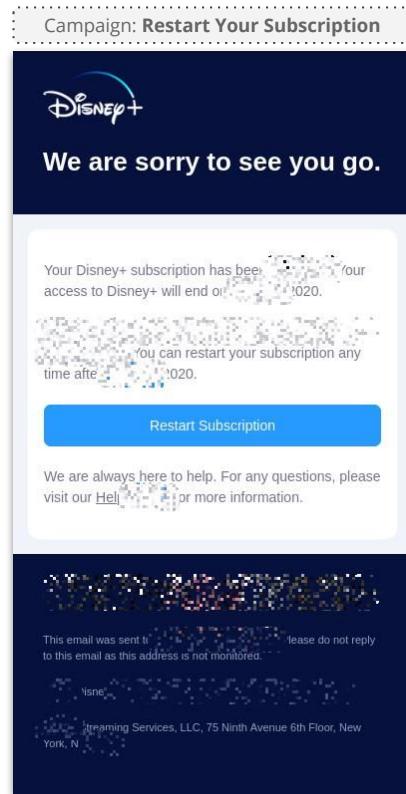
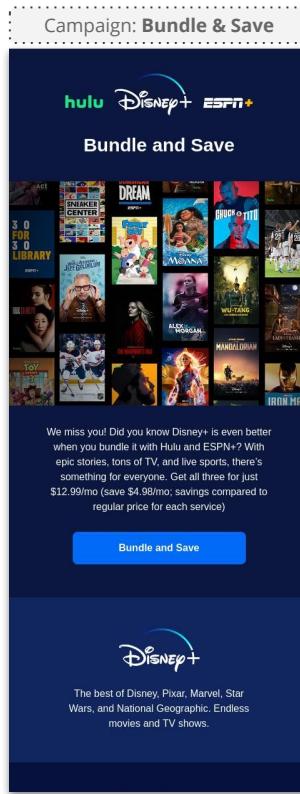
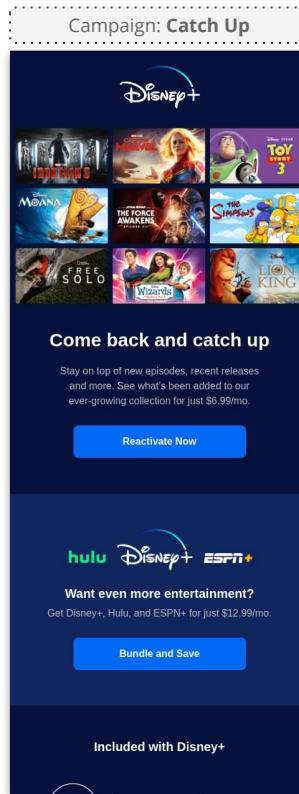
Similar to Netflix, Disney+ also sends out emails with a variety of titles to entice viewers to check out their title selection

However, their emails are not tailored to the viewer, with a selection of recommendations based on their insights from what seems to be their entire user base rather than a segmented audience group

Lastly, with retention, most brands have dedicated a sizeable amount to retaining customers and keeping them on the platform.



To retain customers, Disney+ sends out a reminder of their ongoing bundling offer to encourage re-subscription.



Aside from sending an email to canceled subscribers to "come back and catch up" on the content they've missed out, Disney+ promotes their Hulu & ESPN+ bundle to entice re-subscriptions.

This would work particularly well for customers who may have unsubscribed due to lack of content on the platform.

In the cancellation confirmation email, Disney+ makes an effort to get customers to change their mind with a prominent "restart subscription" CTA.

For some customers, Hulu sends out an exclusive promotion that gives them \$3 off per month off their subscription plan if they come back to the platform.

Campaign: Exclusive Offers



Hulu offered exclusive promotions for canceled subscribers, giving them a \$2.99/month plan for 6 months instead of the regular \$5.99/month subscription plan.

Campaign: General Follow-up



In other cases, Hulu just sent a generic "come back" email to remind customers about their platform in case they change their mind; no exclusive offer included.

Some versions of their "come back" emails contain layouts similar to their recommendation email, showcasing their selection of movie and tv shows.

One of the more unique tactics Hulu uses is their “birthday” email. For subscribers who have canceled, they send out an offer for a free month of access.

Campaign: Birthday Offer

The image shows two versions of Hulu's birthday email campaign side-by-side. Both versions feature a green header with the text "Campaign: Birthday Offer". Below the header are two different promotional images. The left version features a photo from the TV show "Seinfeld" with Jerry Seinfeld holding two glasses. The right version features an image from the animated show "Family Guy" with the characters Peter, Stewie, and Brian. Both versions include a paragraph of text about the offer, a "REDEEM YOUR FREE TRIAL" button, and download links for the Hulu app on App Store and Google Play. At the bottom, there are social media icons for Instagram, Facebook, and Twitter, along with the Hulu address and links for Unsubscribe, Preferences, Support, and Community.

When it's your birthday and you're eligible for a free month trial of Hulu, it's like having your cake and eating it too. Come back to Hulu for some of TV's best shows, hit movies, Originals, and more.

REDEEM YOUR FREE TRIAL

One month's free trial only available by clicking through this e-mail.
One month free trial offer valid for Hulu (ad-supported) or Hulu (No Ads) plans only. Offer valid for new and eligible returning subscribers only. After free trial ends, regular rates apply starting at \$8.99/mo. unless canceled. Cancel anytime. Terms apply.

Get the Hulu App

[Download on the App Store](#) [GET IT ON Google Play](#)

Hulu, LLC. 2500 Broadway, 2nd Floor, Santa Monica, CA 90404
[Unsubscribe](#) | [Preferences](#) | [Support](#) | [Community](#)

Hulu, LLC. 2500 Broadway, 2nd Floor, Santa Monica, CA 90404
[Unsubscribe](#) | [Preferences](#) | [Support](#) | [Community](#)

Hulu sends out a birthday email to every subscriber, but for ex-subscribers, they get a special offer - to redeem a month's work of access to their platform for free.

Netflix chooses to re-engage customers by letting their extensive list of titles as a major selling point, rather than offering free trials or pricing promotions.

Campaign: Titles for Everyone

NETFLIX
Netflix tonight?

We're adding new TV programmes and films every week, so there's always something great to watch on Netflix. We've got titles for everyone – action, comedy, family, classics and more.

[REJOIN TODAY](#)

NOW ON NETFLIX

EXTRACTION

Extraction
[Rejoin to watch now.](#)

MONEY HEIST

NETFLIX
Always adding more.

Drama, Comedy, Horror and more - there's a Netflix original for everyone. Plus, we've got popular movies and full seasons of TV shows.

[REJOIN TODAY](#)

NOW ON NETFLIX

OZARK **OUTER BANKS**
TIGER KING
I'LL BE REVENGEANT **EXTRACTION**
STRANGER THINGS

drama

comedy

documentaries

kids & family

Netflix uses their extensive list of titles as a major selling point to get customers to re-subscribe to their platform; showcasing their latest and trending titles in a short and concise email as a catch-all

Key Takeaways

From the Driving Owned Media & App Engagement With Email Marketing Case Study

Focus Allocation — Email Marketing: Smaller streaming services such as Hulu and YouTube TV focus their email marketing on user acquisition, while larger streaming services like Disney+ and Netflix focus their emails on encouraging re-engagement with the platforms.

Email Tactic — Personalization: The most effective email marketing tactic for re-engaging current users with leading streaming platforms is personalized content recommendation emails. Almost all email marketing campaigns from streaming leaders includes some element of segmentation or personalization.