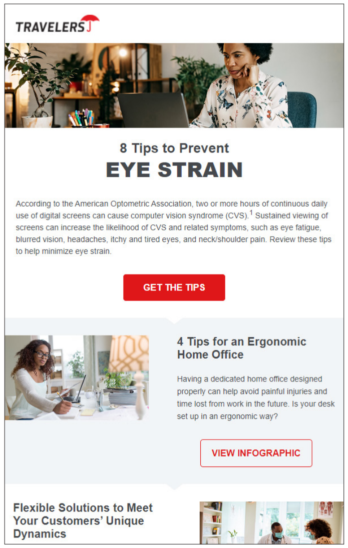
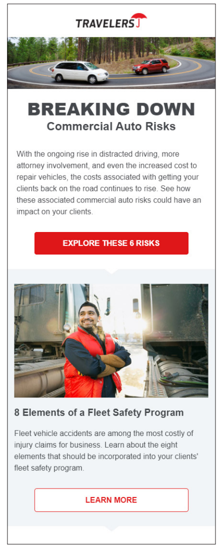
Email Brand Guidelines

TRAVELERS

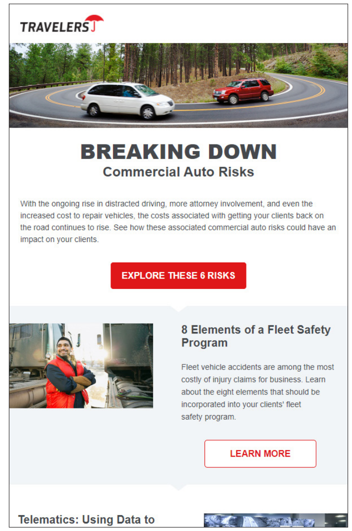
Guiding Principles

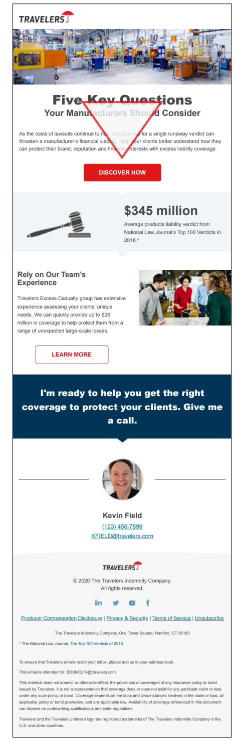


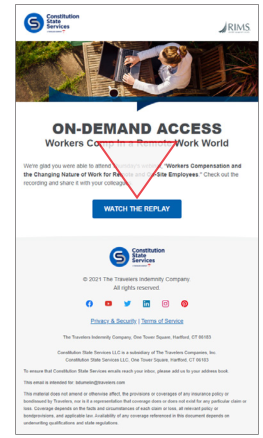
Mobile



Web







View Email

View Email

View Email

View Email

FOCUS ABOVE THE FOLD

You have less than 8 seconds to get your reader's attention. This means content that is initially visible on screen (above the fold) has to have impact.

Key thing to consider: what does your consumer see first?

MOBILE FIRST

The majority of consumers view email solely on their phones. In response to this, we create our emails to be responsive to screen size.

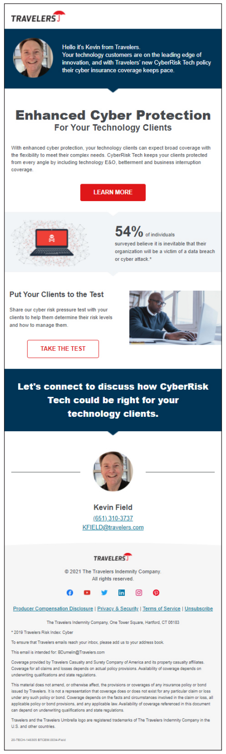
Key thing to consider: does your email pass the squint test?

THE GOLDEN PYRAMID

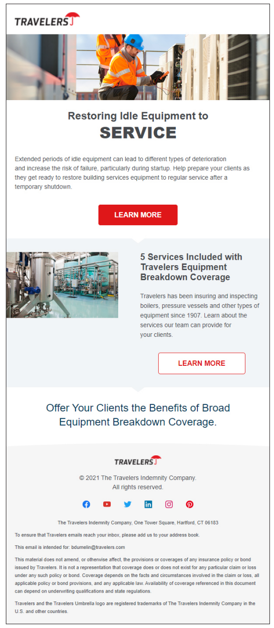
People naturally scan to highlight the most noticeable areas. By use of bold, clear headers and a flow to the call to action, we make the most of this behavior.

Key thing to consider: What do you want your reader to focus on?

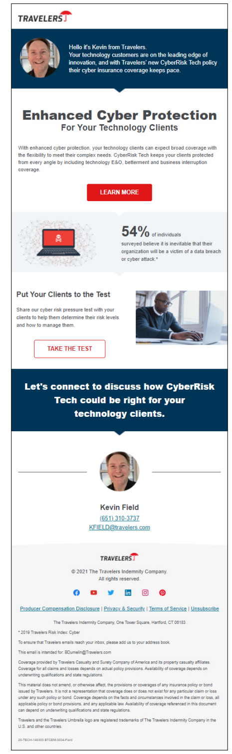
Guiding Principles



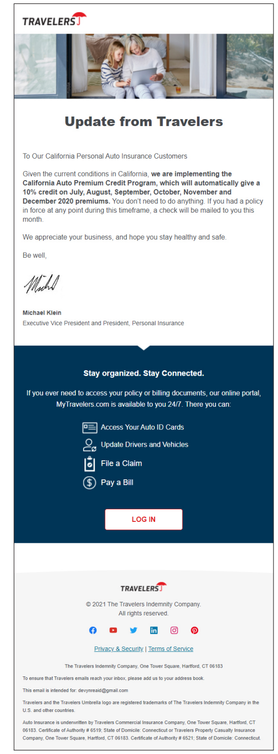
[View Email]



[View Email]



[View Email]



[View Email]

A CLEAR CALL TO ACTION

Sets the expectations to the consumer as to what they should expect and what we expect of them.

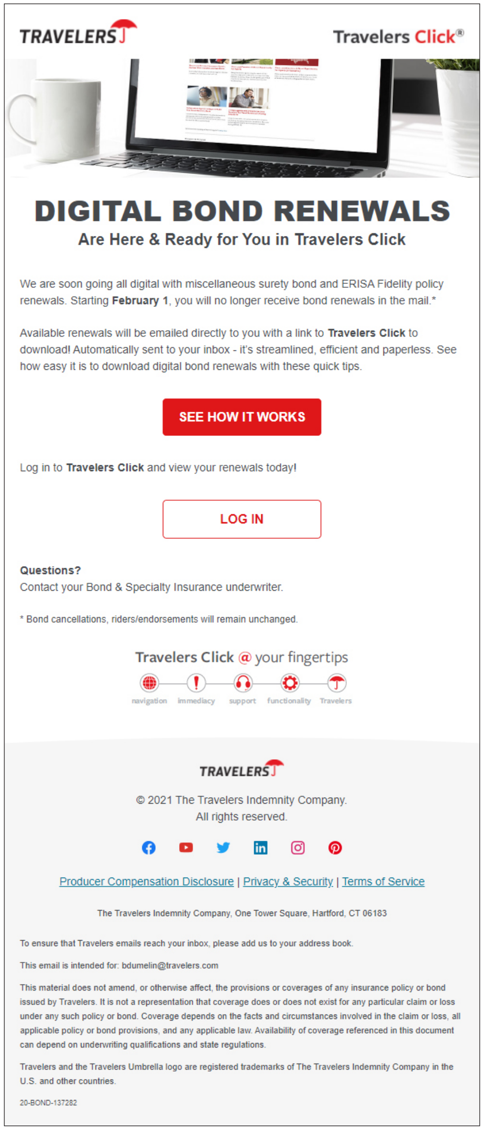
Key thing to consider: have you made it clear without using "click here"?

PERSONALIZE

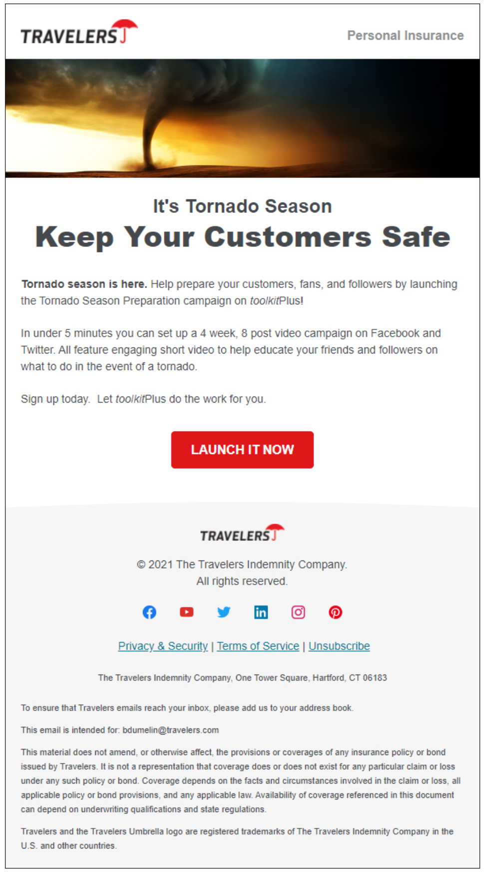
Customers are more likely to open emails and follow calls to action when the content is specific to them, whether in the subject line, pre-header, or body content. Use personalization to build your relationship with the consumer.

Key thing to consider: are you building your relationship with the consumer by making the consumer feel we know them?

Email Requirements



View Email

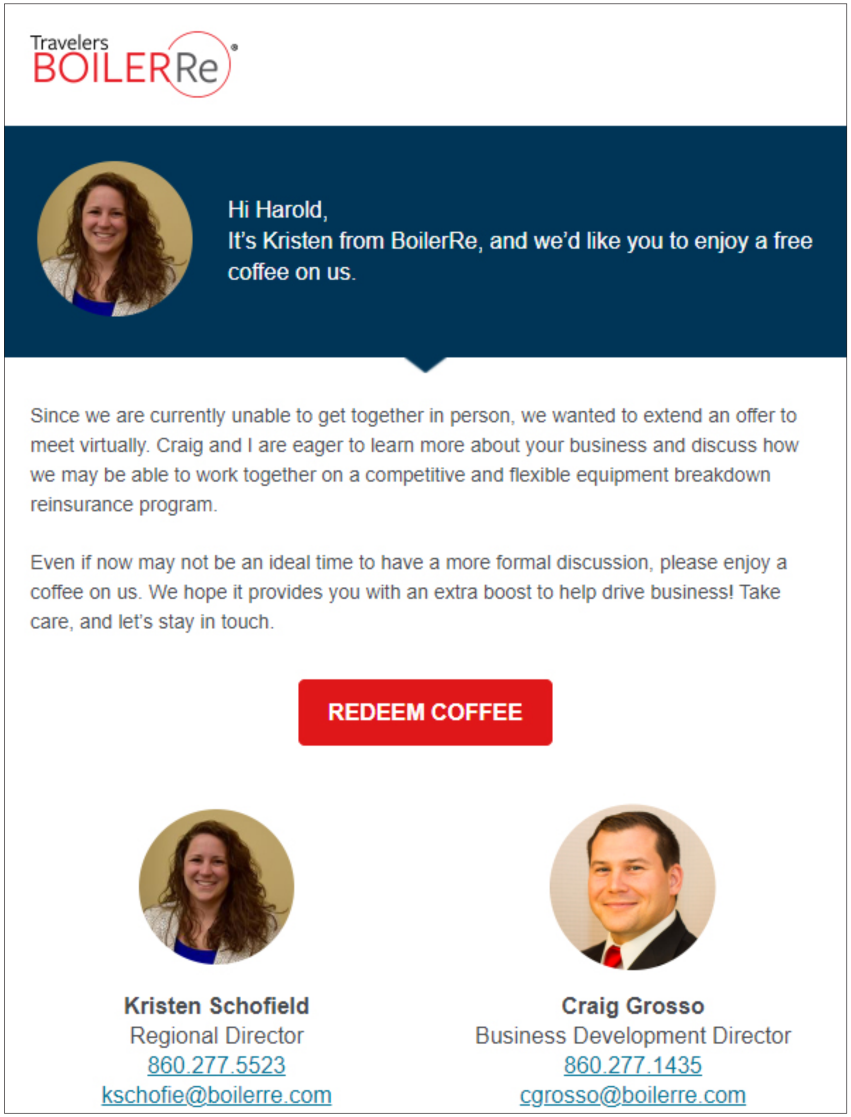


View Email

GOAL SETTING

- Determine who the audience is, and what you want them to do.
- What will your primary call-to-action be? There can be more than one call-to-action, but determine your primary action and what you want the recipient to do.
- How will you measure success? Click-to-Open rate is a good way to start, but consider what happens next. (e.g. reduce call volume, sell a policy)
- Is the message Marketing or Transactional? Marketing will need an unsubscribe option.

Email Requirements


Travelers BOILERRe®

Hi Harold,
It's Kristen from BoilerRe, and we'd like you to enjoy a free coffee on us.

Since we are currently unable to get together in person, we wanted to extend an offer to meet virtually. Craig and I are eager to learn more about your business and discuss how we may be able to work together on a competitive and flexible equipment breakdown reinsurance program.

Even if now may not be an ideal time to have a more formal discussion, please enjoy a coffee on us. We hope it provides you with an extra boost to help drive business! Take care, and let's stay in touch.

REDEEM COFFEE

Kristen Schofield
Regional Director
860.277.5523
kschofie@boilerre.com

Craig Grosso
Business Development Director
860.277.1435
cgrosso@boilerre.com

View Email

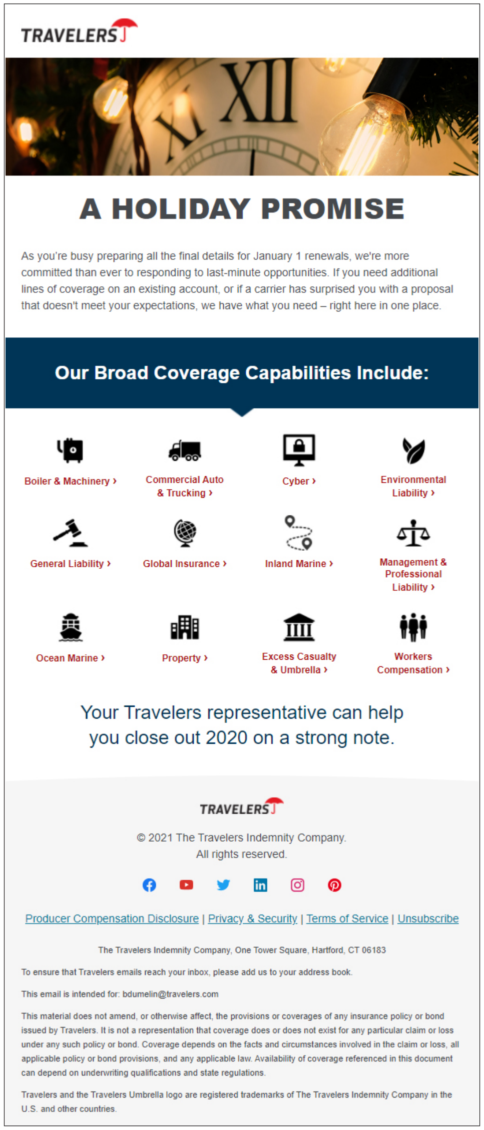
Travelers Commercial Property Drivers Impacting Today's Challenging Market Plus, three resources you can use to help customers manage property risk ...	5/13/2021
Kevin Field Commercial Property Drivers Impacting Today's Challenging Market Plus, three resources you can use to help customers manage property risk ...	5/13/2021

Example of "friendly from" within the inbox. This is the same email, one is sent from the generic Travelers from line and the other is sent from 'Kevin Field'. Swapping the friendly from supports our personalization strategy to build agent connections with our sales field.

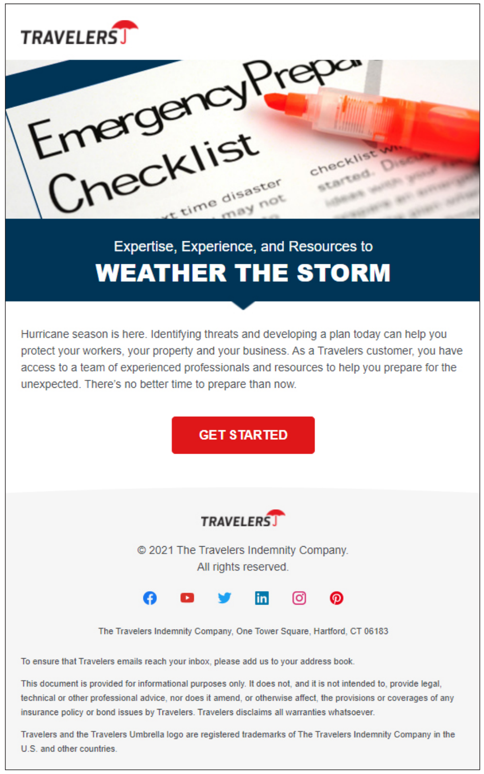
FROM

- Every email has sender info attached. You'll need to determine who the email is from ("friendly from") and the email address used to send.
- Consider that email is not a one-way communication. Consider where emails would be routed if the consumer replies.

Email Requirements



View Email



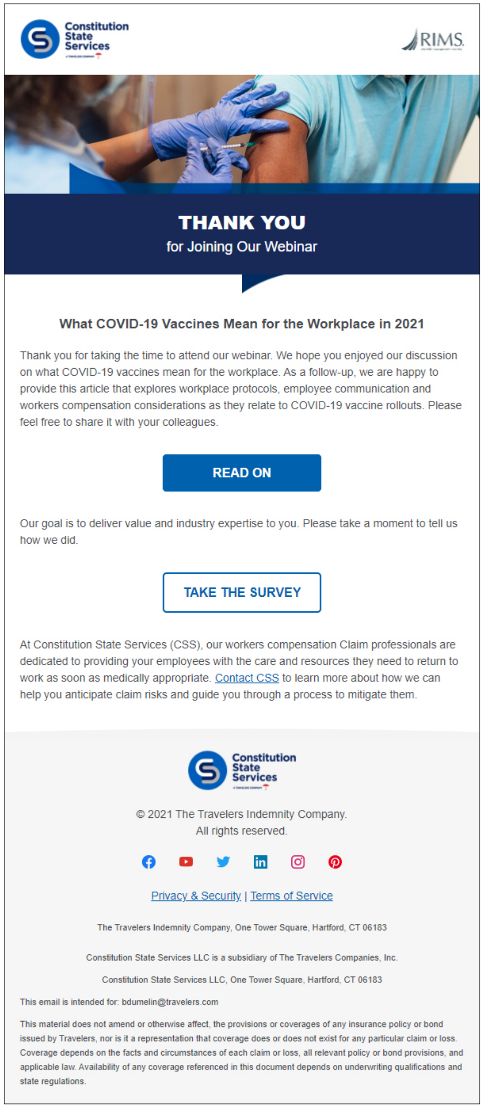
View Email

SEND TIME

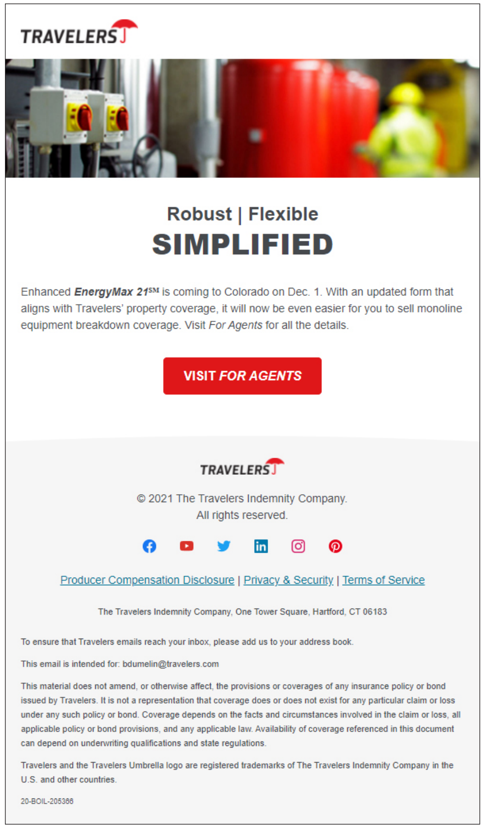
- Many factors will help determine the best time to send your email. Is it service or is it marketing? What time zone are the recipients in? How recent was the last communication or event (e.g. claim)?
- For emails that are not triggered by an event, start by creating a calendar, and test the best day and time for your program.
- Use Einstein for insights that may help you garnish additional engagement on your email

Consider your audience when determining a send time.

Email Requirements



View Email

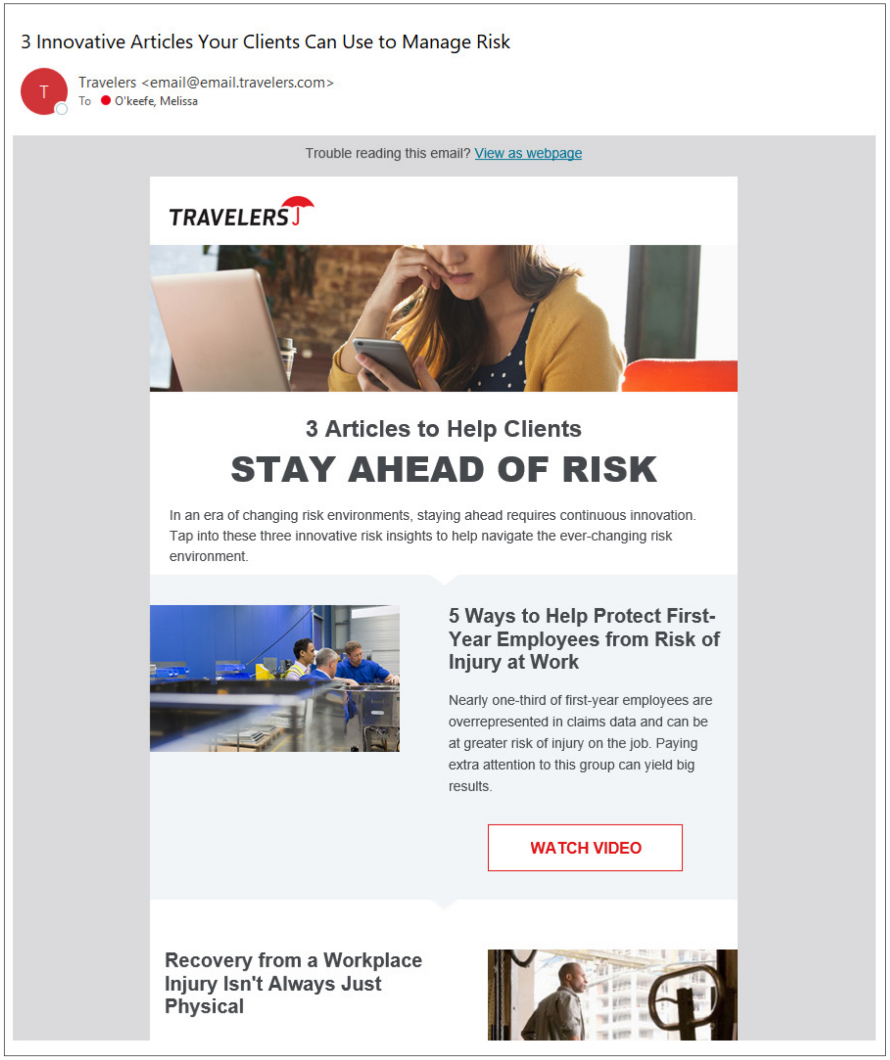


View Email

GOLDEN TRIANGLE

- Studies show that readers focus their initial attention to the top 20% of the screen, then jump to the next more noticeable area before reading further or giving up.
- Make sure your email pulls readers to the CTA. You've got to draw your reader in quickly!

Email Requirements

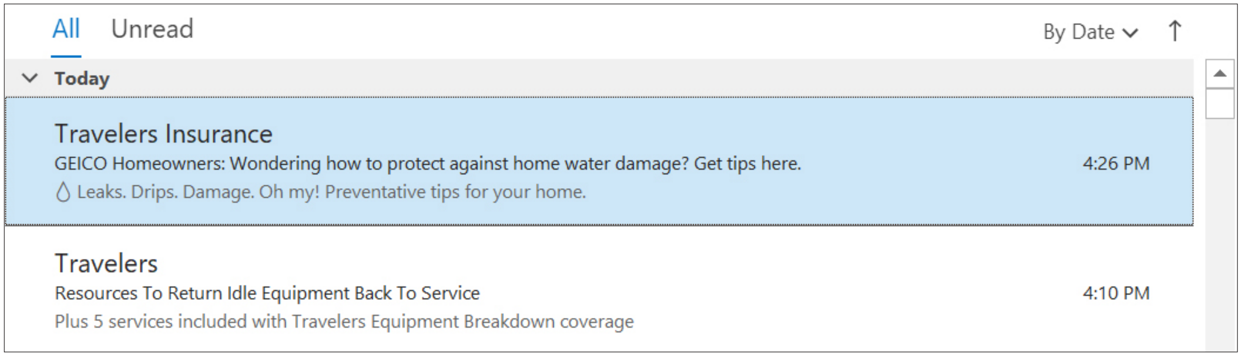


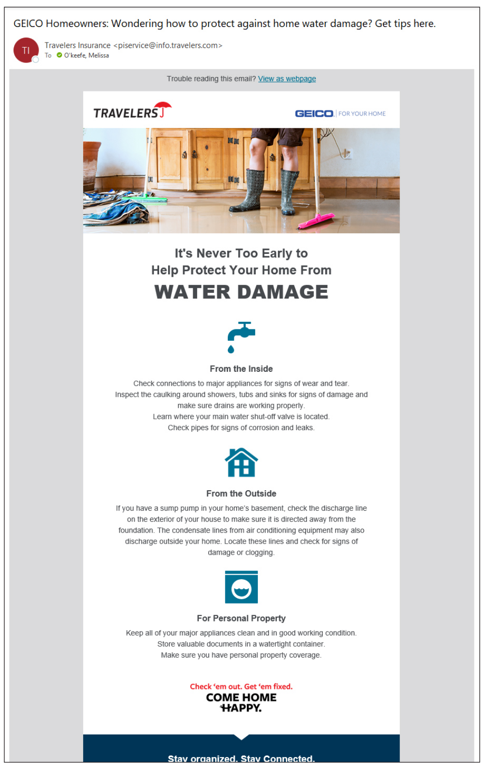
[View Email]

SUBJECT LINE

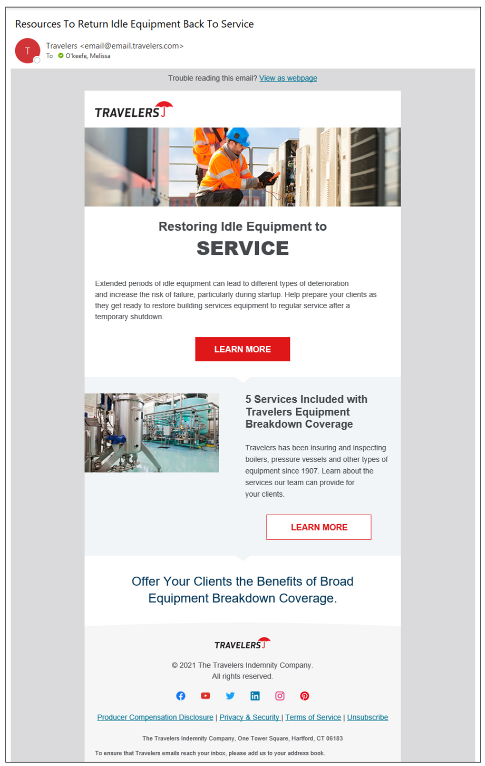
- 35% of recipients decide to continue reading based on the subject line alone.
- Relate your subject line to your *CTA*.
- Most browsers/clients only provide space for 50 characters (or 6-10 words).
- Use urgent or declarative language (action words).
- Consider personalizing when appropriate.
- Test your subject line optimization with [HeadlineStudio] and aim for 60% or better.

Email Requirements





[View Email]



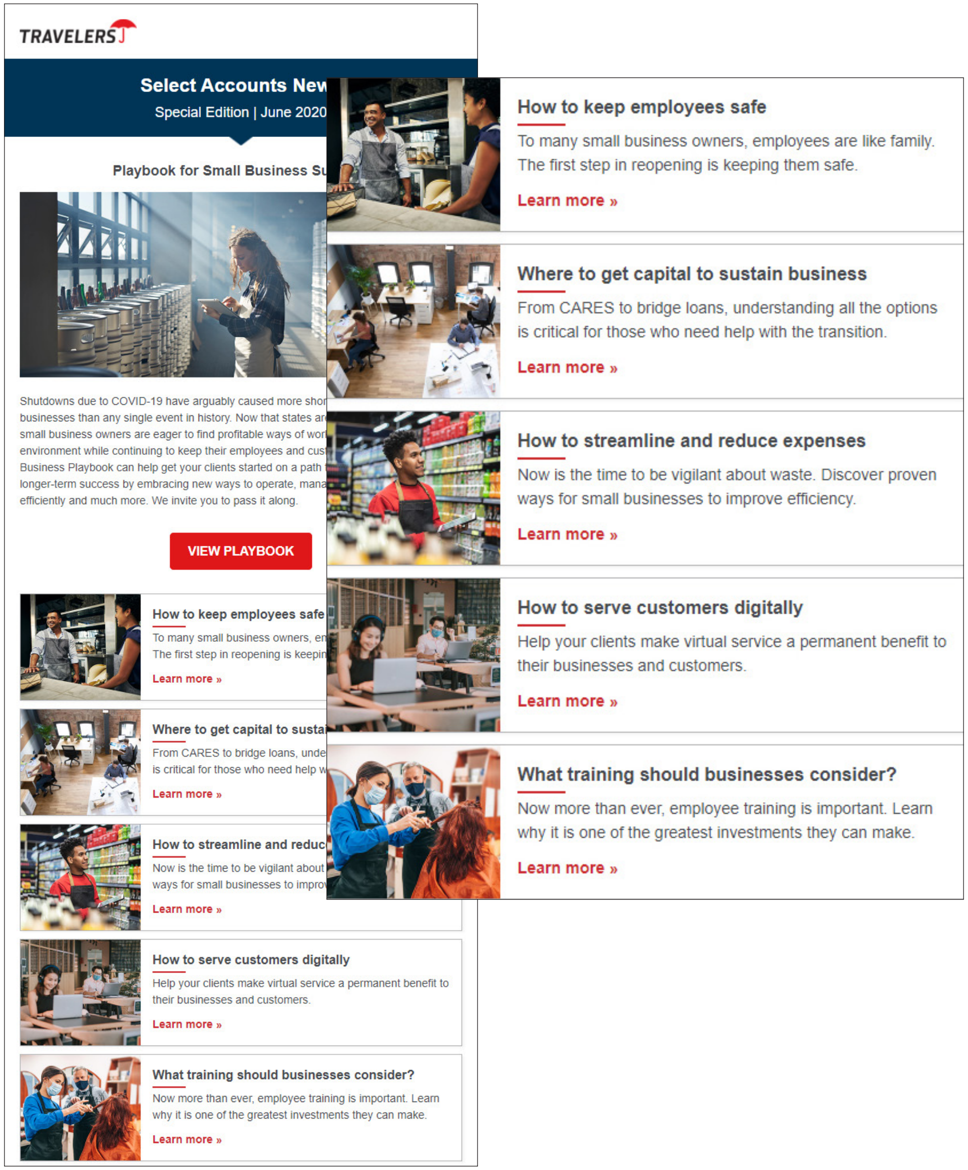
[View Email]

PREHEADER

A preheader is secondary text that appears under the subject line in most email clients.

- Experiment with continuing the subject thought as a second sentence.
- Test cliffhangers to create intrigue, or call out elements at the bottom of a long email.
- 60-70 characters are the most effective.

Email Requirements



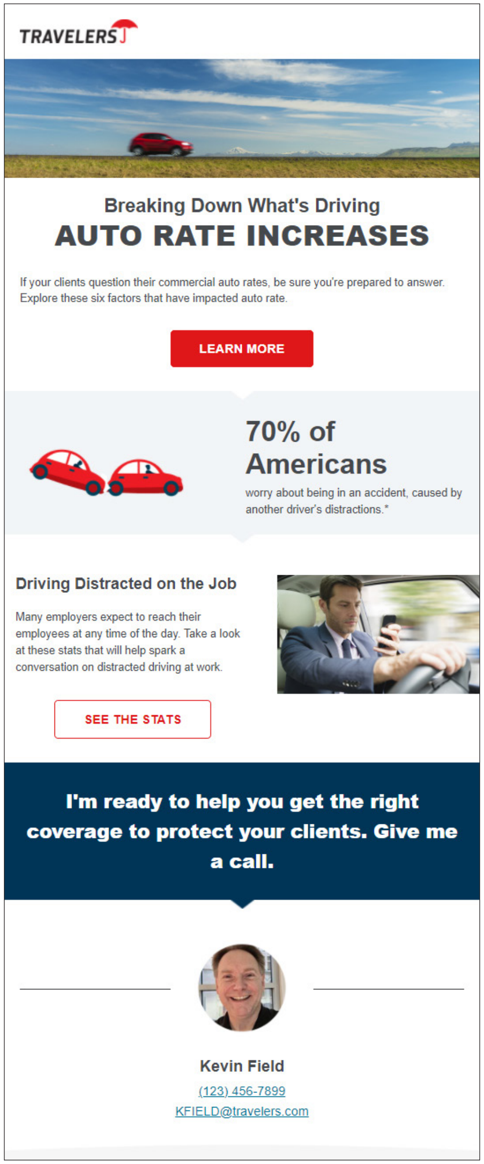
View Email

IMAGE USE

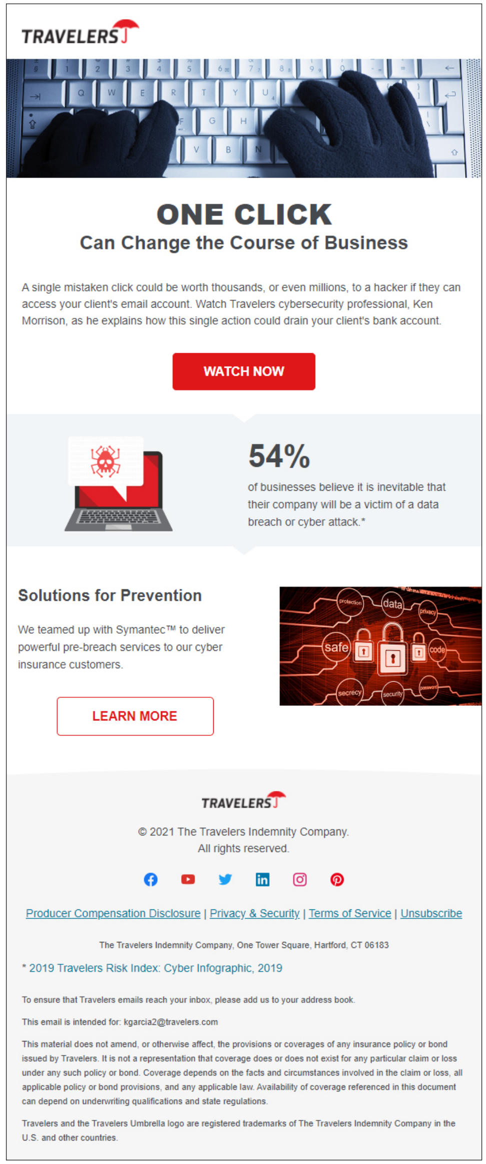
- The Template Toolbox uses maximum image heights to avoid pushing key content below the fold.
- Images should convey emotion, and be relevant to the subject (car image for auto policy).
- Aim for authenticity. Well chosen images (if using people make sure they're natural rather than posed) can make a big difference from a brand perspective and can potentially impact performance over time.
- All images need to be secure (https://) to generate secure URLs within the email, which in turn prevents bot clicks

PRO TIP: Click the View as Webpage URL at the top of email then hit F12 to verify if images are secure.

Email Requirements



[View Email]

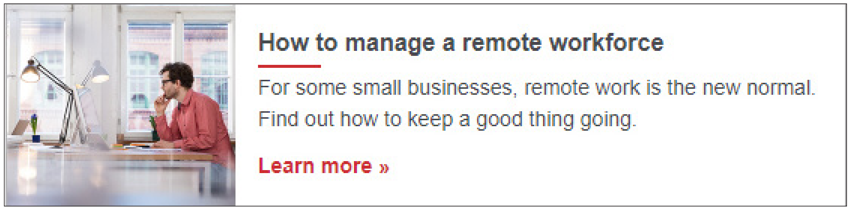


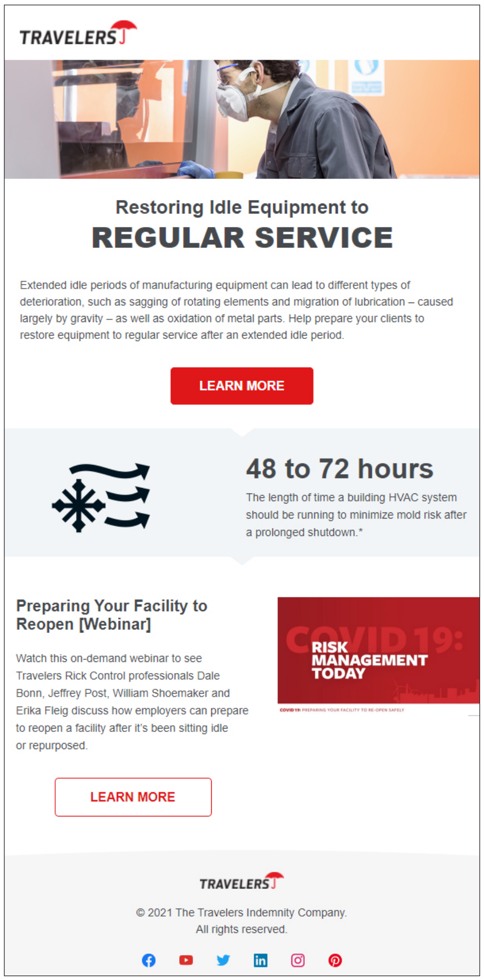
[View Email]

HEADLINE

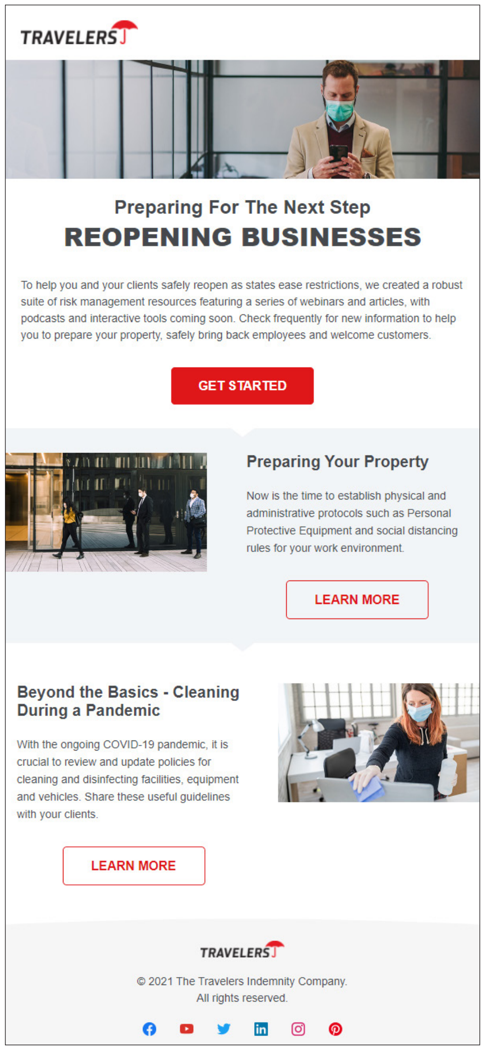
- Five times as many people read the headline as the body copy.
- The headline should relate to, but not duplicate the subject line.
- Convey a single, clear message and strive for 1-2 lines.
- Use active voice.
- Aim to create intrigue.
  - ask a question
  - state a command
  - tease the idea
  - show a stat
  - allude to a list (5 tips for...)

Email Requirements





[View Email]



[View Email]

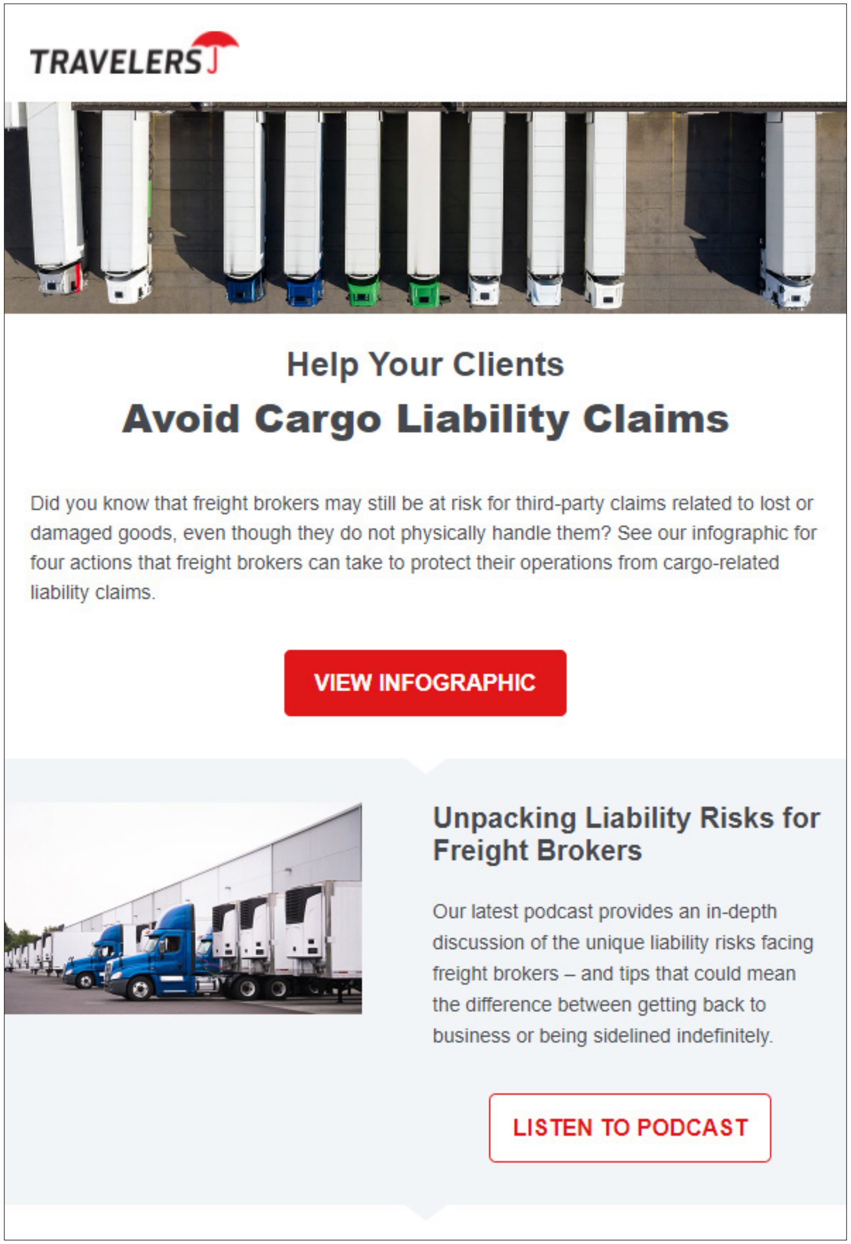
BODY COPY

- Don't make your email a webpage or document when a webpage or document already exists.

***Break content into chunks**

- Strive for 3 lines or less per section.
  - remove throwaway adverbs, adjectives and prepositions
  - replace phrases with words
  - use numerals instead of writing them out
- Perform the squint test. Can you get the gist of the email through squinted eyes? No? Reorganize your copy.

Email Requirements



View Email

CALL TO ACTION

- Make it immediately recognizable.
- Match the overall message of the subject, headline, and body copy.
- There may be multiple CTAs in a multi-message email. Start and potentially end (if the email is long) with the primary CTA.
- Text should clearly reference the action (read the whitepaper vs. click here).
- Only primary CTA is in red; additional CTAs are white with red text.

Email Requirements

Travelers is Here to Help!

If your property is damaged by weather activity, or to report a claim, you can reach us 24 hours a day via Travelers.com or by phone at 1.800.CLAIM33 (1.800.252.4633).

Learn how to protect your property from further damage and understand what to do after the storm by visiting our Emergency Response page.

LEARN MORE

If you have questions about your coverage, to report a claim, or view your policy documents login to MyTravelers.com

TRAVELERS

Contact Us | Privacy & Security | Terms of Service | Quoting Disclosures

The Travelers Indemnity Company, One Tower Square, Hartford, CT 06183

Travelers and the Travelers Umbrella logo are registered trademarks of The Travelers Indemnity Company in the U.S. and other countries.

FOOTER

- The templates will handle the core content (logo, copyright)
- Additional content could vary based on campaign (pending legal review)
  - related terms and conditions (or a link to them)
  - underwriting companies
  - certificate numbers
  - social media links
  - disclaimer

Include an unsubscribe link if the email is Marketing, but do not if it's transactional.

TRAVELERS