

The HoneyBaked Ham Co. of GA

Holiday 2010 Retail Email Results

Observations & Opportunities



Holiday 2010: Which Emails Were Winners?

November

Thanksgiving

Fri 11/5

Subject Line: \$19.99 Tasty Trio Dinner for 4

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To ensure receipt of emails from HoneyBaked, please add HoneyBaked@wey10.com to your address book.

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HONEYBAKED.
The world's best ham

\$19.99 Tasty Trio Dinner for 4: Expires 11/13/10 | Print All Coupons ▶

Too Busy to plan dinner? HoneyBaked can help.

Ready-to-serve to the rescue!

How about serving the family some comfort food tonight... without the trip to the supermarket, without spending time in the kitchen. Right now, you can pick up the Tasty Trio Dinner for 4 and put slices of The HoneyBaked Ham®, carved Turkey Breast, a half slab of Ribs and 2 Fresh Sides on the table for only \$19.99. Go ahead. They deserve it — and so do you!



\$19.99 Dinner for 4 Tasty Trio + 2 Fresh Sides

Offer Expires 11/13/2010
Must present coupon at time of purchase. This offer may not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MI, NC, NY, OR, SC, TN, UT, and Fairview Heights, IL. While supplies last. Offer not valid on catering purchases.

\$24.99 Pot Roast plus Mashed Potatoes

Why wait for Sunday? Our ready-to-heat and serve Pot Roast is perfect any time — slow-cooked until it's fall-apart tender and incredibly moist and juicy. Paired with our Meat & Shrimp Mashed Potatoes, you've got a sure dinner winner!
Serves 4-6.

\$4.99 Dessert for 4 Chocolate Caramel Cake

Don't forget to treat yourself to some dessert, too! For a limited time only, we're featuring this rich chocolate cake with creamy caramel frosting. It's a delicious finish to any weeknight meal — elegant enough to serve to guests on the weekend.
Serves 4.

Print All Coupons ▶ Offer expires 11/13/10 | Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MI, NC, NY, OR, SC, TN, UT, and Fairview Heights, IL. While supplies last. Offer not valid on catering purchases.

The HoneyBaked Ham Co., 635 Kingsbridge Road, Carrollton, GA 30117 | catalogservice@htham.com | 1-800-367-3426
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Mon 11/8

Subject Line: #1 Ham in Good Housekeeping's Taste Test!

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Send a Gift | Shop Our Catalog | Recipes | Catering | Reserve a Ham | Find Your Store

HONEYBAKED.
The world's best ham

\$6 OFF at your nearby HoneyBaked store: Expires 11/30/10 | Print All Coupons ▶

We first won First Place!

Teste for yourself... You'll find the winner of the Good Housekeeping Mail-Order Ham Taste Test right here at your nearby HoneyBaked store. We glaze each ham by hand, crowning it with the irresistible crackling sweet crunch your family adores. Stop by and pick out the perfect ham for your own table or share one as a gift that will surely be appreciated and enjoyed.

Save on a Winner!

Use the coupon below to save \$6 OFF The HoneyBaked Ham® in your nearby HoneyBaked store today!

Get the award-winning HoneyBaked Ham at your nearby HoneyBaked store.

Cured with our secret family recipe, smoked over hardwood chips for more than 22 hours, sliced into a continuous spiral, then crowned with the crackling sweet glaze that makes The HoneyBaked Ham so irresistible and unforgettable. Each handcrafted HoneyBaked Ham is as unique as every recipient on your gift list, as individual as every guest at your table.

\$6 OFF 8-lb or Larger Bone-In Ham

HONEYBAKED.
The world's best ham

Offer expires 11/30/10 | Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MI, NC, NY, OR, SC, TN, UT, and Fairview Heights, IL. While supplies last. Offer not valid on catering purchases.

Print All Coupons ▶

The HoneyBaked Ham Co., 635 Kingsbridge Road, Carrollton, GA 30117 | catalogservice@htham.com | 1-800-367-3426
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Thu 11/11

Offer Test: \$3 Off vs. \$21.99 w/ Ham purchase
Subject Line: Why Wait? Treat Your Family to Turkey Tonight!

Having difficulty viewing this email? View on a web browser or mobile device.
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HONEYBAKED.
The world's best ham

\$3 OFF Turkey Breast Roasted or Smoked: Expires 11/18/10 | Print All Coupons ▶

Turkey Breast: Delicious New Recipes

HoneyBaked makes Turkey Breasts for food lovers: 100% breast meat, 100% moist, juicy and flavorful. Oven Roasted with traditional seasonings or naturally Smoked over hardwood coals. Both deliciously crowned with the signature crackling sweet glaze that makes HoneyBaked irresistible and unforgettable. Try one of our new Turkey Breasts now and save \$3.

\$3 OFF Roasted or Smoked Turkey Breast

Offer Expires 11/18/2010
Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MI, NC, NY, OR, SC, TN, UT, and Fairview Heights, IL. While supplies last. Offer not valid on catering purchases.

Chocolate Caramel "Come On Over" Cake

Pick up a few of these luscious little cakes and celebrate the moment. Rich chocolate cake, creamy caramel frosting and dark chocolate shavings make this a truly elegant treat for any occasion. Hurry... These lovely little cakes are available only while supplies last.
\$4.99 serves 4

Turkey Breast Sandwich w/ Cranberry Walnut Chutney

Naturally smoked Turkey Breast, edged with our famous crackling sweet glaze, savory cranberry nut chutney, whipped cream cheese, lettuce and tomato on a bakery fresh croissant. Served with a deli side and beverage, our "Phillyde to the holidays" meal is just \$8.99!

Print All Coupons ▶ Offer expires 11/18/10 | Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MI, NC, NY, OR, SC, TN, UT, and Fairview Heights, IL. While supplies last. Offer not valid on catering purchases.

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After Midnight Inc.
415-265-7493

Holiday 2010: Which Emails Were Winners?

November

Thanksgiving

Tue 11/16

Subject Line: 9 Days 'til Thanksgiving... Time to Save!

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HONEYBAKED
The world's best ham

\$6 OFF The Honey Baked Ham: Expires 11/30/10 | Print All Coupons ▶

Share Holiday Traditions with Family & Friends.

The things your family remembers, from year to year, are your holiday traditions: the glint of a cherished ornament, the warmth of the hearth fire, gathering around the table, the crackling sweet glaze on your Honey Baked Ham®.

Reserve your Honey Baked Ham now and save \$6 when you pick it up at your nearby HoneyBaked store.

RESERVE YOUR HAM | PRINT COUPONS

Offer expires November 30th, 2010

\$6 OFF 8-lb. or larger Bone-In Half Ham

Offer Expires 11/30/2010
Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MS, NC, NV, OR, SC, TN, UT, and Fannin Heights, IL. While supplies last. Offer not valid on catalog purchases.

\$3 OFF Mini Ham

The 4- to 5-lb. Honey Baked Mini Ham is right-sized for smaller gatherings. We use exactly the same recipe for our Mini Ham as we do for our larger hams — including our irresistible crackling sweet glaze. Serves 4-7.

Boneless Ham + 2 Heat & Share Sides: \$39.99

Our crunchy sweet glaze makes the pre-carved Boneless Ham irresistible. Choose two side dishes like Au Gratin Potatoes, Sweet Potato Soufflé, Macaroni & Cheese, Cinnamon Apples, Green Bean & Broccoli Rice Casserole. Serves 6.

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Thu 11/18

Subject Line: Save \$6 on Your Thanksgiving Honey Baked Ham

Thu 11/22

Subject Line: There's Still Time... No Reservation Needed

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HONEYBAKED
The world's best ham

\$6 OFF The Honey Baked Ham: Expires 12/31/10 | Print All Coupons ▶

Bring home the ham your family calls by name.

The Honey Baked Ham® The one that's carefully chosen for a lean, tender cut, cured in a family secret marinade, slow-smoked for more than 22 hours over a unique blend of hardwood chips, carved into a continuous spiral that makes it fall off the bone in perfect serving slices... then each one is finished by hand — right here at your nearby HoneyBaked store — with that irresistible crackling sweet glaze your family craves.

No. 1 in the 2010 Good Housekeeping Mail-Order Ham Taste Test

Get the 1st Place Winning Ham at your nearby HoneyBaked store!

\$6 OFF 8-lb. or larger Bone-In Half Ham

Offer Expires 12/31/2010
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\$3 OFF Mini Ham

The Honey Baked Mini Ham has all the flavor and features of our larger hams — and it's right-sized for smaller gatherings. Slow-smoked, spiral sliced and crowned with our famous crackling sweet glaze, the 4.5 to 5-lb. Mini Ham serves up to 5.

Turkey Breast D

Sealed in the same country our hams, our pre-carved Breasts are deliciously moist and our all-meat recipes are moist and flavorful. Choose Oven-Roasted or naturally Turkey Breast and your favorite two Heat & Share sides. Serves 4-6.

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The HoneyBaked Ham Co. 635 Kingsbridge Road, Carrollton, GA 30117 | catalogservice@hisham.com | 1-800-367-2426
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Fri 11/19

Subject Line: Top 10 Reasons to Say YUM!

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HONEYBAKED
The world's best ham

\$6 OFF The Honey Baked Ham: Expires 11/30/10 | Print All Coupons ▶

Top 10 Reasons to Serve The Honey Baked Ham® this Thanksgiving

10. It's gluten-free!
9. Carefully chosen for lean, tender meat.
8. Cured with a family secret recipe marinade.
7. Slow smoked for more than 22 hours over a unique blend of hardwood chips.
6. Carved into a continuous spiral so it falls off the bone in mouth-watering slices.
5. Each one glazed by hand, right at your nearby HoneyBaked store.
4. It's fully cooked — no labor, no oven space.
3. Adds another choice to the table that even the most picky eaters will appreciate.
2. Makes great leftovers for your own fridge or to send home with guests.
1. Everyone loves that crackling sweet glaze!

And the No. 1 Reason...
YUM!

Reserve your Honey Baked Ham now and **SAVE \$6** when you pick it up at your nearby HoneyBaked store.

RESERVE YOUR HAM | PRINT COUPONS

\$6 OFF 8-lb. or larger Bone-In Half Ham

Offer Expires 11/30/2010
Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MS, NC, NV, OR, SC, TN, UT, and Fannin Heights, IL. While supplies last. Offer not valid on catalog purchases.

Whole Turkey

Traditionally oven-roasted, gently smoked or crazy Cajun style, our whole turkeys make Thanksgiving fun for everyone — even the home! No worries — our fully-cooked birds are always moist, meaty and delicious. In fact, some say this is the very best turkey they've ever tasted!

\$36.99

Turkey Breast

Our famous crunchy sweet glaze makes Turkey Breasts every bit as irresistible as our signature Ham. Our all new recipe are beautifully moist and tender. Fully-cooked, they're pre-carved for easy serving. Choose oven-roasted or naturally smoked.

\$21.99

with purchase of a Ham

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Holiday 2010: Which Emails Were Winners?

November

Thanksgiving

Tue 11/23

Subject Line: \$6 Off Ham + \$21.99 Turkey Breast...
It's All Right Here!

Wed 11/24

Subject Line: Holiday Stress?
Relax. HoneyBaked is here.

Fri 11/30

Subject Line: Save Up to \$20 on Holiday Catering



After Midnight Inc.
415-265-7493



Holiday 2010: Which Emails Were Winners?

December

Christmas

Fri 12/3

Subject Line: Share the Love with
\$7 OFF The Honey Baked Ham

Tue 12/7

Subject Line: Introducing Zesty Cajun:
Sweet 'n Sassy!

Fri 12/10

Subject Line: \$3 OFF When You
Serve Up Holiday Smiles

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HONEYBAKED
The world's best ham

\$7 OFF The Honey Baked Ham: Expires 12/31/10 | Print All Coupons

Who do you love?

Family & friends may not all be able to join you at the table, but you can share these special savings on your favorite holiday centerpiece...

Share this \$7 OFF coupon with family & friends!

Send to a Friend!

Share the Love!

Everybody loves The Honey Baked Ham! Lean, tender meat, cured in a secret family recipe and smoked for more than 22 hours over a unique blend of hardwood chips. Then each Honey Baked Ham is hand finished with the crackling sweet glaze that makes it irresistible and unforgettable. The Honey Baked Ham makes a welcome holiday gift that won't go to waste... Plus don't forget one for your own holiday feast!

Send this email to your family and friends and share the love!

\$7 OFF 8-lb. or larger Bone-In Half Ham

HONEYBAKED
The world's best ham

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sku 8197

4 00007 08197

Print all coupons

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HONEYBAKED
The world's best ham

\$3 OFF Zesty New Cajun Turkey Breast: Expires 12/16/10 | Print All Coupons

"Sweet 'n Sassy!"

Introducing... zesty new Cajun Turkey Breast!

100% breast meat, 100% moist, juicy, flavorful and – just like our Naturally Smoked and Oven Roasted Turkey Breasts – crowned with the crackling sweet glaze that makes HoneyBaked Irresistible and unforgettable. Our newest recipe is sweet 'n sassy Zesty Cajun. It's festive flavor comes from a special blend of Bayou seasonings that give it a sassy little kick!

\$3 OFF Sweet 'n Sassy Cajun Turkey Breast

Offer Expires 12/16/2010 | Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MS, NC, NV, OR, SC, TN, UT, and Farrow Heights, IL. While supplies last. Offer not valid on catalog purchases.

sku 8241

4 00007 08241

Turkey Breast Dinner

Our pre-carved Turkey Breasts are deliciously convenient. Choose Oven-Roasted, Naturally Smoked or Zesty Cajun Turkey Breast. Dinner comes with our Heat & Share Mashed Potatoes and Turkey Gravy. **\$34.99 serves 6**

Whole Cajun Turkey

You don't need to spend all day in the kitchen to serve up a whole turkey this beautiful. Our fully cooked whole turkeys are as simple as heat and serve. They come out of the oven golden brown and dripping with natural juices. Zesty Cajun is a festive change of pace that's perfect for holiday gatherings. **\$36.99 serves 10-12**

Print All Coupons | \$3 OFF Cajun Turkey Breast offer expires 12/16/10. Other offers expire 12/31/10 | Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MS, NC, NV, OR, SC, TN, UT, and Farrow Heights, IL. While supplies last. Offer not valid on catalog purchases.

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HONEYBAKED
The world's best ham

\$3 OFF Boneless Ham: Expires 12/17/10 | Print All Coupons

What's irresistibly crunchy & sweet on the outside... deliciously tasty & tender on the inside... and sure to serve up Holiday smiles?

Our Boneless Ham is cured with the same family secret marinade and coated with the same crackling sweet glaze as our classic bone-in Honey Baked Ham. It's carved into generous slices, ideal for serving at your Holiday table, perfect for setting on a party buffet, and carefree for carrying to a potluck.

\$3 OFF for a limited time – only at your nearby HoneyBaked store.

\$3 OFF 3.5-lb or larger Boneless Ham

Offer Expires 12/17/2010 | Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MS, NC, NV, OR, SC, TN, UT, and Farrow Heights, IL. While supplies last. Offer not valid on catalog purchases.

sku 8250

4 00007 08250

Whole Turkey

You don't need to spend all day in the kitchen to serve up a turkey this beautiful – simply warm and serve. Our fully-cooked whole turkeys come out of your oven golden brown and dripping with natural juices. Zesty Cajun is a festive change of pace – or choose Gently Smoked or Oven Roasted for your Holiday gathering. **\$36.99 serves 10-12**

Turkey Breast Dinner

Our pre-carved Turkey Breasts are deliciously convenient. Choose Oven-Roasted, Naturally Smoked or Zesty Cajun Turkey Breast. Plus select two of our Heat & Share Sides like Mashed Potatoes, Turkey Gravy, Orange Walnut Cranberries, Green Bean Casserole, Sweet Potato Souffle or Macaroni & Cheese. **\$34.99 serves 6**

Print All Coupons | \$3 OFF Boneless Ham offer expires 12/17/10. Other offers expire 12/31/10 | Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MS, NC, NV, OR, SC, TN, UT, and Farrow Heights, IL. While supplies last. Offer not valid on catalog purchases.

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Holiday 2010: Which Emails Were Winners?

December

Christmas

Mon 12/13

Subject Line: \$7 OFF Your Holiday Ham:
Reserve Now!

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HONEYBAKED.
The world's best ham

\$7 OFF The Honey Baked Ham: Expires 1/15/11 | Print All Coupons

Reserve your Ham for the Holidays!

Carefully chosen for a lean, tender cut, cured in a family-secret marinade, slow-smoked for more than 22 hours over a unique blend of hardwood chips and carved into a continuous spiral that makes it fall off the bone in perfect serving slices... then each one is finished by hand — right here at your nearby HoneyBaked store — with that irresistible crackling sweet glaze your family craves. Don't wait.

Reserve Now!

\$7 OFF 8-lb. or larger Bone-In Half Ham

Offer Expires 1/15/2011
Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MS, NC, NV, OR, SC, TN, UT, and Fairview Heights, IL. While supplies last. Offer not valid on catering purchases.

sku 8253
4 00007 08253 3

HONEYBAKED.
The world's best ham

\$3 OFF Mini Ham

The Honey Baked Mini Ham has all the flavor and features of our larger hams — and it's right-sized for smaller gatherings. Slow-smoked, spiral sliced and crowned with our famous crackling sweet glaze, the 4.5 to 5-lb. Mini Ham serves up to 5.

Turkey Breast Dinner

Sealed in the same crunchy glaze our hams, our pre-carved Turkey Breasts are deliciously convenient and incredibly moist and flavorful. Choose an Oven-Roasted, Glazed Smoked or Zesty Cajun Turkey Breast and your family's favorite Heat & Serve Sides.

\$34.99

Print All Coupons ▶ Offers expire 1/15/11 | Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MS, NC, NV, OR, SC, TN, UT, and Fairview Heights, IL. While supplies last. Offer not valid on catering purchases.

The HoneyBaked Ham Co. 635 Kingsbridge Road, Carrollton, GA 30117 | catalogservice@hbham.com | 1-800-367-2426
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Fri 12/17

Subject Line: \$10 OFF: Fill Your
Holiday Table!

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HONEYBAKED.
The world's best ham

\$10 OFF The Honey Baked Ham & Smoked, Cajun or Oven-Roasted Whole Turkey

RESERVE YOURS NOW!

Put together a glorious Holiday feast with these two gorgeous centerpiece entrees. And pick up everything else you need, right here at your nearby HoneyBaked store, too... appetizers, rolls, sides and delicious desserts!

\$10 OFF an 8-lb. or larger Bone-In Half Ham & Smoked, Cajun or Oven-Roasted Whole Turkey

Offer expires 12/31/10 | Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MS, NC, NV, OR, SC, TN, UT, and Fairview Heights, IL. While supplies last. Offer not valid on catering purchases.

sku 8258
4 00007 08288 2

HONEYBAKED.
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► Reserve Your Ham & Turkey Now! Print Coupon

The HoneyBaked Ham Co. 635 Kingsbridge Road, Carrollton, GA 30117 | catalogservice@hbham.com | 1-800-367-2426
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Mon 12/20

Subject Line: Have YOU Tasted
HoneyBaked Turkey?

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HONEYBAKED.
The world's best ham

\$34.99 Turkey Breast Dinner: Expires 12/31/10 | Print All Coupons

The Holidays just got 3X more delicious!

Cajun Oven Roasted **Smoked**

Love our Ham? Love our Turkey!

\$34.99 Turkey Dinner

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sku 8259
4 00007 08259 2

HONEYBAKED.
The world's best ham

Whole Turkey

You don't need to spend all day in the kitchen to serve up a turkey this beautiful. Our fully cooked whole turkeys are as simple as warm and serve. Zesty Cajun is a festive change of pace that is perfect for holiday gatherings, or choose Gently Smoked or Oven Roasted.

Serves 10-12
\$36.99

Turkey Breast

All New Recipes!

100% breast meat. 100% moist, juicy, flavorful... and crowned with the same crackling sweet glaze that makes the Honey Baked Ham irresistible and unforgettable. Choose Zesty Cajun, Gently Smoked or Oven Roasted.

Serves 6
\$21.99
with purchase of any Ham

Print All Coupons ▶ Offers expire 12/31/10 | Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MS, NC, NV, OR, SC, TN, UT, and Fairview Heights, IL. While supplies last. Offer not valid on catering purchases.

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Holiday 2010: Which Emails Were Winners?

December

Christmas

Tue 12/21

Subject Line: Dinner is Served! \$10 OFF!



Wed 12/22

Subject Line: Save \$7 Select Your Christmas Ham at HoneyBaked



After Midnight Inc.
415-265-7493



Holiday 2010: Which Emails Were Winners?

December

New Year

Tue 12/28

Subject Line: 4-Day Sale! Happy New Year from HoneyBaked!

Thu 12/30

Subject Line: Last 2 Days for \$7 Savings!

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To ensure receipt of emails from HoneyBaked, please add HoneyBaked@wey10.com to your address book.

Send a Gift | Shop Our Catalog | Recipes | Catering | Reserve a Ham | Find Your Store

HONEYBAKED
The world's best ham

\$4 OFF Turkey Breast / \$7 OFF Bone-In Ham: Expires 12/31/10 | Print All Coupons

Ends Friday: 4-DAY SALE! HoneyBaked stores will be closed on Saturday 1/1 and Sunday 1/2

Ring in the New Year with good friends and great food! Your nearby HoneyBaked store has everything you need for a fun and festive New Year's spread!

**Don't wait for midnight!
Your Guests are going to Cheer for Dinner!**

Serve moist, tender Turkey Breast - Gently Smoked or Oven Roasted - with The Honey Baked Ham everyone adores!

Got a Gift Card? Just because it never expires is no reason to tuck it away in a drawer... Use your Gift Card now — for Appetizers, Entrées, Side Dishes and elegant Desserts!

\$4 OFF Smoked or Roasted 2.5-lb. Turkey Breast
Offer Expires 12/31/2010
Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MS, NC, NV, OR, SC, TN, UT, and Fairview Heights, IL. While supplies last. Offer not valid on catalog purchases.

\$7 OFF 8-lb or larger Bone-In Ham
Cured in our secret family recipe, slow-smoked, spiral sliced and hand finished right here in our store with our irresistible crackling sweet glaze. A time-tested tradition, serve The Honey Baked Ham for good luck in the New Year!

\$21.99 3-3.5-lb Boneless Ham
Crowned with the same sweet crunchy glaze as our signature Bone-In Ham, our Boneless Ham is right-sized for a smaller gathering. It's carved into slices that are perfect for buffet serving and building delicious sandwiches!

Print All Coupons | Offers expire 12/31/10 | Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MS, NC, NV, OR, SC, TN, UT, and Fairview Heights, IL. While supplies last. Offer not valid on catalog purchases.

The HoneyBaked Ham Co. 635 Kingsbridge Road, Carrollton, GA 30117 | catalogservice@hbham.com | 1-800-367-3426
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HONEYBAKED
The world's best ham

\$7 OFF The Honey Baked Ham: Expires 12/31/10 | Print All Coupons

Hurry! Sale Ends Friday! HoneyBaked stores will be closed on Saturday 1/1 and Sunday 1/2

Ring in the New Year with good friends and great food! Your nearby HoneyBaked store has everything you need for a fun and festive New Year's Appetizers, Entrées, Side Dishes and elegant Desserts!

Happy New Year!
And Thank You for your patronage throughout 2010. We look forward to serving you in 2011.
Your Friends at HoneyBaked

Got a Gift Card? Your HoneyBaked Gift Card goes further with special year-end savings!

\$7 OFF 8-lb. or larger Bone-In Half Ham
Offer Expires 12/31/2010
Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MS, NC, NV, OR, SC, TN, UT, and Fairview Heights, IL. While supplies last. Offer not valid on catalog purchases.

\$4 OFF 2.75 - 3-lb Turkey Breast
Our all new Turkey Breast recipes are incredibly moist and delicious. In fact, they've been called "the best turkey you've ever tasted!" Pick up your choice of Gently Smoked or Oven Roasted at your nearby HoneyBaked store, carved and ready to serve.

\$21.99 3 - 3.5-lb Boneless Ham
Crowned with the same sweet crunchy glaze as our signature Bone-In Ham, our Boneless Ham is right-sized for a smaller gathering. It's carved into slices that are perfect for buffet serving and building delicious sandwiches!

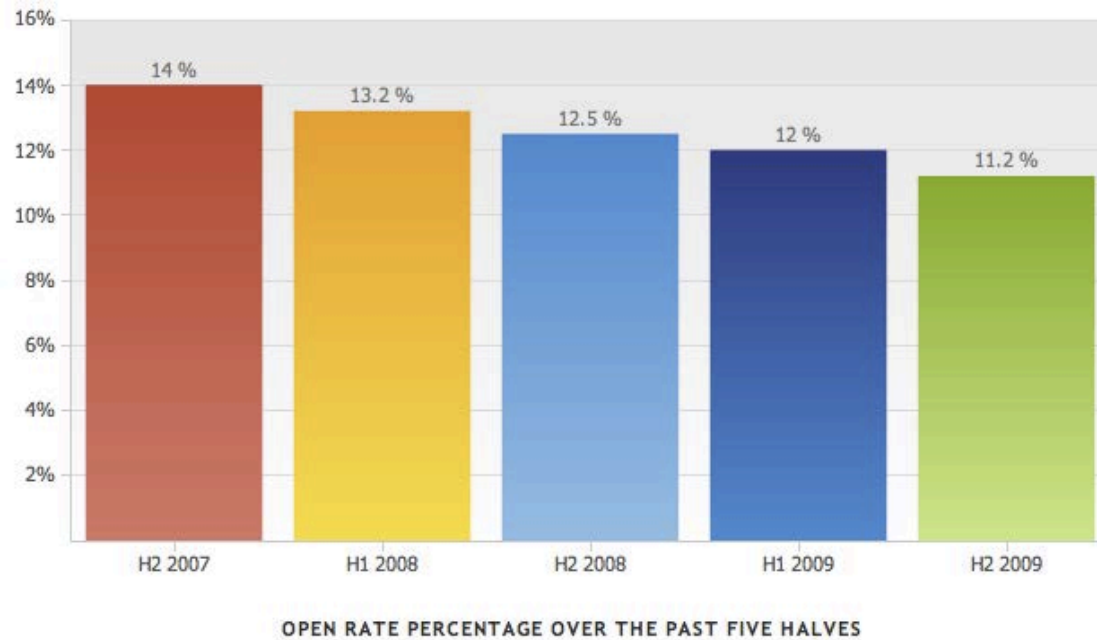
Print All Coupons | Offers expire 12/31/10 | Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MS, NC, NV, OR, SC, TN, UT, and Fairview Heights, IL. While supplies last. Offer not valid on catalog purchases.

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After Midnight Inc.
415-265-7493



The Email Landscape: Declining Open Rates



According to Mailer Mailer® and a recent MarketingSherpa survey, email open rates continue to decline across all industries. Experts point to a number of different trends to explain the decline in open rates:

- Image blocking (only 33% of email readers have images turned on by default)
- Increased use of email handheld devices
- List fatigue

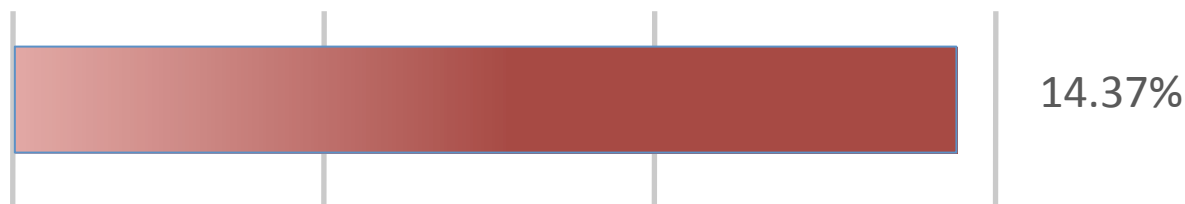


The Email Landscape: Industry Averages



2009 Average Open Rates according to MarketingSherpa survey

HoneyBaked Holiday 2010: Average Open Rate



Note that smaller lists perform better than larger lists and, as list size increases, performance rates decline. At well over 300,000, the HoneyBaked list can be considered to be very large. So **our average open rate is exceptionally good!**



Holiday 2010 Email Performance:

How do we measure success?

Thanksgiving 11/25/10										Christmas 12/25/10									
	Fri 11/05	Mon 11/08	Thu 11/11*	Tue 11/16	Thu 11/18	Fri 11/19	Mon 11/22 (Remail)	Tue 11/23	Wed 11/24	Fri 12/03	Tue 12/07	Fri 12/10	Mon 12/13	Fri 12/17	Mon 12/20	Tue 12/21	Wed 12/22	Tue 12/28	Thu 12/30
Primary Offer	\$19.99 Tasty Trio	\$6 Off BIH	\$3 Off TB vs. \$21.99 TB w/ Ham purchase	\$6 Off BIH	\$6 Off BIH	\$6 Off BIH	\$6 Off BIH	\$6 Off BIH	\$39.99 BLESS Dinner	\$7 Off BIH	\$3 Off TB	\$3 Off BLESS	\$7 Off BIH	\$10 Off BIH + Whole Turkey	\$34.99 TB Dinner	\$10 Off Dinner (Ham, Whole Turkey, Sides, Cake)	\$7 Off BIH	\$4 Off TB	\$4 Off TB
No. of Offers	3	1	3	3	3	3	3	2	2	1	3	3	3	1	3	1	3	3	3
Subject Line	\$19.99 Tasty Trio Dinner for 4	#1 Ham in Good Housekeepin'g's Taste Test!	Don't Wait to Taste our New Turkey Recipes!	9 Days 'til Thanksgiving ... Time to Save!	Save \$6 Off Your Thanksgiving Ham	Top 10 Reasons to Say YUM!	Save \$6 Off Your Thanksgiving Ham	\$6 Off Ham + \$21.99 Turkey Breast... It's All Right Here!	Holiday Stress? Relax. HoneyBaked is here.	Share the Love with \$7 OFF The Honey Baked Ham	Introducing Zesty Cajun: Sweet 'n Sassy!	\$3 OFF When You Serve Up Holiday Smiles	\$7 OFF Your Holiday Ham! Reserve Now!	\$10 OFF: Fill Your Holiday Table!	Have YOU Tasted HoneyBaked Turkey?	Dinner is Served! \$10 OFF!	Save \$7 Select Your Christmas Ham at HoneyBaked	4-Day Sale! Your Guests are going to Cheer for Dinner!	Last 2 Days for \$7 Savings!
Headline	Too Busy to plan dinner? HoneyBaked can help!	We just won First Place!	Turkey Breast: Delicious New Recipes	Share Holiday Traditions with Family & Friends	Bring home the ham your family calls by name	Top 10 Reasons to Serve the Honey Baked Ham this Holiday Season	Bring home the ham your family calls by name	It's All Right Here... For the Best Thanksgiving Ever!	Relax. HoneyBaked is Here...	Who do you love?	Introducing Zesty New Cajun Turkey Breast	...crunchy & sweet... tasty & tender...	Reserve Your Ham for the Holidays	\$10 Off the Honey Baked Ham & Whole Turkey	The Holidays Just Got 3X More Delicious!	Your family makes the moment. Let HoneyBaked make the dinner.	It's Time to Select Your Holiday Ham	4-Day Sale! Your Guests are going to Cheer for Dinner!	Hurry! Sale Ends Friday! Happy New Year!
Delivered	381,478	335,192	335,663	332,070	333,060	333,693	328,681	329,058	331,136	326,934	325,557	324,252	304,979	345,708	345,654	342,653	343,852	336,291	332,570
Opens	57,529	53,346	48,880	58,216	52,882	51,471	44,151	42,871	37,710	48,547	38,863	39,741	47,336	67,961	46,258	58,320	45,457	44,360	32,506
Open Rate (Delivered)	15.08%	15.92%	14.56%	17.53%	15.88%	15.42%	13.43%	13.03%	11.39%	14.85%	11.94%	12.26%	15.52%	19.66%	13.38%	17.02%	13.22%	13.19%	9.77%
(Unique) Clickers	8,030	9,928	4,907	12,786	9,163	7,127	5,958	5,731	2,960	9,294	2,069	2,687	10,353	11,606	4,825	7,113	6,521	2,760	1,237
(Unique) Click-to-Open Rate	13.96%	18.61%	10.04%	21.96%	17.33%	13.85%	13.49%	13.37%	7.85%	19.14%	5.32%	6.76%	21.87%	17.08%	10.43%	12.20%	14.35%	6.22%	3.81%
Transactions	911	1,361	206	2,339	2,346	349	1,526	1,301	546	2,022	57	129	2,896	250	90	101	3,281	790	349
Conversions per Delivered	0.24%	0.41%	0.06%	0.70%	0.70%	0.10%	0.46%	0.40%	0.16%	0.62%	0.02%	0.04%	0.95%	0.07%	0.03%	0.03%	0.95%	0.23%	0.10%
Conversions per Opens	1.58%	2.55%	0.42%	4.02%	4.44%	0.68%	3.46%	3.03%	1.45%	4.17%	0.15%	0.32%	6.12%	0.37%	0.19%	0.17%	7.22%	1.78%	1.07%
Conversions per Clickers	11.34%	13.71%	4.20%	18.29%	25.60%	4.90%	25.61%	22.70%	18.45%	21.76%	2.75%	4.80%	27.97%	2.15%	1.87%	1.42%	50.31%	28.62%	28.21%

Notes: 11/18 and 11/22 emails were duplicates w/ same barcodes so Transactions and Conversions are estimated based on proportionally dividing Transactions based on Clicks.

Kiosk sales not included in transactions. Customer Support and Retail Store emails have been eliminated from stats as recipients are not customers. /conversions.

11/30 Catering, 12/3 Internal Friends & Family, 12/8 AirTran and 12/16 Catalog cross-sell emails have been eliminated from stats - not consistent with others; would skew averages.

Best Open Rate

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Send a Gift | Shop Our Catalog | Recipes | Catering | Reserve a Ham | Find Your Store

HONEYBAKED
The world's best ham

\$10 OFF The Honey Baked Ham & Whole Turkey. Expires 12/31/10 | Print Coupons

RESERVE YOURS NOW!

Put together a glorious Holiday feast with these two gorgeous centerpiece entrees. And pick up everything else you need, right here at your nearby HoneyBaked store, too... appetizers, rolls, sides and delicious desserts!

&

Your family makes the moment. Let HoneyBaked make the dinner. You can have it all and enjoy the fun and laughter of the holidays, too. Just reserve online, then pick up your handcrafted ham and the most delicious turkey you've ever tasted, right at your nearby HoneyBaked store. Plus choose from our wide selection of sides - all fully cooked - and don't forget dessert. This year, relax... HoneyBaked is here!

\$10 OFF When you purchased both an 8-lb. or larger Bone-In Ham & Smoked, Cajun or Oven-Roasted Whole Turkey. Expires 12/31/10. Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MI, NC, NJ, OR, SC, TN, UT, and Farnham Heights, IL. While supplies last. Offer not valid on catering purchases.

Reserve Your Ham & Turkey Now! | Print Coupons

Fri 12/17

- Key Drivers:
- Timing
 - Subject Line

Subject Line:
\$10 OFF: Fill
Your Holiday Table!

Best Click-to-Open Rate

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Send a Gift | Shop Our Catalog | Recipes | Catering | Reserve a Ham | Find Your Store

HONEYBAKED
The world's best ham

\$6 OFF The Honey Baked Ham. Expires 11/30/10 | Print All Coupons

Share Holiday Traditions with Family & Friends.

The things your family remembers, from year to year, are your Holiday traditions: the glint of a cherished ornament, the warmth of the hearth fire, gathering around the table, the crackling sweet glaze on your Honey Baked Ham.

Reserve your Honey Baked Ham now and save \$4 when you pick it up at your nearby HoneyBaked store.

RESERVE YOUR HAM | PRINT COUPONS

Offer expires November 30th, 2010

\$6 OFF 8-lb. or larger Bone-In Half Ham. Offer Expires 11/30/2010. Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MI, NC, NJ, OR, SC, TN, UT, and Farnham Heights, IL. While supplies last. Offer not valid on catering purchases.

\$3 OFF Mini Ham. The 4- to 5-lb. Honey Baked Mini Ham is right-sized for smaller gatherings. We use exactly the same recipe for our Mini Ham as we do for our larger hams - including our irresistible crackling sweet glaze. Serves 4-7.

Boneless Ham + 2 Heat & Share Sides: \$39.99. Our crunchy sweet glaze makes the pre-carved ham delicious. Choose from: Apple, Green Beans, Casserole.

Tue 11/16

- Key Drivers:
- Offer
 - Email Creative

Note graphic buttons on billboard.

Wed 12/22

- Key Drivers:
- Timing
 - Offer
 - Email Creative
 - Coupon Creative

Most Conversions per Clickers

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HONEYBAKED
The world's best ham

\$7 OFF The Honey Baked Ham. Expires 12/31/10 | Print All Coupons

It's Time to Select your Holiday Ham!

Christmas is just about here! If you're hosting a Holiday meal - or maybe many - it's time to visit your nearby HoneyBaked store to select your Honey Baked Ham. Each one is hand finished right here in our store with the crackling sweet glaze your family adores. For dinner, brunch or just enjoyably building your own luncheon sandwiches, The Honey Baked Ham is a "must" to have in the house for the Holidays.

What are you waiting for?

If you've got a balance left on a HoneyBaked Gift Card, now is the excellent time to use it!

- Appetizers
- Sides
- Side Dishes
- Desserts
- Fully-cooked Meats

\$7 OFF 8-lb. or larger Bone-In Half Ham. Offer Expires 12/31/10. Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MI, NC, NJ, OR, SC, TN, UT, and Farnham Heights, IL. While supplies last. Offer not valid on catering purchases.

\$3 OFF Mini Ham. The Honey Baked Mini Ham has all the flavor and features of our larger hams - and it's right-sized for smaller gatherings. Slow-smoked, spiral sliced and covered with our famous crackling sweet glaze, the 4.5 to 5-lb. Mini Ham serves up to 5.

Turkey Breast Dinner. Sealed in the same crunchy glaze as our hams, our pre-carved Turkey Breasts are deliciously convenient and incredibly moist and flavorful. Choose an Oven-Roasted, Smoked, Smoked or Zesty Cajun Turkey Breast and your family's favorite two Heat & Share Sides. **\$34.99**

Print All Coupons | Expires 12/31/10 | Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MI, NC, NJ, OR, SC, TN, UT, and Farnham Heights, IL. While supplies last. Offer not valid on catering purchases.

The HoneyBaked Ham Co. 635 Kingsbridge Road, Carrollton, GA 30117 | catalogservice@hbam.com | 1-800-367-3426
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Most Conversions per Deliveries

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HONEYBAKED
The world's best ham

\$6 OFF The Honey Baked Ham. Expires 12/31/10 | Print All Coupons

Bring home the ham your family calls by name.

The Honey Baked Ham. "The one that's carefully chosen for a lean, tender cut, cured in a family secret marinade, slow-smoked for more than 22 hours over an open flame and finished by hand - right here at your nearby HoneyBaked store - with that irresistible crackling sweet glaze your family craves."

No. 1 in the 2010 Good Housekeeping Mail-Order Ham Taste Test

Get the 1st Place Winning Ham at your nearby HoneyBaked store!

\$6 OFF 8-lb. or larger Bone-In Half Ham. Offer Expires 12/31/2010. Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MI, NC, NJ, OR, SC, TN, UT, and Farnham Heights, IL. While supplies last. Offer not valid on catering purchases.

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Most Conversions per Opens

Thu 11/18

- Key Drivers:
- Timing
 - Offer
 - Email Creative
 - Coupon Creative

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HONEYBAKED
The world's best ham

\$7 OFF The Honey Baked Ham. Expires 11/5/11 | Print All Coupons

Reserve your Ham for the Holidays!

Carefully chosen for a lean, tender cut, cured in a family secret marinade, slow-smoked for more than 22 hours over a unique blend of hardwood chips and covered in a continuous spiral that makes it fall off the bone in perfect serving slices... then each one is finished by hand - right here at your nearby HoneyBaked store - with that irresistible crackling sweet glaze your family craves. Don't wait.

\$7 OFF 8-lb. or larger Bone-In Half Ham. Offer Expires 11/5/2011. Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MI, NC, NJ, OR, SC, TN, UT, and Farnham Heights, IL. While supplies last. Offer not valid on catering purchases.

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Print All Coupons | Expires 11/5/11 | Must present coupon at time of purchase to receive offer. May not be combined with any other offer. Only one coupon per person per visit. Valid only at participating retail stores in the following states: AL, AR, CO, FL, GA, LA, MD, MI, NC, NJ, OR, SC, TN, UT, and Farnham Heights, IL. While supplies last. Offer not valid on catering purchases.

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Holiday 2010 Email Performance:

How do we measure success?

Thanksgiving 11/25/10										Christmas 12/25/10									
	Fri 11/05	Mon 11/08	Thu 11/11*	Tue 11/16	Thu 11/18	Fri 11/19	Mon 11/22 (Remail)	Tue 11/23	Wed 11/24	Fri 12/03	Tue 12/07	Fri 12/10	Mon 12/13	Fri 12/17	Mon 12/20	Tue 12/21	Wed 12/22	Tue 12/28	Thu 12/30
Primary Offer	\$19.99 Tasty Trio	\$6 Off BIH	\$3 Off TB vs. \$21.99 TB w/ Ham purchase	\$6 Off BIH	\$6 Off BIH	\$6 Off BIH	\$6 Off BIH	\$6 Off BIH	\$39.99 BLESS Dinner	\$7 Off BIH	\$3 Off TB	\$3 Off BLESS	\$7 Off BIH	\$10 Off BIH + Whole Turkey	\$34.99 TB Dinner	\$10 Off Dinner (Ham, Whole Turkey, Sides, Cake)	\$7 Off BIH	\$4 Off TB	\$4 Off TB
No. of Offers	3	1	3	3	3	3	3	2	2	1	3	3	3	1	3	1	3	3	3
Subject Line	\$19.99 Tasty Trio Dinner for 4	#1 Ham in Good Housekeepin'g's Taste Test!	Don't Wait to Taste our New Turkey Recipes!	9 Days 'til Thanksgiving ... Time to Save!	Save \$6 Off Your Thanksgiving Ham	Top 10 Reasons to Say YUM!	Save \$6 Off Your Thanksgiving Ham	\$6 Off Ham + \$21.99 Turkey Breast... It's All Right Here!	Holiday Stress? Relax. HoneyBaked is here.	Share the Love with \$7 OFF The Honey Baked Ham	Introducing Zesty Cajun: Sweet 'n Sassy!	\$3 OFF When You Serve Up Holiday Smiles	\$7 OFF Your Holiday Ham: Reserve Now!	\$10 OFF: Fill Your Holiday Table!	Have YOU Tasted HoneyBaked Turkey?	Dinner is Served! \$10 OFF!	Save \$7 Select Your Christmas Ham at HoneyBaked	4-Day Sale! Happy New Year from HoneyBaked!	Last 2 Days for \$7 Savings!
Headline	Too Busy to plan dinner? HoneyBaked can help!	We just won First Place!	Turkey Breast: Delicious New Recipes	Share Holiday Traditions with Family & Friends	Bring home the ham your family calls by name	Top 10 Reasons to Serve the Honey Baked Ham this Holiday Season	Bring home the ham your family calls by name	It's All Right Here... For the Best Thanksgiving Ever!	Relax. HoneyBaked is Here...	Who do you love?	Introducing Zesty New Cajun Turkey Breast	...crunchy & sweet... tasty & tender...	Reserve Your Ham for the Holidays	\$10 Off the Honey Baked Ham & Whole Turkey	The Holidays Just Got 3X More Delicious!	Your family makes the moment. Let HoneyBaked make the dinner.	It's Time to Select Your Holiday Ham	4-Day Sale! Your Guests are going to Cheer for Dinner!	Hurry! Sale Ends Friday! Happy New Year!
Delivered	381,478	335,192	335,663	332,070	333,060	333,693	328,681	329,058	331,136	326,934	325,557	324,252	304,979	345,708	345,654	342,653	343,852	336,291	332,570
Opens	57,529	53,346	48,880	58,216	52,882	51,471	44,151	42,871	37,710	48,547	38,863	39,741	47,336	67,961	46,258	58,320	45,457	44,360	32,506
Open Rate (Delivered)	15.08%	15.92%	14.56%	17.53%	15.88%	15.42%	13.43%	13.03%	11.39%	14.85%	11.94%	12.26%	15.52%	19.66%	13.38%	17.02%	13.22%	13.19%	9.77%
(Unique) Clickers	8,030	9,928	4,907	12,786	9,163	7,127	5,958	5,731	2,960	9,294	2,069	2,687	10,353	11,606	4,825	7,113	6,521	2,760	1,237
(Unique) Click-to-Open Rate	13.96%	18.61%	10.04%	21.96%	17.33%	13.85%	13.49%	13.37%	7.85%	19.14%	5.32%	6.76%	21.87%	17.08%	10.43%	12.20%	14.35%	6.22%	3.81%
Transactions	911	1,361	206	2,339	2,346	349	1,526	1,301	546	2,022	57	129	2,896	250	90	101	3,281	790	349
Conversions per Delivered	0.24%	0.41%	0.06%	0.70%	0.70%	0.10%	0.46%	0.40%	0.16%	0.62%	0.02%	0.04%	0.95%	0.07%	0.03%	0.03%	0.95%	0.23%	0.10%
Conversions per Opens	1.58%	2.55%	0.42%	4.02%	4.44%	0.68%	3.46%	3.03%	1.45%	4.17%	0.15%	0.32%	6.12%	0.37%	0.19%	0.17%	7.22%	1.78%	1.07%
Conversions per Clickers	11.34%	13.71%	4.20%	18.29%	25.60%	4.90%	25.61%	22.70%	18.45%	21.76%	2.75%	4.80%	27.97%	2.15%	1.87%	1.42%	50.31%	28.62%	28.21%

Notes: 11/18 and 11/22 emails were duplicates w/ same barcodes so Transactions and Conversions are estimated based on proportionally dividing Transactions based on Clicks.

Kiosk sales not included in transactions. Customer Support and Retail Store emails have been eliminated from stats as recipients are not customers. /conversions.

11/30 Catering, 12/3 Internal Friends & Family, 12/8 AirTran and 12/16 Catalog cross-sell emails have been eliminated from stats - not consistent with others; would skew averages.

Poorest Open Rate

Thu 12/30

Key Drivers:

- Timing
- Subject Line

Subject Line:

Last 2 Days
for \$7 Savings!

Poorest Click-to-Open Rate

Thu 12/30

Key Drivers:

- Offer
- Email Creative



Fewest Conversions per Clickers

Tue 12/21

Key Drivers:

- Offer
- Coupon Creative



Fewest Conversions per Deliveries

Thu 12/7

Key Drivers:

- Timing
- Offer
- Email Creative
- Coupon Creative

Fewest Conversions per Opens

Tue 12/21

Key Drivers:

- Timing
- Offer
- Email Creative
- Coupon Creative



Holiday 2010 Email Performance:

How do we measure success?

Thanksgiving 11/25/10										Christmas 12/25/10									
	Fri 11/05	Mon 11/08	Thu 11/11*	Tue 11/16	Thu 11/18	Fri 11/19	Mon 11/22 (Remail)	Tue 11/23	Wed 11/24	Fri 12/03	Tue 12/07	Fri 12/10	Mon 12/13	Fri 12/17	Mon 12/20	Tue 12/21	Wed 12/22	Tue 12/28	Thu 12/30
Primary Offer	\$19.99 Tasty Trio	\$6 Off BIH	\$3 Off TB vs. \$21.99 TB w/ Ham purchase	\$6 Off BIH	\$6 Off BIH	\$6 Off BIH	\$6 Off BIH	\$6 Off BIH	\$39.99 BLESS Dinner	\$7 Off BIH	\$3 Off TB	\$3 Off BLESS	\$7 Off BIH	\$10 Off BIH + Whole Turkey	\$34.99 TB Dinner	\$10 Off Dinner (Ham, Whole Turkey, Sides, Cake)	\$7 Off BIH	\$4 Off TB	\$4 Off TB
No. of Offers	3	1	3	3	3	3	3	2	2	1	3	3	3	1	3	1	3	3	3
Subject Line	\$19.99 Tasty Trio Dinner for 4	#1 Ham in Good Housekeepin'g's Taste Test!	Don't Wait to Taste our New Turkey Recipes!	9 Days 'til Thanksgiving ... Time to Save!	Save \$6 Off Your Thanksgiving Ham	Top 10 Reasons to Say YUM!	Save \$6 Off Your Thanksgiving Ham	\$6 Off Ham + \$21.99 Turkey Breast... It's All Right Here!	Holiday Stress? Relax. HoneyBaked is here.	Share the Love with \$7 OFF The Honey Baked Ham	Introducing Zesty Cajun: Sweet 'n Sassy!	\$3 OFF When You Serve Up Holiday Smiles	\$7 OFF Your Holiday Ham; Reserve Now!	\$10 OFF: Fill Your Holiday Table!	Have YOU Tasted HoneyBaked Turkey?	Dinner is Served! \$10 OFF!	Save \$7 Select Your Christmas Ham at HoneyBaked	4-Day Sale! Happy New Year from HoneyBaked!	Last 2 Days for \$7 Savings!
Headline	Too Busy to plan dinner? HoneyBaked can help!	We just won First Place!	Turkey Breast: Delicious New Recipes	Share Holiday Traditions with Family & Friends	Bring home the ham your family calls by name	Top 10 Reasons to Serve the Honey Baked Ham this Holiday Season	Bring home the ham your family calls by name	It's All Right Here... For the Best Thanksgiving Ever!	Relax. HoneyBaked is Here...	Who do you love?	Introducing Zesty New Cajun Turkey Breast	...crunchy & sweet... tasty & tender...	Reserve Your Ham for the Holidays	\$10 Off the Honey Baked Ham & Whole Turkey	The Holidays Just Got 3X More Delicious!	Your family makes the moment. Let HoneyBaked make the dinner.	It's Time to Select Your Holiday Ham	4-Day Sale! Your Guests are going to Cheer for Dinner!	Hurry! Sale Ends Friday! Happy New Year!
Delivered	381,478	335,192	335,663	332,070	333,060	333,693	328,681	329,058	331,136	326,934	325,557	324,252	304,979	345,708	345,654	342,653	343,852	336,291	332,570
Opens	57,529	53,346	48,880	58,216	52,882	51,471	44,151	42,871	37,710	48,547	38,863	39,741	47,336	67,961	46,258	58,320	45,457	44,360	32,506
Open Rate (Delivered)	15.08%	15.92%	14.56%	17.53%	15.88%	15.42%	13.43%	13.03%	11.39%	14.85%	11.94%	12.26%	15.52%	19.66%	13.38%	17.02%	13.22%	13.19%	9.77%
(Unique) Clickers	8,030	9,928	4,907	12,786	9,163	7,127	5,958	5,731	2,960	9,294	2,069	2,687	1,106	11,606	4,825	7,113	6,521	2,777	1,237
(Unique) Click-to-Open Rate	13.96%	18.61%	10.04%	21.96%	17.33%	13.85%	13.49%	13.37%	7.85%	17.08%	10.44%	13.37%	17.08%	17.08%	17.08%	17.08%	17.08%	17.08%	3.81%
Transactions	911	1,361	206	2,339	2,346	349	1,526	1,301	2,346	2,346	2,346	2,346	2,346	2,346	2,346	2,346	2,346	2,346	349
Conversions per Delivered	0.24%	0.41%	0.06%	0.70%	0.70%	0.10%	0.46%	0.40%	0.16%	0.16%	0.15%	0.32%	0.07%	0.07%	0.07%	0.07%	0.07%	0.07%	0.10%
Conversions per Opens	1.58%	2.55%	0.42%	4.02%	4.44%	0.68%	3.46%	3.03%	1.45%	4.17%	0.15%	0.32%	0.07%	0.37%	0.19%	0.17%	7.22%	1.77%	1.07%
Conversions per Clickers	11.34%	13.71%	4.20%	18.29%	25.60%	4.90%	25.61%	22.70%	18.45%	21.76%	2.75%	4.80%	27.97%	2.15%	1.87%	1.42%	50.31%	28.62%	28.21%

Notes: 11/18 and 11/22 emails were duplicates w/ same barcodes so Transactions and Conversions are estimated based on proportionally dividing Transactions based on Clicks.

Kiosk sales not included in transactions. Customer Support and Retail Store emails have been eliminated from stats as recipients are not customers. /conversions.

11/30 Catering, 12/3 Internal Friends & Family, 12/8 AirTran and 12/16 Catalog cross-sell emails have been eliminated from stats - not consistent with others; would skew averages.

HoneyBaked Holiday 2010: Averages

- Open Rate (Delivered): **14.37%**
- Click Rate (Delivered): **2.18%**
- Unique Click-to-Open Rate (Clickers): **13.03%**
- Conversions per Emails Delivered: **0.33%**
- Conversions per Emails Opened: **2.27%**
- Conversions per Clickers: **16.56%**

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We should aspire to “above average” metrics for every email!



Holiday 2010 Email Performance:

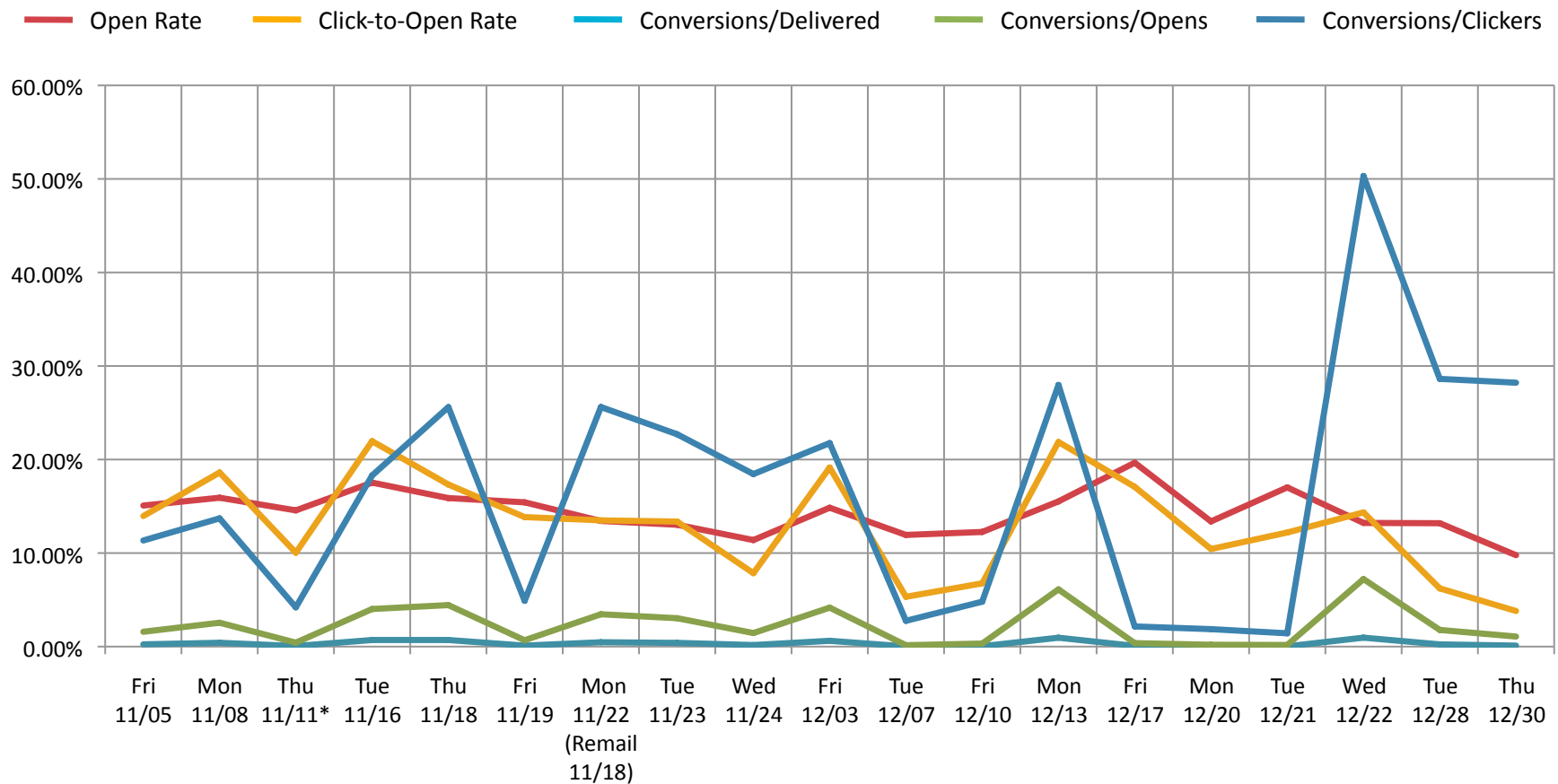
How do we measure success?

	NOT SO GOOD									Thanksgiving 11/25/10						Christmas 12/25/10					
	Fri 11/05	Mon 11/08	Thu 11/11*	Tue 11/16	Thu 11/18	Fri 11/19	Mon 11/22 (Remail)	Tue 11/23	Wed 11/24	Fri 12/03	Tue 12/07	Fri 12/10	Mon 12/13	Fri 12/17	Mon 12/20	Tue 12/21	Wed 12/22	Tue 12/28	Thu 12/30		
Primary Offer	\$19.99 Tasty Trio	\$6 Off BIH	\$3 Off TB vs. \$21.99 TB w/ Ham purchase	\$6 Off BIH	\$6 Off BIH	\$6 Off BIH	\$6 Off BIH	\$6 Off BIH	\$39.99 BLESS Dinner	\$7 Off BIH	\$3 Off TB	\$3 Off BLESS	\$7 Off BIH	\$10 Off BIH + Whole Turkey	\$34.99 TB Dinner	\$10 Off Dinner (Ham, Whole Turkey, Sides, Cake)	\$7 Off BIH	\$4 Off TB	\$4 Off TB		
No. of Offers	3	1	3	3	3	3	3	2	2	1	3	3	3	1	3	1	3	3	3		
Subject Line	\$19.99 Tasty Trio Dinner for 4	#1 Ham in Good Housekeepin g's Taste Test!	Don't Wait to Taste our New Turkey Recipes!	9 Days 'til Thanksgiving ... Time to Save!	Save \$6 Off Your Thanksgiving Ham	Top 10 Reasons to Say YUM!	Save \$6 Off Your Thanksgiving Ham	\$6 Off Ham + \$21.99 Turkey Breast... It's All Right Here!	Holiday Stress? Relax. HoneyBaked is here.	Share the Love with \$7 OFF The Honey Baked Ham	Introducing Zesty Cajun: Sweet 'n Sassy!	\$3 OFF When You Serve Up Holiday Smiles	\$7 OFF Your Holiday Ham; Reserve Now!	\$10 OFF: Fill Your Holiday Table!	Have YOU Tasted HoneyBaked Turkey?	Dinner is Served! \$10 OFF!	Save \$7 Select Your Christmas Ham at HoneyBaked	4-Day Sale! Happy New Year from HoneyBaked!	Last 2 Days for \$7 Savings!		
Headline	Too Busy to plan dinner? HoneyBaked can help!	We just won First Place!	Turkey Breast: Delicious New Recipes	Share Holiday Traditions with Family & Friends	Bring home the ham your family calls by name	Top 10 Reasons to Serve the Honey Baked Ham this Holiday Season	Bring home the ham your family calls by name	It's All Right Here... For the Best Thanksgiving Ever!	Relax. HoneyBaked is Here...	Who do you love?	Introducing Zesty New Cajun Turkey Breast	...crunchy & sweet... tasty & tender...	Reserve Your Ham for the Holidays	\$10 Off the Honey Baked Ham & Whole Turkey	The Holidays Just Got 3X More Delicious!	Your family makes the moment. Let HoneyBaked make the dinner.	It's Time to Select Your Holiday Ham	4-Day Sale! Your Guests are going to Cheer for Dinner!	Hurry! Sale Ends Friday! Happy New Year!		
Delivered	381,478	335,192	335,663	332,070	333,060	333,693	328,681	329,058	331,136	326,934	325,557	324,252	304,979	345,708	345,654	342,653	343,852	336,291	332,570		
Opens	57,529	53,346	48,880	58,216	52,882	51,471	44,151	42,871	37,710	48,547	38,863	39,741	47,336	67,961	46,258	58,320	45,457	44,360	32,506		
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(Unique) Click-to-Open Rate	13.96%	18.61%	10.04%	21.96%	17.33%	13.85%	13.49%	13.37%	7.85%	19.14%	5.32%	6.76%	21.87%	17.08%	10.43%	12.20%	14.35%	6.22%	3.81%		
Transactions	911	1,361	206	2,339	2,346	349	1,526	1,301	546	2,022	57	129	2,896	250	90	101	3,281	790	349		
Conversions per Delivered	0.24%	0.41%	0.06%	0.70%	0.70%	0.10%	0.46%	0.40%	0.16%	0.62%	0.02%	0.04%	0.95%	0.07%	0.03%	0.03%	0.95%	0.23%	0.10%		
Conversions per Opens	1.58%	2.55%	0.42%	4.02%	4.44%	0.68%	3.46%	3.03%	1.45%	4.17%	0.15%	0.32%	6.12%	0.37%	0.19%	0.17%	7.22%	1.78%	1.07%		
Conversions per Clickers	11.34%	13.71%	4.20%	18.29%	25.60%	4.90%	25.61%	22.70%	18.45%	21.76%	2.75%	4.80%	27.97%	2.15%	1.87%	1.42%	50.31%	28.62%	28.21%		

Notes: 11/18 and 11/22 emails were duplicates w/ same barcodes so Transactions and Conversions are estimated based on proportionally dividing Transactions based on Clicks.
 Kiosk sales not included in transactions. Customer Support and Retail Store emails have been eliminated from stats as recipients are not customers. /conversions.
 11/30 Catering, 12/3 Internal Friends & Family, 12/8 AirTran and 12/16 Catalog cross-sell emails have been eliminated from stats - not consistent with others; would skew averages.

Holiday 2010 Email Performance:

Open Rate \neq Click Rate \neq Conversion Rates



Opportunity: Make Every E-mail an “All-Star”

To **Improve Open Rates...**

Optimize **Timing** and **Subject Lines**

To **Increase Engagement** (Clickers)...

Optimize **Offers** and **Email Creative**

To **Capture More Conversions...**

Optimize **Offers** and **Email & Coupon Creative**

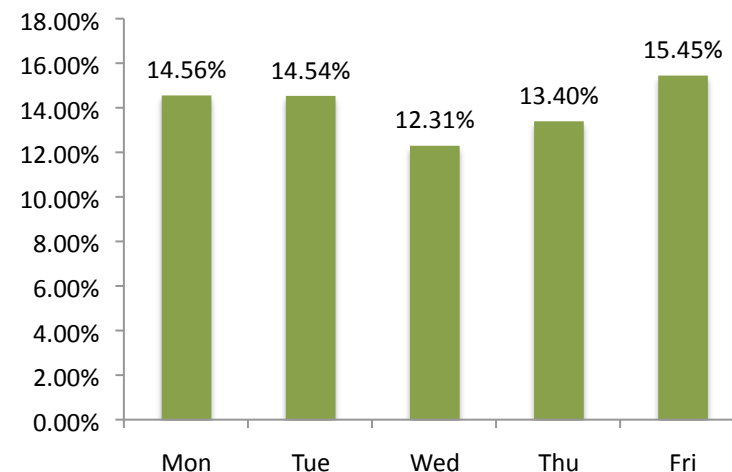
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To Improve Open Rates...

Optimize Timing

	Mon	Tue	Wed	Thu	Fri
Fri 11/05					15.08%
Mon 11/08	15.92%				
Thu 11/11				14.56%	
Tue 11/16		17.53%			
Thu 11/18				15.88%	
Fri 11/19					15.42%
Mon 11/22	13.43%				
Tue 11/23		13.03%			
Wed 11/24			11.39%		
Fri 12/03					14.85%
Tue 12/07		11.94%			
Fri 12/10					12.26%
Mon 12/13	15.52%				
Fri 12/17					19.66%
Mon 12/20	13.38%				
Tue 12/21		17.02%			
Wed 12/22			13.22%		
Tue 12/28		13.19%			
Thu 12/30				9.77%	
Averages:	14.56%	14.54%	12.31%	13.40%	15.45%



Based on the Holiday 2010 open rate averages, **Friday** seems to be the best day to send, with **Monday** only slightly edging out **Tuesday** for second. But this data may be skewed by the Holidays.



We should chart all data available for 2010 so that we have intelligence that is not skewed by the Holidays, then optimize our timing accordingly.



To Improve Open Rates...

Optimize Subject Lines

Best performing Subject Lines based on Open Rates for Holiday 2010:

Rank	Drop	Subject Line	Open Rate
1	Fri 12/17	\$10 OFF: Fill Your Holiday Table!	19.66%
2	Tue 11/16	9 Days 'til Thanksgiving... Time to Save!	17.53%
3	Tue 12/21	Dinner is Served! \$10 OFF!	17.02%
4	Mon 11/8	#1 Ham in Good Housekeeping's Taste Test!	15.92%
5	Thu 11/18	Save \$6 on Your Thanksgiving Honey Baked Ham	15.88%
6	Mon 12/13	\$7 OFF Your Holiday Ham: Reserve Now!	15.52%
7	Fri 11/19	Top 10 Reasons to Say YUM!	15.42%
8	Fri 11/5	\$19.99 Tasty Trio Dinner for 4	15.08%
9	Fri 12/3	Share the Love with \$7 OFF The Honey Baked Ham	14.85%
10	Thu 11/11	\$3 Off version: Why Wait? Treat Your Family to Turkey Tonight! \$21.99 w/ Ham version: Don't Wait to Taste our New Turkey Recipes!	14.56%

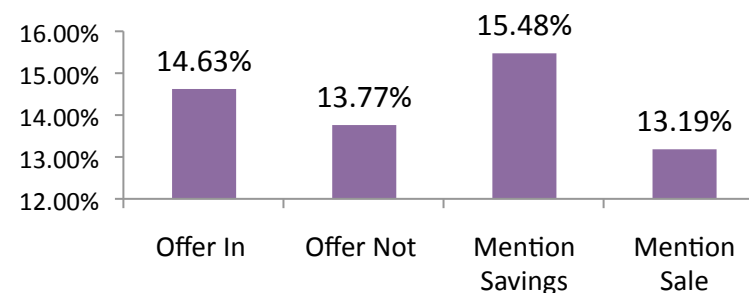


To Improve Open Rates...

Optimize Subject Lines

	Offer In	Offer Not	Mention Savings	Mention Sale
Fri 11/05	15.08%			
Mon 11/08		15.92%		
Thu 11/11		14.56%		
Tue 11/16			17.53%	
Thu 11/18	15.88%			
Fri 11/19		15.42%		
Mon 11/22			13.43%	
Tue 11/23	13.03%			
Wed 11/24		11.39%		
Fri 12/03	14.85%			
Tue 12/07		11.94%		
Fri 12/10	12.26%			
Mon 12/13	15.52%			
Fri 12/17	19.66%			
Mon 12/20		13.38%		
Tue 12/21	17.02%			
Wed 12/22	13.22%			
Tue 12/28				13.19%
Thu 12/30	9.77%			
Averages:	14.52%	13.77%	17.48%	13.19%

**Offer In Subject Line:
Effect on Open Rate**



Based on the Holiday 2010 open rate averages, **Offer In the Subject line** *may* perform slightly better than not; mentioning “Savings” in the Subject line may improve opens. “Sale” in the Subject line did not do well, relatively, but that may have had to do with the between-Christmas-New Year timing. We really do not have enough data from Holiday alone to make an informed judgment.



We should chart all data available for 2010 so that we have intelligence that is not skewed by the Holidays, then optimize our subject lines accordingly.

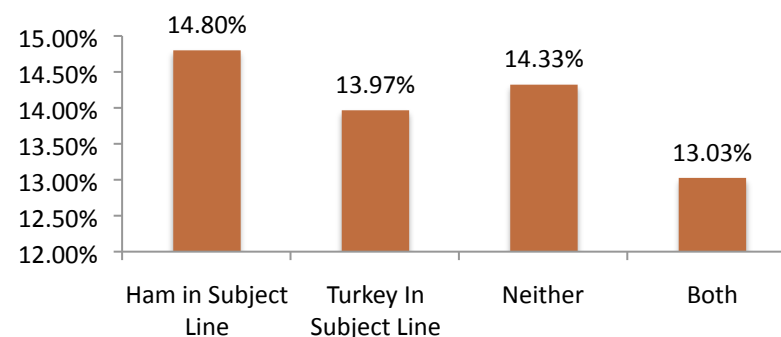


To Improve Open Rates...

Optimize Subject Lines

	Ham in Subject Line	Turkey In Subject Line	Neither	Both
Wed 11/03			15.08%	
Mon 11/08	15.92%			
Thu 11/11		14.56%		
Tue 11/16			17.53%	
Thu 11/18	15.88%			
Fri 11/19			15.42%	
Mon 11/22	13.43%			
Tue 11/23				13.03%
Wed 11/24			11.39%	
Fri 12/03	14.85%			
Tue 12/07			11.94%	
Fri 12/10			12.26%	
Mon 12/13	15.52%			
Fri 12/17			19.66%	
Mon 12/20		13.38%		
Tue 12/21			17.02%	
Wed 12/22	13.22%			
Tue 12/28			13.19%	
Thu 12/30			9.77%	
Averages:	14.80%	13.97%	14.33%	13.03%

Ham and/or Turkey in Subject Line?



Based on the Holiday 2010 open rate averages, **Ham In the Subject** line appears to perform somewhat better than Turkey in the Subject line. Neither Ham nor Turkey in the Subject line performs better than Turkey in the Subject line. We really do not have enough data from Holiday alone to make an informed judgment.



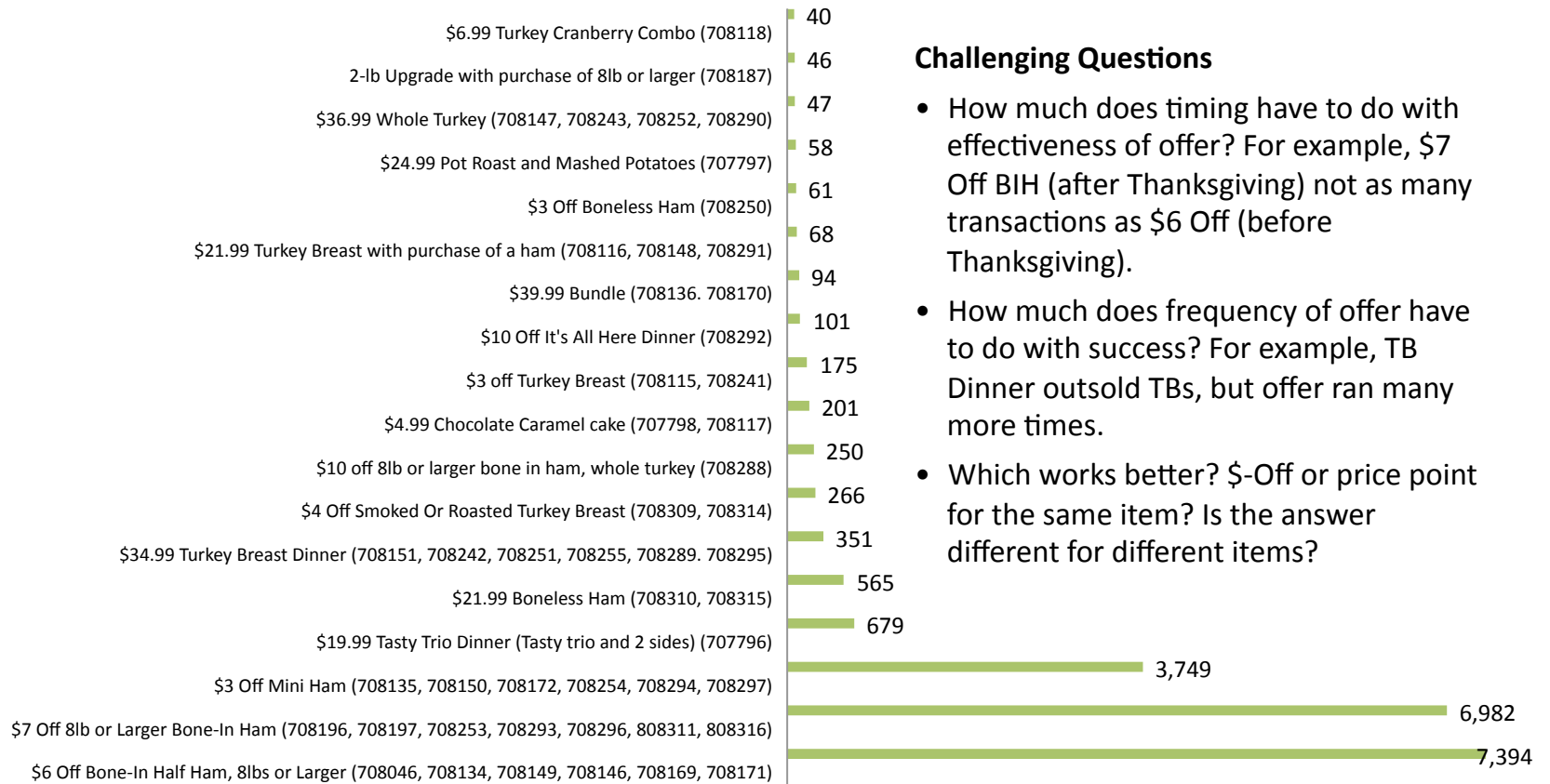
We should chart all data available for 2010 so that we have intelligence that is not skewed by the Holidays, then optimize our subject lines accordingly.



To Increase Engagement...

Optimize Offers

Offer Totals: Combined Similar Coupons



Challenging Questions

- How much does timing have to do with effectiveness of offer? For example, \$7 Off BIH (after Thanksgiving) not as many transactions as \$6 Off (before Thanksgiving).
- How much does frequency of offer have to do with success? For example, TB Dinner outsold TBs, but offer ran many more times.
- Which works better? \$-Off or price point for the same item? Is the answer different for different items?

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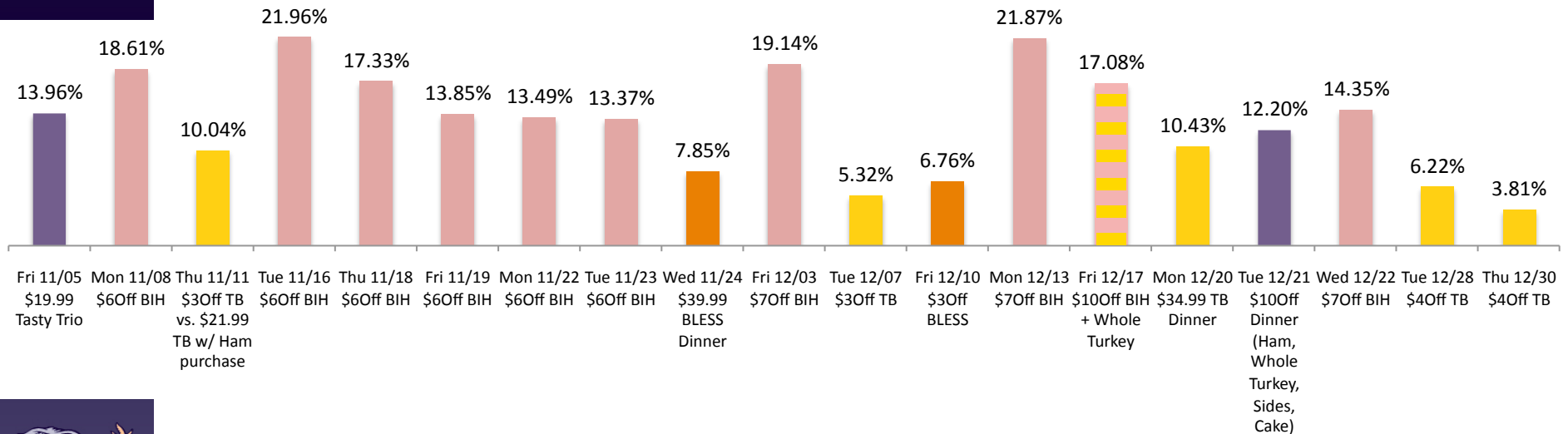


To Increase Engagement...

Optimize Offers

- More recipients click when the primary offer is \$-Off Bone-In Ham (BIH).
- More recipients click for a complete dinner offer than for Turkey or Boneless Ham alone.
- Based on click rate, interest in Turkey Breast may be as high as or higher than for Boneless.
- Interest in complete dinners is relatively strong.

(Unique) Click-to-Open Rate



We should assess click-to-open rates for a wider variety of and more offers for all of 2010 in order to better understand which offers are of most interest to email recipients.

To Increase Engagement...

Optimize Offers

Observations and Questions:

- **Clicks (a metric indicating interest/engagement) do not always translate into conversions.** For example, the 11/5 Tasty Trio email saw more than 2X the clicks on Pot Roast + Mashed Potatoes than on Chocolate Caramel Cake, yet more than 2X the redemptions were for the Cake. While they were clearly interested in the Pot Roast offer, there was something about it that they didn't like... restriction of side to Mashed? Price Point? Did they take coupon to store and not find Pot Roast + Mashed in stock?
- **\$-Off or Price Point?** On 11/10, we tested \$3 Off Turkey Breast vs. \$21.99 Turkey Breast with Ham Purchase. \$21.99 offer bombed as compared to \$3 Off... Was it because \$-Off is more compelling than price point? Or because price point offer was tied to ham purchase?
- **Overpromising?** 12/17 email offered \$10 Off BIH + Whole Turkey, yielding our best open rate. Click-to-opens rate was also strong, so recipients were interested in the offer. But conversions were among our lowest. How did the offer overpromise? i.e., why were shoppers disappointed when they got to the store?
- **What makes a Sale successful?** Advertising "Sale" but not providing offers much if any different from previous emails, the 12/28 and 12/30 emails had some of our lowest click-to-open rates. Were openers disappointed in the offers? Those who did click used their coupons, as these had extremely strong conversions-per-clicks rates.



To Increase Engagement...

Optimize Offers

Ideas:

- **Try more small family dinners** - If recipients like Dinner for Four offers like Tasty Trio at \$19.99 price point, consider additional Dinners, e.g.: Turkey Trio (3 types of Turkey Breast) + 2 sides
- **Extend expirations** - Of the 5 pre-Thanksgiving \$6 Off Bone-In Ham email coupons, only one (708149 dropped 11/18 and re-dropped 11/22) had an expiration date extending beyond Christmas (to 12/31). While other coupons did well, that coupon yielded 413 post Thanksgiving redemptions. We should consider extending expiration for all pre-Thanksgiving BIH coupons to cover Christmas, as well.
- **Extend expirations** – Consumers appear to hold onto their Ham coupons in anticipation of occasions. We did not give them the opportunity to do this with New Turkey Breast recipes – giving them only a week.
- **Occasions** – Shift consumer thinking about “HoneyBaked Occasions” from Holiday-only to special personal occasions such as birthdays, anniversaries, births, wakes, etc. as well as “Make any day an occasion with HoneyBaked” or “Take a holiday from cooking.” What offers can we come up with to get these messages across?



To Increase Engagement...

Optimize Creative

Click Behavior for Top 10 Emails Based on Engagement (Click-to-Open Rate)

	#1 11/16 \$6Off BIH	#2 12/13 \$7Off BIH	#3 12/03 \$7Off BIH	#4 11/08 \$6Off BIH	#5 11/18 \$6Off BIH	#6 12/17 \$10Off BIH + Whole Turkey	#7 12/22 \$7Off BIH	#8 11/05 \$19.99 Tasty Trio	#9 11/19 \$6Off BIH	#10 11/22 \$6Off BIH
Special Notes	Buttons in Billboard: Reserve 19% + Print Coupons 17.8%	Button in Billboard	Single Offer	Single Offer		Button in Billboard / Single Offer			Buttons in Billboard but on top of photo / Reserve 16.7% + Print Coupons 16.3%	
Forward	0.9%	0.9%	1.3%	1.3%	1.2%	1.2%	1.4%	1.3%	0.8%	1.2%
View in Browser	0.6%	0.5%	0.5%	0.6%	0.8%	1.3%	0.9%	1.6%	0.8%	1.2%
HB Logo	3.5%	2.9%	4.2%	4.7%	4.9%	4.0%	0.0%	6.6%	4.1%	5.8%
Nav Bar	9.2%	8.9%	11.8%	10.2%	13.1%	8.1%	13.3%	14.0%	10.5%	17.5%
Top Print Coupons >	22.3%	31.6%	25.8%	27.8%	38.6%	25.4%	32.7%	30.3%	23.8%	33.8%
Billboard	44.4%	33.3%	11.6%	10.3%	7.6%	28.5%	10.0%	15.6%	40.9%	8.6%
Coupon	4.1%	8.8%	8.0%	7.1%	8.0%	4.8%	10.4%	11.7%	5.3%	7.2%
Secondary Offers	6.3%	7.8%	N/A	N/A	9.2%	N/A	10.1%	3.6%	6.4%	10.8%
Text Link (Single Offer)	N/A	N/A	0.6%	N/A	N/A	7.8%	N/A	N/A	N/A	N/A
Bottom Print Coupons >	8.7%	12.2%	35.9%	38.0%	16.1%	18.7%	30.0%	15.1%	7.3%	13.90%
Footer (Service)	0.1%	0.2%	0.2%	0.0%	10.0%	10.0%	0.3%	0.20%	0.2%	0.1%

- Graphic buttons drive engagement!
- For 3-offer emails, “Print Coupons” link at top is consistently clicked more than the same link at the bottom. For single-offer emails, this trend tends to reverse.



Click Behavior: Buttons Drive Engagement

- When call-to-action buttons are provided, recipients click on buttons more than anywhere else
- Without buttons, clicks on billboard average 10.6%; with buttons 36.8% (eroded primarily from coupon and footer Print Coupons link)

19.1% clicks on Reserve Ham button
 17.8% clicks on Print Coupons button
 7.6% clicks elsewhere in billboard

 37.5% clicks on billboard with buttons

- Our two emails with measurable call-to-action buttons were the #1 and #9 performers (note that in #9, buttons were in photo area and not as prominent; emails with a single button-like graphic in the billboard were #2 and #6.
- Even when the same action is available via another link – such as the Reserve link in the navigation or the Send to a Friend link – when there is a graphic button, clicks on the button far exceed clicks on those other links.



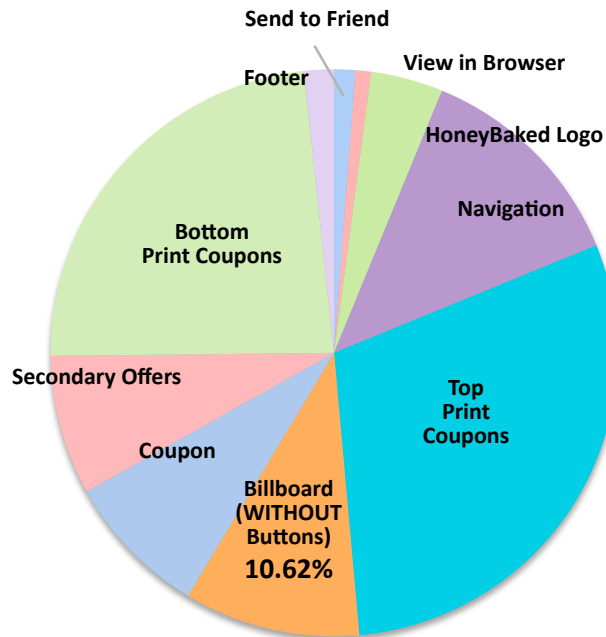
To Increase Engagement...

Optimize Creative

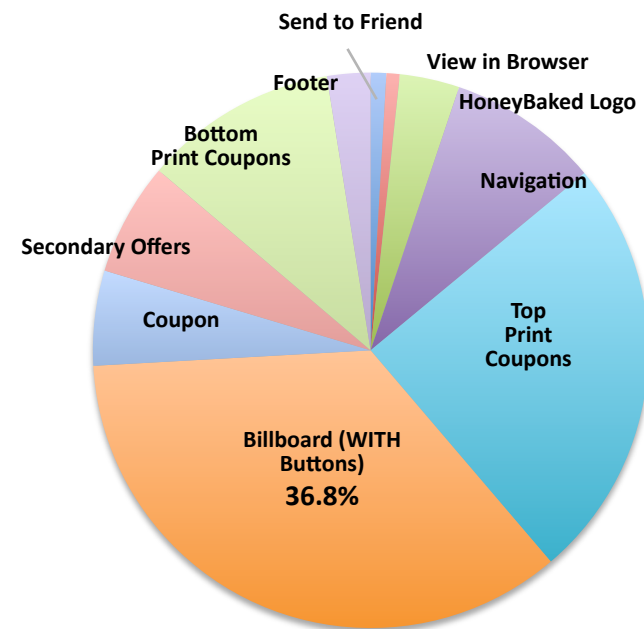
Graphic Buttons Drive Engagement

Average Click Behavior

Emails WITHOUT Buttons in Billboard



Emails WITH Buttons in Billboard



So far, graphic buttons have been used in billboards for Reserve Now, Print Coupons and Send to a Friend... Are there other ways we can use buttons? Or are there other interactive elements that will also perform well?





To Increase Engagement...

Optimize Creative

Forward to a Friend

- On average (and not figuring the Friends & Family email into the average), emails are being forwarded only 41 times.
- However, for the most “popular” offers – i.e., the emails that have the highest conversion rates – forwards increase dramatically – the top three to 72, 148 and 157.
- The Friends & Family email which, in the billboard, has a large call-to-action “button,” was forwarded 536 times.
- It is interesting to note that in this Friends & Family email, the standard Forward to a Friend link at the top right was used with about the same frequency as in standard emails, while the button in the billboard was clicked far more often than billboards are typically clicked.



We should seek to increase forwards in general. In particular, we might explore adding a more prominent Forward to a Friend “button-style” link in our templates.

To Increase Engagement (Clickers)...

Optimize **Offers** and **Email Creative**

Time constraints on this study have not allowed for more thorough investigation of Offer and Creative performance. With additional budget, we might look at such things as performance of:

- same offers in three-offer vs. single-offer templates
- same offers as primary vs. secondary offers
- dark vs. light billboards
- single image vs. multiple images in billboards

Better still would be to formally and properly test various offers and creative variations as we move forward.



Considering Holiday Timing

Transactions By Week Summary (Ranking):

- 11/22 - 11/28: 8,246 Transactions (45.3% of Total), 2 E-Mail Drops That Week
- 12/20 - 12/26: 5,464 Transactions (30.0% of Total), 4 E-Mail Drops That Week
- 12/27 - 1/2: 1,360 Transactions (7.5% of Total), 2 E-Mail Drops That Week
- 11/15 - 11/21: 1,005 Transactions (5.5% of Total), 3 E-Mail Drops That Week
- 11/8 - 11/14: 755 Transactions (4.1% of Total), 2 E-Mail Drops That Week
- 12/6 - 12/12: 437 Transactions (2.4% of Total), 3 E-Mail Drops That Week
- 12/13 - 12/19: 426 Transactions (2.3% of Total), 1 E-Mail Drop That Week
- 11/1 - 11/7: 370 Transactions (2.0% of Total), 1 E-Mail Drop That Week
- 11/29 - 12/5: 139 Transactions (0.8% of Total), 3 E-Mail Drops That Week

Considerations:

- Weekly transactions are not necessarily directly related to that week's emails – weekly transactions may relate to a prior week's emails. So we need to look at the overall success of specific emails in order to assess the effectiveness of sending during a certain week.
- More study is needed to carefully consider Holiday timing.



Some Surprises to Ponder

- For the 12/10 email, even though the primary offer was Boneless, the secondary Turkey Breast Dinner offer outsold Boneless 63 to 61.
- For 12/28 email, \$4 Off Turkey Breast outsold \$7 Off BIH 188 to 154
- Clicks-to-opens suggested fairly strong interest in Pot Roast + Mashed Potatoes but conversions were low.
- We had more e-mail transactions involving "Ham" (9,021 Transactions) during the Thanksgiving Holiday (11/1 - 11/28) vs. the Christmas Holiday period (11/29 - 1/2) yielding 6,819 Transactions. We had more e-mail transactions involving "Turkey" (530 Transactions) during the Christmas Holiday (11/29 - 1/2) vs. during the Thanksgiving Holiday (216 Transactions between 11/1 - 11/28).

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Recommendations: Some Action Items

- **Better Testing:**
 - When we test, we need to assign different barcodes to each test part including secondary offers.
 - When we test, we should not use different lists for various test cells but randomize test cells within the same lists
- **More Testing:**
 - **Subject Lines -**
- **Opens - Timing:** Assess best weekday(s) to send by charting more data available from all of 2010.
- **Opens - Subject Lines:** Assess best strategies by charting more data from all of 2010.
- **Engagement - Offers:** Assess click-to-open rates for all of 2010 in order to better understand which offers are of most interest to email recipients.
- **Engagement - Offers:** We should look at numbers of clicks in emails for primary vs. secondary offers and single-offer vs. three-offer templates to help ascertain which offers are of most interest to email recipients.
- **Engagement - Creative:** We should explore adding a more prominent Forward to a Friend “button” style link in our templates.
- **Engagement - Creative:** We should find other ways to use graphic buttons and/or other interactive elements in emails to help drive engagement.
- **Engagement – Creative:** We should assess more aspects of creative as well as test more aspects of creative.
- **Conversions – Coupon Creative:** Determine if conversions improved after we began adding photos to coupons. If so, consider what additional coupon creative enhancements might drive additional transactions.



Additional: Opportunities

- **Additional Offer Types:**
 - Gift with Purchase (e.g., condiments, sides, deli meat, small dessert such as Chocolate Caramel Cake)
 - Two-fer or % off second item
 - Square Meal Deal – discounted price for dinner bundle (entrée + side(s) + dessert)
 - Office Pool Lunch – purchase X number of lunches and get an additional lunch free
- **Bounce-Backs:** Get a coupon at time of purchase (best source of future business is your current customer)
- **Frequency Programs:** Lunch, Entrées, Catering
- **Sampler Programs:** E.g., purchase one of each type of Turkey Breast within X period and get a free side or dessert
- **Catering Promotions:** With and without C.O.O.L.
- **Catalog Cross Sells:**

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HoneyBaked Holiday 2010: Analysis Highlights

- **23 emails sent** Nov. 1 through Dec. 31, 2010, in support of Corporate Stores efforts. (4 of which were not included in results averaging and assessment, as they were not consistent with others in terms of factors such as offers or list: 11/30 Catering, 12/3 Internal Friends & Family, 12/8 AirTran and 12/16 Catalog Cross-sell)
- For Franchisees, 3 system-wide emails were developed and deployed plus new image “slugs” were provided for them to build their own emails in Fishbowl.
- Developed **new template designs** for 3-offer and single offer campaigns and streamlined workflow from internal initiation through deployment outsourced from Walter Karl
- Despite email marketing results trending downward across industries over the past few years, HoneyBaked email marketing results were strong:
 - Excellent **open rate average – above industry averages** for restaurant and retail
 - Strong **click rate and conversion averages, above 2% direct marketing “rule”**
- Open rates, click rates and conversion rates were inconsistent – i.e., **strong/weak open rate not predictive of strong/weak click or conversion rate** – some of our strongest open rates yielded poor conversion rates; some of our weakest open rates yielded excellent conversion rates.
- Timing, subject lines, offers, creative should all be optimized to **build “All-Star” emails.**
- **Offers, in particular, should be considered**, in order to:
 - **Benchmark “classics”** – best-in-class for Bone-In Ham, etc.
 - **Improve product introductions** – such as Turkey Breast, in which interest was strong (based on opens and clicks) but conversions disappointing.
 - **Uncover and leverage new opportunities**

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