

*meetup*

**Event Announce**  
**Braze/Strategy Creative**

# Event Announce in Braze

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**Background:** How we communicate the announcement of events to our users on the platform plays an integral part in making them aware of what events are going on.

The more we optimize and enhance these communications, the better we can connect our audience with new events, inspire our members to attend events, and ignite our organizers to keep hosting great events.

The immediate test set out with these directives:

- **Refreshed design:** Have the template design better match our brand, be mobile optimized, and feel more modern
- **Immediate impact:** Increased engagement and activity driving more RSVPs
- **Long term impact:** Longevity of engagement & opportunities around further actions we can have the member take

## **Goal:**

Deliver events to a user that they are interested in, in the right way, so that they are inspired to RSVP and attend.

## **Objective:**

Increase engagement and activity through the Event Announce sends through testing


## **Key Metrics:**


**Increased engagement:** OR, CTR

**Increased activity:** RSVPs

# Original Creative



# Original Email




 Brian Munn **scheduled** a new event in Chicago Soccer Enthusiasts Meetup Group **Just now**

## Test soccer event production 2

Chicago Soccer Enthusiasts Meetup Group


 Saturday, September 11, 2021   
7:00 PM to 9:00 PM

 Lincoln Park Zoo


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### Details

Test  
[Learn more](#)


 Add to calendar

**Hosted by**


 Brian Munn

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Find more events on [Meetup](#) >




Meetup Live scheduled a new event in Meetup Live Just now



**Making Connections that Last**  
Meetup Live


 Thursday, September 9, 2021   
3:00 PM to 4:00 PM ET

 Online event  
Link visible for attendees


















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### Details

Having close connections is vital to our wellbeing and even linked to physical health. At the same time, there are many people who lack the skills required to build meaningful friendships. In this Meetup Live event, we'll be discussing strategies for...  
[Learn more](#)

**Hosted by**  
Meetup Live  


**21 going** [See all](#)

 Jemane Richards	 Nikki Valtala	 Joy	 Wendy
 Amy Xu	 Jeff Syn	 Pamela Tomasso	 Nianh
 Sharon Julius	 Karen	 Phil Kaprick	
 Jennifer Lewis	 Carol	 Meetup Live	
			

# New Creative & Strategy

**What this unlocks:**

# Event Announce - Ecosystem Impact

The more we optimize and enhance these communications, the better we can connect our audience with new events, inspire our members to attend events, and ignite our organizers to keep hosting great events.

## Refresh the design

Unlocks the ability to create a design that better matches our brand, is mobile optimized, and feels more modern

## Create immediate impact & long-term impact


Allows us to start testing to increase engagement and activity as well as focus on longevity of impact through dynamic content

## Unified experience for notifications

With event announce email and push living in the same place, we can build towards smarter frequency settings



**Chicago Soccer Enthusiasts scheduled a new event**




**Soccer for everyone in the park**  
TUESDAY, FEBRUARY 23 @ 9:00 AM  
Gold Coast, Chicago

[Reserve your spot](#)


**Details:** Please show up 5 minutes early, bring cleats and a black or white t-shirt. Teams will be 10 on 10, we have full field. This event is rain or shine. This is a friendly meetup event, so please be respectful of others and give everyone and opportunity to play. We will grab drinks after at the local pub around the corner.

**Hosted by:**

 **Host Name** - XX:XX PM  
[Message](#)


Manage your events with the Meetup App  
Meet new people, do new things

[App Store](#) [Google Play](#)



**meetup**

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**Hosted by:**

 **Host Name** - XX:XX PM  
[Message](#)

**Other events you might be interested in:**

TODAY - 2:00 PM  
**Mixed Friendly Football - for lousy players who love it**  
Soccer Friendlies Brooklyn 

SAT, DEC 14 - 9:30 AM  
**Weekendy Football!**  
Soccer Friendlies Berlin - Mixed Friendly Games 

SAT, DEC 14 - 3:30 PM  
**Saturday Soccer (8:00am) at Riverside Park 101st - Mixed Teams Friendly**  
Soccer Friendlies Brooklyn 

# Refreshed Designs



# Refreshed Design

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Can we spur more RSVPs with just a refreshed template?

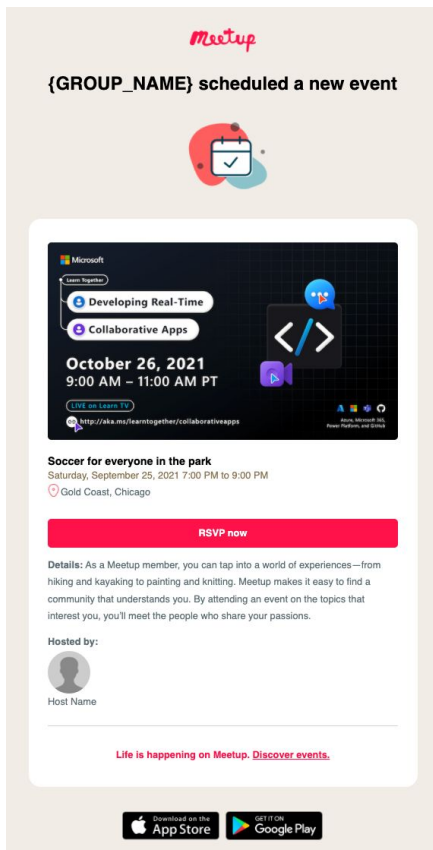
## Highlights of refreshed design:

- Making a cleaner design that inspires our audience to engage
- Removing elements that are unnecessary to make email shorter and more mobile-optimized
- Include visual elements to ensure the email is still visually appealing when an event does not have an image
- Leading with the group name, so that members can easily identify and connect with what group is putting on an event
- Providing a flow for the member to take if they are not interested in this specific event, ensuring we focus not just on the next action of the member, but the entire lifecycle flow

# Refreshed Template

Leading with the group name, to drive user's attention immediately

Event info easily digestible in all one location with a easily identifiable CTA



Icon is dynamic to disappear if an image is included in the event. If event has no image, an icon will be in the email to give more visual appeal

Providing a flow for the member if they are not interested in this specific event, inviting them to discover another one.

# Dynamic Banner Version

Can we spur **long-term impact** through dynamic banners?

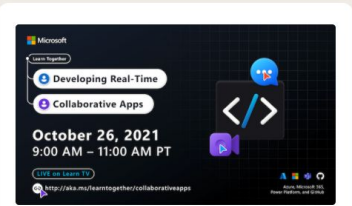

## Highlights of Dynamic Banner Version:

- Utilizes the same refreshed template as a base
- Replaces the “Discover more events” section with dynamic banners specific to the user to test altering the nudges we send to our audience
- Opens the door to many **dynamic nudges for the user, guiding them through various lifecycle flows:**
  - Member to Organizer
  - App install
  - Product marketing
  - Core to Pro

# Dynamic Banner Version

*Meetup*


{GROUP\_NAME} scheduled a new event




**Soccer for everyone in the park**  
Saturday, September 25, 2021 7:00 PM to 9:00 PM  
📍 Gold Coast, Chicago

**RSVP now**

Details: As a Meetup member, you can tap into a world of experiences—from hiking and kayaking to painting and knitting. Meetup makes it easy to find a community that understands you. By attending an event on the topics that interest you, you'll meet the people who share your passions.

Hosted by:  
  
Host Name

You have the power to build community. Start with an interest and Meetup will help with the rest.  
**Start your group**

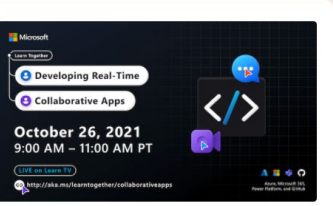



M2O Banner  
for members



*Meetup*


{GROUP\_NAME} scheduled a new event




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Saturday, September 25, 2021 7:00 PM to 9:00 PM  
📍 Gold Coast, Chicago

**RSVP now**

Details: As a Meetup member, you can tap into a world of experiences—from hiking and kayaking to painting and knitting. Meetup makes it easy to find a community that understands you. By attending an event on the topics that interest you, you'll meet the people who share your passions.

Hosted by:  
  
Host Name

The power of community in the palm of your hands. Download the Meetup app to find events, discover groups, get updates, & more directly from your phone.  
**Download the app**



App install banner  
that can be shown to those  
without the app

# Suggested Events Version

Can we **drive further RSVPs** with personalized suggested events?

## Highlights of Suggested Events Version:

- Utilizes the same refreshed template as a base
- Replaces the “Discover more events” section with personalized, suggested events, pulled from the edge API
- Allows **every event announce email to now provide value to the user**, even if the specific event being announced isn’t compelling to them

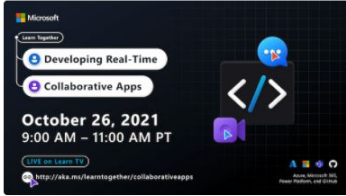

# Suggested Events Version

Providing recommended events for the member if they are not interested in this specific event, inviting them to discover another one personalized for them



Meetup

{GROUP\_NAME} scheduled a new event




**Soccer for everyone in the park**  
Saturday, September 25, 2021 7:00 PM to 9:00 PM  
Gold Coast, Chicago

[RSVP now](#)




Details: As a Meetup member, you can tap into a world of experiences—from hiking and kayaking to painting and knitting. Meetup makes it easy to find a community that understands you. By attending an event on the topics that interest you, you'll meet the people who share your passions.

Hosted by:



Host Name

Events recommended for you

-  **Rust for embedded systems**  
Developing Embedded Systems in Rhein-Main
-  **Pachinko by Min Jin Lee (Korean) - Multicultural Bookclub**  
Multicultural Book Club
-  **Die Gruppe, die sich selbst hilft: Peer-to-peer Coaching**  
Methodentraining: Effektive Treffen für wirksamen Aktivismus

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# Results so far

# Results from 10/22 - 10/26:

Not only are the new templates **driving more RSVPs**, but they are **igniting more members to take action on Meetup**.

- We are seeing more total RSVPs being driven through the new refreshed templates:
  - From 10/22 - 10/27, we saw a lift in Open to Total RSVPs coming from the new templates compared to the control:
    - **Refreshed Design:** 1.59% Open to Total RSVP Rate (+3.2% lift compared to control)
    - **Refreshed Design & Dynamic Banners:** 1.60% Open to Total RSVP Rate (+4.3% lift compared to control)
    - **Refreshed Design & Suggested Events:** 1.61% Open to Total RSVP Rate **(+4.9% lift compared to control)**
    - **Control:** 1.53% Open to Total RSVP Rate
- We are seeing more members that RSVP being driven through the new refreshed templates:
  - From 10/22 - 10/27, we saw a lift in Open to Total RSVPs coming from the new templates compared to the control:
    - **Refreshed Design:** 4.74% Open to Unique RSVP Rate (+3.2% lift compared to control)
    - **Refreshed Design & Dynamic Banners:** 4.77% Open to Unique RSVP Rate (+3.8% lift compared to control)
    - **Refreshed Design & Suggested Events:** 4.84% Open to Unique RSVP Rate **(+5.4% lift compared to control)**
    - **Control:** 4.59% Open to Total RSVP Rate
- Additionally, we are seeing **New Subscriptions coming from the refreshed templates**, with the majority being driven with the Dynamic Banner version (10 New subscriptions, with [22 total](#) across all the new refreshed template variants)



# Results revisited on 11/6/21:

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Continuing to drive higher conversions and more RSVPs on Meetup:

- Send to RSVP rate for the suggested events version (2.83%) continues to perform much better than the generic "discover more events" version (1.25%), driving a lift of **126% higher conversion**

# What's next: Future opportunities to test

# What's next/Testing plans:

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- Push notification testing:
  - How can we drive more engagement and activity from push notifications?
    - Messaging test
    - CTA button test to RSVP directly from the push
- Further email testing:
  - How can we drive more engagement and activity from emails?
    - Expanded testing on winning template
    - CTA testing
    - SL testing
- Frequency control testing:
  - How can we ensure our audience is getting the right frequency of notifications while also getting the notifications that matter to them?
    - Frequency setting limits
    - Altering send logic based on groups the member is most active in
    - Intelligent selection testing on choice of channel for delivery (email vs. push) unique to the individual
    - Filtering out those not engaged