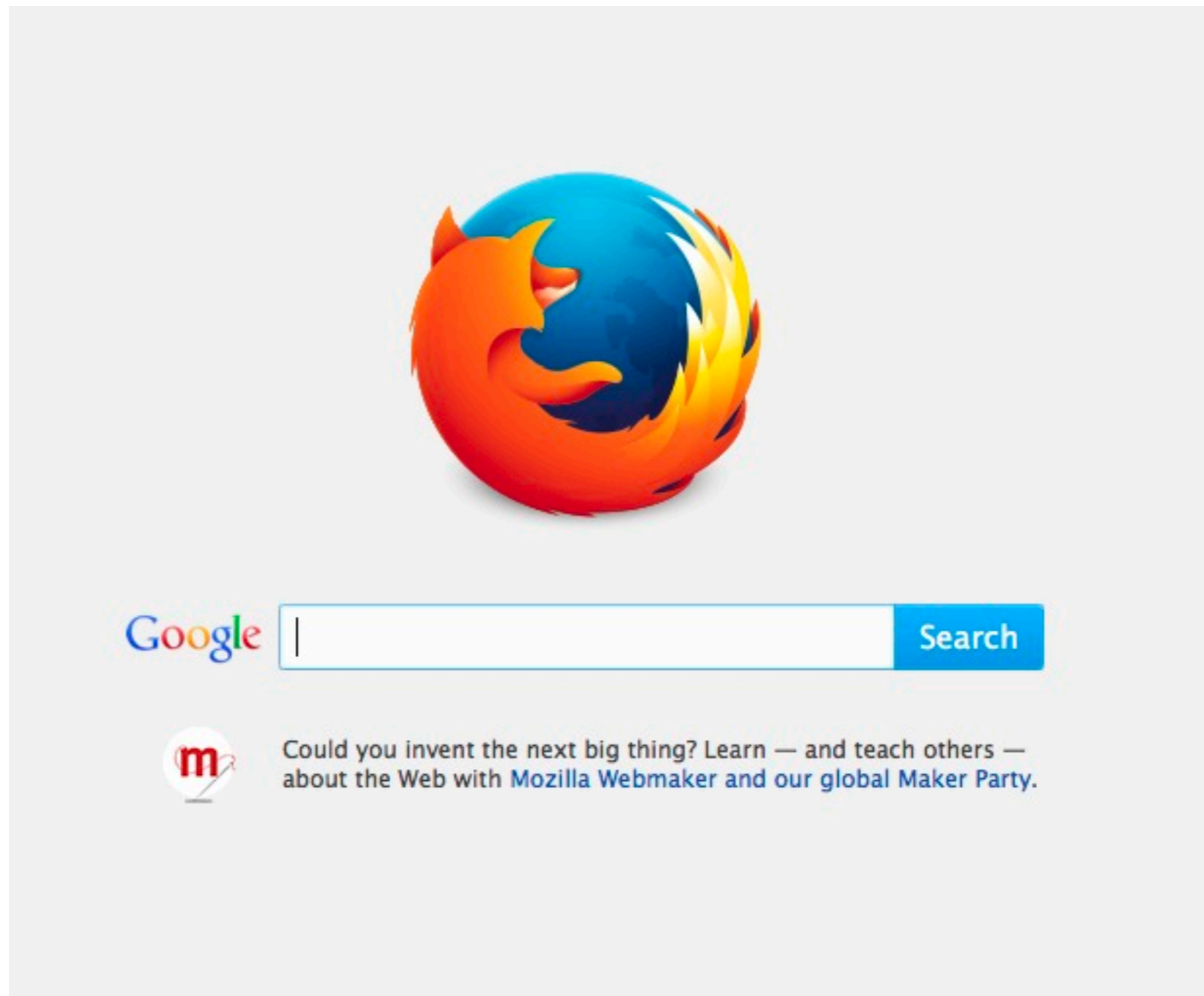


# Snippet Clickers to Webmakers

*goal: 40,000 new signups*



# What funnel will get us the most new accounts?

A1: Standard Snippet > Email optin > 2-email series

A2: Standard snippet > Webmaker signup process

B1: Hack-the-snippet > Email optin > 2-email series

B2: Hack-the-snippet > Webmaker signup process

# Variation A1:

Standard Snippet > Email optin > 2-email series

# A1: Standard Snippet > Email optin > 2-email series



We believe anyone can be a tinkerer,  
creator, builder of the Web.  
**Including you.**

Learn more about Mozilla Webmaker and our  
global Maker Party, a celebration of teaching and  
learning the Web.

Yes! I want to receive email updates about  
Mozilla's projects and campaigns and I'm  
okay with you handling this info as you  
explain in your [privacy policy](#).

Thanks for signing up!

# Teach, Learn & Make

Maker Party is Mozilla's global campaign to teach the web. Through thousands of community-run events around the world, Maker Party unites educators, organizations and enthusiastic web users with hands-on learning and making.



July 15 - September 15, 2014

Join Maker Party and help teach the web with online and offline play, exploration and learning through making.



# Teach, Learn & Make

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[ATTEND AN EVENT](#)

July 15 - September 15, 2014

Join Maker Party and help teach the web with online and offline play, exploration and learning through making.

# 3 days later...

to: <[andrealw@gmail.com](mailto:andrealw@gmail.com)>  
from: Amira Dhalla, Webmaker  
Subject: Your next step

Hi there,

A couple of days ago you shared your email with us, and I wanted to thank you and extend an important invitation: To take the next step and become a Webmaker. [Just click here to create your own account.](#)

At Mozilla, we believe anyone can explore, tinker and create the web -- including you. Together we can build a web that's open and made by everyone.

With your new Webmaker account, you can tap into a wealth of tools and expertise to start building. In fact, there's a whole community of Webmakers, all dedicated to learning and teaching digital skills and web literacy. You'll be in good company :)

Webmaker is a free, global project of the Mozilla Foundation. Signing up just takes a few minutes, so [get your Webmaker account now.](#)

Don't forget to share what you make. I cannot wait to see what you create!

Amira

Amira Dhalla



# 7 days later...

to: <andrealw@gmail.com>  
from: Amira Dhalla, Webmaker  
Subject: Reminder: Your new Webmaker account

Hi there,

*I noticed you haven't yet created your Webmaker account, so I wanted to make sure you saw my earlier email (below) inviting you to [sign up and create your own account](#). Thanks so much! - Amira*

from: Amira Dhalla, Webmaker  
Subject: Your next step

Hi there,

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I cannot wait to see what you create! (Don't forget to share them)

Amira

Amira Dhalla


Mozilla Persona: A Better Way to Sign In

Mozilla Corporation [US] [https://login.persona.org/sign\\_in](https://login.persona.org/sign_in)

Sign in to Mozilla Webmaker with...


By proceeding, you agree to Persona's [Terms](#) and [Privacy Policy](#).

[next](#)



**Mozilla Webmaker**  
webmaker.org

By proceeding, you agree to Mozilla Webmaker's [Terms](#) and [Privacy Policy](#).

 **Mozilla Persona.** Simple sign-in from the non-profit behind Firefox. [Learn more](#) →

IndieGoGo



Sign in with your Google Account



**Sign In**

[Need help?](#)

[Create an account](#)



One Google Account for everything Google



**Persona.org** ▾

Persona.org would like to:

---

 View your email address 

---

Persona.org and Google will use this information in accordance with their respective terms of service and privacy policies.

## Welcome to Webmaker!

Choose a username

- Send me email updates about Mozilla Webmaker and other projects
- I agree to your [terms](#) and [conditions](#)

Language Preference

English (US)

Cancel

Create Account

Host a Maker Party event to celebrate teaching, learning and making on the web. [Learn more](#)

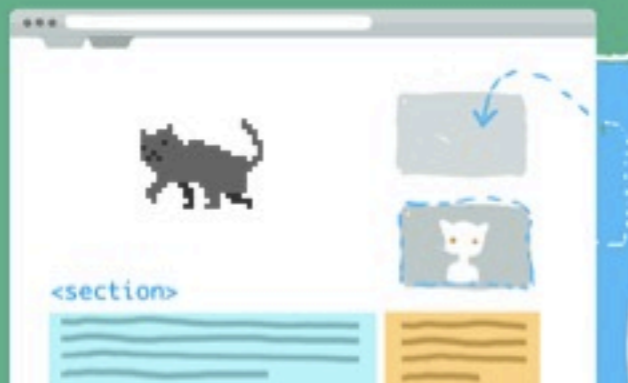


**MAKER PARTY**

# THROW AN EVENT

JULY 15 »» SEPTMBER 15, 2014

Host a Maker Party event to celebrate teaching, learning and making on the web. [Learn more](#)



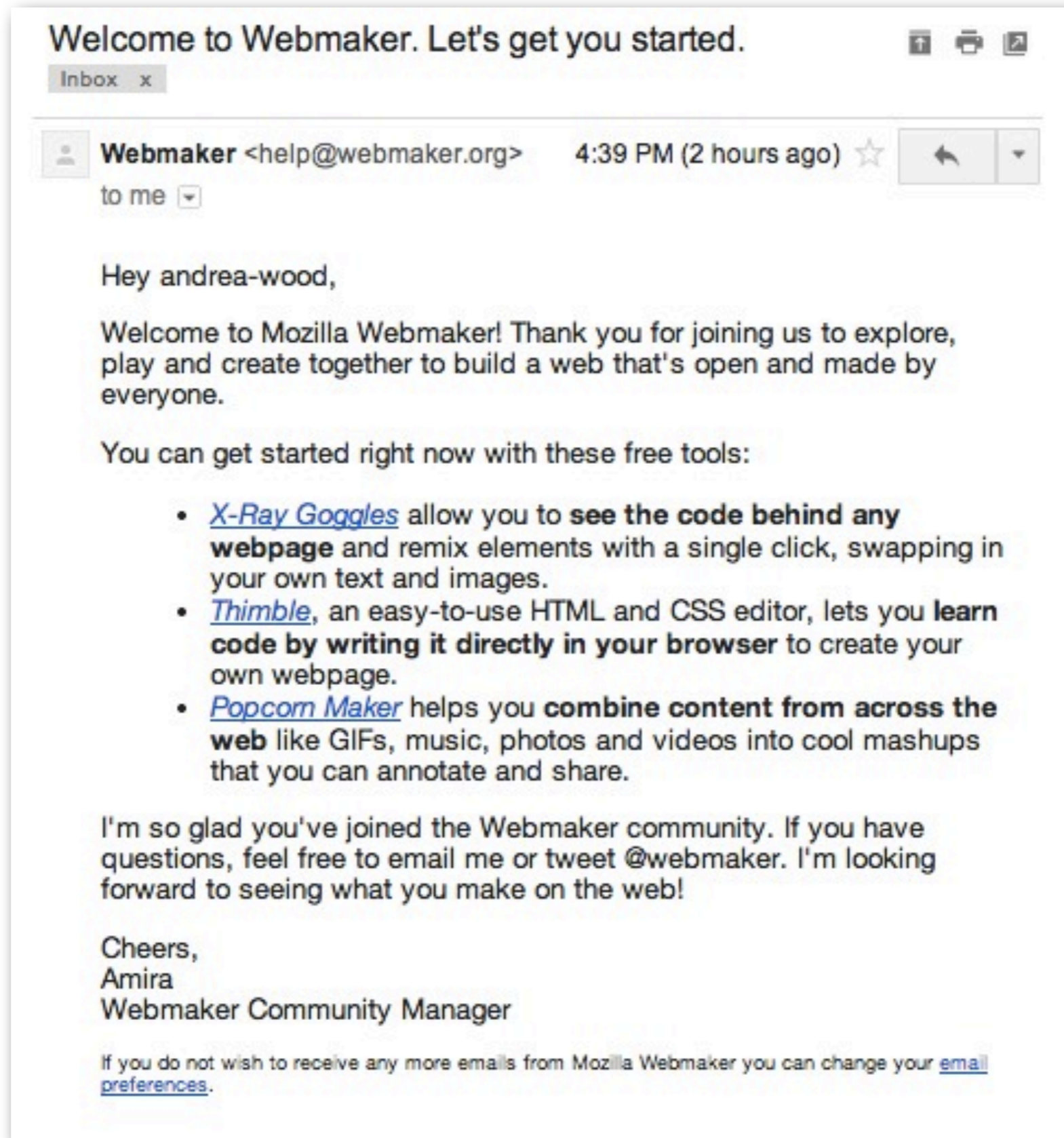
## We teach the web

We're a global community dedicated to teaching digital skills and web literacy. We explore, tinker and create together to build a web that's open and made by everyone.

Create an account

Sign in

# meanwhile, in your inbox...



## Variation A2:

Standard snippet > Webmaker signup process



# A2: Standard snippet > Webmaker signup process




Mozilla Persona: A Better Way to Sign In

Mozilla Corporation [US] [https://login.persona.org/sign\\_in](https://login.persona.org/sign_in)

Sign in to Mozilla Webmaker with...


By proceeding, you agree to Persona's [Terms](#) and [Privacy Policy](#).

[next](#)



**Mozilla Webmaker**  
webmaker.org

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IndieGoGo



Sign in with your Google Account



**Sign In**

[Need help?](#)

[Create an account](#)



One Google Account for everything Google



**Persona.org** ▾

Persona.org would like to:

---

 View your email address 

---

Persona.org and Google will use this information in accordance with their respective terms of service and privacy policies.

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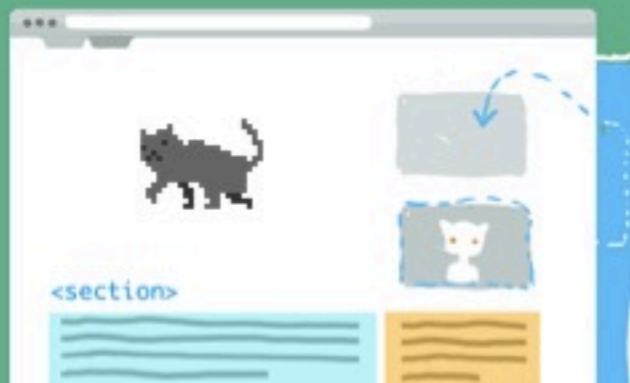


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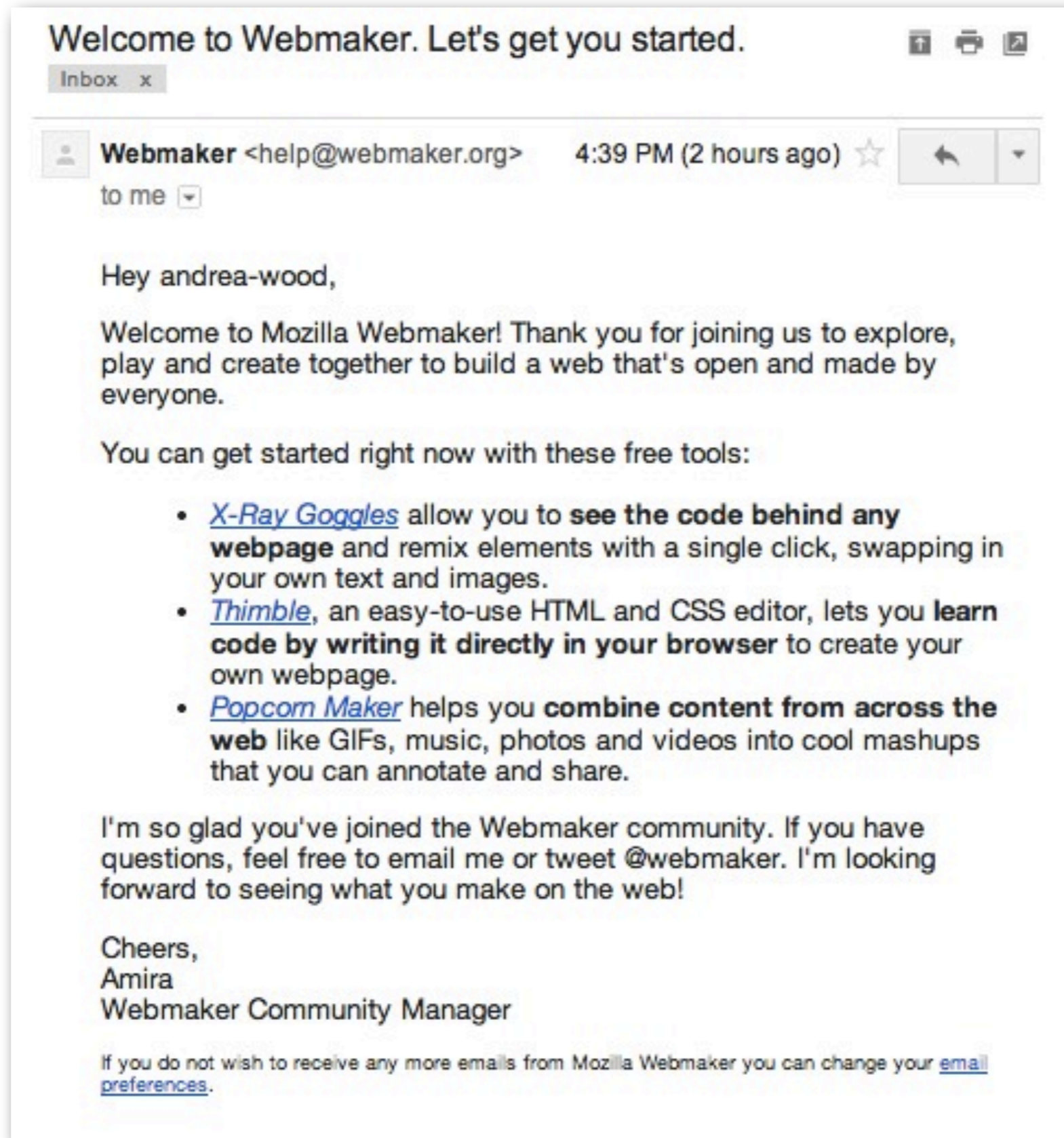
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## Variation B1:

Hack-the-snippet > Email optin > 2-email series

## Variation B2:

Hack-the-snippet > Webmaker signup process





Google

Search



Try typing in a new color (like "red" or "green" or "deepskyblue").

body { background: pink }

Look at that! You just changed the background color.

Hooked? Mozilla Webmaker is a new way to learn to code and make things on the web. Sign up and we'll send you more ways to learn and make things on the web.

- deeeepink
- hotpink**
- lightpink
- pink



Downloads



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Sync



Settings



Google

Search



Try typing in a new color (like "red" or "green" or "deepskyblue").

```
body { background: lightgreen|           }
```

Look at that! You just changed the code on this webpage!

Hooked? Mozilla Webmaker can help you go further. [Sign up](#) and we'll send you more ways to mess around with code, design and make things on the web.



Downloads



Bookmarks



History



Add-ons



Sync



Settings

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**Including you.**

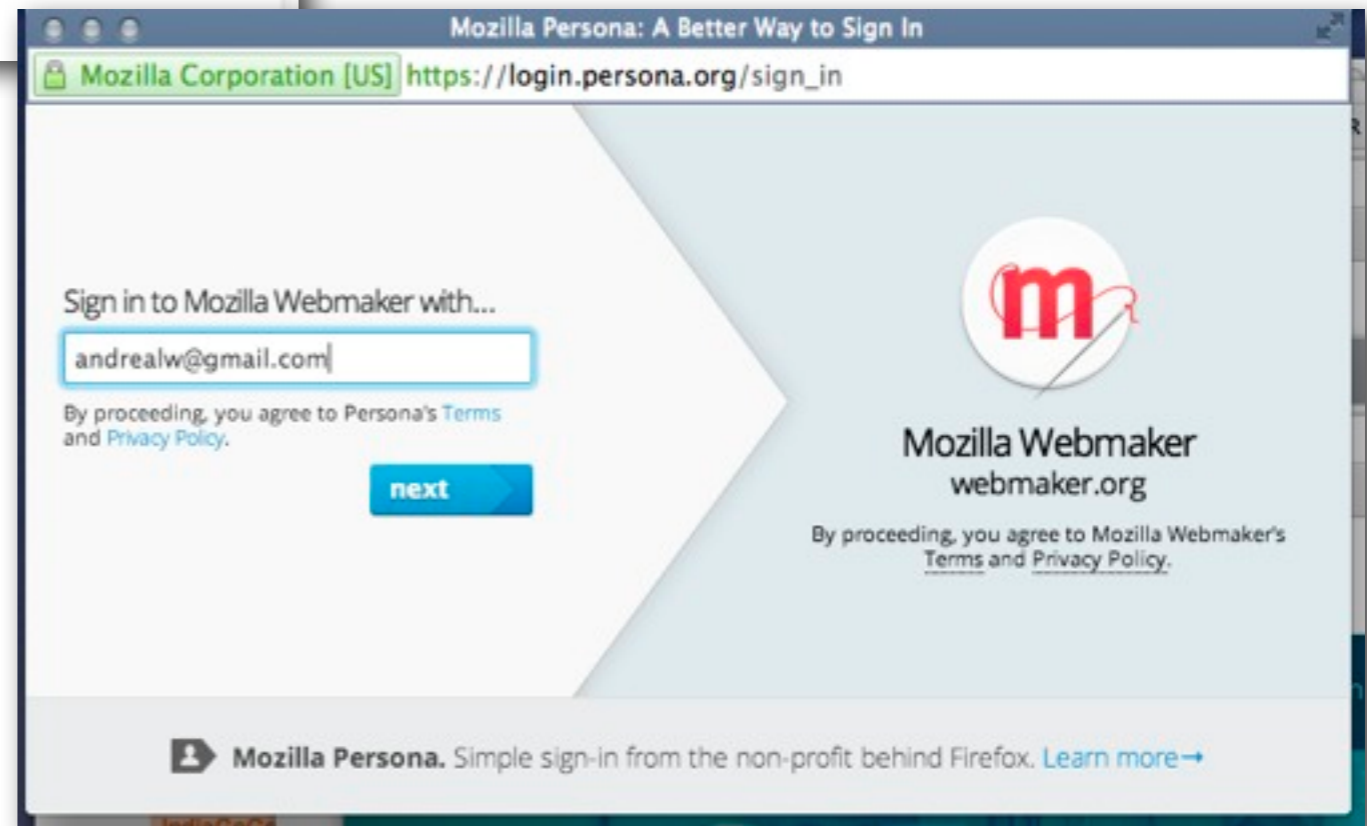
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funnel B1

or funnel B2



# Measuring success

## Short-term:

- Snippet click through rate (CTR - currently 0.2%)
- Conversion: email signup (Over 19,000 so far)
- Conversion: account creation
- Email open rate
- Email CTR

## Long-term?

- "Makes" created within 3, 6, 12 months
- Email engagement

**#winning**