

Click-worthy emails for a  
mobile gaming giant.

*How Punch helped Pocket  
Gems double email  
engagement by 100%.*



**punch case study**

# *Contents*

<b>2</b>	<b>Contents</b>
<b>3</b>	<b>About Pocket Gems</b>
<b>5</b>	<b>A new look for email</b>
<b>13</b>	<b>Results</b>





# *About Pocket Gems*

**WITH BACKING FROM SEQUOIA CAPITAL AND TENCENT, POCKET GEMS IS A LEADER IN GROUND-BREAKING MOBILE GAME EXPERIENCES.**

Pocket Gem products have been downloaded over 270 million times by players around the world. They have launched Episode, a mobile storytelling network and platform, and War Dragons, a visually stunning 3D real-time strategy game.

## **MAKING EMAIL WORK**

Punch was asked by Pocket Gems to revamp and redesign their email experience for the War Dragons game. The large network of players receive frequent email campaigns that highlight marketing initiatives and community engagement.

The problem faced was an outdated email design the didn't feature their new rebrand — or work on mobile.

Punch worked with Pocket Gems to redesign and code a responsive, modern email template system easy enough for the marketing team to use on their own everyday. We focused on engagement-based design, usability, customization, and long-term use.

The result was an email design that doubled clicks all without changing how Pocket Gems worked and sent emails: a drag-and-drop solution with tantalizing simplicity.

## PUNCH SERVICES PROVIDED

Punch provided expertise in engineering and design to help Pocket Gems get their customers excited about email all over again.

graphic design,  
responsive HTML,  
mobile CSS,  
templating, QA  
testing,



## *A new look for email*

**POCKET GEMS FACED CHALLENGES SENDING EMAILS THAT REFLECTED A RECENT REDESIGN OF THEIR BRAND. THEY DIDN'T HAVE IN-HOUSE RESOURCES AVAILABLE TO TACKLE THE ISSUE.**

Punch worked closely in the three areas below to deliver maximum impact and improvement for Pocket Gems.

- 1 Design.** Pocket Gems rebranded the War Dragons brand. The problem was there were too many brand properties to update. Punch developed custom templates and integrated the right look and feel into a redesigned email. Assets delivered to the War Dragons marketing team were easy to update and create future variations and refreshed graphics for each email.
- 2 Expertise.** Pocket Gems has an in-house marketing team that was focused on bigger projects and growth initiatives. Punch augmented their team with our own: experts in email, marketing, and design that freed up the core team of Pocket Gems to continue their work.
- 3 Development.** Email is a difficult coding challenge to get working across the dozens of devices and screen sizes. Punch engineers worked to get font rendering, responsive code, mobile-friendly designs, and fast loading times under control. We built a completely-custom template to integrate with the email tool of Pocket Gems so that it was as easy as "drag-and-drop" to create emails in the future. Code that works and is a built to last is a plus for everyone.

# 100%

**A 2× INCREASE IN CLICKS**

After launch, the clicks on email doubled with the new designs:  
a statistical difference from 0.1 to 0.2.

# 1

## THE OLD DESIGN

THE COLORS AND LOOK WERE FROM AN OLD BRAND AND DESIGN WAS OPTIMIZED POORLY FOR ENGAGEMENT.

Poor text hierarchy didn't make it easy to "scan" the page and highlight subsections, so most users skipped content "in the middle."

Colors and typography didn't reflect the new brand and created a mismatch for the user experience.

Special marketing campaigns didn't have dedicated space in the email for contests or promotions.

The template didn't work well on mobile devices and mobile email clients.



Nydryr is now available and the Feeding Event starts today!

[View this email in your browser](#)



## FEATURED DRAGON: NYDRYR



Congratulations to Dragon Lord Duskbreaker, the winner of the Become a Dragon Designer contest!

Nydryr will wield the following spells:

**Umbral Spike**  
**Nocturnal Fissure**  
**Dreadful Roar**  
**Resurrection**

This community created dragon will be available starting at Red Tier and can evolve through Emerald. Look for his evolution stones in the rotating seasonal branch through the end of the Summer Season!

## THIS WEEK'S EVENT IS... DRAGON TRAINING!

Get your dragons ready for battle during the Dragon Feeding event! You'll earn points for spending food on leveling your dragons, feeding dragon perches, and transferring/buying XP to train your dragons.

Here's a quick refresher on the rules:

- Every 10 food spent on leveling your dragons is worth 1 point
- Every 10 food spent on feeding your dragon perches is worth 1 point
- Every 7 XP transferred or purchased for the event is worth 1 point

There will also be a 30% food production bonus during the event. On Saturday and Sunday (PST), the food production boost will increase to 50%!

**What are you waiting for? Get back in the game and invite your friends to join you. Earn rubies, breeding tokens, and other awesome prizes!**

[Invite Your Friends](#)

If you're experiencing any issues with your War Dragons game, head on over to our support site [here](#) to interact with our friendly customer support team!

Looking to join a guild? Want to provide some feedback? Head over to the War Dragons forums [here](#) to interact with other friendly, active, and competitive players!



# 2

## NEW ENGAGEMENT

A FUTURE-THINKING  
DESIGN MEANT CONTENT  
WAS SCANNABLE,  
MOBILE, AND ON-BRAND.

Custom templates were created for the in-house creative team to generate assets easily and keep them on-brand.

Clear hierarchy with color, font, and scale made the design easy to scan and jump into.

Special marketing sections had dedicated spots that could be easily edited from the template system.

Graphic art was improved to present the new look and feel of War Dragons.



What advice do you have for new players? Let us know!

## WAR DRAGONS



CONTEST

### Fill in the Blank



### Fill in the blank contest!

When you were a brand new War Dragons player, what did you wish you knew? Fill in the blank with your response and you could be one of five lucky winners to win 2,000 Breeding Tokens and 5 Food Packs to help you in the next Breeding event!

[ENTER HERE](#)

#### Trivia contest winners

What relation does Drakius have to Draco? The answer is... Drakius is Draco's older brother!



Congratulations to the following five Dragon Lords who were winners of the contest!

ooOKaishuOoo  
Damosmith  
Shadowflame565  
Purple05  
BPPump5413

[ENTER NOW](#)



#### REFERRALS

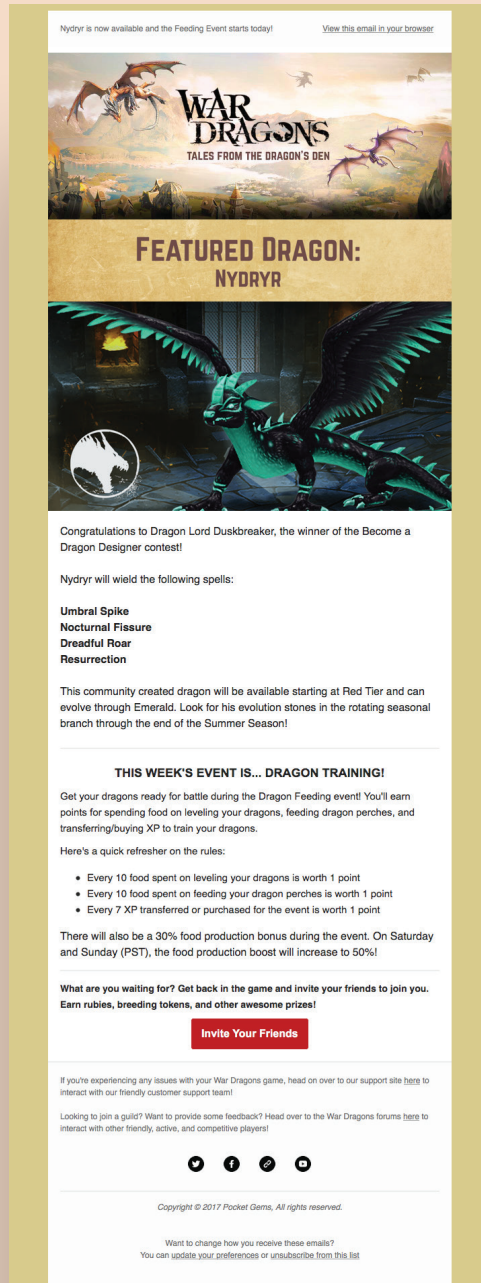
### What are you waiting for?

Get back in the game and invite your friends to join you. Earn rubies, breeding tokens, and other awesome prizes!

[REFER A FRIEND](#)



Old



## New

What advice do you have for new players? Let us know!

# WAR DRAGONS



CONTEST

## Fill in the Blank



### Fill in the blank contest!

When you were a brand new War Dragons player, what did you wish you knew? Fill in the blank with your response and you could be one of five lucky winners to win 2,000 Breeding Tokens and 5 Food Packs to help you in the next Breeding event!

[ENTER HERE](#)

#### Trivia contest winners

What relation does Drakius have to Draco? The answer is... Drakius is Draco's older brother!

Congratulations to the following five Dragon Lords who were winners of the contest!



ooOKaishuOoo  
Damosmith  
Shadowflame565  
Purple05  
BPPump5413

[ENTER NOW](#)

### REFERRALS

## What are you waiting for?

Get back in the game and invite your friends to join you. Earn rubies, breeding tokens, and other awesome prizes!

[REFER A FRIEND](#)

### COMMUNITY



If you're experiencing any issues with your War Dragons game, head on over to our support site to interact with our friendly customer support team!

[SUPPORT](#)



Looking to join a guild or provide feedback? Go to the War Dragons forums to interact with other friendly, active, and competitive players!

[FORUM](#)

### MORE WAR DRAGONS



Copyright © 2017 Pocket Gems. All rights reserved.

You are receiving this email because you opted in when signing up for a Pocket ID or at our website.

Pocket Gems, 220 Montgomery Street, Suite 750, San Francisco, CA 94104

[Add us to your address book](#)

Want to change how you receive these emails?  
You can [update your preferences](#) or [unsubscribe from this list](#)

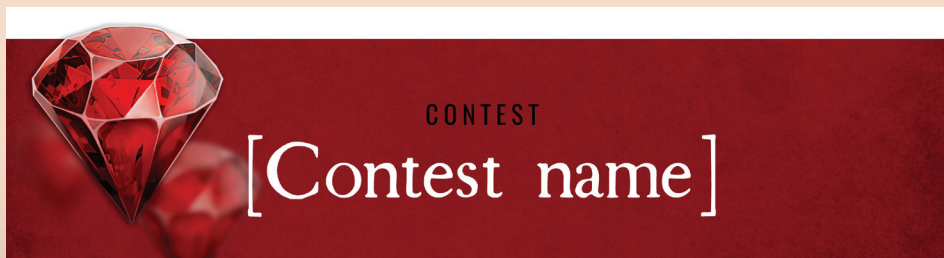




## A LIBRARY OF CUSTOM DESIGNS

WAR DRAGON TEMPLATES KEEP MARKETING ON  
BRAND AND EASY TO MAINTAIN

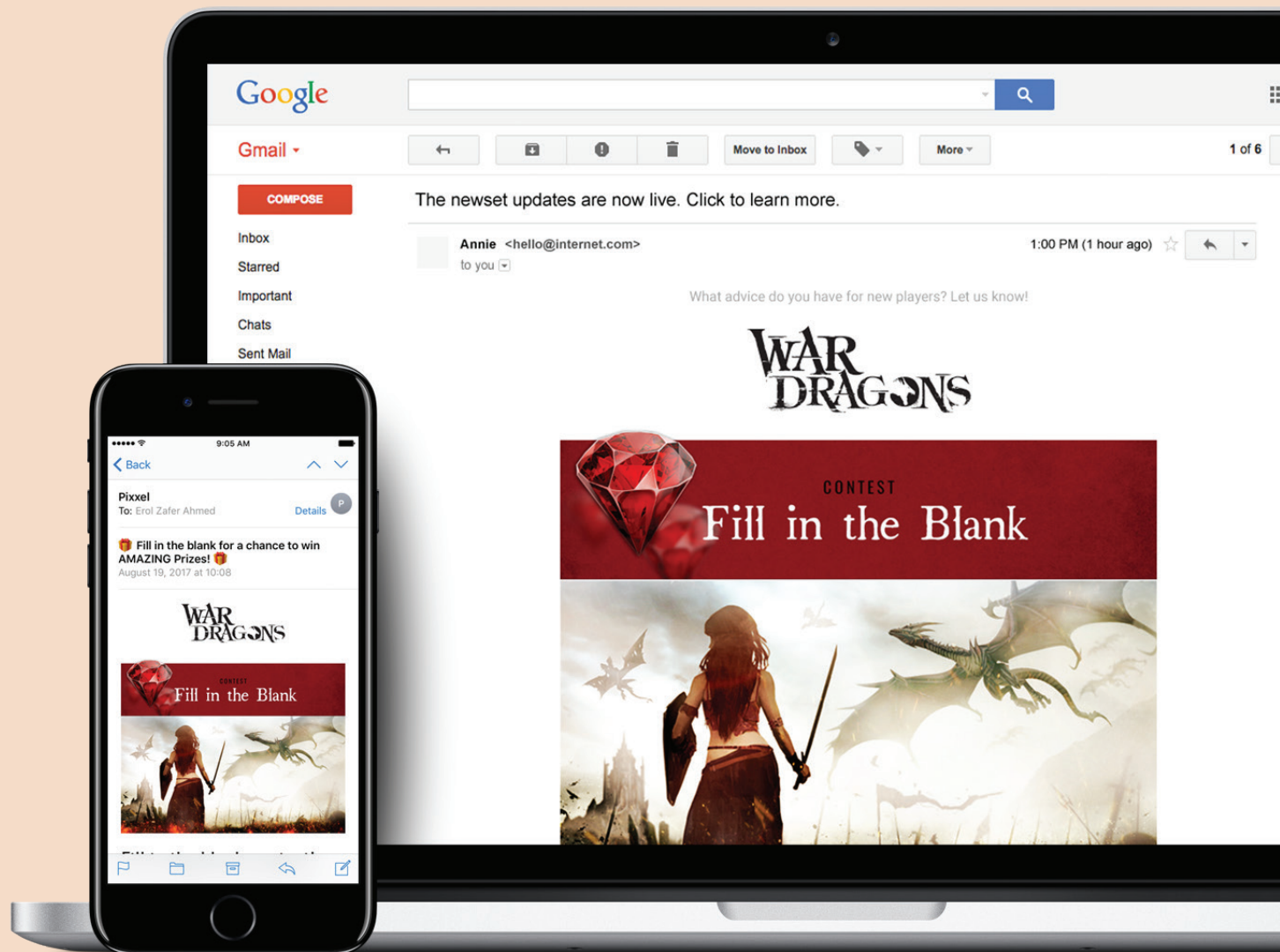
Punch created base templates for the variety of marketing campaigns so Pocket Gems team members could quickly refresh graphics without rethinking the wheel.



## MOBILE FRIENDLY

STRONG CODING PRACTICES AND LAYOUT MADE  
EMAILS WORK ON ANY SCREEN.

Designs were optimized to look and feel great on both desktop and mobile. Click targets were clear and large, images were developed with high-density displays, and two-column layouts gracefully became one-column on mobile.





## Results

PUNCH PRODUCED A FLEXIBLE MODERN EMAIL TEMPLATE SYSTEM FOR POCKET GEMS WITH RESULTS JUST A CLICK AWAY.

### APP STATISTICS

---

Email click through rate  
increase

**100%**

2× increase

Length of project

**1 month**

Tech stack

Web HTML and css

Teams involved

San Francisco

---

#### **Legal**

Prepared on August 23, 2017. This document is confidential. It contains material intended solely for the original recipient. Ideas presented here are the property of Punch and are copyrighted.

© 2017 Punch. All rights reserved. Confidential.

**punch**