

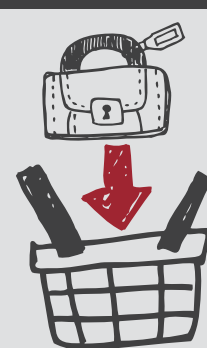
THE POWER OF PERSONALIZED, AUTOMATED E-MAIL MARKETING FOR RETAILERS

Leverage live sales and CRM data to build automated workflows

SCENARIO 1



Charlie buys his wife a handbag.



A week later, Charlie receives an automated e-mail thanking him for his purchase and inviting him to write a review.



One of three things happens next.



1) Charlie opens the thank you/review e-mail and writes a review.



2) Charlie opens the thank you/review e-mail, but he doesn't write a review.



3) Charlie doesn't even open the thank you/review e-mail.



You thank him for the review with an e-mailed coupon for 10% off his next purchase.



You send Charlie an e-mail reminder to review his purchase for a 10% off coupon.

You send Charlie an e-mail inquiring if he was happy with the product and purchase experience.

ONLINE REVIEWS ACCOUNT FOR MORE THAN 10% OF GOOGLE'S SEO RESULTS LOGIC.¹

SCENARIO 2



Charlie buys his wife a pair of shoes.

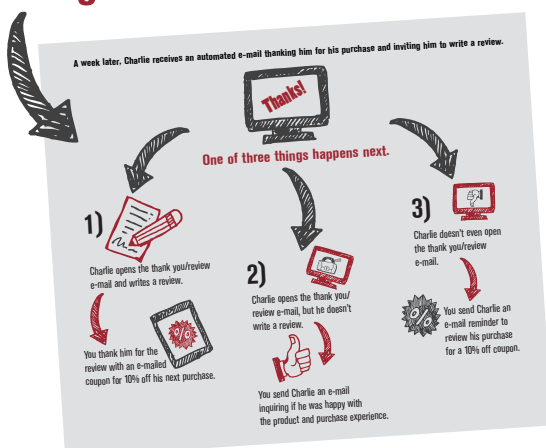


Two weeks later, Charlie receives an automated e-mail promoting a matching sweater.



Charlie either buys the sweater, taking us back to SCENARIO 1...

Or he doesn't, prompting an automated e-mail reminder.



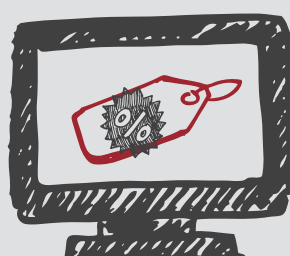
FOR EVERY \$1 SPENT, \$44.25 IS THE AVERAGE RETURN ON THE E-MAIL MARKETING INVESTMENT.²



SCENARIO 3



It's been 6 months since Charlie has purchased anything.



Charlie receives an automated e-mail offering a coupon for the item of his choice.

Charlie either redeems the coupon, again taking us back to SCENARIO 1...

Or he doesn't, prompting an automated e-mail reminder with more incentive.



CLICKED REMARKETING E-MAILS AVERAGE 30% CONVERSION, COMPARED TO THE OVERALL AVERAGE OF 5%.³



6 STEPS TO E-MAIL AUTOMATION SUCCESS



Create & design responsive emails (messages, promotions, graphics).



Don't forget mobile! 55% of email is now opened on a mobile device.

- Litmus



Tweak promotions based on trends, results of prior campaigns (i.e. using your analytics).



Make it personal! Personalized emails drive 41% more unique click-through rates.

- Experian



Segment email lists based on live CRM and sales data making it possible to send automated emails relevant to your segments.



Segmented, targeted emails generate 58% of all revenue.

- DMA



Create automated workflows to ensure consumers are getting the right message at the right time.



Automation has driven conversion rates as high as 50% for B2C marketers.

- eMarketer



Get the best click-through by determining the right design, subject line, message and offer through A/B tests.



Emails with personalized subject lines are 26% more likely to be opened.

- Campaign Monitor



Analyze your open/click/conversion rates to evaluate the success of your campaigns.



Automated email messages average 70.5% higher open rates.

- Epsilon Email Institute

1. Local Search Ranking Factors, MOZ
2. Experian
3. National Client Email Report, Direct Marketing Agency