Innovating Enterprise Email Marketing:
How to Effectively Leverage Data in Your Email Programs

Hosted by The Marketer Quarterly

Research by The Relevancy Group

The Relevancy Group

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Hair dryer

An Actual Conversation

Not an iPad

Manicure

MULTI-TASKING THEN

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MULTI-TASKING TODAY

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While The Future is Now
Soon, We May Have More Time In Our Day To Multi-task

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And Remember Safety First

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THE MARKETER'S COMMON STRUGGLE

Stay Relevant or Lose Subscribers

Adjust The Message Frequency

If Not, Lack of Relevance and Intolerable Frequency Can Create Deliverability and Performance Woes

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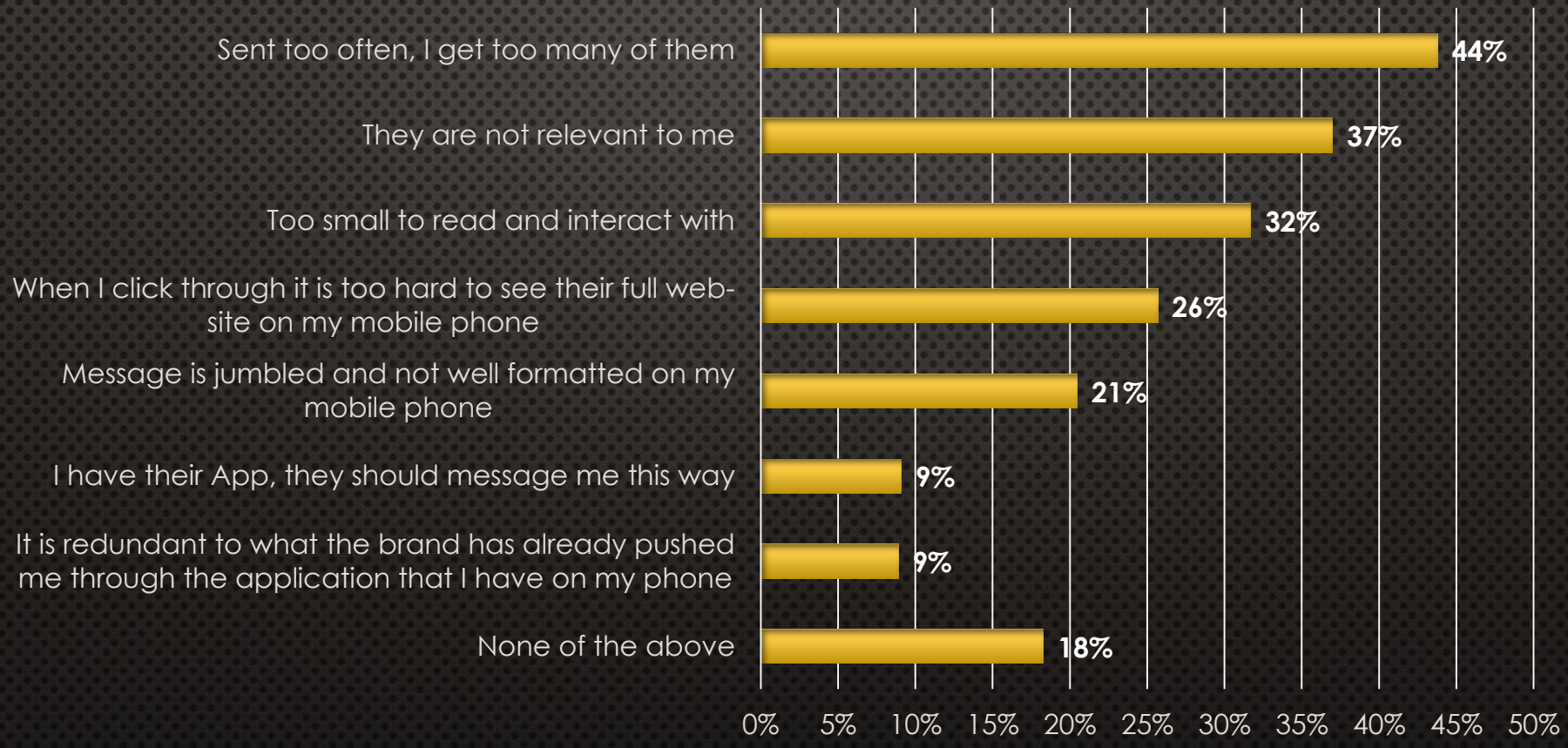
MARKETERS MUST FOCUS ON FREQUENCY, RELEVANCY & RENDERING TO WIN ON MOBILE

Inhibitors to Email Marketing on Mobile Phones



Question Asked: What don't you like about getting email marketing messages on your mobile phone? (select all)

Source: The Relevancy Group, LLC 2014 Consumer Survey n=1011 3/14, US Only

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Often We Blast Away Into a Ghost Town

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Do You Fly A Plane, Advertising Over Ghost Towns?

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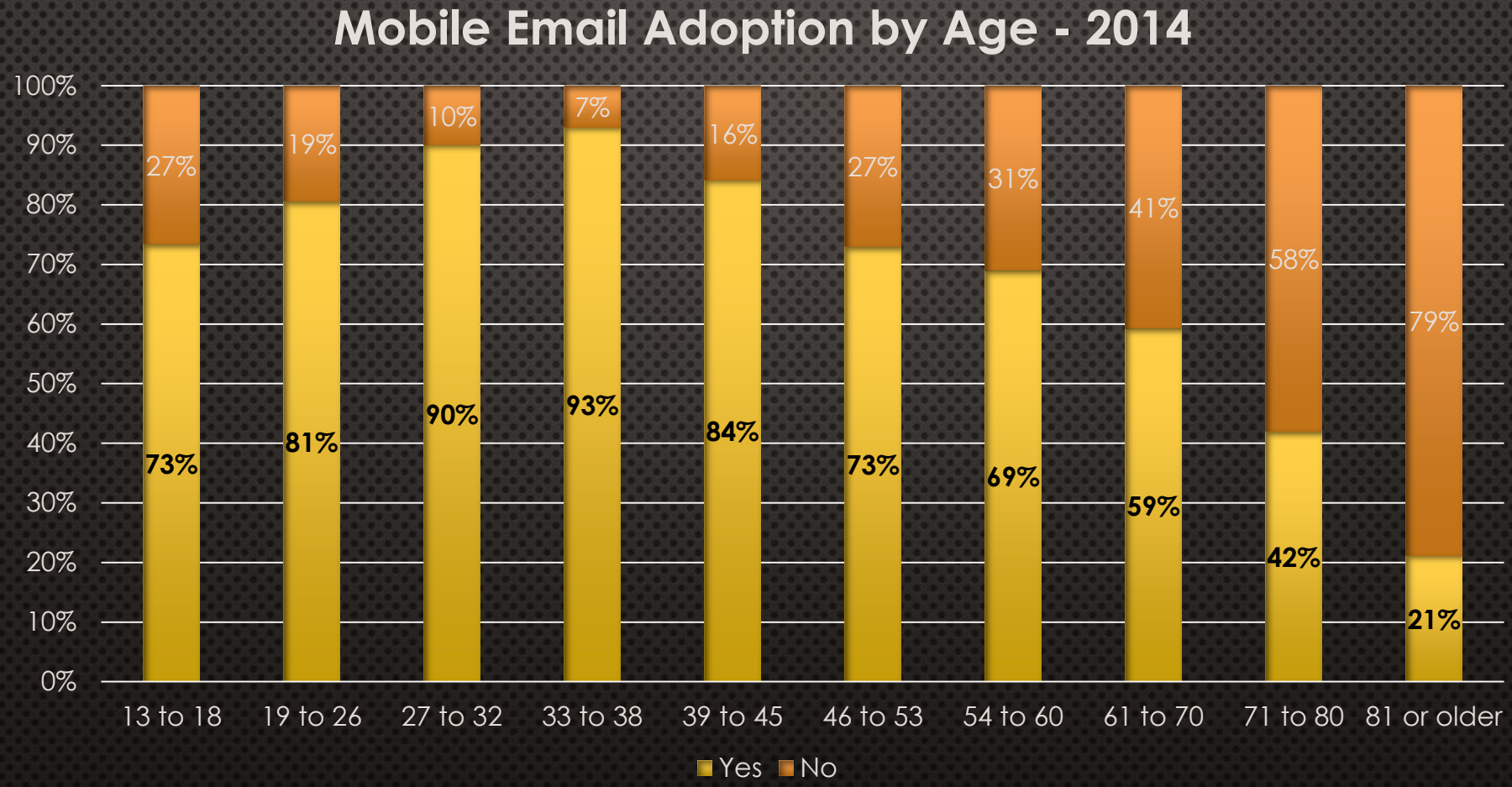
MOBILE EMAIL ADOPTION IS MAINSTREAM ACROSS NEARLY EVERY AGE GROUP



Question Asked: Do you currently access one or more of your personal email accounts on a mobile device such as a cell phone, smart phone? (select one) *Source: The Relevancy Group, LLC 2014 Consumer Survey n=1,011 3/14, US Only*

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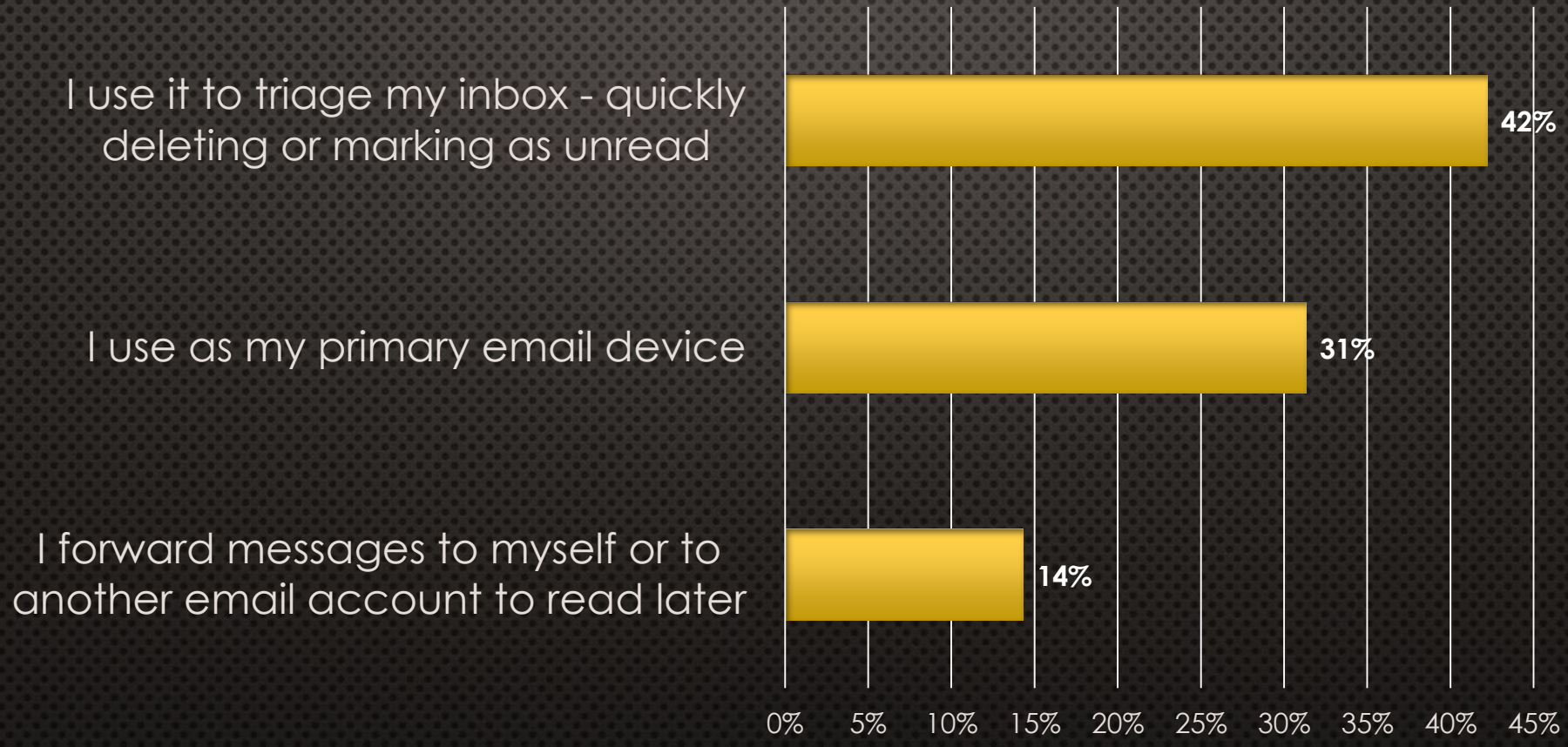
EMBRACE RELEVANCY EMPOWERING TACTICS TO AVOID THE DELETE AND WIN THE RE-READ

Mobile Phone Email Interaction Behaviors - 2014



Question Asked: How do you use your mobile phone to interact with email messages? (select all)

Source: The Relevancy Group, LLC 2014 Consumer Survey n=1011 3/14, US Only

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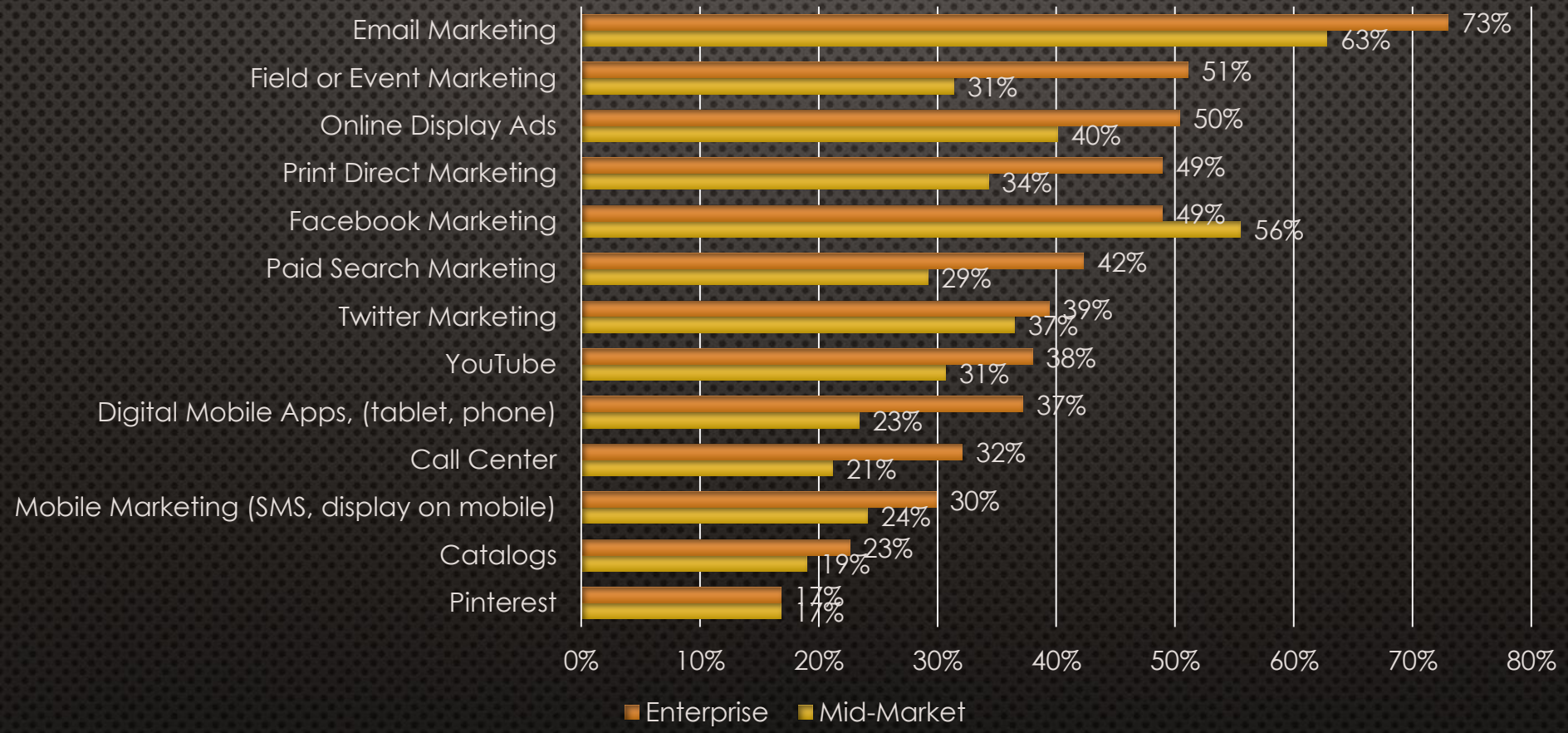
EMAIL MARKETING CONTINUES TO BE THE MOST WIDELY UTILIZED MARKETING CHANNEL

Marketing Channels Actively Utilized



Question Asked: Which marketing channels do you actively market in? (select all) *Source: The Relevancy Group, LLC/Executive Marketer Survey n=274 Mid-Market n=137, Enterprise n=137, 10/14 US Only*

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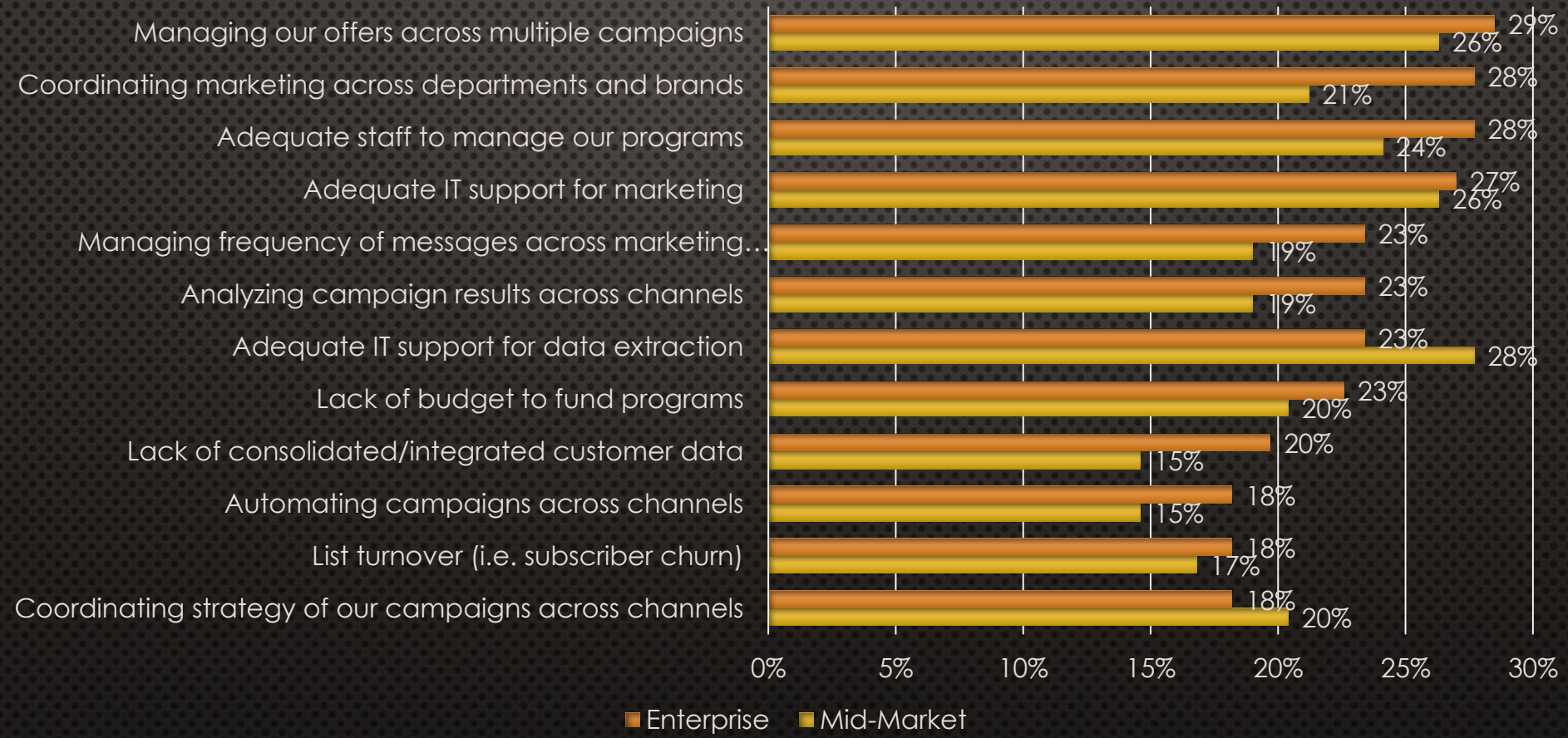
COORDINATION OF DATA, MEASUREMENT AND STAFF CHALLENGE MARKETING OPTIMIZATION

Multichannel Campaign Challenges



Question Asked: What are your greatest challenges when developing multichannel campaigns? (select all)(Selected top 12 challenges)

Source: The Relevancy Group, LLC/Executive Marketer Survey n=274 Mid-Market n=137, Enterprise n=137, 10/14 US Only

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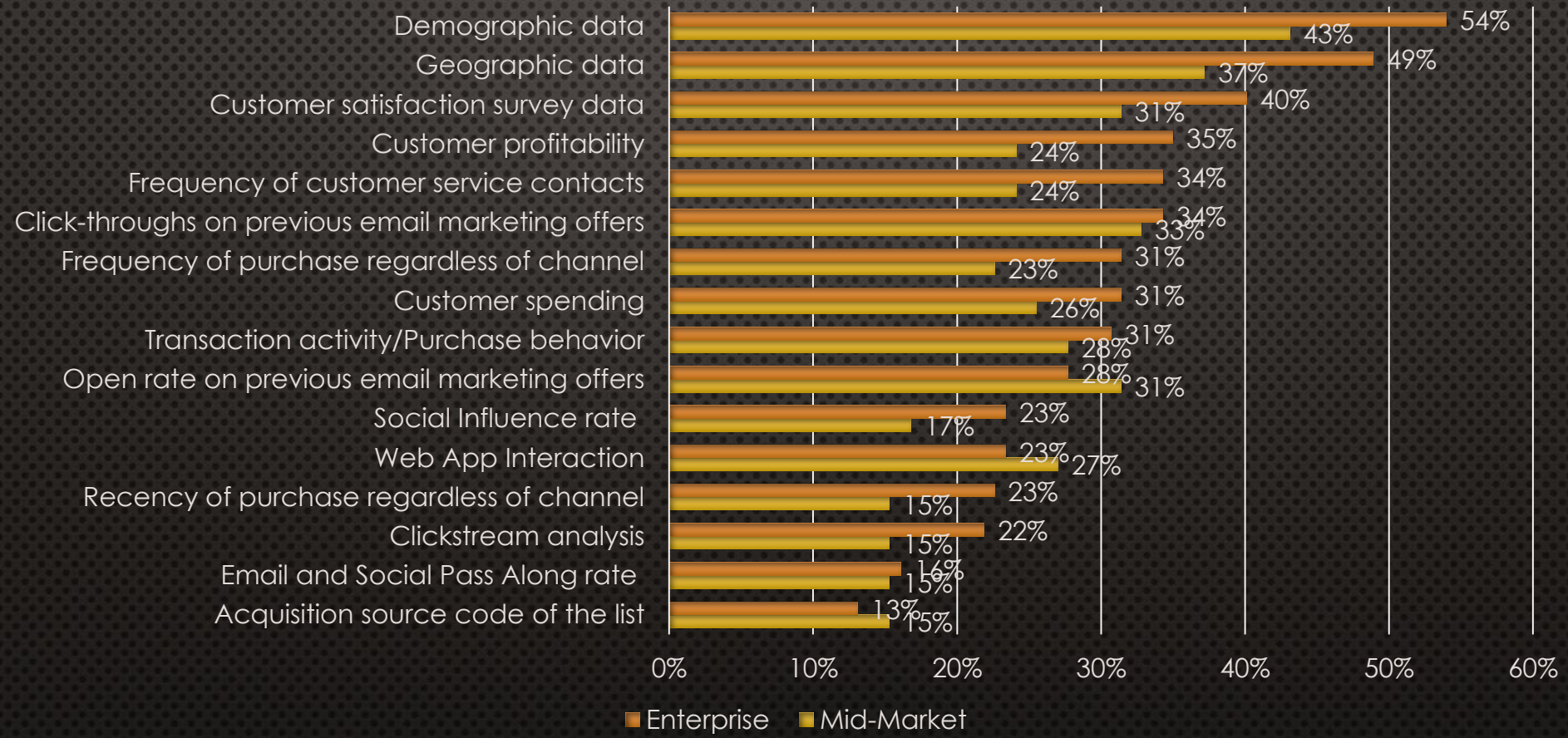
MARKETERS ARE MISSING MANY SEGMENTATION OPPORTUNITIES

Data Used For Email Marketing Segmentation - 2014



Question Asked: Which of the following customer data attributes has your company used to segment audiences for email marketing campaigns within the last six months? (select all) *Source: The Relevancy Group, LLC/Executive Marketer Survey n=274 Mid-Market n=137, Enterprise n=137, 10/14 US Only*

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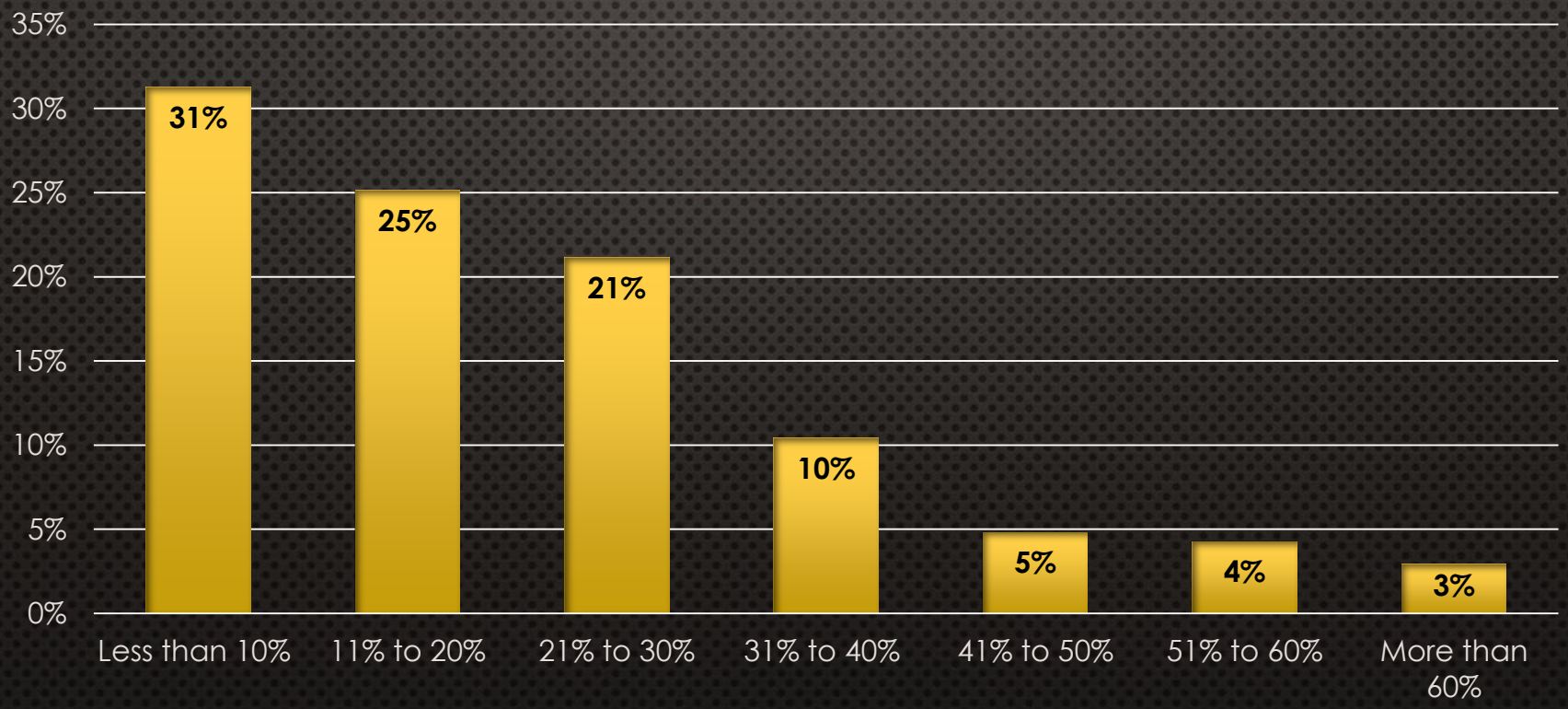
RESOURCE CONSTRAINED MARKETING DEPARTMENTS NEED TO BETTER UTILIZE AUTOMATED MESSAGING

Percentage of Automated/Triggered Messages - 2014



Question Asked: What percentage of the messages that you send are automated, as in triggered messages based upon customer behavior?

Source: The Relevancy Group, LLC/Executive Marketer Survey n=374 11/13, US Only, Mid-Market & Enterprise Respondents

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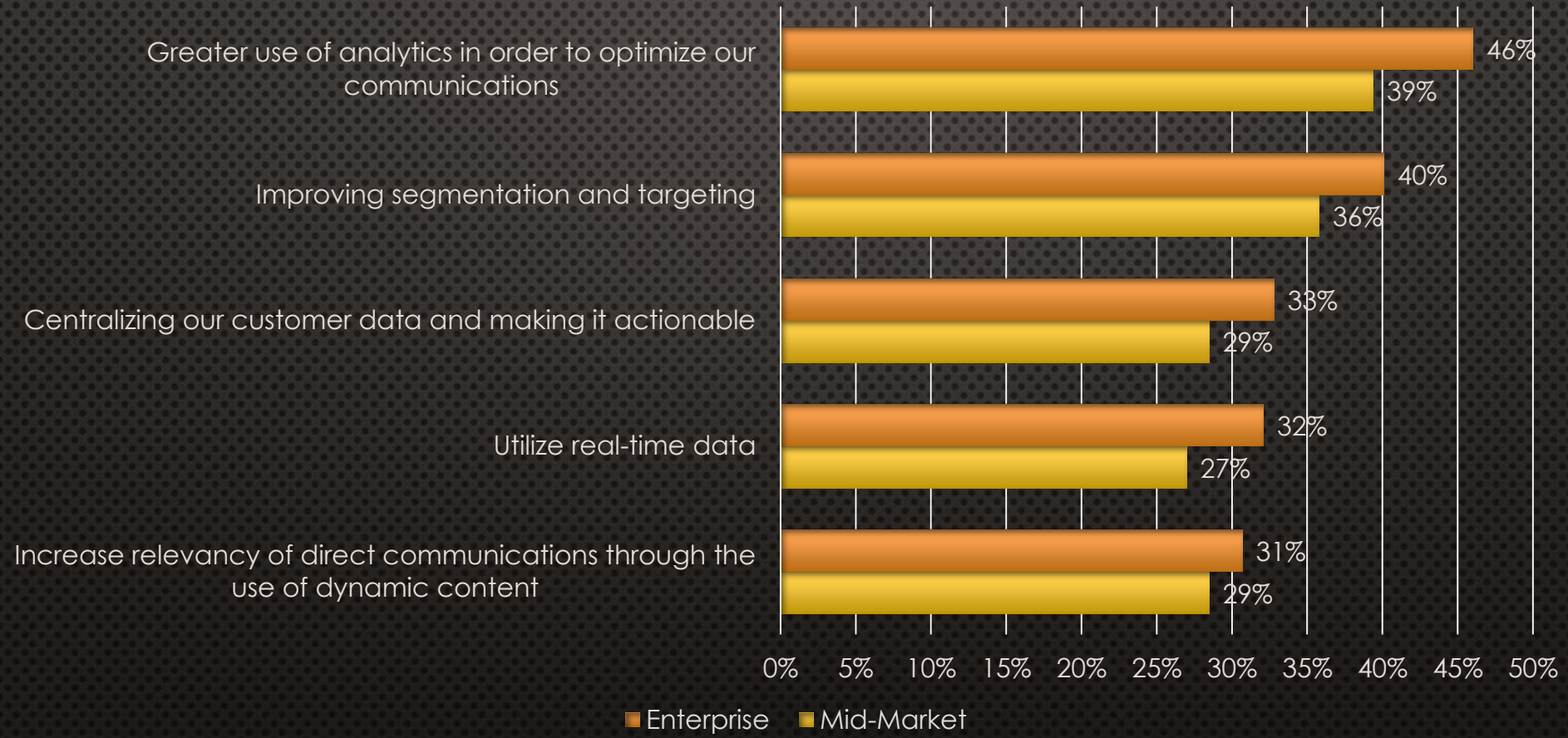
MARKETERS ASPIRE TO UTILIZE ANALYTICS, DATA AND SEGMENTATION TO IMPROVE CONTENT RELEVANCY

Top Five 2015 Priorities For improving ROI



Question Asked: What are your top five priorities for improving the ROI of your email marketing programs in 2015? (select top five)

Source: The Relevancy Group, LLC/Executive Marketer Survey n=274 Mid-Market n=137, Enterprise n=137, 10/14 US Only

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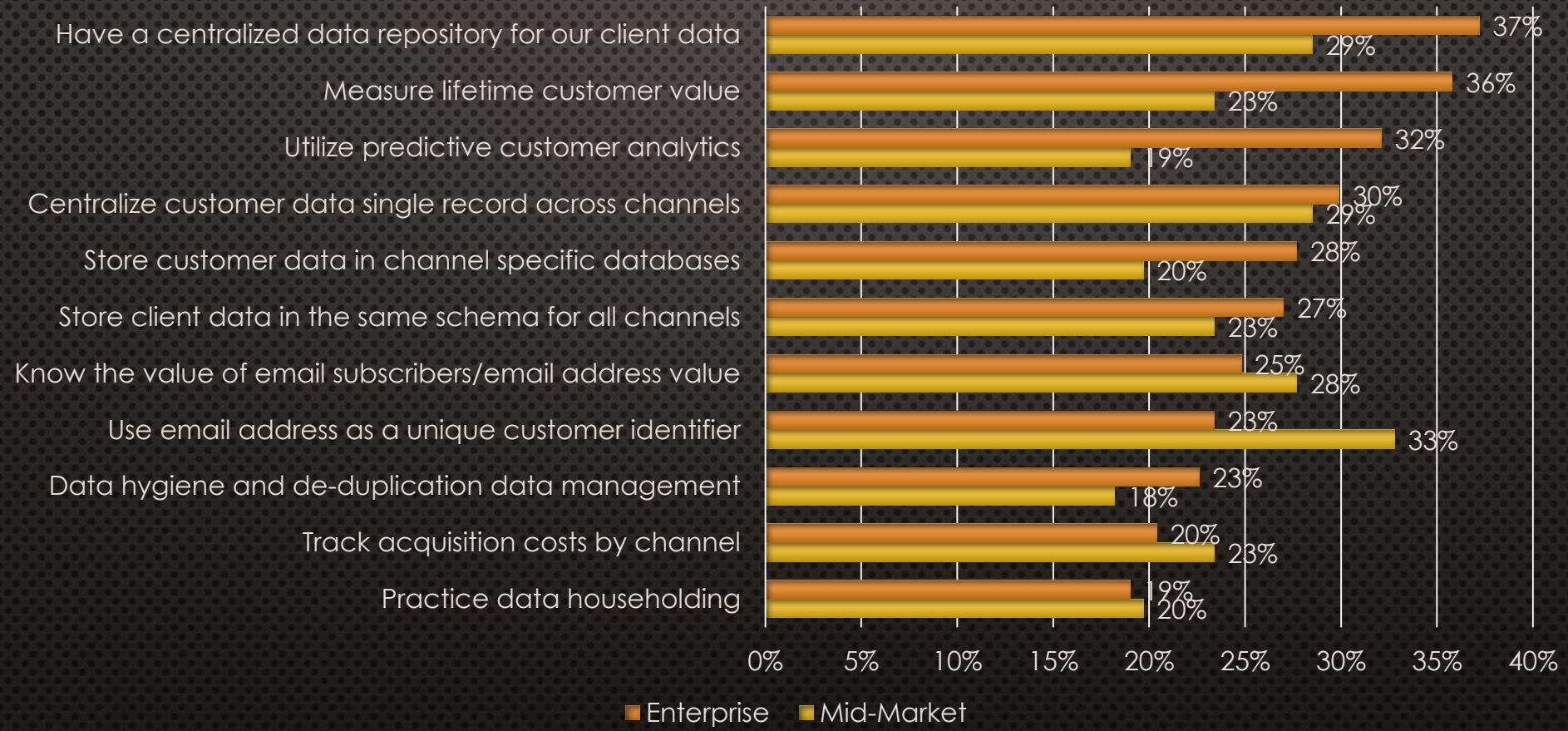
FEW MARKETERS HAVE CENTRALIZED MARKETING DATA, CREATING A NEED FOR A HYBRID MARKETING SOLUTION

Marketing Data Management - 2014



Question Asked: From the following list, please select the statement or statements that best describe how you manage your customer data? (select all) *Source: The Relevancy Group, LLC/Executive Marketer Survey n=274 Mid-Market n=137, Enterprise n=137, 10/14 US Only*

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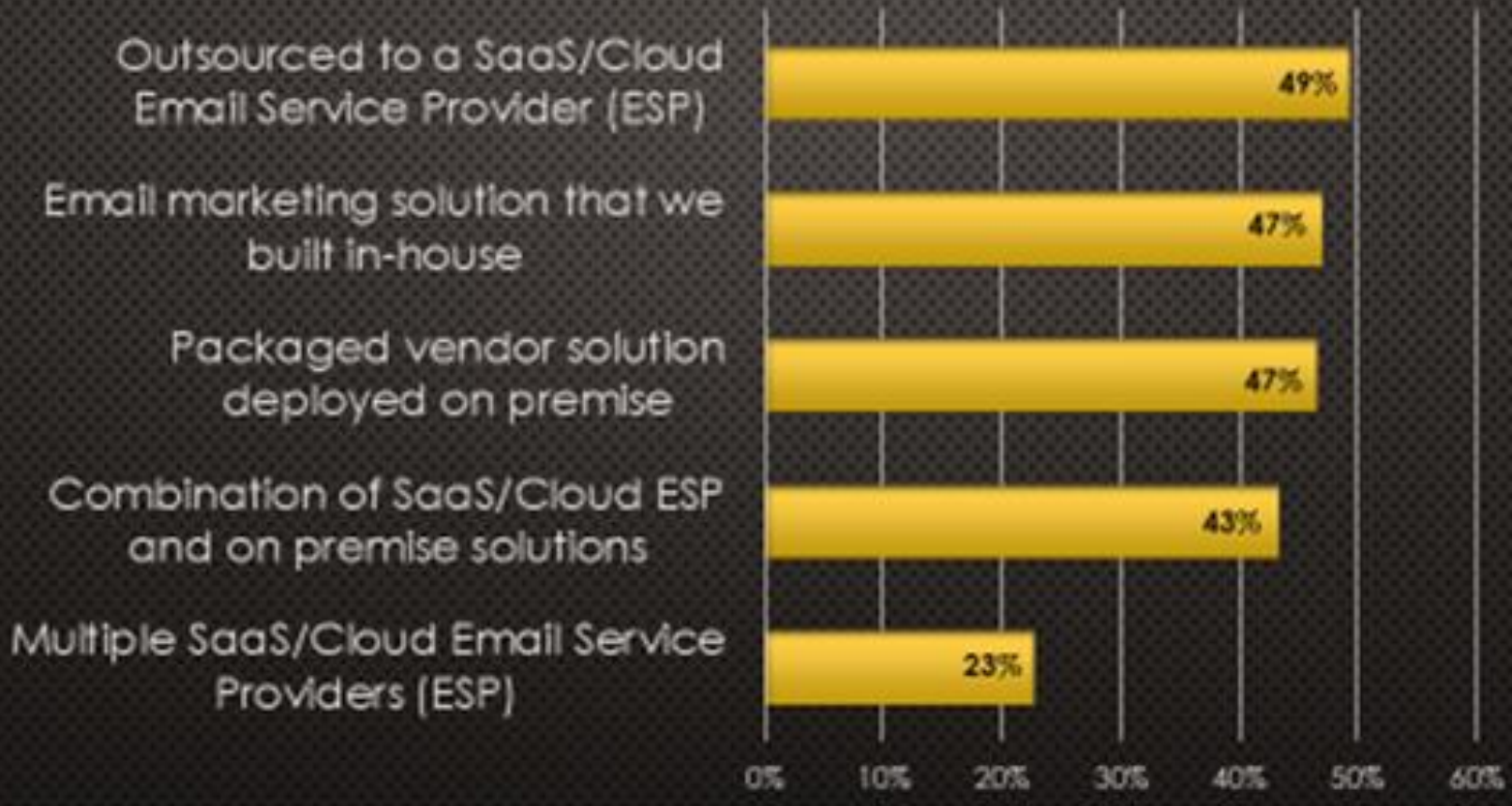
EMAIL MARKETING TECHNOLOGY DEPLOYED BY MARKETERS



Question Asked: What technology do you currently use to manage your email marketing? (select all)

Source: The Relevancy Group, LLC/Executive Marketer Survey n=353 12/14, US Only

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NEW APPROACH TO ACCELERATE & INNOVATE EMAIL:
HYBRID EMAIL MARKETING

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MARKETER PAIN POINTS

- Managing information across multiple campaigns
- Coordinating between departments
- Staffing internally for email programs
- IT support for data extraction & marketing efforts
- Lack of consolidated and integrated data

2015 PRIORITIES TO INCREASE ROI

- Centralize customer data and make it actionable
- Improve segmentation and targeting
- Increase relevancy by using dynamic content
- Utilize real-time data
- Use analytics to optimize communications

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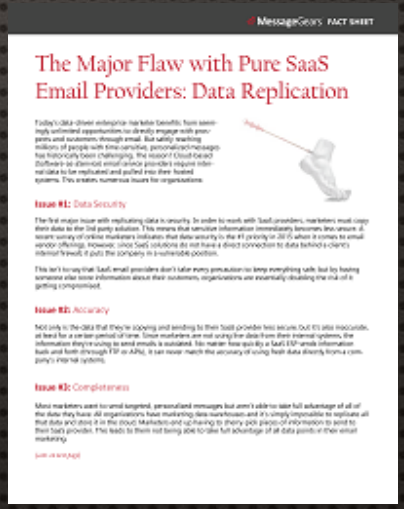
MAJOR FLAW WITH SAAS: DATA REPLICATION

- **SECURITY** – DUPLICATING DATA ROUGHLY DOUBLES RISK
- **ACCURACY** – REPLICATED DATA IS OFTEN OLD AND INACCURATE
- **COMPLETENESS** – IT'S IMPOSSIBLE TO REPLICATE ALL OF YOUR DATA
- **COMPLEXITY** – ETL PROCESSES ARE COMPLEX TO SETUP/SUPPORT
- **COST** – MANAGING REPLICATED DATA IS MASSIVELY EXPENSIVE FOR ESPS


MessageGears FACT SHEET

The Major Flaw with Pure SaaS Email Providers: Data Replication

Issue #1: Data Security

Issue #2: Accuracy

Issue #3: Completeness

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HYBRID TECHNOLOGY: BEST OF ON-PREMISE & SAAS IN ONE SOLUTION

- Secure access to **ALL** data
- No data replication
- Real-time Data Retrieval

Seamless Integration

- Managed Deliverability
- Massive Scalability
- Multi-tenant Efficiency
- > 99.9% Uptime
- Ephemeral Data Storage

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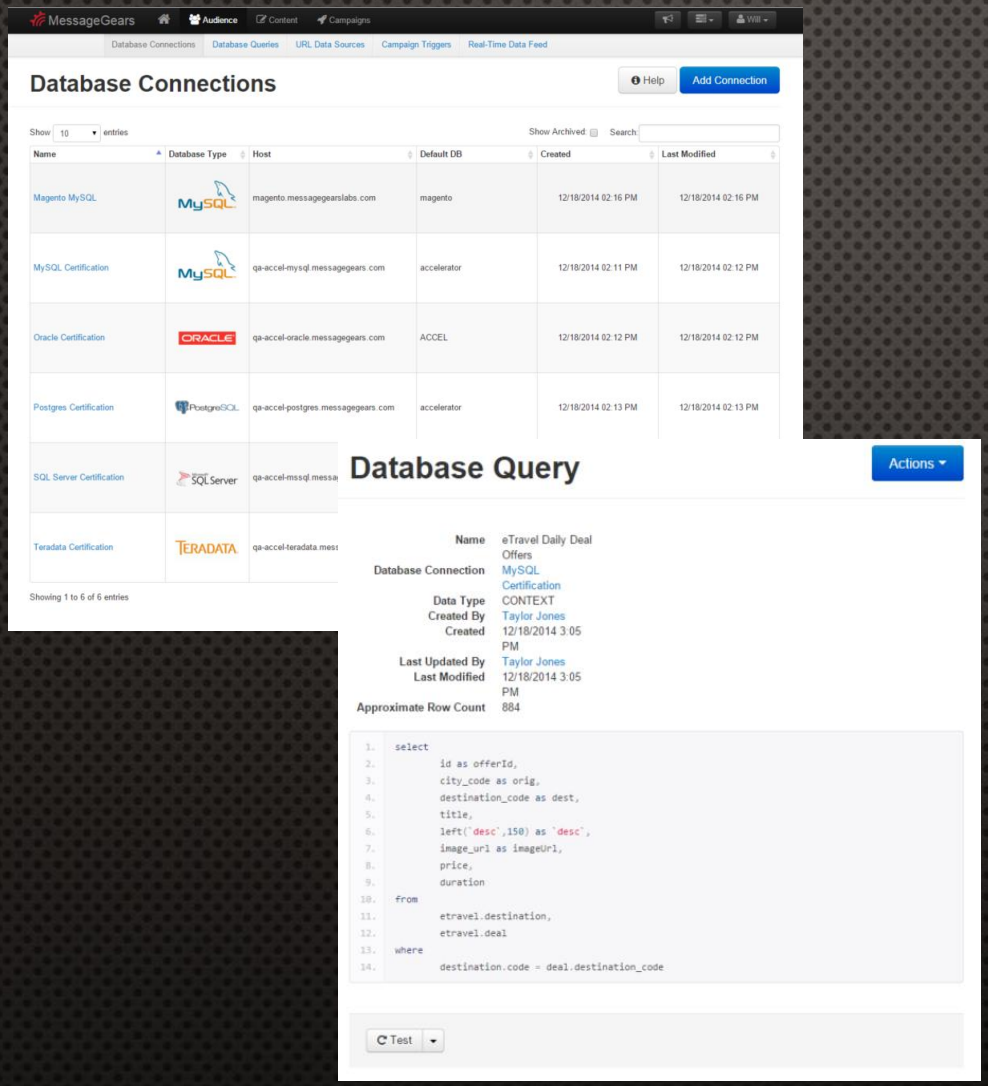
MAKING CUSTOMER DATA ACTIONABLE



- Direct access to all Customer Data
- No need to copy data and send to ESP
- Using live, complete customer data in emails
- Customer data remains secure behind your firewall

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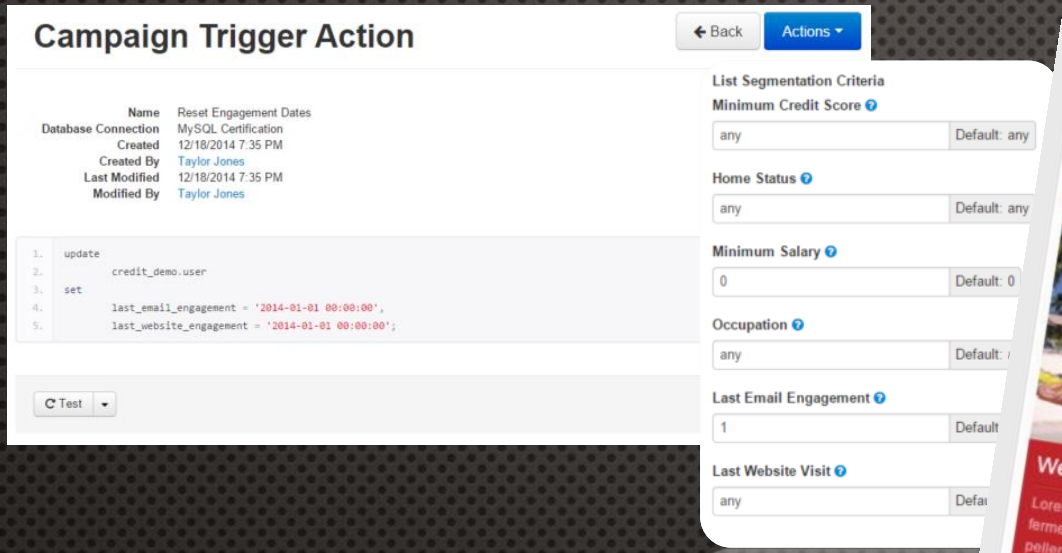
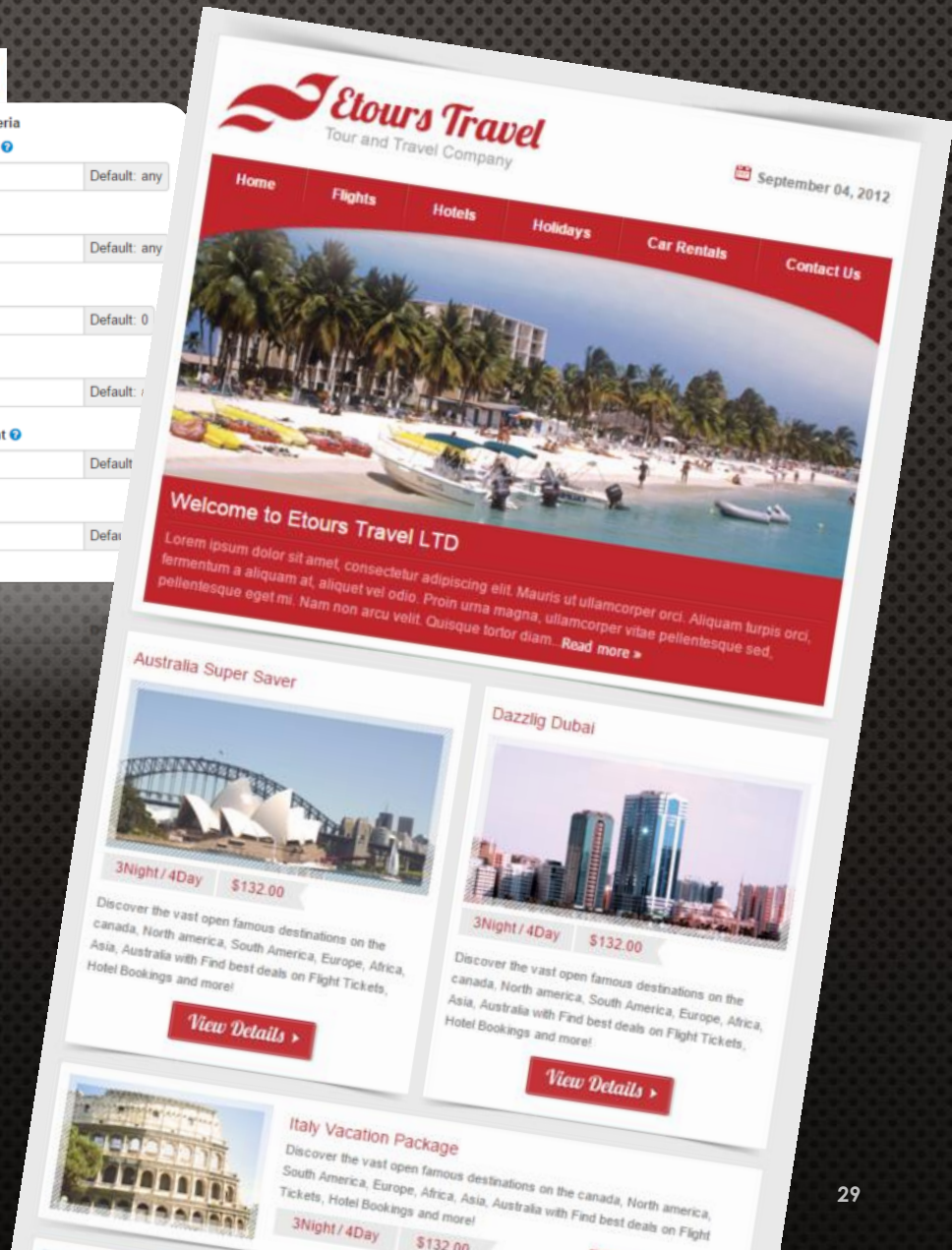
IMPROVING SEGMENTATION & TARGETING





- SEGMENT BASED ON ANY NUMBER OF CRITERIA IN YOUR DATABASE
- CREATE CAMPAIGN TRIGGERS TO AUTOMATE MESSAGES BASED ON SPECIFIC ACTIONS

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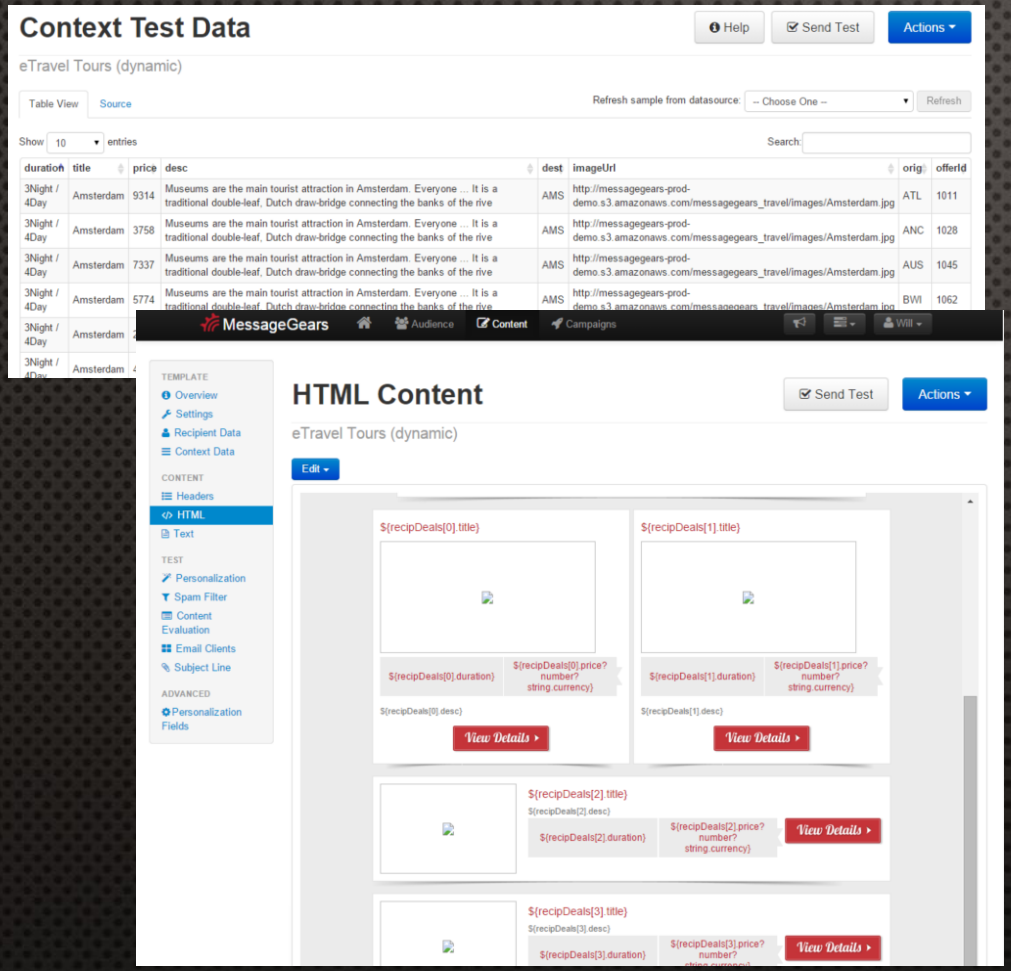
INCREASING RELEVANCY WITH DYNAMIC CONTENT



- ABILITY TO USE MULTIPLE TABLES FOR CONTENT (EX. LOCALIZED DEALS OR EVENTS)
- FREEMARKER TEMPLATE LANGUAGE ALLOWS EVERY EMAIL TO BE UNIQUE BASED ON RECIPIENT INFO

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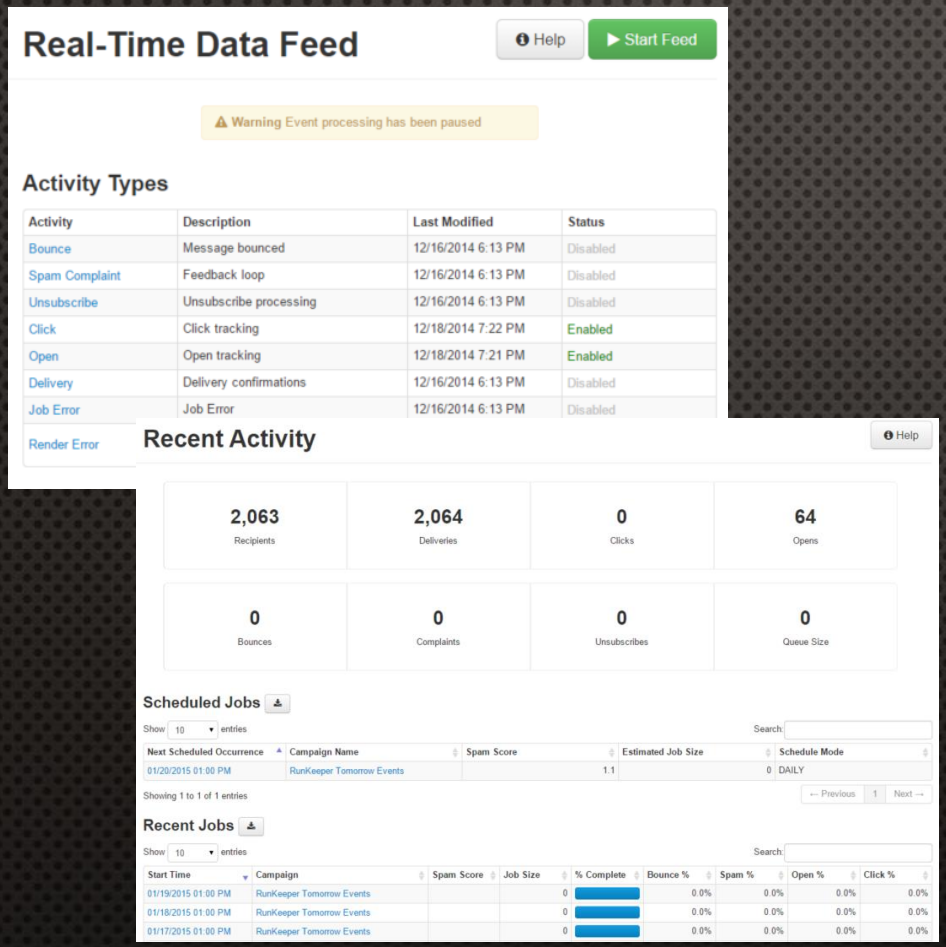
UTILIZING REAL-TIME DATA



- See job activity in real time, including deliverability metrics
- Opens, Clicks, unsubscribes, SPAM complaints and more
- Address problems as they happen instead of hours or days later

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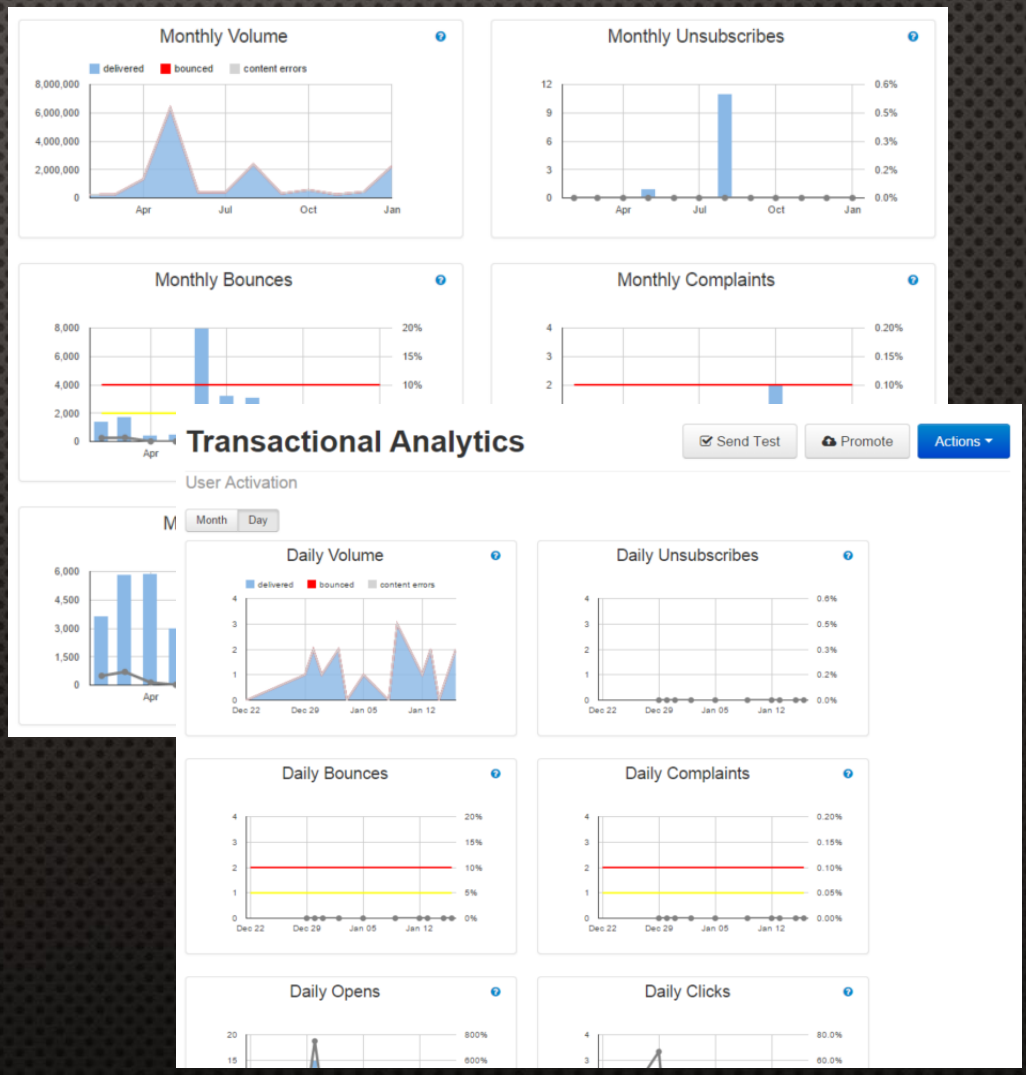
USING ANALYTICS TO OPTIMIZE COMMUNICATIONS

- REAL-TIME UPDATES FOR BOTH MARKETING AND TRIGGERED/TRANSACTIONAL CAMPAIGNS
- ALL DATA IS FED BACK INTO YOUR INTERNAL DATABASE



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Key Take-aways

- Consumers Have Shifted To Mobile and Suffer From Marketing Overload
- Marketers Have Seconds To Capture Consumer Attention
- Relevant Emails Deliver Seducible Moments To Convert Subscribers
- Marketer Must Explore Using More Real-time data and Automated Email Programs
- Leveraging existing data via hybrid marketing solutions is an efficient way to optimize email messages

QUESTIONS? #TRGWEBINAR

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THANK-YOU! FOLLOW-UP WITH YOUR QUESTIONS

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