

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

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# We Are An Instant Gratification Real-Time Society





Hair  
dryer

An Actual  
Conversation

Not an  
iPad

Manicure



# MULTI-TASKING THEN



# MULTI-TASKING TODAY

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



# And Remember Safety First



# **THE MARKETER'S COMMON STRUGGLE**

# Stay Relevant or Lose Subscribers



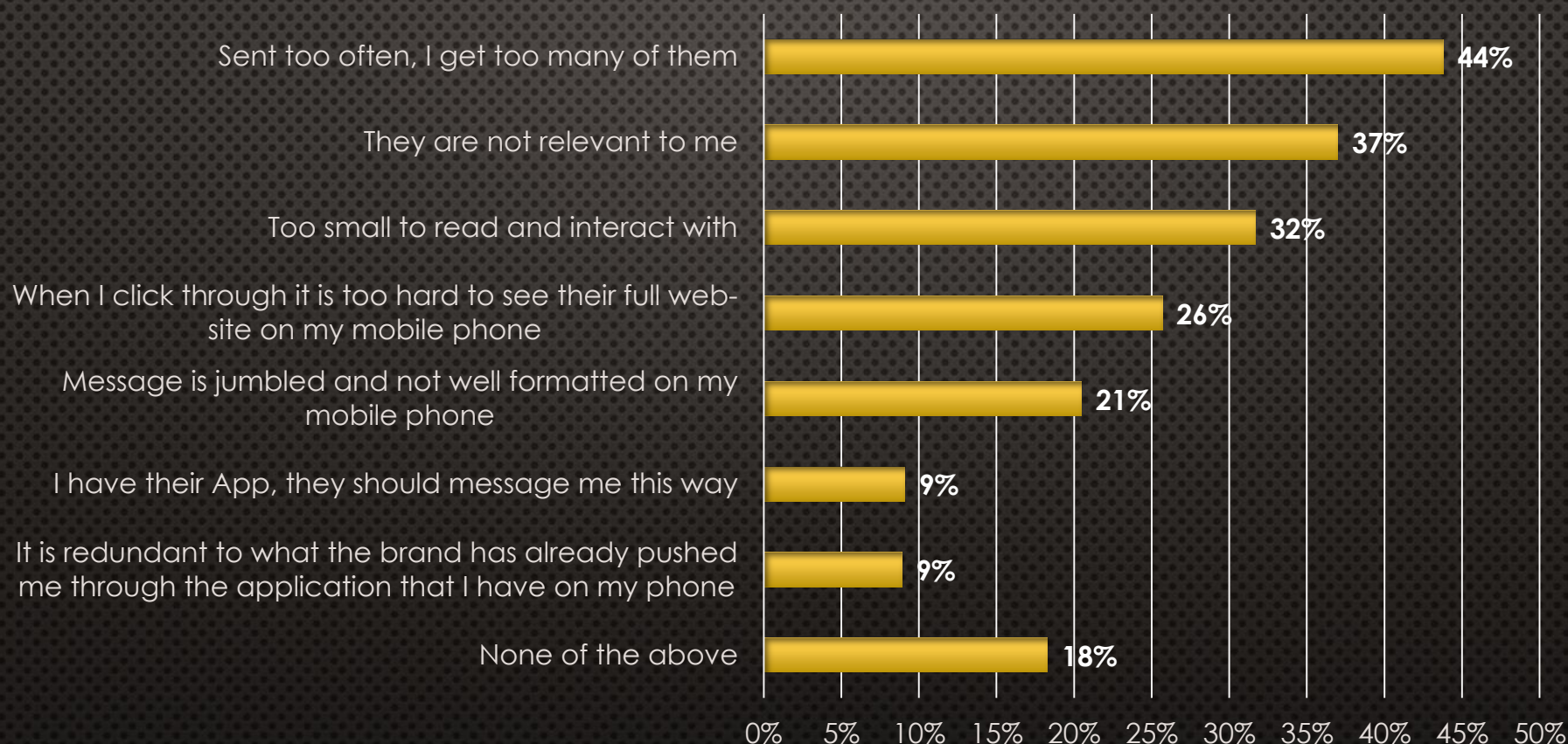
## Adjust The Message Frequency



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

# 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*



**Often We Blast Away Into a Ghost Town**

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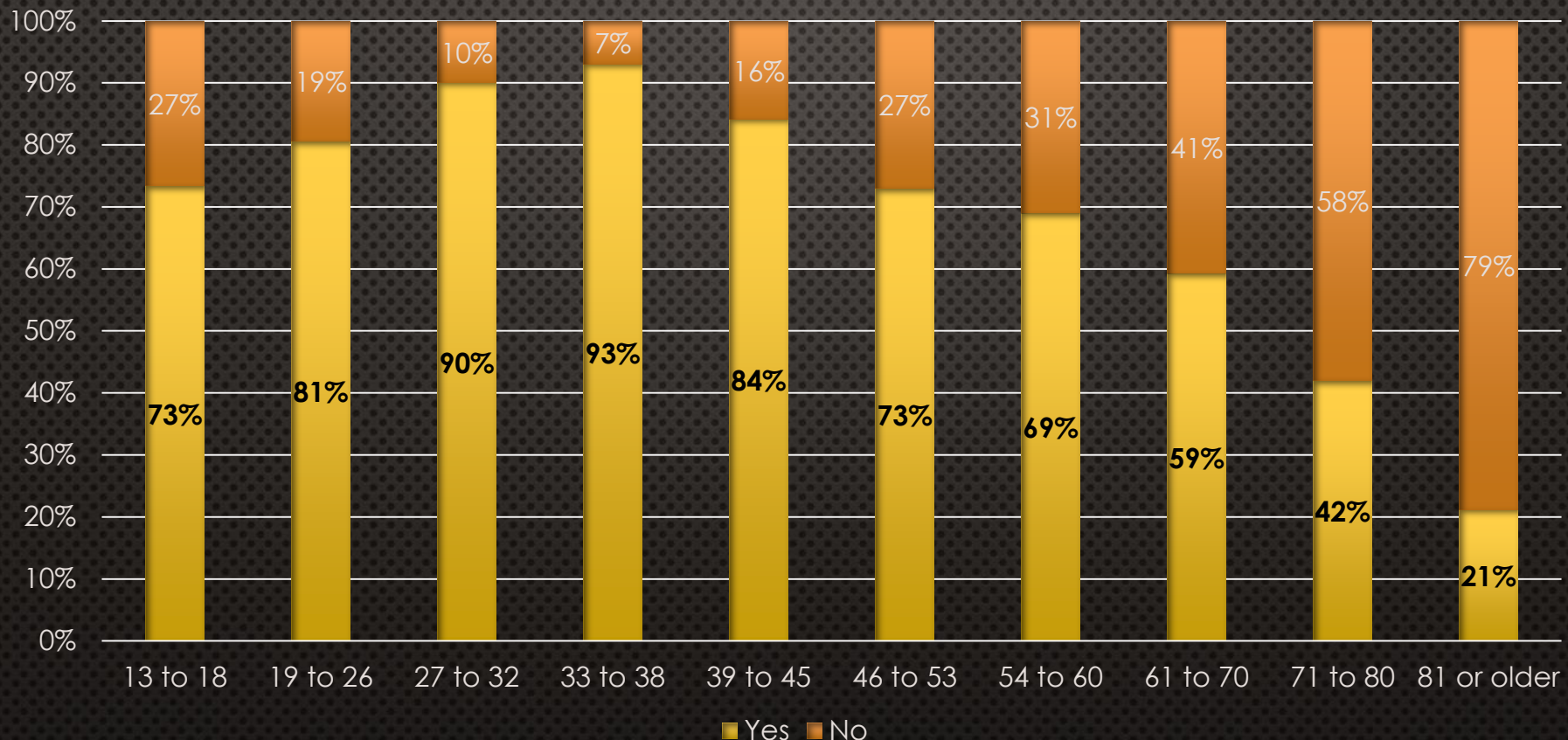


**Do You Fly A Plane, Advertising Over Ghost Towns?**

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# MOBILE EMAIL ADOPTION IS MAINSTREAM ACROSS NEARLY EVERY AGE GROUP

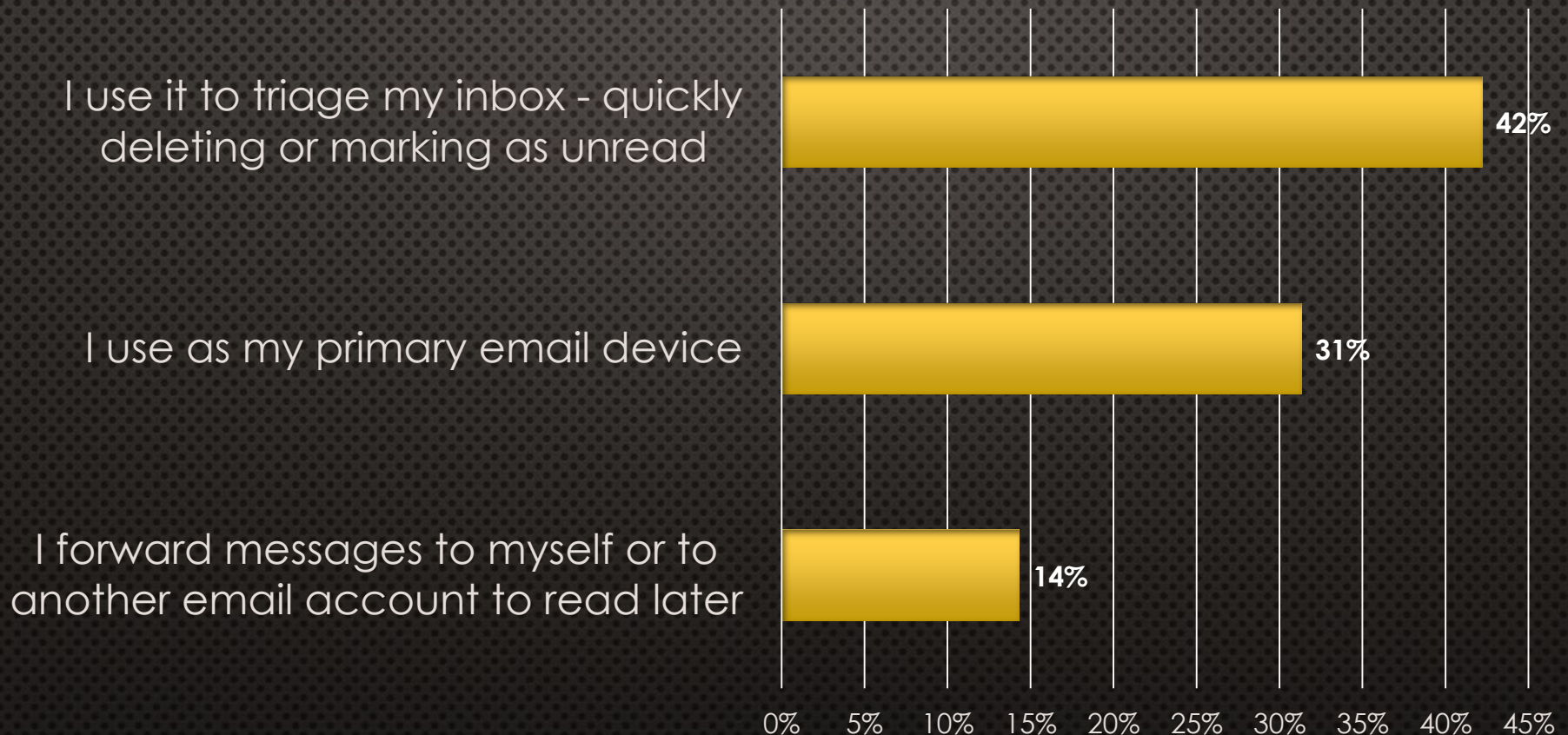
## Mobile Email Adoption by Age - 2014



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 15

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

## Mobile Phone Email Interaction Behaviors - 2014



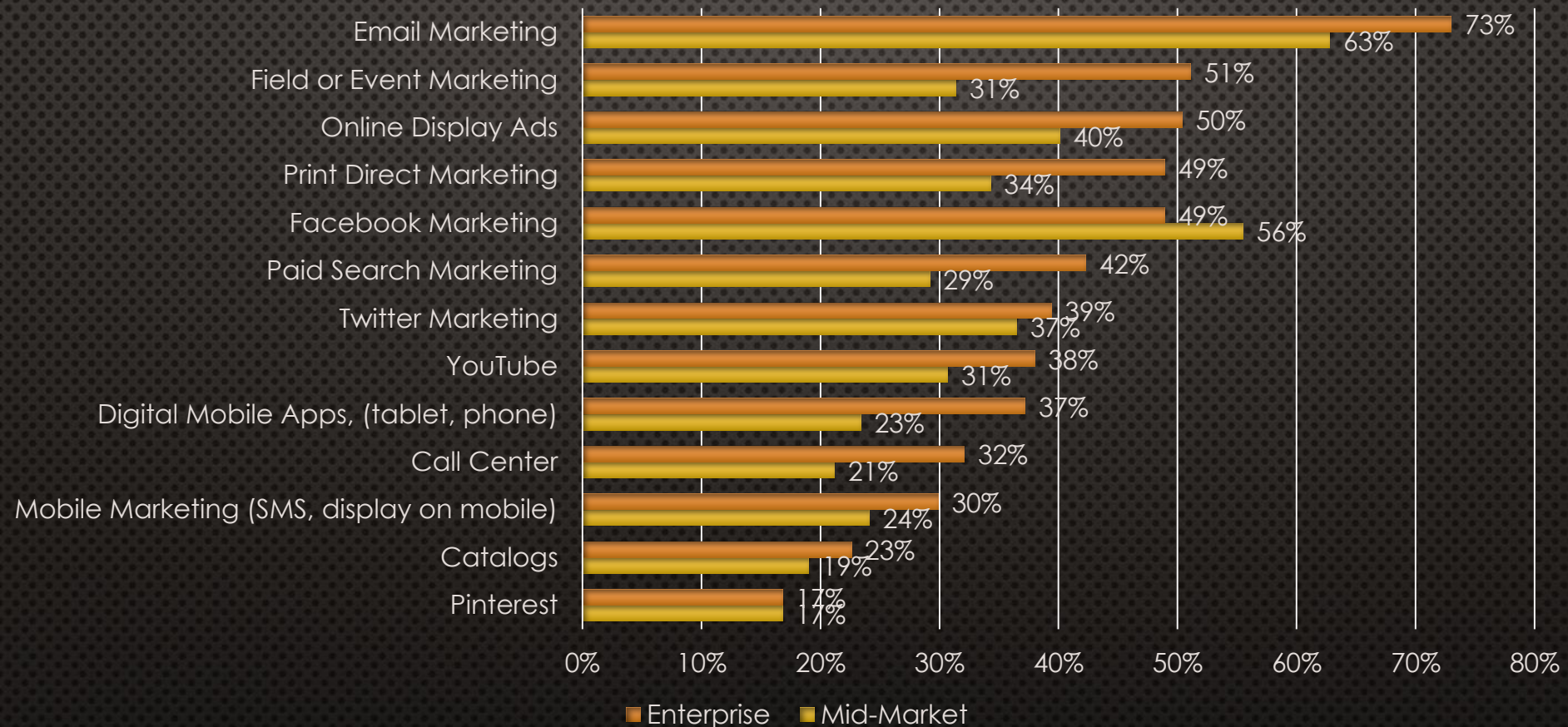
*Question Asked: How do you use your mobile phone to interact with email messages? (select all)*

*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

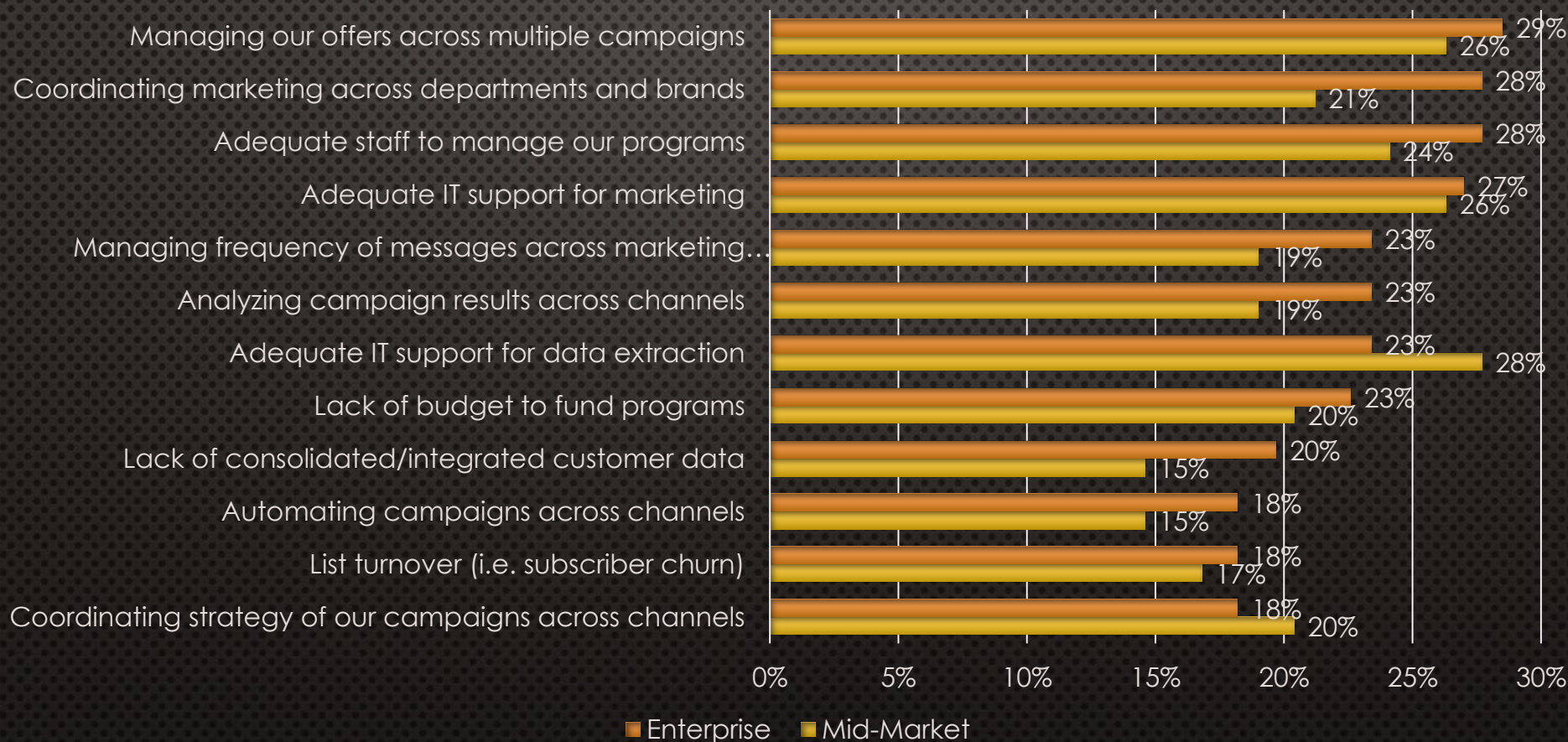
## Marketing Channels Actively Utilized



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

# COORDINATION OF DATA, MEASUREMENT AND STAFF CHALLENGE MARKETING OPTIMIZATION

## Multichannel Campaign Challenges

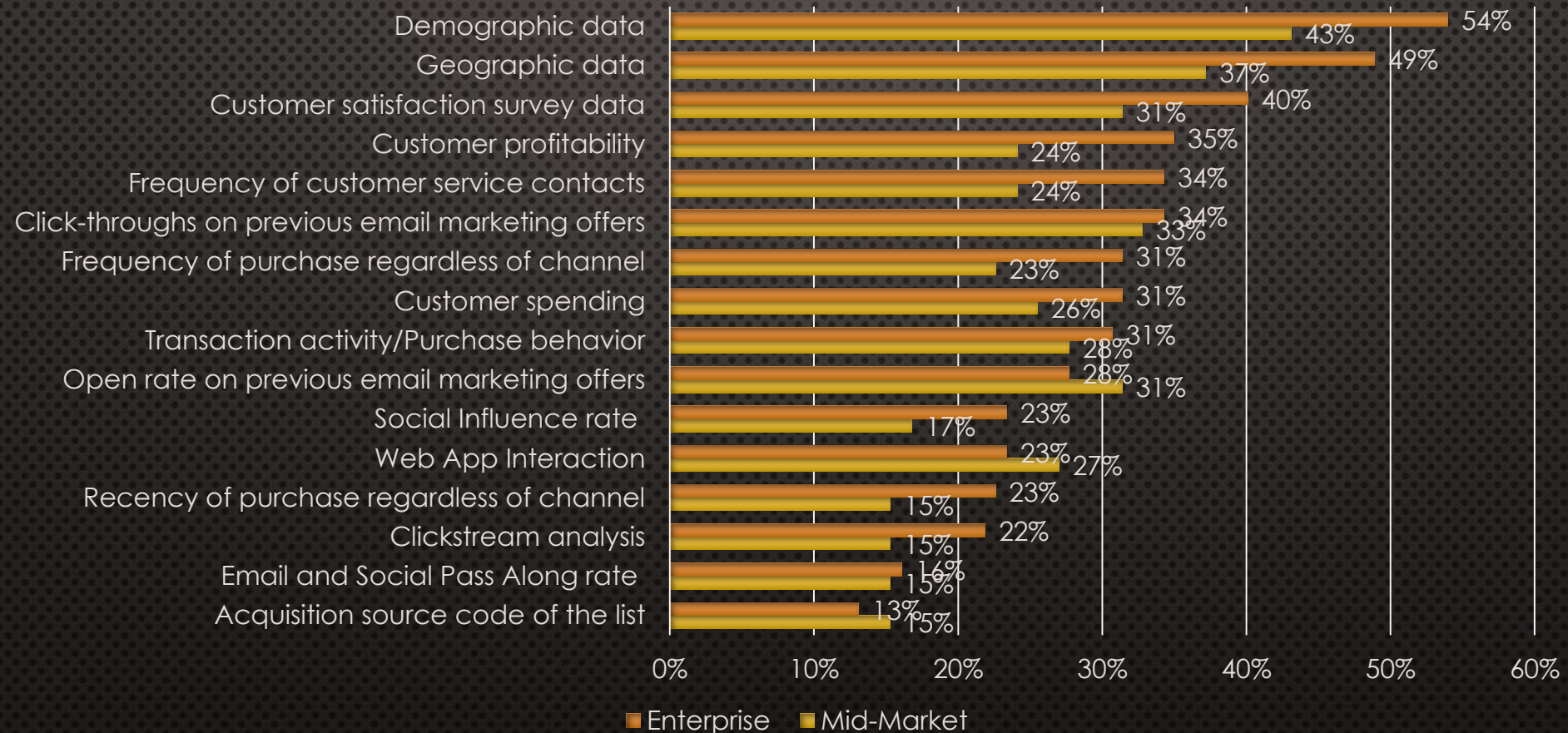


*Question Asked: What are your greatest challenges when developing multichannel campaigns? (select all) (Selected top 12 challenges)*

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

# MARKETERS ARE MISSING MANY SEGMENTATION OPPORTUNITIES

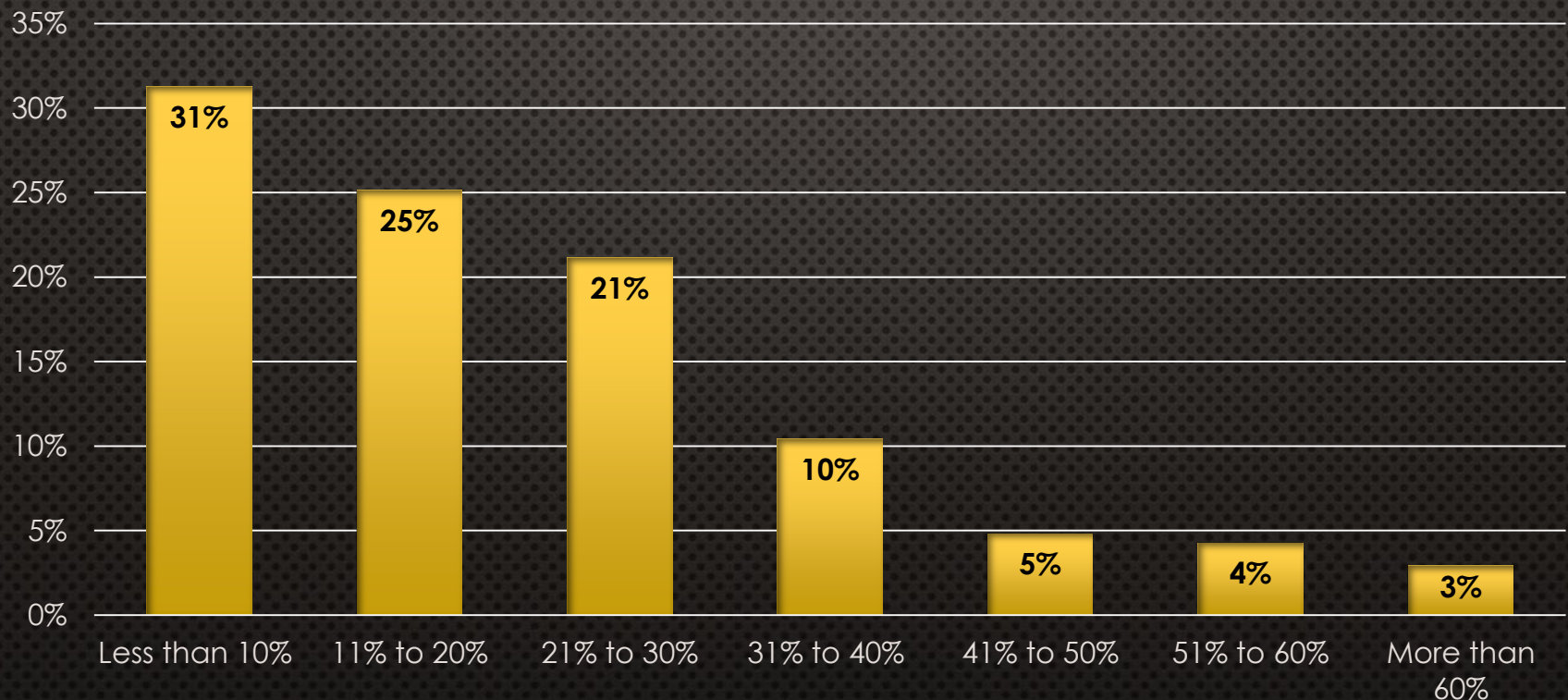
## Data Used For Email Marketing Segmentation - 2014



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

# RESOURCE CONSTRAINED MARKETING DEPARTMENTS NEED TO BETTER UTILIZE AUTOMATED MESSAGING

## Percentage of Automated/Triggered Messages - 2014

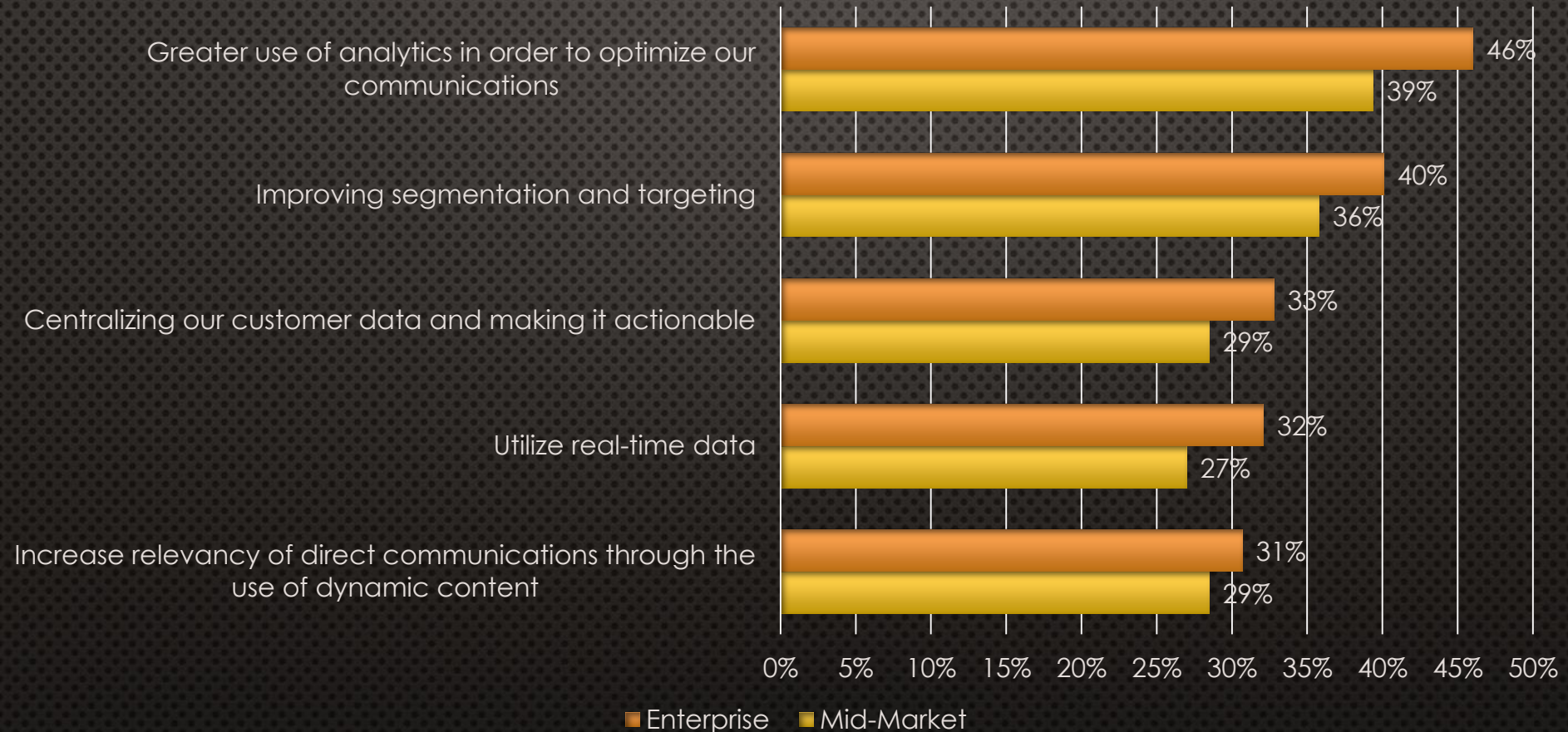


*Question Asked: What percentage of the messages that you send are automated, as in triggered messages based upon customer behavior?*

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

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

## Top Five 2015 Priorities For improving ROI

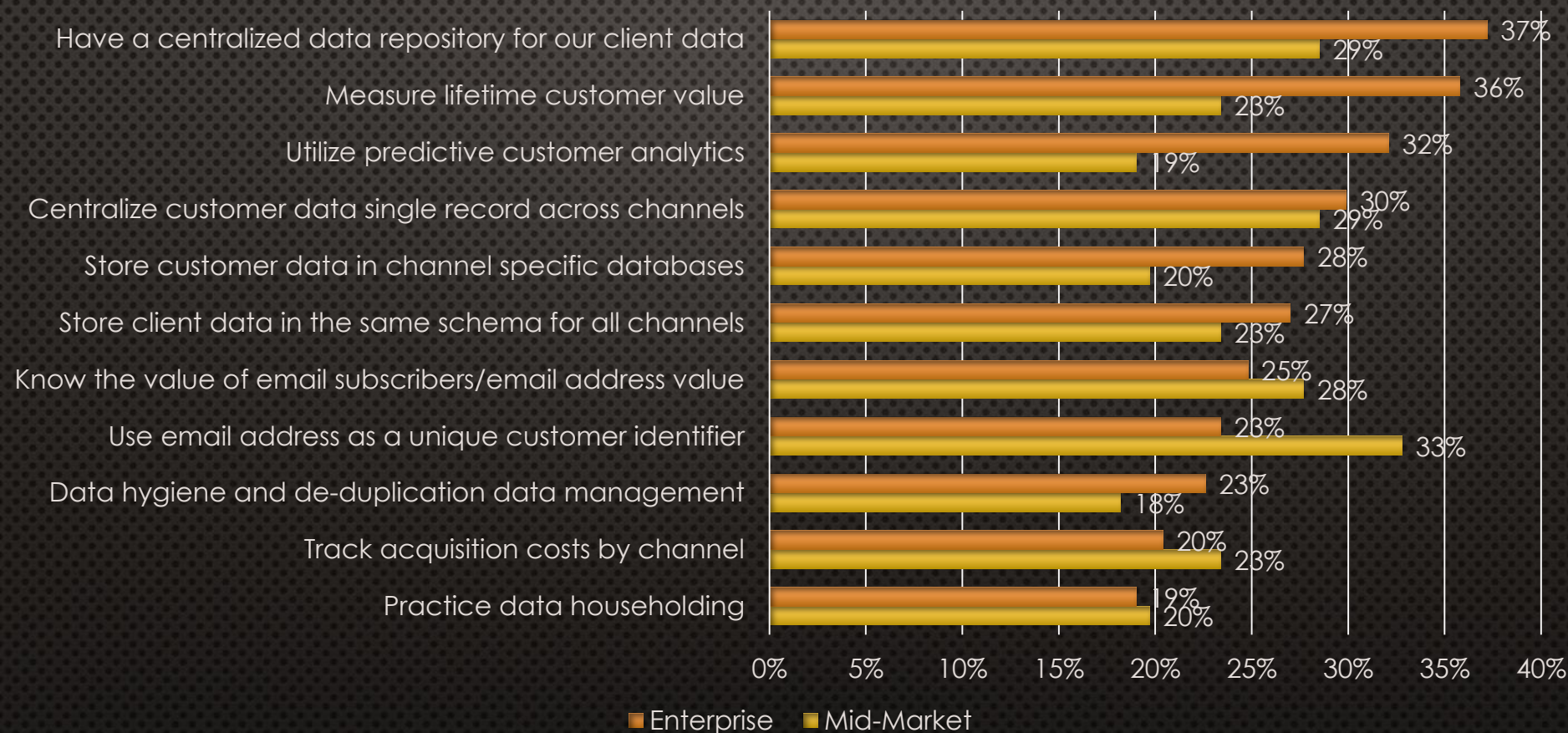


*Question Asked: What are your top five priorities for improving the ROI of your email marketing programs in 2015? (select top five)*

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

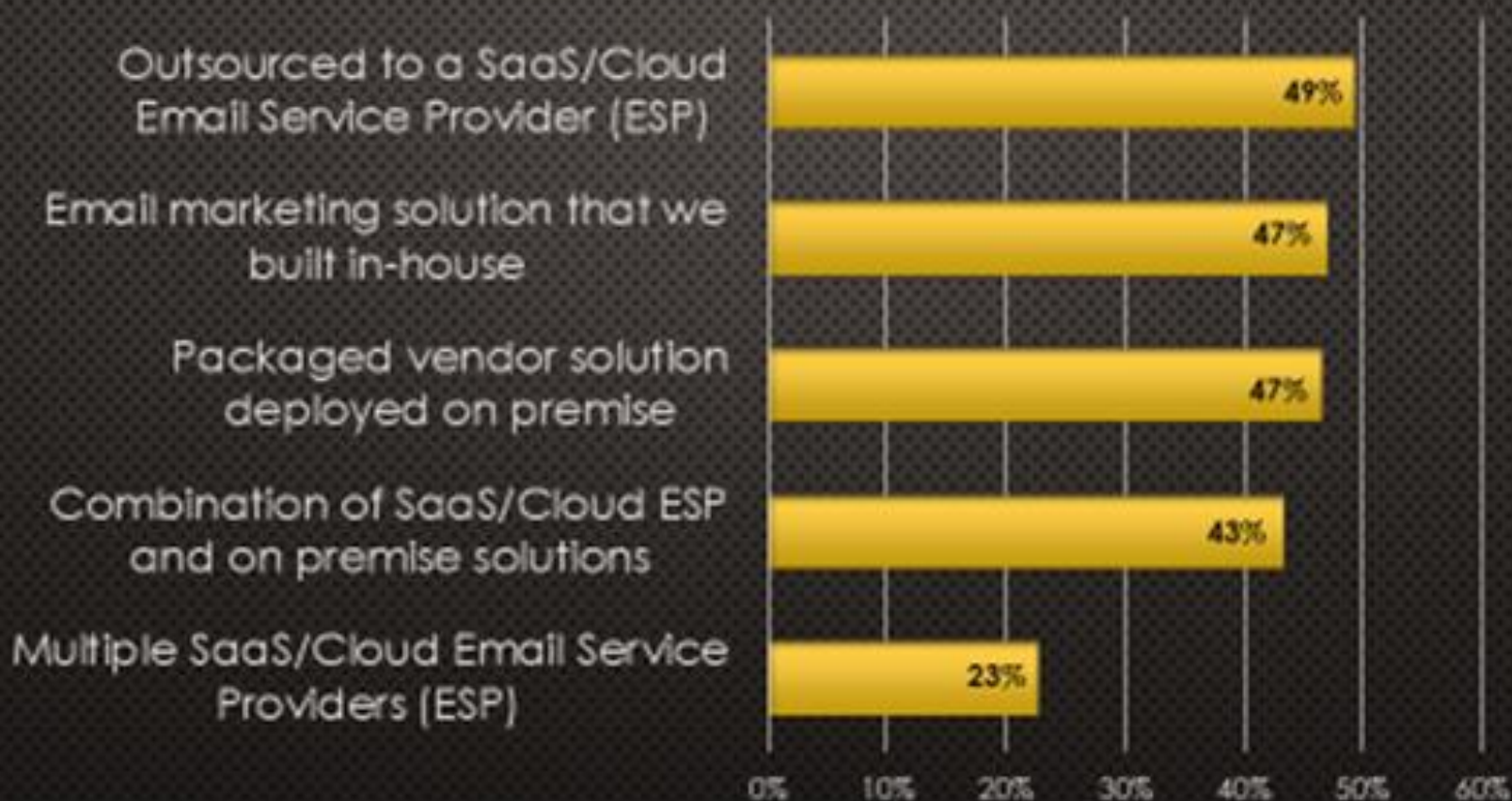
# FEW MARKETERS HAVE CENTRALIZED MARKETING DATA, CREATING A NEED FOR A HYBRID MARKETING SOLUTION

## 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

## 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

NEW APPROACH TO ACCELERATE &  
INNOVATE EMAIL:  
**HYBRID EMAIL MARKETING**

# 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

# 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



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

- SECURE ACCESS TO **ALL** DATA
- NO DATA REPLICATION
- REAL-TIME DATA RETRIEVAL



- MANAGED DELIVERABILITY
- MASSIVE SCALABILITY
- MULTI-TENANT EFFICIENCY
- > 99.9% UPTIME
- EPHEMERAL DATA STORAGE



# MAKING CUSTOMER DATA ACTIONABLE

The screenshot displays the MessageGears web interface. At the top, there's a navigation bar with 'MessageGears' logo and tabs for 'Audience', 'Content', and 'Campaigns'. Below this is a sub-navigation bar with 'Database Connections', 'Database Queries', 'URL Data Sources', 'Campaign Triggers', and 'Real-Time Data Feed'. The main section is titled 'Database Connections' and features a table with columns: Name, Database Type, Host, Default DB, Created, and Last Modified. The table lists several database connections, including Magento MySQL, MySQL Certification, Oracle Certification, Postgres Certification, SQL Server Certification, and Teradata Certification. To the right of the table is a 'Database Query' section with a 'Name' field (eTravel Daily Deal Offers), 'Database Connection' (MySQL Certification), 'Data Type' (CONTEXT), 'Created By' (Taylor Jones), 'Created' (12/18/2014 3:05 PM), 'Last Updated By' (Taylor Jones), 'Last Modified' (12/18/2014 3:05 PM), and 'Approximate Row Count' (884). Below this is a text area containing a SQL query. At the bottom of the query section is a 'Test' button.

Name	Database Type	Host	Default DB	Created	Last Modified
Magento MySQL	MySQL	magento.messagegears.com	magento	12/18/2014 02:16 PM	12/18/2014 02:16 PM
MySQL Certification	MySQL	qa-accel-mysql.messagegears.com	accelerator	12/18/2014 02:11 PM	12/18/2014 02:12 PM
Oracle Certification	ORACLE	qa-accel-oracle.messagegears.com	ACCEL	12/18/2014 02:12 PM	12/18/2014 02:12 PM
Postgres Certification	PostgreSQL	qa-accel-postgres.messagegears.com	accelerator	12/18/2014 02:13 PM	12/18/2014 02:13 PM
SQL Server Certification	SQL Server	qa-accel-mssql.messagegears.com			
Teradata Certification	TERADATA	qa-accel-teradata.messagegears.com			

Showing 1 to 6 of 6 entries

**Database Query**

Name: eTravel Daily Deal Offers  
Database Connection: MySQL Certification  
Data Type: CONTEXT  
Created By: Taylor Jones  
Created: 12/18/2014 3:05 PM  
Last Updated By: Taylor Jones  
Last Modified: 12/18/2014 3:05 PM  
Approximate Row Count: 884

```
1. select
2.     id as offerId,
3.     city_code as orig,
4.     destination_code as dest,
5.     title,
6.     left('desc',150) as 'desc',
7.     image_url as imageUrl,
8.     price,
9.     duration
10.  from
11.     etravel.destination,
12.     etravel.deal
13.  where
14.     destination_code = deal.destination_code
```

Test

- 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



# IMPROVING SEGMENTATION & TARGETING

## Campaign Trigger Action

Name

Reset Engagement Dates

Database Connection

MySQL Certification

Created

12/18/2014 7:35 PM

Created By

Taylor Jones

Last Modified

12/18/2014 7:35 PM

Modified By

Taylor Jones

1. update

credit\_demo.user

2.

3. set

4. last\_email\_engagement = '2014-01-01 00:00:00';

5. last\_website\_engagement = '2014-01-01 00:00:00';

Test

Back

Actions

List Segmentation Criteria

Minimum Credit Score

any

Default: any

Home Status

any

Default: any

Minimum Salary

0

Default: 0

Occupation

any

Default: any

Last Email Engagement

1

Default: 1

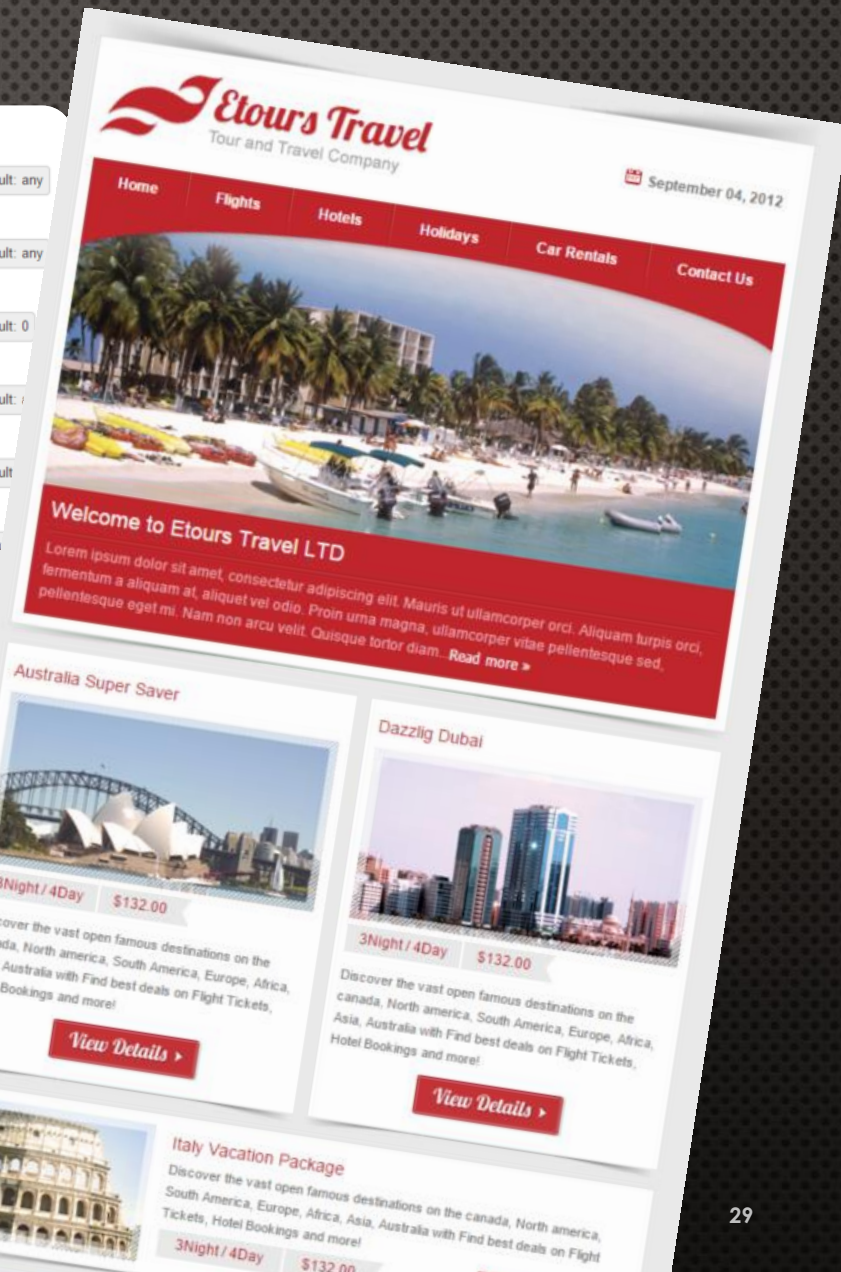
Last Website Visit

any

Default: any

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

 **MessageGears**™



# INCREASING RELEVANCY WITH DYNAMIC CONTENT

**Context Test Data**

eTravel Tours (dynamic)

Table View Source Refresh sample from datasource: -- Choose One -- Refresh

Show 10 entries Search:

duration	title	price	desc	dest	imageUrl	orig	offerId
3Night / 4Day	Amsterdam	9314	Museums are the main tourist attraction in Amsterdam. Everyone ... It is a traditional double-leaf, Dutch draw-bridge connecting the banks of the rive	AMS	http://messagegears-prod-demo.s3.amazonaws.com/messagegears_travel/images/Amsterdam.jpg	ATL	1011
3Night / 4Day	Amsterdam	3758	Museums are the main tourist attraction in Amsterdam. Everyone ... It is a traditional double-leaf, Dutch draw-bridge connecting the banks of the rive	AMS	http://messagegears-prod-demo.s3.amazonaws.com/messagegears_travel/images/Amsterdam.jpg	ANC	1028
3Night / 4Day	Amsterdam	7337	Museums are the main tourist attraction in Amsterdam. Everyone ... It is a traditional double-leaf, Dutch draw-bridge connecting the banks of the rive	AMS	http://messagegears-prod-demo.s3.amazonaws.com/messagegears_travel/images/Amsterdam.jpg	AUS	1045
3Night / 4Day	Amsterdam	5774	Museums are the main tourist attraction in Amsterdam. Everyone ... It is a traditional double-leaf, Dutch draw-bridge connecting the banks of the rive	AMS	http://messagegears-prod-demo.s3.amazonaws.com/messagegears_travel/images/Amsterdam.jpg	BWI	1062
3Night / 4Day	Amsterdam						
3Night / 4Day	Amsterdam						

**HTML Content**

eTravel Tours (dynamic)

Edit

TEMPLATE

- Overview
- Settings
- Recipient Data
- Context Data

CONTENT

- Headers
- HTML**
- Text

TEST

- Personalization
- Spam Filter
- Content Evaluation
- Email Clients
- Subject Line

ADVANCED

- Personalization Fields

HTML Content Preview:

\$(recipDeals[0] title)  
\$(recipDeals[0] duration) \$(recipDeals[0] price? number? string currency)  
\$(recipDeals[0] desc)  
View Details

\$(recipDeals[1] title)  
\$(recipDeals[1] duration) \$(recipDeals[1] price? number? string currency)  
\$(recipDeals[1] desc)  
View Details

\$(recipDeals[2] title)  
\$(recipDeals[2] duration) \$(recipDeals[2] price? number? string currency)  
View Details


\$(recipDeals[3] title)  
\$(recipDeals[3] duration) \$(recipDeals[3] price? number? string currency)  
View Details

- 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



# UTILIZING REAL-TIME DATA

## Real-Time Data Feed

 Warning Event processing has been paused

### Activity Types

Activity	Description	Last Modified	Status
<a href="#">Bounce</a>	Message bounced	12/16/2014 6:13 PM	Disabled
<a href="#">Spam Complaint</a>	Feedback loop	12/16/2014 6:13 PM	Disabled
<a href="#">Unsubscribe</a>	Unsubscribe processing	12/16/2014 6:13 PM	Disabled
<a href="#">Click</a>	Click tracking	12/18/2014 7:22 PM	Enabled
<a href="#">Open</a>	Open tracking	12/18/2014 7:21 PM	Enabled
<a href="#">Delivery</a>	Delivery confirmations	12/16/2014 6:13 PM	Disabled
<a href="#">Job Error</a>	Job Error	12/16/2014 6:13 PM	Disabled

### Recent Activity

2,063  
Recipients

2,064  
Deliveries

0  
Clicks

64  
Opens

0  
Bounces

0  
Complaints

0  
Unsubscribes

0  
Queue Size

#### Scheduled Jobs

Show 10 entries

Next Scheduled Occurrence	Campaign Name	Spam Score	Estimated Job Size	Schedule Mode
01/20/2015 01:00 PM	RunKeeper Tomorrow Events		1.1	0 DAILY

Showing 1 to 1 of 1 entries

#### Recent Jobs

Show 10 entries

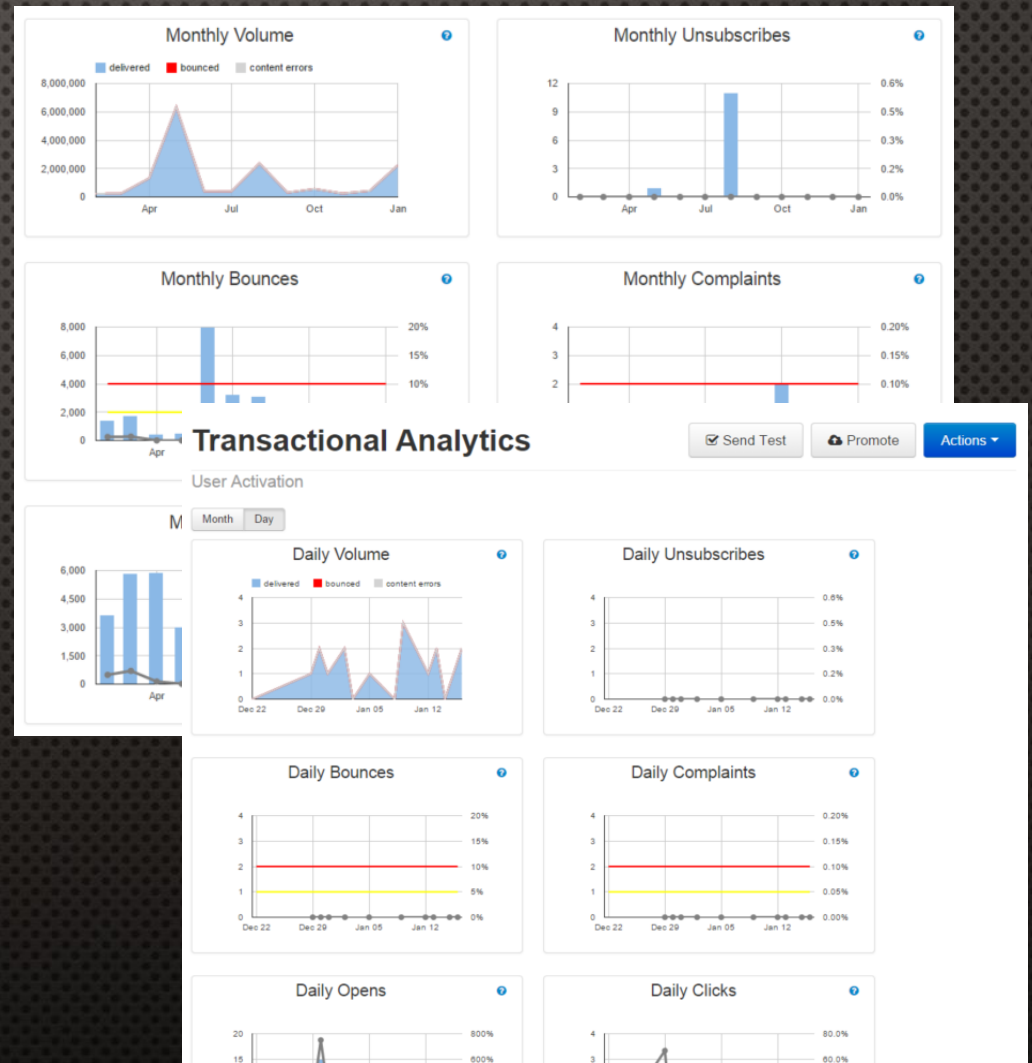
Start Time	Campaign	Spam Score	Job Size	% Complete	Bounce %	Spam %	Open %	Click %
01/19/2015 01:00 PM	RunKeeper Tomorrow Events		0	<div></div>	0.0%	0.0%	0.0%	0.0%
01/18/2015 01:00 PM	RunKeeper Tomorrow Events		0	<div></div>	0.0%	0.0%	0.0%	0.0%
01/17/2015 01:00 PM	RunKeeper Tomorrow Events		0	<div></div>	0.0%	0.0%	0.0%	0.0%

- 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



# USING ANALYTICS TO OPTIMIZE COMMUNICATIONS

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



# 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



 MessageGears<sup>TM</sup>



# THANK-YOU! FOLLOW-UP WITH YOUR QUESTIONS

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