

# Stand out from the crowd – Email innovations that get attention



**Greta MacDonald**

Email Marketing Manager – ServiceMaster

2015 eec Stefan Pollard Email Marketer of the Year Finalist

[gmacdonald@ahslink.com](mailto:gmacdonald@ahslink.com)

Twitter: @\_Momma\_\_G\_



**Mike Sylwestrzak**

Sr. Account Supervisor - Epsilon

[Mike.Sylwestrzak@epsilon.com](mailto:Mike.Sylwestrzak@epsilon.com)

Twitter: @mikesylwestrzak

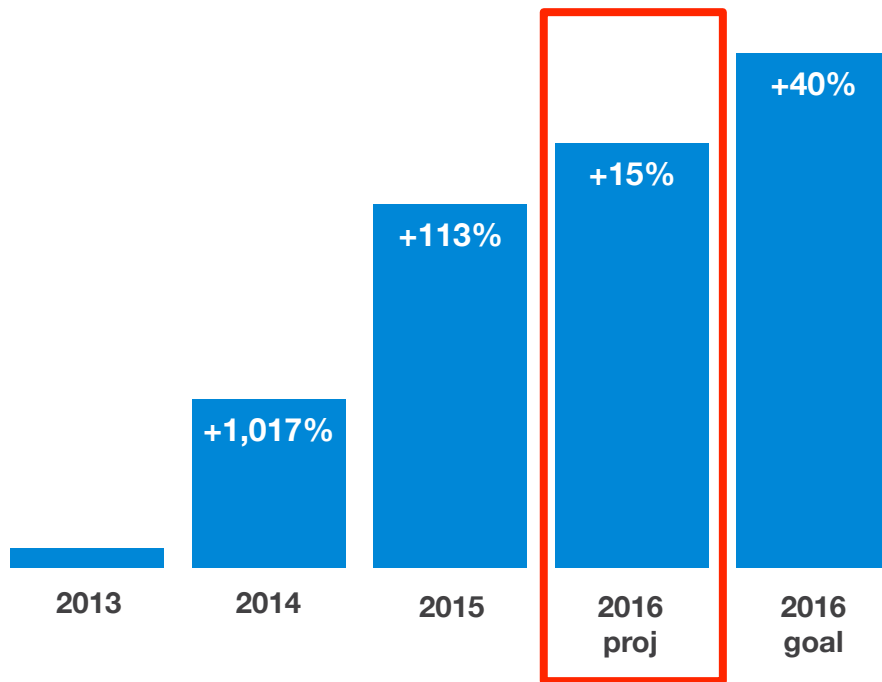
EPSILON®

**“Creativity is thinking up new things.  
Innovation is doing new things”**



**Theodore Levitt**  
*Economist and professor at Harvard Business School*

# ServiceMaster Email Marketing 1.0



Growth rate is slowing in 2016

# The Solution: **Innovation**






# Strategic Innovation


# In Email scheduling with live content

- Integrate available appointment times through an API
- On ServiceMaster's roadmap for summer with Terminix termite inspections

– Powered by Movable Ink

LENSCRAFTERS'  







## SCHEDULE NOW. WE'VE MADE IT EASY.

Rachel, we found several eye exam openings at The Promenade At Bolingbrook LensCrafters®. Go online to make your appointment or to see other openings.

### OPENINGS AT THE PROMENADE AT BOLINGBROOK:

TOMORROW	May 5	10:20 AM	3:40 PM	7:20 PM
WEDNESDAY	May 6	10:00 AM	3:40 PM	7:20 PM
SATURDAY	May 9	9:00 AM	1:00 PM	5:20 PM

 SCHEDULE NOW >

 CHANGE LOCATION >

# Let's chat!

- Consumers want to communicate with brands in ways most convenient for them.
- Adding a chat function directly in the email provides three calls to action to encourage conversation

American  
Home Shield

## Washing Machine Broken? Let Us Lighten Your Load



Don't let a broken washing machine clean out your savings. Make sure your appliances are protected with an American Home Shield [Home Warranty](#). Let AHS\* also cover the replacement or repair of major components of your home systems, such as A/C, heating, plumbing and water heaters.

[BUY ONLINE NOW](#) ➤



**CHAT LIVE ONLINE** ➤  
with one of our agents

Mon – Fri: 8 a.m. – 8 p.m. CT  
Sat: 9 a.m. – 5:30 p.m. CT Sun: 9 a.m. – 6 p.m. CT

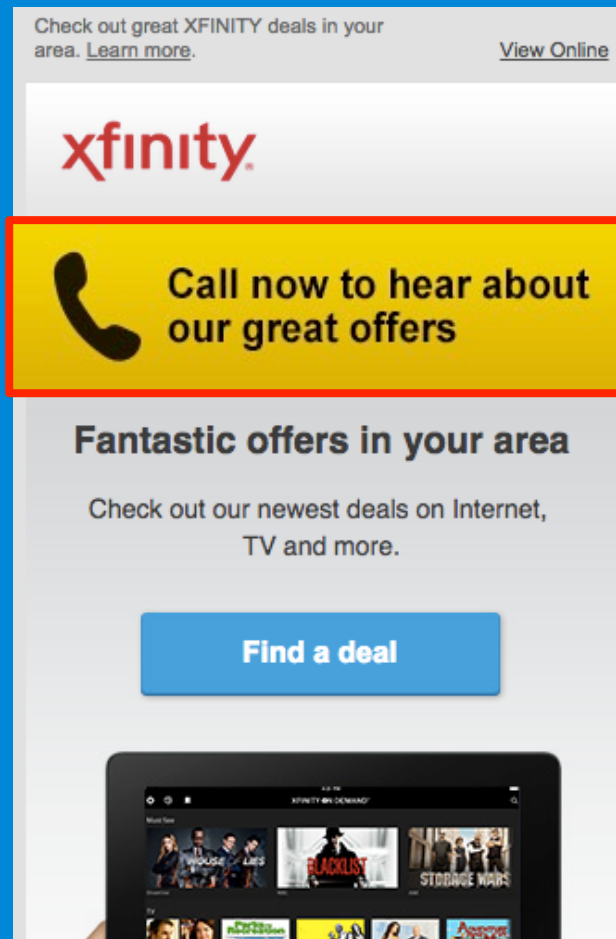
Or call 855 550 8984 today for a quote.



# Device targeting

- Improve mobile conversion rates by allowing consumers to call directly from mobile device based on where the email is opened

– Powered by Movable Ink



# Close sale of leads at the bottom of the funnel

- Closing sales for products that require inspections is a key strategy for Terminix
- Triggered email confirmations offer opportunity to set expectations for the inspection, reinforce the sale with the guarantee
- Coming soon: add to calendar function, reminders

**TERMINIX**

**Your free inspection is scheduled for**



Thank you for choosing [Terminix](#).

Please be home to meet with the termite technician.

They will need to inspect the inside and outside of your home and discuss your options.

termite entry points to look for signs of termite activity:

- ✓ Roof eaves and exterior wood / siding
- ✓ Deck / patio
- ✓ Any areas where the ground contacts wood
- ✓ Interior walls
- ✓ Cabinets and window sills
- ✓ Attic / crawl space / basement
- ✓ Bathroom traps

- If there are signs of an infestation, your technician will recommend the right termite treatment plan
- If your home shows no signs of infestation, your technician will offer suggestions for how to prevent a termite invasion

[Learn more](#) about the termite inspection process

**If you need to reschedule, call 1.855.819.8918**

**THE STRONGEST GUARANTEE IN THE BUSINESS**

**ULTIMATE PROTECTION  
GUARANTEE**

- You'll never pay for future termite treatments or damage repairs as long as you keep your plan.\*
- 100% satisfaction or your money back.†

# Add value

- Free Home repair guide
- Drive audience engagement



## Put FREE Home Maintenance Quick Fixes to Work For You

American Home Shield® can help make it easy for you to keep your home systems and appliances running smoothly. Use this [FREE Guide](#) to help keep your home in great shape, too.



**DOWNLOAD YOUR FREE GUIDE** ➤

Call **855 550 8902** and we'll answer any questions about an AHS® Home Warranty or **get a quote online.**

# Innovative testing – Let “the machine” do the work

- Machine generated subject lines drive efficiency and response
- Over 30% increase in CTR with initial testing

## Subject Line

⊗ Unexpected repairs? (Don't risk it, help your budget)

✉ Hint: Don't risk it, prepare for when things break down

Unexpected repairs? We can help you...

Unexpected repairs? We can help.

HOLY SMOKES! (Don't risk it, protect your home)

✉ UNEXPECTED REPAIRS? You're on our list to protect your home

⚠ Hint! (We can help you protect your home)

⊗ HOLY SMOKES! We can help you prepare for when things break down

✉ Holy smokes! (We're inviting you to...)

HINT: We're inviting you to help your budget

Take caution! (You're on our list to prepare for when things break down)

⊗ Take caution! We're inviting you to protect your home

⚠ TAKE CAUTION! Don't risk it...

⚠ UNEXPECTED REPAIRS? (We're inviting you to prepare for when things break down)

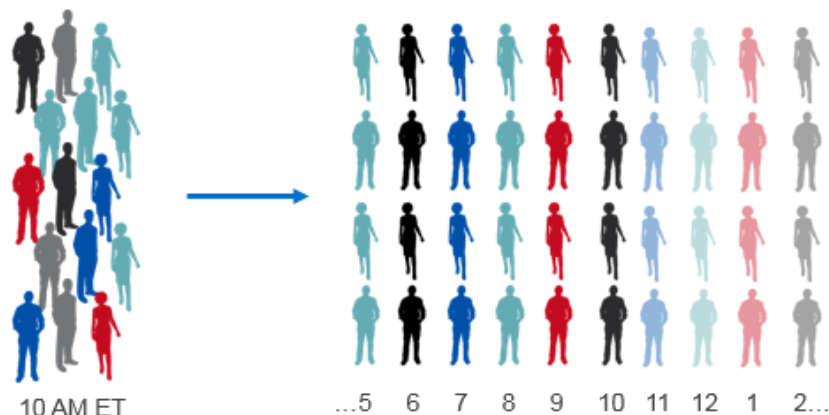
✉ TAKE CAUTION! (We can help you help your budget)

⚠ Holy smokes! You're on our list to help your budget

⊗ HINT! (You're on our list to...)

# Send time optimization

Leverage a consumer's median action time over a set period to determine the best deployment time




Combining activity data from both our file and the partner database allows us to optimize deployment time on a individual level, ensuring we are top of inbox when it matters most

# Add value: Zika email

**TERMINIX**

IN THE NEWS

**GET THE LATEST ON  
THE ZIKA VIRUS**


To keep you informed, here is an update on Zika – a mosquito-borne virus that the World Health Organization has declared a public health emergency of international concern


**Zika in the US: The Latest Numbers**

- <XXX> travel-associated Zika virus disease cases reported in the US
- <XXX> locally acquired cases reported in the US
- <XXX> travel-associated cases reported in US Territories\*
- <XXX> locally acquired cases reported in US Territories\*

Source: Centers for Disease Control and Prevention, [cdc.gov/zika/](https://www.cdc.gov/zika/), <mm/dd/yy> \*US Territories equals Puerto Rico, US Virgin Islands and American Samoa.

THE FACTS ABOUT ZIKA






ZIKA VIRUS SYMPTOMS

WHY DO MOSQUITOES BITE?

ZIKA AND PREGNANCY

7 WAYS TO STOP MOSQUITOES FROM BREEDING IN YOUR YARD

Follow us





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# Using email marketing to solve business issues

What if we could help PREVENT the most costly service requests, what impact could that have on the business?

***Empower customers to avoid breakdowns of our most costly service requests through email marketing***

To illustrate: 6 maintenance steps to avoid Refrigerator Repairs – in only 20 minutes

1. Clean the condenser coils (5 min)
2. Clean the condenser fan (5 min)
3. Wipe down the door gasket (2 min)
4. Clear the freezer vents (5 min)
5. Set the temperature controls to the middle settings (1 min)
6. Clear and clean the drip openings (2 min)

Source: Family Handyman

# Creative Innovation



# Animation



## Plumbing Problems Don't Have to Drain Your Budget



Don't sink your paycheck into making unexpected repairs on covered plumbing system components. Protect your budget with an AHS® [Home Warranty](#).

**BUY ONLINE NOW >**

Or call **855 550 8902** today for a quote

### Why Choose American Home Shield®?

- > Reliable coverage you can count on from the industry leader
- > Request award-winning\* service 24/7 online or by phone
- > Access our trusted nationwide network of service providers

**PROTECT YOUR HOME >**



Show you care with an AHS Home Warranty gift and get \$50 off.  
[BUY NOW](#) | [View Online](#)



A Gift for Those Who Matter Most

## GET \$50 OFF



If you're looking for a special holiday gift, consider an American Home Shield® [Home Warranty](#).

Help protect loved ones against the expense of unexpected covered repairs or replacements for an entire year!

**BUY NOW AND SAVE \$50 >**

Or call **888 650 8816** today for a free quote.

Promo Code XXXXX | Offer Expires: 12/15/2014

## TERMINIX

## WITHOUT PEST CONTROL...

Health risks could be hiding in plain sight

**BUY NOW >>**

Save \$50\* when you buy online  
Or call **1.877.869.2899** for a free estimate



Common household pests can wreak havoc with your family's well-being. We'll help you recognize – and treat – the risks:



### Food Poisoning

Ants, cockroaches and rodents can contaminate food, cooking equipment and kitchen and dining surfaces with E. coli and Salmonella bacteria.



### Pest Allergies

Many children and senior citizens are sensitive to

# Animate in a big way to capture attention

- With only seconds to grab a subscribers attention, sometimes a little smoke can help!

American  
Home Shield

**Breakdowns Can Happen,  
Even At Your Home.**



# Make it personal

*“Consumers are in a constant state of inattention”*

- Address personalization can add seconds to an email view by grabbing attention



The advertisement for American Home Shield features a red circle around the headline "Breakdowns Can Happen, Even At 15505 Admiral Baker Cir". Below the headline is an image of an air conditioning unit. The text "Help reduce the headaches of home ownership with an American Home Shield Home Warranty." is followed by the phone number "Call 888 650 8816 today for a quote or" and a red button labeled "BUY ONLINE NOW". A section titled "Why choose American Home Shield?" lists four bullet points: "Help avoid costly repairs or replacements when covered home system components and appliances break down", "Trusted nationwide network with award-winning service", "Request service 24/7 from the industry leader: [learn more](#)", and "Over \$3 billion in service requests paid over the last 10 years". Below this is a red button labeled "PROTECT YOUR HOME". The footer includes "Connect With Us" with social media icons, "SINCE 1958" and "2014 BEST IN SERVICE" awards, and an "ACCREDITED BUSINESS" seal.

American Home Shield

**Breakdowns Can Happen, Even At  
15505 Admiral Baker Cir**



Help reduce the headaches of home ownership  
with an American Home Shield [Home Warranty](#).

Call 888 650 8816 today for a quote or

**BUY ONLINE NOW**

**Why choose American Home Shield?**

- ▶ Help avoid costly repairs or replacements when covered home system components and appliances break down
- ▶ Trusted nationwide network with award-winning service\*
- ▶ Request service 24/7 from the industry leader: [learn more](#)
- ▶ Over \$3 billion in service requests paid over the last 10 years

**PROTECT YOUR HOME**

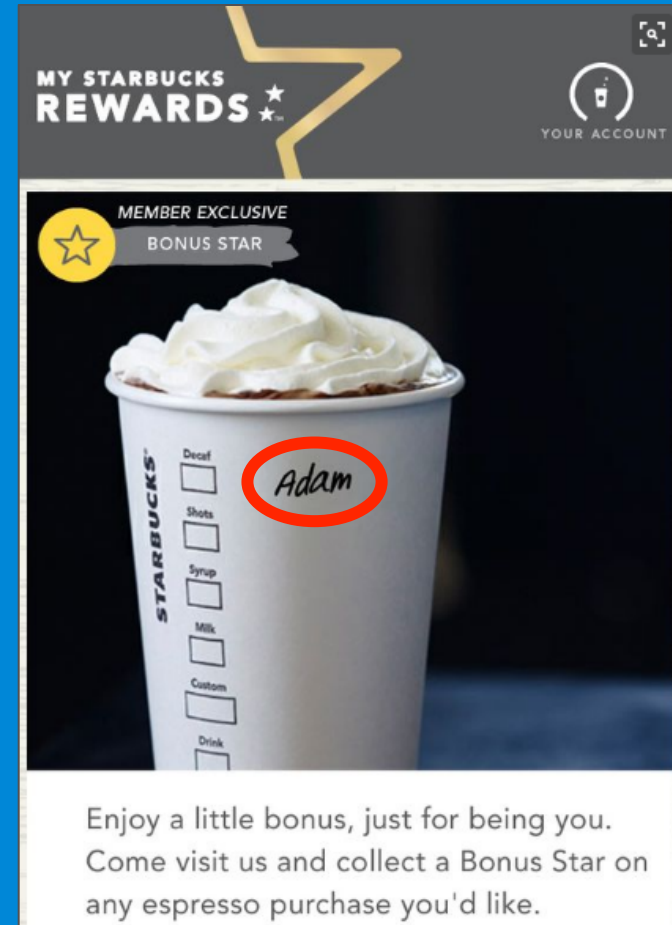
Connect With Us

f YouTube Twitter e

SINCE 1958  
2014 BEST IN SERVICE

ACCREDITED BUSINESS

# Inspired by a Starbucks campaign



MY STARBUCKS  
REWARDS

YOUR ACCOUNT

MEMBER EXCLUSIVE  
BONUS STAR

STARBUCKS

Decaf ☐

Shots ☐

Syrup ☐

Milk ☐

Custom ☐

Drink ☐

Adam

Enjoy a little bonus, just for being you.  
Come visit us and collect a Bonus Star on  
any espresso purchase you'd like.

# Make it relevant and local

- Use dynamic content to populate testimonials from the recipient's city

Find out what your fellow [Market] residents are saying about AHS | [View Online](#)

**American Home Shield**

### See Why Customers Love Their AHS® Home Warranty!

"We've used AHS for repairs... for over 10 years, and have been very pleased with the service."  
– Cynthia H., Dallas, TX ★★★★★

"Great company to work with. On time and explained everything."  
– Shelley M., Dallas, TX ★★★★★

"AHS is always responsive to our needs... I was just talking to them about renewing my contract!"  
– Hayden H. Jr., Dallas, TX ★★★★★

Call 855 550 8984 today for a quote or

**BUY ONLINE NOW** 

**Smart reasons to buy an American Home Shield® Warranty:**



Low monthly payments



Request service online 24/7 or by phone



Nationwide network of pre-qualified service technicians

Call 855 550 8984 today to find the plan that is right for you or

**GET A QUOTE ONLINE** 

**What is an American Home Shield Home Warranty?**

It's a renewable service contract that helps protect your budget from costly repairs and replacements of your home system components and appliances. [Learn more](#) or [buy online now](#).

Life happens. Have a plan.™

CONNECT WITH US







"We've used AHS for repairs... for over 10 years, and have been very pleased with the service."

– Cynthia H., Dallas, TX ★★★★★

"Great company to work with. On time and explained everything."

– Shelley M., Dallas, TX ★★★★★

"AHS is always responsive to our needs... I was just talking to them about renewing my contract!"

– Hayden H. Jr., Dallas, TX ★★★★★

# Inspired by an Amazon campaign

**amazon home services** [Your Amazon](#) [Today's Deals](#) [Gift Cards](#)

Here's what your neighbors are saying about Amazon Home Services

"Excellent experience from start to finish."  
- Christy (Los Angeles, CA) ★★★★★

"Excellent, nice and professional service. Very happy!"  
- Mark (Los Angeles, CA) ★★★★★

"If I could give TEN stars I would."  
- Lynne (Los Angeles, CA) ★★★★★

[Learn more](#)


**Handpicked Pros**  
We do the homework, so you don't have to.

**Upfront Prices**  
Our pre-packaged services have upfront prices, so there are no surprises.

**Happiness Guarantee**  
We don't just introduce you to pros, we are with you every step of the way.

# Do the unexpected

- Tie a home warranty purchase to Valentine's Day
- SL: Roses are red, Smoke is black



## Love is Most Definitely in the Air







Just make sure you are the one who put it there. Don't let a broken oven ruin your Valentine's day! Breakdowns are inevitable, but when you purchase an American Home Shield® warranty, it's our job to [help protect your budget](#).

Call today for your free quote **888 650 8816** or [BUY ONLINE NOW](#)




If your covered home system components or appliances break down, we'll get the repair or replacement done right and done fast. Don't wait. [Buy online now.](#)


### Life Happens. Have a Plan.™

What is an American Home Shield® Home Warranty?  
It's a one-year, renewable service contract from an [award-winning company](#)\* that covers the repair or replacement of home system components and appliances, which frequently break down over time. [Learn more](#) or [buy online now](#).



CUSTOMER SATISFACTION COMES FIRST





# Do the unexpected

- Give yourself the gift of less stress on Black Friday!

❁ Enjoy the peace and harmony of the season with award-winning\* service from AHS. | [View Online](#)

American Home Shield

Give Yourself the Gift of Less Stress

**Save \$25\*\* When You Buy an AHS® Home Warranty**

**BUY ONLINE NOW**

Household breakdowns can happen any time, even during the holidays. Be prepared with an [American Home Shield® Home Warranty](#). If a covered home system component or appliance breaks, just request service [24/7](#) online or by phone and we'll be there to help.

[BUY ONLINE NOW AND SAVE \\$25](#)  
Call **855 550 7863** today for a quote.

Hurry, offer expires: 12/3/15 | Promo Code: GIFT25

CONNECT WITH US

[f](#) [t](#) [p](#) [v](#) [e](#)

2015 TOP RATED  
by HomeAdvisor.com

2014 BEST IN SERVICE  
by HomeAdvisor.com

ACCREDITED BUSINESS  
IBS



# Do the unexpected

- What do you give for the holidays to the person who has everything?  
An AHS home warranty



## Give the Gift of Protection and Peace of Mind

By giving your loved ones an American Home Shield® [Home Warranty](#), you'll be giving them the only gift that provides year 'round protection for their budget from unexpected expenses.

**BUY ONLINE NOW**

or call today for your free  
quote **866 295 7261**



# Seize the opportunity

- With a storm coming, people will have more time at home to catch up on their emails
- Live Content partner eliminates manual segmentation

American Home Shield

**WINTER STORM [XXXXXX]  
IS COMING**



Before Storm [XXXXXX] hits, take every precaution to keep your family warm and comfortable. What's your plan if you have a furnace breakdown?

American Home Shield® offers customizable home warranty plans that repair or replace covered home system components and appliances.

**BUY ONLINE** ➤

Or call **XXX XXX XXXX** today for a quote.

Thank you  
Q&A

