

Wear Is The Future? Email Marketers Meet Wearable Tech

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MQM Ventures

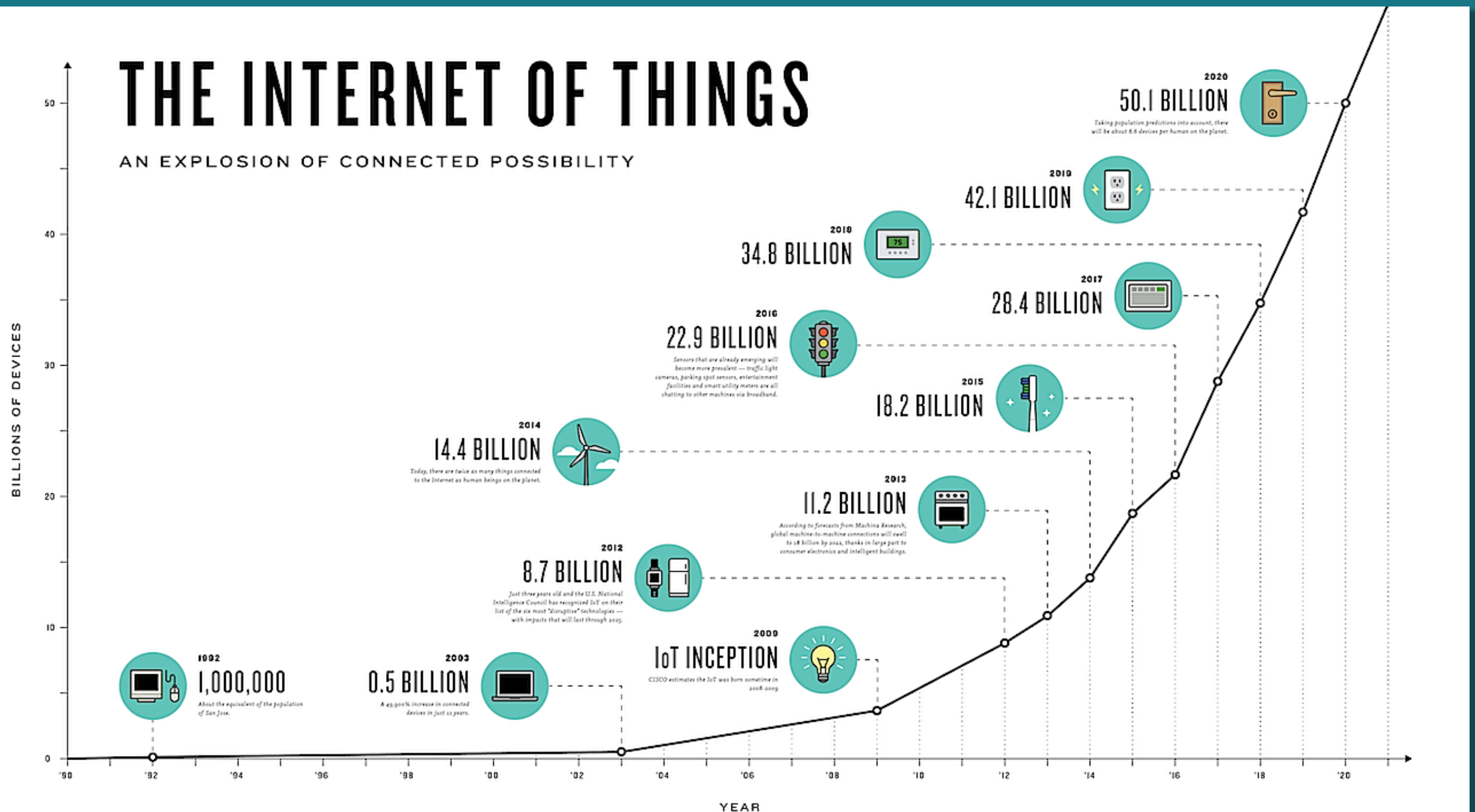
Adam Meshot, Cordial.io



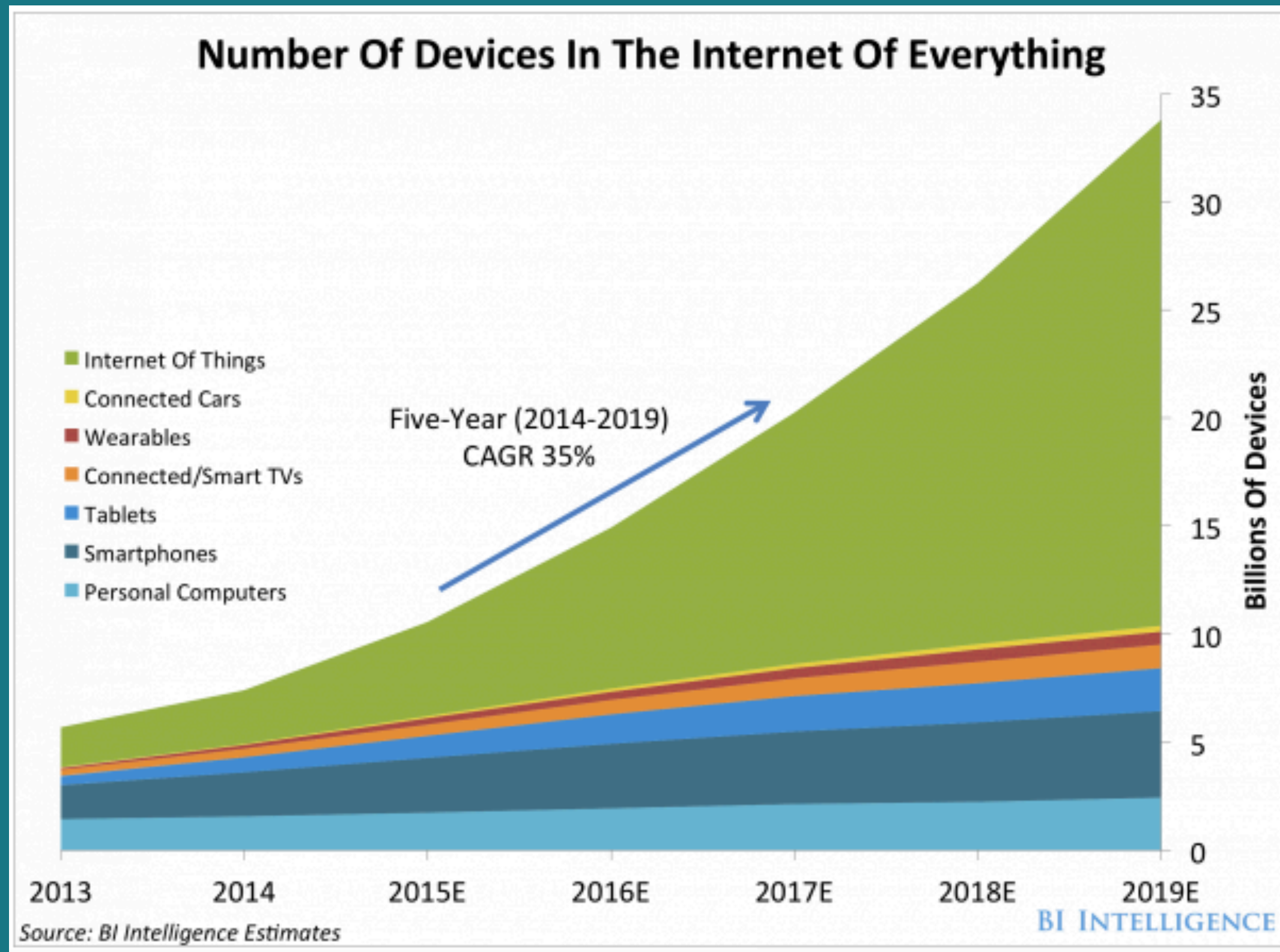
Wearable Adoption – Audience Poll



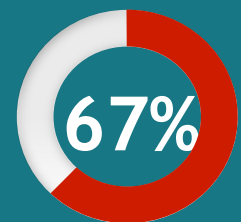
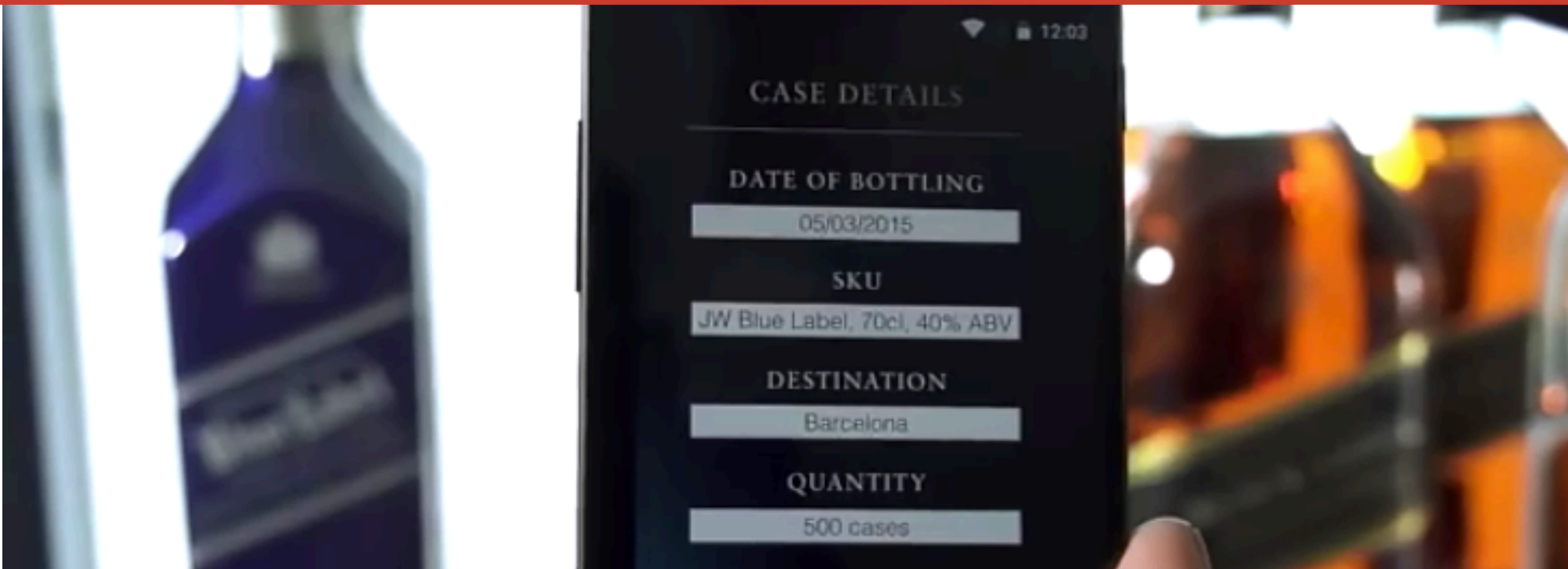
Connect Products and Data Growth



Wearable Growth

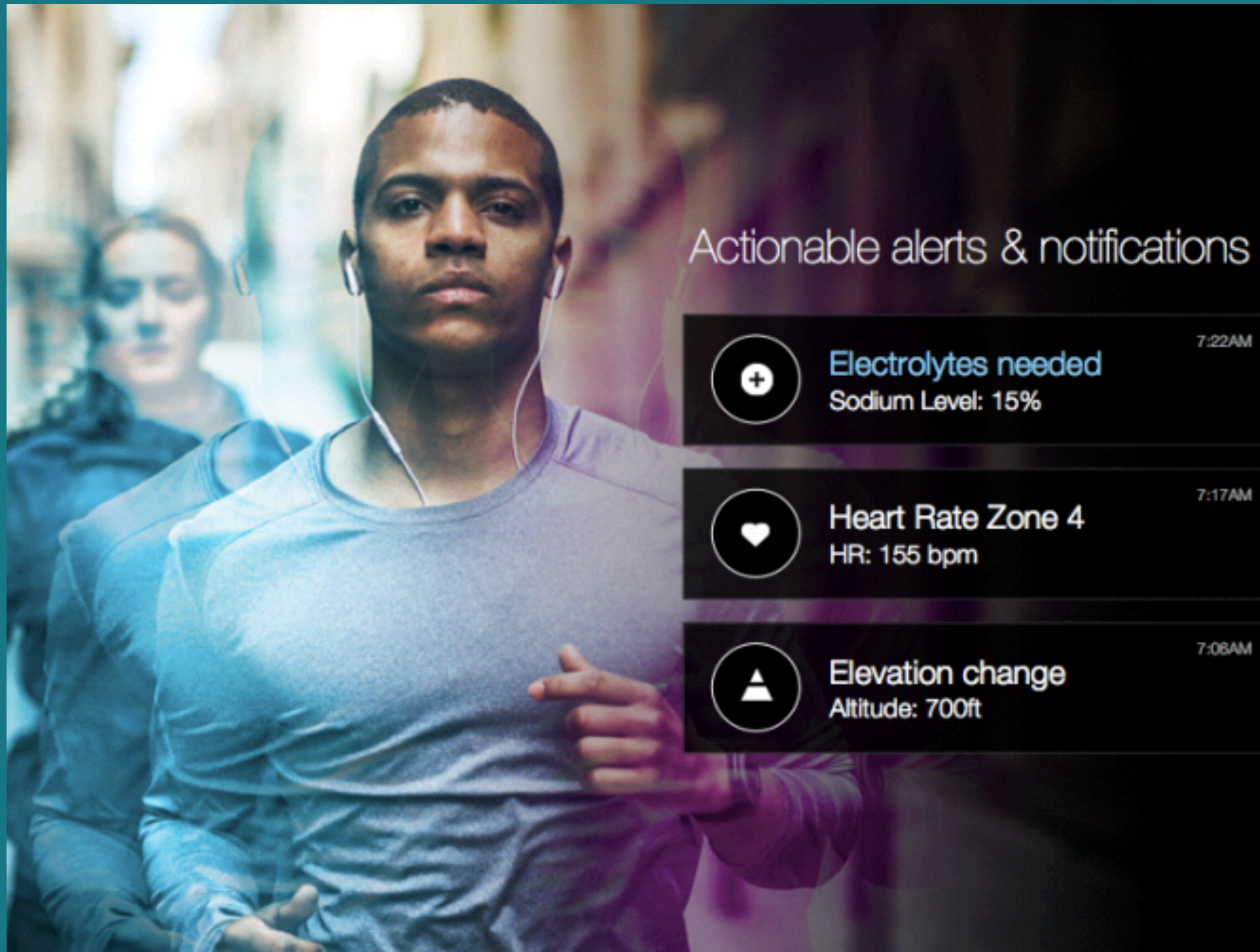


Connected CPG



Of Executives Have IIOT Strategy

Connected Fitness



Actionable alerts & notifications



Electrolytes needed
Sodium Level: 15%

7:22AM



Heart Rate Zone 4
HR: 155 bpm

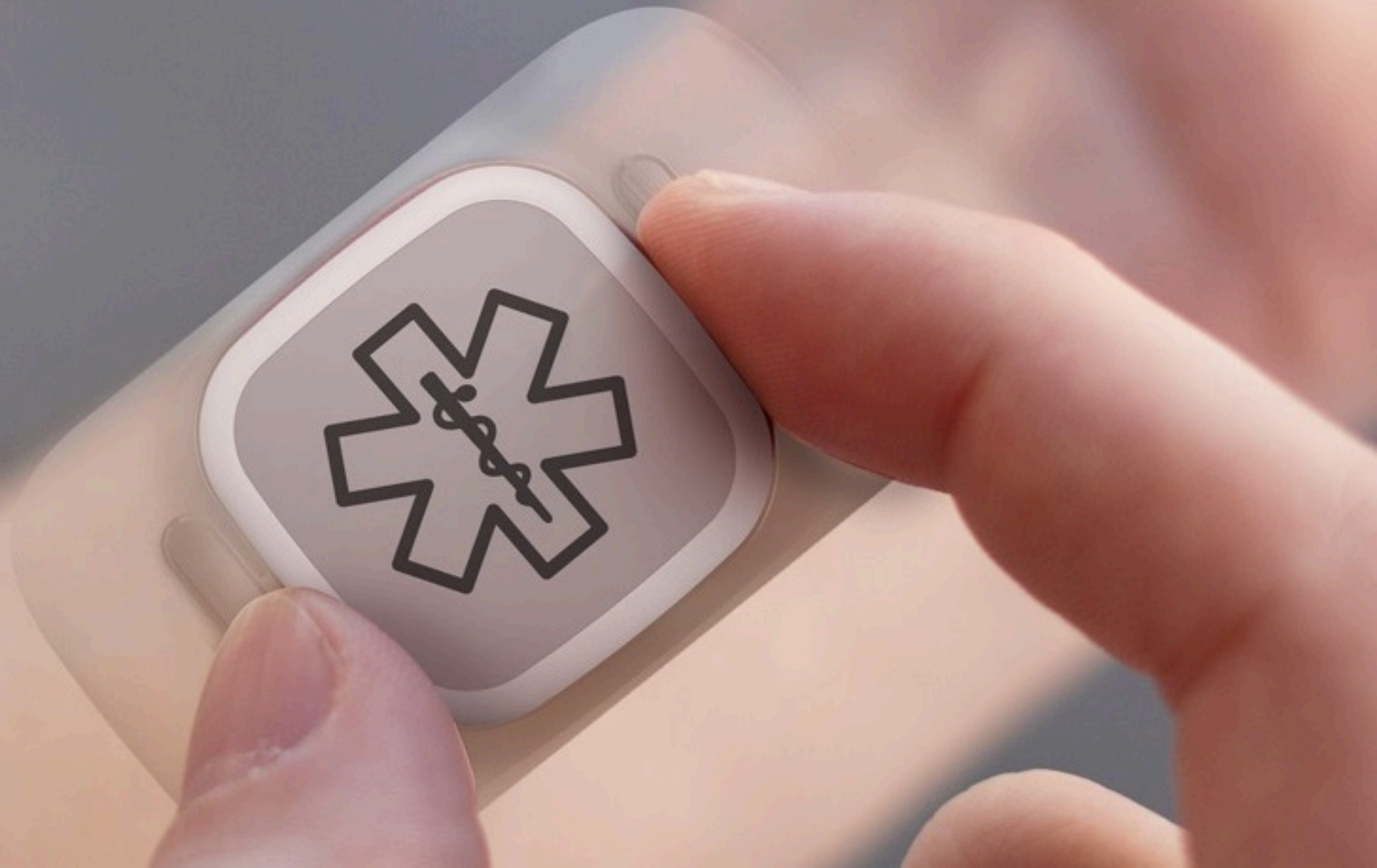
7:17AM



Elevation change
Altitude: 700ft

7:06AM

Connected Health



Connected Fashion



Connected Jewelry



Tyia

Disney Bridging Digital with Offline

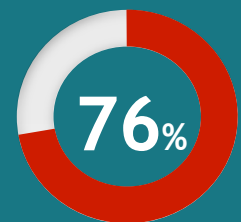


New Forms of Search and “Intent”



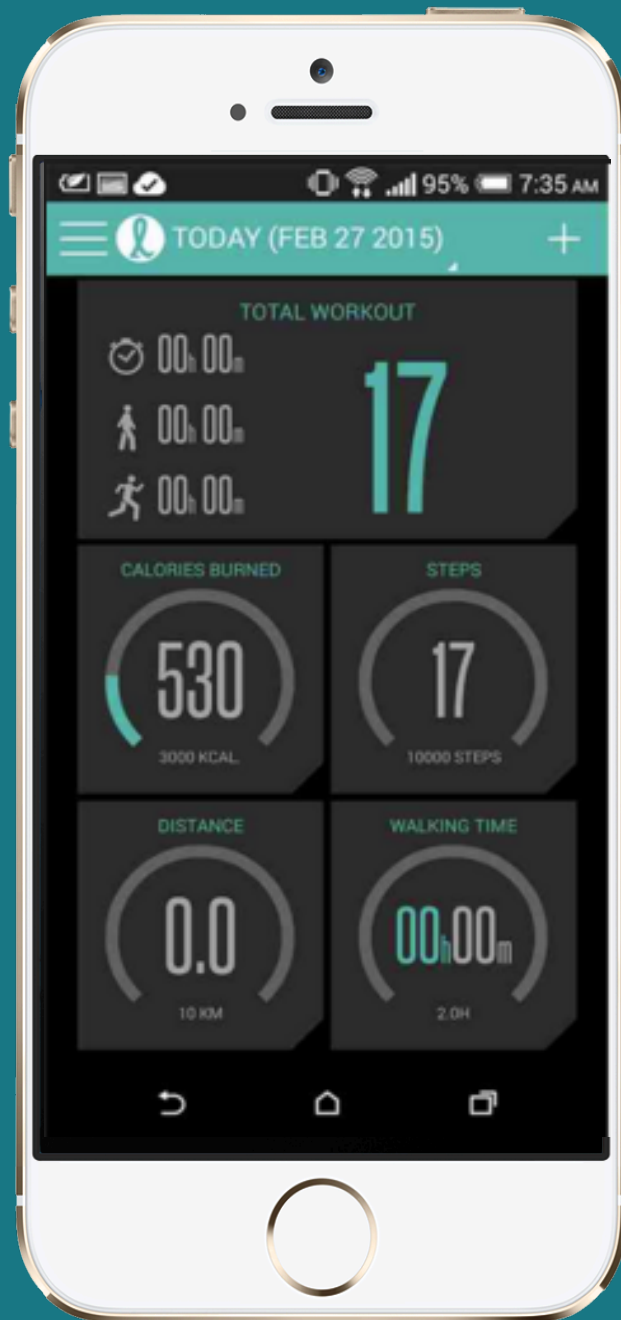
Presence Of Granularity In Search Is Up 50%

Immersive Virtual Brand Experiences

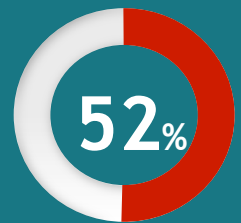
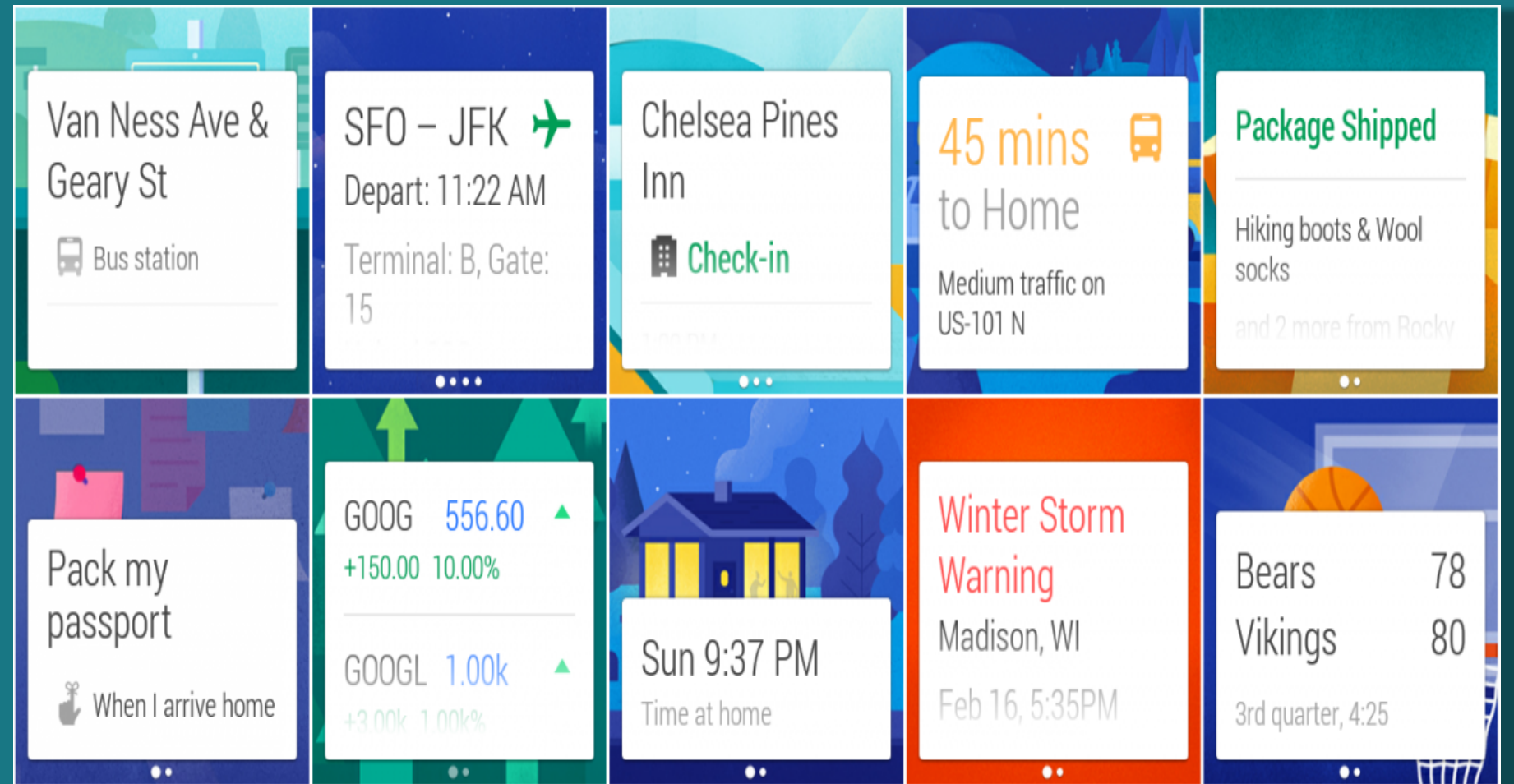


Of GenZ Interested In Virtual Reality

Connected Products Extends Beyond Wearables

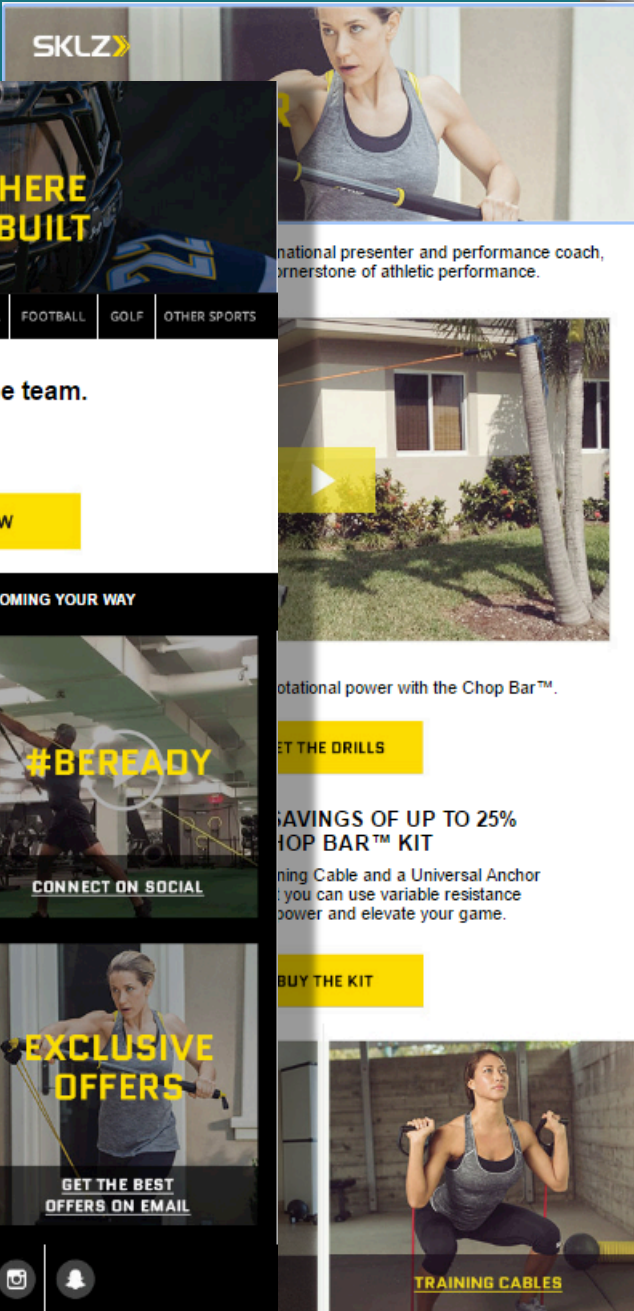
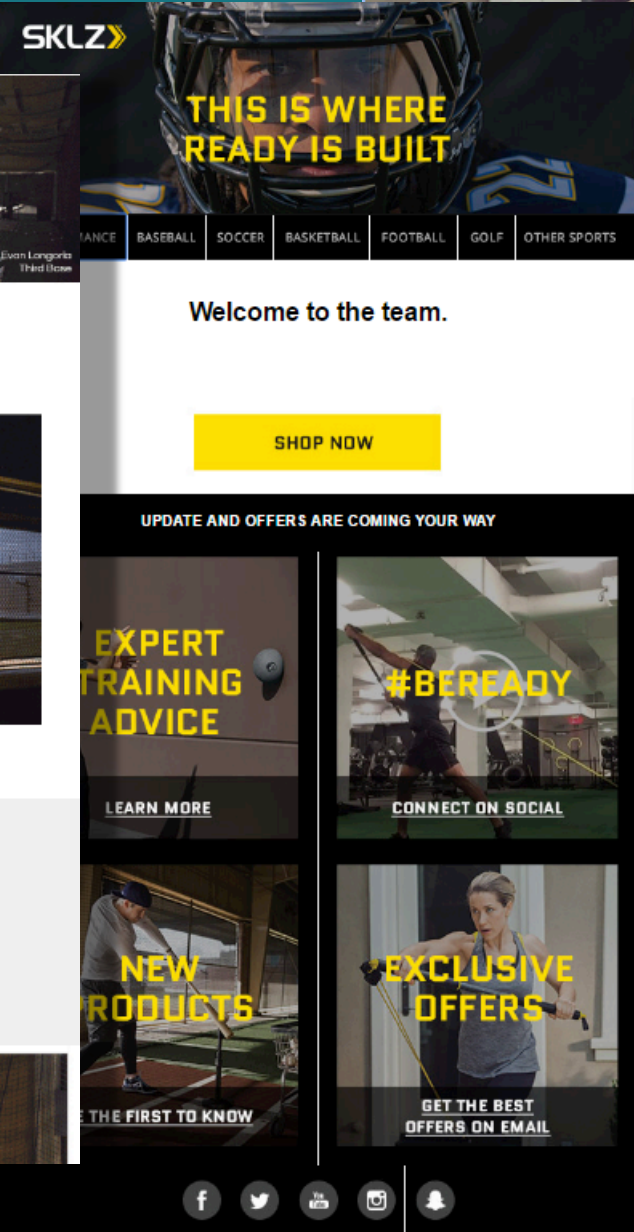
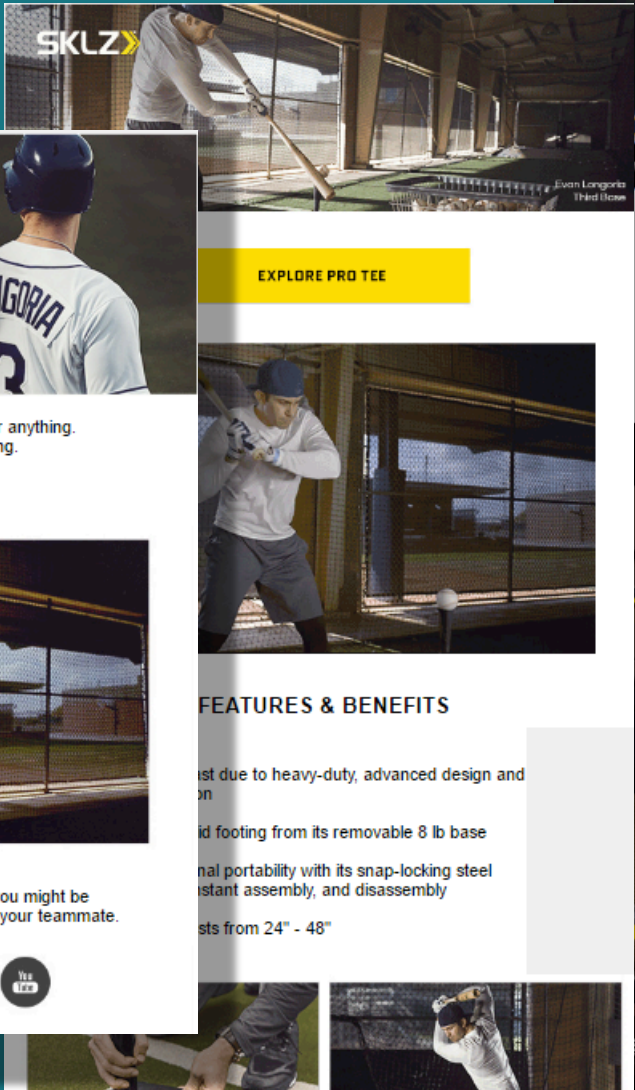
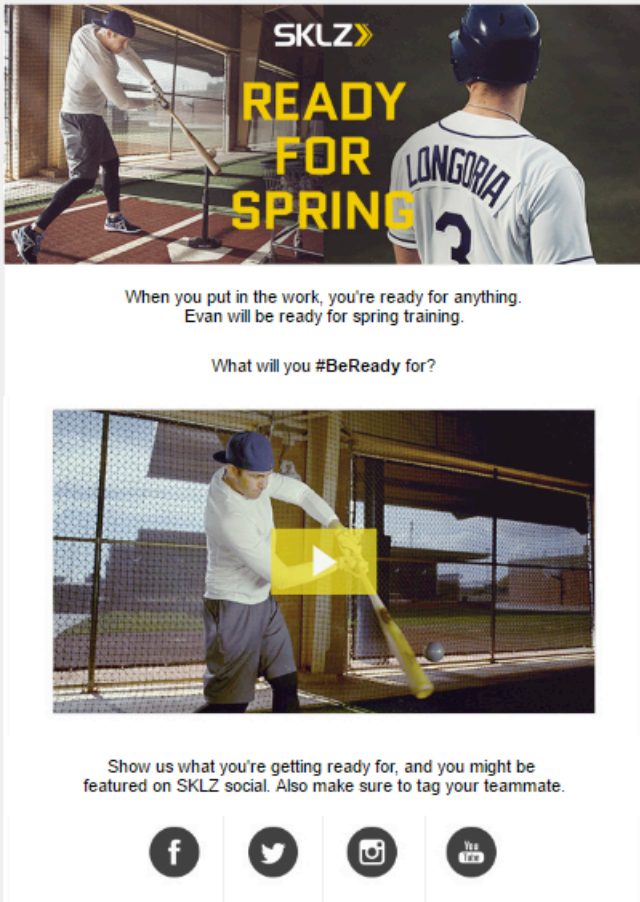


Messaging

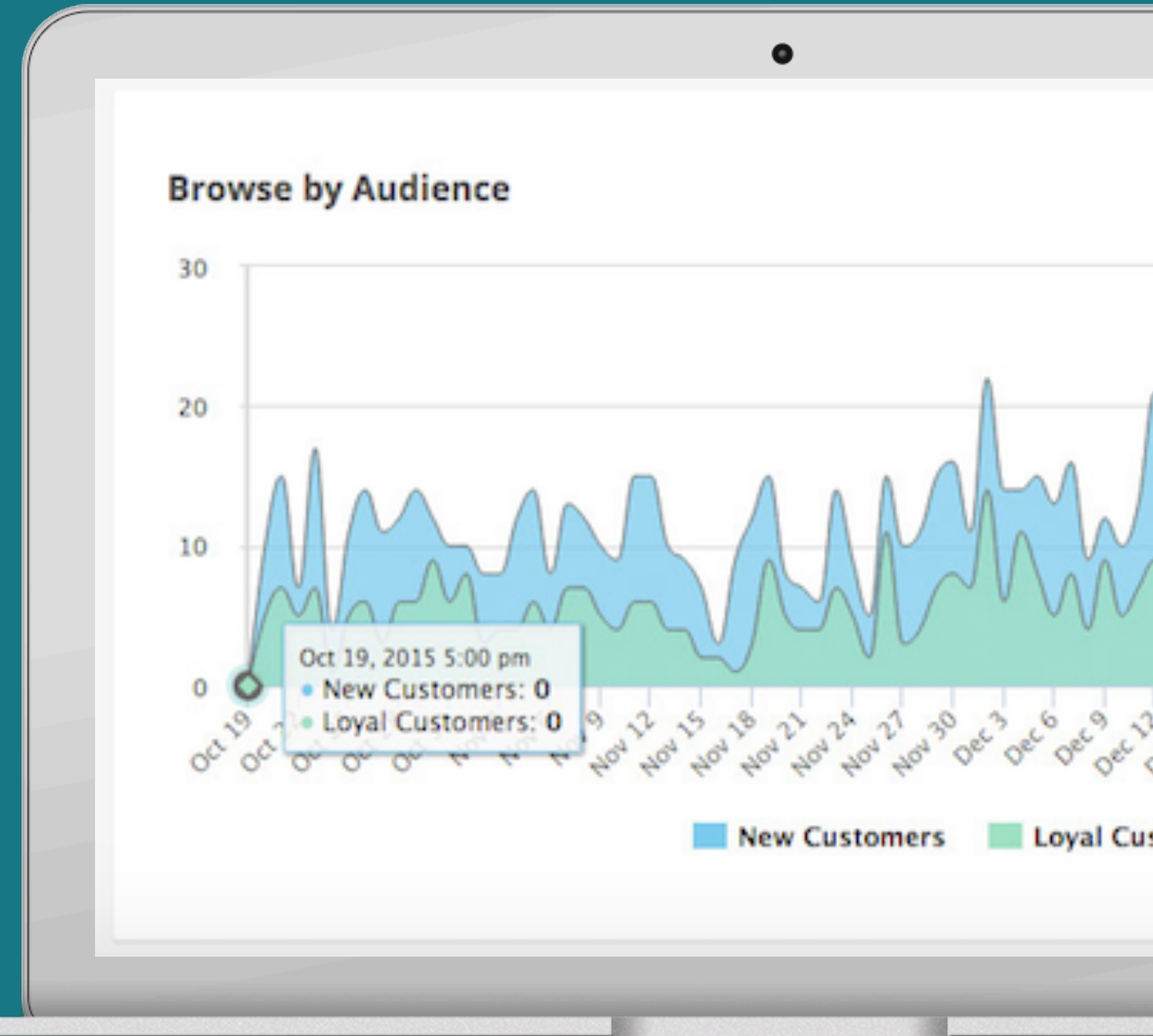
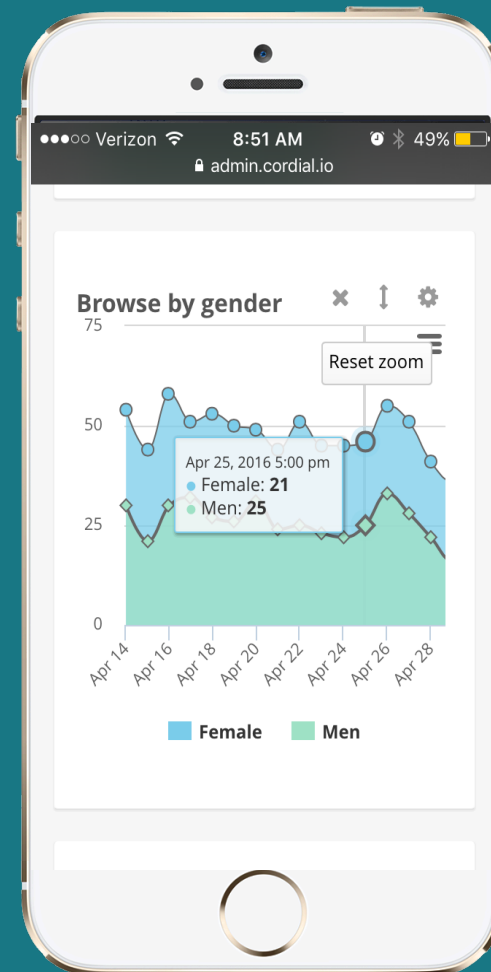


Already Find Push Messaging to Be Annoying

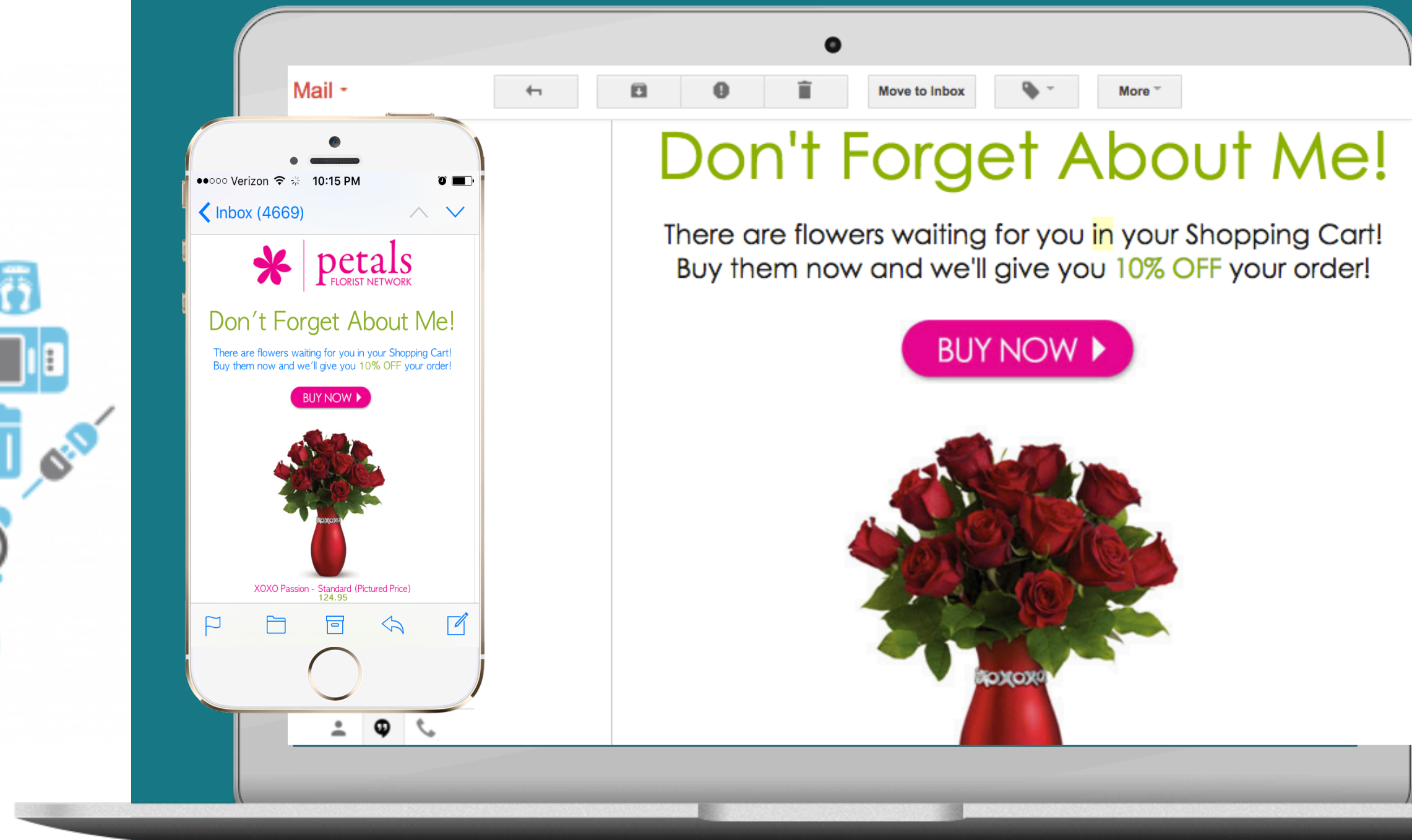
SKLZ Connected Product Strategy



Event Data Management




Personalization Using Context



Examples of Device Onboarding

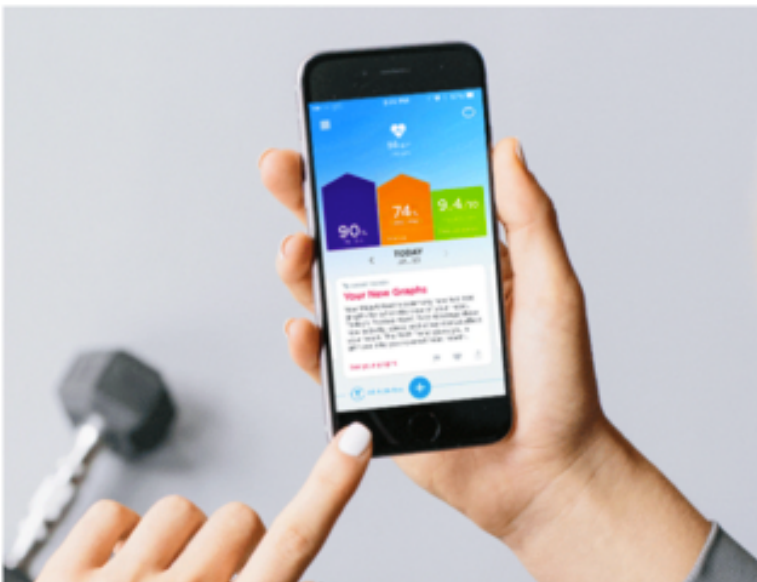
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WELCOME TO
UP


Welcome to UP®.

You rock and so should your health.
Here's how to rock it with UP.



Sync in a snap.


See how well you're doing by opening the app throughout the day. Your band data updates in the app automatically. Like magic.



Take charge.

Your band already comes with a partial charge—but if you charge it right away, you'll get up to seven days of sweet, uninterrupted use.

JAWBONE®



WELCOME TO
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Love UP?

Here at **Jawbone**, we love what we do. If you're loving your experience, we want to hear it!

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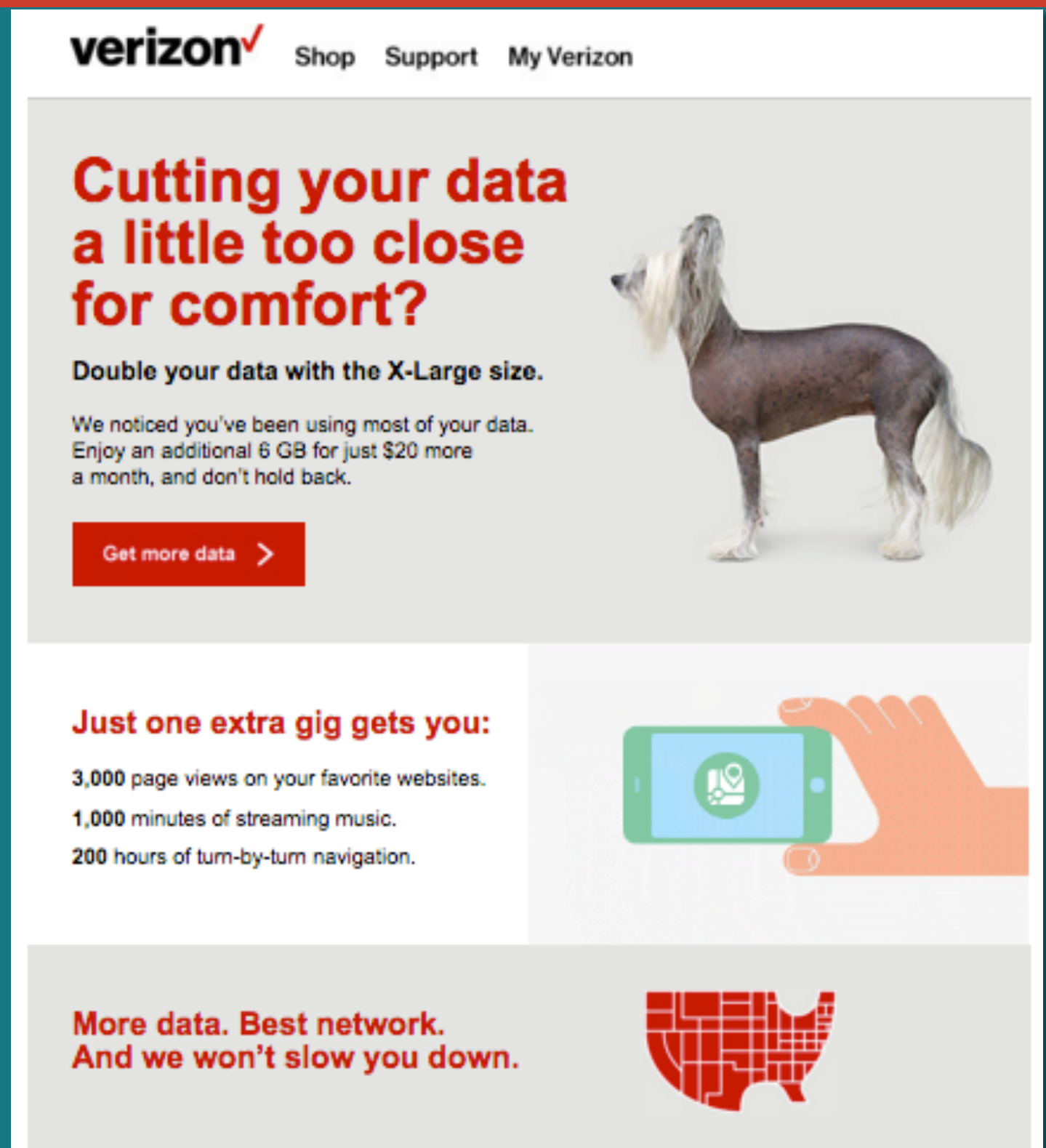
Examples of Utility

Positive:

- Funny
- Call To Action
- Benefits Statement

Opportunities:

- Actual Device Usage
- Comparison to Peers
- Customers
- Customer Service #



verizon Shop Support My Verizon

Cutting your data a little too close for comfort?

Double your data with the X-Large size.

We noticed you've been using most of your data. Enjoy an additional 6 GB for just \$20 more a month, and don't hold back.

[Get more data >](#)

Just one extra gig gets you:

- 3,000 page views on your favorite websites.
- 1,000 minutes of streaming music.
- 200 hours of turn-by-turn navigation.

More data. Best network. And we won't slow you down.

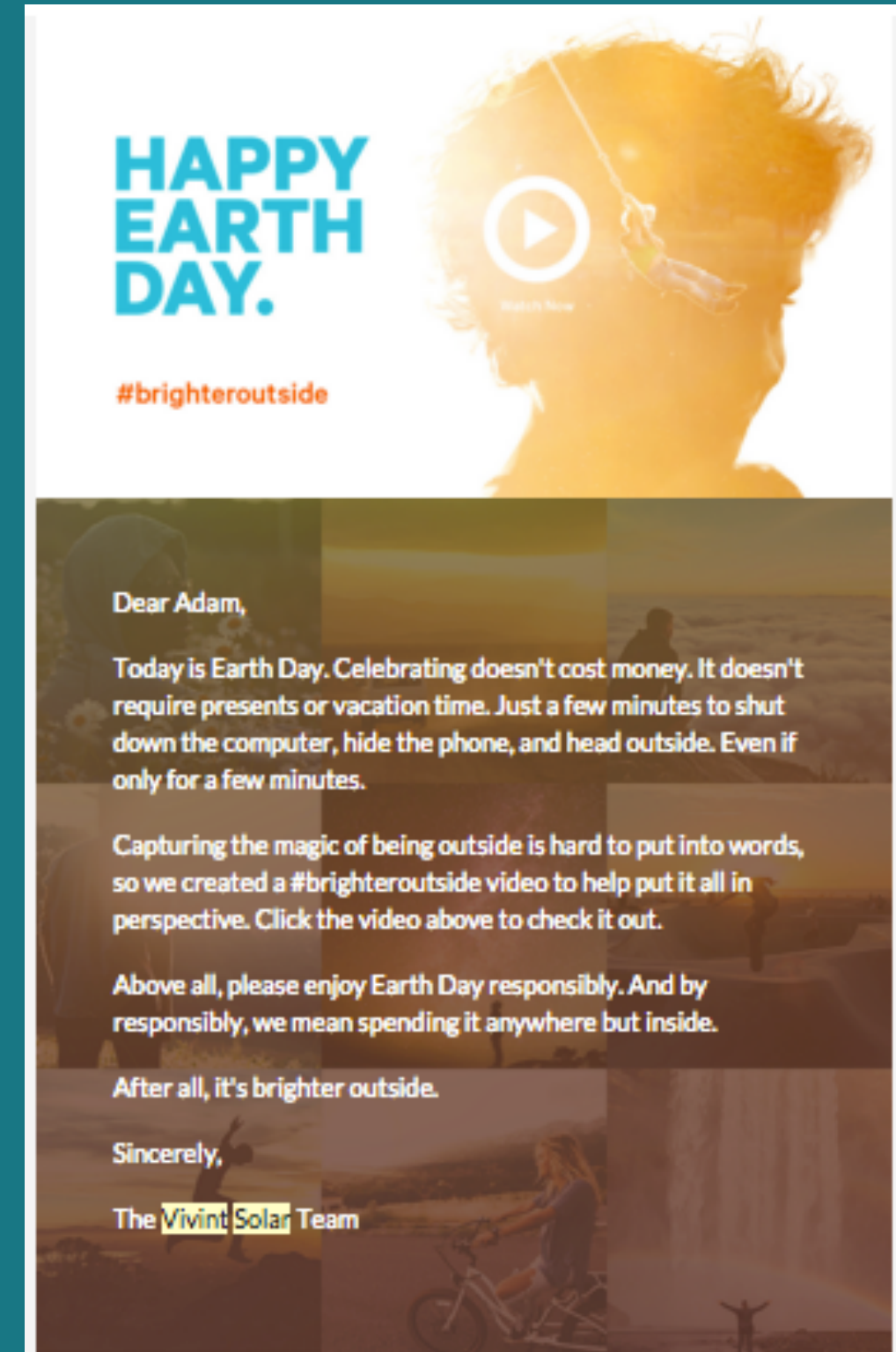
Example of Utility

Positive

- Evocative Header
- Use of Video
- Personalized

Opportunities

- Device Usage
- Peer Comparison/Trending



“ Following trends will get you to parity
“ Challenging trends will get you to **greatness** ”

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