# Wear Is The Future? Email Marketers Meet Wearable Tech

Heidi Lehmann, SWSI Media + MQM Ventures

Adam Meshot, Cordial.io





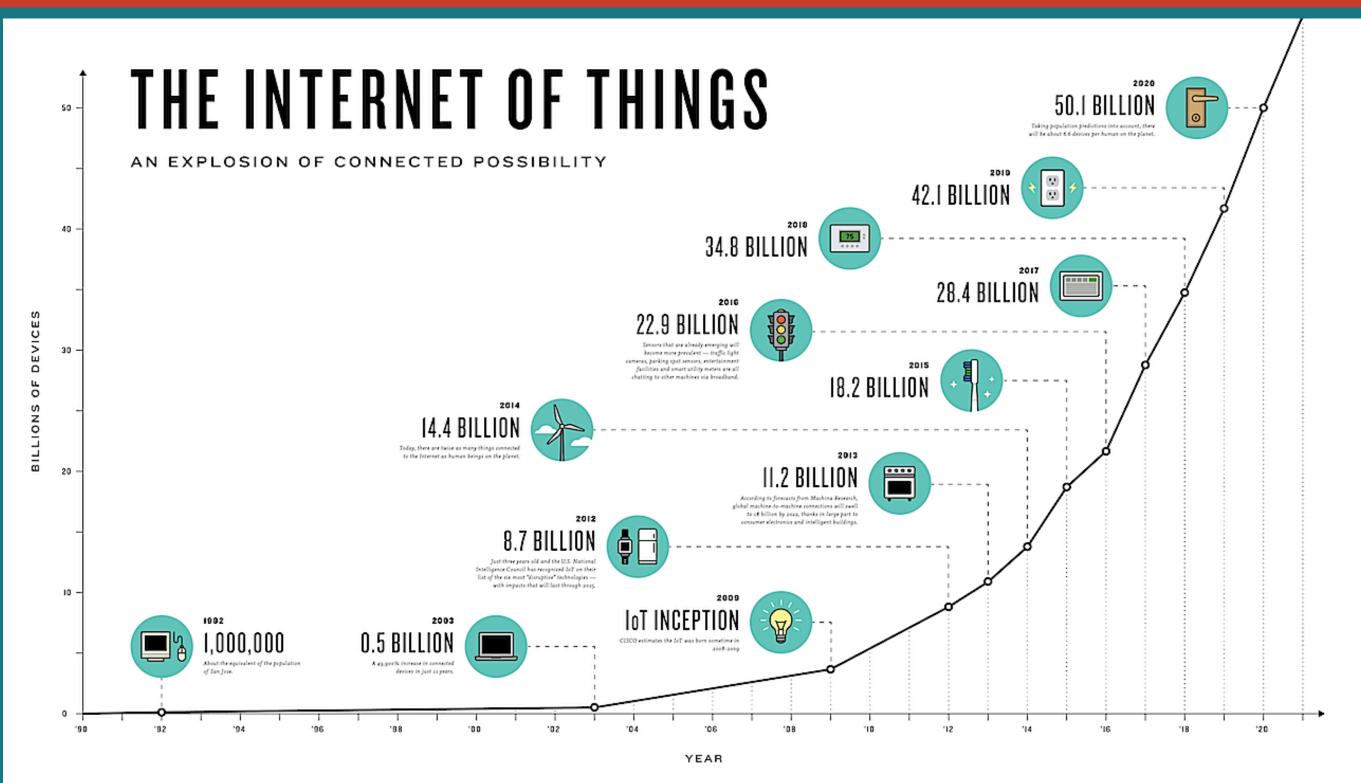
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### Wearable Adoption – Audience Poll



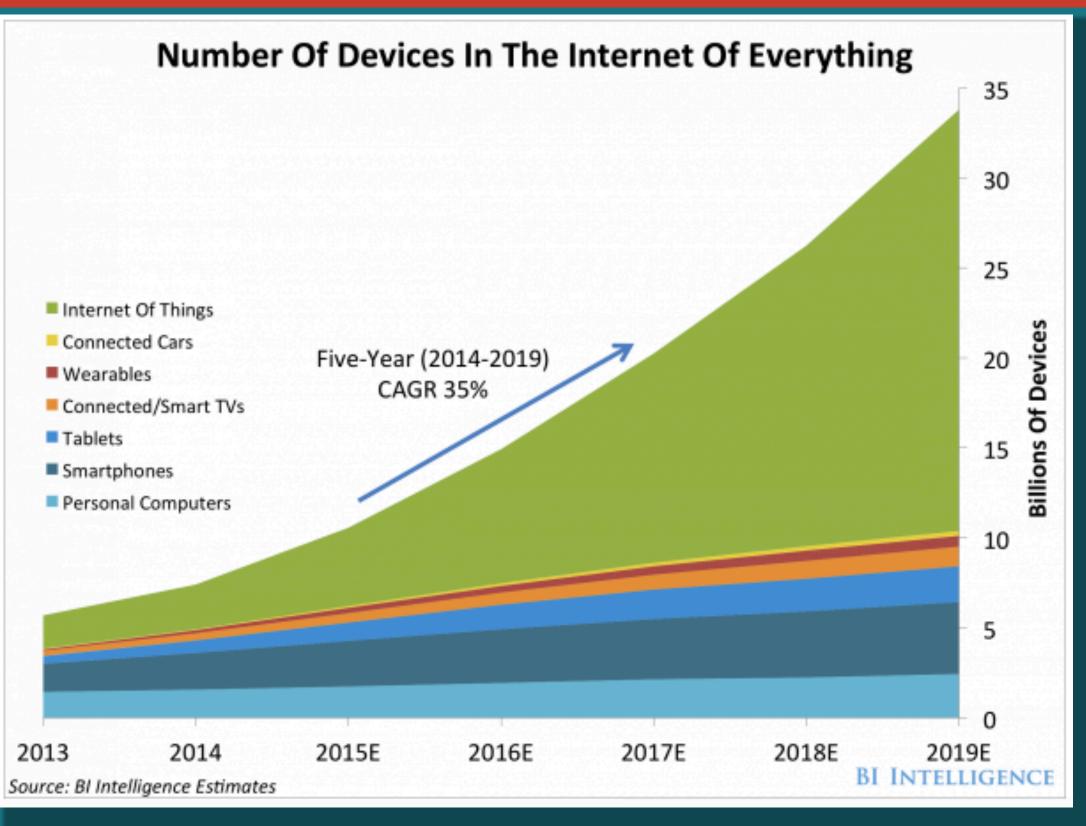


### Connect Products and Data Growth





### Wearable Growth





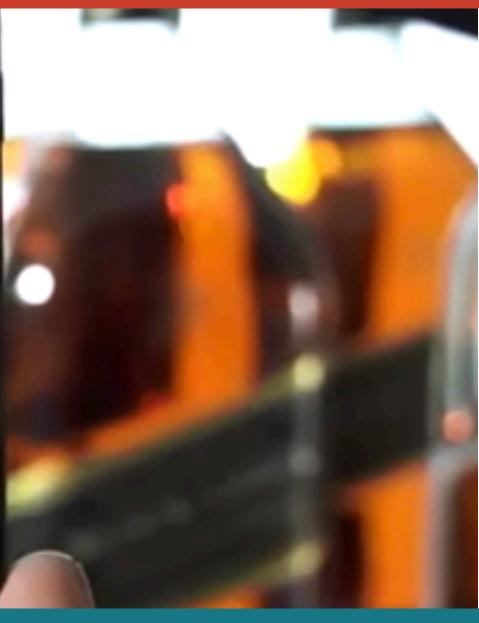
### Connected CPG

💎 🚊 12:03
CASE DETAILS
DATE OF BOTTLING
05/03/2015
SKU
JW Blue Label, 70cl, 40% ABV
DESTINATION
Barcelona
QUANTITY
500 cases



# Of Executives Have IOT Strategy





### **Connected Fitness**





# 7:22AM 7:17AM 7:06AM

## Connected Health





# **Connected Fashion**



# Connected Jewelry





# Disney Bridging Digital with Offline



### New Forms of Search and "Intent"







### Immersive Virtual Brand Experiences





# Of GenZ Interested In Virtual Reality



## Connected Products Extends Beyond Wearables

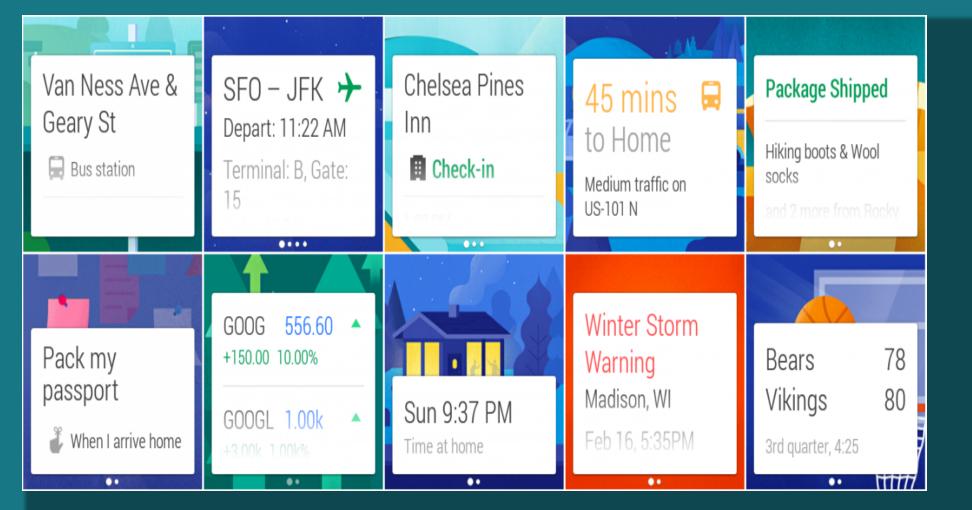






# Messaging





# Already Find Push Messaging to Be Annoying



52%

## SKLZ Connected Product Strategy



When you put in the work, you're ready for anything. Evan will be ready for spring training.

What will you #BeReady for?



Show us what you're getting ready for, and you might be featured on SKLZ social. Also make sure to tag your teammate





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What will you #BeReady for?



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EXPLORE PRO TEE

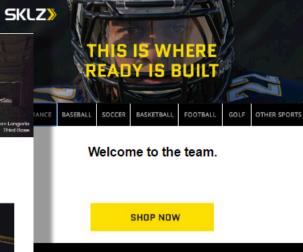
FEATURES & BENEFITS

st due to heavy-duty, advanced design and

footing from its removable 8 lb base

nal portability with its snap-locking steel

stant assembly, and disassembly



SKLZ







LEARN MORE

THE FIRST TO KNOW





OFFERS ON EMAIL







national presenter and performance coach, prnerstone of athletic performance.



tional power with the Chop Bar™

THE DRILLS

### AVINGS OF UP TO 25% OP BAR™ KIT

ing Cable and a Universal Anchor you can use variable resistance wer and elevate your game.

### HE KIT







### THE HUDDLE INTERNATIONAL SKLZ NEWSLETTER

JANUARY 2016, ISSUE 1

### PRODUCT HIGHLIGHTS

### SPRING 2016

### SOCCER

PEAR, DUA, HANDLES, SALCUST, UNIVERSAL Derive avoir - R Y EAR - Jmiled numbers erovalistia in Contributed.

DEMANCE

LE FLIGET TRAINCR wered and williaunch Holday 10. GOAL-EE SETS - Hove onlived SLIPPEN ITE -Will be available March 1st. GOALSHOT . Willow-evenigible. April 1995.

SPORT-BRELLA VERGA-ORELLA XL Will-not loursoft

### FALL 2016

ERICAN FOOTBALL NER PHO D SOELINE NET EW svoicbity date June 19th.

SDECER COMPLETE PRIO TRAINER WIENOT dunch.

THE TRANSF. edvolable Nov 1rt. BASKETBALL STEONCHOLD YOUTH & OFFICIAL NEW availability date July 19th.

### HOUDAY 2016

FERMANCE AMEN HED BALL lounch Itolday 2016. PEO MINI PRO MINI GAME TIME WIENOT ounch.

### GENERAL.

PHC's Product Heasing Documents for Spring 16 pendluctscare contintue now on how com-

Due to trademark concerns we pre-changing the following names on July 1st. AccuPointwill be known on DUAL POINT MASSAGER AccuBall will be known as MASSAGE BALL will be known to MADGAGE BALL and STRETCHING STRAP.

AccuRoller will be known on MASSAGE ROLLER

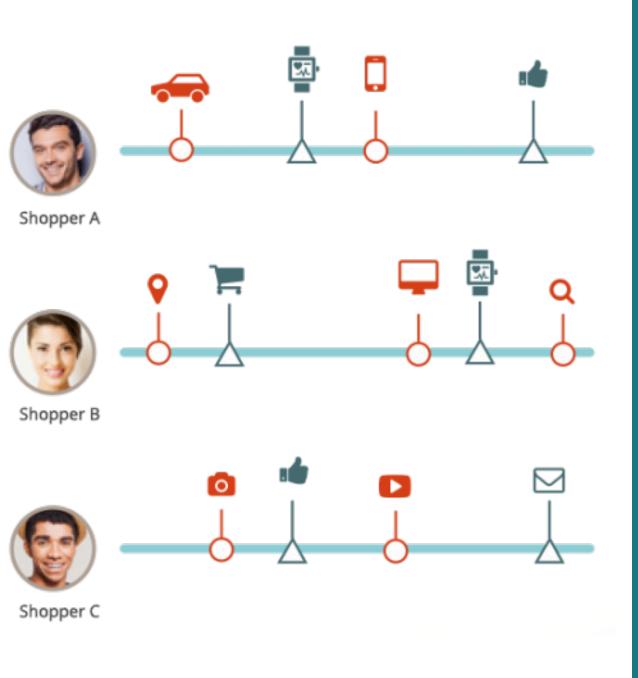
Updated Brand Decks on box com-

PECCUCT CHARTS

SALES DECKS

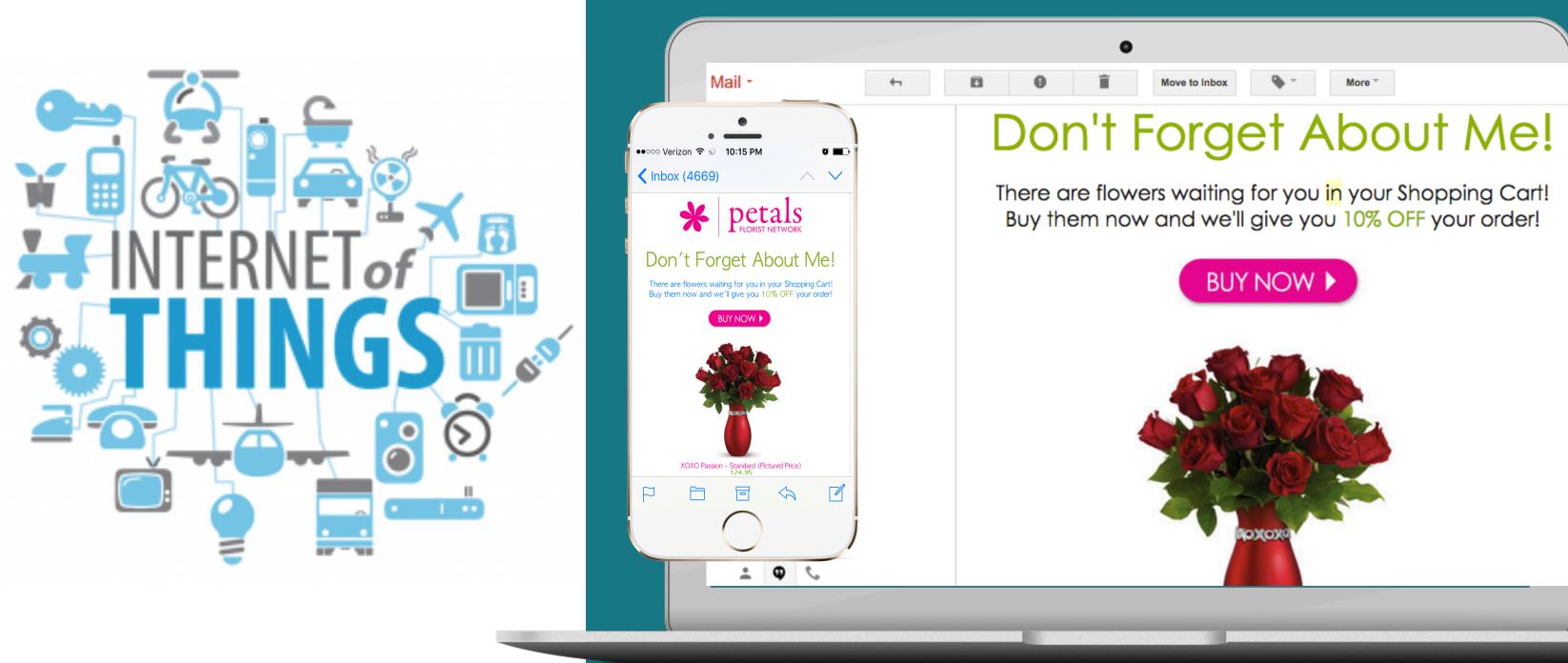
UNIVERSAL ANCHOR

### Event Data Management



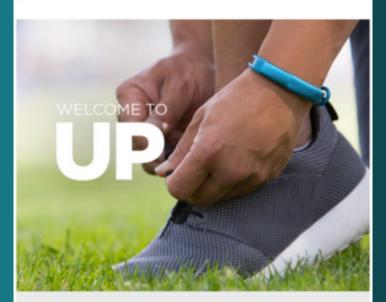


### Personalization Using Context



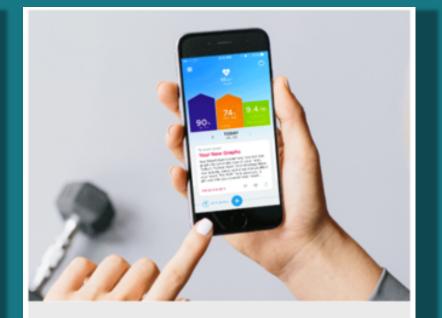
### Examples of Device Onboarding

### JAWBONE\*



### Welcome to UP<sup>®</sup>.

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\*



### Love UP?

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

### SHARE THE LOVE

### Examples of Utility

## Positive:

- Funny
- Call To Action
- Benefits Statement

# **Opportunities:**

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



¶ Shop

### 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 >

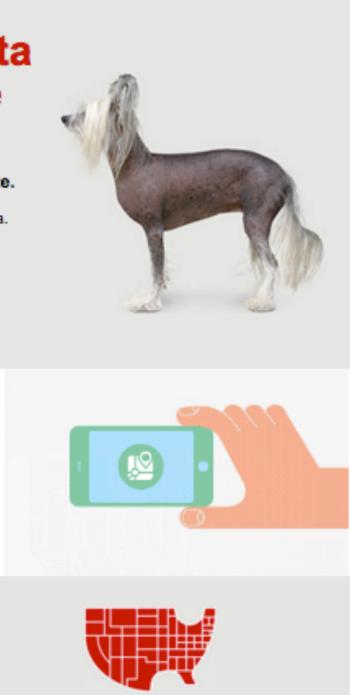
### Just one extra gig gets you:

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.



### Support My Verizon



### Example of Utility

### Positive

- Evocative Header
- Use of Video
- Personalized

# Opportunities

- Device Usage
- Peer Comparison/Trending



#brighteroutside

### Dear Adam,

Today is Earth Day. Celebrating doesn't cost money. It doesn't require presents or vacation time. Just a few minutes to shut down the computer, hide the phone, and head outside. Even if only for a few minutes.

Capturing the magic of being outside is hard to put into words, so we created a #brighteroutside video to help put it all in perspective. Click the video above to check it out.

Above all, please enjoy Earth Day responsibly. And by responsibly, we mean spending it anywhere but inside.

After all, it's brighter outside.

Sincerely,

The Vivint Solar Team







### Following trends will get you to parity Challenging trends will get you to greatness



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Adam Meshot, Cordial.io t: @adam\_meshot t: @cordialio



