



Zero to Hero: Tips and Tricks to Improve Your Email Marketing Maturity

#EmailMaturity #EIS16



Meet the Speakers

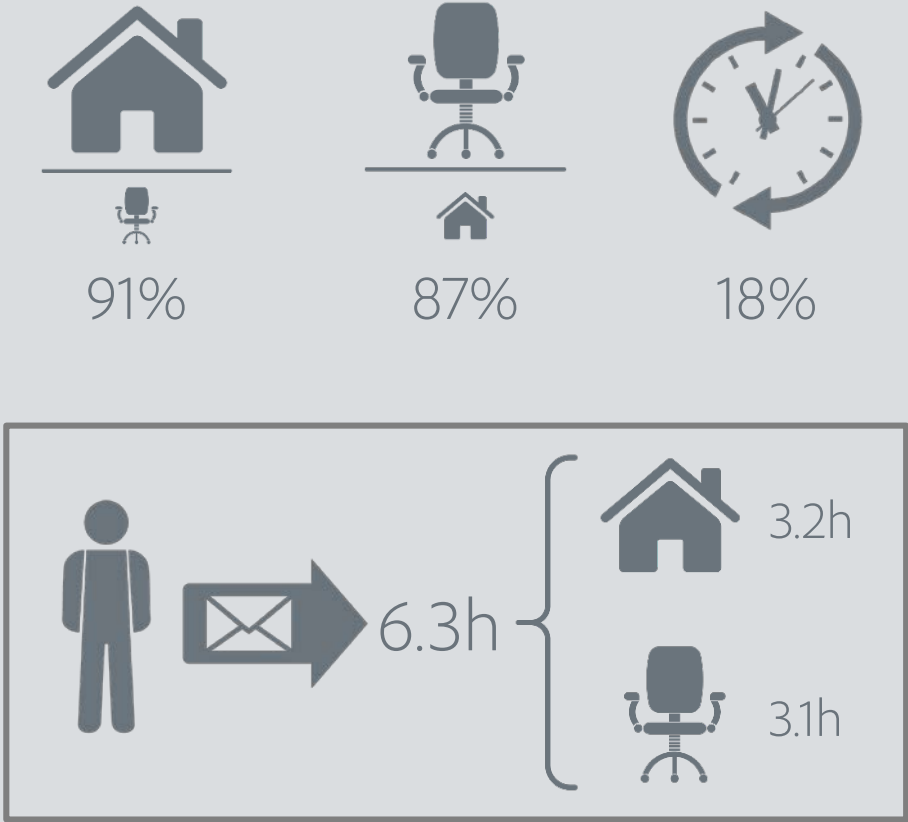
Patrick Tripp
Sr. Product Marketing
Manager, Adobe
@ptripp



Jen Capstraw
Business Consultant
Adobe
@jencapstraw



People are checking email around the clock



People are guilty of checking email in awkward locations or times

70% of respondents think they check their email “as often as they should”

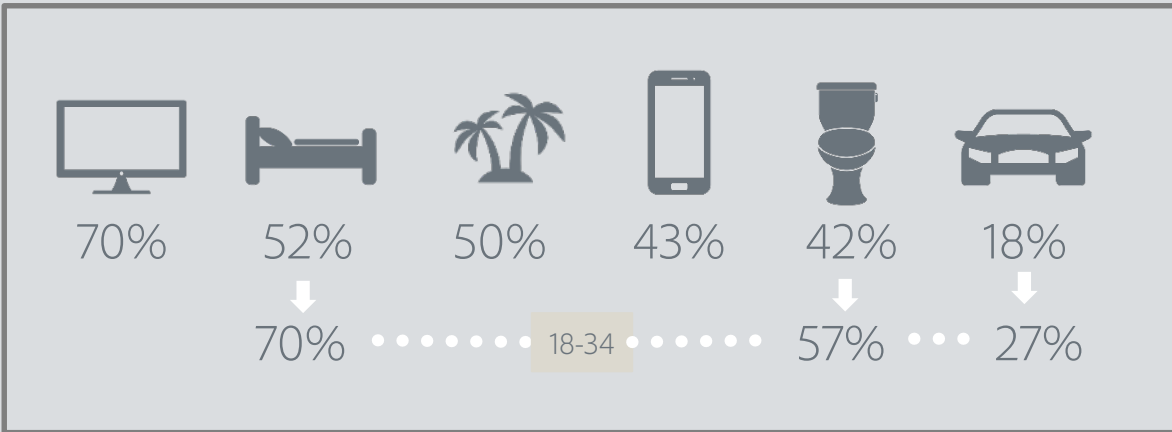
Only 24% believe they check email “way too much”.

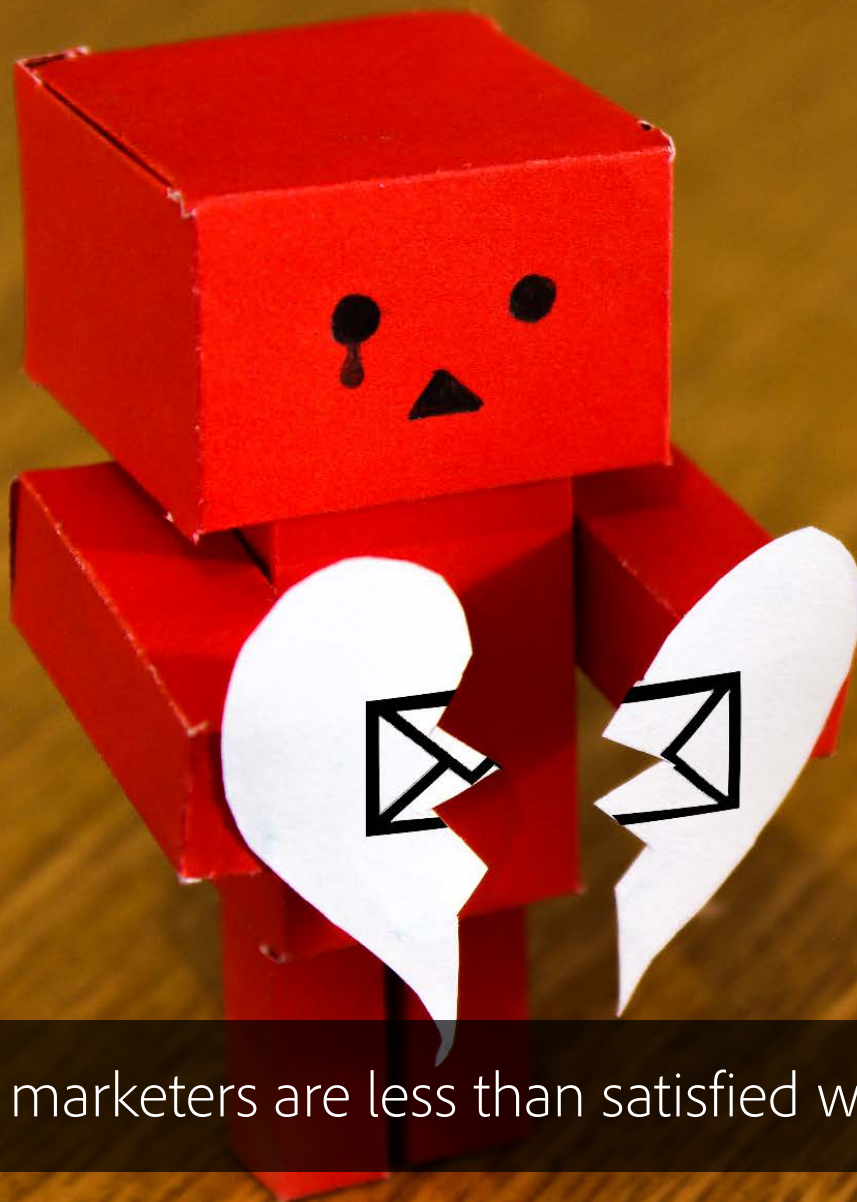


69%



32%





2/3

of marketers are less than satisfied with their email marketing efforts



Training to be an Email Hero: focus on data, content, delivery, strategy



ERLICH BACHMANN

**Classic Email
Marketer**

Has achieved the basic strategies of email marketing, such as emailing lapsed customers, including basic personalization fields, or cross-selling.



GAVIN BELSON

**Dynamic Email
Marketer**

Has achieved some of the real-time strategies of email marketing, such as automated remarketing, coordinating emails with other channels, and capturing customer feedback.

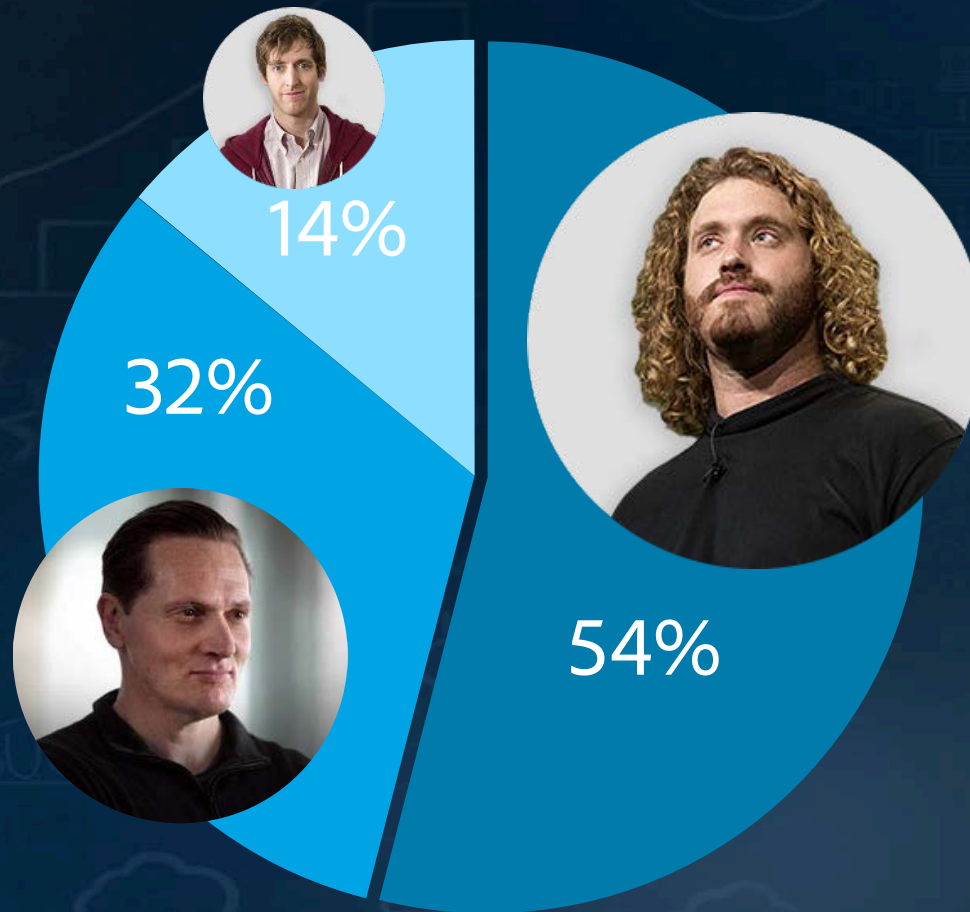


RICHARD HENDRICKS

**Contextual Email
Marketer**

Has achieved some of the advanced, data driven strategies of email, leveraging contextual information such as date, time, location, and has a strong business strategy for email.

But, where are email marketers today?

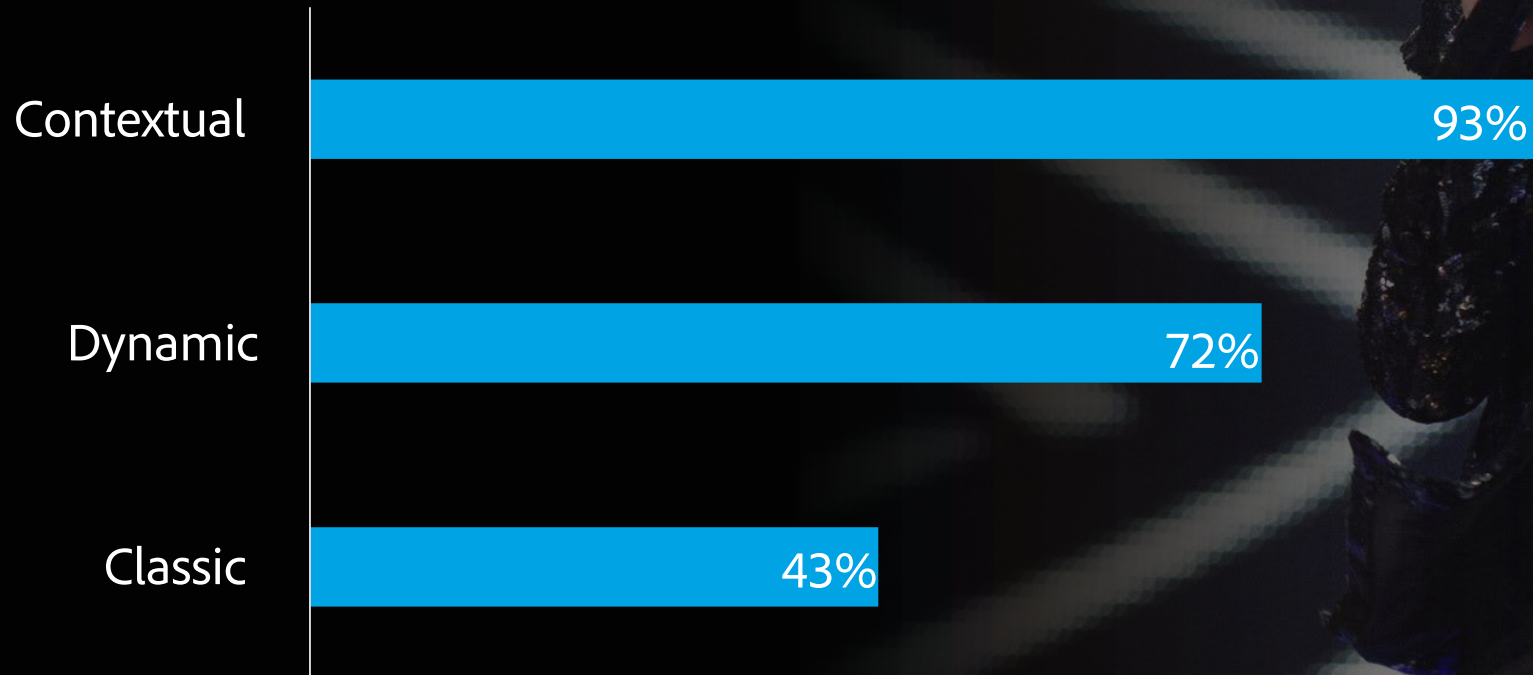


Most are still Classic

- Classic
- Dynamic
- Contextual

Most Classic Email Marketers are not Satisfied

"We are very satisfied with the effectiveness of our email program"



Emailmaturitymodel.com

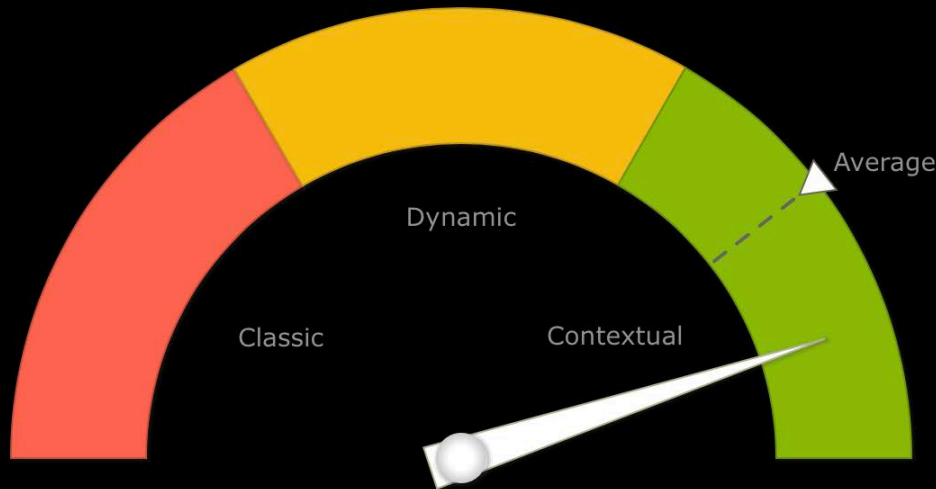
Email Marketing Self-Assessment

Welcome to the Adobe Email Marketing Self-Assessment. This tool will enable you to identify your organization's strengths and prioritize focus areas across four key areas of email marketing. The assessment will take approximately 5 minutes to complete. Upon completion, you will be able to view your results in real time and receive a comprehensive follow-up report. All responses will be kept anonymous, but may be used for benchmarking purposes. Thank you for your time and we trust the results of the maturity assessment will provide valuable insight to your business.

Start →

Email Marketing Maturity Services

Your Email Marketing Level:
Contextual



Classic:

- Onboarding Campaign
- Reengagement Campaign
- A/B testing
- Dynamic Delivery Template

Dynamic:

- Abandoned Cart Campaign
- Outbound Offer Management
- Channel Additions
- Preference Center
- Survey
- Business Advisor

Contextual:

- Open-Time Channel Analysis
- Inbound Offer Management
- Data Analysis – expanding the customer profile

Cross Level:

- Desk Side Coaching
- Lifecycle Marketing Audit
- Migration Program



Maturing email marketing
practices can drive a 4x increase in
incremental revenue



Be an Email Hero

Advancing your email maturity



Classic



Dynamic



Contextual

Onboarding Campaigns: Start at the Beginning

- Ditch the Welcome Message for a multi-message series
 - Trigger in real time or near real time
 - Capitalize on high engagement
 - One message, one strong CTA, per email

START



Onboarding Campaign: Just Answer



Onboarding Campaigns: Start at the Beginning

- Ditch the Welcome Message for an Onboarding Campaign
 - Trigger in real time or near real time
 - Capitalize on high engagement
 - One message, one strong CTA, per email
 - Leverage campaign for progressive profiling





Classic

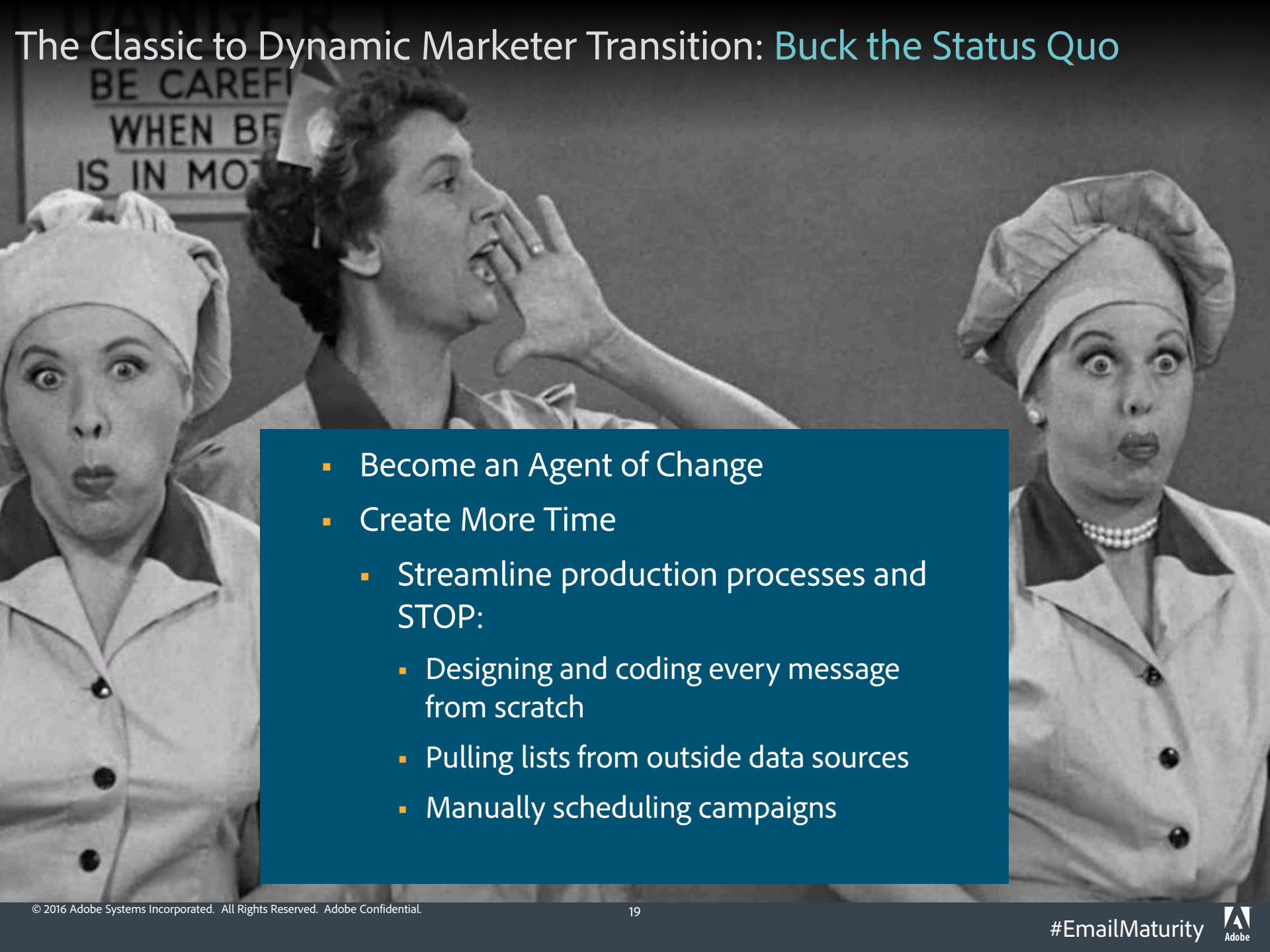


Dynamic



Contextual

The Classic to Dynamic Marketer Transition: Buck the Status Quo



- Become an Agent of Change
- Create More Time
 - Streamline production processes and STOP:
 - Designing and coding every message from scratch
 - Pulling lists from outside data sources
 - Manually scheduling campaigns

Boost Relevance: You Got It, Now Flaunt It

- Start with date-driven messaging

Date Driven: The Container Store

Birthday wishes from The Container Store

pop! The Container Store®

PUT A LITTLE HAPPY IN YOUR BIRTHDAY.

SAVE 15% ON YOUR NEXT PURCHASE DURING YOUR BIRTHDAY MONTH.

99999
Offer Expires 3/31/2016

Celebrate with a gift from us

pop! FREE SHIPPING EVERY DAY WHEN YOU SPEND \$75 OR MORE!™

The Container Store®

SET STORAGE KITCHEN BATH SHELVING OFFICE LAUNDRY

HAPPY ANNIVERSARY!

WE ROCKED YOUR YEAR BY BEING YOUR POP! STAR!®

POP! in® for a special gift

99999

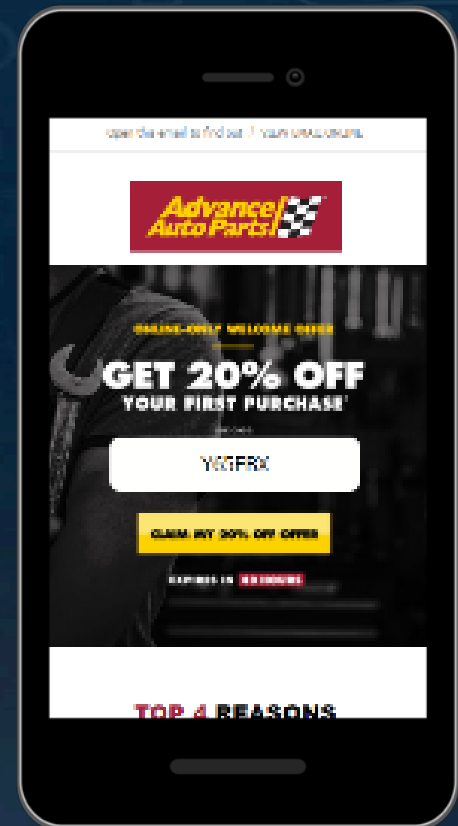
Simply visit your nearest store and sign into your POP! account to receive your anniversary gift. Happy Anniversary!

Segmented & targeted emails generate 58% of all email revenue.*

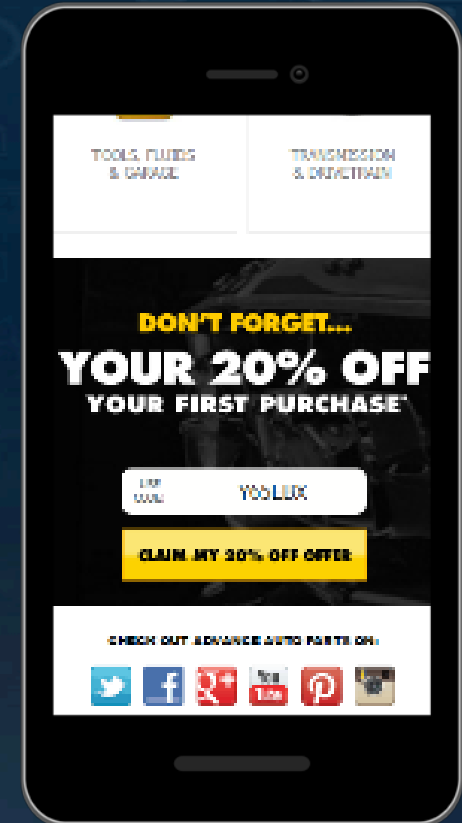
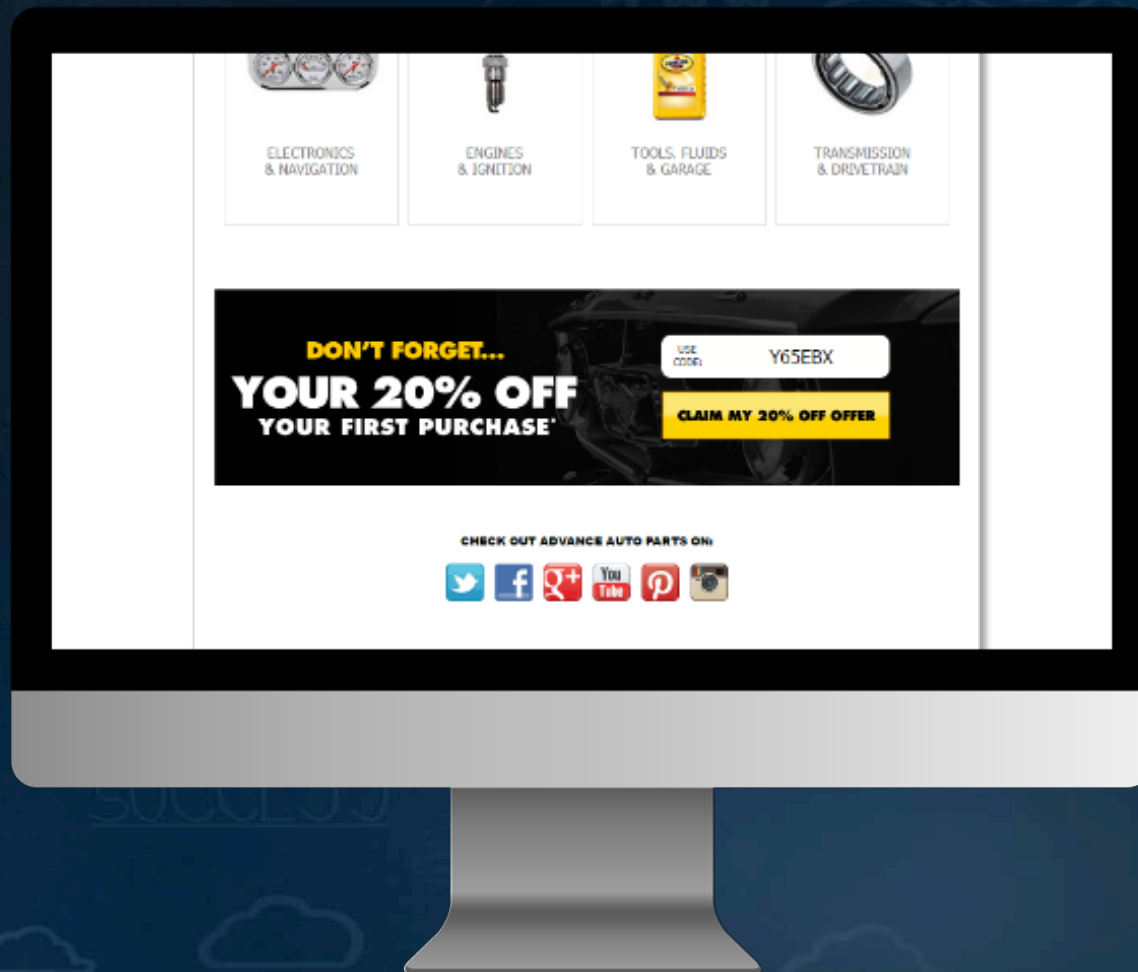
Boost Relevance: You Got It, Now Flaunt It

- Start with date-driven messaging
- Cater to your mobile audience

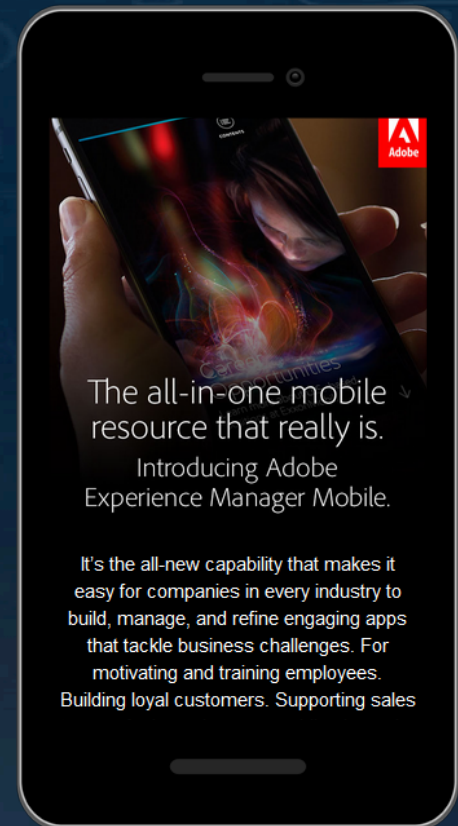
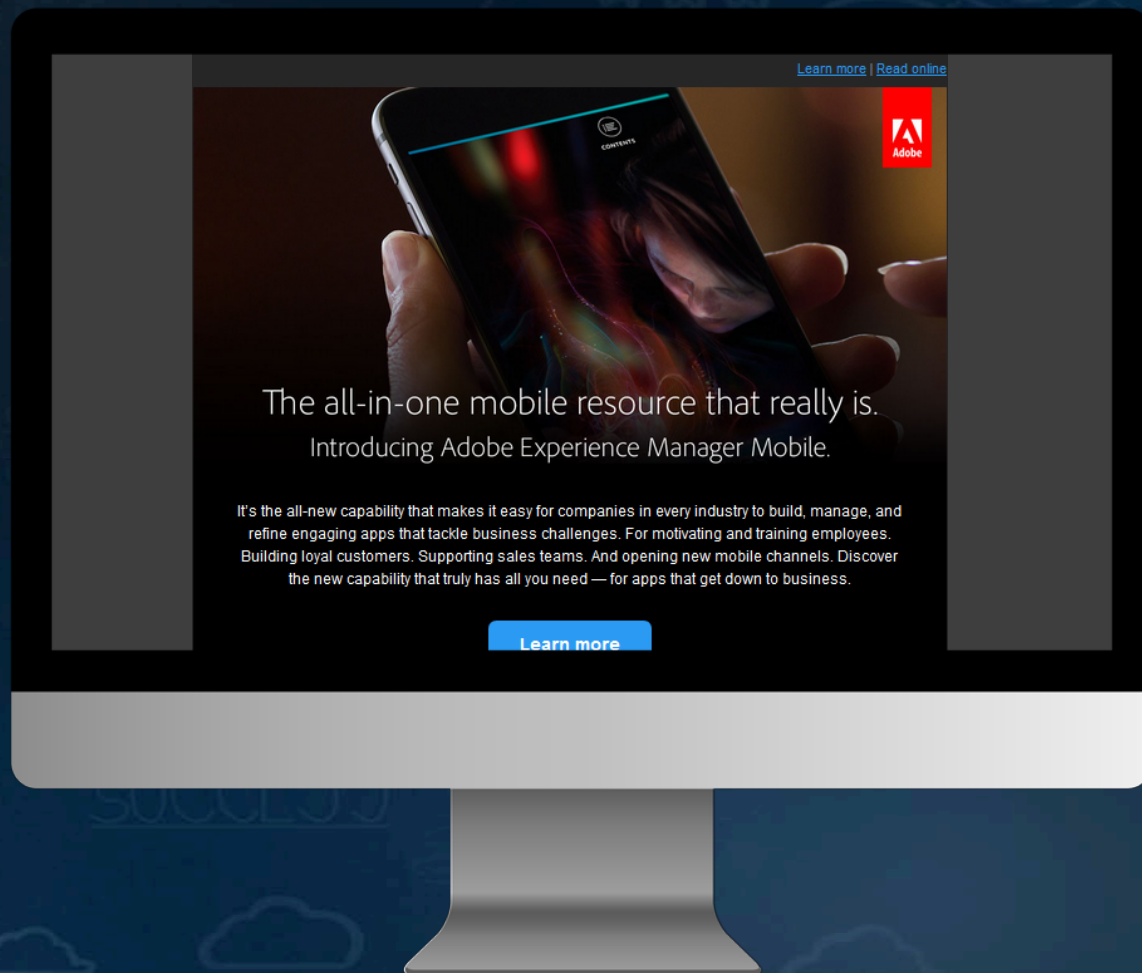
Fluid-Hybrid Design: Advance Auto Parts



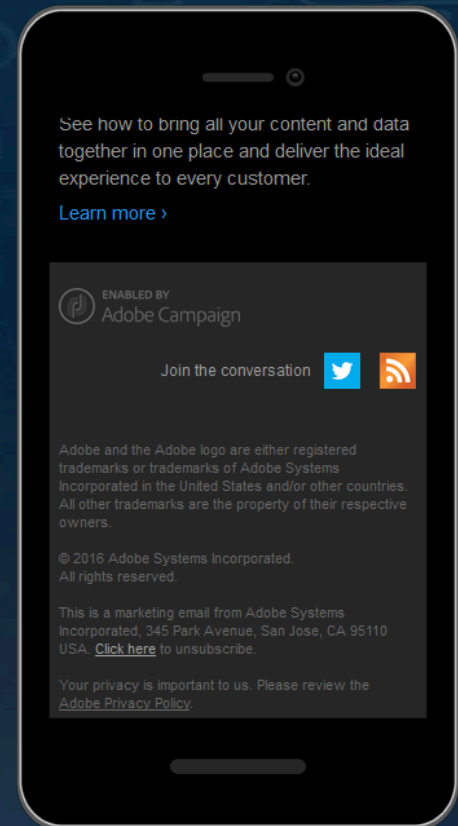
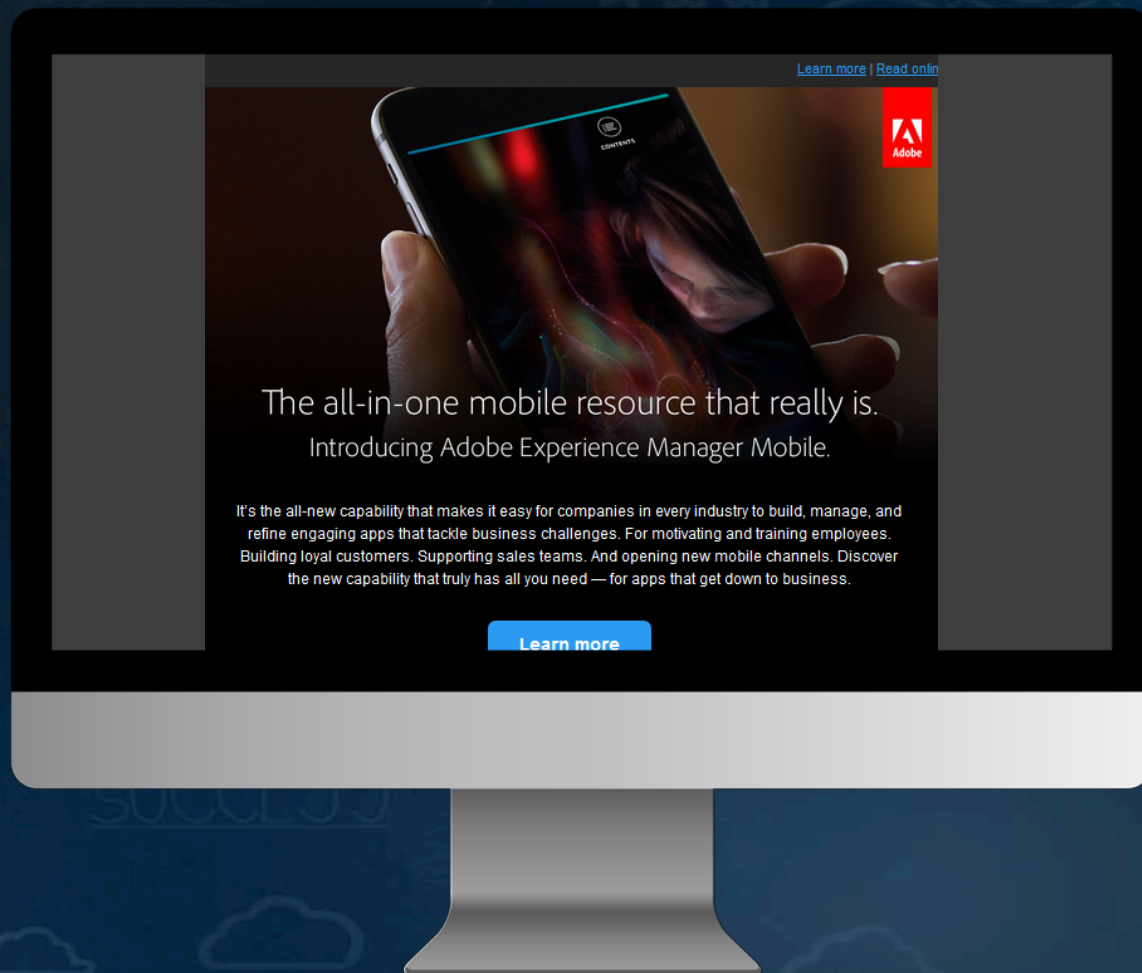
Fluid-Hybrid Design: Advance Auto Parts



Responsive/Fluid-Hybrid: Adobe



Responsive/Fluid-Hybrid: Adobe



Boost Relevance: You Got It, Now Flaunt It

- Start with date-driven messaging
- Cater to your mobile audience
- Step up your abandoned cart game

Personalizing the Abandoned Cart: Protective Life


Abandoned cart
emails average a

41%


open rate

[Your application is saved on our website — come back to finish it today.](#)

Having trouble viewing this email? [Read it online.](#) If you received this message by mistake or no longer wish to receive our emails, please [Unsubscribe](#) at this time.



Life Insurance.
Your family. Protected.



You're this close... to protecting your family with life insurance.

[RETURN TO APPLICATION >](#)

Krystina,


You're one step closer to getting the protection you need for your family with a life insurance policy from **Protective Life**. Come back to our website soon to finish up your online application!

Your Quote	Protect your family for as little as:
	\$28.62 per month*

Custom Choice Universal Life Policy

Length of coverage: 30 years
Coverage amount: \$500,000.00

*Any quote that is presented within this email is only an estimate and the actual premium and rate class will be determined after the underwriting process is completed.



We're here for you.
Call 1-844-733-5433
to apply over the phone or address any questions you may have.

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8 a.m. - 7 p.m. ET
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Personalizing the Abandoned Cart: Adobe

Abandoned cart
emails average a

41%

open rate


[Learn more](#) | [Read online](#)






Dear Marc,

With just a few more clicks, Adobe digital marketing can go to work for you. So let us sweeten the deal. Complete the [form](#) and then download our most popular offer today—the [Econsultancy 2016 Digital Trends Report](#). From learning how your digital marketing campaigns can deliver exceptional customer experiences and gain a competitive edge, to the disruption of mobile technologies, we've got the tools, tips, and strategies to keep you ahead of the curve.

[Download the guide](#)

 ENABLED BY
Adobe Campaign

Join the conversation   

Boost Relevance: You Got It, Now Flaunt It

- Start with date-driven messaging
- Cater to your mobile audience
- Step up your abandoned cart game
- Implement abandoned browse triggers

Abandoned Browse Triggers: Travelocity

Personalized emails
lift open rates by

29%

and click rates by

41%

Still shopping for your Buenos Aires trip? See our best deals from \$1,613.

[View online](#)

Plan & book on-the-go with Travelocity's mobile app!
[Discover More >](#)



Hotels

Flights

Flight+Hotel

Cruises

Cars

My Deal Alerts

No more shopping needed!

Based on your recent search for a trip to Buenos Aires, we found you some really great deals!

Your Featured Trip Deal Alert



Newark to Buenos Aires

Stay 5 nights at the The Brick Hotel Buenos Aires by MGallery Collection in Buenos Aires

Prices 10% lower than in the last 30 days.

\$1,613*

per person, includes
flight + hotel, taxes &
fees

Select

Save to My
Deal Alerts

Save More When You Book Flight + Hotel Together



Hotel Club Frances

5-night stay in Buenos Aires

Save up to 13%*



\$1,678*

per person,
includes flight +
hotel, taxes & fees

Select

Save to My
Deal Alerts

Boost Relevance: You Got It, Now Flaunt It

- Start with date-driven messaging
- Cater to your mobile audience
- Step up your abandoned cart game
- Implement abandoned browse triggers
- Gather and leverage more data
 - Preference center
 - Surveys
- Experiment with simple open-time personalization
- Testing & optimizing automated campaigns



Classic



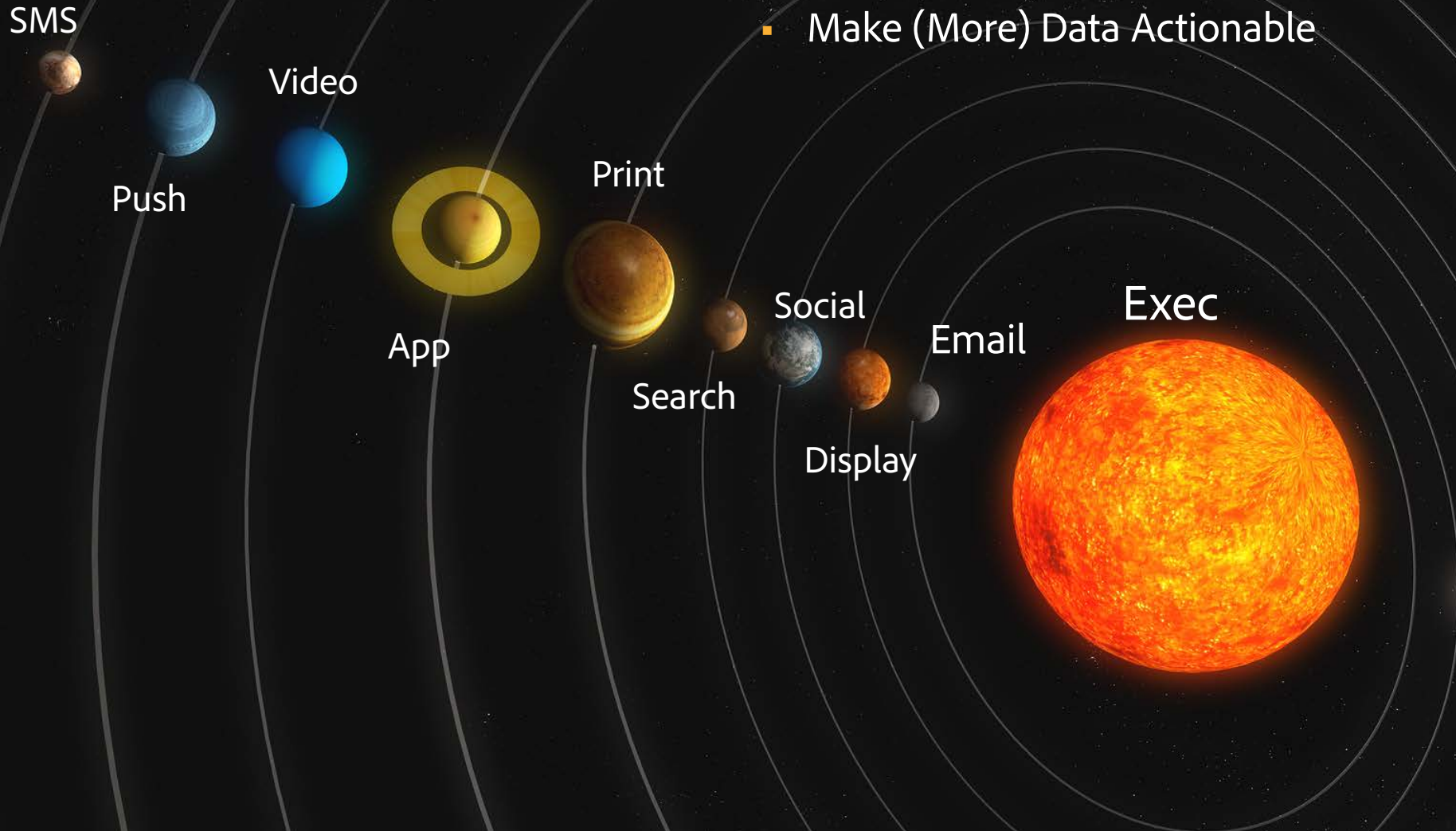
Dynamic




Contextual


The Dynamic to Contextual Marketer Transition: Take It to Top Brass & Shatter Silos

- Gain Executive Buy-In
 - ...and make nice with IT!
- Make (More) Data Actionable



Context in Action: Ulta



[FIND STORE](#) [EMAIL SIGNUP](#) [GIFT CARDS](#) [SIGN IN](#) [REWARDS](#) 

SHOP BY BRAND

MAKEUP

NAILS

SKIN CARE

HAIR

TOOLS & BRUSHES

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GIFTS

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FREE GIFT



LORAC

PRO Contour Palette with PRO Contour Brush

Item #: 2288835 Size: 0.73 oz

\$45.00


Special Free Gift with Purchase! [Click for Offer Details](#)


★★★★★

4.5

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#EmailMaturity



Context in Action: Ulta

- Perfectly Timed
- Value-Centric Messaging



Context in Action: Ulta

- Perfectly Timed
- Value-Centric Messaging
- The Cross-Sell



Context in Action: Ultra

- Perfectly Timed
- Value-Centric Messaging
- The Cross-Sell
- The Upsell



MASTER THE LOOK WITH



FINISH WITH BEAUTIFUL EXTRAS



Context in Action: Ulta

- Perfectly Timed
- Value-Centric Messaging
- The Cross-Sell
- The Upsell
- The #Selfie Sell



The banner is divided into three horizontal sections. The top section features the text 'amazing brushes' in a cursive font, with a 'SHOP ALL' button below it. The middle section is titled 'FINISH WITH BEAUTIFUL EXTRAS' and shows various makeup products like brushes, powders, and a spray bottle, with a 'SHOP ALL' button. The bottom section is titled 'EVEN MORE TO LOVE' and features a 'Share the Love' campaign with a photo gallery and a 'RATE & REVIEW' button. The Ulta Beauty logo is at the bottom.

amazing brushes

SHOP ALL

FINISH WITH BEAUTIFUL EXTRAS

SHOP ALL

EVEN MORE TO LOVE

Share the Love

YOU TRIED IT. DID YOU LOVE IT? DO TELL!

RATE & REVIEW

VIEW SOCIAL GALLERY

UPLOAD A PHOTO WITH ULTA TO BE FEATURED

Ulta Beauty

ALL IN ONE PLACE

f t p y s

The Dynamic to Contextual Marketer Transition: Take It to Top Brass & Shatter Silos

SMS

Push

Video

App

Print

Search

Social

Display

Email

Exec

- Gain Executive Buy-In
 - ...and make nice with IT!
- Make (More) Data Actionable
- Maximize Integrations Across Channels & Solutions

Cross-Channel/Cross-Solution: La Fourchette

Brasserie Flo

C/ Jonqueres, 10 08003 Barcelona

Show map »

Like Tweet +1 Add to my favorites

Cuisine : **Mediterranean**

Average price **30 €**

8,7 / 10
Fabulous
(1232 reviews)

Restaurant :

Brasserie Flo
C/ Jonqueres, 10
08003 Barcelona

SPECIAL OFFER

50% off food, excluding set menus *

"Drinks, Menu and apartado de "entretenimientos" de la Carta not included. Minimums apply start + main per person. Every day, lunch and dinner. No se aceptan "Tickets Restaurants". Parking not included."

Finalize your booking at the restaurant Brasserie Flo

For Tuesday **17 February 2015** at **20:30**, for **2 people** [Change my booking](#)

Special offer : 50% off food, excluding set menus *

With this booking you'll earn **100 Yums** (o más si operación especial en curso)

Table booked under the name:

Mickael Bentz
 mickael.bentz@gmail.com
 +1 (0)614245360
[Change my contact details](#)

Do you have a loyalty code?

Special requests :

Not you?
[Click here »](#)

The benefits online:

- No need to
- Book at any
- Availability
- by email and
- And it's free

Users who viewed this restaurant also viewed

<p>Antigua 08006 Barcelona - Créative 9 / 10 50% off food, excl...</p>	<p>Plaza 66 28004 Madrid - Mediterranean 7,9 / 10 50% off food, excl...</p>	<p>14 Rosas 28020 Madrid - S 8,9 / 10 -40% en C</p>
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- Related recs delivered on website by Adobe Target
- Adobe Analytics triggers remarketing via Adobe Campaign ... at dinner time!
- Real-time recommendations in email via Adobe Target integration

The Dynamic to Contextual Marketer Transition: Take It to Top Brass & Shatter Silos

SMS

Push

Video

App

Print

Search

Social

Display

Email

Exec

- Gain Executive Buy-In
 - ...and make nice with IT!
- Make (More) Data Actionable
- Maximize Integrations Across Channels & Solutions
- Experiment with Hyper-Context

The Value of Contextual Marketing

4X

classic marketing

2X

classic marketing

CLASSIC
EMAIL MARKETING

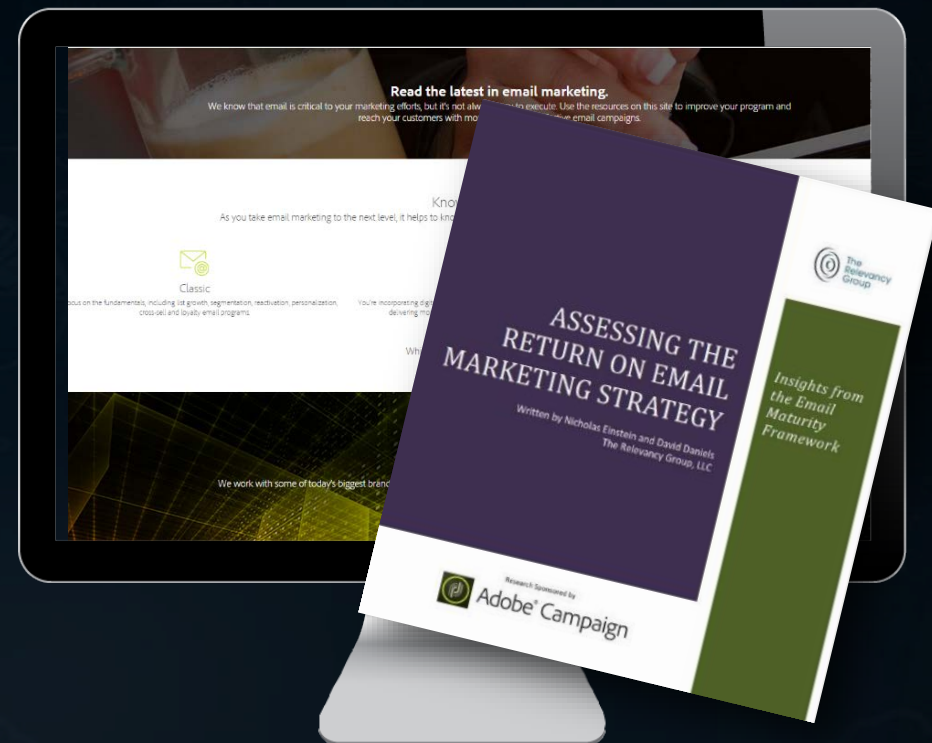
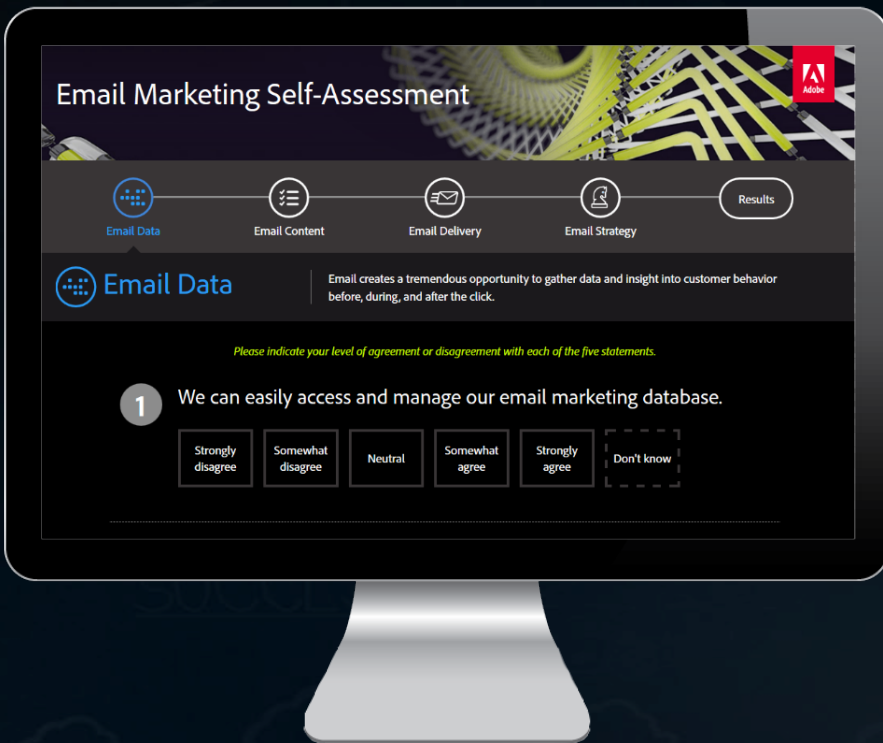
DYNAMIC
EMAIL MARKETING

CONTEXTUAL
EMAIL MARKETING

MONTHLY REVENUE

EmailMaturityModel.com

Adobe.com/go/email



Thank You

Patrick Tripp
Sr. Product Marketing Manager
Adobe
@ptripp

Jen Capstraw
Business Consultant
Adobe
@jencapstraw

EmailMaturityModel.com
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Adobe