

# Email Marketing Communication With Sophisticated Customers

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Has a lot offers  
to choose from  
(You always compete)

# Sophisticated customer

Has little time  
and limited attention





# Sophisticated customer

## Where are the Smartphones being used?

Is on the move  
(interacts in  
different places)



Work 89%



During Outdoor Activities 87%



Bar/NightClub 77%



Bathroom 75%



Family Dinner Table 72%



Restaurant 71%



On a Date 67%



Movie/ Theatre 45%



Church 33%

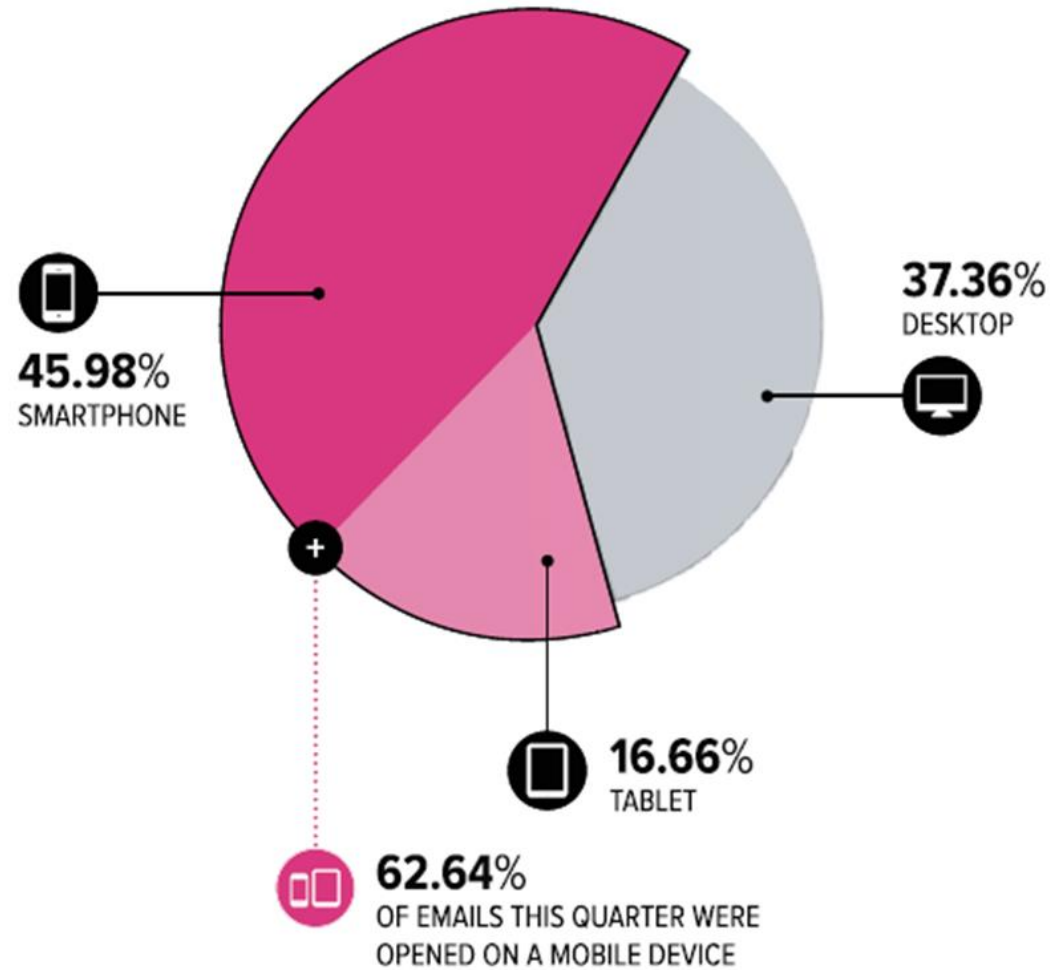
# Sophisticated customer

Uses multiple devices



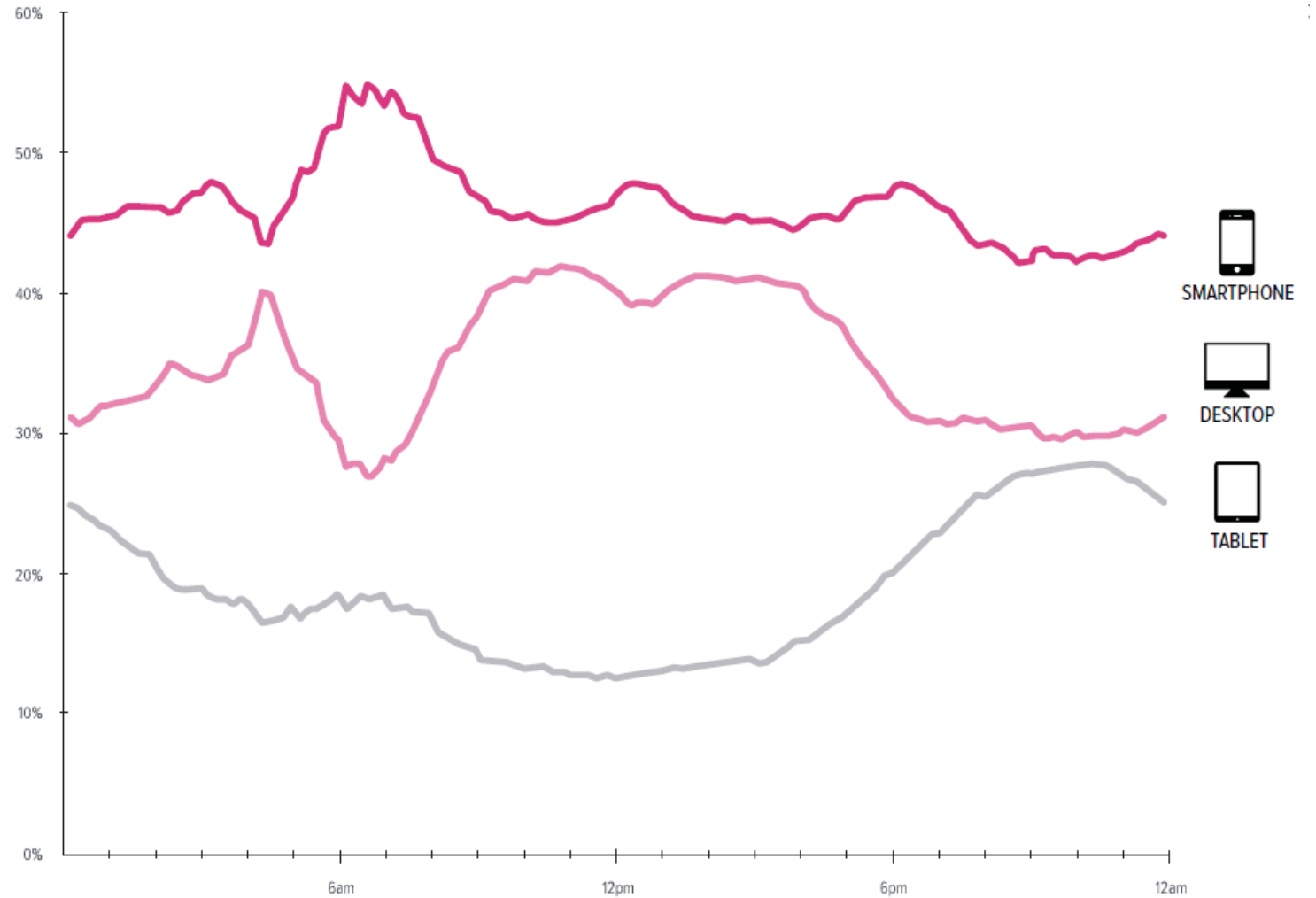
**One Inbox many devices!**

# Opens by device



MovableInk Consumer Device Preference Report Q2 2014

# Opens by time of day



MovableInk Consumer Device Preference Report Q2 2014

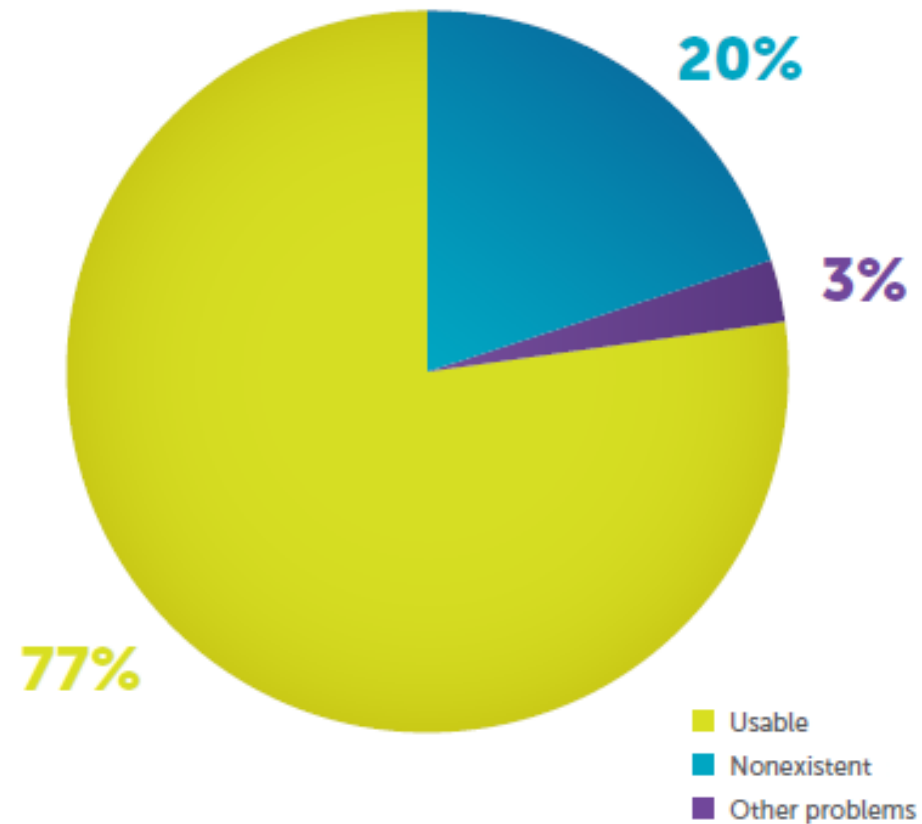


## Cleaning up a mess in email databases



# Cleaning up the mess

Only VALID email addresses  
**will GROW** your business



# Bigger database = bigger revenue

## How **EFFECTIVE** your email collection points are?

- Newsletter webform on your website
- Pop-up on your website
- Points of Sales (forms, electronic receipts, online order completion)
- Loyalty programs
- Call centers
- Social and mobile apps
- Affiliate / CPA programs

# Preventing trouble

## Identify risks and action points:

- Send to ALL subscribers
- Use double opt-in it will lower subscriptions by 10-20%, but:
  - will help in getting whitelisted
  - will protect from typos that can get you blacklisted (jakub@seznam.cz vs jakub@sezna.cz)
  - spambots won't subscribe to your lists
- Affiliate/CPA programs – use separate domains
- Inactives – may lower results. Measure precisely
- Purchased lists = spam traps, harvesting

**Let other marketers  
be boring!**



# Get trendy, jazzy and cool!

- Make it easy – use social login



- Be creative to provide relevance

Sign up for ASOS style news

- Cross-promote your brands

   **WIN A \$1,000 GIFT CARD SIGN UP FOR EMAIL FOR A CHANCE TO WIN >**



**WIN BIG BUCKS!**  
 Sign up for our emails to be entered for a chance to win a \$1,000 Last Call Gift Card.  
NO PURCHASE NECESSARY. Entry deadline is March 31, 2013, at 11:59 p.m. CT. [SIGN UP NOW >](#)

# Get trendy, jazzy and cool!

Communicate benefits, add incentives (% off, free shipping, freebie)



STAY IN THE KNOW!  
SIGN UP TO OUR NEWSLETTER AND ENJOY £10 OFF

Your email address:

FEMALE

MALE

Your personal information will never be passed on to third parties. You may unsubscribe at any time.



✓ GET EARLY ACCESS TO SALES AND EXCLUSIVE DISCOUNTS

✓ TAKE INSPIRATION FROM THE LATEST FEATURED FASHION TRENDS



✓ BE THE FIRST TO KNOW ABOUT NEW COLLECTIONS AND BRANDS

\* The voucher is valid for one use only with a minimum order value of £50. Certain brands may be excluded from this offer. May not be used when purchasing Zalando gift vouchers.



# Use Responsive Design

Your customers are here

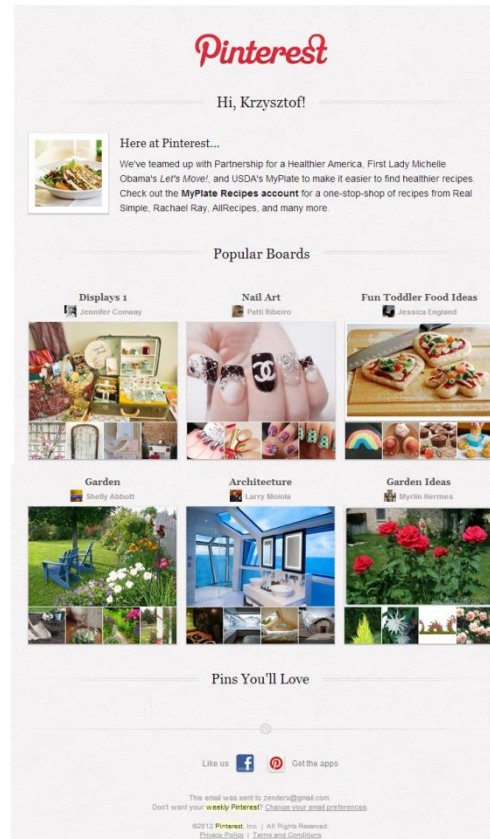


Most emails are still designed to display here

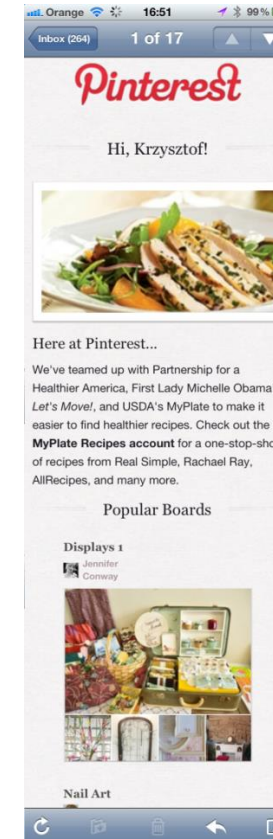


# Example of Responsive Design

Pinterest  
on Webmail




Pinterest  
on iPhone





# Real-time inbox content


## Location

 **Tip 2: Get rewarded for dining out**

Dining out is the **easiest** way to save big at the pump! Just set up a Dining account, link your debit/credit card(s) and you'll be on your way to earning Fuel Rewards savings at over **10,000** participating restaurants, bars and clubs.

Pay with your linked cards, and rewards will be **automatically** added to your account! You'll earn 10¢/gal for every \$50 you spend at participating locations.

**New Member Bonus!** We will add a 25¢/gal New Member Bonus reward to your account after you dine out at a participating restaurant for the first time.



view locations near you

[View details](#)

## Timers

 THE ACTION STARTS IN

**01 : 25 : 15**

HOURS MINUTES SECONDS

**Tune-In at 8pm**  
only on **nickelodeon**

 Tweet along with @NickelodeonTV using **#KidsChoiceSports**

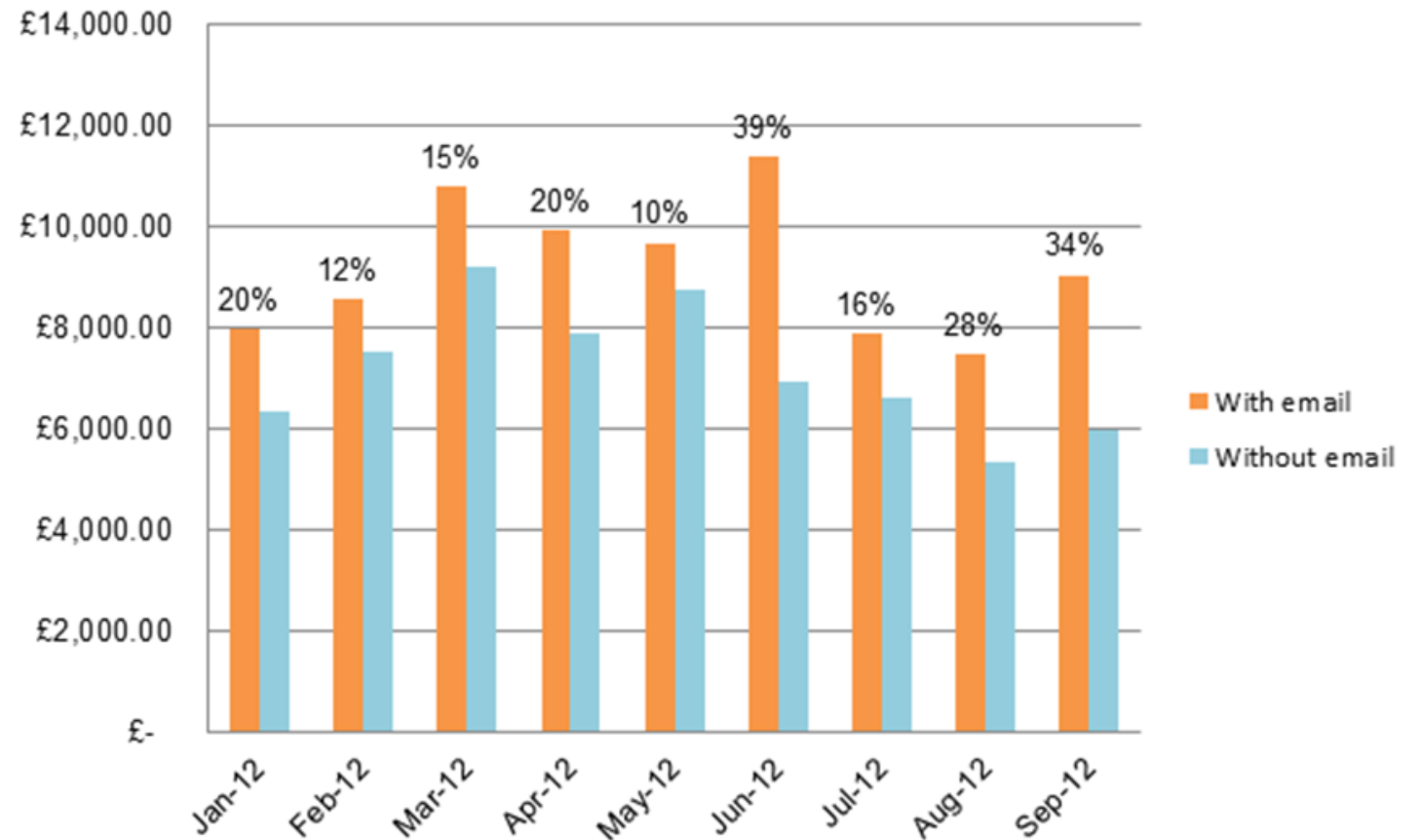
 Nickelodeon  
@NickelodeonTV  
@LarryFitzgerald @McKaylaMaroney  
@landondonovan @tonyhawk  
@michaelstrahan & more are gonna be at  
#KidsChoiceSports TONIGHT at 8pm/7c



A photograph of two men in suits smoking cigars. The man on the left is wearing a blue pinstriped suit and a striped tie, looking towards the man on the right. The man on the right is wearing a dark suit and a red tie, looking away. A pink semi-transparent box is overlaid on the right side of the image, containing the text.

## How not to fail expectations of the sophisticated customer

# Send! Email drives sales in all channels





# Stand out from the crowd!

Your competitors are already there.  
Can afford not to be?

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Horchow	Tomorrow is the last day! 20% off + free shipping on all tabletop
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Coach	Watch Tonight: Coach and The Carrie Diaries
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Armani.com	Sale update: EXTRA 10% OFF ON SALE
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	CUSP	The CUSP Life: 6 Styles, 7 Days
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Directline Holidays	Travel newsletters: Join the Directline Holidays Easter Egg Hunt
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	J.Jill	Our NEW chinos: softness, comfort, easy style
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Uniqlo	New! Prints for girls & Tees for guys
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Expedia Travel Deals	Your daily deal: Up to 50% off
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	LinkedIn	Jobs you may be interested in
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sally Copley - Oxfam Com.	Only two days to go
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Banana Republic	Today only: Cardmember exclusive savings.
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Anthropologie Europe	Bright boudoirs   Top coats   More shoes!
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Carol's Daughter	Last Chance! March Madness Weekend Special: Free Shipping + Free Monci Hair Mask
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	reservations	Bitly Your itinerary: F2YRNI
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	bebe	Tops that make outfits pop + Extra 30% off
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ocado	Paulina, don't miss your chance to get an extra £5 off
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Neiman Marcus	Kay Unger New York Spring Preview
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Smashbox Cosmetics	Special characters: Our hot new summer collection!
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Estée Lauder Online	Try Advanced Night Repair: Free Duo with purchase
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Coldwater Creek	Spring Specials online - SAVE on ALL your favorites! + SHIP FREE
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Miss Selfridge	Miss S HQ Loves: Our Favourites For Spring
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	ASOS	Step it up: the ASOS S/S'13 shoe collection has launched!
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	PizzaExpress	Fresh for you - 25% off handmade pizza
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Tiffany & Co.	A Modern Mix
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Dorothy Perkins	Last chance for up to 30% off everything - ends MIDNIGHT!
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Ann Taylor	Psst...Open To Reveal Our Secret!
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	AE VINTAGE STORE	AE Vintage Store Newsletter - 17.03.2013
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	The Body Shop	Ends at midnight! Buy 2, Get 2 FREE
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Sephora	Get lucky...
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Hermès	Lucky you!
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Gap	Last chance! 30% off at our GAP FRIENDS EVENT
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Tommy Hilfiger	Fancy a trip to India? Be transported with new men's looks
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	UrbanOutfitters.com	What do you call a party with St. Patty?



# Act quickly

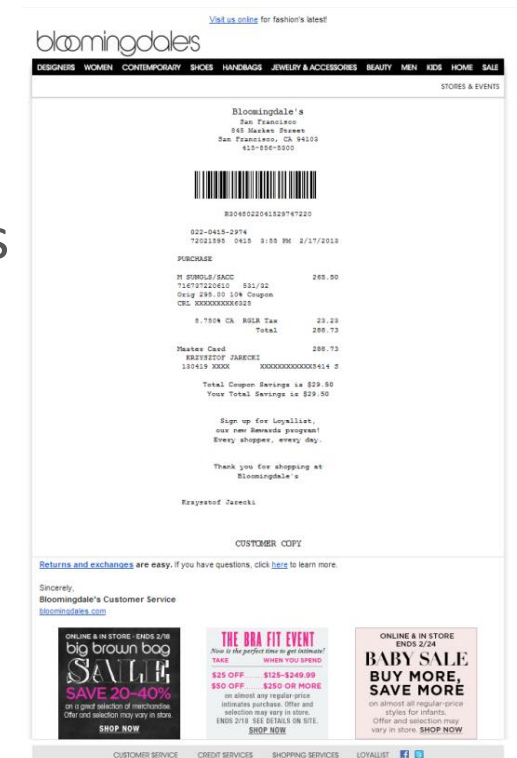
## Purchase at Bloomingdale's

- Payment and email subscription to get receipt at the same terminal
- Newsletter opt-in checkbox



## 1 minute later

- Email with receipt and offers



like no other store in the world

Don't miss a thing! Add [bloomingdales@e.bloomingdales.com](mailto:bloomingdales@e.bloomingdales.com) to your address book.  
© 2012 Bloomingdale's, Inc. 1000 Third Avenue New York, NY 10022

# How subscribers see your email



Czytaj w przeglądarce

**09.01.2013 | NIEZBĘDNIK AGENTA**

STRONA STARTOWA PRODUKTY SERWIS MARKETING SŁOWNIK KONTAKT



foto

## Wytczne odnośnie ubezpieczenia budynków drewnianych

**PRODUKTY**

W ostatniej aktualizacji iPegaza na ścieżce sprzedaży Pakietu HB oraz MF znalazło się zapytanie dotyczące budynków drewnianych.

Czytaj więcej

**W tym wydaniu**

<ul style="list-style-type: none"> <li>Wytczne odnośnie ubezpieczenia budynków drewnianych</li> <li>Pytanie i odpowiedzi dotyczące promocji Hestii Biznes i AC</li> <li>Ważne informacje odnośnie "Szybkich prowizji"</li> <li>Kalkulator OCPD</li> </ul>	<ul style="list-style-type: none"> <li>▪ Wytczne odnośnie ubezpieczenia budynków drewnianych</li> <li>▪ Pytanie i odpowiedzi dotyczące promocji Hestii Biznes i AC</li> <li>▪ Ważne informacje odnośnie "Szybkich prowizji"</li> </ul>
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<h3 style="margin: 0;">Pytanie i odpowiedzi dotyczące promocji Hestii Biznes i AC</h3> <p style="margin: 0;"><b>PRODUKTY</b></p> <p style="font-size: x-small; margin: 0;">W ostatniej aktualizacji iPegaza na ścieżce sprzedaży Pakietu HB oraz MF znalazło się zapytanie dotyczące budynków drewnianych.</p> <p style="text-align: right; font-size: x-small; color: #ccc;">Czytaj więcej</p>	<h3 style="margin: 0;">Ergo Hestia promuje bezpieczeństwo nad wodą</h3> <p style="margin: 0;"><b>MARKETING</b></p> <p style="font-size: x-small; margin: 0;">Ergo Hestia uruchamia akcję edukacyjną w zakresie bezpiecznego odpoczynku nad wodą oraz odpowiedzialnego uprawiania sportów wodnych. Zaplanowano: poradnik dla turystów, audycje radiowe oraz specjalną aplikację na Facebooku.</p> <p style="font-size: x-small; margin: 0;">Akcję zainauguruje 13 lipca poradnik dla turystów, zatytułowany „Bezpiecznie nad wodą”, wydany we współpracy z „Dziennikiem Północnym”</p>
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Make sure your email looks good

Czytaj w przeglądarce

**ERGO**  
HESTIA®

**09.01.2013 | NIEZBĘDNIK AGENTA**

STRONA STARTOWA | PRODUKTY | SERWIS | MARKETING | SŁOWNIK | KONTAKT

foto

### Wytyczne odnośnie ubezpieczenia budynków drewnianych

**PRODUKTY**

W ostatniej aktualizacji iPegaza na ścieżce sprzedaży Pakietu HB oraz MF znalazło się zapytanie dotyczące budynków drewnianych.

[Czytaj więcej](#)

**W tym wydaniu**

- Wytyczne odnośnie ubezpieczenia budynków drewnianych
- Pytanie i odpowiedzi dotyczące promocji Hestii Biznes i AC
- Ważne informacje odnośnie "Szybkich prowizji"
- Kalkulator OCPD
- Wytyczne odnośnie ubezpieczenia budynków drewnianych
- Pytanie i odpowiedzi dotyczące promocji Hestii Biznes i AC
- Ważne informacje odnośnie "Szybkich prowizji"

### Pytanie i odpowiedzi dotyczące promocji Hestii Biznes i AC

**PRODUKTY**

W ostatniej aktualizacji i Pegaza na ścieżce sprzedaży Pakietu HB oraz MF znalazło się zapytanie dotyczące budynków drewnianych.

[Czytaj więcej](#)

### Ergo Hestia promuje bezpieczeństwo nad wodą

**MARKETING**

Ergo Hestia uruchamia akcję edukacyjną w zakresie bezpiecznego odpoczynku nad wodą oraz odpowiedzialnego uprawiania sportów wodnych. Zaplanowano: poradnik dla turystów, audycje radiowe oraz specjalną aplikację na Facebooku.

Akcję zainauguruje 13 lipca poradnik dla turystów,

### Ważne informacje odnośnie

# So, you stop at newsletters?

- Automatic welcome emails !!!
- Automatic birthday / anniversary emails
- Specials for Most Valued Customers
- Cross-selling and upselling
- Clearing remaining inventory from your stock
- Incentives for non-buyers





# I do all that already... What's next?

- Real-time inbox content
- Predictive eye-tracking for content optimization
- Revenue based split-testing
- Emails with recommendations
- Customer segments for specific products generated from behavioral data and predictive analysis
- Life-cycle email programs





# Thank You !

For business inquires please contact

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