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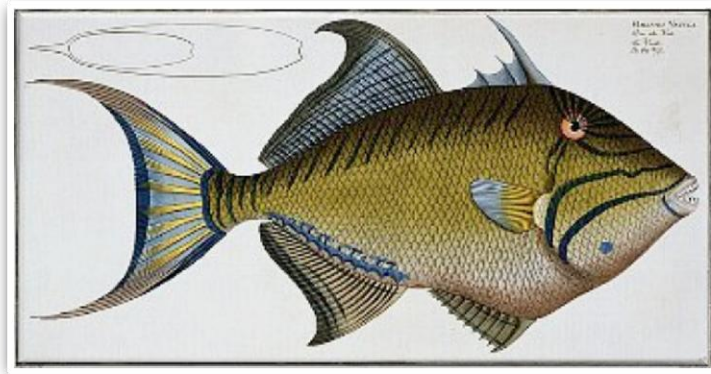
**DMA**   
Direct Marketing Association

Direct Marketing Association

# **Deliver the Pitch: Getting the Message Timing Right**

# LET'S PLAY A LITTLE WORD ASSOCIATION GAME...

WHEN I SAY TRIGGER, YOU THINK....

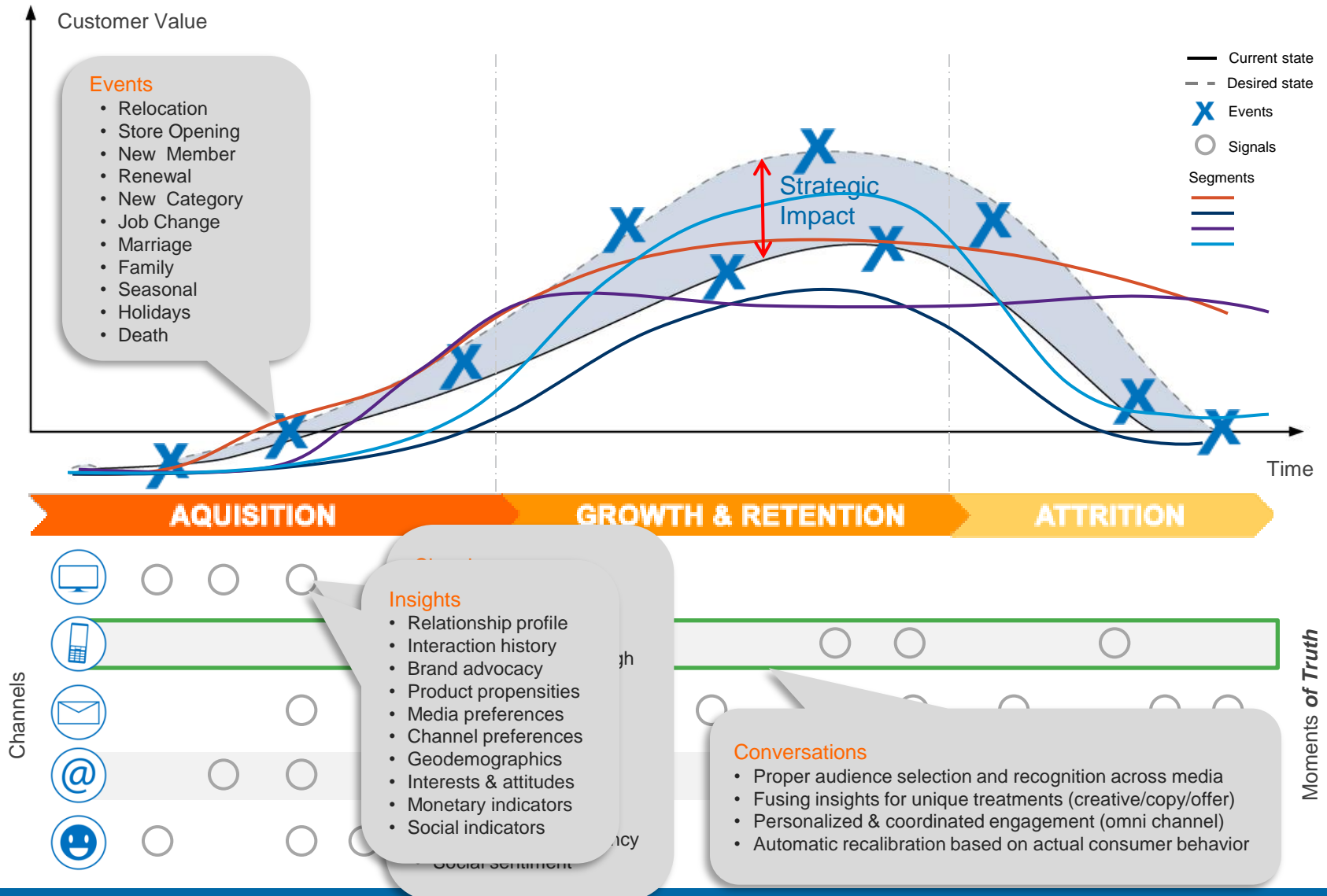


# AN EVENT THAT SPARKS OTHER EVENTS



Driven off a change in the household, a specific action or inaction, or even a potential action – triggers in marketing are designed to act or react based on specific inciting events

# DRIVING CUSTOMER ENGAGEMENT FROM THE INCITING EVENT



# Getting Message Timing Right

Shar VanBoskirk, Vice President and Principal Analyst

31 August, 2011

The Forrester logo is a dark green oval containing the word "FORRESTER" in white, uppercase, serif font. A registered trademark symbol (®) is located to the upper right of the word. The logo is positioned on a white background that is separated from the blue header by a horizontal green gradient bar.

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# Agenda

How marketers use email today

How triggered messages improve email performance

A case study in triggered message success

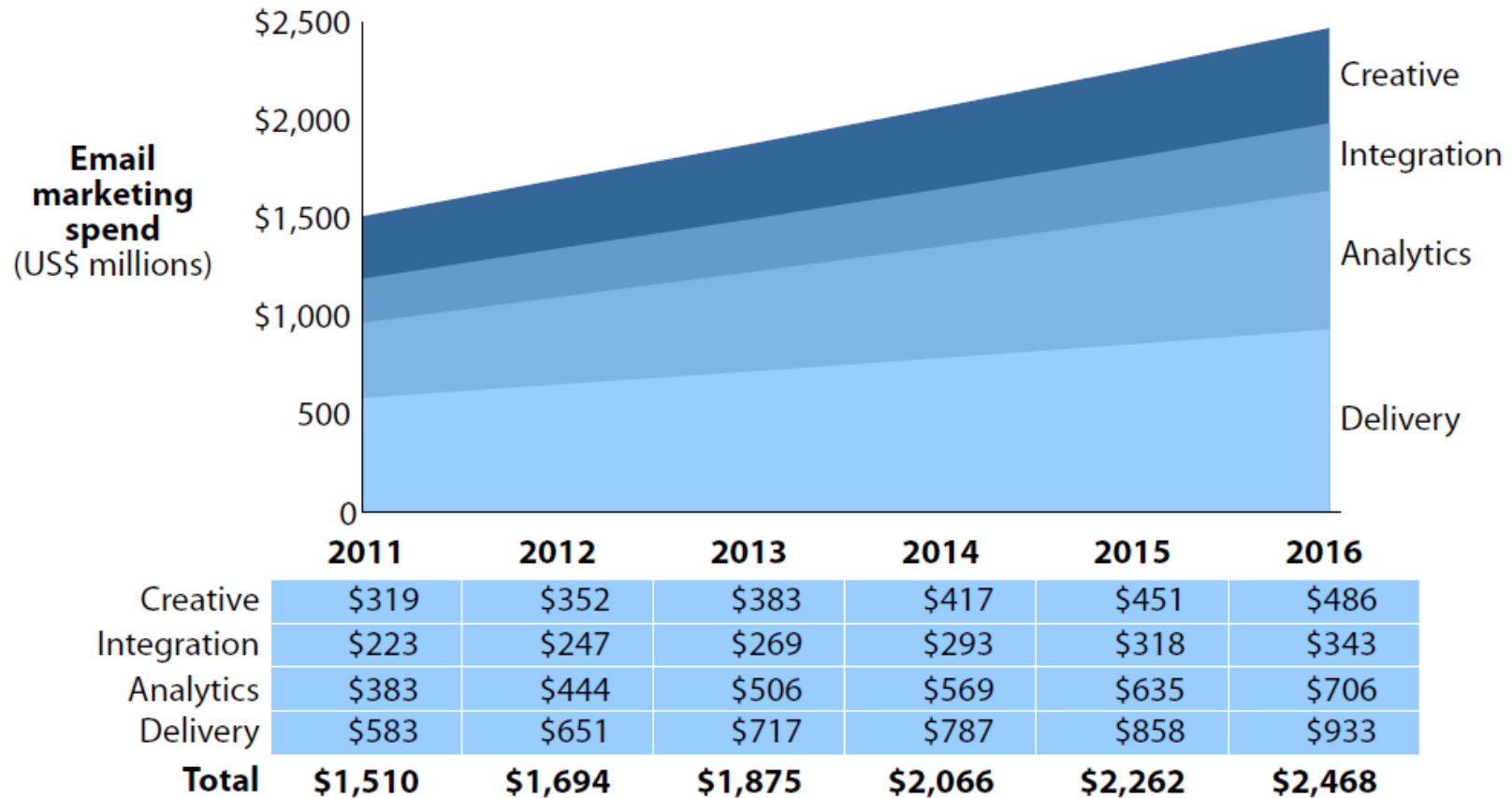
# Agenda

## **How marketers use email today**

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# Email investments continue to grow



Email marketing spend will grow at a 10% CAGR between now and 2016.

Source: Forrester's Email Marketing Model, 2011 (US Only)

# About 1/3 of marketers plan to increase email budgets

## How will your Interactive Marketing budget in 2011 compare with the 2010 budget for each of the following channels?

Email marketing (including email for acquisition and retention)

Will stay the same   Will increase   Will decrease   Don't know/we do not use this channel

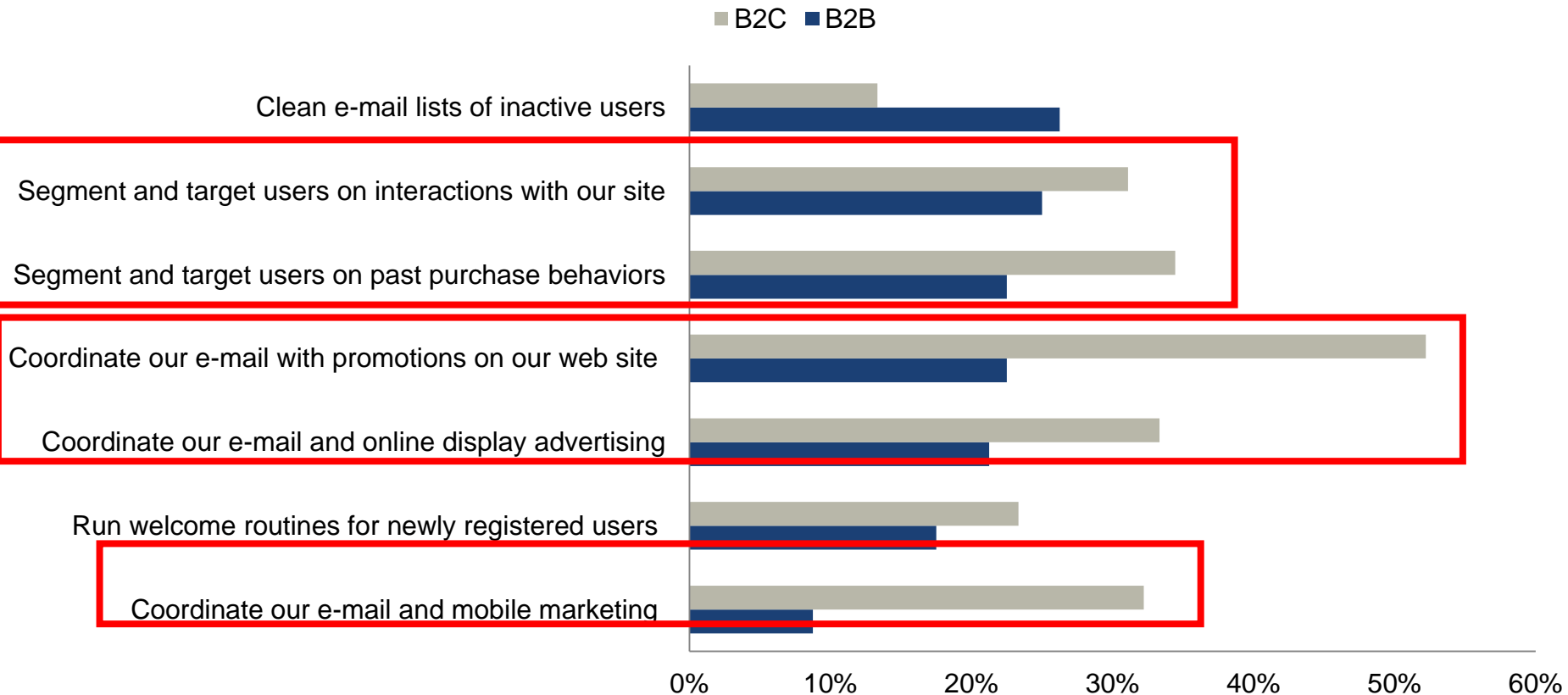


Base: 252 interactive marketers

Source: December 2010 US Interactive Marketing Online Executive Panel Survey

# Many marketers don't apply email best practices

Which of the following e-mail marketing tactics do you currently use?

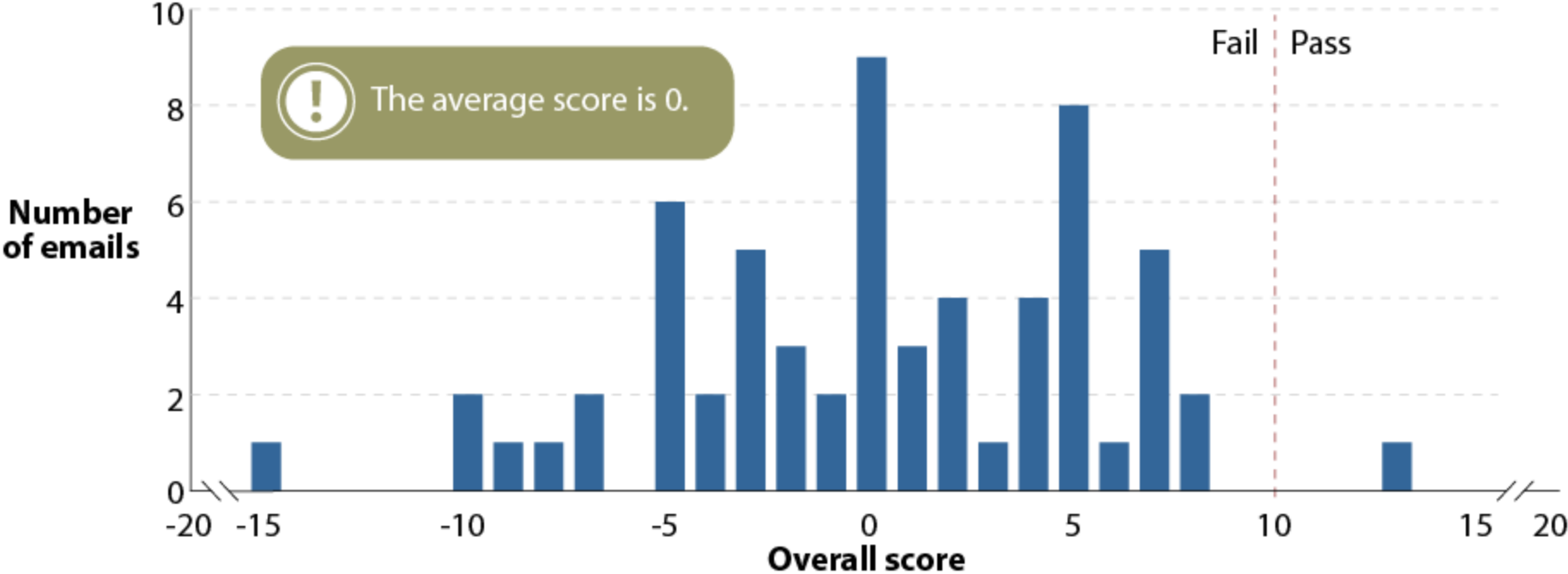


Base: 252 interactive marketers

Source: December 2010 US Interactive Marketing Online Executive Panel Survey

# The result? Most email marketing programs fail

The distribution of all emails reviewed



Base: 64 marketing emails

# Agenda

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# What do we mean by triggered messages?

Outbound communications which automatically deploy when a pre-set condition is met.

# What “triggers” right-time messages?

- User behavior
  - E.g. A shopping cart abandonment email; Responding to a call into a call center; Emails timed to product or decision lifecycles
- Marketer activity
  - E.g. A follow-up to a previous email or direct mailing; An alert when a product comes into stock
- Market changes
  - E.g. Alerts about changes in stock portfolios; Emails promoting Boston Bruins gear immediately after they won the Stanley Cup
- Community activity
  - E.g. Response to a volume or type of buzz; The Wynn Resort announcing that it would ban Paris Hilton after she was arrested on cocaine charges
- Calendar occurrences
  - Emails from TurboTax 6 weeks before April 15; Annual “anniversary” reminders

# Starwood triggers a confirmation email after I book a reservation online

Welcome Shar,

We're pleased that you'll be staying with us at Element New York Times Square West. We've created a relaxed, modern environment where you can settle in, get work done, socialize and just be yourself. If there's anything we can do to enhance your Element experience, please let us know.

All the best,

Peter McNamee  
General Manager  
Element New York Times Square West

Confirmation: 355141758

## Your Schedule

Check In 29-AUG-2011 - 3:00 PM \*

Check Out 30-AUG-2011 - 12:00 PM \*

*\* Indicates standard hotel check-in and check-out times and does not reflect special arrangements made with the hotel.*

## 7-day Weather Forecast New York, New York

Fri 26	Sat 27	Sun 28	Mon 29	Tue 30	Wed 31	Thu 1

From Starwood  
Preferred Guest

spg flights  
SEARCH. REDEEM. FLY.

Redeem Starpoints®  
on over 350 airlines  
without blackout dates.

Take Flight ▶

## Your Starwood Preferred Guest Details

Member Name:  
**Shar Van Boskirk**  
SPG  
Number:xxxxxxxx309  
Starpoint  
Balance:54256 \*\*  
[Login to Your Account](#)



# Behavioral triggers can occur offline as well

Your account update confirmation is now available online

## Please review your updated account information

Dear Shar Vanboskirk,

The change you recently requested to your account information has been completed. A confirmation of this change is available for you at [Fidelity.com/AccountRecords](https://www.fidelity.com/AccountRecords).

Please review your updated account information carefully. If any of the information is missing or incorrect, or changes in the future, you can update it at any time by visiting [Fidelity.com/YourProfile](https://www.fidelity.com/YourProfile) or by contacting us at  800-544-6666 . You may also request a paper copy at no cost. Representatives are available 24 hours a day, 7 days a week, to assist you.

Thank you for choosing Fidelity.  
Sincerely,

Carolyn M. Clancy  
Executive Vice President  
Fidelity Investments  
Fidelity Brokerage Services LLC

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### Quick Links

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Fidelity triggers an email when I change my account settings with an advisor in-person

# Internal activity or business changes can also act as triggers

Zappos sends emails when products come into stock

These emails generate conversion rates that are 15x greater than any other Zappos email



## You Wanted It...Now Zappos.com Has It!

Hello Ashley!

Guess what?! The item you requested is back in the warehouse, so get it while the getting is good! PS - This is a one-time notification that you requested from Zappos.com! We'll send you emails when you ask for them! We're cool like that!



[View Entire Collection](#)

**Nine West:** Getby

SKU# 7604067

Size: 6.5

Color: Black Leather

Width: M

[Interested? Click Here to Buy!](#)

Here's the deal:

1. A lot of people get these emails.
2. Maple syrup should be its own food group.
3. If the product sells out before you buy it,
4. then you can sign up to be notified again.
5. Music is a nice way to end the day.

# Travelocity sends emails when airfares for preferred routes drop

Generates 300% higher click through rates than Travelocity's average emails



Georgann, still shopping for your flight? Hurry, because right now fares from Boise to Phoenix are 40%\* lower than the average round-trip ticket sold on Travelocity during the last 30 days.\*

**Boise (BOI) to Phoenix \$129+** [Book now >>](#)



[Boise \(BOI\) to Phoenix \(PHX\)](#)

<b>Flight</b>	<b>Hotel (per night)</b>	<b>Flight + 3-night hotel package</b>
<b>\$129+</b>	<b>\$108+</b> ★★☆☆	<b>\$314+</b> ★★☆☆
		<b>\$323+</b> ★★☆☆
Save up to 40%* on this flight!		Book your <u>flight + hotel</u> together and save***
		<a href="#">Search Flights + Hotels</a>

[Add this to your FareWatcher Plus for price change updates >>](#)

# Red Envelope automates gift reminder emails



## Don't delay, Shea's special day won't wait - Save 10%

[Still time to send Shea's birthday gift.](#)

Can't see the images in this email? [View the online version.](#)

**redENVELOPE**  
the place for unique and personalized gifts

[ShareThis](#) [Join us](#) [Follow us](#)

 1.877.733.3683 

[baby](#) | [for her](#) | [for him](#) | [jewelry](#) | [sale](#)

### Save 10% On All Birthday Gifts

### Don't Let Time Run Out

Shar, Shea's birthday is almost here. If you wait too long, you'll miss out. Our great selection and easy ordering process makes getting the perfect gift simple. Shop now and have it delivered in time.

### 10% off



pacific cookie  
company  
birthday cookies  
**\$34.95**

**BUY NOW**



carnival of color  
**\$49.99**

**BUY NOW**



pocket  
compass  
~~\$89.95~~ **\$79.99**

**BUY NOW**



japanese bird  
bells  
~~\$39.95~~ **\$29.99**

**BUY NOW**

**Shop All Birthday Gifts** ▶

# Agenda

How marketers use email today

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# How to support a triggered messaging approach

1. Look outside of marketing for help
  - IT, customer service, sales, ebusiness can all help determine critical triggers and responses
2. Map out your customer lifecycle
  - Specifically to flag key touch points for you to influences
3. Identify the data you need
  - What is it, where and how do you get to it?
4. Determine your messages strategy
  - What type of message? Through which channel? What is the business goal and user need that the message will address?
5. Automate
  - Use technology to run the program on autopilot

# Intercontinental Hotels: A right-time messaging case study



- The situation:
  - iHG managed its outbound, loyalty and transactional emails from different internal groups, using different databases and different email vendors
  - This created inefficient management and a disconnected customer experience
  - It also meant that they were missing opportunities grow customer relationships
- The solution:
  - Create a new approach to customer marketing which improves upon and better leverages triggered messages.

# The strategy focused on five business priorities

1. Right-time marketing
2. Non-member
3. Glocal communications
4. Extend traditional campaigns
5. Channel synergy



# How did IHG create its right-time strategy?



1. Determined that this was a revamp of its CRM strategy, not just about better emails
2. Organized sales, product, call center and marketing into a single team now called “guest marketing”
3. Built a single customer database
  - Allows access to data from all customers — whether they are first-time bookers or loyalty club members — from the same place, and 2) the ability to match new data — like website activity or purchased profiles to existing customer information.
4. Unified campaign management and delivery under a single vendor

# Results?



- 16% lift in revenue
- Quicker production times.
  - In just three to four days, IHG can now develop and execute email campaigns that used to take 22 days to deploy.
- Dynamic, customized email messages
  - IHG's dynamically triggered prestay email averages a 50% open rate and a 20% click-through rate.
- Comprehensive and timely reporting

# Summary and recommendations

- Email marketing is still the most cost effective interactive tool
- But marketers don't consistently apply the best practices needed to create relevant messages
- Triggered campaigns can help improve email relevance and results
- Plan triggers into a CRM strategy
- But! Don't be afraid to start small
  - Use the data you already have
  - Create simple triggers

# DOING IT WELL – A FIRST TIME SHOPPER CONVERSION SERIES



Follow on offer, thanking the shopper and telling them there is a credit in their basket to shop again.

Trigger is tied to the holidays and new customers, tied to a relevant seasonal offer

- First time shopper
- Seasonal offer

Reminder about offer generated 2 weeks later

- Tied to 2<sup>nd</sup> offer of expiration

# A DAY IN THE LIFE

## Developing a New Customer Trigger for Specialty Retail

**Situation:** 55% of new customers do not return after their first shopping experience.

**Challenge:** Identify the different potential customer groups and develop associated triggers to re-engage them (trigger 1 of many)

# LEVERAGING DATA TO DRIVE THE NEXT ACTION

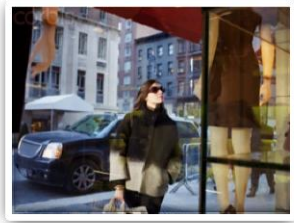


## Transactional Data

- What did they buy, how much did they spend, did they use a promo?

## Location Data

- Where did they buy? Was it shipped? If so to billing address?



## Demographics

- How does it match or differ from the core customer and what does that say about the potential?






## Permissions & Interests

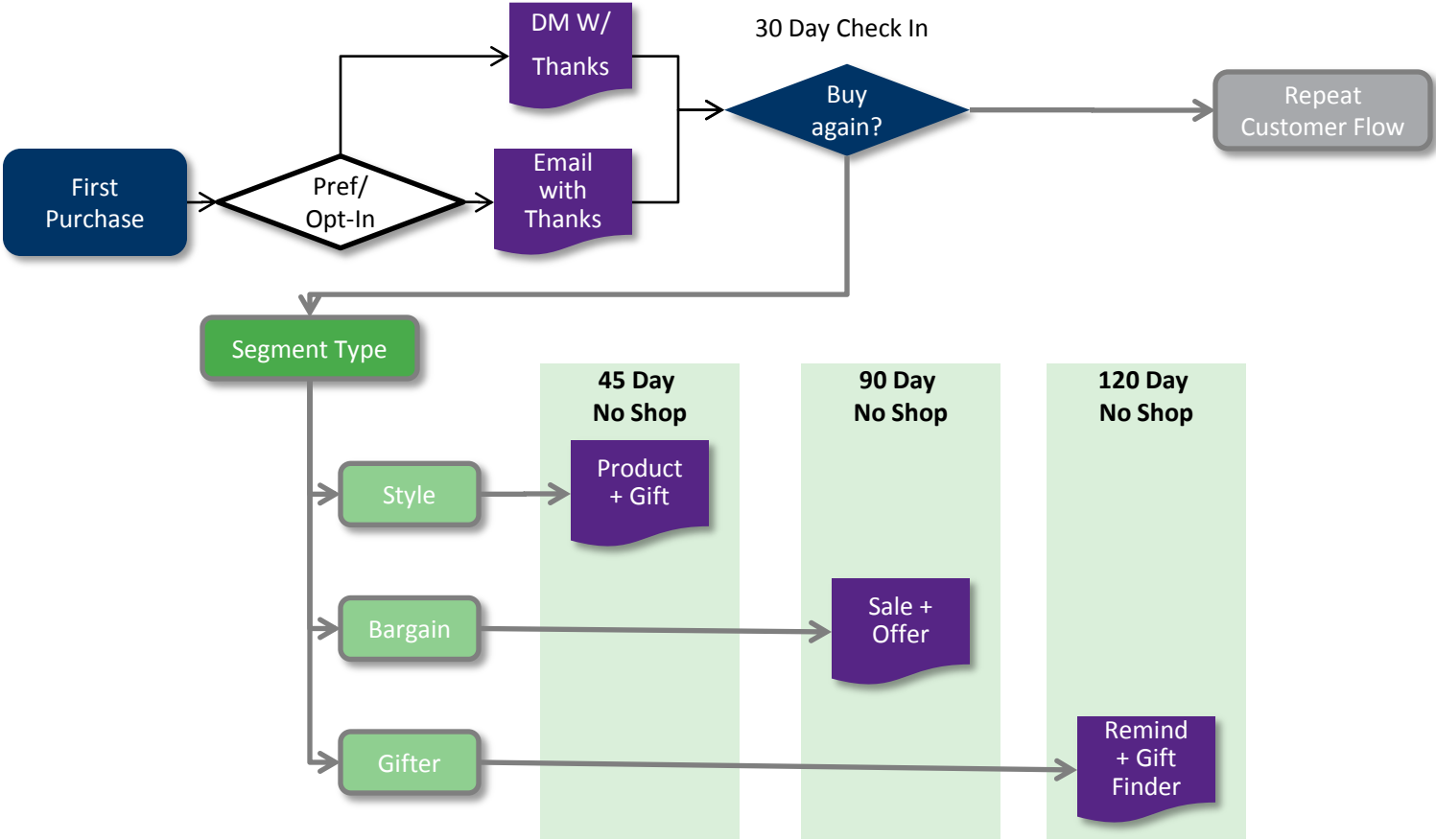
- Email? Terrestrial Mail? Mobile?

# IDENTIFYING THE DIFFERING FACTORS THAT TRIGGER AN EVENT

15,000 net new customers / month

Customer Group	For Self	Gifts	Demos & Behavior	2 <sup>nd</sup> Purchase Threshold
 <p><b>The Style Maven</b></p>	<ul style="list-style-type: none"> <li>•Bought full price, across departments</li> </ul>		<ul style="list-style-type: none"> <li>•35-54, married</li> <li>•Highly affluent</li> <li>•Opted in for email</li> </ul>	<ul style="list-style-type: none"> <li>•75 Days</li> </ul>
 <p><b>The Bargain Hunter</b></p>	<ul style="list-style-type: none"> <li>•Purchased sale items, lower price point</li> </ul>		<ul style="list-style-type: none"> <li>•24-35, no children or young children</li> <li>•Opted in for email &amp; Mobile</li> </ul>	<ul style="list-style-type: none"> <li>• 110 Days</li> </ul>
 <p><b>The Gifter</b></p>		<ul style="list-style-type: none"> <li>•Purchased item and requested gift receipt OR</li> <li>•Purchased online, having shipped</li> </ul>	<ul style="list-style-type: none"> <li>•Older shoppers - married</li> <li>•Younger are single, renters</li> </ul>	<ul style="list-style-type: none"> <li>• 165 Days</li> </ul>

# CONVERTING THE FIRST TIME SHOPPER BY SEGMENT



# INCORPORATING TRIGGERS INTO YOUR DAY TO DAY MARKETING

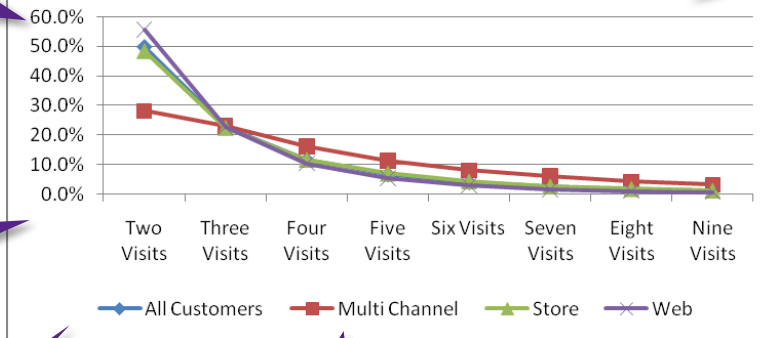
## USING KPI'S TO IDENTIFY NEXT TRIGGERING ACTION

Do their preferences / actions prompt a follow up?

Are they online shoppers and a store just opened nearby?

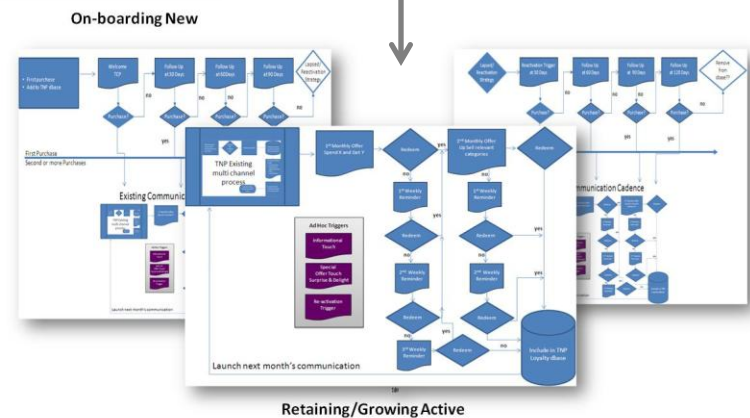
Are they getting close to an interaction or shopping threshold flag?

### Established Customer Shopping Frequency



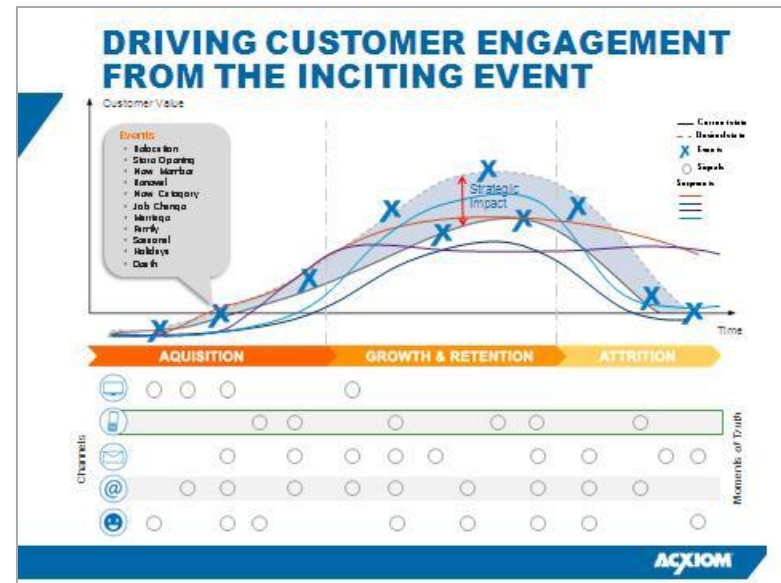
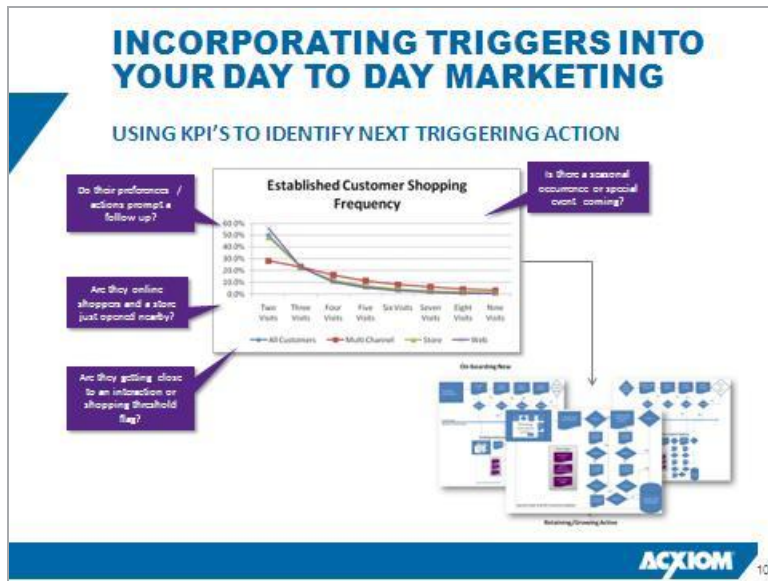
Is there a seasonal occurrence or special event coming?

Ask them what they want to know/watch for!



# TAKING THE FIRST STEPS WITH TRIGGER MARKETING

- Identify the triggers
- Develop the baseline



- Create business rules based on actions/preferences
- Measure over & over & over

# QUESTIONS?

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- > [www.acxiom.com](http://www.acxiom.com)



# Thank You!

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