Digital Track: DM102
Email And Automation

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Email as Linchpin to Modern Marketing Success

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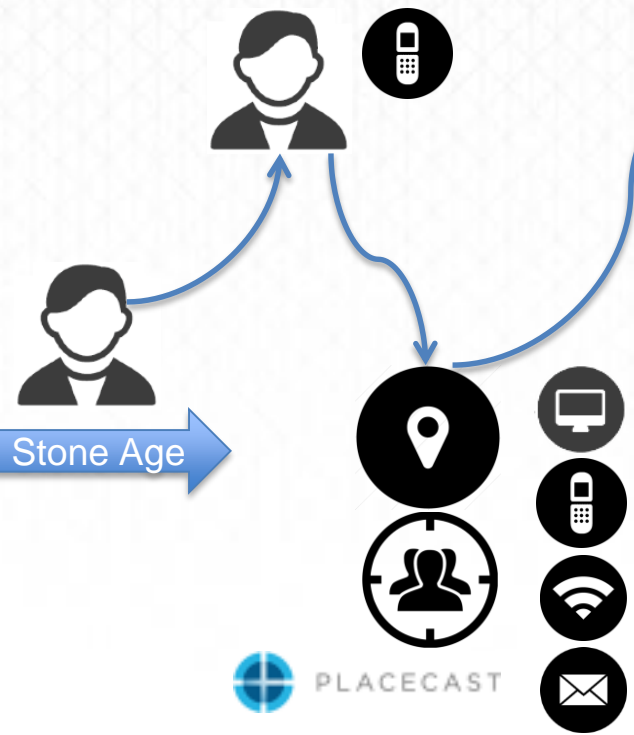The leading industry event by digital marketers for digital marketers

Linchpin

1 : a locking pin inserted crosswise (as through the end of an axle or shaft)

2 : one that serves to hold together parts or elements that exist or function as a unit

How did I get here?

Knotice

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2010 – Present Day

Stone Age

PLACECAST

The (Many) Year(s) of Mobile

5th Finger

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Hub & Spoke Approach
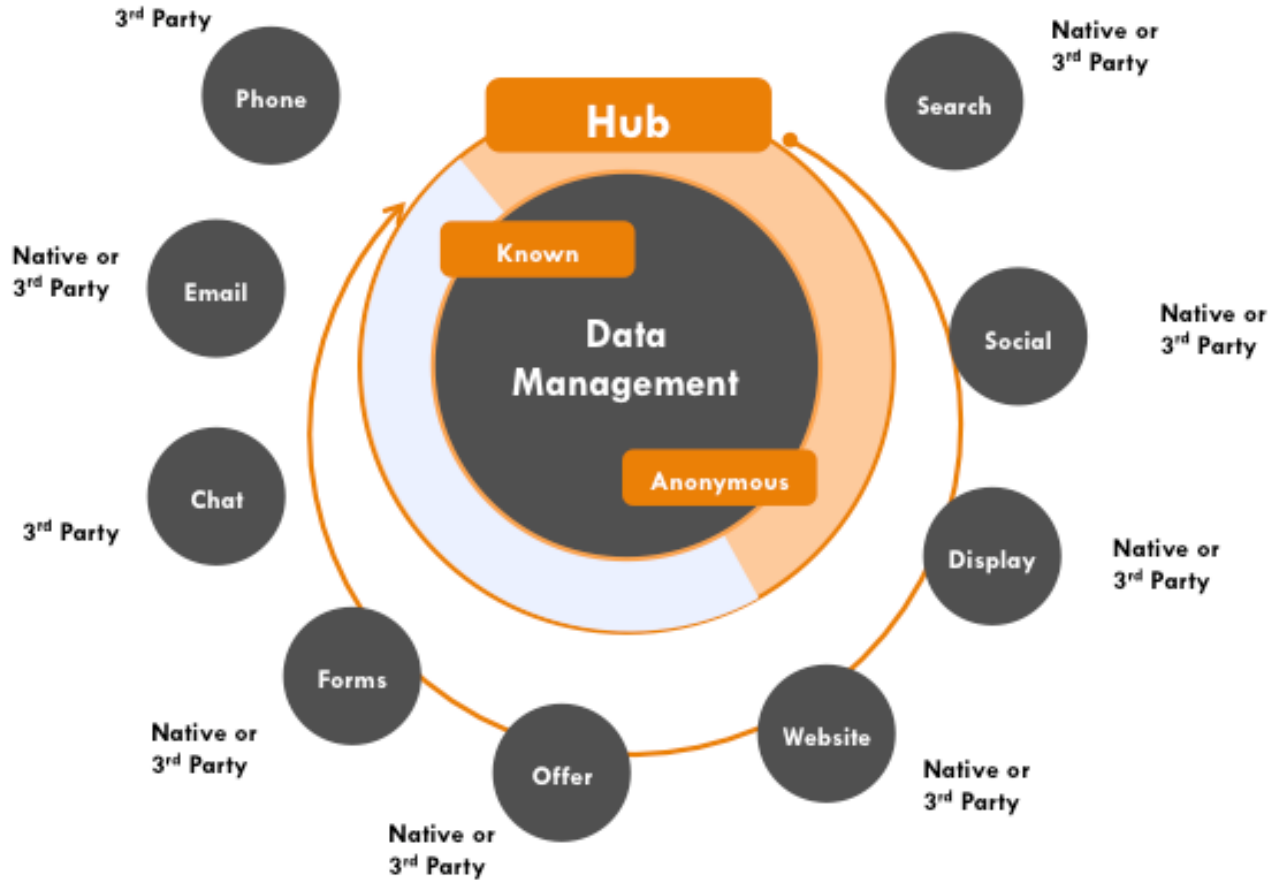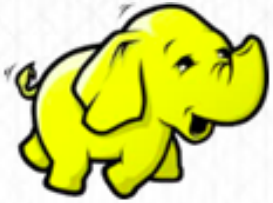
The Age of Automation Is Upon Us…

The technique of making an apparatus, a process, or a system operate automatically

Automatic implies action engaging neither the mind nor the emotions and connotes a predictable response
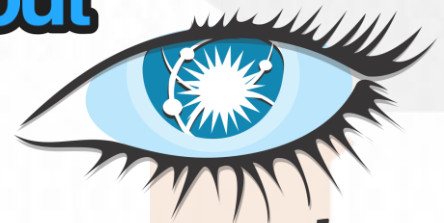
Why Email?

#1 Positive Revenue Impact

Which Digital Channel Makes the Biggest Positive Impact on Revenue?

WINNER — **33%** Not Sure

26% Email

5% Social Media

17% SEO

15% Paid Search

5% Display
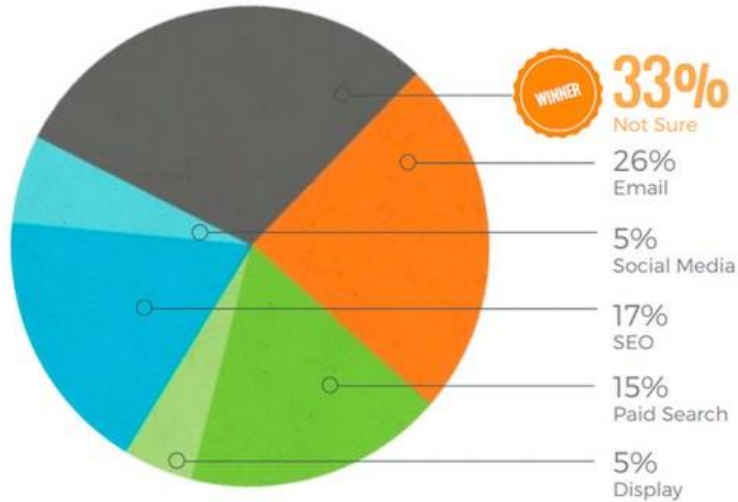
Source: Webmarketing123, 2015

Budgets = Up

59%
OF MARKETERS

plan to increase their email marketing budget this year

Channel of Choice

69.7%
OF INTERNET USERS

prefer to communicate with business through email
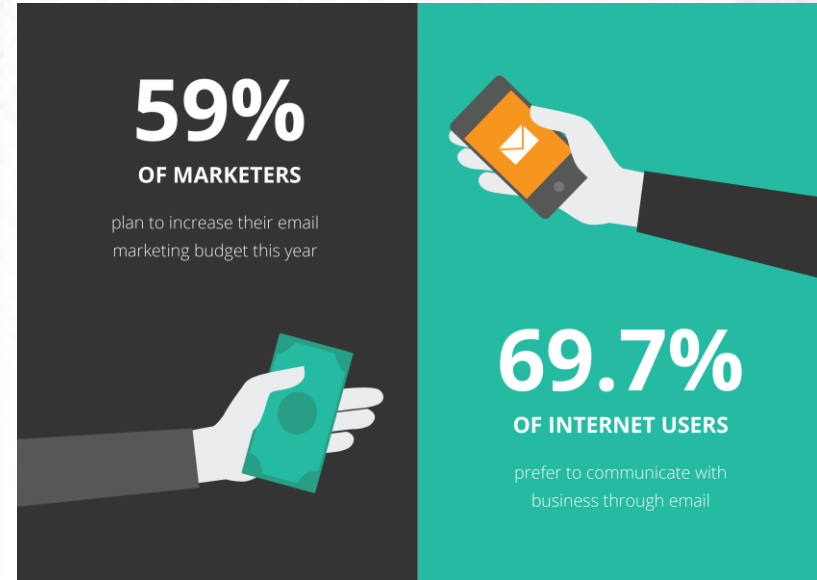
Sources: Image- R2i.com. Statistics- emarketer

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Email as Bridge: Implications Beyond The Send

Engagement

Intent

Accessibility

Interests
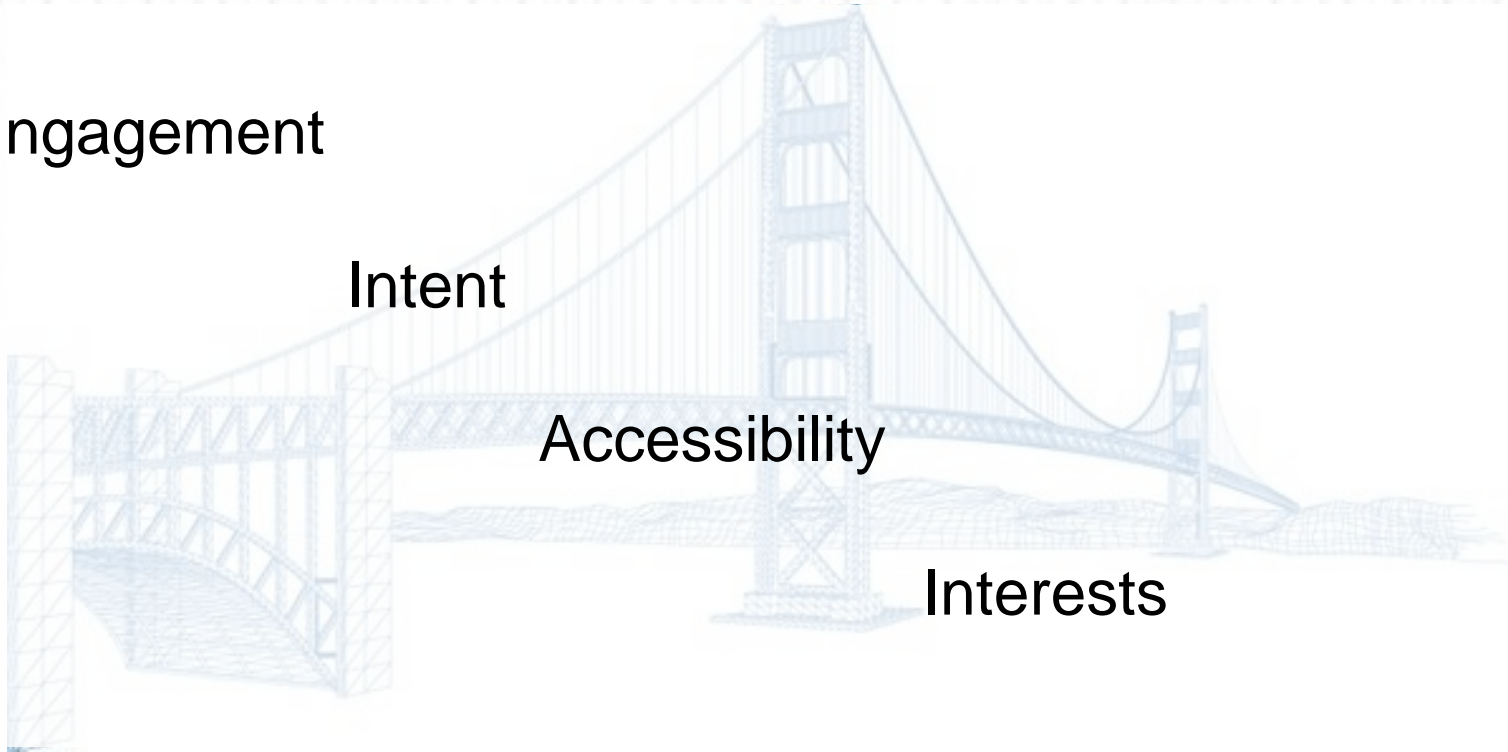
Linchpin Status

Identity

- Cross-device
- Cross-channel
- Owned asset

- Cookie-less ID

DESKTOP

MOBILE

SITE

EMAIL

SEARCH

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Elevated Performance- It Just Makes Cents

Total Budget ~8.3% of Revenue

Enterprise Marketing Budget Allocations
share of total spend, based on a survey of decision-makers or influencers in the marketing budget process at enterprise organizations
2014-2019

Digital spending ▪ Traditional spending

	2014	2015	2016	2017	2018	2019
Digital	25.1%	27.6%	30.4%	33.4%	36.4%	39.7%
Traditional	74.9%	72.4%	69.6%	66.6%	63.6%	60.3%

MarketingCharts.com | Data Source: Econsultancy / Teradata

~10% of Digital Spend

Digital channel budget breakdown

▪ Average allocation of digital channel budget

Channel	Allocation
Digital advertising	17%
Search marketing	16%
Content	15%
Website	14%
Social	11%
Email	10%
Mobile	7%
Other	10%

Source: Enterprise Priorities in Digital Marketing, Teradata and Econsultancy, 2014

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Opportunity for Lift

All Other Digital- $18mm

Email- $2mm

Offline- $6.3mm
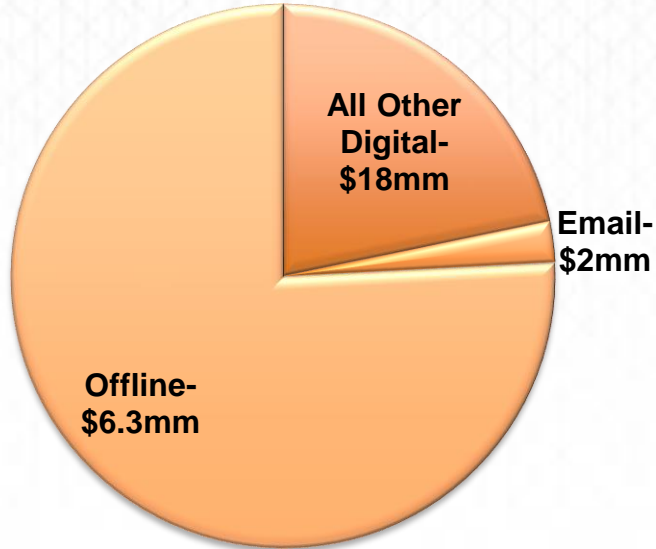
Existing Non-Email Digital Spend- Avail Integration

Indirect Lift 55%

Direct Lift 45%
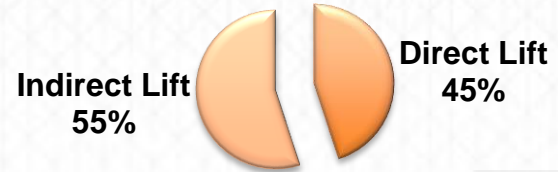
Existing Offline Spend Impact- Avail Integration

- Direct Plug
- Balance

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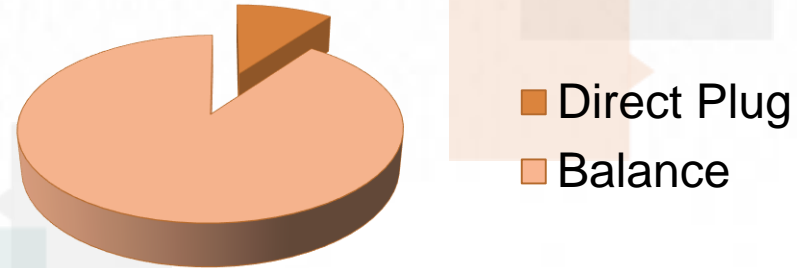
2 Case Studies - Performance Elevated

1) In-Channel:
　　　　Philips Scores, Everyone Wins

2) Cross-Channel:
　　　　CE Manufacturer Plugs Into Ecosystems of Scale

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PHILIPS

Triples Email Performance

CHALLENGE

Philips, a multinational electronics company needed to increase email driven conversions.

SOLUTION

Employ an Engagement Scoring algorithm across digital properties to measure various behaviors and product interests of individual consumers and persist a unique score.

Once an optimal score scale was determined, deterministic data (e.g. email address) was matched with behavioral data (e.g. score, product interest, recency and frequency parameters) and customized content was generated and sent.

RESULTS

Philips saw a dramatic increase in existing email KPIs. Customized content drove more people back to the website and resulted in a 3X lift in Click-to-Action rates.

➢ 250% uplift in CTA
➢ 90% uplift in Open Rate
➢ 340% uplift in CTR

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60X ROAS Plugging Into Cookie-less Targeting

CHALLENGE

A global consumer electronics product manufacturer with a subscription-based revenue model needed to communicate a time-limited upgrade offer only available to current subscribers.

Email performed above industry averages for all metrics but non-openers still left 70%+ of eligible customers unaware of the time-limited offer.

SOLUTION

Maintain exclusivity of upgrade offer and Automate creation of Facebook custom audiences for 70%+ of the qualified customers who were unengaged (non-openers) using 1st party, cookieless identifier (email address) for addressable digital targeting.

RESULTS

With a daily media spend of only $50 per day, approximately 60% of customers from a completely 'dead' list received repurposed creative within Facebook's newsfeed on both desktop and mobile. Post click conversion rates ranged from 10-15% resulting in an estimated 60X ROAS.

➢ 56,000 of 90,000 unengaged offer-eligible customers matched
➢ Effective Open Rate: 57.64%*
➢ Effective CTR: 5.97%*

Effective rates are calculated based on the total custom audience size and are interpreted to align with traditional email engagement metrics. The exposure and click through rates reported natively by Facebook were higher.

4 Key Points + 1 Takeaway

1. Automation and Email are exploitable opportunities for scaled program growth and it has never been more affordable/accessible

2. Innovate outside the "lead/demand gen" confines of traditional MA

3. Brands today own the tools and budgets to make material progress

4. Implications of maturity for the future of where the marketing landscape is headed are compelling

What is your Linchpin?

Thank you!

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