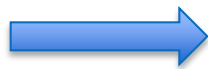
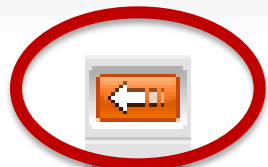


Inactive Email Subscribers

Best Practices for Re-engagement



Chat



Chat

[Type message here]

All - Entire Audience

Send

#ActOnSW

Today's Presenters



David Fowler

@oregonlimey
Chief Privacy & Deliverability Officer
Act-On Software



Craig Swerdloff

@swerd
CEO
LeadSpend



Email is the heart of your online identity....and its the gateway to your digital experience...

Today's Agenda



- Deliverability basics
- Email reputation and you
- Inactive email subscribers – what you can do
- Wrap up and Q&A

What is Deliverability?



- Delivered vs. Deliverability
 - Delivered – number of messages that did NOT bounce
 - $\# \text{ Delivered} - \# \text{ Messages Sent} - \# \text{ Bounces}$
- IPR (Inbox Placement Rate) - Proportion of messages that make it straight into the inbox
- Getting filtered or blocked by the receivers REDUCES your conversions
- Ignoring deliverability issues will make them worse
- Great deliverability is your foundation to better ROI

EEC Definition of Delivered
“...‘accepted number’ of messages that make it directly into a recipient’s inbox...”

Key Point – great deliverability is your foundation to better ROI

Email Reputation



- The issues that affect YOUR sending reputation:
 - Authentication adoption
 - Email volume
 - Complaint and hard bounce rates
 - Spam trap metrics
 - Blacklist inclusion and management
 - First and third party content
 - Domain reputation
 - Consumer engagement (inactive subscribers)



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Email CPR:
How to Define, Identify, and
Resuscitate Inactive Subscribers

Today's Agenda

- Why inactive subscribers matter
 - How to define “inactive” subscribers
 - Strategies for keeping subscribers engaged
 - Reactivation strategies and termination
-
- Bonus: A framework for defining “inactive” subscribers for your company

How ISPs Look at it

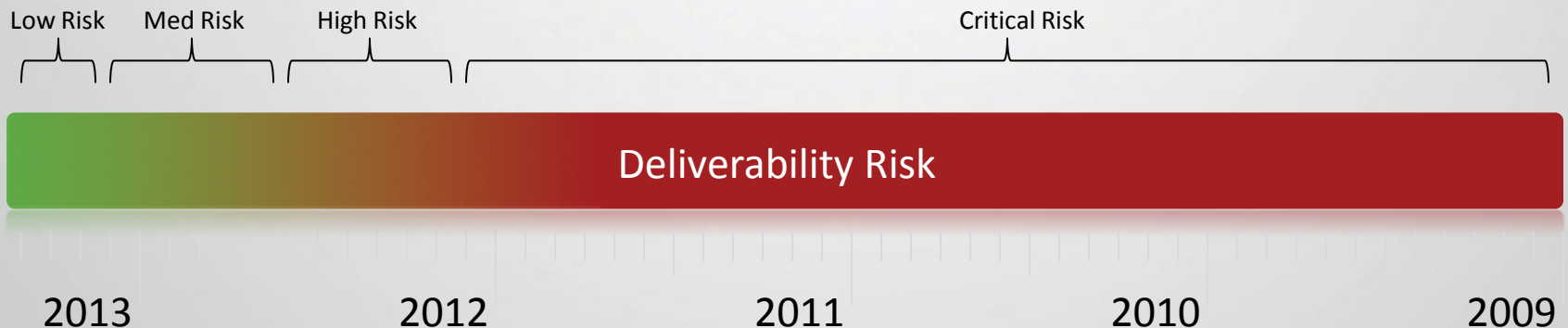


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Why Care About Inactive Subscribers?

Deliverability

- Inactive subscribers hurt engagement rates
- Low engagement rates hurt Inbox Placement Rate
- Over time, ISPs reclaim accounts
- Recycle them or convert them into spam traps



Why are Inactive Subscribers Important?

- Median ROI for customer emails was **\$28.50** per dollar spent
- Compared to mean customer acquisition cost of **\$55.24**

Source: eMarketer "Email Marketing Benchmarks: Key Data, Trends and Metrics" (2013)

Calculating the Opportunity Cost of Inactives

	Actives	Inactives
# of Subscribers	30,000	90,000
Avg. Revenue Per Email Delivered	\$0.10	
5 x Week X 52 Weeks = 260 Emails		
Potential Lost Revenue		\$2.34M

Defining Inactive Subscribers



How Active are Your Email Subscribers?

Q: What is an inactive or un-engaged subscriber?

A: Subscribers who no longer read your email, but haven't yet taken action to stop receiving it.

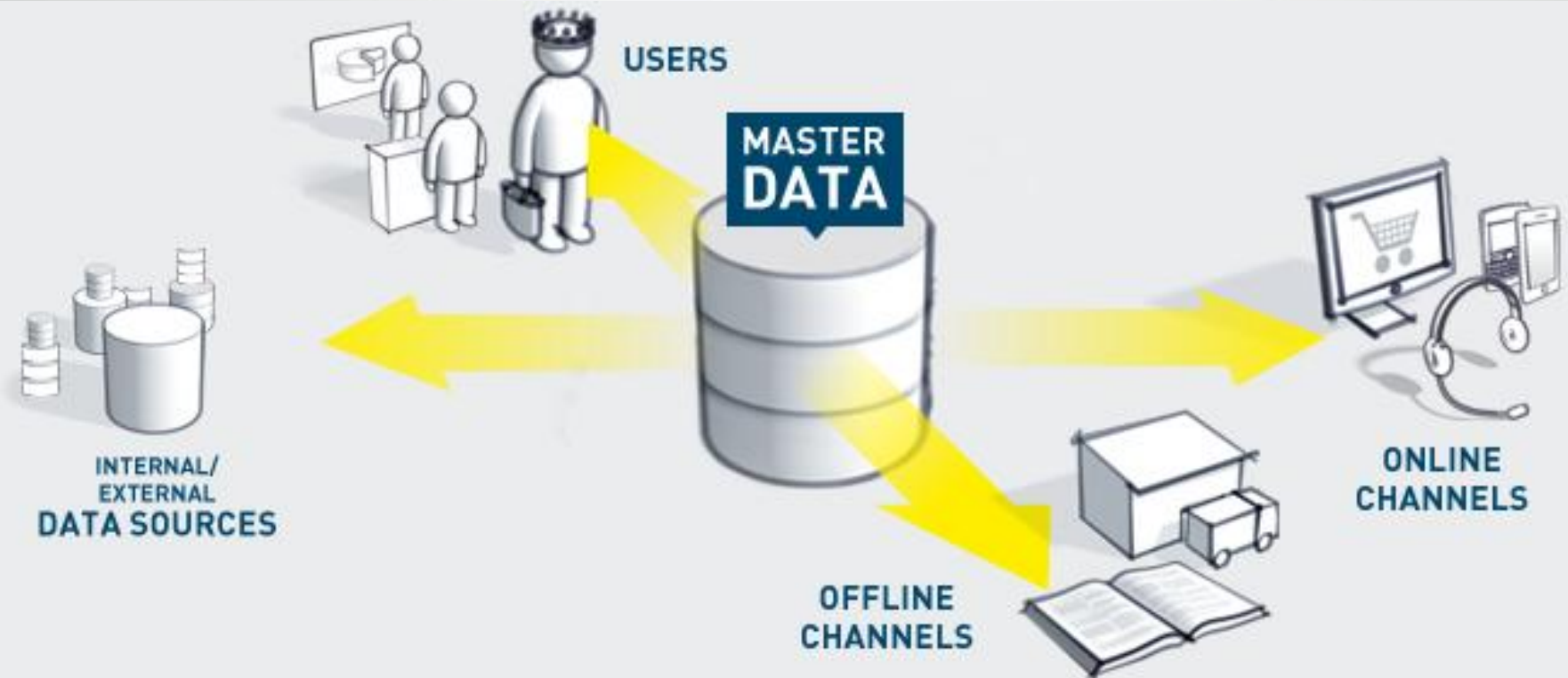
This can mean something different for each sender.



The ISPs' Perspective



A Broader Perspective



Defining an Inactive/Unengaged User

Before removing an inactive subscriber check if:

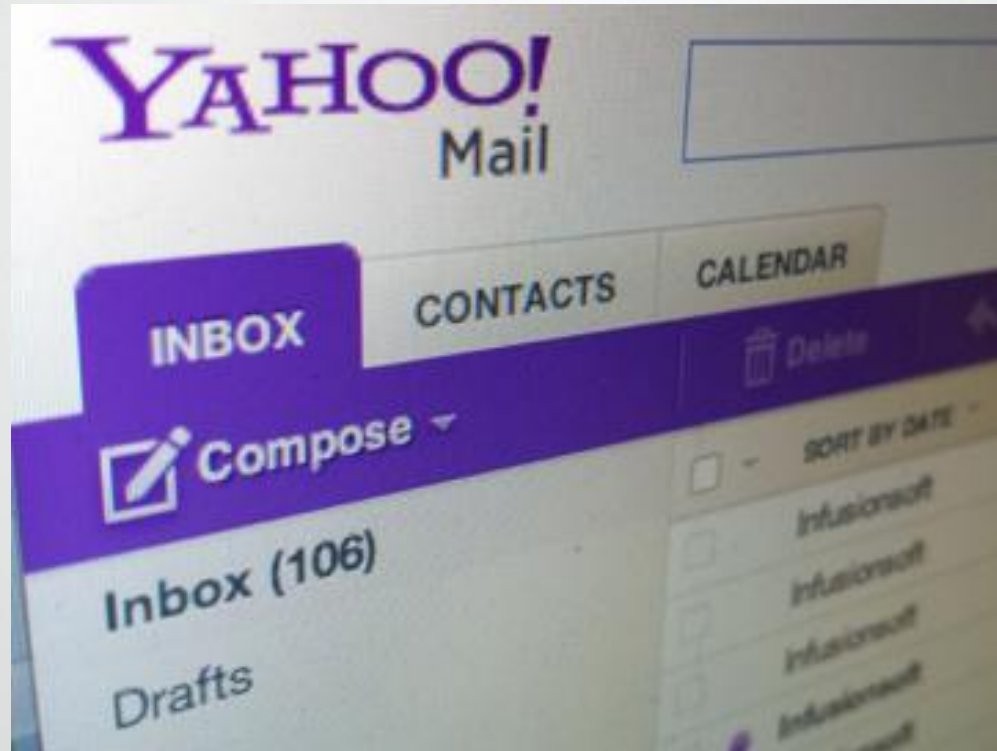
**No Opens/Clicks
(90-365 days)**

**No Purchases
(in ~6 months)**

**Inbox
Placement Rate
(sender reputation)
struggling**

- If all three criteria are true, then start to eliminate
- Remove inactives that have been unresponsive the longest first

Why Do People Become Inactive?



Engaged Subscribers

36 %

Retail subscribers

Opened/clicked in the last 3 months



Inactive Subscribers

UP TO

75%

Email subscribers

Are inactive

Source: MarketingSherpa report

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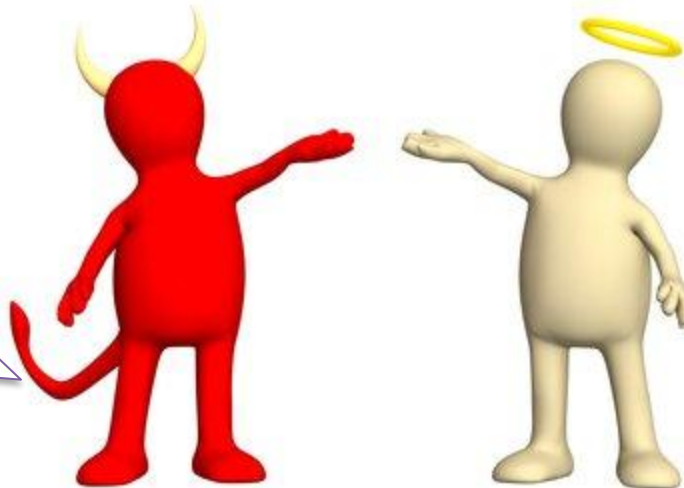
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Why Did Subscribers Go Inactive?

Frequency of Mailing

- You email too often, and they've become used to deleting your mail
- You mail too infrequently, and are not engaging!
- Communication: find out how often they want to hear from you
 - » Preferences and surveys
- Some individuals were never active in the first place

NOT ENOUGH
EMAILS, SEND
MORE!



TOO MANY
EMAILS, SEND
LESS!

The Mobility Factor

58%

Email marketers

Not designing for mobile devices

Source: MarketingSherpa 2013 Email Marketing Benchmark Report

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The Mobility Factor

50%

Average user base
Emails on a mobile device



The Mobility Factor

80%

Consumers

Delete emails on mobile if it
doesn't look good

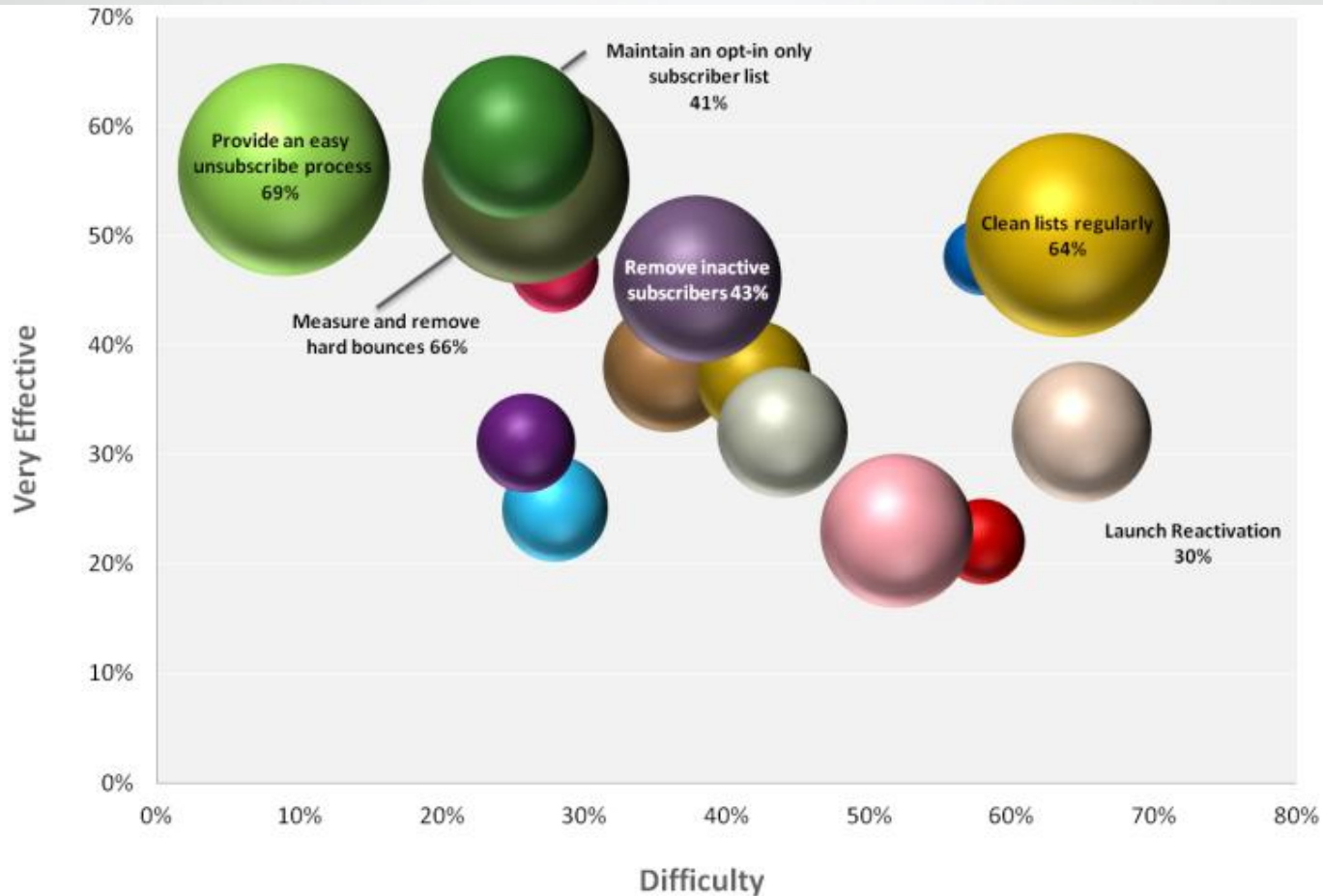


Avoiding Future Inactive Subscribers

Find the cause(s):

- Source
- Permission
- Welcome program
- Messaging

Maintaining a Healthy List



Source: MarketingSherpa Email Marketing Benchmark Report 2012

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Reactivation Campaigns

- AKA: Win-back/Re-engagement/Re-activation
 - All mean essentially the same thing: we want you back!
 - Represent one of the highest ROI opportunities in marketing
 - Low cost, potentially high reward
- Average Reactivation rate for most marketers: **1-2%**
- Potential Reactivation rate for High Performers: **10%+**

Winback Program: Overview



Re-Engagement Tactics: Apply Learnings

- Integrate engaged group into core cadence
- Measure creative performance, optimize accordingly
- Integrate triggered re-engagement email at 6-month mark

Engaging Subject Lines

- ***We miss you and we want you to see what's new***
 - Appeals without forcing you to offer incentives for their inactivity.
- ***We have a confession...and an offer you won't want to miss***
 - Apologize for not reaching out to them in a while, give special attention.
 - Limited time incentives.
- ***We hate spam, too. Let us know if you want to stay on our list.***
 - People don't want to go through the trouble of unsubscribing, so being blunt can be effective.
 - Straightforward, and gets to the point.
 - Let them know that if they do not opt-in by a certain date, they will be removed.
 - Keep your word! Actually remove them if you do not receive an answer.

Re-Engage With Special Offers

Option 1: Re-Engagement Test – With a special offer

Week 1: We miss you – come back with this special offer!

Week 2: Confirm your email and receive 15% off your next purchase!

Week 3: It's not too late – confirm your email to receive 15% off your next purchase

Week 4: Farewell from Company XX, we'll miss you...

Re-Engage Without a Special Offer

Option 2: Traditional – no special offers

- **Week 1:** We miss you – confirm your subscription
- **Week 2:** Confirm your email to continue to receive our best deals!
- **Week 3:** It's not too late – confirm your email today
- **Week 4:** Farewell from Company XX, we'll miss you...

Repermissioning Creative

Click to keep receiving emails. | View on mobile device or browser

STAPLES FAST and FREE SHIPPING on all orders over \$20. | Weekly Ad >

Click to keep receiving emails. | View on mobile device or browser

STAPLES FAST and FREE SHIPPING on all orders over \$45. | Weekly Ad >

Unsubscribe from our email program. You can always come back.

You will be removed from our email list unless you confirm your subscription now!

You need to take action or this will be the last email we send you. Don't miss out on:

- Exclusive coupons
- Product deals
- Special events
- Product launches

Please click to continue receiving exclusive offers on all the supplies you need.

INK & TONER | PAPER | OFFICE SUPPLIES | TECHNOLOGY | CLEANING | BREAKROOM | FURNITURE | COPY & PRINT | HOT DEALS

INK & TONER | PAPER | OFFICE SUPPLIES | TECHNOLOGY | CLEANING | BREAKROOM | FURNITURE | COPY & PRINT | HOT DEALS

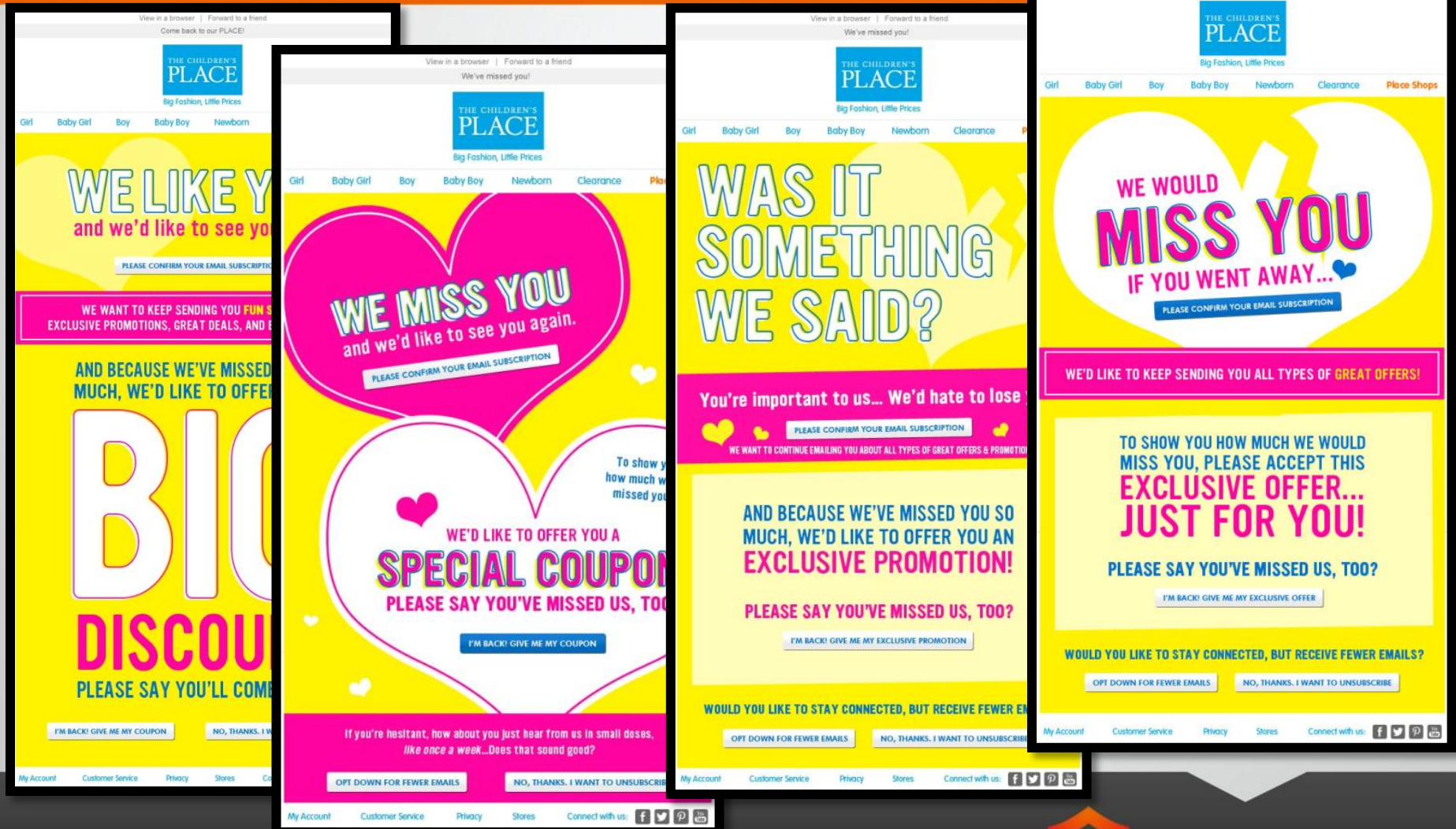
Redeem online | Print in-store coupon

6206-4204-4180-3920

How to redeem

INK & TONER | PAPER | OFFICE SUPPLIES | TECHNOLOGY | CLEANING | BREAKROOM | FURNITURE | COPY & PRINT | HOT DEALS

Example: Four-Part Email Series



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Best-in-Class Re-Engagement Tactics

- **Westbeam**
- **Smarter Dining:**
 - ✓ Push to preference center
- **Subject Line: We know**
- **Deployed to**
- **Crate&Barrel** methods of communication
 - ✓ subscribers who sign-up but do not make a purchase and after 45 or 90 days
 - ✓ Aggressive Offer
 - ✓ We miss you
 - ✓ Aggressive offer

Special two-day offer just for you: 15% off your next purchase.


Be sure to add Crate and Barrel crateandbarrel@news.crateandbarrel.com to your address book or safe sender list so our emails get to your inbox.

View text only | View with images

Crate&Barrel Like us on Facebook

We miss you. Enjoy this special offer.

Two days only:
Save 15% off your next online or in store purchase.


8503001000117072003
Expires 02/27/12
Promo Code 8503001000117072003

Shop online now ▶

Printer-friendly version ▶

Expires 02/27/12.
One-time use only.
Redeem in store or online.

Shop Furniture ▶ Shop Kitchen & Food ▶ Shop Dining & Entertaining ▶

Share Shop crateandbarrel.com

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Kitchen & Food
Decorating & Accessories
Bed & Bath
Organizing & Storage
Rooms & Ideas

Wedding & Gift Registry
Outlet
Gift Ideas
Gift Cards
The Marimekko Shop
Sale
Business Sales

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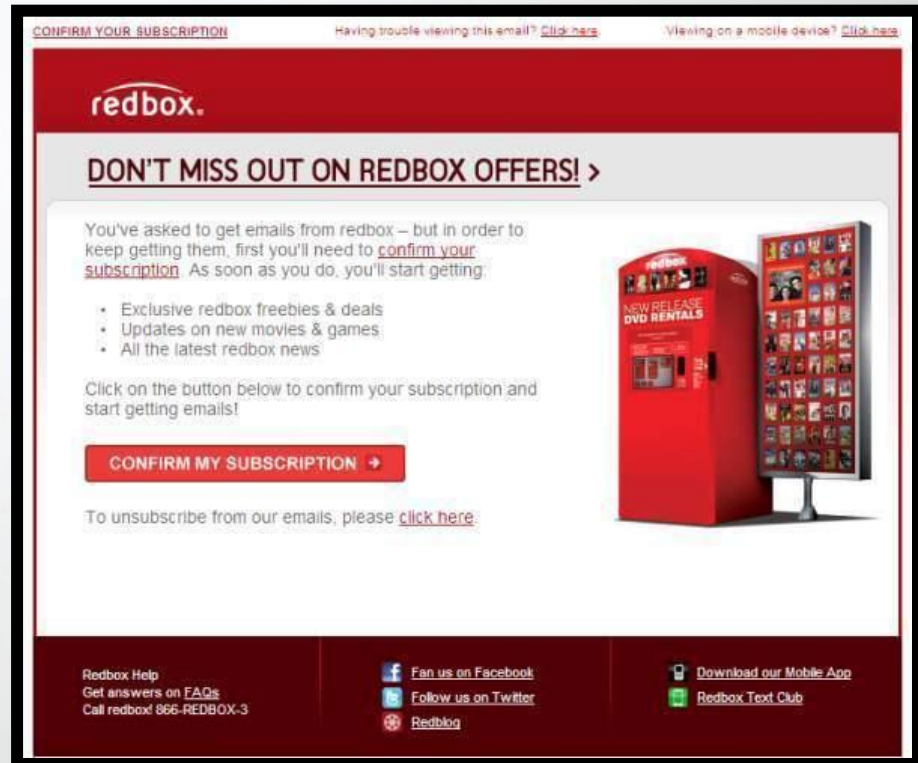
Banner Reconfirmation to Utilize Winning Creative

- Using current promotional emails, add a banner on the top
- Subject: We Miss You, Please Confirm Your Email Subscription to The Children's Place!



Redbox: Four-Part Series to Inactives

- Highlight benefits users will miss
- Uses same creative but different subject for each touch
- **Touch 1:** Don't Miss Out on Redbox Offers!
- **Touch 2:** Don't let any great deals slip by! Confirm your email!
- **Touch 3:** Confirm your email - Don't lose out on great deals!
- **Touch 4:** We Want You Back - Confirm Your Subscription Now!



When All Else Fails, Ask Permission

PIPERLIME | FREE SHIPPING & RETURNS.

Women · Apparel · Shoes & Accessories | MEN | Kids | SALE | Brands | **PIPERLIME BLOG**

Sometimes you just need some space.

We totally get that.
(No really, you should see our closet space.)

But lately you seem distant.
(Was it something we said?)

We're not the jealous type.
(Okay, maybe a little).

But we just have to know...
(Awkward pause.)

Do we have a future together?

YES, KEEP ME ON YOUR LIST!
Take me on a shopping date...now!

NO, I'M BREAKING UP WITH YOU.*
(It's not you, it's me.)

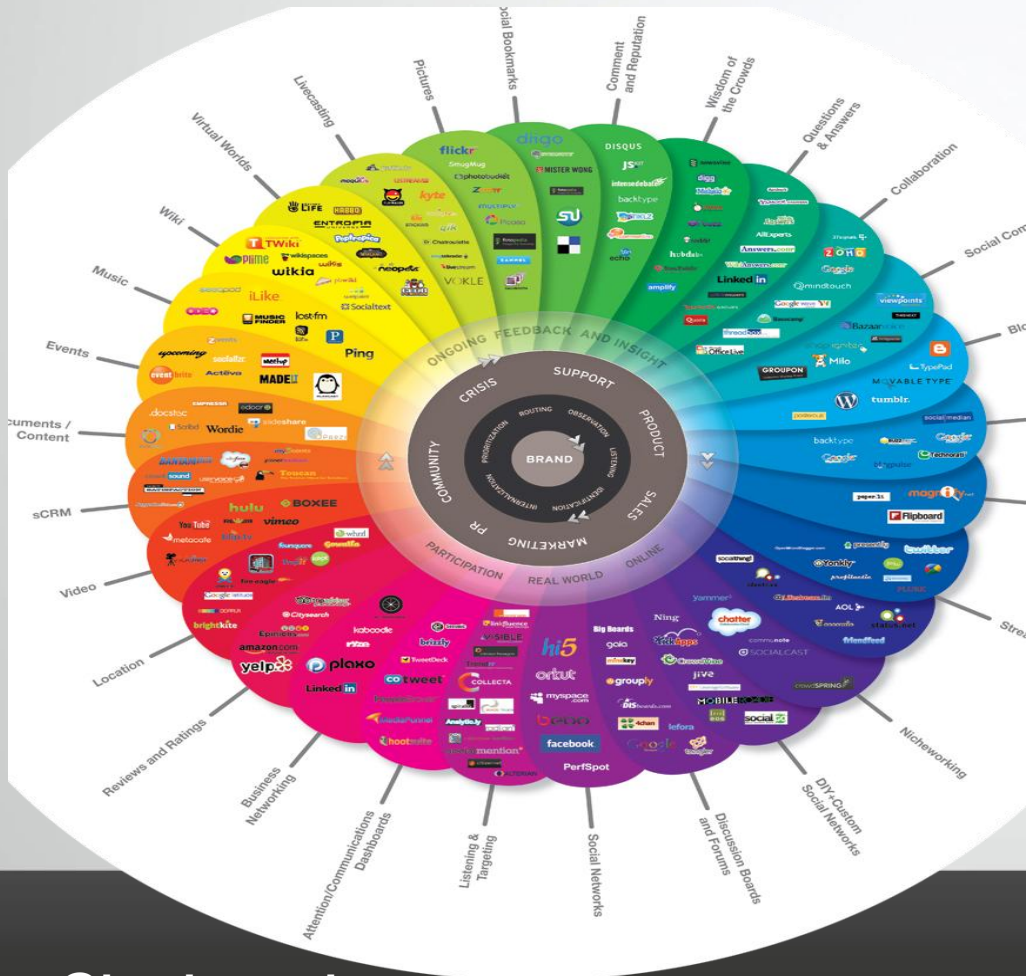
Hundreds of brands.
Four celebrity guest editors.
One curated website.
The total package.

PIPERLIME.COM

*If at any time you want to get back together, know that our trend reports, sales and exclusive offers will be right here waiting for you. Free shipping and returns too!

Options Outside of Email

Do you have other information on your users?

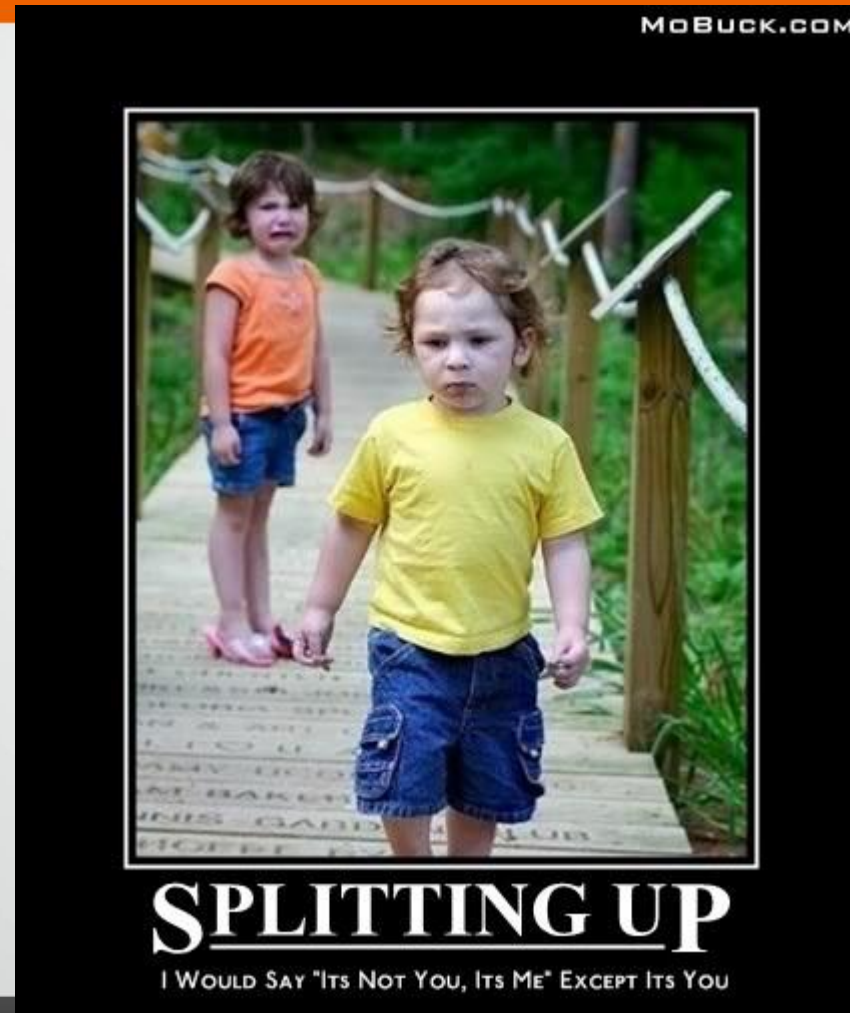


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The Last Resort: Breaking-Up



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BONUS!

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Special Offer for Act-On Customers



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Welcome, Act-On Customers!

Want to start validating your email addresses?

leadspend.com/acton

to use our real-time email validation service:

users to correct mistyped addresses in-form, or filter out harmful addresses as they enter your system with our real-time API.

Give it a try!

Enter an email address to see if it is valid.

Validate

Full List Processing
Identify and remove invalid email addresses before you mail by uploading your existing email list.

Price	Unit	Volume
\$74.99 \$100	(flat rate)	Zero-10k emails
\$0.0075 \$0.01	(per email)	10k-100k emails
\$0.006 \$0.008	(per email)	100k-200k emails
\$0.0053 \$0.007	(per email)	200k-500k emails
\$0.0045 \$0.006	(per email)	500k+ emails
25% OFF REGULAR PRICE	(per email)	1mil+ emails

Act-On Customers, get your first 25k API queries **FREE!**

Act-On Customers, get **25% off** your first list validation with coupon code **ActOn.**

David Fowler

@oregonlimey
Chief Privacy & Deliverability Officer
Act-On Software



Craig Swerdloff

@swerd
CEO
LeadSpend



Ready to Learn More?



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