

Trigger Emails That Hit the Mark and Drive Revenue

February 27, 2014

A special thank you to:



Thank you for joining us – we will be starting at 2:00 PM ET/11:00 AM PT

If you are unable to hear music at this time, please make sure that your computer speakers are turned on and that your system has not been muted.

#TMGWebinar

Today's Speakers



Reggie Brady
President

Reggie Brady Marketing Solutions



Debra Ellis
Founder

Wilson & Ellis Consulting

Moderator



Thorin McGee
Editor-in-Chief
Target Marketing

#TMGWebinar

Tips for Webinar Attendees



- **Technical difficulties?** Let us know by using the “Q and A” box, or trouble-shoot by clicking the “Help” widget below

→ **Quick tip:** Common problems (like loss of sound and/or stall in the slides) can often be fixed by a quick refresh of your browser.

- **Have a question for today’s speaker?** Submit via the “Q and A” box

- Please **disable pop-up blockers**



- **See what this console can do!** Click on the “Tips for Attendees” widget for the complete rundown.

Don’t forget to “share” this webinar!



#TMGWebinar

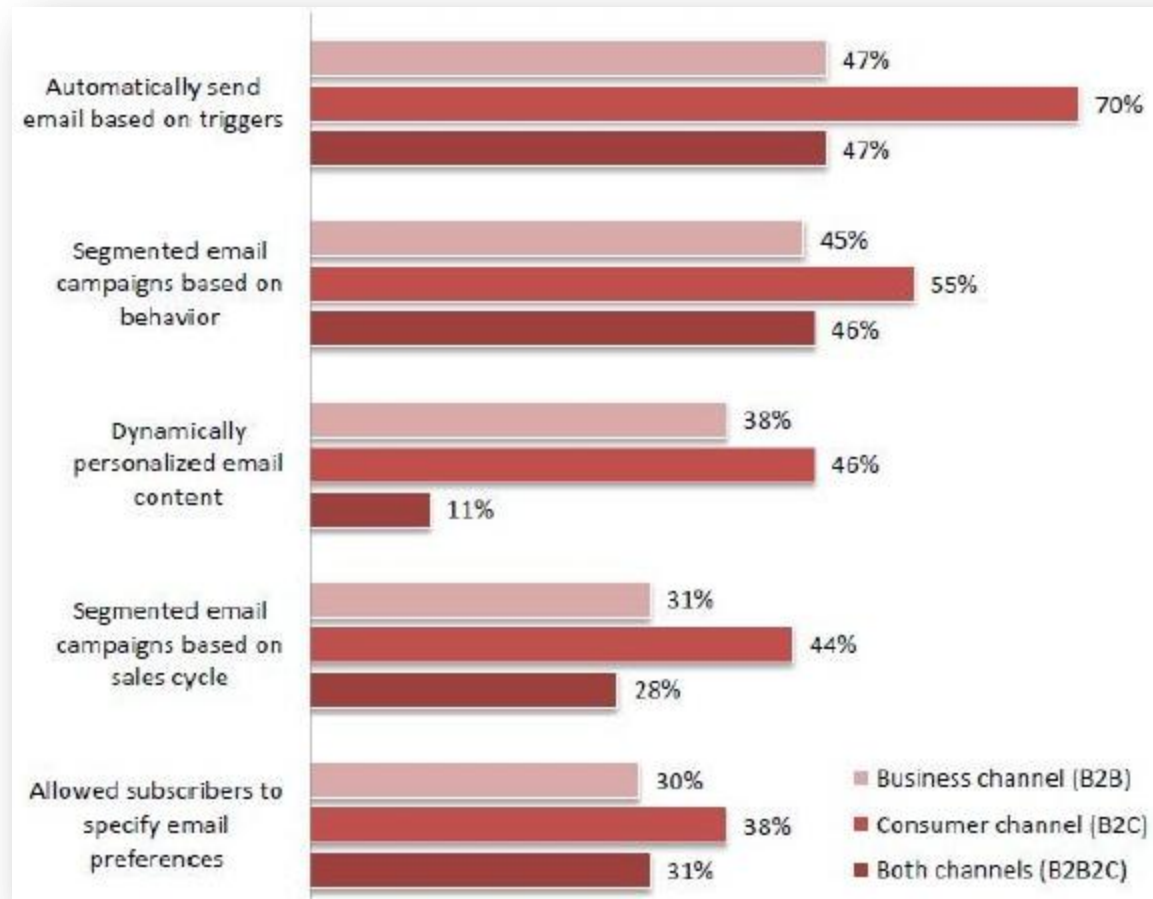
Trigger Emails

**That Hit the Mark and Drive
Revenue for Consumer
Marketers**

**Regina Brady
reggie@reggiebrady.com
(203) 838-8138**

What Marketers Use

Relevancy Improvement Tactics rated Very Effective



Triggers improve results

	Trigger Opens	All Opens	Trigger Clicks	All Clicks
Business Products & Services General	40.7%	30.8%	6.6%	3.1%
Business Publishing / General Media	23.4%	18.2%	9.7%	2.9%
Consumer Products CPG	49.3%	17.9%	14.7%	5.4%
Consumer Products Pharmaceutical	57.9%	30.9%	10.9%	4.9%
Consumer Publishing / General Media	50.4%	18.7%	16.9%	5.9%
Consumer Services General	43.8%	24.8%	15.0%	3.9%
Consumer Services Telecom	34.2%	18.2%	6.1%	2.6%
Financial Services CC/Banks	65.1%	41.6%	6.6%	4.1%
Financial Services General	57.9%	29.5%	6.4%	4.3%
Retail Apparel	43.7%	20.5%	16.2%	4.8%
Retail General	61.8%	41.8%	15.7%	5.9%
Retail Specialty	48.6%	22.0%	8.2%	3.3%
Travel/Hospitality	71.4%	29.8%	11.8%	3.6%

Triggered Messaging makes your emails more relevant

5 powerful triggers based on consumer activities that will make your cash register ring

- Upsell in order confirmations

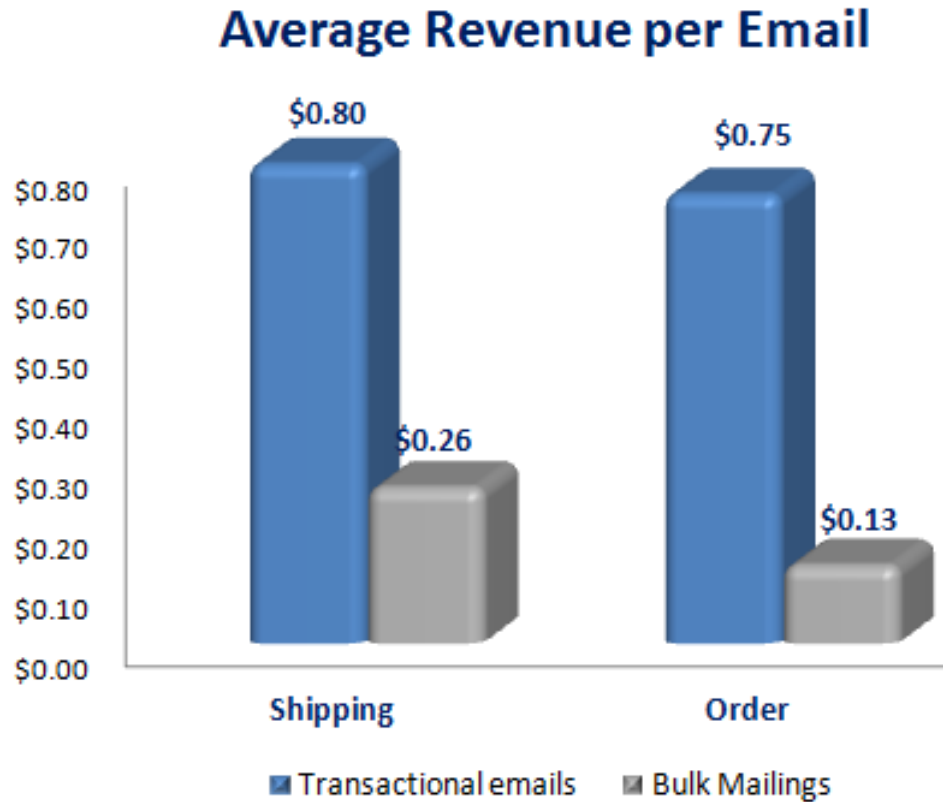
- Cross-sell after the order

- Post purchase review requests

- Browsed specific products but did not purchase

- Abandoned a cart

1. Cross-sell in order confirmations



1. Cross-sell in order confirmations

- People open these emails
- Transactional messages generate an average 47% open rate and 20% click rate, according to several industry studies.

1. Cross-sell in order confirmations

- Additional selling in message
- Like top navigation & “You May Also Consider”
- Dynamic population of items that complement purchase
- Observes 80/20 rule with most of the message referring to transaction

Your Williams-Sonoma Order Confirmation
Please add Williams-Sonoma@news.williams-sonoma.com to your address book to make sure our emails reach your inbox.

WILLIAMS-SONOMA SHOP | NEW | BEST SELLERS | GIFTS | SALE

Customer Service Order# 09283785452
Customer Service: 1.800.541.1262

Dear Lisa F Harmon,

Thank you for shopping with Williams-Sonoma. We have received your order, and it is currently being processed. We will email you the status of your order as each item is shipped. You can always review your order status at <http://www.williams-sonoma.com>. Simply enter your order confirmation number and billing zip code to access your order information.

If you ordered multiple items, some items may be shipped separately at no additional charge.

SHIP TO NAME AND ADDRESS
Lisa F Harmon
(To protect your privacy, the street address has been omitted.)
Seattle, WA 98101

ITEM DESCRIPTION	STATUS	QTY	PRICE
Glass And Sa Bread Box Item # 43-7117096	Available for immediate shipping	1	\$99.95
	Merchandise:		\$99.95
	Shipping and Processing Charges:		\$16.50
	Gift Wrap Charges:		\$5.00
	Tax:		\$11.54
	Total*:		\$132.99

*This line denotes the total charges for this order. It does not indicate how the charges were divided between gift cards and credit cards.

Thank you for your order.

Williams-Sonoma Customer Service
1.800.541.1262
7 days a week, 4:00 am - 9:00 pm (PST)

You May Also Consider:

[Wusthof Classic Bread Knife, 9"](#)



[Ateco Cake Stand, 12"](#)

[Round\(®\) Cake Keeper](#)

1. Cross-sell in order confirmations

Transactional messages now account for 15% of company's email sales

Regina, your LEGO order has shipped. [See details below](#) SHOP ONLINE

 Your LEGO® order is on its way! 

Regina,

Your LEGO order has shipped. The tracking number is 1Z768VE50300696916 DH005 and you may check the shipping status [here](#)

Order Summary


Shipping Address: IAN DEMIAN BRADY
108 N. ALFRED ST
ALEXANDRIA, VA 22314 Order Number: U4345765

QTY	ITEM	DESCRIPTION	UNIT PRICE
1	7945 39	FIRE STATION	59.99

Have More Questions?
Contact us:
• Call 800-835-4386
• Send an [email](#)

• If any of your items are on backorder, you will receive a separate email to let you know when they are on their way.
• Thank you for shopping with us. Please [visit again](#) soon!


[SHOP NOW](#)

 **Need Help?**

- [Customer Service](#)
- [Contact Us](#)
- [Your Satisfaction](#)
- [Shipping Security](#)
- [Shipping & Handling](#)
- [Return Policy](#)
- [Request a Catalog](#)
- [LEGO Store Locator](#)

Discover more great LEGO collections:


CREATOR



[SHOP NOW](#)

View all [LEGO CREATOR](#)


Apparel, Home, & Outdoors



[SHOP NOW](#)

View all [Apparel, Home & Outdoors](#)

Individual Bricks & Building Accessories




[SHOP NOW](#)


View all [Individual Bricks & Building Accessories](#)

Find the best selection of new, exclusive and hard to find LEGO products only at www.LEGOshop.com

[SHOP](#)

SHOP: [by AGE](#) [by THEME](#) [by CATEGORY](#) [by CATALOG](#) [SEARCH](#)

 **Keep playing while you wait!**
The LEGO Club has [free online games](#) for every age and interest. Have some

LEGO Stores 

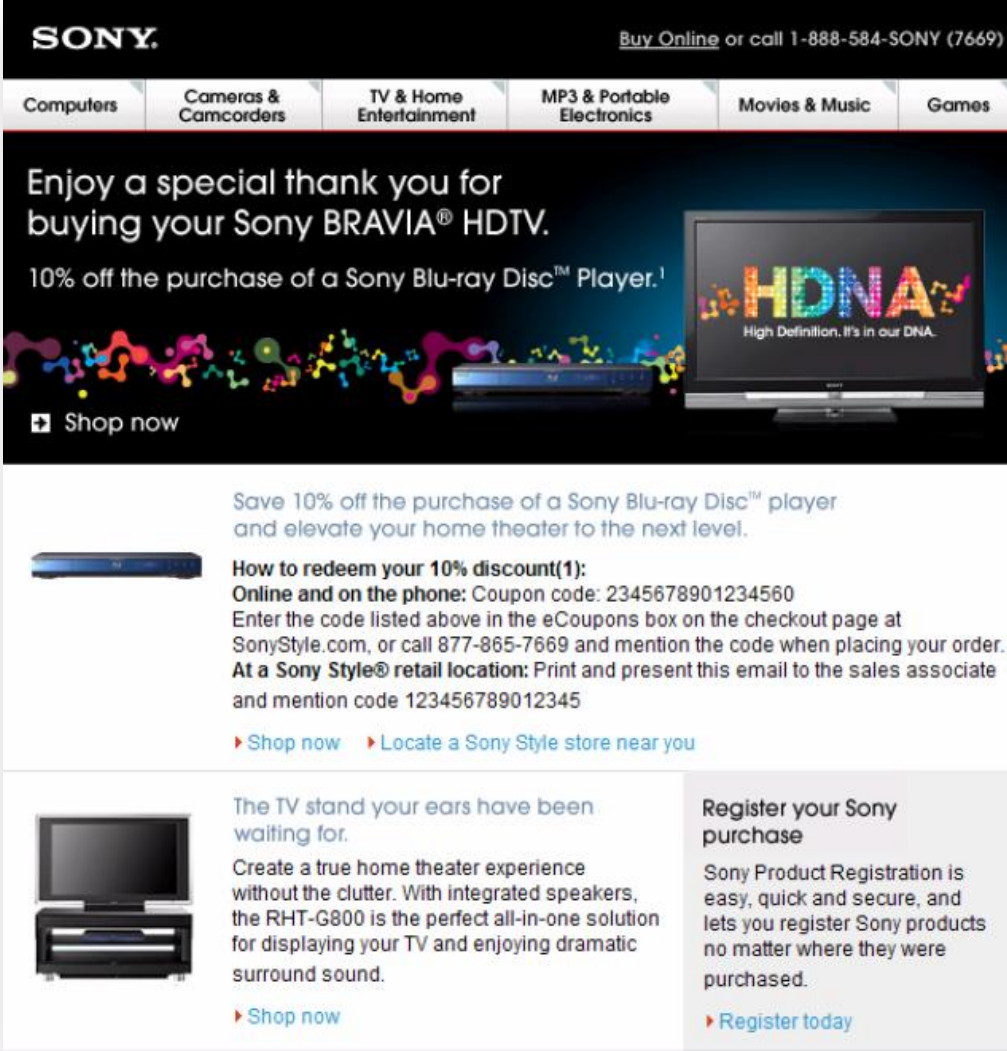
Did you know that you can find your favorite products at [LEGO Stores](#)? See how!

2. Cross-sell after the order

Open rates double Sony regular results

CTRs 8x higher

Revenue per email 10x industry average



SONY. Buy Online or call 1-888-584-SONY (7669)

Computers | Cameras & Camcorders | TV & Home Entertainment | MP3 & Portable Electronics | Movies & Music | Games

Enjoy a special thank you for buying your Sony BRAVIA® HDTV.
10% off the purchase of a Sony Blu-ray Disc™ Player.¹

[Shop now](#)

Save 10% off the purchase of a Sony Blu-ray Disc™ player and elevate your home theater to the next level.

How to redeem your 10% discount(1):
Online and on the phone: Coupon code: 2345678901234560
Enter the code listed above in the eCoupons box on the checkout page at SonyStyle.com, or call 877-865-7669 and mention the code when placing your order.
At a Sony Style® retail location: Print and present this email to the sales associate and mention code 123456789012345

[Shop now](#) | [Locate a Sony Style store near you](#)

The TV stand your ears have been waiting for.
Create a true home theater experience without the clutter. With integrated speakers, the RHT-G800 is the perfect all-in-one solution for displaying your TV and enjoying dramatic surround sound.

[Shop now](#)

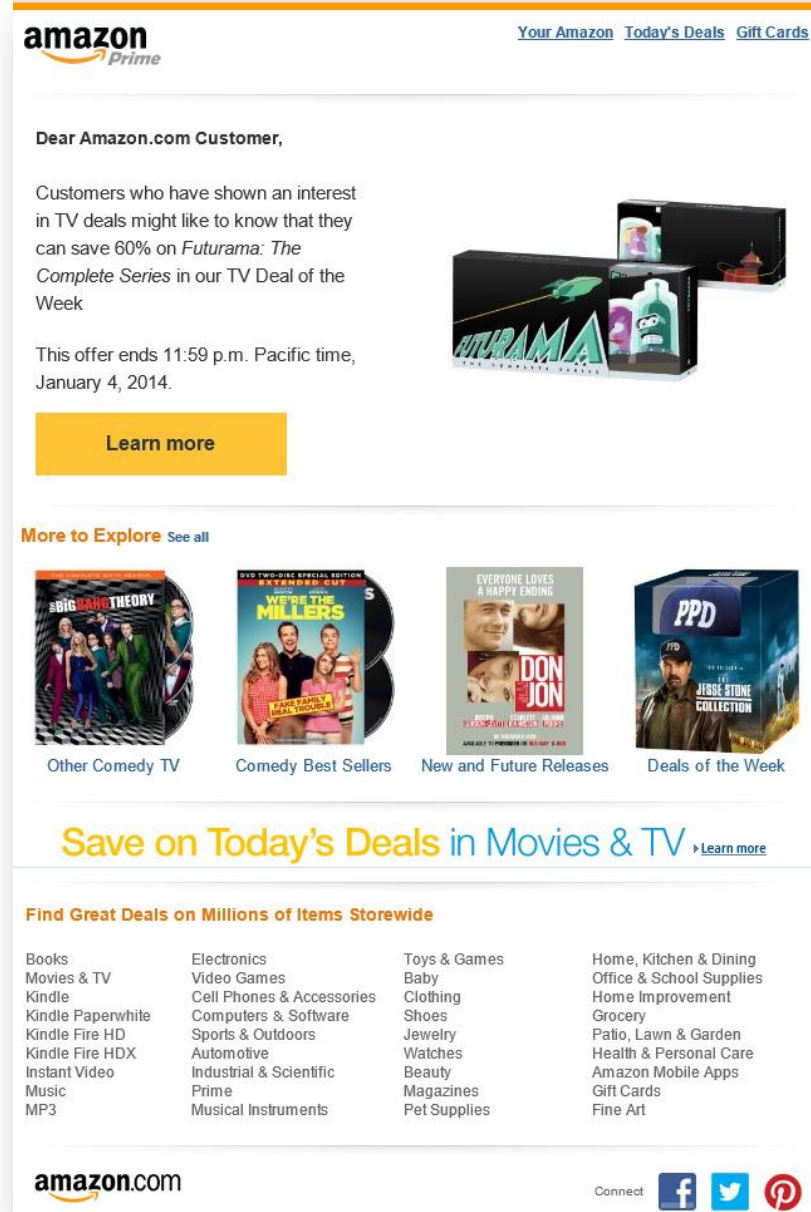
Register your Sony purchase
Sony Product Registration is easy, quick and secure, and lets you register Sony products no matter where they were purchased.

[Register today](#)

2. Cross-sell after the order

Amazon is a master at this. I ordered one season of Futurama as a Christmas gift

Subject line: 60% Off "Futurama: The Complete Series"



The screenshot shows an Amazon Prime email notification. At the top, it says "amazon Prime" and "Your Amazon Today's Deals Gift Cards". The main heading is "Dear Amazon.com Customer,". The body text reads: "Customers who have shown an interest in TV deals might like to know that they can save 60% on *Futurama: The Complete Series* in our TV Deal of the Week". To the right of this text is an image of the Futurama DVD/Blu-ray box set. Below the text, it says "This offer ends 11:59 p.m. Pacific time, January 4, 2014." and a yellow "Learn more" button. Below this is a "More to Explore" section with "See all" and four product tiles: "Other Comedy TV" (The Big Bang Theory), "Comedy Best Sellers" (We're the Millers), "New and Future Releases" (Don Jon), and "Deals of the Week" (PPD: The Jesse Stone Collection). At the bottom, there is a "Save on Today's Deals in Movies & TV" section with a "Learn more" link, and a "Find Great Deals on Millions of Items Storewide" section with a grid of product categories: Books, Movies & TV, Kindle, Kindle Paperwhite, Kindle Fire HD, Kindle Fire HDX, Instant Video, Music, MP3, Electronics, Video Games, Cell Phones & Accessories, Computers & Software, Sports & Outdoors, Automotive, Industrial & Scientific, Prime, Musical Instruments, Toys & Games, Baby, Clothing, Shoes, Jewelry, Watches, Beauty, Magazines, Pet Supplies, Home, Kitchen & Dining, Office & School Supplies, Home Improvement, Grocery, Patio, Lawn & Garden, Health & Personal Care, Amazon Mobile Apps, Gift Cards, and Fine Art. The footer includes the Amazon.com logo, a "Connect" button, and social media icons for Facebook, Twitter, and Pinterest.

3. Post purchase review request

- Reviews are altering how consumers make purchase decisions
- Reviews will increase conversions
- Online shoppers are often willing to spend more for highly rated products
- Plus, page views increase and customers say they feel more satisfied with their shopping experience when it includes customer reviews



A study by Weber Shandwick shows the average buyer consults 11 reviews on the path to purchase.

Customer Reviews

- Conversions go up
- SEO traffic goes up
- Returns go down
- Customer satisfaction and brand trust increase



3. Post purchase review request

Purchases featured

Sent 3 weeks after purchase

Nice way to drive site involvement

Zappos Couture Rideshop Running Outdoor Blogs

Zappos.com POWERED BY SERVICE™ **FREE Shipping Both Ways · 365-Day Return Policy**
CUSTOMER SERVICE 1-800-927-7671 · 24 Hours & 365 Days A Year

Shoes | Clothing | Bags And Handbags | New Arrivals | Clearance | Brands | More Departments

Help Others! Write A Zappos.com Review!

Hello Darrah!

We hope you have a moment to review a product you recently purchased at Zappos.com! When you take the time to [Write A Review](#), you help millions of Zappos.com customers make a better buying decision! If you've ever read a customer review, then you know how helpful they can be when deciding to place an order! Please take a moment and [Write A Review](#). You never know who you are helping in the process!



Sorel: Conquest
SKU# 7145922
Size: 11
Color: Bark
Width: D - Medium

Yes, I Want To Help!

Thanks for writing a review! You rock!

Please [Contact Us](#) if you have suggestions on how we can improve the site! We value feedback from our customers and would like to thank you for taking the time to write a review for the entire Zappos.com community! You are helping millions of customers make the best possible decision!

With Love,
Your Customer Loyalty Team at Zappos.com

3. Post purchase review request

I liked the last line: Were any of these gifts? If so, please forward this message on to the gift recipient.

patagonia
Shop Clothing & Gear | Environmentalism | Video & Music | Blog

Review Your Gear on Patagonia.com

Dear [Name],

You recently bought some gear and now that you've had time to use it, we'd love to hear your thoughts.

Our designers and customers are listening: click the links below to tell us what works and what doesn't.

patagonia
M's Torrentshell Jacket
Average of 4 Reviews: ★★★★★
4 of 4 recommend this product.
Read all reviews | Write a review

M'S TORRENTSHELL JKT:
WRITE A REVIEW

We appreciate your feedback and others will benefit from your knowledge.

Were any of these gifts? If so, please forward this message on to the gift recipient. ←

Find Patagonia
Locate Patagonia stores, dealers and environmental grant recipients.

Customer Reviews

- Then feature top reviews in your emails
- **Subject line: Shop Dell's Top-rated Products**
- Consider highlighting reviews in your subject line.
- Dell found if a shopper spent time with site reviews, conversions doubled. (BazaarVoice)

Check out Dell's top-rated products starting at \$209.
Mobile users, [click here](#).
Can't view the images below? [Click here](#).


[Forward to a Friend](#)

LAPTOPS | DESKTOPS | SERVERS | STORAGE & NETWORKING | ELECTRONICS, SOFTWARE & ACCESSORIES | E-CATALOG | DELL OUTLET

SHOP DELL'S TOP-RATED PRODUCTS

SIMPLIFY the Season

5-STAR CUSTOMER REVIEWS:




Dell™ E207WFP 20" Widescreen Flat Panel LCD Monitor

"This is one awesome monitor for the price! I was more than pleased. Delivers a sharp, crisp view not to mention the space saved. LOVE IT!"
LaHeedah616, September 30, 2008
[Read More of This Review](#)

CUSTOMER RATING
★★★★★
5 out of 5

STARTING AT \$209
[SHOP NOW](#)




Nikon® CoolPix® S60 Red 10 MP 5X Zoom Digital Camera

"This is a great little camera. It is easy to use and takes great pictures. It also fits easily into a woman's purse. Much more user friendly than the Kodak Easyshare!"
PatB, November 3, 2008
[Read More of This Review](#)

CUSTOMER RATING
★★★★★
5 out of 5

STARTING AT \$299.99
[SHOP NOW](#)




Vostro™ 1510 Laptop

"Value, value, value and best of all, XP!!!! ..Great performance, light weight, love the look of it."
CompuMan, November 2, 2008
[Read More of This Review](#)

CUSTOMER RATING
★★★★★
5 out of 5

STARTING AT \$479
[SHOP NOW](#)




Latitude™ E5400

"This is the best choice possible considering the power, size, speed, and value...The E5400 is perfect, light, and powerful!"
BuRogMJ, November 25, 2008
[Read More of This Review](#)

CUSTOMER RATING
★★★★★
5 out of 5

STARTING AT \$529
[SHOP NOW](#)




Vostro 410 Tower

"Best quad-core machine for the money. Great performance for a great value. WinXP pre-installed saved a lot of time!"
PKD1, October 14, 2008
[Read More of This Review](#)

CUSTOMER RATING
★★★★★
5 out of 5

STARTING AT \$499
[SHOP NOW](#)



PowerEdge™ T100

"This is the best single CPU server Dell have made so far. This is the only mainboard can take 1333 Mhz FSB CPU and yet can run 800 Mhz memory in a state condition!"
Mark, October 14, 2008
[Read More of This Review](#)

CUSTOMER RATING
★★★★★
5 out of 5

STARTING AT \$599
[SHOP NOW](#)

4. Browsed but didn't buy

- Trigger sent if customer views at least 3 products but does not buy.
- Incentive to purchase
- Address possible customer service issues
- 30% open rate and 6% CTR along with increase in live chat usage

Your recent visit to sswww.com - S&S Worldwide

1-800-288-9941
S&S Worldwide
Helping People Play & Learn Since 1905

We're Here To Help!
1-800-288-0941 / cservice@ssww.com / [Live Chat](#)

[Arts & Crafts](#) [Craft Kits](#) [Ed Supplies](#) [Games](#) [Party](#) [Prizes](#) [Therapy](#) [Sports and P.E.](#)

Can we help you find a product?

Special Offer for You
Hurry, 4 Days Only!

\$15 OFF
your order of \$49 or more.

Shop Now

Use Offer Code E3040

We're Here to Help!

Need Help?
[Live Chat](#)

1-800-288-9941
cservice@ssww.com

DISCOUNT CENTER

Save up to
75%

Shop Now

4. Browsed but didn't buy

- Subject line: We noticed you browsing. Here are some more great deals we know you'll like!

sears

view local ad ▶ deal of the day ▶ search sears.com ▶

appliances bed, bath & home clothing electronics lawn & garden tools clearance see all

shop your way rewards Your Points. Your Choice. Special Offers ▶

Member # 0000000000

Still dreaming about those items you browsed?
You have \$22.32 worth of Points to use toward your next purchase.

shop now

Related items worth thinking about!

LG 4.2 cu. ft. SteamWasher
Reg. \$1699.99
after Points: \$1477.67
buy now

LG 4.2 cu. ft. SteamWasher
Reg. \$1699.99
after Points: \$1477.67
buy now

Whisper Quiet Front Load 4.3 cu. ft. Capacity Front
Reg. \$1299.99
after Points: \$1277.67
buy now

4. Browsed but didn't buy

- American Airlines sent an email within 24 hours to those who had searched for a flight, but did not book.
- Tested “lower rate” and a “flexible booking” option
- Results:
 - 300% higher open rates
 - 200% higher click through rates

The screenshot shows an email from American Airlines (AA.com) with a navigation bar for Reservations, Redeem Miles, My Account, and Fare Sales & Offers. The main header features the text "AUSTIN DEALS ARE HERE." with an American flag and the Texas state capitol building. Below this, there are two flight offers:

- Offer 1:** "Still looking for great prices from New York LaGuardia, NY, to Austin, TX?" Round-trip price per person LGA to AUS is **\$445**. Text: "Here's the most recentth price for travel departing Nov 16, 2012, and returning Nov 18, 2012." A red button says "SEARCH FLIGHTS ON AA.COM".
- Offer 2:** "If your dates are flexible, we've found an even lowerth price." Round-trip price per person LGA to AUS as low as... is **\$347**. Text: "Depart on Nov 19, 2012, and return on Nov 22, 2012."

On the right side, there are navigation buttons for "Available on AA.com": Flights, Vacations, Cars, and Hotels. Below these is a "Destination Information" box that says "Check out what Austin, TX has to offer." and "From American Airlines & TripAdvisor". At the bottom, there is a "DealFinder" logo, a "LOWEST GUARANTEED PRICES" badge, and social media icons for Twitter, Facebook, and YouTube.

5. Abandoned cart emails

Typical abandoned cart rates:

- A recent study by SaleCycle cited 75% for Q2 2013

Make sure you know your abandoned cart rate

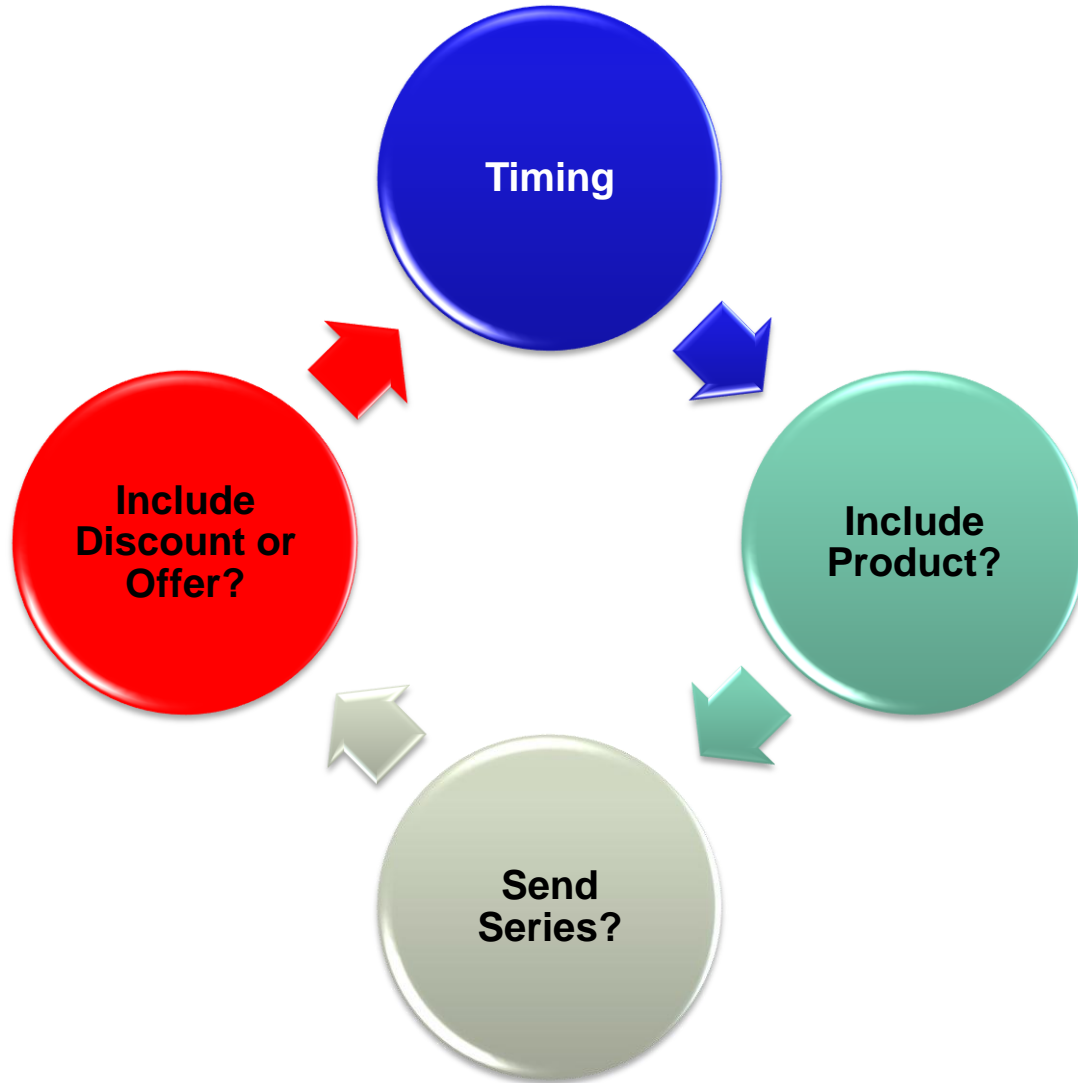


Abandoned cart emails work!

August '08– July '09	Total opens	Click to open	Total clicks	Trans. to click	Percent trans.	Revenue per email	Average order
Abandoned-cart	62.9%	39.9%	20.9%	15.0%	1.9%	\$3.20	\$175.76
Bulk mailings	17.5%	18.8%	3.6%	5.0%	0.1%	\$0.13	\$192.23
Abandoned-cart lift	2.6x	1.1x	4.7x	2.0x	20.0x	22.8x	-0.1x



Factors to Consider



Considerations - Timing

An email that is sent soon after the cart is abandoned reaches customers when they are still in the consideration stage.

It can prompt them to take immediate action to complete the sale.

ESP Lyris has found:

- Those sent within an hour have higher CTR
- Those sent within 6 hours have a higher AOV (average order value)
- You might wait 3 hours

Considerations – Timing Test

SmartFurniture.com

Control – 3 emails sent over 4 days

4 hours after abandon

1 day later

4 days later

Test – 3 emails sent over 7 days:

24 hours after abandon

3 days later

3 days later

Results

- Conversions – 22% for control; 21% for test
- Revenue for campaign – 58% for control; 42% for test

Considerations – Offers and a series

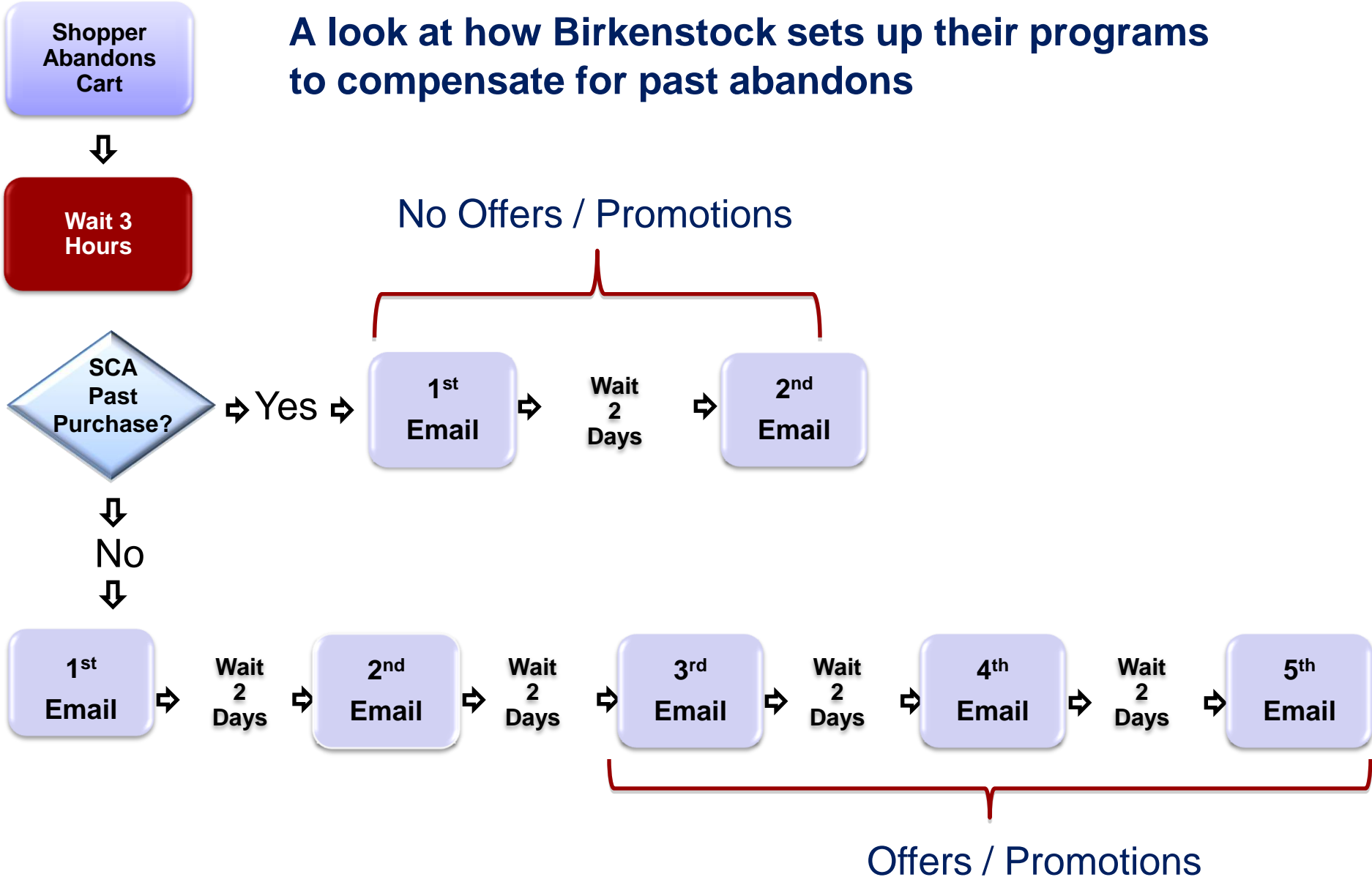
A big question is whether to include an offer to sweeten the deal

- Many marketers do not include in their first email
- The concern is that offers will alter behavior, increase abandoned rates and forwarding of offers to friends
- You can always suppress an offer for 90 days after abandon. Don't train repeat abandoners!
- Or, offer incentives like free shipping only if purchase amount is over \$75

	Opens	Clicks	Conversion %	Revenue per email
No offer	15%	12%	1.8%	\$3.20
Offer	17%	13%	2.9%	\$3.29

Considerations - Offers

A look at how Birkenstock sets up their programs to compensate for past abandons



Abandoned cart

Birkenstock first email in a series of 5

Did you leave something behind?
See below for help: [CONTACTING YOUR PURCHASE](#) View the web version [here](#).

Just a Quick Reminder!
You Left Something in Your Shopping Cart

Sandals | Clogs | Shoes | Women's | Men's | Kids | Clearance f



FREE SHIPPING ON ORDERS OVER \$50!

Dear Valued Customer,

We've noticed that you put some items into your shopping cart during your last visit to our site, but you left without completing your order. If you had a problem with our checkout process, please let us know.

For your convenience, we will keep your shopping cart open for a few more days. Just [click here](#) to return to your cart and complete your purchase. Or call 1-877-855-9064 to place your order over the phone. **We're here to help!**

COMPLETE YOUR PURCHASE

Product Description	Qty	Unit Price	Total
 Birkenstock Arizona Huckle Brown Leather with Soft Footbed	1	110.95	\$110.95
 Birkenstock Arizona Habana Oiled Leather	1	104.95	\$104.95

“ These shoes should be illegal! I bought my first pair, and now I can't stop! The other day my husband complained that he didn't have any Birnies, so I know what to get him for his birthday! Keep up the good work!!! ”

- Kathy - Houston, TX

Order Total:

COMPLETE YOUR PURCHASE

FREE SHIPPING Both Ways On Exchanges! [Click Here for Details](#)

Birkenstock Central
3 North Second Ave
Trotter, CT 06080
077-855-9064

Click here to unsubscribe from transactional emails.
100% SECURE SHOPPING. Shop with confidence, view our [privacy policy](#) here.

Birkenstock Results

	Personalized Messages	Offer	Open Rate	Click Thru Rate	Conversion Rate
1	Thank you, Joe, for stopping by Birkenstock Central! Your items are waiting for you	No	41.5%	19.1%	17.2%
2	Joe, just a reminder: you still have items in your shopping cart...	No	30.1%	14.5%	12.3%
3	Joe, complete your order within 24 hours & receive 5% off!	5%	28.3%	13.1%	17.4%
4	Time is Running Out! Save 10% Off when you complete your Purchase Today!	10%	22.4%	9.3%	21.1%
5	Last Chance to Save! Your Birkenstock Central Cart is about to Expire!	10%	21.8%	8.4%	15.9%

Considerations - send a series

Should you send more than one abandoned cart email?

According to Forrester Research *

- 46% overall conversion
- 1st e-mail sent within 30 minutes gets an 89 percent open rate and a conversion rate of 28%.
- 2nd e-mail sent one week later to those that did not respond to the first, gets an open rate of 60% and a conversion of 25%.

With a series you have the opportunity to include inducements

- First could show items left in cart
- Second could offer a discount or free shipping
- Third could say cart is about to expire

Considerations – include product pix

Another issue is whether to dynamically include an image of the product abandoned

- Showing an image of the product will give the best results
- Make it easy to complete the purchase – don't require log in

	Opens	Clicks	Conversion %
Product shown	63.8%	28.8%	2.9%
No product but link to cart	53.5%	24.9%	1.4%

Include a product picture

Sent 1 day later

Product shown

Links to:

Customer service

The site

Store locator

THANKS FOR STOPPING BY...

POTTERY BARN

FURNITURE RUGS & WINDOWS BEDDING BATH LIGHTING TABLETOP ACCESSORIES GIFTS REGISTRY SALE

Thanks for Stopping By...

If you need any help completing a purchase, let us know. [Call](#), [click](#) or [visit us](#) at your local Pottery Barn store.

DUPIONI SILK POLE POCKET DRAPE

LEARN MORE ABOUT THIS ITEM ▶

VIEW THIS CATEGORY ▶



WE'RE IN THE NEIGHBORHOOD:
100 Greyrock Place, Stamford, CT 6901 Phone: 203-324-2035

Include a review

Incorporate reviews in abandoned cart emails

Vintage Tub & Bath

Need assistance in placing your order?
call toll free: [1.877.868.1369](tel:18778681369)

If you have already placed your order, thank you. Please disregard this email.

Thanks for Stopping By...

During a recent visit to Vintage Tub & Bath, you left one (or more) items in your shopping cart. This is just a reminder that we clear inactive carts periodically.

There's still time to complete your order today, plus you'll receive **FREE SHIPPING** on your order. If you need help completing your purchase, let us know, call [1.877.868.1369](tel:18778681369) and we'll be happy to help!

[RETURN TO CART](#)

Your Saved Shopping Cart

Qty	Item	Price
1	 <p>Brushed Stainless Steel WarmlyYours Infinity Towel Warmer with Hardwire Installation Item #: TW-F100S-HW</p>	\$313.42

“The Warmly Yours Infinity towel warmer has been a great addition to our master bedroom bathroom. It looks very nice, and performs well. Our electrician seemed to have no trouble with installation. The supplied timer control switch is a nice extra...”

— InEDH (El Dorado Hills, CA) | 07/26/2010

★★★★★

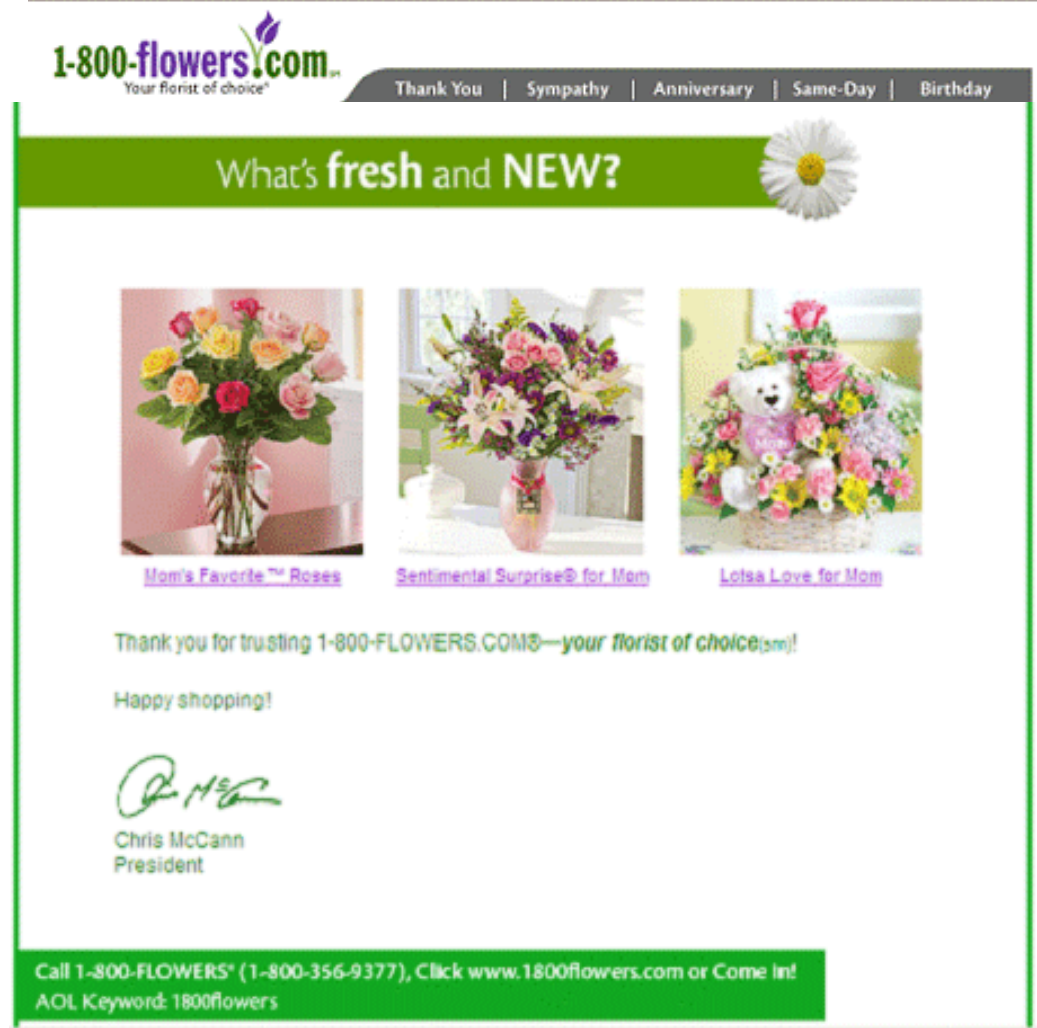
[read all reviews for this product](#)

Include a product pix – and cross-sell

Product shown

No incentive


Subject line: Finish your shopping fast and save!




1-800-flowers.com
Your florist of choice®

Thank You | Sympathy | Anniversary | Same-Day | Birthday


What's **fresh** and **NEW?**



[Mom's Favorite™ Roses](#)




[Sentimental Surprise® for Mom](#)



[Lotsa Love for Mom](#)

Thank you for trusting 1-800-FLOWERS.COM®—*your florist of choice*!™

Happy shopping!



Chris McCann
President

Call 1-800-FLOWERS® (1-800-356-9377), Click www.1800flowers.com or Come In!
AOL Keyword: 1800flowers

Include a product pix – and cross-sell

Dungarees.com

No incentive, images included along with other suggested purchases

Included name of abandoned product in subject line

Results:

- Opens – 56%
- Conversions on clicks – 18.4%
- Generated 490% more revenue per session than other site traffic sources

EVERY SIZE • EVERY STYLE • EVERY COLOR

DUNGAREES.NET

facebook twitter Join us on Facebook and Twitter!

Thank you for visiting Dungarees.net. We noticed your interest in some of our products and would like to offer you some more suggestions.

You Recently Viewed:

 [Carhartt B07 Denim Looser Dungaree - Double Knee](#)
List Price \$44.00
Sale Price: \$36.99
You Save 16%

Other Products You May Like:

 [Carhartt K122 Midweight Fleece Zip-Front Hooded Sweatshirt](#)
List Price \$46.00
Sale Price: \$36.99
You Save 20%

 [Carhartt B11 Washed Duck Work Dungarees](#)
List Price \$48.00
Sale Price: \$36.99
You Save 23%

 [Carhartt B260 Canvas Utility Cargo Pant](#)
List Price \$55.00
Sale Price: \$44.99
You Save 18%

 [Carhartt J97 Sandstone Duck Detroit Jacket - Blanket Lined](#)
List Price \$95.00
Sale Price: \$79.99
You Save 16%

SHOP MEN'S
Bibs & Coveralls | Belts | Boots | Caps & Hats | Coats & Jackets | Flame Resistant | Gloves | Hoods | Jeans | Knits & T-Shirts | Rainwear/HI-Vis | Shirts | Shorts | Socks | Sweatshirts | Vests | Work Pants | Work Luggage

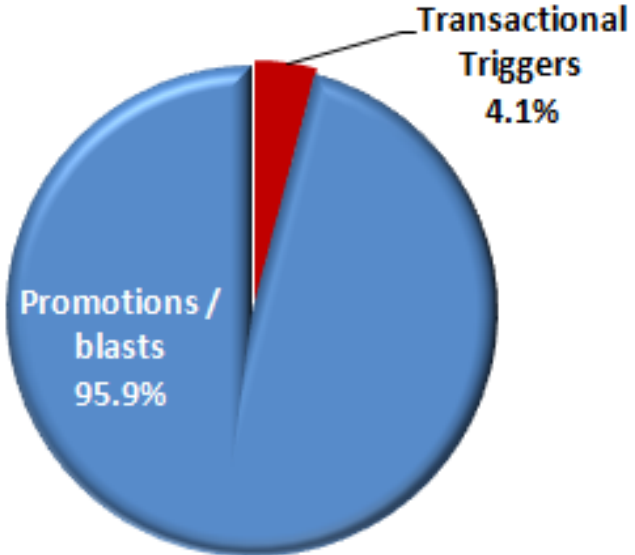
SHOP WOMEN'S
Bibs | Belts | Boots | Caps & Hats | Coats & Jackets | Gloves | Hoods | Jeans & Work Pants | Shirts & Knits | Rainwear/HI-Vis | Shorts | Socks | Vests | Work Luggage

SHOP KID'S
Bibs | Boots | Caps & Hats | Coats & Jackets | Jeans & Pants | Shirts & Knits | Shorts | Socks

© 2011 Dungarees

Closing thoughts to drive the point home

Total Email Volume

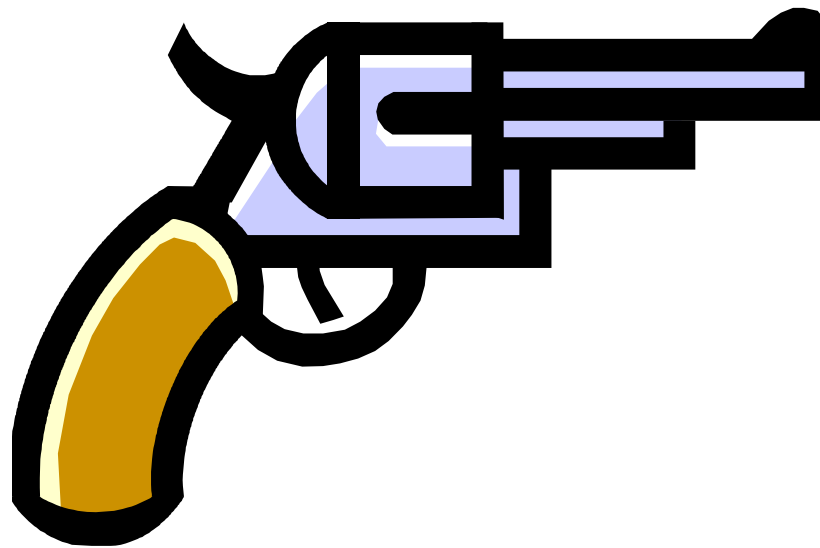


Total Email Sales



*Carolyn Nye- S&S – eROI Virtual Trade Show 11/11/10

B2B Trigger Emails



Targeted, Relevant, & Effective

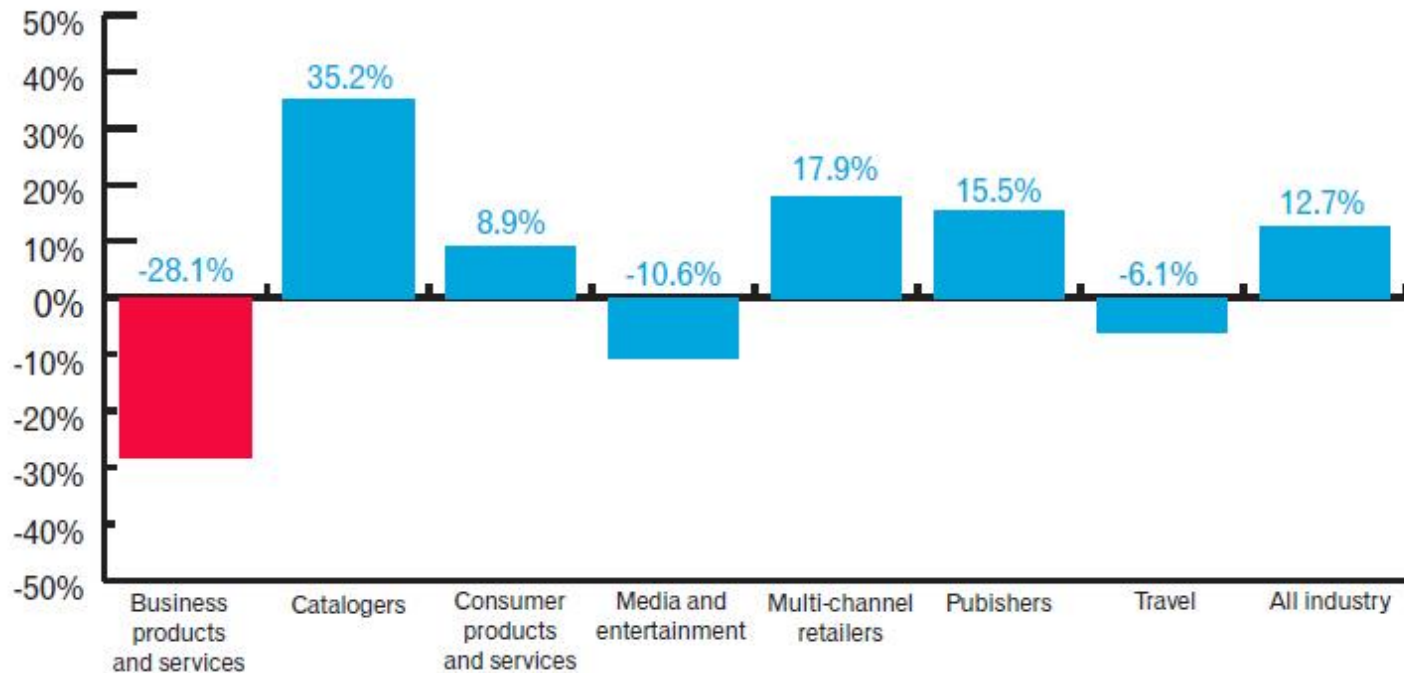
The Fear



Email Overload

The Reality

Volume variance by industry – Q3 to Q3 (2013 versus 2012)



B2B Email Volume is Declining

B2B Trigger Emails

➤ Welcome

B2B Trigger Emails

- Welcome
- Lead Nurture Drip

B2B Trigger Emails

- Welcome
- Lead Nurture Drip
- Transactional Messages

B2B Trigger Emails

- Welcome
- Lead Nurture Drip
- Transactional Messages
- Inactive or Dormant Leads/Customers

B2B Trigger Emails

- Welcome
- Lead Nurture Drip
- Transactional Messages
- Inactive or Dormant Leads/Customers
- Repurchase or Renewal

Plan Your Campaigns

- Goal
- Objectives
- Strategy
- Contingency
- Scorekeeping

Plan Your Campaigns

- Goal

- Increase Profitability 5%

Plan Your Campaigns

➤ Objectives

- Increase Response Rate 15%
- Increase Average Order 10%
- Reduce Service Costs 10%

Plan Your Campaigns

➤ Strategy

- Identify Target
- Plan Content
- Create Sequence
- Schedule Timing
- Test & Revise

Plan Your Campaigns

➤ Contingency

What if...

Plan Your Campaigns

- Scorekeeping

Measure results relative to objectives

5 Things to Do Now

- Verify Lead Generation Email Addresses

5 Things to Do Now

- Verify Lead Generation Email Addresses
- Choose a Top Performing Segment

5 Things to Do Now

- Verify Lead Generation Email Addresses
- Choose a Top Performing Segment
- Create and Test a Small Campaign

5 Things to Do Now

- Verify Lead Generation Email Addresses
- Choose a Top Performing Segment
- Create and Test a Small Campaign
- Optimize Existing Emails

5 Things to Do Now

- Verify Lead Generation Email Addresses
- Choose a Top Performing Segment
- Create and Test a Small Campaign
- Optimize Existing Emails
- Develop Educational Content

Takeaways



K.I.S.S.



Keep It Simple & Strategic

Readability



Put Key Content in Hot Spots

Relevancy



Speak Directly to Recipients' Needs

Consistency



Steady Wins

Timing



Test, Test, & Test

Contact

Debra Ellis

dellis@wilsonellisconsulting.com

Question & Answer Session

If you haven't done so already, please take this time to submit questions to our speakers using the "Q&A" box on your console.



Enjoying this webinar? There's so much more where this came from!
Click the publication widget below to sign up for a FREE subscription to
Target Marketing!



#TMGWebinar

Thank You

Thank you for taking the time to attend our webinar today.

For additional information about our webinar series,
check out the following Web site:

www.targetmarketingmag.com/webinar

**Please take a moment to fill out our
feedback survey.**

(It will open in a new browser window/tab momentarily!)

#TMGWebinar