



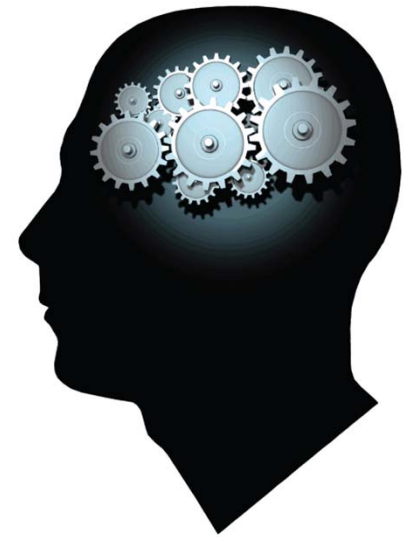
The Value of Email Marketing

Why WSI Digital Marketing Pro





Our Understanding



- Current Situation

➤ Text

- Needs

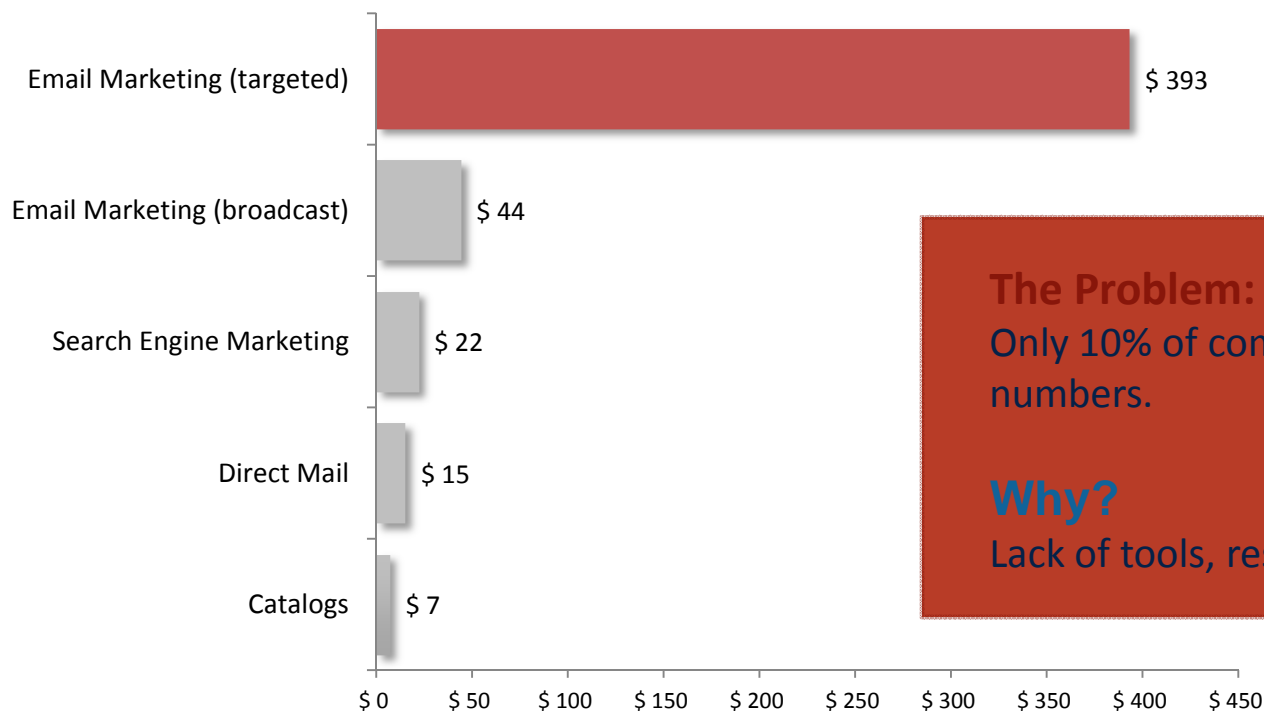
➤ Text



Email is the ROI King



Targeted and personalized email campaigns (i.e. relevance) **drive 9 times more revenue** than broadcast emailings.



The Problem:

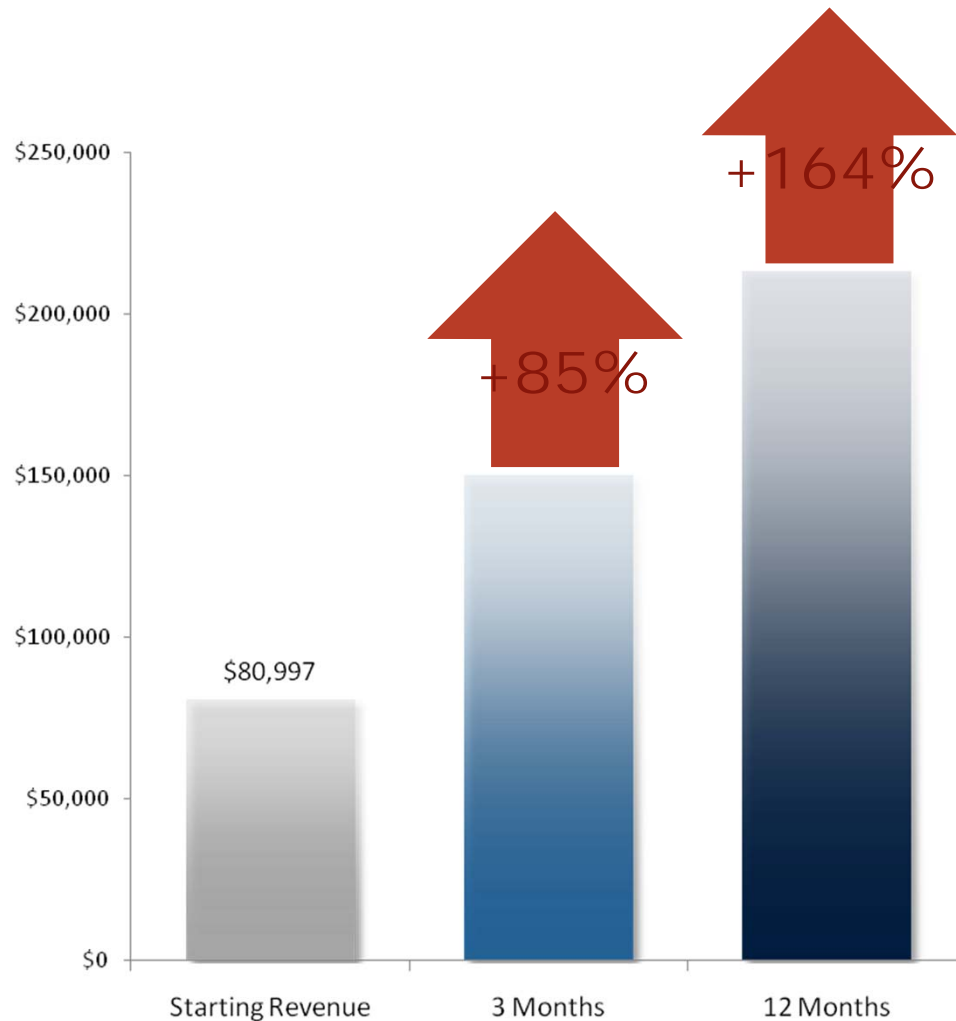
Only 10% of companies are achieving those numbers.

Why?

Lack of tools, resources and/or bandwidth.



Achieving High Email



WSI Helps Customers

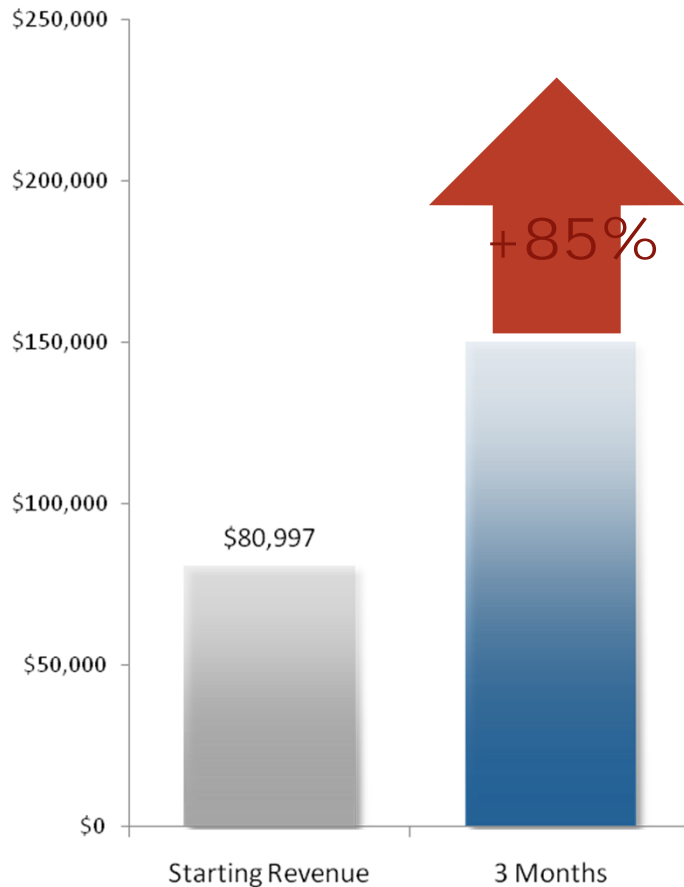
- Improve email performance by 50%-100% in 3 months
- Improve email performance by 150%-200% over 1 year

How?

- DM Pro integrated technology platform
- Fully managed services that implement best practices and timely, relevant campaigns
- Training, account management and support



Achieving High Email



Months 1-3

Rapid ROI

- Design and HTML Review
- A/B Split Testing
- Deliverability Optimization
- Data Management Review
- Welcome Program
- Shopping Cart Abandonment
- Text Only Follow-up to Non-openers
- Segmentation

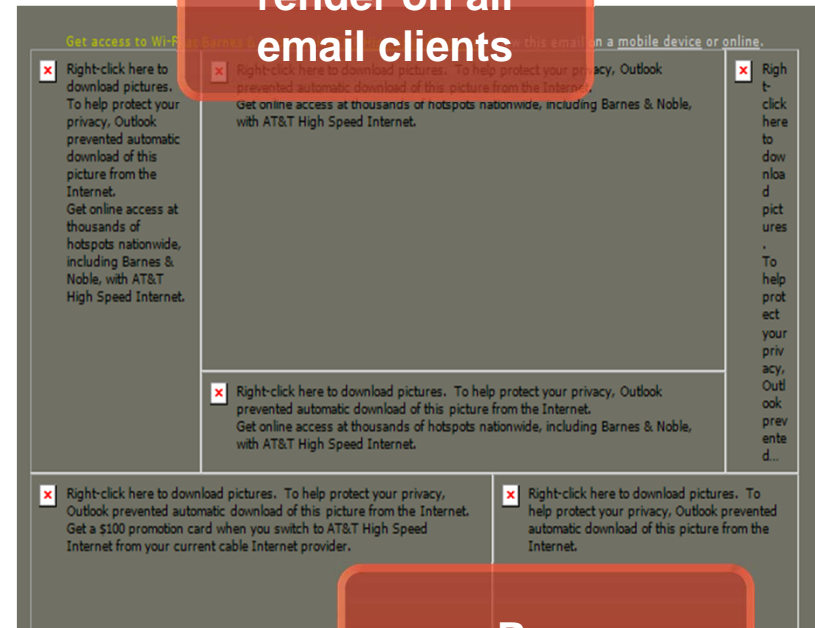


Email Relevance Design

Main promo should be in HTML to display immediately



Images-only design won't render on all email clients



Poor background color choice

Inconsistent design elements



Email Relevance Design

The image shows a side-by-side comparison of an email design, with the left side representing the original and the right side representing a revised version. Three red callout boxes with white text provide annotations:

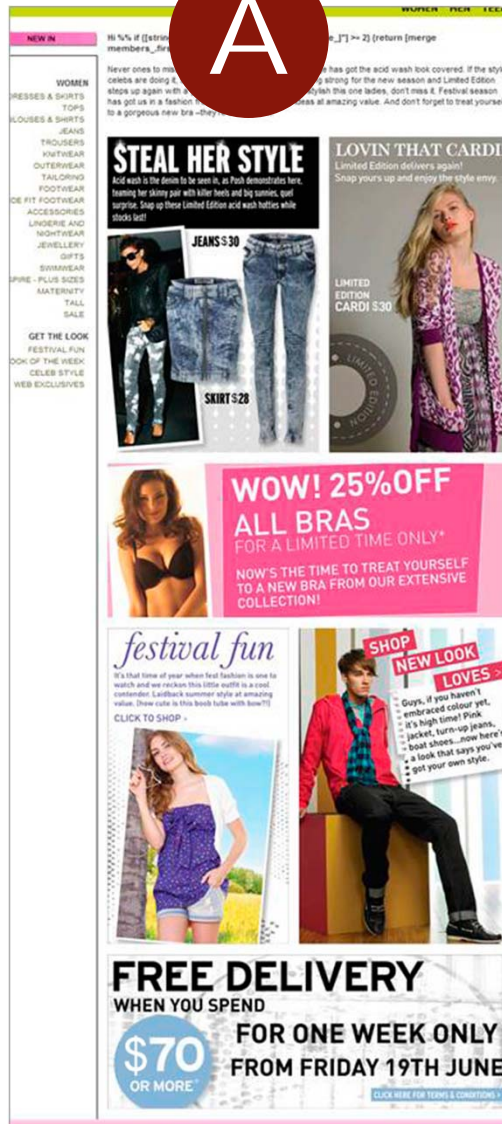
- Main promo is displayed before images are downloaded and in the preview pane:** This box points to the top section of the email, which contains the headline "Get online access at thousands of hotspots nationwide, including Barnes & Noble, with FastAccess DSL from at&t".
- Clear call to action:** This box points to an orange promotional card that reads "\$100 promotion card" and "Get a \$100 promotion card when you switch to AT&T from your current cable Internet provider...".
- Clean design:** This box points to the bottom section of the email, which includes a "nook" advertisement and a "BARNES & NOBLE eBook Reader..." promotion.

The email layout includes a header with the AT&T logo and "In association with BARNES & NOBLE BOOKSELLERS". Below the header is a navigation bar with links for "Wireless", "Digital TV", "Internet & DSL", "Home Phone", and "Bundles". The main body features a large image of a person standing in a field with arms raised, and a smaller image of a Barnes & Noble nook eBook reader.



Email Relevance: A/B Split Testing

A



Performance-test
your content

B Wins!

- 47% more revenue
- Clear pricing next to each item
- Frequent calls to action

B





Email Relevance: Welcome Program

The front line in luxury

FASHIONconfidential

Home NEW IN Clothing Bags Shoes Accessories Denim boutique Shop by designer Sign up

women style report bargain hunter

Welcome

On board!

Hey You! Welcome on board - we can't wait for you to sample the designer delights we have up our sleeve...

It's really important to us that we send you relevant information so you get the most out of our service right from the beginning.

Simply tick the categories and designers that rock your boat, click submit and let us do the rest...

I LOVE:

☐ Latest arrivals ☐ Events & Sample Sales
☐ Offers & Discounts ☐ Beauty

FAVORITE CATEGORY:

☐ Clothing ☐ Bags
☐ Shoes ☐ Accessories

FAVORITE CATEGORY:

☐ 3.1 Phillip Lim ☐ Acne
☐ Alberta Ferretti ☐ Alexander McQueen
☐ Arak Bask ☐ Anya Hindmarch
☐ APC ☐ Balenciaga
☐ Bottega Veneta ☐ Burberry
☐ By Malene Birger ☐ Chloe
☐ Christian Louboutin ☐ Day Birger et Mikkelsen
☐ Diane von Furstenberg ☐ Dolce & Gabbana
☐ Dior ☐ Fendi
☐ Fendi ☐ Givenchy
☐ Herve Leger ☐ Issa
☐ Jimmy Choo ☐ Juicy Couture
☐ Lanvin ☐ Luella
☐ Marc Jacobs ☐ Marni
☐ Matthew Williamson ☐ Maxmara
☐ Miu Miu ☐ Moschino
☐ Mulberry ☐ Paul & Joe
☐ Preen ☐ Pringle of Scotland
☐ Rick Owens ☐ RM by Rolar
☐ Rupert Sanderson ☐ Sass & Bidi
☐ See by Chloe ☐ Stella McCartney
☐ Temperley ☐ Theory
☐ Valentino ☐ Vanessa Br
☐ Vivienne Westwood ☐ YSL
☐ Zac Posen ☐ Zagliani

Join Us

5 REASONS TO JOIN FASHION CONFIDENTIAL...

- Be the first to shop fashion and beauty must haves
- Attend VIP events & sales reserved for fashion insiders
- Save thousands of pounds with our exclusive discounts
- Shop the sales before they open to the public
- Get expert fashion and beauty advice and gossip...and it's all free!

Sign up today to receive updates, offers and events
ONLY available to our members

Name

The front line in luxury

FASHIONconfidential

Home NEW IN Clothing Bags Shoes Accessories Denim boutique Shop by designer Sign up

women style report bargain hunter

Thank you

For joining Fashion Confidential

1 More Step...

We've just sent you an email which will ask you to confirm your subscription. If you don't receive your email please check your junk folder (as we may have slipped in there by mistake).

Simply click the link in your email and you're away...

You may wish to add news@fashionconfidential.co.uk to your email address book to make sure you never miss out on our fab updates, offers and events...

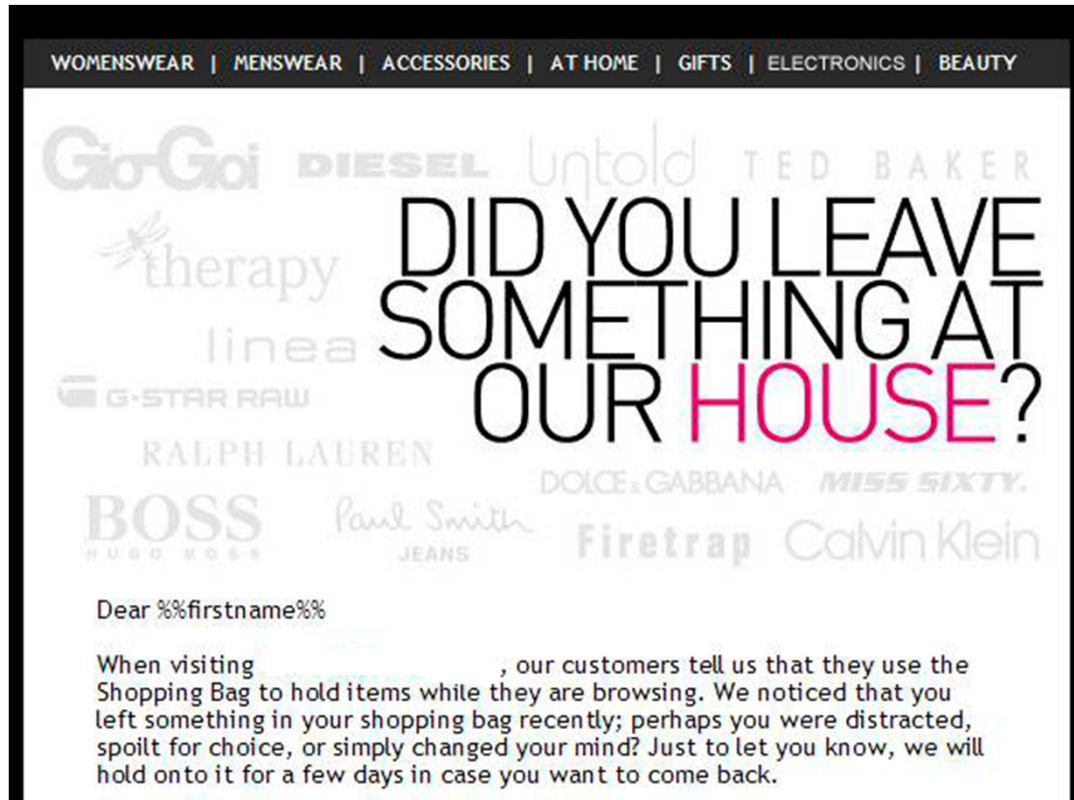
Solidify the opt-in and collect personal preference data.

Results:

- \$17,778 additional revenue / month
- XX% conversion



Email Relevance: Abandonment



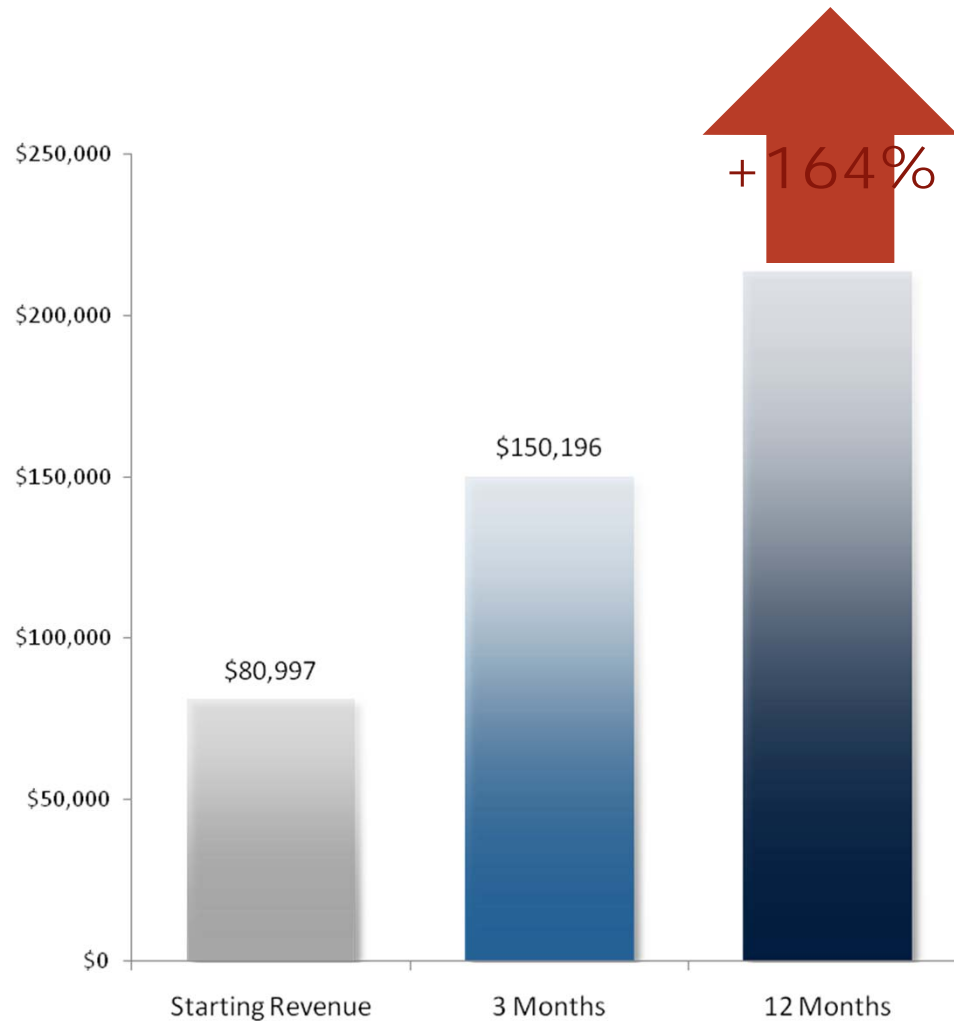
Shopping cart
abandonment

Results:

- \$17,00 additional revenue / month
- 21% conversion



Achieving High Email



Months 4-12

Test, Refine, Repeat



- Triggered Emails
- List Growth
- Personalize with Dynamic Content
- Re-engagement Strategies
- New/seasonal Campaigns



Email Relevance: Triggers



happy birthday!

Have lunch on us!

**\$10
coupon**

Just enter code:
HAPPYBDAYME
at checkout



Follow us on twitter

To ensure that our messages get to you and don't go to your junk or bulk email folders, please add
newsletter@fashion.koodos.com.
No longer love the emails? Simply [unsubscribe](#).
Any queries, please [contact us](#).

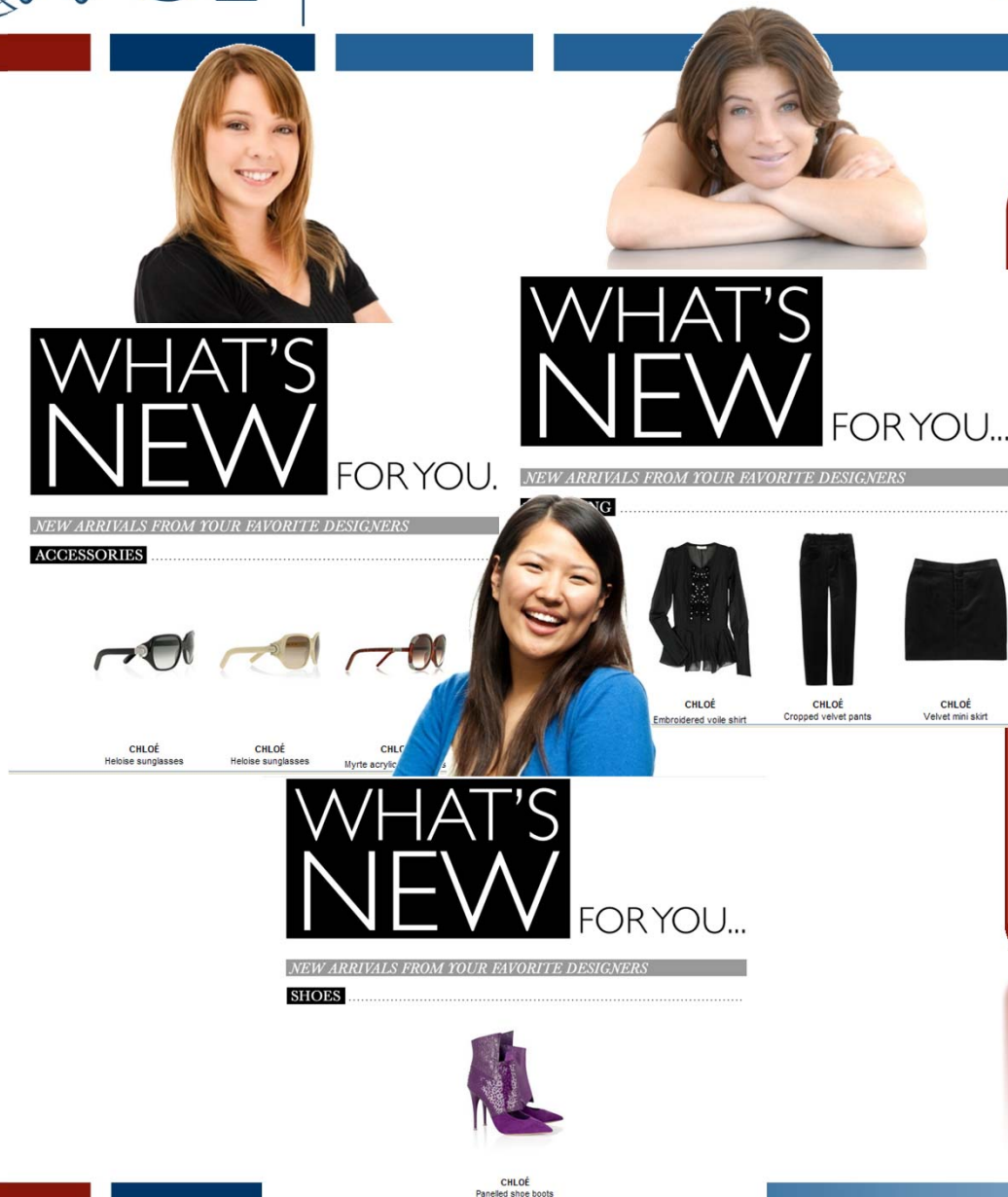
koodos ©2009. All rights reserved.

Send messages
triggered by relevant
events.

- Birthdays
- Back in Stock
- Shopping Cart Abandonment
- Welcome Programs
- RFM (recency, frequency, monetary spend)



Email Relevance: Dynamic Content



Serve unique content based on preferences

Results:

- \$18,000+ incremental revenue / month



About WSI Digital Marketing Pro

- Campaign management tool for the digital agency
- Deliver effective emails that arrive and get opened
- Top level view and control of paid search
- Create, publish and track landing pages
- Powerful analytics package





The Marketing Plan: Customer Journey





Stay in touch

Dear %%firstname%%,

thank you for your visit to [Moctezuma: Aztec Ruler](#). Come back to the Museum soon to enjoy a range of exhibitions, events and the world-famous permanent collection.

More on Moctezuma



Explore more

Find out more about Moctezuma online with videos, related objects, galleries and displays

[Explore more](#) ▶

Events

Enjoy a wide range of events exploring Moctezuma's world and modern Mexico, including lectures, debates, films, study sessions and performances.

[Full events programme](#) ▶

Send triggered emails based on recent activity

Results:

- 45% open rate and 8% click-through



Email Relevance: Segmentation

MY DETAILS

PROVIDE YOUR DETAILS

Title * * indicates a required field

First Name *

Last Name *

Email Address *

Re-type Email Address *

Preferred store

Mobile Number

Your privacy is very important to us
Please read our [privacy policy](#).


Please send me the latest:

- ☐ Women's clothing and accessories
- ☐ Men's clothing and accessories
- ☐ Beauty products and men's grooming
- ☐ Children's clothing
- ☒ Home, furniture and technology
- ☐ Gifts, flowers and hampers
- ☐ Pets


SALE TOP HOME BARGAINS

These days, who has the time to trawl through the homeware sale section? That's why we've highlighted the top home essentials that are currently on sale for you to buy right now. From home accessories for every room to small electricals for the kitchen, shop now before they sell out.

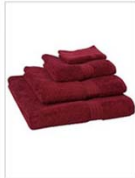
► Shop all sale




Up to 50% off bed linen
► Shop now



Up to 50% off quilts and pillows
► Shop now



Up to 50% off towels
► Shop now



Up to 50% off dining
► Shop now

Segment your list and send personalized content based on customer preferences

Results:

- 40% open rate and 10% click-through



About WSI

WSI...

THE GLOBAL LEADER
IN DIGITAL MARKETING.

- World's largest network of Digital Marketing Consultants
- Operating in more than 80 countries
- Innovative Internet technologies
- Advanced digital marketing strategies

- Online lead generation
- Online brand credibility
- Customer retention





Contact

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