



## Email Marketing

"For every dollar spent on email marketing in 2007, marketers can expect an estimated \$48.29 ROI." –  
*DMA (2007)*

Charley Detwiler

SIC Conference -July 17 2008

Quincy, MA

# Email Marketing

## Agenda

Benefits of an Email Service Provider (ESP)

Torrid Case Study

Application Overview

- Easy to Use Built-in Features

Email Best Practices

ACD Systems

- List Management
- Delivery Management Services

What is CAN-SPAM ?

Value of Email Marketing

# Benefits of an Email Service Provider

## Convenience

- Built-in tools make it easy (automation, wizards, segmentation tools)

## Deliverability

- If you bulk send from outlook you will likely get blocked
- If you forget to remove an unsubscribe request, you might be fined thousands of dollars

*Delivery Management Services help you stay on top of a rapidly changing email industry and ensure that you comply with Internet Service Provider and consumer best practices.*

## Results

- Measureable – real time
- Immediate - typical response time is 48 hours
- \$50 return for every \$1 spent!

# Torrid Case Study

## CHALLENGE

Poor delivery rates and low engagement with email addresses

## NEED

Greater revenue from email campaigns and partner to make improvements

## SOLUTION

- List management and growth
- Moved from an in-house solution to an ESP
- Revised creative to follow HTML and email best practices
- Employed deliverability team to identify & correct bounce issues

## RESULTS

Online sales were 15 times higher than usual



# Application Overview

## Easy to Use, Built-in Functionality

- Double Opt-in (DOI)
- Lead Capture (survey forms, viral marketing programs)
- List Management Tools
- Template Library
- Image Library
- Message Creation Wizard
- Message Rendering Reports
- Reporting (email metrics and ROI)
- Behavioral Segmentation Tools

Outlook 2003



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**email experience council**

Hello fellow eec'ers,

There is so much happening in the world of email we wanted to take the time to highlight a few great destinations that showcase how exciting and interesting email can be.

Enjoy!

The eec Editorial Team

P.S. Don't forget: the ClickZ Email Conference is less than one week away, eec members get 10% off registration - details below.

**eec Deliverability Roundtable - First Survey Live**

The eec's Deliverability Roundtable has launched its first survey. If you are sending emails, test your knowledge on bounces and help shape the results of performance metric standards by participating in [this survey](#). (By participating, you will receive a sneak preview of the results before they are released.)

**eec Members Get 10% off at ClickZ's Email Summit**

Don't miss the [ClickZ Email Event](#) at the Metropolitan Pavilion (125 West 18th Street) in

October 18, 2006  
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**industry mailo**

**SIERRA TRADING POSTS**

**emarket**

Lotus Notes



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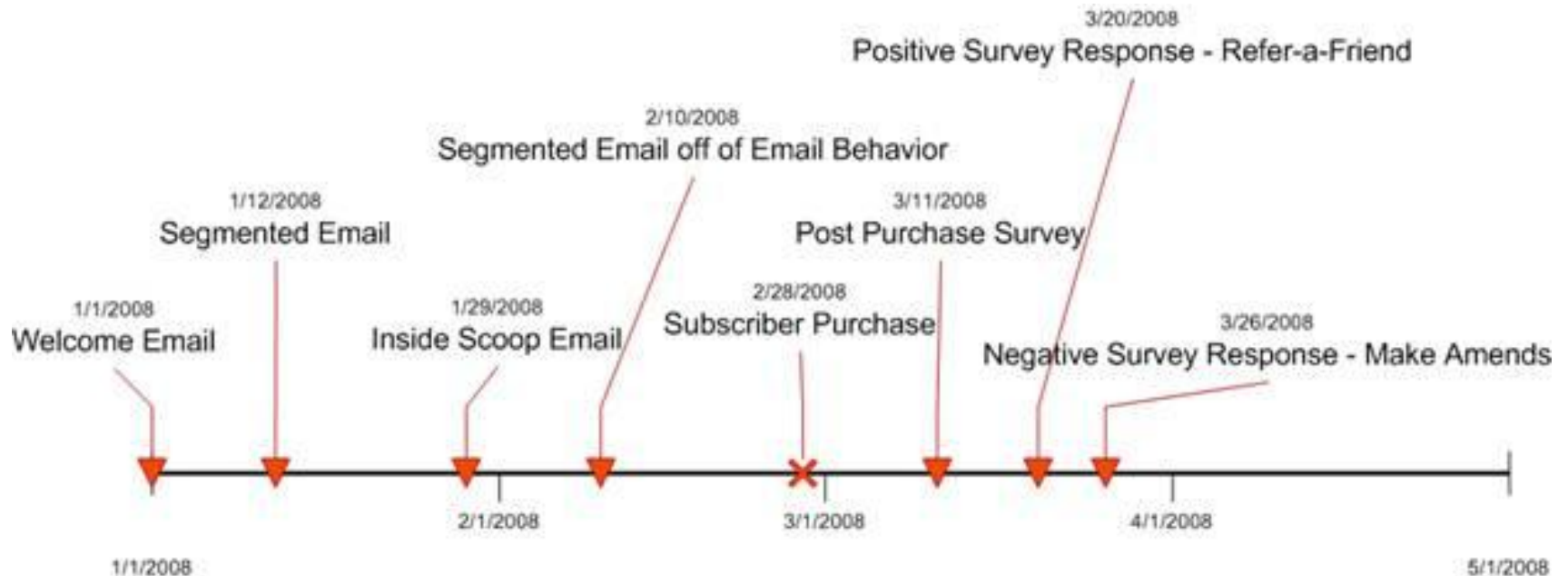
**ClickZ SPECIFICS**

Don't miss the [ClickZ Email Event](#) at the Metropolitan Pavilion (125 West 18th Street) in New York next Tuesday and Wednesday. eec members receive 10% off registration! If you're not a member, use the promo code [SIERRA](#) for the promo code.

*This comprehensive conference includes a*

# Email Best Practices

It's all about sending the **right message** to the **right person** at the **right time!**  
*Create a preference center page to provide options and avoid an unsubscribe.*



# Email Best Practices

## List Management

- Quality over quantity

## Relevant Content

- Preference Page
- Call to action

## Message Creation

- Text to image ratio

## Testing

- Subject line, best day/time

## Frequency

B2B subscribers are twice as likely to consider email 'spam' if it comes "too frequently" - *MarketingSherpa (2007)*

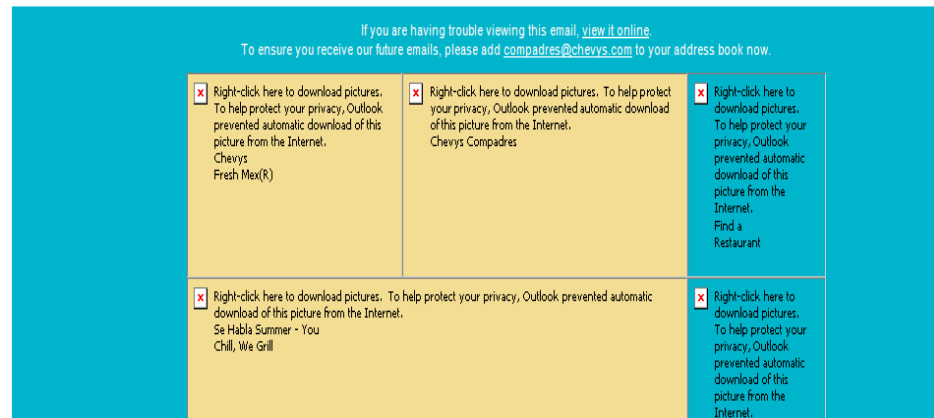
TEST-HTML-(margarita) How do you say "summer" in Spanish?

Chevys Fresh Mex [compadres@chevys.com]

[Click here to download pictures.](#) To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

sent: Mon 6/2/2008 6:00 PM

to: Rebecca Thompson



# ACD Systems Case Study

## CHALLENGE:

- Large list but low activity and high vulnerability

## NEED:




- List clean-up and long term database protection

## SOLUTION:

- Double Opt In Solution
- Deliverability Team identified pain points for ACD & removed blacklists
- Reconfirmation Campaign

## RESULTS:

- Subscriber list decreased by 50%
- Open & click thru rates increased by 50%

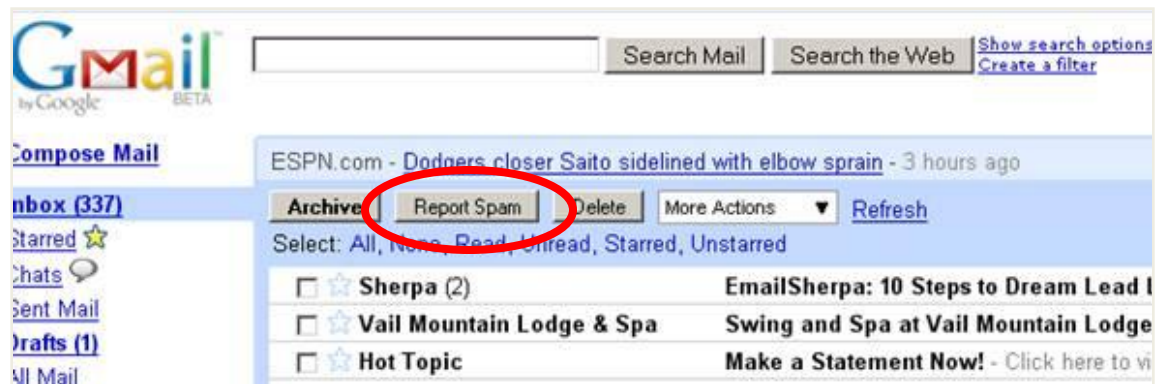
Delivery Report							
Report Status: Running				Last Update: June 15, 2006 at 06:15 pm ?			
ISP Name	Inbox 	Bulkbox 	Missing 	25%	50%	75%	Received 
ADL	0%	0%	100%				0%
AT&T	100%	0%	0%				100%
Bellsouth	100%	0%	0%				100%
Cablevision	0%	0%	100%				0%
Charter	100%	0%	0%				100%
Comcast	90%	0%	10%				90%
CompuServe	100%	0%	0%				100%
Cox	0%	0%	100%				0%
Earthlink	10%	0%	90%				10%
Excite	0%	0%	100%				0%
Google Mail	30%	0%	70%				30%
Hotmail	10%	0%	90%				10%
Lycos-USA	0%	0%	100%				0%
Mail.com	0%	0%	100%				0%
MSN	0%	0%	100%				0%
NetZero/Juno	10%	0%	90%				10%
Road Runner	57.14%	0%	42.85%				57.14%
USA	0%	0%	100%				0%
Verizon	0%	0%	100%				0%
Yahoo/SBC	30%	0%	70%				30%
Average	31.86%	0%	68.14%				31.86%

# What is CAN-SPAM?

## CAN-SPAM Act – Minimal Regulations

- Provide unsubscribe method – one click
- Remove unsubscribes within 10 business days
- Accurate subject line
- No false or misleading header information
- Physical mailing address

## What are SPAM Complaints? How do they affect me? Consumer Perception is Key!



# Value of Email Marketing

## **Family Restaurant Marketing ROI:**

**Email:** \$300 to \$1

**Next closest medium:** \$12 to \$1

*Economic considerations are leading more businesses to adopt email as a smart choice to complement other marketing initiatives and maximize ROI.*



**Q & A**

**Thank you!**