Webinar

How to Gain Greater Control Over Your Customer Data for Email Marketing

Presenter
Will Devlin
Director of Marketing
MessageGears
I. Evolution of Email

II. Email Technology Insights

III. Top 3 Road Blocks
   1. “I can’t access all of the data I need when I need it.”
   2. “I.T. has to be involved in everything.”
   3. “Email processes take too long, limiting real-time marketing efforts.”
About MessageGears

• Enterprise email marketing solution
• Hybrid technology: Integrated, Powerful, Secure, Economical
• 2015 Silver Stevie Winner: Most Innovative Company of the Year
• CIO Review 20 Most Promising Digital Marketing Solution Providers 2015
• The Relevancy Ring Awards: Deliverability, Infrastructure Stability, Account Management
How to Gain Greater Control Over Your Customer Data for Email Marketing

#eecwebinar
Email Evolution
Email Marketing Industry

$6.5 billion

(Transparency Market Research, Email Marketing Industry - Global Size, Share, Trends, Analysis And Forecasts 2012 – 2018)
Email Evolution

- List Servers
  - “Batch and blast”

- Commercial On-Premises Software
  - Features
  - Tracking
  - Analytics
  - UI

- SaaS (Software-as-a-Service)
  - Advanced Features
  - Personalization
  - Segmentation
  - Testing
  - Integration
  - Advanced Analytics
  - Automation
Data Silos

- Email
- Mobile
- Social Media
- Online Advertising
- Retail Systems
- CRM
- eCommerce Systems
- Inventory Systems
- Call Center
- Content Management Systems
- Web Analytics
- Catalogs
- Advertising
- Surveys
- Third Party Data
## Survey Participants

<table>
<thead>
<tr>
<th>Company Size</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mid-Market</td>
<td>39.9%</td>
</tr>
<tr>
<td>Enterprise</td>
<td>60.1%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Director, Marketing</td>
<td>33.6%</td>
</tr>
<tr>
<td>Manager, Marketing</td>
<td>16.6%</td>
</tr>
<tr>
<td>CMO</td>
<td>12.6%</td>
</tr>
<tr>
<td>Associate, Marketing</td>
<td>11.0%</td>
</tr>
<tr>
<td>I.T. (CTO, CIO, or other role)</td>
<td>10.3%</td>
</tr>
<tr>
<td>SVP/VP, Marketing</td>
<td>8.6%</td>
</tr>
<tr>
<td>Other, Marketing</td>
<td>4.3%</td>
</tr>
<tr>
<td>Marketing Technology</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Involvement w/ Digital Marketing</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Decision Maker</td>
<td>42.2%</td>
</tr>
<tr>
<td>Contributor, Primary Focus</td>
<td>35.2%</td>
</tr>
<tr>
<td>Contributor, Not Primary Focus</td>
<td>22.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial Services</td>
<td>16.6%</td>
</tr>
<tr>
<td>Retail/eCommerce</td>
<td>16.6%</td>
</tr>
<tr>
<td>Travel/Hospitality</td>
<td>16.6%</td>
</tr>
<tr>
<td>Technology/High-Tech</td>
<td>9.0%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>8.0%</td>
</tr>
<tr>
<td>Education</td>
<td>5.6%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5.3%</td>
</tr>
<tr>
<td>Consumer Products</td>
<td>3.3%</td>
</tr>
<tr>
<td>Government</td>
<td>3.3%</td>
</tr>
<tr>
<td>Media/Publishing</td>
<td>2.7%</td>
</tr>
<tr>
<td>Real Estate/Construction</td>
<td>2.7%</td>
</tr>
<tr>
<td>Pharmaceuticals</td>
<td>2.3%</td>
</tr>
<tr>
<td>Entertainment/Gaming/Sports</td>
<td>1.7%</td>
</tr>
<tr>
<td>Telecomm</td>
<td>1.7%</td>
</tr>
<tr>
<td>Other</td>
<td>4.7%</td>
</tr>
</tbody>
</table>
Survey Participants

Monthly Email Volume

- 10 million - less than 30 million: 34.6%
- 30 million - less than 50 million: 21.9%
- 50 million - less than 75 million: 23.3%
- 70 million - less than 100 million: 15.6%
- Over 100 million: 4.7%

How to Gain Greater Control Over Your Customer Data for Email Marketing #eecwebinar
How to Gain Greater Control Over Your Customer Data for Email Marketing

Email
Mean: 20.12%

Mobile
Mean: 14.81%

Display
Mean: 19.51%

Social
Mean: 17.27%
Email Technology

What technology do you currently use to manage your email marketing?

- **46.2%** SaaS/Hosted ESP
- **39.2%** Commercial On-Premises ESP
- **28.2%** Custom Home-Grown Solution
- **18.3%** Hybrid Solution
How satisfied are you with the following aspects of your email marketing program?

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Very Satisfied</th>
<th>Satisfied</th>
<th>Somewhat Satisfied</th>
<th>Somewhat Dissatisfied</th>
<th>Very Dissatisfied</th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email marketing vendor technology</td>
<td>16.6</td>
<td>35.9</td>
<td>32.9</td>
<td>11.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email deliverability</td>
<td>13.6</td>
<td>34.2</td>
<td>34.6</td>
<td>12.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Email marketing revenue</td>
<td>10.3</td>
<td>37.2</td>
<td>36.2</td>
<td>11</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Technology's ability to scale</td>
<td>11.6</td>
<td>29.9</td>
<td>37.5</td>
<td>15.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ease of data utilization</td>
<td>13</td>
<td>30.2</td>
<td>35.5</td>
<td>15</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
What are the top 3 items that you believe are the most important elements to having a successful email marketing program?

- Access to customer data
- Analytics
- Data security
- Ability to integrate w/ other channels
- Technical/integration services
- Creative services
Select the 3 customer data attributes you believe are the most valuable in delivering ROI when segmenting audiences for your email marketing campaigns.

- Demographic
- Customer Sat Survey
- Customer LTV
- Customer Spending
- Purchase Behavior
- Interaction
- Social Influence
- Frequency of Purch.
- Clickstream Analysis
Describe the types of data that you currently utilize, plan to utilize in the next 12 months, or have no plans to utilize.

<table>
<thead>
<tr>
<th>Type</th>
<th>Currently Utilize</th>
<th>Plan to Utilize in the next 12 months</th>
<th>No Plans to Utilize</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behavior</td>
<td>50.5</td>
<td>37.9</td>
<td>11.6</td>
</tr>
<tr>
<td>Location</td>
<td>48.8</td>
<td>33.6</td>
<td>17.6</td>
</tr>
<tr>
<td>Context</td>
<td>47.2</td>
<td>38.2</td>
<td>14.6</td>
</tr>
<tr>
<td>RFM</td>
<td>44.9</td>
<td>34.9</td>
<td>20.3</td>
</tr>
<tr>
<td>Real-Time Data</td>
<td>40.9</td>
<td>45.5</td>
<td>13.6</td>
</tr>
<tr>
<td>Attitudes</td>
<td>34.2</td>
<td>42.5</td>
<td>23.3</td>
</tr>
</tbody>
</table>

> Currently Utilize  > Plan to Utilize in the next 12 months  > No Plans to Utilize
Email Performance Challenges

Select the greatest challenges that you experience when building and executing your email marketing campaigns.

- Not able to leverage all marketing data
- Too much IT involvement
- Process too long between vendor and us
- Too long to build automations
- Too long to upload + access data
- No easy control over adding new fields
- Can't utilize real-time data
- Have to replicate all of our data
- Vendor needs too much custom work + fees
- Can't utilize data in our system
- Poor email deliverability
- No control over transactional emails

Overall

How to Gain Greater Control Over Your Customer Data for Email Marketing

#eecwebinar
Data Accessibility

How much of your customer data lives in a central data warehouse?
How many data sources do you currently utilize and integrate to your ESP?

- 1 source: 11.3%
- 2 sources: 29.6%
- 3 sources: 28.2%
- 4 sources: 8%
- > 5 sources: 7%
- Don't know: 13%
- We don't use an ESP: 3%
Data Integration

How difficult was it to integrate the data sources to your ESP?

- Very Difficult: 24%
- Somewhat Difficult: 55%
- Not Sure: 13%
- Not Difficult at All: 8%
Data Utilization Challenges

What prevents you from utilizing all of the data that your company collects for your marketing efforts?

- Lack of I.T. resources
- Solutions are not integrated
- Lack of management coordination
- Data isn't centralized
- Lack of marketing resources
- Difficult to access data
- Lack of Marketing/I.T. coordination

How to Gain Greater Control Over Your Customer Data for Email Marketing

#eecevent
Top 3 Road Blocks
Top 3 Road Blocks

1. “I can’t access all of the data I need when I need it.”
2. “I.T. has to be involved in everything.”
3. “Email processes take too long, limiting real-time marketing efforts.”
Road Block #1

“I can’t access all of the data I need when I need it.”
Data Accessibility

• Access to customer data is the most important element of success for marketers

• Most Valuable Data includes:
  • Demographic
  • Customer satisfaction
  • Lifetime value
  • Purchase behavior
  • Clickstream analysis

• Most (56%) have none or some of their customer data in a centralized location

Road Block #1

“I can’t access all of the data I need when I need it.”
Solutions

• Plan to consolidate and centralize data
  • Customer data is in one place for all teams/vendors to access
  • Unified, global view of the customer
  • Seamless, consistent customer experience

• Find technology that can access data directly
  • Sending pieces off to be stored by vendors can muddy the waters
  • Subsets of data – not the complete picture
  • Think of the database as the hub of your centralized marketing program

• Don’t outsource things you don’t need to
  • Vendors shouldn’t rule your data

Road Block #1

“I can’t access all of the data I need when I need it.”
Road Block #2

“I.T. has to be involved in everything.”
Marketing & I.T. Relationship

- Excellent: 12%
- Above Average: 52%
- Below Average: 32%
- Poor: 4%

How to Gain Greater Control Over Your Customer Data for Email Marketing
#eecevent
I.T. Involvement

• I.T. is going to be (and has to be) involved
  • Initial integration
  • Maintenance & new data
  • Automation
  • Templates
  • Traffic

• I.T. is the “gatekeeper”
  • Limiting threats
  • Eye on security

• Data freshness

Road Block #2
“I.T. has to be involved in everything.”
Solutions

• Work together with I.T. to set expectations, goals, and understand needs
  • Common set of procedures
  • Awareness of goals and programs
  • Breaking down silos

• Involve I.T. in vendor selection
  • Especially with the cloud and emerging technology
  • They can help you understand limitations that may arise

• You won’t be successful without working harmoniously with them!

Road Block #2

“I.T. has to be involved in everything.”
“Email processes take too long, limiting real-time marketing efforts.”
Real-Time Data

- Accessing more data is #1 priority, but marketers also feel that it takes too long to get what they have with vendors

- More companies plan to utilize real-time data in the coming year
  - If data isn’t centralized, keeping everything fresh is difficult

- Different pieces of technology need to be kept in sync, which can create lag
  - The more technology, the more processes involved
  - Think of email like your website; you want direct access

Road Block #3
“Email processes take too long, limiting real-time marketing efforts.”
Real-Time Needs

- Automation
  - Confirmations (sign-ups, order receipts, etc.)
  - Notifications (shipping, flight status, etc.)
  - Reminders (webinars, events, etc.)
  - Nurture/on-boarding programs

- Triggers
  - Abandoned Cart/Website
  - Product Views

- Actions
  - Opened/clicked on an email
  - Replies (multichannel, text for balance, etc.)

Road Block #3

“Email processes take too long, limiting real-time marketing efforts.”
Solutions

• Think about what real-time needs are for your business

• Make sure all processes are aligned properly
  • Multiple vendors + technologies working together
  • Put yourself in the customer’s shoes

• Look for technology that accesses directly to centralized database when available.
  • This might be a combination of different technology
  • The more you outsource things, the worse it can get

Road Block #3

“Email processes take too long, limiting real-time marketing efforts.”
Summary

• Think about consolidating and centralizing customer data

• Work with I.T. to find common ground and align goals

• Find technology that accesses data directly vs. replicating pieces of it
  • Involve I.T. in the decision-making process
  • Don’t outsource if you don’t have to

• Map out real-time needs for your business and find solutions to support them
Questions?

@MessageGears
#eecwebinar
Thank you!

Learn more at MessageGears.com