The Email Marketing
Odd Couple

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Session Recap: retailsdigitalsummit.nrf.com/recap

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Rainbow | *David Cost*

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RETAIL'S DIGITAL SUMMIT

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Dallas, TX | September 26-28 | #shoporg16

THE EMAIL MARKETING ODD COUPLE

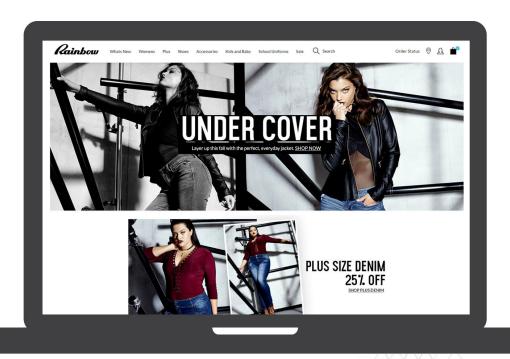(The importance of knowing your customers)

In this session you will learn:

- How to optimize your emails to drive more traffic

- What and how to test to improve results

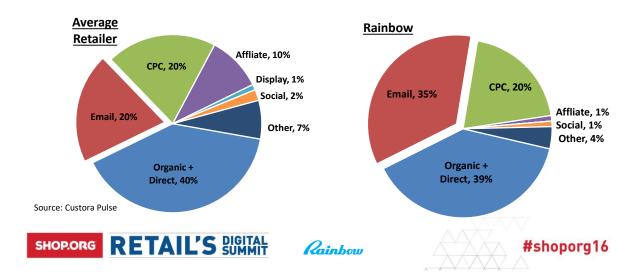- Where to begin with segmentation
  and personalization

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The golden equation of Ecommerce

$$\text{Visitors} \times \text{Conversion Rate} \times \text{AOV} = \$$$

Digital traffic drivers

Average Retailer

- CPC, 20%
- Affliate, 10%
- Display, 1%
- Social, 2%
- Email, 20%
- Other, 7%
- Organic + Direct, 40%

Source: Custora Pulse

Rainbow

- Email, 35%
- CPC, 20%
- Affliate, 1%
- Social, 1%
- Other, 4%
- Organic + Direct, 39%

SHOP.ORG RETAIL'S DIGITAL SUMMIT Rainbow #shoporg16
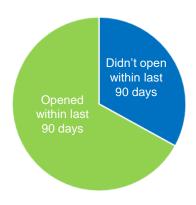
Fundamentals of Rainbow's email program

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We only send email to active subscribers

Didn't open within last 90 days

Opened within last 90 days

1 PIECE, 3 WAYS
Slay all season with the perfect throw-on-and-go piece.
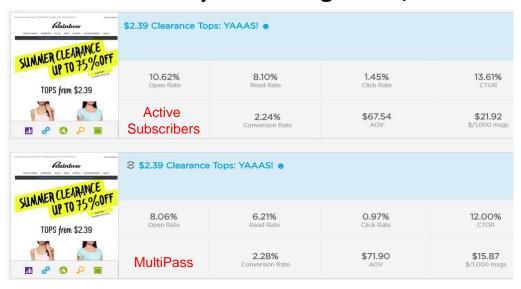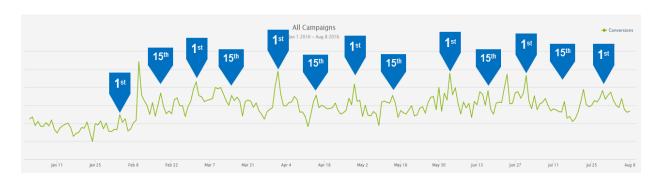
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We send a daily marketing email, twice

$2.39 Clearance Tops: YAAAS!			
10.62% Open Rate	8.10% Read Rate	1.45% Click Rate	13.61% CTOR
Active Subscribers	2.24% Conversion Rate	$67.54 AOV	$21.92 $/1,000 msgs

SUMMER CLEARANCE UP TO 75% OFF
TOPS from $2.39

$2.39 Clearance Tops: YAAAS!			
8.06% Open Rate	6.21% Read Rate	0.97% Click Rate	12.00% CTOR
MultiPass	2.28% Conversion Rate	$71.90 AOV	$15.87 $/1,000 msgs

SUMMER CLEARANCE UP TO 75% OFF
TOPS from $2.39

We pay attention to customer buying cycles

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We retarget with a Cart Abandonment series

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We offer an incentive for email addresses

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We collect email online and in-store

 24%   76%

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We collect email in-store via SMS
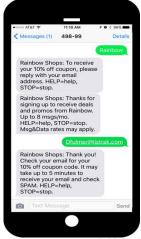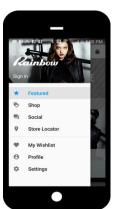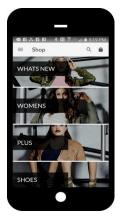
Apps and Deep Linking
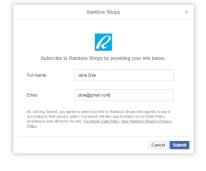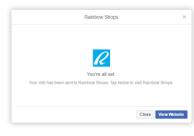
We retarget via Facebook

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Which Test Won?
Subject Lines - Open rate

	Subject Line
A Launch only	The 60-second secret to turning drinks ice cold
B Launch and mini collection	The 60-second secret to turning drinks ice cold & 6 more drink hacks

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Which Test Won?
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Subject Line		
A Launch only	The 60-second secret to turning drinks ice cold
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Metric	LAUNCH ONLY	LAUNCH AND MI...
Open Rate	5.19%	4.51%
Read Rate	3.93%	3.41%
Click Rate	0.68%	0.57%
Click To Open Rate	13.09%	12.63%
Conversion Rate	0.80%	1.09%
$/1,000 msgs	$1.61	$1.43

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Which Test Won?
Delivery Time - CTOR

TEST SETTINGS

TEST CRITERIA	Delivery Time	
A	Time A	10:00 AM
B	Time B	12:00 PM

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Which Test Won?
Delivery Time - CTOR

TEST SETTINGS

TEST CRITERIA	Delivery Time	
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TODAY'S LAUNCH
08.12.2016

Walkie Chalk - Chalk Writing Wand

Coloring with sidewalk chalk gets supersized. Kids will just think it's fun to draw bigger, while grown-ups can play without having to crouch or kneel.

Shop Now

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Which Test Won?

← →

Images – CTOR

A

B

an exclusive
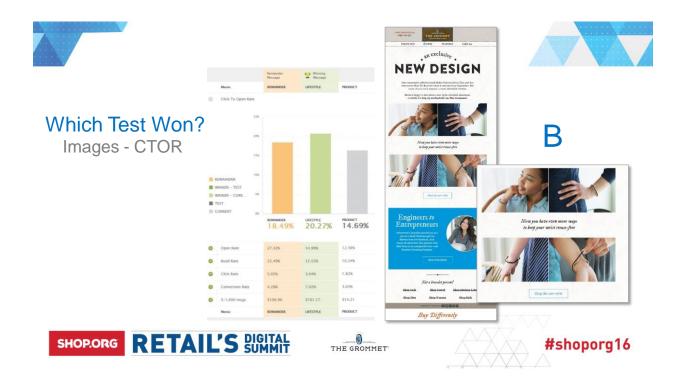**NEW DESIGN**

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Which Test Won?
Images - CTOR

B

A   B

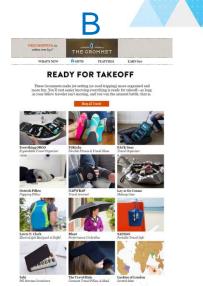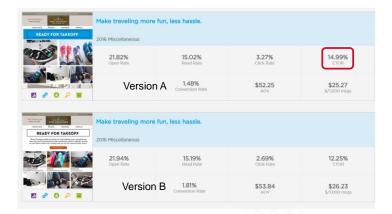Which Test Won?
Images - CTOR

A

Which Test Won?
Images - CTOR

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A   B

Which Test Won?
Text vs Images –
CTOR

THE GROMMET

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14

Which Test Won?
Text vs Images – CTOR

Which Test Won?
Text vs Images – CTOR

9/26/2016

Non-Customers

No purchase

New

Recent activity

Active

Most engaged

High Value

Best customers

Inactive

Least engaged

Lapsing

Decreasing engagement

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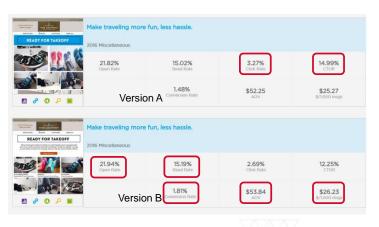
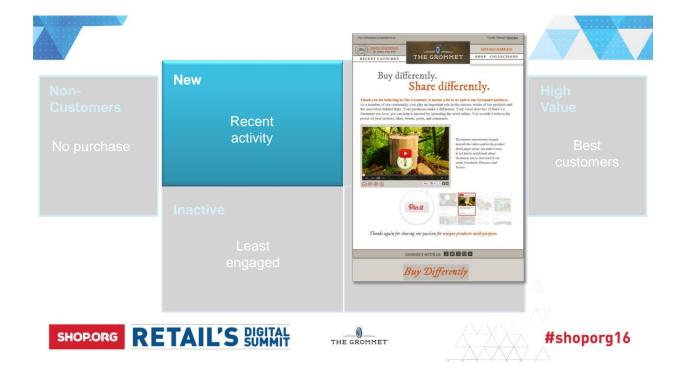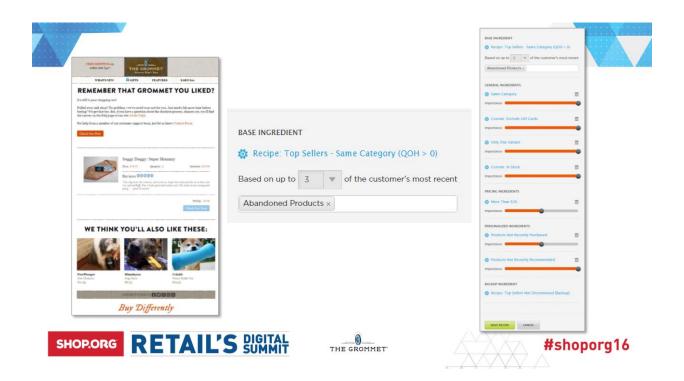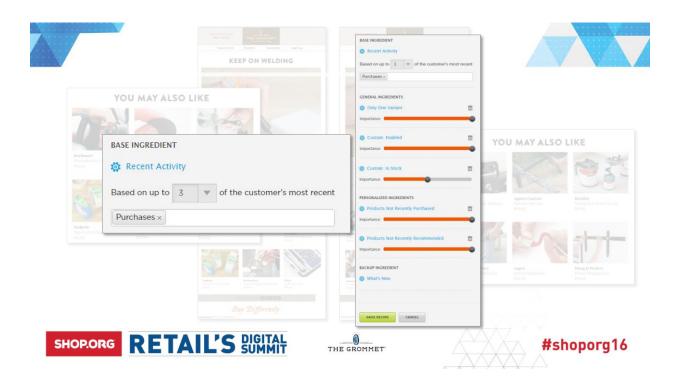## To recap on today's takeaways…

- How to optimize your emails to drive more traffic

- What and how to test to improve results

- Where to begin with segmentation and personalization

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