Customerize Your Brand
Michael Fisher, President

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The Industry Today

- Multiple vendors have consolidated with larger technology providers
  - Oracle, Adobe, Salesforce & IBM
- Innovation is being driven by integration and not by development of purpose- built new capabilities
- Marketers continue to struggle with accessing big data
  - Email Event Data/Display Data/Social Data/Push Data/Off-Line Data
- Marketers are far from fully leveraging technology to develop individualized communications
- New subscriber/customer acquisition has become more challenging
- Marketers have come to accept the status quo for actionability, i.e. multiple platforms; an incomplete view of their customers; channel specific limitations
- Cross-channel orchestration is not an option; it's an imperative.

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Every decision we make as marketers has an economic consequence.

So shouldn't all decisions be tied to actionable insights?

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What We're Hearing

**71% said #1 Priority :
Improve Customer
Engagement**

Also based on feedback from
analysts, the market, and our
customers
• Demand for a command center
• Insights living in all channels
and part of every touch point

	0%	10%	20%	30%	40%	50%	60%	70%	80%
Improve Customer Engagement	31%	26%	14%						
Increase Sales	27%	11%	16%						
Improve Customer Retention	7%	16%	24%						
Improve Customer Acquisition	10%	18%	8%						
Build a Better Understanding of the Customer	8%	8%	13%						
Improve Internal Efficiency	6%	3%	10%						
Improve Cross-channel Effectiveness	4%	7%	7%						
Improve Profitability / Margin	6%	5%	4%						
Reduce Marketing Costs	5%	4%							
Other / None of These	1%	1%							

■ #1 Goal   ■ #2 Goal   ■ #3 Goal

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Marketers Have Cross-Channel Responsibilities
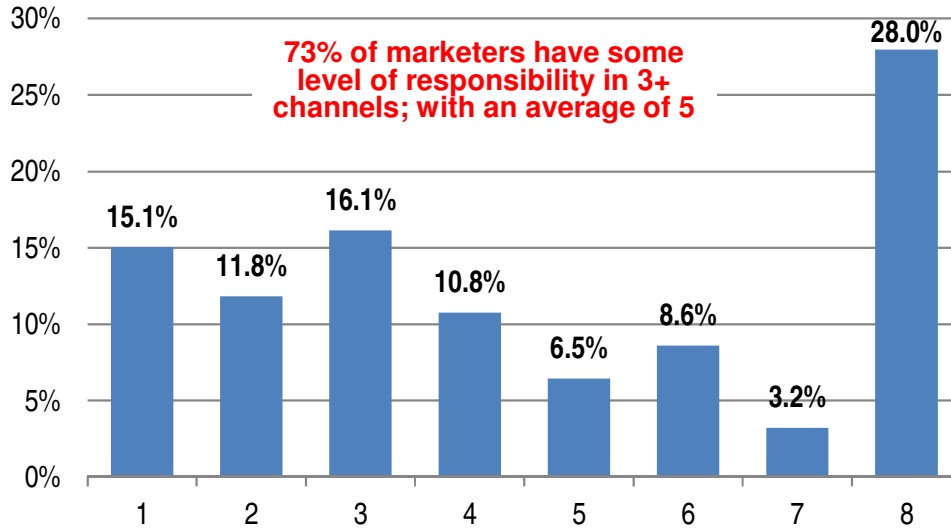
73% of marketers have some level of responsibility in 3+ channels; with an average of 5

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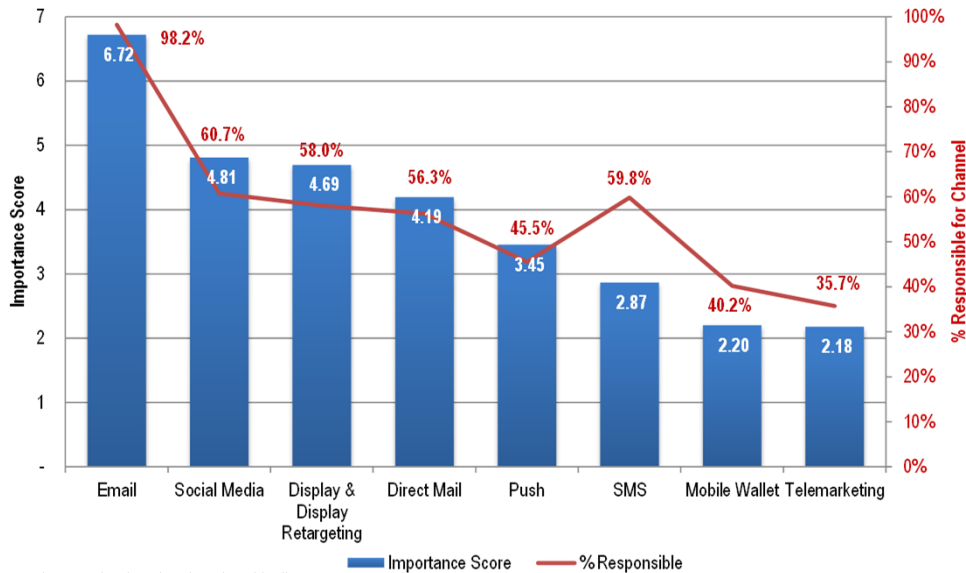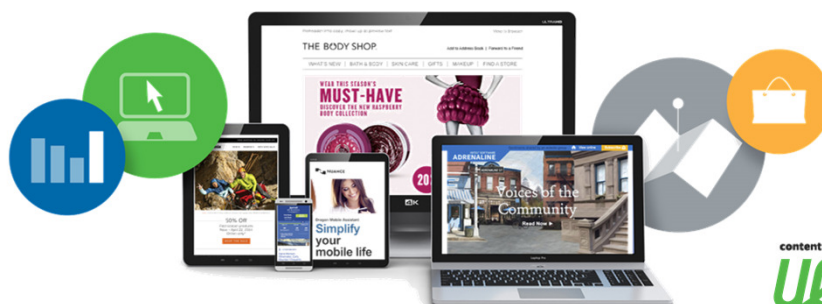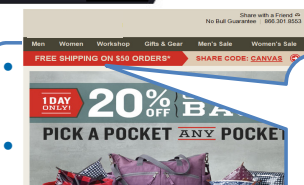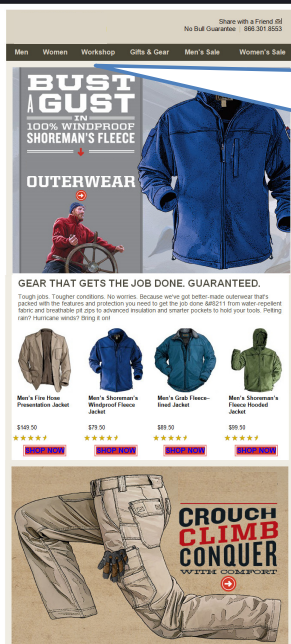content produced by

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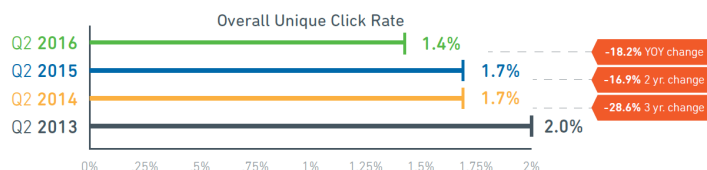
Importance of Cross-Channel Responsibilities

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The Future is Customerization

Email doesn't stand on its own, rather it is at the core of an integrated digital ecosystem that delivers contextual communication across all channels for marketing, sales, and services enabling the delivery of **CONSISTENT** individualized communications to the **customer wherever and whenever the customer expects it.**

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- Sent same day at 6:49am
  – 3 minutes later
- Male focus
- Different % off incentive

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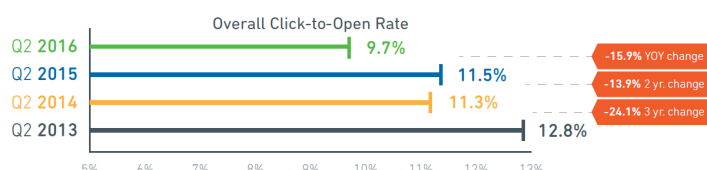
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Are you meeting your customer's expectations?

While email open rates have held steady over the last three years, overall unique click rates have dropped by 18% YoY and by 29% over the last three years.

Overall Unique Click Rate

Q2 2016	1.4%	-18.2% YOY change
Q2 2015	1.7%	-16.9% 2 yr. change
Q2 2014	1.7%	-28.6% 3 yr. change
Q2 2013	2.0%	

0%   .25%   .5%   .75%   1%   1.25%   1.5%   1.75%   2%

Similarly, CTO rates have decreased by 16% YoY and by 24% since Q2 2012.

Overall Click-to-Open Rate

Q2 2016	9.7%	-15.9% YOY change
Q2 2015	11.5%	-13.9% 2 yr. change
Q2 2014	11.3%	-24.1% 3 yr. change
Q2 2013	12.8%	

5%   6%   7%   8%   9%   10%   11%   12%   13%

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Customerization delivers a consistent experience to the consumer wherever, whenever, and however the consumer chooses to consume it.

Build, define, activate, and motivate audiences across multiple channels.

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So what have we done about it?
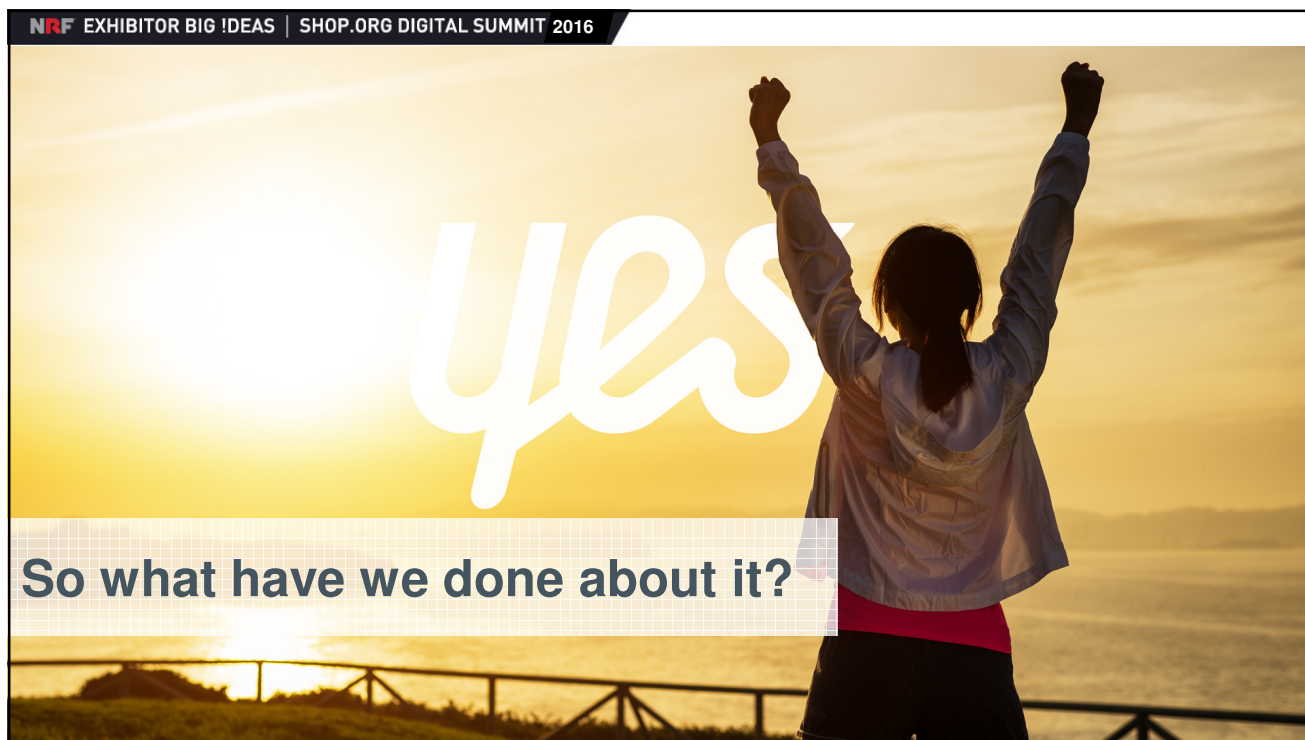
- Revamped technology to provide a cross-channel marketing platform, which supports customerized marketing communications

- Changed insight and reporting strategy, making all insights immediately actionable

Cross-channel experience

360°

Consistent engagement

- Integrating analytics, reporting, and insights, creating a system of insight that drives a system of engagement accommodating all digital communication

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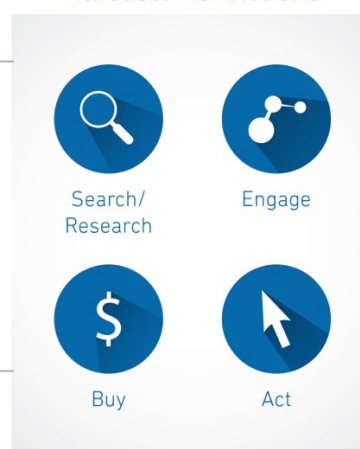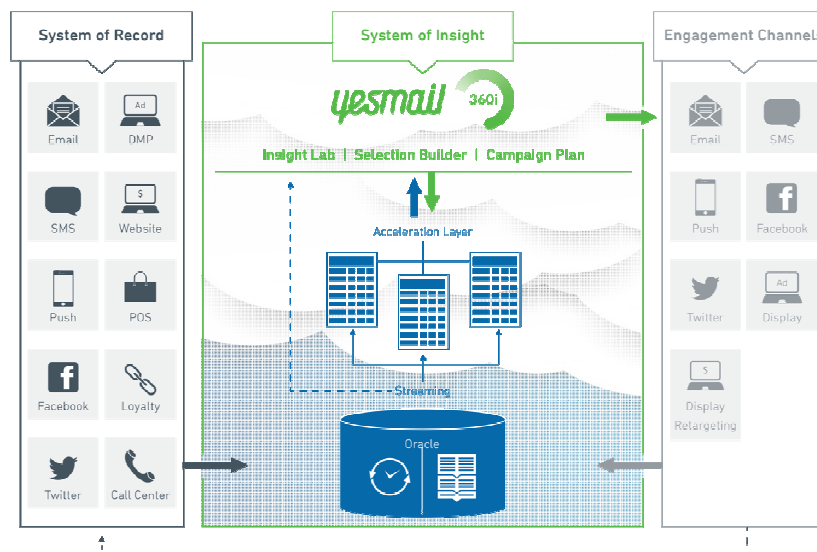
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# Data Derived Insights Available Across All Channels

A consistent view of the customer provides a robust understanding of customers that empowers marketers' contextual marketing efforts.

- **Know Your Customer:**
  - Who they are and where they are in the customer lifecycle
  - Where, how, when, and why they engage
- **Data Sources:** Descriptive, behavioral, self-reported, etc.
- **Validate:** Effectively measure cross-channel behavior

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If Insight is Everything, It MUST Be Fast

- Real-Time Speed
- True Integration of Analytics & Execution
- Consistent View of the Customer
- Train-of-Thought Analysis
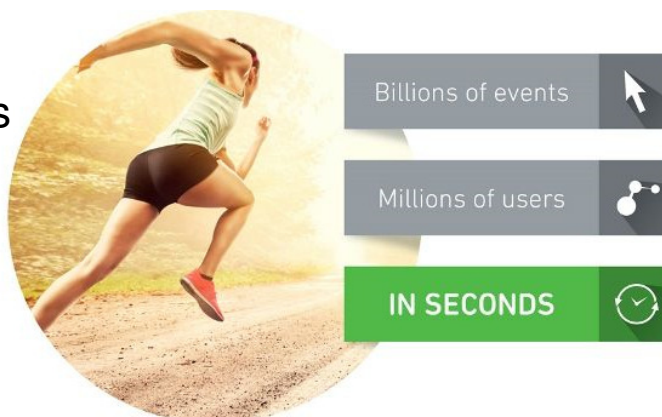
Billions of events

Millions of users

IN SECONDS

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Extend Beyond the Email Platform

Marketers need a system that unites technology and processes to turn data derived insights into customerized cross-channel communications that drive engagement.

A System of Insight Fuels Engagement
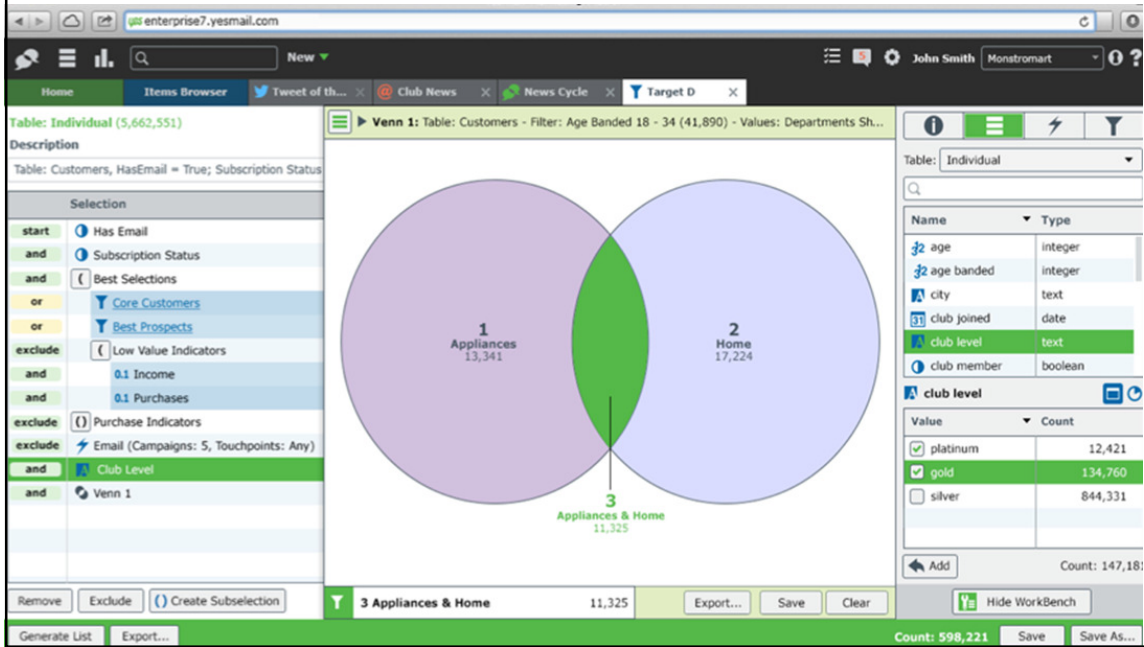
Actionable Insights

Cross-Channel Campaign Workflow
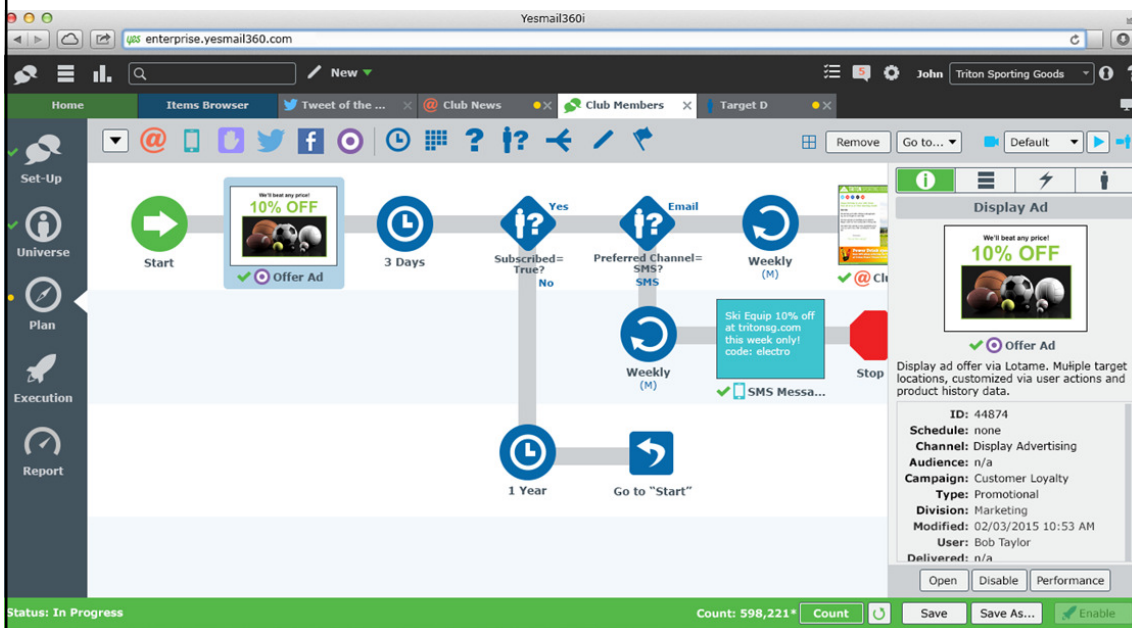
What's in it for YOU…

Granular actionable insights leading to:

- Greater personalization
- Refined campaigns and journeys at greater velocity
- Cycle time cut by 50% or more
- Seamless reporting and attribution
- Improved results through increased revenue and reduced costs
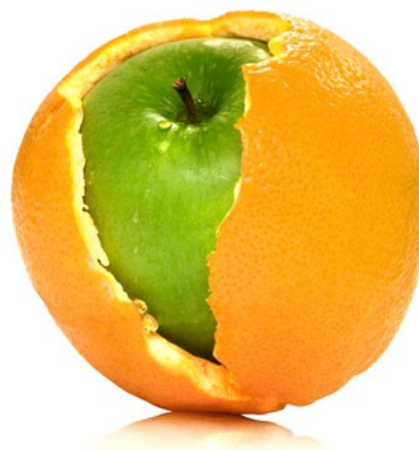
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yesmail 360i

A cross-channel marketing platform bringing together:

- **Real-time Technology**
- **Data and Analytics**
- **Actionable Insights**

- **Reporting**
- **Campaign Planning**
- **In One Intuitive Platform**

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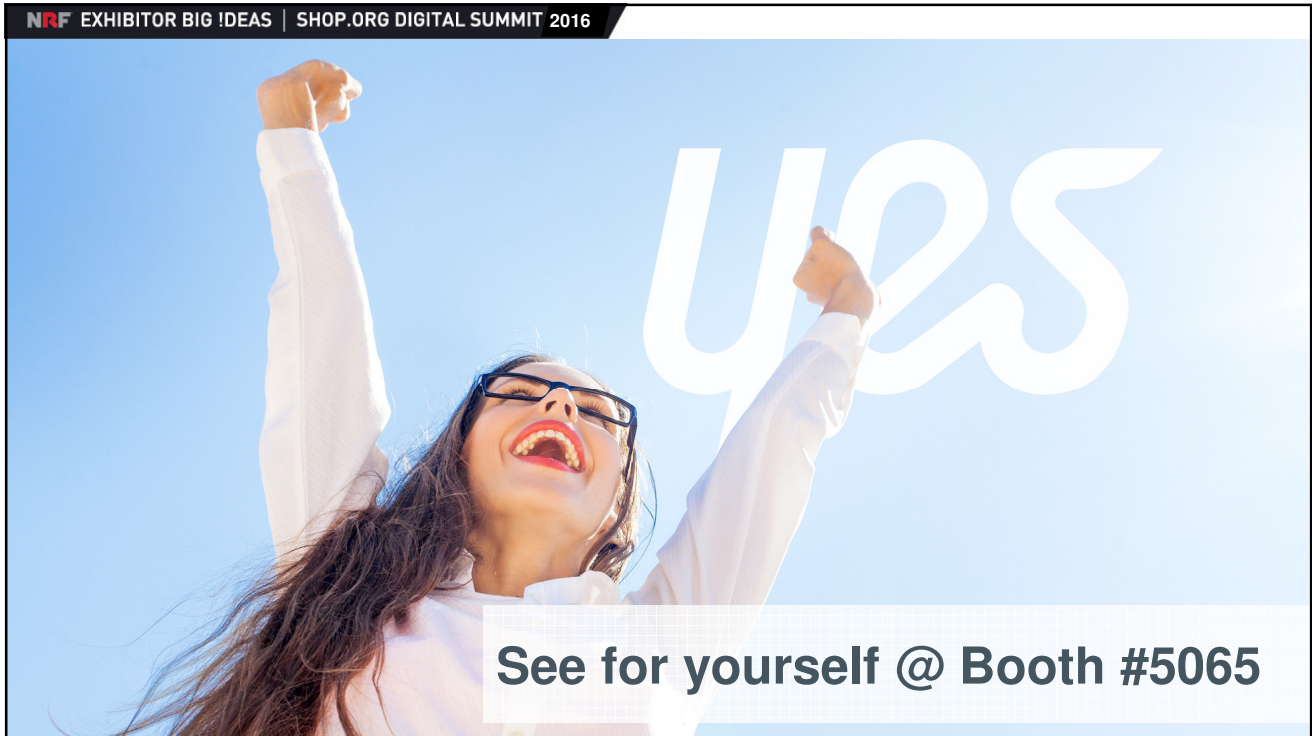
See for yourself @ Booth #5065