



emarsys DIGITAL FESTIVAL



R E T A I L

R E N A I S S A N C E

Retail Reimagined & Reinvented



RETAIL

RENAISSANCE

Better Data, Better Engagement,
Better Returns!



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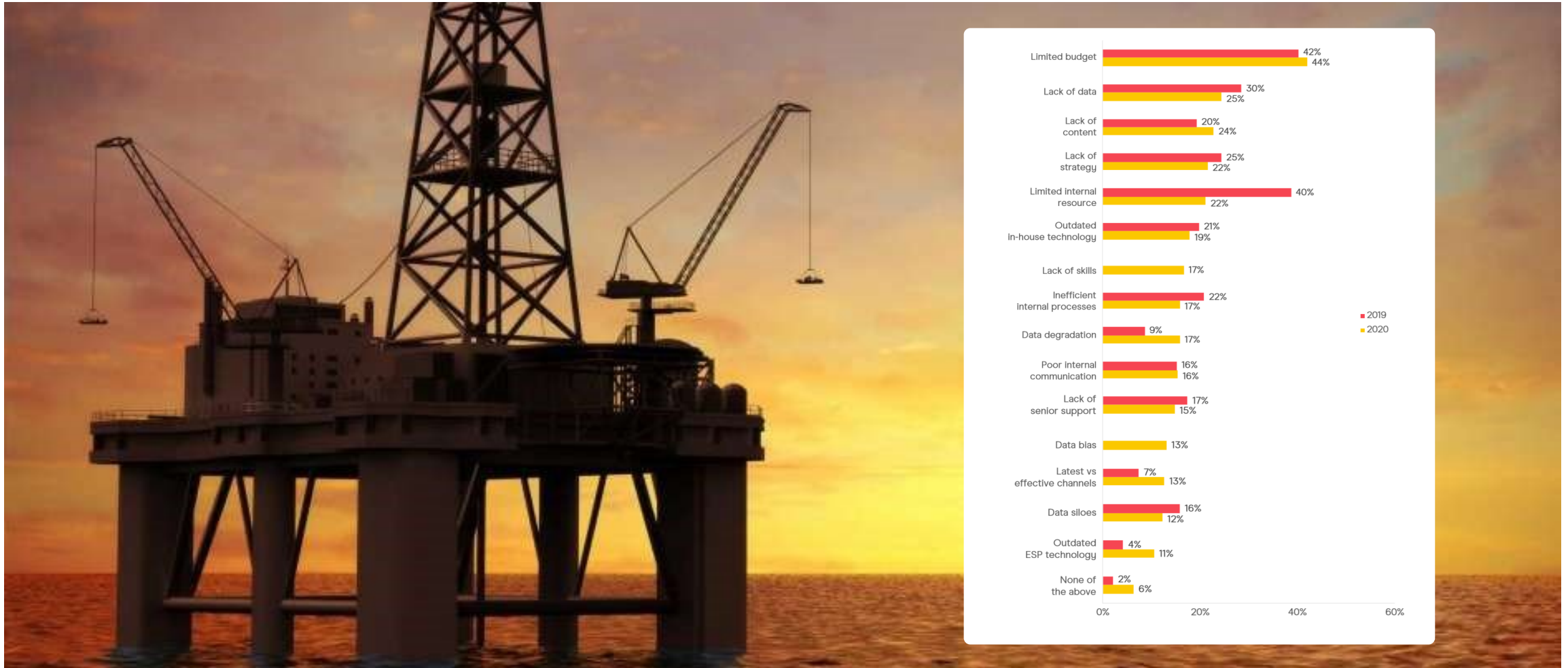
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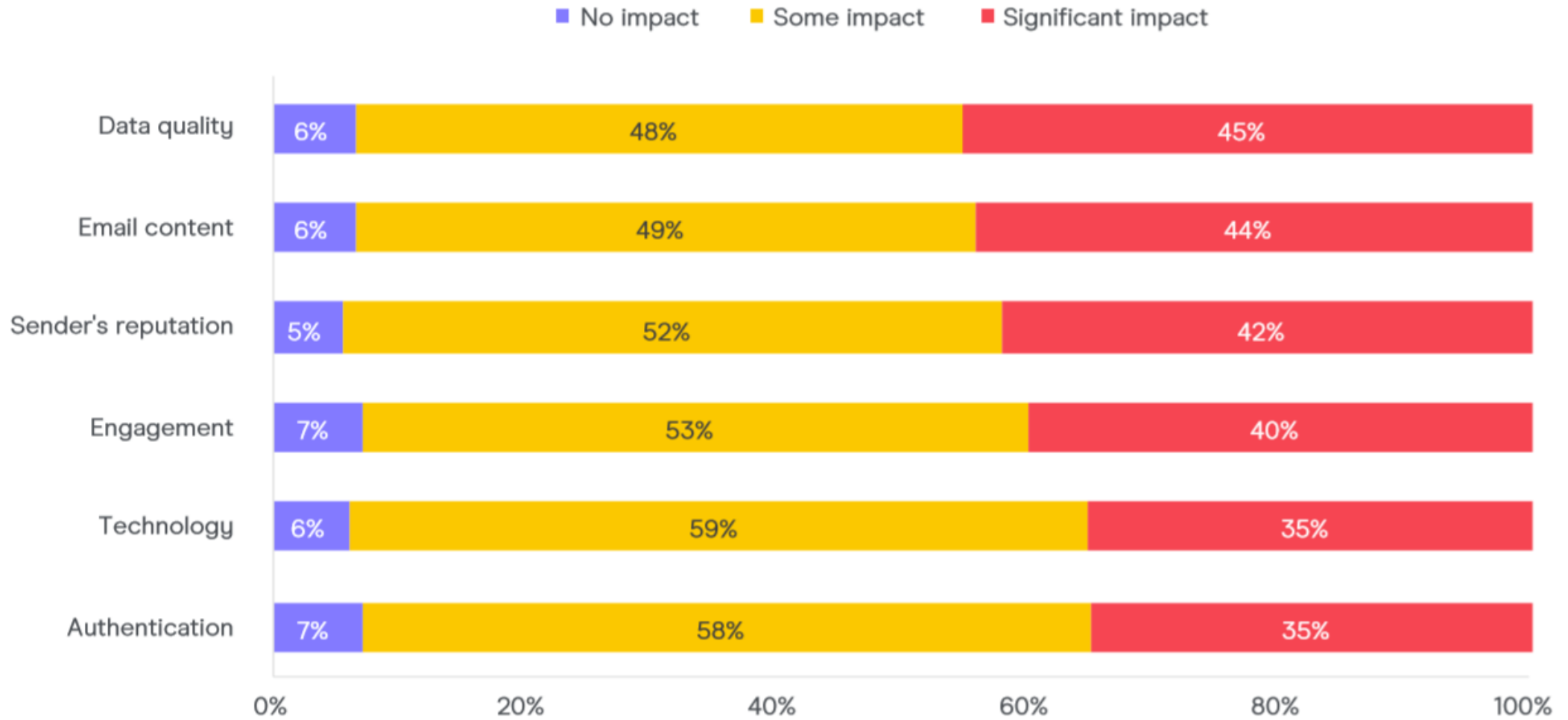
01

Better Data

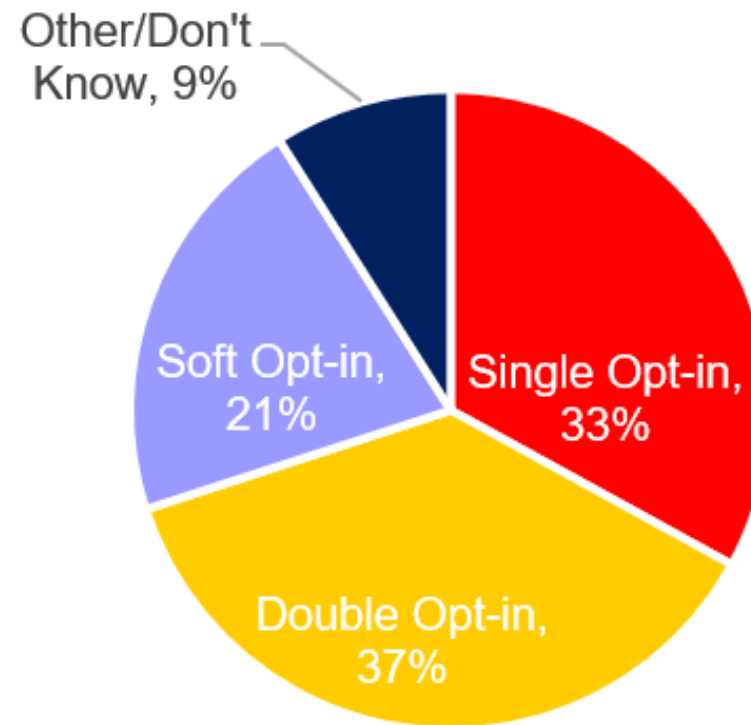
Data, The New Oil



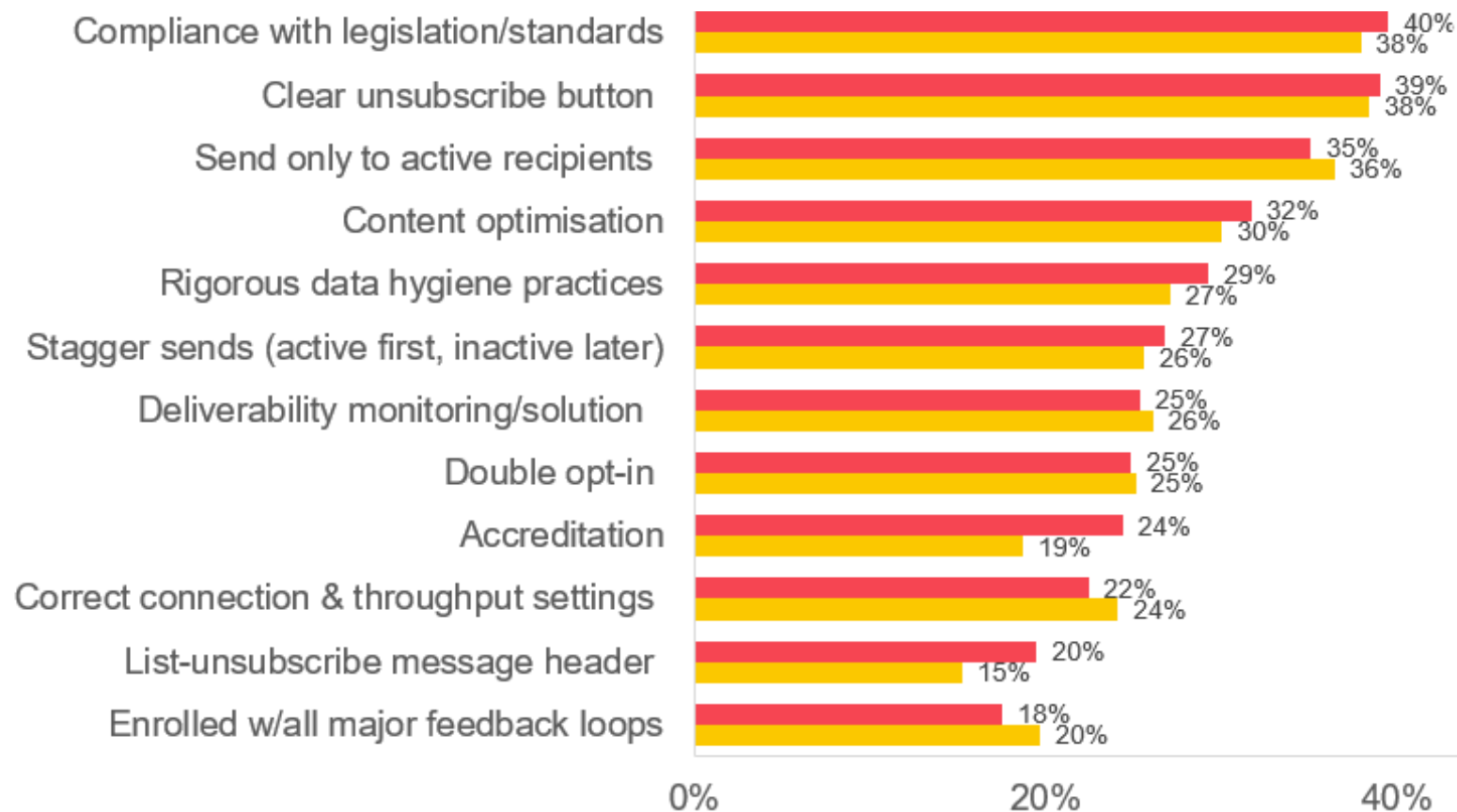
Better Data Impact



Better Data Permissioning



Better Data Hygiene



Better Data Hygiene



Better Data *Correct and Complete*

traveldeal.nl



Customize newsletter preferences

Do you receive too many emails? Below you can determine when you receive newsletters from us. Do you want to receive our newsletter less often or do you want to temporarily suspend the subscription? Please indicate that below.

After saving you will receive an email with the changes.

Do you want to receive our e-mail less often?

Do you want to unsubscribe yourself temporarily?

QANTAS | 100  

Destinations ▾ Flight deals ▾ Plan ▾ Book ▾ Fly ▾ Frequent Flyer ▾ Qantas for Business ▾ Help ▾

Home > Fly > Email subscription

Email preferences

What would you like to receive emails about?

☐ Qantas Red Email - Australia flight offers and news ☐ Qantas Red Email - International flight offers and news

☐ Qantas Cruise ☐ Qantas Travel Insider

☐ Qantas Ski

I want to receive offers departing from (you can select more than one)

☐ ACT ☐ NSW

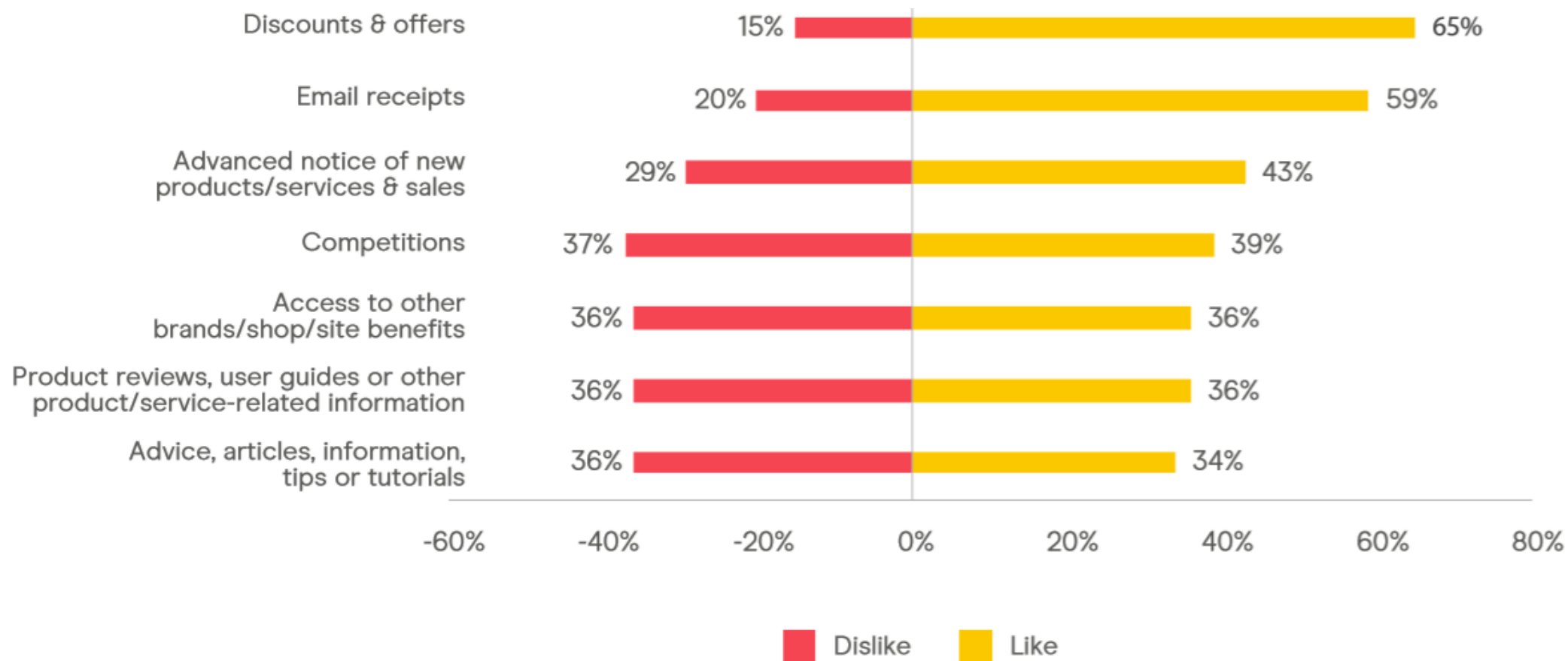
☐ NT ☐ QLD

☐ SA ☐ VIC

☐ WA ☐ TAS

UPDATE PREFERENCES

Better Data Correct *and* Complete



Better Data Opportunity Cost

Insight report:
The GDPR and its
implication on the use
of customer data

5.9%
of annual revenue

Average cost of poor-quality
customer contact data to
UK organisations.

Source: The 6% solution, Royal Mail Data Services

DEMAND METRIC
PRESENTS:

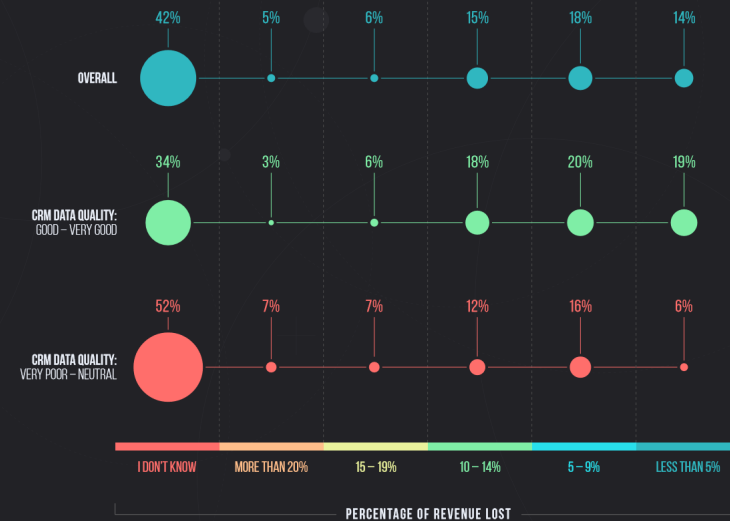
THE STATE OF CRM DATA MANAGEMENT 2020

IMPACTS OF CRM DATA QUALITY:
REVENUE & BUSINESS INITIATIVES

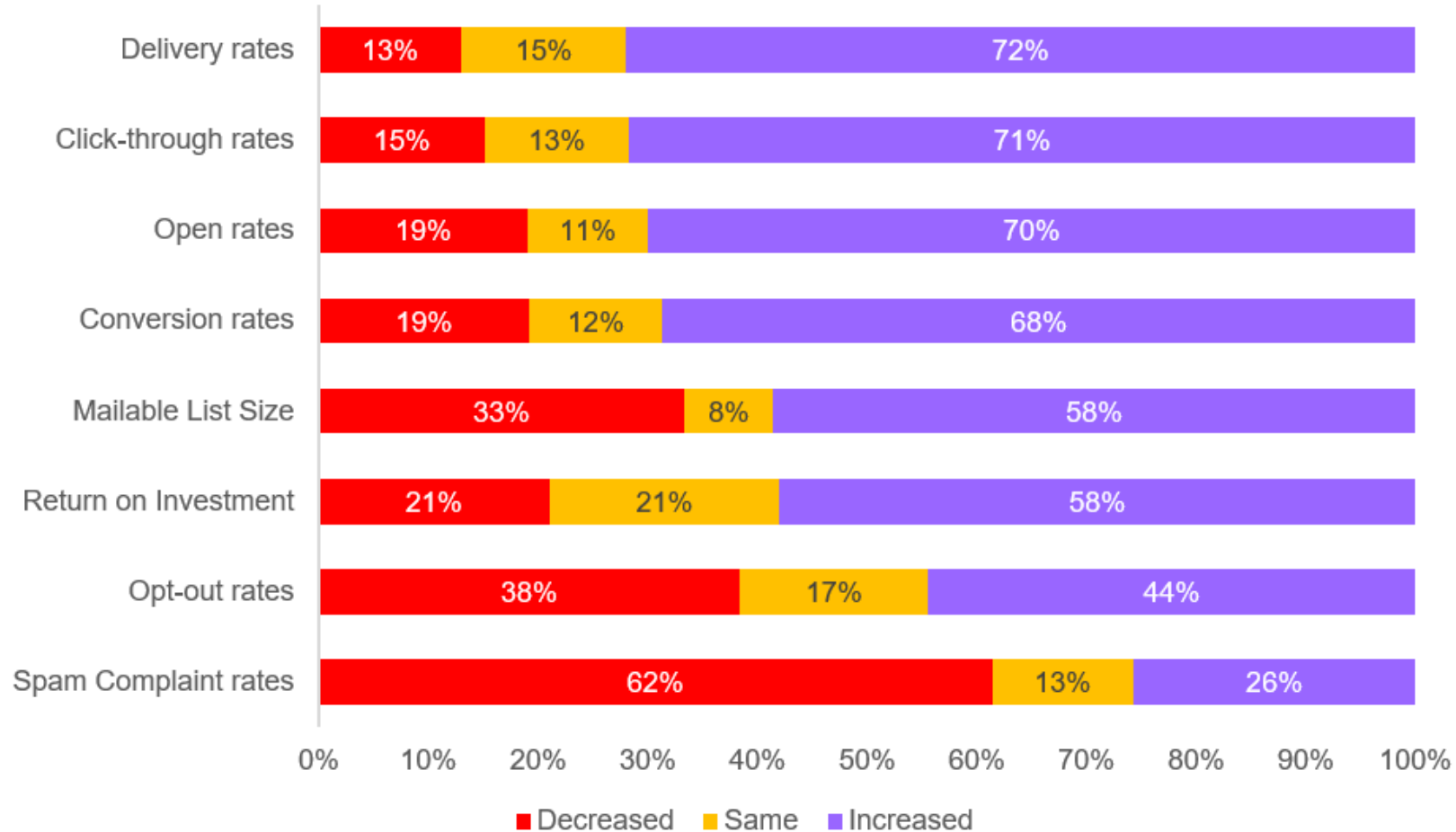
ESTIMATED ANNUAL REVENUE IMPACT OF POOR QUALITY CRM DATA

Many organizations are unable to
estimate the impact of poor quality
CRM data.

Figure 8 shows the revenue impact for
the full survey sample, and for the data
quality segments shown in Figure 2.



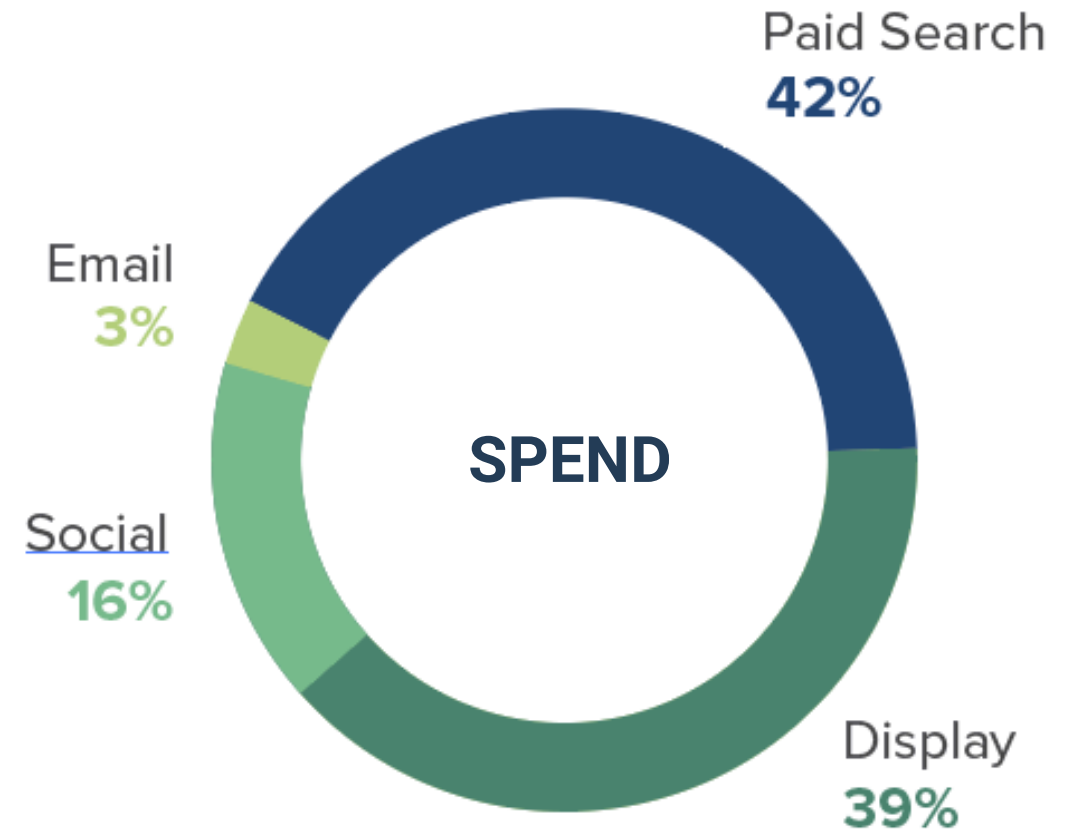
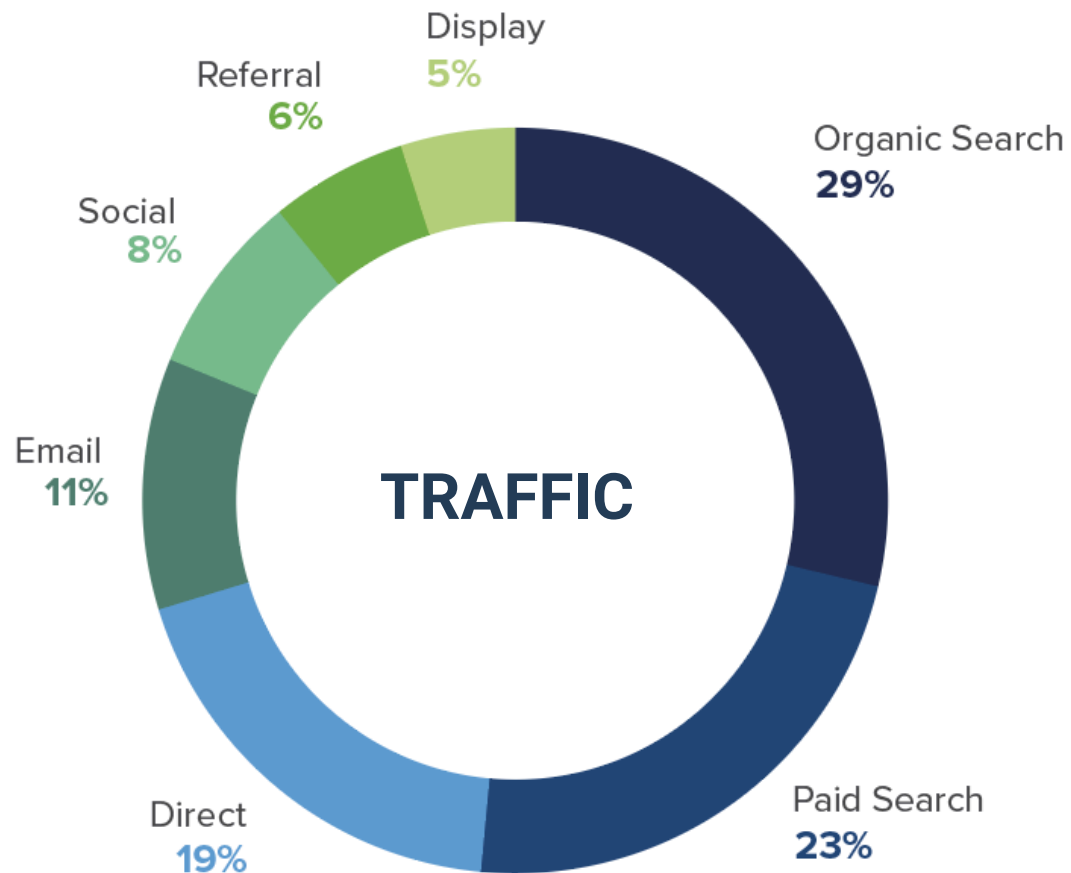
Better Data Performance



02

Better Engagement

Better Engagement More Traffic

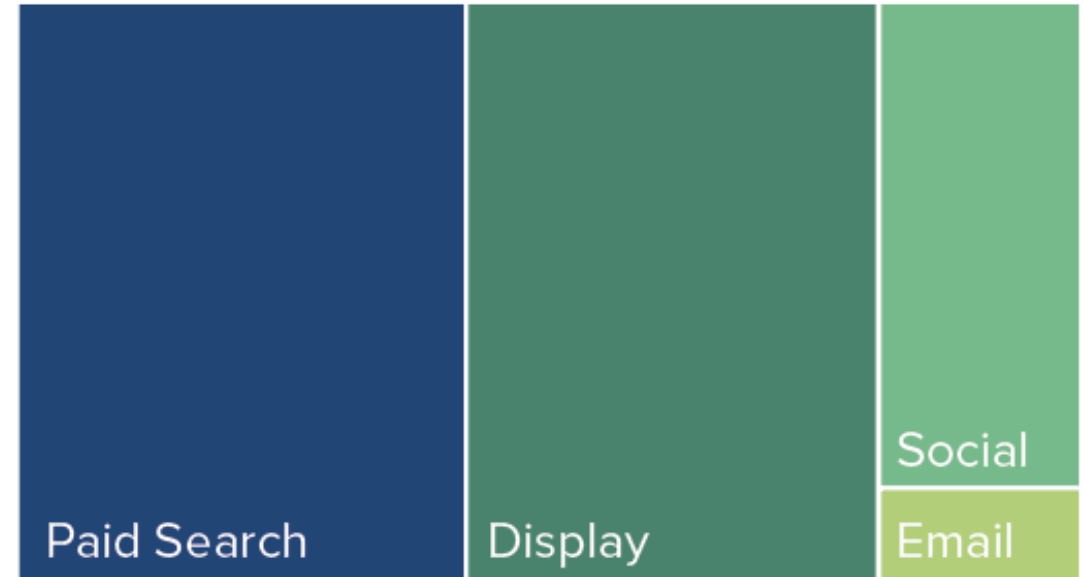


Better Engagement More Traffic

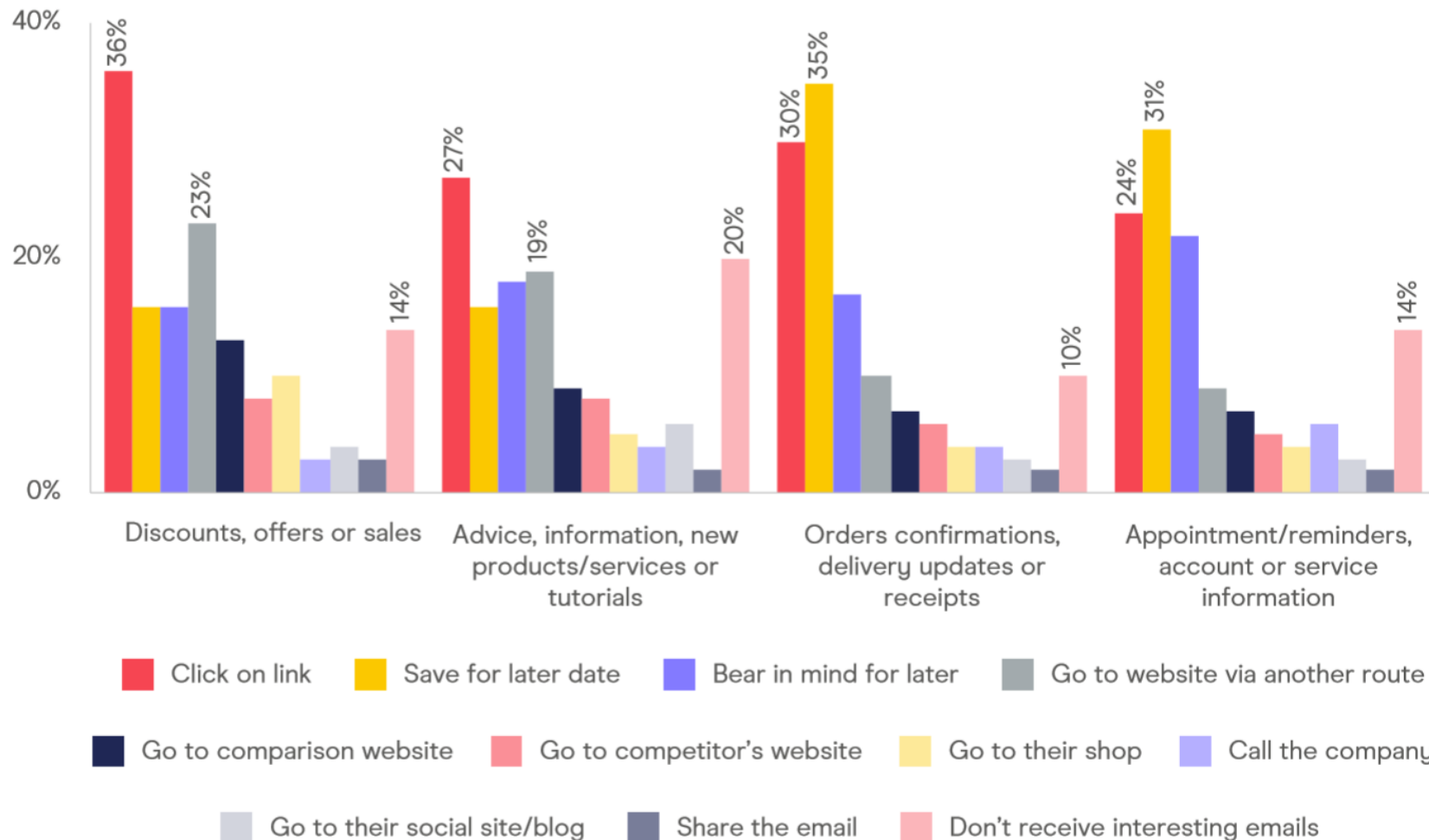
Channel Contribution



Budget

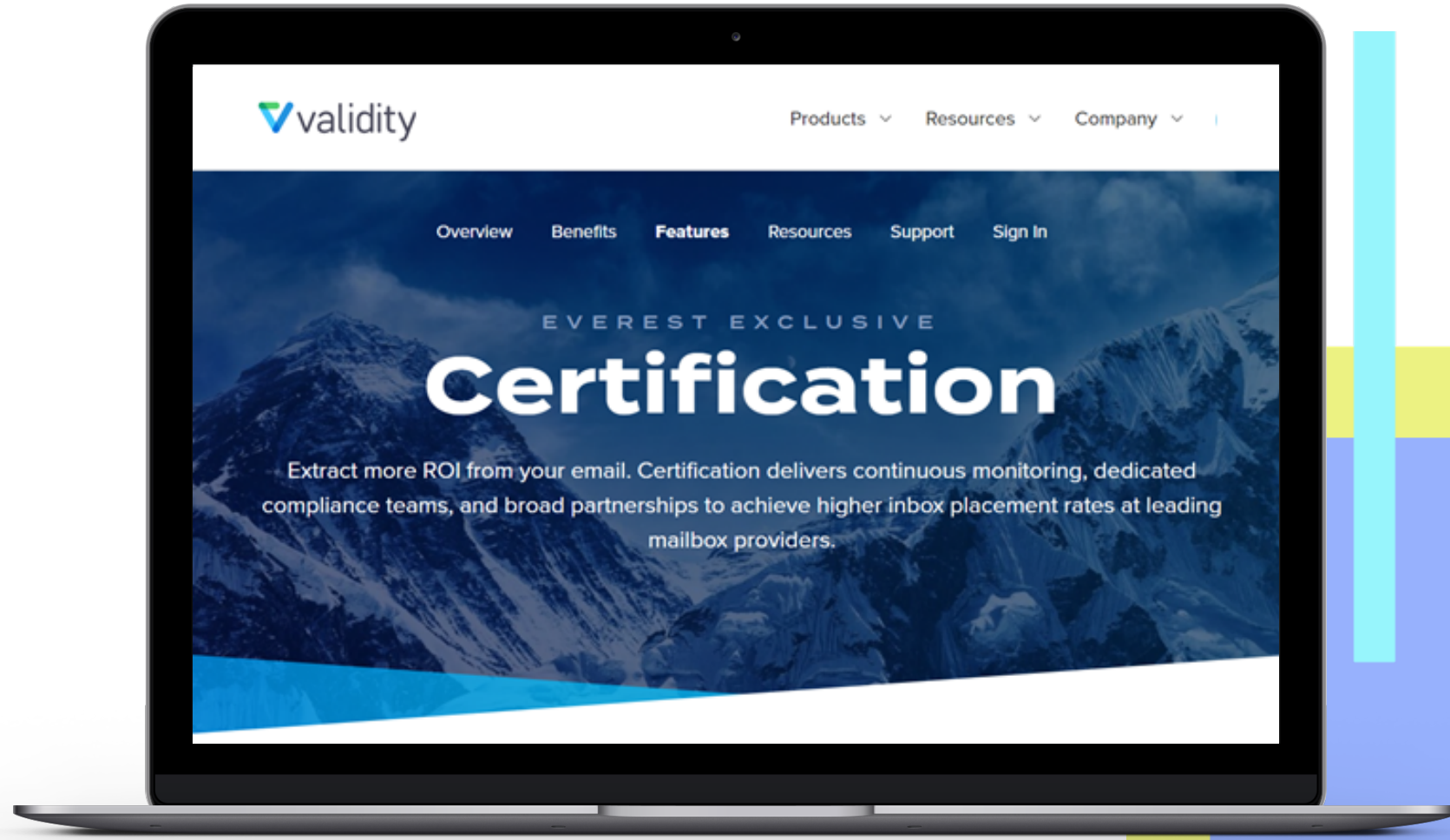


Better Engagement More Actions



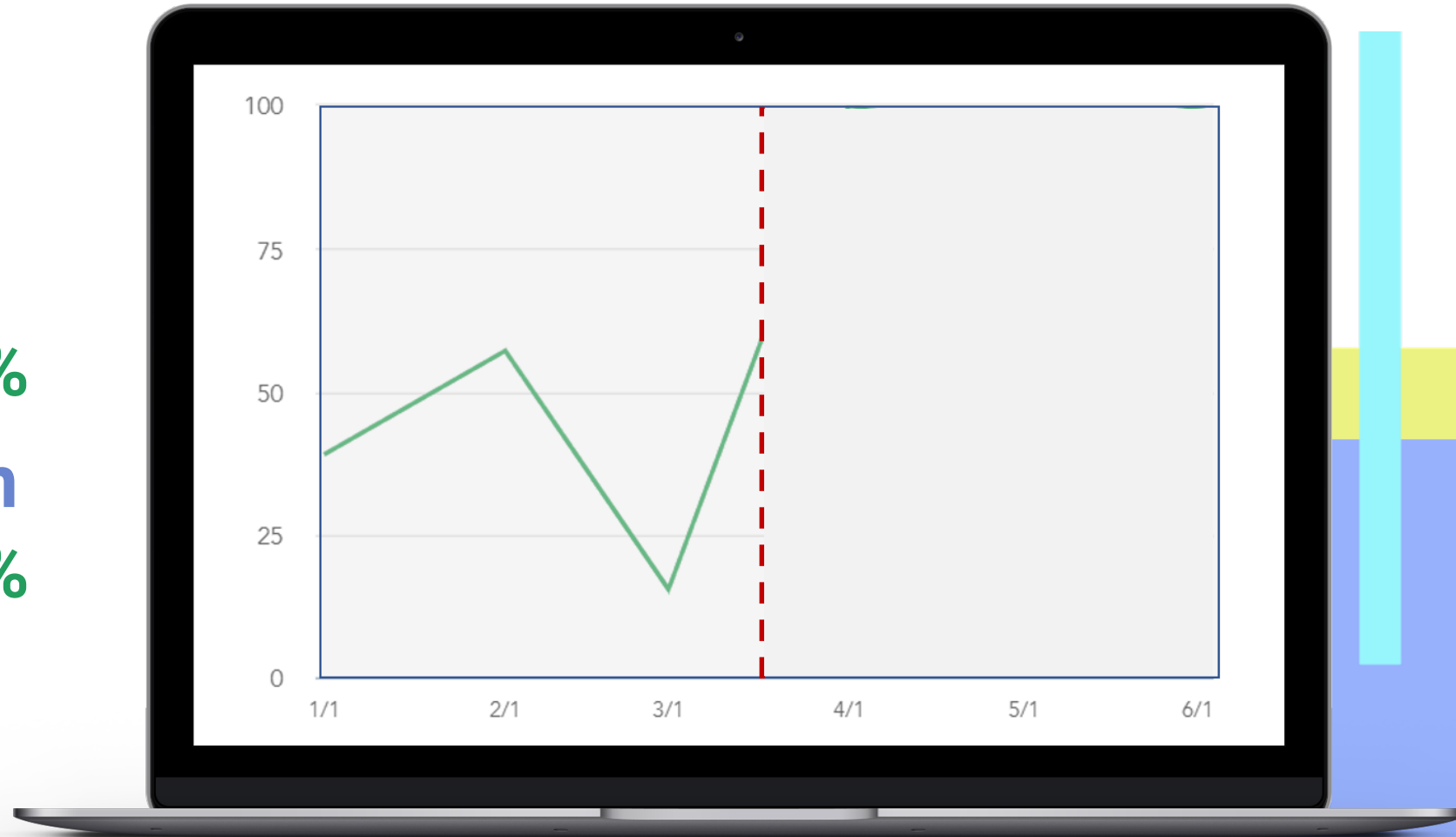
Better Engagement Certification

- **More messages in the inbox**
- **Exclusive data from providers**
- **Best practices guidance**



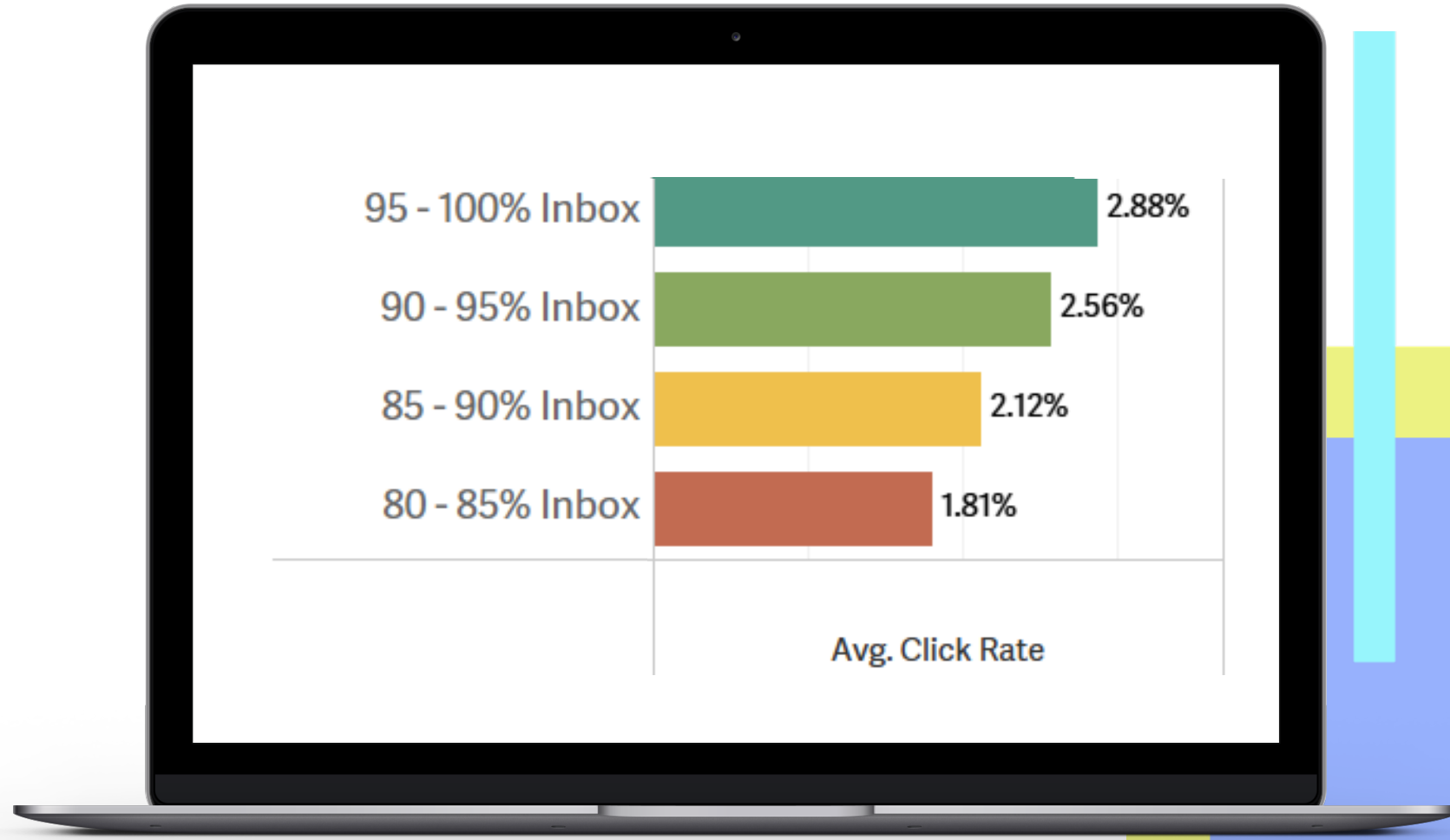
Better Engagement Inbox Placement (IPR)

- **Pre-Certification**
average IPR - **37%**
- **Post-Certification**
average IPR - **97%**



Better Engagement Not Just Deliverability

- **15% uplift in average IPR**
- **40% uplift in average opens**
- **60% uplift in average clicks**



Better Engagement Rationale & Methodology

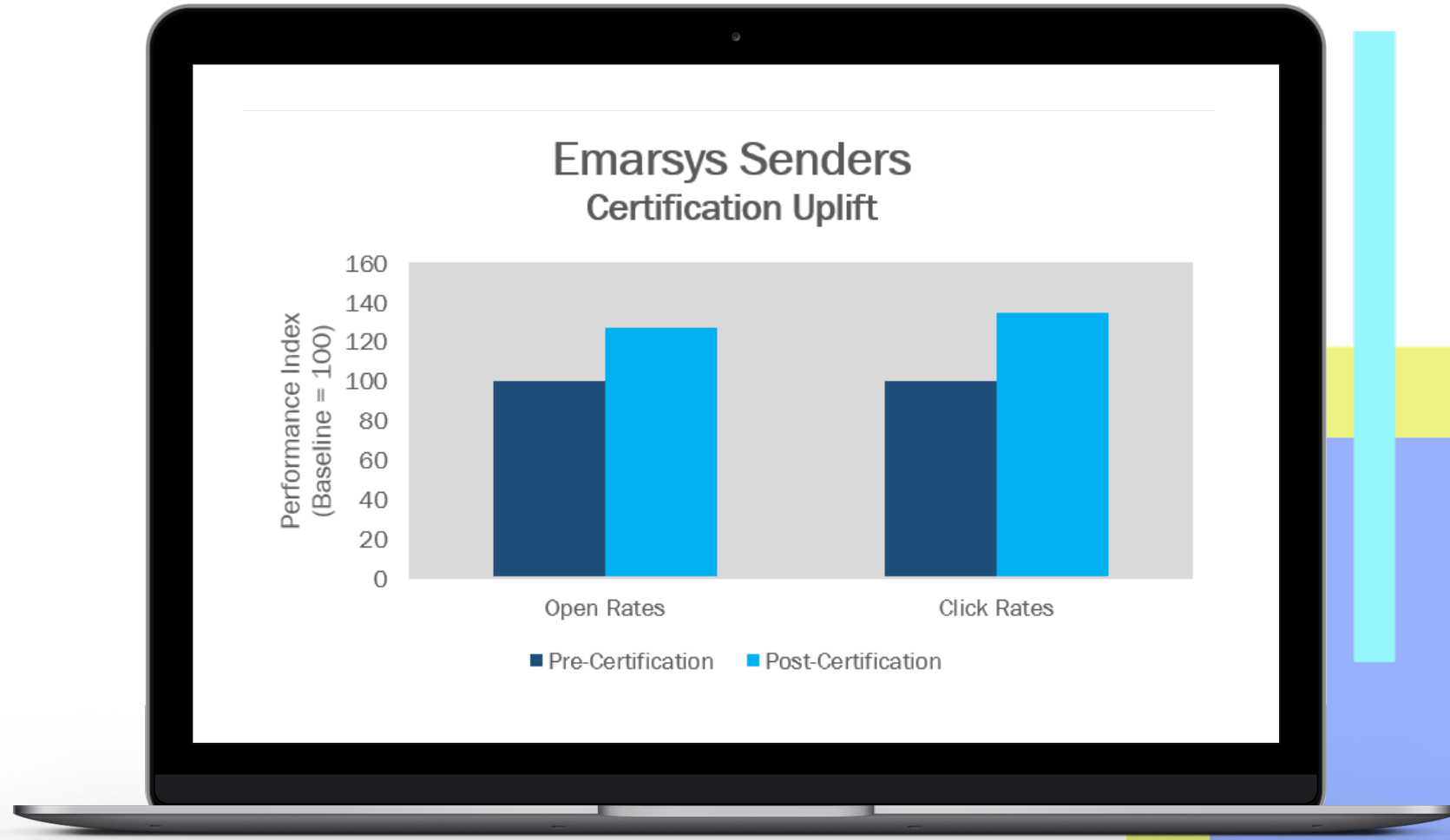
- 20 Certified email programs
- Conducted over a 6-month period
- Focused on click rates (strong correlation between clicks and conversions)
- Considered recipients, content and strategy as contributing factors
- Concept of a “best fit” sender profile



Better Engagement Results

Overall

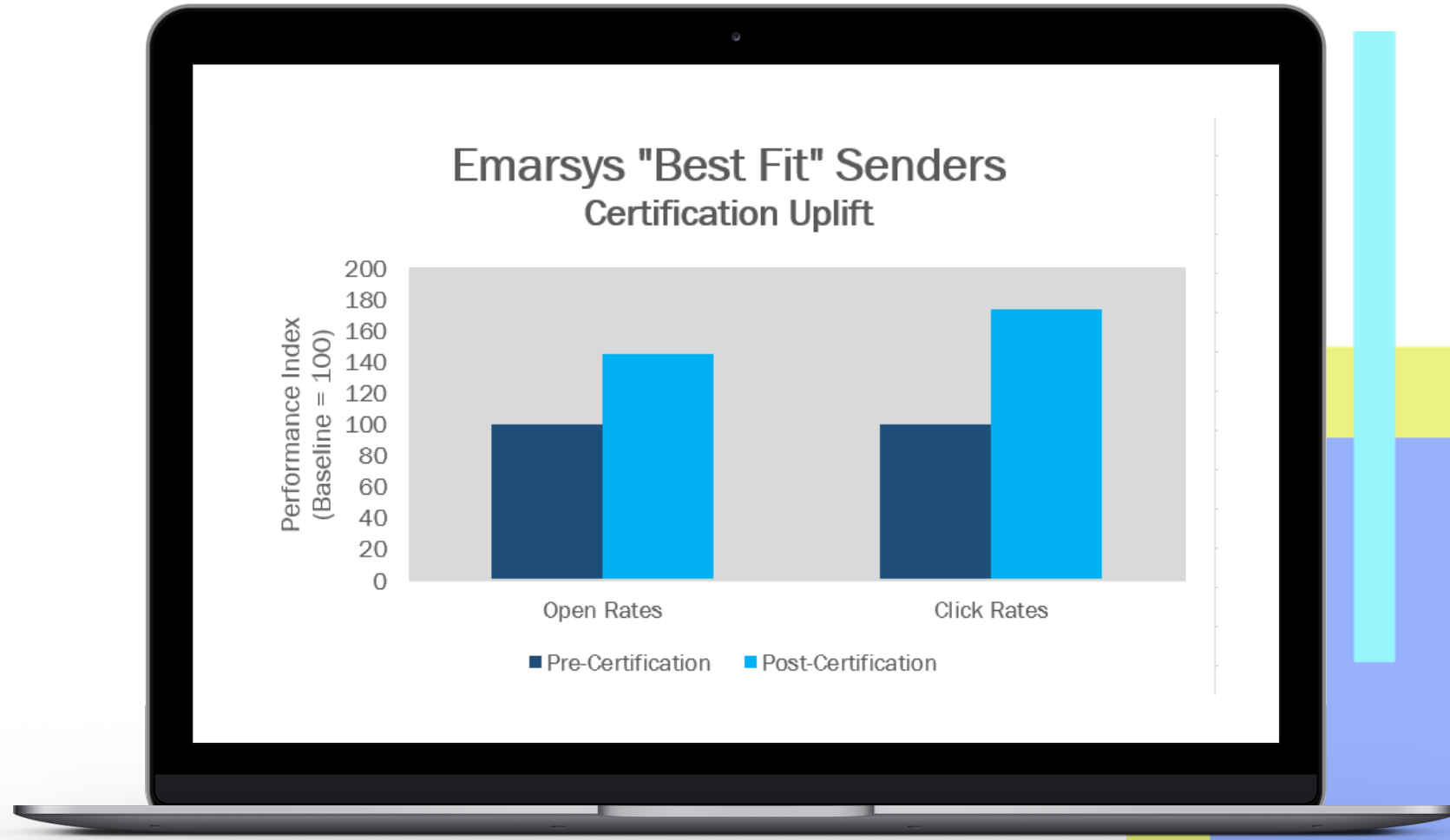
- **27% uplift** in average opens
- **35% uplift** in average clicks



Better Engagement Results

“Best Fit”

- **45% uplift** in average opens
- **74% uplift** in average clicks

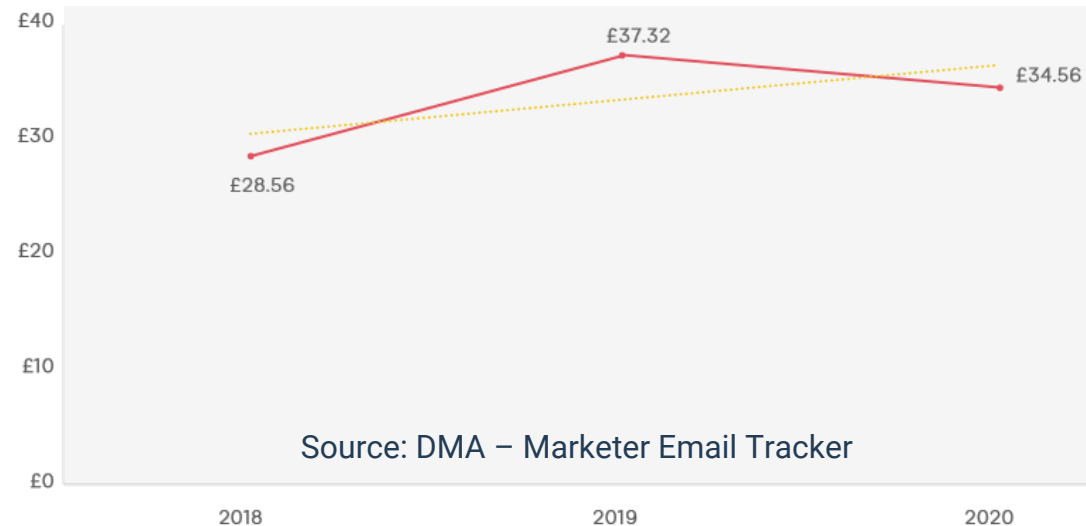


03

Better Returns

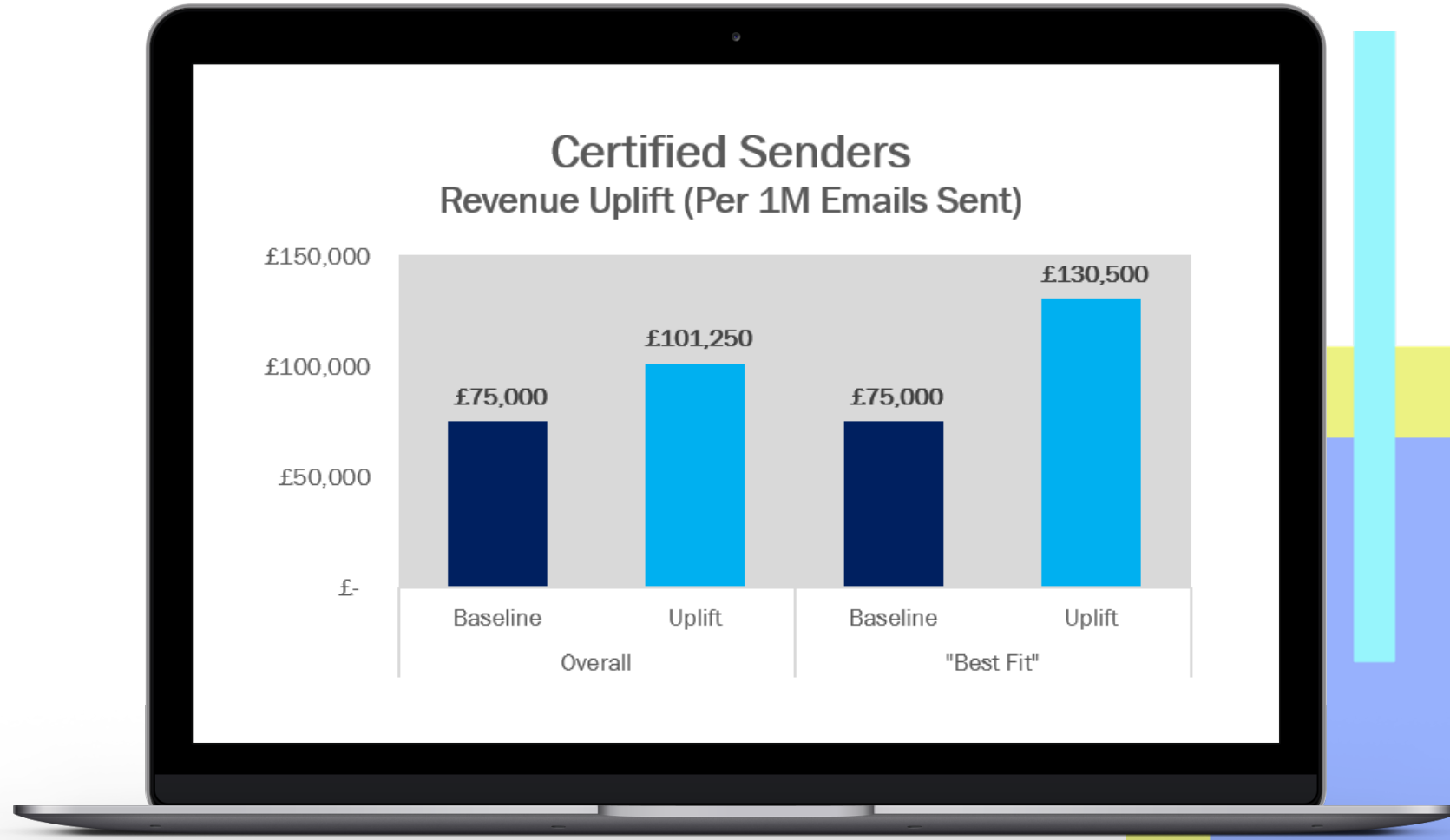
Better Returns Email Customer Lifetime Value (CLV)

- Average CLV of an email address is **£34.56**
- Average revenue per email sent is **± 7.5p**



Better Returns Revenue Uplift

- Overall -
± £26K per 1M emails sent
- “Best Fit” -
± £55K per 1M emails sent



Better Engagement Thoughts

“Marketers today have to be experts across a wide range of technology and channels, as well as compete with AI and evolving technology to filter and protect the inbox”

“While not all programs need a complete overhaul, many will benefit from a helping hand. Certification can give them the edge they need, and the results can be incredible, as this analysis clearly demonstrates”





Better Data, Better Engagement,
Better Returns!

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THANK YOU!

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