



5 Plays to Innovate your Email Program, Engage your Customers, and Stand Out from the Competition

Meet the Speaker



Kate Adams
SVP of Marketing,
Validity



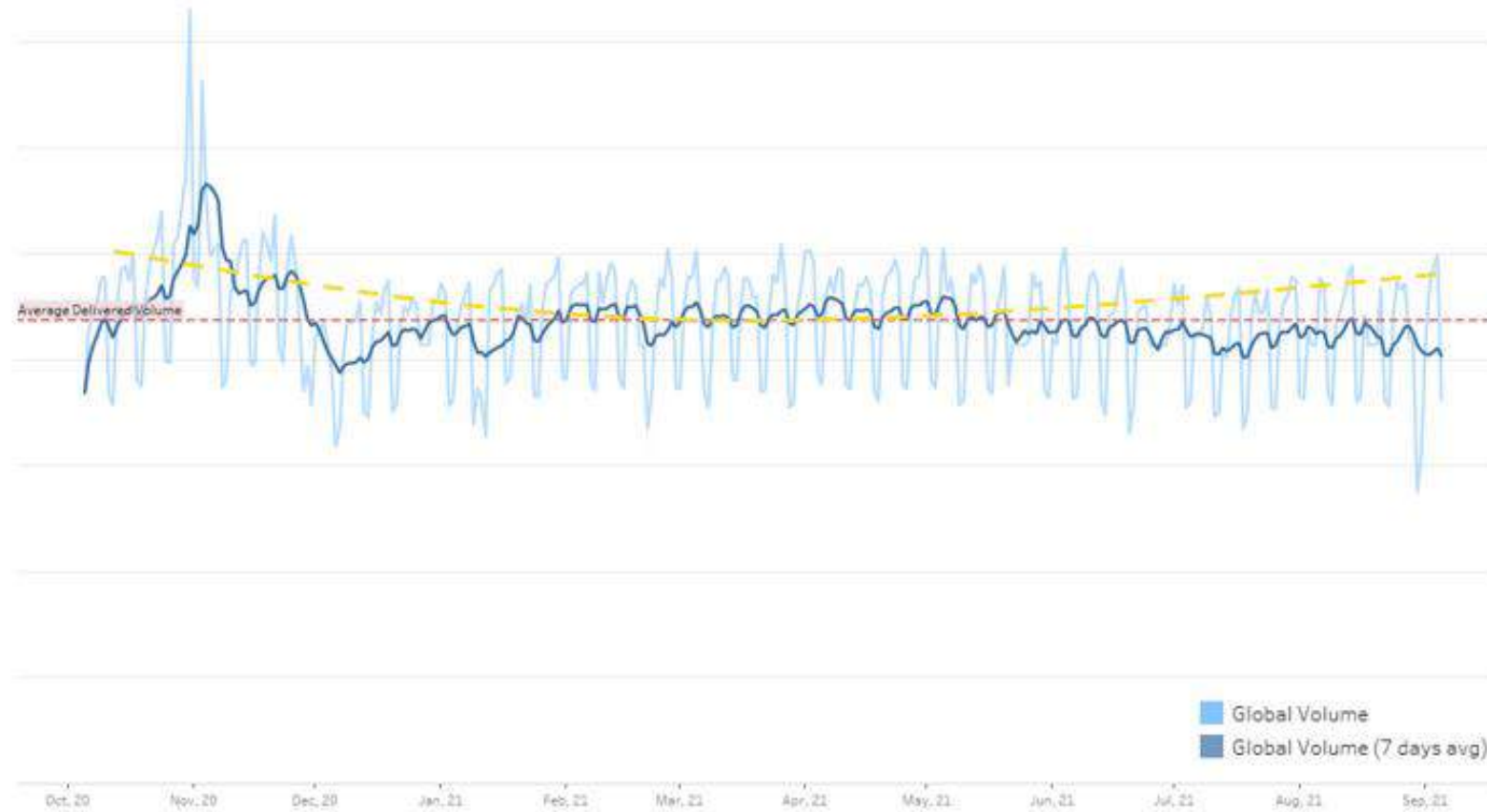
Agenda

1. The state of Email Marketing today
2. Email Marketing: The "Old Way" vs. The "New Way"
3. 5 Tactical Plays to Level up your Email Program



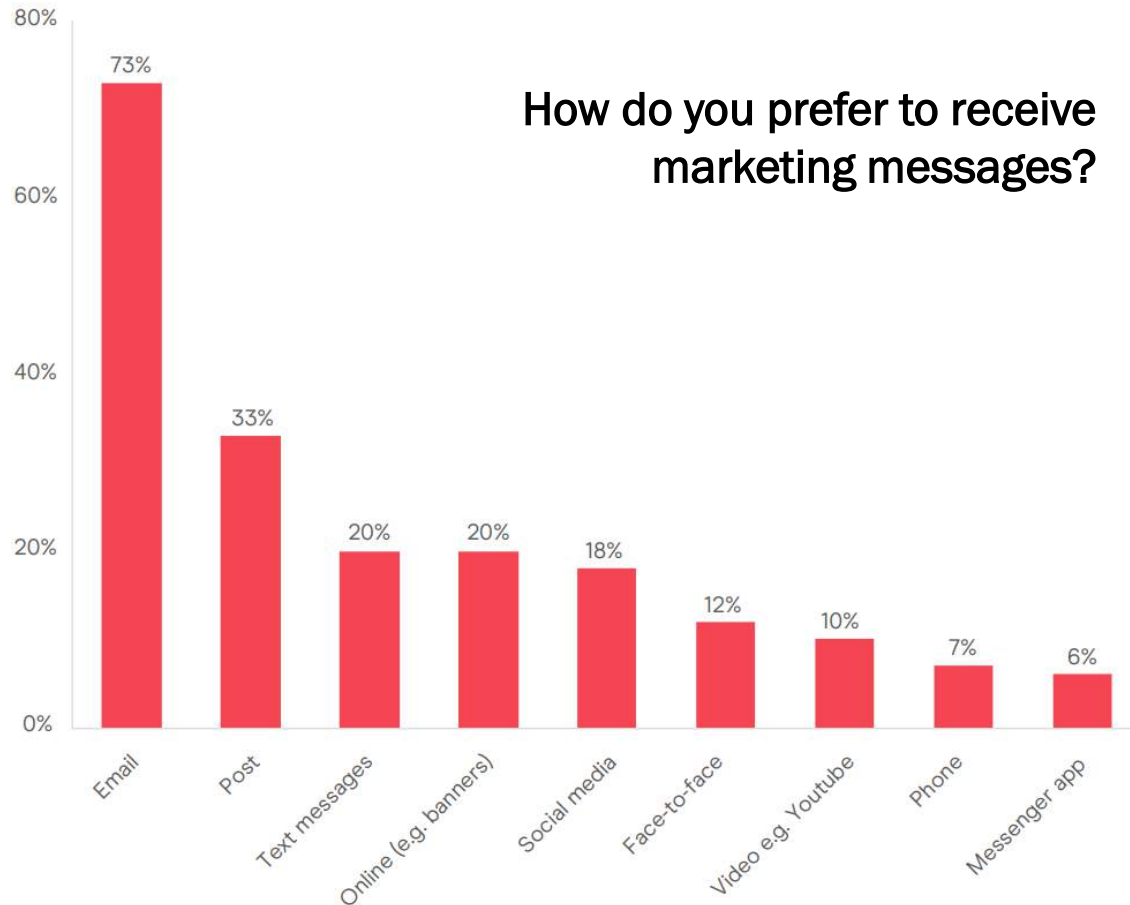
The State of Email Marketing Today

Global Delivered Volume



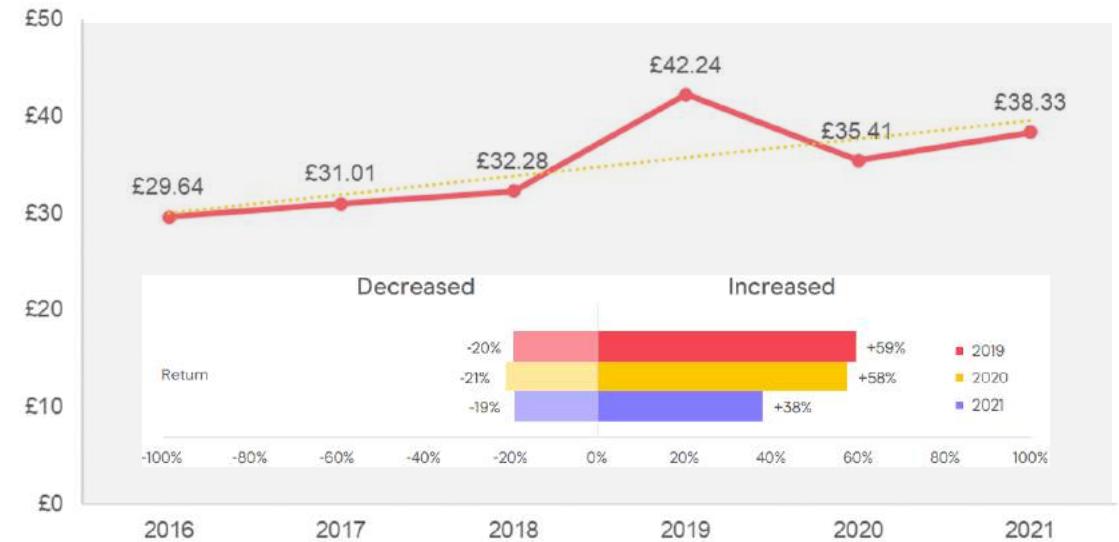
Email Remains a Top Channel for Marketers AND Consumers

How do you prefer to receive marketing messages?



Source: DMA – Consumer Engagement: How to Win Trust and Loyalty

How much is the approximate return you get from your email marketing?



Source: DMA/Validity – Marketer Email Tracker 2021

“53% of consumers feel the emails they got were generic, rather than tailored to them.”
and
“among marketers, 74% admit there are obstacles”

Source: Cordial Cross-Channel Marketing Study

The Email Marketing Landscape Continues to Evolve

ADWEEK

THE FUTURE OF IDENTITY

Apple iOS 15 Has Marketers Poised for Hardship

Mail Privacy Protection will blunt one of the most effective tools for marketers

CNBC MARKETS BUSINESS INVESTING TECH POLITICS CNBC TV WATCHLIST PRO

TECH

Expect more marketing texts and emails in 2021 than ever before

Proofpoint : As Delta Variant Spreads, COVID-19 Themes Make Resurgence In Email Threats

08/24/2021 | 12:54pm EDT



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Photographer: Kriszian Bocsi/Bloomberg

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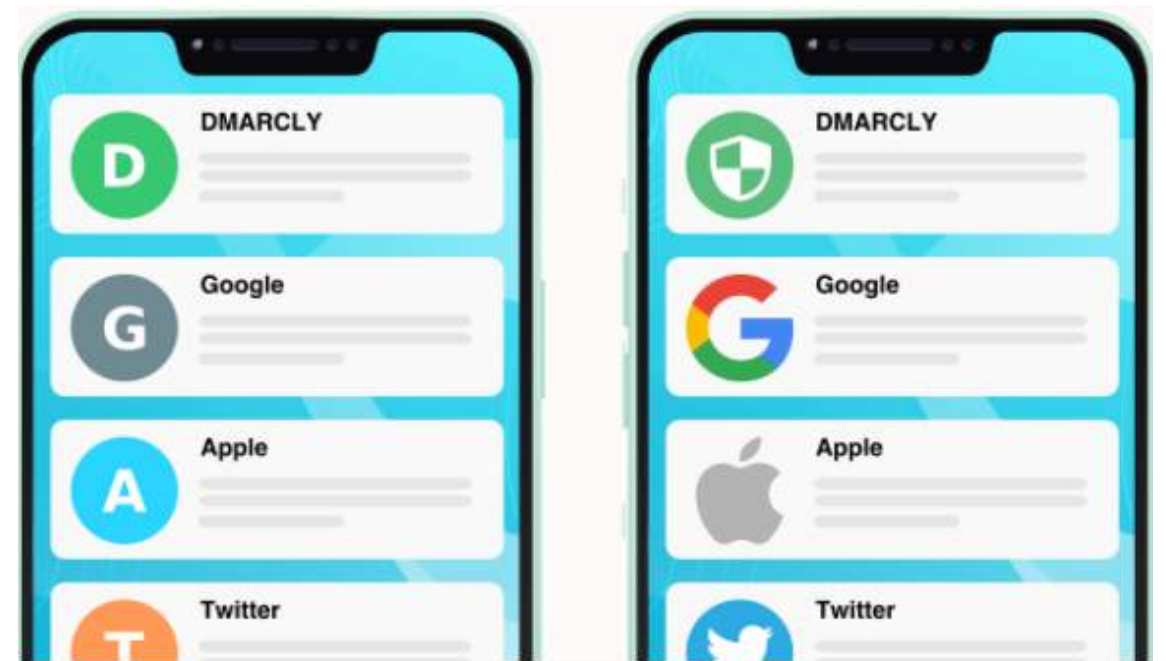
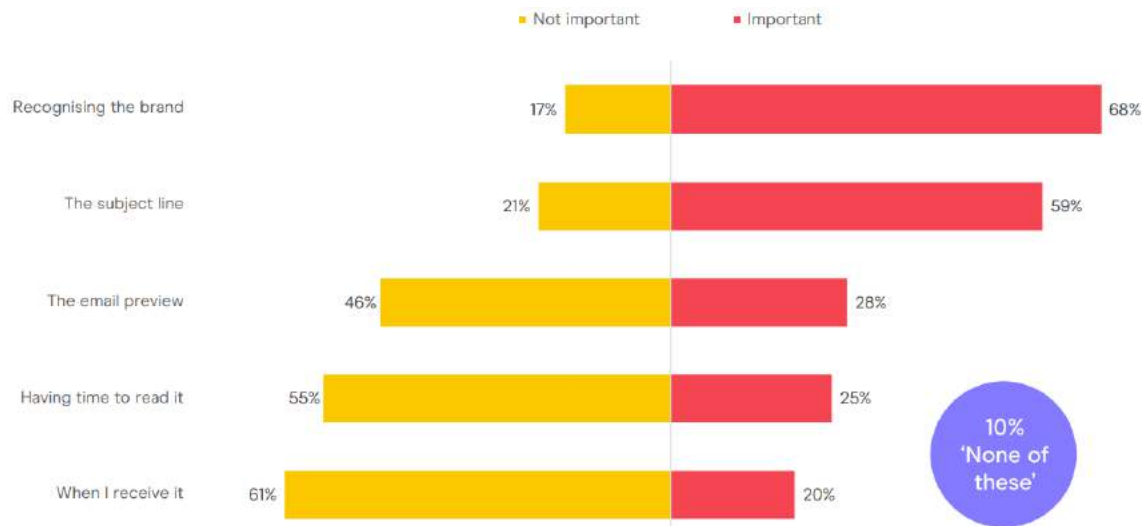
Amazon Gets Record \$888 Million EU Fine Over Data Violations

By [Stephanie Bodoni](#)
July 30, 2021, 12:03 PM GMT+1 Updated on July 30, 2021, 12:43 PM GMT+1

- ▶ Luxembourg watchdog wields new powers with highest data fine
- ▶ Fine follows probe based on complaint by French privacy group

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Standing Out in a Crowded Inbox with BIMI



When you receive an email, how important are the following factors for you to open it?

Source: DMA – Consumer Email Tracker 2021

Mail Privacy Protection (MPP) & Impacts on Email Marketing



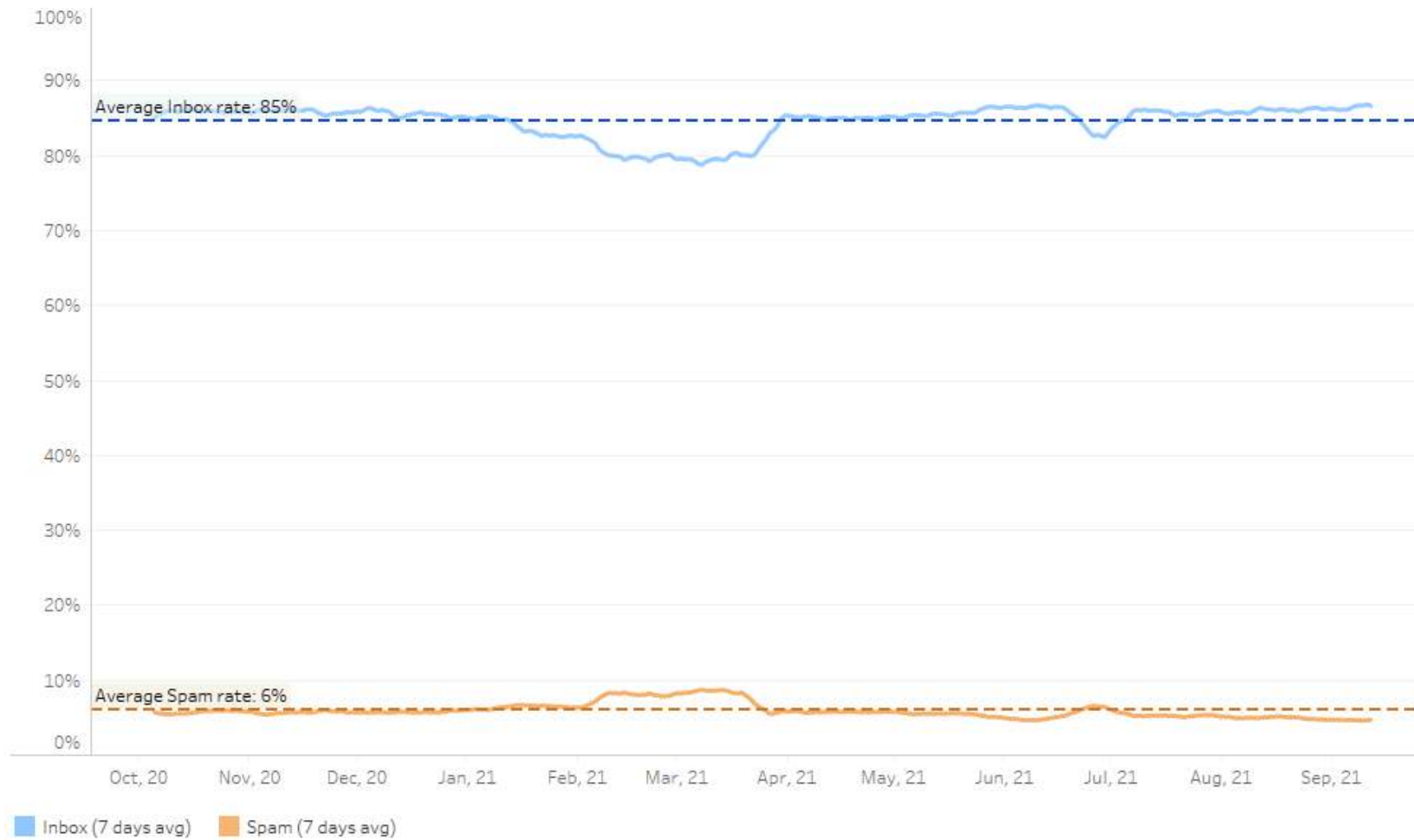
Overview:

Mail Privacy Protection (MPP) stops senders from using invisible pixels to collect information about the user. The new feature helps users prevent senders from knowing **when they open an email**, and masks their IP address so it can't be linked to other online activity or used to **determine their location**

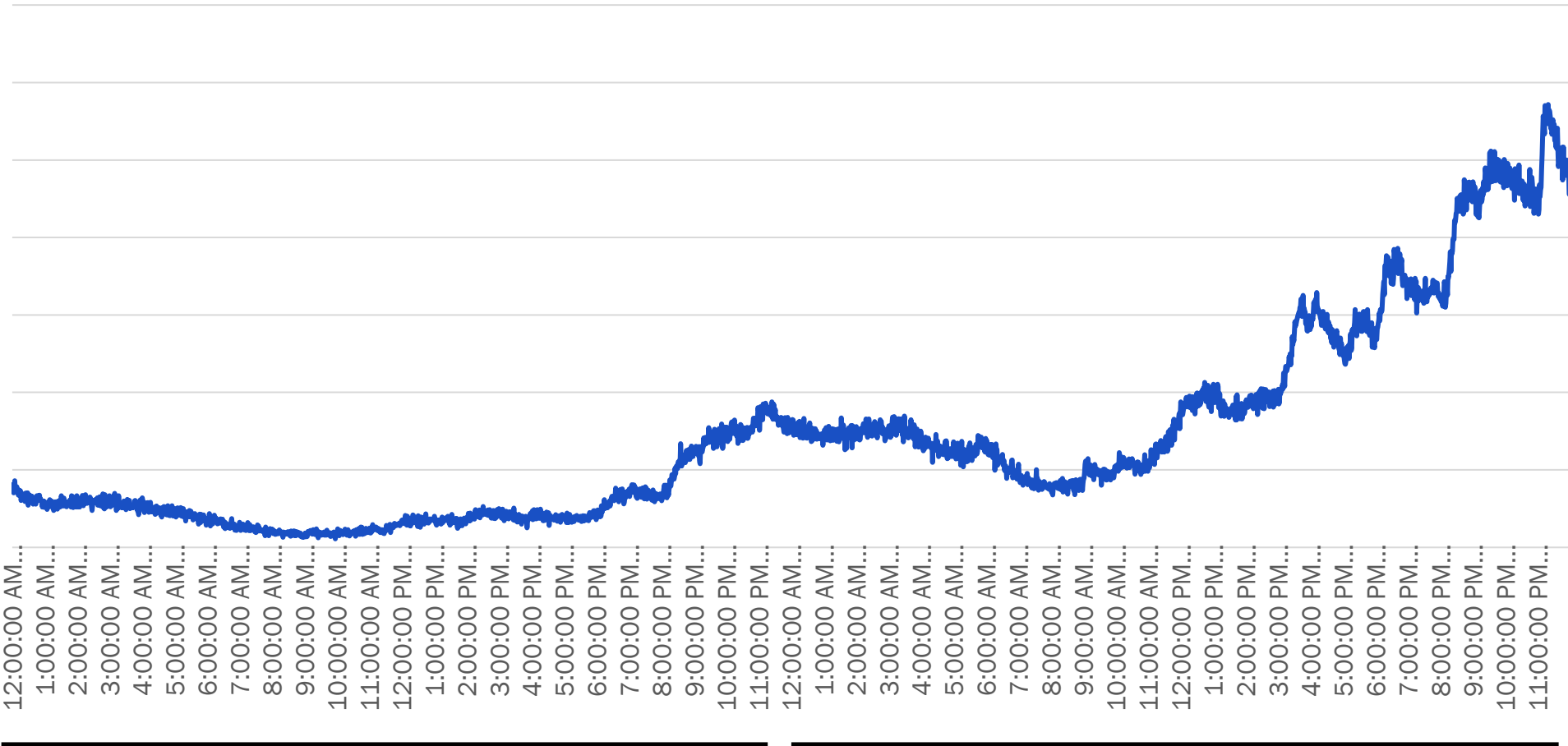
Potential impacts:

- Open rates
 - Re-engagement campaigns
 - A/B split testing
 - Program automation
 - Send time optimization
 - Real-time personalization
 - Monitoring deliverability
- Device identification
- Location information
- Live Content

Inbox vs. Spam



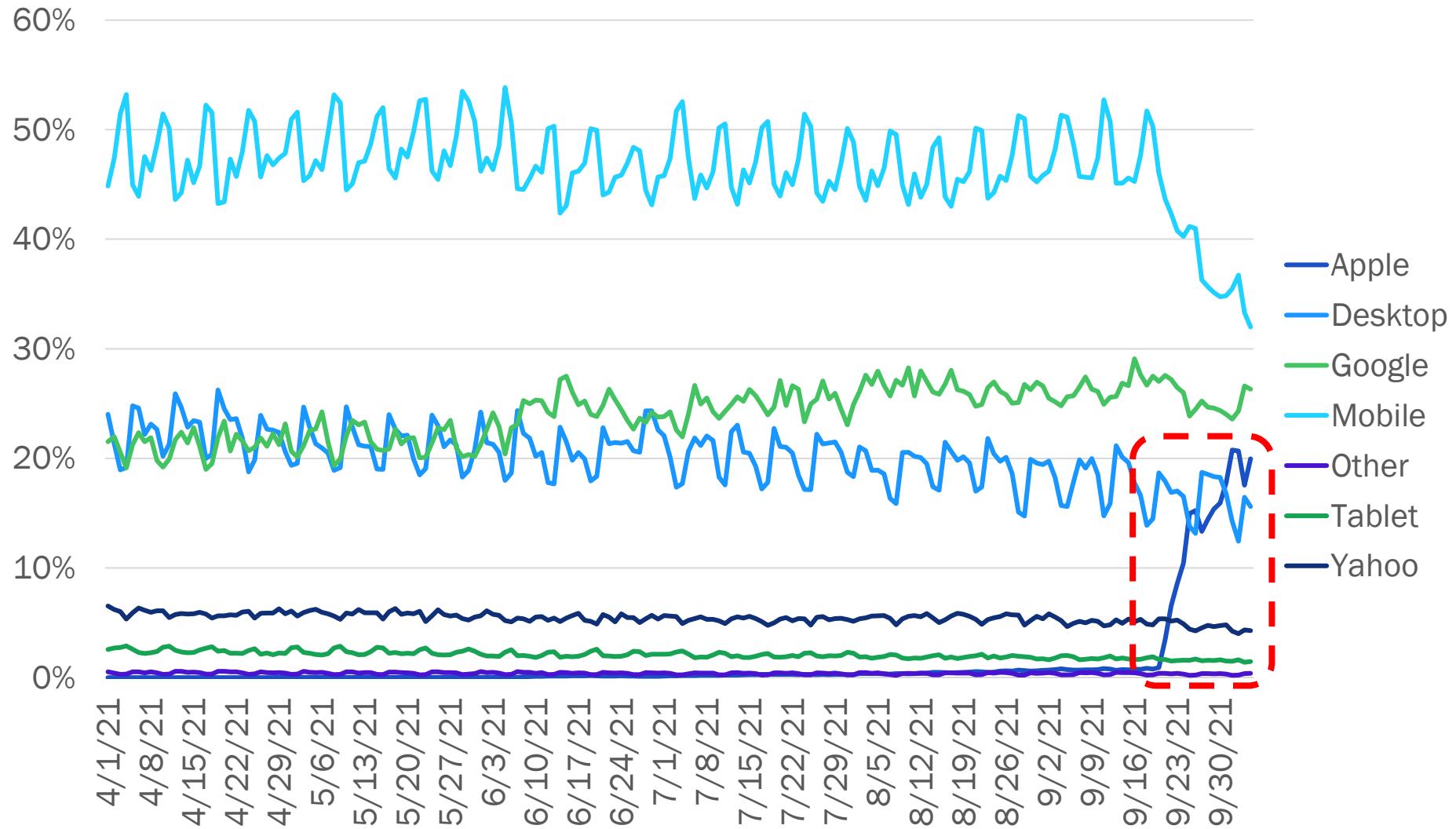
Minute by Minute Evolution



Sept. 20

Sept. 21

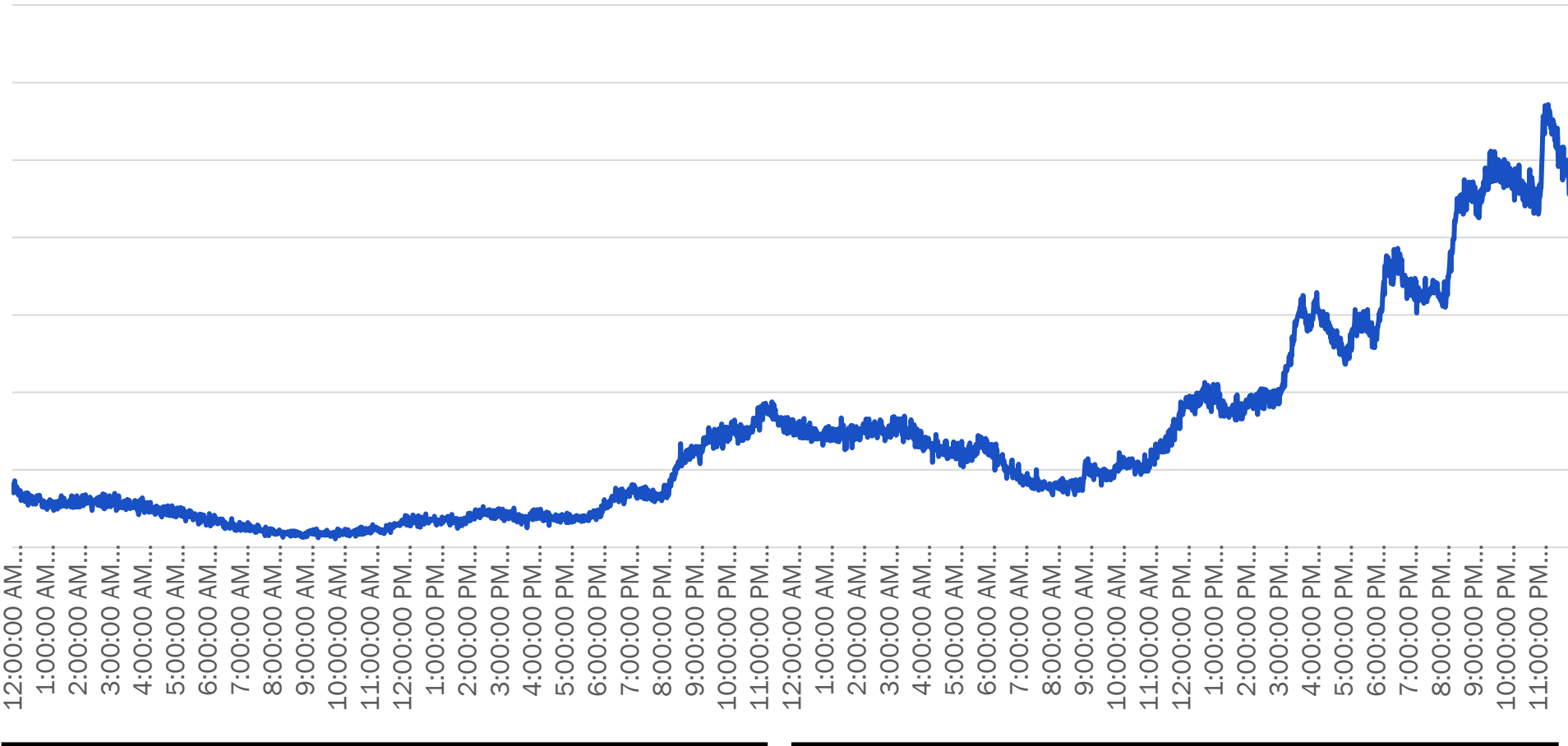
Platform Distribution



Apple Privacy Proxy



Minute by Minute Evolution



Sept. 20

Sept. 21



The "Old Way" of Email Marketing vs. The "New Way"

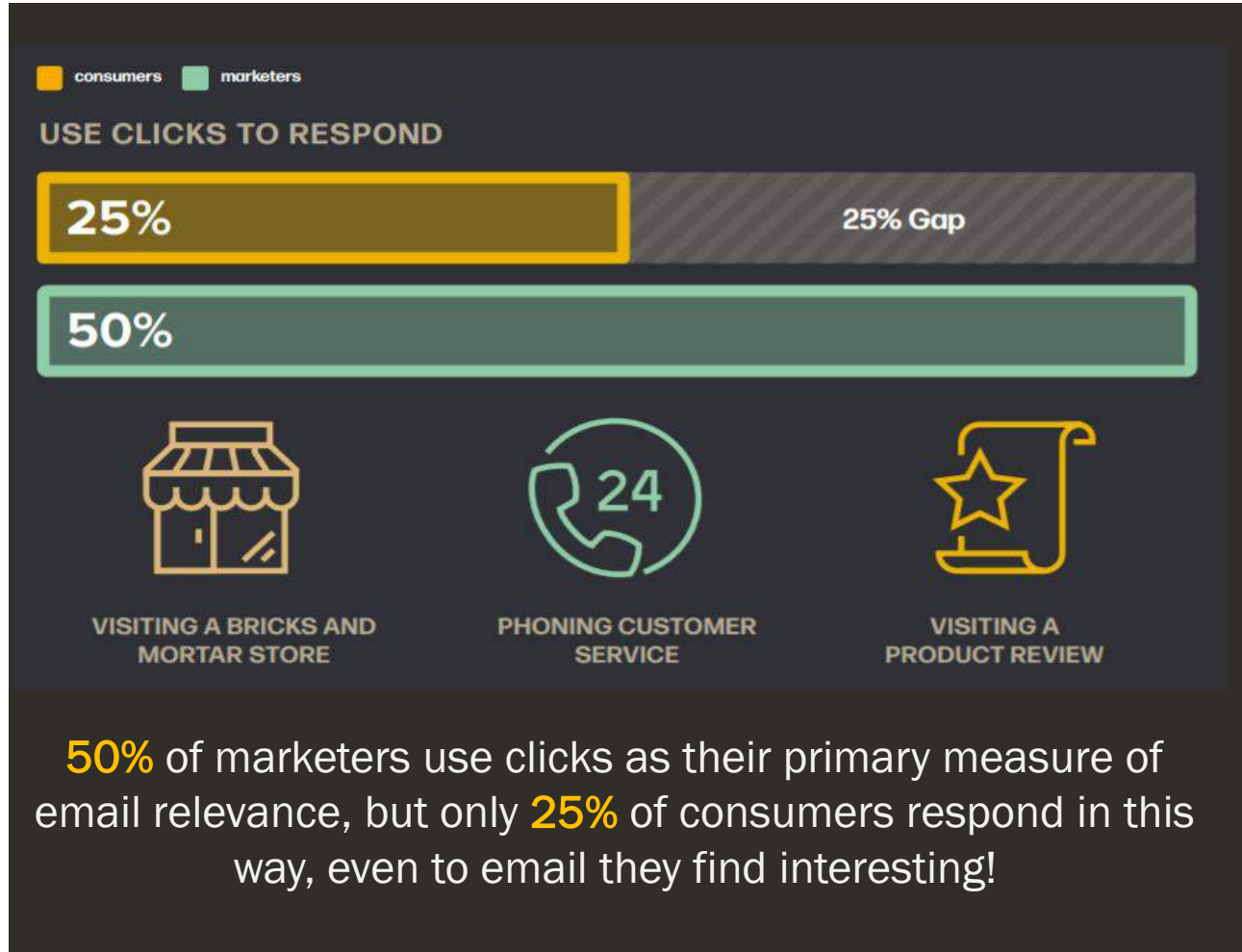
**Email volume is up 94%, but
inbox placement, open rates, and
click rates have declined significantly.**

(Validity)

51% of marketers believe over half of their emails get read, but only **38%** of consumers agree.

(DMA)

Email Marketers are Measuring the WRONG Things



What to measure instead:

- Sender reputation and inbox placement rates
- Spam hits, complaint and unsubscribe rates
- Full-funnel conversion rates



5 Plays to Level Up Your Email Program

1.) First, look at reputation metrics and Inbox Placement Rates (IPRs)

2.) Build TRUST with your email subscribers



Trustworthiness



Environmental practices



Service and support



Products



Social practices



Technology



Business models





**75% of consumers will take
some sort of negative action if
they believe a company isn't
responsible.**

Source: Aflac CSR survey 2019: <https://www.aflac.com/docs/about-aflac/csr-survey-assets/2016-csr-survey-deck.pdf>

Leading the Way with Ethical Marketing

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Facebook's WhatsApp is fined for breaking the E.U.'s data privacy law.

Google hit with £44m GDPR fine over ads

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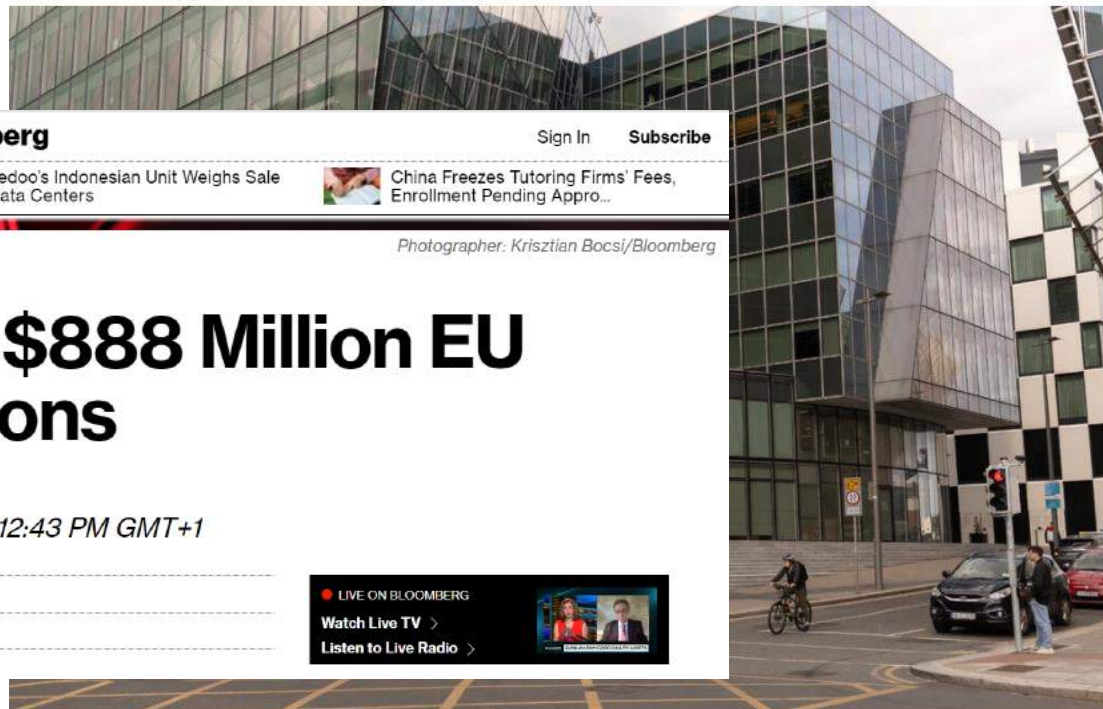
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3.) Understand and Leverage Emerging Email Technologies

Leveraging New Technologies: AMP (Accelerated Mobile Pages)

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For You Trending

[Infographic] What Buying A Car Can Teach Marketers About The B2B Buyer's Journey

The Broken Process Behind B2B Content
Part 2

CUSTOMER SUCCESS
FIREEYE
How FireEye Increased New Leads 2X By Removing Friction For Their Buyers

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Great value tech deals on eBay.

4.) Strive for Personalization , not Just "Tokenization"

1.) "Tokenization" is not the same as "Personalization"

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ps
Postscript

Your March Results

31.3X
ROI of your SMS program

Here's how your SMS program for your Shopify store performed over the last 30 days. We have also included an SMS strategy tip with real examples that you might find interesting. Tell us what you think of these monthly recaps by replying to this email. We'd love to know!

- The Postscript Crew

\$15,635.64 TOTAL ATTRIBUTED REVENUE	\$500 MONTHLY SPEND
8,955 TOTAL SUBSCRIBERS	2,156 NEW SUBSCRIBERS THIS MONTH
\$1.21 AVERAGE SMS MESSAGE VALUE	\$7.25 AVERAGE SMS SUBSCRIBER VALUE

4.) Embrace ZERO Party Data

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FASHION ALERT FEATURING THE CUT

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During the wedding planning seasons; occasionally throughout the year.

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Several times per week. No particular schedule.

5.) Make E-mail a Two-Way Street, Start a Conversation



“Behavioral scientists have also found that just asking people about their future decisions significantly influences those decisions, a phenomenon known as the “mere measurement effect.””

Source: Fast Company <https://www.fastcompany.com/3068341/want-to-know-what-your-brain-does-when-it-hears-a-question>

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