2019 CATALOG & INTEGRATED MARKETING SUMMIT

INTEGRATED: THE SMARTER PATH TO PROFITABILITY

PHILADELPHIA, PA | APRIL 24-25 2019

Transforming Legendary Brands in Digital Powerhouses
Presented by: Joe Nicholas, Partnerships, Emarsys

April 24-25, 2019

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Agenda

- **Introduction**
- **What to Start**
- **How to Create an Omnichannel Roadmap**
- **The Brands**
  - Tupperware
  - Char-Broil
  - Replacements
- **Recap**

Leading the Discussion

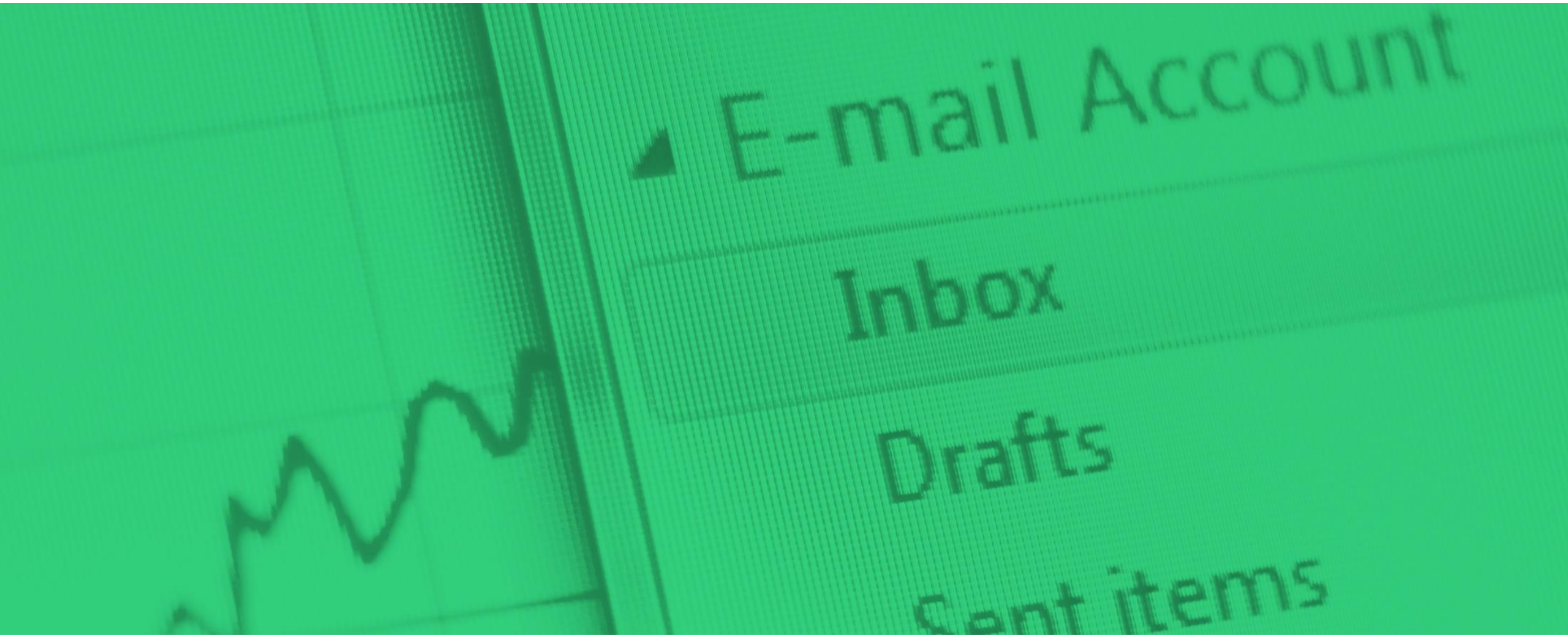Legendary Brands to Digital Powerhouses

Joe Nicholas

Director, Partnerships & Alliances

- Tech Enthusiast
- Former Ecom Retailer
- Husband & Dad of 2
- Drummer & Music Lover
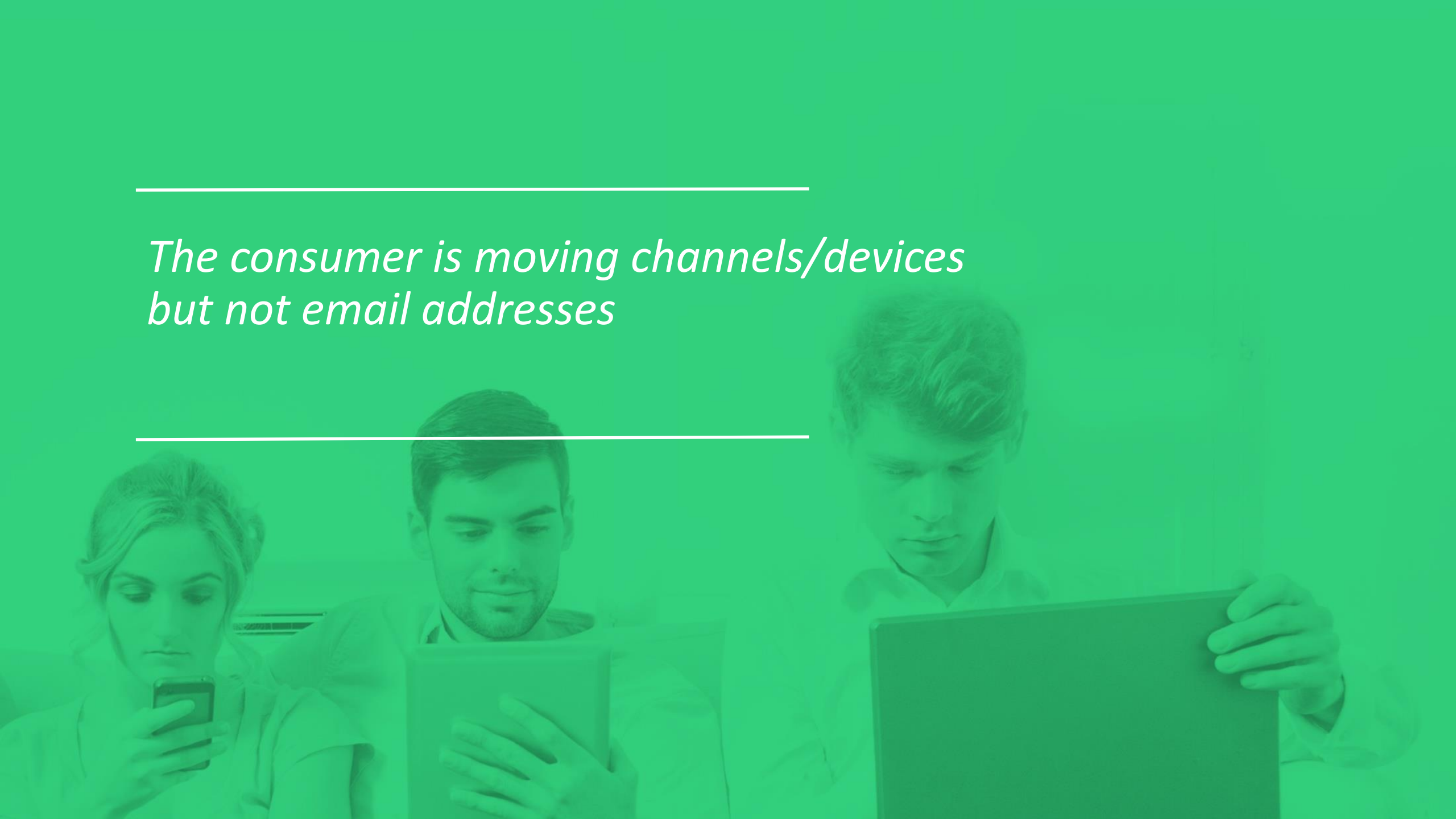- Lives in Amish Country

It starts with email

EMAIL IS "STILL" THE KILLER APP

The consumer is moving channels/devices but not email addresses

It starts with email

CONSUMER DIGITAL ID = EMAIL

EMAIL

SOCIAL SECURITY NUMBER

It starts with email

OMNI-CHANNEL ROADMAP : THE CONSUMER WINS

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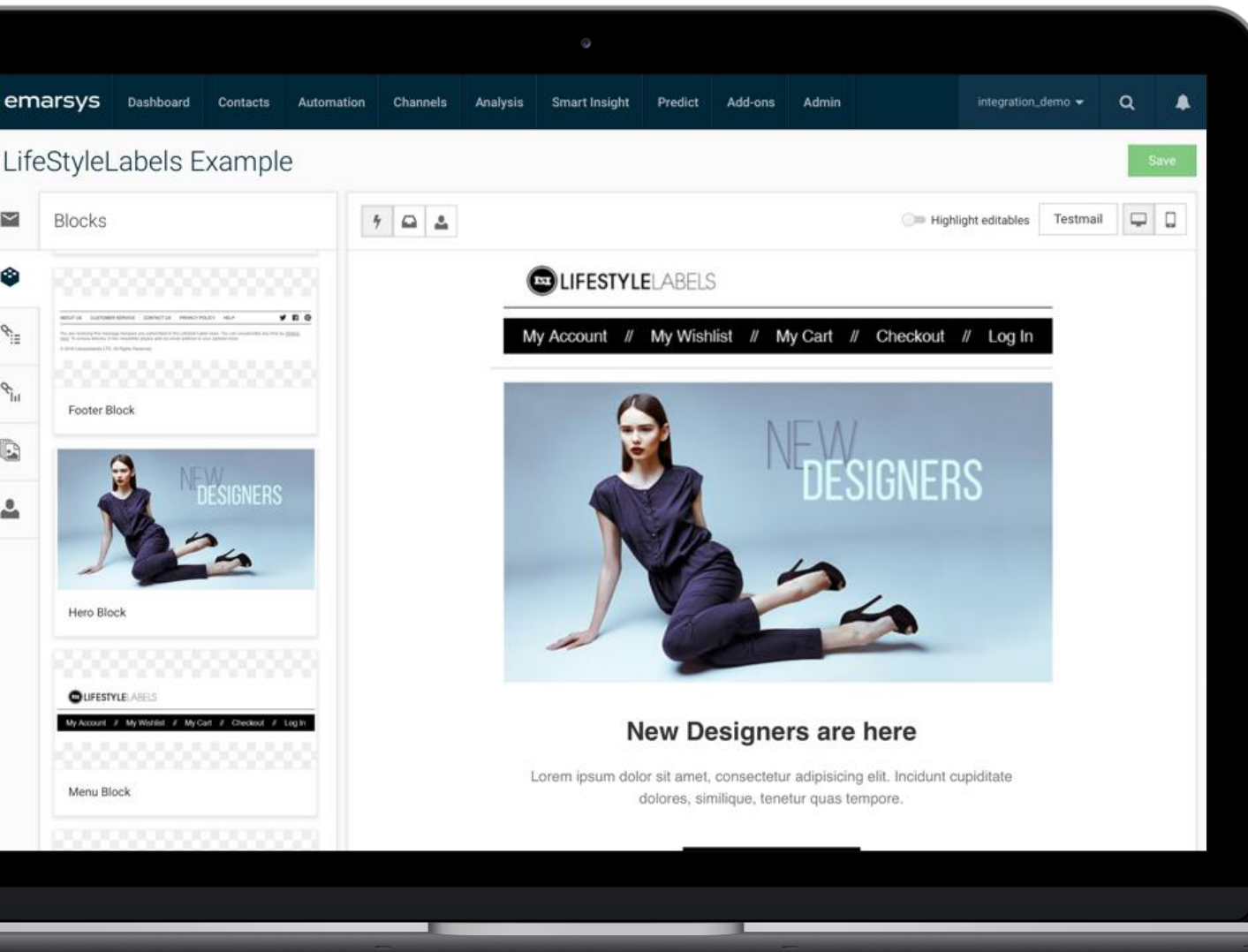# Omni-channel Roadmap : The Consumer Wins

EMAIL

- #1 digital channel for ROI
- Global delivery and communications platform
- Innovation with 100% targeting

GOAL

Email system optimized to target the right individuals with the most relevant message and incentives at the right time.

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It starts with email

EMAIL CHANNEL

- Powerful personalization

- Global delivery

- Constant Innovation

Omni-channel Roadmap : The Consumer Wins

DATA

- Every brand's most valuable asset
- Data feeds automation, and interactions feed database
- Segmentation engine

GOAL

Data-enriched optimization of all interactions through improved segmentation and identification of ideal send times, devices, and incentives for each individual customer.

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It starts with email
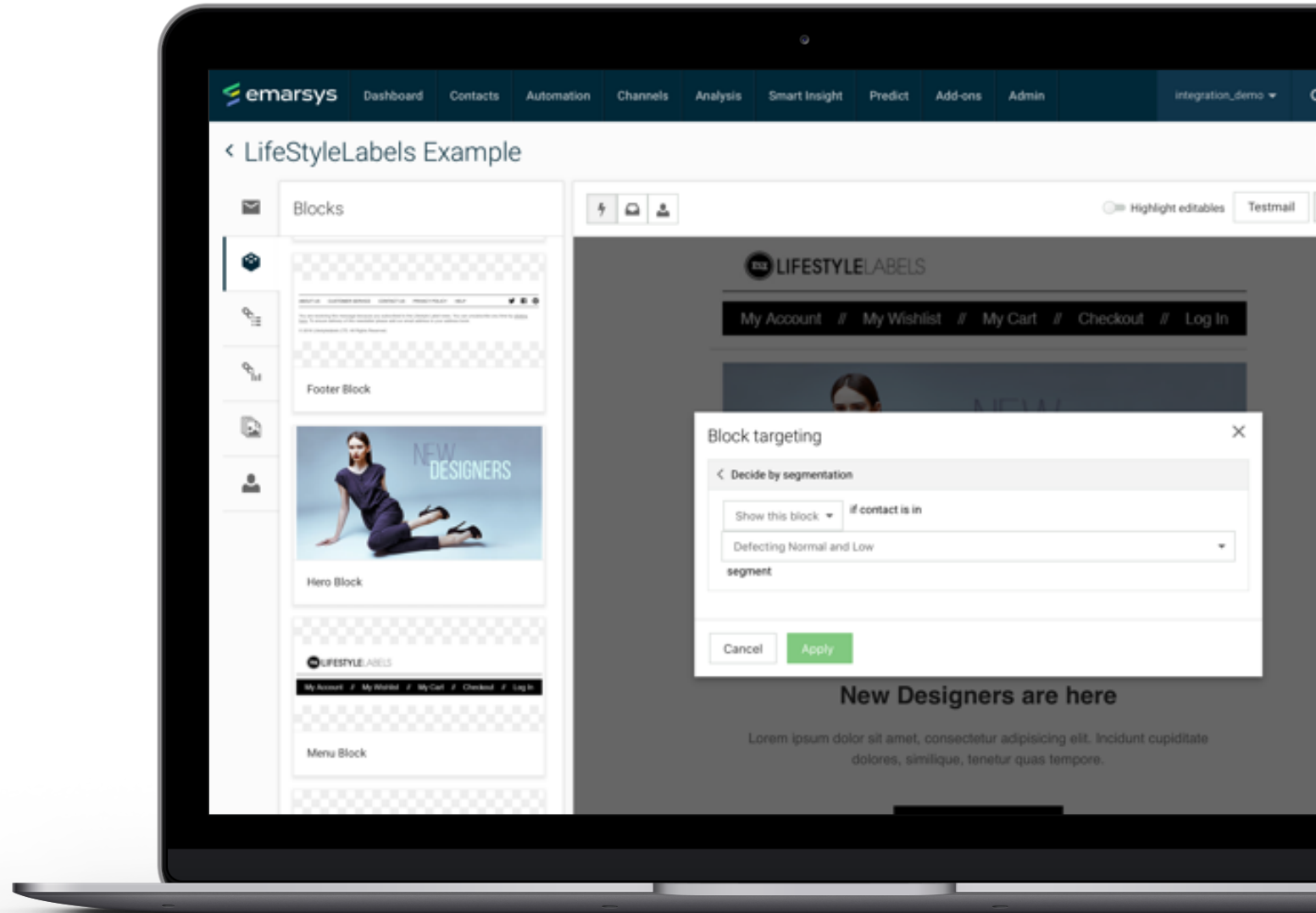
FLEXIBLE AND ACTIONABLE DATA

- Know and Segment customers based on:

  - Ecommerce data

  - Browsing behavior

  - Where they came from

- Leverage Automation (30%)
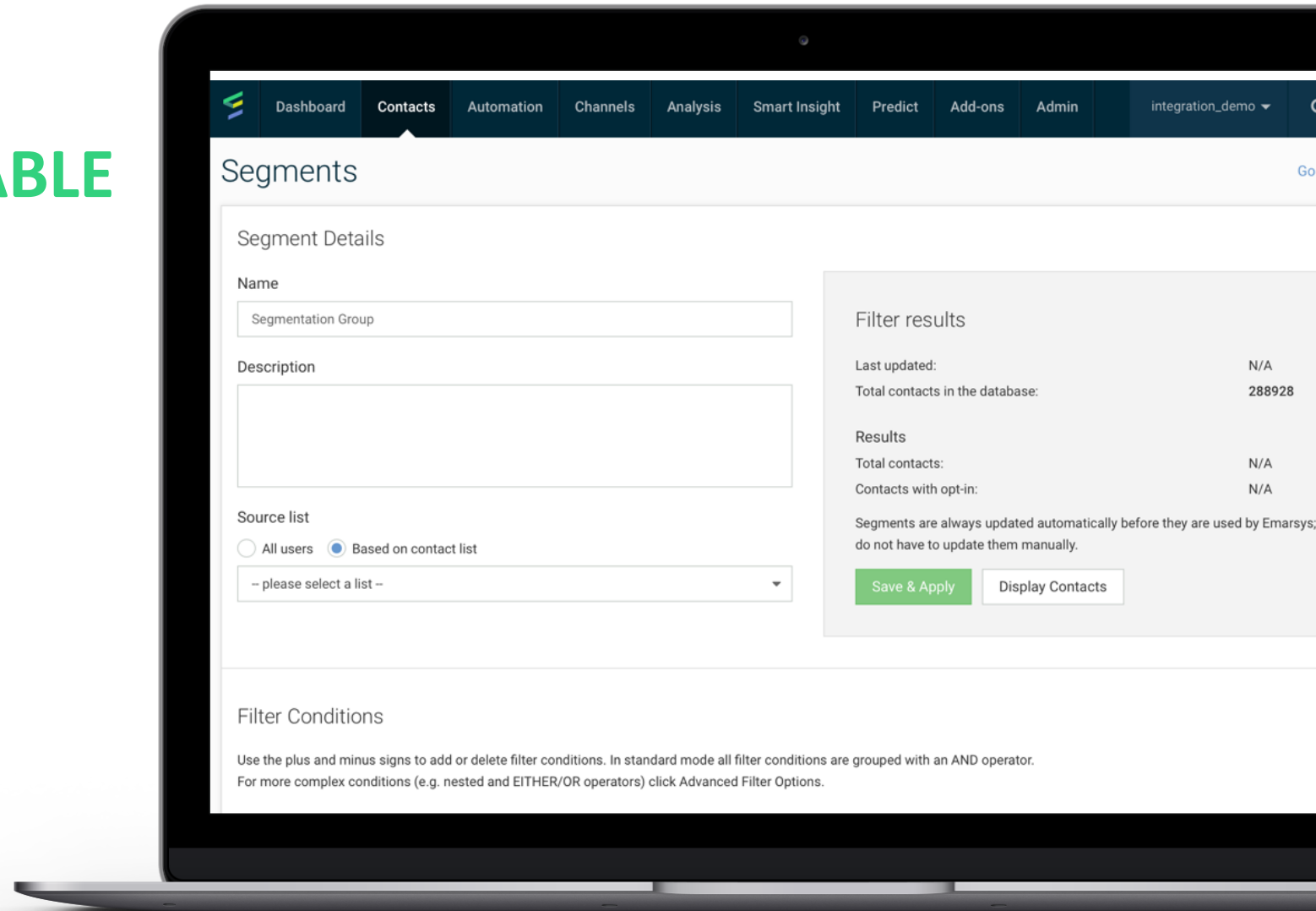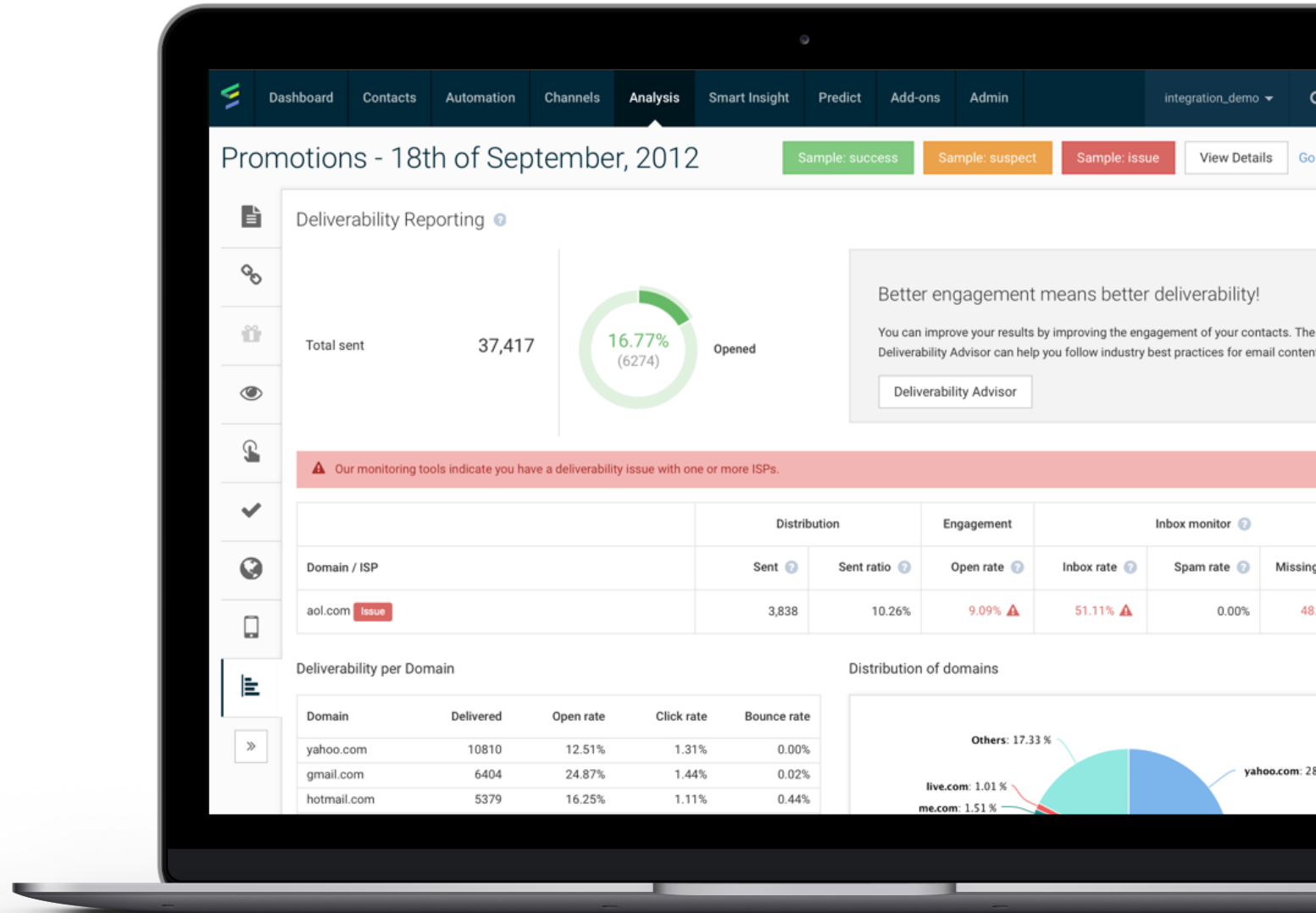
It starts with email

PERSONALIZATION

- Customers expect it!

- Every email should be personal

It starts with email

GLOBAL DELIVERY

- Missing the inbox is missed revenue
- Leverage solutions like Return Path and others

It starts with email

EMAIL INNOVATION: 100% TARGETING

Open rates of 20-30% are good.

BUT NOT GOOD ENOUGH.

How do you reach the non-responders?
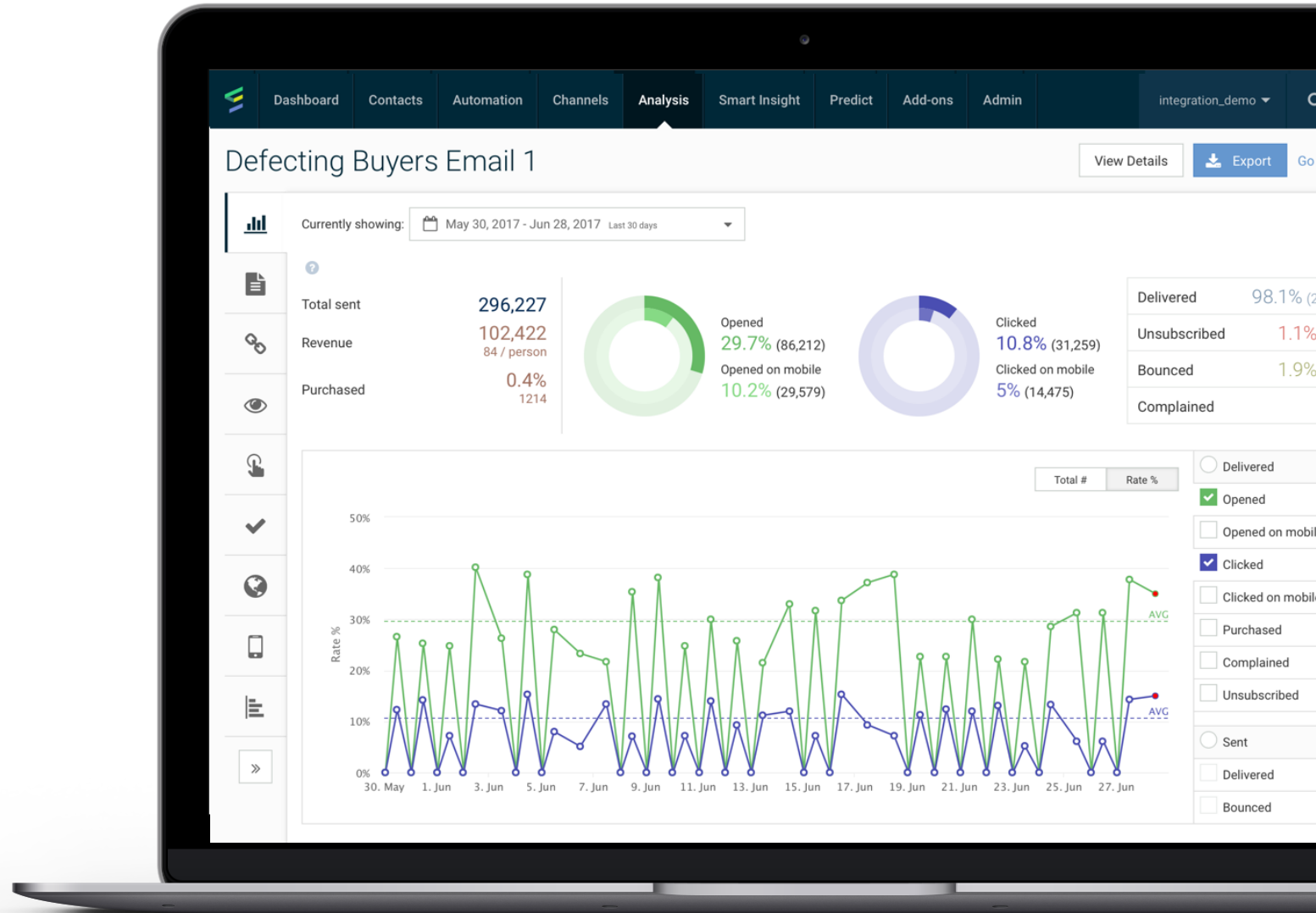
Omni-channel Roadmap : The Consumer Wins

WEB

- Reach customers at all lifecycle stages across the web and bring them back to your website
- Entice shoppers to return to their abandoned carts
- Identify gaps in the online shopping process to improve conversions

GOAL

Web channel that introduces a consistent omni-channel experience based on the data-enriched email behavior and growing unified profile database.

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Omni-channel Roadmap : The Consumer Wins

MOBILE

- Mobile-first world shifting in areas to mobile-only
- Roughly 30% of ecommerce sales through mobile alone
- Options like Push Notifications, SMS, and Apps provide new ways to engage

GOAL

A robust mobile channel aligned with email and web channels, and built upon email as your digital ID, that seamlessly engages with customers whenever and wherever opportunities arise to deliver personally relevant messages and incentives.

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Omni-channel Roadmap : The Consumer Wins

SOCIAL MEDIA

- Huge influence on purchase behavior
- Facebook, Instagram, and Twitter alone with a combined 2.78 billion pool of monthly active users provide a giant potential audience to reach
- 42% influenced by friends and family on social media

GOAL

Social media presence that creates meaningful interactions that align with the brand's email, web, and mobile channels.

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DELIVER ON THE PROMISE:

Every single consumer expects and deserves a personalized experience

→ Consumer is the winner

Use Cases

Tupperware

Key Challenges

- Data Poor

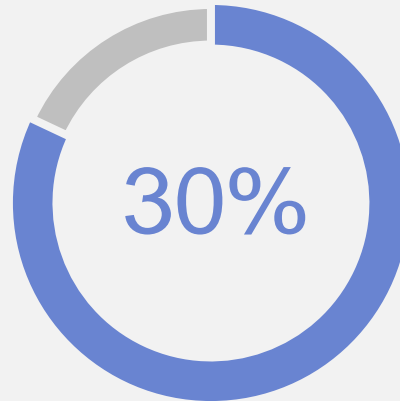- Previous ESPs Were Primitive

Key Objectives

- Find a tool to help deliver
  personalized interactions with
  customers *at scale*

- Build an omnichannel experience

- Meet both the company's B2B
  and B2C needs

- Easy to use

Key Results

5x-7x

Email Revenue Growth

30%

Growth in CRM ROAS

+$8k

Revenue from email recommendations

Char-Broil

Key Challenges

- Previous ESP Wasn't the Right Fit

- Evaluating ESPs and Platforms Takes a Special Skillset

- An Unscalable Email Program

Key Objective

- Increase engagement in their e-commerce business through better personalization

Replacements

Key Challenges

- In-house email & CRM systems with no email automation

- No way of tracking abandoned carts / revenue loss

- Weak online customer experience
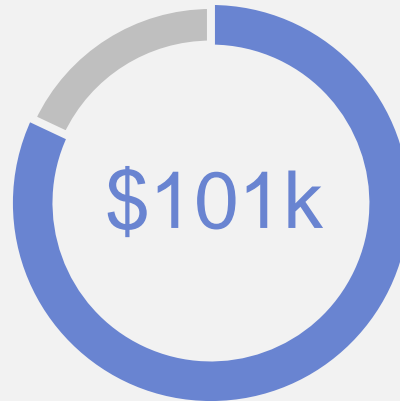
Key Objective

- Increase email performance

- Drive up revenue with abandoned cart reminders

- Strengthen online customer experience by tracking web behavior

Key Results

100%

ROI within weeks of implementation

$101k

In abandoned cart revenue in first 4 months

$26k

In browse abandonment revenue in first 3 months

Thank You!

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