

EMAILGUIDE 2015

Весенняя серия вебинаров о емейл-маркетинге

Емейл-маркетинг как канал антикризисного взаимодействия с подписчиком

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Руководитель отдела по развитию бизнеса,
EmailMatrix*

Почему email?

- выбор пользователей (77%)
- высокая окупаемость инвестиций (ROI до 300%)
- персонализированная коммуникация
- прозрачная аналитика
- основной канал траффика

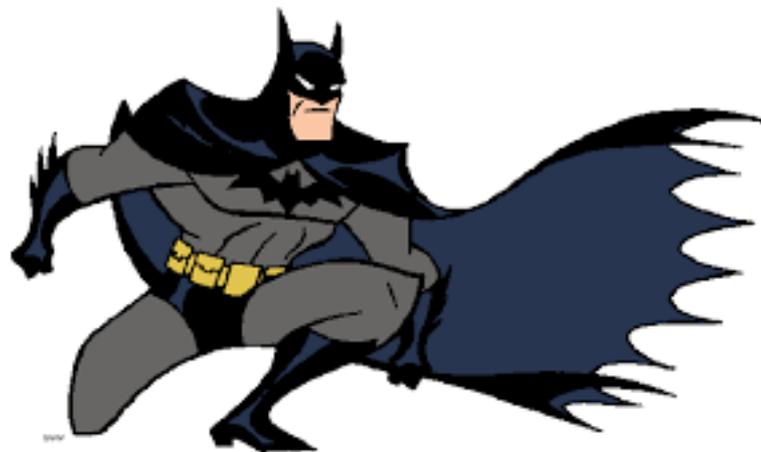
Дополнительное увеличение ROI



Минимизация расходов
на емейл-маркетинг



Инвестирование в эффективные
тактики емейл-маркетинга



**Дешевый
емейл-маркетинг**

VS

**Высокая окупаемость
емейл-маркетинга**

Дешевый емейл-маркетинг

- использование ESP с минимальным функционалом для достижения минимального CPM;
- отправка общих, несегментированных рассылок по максимально большой аудитории подписчиков с целью максимального охвата;
- наем неквалифицированных в сфере емейл-маркетинга сотрудников и экономия на обучении.

Емейл-маркетинг с высокой окупаемостью

- поиск ESP с изощренным функционалом для достижения лучших результатов;
- концентрация на пользовательском опыте, сегментации, персонализации для увеличения прибыли, удлинения жизненного цикла пользователя, минимизации беспорядка в листе рассылки ;
- опытные емейл-маркетологи, обучение, экспертиза «со стороны».

Не бывает дешевого емейл-маркетинга.



Существует емейл-маркетинг с высокой окупаемостью, который принесет до 300% прибыли с каждого потраченного рубля.

Поведение пользователей

- покупка товаров длительного пользования – отложено
- товары повседневного спроса – экономия (снижение объемов/частоты, выбор более дешевых брендов/магазинов)
- группировка, сохранение средств (ожидание нестабильности)

но параллельно

- происходит **адаптация** к кризису

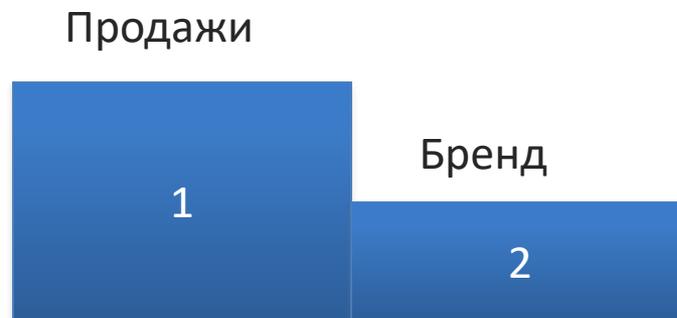


Поведение брендов



Концепция емейл-маркетинга 2015

1. эффективность
2. уникальность
3. релевантность



Тактики выживания в 2015: Гигиена листа

Зачем?

- некорректная оценка показателей емейл-кампаний
- просроченные емейл-адреса превращаются в спам-ловушки
- неактивные емейл-адреса - это ошибки доставки



Тактики выживания в 2015:

Гигиена листа

Пример погрешности статистики

Исходные данные:

- 100 000 подписчиков
- 20% OpenRate (20 000)
- 10% CTR (10 000)
- 0,2% UnsubRate (200)
- 0,1% ComplaintRate (100)

После очистки от неактивных:

- 60 000 подписчиков
- 33% OpenRate
- 16,6% CTR
- 0,33% UnsubRate
- 0,16% ComplaintRate

Очистка от неактивных адресов = экономия на отправленных объемах сообщений

Тактики выживания в 2015:

Сегментация

Критерии сегментации:

- демография и данные профиля
- предпочтения
- поведение

Тактики выживания в 2015:

Сегментация

Кейс SwayChic

Цель: оптимизировать емейл-кампании для увеличения прибыли

Решение:

1. Выявлено лучшее время отправки + время совершения наибольшего кол-ва транзакций
2. Начальное тестирование дало достаточно данных для сегментации.

Покупателей разделили на сегменты

- время отправки (выявлены 3 момента времени)
- покупки (1 покупка, более 1 покупки, ни одной покупки)

Запущены 12 емейл-кампаний

Тактики выживания в 2015: Сегментация

Кейс SwayChic, сегмент «неактивные»

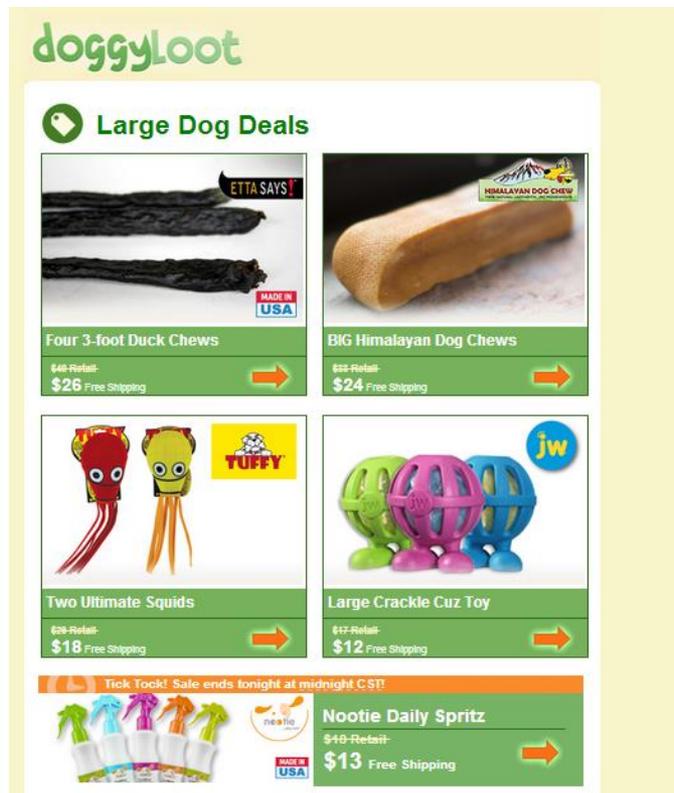


Результаты:

- OR на 40% выше
- CTR в 2 раза выше
- RPE в 3 раза выше

Тактики выживания в 2015: Сегментация

Кейс Doggyloot, сегментация по данным собак



From: doggyloot
<woof@doggyloot.com>

Subject:
Large Dog Deals

Результаты:

-CTR на 400% выше

Тактики выживания в 2015:

Сегментация

Кейс Intermix

Сегментация на основе анализа покупок и активности

3 сегмента:

- Sale-shoppers – покупатели распродаж и акционных товаров
- Brand-shoppers – лояльные к определенным брендам
- VIP – покупатели с большим средним чеком

Предложения:

- 30% скидка
- 10% скидка
- эксклюзивные события, дизайнерские показы

Тактики выживания в 2015:

Сегментация

Кейс Intermix

Результаты:

Тестовая группа: увеличение конверсии в 10 раз (достигла 8%)

При запуски кампании на лист более 100k подписчиков – конверсия 4%

Тактики выживания в 2015: Упрощение дизайна/ mobile first

- облегченный для отображения и восприятия дизайн
- принципы responsive
- креатив

Тактики выживания в 2015: Responsive emails

Кейс Weird Fish: +10% к CTR после внедрения мобильной адаптации



Тактики выживания в 2015: Responsive emails

Кейс Crocs, тест №1

Version A: Static Desktop



Version B: Static Mobile



Version C: Responsive
Email Design



Тактики выживания в 2015: Responsive emails

Кейс Crocs, тест №2

Version A: Responsive Email Design



Version B: Static Desktop



Результат: CTR responsive на 7,66% больше desktop

For freshly made to order food for parties and gatherings. View our full catalogue of products on our website: www.waitrose.com

Waitrose Home | Information | Store | Gift | Recipes | Offers | News and events

FREE delivery on all Waitrose Entertainment orders of £50 or more >>

Food for all occasions with Waitrose Entertaining

Our freshly made-to-order food service is perfect for all occasions and helps take the stress out of organising any gathering. Choose from our full range of deliciously prepared party and buffet food online or take a look at our new catalogue in store.

NEW! Introducing our party food catalogue

Order now >

3 ways to order your food

Go online

Visit our website and browse through the full range

Call 0800 332 4891

Monday to Friday 9am - 9pm
Saturday 10am - 5pm

In store

Go to the Waitrose Store at any Waitrose location

Sandwiches

Freshly made and ready in only 5 days.

[View all sandwiches >](#)

Canapés

Perfect finger food to impress your guests.

[View all canapés >](#)

Afternoon Tea

Delicious handmade cakes for every occasion.

[View all cakes >](#)

Party food > **Sweet treats >** **Menu suggestions >**

The email we want to see: enquiries@waitrose.com

Waitrose/Waitrose Party Food is not part of the Waitrose Group. It is a separate business. Waitrose/Waitrose Party Food is not part of the Waitrose Group. It is a separate business. Waitrose/Waitrose Party Food is not part of the Waitrose Group. It is a separate business.

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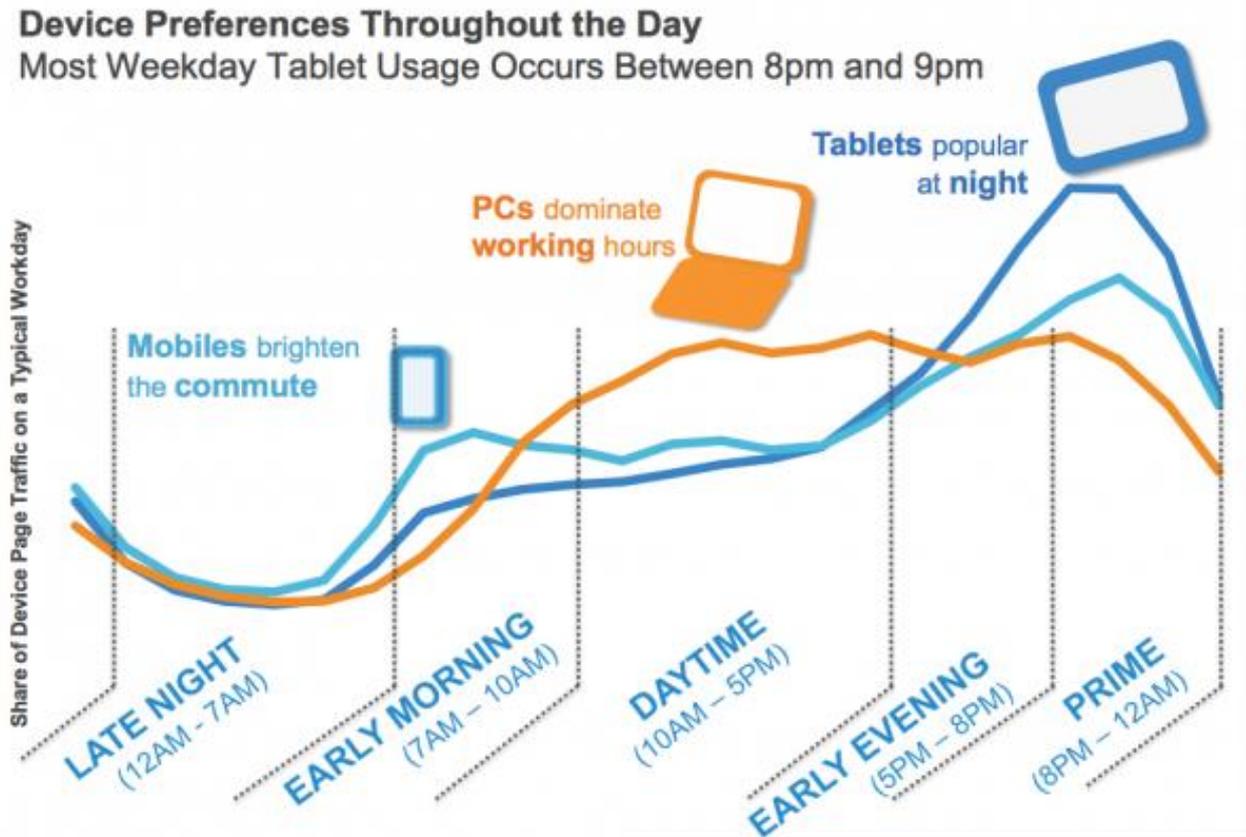


drinkaware.co.uk
for the facts

WOODLAND
Trust

We're working with the Woodland Trust to help you enjoy the outdoors safely and responsibly.

Тактики выживания в 2015: Статистика mobile



Тактики выживания в 2015: Персонализация и триггеры

Наиболее популярные типы триггеров:

- Приветственные сообщения
- «Спасибо»
- Up- & cross-sale
- Брошенная корзина
- Уведомление о снижении цены
- Уведомление о появлении товара
- Письма программ лояльности
- Реактивация
- «Обратный отсчет»
- Праздники
- Сбор отзывов
- Заполнение профиля пользователя

Тактики выживания в 2015:

Поведенческие триггеры

Кейс adidas: брошенная корзина

Проблема: пользователи не завершают процедуру заказа.

Решение:

Цепочка из 3х писем: в день добавления товара в корзину (несколько часов спустя), на следующий день, через 5 дней.

Темы писем:

Your Last Chance: 10% Off + Fast Delivery & Free Returns - Last Chance: Free Returns

FREE Returns On All Orders - FREE Returns On Items In Your Bag | FREE Returns On

Forget something? Click to buy. - Finish your purchase with a click | Finish your purchase

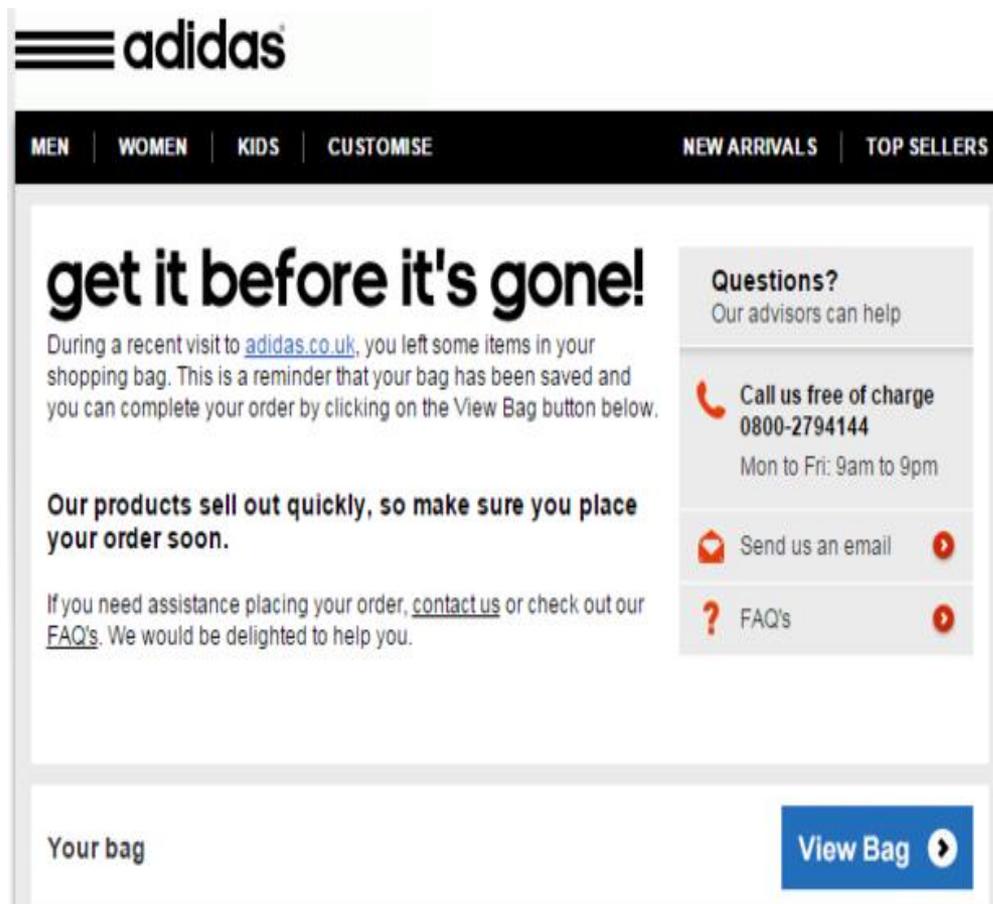
Тактики выживания в 2015:

Поведенческие триггеры

Кейс adidas: брошенная корзина

1 письмо, часть 1

Срочность,
Полезные ссылки,
Подтверждение действий.



The screenshot shows an email from Adidas with the following content:

- Header:** adidas logo and navigation links: MEN, WOMEN, KIDS, CUSTOMISE, NEW ARRIVALS, TOP SELLERS.
- Main Content:**
 - Headline:** "get it before it's gone!"
 - Text:** "During a recent visit to adidas.co.uk, you left some items in your shopping bag. This is a reminder that your bag has been saved and you can complete your order by clicking on the View Bag button below."
 - Text:** "Our products sell out quickly, so make sure you place your order soon."
 - Text:** "If you need assistance placing your order, [contact us](#) or check out our [FAQ's](#). We would be delighted to help you."
- Right Sidebar:**
 - Questions?** Our advisors can help
 - Call us free of charge** 0800-2794144 (Mon to Fri: 9am to 9pm)
 - Send us an email** (with arrow icon)
 - FAQ's** (with arrow icon)
- Bottom:** "Your bag" text and a blue "View Bag" button with an arrow icon.

Тактики выживания в 2015: Поведенческие триггеры

Кейс adidas: брошенная корзина

1 письмо, часть 2

Товар, который выбрал
пользователь.

+ Специальные предложения

The screenshot displays an email marketing interface. At the top left, it says "Your bag" and at the top right, there is a blue button labeled "View Bag" with a right-pointing arrow. Below this, a product card for "ZX Flux Weave Shoes" is shown. It includes a product image of a grey and yellow sneaker, the product name, a descriptive paragraph: "A fresh remix of the iconic '80s ZX runner, these men's shoes feature a seamless woven upper in authentic ZX 9000 colours. With a ZX heel cage and TORSION® midfoot support.", and the article number "Article no: M21789_620".

Below the product card, a grey banner reads "especially selected for you:". Underneath this banner, three product recommendations are displayed in a row:

- ZX Flux Shoes:** A dark blue sneaker. Below the image is the Adidas logo, a 5-star rating, and the number "184". The price is listed as "£ 67.00".
- Response Icon Hoodie:** A dark grey hoodie with white stripes on the sleeves. Below the image is the Adidas logo, a 5-star rating, and the number "10". The price is listed as "£ 36.00".
- Essentials 3-Stripes Sweat Pants:** Dark blue sweatpants with three white stripes down the side. Below the image is the Adidas logo, a 5-star rating, and the number "40". The price is listed as "£ 31.00".

At the bottom right of the interface, the text "EMAILGUIDE 2015" is visible, with a red location pin icon above the word "EMAIL".

Тактики выживания в 2015:

Поведенческие триггеры

Кейс adidas: брошенная корзина

2 письмо, часть 1

Новые бонусы:

- бесплатная доставка,
- быстрая доставка,
- возможность возврата

The screenshot shows an email from Adidas with a black navigation bar at the top containing 'MEN', 'WOMEN', 'KIDS', 'CUSTOMISE', 'NEW ARRIVALS', and 'TOP SELLERS'. The main content area features a large heading 'free returns on all orders' in bold black text. Below this, a paragraph explains that items in the shopping bag are still available and offers free returns. A bulleted list highlights three benefits: free returns, fast delivery (within 2 working days), and free delivery over £100. A 'Your bag' section at the bottom left includes a blue 'View cart' button with a right-pointing arrow. On the right side, a grey sidebar contains a 'Questions?' section with contact information: 'Call us free of charge 0800-2794144' with operating hours (Mon to Fri: 9am to 9pm, Sat: 10am to 6pm), and links for 'Send us an email' and 'FAQ's', each with a right-pointing arrow icon.

Тактики выживания в 2015:

Поведенческие триггеры

Кейс adidas: брошенная корзина

3 письмо, часть 1

Скидка на следующую покупку
+остальные бонусы

adidas

MEN | WOMEN | KIDS | CUSTOMISE | NEW ARRIVALS | TOP SELLERS

last chance: 10% off + fast delivery & free returns

Remember you added some products to your bag? Don't let them sell out! If you are still not sure, maybe this will help:

- **10% off your next order** – We'll give you a 10% discount code to use on your next order
- **Fast delivery** – Delivery within 2 working days
- **Free returns** – Not the right size? Not what you expected? You can return your order for free

[Click here](#) to go straight to your bag and check availability, or use the View Bag button below. We'll hang on to the items in your bag for a few more days. If you have any questions please do not hesitate to contact us.

Questions?
Our advisors can help

Call us free of charge
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Mon to Fri: 9am to 9pm
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Send us an email

FAQ's

Your bag **View Bag**

Тактики выживания в 2015:

Оптимизация контента

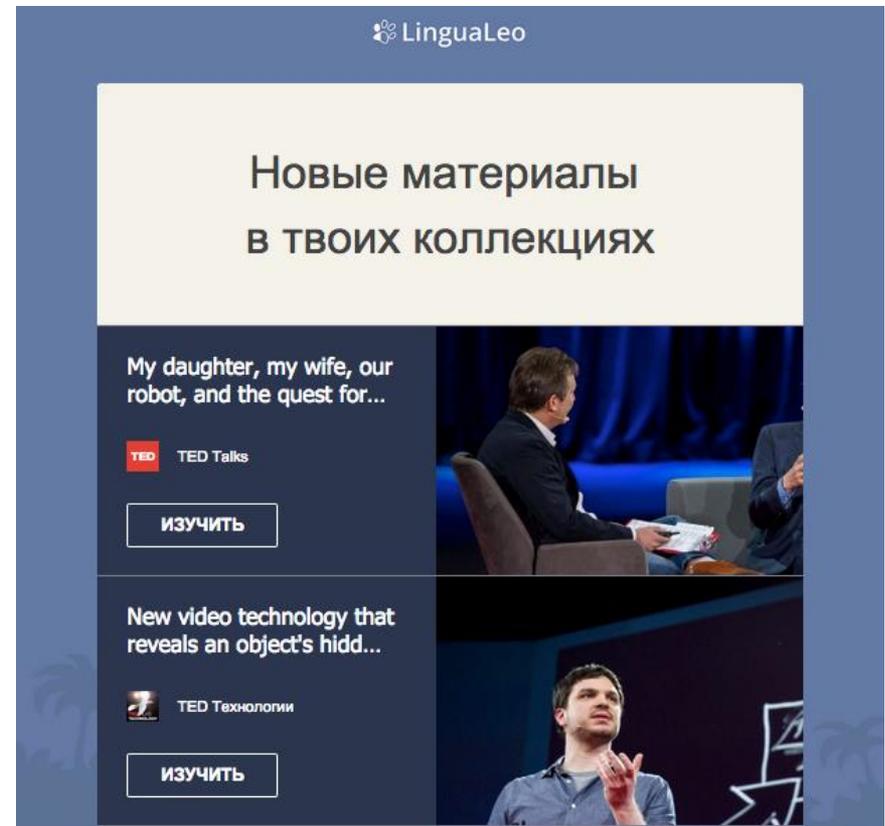
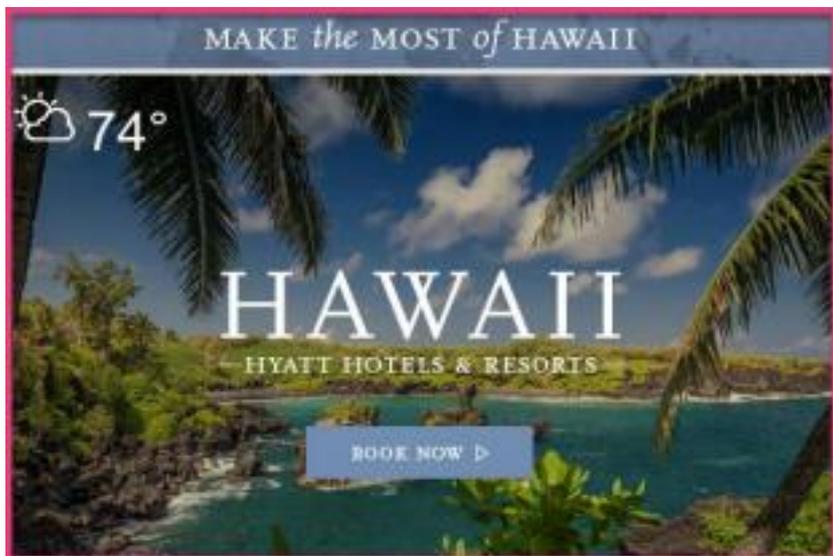
- динамический контент

Актуально для: анонсов акций, flash-распродаж, акций с ограниченным числом товаров, travel сегмент и тд.

- agile
- контент, сгенерированный пользователями

Тактики выживания в 2015: Оптимизация контента

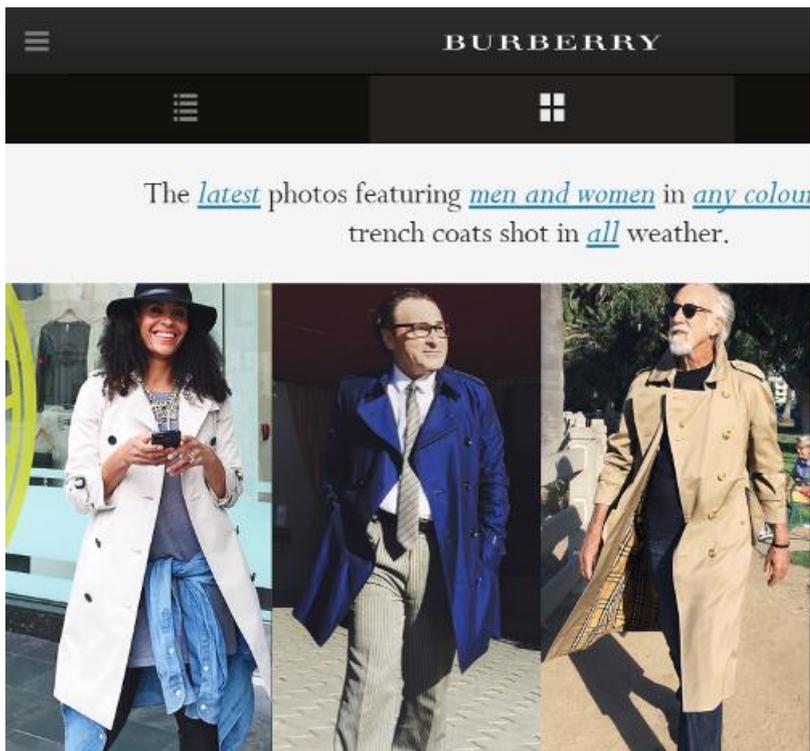
- динамический контент



Тактики выживания в 2015:

Оптимизация контента

- контент, сгенерированный пользователями



Остались вопросы?
Пишите письма:

lena.pulyaeva@emailmatrix.ru

Лена Пуляева,
EmailMatrix