

Flip the Camera Lens for Optimal Customer Engagement

See your customers as they see themselves

About Me: Kevin Vaudry

Senior director of sales and marketing for Campaigner and SMTP, two email brands under our parent company, Ziff Davis.

6 years with ZD, 20+ years in the digital marketing world

My experience spans sales, marketing, and product management



I remember the 80s very well



Flipping the Camera Lens



"You see us as you want to see us - in the simplest terms, in the most convenient definitions."

The Breakfast Club - 1985

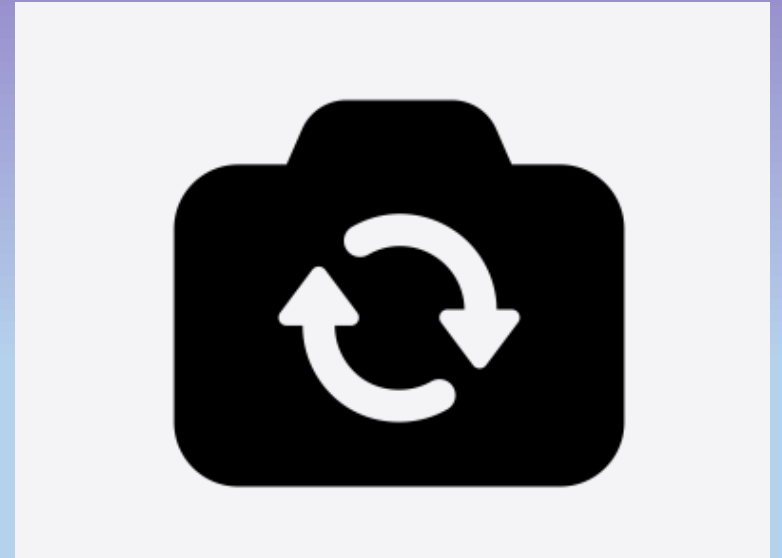
Our Perspective, Our Truth

- We interpret events and data through our own eyes (lens)
- At work, our feelings about our products, services, and company can't help but influence how we analyze data, results, and customer feedback
- While we can (and do) have the capacity to make good decisions even with bias, we often miss what our customers are telling us, at least beyond the surface level feedback



Flip the Camera Around

- Seeing customers as they see themselves delivers incredible value for everyone
- It opens up the ability to build even stronger connections through email and other digital channels
- Through data analysis, new AI tools, and old school tried-and-true best practices, you can build a strong foundation for high-value customer engagement



Some Simple Exercises to Get Started

Specific to email, here are a few quick ways to flip the camera around:

- Read content through your customer's eyes - does it convey what you intended?
- Ask someone outside your business to spot check content before a campaign goes out
- Look at the data from similar campaigns to see how it performed, and adjust as needed.
- A/B testing is always a good idea!

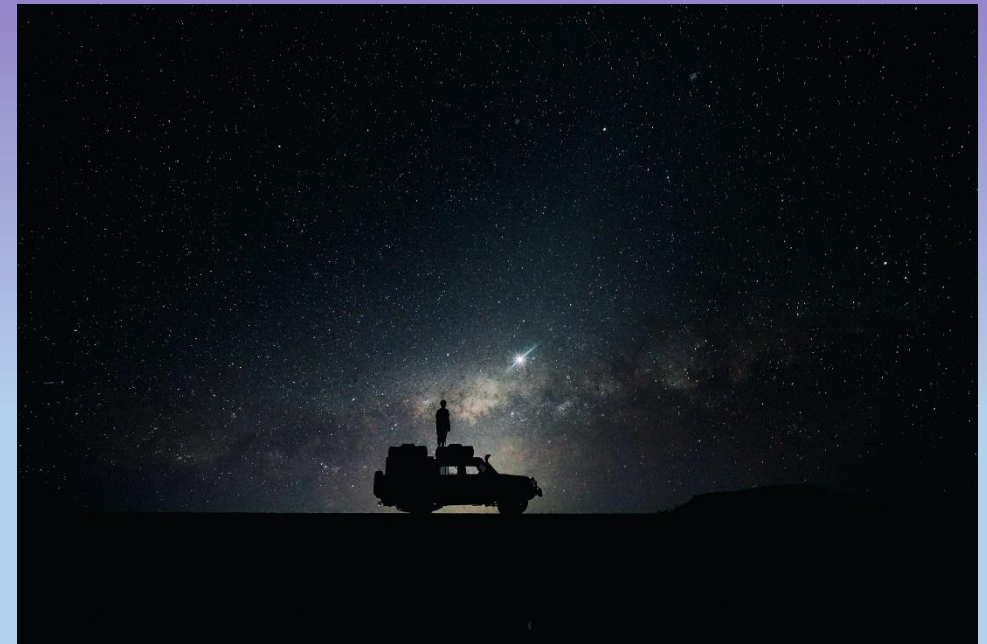


Jazzercise – the 80's precursor to Zumba!

Why engagement matters most of all in 2024

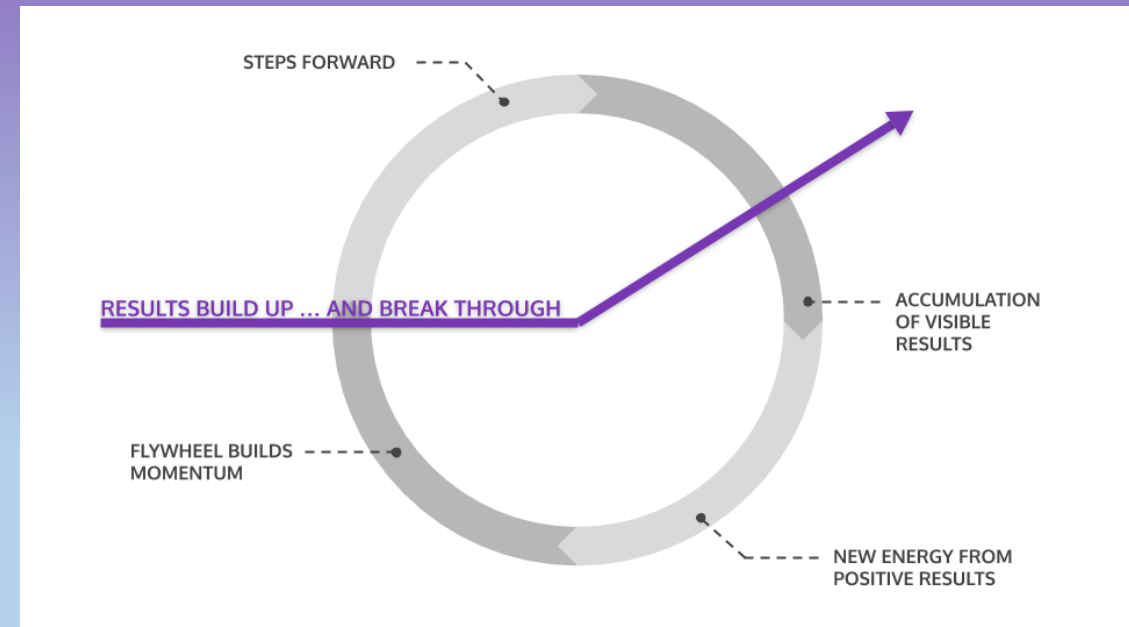
Change!

- New requirements from Yahoo and Gmail have challenged email marketers to adapt their strategies and tactics to maintain performance
- **We've been focusing our customers on engagement as their North Star**
- Engagement comes from direct action – a click, a conversion, etc.
- It's also a clear signal to the inbox providers that your content is wanted



With change comes opportunity

- Depending on your starting point, improving engagement can be likened to the flywheel effect
- Sustained effort is required to set things in motion, but once moving momentum is easier to maintain
- Tailoring your email marketing campaigns to be engagement-driven creates sustainable performance, positions you to be ahead of the curve in the face of future industry changes



Boosting Engagement Tip: Keep it Old School!

Clean Your Lists

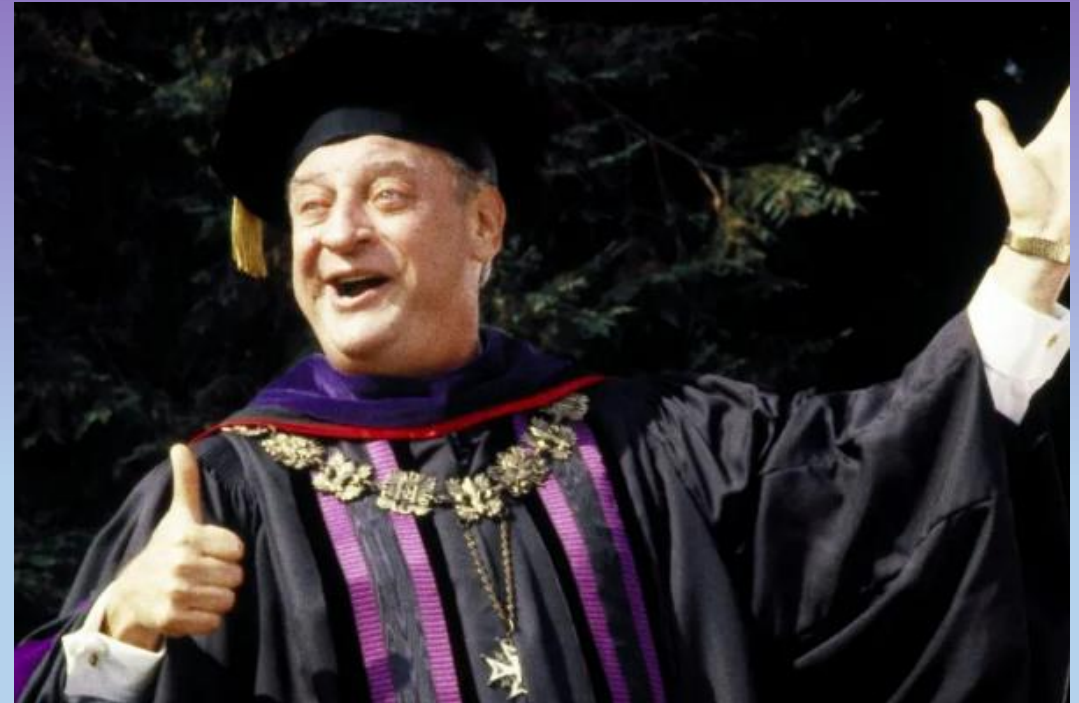
- Make periodic list cleaning a routine
- Validate new email addresses at the time of collection/import

Consent

- Always your best option for maximizing engagement

Segment Your Current Audience

- Who are your champions or loyal customers, your occasional readers, your never-clickers?



Back to School - 1986

Assessing Engagement



**Start where you
are. Use what you
have. Do what you
can.**

Arthur Ashe

Start Where You Are

- You are likely sitting on more insights than you realize
- Set aside time to conduct an assessment of your marketing activities
- Simply put, know what you know, don't know, and want to know.
 - What's working for you today?
 - What can be improved?
 - What are the immediate gaps or issues that you'd like to address?

Specific to email, here are some things to consider.

Over the last 90 days:

- Are your contact lists growing?
- How are your click and conversion rates trending?
- What type of email campaigns get the most/least engagement?
- Have there been any spikes in unsubscribes or complaints?

Use What You Have

- Data, you have data!
- Go a little deeper and you will learn a lot
- Take the time to establish a metrics review cadence, it's worth the investment
- This is an area where AI can absolutely help!
- Experience, you already know stuff!
- Whether you're a team of one, two or twenty, you have experience, industry knowledge and ideas to draw from
- Leveraging these assets to be curious and experiment will provide valuable learnings

Do What You Can

Combine your marketing assessment, and add your existing data and experience to identify your opportunities:

- **Immediate** – We can do this now without affecting other projects
- **Short-term** – Low effort, but requires some planning
- **Long-term** – More effort, detailed planning, may require budget and/or resource asks



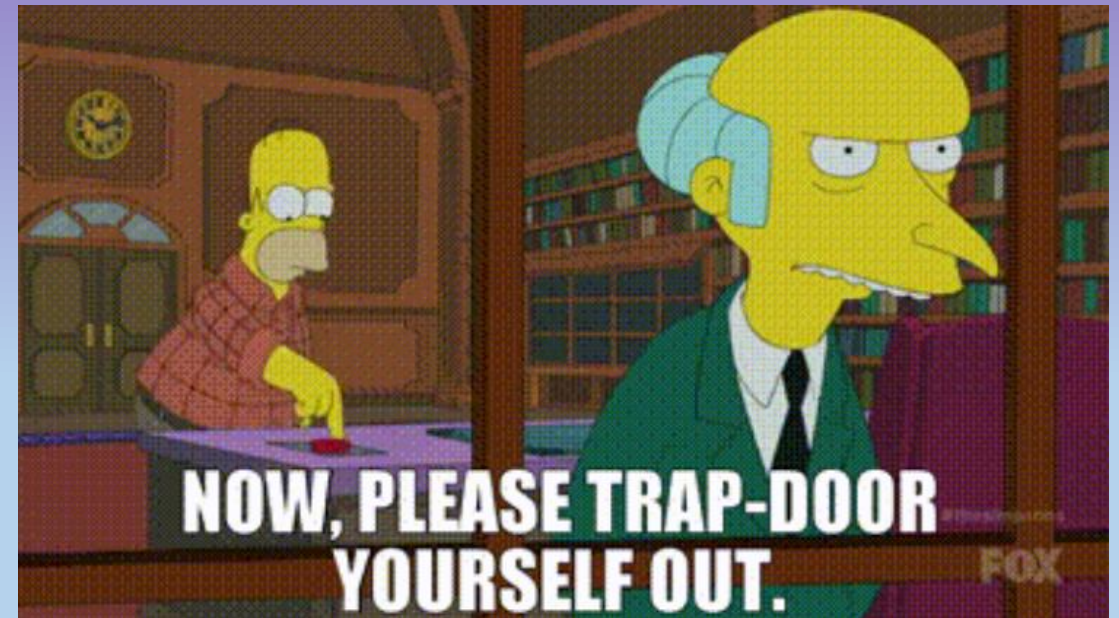
The A-Team – 1983

Common Analysis “Bias Traps”

Our approach (plus human nature) can sometimes hide valuable insights.

Here are a few traps to avoid:

- Small sample, sweeping conclusion
- Experiment expectations
- Bias confirmation
- Not enough data points, or in other words, a narrow lens



The Simpsons – 1989 - present

Boosting Engagement



“I don’t throw darts at a board. I bet on sure things.”

Wall Street - 1987

AI – Your Time-Saving, Super-Smart Assistant

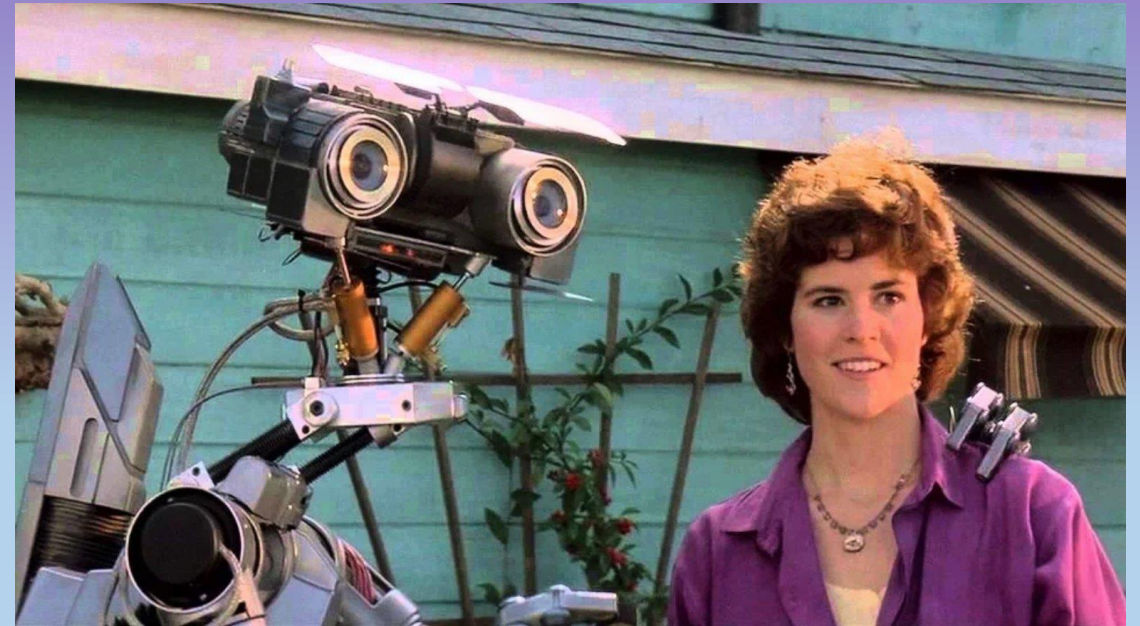
AI has practical and valuable applications that can directly influence engagement.

Data analysis and insights

- AI can quickly analyze performance data to find trends and anomalies
- It can go a step further by turning analysis into insights and suggestions that are actionable

Content creation

- AI can make content suggestions based on your current copy, or based on response to past campaign content



Short Circuit – 1986

Add New Data Points

It doesn't take much to add a lot of value if you choose the right data.

Example: Signals

New Subscribers

- What does their email engagement activity look like elsewhere?

Existing Audience

- Are your unengaged contacts active elsewhere?



Star Trek: The Next Generation - 1987

Use Complimentary Channels

Channels like SMS can boost email engagement by up to 30%.

- High open rates: SMS messages are opened and read quickly
- Instant communication: Allows for instant updates and is perfect for time-sensitive promotions
- ROI and cost-effectiveness: Suitable for businesses of all sizes & ensures a high return on investment

Engaging customers through multiple touchpoints boosts engagement on email and other channels.

- Consider web push notifications, chat, social messaging apps, whatever works best for your business and customers



Wall Street - 1987



“The future is what you make it, so make it a good one.”

Back to the Future- 1985

Thank you!

Any (easy) questions?