

September 2024

Know when it's time to break up
with your ESP and what to do

Break-ups are hard to do.

We are marketing evolutionists.

Empowering amazing customer experiences.

For over 25 years, our teams have pioneered the highest levels of email strategy and worked at the ground level needed to implement effective programs for thousands of companies.

We're the only vendor agnostic, end-to-end email agency in the space serving Mid-Market and Enterprise companies with class and precision.

Our values remain the same to be an **indispensable partner** to marketers that rely on email for success and help them replace the simple with the sophisticated with people that **care** about their aspirations.

Some of our great stories



We are email experts.



We **LIVE** Email

Many agencies say they “do email.” At RPE Origin, our team of email experts **LIVES** email everyday.

25+
YEARS OF EXPERIENCE

Experience

We’ve been recognized authorities in the space for over 25 years.



ROI

Companies need thought leaders to make email the highest ROI through a cross-vertical data-centric approach.



Serious Clout

You would be surprised the number of large agencies that use us to do their email strategy and design.



Psst...we’ve got the “secret sauce.”

We not only know the secret sauce of email, but we’ve pioneered it for thousands of companies.

Who's that guy **on the screen**

Ryan P Phelan CEO

For over 25-years, Ryan has created and led innovative marketing strategies for high-growth SaaS and Fortune 250 companies, including Canadian Tire, Capital One, Hewlett-Packard (Global), Skype, CenturyLink, Sprint, FedEx, BeachBody-P90X, and U.S. Bank.

His experience and history in digital marketing has shaped his approach on creating innovative orchestrations of data, technology and customer activation for clients of Adestra, Acxiom, Responsys, Sears & Kmart, BlueHornet and infoUSA.

A resident of Dallas, Texas, Ryan's background, experience and unique perspective have made him a popular keynote speaker and thought leader on digital and email marketing issues. He was named the 2023 ANA-EEC Thought Leader of the year and has built a library of thought leadership through blogs, white papers and presentations.





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The history of the email world

(in 2 minutes)



The First Age of Email: The Wild Wild West



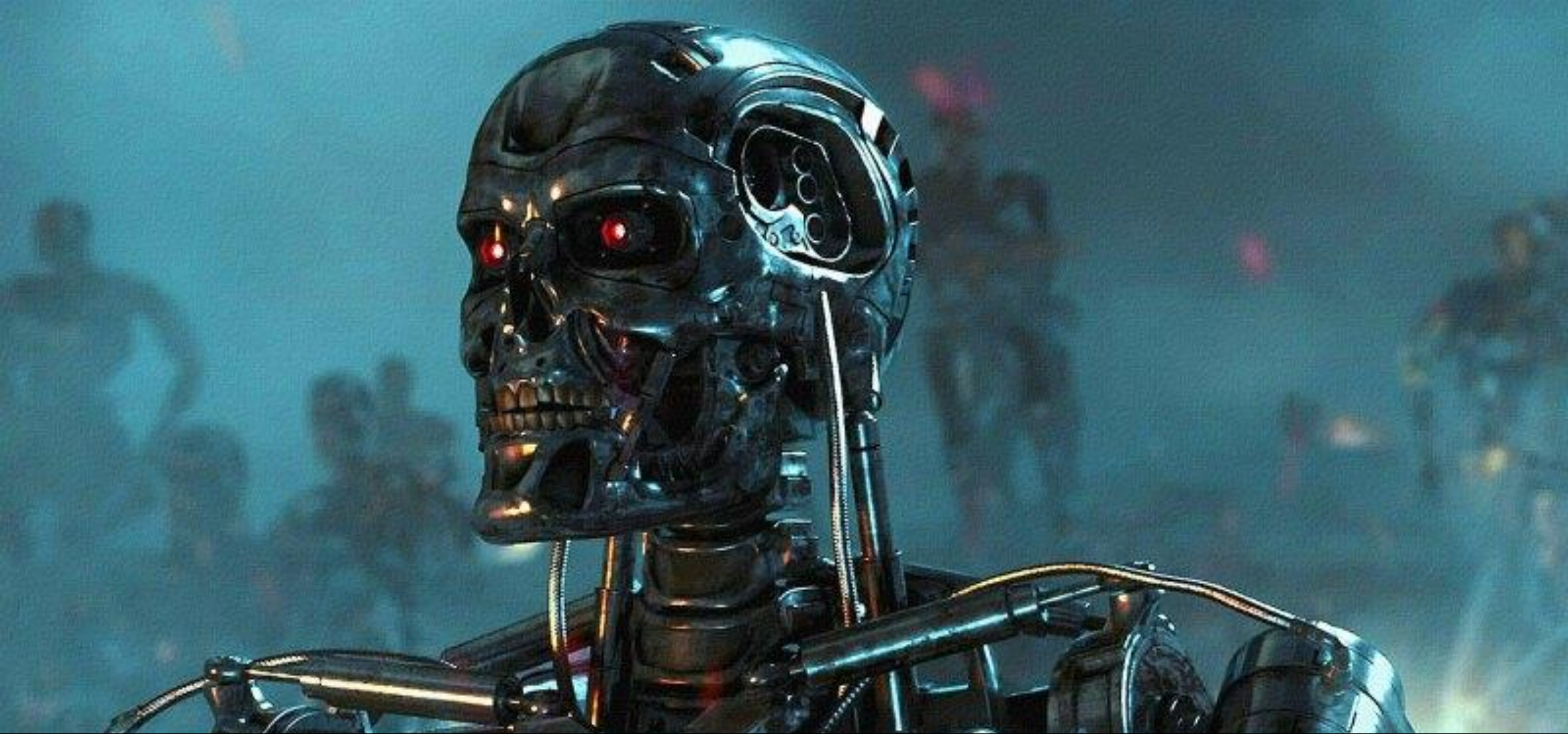


The Second Age of Email: The Rise and Fall of Innovation



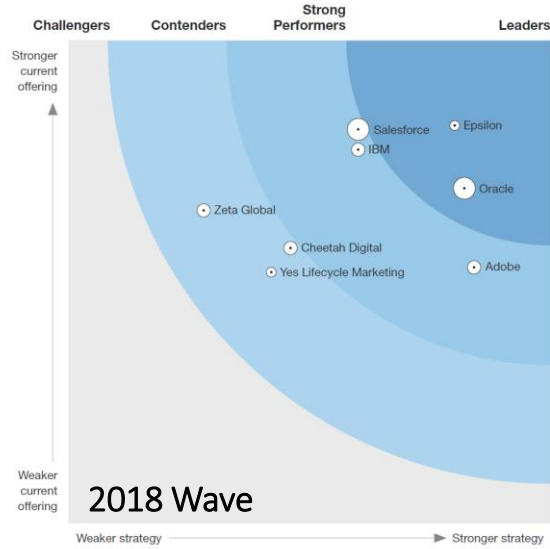
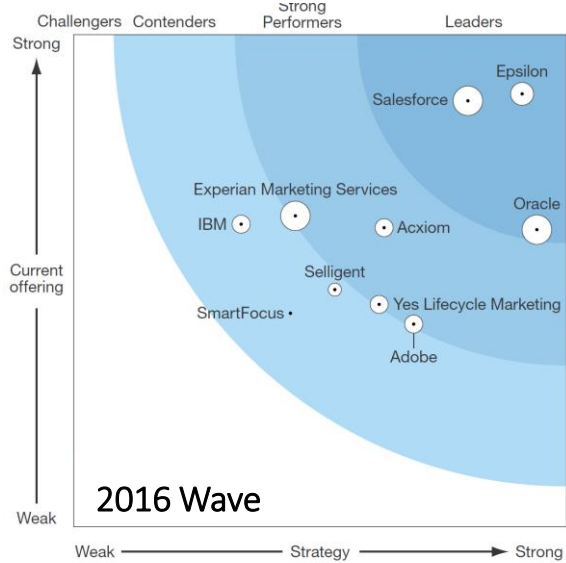
The Third Age of Email: Innovation Reborn





The Fourth Age of Email: The Rise of the Machines (AI)

Forrester Email Wave – 2016-2024



From the 2024 Wave

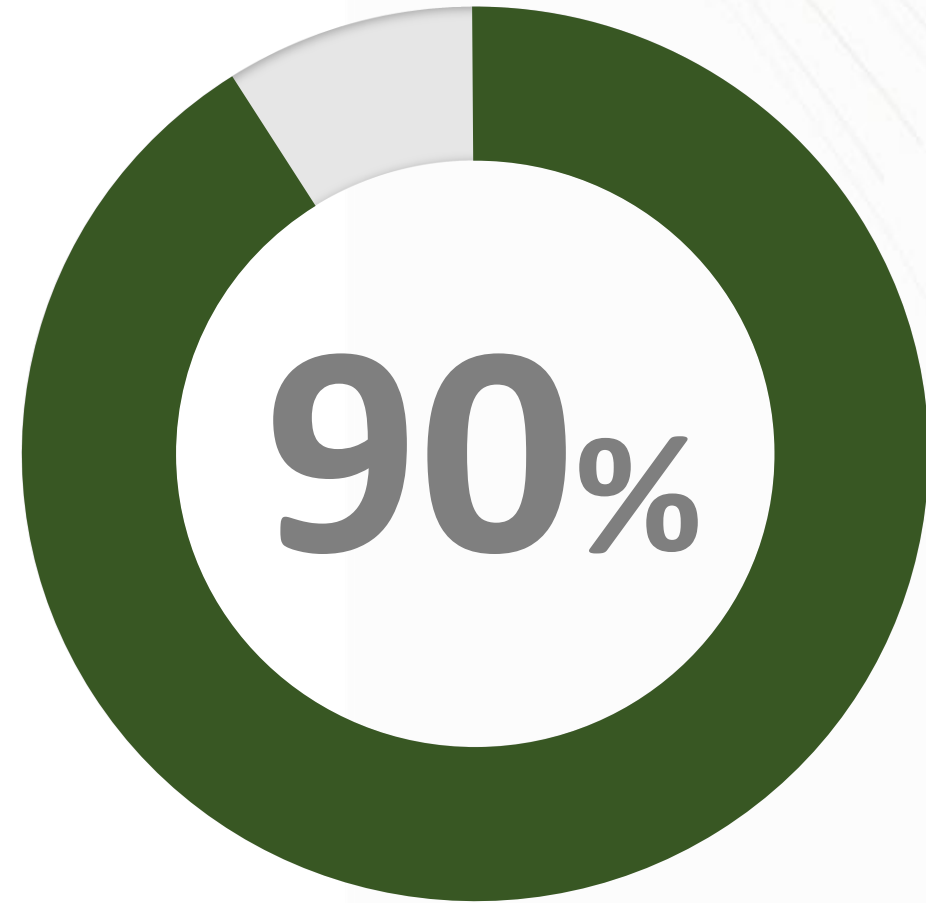
*“Most businesses are unable to accommodate rising consumer expectations through advanced experiences... **Mastering email basics is no longer enough** – it is time to renovate email marketing to get the most out of the intimate bond that email enables between a brand and its customers.”*

*A gray bubble or open dot indicates a nonparticipating vendor.



So, what's the difference?

In all platforms, 90% of the **functionality is the same**. Focus on the ease of use in production, and the 90% of **innovation**.



Signs it's time have “the talk”

All ESP's have a **maturation** in the market. These are some of the **indicators** that your ESP might be slipping.

- Lack of Thought Leadership
- No presence at industry events
- Roadmap fails to materialize
- No Customer Advisory Board
- Bugs, downtime
- Departure of multiple members of senior leadership
- Not keeping up with new innovations that actually make sense
- Price increases that are not incremental
- QBR's = Sales Pitches
- Your prohibited more than you're enabled
- Departure of cornerstone clients



Whitepapers

A comprehensive look at Enterprise companies' approach to MarTech Stack Change and advice on how to navigate the waters.

Available at

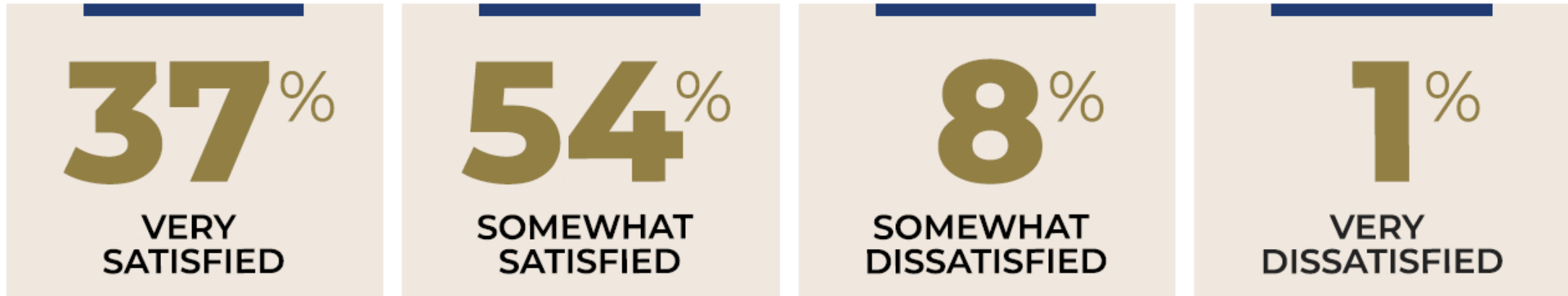
www.rpeorigin.com/whitepapers



Written in partnership with:



But, are you really happy?



Satisfaction being an ambiguous term, we generally work in a **Frustration Index**. This index is a measure of how much does your ESP limit, confuse, complicate or block your innovation.



Rationale to **move**

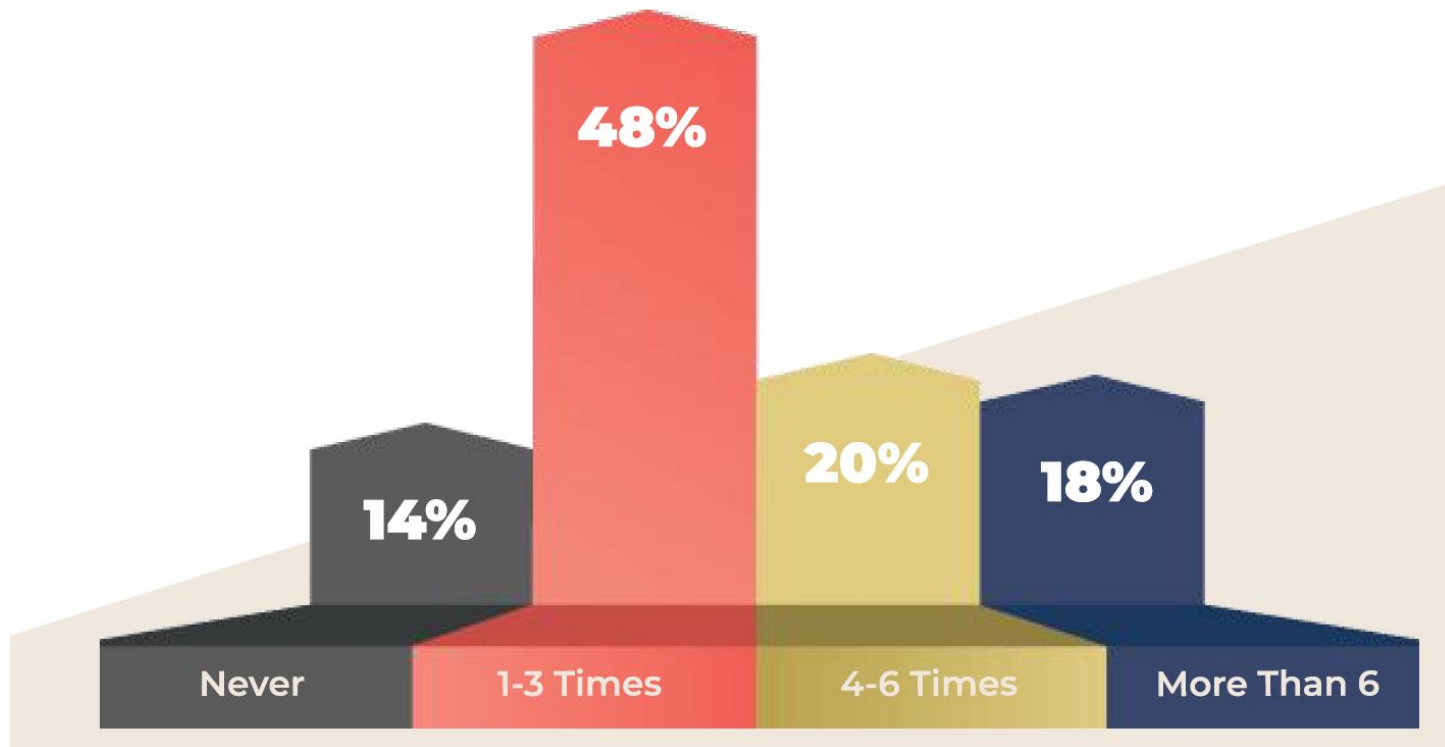
66% see innovation as the primary reason to move. That's because **we're getting more advanced** and laggard technology holds us back from our competitors.



No one knows **the pain...**

Regardless of your experience, every migration is different, complex and confusing.

How many times have you been through a MarTech Migration?



“Everyone hates me”

All MarTech change is
a journey through **utter
joy and desperation.**



Exposure Points We've Seen and Prevented Over 19 Years

Companies have risk exposure if migrations are not done through a disciplined approach that can last years and incur heavy capital expense. Many of these points have been actualized in other migrations that fail and force companies to move again.

1

Narrow view of platform constrains innovation and implementation.

2

BU Centricity instead of an Enterprise cohesive implementation.

3

Burn out based on already maximized utilization leads to attrition.

4

Hidden pitfalls that cascade over years in mitigation.

5

Lack of institutional knowledge on the proper process for a methodical migration.

6

Lack of knowledge on ESP tasks and management of company priorities.

7

Progress dependent upon the bandwidth of the ESP and BU's.

8

ESP does not hold the same sense of urgency as YOU.

9

At scale, time is not your friend as you can easily eclipse internal and platform innovation.

10

Not knowing what you don't know, at scale, will substantially increase costs and ROI.

The goal of a migration is to **reduce distraction** from the core business.

Get stuff done and do new stuff

Changing vendors is about new frontiers **and** about doing your job. All at the same time.

MANAGING DOWNTIME DURING MIGRATION

Migration Success Factors that Protect BAU

Current State

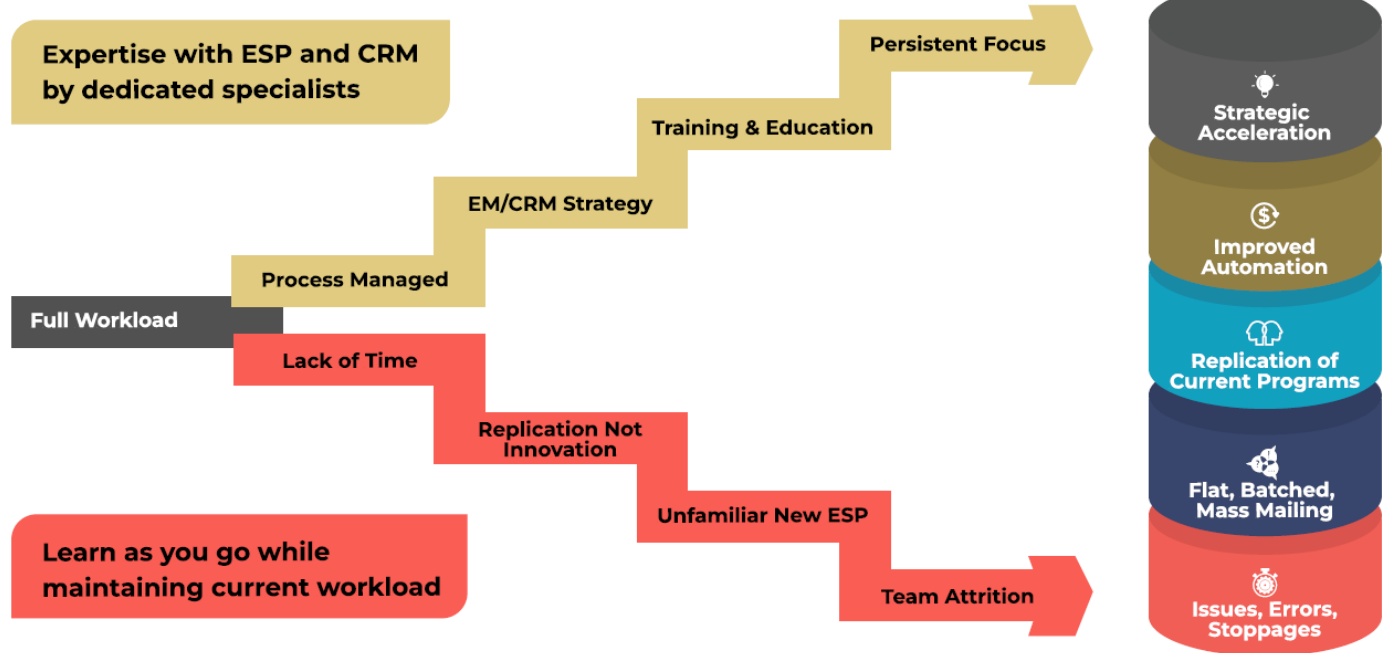
Teams and resources fully utilized

Path and Progress

Specialized resources support & elevate

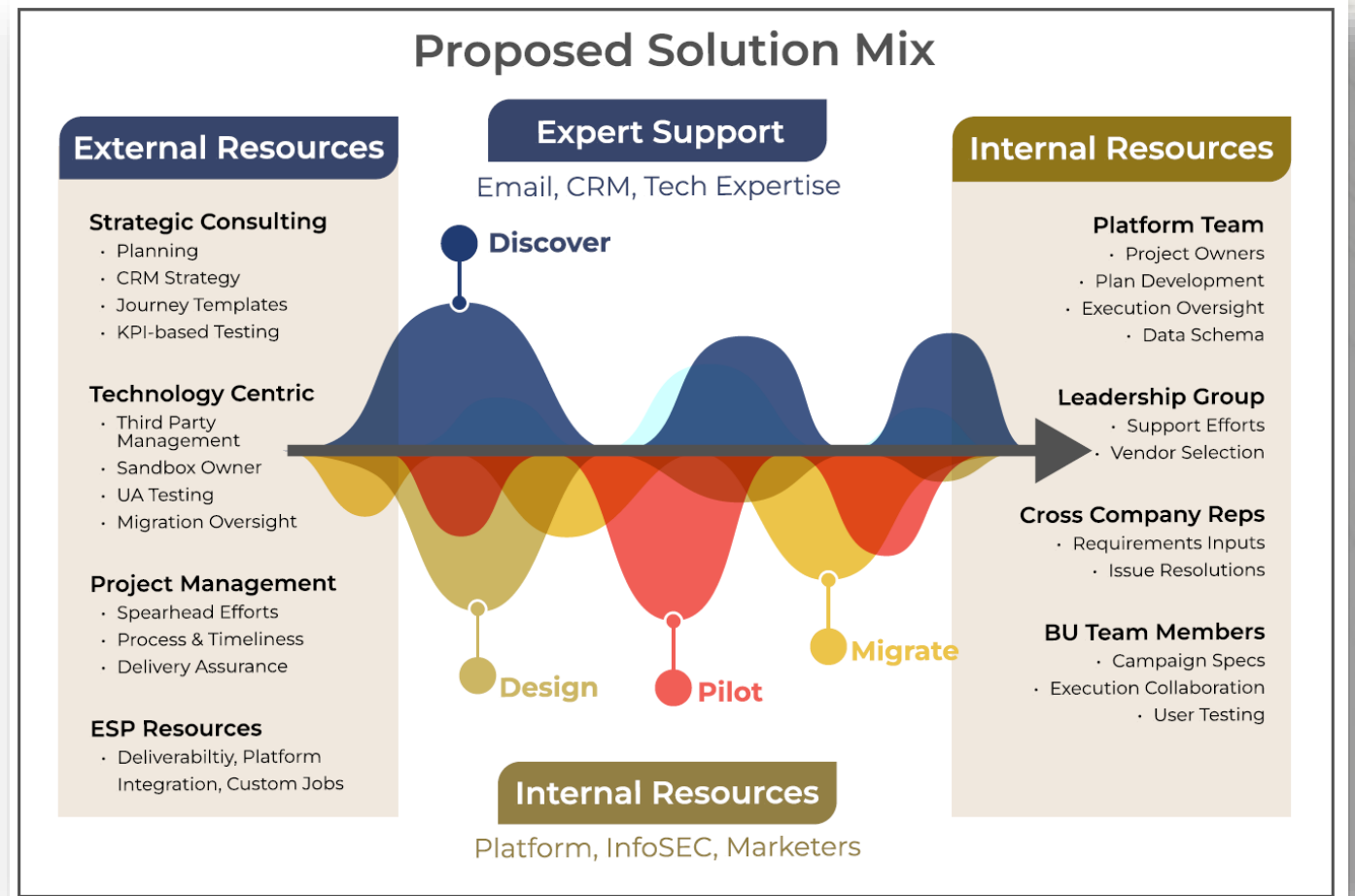
Migrated State

Goal is to hit the high mark



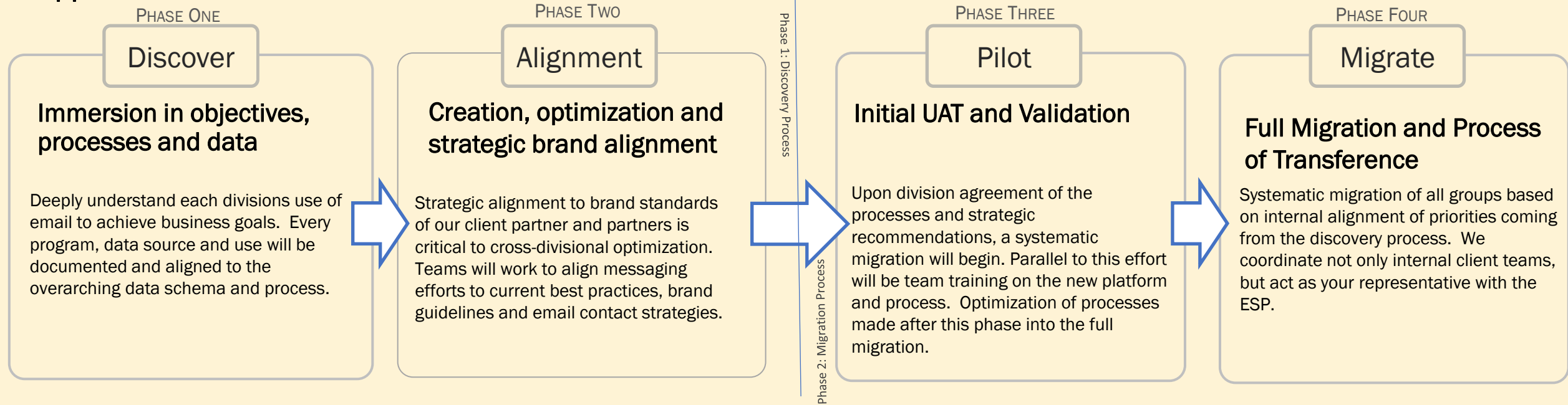
Migrations are hard

It's not about “lift and shift” but more about “lift and innovate” with change. This is why you change!



This is the way

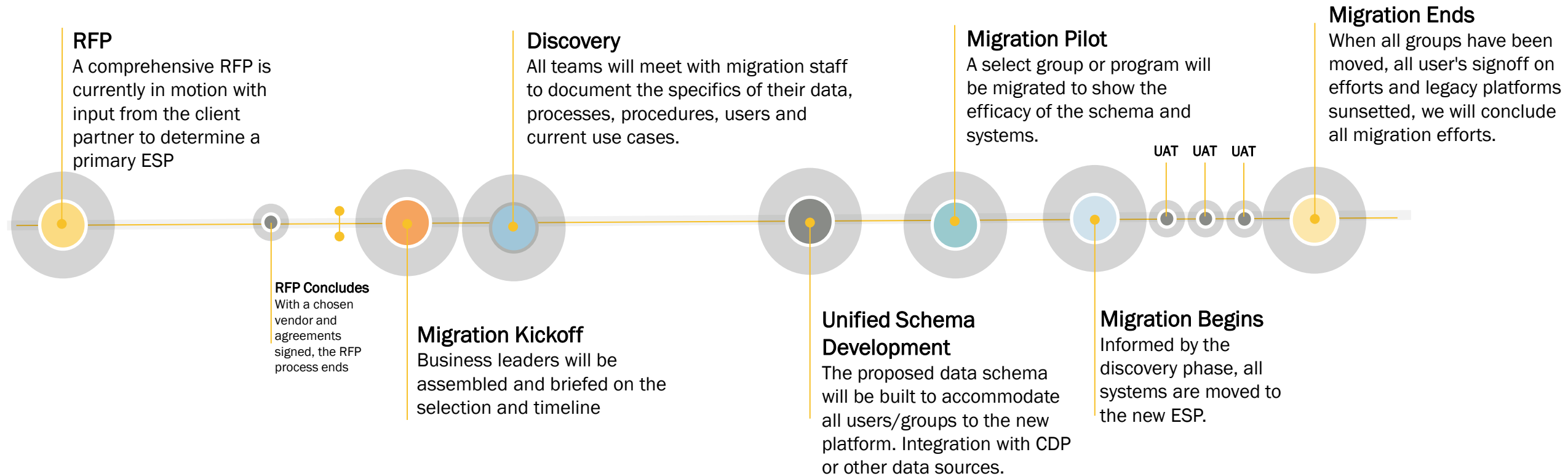
Approach:



Migrations are about moving everything **the right way** the first time. Now about pitching things over the fence to plug in like a power strip.



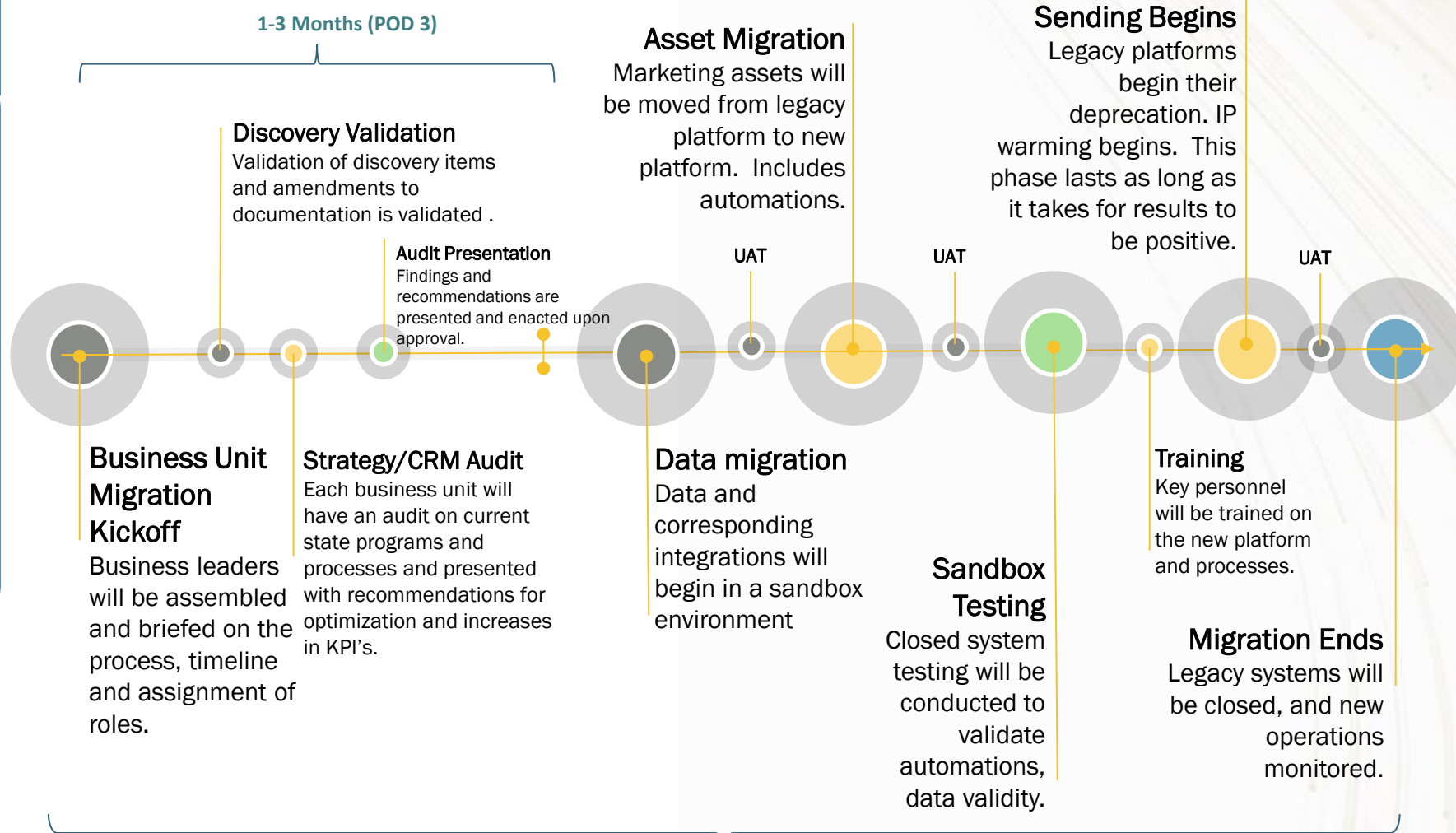
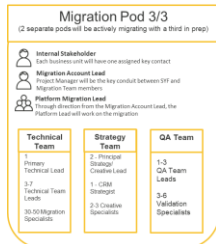
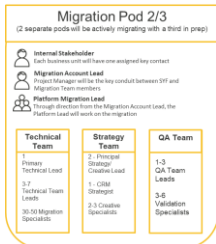
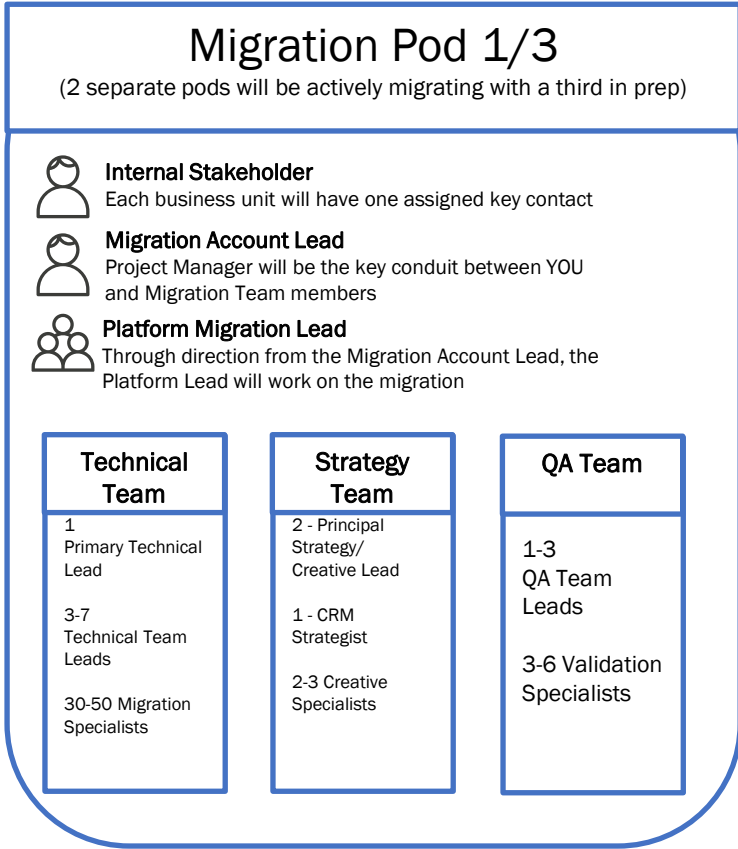
Typical RFP and Migration Process



In a perfect world, all migrations would **be this easy**



Complex Enterprise Migration Management



Support of internal BU's is critical to protect BAU goals due to the LOE



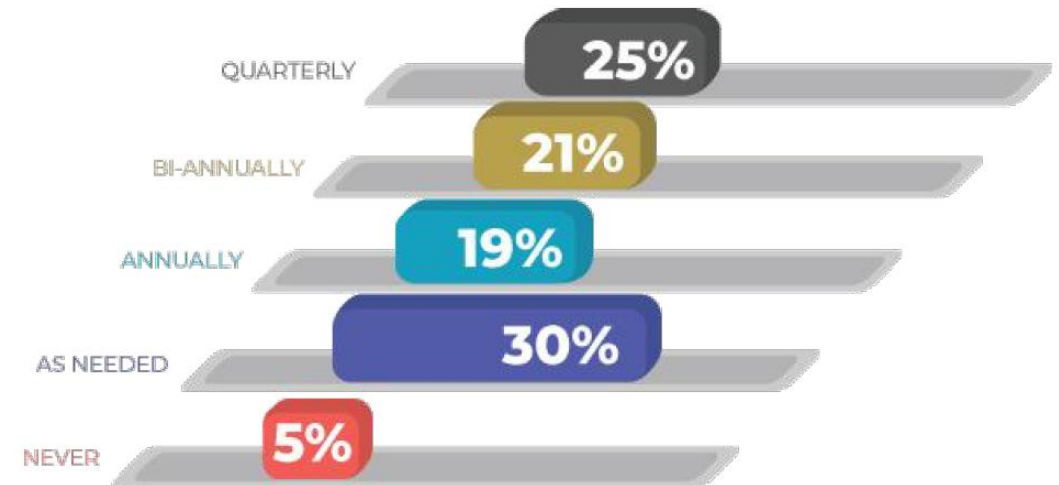
A person wearing a black hooded robe and a white mask with a screaming face (the Ghostface mask) stands in a dimly lit hallway. The hallway has several doors and is illuminated by recessed lighting. The person is looking towards the camera.

Don't be scared

Guide for Vendor Change

- Perform a regular tech audit
 - Based in Use Cases
- Consult the experts
- Read the Room
- Gather consensus
- Organize, organize, then do it a few more time
- Inclusive RFP
- Comprehensive Documentation

How frequently do you assess your marketing technology for potential updates?



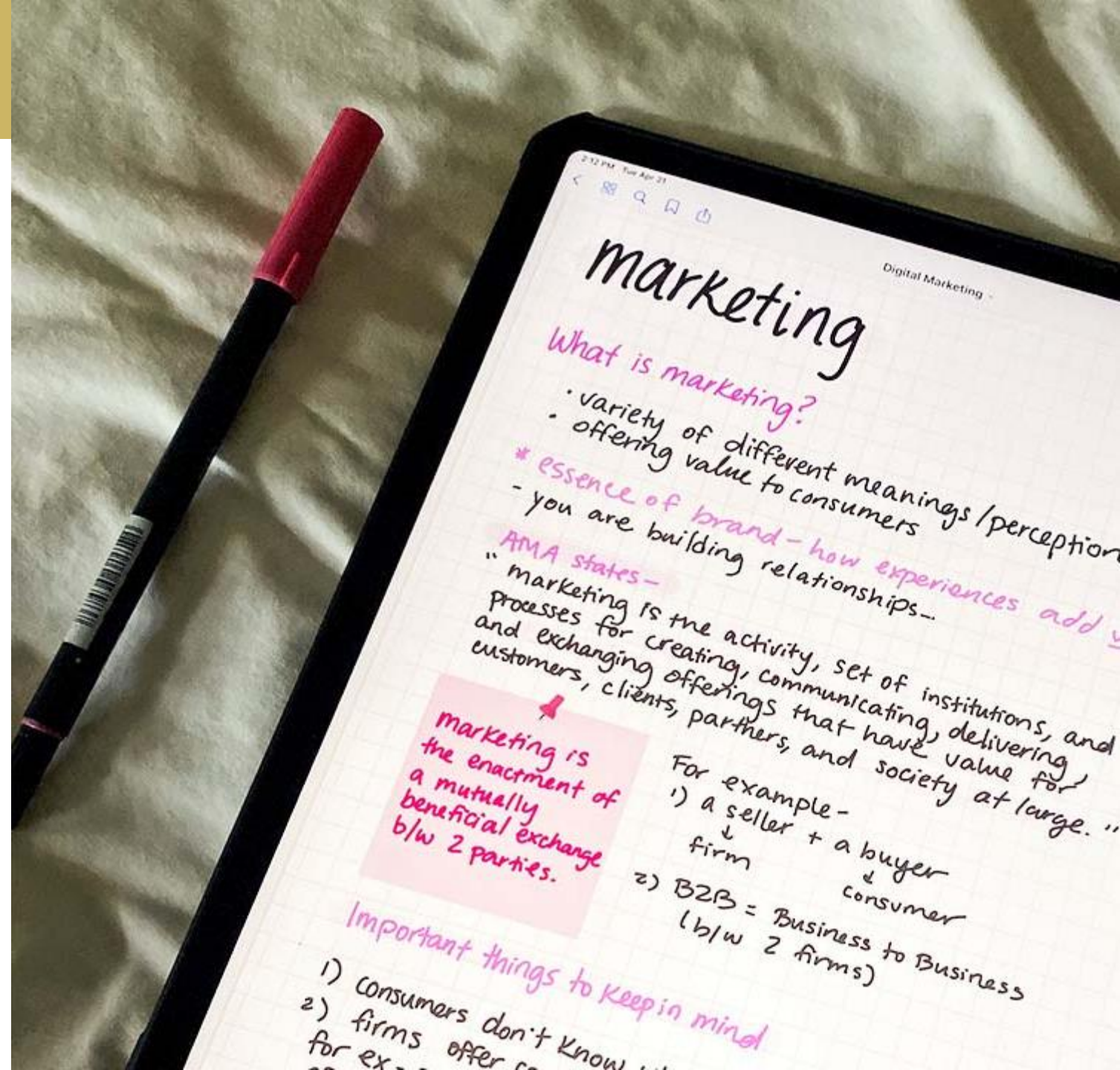


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Wrapping Up

Next Steps

- Start to talk to your team about your current vendor on a pro/con list
- Define what change looks like
- Do a tech audit
- Organize and gather consensus
- Hire Professionals





Thank you for your time

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