

Data Mixtape

Tracks That
Drive Conversions

data axle

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Tracks that drive conversions

The power of pairing Strategy and Creative to optimize email campaigns by leveraging data to drive creative decisions

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- 1 Spin data into chart-toppers
 - 2 Spot trends to keep emails fly
 - 3 Creative + strategy = fire
 - 4 Slam dunk case studies





Data Mixtape: Spin data into chart-toppers



What kind of data mixtapes are we talking about?

FIRST-PARTY DATA



DEMOGRAPHIC



ACCOUNT



LOYALTY



TRANSACTIONAL HISTORY

CAMPAIGN DATA



A/B TESTING



CLICKS



POLL / SURVEY RESULTS



CONVERSIONS



The persona playlist

Data writes personas.

Creative makes them sing!

▶ TARGET

Your highest value customers with creative that motivates them.

▶ SIMPLIFY

Your ability to target creative by grouping data points, rather than individual characteristics.

▶ VISUALIZE

Your target customer by using various attributes to bring them to life.



CREATIVE SPIRIT



TECH INNOVATOR



PROLIFIC PRODUCER



HOME OFFICE JUGGLER

A **rad** data mix tape includes:

Data Append



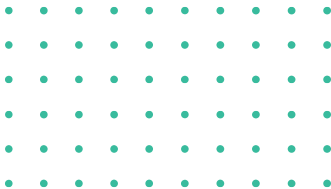
Partner with an external vendor to layer hundreds of additional consumer attributes to your data set.



Gain **insight** into things like online and shopping behavior, home ownership, income, presence of children, and so much more.



Verify the accuracy of your own data to make sure you have the most up-to-date customer lists.



Sample B2C Persona Portrait

Demographics

Age	44
Male Gender	59%
Married	65%
Child Present	23%
Income	\$94K
College Educated	42%
Professional Occupation	23%
Homeowner	82%
Home Age	41 yrs.
Avg. Home Value	\$218K
Mtge. Expense	\$1,250
Length of Res.	11 yrs.
Lot Size	1.52
Home Size	1,033

Super Clusters

Upper Crust	2%
High Fidelity	8%
Net Worth & Networks	19%
Picket Fences	12%
Maintaining a Balance	28%
Ways & Means	12%
Golden Years	6%
Debt Builders	10%
Hardscrabblers	3%

Predicted Behaviors

Annuities	71%
Real Estate Investment	65%
Donors PBS NPR	33%
Lean Conservative	58%
Financial Planner	62%
Heavy Vitamin	68%
Specialty Organic Food Store	11%
Heavy Online Buyer	17%



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**Data Mixtape:
Spot trends to
keep emails fly**



TREND #1

Do more with less

OVERVIEW

Economic uncertainty is causing brands to reevaluate budgets, creating leaner marketing teams.

WHAT YOU CAN DO

Automate Tasks

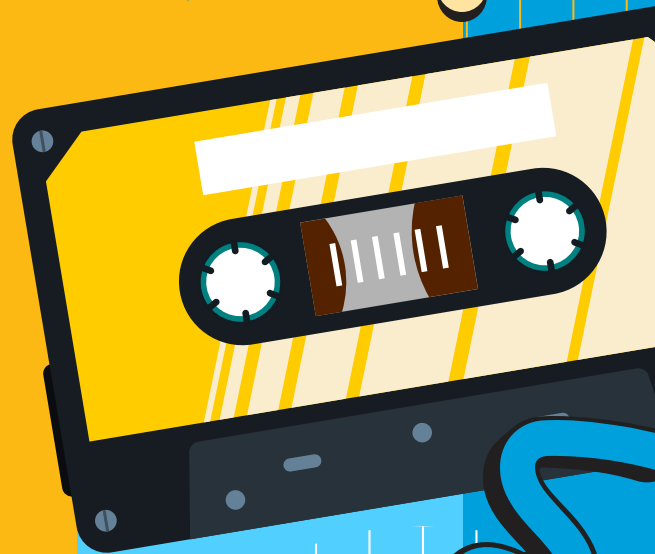
Re-evaluate your tech stack to take advantage of automation tools and triggered messaging.

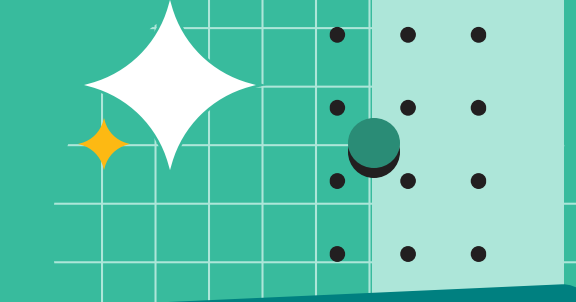
Repurpose Content

Create once. Use across multiple campaigns & channels.
Create a Content Library.

Outsource

Work with an agency that specializes in an area where you are light on skills or resources.





TREND #2

Embrace AI



OVERVIEW

With many free and inexpensive AI tools on the market, marketing teams are turning to these tools to improve efficiency. But can they replace humans?

WHAT YOU CAN DO

Use AI for Inspiration

Writer's block? These tools can help you get unstuck and ideate before you begin developing content.

Don't Forget the Human Element

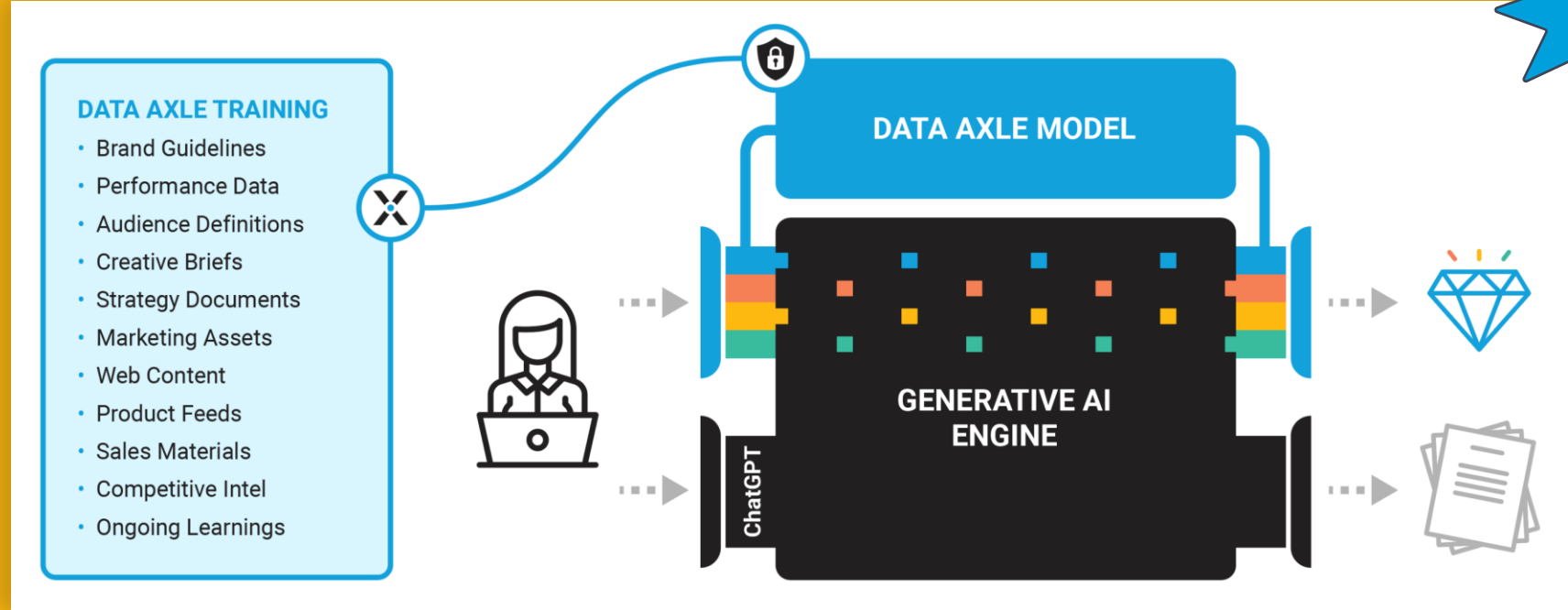
As good as some of these are, they can't deliver the brand nuances and key selling points the way you can.

Consider for Longer Form Content

AI tools can be a great way to kickstart your landing pages and other longer-form content types.

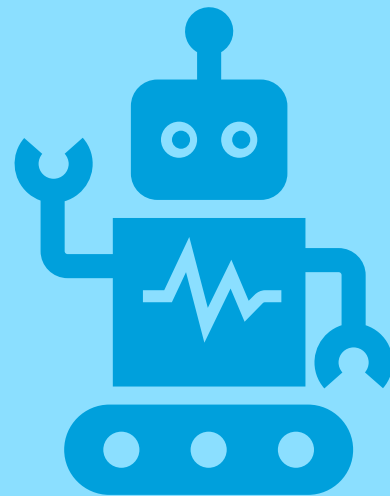
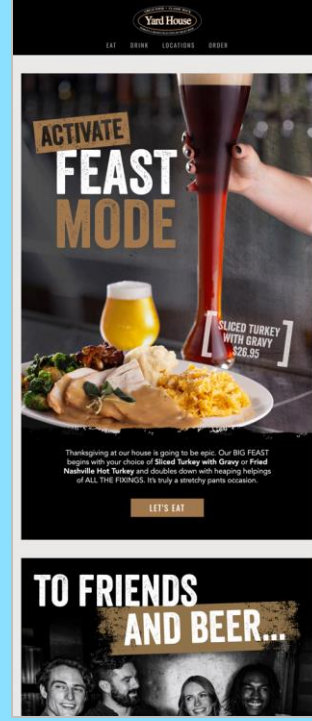
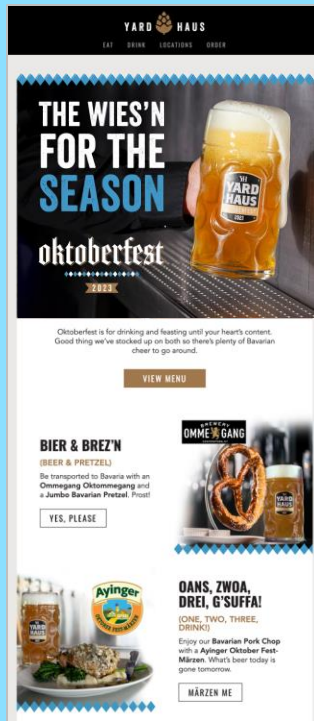
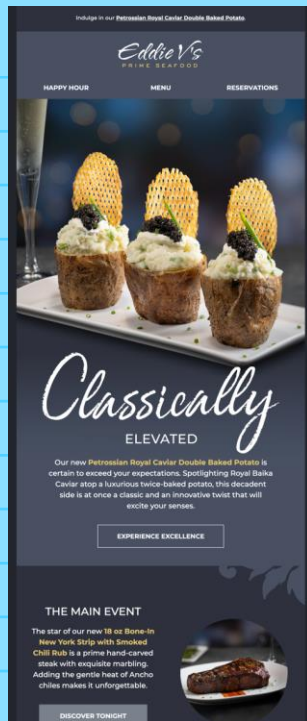
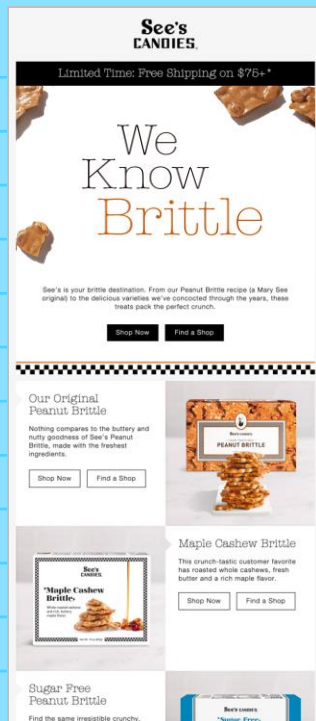
Use AI, but make it thoughtful

Custom-trained AI models ensure ownership, security, and tailored content



Let's Bring AI to Life

See's Candies and Darden Restaurants (Eddie V's, Yard House)



Mix Tapes Are Great... But Spotify's Better

10 Ways We're Using AI to Modernize Marketing

IMAGE MANIPULATION WITH ADOBE FIREFLY

Enhance, edit, and create custom images for campaigns and content.

PROOFREADING WITH GRAMMARLY

Ensure error-free copy across all marketing materials. Used by all members of the Data Axle Content team.

CONTENT BRAINSTORMING WITH AI WRITING TOOLS

Generate unique ideas for email, social media content, and ad copy.

SOCIAL MEDIA POST CREATION

Automate the creation of social media posts with AI-generated text, images, and hashtags.

MESSAGE OPTIMIZATION

Use AI to analyze and optimize ad and landing page copy for better performance and conversions.

VOICE-OVER GENERATION

Create AI-generated voice-overs for timing and proofing scripts for CTV and streaming audio ads.

TOPE OF VOICE EXTRACTION

Use AI to extract the tone of voice from existing material to maintain consistency in brand messaging.

CONTENT SUMMARIZATION

Employ AI to summarize large volumes of copy and extract key points for quick analysis and understanding.

AI-POWERED A/B TESTING

Automate or predict A/B testing of marketing assets like emails, landing pages, and ads using AI to optimize performance.

CREATIVE PERFORMANCE TREND ANALYSIS

Use AI to analyze performance metrics of creative assets to identify common elements in high-performing content, informing future messaging strategies.



TREND #3

Strategic SEO

OVERVIEW

Search engine algorithms continue to evolve and writing keyword-heavy content is just as important as focusing on the value of your content for your audience.

WHAT YOU CAN DO

Focus on the Audience

Stop cramming as many keywords into your content as possible; focus on engaging content.

Aim for Authority

The best way to improve your rankings is to become an expert on your topic, which will encourage high-quality inbound linking.

Evaluate for SEO Best Practices

Keywords and links are still important, but do this as a final sweep, not the focus.





TREND #4

Gen Z is Here

OVERVIEW

With Gen Z topping out at 28 years old this year, and spending more time online than any other audience, it pays to pay attention to this group of new potential customers.

WHAT YOU CAN DO

Meet Them Where They Are

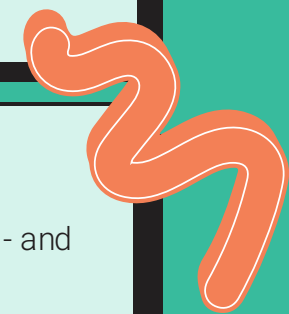
Social media platforms are where they spend their time - and so should you!

Pay Attention to the UX

Speed, ease of reading, clear CTAs, and scrollability are key for this audience.

Reevaluate Your Tone of Voice

"Business speak" won't work here - think conversational, storytelling, and authenticity.



TREND #5

Video Content is King

OVERVIEW

With the average user consuming 19 hours of video content a week (up from just 10 in 2018), focusing your resources on developing video content that engages is key to an effective content strategy.

WHAT YOU CAN DO

Get Your Plan in Place

Map out your video content calendar to pay attention to energy moments and promotions.

Repurpose Across Channel

TikTok, Instagram, YouTube, your website, and even Email can benefit from the same video content.

Don't Worry About Polish

A little polish is okay, but this is the place to let your brand personality shine. Keep it conversational and don't forget those Gen-Z'ers.



TREND #6

User Generated Content (UGC)

OVERVIEW

Controlling your brand voice is more complicated than ever, but embracing your brand ambassadors can be a big (and cheap) boost to your business.

WHAT YOU CAN DO

Macro vs. Micro Influencers

When budgets allow, paid partnerships can be worth it, but try smaller influencers for free promotion.

Play Into Self Promotion

See your name in lights! Create a contest for UGC submissions, use a hashtag, and offer placement in your emails or reciprocal social linking.

Work Across Channels

UGC content created in one channel can be repurposed in emails and other social channels.

TREND #7

Podcasts

OVERVIEW

With the number of podcast listeners expected to reach over 160 million this year, and the cost of sponsored ads relatively inexpensive, it pays to press play.

WHAT YOU CAN DO

Assert Your Authority

Not every industry is prime for podcasting, but if you've got something to teach, podcasts can help enforce your brand authority and create a conversation.

Advertising

Sponsored ads are relatively cheap. Aligning with podcasts that reach your target audience can help give personality to your brand - and buyers to your business.

Be Consistent

If you're investing in your podcast, aim for weekly content creation to keep listeners returning.



TREND #8

Storytelling

OVERVIEW

Storytelling can take many forms, but creating a tone of voice that is conversational, rather than all-business, will help breathe life into your brand and keep people reading.

WHAT YOU CAN DO

Show, Don't Tell

Rather than telling your readers what to do, use creative storytelling to show them what your product or service can do for them.

Repurpose Your Content

Use a multi-channel approach to reinforce your message & add to your story.

Invest in Good Writers

Nothing like poorly written, unedited, or flat content can destroy brand equity. Consistent, invested, experienced storytellers are worth the cost.





TREND #9

Dive Deep Into Data

OVERVIEW

The best way to get ahead of the competition and reach your goals of true one-to-one personalization is to focus on making sense of the astronomical amount of data you have available.

WHAT YOU CAN DO

Keep On Collecting

Evaluate your tech stack, use trackable links, ask for profile updates, conduct audience polls, data append, and A/B testing.

Invest in Strategy and Analytics

Whether it's in-house or outsourced, a dedicated data junkie should be a part of your marketing team.

Include Your Creative Team in the Process

Closing the loop on launched creative to share data insights will help your creative team learn and improve on every next iteration.

TREND #10

Hyper Personalization

OVERVIEW

86% of companies say they've seen a measurable uptick in response rates from hyper-personalization of content. Engaging your customers in a meaningful way will elevate your brand and increase response rates.

WHAT YOU CAN DO

Make Use of Your First-Party Data

First name is just the start. Preference centers have gotten more robust, and any data collected can be used to personalize your communications.

Recognize Engagement History

Thanking customers for a previous purchase, delivering on poll responses, and retargeting campaigns.

Create Personas for Further Personalization

Creating personas allows you to group large data sets to further personalize content and creative. Think city-dwelling dog owners vs. empty-nester cruise lovers.



TREND #11

Welcome to the Metaverse

OVERVIEW

Is it time to start building a virtual community for your brand? Maybe not, but some brands, including youth-oriented, fashion, and entertainment brands like Nike and Gucci, have been early adopters to this 3-D universe.

WHAT YOU CAN DO

If You're Gonna Do It, Do It Right

The metaverse can help you reach a global, influential audience, but only if your approach is entertaining and engaging.

Bide Your Time

The biggest adopters are Gen Z, who are already familiar with gaming in the virtual world. As they age, this new tech will play a big part in your marketing strategy—but not yet.

Start Planning

See what others are doing out there and take it for a spin. How could your brand engage in this meta world?

TREND #12

Email Works. Really.

OVERVIEW

Though social media has its place, email still reigns supreme when it comes to hyper-personalization and response rates—especially when combined with a cross-channel approach.

WHAT YOU CAN DO

Step Up Your Game

Think video content, testing, personalization, social integration, and storytelling. This isn't your grandma's email.

Get Triggered

Create it once, then let it run. Re-evaluate your trigger messages and see where you can add more personalized content.

Work With a Vendor That Knows Email

Email may be your least expensive, highest reward channel - and this goes for email agencies too.



Tracks to make emails fly

1

Create efficiencies through automation, repurposing content, and outsourcing.

2

Use AI tools like ChatGPT for inspiration, but don't forget the human element.

3

Boost your SEO rankings through content that engages first, then focus on keywords.

4

Reach Gen Z where they are with a social strategy that speaks their language.

5

Develop video content that can be repurposed across channels - no polish necessary.

6

Embrace UGC to build brand ambassadors and increase your reach across channels.

7

Press play on podcasts, whether it's with your own content or paid advertising.

8

Show (don't tell) with storytelling that illustrates how your product can help.

9

Invest in a data strategy to help drive your content decisions and improve your results.

10

Hyper-personalize your content to deepen your customer relationships and engagement.

11

Watch out for the metaverse and start planning for a 3-D future... in the future.

12

Double down on email as a part of your overall, cross-channel marketing strategy.





3

Data Mixtape:
Creative +
strategy = fire



How do I make **fire** data mixtapes?



Data +
Creative +
Strategy
= BFFs

Keep data and
strategy teams
involved during the
design phase

Hire designers and
copywriters with
data-driven
marketing
experience

Or work with an
agency that does
*(not-so-shameless
plug)!*

Take the time to
review results
together after
campaign launch

Celebrate your
wins together!





4

Data Mixtape: Slam dunk case studies



Low On Ink Series

H-P

WHAT KIND OF DATA?

- Triggered by data sent to HP from printer
- Series with increasing urgency for non-responders
- First name personalization
- Customized by color of ink that is low
- Customized with exact name of printer and link to purchase page

COOL STUFF

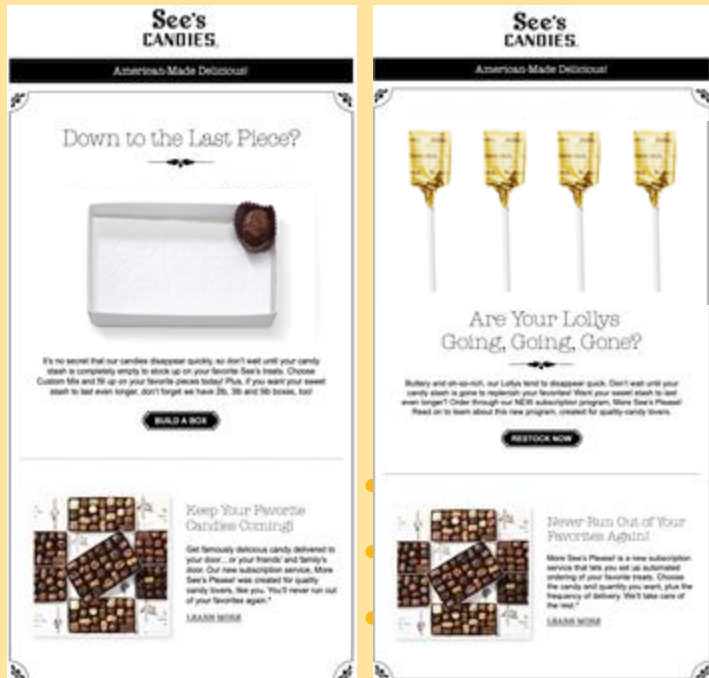
- Draining ink headline animation
- Color-specific ink flashing animation

SO, HOW DID IT PERFORM?
2.5x
TYPICAL CONVERSION RATE



Replenishment Emails

See's Candies



WHAT KIND OF DATA?

- Previous purchase history (What they purchased)
- Time of last order (When they purchased)
- Non-openers resend

COOL STUFF

- Vanishing candy animation
- Cross-promotion of subscription program (More See's Please!)

SO, HOW DID IT PERFORM?

2x Typical Conversion Rate
 $\frac{1}{2}$ the typical unsubscribe rate



Year in Review

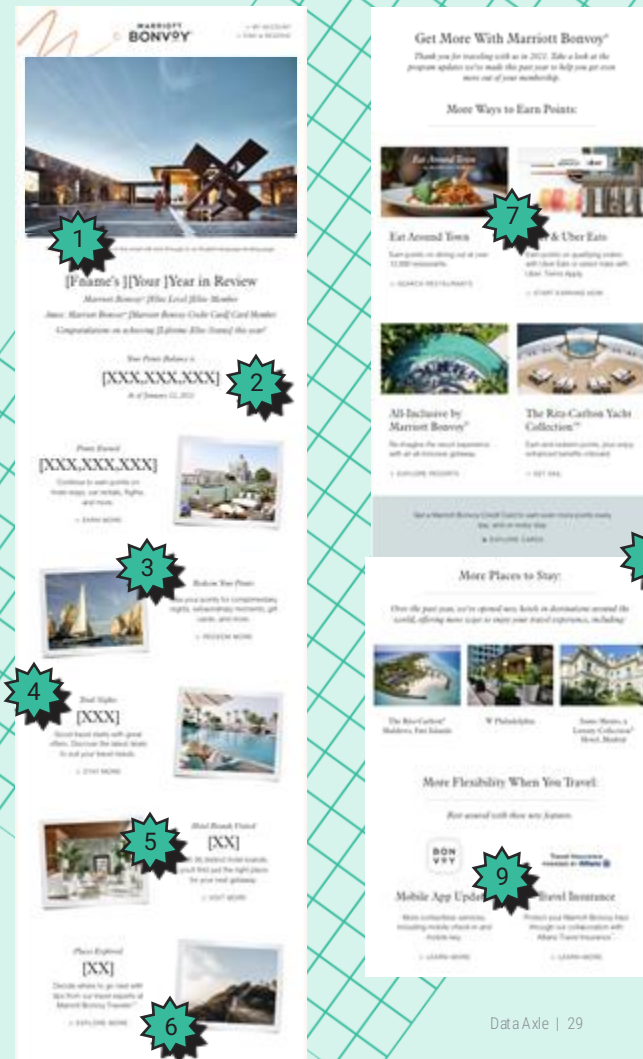
Marriott Bonvoy

WHAT KIND OF DATA?

1. First name personalization
2. Points balance
3. Points earned
4. Nights stayed
5. Brands visited
6. Places explored
7. Targeted partner offers (join vs. use)
8. Targeted credit card placement (cardholder vs. non-cardholder)
9. Targeted mobile-app placement (with app vs. without app)

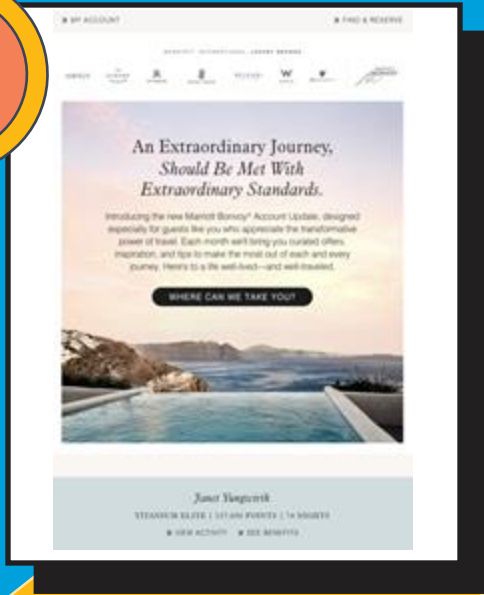
SO, HOW DID IT PERFORM?

2x CTR
Almost 3x Rev/Del

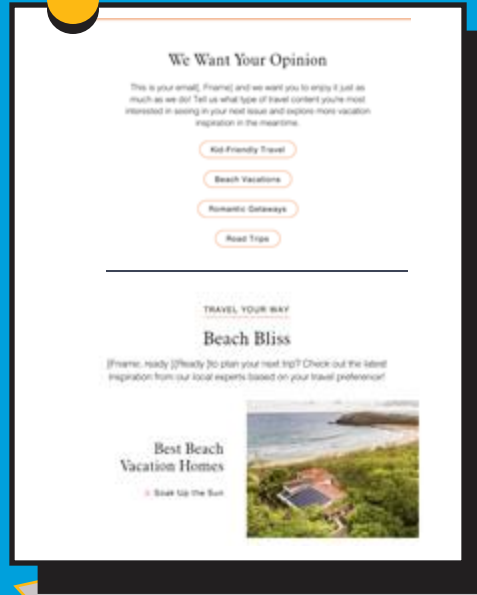


Never Stop Learning

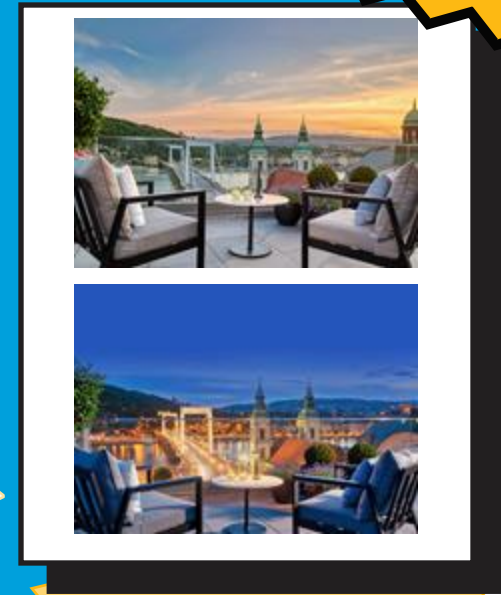
Marriott Bonvoy, the #1 Travel Brand, Goes a Step Above



Personas
The Luxury Explorer



Polls
Give Them What They Want



A/B Testing
Never Miss an Opportunity to Learn





Our mission is to help our clients establish and grow deep connections with their audiences



1,400+ talented humans



Core Values: Trust, Transparency, Tenacity



Compiler of both Business and Consumer information since 1972



Empowering businesses and service providers with invaluable data and services for marketing, analytics, and seamless consumer experiences

Market coverage from small mom and pops to enterprise organizations



Strategic emphasis on capturing data from hard-to-find small-to-medium-sized businesses across the USA

MAX HEADROOM

Thank you

Scan the QR code to
receive a free email
series (what is this?)

