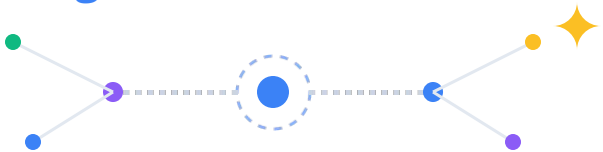
ENTERPRISE EMAIL

Conquer Channel Saturation when Everything is a Top Priority

Stop Competing with Yourself: Manage Email Congestion Across the Customer Journey



Charly Heredia

Sr. Director,
Marketing & Campaign Ops













docusign

Why enterprise business loves email









Why enterprise business hates email

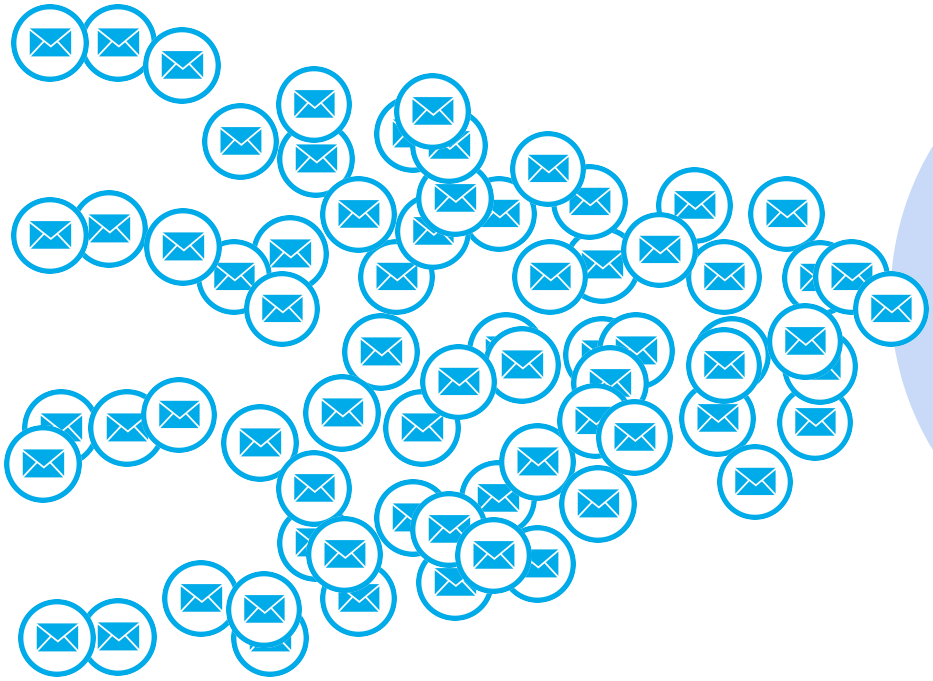
Events

Onboarding

Webinars

Product

Promotions





Simple Solutions in Concert

Usable Dimensions

Leverage all of the aspects and flexible factors of a digital channel.

Hierarchy of Initiatives

Consider how “importance” can be a flexible and nuanced concept.

Orchestration Framework

Maybe everything IS important! But not to everybody at the same time.

USABLE DIMENSIONS

Expand the Channel

Email Real Estate

Available space in an email, varying levels of prominence, give the customer options.

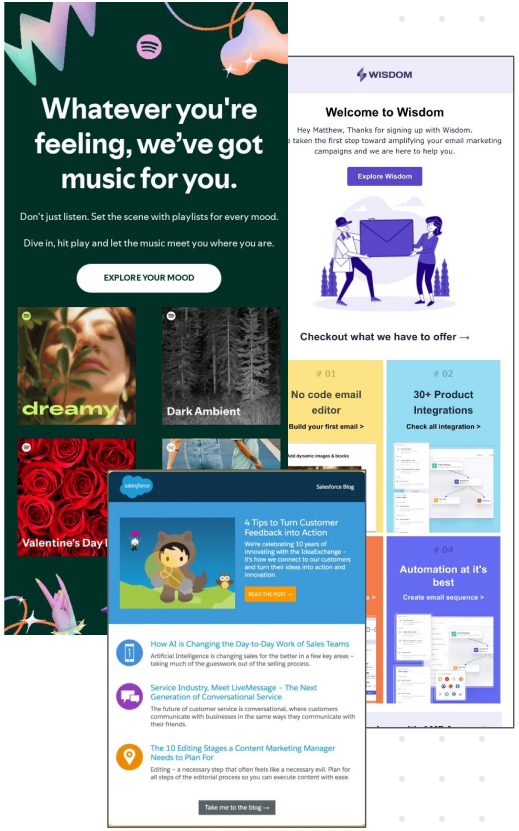
Primary Placement

Feature

Feature

Supplemental Placement

Supplemental Placement



Email Real Estate at Scale



USABLE DIMENSIONS

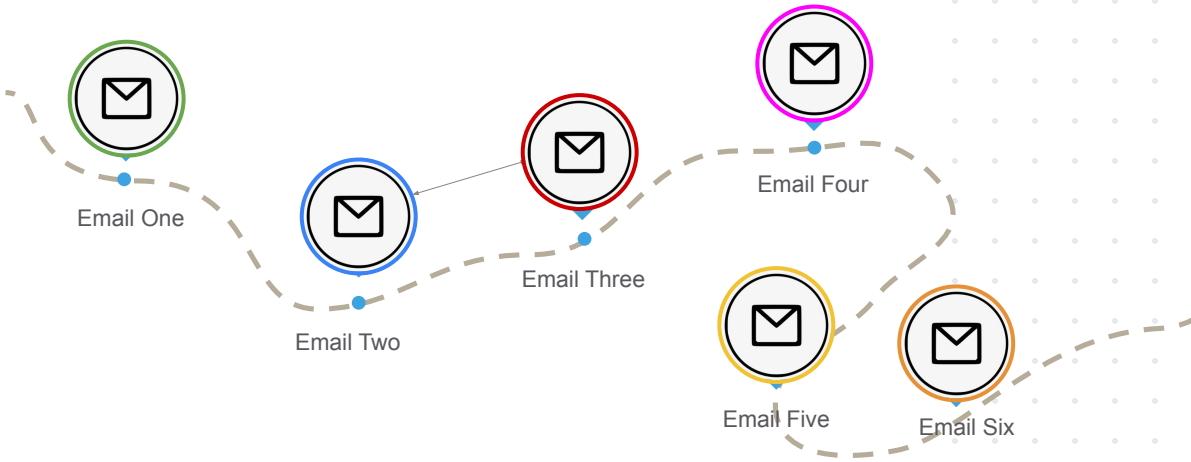
Expand the Channel

Email Real Estate

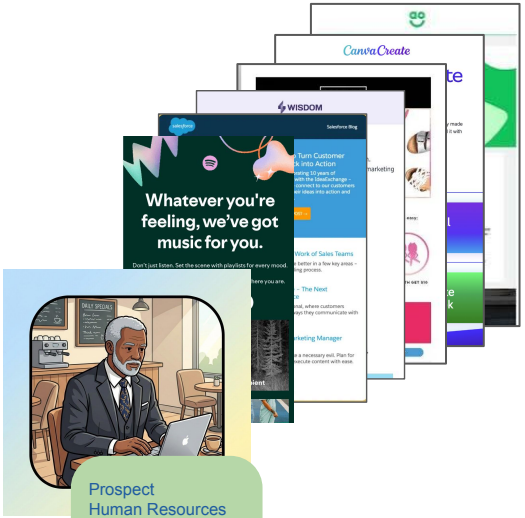
Available space in an email, varying levels of prominence, learn from the customer.

Time

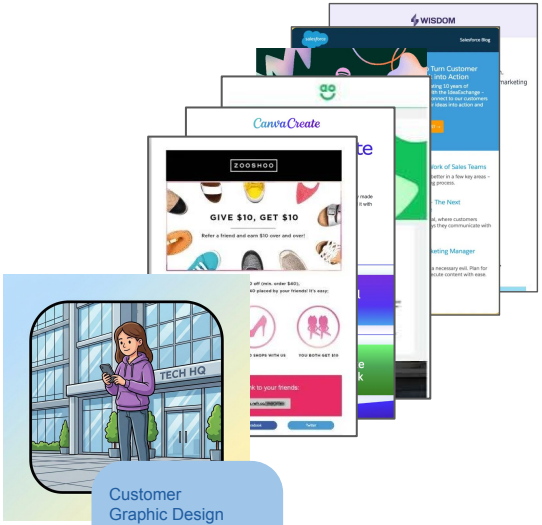
Consider the use of time as an infinite amount of channel expansion.



Deliveries x Real Estate x Time



Prospect
Human Resources
Manufacturing
SMB
General Mgmt
English



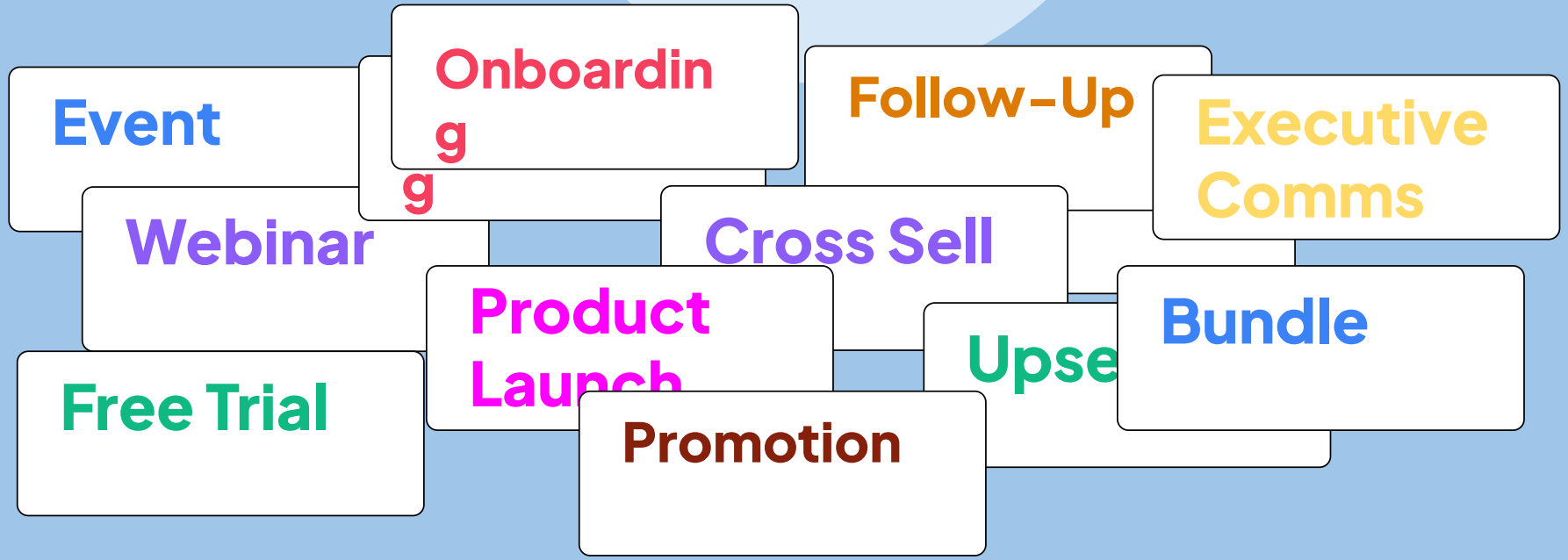
Customer
Graphic Design
Financial Services
MMGB
Marketing
English



Prospect
Executive
High Tech
EBU
Data Analysis
French

HIERARCHY OF INITIATIVES

What is most important, and when



AUDIENCE FRAMEWORK

Framework based on activity

Your audiences are not all the same.

01 TIER A

Clicked webinar ad

- Webinar
- On-Demand
- Event
- Ebook

02 TIER B

New customer

- Onboarding
- Product Launch
- Promo
- On-Demand

03 TIER C

Prior Attendee

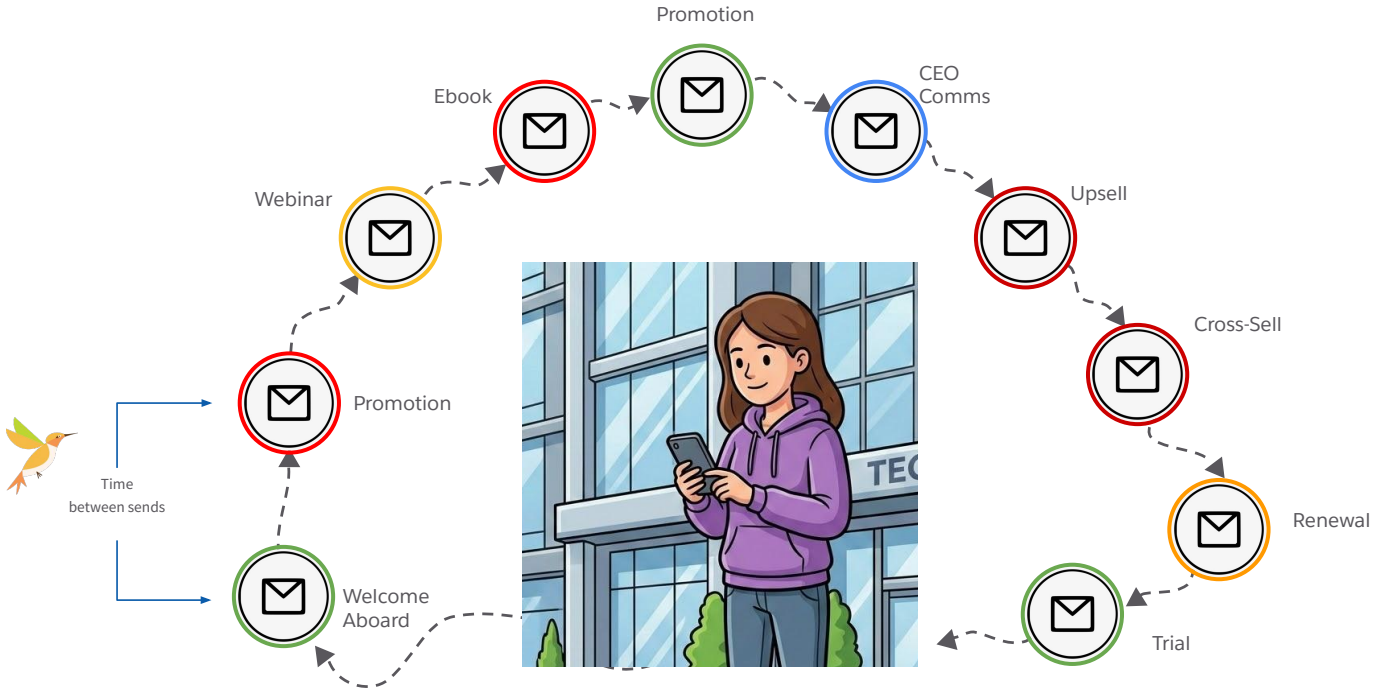
- Event
- Webinar
- Product Launch
- Upsell

04 TIER D

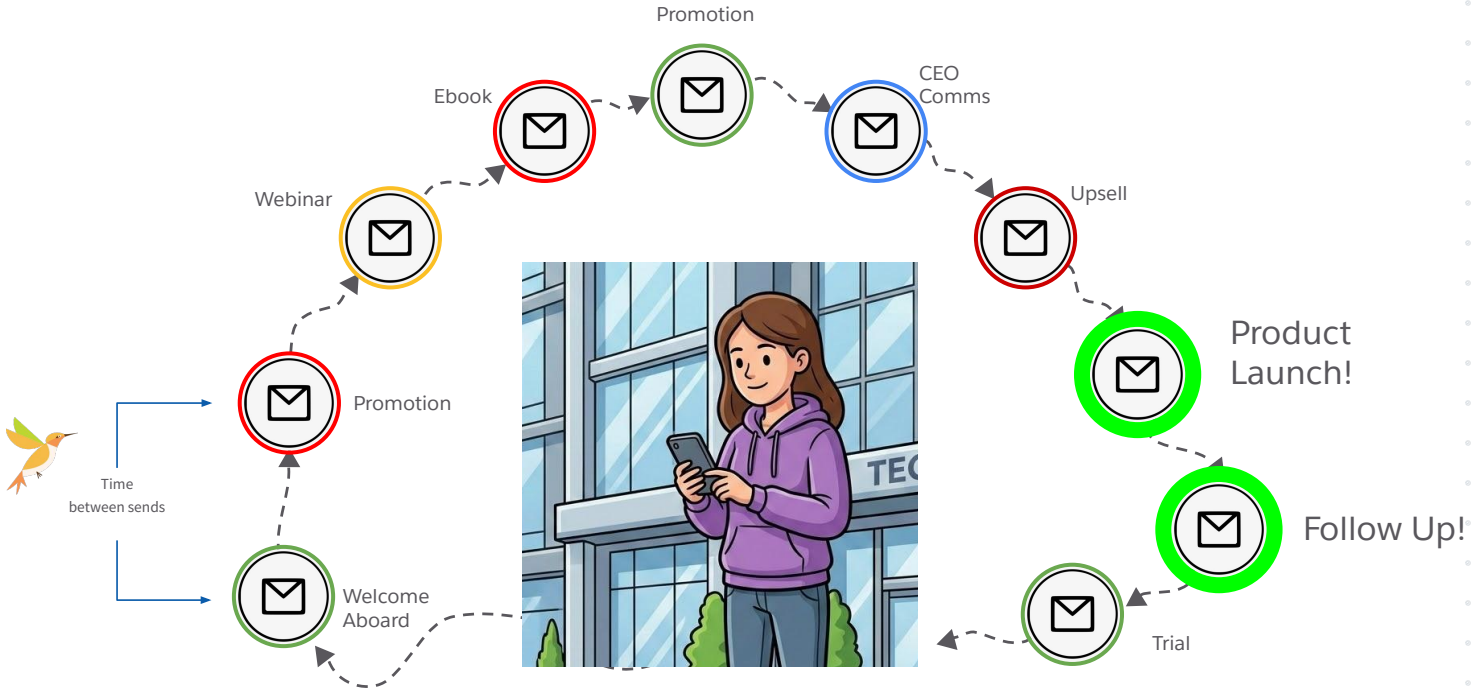
Renewal

- Retention
- Product Launch
- Promo
- On-Demand

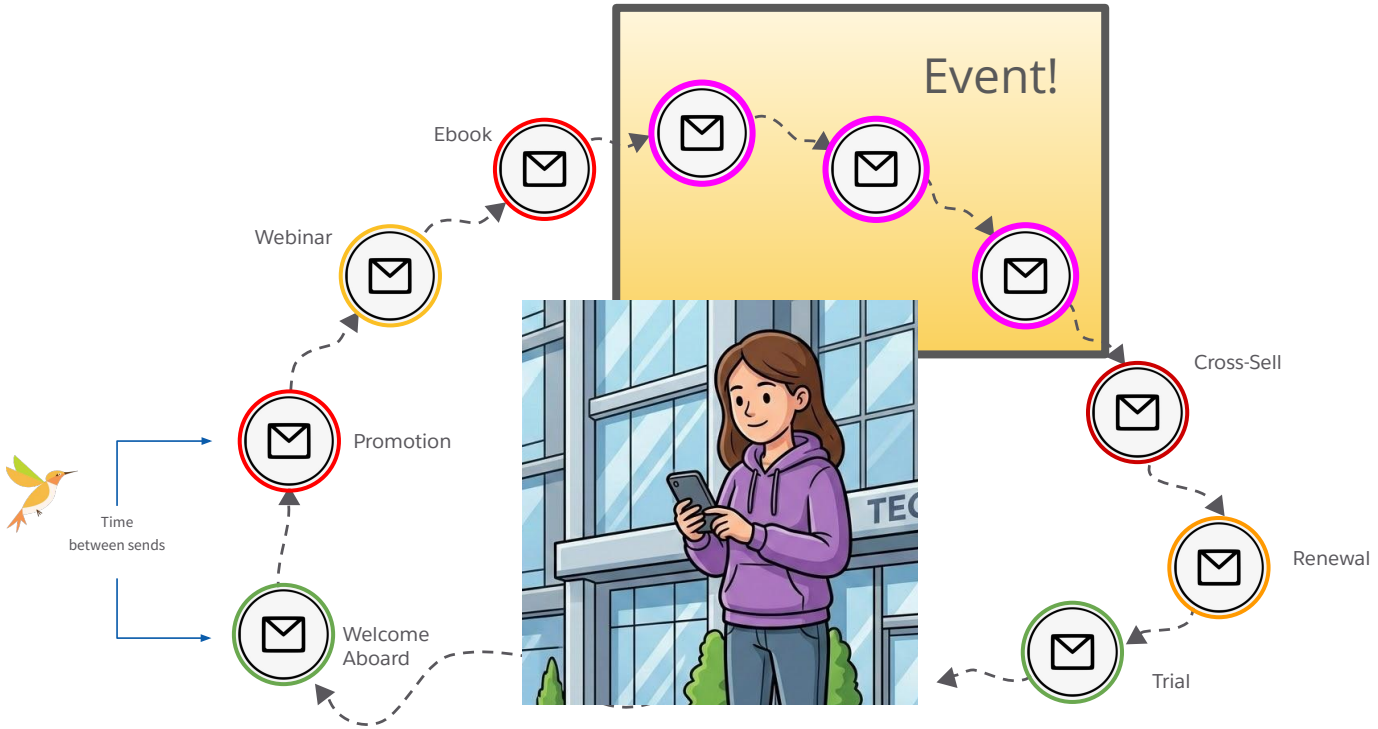
Orchestration in Motion



Orchestration in Motion



Orchestration in Motion



Recap of Pillars

Usable Dimensions

Leverage all of the aspects and flexible factors of a digital channel.

Hierarchy of Initiatives

Consider how “importance” can be a flexible and nuanced concept.

Orchestration Framework

Maybe everything IS important! But not to everybody at the same time.

Benefits of smooth content traffic control

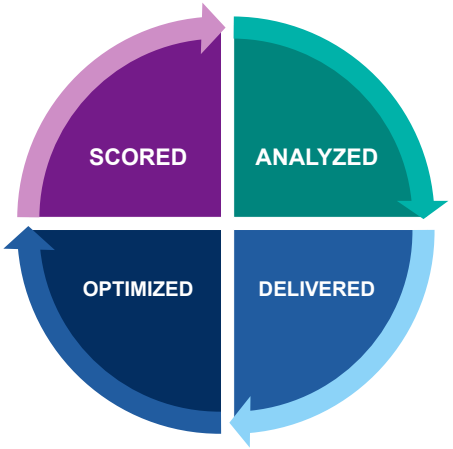
Engaged Customer



Happy Business



Closed-Loop Optimization



Thank you!

