# 8

# Stories of Email Success

Marketing Cloud Customers Creating
Email That Delivers
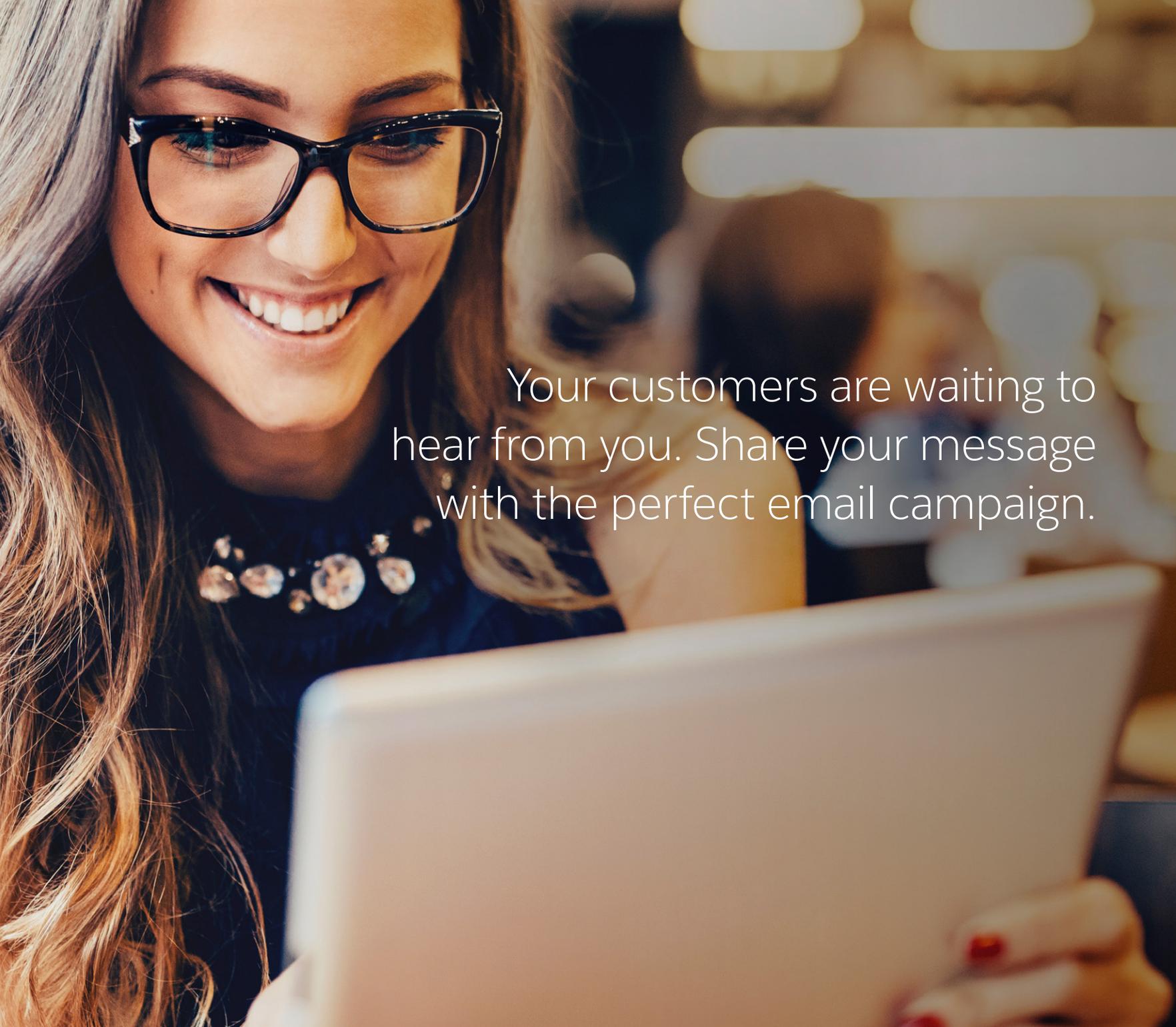
salesforce marketing cloud

Your customers are waiting to hear from you. Share your message with the perfect email campaign.

Email is still the most powerful digital marketing tool, but your customer's inbox is cluttered. Standing out can be a challenge. Salesforce Marketing Cloud offers the solution.
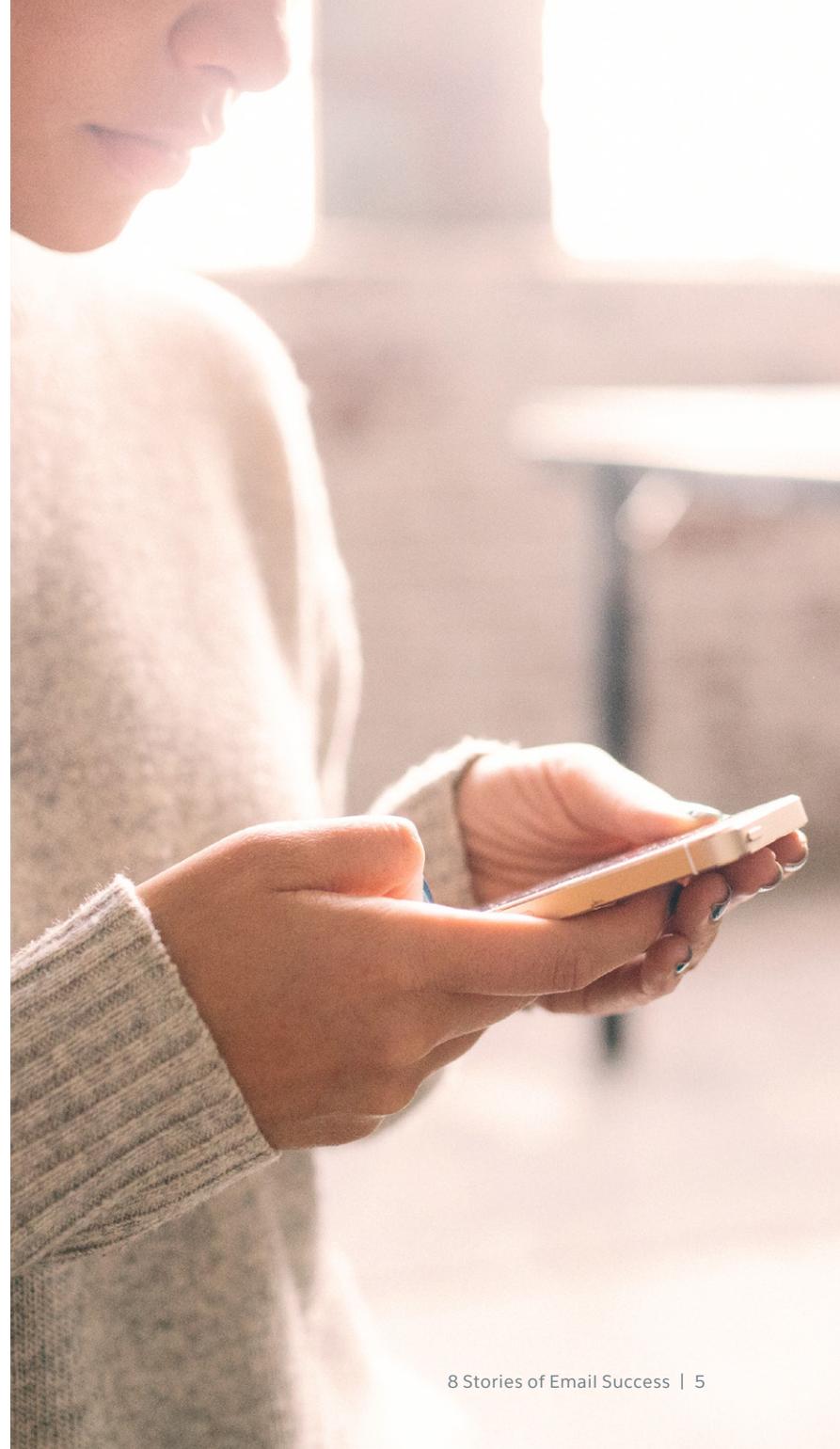
Creating personalized, engaging content is key to a successful email strategy. In these pages, eight Marketing Cloud customers share stories of success with their unique approaches to email.

# Contents

The customer journey with your brand should build a real connection – and it can.

# Create content and campaigns.

Engage your audience.

A strong subject line can enhance email open rate, but customers are more likely to read and engage if the message's content is relevant to them. Marketing Cloud customers Entertainment Benefits Group and Grammarly captivated their subscribers with innovative content and original campaigns.

# Customer Spotlight

**EBG** Entertainment Benefits Group

Entertainment Benefits Group (EBG), one of the largest privately held travel and entertainment providers, recently launched a high-performing abandoned cart campaign. Now, open rates for the company are well above the average of similar efforts – between 36%–40%.

EBG email marketing manager, Stephanie Gustave, said issuing the abandoned cart emails was easy with the support of Marketing Cloud. "While we are continuing to optimize and test the program to improve our results," she said, "our conversion rates for the abandoned cart program continue to rise." Year-over-year open rates are up 75%, orders have grown by 42%, and revenue has increased by a whopping 45%.

After Entertainment Benefits Group expanded its hotel inventory to over 80,000 hotels in 2014, the company used Marketing Cloud to keep customers informed with a focused email campaign. "Providing relevant communications in real time is where the true growth lies," said Gustave. Following the expansion and launch of these notification emails, business grew by over 300%.

"Providing relevant communications in real time is where the true growth lies."

STEPHANIE GUSTAVE
EMAIL MARKETING MANAGER

# Customer Spotlight | grammarly

Grammarly, a free app that keeps users' grammar and spelling in check, has a fresh approach to email using Marketing Cloud's AMPscript, which can render email content on a subscriber-by-subscriber basis.

"At the end of the day we want happy, active users," said Drew Price, head of product marketing for Grammarly. This focus on customer satisfaction inspired an innovative new campaign. Grammarly sends a weekly digest to all free and premium users, including actionable data for each writer, such as number of words written, mistakes found, and vocabulary used. Price said the response to this unique customer experience has been overwhelmingly positive. The weekly emails average a 5% higher open rate than the company's other email campaigns.

Grammarly also saw an increase in premium account conversions, which Price credits to the popularity of the weekly emails. "We attribute the success to the large amount of dynamic content and small details that ensure each individual user gets a very personalized and instructive digest."

"At the end of the day we want happy, active users."

DREW PRICE
HEAD OF PRODUCT MARKETING
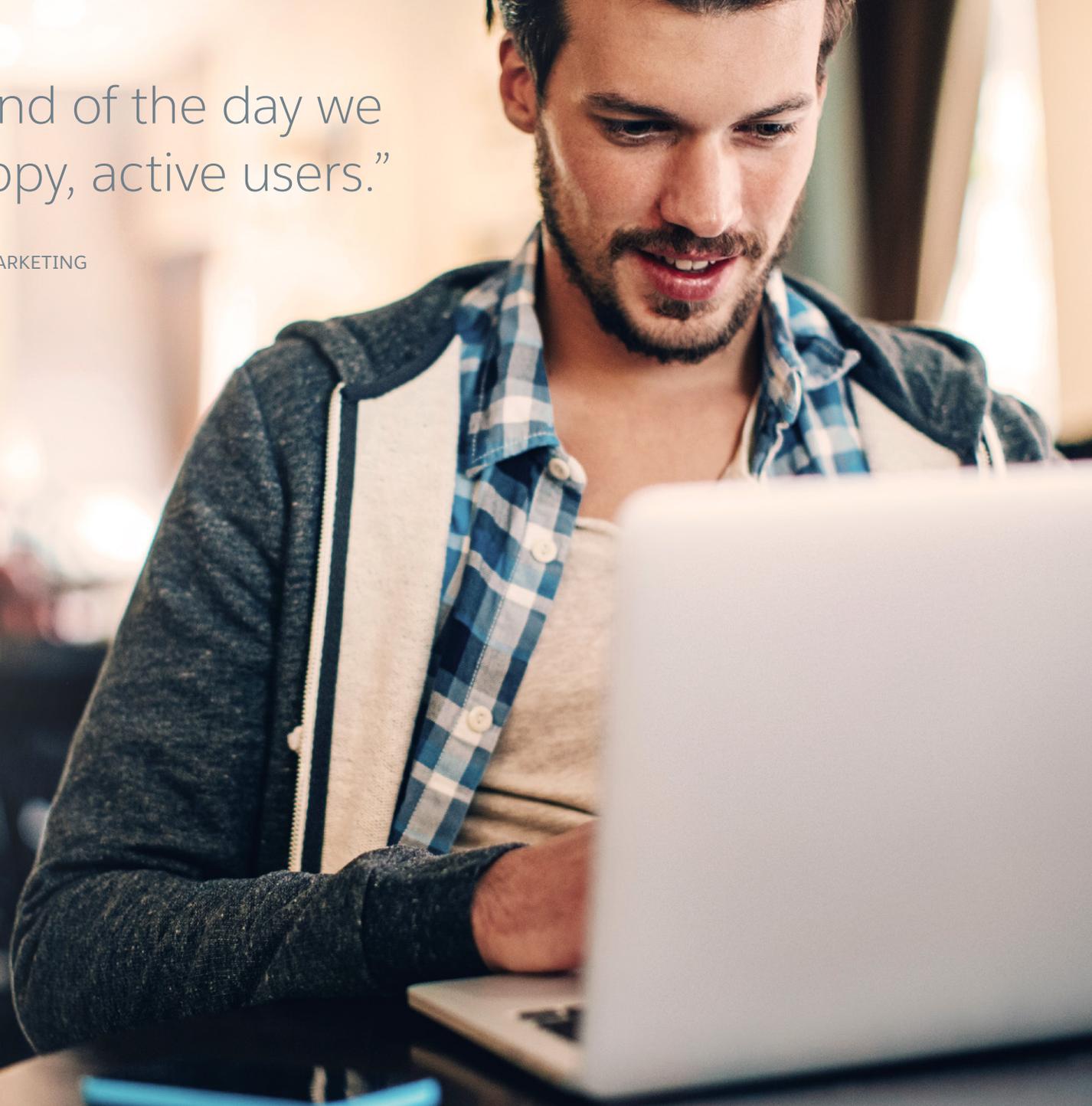
# Send highly personalized email to build real customer relationships.

Personalized emails create a more profound experience. With the Predictive Intelligence platform in Marketing Cloud, curated, real-time messages to each customer highlight your focus on their specific needs and interests. The RealReal and Calamos Investments turned to Predictive Intelligence to appeal to their customers in a whole new way.

# Customer
# Spotlight
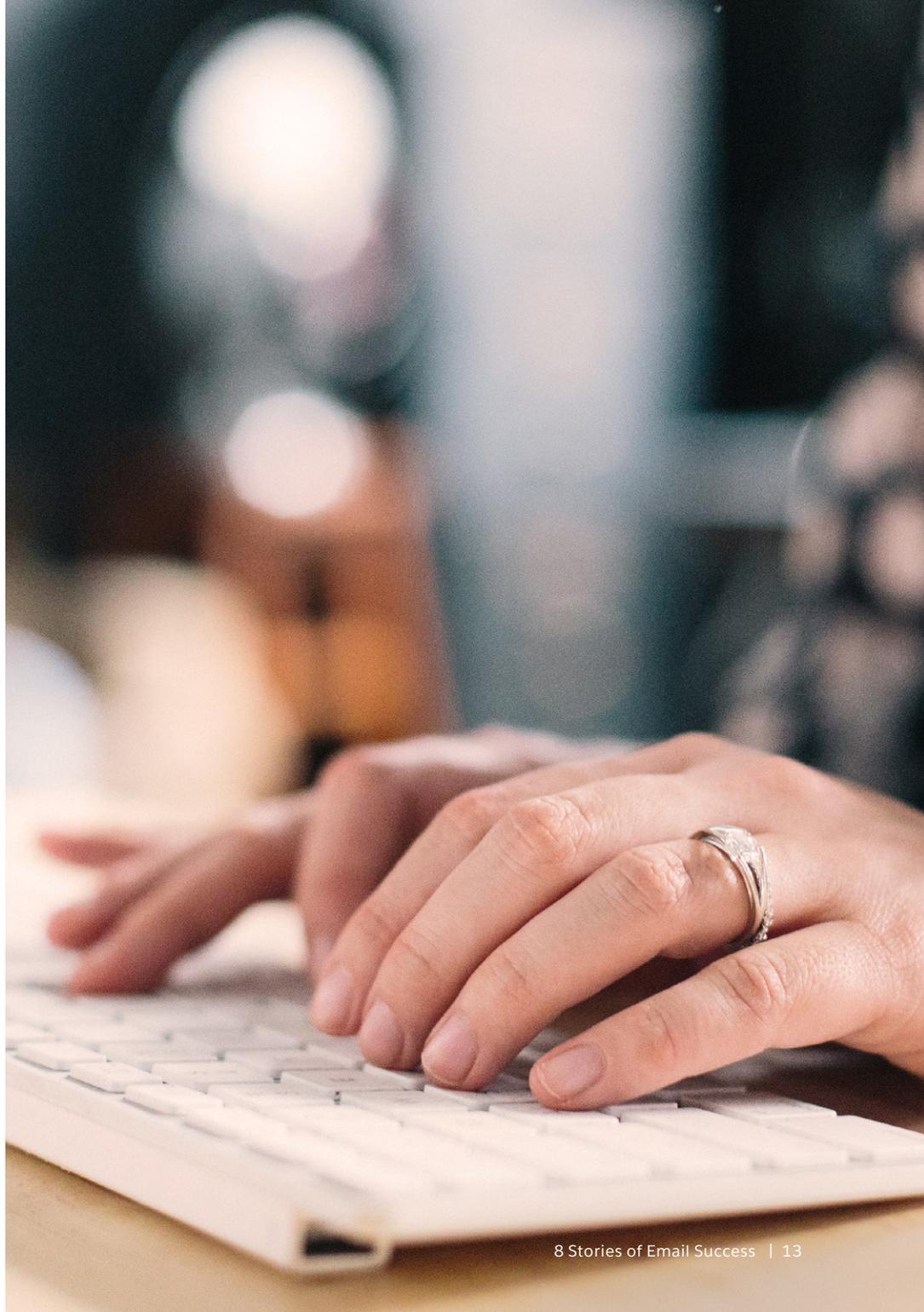
## The RealReal
### AUTHENTICATED LUXURY CONSIGNMENT

Luxury consignment leader, The RealReal, offers the world's largest selection of designer products and blue-chip art from hundreds of artists. The RealReal needed a way to offer real-time, personalized product recommendations. The company turned to Marketing Cloud's email, mobile, and Predictive Intelligence solutions.

With Predictive Intelligence, The RealReal can continuously update its catalog of thousands of one-of-a-kind items to issue current, dynamic customer recommendations both in email and on the site's home page. "We will never recommend a product to a customer that isn't available for purchase," said Justin Parker, director of retention marketing. If a customer views a product without purchasing, they are notified by email when that item drops in price and receive related product recommendations.

For emails containing this predictive content, open rates are four times higher. Parker estimates that Predictive Intelligence, and the personalized content it generates, are also directly responsible for approximately 5% of all sales. "With Salesforce, marketing becomes less about us and more about the needs and preferences of our customers."

"With Salesforce, marketing becomes less about us and more about the needs and preferences of our customers."

JUSTIN PARKER
DIRECTOR OF RETENTION MARKETING

# Customer Spotlight

# CALAMOS®

Calamos Investments, a global investment management firm, uses Predictive Intelligence to generate personalized email content for its subscribers. The Calamos team populates messages in real time based on the recipient advisor's firm, content viewed by similar users, and unique browsing behavior.

With Predictive Intelligence, Calamos translates advisor behavior into relevant, content-driven campaigns, such as individually catered email journeys. "Tailoring these messages has increased the average number of page views by double digits," said Stephanie Kendle, manager of eBusiness channel marketing.

VP of digital marketing and design, Chris Howard, said, "Email remains the primary form of communication for advisors, so we'll continue to innovate engaging ways to reach them via that channel. Marketing Cloud gives us the tools to do that." A four-email welcome series is among these initiatives for new users. In the series, Calamos recommends content based on fund page popularity and browsing history. Hoping to drive more traffic to the service's fund pages, an abandoned browser campaign was launched. Advisors who have clicked on a specific fund page are sent an email suggesting related resources. The efforts have paid off. Since launching these email campaigns, fund pages make up 65% of the most popular content on the Calamos website.
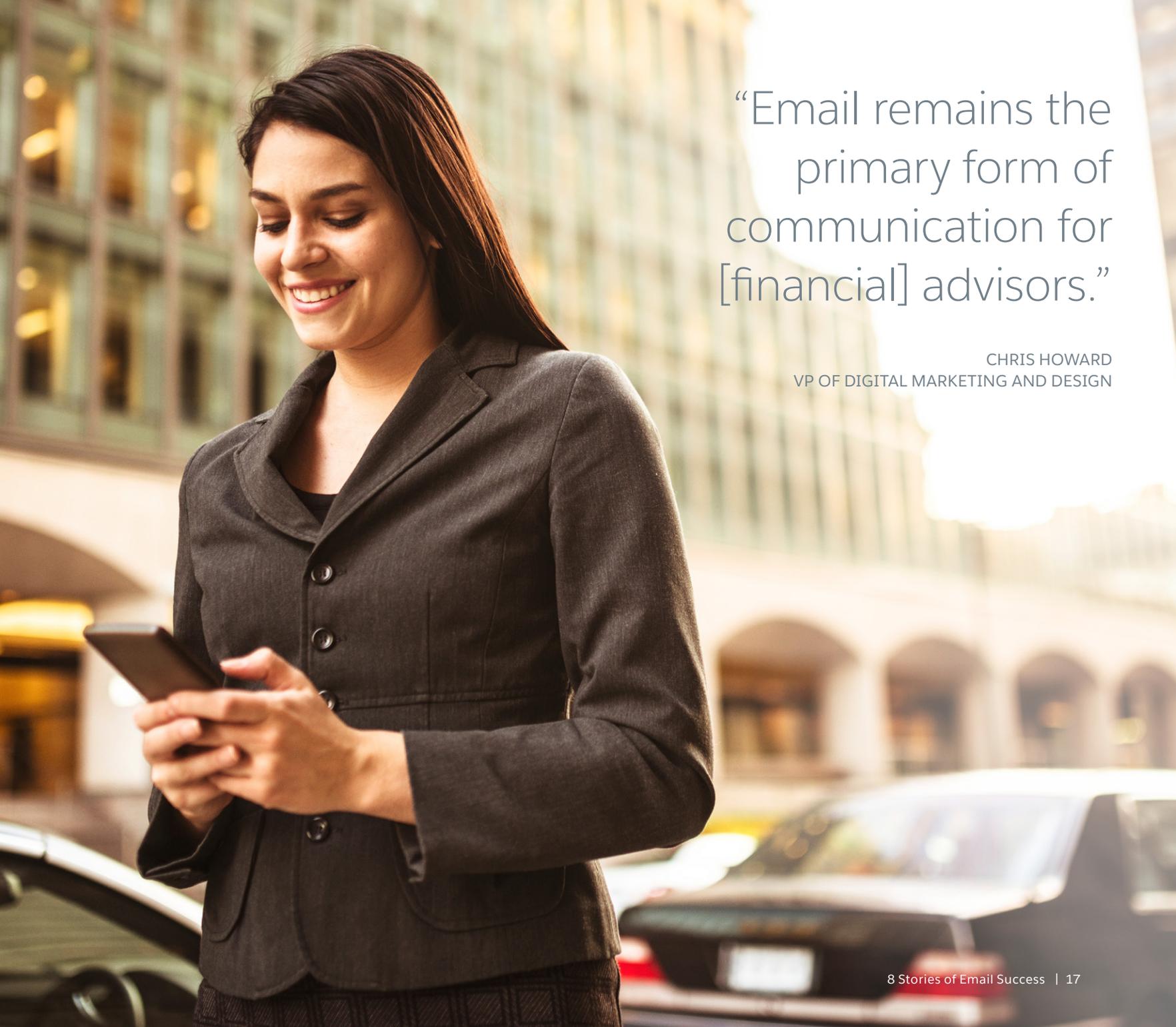
"Email remains the primary form of communication for [financial] advisors."

CHRIS HOWARD
VP OF DIGITAL MARKETING AND DESIGN

# Track and test to make data work for you.

Examine the actual results and trends of your email marketing efforts, then let the data decide your next actions for you. Shape future campaigns by doubling down on what works. Since feedback is instant, a more focused and well-planned strategy is within reach. Adore Me and Blue Star Families evaluated their email initiatives with analytical tools in Marketing Cloud to initiate positive changes and shape new projects.

# Customer Spotlight

ADORE ME

Online lingerie seller Adore Me began email marketing with simple batch and blast lists but found its customer base disengaged. Enter Marketing Cloud.

Adore Me analyzed the behaviors of subscribers and discovered that 80% of conversions happened within the first week a customer opts into email. When the team focused on increasing membership for its VIP program, they turned to A/B testing with Marketing Cloud and found which messages and frequencies best resonated with subscribers and made changes to email campaigns.

Adore Me created a welcome email campaign based on their testing data. This series of seven emails progresses from general to more personalized offers to build brand loyalty and increase VIP membership. The welcome series resulted in a 23% increase in conversions to purchase. "It's a great example of how we use Marketing Cloud to fine-tune our communication with customers," said Josselin Petit-Hoang, marketing associate.

# 23%

conversion rate increase
after launching a
series of personalized
welcome emails

# Customer Spotlight

Blue Star Families (BSF), the largest chapter-based military family nonprofit in the U.S., serves over 1.5 million military families with initiatives that include employment assistance resources and family-focused programming and events. The BSF team adopted Marketing Cloud in 2014 to help better engage with military families and revamp their email program. They quickly saw the benefit of these changes.

BSF used Marketing Cloud to identify low-performing content and remove it from its regular newsletter, saving time for its small staff. Incorporating A/B testing revealed days and times with the best open rates, and comparing performance between different content and subject lines shaped a better campaign.

BSF began targeting emails by family residence and sending location-specific event invitations to recipients. According to director of community development, Megan Glynn, these practices were integral to an accelerated success story.

"Salesforce does not just make our work easier, it makes it possible," said Glynn. "With Marketing Cloud especially, our small staff is forming relationships with hundreds of thousands of people every week, which is vitally important to our mission."

These relationships are growing. Blue Star Families' open rates went from 3% to 20%.

"Salesforce does not just make our work easier, it makes it possible."

MEGAN GLYNN
DIRECTOR OF COMMUNITY DEVELOPMENT

# Drive performance across every channel.

## Connect with customers like never before.

Email is a powerful foundation to building customer relationships, and that's just the beginning. Engaging customers is simpler and more impactful than ever using other Marketing Cloud tools to boost your email campaign. Cross-channel approaches garnered real results for WeddingWire and DonorsChoose.org.

# Customer Spotlight | WEDDINGWIRE

As the leading global online marketplace connecting consumers with event and creative professionals, WeddingWire has built its success on innovation and meeting the changing needs of its customers. The company employs email journeys, SMS campaigns, and dynamically generated content based on user behavior, giving it the ability to maximize user experience while providing a personal touch, tailored to customers at an individual level.

"Marketing Cloud allows us to connect with our audience in the channel they're using right now," said Bethany Mulcahy, email marketing specialist.

Cross-channel initiatives with Marketing Cloud help streamline WeddingWire's customer experience. An email campaign encourages couples to print custom table cards for their wedding. The email contains an SMS shortcode and keyword generated with MobileConnect – Marketing Cloud's mobile messaging tool – so guests can text to receive a download link for WeddingWire's WedSocial app.

"It's always a challenge to connect people from something in the physical world to something in the digital world," said Bart Thornburg, senior manager of email marketing. SMS proved to be an effective way of bridging that gap. Since launching the email series, downloads of the WedSocial app increased 74%.
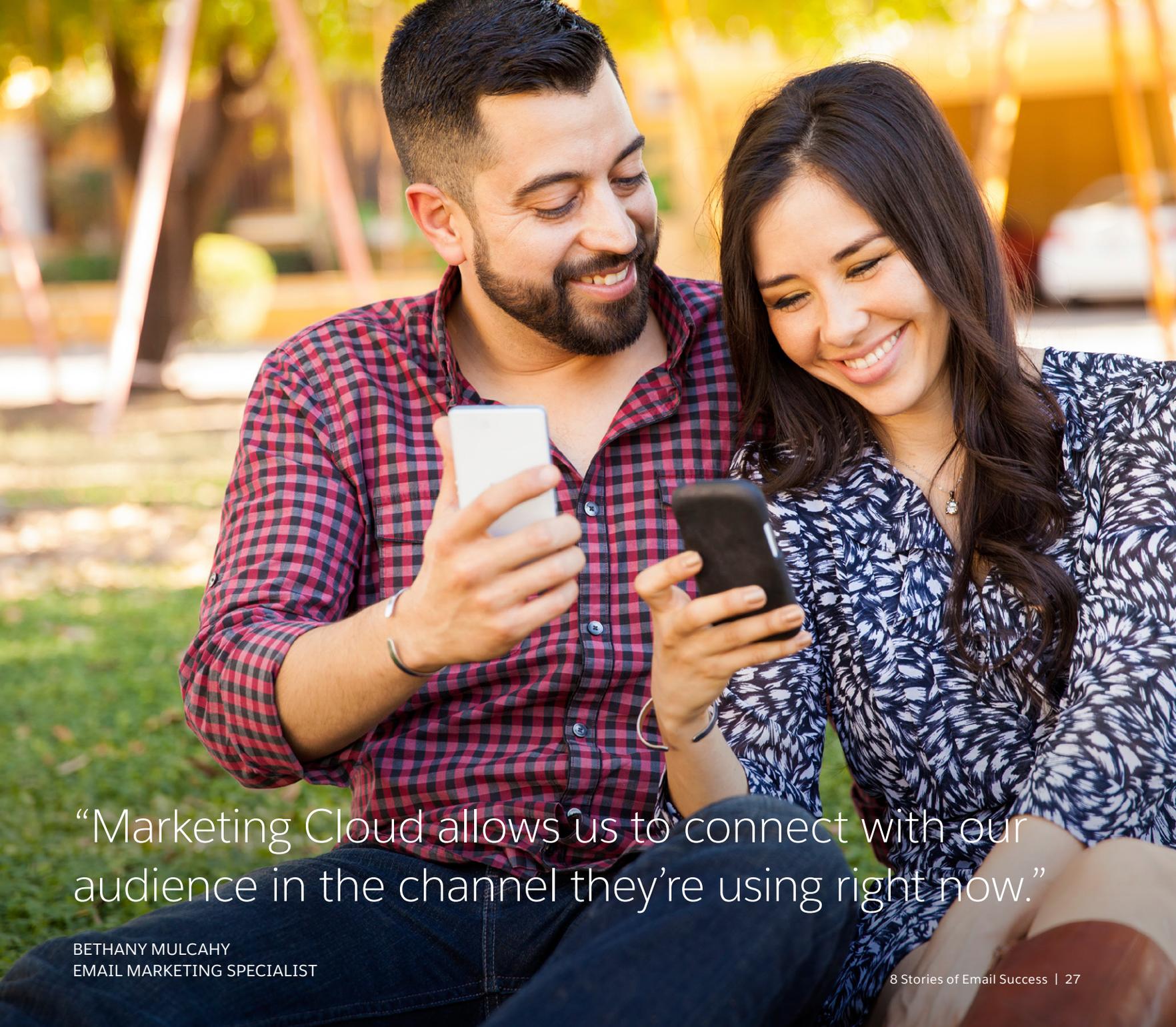
"Marketing Cloud allows us to connect with our audience in the channel they're using right now."

BETHANY MULCAHY
EMAIL MARKETING SPECIALIST

# Customer Spotlight

**DonorsChoose.org**

DonorsChoose.org is an online charity serving public school students and teachers by funding wholesome and creative classroom projects. The website also assists entire communities in times of need, such as in the wake of natural disasters.

With Marketing Cloud's reporting capabilities, DonorsChoose.org obtained a list of prior donors from existing email templates to engage as first responders following natural disasters. The group schedules and manages content during such events to inform followers on Facebook, Google+, and LinkedIn.

When a tornado struck two schools in Moore, Oklahoma, DonorsChoose.org issued emails to first responders within a day and refined its mailing list to issue 500,000 emails by the second day. In less than 24 hours, DonorsChoose.org raised $190,000 to aid victims of the disaster. The charity saw over 1,900 unique conversions, confirmed engagement of first responders, and built new donor relationships. In doing so, DonorsChoose.org fulfilled its mission and brought assistance to a community in need – and will continue to do just that.

# $190,000

raised within 24 hours by first responder email campaign
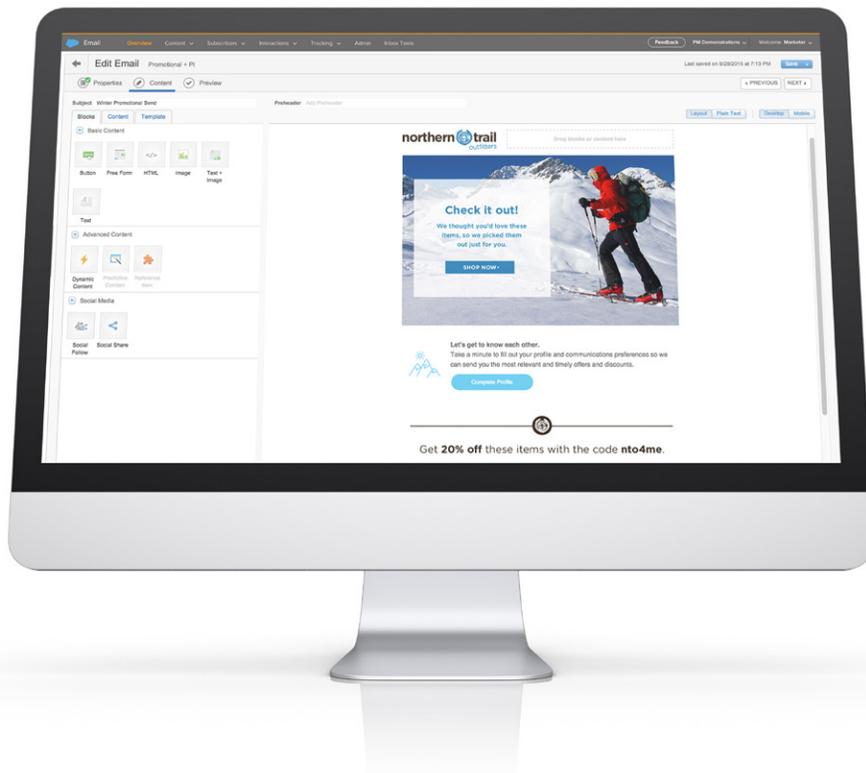
You've seen how Marketing Cloud customers curate unique audience experiences with email – and that's just the beginning. Create a one-of-a-kind journey for your customers across email, mobile, social, ads, and the Web. Start building customer relationships that last.

# Have questions?

Visit exacttarget.com
for more information.

# Resources you might also like:

**5 Blueprints for Building Smarter Emails**

**DOWNLOAD NOW**

**Earn a Place in Your Customer's Inbox**

**DOWNLOAD NOW**

**Marketing Cloud Quick Peek**

**DOWNLOAD NOW**

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## THE CUSTOMER SUCCESS PLATFORM

SALES  SERVICE  MARKETING  COMMUNITY  ANALYTICS  APPS  IoT