salesforce marketing cloud

RETHINK EMAIL

Earn a Place in Your Customer's Inbox

Take a moment to glance at your email inbox. How many unread messages do you have? How many emails have you received today? And yesterday?

If the numbers raise your eyebrows, rest assured you're not alone. Recent data from Return Path says that the typical email subscriber receives an average 413 emails per month.[1] Suffice it to say that these days, your consumer's inbox is a very busy place.

According to a recent Salesforce Marketing Cloud SUBSCRIBERS, FANS, & FOLLOWERS report, 77% of consumers say they prefer to receive permission-based marketing communication via email more than any other channel.[2] As fast-evolving technology continues to propel our everyday lives into hyperdrive, it's no wonder consumers continue to favor the agility and convenience of email. And with the added prevalence of mobile devices, they're now able to take their email anywhere – their inbox always within arm's reach.

All of this is actually great news for marketers. As the consumer inbox gets busier, your customers will seek more meaningful engagements in email. They'll pay closer attention to brands that bring rich and delightful email experiences to their inboxes, while bypassing those that don't. (Check out our Email Swipe File for our favorite emails of 2014.)[3] It's the brands that get to know their recipients – those that personalize their messaging and engage customers at all the right times – that will continue to be welcomed through the door.

[1] http://www.returnpath.com/wp-content/uploads/resource/inbox-is-a-battlefield/Inbox-is-a-Battlefield.jpg
[2] http://pages.exacttarget.com/SFF14-US
[3] http://www.marketingcloud.com/sites/exacttarget/files/deliverables/etmc-2014bestofesf.pdf

At Salesforce, we recognize this growing opportunity to more meaningfully connect with customers. It's why for well over a decade, we've continued to innovate for our users, empowering them with cutting-edge email marketing tools that build customer relationships and drive real business results.

We've helped consumer-centric brands around the world ...

Break down customer data barriers within organizational business units.

Provide access to relevant, timely customer activity and information.

Automate customer personalization strategies with targeted content.

Implement our cross-channel, scalable marketing platform.

And throughout our years of experience, we've learned that the quest to capture your customer's affection is not a race to the finish line, but rather an ongoing journey – one that spans across numerous customer touchpoints and channels, especially that of email.

Much like your customers are on a journey with your brand, we can guide you along a journey with Marketing Cloud. It's why we've built our tools to scale and accommodate your brand's unique progression along the email marketing lifecycle. As your marketing goals advance, you can continue to leverage our same familiar platform throughout the life of your business, while systematically implementing our succession of innovative tools as you grow – tools such as:

Personalization

Take your promotional messaging to the next level by getting to know who your customers are and engaging them with targeted, highly relevant messaging.

Real-Time Automation

Once you've connected with your customers as individuals, thoughtfully respond to what they do – automatically and in real time.

Predictive Intelligence

With a strong customer relationship established, discover and act on what your customers will likely do next by carefully considering how they interact with your brand.

Perhaps now more than ever, your brand must engage customers through email, at least at a basic level. Promotional outreach like monthly newsletters, event invitations, and announcements are all great ways to stay engaged with your customers' inbox, and Email in Salesforce Marketing Cloud makes this easy with features like drag-and-drop content creation, collaboration tools, and approvals. But, today's customers are deeply connected with their email, and it's up to you to go even further with meaningful content they expect.
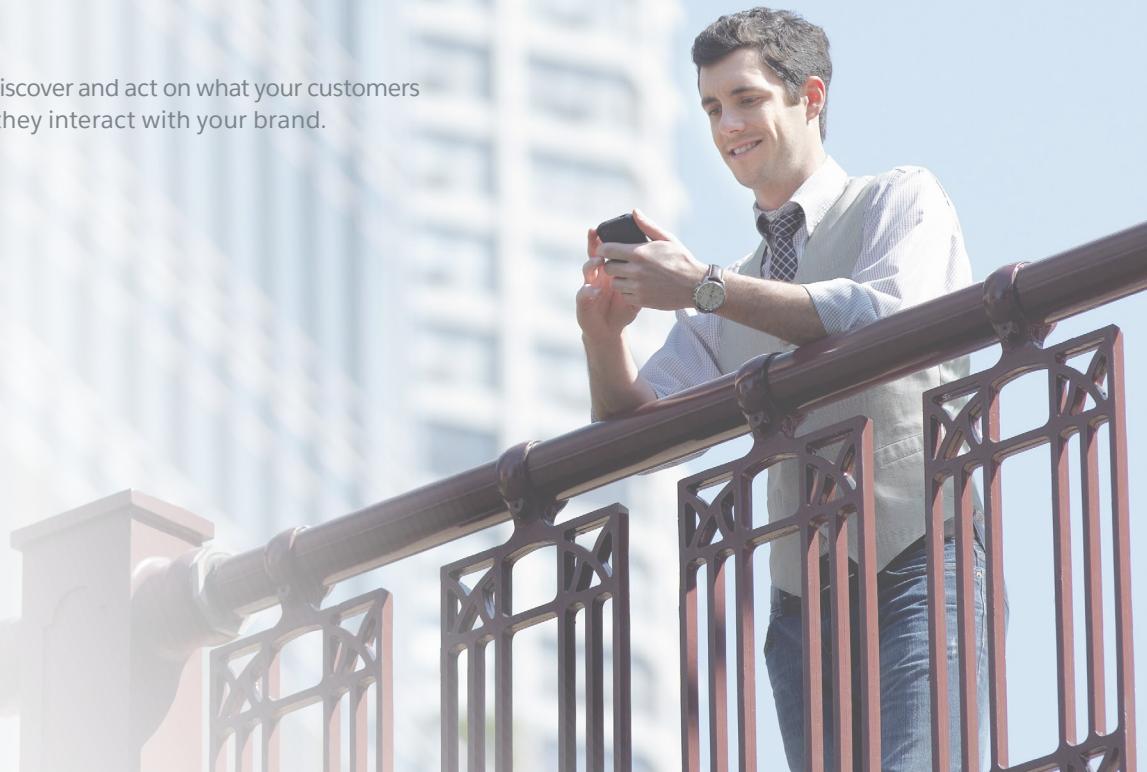
How will you rethink email?
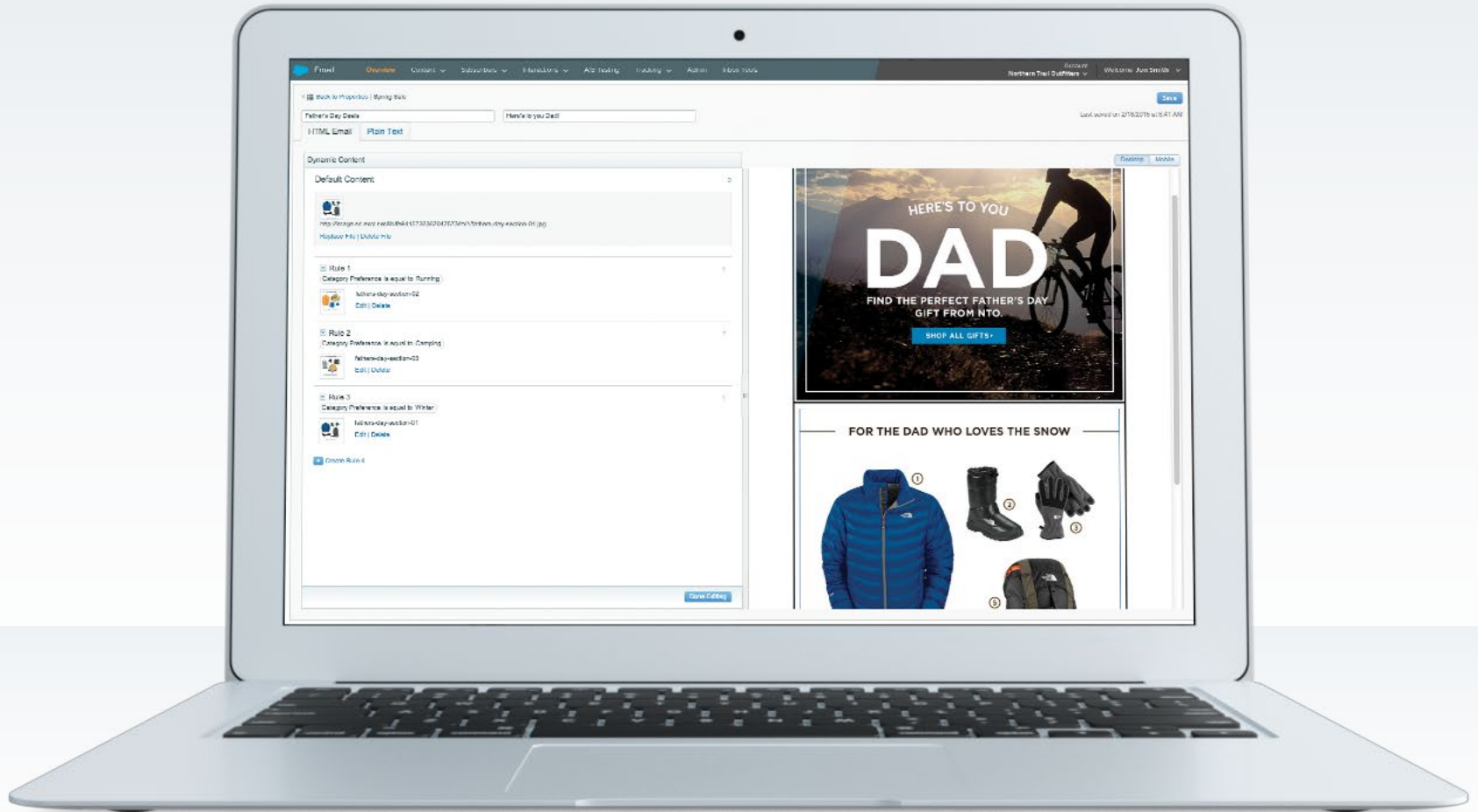
Dynamic Content

Dynamic content is much more than just addressing a user by name; it's targeting your content to your subscribers based on their interests, profile, or demographic information. Create content that resonates with each and every individual user to drive more engagement.

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PERSONALIZATION

Getting to know who your customers are.

Personalization is an excellent first step along our email marketing succession. Turn your broad, promotional-based messaging into targeted, relevant messaging for your customers.

We've known for years that personalized emails perform better than generic ones. Research tells us that personalized subject lines are 22% more likely to be opened.[1] This is the type of engagement that consumers have come to expect from their favorite brands, yet 38% of marketers today do not use personalization according to the Econsultancy Conversion Rate Optimization Report 2014.[2] And for those who are experimenting with personalized messaging, simply targeting subject lines only scratches the surface of true personalization. Consumers are looking for more meaningful engagement, which requires a deep knowledge of their demographics and interests.
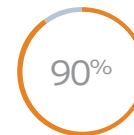
How you collect customer data, organize it, and use it is vital to your success in building these close customer relationships. As you gather more and more information about your customers as individuals, you can gradually build profiles for them that articulate their likes and dislikes. It's why Marketing Cloud offers data management tools that help you gather and visualize highly relevant data about customer activity from any source, all in one easy-to-use location on our platform. We call it the "single view of the customer," and it's essential to getting to know your customers as individuals, rather than simple subscribers.

With Marketing Cloud, personalization is about so much more than merely inserting subscribers' names into the "To" field Start engaging customers using deeper characteristics like age, gender, and location to increase the performance of your contact lists and reduce opt-outs of your campaigns. Or take personalization even further with our dynamic content tools. With dynamic content, you can display different email content to different subscribers at send-time according to specific customer attributes you previously defined. So you can ensure each of your customers receive only brand messaging that's most relevant and personal to them.

Personalization in Marketing Cloud allows you to begin crystallizing the relationship between your brand and your customers. As your engagement with each of them becomes more meaningful, you'll see their love for your products and services extend into an affinity for your brand.

90%

of companies say they experienced uplift in conversions when personalizing emails.[2]

[1] http://blogs.salesforce.com/company/2013/07/email-marketing-stats.html
[2] https://econsultancy.com/reports/conversion-rate-optimization-report/

FEATURED CASE STUDY

VON MAUR®

Started as a family-owned shop in the late 1800s, Von Maur has grown to 30 stores across the US – in addition to a dedicated e-commerce division. Despite the company's expansive growth, Von Maur has always maintained a passion for providing "above and beyond" service to all customers, whether in-store or online. This is evident in the company's highly personalized e-marketing campaigns that are created in-house to maintain the personal Von Maur touch – and customers take notice.

Challenge

Highly personalized communications require highly sophisticated software that's also easy to use. With a cumbersome interface and a goal to drive customer engagement and online sales, it's no surprise that Von Maur quickly outgrew their internal software solution. In 2011, the company turned to Marketing Cloud for help. "We needed a sophisticated system that could keep up with a quickly changing marketing world – that's why we chose Marketing Cloud," says Trista Peterson, E-Marketing Manager at Von Maur.

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Trista Peterson
E-Marketing Manager, Von Maur

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Solution

Since partnering with Marketing Cloud, Von Maur has greatly improved their customer engagement through digital channels.

The company's "Markdown Wednesday" and "Shop Thursday" emails are successful campaigns that remind customers on the day that further markdowns are taken, and give them a preview of limited-quantity items. Customers look forward to seeing new specials each week, and Markdown Wednesday is one of the company's best-performing emails. These campaigns have significantly increased the company's website traffic and online sales, not to mention helping build loyal customers.

Von Maur uses Marketing Cloud's dynamic content feature to easily personalize content such as events at local stores, new store openings, and company news – and relevant content translates to strong open rates.

Using Marketing Cloud's social tools, Von Maur continues their exceptional service with custom Facebook tabs that promote contests, vendor launches, and new products. The company's social followers are highly engaged, which requires Von Maur's social team to monitor activity closely. Additionally, social tools have allowed Von Maur to interact with customers not located in the Midwest near a brick-and-mortar store.

A favorite feature of Von Maur is Smart Capture, which allows the company to create forms on Facebook for customers to sign up to receive emails. Once a customer submits an email address, that information is automatically plugged into Marketing Cloud for future campaigns.

Key lessons from an iconic brand.

Von Maur Customer Relations Manager, Emily Mann, says, "With Marketing Cloud, we're able to reach customers with relevant suggestions, promote store events, and build brand loyalists."
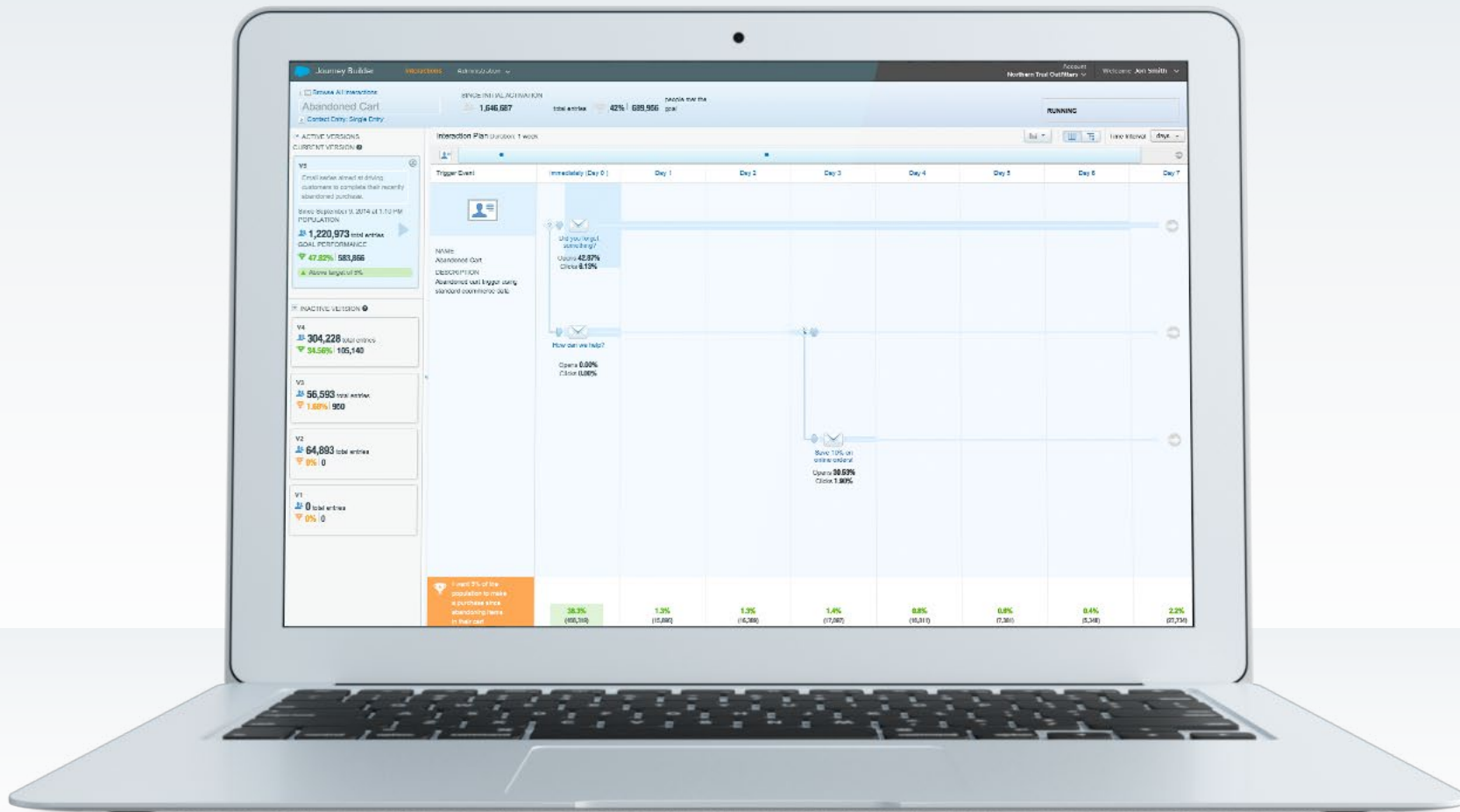
Triggered Sending

Triggered messages allow you to drive engagement with your brand by delivering the right message, to the right person, at the right time. Listen for events and user interactions to trigger messages in real time, and deliver the highest open rates of any email.

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REAL-TIME AUTOMATION

Responding to what your customers do.

Getting to know your subscribers on a personal level is vital to your email marketing strategy. But responding to their specific needs automatically and at the right moments will take your relationship to the next level.

Understanding your subscribers' unique characteristics and targeting those traits is a huge step forward in your email marketing lifecycle. However, your customers want you to engage them when they need you – not at your convenience. So how do you ensure your brand is there for all of these critical moments without your 24/7 attention?

With real-time automation tools from Marketing Cloud, you can engage your customers with relevant email messaging when they most expect it. And with our easy-to-access data platform, you can track and visualize your customer data to create triggered sends with ease. Triggered emails, like shipping confirmations, password resets, and abandoned cart emails, have the highest open and click-through rates of any email. In fact, according to eMarketer,[1] triggered emails have open and click-through rates that are nearly double that of regular emails (49.8% and 9.8%). Because

triggered emails are sent in response to a subscriber's activities or requests, they arrive at a time when they're most likely to respond. So it's no surprise that triggered emails deliver among the highest ROI of emails a marketer can send.

Few platforms are as equipped as Marketing Cloud to create and deliver transactional emails. Our robust segmentation rules ensure the right subscribers receive the right messages, while our 99.99% uptime promises that your campaigns flow fluidly and uninterrupted, reaching customers as soon as they engage. And with real-time automation, you can "set it and forget it," leaving you untied to the system and free to focus on your other campaigns.

Real-time automation in Marketing Cloud enables you to engage with your subscribers at the "journey level."

Your typical reactions with customers will grow into meaningful interactions as you participate in their experiences and guide them along a journey of new engagements with your brand. By forging a 1:1 journey with your subscribers, you can take customers from prospects to brand advocates.
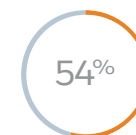
54% of retail shoppers who are going to buy an abandoned item do so within 24 hours, while 10% of customers will buy within 48 hours, according to eMarketer.[2]

[1] http://www.marketingcloud.com/blog/from-covered-wagon-to-batmobile-the-past-and-present-of-automated-email-triggers
[2] http://www.marketingcloud.com/blog/becoming-the-batmobile-4-steps-to-evolve-your-triggered-emails/

FEATURED CASE STUDY

Trip it ® from Concur

The world's highest-rated travel organizing app makes travel more automagical with Marketing Cloud.

Although travel can be fun, organizing travel often isn't. TripIt, the world's highest-rated travel-organizing app from Concur, brings travelers one step closer to experiencing "The Perfect Trip" by automatically organizing all their travel plans in one easy-to-access place. The app also monitors, alerts, and notifies travelers of any changes in their trips. All the traveler has to do is forward hotel, flight, car rental, and restaurant confirmation emails to plans@tripit.com and TripIt takes care of the rest. By automatically capturing itinerary data from a variety of sources and seamlessly uploading it into the TripIt app, TripIt helps travelers simplify their journey and stay in the know while on the go.

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We have always understood the value of using data to deliver relevant and targeted messages that engage our customers and keep them happy. With Marketing Cloud, we are able to use that information intelligently, and in real time.

Elisa Haidt
Director of Marketing at TripIt

"

Making travel easier and more "automagical."

From trip details to real-time flight alerts, this focus on delivering information at the exact moment a traveler needs it is possible thanks to a sophisticated set of data-driven alerts and triggered emails.

Email is a big part of TripIt's "secret sauce." As the primary way TripIt communicates with their customers, the TripIt team manages an arsenal of emails, each designed to inform, educate, or engage TripIt's more than 10 million users. Because of the volume of emails sent, and the role these messages play in the overall experience, the TripIt marketing team needed to find a partner that would automate email communications, allow the team to develop meaningful testing models, and support TripIt's rapidly growing business.

TripIt also uses Marketing Cloud to determine the most effective messaging, content, and campaigns. Since partnering with Marketing Cloud, TripIt has developed personalized email touchpoints that span the customer journey for both TripIt and TripIt Pro customers.

Welcome Campaign: Kicking off Customer Engagement

The first marketing email series a TripIt user receives is a four-part welcome email, designed to engage new customers based on their interaction with the service since signing up. With a customized email series designed for TripIt and TripIt Pro customers, the welcome email ensures that customers are properly welcomed to the product and educated about features of the specific service for which they signed up.

Making a connection with travelers at the very beginning of their experience with TripIt has proven to be an especially critical piece of the customer journey. It allows the TripIt marketing team to establish an engaging relationship with travelers that grows over time.

Anniversary Campaign: Thanking and Delighting

After one year, TripIt customers receive an anniversary email complete with a special anniversary gift – a two-month free subscription to TripIt Pro – to make their travels even more stress-free with additional alerts and reminders. This touchpoint provides TripIt a unique opportunity to thank their travelers, while also helping them get one step closer to "The Perfect Trip."

Win-Back Campaign: Reminding and Engaging

TripIt has also developed a "win-back" email, which focuses on engaging with travelers who haven't recently interacted with the app. The series provides a re-education on the benefits of the app, highlights the growing TripIt community, and provides suggestions on how to connect with TripIt across social channels. The campaign relies on customer engagement and automatically stops once a customer logs back into the app.

## Automagical experiences from day one.

With over 10 million users, TripIt's success continues to grow. By leveraging Marketing Cloud's email and Automation Studio products, TripIt's email marketing has become more automated and scalable – allowing TripIt to provide an unparalleled customer experience.

After initiating their anniversary email campaign in December 2013, TripIt experienced a 900% increase in TripIt Pro upgrades from users who had not taken a trip in over a year.

TripIt's continued focus on sending tailored and useful communications helps TripIt maintain their status as the world's highest-rated travel-organizing app.

"Everything we do is in pursuit of enabling The Perfect Trip for our travelers, " says Haidt. "If we're not taking the hassle out of some element of the travel experience, we're not doing our job. Thanks to Marketing Cloud, we are able to apply that philosophy to our marketing efforts, creating an automagical experience for our customers from day one."

Now that is a well-planned journey.
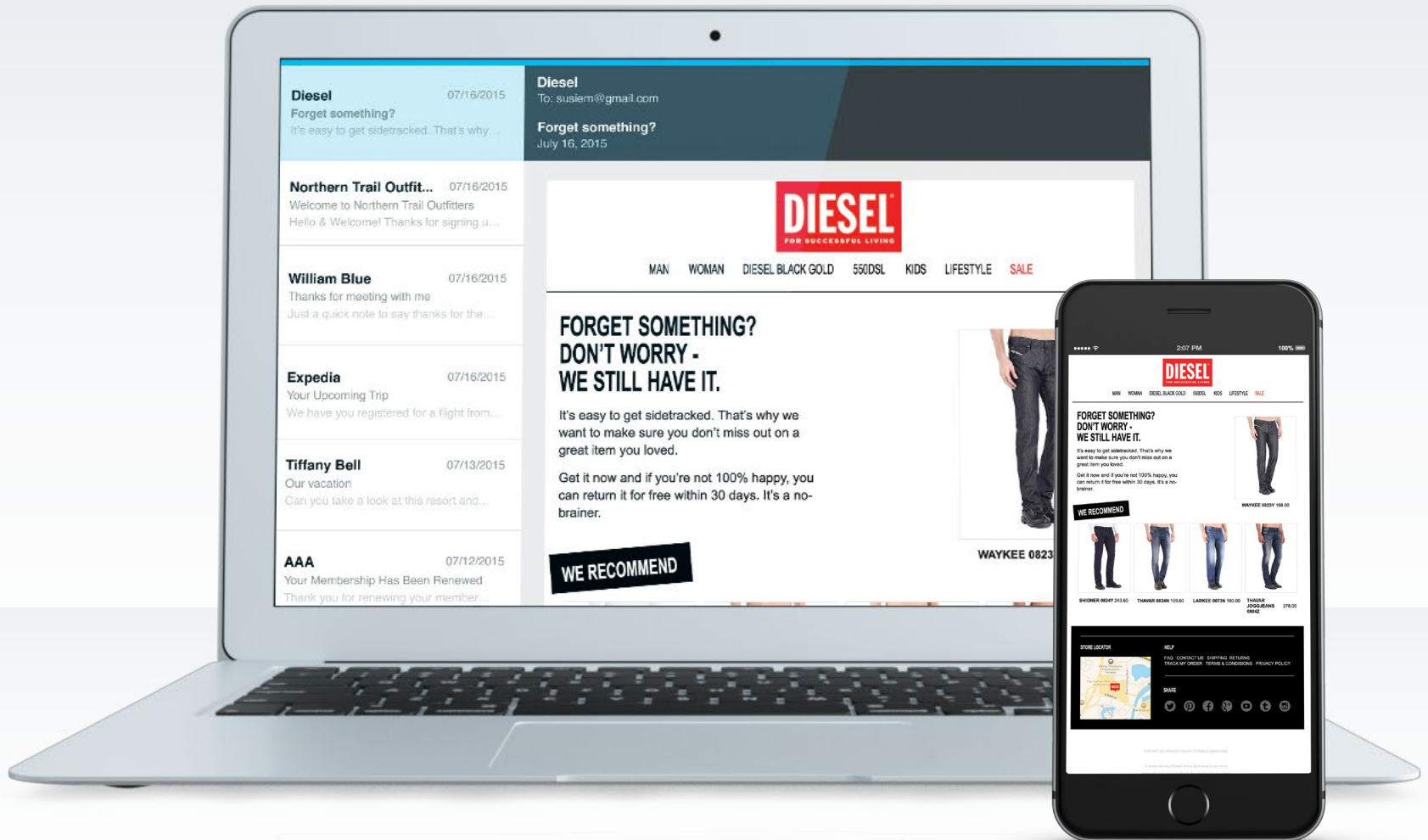
Email + Predictive Intelligence

With Email + Predictive Intelligence, infer preferences from customer behavior, and leverage sophisticated algorithms to determine the next best product, content, or offer for each individual. Seamlessly integrate this content into every email you send to deliver optimal relevance.

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PREDICTIVE INTELLIGENCE

Discovering what your customers will do next.

Responding to your subscribers with personalized content at all the right moments is key to winning their affinity for your brand. Go further than demographics, and analyze your customers' behavior to act on what they'll likely do next.

Every day, many of the interactions your customers are having with the products, services, and messages on your website and other channels are going unnoticed. Consider the brick-and-mortar store, where sales associates can observe which rack a shopper browses the most or the types of products they tend to prefer. In-store associates have the advantage of watching a customer's behavior and inferring the best responses to this activity in ways that convert to more sales.

Similarly, in other industries, travel agents note the preferences of their travelers to make better recommendations on trips, while financial advisers can tailor retirement plans according to their clients' goals.

Every interaction your customer has with your brand says something about their preferences. Predictive Intelligence in

Marketing Cloud leverages sophisticated algorithms that make inferences based on these interactions. And you can use this knowledge to make accurate recommendations to your customers in emails – recommendations known to increase click rates an average of 35%.

Predictive Intelligence collects and analyzes data from customer behaviors on your website and other channels and compiles it into actionable profiles of preferences. This data is then paired with algorithms to determine the next best product, offer, or content to share for each individual subscriber. And this content is injected automatically, so every single email is tailored to the individual at just the right moment. With Predictive Intelligence, every email campaign becomes a personalized experience and an opportunity to increase brand engagement and conversion.

Predictive Intelligence allows you to foster 1:1 customer relationships in your campaigns. By focusing on their behavior, you can do more than simply respond to purchases and choices. You can make thoughtful recommendations that pertain to your customers' activities. You can serve them with products and services they seek, rather than getting in their way with those they don't. This is what the customer journey is all about – a dedicated commitment to nurturing highly personalized brand experiences that retain customers for life.
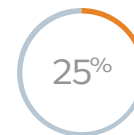
25%

Predictive content in emails is known to increase sales conversion rates as high as 25%.

FEATURED CASE STUDY

Room&Board

Room & Board's website says it best: "Since opening our doors in 1980, our focus has been on you, our customer. From offering the best in modern design and American craftsmanship to making every step of the shopping experience enjoyable, we put you first."

Sustainable design, natural materials, and high-quality American-made products keep customers satisfied and happy, but it's Room & Board's approach to an exceptional customer experience that keeps their loyal customers coming back for more.

To support their ongoing mission of delivering extraordinary customer experiences, Room & Board selected Marketing Cloud to provide timely, relevant customer communications. What lessons can you take away from Room & Board's well-crafted customer journey?

"

Making the right offer to an engaged customer at the optimal time is every retailer's sweet spot. That's when we see the most conversions, and that's what Marketing Cloud helps us achieve.

Kimberly Ruthenbeck
Director of Web Customer Experience, Room & Board

"

The powerful combination of online and offline data.

Looking at customer interactions with email and activity on their website, Room & Board can reach out with the highest level of customer service and personalized solutions to help each customer find the perfect piece for their space.

"When we first engaged with Marketing Cloud, we uploaded all our offline data as well as our online data," says Kimberly Ruthenbeck, Director of Web Customer Experience for Room & Board. "That turned out to be a very 'happy accident' for us. What we discovered is that having that rich breadth and depth of information made our Predictive Intelligence algorithms even more accurate and effective."

Incorporating online reviews, in-store sales, and more have proven to deliver the most accurate advice, recommendations, and personalized service for every one of Room & Board's customers.

The importance of a well-crafted journey.

When email subscribers first opt in, they receive a series of welcome emails, introducing key products and services. After the welcome period, the subscribers then receive weekly global emails.

As opted-in customers interact with the Room & Board website, they receive an automated email with content based on their browsing activity. For example, if customers looks at more than five pages or searches related to sectionals, they will receive an email about Room & Board's sectional assortment, including highly personalized recommendations.

Once prospective customers create a custom piece and add it to their wish list, they receive reminder emails with links and photos to their customized product. These daily emails are usually sent three to five days after the initial interaction.

When customers complete a purchase, Room & Board provides communication throughout the entire process to ensure the journey was smooth, seamless, and satisfactory.

Relevance is key in completing the dream.

Room & Board customers frequently express that their room never feels as complete as a room in the store. To remedy this concern, Room & Board developed a reminder email to help them "complete the room." As Ruthenbeck explains, "If a customer purchases a sofa, we'll send an email suggesting a lamp, then decorative pillows, then, wall art, and frames. Our goal is to help a satisfied customer complete the look she's intending to create."

An additional goal of the "complete the room" email is to drive repeat purchases within the first two months of a furniture purchase.

Room & Board also sends email announcements based on geographic segmentation. Customers within a zip code-based region receive notifications of local store openings and special events.

"Our goal is never to send too many communications or to overstep our bounds," says Ruthenbeck. "Instead, we aim to keep our customers informed and in-the-know about the products they've grown to love."

Key insights from an iconic brand.

After a few years with Marketing Cloud, Room & Board has seen a significant shift in sales – and in customer satisfaction.

"Making the right offer to an engaged customer at the optimal time is every retailer's sweet spot," says Ruthenbeck. "That's when we see the most conversions, and that's what Marketing Cloud helps us achieve."

Room & Board describes their approach to customer communications as a crawl, walk, run scenario. "We don't always move quickly," says Ruthenbeck, "but we move deliberately and with great forethought. We like to focus on the 'art of the possibility,' and in helping map a customer journey that feels highly personalized and exciting. Our goal is to present the customer with content that is relevant, not invasive."

The result? Satisfied, loyal, and highly engaged customers – with beautifully decorated homes.

As your subscribers continue to scrutinize their email traffic, as their expectations grow and technology soars, the time to rethink email is now. No matter where your brand is in its email marketing lifecycle, Marketing Cloud can help you rethink your campaign strategies and take your customer engagement to the next level.

Over the last 14 years, we've built the most trusted and reliable email platform in the industry – one that's leveraged by thousands of customers to create, send, and track their most robust campaigns. But at Salesforce, we also know that email is just one touchpoint along a vast cross-channel customer journey.

As a recent 2014 report from The Radicati Group points out, while there is an increasing number of consumer email accounts and users, subscribers are also opting for other communication forms like social networking sites, instant messaging, mobile instant messaging, and SMS/text messaging.[1] It's

for reasons like this that our email offerings can be integrated and extended to the various other channels we support, allowing for a single view of your customers and the creation of 1:1 seamless experiences.

[1] http://www.radicati.com/wp/wp-content/uploads/2014/01/Email-Statistics-Report-2014-2018-Executive-Summary.pdf

Marketing Cloud is part of a CustomerSuccess Platform for managing 1:1 personal journeys throughout the entire customer lifecycle – from prospect, to valued customer, to brand advocate. Only Salesforce connects Marketing Cloud, Sales Cloud, and Service Cloud together, along with analytics, communities, and apps, for a seamless experience that delights your customers at every step on their journey. Our cross-channel marketing offerings include:

Email

From basic email marketing solutions to sophisticated programs that scale for the largest brands.

Mobile

Engage with customers at their fingertips, increase app engagement, and drive mobile commerce with SMS, MMS, and push solutions.

Social

Gain insights about social conversations, reach your audience with relevant content, and create branded social experiences with social media listening and publishing offerings.

Ads

Create highly effective social advertising campaigns that drive real business results from your ad spend.

Web

Gather real-time data around customer preferences and purchase habits, then act on that data to increase conversions and order values – all while building loyalty.

Campaign Management & Automation

Create and automate robust campaigns across channels and devices that optimize 1:1 interactions at every touchpoint in the customer journey.

To start planning journeys for your customers, contact your Salesforce Business Development Representative today, or view our demo to learn more at marketingcloud.com.

THE CUSTOMER SUCCESS PLATFORM

SALES SERVICE MARKETING COMMUNITY ANALYTICS APPS IOT