



Technology Selection

Ensuring you get the best value out of your technology investment

Technology decision-making



Build or buy



Justifying
the
investment



Shopping
tips



Questions
to ask



Problems an
ESP won't fix

Session speakers



**Preston Wily
Sewell**



John A. Caldwell
Red Pill Email



Diana Primeau
CNET

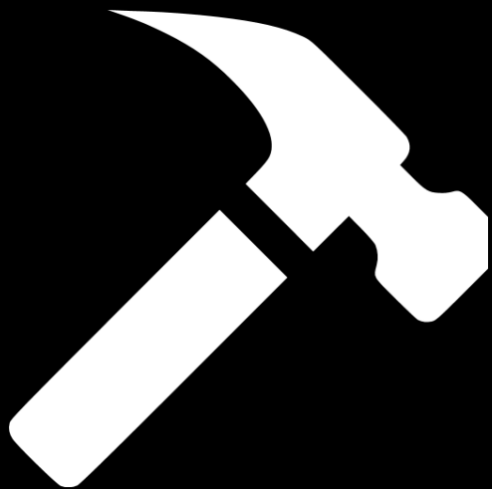


Michael Kelly
ClickMail



Charles Nicholls
SAP

Technology Selection



Build or Buy?



marketingsherpa

email summit 2015

Should I build or buy technology?

Tips to help you make the right decision



Preston Wily

CEO

Sewell Development Corp.

Thank you



@pwily

Preston Wily

CEO

Sewell Development Corp.



Preston is the CEO of Sewell Development Corp., a consumer product design company. Preston started working for Sewell part-time in 2002 while earning a degree in economics.

He and accepted a full-time position after graduation when he realized that economists don't really know anything.

Sewell's best-selling brands include their house brand (home theater connectivity products), MOS (mobile accessories) and Saffron (LED lighting).

What does Sewell do?

We design, manufacture and sell products.

- Cables/connectivity
- Home theater
- LED lighting
- Cell phone accessories



The Problem

Effective email marketing was too time-consuming.

One-size-fits-all messaging doesn't work when you're trying to talk to *diverse markets with diverse values*.

Consumer

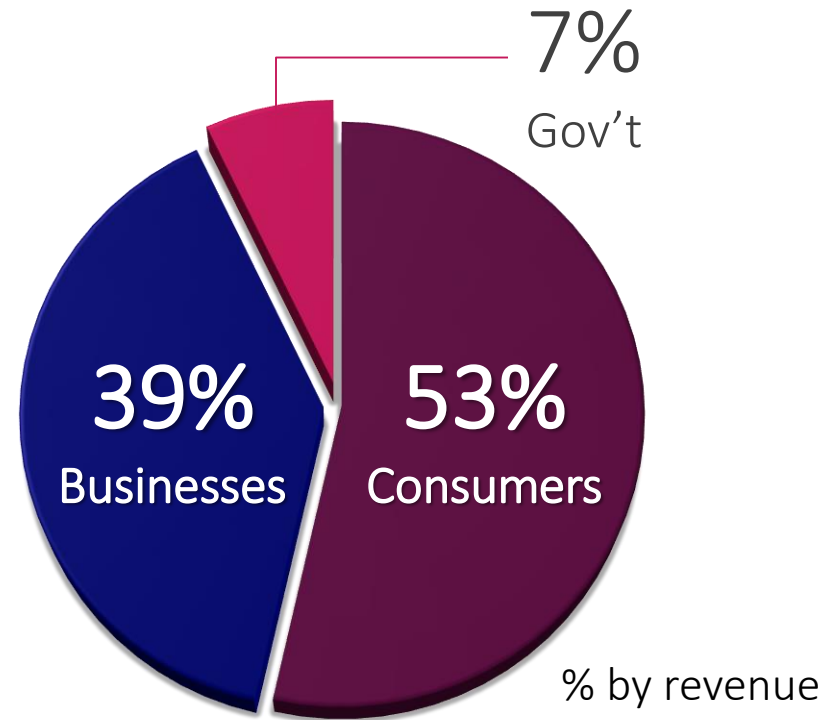
How much? Is it cool? How much again?

Business

How hard is installation? Warranty? Payment terms?

U.S. Government

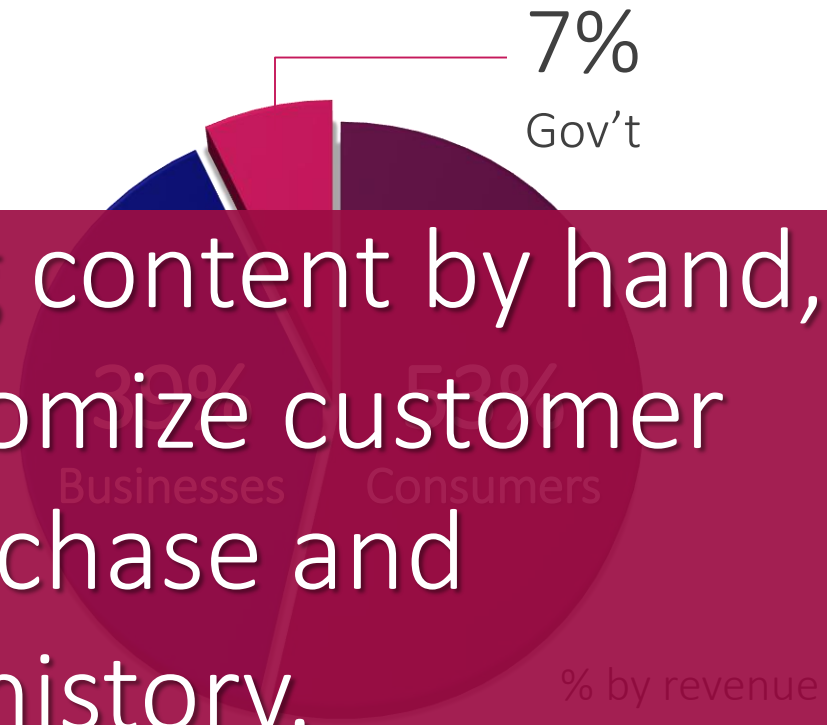
That's not made in China, is it?



The Problem

Effective email marketing was too time-consuming.

Instead of generating content by hand, we needed to customize customer emails by purchase and browsing history.



U.S. Government

That's not made in China is it?

Build or buy?

We interviewed and scored five potential providers on:

- Past experience
- Technical ability
- Price

We scored our internal team on the same criteria.

Build or buy?

We interviewed and scored five potential providers on:

We decided to do it
in-house.

• Past experience
• Technical ability
• Price

We scored our internal team on the same criteria.

Did we make the right decision?



If you are unable to see this message, click [here](#) to view.



Whats Your Take?

Customer 99
★★★★★

"The hammerhead is fantastic, it does exactly what I need without the hiccups of other VGA converters.

My only issue was the initial set-up because the instructions were completely in Chinese like some kind of amature repackaging of a chinese product."

Get Another
Two Hammerheads are better than one.

Customers Also Got
The Luna VGA to HDMI

Connect It
Related Item
Bender HDMI extender

Connect It



Revenue from repeat customers **+12%** (+\$49k/mo)

Higher engagement rate **+29%**



Unsubscribe rate **+116%**

Size of email list **-8%** (-11,184 subscribers)



Opportunity cost of not doing what we're really good at while we did this project

Probably not. A good partner could have helped us avoid a lot of mistakes and allowed us to focus on our strengths.

#SherpaEmail

Don't repeat our mistakes — Takeaways



Referrals. Get referrals from trusted, disinterested third parties.



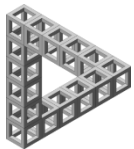
Goals. Define specific goals before talking to potential providers. 4th and 5th providers had a clear advantage, as did our house team.



Budget. Rule of thumb: double or triple your in-house quote. (YMMV)



Testing. Test as much as possible, then drip emails out (no fire hose).



Be realistic. Automation requires a lot of data. Many of our customers didn't have enough touch points to make meaningful inferences about their preferences.

Technology Selection



Justifying the Investment



marketingsherpa email summit 2015

How do you justify a new ESP?

Critical information for any large platform investment



Diana Primeau
Director of Member Services
CNET

Thank you



@macrosmed

Diana Primeau
Director of Member Services
CNET



Diana Primeau is Director of Member Services, Audience Development at CNET, the No. 1 source for researching tech and consumer electronics and the world's largest and most-trusted tech media source for news, reviews and downloads with more than 100 million unique users.

Primeau brings decades of experience to CNET, where she leads a cross-functional team that drives site engagement, increases subscription conversions, maximizes social and traditional email registration and pristinely manages email lists comprised of millions of unique visitors.

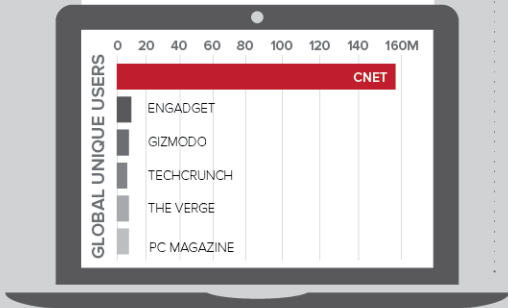


THE DEFINITIVE VOICE IN TECH.

UP TO

20X BIGGER

THAN COMPETITORS



162M
MONTHLY
VISITORS
WORLDWIDE

1.4 MILLION
FACEBOOK FANS

#1 SOCIAL
PRESENCE

THE LARGEST EDITORIAL TEAM IN THE CATEGORY & THE MOST TRUSTED

120
EDITORS



HOW WE DO IT.



CNET
APPLIANCES



12,000 SQ FT
APPLIANCES TEST LAB



MOST COMPREHENSIVE CES COVERAGE

300%
GREATER SHARE
OF SOCIAL COVERAGE
IN THE CATEGORY

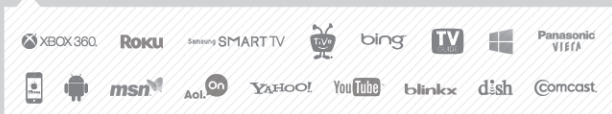
TOP TWEETED DOMAIN
2 YEARS IN A ROW

PAGE VIEWS
UP 26%

CNET. IT'S HERE, IT'S THERE, IT'S EVERYWHERE.

BREAKING
NEWS 24/7

CNET VIDEO NETWORK **400M STREAMS ANNUALLY**



CONNECT WITH CNET. CONNECT WITH THE LARGEST AUDIENCE.

Sources: CBSi Internal Data 2013; comScore October 2013

Moving emails into the modern world

Old School

Batch-and-blast

New School

- Automation
- Life cycle management
- Segmentation
- Site integration
- Welcome and nurturing programs
- Trigger emails
- A/B testing



Will increase user engagement

To Justify

- Alignment
- Key Metrics
- Define Goals and Objectives

Identify the Need

Show Your Work

Alignment before you
begin:

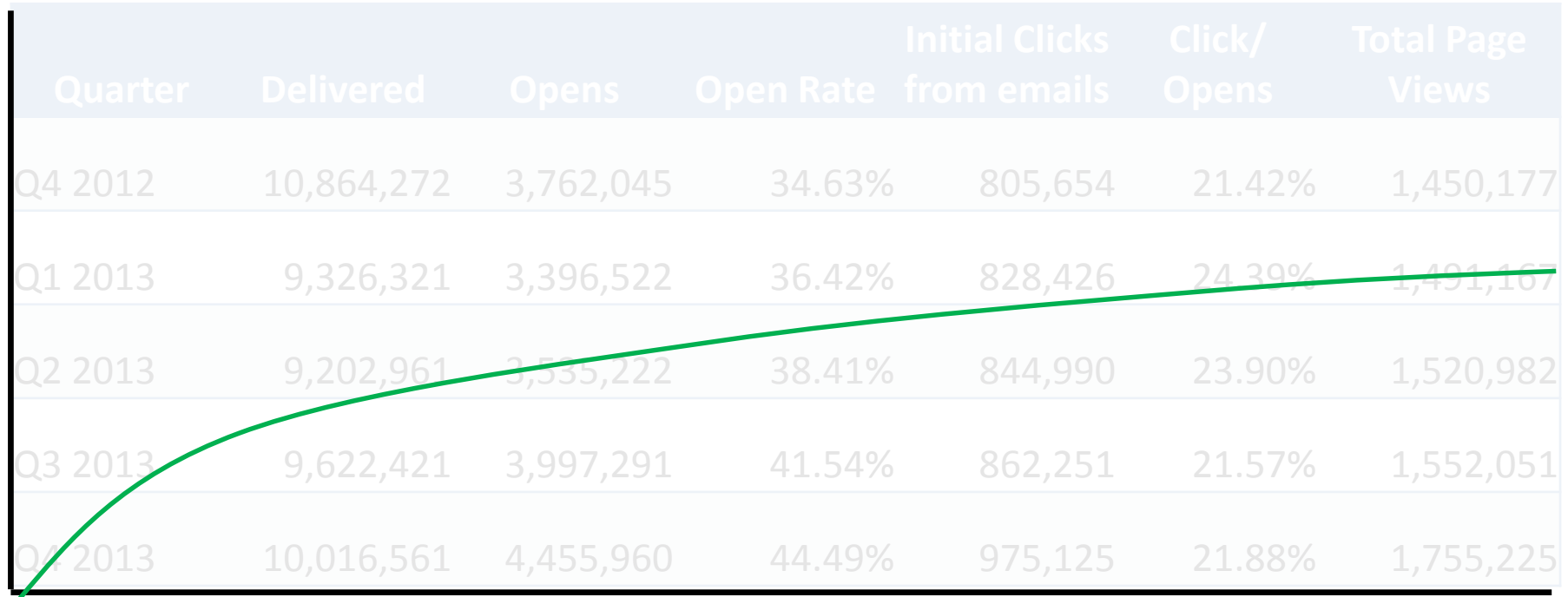
Clearly define goals and
objectives for email's
role in your company

Current Health of the Business: Metrics and revenue

	2013	2014
Total Sent	32,456,123	33,645,321
Average Open Rate	28%	28.7%
Avg. Click to open Rate	18%	19.1%
Total Revenue	\$3,526,954	\$3,844,802

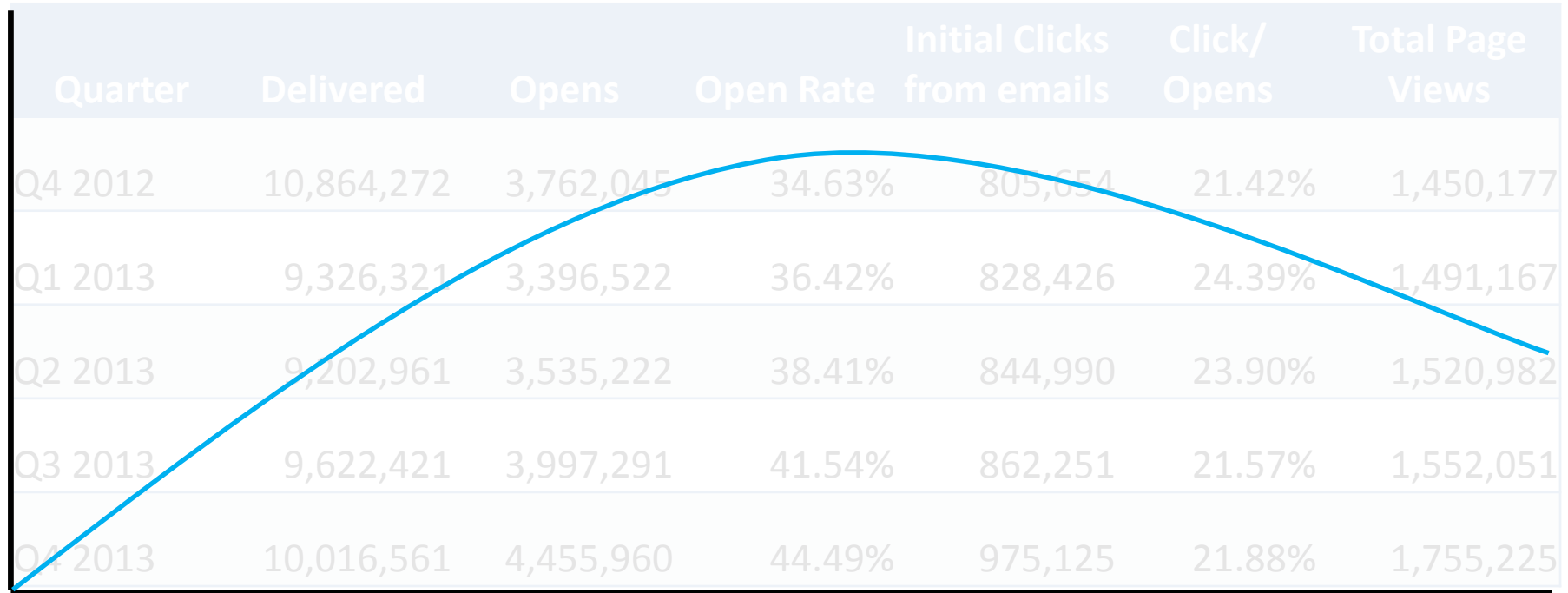
*Metrics are for example only

Scenario 1: Business is healthy and growing



*Metrics are for example only

Scenario 2: Business is declining, reinvesting



*Metrics are for example only

Numbers Current State, Metrics

Quarter	Delivered	Opens	Open Rate	Initial Clicks from emails	Click/Opens	Total Page Views
Q1 2013	9,202,961	3,997,291	43.44%	862,251	21.57%	1,552,051
Q4 2013	10,016,561	4,455,960	44.49%	975,125	21.88%	1,755,225

Scenario 2: Business is declining, Reinvest in ESP to drive growth

Either way, you need a new ESP

*Metrics are for example only

To Justify

- Final Requirements
- Demos and Interviews
- Financial Justification

Identify the Need

Show Your Work

Preparing to Speak with Vendors

1. List your requirements
2. Talk with marketers and experts to identify which partners might be right for you
3. Interview existing partners to ensure there's a fit
4. Trim your list down to 3-5 potential partners

A black and white photograph of four men in suits gathered around a table, examining a complex mechanical model. The man on the far left is leaning over the table, pointing at a component. The other three men are standing and looking on with interest. The model appears to be a mechanical assembly with various gears, levers, and structural frames. The background shows a wood-paneled wall and a window with blinds.

Meeting Tips:

- In-depth demos and meetings
- Assume nothing
- Meet with engineer to discuss integration
- Pricing model
- Consider cultural fit

Financial Model: Do nothing

First Year	Volume	Revenue	Rate
Emails	159,074,746	\$650,000	All email related revenue number goes here
Projected increase in site views	0	0	This number is based on avg CPM Site media (ads)
Technology Spend		-\$20,000	In-house ESP or other vendor costs saved etc
Total Revenue + Tech Spend		\$630,000	
Expense (ESP 2)		0	
Net		\$630,000	

Annual costs – all newsletters	Total expense
ESP 1	\$275,921
ESP 2	\$212,734
ESP 3	\$173,700
ESP 4	\$250,425

Numbers for illustration only.

Financial Model: Invest in an ESP

First Year	Volume	Revenue	Rate
Emails	159,074,746	\$650,000	All email related revenue number goes here
Site page views (7% lift due to new programs and segmentation)	38,527,594	\$616,442	This number is based on avg CPM Site media (ads)
Technology Savings		+ \$20,000.00	In-house ESP or other vendor costs saved etc
Total Revenue + Savings		\$1,286,442	
Expense (ESP 2)		- \$212,734	
Net		\$1,073,707	

Annual costs – all newsletters	Total expense
ESP 1	\$275,921
ESP 2	\$212,734
ESP 3	\$173,700
ESP 4	\$250,425

Numbers for illustration only.

Financial Model: Invest in an ESP

First Year	Volume	Revenue	Rate
Emails	159,074,746	\$650,000	All email related revenue number goes here
Site page views (7% lift due to new programs and segmentation)	38,527,594	\$616,442	This number is based on avg CPM Site media (ads)

Now you're ready to present your proposal

Annual costs – all newsletters	Total expense
ESP 1	\$275,921
ESP 2	\$212,734
ESP 3	\$173,700
ESP 4	\$250,425

Numbers for illustration only.

Technology Selection



Shopping Tips



marketingsherpa

email summit 2015

Insider tips for being a savvy ESP shopper

Understanding where your perspective aligns with an ESP



Charles Nicholls
SVP Product Strategy
SAP

Thank you



@webconversion

Charles Nicholls
SVP Product Strategy
SAP



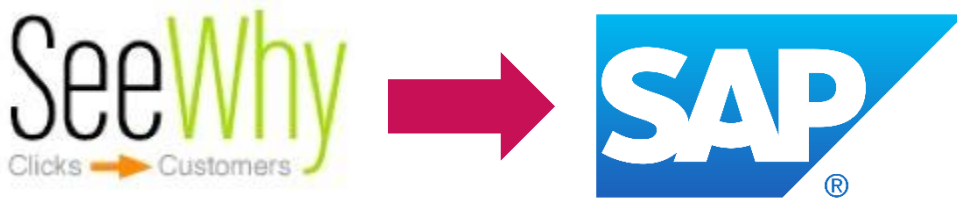
Charles Nicholls is SVP, Product Strategy for Marketing Solutions, SAP, and serves as part of SAP's drive to reinvent customer experience and commerce across channels.

He founded the website conversion company SeeWhy, which was acquired by SAP in June 2014, and served first as CEO then as Chief Strategy Officer.

Nicholls is a market analyst, blogger, commentator and contributor to ecommerce and analytics publications including Mashable, Forbes, ClickZ, Practical Ecommerce, CustomerThink and *BusinessWeek*.

#SherpaEmail

Experience



About SeeWhy

- The real-time remarketing company
- Acquired by SAP in May 2014
- Live on 4,000+ sites
- Generates >\$500m annually for clients

Our Partners:

BARE ESSENTUALS*



Crate&Barrel



L'ORÉAL

The Land of Nod.



The New York Times The Washington Post



Mashable ClickZ internet retailer MARKETING PILGRIM

Forbes practical ecommerce MarketingProfs

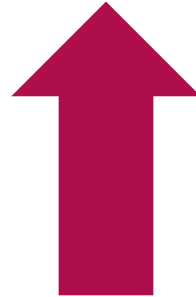


Its not easy being an ESP

Cost Per Mille



Competition



Churn



The Evolution of the ESP

Past



Email Marketing Platform

Present



SMS



Social



Display

Future



SMS



Social

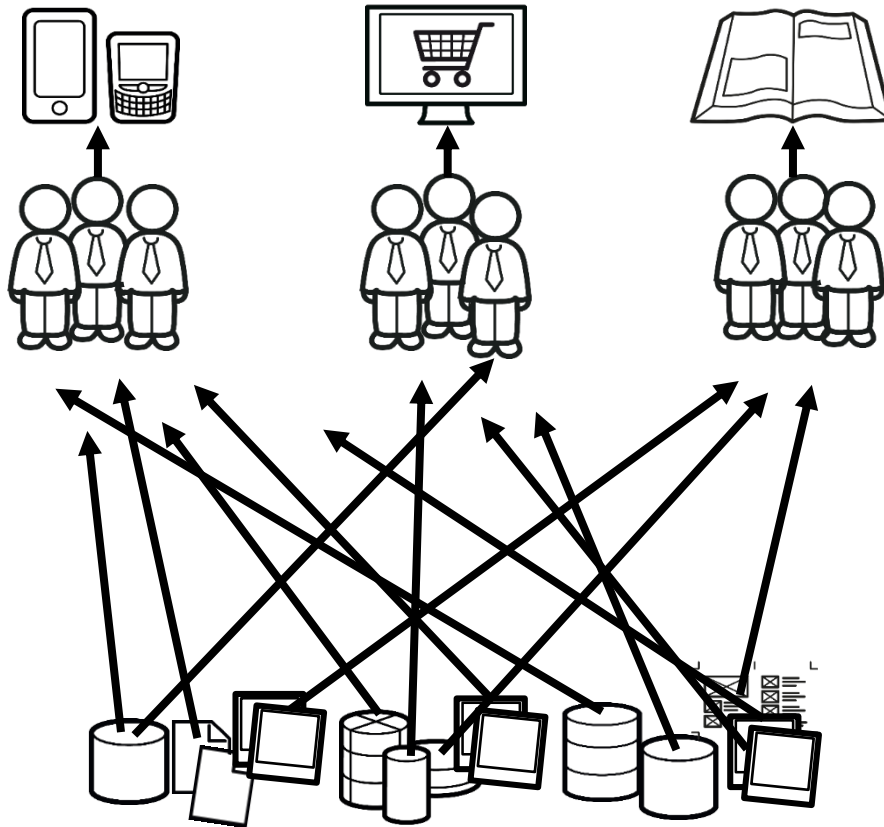


Display



For email to perform, we need **context data** in real time.

Does your company's data look like ... ?



Questions to ask yourself:

Are we fragmenting data across lots of different providers?

Is an ESP the right place to store our master customer data?

Ensure goals are aligned

ESP AGENDA \neq YOUR AGENDA

Long-term commitment
High switching costs



Expertise
Easy to use
Reliable platform
Short time to value



Ensure goals are aligned

ESP AGENDA \neq YOUR AGENDA

Let's understand
each other



Understanding and qualifying each other

How your ESP will qualify you:

- What's your timeframe?
- Is there a compelling event?
- Who is your competition?
- Do you have an approved budget?
- What is your pain?
- What is your 'buying vision' (criteria)?
- Is the vision agreed across stakeholders?
- Do you have the authority to make a decision?
- Who would actually sign the contract?
- What's your buying process?

Qualifying your seller:

- What does their ideal deal look like?
- What is their ideal timing?
- What's their selling process?
- Who will actually negotiate the deal?
- Who has to approve any discounts?
- Are they profitable?
- How are they funded / owned?
- When does their financial year end?

Negotiating levers you can use

Tangibles:

- 'Deal this quarter'
- Upfront vs. monthly
- Contract term
- CPM
- Additional value (e.g. API's, modules)

Intangibles:

- References
- Speaking at events etc.
- Doing innovative stuff
- Become a 'development customer'

Technology Selection



Questions You Should Ask

marketingsherpa email summit 2015

3 questions marketers forget to ask before they sign with a platform



John A. Caldwell
President
Red Pill Email

Thank you



@jacaldwell

John A. Caldwell

President

Red Pill Email

The logo for Red Pill Email, featuring the word "Red" in red, "Pill" in black, and "Email" in grey, all in a sans-serif font. The logo is enclosed in a thin grey rectangular border.

RedPillEmail

An email marketing practitioner since 1996, Red Pill Email founder, John Caldwell, has worked on the agency side, the client side and as a consultant, using deployment tools from ESPs to in-house to homegrown email systems.

John has been involved in over 50 ESP vendor selections for major clients since 2005, and has produced an annual Email Vendor Features & Functions Guide since 2009. His annual vendor guide reviews ESPs across 600 data points and is the only guide of its type that provides objective analysis of vendors' functional capabilities.

Prerequisites and Assumptions

It is assumed that all due diligence into the user's needs and the vendor's capabilities have been previously addressed and that the vendor platform meets the user's Functional and Non-Functional specifications and requirements.

Crowdsourcing "What's the Best ESP?" on LinkedIn, Quora or another forum does not constitute as due diligence or developing your organization's platform requirements.

What about Tech Support?

It's so easy to get caught up in talking about technical things that marketers often forget to ask about Technical Support.

- Onboarding
- Levels of support
- After hours support
- Turnaround time
- Technical problems vs. product support
 - What about training or customization?

What about Contracts?

What happens if the platform is down? Or you send more (or less) mail than you anticipated?

- Out-period
- Overages and tiers
 - Last outage?
- Downtime/Upgrade policies
- Pre-Negotiated rates for services
- Discounts for PR rights/Case studies

What about Making Me a Better Marketer?

Vendors offer many things to help you grow as a marketer. Be sure to ask about:

- Local workshops
- User groups/forums
- Free strategy sessions/regular audits
- Conference tickets
- Customer advisory board

Technology Selection



Problems an ESP Won't Fix

What are the problems ESPs can't fix?

Important considerations outside the responsibilities of the ESP



Michael Kelly
Co-founder
ClickMail

Thank you



Michael Kelly

Co-founder

ClickMail



@clickmail

Michael Kelly helped found ClickMail, an award-winning email technology provider, in 2000. He has 19 years of experience selling in the permission-based email industry and is regarded as one of Silicon Valley's most knowledgeable email marketing experts.

Resources:

TEXT: 88760

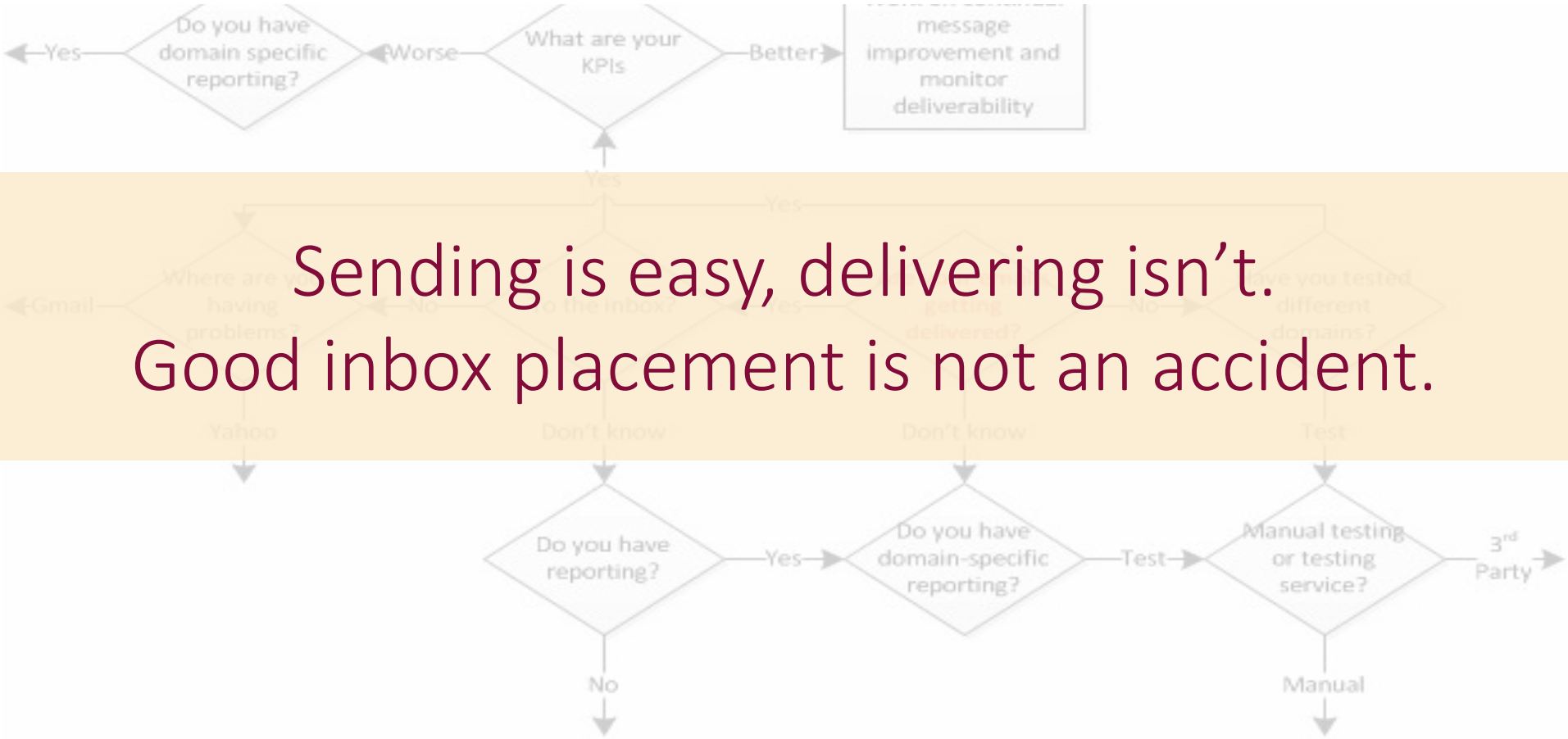
SEND: 'SHERPA15 (space) your email address'

GET: 2015 ESP Selection guide, and SMARTER EMAIL newsletter

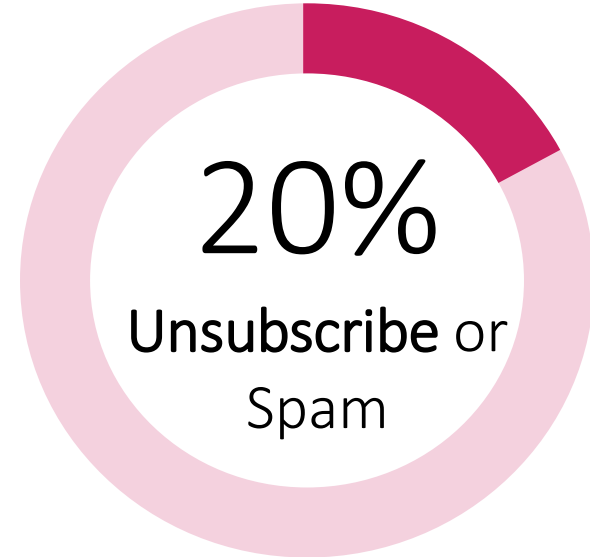
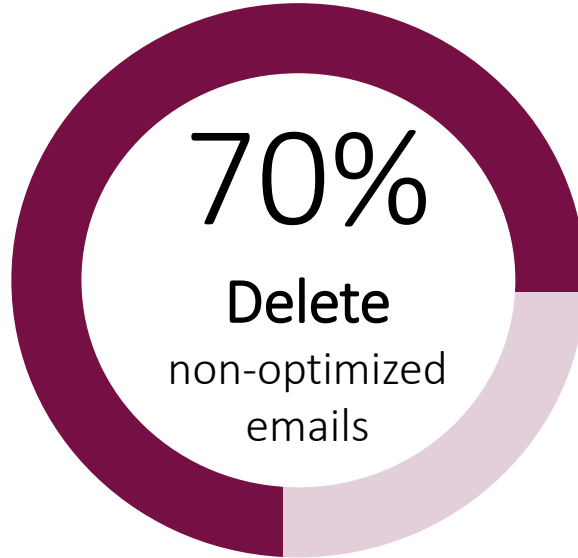
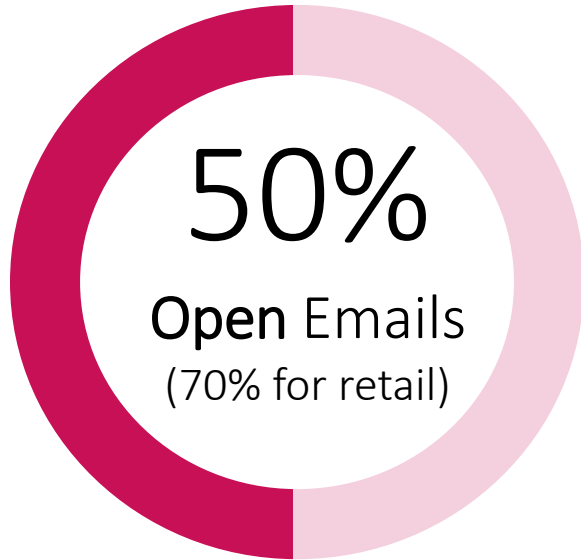
Remember: An ESP is a tool, not a solution



It may not improve deliverability



It won't improve the user experience
of customers on mobile devices:



Mobile-optimized email requires specific HTML coding

Appropriate Preference Pages/Profile Centers

- Value comes from relevance
- Interest is established by one of 3 ways:
 - **Guesses/Hunches**
 - Demonstrate behaviorally
 - Self-selection

Appropriate Preference Pages/Profile Centers

- Value comes from relevance
- Interest is established by one of 3 ways:
 - Guesses/Hunches
 - Self-selection
 - Demonstrate behaviorally

EMAIL

YES: Send me emails for in-store and online specials.

I am:	I shop for:	I am interested in:
<input type="radio"/> Female	<input type="checkbox"/> Women	<input type="checkbox"/> Casual Clothing, Outerwear & Footwear
<input type="radio"/> Male	<input type="checkbox"/> Men	<input type="checkbox"/> Athletic Clothing & Footwear
	<input type="checkbox"/> Juniors	<input type="checkbox"/> Rugged Workwear (i.e. Construction)
	<input type="checkbox"/> Kids/Babies	<input type="checkbox"/> Sports Fan Clothing & Accessories
	<input type="checkbox"/> Pets	<input type="checkbox"/> Other: <input type="text"/>

NO: Do not send me promotional emails

SAVE PREFERENCES

Appr

6.2%



marketingsherpa
email summit 2015
February 23-26 · ARIA Resort & Casino · Las Vegas

43.8%

%%First Name%%,

We would like to invite you to the MarketingSherpa Email Summit 2015!

MarketingSherpa Email Summit 2015 will be held at the ARIA Resort & Casino in Las Vegas this coming February 23-26. ClickMail is proud to be sponsoring this year's world-class event.

To celebrate, MarketingSherpa has allowed us to provide a limited number of complimentary two-day passes to this prestigious event with access to summit sessions, exhibit area, meals, breaks, and parties.

There are certain restrictions to qualify. If you're interested, please [let us know](#) and we'll help you coordinate.

Attendants will learn how to make their email program more successful by taking advantage of:

- Coaching Clinics
- Roundtable Sessions
- Training Workshops
- Networking

[More information on the event](#)

43.8%


Please reach out to your [Customer Success Manager](#) with any additional questions or concerns.

Privacy policy | Update your profile & unsubscribe

0% 6.2% 6.2%

© 2010-2015 Bob's Stores and ClickMail Marketing, Inc.

6.2% 6.2% 6.2% 6.2% 6.2% 6.2%



EMAIL SUBSCRIPTION MANAGER

Please modify your subscription preferences below.

	Subscribe	Unsubscribe
ndees i receive notifications about registration deadlines, hotel fers, education and networking events for the premier rducts trade event in the world.	<input type="radio"/>	<input checked="" type="radio"/>
ibitors f important exhibitor deadlines, exhibitor education, special rking events all geared towards providing you with the rvenience possible.	<input checked="" type="radio"/>	<input type="radio"/>
a Co-Op (SDC) bout how safety store and universally export industry The SDC will enable any manufacturer to take control of ata, maintain its compliance to standards, and provide a sns to distribute that data to approved data receivers v the most affordable way possible.	<input type="radio"/>	<input checked="" type="radio"/>
tws Equipment Industry's electronic newsletter delivering ing news, association- and industry-related insights, programs and key events, timely reminders, automotive siness tips from automotive aftermarket professionals, and	<input checked="" type="radio"/>	<input type="radio"/>
nbership nation and offers on business tools and resources to help i increase profits, reduce costs, be more strategic and your promotions, save money through group purchases, with key industry businesses and leaders.	<input checked="" type="radio"/>	<input type="radio"/>
nbership: Council ARMO Council (opt-out only)	<input type="radio"/>	<input checked="" type="radio"/>
ication Institute (SEI) omputive aftermarket's go-to professional training ceive announcements and invitations to webinars, rses, live education Events and student resources.	<input checked="" type="radio"/>	<input type="radio"/>
ernational Relations nd programs for companies wanting to extend their reach rders and branch into emerging automotive markets that tential for increased sales.	<input checked="" type="radio"/>	<input type="radio"/>
Communications	<input checked="" type="radio"/>	<input type="radio"/>


[Update Email Subscription Status >](#)

[here](#) to change your email address - cameron@clickmailmarketing.com our email address SEMA has on file.



#SherpaEmail

It won't keep your list clean

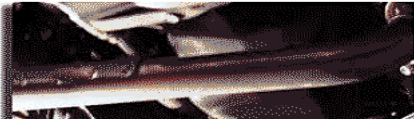


McGAVOCK NISSAN

SALES: 800-610-9608
SERVICE: 800-785-8137
PARTS: 800-984-4324

4817 S. Loop 289, Lubbock, TX 79424

Nissan LEAF Oil Change at McGavock Nissan Lubbock, TX 79490



Before your oil light comes on, come over by McGavock Nissan in Lubbock, TX 79490 so you can get your oil changed quickly and conveniently. Don't take that shiny new Nissan LEAF to any old place that will take your money


can get your oil changed quickly and conveniently. Don't take that shiny new Nissan LEAF to any old place that will take your money and give you a substandard product. At the McGavock Nissan service department you get a

Getting an oil change every three months or so can be a pain and can eat into your wallet. With the McGavock Nissan serving Lubbock, TX service department we know it's a big deal to trust someone with your car on a regular basis and we make sure to give you a knowledgeable service team with prompt and speedy oil changes in return. We make sure everything is checked over and tight so you are running at peak capacity. We'll do all of that at a price that will keep you coming back too. With McGavock Nissan your car gets in and out quickly without skimping on the quality.

Get Started Now!

- Request Service Appointment**
Request to schedule an appointment online for your next checkup.
- Ask a Tech**

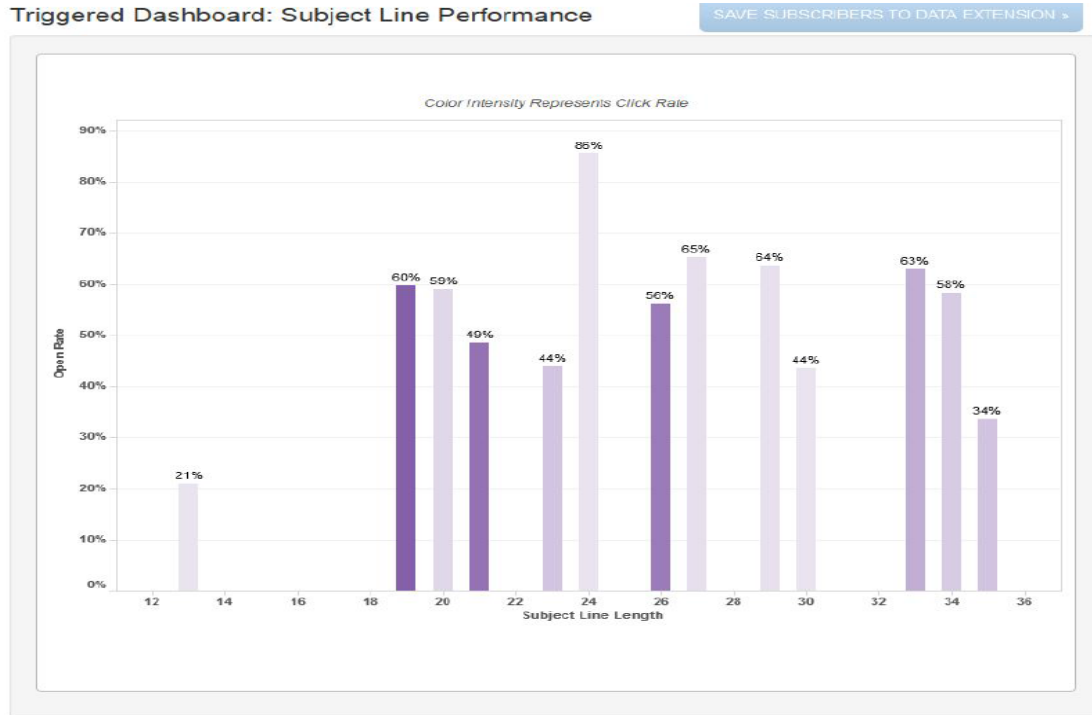
17



4817 S. Loop 289
Lubbock, TX 79424
[Get Directions](#)

It won't explain your data

Your data has a story to tell you — do you have a translator?



It won't create good campaigns for you

- As an email marketer, it's your job to do **at least one** of these well:
 - Save money or time
 - Educate
 - Entertain
 - Aggregate relevant information
 - Provide special access
 - Deliver information not available elsewhere



Technology Selection: Audience questions



**Preston Wily
Sewell**



John A. Caldwell
Red Pill Email



Diana Primeau
CNET



Michael Kelly
ClickMail



Charles Nicholls
SAP



Technology Selection

Ensuring you get the best value out of your technology investment