



Deliverability & Communication Strategies to Reach Your Audience in Times of Uncertainty

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Welcome

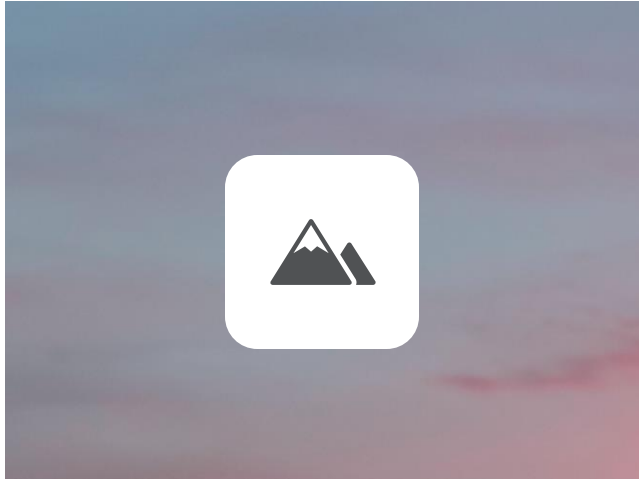


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SVP, Strategy



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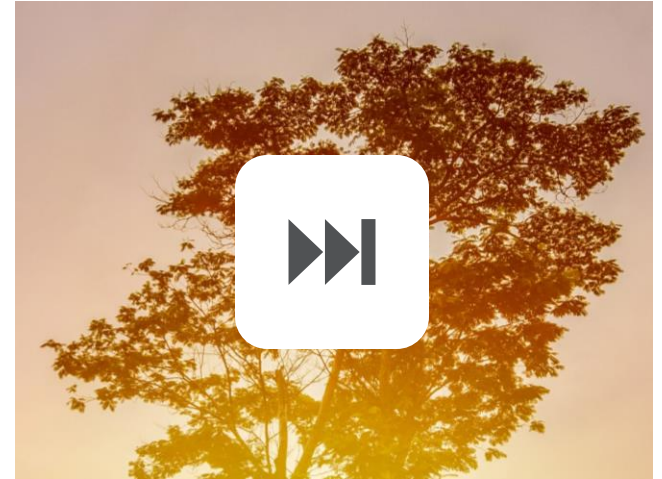
What you'll learn today



**A look at what's
changed in the
email landscape**



**Strategies for
communicating now**



**Preparing for
what's next**



A look at what's changed in the email landscape



What's changed*?

Email Communications

50%

Reduction in # of communications

8.8%

Mentioned COVID-19

Inbox Placement

0.8%

Increase in inbox placement rates

1.9%

Increase in inbox placement when referencing COVID-19

Email Engagement

0.9%

Decline in email open rates

0.18%

Decline when referencing COVID-19

Delete Rates

3.9%

Increase in delete rates

4.8%

Increase in delete rates when referencing COVID-19

The deliverability problem brands are facing



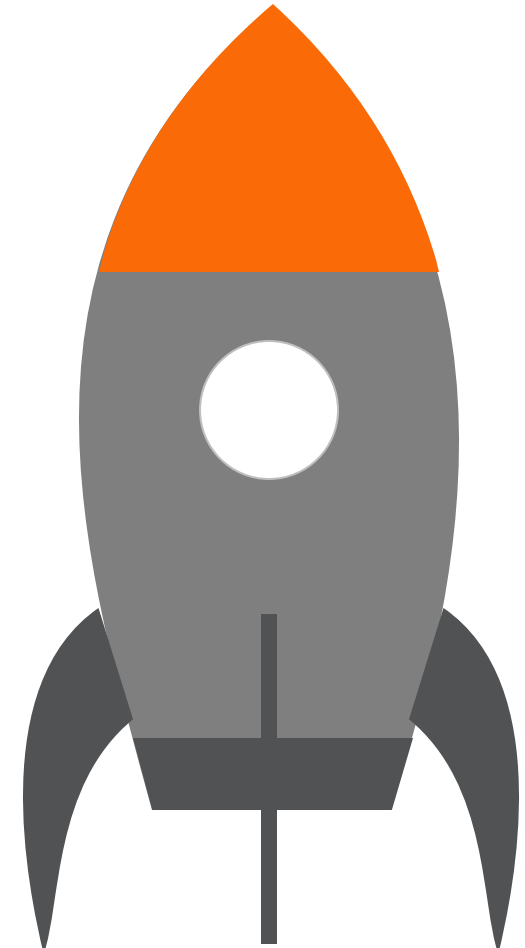
Crowded inbox



Sender reputation



Data hygiene



Implications of halting email



Reputation goes "cold"

ISPs will gradually stop storing reputation metrics



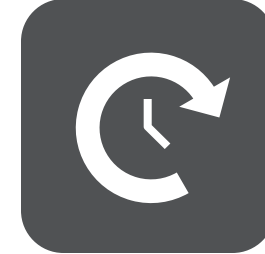
Audience becomes disconnected

Subscribers become disinterested with your email program altogether



Spam traps

Addresses abandoned/closed converted to spam traps by ISPs



IP warming

The longer you halt, the longer your reputation warm up period

Why it's important to maintain communication

Keep customers informed

Promote relevant products or services to generate revenue

Retain customer loyalty

Maintain sender reputation: protect deliverability





Strategies for communicating now





Not time for business
as usual

Imperative to consider customer context



Be relevant

Will my customer care about what I have to communicate right now?



Be helpful

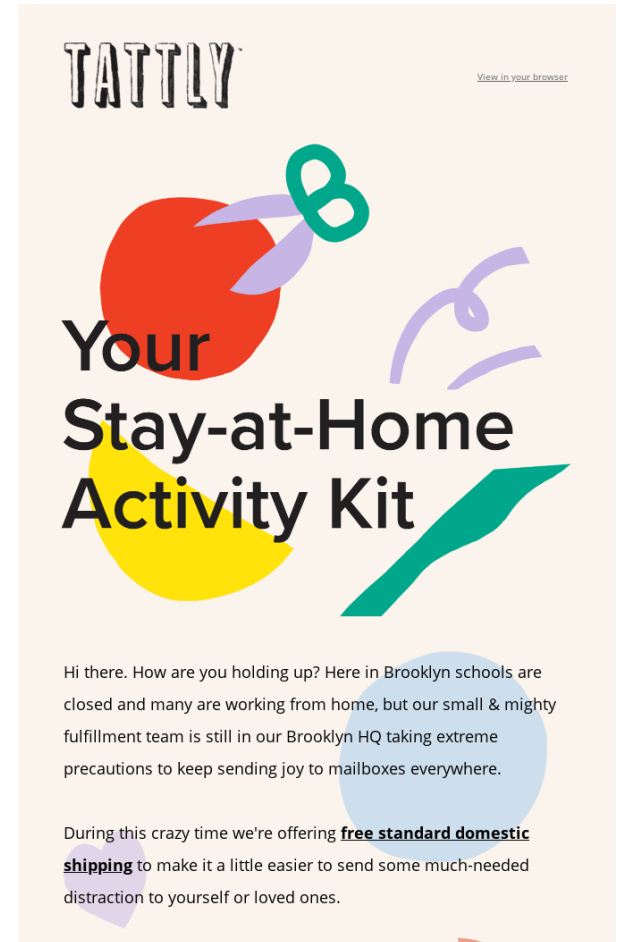
How can my brand help or add value for my customer given their current context?

Make a communication plan for the coming months

Be careful not to stop trying to engage your subscribers

Create a plan for how to communicate with subscribers while operations have slowed down

It's a delicate balance



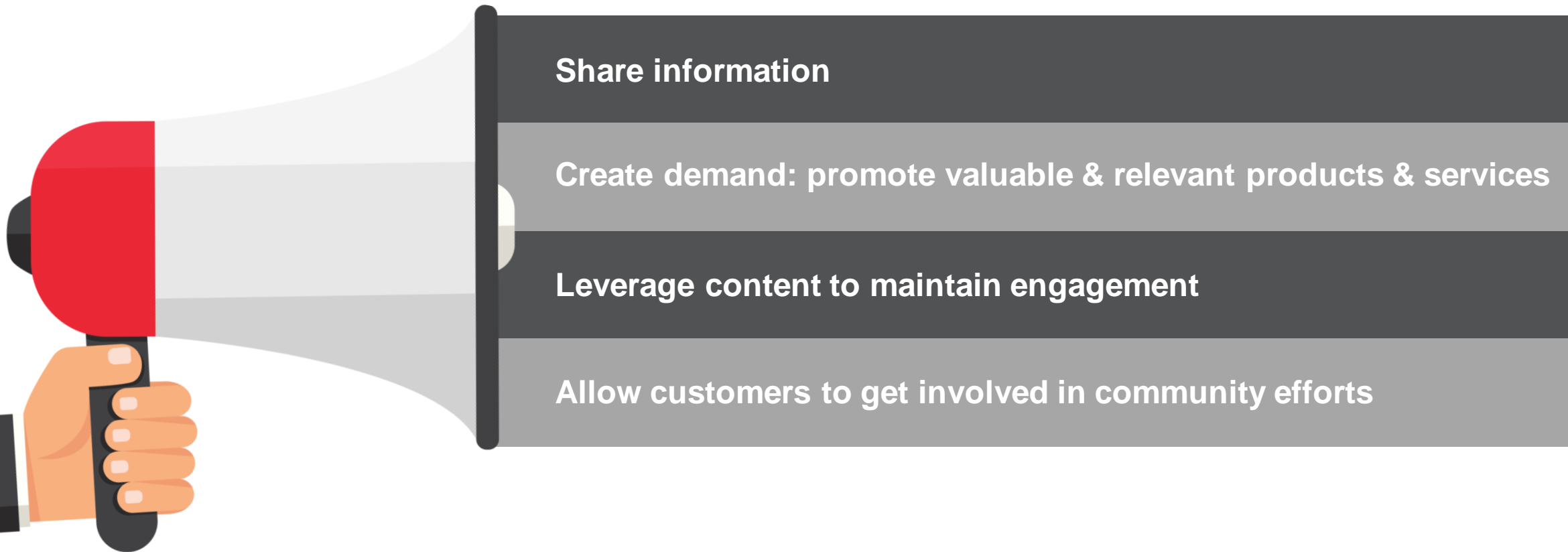
TATTLY [View in your browser](#)

Your Stay-at-Home Activity Kit

Hi there. How are you holding up? Here in Brooklyn schools are closed and many are working from home, but our small & mighty fulfillment team is still in our Brooklyn HQ taking extreme precautions to keep sending joy to mailboxes everywhere.

During this crazy time we're offering **free standard domestic shipping** to make it a little easier to send some much-needed distraction to yourself or loved ones.

Contextual communication strategies



Share information

What are you doing to help your employees, customers, and community?

Provide easy access to the latest information and updates on changes in business or services.

Ease concerns regarding unavailable services, pending expirations, or cancellations.

STARBUCKS®

Things are changing rapidly, but we're still here for you.

Due to recent developments regarding COVID-19, we have temporarily closed our in-store cafés, but select drive-thru and grocery locations remain open.

We want to safely provide you a moment of respite and normalcy should you need it. Here are three ways we can help:

Find a drive-thru store

Visit our store locator for up-to-date hours of available drive-thru and select grocery locations in your area.

Mobile ordering

You can still order ahead and pay via the Starbucks® app, and then pick up your order at the drive-thru window.

It's easy to download the app, and you can find step-by-step instructions on how to mobile order here.

Starbucks® Delivers on Uber Eats

You can still get your Starbucks favorites delivered via Starbucks® Delivers on Uber Eats in select markets. We are offering \$0 delivery fee* on all orders for a limited time.

Caring for our partners

We're committed to the safety and well-being of all Starbucks partners (employees). Check here for updates and to learn more about what measures we are taking in response to COVID-19.

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What are you doing to help your employees, customers, and community?

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Membership Update

Park operations are suspended until mid-May, but we have a plan to make it up to you.

Dear Sophia:

Due to the COVID-19 situation it looks like we are not going to be able to open the parks on our original schedule. To ensure the safety of our guests and Team Members, we are looking at a mid-May opening date, or as soon as possible thereafter.

We've come up with a plan to make it up to you. You are among our most important guests, and it is our intention to ensure that you receive much more than your money's worth from your Six Flags Membership.

First off, we are going to give you one month of Membership for each month we are closed (rounded up to the nearest month). These months will automatically be added to the very end of your Membership.

First off, we are going to give you one month of Membership for each month we are closed (rounded up to the nearest month). These months will automatically be added to the very end of your Membership.

In addition to replacing the months that you lost, we're also going to give you a free upgrade to Diamond for the rest of the 2020 season.

With your free Diamond upgrade, you'll get (FREE):

- 35% off Gifts & Candy
- 35% off Food & Beverages
- Diamond Preferred Parking Every Visit
- Waterpark Diamond Area Access
- Skip a Line Ticket Every Visit
- Two Free Ride Photos

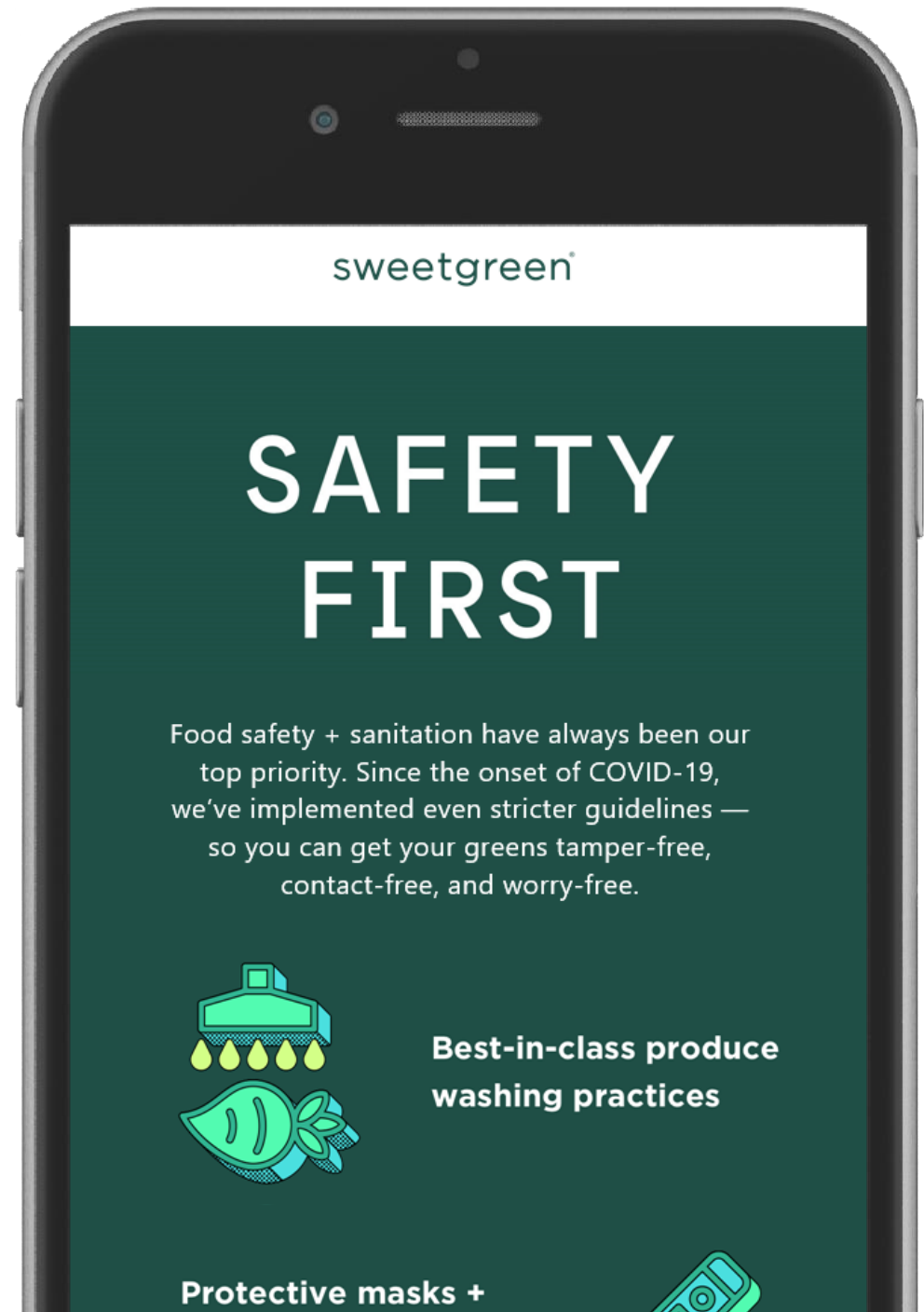
To top it off, we'll be hosting special events and adding free perks for you when the park re-opens.

Share information

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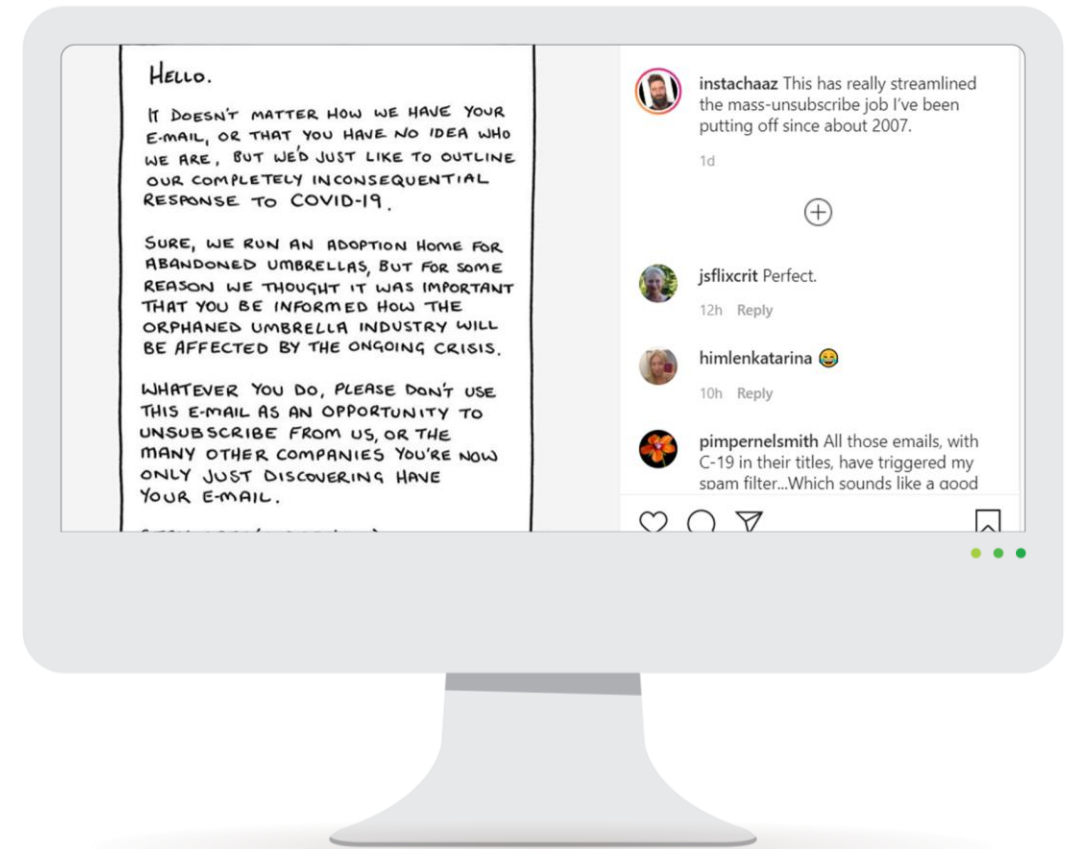
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Crisis messaging: Be helpful and disciplined

Is it necessary?



Implications of expanding mailable reach



No special treatment from ISPs

Expanding to less engaged subscribers poses risk for reputation loss at ISPs



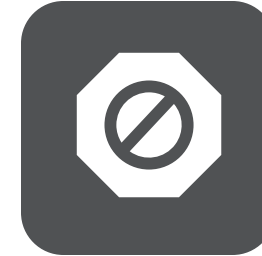
Spam complaints

Less engaged subscribers tend to ignore or mark emails as "spam" at higher rates



Spam traps

Addresses abandoned/closed converted to spam traps by ISPs



ISP blocking

Sudden spikes in send volume cause ISPs to block suspect email traffic

Set limits for lapsed subscriber sends

Do lapsed subscribers really need to receive the communication?

Marketers should establish a limit for how “deep” into their inactive database they are willing to go.



Diana R. Wallach @dianarwallach · 4h

Every business I have ever stepped through the door of has sent me a coronavirus email--the place that cleaned my carpet 5 years ago, a prenatal yoga class I took 6 years ago, a hair salon from before I moved, the online shop where I buy yoga pants, on and on and on...




Take precautions when mailing inactive subscribers



Throttle your messages (spread them out) over multiple days and consider segmenting your audience based on their activity



Send to your most active subscribers first and save the highest risk subscribers (i.e., the most inactive) for last



Be proactive to protect domain reputation

COMMUNICATE

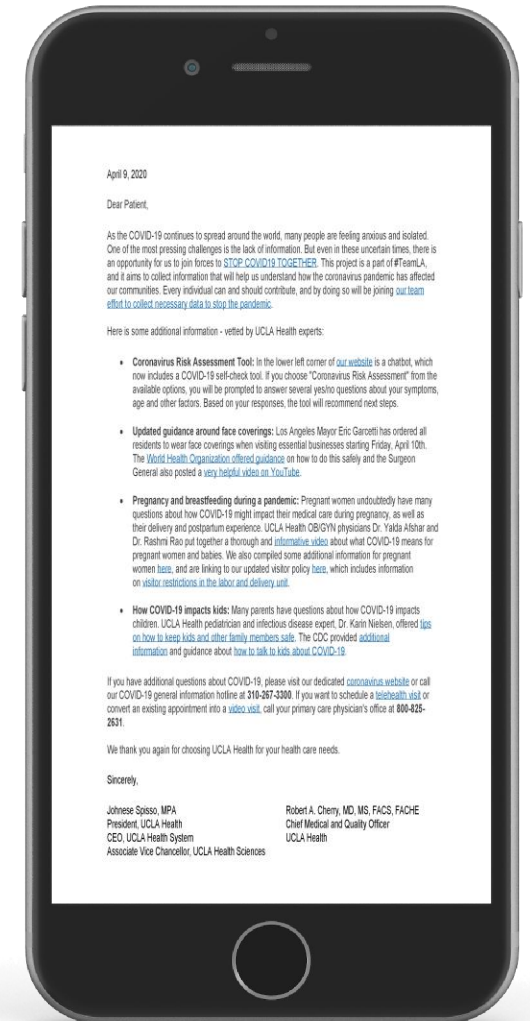
Share plans to communicate with your deliverability team

BE FLEXIBLE

Implement sending practices for minimizing deliverability risk

CREATE CONTINGENCIES

Develop a plan for continuing to send vital communications to engaged subscribers



Be proactive to protect domain reputation

COMMUNICATE

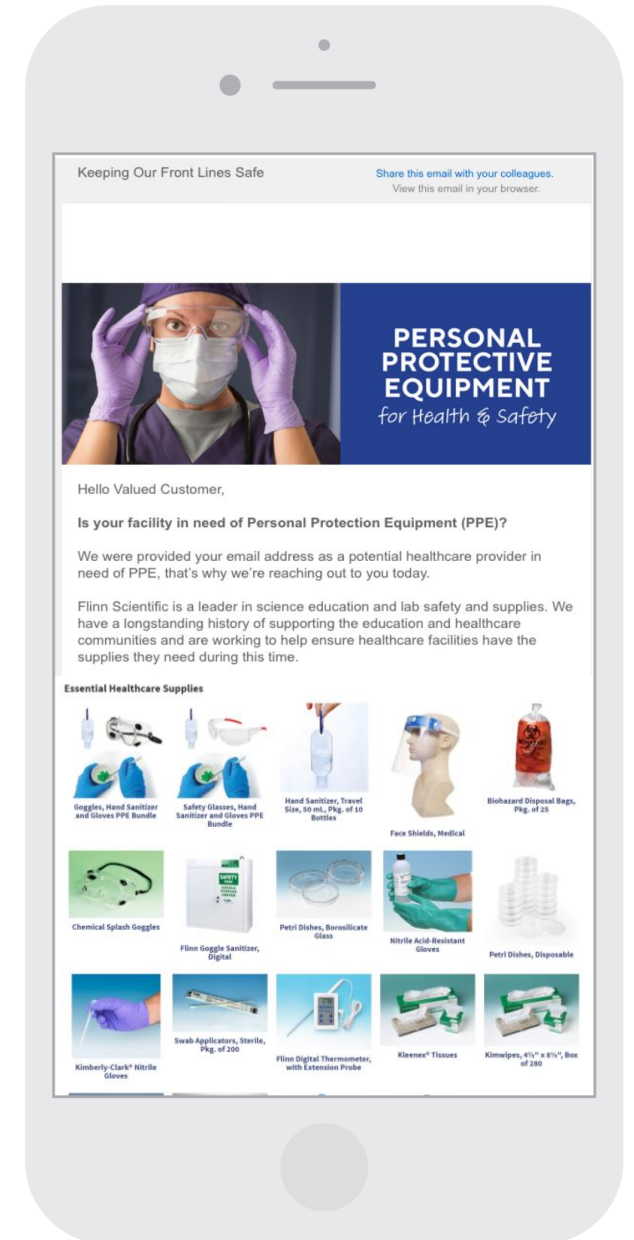
Company vocalized opportunity to promote PPE for healthcare workers to a less familiar subscriber list

BE FLEXIBLE

Deliverability team conducted a risk assessment and executed tactics to minimize the risk of an ISP block

CREATE CONTINGENCIES

Increased monitoring of deliverability KPIs and planned for added contingency support



Create demand

Promote products and services that will help your audience during these times.

Are there new ways of doing business that you can offer customers?

Consider promotions to encourage alternative methods of transaction if relevant.

- Free shipping
- Creative promotions to encourage trial of new services



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We are offering Carside Pickup and delivery while our dining room is temporarily closed.

Olive Garden
ITALIAN KITCHEN

Buy One
Take One
ToGo

\$12.99*

Buy One, Take One



Choose your first entrée

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Crate&Barrel

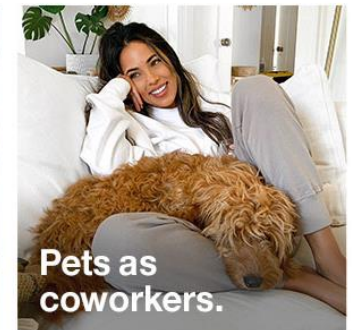
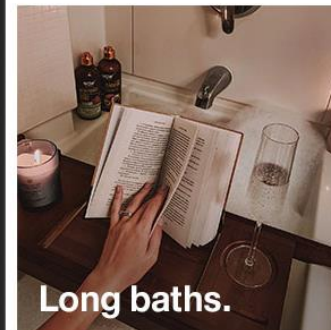
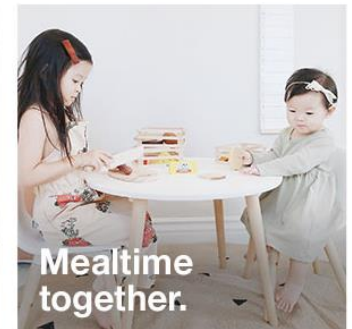
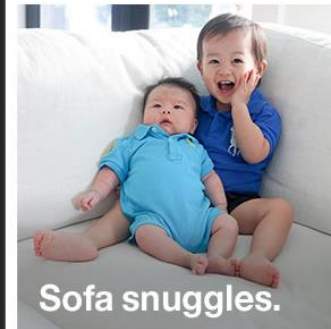
View with images

New Furniture Decor Tabletop & Bar Kitchen Sale

Hi, Crate friends and family.

Things are...*different* right now. We know it's not easy, but we see you there, making it work!

So take a (socially distant) breath, and remember—we're all in this, at home, together. Here's some of the good we see in staying home.



Leverage content

Create a reason for your customers to stay engaged with you by curating or creating relevant content that makes sense for your brand.

What can you provide that inspires, entertains, fills a need in our current context?

Take a Virtual Vacation

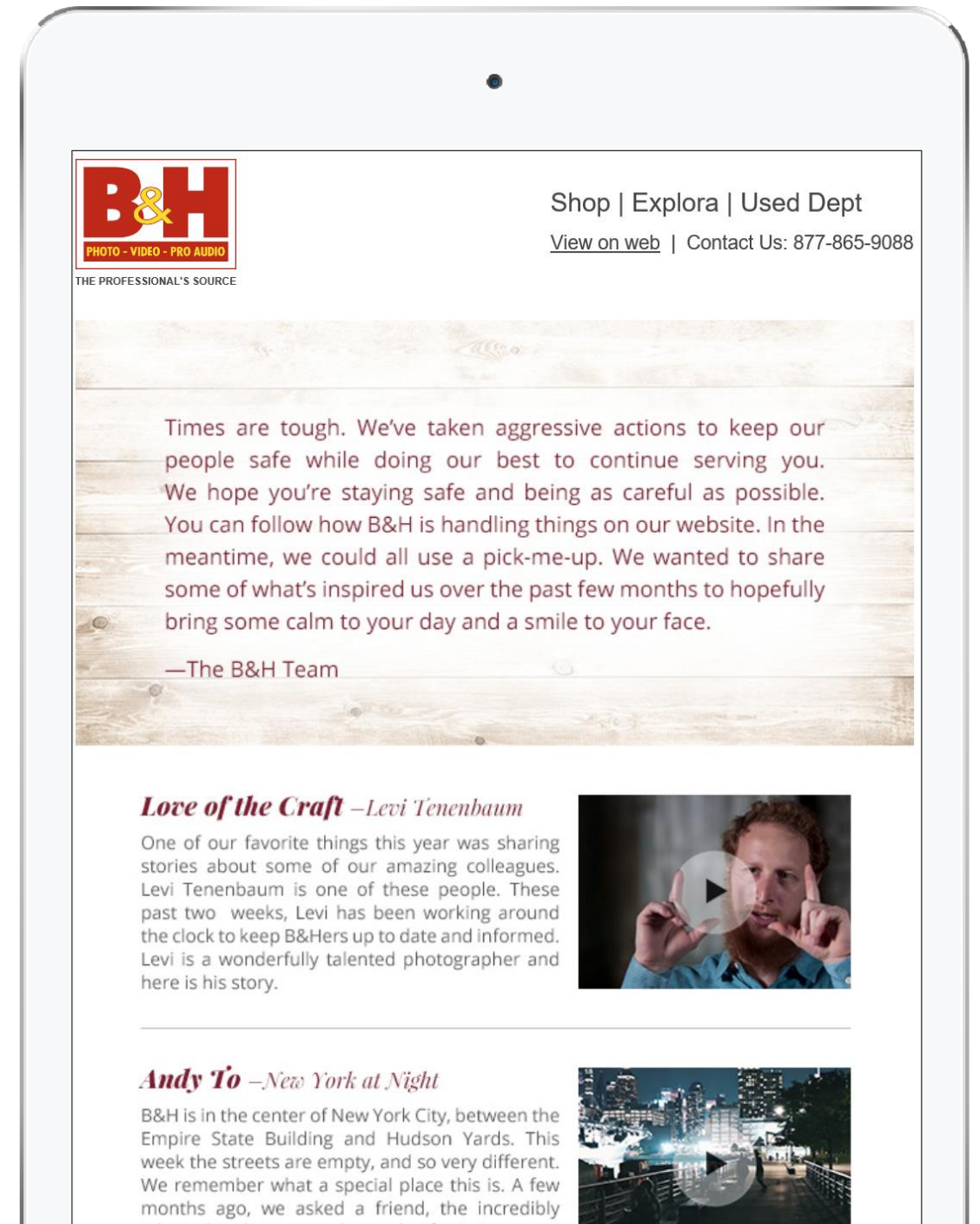
Soon, we will step out from behind our screens. But thanks to the wonders of technology, you can still see the world from the comfort of your home — through virtual tours, movies, TV shows, podcasts and books. And when you're ready to travel again, we will be right here waiting for you.



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**See's
CANDIES.**

Share your creations! #SeesCandies

See's
CANDIES.
#SeesCandies

See's
CANDIES.
#SeesCandies

See's
CANDIES.
#SeesCandies

Easter Fun for Home Bunnies

A little treat to brighten your day—FREE coloring pages from See's! Great for kids of all ages and relaxing for adults, too. Simply download, print and get coloring. Tag us on Instagram and Facebook to share your creations! #SeesCandies

GET COLORING

Community involvement

Create means to allow customers to get involved in community efforts.



The image shows a screenshot of a website banner for Wantable. At the top left is the Wantable logo (a stylized 'w' in a circle) followed by the text 'WANTABLE'. To the right of the logo are navigation links: 'STYLE', 'FITNESS', 'MEN'S FITNESS', and 'STREAM'. The main visual is a large graphic with a light orange background and a white triangle pointing downwards. Inside the triangle is a large black circle containing a white stylized 'w'. Above the circle, the text 'SEW GOOD' is written in a curved path, and below the circle, the text 'TO GIVE BACK' is written in a curved path. Below the graphic, the text 'Can you sew? Know someone who can?' is displayed. Underneath this is a short paragraph: 'Like you, we want to help those on the medical frontlines who are running out of supplies, caring for patients suffering from the COVID-19 (coronavirus). That's why we're hustling to turn our fulfillment center into a hub to create and distribute face masks.' At the bottom of the paragraph is a link: 'Want to help? If you can sew, click below.' At the very bottom of the banner is a button labeled 'LEARN MORE'.

WANTABLE STYLE FITNESS MEN'S FITNESS STREAM

SEW GOOD

TO GIVE BACK

Can you sew? Know someone who can?

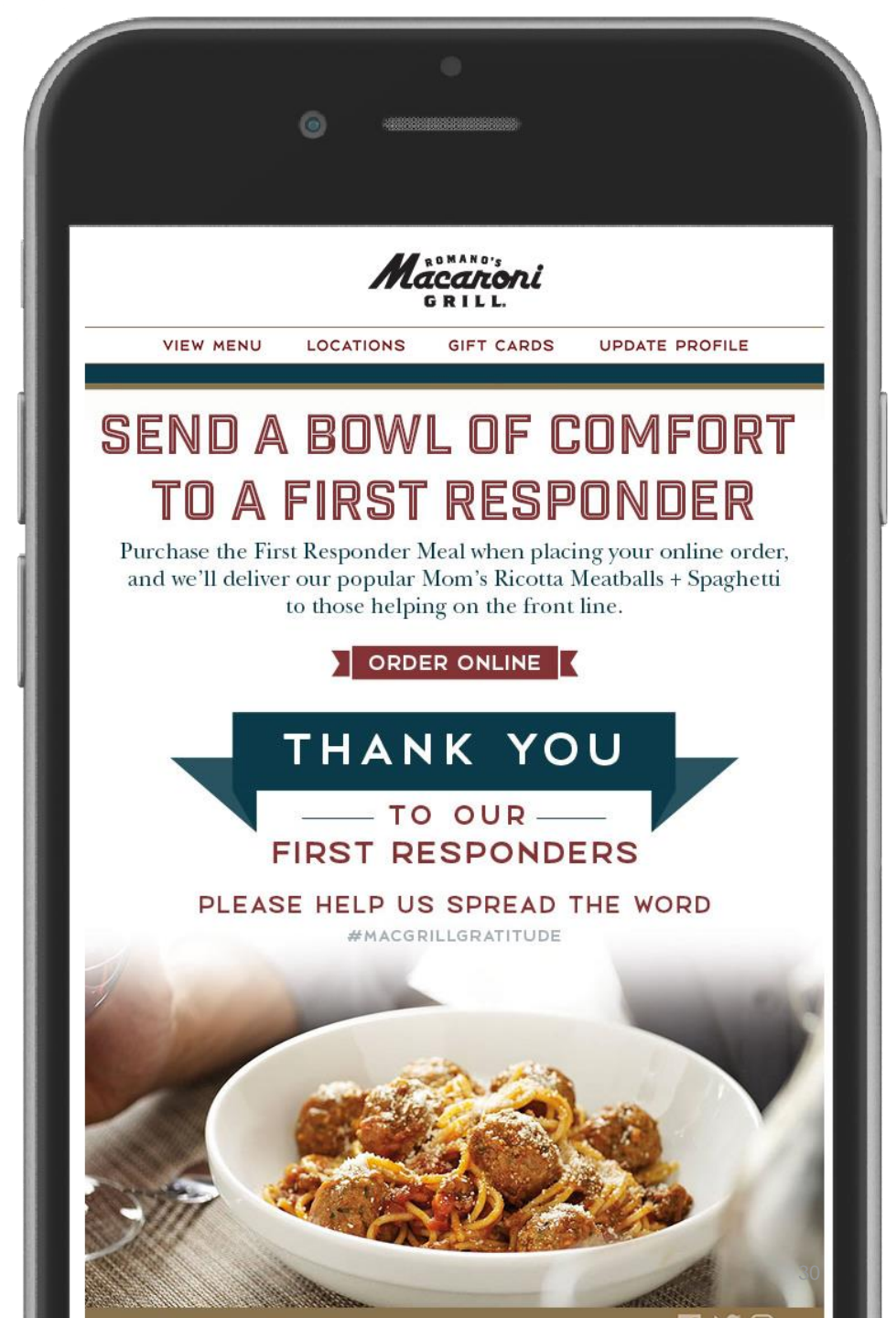
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Want to help? If you can sew, click below.

LEARN MORE

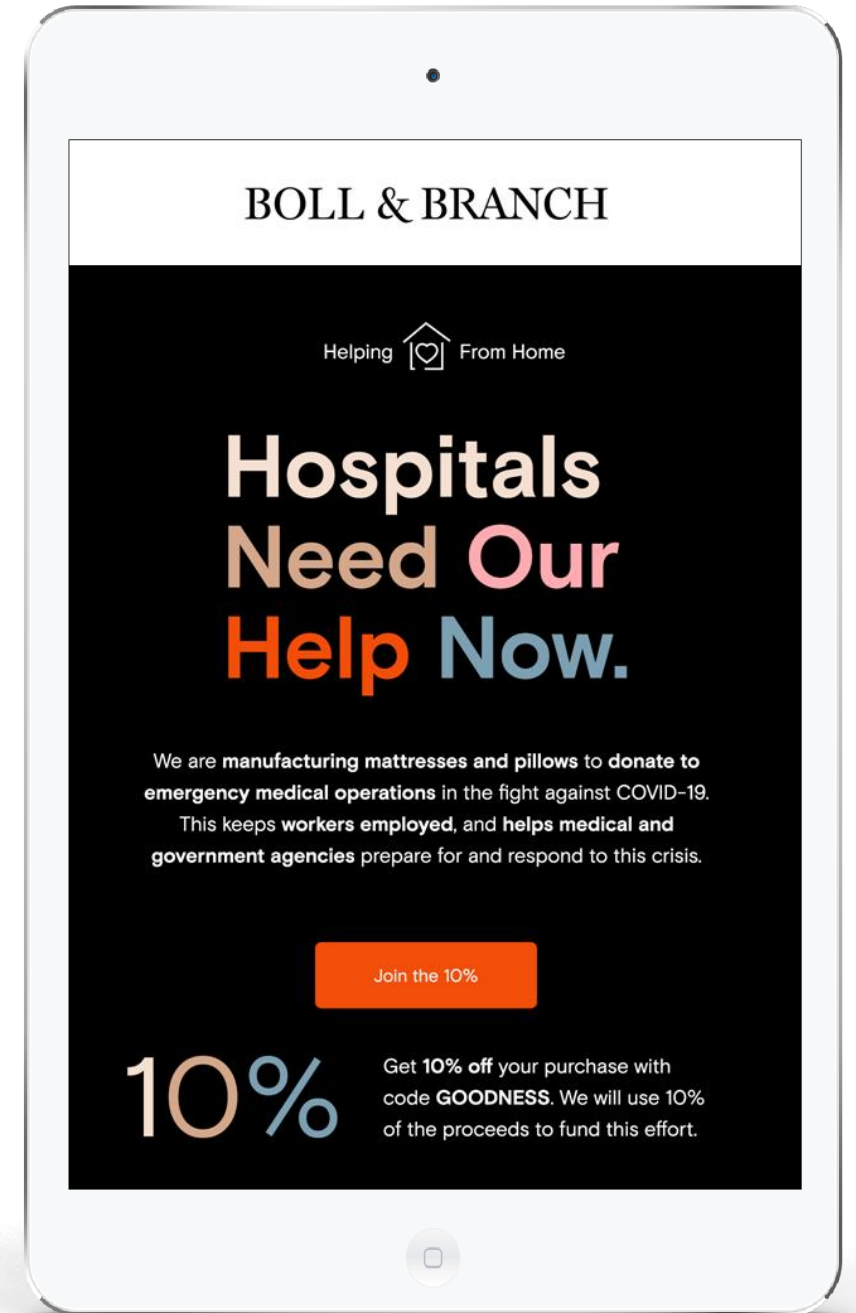
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Community involvement

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Fine tune your tone and messaging

Trust and transparency more important than ever

Speak to what you know

Be concise

Be available to customers

Share positivity



Be aware & empathetic

Inspire

Listen

The devil is in the details



Review

All current marketing communications – website, in-market materials, automated campaigns & triggers, planned campaigns



Evaluate

Tone, copy, visuals, CTAs, keywords to make sure they are appropriate



Consider

Targeting and segmentation for relevance

Keep an eye on key metrics



After adjusting your communication plans, be ready to assess your deliverability trends so you understand a deeper layer of subscriber data

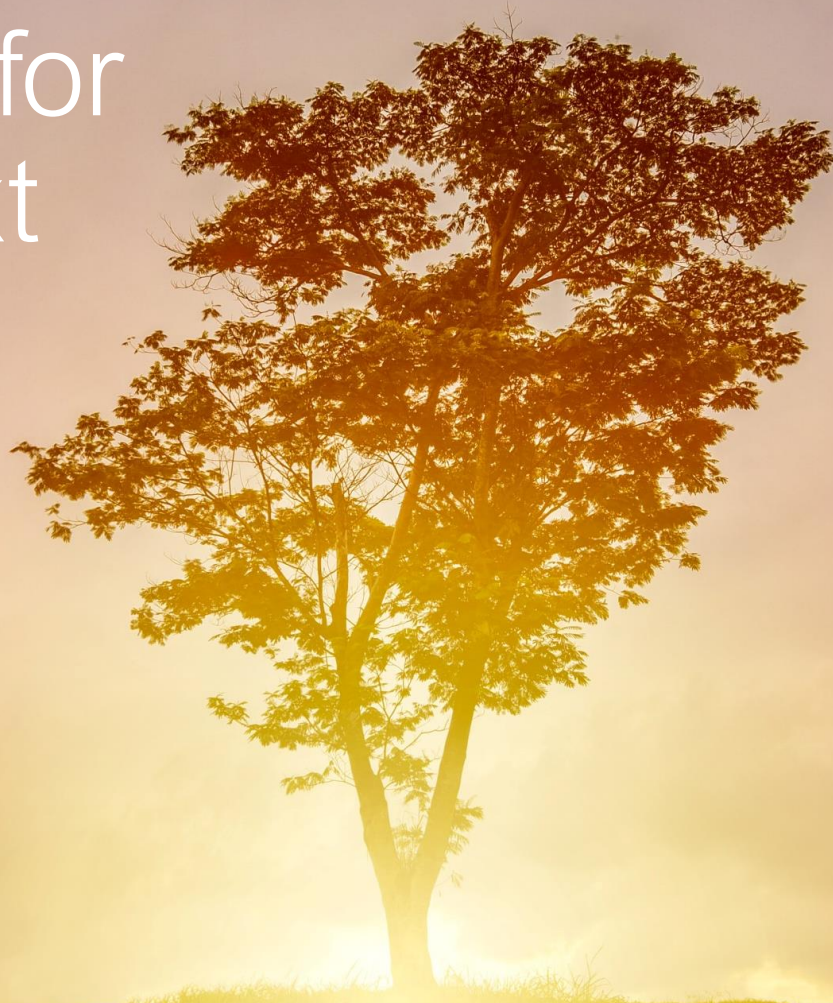


Key deliverability metrics include:

- Inbox placement
- Spam complaint
- Bounces
- Unsubscribes
- Spam trap hits
- Blacklistings



Preparing for
what's next



Analyze your data

Significant opportunity to leverage data to make smart decisions as things begin to recover

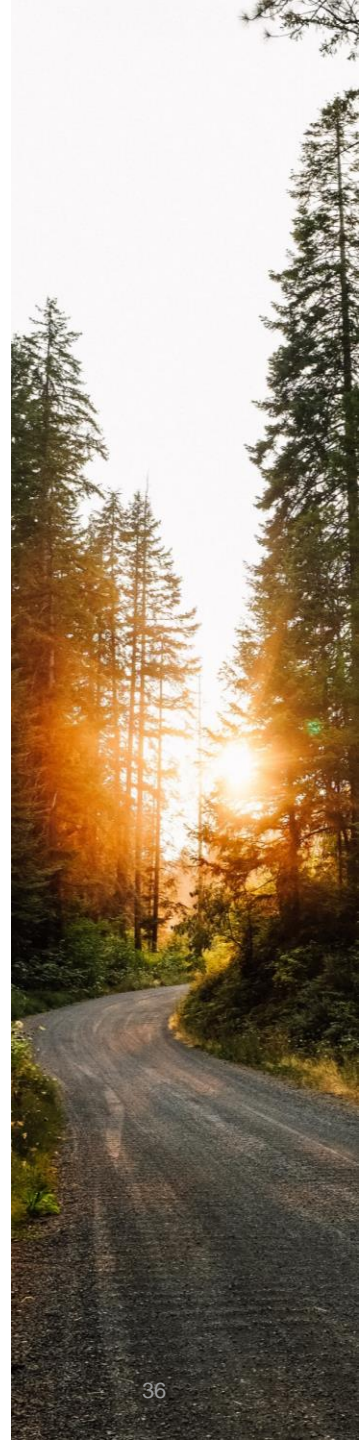
Understand difference between historical and current customer activity

Identify customer segments & associated value

Best, New, Retained, Lost

Monitor performance of communication and engagement channels

Online, Digital (Email, SMS, App), Phone, Direct Mail



Audience analysis & modeling to drive targeting segmentation & relevance

Customer Data



Customer Status & Preferences



Purchase History



Brand/Product Usage



Rewards History



Multichannel Exhaust Data

Data Axle



The Value of our Intelligence Engine

- Robust predictive modeling and custom analyses to achieve your business goals
- Insights provided through Data Visualization
- ML-based capabilities to maintain strong performance over time
- Transfer updated results directly to client CDP via API

Data Lake Processing & Enablement



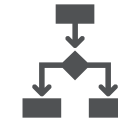
Predictive Modeling

- Highly accurate targeting of desired audiences



Customer Insights

- Customized analysis to generate strategic planning and testing



Segments & Personalization

- Enables relevant messaging based on persona, value, and behavior



Data Visualization

- Impactful results shared in easy-to-consume format



Build plans to retain & re-capture lost business

- Identify customers who historically purchased with your brand during this time of year and develop communications/incentives to quickly reactivate
- Identify customers who cancelled, suspended, or delayed orders and develop communications/incentives to quickly reactivate
- Identify all customers who transacted with your brand during the crisis and continue to communicate and engage
- Use of in-market and/or attrition models may aid in targeting and effectiveness

Show appreciation for your loyal customers

- Offer customer appreciation promotions or events to re-engage best customers
- Extend elite loyalty program status or enhance benefits due to limited opportunities to transact and re-qualify
- Utilize loyalty program currency to incent desired behaviors post-crisis



Build your recovery communication plan



GOOD
VIBES
ONLY

- Identify key indicators of when communications could begin to add value for your customers
- Create revised communications timeline, calendar, review offers, and business rules
- Utilize segmentation analysis to ensure relevant targeting and content
- Messaging considerations:
 - Thank all customers for their continued support
 - Continue to use a positive tone to restore confidence
 - Remind customers/prospects why your brand is the best in their industry

Preparing for what's next

Deliverability tips

1

Evaluate the need for IP warming

2

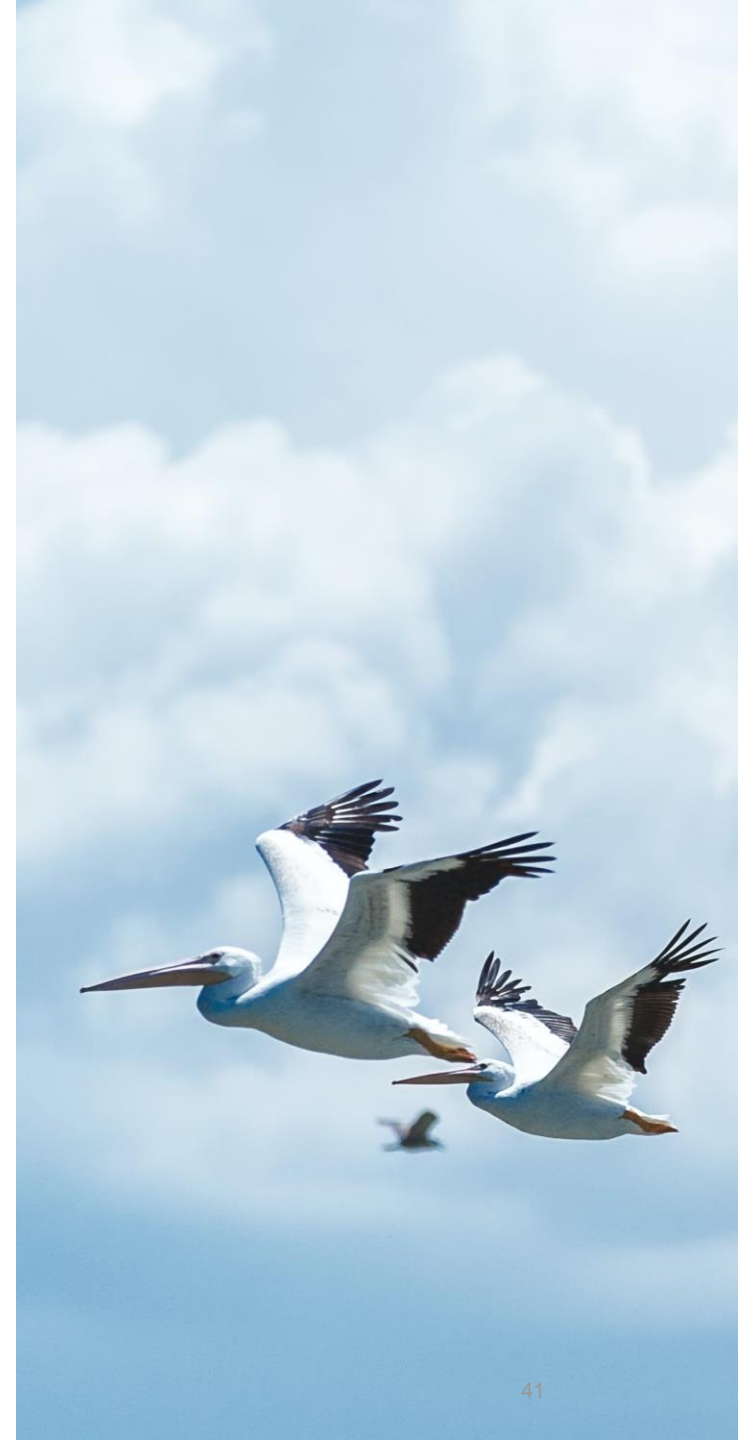
Assess deliverability KPIs

3

Leverage deliverability expertise and ISP communication

4

Prepare for heightened deliverability monitoring (technology, professional services)





Scenarios & contingency planning

Important to consider and plan for different scenarios with uncertainties regarding timing and marketplace

Topics to consider include

Seasonality

Inventory on hand

Supply chain

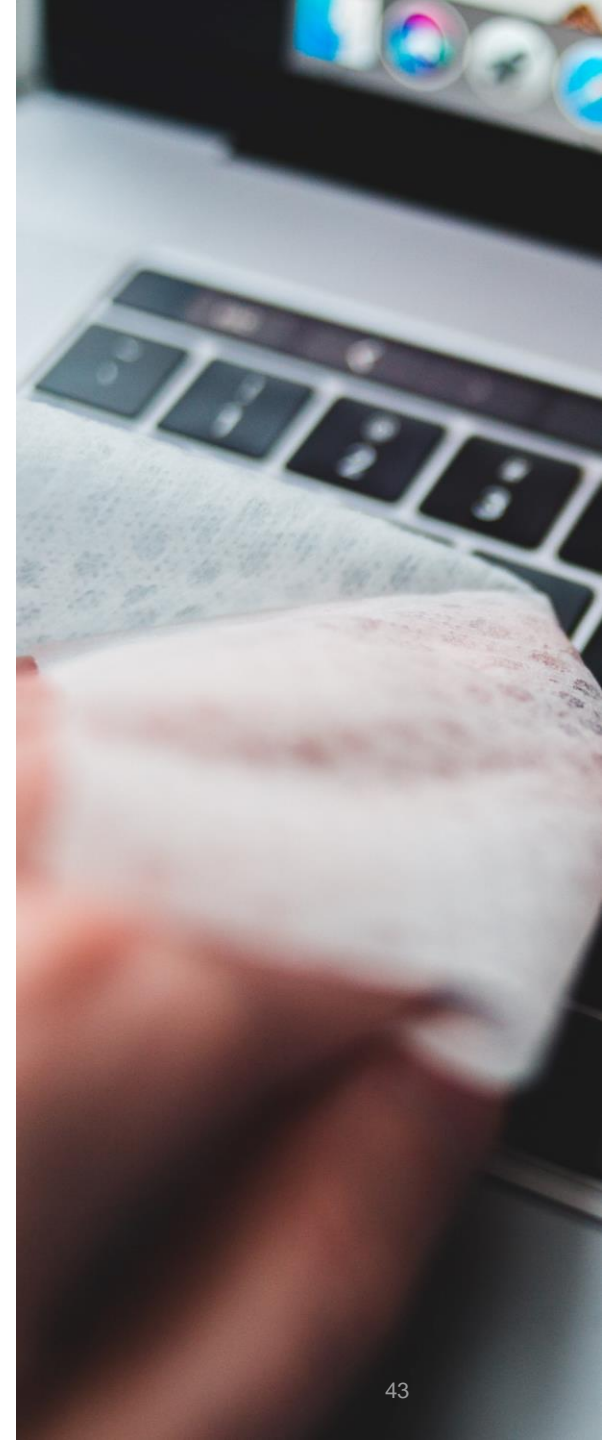
Sales channels

Alternative product offerings

Employee retention

Adapt to new normal

- Do not assume immediate return to pre-crisis status quo
- Continue alternative sales tactics utilized during the crisis that proved effective
- Be considerate of potential circumstances former customers may be facing
- Continue to promote your community outreach initiatives post-crisis
- Develop a learning agenda and plan for testing and optimization
- Predictive marketing leveraging AI and machine learning can quickly inform marketing strategies



Summary



Maintain communications

- Consider customer context
- Fine tune messaging
- Consider targeting and frequency to manage deliverability concerns



Prepare for what's next

- Use your data for insights and to identify opportunities
- Develop customer-centric communication plans
- Expect a new normal and for rapid learning and optimization

Q&A

Share information

What are you doing to help your employees, customers, and community?

Provide easy access to the latest information and updates on changes in business or services.

Ease concerns regarding unavailable services, pending expirations, or cancellations.



*We're All
Family Here*[®]

**We are open for ToGo and catering
only while our dining room is
temporarily closed.**

With your health and safety in mind, we are offering ToGo and we'll bring it right to your car. To facilitate more efficient service, please place your order online and use our online payment option.

You can order through our website, app or via phone.

[LEARN MORE & ORDER TOGO](#)

Create demand

Promote products and services that will help your audience during these times.

Are there new ways of doing business that you can offer customers?

Consider promotions to encourage alternative methods of transaction if relevant.

- Free shipping
- Creative promotions to encourage trial of new services

farmhouse pottery

Stock your
PANTRY
WITH AUTHENTIC STAPLES!

GIFT WITH PURCHASE

Place an order of **\$150+** and receive a complimentary Petite Silo Pitcher & Syrup!

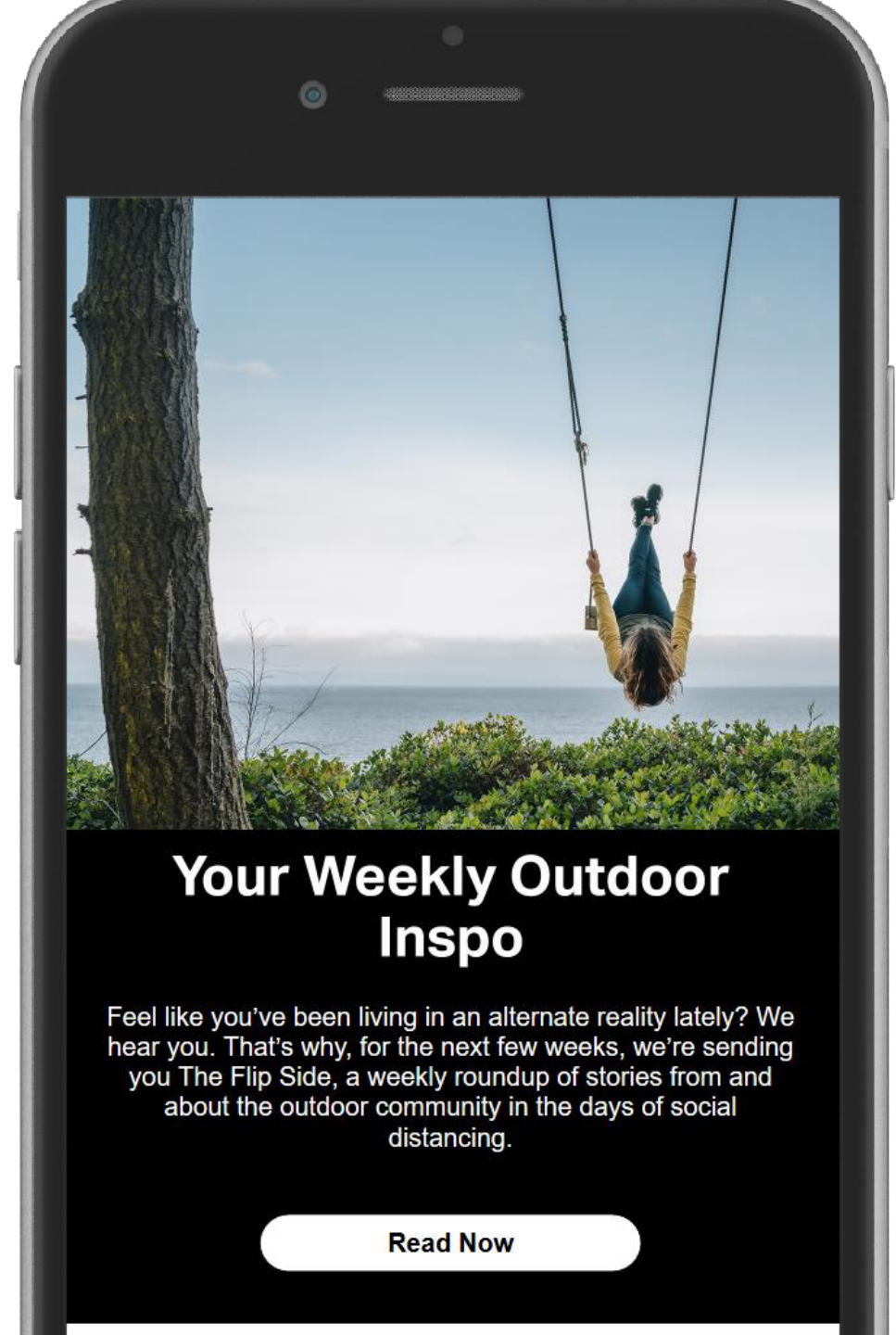
VERMONT FARMED MAPLE SYRUP
GRADE A
PRODUCE OF VERMONT

In these uncertain times, we're turning to our kitchens and pantries for comfort. Remember that recipe you've been waiting to try? Now's the time. What better way to wake up than with our [Overnight blueberry waffles](#) (bonus, you don't even have to get up early).

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allbirds



Thank You, Healthcare Workers

Last week, we donated \$500,000 worth of shoes to healthcare professionals fighting COVID-19. But lots more in our community still need support. We wish we could give Wool Runners to the thousands of remaining healthcare workers who reached out and are protecting us during this crisis, but we need your help.

As of today, and while supplies last, **if you purchase a pair of Allbirds, we'll split the cost of donating a pair of Wool Runners.** Or if you'd like to simply donate a pair, we've created an option for that, too.

EXPLORE DONATION OPTIONS