

data
axle

Acquisition email:

Your Hidden Superpower





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What's the strangest thing you did while attending a zoom meeting?

- A. Watch netflix
- B. Made breakfast
- C. Online shopping
- D. Did laundry
- E. Other but my lips are sealed



Are you marketing to:

- A. B2B
- B. B2C
- C. Both



Who is familiar with acquisition email?

- A. I'm familiar
- B. I'm not familiar



**Are you using it in
your acquisition
strategy right now?**

- A. Yes
- B. No



Let's define acquisition email

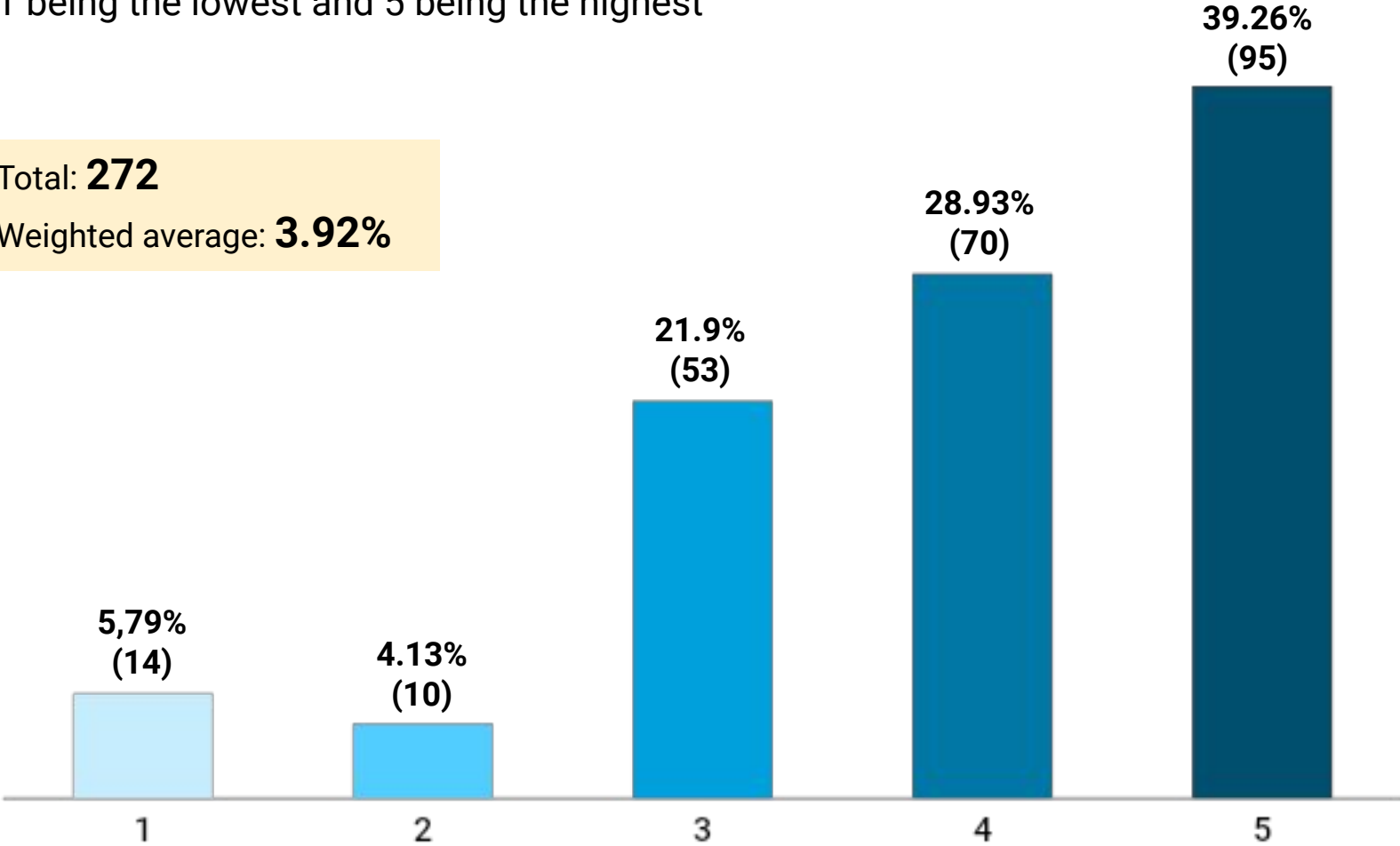
Why is acquisition email important?



How important is it to your organization that marketing acquires new customers through your marketing strategy?*

1 being the lowest and 5 being the highest

Total: **272**
Weighted average: **3.92%**



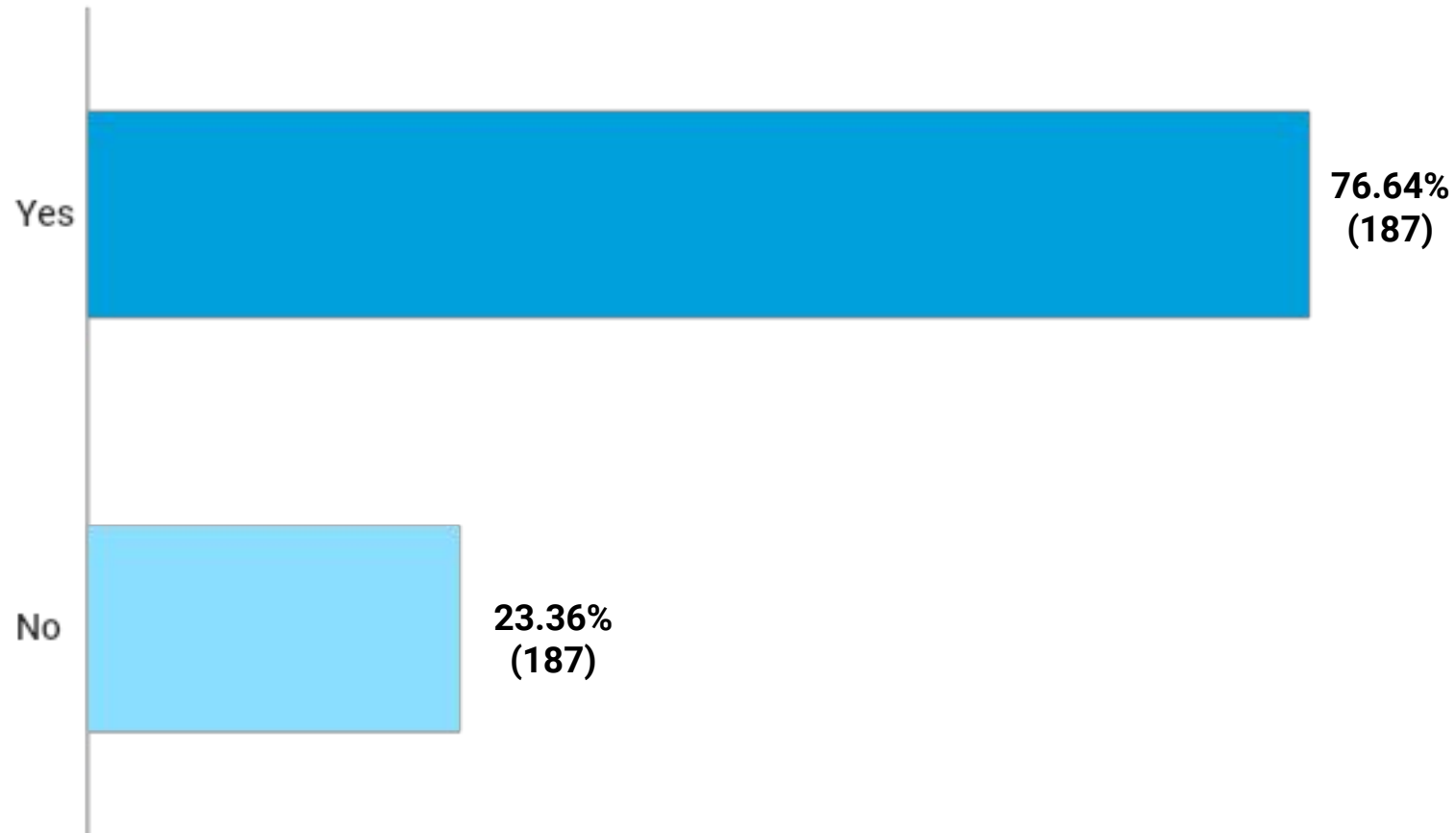
70% of marketers say that new customer acquisition is one of their organization's top priorities for the marketing team

*Answered: 242; skipped: 2

What are the benefits?



Do you believe when acquisition email is on an acquisition campaign it delivers a higher ROI?*



Marketers know that when acquisition email is on a campaign, it drives results. In fact, 77% of marketers agree it pushes a higher ROI

Direct attribution:
get the 1:1 attribution you need

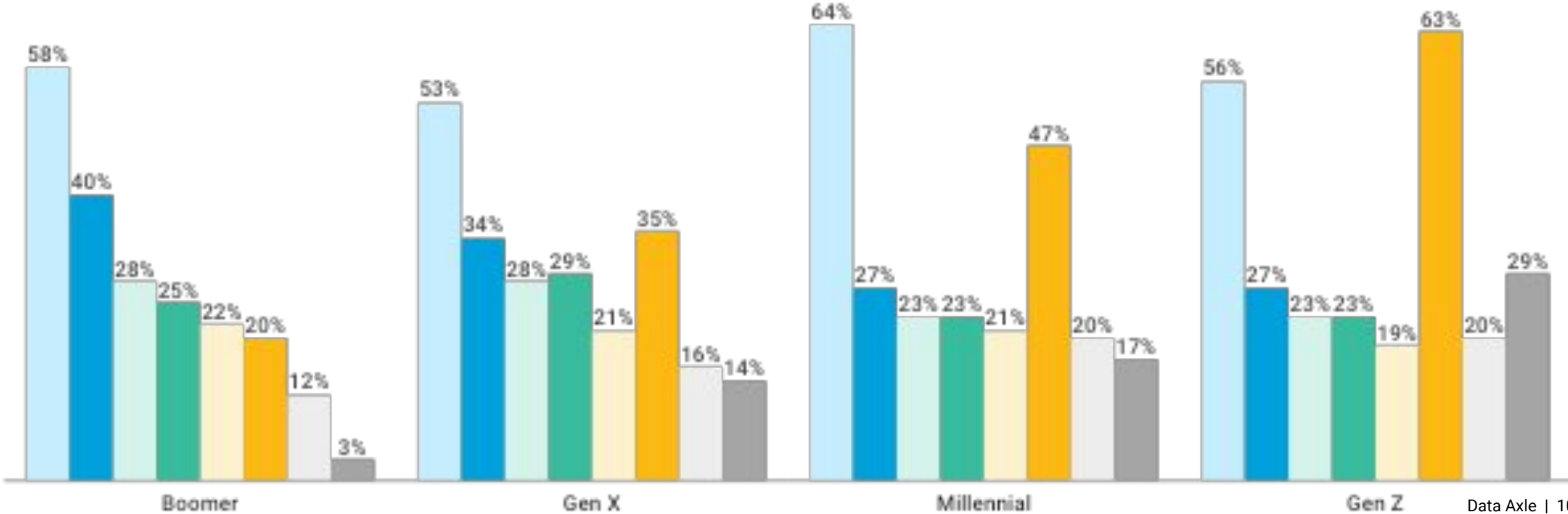
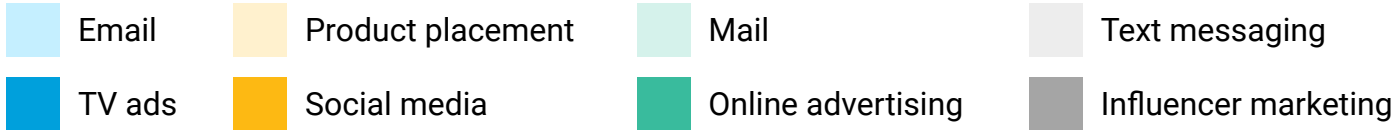
*Answered: 244; skipped: 0

How does it fit into an omnichannel strategy?



Generational channel preferences

We asked every generation how they want to interact with brands





Tip #1: Smart segmentation

Know who you are marketing to by building custom audiences



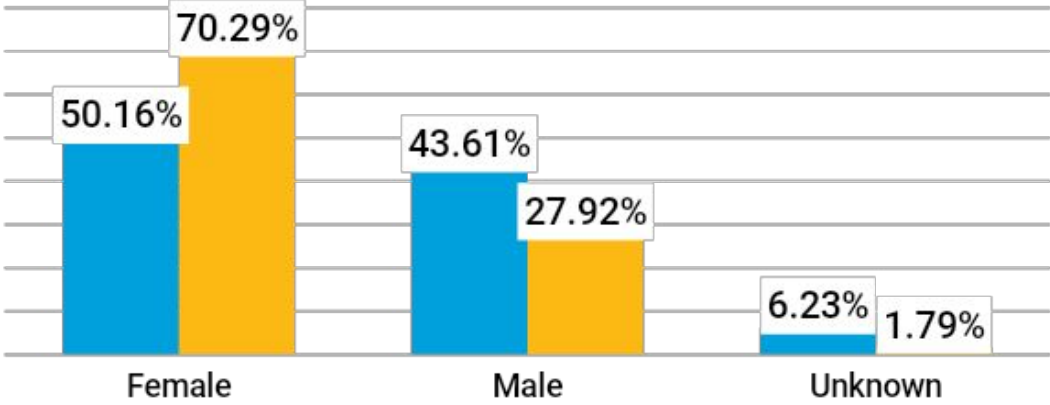
Consumer Data – Family Composition



Matched Quantity = 133,725

■ Data Axle ■ Client

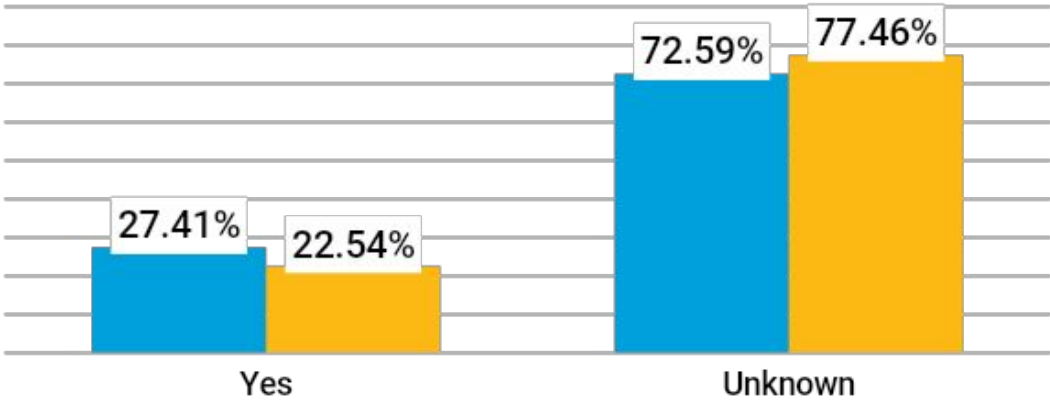
Gender



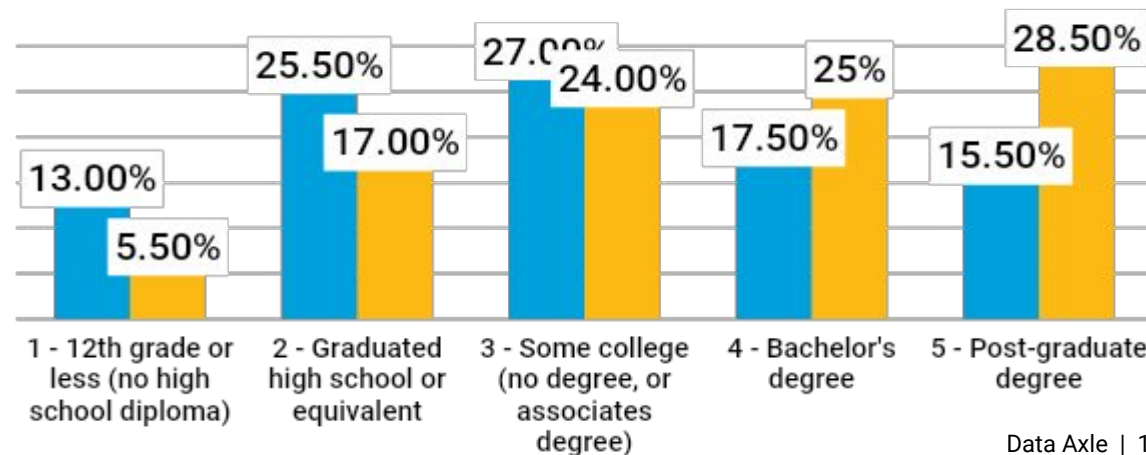
Marital Status



Presence of Children



Education Level





Tip #2: Improve engagement & activity

Know who will engage





Email Exhaust Data



Know who is active and responsive to emails

This first-party engagement activity is collected for the world's most respected brands. That data is flagged and can be leveraged within an email database to give a lift to an acquisition email program leveraging our data.

Capturing 85 trillions events and over 550 million active emails.

This data can be leveraged in 2 ways:

Existing Client Files

- Scoring clients' existing email files or appended email files to increase emailable universe and assist in reactivation efforts
- Helps with inbox placement with ISPs

Acquisition Email

- Scoring email prospect audiences to give us a better-qualified list to use for email deployment
- Gives the ability to target known active emails within the permission-based email file and leverage for marketing efforts

Receiving a boost in email revenue is just what this nonprofit needed



THE CHALLENGE

A long-standing nonprofit client of Data Axle for acquisition solutions and strategy. They weren't happy with their email program to their existing donors. The nonprofit was having trouble inboxing at Gmail and were not hitting their KPIs. They were also in need of more emails to send to their existing donor base.

Looking for help, they reached out to Data Axle.

THE SOLUTION

The Data Axle team first leveraged direct mail records of their current donors and appended emails. This allowed us to balance the need to increase the email file while maintaining good deliverability. Data Axle also worked diligently to keep their emailable file clean to ensure excellent inbox placement.

The team then used exhaust data of known email engagers over the last 30 days to score the email file prior to sending.

THE OUTCOME

The scored file performed well and added a boost to the nonprofits' email revenue.



98%

higher click-through rate than their active email audience

49%

open rate

LESS THAN .1%

unsubscribe rate



Tip #3: Send Multiple Emails

A steady cadence is key



Tip #3: Send an email cadence



Multiple touches increase response

3

x

1

Email Sends

Unique design and content in each email

Once a week

Vary the days and times you send, but make sure to send one a week



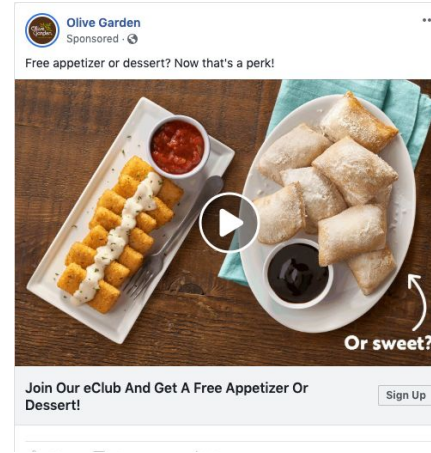
Tip #4: Compelling creative

Creative best practices



Prioritize Creative

- Subject lines
- Image to text ratio
- Logos
- Fonts
- Headers/Pre headers
- Message length
- Key selling points
- Social marketing element
- Strong and clear call to action (CTA)
- Optimize for mobile



Concept 1: 300x250 GIF



Concept 1: 728x90



Concept 1: 728x90 GIF



Subject line and From line:

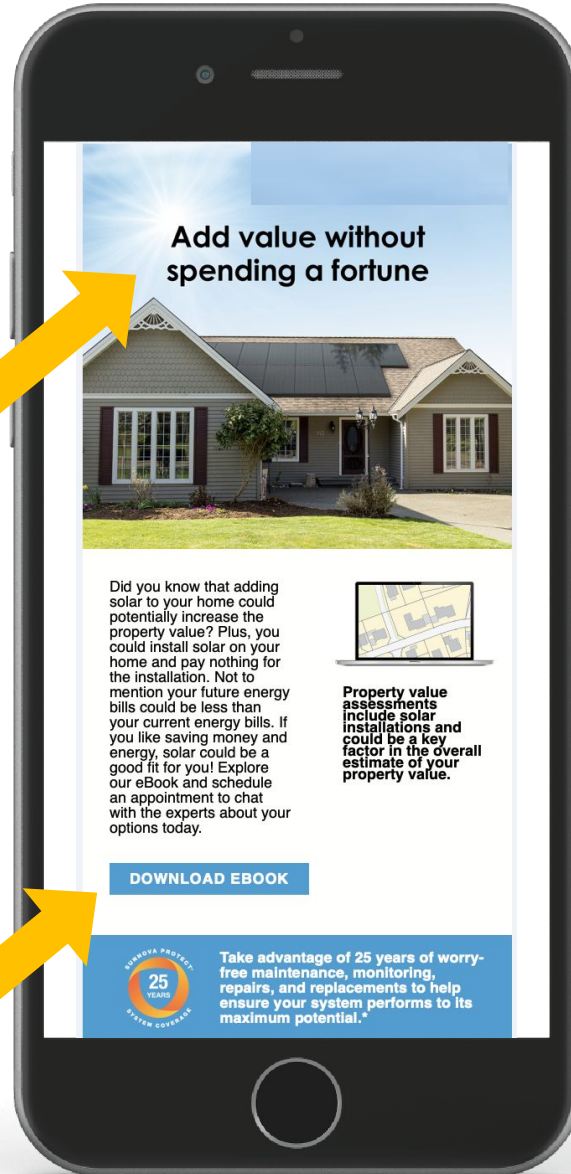
Discover the Many Benefits of Solar

TS

Broadcast@Safe-Mail-Sender.com>

To:  Katie Randolph

Great above the fold what's in it for the prospect



Strong Call to Action



More advantages and answers why them

Strong Call to Action

Address and Unsub link

Alternative Power Company Increases Customer Base Through Acquisition Email Campaign with Data Axle

THE CHALLENGE

An alternative power company needed a strategic way to find new customers, beyond Search Engine Optimization and door to door prospecting/selling, that would sign up for an appointment to discuss solar and ultimately sign a contract.

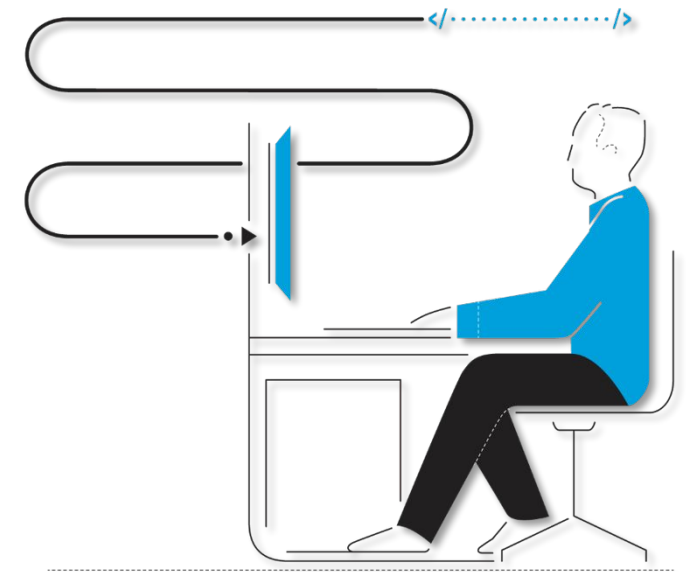
THE SOLUTION

Data Axle employed its acquisition email service to identify prospect audiences that lived in single-family homes within their 9 target states.

Data Axle ran a 3-week campaign targeting the same audience of 5 million prospects in specific zip codes across target states.

THE OUTCOME

The campaign generated high email engagement and a large volume of website traffic exceeding the the brand's expectations and historical performance. Data Axle was able to show the number of contracts and appointments that were attributed to the campaign. This proven success has resulted in a continued future partnership.



1K+

new contracts
generated

5K+

new
appointments
generated

15M+

total emails
delivered

16%

average total
click/open rate



Tip #5: Measurement

1:1 Direct Attribution



Measuring your campaigns for success

Matchback Attribution

Matchback process measures ROAS

- Upon program completion client provides conversion and customer information [e.g. first name, last name, postal address, email and dollars spent (if available)] to perform a match-back analysis
- Analyze the conversion activity to evaluate ROAS and overall value delivered to Client
- If desired, a vendor can return a postal file off all delivered emails with First Name, Last Name and postal address. This would be at an additional fee



Optometrist chain successfully acquires new customers



THE CHALLENGE

The optometrist chain operates over 600 optometry offices around the country. They wanted to expand their prospect base within their market, which is primarily in the eastern part of the US. To do that, they needed to focus on acquisition.

THE SOLUTION

Data Axle's Acquisition Email service was used to identify prospects that lived within 5 miles of each targeted location that wear glasses or contacts.

We ran a campaign with 3 unique drops to over four million prospects to test a combination of factors that would optimize engagement on their future emails. A series of email deployments to the prospects were then sent each month with the goal of driving new patients to the stores.

THE OUTCOME

The campaign generated high email engagement for all 3 drops, and the optometrist chain saw successful results in the following two years of the program.

38%
preliminary file
match results

\$68k
campaign cost

\$479k
patient spend

4.4M
total emails
delivered

14.42%
average total
click/open rate



Tip #6: Take an omnichannel approach

Acquisition Email lifts all boats. So don't be afraid to combine it with digital advertising, offline, social and more.



Let's Recap:

#1: Smart segmentation

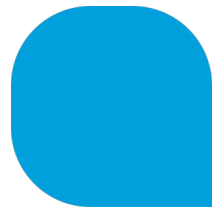
#2: Improve engagement & activity

#3: Send multiple emails

#4: Compelling creative

#5: Measurement

#6: Take an omnichannel approach



Clean data is the foundation that these recommendations rest upon





Questions?

Contact us to win a chance for a free creative audit

