

SPECIAL REPORT

MarketingSherpa Email Awards 2012

19 award-winning B2B and
B2C email marketing campaigns

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MarketingSherpa Email Awards 2012

19 award-winning B2B and B2C email marketing campaigns

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MarketingSherpa Email Awards 2012

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FROM THE LEAD JUDGE

Dear Email Marketer,

The tactics, strategies and best practices in our channel of choice continue to evolve. This special report showcases email campaigns that went beyond "batch-and-blast" and forged exciting tactics to drive great results.

Many of the campaigns featured this year were developed in tough business environments. The winners include teams that focused on reactivation, referrals, data improvement and other goals that illustrate a need to do more with the resources on hand. You'll see a low-cost strategy taking the Gold in the segmentation category, as well as at least one team that found a way to save time.

Relevant content — as always — was a recurring theme throughout our collection of winners. The B2C Best-in-Show campaign highlights how triggered, personalized emails can drive huge increases in conversion rates, and the B2B Best-in-Show campaign illustrates how content can attract millions of subscribers to a program.

The MarketingSherpa 2012 Email Awards was made possible by its sponsor, Responsys. The campaigns described inside this report represent the top of the pack from this year's entries. But if we know our winners like we think we do, they're already back in the office conjuring new tactics to push results even higher — and we commend them for it.

Thank you to everyone who entered, and congratulations to all our winners. Until next year!

Sincerely,

Adam T. Sutton
Senior Reporter
MarketingSherpa, a MECLABS Company

BEST-IN-SHOW - B2B

Citrix Online's Content Sharing Campaign

Entrant: Baxter Denney, Citrix Online

Audience: B2B

Why They Won:

When organizations traditionally want to grow their email lists, they brainstorm a terrific contest to draw attention to their email program. Citrix Online took a different approach, choosing to focus on sending valuable content that was easily shareable to existing subscribers.

Using a marketing automation platform, Citrix created nurturing tracks to send out weekly content. The team added share links in the email footers and matched them on landing pages and "thank you" pages. In addition, copy was included to encourage recipients to forward the message to their colleagues.

The focus on building a list from existing subscribers' referrals with valuable content resulted in an overall email list lift of 35% and several million new subscribers.

We liked the idea of Citrix honing its content to the point where it was so valuable that readers wanted to share it. This takes long-term vision and dedication to produce exceptional content rather than focus on a short-term promotion to temporarily boost the size of a list.

- *Lead Judge: W. Jeffrey Rice, Senior Research Analyst, MECLABS Primary Research*

From Their Nomination Form:

The goal was to more quickly build our housefile marketing list by offering valuable content that would be easily "shareable," enhancing the reach of our offers. This content would also be available through search and other channels, but would primarily be sent out to our marketing list via email.

The primary goal was to convert our housefile list to sales qualified leads (SQLs), and hopefully to buyers later in the funnel. But a secondary benefit has been the raw increase in the housefile list, thanks to the offers. We also wanted to enable our social business team to drive traffic to webinars using social channels, encouraging the sharing our recipients were conducting, as well.

Using our marketing automation platform, Eloqua, we created nurturing tracks to send out weekly content offers. These tracks segment our housefile list by product and persona, to send offers relevant to their interests. We have had this program in place since late 2008, and it has been an effective way of moving our B2B leads through the corporate funnel, and getting them to engage with Sales.

This year, we implemented share links in the email footers, and matched them on the landing pages and “thank you” pages, so recipients could easily share the content with connections on social networks. We also directly include language encouraging recipients to forward the message to colleagues. Our social business team simultaneously monitors the social dialogue regarding our live webinars, and encourages participation.

We have created webinar calendar pages to which we can link via social media and other channels, to encourage people to sign up for webinars that they might not have seen via our email marketing efforts. Since then, we have seen a dramatic increase in new leads from these content offers.

What Was Special About This Campaign?

We are using content offers within our lead nurturing program, in combination with a social media strategy that is driving demand to our webinars and content pieces, without increasing spend. By recognizing a need to be more spend-efficient, we sought an easy solution that encourages social sharing.

Results:

While nurturing is mainly seen as a demand management tool, we are now seeing it work for demand generation as well. New leads coming from these content offers dramatically increased. Past historical performance has seen about 5% of leads from content offers come in as net new, and now we see increases of up to 40% for some products.

This has led to an overall email list increase of several million contacts (35%), which has greatly increased our media spend efficiency. We are generating demand without having to directly pay for the usual media channels like banner ads, AdWords, etc.

Recognition:

Person Recognized	Organization	Job Title
Baxter Denney	Citrix Online	Team Member
Crystal Vaughan	Citrix Online	Team Member
Ali Head	Citrix Online	Team Member

CREATIVE SAMPLES FROM CITRIX ONLINE'S CONTENT SHARING CAMPAIGN

Automated nurturing series email

View This Email: [On Mobile Phone](#) | [As Web Page](#)



Questions?
1-800-372-6207

Leading Virtual Teams to Success

[Download the Brief](#)

Baxter:

How do you get a virtual team on the same page, move projects along efficiently and make sure remote employees are productive?

This new Harvard Business Publishing brief explores how to effectively manage and lead a virtual team that delivers results.

Read the brief to find out:

- Tips for using technology to engage remote workers
- Recommendations for building a high-performing virtual team
- 3 essential resources for managing and leading a virtual team
- And more...

[Download the Brief](#)

Please forward this to colleagues who might be interested in learning more.

Best regards,

Mike Mansbach | VP & GM

Citrix Online

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Online Meetings Made Easy®

Leading Virtual Teams to Real Results



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CITRIX | online

Housefile email



Questions?
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How to Change Hearts, Minds and Actions

Register for This Complimentary Webinar

Baxter:

It's one thing to change yourself, but to effect change in the world around you, you have to get other people involved in the process - which isn't always easy.

Join this live webinar to hear Guy Kawasaki, co-founder of Alltop.com and founding partner at Garage Technology Ventures, explain how enchantment enables you to influence people's hearts, minds and actions to bring about voluntary, enduring and delightful change.

Attendees will learn how to:

- Know when enchantment is necessary.
- Achieve likability and trustworthiness.
- Overcome resistance.
- Enchant your boss and people who work for you.

*Bonus! 125 lucky webinar attendees will receive Guy Kawasaki 's new book *Enchantment: The Art of Changing Hearts, Minds, and Actions*.

Register for the Webinar

Please forward this to colleagues who might be interested in learning more.

Best regards,

Mike Mansbach | VP & GM

Citrix Online
A division of Citrix Systems, Inc.
www.citrixonline.com



Guy Kawasaki

GoToMeeting Corporate Live Webinar

Title: How to Change Hearts, Minds and Actions: Guy Kawasaki Speaks on Enchantment

Date: Wednesday, August 24
Time: 9 AM (PDT) / 12 PM (EDT)

Speakers:
Guy Kawasaki, author of *Enchantment*
Christine Lagorio, Senior Editor, Inc.com

REGISTER

Lead capture form



Questions?
1-800-372-6207

Leading Virtual Teams to Success

Download the Brief

Leading Virtual Teams to Real Results

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Last Name: <input type="text"/>	Department: <input type="text" value="Choose one..."/>
Email: <input type="text"/>	Industry: <input type="text" value="Choose one..."/>
Company Name: <input type="text"/>	Country: <input type="text" value="Choose one..."/>

Tell us about your company's Web conferencing needs:

Do you currently have a solution?	<input type="text" value="Choose one..."/>
How soon will you invest in one?	<input type="text" value="Choose one..."/>
What is your role in the decision-making process?	<input type="text" value="Choose one..."/>
How many employees work at your company?	<input type="text" value="Choose one..."/>

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Online Meetings Made Easy®

"Learn what you can do in the next 90 days to improve diverse, distributed team dynamics."

Read the brief to find out:

- Tips for using technology to engage remote workers
- Recommendations for building a high-performing virtual team
- 3 essential resources for managing and leading a virtual team
- And more...

Shorter lead capture form



Questions?
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Leading Virtual Teams to Success

Download the Brief

Leading Virtual Teams to Real Results

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Online Meetings Made Easy®

"Learn what you can do in the next 90 days to improve diverse, distributed team dynamics."

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- Tips for using technology to engage remote workers
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Tuesday, October 25	Make Your Questions Sell: Helping Customers Discover What They Really Want	Tim Wackel	Sales	GoToMeeting
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On-Demand	Wipe Out Mediocre Meetings and Become the Office Hero	Al Pittampalli	Collaboration	GoToMeeting
On-Demand	Business Continuity – Enabling Your Employees to Take the Virtual Road to Work	Debra Dinnocenzo, VirtualWorks!	Business Management	GoToMyPC
On-Demand	5 Strategies for Leading Diverse, Distributed Teams to Success	Jeffrey Hammond, Forrester Research	Project Management	GoToMeeting

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BEST-IN-SHOW - B2C

JetBlue Remarketing Triggers Campaign

Entrant: Danielle Compitello, JetBlue Airways

Audience: B2C

Why They Won:

JetBlue seized an opportunity to reach visitors who abandoned online shopping carts by creating a series of personalized triggered email campaigns. The main goal of the campaigns was to encourage visitors to return to the site to finish booking, or log in to their rewards program.

This was done by carefully crafting triggered emails based on visitor drop off points, including flight selection, seat selection, ancillary and payment. If leaving from one of these points, visitors received a customized email based on their attributes, with a soft pitch highlighting JetBlue's value proposition.

The results were astounding. When compared to JetBlue's standard promotional emails, the triggered emails had a 150% higher open rate, 170% higher clickthrough rate, and 200% higher conversion rate – ultimately leading to 1,640% more revenue-per-email.

This entry fully demonstrated all the characteristics of what a successfully triggered campaign should include: research, testing, personalization, automation and results.

- *Lead Judge: Justin Bridegan, Senior Marketing Manager, MECLABS Primary Research*

From Their Nomination Form:

We believed that remarketing triggers, which are often very successful in online retail, could be equally as effective in the airline industry. We would remind customers that were searching for specific flights that they could, and should, book their experience on jetblue.com, reminding them of the perks and benefits of flying with our airline.

We engaged both Omniture and e-Dialog, our email service provider, to help us with a detailed engagement strategy. We wanted to be helpful to the customer, yet not be too invasive. It was very important to not seem too "big brother"-like, but rather introduce a simple trigger which would yield amazing results.

What Was Special About This Campaign?

This program proves that the smallest targeting can produce big results. As email marketers, it's sometimes difficult to prove that volume isn't always necessary. Sending something relevant to the customer, at the right time, regardless of impression size, should be the driving force behind a lot of campaigns that are executed.

We learned that if you have information that can provide your customers with a more relevant communication, use that data. Also, make sure to keep the value of your brand in mind. You want your emails, regardless of the type, to always be a reminder of the true value and integrity of your brand.

Results:

Compared to JetBlue's standard promotional emails, the triggered emails generated on average:

- 150% higher open rates
- 170% higher clickthrough rates
- 200% higher conversion rates (conversion defined as a sale made from the email)

The emails also generated a 1,640% increase in revenue-per-email delivered, as compared to JetBlue's standard promotional emails.

Recognition:

Person Recognized	Organization	Job Title
Will Kavanagh	e-Dialog	Vendor

CREATIVE SAMPLES FOR JETBLUE'S REMARKETING TRIGGERS CAMPAIGN

Email #1. City known, current loyalty member

The image shows a screenshot of a JetBlue email campaign. At the top left is the JetBlue logo with the tagline "YOU ABOVE ALL". To the right, it says "Book with JetBlue for your upcoming trip | [View as a webpage](#)". Below this is a navigation bar with orange buttons for "Flights", "Hotels", "Cars", "Vacations", and "Buy Points". The main content area has a blue background with the text "LET'S FLY TO CHICAGO". Below this, a white box contains the text: "When you fly JetBlue to Chicago, you'll love having lots of legroom, 36 channels of free DIRECTV^{®*}, 100 channels of free XM Radio^{®*}, free unlimited snacks, and as always, your first checked bag is free.** Plus, you're a TrueBlue member, which means you'll have even more to love." A "Book Now" button is positioned to the right. Below this is a section titled "THE BENEFITS OF TRUEBLUE" with the text: "As a TrueBlue member, you get a variety of benefits that just aren't available in other rewards programs, including:". A light blue box contains four bullet points: "No blackout dates (On JetBlue operated flights)", "Points that don't expire (Just fly once a year and you're good)", "Built-in bonus points (For flying often and long distances)", and "Award Flights starting at just 5,000 points (Only four roundtrip flights)†". A "Learn more" button is at the bottom right of this section. At the very bottom, there are links for "Unsubscribe", "Help", "TrueBlue", "Corporate Travel", "Privacy", and "About JetBlue", along with social media icons for Twitter, Facebook, YouTube, and RSS.

Email #2. City unknown, current loyalty member

jetBlue YOU ABOVE ALL

Book with JetBlue for your upcoming trip | [View as a webpage](#)

Flights : Hotels : Cars : Vacations : Buy Points

THERE'S NO BETTER WAY TO GET THERE. LET'S GO.

When you fly JetBlue, you'll love having lots of legroom, 36 channels of free DIRECTV^{®*}, 100 channels of free XM Radio^{®*}, free unlimited snacks, and always, your first checked bag is free.** Plus you're a TrueBlue member, which means you'll have even more to love.

[Book Now](#)

THE BENEFITS OF TRUEBLUE

As a TrueBlue member, you get a variety of benefits that just aren't available in other rewards programs, including:

- No blackout dates (On JetBlue operated flights)
- Points that don't expire (Just fly once a year and you're good)
- Built-in bonus points (For flying often and long distances)
- Award Flights starting at just 5,000 points (Only four roundtrip flights)†

[Learn more](#)

[Unsubscribe](#) [Help](#) [TrueBlue](#) [Corporate Travel](#) [Privacy](#) [About JetBlue](#) [Twitter](#) [Facebook](#) [YouTube](#) [LinkedIn](#)

Email #3. City known, non-loyalty member

The image is a screenshot of a promotional email from JetBlue. At the top left is the JetBlue logo with the tagline "YOU ABOVE ALL". To the right, it says "Book with JetBlue for your upcoming trip | [View as a webpage](#)". Below this is a navigation bar with orange buttons for "Flights", "Hotels", "Cars", "Vacations", and "Buy Points". The main content area has a blue background with white text. The headline reads "LET'S FLY TO NEW YORK CITY". Below this, a paragraph describes the benefits of flying JetBlue: "When you fly JetBlue, you'll enjoy lots of legroom, 36 channels of free DIRECTV®, 100 channels of free XM Radio®, free unlimited snacks, plus your first checked bag is free.** And that's just the beginning." A "Book Now" button is positioned to the right. The next section is titled "JOIN TRUEBLUE AND EARN POINTS ON YOUR NEXT FLIGHT TO NEW YORK CITY." It states, "As a TrueBlue member, you'll get a variety of benefits that just aren't available in other rewards programs, including:" followed by a list of four benefits in a light blue box: "No blackout dates (On JetBlue operated flights)", "Built-in bonus points (For flying often and long distances)", "Points that don't expire (Just fly once a year and you're good)", and "Award Flights starting at just 5,000 points (Only four roundtrip flights)†". A "Join Now" button is at the bottom right. The footer contains links for "Unsubscribe", "Help", "TrueBlue", "Corporate Travel", "Privacy", and "About JetBlue", along with social media icons for Twitter, Facebook, YouTube, and a mobile app icon.

jetBlue YOU ABOVE ALL

Book with JetBlue for your upcoming trip | [View as a webpage](#)

Flights : Hotels : Cars : Vacations : Buy Points

LET'S FLY TO

NEW YORK CITY

When you fly JetBlue, you'll enjoy lots of legroom, 36 channels of free DIRECTV®, 100 channels of free XM Radio®, free unlimited snacks, plus your first checked bag is free.** And that's just the beginning.

[Book Now](#)

JOIN TRUEBLUE AND EARN POINTS ON YOUR NEXT FLIGHT TO NEW YORK CITY.

As a TrueBlue member, you'll get a variety of benefits that just aren't available in other rewards programs, including:

- No blackout dates (On JetBlue operated flights)
- Built-in bonus points (For flying often and long distances)
- Points that don't expire (Just fly once a year and you're good)
- Award Flights starting at just 5,000 points (Only four roundtrip flights)†

[Join Now](#)

[Unsubscribe](#) [Help](#) [TrueBlue](#) [Corporate Travel](#) [Privacy](#) [About JetBlue](#)    

Email #4. City unknown, non-loyalty member

The image is a screenshot of an email from JetBlue. At the top left is the JetBlue logo with the tagline "YOU ABOVE ALL". To the right of the logo, it says "Book with JetBlue for your upcoming trip | [View as a webpage](#)". Below this is a navigation bar with orange buttons for "Flights", "Hotels", "Cars", "Vacations", and "Buy Points". The main content area has a blue background with white text. The headline reads "THERE'S NO BETTER WAY TO GET THERE. LET'S GO." Below this, a paragraph states: "When you fly JetBlue, you'll enjoy lots of legroom, 36 channels of free DIRECTV®, 100 channels of free XM Radio®, free unlimited snacks, plus your first checked bag is free.** And that's just the beginning." To the right of this paragraph is an orange "Book Now" button. The next section is titled "JOIN TRUEBLUE AND EARN POINTS ON YOUR NEXT FLIGHT." Below this, it says "As a TrueBlue member, you'll get a variety of benefits that just aren't available in other rewards programs, including:". This is followed by a list of four benefits in a light blue rounded rectangle: "No blackout dates (On JetBlue operated flights)", "Points that don't expire (Just fly once a year and you're good)", "Built-in bonus points (For flying often and long distances)", and "Award Flights starting at just 5,000 points (Only four roundtrip flights)†". At the bottom right of this list is an orange "Join Now" button.

jetBlue YOU ABOVE ALL

Book with JetBlue for your upcoming trip | [View as a webpage](#)

Flights :: Hotels :: Cars :: Vacations :: Buy Points

THERE'S NO BETTER WAY TO GET THERE. LET'S GO.

When you fly **JetBlue**, you'll enjoy lots of legroom, 36 channels of free DIRECTV®, 100 channels of free XM Radio®, free unlimited snacks, plus your first checked bag is free.** And that's just the beginning.

[Book Now](#)

JOIN TRUEBLUE AND EARN POINTS ON YOUR NEXT FLIGHT.

As a TrueBlue member, you'll get a variety of benefits that just aren't available in other rewards programs, including:

- No blackout dates (On JetBlue operated flights)
- Points that don't expire (Just fly once a year and you're good)
- Built-in bonus points (For flying often and long distances)
- Award Flights starting at just 5,000 points (Only four roundtrip flights)†

[Join Now](#)

BEST PROMOTIONAL EMAIL OR CAMPAIGN - GOLD

Travelocity Win-back Campaign

Entrant: Jason Klein, StrongMail

Audience: B2C

Why They Won:

Email marketers are constantly challenged to extract more value from their lists. Many turn to inactive or non-purchasing subscribers to boost conversions – but this can feel like squeezing blood from a stone. This team used a touch of creativity and a solid strategy to not only engage, but increase sales from these tough subscribers, and it increased ROI more than 100% from previous efforts.

In the highly competitive travel industry, Travelocity put a new spin on the typical "we want you back" campaign by offering a discount through a personalized image that looked like a credit card. Furthermore, the team tested its way to improved performance, finding that even subject lines can benefit from healthy dose of relevance.

- *Lead Judge: Adam T. Sutton, Senior Reporter, MECLABS Primary Research*

From Their Nomination Form:

Travelocity identified a segment of existing email subscribers who booked in 2009 but had not booked in 2010 – and wanted to win back their business. We challenged our account team to come up with a compelling email campaign strategy to generate engagement, and ultimately drive conversion from this lapsed set of members.

Travelocity had achieved some success in the past with other win-back campaign approaches, but this time we wanted the campaign concept to make an impact on a quarterly basis without recreating the wheel — and accomplish more than just making a quick sale.

Loyalty email programs need to build on the longer-term relationship. So the agency was tasked with speaking to this audience in a way that not only got them to do business with Travelocity again, but also instilled a longer-term view. From a competitive standpoint, the goal was to instill how Travelocity could provide competitive pricing and also provide additional rewards for being a long-term customer.

This set of customers had stopped listening in the last year, so we had to determine why by evaluating the total customer experience. We needed to find what was received that caused them to tune out — and then be honest and speak to them differently. They had been loyal to the Travelocity brand in the past, and made purchases, so we also wanted to test to what extreme we had to go to drive a purchase.

Knowing we were likely competing in the inbox with other top travel companies, and that recent Travelocity offers had not enticed these members to engage or purchase in the last 12 months, we knew we had to offer more than just a good deal. If you look at the inbox, most travel company emails are all about deals.

We considered typical reactivation campaign approaches that utilize catchphrases such as “we want you back.” However, since this group was comprised of former purchasers, we chose to capitalize on past loyalty to the Travelocity brand (speaking to the audience as if they were already members of our exclusive club) and to draw on that continuity. The approach was to test the audience to see if they would respond to a loyalty message, as well as discover if escalating degrees of discounts could have an impact.

To test the offer threshold, Travelocity chose a single use coupon for a 10% or 15% discount above any purchase these customers could select from Travelocity’s current online offers. To maximize open rates or increase opportunities for conversions, we performed an A/B subject line test: one with a generic offer and sense of urgency; the other with a “valued customer” introduction.

What was important about the subject line test was that all things were equal with the exception of swapping out the introduction. Best practices in any test should contain only one simple element change.

Creative Travel is an emotional experience driven by rational decision-making (timing, cost, etc.). The creative approach of this email was to use the emotional side of travel as a driver for the rational side. To reach an audience who had not connected with the brand recently, our aim was to deliver a message that reminded them of Travelocity’s core value and brand drivers, while acknowledging them as an individual. Using imagery to tell most of the story, we leveraged light, tight copy to drive the message home.

To ensure compatibility and deliverability best practices, we selected key imagery that could be blended with simple HTML table cells. For example, the beach imagery displayed in the email creative below blends to a solid blue table cell, which allowed us to use HTML for the text areas. Though this approach required careful selection of images, we narrowed down the program to touch on a number of key travel drivers: Urban Getaways, Beach Getaways and Winter Sports Escapes.

To support the notion of a valued customer, we created a digital version of a “platinum” card — a personalized offer that had the appearance of a physical offer. Through careful programming, we were able to add personalized names and offer codes within the creative of the card itself.

What Was Special About This Campaign?

By carefully evaluating prior campaigns, and testing a variety of tactics and offers, StrongMail was able to re-engage a significant percentage of lapsed customers to generate incremental revenue that would likely otherwise been lost to Travelocity's competitors.

By working closely with Travelocity's marketing team, we were able to create and launch a highly successful campaign that directly contributed to their bottom line.

We learned that a successful email marketing campaign requires more than just a big idea. It also involves careful research of what has worked and not worked in the past, and a thorough testing of new ideas. While it might feel good to go with your gut, make sure you double-check it with reliable testing mechanisms.

Consider tactics that you haven't used in the past, as they might be relevant and effective for certain segments. By taking a holistic view of past campaign performance, you can identify new ways to re-engage lapsed customers.

Results:

Customers responded to our strategy with higher than anticipated engagement. In terms of revenue and conversions, the email generated two to three times greater ROI than similar campaigns, outperforming some of Travelocity’s targeted upper-funnel email campaigns.

In terms of campaign performance, our approach resonated well with our audience, and testing efforts helped to increase Travelocity’s bottom line by 12.3%. As anticipated, the “valued customer” subject line outperformed the generic one.

Subject Line A: “Save an additional 10% for a limited time only.”

Subject Line B: “As our valued customer, get an extra 10% off for a limited time only.”

Once the 10/10 subject line test was performed, subject line B was a clear winner by 10%. Not surprisingly, it contained the valued customer message, yet it was longer. When the 10% offer versus the 15% offer was presented in the subject line, it didn’t yield an increase in open rates.

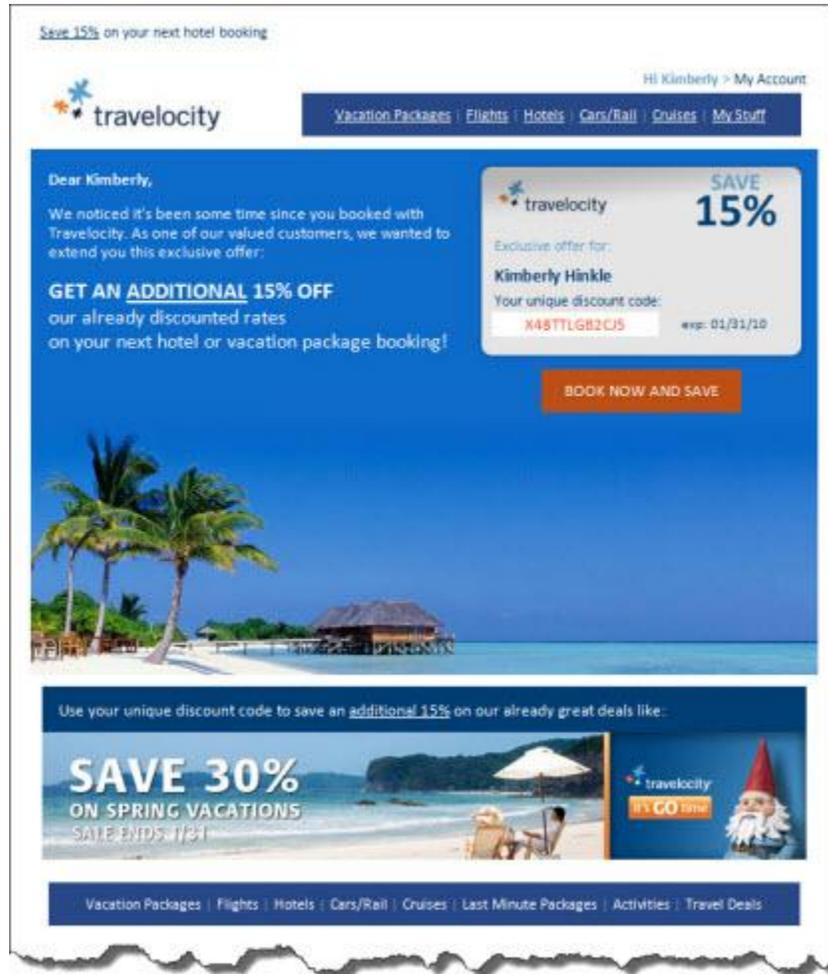
However, after the entire campaign push, we learned that the 15% offer outperformed the 10% offer in click-to-open ratio (CTO) by 2.3%. The combination of a valued customer message along with a better offer caused a 12.3% increase in clicks due to our testing methodology and approach, which also led to an increase in conversions and revenue.

Recognition:

Person Recognized	Organization	Job Title
Tonya Gordon	StrongMail	Agency
Doug Steinberg	StrongMail	Agency
Aaron Wilson	StrongMail	Agency
Doug Purcell	Travelocity	Client

CREATIVE SAMPLE FROM TRAVELOCITY'S WIN-BACK CAMPAIGN

Email



BEST PROMOTIONAL EMAIL OR CAMPAIGN - SILVER

Avaya's Email Lead Generation Campaign

Entrant: Eoin Rodgers, DirectionGroup

Audience: B2B

Why They Won:

To say C-suite executives are short on time is an understatement. Everyone from the company's IT managers, to third-party salespeople are vying for their attention. Any email campaign targeting this group has to stand out, and that's exactly what Avaya's campaign did. By using personalized landing pages, videos and in-depth metrics, the team earned a record-breaking response with a solid international email marketing campaign.

- *Lead Judge: Adam T. Sutton, Senior Reporter, MECLABS Primary Research*

From Their Nomination Form:

This integrated EMEA lead-generation campaign was developed to propel Avaya's launch of the Avaya Flare™ Experience across EMEA. The campaign goal was to bring the user experience to life, demonstrating its full capability on the Avaya Desktop Video Device.

Client research and feedback indicated that once people experienced it, there was a consistent reaction ... "I want one of those!" The campaign was developed to recreate the user experience in as rich a way as possible, to excite prospects into arranging a personal demonstration or making an enquiry.

Calls-to-action were made as enticing as possible through offering multiple assets including online video, Flash-interactive product demos, and thought leadership content. Personalized URLs (PURLS) allowed for all registration forms to be pre-populated, meaning there was no need to enter personal details.

We could also follow the user journey throughout the engagement on a personal basis which meant we could identify "hot prospects" as well as compare metrics in different countries, different audiences, and for different emails.

What Was Special About This Campaign?

The email open rates for this campaign were record-breaking for Avaya's B2B offering. Their benchmark is 12%, yet this campaign achieved 38% in some countries, with an average of 19%.

The emails also benefited from a huge amount of "reopens" or multiple opens ... showing that the content had been delivered in a particularly compelling way. Open rates reached a peak of 16% in

Norway – with the average coming out at 2.75% – more than twice Avaya's benchmark of 1.2%. Even unsubscribe rates remained low through a succession of messages to the same contacts - below 0.5% consistently.

Results:

To date, the campaign has generated sales ROI of 5:1, in addition to a pipeline ROI of 20:1 (target pipeline ROI is 10:1). A conversion rate of 45% puts the forecasted 12-month campaign ROI on sales at 25:1. The use of PURLs and individual contact tracking of responses and online interactions meant we could establish which content was successful in addition to more traditional analytics.

Email communications had an average open rate of 19% across all countries, with some experiencing open rates as high as 38% and with partner deployment as high as 50%. (The Avaya benchmark for EMEA open rates is 12%.) "Multiple opens" rated doubled to 39% — this demonstrates both sharing of the email and a deep interest in the topic /content.

Email unsubscribe rates remained below the 0.5% benchmark set by Avaya for email communications. Even after multiple hits, the unsubscribe rates did not spike. In terms of email clickthrough, the average rate was 2.75% vs. Avaya's benchmark rate of 1.2%. Some countries experienced clickthrough as high as 8% with partners achieving 16% with their deployments.

Using PURLs we were able to ascertain what content was being accessed online. We learned 21% of online visits resulted in a download activity; 71% of these were video. After viewing a video, of those who had more than one action online, 19% downloaded product collateral and 15% went directly to the booking page. Nine percent of "active" online visitors went to the "Book an Appointment" page – with 13% submitting.

Recognition:

Person Recognized	Organization	Job Title
Alison Carter	DirectionGroup	Agency
Eoin Rodgers	DirectionGroup	Agency
Patricia Harriss	DirectionGroup	Agency
Nathalie Bar	Avaya	Client
Simon Downs	Avaya	Client

CREATIVE SAMPLE FROM AVAYA'S EMAIL LEAD GENERATION CAMPAIGN
 Email for C-suite audience

Email for CXO Audience – number 1

AVAYA

Unlock a new way to collaborate.

Experience it now ▶

Finally, collaboration that's built around you. Everything you do, all in one place.

Dear <Personalised>.

Multiple communication methods have become the business norm. Accessing the right people at the right time is paramount, but often this leads to disjointed exchanges, hampering efficiency and decision making.

The new **Avaya Flare™ Experience** delivers unique collaboration capability across video, voice and text. Not only are your communications in one place, but they come together with shared documents and contact history. We call it contextual collaboration, and you'll soon find it invaluable.

- Save time, boost productivity – retrieve your contacts and conversations in seconds, whether you were in touch through voice, video, IM, email, or social media.
- Get in contact and you'll have instant access to the history of all your previous exchanges, as well as access to documentation you may have shared.

This is just a fraction of what the Avaya Flare Experience can deliver for your business. Watch our **one minute video** to discover how you can collaborate more effectively by making all your communications work together, through one powerful interface.

Play the video ▶

Free Report Download

Forrester Research Inc. has identified 10 trends that will shape unified communications and collaboration.

Download Enterprise Communications: The Next Decade so you can plan today for the technologies that will have the broadest impact on your organisation.

Want to see for yourself?

Make an appointment for a personal demonstration at one of our Executive Briefing Centres - or call 0123 4567890

JOIN OUR COMMUNITY

AVAYA flare

<http://www.replyonline.co.uk/avaya/15535%20AVAYA%20FLARE%20EXPERIENCE/www/email/uk/cxo1/email.html>

Email for CXO Audience – number 2

AVAYA

The way we all work is about to change.

Experience it now ▶

Unlock the future of business collaboration.

Dear <Personalised>.

There's an amazing innovation from Avaya - a global leader in enterprise communications systems - and it's going to change the face of business collaboration.

The **Avaya Flare™ Experience** is your key to a major competitive advantage for your organisation. How? By bringing all your communications tools together - right at your fingertips.

- Voice, video, IM, email and social media are all brought together into one intuitive interface, increasing productivity and efficiency.
- Video conferences are no longer confined to the boardroom, making it easier, faster and more cost-effective to share ideas and reach decisions.

This groundbreaking technology needs to be seen to be believed. We're sure that once you've seen the experience brought to life in our **one minute video**, you'll want to join us for a personal demonstration.

Play the video ▶

Want to find out more?

Click here to make an appointment at one of our Executive Briefing Centres, or call 0123 4567890

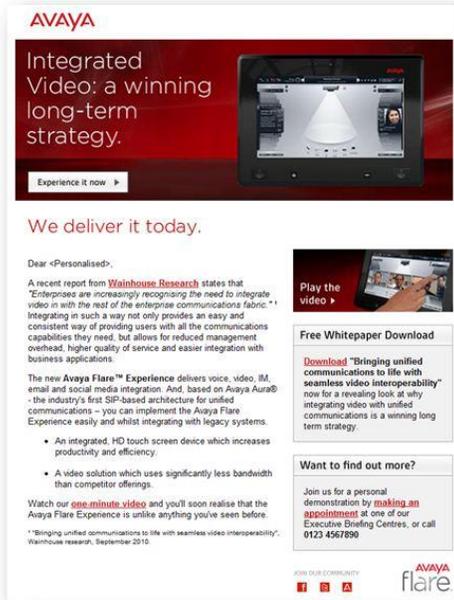
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<http://www.replyonline.co.uk/avaya/15535%20AVAYA%20FLARE%20EXPERIENCE/www/email/uk/cxo2/email.html>

Email for IT director audience

Email for IT Audience – number 1



AVAYA

Integrated Video: a winning long-term strategy.

Experience it now ▶

We deliver it today.

Dear <Personalised>.

A recent report from **Wainhouse Research** states that "Enterprises are increasingly recognising the need to integrate video in with the rest of the enterprise communications fabric." ¹ Integrating in such a way not only provides an easy and consistent way of providing users with all the communications capabilities they need, but allows for reduced management overhead, higher quality of service and easier integration with business applications.

The new **Avaya Flare™** Experience delivers voice, video, IM, email and social media integration. And, based on Avaya Aura® - the industry's first SIP-based architecture for unified communications - you can implement the Avaya Flare Experience easily and whilst integrating with legacy systems.

- An integrated, HD touch screen device which increases productivity and efficiency.
- A video solution which uses significantly less bandwidth than competitor offerings.

Watch our **one minute video** and you'll soon realise that the Avaya Flare Experience is unlike anything you've seen before.

¹ "Bringing unified communications to life with seamless video interoperability", Wainhouse research, September 2010.

Free Whitepaper Download

Download "Bringing unified communications to life with seamless video interoperability" now for a revealing look at why integrating video with unified communications is a winning long term strategy.

Want to find out more?

Join us for a personal demonstration by **making an appointment** at one of our Executive Briefing Centres, or call **0123 456789**.

JOIN OUR COMMUNITY

AVAYA flare

<http://www.replyonline.co.uk/avaya/15535%20AVAYA%20FLARE%20EXPERIENCE/www/email/uk/it1/email.html>

Email for IT Audience – number 2



AVAYA

Truly Unified Communications is here.

Experience it now ▶

Unlock the potential of collaboration for your business.

Dear <Personalised>.

Avaya - a global leader in enterprise communications - has launched an easy and intuitive way to bring HD video conferencing to more employees in your company, without complete infrastructure overhaul, while using significantly less bandwidth than competing solutions.

The Avaya Flare™ Experience delivers real-time voice, video, IM, email and social media collaboration in one intuitive touch screen interface - The Avaya Desktop Video Device. Built on Android™ technology, it also allows business applications to be integrated into the experience.

Running on the first, true Session Initiation Protocol (SIP) based unified communications architecture, Avaya Aura® easily integrates with existing PBXs enabling a multi-vendor approach to integrating communications to meet immediate business needs, while providing a path to future capabilities.

Think of it as a simple, affordable answer to the challenge of Unified Communications.

We're sure that once you've seen the experience brought to life in our **one minute video**, you'll want to join us for a personal demonstration.

Want to find out more?

Click here to make an appointment at one of our Executive Briefing Centres, or call **0123 456789**.

JOIN OUR COMMUNITY

AVAYA flare

<http://www.replyonline.co.uk/avaya/15535%20AVAYA%20FLARE%20EXPERIENCE/www/email/uk/it1/email.html>

Landing page for C-suite audience



Landing Page – CXO Audience – (from email number 1)
http://www.replyonline.co.uk/avaya/15535%20AVAYA%20FLARE%20EXPERIENCE/www/corp_landing_uk.html?variant=edm1cxo

With variants in dynamic content for emails 2, 3 and 4.



Landing page for IT director audience

AVAYA

Click on a hot-spot to explore the Avaya Flare™ Experience

Truly Unified Communications is here

Your simple, affordable answer to the challenge of Unified Communications is here. The Avaya Flare™ Experience is a powerful new collaboration tool which brings disparate forms of communication into one place. Based on open platforms, it's future proof and easily integrated into your existing infrastructure too.

Use your mouse to explore the Avaya Desktop Video Device, or to see the Avaya Flare Experience brought to life, watch our 1 minute video. If you'd like a personal demonstration, use the form below to register and we'll be in touch to make an appointment.

View the Avaya Flare Experience Brochure

Read Insight Articles

Play Intro Video (1 min)

Play Tour Video (6 mins)

Book a personal Avaya Flare Experience demonstration today

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JOIN OUR COMMUNITY

AVAYA flare

Landing Page – IT Director Audience – (from email number 1)
http://www.replyonline.co.uk/avaya/15535%20AVAYA%20FLARE%20EXPERIENCE/www/corp_landing_uk.html?variant=edm1it

With variants in dynamic content for emails 2, 3 and 4.

Video at the heart of business collaboration

Integrating video is an important component of any enterprise communication strategy. The Avaya Flare™ Experience delivers HD video as well as voice, IM, email and social media together in one intuitive collaboration tool.

Use your mouse to explore the Avaya Desktop Video Device, or to see the Avaya Flare Experience brought to life, watch our 1 minute video. If you'd like a personal demonstration, use the form below to register and we'll be in touch to make an appointment.

- Read Wainhouse Reports
- View the Avaya Flare Experience Brochure
- Read our Point-of-View Paper

Unlock true collaboration through social media

Managing social media communication needn't be a headache. The Avaya Flare™ Experience harnesses the power of social media, integrating it with voice, video, IM and email communications. It's never been easier to integrate social media channels, without strain on your helpdesk or IT infrastructure.

Use your mouse to explore the Avaya Desktop Video Device, or to see the Avaya Flare Experience brought to life, watch our 1 minute video. If you'd like a personal demonstration, use the form below to register and we'll be in touch to make an appointment.

- View the Avaya Flare Experience Brochure
- Read Insight Articles

Collaboration that's built around you

Gone are the days of multiple, siloed communication applications and devices. The Avaya Flare™ Experience brings voice, video, IM, email and social media together in one intuitive tool. It's easier to use and much easier to manage saving time and boosting productivity.

Use your mouse to explore the Avaya Desktop Video Device, or to see the Avaya Flare Experience brought to life, watch our 1 minute video. If you'd like a personal demonstration, use the form below to register and we'll be in touch to make an appointment.

- Read "Enterprise Communications: the next decade," Forrester Research Inc.
- View the Avaya Flare Experience Brochure
- Read Insight Articles

BEST PROMOTIONAL EMAIL OR CAMPAIGN – HONORABLE MENTION

MidwayUSA's Promotional Email Campaign

Entrant: Diana Hufstedler, MidwayUSA

Audience: B2C

Why They Won:

We saw many marketers put their own spin on the Groupon-inspired "daily deal" phenomenon this year, and Midway USA stood out from the pack. The team's six-day series centered on Black Friday, and offered significant discounts while teasing the next day's deals. Revenue increased 23.4% – nice work.

- *Lead Judge: Adam T. Sutton, Senior Reporter, MECLABS Primary Research*

From Their Nomination Form:

MidwayUSA launched the Black Friday/Cyber Monday campaign in 2010, utilizing a different model than prior years in an effort to better serve our top company goal – customer satisfaction – while increasing revenue.

We pride ourselves on being a customer-focused online retailer, and have always presented value added offers, such as coupons and discount codes, that ultimately provide a savings and a better shopping experience for our clients.

In 2010, MidwayUSA design a campaign similar to a "brick and mortar business." The six-day email campaign was supported by significantly discounted "daily deals," and a landing page that allowed the customer to preview offers yet to come.

After all, this is what Black Friday is all about — significant deals on great products. We are proud that we have accomplished that goal; our customers loved it and are still buzzing about the offers we were able to electronically deliver to them. Who said you have to fight and wait in lines at 5 a.m. for a great deal? You just have to subscribe!

What Was Special About This Campaign?

This campaign was different than anything else MidwayUSA has ever done. The last day of the campaign also marked our first "Million Dollar Day." It was a moment of joy and pride for everyone that had the honor to work on it.

Results:

While it is a company policy to not publish internal data, we can share that we noticed significant increases in the following metrics:

- Gross sales growth of 23.4%
- Conversion rate went up by .8% for that month, a significant increase based on the volume sent
- Open rate increased by almost 7%
- Clickthrough rate almost doubled
- Gained a significant number of new buying customers
- Customer satisfaction went up
- Had our first "Million Dollar Day"

Recognition:

Person Recognized	Organization	Job Title
Diana Hufstedler	MidwayUSA	Email Marketing Specialist
Amy Miller	MidwayUSA	Web Designer
Ben Stolle	MidwayUSA	Web Designer
Stacey Uptegrove	MidwayUSA	Customer Interaction Manager
Aaron Oelger	MidwayUSA	VP of Marketing
Jeff Larkin	MidwayUSA	VP of Merchandising
Richard Ballew	MidwayUSA	Promotions Manager

CREATIVE SAMPLES FROM MIDWAYUSA'S PROMOTIONAL EMAIL CAMPAIGN

Email for Cyber Monday Deals

CYBER MONDAY SALE
Today Only

LAST DAILY DEAL!

Reg. ~~\$44.95~~
\$9.99

Reg. ~~\$49.99~~
\$19.99

Reg. ~~\$99.99~~
\$54.99

Shop NOW ▶

*Limit 3 per product per customer

The graphic features a collection of knives and tools against a dark, reflective background. At the top, the text 'CYBER MONDAY SALE' is in large, bold, blue letters with a reflection effect, and 'Today Only' is written in a blue script font. Below this, a blue banner contains the text 'LAST DAILY DEAL!' in white. The main display shows several items: a large saw-like knife with a serrated blade, a folding pocket knife, a large combat-style knife, a smaller folding knife, a roll of duct tape, and a clear plastic case. Each item is accompanied by its original price (crossed out) and the sale price. The 'Shop NOW' button is in the bottom right corner, with a white arrow pointing right. A small asterisk note is located below the button.

Email for Black Friday Sale's Nov. 24 Deals

BLACK FRIDAY SALE
Nov. 24th - 29th

TODAY'S DAILY DEALS!

 ~~Reg. \$499.⁹⁹~~
\$349.⁹⁹

 ~~Reg. \$32.⁹⁹~~
\$14.⁹⁹

 ~~Reg. \$32.⁹⁹~~
\$14.⁹⁹

VIEW *Hot* DAILY DEALS ▶

*Limit 3 per product per Customer

Email for Black Friday Sale's Sunday Only Deals

BLACK FRIDAY SALE
Nov. 24th - 29th

SUNDAY'S DAILY DEALS!

Reg. \$19.⁹⁹
\$6.⁹⁹

Reg. \$59.⁹⁹
\$34.⁹⁹

Reg. \$59.⁹⁹
\$34.⁹⁹

Shop NOW ▶

*Limit 3 per product per customer

The advertisement features a black background with red circular highlights. At the top, the text 'BLACK FRIDAY SALE' is in large, bold, white letters with a red-to-white gradient, and 'Nov. 24th - 29th' is in a white script font. Below this, a red banner contains the text 'SUNDAY'S DAILY DEALS!' in white. The main content shows three items: a camouflage Remington belt with a price tag of \$6.99 (down from \$19.99), and two Midway duffel bags, one olive green and one dark grey, both priced at \$34.99 (down from \$59.99). The items are reflected on a glossy surface below them. In the bottom right corner, there is a 'Shop NOW' call to action with a white arrow pointing right, and a note '*Limit 3 per product per customer'.

BEST PROMOTIONAL EMAIL OR CAMPAIGN – HONORABLE MENTION

California State Parks Foundation’s “Sponsor a Vehicle” Campaign

Entrant: Charlotte Kresse, Champman, Cubine, Adams + Hussey

Audience: B2C

Why They Won:

You hear a lot about real-time marketing, but often this can be hard to accomplish. Any time something is truly newsworthy, every marketer is trying to jump on its bandwagon. Or, when a competitor does something newsworthy, you may be drawing more attention to what they did than your own product.

The genius behind this promotion is that the California State Parks Foundation turned a loss into a win – the marketing equivalent of making lemonade out of lemons. They lost a battle their audience had probably hoped to win, but instead of letting them stew in defeat, they said, “Here’s a way you can still make an impact.”

A second thing they did, which many marketers struggle with, is to take something that’s inherently vague and unclear — making a donation to a foundation — and making it very real, and very tangible, like any other product the audience might purchase.

- *Lead Judge: Daniel Burstein, Director of Editorial Content, MECLABS Primary Research*

From Their Nomination Form:

California State Parks Foundation (CSPF) had strongly supported a state proposition (Prop 21) that would have added an \$18 annual surcharge to motor vehicle registrations, providing funding for state park and wildlife conservation programs. Ultimately, the proposition failed. But instead of hanging their heads, CSPF turned the defeat on its head.

CSPF launched a campaign called “Sponsor a Vehicle,” which asked people to virtually sponsor a vehicle and donate the \$18 that would have helped state parks under Prop 21. The campaign’s goal was to raise both money and awareness by capitalizing on this hot topic.

CSPF messaged their email list and Facebook followers about the campaign. Supporters landed on a donation form which asked them to choose how many \$18 “cars” they wanted to sponsor, which was a great way to make people’s gifts more tangible, and the campaign very buzzworthy.

What's Special About This Effort?

Prop 21 was highly publicized and divisive—not all CSPF supporters supported it, and many in California were actively opposed. CSPF could have shied away from the issue after its defeat, but instead they chose to boldly use it as a fundraising and engagement opportunity. Embracing the idea that all press is good press, CSPF succeeded in further engaging both supporters and foes of Prop 21—probably even raising money from those who didn't support the bill.

Other marketers can learn from this campaign that timeliness is paramount, and the divisiveness of an issue can work in your favor. Also, tangible fundraising inquiries still work. Anyone can ask for \$18, but likening it to virtually sponsoring a vehicle makes it more enticing and shareable.

Results:

More than 3,286 “cars” were sponsored, by just 1,675 people, raising in excess of \$59,000 for CSPF to advance their mission of keeping state parks open and accessible. Half of the revenue came from email appeals, which saw a .47% response rate and 44% page completion rate.

Many people also spread the word through letters to the editor, blog posts, social media and more. The average number of daily active users on CSPF's Facebook page during this campaign was 5,700, and daily likes and comments increased by 40%.

Recognition:

Person Recognized	Organization	Job Title
Greg Zelder	California State Parks Foundation	Client
Alexis Stoxen	California State Parks Foundation	Client
Erland Sandborn	California State Parks Foundation	Client
Lauren Martin	Champman, Cubine, Adams + Hussey	Agency
Stephanie Boucher	Champman, Cubine, Adams + Hussey	Agency

CREATIVE SAMPLES FROM CALIFORNIA STATE PARKS FOUNDATION'S "SPONSOR A VEHICLE" CAMPAIGN

Email



Dear Adams,

With the sad outcome of Prop 21 behind us, **we now turn our attention to fighting the ongoing budget threats to our state parks.** Though not everyone believed this proposition was the best solution for our parks, we know many of you enthusiastically voted for Prop 21. That is why we are asking *all* of our members to symbolically "sponsor" the vehicles that could have provided \$18 a year for state parks.

[Please donate \\$18 today to "sponsor" a virtual vehicle and show your support for a secure, stable funding source for state parks.](#)

The damage that has been done to state parks through decades of budget neglect will continue and take years to fix. In addition to draconian budget challenges, state parks continue to be threatened with proposals that are inconsistent with the mission of California's state parks.



Like us, YOU remain committed to fighting proposals that have substantial and enduring impacts on sensitive natural and cultural resources in the state park system. [As a valued supporter of CSPF, you help us to fight these – and all harmful proposals to state parks – head-on! Please donate today.](#)

Last year's funding cuts had dramatic impacts on our state parks:

- 46 parks were forced to reduce the days they're open.
- 44 parks were forced to close campsites or loops.
- 50 parks were forced to shutter restrooms.
- 83 parks were forced to decrease cleaning operations.
- 26 parks were forced to lay off lifeguards.
- 20 parks were forced to cut education programs for our schoolchildren.

This is the least of what's in store for our majestic state parks this year with the defeat of Prop 21. [You can help today with a symbolic gift of \\$18 for every virtual vehicle you wish to "sponsor."](#)

Thank you again for all that you do in support of our state parks.

Elizabeth Goldstein
President

Web form



Sponsor a Virtual Vehicle!

We are asking *all* of our supporters to symbolically "sponsor" the vehicles that could have provided \$18 a year for state parks.

Please donate \$18 today to "sponsor" a virtual vehicles and show your support for a secure, stable funding source for state parks.

Choose the number of virtual vehicles to sponsor:

LESS

1

vehicle(s) x \$18.00 = \$18.00

MORE



- OR -

*Enter A Gift Amount:

18.00

BEST AUDIENCE ENGAGEMENT - GOLD

Airline Condor Reactivation Campaign

Entrant: Corinna Brose, optivo

Audience: B2C

Why They Won:

When you're looking at a list of thousands of subscribers who have not clicked or opened your emails in more than four months, it can be heartbreaking. But those tired leads might not be completely wasted just yet. The German airline Condor won back subscribers with this impressive reactivation campaign.

Condor launched a simple game and discount offer to reactivate dormant contacts. The first email introduced the game, while the second and third emails attempted to re-engage subscribers in the team's email newsletter. The final email brought the game to a close. This approach not only incentivized dormant contacts to re-engage, it also coaxed them back into viewing the team's usual content.

- *Lead Judge: Adam T. Sutton, Senior Reporter, MECLABS Primary Research*

From Their Nomination Form:

At the start of the project, the regular Condor newsletter's recipient list contained a number of subscribers who no longer showed engagement. Some recipients had not opened or clicked in a newsletter for more than a year. The goal was to reactivate as many inactive subscribers as possible.

Those showing no reaction to the campaign were to be sooner or later sorted out of the recipient list to clean it. A clean list was desired, especially due to plans to win new subscribers over the course of the coming months. It was important for Condor to avoid having customers merely react to a highly attractive offer in a special mail, only to not open the next newsletter. The aim was to playfully encourage inactive subscribers to engage with the regular newsletter.

Condor initially launched the project with optivo, requesting advice on how to reactivate inactive subscribers. The resulting idea was to engage inactive subscribers by creating a game through an automated reactivation campaign.

In Germany, Condor uses the claim "Wir lieben fliegen." While the international claim translates to "Born to fly," the German version means "We love flying." This allows a play on words, which was used to create a game called "Die große Fliegenjagd" ("The big fly hunt"). The double meaning of the slogan is used in Condor's German mailing campaign through motifs that show flight routes which are tracked by flies. The reactivation campaign called for subscribers to count

the flies displayed in the following newsletters. An incentive of a 10 Euro voucher for flight bookings when providing the answer later on in the mail series was offered.

The campaign included four different mailings. The first and the last mailing were especially designed for the series, with only the game titles as a topic. The second and third mailings were the regular newsletters by Condor sent out to the whole list. The element of the game (the flies) was included in the newsletters, as they are a fixed design element.

The detailed course of the series was as follows. The first mailing was sent to all subscribers who had been inactive for more than 120 days (no opens or clicks). Beforehand, the mailing was tested with different subject lines. The one chosen did not promote the voucher, but rather the game. Subscribers who did not open the first mail received the same email four days later with a different subject line.

In case this email was not opened, a third email with yet another subject line and a different sender name was sent five days after the second email. If no opens were generated, the subscriber was seen as inactive. If one of the emails was opened, the subscriber was reactivated and received the next two regular newsletters.

Those who clicked in the first series of emails on the call-to-action button asking them to participate in the fly hunt received the last email of the reactivation campaign 30 days after the first mailing. This mailing included three answer options for the question of “how many flies were seen in the last two regular newsletters?”

Upon clicking on one of the answers, the subscriber received the incentive of a 10 Euro voucher for a flight booking of their choice. The subscribers who were reactivated now receive all future regular newsletters by Condor.

What Was Special About This Campaign?

This reactivation campaign was special in its approach to not merely offer an attractive discount or incentive through a special mailing, but also to motivate subscribers to open the regular newsletters again. The idea was based on playfully re-engaging inactive subscribers through a game involving not only special mailing formats but also the regular newsletter. By doing so, subscribers who had been inactive beforehand now join the game, which encourages them to open the succeeding newsletters, as well.

Results:

A day prior to the main campaign, the first mailing of the reactivation campaign was sent to a small number of the target group to test two different subject lines.

Version A: “Auf geht’s zur großen Fliegenjagd, Frau {Nachname}!”
 (“Let’s go on the bit fly hunt, Mrs. {Last name}!”)

Version B: “10 Euro Rabatt auf Ihren Flug sichern, Frau {Nachname}!”
 (“10 Euro discount on your next flight, Mrs. {Last name}!”)

Version A performed significantly better than version B.

For the first mailing's regular launch, version A was used for the subject line. This mailing received 5,010 unique opens. If the subscriber did not open the first mail, the second mailing of the series was sent four days later with a different subject line. Here, 3,552 previously inactive subscribers opened the mail. The third mail sent five days later accounted for 4,890 unique opens.

This mailing did not only use another subject line but also a different sender name "Fly hunt at Condor." All in all, 6.9% of inactive subscribers were reactivated through the reactivation campaign. For those subscribers who have been inactive for less than a year, the reactivation rate is even higher. Of those who had not opened a newsletter in 120 to 365 days, 17% were motivated to open mails by Condor again.

Condor plans to rerun this campaign in the future. Due to the design of the series, the process can be set up to run automatically. In this case, the reactivation mail will be sent as soon as a recipient has been inactive for more than 120 days.

As the main element of the game (the flies in the regular newsletter) is included in each regular newsletter, no further adaptation of the regular mailings (received as element two and three of the campaign) is necessary. The answers in the last mailing all lead to the voucher. Therefore, the final mailing of the series does not need to be adapted to the specific number of flies displayed in the prior newsletters.

Recognition:

Person Recognized	Organization	Job Title
Birgit Clauß	Condor Flugdienst GmbH	Client
Marc Reinecke	optivo	Vendor
Torben Otto	optivo	Vendor

CREATIVE SAMPLES FROM AIRLINE CONDOR'S REACTIVATION CAMPAIGN

Reactivation Email 1



Reactivation Mail 1

- ▶ Sent three times in total
- ▶ RM 1b & 1c only send to non-openers
- ▶ Different subject lines
- ▶ Different sender names
- ▶ Asks to join the fly hunt and count the flies contained in the following two regular newsletters



optivo

Web form

Regular newsletter (Elements 2 & 3 of the campaign)

► Aim is to count the flies in both newsletters



optivo

BEST AUDIENCE ENGAGEMENT - SILVER

General Paint's Relationship Building Campaign

Entrant: Kelsey Breakey, Grow Communications

Audience: B2C

Why They Won:

Effective segmentation and relevant content rely on strong data. If you only have a list of email addresses, then you could be in trouble. The team at General Paint overcame this challenge by asking subscribers to complete a short survey so the company could improve its messaging. The team's strategic timing maximized response, and the fantastically simple survey achieved an 87% conversion rate.

- *Lead Judge: Adam T. Sutton, Senior Reporter, MECLABS Primary Research*

From Their Nomination Form:

General Paint, a national manufacturer and retailer of paint products, was looking to extend the depth of their database, and build stronger relationships with their consumers. The data segment they wanted to know more about was acquired through a contest promotion, which ran in three phases throughout 2011.

From this contest, General Paint acquired an influx of new contacts in their database, but knew little about them. In order to maximize the value these new contacts would bring, General Paint's goal was to learn more about these contest entrants.

To accomplish this goal, Grow Communications, working with the agency of record, Fusion Communications Group, executed a profiling campaign that utilized relevant offers, strategic timing, and an unexpected creative approach. An interactive email profiling campaign was created to connect with these new contacts, and offer them a valuable coupon in exchange for their participation.

In conjunction with the close of each contest phase, an email was sent to contest entrants, letting them know that a winner would be announced shortly, and then inviting them to complete a survey to help General Paint deliver more relevant content directly to them in the future.

By strategically timing the email deployment with the close of each contest phase, we anticipated email engagement to be higher than normal, as General Paint would be positively perceived by contacts eagerly awaiting the results of the contest.

In this campaign, a valuable coupon was rewarded upon completion of the survey, which generated valuable demographic, preference and purchase information from the contact base. To further entice engagement, the goal was to make the survey as quick and painless as possible, to complete while designing it in a fun and fresh interactive format.

Recipients were asked to start answering the first question directly on the email, by selecting one of four home décor style images they felt best represented their design style. This simple click took them to a personalized survey landing page where the first question is now already populated, and they could fill out the rest of the survey questions by filling in the blanks of a conversational paragraph, instead of the traditional question and answer format.

What Was Special About This Campaign?

This is an example of a campaign that elevated its success by converting quantity into quality. By incorporating strategic timing, relevant content and offers, and creative thinking, this campaign delivered outstanding results. It demonstrated the importance of focusing on not just one, but all three of these critical elements to produce a campaign that generates results. The consumer engagement from this profiling campaign is well above average, with almost half opening the email, and the vast majority of these openers clicking through to the survey and completing it.

This campaign illustrates a simple, yet powerful way of how an email profiling campaign can effectively integrate with other marketing programs to increase the longevity and potential value of your database. It also provides an example of how marketers can learn more about their prospects and the overall market that is attracted by their mass media efforts.

The learnings from this campaign will be used to not only better understand those who are interested in General Paint, but the consumers this media buy was able to attract. This campaign also proves that with the right timing, offer and creative, it is possible to exceed initial engagement goals.

Results:

The first phase's profiler email received a fantastic open rate of 40%, with a 65% clickthrough rate – well above industry benchmarks. Bounce backs and unsubscribes were minimal, showing the quality of contacts generated through the acquisition campaign, and the potential for even higher engagement in future tailored communications.

Of those who clicked through to the survey, 87% completed it. This provided exceptional value and insights for General Paint as to who was interested in their products, what motivated them to purchase, and where they were in the purchase cycle.

The second phase received even more impressive results – 43% open rate, with 71% of these openers clicking through. More importantly, 90% of those who clicked on the survey link completed it. The third phase of this campaign is scheduled to deploy in October, with predictions of equally impressive results to come.

Recognition:

Person Recognized	Organization	Job Title
Jennifer Wallis	Fusion Communications Group	Client - AOR
Kelsey Breakey	Grow Communications	Campaign Strategist
Sarah Davids	Grow Communications	Account Manager
Mark Doherty	Massif Creative	Creative Director
Hans Vedo	Massif Creative	Technical Expert and Coder

CREATIVE SAMPLES FROM GENERAL PAINT'S AUDIENCE ENGAGEMENT CAMPAIGN

Email delivered prior to the close of the contest to all opted-in contest entrants

[Click here to view this email online](#)

General Paint.
Our passion. Your results.



Hi Vlad,

Thanks for entering General Paint's "Spring is Here" contest. Next week we'll be pulling the winner for the grand prize of an \$8,000 room makeover... and it could be YOU! We'll post the winner on our [Facebook page](#) on July 4th so be sure to LIKE General Paint on Facebook.

We'd love to learn more about you so that we can serve you better. Take two minutes to tell us your style and fill out your profile. Just for answering a few questions, you'll receive a voucher for a FREE paint pot tester and a coupon towards a gallon of paint to kick off your next home improvement project.

My style is:

(click on the image below that best matches your style)



[Contact us](#) [Privacy Policy](#) [Unsubscribe](#) [Update Profile](#)
General Paint Canada | 950 Raymur Avenue Vancouver, BC, V6A 3L5, Canada



Survey

General Paint.

Our passion. Your results.

Vlad,
Tell us about yourself and you'll receive a voucher for a free paint pot tester and a coupon towards a gallon of paint.



**FREE
PAINT POT
TESTER**

My style is

I am a

I currently and live in a

If I won the \$8,000 room makeover,
I would decorate my

I visited a General Paint Store

When it comes to painting and re-decorating,
I would describe myself as a

The most important factor when purchasing paint is

[Complete my profile](#)

[Privacy Policy](#)

[Contact](#)

950 Raymur Avenue, Vancouver, BC V6A 3L5



“Thank you” page following survey

General Paint.
Our passion. Your results.



**Thank you
for completing your profile!**

**As our gift to you, here is a voucher good towards
one FREE Paint Pot Tester.**

Simply print out this page and redeem at your [local General Paint store](#)
or [click here](#) to print a printer friendly version of this coupon.

**FREE
PAINT POT
TESTER**

Receive one free Paint Pot tester pot (one quart - enough to cover 100 sq ft of wall) as our way of saying thank you for completing your General Paint profile. Plus, upon redemption you will receive a \$6.50 coupon towards your next gallon of paint from General Paint.



General Paint.
Our passion. Your results.

This offer is valid until July 31, 2011 and cannot be combined with any other offer. One voucher per customer may be redeemed. Voucher must be presented and surrendered at the time of redemption. Offer valid at General Paint Corporate Stores. This voucher has no cash value.



store associate – scan to redeem

[Privacy Policy](#)

[Contact](#)

950 Raymur Avenue, Vancouver, BC V6A 3L5



BEST AUDIENCE ENGAGEMENT – HONORABLE MENTION

EllisLab's Reactivation Campaign

Entrant: Kate Gallagher, Paramore | the digital agency

Audience: B2B

Why They Won:

This year's "gutsiest campaign" award goes to the marketers at EllisLab, who asked their entire database to opt-in for promotional messages (since the request had not been made at sign-up). Even though only 7% opted-in, and the team cut 93% of its database, we commend these marketers for the difficult decision they made to commit to building a strong, qualified list.

- *Lead Judge: Adam T. Sutton, Senior Reporter, MECLABS Primary Research*

From Their Nomination Form:

The goals for EllisLab's online marketing campaigns include:

1. Sell products and services offered to current customers; increase client base
2. Build awareness, and be a trusted resource and authority in the marketplace
3. Be a top industry leader for people looking online for help and resources, in products and services offered by EllisLab
4. Be seen as a thought leader in our industry

Our recommendation, based on these goals, included a social strategy and an email strategy. Since EllisLab's database of email addresses/consumers did not explicitly sign up to receive emails, we recommend a "reactivation" campaign.

This email campaign focused on activating "inactive" names within an email database, and garnering true permission from these consumers. All subscribers had provided email addresses in the past when registering with EllisLab but did not opt-in to receive promotional email, hence the need for "true" permission.

An HTML and plain text email were sent to all the names that were in EllisLab's current database. This email invited them to:

1. Confirm that they wish to opt-in to receive email at the current email address
2. Confirm that they wish to receive email at the current email address but would like to update their email preferences
3. Confirm that they wish to receive email but at a different email address
4. Unsubscribe from the list
5. Do nothing, and be archived from the list

What Was Special About This Campaign?

This is a great example of a business being diligent in receiving permission. All these subscribers had provided their email address when registering with EllisLab, and the company could have easily started sending promotional email to all of these addresses. These subscribers had opted in to receive registration email associated with product purchases and/or EllisLab forum activity, but they had not asked for EllisLab promotional email.

Almost 125,000 email addresses were collected from the company's origin in 2001 and only 7% of those were interested in receiving promotional email from EllisLab. If you haven't been in contact with a past customer in the last six months, let alone the last 10 years, you cannot expect them to remember you. Many new email marketers try to convince themselves that these addresses aren't stale, because no one wants to say goodbye to 93% of their database.

EllisLab saved itself from a blacklist nightmare, and can move forward confidently with the email campaign strategy described in the reactivation email creative.

Results:

Two emails were sent:

1. Using personalization for those consumers whose first name we knew (18,000+ subscribers)
2. A second delivery without personalization for those consumers whose first name was unknown (105,000+ subscribers)

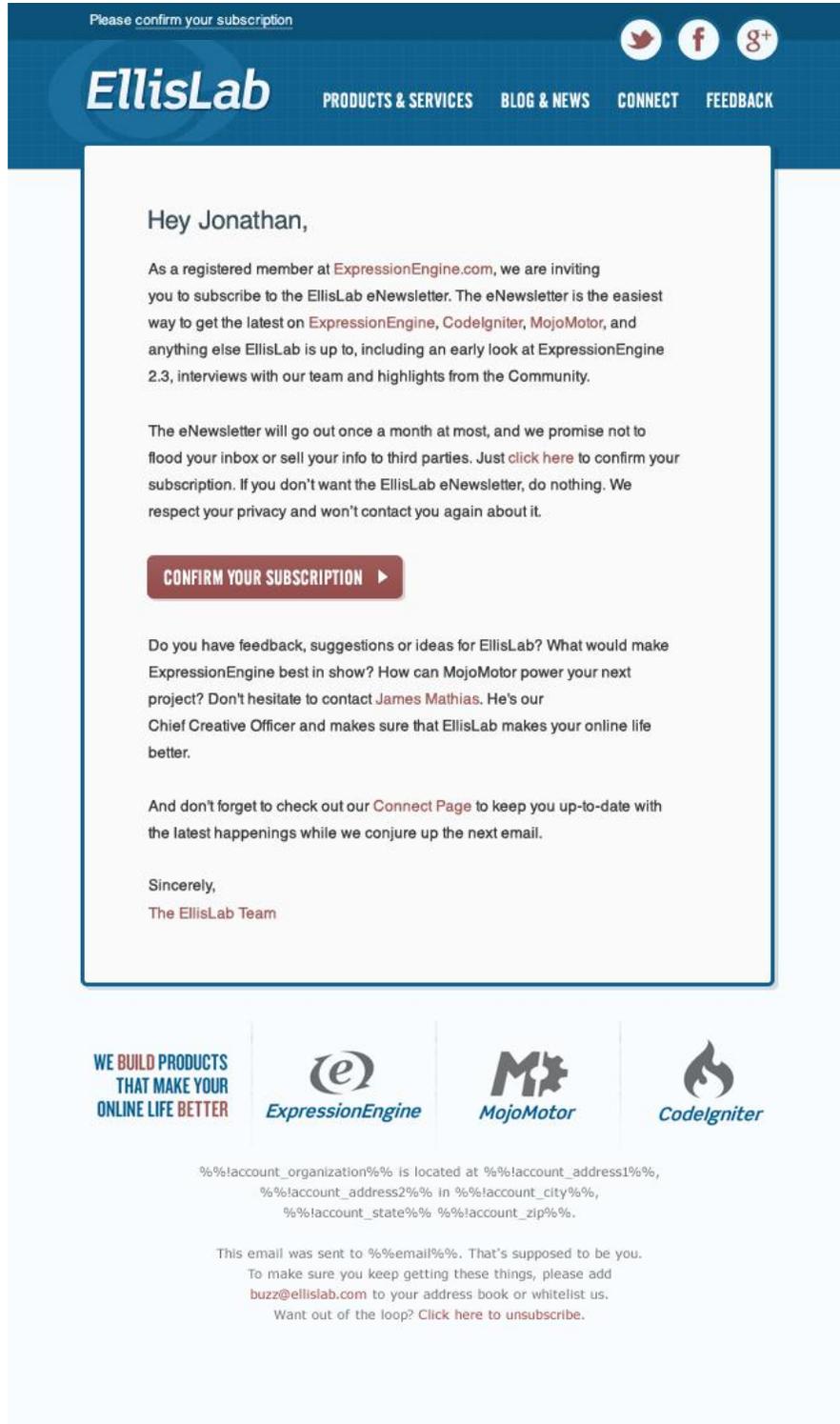
The personalized delivery garnered a 56.4% open rate. 9,510 of the 18,625 emails sent were opened. The click rate was 8.6%. The non-personalized delivery garnered an open rate of 17.9%. 15,812 of the 105,835 emails were opened. The click rate was 13.6%, and 8,292 subscribers opted into receiving promotional email from EllisLab.

Recognition:

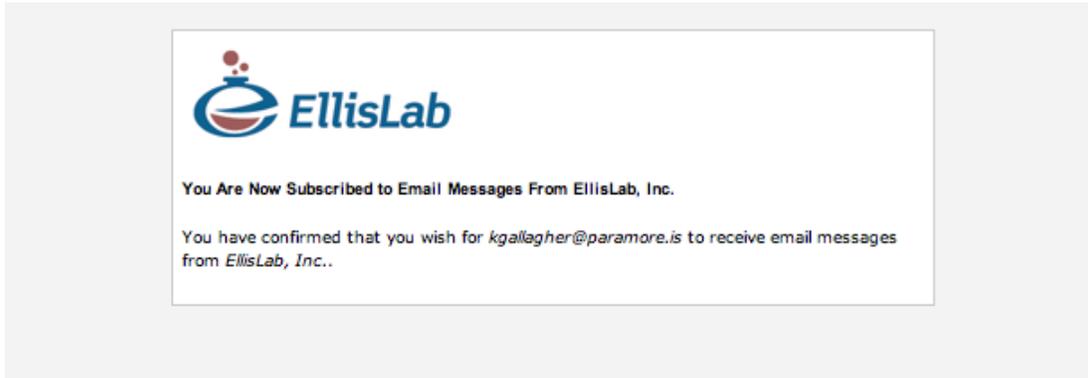
Person Recognized	Organization	Job Title
Leslie Camacho	EllisLab	Client
James Mathias	EllisLab	Client
Kate Gallagher	Paramore the digital agency	Agency
Stephanie Friedlander	Paramore the digital agency	Agency
Josh Miller	Paramore the digital agency	Agency

CREATIVE SAMPLES FROM ELLISLAB'S REACTIVATION CAMPAIGN

Reactivation email



Subscription confirmation



BEST PERSONALIZATION/SEGMENTATION STRATEGY - GOLD

Clare Florist's Segmentation Campaign

Entrant: Kiril Bunin

Audience: B2C

Why They Won:

When thinking of personalization and segmentation, I initially settle on ... it's difficult. This seems like one of the most difficult tactics in email marketing. I also believe it's expensive, time-consuming and, most of all, complex. To really personalize and segment takes considerable time to slowly build out many different email lists for your audience to choose in a preference center, or a snazzy marketing automation platform that can really get granular into past responses. At the very least, you've must be able to determine how to mail merge.

Well, this year's Gold winner pulled off an extremely impressive feat. Clare Florist was able to better segment their emails to tie into the unique motivations of their audience, with very little investment. Plus, they got a huge return – nailing the “R” and the “I” in that three letter acronym we love so much at MarketingSherpa. And the relative simplicity of the effort really impressed me.

While they have a small list, and thus a lower baseline and perhaps an easier time to drive a big lift than an enterprise-level marketer, the numbers are nonetheless noteworthy. To be specific, the team garnered a 448% increase in revenue-per-campaign (along with some pretty impressive intermediate metrics you can read about in the full write-up).

And the expense, according to David Clark of Attacat, Clare Florist's agency, was “No external costs at all.” Frankly, I think that's probably an understatement. There are always costs, even if they are only soft costs.

Still, it shows that you can better serve your customers, and improve your results to boot, without a massive budget or shiny new technology. And that is simply golden.

- *Lead Judge: Daniel Burstein, Director of Editorial Content, MECLABS Primary Research*

From Their Nomination Form:

Email was, surprisingly, the worst performing channel in both conversion rate and revenue generated, combined with below average for their industry open and clickthrough rates. Additionally, after some time reviewing the analytics data, we found that if taking all seasonal offers (Mother's Day, Valentine's Day, etc.) out of equation that approximately 76% of all repeat purchases consist of the same flowers type as the previous one.

With all the above factors in mind, it was decided we should test if list segmentation and further targeting (based on the past purchase behavior) would affect already mentioned poor performing channel KPIs.

1. We used internal transaction data to get the purchase history data and cross-referenced it with the set of data from the email service provider, enabling us to divide the entire list into product based categories (example: Roses will have the list of recipients whose last purchase was bouquet of roses).
2. With the precise knowledge of the recipients' flower preferences, we no longer needed to include several product offers within one newsletter, so we decided to use only one product combined with copy personalization.
3. Following the changes to the template, we wanted to upgrade the subject line by including "Your Favorite Flowers" as the main message, combined with the usual 30% discount.

What Was Special About This Campaign?

The main reason we decided to share this case study is that the changes were so obvious and easy to implement, but still produced a major shift in KPIs. Email optimization and testing is often considered to be "rocket science," with the belief that any test would require serious development involvement and massive budgets.

As seen here, even modest, straightforward hypotheses can produce amazing results, with no external costs.

Results:

Results were more than satisfactory for a quite obvious and straightforward hypothesis.

Control:

- Open rate of 5.98%
- CTR of 6.76%
- Unsubscriber rate of 0.29%

Variation:

- Open rate of 12.06%
- CTR of 15.87%
- Unsubscriber rate of 0.18%

Which drove the improvement of:

- Open rate increase by 201%
- CTR increase by 235%
- Unsubscriber rate decrease of 38%

These improvements have resulted in the quite fascinating 448% increase in revenue-per-campaign, not only proving the original hypothesis, but enabling our client to use the same principle for any future campaign.

Recognition:

Person Recognized	Organization	Job Title
David Clark	Attacat	Agency
David Marchal	Clare Florist	Client

CREATIVE SAMPLES FROM CLARE FLORIST'S SEGMENTATION CAMPAIGN

Control

	<p>Send Flowers for Next-Day UK delivery Order online, or call us now in the UK on 0800 073 7676 International customers please call +441315397775</p>	
		
<p>Twelve Red Roses</p>	<p>Save up to £9 on additional offers</p>	
	<ul style="list-style-type: none">• 12 luxurious red roses• Expertly arranged and wrapped• Free Next Day Delivery	<p>Sunflower Surprise</p>
<p>Only £27.99</p>		<p>Gerbera Sunshine</p>
<p>These warm red roses have been carefully assembled to provide an elegant arrangement that is the perfect gift to show your love. Our expert florists have taken great care to pick 12 of the freshest red roses and arrange them in a beautiful bouquet.</p>		
<p>View Offer Now</p>		<p>View Additional Offers</p>
<p>Recommend this offer to friends:</p>		
		
<p>Forward to a friend Customer Service More Information</p>		



Variation

 **Send Flowers for Next-Day UK delivery**
Order online, or call us now in the UK on 0800 073 7676
International customers please call +441315397775

Summer Gerberas Bouquet for £24.49 with next day delivery

Save 30% on a Summer Gerbera Bouquet - £10.50 off!



- **Outstandingly vibrant flowers**
- **Expertly arranged and wrapped**
- **Free next day delivery**

Only £24.49

We hope you loved the summer flowers you purchased last time. We thought you would like to know about the amazing price on these beautiful flowers. Save 30% in this exclusive offer.

[View Offer Now](#)

[Forward to a friend](#) | [Customer Service](#) | [More Information](#)



Results

	● Opens	● Clicks	● Bounces	● Unsubscribes	● Complaints
1 Variation 3 - Prev. Test Sent last Tuesday at 11:01 am to 3,495 recipients Full results View campaign	5.98% 207	6.76% 14	1% 35	0.29% 10	0.03% 1
2 Variation 2 - Summer Flower Customers Sent last Tuesday at 11:01 am to 1,423 recipients Full results View campaign	12.32% 174	16.09% 28	0.77% 11	0.21% 3	0% 0
3 Variation 1 - Rose Test Sent last Tuesday at 11:01 am to 2,072 recipients Full results View campaign	11.8% 243	15.64% 38	0.58% 12	0.15% 3	0% 0

BEST PERSONALIZATION/SEGMENTATION STRATEGY - SILVER

Microsoft's Office 365 Email Engagement Campaign

Entrant: Nicole Papineu Richard, Microsoft

Audience: B2B

Why They Won:

Personalization and segmentation is about much more than writing a compelling email, which most marketers train all of their careers to do; it's really about data. This is why it may seem so difficult, or out of reach to so many.

For our Silver award, the Microsoft team didn't let the lack of the most valuable data they really wanted to use (behavioral-based information) get in the way of personalizing their email by focusing on what they could leverage (in this case, when people signed up for a free trial). Even knowing when someone first purchased from you, or interacted with you can be valuable, as this case study shows.

Buy beyond data, they truly personalized the message to their audience by understanding that IT pros are sold to so often (perhaps even as much as marketers) that they don't want to be sold ... they just want to be helped.

- *Lead Judge: Daniel Burstein, Director of Editorial Content, MECLABS Primary Research*

From Their Nomination Form:

Microsoft Office 365 brings together Microsoft SharePoint Online, Microsoft Exchange Online, Microsoft Lync Online and Microsoft Office Professional Plus as a cloud service. The Office 365 Relationship Marketing program guides the target audience of technical IT professionals through a step-by-step approach to use the Office 365 services — Exchange, SharePoint, Lync and the subscription version of Office — to fully evaluate and make an informed purchase decision.

The goals of the program are:

- Drive a customer to use the service, and experience the rich set of collaboration and productivity tools during the 30-day trial with a pilot group across any PC, phone or browser
- Drive a customer to purchase Office 365 after using each of the services
- Drive highly targeted and relevant content to customers based on audience segmentation: role within an organization, time with the service, price, cross linking of partners and special offers

There are many tactics that contribute to a conversion — email, telephone sales, within the product nurture messaging, and campaign landing pages. For our email program tactic, our goal was to convert, at minimum, 2% of the customers that signed up for a trial offer. In addition, the

goal was to drive a highly engaging email program. Without engagement, the email won't convert customers. The goal for our email engagement was a 95% delivery rate, 40% total open rate, 10% total CTR, and 15% total click-to-open rate.

From the onset, Microsoft realized that a "one-size-fits-all" approach would not resonate with the broad range of targeted IT professionals. Instead, the team developed two email programs designed to guide two audiences — small business professionals and enterprise-level IT managers — through the 30-day trial evaluation period.

Based on segmentation profiles of more than 10 IT professional roles, Microsoft personalized the design, messaging, offers and price within each email, from visual branding to key messages and calls-to-action, to links to segment-targeted information resources.

The program was then based on tenure at the moment a customer signs up for a trial. It was targeted in their language, using the currency of their country, and included personalization of their first name. In addition, depending on whether or not a customer had a third-party partner to assist them, it included messaging to drive customers to the Office 365 marketplace to get an add-on solution. It is important to note that this is a program available to customers in 40 countries, in 20 languages, and across two audience segments.

Additionally, we focused on the following core areas:

- Customers were segmented by Suite SKU — tailored for each audience
- Featured core scenarios to provide product experiences of the suite
- Focused on Mail, SharePoint + Web Apps and Office integration, and Lync
- Offered the subsidiary to include market specific offers both in email and in-product
- Midway through the trial the messaging shifted from featured "use" to focus on converting to purchase

What Was Special About This Campaign?

Every marketer would love to produce a behavior-based program. The customer takes an action, the brand knows it, and then they market directly to it. When full behavior-based marketing is not an option, the next best option is to make it tenure-based around a particular customer's original engagement date. The last option is a "blast"-based program that has no relevance to a customer's relationship with the company from which they are purchasing.

The Microsoft Office 365 trial programs demonstrate the importance of content segmentation when communicating to a customer. By delivering dynamic content based upon customer profile information — whether it is demographic- (country, language) or account-based — we were able to engage the customer without a significant drop off throughout the entire program and even get better engagement at the end!

The moral of the story — use what you have to be able to target your customers. If you know when a customer signed up, focus on a tenure-based approach that is targeted to a single customer rather than a single blast approach. Know your audience and use content and design that will engage them, but not feel like they are being marketed to; they want to engage. Leverage your

email tools to allow for flexibility so as your company expands, you can easily offer your email program without having a huge expense.

Results:

In the two months since the product launched, the email program has contributed to 3% of the total conversions of trial to paid subscribers — a 50% lift over goal. The email series exceeded the targeted goals with a 96% delivery rate, 61% total open rate, 12% total clickthrough rate, and 19% click-to-open rate.

In two months, the email engagement goals were all exceeded by the following:

- Exceeded delivery rate goal by 1%
- Exceeded total open rate goal 53%
- Exceeded the total CTR goal by 20%
- Exceed the total click-to-open rate goal by 27%

Also interesting, engagement with the email program remains consistent — even with an email program that is a total of seven emails over a 45-day period of time. Engagement maintains and even increases toward the end of the program.

Recognition:

Person Recognized	Organization	Job Title
Nicole Papineu Richard	Microsoft	Client
Dana Brad	Microsoft	Vendor
Kristen Shaab	R2itegrated	Vendor
Blake Kirstine	R2itegrated	Vendor

CREATIVE SAMPLES FROM MICROSOFT'S PERSONALIZATION CAMPAIGN

Welcome email

Work from virtually anywhere with Microsoft® Office 365
Add office365@microsoftonline.com to your safe list. [View as a webpage.](#) Trial - ENT email 1

Step 1: Set up your trial with a few simple steps

Rest assured your data is protected with Microsoft® Exchange Online

Congratulations Jane,

Welcome to Office 365! You have the next 30 days to evaluate Office 365 and determine if it is right for your business.

Office 365 for enterprises brings together cloud versions of our most trusted communication and collaboration products in Microsoft® Exchange® Online, Microsoft® SharePoint® Online and Microsoft® Lync™ Online with the familiar tools of Microsoft® Office 2010 for businesses of all sizes. With Office 365, experience the best business productivity.

[SIGN IN TO OFFICE 365](#)

Office 365 lets you access all of your information—documents, emails, and calendars on virtually any PC, phone, or browser*. Try it today!

Get started with your trial account

- 1 Add users to Office 365**
You can configure up to 25 user accounts with customizable, role-based permissions. Gain a better understanding of how well cloud services will work for your business by creating a pilot group of users within your organization.
- 2 Set up your desktop applications**
Encourage your pilot group to download Microsoft® Office Professional Plus and set up and configure your Office desktop applications to save Microsoft® Word, Microsoft® Excel®, Microsoft® PowerPoint® and Microsoft® OneNote® files directly to SharePoint, as well as access and send email from Microsoft® Outlook®.
- 3 Set up mobile access**
The ability to connect anytime, virtually anywhere is one of the core benefits of Office 365. Encourage your pilot group to connect their mobile devices* and access their documents, contacts, email and calendars from virtually anywhere and any time.

Resources

-  **Take the tour**
Learn how to set up your services and discover the many features and benefits of Office 365. [View the video tour.](#)
-  **Download the trial guide**
Check out these suggested steps and learn how to make the most out of your trial by [downloading the guide.](#)
-  **Need assistance?**
Get [support](#), 24 hours a day, 7 days a week.

The Office 365 trial gives you the opportunity to experience the benefits Office 365 can bring to your organization. In the next few weeks we will be emailing you with more tips and tricks on how to use Office 365.

Set-up email

Help your team work smarter with Microsoft® SharePoint® Online. Add office365@microsoftonline.com to your safe list. [View as a webpage.](#)

Trial - ENT email 2



Step 2: Set up SharePoint Online

Create sites to share documents and information

Dear Jane,

SharePoint Online helps your business stay in sync. SharePoint Team Sites provide a single location for the entire team, including your trusted business partners, to work together on documents, critical tasks and events regardless of where they are. Quick and easy to set-up, your team can work together to co-author and review business proposals in real-time and set notifications to track document updates.

[SIGN IN TO OFFICE 365](#)

Access documents on your Team Sites and simultaneously edit with others using Microsoft® Office Professional Plus, OneNote Web App and Excel Web App.* Try it today.

Share files and documents

- 1 **Add users to your Team Site**
As the administrator for your new Office 365 service, you can set document level permissions in your SharePoint site to specify who can access, edit and share documents, which is helpful with managing sensitive HR or finance information.
- 2 **Work with Microsoft Office on SharePoint**
SharePoint Online is designed to work with familiar Microsoft® Office applications. If you haven't already, download [Microsoft® Office Professional Plus](#) and set up your desktops to save Office files directly to your Team Site as well as access and send email from Microsoft® Outlook®.
- 3 **Add and share documents, manage and track projects**
With SharePoint Online you can post important documents, images, lists, wikis, blogs and even make simple edits to documents and presentations using the Microsoft® Office Web Apps. SharePoint Online also lets you manage meetings and track key project milestones and schedules using shared calendars.

Resources

-  **Introduction for administrators**
Learn more about your role as an Office 365 administrator in this [online guide](#).
-  **Download the trial guide**
Check out these suggested steps and learn how to make the most out of your trial by [downloading the guide](#).
-  **Need assistance?**
Get support, 24 hours a day, 7 days a week.

Make the most of your trial by adding more users, granting permissions to share and access documents on SharePoint and encouraging your team to use their familiar Office applications directly from their desktop.

Sign in to Office 365

Sign in to Office 365 at <https://portal.microsoftonline.com> with your Microsoft Online Services ID: memberslongname@longemailaddress.com

Purchase offer

Buy Microsoft® Office 365 today

Add office365@microsoftonline.com to your safe list. [View as a webpage.](#)

Trial - ENT-email 4



Purchase Office 365 before your trial expires

Move to the cloud with confidence

Dear Jane,

Office 365 helps protect your email environment with always up-to-date antivirus and anti-spam solutions. Providing virtually anywhere access to the tools and documents you need most, Office 365 is designed to help meet your needs for robust security and 99.9% uptime guarantee.

Stay in control of your IT environment with Office 365. Patches, security updates and back-end upgrades are automatically applied, yet you decide what policies and configurations to apply.

[Convert to a paid subscription today](#) and reduce the time and effort spent managing your IT infrastructure.

Office 365 Plan E3 lets you:

- Get the latest features from Microsoft® Exchange Online, including 25 GB mailboxes and always up to date antivirus and anti-spam solutions.
- Share documents and insights with colleagues, partners, and customers, the latest version of and help teams stay in sync.
- Move easily from instant messaging into ad-hoc online meetings that include audio, video, and screen sharing with just a few mouse clicks.
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Engage with other Office 365 users
Participate in the [Office 365 Community](#) to get your questions answered and join the conversation.

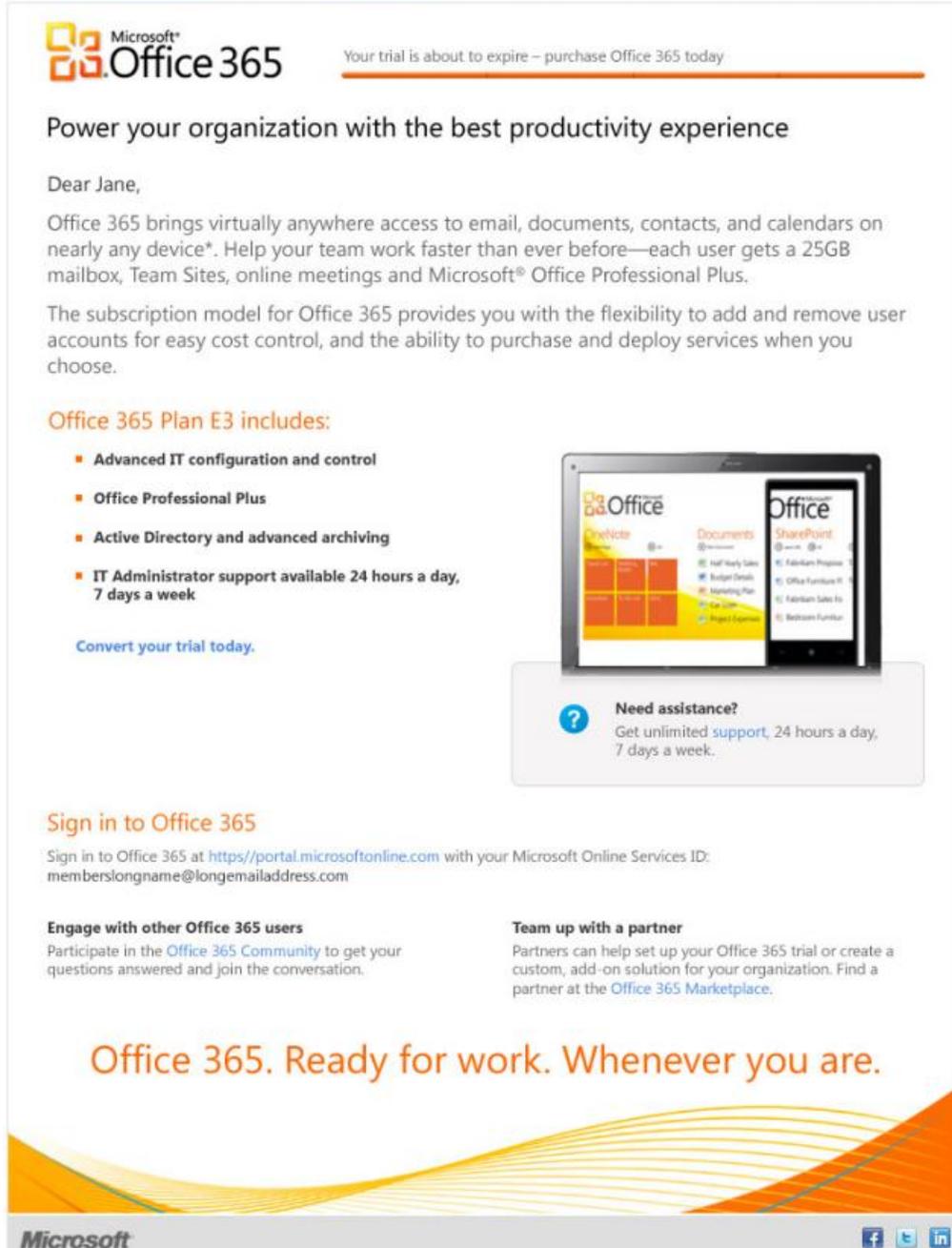
Team up with a partner
Partners can help set up your Office 365 trial or create a custom, add-on solution for your organization. Find a partner at the [Office 365 Marketplace](#).

Office 365. Ready for work. Whenever you are.

Purchase email 2

Buy Microsoft® Office 365 today
Add office365@microsoftonline.com to your safe list. View as a webpage.

Trial - ENT email 5



Microsoft Office 365 Your trial is about to expire – purchase Office 365 today

Power your organization with the best productivity experience

Dear Jane,

Office 365 brings virtually anywhere access to email, documents, contacts, and calendars on nearly any device*. Help your team work faster than ever before—each user gets a 25GB mailbox, Team Sites, online meetings and Microsoft® Office Professional Plus.

The subscription model for Office 365 provides you with the flexibility to add and remove user accounts for easy cost control, and the ability to purchase and deploy services when you choose.

Office 365 Plan E3 includes:

- **Advanced IT configuration and control**
- **Office Professional Plus**
- **Active Directory and advanced archiving**
- **IT Administrator support available 24 hours a day, 7 days a week**

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Team up with a partner
Partners can help set up your Office 365 trial or create a custom, add-on solution for your organization. Find a partner at the [Office 365 Marketplace](#).

Office 365. Ready for work. Whenever you are.

Microsoft   

BEST PERSONALIZATION/SEGMENTATION STRATEGY – HONORABLE MENTION

Provenance Food & Wine's Product and Email Personalization Campaign

Entrant: Tracy Kellner, Provenance Food & Wine

Audience: B2C

Why They Won:

Provenance took the idea of personalization in an entirely different direction, one I wasn't expecting when first judging this category, and one we frankly didn't intend with the name of this category. But there is a valuable enough lesson in what they did that we think it deserves a mention ... and an honorable one at that.

The Provenance team focused on personalizing their emails (and frankly products) not to the customer's tastes, per se, but rather to the actual production of what they sell.

Every business (but especially retailers) has to be able to justify why it costs more than the low-price leader in the market. For example, why shouldn't I just buy my food and wine from Walmart? Provenance gives an excellent answer to this in their campaign – “because our syrups are handmade by Melissa Yen down the street, and our truffles are found by Cristino Savini and his dog, Rocco, and people like Richard, on our staff, are hand-picking all of these products for you.”

For the right audience, that is a reason to buy from Provenance.

- *Lead Judge: Daniel Burstein, Director of Editorial Content, MECLABS Primary Research*

From Their Nomination Form:

In 2010, I started a blog for the store. The topic/focus was to post about the various points addressed in Michael Pollan's book, *Food Rules*, a list of 60 "rules" to keep in mind when being conscientious about food choices, health and supporting local food systems.

This blog is sent out to, and read by, our more than 4,000 email recipients and 1,000 Facebook fans. Audience ranges from ages 23-55, is comprised of people who appreciate craft/handmade food, wine and spirits, which are represented at our small retail grocery.

When the blog was finished, I solicited input via our Facebook page and blog about a new topic to cover. Several readers indicated they wanted to know more about the people behind the products we sell. They had tried many of our items over the years, but knowing our philosophy and intent to support other small food businesses like ours, they wanted to know more and have a deeper connection with where their food was coming from. Our goal was to do that, with a

series of questions written by our staff in hope of our customers getting to know the producers better.

I feel we've had a good start to meeting our goal since starting this blog in February of this year. People not only mention that they enjoy reading about Mike from Co-op Hot Sauce, or Lee from The Scrumptious Pantry, but they offer comments on how the answers made them feel, what they like to learn, or are glad that they did learn, and ideas for new producers to feature.

The steps we take are to independently post the blog and link to it from our Facebook and Twitter accounts. We also encourage feedback from customers so the engagement is more meaningful. So much of our business is direct, one-to-one customer interaction that we need to know the stories being told with the blog.

The blog is an extension of the actual staff, and serves as another way to engage people. The information and dialogue we pull from our producers, and include in the blog, adds another level of customer service and knowledge to impart on our customers and staff. The questions and answers are interesting and for as many products as we have, there are as many personalities making them, which is always interesting and certainly keeps things fresh!

What Was Special About This Campaign?

This campaign is unique, interesting, engaging, thoughtful and inspiring. It's unique because it's a "marketing" campaign that aims to act as a "soft sell," building trust in our business, and in our producers, that doesn't result in a case of hot sauce sold the days we post the blog, but does, over time, impact our business. I know this because our business has grown 7-10% each year we've been open, including during a recession.

The campaign is interesting because you're learning about the products being made and the people who make them; about the ups and downs of running a small food business; and about the gratification, growth and hardship of the small business.

Our campaign is engaging because of the feedback we get from our customers and the knowledge gained by our audience and our staff.

Results:

Since February 2011, the number of people following our blog has increased by 400%. We are more engaged, on another level of engagement with our customers, and we have become better partners with our vendors and audience because of it.

We are better partners with our vendors because we learn more about them on a personal level that adds another layer of commitment to us making sure we represent them in our shop the way they deserve to be and we help tell their stories to an audience that has told us they want more.

We are better partners with our customers because it shows we listen to them and are here to "preach the gospel," if you will, about small food entrepreneurship and local food systems, which is core to our overall business.

Recognition:

Person Recognized	Organization	Job Title
Tracy Kellner	Provenance Food & Wine	Owner
Joseph Patt	Provenance Food & Wine	Owner
Nicole Benjamin	Provenance Food & Wine	Events Coordinator/ Culinary Consultant

CREATIVE SAMPLE FROM PROVENANCE FOOD & WINE'S PERSONALIZATION CAMPAIGN

Blog

Provenance Food & Wine

Twitter Updates

[@letiziasfior](#) is now open! check out our neighbors' all-Italian wine list and their great food menu, too.
<http://t.co/mGwFeivY> about 16 hours ago

Our "Shareholders" thank you: Rich Chocolates & Candies, Das Caramelini Fleur De Sel Salted Caramels, The...
<http://t.co/qUOgLBak> 1 day ago

Candy everybody wants!
<http://t.co/jaGFilUm> 1 day ago

Joe of Provenance at Lycee Francais Fall French Market
<http://t.co/sAnFzTzr> 4 days ago

Ginna of Salted Caramel at Lycee Francais Fall French Market
<http://t.co/qeuEig6h> 4 days ago

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Blog Archive

▼ 2011 (21)

▼ October (1)

Meet Your Makers

WEDNESDAY, OCTOBER 5, 2011

Meet Your Makers: Melissa Yen



Some of you may know Melissa Yen was co-owner of Vella Cafe in a former life (she also worked at Provenance). We miss that place (especially the Vietnamese Coffees!) but one segment of Vella is still alive in Jo Snow Syrups. We're in love with these syrups and the cocktail culture, our stores, and certainly our home bar are better off for having them.

Tell us about your product/company/service.
I make artisanal small batch syrups for coffee, snow cones, Italian sodas & cocktails. I start with organic evaporated cane juice & then steep herbs & spices & finish with natural extracts. I also make a seasonal line with farmer's fruit for the summer for my snow cone stand.

What do you hope to accomplish through providing quality products?
I am so excited about artisanal food products. It makes me happy to offer my product to people. It is the ultimate form of sharing. It is really a little part of me. I feel good about making a product that is normally made with high fructose corn syrup & artificial colors, and being able to provide that as a choice for people.

Do you personally know the farmers that produce your products?
I get my fruit for my seasonal flavors at the farmers market, so the farmer is right there with me at his stand, selling his fruit. It is great to talk to the farmers & see which plum might be the best for what I am doing, or which would be the best apple.

What is involved with working with the farmers to get a product to market?

BEST EMAIL LIST GROWTH CAMPAIGN - GOLD

Citrix Online

Entrant: Baxter Denney, Citrix Online

Audience: B2C

[*Please see B2B Best-in-Show for analysis*](#)

BEST EMAIL LIST GROWTH CAMPAIGN - SILVER

Souplantation & Sweet Tomatoes' Club Veg Subscriber Acquisition Initiative

Entrant: Pilar Bower, Red Door Interactive

Audience: B2C

Why They Won:

When planning a strategy to acquire new email subscribers, marketers are under financial scrutiny to produce results in an efficient and cost-effective manner. The team at Red Door Interactive did just that for the Souplantation & Sweet Tomatoes restaurant chain.

The campaign was built around incentivizing existing loyal email members to refer a friend through a variety of channels: email, social media and in-store. Each week, all 118 locations would randomly select a winner who referred a friend to receive a \$100 restaurant gift card. This acquisition strategy brought in more than 77,000 new subscribers, doubling the chain's monthly average for opt-in registrants.

We liked this campaign for its focus on encouraging customers to assist in growing the company's future. It can be easy for companies to forget their loyal customers when looking to attract new prospects. The fact management had enough confidence in the brand's value to believe clients would refer friends, and the fact management wanted to reward those clients, speaks volumes on how Souplantation & Sweet Tomatoes values its customers.

- Lead Judge: W. Jeffrey Rice, Senior Research Analyst, MECLABS Primary Research

From Their Nomination Form:

The "Garden This" campaign was specifically created to acquire new email subscribers for the Souplantation & Sweet Tomatoes (Garden Fresh Restaurant Corporation) restaurant chain. Email subscribers are considered "Club Veg" members, and receive weekly coupon offers via email, which increases store traffic (guest visits per day) and sales.

The campaign ran for the month of January 2011, and the main component focused around a refer-a-friend contest that incentivized current Club Veg members to refer friends to sign up. This was complemented by other digital and operational (in-store) tactics to support this acquisition push. Digital tactics included optimizing the current website sign-up form, adding a sign-up field on the mobile website, SMS, and promoting the contest through social media channels.

In stores, employees made operational efforts to communicate with guests about the value of signing up for emails, and were encouraged to leverage their hospitality focus and expertise in guest interaction, to ensure every guest who visits is either a member of Club Veg, or signed up during their visit. Paper slips were managed with a quick turnaround data entry process, and we

created a password-protected form field page in the admin area of the website for employees to bulk upload new subscriber information.

Refer-A-Friend contest: Messaging and call outs to enter the contest were included in weekly offer emails. Call outs directed subscribers to a landing page where they could enter their friends email addresses. Friends received and email, clicked to join, and BlueHornet's Refer-A-Friend campaign functionality was utilized to track stats and referrals.

Each store (118 locations) had one winner per week, drawn at random from all eligible participants, and the winner received a \$100 Souplantation & Sweet Tomatoes gift card. The pool of eligible participants was based on subscribers who had a friend or family member sign up and join the email list from the referral email.

Facebook: Generated sign-ups through Facebook fans with a parallel contest run through a dedicated application.

Twitter: Daily Tweets with links to the Refer-A-Friend contest and Club Veg.

In-store: There were table cards to encourage restaurant guests to sign up for email via SMS. Employees visited tables and distributed handouts, and verbally communicated value propositions for joining Club Veg and receiving emails.

For the contest's duration, all new subscribers that joined Club Veg received a "Welcome" email that included contest details and call-to-action so they could participate as well. All coinciding tactics worked to achieve the goal by communicating the value of being a Club Veg member, provided ease of signing up, and engaged subscribers' friends and family and resulted in increased store traffic and long-term value for Garden Fresh Restaurant Corp. by acquiring new email subscribers.

What Was Special About This Campaign?

This campaign shows a true coordination between digital and operational efforts. It also shows the loyalty of current restaurant fans/Club Veg members, by their participation and trust in the brand, and their willingness to refer their friends, especially for a chance at a restaurant gift card incentive.

Whether working in a restaurant chain or another business, a focused strategy, such as acquiring new email subscribers in a specified duration of time with a targeted campaign, can produce the desired results. Implementing multiple digital optimizations such as updating current forms, creating the bulk upload page, starting an SMS campaign, and using social media adds more opportunity to the mix.

Results:

This subscriber acquisition campaign resulted in 77,960 new subscribers in the month of January 2011. (The monthly average for the previous year was approximately 38K/month.)

- Main website form: 44,895

- Directly attributed to refer-a-friend emails: 12,675
- In store: 13,554
- Employee bulk upload page: 2,744
- SMS: 2,625
- Mobile site form: 1,467
- The refer-a-friend campaign had 34,864 current subscriber participants and referred 83,187 friends
- Out of those that were referred, 12,675 signed up (15.20% conversion rate)

Recognition:

Person Recognized	Organization	Job Title
Pilar Bower	Red Door Interactive	Sr. Email Marketing Strategist
Jamie Zander	Red Door Interactive	Business Manager
Jill Trecker	Garden Fresh Restaurant Corp.	Manager of Guest Loyalty

CREATIVE SAMPLES FROM SOUPLANTATION & SWEET TOMATOES' CLUB VEG SUBSCRIBER ACQUISITION INITIATIVE

Mobile site email opt-in page

Sweet Tomatoes Souplantation

indulge

Join Club Veg for our BEST offers right to your inbox. Sweet!

First Name:

Email:

or [Cancel](#)

Mobile/[Classic](#)

Employee “quick add” page

Souplantation & Sweet Tomatoes
salads • soups • bakery

Home | Locations & Menus | Nutrition | Gift Cards | Blog

ClubVeg Quick Add

Select location
-Select State-- -Select--

	First Name	Email Address	Birthday
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>
4.	<input type="text"/>	<input type="text"/>	<input type="text"/>
5.	<input type="text"/>	<input type="text"/>	<input type="text"/>
6.	<input type="text"/>	<input type="text"/>	<input type="text"/>
7.	<input type="text"/>	<input type="text"/>	<input type="text"/>
8.	<input type="text"/>	<input type="text"/>	<input type="text"/>
9.	<input type="text"/>	<input type="text"/>	<input type="text"/>
10.	<input type="text"/>	<input type="text"/>	<input type="text"/>

Submit to Blue Hornet

SMS targeted welcome email

To view this email online, [click here](#). To ensure delivery, add clubveg@gardenfreshcorp.com to your address book.

Souplantation & Sweet Tomatoes
salads • soups • bakery

Follow Us   

Share [forward to a friend](#)

WE GOT YOUR TEXT MESSAGE! THANK YOU FOR SIGNING UP FOR CLUB VEG EMAIL NEWS!

You're in with the Club Veg crowd—Over one million Souplantation & Sweet Tomatoes fans who enjoy our email newsletters!

Now we want to make sure you get the types of promotions, offers and savings you'll like best to use specifically at your favorite restaurant. So tell us your favorite restaurant location and your email preferences, and start enjoying your Club Veg benefits. Create your Club Veg profile now, and get your coupon to Buy One Meal, Get One 50% OFF!

Set your favorite restaurant location & your email preferences.

[get coupon now](#)



[Visit Us Online](#) | [Locations and Menus](#) | [Gift Cards](#) | [Talk to Us](#) | [Change Your Email](#) | [Update Your Preferences](#)
[Trouble Viewing? Click Here To Change Your Format](#) | [Privacy Policy](#) | [Unsubscribe](#)

Garden Fresh Restaurant Corp.
15822 Bernardo Center Drive, Suite A, San Diego, CA 92127

Current subscriber friend referral email

Refer friends now to sign up for Club Veg and you could win!
To view this email online, [click here](#). To ensure delivery, add clubveg@gardenfreshcorp.com to your address book.

Souplantation & Sweet Tomatoes
salads • soups • bakery

Follow Us   

[locations & menus](#) | [update your store](#)



ARE YOU ENTERED TO WIN? REFER YOUR FRIENDS TODAY

Share Club Veg! Tell your friend about Club Veg and when they sign up, you'll be eligible to win a Souplantation/Sweet Tomatoes **\$100 Gift Card** in our weekly contest!

We're two weeks into the contest and over 200 winners have already been selected. Congratulations to all the winners thus far. You could be next!

[refer a friend now](#)

Share a laugh. Share a wholesome meal. Just a couple of weeks left to enjoy our January menu. So invite a friend or gather the family and keep your healthy resolutions on track with these wholesome options: **Whole Grain Fiesta Couscous, Turkey Noodle Soup with Whole Wheat Noodles, Vegetable Bean & Barley Stew, 100% Whole Wheat Spicy Jalapeño Salsa Hot Pasta, Fat-free Apple Cinnamon Muffin** and much more!

BEST EMAIL LIST GROWTH CAMPAIGN – HONORABLE MENTION

Wale Email List Creation

Entrant: Ben Markowitz, FanBridge

Audience: B2C

Why They Won:

It is never too late to start an email program. Musician Wale had a million followers on Twitter and 900,000 on Facebook, but did not have a single email address collected. His team offered fans a link for a new Wale mixtape in exchange for joining his mailing list. After promoting the offer on Twitter and Facebook, more than 12,000 addresses were collected in 24 hours.

The formula for providing valuable content to fervent fans triumphs again.

- *Lead Judge: W. Jeffrey Rice, Senior Research Analyst, MECLABS Primary Research*

From Their Nomination Form:

Despite having more than one million followers on Twitter and 900,000 Facebook fans, rapper Wale did not have a single email address collected. The goal was to begin to build his email fan list in preparation for his upcoming album release on November 11, 2011. The Wale team was interested in seeing how many emails they could collect in 24 hours.

By using FanBridge's Fan Incentive feature, we offered fans a link to download a new Wale mixtape after joining the list through Wale's FanBridge Fan Action Page (wale.fanbridge.com). The offer was announced via Twitter, Facebook and on lifeandtimes.com.

What Was Special About This Campaign?

Aside from the massive response garnered in such a short amount of time, what is truly impressive is the fact that the campaign started with zero email addresses. Word about the offer spread virally on Facebook and Twitter.

This taught us that it's never too late to start building an email list. By offering an incentive in exchange for joining the list, you increase the likelihood of people not only subscribing, but telling their friends to do so as well. Simply asking people to join your list to receive your newsletter or periodic emails is not enough. Give them something immediately. Give them something worthwhile.

Results:

In 24 hours, 12,076 emails were collected.

Recognition:

Person Recognized	Organization	Job Title
Gray Blue	FanBridge	Team Member
Maxi DiCarlo	FanBridge	Team Member
Ayal Kleinman	Warner Bros Records	Client

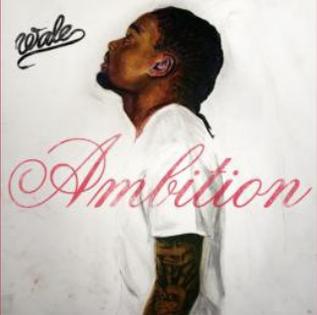
CREATIVE SAMPLES FROM WALE'S SOCIAL MEDIA EMAIL CAPTURE CAMPAIGN

Sign-up page for email list

The New Album Ambition In Stores 11.1.11

Join the Fan List! Tour Calendar Fan Questions

Wale Like 2,011 people like this. Be the first of your friends.



Join the Fan List!

Email:

First Name:

Zip/Postal Code:

[+ Add Additional Info](#)

Groups:
Please select the groups you would like to join:

Fans

Ambitious Girls

BEST TRIGGERED EMAIL OR AUTO-RESPONDER SERIES - GOLD

JetBlue

Entrant: Danielle Compitello, JetBlue Airways

Audience: B2C

[*Please see B2C Best-in-Show for analysis*](#)

BEST TRIGGERED EMAIL OR AUTO-RESPONDER SERIES - SILVER

Feld Entertainment's Interactive Email Campaign

Entrant: Andrew Brawley, Infogroup/ Yesmail Interactive

Audience: B2C

Why They Won:

Using triggered email campaigns to extend the customer experience helped Feld Entertainment engage with their audience in a unique way. The campaign's goal was to try and reach customers with an automated email campaign, featuring new elements of engagement, such as personalization, cross-promotion and increased functionality.

Before the campaign started, attendees of four performance categories (Disney Live, Disney on Ice, Ringling Brothers, and a catch-all Feld Entertainment category) were sent automated static "thank you" emails with very little creativity.

By sending a new design of interactive templates, customers received a personal invitation that included relevant coupons, and a social media section that invited customers to share photos and videos with friends. This creativity and innovation helped clickthrough rates increase 40% and open rates increase 46%. Most impressively, the call-to-action button received 82% of the email's overall clicks.

- *Lead Judge: Justin Bridegan, Senior Marketing Manager, MECLABS Primary Research*

From Their Nomination Form:

Before the launch of this project, Feld customers were receiving a copy-based email within a week of attending a Feld produced performance, thanking them for attending the show. In conjunction with the job of revamping the Welcome Series design, Yesmail was tasked with the goal of increasing the number of Feld Preferred Customers, and cultivating customer engagement to take the mailing beyond its function as a static "thank you" letter.

Additional goals included creating a distinct look and feel for each Feld Entertainment group brand, and building a flexible template that allowed for the easy addition of various marketing elements such as coupons and promotions.

Yesmail created four distinct designs to work within a universal HTML template, establishing a unique look, feel and color palate for our four performance categories: Disney Live, Disney on Ice, Ringling Brothers, and the Feld Entertainment category. Within a week of attending a Feld performance, customers receive a triggered email based on the show they attended. Incorporating a family name merge and the signature of Feld's chairman and CEO added another level of personalization to the series.

Yesmail also developed a variety of value-added sections to increase customer engagement with the brand: A preferred customer invitation, a promotional coupon space, a social media section, and a cross-promotional footer with direct email-to-Facebook “like” functionality. Each section is easily added or removed based on the client’s goals.

From highlighting benefits of Feld’s Preferred Customer program to inviting customers to share photos and videos with fellow fans online, each new element of the Welcome Series has a direct call-to-action, designed to increase engagement with the brand by extending the customer experience beyond the live performance.

What Was Special About This Campaign?

In addition to achieving the client’s primary goals, and significantly increasing both CTR and CTO, the Feld Welcome Series fostered clear and actionable customer engagement with the brand, and added valuable experiences for both the customer and client alike.

The best way to increase engagement is to build clear, friendly communications that respect a customer’s time and attention. Yesmail achieved this by creating a simplified, scannable template, and by humanizing the layout with a personal signature, offers treated as gifts, and a tone of exclusivity and heartfelt thanks.

By building a single, universal template, and merging in different color palettes and images, Yesmail was able to create a unique look and feel for numerous brands under one parent company, proving efficiency and flexibility can go hand-in-hand.

Results:

After being redesigned to meet the client’s goals and specifications, the overall click rate grew from 5.02% to 7.08%, while the click-to-open rate saw a significant increase from 13.03% to 18.96%. The “Become Preferred” call-to-action directing users to join the Preferred Customer program — the client’s main objective — is receiving 82% of total clicks, while the newly implemented “Share Your Experience” call-to-action is receiving about 8% of total clicks.

Recognition:

Person Recognized	Organization	Job Title
Rachael Darmanin	Yesmail Interactive	Team Member
Matt Caldwell	Yesmail Interactive	Team Member
Michael Scully	Yesmail Interactive	Team Member
Chris Douma	Feld Entertainment	Client

CREATIVE SAMPLES FROM FELD ENTERTAINMENT'S TRIGGERED EMAIL CAMPAIGN

Triggered email for Disney on Ice

Hi Smith Family, Thank you for attending Disney on Ice! Please add xxxxxxcom to your address book. | [View on web.](#)



THANKS SMITH FAMILY!

We're glad you came to *Toy Story 3* at The Rose Garden Arena on March 15th--We hope you had a magical time!

At Feld Entertainment, we're always imagining new live productions to bring to your hometown--We hope to see you at another show soon!

Thanks again,



Kenneth Feld
CHAIRMAN & CEO
FELD ENTERTAINMENT, INC



BECOME A FELD PREFERRED CUSTOMER

It's free and easy. Take a second to tell us more about you! You'll get:

- Early access to the best seats
- Preferred Customer discounts
- Exclusive offers

[BECOME PREFERRED »](#)

A THANK YOU GIFT FROM US



FAMILY SAVINGS CARD

\$5 OFF
each ticket*
at upcoming area shows



CODE: FS23 EXP: 12/31/2012
Redeem online, by phone, or at the box office
www.FeldEntertainment.com

SHARE YOUR EXPERIENCE:

 Tell us about the show & share pics on Facebook

 See videos of shows and post your own



[RinglingBros Channel »](#)



[DisneyLive Channel »](#)



[DisneyOnIce Channel »](#)



[FeldMotorSports Channel »](#)

Triggered email for Ringling Brothers' Circus

Hi Smith Family, Thank you for attending *The Greatest Show on Earth*. Please add xxxxx.com to your address book. | [View on web](#)

THANKS SMITH FAMILY!

We're glad you came to *Ringling Brothers Circus* at The Rose Garden Arena on March 15th--We hope you had a magical time!

At Feld Entertainment, we're always imagining new live productions to bring to your hometown--We hope to see you at another show soon!

Thanks again,



Kenneth Feld
CHAIRMAN & CEO
FELD ENTERTAINMENT, INC

BECOME A FELD PREFERRED CUSTOMER

It's free and easy. Take a second to tell us more about you! You'll get:

- Early access to the best seats
- Preferred Customer discounts
- Exclusive offers

[BECOME PREFERRED »](#)

A THANK YOU GIFT FROM US

SHARE YOUR EXPERIENCE:

Tell us about the show & share pics on Facebook

Tweet about the fun you've had

See videos of shows and post your own

[RinglingBros Channel »](#) [DisneyLive Channel »](#) [DisneyOnIce Channel »](#) [FeldMotorSports Channel »](#)

Triggered email for Disney Live!

Hi Smith Family, Thank you for attending *Disney Live!* Please add xxxxxxcom to your address book. | [View on web.](#)

Produced by **Feld Entertainment**

Disney Live!



THANKS SMITH FAMILY!

We're glad you came to *Disney Live!* at The Rose Garden Arena on March 15th--We hope you had a magical time!

At Feld Entertainment, we're always imagining new live productions to bring to your hometown--We hope to see you at another show soon!

Thanks again,



Kenneth Feld
CHAIRMAN & CEO
FELD ENTERTAINMENT, INC

BECOME A FELD PREFERRED CUSTOMER

It's free and easy. Take a second to tell us more about you! You'll get:

- Early access to the best seats
- Preferred Customer discounts
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BECOME PREFERRED »

A THANK YOU GIFT FROM US



FAMILY SAVINGS CARD

\$5 OFF
each ticket*
at upcoming area shows



CODE: FS23 EXP: 12/31/2012
Redeem online, by phone, or at the box office
www.FeldEntertainment.com

SHARE YOUR EXPERIENCE:

 Tell us about the show & share pics on Facebook

 See videos of shows and post your own



[RinglineBros_Channel »](#)



[DisneyLive_Channel »](#)



[DisneyOnIce_Channel »](#)



[FeldMotorSports_Channel »](#)

Triggered email for Feld Entertainment

Hi Smith Family, Thank you for attending *Monster Jam!* | Please add xxxxxx.com to your address book. | [View on web](#)



THANKS SMITH FAMILY!

We're glad you came to *Monster Jam* at The Rose Garden Arena on March 15th--We hope you had a magical time!

At Feld Entertainment, we're always imagining new live productions to bring to your hometown--We hope to see you at another show soon!

Thanks again,



Kenneth Feld
CHAIRMAN & CEO
FELD ENTERTAINMENT, INC

BECOME A FELD PREFERRED CUSTOMER

It's free and easy. Take a second to tell us more about you! You'll get:

- Early access to the best seats
- Preferred Customer discounts
- Exclusive offers

[BECOME PREFERRED »](#)

A THANK YOU GIFT FROM US



SHARE YOUR EXPERIENCE:

 Tell us about the show & share pics on Facebook

 Tweet about the fun you've had

 See videos of shows and post your own



[RinglingBros Channel »](#) | [DisneyLive Channel »](#) | [DisneyOnIce Channel »](#) | [FeldMotorSports Channel »](#)

BEST TRIGGERED EMAIL OR AUTO-RESPONDER SERIES – HONORABLE MENTION

PostcardMania's Automated Follow-Up Campaign

Entrant: Sarah Kicinski

Audience: B2B

Why They Won:

By creating multiple funnels and analyzing the lifecycle of their leads, PostcardMania created an impressive automated relevant touch point system from scratch. The goal was to take more than 500 leads and guide them through personalized funnels, to nurture them with relevant emails and direct mail that led to sales conversations with consultants.

After a year of benchmarking open rates, clickthrough rates and phone calls generated, the marketing team optimized each funnel, which saved the team up to five hours each week on email creation, implementation and follow-up. This impressive system increased their Web form call-in leads by 66%.

- *Lead Judge: Justin Bridegan, Senior Marketing Manager, MECLABS Primary Research*

From Their Nomination Form:

The goal was to take the 500+ leads we were generating each week and warm them up so they were interested in speaking with one of our marketing consultants, to see if we were able to help them create a campaign to bring in more business. Then, they went through other "funnels," while we guided them to eventually purchase from us.

We had previously sent weekly emails, but were coming up with new concepts each week, and wanted a way to automate the process so all new leads would fall into a pre-determined funnel with our best performing email pieces, saving us the time of having to continually come up with new ideas of what to send.

We outlined the different "funnels" we planned to create. We looked at the current life cycle of a lead and what kinds of communication would be relevant to them at different points in the sales cycle. Once the outline was created, we took one funnel at a time, generated content, and programmed it.

We did this with each funnel until we had the complete system. We then started regular analysis of open rates, clickthrough rates, and phone calls generated from each piece, and made tweaks and edits to each funnel to constantly improve it.

What Was Special About This Campaign?

We learned that with proper implementation of an effective lead follow-up campaign, one can generate much higher revenue from the leads they are already generating. In most cases the cost is minimal compared to the amount of increased revenue generated.

Results:

Before the implementation of the funnel, we were spending three to five hours per week generating ideas of what to email, and then creating and sending that email. After implementation, this has gone down to zero hours spent on lead follow-up emails, with the only time investment of going through and coming up with ideas of how to improve the overall funnel on a monthly basis.

Our main funnel had the purpose of getting the Web form lead to call in and speak with a marketing consultant. Prior to implementing the funnel, we were getting approximately 30% of Web form leads to call in — since implementation of the funnel, this number has ranged between 48-50%.

Recognition:

Person Recognized	Organization	Job Title
Sarah Kicinski	PostcardMania	SVP Marketing and Business Development
Nickolas Wyatt	PostcardMania	Director of Follow Up Marketing
Shaun Metzger	PostcardMania	Copywriter
Matt Alenduff	PostcardMania	Graphic Designer

CREATIVE SAMPLE FROM POSTCARDMANIA'S AUTOMATED FOLLOW-UP CAMPAIGN

PostcardMania Comparison Chart

Dear [NAME],

We're the only postcard marketing company that tracks the results of our clients (with their permission of course). So we know what works for YOUR industry, what doesn't and even what seems like it SHOULD work, but never does.

Call me now at 1-866-809-3060 to find out what's working your industry.

Here is a quick comparison for you to consider...

Services	PostcardMania	Other Printers	Ad Agenices
FREE Marketing Advice	✓		
Marketing Services & Strategies	✓		✓
Graphic Design with Unlimited Changes	✓		
Mailing Lists	✓		
Proven Campaign Results	✓		
Campaign Results Manager	✓		

"I got **70 new clients** from mailing 6,000 postcards, making on average \$400 per job!"

Call me now at 1-866-809-3060 to find out what's working for your industry.

Thanks,

[SALES REP INFO]

Marketing Consultant
 PostcardMania
Victoria@postcardmania.com






The ONLY Postcard Marketing Company that creates your campaign based on proven industry results.

P.S. We have great special running this week. Give me a call and I'll go over the details. It ends this Friday 7/29/11!

BEST EMAIL INNOVATION - GOLD

No Winner

While the competition in this category was typically fierce and high-level, our judges did not find a submission that met all requirements for a MarketingSherpa Gold Email Award. Therefore, we have decided to omit this award for 2012.

BEST EMAIL INNOVATION - SILVER

rabbit eMarketing's Birthday Campaign

Entrant: Wendelin Weishaupt, rabbit eMarketing

Audience: B2B

Why They Won:

We've all received emails from companies wishing us a happy birthday and thanking us for our loyal patronage. The "warm, fuzzy feeling" lasts for a second, and then we go on with our busy days. But rabbit eMarketing took this idea to a whole new level, with an innovative birthday series that engaged the individuals, showed genuine interest in their birthdays, and helped differentiate rabbit from its competitors.

The three-step email campaign included sending subscribers a cake recipe six days before their birthdays, an email at exactly midnight on their birthdays, and a third email at the end of the day asking whether they liked the birthday cake baked from the rabbit recipe. It also encouraged recipients to post a picture of themselves with their birthday cakes on the rabbit Facebook page. But this campaign was more than birthday fun; it generated an excellent open rate of 59% for the first two efforts, and 45% for the final effort. There were also posts on the rabbit Facebook page, written "thank you" emails and other positive feedback.

- *Lead Judge: Todd Lebo, Director of Marketing and Business Development, MECLABS
Primary Research*

From Their Nomination Form:

The focus of the rabbit birthday campaign was positioning rabbit eMarketing as THE creative agency for email marketing. Besides the goal of promoting competencies in the field of email marketing, the other focus of the campaign was to increase traffic on the agency's Facebook fan page. The company differentiates itself from competitors by credibly communicating the emphasis on the human aspect.

The team at rabbit eMarketing created a three-step birthday email campaign to increase customer loyalty and reinforce customer acquisition. In the context of a newsletter subscription, the new addressees are invited to share their date of birth, with the prospect of a birthday surprise. Six days before the actual birthday addressees receive an email stating that we are aware of their approaching birthday, alongside two cake recipes from rabbit's company baking book. Furthermore, the addressees are asked to share a photo of their cake on the rabbit eMarketing Facebook fan page.

Through this, the rabbit Facebook fan page is consistently involved in the whole action. At midnight sharp, the addressee receives another email with the subject: "First! – Happy Birthday!" The only content within the email is the word "First". If the addressees click on this word they are

directed to a landing page, which includes a hint to surprise their *own* customers in a similar way alongside an invitation to directly contact the agency.

Furthermore, all addressees that did try one of the two recipes were once again reminded to share a photo of their cakes on the rabbit Facebook fan page. In the evening of the birthday the third email of the campaign is dispatched. Here, the rabbit team asked whether the addressee liked the birthday cake baked based on the rabbit recipe, with three corresponding buttons implemented in the email. Depending on which button the addressee clicked, they were directed to an accompanying landing page.

What Was Special About This Campaign?

The results of the campaign prove that it is worthwhile to humanize email sends, and even surprise newsletter subscribers. In this case, something as simple as a birthday greeting produced great results from recipients.

Results:

Overall, the three emails dispatched in the framework of the birthday campaign resulted in an unsubscribe rate of 0%. Moreover, the emails’ open rates were convincingly high. On average, the opening-rate of the first mail was of 59.4%. For the second mail, it was of 59.5%, and for the third mail, it was 44.86%.

Besides the excellent open rates, the posts on the rabbit eMarketing Facebook fan page, and the written thank you emails, provided valuable and positive feedback on rabbit eMarketing’s birthday campaign.

Recognition:

Person Recognized	Organization	Job Title
Ilonka Mohr	rabbit eMarketing	Team Member
Michael Gottlob	rabbit eMarketing	Team Member
Yvonne Lonstroff	rabbit eMarketing	Team Member
Torsten	rabbit eMarketing	Team Member

CREATIVE SAMPLES FROM RABBIT EMARKETING'S BIRTHDAY CAMPAIGN

Email six days prior to birthday



The image shows an email template for Rabbit Marketing's birthday campaign. At the top left is the Rabbit Marketing logo, featuring a yellow rabbit and the text "rabbit Marketing". To the right are social media icons for YouTube, Twitter, and Facebook. The background is yellow with a blue ribbon graphic. The main text is in German and includes a greeting, a birthday wish, and an offer to download a carrot cake recipe. At the bottom, there is a photograph of a carrot cake slice, a jar of cream, and two eggs.

Herzlichen Glückwunsch!

Sehr geehrte Damen und Herren,

uns ist nicht entgangen, dass Sie in einigen Tagen Geburtstag haben. Und wie üblich, haben wir uns darüber den Kopf zerbrochen, welches Geschenk wir Ihnen machen könnten. In einer ganz knappen Abstimmung habe ich mich mit meiner Idee durchgesetzt: Wir schenken Ihnen ein Rezept aus unserem gut gehüteten rabbit-Backbuch.

Ihr Rezept aus unserem rabbit-Backbuch
↓ Für Sie unseren leckeren Rüblikuchen
Gratis-Download (PDF)

Heftlich schmeckt Ihnen der Kuchen genau so gut wie uns rabbits. Wenn Sie möchten, schicken Sie uns doch ein Foto Ihres ganz persönlichen Geburtstags-Kuchens an mich und lassen Sie uns das Waaaar im Mund zusammenlaufen oder laden Sie es direkt selbst auf unsere [Facebook-Fan-Seite](#).

Die gesamte Agentur freut sich dann mit Ihnen über Ihren Geburtstag, über den Kuchen und darüber, dass Ihnen unser Geschenk gefallen hat.

Ihne
Yvonne Lonstroff
für das gesamte rabbit-Team

PS: Für alle, die nicht genau so gerne Karotten essen, wie wir oder denen ein Kuchen zu wenig ist, gibt es [hier](#) auch noch ein Rezept ganz ohne Karotten.

Midnight email send



Midnight landing page



Third email



User-select buttons

 Der Kuchen war super lecker.	<p>PS: We do not only know a lot about cakes, we also have great hints for succesful email marketing for you. Curious? Then just get in touch with us and get to know our campaign examples...</p>
 War nicht so mein Geschmack	<p>Well... I admit that we know email marketing a lot better than we do know how to bake cakes. I hope that you still like us anyway and maybe next year our present will suit you better.</p> <p>PS: We are sure to suit your taste in email marketing and online dialog. Curious? Then just get in touch with us and get to know our campaign examples...</p>
 den rabbit-Kuchen gab es (noch) nicht	<p>PS: Didn't have enough time to bake a cake? We could relieve you from your workload of dispatiching emails in large parts. For instance via emailings on demand. Curious? Then just get in touch with us and get to know our campaign examples...</p>

BEST EMAIL INNOVATION – HONORABLE MENTION

Wyndham Rewards “Excuse to Escape” Campaign

Entrant: Sherry McLeod, Acxiom

Audience: B2C

Why They Won:

Most of us get tired just *thinking* about all the obligations and events we have during the holidays. If you wish you had a creative excuse to lighten your load, this campaign is for you.

Wyndham allowed members to create their own “unique and totally believable” excuses for not attending seasonal holiday events by playing a fill-in-the-blank ad-lib type game. The campaign used email, microsite and social-sharing opportunities to engage the members and generate sharing with friends. The campaign drove 10,741 total visits to the microsite, achieved its goal of engaging members differently than in past years, and created a viral campaign that brought more brand exposure.

- *Lead Judge: Todd Lebo, Director of Marketing and Business Development, MECLABS
Primary Research*

From Their Nomination Form:

Each month, Wyndham Rewards emails members about affordable lodging across its 11 hotel brands. For the year-end holiday season, the company always takes the opportunity to thank Rewards members for their business. In the past, the company sent a very standard holiday thank you message that also included promotions, account balances, and encouraged members to find a hotel for their next trip.

For the 2010 holiday season, Acxiom, the company’s strategy and creative agency, helped Wyndham Rewards create a highly interactive holiday email that went far beyond the usual thank you. Rather than simply thanking members, the goal was to engage members with something fun and exciting, and in doing so, encourage them to share that experience with their social media networks. In turn, friends and family could also engage with the activity.

In this departure from the usual, Wyndham tapped into where members spend some of their free time, which is sharing and catching up on social networks. At once, the campaign would engage current members, and also introduce non-members to Wyndham Rewards through social sharing.

Most of us have numerous holiday obligations and events to attend. Acxiom helped Wyndham create a fun “Excuse to Escape” campaign, giving members a way to create their own “unique and

totally believable” excuses for not attending seasonal holiday events, by playing a fill-in-the-blank game. The campaign was comprised of an email, a Flash-based landing page/microsite, and social sharing opportunities. Once members created their excuses, they could share them in the form of a postcard through email, Facebook, Evite, and more than 30 other social networks.

The Acxiom-hosted microsite combined efforts from creative and development teams. The dynamic application allows users to customize themed excuse messages for their friends in an engaging environment. Excuse to Escape gave members a fun, interactive experience, and a completely different engagement level with the brand.

The campaign began with an email with the subject line, “Excuse yourself this holiday.” The email header and subhead read: “Wishing I Could Make It - Sadly I won’t be able to attend your event ... but I have a really good* excuse.”

The email then features a sample postcard with a comical explanation of why someone will have to miss a specific holiday event, complete with an image representing the locale where the person is, such as Las Vegas, the Amazon, the North Pole, San Francisco, etc.

From there, members have the option to create their own excuse or follow links to explore Wyndham Rewards. When members clicked to the landing page, they saw images of different featured domestic, international locales, which encouraged them to scroll through and pick a destination where their “excuse” would take place. Then, they clicked a “Send me Packing” link.

Then, they picked a theme for their excuse, with a drop-down menu of options including:

- Jungle explorer
- Western adventure
- Romantic getaway
- Alien abduction
- Playing reindeer games
- Saving the planet

Next, members filled out a “mad-lib” style form to populate their farcical postcard with an excuse, indicating various things such as the name of the host (of the event they’re missing), the name of the event, name of a planet or animal, a foreign country, an adverb, and the member’s name. The specific required fields changed depending on the chosen theme. Excuse to Escape then generated a comical postcard that filled in members’ answers into a funny excuse for why the person would miss the specific holiday event.

Each dropdown theme has appropriate and different text, and even slang for the occasion. Maybe they’re saving the environment in the Amazon, or training for a rodeo in Arizona. Finally, members could send the postcard as an email, get the URL, or share on more than 30 different social sites. For additional engagement, a clickable bottle cap in the top right (labeled “You Deserve It”) offered fun facts pertaining to some of the locales with Wyndham properties. (e.g., “Over 900 animals live at the San Francisco Zoo.”)

What Was Special About This Campaign?

The campaign successfully engaged members in a completely different way than in past years. Instead of a simple holiday thank-you, Wyndham Rewards involved members in a fun and memorable experience – making a bigger brand impression and driving member engagement. Social sharing further extended brand awareness, and emails also generated opens and clicks during the holiday season, when inboxes are inundated more than usual.

A lesson to be learned from this example is that ANY message from a company to its customers can be revamped to be more involving and unique.

Results:

The real success of the campaign came in with engaging a non-technical audience in social media in an approachable and fun way. 333 people clicked “Share This” on their social networks, and 205 new people “liked” Wyndham on Facebook. That drove 10,741 total visits to the landing page and 577 bottle cap clicks. Wyndham achieved its goal of engaging members differently this year and creating a viral campaign that brought more brand exposure.

Recognition:

Person Recognized	Organization	Job Title
Joe Cross	Acxiom	Copywriter
Kimberly Brizzolar	Acxiom	Copywriter
Kristin Brennan	Acxiom	Copywriter
Rich Patterson	Acxiom	Art Director
Christine Cucuzza	Acxiom	Art Director
Lauren Zaffaroni	Acxiom	Art Director
Sarah Moore	Acxiom	Account Manager
Mark French	Acxiom	Creative Director

CREATIVE SAMPLES FROM WYNDHAM REWARDS "EXCUSE TO ESCAPE" CAMPAIGN

Initial postcard email

WYNDHAM REWARDS INVITES YOU TO *Excuse Yourself This Holiday* **You Deserve It!**

With over 6,500 locations, Wyndham Rewards is your partner in great escapes. So if you're overwhelmed by holiday invites, we have the perfect alibi: Fake a trip. **Just fill in the blanks to create your own hilarious Excuse to Escape.**

POST CARD **WYNDHAM REWARDS**

Dear _____,

Hoping this reaches you from faraway _____ before _____. Unfortunately, I've recently been abducted by _____ aliens.

They resemble _____, spend all day watching _____, and this place looks just like _____. I may never leave.

Excuse Yourself →

THANKS FOR BEING A MEMBER!

WYNDHAM Hotels and Resorts **WYNDHAM GRAND COLLECTION** **WYNDHAM GARDEN** **WINGATE** BY WYNDHAM **HAWTHORN** SUITES BY WYNDHAM

RAMADA WORLDWIDE **Days Inn** **SpringHill** **BAYMONT** INN & SUITES **Microtel** Inns & Suites **Howard Johnson** **Travelodge** **Knights Inn**

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With more than 6,500 participating hotels and a wide variety of exciting partners, we give you more ways to earn... and more ways to get rewarded.

Member Services: 1.866.WYN.RWDS (1.866.996.7937)

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To unsubscribe from future mailings, please [click here](#).

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Aberdeen, SD 57401

Rooms at this discount are limited and subject to availability at participating hotels. Blackout dates may apply. Cannot be combined with any other special rates or offers and does not apply to groups. Discount and expiration date will vary by hotel and are subject to change or termination. Other restrictions and limitations may apply. See wyndhamrewards.com/rates for full terms and conditions.

For program details and rules, visit wyndhamrewards.com.

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Created excuse

WYNDHAM REWARDS. SINCERELY... *Wishing I Could Make It.*

Sadly, I won't be able to attend your event... but I have a really good* excuse.

We're on a Roll in LAS VEGAS!

Fabulous DOWNTOWN LAS VEGAS NEVADA

Hey Mildred,

I'm sorry I can't make your pajama party, but I'm away on a crazy adventure!

I jumped my gluteus medius yesterday swinging from a fire hydrant. But I discovered an elaborate temple, and I hope to see a sloth in the wild.

I'll send you pics when (and if) I get back, ha!

Joe

*Wyndham Rewards can neither confirm nor deny that this trip actually happened

← Create Your Own Excuse

If you have a holiday gathering you just can't attend... we're the experts at making getting away easy. [Give it a try!](#)

Membership is FREE!

You could earn rewards points on every stay, at more than 6,500 properties—worldwide.

Explore Wyndham Rewards →

Wyndham Rewards
wyndhamrewards.com
 With more than 6,500 participating hotels and a wide variety of exciting partners, we give you more ways to earn... and more ways to get rewarded.

Member Services: 1.866.WYN.RWDS (1.866.996.7937)

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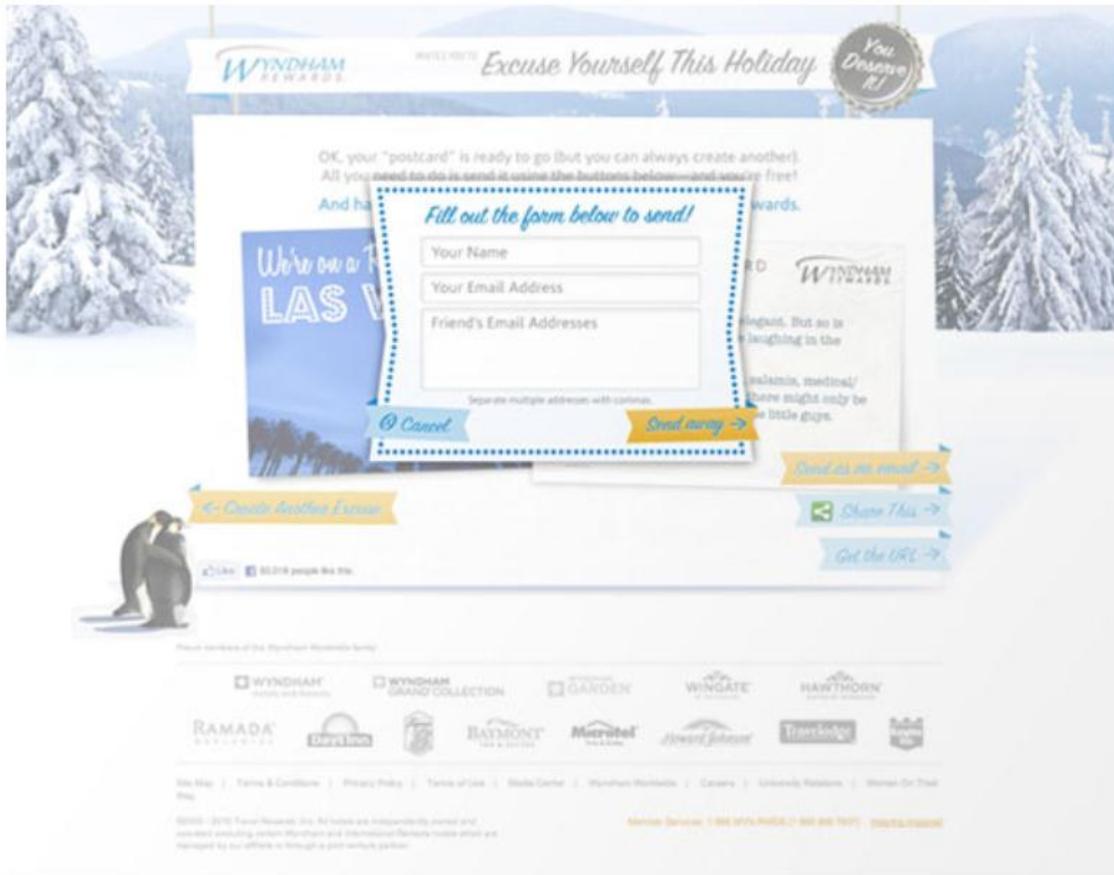
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 1910 8th Ave NE
 Aberdeen, SD 57401

Rooms at this discount are limited and subject to availability at participating hotels. Blackout dates may apply. Cannot be combined with any other special rates or offers and does not apply to groups. Discount and expiration date will vary by hotel and are subject to change or termination. Other restrictions and limitations may apply. See wyndhamrewards.com/rates for full terms and conditions.

For program details and rules, visit wyndhamrewards.com.

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Email capture form



Postcard selection page

WYNDHAM REWARDS INVITES YOU TO *Excuse Yourself This Holiday* **You Deserve It!**

At Wyndham Rewards, our mission is helping you find ways to get away. And this year, that includes escaping those unwanted holiday obligations, too. We're here for you.

First, pick a postcard for your Excuse Location...

SAN FRANCISCO | **We're on a Roll in LAS VEGAS!** | **Caribbean**

Location: Las Vegas Nevada
Accommodation: Flamingo Las Vegas
Cover Story: Saw Cirque du Soleil. Lost it all at the Bellagio. Saw Info Wayne Newton at Caesar's Palace. Everything else, well... that stays in Vegas.

Like 90,018 people like this.

Send Me Postcard ->

“Mad Libs”-style Page

The image shows a screenshot of a web page titled "Excuse Yourself This Holiday" by Wyndham Rewards. The page is designed as a "Mad Libs" style activity where users create a humorous excuse for a holiday trip. The background features a snowy mountain landscape with evergreen trees. At the top, the Wyndham Rewards logo is on the left, and a circular badge on the right says "You Deserve It!". Below the header, a paragraph explains the activity: "Now that you've picked a destination, it's time to 'write' your excuse. Start by picking a theme, then just fill in the blanks. Trust us, your alibi will be totally believable." A central image shows a "Welcome to Las Vegas" sign. Below this, a section titled "Pick a Theme for Your Excuse:" has a dropdown menu with "Support the elves" selected. To the right, a section titled "Now Personalize Your Excuse:" contains several input fields: "Event Host Name", "Event", "Adjective", "Action Verb Ending in 'ING'", "Type of Toy (Plural)", "Type of Holiday Food (Plural)", "Number Under 1 Million", and "Your Name". Navigation buttons include a yellow "Go Back" button on the left and a yellow "Create My Excuse" button on the right. Below the main content, there is a social media share button for Facebook with a "Like" icon and the text "80,218 people like this." The footer section includes the text "Proud members of the Wyndham Rewards family" and a row of logos for various hotel brands: Wyndham Hotels and Resorts, Wyndham Grand Collection, Wyndham Garden, Wingate, Hawthorn, Ramada, Days Inns, Baymont, Microtel, Howard Johnson, TransLodge, and TownePlace Suites. At the very bottom, there is a "Site Map" with links to Terms & Conditions, Privacy Policy, Terms of Use, Media Center, Wyndham Rewards, Careers, University Relations, and Women On The Rise. A copyright notice for 2010-2011 Travel Rewards, Inc. is also present, along with a phone number: "Member Services: 1.800.WYNDHAM (1.800.946.7427)" and a Twitter handle: "Twitter: @wyndham".

Postcard send

The image shows a screenshot of an email campaign from Wyndham Rewards. The header features the Wyndham Rewards logo and the text "Excuse Yourself This Holiday" with a "You Deserve It!" seal. The main content area contains a postcard with a Las Vegas theme. The postcard text reads: "We're on a Roll in LAS VEGAS! Downtown Las Vegas". The recipient's name is "Mittred-". The message says: "I know your Bat Mitzvah is elegant. But so is freedom. Which is why I'll be laughing in the Milton Elf March instead. There's a lot at stake—trains, salamis, medical/dental, etc. And even though there might only be 193 of us there, we all owe those little guys. Yours in freedom, Joe". Below the postcard are buttons for "Send as an email", "Share This", and "Get the URL". A small graphic of two penguins is on the left. At the bottom, there is a list of Wyndham Rewards brands including Wyndham, Wyndham Grand Collection, Garden, Wingate, Hawthorn, Ramada, Days Inns, Baymont, Microtel, Howard Johnson, and Travelodge. The footer contains legal disclaimers and contact information.

About MarketingSherpa LLC

MarketingSherpa LLC is a research firm publishing case studies, benchmark data, and how-to information read by hundreds of thousands of advertising, marketing and PR professionals every week.

Praised by *The Economist*, Harvard Business School's Working Knowledge Site, and Entrepreneur.com, MarketingSherpa is distinguished by offering practical, results-based marketing information researched and written by a dedicated staff of in-house reporters.

MarketingSherpa's publications, available at www.marketingsherpa.com, include:

- More than 960 case studies, searchable by company or topic.
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Visitors to MarketingSherpa.com may sign up for their choice of eight newsletters, including specific case studies for B2B and B2C marketers, email-focused studies, and our Marketing Careers newsletter – the best way to find a great marketer, or a great marketing job.

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- Inbound Marketing
- Email Marketing
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- Marketing Research Chart of the Week

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Join 237,000 weekly newsletter readers. Receive free, in-depth case studies and how-to articles based on hundreds of hour-long interviews with brand-side marketing VPs and directors in Email every year.

The screenshot shows the MarketingSherpa website interface. At the top right, there are links for "View with Images" and "View Mobile Version". The main header features the "Email Marketing" title and the MarketingSherpa logo. Below the header is a navigation bar with links for "New Case Studies", "Members' Library", "Research", "Events", and "Training". The main content area displays an article titled "Growing Email Lists with Social Media: KFC's Facebook tool adds subscribers". The article includes a summary, a paragraph of text, and a "Click to continue" button. To the right of the article is a sidebar with social media links (LinkedIn, Twitter, RSS, Facebook, YouTube) and a "Research:" section featuring a "Live" event titled "Social Training" with a photo of a seminar and dates for Los Angeles (3/15) and Toronto (4/19).

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Let's send an email.

Do we have their permission?

We should have double the Facebook Fans.

Deliver it in the most convenient way possible.

Let's remind people who haven't signed up yet.

This one only goes to people in New York.

What's the click-through rate?

We need a mobile app.

Get to their smart phones.

What are they saying about us?

Send them a 'thank you' if they share it with their friends.

Males will get this, females will get that.

Move the buy button to the right.

Did you see that negative review?

Put the offer out on Twitter

When can we get that web analytics feed?

We need a creative refresh.

Two or three wave welcome?

Have you tested it yet?

Where's the landing page for that?