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Where is The Front Line in Japan?

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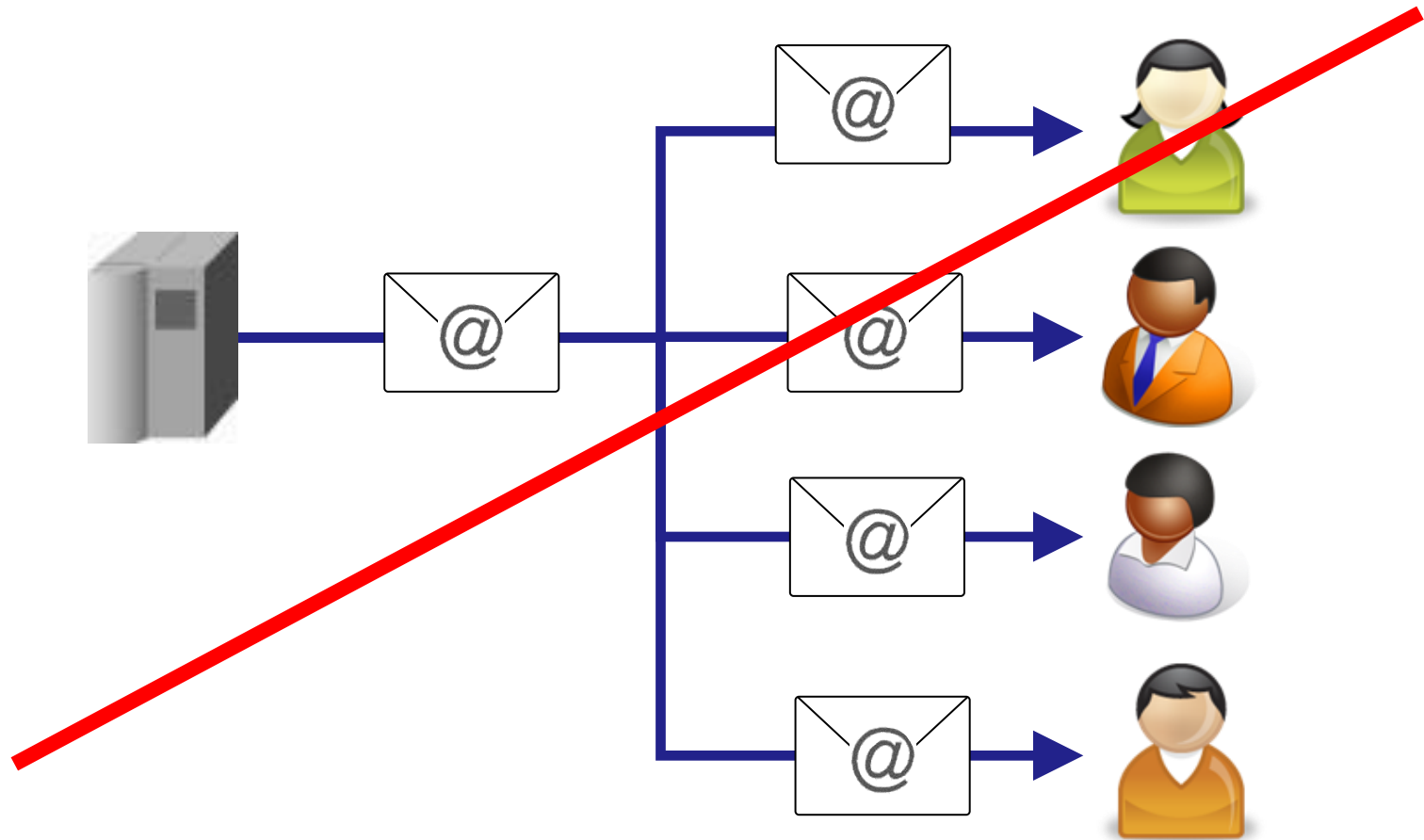
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Case Studies

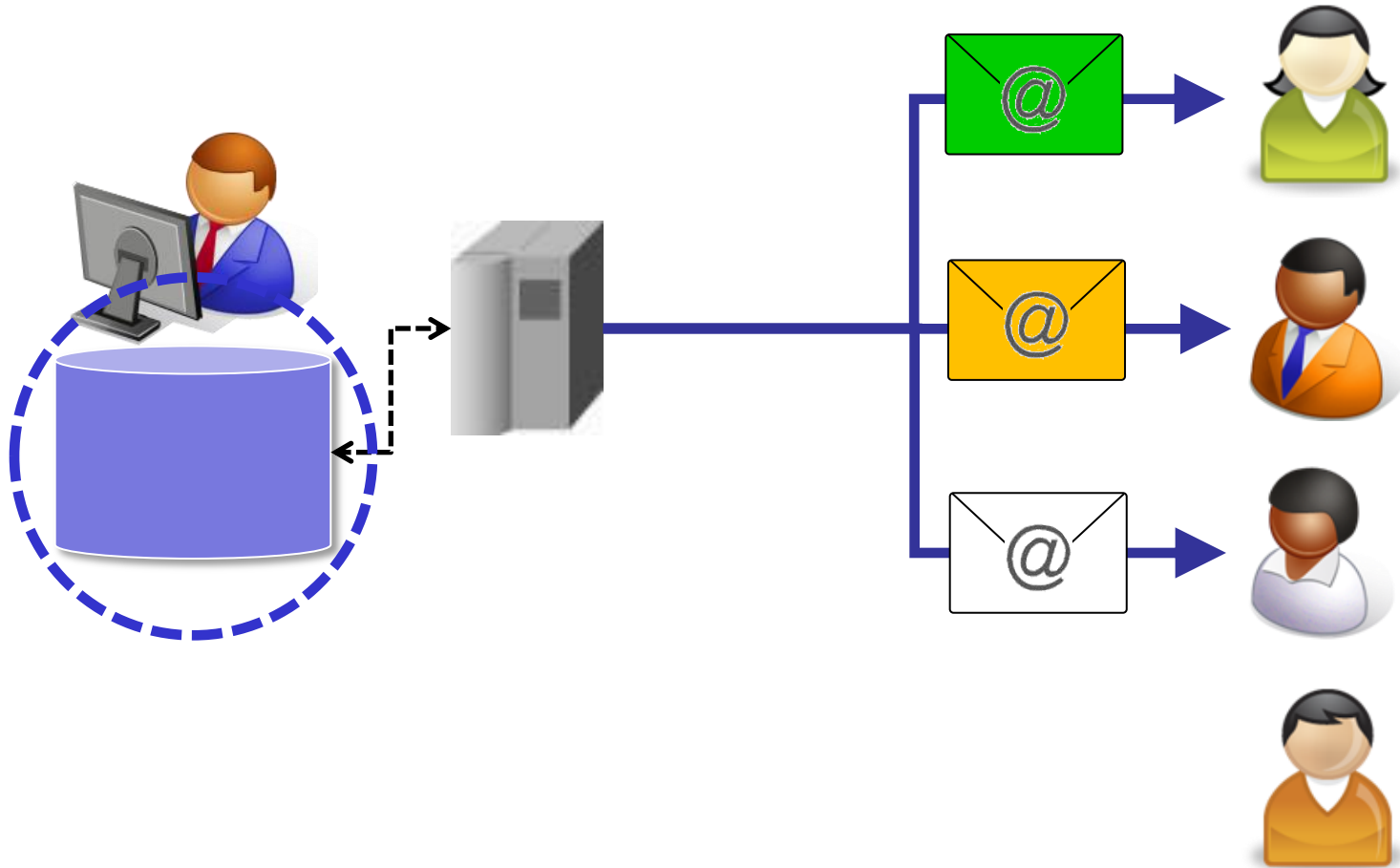
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Where is The Front Line in Japan?

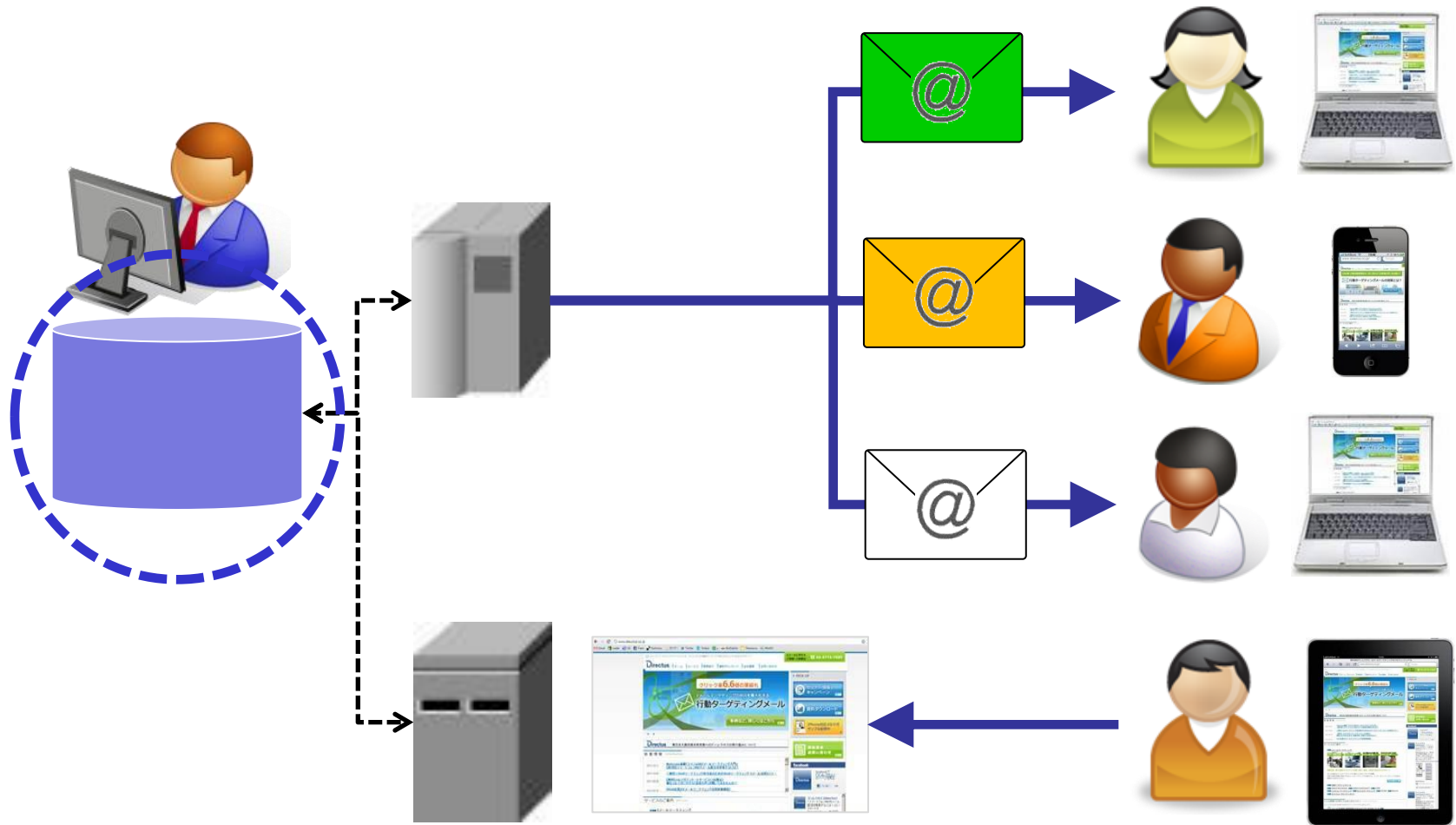
Email Marketing ~~≠~~ Email Broadcasting



Email Marketing = a part of Data-based Marketing



Email, Web × PC, Mobile



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Where is The Front Line in Japan?

Why Optimization ?

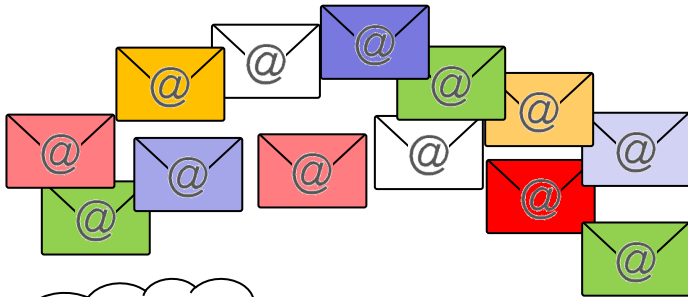
To maximize the ROI of your email campaigns ?

You can send all the messages to all your customers.

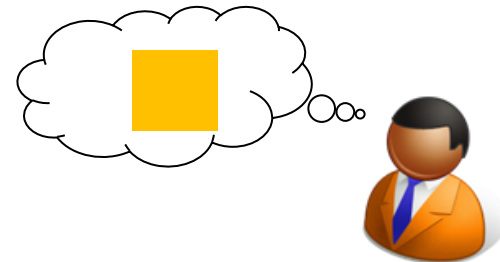
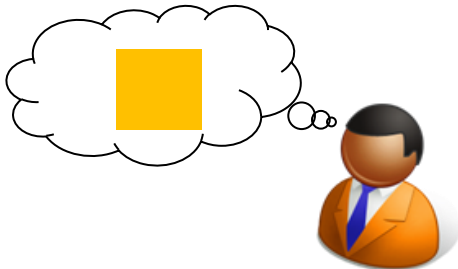
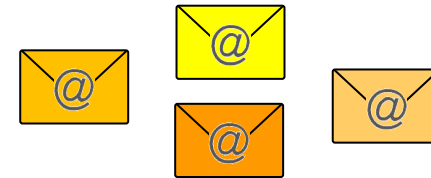
Why Optimization ?

Because now we are living in a new era of social media and consumer empowerment.

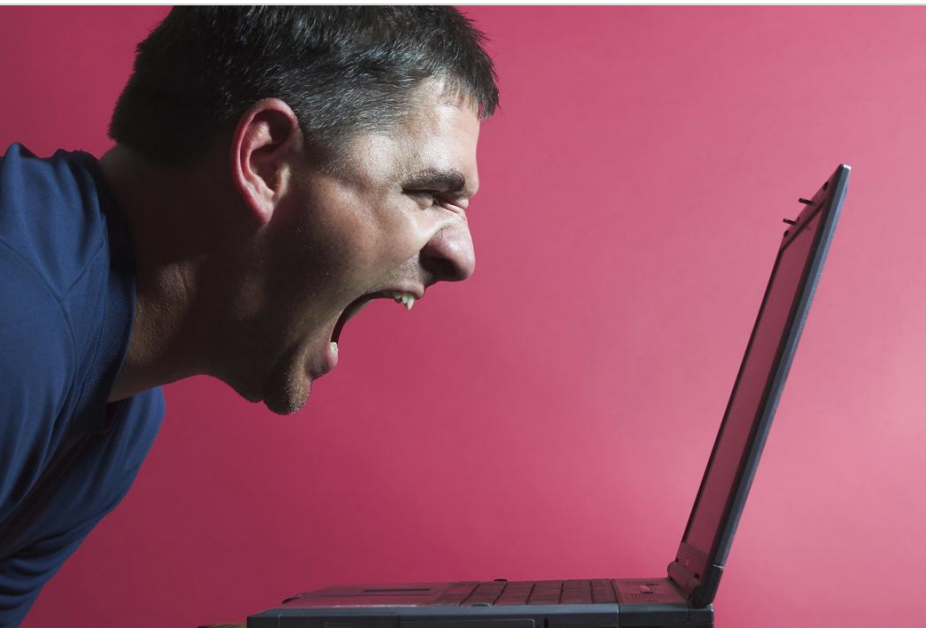
Why Optimization?



relevant



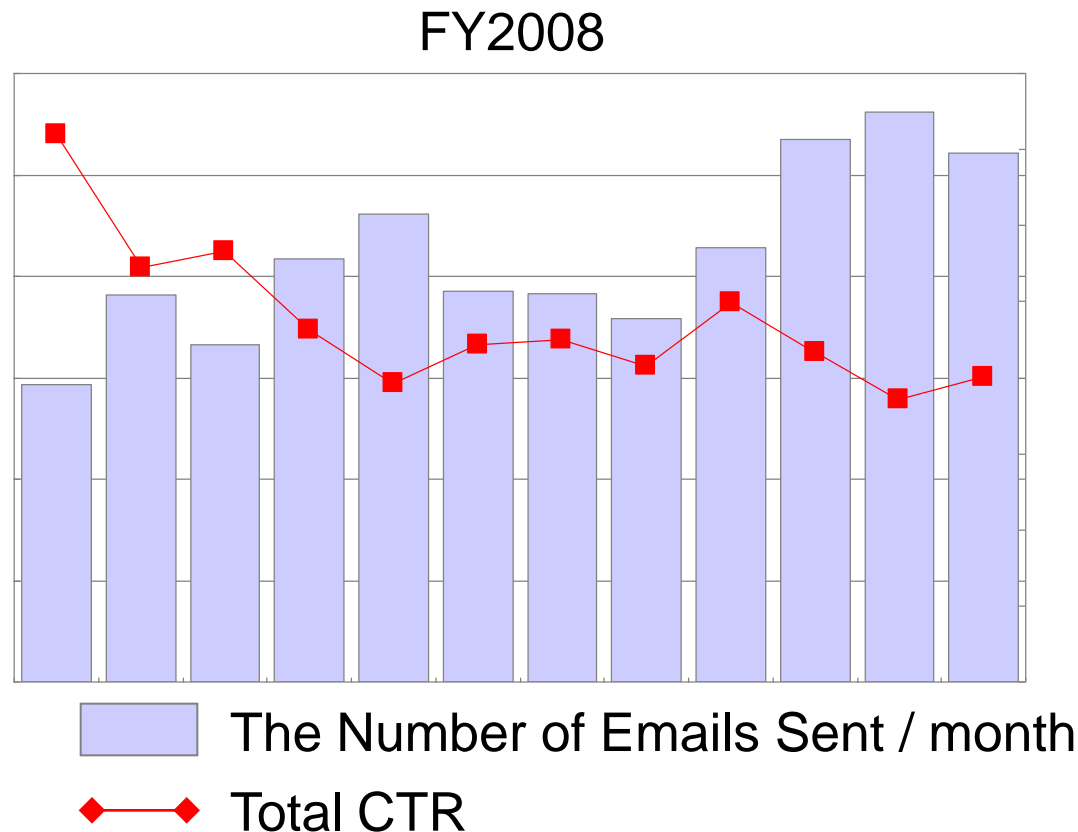
Why Optimization?



They are for me!
I like them!

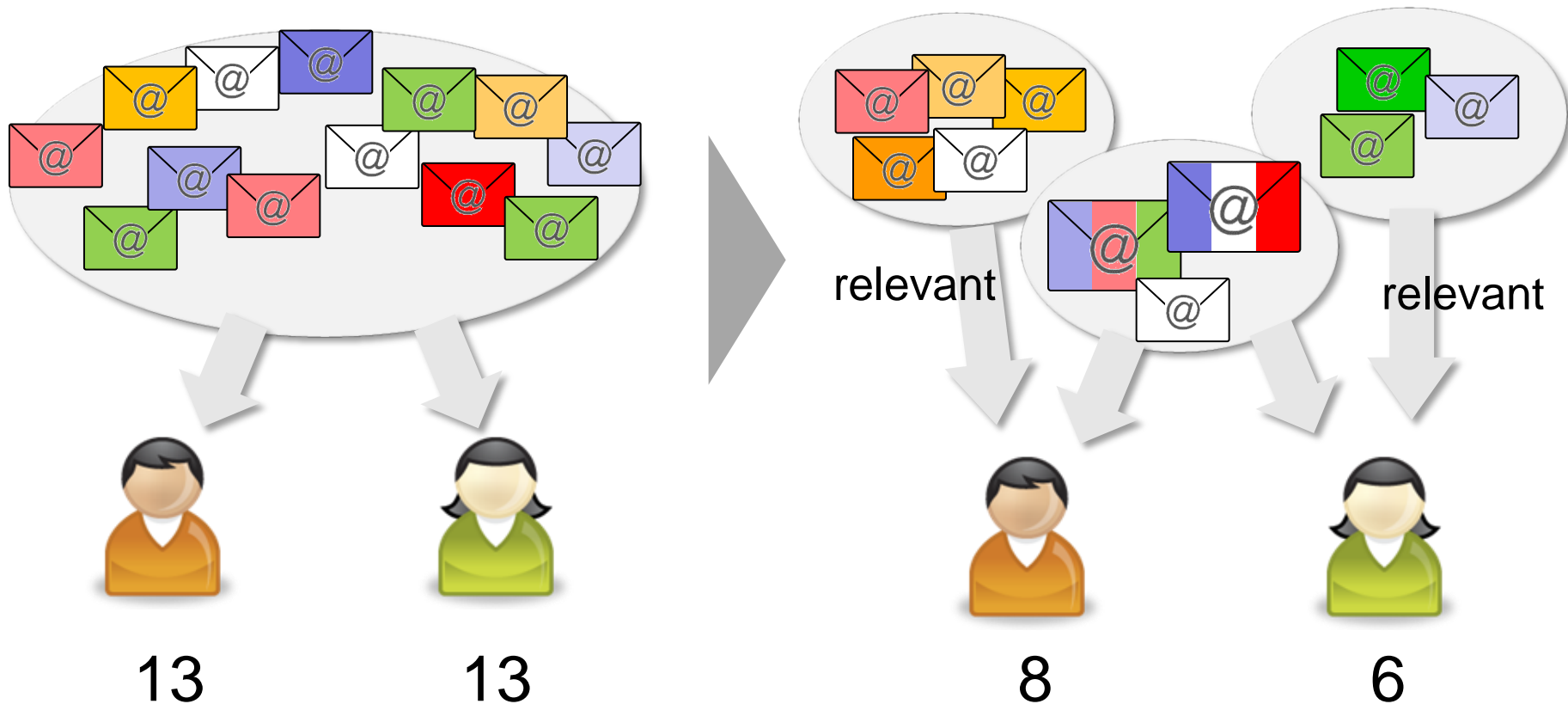
Case Study1 ANA

As the number of emails sent increased, CTR and revenue per email went down.



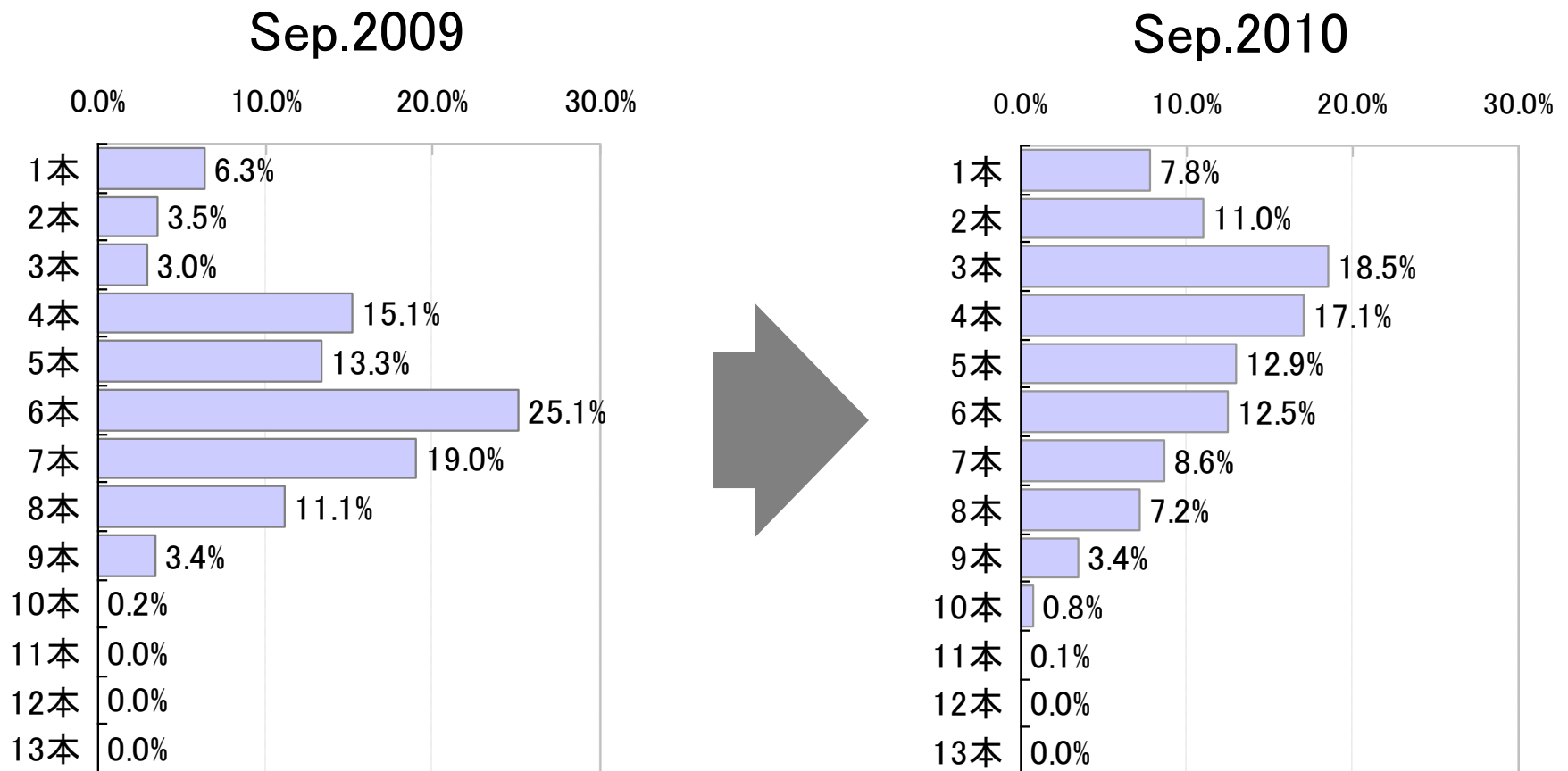
Challenge

Data-based Targeting and Consolidation



Challenge

Control the number of emails per customer



Result

◆—◆ Total CTR

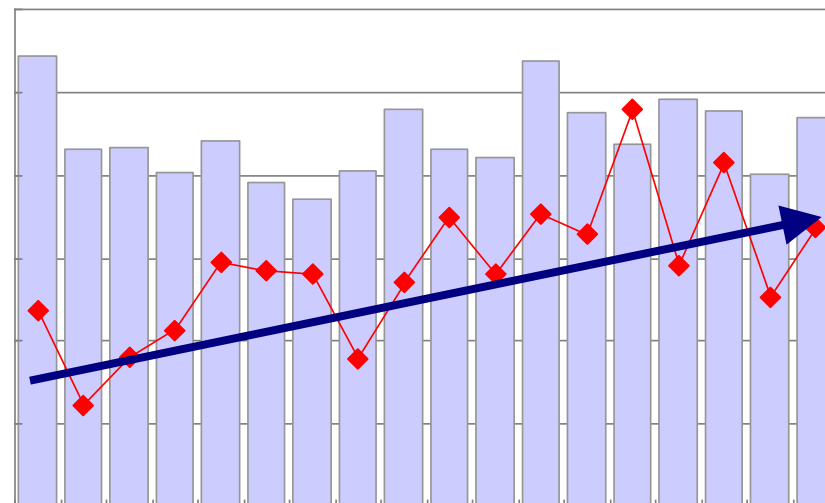
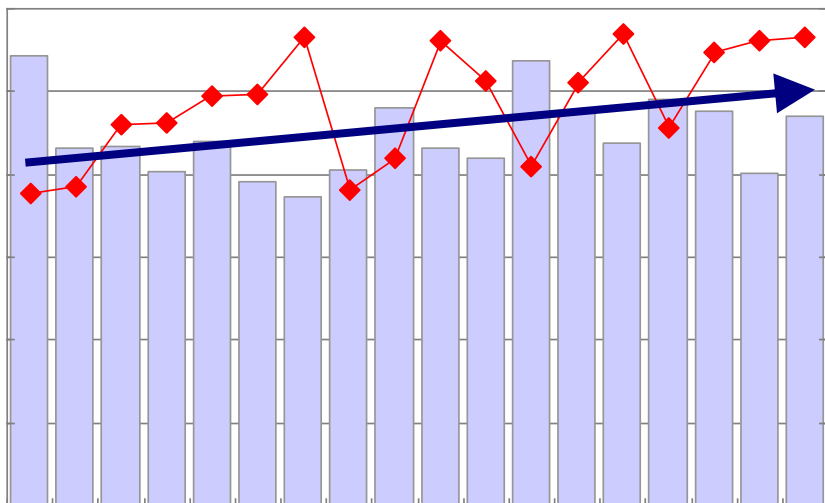
◆—◆ Email Revenue

FY2009

FY2010

FY2009

FY2010



■ The Number of Emails Sent / month

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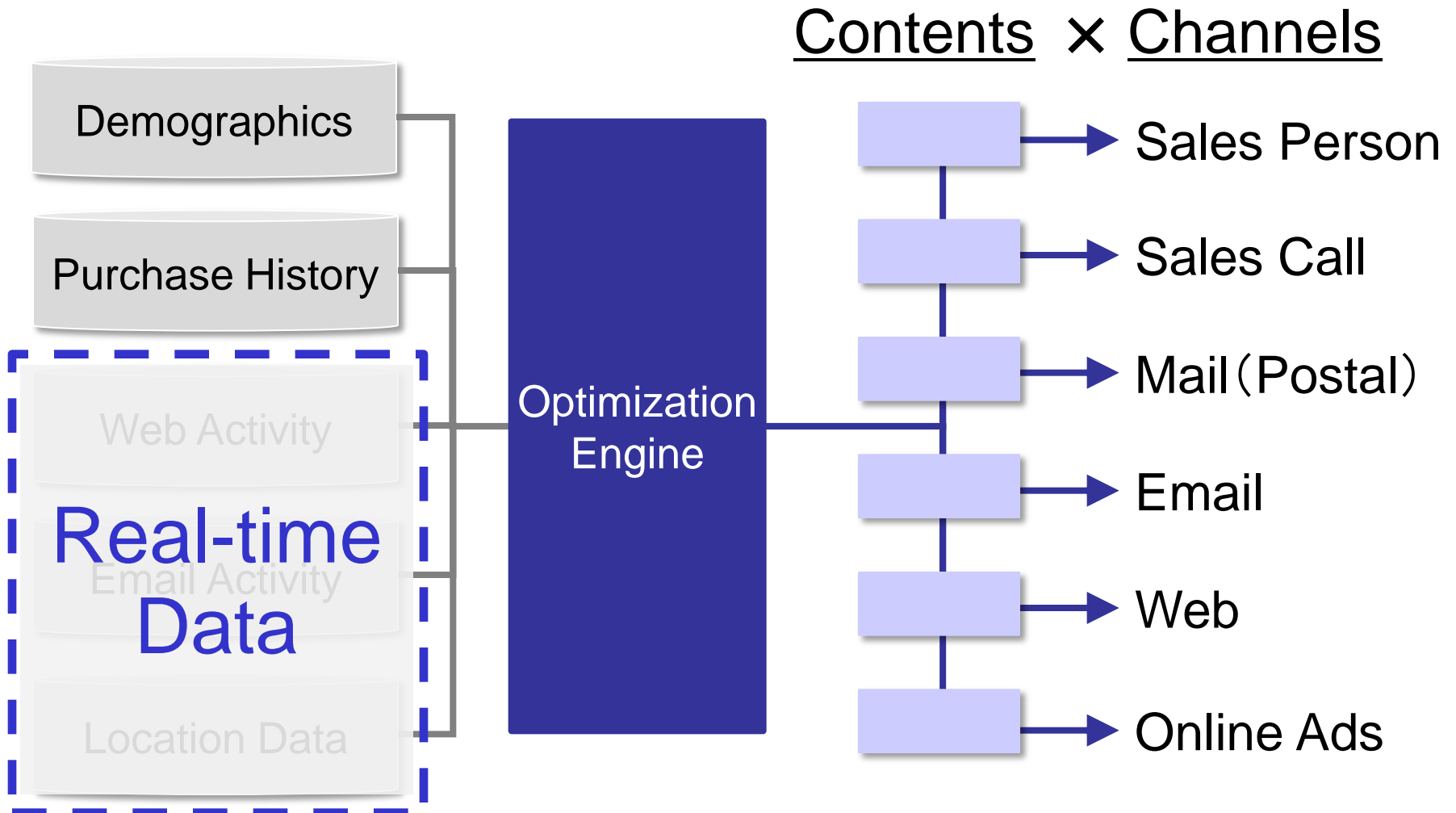
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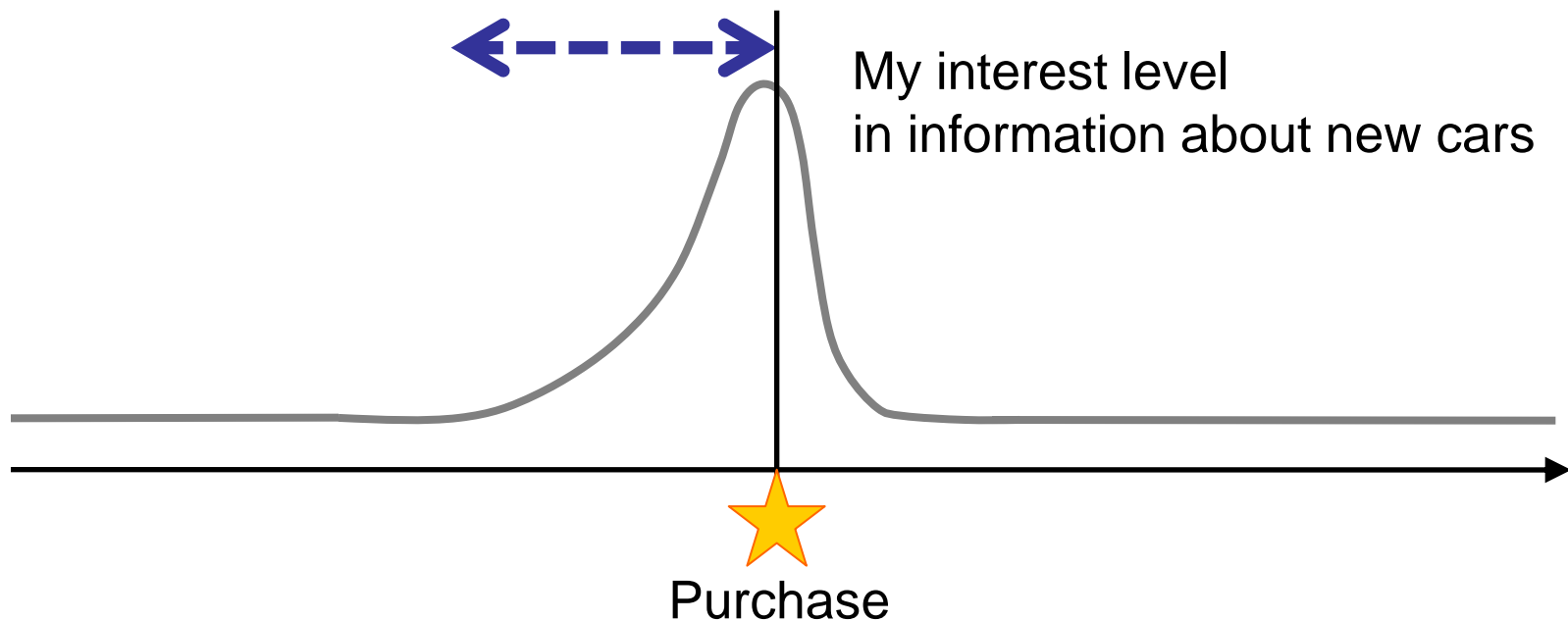
Data-based Optimization



Real-time Data

Right time, right message

How can you find the “right time”?



3 Types of Data-based Optimization

- Targeting
- Content Optimization
- Finding New Opportunities

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Case Study2 ANA

Targeting with web activity data

Promotional campaign of international flights

	Condition
A	took international flights in a year
B	browsed pages about international flights in a month and not booked

ANA express <http://www.ana.co.jp>

空野 太郎 様

…**☆ GW | の | 海 | 外 | 旅 | 行 | ご予約は始まっています! ☆**…

♪航空券はおトクな『スーパーエコ割』で!

スーパーエコ割WEB 運賃例 (2010年4~5月 日本ご出発分)

成田=バリ (往復)	【 7 9, 0 0 0 円~】
成田=バンコク (往復)	【 4 2, 0 0 0 円~】

有休を活用すれば長期休暇も。
ご出発日の条件が合えばGWピーク前後がおトクでねらい目です!
更に今なら「マイルが2倍」になるキャンペーンも実施中。

♪おトクな海外ツアーもご用意しています!

ANAハローツアー「旅ドキ」
例) ワイキキ5・6・7日間 成田発 【 89,000円~198,000円 】

※海外ツアーは、ビジネスクラスのツアーを除き
マイルが2倍になるキャンペーンの対象外です。

▼ 2010年GW海外特集♪おすすめ航空券&ツアー情報はここから
↳ http://amc.ana.co.jp/74_59781_28_2

◆ 【4/1~5/31】ご搭乗分 > ANA国内線も、国際線もマイルが2倍!

NEW! ANAダブル[ス]マイルキャンペーン

期間中、キャンペーン参加登録のうえ、ANA国内線・国際線を
対象運賃にてご搭乗いただくと、通常のフライトマイルと同数の
ボーナスマイルをプレゼント!

▼「マイルが2倍」になるキャンペーンの対象運賃など詳細はこちら
↳ http://amc.ana.co.jp/74_59781_28_3

Case Study2 ANA

Targeting with web activity data

Result

	A	B
Condition	took international flights in a year	browsed pages about International flights in a month and not booked
CTR (comparison)	1	3 ×
Sales/email (comparison)	1	8.5 ×

Case Study3 ANA

Finding new opportunities with web activity data

Checked seat availability and not booked

Chose customers

- Checked the availability of seat in Okinawa route in Aug. and Sep.
- Not booked.



Sent Okinawa route promotion email

- just before summer vacation season
- manual operation

ANA express <http://www.ana.co.jp>

空野 太郎 様

☆**...
【沖縄旅行】をお考えの方必見！>>8~9月の旅もまだ間に合う！
夏の沖縄旅行も今ならまだ間に合う！
遅めの夏休みにおススメの情報をお届けいたします。

>>>イチオシ！

★『スーパー旅割』45日前まで予約&購入可能<9月ご搭乗運賃例>

☆東京（羽田）⇒ 沖縄	【12,700円】
☆大阪（関西）⇒ 沖縄	【11,700円】

▼この夏は沖縄へ！おトクな『スーパー旅割』詳細をチェック
>> http://amc.ana.co.jp/?4_64626_28_2

□【☆】まだ間に合う！8月の沖縄旅行ならコチラ！！

▼28日前まで予約&購入可能な『旅割』もおススメ！
>> http://amc.ana.co.jp/?4_64626_28_3

※表示はお一人様片道(1区間)あたりの運賃例です。
※旅客施設使用料(対象空港発着便利用時のみ)を加算いたします。
※運賃額は変更になる場合がございます。
※ご利用いただける座席数は便ごとに限りがございます。
便によっては設定がない場合もございます。

♪♪ 沖縄への旅は今がチャンス！夏のおススメ情報 ♪♪

★9/30まで『スーパー旅割』『旅割』と@ホテルの組合せでおトク

<例>ラグナガーデンホテル（沖縄）：『スーパー旅割プラン』

☆4名1室（朝食付き）【4,200円〜】
⇒さらに、ボーナスマイルが最大【500マイル】貯まる！
今なら沖縄旅行がおトク！その他対象ホテルもコチラ↓↓
http://amc.ana.co.jp/?4_64626_28_4

Case Study3 ANA

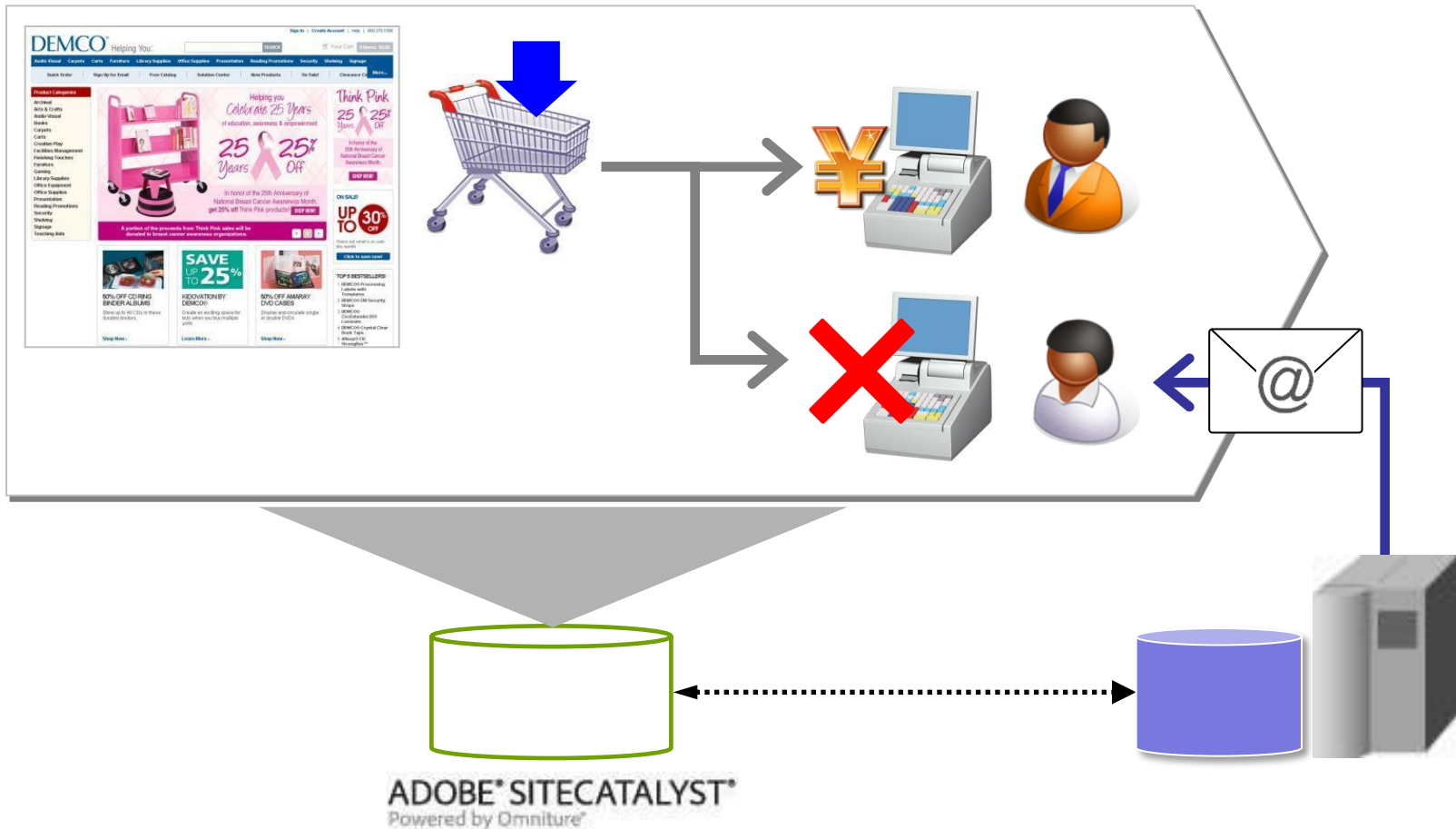
Finding new opportunities with web activity data

Result

	A	B
	Average of promotional emails in the same month	Okinawa route promotion email to the customers who checked the seat availability and not booked
CTR (comparison)	1	2.9 ×
Sales/email (comparison)	1	8.2 ×

Case Study4 DEMCO

Cart Abandonment Email Programs



Case Study4 DEMCO

Challenge : 3-step Messaging Approach

	#1	#2	#3
Days after cart filled	1day	3days	5days
Message	Courtesy Reminder	Important Notice	Special Offer
	You still have items in your shopping cart.	We have reserved these items for you.	
Offer	No	No	Free tote bag

Case Study4 DEMCO

Result

	Cart Recovery Email	All Promotional Emails	Comparison
Open Rate	37%	8%	4.6 ×
Click Through Rate	15%	1%	15 ×
Conversion Rate	20%	5%	4 ×
Sales/Email	\$7.46	\$0.8	97 ×

Case Study4 DEMCO

Creative : Human Service Tone
 ⇒ 「 *Omotenashi* 」

If you've already processed your order, please disregard this email.



Serving Library & School Professionals Since 1905

800-279-1586

*** COURTESY REMINDER ***

Dear ,

During your last visit to our site, you put products into your shopping cart, but didn't check out. Is there anything we can do to help?

For your convenience, we've reserved your items for you. **All you have to do is [click here now](#) to return to your cart and complete your purchase.**

You can also call 1-800-279-1586 to reach one of our helpful Customer Order Representatives to place your order by phone.

Thank you for shopping with DEMCO!

Sincerely,

Mike Wygocki

Mike Wygocki
 Director, Customer Service

100% SECURE!

Secure, encrypted shopping guaranteed.



Need Help?

Call us Toll-FREE at 800.279.1586



100% Satisfaction Guarantee! Period.

[Click for details](#)

Return to Cart Now! 

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Where is The Front Line in Japan?

Why automation is needed?

- To send messages at the exact right time
- To send relevant messages to all your individual customers
- To increase ROI

Steps to automation

Build manual optimization processes



Find the best practice
(Reiteration of hypothesis and test)



Automate the process of the best practice

Where is the front line of data-based optimization in Japan?

	Demographics Purchase History	Web activity Email activity	Location data
Collecting Data			
Manual Optimization			
Automated Optimization			

Thank you !

