

Email+

The practical and straightforward road to cross channel





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Introduction

The Holy Grail for every marketer at the moment is the ability to communicate seamlessly with customers regardless of time, device or channel.

However, cross-channel marketing is difficult. There's no getting away from the fact. At first consideration it can seem a daunting task that requires a huge change in the way a company operates.

There's plenty of 'thought leadership' out there telling us all how great cross-channel marketing is but very little guidance on how to break it down and make it simple.

If this resonates with you we'd like to introduce you to our **Email+** approach. Read on to find out about this practical, pragmatic and simple route to cross-channel marketing.





The Cross-Channel Marketing Imperative

The consumer has changed dramatically over the past 5-10 years. Developing technology has changed the way consumers behave. Smartphones mean customers can access content and websites anywhere and at any time. This, combined with the expansion of social media, means there has been a huge proliferation of potential customer touch-points. Touch-points that are now across a broad range of channels.

Modern day customers now live their lives across channels, jumping back and forth depending on personal preference, location and time of day. What's more, they expect brands to be able to understand this and cater for it.

Consumers don't see the different channels of one brand as separate entities - whether that's a social media account or an SMS they receive. They see **ONE BRAND** and expect to be able to interact with that brand how and where they want – on the channel of their choosing.

To rub salt in the wounds, customers are **more demanding and vocal than ever before**. This is why the customer experience has quickly developed into the most important aspect of marketing.

This shouldn't be news to anyone and there is a clear understanding in the industry of a need for a **cross-channel capability** to deliver the **best experiences**.

This is what we call the cross-channel imperative.





Why Email+?

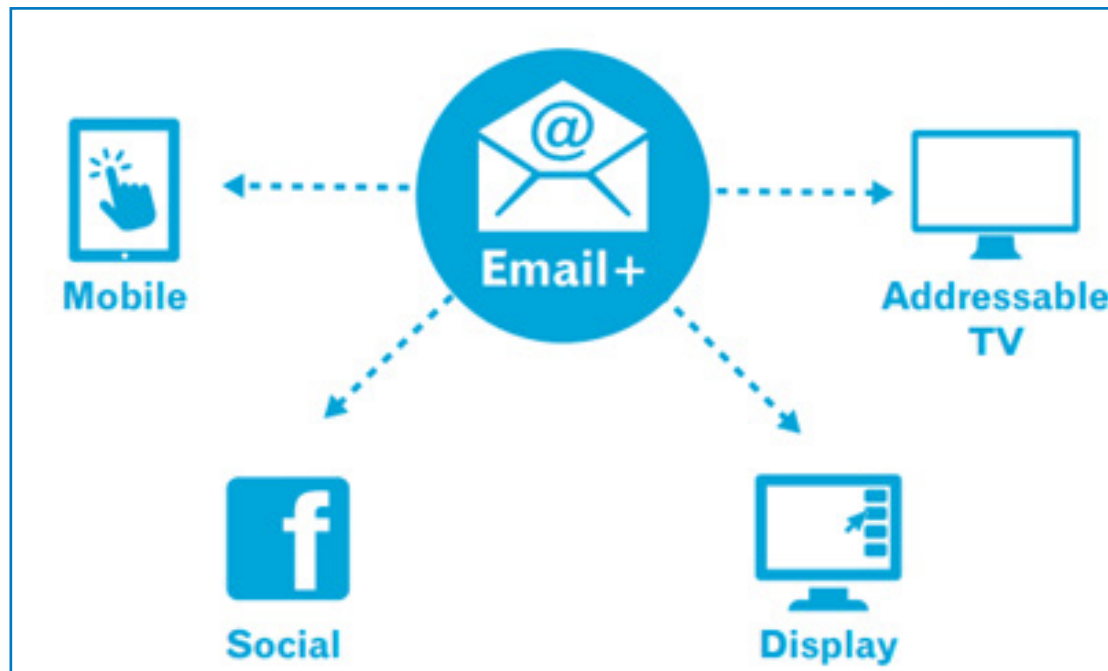
Email+ revolves around the simple process of starting with your email marketing and integrating your other channels, one-by-one, into your email strategy.

You then get **Email+** Mobile. **Email+** Social. **Email+** Display and so on. We'll tackle each channel separately but first let's understand why we start with email.

Email is the perfect starting point because for most marketers it remains the dominant channel.

It is one of the most mature digital channels in the marketing ecosystem. While other channels have rapidly appeared, email has steadily become more advanced, and the marketers who work in email know that it's a tried-and-tested way to deliver results.

Email opens, clicks, unsubscribes ... these are all data points that provide insight into your customer's behaviour, which can inform how you treat them in other channels. And as more social media and mobile applications require sign-in via email, it's a very useful piece of contact info that will help you align your contact data across multiple channels.





Of course – Every business and industry is different. If email isn't your strongest and most influential channel then perhaps it's not the best place to start. In this circumstance the **Email+** approach could work just as succinctly as Social+.

Over the following we'll look at each of the major channels and provide a few ideas, tips and pointers on how to integrate each and every one to your email activity. These will vary in complexity – some you can implement immediately, others will be something to work towards.

The simplest way to proceed from here is to take the channels one at a time. Highlight your second most important channel and work on integrating that one to your email. The order we suggest is an example only and you should choose the order most relevant to your business.

“ Email is the perfect starting point, because for most marketers it remains the dominant channel. ”



Integrating Mobile

Email+ Mobile



Mobile is the ultimate example of the modern consumer.

It offers marketers the opportunity to reach customers on a highly personal, always-on and always “on-your-person” device. Mobile devices (especially smartphones) are often seen as extensions of ourselves, so when a customer raises their hand to be contacted in this channel, it’s a sign that they expect real value from every one of those interactions.

To deliver that value, you can’t let mobile exist in a bubble. It’s unlikely that any of your customers interact with your brand solely through mobile, so understanding their behaviour across other channels will help you optimise their mobile experience.

Because of this it’s important to recognise that mobile is more than a channel – it’s a device from which customers access other marketing channels and a range of content. For example, according to our **Q3 2015 email benchmark report**, 54 per cent of all email opens occurred on mobile devices.

Integrating email and mobile marketing will ensure your customers’ experiences are consistent and valuable in both channels.

See how Experian can help you maximise your mobile marketing

[Learn More](#)



Email+ Mobile

1. OPTIMISATION FOR MOBILE

- The first step we recommend is that you create a shared calendar to allow for greater collaboration and cross-promotion between channels. A simple step but an effective one.
- Design and code your emails to be mobile optimised. Use responsive design or adjust the size of the buttons and headlines to make clicking easy for the user. Think about the amount of content you want to display to customers who are viewing your communications on their phone versus those using a desktop.

3. DATA LINKAGE

- Link your customer identities across email, SMS and mobile app. Integrate all three touch-points into a cohesive marketing journey framework. What happens where, what's automated and what are your customers seeing and receiving at any given point in the journey?
- Test and measure customer retention in each channel to be sure you're providing a consistent customer experience, no matter the channel or platform.

2. CROSS PROMOTION

- Promote a text message subscription service to your current email subscriber list, specifically targeting those who tend to open emails via mobile.
- Consider developing special offers to incentivise email subscribers to download your app or provide their mobile phone number.

4. BEHAVIOUR-BASED TRIGGERS

- Compliment reactivation, drip and welcome email campaigns with similar campaigns through mobile app push and SMS.
- Use in-app browse and purchase behaviour to inform follow-up email messaging and timing.
- Consider setting up location-based targeting, such as geo-fencing and beacons, to personalise your email and in-app communications to the user's location.



Integrating Social

Email+ Social



Social media is a whole new landscape for marketers. 10 years ago it didn't exist. Or at least not in the format or with the potential it represents today.

With social playing a key role in many customer experiences – from promotion and purchase to customer service – marketers must learn how to incorporate these touch points into their overall cross-channel strategy.

Of course, every brand is different, and the benefits of social media will differ from company to company and product to product. Never assume that your customers behave in certain ways or that they are on particular platforms and not on others. Look at the social behaviour of your best customers; do they engage with social ads or would they prefer to comment on your brand page?

Do they post on their own profiles regularly, and what do they post about? Once you understand how your customers choose to behave in social media, you can more effectively build a program that will enhance their experience across multiple channels.

See how the **Experian Marketing Suite** can supercharge your social strategy

[Learn More](#)



Email+ Social

1. SOCIAL CONTENT

- Incorporate social sharing buttons with prepopulated posts to encourage easy sharing of your email content.
- Add links to your social pages within your email template to encourage email subscribers to connect with you on relevant social networks.
- Promote email subscription sign-ups and opt-ins within your social platforms.
- Include crowd-sourced images and comments from social in your next email – you can even consider setting up a social sweepstakes that incentivises customers to submit their own pictures and videos.

3. SOCIAL-TO-EMAIL RETARGETING

- Use social advertising behaviour data, such as interactions, to send targeted follow-up emails
- Send dynamic emails to social followers based on the social sites they engage with – do they prefer Pinterest, Facebook, Instagram or Twitter? – what or which are they more likely to engage with? Use this information to boost the performance of email campaigns.
- Monetise social behaviour by sending followers an email linking to items they've recently engaged with making it easy for them to make the purchase.
- Social media provides powerful insights into the behaviour and characteristics of your customers and audience. By using the knowledge you can gain from your social activity you can really improve and power your email marketing activity – and vice versa.

2. EMAIL-TO-SOCIAL RETARGETING

- Target customers who clicked on a certain link within your email with a social ad of relevant content.
- Stay top-of-mind by showing a social ad to a customer who has clicked on an email but hasn't yet purchased – either with a product they clicked on or something relevant to that product which they could also be interested in.
- Reach out to inactive email subscribers by targeting them in social channels – **reactivation campaigns** are powerful.



Integrating Display

Email+ Display



Email, mobile, direct mail, and elements of social marketing are all direct, owned communication channels that require a known piece of customer contact information. Display advertising, on the other hand, relies on anonymous identifiers like cookies or device IDs.

For this reason, display advertising is often viewed as an acquisition channel rather than an engagement channel. But when it is considered as part of a holistic cross-channel strategy, display advertising can do so much more.

To consider display as something more than an acquisition channel you need to focus on engagement and the brand relationship.

To fully integrate your display advertising strategy with your owned media strategies, like email, you need to link your disparate contact and behaviour data to create a single, complete understanding of each customer's identity and needs.

Once you do so, the possibilities for intelligently engaging with individuals at all stages of their brand relationship are nearly endless.

At what stage in the customer cycle, are they? What do you want them to do next? What information are they most interested in? What will provide them with the most benefit – at that exact point? If you can unlock this information, Display provides the perfect channel for engagement.

See how the **Experian Marketing Suite** can help you to activate your audience online

[Learn More](#)



Email+ Display

1. MESSAGE ALIGNMENT

- Make sure you are aligning your campaign messages between email and display advertising.
- Ensure you have an integrated marketing calendar to share messages and customise the same information for both channels.

3. BEHAVIOUR-BASED TARGETING

- Create different advertisements for those who opened but didn't click, or clicked but didn't purchase
- Use data about mobile email opens to determine who to reach via mobile ad inventory
- Reach inactive email subscribers (those who don't open) within the online display space.

! An email consortium like Experian Marketing Services' **Email Insights** can help you identify which email addresses are truly inactive, and which subscribers may respond better to different channels or messaging.

2. EMAIL SUBSCRIBER ACTIVATION

- Activate your email list to target subscribers across display for a coordinated “surround sound” approach
- As you do this make sure that for acquisition campaigns your current email subscriber list is used as a suppression file to ensure you are only reaching new individuals.



Addressable TV



Television is typically a paid and anonymous channel. Unlike display advertising, traditional TV advertising offers even less in the way of individual interactions and measurement of responses.

The ability to personalise messages to individuals is doable using limited **Addressable TV** and should be brought into the cross-channel fold and emulate the messaging and holistic approach of your other channels.

As a powerful channel with very broad reach, traditional TV consistently still accounts for some of the largest percentages of marketing spend. However, while TV is a great channel for reaching people, its mass-media nature makes it challenging to offer a personalised and integrated brand experience.

This is resolved to some extent by what is known as **Addressable TV advertising**. The concept of addressable TV is simple: deliver TV advertising like one targets email or direct mail, using 1st, 2nd and 3rd party audience data such as income, lifestyle interests, shopping behaviour and family composition. With addressable TV, advertisers can define their audience based on first, second and/or third-party data and **serve specific ads to the households** they are looking to reach. Just as marketers can send targeted emails or direct mail, they can now choose the types of households which will view their ad.

This means that all of the tactics for integrating email and display advertising can also be utilised in the television space.

Use your email subscriber list, plus any other data sources at your disposal, to build the perfect audience for your next TV ad. Not only will this improve coordination between all of your marketing channels, but it also allows for closed-loop reporting that definitively shows you how the campaign drove sales both in-store and online.

Addressable TV requires more specific technology capabilities (and time) to set up than a traditional display targeting campaign, but it's worth the effort. See how the **Experian Marketing Suite** can help you target your audience on TV

[Learn More](#)



What you need for Email+

The following are four areas marketers need to get to grips with. Without a serious handle on each of these, the effectiveness of cross-channel marketing will be severely limited.

DATA QUALITY



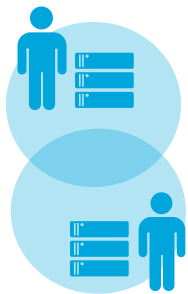
No data-driven strategy is effective if you're starting with incorrect or incomplete data. Before you try to combine customer profiles and action against the data you collect in each channel, be sure you have a system in place to affirm the accuracy of that data.

TECHNOLOGY



Coordinating relevant communications across channels is much easier when you have a single platform to identify customers, engage with them and measure campaign impact. Invest in equipment that can show you near instant replays so that you can assess the success of each new tactic.

ORGANISATIONAL CHANGE



Designing a seamless customer experience can be complicated if your internal organisation suffers from siloed departments and databases. While this is not an overnight change, working with your counterparts on other teams to accomplish calendar and message alignment is a good first step for working together effectively. You may find that implementing some of these cross-channel tactics will actually serve as a catalyst for the organisational change you need.

SINGLE CUSTOMER VIEW



Many of the tactics we've covered in this paper require an understanding of your customer's identity across multiple channels. Linking a customer's contact data is an essential step as you build cross-channel roadmaps for their brand experience. In addition, you need to ensure that your linkage process is compliant and respectful of customer privacy.



Email+: The Road to Cross-channel

Email+ really is simple. It's a straightforward way to tackle a seemingly much larger challenge – that of adopting fully-integrated cross-channel campaigns.

The key with **Email+** is to make that Holy Grail objective more achievable.

1

Make sure you understand your channels. When planning your **Email+** programme you need to know which channels are your strongest and which are you most important

2

When you know this only then should you plan a programme that's relevant to your business. Start with your strongest channel (for the majority of us that's email) and then put steps in place to incorporate activity on your second most important channel into your email strategy.

3

An important element of **Email+** is that it is realistic, practical and achievable. We recommend that you take it one channel at a time rather than attempting everything at once – with a focus on an individual channel at a time you're more likely to experience significant progress. When you move onto your other channels you will benefit from the learnings you gathered from earlier efforts.

4

Work with relevant teams across the business – silos in businesses are a serious issue yet sometimes simply sitting with the relevant teams and working towards a combined goal will put you in good stead and may be the catalyst the business is looking for.

5

Similar to the act of working together it's important to make sure that activity across channels and teams is measured consistently. To this end you should try to align KPIs and calendars and ensure you have consistent reporting. You're all on the same team and success should look the same (or similar) for everyone.

For help and support throughout this process or to find out more about **Email+** please contact Experian Marketing Services

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