

The future of email Goal-Driven Marketing

Several thin, green, hand-drawn style lines are scattered across the bottom half of the slide. These lines form various geometric shapes, including zig-zags, chevrons, and open polygons, adding a modern, abstract aesthetic to the design.

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Stripo

Drag-n-drop and HTML email template builder

Meet Stripo — an intuitive and simple yet flexible email template creator. Speed up production. Test and export emails to any ESPs. Drag and drop & HTML editors.

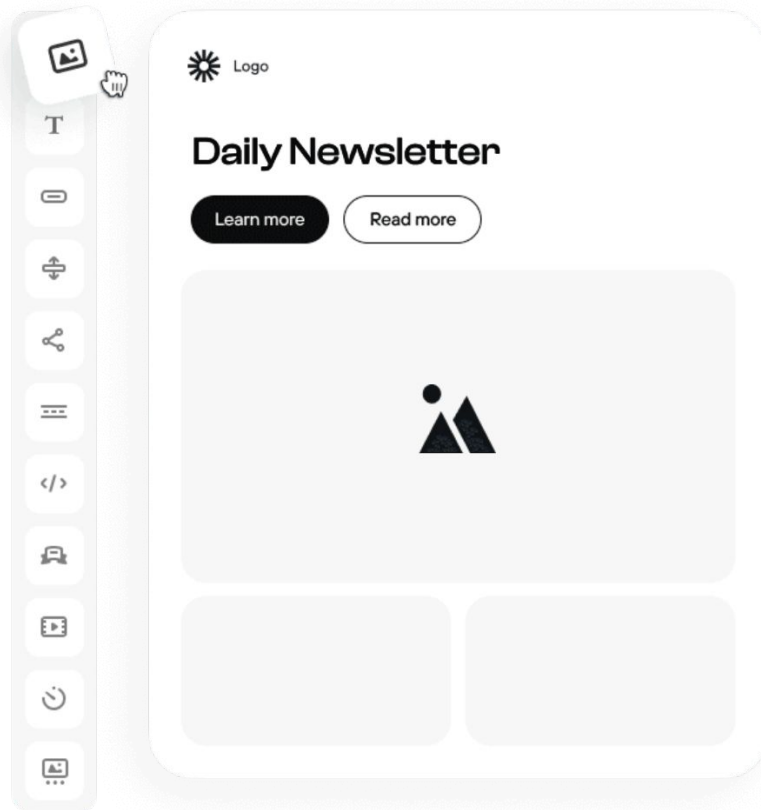
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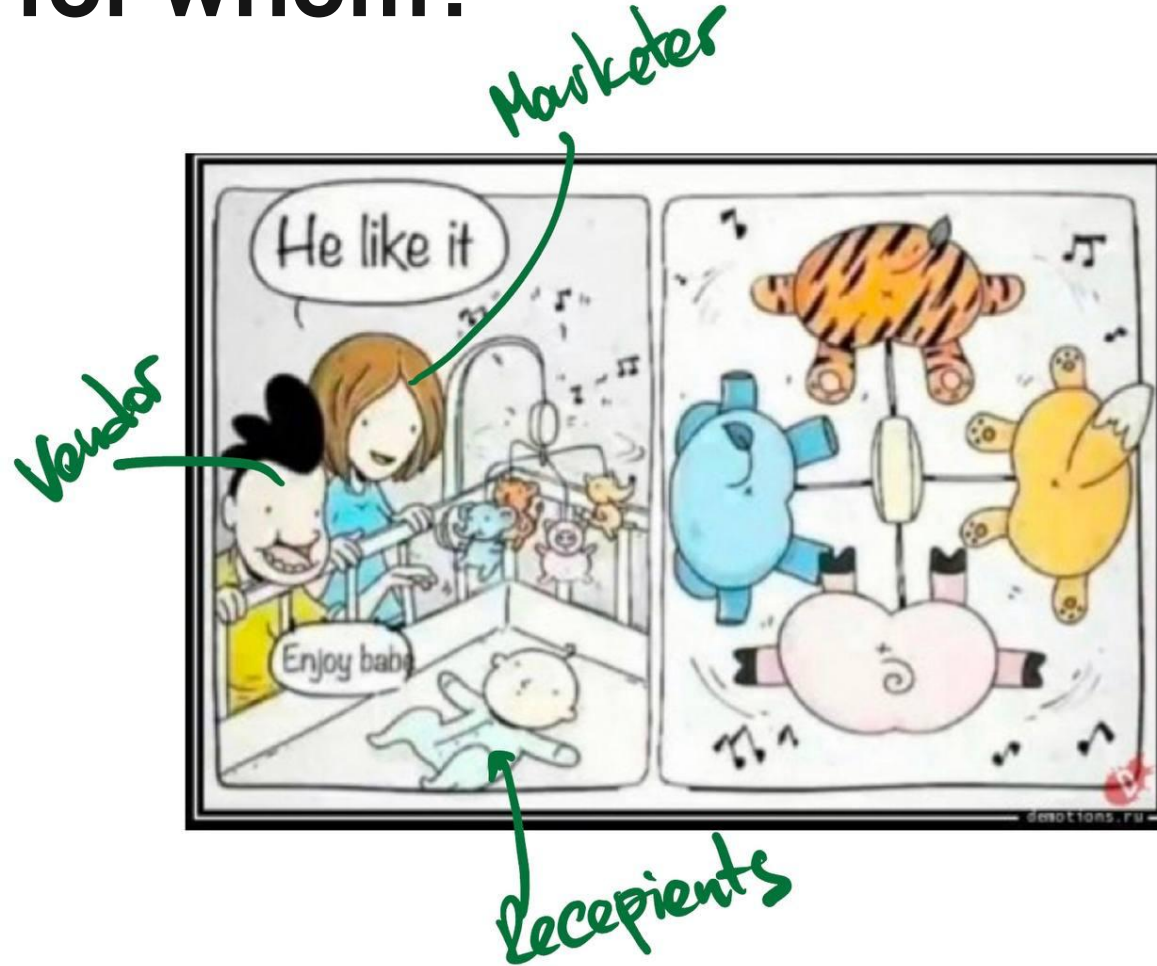
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Yespo Omnichannel CDP

All data and All Communication
channels within One System

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Future for whom?



High Level Senders Evolution

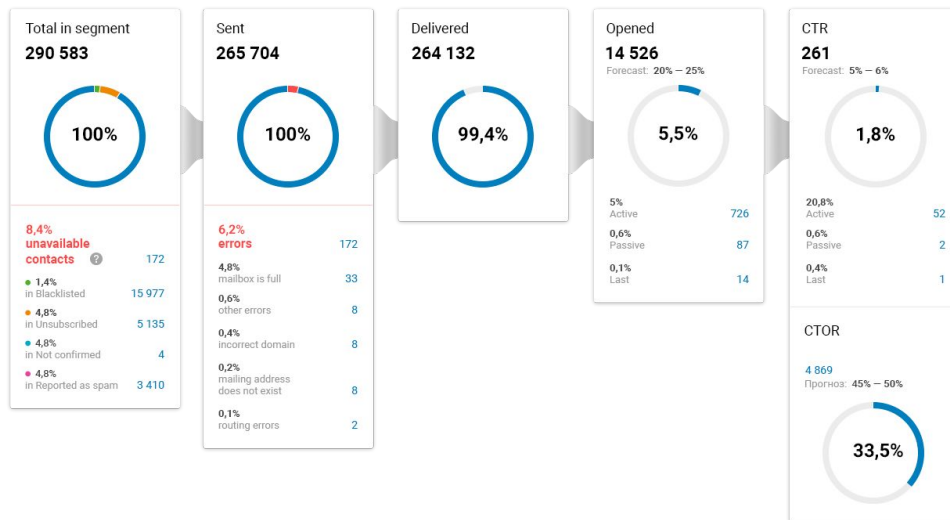
1. ESP

2. MAP

3. CDP

4. Goal-driven CDP

Email Service Provider



High Level Senders Evolution

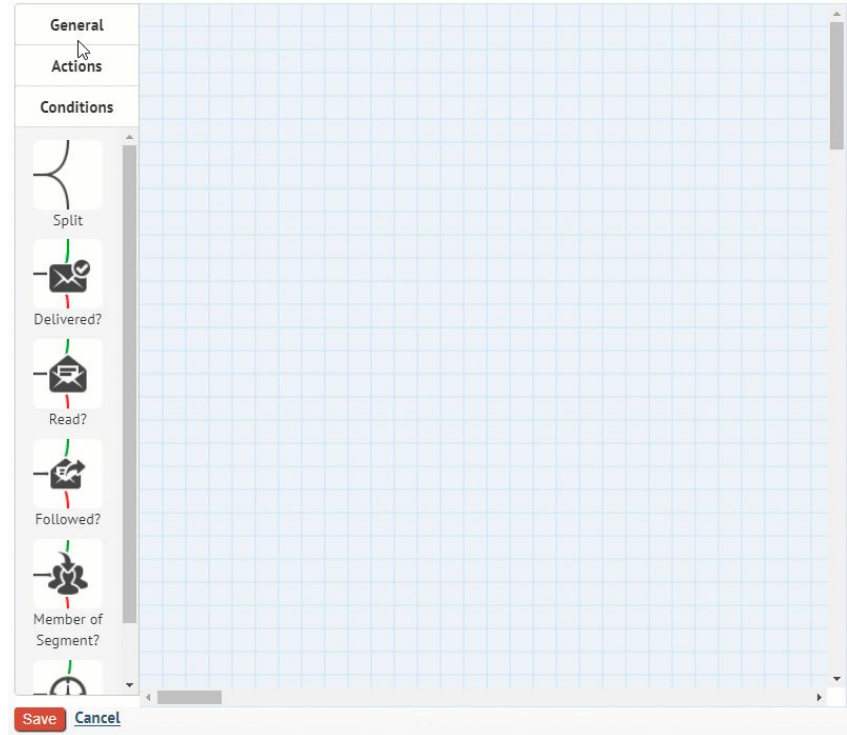
1. ESP

2. MAP

3. CDP

4. Goal-driven CDP

Marketing Automation



High Level Senders Evolution

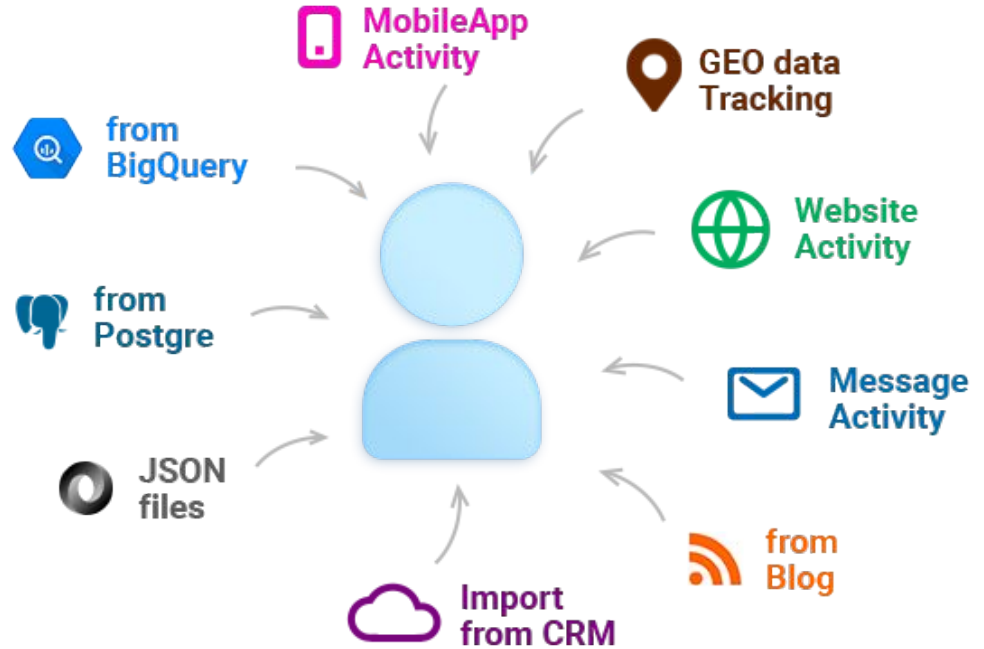
1. ESP

2. MAP

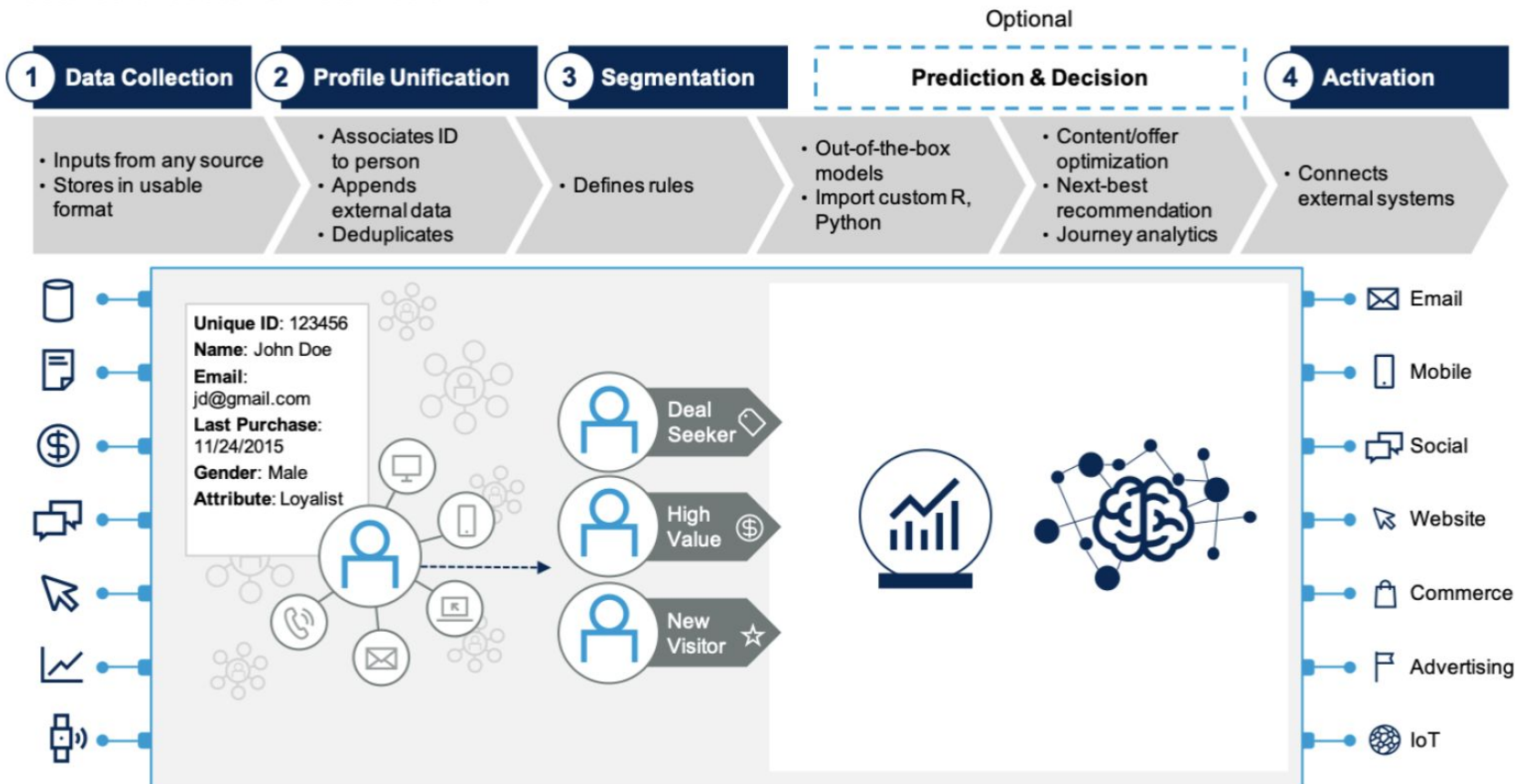
3. CDP

4. Goal-driven CDP

Customer Data Platform



Features of Customer Data Platforms



Source: Gartner
ID: 716277

High Level Senders Evolution

1. ESP
2. MAP
3. CDP
4. Goal-driven CDP



High Level Senders Evolution

1. ESP



2. MAP



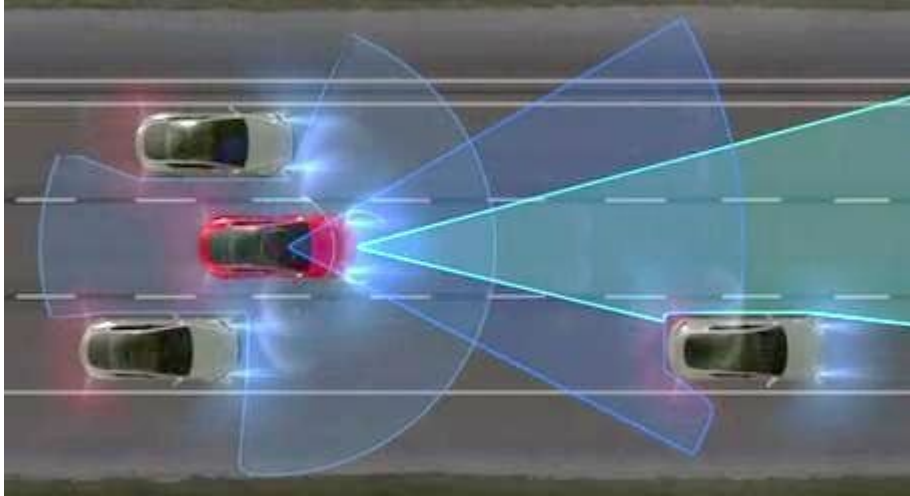
3. CDP



4. Goal-driven CDP



Is it possible?



Any sufficiently
advanced technology is
indistinguishable from
magic

ARTHUR C. CLARKE

Delegation Levels

DO AS
I SAY

LOOK INTO
THIS FOR ME

GIVE ME
YOUR
ADVICE,
I'LL DECIDE

EXPLORE,
DECIDE,
AND CHECK
BACK WITH
ME

EXPLORE
AND
DECIDE,
WITHIN
THESE
LIMITS

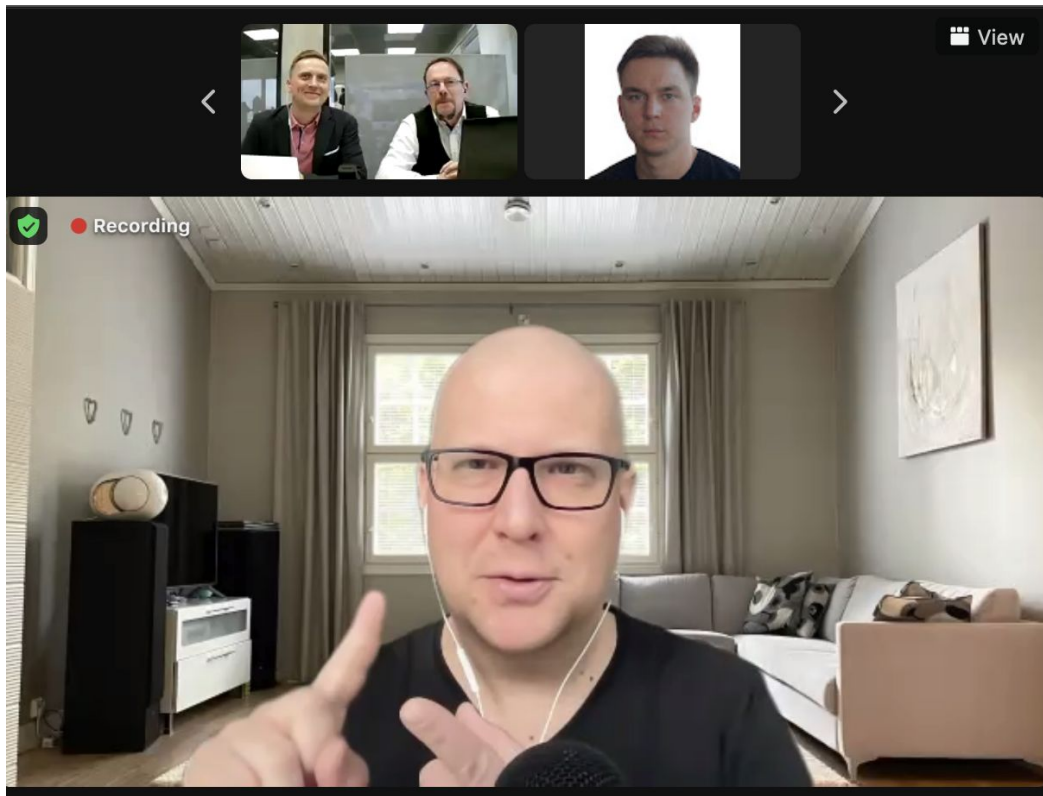
JUST GET
IT DONE



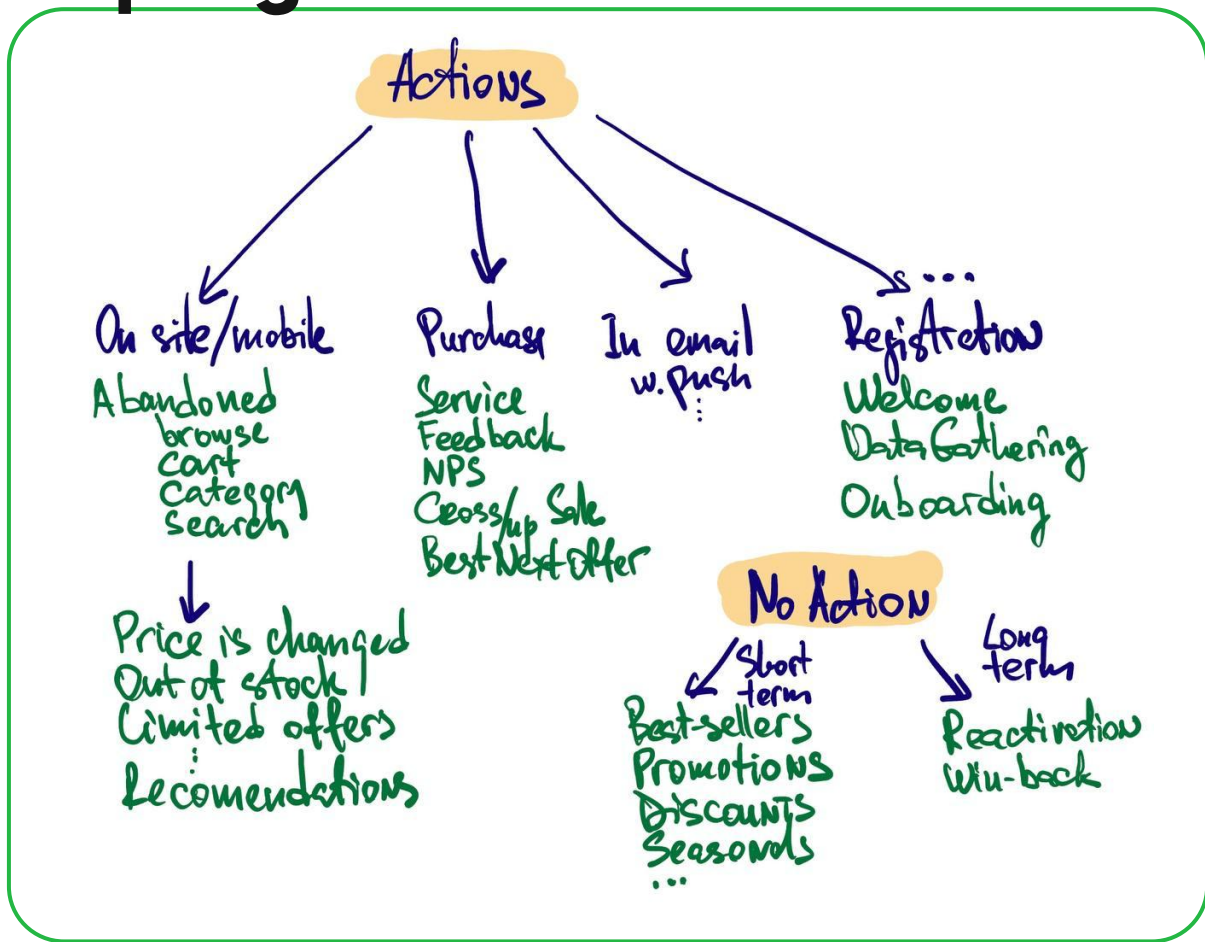
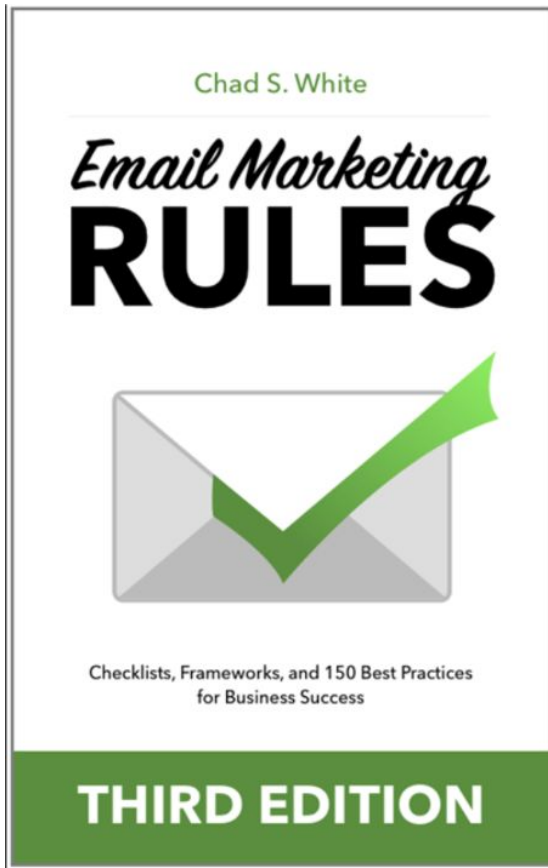
Some times...

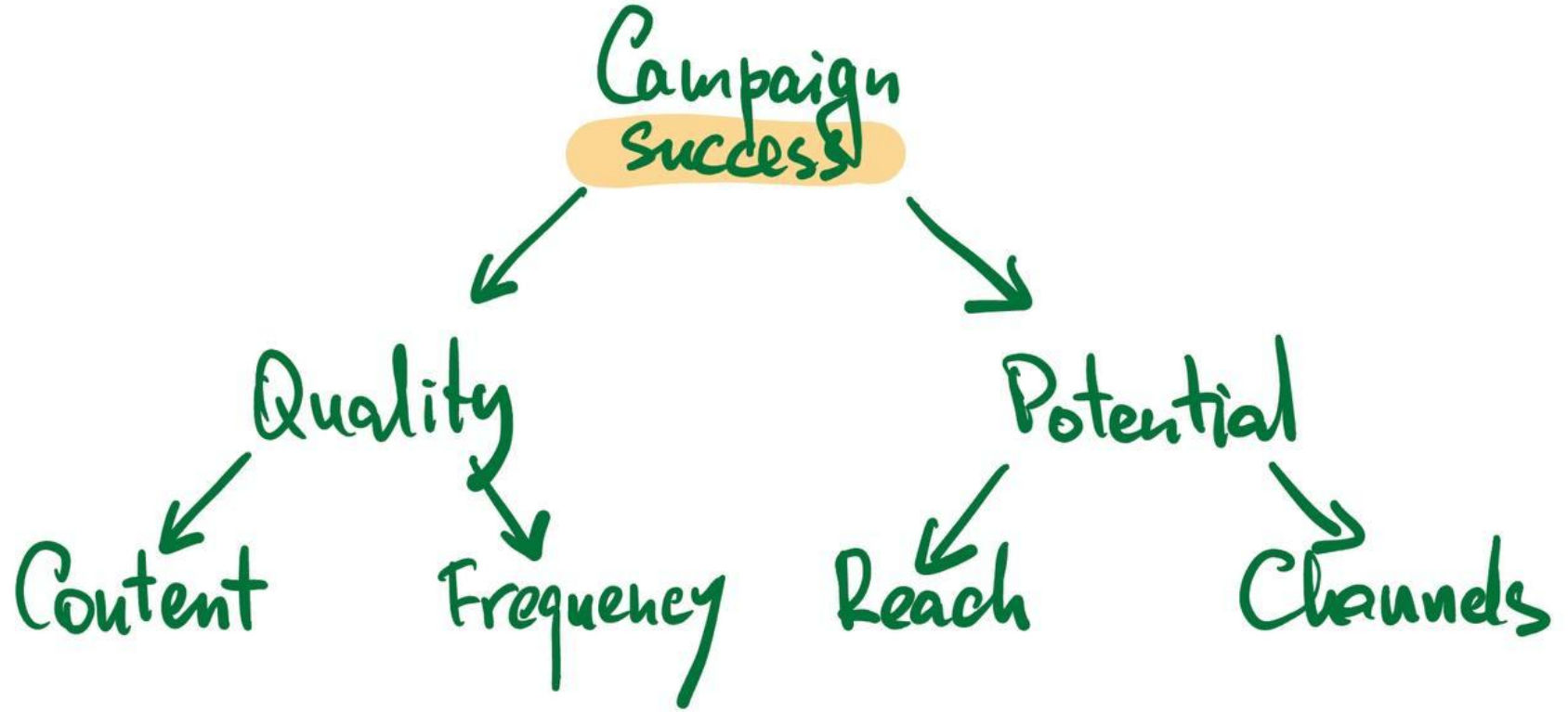
Best practices usually sucks

© Mikko Seppä

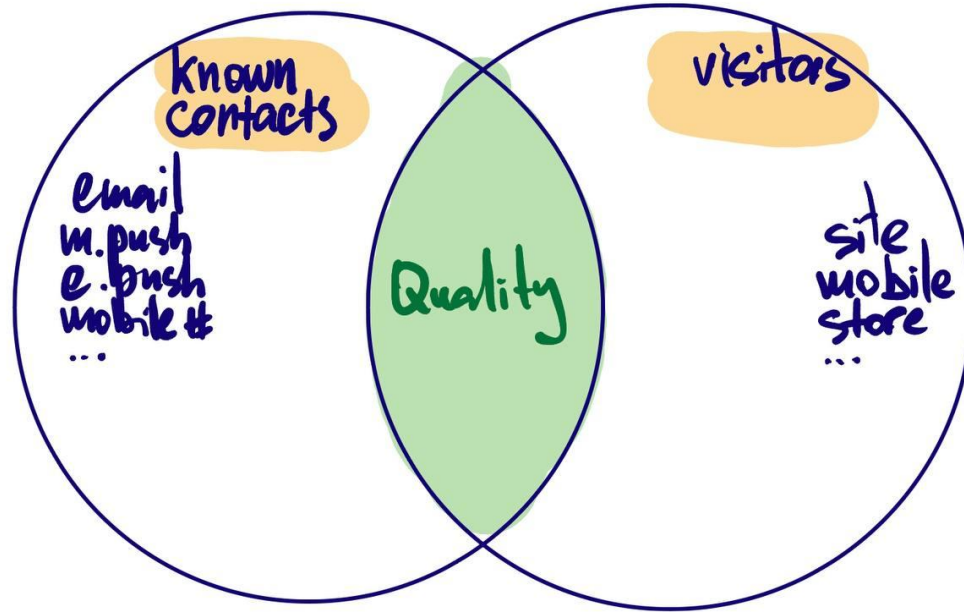


Must-have campaign





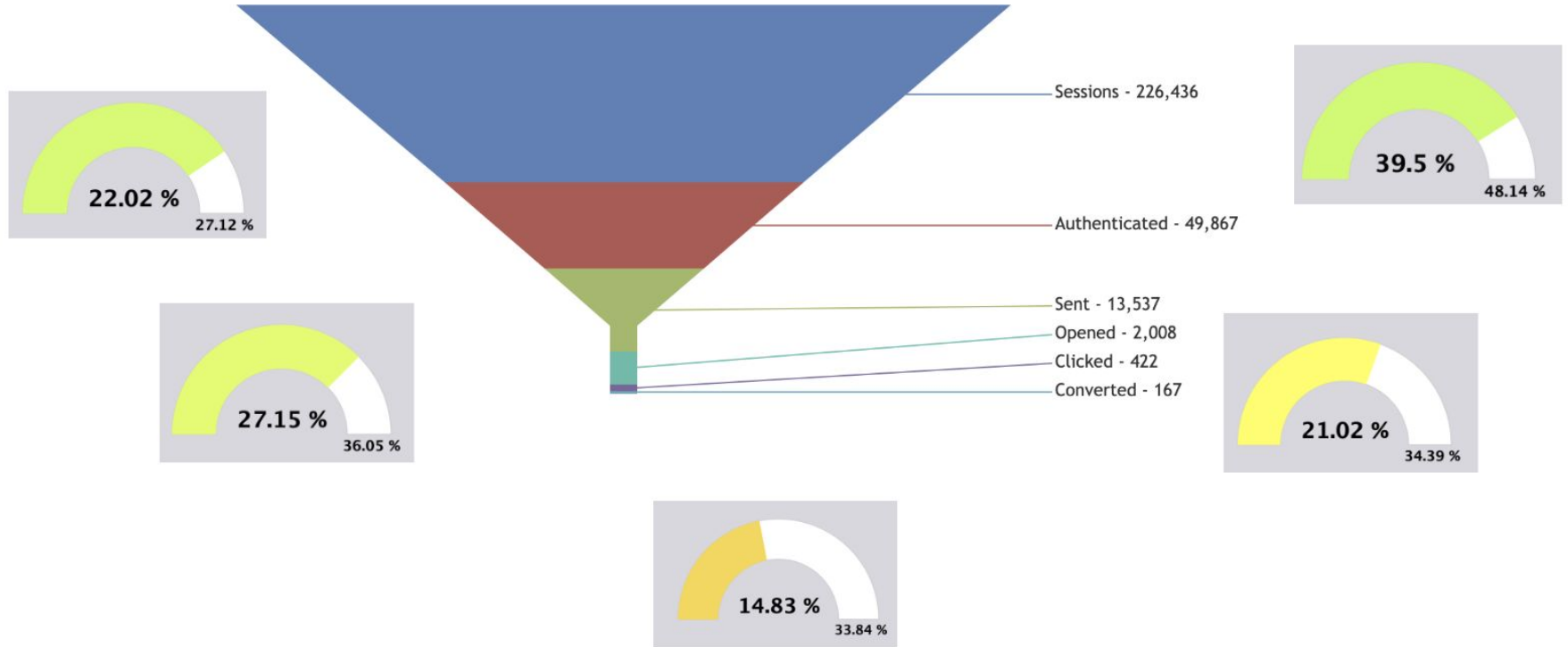
Abandoned cart (example)



Abandoned cart (example)



Benchmarking...



But Where Is Strategy?



Strategy Planning

Goal

Objectives

Strategy

Tactic

Technologies

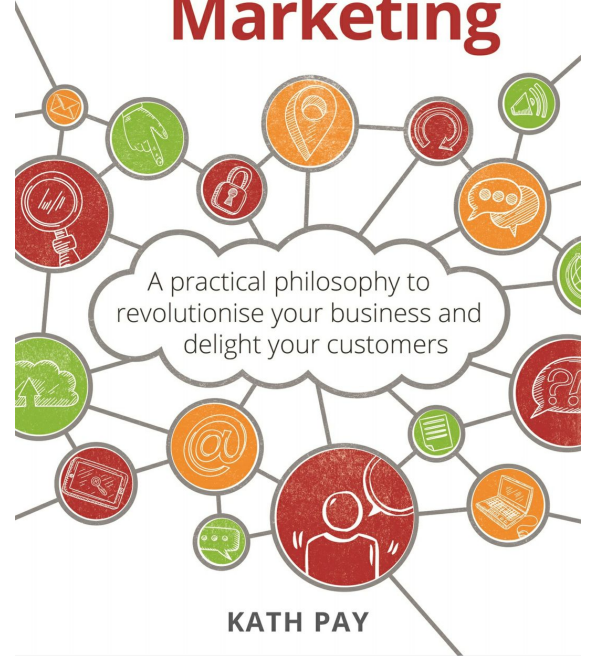
Measurement

HOLISTIC EMAIL MARKETING: A PRACTICAL PHILOSOPHY TO REV...

Whether you want to welcome new subscribers, reactivate lapsed customers or recoup more revenue from abandoned carts, your plan must have these six essentials parts:

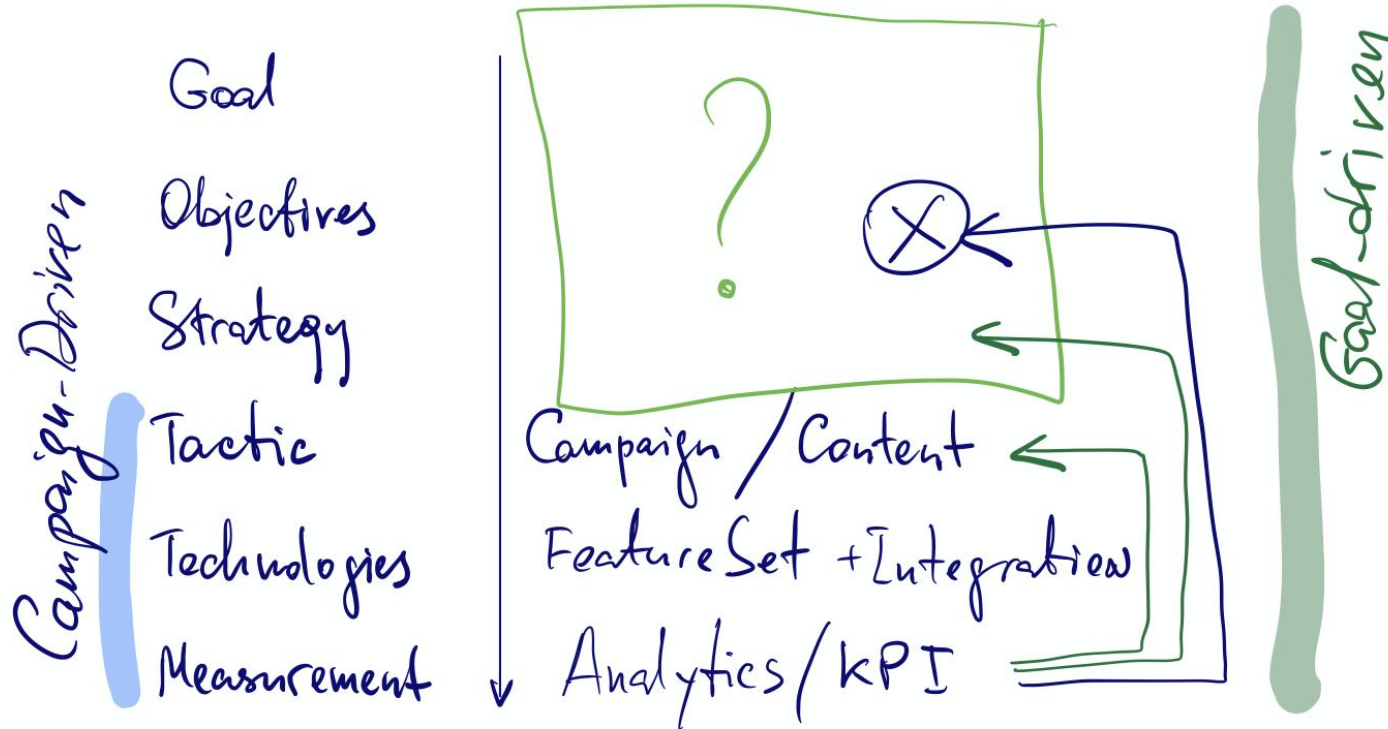
1. **Business goals:** your overarching needs.
2. **Objectives:** these support one of your business goals, such as 'Increase revenue by 20% within twelve months'. Just as you can have multiple goals, you can have multiple objectives related to those goals. Ideally, break these down into life stages such as acquisition, conversion, retention and reactivation.
3. **Strategy:** how you will reach your objective. For example, 'Optimise the customer journey, reduce friction and implement service-based lifecycle messaging leveraging relevant touchpoints.'
4. **Tactics:** how you will carry out your strategy. An abandoned-cart reminder is a tactic that could bring more customers back to complete checkout. Of course, you will have a bunch more tactics included – all with the aim of increasing your brand's revenue.
5. **Technology:** what you use to set up your tactics.
6. **Measurement:** how you determine whether you reached your objective. When you're measuring an individual tactic to see if it was successful, each tactic will have a key performance indicator (KPI) attached to it, such as the number of additional orders and total additional revenue it achieved, minus programme costs.

Holistic Email Marketing

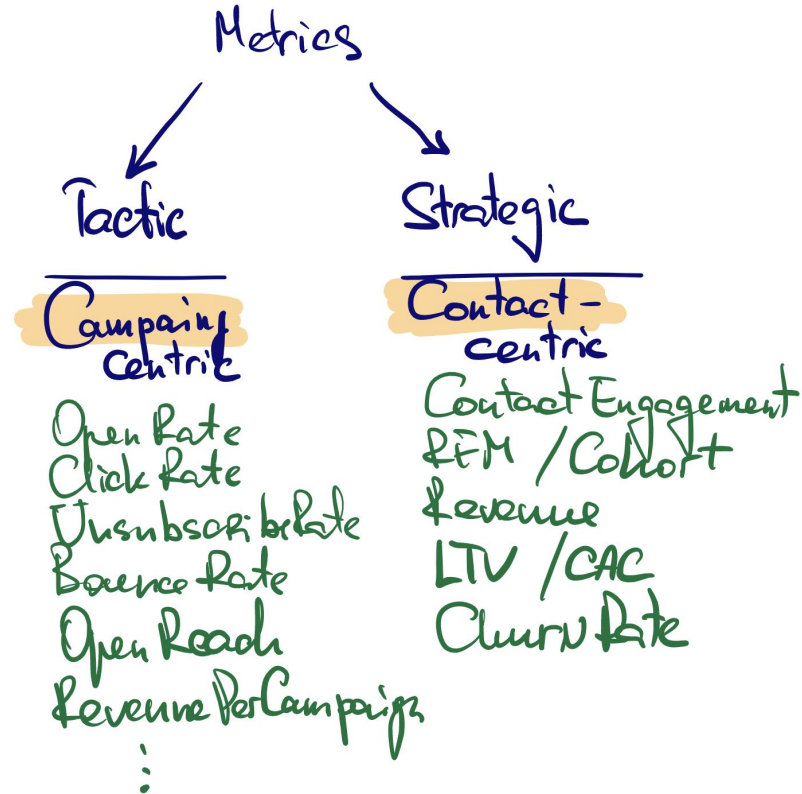


KATH PAY

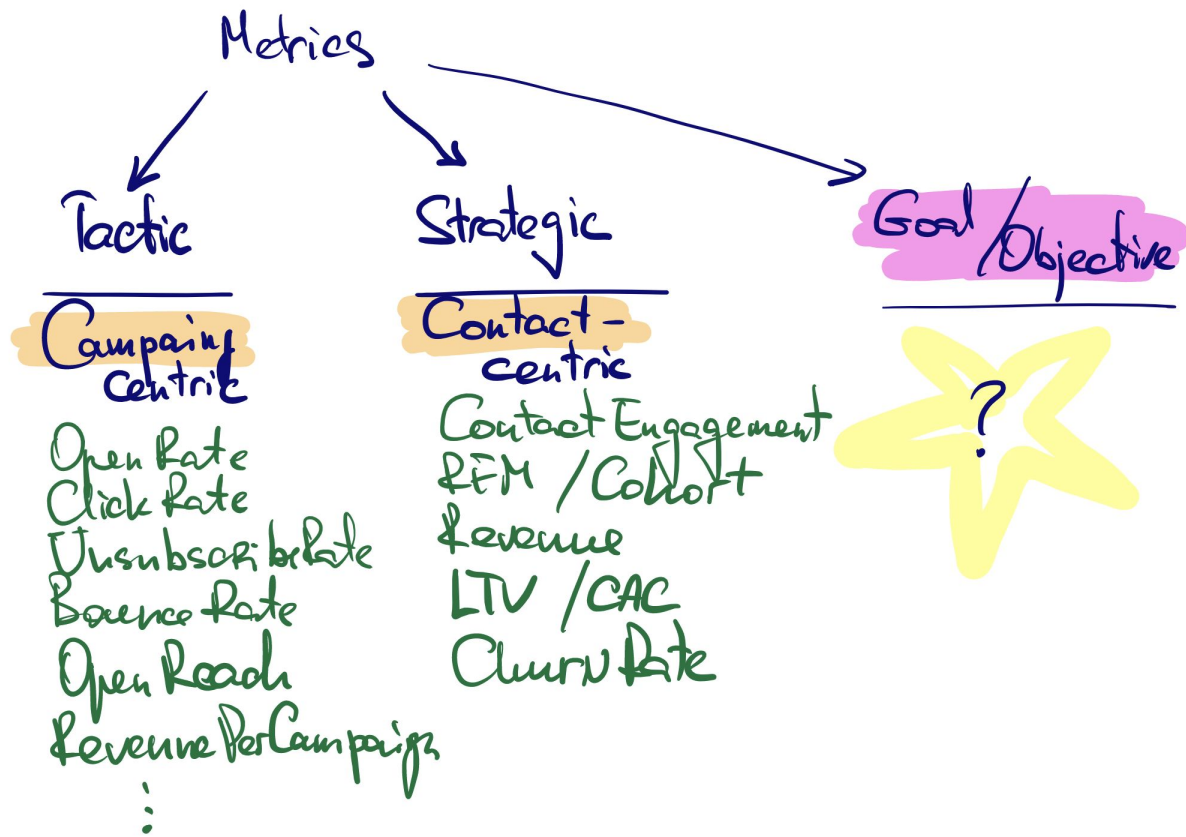
Campaign vs Goal



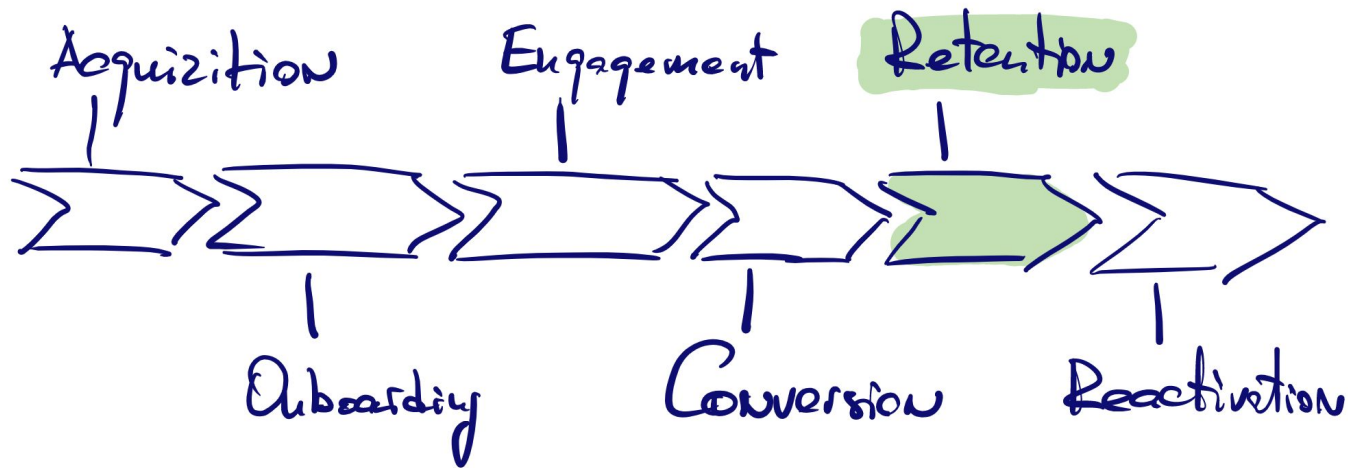
How to measure



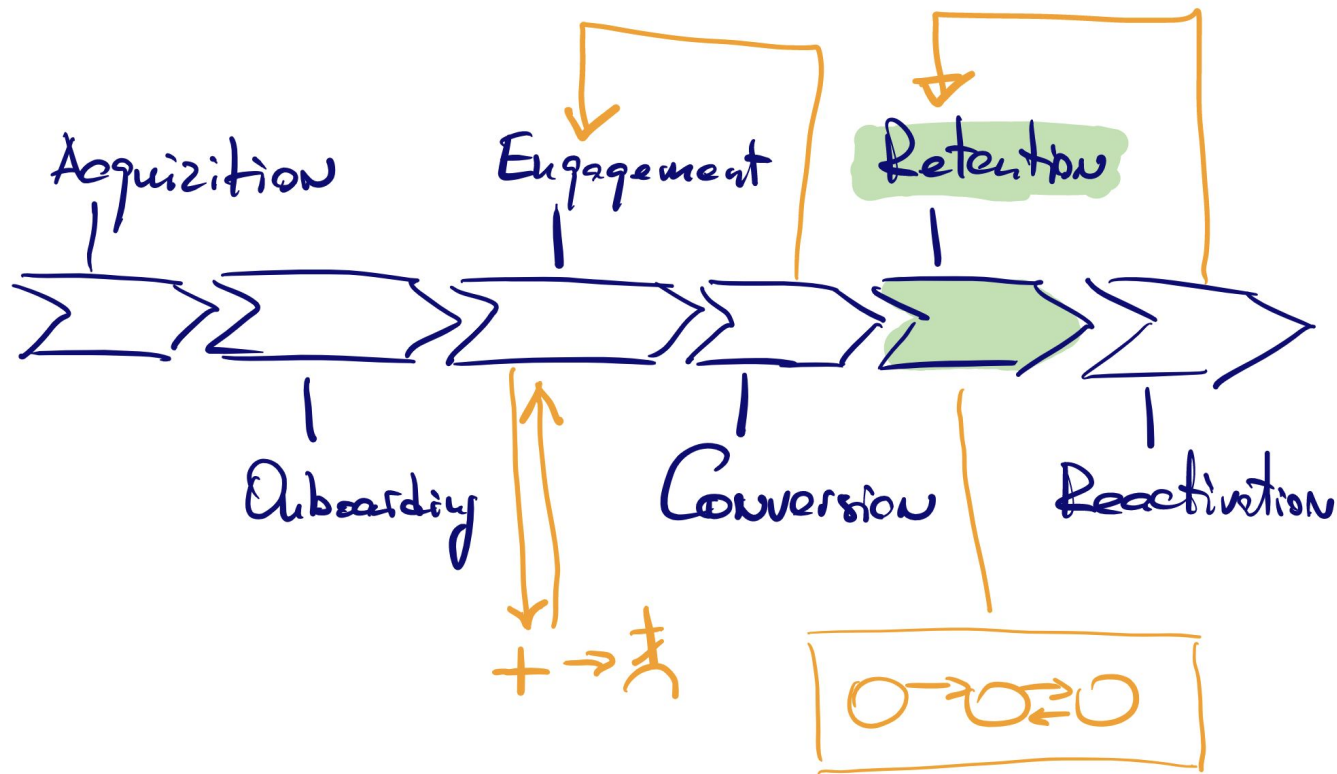
How to measure



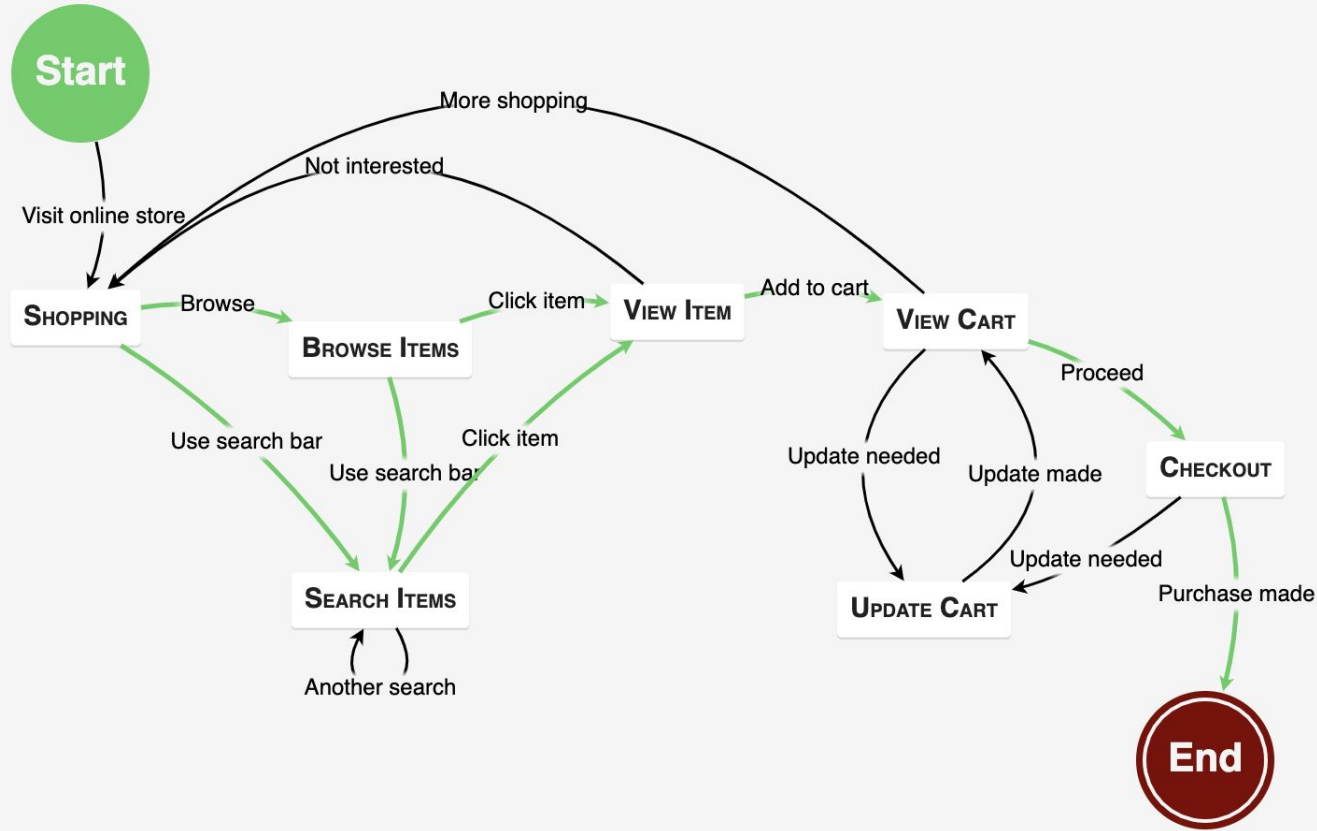
Funnel?



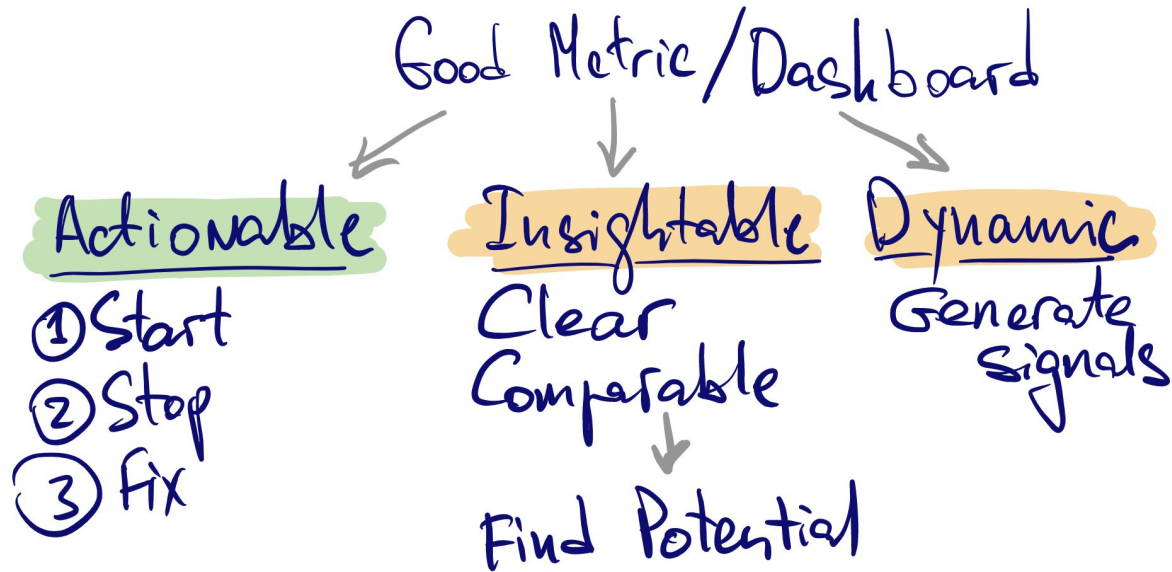
Funnel?



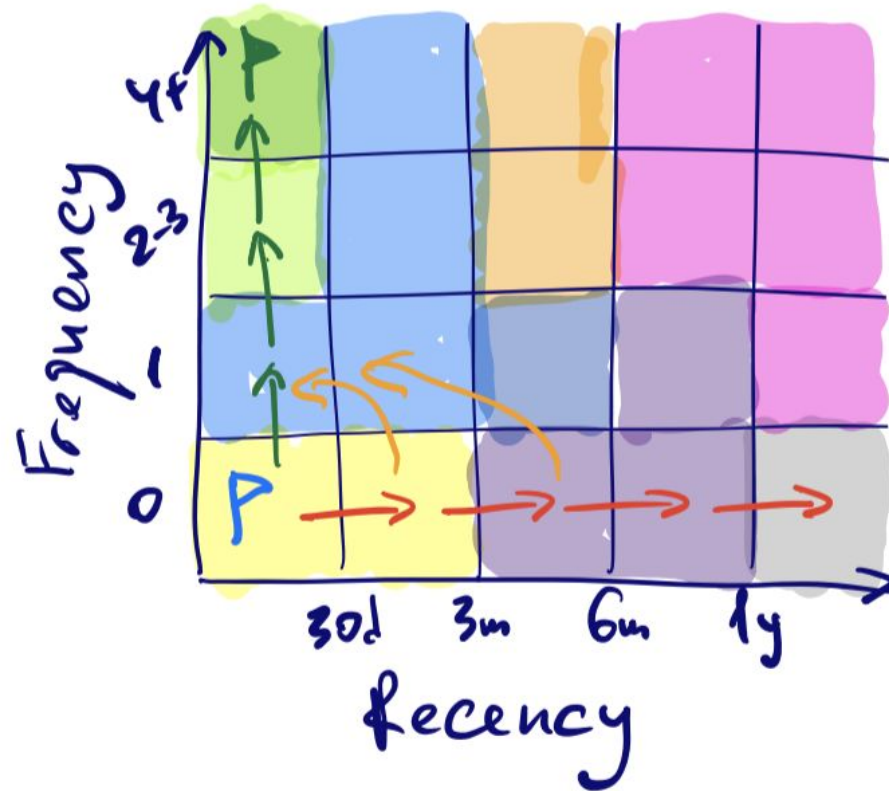
Abandoned Funnel Example



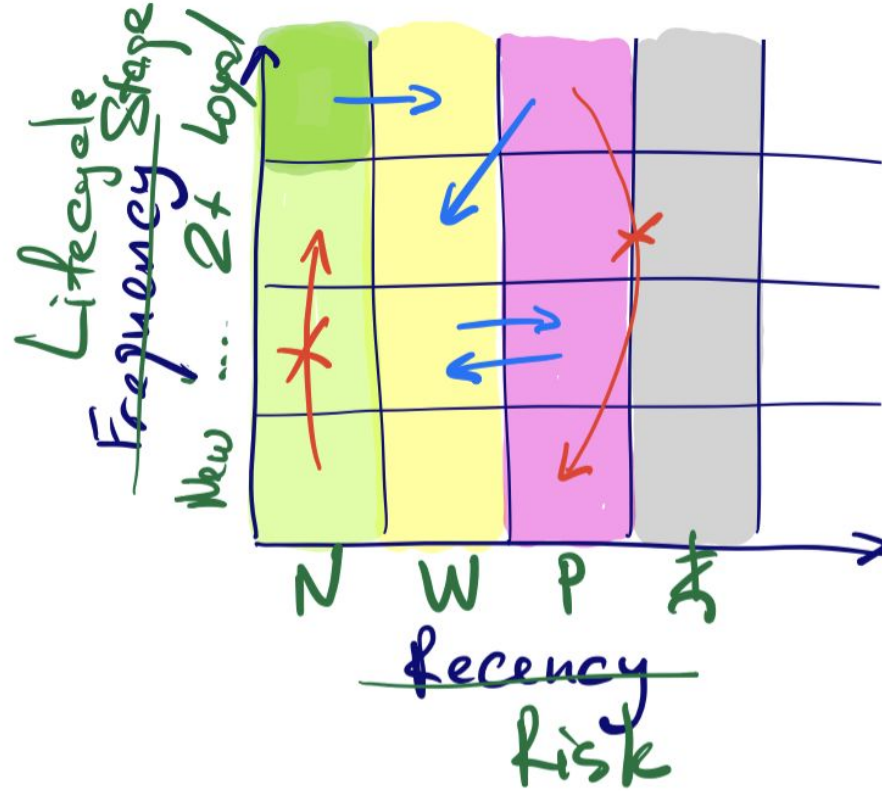
Let's define what is Good Metric



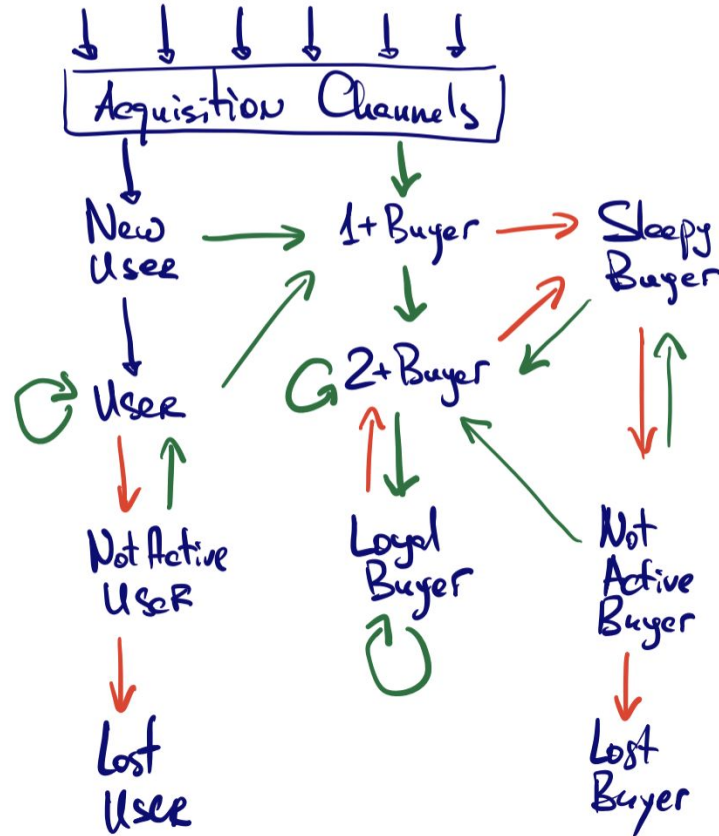
(RFM) Recency, Frequency, Money



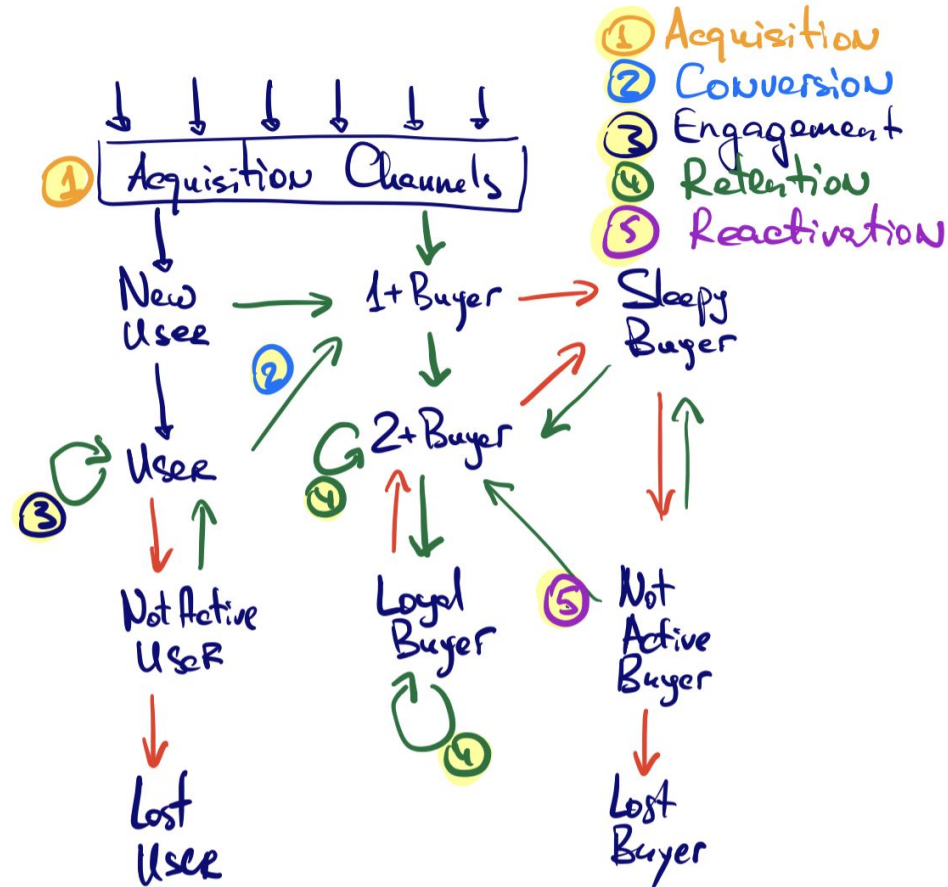
Customer Grid



Customer Journey

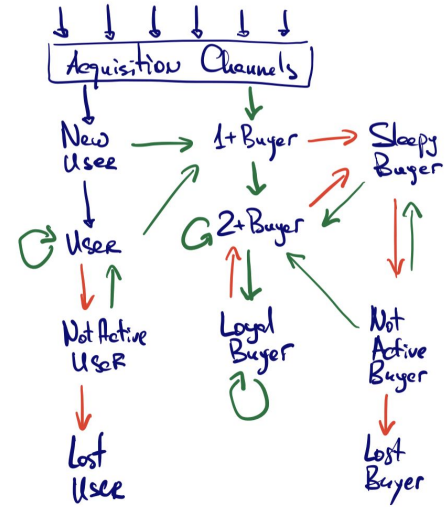
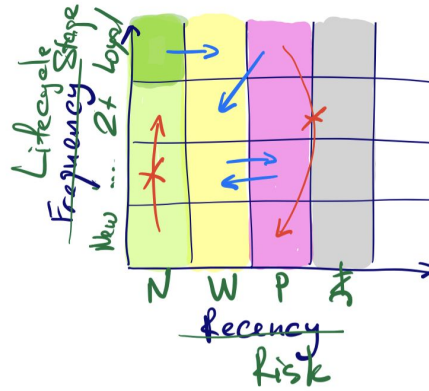
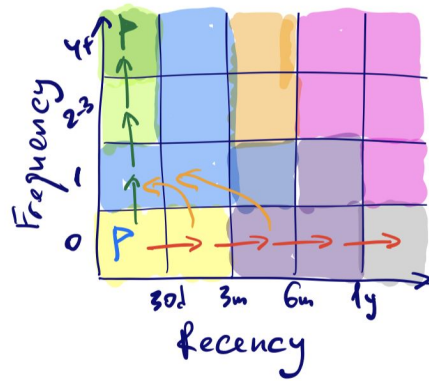


Objectives / Goals

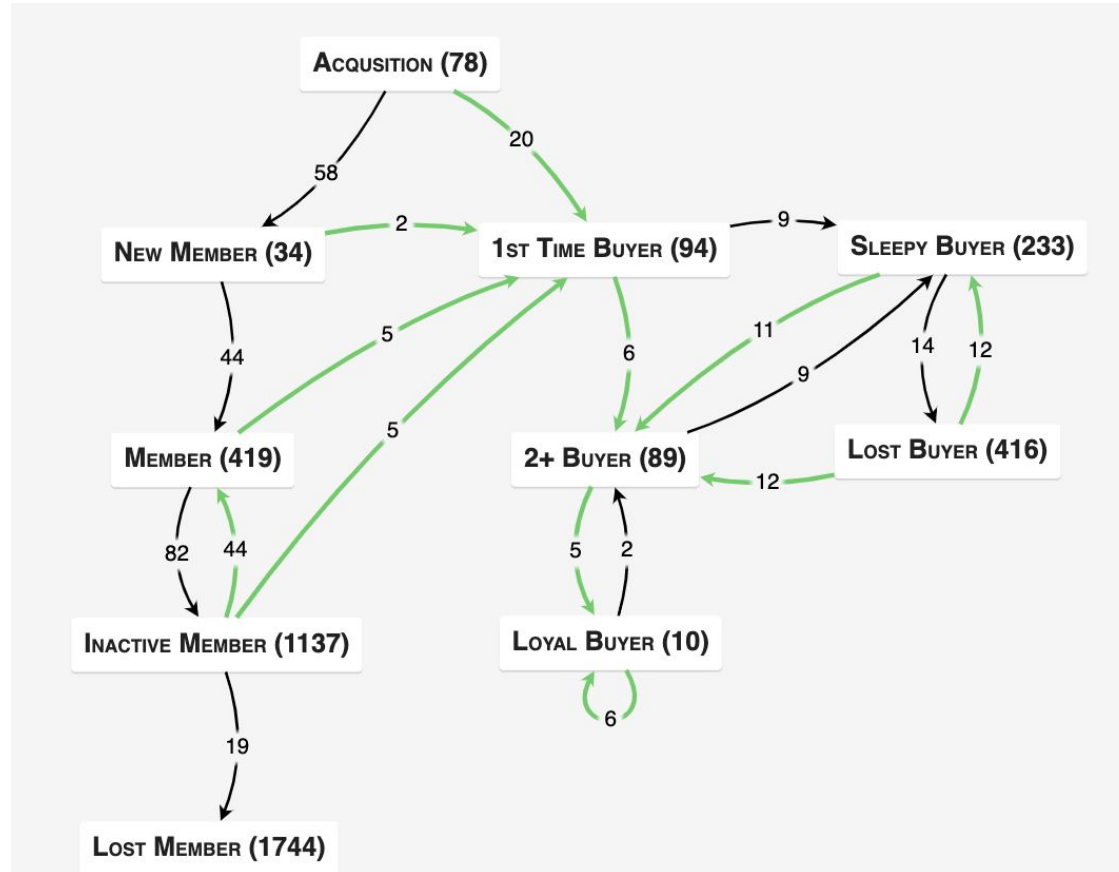


Improve your metrics

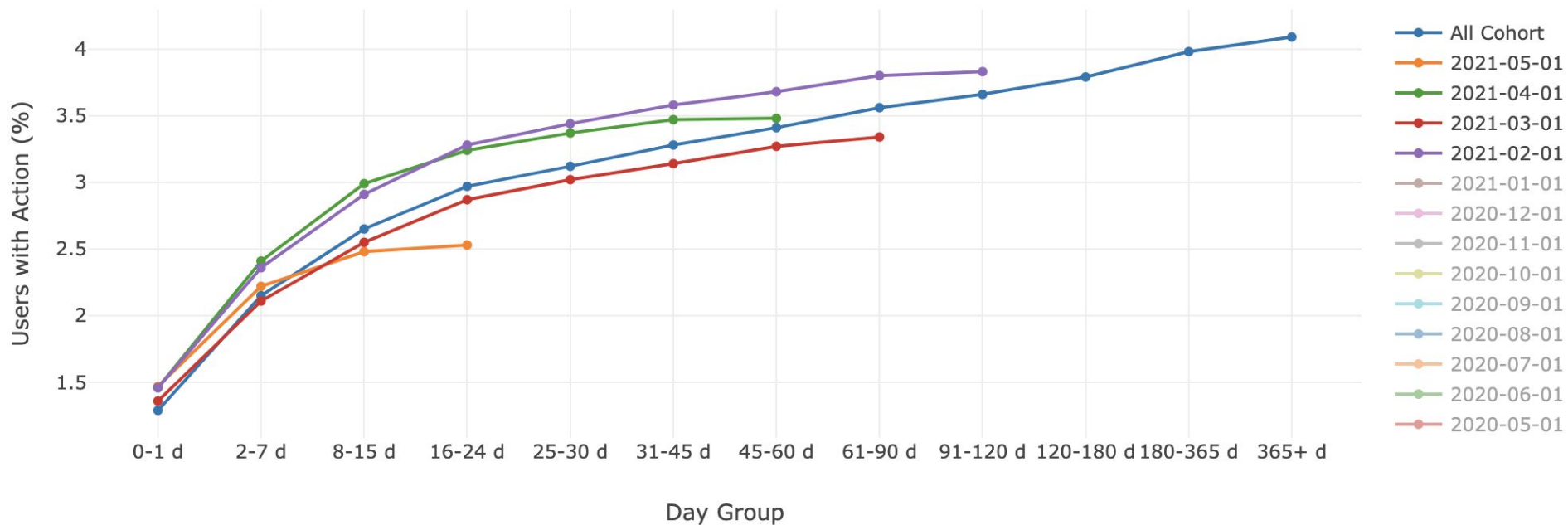
RFM → CustomerGrid → Lifecycle Graph



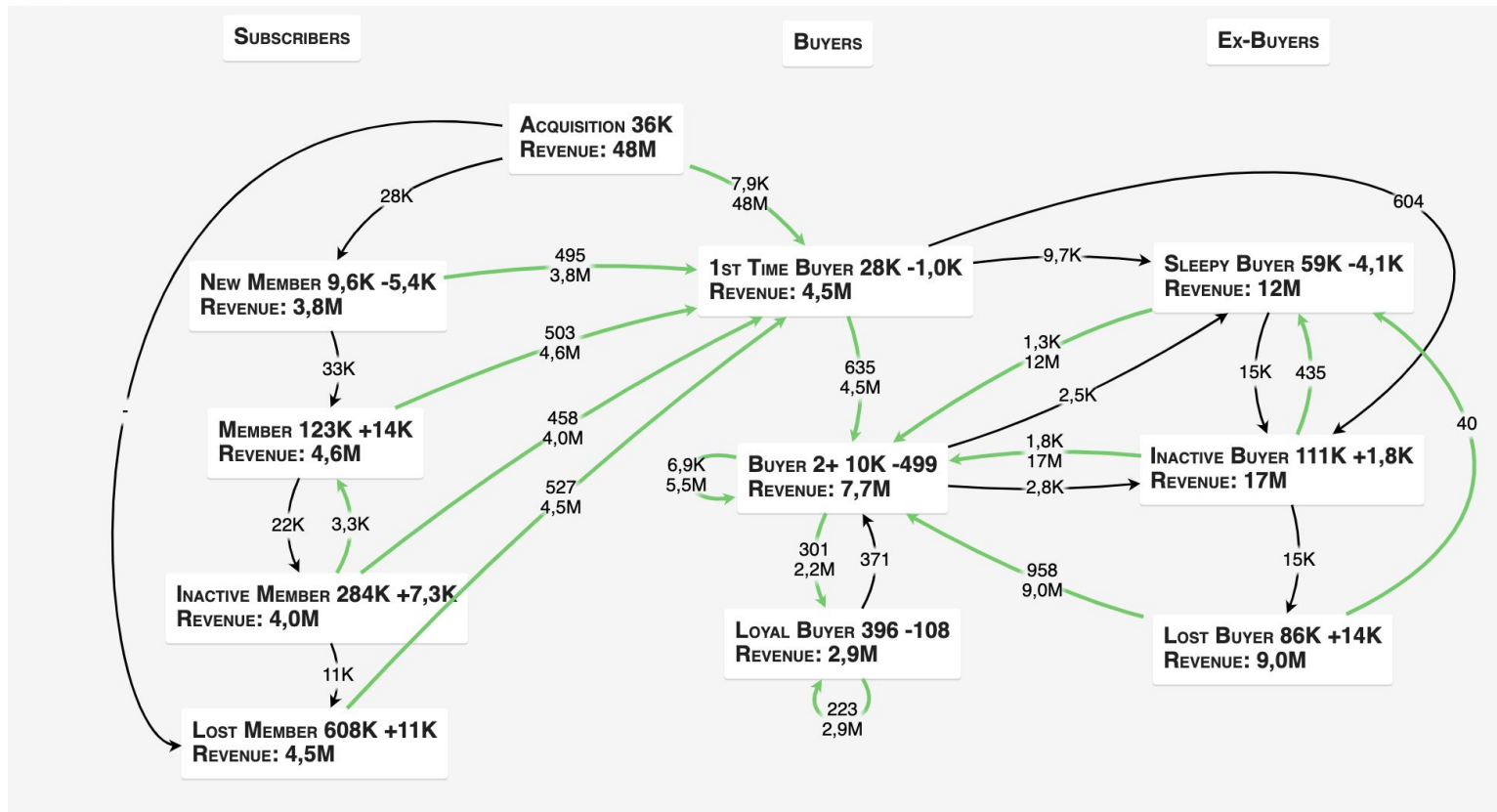
CJM Example for ecommerce



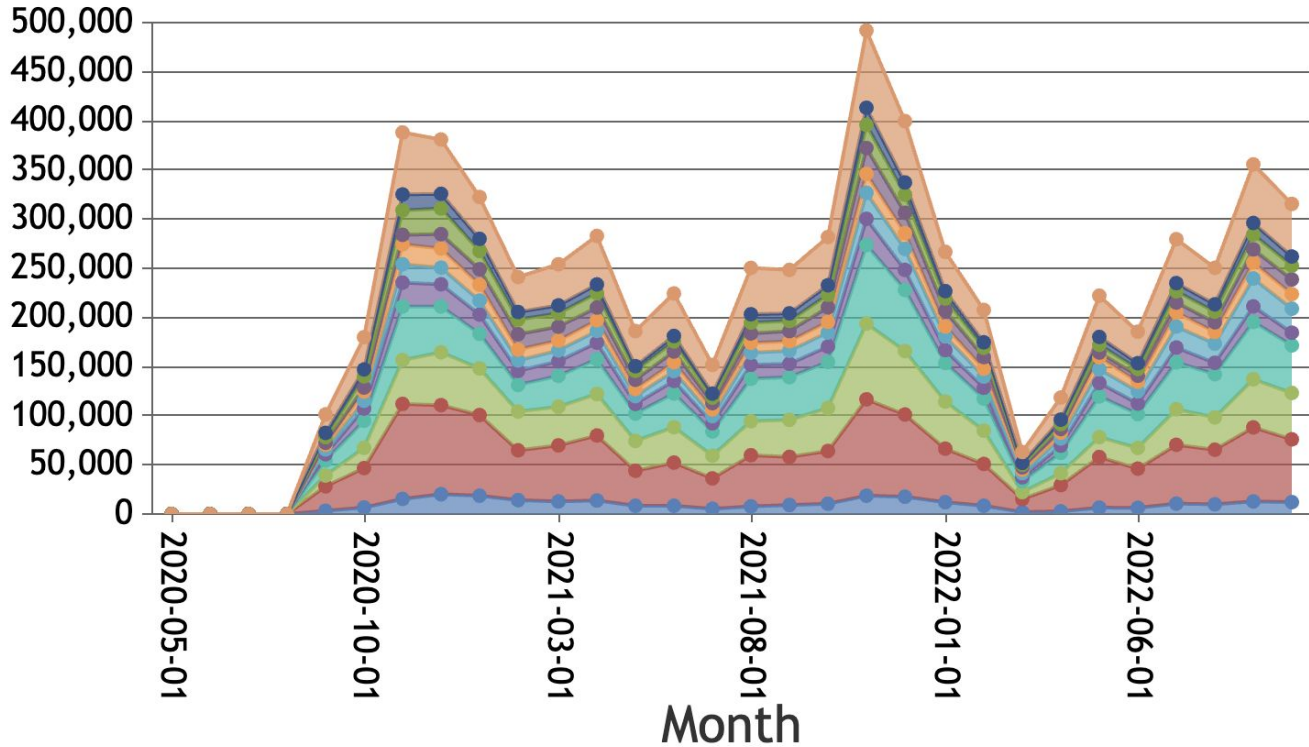
Acum Distribution of Conversion by cohort



CJM Example for ecommerce



Revenue by State



▲ 1st Time Buyer ▲ Acquisition ▲ Buyer 2+ ▲ Inactive Buyer
 ▲ Inactive Member ▲ Lost Buyer ▲ Lost Member ▲ Loyal Buyer ▲ Member
 ▲ New Member ▲ Sleepy Buyer

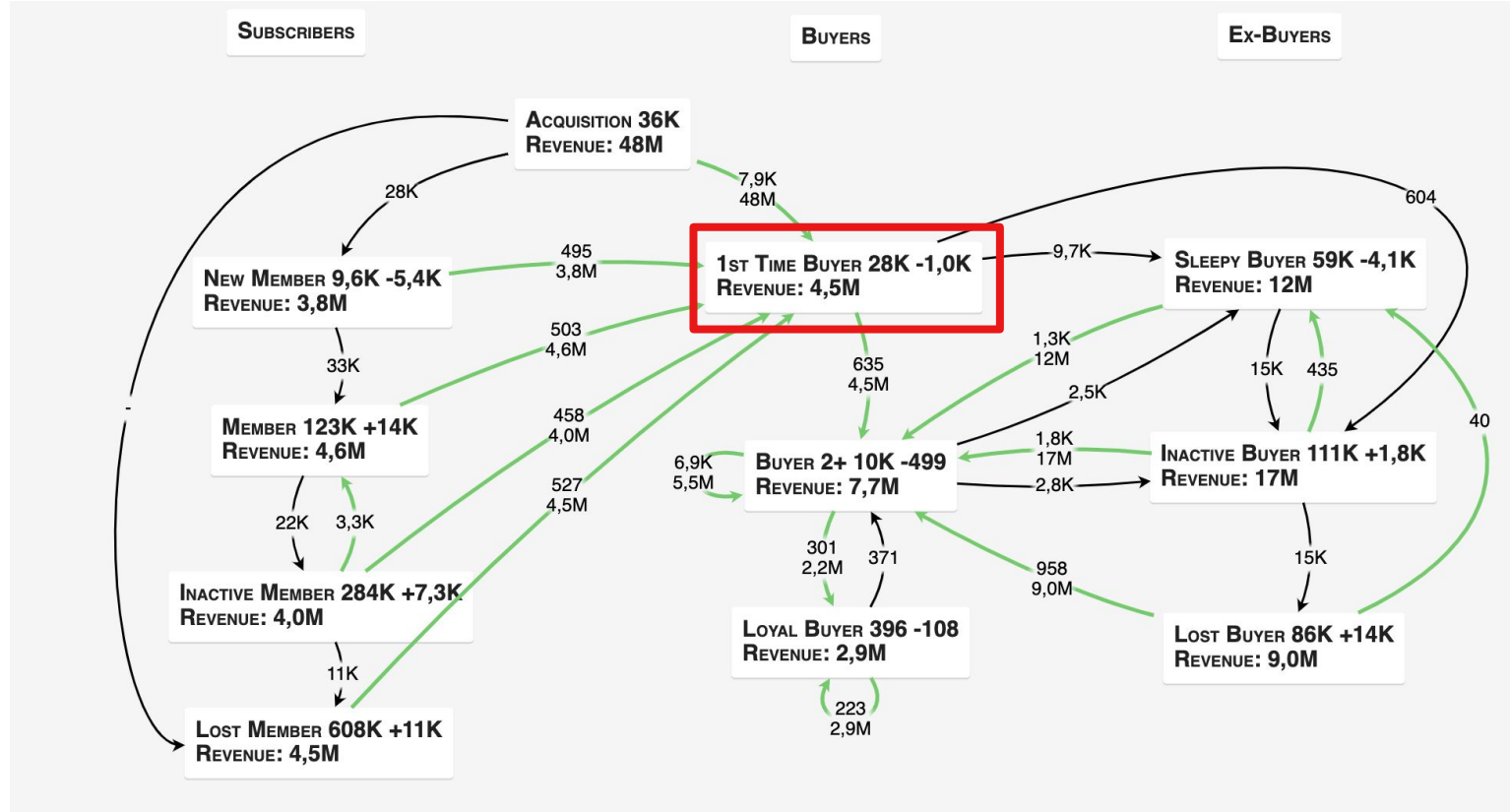
Attribution

	Total		7 days attribution		2 days attribution	
Revenue	322 554 445		60 078 931		46 293 651	
New	93 318 364	28,9%	10 710 162	11,5%	9 903 090	10,6%
Member	57 353 615	17,8%	9 393 360	16,4%	7 501 106	13,1%
Buyer	171 882 466	53,3%	39 975 409	23,3%	28 889 455	16,8%

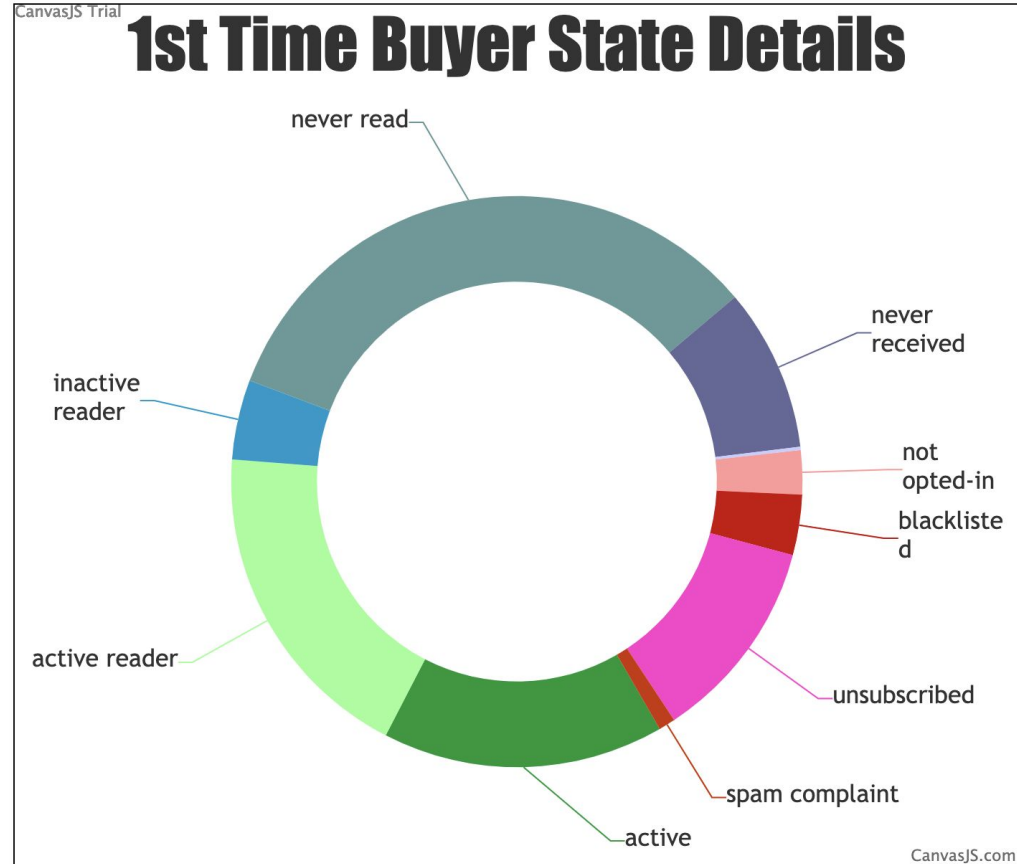
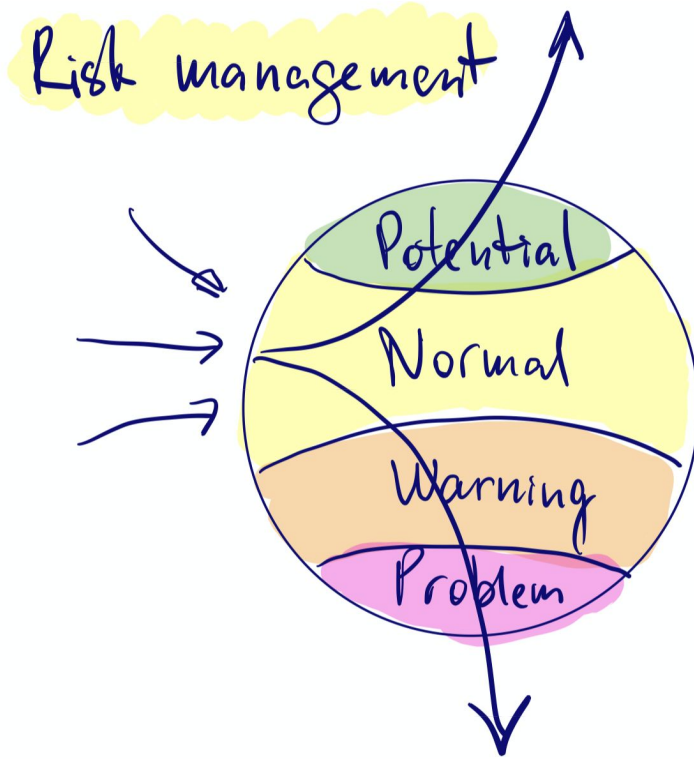
320M
46M



Drilling Down



Drilling Down



Revenue Modeling

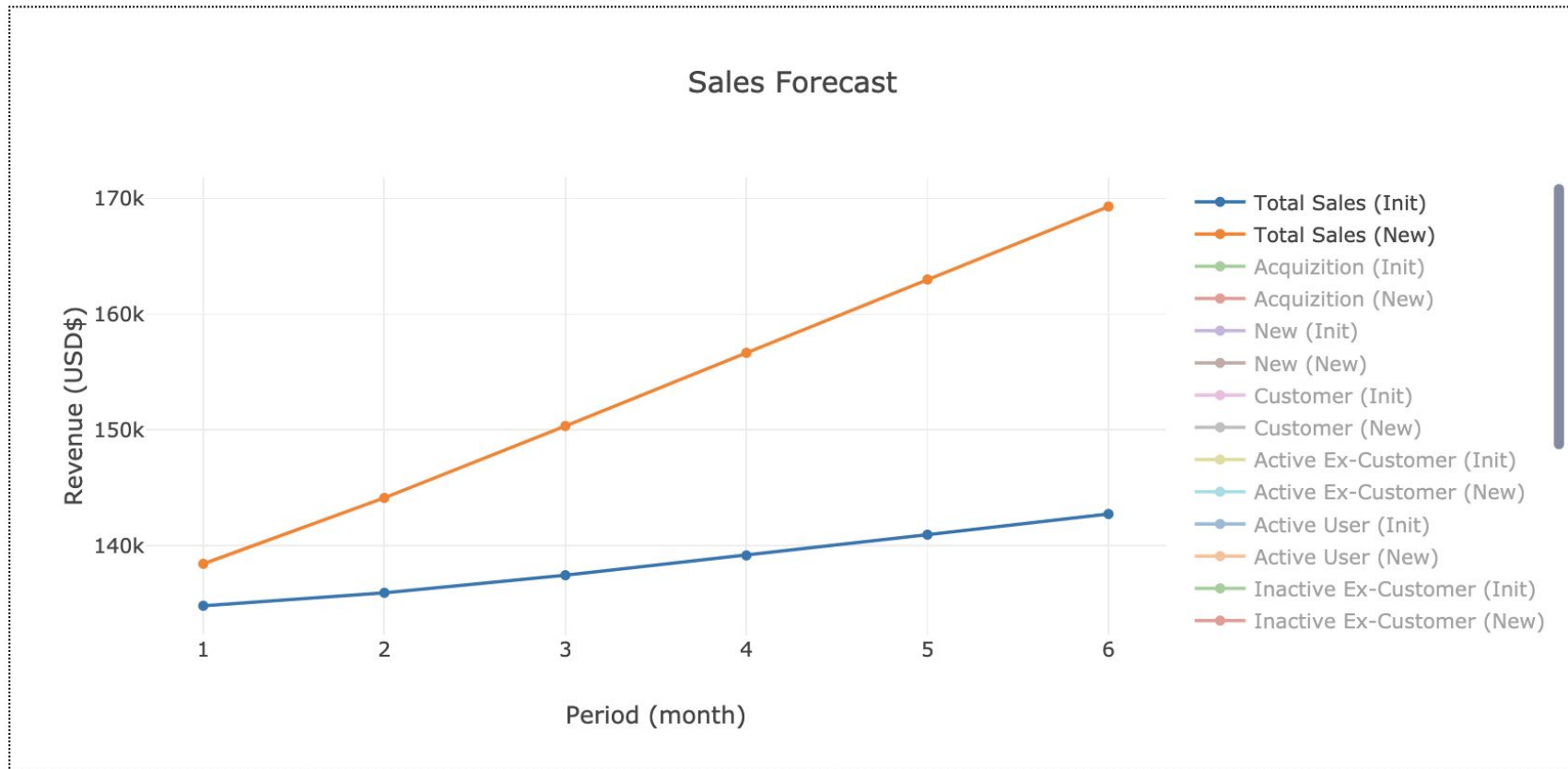
Acquization %	0
Onboarding %	7
Retention %	10
Conversion %	2
Reactivation_U %	1
Reactivation_C %	2
Engagement %	5

	Acquization	New	Customer	Sleeping Customer	Purgatory	Active User	Active Ex-Customer	Inactive User	Inactive Ex-Customer	Lost User	Lost Ex-Customer
Acquization	0	99.04	0.96	0	0	0	0	0	0	0	0
New	0	0	1.4	0	0	98.6	0	0	0	0	0
Customer	0	0	87.78	10.5	1.72	0	0	0	0	0	0
Sleeping Customer	0	0	31.57	71.1	-2.67	0	0	0	0	0	0
Purgatory	0	0	12.15	0	0	0	66.8	0	14.6	0	6.45
Active User	0	0	1.15	0	0	32.13	0	66.72	0	0	0
Active Ex-Customer	0	0	10.11	0	0	0	41.88	0	48.06	0	0
Inactive User	0	0	0.03	0	0	6.46	0	39.82	0	53.7	0
Inactive Ex-Customer	0	0	1.15	0	0	0	22.39	0	33.28	0	43.3
Lost User	0	0	0.01	0	0	1.03	0	0	0	98.96	0
Lost Ex-Customer	0	0	0.19	0	0	0	4.24	0	0	0	95.57

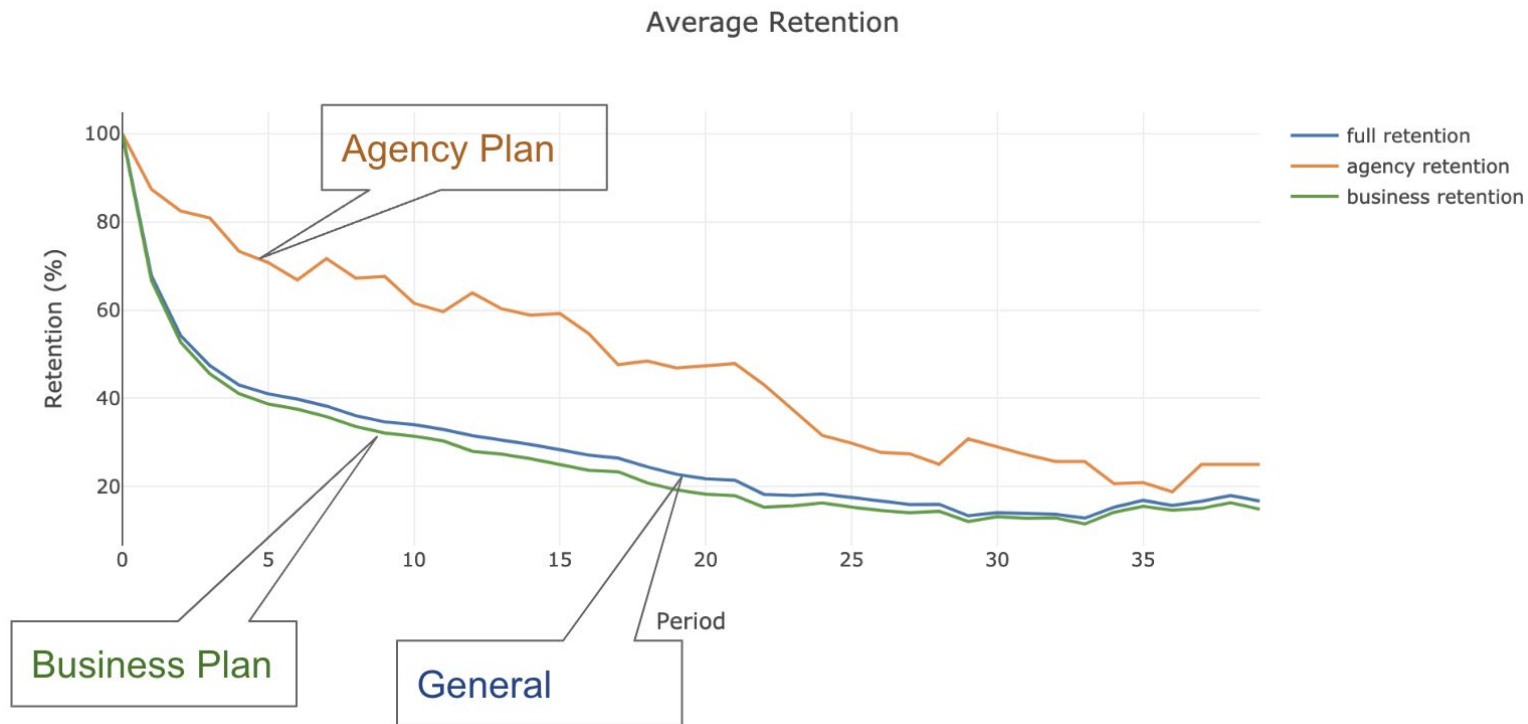
6

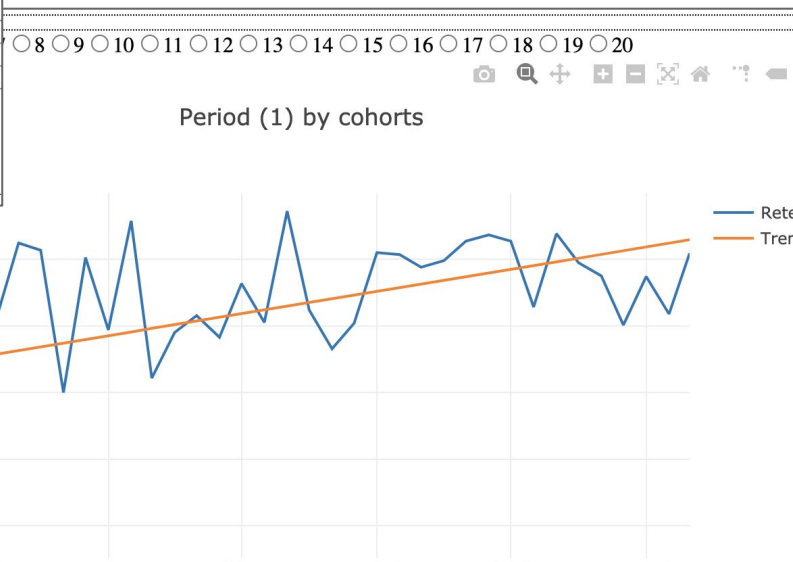
Generate Frst

Revenue Modeling

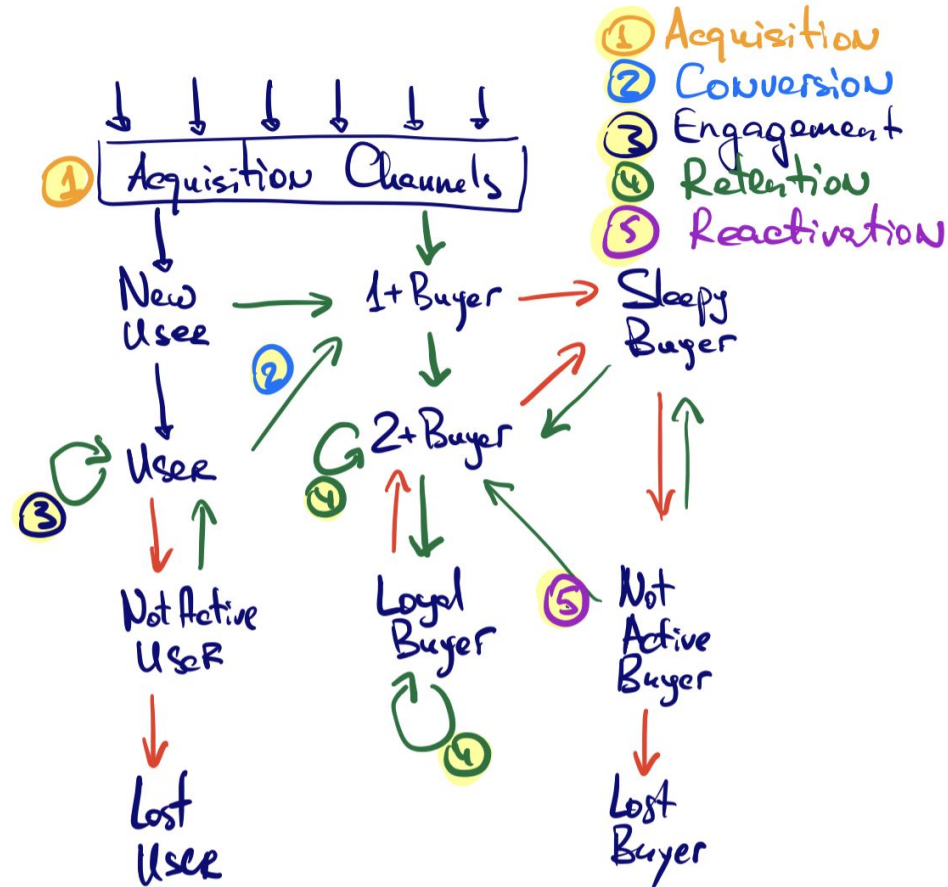


Profiling is a Key



[illegible]

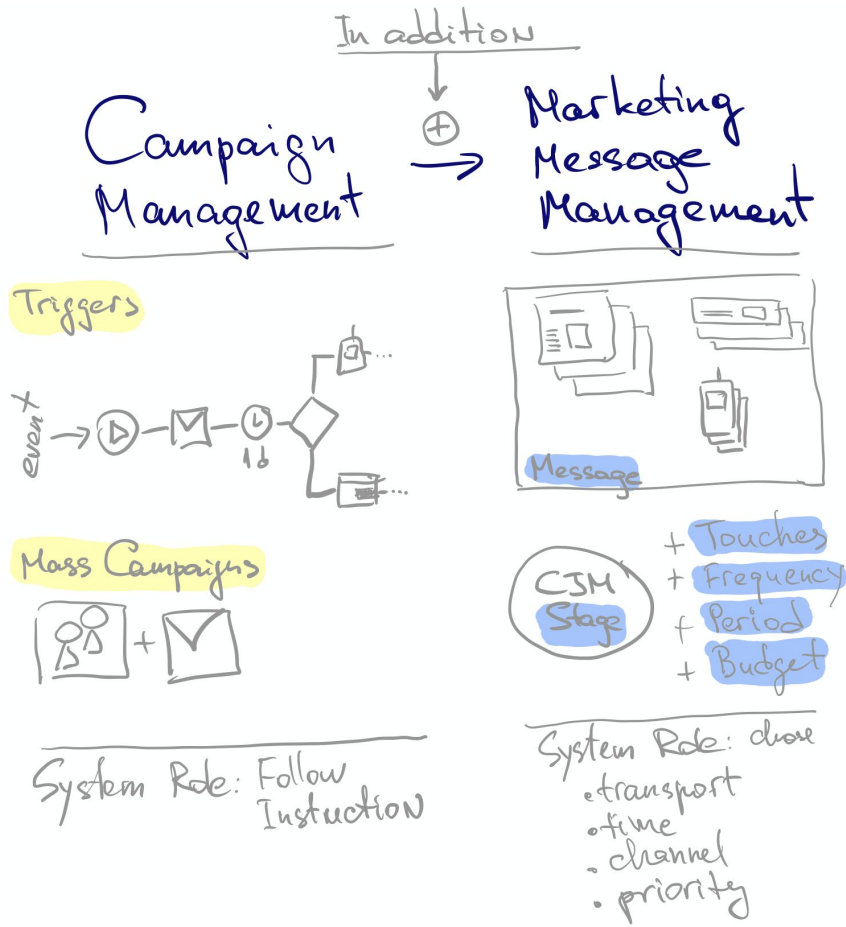
Focus on Objectives



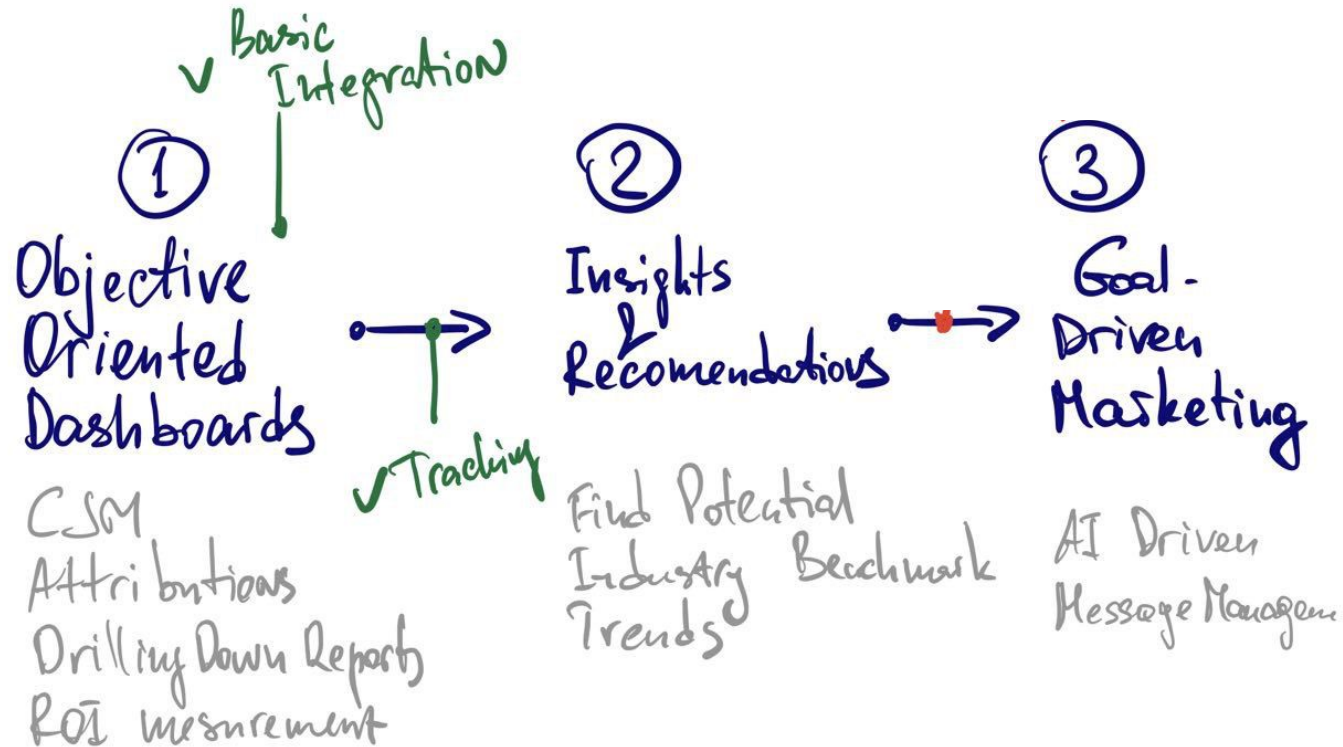
AI/ML in Direct Marketing

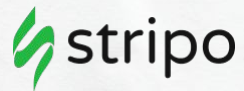
- ① Recommendations
- ② Predictive Segmentation
- ③ Perfect timing signals
- ③ ROI / LTV Prediction
- ④ Customer Journey Optimisation

CDP Role Evolution



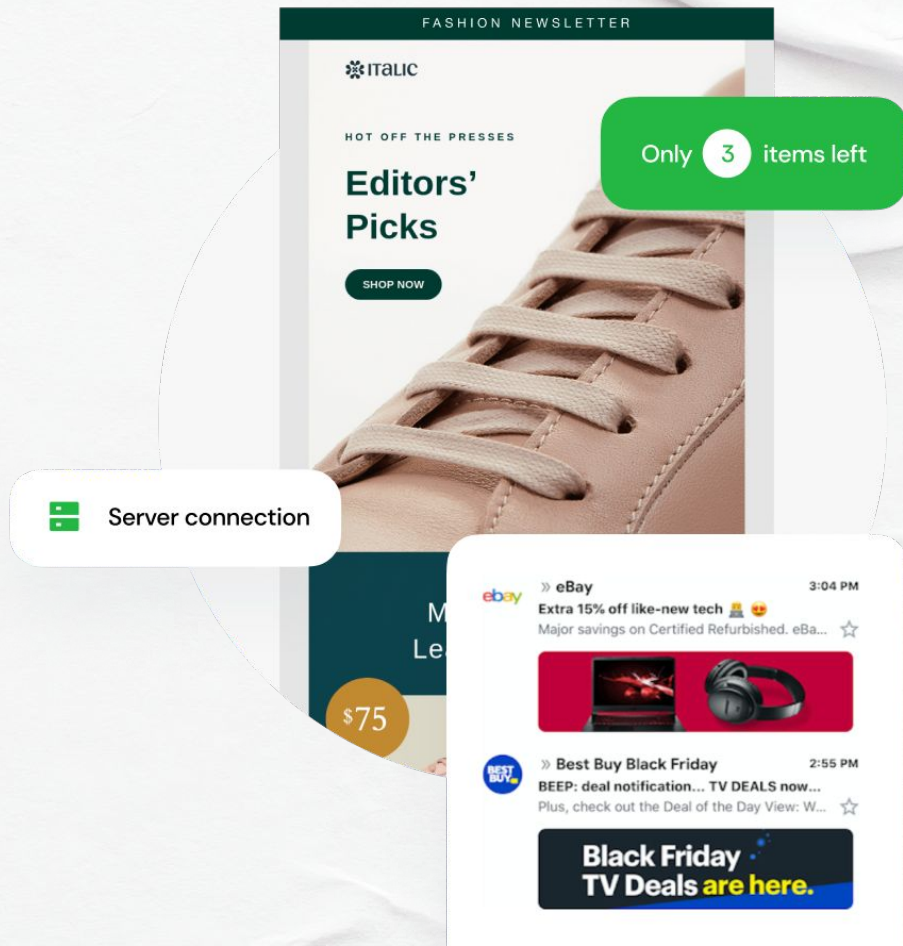
High-level Roadmap





Examples

- Annotations for Promotional Tabs
- Real-time content
- Images + countdown timers
- Dynamic Emails (AMP for Email)



Sender name

Stripo.email

Email subject line

Can you keep a secret, Sam? VIP access to Cyber ...

Sender logo URL

data:image/jpeg;base64,/9j/4AAQSkZJRgABAQA...



Show promo image

data:image/png;base64,iVBORw0KGgoAAAANS...



Include a discount offer

Offer description

55% OFF

Offer code

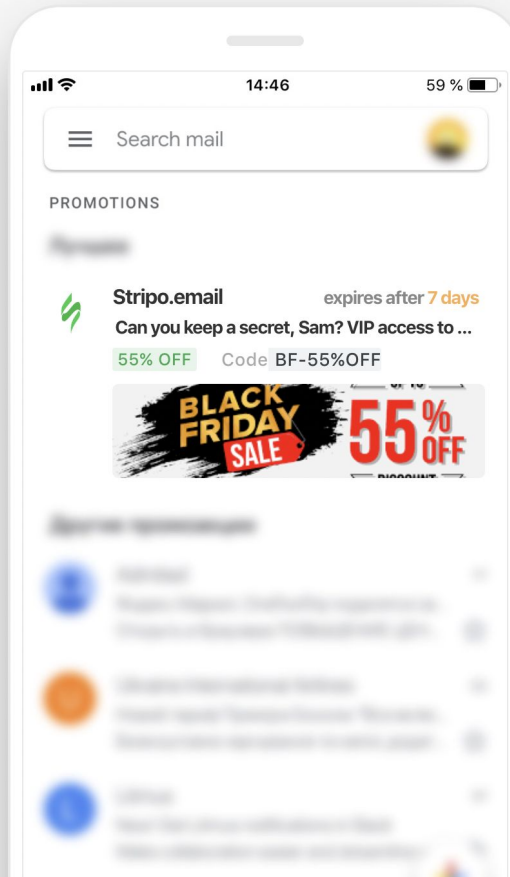
BF-55%OFF



Specify your code expiration date

End date

Timezone

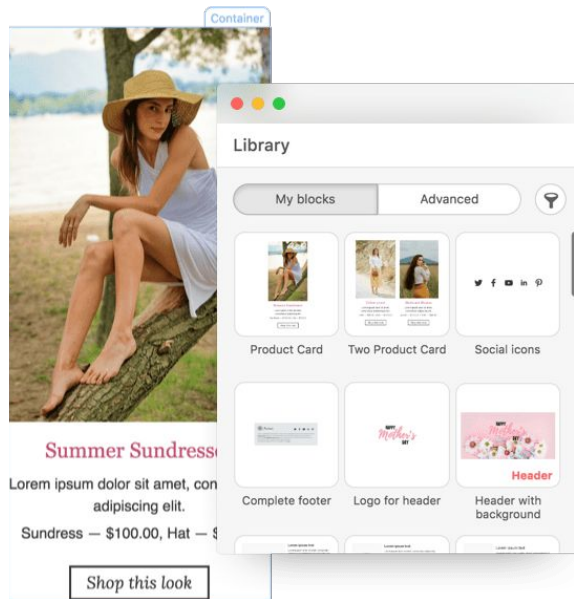


What's in common between:

SpaceX, Falcon 9



Stripo, Email

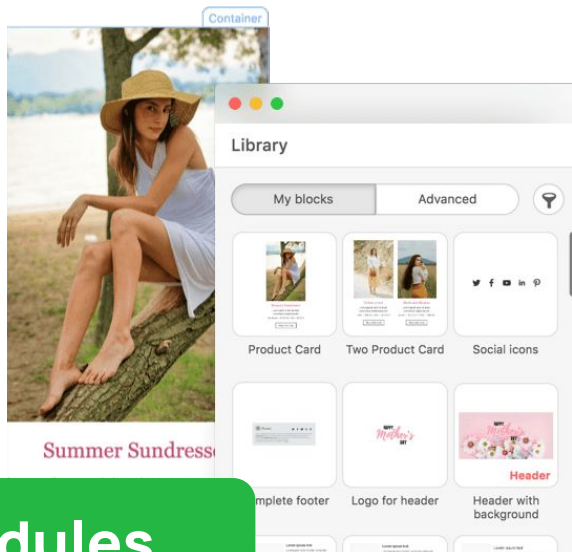


What's in common between:

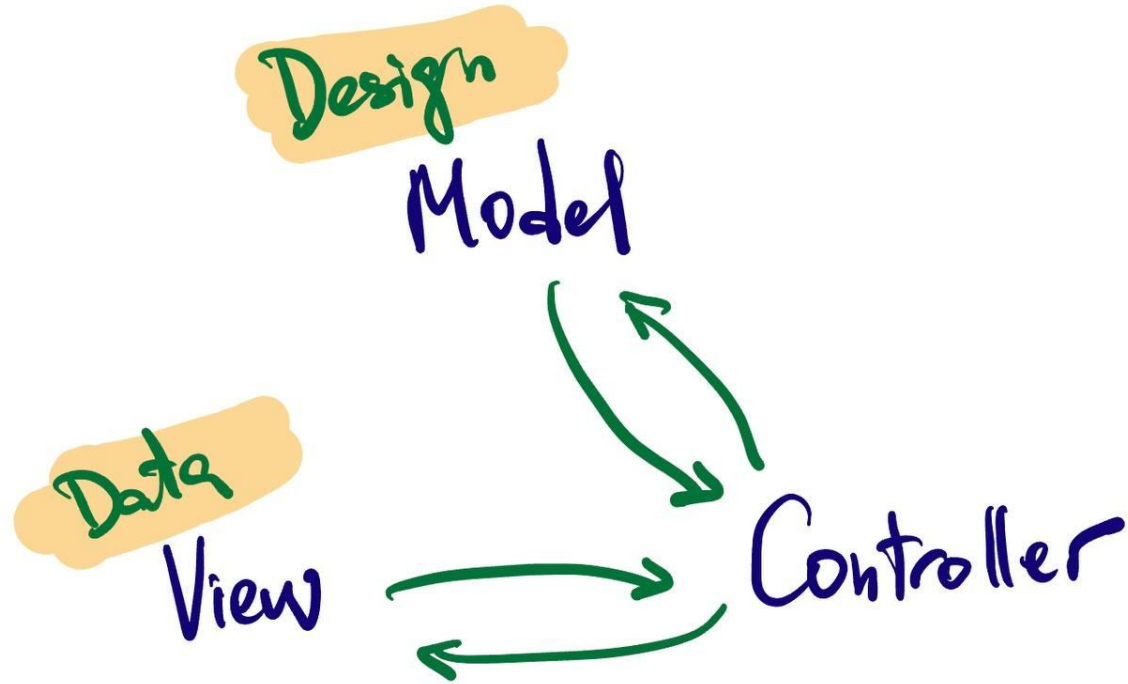
SpaceX, Falcon 9



Stripo, Email



Reusable Modules





Let's show it live





THANK YOU!

Let's follow the future together



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