Digital & creative—Leveraging data to make over your email programs
NFL, Pepsi, Epsilon

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OVERVIEW
Data-driven insights and compelling creative are a powerful combination to enhance your email marketing performance. With the overwhelming amount of available data, marketers need to determine how to use data both creatively and strategically to bring a new level of personalization to the inbox.

KEY FINDINGS

- Email is a wildly successful channel, $33:1 ROI industry-wide ("it's free").
- Emails sent daily is forecast to increase by 10-11% by 2019.
- GenZ is a Master of Information control and prefers email because they can control it.
- Engagement has been pretty steady.
- Personalization is a top priority for email marketers.

NFL case study
- The NFL is acquiring data from partners, events and compiling into centralized database (360-degree view), then activate. How do you achieve this?
  – You need a modular template system to help create a wireframe for every possible creative combination. Wireframe allows you to expand and contract and bring in modules of content.
  – Have a style guide so there is discipline in place to remain consistent.

- For international, the NFL's centralized database has gone a long way with personalization and segmentation (favorite teams, stats, attendees). In key international markets they combine data and sources; created a style guide for each major market and a template with modules. This takes away day-to-day logistics to more strategic thinking. There are opportunities for social content for retaining and engagement (polls, Instagram). An email that used to take two weeks can now be put together in four hours.

- The Draft Daily Newsletter looks at all data points to make the most of a fan's experience at a live event. Real-time badge progress that shows live site engagement.

- Super Bowl newsletter shows live stream of score.

KEY FINDINGS (CONT.)

Pepsi case study

- The CPG customer expects a different level of personalization than other industries. They want to know why your email exists for them with a focus around product, retailers and restaurants.

- Pepsi collects, crafts and activates. The look at engagement—what products consumers are interested in, layered on geography and lifestyle. They then do customized modeling on top of 3rd party data to understand the impact. You can't get to relevant email until you understand the data.

- Pepsi's goal is to double the amount of content next year. The want to cut html to reduce costs and put dynamic content in place to get to more massive scale.

How should a brand get started?

- Let creative team meet with strategy and analytics folks.

- NFL measures success through conversations for shop and lifetime value of a fan. Email file has a lifetime value higher than non-email folks. They are currently trying a super hold-out to see how they interact with NFL vs. those who get messaging.

- Connect with senior leadership and show value beyond internal KPIs.

> "Customers are saying, 'Show me that you know who I am and that you value me. Give me content that is about educating me, not selling me.' Creating an emotional connection results in a 2X lift in sales."
> – Ben Ardito, VP, Digital Services, Epsilon
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> "NFL fans expect that their content is going to be personalized. They hold us to a high standard."
> – Alex Reffsin, Manager, Fan Centric Marketing, NFL
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> "The CPG customer expects a different level of personalization than other industries. They want to know why your email exists for them with a focus around product, retailers and restaurants."
> – Mike Scaffidi, Director, Data Accelerator, Pepsi