



Win-back Campaigns and List Cleansing

Last-chance strategies to re-engage inactives before the purge

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CNET

Pamela Markey

Senior Director, Marketing

MECLABS

Session Speaker



@macrosmmed

Diana Primeau Director, Member Services CNET

Diana leads a cross-functional team that drives site engagement, increases subscription conversions, maximizes social and traditional email registration, and **pristinely manages email lists comprised of millions of unique visitors.**

Previously: Vice President of Cross Product Initiatives at **Macromedia.**

Session Speaker



@PamelaMarkey

Pamela Markey **Senior Director, Marketing** **MECLABS**

Pamela builds strategic partnerships, plans promotional initiatives, and is responsible for all content planning, communication- and marketing-related activities. If it impacts a MECLABS brand, it goes through Pamela

Previously: Marketing and Marketing Communications at **Bell Canada and Microsoft.**



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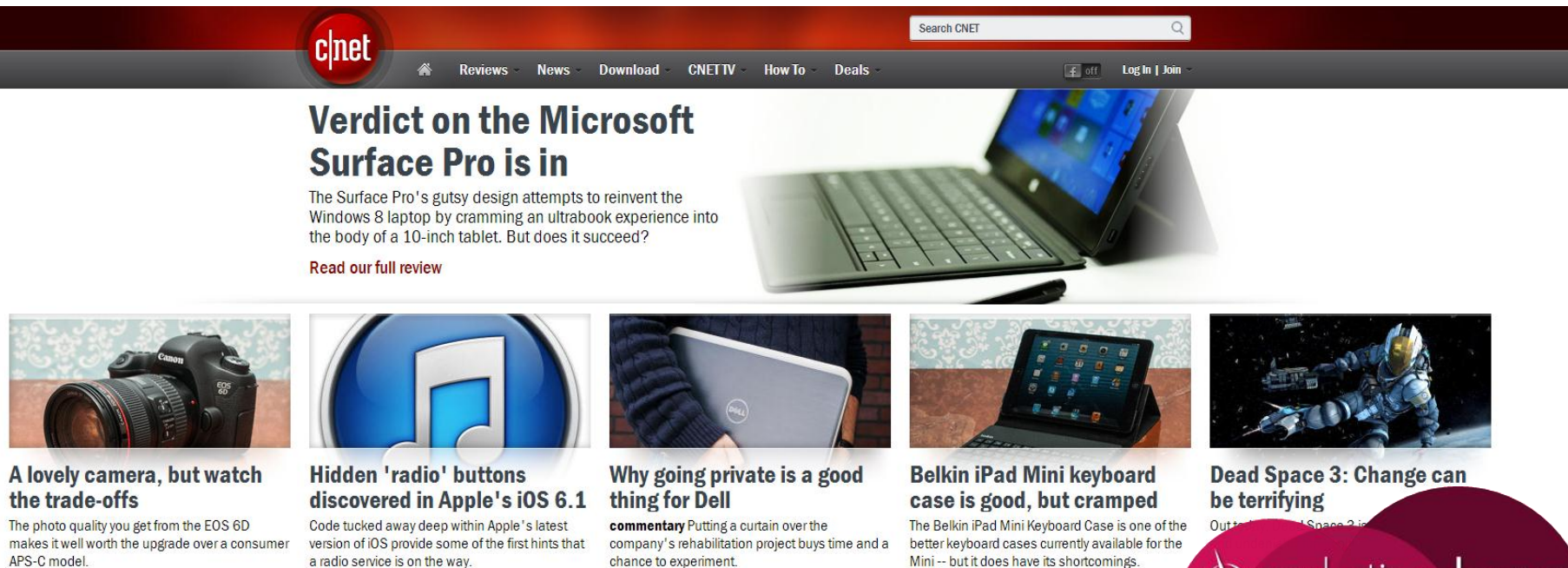
PURGING SUBSCRIBERS

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- The **#1 source for researching tech and consumer electronics**
- The world's largest and most trusted tech media source for news, reviews and downloads
- More than **100 million unique users**.

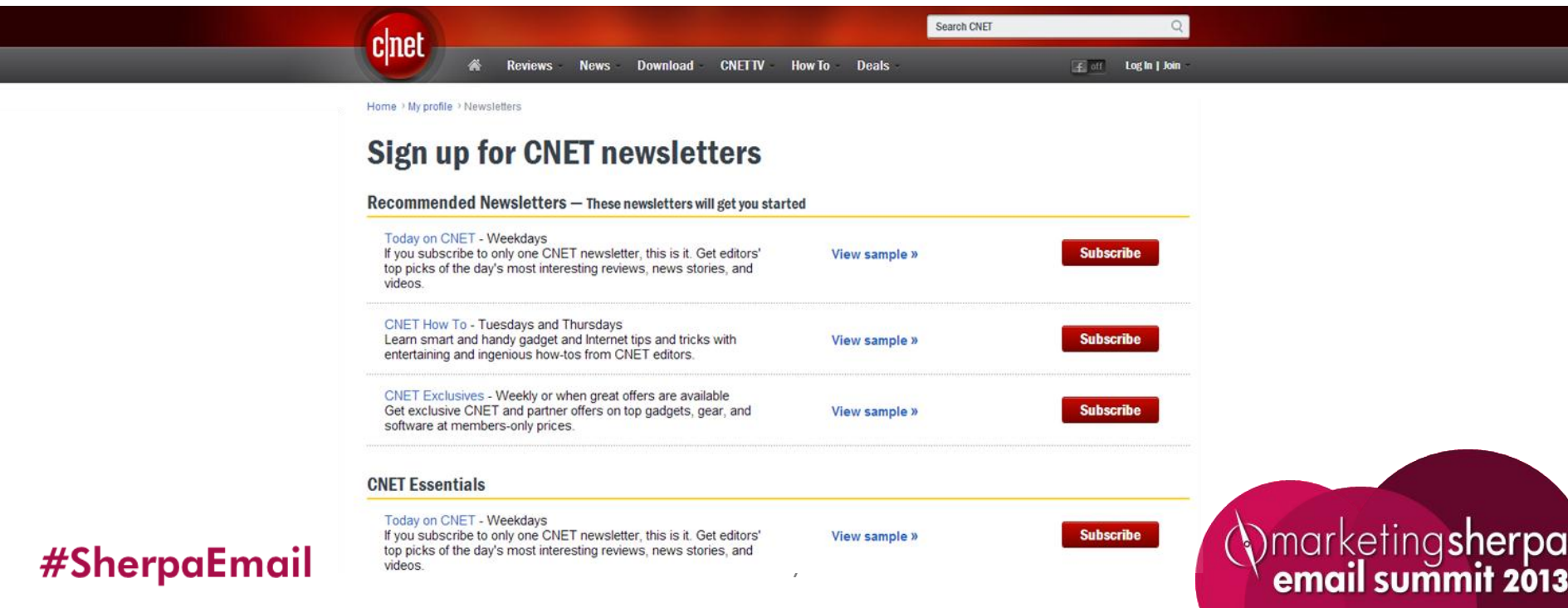


The screenshot shows the CNET website interface. At the top is a dark red navigation bar with the CNET logo, a search bar, and links for Reviews, News, Download, CNET TV, How To, and Deals. Below the navigation bar is a large featured article titled "Verdict on the Microsoft Surface Pro is in" with a sub-headline "The Surface Pro's gutsy design attempts to reinvent the Windows 8 laptop by cramming an ultrabook experience into the body of a 10-inch tablet. But does it succeed?" and a link to "Read our full review". To the right of the article is an image of the Microsoft Surface Pro. Below the featured article are five smaller article thumbnails, each with an image and a headline:

- A lovely camera, but watch the trade-offs**: The photo quality you get from the EOS 6D makes it well worth the upgrade over a consumer APS-C model.
- Hidden 'radio' buttons discovered in Apple's iOS 6.1**: Code tucked away deep within Apple's latest version of iOS provide some of the first hints that a radio service is on the way.
- Why going private is a good thing for Dell**: **commentary** Putting a curtain over the company's rehabilitation project buys time and a chance to experiment.
- Belkin iPad Mini keyboard case is good, but cramped**: The Belkin iPad Mini Keyboard Case is one of the better keyboard cases currently available for the Mini -- but it does have its shortcomings.
- Dead Space 3: Change can be terrifying**: Out there, Dead Space 3 is...

CNET Newsletters

- 13 editorial newsletters
- 3 deals-based newsletters
- 1 marketing newsletter
- **Peak periods of subscription and engagement** based on technology industry cycles and news



The screenshot shows the CNET website's newsletter sign-up page. The header features the CNET logo, a search bar, and navigation links for Reviews, News, Download, CNETTV, How To, and Deals. The main content area is titled 'Sign up for CNET newsletters' and includes a section for 'Recommended Newsletters' with three options: 'Today on CNET - Weekdays', 'CNET How To - Tuesdays and Thursdays', and 'CNET Exclusives - Weekly or when great offers are available'. Each option has a 'View sample »' link and a 'Subscribe' button. Below this is a section for 'CNET Essentials' with a single option: 'Today on CNET - Weekdays', also with a 'View sample »' link and a 'Subscribe' button. The footer includes the hashtag #SherpaEmail and a logo for the marketing sherpa email summit 2013.

Home › My profile › Newsletters

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Today on CNET - Weekdays If you subscribe to only one CNET newsletter, this is it. Get editors' top picks of the day's most interesting reviews, news stories, and videos.	View sample »	Subscribe
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CNET Exclusives - Weekly or when great offers are available Get exclusive CNET and partner offers on top gadgets, gear, and software at members-only prices.	View sample »	Subscribe

CNET Essentials

Today on CNET - Weekdays If you subscribe to only one CNET newsletter, this is it. Get editors' top picks of the day's most interesting reviews, news stories, and videos.	View sample »	Subscribe
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CYBER MONDAY



HOLIDAY



CES



INDUSTRY NEWS

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Apple Press Info

Apple Introduces iPhone 5

Thinnest, Lightest iPhone Ever Features All-New Aluminum Design, Stunning 4-Inch Retina Display, A6 Chip & Ultrafast Wireless

SAN FRANCISCO—September 12, 2012—Apple® today announced iPhone® 5, the thinnest and lightest iPhone ever, completely redesigned to feature a stunning new 4-inch Retina™ display; an Apple-designed A6 chip for blazing fast performance; and ultrafast wireless technology*—all while delivering even better battery life.** iPhone 5 comes with iOS 6, the world's most advanced mobile operating system with over 200 new features including: the all new Maps app with Apple-designed cartography and turn-by-turn navigation; Facebook integration; Passbook® organization; and even more Siri® features and languages.

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c. To use all reasonable precautions, consistent with Confidant's treatment of its own

CNET > Reviews > Cell Phones and Accessories > Apple cell phones and accessories > Apple iPhone 5

iPhone 5 review:

Finally, the iPhone we've always wanted

Review

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Specs

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Shop



CNET Editors' Rating
 Excellent

\$149.99 to \$743.50

Review Date: 9/18/12 Updated on: 10/04/12

Average User Rating
 135 user reviews

Where to Buy

	LOW PRICE:	\$149.99
AT&T Wireless	\$149.99	See it
Verizon Wireless	\$199.99	See it
Amazon.com	\$743.50	See it
eBay	\$739.99	See it

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Quick Specifications

Release date	09/21/12
Service provider	Not specified
Weight	3.95 oz
Sensor resolution	8 megapixels
Diagonal screen size	4 in

[Full Product Specifications](#)

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Objectives

- Create a **win-back program** as an ongoing strategy and process
- Create a foundation and process that is **repeatable, scalable and measurable**
- **Tie it directly** to the goals of your team



Cleansing: Part of your marketing DNA

- It's **not one and done**
- It must be **ongoing, every day** – don't treat it like a campaign
- Don't wait for inactivity – **keep subscribers engaged** along the path
- If your subscribers don't re-engage when given the chance, **let them go**



Cleansing: Part of your marketing DNA



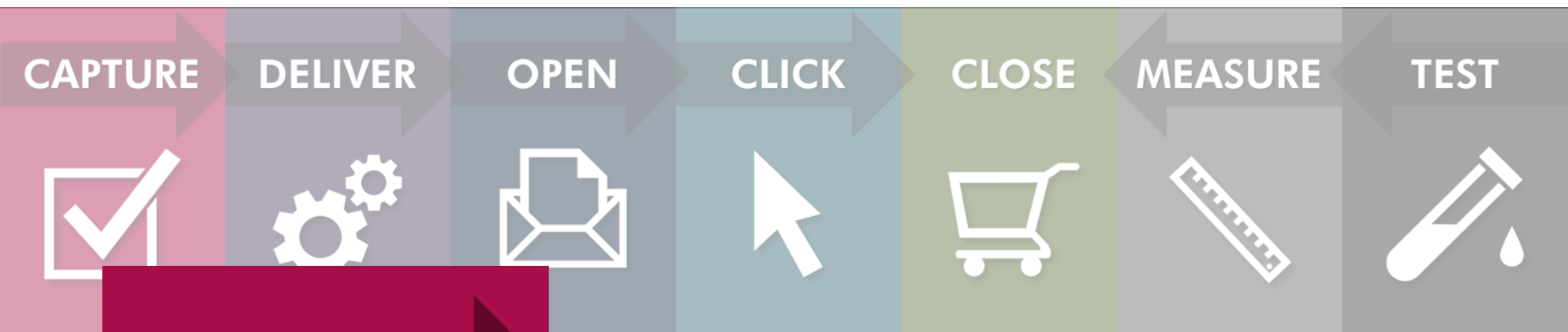
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GOAL: ENGAGEMENT

- Do 't wait for inactivity – keep subscribers re-engaged along the path

- If your subscribers don't re-engage when given the chance, **let them go**







The Approach

- 1 Segment the list for testing**
- 2 Test email subject lines and messaging**
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Segment list for testing



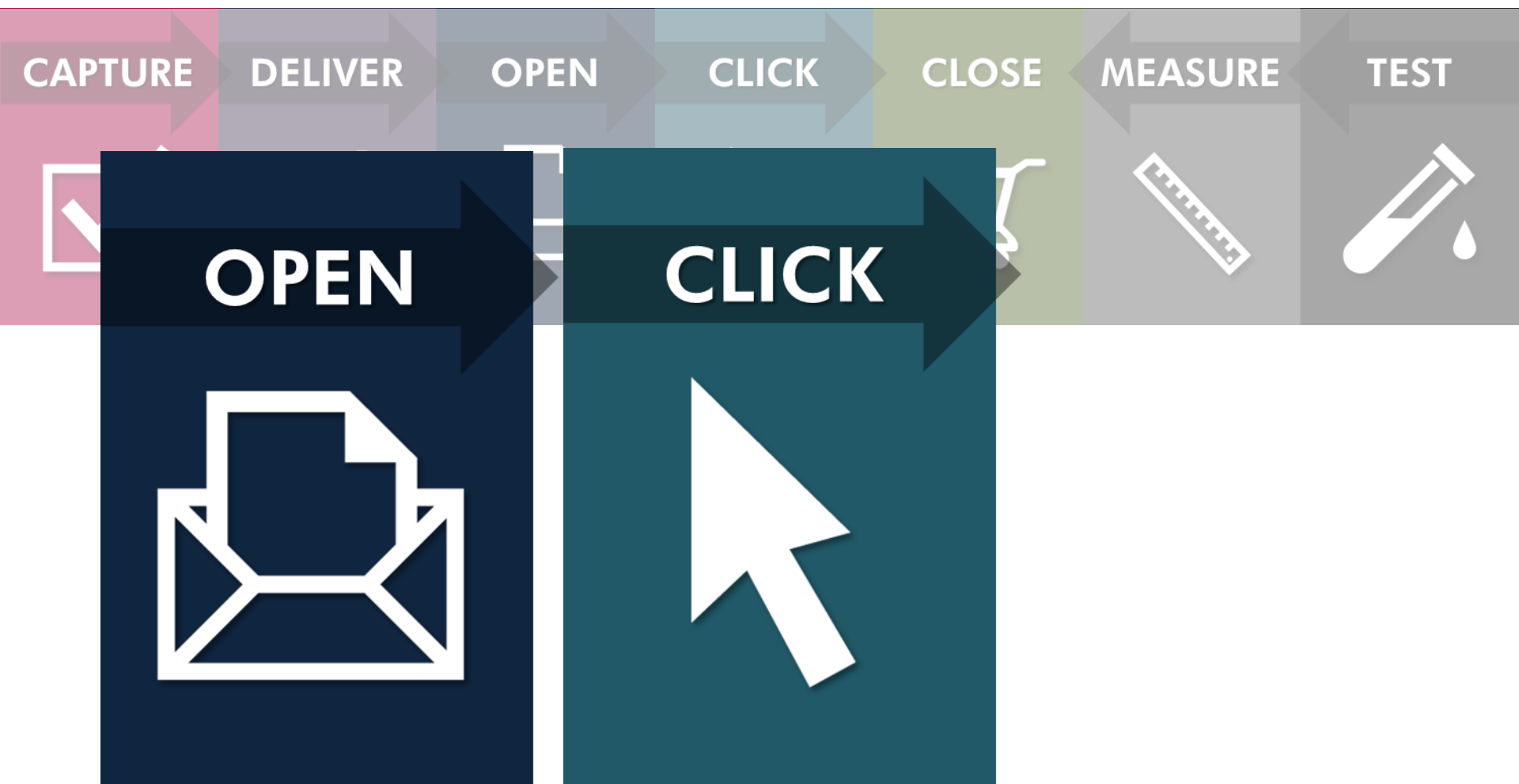
- Self-segmentation through **subscription preferences**
- Behavioral segmentation based on **activity or inactivity**

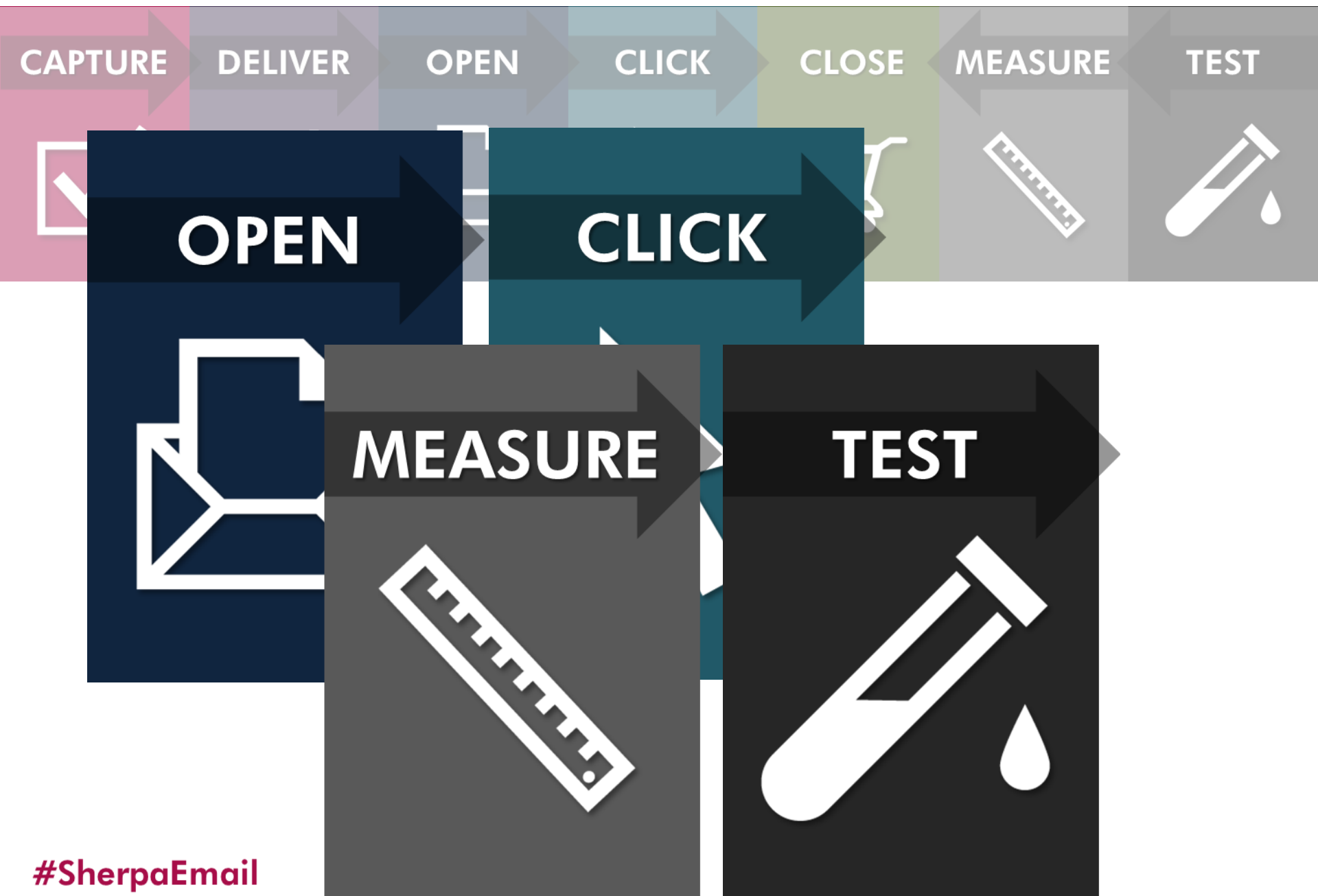


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Test email subject lines and messaging



- Focus subject line testing on **open** and **engagement** through relevancy – for social connection campaign:

Let's be friends

Join our social network

Test email subject lines and messaging



- Focus subject line testing on **open** and **engagement** through relevancy – for social connection campaign:

Let's be friends

+ 7.59%
OPEN RATE

Join our social network

+ 36.4%
CLICK RATE

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Send out win-back sweepstakes email



- Provide compelling value to subscribers to drive engagement
 - Two tickets to the **2012 International CES in Las Vegas**
 - **Round trip airfare** for two (U.S. and Canada, excluding QC)
 - **Three nights** at the Treasure Island Hotel & Casino



We miss you – please come back!

Member Announcements

[View online](#) |  [Share on Facebook](#) |  [Share on Twitter](#)

OCTOBER 13, 2011



There's no easy way to say this, so we're just saying it.

We miss your smiling face and we loved it when you would click "open" on our emails.

We want to give you a chance to win a trip to the world's most dazzling show for tech innovations.

You could win*:

- Two tickets to the 2012 International CES in Las Vegas
- Round trip airfare for two (US & Canada excluding Quebec)
- Three nights at the Treasure Island hotel

Please come back - we miss you.

Enter the sweepstakes »

*No purchase necessary. See rules for details.

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OCTOBER 13, 2011

8.33% user base re-engaged



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Send list cleanse and last chance emails



- Two sends, one week apart to all **inactive users**
- Provide the user with something relevant and interesting
- Give them a reason to stay



Is this goodbye? CNET will miss you.



Member Announcements

[View online](#)

JANUARY 27, 2012

For diana.smedley@cbsinteractive.com



We miss you -- please come back!

We loved it when you would click "open" on our e-mails, and we want you back.

Stay connected and get more exciting tech news, reviews, deals, and downloads than ever before.

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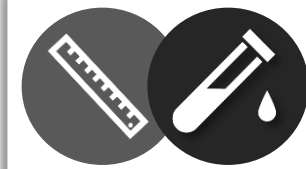
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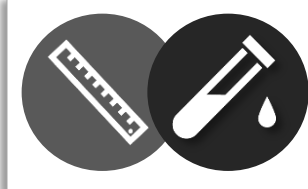
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List cleanse email results



	OPEN	CLICK
Is this goodbye? CNET will miss you.	9.24%	3.67%
CNET will miss you. Is this goodbye?	5.36%	2.37%

Cleanse and last chance campaign results



8.57% of inactive user base re-engaged

List cleanse and last chance campaign result in 8.57% re-engagement

EMAIL SEND	RE-ENGAGED
List cleanse email	6.35%
Last chance email	2.22%
Campaign results	8.57%



What You Need to Understand: You have to be committed to the cleanse. If you are going to send emails you have to follow through.


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It doesn't end there...



- Drive additional engagement and build subscriber list through **proactive campaigns throughout the year**
- Encourage active users to sign up for additional newsletters and increase activity
- One-click subscribe for users not subscribed to editorial

ACTIVE	INACTIVE
0-90 days 	90+ days 

Get the best of CNET, delivered!

November 02, 2012

CNET Member Announcements



CNET's essential newsletters, delivered!

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CNET How To newsletter: Learn smart and handy gadget and Internet tips and tricks with entertaining and ingenious how-tos from CNET editors.

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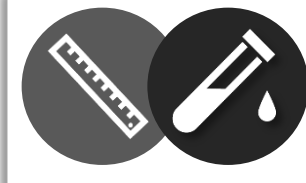
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Proactive engagement campaign results



USER SEGMENT	OPEN	CLICK
Active Users (0-90 days)	42.34%	30.01%
Inactive Users (90+ days)	21.8%	26.4%

ACTIVE	INACTIVE
0-90 days	90+ days
	

Integrated approach for engagement

Think of engagement as an integrated marketing campaign

- Provide **relevant content**
- Connect to CNET **social networks**
- Ability to **join/subscribe** from **Facebook, Google, Yahoo!**
- **Behavioral** targeting
- Modern and adaptive design for **multiple devices**
- **Compelling** sweepstakes

Diana's Critical Success Factors

- 1 Gain **internal support**: Quality over quantity

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- 1 Gain **internal support**: Quality over quantity
- 2 Secure **deliverability/whitelist certification**
- 3 **Benchmark** your data: Track how you compare
- 4 **Connect and learn** from peers and competitors

Thank You

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