



marketingsherpa email awards 2014

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Hello readers,

As part of MarketingSherpa Email Summit, our judging panel reviewed 106 entrants into MarketingSherpa Email Awards 2014, presented by ExactTarget. This Swipe File serves as a collection of Best in Show, winners and honorable mentions that distinguished themselves within that group.

Coming out of North America and Europe, these campaigns feature marketers who reaped solid results from creative and customer-centric approaches to turning challenges into opportunities.

Comprised of those below, the MECLABS judging panel has made email marketing a passion, and we set out to recognize kindred spirits for their proactive marketing efforts.

- Pamela Markey, Senior Director of Marketing
- Brandon Stamschror, Senior Director, Operations
- Daniel Burstein, Director of Editorial Content
- Justin Bridegan, Former Senior Marketing Manager
- Courtney Eckerle, Manager of Editorial Content

My fellow judges and I spend our days making sure the content we produce is compelling and interesting to marketers. MarketingSherpa produces nearly 100 case studies in a year, and in my role as the email beat reporter, I've interviewed marketers from Fortune 100 companies all the way to fledgling startups. No matter the source, successful campaigns always have a similar element – people behind them who crave progress.

Use this Swipe File as inspiration. Marketers too easily get bogged down in the day-to-day routine and continue putting ideas and projects on their “to-do” or “wouldn't it be nice if ...” lists. We all love company-wide transformational efforts (see our Best in Show winners) but the judges made a conscious effort to reward marketing teams taking ideas off those lists and putting them into action.

The campaigns detailed in this Swipe File are inspirational, aspirational and hopefully influential. It is our hope they will provide insights into how creative thinking can create big changes, or how a marketing strategy can be transformed piece by piece.

Separated into the sales processes of either e-commerce or lead generation, the challenges, processes and results of each campaign will be discussed within the four pillars of email marketing.

Many of the winners were presenters at MarketingSherpa Email Summit 2014 in Las Vegas. All received a trophy recognizing their achievement, as well as an invitation to an awards dinner. Additionally, our two Best in Show winners received travel, Summit tickets and accommodation at the Aria Resort & Casino.

Thank you to all who submitted an entry this year. We hope you can apply these insights to your own efforts, and we look forward to reviewing your results for MarketingSherpa Email Awards 2015.



Courtney Eckerle

Manager of Editorial Content

MECLABS

@MarketingSherpa

Pillar Categories



BUILD & CLEANSE

Efforts to build up email lists or strengthen the program overall through cleansing make up this pillar. List data and management, database hygiene, list testing and optimization are examples of the types of campaigns that fall within it.



CONNECT & INTEGRATE

The optimization of email integration tactics with social media, websites, mobile, offline and testing make up this pillar.



CREATE & DESIGN

This pillar will recognize message testing and optimization, and will delve into marketing efforts involving design creative, copywriting and messaging.



DELIVER & AUTOMATE

This pillar will focus on marketers' efforts with marketing automation and deliverability. The function and theories behind testing and optimization will also be discussed within this pillar.

Not only have we gathered the winners into these four categories, but marketers were asked to categorize their submission into e-commerce and lead generation for this Swipe File.

Best in Show

Eventful, Deliver & Automate for E-commerce 8

IHS, Deliver & Automate for Lead Generation 12

eventful



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Best in Show – E-commerce

eventful

BACKGROUND

Connecting people to events and tickets for seven years, Eventful boasts 8.4 million registered entertainment consumers and 7 million unique monthly visitors.

However, after Google made a change in its search results ranking algorithms, there was a significant, negative impact on Eventful's online and mobile traffic. The company decided to turn a challenge into an asset with an email engagement campaign that could reverse the downtrend and drive more traffic to its online and mobile properties.

Along with a culture change to focus on personalization and consumer-centric behavior, the ultimate goals of this were to increase site traffic, improve engagement metrics and reduce unsubscribes. Also, Eventful strived to stimulate more commerce for commercial partners by providing a more relevant, personalized content experience for subscribers.

Eventful took home the Best in Show trophy with this campaign by creatively and diligently transforming its email program to highlight relevance in subscriber communications. Along with the initial efforts, the Eventful team has continuously pursued greater personalization and added significant dimensions to their email program.

APPROACH

Eventful created a recommendation engine to power personalized events selection and artist recommendations. It replaced previous technology that picked events and performers based on popularity, sponsorship, categorization and other blunt tools.

"It was good ... but we always knew that we could do better. So, we really resolved to create a better customer experience that was driven by our own desire to be a better entertainment publisher," said Paul Ramirez, Vice President of Operations, Eventful.

The initial iterations were tested and perfected across a new email publication and then ultimately integrated into the event selecting technology. The results allowed a redesign and re-launch of its flagship newsletters, email and mobile alert notifications, as well as Web and mobile detail pages.

The Eventful recommendation engine captures user preference indicators across a broad spectrum of Eventful content and commercial products, driven by specific user actions – for instance, user “favorites” of artists. To increase the quality and volume of preference-related data for each user, Eventful created several user services designed to encourage and accelerate user activity, which would drive more preference indicators.

The team has used similarities between the target user and other users with identical and similar preferences to recommend events and performers. These general mathematical techniques are known as “collaborative filtering” and “item-based recommendations.”

Eventful is unique in that it implements these algorithms and combines them to produce recommendation results. All of the information collected is used to give insight into users’ preferences and needs, according to Ramirez.

“What you tell us when you subscribe is only half of the story, you also tell us who you like based on what you click on Eventful.com and what you click on within an email,” he said.

RESULTS

Eventful’s efforts have resulted in more opportunities to distribute exact communication, better recommendations, more site traffic, lower unsubscribes and more revenue production for subscribers.

- Email opens increased 44%
- Email clicks increased 52%
- Subscriber reactivation increased 300%
- Unsubscribe rate declined 25%
- Ticket purchases increased 66%
- Monthly site visits per person increased 12%

“When we really got serious about personalization, we started talking about it a few years ago and we really got busy a couple of years ago. Now it’s just ... it is what we do,” Ramirez concluded.

TEAM

Company

Paul Ramirez, Eventful

Ryan Blomberg, Eventful

Danny Markham, Eventful

Sam Choukri, Eventful

Marvin Humphrey, Eventful

Ian Miller, Eventful

Best in Show – E-commerce

CREATIVE SAMPLES FROM EVENTFUL'S CAMPAIGN:

Toby Keith – coming to your area

Eventful
Sent: Tuesday, February 5, 2013 7:21 AM
To: [REDACTED]

RECOMMENDED

PERFORMER ALERTS

Toby Keith
April 26, 2013
Friday 11:00 AM
Empire Polo Club and Field
Indio
[FIND TICKETS](#)

Trace Adkins
April 26, 2013
Friday 11:00 AM
Empire Polo Club and Field
Indio
[FIND TICKETS](#)

ADD MORE PERFORMERS TO GET BETTER RECOMMENDATIONS [Add More](#)


Kenny Chesney
[ADD](#)


Reba McEntire
[ADD](#)


Rascal Flatts
[ADD](#)


George Strait
[ADD](#)


Carrie Underwood
[ADD](#)

HOT TICKETS NEAR YOU

Mar 7	Flogging Molly	House Of Blues - San Diego	Find Tickets
Mar 12	Frightened Rabbit	Belly Up	Find Tickets
Mar 13	Alicia Keys with Miguel	Valley View Casino Center	Find Tickets

eventful

WEEKLY EVENTS GUIDE

FEBRUARY 04-10 | SAN DIEGO

ALL EVENTS CONCERTS FESTIVALS ARTS SPORTS MOVIES



ALICIA KEYS WITH MIGUEL IN SEATTLE

Though she's recently taken some time off to raise a family, Alicia Keys remains one of the most talented R&B musicians of the past decade. With an astounding 14 Grammys won and over 20 million albums sold, Keys retains a special place in the mainstream music world as a "Queen of R&B." While Alicia Keys hasn't released an album in a few years, she recently released a 10th Anniversary Edition of *Songs in A Minor*. She also recently performed a few intimate 2011 tour dates. [Read more](#)

Thu, Mar 7 - 7:30PM
Valley View Casino Center
[FIND TICKETS](#)

I'm not interested in Alicia Keys

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Sponsored

3rd Annual San Diego Wine Affair

Thu, Feb 7 - 8:00PM
Estancia La Jolla Hotel and Spa
[FIND TICKETS](#)

For You

Rihanna

Thu, Apr 11 - 7:30PM
Valley View Casino Center
[FIND TICKETS](#)

I'm not interested in Rihanna

In less than six years, she has sold over 15 million albums and over 45 million singles. Her videos have generated over a billion views on YouTube. She has three Grammy Awards and was Billboard's "Digital Songs Artist of the 2000s." She is, RIB... [Read more](#)

Don't miss a show by your favorite performers!

ARTIST TRACKER

TELL US WHO YOU LIKE

WE'LL ALERT YOU WHEN THEY'VE COMED TO TOWN AND GIVE YOU BETTER EVENT SUGGESTIONS


Ben Jovi


Nickelback


T.I.


Kelly Perry

CHECK OUT THE BEST LOCAL EVENTS



SUZANNE VEGA
Tue, Feb 12 - 7:30PM
Balboa Theatre
[FIND TICKETS](#)



Ed Sheeran
Tue, Feb 12 - 8:00PM
Spreckels Theatre
[FIND TICKETS](#)



The Ultimate Doo Wop Show
Thu, Feb 14 - 7:30PM
Balboa Theatre
[FIND TICKETS](#)



Morrissey
Wed, Feb 27 - 8:00PM
Balboa Theatre
[FIND TICKETS](#)



Justin Bieber
Sat, Jun 22 - 7:00PM
Valley View Casino Center
[FIND TICKETS](#)

[See All Local Events](#)

WHO IS THE MOST IN DEMAND?

What's new to your city?


Yanni
11073 Demands [Demand It!](#)


George Strait
1002 Demands [Demand It!](#)

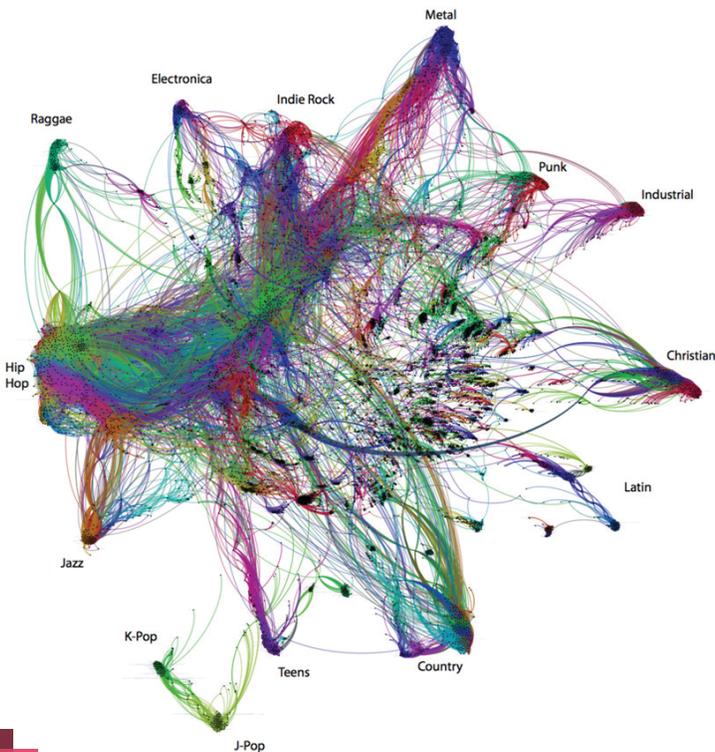

Green Day
3578 Demands [Demand It!](#)


One Direction
2158 Demands [Demand It!](#)


Justin Bieber
47331 Demands [Demand It!](#)

[See All Hottest Performers](#)

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Beyonce



43,577 people are demanding **Beyonce**

You've selected Jacksonville metro area. [\(change\)](#)

Beyonce needs the following info for your Demand to count.

Gender 

Year of birth 

Email address

Receive special offers directly from Eventful's trusted partners.

CONTINUE

or

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----- Forwarded Message -----
 From: Eventful <events@eventful.com>
 To: events@eventful.com
 Sent: Tuesday, February 5, 2013 4:51 PM
 Subject: Please confirm - Beyonce demand in Jacksonville, Florida

Is Yahoo blocking the images in this email? Click the "Add" or "Show Images" link above.

DEMAND CONFIRMED **eventful**



Your Demand for Beyonce is confirmed!
 Spread The Word to all your friends & family to bring Beyonce to Jacksonville, Florida.

 [SHARE ON FACEBOOK](#)  [TWEET THIS DEMAND](#)

GET ALERTS WHEN YOUR FAVORITE PERFORMERS COME TO TOWN Add More

 Chris Brown ADD	 T.J. ADD	 Kelly Rowland ADD	 Alicia Keys ADD	 Pretty Ricky ADD
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