



marketingsherpa email summit 2014

Old Dog, New Tricks

How Dell designed an email with old technology to launch a new product

Dave Sierk

Consumer & Small Business Email Strategist

Dell

Alex Smith

Marketing Manager

MECLABS

Session Speaker



@davidsierk

Dave Sierk

Consumer & Small Business Email Strategy

Dell

Dave Sierk is the Email Strategist for Dell's U.S. Consumer and Small Business group. Since joining Dell in 2007, he has worked on numerous B2B and B2C email programs. During his tenure, Sierk has worked on all facets of email marketing within the company. His current focus is on technology, platforms and long-term planning. Sierk graduated from Sewanee: The University of the South with a degree in British history. He currently resides in Round Rock, Texas with his wife.



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Inspiron 15R with touch screen

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\$685.99

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United States | January 1, 2011

Home and Home Office

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Offers the ultimate mobility for Wi-Fi devices while enabling HD streaming throughout your home.





But email has and is EVOLVING

1996

11:01 AM PC Eudora

File Edit Mailbox Message Transfer Special Window Help

Out

54/61K/3K

In

11/83K/2K

No Recipient, No Subject

(Normal) Signature MIME

To: JoeB@jam.com
From: infotech@inhb.co.nz (Infotech Tutors at Hawk
Subject: Lightshow Ver 3.0
Cc:
Bcc:
Attachments:

Could you send prices for your multimedia package Lightshow
Regards Michael Verhaart

2008

Prevented automatic download of some pictures in this message.

From: Dell Direct <Dell@Dell.com>
To: karend@bl...
Sent: Sat 7/26/2008 12:24 AM
Subject: Save up to \$468 on Select Dell 15" Laptops with Free Second Business Day Shipping

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limited time offer	limited time offer	limited time offer

<http://www.blastam.com/blog/index.php/2008/08/stop-using-all-graphics-in-email/>

Right-click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message. [WWW.DELL.COM/YOURIS/HERE](http://www.dell.com/youris/here) | EMAIL | 1-877-AR

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2013

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But email has and is EVOLVING

1996

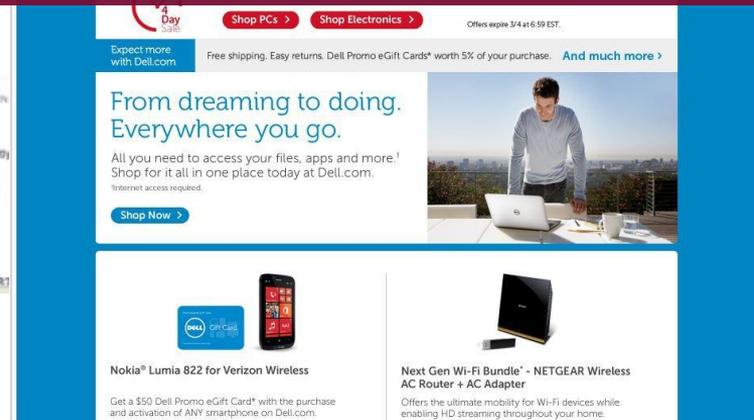


2008



Dell knew it needed a change

2013



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**BUILD &
CLEANSE**



**CREATE &
DESIGN**



**DELIVER &
AUTOMATE**



**CONNECT &
INTEGRATE**



**BUILD &
CLEANSE**



**CREATE &
DESIGN**



**DELIVER &
AUTOMATE**



**CONNECT &
INTEGRATE**

1 Think of different ways to break through

2 Personalize on a micro-level

3 Focus on the BIG picture

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2 Personalize on a micro-level

3 Focus on the BIG picture



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September 4, 2012 · Web Version

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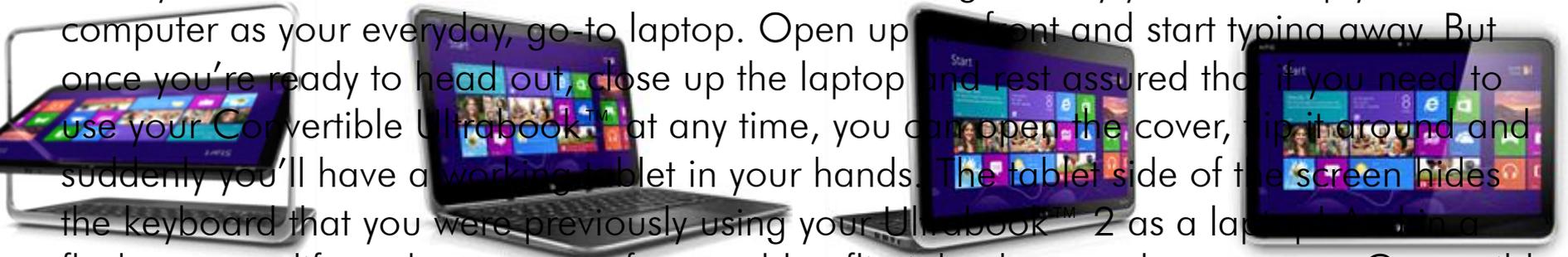



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A GIF?



UNDER



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(REALLY SHOW IT)



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★★★★★ Avg. customer rating: 4.6 out of 5



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Took a
leap of faith



Treatment



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Limited-time offer.

Get more of what you need for maximum home entertainment.



109% Increase in revenue

Compared to benchmarked data from last year

Email with Animated GIF	Increase against quarterly benchmark for similar promotional campaigns
Click Rate	42.6%
Conversion	103%
Revenue	109%

1 Think of different ways to break through

2 Personalize on a micro-level

3 Focus on the BIG picture

The perfect time to
send an email



#SherpaEmail

We always thought it was 9:00 a.m.



<http://www.chasefreight.co.uk/page/product+guide>



<http://www.mydailynews.com/life-style/health/morning-people-happier-feel-healthier-night-owls-study-suggests-article-1.10942>

Wanted to take it a step further



7:00AM	8:00AM	9:00AM	10:00AM	11:00AM	12:00AM
1:00PM	2:00PM	3:00PM	4:00PM	5:00PM	6:00PM
7:00PM	8:00PM	9:00PM	10:00PM	11:00PM	12:00AM
1:00AM	2:00AM	3:00AM	4:00AM	5:00AM	6:00AM



Lisa's Email Engagement Score:



6 months later



Lisa's Score:



25.4

8:00 p.m.

John's Score:



29.1

3:00 p.m.

Emily's Score:



31.2

7:00 p.m.

Matt's Score:



26.8

10:00 a.m.

Hypothesis



“By mailing individual subscribers at a time of day when they have historically shown engagement with Dell emails, **we can adjust to their email consumption habits and increase open and click rates.**”

Test time



Control



<http://www.chasefreight.co.uk/page/product+guide>

Treatment

**Lisa's Optimized Email
Engagement Time:**



**8:00 p.m.
25.4**



8.2% Increase in unique click rate

Compared to the 9 a.m. control deployment

Email Deployment Time	Open Rate	Unique Click Rate
Control – 9 a.m. Deployment	-	-
Treatment – Personalized Deployment Time	6.6%	8.2%

1 Think of different ways to break through

2 Personalize on a micro-level

3 Focus on the BIG picture



VS.





#SherpaEmail

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email summit 2014



Rely on solid benchmark data

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Tricky to get buy-in



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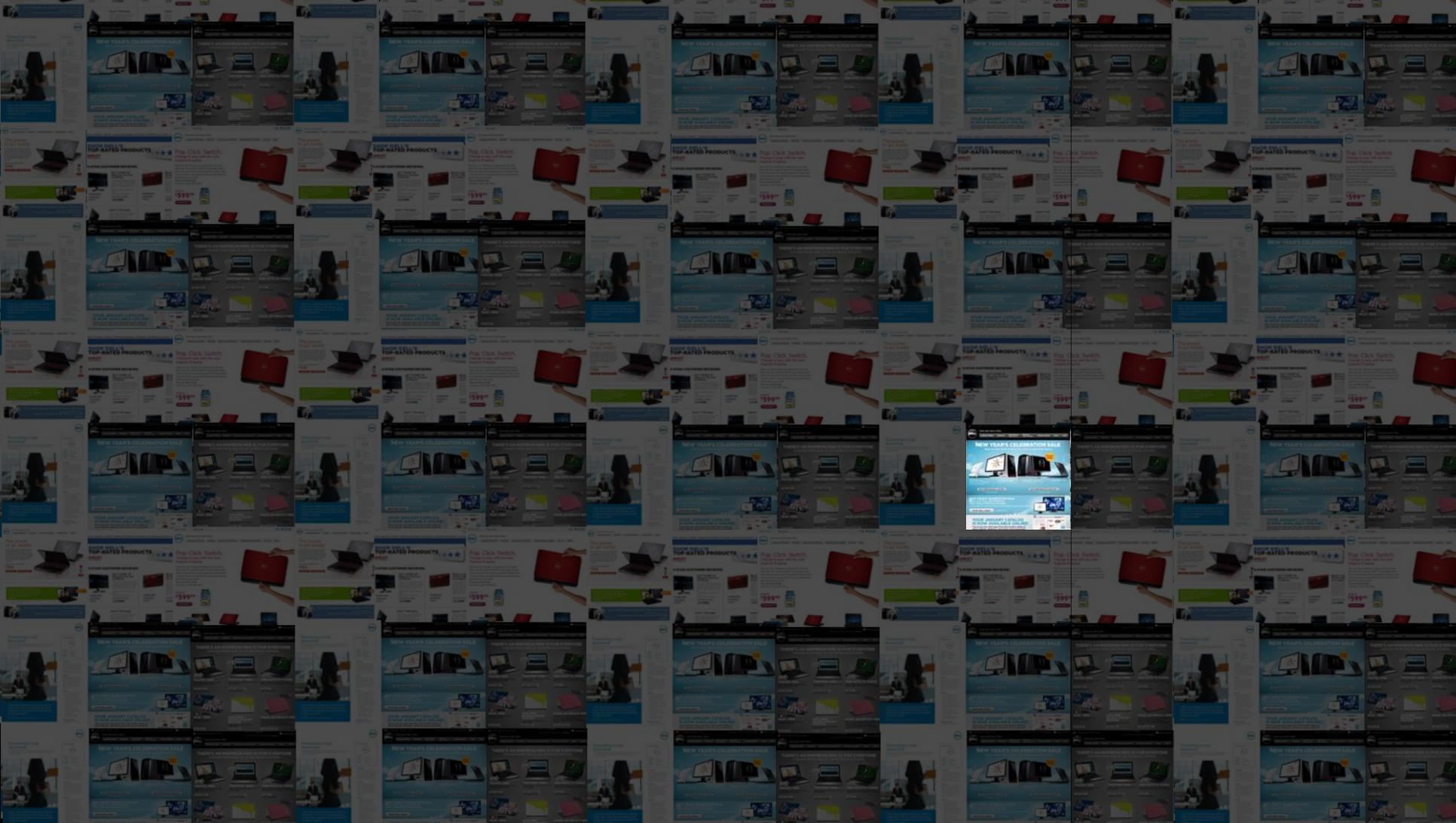
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Increase in \$\$\$







1

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2

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Operating System Processor Screen Size Screen Resolution Hard Drive Size Other

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Step and Compare

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Big on features, not on price. An affordable laptop with up to 15.6" screen, Windows 8, a 15.6" HD display, up to 16GB memory, up to 64GB hard drive, and optional touch screen. Add an optional touch screen.

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- Solid but fun and
- Multitask with ease
- Variety of affordable

Configurations: # Multiple different views Viewing 1 of 4 <>

Model	Price	Features
Inspiron 15	Starting at \$449.99	15.6" HD display, up to 16GB memory, up to 64GB hard drive
Inspiron 15 Non-Touch	\$349.99	15.6" HD display, up to 16GB memory, up to 64GB hard drive
Inspiron 15	\$349.99	15.6" HD display, up to 16GB memory, up to 64GB hard drive

3

Inspiron 15 Non-Touch

\$399.99

★★★★☆

481 Reviews

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Convertible Ultrabook GIF: Results



109% Increase in revenue

Compared to benchmarked data from last year

Email with Animated GIF	Increase against quarterly benchmark for similar promotional campaigns
Click Rate	42.6%
Conversion	103%
Revenue	109%



What You Need to Understand: By including relevant content that provides value and is appreciated by recipients, you can positively affect the ongoing engagement with your email program.

Email Deployment Time: Results



8.2% Increase in unique click rate

Compared to the 9 a.m. control deployment

Email Deployment Time	Open Rate	Unique Click Rate
Control – 9 a.m. Deployment	-	-
Treatment – Personalized Deployment Time	6.6%	8.2%



What You Need to Understand: With the right engagement data, creating a strategy around deployment time to target consumers with the right message at a time when we know they are likely to engage can achieve higher conversion.



- 1 Think of different ways to break through
- 2 Personalize on a micro-level
- 3 Focus on the BIG picture

Quick takeaways



#SherpaEmail

Quick takeaways



1 Focus on being **relevant**

2 Form a hypothesis **FIRST**

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Game like a king with Dell Ultra HD monitors and Alienware Auroras.

ALIENWARE
DA & VICTORIOUS

Video in email

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Ultra HD Monitor

Alienware A

ASSASSIN'S
CREED IV
BLACK FLAG



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