

Using Holiday Data and Analytics Effectively throughout the Year

Thank you for joining us.

To hear the presentation, you must turn on your speakers or dial in using the numbers on the right of the screen.



LAWRENCE & SCHILLER
THE EXTRA MILE



- For audio – dial in using the numbers on the right
- To ask a question – use the chat feature on the right
- This webinar is being recorded – you will receive a copy within the next two days
- You will also receive a copy of our complementary white paper New Year's Resolutions: Smarter Email Marketing in 2009

Sorry - toll free #'s aren't available for this broadcast

Before we get started...

717.627.4528

www.listrak.com



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5TH AVENUE NYC



The
McGraw-Hill
Companies



DEPARTMENT OF
HEALTH



Russell Stover
CANDIES®

About Listrak

Email Marketing Service Partner



WELCOME!



Over 200 attendees

Martha Stewart

Penton Media

IBM

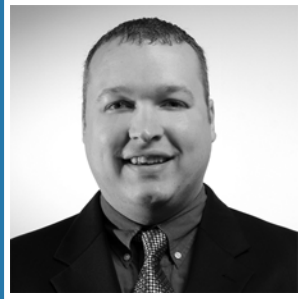
Motorola

Haymarket Media

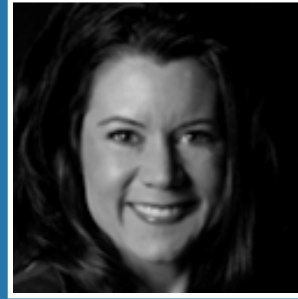
US Tennis Association

American Girl





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The presenters

Contact us with questions



Let's Talk About:

- Turning Holiday Emails into Customer Relationships
- Really, Data is FUN
- Making Your Customers STICKY
- New Listrak Tools to go The Extra Mile

Agenda



Is the first "click" clear?

Turn Emails Into Relationships

- Great Image
- Promotion
- Now What?



Utilizing Email Messaging to Build Customer Relationships

Let's Talk About...



Goal: Retail Sales

- Sale or Inquiry Completed
 - Continue Email Specials
 - or Know Your Audience



Redefinition of Retail Acquisition

Building Relationships



Contact Information:	
Please fill out the information below:	
* indicates a required field	
* First Name:	<input type="text"/>
* Last Name:	<input type="text"/>
Address:	<input type="text"/>
City:	<input type="text"/>
State/Province:	<input type="text"/>
Zip Code:	<input type="text"/>
* Email Address:	<input type="text"/>

The Easy Part: They Already Told You

Building Relationships



Contact Information:

Please fill out the information below:
* indicates a required field

Travel Interests

Select A Category:

- Family Vacations
- Grown-up Getaways
- National Parks and Natural Wonders
 - National and State Parks
 - Pleasure Driving and Sightseeing
 - Birding and Wildlife Viewing
 - Outdoor Photography
- History and Culture
- Outdoor Adventures
- Winter Sports
- Events and Entertainment

The Easy Part: They Already Told You

Building Relationships



Profile Data Campaign History Click History

Contact Information:

First Name Robin

Last Name Temple

Address 662 1/2 Main Street

City Deadwood

State SD

ZIP 57732

Country USA

Primary Travel Interests:

Family Vacations

Grown Up Getaways

National Parks and Natural Wonders

History and Culture

Outdoor Adventure

Winter Sports

Events and Entertainment

The Listrak Database

Building Relationships





Information is Insight

Building Relationships



Research Your Audience

Who Are Those Customers?

What Do They Look Like?

How Do We Market To Them?

- Clustering Process
- Overlay Demographic & Lifestyle Data
- Summarize & Segment into Core Niches

Understand Your Audience

Turn Emails Into Relationships

Who Are Those Customers?

What Do They Look Like?

How Do We Market To Them?



This is data



Understand Your Audience

Turn Emails Into Relationships

Who Are Those Customers?

What Do They Look Like?

How Do We Market To Them?



This is information



Understand Your Audience

Turn Emails Into Relationships

Who Are Those Customers?

What Do They Look Like?

How Do We Market To Them?

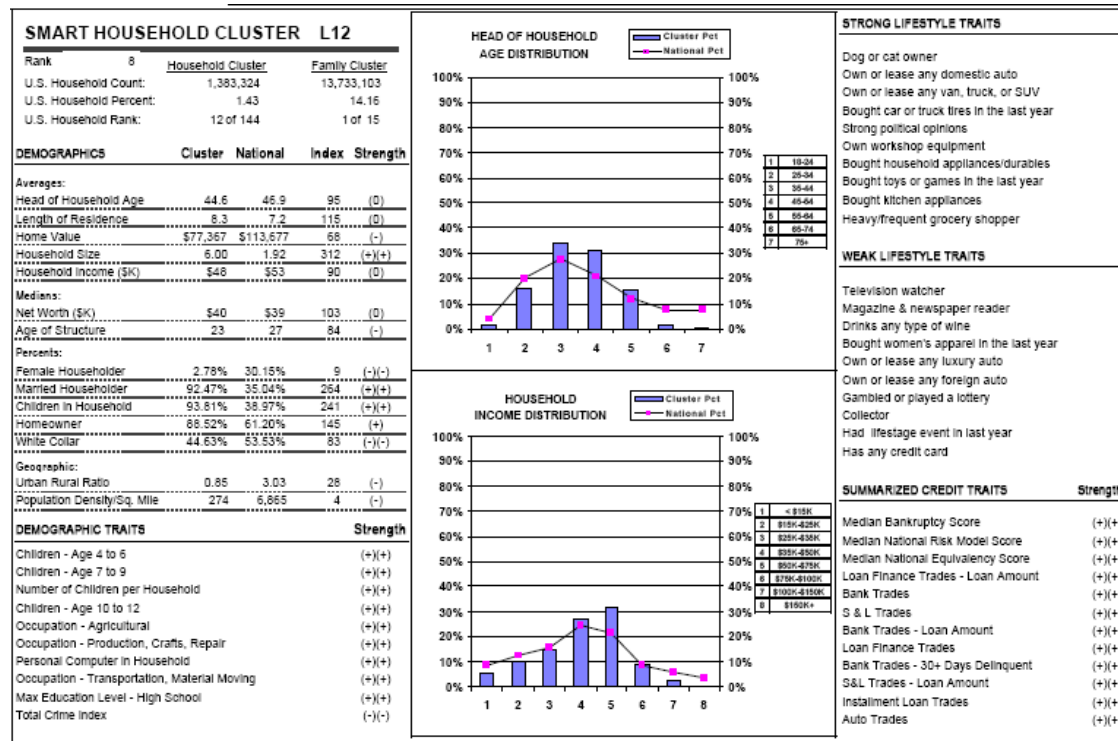


This is powerful



Understand Your Audience

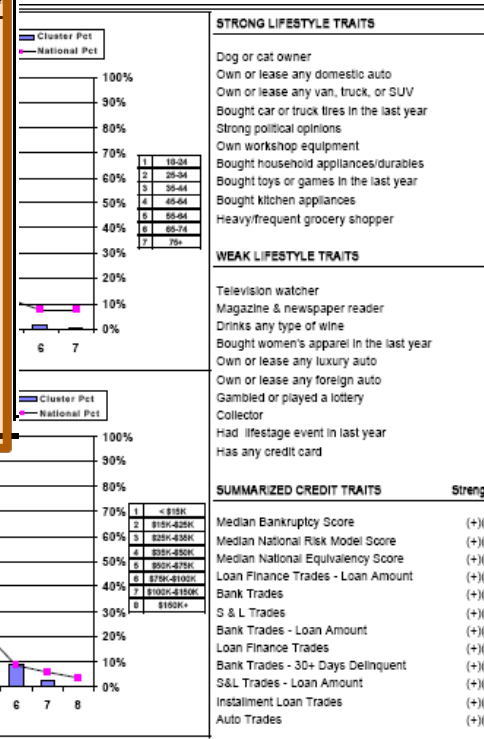
What do they look like?



Understand Your Audience

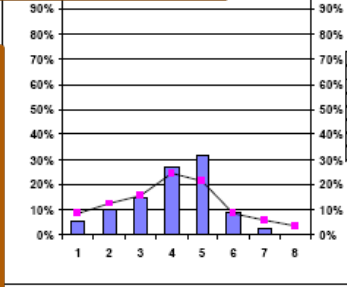
What do they look like?

DEMOGRAPHIC TRAITS	Strength
Children - Age 4 to 6	(+)(+)
Children - Age 7 to 9	(+)(+)
Number of Children per Household	(+)(+)
Children - Age 10 to 12	(+)(+)
Occupation - Agricultural	(+)(+)
Occupation - Production, Crafts, Repair	(+)(+)
Personal Computer in Household	(+)(+)
Occupation - Transportation, Material Moving	(+)(+)
Max Education Level - High School	(+)(+)
Total Crime Index	(-)(-)



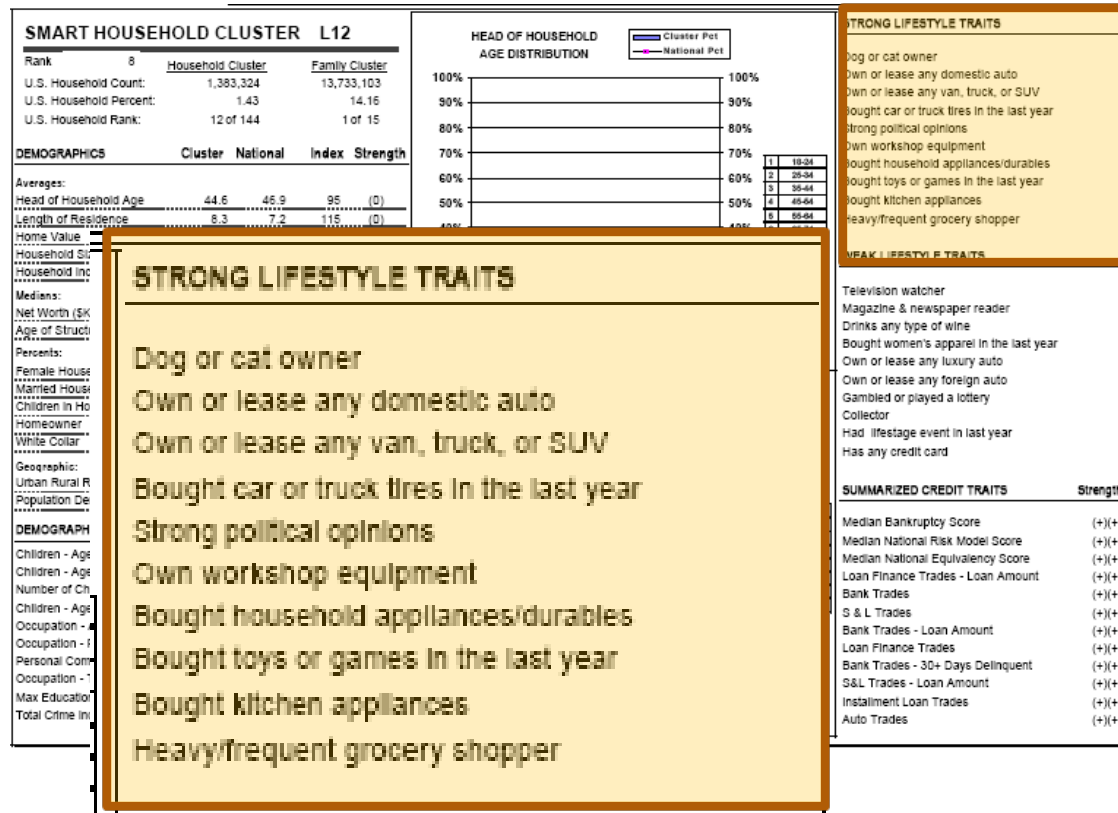
Geographic:
Urban Rural Ratio 0.85 3.03 28 (-)

DEMOGRAPHIC TRAITS	Strength
Children - Age 4 to 6	(+)(+)
Children - Age 7 to 9	(+)(+)
Number of Children per Household	(+)(+)
Children - Age 10 to 12	(+)(+)
Occupation - Agricultural	(+)(+)
Occupation - Production, Crafts, Repair	(+)(+)
Personal Computer in Household	(+)(+)
Occupation - Transportation, Material Moving	(+)(+)
Max Education Level - High School	(+)(+)
Total Crime Index	(-)(-)



Understand Your Audience

What do they look like?



Build a Relationship

Give Them What They Want – Turn Emails into Relationships

Who Are Those
Customers?

What Do They Look
Like?

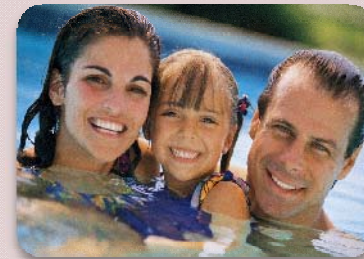
How Do We Market
To Them?

- WIIFM
- Dynamic Email Approach
- Fresh, Relevant Content
- Test and Measure



Build a Relationship

Niche Messaging



History

**Outdoor
Adventure**

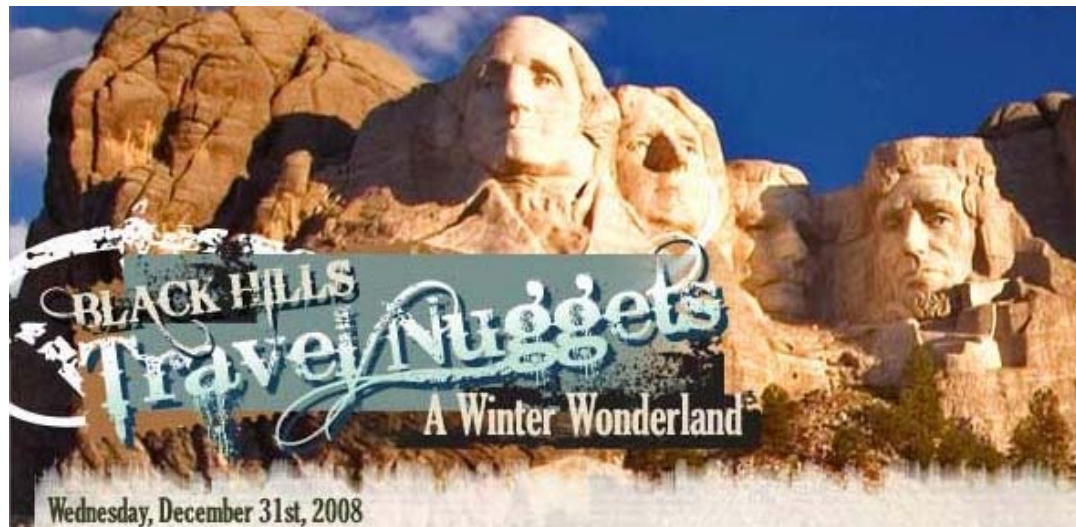
**Budget
Family
Travel**

Benchmarks / Messaging / Placements



Build a Relationship

Niche Messaging



Vacation in the Black Hills for Winter Fun

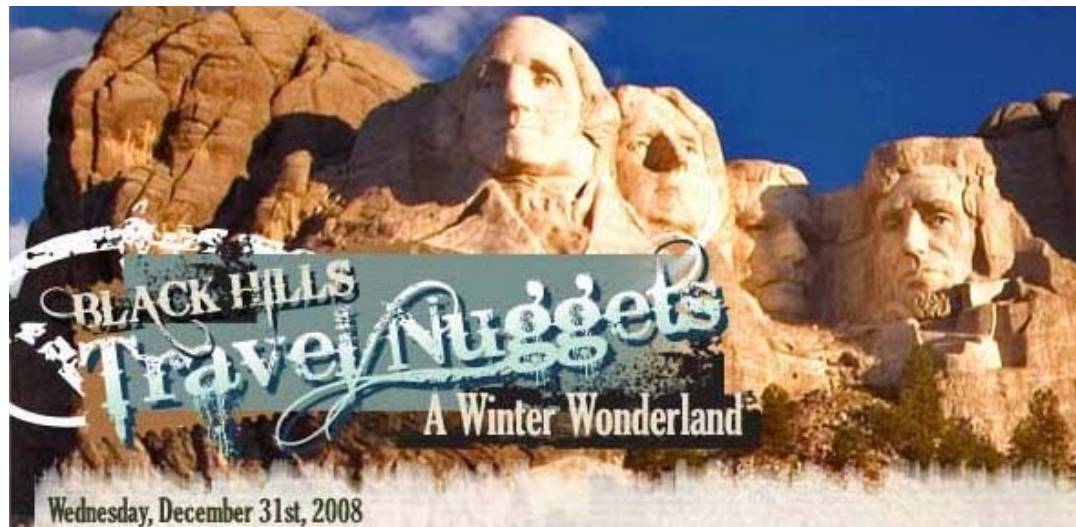
Winter is a great time to be in the Black Hills of South Dakota. Powdery snow and mild temperatures make it a [winter wonderland](#) for both snowmobilers and skiers. Here are a few more reasons you should play in the Black Hills.

1. **350-miles of groomed, interconnected trails.**
The expansive trail system winds through the Black Hills National Forest and are groomed nightly for optimal fun!
2. **Highest Ski Lift Served Area East of the Rocky Mountains.**
The Black Hills boasts two ski resorts that are the highest areas served by a lift east of the Rockies. Terry Peak and



Build a Relationship

Niche Messaging



Family Vacations

Sure Bets to Beat the Winter Blues

- Get Your Game On in [Deadwood](#)
- Go underground and explore [Wind Cave National Park and Jewel Cave National Memorial](#)
- Make a splash in [Hot Springs](#) in one of the world's largest indoor, spring-fed warm water swimming pools

Need a few more reasons?

[Black Hills Stay and Sled Vacation Package.](#)

Starting at \$134* per person/double occupancy

[Spearfish Fun in the Snow Package](#)

Starting at \$132* per person/double occupancy



Build a Relationship

Give Them What They Want

Profiling System

Title:

Description	Data Type
▷ <input type="text" value="Food and Wine"/>	<input type="text" value="Check Box"/> ▼
▷ <input type="text" value="Casino Gaming"/>	<input type="text" value="Check Box"/> ▼
▷ <input type="text" value="Romance"/>	<input type="text" value="Check Box"/> ▼
▷ <input type="text" value="Shopping and Entertainm"/>	<input type="text" value="Check Box"/> ▼
▷ <input type="text" value="National and State Parks"/>	<input type="text" value="Check Box"/> ▼
▷ <input type="text" value="Pleasure Driving and Sig"/>	<input type="text" value="Check Box"/> ▼
▷ <input type="text" value="Birding and Wildlife View"/>	<input type="text" value="Check Box"/> ▼
▷ <input type="text" value="Outdoor Photography"/>	<input type="text" value="Check Box"/> ▼

Build a Relationship


Give Them What They Want

Selected List Content

The screenshot displays a content management system interface. On the left, a file tree under 'Content Library' shows a 'TravelSmart' folder containing items like 'Interests Update', 'Events', 'Vacation Guide', 'Travel Tips', 'Travel Poll', 'Niche1', 'Niche2', 'Niche3', 'NicheNone', and 'Events - March 2008'. The main area is a rich text editor with 'HTML Version' and 'Text Version' tabs. The editor contains the following text:

Family Fun across South Dakota

South Dakota is a place families can experience together. Whether you're in the eastern or western part of the state, South Dakota gives your family exactly what they're looking for in affordable family vacations! Come and see a palace decorated with corn and native grasses, a historic frontier fort, a land filled with your favorite storybook characters, the childhood home of beloved "Little House on the Prairie" author Laura Ingalls Wilder and much more.



At the bottom of the editor is a 'Save As' button.

Build a Relationship

Give Them What They Want

```
<td class=""><br></td>
<td class=""><!-- ===== BEGIN MAIN CONTENT REGION ===== --><font face="Times New Roman, Times, serif" color=#de003b
size=5>Visit a South Dakota State Park this Winter<br></font><font face="Verdana, Arial, Helvetica, sans-serif" color=#603913 size=2><a
style="COLOR: rgb(73, 102, 120)" href="http://www.travelsd.com/placestogo/stateparks/index.asp?
utm_source=travelsmart&utm_medium=email&utm_campaign=2008&utm_content=storylink"></a> <br><br>You know <a style="COLOR: rgb(73, 102, 120)"
href="http://www.travelsd.com/placestogo/stateparks/index.asp?
utm_source=travelsmart&utm_medium=email&utm_campaign=2008&utm_content=storylink">South Dakota's state parks</a> are a fun
family destination during the summer but did you also know that many of them provide year-round entertainment? Cross-Country skiing and snowshoeing
are two of the most popular activities. Many parks have miles of groomed recreational trails, abundant wildlife and warming-houses, as well as winter
campsites and heated cabins for a rustic and unique winter getaway. Freshwater glacial lakes located within the park system also provide anglers with an
abundance of world-class ice fishing. Come to South Dakota this winter and discover winter in a state park. <br><br></font>
[[DCC:Niche One]] [[DCC:Niche Two]] [[DCC:Niche Three]] [[DCC:Niche None]]
<!-- ===== END MAIN CONTENT REGION ===== --></td>
<td></td></tr>
<tr vAlign=top>
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<td></td>
<td></td>
<td></td>
<td></td></tr></tbody></table><!--
===== Footer Legal ===== -->
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<tbody>
<tr>
<td></td></tr>
<tr>
```



Test and Measure

Really, Data is Fun

Recipe Activity Report

Recipe	Sent On	Delivered	Unsub.		HTML Emails				Unique Clickers		
			#	%	Opened	%	Read	%	Clicks	Total/Repeat/New	%
Default / Default / Default / Niche One Selected / Niche Two Selected / Niche Three Selected / Default	12/18/2008 5:06:34 PM	517	3	0.58 %	106	20.50 %	88	17.02 %	25	18/16/2	3.48 %
Default / Default / Default / Niche One Selected / Niche Three Selected / Default	12/18/2008 5:06:29 PM	153	1	0.65 %	40	26.14 %	33	21.57 %	16	10/10/0	6.54 %
Default / Default / Default / Niche One Selected / Default	12/18/2008 5:06:26 PM	415	4	0.96 %	57	13.73 %	37	8.92 %	8	4/3/1	0.96 %
Default / Default / Default / Niche Two Selected / Default	12/18/2008 5:06:26 PM	9534	79	0.83 %	1653	17.34 %	1144	12.00 %	295	210/155/55	2.20 %
Default / Default / Default / Niche Two Selected / Niche Three Selected / Default	12/18/2008 5:06:26 PM	4349	18	0.41 %	884	20.33 %	625	14.37 %	152	117/89/28	2.69 %
Default / Default / Default / Niche Three Selected / Default	12/18/2008 5:06:26 PM	1675	16	0.96 %	327	19.52 %	234	13.97 %	75	48/40/8	2.87 %
Default / Default / Default / Niche One Selected / Niche Two Selected / Default	12/18/2008 5:06:26 PM	2067	9	0.44 %	252	12.19 %	138	6.68 %	41	26/16/10	1.26 %
Default / Default / Default / Niche None Selected / Default	12/18/2008 5:06:26 PM	226007	2081	0.92 %	28491	12.61 %	18918	8.37 %	4394	3389/1635/1754	1.50 %
Total:		244717	2211	0.90 %	31810	13.00 %	21217	8.67 %	5006	3822/1964/1858	1.56 %



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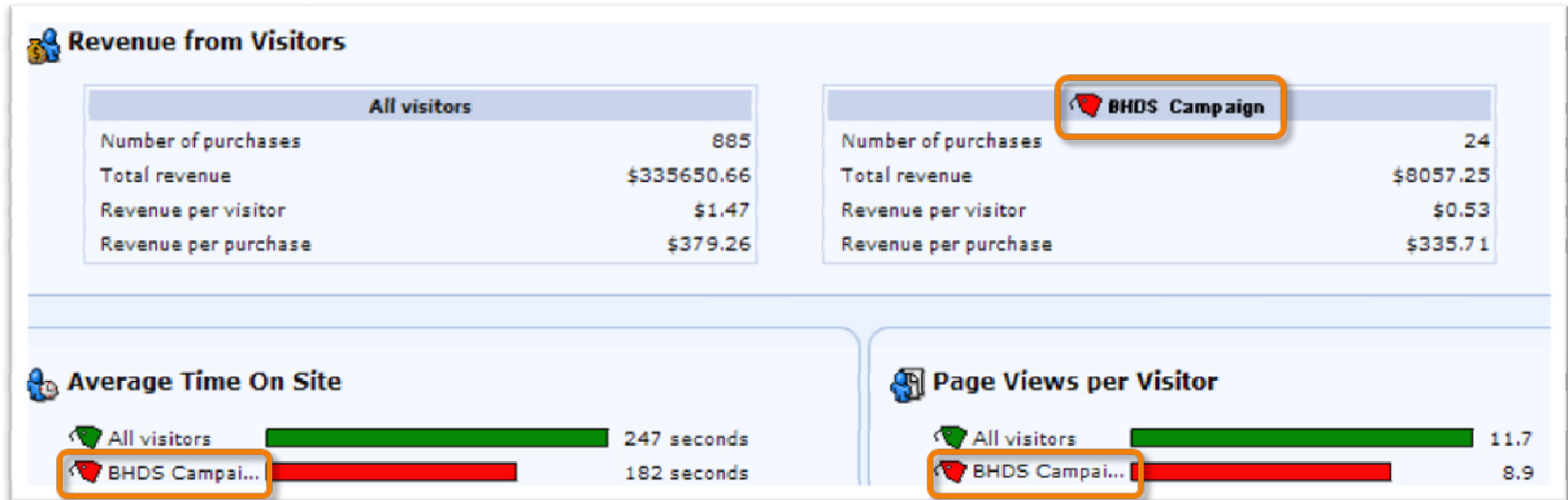
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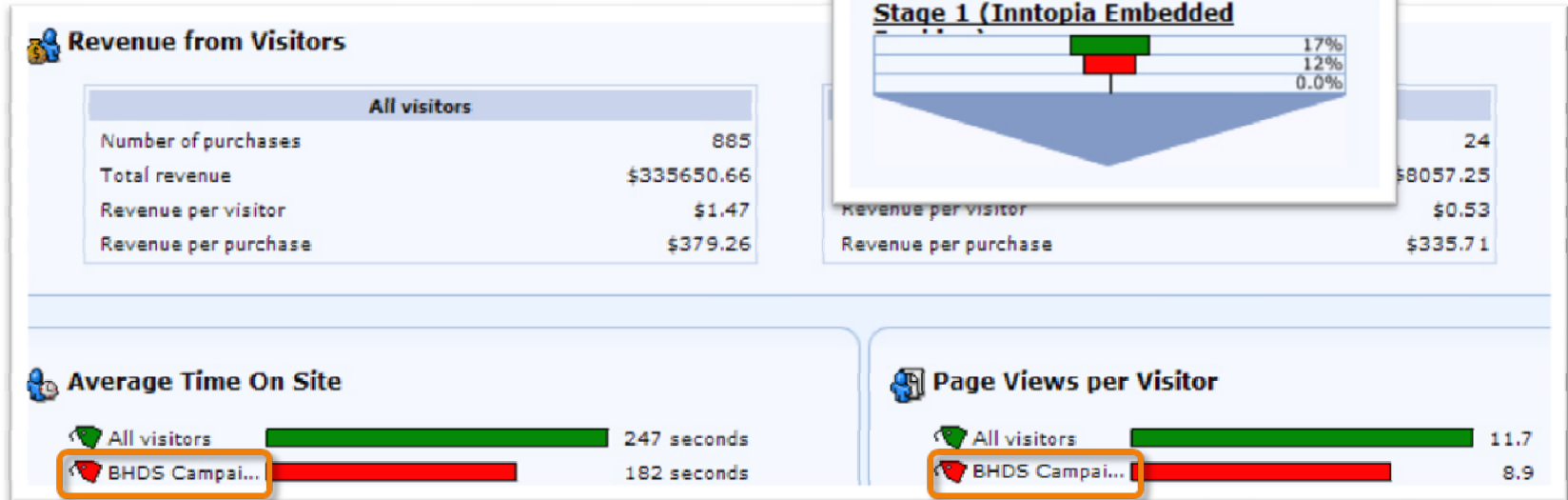
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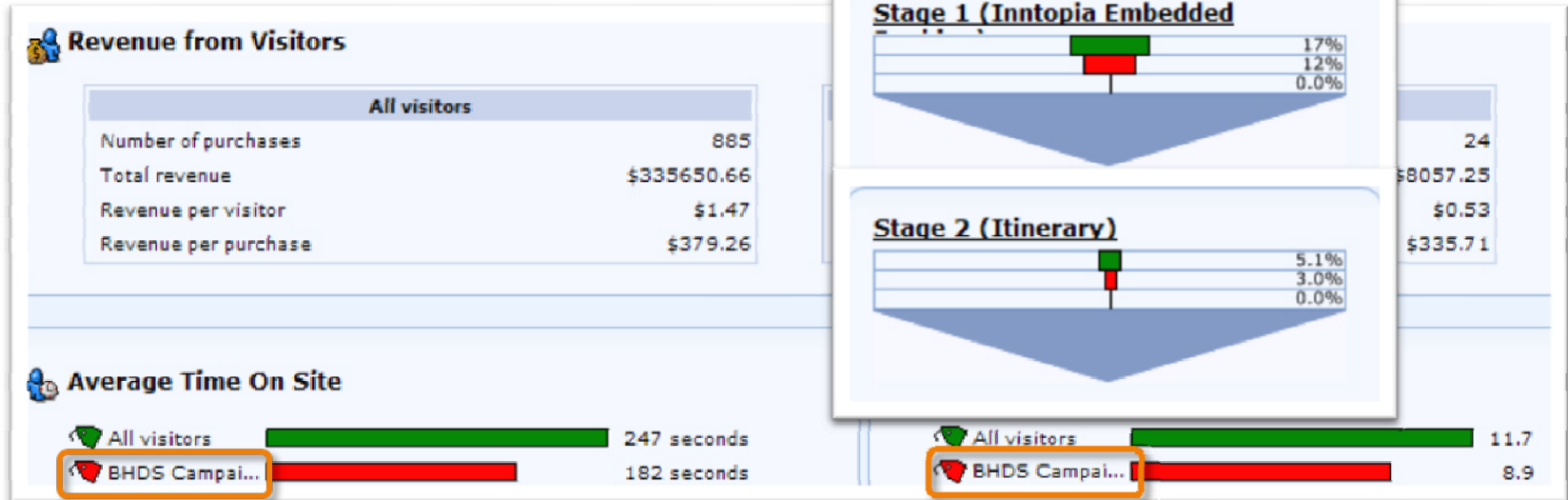
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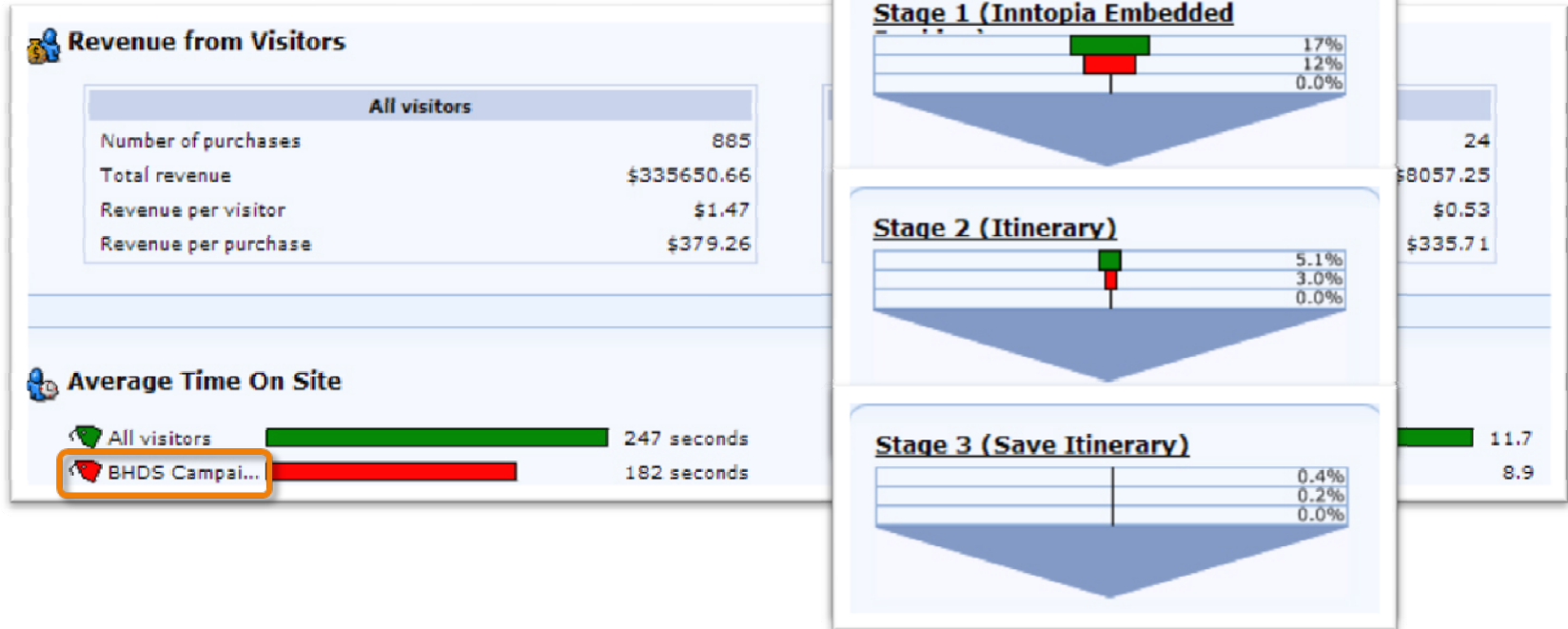
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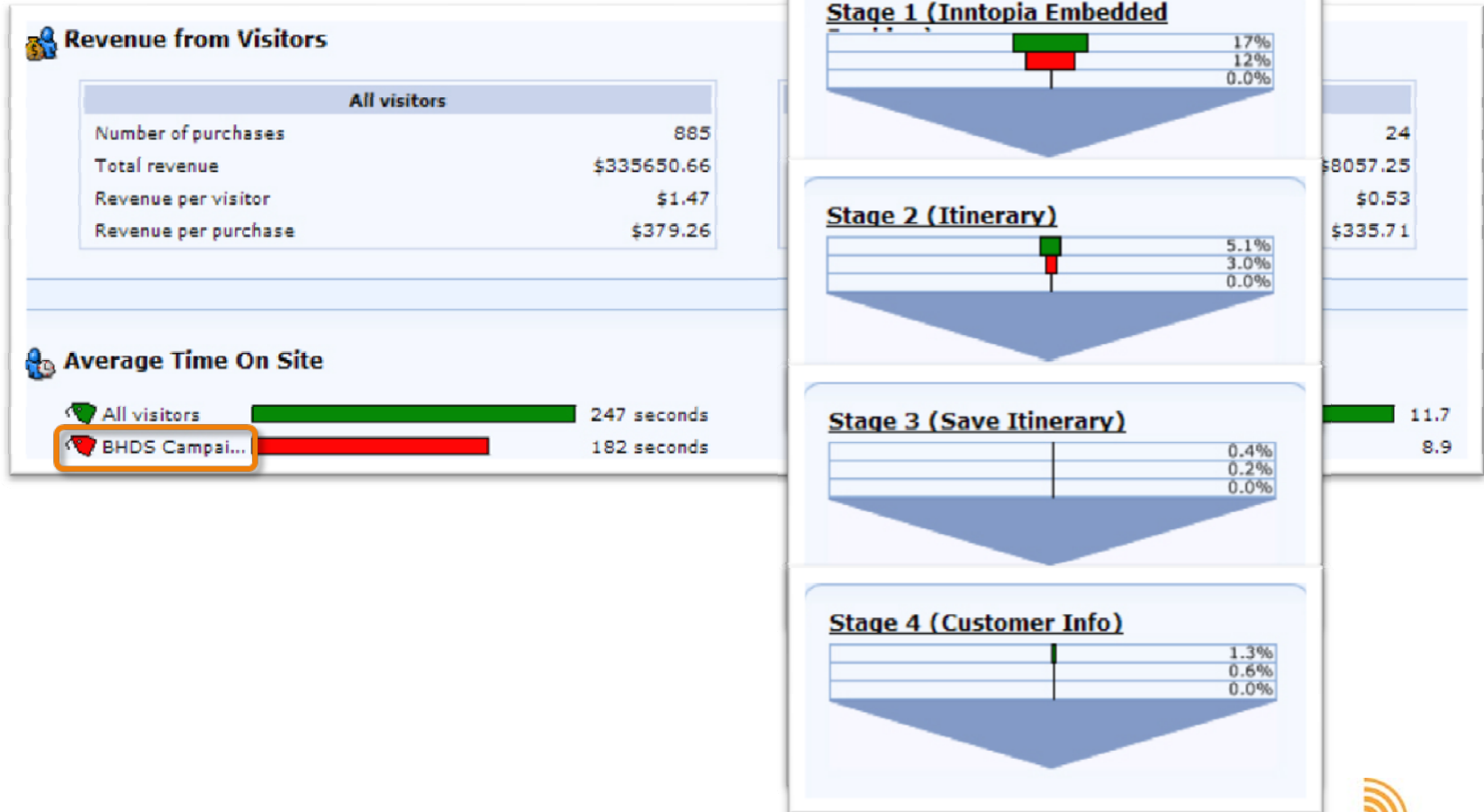
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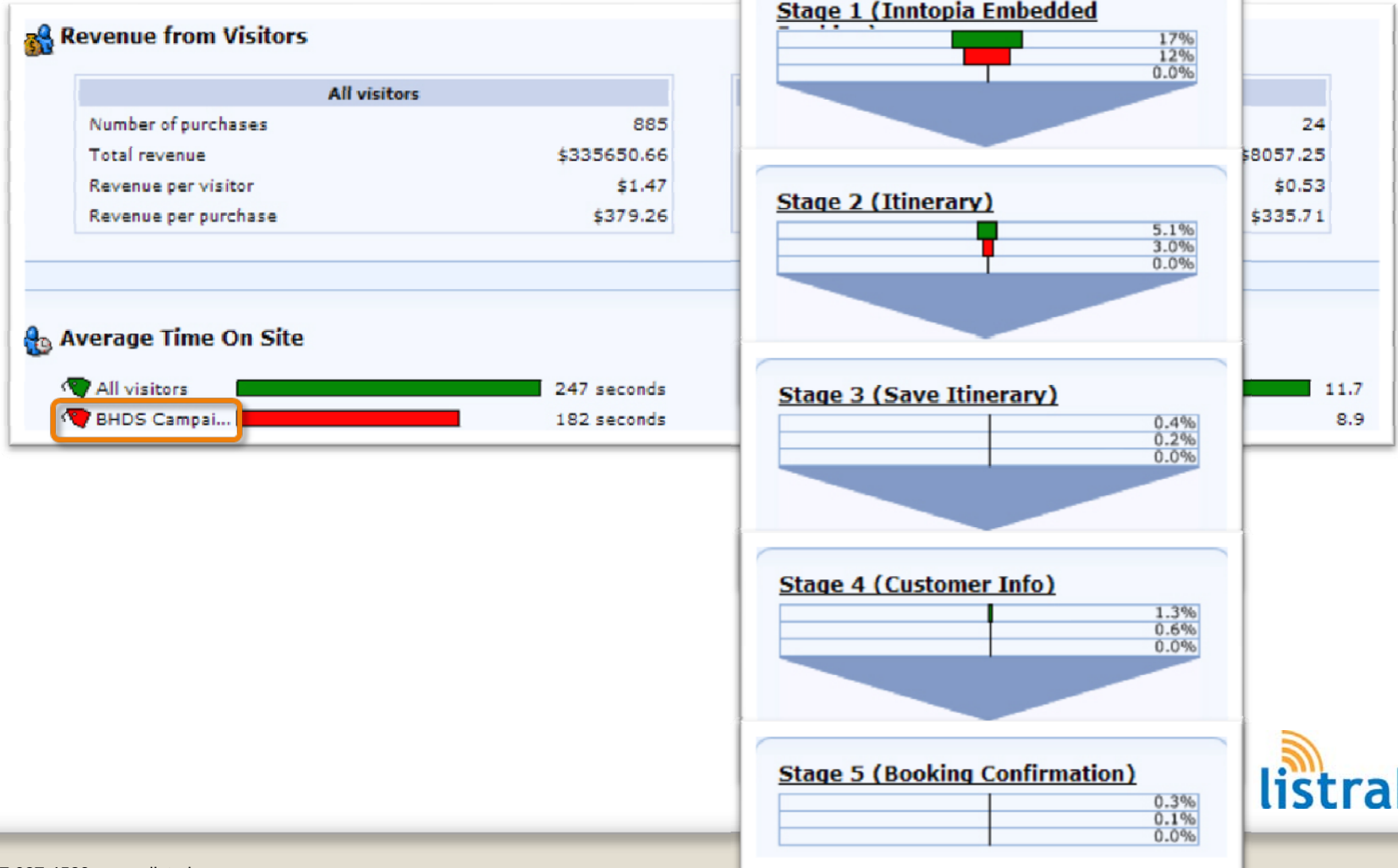
Test and Measure

Really, Data is Fun



Test and Measure

Really, Data is Fun



Appeal to Their Fun Side

Make Your Customers Sticky



South Dakota Pheasant Counts Highest in State History



There's good news for pheasant hunters. The South Dakota Game, Fish and Parks Department is reporting the highest bird count in South Dakota history. Abundant CRP and ideal spring conditions have boosted the pheasant population to levels not seen in the state since 1963. The statewide pheasant hunting season starts October 20. There is also a special resident and non-resident youth opener October 6-8 and a three-day resident hunting opener October 13-15. Book your South Dakota hunt with [affordable hunting vacation](#)



You Had Me At "HELLO"

Make Your Customers Sticky

Thank You for Sharing in Our Hunting Tradition

Greetings Fellow Hunter,

I want to personally thank you for being a part of South Dakota's hunting community. While the fall pheasant season has closed, there are still plenty of other hunting opportunities this winter and spring in South Dakota. Visit www.HuntInSD.com and join us as we gear up for spring turkey and a light goose season.



In our state, we think of hunting as more than just a sport. It's a passion passed down through the generations. It's also an opportunity to instill in our children and grandchildren an appreciation for conservation and preservation, so everyone can enjoy the world-class hunting and hospitality South Dakota is known for.

Thank you again for being a part of our state's tradition. We hope to see you again in the land of Great Faces and Great Places.

Governor Mike Rounds





Accurate Data

- Behavioral tracking – similar to clickstream tracking
 - Instead of relying on the information your subscribers tell you, follow the actions they take on each email you send them


Dynamic Profiling

Simplify Data Capture



Step 1: Set up Title Tags in HTML



Details	Tracking Link	Type	Clicks	Unique	Click %
 Newsletter Web Version		Text	25	24	.02%
 Re-Engagement White Paper Download Button		Html	231	212	2.12%
 Product Video		Html	187	145	1.45%
 Request a Free Demo Account		Html	104	97	.97%
 Contact an Email Expert		Html	301	299	2.99%
 Schedule a Tour		Html	86	86	.86%
 Re-Engagement White Paper Graphic		Html	17	16	.16%
 Re-Engagement White Paper Title		Html	347	314	3.14%
 Re-Engagement White Paper Read More		Html	109	103	1.03%
 Webinar Registration Button		Html	437	425	4.25%
 HGL Copywriting Webinar Title		Html	189	187	1.87%
 HGL Copywriting Webinar Registration Link		Html	218	210	2.10%
 Twitter		Html	130	125	1.25%
 Blog		Html	59	59	.59%
 Total:			2440	2302	2.30%

Dynamic Profiling

How it Works



Step 2: Click "View"

Details	Tracking Link	Type	Clicks	Unique	Click %
 Newsletter Web Version		Text	25	24	.02%
 Re-Engagement White Paper Download Button		Html	231	212	2.12%
 Product Video		Html	187	145	1.45%
 Request a Free Demo Account		Html	104	97	.97%
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 Twitter		Html	130	125	1.25%
 Blog		Html	59	59	.59%
 Total:			2440	2302	2.30%

Dynamic Profiling

How it Works





Email Address	Click Date
tamara.gielen@pandora.be	12/20/2008 9:38:16 AM
paul.kacz@yahoo.com	10/22/2008 4:29:35 PM
jbennet@gmail.com	10/1/2008 4:22:34 PM
marketing@peaks.com	9/29/2008 2:21:48 PM
rob@spunlight.com	9/26/2008 2:45:40 PM
esmerita@collegehospitality.com	9/25/2008 11:45:25 AM
jane.venitt@hospital-incentives.co.uk	9/19/2008 7:11:48 AM
jean@thmail.com	9/16/2008 9:28:43 PM
fries@netso.com	9/10/2008 1:36:02 PM
fries@netso.com	9/10/2008 1:35:52 PM
carlyn@glenside.com	9/10/2008 10:11:27 AM
a@integrativelife.com	9/10/2008 9:57:51 AM
clash@learninggenetics.net	9/9/2008 4:54:06 PM
dcannon@mozoo.com	9/8/2008 11:34:47 PM
rickkaplan@wecommotions.com	9/6/2008 3:17:15 PM
david@vintneronline.com	9/4/2008 8:49:31 AM
philip.hanyok@vanson.net	9/3/2008 9:46:33 PM
bari.dehaes@quintus.ca	9/3/2008 11:10:33 AM
haidel@mcclatchyinteractive.com	9/3/2008 10:50:15 AM
bbechle@tom.com	9/2/2008 4:33:46 PM
gloria@oleankotoweki.com	9/2/2008 12:48:40 PM
apressid@videotron.ca	9/1/2008 1:15:05 PM
georgego@aol.com	9/1/2008 11:51:48 AM
markchan@cms.com.hk	8/31/2008 10:53:03 PM
jjewell@junipub.com	8/29/2008 2:18:19 PM

Dynamic Profiling

How it Works



Email Address	Click Date
tamara.gielen@zandora.be	12/20/2008 9:38:16 AM
paul.kacz@yahoo.com	10/22/2008 4:29:35 PM
jbenico@gmail.com	10/1/2008 4:22:34 PM
marketing@peaks.com	9/29/2008 2:21:48 PM
rob@sunlight.com	9/26/2008 2:45:40 PM
eomert@orthopediehospitality.com	9/25/2008 11:45:25 AM
jane.carrick@hospital-mentives.co.uk	9/19/2008 7:11:48 AM
jason@fivemile.com	9/16/2008 9:28:43 PM
fries@netapp.com	9/10/2008 1:36:02 PM
fries@netapp.com	9/10/2008 1:35:52 PM
carolyn@glennbeck.com	9/10/2008 10:11:27 AM
al@integrativelogs.com	9/10/2008 9:57:51 AM
ckoch@learningprovision.net	9/9/2008 4:54:06 PM
dcannon@morris.com	9/8/2008 11:34:47 PM
rickkaplan@veranoconsult.com	9/6/2008 3:17:15 PM
david@vintracircle.com	9/4/2008 8:49:31 AM
philip.kanyok@verison.net	9/3/2008 9:46:33 PM
barb.dehaas@subenco.ca	9/3/2008 11:10:33 AM
hsadel@motatchinteractive.com	9/3/2008 10:50:15 AM
bbachle@fom.com	9/2/2008 4:33:46 PM
gloria@oleonkotowaki.com	9/2/2008 12:48:40 PM
apressard@infestron.ca	9/1/2008 1:15:05 PM
georgego@aol.com	9/1/2008 11:51:48 AM
markchan@cms.com.hk	8/31/2008 10:53:03 PM
jewel@juniapub.com	8/29/2008 2:18:19 PM

previous [1 2 3 4 5 6 7 8 9 10] next

Report Functions



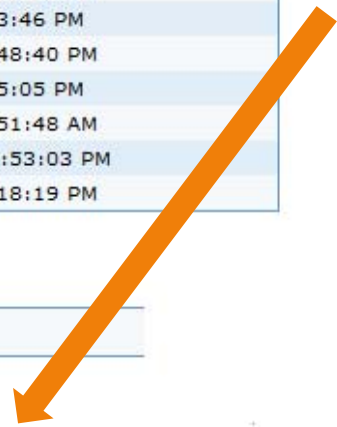
Print



Export



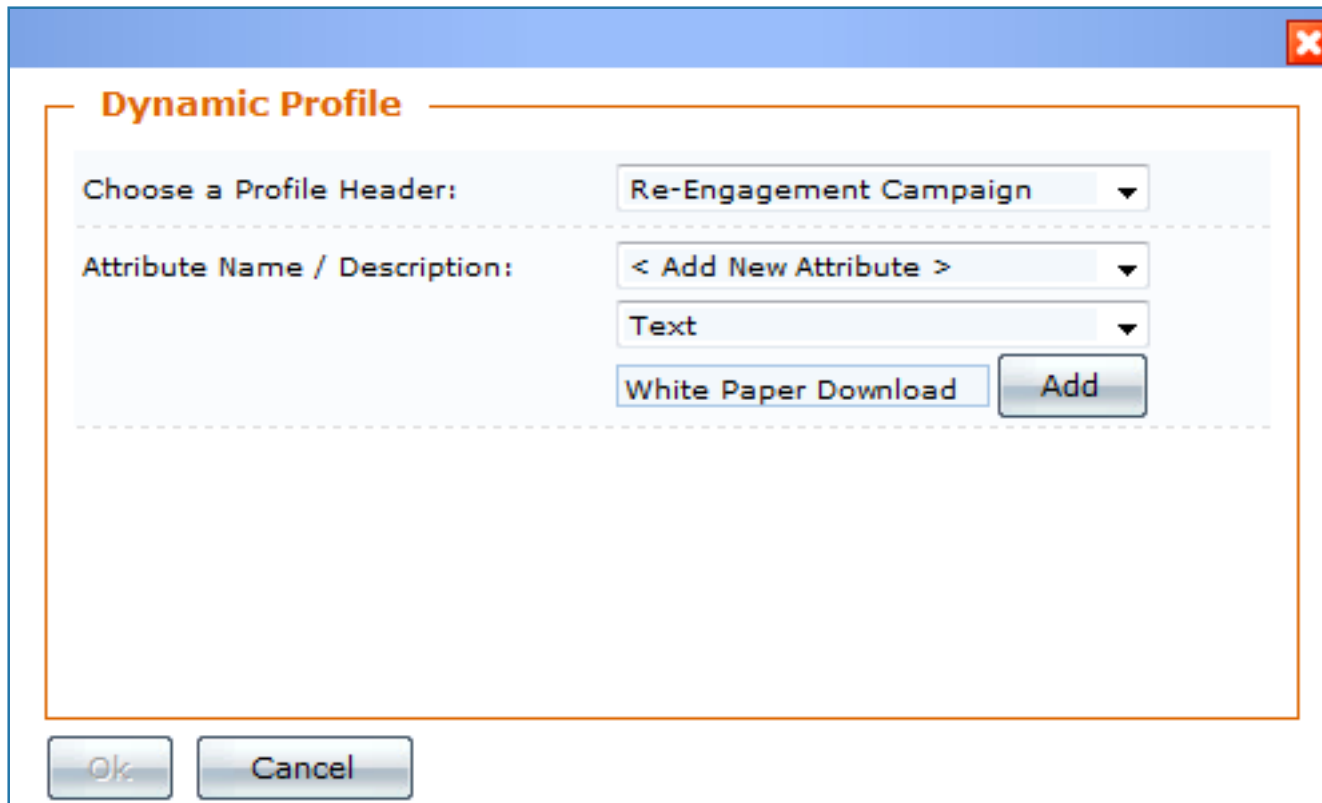
Add to Profile



Step 3: Click "Add to Profile"



Step 4: Set Up Profile



The screenshot shows a software window titled "Dynamic Profile" with a close button (X) in the top right corner. The window contains the following elements:

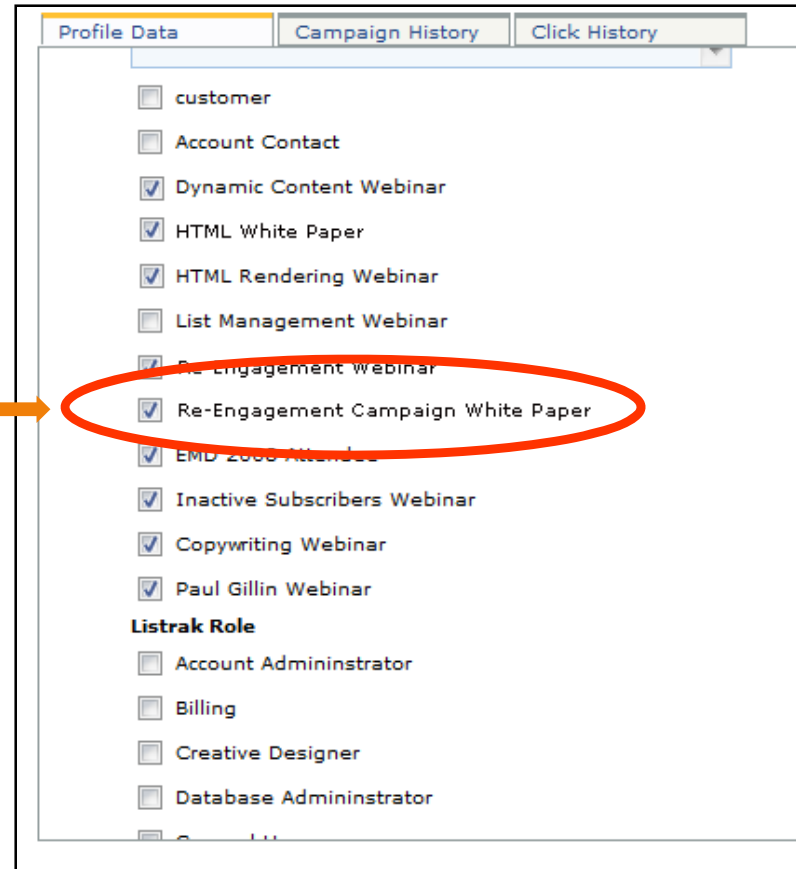
- Choose a Profile Header:** A dropdown menu with "Re-Engagement Campaign" selected.
- Attribute Name / Description:** A dropdown menu with "< Add New Attribute >" selected.
- Text:** A dropdown menu with "Text" selected.
- White Paper Download:** A text input field containing "White Paper Download".
- Add:** A button next to the "White Paper Download" field.
- Ok:** A button at the bottom left.
- Cancel:** A button at the bottom right.

Dynamic Profiling

How it Works



It is added to the subscribers' profiles automatically



Dynamic Profiling

How it Works



Best of Both Worlds

- Use Data to Create Different Versions of Each Message
- Send to Sample Segment to Test Results Before Deploying to Entire List

A/B Split Testing

Greatly Increases Response Rates



Split Test Segmentation

Edit Filter

<<Customer Data\Female 25-40>> Is Checked

Percentage To Test: % of 3,154 filtered contacts

Number of Segments:

Estimated Number of Contacts Per Segment: 315

Generate Test Segments

Dynamic Profiling

How it Works

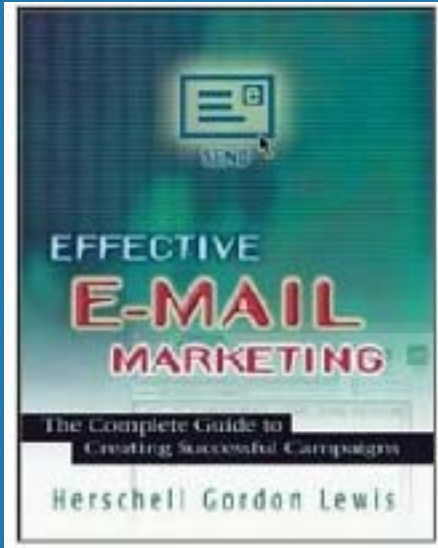


Use the chat
feature to ask a
question

Or visit Listrak's online resource
center to read our latest white
paper "New Year's Resolution:
Smarter Email Marketing in
2009"

Brent Shroyer
717.627.4528 x309
bshroyer@listrak.com
www.listrak.com





*“Can Effective B2B
Communication Overcome the
Problems of Tough Times?
YES!”*

Guest: Herschell Gordon Lewis

<http://www.herschellgordonlewis.com/>

Register now online: <https://www1.gotomeeting.com/register/171084187>

Don't miss our next webinar

Feb. 4, 2009

