Modern Marketing Health Check

A Example Client Review

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Agenda

- Database Health Analysis

- Email Performance Analysis

- Campaign Review & Recommendations

- Best Practice Recommendations

Example Client Database Analysis

Database Health: Contact Engagement
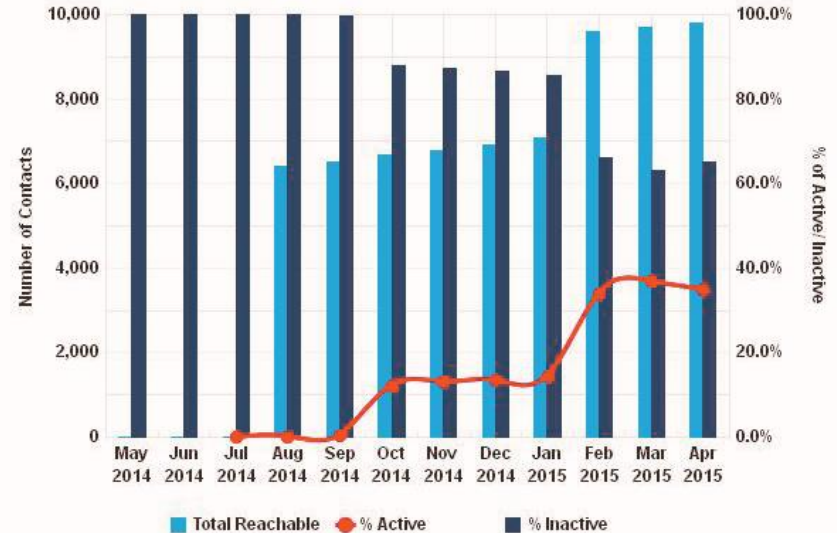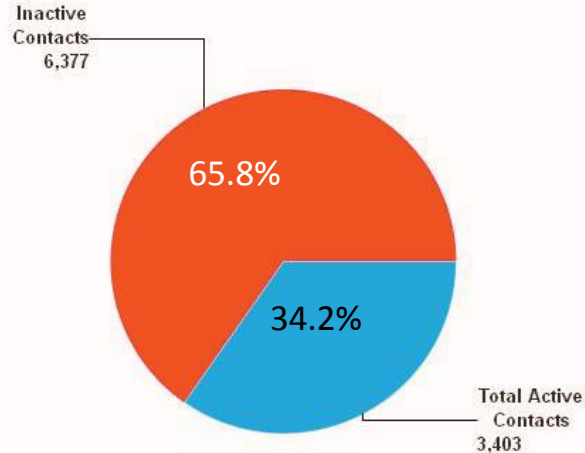
Database Health: Field Completeness

Contact Field Completness
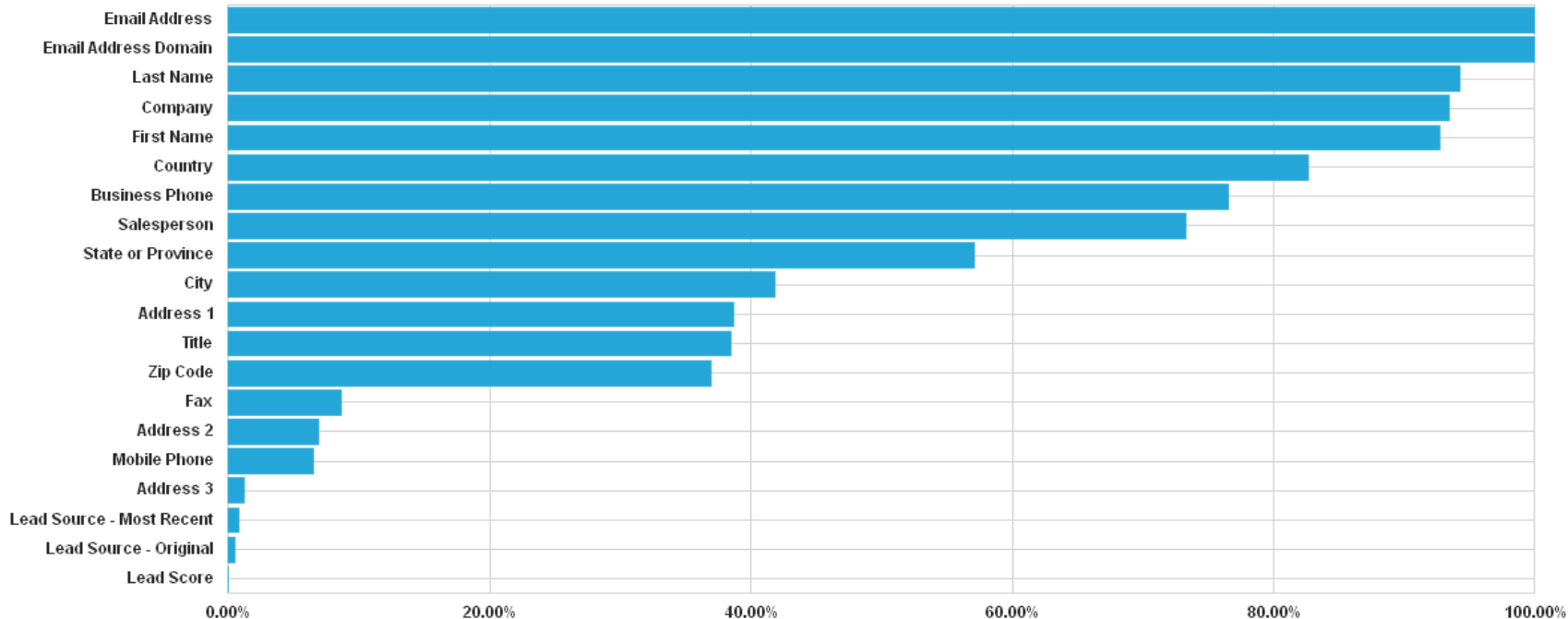
Database Health: Untouched Contacts

- Total Reachable Contacts: 9,780

- Untouched Past 6-Months: 2,885 (29.5%)
  - Excludes unsubscribes, tests/Tegrita, Contacts less than 30-days old, hard/soft bounces

- Email Touches per Contact Past 6-Months

Month	1 Email	2 Emails	3 Emails	4 Emails	5 Emails	6-10 Emails	11+ Emails	Total
Oct 2014	3,488	1,600	151	91	9	4	0	5,343
Nov 2014	50	208	18	1	0	0	0	277
Dec 2014	57	16	19	1	0	0	0	93
Jan 2015	151	46	23	1	0	0	0	221
Feb 2015	431	6,430	81	21	17	1	0	6,981
Mar 2015	6,554	39	17	24	14	2	0	6,650
Total	10,731	8,339	309	138	40	7	0	19,565
% of Total	54.8%	42.6%	1.6%	0.7%	0.2%	0.03%	0%	

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Company vs. Benchmark

Email Engagement and Benchmarks

Unique Open Rate		11.6	▼	7.1
Unique Click-Through Rate		2.1	▼	1.5
Unique Click-to-Open Rate		7.9	▲	20.7

Current Example Client Stats (Excluding Test Emails)

13.6% Unique Opens

2.12% Unique Click-through

16.08% Unique Click-to-Open

Laggard   Average   Best-in-class

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Email Engagement

- Overall: 33.1% Unique Opens, 0.82% Unique Click-through, 2.47% Unique Click-to-Open

Email Group	Unique Open Rate	Unique Clickthrough Rate	Unique Click to Open Rate
Events	25.60%	8.14%	31.82%
Investor Relations	23.24%	3.82%	16.46%
Product Information	13.37%	0.89%	6.63%
Blog Emails	13.73%	1.96%	14.29%

Recommendations:
- Emails not currently using product or campaign types. This could help with reporting analysis.
- Separate transactional/alert emails into a separate email group to get a true evaluation of product information performance.
- Add multiple CTA's in product emails to improve conversion. For example "Enroll Now" and "Learn More"

Email Unsubscribe Rate

- Unsubscribe rate is 0.16%

- 47 total unsubscribes

- Largest # of unsubscribes from storm announcements (32)

Email Name	Total Unsubscribes	Email Group Unsubscribes
17FEB2015_storm email	12	41
04MAR2015_storm email	10	41
20FEB2015_storm email	10	41
Campaign_LotsOfPrizesNOV_22SEP2014	5	41
Campaign_Template_DRAFT	3	3
Blog Update_27MAR2015	1	1
Campaign_Welcome Email(First-Time)	1	41
Invitation_30SEP2014	1	1
Online_Call_07JAN2015	1	41
Online_it's hard to beat_06JAN2015	1	41
Investor Q4 2014	1	1
RDC Reminder - ALERT_04FEB2015	1	41
Total	**47**	**47**

Recommendations:
- Separate transactional/alert emails into a separate email group to avoid opt-outs from marketing communications.

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A/B Test Opportunity: Increase Clickthrough

Hi Brandi –

Did you know that siloed systems – segregated information channels within an organization – are one of the primary obstacles of advancing customer experience initiatives? Because of this, companies are abandoning siloes and embracing the idea that customer preferences must be stored in a central repository and accessible across the enterprise.

Jane ████████████████████████████████████ event. Click here to view a short clip.

Let me know what you think and don't hesitate to call or email if you have questions.

Regards,

████████████

P. S. Visit our resource center to find a wealth of content related to preference management.

- Test Active vs. Passive Calls to Action

- Best Practices
  - Use language that describes why a user should follow a link.
  - Use verbs to describe what they will do by interacting with the CTA
  - Where possible, create a sense of urgency or timeliness.

- Examples: watch, hear, learn, download.

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Example Client Campaign & Conversion Review

Landing Page Performance Overview

Total Visitors	Total Visits (by visitor)	Total Page Views	Average Page Views per Visit	Average Page Views per Visitor	Average Page Time	Total Form Submissions	Form Conversion Rate
2,532	2,517	3,095	1.2	1.2	00:26:21	5,371	75.0%

Top 10 by All Visitors	Top 10 by New Visitors
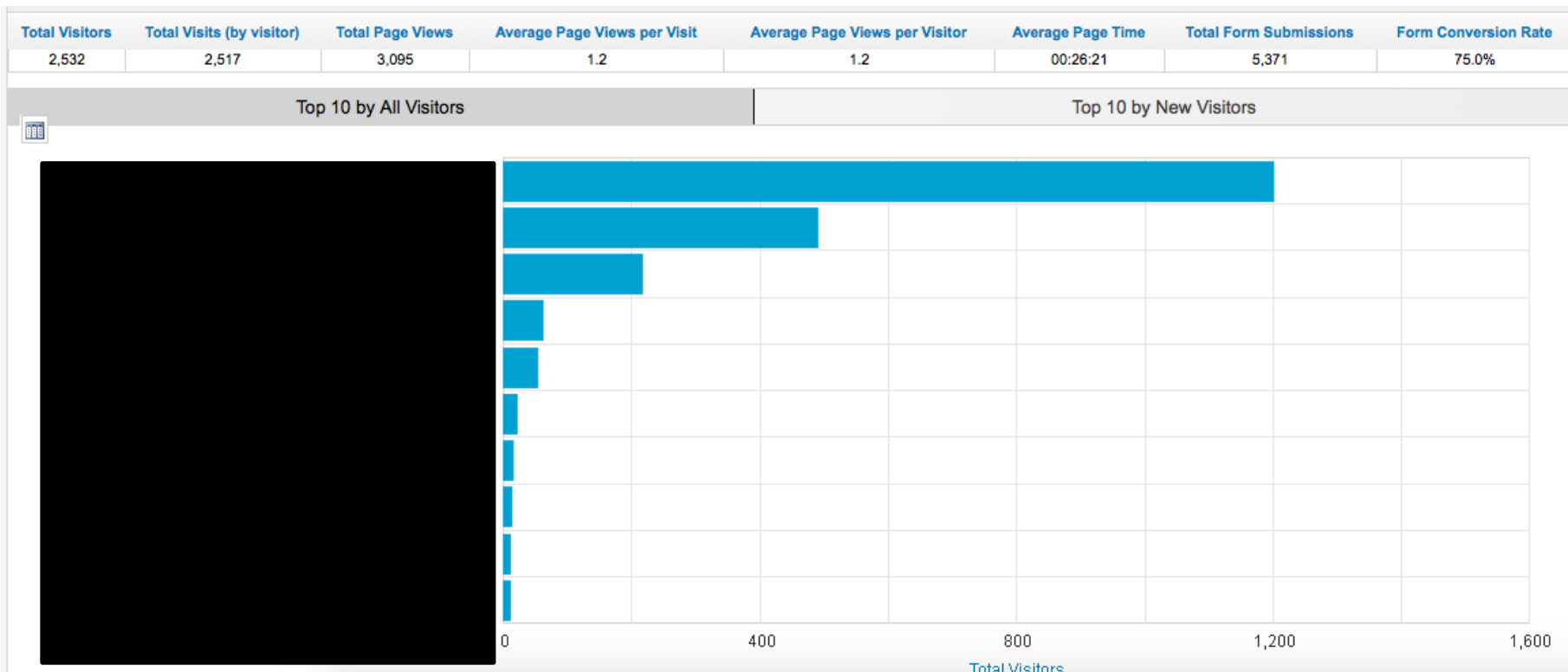
Top Landing Page Visits by Email Source

1,702

208

22

1,162
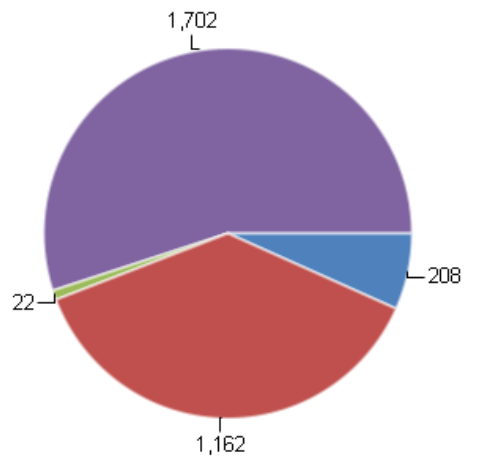
Email   No Referrer   Search Engine   Website

0   800   1,600   2,400

Total Page Views

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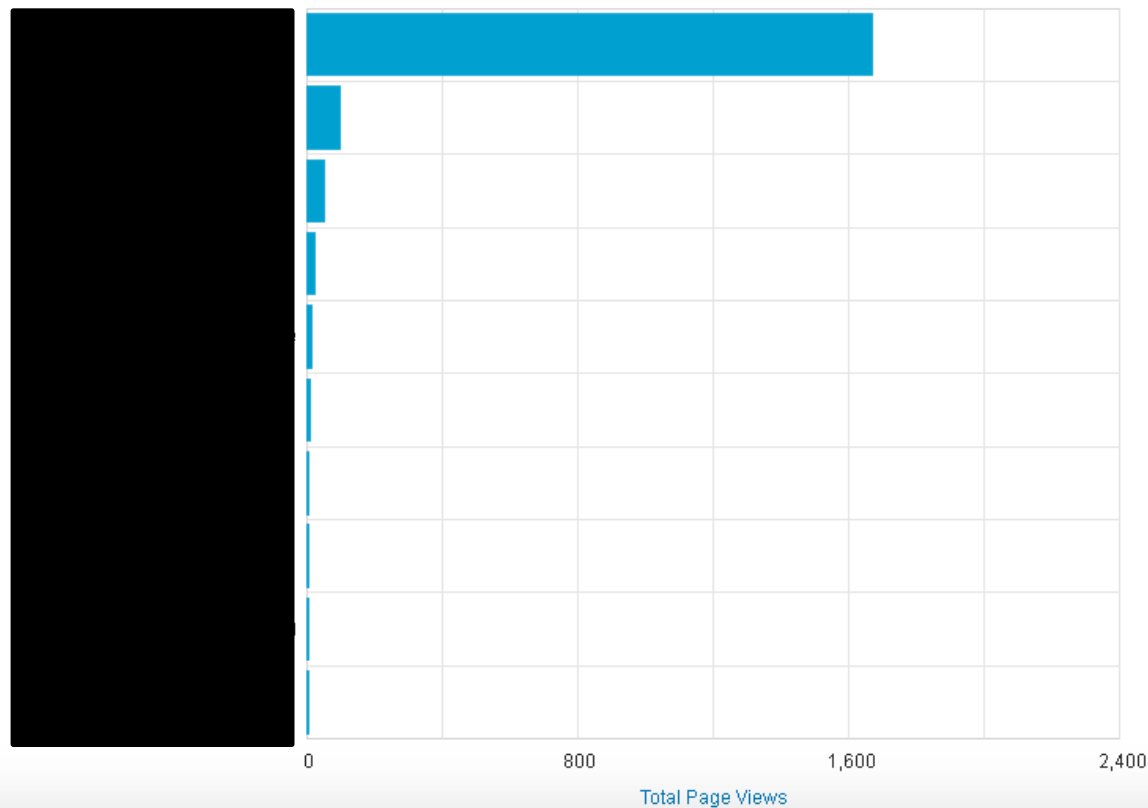
Lead Scoring Dashboard

Lead Score Overview

	1	2	3	4	Total
A	43 0%	200 0%	1,308 0%	260,890 40%	262,441 40%
B	1 0%	5 0%	37 0%	50,109 8%	50,152 8%
C	11 0%	79 0%	515 0%	64,637 10%	65,242 10%
D	5 0%	76 0%	459 0%	272,560 42%	273,100 42%
Total	60 0%	360 0%	2,319 0%	648,196 100%	650,935 100%

Recommendation: Revise engagement portion of scoring model to capture current marketing efforts.

Profile

42%
10%
8%
40%

- A
- B
- C
- D

Engagement

100%
0%
0%
0%

- 1
- 2
- 3
- 4
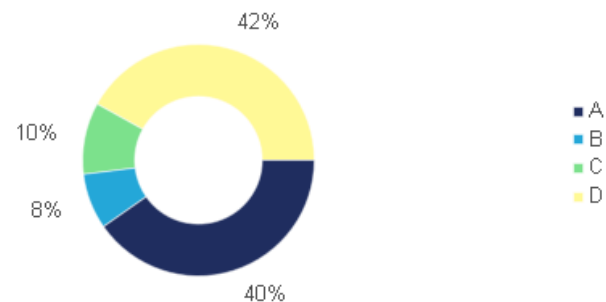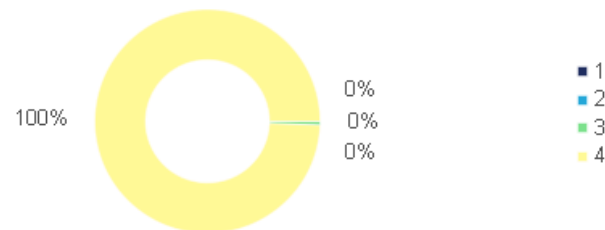
Campaign Review

Campaign	Campaign Members	Total Sends	Total Delivered	Total Opens	Open Rate	Total Clickthroughs	Clickthrough Rate	Click To Open Rate
Investigate What is it Campaign: Official Mar 13 2015	321	1182	1131	106	9.37%	19	1.68%	18.68%
March 2015 MyPreferences Newsletter	803	803	780	254	32.56%	26	3.33%	9.59%
Total	**1,124**	**1,985**	**1,911**	**360**	**18.84%**	**45**	**2.35%**	**12.50%**

- **Current Process:** "Investigate" Campaign currently evaluates clicks within the campaign before moving to the next campaign.

- **Missed Opportunities:** All "Clickers" are not created equal

Form Field Completeness

Average of % of Fields Complete	4	5	6	7	Grand Total
Demo/Info Request			87.87%	85.71%	87.44%
Newsletter	93.41%	70.00%	83.33%		82.03%
Notification			73.87%		73.87%
Product	100.00%	80.66%	91.67%		89.20%
Video			97.22%		97.22%
Webinar	100.00%		94.44%		97.22%
Whitepaper	100.00%		90.69%		93.02%
Grand Total	**97.36%**	**76.39%**	**89.56%**	**85.71%**	**88.46%**

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Form Submission Overview

Top 5 Forms by Conversion Rate (Avg. 70.89%)

Form	%
Form-Website-Latest-Whitepaper	100.00%
ActivityNotificationForm_CloudConnector	100.00%
Form-Website-Whitepaper-Preference-Management	100.00%
MyPref Campaign : Prod Backup	100.00%
Form-Website-Get-Info	100.00%

Top 5 Forms by Unique Conversion Rate (Avg. 73.21%)

Form	%
MyPref Campaign	1275.00%
Form-Website-Latest-Whitepaper	500.00%
ActivityNotificationForm_CloudConnector	100.00%
Form-Website-Whitepaper-Preference-Management	100.00%
Monthly-Newsletter-Signup	100.00%

Bottom 5 Emails by Form Abandonment (Avg. 29.11%)

Form	%
Form-Website-TCPA	94.29%
Form-Website-E-Newsletter	93.75%
Form-Website-Mitigate-Compliance-Risk	85.71%
Form-Website-E-Newsletter	83.33%
Form-Website-New-to-Preference-Investigating	81.63%

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Best Practice Recommendations

Proven Practice Recommendation

Revise Naming Convention/Folder Structure

20XX_QX_Product_Type_Campaign Name

Product A Product B Product C	Event Announcement Newsletter Nurture	Nashville Meet Up Storm Announcement May 2015 Newsletter Investigate: What Is It

Folder Structure

Level 1: Product/
Level 2: Product_20XX/
Level 3: Product_20XX_Type/
Level 4: Product_20XX_Type_Campaign
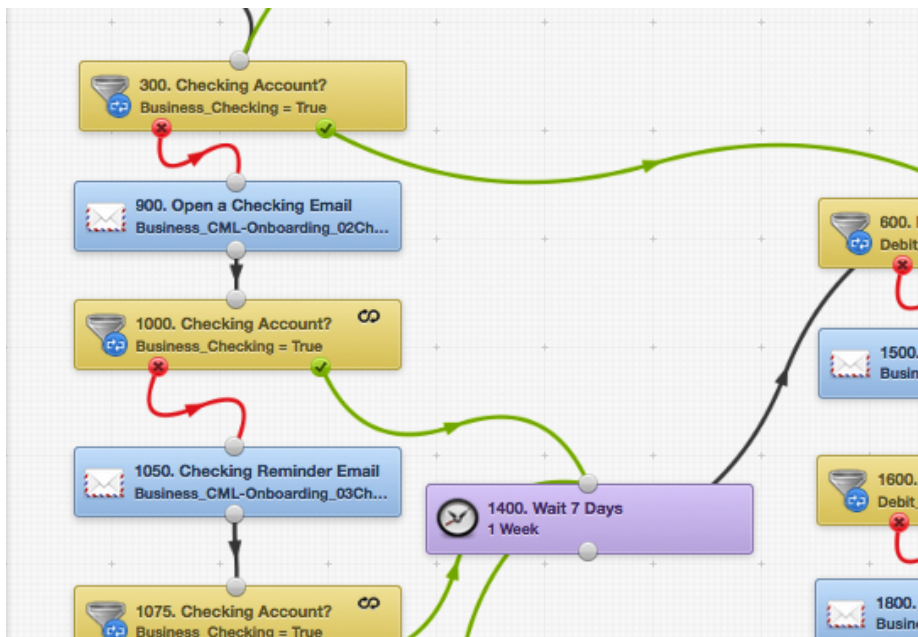
- Create a consistent naming and folder structure to be used across all Eloqua Elements

- Re-organize existing assets to clean up the database and simplify finding campaigns.

- Improve reporting capabilities.

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Number Steps in Complex Campaigns

Numbering steps makes it easier to:

- Review campaigns with other members of the team.

- Troubleshoot any campaign issues.

- Connect campaign steps together

- Move program members from one step to another

When Numbering:

- Use increments of 100 to allow insertion of missed or modified steps.

- Begin with 000.

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Thank You