

2020 EMAIL EVOLUTION CONFERENCE

JUNE 22-23 | A VIRTUAL IMMERSION



Email Experience Council

TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER”

Welcome!



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Technical Product Manger - Email
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Karin Holmgren

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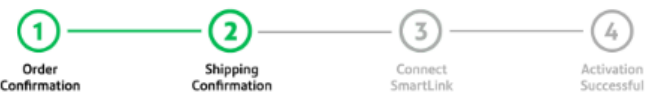
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Senior Manager, Marketing Operations
Pitney Bowes

TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER”

What is transactional mail?

Shipping confirmation
Your order is on its way.



Your order has been shipped.

Carrier: `%%=v(@carrier)=%%`

Tracking number: `%%=v(@tracking)=%%`
Please note that the tracking number can take 24-48 hours to appear on the carrier's tracking system.

Order date: `%%=v(@order_creation_date)=%%`

Order number: `%%=v(@order_number)=%%`

Account number: `%%=v(@customer_id)=%%`

Purchase Order: `%%=v(@customer_po_number)=%%`

Shipping Address

`%%=v(@Ship_To_Name)=%%`
`%%=v(@Customer_name)=%%`
`%%[SET @street = BuildRowsetFromString(@street,"") FOR @k=1 TO RowCount(@street) DO]%%`
`%%=Field(Row(@street,@k),1)=%%`
`%%[NEXT @k]%%` `%%=v(@City)=%%`, `%%=v(@Region)=%%` `%%=v(@Postal_Code)=%%`
`%%[FOR @i=1 TO RowCount(@Order) DO Set @Material_Description =`
`Field(Row(@Order,@i),"material_description") Set @Material =`
`Field(Row(@Order,@i),"material") Set @Order_Quantity =`
`Field(Row(@Order,@i),"order_quantity")]%%` `%%[NEXT @i]%%`

Shipment Details

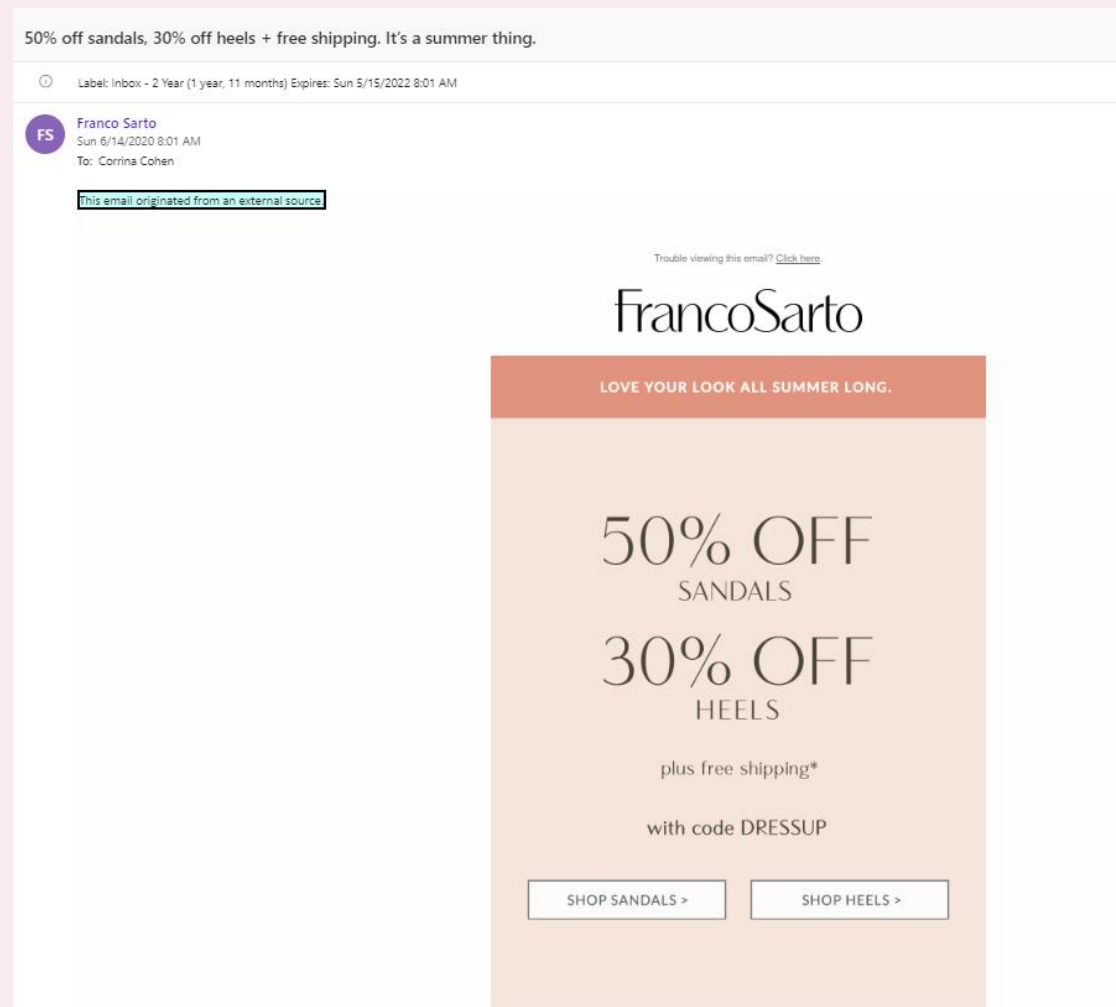
Product Description	Product ID	Quantity
<code>%%=v(@material_description)=%%</code>	<code>%%=v(@material)=%%</code>	<code>%%=v(@order_Quantity)=%%</code>

If all items from your order are not listed, you will receive a separate email when each additional item ships.

- Facilitate, complete or confirm a transaction, like an online purchase
- Provide warranty information, product recall information or safety or security information
- Provide notification of factual information
- Deliver a product, goods or service
- Billing, delinquent notices, changes in terms/conditions
- Lease notifications and rate change emails are the most commonly used in the transactional organization
- Opt-out is not required

TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER”

What makes it commercial?



- Recipients who have opted-in for promotional content from your brand and you have included a method for them to opt out
- Recipient did not initiate the interaction
- Promotes the sale of goods, services or organizational ideals.

TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER”

What makes it commercial?

Courrier et Expédition pitney bowes

Webinar | Jeudi 11 juin | 10h30

La gestion du courrier en télétravail, comment faire ?
Découvrez les solutions pour continuer à gérer vos courriers en période de crise

S'inscrire au webinar

Notre première session, organisée le jeudi 14 mai, a été très suivie et appréciée de nos clients. Aussi, suite aux demandes reçues, nous avons décidé d'organiser une deuxième édition.

Si vous avez manqué la première édition, c'est le moment de participer à la seconde !

En cette période inédite de crise sanitaire qui bouleverse toutes les entreprises et engendre de nombreux impacts sur votre quotidien, la gestion de vos courriers entrants et sortants peut s'avérer difficile.

Bulletins de salaire, factures, courriers recommandés, publipostages, courriers reçus... Comment continuer à les gérer en télétravail ?

Pour vous aider à assurer la poursuite des activités de votre entreprise durant cette période difficile, nos experts vous invitent à notre webinar gratuit sur la gestion du courrier à distance le jeudi 11 juin à 10H30.

Jean-François BIOT
Ingénieur avant-ventes Solutions Pitney Bowes

Stéphane CRESPO
Ingénieur avant-ventes Solutions Pitney Bowes

Durant ce webinar, nous répondrons aux principales problématiques de gestion du courrier que vous rencontrez depuis le début de cette crise sanitaire :

- Distribuer les courriers entrants à destination des collaborateurs en télétravail
- Travailler de manière collaborative à distance
- Permettre à vos clients de signer vos documents émis virtuellement
- Continuer à envoyer vos factures
- Transmettre les bulletins de salaire de vos collaborateurs
- Envoyer des courriers recommandés
- Diffuser des communications papier (publipostages)

Inscrivez-vous pour obtenir les réponses à toutes vos questions sur la gestion du courrier en télétravail.

S'inscrire au webinar

Shipping & Mailing Ink & Supplies pitney bowes

You will need the following information to register :
Account Number: %%Account_Number%%
Frinking Machine Serial Number: %%Frinking_Machine_Serial_Number%%

Frinking Machine Supplies | Envelopes & Paper & Office Supplies | Office Equipment & Supplies

Summer Solstice Savings

Save up to 25%
on franking machine ink

Buy 1 cartridge **SAVE 10%** | Buy 2 cartridges **SAVE 20%** | Buy 3 cartridges **SAVE 25%**

Promocode: JUNE20

Shop now

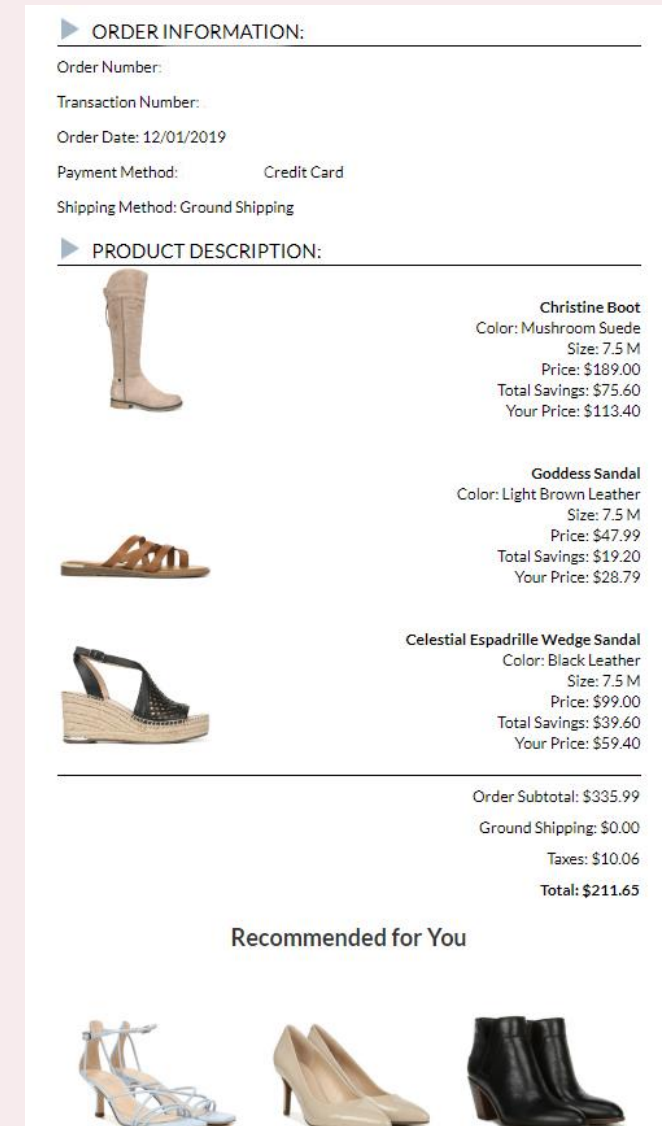
Terms and conditions
*Can be redeemed against online orders only. Please visit <https://www.pitneybowes.co.uk/shop/home/en-uk/store/uk>
*Valid for one-time use only
*Sale ends at midnight on 25/06/20.
*Cannot be used in conjunction with any other online offer, promotion or contract pricing.
*Cannot be exchanged for cash or credited to an account.
*Only applies to purchases made in the UK.
*Our standard terms and conditions of sale apply in respect of any orders placed using the voucher and the website terms of use for using our site also apply.
*We reserve the right to vary or discontinue this promotion at any time.
*These terms will be governed by English law.

- Announcements of a special offer or a catalog of products
- Coupons of discounts for goods and services
- An invitation to a webinar or event
- Announcements of new products, features, etc.
- Opt-out required

TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER SEXY”

What makes it transactional?

- Contains essential information
- Sender is under a legal obligation to send it
- Sent in response to a user’s interaction with the company



TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER”

Best practices

- Know your user agreement with your email or automation tool. It might not be illegal by the letter of the law, but not allowed under the user agreement.
- If you have questions, ask your legal team. Will it take longer? Yes. Will you regret it? No.
- Use a separate IP address for transactional. Use DMARC, DKIM, etc. to ensure these important messages get through.
- Keep a separate unsubscribe/suppression list for transactional.

TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER”

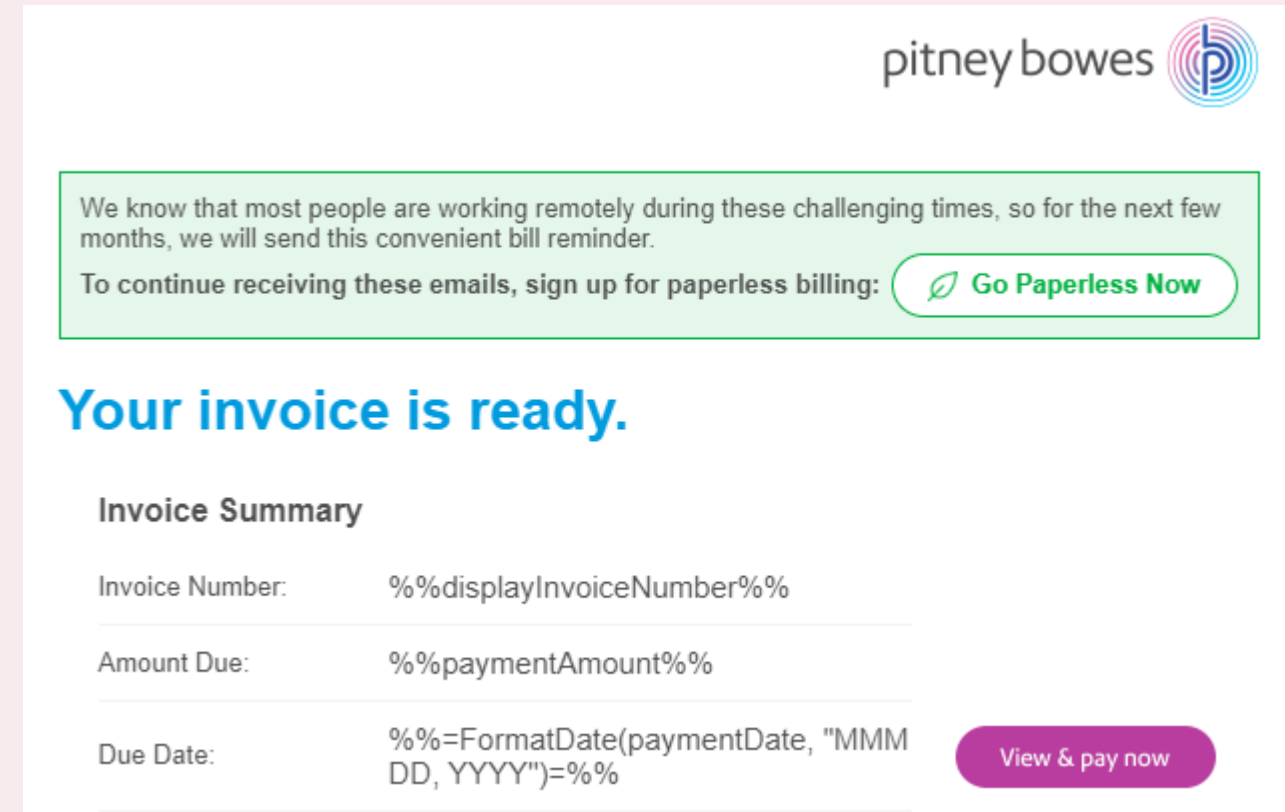
Best practices

- **Subject lines: Keep them short (50 chars or less!) and include the key message**
- **It's ok to use words like Important, Update, Urgent**
- **Design for text only, desktop and mobile**
- **Personalization? Required.**
- **Think about your “from” address and potential responses – are you cool with no-reply?**

TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER”

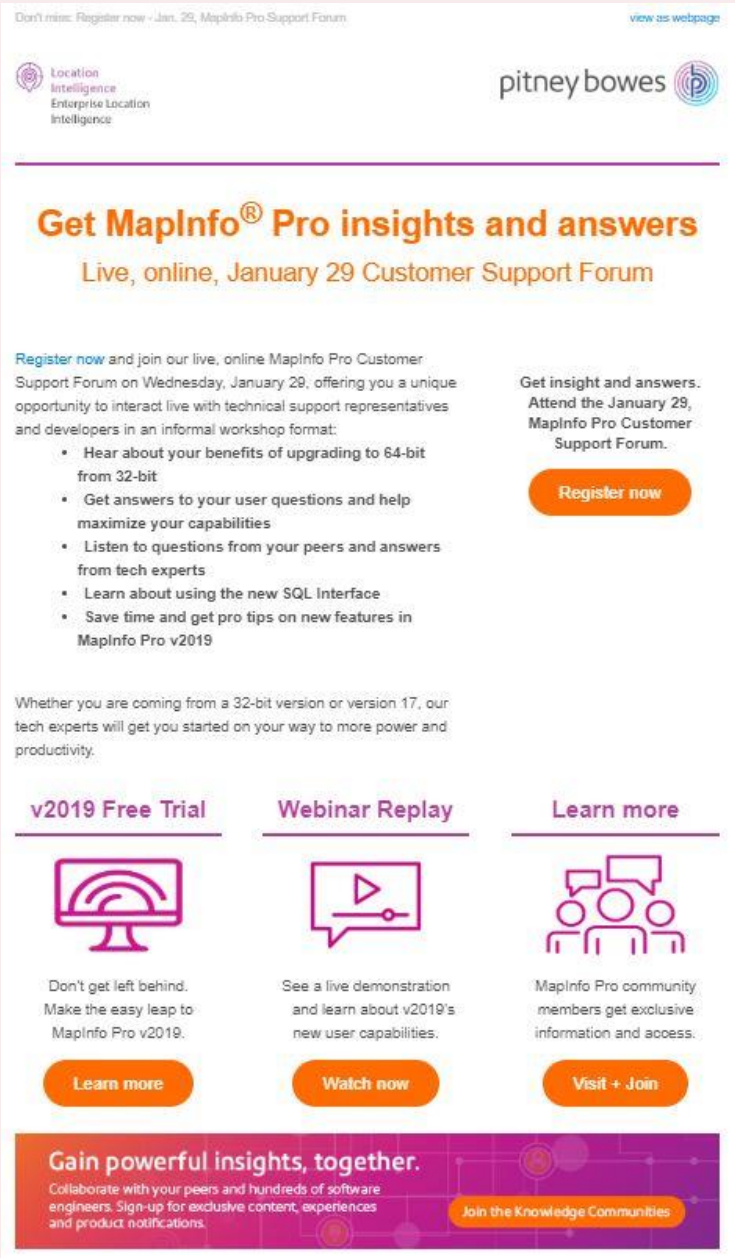
Can you do it?

- YES Slide in “helpful ideas” into regularly sent email.
- NO Give a retention offer or discount.
- YES Include PII or loyalty program information
- NO Over-remind customers about loyalty programs, software updates, new releases.



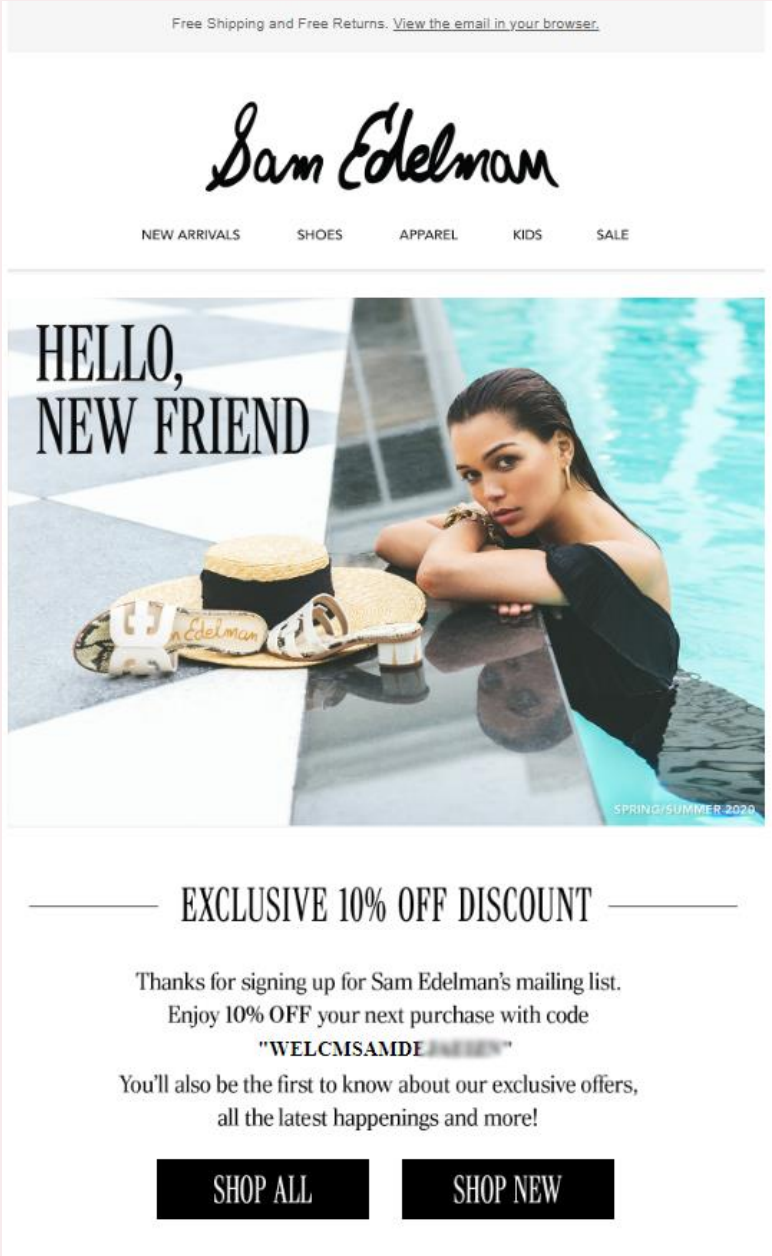
TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER”

Is it Promotional or Transactional?



TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER SEXY”

Is it Promotional or Transactional?





TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER”

Is it Promotional or Transactional?

Your year-end sending scorecard







View your 2018 sending accomplishments and use this scorecard to track your progress and identify opportunities to achieve greater savings in 2019 with your [Additional Information](#).

2018 sending activity for account ending in [Area of Interest](#).

 \$\$\$DESCRIPTION\$\$\$ Total savings achieved.	 \$\$\$COMMENTS\$\$\$ Total spend.
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Your sending diagnostics

We analyzed your 2018 sending habits to identify where you're on track and flag opportunities for greater savings.

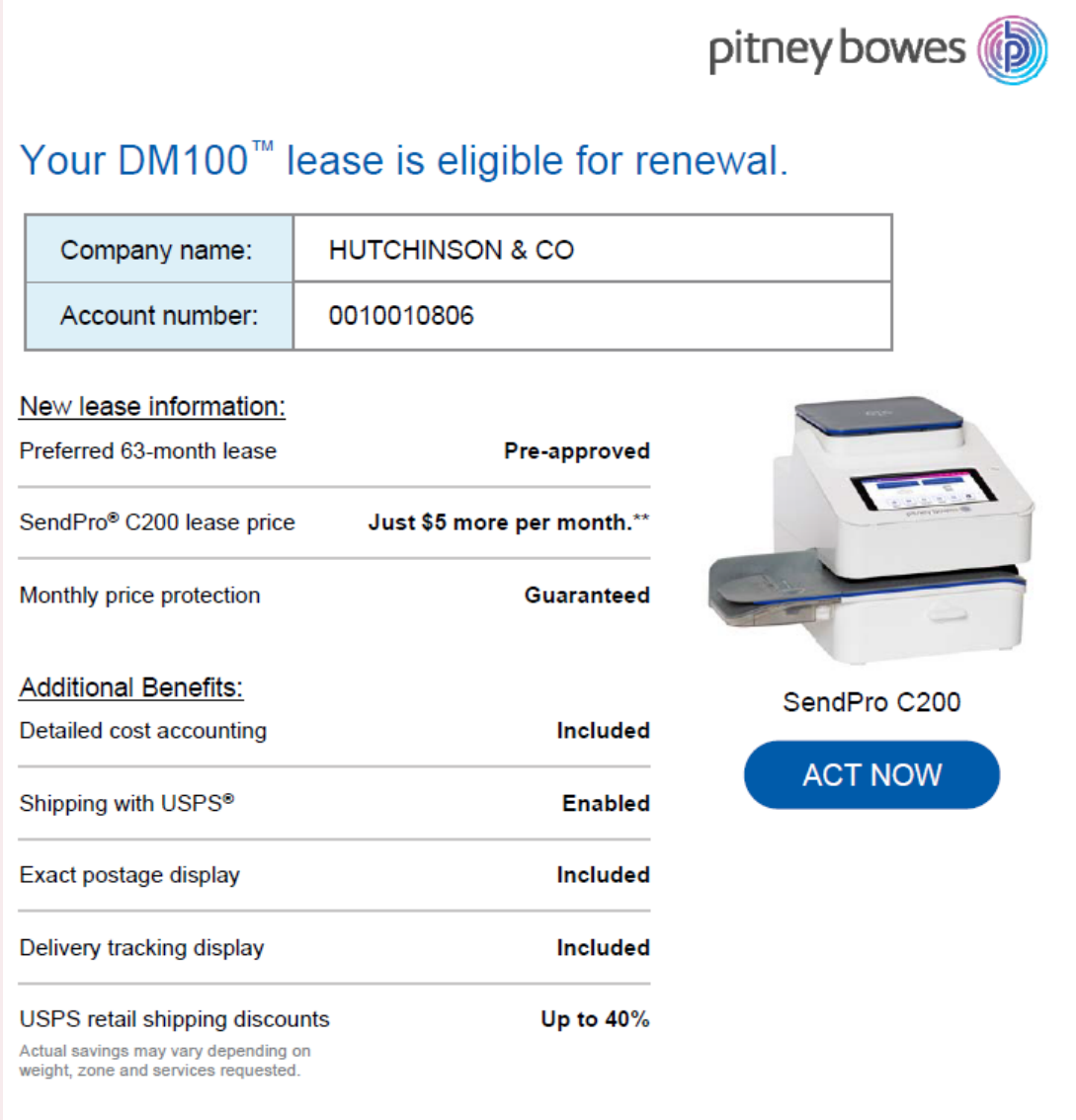
 Letters  Good job! You're on track for automatic savings of 5¢ on every letter you send.	 Packages  Missed savings alert! Print shipping labels from SendPro online to save 40% on packages. View the quick tour or printer-friendly guide to see how easy it is.	 Other  Good job! You're on track for automatic savings of 5¢. Tip: Select the desired class and service versus keying in postage for greater savings.
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[Log in](#) to your account to view your full sending history.

[Log In](#)

TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER”

Is it Promotional or Transactional?



The screenshot shows a transactional email from Pitney Bowes. At the top right is the Pitney Bowes logo. The main heading reads "Your DM100™ lease is eligible for renewal." Below this is a table with account details:

Company name:	HUTCHINSON & CO
Account number:	0010010806

Below the table is a section titled "New lease information:" with a table of lease details:

Preferred 63-month lease	Pre-approved
SendPro® C200 lease price	Just \$5 more per month.**
Monthly price protection	Guaranteed

Next is a section titled "Additional Benefits:" with a table of included features:

Detailed cost accounting	Included
Shipping with USPS®	Enabled
Exact postage display	Included
Delivery tracking display	Included
USPS retail shipping discounts	Up to 40%

At the bottom of this section is a small disclaimer: "Actual savings may vary depending on weight, zone and services requested." To the right of the text is an image of a SendPro C200 printer. Below the image is the text "SendPro C200" and a blue button that says "ACT NOW".

TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER”

Test: The black and red email

	Open	Click	Orders
Control	13.72%	41.71%	1
Test	13.81%	36.87%	3

Findings: Red and black CA email outperformed the black and white US control. **Recommendation:** Expand the red and black email test to larger population.

Control

pitney bowes

Equipment Lease Alert

Working remotely? We're here for you.
SendPro[®] Online is included with your renewal, allowing you to mail and ship via USPS[®] anytime, anywhere.

Charges for contract no. 40681702

Act now

Account Name TR Pacwest LLC	Account Number 0010240998	
Equipment Description Mailing System	Model Number mailstation2™	Serial Number 733836

Equipment Location: 1211 SW 5th Ave Portland, OR

Summary of your Lease Charges:

Current Quarterly Lease Charges	\$200.28
Lease Renewal Discount (20%)	(\$40.06)
New Quarterly Lease Charges	\$160.22

[Renew now](#)

Our records indicate that your meter lease is **currently in the renewal period**. As a thank you for being a valued Pitney Bowes customer, we'd like to offer you the continued benefits of your postage meter and save 20% on your current quarterly payments.

This lease extension represents a reduced quarterly payment for the term of your 24-month lease. In addition, continue saving 5¢ over the price of stamps, a savings benefit not available at the post office. [Renew](#) by April 30, 2020 to lock in this offer.

[Renew now](#)

The offer(s) provided are based on the indicated monthly payment. If your monthly payment differs from what is indicated, whether because of special lease terms, the mutual restructuring of your payment or other circumstances, we reserve the right to withdraw the offer.

Test

pitney bowes

EQUIPMENT LEASE RENEWAL ALERT

Our records show that your lease is now within the renewal period on your postage equipment.

Working remotely? We're here for you.
SendPro[®] Online is included with your renewal, allowing you to mail and ship via USPS[®] anytime, anywhere.

<p>ATTENTION: FLICKER GARELICK & ASSOCIATES 45 BROADWAY NEW YORK, NY 10006-3007</p> <p>Respond by April 30, 2020 to renew at a 20% discount.</p> <p>Renew Now</p>	Preferred 24-month lease renewal eligibility	Pre-approved
	Lease renewal discount	20%
	5¢ First-Class [™] postage discount	Savings over stamps
	Offer expires on:	04/30/2020

The offer(s) provided are based on the indicated monthly payment. If your monthly payment differs from what is indicated, whether because of special lease terms, the mutual restructuring of your payment or other circumstances, we reserve the right to withdraw the offer or may require a different payment amount for the offer(s) to be honored.

TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER”

Test: Redesign of control creative based on research findings

	Orders	Run Rate
Control	134	2.64% Q1 average .6%
Test	152	2.50% Q1 Average .7%

Control

Meter replacement notice view as webpage

pitney bowes

REPLACEMENT NOTICE	
BUSINESS NAME:	Rooxo
CURRENT SYSTEM:	mailstation 2™
UPGRADE TO:	SendPro® C200
EQUIPMENT LOCATION:	082 Melody Alley Falun, WY

Lease notification
Account number: 9928507139

We are replacing all of our old technology, including your mailstation 2™, with the digitally connected SendPro® C200. While your lease does not expire until 10/24/2020, you can upgrade to new technology today.

Mail & save with USPS® discount **Save 5¢ on every letter**

Cost accounting **Enabled**
Manage postage reports & spend

Label printer **Included**
Print labels for First Class™ packages, Priority Mail® & more

Preferred 63-month lease **Pre-approved**

Payment details:
Current monthly lease charge: \$120.72 /mo*
Additional monthly charge: WAIVED
New monthly leasing charge: \$5 /mo*

LEARN MORE

01. Act
[Respond online today.](#)
Offer expires 05/29/2020.

02. Receive
SendPro® C200 and self install.

03. Return
Use pre-printed shipping labels and the boxes provided with your return kit to return your old meter.**

Working from home? We're here for you.
SendPro® Online is included with your renewal, allowing you to mail and ship via USPS® anytime, anywhere.

LEARN MORE

Test

pitney bowes

REPLACEMENT NOTICE	
BUSINESS NAME:	ABC Company
CURRENT SYSTEM:	mailstation™
UPGRADE TO:	SendPro® XX
EQUIPMENT LOCATION:	Anytown, NY 12345

New Lease Notification
Account number: XXXXXXXXXXXX

You've been renting your equipment since <install date> and currently have an analog machine. We are replacing all of our old technology, including your <model>™, with the digitally connected SendPro® X.

Mail & save with USPS® discounts **Save 5¢ on every letter**

Cost accounting **Enabled**
Manage postage reports and spend.

Preferred 51-month lease **Pre-approved**

Payment details:
Current rental charge: \$21.00/mo*
Additional monthly charge: WAIVED
New monthly leasing charge: \$21.00/mo

LEARN MORE

We've made it easy to update to new equipment.

- 1 Act**
Respond online at [pb.com/us/LeaseMore](#)
Enter account number: XXXXXXXXXXXX
- 2 Receive**
Receive your SendPro® XX and self-install in minutes.
- 3 Return**
Use pre-printed shipping labels and the boxes provided with your return kit to return your old meter.**

SendPro X benefits:

Speed
Process mail at up to XX letters per minute, print postage quickly, and weigh small parcels accurately with integrated XX lb scale.

Save
Save time, frustration and money by minimizing undeliverable mail with the included online address verification tool.

Easy-to-Use
Get access to SendPro® Online from your meter or any PC to mail and ship via USPS anytime, anywhere.

Respond by May 29, 2020.
► Visit [pb.com/us/LeaseMore](#) OR ► Call 855.956.8466
You'll also be able to review additional equipment options on our website.

*Does not include sales, use or property taxes which will be billed separately. New payment does not include ValueMAX® charge, which may be added to your invoice pursuant to Section 15 of the Pitney Bowes terms. The offer(s) provided are based on the indicated monthly payment. If your monthly payment differs from what is indicated, whether because of special lease terms, the mutual restructuring of your payment or other circumstances, we reserve the right to withdraw the offer or may require a different payment amount for the offer(s) to be honored.
**Return kit may arrive separately from your order.

TRANSACTIONAL EMAILS: FROM “NOT SO HOT” TO “SUPER”

Test: 50/50 split for keep equipment offers testing new creative

	Open	Click	Orders	RR
Control	30.07%	25.81%	27	10.33%
Test	37.04%	23.27%	40	12.54%

Early Findings: Show the test strongly out-performing the control.

Recommendation: In June, expand this test out to entire population.

Control

pitney bowes

EQUIPMENT LEASE RENEWAL ALERT

Our records show that your lease is now within the renewal period on your postage equipment.

Working remotely? We're here for you.
SendPro® Online is included with your renewal, allowing you to mail and ship via USPS® anytime, anywhere.

ATTENTION:
Rooxo
082 Melody Alley
Falun, WY 42653

Preferred 39-month lease renewal eligibility	Pre-approved
Lease renewal increase	WAIVED*
5¢ First-Class™ postage discount	Savings over stamps
Scale enhancement	Upgrade to 10lb**
Offer expires on:	05/29/2020

Respond by May 29, 2020 to renew at the same low rate.

[Renew Now](#)

Test

pitney bowes

Equipment Lease Renewal Alert

Our records indicate your mailstation 2™ lease is within the renewal period. You can [renew](#) your lease for 39 months at no additional cost. This offer expires on 05/29/2020.

Summary of lease charges	Account information
<p>Equipment location 082 Melody Alley Falun, WY 42653</p> <p>Current lease charges: \$120.72 * Lease renewal increase: WAIVED New monthly payment: \$5 *</p> <p>Respond by 05/29/2020</p>	<p>Account name Rooxo</p> <p>Account number 9928507139</p> <p>Equipment description Mailing System</p> <p>Model number mailstation 2</p> <p>Serial number 481815843</p>

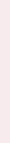
Lease renewal benefits

- Guarantee your monthly payment for the term of your lease
- 5¢ First-Class™ postage discount, a savings not available at the post office
- Eliminate over-spending on postage with increased scale capacity**

Confirm your renewal by clicking on the button below. This offer expires 05/29/2020.

[Renew Now](#)

ANA



Email Experience Council