

How to Leverage CRM Data for Powerful Email Marketing

Agenda

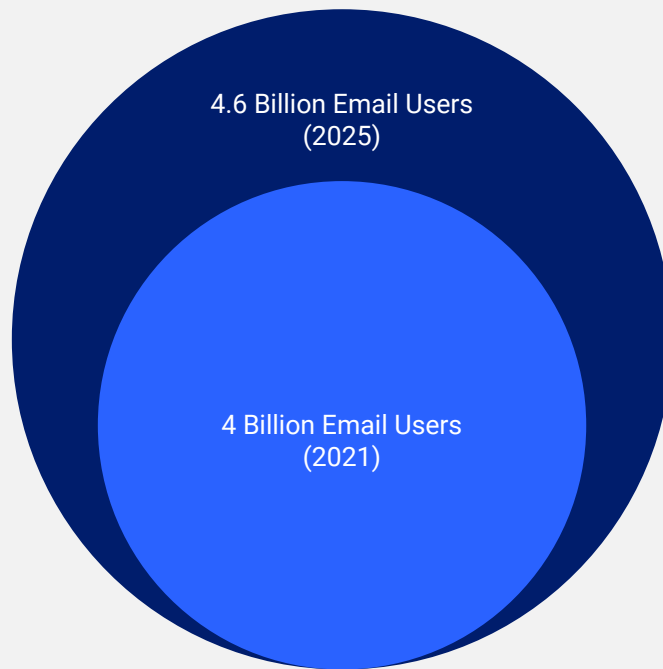
1. The State of Email Marketing
2. Great Emails Require Great Data
3. Segmentation Equals Personalization
4. Testing and Measuring

The State of Email Marketing

Is It Dead?

2021 Email Stats

- 4 billion daily email users
- 306 billion emails sent and received each day
- Marketers who use **segmented campaigns** note as much as a 760% increase in revenue.



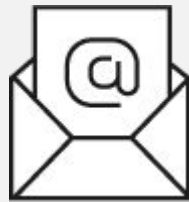
Source: <https://blog.hubspot.com/marketing/email-marketing-stats>

Orbee Client's Email Stats



6,930,689

Sent



2,188,671

Open

31%



277,689

Clicks

13%

Great Emails Require Great Data

Combine offline and online data sources
to effectively segment your audiences

Object Data (Offline)



Objects

Leads

Sales Activity

Appointments

Pencils

Deliveries

Service

Event Data (Online)



Events

Vehicle Categories Viewed

Vehicle Views

Engagement Time

Button Clicks

Payment Calculators

Trade-In / Finance Intent

BL

Associated Names	N/A
Email	d@nt ol.com
Associated Phones	(860)
First Seen	5 months ago
Last Seen	2 days ago
Submitted Info At	5 months ago

KEY METRICS

Visits	Vehicles Viewed	Unique Vehicles
29	26	13

TOP SOURCE MEDIUMS

Source / Medium ?	Visits ?
bing / organic	3
(direct) / (none)	2
google / cpc	1
orbee / email	18
vinurl.com / referral	5

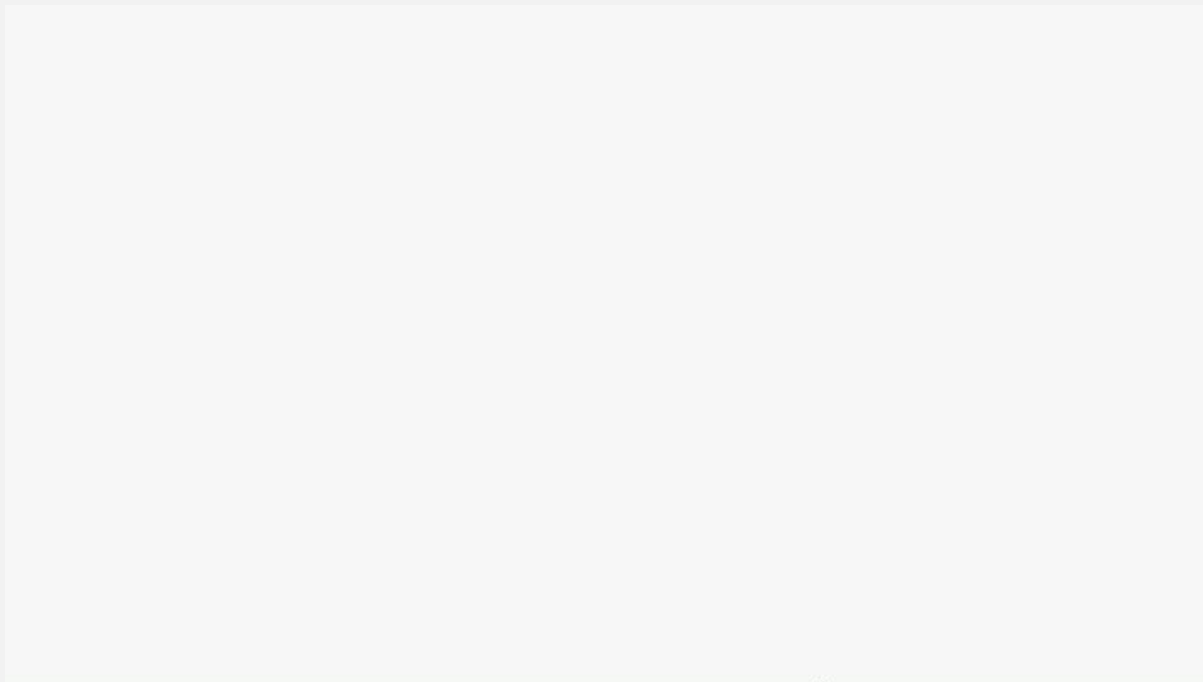


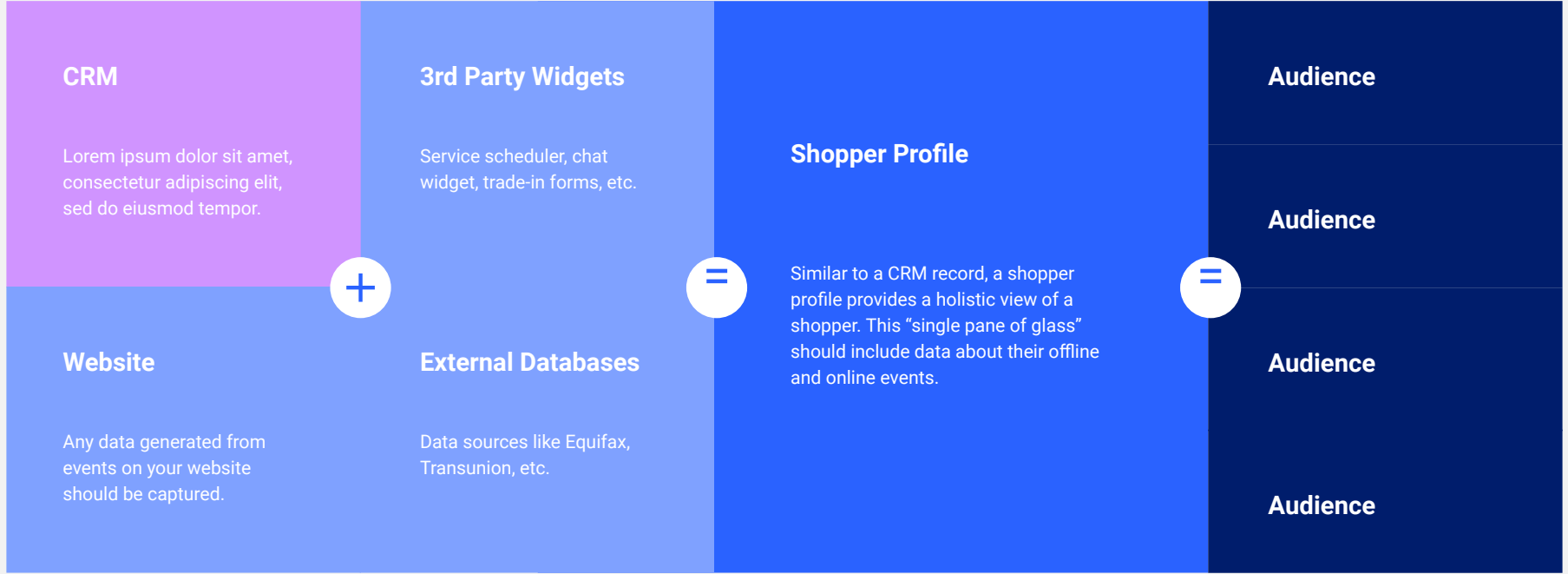
ACTIVITY TIMELINE

≡ SORT

Jul 04, 2022 12:17 pm	Clicked Email Link Landing Page https://www.monacoford.com/used-Glastonbury-2020-Ford-Edge-ST-2FMPK4AP6LBB37762?_oa=1&oaclid=1__0XkhdL.II5hagipykCa&oactcid=oacc-1733-1-1820&utm_campaign=2022-06_Top-Vehicles_4thOfJuly&utm_medium=email&utm_source=orb ee
Jul 04, 2022 08:20 am	Pageview Started SRP Page Page Tags www.monacoford.com/searchnew.aspx new
Jul 04, 2022 08:20 am	Pageview Started Page www.monacoford.com/new-Glastonbury-2022-Ford-F+150-Tremor-1FTEW1E84NFB07159 lease, new, offer, special
Jul 04, 2022 08:20 am	Pageview Started SRP Page Page Tags www.monacoford.com/searchnew.aspx new
Jul 04, 2022 08:19 am	Pageview Started SRP Page Page Tags www.monacoford.com/searchnew.aspx new

Resolve Identities to Combine Offline and Online Data





Segmentation Equals Personalization

List name

Filters

Someone's most-recent sales event



Was

Created



Before the last



























2

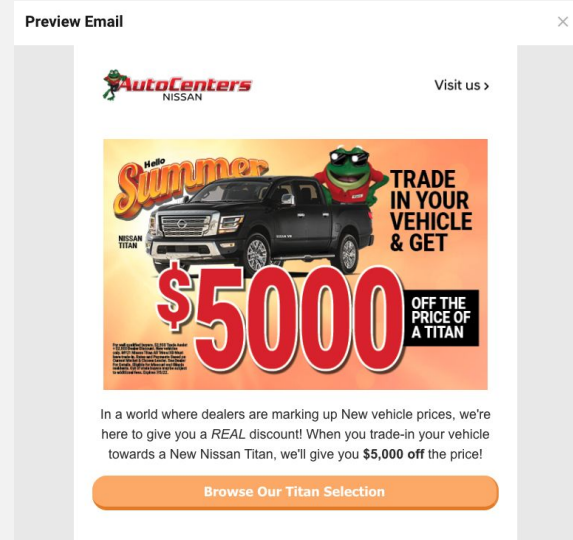
Years



+ AND

Description	Segment Name	Integration Types	Active
Return Visitors	page-state:return-visitor ID: 20089	 	Active
Visitors with more than 1 visit	page-state:visit_count_gt_1 ID: 20087	 	Active
SUV (Vehicle Type) Content	page-view:suv-content ID: 20088	 	Active
EV Content	page-view:ev-content ID: 23748	 	Active
Upstart Continue Your Deal Selected	upstart:continue_your_deal_selected ID: 23842	 	Active
Upstart Explore Payments Selected	upstart:explore_payments_selected ID: 23841	 	Active
ALS Gubagoo Chat Opened	als_gubagoo_chat:opened ID: 23560		Active
Gubagoo Live Chat Widget Opened	gubagoo_live-chat:widget_open ID: 23837	 	Active
Gubagoo Live Chat Reply Sent	gubagoo_live-chat:reply ID: 23839	 	Active
Gubagoo Live Chat Sent First Message	gubagoo_live-chat:start_chat ID: 23838	 	Active
Gubagoo Live Chat Widget Closed	gubagoo_live-chat:widget_closed ID: 23836	 	Active
ALS Conversion (Trade-In Estimate)	als_lead:TRADE_IN_SUBMITTED ID: 23559		Active
ALS Trade-In Form: Step #3 Completed	als_trade-in_step3:condition_selected ID: 23558		Active
ALS Trade-In Form: Step #2 Completed	als_trade-in_step2:vehicle_details_selected ID: 23557		Active
	als_trade-in_step1:vehicle_selected ID: 23556		Active

Target Audiences with Personalized Emails



Testing and Measuring

Combine Data Sources

Start with combining your data sources, so your email lists have multiple data points to filter and sort through.

Segment Audiences

Segment, or group, your audiences into separate lists.

A/B Email Sends

Design two or three emails for a specific campaign.

Measure Results

Measure key metrics between the A/B emails. Deliver, open, click, unsubscribe, and bounce rates.

Orbee takes these steps for you, or with you.

We can often Automate campaigns and commonly do so with top performing store emails across entire groups.

Thank You!

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