

# The Power of Digital Marketing

*Learn how seven top brands implemented digital campaigns that drive results*

# The Power of Email for B2C

Beyond the Rack, a private online shopping club, is dedicated to providing their customers with authentic designer merchandise at the lowest prices possible—sometimes up to 80% off retail. The company takes great care to learn about its members and their preferences so they receive only the most relevant messages and exclusive offers.

## Challenge

Beyond the Rack needed to send personalized messages to millions of customers—and fast! As a flash-sale retailer, it was incredibly important that the millions of messages reach customer inboxes quickly and all at once so that customers don't miss out on items (which can sell out fast) due to a delayed email. On top of the company's need for email speed and complexity, the team also wanted a solution that could be implemented quickly. So, Beyond the Rack turned to ExactTarget.

## Solution

Beyond the Rack was up and running with ExactTarget's solutions in record time. And the companies got straight to work implementing dynamic email content to match daily offers to members' behaviors and geographic location. This dynamic content, powered by AMPscript, was critical to the success of Beyond the Rack's flash sale model. Also, the solution's scalability and speed helped support the company's double-digit growth, with up to 2 million personalized emails, sent twice daily.

Plus, Beyond the Rack implemented a responsive design strategy—creating smarter and more engaging email designs optimized for mobile devices. With an increasing number of shoppers accessing the company's emails via smart phones, this simple change created a huge lift in revenue.



*“Often, ExactTarget has provided us with a very powerful tool—using emails to drive customers to our website, and ultimately make sales.”*

**Kevin Murphy**  
Beyond the Rack



Invite Friends  
**GET \$10**

**KATIE'S ACCOUNT**  
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WOMEN | MEN | HOME | KIDS



**EVENTS STARTING NOW**

**Watches**

Burberry, Hugo Boss and more »  
 Michael Kors, DKNY and more »

**Luxury**

Fendi, Gucci, Prada, Ferregamo and More »

**Jewellery**

Multicolored Diamonds »

**Ladies**

Frenzy and Bacci Knit Dresses »  
 Rising International Fall Jackets »  
 Sledge Graphic Tees 24.99 »  
 Cello Jeans for Women »  
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Add a classic designer timepiece to your wardrobe.

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**MICHAEL KORS, DKNY AND MORE**

Beautifully designed watches to stand the test of time.

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Italian vintage accessories add the perfect touch of luxury.

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**MULTICOLORED DIAMONDS**

Indulge in elegant diamonds for all tastes and budgets.

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Beyond the Rack sends personalized and mobile-friendly emails to millions of customers at lightning speed.

**Results**

Beyond the Rack has proven the power of messages tailored to each customer. With personalization and responsive design techniques, the company achieved some phenomenal results, including:

- Annualized run rate representing tens of millions of dollars
- 18% increase in click-throughs
- 12-15% increase in revenue
- Decrease in unsubscribe requests
- Increase in open rates

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## List Growth Strategies

# The Power of List Growth



National homebuilder Clayton Homes has manufactured thousands of quality homes for families from coast to coast. But with fewer than 1,000 Facebook “likes” and limited data tracking through their Facebook publishing platform, Clayton Homes was looking to improve ROI from their Facebook marketing efforts and grow their email list. To combat the historically slow holiday period, Clayton Homes created the “5k Giveaway,” an online campaign aimed at generating new leads and building the social community.

### Challenge

Prior to ExactTarget, Clayton Homes used a Facebook publishing tool that didn’t track actions taken on Facebook tabs. Plus, the company was sending emails to a master list of subscribers without personalization—resulting in little to no customer engagement. So the team needed a tool to quickly grow their email list, personalize customer communications, and track engagement.

### Solution

By integrating ExactTarget Email, Automation Studio, and SocialPages™, Clayton Homes launched the lead nurturing campaign “5k Giveaway,” a weekly \$5000 prize giveaway. The Facebook contest—powered by SocialPages—aimed to educate subscribers on their products, share video content, and increase Facebook fans and email subscribers.

Fans were invited to enter the contest by providing their email address in a custom Facebook form. Each contestant received an email featuring personalized tips and professional advice based on the fan’s stage in the buying process. Customers

could then opt-in to receive tailored email content through a post-contest drip campaign.

Clayton Homes used A/B testing to optimize the lead nurture campaigns and newsletters by comparing subject lines, content variables, and send times. Personalized subject lines and dynamic content turned out to be key to the campaign’s success. With dynamic content, Clayton Homes was able to design each email—with logos, home center location, and distinct links—with the appropriate look for each of Clayton Home’s sub-brands.

*“ExactTarget’s Dynamic Content feature is key to our emails being successful. Without it, I would be lost. Our goal here was to increase email leads—and the campaign was a huge success.”*

**Jim Greer**

Lead Generation Manager  
Clayton Homes



“Clayton knows the difference between a house and a home”  
*Kay Robertson*

Visit us at [claytonhomes.com](http://claytonhomes.com)

**Clayton Homes**  
 21,145 likes · 126 talking about this

Like Message

Company  
 At Clayton Homes, we are opening doors to a better life, one home at a time. Our spirit of innovation has helped more families build their American dream than any other

About · Suggest a Change

Photos Pinterest! Likes 21,145 Notes 1

Fan Feedback Poll  
 While we encourage fans to share thoughts and opinions on our

Clayton Homes shared a link.  
 November 2, 2012

It's finally here! Click here for your chance to win \$5,000 in the Clayton Homes \$5K Giveaway! <http://pub.vitruv.com/EGCu>

Clayton Homes - \$5k Giveaway! | Facebook  
 Source: pub.vitruv.com

Like · Comment · Share

132 55 15

## Results

Thanks to the Facebook contest and email integration, Clayton Homes saw massive growth and success across their digital marketing platforms during the six-week contest:

- 60,000+ new registrants
- 32,000 new email subscribers
- 20,000 new Facebook fans
- 1,200+ home center visits
- Enhanced fan engagement on the Clayton Homes Facebook page
- Improved targeting of email content in each stage of the drip campaign

*Want to see how Clayton Homes achieved these results? Check out our step-by-step Solution Guide.*

# The Power of Email for B2B



OneAmerica® is dedicated to protecting the future of its customers through trusted financial services and exceptional people. Based out of downtown Indianapolis, OneAmerica and its operating companies—including The State Life Insurance Company—set their sights on building trusted relationships with advisors and customers to deliver true value, and that's exactly what they're doing each and every day.

## Challenge

The State Life Insurance Company, a OneAmerica company, needed a way to streamline the onboarding process for new producers (a financial professional who markets the company's products) and get them engaged more quickly. In the past, the company would mail new producers an extensive printed onboarding kit. These kits were costing the company \$9 for each new producer—so, as business boomed, the printed kits became an increasingly costly and resource-intensive onboarding tool. The State Life team knew there was a better way.

## Solution

The State Life Insurance Company partnered with ExactTarget to set up an automated and dynamic email campaign that could replace the printed onboarding kit. Each new producer received a welcome email with critical information on OneAmerica; one week later they received an email driving them

to a landing page to select their product interests via a Smart Capture form; their product selections are then pushed to the company's salesforce.com database; and lastly, salesforce.com pushes a report to ExactTarget which triggers a custom drip campaign based on the producer's product interests. Meanwhile, the OneAmerica business development team also receives an automated email with the producer's selections, so that they can reach out for a personal conversation. This new onboarding process still provides producers with critical information, but in a much more effective way.

*OneAmerica's new onboarding process provides critical information, but in a much more effective way.*

ONEAMERICA® LIFE INSURANCE | RETIREMENT | EMPLOYEE BENEFITS

Long-term care protection at your fingertips

Asset-Care® versions	Annuity Care® versions
<b>Asset-Care I</b> - Single premium whole life funded with cash and cash equivalents	<b>Annuity Care</b> - Single premium deferred annuity with optional continuation of benefits
<b>Asset-Care II</b> - Single premium version funded with existing non-qualified annuities or life insurance	<b>Annuity Care II</b> - Single premium deferred annuity with built in continuation of benefits
<b>Asset-Care III</b> - Single premium version funded with qualified money	<b>Annuity Care III</b> - Conversion program for those with significant amount of qualified money
<b>Asset-Care IV</b> - Annual premium version	

The Care Solutions can provide unique products to suit your client's long-term care protection needs, regardless of the funding source (almost any asset may be used as premium).

Have a client that immediately comes to mind? Contact the State Life Sales Desk at 1-800-275-5101 or visit us at [assetbasedllc.com!](http://assetbasedllc.com)

Learn more about these products

Providing producers with critical product information via email has saved OneAmerica time and money.

## Results

The success of the new onboarding process is unquestionable. Just take a look at the company's incredible results:

- More than \$21,610 in printing and postage savings
- 200 employee hours saved
- Anticipated savings of an additional \$12,000 by December 2013

Plus, producers who received the onboarding email campaign took 50% fewer days to submit new business than producers who had not received the emails—that's tangible ROI for OneAmerica.

Want to see how OneAmerica achieved these results? Check out our step-by-step Solution Guide.

# The Power of Email



Teachers ask. You choose. This philanthropic spirit and commitment to education is what drives DonorsChoose.org, an online charity that gives people a simple, accountable, and personal way to help students in need. Public school teachers from across America can post project requests on DonorsChoose.org, and site visitors respond by donating to projects that inspire them. Once a project donation goal is reached, materials are shipped to the school and teachers share photos, letters, and project updates with their donors. DonorsChoose.org not only supports day-to-day projects but also proactively assists the community during times of need.

## Challenge

During past natural disasters, DonorsChoose.org sent emails to community members asking for donations—but timeliness greatly affected their ability to raise funds. During Hurricane Sandy and the Joplin tornado, time lapses ranging from five days to a few months between the disaster’s occurrence and email campaign implementation significantly decreased conversion rates and subscriber engagement. On May 20, 2013, when an EF-5 tornado destroyed two schools and damaged many other buildings in Moore, Oklahoma, DonorsChoose.org knew they needed to launch an email campaign within 24 hours to yield better results.

## Solution

DonorsChoose.org leveraged the quick turnaround with ExactTarget Email. The company already had pre-made email templates—but they sped up the design phase by using the “copy” feature in the ExactTarget Email application. With the help of ExactTarget’s conversion tracking, DonorsChoose.org

created a list of approximately 5,000 existing donors, defining them as “first responders.”

The DonorsChoose.org team identified these existing donors by exporting a conversion report from ExactTarget and uploading it into salesforce.com. These “first responders” received emails by 1:00 p.m. on May 21—just one day after the tornado struck. By continuing to create, refine, and integrate additional lists, DonorsChoose.org was able to send 500,000 emails by May 22.

*DonorsChoose.org raised \$190,000 from email alone with more than 1,900 unique conversions.*



Amanda,

On Monday, a tornado tore through Moore, Oklahoma. Two elementary schools were destroyed, with rescue efforts still underway.

In the coming weeks, we will help Moore teachers create classroom recovery projects for critical supplies such as clothing, food, books, therapy resources and classroom furniture. These teachers know best what their students need, and we can empower them to rebuild their classrooms.



**[Donate to our recovery fund](#) and your contribution will go directly to teachers in Moore, Oklahoma.**

Thank you,  
Charles Best  
Founder, DonorsChoose.org

P.S. Thanks to your support, we've helped to rebuild hundreds of classrooms in the wake of natural disasters. To see what kinds of projects Moore teachers are likely to create, visit [DonorsChoose.org/Joplin](#) and [DonorsChoose.org/Sandy](#).

*DonorsChoose.org jump-started the rebuilding efforts in Moore, Oklahoma with an email sent just 24 hours after the tornado struck.*

## Results

DonorsChoose.org raised \$190,000 from email alone with more than 1,900 unique conversions. For existing donors, DonorsChoose.org saw the most engagement with a 5% conversion and 32% open rate. In comparison, the overall open rate was 17% with a conversion rate of 0.3%. Conversion rates declined in the days after the tornado, highlighting the importance of reaching donors as soon as possible. Throughout the summer, these donations funded projects from Moore teachers, empowering them to restock their classrooms and help students recover. With ExactTarget's assistance, DonorsChoose.org helped a community in need and further refined their disaster response plan.

*Want to see how DonorsChoose.org achieved these results? Check out our [step-by-step Solution Guide](#).*

# The Power of Email Design



As the largest online job site in the United States, CareerBuilder is passionate about matching the right talent with the right opportunity. Founded in 1995, the company has grown to 2,000 employees worldwide and works with over 300,000 employers around the world—including 92% of the Fortune 1000. And it's no surprise that the global leader in human capital solutions prides itself on constant innovation and unparalleled technology.

## Challenge

With an increasing number of subscribers opening emails on a mobile device, CareerBuilder recognized the need to optimize its emails for mobile viewers. CareerBuilder had long partnered with ExactTarget to create targeted emails that share important job information and news, and the company decided it was time to pursue a responsive email design strategy. Some preliminary testing only solidified CareerBuilder's decision to make the change.

## Solution

Responsive email design is proven to improve click-through rates, and this was CareerBuilder's first goal. This meant

that the design changes needed to transform the company's messages to be consistent and easy to use across any device—from laptops to smart phones. To be most user-friendly, the new design focused on removing clutter, ensuring readable text, and optimizing the message for any device size. The company also made an easy change to the preheader with great success. The preheader is approximately 85 characters that appear in the header of an email and alongside the subject line in most inboxes. CareerBuilder made the best use of this space by using it for their most important and compelling message, and avoiding common language like, "View email with images" or "Click to unsubscribe."

## Results

With responsive email design in place, CareerBuilder is getting better email results than ever before. Some of these results include:

- 15-17% increase in open rates
- 21-24% increase in click-through rates

See the detailed results across all segments in the table below.

Subscriber Segment	Test Results, Week 1		Test Results, Week 2		Test Results, Week 3	
	Click Increase	Open Increase	Click Increase	Open Increase	Click Increase	Open Increase
New	11%	10%	19%	21%	11%	13%
Active	17%	17%	19%	23%	11%	17%
Recent	17%	21%	19%	19%	22%	17%
Passive	17%	13%	16%	12%	16%	12%
Unengaged	22%	15%	26%	18%	23%	15%
<b>Total Increase</b>	<b>21%</b>	<b>15%</b>	<b>24%</b>	<b>17%</b>	<b>21%</b>	<b>15%</b>

# The Power of Conversation

JetBlue, a New York-based airline serving 78 destinations in 12 countries, is committed to customer success—and it shows. The company has been ranked “Highest in Customer Satisfaction Among Low Cost Carriers in North America” by J.D. Power and Associates for eight consecutive years.

## Challenge

As one of the most recognizable names in the sky, JetBlue was an early adopter of social networks like Twitter—using them to engage with their customers in an approachable way. And, with a rapid increase in followers and a growing expectation for responsiveness, JetBlue recognized the need to monitor mentions of its brand, so the team could strategically contribute to the conversation. The goal was to not only understand what customers were saying about the brand, but also to act on any insights while participating in real-time, relevant conversations.

## Solution

To jumpstart this effort, JetBlue established a social media support team. As they expanded their social media presence, the team grew to 25 dedicated members who monitor JetBlue’s presence on Twitter and Facebook 24/7.

The team uses ExactTarget SocialEngage™ to help them carefully monitor activity—watching for any mentions of the brand, determining when a response is appropriate, and responding to tweets in real time. SocialEngage allows the team to quickly assign Tweets to each other and individuals in other departments, as needed, for quick and accurate responses. The team categorizes each Tweet according to sentiment to gain insight into the mood of their followers in real time. They also tag according to topic in order to share the feedback internally. Being able to see its customers’ sentiment at a glance allows JetBlue to respond in an appropriate tone and customize the messages they publish to their wider audience.



## Results

SocialEngage allows JetBlue to stay in tune with its customers and engage in an immediate and personal way. Because the team is able to respond to 90% of all Tweets within 15 minutes, their social following has grown to:

- 1.7 million Followers
- 1,500 average mentions per day
- 250 average responses per day

“We know, without a doubt, that our customers are engaged,” said Justin Thompson, Director, Customer Insights and Recovery at JetBlue. “They can—and do—Tweet us knowing that we’re listening all the time.”

*“Often, we learn about what’s going on in the company on Twitter before we hear it internally. SocialEngage helps us understand the magnitude of the issue—large or small.”*

## Justin Thompson

Director, Customer Insights and Recovery  
JetBlue

# The Power of Mobility

Chicago-based First Midwest Bank provides financial resources, commercial expertise, and wealth management to a diverse customer base—from small families to large corporations. As the “Bank With Momentum,” First Midwest Bank constantly seeks ways to propel its customers forward. After successfully revamping the look, feel, and functionality of its online banking platform at the beginning of this year, First Midwest turned to its existing clients to uncover the next step in ensuring customer satisfaction.

## Challenge

First Midwest Bank’s clients are technologically-focused and constantly on the move. When more and more clients started asking about a mobile banking app, company leaders took notice and began gauging the demand for mobile banking across all existing customers. With the help of ExactTarget Email, First Midwest Bank sent emails and e-statement notifications about mobile solutions to its online banking users. Client response was overwhelmingly positive—so mobile became the company’s logical next step in their online facelift. The First Midwest Bank team created a mobile banking platform and app, but they still needed a tool to engage clients in communication across email and mobile to drive mobile banking demand.

## Solution

To preview the launch of its new mobile offerings, First Midwest Bank utilized ExactTarget Email, online banking ads, and website mentions. The primary, pre-launch message asked clients to text ‘mobile’ to a short code for an exclusive spot on the “be the first to know” list. Once the mobile banking platform and apps were activated, First Midwest Bank sent SMS messages to list subscribers asking them to respond with ‘iPhone’ or ‘Android,’ based on the client’s specific device. Responders then received a link to the correct app for their mobile device—making it quick and easy to download the app.



To increase mobile banking awareness and participation, a mobile-friendly ExactTarget landing page was also created. Bankers, tellers, and call center staff were trained to use this landing page where they were able to enter a client’s contact information and mobile device type. Within minutes of submitting the form, an SMS message was triggered to send the client a link to the correct app for their mobile device.

The bank also launched a franchise-wide lobby campaign that introduced mobile banking to all of its traditional branch clients. Posters, fliers, and other collateral were displayed in bank lobbies to drive mobile engagement. The primary call to action was for clients to text ‘mobile’ to the bank’s short code, which generated an immediate text response with a link to the exclusive ExactTarget landing page.

*“The efficiencies we’re gaining by providing a communications platform that our clients want is a wonderful marriage of technologies.”*

## Jack Nick

Senior Vice President and Digital Experience Manager  
First Midwest Bank

## Results

First Midwest Bank's integration of mobile into its banking platform makes the company available to its clients in every way. With a goal of 30,000 customers for the year, First Midwest Bank surpassed 35,000 clients in just three months. According to Senior Vice President and Digital Experience Manager, Jack Nick, "The efficiencies we're gaining by providing a communications platform that our clients want is a wonderful marriage of technologies."

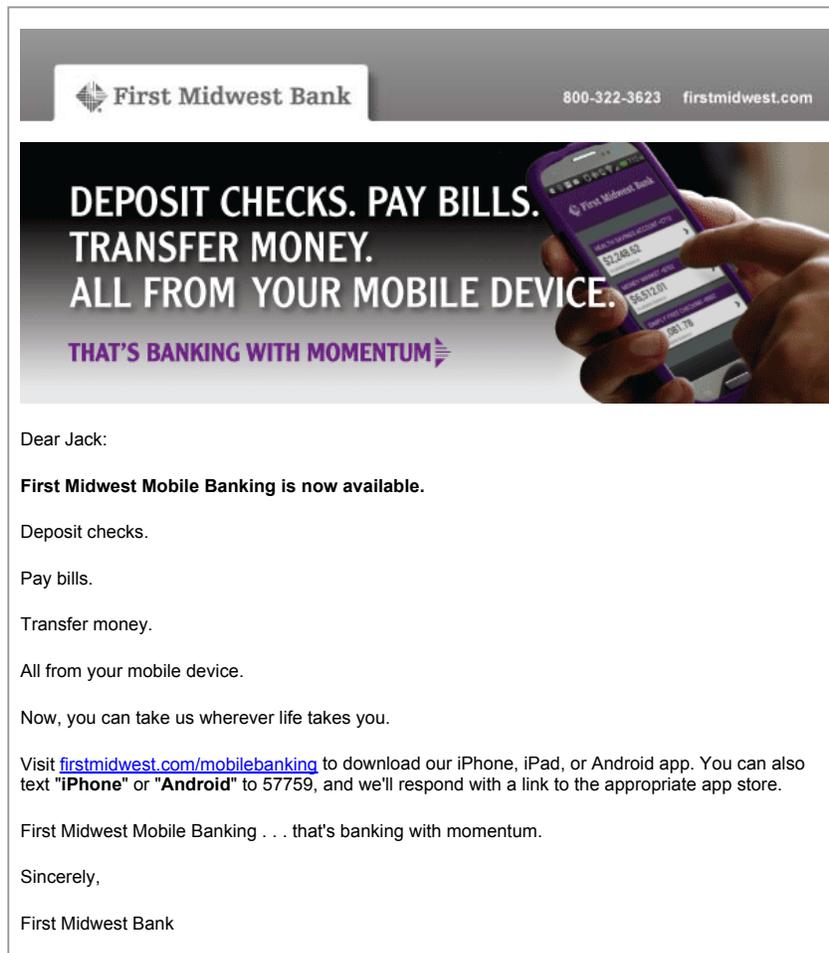
Since introducing mobile options, First Midwest Bank has seen a great response from clients and more engagement with the bank.

This success began with the bank's pre-launch communication and continues today, with:

- 30% open rate of pre-launch emails
- 6% click rate of pre-launch emails
- 20% of online banking customers joining the "be the first to know" list
- 95% of online banking customers responding to the mobile device prompt
- 10% of new customers resulting from continued opt-in with short code

First Midwest Bank clients who use the short code to opt in to the mobile campaign account for nearly 10% of all mobile app downloads.

*Want to see how First Midwest Bank achieved these results? Check out our step-by-step Solution Guide.*



The advertisement features a purple header with the First Midwest Bank logo and contact information (800-322-3623, firstmidwest.com). The main text reads: "DEPOSIT CHECKS. PAY BILLS. TRANSFER MONEY. ALL FROM YOUR MOBILE DEVICE." Below this is the slogan "THAT'S BANKING WITH MOMENTUM" with a purple arrow icon. The background shows a hand holding a smartphone displaying the bank's mobile app interface. Below the image is a text block that reads: "Dear Jack: First Midwest Mobile Banking is now available. Deposit checks. Pay bills. Transfer money. All from your mobile device. Now, you can take us wherever life takes you. Visit firstmidwest.com/mobilebanking to download our iPhone, iPad, or Android app. You can also text 'iPhone' or 'Android' to 57759, and we'll respond with a link to the appropriate app store. First Midwest Mobile Banking . . . that's banking with momentum. Sincerely, First Midwest Bank"

*First Midwest Bank encourages customers to participate in mobile banking with a simple and direct message.*