

SAILTHRU

Sailthru Experiences:

Future-proof Your Brand



Meet the Speakers



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Tell us about you!

Which recipes are you interested in?



Quick & Easy

Most Popular

Staff Favs

Vegan Friendly

Sign up for newsletters

Get the daily email that makes reading the news enjoyable. Stay informed and entertained, for free.

Sign up

Daily Brief

Money

Culture

Food

A special offer

Sign up to receive 20% off your next purchase.

Sign up



Housekeeping

- This webinar recording will be shared afterwards
- Enter your questions in the chat
- Minimize the side panel to focus on the conversation
- Frozen screen? Refresh!

Marketers Have Unique Challenges to Overcome



**Move from Reactive
to Proactive with a
Zero- and First-Party
Database**

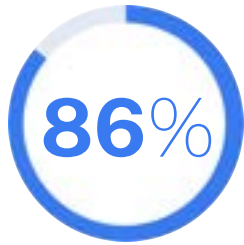


**Deploy Next-Gen
Tech to Diversify &
Regain Control of
Relationships**



**Create a Value
Exchange with
Customers and
Subscribers**

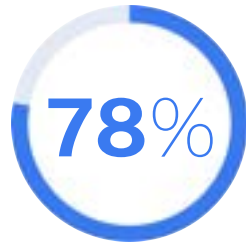
Customers Know the Value of Their Data and Expect Value in Return



86% of consumers

will trade personal and preference data with a brand for *early or exclusive access*.

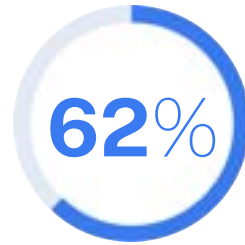
eConsultancy 2022



78% of consumers

are more likely to *make repeat purchases* from *companies that personalize*.

McKinsey 2021



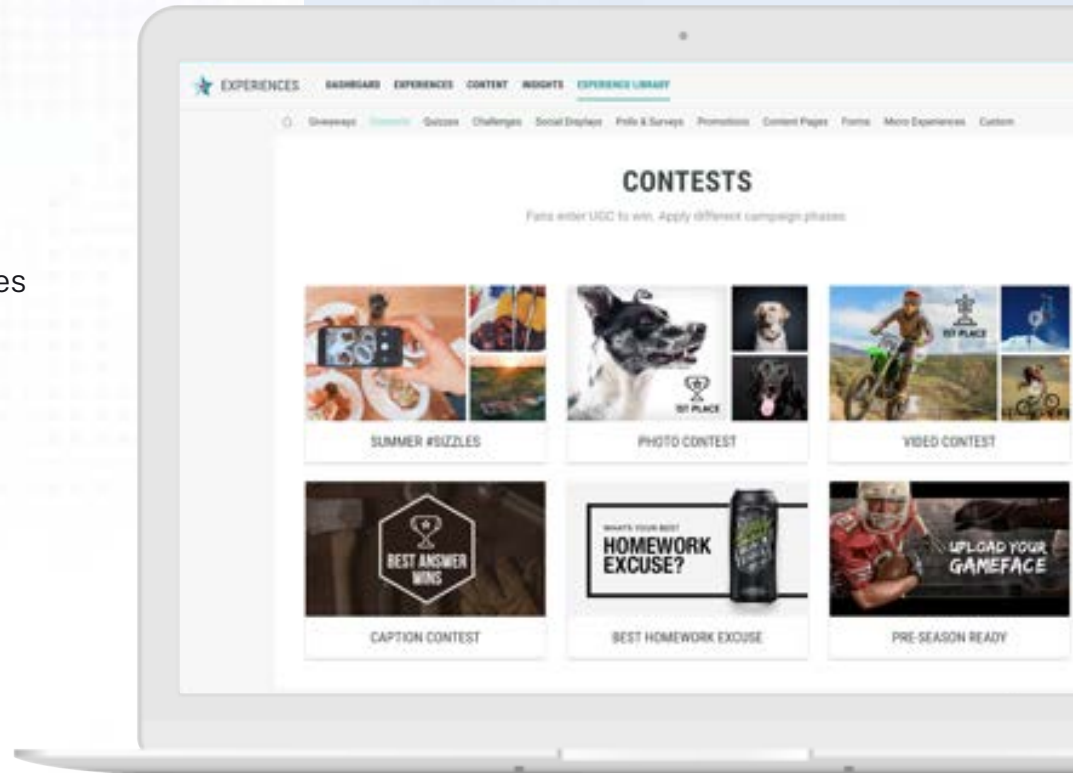
62% of consumers

think *retargeting ads* derived from cookie tracking are *creepy, not cool*.

Cheetah Digital 2022

Introducing Sailthru Experiences

- Collect zero- and first-party data
- Grow and enrich subscriber and customer profiles
- Power your cross-channel marketing
- Actionable insights for marketing and business decisions
- Built for non-technical marketers



AÉROPOSTALE

Quizzes to Collect Product Preferences

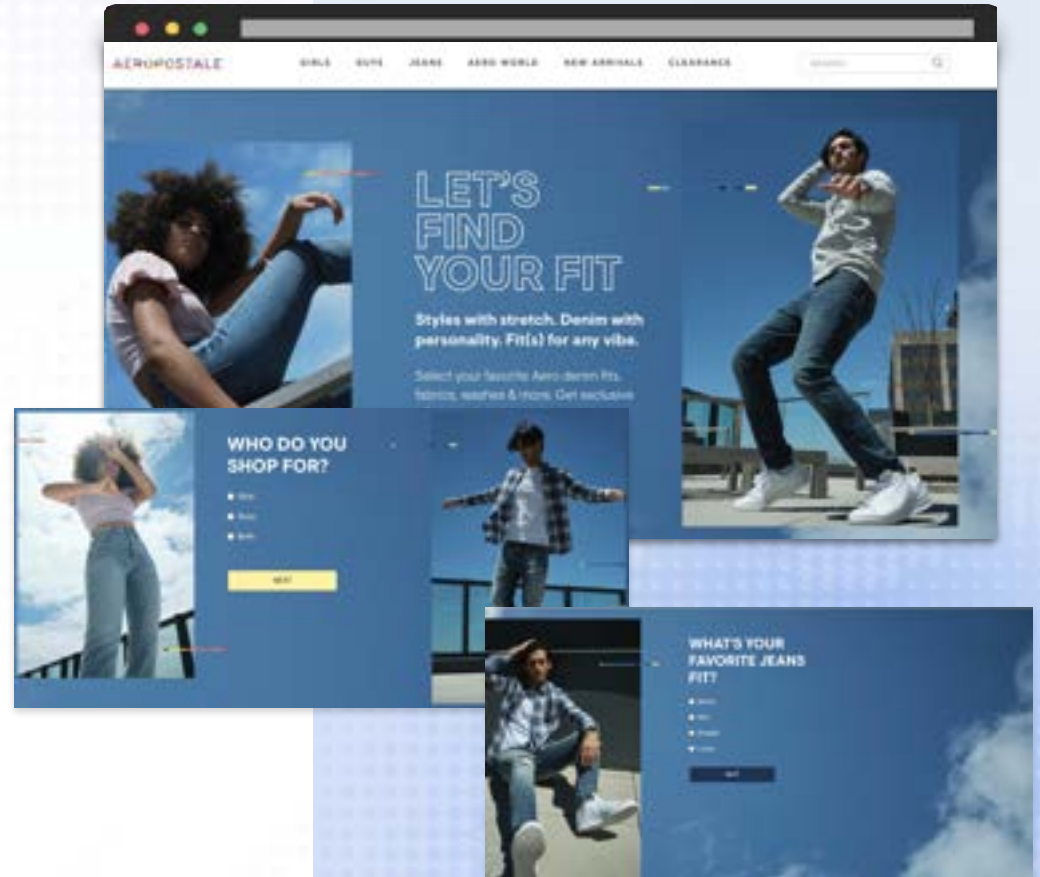
The Aéropostale Denim Recommender collected info about participants' denim preferences and providing a personalized clothing recommendation. Aéro then used the fit preference data to test subject line personalization in a follow-up email. The personalized email saw an impressive increase in key metrics vs. non-personalized and showed how collecting product preferences to personalize cross-channel touchpoints can increase engagement and conversions.

34%

Increase in Open Rate

267%

Increase in Click Through Rate



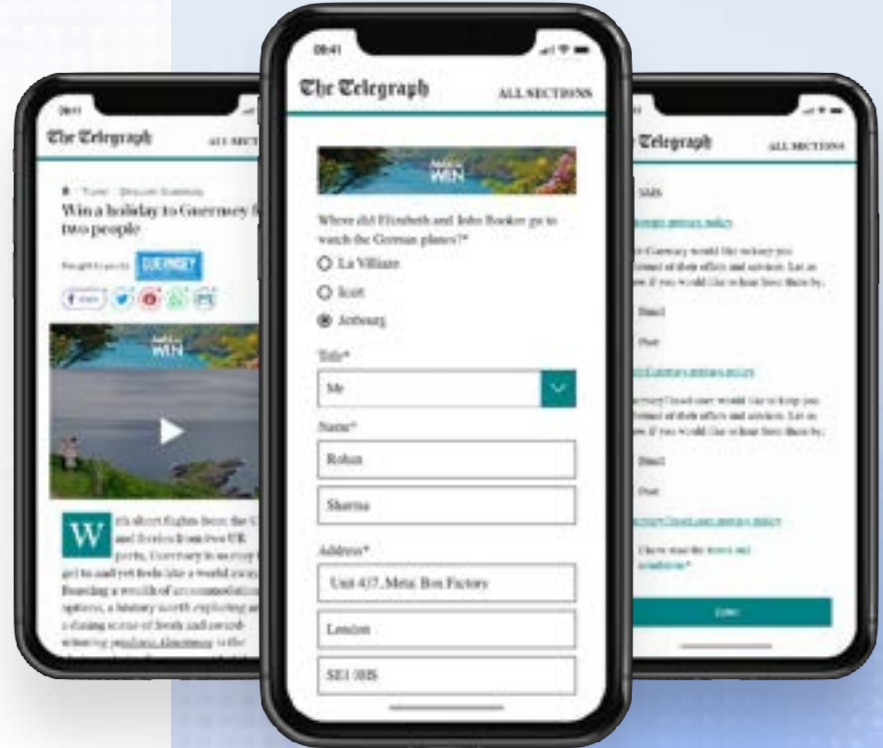
The Telegraph

Watch & Win Sweepstakes

In partnership with VisitGuernsey and Guernsey Travel, The Telegraph hosted an engaging watch and win sweepstakes on its website. The sweepstakes promoted Guernsey as a hotspot travel destination through an engaging video, while providing a value exchange for subscribers with the chance to win a trip to the destination itself. Not only did this provide an interactive way to promote Guernsey, it also enabled The Telegraph and its sponsors to drive data acquisition and marketing opt-ins to build their CRM database.

11K

Campaign entries & database opt-ins





MEDIA GROUP

Improving Segmentation

Bauer Media enabled marketing emails to be triggered upon campaign entry in real time. This data was used to improve segmentation within its CRM, DMP, and enabled Bauer Media to understand which campaign types worked best for its audience.

4K

Experiences run in two yrs

10M

Subscribers added in two yrs



What Sailthru Experiences can do for Your Team

1 ENABLE

Non-Technical Marketers

- Easy-to-use
- Library of options
- Insights & analytics
- Enterprise-grade
- Help and guidance

2 DELIVER

Amazing Experiences

- Reusable brand themes
- Design & animation
- Wide range of options
- Clear value exchange
- Publishing to key places

3 COLLECT

Compliant Data

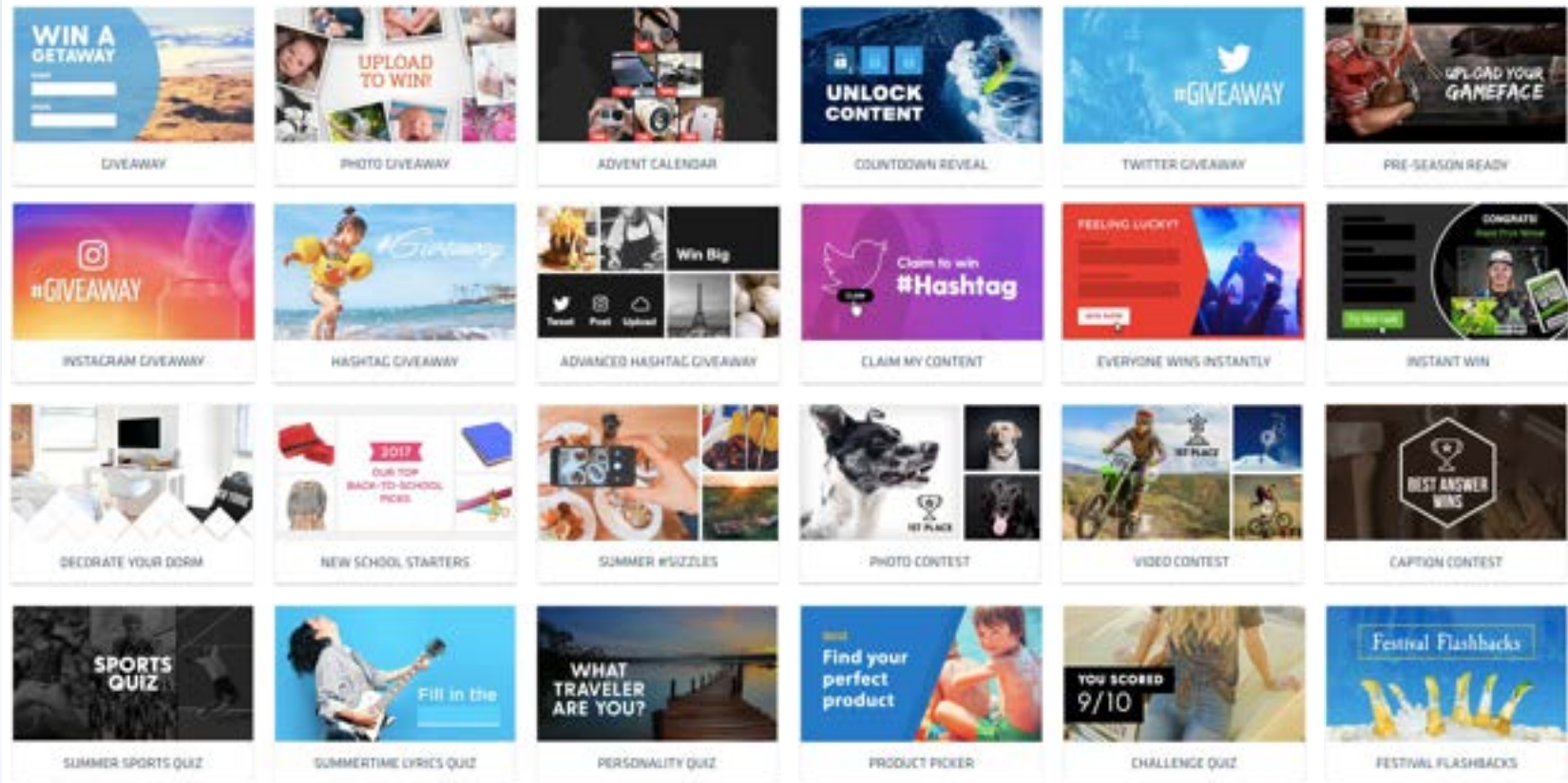
- Zero- and first-party data collection
- Compliant processing
- Privacy by design
- Information security

4 DRIVE

Personalized Marketing

- Real-time integration
- Secure APIs
- Progressive enrichment
- Personalization for cross-channel strategy

Sailthru Experiences Library



Campaign Types



Giveaways



Contests



Quizzes



Social Displays



**Polls &
Surveys**



Promotions



Content Pages



Forms



**Micro
Experiences**

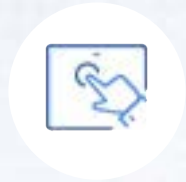
Marketing Objectives



**Build Brand
Advocacy**



**Grow Zero/First
Party data**



**Enhance Editorial
Content**



**Drive Emotional
Loyalty**



**Progressive Data
Capture**



**Re-engage
Customers**



**Collect Authentic
Content**



**Increase
Awareness**



**Support
eCommerce**



**Customer
Engagement**



**Build Customer
Profiles**



**Collect Purchase
Intentions**



**Real-time
Engagement**



**Generate Shareable
Content**

Data Flow Diagram

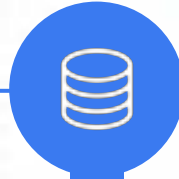
Data Collection
Zero- and first-party
data are collected



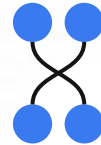
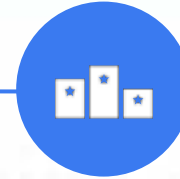
Entry Validation
Submissions validated
and monitored for fraud



Entry Storage
Entries are stored
and time-stamped



Additional Processing
Entries reviewed,
winners selected, etc.



Data Mapping
Relevant fields are
extracted and mapped to
equivalent fields in Sailthru

Personalization
Data is used to populate
cross-channel messages
sent to customers

Sailthru
User Profiles

Email
SMS
Mobile
Web

Demo

Q&A

Interested in Sailthru Experiences?



Scan the QR code or visit
sailthru.com/experiences-contact

Visit our Sailthru Experiences Resources Hub



Scan the QR code or visit
sailthru.com/experiences-hub

Keep an eye on your inbox!

We'll email you the recording and the resources shared next week - September 12th.

**Thank
You**