

HP Atlas Project

Yes Marketing Team

November 2nd 2018



Objective

Enhance & optimize the Atlas data driven marketing campaign to drive higher conversion and sales



How

- Enhance use of data for personalization & relevance
- Employ more direct & service oriented messaging
- Include proven design best practices
- Leverage test & learn to optimize





Approach

Get started right away with Email; leverage learnings to inform Display & Social

Phase 1 - Email

- Fresh Subject Lines
- Email Redesign
- Employ Test & Learn to optimize
 - Test in short bursts to iterate quickly
- Review results, identify actionable insights for Display

Phase 2 - Display & Social

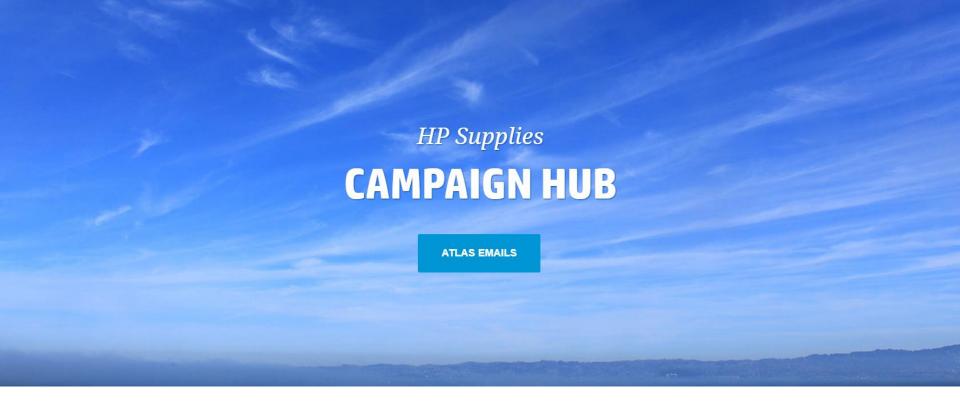
- Align on Social and Programmatic Recommendations
- Design and roll out



Phases and Milestones

We'll take a phased approach, and tackle email first to get started right away.

Nov 1st April 1st Phase 1: Email Phase 2: Display **New Subject Lines** SL Testing & Optimization Email Redesign **Email Testing & Optimization** Email Learnings Review / Display Optimization Recommendations Programmatic & Social Redesign Testing & Optimization Plan Hand off to PHD



Let's talk about design.





Optimizing Clicks and Conversions

Themed content is being sent, but its effect is unclear. Click and click-to-open rates are lower than expected for in-market customers. Coupons are not driving a lot of purchases.

What content elements drive higher clicks? What kind of relevance drives the most conversions?

Let's identify the secret sauce to driving ink replenishment via testing and new creative concepts.



Areas to Optimize



Coupon Visibility



Themed Content



Serial Content



Coupon Visibility

Only 20-30% of customers used a coupon during checkout

Could making the coupon more visible improve its usage rates?

Test the effectiveness of a more visible and prominent coupon



Themed Content

Average click rate of 0.84% means there's opportunity to drive more clicks through content and creative optimization

In what way can we best leverage personalization and themed creative to drive more clicks?

What is the impact of themed content?

 Test themed content vs. generic content to confirm the impact of themed content



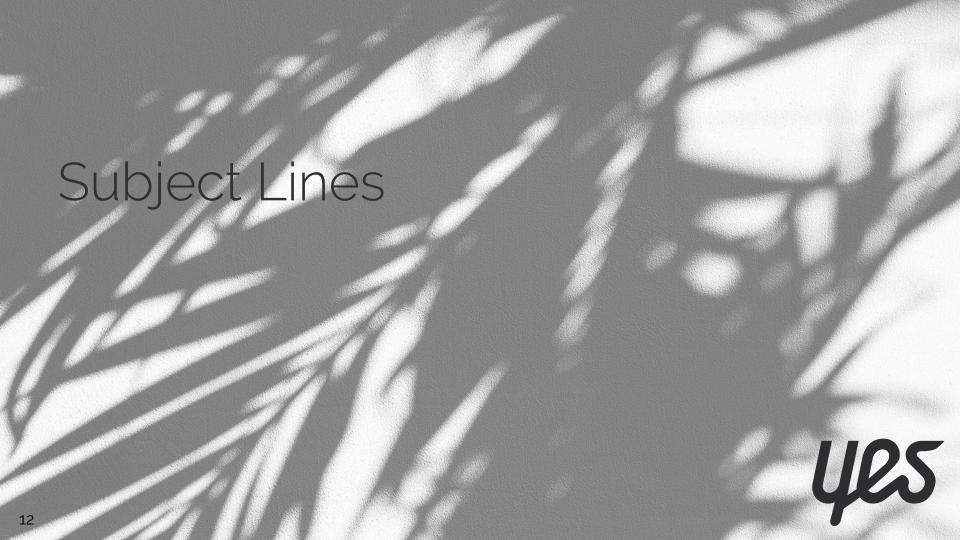
Serialized Content

Average click to open rate of 4.3% suggests opportunity to improve content relevance

Would a progressively changing content and creative for each drop impact click-to-open and conversion rates?

Test serialized content vs. same content in each drop



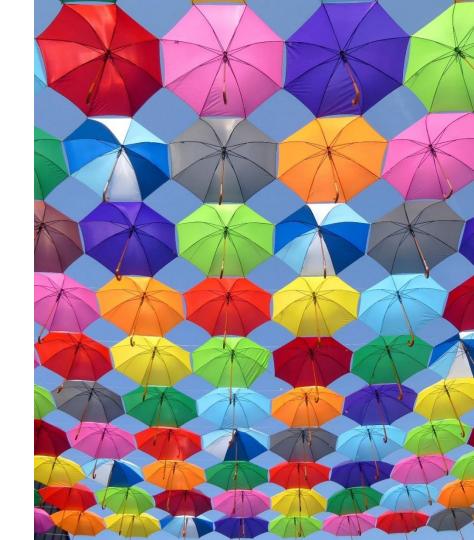


Improving the Open Rate

Average open rate of 19.3% doesn't seem high enough considering the in-market status of target audience.

Current subject lines are a variation of styles. It's hard to know exactly what's working, and why.

Let's narrow down which factors drive more opens.



Step 1

Confirm that a direct subject line which clearly mentions ink and ink level status drives the highest open rates

Straight forward subject lines which succinctly address ink level status are driving higher open rates than the less specific ones

Test: Existing Champions vs. Fresh Challengers



Step 2

Identify an approach to personalization that drives the highest open rate

Subject lines with first name personalization are driving 10% higher open rates

- Test other approaches to personalization
 - Printer type
 - Estimated number of pages / images

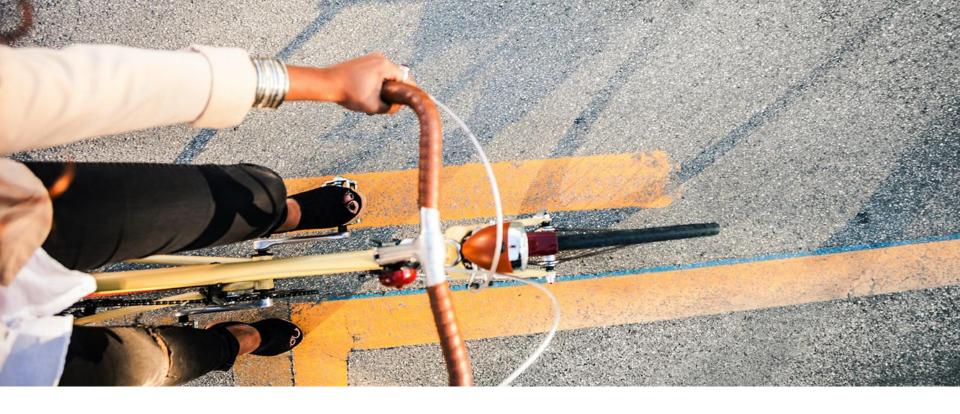




Next Steps

- Review feedback from HP Team
- Align on subject line selection
- Begin review process for first creative design





Thank You

Yes Marketing Team





Appendix

Test Objectives

Improve Open Rate

Optimize open rate through subject line testing

Optimize Conversion Rate

- Optimize click rate through creative refresh and testing
- Drive higher coupon usage through content refresh and testing
- Identify best cadence for conversion (later phase)



Current Metrics

Average Open Rate

• 19.3%

Average Click Rate

• 0.84%

Average Click to Open Rate

• 4.3%

Conversion Rate

TBA







HP Atlas Use Cases

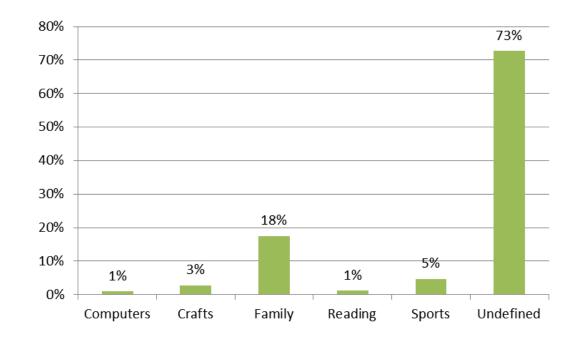
HP printer owner has less than 25% ink remaining in the cartridge in their printer + variations below...

Usage Type Cartridge Geography (aka Theme) Current cartridge Proximity to store Family, craft, Cross-sell, upsell City sport etc. Region **Demographics** Response **Printer Model** Gender History Printer model. Loyalist / Switcher Age Printer type Prior Responder Y/N Household Other

Theme Population

Audience theme is largely undefined

- Monthly volume fluctuates
- Delivered btwn 122K-365K per month (last 3 months)





Coupon Usage

Q2

- 29 (6%) orders used 10% coupon
- 108 (24%) orders used 20% coupon
- 315 (70%) order used no coupon

Q3

- 18 (3%) orders used 10% coupon
- 88 (17%) orders used 20% coupon
- 422 (80%) order used no coupon



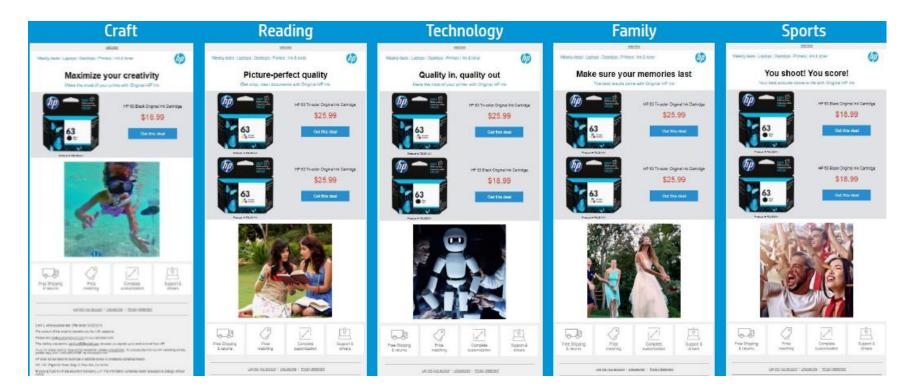
Coupon Usage

Q4 (8/1-10/1)

- 48 (4%) orders used 10% coupon
- 317 (25%) orders used 20% coupon
- 929 (71%) order used no coupon



Examples of Current Email



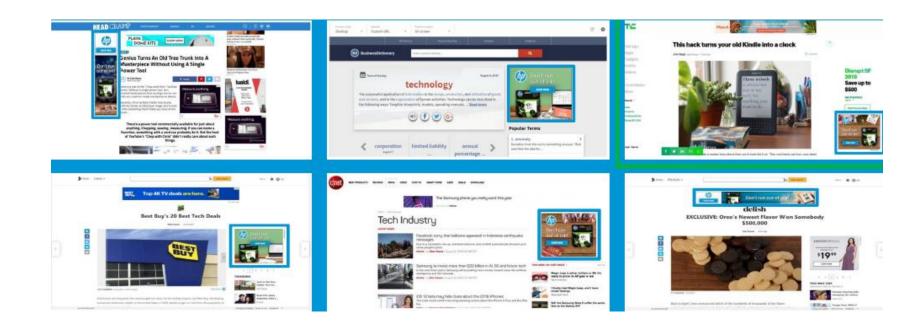


Examples of Current Email





Examples of Programmatic





Examples of Current Social





Examples of Current Social









Current direct and indirect subject lines

Offer Mention (Direct, but not specific about ink)

[FName], This is the offer you've been waiting for!

[FName], Your exclusive non-restricted coupon is here!

[FName], Act now! Your non-restricted coupon code expires soon!

[FName], Here is your non-restricted coupon code [Discount_Code]

[FName], Time is running out—your non-restricted coupon is here!

Last chance to lock in your xx% coupon

Alert! Your non-restricted coupon has arrived, [FName]

[FName], Your ink offer awaits! (Only exception – mentions ink)

Indirect / Suggestive

There's never been a better time to think ink!

● Down to your last drop, [FirstName]

Planning to print any time soon, [FirstName]?

Your printer has some news for you, [FirstName]

[FirstName], check out these hand-picked...

For best results...

Ink Level (Somewhat direct)

[FirstName], Your ink supplies are low

[FNAME], Don't let your ink run out!

[FNAME], Have you looked at your ink levels lately?

You're running low on ink, [FirstName]!

Your ink is down to your last drop, [FirstName]



Current "themed" subject lines

Technology or "Computers" Theme

Some input on your output, [FirstName]

Listen to your printer, [FirstName]

This is data you need right away, [FirstName]

Sports Theme

[FirstName], Stay in the game—don't run out of ink.

We knew this would score points with you...

A nice assist from your printer, [FNAME]...

For best results...

[FirstName], Score savings on Original HP Ink

Reading Theme

[FirstName], your printer is telling a story...

The short story: you're low on ink, [FirstName]

Craft Theme

Big project coming up?

Big project coming up? Don't run out of ink!

This is a beautiful thing

Family Theme

Keep on printing precious moments

Ink-credible savings the whole family will love

