

Print Email Redesign Brief

March 2020



Agenda

11:00
to
11:30

Intro, Objectives & Context

CXE & Yes Marketing
Gunar, Raquel

11:30
to
12:25

Branding and Visual examples

WW Mktg & Print Plans
Andrea, Erin, Noah,
Ben, Raquel

12:35
to
13:15

Current Experience and Required Modules

Design Team
Raquel, Susanne

13:15
to
14:00

Benchmarking, Q&A and Closing

CXE & Yes Marketing
All

Objective

Business Intent

Drive Customer Engagement and Increase NPS,
by Building Trust & Loyalty
while Creating Awareness of the benefits and functionalities



1. Provide users transparent, easy and clear descriptions
2. Reduce friction: easy experience, easy-to-understand options, clear expectations
3. Create awareness & Drive usage of available solutions and features
4. Brand equity and Conversion to services
5. Relevant content in the right moment

Objectives

Specific Goals for Email

Email Guidelines

- Redesign of current HP Print email design
 - Coexist with pan-HP experience and communications
 - Responsive design
 - Dark mode
- Design guidelines to be applied to all HP Print emails
 - HTML files for email system
 - Written design guide

KPIs



Click Through Rate

Current

- Transactional CTR: 5.5% - 8%
- Promotional CTR: 1.6% - 1.7%

Average market: ~ 2.7%



Unsubscribe Rate

Not enough data to share right now

Goal: <0.2%



Print Plans Conversion

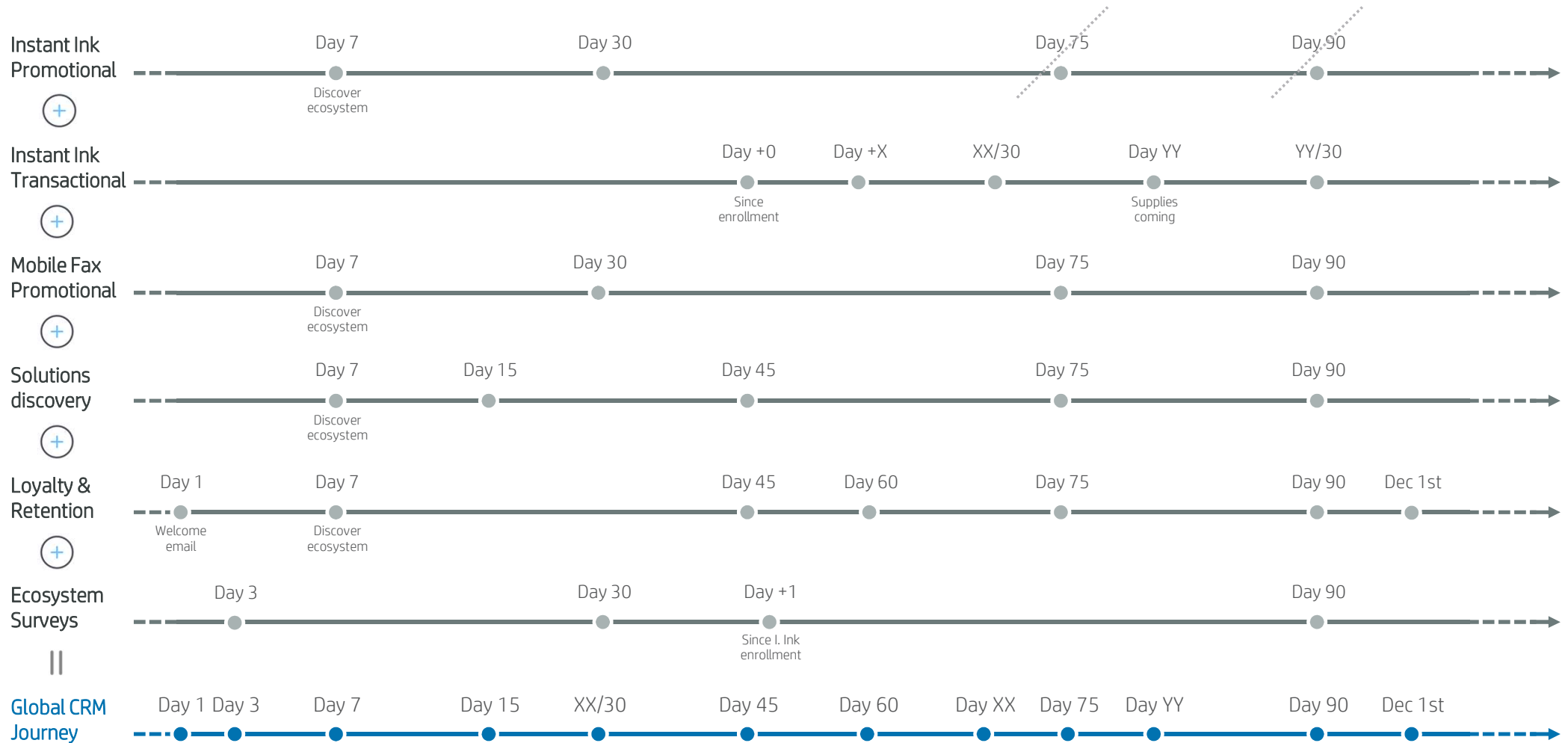
Current: 0.68%

Goal: ~1%

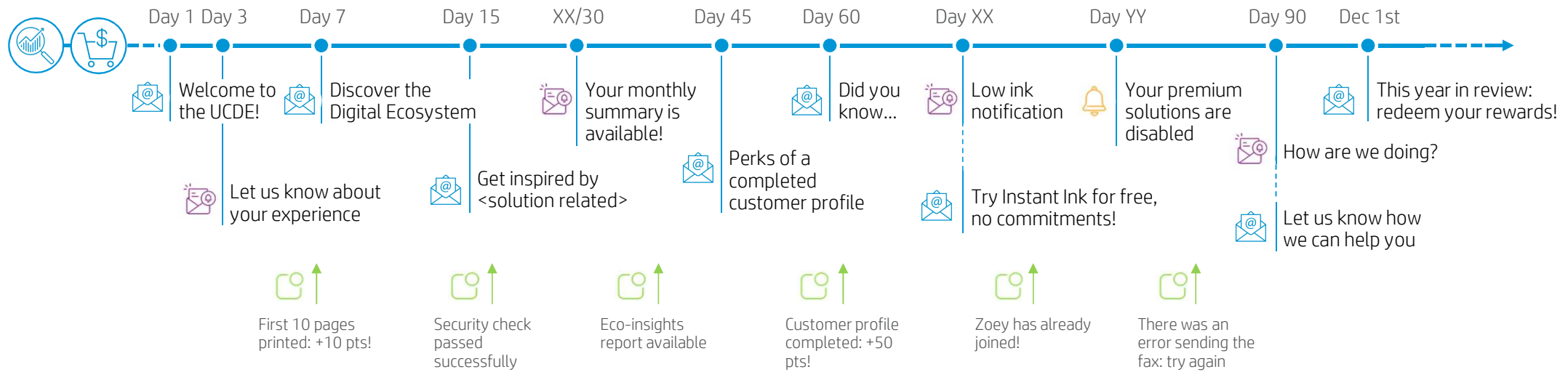


Context

UCDE Customer Engagement journeys



Unique customer engagement Journey & Framework



Dependencies for consistency, proper orchestration and personalized communications

Centralized CRM

Communications preferences management

Customer profile portal

Customer Profile Data Base

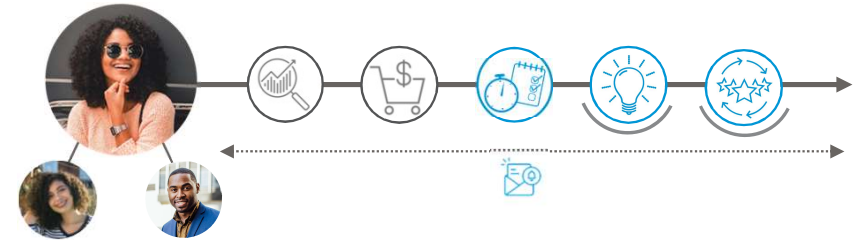
Loyalty program

Learning section

Connections with Support



Yeti Flexible email communications



OWNER



- Yeti Flexible
- Personal usage
- Love travelling

Welcome to the UCDE, Mia!

Perks: Remember to enjoy your free 3m of II!

Discover the ecosystem

1st week survey (OOBE + discovery)

Benefits of OHP and Instant Ink

If non-OHP, 3m reminder

Print Anywhere real stories / inspiration

Print the Holidays campaign

USER



- Mia's sister
- In college
- Social media

Welcome to the UCDE, Zoey!

Complete your customer profile to take full advantage!

Discover educational content with real stories

Complete customer profile

Print the Holidays campaign

Print Anywhere real stories / inspiration

Get inspired by Sprocket

USER



- Mia's husband
- Entrepreneur
- Productivity

Welcome to the UCDE, James!

Discover Smart Tasks

If non-OHP, 3m reminder

Smart Tasks survey

After 1st smart task

ST Real stories inspiration

If low Smart Tasks usage

Print the Holidays campaign

Print Anywhere real stories / inspiration

Brands

Brands




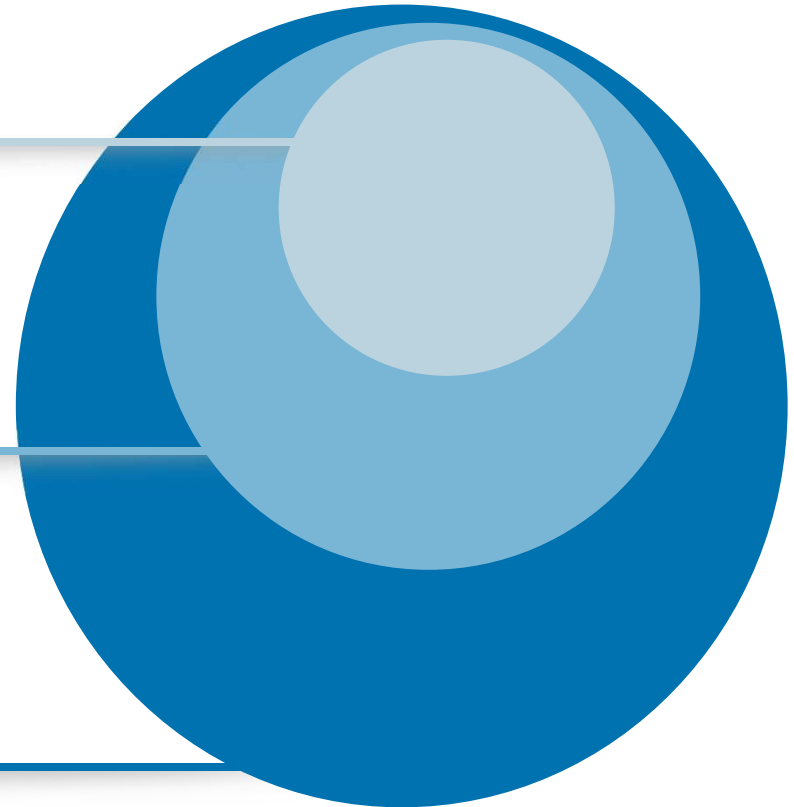
- New Instant Ink
- Some HP+ customers are enrolled to Print Plans



- HP+ Printer and/or HP+ Customer
- Some HP Smart customers are HP+



- Master brand
-  HP Smart as a Product





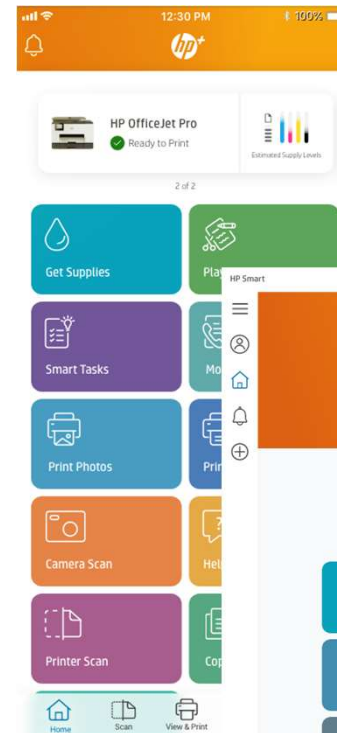
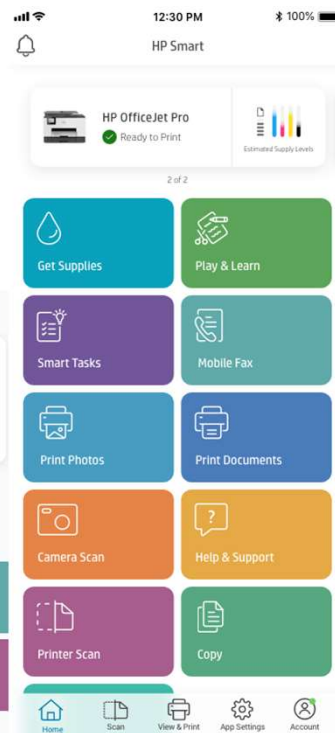
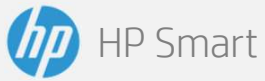
**Printing that
gives you more**

Web Portal and App experiences



Non HP+ and HP+ Members

HP Smart app Experiences



HP Smart



HP Smart



HP Smart web portal

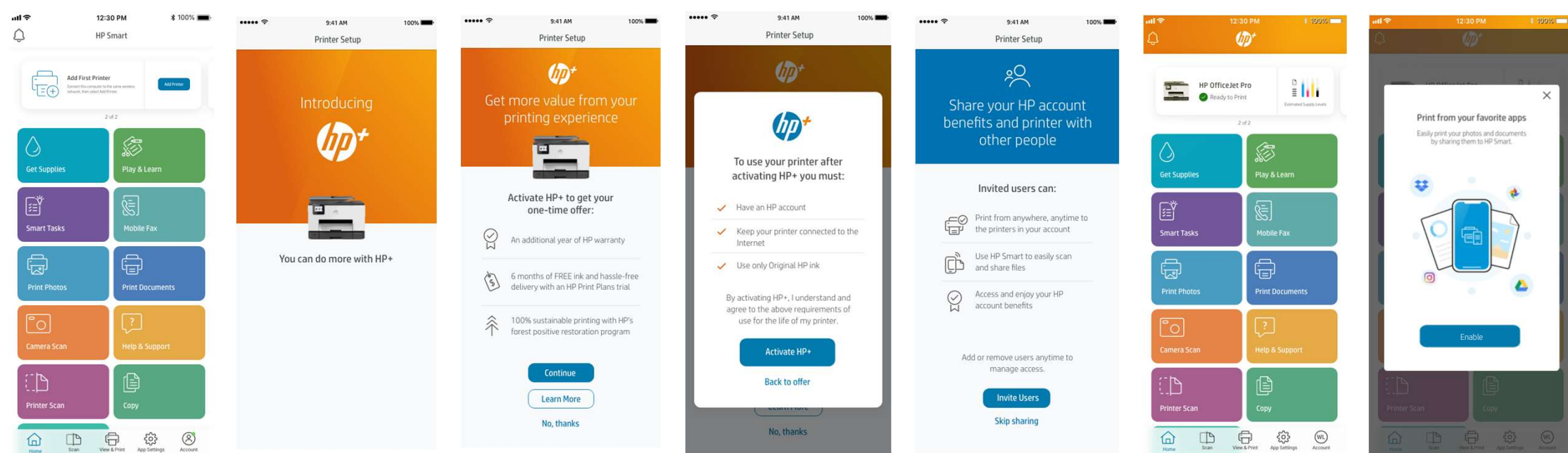
Web version experiences

The screenshot shows the 'My Printers' section of the HP Smart web portal. The left sidebar contains navigation links: Home, HP+ Print Plans, My Printers (selected), Share My Account, Manage HP Benefits, My Account, and Help Center. At the bottom of the sidebar is a 'Chat with virtual Agent' button. The main content area is titled 'My Printers' and includes a sub-header: 'These printers are linked to your HP account. To add a new printer, make sure the printer is plugged in and turned on, then select **Add Printer** and follow instructions in HP Smart.' Below this is a 'Compatible Printers' section with a 'Last update 12/12/2020' and a 'Refresh' button. A large 'Adding printer' button is prominently displayed. Below this, a card for the 'HP Neverstop Laser' printer is shown, indicating it is 'Connected', 'Secured', and 'Ready to Print'. To the right of the printer card, 'Estimated Supply Levels' are shown as 'Subscribed'.

The screenshot shows the 'Welcome, Wen!' dashboard of the HP Smart web portal. The left sidebar contains navigation links: Home, HP+ Print Plans, My Printers, Share My Account, Manage HP Benefits, My Account, and Help Center. At the bottom of the sidebar is a 'Chat with virtual Agent' button. The main content area features a 'Status' section with a 'Retry' button. The status section displays three items: 'Supplies' (OK), 'Security' (Protected), and 'Printer State' (Good). A large number '496' indicates 'Pages printed this month'. To the right of the status section is a green box with a tree icon and text: 'Thanks for joining HP in keeping our forests thriving! HP is investing meaningful action in forest-positive, sustainable printing. Learn More'. Below this is a section titled 'Explore your HP account benefit' with the text: 'Use your HP account to access these HP Smart app features and more.' This section contains four icons and their corresponding benefits: 'Redeem 6 months of FREE printing with HP+ Print Plans', 'HP+ comes with an additional year of HP+ warranty coverage', 'Monitor and manage your printer security Smart Security', and 'Print wherever life takes you Print On-the-Go'. Below this is a 'Services' section with a 'Find More or Explore Other Services' link. The services section lists three items: 'HP+ Print Plans' (Subscribed), 'Smart Security' (Subscribed), and 'Print On-the-Go' (Subscribed). To the right of the services section is a 'Refer a Friend' section with a list of steps: 1. Send try.hpinstantink.com/xx to friends, or use the share buttons below; 2. Your friend gets one FREE month for enrolling; 3. You get one FREE month for each friend who enrolls through your link. Below the steps is a link: 'See HP Instant Ink Terms of Service for details'. At the bottom of the dashboard is a 'My Printers' section with a 'View Printers' link. The printers section shows a card for the 'HP LaserJet Pro' printer, indicating it is 'Ready to Print' and 'Secured'. To the right of the printer card, 'Estimated Supply Levels' are shown as 'Subscribed'.



HP Smart app screens



Benefits Screens

Modules used

Warranty Confirmation

1 HERO

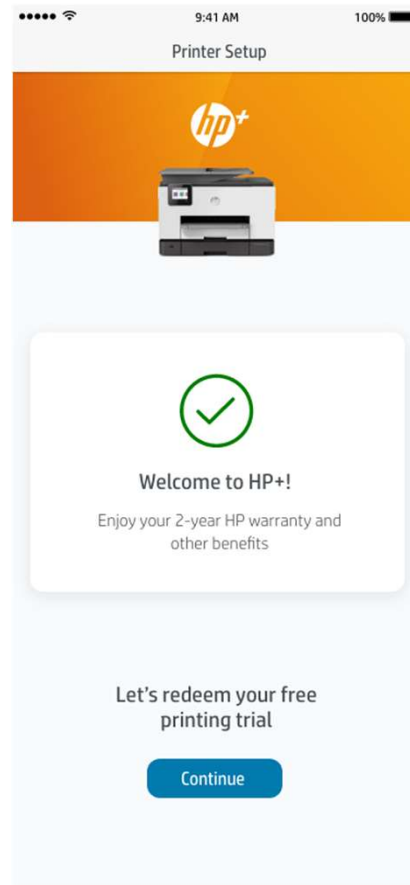
- Provides flow continuity

2 CONFIRMATION

- Re-assures customer about benefit redemption

3 CTA

- Connects with additional value
- Anticipates next benefit redemption



Print plans VP

1 HERO

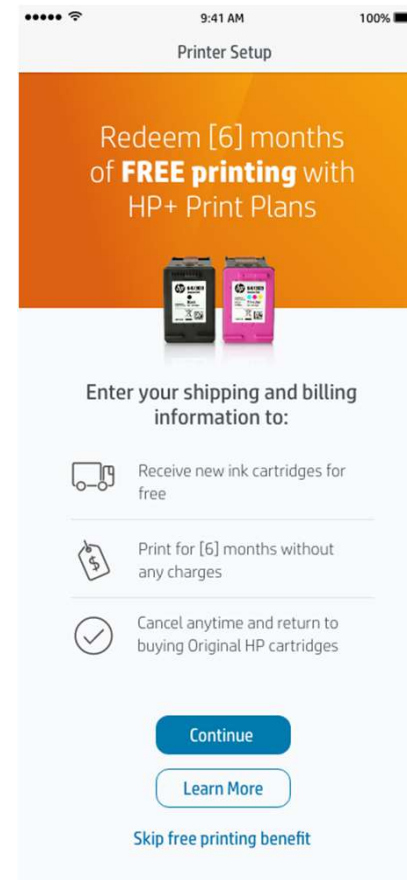
- Bridge with previous impacts

2 REQUIREMENTS & BENEFITS

- Clear explanation of the requirements needed
- Benefits and mechanics of the trial

3 CTA

- Clear options available to the user to feel in control



Benefits Screens (cont'd)

Modules used

VP screen

1 HERO

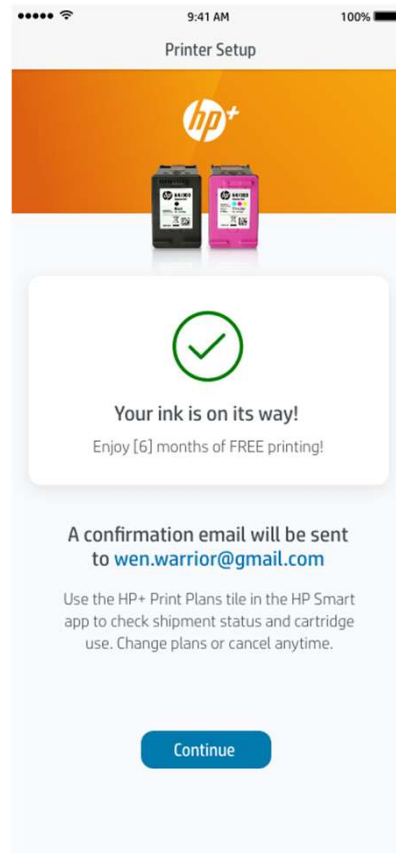
- Provides flow continuity

2 CONFIRMATION

- Re-assures customer about benefit redemption

3 CTA

- Anticipates what's next



Requirements screen

4 HERO

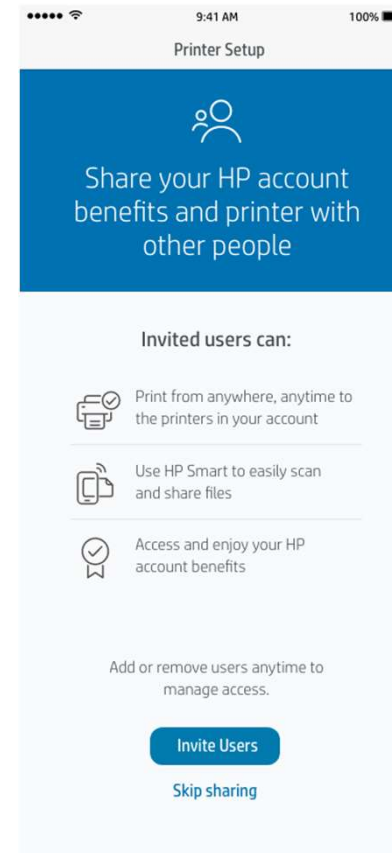
- Communication of additional benefits

5 BENEFITS

- Clear explanation of the benefits of sharing an account

6 CTA

- Further explanation to drive account sharing





Benefits Page

Web landing pages

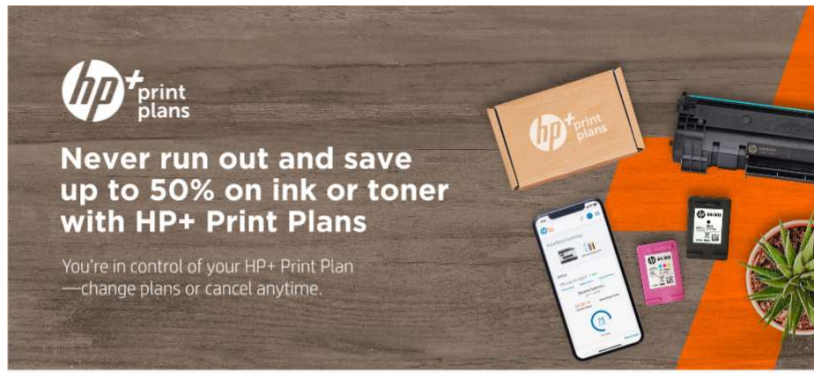


Get more value when you print with HP+

-  **Print Plans**
Never run out and save up to 50% on ink or toner. Receive new cartridges when you sign up and change plans or **cancel anytime**.
-  **Smart Security**
Get real-time security updates and monitoring to protect your printer from cyber-attacks or data loss.
-  **Print Anywhere**
Print from anywhere, on any device. Keep your prints confidential with Private Pickup and only release them when you're ready.



[Join HP+](#)

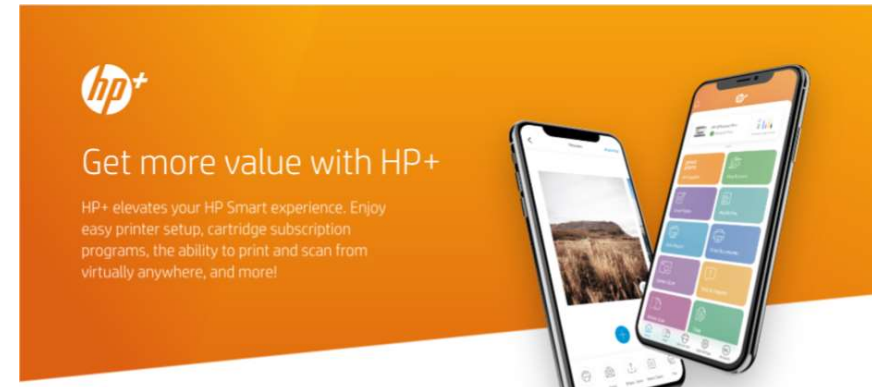
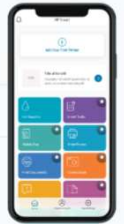
[Learn More](#)



Never run out and save up to 50% on ink or toner with HP+ Print Plans







You're in control of your HP+ Print Plan —change plans or cancel anytime.

- 1 Install the HP Smart app

- 2 Tap the  to add your printer
- 3 Follow instructions in the app to sign up and receive your free Welcome Kit.



Get more value with HP+

HP+ elevates your HP Smart experience. Enjoy easy printer setup, cartridge subscription programs, the ability to print and scan from virtually anywhere, and more!

-  **Forest Positive Printing**
All your printed pages are sustainably covered with HP's Forest First restoration program.
-  **Redeem 6 months of FREE printing with HP+ Print Plans**
Get toner, plus hassle-free delivery and recycling, all for less than the price of a latte.
-  **Print wherever life takes you**
Print from anywhere, on any device. Keep your prints confidential with Private Pickup and only release them when you're ready.
-  **Monitor and manage your printer security**
Get real-time security updates and securely share your printer with invited users.
-  **Save time with Smart Tasks and Mobile Scanning**
Create one-touch shortcuts to speed up your repetitive tasks and easily scan files using your device camera to share to the cloud or email.
-  **Enjoy easy setup on all your devices**
Set up or access your printer quickly and easily from all your devices.

Let's Get Started!

[Add Printer](#)

Iconography



Smart App



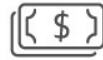
Account Benefits



Warranty



Delivery



Savings



Protect Forest



Responsible
Recycling



Ink



Camera Scan



Easy Setup



Security



Privacy



Worry-Free
Service



Remote Printing



Share Account



Create Account



Wi-Fi



Email



Roam



Smart Tasks



Print



Scan



Copy



Fax



Wi-Fi Direct



Network



Help

Current Experience

Current email experience



1 Day 0 | Welcome Tango

(printing, copying, and scanning) | sign in | web view



The first smart home printer.¹ Now more connected than ever.

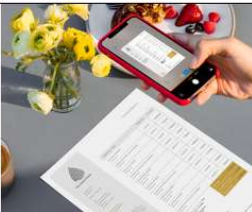


Printing from your smartphone just got easier²

HP Tango is ready when you are, making it easier to tackle your to-do list. The first printer with a cloud-based³, two-way network connection lets you print, scan, and copy, from any device, anywhere—and the HP Smart app tells you when the job is done. Finally, a printer that is as connected than you are.

Amazing scanning and copying, now on your smartphone

Scanning and copying just got easier with HP Tango. Get high-quality scanning using your camera, and share or send copies to your HP Tango from virtually anywhere. The HP Smart app helps automatically discover document edges for easy scanning, allowing you to quickly know out projects from your smartphone.



Printer status at your fingertips

At home or away you always know if the printer is ready with printer status, ink and paper levels and job completion.



HP Connected Privacy Support Learn More

To ensure delivery of future HP Connected emails, please add hp@email.hpconnected.com to your contact list.

2 Day 8 | Voice-activated

(voice-activated printing) | sign in | web view



HP Connected
Voice-activated printing with your Tango printer



Hello Susanne,

HP Tango is designed to connect easily with all your devices^{1, 2} and family members including Amazon Alexa, Google Home and Cortana.³

Easily connect to your voice assistants and print just by speaking. Print calendars, shopping lists, coloring pages. We are expanding our voice capabilities over time so be sure to check HP.com for new capabilities.

[Learn more about Alexa voice printing](#)

[Learn more about Google voice printing](#)

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3 Day 2, 32, 90... | InstantInk promo

(sign in)



HP Connected



Sign up now and save up to 50%.¹

[Join now](#)



Lots of new HP printer owners are taking advantage of a program that saves time, saves money, and makes life just a little bit easier.

Simply choose a monthly plan based on the number of pages you print. Exclusive HP Instant Ink cartridges are delivered right to your door for as low as \$2.99 a month.



Save time



Save money



Never run out

HP Instant Ink is a page-based ink replacement service that takes the hassle out of buying cartridges.

You select your plan based on pages you print, not ink you use. Your printer tells us when you are running low, and we will deliver more ink before you run out.²

[Click here](#) and start saving today. There is no annual fee and you can change or cancel plans online anytime.³



HP Instant Ink
The most affordable way to print¹

[Sign up now](#)

4 Day X+0 | Welcome Mobile Fax

(sign in) | web view



HP Smart

Welcome to Mobile Fax

Hello Susanne,

Thank you for enrolling in Mobile Fax — the modern way to send a secure fax from virtually anywhere. Here are a few useful tips to help get you started.



Create send-to contacts by adding in your recipient fax numbers. Their information will be saved and ready the next time you need to send a fax to them.



Easily attach files from the cloud, capture images using the camera on your mobile device, or scan from your HP printer.



Track fax status and see a list of previously sent faxes. You can also edit sent faxes and resend. It's that easy.



Securely access Mobile Fax from all of your mobile devices. Simply download the HP Smart App on your smartphone, tablet, or PC and log into your HP Smart account.

Have questions?
[See Frequently Asked Questions.](#)

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Current email experience (cont'd)



5 Day Y+0 | Welcome InstantInk

Welcome to Instant Ink, Nick!

We're so glad you chose to join HP Instant Ink and never run out of ink again!

You can now print up to 15 pages a month for free. If you print more, either pay as you go, or upgrade your plan to fit your printing needs.

You can learn more about Instant Ink by watching the video below, as well as reading the [FAQ](#), [Terms of Service](#) and the [HP Privacy Statement](#).

Watch your welcome video

Click the short video and get the most from Instant Ink.

[Watch Now](#)

You chose the 15 pages/month plan for your ENVY 4520 All-in-One Printer series:

No charge to print up to 15 pages/month. Ink, shipping, and recycling included. Unused free pages do not roll over to the next month.

Buy sets of additional pages for just \$0.00 per set of 10 pages. Purchased pages will roll over to the next month if not used.

Upgrade your printing plan to get more!

Monthly plans with more pages start at just \$2.99 including rollover of unused pages. Log in at [hpinstantink.com/signin](#) and click on **Change Plan** to see your options.

Thank you for choosing HP Instant Ink!

Manage your account anytime.

Update your account information, view your pages printed, check shipping status, or change your plan by signing in at [hpinstantink.com](#) with your HP Connected username and password.

[View my account.](#)



Have questions? We are here to help.

If you have any questions about your HP Instant Ink service, chat with the [HP Virtual Agent](#) (24/7) or contact [HP Support](#) (hours vary).

6 Day XX | Fax failed



Hello Susanne,

It looks like there was an issue with your fax and it didn't send. This could be due to a number of reasons, including a busy phone line, an unexpected response from the receiver, or a mistaken fax number.

Time: 10/2/2019 8:32:14 AM UTC
To: xxx-xxx-5781

this is the error reason for the USEN SFAPL LE_045_USEN

Please check the accuracy of your recipient's information, and also confirm that they were prepared to receive the fax. After that, simply try again. You can also view your fax history in HP Smart app to see the issue.

For additional help, [contact HP Support](#).

Best Regards

[HP Smart](#) [Privacy](#) [Support](#) [Sign In](#)

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7 Day Y+(?) | InstantInk retention

Essential information for continued Instant Ink success

We hope you are enjoying your Envy Photo 7855 with the convenience of Instant Ink delivered before you need it.¹ We want you to get the most out of your service, so here are some smart tips for perfect printing.

Make sure your shipping and billing information are up to date through your account page, so you have service continuity following the free trial.

Ink ships automatically based on usage. Always keep your printer connected to the internet so it can tell us when to ship more ink.

Since Instant Ink cartridges contain extra ink, you won't need to replace them as often. To see future shipments or cartridge status, visit [hpinstantink.com/signin](#).

You print 77 pages per month, on average.

Change your plan and save up to £17 more per year.²

Your current plan is: 50 pages/month	Your recommended plan is: 100 pages/month
Your current estimated average cost: £4.99/month + tax	Cost with recommended plan: £3.49/month + tax

Average pages printed, costs, and savings shown are personalized based on your most recently available account information (up to twelve months). Your actual savings may vary based on your future print volume.

To maximize your savings, log in to your account and change your plan today!

[Chat Now](#) [0207 660 6027](#)

[HP Connected](#) [Privacy](#) [Support](#) [Sign In](#)

To ensure delivery of future HP Instant Ink emails, please add [HP@email.hpinstantink.com](#) to your contact list.

¹ Ordered by your printer when needed, subject to customer internet connection. Availability may vary in exceptional circumstances. Express deliveries available via Support Services. If you use more ink than anticipated, see [hpinstantink.com/inksupport](#) for troubleshooting assistance and contact support options.

² Annual savings increase is calculated by taking the projected annual savings for the customer's optimal plan and subtracting the estimated annual savings of the individual customer's current page plan. The annual savings are based on customer's monthly average. Monthly savings are calculated based on the cost to print compared to average monthly

8 Day Z | InstantInk plan updated



Re: Printer model: HP Officejet Pro 8620
Printer email: [ourworkprinter@hpeprint.com](#)

Dear Susanne,

We have received your request to change your HP Instant Ink plan.

This email is a confirmation of your new plan. You requested the change to take effect on January 12, 2019.

Your new plan:
\$14.99 for 500 pages/month

Please note that your rollover pages also change with your plan. You can roll over up to 500 pages in your new monthly plan.

For any questions regarding plan changes, please refer to the [Terms of Service](#).

To view your HP Instant Ink account, visit [hpinstantink.com](#) and sign in.

Thank you for being an HP Instant Ink customer.

Manage your account anytime.

Update your account information, view your pages printed, check shipping status, or change your plan by signing in at [hpinstantink.com](#) with your HP Connected username and password.

[View my account.](#)



Have questions? We are here to help.

If you have any questions about your HP Instant Ink service, chat with the [HP Virtual Agent](#) (24/7) or contact [HP Support](#) (hours vary).

Your exclusive perks with HP Instant Ink:

- Save up to 50% on ink.¹
- Your printer orders ink so you'll always have it.²
- Cartridges have more ink than standard ones, so you spend less time replacing them.
- Monthly plans and savings are based on pages printed, not cartridges used.
- Ink, shipping, and cartridge recycling are included.
- No annual fee—Change or cancel plans online anytime.³



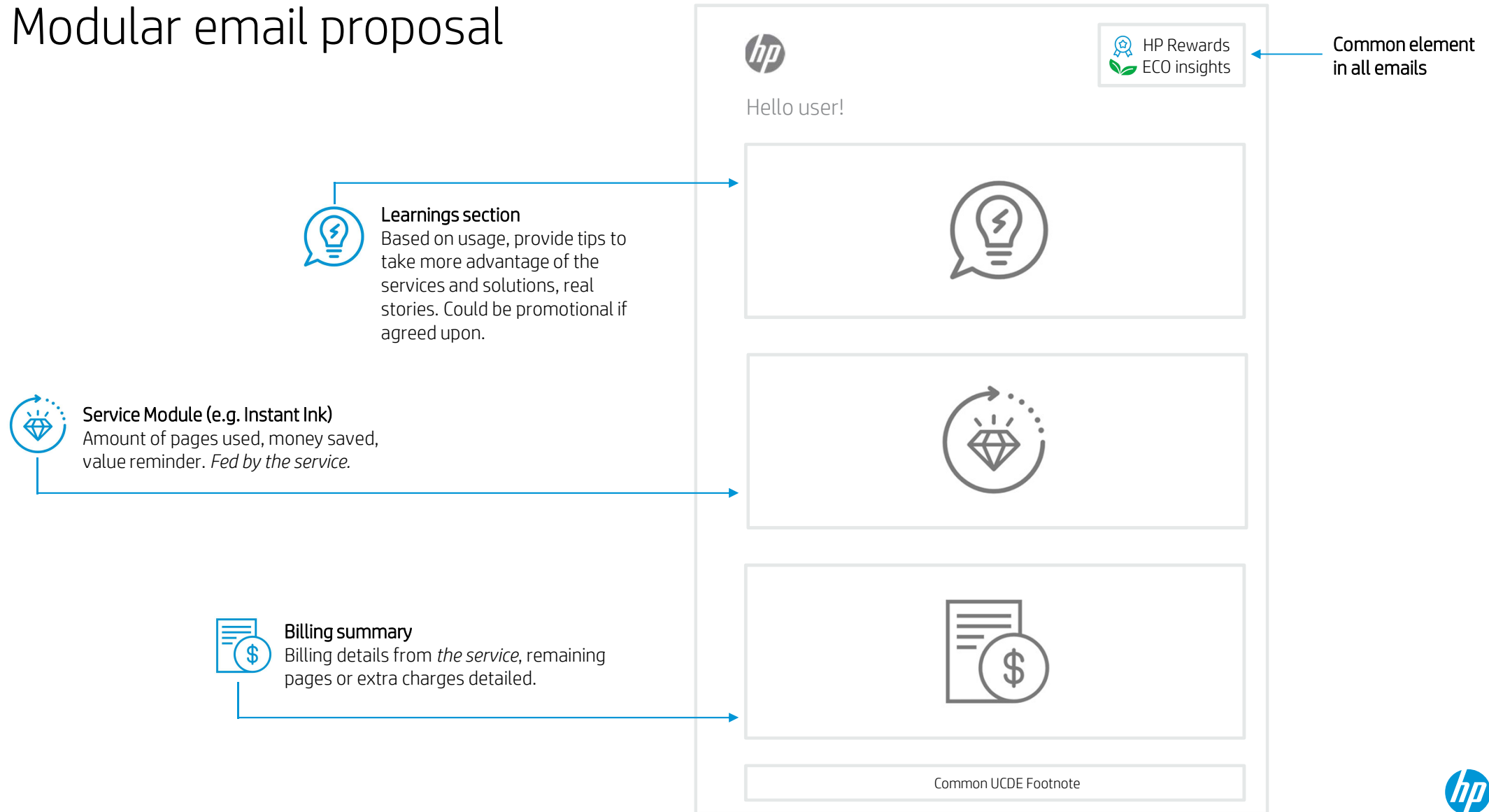
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To ensure delivery of future HP Connected emails, please add [HP@email.hpinstantink.com](#) to your contact list.

¹ Based on monthly subscription cost using only all pages in plan vs. cost per page of most color inkjet printers (average, \$0.10). ² Based on future orders (1 unit). ³ Based on future orders (1 unit). ⁴ Based on future orders (1 unit). ⁵ Based on future orders (1 unit).

Required Modules

Modular email proposal



Across-platforms communications types

Topic	Administrative	Transactional / Utility	Feature Awareness	Promotional	Customer feedback
Definition	<u>Informative messages</u> related to administrative and functional aspects of the ecosystem, printer and related services.	Messages with a <u>call to action</u> at <u>that moment</u> and errors from the app, printer or service.	To raise <u>awareness</u> of features and <u>learning material</u> , new solutions and services, access to learning content. <i>Always available in web learning section.</i>	Offers and promotions, trials, only to users who consent to receive promotional messages. Requires consent.	Messages that queries the user for <u>input on their experience</u> with ecosystem or one of its features.
Example	<ul style="list-style-type: none"> • Credit card has been updated • RTP communications • Billing (notices of bill) • Confirmation of account updates 	<ul style="list-style-type: none"> • Credit card expired • Fax error • Out of paper • Connectivity error • Paper jam 	<ul style="list-style-type: none"> • Discover Smart Tasks • Real stories of how-to-use • Learn about • Referral (TBC) 	<ul style="list-style-type: none"> • Promo codes (Photomyne) • Sales/special offers on paid services • Trials 	<ul style="list-style-type: none"> • Set-up survey • Survey after 5th fax sent • Intercept survey after an specific action
Trigger	Monthly cadence, usage, expiration, updates. Both data and event-driven.	Based on printer and service information. Mostly event-driven.	Usage, monthly cadence, preferences, interests. Mostly data-driven.	Usage, enrolled services, HP promotions, seasonal, 3 rd party offers. Mostly data-driven.	Based on printer, services and solutions information. Timeline, account or printer age, behavior and actions. Mostly data-driven, some event-driven.
Variants based on profile	Vary based on printer, services associated and printer model/plan	Based status of the printer, services and solutions. Home vs Business.	Service and solutions available may vary depending on printer plan. Home vs Business.	Service and solutions available may vary depending on printer plan. Home vs Business.	Owner vs User
Category 1 Administrative			Category 2 Promotional		


Current Modules

- Pre-header
- Header
 - Header module image
 - Header module text
 - Header logo only
- Copy module
- Full width image
- CTA button
- Image
 - Image on the left module
 - Image on the right module
- Icon
 - Icon module
 - Icon module (can be an image as well)
- Savings module
- Two column module
- Three column module
- Social media bar
- Bottom navigation
- Legal footer

HP Smart: Administrative

Informative messages related to administrative and functional aspects of the ecosystem, printer, and related services. No call to action.

HP Smart Mobile Fax | [sign in](#) | [web view](#)



HP Smart
Mobile Fax

Hello Susanne,

It looks like there was an issue with your fax and it didn't send. This could be due to a number of reasons, including a busy phone line, an unexpected response from the receiver, or a mistaken fax number.

Time: 10/2/2019 8:32:14 AM UTC
To: xxx-xxx-5781

this is the error reason for the USEN SFAPL_LE_045_USEN

Please check the accuracy of your recipient's information, and also confirm that they were prepared to receive the fax. After that, simply try again. You can also view your fax history in HP Smart app to see the issue.

For additional help, [contact HP Support](#).

Best Regards

[HP Smart](#)[Privacy](#)[Support](#)[Sign In](#)

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Pre-header

Header module text

Copy module

Bottom navigation


Legal footer



HP Smart: Transactional/Utility

Messages related to a call to action or errors from the HP Smart app, account, printer, or service.

Printer access notification | [sign in](#) | [web view](#)


**HP Smart**
Print Anywhere

Hi John Smith,

Erica Behnke has gained access to your HP OfficeJet Pro 92025 through the HP Smart app.

You can easily manage user access to your printer in the settings of your HP Smart app. Simply click on the button below and sign into your HP account, and you'll be all set.

[Manage user access](#)



[HP Smart](#) [Privacy](#) [Support](#) [Sign In](#)

Please do not reply to this email. We are unable to respond to inquiries sent to this address. For immediate answers to your questions, visit our [Customer Support website](#).

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To exercise your rights of access, rectification, opposition or cancellation, please use the [Privacy Feedback form](#) or send your privacy questions to: HP Inc. Privacy Mailbox | 1501 Page Mill Road, Mail Stop:1560 | Palo Alto, California 94304 | U.S.A.

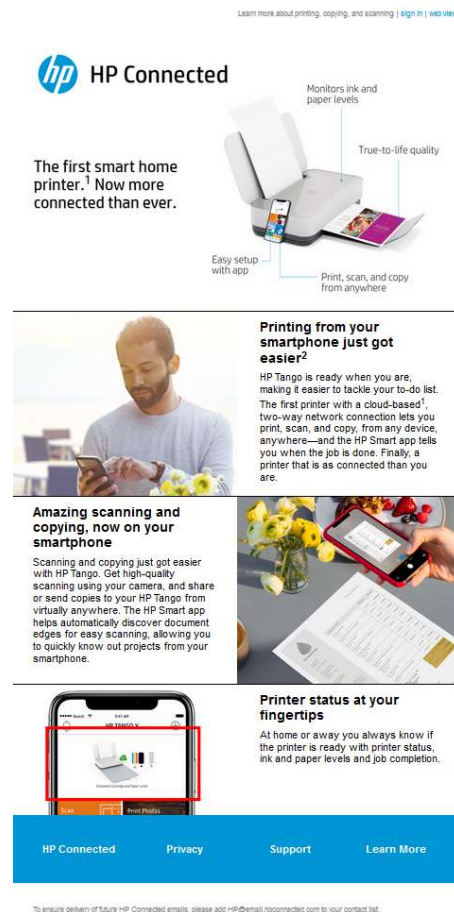
2020_01_HPS_Print_Anywhere_Manage

- Pre-header
- Header module text
- Image on the right module, CTA turned on
- Bottom navigation
- Legal footer
- Email ID

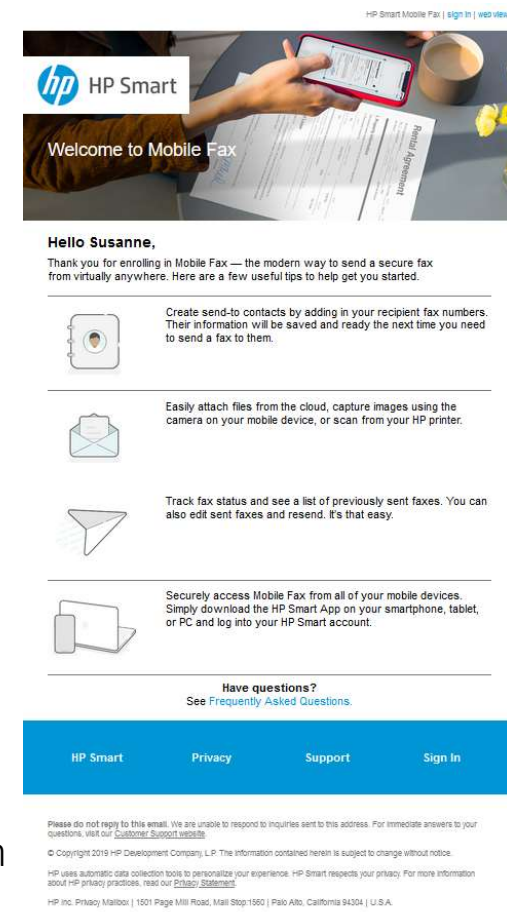


HP Smart: Feature Awareness

To raise awareness of features (solutions/services) and access to learning material, Always available in web learning section.



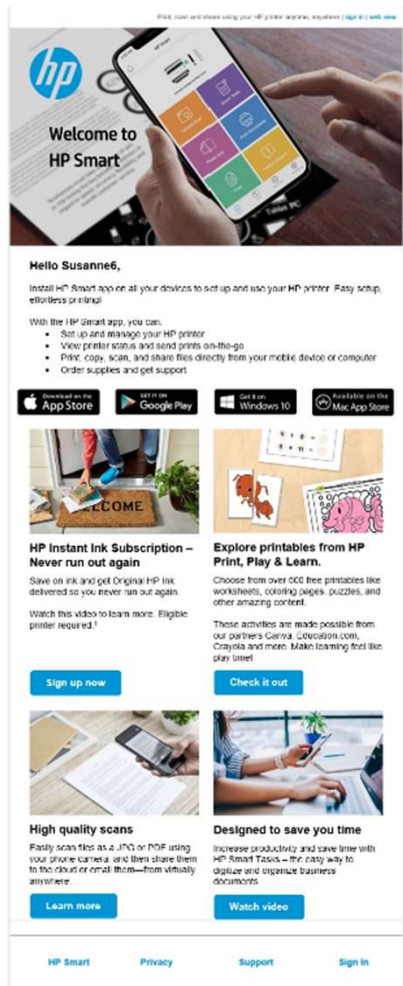
- Pre-header
- Header module image
- Image on the left module
- Image on the right module
- Image on the left module
- Bottom navigation



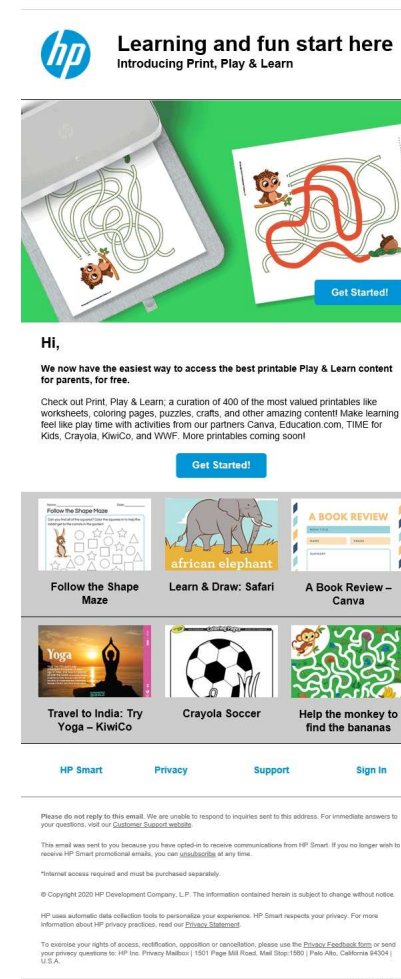
- Pre-header
- Header module image
- Copy module
- Icon module
- Icon module
- Icon module
- Icon module
- Bottom navigation
- Legal footer



HP Smart: Feature Awareness



- Pre-header
- Header module image
- Copy module
- Full width image module
- Two column module, CTA turned on
- Two column module, CTA turned on
- Bottom navigation




- Header module text
- Header module image
- Copy module
- CTA module
- Three column module
- Three column module
- Bottom navigation
- Legal footer




HP Smart: Promotional

Offers and promotions, trials, only to users who consent to receive promotional messages.


Save up to 50% on ink¹ and get it delivered when you need it² | [Sign in](#)

**HP Connected**




Sign up now and save up to 50%.¹


Join now




Lots of new HP printer owners are taking advantage of a program that saves time, saves money, and makes life just a little bit easier.

Simply choose a monthly plan based on the number of pages you print. Exclusive HP Instant Ink cartridges are delivered right to your door for as low as **\$2.99** a month.

**Save time**


**Save money**


**Never run out**

HP Instant Ink is a page-based ink replacement service that takes the hassle out of buying cartridges.

You select your plan based on pages you print; not ink you use. Your printer tells us when you are running low, and we will deliver more ink before you run out.²

[Click here](#) and start saving today. There is no annual fee and you can change or cancel plans online anytime.³



**HP Instant Ink**
The most affordable way to print¹

Sign up now

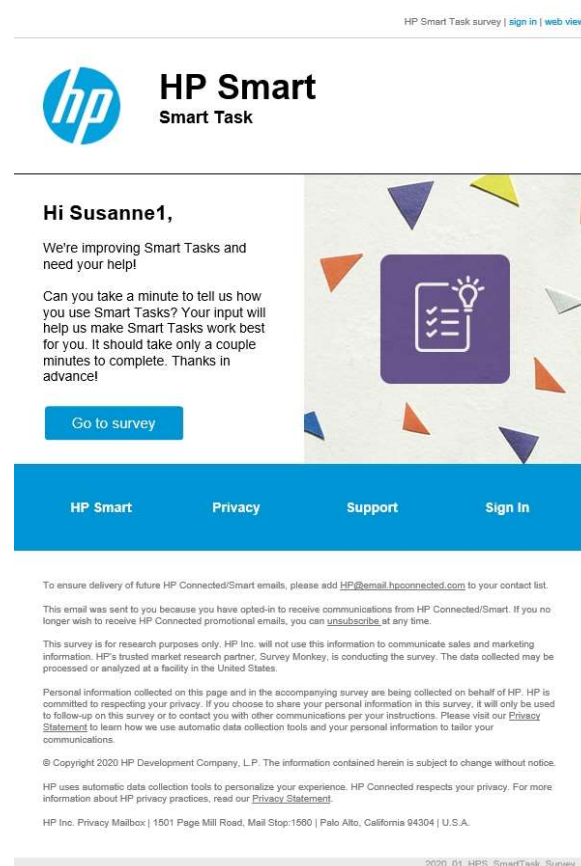
HP Connected | [Privacy](#) | [Support](#) | [Sign in](#)

- Pre-header
- Header module text
- Full width image module
- Copy module
- CTA button module
- Image on the left module, CTA turned off
- Full width image module
- Image on the right module, CTA turned off
- Full width image module
- CTA button module
- Bottom navigation module



HP Smart: User Feedback

Query the user for input on their experience with the HP ecosystem or one of its features/services.




- Pre-header
- Header module text
- Image on the right module
- Bottom navigation
- Legal footer
- Email ID



Instant Ink: Administrative

Informative messages related to administrative and functional aspects of the ecosystem, printer, and related services. No call to action



Dear Wendy,

We hope you are enjoying your Instant Ink service for your Officejet 5740 e-All-in-One Printer series.

Your most recent billing cycle has just ended and your invoice total has been charged to your payment method on file.

Please visit hpinstantink.com/signin to add your PayPal account or credit card, so there is no disruption to your service.

Billing Date: January 17 2020

Gratis-Testmonat (keine Gebuhr)	\$0.00
Sub Total	\$0.00
Tax	\$0.00
Total Charged	\$0.00


You can view your print history, current usage, or change your plan through your [account page](#).

[View Account](#)

Need to download and print your invoice?


1. Log in to your account at hpinstantink.com/signin.
2. Click **Print History** on the left side of the screen.
3. Choose a previous billing cycle from the drop-down menu.
4. Click **Download Invoice** or **Download All Invoices**. Invoices can only be generated for completed billing cycles.

Thank you for choosing HP Instant Ink!

**Have questions? We are here to help.**

If you have any questions about your HP Instant Ink service, chat with the [HP Virtual Agent](#) (24/7) or contact [HP Support](#) (hours vary).

HP Instant Ink respects your privacy. For more information about HP privacy practices, read the [privacy statement](#).
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**Account notification**
Thank you for being an HP Instant Ink customer

HP Instant Ink account notification | [sign in](#)

Re: Printer model: HP Officejet Pro 5820
Printer email: ourworkprinter@hpemail.com

Dear Susanne,

We have received your request to change your HP Instant Ink plan.

This email is a confirmation of your new plan. You requested the change to take effect on January 12, 2019.

Your new plan:
\$14.99 for 500 pages/month

Please note that your rollover pages also change with your plan. You can roll over up to 500 pages in your new monthly plan.


For any questions regarding plan changes, please refer to the [Terms of Service](#).

To view your HP Instant Ink account, visit hpinstantink.com and sign in.

Thank you for being an HP Instant Ink customer.

Manage your account anytime.
Update your account information, view your pages printed, check shipping status, or change your plan by signing in at hpinstantink.com with your HP Connected username and password.

[View my account](#)

**Have questions? We are here to help.**


If you have any questions about your HP Instant Ink service, chat with the [HP Virtual Agent](#) (24/7) or contact [HP Support](#) (hours vary).

Your exclusive perks with HP Instant Ink:

- Save up to 50% on ink.¹
- Your printer orders ink so you'll always have it.²
- Cartridges have more ink than standard ones, so you spend less time replacing them.
- Monthly plans and savings are based on pages printed, not cartridges used.
- Ink, shipping, and cartridge recycling are included.
- No annual fee—Change or cancel plans online anytime.³

To ensure delivery of future HP Connected emails, please add hp@hpinstantink.com to your contact list.
¹ Based on monthly subscription cost using only all pages in plan vs. cost per page of most color inkjet cartridge printers <4400. Share of new HP Instant Ink shipments <4400 for 2019Q1 period in the US from IDC 2019Q1 Final Release. Standard cartridge CPP from gao intelligence 7/24/18.

[HP Connected](#) [Privacy](#) [Support](#) [Sign in](#)




Welcome to Instant Ink, Nick!

We're so glad you chose to join HP Instant Ink and never run out of ink again!

You can now print up to 15 pages a month for free. If you print more, either pay as you go, or upgrade your plan to fit your printing needs.

You can learn more about Instant Ink by watching the video below, as well as reading the [FAQ](#), [Terms of Service](#) and the [HP Privacy Statement](#).

Watch your welcome video
Click the short video and get the most from Instant Ink.



[Watch Now](#)

You chose the 15 pages/month plan for your ENVY 4520 All-in-One Printer series:

No charge to print up to 15 pages/month. Ink, shipping, and recycling included.
Unused free pages do not roll over to the next month.

Buy sets of additional pages for just \$0.00 per set of 10 pages. Purchased pages will roll over to the next month if not used.


Upgrade your printing plan to get more!

Monthly plans with more pages start at just \$2.99 including rollover of unused pages. Log in at hpinstantink.com/signin and click on **Change Plan** to see your options.

Thank you for choosing HP Instant Ink!


Manage your account anytime.
Update your account information, view your pages printed, check shipping status, or change your plan by signing in at hpinstantink.com with your HP Connected username and password.

[View my account](#)

**Have questions? We are here to help.**

If you have any questions about your HP Instant Ink service, chat with the [HP Virtual Agent](#) (24/7) or contact [HP Support](#) (hours vary).

Your printer is ready with HP Instant Ink.



Instant Ink: Transactional/Utility

Messages related to a call to action or errors from the HP Smart app, account, printer, or service.



Dear Kembraly,

We're happy to see that you are getting the most out of your HP Instant Ink printing plan for your **ENVY 5000 All-in-One Printer series**! We designed Instant Ink to be flexible, so you can easily print all the pages you need at a great value.

We wanted to let you know that you have used all the included pages for your billing cycle ending March 18, 2020, but you can continue printing all the pages you need at a great value.

You can upgrade your plan today, or automatically purchase additional page sets. Each additional set of 10 pages is just \$1.00, and any unused pages will roll over.

When you upgrade, you'll get even more pages included with your plan, and you can roll over even more unused pages. If your printing needs change, you can downgrade your plan. **See your plan options at hpinstantink.com/signin.**

[Upgrade My Plan](#)

Thank you for choosing HP Instant Ink!

P.S. Kembraly, your Instant Ink account is missing both your shipping address and payment method (PayPal or credit card). Please log in to your account at hpinstantink.com/signin to update.

We won't be able to ship you more ink and you may lose your ability to print with the installed Instant Ink smart cartridges if these are not updated.



Have questions? We are here to help.

If you have any questions about your HP Instant Ink service, chat with the **HP Virtual Agent** (24/7) or contact **HP Support** (hours vary).

¹ Valid only for Instant Ink service in U.S., excluding territories. Requires creation of HP Smart and Instant Ink accounts and acceptance of [terms of service](#). Compatible HP printer, internet connection to printer, valid credit, debit card or prepaid card, and email address required. You must be 18+. Prepaid card is not for resale, non-transferable, non-refundable, cannot be shared with another customer account, and not redeemable for cash, except as required by law. Void where prohibited. HP is not responsible for lost or stolen prepaid card or code. Once code is entered, entire value of card is redeemed, credited to your Instant Ink account and applied to your first month(s) payment, after which your credit or debit card (if provided) will be charged for subsequent payments. Overage fees and taxes will be deducted from your prepaid balance. Upon depletion of prepaid balance, if no additional form of payment has been provided, HP Instant Ink cartridges will stop working until a valid credit, debit or prepaid card has been provided. Service is month-to-month, with cancellation effective at end of then-current billing period. HP reserves right to increase prices. Maximum enrollment of 10 printers. Use with printing or copying business prohibited. Subject to complete [terms of service](#).

² When upgrading the plan you can choose for the change to take effect in the current billing cycle or the next billing cycle. Cancellations and plan downgrades are effective after the last day of the current billing period. For service details, see hpinstantink.com.

HP Instant Ink respects your privacy. For more information about HP privacy practices, read the [privacy statement](#).

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Instant Ink: Transactional/Utility/Administrative modules required

Support module



Have questions? We are here to help.

If you have any questions about your HP Instant Ink service, chat with the [HP Virtual Agent](#) (24/7) or contact [HP Support](#) (hours vary).



Have questions? We are here to help.

If you have any questions about your HP Instant Ink service, visit our [Help Page](#) or [HP Instant Ink Guided Troubleshooter](#).

Savings module

Check your account summary*

You print an average of	With Instant Ink you save approximately	With traditional cartridges, you would pay
165 pages/month	\$365 savings/year	\$470 cost/year

*Based on the last 12 months of your personal print history

Perks module

Vos avantages exclusifs grâce à HP Instant Ink!:

- Economisez jusqu'à 70% sur l'encre.¹
- Votre imprimante commande les cartouches d'encre afin que vous n'en manquiez jamais.²
- Les forfaits mensuels se basent sur les pages imprimées et non sur les cartouches utilisées.
- L'encre, la livraison et le recyclage des cartouches sont compris.
- Pas d'engagement - Modifiez ou annulez votre forfait à tout moment.³



Instant Ink: Transactional/Utility/Administrative modules required

Sustainability savings module

Instant Ink has smaller environmental impact

Right-click or tap and hold here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Right-click or tap and hold here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Since you started using Instant Ink you may have already saved the carbon dioxide (CO₂) equivalent of

35 miles driven by an average passenger vehicle[®]

1,848 smartphones being charged[®]

Improve your carbon footprint!
Recycle your ink cartridges using the prepaid envelope in your Instant Ink shipment.

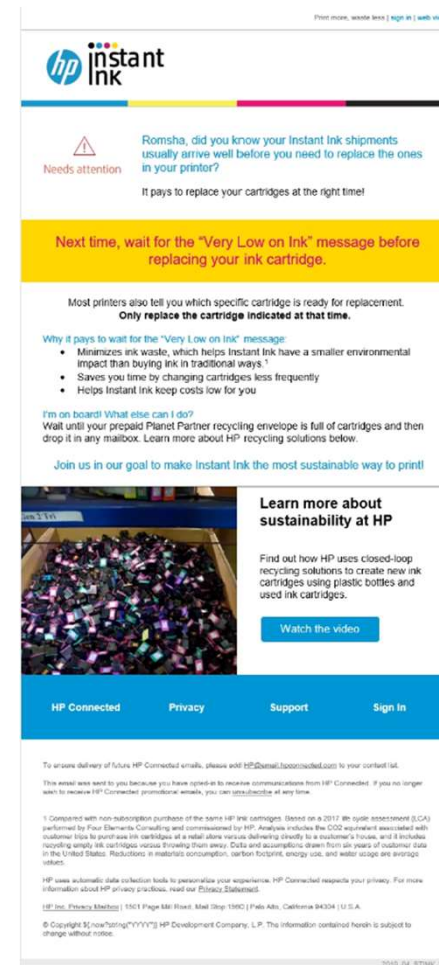
Billing table module

Item	Quantity	Price
HP Instant Ink Service 300 Page Plan	1	£ 7.99
Subtotal		£6.66
Tax		£1.33
Total Charged		£7.99



HP Smart: Feature Awareness

To raise awareness of features (solutions/services) and access to learning material.



- Pre-header
- Header module text
- Icon module
- Copy module
- Copy module
- Image left module, CTA on
- Bottom navigation
- Legal footer



Instant Ink: User feedback



- Query the user for input on their experience with the HP ecosystem or one of its features/services.



HP Smart: Promotional

Offers and promotions, trials, only to users who consent to receive promotional messages.

Essential information for continued Instant Ink success | [sign in](#) | [web view](#)



Essential information for continued Instant Ink success

We hope you are enjoying your Envy Photo 7855 with the convenience of Instant Ink delivered before you need it.¹ We want you to get the most out of your service, so here are some smart tips for perfect printing.

Make sure your shipping and billing information are up to date through your account page, so you have service continuity following the free trial.

Ink ships automatically based on usage. Always keep your printer connected to the internet so it can tell us when to ship more ink.

Since Instant Ink cartridges contain extra ink, you won't need to replace them as often. To see future shipments or cartridge status, visit [hpinstantink.com/signin](#).

You print 77 pages per month, on average.

Change your plan and save up to £17 more per year.²

Your current plan is: 50 pages/month	Your recommended plan is: 100 pages/month
Your current estimated average cost: £4.99/month + tax	Cost with recommended plan: £3.49/month + tax

Average pages printed, costs, and savings shown are personalized based on your most recently available account information (up to twelve months). Your actual savings may vary based on your future print volume.

To maximize your savings, log in to your account and change your plan today!

[Login Now](#)

[Chat Now](#) 0207 660 6027

[HP Connected](#) [Privacy](#) [Support](#) [Sign In](#)

To ensure delivery of future HP Instant Ink emails, please add HP@external.hpconnected.com to your contact list.

¹ Ordered by your printer when needed, subject to customer internet connection. Availability may vary in exceptional circumstances. Express deliveries available via Support Services. If you use more ink than anticipated, see [hp.com/inksupport](#) for troubleshooting assistance and contact support options.

² Annual savings increase is calculated by taking the projected annual savings for the customer's optimal plan and subtracting the estimated annual savings of the individual customer's current page plan. The annual savings are based on customer's monthly averages. Monthly savings are calculated based on the cost to print customer's average monthly.

- Pre-header
- Header module text
- Full width image module
- Copy module
- Savings module, two column
- Copy module
- CTA module
- Social navigation
- Bottom navigation
- Legal footer



Modular Email Layouts specs

Administrative

Administrative	
Definition	Informative messages related to administrative and functional aspects of the ecosystem, printer, and related services. No call to action
Example	<ul style="list-style-type: none">• Credit card was updated• RTP communications• Billing (notices of bill)• Confirmation of account updates

Subject line

- Clear description
- Informative
- Include a key word associated with the email

Examples:

- Confirmation: Updated payment method
- Summary of Charges: Your bill is ready
- We're working on the issue

Email Header

- HP logo
- Specific header: feature or topic
- Potentially an icon associated with the Administrative message

Email body, Section 1

- Friendly welcome
- Dynamically address user by name
- Clearly state the reason for the email up-front.
- Be as specific as possible

Email body, Section 2 (optional)

- At-a-glance summary of service/function being addressed in email
- *Examples:*
- For notice of bill, show monthly stats (pages, charge, unused, etc.)
- For updated credit card, show summary of what service they are paying for (plan, etc.)

Email body, Section 3

- Additional resources or links

Destinations:

- Content on HP Smart.com
- HP Support
- UCDE Dashboard area
- HP Smart app

Common Footer

- Static links, not related to topic of email
- Consistent in appearance for all emails

Examples:

- HP Privacy
- Sign In to HP Account
- HP Support

Footnotes



Header

Hello user!

Section 1

Section 2

Section 3

Common Footer

Footnotes

Transactional/Utility

Definition	Transactional / Utility Messages related to a call to action or errors from the HP Smart app, account, printer, or service.
Example	<ul style="list-style-type: none">• Fax error• Out of paper• Connectivity error• Paper jam• Credit card expired• RTP communications (Yeti)

Subject line

- Error description
 - Specific to dynamic data of error (specific fax name, etc.)
- Call to action

Examples:

- Fax Unsuccessful
- Connection Error: You need to reconnect

Email Header

- HP logo
- Specific header: feature or topic
- Potentially an icon associated with Transactional messages

Email body, Section 1

- Friendly welcome
- Personalized: address user by name
- Clearly state the reason for the email up-front
- Be as specific as possible. Include Call to action (text)
- Specifically for errors, explain the problem in user-friendly terms
- Proper framing of error codes in user facing text
- Include any information that a user might be asked to convey to a support agent if they escalate a problem

Email body, Section 2

Focus on the solution

- Provide at least one resolution to the problem
- Provide where to find help or additional resources, if needed
- "Button"

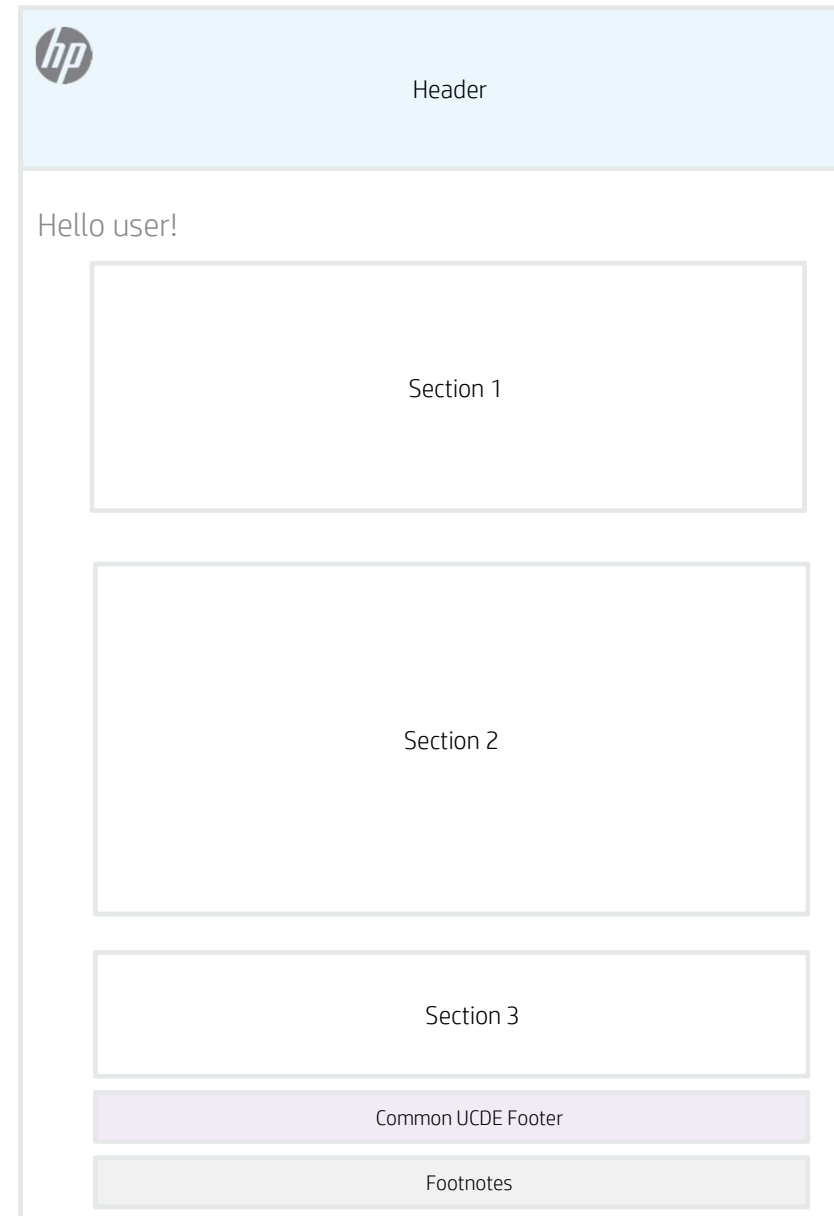
Email body, Section 3

- Close with well wishes and confirmation of customer value to HP

Common Footer

See slide 3

Footnotes



Feature Awareness

Definition	Feature Awareness To raise awareness of features (solutions/services) and access to learning material, Always available in web learning section.
Example	<ul style="list-style-type: none">Discover Smart TasksReal stories of how-to-useLearn aboutReferral (TBC)

Subject line

- Clear description of feature
- Include a key word associated with the email

Examples:

- Print from anywhere, anytime
- Create a SmartTask to automate chores

Email Header

- HP logo
- Specific header: feature or topic
- Potentially an icon associated with Feature Awareness

Email body, Section 1

- Friendly welcome
- Lifestyle photo, appropriate for the subject
- Dynamically address user by name
- Clearly state the feature and provide a user value-prop for why they should care about that feature

Email body, Section 2

- Explain features of service/function
- Use language that clearly advocates the user-value of a feature, explains how to use it, or summarizes content
- Secondary value-props
- **Should not** be a marketing tagline without user-value or explanation

Email body, Section 3

- Call to action (button or link)
 - Sign In, explore, Learn more, Enable, etc.

Email body, Section 4

- Additional resources or links

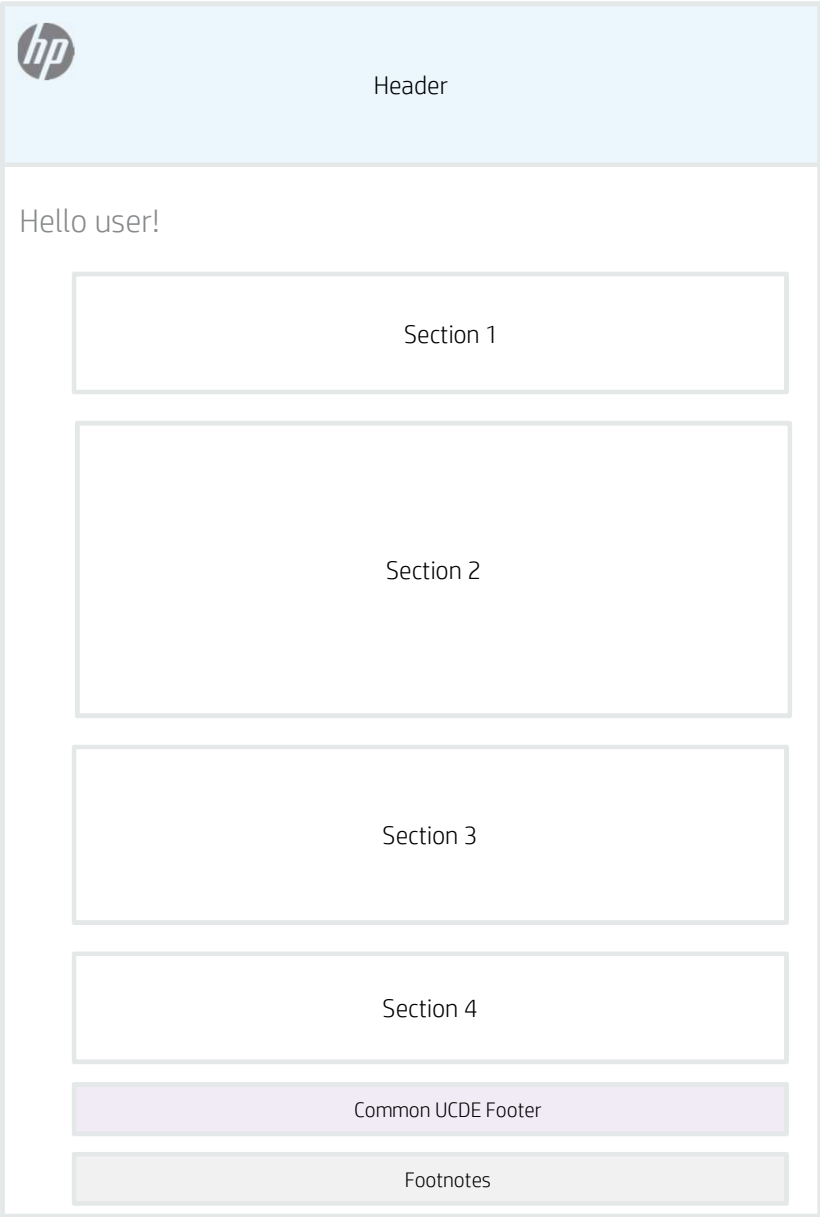
Examples:

- Content on HPSmart.com
- HP Support
- UCDE Dashboard area
- HP Smart app

Common Footer

See slide 3

Footnotes



Customer Feedback

Definition	Query the user for input on their experience with the HP ecosystem or one of its features/services.
Example	<ul style="list-style-type: none">Set-up surveySurvey after 5th fax sentIntercept survey after an specific action

Subject line

- State that we are seeking feedback
- Any call to action should be noted as voluntary (not as direct as when there is an error/action)

Examples:

- We want your feedback!
- Help us improve

Email Header

- HP logo
- Specific header: feature or topic
- Potentially an icon associated with Customer Feedback

Email body, Section 1

- Friendly welcome
- Lifestyle photo, appropriate for the subject (optional)
- Dynamically address user by name
- Express appreciation of customer
- Clearly state we are seeking feedback, and if possible, state the specific feature to be surveyed on
- Any incentives, if applicable

Email body, Section 2

- Time estimate for survey
- What the survey will ask about
 - Personal use, general impressions, experience with a feature, etc.
- Call to action (button/link)

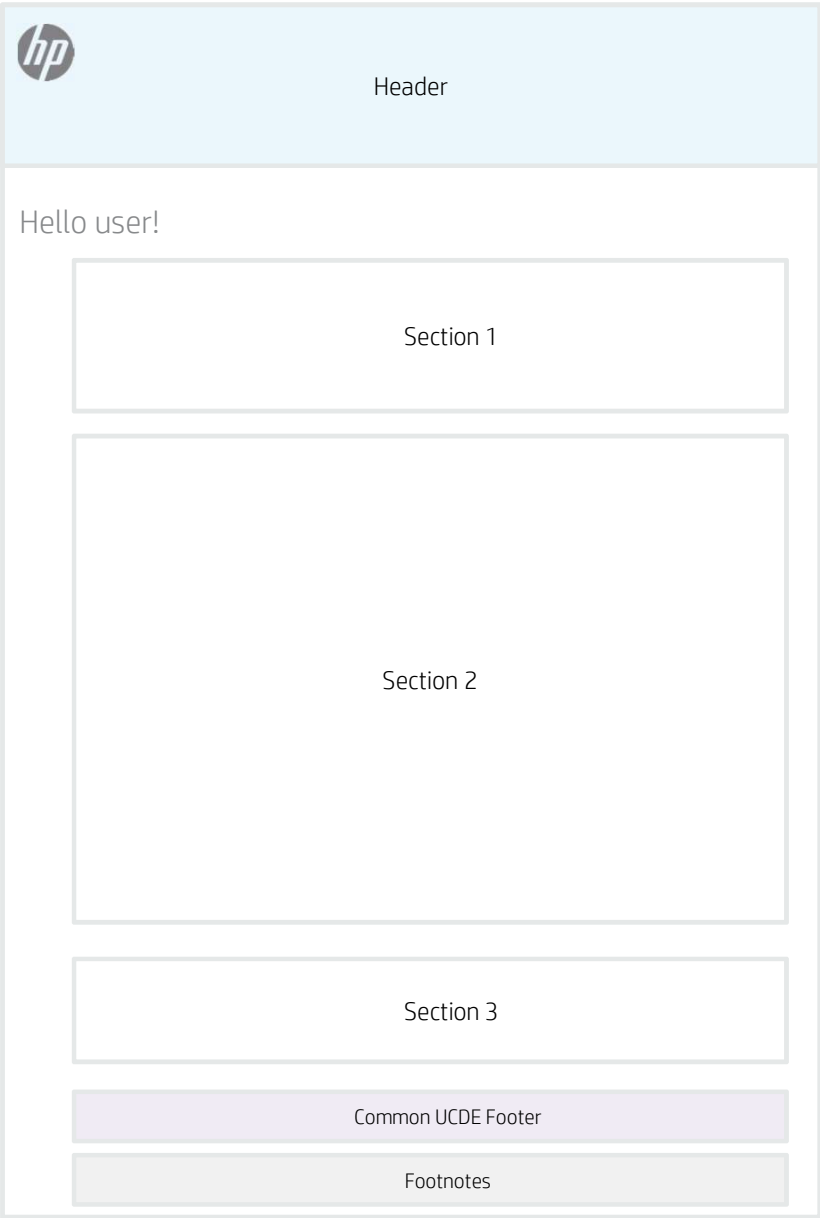
Email body, Section 3

- Close with thanks, well wishes, and confirmation of customer value to HP

Common Footer

See slide 3

Footnotes



Promotional

Definition	Promotional Offers and promotions, trials, only to users who consent to receive promotional messages. Requires consent.
Example	<ul style="list-style-type: none">Promo codes (Phototyme)Sales/special offers on paid servicesTrials

Subject line

- Include value-prop percentage, offer, etc. in subject line to entice users
- Timeline, expediency
- Specific to content

Examples:

- Act now and save 50%!
- Try Print Plans for FREE and save on ink

Email Header

- HP logo
- Specific header: feature or topic
- Potentially an icon associated with Promotions

Email body, Section 1

- Friendly welcome
- Lifestyle photo, appropriate for the subject
- Dynamically address user by name
- Clearly state the promotion or trial
 - Including: dates, percentage, or other need to know information to qualify

Email body, Section 2

- At-a-glance summary of service/function being addressed in email
- What they will get during the trial/promotion
- Less instructional than a Feature Awareness, more value prop and marketing to promote a service/feature

Email body, Section 3

- Additional resources or links

Examples:

- Content on HP Smart.com
- HP Support
- UCDE Dashboard area
- HP Smart app

Common Footer

See slide 3

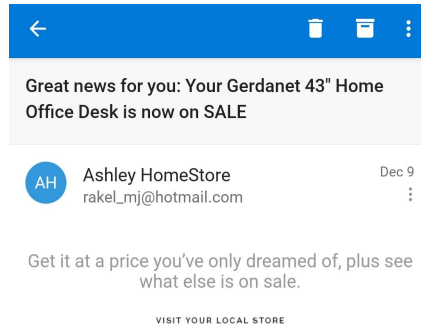
Footnotes



Benchmarking



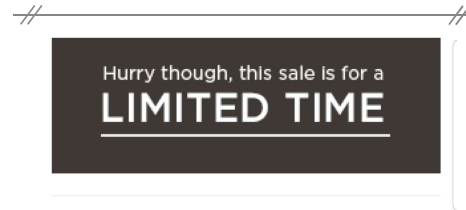
Engaging subject
Personal and warm



Personalized and
attractive reminder
Personal and warm



Gerdanet 43"
Home Office
Desk



Shop More Sale Items



Gerdanet 47"
Home Office
Desk



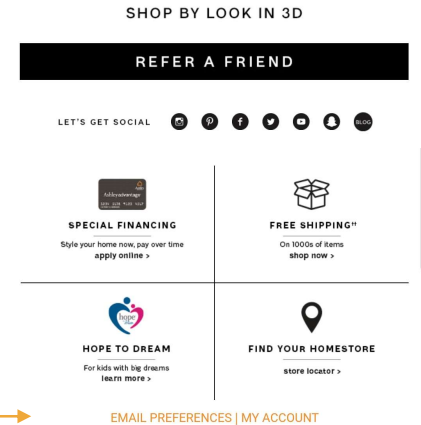
Office Chair
Program Home
Office Desk Chair

Promote related items
Promotional section,
but adding value

Seasonal offers
Provide quick
access to sections



Animated banner
Seasonal animation for
a dynamic experience



Value reminder
Quick reminder just
after social media

Account and
Preferences
Direct access to
manage

*Previous purchases excluded. Offer is nontransferable and do not apply to sales tax or shipping, In-Home Delivery and handling charges. Offer valid online and select stores only. Offer excludes in-store packages (4-Piece, 14-Piece, 24-Piece), CREATE Your Style Your Way® and other custom products, HomeStore Specials and Beautyrest Black®, Sealy Conform™, Tempur-Pedic®, Stearns & Foster®, Serta® iComfort®, and Sealy® Hybrid™ product purchases. Offer may not be combined with any other sale, promotion, discount, or offer, including

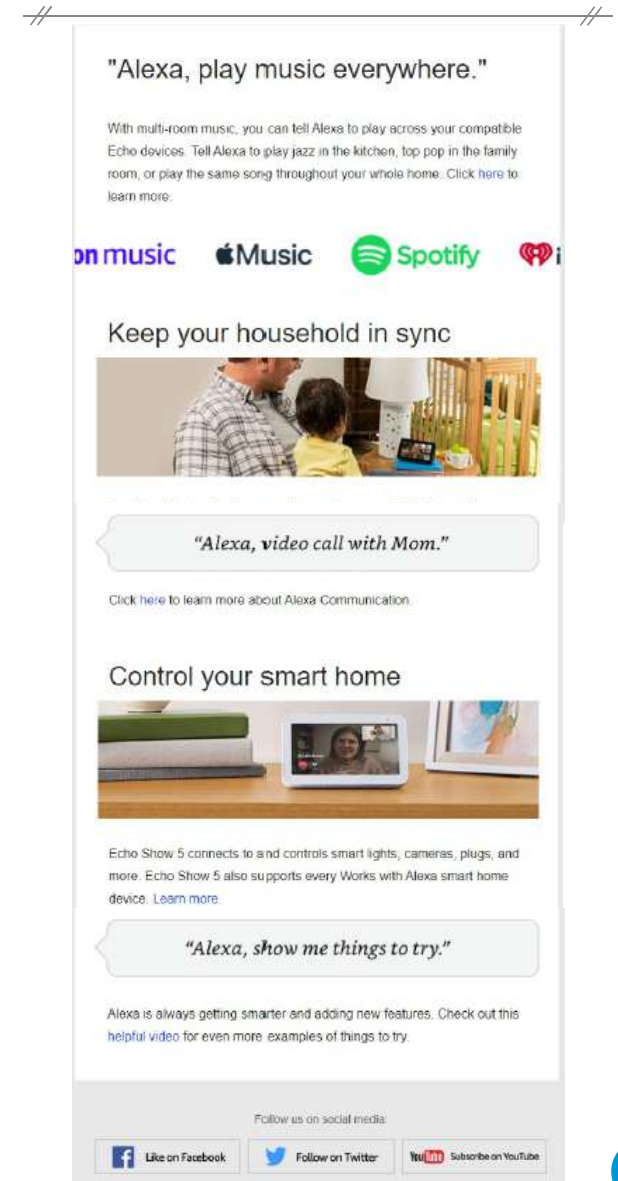
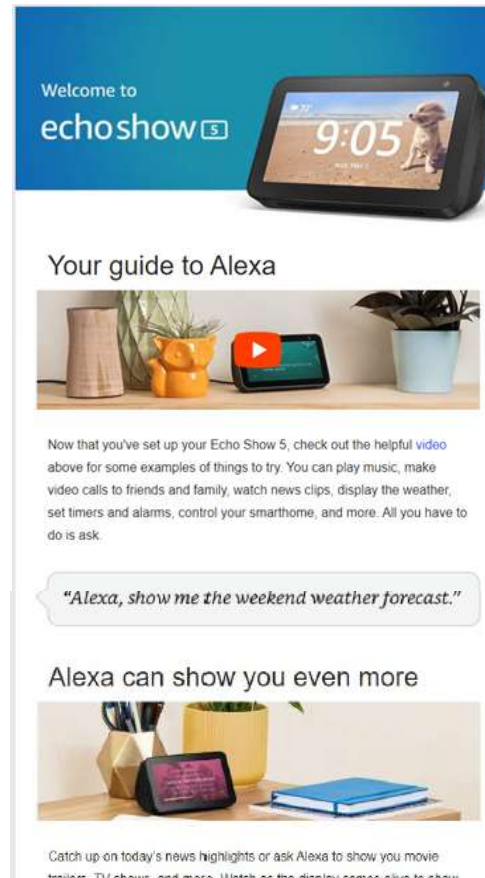




Highlights:

- **Mobile friendly** – fixed width
- Good use of the **graphics**
- Well **balanced aesthetic** with **white spaces**
- **Linear flow** of content – there is no side by side blocks of image/content
- **No hard line delimiters** across the page for different sections – it all just flows down
- Use of **video** to showcase
- Tighter/narrow width with **bigger font**, larger **Kerning**

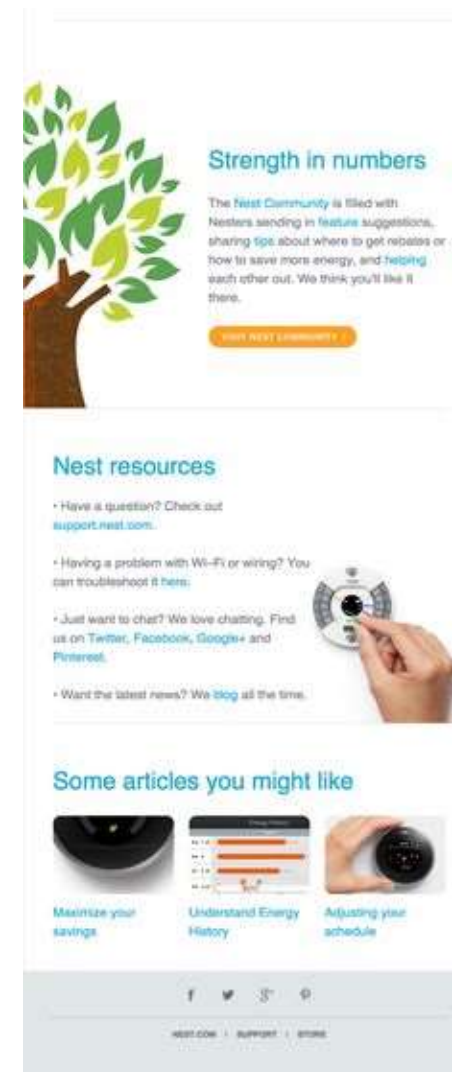
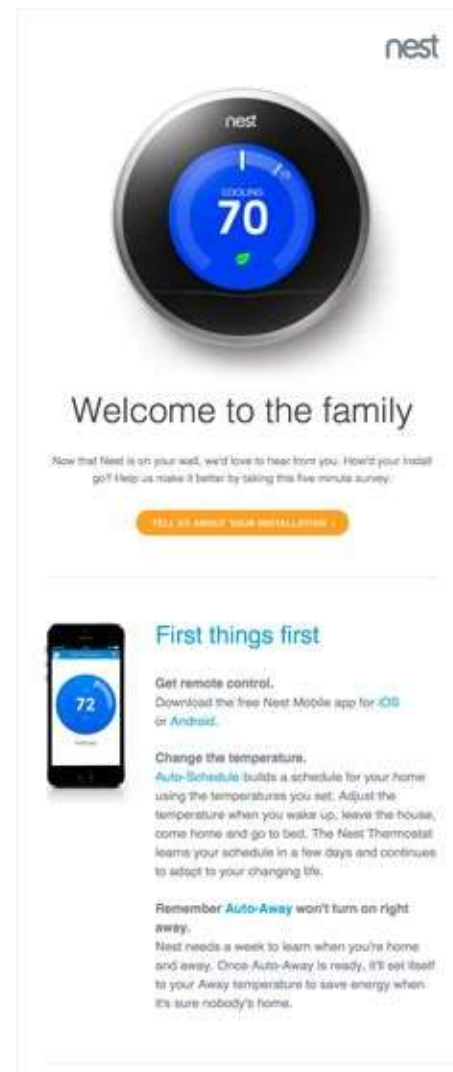
“ This email is loooong – has lots of info for a welcome email that the user can reference in the future – we should not be afraid to do this. But I can scroll and scan easily because... there is lots of white space. “





Great sections for a Welcome email

- Warm and clear welcome
- Main functionalities
- Access to community (extra content)
- Resources
- Links to the main web pages





Intro adds context

Savings of all customers sharing the impact



Out of this world.

This month, we're keeping our eyes on the stars and our feet on the ground. Let's take a moment to appreciate the universe that extends beyond our wildest imaginations.



Since October 2011, our thermostat customers have saved

96,085,036,601 kWh of energy.

That's enough energy to power the International Space Station for over 70,000 years. Keep reaching for the stars!

[Learn more >](#)

Energy savings are an estimate, not a guarantee that you will save energy.

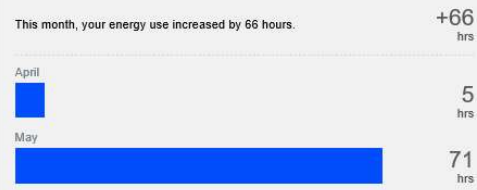
Main topics: Your usage

Report with reasoning for the variations and a sustainability account summary, compared with your area

Energy summary as of May 31

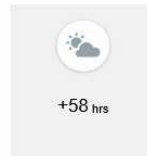
We're looking at info from your Nest Thermostat: Temperature.

Here's how you did:

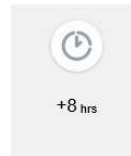


Why did your energy use change?

We look at a lot of reasons your energy use can change — from weather to your Eco Temperatures — and these are the ones that made the biggest difference this month. [Learn more >](#)



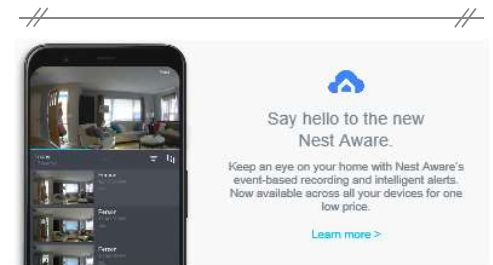
Warmer weather meant more energy use.



Your schedule was less efficient this month.

A look at your Leafs:

You get a **Leaf** when you choose an energy-efficient temperature. This month, the average Nest Thermostat owner in your area earned 25 Leafs. Here's how you did:

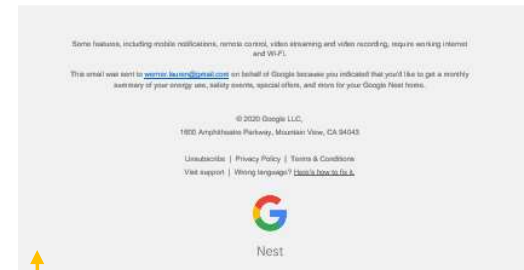


Video of the month.



Make a wish.

Every day we get video submissions from Nest Cam users. Check out our top pick for the month.



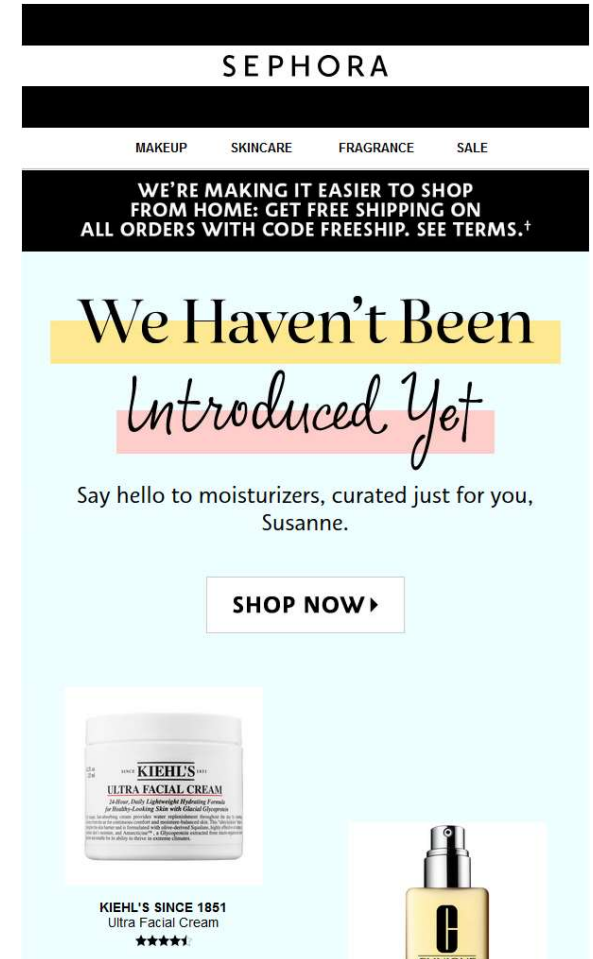
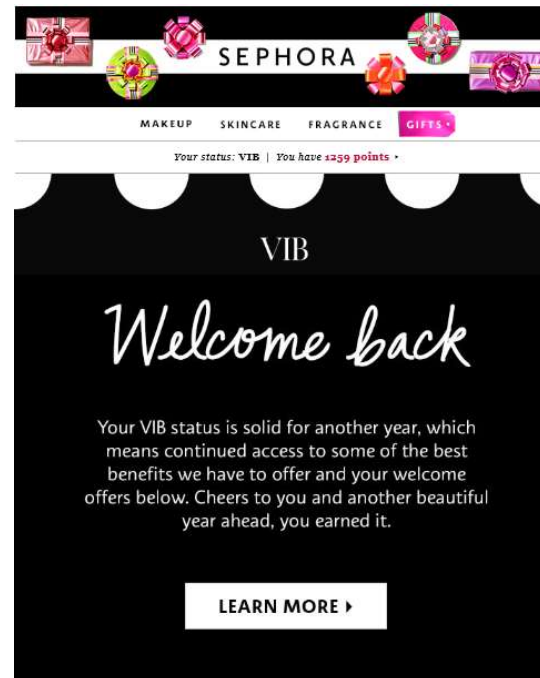
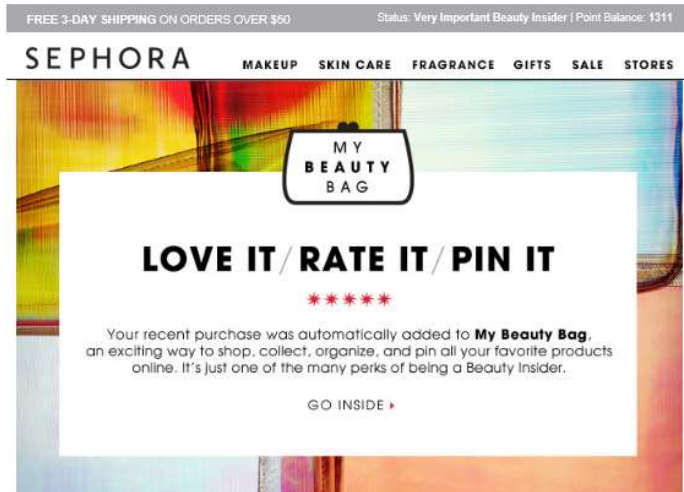
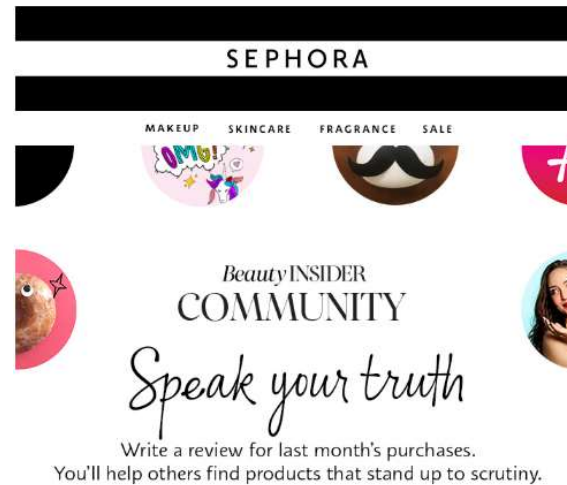
Closing: Awareness and Customer video Provides details of a functionality available and also Nest sharing the video of the month from one of its customers.



SEPHORA

Dynamic Intros

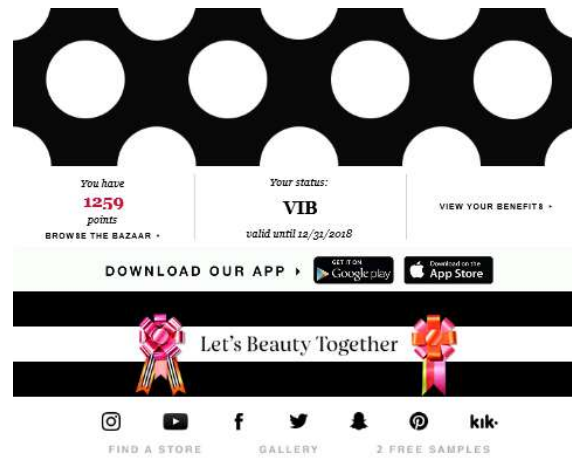
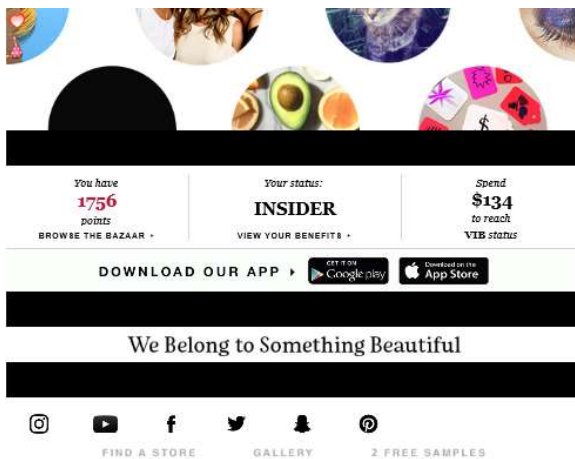
Usage of different fonts, font sizes and colors to get your attention to the main message



SEPHORA cont'd

Account Summary and Main Resources

Summary of your status and points, easy access to the main resources like the app or benefits reminder



Did We Get It Right?

Update your Beauty Insider profile for spot-on recommendations.

UPDATE YOUR PROFILE ►

Profile for Personalization

Following generic recommendation, suggest to share data and/or consent for better personalization

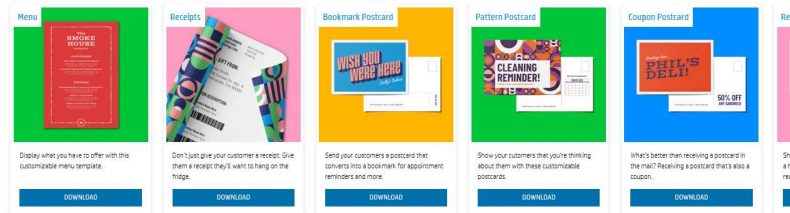


Highlights

- Use of **Bright colors**, as a support of the HP Blue, radical contrasts
- Caring and Joyful tone
- More modern visuals
- Impactful fonts

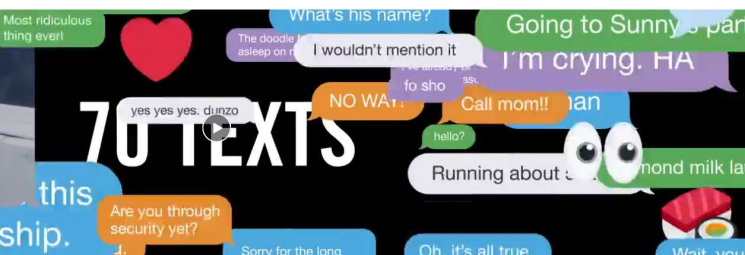
GIVE YOUR CUSTOMERS
A POSTCARD,
NOT A POST.

Download and customize these business templates and get your small business noticed.



FROM FIRST IMPRESSION TO FINAL INVOICE,

**PRINT YOUR
CUSTOMERS
CLOSER.**



**PRINT PHOTOS INSTANTLY
FROM
SOCIAL MEDIA**

HP Sprocket Select

get real



**WE BELIEVE
IN THE
FRAME,
THE NAILS
AND THE
HANGING
WIRE.**

**SCAN AND PRINT
DOCUMENTS INSTANTLY
FROM YOUR PHONE**

HP LaserJet Pro

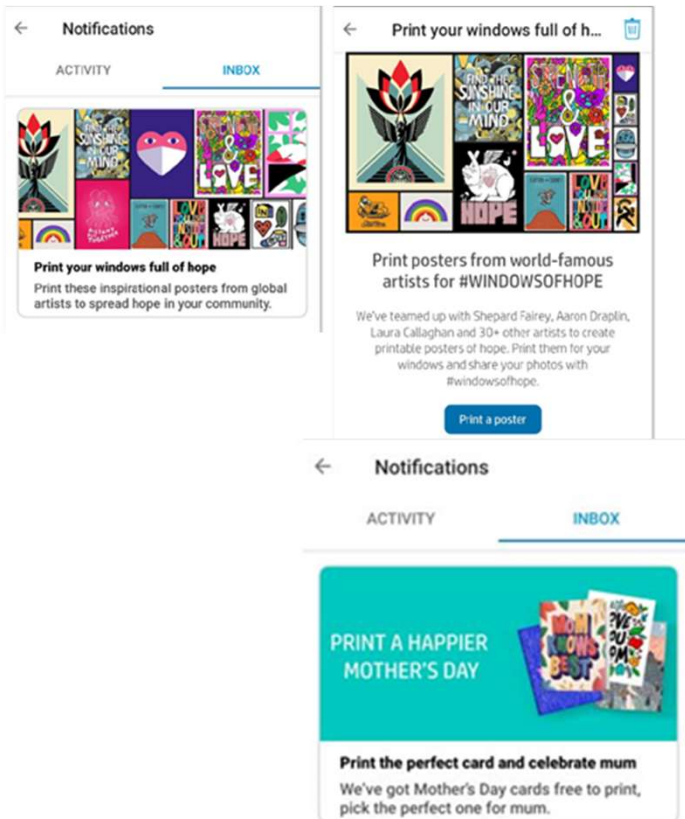
get real



HP Smart app

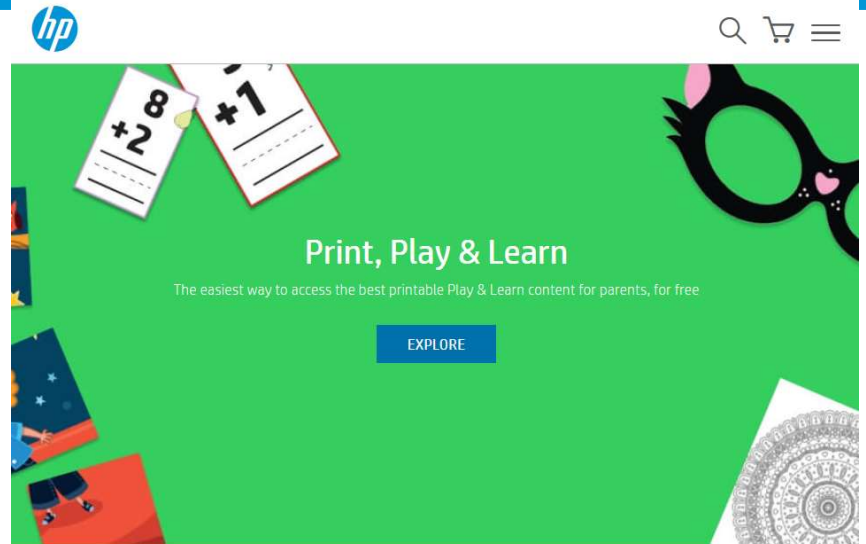


hp Print, Play & Learn



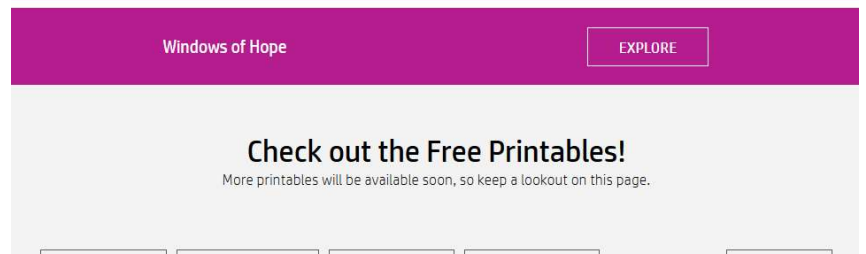
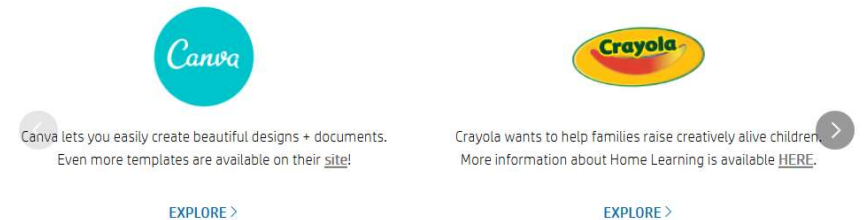
Highlights

- Use of **Bright colors**, as a support of the HP Blue
- **Caring and Joyful tone**
- More modern visuals, playing with fonts
- **Engaging!**



Learning and fun starts here

We curated the most valued worksheets, coloring pages, puzzles and other amazing printables together with our partners.





Highlights

- Absolutely unique character
- Friendly & Warm message
- As a customer, you feel **the company cares about you**
- Unexpected cuteness experience
- Brings a smile!
- Adds **stories** behind

Thanks for your aspectLED order

#AL1070881 Inbox



aspectLED 15:03

to hannah ▾



We were preparing for what looked to be an ordinary day here at aspectLED, until the warehouse intercom crackled to life:

"Listen up, folks! We've got an important new order for Hannah from Bainbridge Island...."

...but no one in the warehouse could hear the rest of the announcement over the thunderous roar of applause. Champagne bottles were popped. "Don't Stop Believing" rang from every speaker. Even Walter, our forklift driver, smiled — and Walter never smiles.

Simply put, everyone is thrilled to have you as a customer. Thank you!

Order Summary:

Order #: AL1070881

Order Date: 11/20/2019

Shipping address

Billing address



NATIVE

Highlights

- Build a **story** behind, including the customer on it
- **Joyful** tone
- **Unexpected cuteness** experience
- **Brings a smile!**

NATIVE

Jill, your order has shipped!

Your order of Native was gently pulled by our team of experts and placed on a gold-trimmed pillow stuffed with the finest fibers known to man. Then, a team of six inspectors examined it under a magnifying glass, ensuring it was in perfect condition.

Once the inspection was complete, our veteran polisher (he was previously employed at the Tower of London, where he was responsible for polishing the Queen's jewels) polished it as a quiet hush fell over the warehouse. "This package is getting shipped to Jill," he whispered. "Take good care of it."

We hope you had a wonderful time shopping at Native. In celebration, we have placed your name on our wall under the title "World's Best Customer" and assigned you a dedicated parking spot right upfront. We've also hired a pilot to skywrite "Jill Rocks!" above the Golden Gate Bridge. Thank you for supporting Native!

If you have any questions about your package, please email us at support@nativecos.com.

[Track your order](#)

NATIVE

Jill, You Rock!

It was just another day at the office when Kelsey jumped out of her chair, so fast that I thought fire had engulfed her hair.

"We did it!" she yelled. "We got an order from Jill Helmlie!"

Brian ran over to her computer, because he's ordinarily the trouble-shooter.

"Don't get scared," said Kelsey, "You're not moving with your auntie and uncle to Bel Air".

The office erupted in applause and we popped a bottle of champagne given to me by my in-laws. "I Like It Like That" blared from Kelsey's computer, and half-eaten sourdough lay next to our recruiter.

Jill, the entire Native team is thrilled to have you as a customer. Your friends will probably start calling you "Healthy Jill" soon. You'll love it.

After we're done exchanging high-fives, you'll receive tracking information so you can get as excited about your delivery as we are. If you have any questions, shoot me a note at support@nativecos.com.

High fives and cool vibes!

Best,
Julia



Summary



Visual engaging



Usage of images

- Less text and more visuals
- Clear at a first sight



Text line spacing

- Allow more white space



Narrow width layout



Account summary

- Status, points (future)
- Savings
- Sustainability



Resources area

- More visual (icons) links
 - App, Smart Dashboard, Support
- Privacy and unsubscribe links at the bottom



Requirements

Business Intent

Drive Customer Engagement and Increase NPS,
by Building Trust & Loyalty
while Creating Awareness of the benefits and functionalities



1. Provide users transparent, easy and clear descriptions
2. Reduce friction: easy experience, easy-to-understand options, clear expectations
3. Create awareness & Drive usage of available solutions and features
4. Brand equity and Conversion to services
5. Relevant content in the right moment

Objectives

Specific Goals for Email

Email Guidelines

- Redesign of current HP Print email design
 - Coexist with pan-HP experience and communications
 - Responsive design
 - Dark mode
- Design guidelines to be applied to all HP Print emails
 - HTML files for email system
 - Written design guide

KPIs



Click Through Rate

Current

- Transactional CTR: 5.5% - 8%
- Promotional CTR: 1.6% - 1.7%

Average market: ~ 2.7%



Unsubscribe Rate

Not enough data to share right now

Goal: <0.2%



Print Plans Conversion

Current: 0.68%

Goal: ~1%



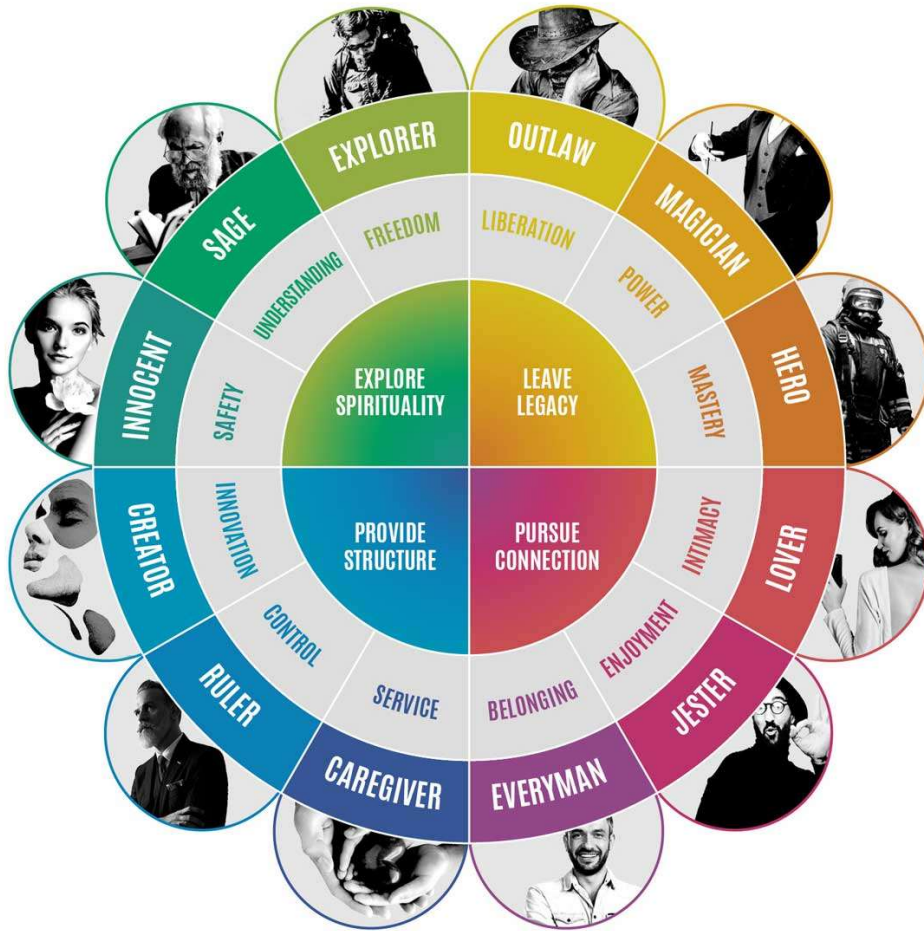


Q&A



Brand Archetype

Brand Archetypes



Archetypes are **fully formed personalities** with an outlook on life, an opinion on the world and firm beliefs that allow brands to connect as though they were human.

Benefits:

- Build an emotional connection with the HP Brand/Print
- Convey meaning that resonates with the customer
- Archetype personality as the guidelines for engagement
- Cascade voice & tone throughout UX touchpoints, communication, engagement

Source: <https://iconicfox.com.au/brand-archetypes/>

Creator

The Creator Archetype



The Creator

♥ INNOVATION

“ If It Can Be Imagined
It Can Be Created ”

📢 BRAND VOICE

💬 BRAND MESSAGE

Inspirational

Daring

Provocative




See Potential Everywhere
and Uncover Originality
With Liberated Imagination.

The Creator Personality

The Creator has a desire to create something new and exceptional, that wasn't previously there, and has enduring value. They need to express themselves with their individual talent and strive to bring their vision to life through that expression. Creators believe that if you imagine it, it can be created but are often stifled by their own desire for perfection.

🚗 DRIVE	🔔 FEAR	♟️ STRATEGY
Creation	Stagnation	Inspire To Unlock Imagination
Originality	Duplication	
Self-Expression	Familiarity	Encourage The Pursuit of Originality
Vision	Disillusion	
Imagination	Indifference	

CREATOR BRANDS

Caregiver

The Caregiver Archetype



The Caregiver

♥ SERVICE

“ Love Your Neighbour As Yourself

📢 BRAND VOICE

💬 BRAND MESSAGE

Caring

Warm

Reassuring

Everyone deserves care and we must all strive to bestow service upon one another.

The Caregiver Personality

The Caregiver is a selfless personality who is driven by the desire to protect and care for others, especially those in need. They are often maternity figures and take those who are in need of care, under their wing until they are stronger to take care of themselves.

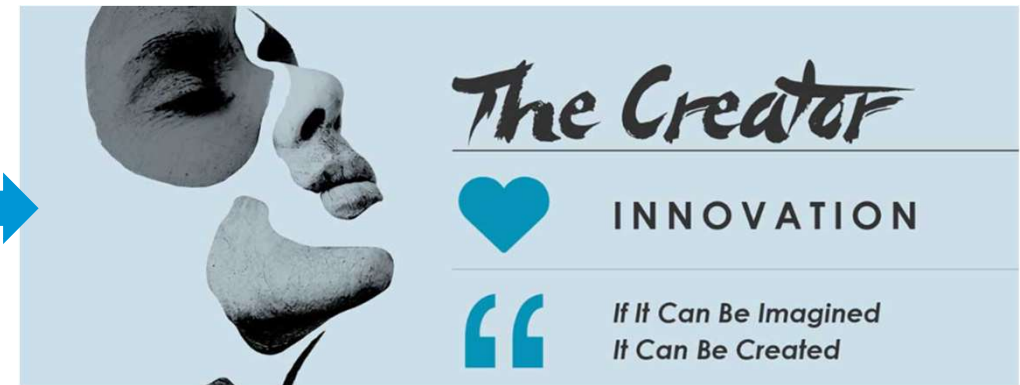
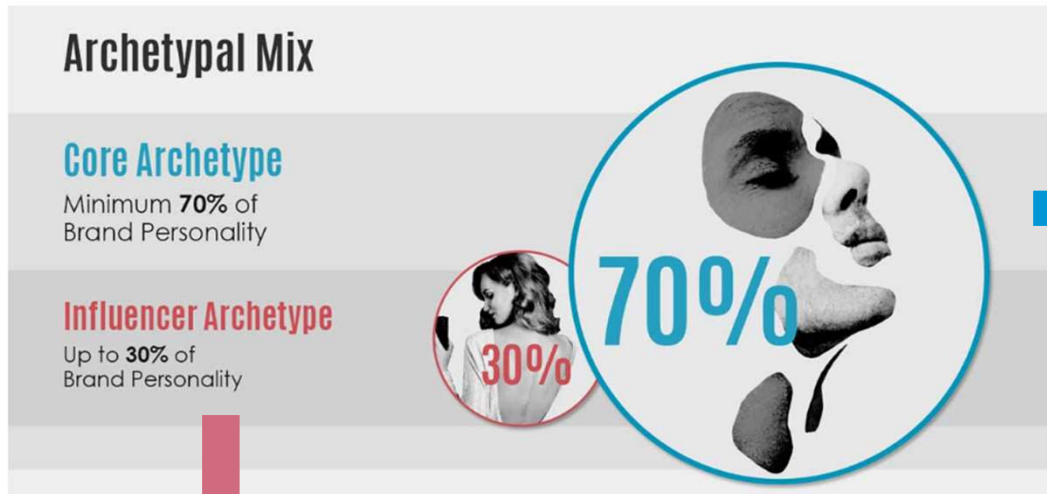
This personality is personified perfectly by the nursing profession and though they like their effort to be recognised don't like being patronised. Caregivers are not just reactive, they are also preventative and tend to be in and around an event of harm, before or after.

🚗 DRIVE	🔔 FEAR	♟️ STRATEGY
Support	Anguish	Others Before Self
Help	Helplessness	
Service	Ingratitude	
Recognition	Neglect	The Greater Good Is Worth Sacrifice
Gratitude	Blame	

CAREGIVER BRANDS



What does this look like for Customer Engagement?



- Expression through print activities
- Inspiration and innovation in Print projects
- Entrepreneurial creation, smart solutions
- Caring for the environment (eco message, recycle)
- Caring for the security of the family (monitoring)
- Caring for my employees (tools, reports, services)
- Shift from “hard” tech > “soft” experiences
- Affects messaging, style, UX design, CE, support

Engagement is business critical

The Value of Emotional Drive

Would People Pay to Feel...



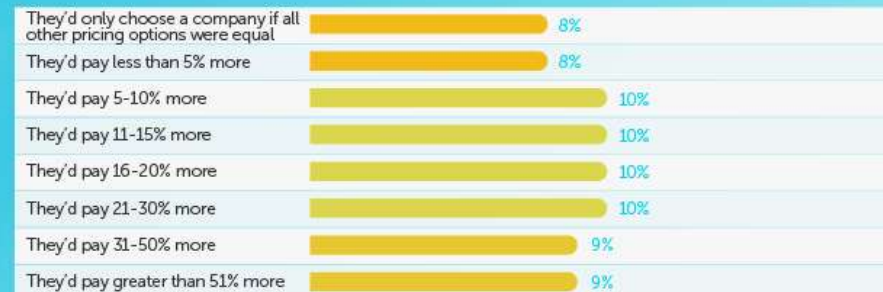
Like they are making a positive difference on the world?



Like they were protecting the environment?

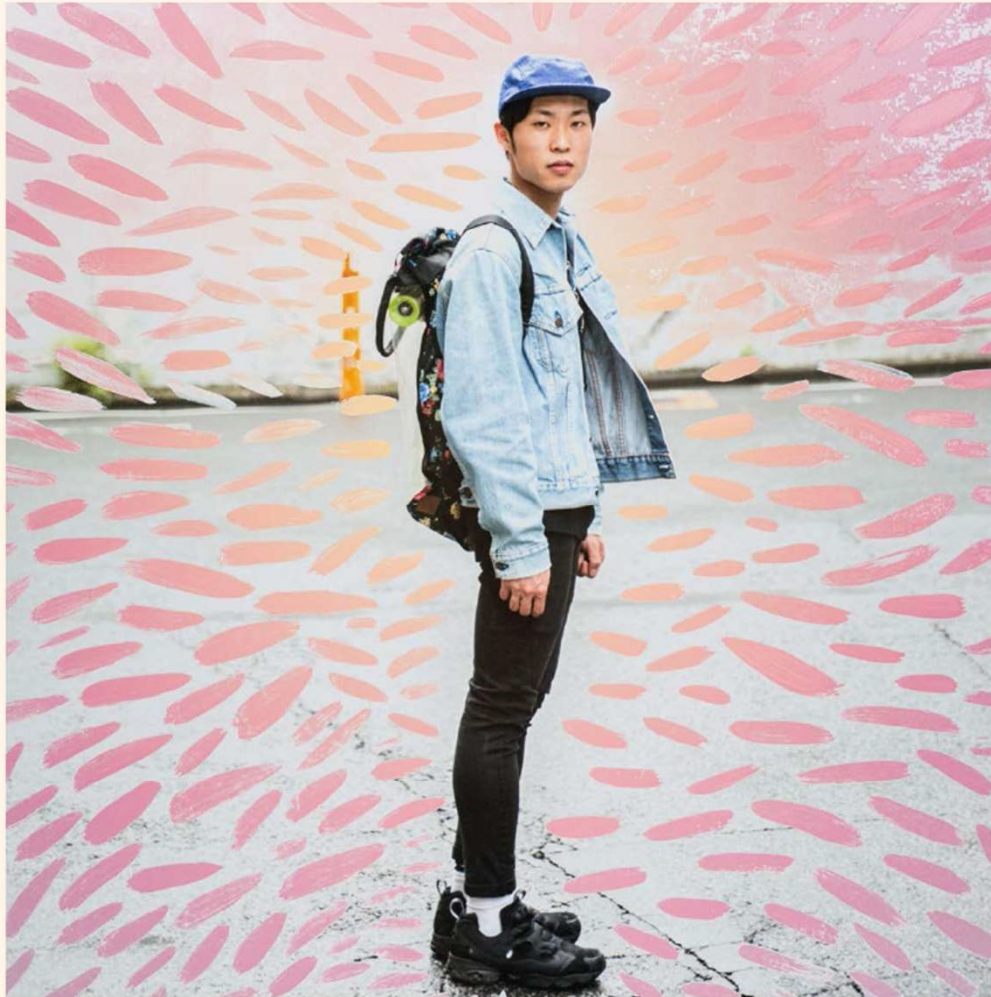


As if they were safe or secure?



Source: Survey of 1,000 People in the U.S.

HP's Brand Ingredients



Create technology that makes life better for everyone, everywhere

PAN HP **REINVENTION** **AMAZING EXPERIENCES** **PURPOSEFUL IMPACT**

Engineer experiences that amaze

CORPORATE	VALUE CREATION	SECURITY	SUSTAINABLE IMPACT
	HP is making bold moves to create value through a framework of Advance, Disrupt, and Transform.	In a turbulent world, HP provides the most resilient and secure products and solutions.	HP operates with purpose to protect the planet, its people and communities.

Keep reinventing

PERSONAL SYSTEMS	EXPERIENCE	GROW	ACCELERATE
	HP creates personalized, flexible computing experiences that delight customers and drive higher engagement in higher value categories.	HP builds the most innovative ecosystem of displays, accessories, software, and services to deliver more immersive and personalized solutions.	HP creates data-driven services and solutions that optimize security, collaboration, and learning for our customers so they are optimized in work, life, and play.
PRINT	LIFESTYLE	WORKPLACE	DISRUPTION
	HP engineers experiences to help people create, grow, and manage what matters most for home and small business.	HP's printing-as-a-service merges innovative workspaces with technology to optimize and secure business.	HP Graphics delivers digital workflows enabling bold expression and personalized experiences.
3D PRINTING AND DIGITAL MANUFACTURING	MANUFACTURING	COLLABORATION	INDUSTRIES
	Igniting the 4th Industrial Revolution through digital transformation, opening economic opportunities worldwide.	Convening an ecosystem of the world's leading companies to drive innovation, competitive advantage, and sustainable impact.	Enabling lower costs, greater productivity, mass customization, and disruptive business models to transform industries.

Engagement: how we communicate our promise to the customer

Our vision: Create technology that makes life better for everyone, everywhere

Our mission: Engineer experiences that amaze

Our promise: Technology in the service of humanity

Our operating system: Keep reinventing

Our culture: The HP Way





keep reinventing