

Logitech Ecommerce Strategic Recommendations

Yes Marketing



Content

- eCommerce Communications Architecture
- Template Module Inspiration
- Competitive Landscape
- Next Steps



A black computer mouse is positioned in the bottom-left corner of the slide. The mouse is viewed from a slightly elevated angle, showing its top and front. The background is a solid cyan color.

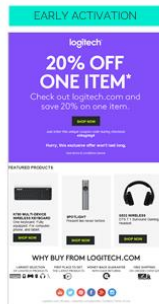
eCommerce Email Communications Architecture



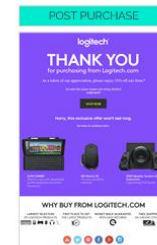
Audience

- eCommerce emails will be deployed to Logitech users who:
 - Sign up for email
 - Engage on the website
 - Purchase a product
- Email communications will be sent with personalized, relevant content that pertains specifically to the action/in-action taken by the user or at a point in time within their individual lifecycle

LIFECYCLE



PURCHASE CYCLE



TIERED WELCOME SERIES

PREFERENCE REQUEST

BIRTHDAY

ANNIVERSARY

EMAIL REENGAGEMENT SERIES

CUSTOMER REACTIVATION SERIES

PRODUCT REGISTRATION REQUEST

CUSTOMER SURVEY

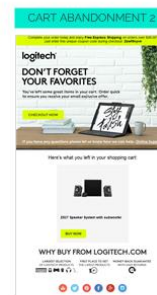
PRODUCT REVIEW

REPEAT PURCHASE

BASE



BEHAVIORAL + EVENT



PREFERENCES COLLECTED

Message type:
Special Offers, Product Announcements,
Feature Update, Tips & Support, Logi News

Email cadence:
Anytime, Weekly, Monthly

Ability to opt-in to other Logitech Brand Communications:
Logitech G, Astro, Ultimate Ears, Jaybird

LOCAL + LANGUAGE

47 Locales

English, German, Dutch, Spanish,
Portuguese, Italian, Swedish, French

BRAND / STORY TELLING

CONNECTION TRIGGERS Y/N

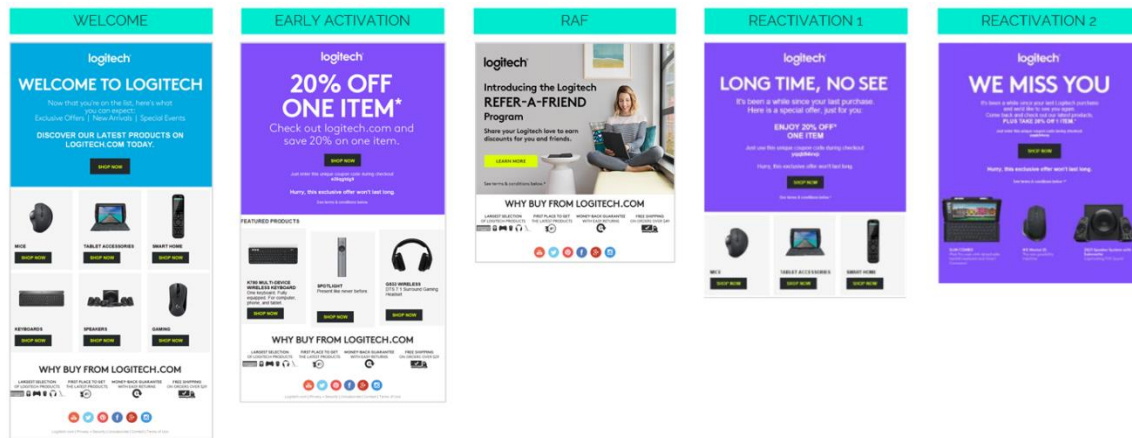


CURRENT

OPPORTUNITIES

Lifecycle | Triggered messages based on what stage a customer is at in their journey with a brand

- Welcome
 - Day 1
- Early activation
 - Day 30
- RAF (Refer-A-Friend)
 - Day 21
- Reactivation 1
 - Day 180
- Reactivation 2
 - Day 720



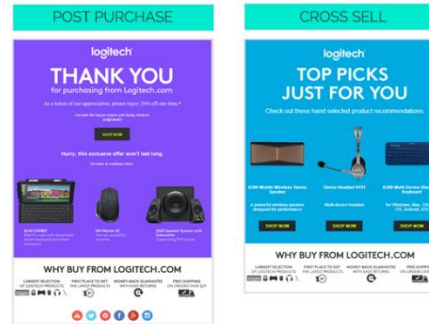
Lifecycle Program Opportunities



Tiered Welcome Series - Preference Request - Birthday - Anniversary - Customer Reactivation Series - Email Reengagement Series

Purchase Cycle | Provide education on product purchased and promote cross-sell

- Post purchase
 - 7 days after purchase
- Up/Cross-sell



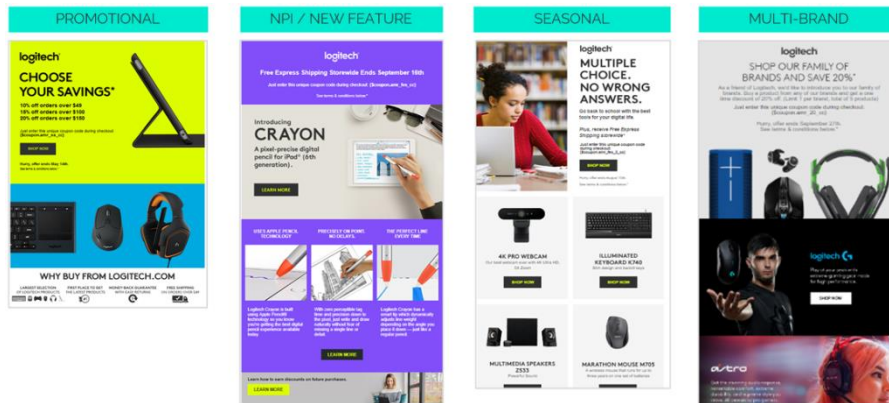
Purchase Cycle Program Opportunities



Product Registration Request - Repeat Purchase - Product Review
- Customer Survey

Base | Portfolio of communications designed to drive sales by informing and engaging recipients

- Promotional
- NPI (New Product Launch)
- Seasonal
- Multi-brand



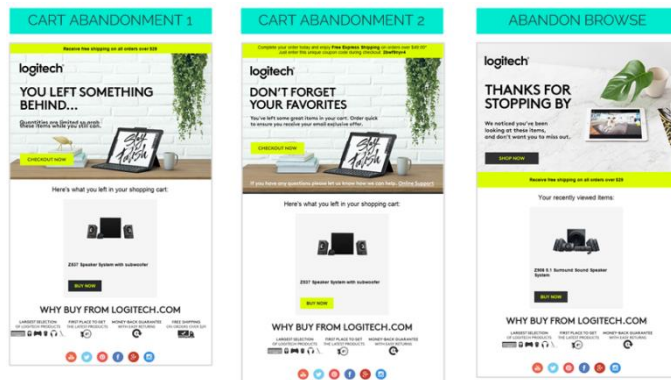
Base Program Opportunities



Brand / Story Telling

Behavioral + Event | Messages triggered off prospect / customer activity on web site or off known event

- Cart Abandonment 1
 - Sent 30 Minutes after a cart event
- Cart Abandonment 2
 - Sent 24 hours after cart event
- Browse Abandon
 - Sent 24 hours after browse event



Behavioral + Event Program Opportunities



Additional Remarketing Touches – Connection Triggers Y/N



Template Module Inspiration

Email Headers

Broad appeal header with navigation (Shows breath of product)
+ promotional banner (e.g. Free Shipping)



Sans Header - Impactful format stands out in the inbox



Logo only header:

Draws the eye in while
shortening the height of the
header module



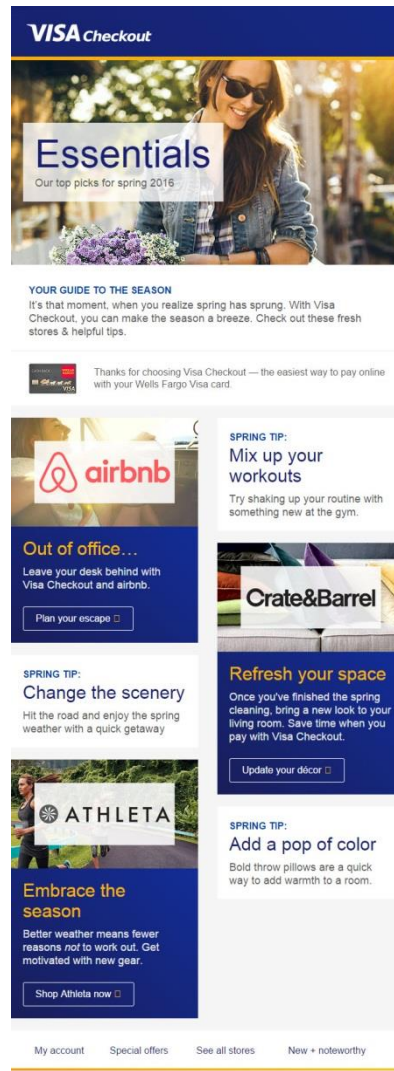
1. Header - Pre-header
2. Header - Logo
3. Header - Navigation
4. Promo - Free Shipping
5. Promo - Coupon Code

Vertical Multi Module

A bold format for various content and campaign types

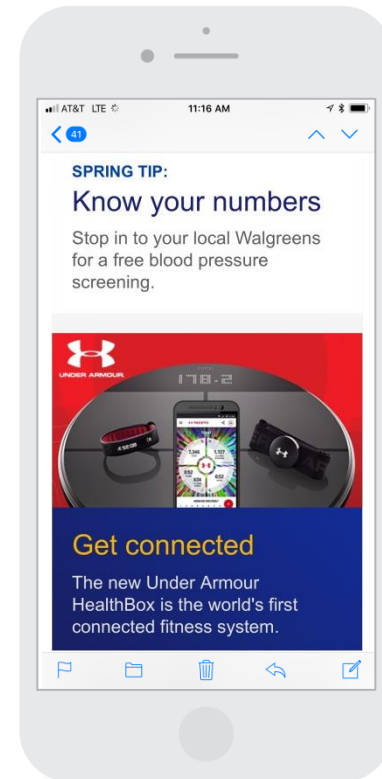
(Pinterest layout)

Infused sticky content to complement story



+

+



Pin Board Module

Allows for multiple product and supporting content to be displayed.

FREE EXPRESS DELIVERY & FREE RETURNS*
100 DAYS TO RETURN OR EXCHANGE SIZE

MAKE WAVES

MENS | WOMENS | KIDS | OUTLET

HELLO AGAIN!

We couldn't help but notice you haven't read our emails in a while.

Scroll to find out what you might have missed:

1 NEW PRODUCTS

Hundreds of new arrivals uploaded to the site each week.

SHOP NEW

2 BIG BRANDS

We've recently welcomed brands like Nike, Adidas, Cheap Monday & more.

SEE BRANDS

3 OUTLET

Get 25-70% off the original prices of thousands of products.

SHOP OUTLET

4 BLOG

Keep up to date with the latest fashion, music and surfing news on This & That Blog.

READ NOW

5 FREE SHIPPING... STILL!

Get free express shipping when you spend over \$25*

SHOP NOW

DID YOU KNOW?

We can tailor our emails to suit you.

> UPDATE PREFERENCES

> CHANGE FREQUENCY

BURBERRY

TRENCH COAT HERITAGE

Burberry presents The Sandringham, The Kensington & The Westminster, iconic trench silhouettes which owe Burberry heritage design to influences as far as canvas, mink, gilet & more.

J. Mink

THE SANDRINGHAM

Design versatile del taglio classico con vita aderente.

The Sandringham

THE KENSINGTON

Design versatile del taglio moderno con vita allentata.

The Kensington

THE WESTMINSTER

Design versatile del taglio classico con vita leggermente allentata.

The Westminster

SCARF HERITAGE

Scarf in stoffa Heritage nel colore classico e con l'insolito design che Burberry realizza in forma di cuffia con cerniere extra portatile.

Scarf and Heritage de scarf

west elm

NEW FURNITURE BEDDING SALE

OUR TOP 10 EASY ESSENTIALS

GO ALL OUT >

1

bring fun to the table with a few happy house Chevron Print Glassware \$34

2

Animal Gen Valentine Plates \$4.50 - \$6

3

bring fun to the table with a few happy house Chevron Print Glassware \$34

4

Pure Room Throws \$29

5

get ready for cocktails + garden parties Jardine Bar Cart \$299

6

add a colorful table (indoors or out) Jardine Tiled Coffee Table \$399

7

find fold-up furniture for balconies + patios Jardine Folding Bistro Collection \$199 - \$399

8

add a colorful table (indoors or out) Jardine Tiled Coffee Table \$399

9

find fold-up furniture for balconies + patios Jardine Folding Bistro Collection \$199 - \$399

10

find fold-up furniture for balconies + patios Jardine Folding Bistro Collection \$199 - \$399

Product Hotspots

Cool tactic for Logitech - Uses image hotspots that display product detail & Buy button when clicked

Only available on IOS devices

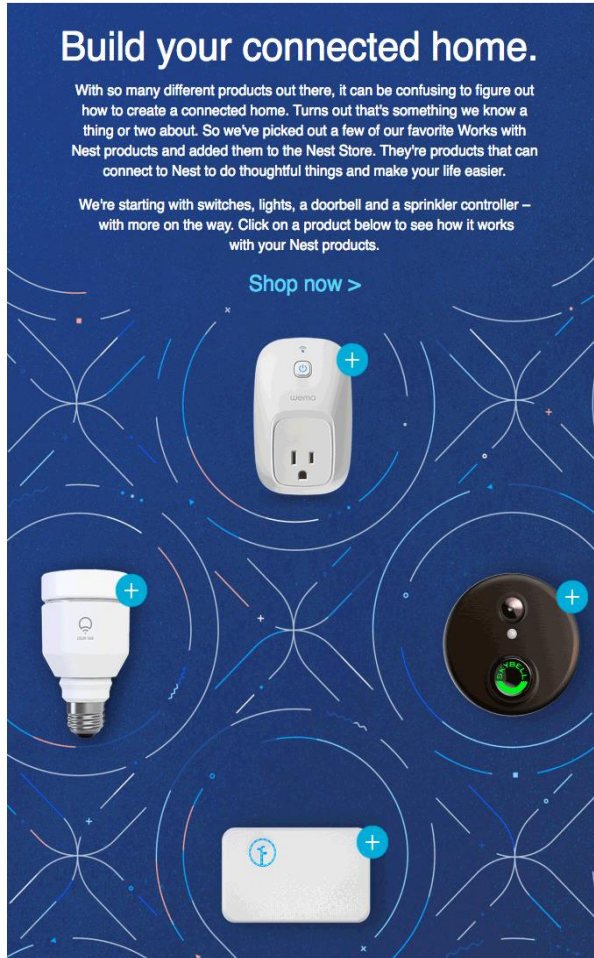
nest

Build your connected home.

With so many different products out there, it can be confusing to figure out how to create a connected home. Turns out that's something we know a thing or two about. So we've picked out a few of our favorite Works with Nest products and added them to the Nest Store. They're products that can connect to Nest to do thoughtful things and make your life easier.

We're starting with switches, lights, a doorbell and a sprinkler controller – with more on the way. Click on a product below to see how it works with your Nest products.

[Shop now >](#)



Responsive Carousel

Unique experience in the in-box

- Desktop uses arrows to navigate the slides
- When scaled to mobile, the arrows disappear, leaving thumbnail images as navigation
- Viewed in Webmail, the carousel falls back to a rotating animated gif



The new Nest Protect.

The smoke alarm other alarms look up to.

BUY NOW



Did you shut the window? Did the baby wake up? What's the dog getting into? Nest Cam helps you keep an eye on things – in super clear 1080p HD. It sends alerts to your phone when there's motion or sound. And only takes a minute to set up. Literally.
Meet Nest Cam. Your home on your phone. [Watch the video](#)

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nest

yes

Image Collage with CTA

Impactful way to show case and drive action for Logitech brands, product and personas

VISA Checkout




Seasonal spotlight

Our newest travel merchants

Banish the winter blahs

There's no need to hibernate this winter when there are beaches, slopes and city streets to explore. With Visa Checkout, your next adventure is a few taps away.


[See all travel merchants](#)



Rent unique places to stay from local hosts

Visa Checkout and Airbnb: the smart way to plan your getaway.




[Stay like a local](#)



New travel merchants... [Browse all stores](#)

Best winter destinations

Recently Travel + Leisure polled readers to see where they're headed this winter. No surprise... sun beats snow. Have a look at the top cities, then start planning your winter escape.



San Juan, PR Honouli, HI New Orleans, LA

Need a travel buddy? Share this: [f](#) [t](#) [w](#)

VISA everywhere you want to be

[f](#) [t](#) [in](#) [p](#)

Can't see our images? [Click here](#) Viewing on your mobile? [Click here](#)

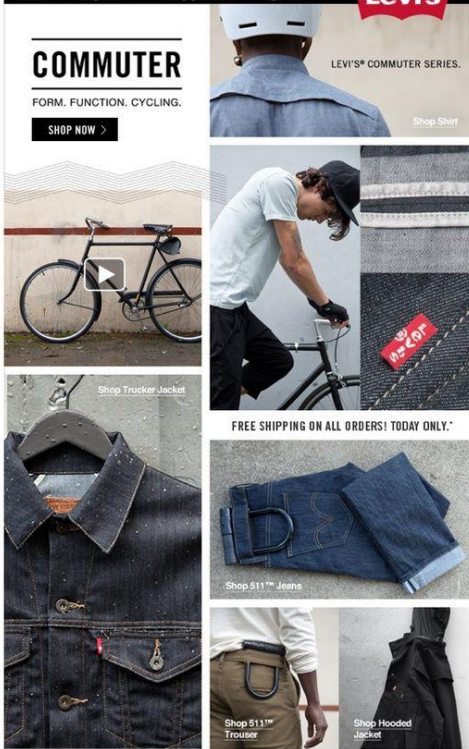
MEN WOMEN KIDS & BABY SALE

Levi's

COMMUTER

FORM. FUNCTION. CYCLING.

[SHOP NOW](#)



LEVI'S® COMMUTER SERIES.

Shop Shirt

Shop Trucker Jacket

FREE SHIPPING ON ALL ORDERS! TODAY ONLY.*

Shop 511™ Jeans

Shop 511™ Trouser

Shop Hooded Jacket

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Readers Poll

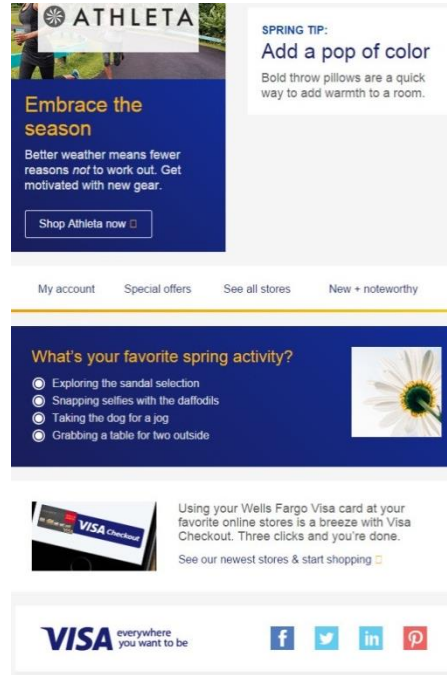
- Text or image based
- Capture preferences and product affinity via real time polls

Kodak Gallery
It's time to smile

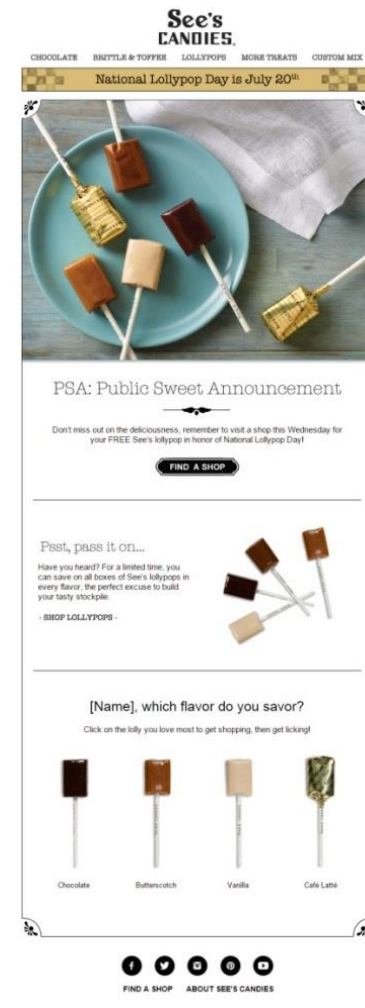
My Photos | My Projects | Prints | Cards | Photo Books

Please vote for your favorite
Mother's Day Card design.

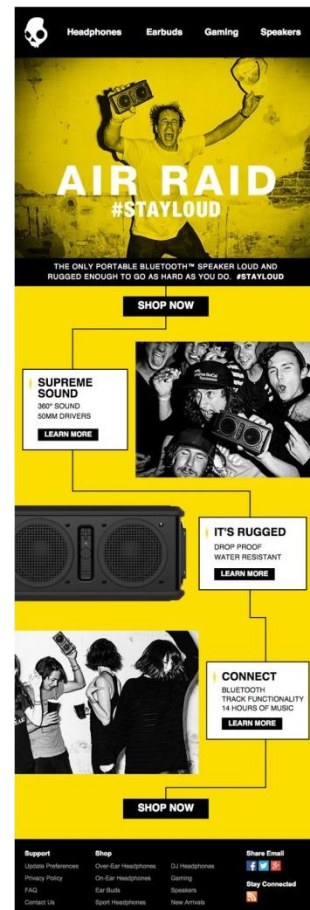
We'd love to get your opinion.



Use customer impute to
influence marketing campaign or
product development




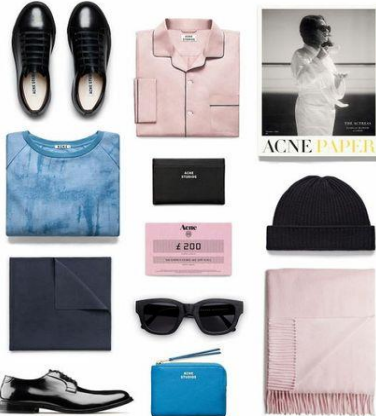
18



Product Showcase

Cross-Category Bundle

Acne

GIFTS FOR HIM


HOLIDAY ORDERS
ORDER BY DECEMBER 17TH FOR DELIVERY BY DECEMBER 24TH

SHOP MAN SHOP WOMAN STORES

SHOP ONLINE AT ACNESTUDIO.COM
UNSUBSCRIBE FROM ACNE STUDIO'S MAILING LIST
CONTACT OUR CUSTOMER CARE TEAM
IF YOU ARE UNABLE TO VIEW THIS NEWSLETTER, CLICK HERE.

MARKETPLACE

BY DESIGNERS



DESIGN MAKES EVERYTHING POSSIBLE

Pick up letter threads and limited edition art print posters from your favorite designers exclusively at Marketplace.



Get 15% off today only with coupon code: **MARKPLACE15**


SHOP THE MARKETPLACE



T-SHIRTS


Exclusive tee designs only available at Marketplace by Alan Peters, Jeff Sheridan, John Corino, and Ryan Putnam. plus more!




POSTERS

Limited edition art prints of designs by your favorite designers, available only at Marketplace.




TOPSHOP



MEET YOUR NEW JEANS

Frayed hems and fresh flares. Our dreamy denim muse staley saldivin models the new denim you need.



INSTORE NOW



FIND YOUR PERFECT FIT



THE JONI

"The JONI creates the perfect double denim look in this slim fit skinny."



THE MOM

"It's all about the MOM jeans for that relaxed boyfriend style."

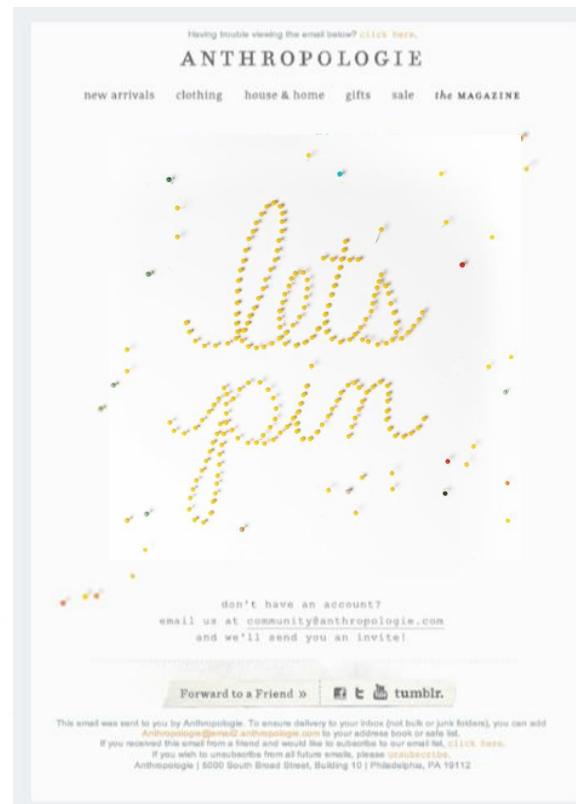
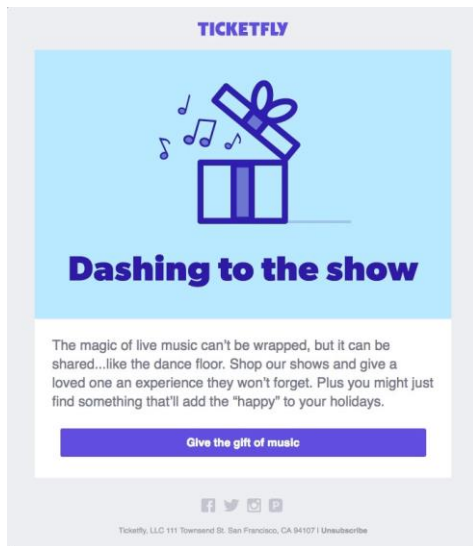
THE JAMIE

"The ripped JAMIE makes for the perfect right out style with a statement heel."

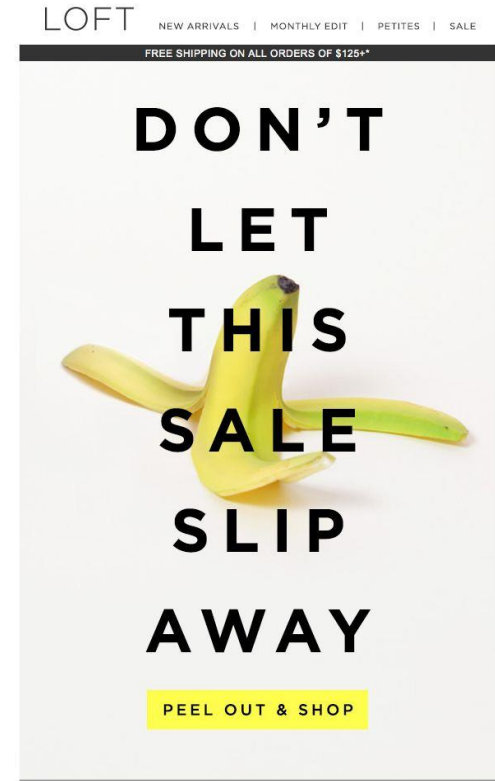
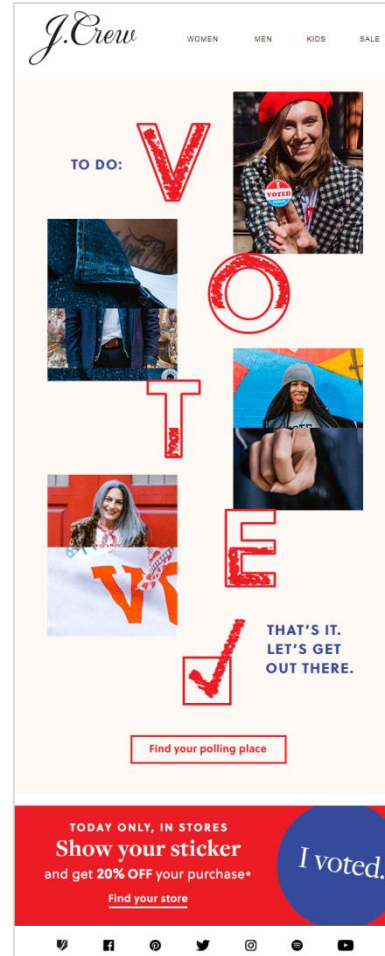
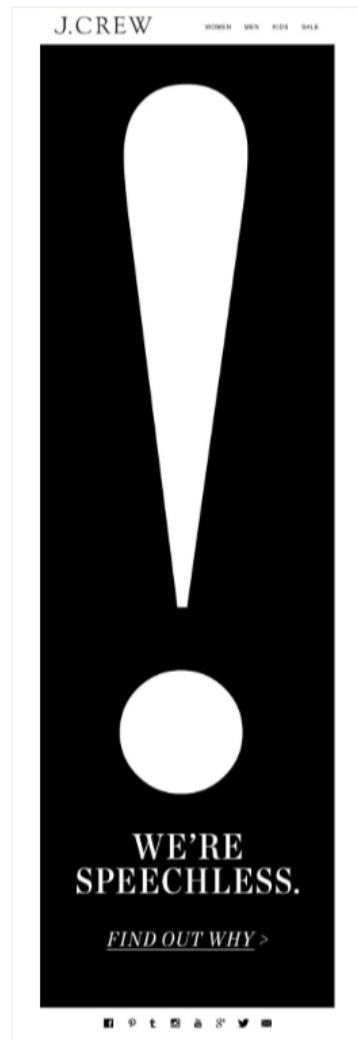
Animation

Add an element of intrigue and/or surprise & delight that isn't possible with static design.



Call to Action



Acts as the direct link between a brand and customer by initiating engagement prior to conversion.



Testimonials

Strengthen a brand's reputation by voicing the trust current customers have based on personal experience with your product or service.


Text with optional supporting image



Your home's eyes, ears, and knows



Nokia Home is the perfect insurance for a stress-free summer. With a smart HD camera and night vision, Home allows you to view a crystal-clear live stream at any time right from your phone or tablet. Unusual noise or motion? Home detects it all and sends alerts right to your phone.

[Get a Home](#)




"I have been using it for two weeks and so far it's been phenomenal!"

— Home user, on Amazon




COME BACK TO BED

Looks like you left something behind. Return to your cart to complete your Casper purchase.



Pillow (Standard)

[RETURN TO CART](#)





"True story: I actually called out of work the day after my first night's sleep because I was so comfortable and wanted to stay in bed all day."

JOE BISCAHA, MIAMI BEACH, FL

[READ MORE REVIEWS](#)

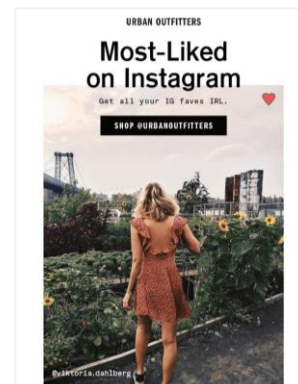
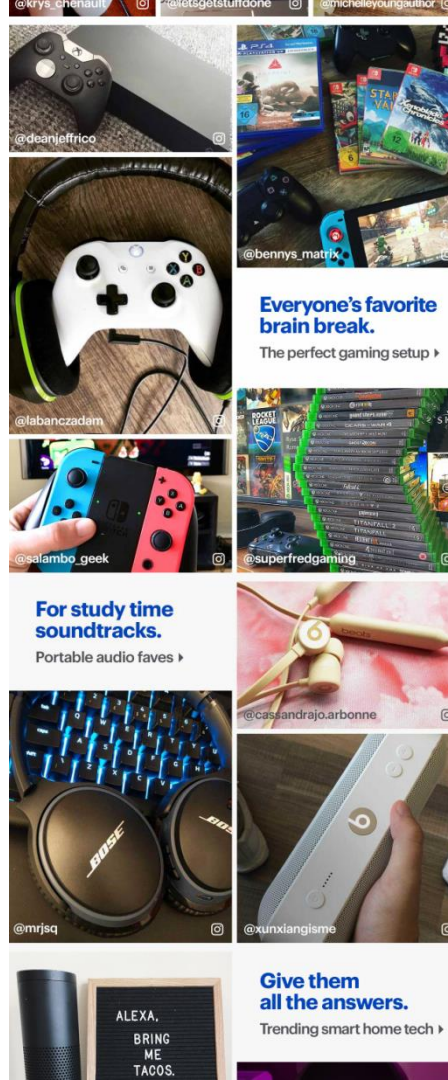
support@casper.com | +1 888-498-0003





Leveraging Instagram & Influencer Content

Allow brands to gain the trust of their target audience and as a result, exert some influence over their purchasing power.



THE TRENDS YOU NEED NOW...IF NOT SOONER

THESE INFLUENCERS SHOW US HOW TO MIX THINGS UP:



Update your look with a chic print that changes everything.

SHOP THIS TREND.

TRENCH DRESSING

Case in point: wearing a trench dress as a lightweight jacket.

SHOP THIS TREND.



yes



YETI explores what it means to *be there* for your kids in the film series, *My Old Man*, with stories featuring Shane Dorian, Hillary Hutcheson, Jordan Shipley, JT Van Zandt, and YETI co-founders Roy and Ryan Seiders.



**“OUR FATHERS SET
THE PATH FOR US,
THE ARCHITECTURE
OF WHO WE ARE.”**

JT VAN ZANDT



Invitee: One Day the Eddie Ran



The bay calls the day, and on February 25, 2016, the bay called it on. The swell was absolutely making at Waimea for the ninth running of the Quiksilver in Memory of Eddie Aikau—conditions that Eddie's brother Clyde called one of the best days he'd seen in forty years. In the latest episode of the Deep Water Surf series, invitees Kofi Christensen, Ramón Navarro and Ben Wilkinson look back at some of the most unforgettable hours of an unforgettable winter on the North Shore.

WATCH THE VIDEO

PHOTOS (Top) Joel Oberly explores the mythic Eldorado in a '98 Eldorado. Havana, Cuba. #980
OBERLY (Bottom) Kofi Christensen, Ben Wilkinson and Casey Conzel wait for a break between sets on an early morning go-out at Waimea Bay, Oahu, Hawaii. JUAN LUIS DE HECKEREN

MEN'S	WOMEN'S
KIDS'	TRAVEL & GEAR
WEB SPECIALS	PATAGONIA PROVISIONS®
BOOKS	FIND A STORE
THE CLEANEST LINE®	THE FOOTPRINT CHRONICLES®


VISIT US



yes

Count Down Timer

Create urgency for product announcements, sales and limited time offers.



The Glastonbury countdown.
Train tickets on sale in:

01 16 05 42

Days Hours Minutes Seconds

Hi Laura,

Advance fares to Glastonbury go on sale Friday 1 April. Book early and save up to 54% on the standard fare.

Tickets include the shuttle bus from Castle Cary station to the gates of Worthy Farm – and back – and we'll be putting on extra trains from London Paddington and Bristol Temple Meads.

So as well as being cleaner and greener than driving to the festival, it's also quicker, easier and more relaxing.

Book early to make sure you bag the best fare.








SOLE TRADER **OUTLET** [View this online](#)

MENS WOMENS BOYS/GIRLS BRANDS ACCESSORIES

MANIC MONDAY

35 : 41 : 27
Hours Minutes Seconds

48 HOURS ONLY  **UP TO £60 OFF**

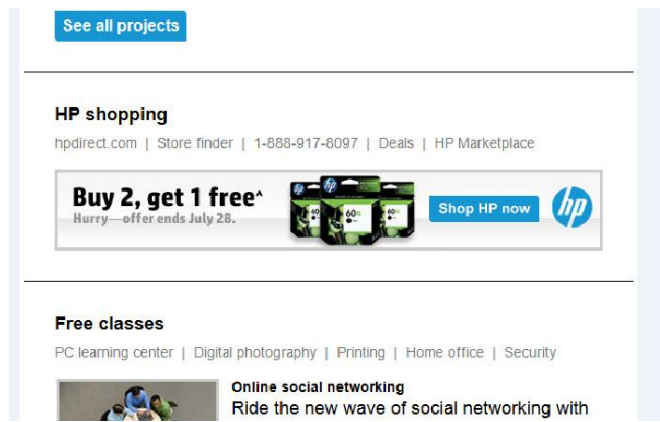
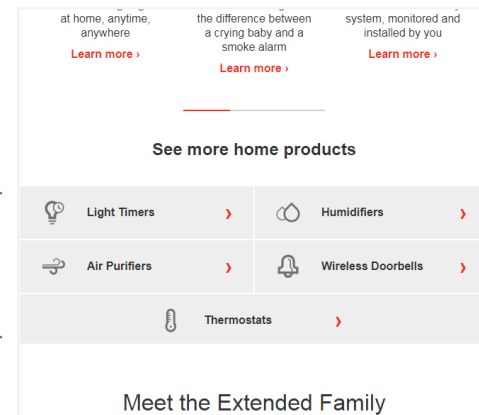
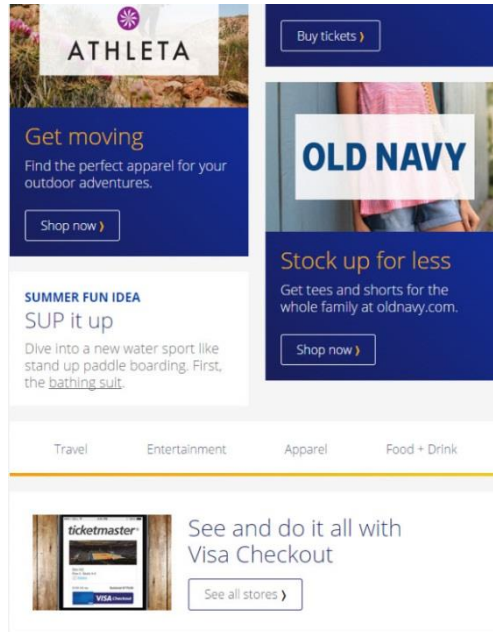
 £69.99 £29.99 BUY NOW	 £69.99 £29.99 BUY NOW
 £64.99 £29.99 BUY NOW	 £94.99 £34.99 BUY NOW

SHOP ALL

Inner Navigation

Leverage inner nav within the layout to drive incremental traffic and broaden message appeal

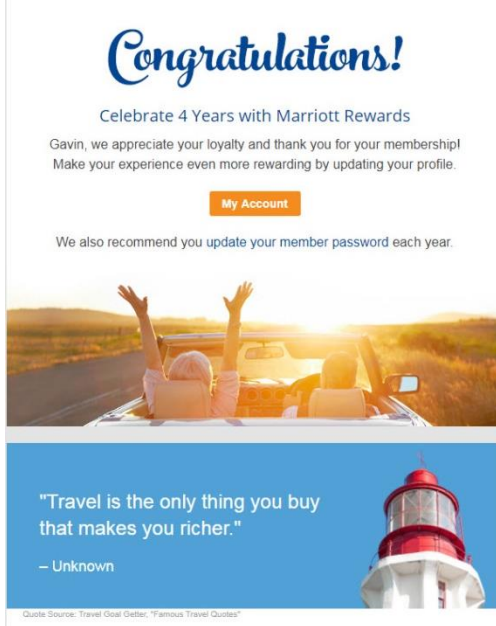
Text only or support with iconography



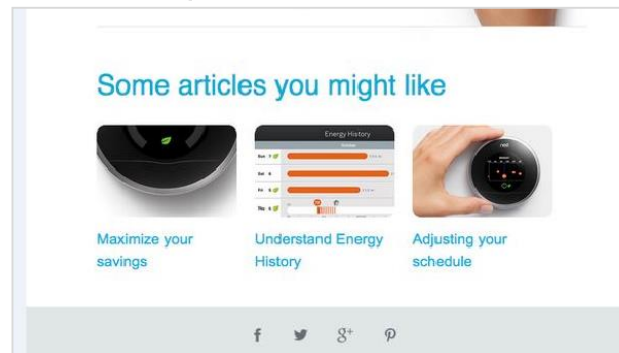


Bite-sized content

Keep audiences engaged even when not in buying mode. Drives ascending open rate.




thank you!





Competitive Landscape

Amazon


[Amazon Devices](#)[Your Amazon](#)[Today's Deals](#)[All Departments](#)

echo dot

~~\$49.99~~ **\$39.99**




Limited-time offer


[Learn more](#)



SHOP AMAZON DEVICES

Echo and Alexa Devices	Fire Tablets
Amazon Fire TV	Amazon Cloud Cam
Kindle E-readers	Dash Button
Accessories	Certified Refurbished

Connect   



Let's get to know each other.
Just ask me, "Alexa, how are you?"


THINGS TO TRY


- "Alexa, what's your favorite game?"
- "Alexa, tell me my fortune."
- "Alexa, help me get home for the holidays."
- "Alexa, how many days until winter?"
- "Alexa, tell me a winter joke."
- "Alexa, play *Justice League* commentary."
Listen to renowned comic book artist Jim Lee discuss his creative process.
- "Alexa, can you play music on all my devices?"
- "Alexa, play music for relaxing from Amazon."
- "Alexa, sing your favorite Christmas carol."
- "Alexa, open Would You Rather."
- "Alexa, who is George Clooney Married to?"
- "Alexa, who directed *Pulp Fiction*?"
- "Alexa, help me sleep."
- "Alexa, can you make calls?"
- "Alexa, sing the alphabet."
- "Alexa, when is sunrise?"


MOST REQUESTED

- Meditation skill: 1-Minute Mindfulness
- Smart light purchase: Philips Hue Color Starter Kit
- Science question: where does rain come from?

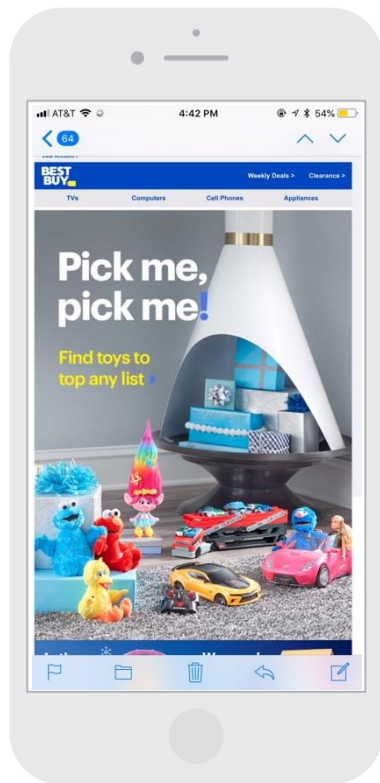
Visit our [Alexa guide](#) for even more examples of things to try—or follow us on social media:

 Like on Facebook

 Follow on Twitter

 Subscribe on YouTube

Best Buy



BEST BUY Weekly Deals > Clearance >

TVs Computers Cell Phones Appliances

Ready to print?

Just say the word.

New HP Tango X smart home printer works with Amazon Alexa, Google Assistant and Cortana.

[Shop Now](#)

New HP Sprocket 2nd Edition photo printer.

[Shop Now](#)

Save \$40* on HP ENVY 5055 all-in-one printer

[Shop Now](#)

Save \$80* on HP OfficeJet Pro 6978 all-in-one printer

[Shop Now](#)

Old printer? Recycle it to save 15% on any new HP inkjet printer

[Shop Now](#)

TVs Computers Cell Phones Appliances Smart Home

Deal of the Day Geek Squad Credit Cards Customer Service

Follow us and share your story

BEST BUY Weekly Deals > Clearance >

TVs Computers Cell Phones Appliances

See your life in one view.

Get things done hands-free.

Introducing Google Home Hub.

[Shop Now](#)

Google Home Hub Command your day.

[Shop Now](#)

Introducing the Google Smart Light Starter Kit

A brighter way to light your home.

[Shop Now](#)

Save \$10* when you bundle Google Home Mini and Chromecast

[Shop Now](#)

See the latest from Google.

[Shop Now](#)

BEST BUY Total Tech Support

All your tech. All the time.

No matter where or when you bought it, we'll support it.

[Learn More >](#)

Dell



Everything. And More.
Introducing the new Dell™ XPS™ Ultrabook™

[Shop Now >](#)

Crafted without compromise.

The durable machined aluminum frame and lightweight, cool carbon fiber base were built for life on the go.

[Learn more >](#)

Powerful design. Deceptively small.

A stunning 13" screen in a more compact form similar to an 11". It's not magic, just smart design.

[Learn more >](#)

So much punch, so little effort.

Packs up to a powerful Intel® Core™ i7 processor and Intel® HD 3000 graphics. And here's the kicker, it weighs as little as 2.99 lb.

Dell Home | 1-800-BUY-DELL | Live Chat 24x7

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15% OFF

SELECT PCs

Save an EXTRA 15% on select PCs with coupon code*: `5XNG6L27R3NDRZ`
Offer valid through 11/10/2013 at 11:59 PM

CHOOSE WHAT YOU WANT TO SEE

Tell us your preferences so you can

- Access our hottest offers
- Learn of new product releases
- Get special event updates

[Manage your preferences now >](#)

Inspiron 15 5000

15" laptop with a glossy finish and options like an infrared camera and Full HD touch display, so you can create a PC that reflects what matters to you.

[Shop Now >](#)

Inspiron 24 3000 Touch

24" all-in-one desktop with brilliant Full HD, wide-angle display in a clutter-free design.

[Shop Now >](#)

Electronics & Accessories

Find the best deals on thousands of top-brand electronics and accessories on Dell.com.

[Shop Now >](#)

Talk to your Dell Expert 24x7 | Live Chat >

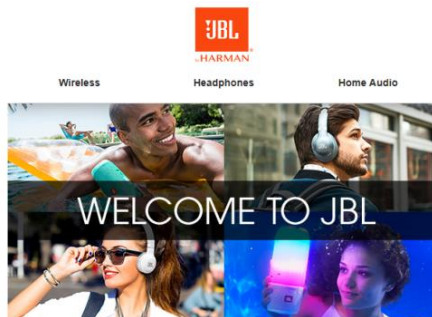
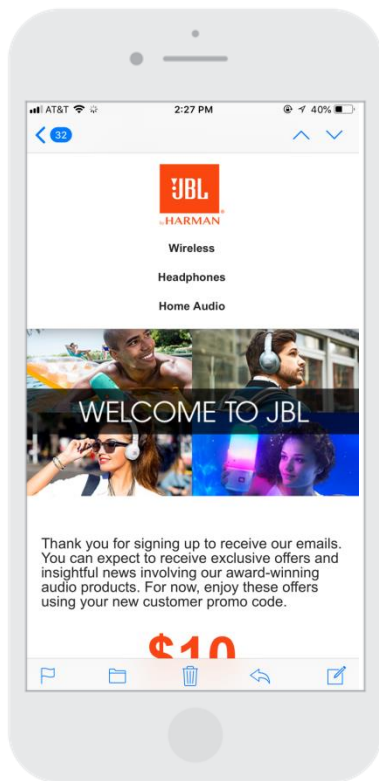
Deals	Laptops & 2-in-1s	Desktops & All-in-Ones
Electronics & Accessories	Support	Financing
Alienware	Dell Outlet	Rewards

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Subscribe to receive Dell Direct email.

Share this:

yes

Harmen Brands



Thank you for signing up to receive our emails. You can expect to receive exclusive offers and insightful news involving our award-winning audio products. For now, enjoy these offers using your new customer promo code.

\$10

"OFF"

Your Purchase of \$150 or More

\$30

"OFF"

Your Purchase of \$350 or More

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Next Steps

Moving Forward

- Logitech to provide update on Merkle meetings Friday, Nov 9
- Creative to present initial eCommerce wireframes Monday, Nov 12
- Review timeline for Phase 1 templates: eCommerce, UE and Circle Monday, Nov 12
- Schedule working session for development of ecommerce strategic communications w/o Nov 12



Thank you!

Yes Marketing

