Logitech Circle Strategic Recommendations

Yes Marketing | 12/06/2018

Content

- Circle Communications Architecture
- Template Module & Design Inspiration
- Playbook Ideas
- Competitive Landscape
- Next Steps

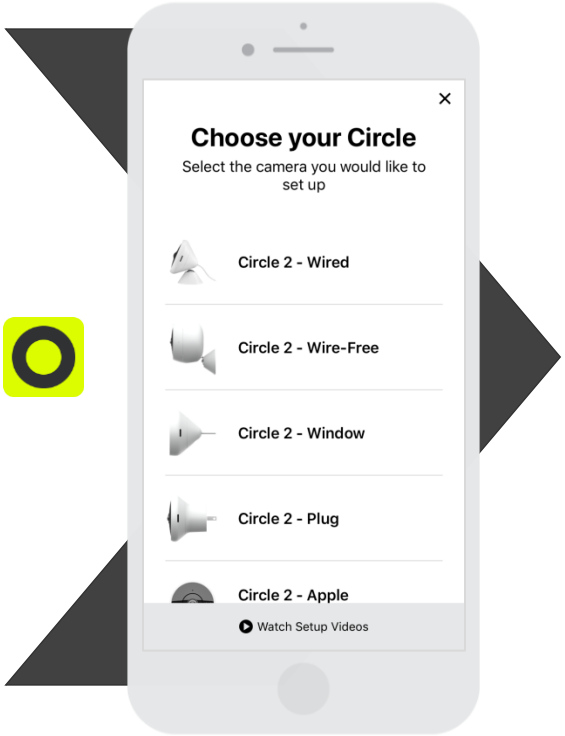
Circle Email Communications Architecture

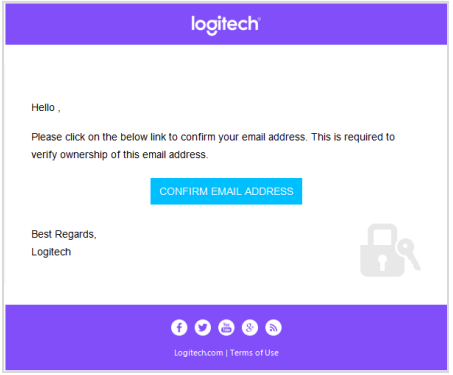
Audience

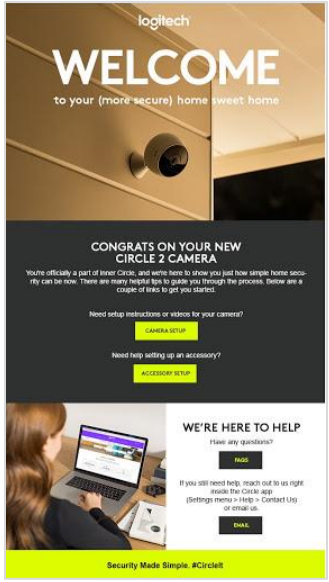
- Circle emails will be deployed to users who:
  - Purchased and registered Circle product(s)
- Email communications will be sent with personalized, relevant content that pertains specifically to the action/in-action taken by the user or at a point in time within their individual lifecycle

Customer onboarding

Installation of app and product activation, deploys *confirm email address* customer service message – welcome email sent the following day







Communication Architecture

Yes Marketing | Agency Services 'Business Confidential'

LIFECYCLE

WELCOME | SERIES >

1 day after user creates account

CIRCLE 2 WIRED

5 days after set-up

CIRCLE 2 WIRELESS

5 days after set-up

- TIERED WELCOME SERIES
- CIRCLE SAFE WELCOME
- PREFERENCE REQUEST
- ANNIVERSARY
- EMAIL REENGAGEMENT SERIES

PURCHASE CYCLE

TRIAL SERIES 1

3 day after trial begins

TRIAL SERIES 2

8 days after trial begins

TRIAL SERIES 3

17 days after trial begins

- CROSS SELL
- TRIAL CONFIRMATION
- PRODUCT REVIEW
- CUSTOMER SURVEY
- REPEAT PURCHASE
- RENEWAL SERIES

BASE

PROMOTIONAL

NPI

NEW FEATURE

SEASONAL/ INFLUENCER

BRAND / CONTENT

REOCCURRING BRAND CAMPAIGN

BEHAVIORAL + EVENT

CONNECTION TRIGGERS Y/N

CIRCLE APP

REGIONS + LANGUAGE

North America
South America
Europe
Middle East
Africa
Asia Pacific
Oceania

Specific to home-country language

Select countries in Europe, Middle East & Africa (English Only)

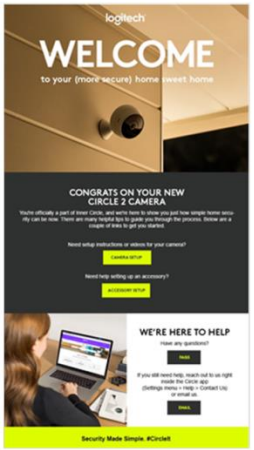
CURRENT

OPPORTUNITIES

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

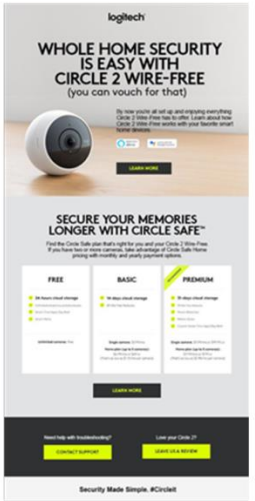
- Welcome
  - 1 day after user creates account
- *Follow-up Circle 2 Wired
  - 5 days after set-up
- *Follow-up Circle 2 Wireless
  - 5 days after set-up

WELCOME | SERIES >



CIRCLE 2 WIRED

CIRCLE 2 WIRELESS



Lifecycle Program Opportunities

Tiered Welcome Series - Circle Safe Welcome - Anniversary – Email Reengagement Series

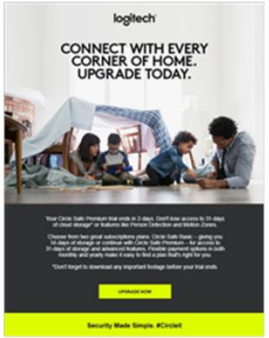
*Not live

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

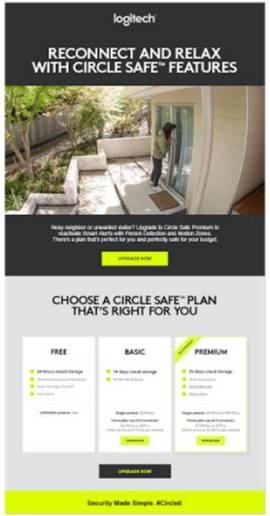
- Premium trial 1
  - 3 days trial after begins
- Premium trial 2
  - 8 days trial after begins
- Premium trial 2
  - 17 days trial after begins

TRIAL SERIES 1

TRIAL SERIES 2



TRIAL SERIES 3



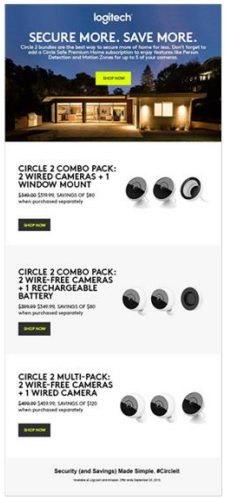
Purchase Cycle Program Opportunities

Trial confirmation - Circle Safe Annual Renewal Series - Repeat Purchase - Product Review - Customer Survey

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

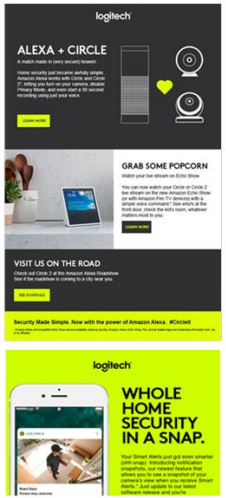
- Promotional
- NPI (New Product Launch)
- New feature
- Seasonal / Influencer
- Brand / Content

PROMOTIONAL

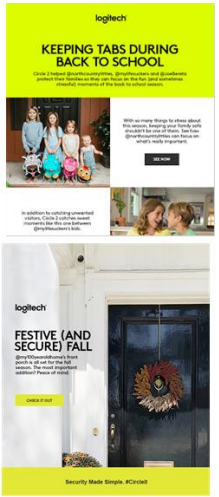


NPI

NEW FEATURE



SEASONAL/ INFLUENCER



BRAND / CONTENT

Base Program Opportunities

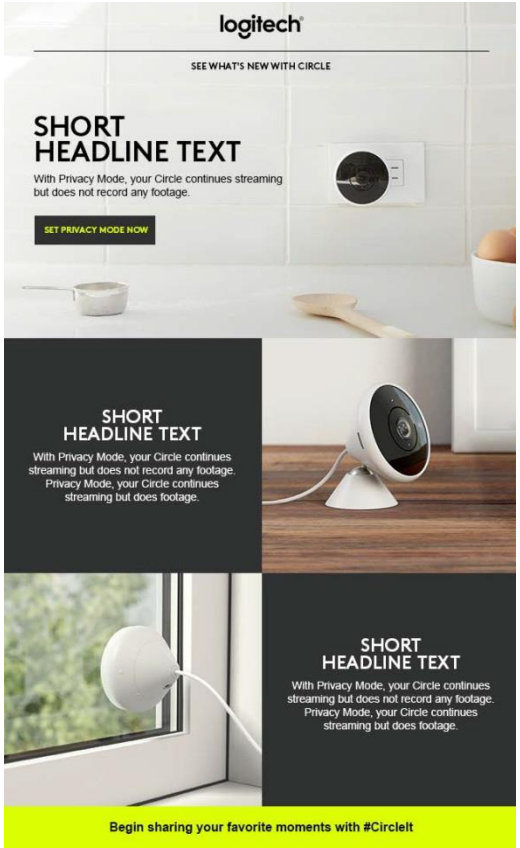
Reoccurring brand campaign

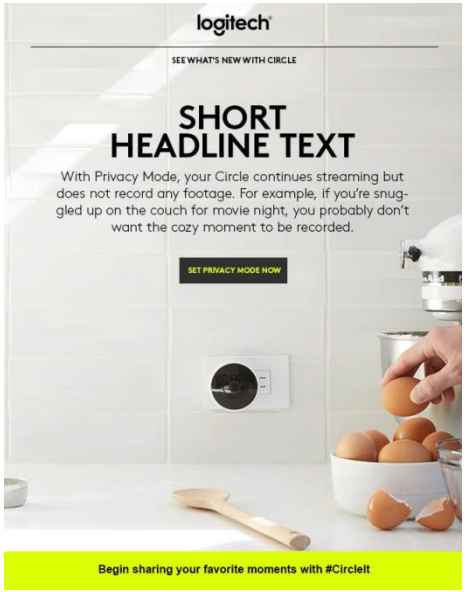
Template Module & Design Inspiration

Design requirements

Template to support:

- Checker board variations
  - Side by side layout
  - Pinboard feature
- Full image overlay
- Box overlay





Branded header

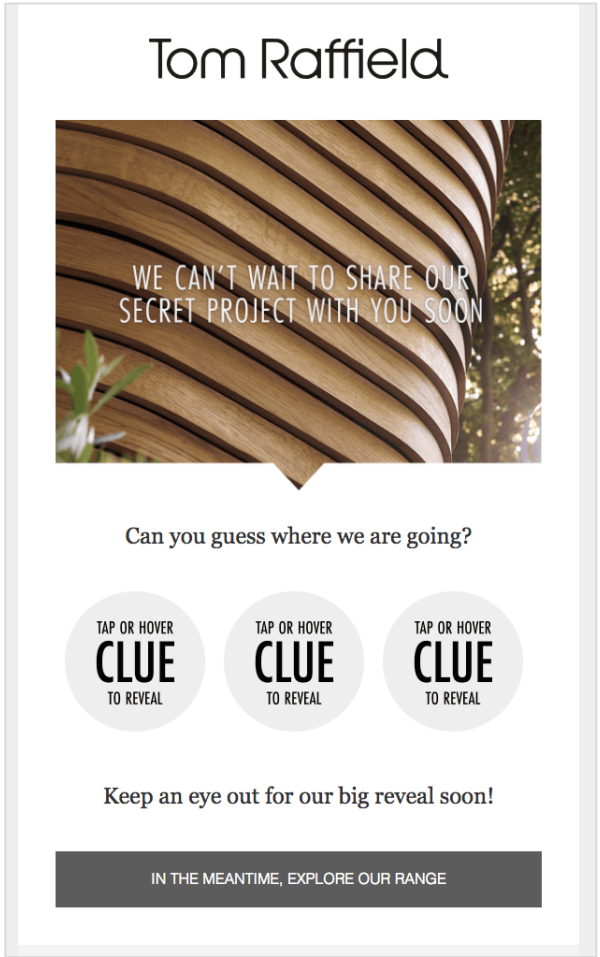
Consideration to support a reoccurring campaign

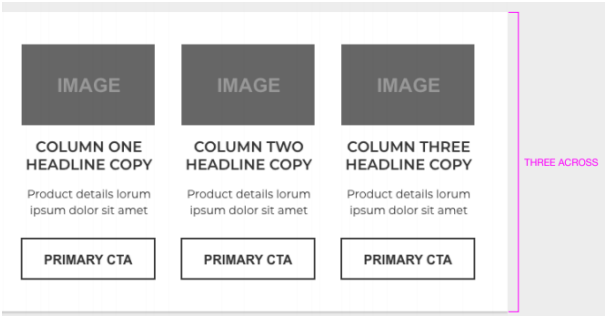
Responsive Carousel

Unique experience in the in-box

Poll

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

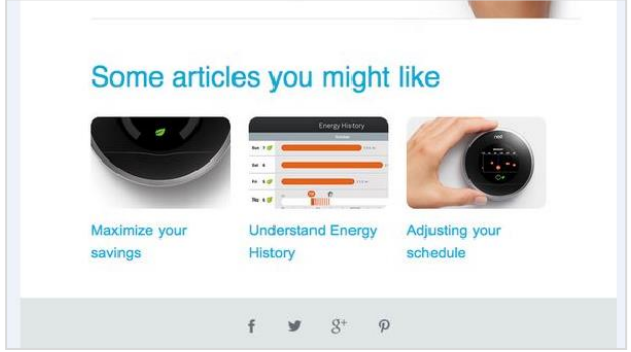


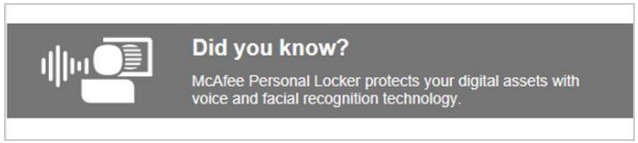


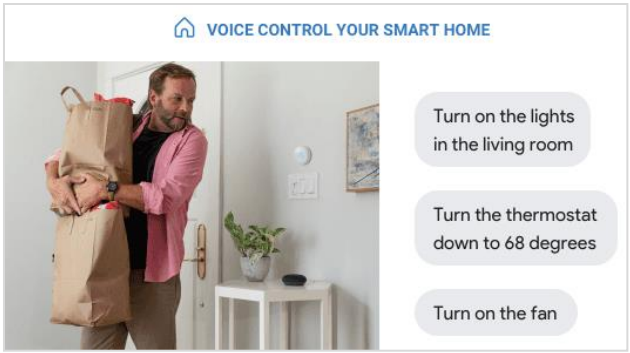
Bite-Sized Content

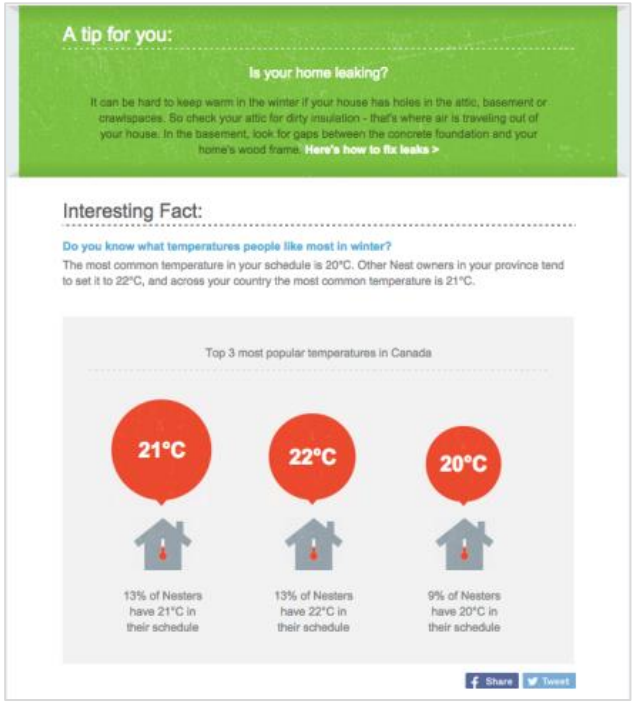
Keep audiences engaged with helpful and fun content even when not in buying mode.

Drives ascending open rate.

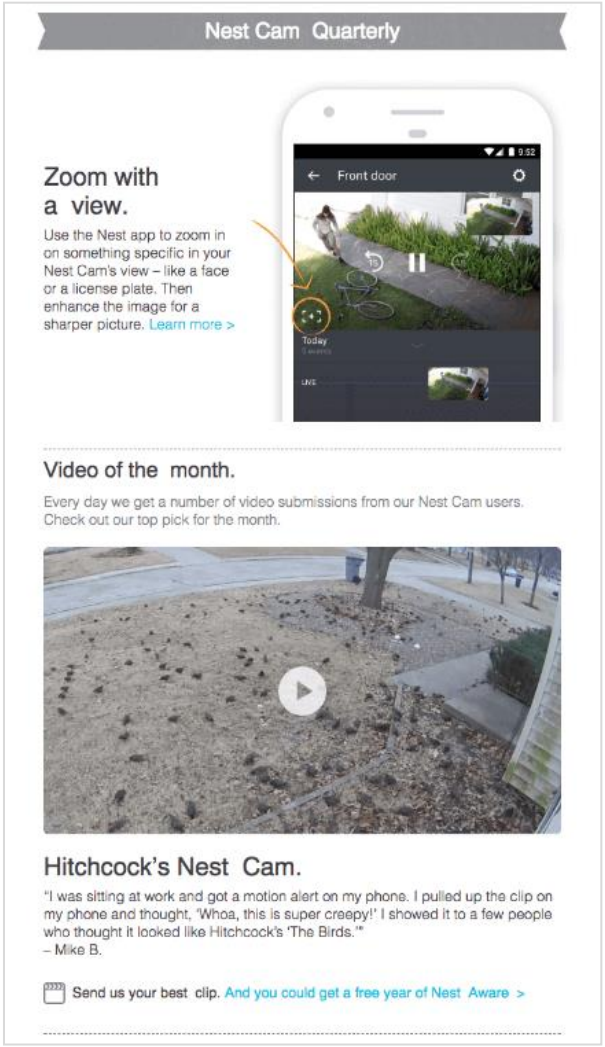


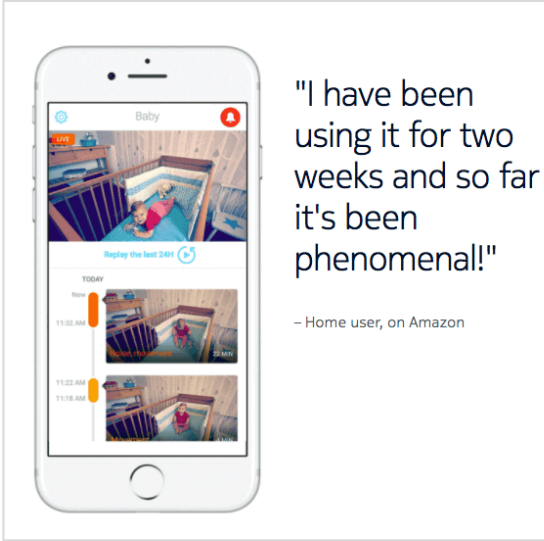






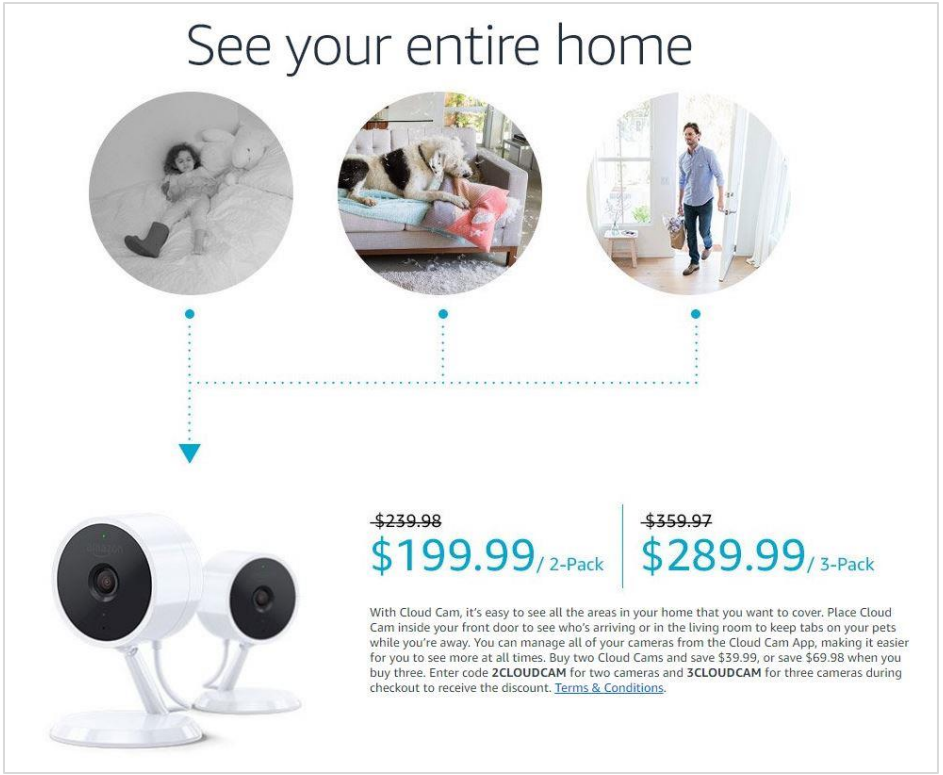
User generated content





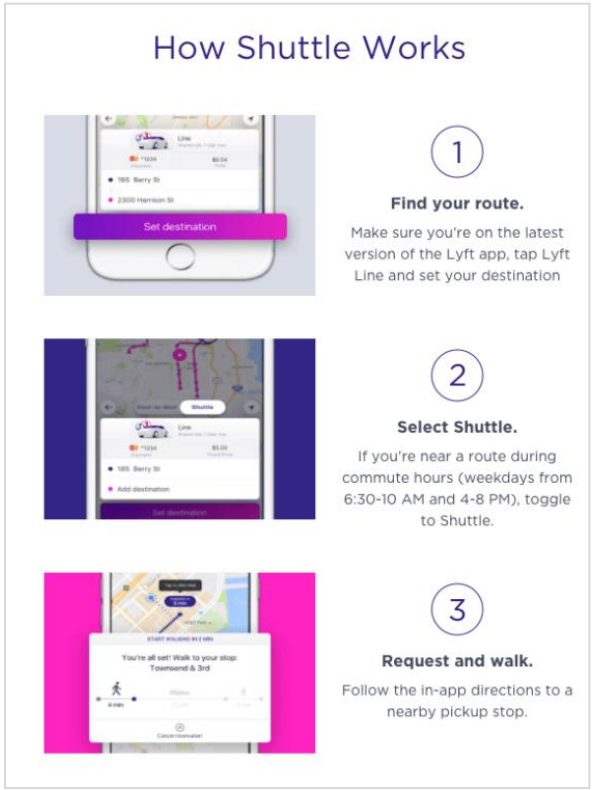
Design to Drive Demand

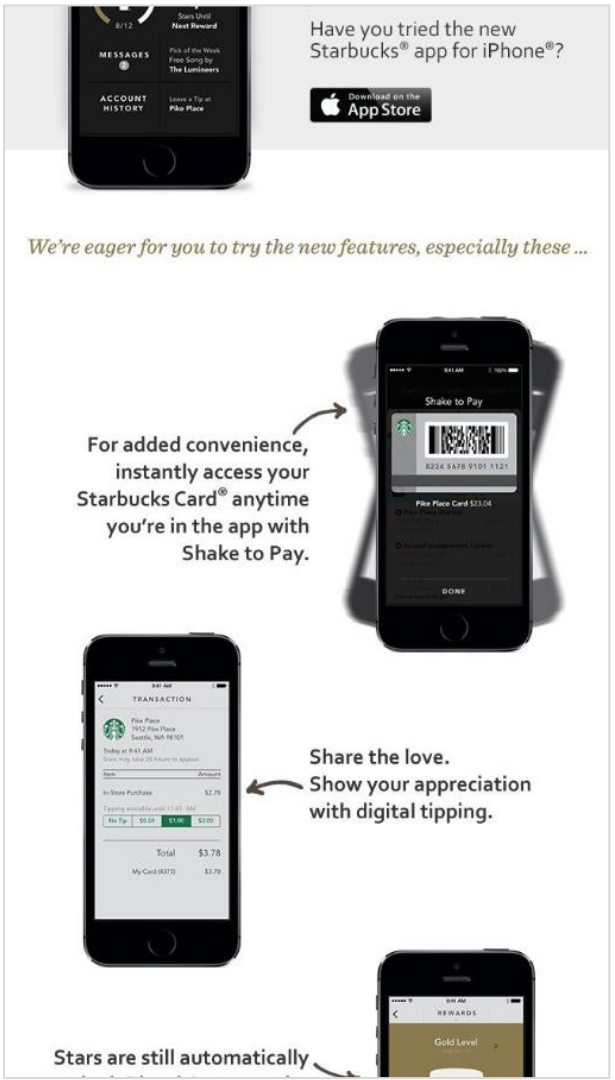
Do you have your home covered?



App Content

Use of app visuals are a great way to drive usage, adopt more features and increase customer satisfaction



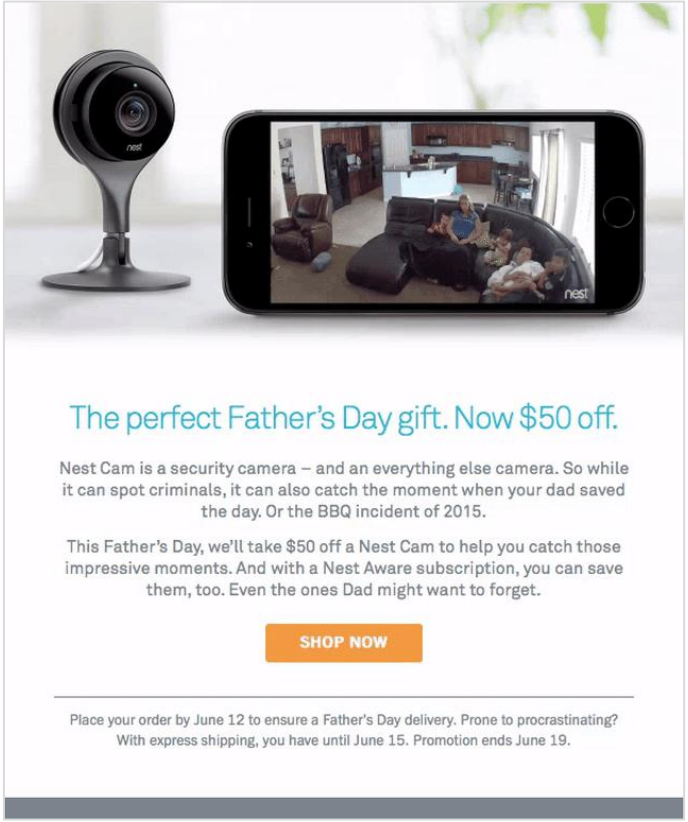


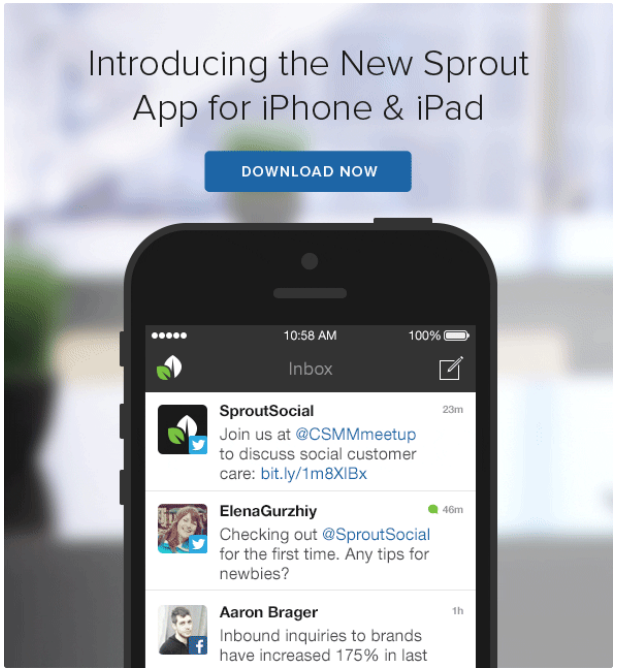
Playbook Ideas

Enhancing the interactive in-box experience with the template foundation

Animation

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





Interactive Email

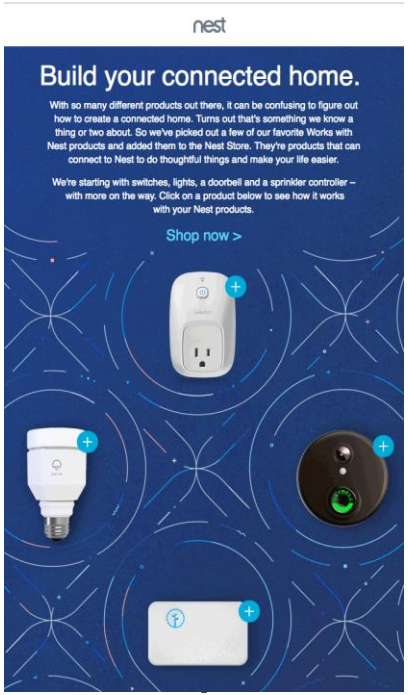
This is great way to show difference features of a product or the way it works

Interactive Hotspots

Uses image hotspots that display product detail & Buy button when clicked

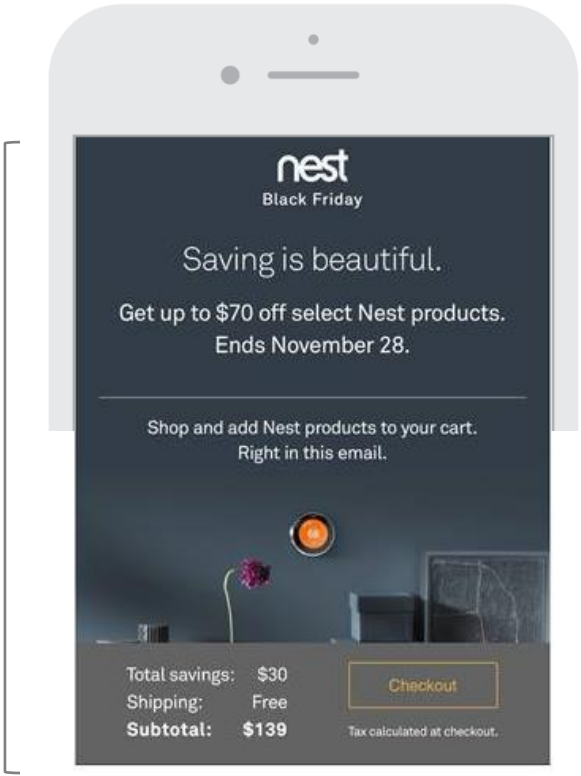
Use to show best locations for Circle camera

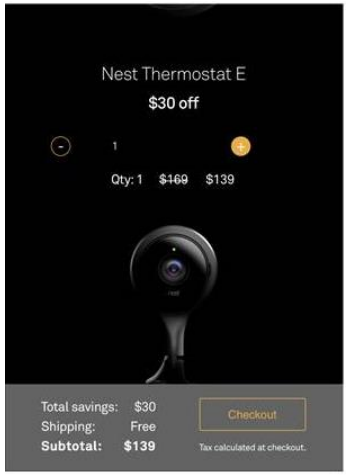
Only available on IOS devices

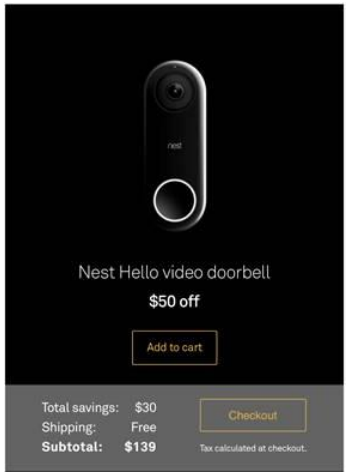


Mobile experience

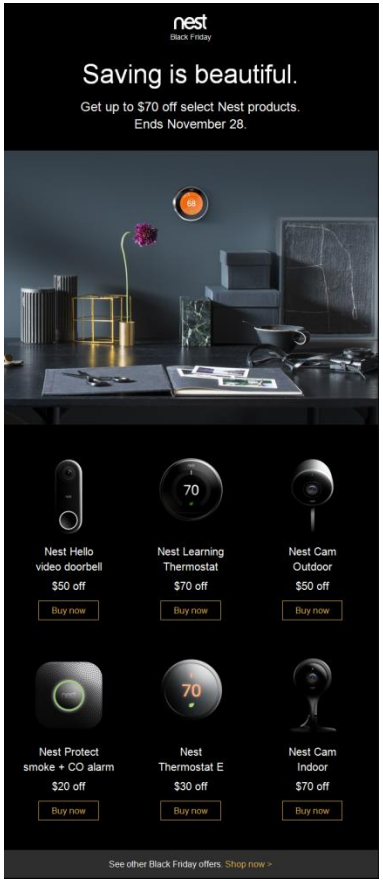
Interactive pricing and checkout





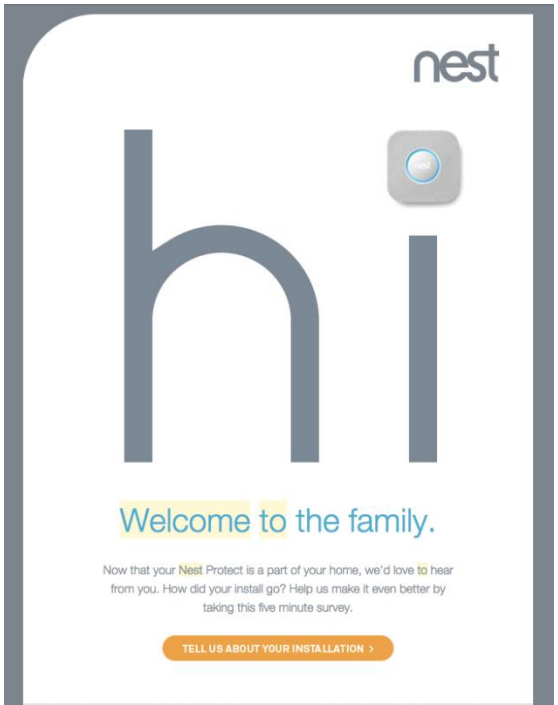


Desktop view



Competitive Landscape

Nest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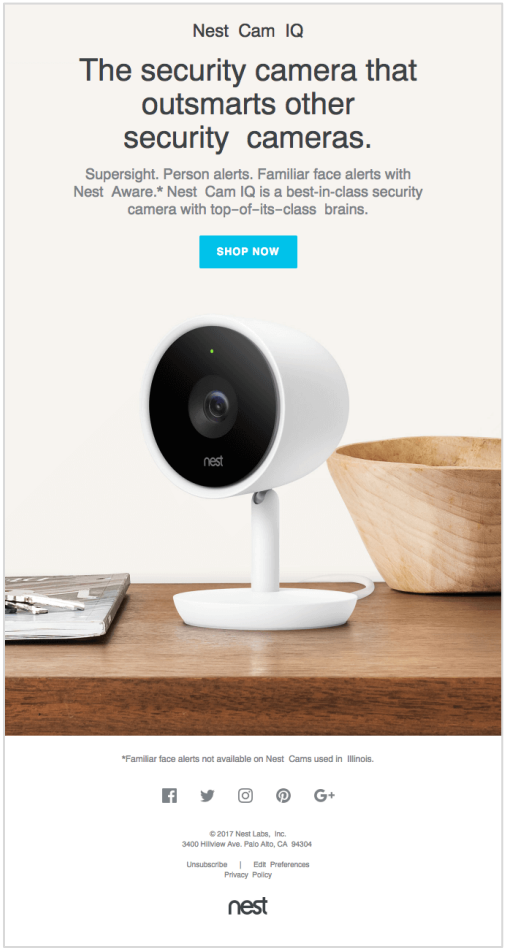
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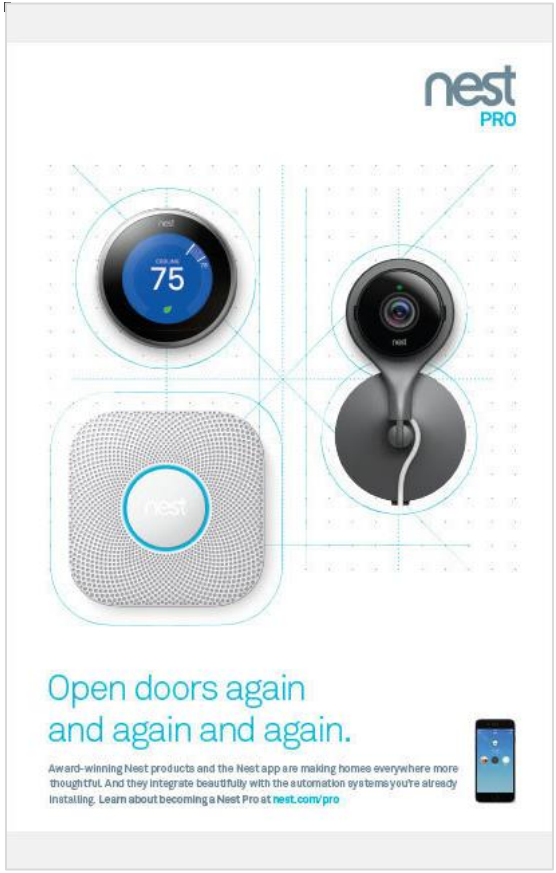
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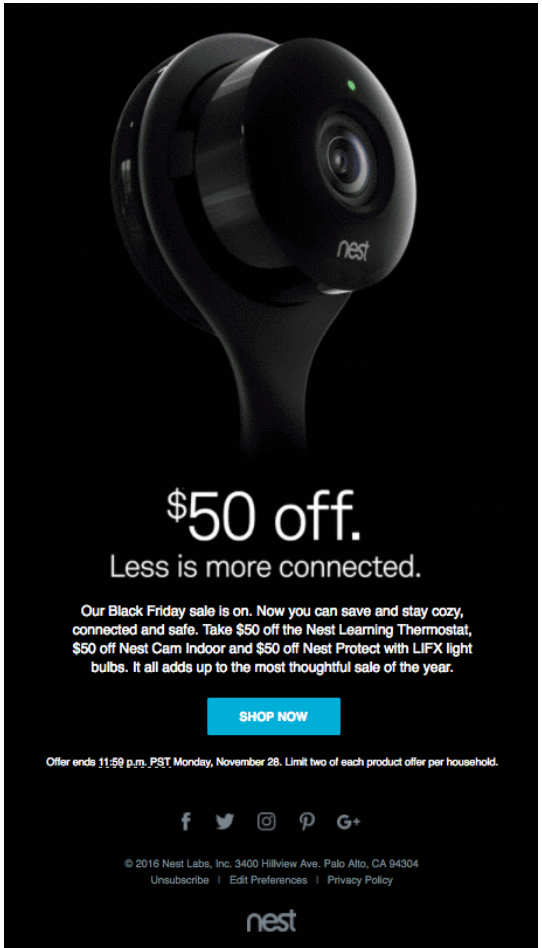
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Next Steps

Moving Forward

- Circle Wire Frame Presentation

Project timeline to follow

Thank you!

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