



# 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

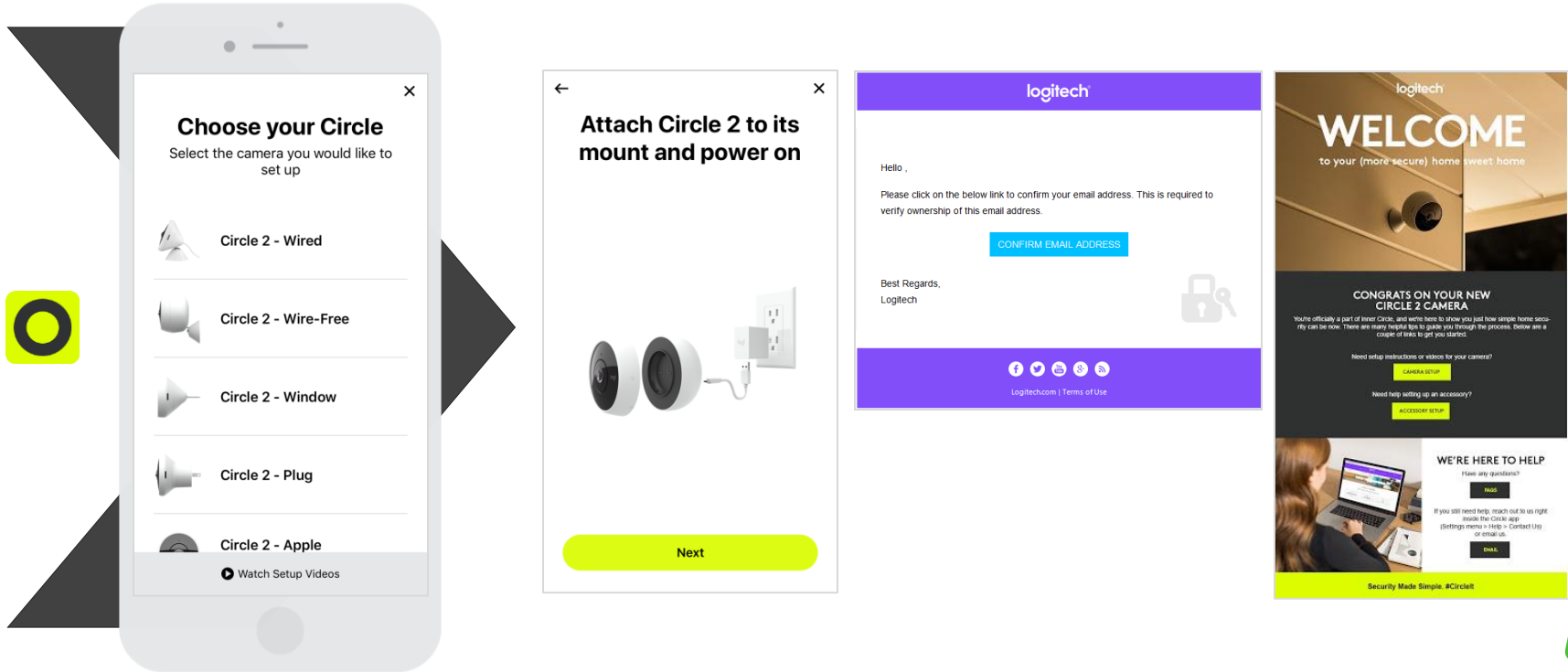


# Audience

- 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

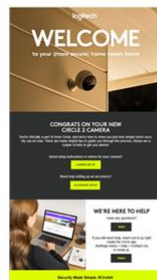
# Customer onboarding

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



## 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 days 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

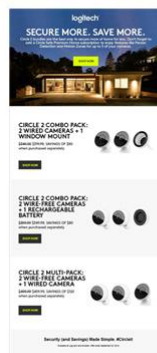
CUSTOMER SURVEY

REPEAT PURCHASE

RENEWAL SERIES

## BASE

### PROMOTIONAL



### NPI



### NEW FEATURE



### SEASONAL / INFLUENCER



### BRAND / CONTENT



## BEHAVIORAL + EVENT

CONNECTION TRIGGERS Y/N

### CIRCLE APP



REOCCURRING BRAND CAMPAIGN

## 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)

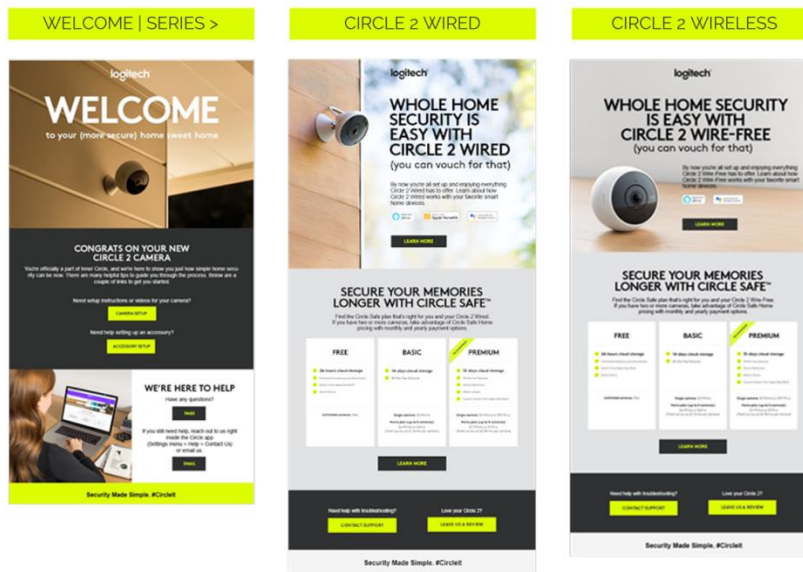


CURRENT

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



## Lifecycle Program Opportunities

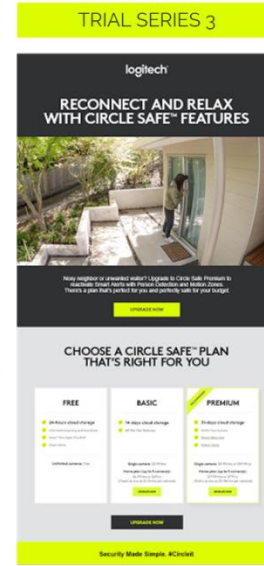


Tiered Welcome Series - Circle Safe Welcome - Anniversary - Email Reengagement Series

\*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



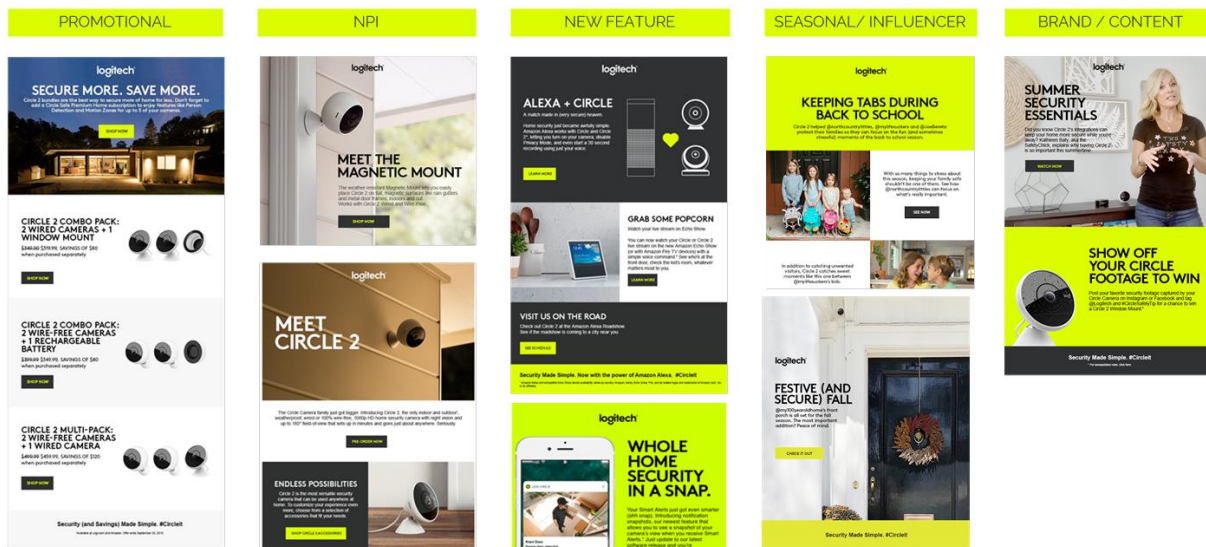
Purchase Cycle Program Opportunities



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



## Base Program Opportunities



Reoccurring brand campaign

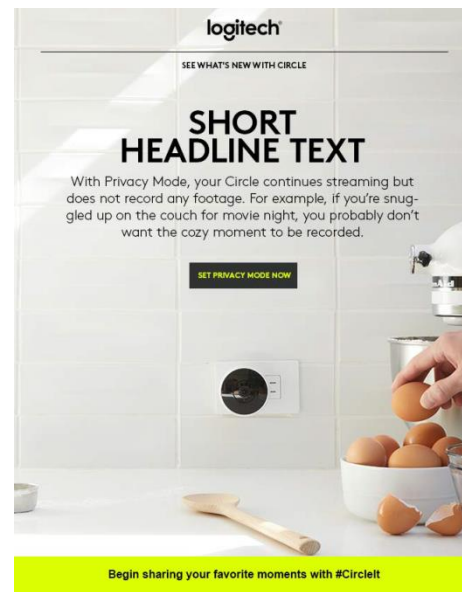
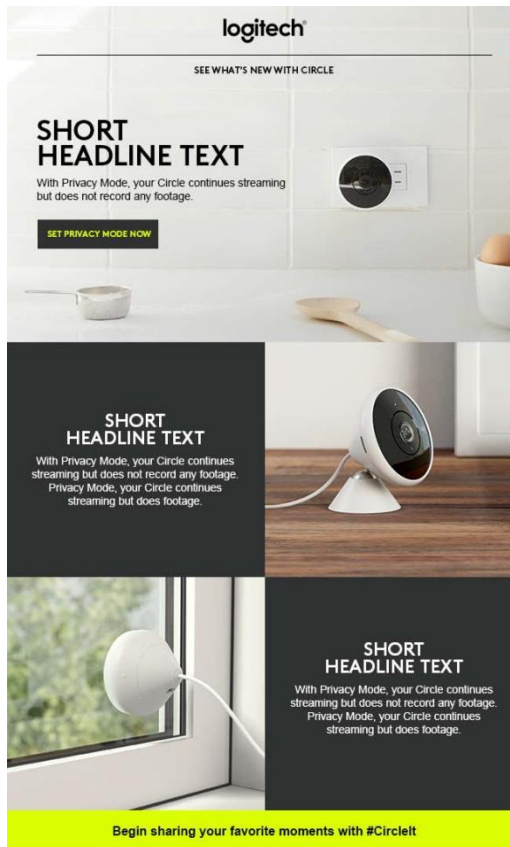


## Template Module & Design Inspiration

## 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

Meet Nest Cam.  
See your home. Away from home.

BUY NOW



The new Nest Protect.  
The smoke alarm other alarms look up to.

BUY NOW



## Poll

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

Tom Raffield



Can you guess where we are going?



Keep an eye out for our big reveal soon!

IN THE MEANTIME, EXPLORE OUR RANGE

WHAT WOULD YOU RATHER DO?

EXPLORE  
THE GALAXY

BINGE-WATCH  
VIDEOS

GO  
SHOPPING

*Not sure? Gather inspiration here.*



COLUMN ONE  
HEADLINE COPY

Product details lorem  
ipsum dolor sit amet

PRIMARY CTA



COLUMN TWO  
HEADLINE COPY

Product details lorem  
ipsum dolor sit amet

PRIMARY CTA



COLUMN THREE  
HEADLINE COPY

Product details lorem  
ipsum dolor sit amet

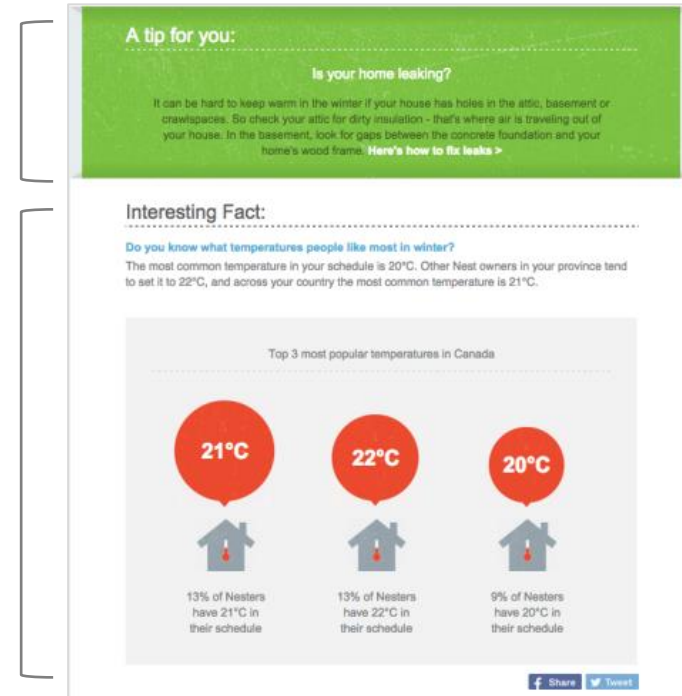
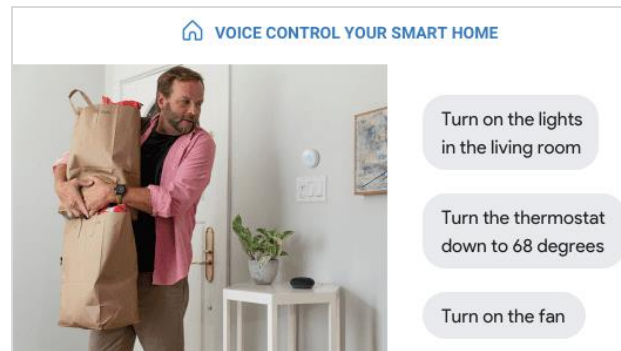
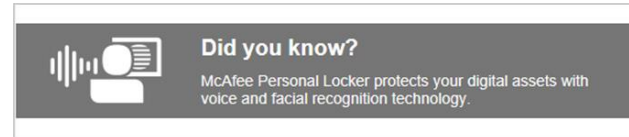
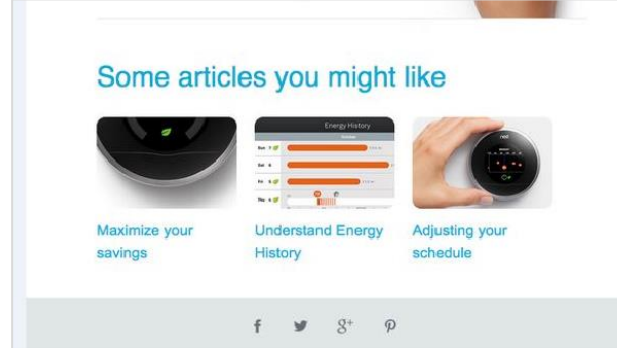
PRIMARY CTA

THREE ACROSS

## Bite-Sized Content

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

Drives ascending open rate.



### Zoom with a view.

Use the Nest app to zoom in on something specific in your Nest Cam's view – like a face or a license plate. Then enhance the image for a sharper picture. [Learn more >](#)



### Video of the month.

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

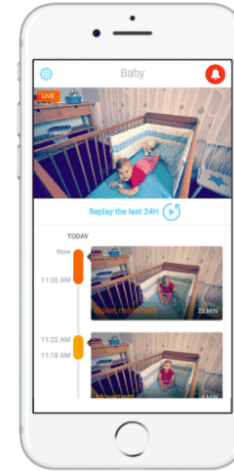


### Hitchcock's Nest Cam.

"I was sitting at work and got a motion alert on my phone. I pulled up the clip on my phone and thought, 'Whoa, this is super creepy!' I showed it to a few people who thought it looked like Hitchcock's 'The Birds'."

– Mike B.

☐ Send us your best clip. [And you could get a free year of Nest Aware >](#)




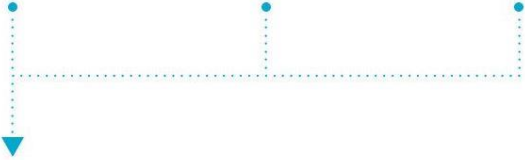

"I have been using it for two weeks and so far it's been phenomenal!"

– Home user, on Amazon

## Design to Drive Demand

Do you have your home covered?

See your entire home



~~\$239.98~~  
**\$199.99** / 2-Pack

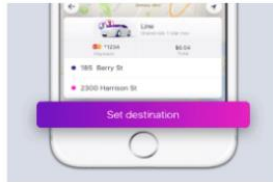
~~\$359.97~~  
**\$289.99** / 3-Pack

With Cloud Cam, it's easy to see all the areas in your home that you want to cover. Place Cloud Cam inside your front door to see who's arriving or in the living room to keep tabs on your pets while you're away. You can manage all of your cameras from the Cloud Cam App, making it easier for you to see more at all times. Buy two Cloud Cams and save \$39.99, or save \$69.98 when you buy three. Enter code **2CLOUDCAM** for two cameras and **3CLOUDCAM** for three cameras during checkout to receive the discount. [Terms & Conditions](#).

## App Content

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

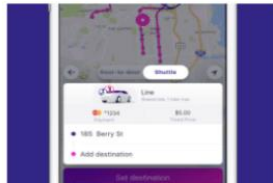
### How Shuttle Works



1

#### Find your route.

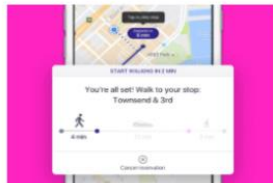
Make sure you're on the latest version of the Lyft app, tap Lyft Line and set your destination



2

#### Select Shuttle.

If you're near a route during commute hours (weekdays from 6:30-10 AM and 4-8 PM), toggle to Shuttle.



3

#### Request and walk.

Follow the in-app directions to a nearby pickup stop.



Have you tried the new Starbucks® app for iPhone®?



*We're eager for you to try the new features, especially these ...*

For added convenience, instantly access your Starbucks Card® anytime you're in the app with Shake to Pay.



Share the love. Show your appreciation with digital tipping.

Stars are still automatically



yes

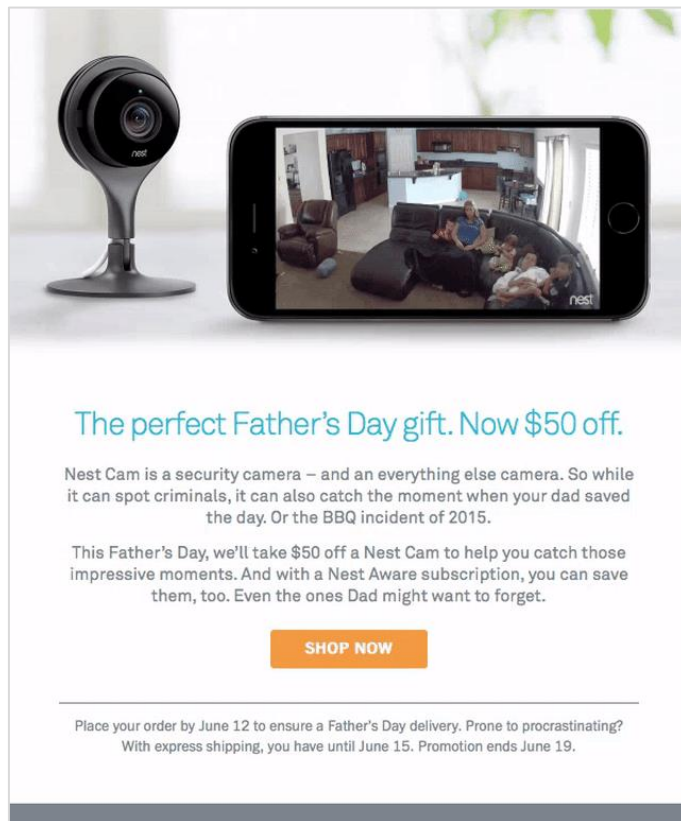


# Playbook Ideas

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.



The advertisement features a black Nest Cam on a stand to the left of a smartphone. The phone's screen displays a live video feed of a living room with a large sofa and a coffee table. The text 'The perfect Father's Day gift. Now \$50 off.' is centered in a teal font. Below it, two paragraphs of text describe the camera's capabilities and the promotion. An orange 'SHOP NOW' button is centered below the text. At the bottom, a horizontal line separates the main text from a smaller line of text about the deadline for Father's Day delivery.

**The perfect Father's Day gift. Now \$50 off.**

Nest Cam is a security camera – and an everything else camera. So while it can spot criminals, it can also catch the moment when your dad saved the day. Or the BBQ incident of 2015.

This Father's Day, we'll take \$50 off a Nest Cam to help you catch those impressive moments. And with a Nest Aware subscription, you can save them, too. Even the ones Dad might want to forget.

**SHOP NOW**

---

Place your order by June 12 to ensure a Father's Day delivery. Prone to procrastinating? With express shipping, you have until June 15. Promotion ends June 19.



The advertisement shows a smartphone displaying the Sprout Social app interface. The screen shows an 'Inbox' with three messages. The top message is from 'SproutSocial' with a link to a social media meetup. The second message is from 'ElenaGurzhii' mentioning '@SproutSocial'. The third message is from 'Aaron Brager' about inbound inquiries. The background is a blurred office setting.

Introducing the New Sprout App for iPhone & iPad

**DOWNLOAD NOW**

**SproutSocial** 23m  
Join us at @CSMMmeetup to discuss social customer care: [bit.ly/1m8XIBx](http://bit.ly/1m8XIBx)

**ElenaGurzhii** 46m  
Checking out @SproutSocial for the first time. Any tips for newbies?

**Aaron Brager** 1h  
Inbound inquiries to brands have increased 175% in last



## GLOW-IN-THE-DARK CLASSICS

Perfect for spooky nights walking in the dark. Designed for women and kids.

Flip the switch, watch them glow.




SHOP COLLECTION

With every product you purchase, TOMS will help a person in need.


**One for One®**

### Interactive Email

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




Join the B&Q Club >  
Shop >  
Ideas & Advice >  
Clearance >



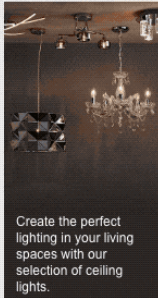
See things in a **different light**

DISCOVER THE LIGHTING RANGE >

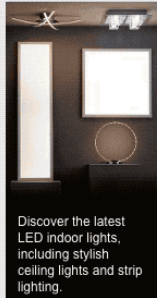
Flip the switch!




The right lighting can really bring your home to life. Discover our diverse range of lighting, from statement lighting in metallic finishes to exciting new technology, such as colour changing bulbs.



Create the perfect lighting in your living spaces with our selection of ceiling lights.



Discover the latest LED indoor lights, including stylish ceiling lights and strip lighting.



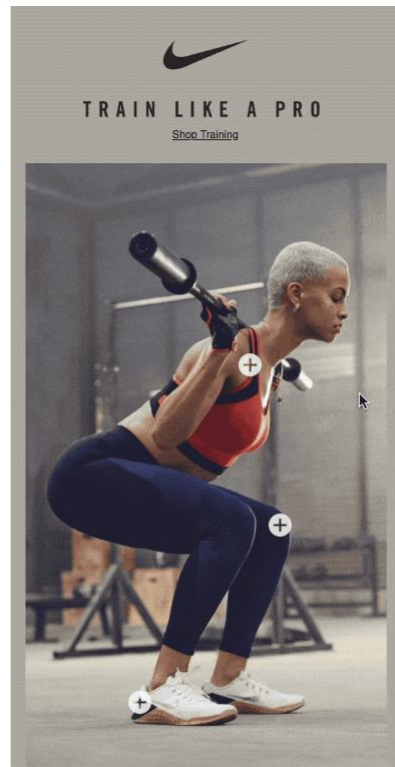
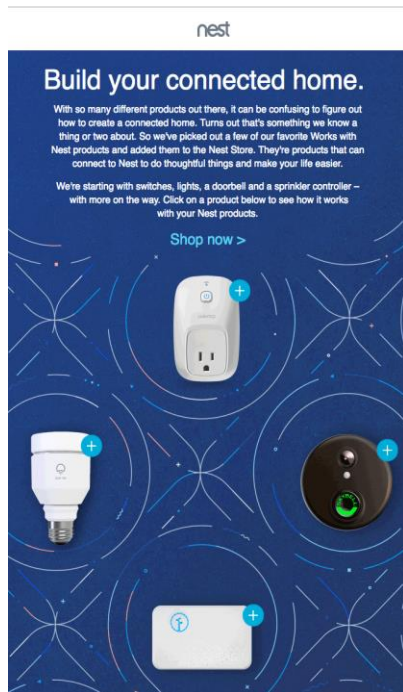
Create soft lighting and illuminate work spaces with our range of desk lights and table lamps.

## Interactive Hotspots

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

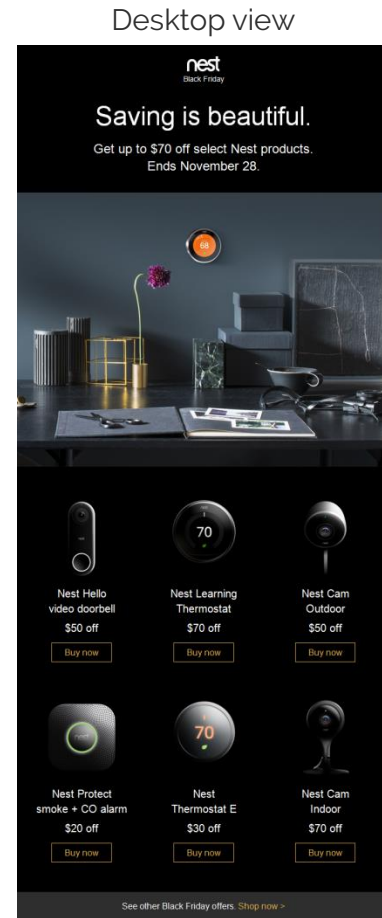
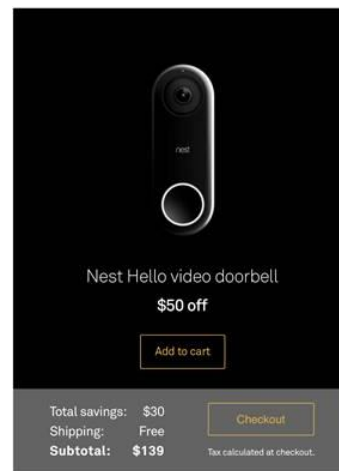
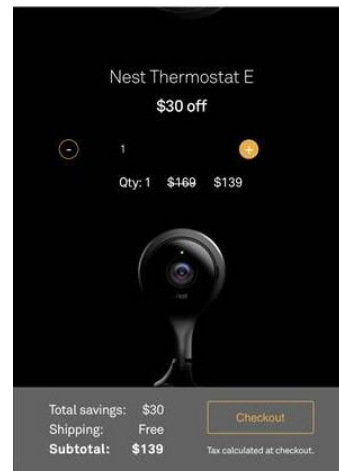
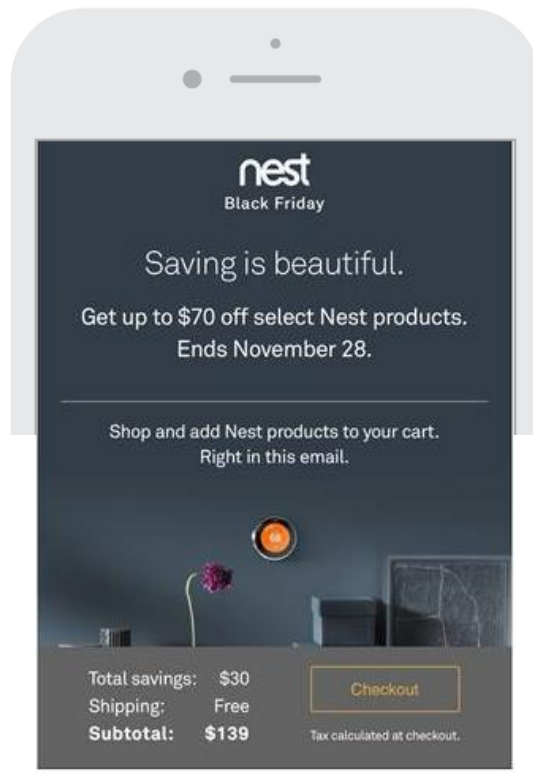
Use to show best locations for Circle camera

Only available on IOS devices



Mobile  
experience


Interactive pricing  
and checkout





## Competitive Landscape

# Nest



nest

# hi

Welcome to the family.

Now that your Nest Protect is a part of your home, we'd love to hear from you. How did your install go? Help us make it even better by taking this five minute survey.


TELL US ABOUT YOUR INSTALLATION >

Nest Cam IQ

## The security camera that outsmarts other security cameras.

Supersight. Person alerts. Familiar face alerts with Nest Aware.\* Nest Cam IQ is a best-in-class security camera with top-of-its-class brains.

SHOP NOW



\*Familiar face alerts not available on Nest Cam used in Illinois.

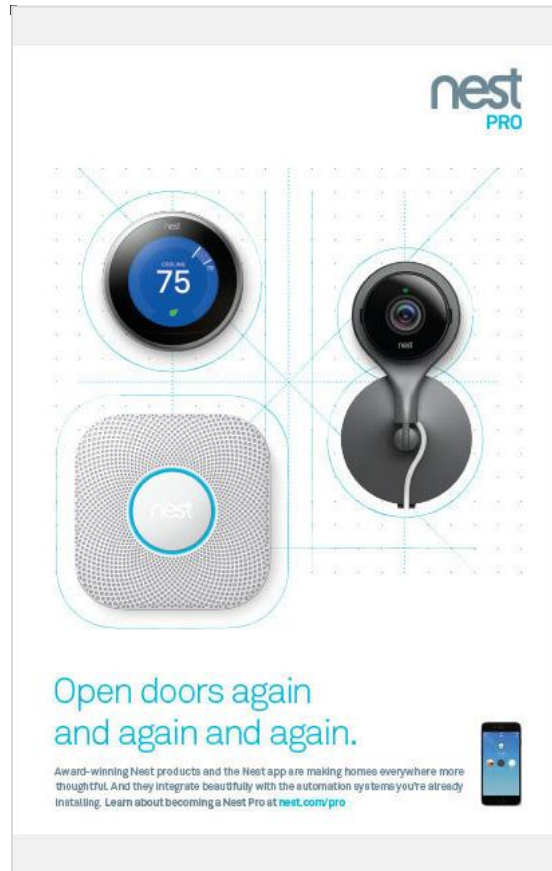
f t i p g+

© 2017 Nest Labs, Inc.  
3400 Hillview Ave. Palo Alto, CA 94304

Unsubscribe | Edit Preferences  
Privacy Policy




nest

nest PRO




## Open doors again and again and again.

Award-winning Nest products and the Nest app are making homes everywhere more thoughtful. And they integrate beautifully with the automation systems you're already installing. Learn about becoming a Nest Pro at [nest.com/pro](https://nest.com/pro)

# Blink + Nest

Learn More and Reserve Yours Today [View this email in your browser](#)



COMING SOON  
**BLINK XT**

The Blink XT Outdoor Camera is in beta testing and will be available soon for purchase. New USA and Canadian pre-orders will ship in late April, [reserve yours today!](#) International dates aren't confirmed yet, but you can click the ["Get Release Alerts"](#) button below and we'll keep you up to date on Blink in your country!

Weather Proof	2 Year Battery Life
IR Nightvision	Streaming HD Video
Discreet Stealth Black	Truly Wireless
Optional Recording Indicator Light	Industry-Leading Affordability

USA and CANADA


[Pre-Order Now](#)

INTERNATIONAL

[Get Release Alerts](#)

This email is for those who haven't yet pre-ordered a Blink XT. If you have already pre-ordered or used an XTPRE coupon code, your order will be shipping soon. Check the blog and your inbox for more updates!

**blink**



**\$50 off.**  
Less is more connected.

Our Black Friday sale is on. Now you can save and stay cozy, connected and safe. Take \$50 off the Nest Learning Thermostat, \$50 off Nest Cam Indoor and \$50 off Nest Protect with LIFX light bulbs. It all adds up to the most thoughtful sale of the year.

[SHOP NOW](#)

Offer ends 11:59 p.m. PST Monday, November 28. Limit two of each product offer per household.

[f](#) [t](#) [i](#) [p](#) [g+](#)

© 2016 Nest Labs, Inc. 3400 Hillview Ave. Palo Alto, CA 94304  
[Unsubscribe](#) | [Edit Preferences](#) | [Privacy Policy](#)

**nest**


What every home wishes for.

Give the Nest Learning Thermostat, Nest Cam, or Nest Protect to your favorite homes and the people who live there. You'll make everyone happy this holiday season. And we'll wrap and ship everything free. That's our gift to you.

[BUY NOW](#)


The Nest Learning Thermostat

Keep them warm and cozy this season. And help them save energy, too. [BUY NOW >](#)




Nest Protect Smoke + CO Alarm


A gift that says you care about their safety. Not to mention their toast or pizza in the oven. [BUY NOW >](#)



Nest Cam security camera

They can look out for their family, their pets, and their stuff. Even when they're away. [BUY NOW >](#)





Order by December 20th to get it in time for the holidays.

Free gift wrapping is not available with the Nest Cam bundle.

© 2015 Nest Labs, Inc. 3400 Hillview Avenue, Palo Alto, CA 94304  
[Unsubscribe](#) | [Edit Preferences](#) | [Privacy Policy](#)

**nest**



Next Steps

# Moving Forward

- Circle Wire Frame Presentation

Project timeline to follow



Thank you!

**Yes Marketing** | 12/06/2018

