



LIFECYCLE OPTIMIZATION

April 6, 2017

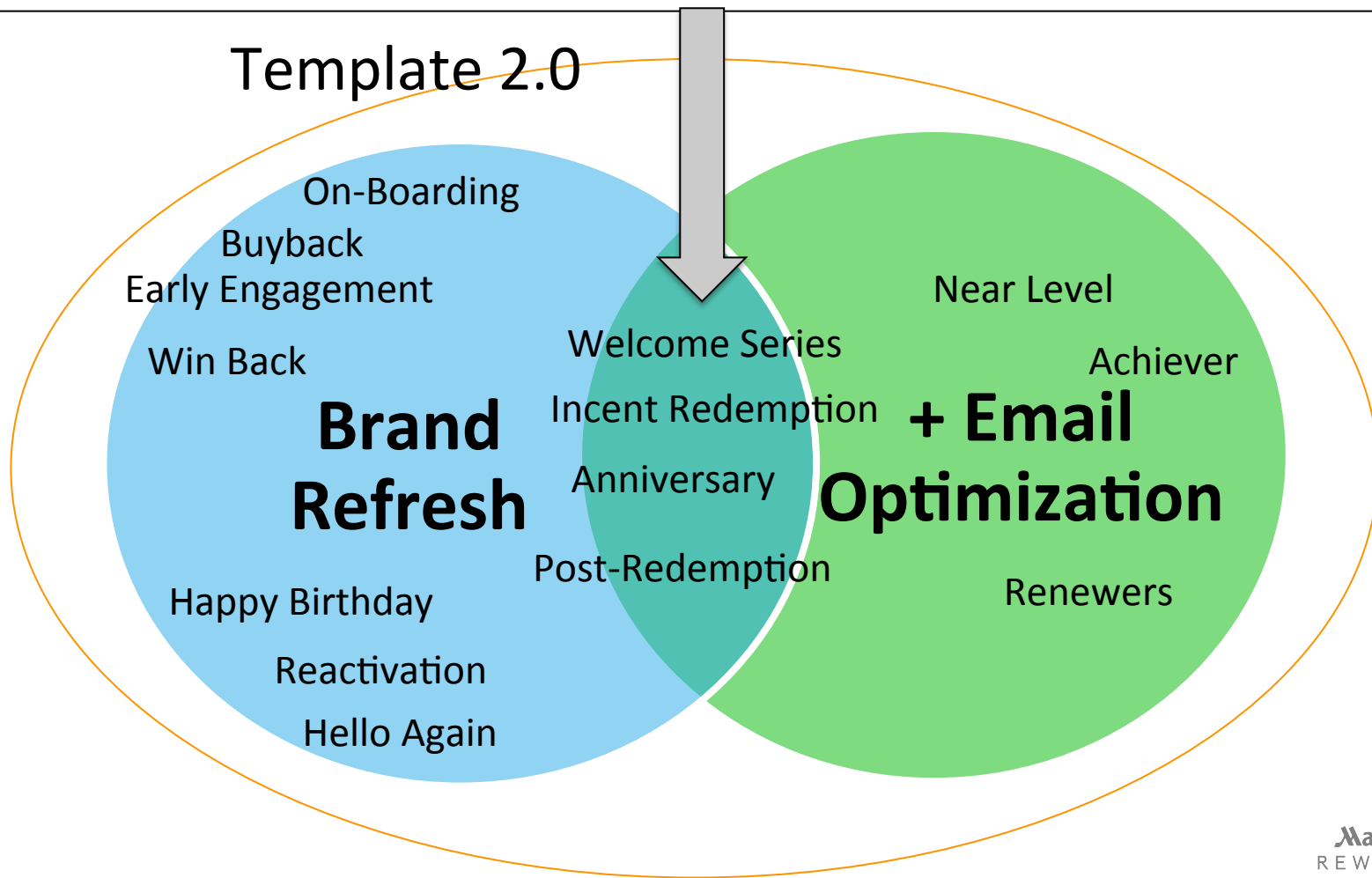
yes

APPROACH

Evaluated email performance based on...

1. Engagement (CTO)
2. Volume delivered
3. Largest CTO and conversion drops YoY
4. Orchestration priority
5. Revenue gains per CTO

Template 2.0



LET'S SYNC ON...

- How does the current template roll-out plan (timing) align with email optimization?
- How does orchestration align with email optimization?



THANK YOU!



TOP 5 DECLINING CTO%

Campaign	Avg Monthly Delivery	YoY change			
		Open%	CTO%	Conv%	Bk / Del (K)
BIRTHDAY DATE REQUEST	459	-3.8%	-27.9%	37.1%	-5%
EARLY ENGAGEMENT	192.0 K	-18.1%	-27.8%	-25.5%	-56%
INCENT REDEMPTION	107.6 K	-8.2%	-22.7%	-5.9%	-33%
BUYBACK	355.0 K	3.4%	-19.8%	-4.5%	-2%
WINBACK	7.0 K	2.3%	-18.5%	-0.1%	-17%

ORCHESTRATION FOCUS

Campaign	Avg Monthly Delivery	YoY change			
		Open%	CTO%	Conv%	Bk / Del (K)
NEAR LEVEL	15.8 K	4.1%	-6.6%	-45.0%	-47%
POST REDEMPTION	186.0 K	4.6%	-17.7%	-1.7%	-15%
ACHIEVER	15.2 K	3.0%	-6.2%	-29.2%	-32%
HAPPY BIRTHDAY	133.6 K	-1.2%	-5.4%	-27.5%	-32%
WELCOME SERIES (TOTAL)	2.0 M	-3.1%	-15.7%	-29.6%	-42%
ANNIVERSARY	910.0 K	-0.6%	-18.1%	-15.8%	-31%

STRATEGY OPTIMIZATION

- Near Level
- Achiever
- Renewers

STRATEGY + DESIGN UPDATE

Evaluate and optimize campaign plus update brand voice

- Welcome Series (includes Non-Member)
- Anniversary
- Redemption Recognition (Post-Redemption)
- Incent Redemption

DESIGN UPDATE ONLY

- Happy Birthday
- On-Boarding
- Hello Again
- Reactivation
- Early Engagement
- Win Back
- Buyback