



GETTING PREPARED for OBOP

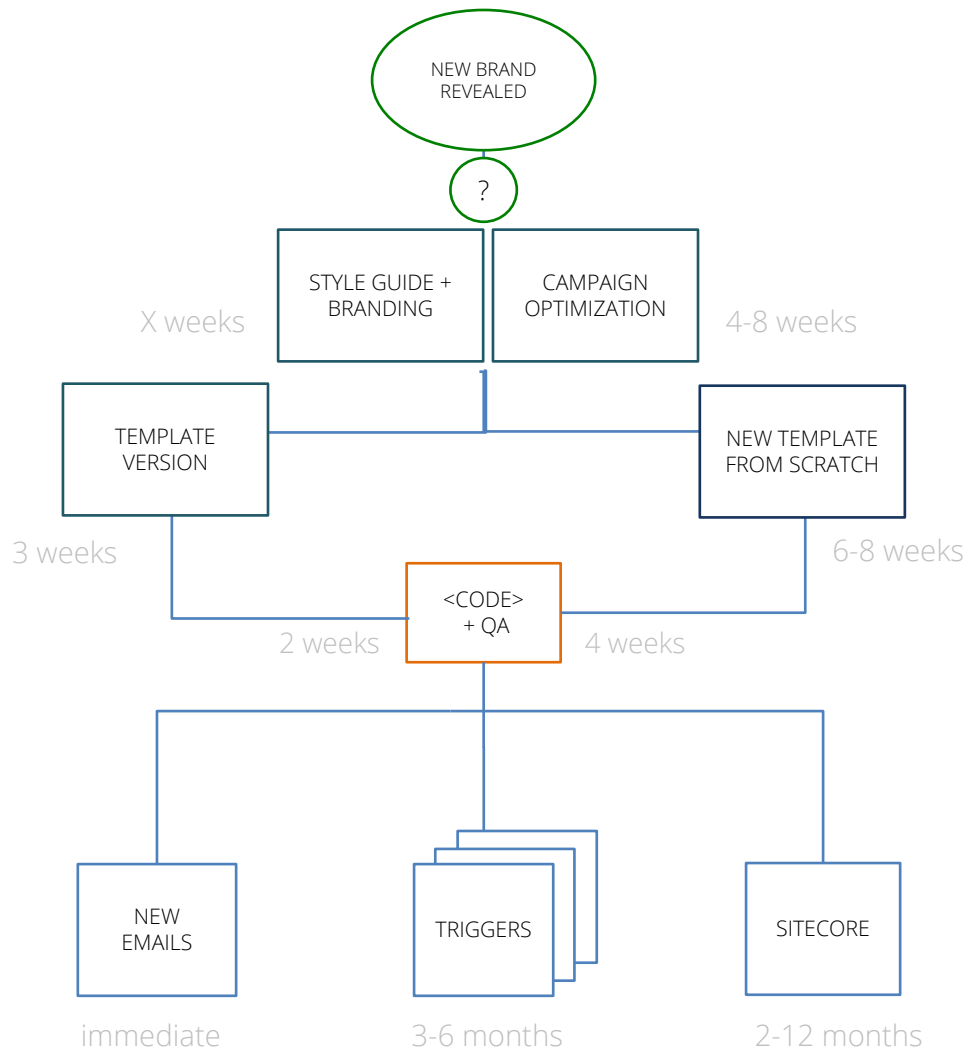
How a New Brand Effects Email

yes

Agenda

How to bring a new brand into email

1. Timing, Phases & Process
2. 2 Main options: Template Version or New Template from Scratch
3. Brand Update Considerations
4. Triggers
5. Sitecore



Campaign Optimization

We take a strategic approach by 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

Lifecycle campaign	YoY Δ CTO%
Achiever	-6.2%
Anniversary	-18.1%
Birthday Request	-27.9%
BuyBack	-19.8%
Early Engagement	-27.8%
Elite Off track	-6.0%
Happy Birthday	-5.4%
Hello Again	-10.1%
Incent Redemption	-22.7%
Near Level	-6.6%
Post Redemption	-17.7%
Reactivation	-7.6%
Renewer	-13.1%
SF Points	-5.3%
SF Taste of Gold	-10.6%
Welcome & EES	-15.7%
Winback	-18.5%

Fork in the Road: 2 Options

1. Template Version – take current template and update / alter to fit
2. New Template – start from scratch

How do we decide?

- Depends on the extent of new brand

Consideration for new brand items

1. Fonts
2. Colors
3. Photo style
4. CTA
5. Character counts
6. Illustration style

Fonts

- Custom font – digital rights?
- Who is hosting it? M.com, YES, Foundry?
- Google font equivalent? (Easiest)
- Fall back font – Gmail only shows basic 8 websafe fonts

Colors

- Full background colors required?
- Doesn't have a huge effect on email design
- RGB equivalents required
- Hopefully it's not white on black 😊
- Stretchy bands of color work well to have light layouts that infuse brand color

Photography style

- Email uses an ENORMOUS amount of photos
- Is the photo style repeatable?
- Can it be created without custom photoshoot\$?
- Desktop & Mobile aspect ratios

Phases & Timing

1. New brand revealed
2. Style Guide + Branding
3. Strategic Campaign Optimization [4-8 weeks]
4. Decide: Template Version or New Template [1 week]
5. Template Version or Total Redesign [2-6 weeks]
6. Template Coding & QA Testing [2-4 weeks]
7. New emails in New template
8. Trigger Overhaul [3-6 months]
9. Sitecore Implementation [2-12 months]

*Data and technical considerations & updates not specified

Triggers

- Redesigning a template & publishing new is easy
- Overhauling all the triggers is complex

Triggers Phases

1. Review every trigger and note required changes
2. Group Triggers into phases
3. Crash Trigger Team overhaul
 - Rigid approvals & limited rounds or revisions
4. Translations

Sitecore

- Full coded template inserted into Sitecore
- Review and testing
- Sitecore new campaigns begin



thanks

