e-tail detail

Is Email Dead?
the e-tailing group

May 3, 2011

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10th Annual Merchant Survey Report Now Available to Purchase $595

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commentary

Email is absolutely not dead! However commoditized messaging is out. Customers want to be communicated with **relevantly**, **intelligently**, and **innovatively** and they value emails that adhere to this criteria.

From the merchant perspective, based on our 10th Annual Merchant Survey, email is still an important tool as well. The 200 survey participants rated their top use of email as follows:

91% Drive incremental revenue
69% Increase purchase frequency
81% New product introductions
80% Improve loyalty

Culled from the hundreds of best-in-class emails we have collected, this e-tail detail showcases examples in support of e-tailers' marketing initiatives with messaging and execution that satisfy the stated consumer communication criteria.

trends

Seize the power of the medium to reinforce your brand

Merchant: Levi's
Date Sent: 3/10/2011
Subject Line: Levi's® Made In The USA comes to you

Levi's touts their Made in the USA premium denim with a call to action via free shipping on all orders today.

- Green messaging further distinguishes the brand
- Multiple links to shop online
- Store locator
- Gift certificates
- Social and mobile links

Personalize the experience

Merchant: Sephora
Date Sent: 3/7/2011
Subject Line: Open your birthday gift early!

Sephora drops the recipient's name into this message with an exclusive GWP timed to coincide with their birthday.

- Alternate gift for men
- Free shipping on orders over $50
- Sephora Beauty Insider info
- Links to share their experience, question, shop the sale, and see free stuff
- Social and mobile links
- Gifting prompts at footer

Factor in the favorites

Merchant: Williams-Sonoma
Date Sent: 4/19/2011
Subject Line: Cuisinart's Do-It-All Soup Maker & Blender - Save $40

Beyond a subject line that denotes savings, Williams-Sonoma headlines this email "Top-Rated Timesaver" with a "5-star" visual based on customer ratings.

- Featured item is an exclusive
- Video demo in email
- Footer touts cross-channel spring sale
- Non loyalty program for $30 and receive free shipping for a year plus other special offers

Play into the promotional nature of the business

Merchant: Finish Line
Date Sent: 4/18/2011
Subject Line: In This Email - Coupon up to $20 off your next purchase

Finish Line gets straight to the point in a subject line that promises $20 off the next purchase.

- The actual message reveals that the offer is conditional - $20 off when you spend $100 or more; $10 off for purchases of $50 or more
- Free shipping is available "everyday on thousands of styles"
- Brand icons and names create the footer

Showcase the new

Merchant: Forever 21
Date Sent: 4/16/2011
Subject Line: Endless New Arrivals - Starting at $3.80

What's new is the feature story in this email from Forever 21 but that is just the beginning.

- Markdown Madness aggregates "the season's hottest clearance items"
- Additional merchandising features about category trends - shorts and dresses
- Free shipping on orders over $50
- Header includes an invite to join their mobile program
- Footer includes links to social sharing and their blog, "The Skinny"

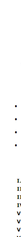
Take advantage of timing

Merchant: Sears
Date Sent: 2/15/2011
Subject Line: Icy roads are coming your way!

From holidays to the weather seasonal messaging provides timely themes like this Sears email for their auto category.

- The headline/subhead says it succinctly: "Icy roads are coming... Prep your car to handle them safely."
- Four product features each link to their own % off coupon that can be printed for use online or in-store
- Link to join personalized rewards program
- Header includes links to deal of the day and social sharing

Reinforce retail strategies



Merchant: Bed Bath & Beyond
Date Sent: 12/16/2010
Subject Line: Print your in-store savings certificate now

Bed Bath & Beyond used email to send a limited time savings certificate for in-store use.

- Location of "your store" is included at the foot of the message
- Beyond standard product categories and clearance, nav bar links include bridal and gift registries; shop for college
- Links to shop by brand and what's new are positioned lower on the page

Localize to drive store traffic

Merchant: Pottery Barn
Date Sent: 3/1/2011
Subject Line: Events During our Lincoln Park Anniversary

Pottery Barn consistently does a good job of using email to promote what's happening in their stores.

- One-year anniversary gives cause to offer limited-time savings at this location
- Store address, phone number, and hours clearly are stated
- Bar-code needs to be scanned to receive discount in-store
- Calendar of events at this store are listed
- Footer links to online catalog, gift cards, and social networking

Reward loyalty

Merchant: DSW
Date Sent: 12/20/2010
Subject Line: $10 off. Not a bad way to start a relationship

DSW sent this email to advise the recipient of their first reward as a member of their loyalty program.

- Limited time offer
- Personalized thank you tops the page
- Membership name and number and certificate code shown in the body
- Nav bar includes link to rewards program
- Social sharing footer

Invite post-order feedback

Merchant: King Arthur Flour
Date Sent: 3/10/2011
Subject Line: We'd love your thoughts...

King Arthur Flour offers an incentive of $10 off the next order of $40+ to those who take their post-order survey.

- Body copy ensures that it will only take 5 minutes
- Personalized thank you tops the page
- Membership name and number and certificate code shown in the body
- Nav bar includes link to rewards program
- Social sharing footer
- A recipe with links to ingredients and how-to aids relevant content to the message

Replenishment embraces critical customer segments

Merchant: Office Depot
Date Sent: 2/17/2011
Subject Line: Don't run out of your favorite items!

Office products are ideally suited to replenishment marketing and Office Depot does it masterfully.

- "Don't forget to Stock Up!!!" cautions the headline
- The subhead continues: "Just a friendly reminder that it is almost time for you to replenish your office supplies."
- An image of the item(s) due have links to quick reorder
- Limited time 10% savings on cross-sells
- Mobile and social sharing links
- SMART shopping tools form the footer:
  - Shopping List
  - Quick Order
  - Order Tracking

who we are

About the e-tailing group
the e-tailing group is a niche e-commerce consultancy that helps merchants deliver the right customer experience on their websites and across all of their channels while adeptly assisting technology companies in their go-to-market strategies that simultaneously educate the retail community and deliver cost-effective thought leadership and lead generation.

Have you assessed ecommerce requirements and corresponding investment demands with ROI top-of-mind?

Is your basic functionality and channel structure optimized?

Are your category-centric tools in place or planned within feature enhancements designed to maximize performance?

BUY THE E-TAILING GROUP
10TH ANNUAL MERCHANT SURVEY REPORT

A comprehensive reference source for strategy, merchandising, and marketing trends online and across channels

$595 via PayPal or contact Lauren Freedman to pay by credit card
Email: LF@e-tailing.com Phone: 773-975-7280

REPORT OVERVIEW

- **Input from 200 senior executives with ecommerce responsibility, representing 12 major product categories being sold online**
- **Aggregate annual sales of the 157 question survey completed 1Q 2011 (up from 45 questions in 2010)**
- **56 charts and tables for benchmarking merchandising and marketing initiatives as well as website performance**
- **Insights from the e-tailing group's 17 years of ecommerce and 50+ years of retail experience**

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