



ENHANCING THE MAILCHIMP EXPERIENCE

By Quyen (Alex) Le

Industry Overview

Email remains top digital marketing channel for marketers

- **59%** marketers perceives the most ROI from email (Campaign Monitor)
- Email marketing has an average ROI of **3800%** (DMA)
- **25%** marketers expected to increase spending for email marketing

→ Industry expecting growth

Small and mid-sized players

- Mailchimp
- SendinBlue
- Constant Contact
- GetResponse
- AcyMailing
- AWeber
- Drip

Minimal product differentiation

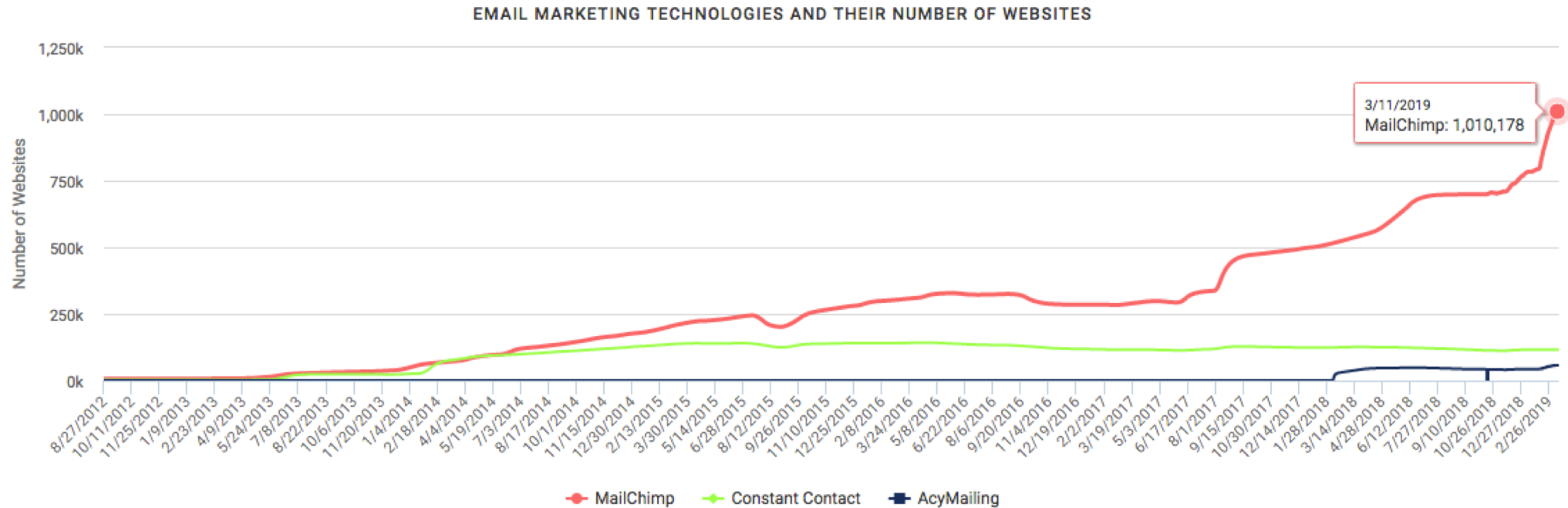
- Basic features include: free templates for email design, contact management, automation, e-commerce integration, tracking and reporting

Industry Overview

We are doing quite well compared to our competitors

62.12%

Market Share
(as of 03/2019)



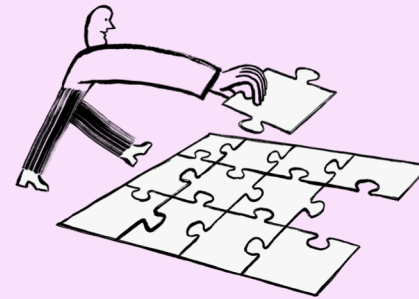
SWOT analysis

S Strengths	<ul style="list-style-type: none">• Numerous integration options (especially e-commerce platforms)• Templates, templates, templates• Analytics & reporting tool• Comprehensive platform
W Weaknesses	<ul style="list-style-type: none">• Lack of visualizations (besides templates)• Siloed workflows• Limited email segmenting capabilities• List-centric design
O Opportunities	<ul style="list-style-type: none">• Growing numbers of email users and emails sent per day• Emerging channels for email marketing• Advance in AI allows better personalization and development• Nurturing emails become the new approach
T Threats	<ul style="list-style-type: none">• Concerns about privacy will affect email filtering• Competitors are catching up by acquisitions

Solutions



Revamp
automation with
visual workflow



Improve retention
with propensity
modeling

Visual workflow: Why this should be prioritized?



Automated emails resulted
in **152%** higher open rate
than non-automated emails
(Campaign Monitor)

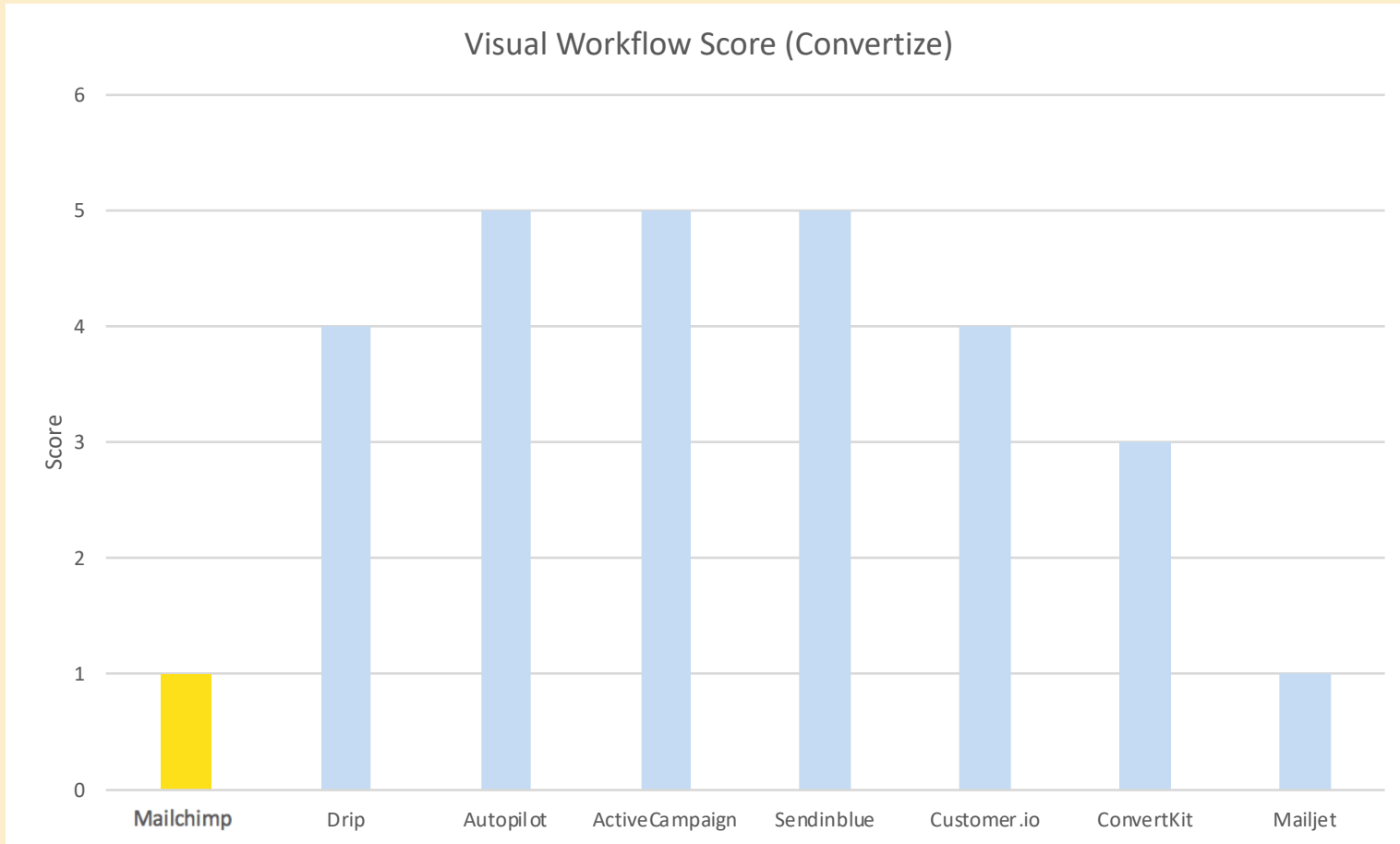


Nurtured leads perform
47% larger purchases than
those who buy immediately
(Email Monks)



Marketers believe utilizing
automation will help them
nurture leads **better**
(Neil Patel)

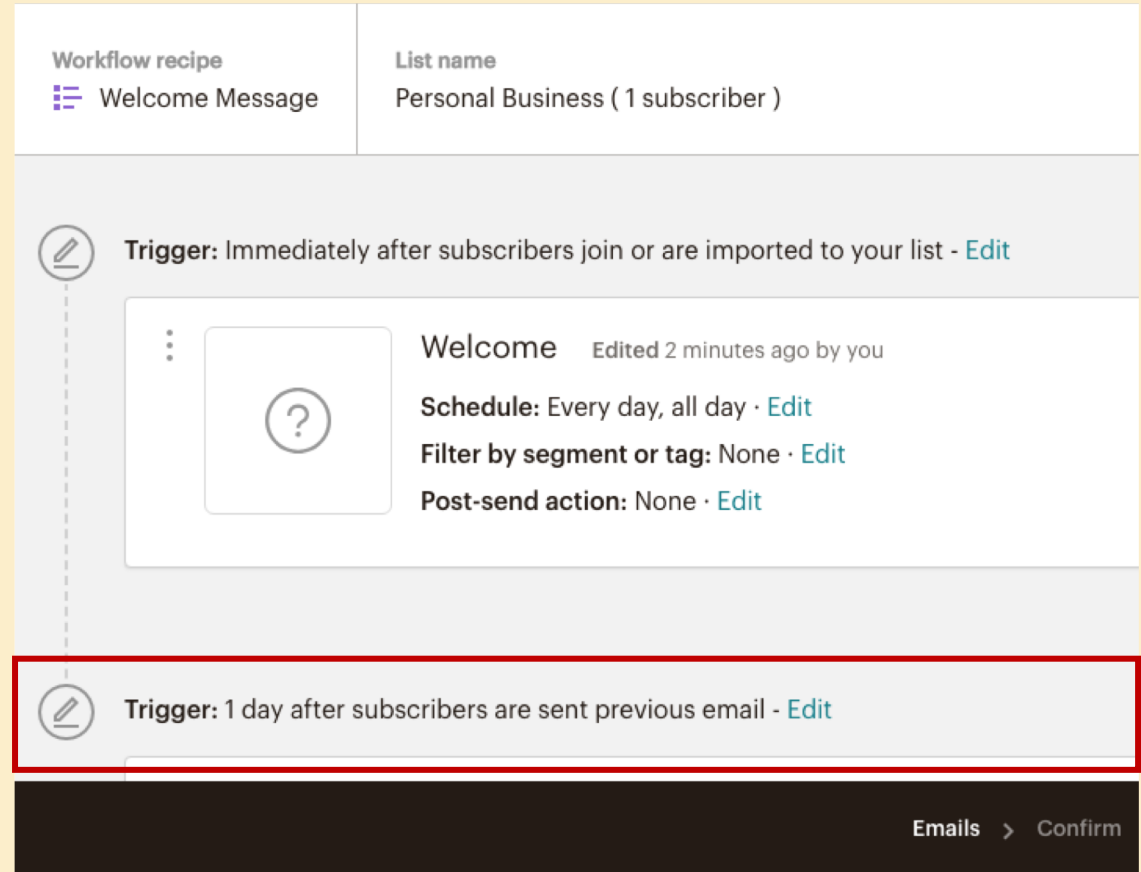
Visual workflow: Why need one?



- Visual representation plays an important role in decision making (Journal of Marketing)
- Human brains process visual faster than pure text (T-sciences)
- However, we currently receive a not-very-good score for our visual workflow... (Convertize)

Visual workflow: Why need one?

- Current list-based layout has users scroll down to view every elements of the workflow
- Scenario-friendly? Probably not
 - Will there be different follow-up emails sent to recipients who clicked through the “Welcome” email and those who didn’t click? If yes, how can marketers keep track of this difference?
 - Relationship between emails aren’t clear yet





The second email got cut off when workflow is being viewed on laptop


Will there be different follow-up emails sent to recipients who clicked through the “Welcome” email and those who didn’t click? If yes, how can marketers keep track of this difference?

Workflow recipe
Welcome Message

List name
Personal Business (1 subscriber)

 **Trigger:** Immediately after subscribers join or are imported to your list - [Edit](#)






Welcome Edited 2 minutes ago by you

Schedule: Every day, all day · [Edit](#)

Filter by segment or tag: None · [Edit](#)

Post-send action: None · [Edit](#)

 **Trigger:** 1 day after subscribers are sent previous email - [Edit](#)

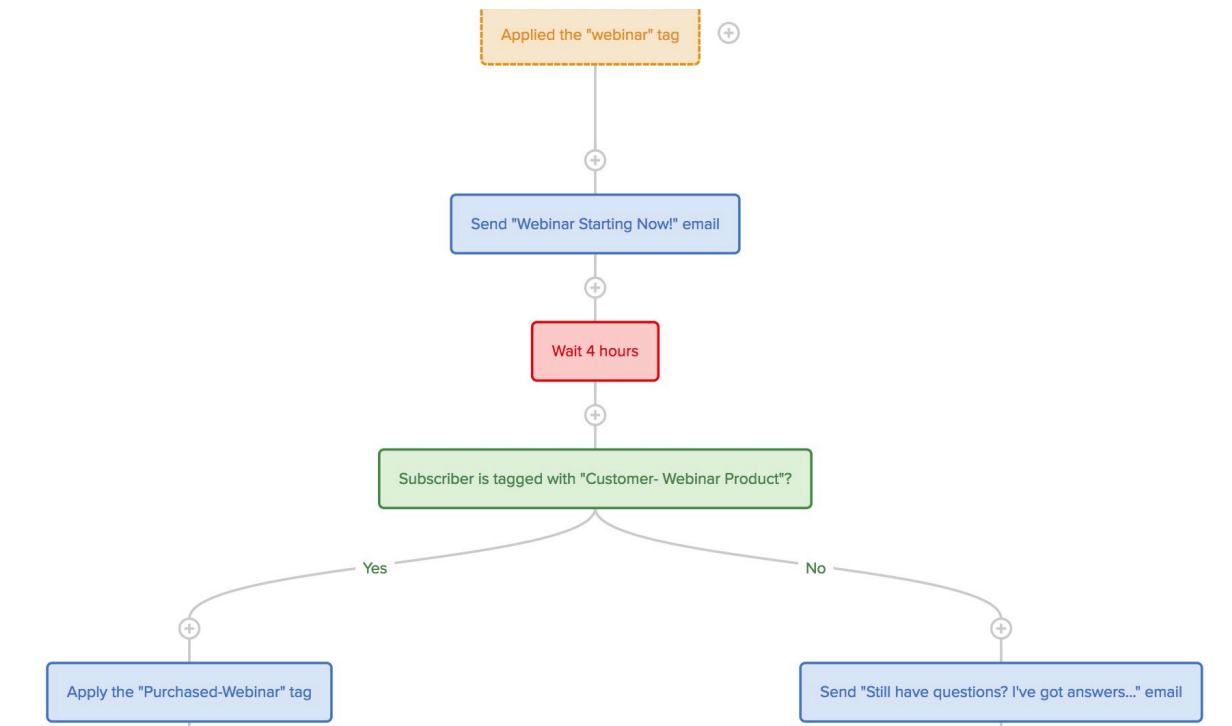
[Emails](#) > [Confirm](#)

The second email got cut off when workflow is being viewed

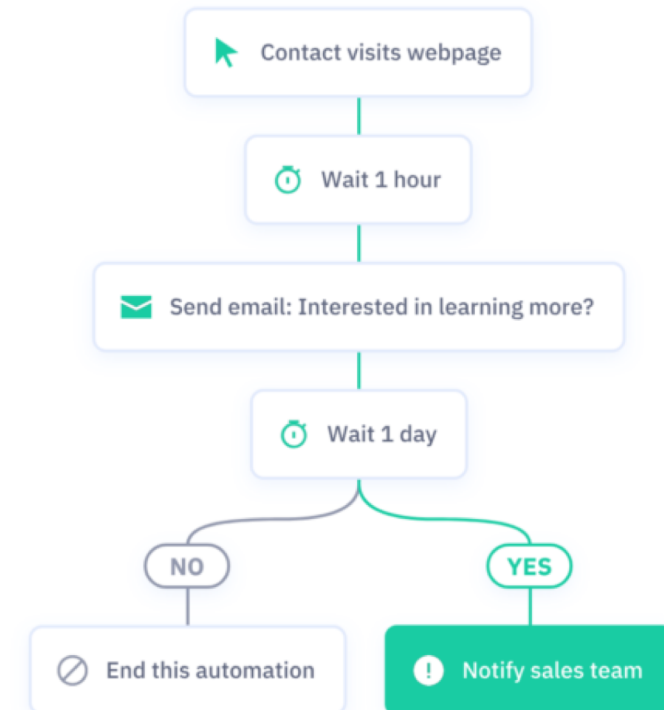
Visual workflow: Some good ones from our competitors

Marketers can see all the nodes of their workflows

 drip



ActiveCampaign >



Visual workflow: The Benefits



- Better tracking & monitoring
- Provide easy comparison of emails sent to different groups
- Identify key nodes with high impact, as well as bottlenecks and problematic ones
- Useful for campaigns with multiple collaborators

Propensity modeling: What is it?

- A predictive analytics technique, along with cluster modeling (segmentation) and collaborative filtering (recommendation)
- Use past behaviors to make predictions about customers
- 4 main types:
 - Propensity to engage
 - Propensity to purchase
 - Propensity to churn
 - Propensity to unsubscribe



Propensity modeling: Why do we need it?



23% of marketers say that they employ predictive analysis in their marketing strategy. 32% hope to implement it within the next 5 years (Bluevenn)

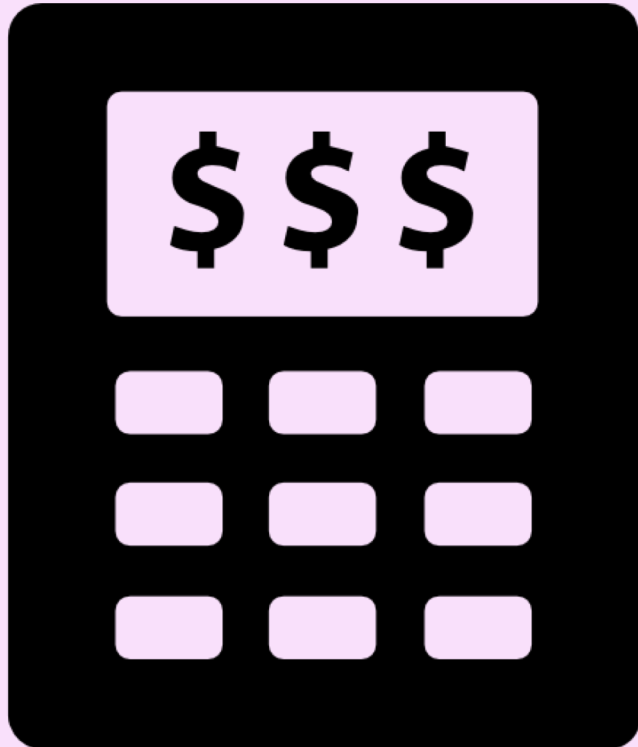


Rapid growth of data in the past decade provide rich baselines for marketers to deliver relevant content to the right customer (Forbes)



Rising data privacy regulations means **less future data** from consumers → must learn to take advantage of past and current data

Propensity modeling: Why do we need it?



- Cost to acquire a new customer = **6 times** the cost to maintain a current one (Reachforce)
→ marketers must know **when** to act, **how** to act and **who** to perform that action to
- Unsubscribed rates are often **2-3% / month**.
Multiplying this by the loss sales/customer, marketers can lose millions (Listen Data)
→ A tool that significantly optimizes the ability to retain customers is necessary

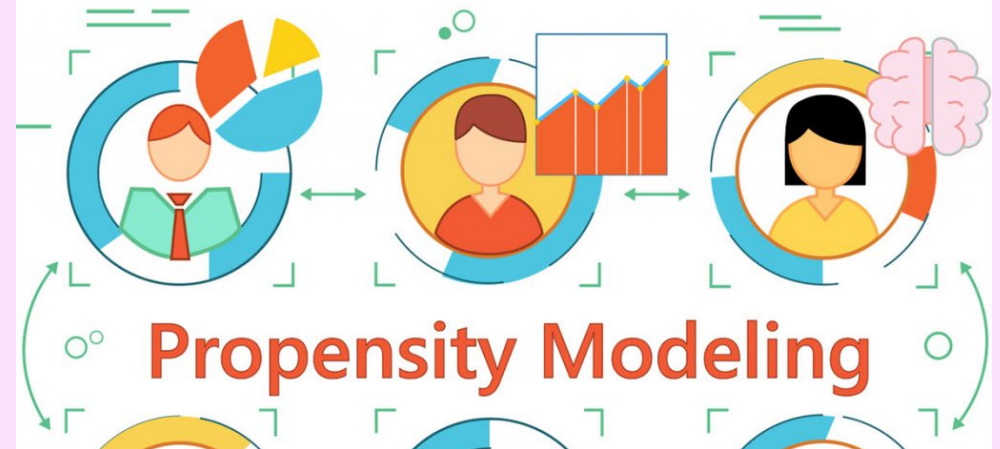
Propensity modeling: Why do we need it?

- Our current modeling techniques employ limited propensity models
 - Propensity to engage: Send Time Optimization
 - Propensity to purchase: Integration with Canopy Labs

➔ Haven't solved the "retention" problem yet

- Advancement in AI makes building predictive models easier, faster, and more comprehensive

➔ An opportunity to adopt and take advantage of propensity to churn and propensity to unsubscribe



Propensity modeling: The benefits

- More insights for marketers
- Focus retention efforts on the right customers
- Improve email personalization
- Better customer segmentation
- Reduce cost of lost customers and cost of new customer acquisition



Conclusion

Implementing these recommendations will allow Mailchimp to:

- Solve the problem of siloed workflows
- Catch up on the use of visualization in email marketing automation
- Optimize reporting and analytical toolkit
- Enhance segmentation and personalization through predictive analysis
- Stay ahead of competitors on getting adapt with changing privacy concerns



HOPE YOU ENJOY THE INSIGHTS & IDEAS!

Wanna hear it live? I would welcome an opportunity to speak with the team

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Sources

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