



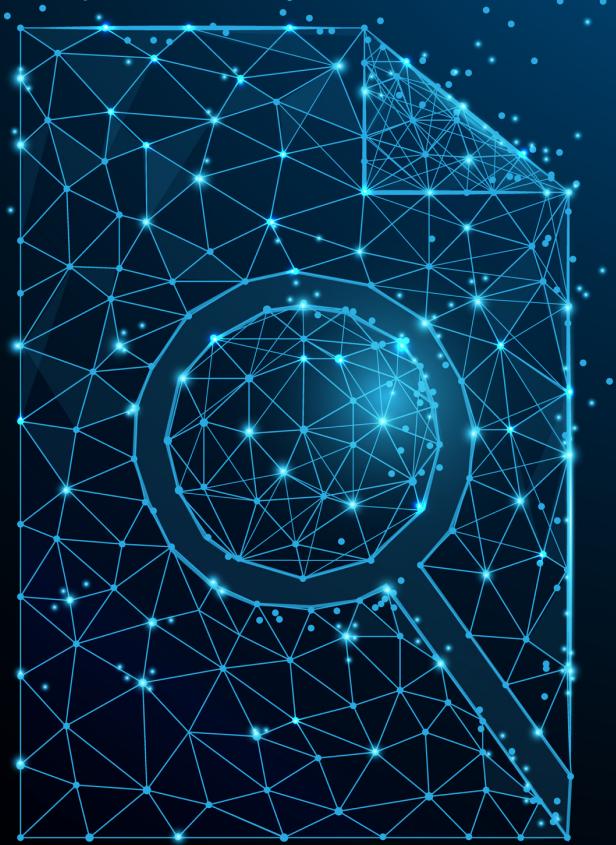
eDATA
source

Reimagined: Email

A journey through the looking glass of some of the world's largest
email programs

Chris Adams, Chief Technology Officer

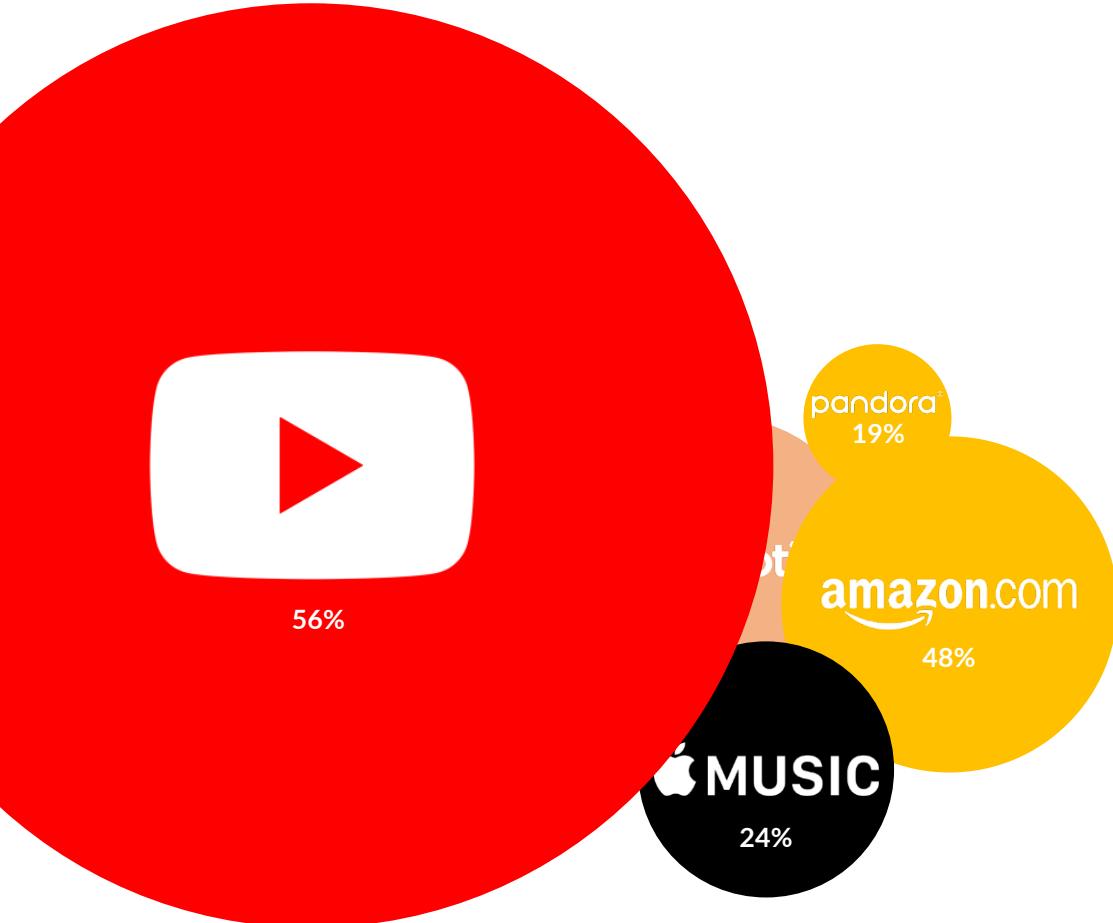




A look behind Spotify's email program using User Journeys from Competitive Insight Data



Spotify faces heavy competition

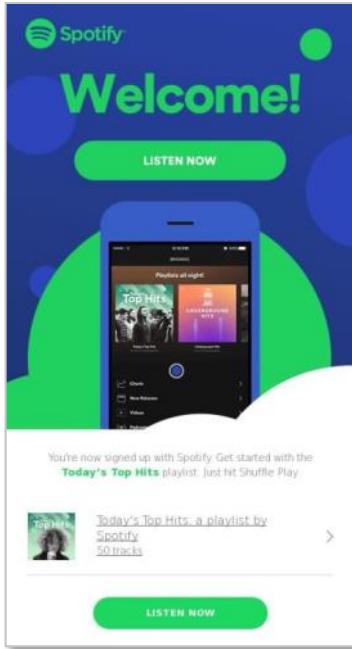


READ RATE

	Spotify	Average Overall
Pandora	15.6%	11.6%
Apple	16%	17.2%
Amazon	29%	26.8%
YouTube	11.2%	7.2%

Source: Mintel Spotify Insights: 29B Reasons to Learn from Spotify's Strategy

Spotify sent 8 acquisition emails in the 20 days following a user signing up, then 2 emails welcoming the member for upgrading to premium.



Welcome email



Welcome to Spotify: start playing music

2 days later



Treat yourself: \$0.99 for 3 months of Premium.

5 days later



Act now! \$0.99 for 3 months of Spotify Premium.

9 days later



Offer ends soon: \$0.99 for 3 months of Premium

12 days later



Find your new favorite playlists

14 days later



Our gift to thank you: \$0.99 for 3 months of Spotify Premium.

16 days later



4 Things You'll Love About Spotify

17 days later



Final days: 3 months of Premium, just \$0.99

20 days later



Last, last chance: \$0.99 for 3 months of Premium.

20 days later



Spotify Receipt

21 days later



You're in: Welcome to your Premium experience

Discover more music you'll love

The first emails highlighted a limited-time promotion.



Welcome email



Welcome to Spotify: start playing music

2 days later



Treat yourself: \$0.99 for 3 months of Premium.

5 days later



Act now! \$0.99 for 3 months of Spotify Premium.

9 days later



Offer ends soon: \$0.99 for 3 months of Premium

12 days later



Find your new favorite playlists

14 days later



Our gift to thank you: \$0.99 for 3 months of Spotify Premium.

16 days later



4 Things You'll Love About Spotify

17 days later



Final days: 3 months of Premium, just \$0.99

20 days later



Last, last chance: \$0.99 for 3 months of Premium.

20 days later



Spotify Receipt

21 days later



You're in: Welcome to your Premium experience

21 days later



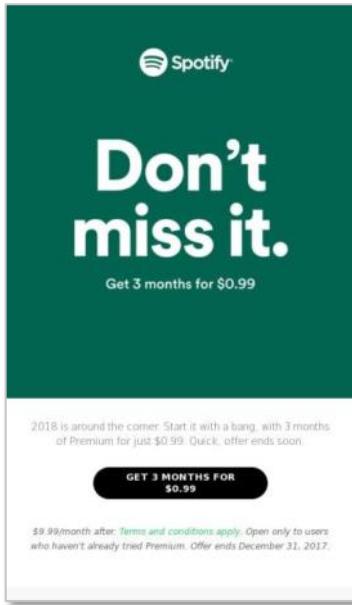
Discover more music you'll love

When the recipient didn't sign up from the promotion, Spotify shifted tactics, highlighting new music.



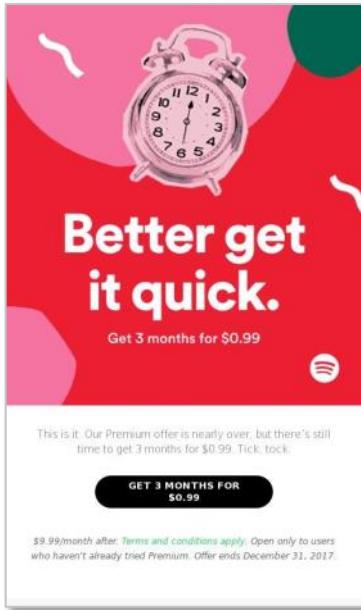
Welcome email		Welcome to Spotify: start playing music
2 days later		Treat yourself: \$0.99 for 3 months of Premium.
5 days later		Act now! \$0.99 for 3 months of Spotify Premium.
9 days later		Offer ends soon: \$0.99 for 3 months of Premium
12 days later	●	Find your new favorite playlists
14 days later		Our gift to thank you: \$0.99 for 3 months of Spotify Premium.
16 days later		4 Things You'll Love About Spotify
17 days later		Final days: 3 months of Premium, just \$0.99
20 days later		Last, last chance: \$0.99 for 3 months of Premium.
20 days later		Spotify Receipt
21 days later		You're in: Welcome to your Premium experience
21 days later		Discover more music you'll love

Spotify then framed the promotion as a thank you gift and how it will improve their life.



Welcome email		Welcome to Spotify: start playing music
2 days later		Treat yourself: \$0.99 for 3 months of Premium.
5 days later		Act now! \$0.99 for 3 months of Spotify Premium.
9 days later		Offer ends soon: \$0.99 for 3 months of Premium
12 days later		Find your new favorite playlists
14 days later	●	Our gift to thank you: \$0.99 for 3 months of Spotify Premium.
16 days later	●	4 Things You'll Love About Spotify
17 days later		Final days: 3 months of Premium, just \$0.99
20 days later		Last, last chance: \$0.99 for 3 months of Premium.
20 days later		Spotify Receipt
21 days later		You're in: Welcome to your Premium experience
21 days later		Discover more music you'll love

Subsequent emails reminded the recipient that the promotion was in its final days.



Welcome email



Welcome to Spotify: start playing music

2 days later



Treat yourself: \$0.99 for 3 months of Premium.

5 days later



Act now! \$0.99 for 3 months of Spotify Premium.

9 days later



Offer ends soon: \$0.99 for 3 months of Premium

12 days later



Find your new favorite playlists

14 days later



Our gift to thank you: \$0.99 for 3 months of Spotify Premium.

16 days later



4 Things You'll Love About Spotify

17 days later



Final days: 3 months of Premium, just \$0.99

20 days later



Last, last chance: \$0.99 for 3 months of Premium.

20 days later



Spotify Receipt

21 days later



You're in: Welcome to your Premium experience

21 days later



Discover more music you'll love

The recipient was converted to a Premium membership after 9 emails over 20 days.



- | | | |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Welcome email
2 days later
5 days later
9 days later
12 days later
14 days later
16 days later
17 days later
20 days later
20 days later
21 days later
21 days later | 



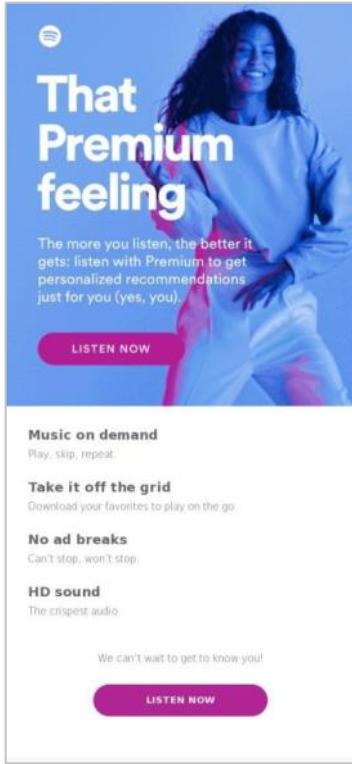







 | Welcome to Spotify: start playing music
Treat yourself: \$0.99 for 3 months of Premium.
Act now! \$0.99 for 3 months of Spotify Premium.
Offer ends soon: \$0.99 for 3 months of Premium
Find your new favorite playlists
Our gift to thank you: \$0.99 for 3 months of Spotify Premium.
4 Things You'll Love About Spotify
Final days: 3 months of Premium, just \$0.99
Last, last chance: \$0.99 for 3 months of Premium.
Spotify Receipt
You're in: Welcome to your Premium experience
Discover more music you'll love |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

Welcome emails promoted Premium benefits including music on demand, no ad breaks, and HD sound.



Welcome email

2 days later

5 days later

9 days later

12 days later

14 days later

16 days later

17 days later

20 days later

20 days later

21 days later

21 days later

Welcome to Spotify: start playing music

Treat yourself: \$0.99 for 3 months of Premium.

Act now! \$0.99 for 3 months of Spotify Premium.

Offer ends soon: \$0.99 for 3 months of Premium

Find your new favorite playlists

Our gift to thank you: \$0.99 for 3 months of Spotify Premium.

4 Things You'll Love About Spotify

Final days: 3 months of Premium, just \$0.99

Last, last chance: \$0.99 for 3 months of Premium.

Spotify Receipt

You're in: Welcome to your Premium experience

Discover more music you'll love

Through Inbox Tracker Sentiment Analysis we are able to look at key tone changes throughout the email campaign



Welcome email

2 days later

5 days later

9 days later

12 days later

14 days later

16 days later

17 days later

20 days later

20 days later

21 days later

21 days later

Treat yourself: \$0.99 for 3 months of Premium Encouragement

Act now! \$0.99 for 3 months of Spotify Premium Urgency

Offer ends soon: \$0.99 for 3 months of Premium Urgency

Our gift to thank you: \$0.99 for 3 months of Spotify Premium. Gratitude

Final days: 3 months of Premium, just \$0.99 Urgency

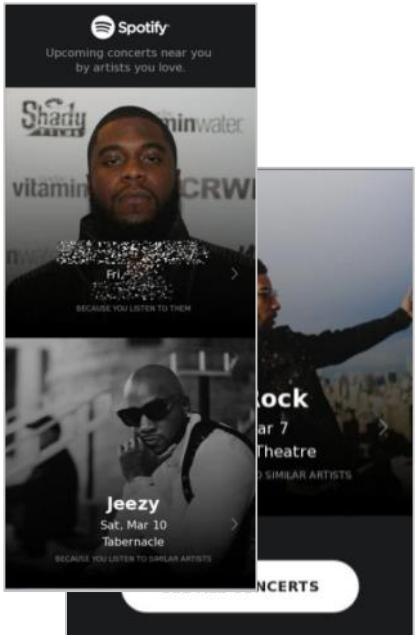
Last, last chance: \$0.99 for 3 months of Premium Urgency

Spotify Receipt

Three insights we can learn from Spotify's email program...

You can earn your user's trust by taking them on a journey during the acquisition process

Subject: Upcoming shows near Los Angeles: [REDACTED] and more



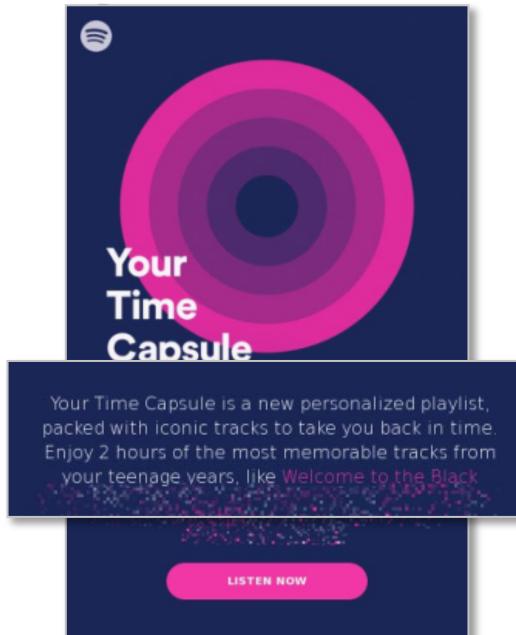
Subject: A special thank you from Imagine Dragons



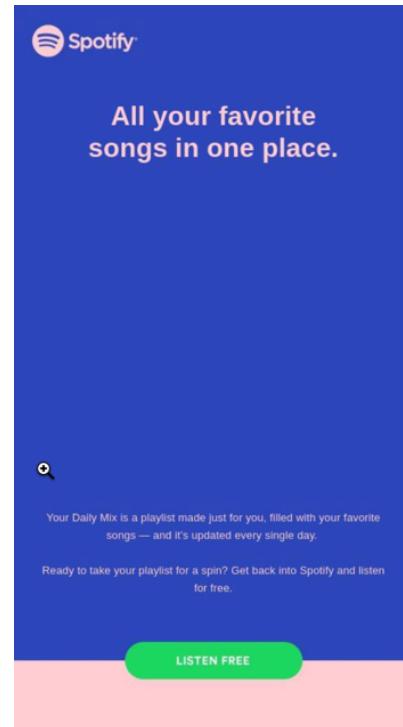
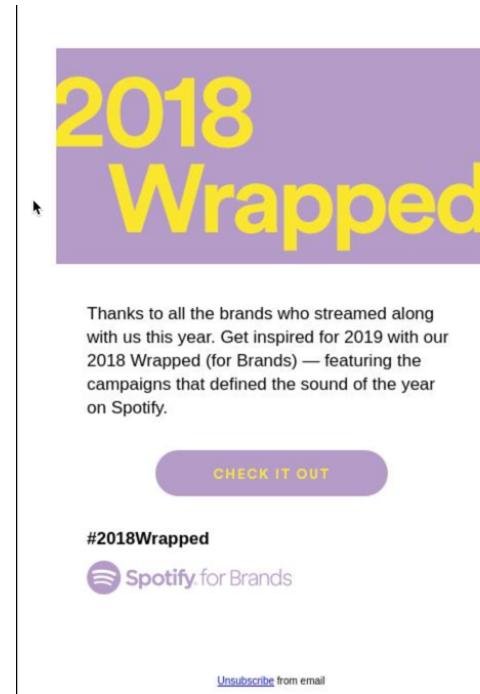
Subject: New music from Eminem & more artists you love: listen now in Release Radar



Subject: Remember Welcome to the Black Parade by My Chemical

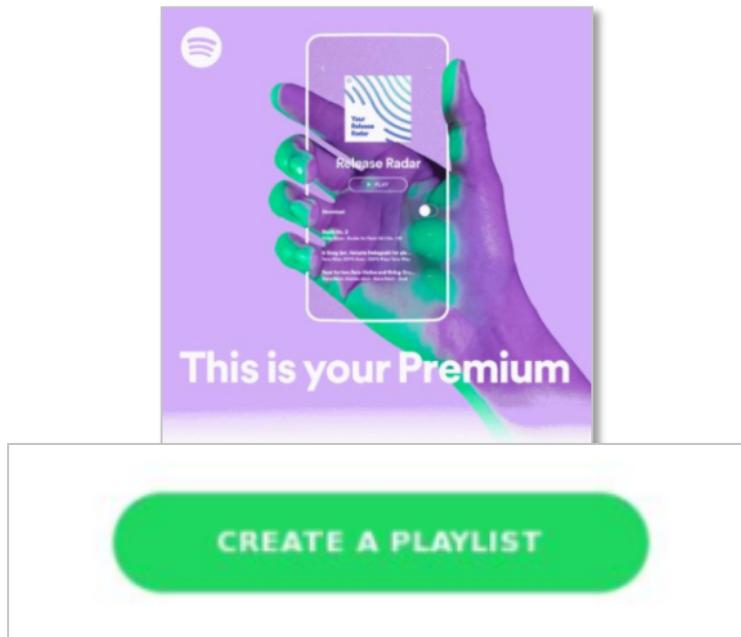


Integrating and using personal insights and data makes for a better story and increased retention

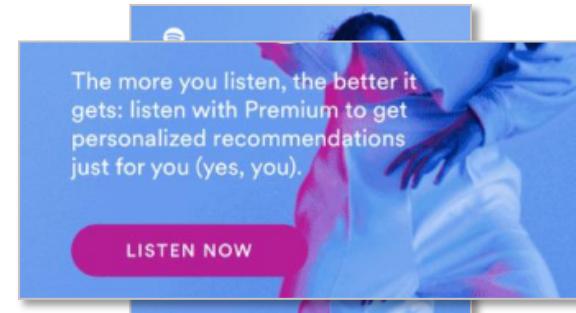


Your users need and want to hear about the benefits of the service you offer and how **THEIR** lives will be improved from it

Subject: You're in: welcome to Premium



• *Subject: You're in: Welcome to your Premium experience*



Music on demand

Play, skip, repeat.

Take it off the grid

Download your favorites to play on the go.

No ad breaks

Can't stop, won't stop.

HD sound

The crispest audio.

BENEFITS: Music on demand • No ad breaks • HD sound •
Download music • Personalized recommendations



THE INTELLIX AI NETWORK

THE MOST ACCURATE METHODOLOGY FOR GMAIL
INBOX MONITORING ON THE MARKET

A look at how some of the world's largest corporations use machine learning to gain insight into their most critical email deliveries.

The World's Largest Cloud File Storage Service and The Leading Real Estate Market Platform had the same issue....



They had no way to effectively monitor their triggered emails.

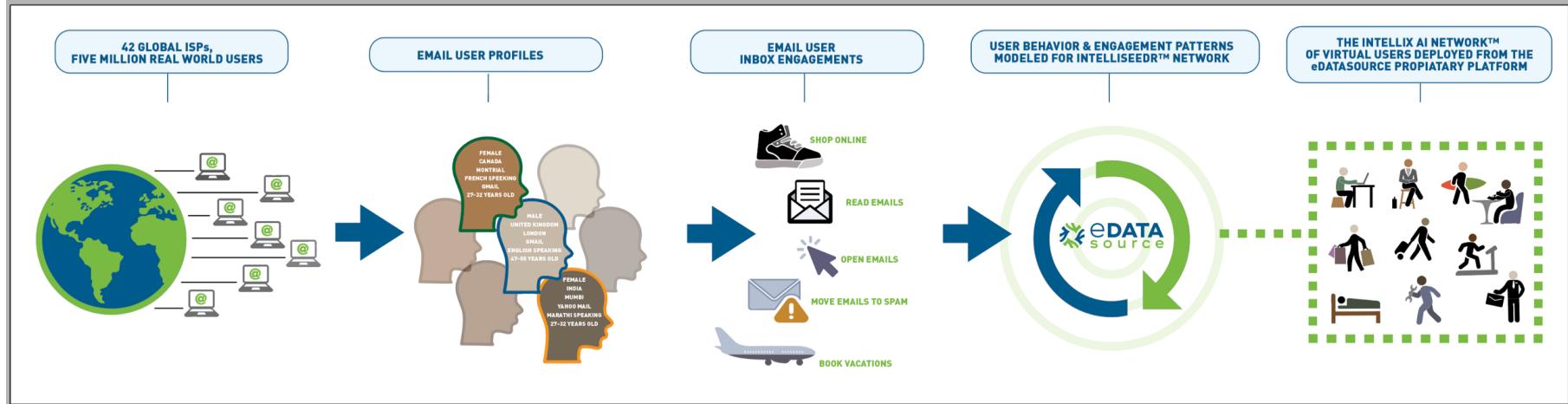
Resulting in lost revenue and frustrated customers



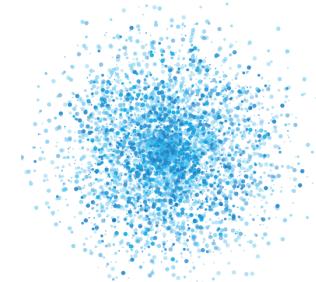
Both companies used the IntelliX AI Network™ to monitor all of their triggered email campaigns



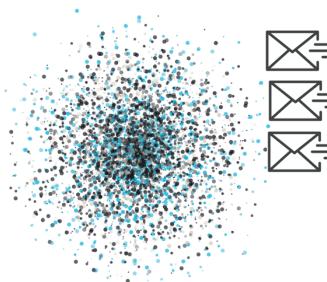
The True AI-Based Inbox Placement Monitoring



Do our file sharing invites make it to their intended recipients?



AI Triggers the Invite



IntelliUser Cluster

#1

Names
Ages
Actual Accounts
Files
Addresses
Homes
AI Engages with Email
(Read, Delete, Click)

IntelliUser Cluster

#2

Names
Ages
Actual Accounts
Files
Addresses
Homes
AI Engages with Email
(Read, Delete, Click)



Monitors for inbox placement from more than 100 IntelliUsers across the IntelliX AI Network

Aggregates and reports of deliverability of the invite triggered from the IntelliX AI Network





Hi Aniyah,

Micah Rempel

(micah.rempel.54@mail.primusnumberus.com) invited you to view the file "document_0_1559789742672.txt" on [REDACTED] box.

Micah said:

"CHECKOUT OUT THIS FILE"

[View file](#)

Enjoy!

The [REDACTED] team

Report to [REDACTED]

© 2019 [REDACTED]

2019-06-06 +6 [REDACTED] shared [REDACTED] with you 2 issues 120 no-reply@dropbo [REDACTED]
[REDACTED] 49 IP addresses Gmail 1 [REDACTED]

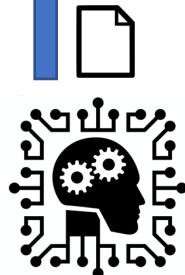
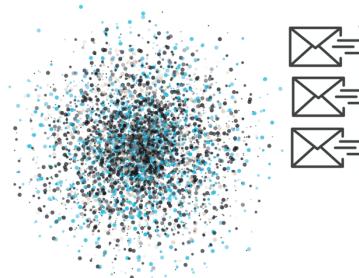
An entirely new level of monitoring and engagement is possible when IntelliUsers communicate amongst themselves and even share files.

Are critical storage limit alert notifications going to spam?

File Storage Service



File Limit Reached



IntelliX AI Network Writes Large Files to IntelliUser Accounts, triggers a storage limit reached event

IntelliUser Cluster

Names
Ages
Actual Accounts
Files
Addresses
Homes
AI Engages with Email
(Read, Delete, Click)



Monitors for inbox placement from more than 100 IntelliUsers across the IntelliX AI Network

Aggregates and reports of deliverability of the Invite triggered from the IntelliX AI Network



This is a friendly reminder that your [REDACTED] box is almost full! Sadly, it won't save any new changes until it's back in shape. Upgrade your [REDACTED] box today and get up to 3 TB (3,000 GB) of space and powerful sharing features.

Upgrade your [REDACTED]



For the first time ever, critical event notification emails can be monitored for deliverability in an environment that accurately models real-life user behaviors and engagements

Through the use of the IntelliX AI Network™ and IntelliSeeds™ both companies have gained accurate and timely insight into their dynamically-triggered email campaigns



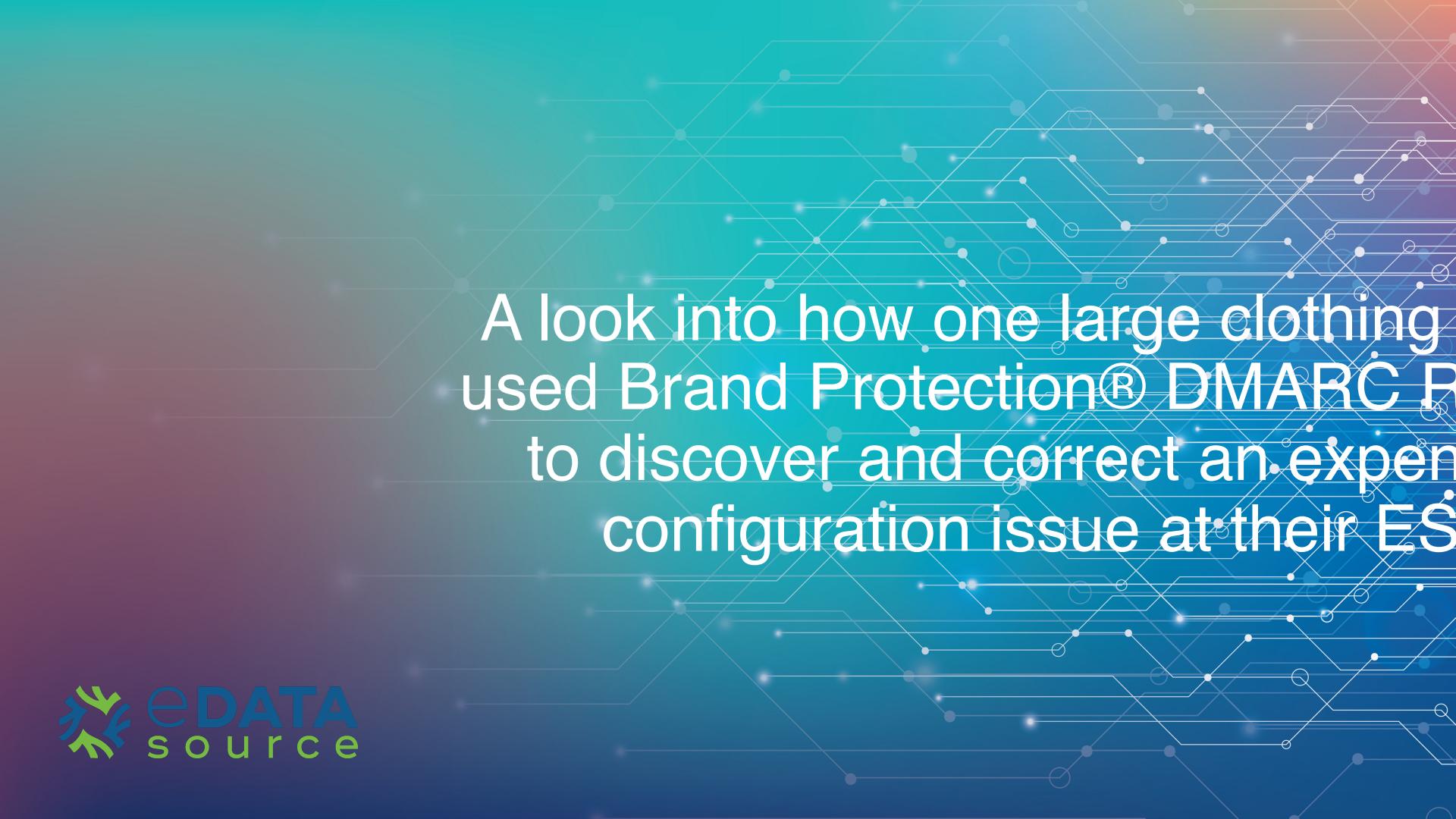
The IntelliX AI Network™ is monitoring over 100,000 Brands' email programs and actively used by 130+ of the world's Marketers and ESPs



SHOWPO

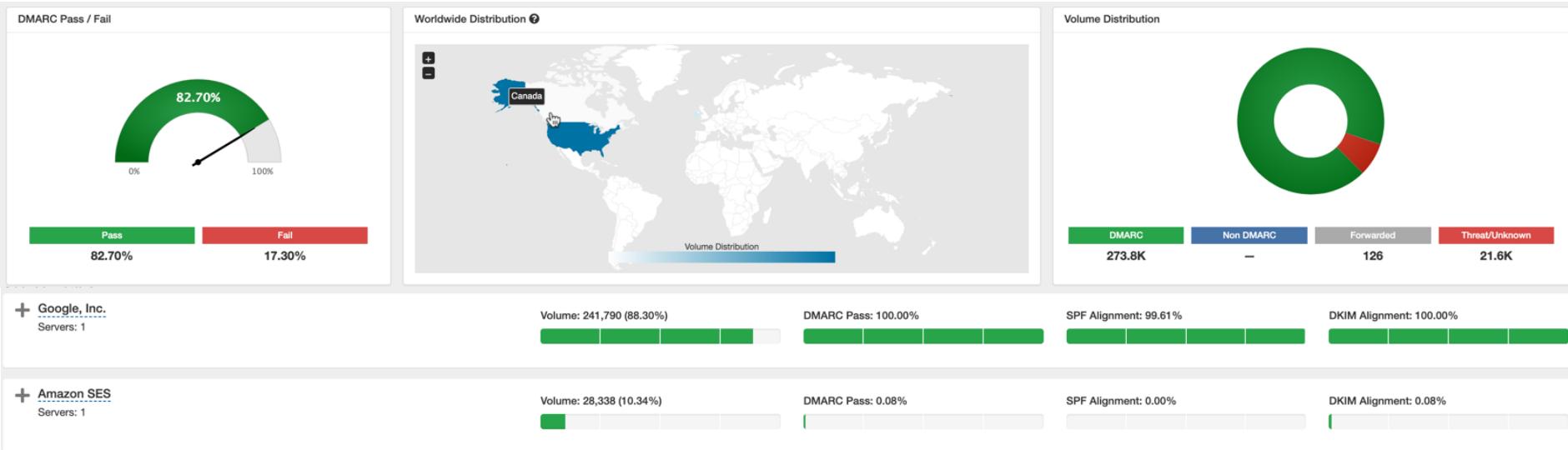


The stories don't stop there...



A look into how one large clothing used Brand Protection® DMARC® to discover and correct an expensive configuration issue at their ESP

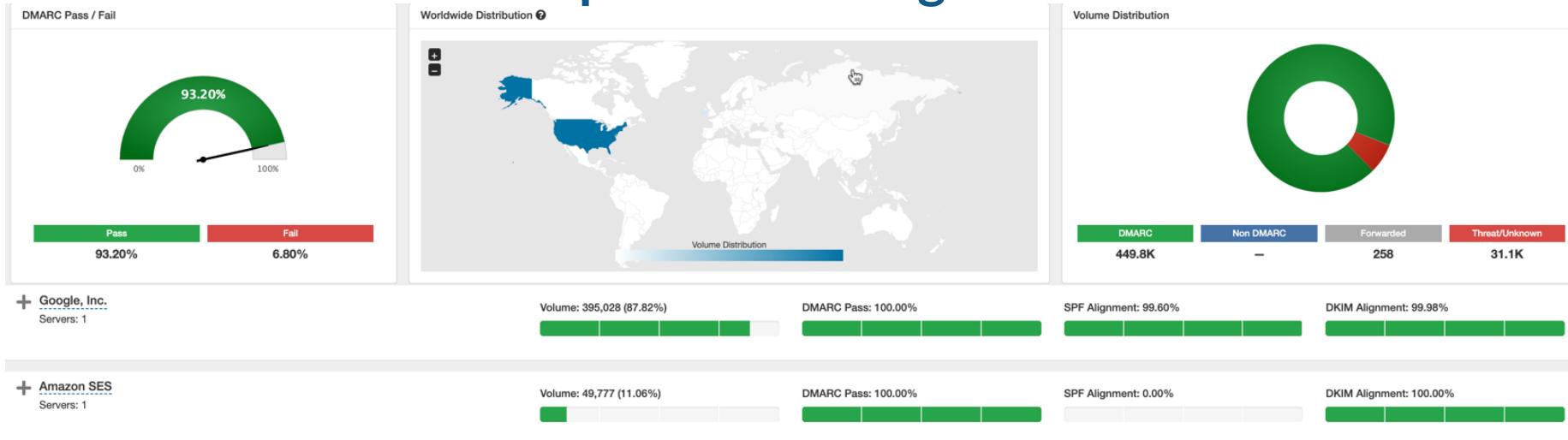
A large online fashion brand... had a hidden problem with their transactional email...



In one week, over 28,000 order confirmation and refund emails were NOT delivered to their customers at Gmail

Through the use of DMARC and
eDataSource Brand Protection®
we were able to isolate the
problem and quickly resolve the
misconfiguration

Since the fix eDataSource Brand Protection® has, through proper DMARC and DKIM signing, helped block over 30,000 spoofed messages...



Thereby ensuring over 49,000 order, shipping and refund notifications were properly received by their customers

There are countless other stories which could be shared about how brands and ESPs have used the power of email deliverability insights...

**But the most pressing question
is: What will your story be?**



eDATA
source