Maslow’s Hierarchy of Needs:
Email Edition

Charma Parker and April Mullen
Hi There!

Charma Parker
CRM Strategy Manager at Home Depot
Active Member of Women of Email

April Mullen
Director of Strategic Insights at SparkPost
Co-Founder of Women of Email
Maslow’s Hierarchy of Needs

**Physiological needs**
- air, water, food, shelter, sleep, clothing, reproduction

**Safety needs**
- personal security, employment, resources, health, property

**Love and belonging**
- friendship, intimacy, family, sense of connection

**Esteem**
- respect, self-esteem, status, recognition, strength, freedom

**Self-actualization**
- desire to become the most that one can be
Managing Shifting Priorities and Strategies

52%

Source: Crayon Sirkin Research and News Cred: How Marketers are Managing During the Pandemic
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5. **Self-actualization**
   - desire to become the most that one can be
Get to the Inbox
20%+ of all permissioned mail ends up in the spam folder
Improving the spam rate by just 1% put over $1,000,000 in annual revenue on the books.
Three major ways to improve deliverability

1. Use advanced email delivery analytics that go beyond your ESP to understand where your emails are going.
2. Only use acquisition sources that are close to your brand.
3. Segment and personalize where you can.
Provide Timely and Relevant Information
Add these staples to your next order.

**Breads & Bagels**
A selection of our freshly baked breads and bagels for breakfast, sandwiches, and more.

**Dairy**
Gallons of milk, creamy Greek yogurt, cream cheese spread, and Kids' Yogurt Tubes.

**Produce**
Fresh apples, grapes, vine-ripened tomatoes, avocado, and more.

Additional information:
- We're making it easier to stay safely at home, while still getting the groceries you need for your family. Now you can order your Panera favorites and grocetries for pickup or free contactless delivery.
- Plus, enjoy FREE DELIVERY on every order of $35 or more through 4/15 with code: FREDelivery.
Why am I not receiving my regular emails from Publix?

At this time, our focus for email is providing our customers critical information about store operations and hours. You can always find the current weekly ad at publix.com. When the time is appropriate, we will resume normal email delivery.

Thank you, first responders and hospital staff.

You’re taking care of others. Allow us to return the favor. We’ve reserved 8 a.m. - 9 a.m. on Thursdays and 7 - 9 a.m. on Fridays to give these valuable members of our community a little extra time to shop for themselves and their families.

LEARN MORE
Safety Needs
Maslow’s Hierarchy of Needs

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Ensure They Know It’s You
The Inbox is a Crazy Place!
The Promotions Tab is Especially Crowded!

Source: SparkPost Panel Data Calculation Across U.S. Gmail Inboxes
Uptick in Scams

COVID-19 News from the FBI

05.13.2020  FBI and CISA Warn Against Chinese Targeting of COVID-19 Research Organizations
05.13.2020  People's Republic of China (PRC) Targeting of COVID-19 Research Organizations
04.22.2020  Department of Justice Announces Disruption of Hundreds of Online COVID-19-Related Scams
04.20.2020  Online Extortion Scams Increasing During the COVID-19 Crisis
04.15.2020  FBI and Secret Service Working Against COVID-19 Threats
04.13.2020  FBI Warns of Advance Fee and BEC Schemes Related to Procurement of PPE and Other Supplies During COVID-19 Pandemic
04.13.2020  FBI Expects a Rise in Scams Involving Cryptocurrency Related to the COVID-19 Pandemic
04.13.2020  FBI Warns of Emerging Health Care Fraud Schemes Related to COVID-19 Pandemic
04.06.2020  FBI Warns of Money Mule Schemes Exploiting the COVID-19 Pandemic
04.06.2020  FBI Anticipates Rise in Business Email Compromise Schemes Related to the COVID-19 Pandemic

Protect Yourself from Pandemic Scammers

The head of our Financial Crimes Section discusses scams and crimes related to the COVID-19 pandemic and offers tips on how to protect yourself.
Sender Policy Framework (SPF)

Domain Keys Identified Mail (DKIM)

Domain-Based Message Authentication (DMARC)
Brand Indicators for Messaging Identification (BIMI)

Displays brand logo in the inbox to help your emails stand out

Four major benefits:

- Brand recognition
- Protection against spoofing
- Building trust with subscribers
- Helps with deliverability in mailbox providers that support BIMI

Image source: Yahoo Mail
BIMI Shows Some Promise

Are you thinking of adopting BIMI (Brand Indicator for Message Identification) in the future?

- **49.6%**: No plans
- **50.4%**: Yes, plan on implementing it in the future

Source: SparkPost 2020 Transactional Email Benchmark Study
Share Safety Information
DSW CAMP CREEK MARKETPLACE
IS OPEN
10 AM - 7 PM DAILY

TOGETHER
EVERY STEP OF THE WAY

COME ON IN
(WE’VE GOT YOU COVERED)

HERE’S WHAT WE’RE DOING TO KEEP YOU SAFE

KEEPING THINGS CLEAN
TAKING EXTRA PRECAUTIONS
LIMITING SHOPPERS IN STORE

ACCEPTING CREDIT CARDS ONLY
SUPPORTING SOCIAL DISTANCING
CONTACTLESS CURBSIDE PICK-UP, RETURNS, & SHOE DONATION

NEW! STORE TRY-ON AREAS
WE’RE DESIGNATING SAFE SPACES TO TRY ON SHOES.

YOUR HEALTH & SAFETY COME FIRST
Take Our Survey

Atlanta's Ultimate Trampoline Park & Fun Center!

Opening Friday, May 29th to Fly High
Memberships Only

We are proud to serve this community and want to assure you the health and well-being of our Guests and Team Members remain our first priority. Whenever you're ready to come jump, you will see some changes in our parks to create an environment that promotes cleanliness and social distancing. But don't worry, you will still see and feel the same thrills and excitement that you knew and love at Xrenaline.

We're taking our park cleaning procedures and frequency to the next level, including daily disinfectant spraying or fogging of the entire park using products that meet the EPA criteria for use against SARS-CoV-2, the novel coronavirus that causes COVID-19. We are also implementing new standards to reduce capacity, enable social distancing, and promote good hygiene practices within the park.

We are incredibly grateful for all the joyful memories we've made together and we look forward to making more soon. We'll bounce back from this together. See you soon!

Thank you for your support during this difficult time. We

SPARKPOST
Want opt-out of Mother’s Day emails? No problem.
Unsubscribe

LA  Lucy at Bloom & Wild
To You

Hello Gemma

I wanted to get in touch as I know that Mother’s Day can be a very sensitive time for some of us. So if you don’t want us to send you any Mother’s Day reminders this month, we won’t. Just let us know by opting out here. Then we’ll do the rest.

And don’t worry, if you opt out we’ll still keep you updated with everything else, like normal.

Best wishes,

Lucy

Lucy Evans | Customer Experience Manager
T: 020 7352 9499 • www.bloomandwild.com
Belongingness and Love Needs
Maslow’s Hierarchy of Needs

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Foster a Sense of Community
American Airlines is partnering with the American Red Cross to raise funds for their efforts on the frontlines of the COVID-19 outbreak.

Monetary donations are the best way to assist those in need at this time, which will help provide support for blood drives and critical relief services through trained Red Cross personnel who are on the ground, assisting with the outbreak.

From now through April 30, AAdvantage® members can earn 10 miles for every dollar donated to the Red Cross with a minimum $25 donation.

We thank you for your support.
SAVE UP TO 50% AND DONATE A ROOM NIGHT

On stays from July 6, 2020 to October 29, 2020

PROMO CODE: THANKYOU

BOOK NOW

SAVE UP TO 50% AND GIVE BACK TO LOCAL HEALTHCARE HEROES

For every room booked before May 17, we’ll donate a one-night stay to nurses working on the frontlines.

To show our support to the selfless nurses confronting the COVID-19 pandemic and in honor of National Nurses Week, we’re extending our Nurtures For Nurses promotion until Sunday, May 23. If you book a room now for a future stay at Great Wolf Lodge, you’ll donate a room night to a nurse so they can enjoy some much-deserved time with their families. We’re partnering with the American Nurses Association to distribute the stays to nurses, and hope to donate up to 10,000 room nights with this effort. We hope you’ll join us.

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On stays from July 6, 2020 to October 29, 2020

PROMO CODE: THANKYOU

BOOK NOW
spoiler alert

Wondering how you’ll feel in our SignatureSoft Plush shorts? We’ll let these five-star reviews give you a hint.

★★★★★

the best shorts in the world

I thought I would like these shorts. I was wrong. I LOVE THEM! They are so soft and pretty and just the best purchase ever.

— A Lou & Grey fan from Los Angeles, California

(customers receive a sweepstakes entry for submitting a review)

★★★★★

exactly what I wanted

Amazing fit and feel! And that color! OMG I am in HEAVEN in these.

— A Lou & Grey fan from Moore, Oklahoma

(customers receive a sweepstakes entry for submitting a review)

show us your #softselfie

AKA a selfie that evokes a feeling, emotion or mood related to softness (something we could all use right now).

Share yours by tagging #softselfie.

double-tap-worthy
Our African American Associate Resource Group has developed an **Allyship Resource Guide** that they’ve shared with all of us, available for downloading at [TheKrogerCo.com](http://TheKrogerCo.com). I’m thankful for the individuals who helped us quickly take this step forward, providing insightful resources for all of us to review, reflect on and learn from.

We strive to be a company that empowers and supports our associates. We not only have to listen, but we must act.

As a demonstration of our commitment to being part of the solution, and as a first step toward being a catalyst for change, our company is establishing a $5 million fund to support the advancement of racial equity and justice. This investment will be earmarked within The Kroger Co. Foundation for improving diversity, equity and inclusion.
For anyone seeking to learn more about social justice and racial inequality, we’ve curated a collection of courses to help deepen our understanding of these vital issues. These courses come from world-renowned experts and thought leaders.

In addition, as a company, we are taking more action and responsibility toward a more inclusive and just future.

- Coursera employees around the world are making financial donations to organizations dedicated to ending racism and promoting social justice.
- We are going to fund new courses dedicated to educating our global community on the topics of anti-racism, diversity, social justice, and inclusion.
- We are expanding our social impact program to provide free Coursera catalog access to additional organizations serving underrepresented communities.
- We are going to intensify our efforts towards hiring, developing, and retaining a more diverse workforce at Coursera.

We recognize that we all need to do more. Together as a community, we can develop a better, more equitable future for all.
Connect Beyond Commerce
We're all in this together

We all feel it: it's been a tough week. This is a new time for us all, and we recognize the many ways this is affecting artists, freelancers, and many in our own community.

And yet, we're so grateful to be charting these times together. We remain committed to fostering creativity as a powerful force to bring us together, and we hope that this newsletter can serve as a small bright spot amidst changing times.
Make your own Sausage and Egg McMuffin®

Our restaurants may be closed, but you can still enjoy a taste of McDonald’s for breakfast. Follow the steps below and rustle up your own version of the iconic Sausage and Egg McMuffin® at home.

What you’ll need...

English Muffin

Toasted until golden brown.

75g Sausage meat

Beaten with a pinch of salt and pepper then shape into balls. Flatten into patty shapes and cook under a pre-heated grill for 6-7 minutes on each side (as per instructions on packaging).

1 Egg

Brush the inside of a metal ring with a little oil and place in a small frying pan. Pour in just enough water to cover the base then bring to the boil. Crack the egg into the ring, cover the pan and cook for 2-3 minutes.

1 American Cheese Slice

Assemble your McMuffin® by layering the patty and egg on top of a slice of cheese... and enjoy!
Become a quizmaster in every sense of the word

People are keeping themselves entertained at home by taking part in virtual quiz nights. So, the next time you're hosting one, make it a hit with Canva. We've designed a range of new quiz templates to help you stand out while challenging your friends and family. Quizzes have never looked so good.

See quiz templates

A background for any occasion

We've added even more Zoom virtual background templates to our collection. Giving you even more choice when it comes to making your video conferences as fun or as professional as you like.

They're fully customizable and completely free, so what are you waiting for? Create a new background for your next casual catch up with friends and family or team meeting at work.

Browse templates

Focus on the background

Choose from our range of Zoom Virtual Background templates.

Customize your design and download the file.

Upload your design to Zoom and transport yourself.
5 playlists that take you there

In the coming weeks, our fellow travelers at Expedia want to bring the spirit of exploration to your inbox. Because even if taking a trip isn’t in your immediate plans, there are still ways to feel like you’re miles away. Here, we’ve gathered playlists inspired by some of our travelers’ favorite destinations.

Dreaming of Hawaii

Enjoy the beach-inspired music of the Hawaiian Islands from Israel Kamakawiwo'ole to “Tiny Bubbles.”

Listen in: Hawaii
Esteem Needs
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Reward Loyalty and Show Appreciation
• **Extensions for SkyMiles Members:** I appreciate how much you value your Status and benefits, which is why we’re making adjustments so you can continue to enjoy them whenever you’re ready to travel again. You will see these updates automatically reflected in MyProfile/MyWallet before they go into effect.

  **Medallion Status:** Your current Medallion Status will automatically be extended through 2021 whether or not you requalify. In addition, all of your 2020 Medallion Qualification Miles (MQMs) will be rolled over in 2021. If you are enrolled in Status promotions, you will also receive additional flexibility to complete those requirements.

  **Program travel benefits:** Eligible Delta SkyMiles American Express Card Members will get more time to enjoy benefits, including Companion Certificates and the $100 Delta flight credits. SkyMiles Members with Upgrade Certificates or $200 Travel Vouchers will also have additional time to enjoy those benefits.

  **Delta Sky Club® access:** If you are a Delta Sky Club Member, you’ll receive an additional six months of club membership free of charge.

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Dear April,

I hope wherever you are in the world – whether at home with loved ones or on the front lines fighting this pandemic – that you are staying healthy and safe. We thank you for your patience and understanding over the last month as you’ve experienced unprecedented schedule changes and travel disruptions. Our focus today, as always, is on getting you and your loved ones where you need to be quickly and safely.

I want to let you know about some important decisions regarding SkyMiles® Medallion® Status and benefits, travel waivers and cleanliness that will help ensure that we’re meeting your needs in this extraordinary time:

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Yes! Your Order is Confirmed!
Today at 9:30 AM

NATIVE

Jeannette, You Rock!

It was just another mundane day at our office when suddenly, Jackie took a look at the computer and her eyes widened. “We did it,” she exclaimed! “We got an order from Jeannette Kocsis!”

Laura jumped out of her chair and ran to Jackie’s desk. She didn’t even read the entire email – she just saw “Jeannette” and started screaming in delight! “O.M.G.” Laura shouted. “This is real! We have an order from Jeannette!”
Self-Actualization
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Turn Them Into Advocates
WHO YOU ARE

LIFETIME TRIPS

134

YOUR RATING

4.70

WHERE YOU'VE BEEN

Total miles traveled this year

0 3 5 0

Go long! Your mileage equates to 5,133 football fields.

YOUR YEAR IN NUMBERS

TRIPS IN THE LAST YEAR

46

5-STAR TRIPS EARNED

36

YOU'RE AN EVERYDAY EXPLORER

You like exploring every corner of the city.

You're Ubering all over town during the week.

Thank you for choosing Uber, here's to more trips together.
Are you looking to buy a home?
Need to pay down your credit card debt?
Just need a little extra cash?

Take a 10 second quiz to see which product we recommend!

Are you a homeowner?
YOU MADE IT OFFICIAL ON

05 • 28 • 09

HAPPY ANNIVERSARY
CHARMA

YOU'VE BEEN A VIP FOR 11 YEARS!

Thanks for being a VIP! It’s definitely more awesome with you as a member. We’ve got a ton of good stuff coming and we can’t wait to share it with you.

Here’s to you!

from all of us at DSW.

Roger Rawlings
Chief Executive Officer

A LOOK BACK AT THE GOOD TIMES

YOU MADE IT OFFICIAL ON

05 • 28 • 09

AND GET 50 POINTS WHEN YOU DONATE SHOES
GUILDA  🐾 @guilder_h · Apr 28
So thankful for the email marketers, developers, architects, designers and technical marketers. These are unprecedented times we currently find ourselves in yet they are still innovating, creating, coding, analyzing, developing, building, partnering & strategizing. #emailgeeks

Megan launched a new website! Boshuyzen @megbosh · Mar 18
Good morning my beautiful #emailgeeks!

It’s a new day and new emails need to be sent! Our jobs connecting with others are more important than ever. We have the unique ability to affect how people feel when they wake up and go to sleep. Don’t waste it.
Thank You and Ever Forward

april.mullen@sparkpost.com

@aprildmullen