WEBINAR

Privacy, Data, and Relevancy
Finding the Right Balance in Your Emails
Introductions

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So, **What are We Talking About?**

- How do privacy, data and relevancy overlap?
- Examples of how emails balance these factors
- 5 Guidelines on how to find balance in email marketing
Three **Things That Matter in Email**

**Privacy**

The expectation that a consumer’s data is safe, their preferences are respected and standard encryption is used to send emails.

**Data**

Information we collect, infer and leverage to create a better experience for consumers.

**Relevancy**

How we create connection with consumers. This is where context is added through recommendation engines, cultural events and personal milestones.
Creating The Trifecta

**Data + Privacy:**
Trust and the right information.

**Data + Relevancy:**
The right information and connection.

**Privacy + Relevancy:**
Trust and connection.

**Data, Relevancy + Privacy:**
The right information, trust and connection.
Be Smart With **How You Use The Data**

Consumers want to be surprised and delighted

90% of consumers say they’re willing to share their behavioral data if additional benefits are provided that make shopping cheaper or easier.

38% will stop doing business with a company if they find personalization efforts to be “creepy.”

*Source: Smarter HQ*

*Source: Gartner, 2019*
Clear call to action, wrong audience

- **Subject:** We want YOU to be a Hawks Cheerleader
- **Background:** Email was sent to a Hawks season ticket holder to promote the team cheerleaders’ prep clinic. ...The catch is that the recipient is male.
But that is not my credit limit?

- **Subject:** Angela, is it time to add to your $14,000 credit limit?
- **Background:** I signed up for Experian to freeze my credit. They have enough (wrong) personal info in this email to cause concern.
Magical memories from data

- **Subject Line:** 🌍 Angela, your 2019 update
- **Background:** Sent in the new year, this email brought back so many memories. Only a few data points were missing.
Email 4  **Groupon**

Treinoin Cream, Mars Land and Clocks, oh my!

- **Subject:** Treinoin Cream | One Acre of Land on Mars | Custom Metal Photo Clock

- **Background:** I shop on Groupon often, yet they are constantly sending things I have never shopped for.
Better for who?

- **Subject:** Thanks for choosing us on LendingTree
- **Background:** Unfortunately, I did not choose them. This was the first email I got from lending tree and at no point did I sign up for better.com.
Email 6 goodreads

Yep, a good read

- **Subject:** You finished Devoted. What’s next?
- **Background:** Email came after the recipient finished reading the book Devoted, and marked it as Read in their Kindle.
“I Declare. Relevancy!”

- **Subject:** Don't forget to finish the Office (US)
- **Background:** Watched one episode “The Fun Run,” and then got this email encouraging them to finish the full series
5 Guidelines to Find Balance
Create **Relevancy with Generalizations**

You can still be relevant without being personalized.

Personalization is powerful. But relevancy is supreme.

You can communicate with consumers using the context of the world we live in.
Consumers dislike when they receive a message and don’t understand why.

Be transparent on the “why” through context to create trust.
Relevant Actions, **Not Data Showboating**

Guiding consumers to the next action

The data you use in your emails should be used to gain trust or guide them to the next action, not to showboat how much info you have on them.

Guide consumers to the next action.
First-Party Data
Using earned/owned data over purchased

Explicit or implicit actions taken on your site can be used for personalization. However, the idea of using third-party data to enrich your site data might cross a line.
Personalization is Problem solving
Solve their problem, not yours

We don’t buy a hammer and nail to put a hole in our wall. We buy it to hang a picture.

Email personalization is the same thing; we add information to solve a problem, to give consumers guidance or reduce friction. Our job is to reduce cognitive friction, build trust and get consumers what they need.
In Summary

- Create relevancy with generalizations
- Be transparent on “why” a consumer is receiving something
- Show the relevant actions, not data showboating
- Utilize first-party data and limit third-party data
- Use personalization to solve the consumer’s problem
Q & A