

WEBINAR

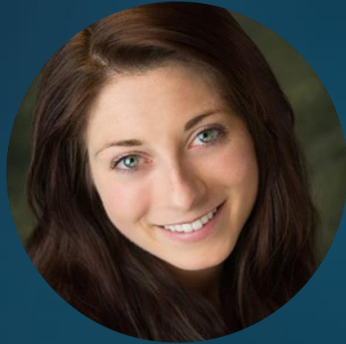


# Privacy, Data, and Relevancy

## Finding the Right Balance in Your Emails



# Introductions



*Angela Vega*  
*Senior Marketing Manager*  
Vrbo



*Syleah Allen*  
*Enterprise Account Executive*  
MessageGears

# 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.

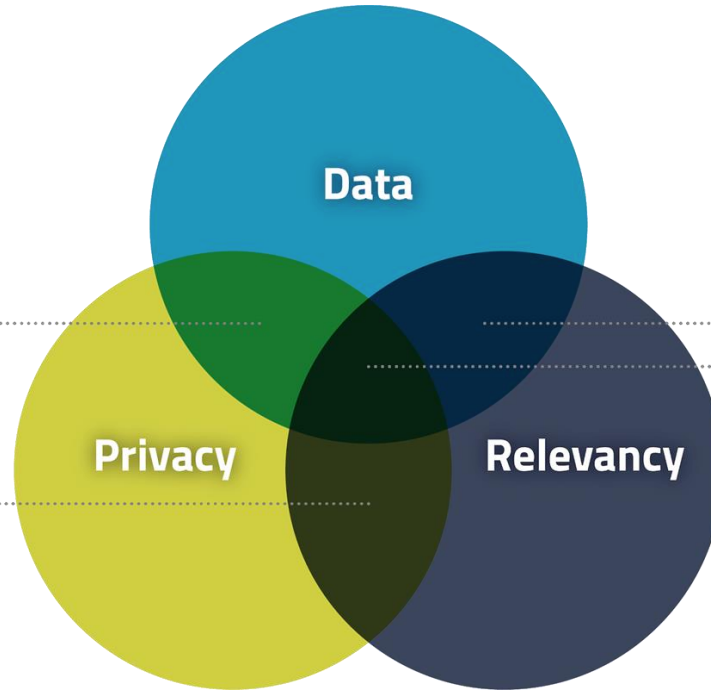


## **Relevancy**

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.

*Source: Smarter HQ*

**38%**

will stop doing business with a company if they find personalization efforts to be "creepy."

*Source: Gartner, 2019*



# Email 1 Atlanta Hawks Cheerleaders



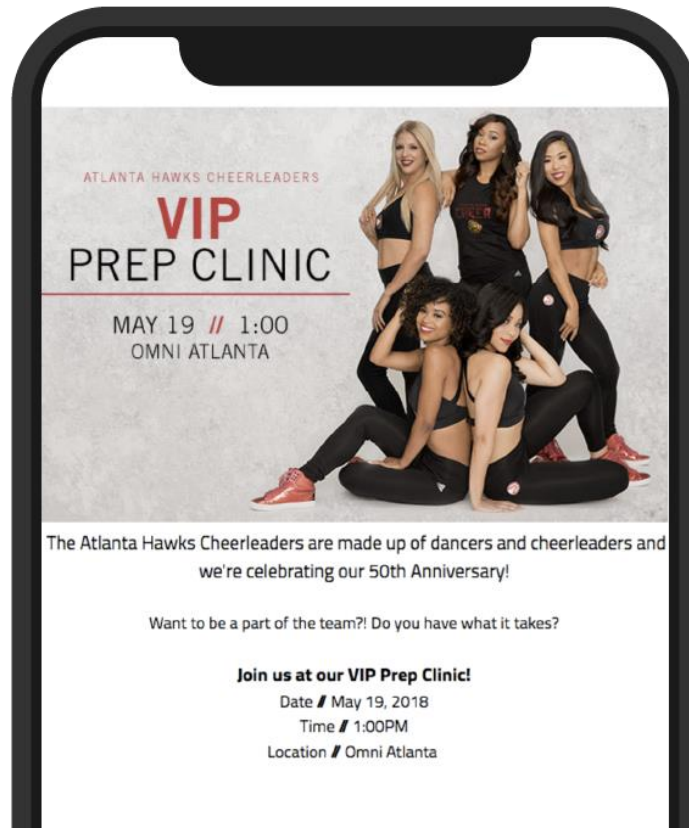
## Clear call to action, wrong audience

- **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.

Privacy

Data

Relevancy



# Email 2 Experian



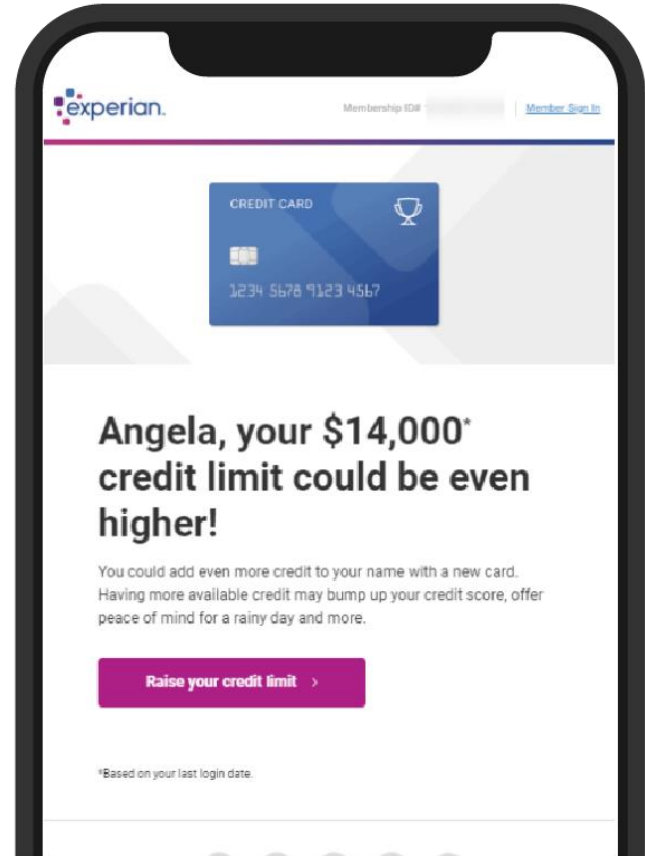
But that is not my credit limit?

- **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.

Privacy

Data

Relevancy



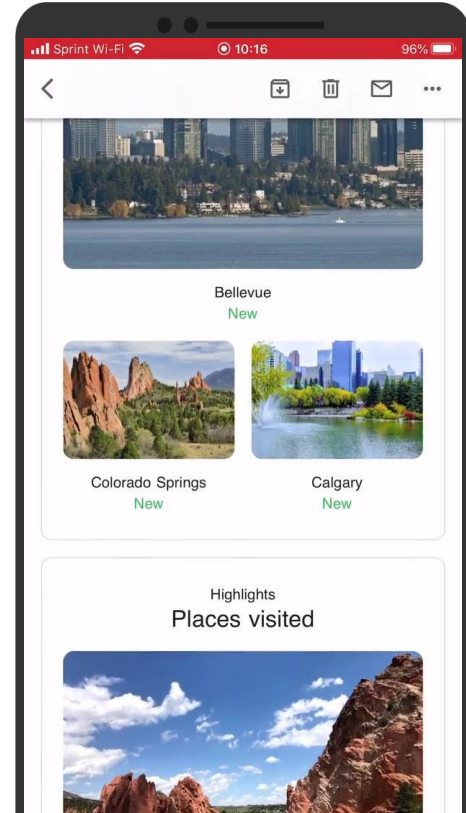
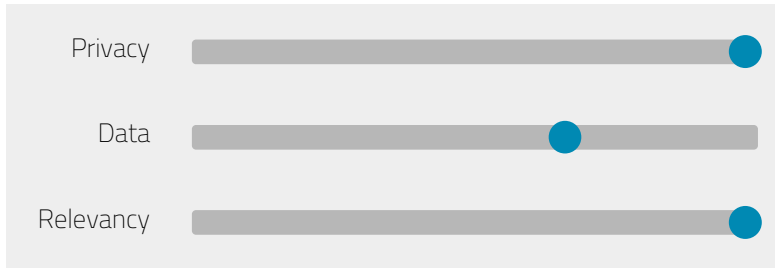


# Email 3 Google Maps



## 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.

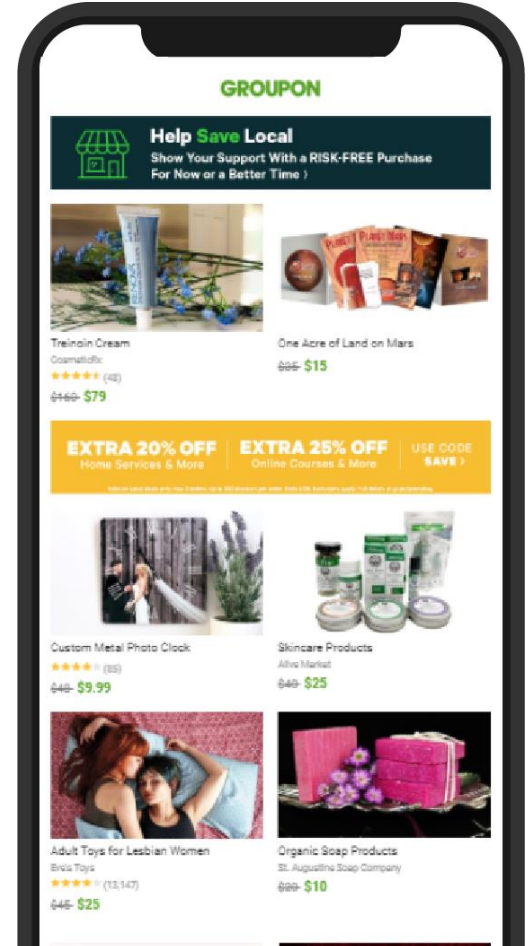
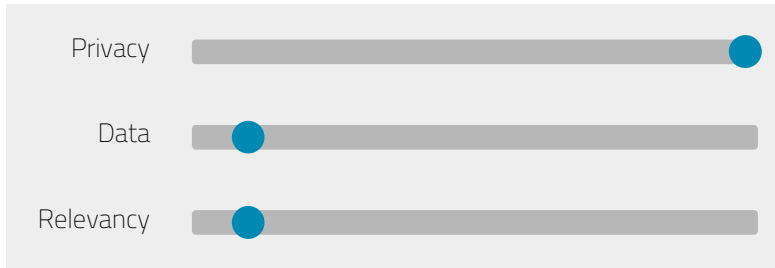


# Email 4 Groupon



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.

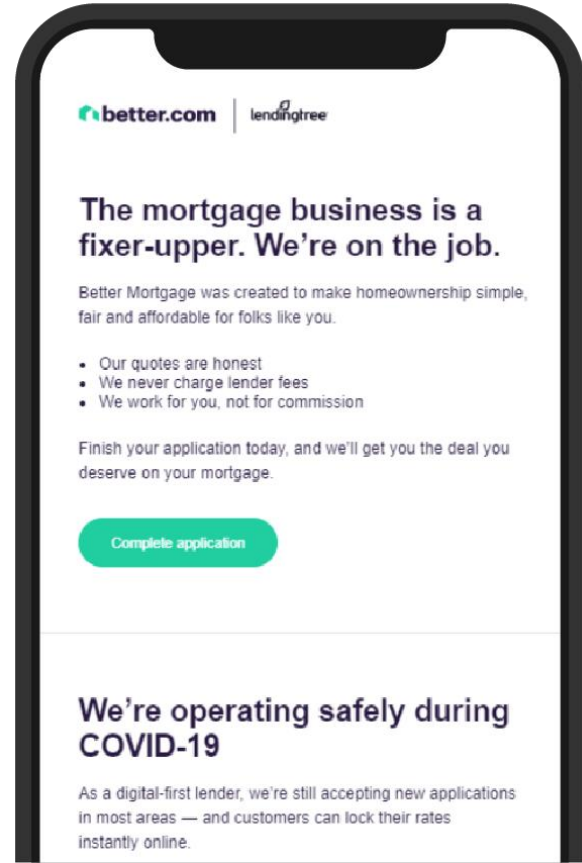
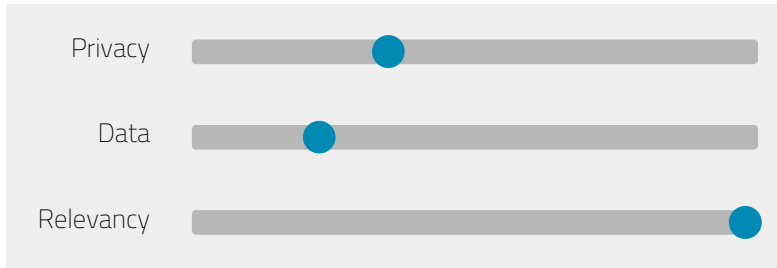


# Email 5 **Better**



## 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**



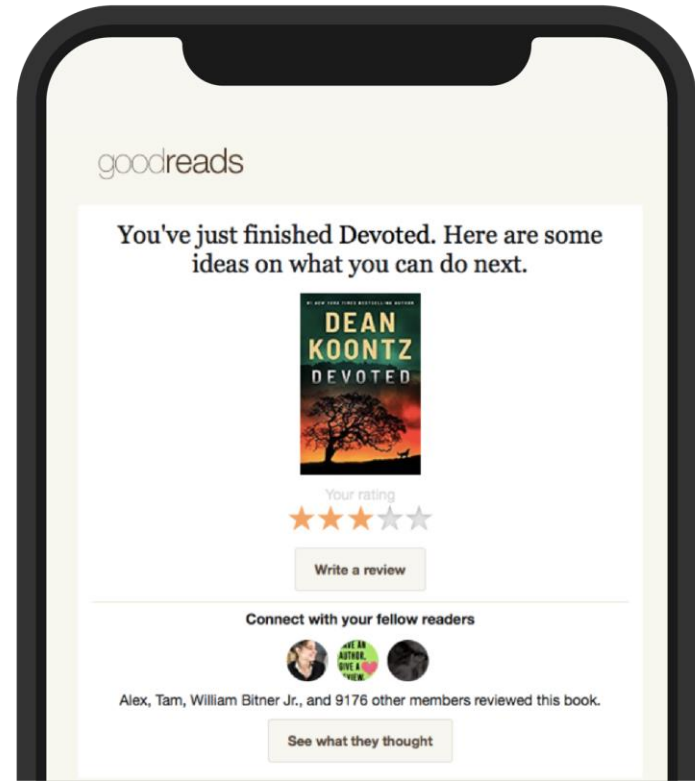
Yep, a good read

- **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.

Privacy

Data

Relevancy



# Email 7 Netflix



“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

Privacy	<input type="range"/>
Data	<input type="range"/>
Relevancy	<input type="range"/>



# 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.

SoFi **daily** news WEDNESDAY Apr 8, 2020

MARKET RECAP

Dow Jones 22,653.86 (-0.12%)	S&P 500 2,664.79 (+0.04%)	Nasdaq 7,887.26 (-0.33%)
ExxonMobil \$41.46 \$0.99 (+2.46%)	Facebook \$168.83 \$3.28 (+1.98%)	AT&T \$30.08 \$0.64 (+2.17%)

Amid evolving news + uncertainty surrounding COVID-19, your financial needs are our top priority. Find more information [here](#).

TOP STORY

### Millennials Brace for Economic Uncertainty

Okay, Boomer

Millennials, those born roughly between 1981 and 1996, are worried about their financial health as coronavirus closures wreak havoc on the economy. Even before coronavirus, millennials faced a unique set of financial challenges. For example, millennials purchasing their first home pay an average of **39% more than their baby boomer counterparts**.

CRIQUET

— DON'T MISS OUT —  
**15% OFF Your First Purchase**  
CODE: CLUBHOUSE15

## ISOLATION INSPIRATION

Outfit Ideas for your new homebody hobbies.

### EXERCISE

A more athletic look for your new cycling workout or excessive neighborhood walks.

TOUR COLLECTION

SHORTS

food **kitchen**

**LIVE FROM HOME**

**ALL WEEKEND!**

### Cook Together with Us

We know that you're turning to the comfort of the kitchen now more than ever. Everything feels (and tastes) a little more normal than #WeCookTogether. That's why your favorite Food Network chefs are back this weekend LIVE from their own kitchens.

SET A REMINDER

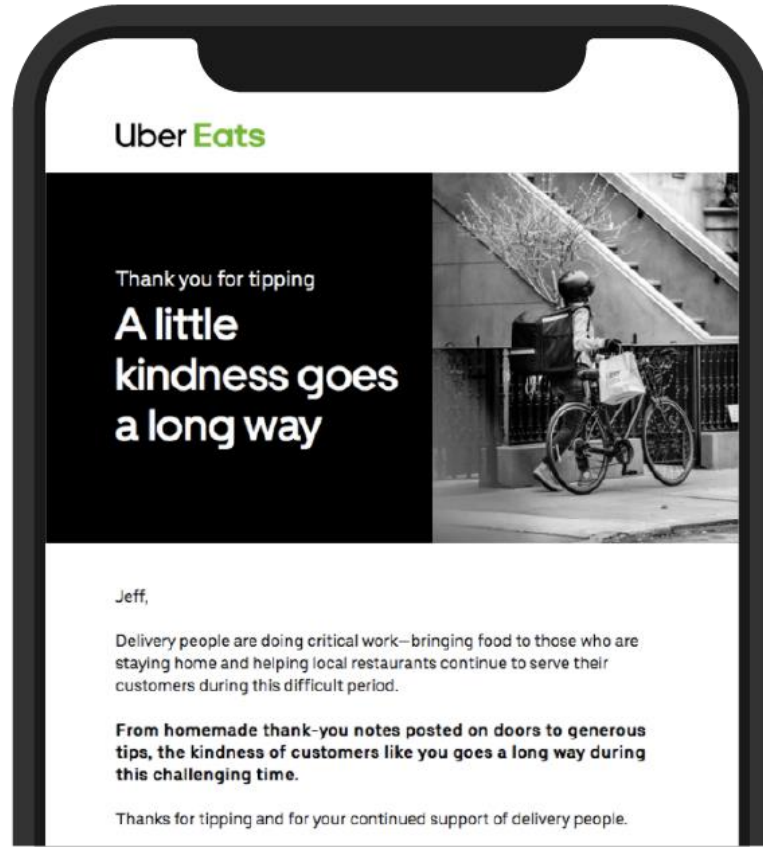


# Transparency **Adds Clarity**

Context creates trust

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.

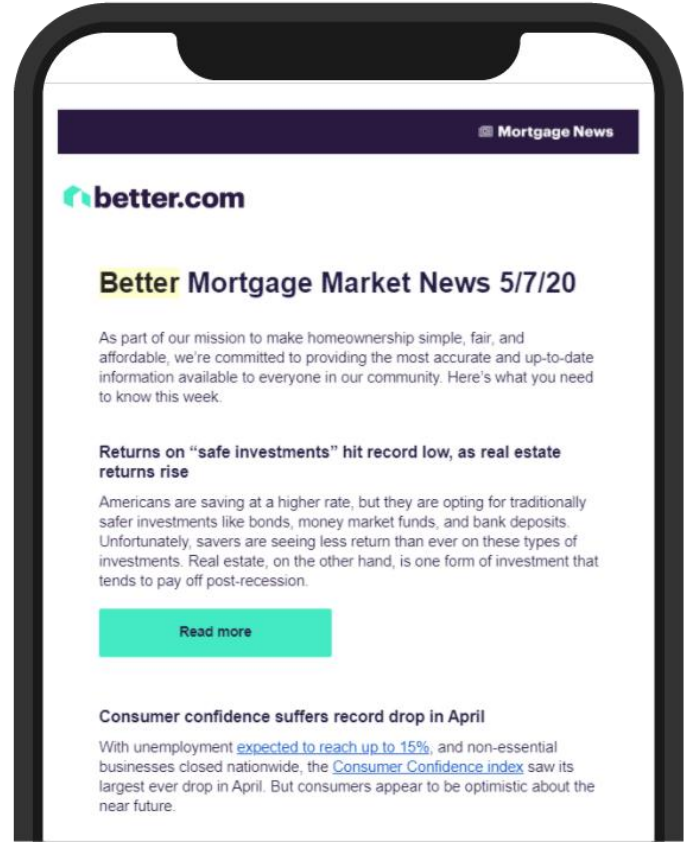


# First-Party Data

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.

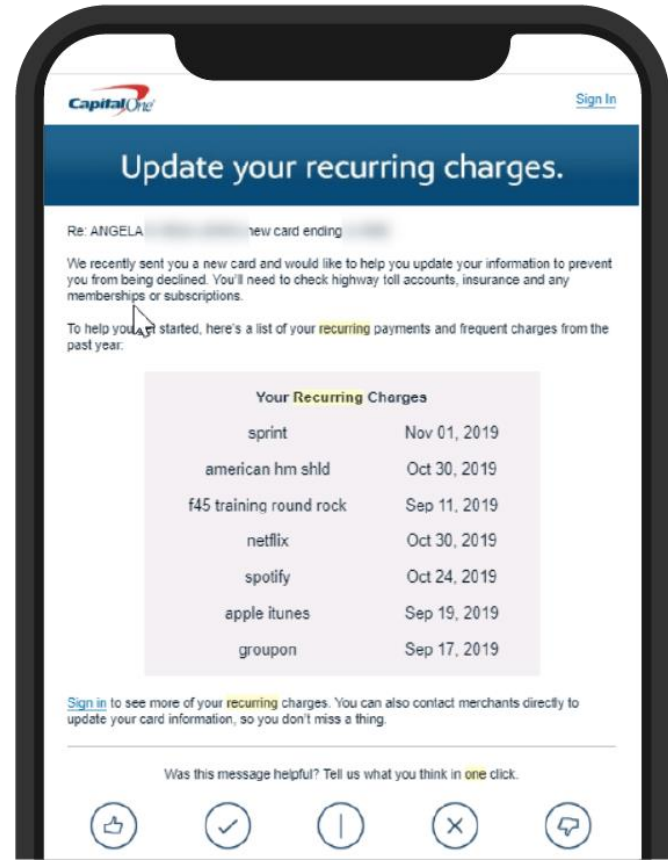


# Personalization **is Problem solving**

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