

Right Moment, Right Message: Win Consumers with Trigger Marketing



An exclusive RetailWire Webinar sponsored by:

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James Tenser

President, VSN Media

“Jamie” is an analyst and consultant to the retail and consumer products industry. His firm focuses on retail technology, merchandising, marketing, consumer behavior, shopper media, category management, service practices and all-channel retailing.

Since founding VSN in 1998, he has helped a diverse range of clients, including: Board International, American Express Co., Dial Corporation, Eastman Kodak, Del Monte Fresh Produce, Gourmet Award Foods, IBM Global Services, Cisco Systems, DemandTec, and many others.

The retail industry's premier online discussion site

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Three active, in-depth online discussions each business day

Influential community

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Collective thinking

Sharp editorial, plus the combined expertise of over 125 RetailWire BrainTrust panelists.

The screenshot displays the RetailWire website interface. At the top, there are social media icons (Twitter, LinkedIn, Facebook, YouTube, Instagram) and a navigation menu with links for FRONT PAGE, DISCUSSIONS, RETAIL NEWS, RESOURCES, BRAINTRUST, MARKETING, and ABOUT. A search bar is located in the top right corner.

The main content area features three discussion cards, each with a 'DISCUSSION' or 'BRAINTRUST' label, a title, a date (July 15, 2022), and a '23 EXPERT COMMENTS' or '3 EXPERT COMMENTS' indicator. The first card is titled 'Are consumers going to take a vacation from buying things?' and features a photo of a couple on a beach. The second card is titled 'Should Starbucks end its open bathroom policy?' and features a photo of a Starbucks storefront. The third card is titled 'Retailers applaud as Ocean Shipping Reform Act sails through Congress' and features a photo of a cargo ship.

Each discussion card includes a quote from an expert and a small profile picture of the expert. For example, the first card quotes Melissa Minkow, Director, Retail Strategy, CIBT, stating: "The ROI on shared experiences and mood-boosting activities is often much higher than that of material purchases when it comes to mental health."

On the right side of the page, there is a 'CHANGE HAPPENS.' section with a photo of a man working at a desk and a call to action: 'Learn about RetailWire marketing.' Below this is a 'TRENDING' section with a list of topics: Consumer Marketing, Online Retail, Management Strategy, Customer Service, Human Resources, Products Brands, Amazon, Operations, Retail Tech, and Category Management.

At the bottom of the page, there is a 'RESOURCES' section with three items: 'Learn the 4 Pillars of Prime Day Success' (Amazon), 'Pivoting experiential retail with omnichannel engagement' (Twilio), and '[WEBINAR] Using Trigger Marketing for Superior Customer Experiences'.

Today's agenda

INTRODUCTION

Right Moment, Right Message

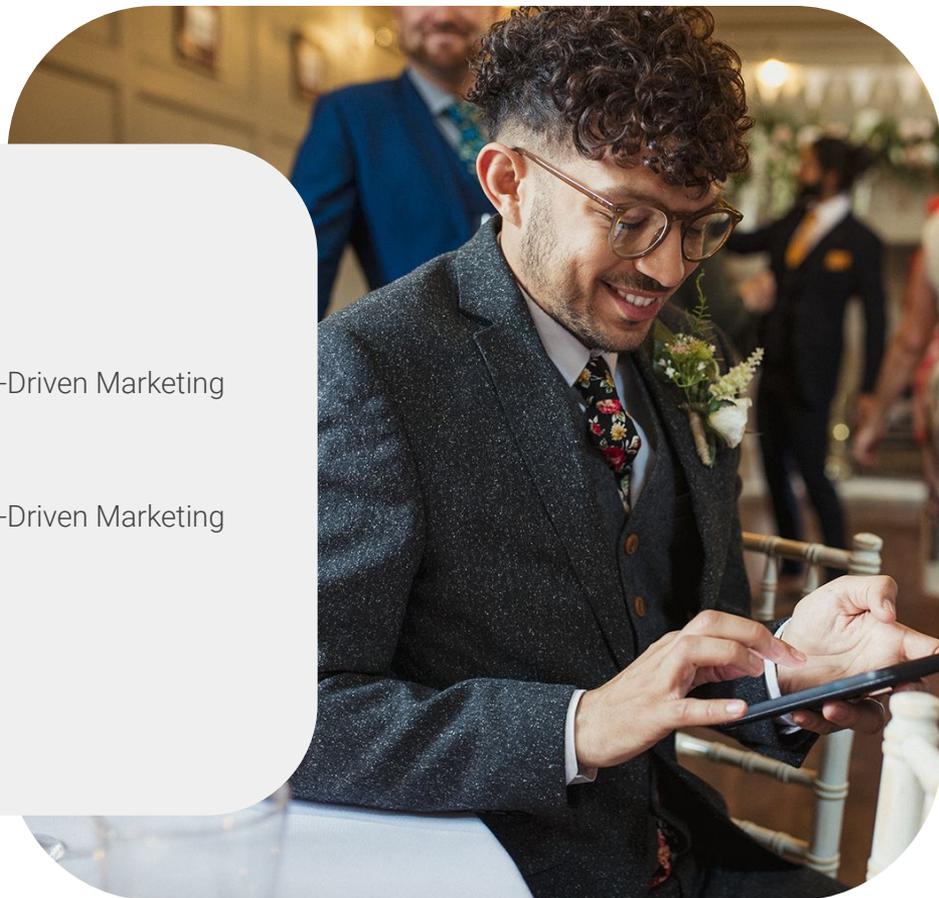
Win Consumers with Trigger Marketing

- Derek Elmerick, Managing Vice President, Deluxe Data-Driven Marketing

PANEL DISCUSSION

- Derek Elmerick, Managing Vice President, Deluxe Data-Driven Marketing
- Mark Price, Chief Data Officer, CaringBridge
- Jenn McMillen, Chief Accelerant, Incendio
- Moderated by: James Tenser, President, VSN Media

AUDIENCE Q&A



Featured presenter

Derek Elmerick

Managing Vice President, Deluxe Data-Driven Marketing

Derek is responsible for developing and guiding the marketing analytics strategy for Deluxe data-driven marketing. He oversees the database marketing and analytics group and also directs the many facets of research and development initiatives. Derek works with a highly motivated team that enjoys helping clients convert data into actionable, measurable insights that maximize shareholder value.

Prior to joining Deluxe, Derek's management consulting experience was acquired at American Management Systems where he specialized in financial services software development and systems integrations. Derek received an MA in statistics from Harvard University. He also holds an MS in mathematics from Purdue University and a BS in mathematics from Indiana University.



Right Moment, Right Message: Win Consumers with Trigger Marketing

Derek Elmerick
Managing Vice President
Deluxe Data-Driven Marketing



Why Consumer Trigger Marketing

Acquire new customers and present unique cross-sell opportunities to engage and retain existing customers by capitalizing on time-relevant life events.



Three Distinct Life Event Trigger Categories



LIFESTYLE

- Newly married
- Newly engaged
- Newly single
- New parents
- Expecting parents
- Etc.



HOUSEHOLD

- New movers
- Pre-movers
- New homeowners
- Household composition changes
- Etc.



ENTERPRISE

- New home business
- New business owners
- Young professionals

2.5mm+
unique
HHs

are experiencing one of these life stage transitions each week, on average, based on our research across multiple data providers

Life Event Trigger Data Sources

LET data is multi-sourced and verified from a mix of self-reported and publicly available feeds

- › Deed filings
- › Newspapers
- › E-commerce activity
- › Memberships

- › Public records
- › Re-location signals
- › Coupon/rebate redemptions
- › Subscriptions

- › Court filings
- › Registries
- › IP re-targeting
- › Utility and telco connections



No single trigger data source has adequate coverage, making it critical to aggregate data from multiple providers with complementary coverage

Tailoring to Your Needs

Life Event Trigger data must be tailored to your specific needs in order to maximize its value and function

Multi-Channel Execution

Data is aggregated and prepared for immediate deployment by channels of choice, including digital and direct mail

Customer Monitoring

Append LET data to your existing CRM database to monitor and engage with your own customer before your competitors do

Enhanced Attributes

Get access to additional data attributes, such as previous address and move data, phone numbers, age, gender, and more

Importance of Data Aggregation

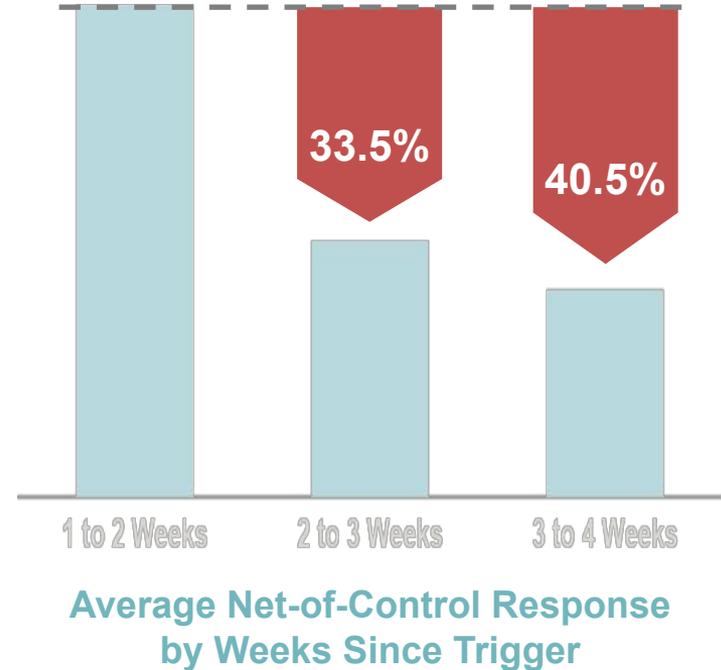
- Fewer data “blind spots” for higher weekly volumes and more callable leads
- Better execution cost efficiency:
 - More stable fixed costs
 - Lower execution costs at higher volumes
- Higher account, balance / spend, and revenue production
- Improved speed-to-market



**by aggregating
data from multiple
providers**

Speed to Market Is Key

- Marketing responsiveness declines each additional week after a life event trigger occurs
- Identifying prospects and rapidly executing a targeted marketing effort is key



KEY TAKEAWAYS

Right Moment, Right Message: Win Consumers with Trigger Marketing

EXECUTIVE SUMMARY

Trigger-based marketing programs provide an enormous expansion opportunity for marketers:

- Trigger marketing is all about relevance—mastering your data to get the right message in front of the right people at the right time
- Speed to market is a critical to success. Daily/weekly trigger programs permit nearly real-time outreach to prospects
- Using aggregated data from multiple sources generates more accounts/leads and higher balances / spend and revenues

Resource

This new whitepaper is now available!

To download your copy, [CLICK HERE...](#)

deluxe

Harness the power of **trigger marketing** to create superior customer experiences

Trigger marketing offers a smart path forward for retailers that already experience good outcomes from personalization and loyalty marketing but may be encountering some limits in their efforts to improve further and stay competitive. Learn how to connect at key moments to win new customers and cement ties with existing ones.

Produced by:

RetailWire.



WHITEPAPER

Jenn McMillen

Chief Accelerant, Incendio

Jenn McMillen is the founder of Incendio, which specializes in increasing topline revenue by turning data into revenue-generating customer programs. Prior to starting Incendio, she had a long retail career with GameStop, Michael's, Tuesday Morning, JoAnn Stores, Blockbuster and others. Today she and her team help companies solve and overcome their CRM, loyalty, and customer experience challenges.

Jenn is a nationally known loyalty and CRM expert, recognized with major industry awards for such programs as GameStop's PowerUp Rewards. She has also created and/or run loyalty and subscription programs for GNC, United Airlines, Payless and Neiman Marcus.

Mark Price

Chief Data Officer, CaringBridge

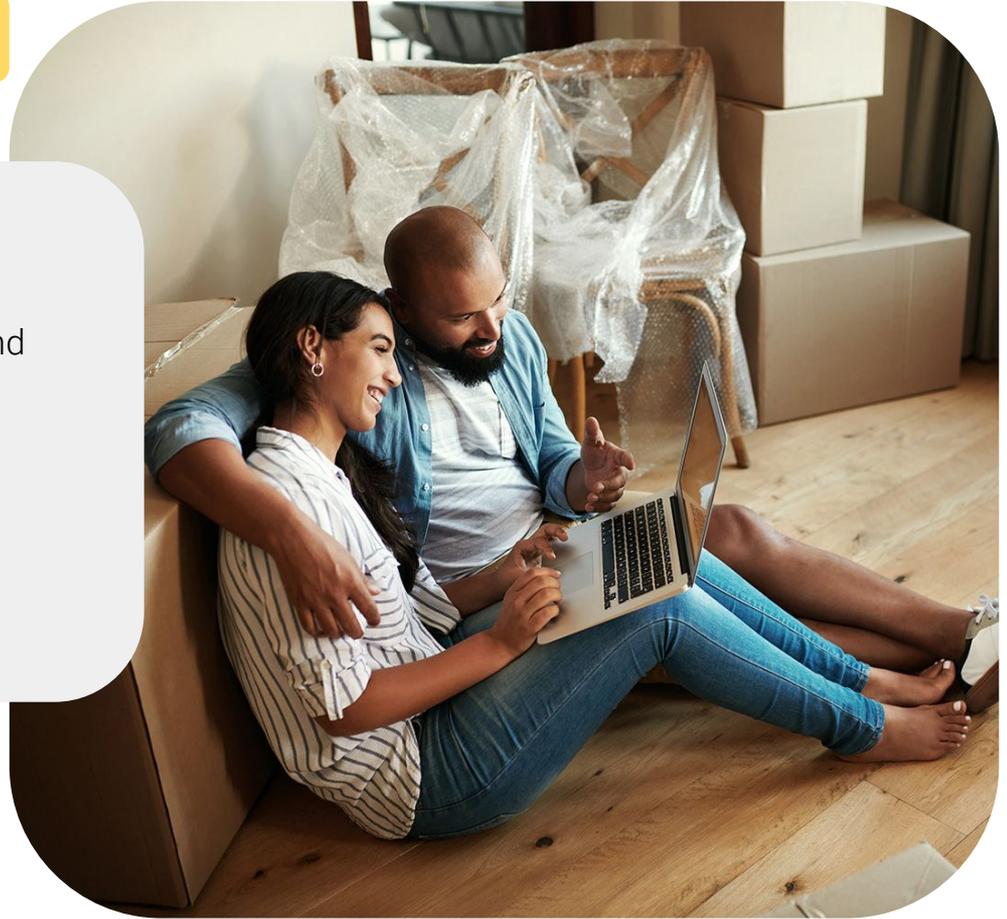
Mark Price is responsible for analytics and data management at CaringBridge. Previously, Mark was founder and managing partner of LiftPoint Consulting Group, which he led for over 16 years. He is a frequent speaker at conferences as an expert on data-driven marketing and authors articles on the same topic.

Prior to founding LiftPoint Consulting in 2002, Mark was the Practice Leader for Zamba Solutions, focusing on data warehousing, marketing automation and data mining. Mark's business experience also includes brand management at General Mills and Ralston Purina.

#1: Beyond the Walled Garden

When retail marketers do personalization, they tend to work from the shopper data at-hand – mostly from transactions and loyalty programs.

Can you talk about the limitations of doing personalization using only this first-party data?



#2: Transferable Know-how

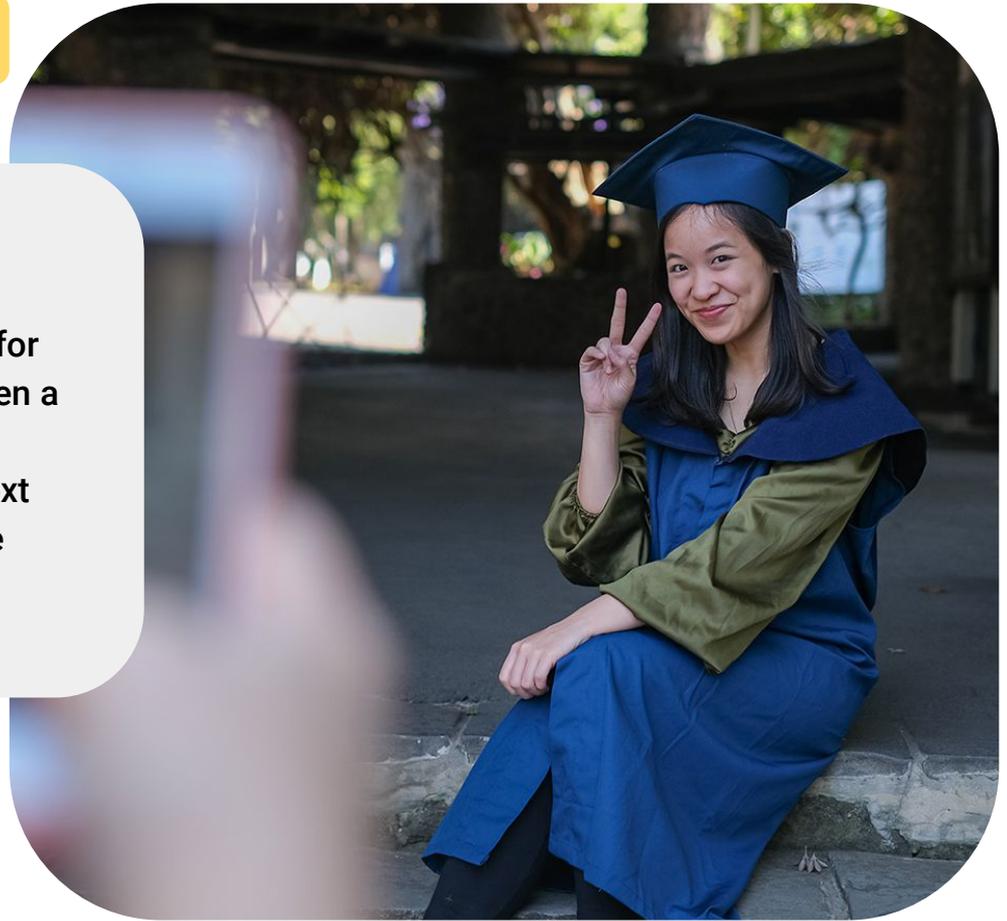
Many retailers of course have a wealth of understanding about the principles and practices involved in running loyalty programs.

How much of that knowledge is transferable to making smart decisions for marketing based on life-event triggers? Can you think of any practices that would need to be “unlearned”?



#3: New Customer Strategies

Is new customer acquisition the primary reason for retailers to add trigger marketing programs? When a new customer responds with a purchase to a well-timed relevant offer, what should happen next to ensure that this is not a one-time thing but the start of a relationship?



#4: Taste and Trust

Life events tend to be some of highly meaningful and highly emotional times for consumers.

What would you consider bad taste in trigger marketing messaging, and at what point does it get too personal? How do you institute policies to stay “within the guard rails”?



For more information...



Derek Elmerick
delmerick@fmcg.com

Website: [LINK](#)

Blog: [4 keys to successful trigger marketing campaign creative](#)

Case Study: [Pre-mover data helps retailer reach customers](#)

Blog: [Why new movers are such a compelling market for retailers](#)

Solutions Overview: [Deluxe Life Event Triggers Marketing](#)



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