

ADDING VALUE & BUILDING LOYALTY SINCE 1984

Email Marketing

A GUIDE ON HOW TO EFFECTIVELY ENGAGE YOUR MEMBERS
WITH THEIR SAVINGS PROGRAM THROUGH EMAIL MARKETING



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Access Development
Client Success Team

Introduction

At Access Development, our goal is to help you make the most out of your savings program by engaging your members, helping them save money and understanding the great benefit they receive through your organization.

Our *Email Playbook* highlights the essential marketing activities that have helped our clients achieve high member engagement and retention.

For more information regarding a specific marketing strategy, please contact your Client Success Manager or Client Service Manager.

Best Regards,

Client Success Department



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Why email is essential

What You Need to Know

When it comes to keeping your members engaged, email is the tool for the job. It is both immediate and long-lasting. It not only gives you the power to communicate world-wide, but to engage with the recipient on a personal level. And email marketing pays off. Email's return on investment is a jaw-dropping 4300 (myemma.com). And more than 88% of consumers who have made a purchase online say they purchased a product featured in an email (MarketingSherpa).

Email marketing is key to attracting your constituents to engage with your discount program and to communicate the ongoing value of the Access® network. It is a way to ensure that enrolled members are using the program to save money and expanding their engagement with your organization.

For more than a decade, Access has been creating and sending emails on behalf of our clients. With our experience, we've developed best practices to maximize the effectiveness of each send. Because technology, the marketplace, and consumer behavior evolve with time, Access is constantly adapting email best practices.

Emails play a large role in a client's overall program success. With all of the discounts we offer through our program, emails bring discounts to the forefront of members' minds. The Access program is a valuable asset when members use it, but they first need to be guided to the content. The potential of everyday engagement via email pays off in retention, involvement, advocacy, and more.



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The Value of Email in the Industry

Overview

Email has an average Return on Investment of \$38 for each \$1 spent, according to the DMA National client email report. Our email marketing program outperforms industry standards for the key performance indicators in the marketing and advertising categories. Through November 2017, Access Development beats the industry standard for click-through rates by 5% and open rates by 41%.

Thanks to the rise of smartphones and devices, email goes wherever your members go. They can read an email right away, save it for later, and search their inbox for offers they're interested in.

And the best news is, consumers prefer getting emails highlighting the value of their brands. PRNewswire found that 91% of American adults like to receive promotional emails from companies they do business with. The majority of respondents want weekly emails.



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The Value of Email in the Industry

Driving Engagement

Our clients want to provide value to their members. They need to let their members know about the value. Our data shows the importance of email marketing in driving users to the discount website. One client sent regular emails for most of 2016, but not in 2017. In 2017, the maximum number of sessions on their discount site in a month was 3,971. In 2016, in a month emails were delivered, their site saw 33,674 sessions. Regular email marketing helped account for a 748% increase in site sessions.

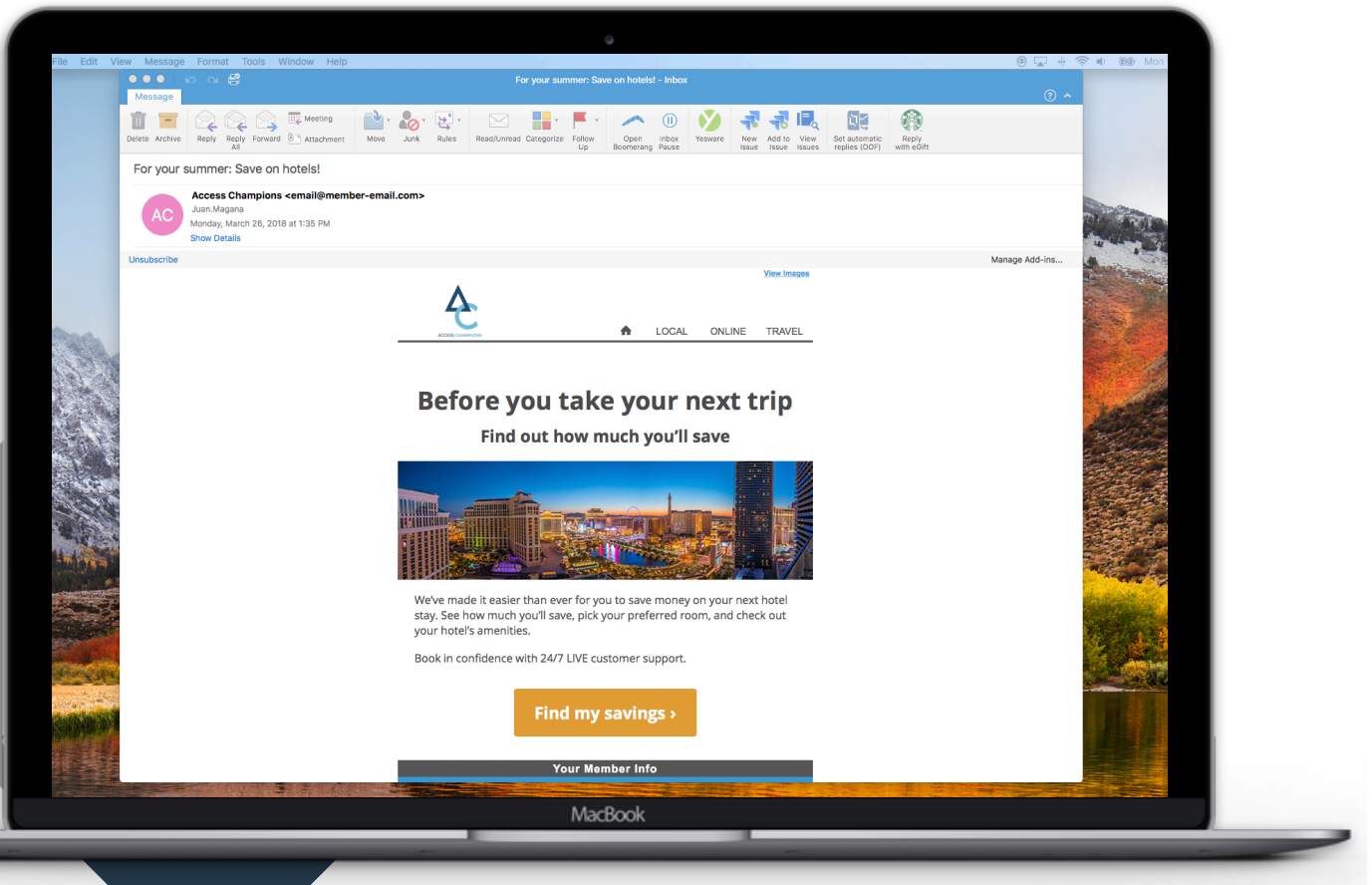


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Email Branding

Showing Your Brand on Every Email

Your organization's logo is placed on each email through a dynamic process. This allows us to send one email body to hundreds of thousands of people (across dozens of clients), with each receiving an email customized for their organization. Members will see that the email is "From" that client's group or organization in the "from" name field of their inbox.



Access Email Tracks

Types of Tracks

Emails are carefully crafted with specific, intentional campaigns. Many emails will highlight the mobile app, special/new/seasonal offers on the network. There are themes that coincide with holidays and special occasions.

Merchants are selected in advance by our Partnership Marketing team, sent to design and then on to merchant logo approval and QA.

TYPES OF EMAILS WE OFFER

- “Welcome” (intro) Email

This is the first email members will get, an introduction to the discount program. We'll send it every time a new member in a client's group is added to our system. This email will look very simple, almost entirely HTML copy. It introduces the program, shares any important member information, and provides a single button members can click to sign on to their savings site.

That simple look is intentional - it's designed and tested to best hit the user's inbox (most email programs tend to consider first-time email sends full of big images as "junk," so we try not to include many big photos in our intro email), and to make getting started on the program as simple as possible.

- “Track” (ongoing) Emails

After the welcome email, members will receive regular emails (depending on the cadence the client signed up for upon implementation).

These emails will usually highlight specific offers; either with high-percentage or high-dollar savings, we also feature our proprietary Local Deals Module in our emails. This code creates a unique list of new and exciting offers, or offers that have proven popular in the past.

We are constantly creating, A/B testing, and refining many different types of emails, adjusting our marketing for the latest trends, different seasons, and latest findings.

Access Email Tracks

Types of track

Depending on a client's subscription (what kind of categories they have available to them), regular emails will fall into one of the following categories:

Gold Track Members receive about one email per week*	Silver Track Members receive about two emails per month*	Bronze Track Members receive about two emails per month*	Dining Track members receive about two emails per month*
Includes these categories:	Includes these categories:	Includes these categories:	Includes these categories:
<ul style="list-style-type: none"> o Automotive o Car Rental o Condos & Resorts o Cruise o Dining & Food o Entertainment o Recreation o Golf o Health & Beauty o Home & Garden o Hotel o Movies o Services o Shopping o Ski & Snowboard o Travel 	<ul style="list-style-type: none"> o Dining o Shopping o Recreation o Movies o Services o Auto o Health & Beauty o Home & Garden 	<ul style="list-style-type: none"> o Dining o Shopping 	<ul style="list-style-type: none"> o Dining

*More engaged members may receive more emails based on behavior/engagement patterns.

A program may be Gold Track but only want to have their members sent 2x/month, so they'll opt them in for one of the other tracks. The downside to this is that members may miss out on being shown other categories/ discount offerings in emails.

Access emails have less than a 1% opt-out rate across our network, showing that Access emails are a true value to members.

Frequently Asked Questions

FAQs

Q- Can you tell me how my email campaign is doing?

A- Yes. If you wish, the email team can provide you with statistics on an email campaign by send, month, or year.

Q- Will the email say it's from Access Development, or my group name?

A- By default, the "from" name for the emails are by the client's group name.

Q- What email address do the emails come from?

A- All emails sent by us are from the address "email@member-email.com". This address is used because it is generic enough to fit any of our clients' groups, and has a long-standing good reputation with major email platforms, like Gmail, Yahoo, Hotmail and more. If a member were to reply to one of our emails from this address, it's routed to our Member Services Team who replies and addresses issues/questions accordingly.

Q- How do you decide what subject lines and email designs to use?

A- We test different variables every week. You can think of the best practices for subject lines and designs as evolving over time. We apply the winning tests to future sends, and discard the lower-performing tests.

Q- How do we handle opt-outs (unsubscribes)?

A- Currently, when a member clicks "unsubscribe" in the bottom of the email, that email address is removed from all future email sends. This is to ensure compliance with U.S. and Canadian anti-spam law, known as CAN-SPAM and CASL. Large fines are possible if we are found in violation of these, so we are very aggressive in making sure we comply.

About Canadian law

The Canadian anti-spam law, CASL, is so strict and fines so heavily, Access has taken every step possible to ensure we are not sending any emails to Canadian members. We can provide email HTML for other clients to send if they wish to, but we will not conduct any sends to Canadian members ourselves. We also regularly conduct internal CASL meetings to provide updates and to show intent to follow the law

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Coming Soon...

Journey Builder

The Email Product Marketing team is adopting a new service that will allow us to deliver more relevant content to users based on their interaction with past emails. For example, people who are mostly interested in restaurant discounts will see more food deals. People mostly interested in travel will be shown more travel deals.

We are also implementing a service that will allow us to see where in the inbox a message lands. Currently we can only say with certainty that an email has been delivered. But "delivered" could mean anything from the top of the inbox to the bottom of the spam folder. This new service will allow us to see how we perform and improve our inbox placement.

Testimonial About Emails

One successful Education Association had this to say about the Access emails:

"Every day we're enrolling more members, and they look forward to the emails they receive from Access about new merchant offers. We're very sensitive about our member communications, and we try to make sure they're not overwhelmed with too much information. We've had no negative feedback around the discount program, though. We're finding that Access knows exactly how often to communicate with our members and what to say. As a result, engagement is increasing and our members are saving money."



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