NEW SERVICE LAUNCH
Email Sales Pro

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sales-i™
SELL SMART

Today's Presenters

Dianne Lucca
Email Product Manager, Essendant

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Email Support, Essendant

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Channel Manager, sales-I

Caroline Casey
Business Analyst, sales-i

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Today’s Agenda

- Results from pilot resellers/early adopters
- Service overview
- Campaign types
- Requirements & costs
- Set up process
- Questions

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ESP Early Adopter Results

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Payback - Email Sales Pro

Don’t miss this easy revenue opportunity!

- ✓ In just the first three months, early adopters averaged **$26,873 to $31,678 per month in revenue**
- ✓ **$309,507 in total revenue attribution** since launch, with monthly revenue ranging from **$1,585 to $83,202**
- ✓ **Conversion of 267 dormant accounts**, purchasing as much as $15,525
- ✓ As high as **74.2% Email Open Rates**
- ✓ Up to **25% Email Click-Thru Rates**

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*Sales revenue attributed from Email Sales Pro match-back tracking November 2018 – July 2019
*Revenue attribution was calculated using match-back analysis: Tracking end customers who received an Email Sales Pro campaign email, responded to that email, and purchased products promoted in that email during the same month the email was received.

Positive Feedback from Resellers

From the beginning, I had high expectations of what Email Sales Pro could do for our company. To automatically have my past and current customers receive incentives to purchase on a monthly basis, without my interaction, was a goal of mine; Email Sales Pro made it a reality.

- V.P. Sales & Marketing, Pilot Reseller

$131,675

in sales revenue has been attributed from Email Sales Pro for this reseller.*

Email Sales Pro is an exciting program that takes an innovative approach to using our own sales data to target our customers and uncover growth opportunities in categories they aren't currently buying from. It also does it at a scale that would be hard to match manually.

- V.P. of Sales & Marketing, Early Adopter Reseller

$83,202

in sales revenue has been attributed from Email Sales Pro in the first month for this reseller.**

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*Sales revenue attributed from Email Sales Pro match back tracking November 2018 - July 2019.

*Sales revenue attributed from Email Sales Pro match back tracking May 2019.

Email Sales Pro

The next generation of Essendant Email!

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The email solution resellers are asking for!

The next generation of email marketing!

4x HIGHER **REVENUE**

18x GREATER **PROFITS**

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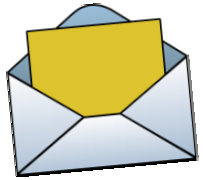
(SEMrush Report)

The Email Sales Pro Challenge:



EMAIL MARKETING

+

P.O.S. DATA

+

BUSINESS ANALYTICS

Automating a scalable, turn-key, POS-based email solution.

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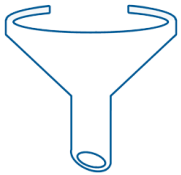
The Email Sales Pro Solution:

See higher conversions by leveraging your sales data to automatically send emails that are personalized to how and when a customer shops.



CUSTOMER SALES DATA

sales-I analyzes your point-of-sale data to identify customers who match specific buying behavior patterns.

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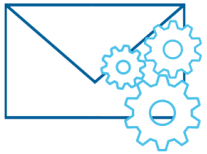

EMAIL AUTOMATION

Essendant triggers strategic email communications from a portfolio of pre-built campaigns.

=

INCREASED REVENUES

EMAIL SALES PRO

The results? Increased sales and loyalty from personalized and ongoing customer engagement!

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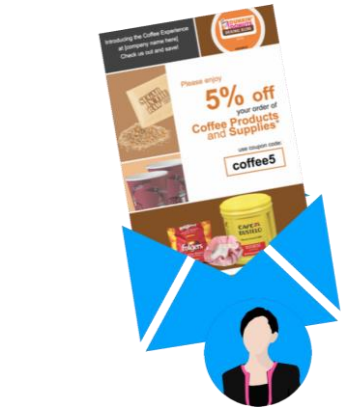
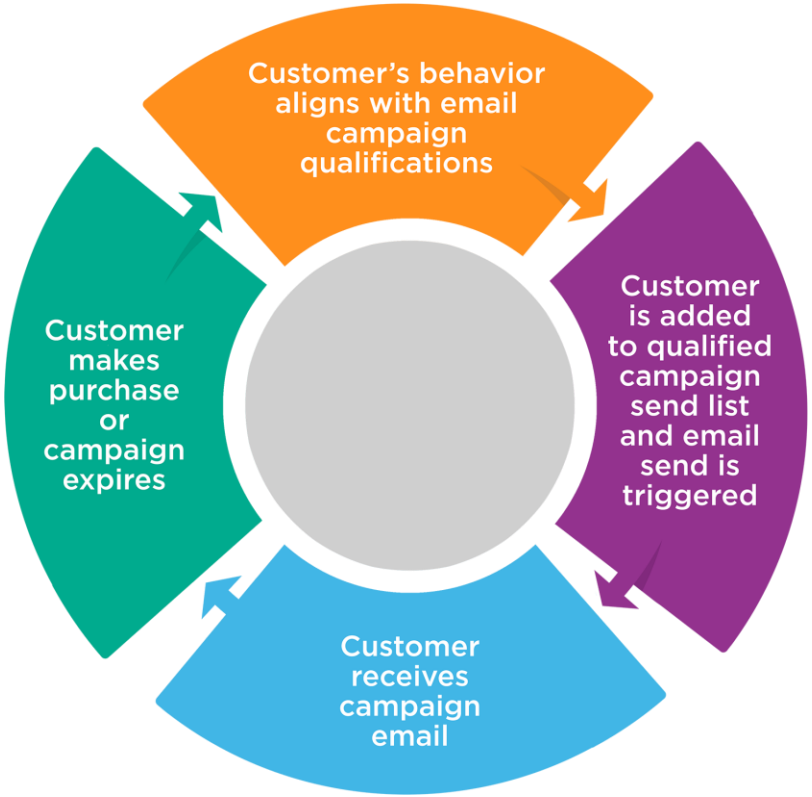
Advanced Targeting for 1:1 Communications

Different actions trigger different emails giving a relevant and unique sequence of emails





How Email Sales Pro Works

Driven by point-of-sale data for a more personalized experience

- Analyzes/uses end-consumer purchasing data
- Selects campaigns based on business rules that target specific users who match buying behavior patterns.
- Sends emails with a specific message and merchandising strategy that relates to products the end-user did or did not buy
- Provides monthly sales and email reporting for campaigns sent

Essendant and sales-i take care of the heavy lifting:

- Data analysis
- Campaign and creative development
- Email sends

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Key Benefits of Email Sales Pro

Ability to ***automatically*** deliver ***highly-targeted emails*** that:

- ✓ Build & Reward Customer Loyalty
- ✓ Increase Sales
- ✓ Retain Business
- ✓ Win Back Lost Sales

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Reseller Considerations: Email Sales Pro

Opportunity to take Email Marketing program to the next level:

- **Relevance:** Shift to more targeted 1:1 email communications
- **Better results:** Drive higher sales conversions (and email response)
- **Effectiveness:** Add major new functionality with no impact on staff (turnkey solution delivers data intelligence, campaign creation, hands-off execution and reporting)
- **Efficiency:** Automated programs running in the background, no attention needed
- **Control:** Ability to control quantity (and quality) of emails sent to contacts
- **Flexibility:** Can participate in any or all campaigns – due to targeted nature
- **Intelligence:** Monthly sales reporting

Email Sales Pro: Ease of Adoption

Essendant Email and sales-i power this “hands-off” solution

- No other systems or program requirements beyond sales-i
  - Works with most 3PVs
- No actions needed once campaigns are set up
  - Campaigns are always running and analyzing customer data
- No Marketing, IT, Analytics or Creative resources required
  - No contact list or email service maintenance
  - No analytics or business intelligence programs to run
  - No content to design

Only reseller involvement is during set up

1. Select campaigns
2. Load offers in eCommerce system

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sales-i Collaboration

The Key to Email Sales Pro Success!

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Who is sales-i?

sales-i is sales performance software created to **make selling less stressful & more profitable** for any product-based salesperson

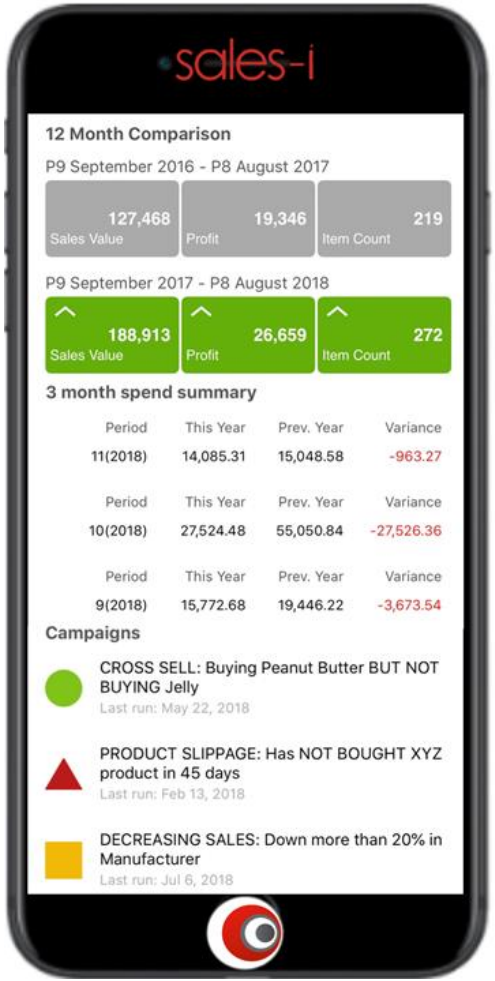
Sales intelligence tool

- Analyzes a company's customers' buying behaviors
- Aids in better customer understanding
  - What customers are buying
  - What they are not buying
  - What they should be buying
- Gains a complete picture of customers
  - Including insights into changes in customer spend

sales-i: Beyond Email Sales Pro

Alerts sales reps of when a customer stops buying for data driven conversations

- For resellers that sell a LOT of different products to a LOT of different customers
- Supports sales reps that struggle keeping track when a product line begins to slip with a customer
- Helps sales team identify:
  - Gross margin erosion
  - Category churn on products
  - Under-penetrated accounts
  - And more!



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sales-I Protects Reseller Data

Essendant only receives data related to executing campaigns

- End-user email address
- Campaign type that end-user qualifies for
- Sales data at the campaign level
    - For Essendant to understand how well campaigns are performing and to identify opportunities for improvement or changes needed

Email Sales Pro Campaign Types

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Email Sales Pro Campaign Types

1. Event Based Campaigns

Trigger promotional or relationship emails based on an event related to buying behavior.

- First Time Buyer
- Purchase Anniversary
- Churn Alert
- Time-Lapsed
- Win-Back
- *More in development!*

2. Product Based, Cross-Sell Campaigns

Drive customers to buy more products – in a new category or more in a specific category.

- JanSan Paper Category Expansion
- JanSan Cleaning Category Expansion
- Coffee Category Expansion
- Breakroom/Foodservice Expansion
- Essendant Brand Expansion
- *More in development!*

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Note: Logic is built into the system to prioritize the campaign types and limit the number of emails that an end-user can receive.

First Time Buyer

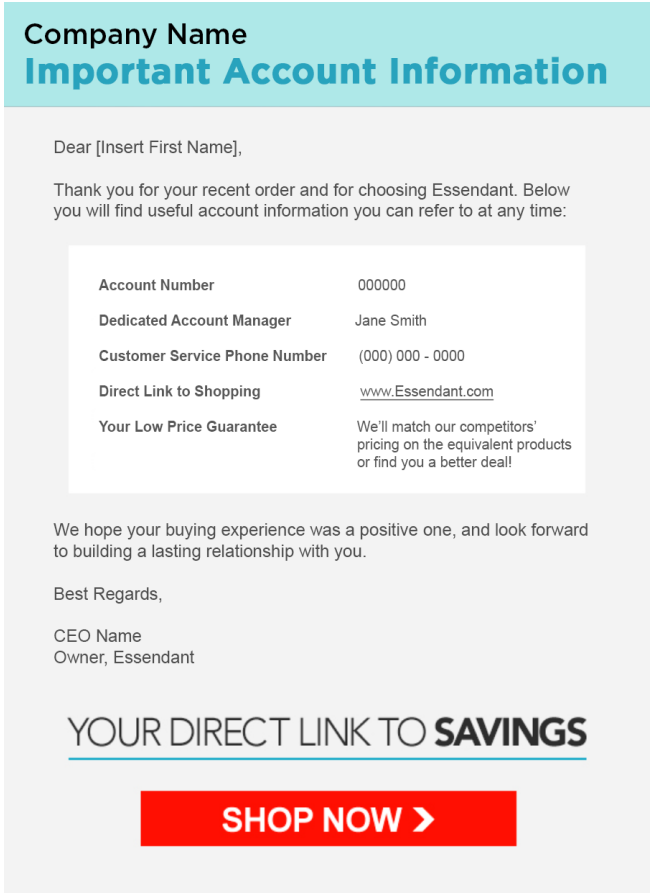
About the Campaign: Email Sales Pro identifies new customers making their first purchase and triggers up to 4 emails based on continued purchase behavior, driving customers to convert from 1-time buyers to 2- or 3-time buyers on the path to loyalty.

Leverage sales-i POS Data & Business Rules

- Identifies new customers making their first purchase
- Data pushed to DIY Email or OYB Email
  - Contact Name & Email Address
  - Sales Rep Name & Email Address
  - 1st Purchase Date
  - 2nd Purchase Date
  - 3rd Purchase Date

DIY Email or OYB Email

- Triggers Email #1 and #2 to qualifying customer(s) at specified times
- Customer contact copied to marketing email list
- #3 and #4 Emails triggered based on continued purchase behavior



Company Name

Important Account Information

Dear [Insert First Name],

Thank you for your recent order and for choosing Essendant. Below you will find useful account information you can refer to at any time:

Account Number	000000
Dedicated Account Manager	Jane Smith
Customer Service Phone Number	(000) 000 - 0000
Direct Link to Shopping	www.Essendant.com
Your Low Price Guarantee	We'll match our competitors' pricing on the equivalent products or find you a better deal!

We hope your buying experience was a positive one, and look forward to building a lasting relationship with you.

Best Regards,

CEO Name
Owner, Essendant

YOUR DIRECT LINK TO **SAVINGS**

SHOP NOW ›

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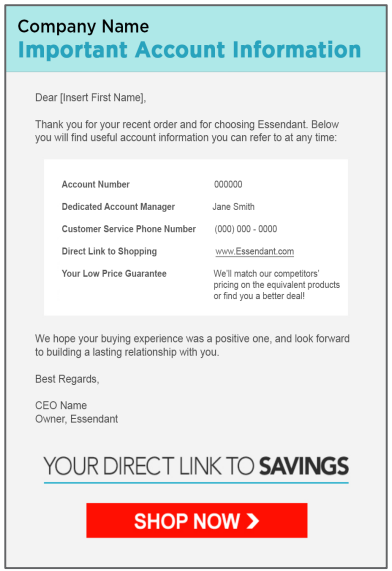
First Time Buyer Campaign (cont.)



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Purchase Anniversary

About the Campaign: Email Sales Pro identifies customers with a purchase anniversary and triggers exclusive offer/relationship emails to build customer lifetime value and incremental sales.

Leverage sales-i POS Data & Business Rules

- Tracks customer purchase anniversary

DIY Email or OYB Email

- Triggers email to customers who have a purchase anniversary in the current month

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Churn Alert

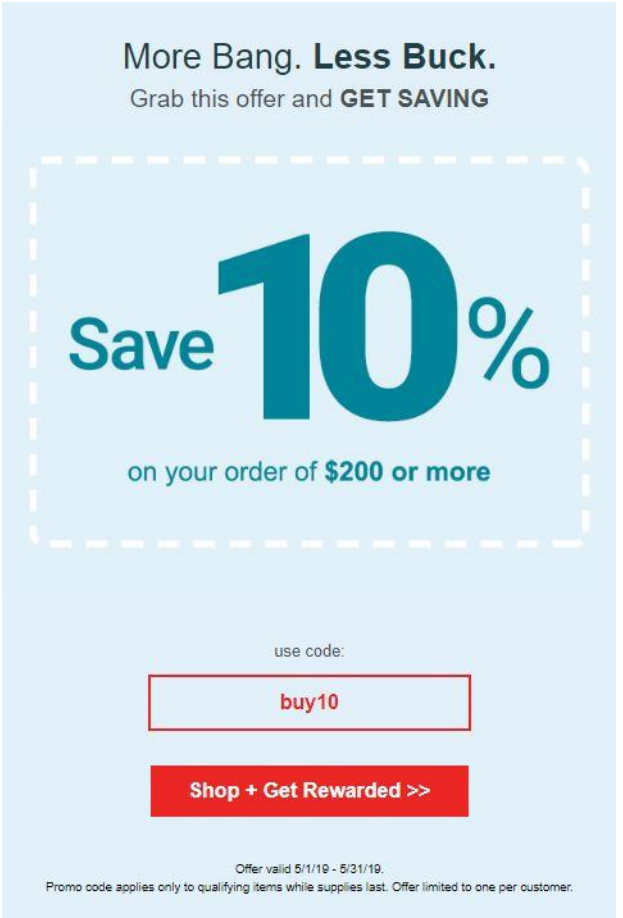
About the Campaign: Email Sales Pro identifies customers who have decreased spending and triggers email communications that target these customers with promotions to recover lost sales and drive higher value purchase volume

Leverage sales-i POS Data & Business Rules

- Identifies active customers who purchase every month but spending has decreased more than 50% over the last 6 months

DIY Email or OYB Email

- Triggers email to qualifying customer(s) with targeted message and promotional offer



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Time-Lapsed

About the Campaign: Email Sales Pro identifies customers with slowed purchase behavior and triggers personalized promotional emails to reactivate these accounts, restore purchase frequency, and drive incremental sales.

Leverage sales-i POS Data & Business Rules

- Identifies customers who purchased in the last 3 months, but have not purchased again in the last 2 months

DIY Email or OYB Email

- Triggers email to qualifying customer(s) with targeted message and promotional offer

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Win-Back

About the Campaign: Email Sales Pro identifies dormant customers and triggers emails with aggressive promotions to convert these inactive customers into active buyers with incremental sales.

Leverage sales-i POS Data & Business Rules

- Identifies customers who have not made a purchase in the last 6 months
  - Flexible logic based on reseller's customers' purchase cycle

DIY Email or OYB Email

- Triggers email to qualifying customer(s) with targeted message and promotional offer

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JanSan Category Expansion: Cleaning & Paper

About the Campaigns: Email Sales Pro identifies active customers who do *not* purchase specified JanSan products, and triggers email promotions to convert these JanSan non-buyers to buyers and increase share of wallet.

Leverage sales-i POS Data & Business Rules

- Identifies active customers who have made a purchase in the past 30 days but have *not* purchased any of the qualifying Jan San sku's in the last 6 months.

DIY Email or OYB Email

- Triggers email to qualifying customer(s) with targeted message and promotional offer

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Coffee Category Expansion

About the Campaign: Email Sales Pro identifies active customers who do *not* purchase coffee, and triggers email promotions on coffee and coffee supplies to convert these coffee non-buyers to coffee buyers and increase share of wallet.

Leverage sales-i POS Data & Business Rules

- Identifies active customers who have made a purchase in the past 30 days but have *not* purchased coffee in the last 6 months.

DIY Email or OYB Email

- Triggers email to qualified customers with targeted message and promotional offer.

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Breakroom/Foodservice Expansion

About the Campaign: Email Sales Pro identifies active customers who buy coffee but do not buy other Breakroom/Foodservice supplies, and triggers email promotions to drive purchases of these products.

Leverage sales-i POS Data & Business Rules

- Identifies coffee customers who purchased in last 3 months and have not bought any other Breakroom Supplies or Foodservice products during the last 3 months

DIY Email or OYB Email

- Triggers email to qualified customers with targeted message and promotional offer.
- *A coupon and non-coupon email version are available*

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Essendant Brand Expansion

About the Campaign: Email Sales Pro identifies active customers who currently purchase a particular category but do not purchase Essendant brands in that category, and sends an email focused on increasing customers' awareness and sales of Essendant brand products.

Leverage sales-i POS Data & Business Rules

- Identifies customers that purchased a specific category (Furniture, Jan San, Office, Tech) in last 3 months and have not bought Essendant brand items in that particular category in the last 3 months

DIY Email or OYB Email

- Triggers email to qualified customers with targeted message and promotional offer. (Alera, Boardwalk, Universal, Innovera)
- *A coupon and non-coupon email version are available*

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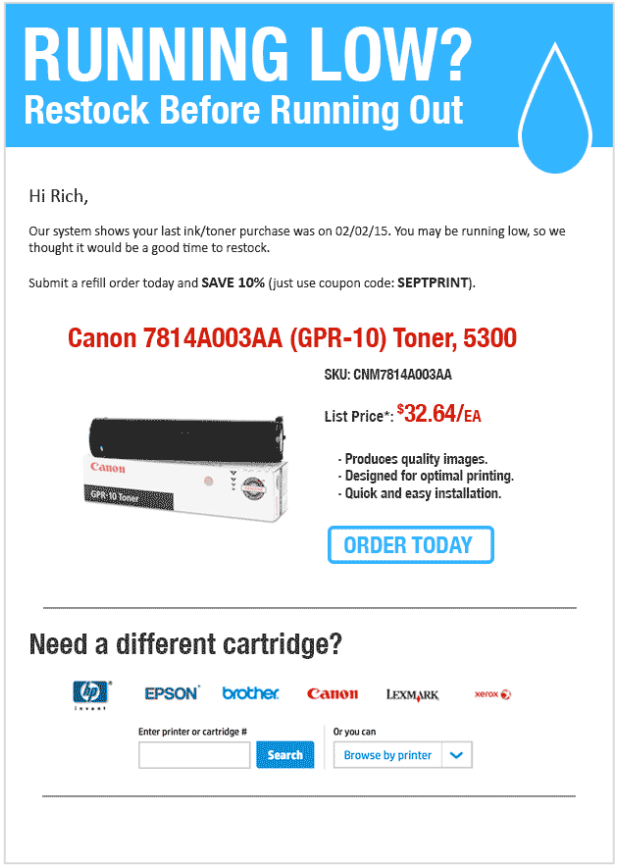
Replenishment & Subscription Campaigns - TBD

Leverage sales-i POS Data & Business Rules

- Identify customer purchase patterns for disposable product orders, and trigger refill orders.
  - Paper, Ink, Coffee, etc.

DIY Email or OYB Email

- Triggers email to qualifying customer(s) daily, prior to their purchase pattern date



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Campaign Development

Working to bring the best selection of campaigns!

- Additional campaigns are in development
- Working with pilot and early adopter resellers to develop even more
- All campaigns go through testing to make sure they provide a measurable impact to resellers

Will End-Users Get Blasted with Emails?

NO!

- Highly targeted = Not all customers qualify for every Email Sales Pro campaign

- Logic is built into the system to prioritize the campaign types for limiting the number of emails that an end-user can receive
  - As the most sophisticated of the Essendant email campaigns types, Email Sales Pro is prioritized

Email Sales Pro…

… *Making it Happen!*

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Costs & Requirements for Email Sales Pro

Essendant DIY or OYB Email

- Email Sales Pro included at no additional charge

For New sales-i Resellers

- **License: 2 Options> Lite or Full**
  1. **sales-i Lite license**
     - $250/month for hands-off, turnkey solution
     - One-time charge set-up fee ($1,500 - $2,000 depending on size of reseller data load)
  2. **sales-i Full License**
     - For new sales-i full license, Email Sales Pro is included at no additional charge
     - See sales-i for full license pricing

Activation Process: Email Sales Pro & sales-i

Key Activities:

1. Sales-i sets up your account
2. **You fill out the enrollment form here**
   - **Select campaigns and finalize business rules and offers**
3. sales-i sets up business rules in your sales-i account
4. Essendant sets up campaigns in your DIY or OYB Email account
5. **You add campaign coupon codes to your eCommerce website**
   - **Steps vary by eCommerce platform**
6. **You provide suppression list(s), working with Email Support (optional)**
7. **You receive reports, review for optimization**

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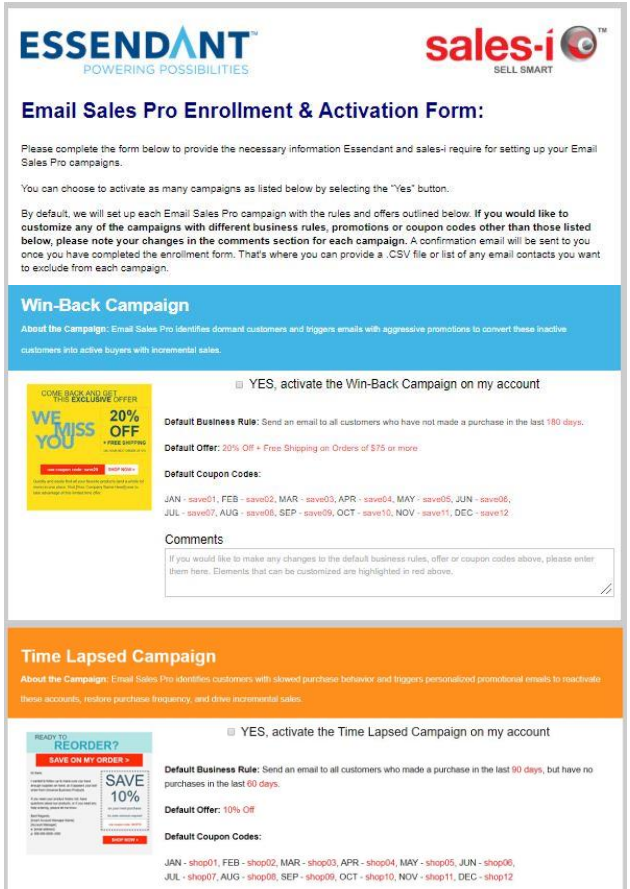
Email Sales Pro Enrollment Form



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sales-i
SELL SMART

Email Sales Pro Enrollment & Activation Form:

Please complete the form below to provide the necessary information Essendant and sales-i require for setting up your Email Sales Pro campaigns.

You can choose to activate as many campaigns as listed below by selecting the "Yes" button.

By default, we will set up each Email Sales Pro campaign with the rules and offers outlined below. **If you would like to customize any of the campaigns with different business rules, promotions or coupon codes other than those listed below, please note your changes in the comments section for each campaign.** A confirmation email will be sent to you once you have completed the enrollment form. That's where you can provide a .CSV file or list of any email contacts you want to exclude from each campaign.

Win-Back Campaign

About the Campaign: Email Sales Pro identifies dormant customers and triggers emails with aggressive promotions to convert these inactive customers into active buyers with incremental sales.

COME BACK AND GET THIS EXCLUSIVE OFFER
WE MISS YOU
20% OFF
+ FREE SHIPPING

YES, activate the Win-Back Campaign on my account

Default Business Rule: Send an email to all customers who have not made a purchase in the last 180 days.

Default Offer: 20% Off + Free Shipping on Orders of $75 or more

Default Coupon Codes:

JAN - save01, FEB - save02, MAR - save03, APR - save04, MAY - save05, JUN - save06,
JUL - save07, AUG - save08, SEP - save09, OCT - save10, NOV - save11, DEC - save12

Comments

If you would like to make any changes to the default business rules, offer or coupon codes above, please enter them here. Elements that can be customized are highlighted in red above.

Time Lapsed Campaign

About the Campaign: Email Sales Pro identifies customers with slowed purchase behavior and triggers personalized promotional emails to reactivate these accounts, restore purchase frequency, and drive incremental sales.

READY TO REORDER?
SAVE ON MY ORDER >
SAVE 10%

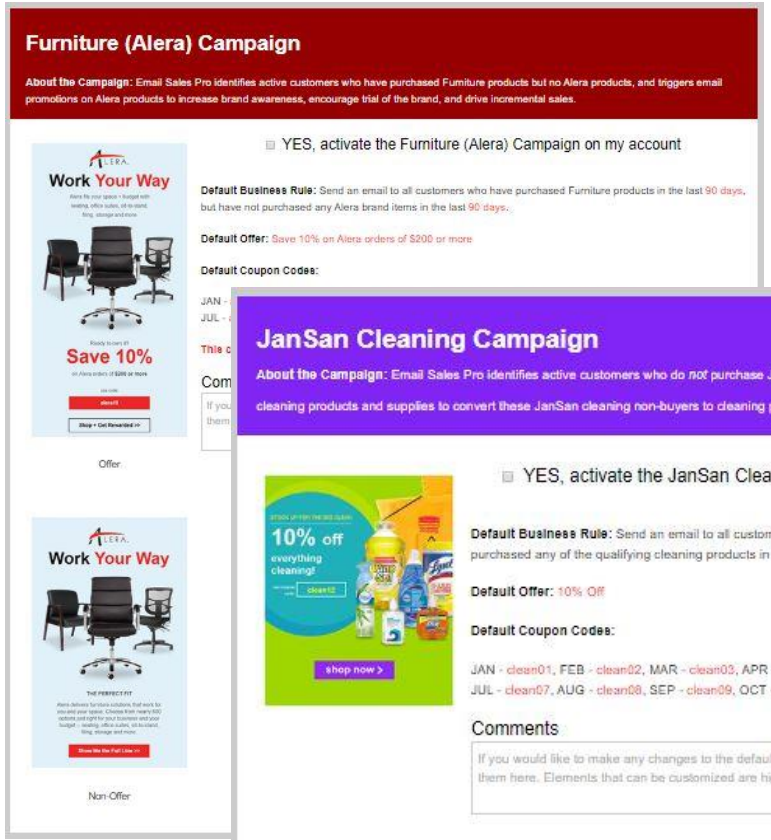
YES, activate the Time Lapsed Campaign on my account

Default Business Rule: Send an email to all customers who made a purchase in the last 90 days, but have no purchases in the last 60 days.

Default Offer: 10% Off

Default Coupon Codes:

JAN - shop01, FEB - shop02, MAR - shop03, APR - shop04, MAY - shop05, JUN - shop06,
JUL - shop07, AUG - shop08, SEP - shop09, OCT - shop10, NOV - shop11, DEC - shop12



Furniture (Alera) Campaign

About the Campaign: Email Sales Pro identifies active customers who have purchased Furniture products but no Alera products, and triggers email promotions on Alera products to increase brand awareness, encourage trial of the brand, and drive incremental sales.

ALERA
Work Your Way
Save 10%

Offer

ALERA
Work Your Way

Non-Offer

YES, activate the Furniture (Alera) Campaign on my account

Default Business Rule: Send an email to all customers who have purchased Furniture products in the last 90 days, but have not purchased any Alera brand items in the last 90 days.

Default Offer: Save 10% on Alera orders of $200 or more

Default Coupon Codes:

JAN -
JUL -

This c

Com

If you them

JanSan Cleaning Campaign

About the Campaign: Email Sales Pro identifies active customers who do *not* purchase JanSan cleaning products, and triggers email promotions on cleaning products and supplies to convert these JanSan cleaning non-buyers to cleaning product buyers and increase share of wallet.

10% off everything cleaning!
shop now >

YES, activate the JanSan Cleaning Cross Sell Campaign on my account

Default Business Rule: Send an email to all customers who have purchased in the past 30 days, but have not purchased any of the qualifying cleaning products in the past 180 days.

Default Offer: 10% Off

Default Coupon Codes:

JAN - clean01, FEB - clean02, MAR - clean03, APR - clean04, MAY - clean05, JUN - clean06,
JUL - clean07, AUG - clean08, SEP - clean09, OCT - clean10, NOV - clean11, DEC - clean12

Comments

If you would like to make any changes to the default business rules, offer or coupon codes above, please enter them here. Elements that can be customized are highlighted in red above.

Link to form

Questions & Answers

For more information:

Contact Dianne Lucca
dlucca@essendant.com

Thank You!

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