

**Best Single Welcome Letter (to New Subscribers)
Gold Consumer
Epson – Opt-in Offer**

Brand/Client Side Team:

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Vendors/Agencies:

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MarketingSherpa Summary – Why They Won:

This welcome letter from Epson was smart overall for its use of customization based on user-input preferences, and corresponding match of the right creative to the interests of the individual. However, what set this apart from the others was a simple detail that most welcome letters miss. They did not assume that just because someone was new to the email program, they were new to Epson, and offered consumers the chance to get information about Epson printers they already have. Knowing this is important if the email is to be relevant and useful, and not just another ad.

Sorry, the judges promised this winner that we would keep their results private. However, be assured that we have seen all the data and were thoroughly impressed!

From Their Nomination Form:

As part of the opt-in process, new subscribers to the Epson store newsletter are not just welcomed to the email program, but also rewarded with attractive and relevant offers. This ensures that the critical first email contact is a positive experience for the (potential) customer. Each new subscriber is thus treated to a message customized to fit their specific needs. This helps convince them that the actual newsletter itself will always include relevant and interesting offers.

Offer customization is made possible through the subscription process, where recipients can select the kinds of email they want (new product announcements, discounts, etc.), choose the product categories they're interested in and – where relevant – disclose their current Epson printer model.

The submitted data is processed and each new subscriber allocated to an appropriate segment, where each segment has its own custom offer associated with it. The relevant offer is then embedded automatically in the welcome email.

Basic approach

New subscribers to the Epson store newsletter are greeted with a welcome email featuring relevant content. They receive this message immediately after signing up.

The subscriber's first contact with the actual email program is thus a positive experience:

"Epson respects my interests: it was definitely worth signing up to the store newsletter..."

"...instead of a generic welcome, I get a personalized email with valuable content."

Subscribers thus learn from day 1 that there is a clear difference between the Epson store newsletter and spam.

Epson itself profits from "warm" leads which they can move along the sales cycle by drawing on the relevant interests disclosed by the subscribers themselves at sign-up. The result? Sales generated through new subscribers are expected to be above average.



Practical concept

Expanded opt-in process

New subscribers can volunteer information on the following:

- Do they already own an Epson product? If so, which one?
- What kind of email content interests them?
- What product categories are they interested in?

Epson product: Epson Stylus D120

Interests:
e.g. discounts, special offers and competitions

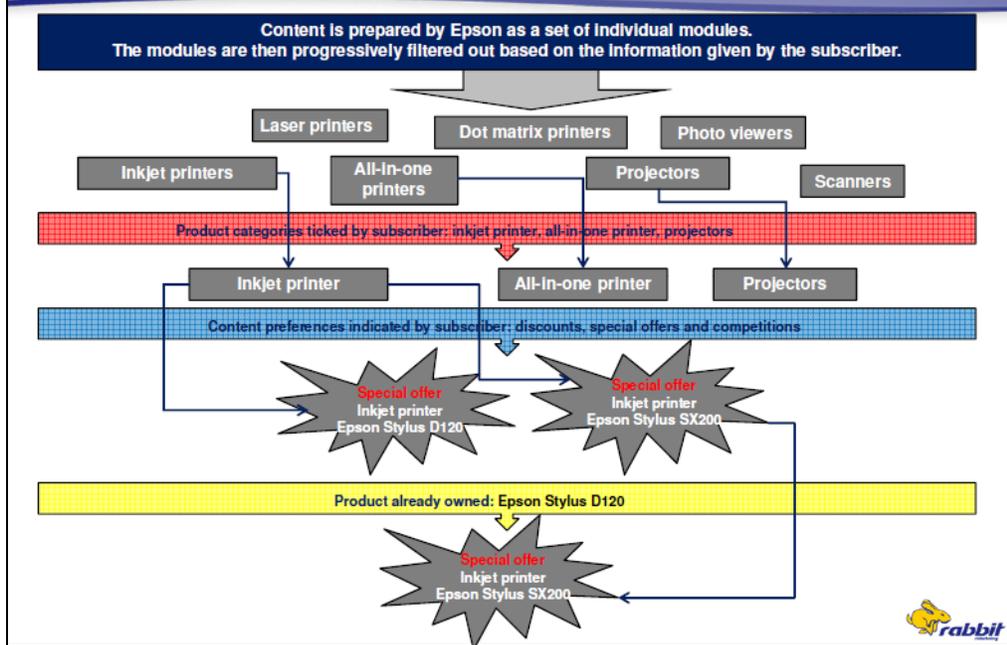
Categories:
e.g. inkjet printers, all-in-one printers and projectors

Data pool
The information is added to a data pool which then compares current offers at the Epson store with subscriber interests to draw out content for the opt-in welcome email.



Information filter

The information is processed to produce the custom welcome message



Creation of the opt-in welcome message

Details

