



# Create A Great Welcome Email Journey In Marketing Cloud

Fernando Rubino Pereira





Learn. Network. Grow.

**MParDreamin' 2022**

**Speaker**

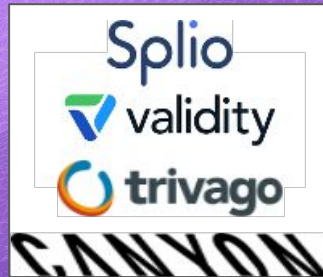
7 years - Digital Design

2013 - Email Best Practises

2015 - Email Deliverability

2017 - Welcome Journey

2018 - Welcome Interaction



# Special Thanks To Our Sponsors



Title

SERCANTE



Platinum

D=SELECT

stensul

tray.io

Gold

FormAssembly

LeanData

STACK MOXIE

THE SPOT  
FOR PARDOT by SERCANTE

Silver

MarketingOps

Goldcast

THE SPOT  
FOR PARDOT JOBS

GREENKEY

FIONTA

# Agenda

- Welcome Journey
- 10 Essential Tips
- Key Takeaways
- Questions



# Welcome Journey / Onboarding



**“You only get one chance to  
make a good first impression”**



# Welcome Journey / Onboarding



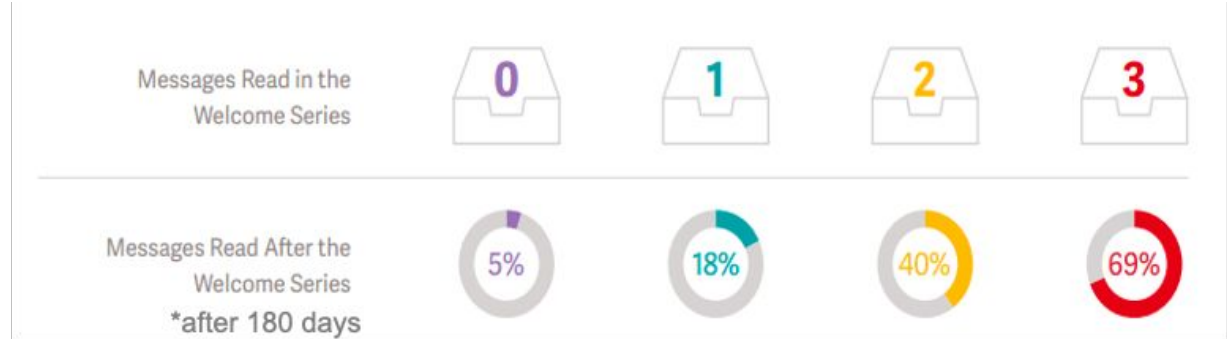
US top Retailers

**+42%** Open Rate

**25%** Still not doing it

**75%** doing -> **4%** Welcome Journey

**38%** offers discount

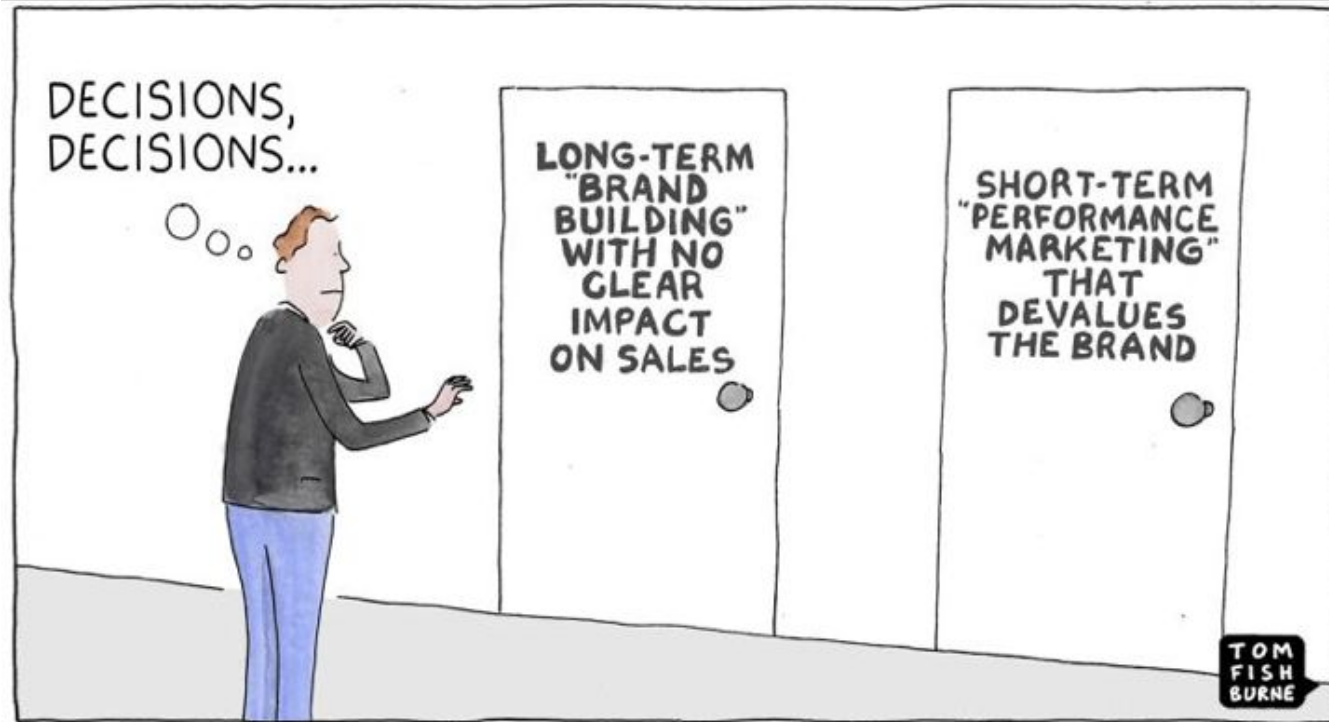


\*Source – [How America's Top Retailers Set the Tone with Welcome Emails, Validity](#)



# 10 essential tips

# 1- Plan



© marketoonist.com

TOM  
FISH  
BURNE





# 2-Intro



Tone of Voice

Personalise

Human  
Touch

PARDOT PEAK 7.1

CONVERSION CANYON 2.6

REVENUE RIVER 3.9

# 2- Intro



*Tone of Voice*



Welcome to the Canyon Family

As soon as you confirm your registration, you'll be the first to know about all the latest gear on with us, including new product launches, events you can get involved with, and exclusive offers. By signing up you are confirming that you have read and agree to our data policy. To view our privacy policy, please click here.

YES, SEND ME THE GOOD STUFF

*Human touch*



Stay in touch!

+49 (0) 2405 / 450045

info@bike-

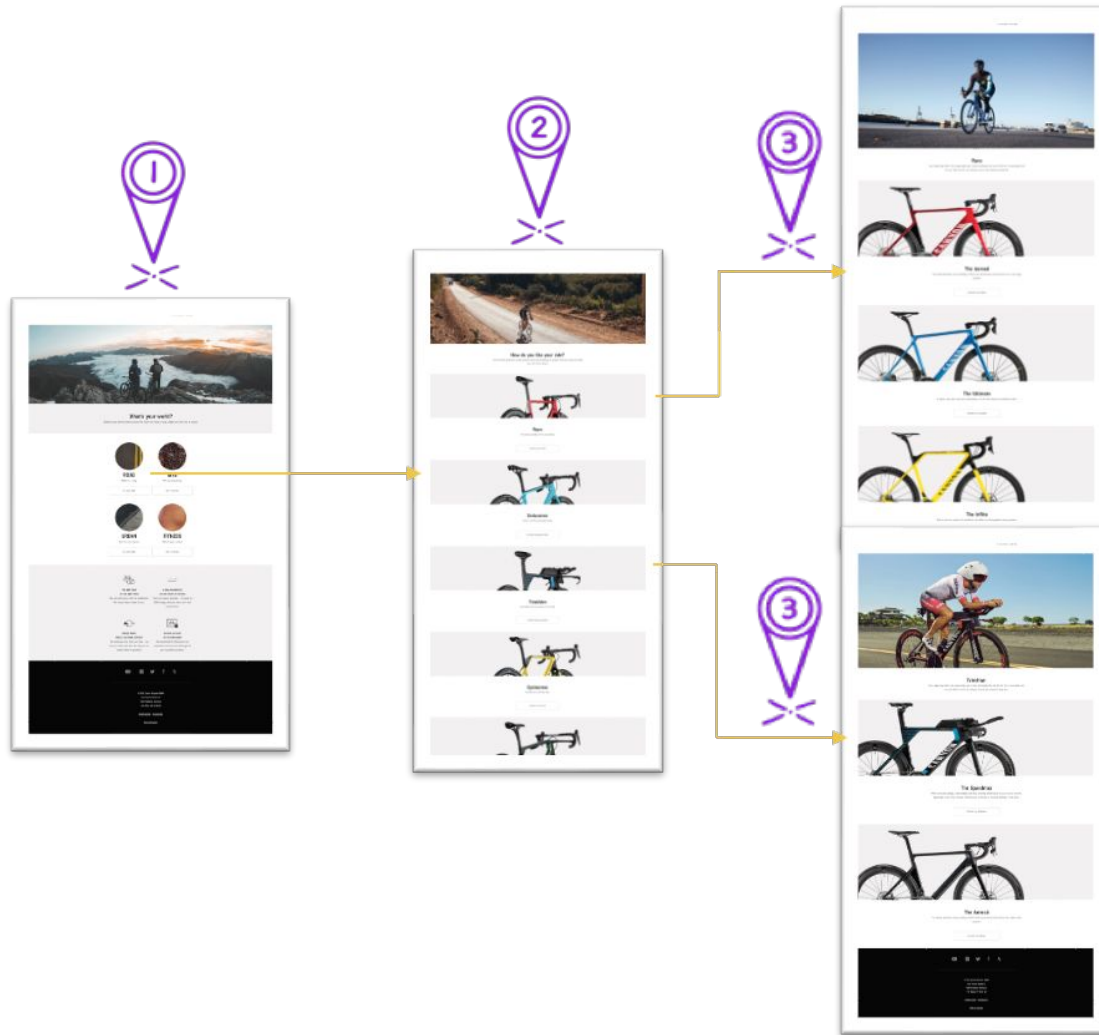


Michael, Customer Service

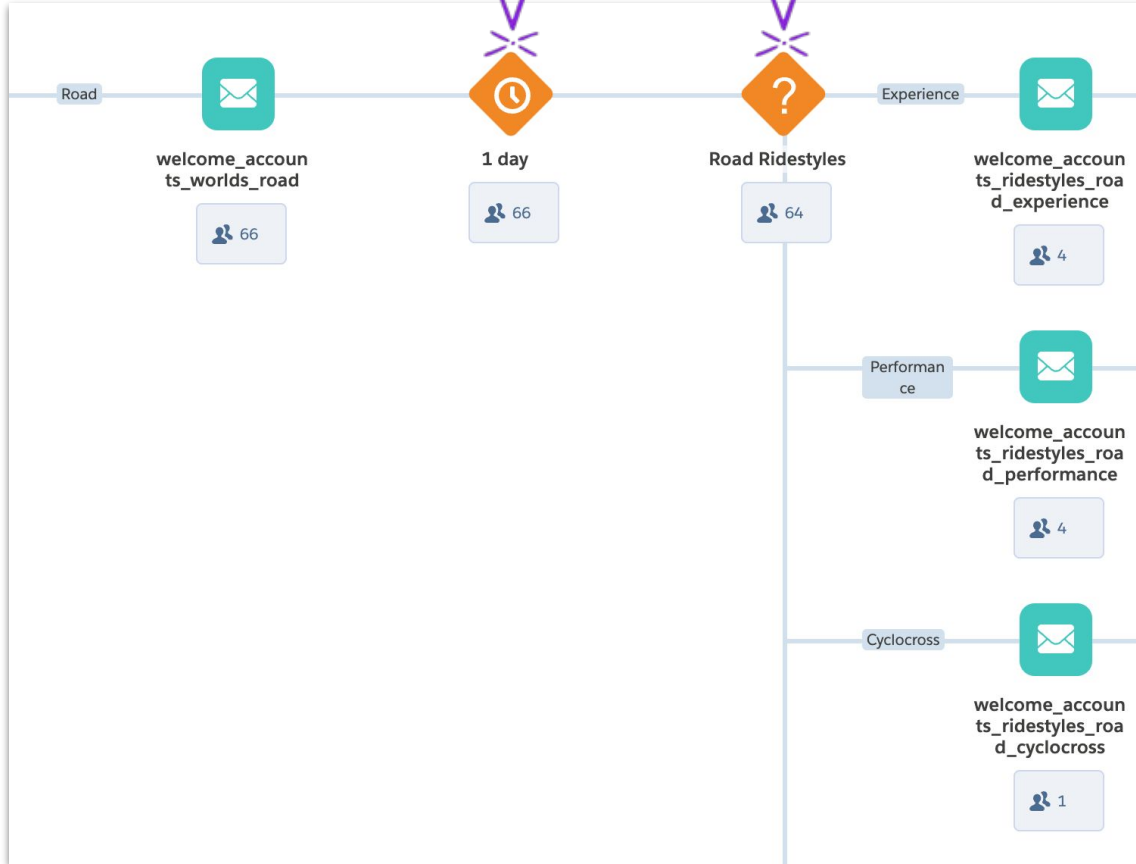
*Personalise*



# 3- Action



# 3- Action



**Decision Split**

- \* Experience `LinkName equal road-experience`
- \* Performance `LinkName equal road-performance`
- \* Cyclocross `LinkName equal road-cyclocross`
- \* Triathlon `LinkName equal road-triathlon`



# 4- Content



③ Welcome to Canyon! Biking is the future! *View online*

② Welcome to Canyon! Thank you for joining us

① **Hi Fernando!** Welcome to Canyon! Thank you for joining us

**+25%** Open Rate - Personalisation

## Why Canyon



### 30 day ride and return

Take it for a spin. If you're not sure and it's still in a saleable condition (dust on the tyres is OK) send it back for free.



### The right size, guaranteed

We'll try our best to get the perfect size for you, but if you're not sure send it back within 30 days for free.



### Delivered 80% assembled

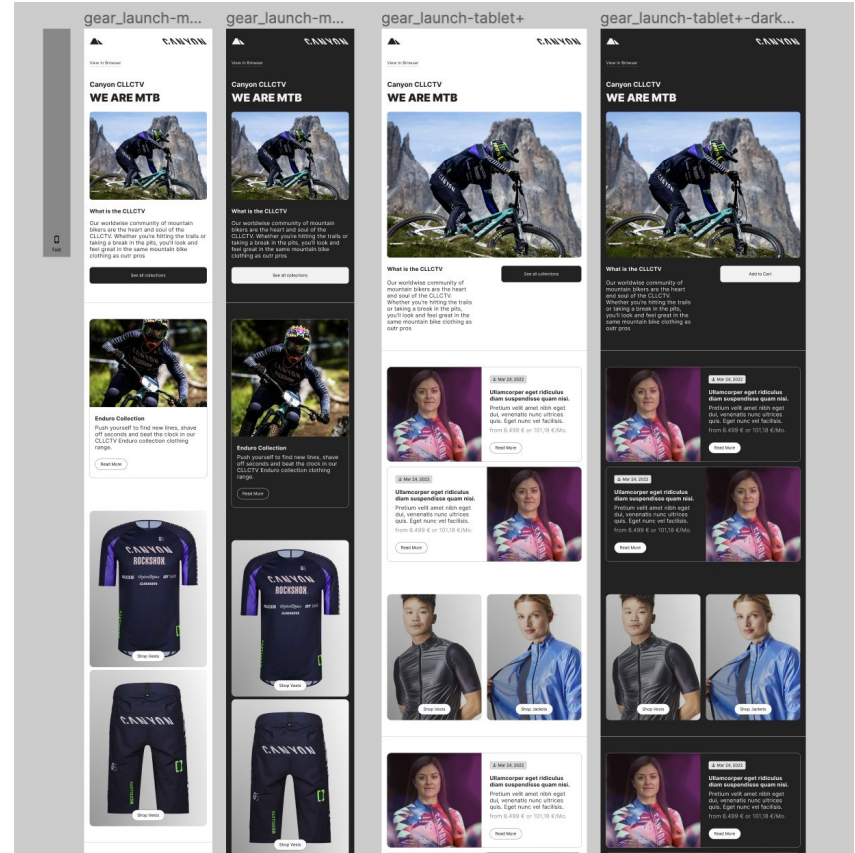
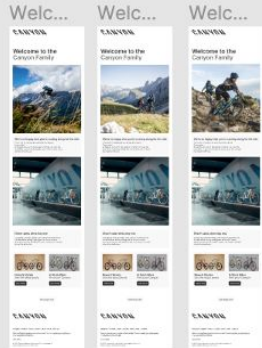
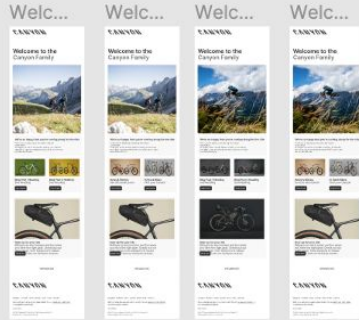
You'll get all the tools, all the instructions and in less than an hour you'll be able to throw your leg over your brand new bike.

# 5- Design



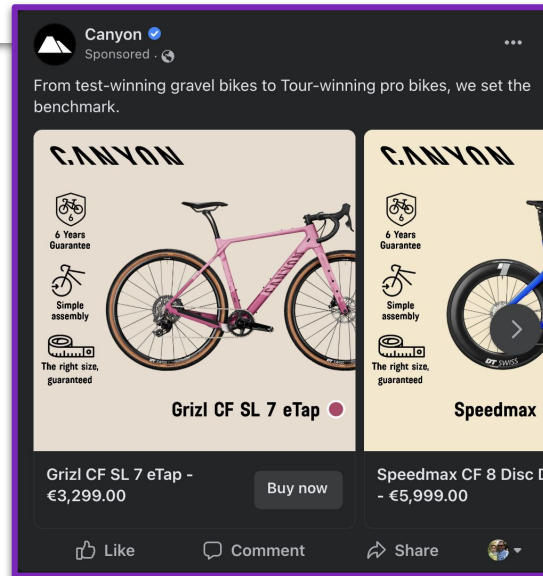
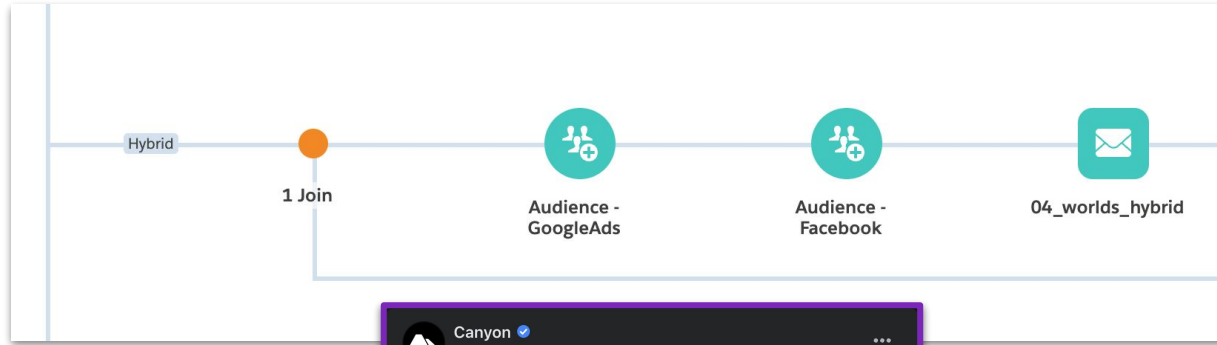
Frame 784

First round image selection



Example: Figma File – Welcome Journey Canyon, 2022

# 6- Omnichannel



# 7- Preferences



Newsletter preferences

**I'M INTERESTED IN ...**

MTB

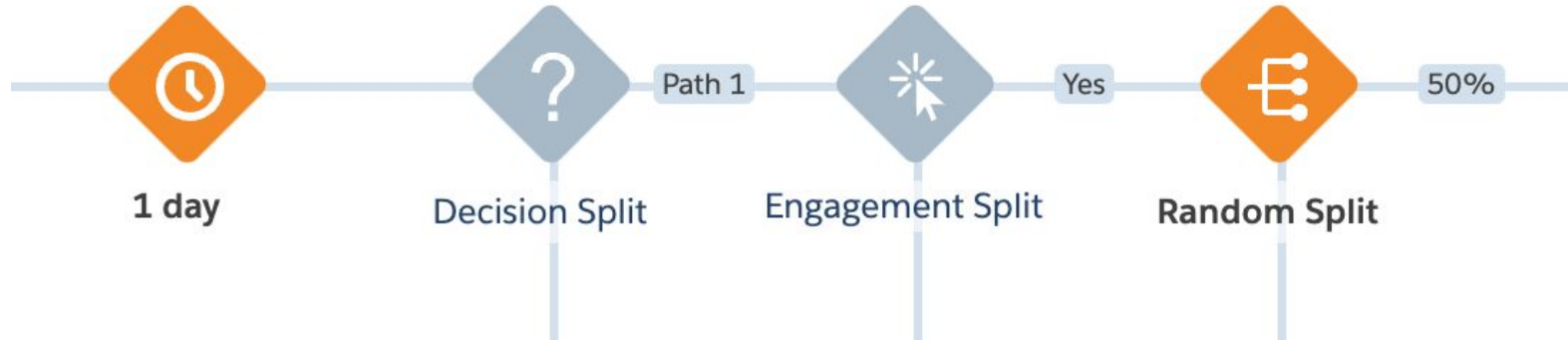
Road

Ebikes

City & Hybrid

Gravel

# 8- Interactions





# 9- A/B Test

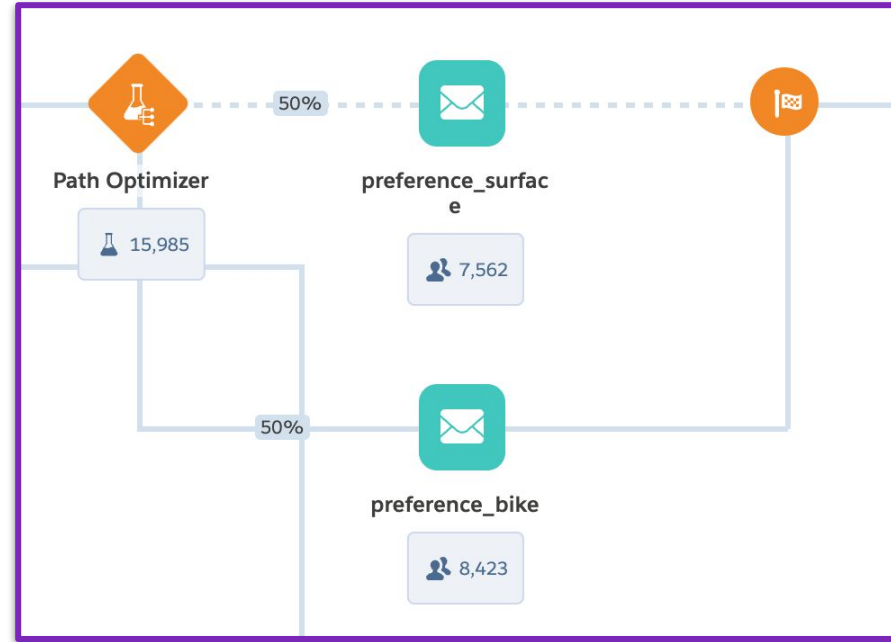
- Random Split (manual)
- Path Optimizer

A big festive thank-you from Canyon

🎅 A big festive thank-you from Canyon 🎁 🌲

**Assumption:** SL with Emojis -> Better Open Rate

**AB Test Result:** False assumption  
Emoji **-1,5%** OR



# 10- Data Analysis



Define your Goals/KPIS

## Positives

- Revenue
- % Difference
- Entry users
- Open & Click Rate

## Negatives

- Unsubscription
- Complaints

### Email Delivery & Engagement



Total Sent  
710

Delivery Rate  
99.86%

Unique Opens i  
567

Total Opens i  
1.2K

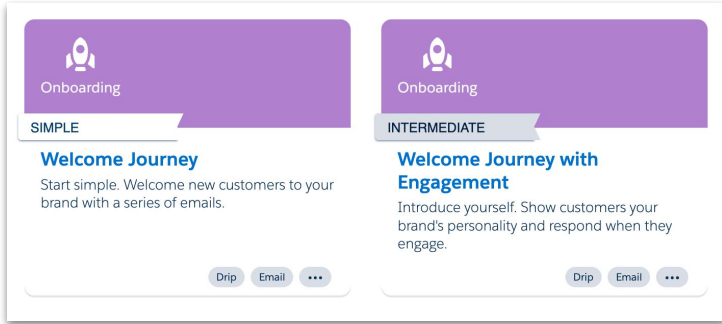
Unique Clicks  
135

Total Clicks  
194



# Bonus (Pro tip)

# 11- Pro Tip (BONUS) - Template



## Welcome Journey with Engagement

### Description

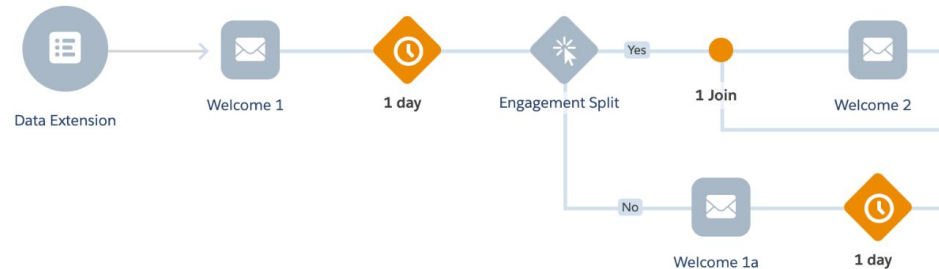
Introduce your brand to new customers and set expectations for the future. In this series, you can create a unique journey for your customers by reacting to actions they take on an email, like an open or a click.

- Emphasize different aspects of your company or products in a series of messages.
- Set expectations about the content, quality, and cadence of communications with your company.
- Customize the experience for your customers and get them engaged with your brand as quickly as possible.

### What you'll need...

- A sendable data extension
- Five emails with tracking enabled
- Data you'll need to personalize the emails

Or customize to make it your own!





# Takeaways



# Takeaways

1. Define the goals
2. Think Full Customer Experience
3. Follow Email Best Practises
4. Time is crucial
5. Thank, Welcome, be human
6. Be transparent and deliver it
7. Discount or not (Long and short terms)
8. CTAs – Shop, read, download
9. Ask preference, or implicit interactions
10. Think the Frequency
11. Test, test, test & AB Test
12. Data is King/Queen, Define the KPIs
13. DO IT!

# Takeaways

Sounds too much? Yes, but start small

Are you already sending?

When was the last time you had a look at it?

Have you checked the data/performance?

Are you taking actions based on that data?

**Plan, Execute, Test, Fail, Repeat, Keep Improving**






# Thank you!

We appreciate your attendance at this session. If you have any questions please reach out to us via Goldcast or use the information below. We hope you enjoy the rest of the conference!

**Fernando Rubino Pereira**

[fer.rubino.p@gmail.com](mailto:fer.rubino.p@gmail.com)

 [ferubino](#)



# Welcome Speakers!



The MarDreamin' Team would like to thank you for your participation in this incredible event. It is because of you that we are able to provide a global community of Marketers with the best tips and tricks in the world of Salesforce and marketing automation.

Sharing our knowledge is one of the key goals for this event. We understand that by doing so we are growing the community which ultimately means growing the “pie” - and that means more opportunities for everyone. Whether you're joining us from California, Spain or even Australia we welcome you to this event and hope you share our enthusiasm.

Again, thank you for your time and for sharing your gift with others.

**You're all incredible trailblazers!**

If you have any questions please don't hesitate to reach out to us.



# Branding



## FONTS

Please stick to the following fonts when designing your presentation

### **Open Sans**

This font is used in the body and subtitles. For body text select 14px (or as close as possible - adjust as needed); for subtitles select 18px; normal font-weight

### **Overpass**

This font is used for headers. For slide headers select 30px; bold font-weight

### **Arial**

This font can be used to substitute either font should they not be available to the presenter(s)  
Please follow attributes listed above

## COLORS

Please stick to the following colors when designing your presentation

HEX Color Codes (*As Displayed in Google Sheets*)

**Dark Purple** - #4AOA77FF

**Violet Purple** - #7A27B7FF

**Teal** - #5AC8CFFF

**Black** - #000000

**Charcoal** - #12171A

**White** - #FFFFFF

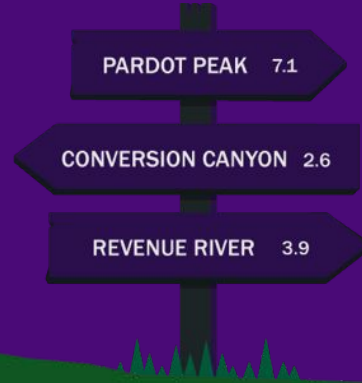


# Branding



## Assets

Please use the following assets as you see fit through your presentation.



Right click on each image to replace it with your ideal image

**Title**

Optional description

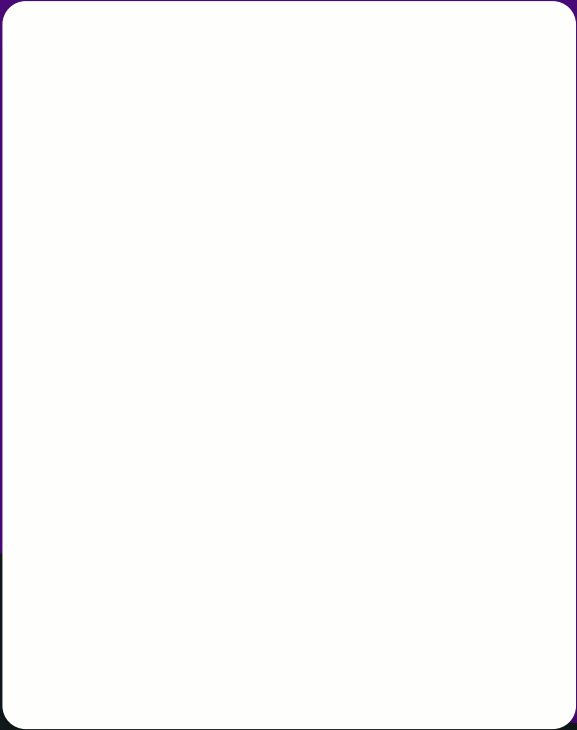
**Title**

Optional description

**Title**

Optional description





Step 1

Step 2

Step 3

Step 4

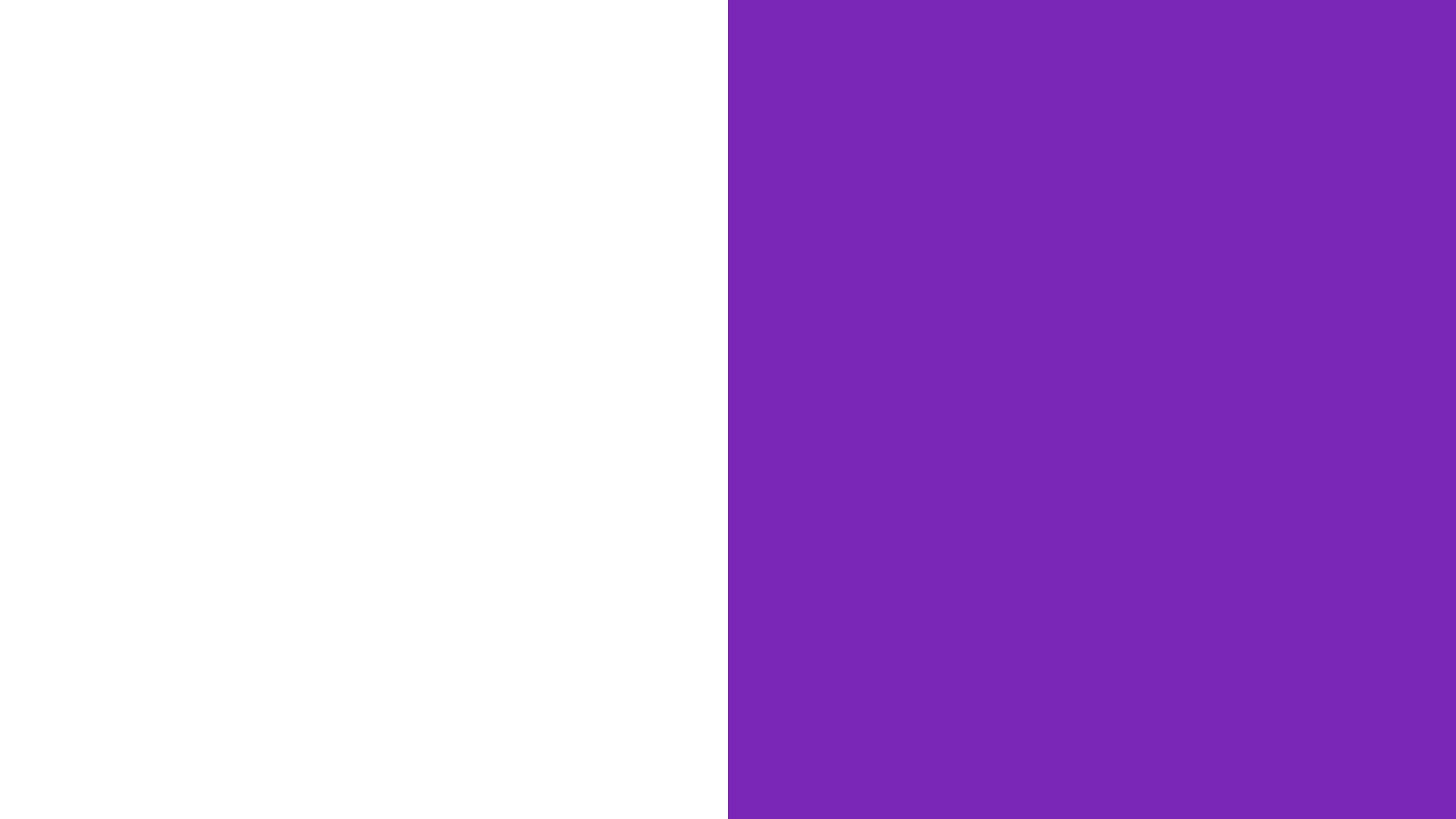
PARDOT PEAK 7.1

CONVERSION CANYON 2.6

REVENUE RIVER 3.9











Learn. Network. Grow.

**MParDreamin' 2022**

# Create a Great Welcome Email Journey in Marketing Cloud

**Fernando Rubino Pereira**

Global Email Marketing Manager, Canyon Bicycles



