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**MParDreamin' 2022**

# Supercharge Your Marketing Newsletter With Einstein Frequency And Einstein Scoring

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- What is Einstein
  - STO
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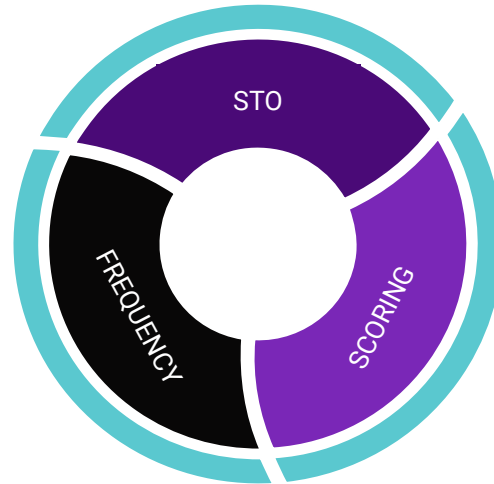
# WHAT IS EINSTEIN?

# Einstein Marketing Cloud



Einstein provides **insights and data** to inform the **content and timing** of your marketing activities.

Use powerful artificial intelligence (AI) to understand your **customers' engagement** and behavior so you can **personalize** every interaction.



\* This features are available to customers with Corporate, Enterprise, or Pro edition accounts with the Journey Builder add-on

# Einstein Marketing Cloud



## WHAT IS EINSTEIN

Einstein provides **insights and data** to inform the **content and timing** of your marketing activities.

Use powerful artificial intelligence (AI) to understand your **customers' engagement** and behavior so you can **personalize** every interaction.





# Einstein Marketing Cloud



Einstein predicts optimal send times so that a user is **likely to engage with your message.**

## EINSTEIN STO

**Einstein STO - 24 Hours**

Always include an Email or Push Notification activity right after the Einstein STO activity. When Einstein doesn't have enough data, messages send according to the insufficient Data Options specified in Einstein in Setup.

Select a time frame. Einstein STO optimizes the send time for each contact within this time frame, which begins at the start of the next hour once the contact reaches the activity. [Learn More in Help](#)

**Time Frame**

4 hours 12 hours **24 hours** 48 hours 72 hours 7 days Custom

Randomize send times during the time frame you selected

Start with an Entry Source  
Drag an Entry Source here  
[Learn More](#)

Einstein STO

**Einstein Send Time Optimization**

Overview

Einstein analyzes the past 90 days of email engagement history for email addresses in this enterprise account with the Commercial send classification.

Metric	Value	Percentage
Total Email Address Analyzed	1,820,280	100.00% of total
Optimal Personalized Send Time	928,607	51.01% of total
Pending Personalized Send Time	891,673	48.99% of total
Total Emails Sent	69,736,186	100.00% of total
Emails Delivered	69,548,650	99.73% of total
Emails Not Analyzed	187,536	0.01% of total

**When Are Your Customers Most Likely To Engage With Your Messages?**

Einstein generates an optimal send time score (0-100) for each contact for each hour in a week. This graph shows the average score for each hour based on all 1,820,280 email addresses. [How the Model Works](#)

Filter:   Show daily average

Bar chart showing engagement scores (0-100) for each hour of the week (Sunday to Saturday). The y-axis is labeled 'Optimal Send Time Score' and ranges from 0 to 100. The x-axis shows the days of the week. A horizontal line indicates the daily average score.

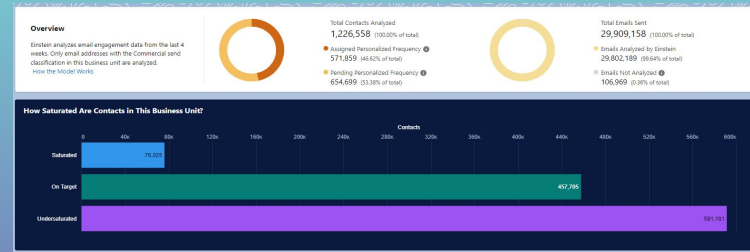
# Einstein Marketing Cloud



Einstein evaluates your contacts and subscribers and identifies the **optimal number of email messages to send**.

Engagement frequency metrics are derived from the past 28 days' data and only commercial emails are analyzed.

## EINSTEIN FREQUENCY



**Frequency Split - Email**

Contacts follow one path or another based on Einstein's optimal send frequency for each contact. [View More](#)

Channel:

**1** When a contact's optimal frequency doesn't match a path you add, they follow the Remainder path.

**Saturated**  
Based on Einstein's analysis, contacts receive more messages than is optimal. [Add Path](#)

**Almost Saturated**  
Based on Einstein's analysis, contacts are close to receiving more messages than is optimal. [Add Path](#)

**On Target**  
Based on Einstein's analysis, contacts receive messages at the right frequency. [Add Path](#)

**Undersaturated**  
Based on Einstein's analysis, contacts receive fewer messages than is optimal. [Delete](#)

[Cancel](#) [Done](#)

**Start with an Entry Source**  
Drag an Entry Source here [Learn More](#)

1 day Frequency Split

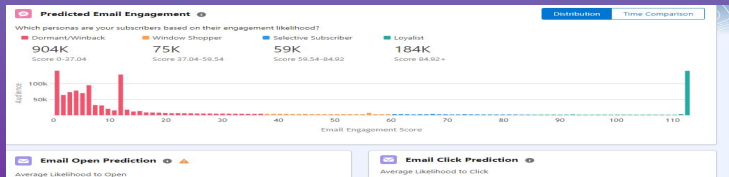
# Einstein Marketing Cloud



The screenshot shows the 'Einstein Engagement Scoring Split' configuration page. It features a 'Split Option' section with four categories: 'Persona', 'Open Likelihood', 'Click Likelihood', and 'Unsubscribe Likelihood'. Each category has a brief description of the engagement strategy. To the right, there is a 'Start with an Entry Source' button and a 'Scoring Split' icon.

Engagement Scoring predicts consumer engagement with email and MobilePush messaging.

- Loyalist
- Selective Subscribers
- Windows Shoppers
- Winback



## EINSTEIN SCORING



# Einstein STO



Marketing Cloud Einstein Send Time Optimization (STO) **determines the best time to send a message.** Using machine learning, Einstein predicts optimal send times so that a user is likely to engage with your message.

The Einstein STO Journey Builder activity sends messages to each contact at the time when that contact is most likely to engage with the message.

Einstein gathers data for approximately **20 factors.** Then, using machine learning, Einstein assigns a weight to each factor according to that factor's influence on predicting future engagement behavior.

The screenshot shows the Einstein STO configuration interface. At the top, it displays 'Journeys Dashboard > Journey' and 'New Journey - October 19 2022 at 1.5...'. The main heading is 'Einstein STO - 24 Hours'. A tip box states: 'Always include an Email or Push Notification activity right after the Einstein STO activity. When Einstein doesn't have enough data, messages send according to the Insufficient Data Options specified in Einstein in Setup.' Below this, there's a section for 'Time frame' with buttons for 4 hours, 12 hours, 24 hours (selected), 48 hours, 72 hours, 7 days, and Custom. A checkbox for 'Randomize send times during the time frame you selected' is present and unchecked. To the right, a diagram shows the flow: 'Start with an Entry Source' -> 'Einstein STO' -> 'Email'. A 'Learn More' link is provided.

The screenshot shows the Einstein STO performance dashboard. The title is 'Einstein Send Time Optimization'. It includes filters for 'Email Addresses in Enterprise Account' and 'All Email Addresses'. The dashboard displays several key metrics:

- Overview:**
  - Total Email Addresses Analyzed: 1,820,280 (100.00% of total)
  - Total Emails Sent: 69,736,186 (100.00% of total)
  - Assigned Personalized Send Time: 926,607 (51.47% of total)
  - Pending Personalized Send Time: 891,673 (48.99% of total)
  - Emails Analyzed: 69,548,650 (99.73% of total)
  - Emails Not Analyzed: 187,536 (0.27% of total)
- When Are Your Customers Most Likely to Engage With Your Messages?**

Einstein generates an optimal send time score (0-100) for each contact for each hour in a week. This graph shows the average score for each hour based on all 1,820,280 email addresses. How the Model Works

Filter: [Enter a contact key...] [Show daily average]

The graph shows a bar chart of 'Optimal Send Time Score' (0-100) across the days of the week (Sunday to Saturday). The scores fluctuate, with peaks around 60-70 and troughs around 20-30.

# Einstein Frequency



Einstein Engagement Frequency in Marketing Cloud evaluates your contacts and subscribers and identifies the **optimal number of email messages to send**.

Engagement frequency metrics are derived from the past 28 days' data and only commercial emails are analyzed. Transactional and test sends aren't analyzed. A minimum of five frequencies is required

The parameters used for this categorization include the number of emails received and their interaction. Segmentation groups are created:

- **Undersaturated:** Could receive more emails
- **Target:** Receiving ideal number of emails
- **Almost:** Could become saturated with more emails
- **Saturated:** Already saturated with communications

# Einstein Scoring



Einstein Engagement Scoring **predicts consumer engagement with email and MobilePush messaging.**

It uses customer data and machine learning to generate predictive models that assign scores for every contact's likelihood to engage with emails and interact with push notifications.

The engagement data of each contact is used to calculate the likelihood that they will interact with a communication. The following groups are assigned:

- **Loyalist:** High possibilities of open and click
- **Selective Subscribers:** Low chance of opening the email but if they do, high chance of clicks.
- **Window Shoppers** High chance of opening but low click-through rate.
- **Winback:** Low possibility of opening and clicking.



# CASE STUDY

# Challenges detected



## What they have

- The database showed a high **saturation rate**.
- All contacts received a **generic email**.
- We identified that some of the existing contacts in the database were not actionable.

## What they need

- Need to **improve engagement** with customers.
- **Coordination** in sending **communications** from the different business areas, **reducing database saturation** and increasing the interaction rate.
- Create a **global vision** that shows how saturated the database is. **Improve segmentations based on interest and interaction** with the brand, allowing 1:1 communication.
- Adapt the communication channel to the **needs of each contact**.

# Solution

With a clear idea of the points to be addressed, a series of solutions were proposed:

- **Implementation of Einstein Engagement Frequency + Einstein Scoring + Einstein STO**

Combining the data obtained from Einstein following measures were taken:

- **Management of saturated contacts**, including dynamic view of database evolution.
- **Establishing communications governance** in which users who are part of relevant campaigns are discarded from other irrelevant communication impacts.

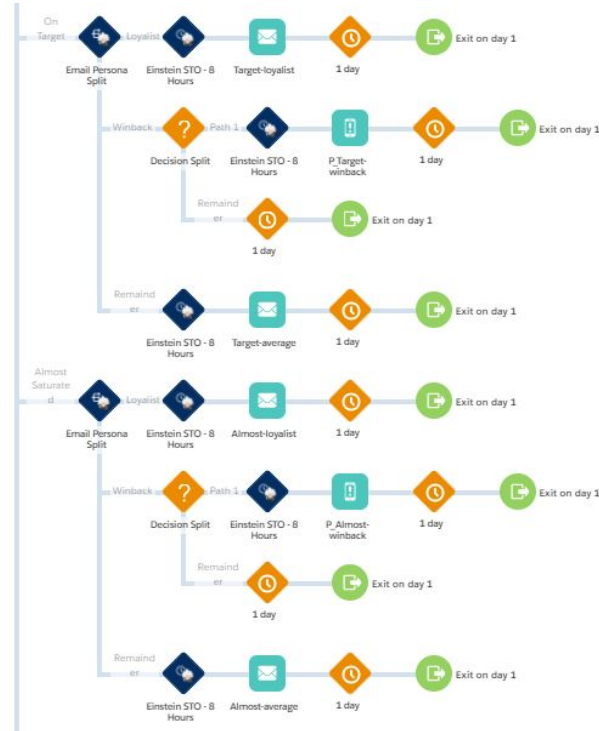




# Solution



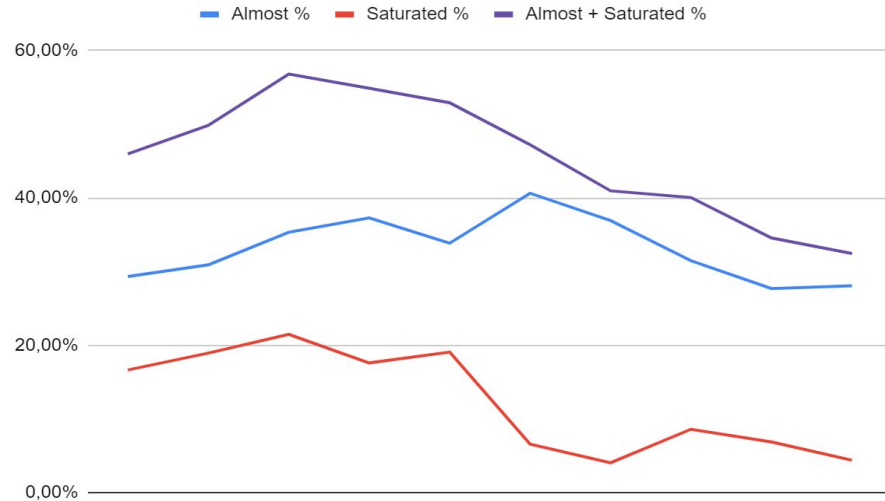
- Exclusion from sending newsletters to contacts categorized as Winback.
- **Channel change (Push message by App)** for Winback users who have the App active.
- Adaptation of **dynamic parameters** to personalize and adapt communications to the characteristics of each contact and the group to which they belong.
- **Metrics** of the proposed solutions were collected and the solution **adapted** according to the results obtained.



# Results



- **Decreased saturation** across the database, both in saturated contacts and in contacts close to saturation.
  - **Saturated contacts decreased from 20% to 4,5%**
- **Increased engagement**
  - **Opens: 14% vs 42%**
  - **Clicks: 0,5% vs 1,1 %**



# Results



- **Interactions grow while database saturation is reduced.**
  - Not only is the governance of communications established, but work is also done on personalization so that engagement is not affected.
- Contacts will receive **communications through the desired channel, at the right time and with personalized content**, continuously reducing the undesired saturation rate and increasing engagement.

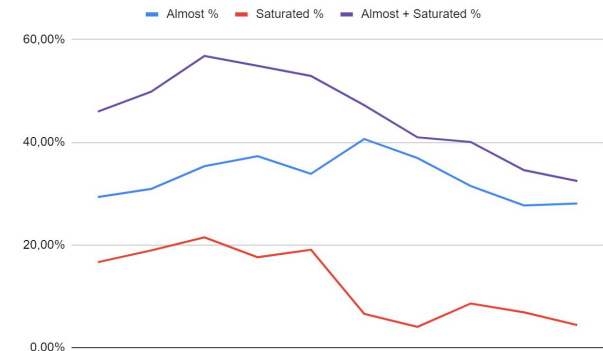
BASE DE DATOS				
TARGET		SATURATED		ALMOST
Target-winback		Saturated-winback		Almost-loyalist
		Saturated-loyalist	Saturated-average	Almost-winback
Target-Loyalist	Target-average			Almost-average

# Results



- **Decreased saturation** across the database, both in saturated contacts and in contacts close to saturation.
  - **Saturated contacts decreased from 20% to 4,5%**
- **Increased engagement**
  - **Opens: 14% vs 42%**
  - **Clicks: 0,5% vs 1,1 %**
- **Interactions grow while database saturation is reduced.** Not only is the governance of communications established, but work is also done on personalization so that engagement is not affected.
- Thanks to Einstein Engagement Frequency Split and Einstein Scoring, those contacts predisposed to interact and with an optimal degree of saturation will receive **communications through the desired channel, at the right time and with personalized content**, continuously reducing the undesired saturation rate and increasing engagement.

BASE DE DATOS				
TARGET		SATURATED		ALMOST
Target-winback		Saturated-winback		Almost-loyalist
		Saturated-loyalist	Saturated-average	Almost-winback
Target-Loyalist	Target-average			Almost-average



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# 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!

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alvar.diez@s4g.es





# 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



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**Black** - #000000

**Charcoal** - #12171A

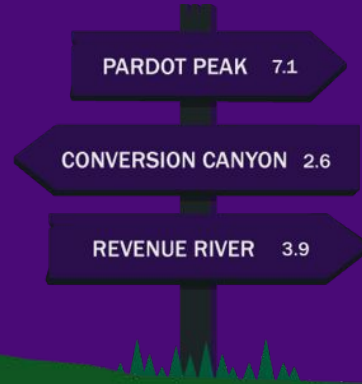
**White** - #FFFFFF

# Branding



## Assets

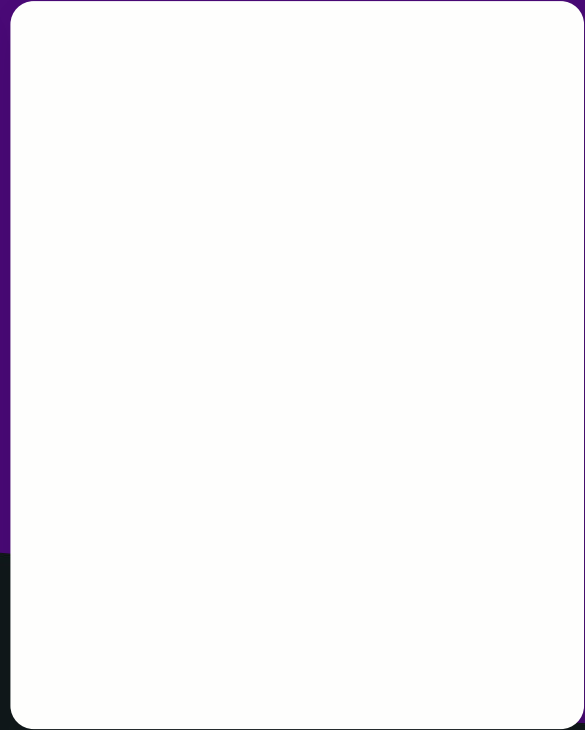
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CONVERSION CANYON 2.6

REVENUE RIVER 3.9

Step 1

Step 2

Step 3

PARDOT PEAK 7.1

CONVERSION CANYON 2.6

REVENUE RIVER 3.9



