MarDreamin' by SERCANTE

Learn. Network. Grow.

MarDreamin' 2022

Supercharge Your Marketing Newsletter With Einstein Frequency And Einstein Scoring

Alvar Diez

Marketing Cloud Consultant, S4G Consulting

INDEX

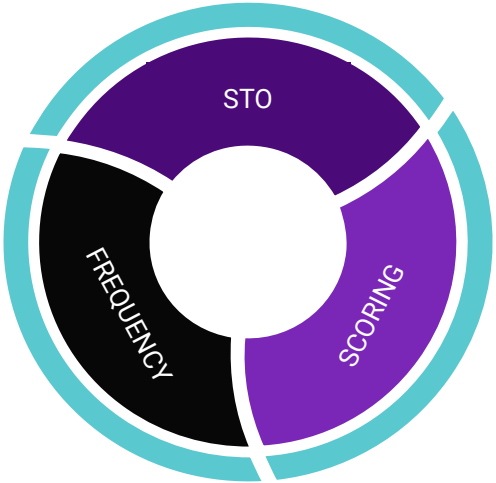
- What is Einstein
  - STO
  - Frequency
  - Scoring
- Case Study
  - Real Use: Newsletter
- Q&A

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

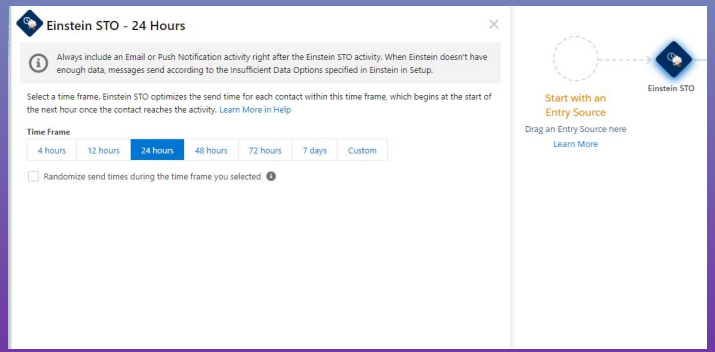
Einstein provides **insights and data** to inform the **content and timing** of your marketing activities.

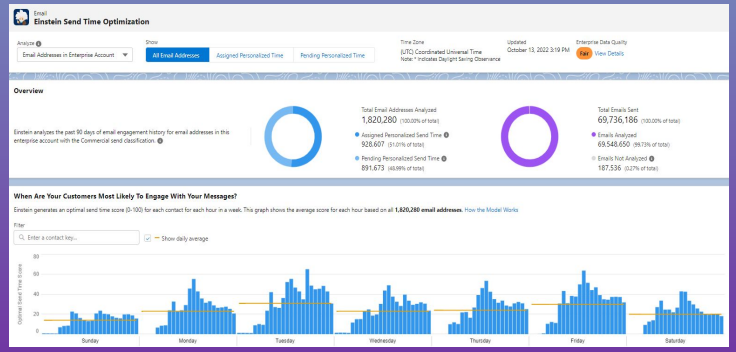
Use powerful artificial intelligence (AI) to understand your **customers' engagement** and behavior so you can **personalize** every interaction.

Einstein Marketing Cloud

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

EINSTEIN STO

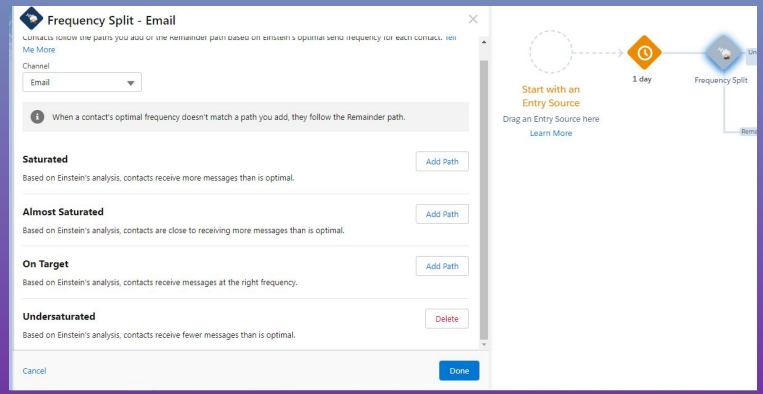




Einstein Marketing Cloud

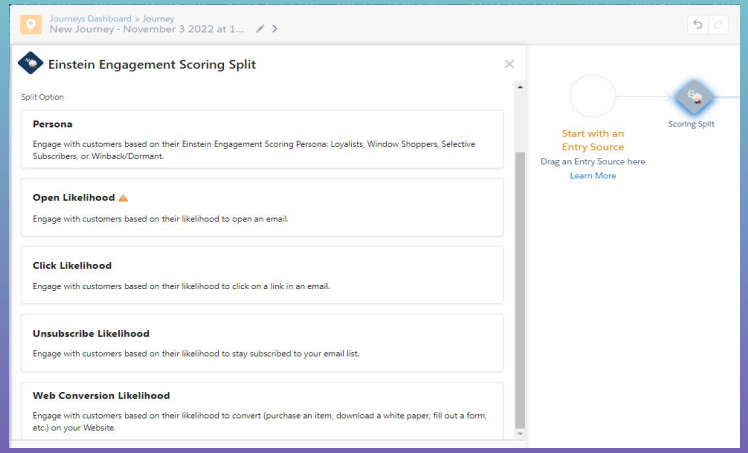
Einstein evaluates your contacts and subscribers and identifies the **optimal number of email messages to send.**

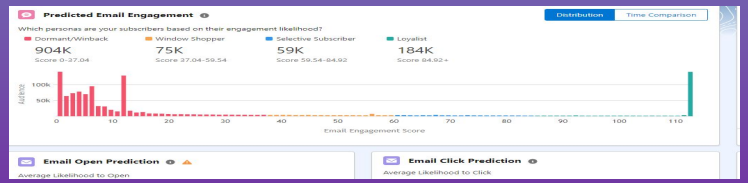
Engagement frequency metrics are derived from the past 28 days' data and only commercial emails are analyzed.



EINSTEIN FREQUENCY

Einstein Marketing Cloud





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

- Loyalist
- Selective Subscribers
- Windows Shoppers
- Winback

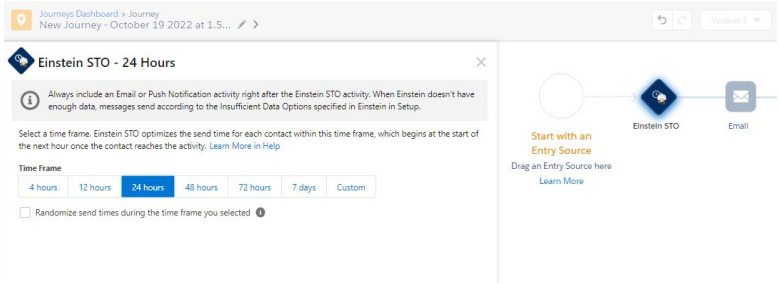
EINSTEIN SCORING

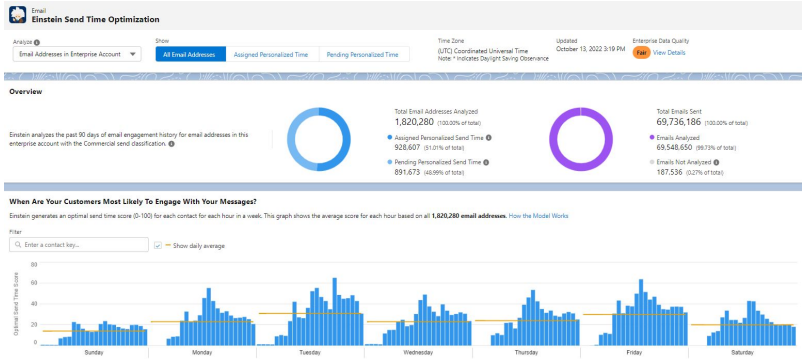
Einstein STO

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.





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 accionable.

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**

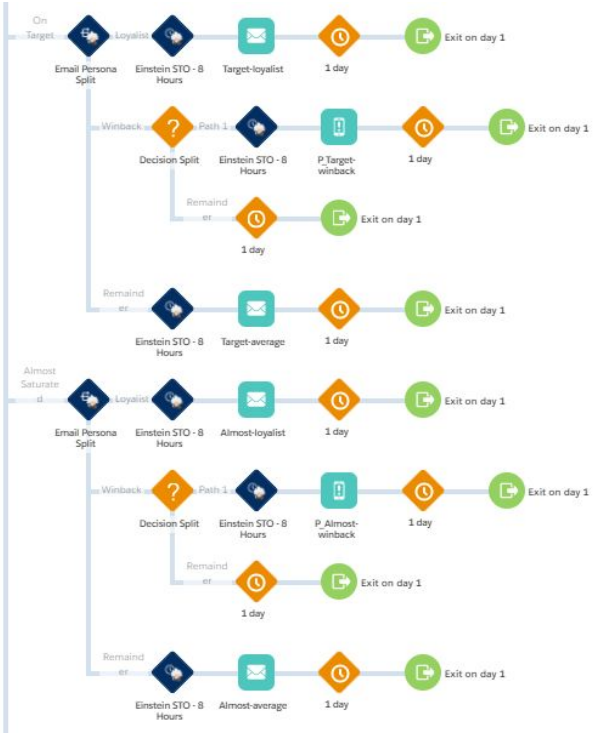
Combining the data obtained from Einstein following measures were taken:

- **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.

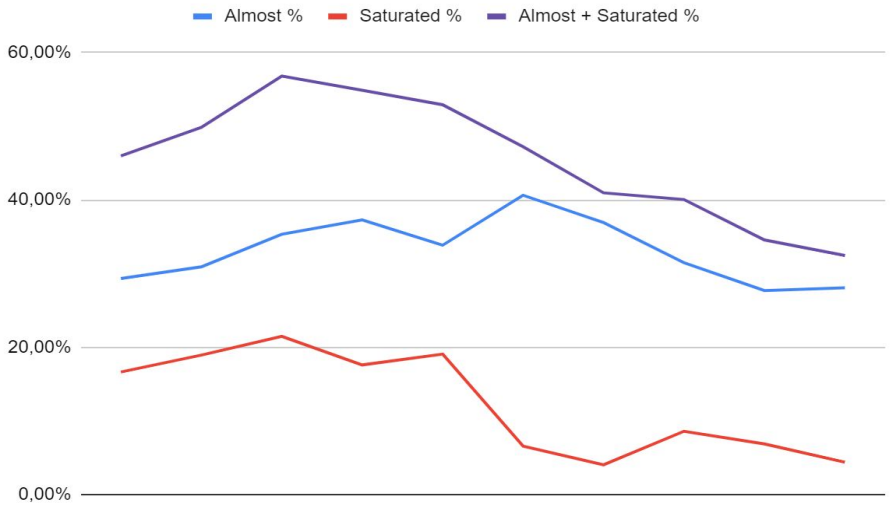
- **Metrics** of the proposed solutions were collected and the solution **adapted** according to the results obtained.



Results

- **Decreased saturation** across the database, both in saturated contacts and in contacts close to saturation.
  - **Saturated contacts decreased from 20% to 4,5%**

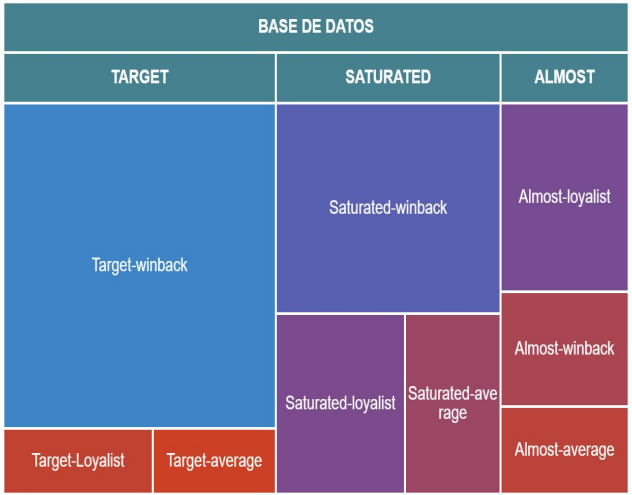
- **Increased engagement**
  - **Opens: 14% vs 42%**
  - **Clicks: 0,5% vs 1,1 %**



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.



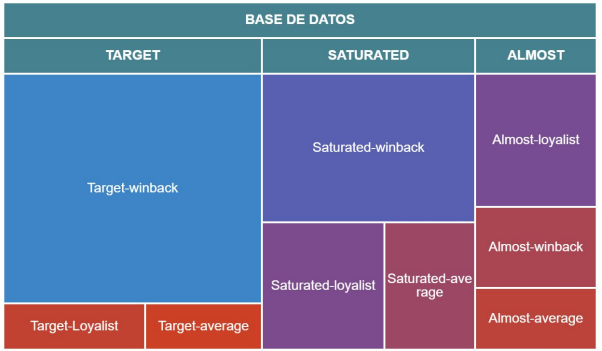
Results

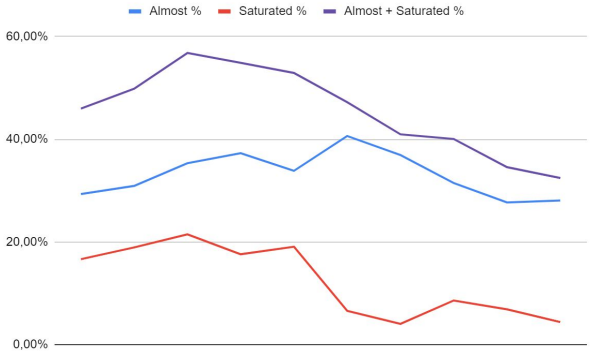
- **Decreased saturation** across the database, both in saturated contacts and in contacts close to saturation.
    - **Saturated contacts decreased from 20% to 4,5%**

- **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.





Special Thanks To Our Sponsors

Title

SERCANTE

salesforce

Platinum

DESELECT

stensul

tray.io

Gold

FormAssembly

LeanData

STACK MOXIE

THE SPOT FOR PARDOT by SERCANTE

Silver

MarketingOps

Goldcast

THE SPOT FOR PARDOT JOBS

GREENKEY

FIONTA

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!

Alvar Diez
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

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

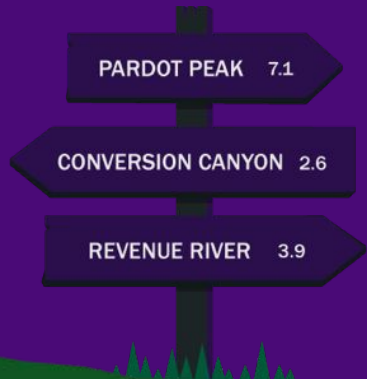
Charcoal - #12171A

White - #FFFFFF

Branding

Assets

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



Step 1

Step 2

Step 3

Step 4

Step 1

Step 2

Step 3