



# **SAILTHRU**

Marketing in a  
changing B2B  
landscape



A diverse group of approximately 15 people of various ages, ethnicities, and genders are smiling and looking towards the camera. They are arranged in two rows, with some standing slightly behind others. The background is a plain, light color. The overall mood is positive and inclusive.

**HUMAN CONNECTIONS MATTER**

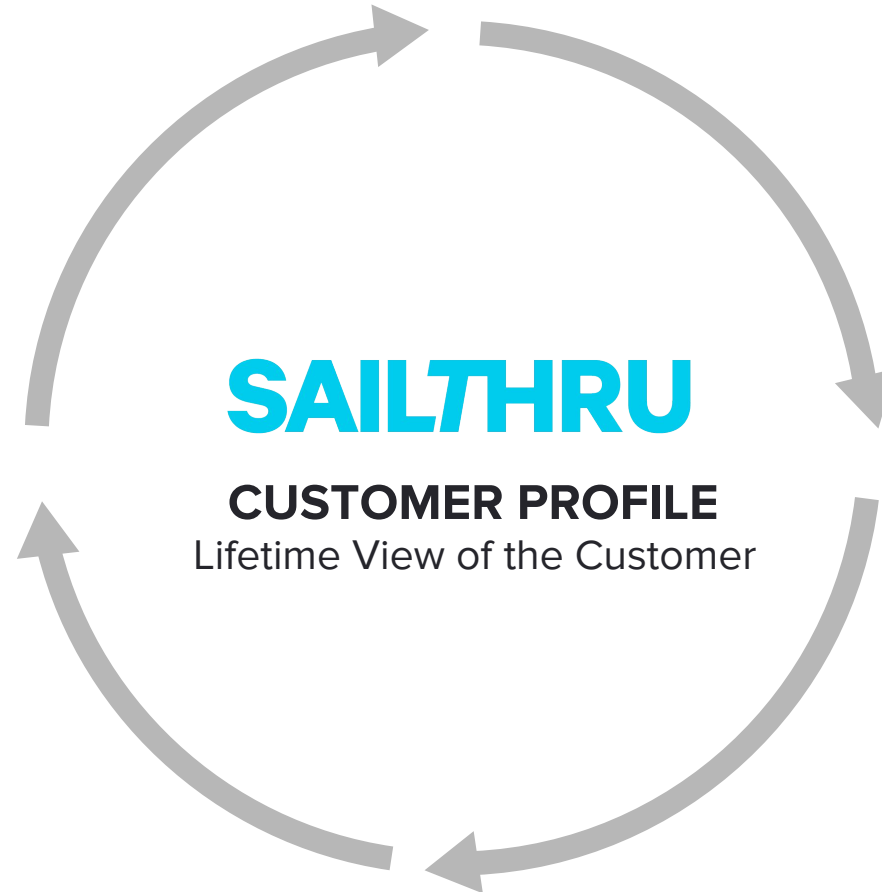
# CUSTOMERS, NOT CHANNELS, **AT OUR CORE**

## **OMNICHANNEL MESSAGING**

Track and engage holistically  
across channels:  
Mobile, Web & Email

## **INTELLIGENCE & ANALYTICS**

Predictive Analytics  
User Level Data  
Comprehensive Reports



## **SEGMENTATION & TARGETING**

Real-time Audience Builder  
Lifecycle Optimizer

## **PERSONALIZED CONTENT**

Predictive Content  
Dynamic placement  
User Interest tracking

**INDUSTRY-WIDE CHALLENGE**

**2011**

~150

**2012**

~350

**2014**

~1,000

**2015**

~2,000

**2016**

~3,500



+



+



+



+



=



**2018**

~7,000

**“Innovative and easy-to-use fully-integrated marketing platform enabling brands around the world to deliver truly personal customer interactions across email, mobile, social, SMS, and web – at scale.”**

**“Predictive audiences with seamless integration and faster data ingestion delivering unrivaled campaign deployment.”**

**“The world’s first AI-powered cross-channel  
visual journey builder.”**



Hi Jason,

We're working with a lot of marketing companies to implement machine learning initiatives for all kinds of use cases, including:

- Propensity Modeling (Cross Sell & Upsell, Campaign Response Rate, etc)
- Loyalty (Customer Churn, Price Elasticity, etc)
- Advertising (Choice of Media, Customized Messaging, etc)
- Customer Analytics (Spending, preferences, etc)

What is the machine learning process at Sailthru? Are you open to a conversation about increasing your efficiency and ROI?

Have a good one,  
Olga

Jason,

Bridging the communication gap between you and your partners is no small task.

This blog looks at tactful ways to do accomplish that goal: [How to Improve Communication with Partners to Skyrocket Sales](#)

Looking forward to getting your thoughts!

-Gina

Hi Jason,

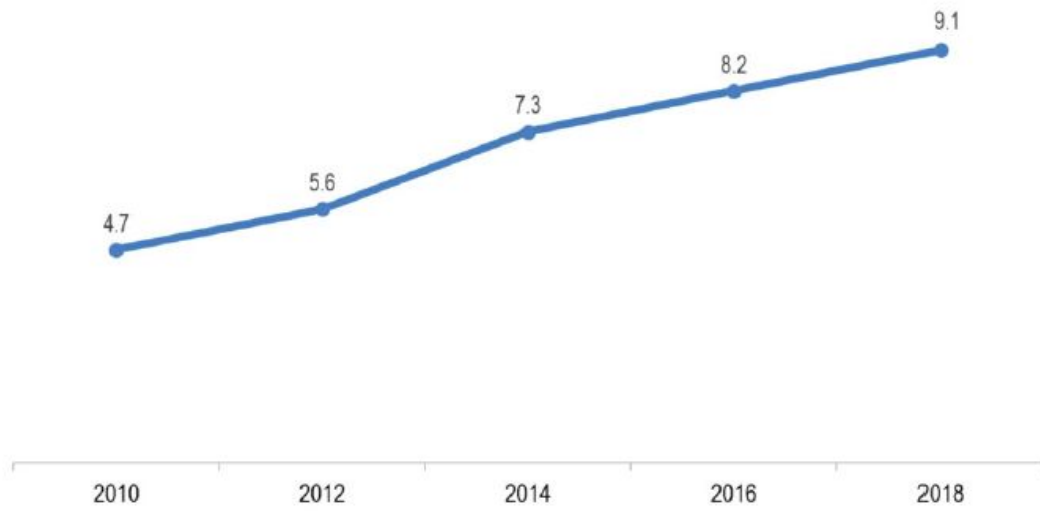
Hope you're having a great day. Following up on this because I noticed we hadn't connected and first emails often get lost in the clutter :)

I still think Outbrain can be a great platform for you guys and would love to get connected.

Are you available some time this week for a quick chat?

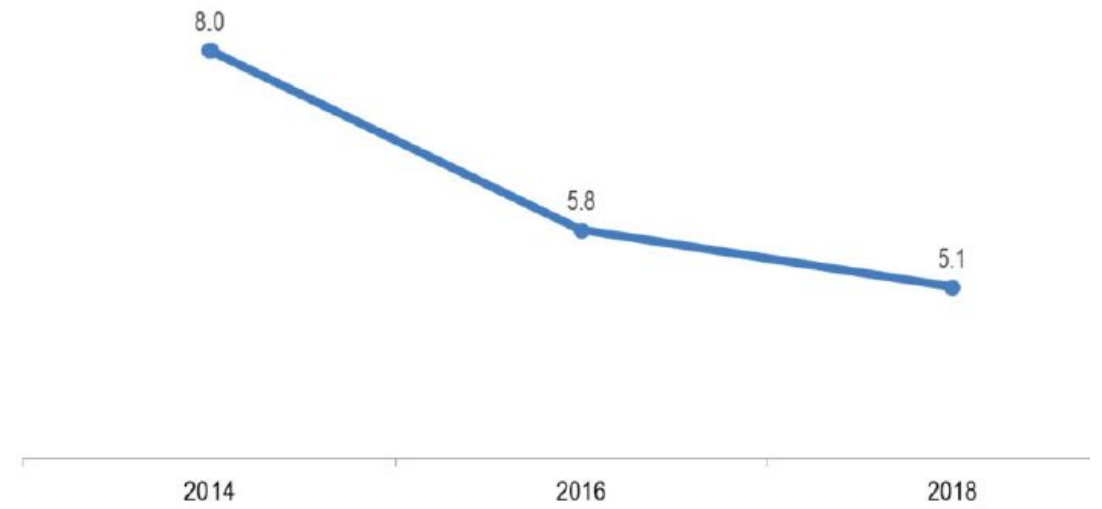
You can schedule a time that works [here](#).

### Attempts Over Time



### QCs per Day

*Change since 2010*



**OUR HYPOTHESIS:**

**emotion > function**

The background features a dynamic, abstract composition of light trails. On the left, there are concentric, glowing blue and purple arcs. On the right, there are bright, streaky light trails in shades of blue, white, and red, suggesting motion and energy. A solid dark blue horizontal band runs across the center, providing a high-contrast background for the text.

# RETAIL PERSONALIZATION INDEX



# PERSONALIZATION INDEXRETAIL

The Retail Personalization Index is a ranking of 100 retail brands according to how well they personalize the customer digital experience across email, web, mobile, and other channels.



Deep evaluation across more than 50 attributes



Survey of more than 13,000 consumers

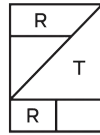


Proprietary methodology for scoring

JUSTEAB

NORDSTROM

ASOS



RENT THE RUNWAY

J.CREW



TOPSHOP



#2

#5

#14

#22

#37

#47

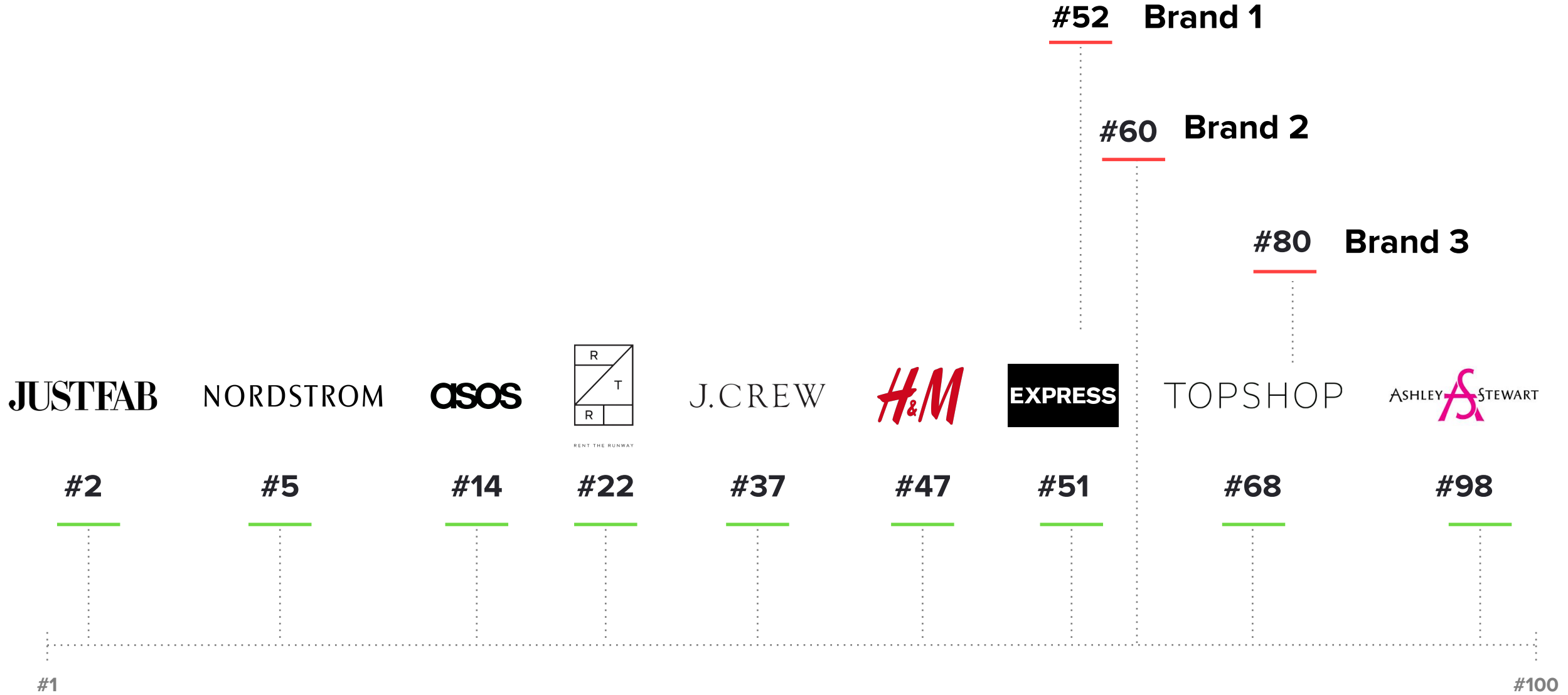
#51

#68

#98

#1

#100





## Brand 1

**#52**

Email: **18**  
Web: **18**  
Mobile: **1**  
Other: **6**

## Brand 2

**#60**

Email: **12**  
Web: **21**  
Mobile: **1**  
Other: **6**

## Brand 3

**#80**

Email: **15**  
Web: **24**  
Mobile: **8**  
Other: **6**

**JUSTEAB**

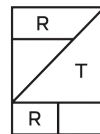
**#2**

NORDSTROM

**#5**

ASOS

**#14**



**#22**

J.CREW

**#37**



**#47**

EXPRESS

**#51**

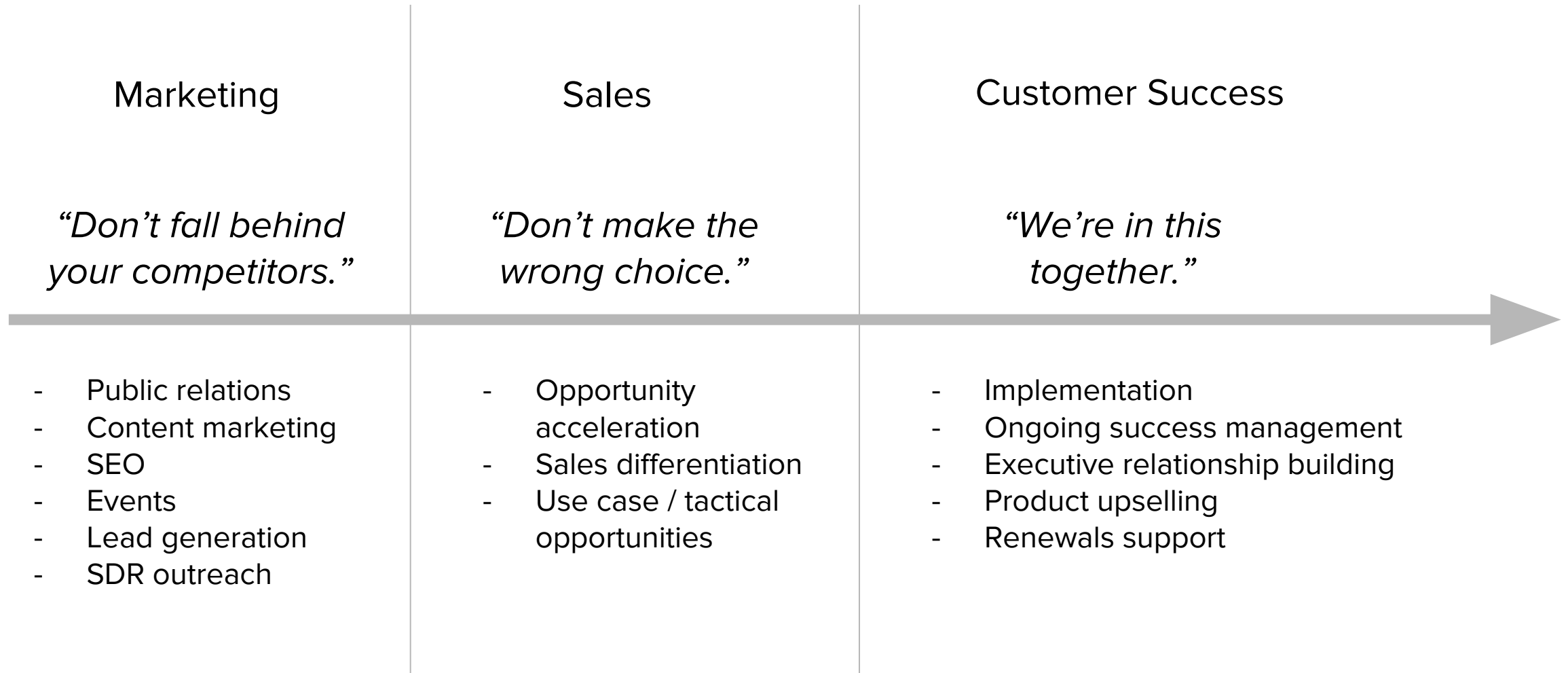
TOPSHOP

**#68**



**#98**

# A FULL FUNNEL APPROACH TO **EMOTIONAL RESONANCE**



# What's your ranking?

Find out how your organization would perform against the Sailthru 100 and receive recommendations on how to personalize your experience.

[Get Your Score](#)

## Didn't make this year's Sailthru100?

Contact us to set a strategy that will set you apart.

[Get in Touch](#)

-   Nina Mogensen      Fwd: →→ Zeena, deep dive into Secret Escapes compared to Mr & Mrs Smith and Expedia
-   Nina Mogensen      Fwd: Cass, how does Charlotte Tilbury to Soko Glam and Chemist Direct? 📌📧 - ----- F
-   Nina Mogensen      Fwd: Paul, what do Hearst Media and Daily mail have in common? 📱💰💻📧 - ----- F
-   Matthew Marsicano      Fwd: What Crutchfield can learn from Best Buy?

Hi Zach,

On top of the insights I've sent over regarding Crutchfield's customer experience, I also wanted to share our profile of [Best Buy](#). Given this retailer has made such a significant turn-around there are a few points that I think you'll find valuable as you continue to set priorities for your team.

You may have read about Sailthru's [Retail Personalization Index](#) that we recently launched through the coverage in the Wall Street Journal, Forbes, Retail TouchPoints, and other publications. It's a ranking of 100 retailers based on how innovative of a customer experience they offer.

I ran an assessment of Crutchfield's total experience and you netted out with a score of 26 out of a possible 100 points with the following breakdown:

Site: 11 out of 30 points

Email: 6 out of 30 points

Mobile: 1 out of 15 points

Other: 8 out of 25 points

Given I'm both a loyal customer and one of the account strategists at Sailthru, I think you'd find value in the findings from the analysis. Are you available for a quick chat this week, maybe Wednesday or Thursday so that I can share with you the broader findings?

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**SAILTHRU.COM**

“With Sailthru, we’re steadily increasing revenue and engagement. We’ve finally found a way to talk to our customers as individuals.”

Abbie Stalnaker Acumen Brands

**100%** Increase in Email Revenue

**82%** Increase in Purchase Conversion

SEE MORE SUCCESS STORIES

## Retention, Simplified.

The Sailthru Customer Retention Cloud<sup>SM</sup> helps modern marketers at leading retail and media companies build deeper, longer-lasting relationships with their customers. Sailthru personalizes individual customer experiences across digital communication channels—in email, on a brand’s website and in their mobile applications. Sailthru-powered 1:1 relationships with consumers help drive higher revenue, improve customer lifetime value and reduce churn.

The Digital Marketer's Holiday Playbook

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LOGIN

SAILTHRU

PRODUCT ▾

SOLUTIONS

SERVICES ▾

CUSTOMERS

RESOURCES ▾

CONTACT US

## Acquire, Grow and Retain Customers, *Fast*

*"Sailthru has given us the ability to achieve our goals with personalized marketing and to more effectively retain customers and increase customer lifetime value."*



Monica Deretich  
VP of CRM  
JustFab

DOWNLOAD CASE STUDY

# Not your boss' marketing cloud.

Sailthru is the most innovative  
platform for email, web, and mobile.

Get a Demo



“Everything I’ve ever wanted  
in one solution — ease,  
agility, true partnership.”

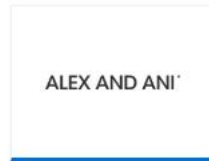
Chad Ghastin  
Enterprise CRM & CX Consultant

“I have nightmares  
about life before Sailthru.”

73% increase in monthly email revenue

36% increase in revenue from abandoned cart emails

Chat With Us About Your Marketing  
Nightmares Today



FOOD52

MailOnline

JUSTEAB



domino

News UK

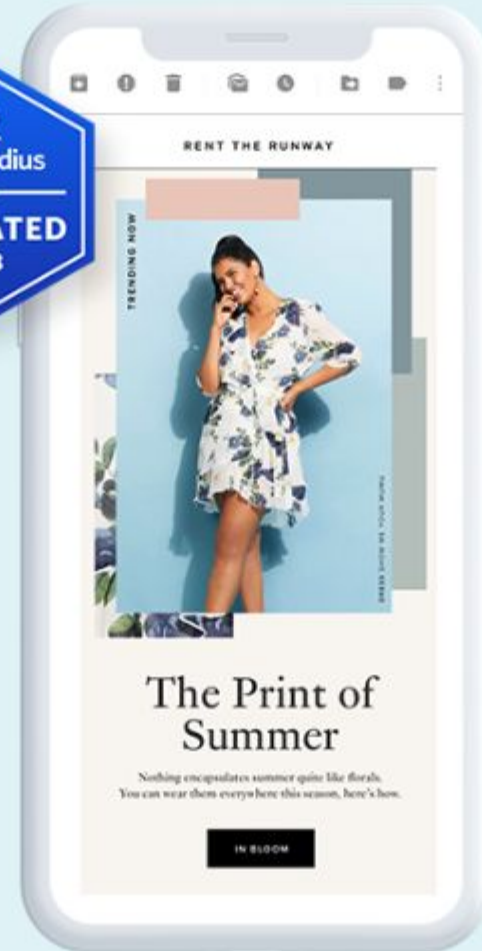
INVESTOPEDIA

REFINERY29

BUSINESS  
INSIDER

betabrand

MATCHES  
FASHION.COM



SAILTHRU

## Top tech for top teams.

Sailthru is the most innovative platform for email, web, and mobile.

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SAILTHRU

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SAILTHRU

## We're already the go-to for your competition.

Sailthru is the most innovative platform for email, web, and mobile.

Get a Demo

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**ADVOCACY**





"Sailthru events are crucial in order to keep up with the industry. Not only do they provide a great forum for networking, while learning about the latest and greatest from like minded marketers, but the experience, food and conversation are the best!"



**Livia Soibelman**  
Retention Manager, Reformation

"Sailthru events tend to be excellent - value-adding conversations and content in fun places. They're events that busy marketers actually want to go to."



**Nick Livermore**  
Sr. Marketing Manager, Grove Collaborative



AUG 7, 2018

### Digital Marketers Happy Hour (Boston)

[SEE THE RECAP](#)



JUL 4, 2018

### Persado & Sailthru Summer Soirée

[SEE THE RECAP](#)



JUN 5, 2018

### Digital Marketers Roundtable Chicago

[SEE THE RECAP](#)



MAY 10, 2018

### Digital Marketers Roundtable Boston

[SEE THE RECAP](#)

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19 Challenges | 9+ New

## Around the World

Pack your bags. We're taking our advocate community on a virtual trip around the world in 3...2...1...

LET'S JET!



GET STARTED

22 Challenges | 9+ New

## Flagship 101

Welcome to The Flagship! In this channel, you'll learn the ins and outs of our community. Consider...

LET'S GET STARTED!



8 Challenges | 8 New

## Introducing Email Composer!

We are excited to welcome Email Composer to your Sailthru experience. This new feature...

ENTER



5 Challenges | 5 New

## Deliverability



7 Challenges | 7 New

## Inside Sailthru



25 Challenges | 9+ New

## Content Portal



Jess Planos replied to the topic [Do you have a Welcome Series?](#) 2d

Sending a Welcome series from specific people in the company was a great way to...



Jess Planos replied to the topic [Share your greatest Sailthru story!](#) 2d

Being able to opt-down users who aren't engaging with our campaigns has helped...



Alex Baker replied to the topic [How has Sailthru made your relationships...](#) 4d

We have found that our mix of general news, deals, and genre-specific curated...



Scott Borchert replied to the topic [Welcome to The Flagship's virtual...](#) 7d

Don Quixote



Alex Baker replied to the topic [Open Rates by Industry](#) 8d

I wish I had a better answer for you Omar, but I think for the most part we do the...



Alex Baker replied to the topic [Share your greatest Sailthru story!](#) 14d



Matthew Lawson

### The coolest thing I am most proud of that I have been able to do in Salthru is...

👍 3 💬 2

We are all using the same tool but in many varied ways, which is really cool. What I think would be useful for everyone, is to showcase the thing that you have been able to push the boundaries, or eve...

General

Last activity: Aug 3, 2017



Frank Salatto

### Polling in email

👍 1 💬 1

I saw a cool feature that had a user poll embedded into the body of an email. Looked like Mailchimp was the ESP that the sender was using. Does anyone know if Salthru offers something similar?

General

Last activity: Jul 7



Omar Merlos

### Open Rates by Industry

👍 1 💬 1

What source do use as a benchmark for your industries open rate and ctr? We are having discussions about this and usually I just use whatever I can find on a web search but is there a group or indepen...

General

Last activity: Aug 8



**Questions?**