



moosend



# moosend

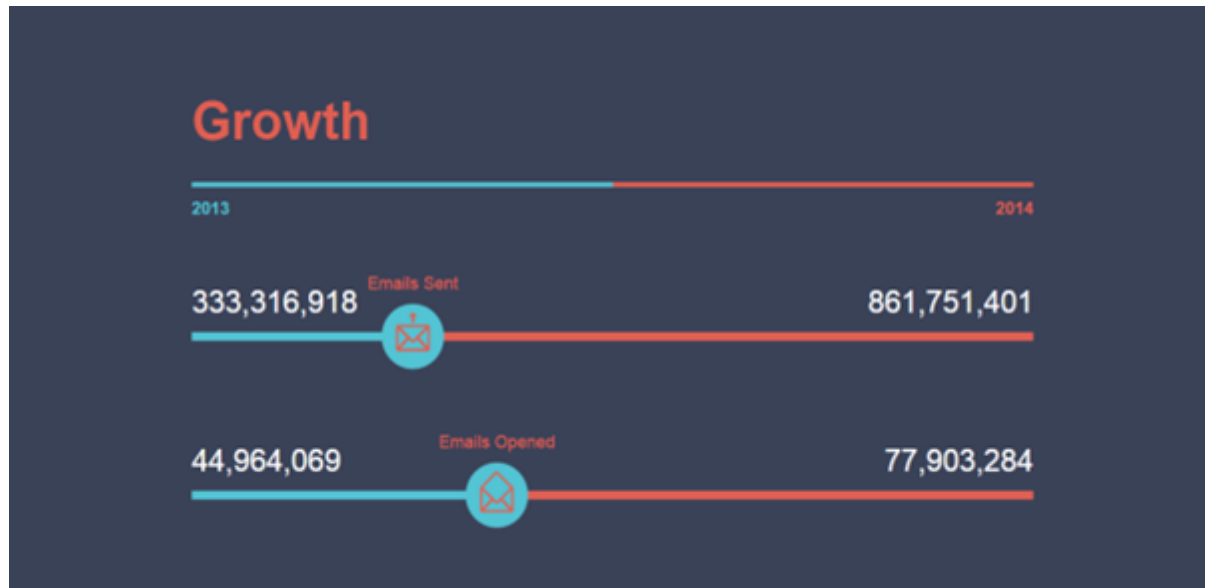
## Marketing Automations

The Road to Success



# Who we are

- Fast growing European Email Service Provider, with world class features and a 1-1 customer approach.
- Based in Athens, we operate also in the U.K., Romania, Poland and Turkey, handling customers globally.
- We've been running our business for 4 years mainly in SEEMEA.



# Who we are





# AUTOMATION



# Ενότητες

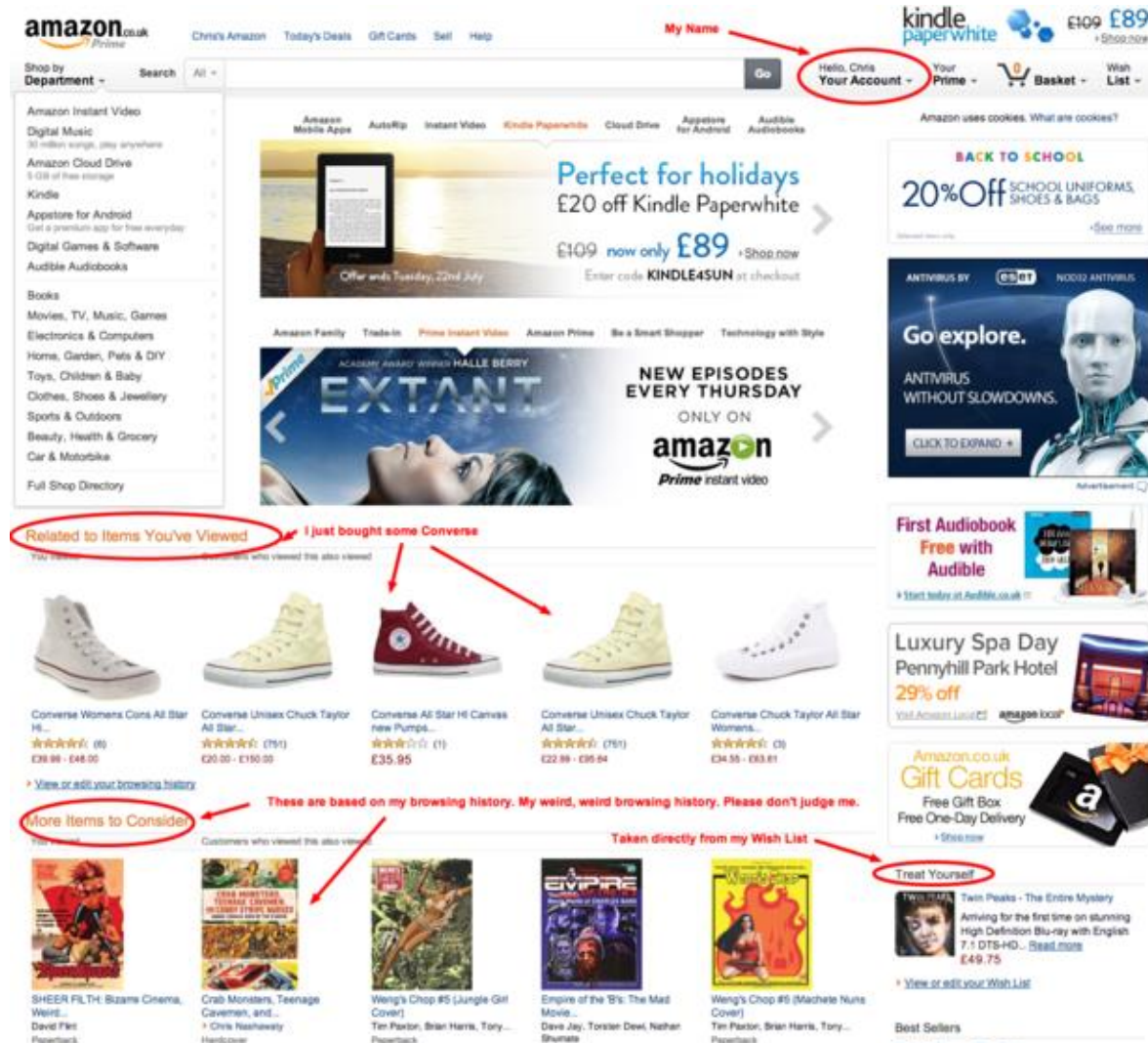
1. Τι σημαίνει Marketing automation;
1. Γιατί να ασχοληθείς;
1. Πρακτικά παραδείγματα.
1. Πώς λειτουργεί;

# Τι είναι το Marketing Automation;

Marketing automation is software and tactics that allow companies to nurture prospects with highly **personalized**, useful content on multiple channels online (such as **email, social media, websites**, etc.), and help convert prospects to **customers**, by **automating repetitive tasks**.

It typically generates significant new revenue for companies, and provides an excellent ROI.

# Τι είναι το Marketing Automation;



The screenshot shows the Amazon UK homepage with several annotations illustrating marketing automation:

- Personalized Greeting:** "Hello, Chris" and "Your Account" link are circled in red, with an arrow pointing to "My Name" above them.
- Product Recommendations:**
  - Related to Items You've Viewed:** A red circle highlights this section, with an arrow pointing to a pair of red Converse shoes from the user's purchase history.
  - More Items to Consider:** A red circle highlights this section, with an arrow pointing to a book titled "Crab Monsters, Teenage Cavemen, and..." from the user's browsing history.
  - Taken directly from my Wish List:** A red circle highlights this section, with an arrow pointing to a book titled "Weng's Chop #5 (Machete Nuts Cover)" from the user's wish list.
- Other Promotions:**
  - Perfect for holidays:** A banner for Kindle Paperwhite with a £20 off discount.
  - BACK TO SCHOOL:** A banner for 20% off school uniforms, shoes, and bags.
  - Go explore:** A banner for antivirus software.
  - First Audiobook Free with Audible:** A banner for a free audiobook.
  - Luxury Spa Day:** A banner for a 29% off discount at Pennyhill Park Hotel.
  - Amazon.co.uk Gift Cards:** A banner for a free gift box and one-day delivery.
  - Treat Yourself:** A banner for a Twin Peaks Blu-ray box set.




# Τι είναι το Marketing Automation;

**amazon.co.uk** [Your Amazon.co.uk](#) [Today's Deals](#) [See All Departments](#)


**Dear Amazon.co.uk Customer,**

As you've previously shown an interest in vinyl records, you might like to check out the latest new and future releases from the likes of Pink Floyd, Oasis and more.


**Shop for vinyl**




New Releases




Coming Soon




Just Announced




Best Sellers




Box Sets



Under £20

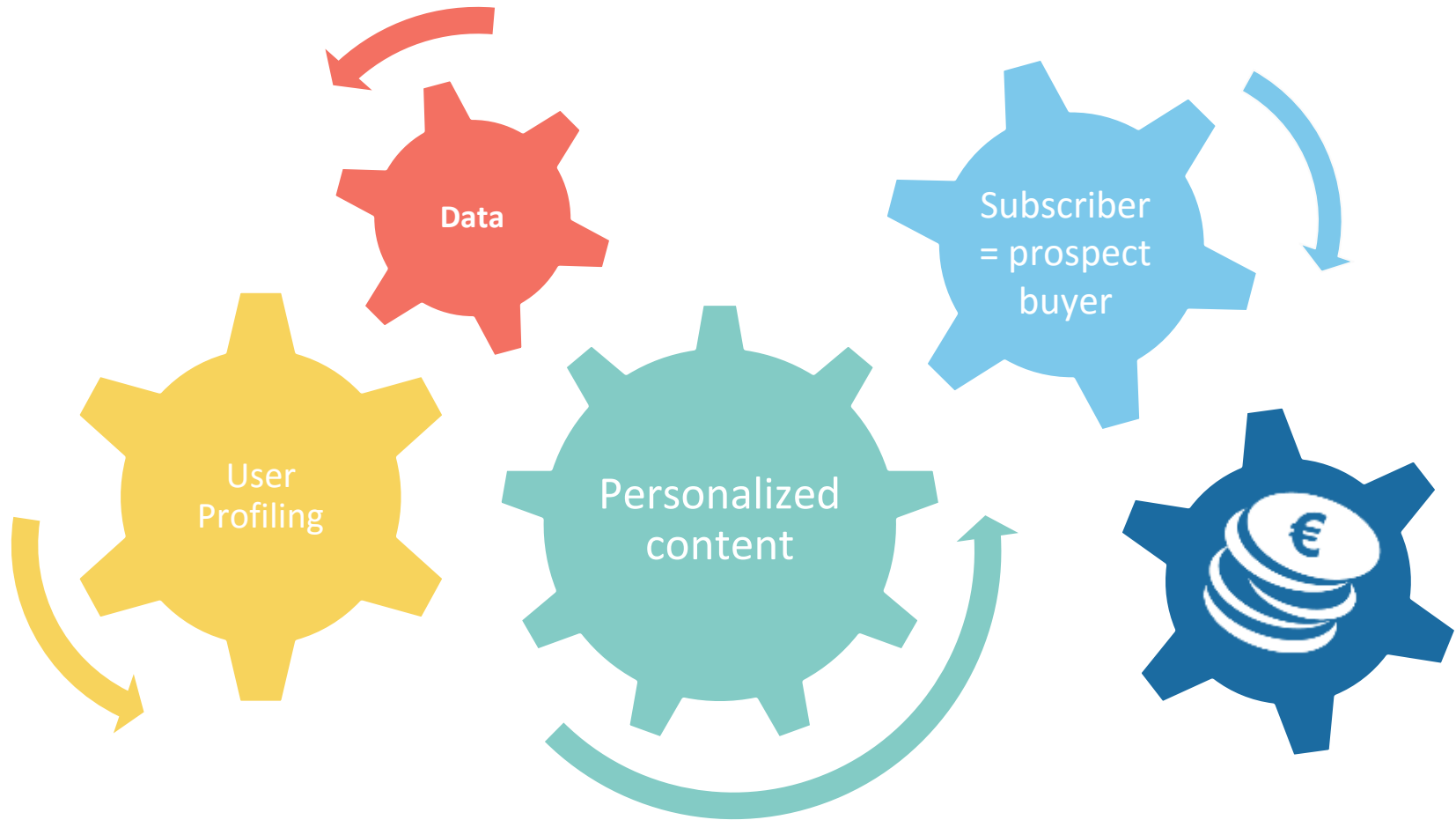


Rock

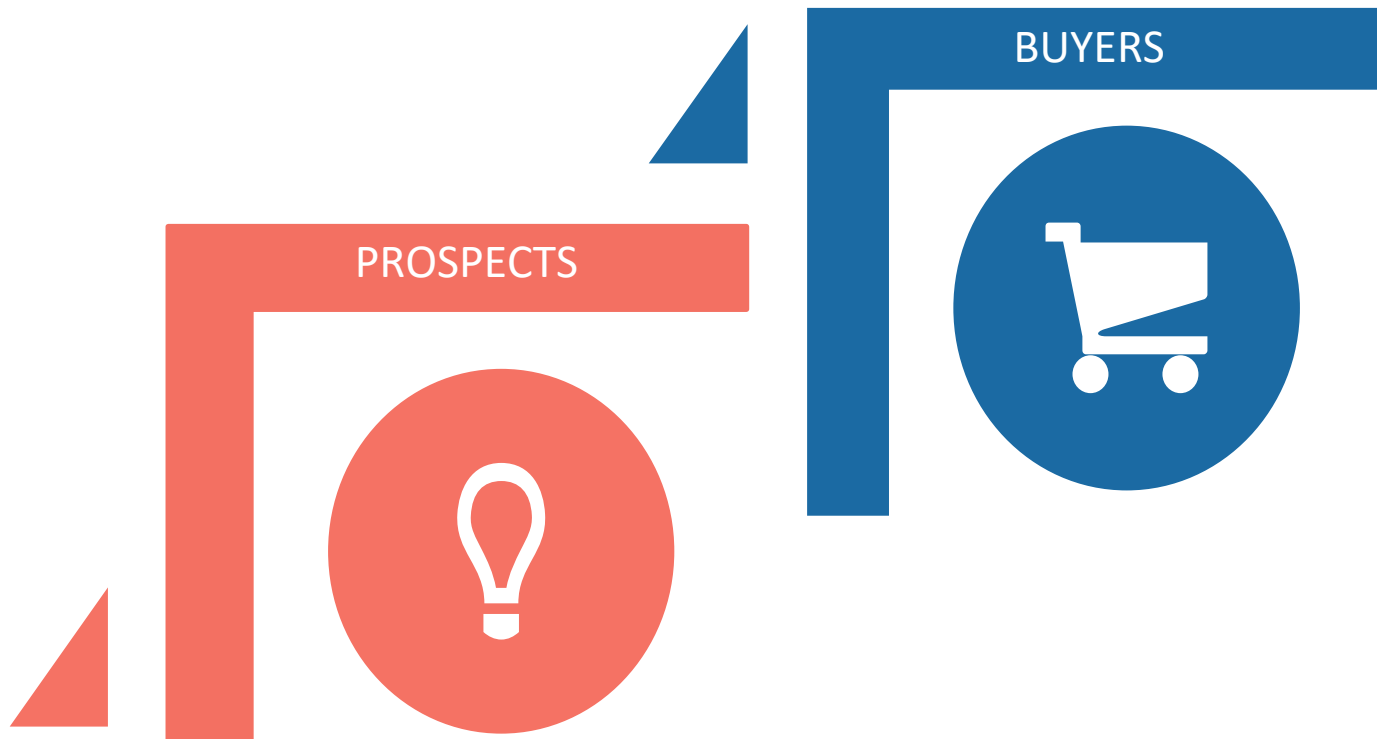


Folk & Songwriter

# Marketing Automation



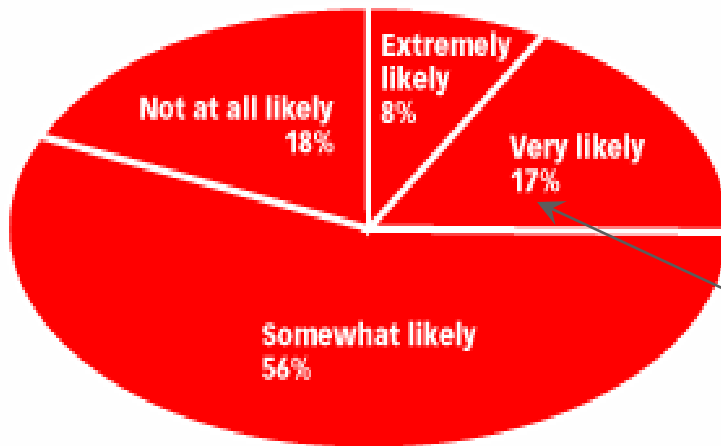
# Στόχος



# Γιατί να ασχοληθείς;

**Likelihood that US Digital Shoppers\* Will Purchase More Items\*\* After Receiving Personalized Emails About Products\*\*\***

% of total



Note: numbers may not add up to 100% due to rounding; \*who shop online more than twice a month and have signed up to receive promotional emails; \*\*online or in a store; \*\*\*based on preferences and shopping habits  
Source: Harris Interactive survey sponsored by Listrak, Jan 13, 2014

148512

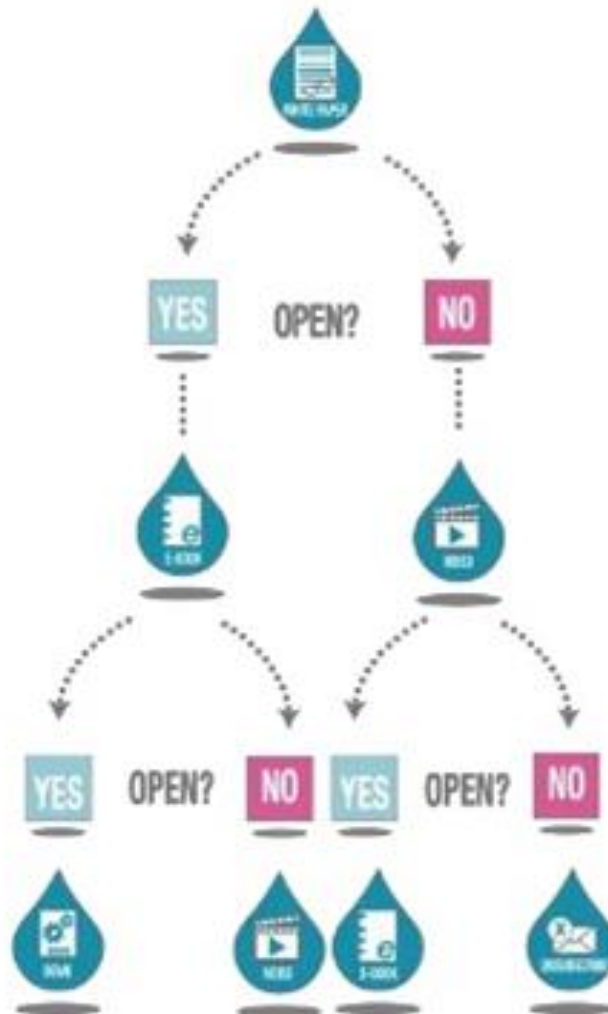
www.eMarketer.com

Personalized Email Campaigns:

- ☐ Προτιμώμενα **links** που έχει πατήσει
- ☐ Πληροφορίες από φόρμα εγγραφής (**φύλο, πόλη**)
- ☐ Προηγούμενη **αγοραστική συμπεριφορά**

81%

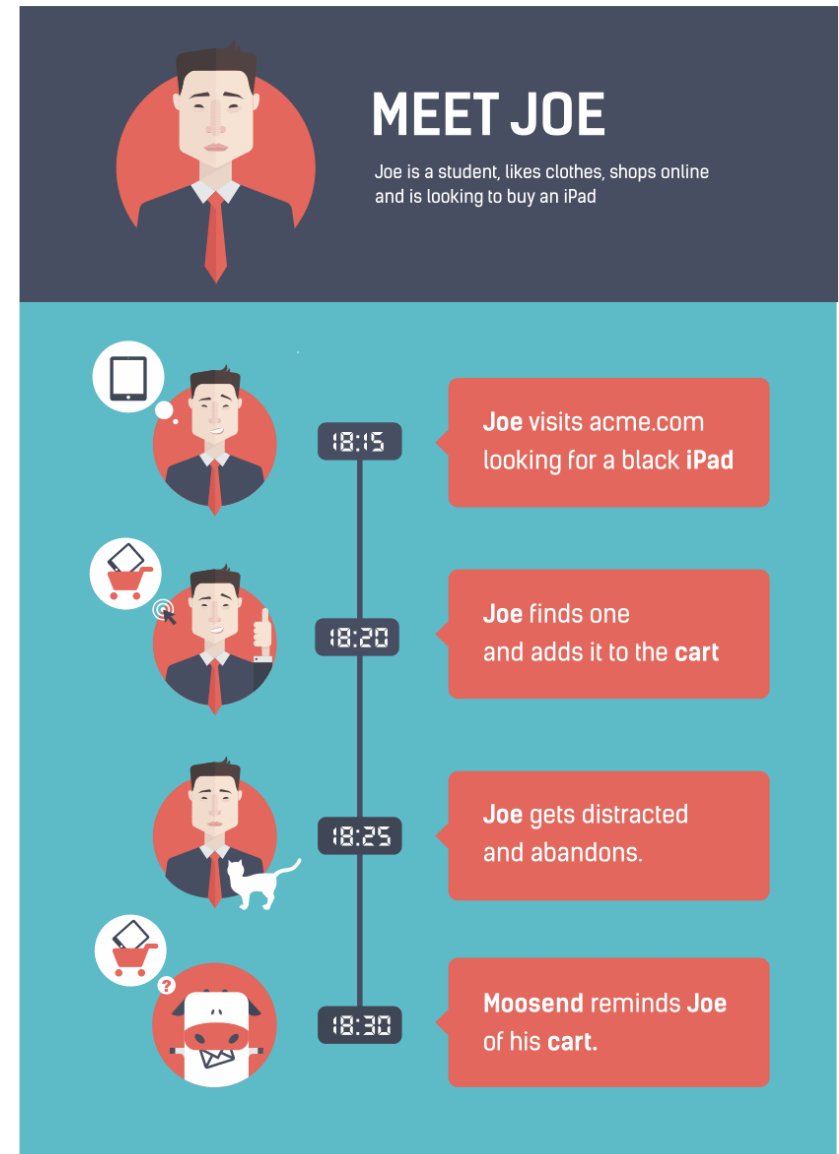
# Πώς λειτουργεί;



# Πώς λειτουργεί;

Let's say a prospect **visits** your company's website and **clicks** on a product, but doesn't purchase it.

Taking into account this prospect's **demographics** and **buying history**, you would deliver a personalized message via email or social media ad to **influence** their decision.



# Πώς λειτουργεί;

**Uber welcomes** its new customers when signing up, and gives a few tips on how to get started.

## Welcome to Uber

Thanks for signing up! We're excited to have you join us and start riding.

Just request a pickup, and in minutes a car will be curbside and ready to take you wherever you need to go.

## 3 Steps to Ride



### Order a Car

Use the iPhone or Android app to request a ride.

### Your Driver Comes to You

Sit back and relax. We'll text you when your Uber arrives.

### Hop in & Hop out

After arriving at your destination, we'll charge your credit card on file and email you a receipt.



## Tips to Get Started

### Request when you're ready to ride

Pickups are strictly on-demand, so we don't accept reservations in advance. Just open the app a little bit in advance of when you need to leave and request a car.

### Confirm your number

Look for a text asking you to verify your mobile number. If you don't receive one, let us know at [t.uber.com/support](https://t.uber.com/support)

### Estimate your fare

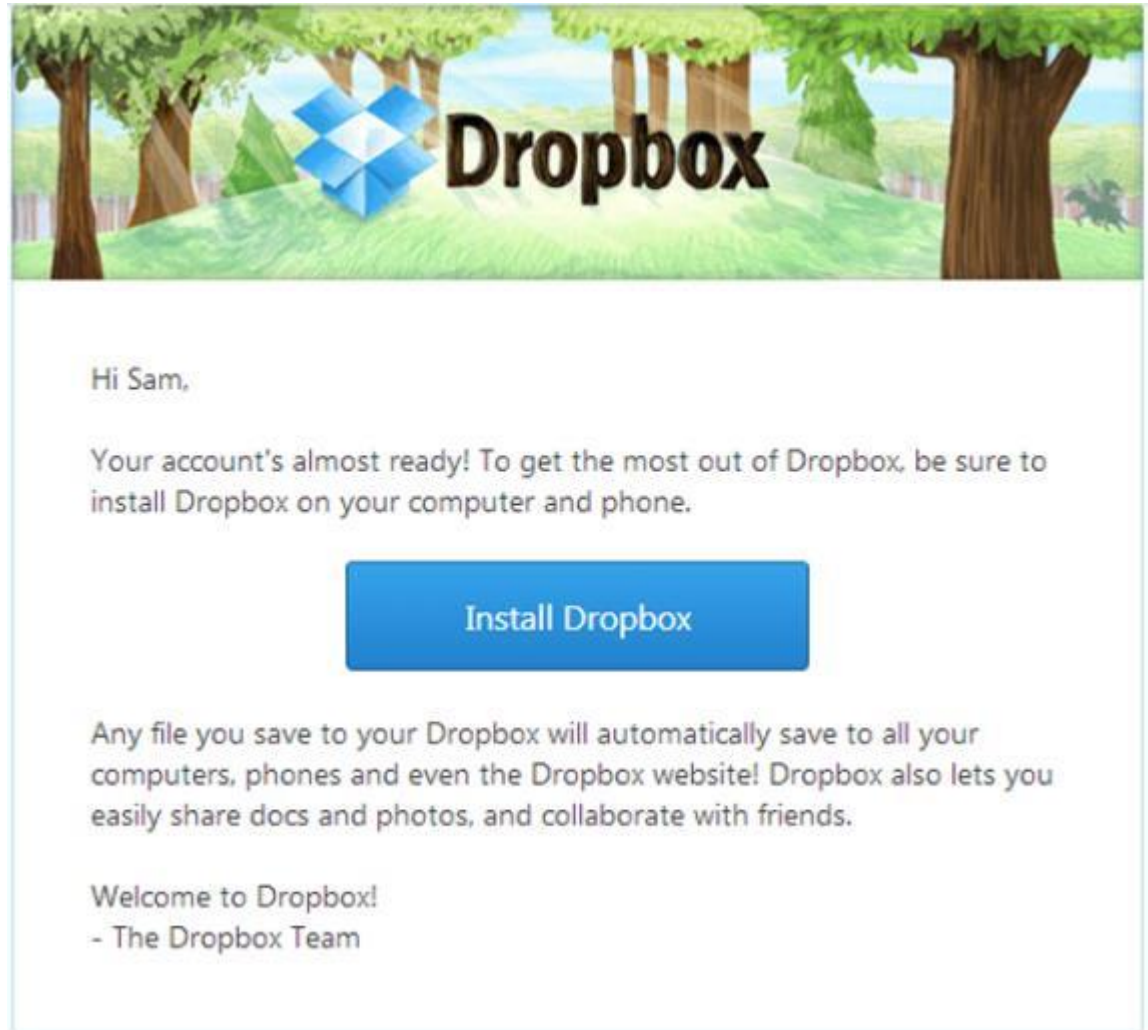
You can get a fare estimate for your trip right in the app by following the instructions at [t.uber.com/fare-estimate](https://t.uber.com/fare-estimate).

## Contact Us

Our Community Managers are here to answer any questions you may have and make sure you have an Uber experience. To get in touch, just head to [t.uber.com/support](https://t.uber.com/support) or check out [support.uber.com](https://support.uber.com).

# Πώς λειτουργεί;

**Dropbox** sends a **personalized** reengaging campaign to those that have registered but have not downloaded the app.





# Πώς λειτουργεί;


**Anniversary** email of **Modcloth**, offering 5 euros to subscribers after 6 months from signing up



# Πώς λειτουργεί;

**Winterson** sends an **anniversary** email on various occasions, like on mother's day.

**WINTERSON**  
CAPTIVATING BEAUTY, NATURALLY.




Dear Sofia,

Say a perfect thank you to someone special this Mother's Day...

Discover our beautiful [Collections](#) of pearl jewellery, choose a matching [set of pearls](#), or view some of our favourite suggestions of [Gifts For Mothers](#) here.

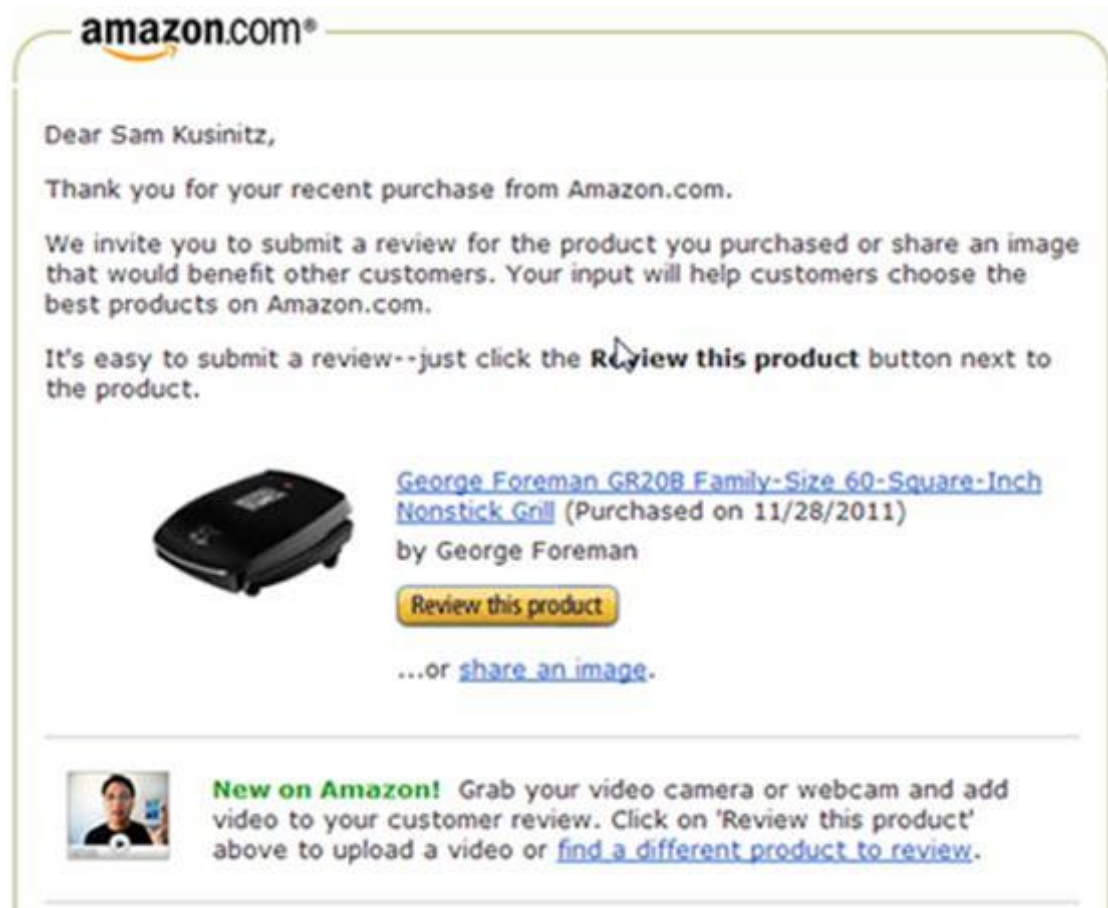
The perfect mother, the perfect gift.



Our last express shipping date for guaranteed delivery before Mother's Day is 2pm on Thursday 27th March to addresses in the UK and 12pm on Monday 24th March for international destinations.

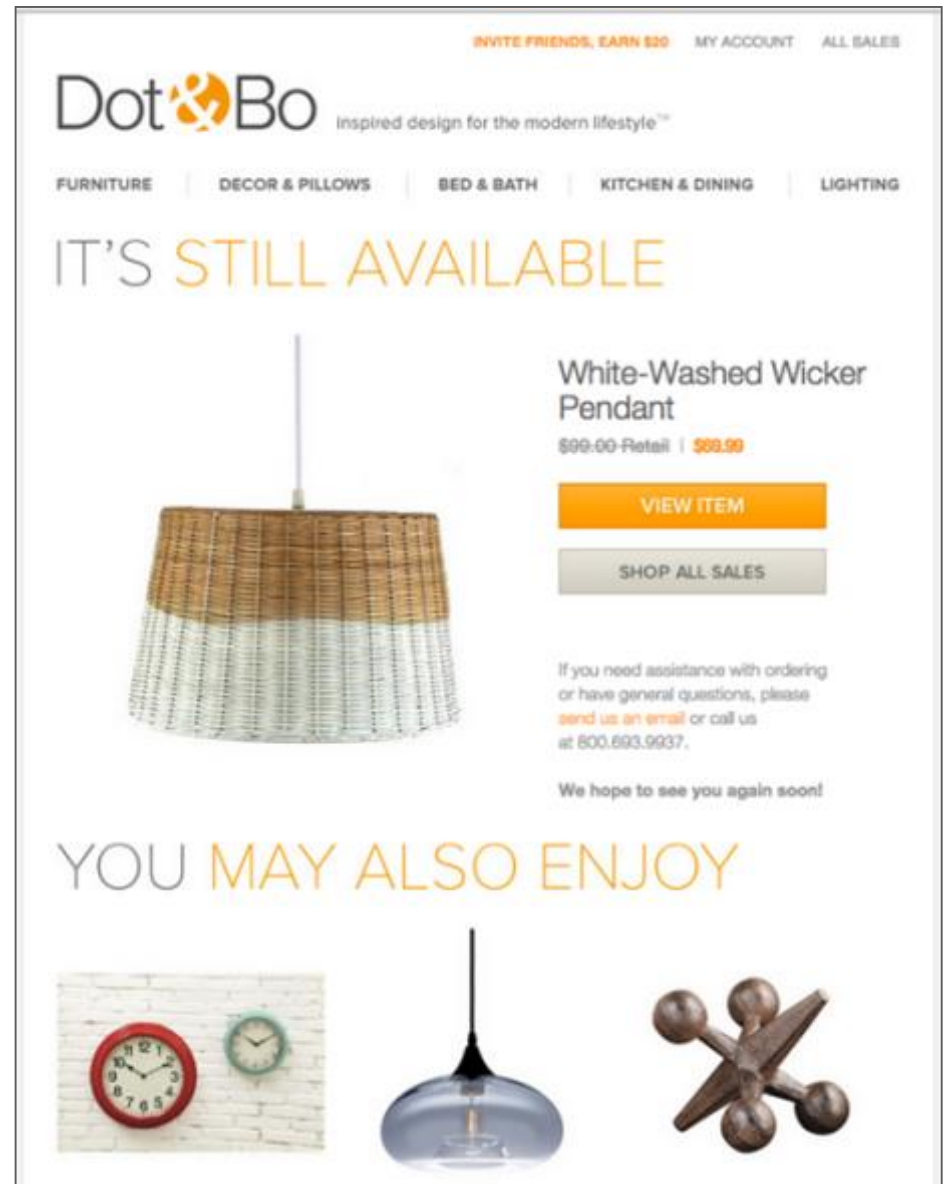
# Πώς λειτουργεί;

**Amazon** sends a **personalized** thank you email campaign to those that have purchased a product, asking for a product review.



# Πώς λειτουργεί;

**Dot&Bo** sends an **abandoned cart** email campaign, to remind the product that was left in the cart and propose relevant products.




# Πώς λειτουργεί;

**Fossil** sends a reminder to those that **abandoned** their shopping cart.



# Πώς λειτουργεί;


New Campaign

Search

1,989,151,864 credits

+

Logged in as  
moosend test

▼

Dashboard

Campaigns

Mailing lists

Automations

Reports





Billing

Account

## Your Automations

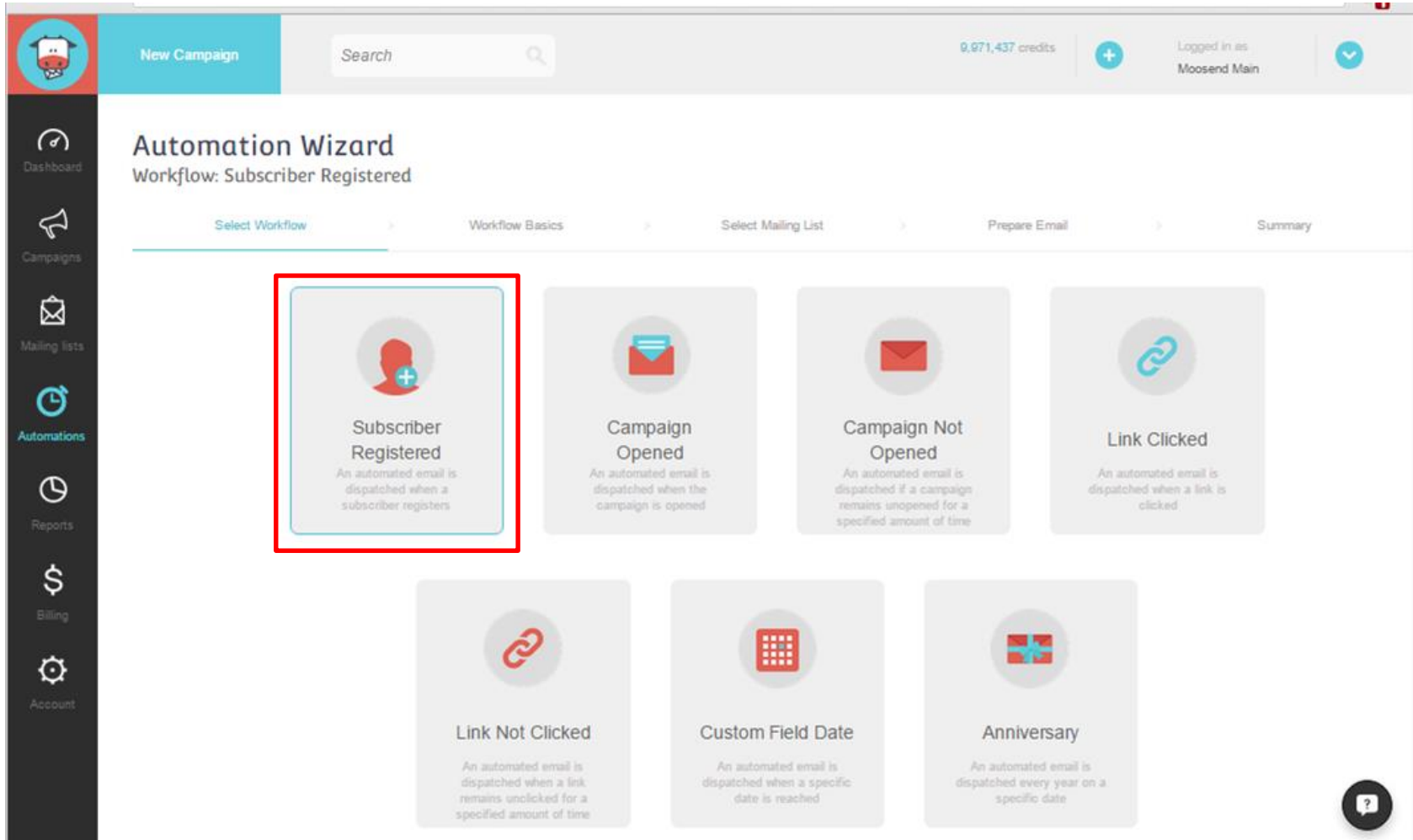
19 total automations

Create new automation

 <b>Custom field date - test</b> 2 hours after the date of field 'test date custom field' is met	<b>0.0%</b> Open %	<b>0.0%</b> Click %	<b>0</b> Sent	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
 <b>Subscriber Registered...</b> Immediately after a subscriber is registered by any means	<b>100.0%</b> Open %	<b>0.0%</b> Click %	<b>1</b> Sent	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
 <b>Campaign Opened - test</b> Immediately after any campaign is opened	<b>0.0%</b> Open %	<b>0.0%</b> Click %	<b>0</b> Sent	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
 <b>Link Clicked - test</b> 1 minute after a <a href="#">specific link</a> is clicked in campaign <a href="#">test automation link click</a>	<b>100.0%</b> Open %	<b>0.0%</b> Click %	<b>2</b> Sent	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>



# Πώς λειτουργεί;




The screenshot shows the Moosend Automation Wizard interface. The top navigation bar includes a 'New Campaign' button, a search bar, and user information (0,971,437 credits, Logged in as Moosend Main). The left sidebar contains icons for Dashboard, Campaigns, Mailing lists, Automations (highlighted), Reports, Billing, and Account.

The main content area is titled 'Automation Wizard' with the workflow 'Subscriber Registered'. The steps in the wizard are: Select Workflow, Workflow Basics, Select Mailing List, Prepare Email, and Summary.

The 'Select Workflow' step shows seven available automation workflows, each with an icon and a description:

- Subscriber Registered** (highlighted with a red box): An automated email is dispatched when a subscriber registers.
- Campaign Opened**: An automated email is dispatched when the campaign is opened.
- Campaign Not Opened**: An automated email is dispatched if a campaign remains unopened for a specified amount of time.
- Link Clicked**: An automated email is dispatched when a link is clicked.
- Link Not Clicked**: An automated email is dispatched when a link remains unclicked for a specified amount of time.
- Custom Field Date**: An automated email is dispatched when a specific date is reached.
- Anniversary**: An automated email is dispatched every year on a specific date.

# Πώς λειτουργεί;



New Campaign


Search

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Dashboard




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Billing



Account

## Automation Wizard

Workflow: Subscriber Registered

Select Workflow > Workflow Basics > Select Mailing List > Prepare Email > Summary

Automation Name

Testing automation - subscriber register

Use an easily identifiable name used only for internal use.

Subject

Thank you for your registration - Here is a 5% coupon code!

This is the subject that each of your recipients will see in their email client.

Sender

Moosend Email Marketing (hello@moosend.com)

▼

Emails will be sent from this email address. Add more sender accounts from your account settings.

Reply to

Moosend Email Marketing (hello@moosend.com)

▼

Subscribers replies to your campaign email, will be received on this email account.

When should the response email be sent?

After

▼

10

Minutes

▼

Select a time frame

By which registration method?


Subscription Form

▼

Select an option to describe the event better



# Πώς λειτουργεί;


New Campaign

Search

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Dashboard

Campaigns

Mailing lists

Automations

Reports


Billing

Account

## Automation Wizard


Workflow: Campaign Not Opened

Select Workflow
Workflow Basics
Select Mailing List
Prepare Email
Summary




### Subscriber Registered

An automated email is dispatched when a subscriber registers




### Campaign Opened

An automated email is dispatched when the campaign is opened




### Campaign Not Opened

An automated email is dispatched if a campaign remains unopened for a specified amount of time




### Link Clicked

An automated email is dispatched when a link is clicked




### Link Not Clicked

An automated email is dispatched when a link remains unclicked for a specified amount of time



### Custom Field Date

An automated email is dispatched when a specific date is reached




### Anniversary

An automated email is dispatched every year on a specific date

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# Πώς λειτουργεί;

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Campaigns

Mailing lists

**Automations**

Reports

Billing

Account

## Automation Wizard

Workflow: Campaign Not Opened

Select Workflow > **Workflow Basics** > Select Mailing List > Prepare Email > Summary

Automation Name

Non Openers

Use an easily identifiable name used only for internal use.

Subject

Don't miss out

This is the subject that each of your recipients will see in their email client.

Sender

moosend (hello@moosend.com) ▼

Emails will be sent from this email address. Add more sender accounts from your account settings.

Reply to

moosend (hello@moosend.com) ▼

Subscribers replies to your campaign email, will be received on this email account.

When should the response email be sent?

After ▼

5

Days ▼


Select a time frame

Which campaign?

test1 ▼

Select an option to describe the event better

# Πώς λειτουργεί;


New Campaign

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## Automation Wizard

Workflow: Link Clicked


Select Workflow

Workflow Basics

Select Mailing List


Prepare Email

Summary




### Subscriber Registered

An automated email is dispatched when a subscriber registers




### Campaign Opened

An automated email is dispatched when the campaign is opened




### Campaign Not Opened

An automated email is dispatched if a campaign remains unopened for a specified amount of time




### Link Clicked

An automated email is dispatched when a link is clicked




### Link Not Clicked

An automated email is dispatched when a link remains unclicked for a specified amount of time



### Custom Field Date

An automated email is dispatched when a specific date is reached




### Anniversary

An automated email is dispatched every year on a specific date

?

# Πώς λειτουργεί;



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## Automation Wizard

Workflow: Link Clicked

Select Workflow

Workflow Basics

Select Mailing List

Prepare Email

Summary

Automation Name

Clickers

Use an easily identifiable name used only for internal use.

Subject

Will you give it a try?

This is the subject that each of your recipients will see in their email client.

Sender

Moosend Email Marketing (hello@moosend.com)

▼

Emails will be sent from this email address. Add more sender accounts from your account settings.

Reply to

Moosend Email Marketing (hello@moosend.com)

▼

Subscribers replies to your campaign email, will be received on this email account.

When should the response email be sent?

Immediately

▼

Select a time frame

Which campaign?

Interview: The marketer who sent the 1st email campaign.

▼

Select a campaign to get the links for

Which link?

Any

▼

Any


http://www.moosend.com/blog/gary-thuerk-people-make-the-same-mistakes-over-and-over-again/662

http://www.moosend.com/blog/how-to-succeed-with-email-marketing-in-the-beauty-industry/663

http://www.moosend.com/blog/how-to-succeed-with-beauty-email-marketing/663


http://www.moosend.com/

☐ Track automation emails in Google Analytics



www.moosend.com

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Dashboard


  
Campaigns

  
Mailing lists

  
Automations

  
Reports


  
Billing

  
Account

## Automation Wizard


Workflow: Custom Field Date

Select Workflow > Workflow Basics > Select Mailing List > Prepare Email > Summary




**Subscriber Registered**

An automated email is dispatched when a subscriber registers




**Campaign Opened**

An automated email is dispatched when the campaign is opened




**Campaign Not Opened**

An automated email is dispatched if a campaign remains unopened for a specified amount of time




**Link Clicked**

An automated email is dispatched when a link is clicked




**Link Not Clicked**

An automated email is dispatched when a link remains unclicked for a specified amount of time



**Custom Field Date**


An automated email is dispatched when a specific date is reached



**Anniversary**

An automated email is dispatched every year on a specific date

# Πώς λειτουργεί;



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Dashboard




Campaigns




Mailing lists




Automations



Reports



Billing



Account

## Automation Wizard

Workflow: Custom Field Date

Select Workflow > Workflow Basics > Select Mailing List > Prepare Email > Summary

Automation Name

Happy Birthday campaigns

Use an easily identifiable name used only for internal use.

Subject

Happy Birthday #recipient.name#!

This is the subject that each of your recipients will see in their email client.

Sender

Moosend Email Marketing (hello@moosend.com)

Emails will be sent from this email address. Add more sender accounts from your account settings.

Reply to

Moosend Email Marketing (hello@moosend.com)

Subscribers replies to your campaign email, will be received on this email account.

When should the response email be sent?

Immediately


Select a time frame

Based on which date field?

Date

☐ Track automation emails in Google Analytics

# Πώς λειτουργεί;



New Campaign

Search

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## Automation Wizard


Workflow: Anniversary

Select Workflow > Workflow Basics > Select Mailing List > Prepare Email > Summary




**Subscriber Registered**

An automated email is dispatched when a subscriber registers




**Campaign Opened**

An automated email is dispatched when the campaign is opened




**Campaign Not Opened**

An automated email is dispatched if a campaign remains unopened for a specified amount of time




**Link Clicked**

An automated email is dispatched when a link is clicked




**Link Not Clicked**

An automated email is dispatched when a link remains unclicked for a specified amount of time



**Custom Field Date**

An automated email is dispatched when a specific date is reached




**Anniversary**

An automated email is dispatched every year on a specific date

?

# Πώς λειτουργεί;



New Campaign


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## Automation Wizard

Workflow: Anniversary

Select Workflow
>
Workflow Basics
>
Select Mailing List
>
Prepare Email
>
Summary

Automation Name
Valentine's day

Use an easily identifiable name used only for internal use.

Subject
For your beloved ones

This is the subject that each of your recipients will see in their email client.

Sender
Moosend Email Marketing (hello@moosend.com)

Emails will be sent from this email address. Add more sender accounts from your account settings.

Reply to
Moosend Email Marketing (hello@moosend.com)

Subscribers replies to your campaign email, will be received on this email account.

When should the response email be sent?
Immediately


Select a time frame

Based on which date field?
Specific Date

Select a mailing list first, and then choose your custom date field here

Choose a date
14-02-2016

Select a date to trigger the event





# Πώς λειτουργεί;

**Happy birthday** email campaign by **Ben & Jerry's**



**Valuable: Free scoop**

**Relevant: Subscribers' choice**

**About the subscriber: Birthday coupon**

# Πώς λειτουργεί;

**Victoria's secret** sends an **anniversary** email on various occasions, like on Valentine's Day.

[xy Valentine's Day! Love, Victoria's Secret](#) View this email on a [mobile device](#), or [web browser](#).

ICTORIA'S SECRET

CATALOGUE QUICK ORDER | FORWARD TO A

s Panties Sleepwear Clothing Shoes Swim Beauty Sale & Specials Gift Cards

**\$15 OFF ORDERS OF \$100**

\$30 off \$150, \$75 off \$250. Use offer code **SPRING11**. Details below.

WILL YOU  
BE OUR  
*Valentine?*

Have a very sexy day,  
from our hearts to yours...

xx♥♥  
*Victoria's Secret*

# Κι ένα video

**Watch it on <https://vimeo.com/123895273>**

Καλή επιτυχία



# Επικοινωνήστε μαζί μας



Σοφία Αναδιώτου  
Head of EMEA, MBA

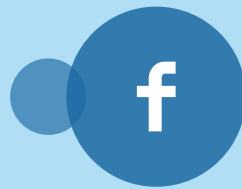
MOOSEND  
[www.moosend.com](http://www.moosend.com)

**E:** [sanad@moosend.com](mailto:sanad@moosend.com)  
**M:** 695 192 9992

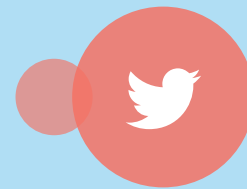
# We are social



[moosend.com](https://moosend.com)



[facebook.com/moosend](https://facebook.com/moosend)



[@moosendapp](https://twitter.com/moosendapp)