

How to increase your renewal revenues through email automation

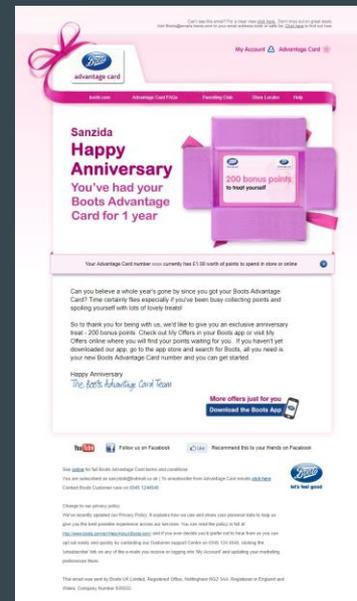
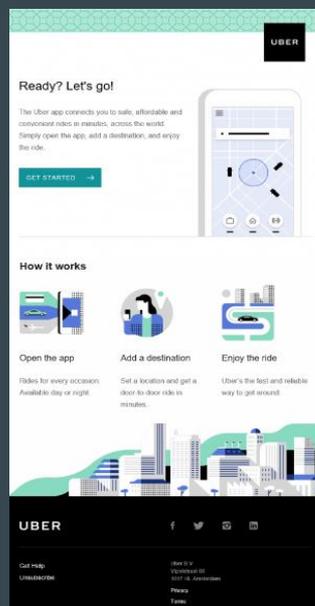
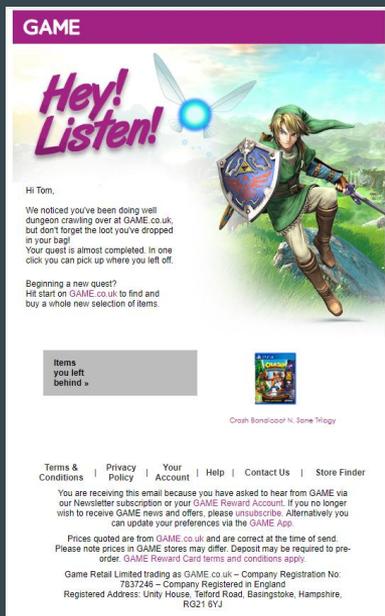


16th November 2017

The agenda

- The role of email in Future's renewal journey
- Why should you automate?
- What can go wrong with automation?
- Are you ready to automate?
- How we automated our renewal emails?
- Our next steps to optimise further

What emails can you automate?



Abandoned
Basket

Renewal
Email

Welcome
Email

Anniversary
Email

How can automation help you?

- Saves time & lowers costs
- Continual flow of renewals & less reliance on costlier channels
- Focus on marginal gains for collective uplift
- One-time setup motivates to maximise personalisation
- No constraints to send more emails, reach more of your list, more regularly
- An automated feed of data that is updated daily, allows more precision with your journey

Guarantee renewal revenue from new segments with automation

Renewing our customers 3 years ago

- Subscriptions
- Print
- Single Currency GBP
- B2C

Renewing our customers right now

- Subscriptions
- Memberships
- Premium or VIPs
- Paywalls
- Print
- Digital
- Print + Digital Bundles
- Multi-mag Bundles
- B2C
- B2B
- GBP, Euros and US Dollars

Where automation can fail...

Problem: If you don't proof every segment, your emails may not populate as planned...

Solution: Check your data and filters or your conditional content may not display.

Your Digital Camera subscription is about to expire!
HAVING PROBLEMS VIEWING THIS E-MAIL? [VIEW ONLINE](#)

Digital Camera
The magazine for today's photographers

YOUR SUBSCRIPTION IS ABOUT TO EXPIRE

DON'T MISS OUT - RENEW TODAY!



RENEW NOW

This really is your last chance to renew your subscription without missing an issue. So why wait and risk forgetting? Renew your subscription now!

Kind regards

Doug Purdom
Digital Camera Subscription Team

P.S. If this email has crossed with your renewal payment in the post, please accept my apologies and rest assured that your renewal is being taken care of without delay.

Terms and conditions: There are 13 issues in a year. Prices correct at point of email despatch and subject to change. For full terms and conditions click [here](#). Offer closes: 20th October 2017.

HOW TO GET IN TOUCH...

UK customers can call us on 0344 848 2852
International customers can call us on
+44 (0) 344 848 2852

Where automation can fail...

Problem: If your data isn't accurate and yet you still email renewed subs to come back...

Solution: Check your data to see why renewals are being processed as new orders.

GIVE YOUR MEMBERSHIP AN ENCORE
[Click here to view online](#) **TEAMROCK+**

GIVE YOUR SUBSCRIPTION AN...
ENCORE

GIVE YOUR MEMBERSHIP AN ENCORE

Dear Nic,

Nobody likes it when the lights come up at the end of the show, so why don't you give your membership to **TeamRock+** another moment of glory?

Restart your membership today for just ~~£3.99/\$4.99~~ a month and get unlimited access to world famous rock and roll journalism from Classic Rock, Metal Hammer and Prog Magazine. That's less than the cost of a beer!

I WANT MORE!

Make sure you seize this opportunity to enjoy all that TeamRock+ has to offer and restart your membership today with our free 30-day trial.

[CLICK HERE](#) TO RESTART YOUR MEMBERSHIP

Keep rockin'!

Jon Beeson

Jon Beeson
Team Rock Membership Roadie

Are you ready to automate your journey?

Data Hygiene	<ul style="list-style-type: none">- Got a high volume of email addresses?- Delivery rate?- Are you on safe sender lists?	✓
Email Content	<ul style="list-style-type: none">- Captivating subject lines and pre-header text?- Convincing calls to action?- Clear proposition & copy?- Mobile-optimised artwork?- Consistency through to landing page?	✓
Customer Journey	<ul style="list-style-type: none">- Is your journey delivering on all of your objectives?- Are you varying your journey and maintaining engagement?	✓

How? Collaborate and tap into expertise

**Subs Bureau
Data Team**

Subs Bureau & ESP use APIs to feed our daily data into emails

**Data Audit &
Daily Feed**

**ESP
Design Team**

ESP gather journey requirements to build filters

Filters

**ESP
Project Team**

Renewal team work with editorial team to assemble USPs & artwork

**Email
Creative**

**Future's
Renewal Team**

Email team devise testing methodology & manage project

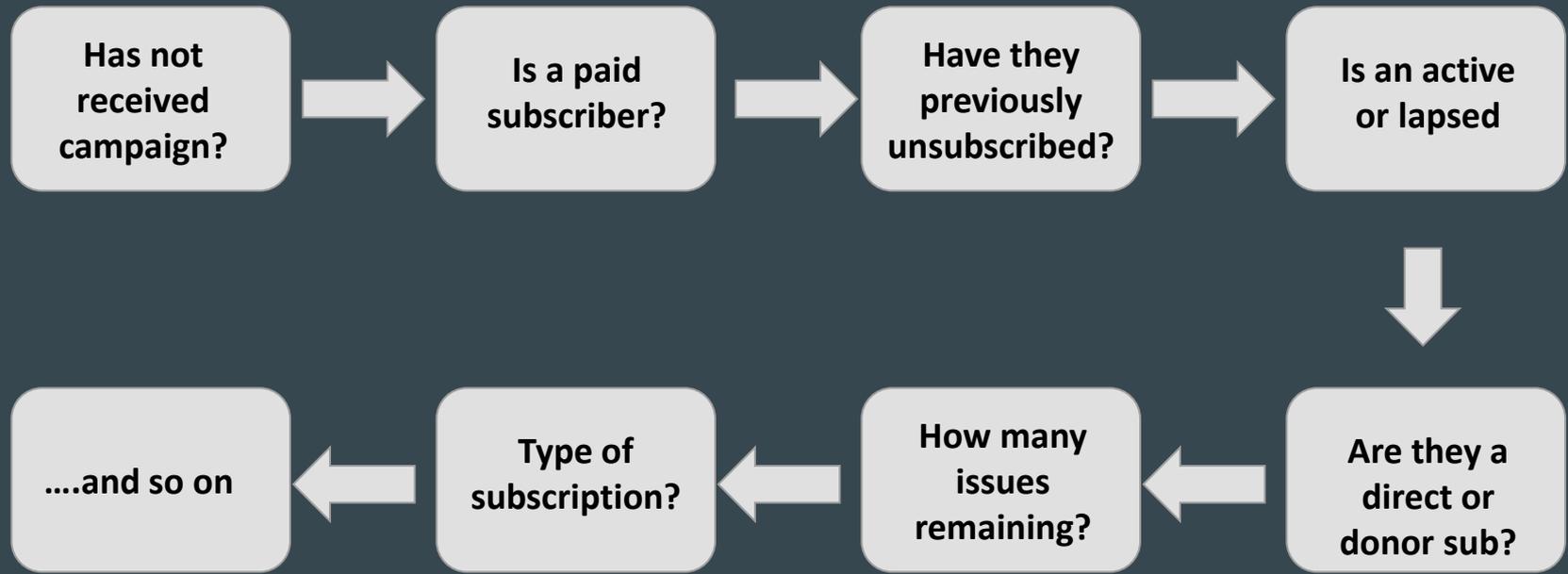
**Renewal
Journey**

**Future's Email
Team**

Renewal & Email teams undertake proofing programme

**Testing &
Proofing**

Filters ensure the right email is sent to the right person at the right time



Dynamic content driven by XML and IF statements

- Subscriber ID
- Salutation

Paragraph

- Percentage Saving
- Copy link
- Renewal Currency
- Renewal Price
- Upgrade Currency
- Upgrade Price
- Number of Issues

Upgrade Offer

- Cover
- Currency
- Price
- Link

10% OFF YOUR RENEWAL PRICE
[Click here to view offer](#)




Subscription ID: 4816457248
 Dear subscriber,
 The old saying goes, 'the early bird catches the worm!'
 In this case, the worm is a **10% discount** off the usual renewal price when you [renew your SFX subscription](#).
 Even though your subscription has several months left, why not get in early and take advantage of this offer? Pay just **\$95** for another 13 issues of great content.
 Also, you can now upgrade your subscription to a Print + Digital bundle for just **\$117** per year. That's still a 10% saving off the usual upgrade price!

CHOOSE YOUR SUBSCRIPTION TYPE



PRINT ONLY
\$95
[CLICK HERE](#)

OR



PRINT + DIGITAL
\$117
 INSTANT DIGITAL ACCESS
[GET IT ALL! CLICK HERE](#)

Why not save yourself the hassle of renewing later by securing this great rate today!
 Happy reading,

 Nick Wilton
 SFX Subscriptions Team

Terms and conditions: Savings compared to buying 13 issues at the usual renewal rate. You will receive 13 issues in total. This offer is only available on Apple and Android platforms. Email address required for digital content. Please contact at point of email despatch and subject to change. Offer ends 20 November 2017. For full terms and conditions [click here](#)

- Logo Image
- Logo Link

- Banner link

- Mag Cover Image
- Mag Cover Link

Renewal Offer

- Cover
- Currency
- Price
- Link

- Email sign off

- Terms & Conditions

Checklist

Project start-up	<ul style="list-style-type: none">- Build clear plan & get buy-in from key stakeholders- Sacrifice initial development for longer term gains	✓
Test on one brand	<ul style="list-style-type: none">- Is automation the solution for you?- Delivering the results you expect?	✓
Data / Filters are correct	<ul style="list-style-type: none">- Compare data in your data feed and people selected in your filters to the raw data held at your subscription bureau	✓
Proof	<ul style="list-style-type: none">- Sign-off every variation- Emails render correctly & show the correct message	✓
Monitor	<ul style="list-style-type: none">- Set up seed records to ensure journey performs as expected- Retest with every further change	✓

Next Steps

- Don't rest - optimise & improve on KPIs
- Send emails at more personalised times or adapted by behaviour
- Make each magazine journey a more branded experience
- More behaviour-triggered emails i.e. re-sends based on previous actions
- Score subscribers by likelihood of renewing and adapt journeys
- Test more aggressive/flexible pricing at expiry

Thank you!

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