



**Growing your email database
post-GDPR**

New Chapter



Growth

- Track growth & performance against source
- Acquire more than you lose through attrition
- Quality over quantity



Optimisation

- Capture the data you need to drive your contact strategy & personalisation
- Ensure it is where you need it & in the right format



Maintenance

- Ensure compliance
- Keep data clean & manage in-active contacts
- Have a re-engagement strategy

Email Acquisition Audit



Web

Pop-ups
Quick sign up
Registration process
Purchase process
Display advertising
Web push
Social sign-up
Paid social
Lead generation
Rich messaging



Events/PR

Conferences
Trade Shows
Demos
Courses
Competitions



Email

Transactional emails
Sister brands



Mobile

SMS
Apps



Social

Facebook
Twitter
Pinterest
Instagram
LinkedIn
Blogs
Partners



Contact Centre

Inbound
Outbound



In-Store

Till receipts
E-Receipts
Opt-in form
iPads
Return cards
POS
Offers
Competitions



Print

Advertising
Catalogue
Order forms
Return cards
Product packaging

What is the value exchange?



COMPETITION

turn your screen art

Kano Computing
17 April · IG

STREET ARTIST COMPETITION IS NOW OPEN! 🎨
Enter your creation here: <https://getkano.co/2oaq3Kx>



COMPETITION

Learn to code street art, win awesome prizes

LEARN MORE

Random Lines
by Wigglywoo

Congratulations to
Wigglywoo

Our Street Art Competition Winner

LEARN TO CODE ART! Code your own screens, bracelets and patterns. For free on...

Like Comment

Write a comment...

Kano Computing
7 June · IG

Meet Shyela (7yo) the winner of our Street Artist competition. He got the chance to see the digital art he coded turn real. He even sprayed some of the paint himself! 🎨
If you are in London you can visit the piece at 1-3 Rivington St, #streetrecooding

Thank you for signing up

COMPETITION

Hey Friend!

Get ready for the coolest coding competition ever! Learn to code street art and win your own computer kit. The winner will see their art published in a real world and a computer kit, including pen/brushes, stencils, spray!

Learn to code Street Art

End your coding, connect to a laptop (with a screen larger than 11") and step by step create your own screen art, bracelet and patterns. For free on Kano. We'll make it so easy to learn, any code is successful!

Hey Friend!

Wow! Thank for our amazing Street Art competition winner! We've been really impressed by all your entries, the coding challenge from across the world has been mind-blowing! Stay tuned for an exclusive for social Wigglywoos on being (contestant & fan-art)

171% List Growth YoY

LEARN MORE

Like Comment Share

Write a comment...

Already inspired? Get ahead of the game and start practicing your final abilities. It will show your skills in a more creative way!

GET INSPIRED BY THE SHOW

Download our mobile

Win a Computer Kit

Profiles

Dropouts/where
of them

The team of Lily
of the valley

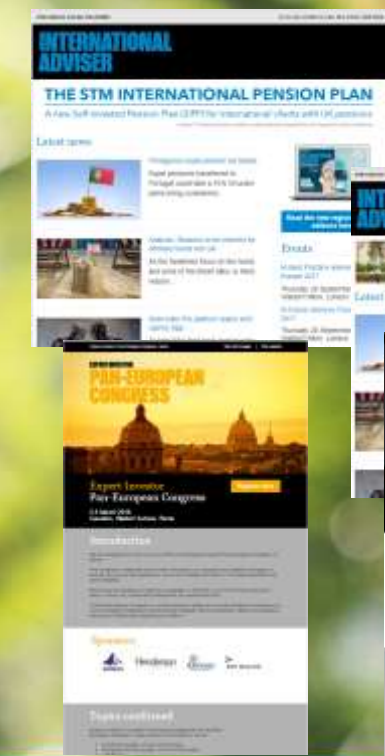
LAST WORD

Last Word Media is an independent financial media solutions provider based in London, with offices in Singapore & Hong Kong

The business needed to understand its customer and increase engagement

- Data strategy based on goals for personalisation now and in the future
- Implemented consistent data capture across channels
- Aimed for 100% completion of key fields

The screenshot shows the Expert Investor website's registration page. The header includes the 'EXPERT INVESTOR' logo, social media icons for Facebook, LinkedIn, and Twitter, and navigation links for Contact, Register, and Sign in. A secondary navigation bar contains Home, News, Interviews, Features, Media, Fund Buyer Index, and My EI. The main content area is titled 'REGISTER' and includes a sub-header 'MORE / REGISTER'. Below this is a 'MOST POPULAR' section with three featured articles: 'BNY MELLON' (with a photo of a building), '11 liquid asset classes surge in popularity' (with a cityscape photo), and 'Nordic fund selectors top five asset classes' (with a photo of people holding stars). The registration form itself consists of several fields: Title (dropdown), First name (text), Last name (text), Company name (text), Job title (text), Country (dropdown), Direct line (text), Company type (dropdown), Job role (dropdown), Job level (dropdown), and Email (text). On the right side of the page, there are two promotional banners: one for 'Frontier Markets: Bank on Further Kuwaiti Catalysts' and another for 'ARTEMIS The Private Market' with the tagline 'The Land of the Free and the Home of the Profit'.



Personalized emails drive up to 56% improvement in engagement for Last Word Media

Summary

1. Crunch the numbers: ensure your growth rate is higher than your attrition rate
2. Do an acquisition audit, prioritise & set targets
3. Get the value proposition right
4. Be bold
5. Be consistent
6. Be where your audience is