

SET-UP FOR SUCCESS: CREATING A MORE EFFICIENT EMAIL MARKETING OPERATION



ongage

ABSTRACT



The world of email marketing is vast, fast-moving and competitive.

In this fast-paced world of the email channel, it's important to be reactive and efficient in order to be successful. Email recipients are demanding and that demand will only increase in 2019. The rise of the 'always on', mobile consumer is here, and with increased consumer demands comes the increased need for great email communications.

That puts a lot of pressure on brands to ensure that their email operation is slick, efficient and responsive.

An inefficient email marketing operation can cost your business a lot in revenue, and one key area of setting your email function up for success is to provide Email Marketers with the tools they need to succeed.

There's a growing trend in the email channel, calling for the separation of the front-end platform from back-end delivery vendors. This kind of solution enables marketers to enjoy an email marketing platform that teams-up an agile approach with the flexibility needed. This whitepaper focuses on the unique offering of platforms such as Ongage, and the ways they can boost efficiency, deliverability and ROI.

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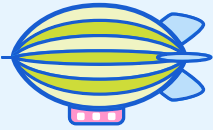
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THE COST OF INEFFICIENT EMAIL MARKETING OPERATION



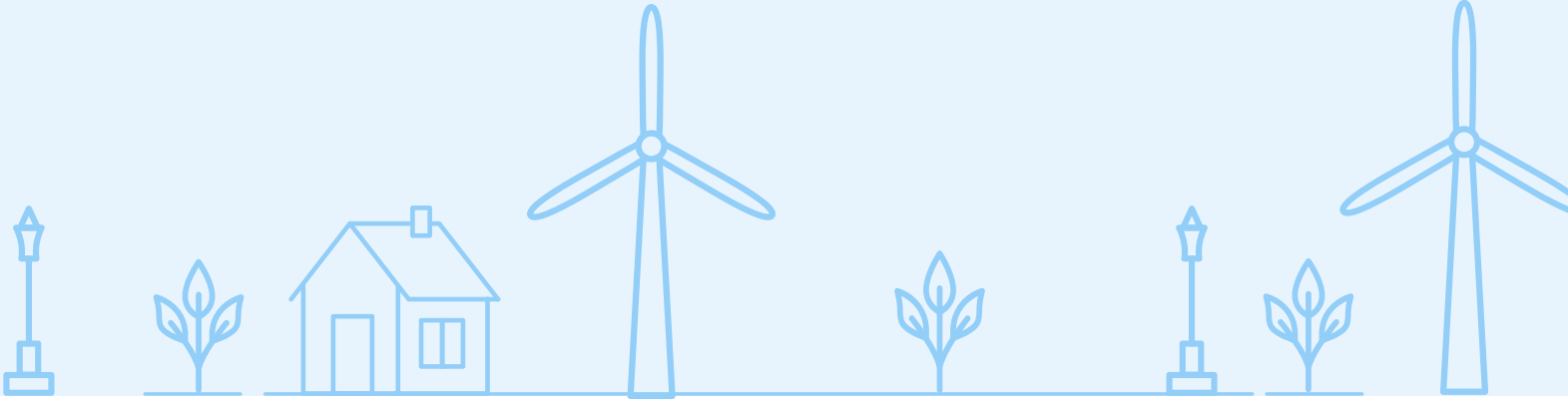
Email marketing inefficiencies can have drastic effects on a business:

'make do' because it's too complicated to change to another system.

1. Rising costs

Many organizations are faced with an email system that is not fit for purpose. The thought of going through the complex process of changing providers is one that many email marketing operations don't have the time to face. As a result, Email Marketers have to

Using a system that doesn't fit the changing needs of the organisation results in rising operational costs because even the smallest tweaks can require IT and technical involvement. Further, inefficiencies in the production process of creating email campaigns with multiple workarounds quickly eats into time and budget.





2. Wasted time

Repetitive or mundane activities are not only dull for email marketers, but very time-taking, meaning less time or thought is available for looking for new ways of improving.

This lack of innovation is a big issue - a brand's revenue streams & profit margins depend on the collective ability to work-up new solutions to old problems, act quickly and make fast, efficient decisions.

3. Poor insights & knowledge

A lack of understanding around the customer base can have terrible effects on success rates. Not just lack of data, but poor quality data too. Whilst Email Marketers are busy under the added pressures of manual effort and clunky or unnecessarily convoluted systems, the data suffers for it and so does the revenue.

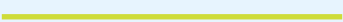
Brightfire

With Ongage I can segment my data, setup my campaigns and deploy using multiple ESPs and SMS providers. Since all my reporting is in one interface I can easily track performance across lists, campaigns, delivery channels and much more. I frequently recommend Ongage because their features are excellent and their support team is top-notch.

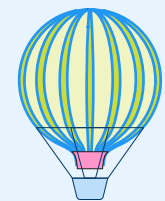
Trey Bennett, Brightfire



TACKLING INEFFICIENCIES WITHIN THE EMAIL OPERATION

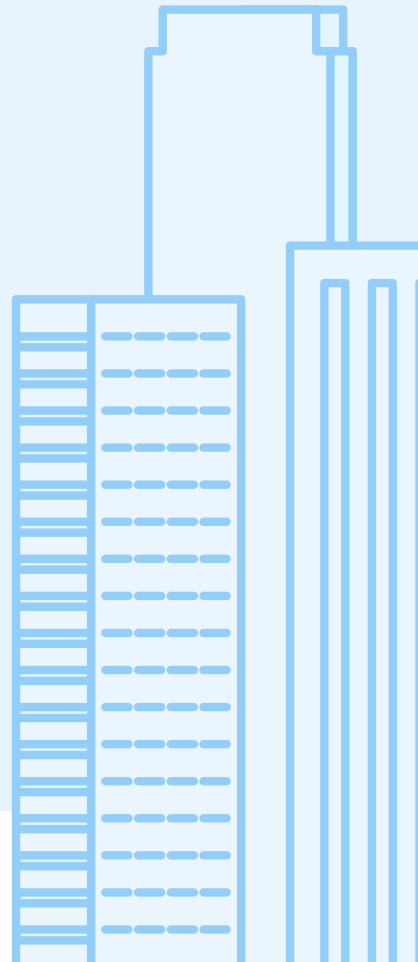


There can be multiple inefficiencies — skills, resources, tools, software... the list goes on.



Where software is concerned, there are ways to align for increased efficiency, especially against key problems such as clunky interfaces or multiple systems to use to get one job done.

It's not always easy to consolidate into one system, due to resource, buy-in and the investment needed. But even when you can consolidate, no one system is perfect, so you'll naturally sacrifice some functionality when you choose to put all your eggs into one basket.





The New Age of Marketing

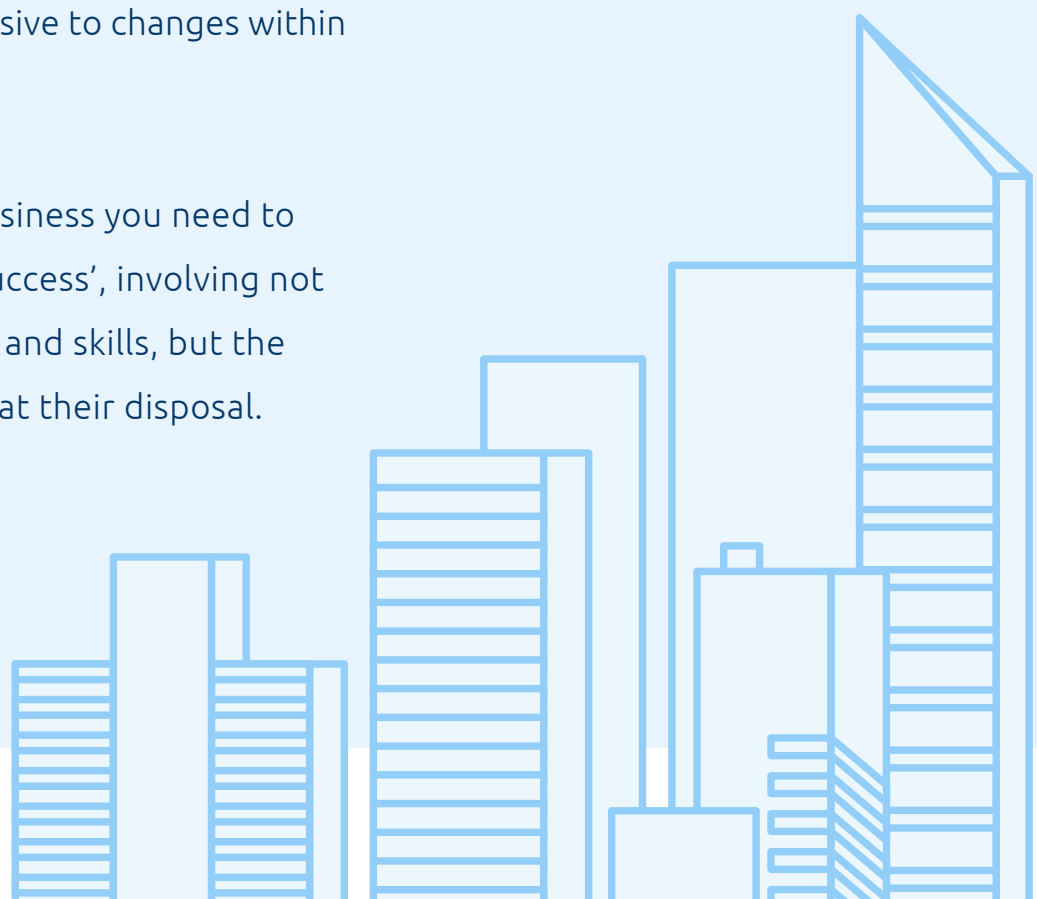
The efficiency of the email operation in the new age of the 'always on' consumer means a whole new bar has been set for reacting to your consumers' needs.

Email marketers have to be reactive to their recipients, their competitors' activity and responsive to changes within the market.

This means as a business you need to 'set them up for success', involving not just their resource and skills, but the systems and tools at their disposal.

Typically, Email Service Providers (ESPs) offer a complete solution, by packaging together the front-end platform with the back-end delivery system. This option can offer a breadth of features and convenience for some Email Marketers, but they typically are rigid and inflexible.

So what's the alternative?



BEST OF BREED SOLUTION



Introduction - The Benefits of a Best of Breed Email Marketing Solution

Say James is looking to buy a shiny new car. He’s not necessarily looking for the best car — just the best car for him.

James wants the engine of a Porsche, the body of a Mustang and the efficiency of a Prius. In a perfect world, James would enjoy a hybrid car like this, or a best of breed combination — the kind of solution that incorporates the best components of each different supplier, in order to make a mish-mash of products that meet James’ individual needs. This best of breed solution provides three key benefits:

Firstly, this is by far the best fit to James’ given needs, fitting his ‘brief’ most closely

Secondly, by mixing and matching the different components, the solution is far more flexible and agile. The individual building blocks can be easily updated, upgraded and swapped, without affecting other components

Finally, and really key, this approach also makes it possible to incorporate specialized pieces, with greater strengths than would ordinarily be possible. For James, this may mean a set of tires when going off-road for the sake of performance, and another set when in the city for efficiency. In essence, the end best of breed result allows Email Marketers to truly maximize their potential.

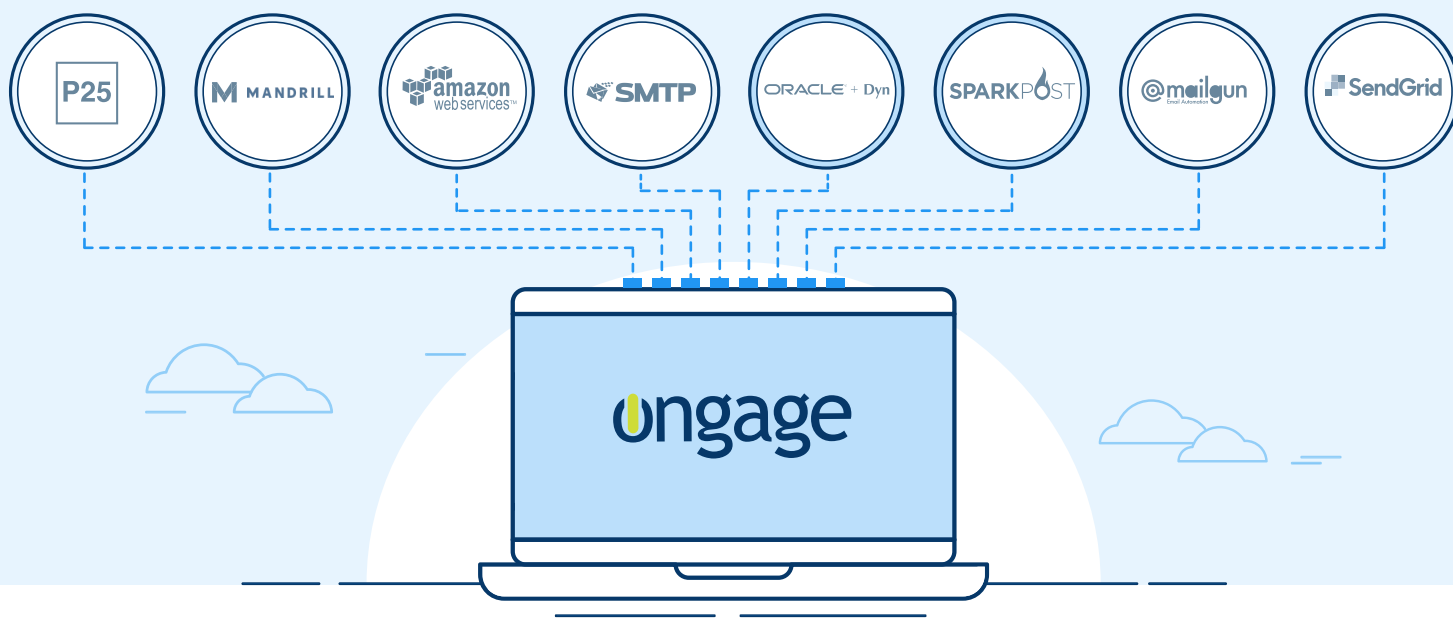
A Best of Breed Email Approach

In this new age of marketing there is a growing trend of teams moving away from utilizing one single piece of software for every function, and moving towards the 'best-fit' approach we discussed in James' example. In the email marketing world, Ongage is such a solution, separating the front-end dashboard from

the back-end delivery vendors.

- Why Separate The Email Marketing Systems?

Adopting a system like Ongage fundamentally provides Email Marketers with the benefits of separating the front-end and back-end systems, within one feature-rich interface.



THE BENEFITS OF SEPARATING THE EMAIL MARKETING SYSTEMS



1. Effective management

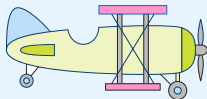
Separating your front-end dashboard from the back-end delivery vendor means more effective management of them. This creates team agility, increased flexibility and more efficient management of customer lists, segmentation content & analysis. Particularly in managing multiple websites and vendors, employing a UI like Ongage allows the easy and succinct management of multiple systems within one, efficient interface. This means a

reduction in the time spent manually connecting systems and reports and tallying together data from multiple campaign sends or sender systems.

2. Reduction in costs

Enhanced cost efficiencies are a benefit to all users when separating the email marketing systems.

Users can benefit from being able to AB test domains for better deliverability, reducing costs in wasted emails that



don't get into mailboxes. Further to this, advanced segmentation technology means Email Marketers can 'work' their most lucrative segments more effectively, for maximum return from those recipients.

When a component-based solution is in place, it becomes easy to connect multiple vendors to a single dashboard and reduce costs across campaigns, as well as optimize for differing segments and delivery.

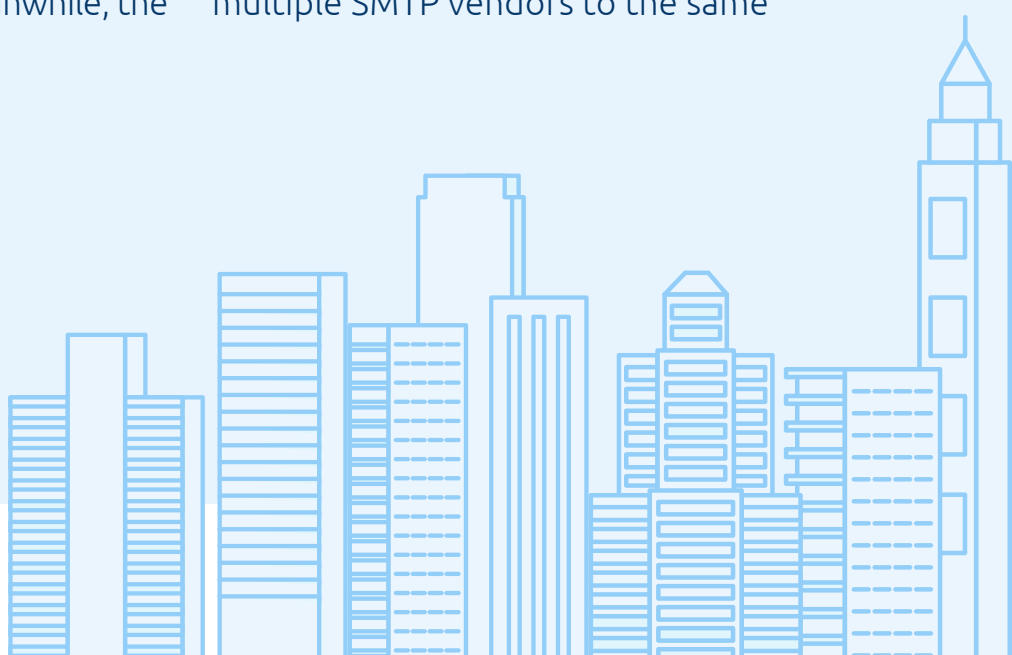
Switch between SMTPs with the click of a button, and route high value clients through the top-tier SMTP. Meanwhile, the

lower-tier SMTP will handle the emails for the lower value clients at a lesser cost.

3. Campaign optimization

Optimize email campaigns based on domains and IPs, so that they are sent to the more-engaged users via a strong, more reputable IP, and less-engaged users via an alternative IP in order to uphold the sending reputation.

To go even further, when working with a best of breed solution and connecting multiple SMTP vendors to the same





dashboard, marketers can optimize their delivery and significantly increase their margins. For the more advanced Email Marketer who is managing different types of email campaigns, they can route higher-value, more-engaged users via Amazon SES at a low cost. Meanwhile, mailings to less engaged users may be better suited to another connected SMTP for example.

4. Increased ROI

The result of the above three benefits? That's right, increased ROI, of course. There are 3 additional ways separating the front-end from the back-end can grow your ROI:

Email systems that require complex IT or integration configuration often result in high costs of connecting the systems.

Playtika

Ongage has helped us turn email marketing into a valuable touch point with our users. Whether it's their A/B testing, events management or Analytics, they have a set of mature features to help you improve Click-Through Rates and conversions

Alex Galasso, Playtika Canada

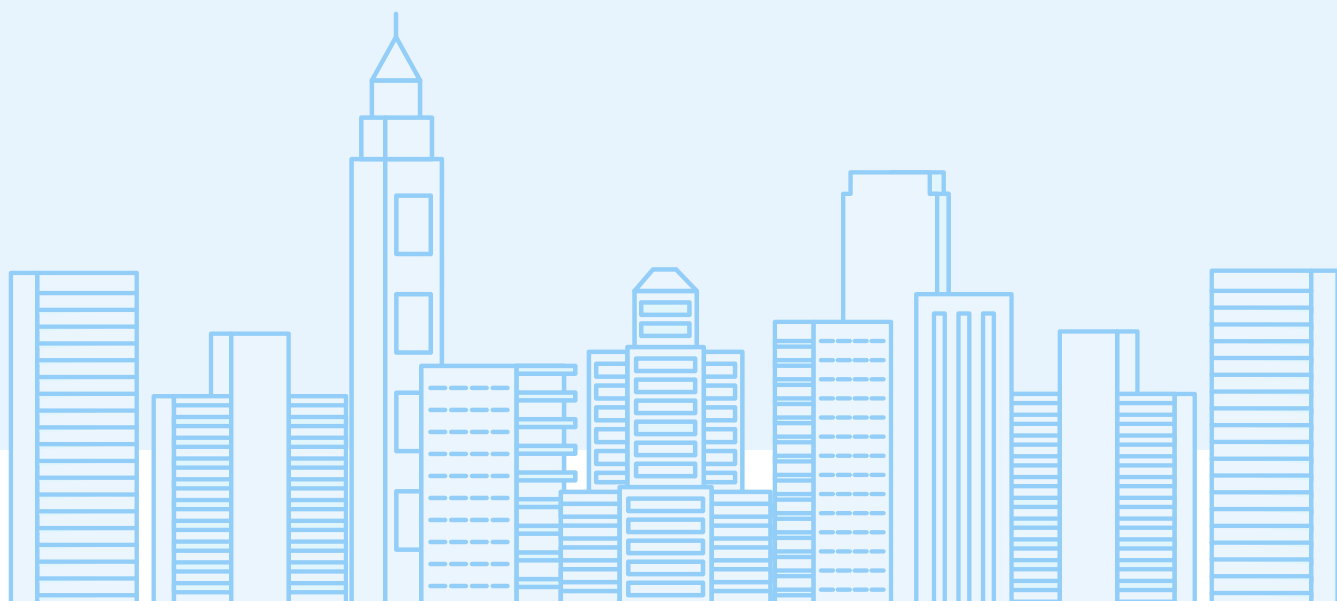


A system like Ongage that requires no complicated set up eradicates this issue with a hassle free implementation.

Reporting consolidation means access to stats is quicker and easier, so Email Marketers can be on-hand when needed to improve results, react to their audiences and their differing engagement levels - always driving your ROI.

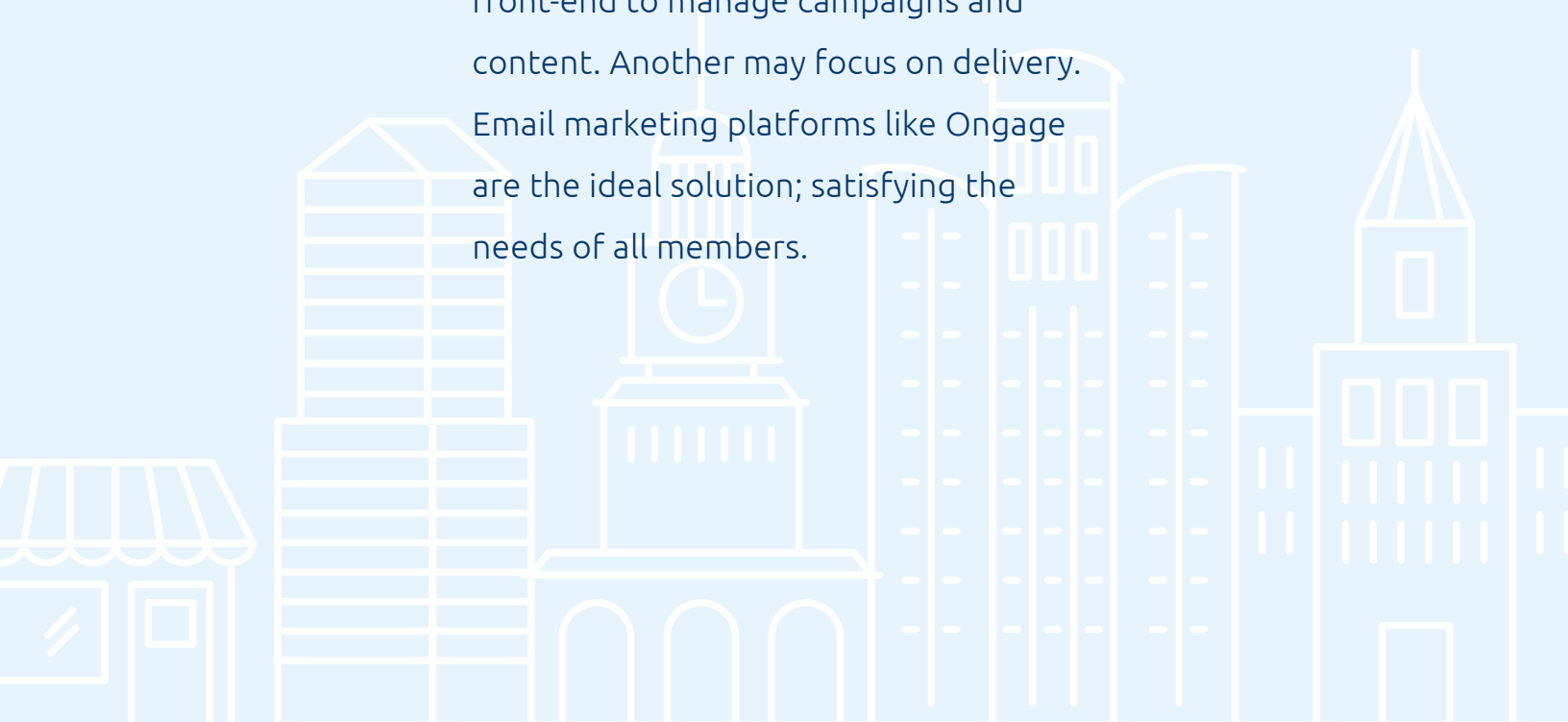
Further to this, systems such as Ongage ensure non-developers can enjoy the high

deliverability rates that accompany top-tier SMTP delivery vendors. It also improves existing delivery vendors by offering many 3rd party integrations with leading dynamic content providers. This makes it easier for Email Marketers, such as those operating in the travel or job-board industries, to provide curated content and increase engagement levels and ROI on campaigns. And with the advanced segmentation capabilities built in, enabling Email Marketers to segment campaigns based on multiple parameters with ease.



5. Suitable for Email Marketers individual needs

It's essential that the chosen solution suits all Email Marketers, rather than just the ones who've shouted the loudest for a system to suit them. For example, one team member may present requirements for user-friendly platform front-end to manage campaigns and content. Another may focus on delivery. Email marketing platforms like Ongage are the ideal solution; satisfying the needs of all members.





IN CONCLUSION



To summarise, the costs of an inefficient marketing operation can have a huge impact on your business. Email Marketers should look to the benefits of separating their systems in order to combat these inefficiencies, and benefit from the likes of more effective management of campaigns & reductions in costs.

In order to achieve efficiency within an email marketing operation, setting a brand up with the right tools is the first step. Solutions like Ongage are strong and flexible, and can bend and adapt to the marketing winds of change.

[Start Your Free Trial](#)



ABOUT US

Ongage is an advanced email marketing platform designed to improve campaign efficiency by providing a feature-rich dashboard and seamless access to top-tier SMTP delivery vendors. It offers the ability to execute campaigns via one or more email delivery systems, which coupled together with a vast marketing analytics suite, results in improved deliverability, performance and ROI.

CONTACT US

For more information how the Ongage solution could help you to streamline and improve your email marketing operation

info@ongage.com