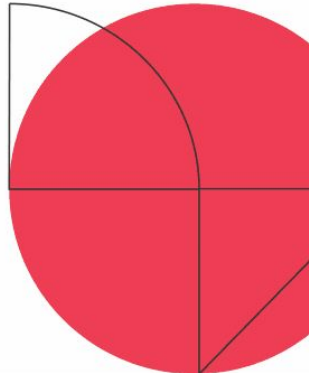
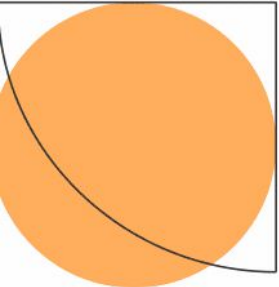
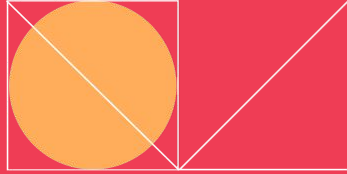


Activate

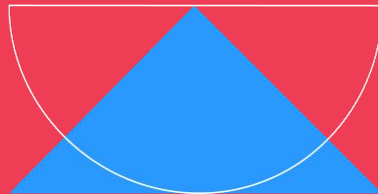
Leveraging Zero-Party and First-Party Data
to Get Results





First:

Let's Talk Cookies (mostly the shift from)





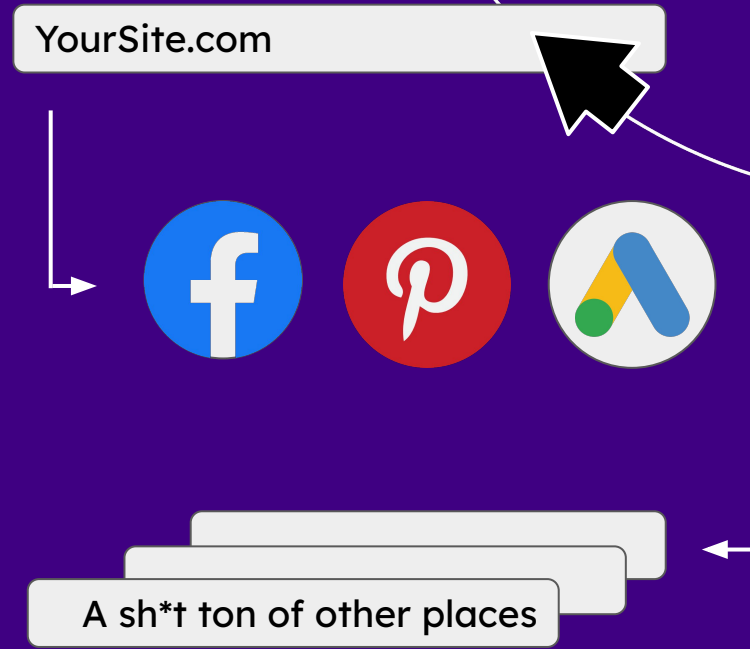
**“I just met you.
And this is crazy.
But you got cookie.
So share it, maybe.”**

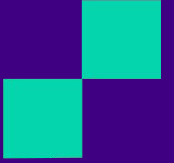
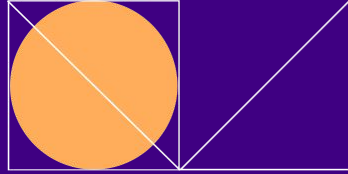
Cookie Monster

Life coach, professional food taster

3rd-Party Cookies

Third-party cookies are those created by domains other than the one the user is visiting at the time, and are mainly used for tracking and online-advertising.



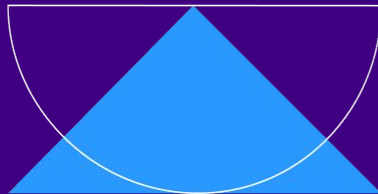


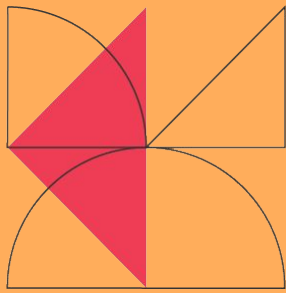
1st-Party Cookies

First-party cookies are those created directly by the website being visited and are used to remember information about the user and their behavior.

The big limitation of first-party cookies is that they can be read only when the user is visiting the domain of the publisher. This makes them useless for advertising purposes (e.g. retargeting).

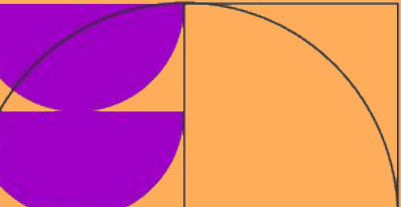
YourSite.com





The Shift:

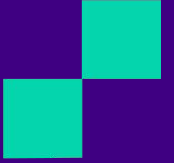
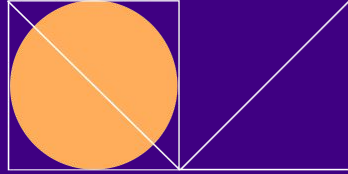
From Cookies to Data



1st-Party Data

First-party data is collected from customers and visitors and is stored by that company. Information about customers is compiled through software and systems that the company itself owns or subscribes to.

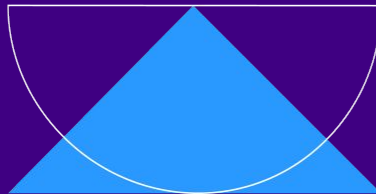
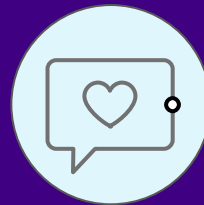




Zero-Party Data

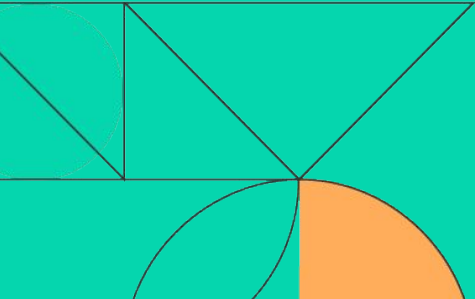
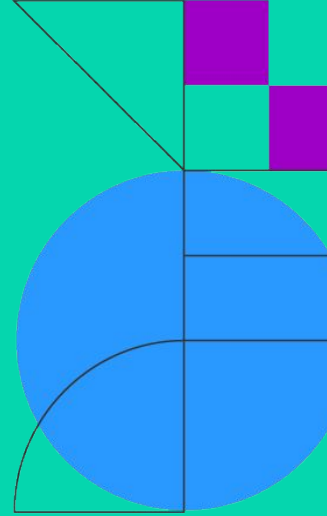
Zero-party data is that which a customer intentionally and proactively shares with an organization. It is not derived from behaviors, but rather received via preference center, purchase feedback, personal interactions, and surveys.

YourSite.com



Next Steps:

Data Collection





My name is

Identity

Attributes

- Name
- Location
- Size
- Gender
- ...



Identity

Attributes

- Name
- Location
- Size
- Gender
- ...

Behaviors

- Sources
- Preferences
- Interests
- Actions
- ...



Identity

Attributes

- Name
- Location
- Size
- Gender
- ...

Who they are

Behaviors

- Sources
- Preferences
- Interests
- Actions
- ...

What they do



Events

- JSON objects



Event Streams

- JSON objects
- Record & Log in “stateful” way
- Isolate the order of what they do

Behaviors

- | | | |
|---------------|---|-------------------|
| • Sources | } | • Social Referral |
| • Preferences | | • Categories |
| • Interests | | • Products |
| • Actions | | • Add to cart |
| • ... | | • ... |

Sample event data that we can actually use

Website

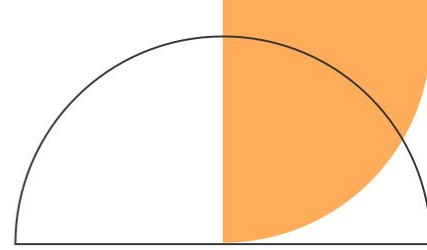
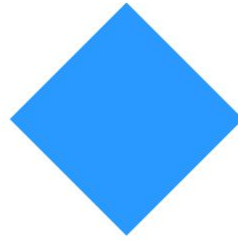
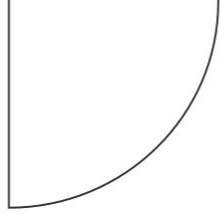
- Search, Browse, & URLs
- Click Events
- Categories & Products
- Add to Cart
- Discounts Applied
- Referral Source
- Login State
- Page Metadata

App

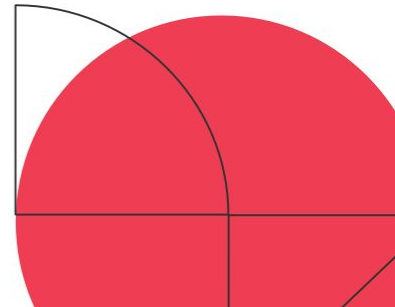
- Frequency of Opens
- Connected with Friends
- Reccos Viewed
- Submitted Criteria
- Finished Task
- Checked Loyalty Status
- Saved Item
- Uploaded Photo

Messaging

- Opens?
- Category Click
- Product CTA
- Contact Customer Service
- Reply to Message
- Days Since Last Engagement
- Shared Referral
- Unsubscribed



So... Everything then?

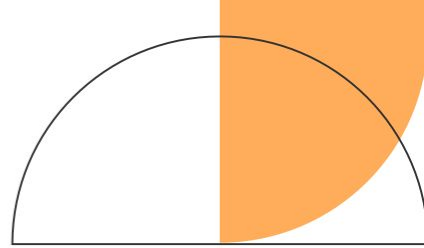
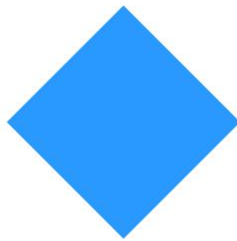
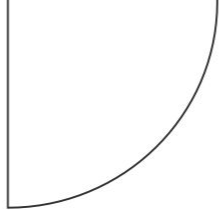




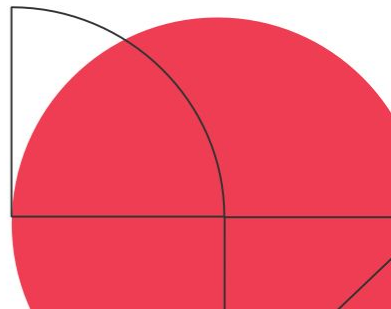
Literally all of it.



Literally all of it.



The key to reaping the rewards of first-party data is getting the right data from the right sources.



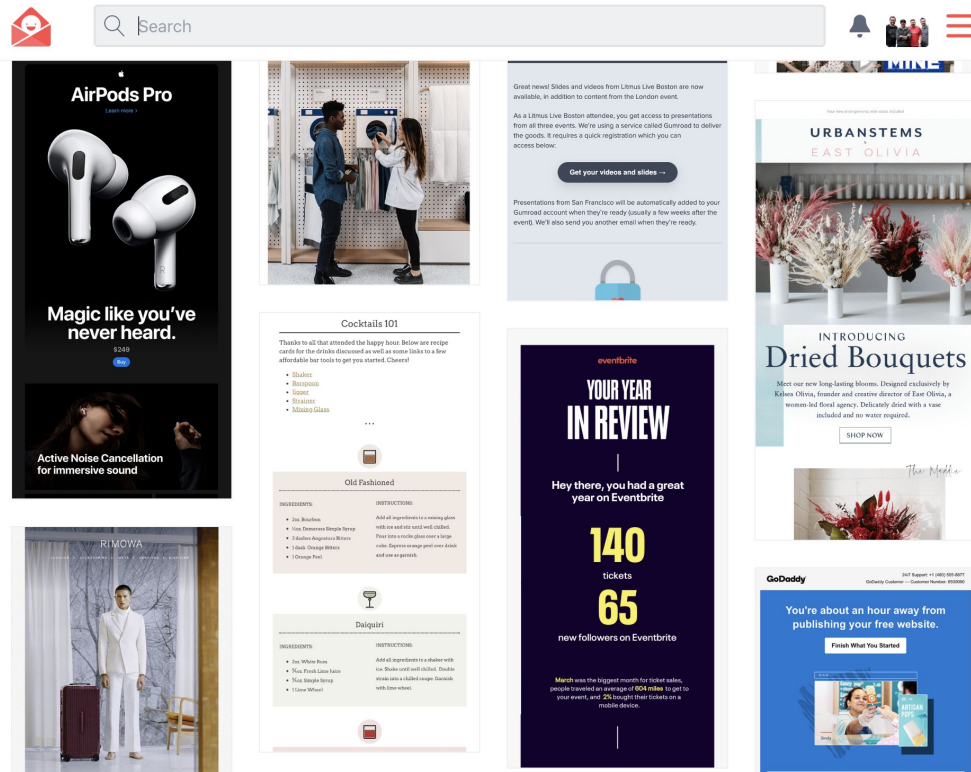
Fictitious Example:

A weird site about emails

Browse, Search, Save, Share

Over 10,000 email examples from the best senders out there at your fingertips.

- Categories
- Recommendations
- Profiles
- Collections
- Companies
- Collaboration



⚡ = Event

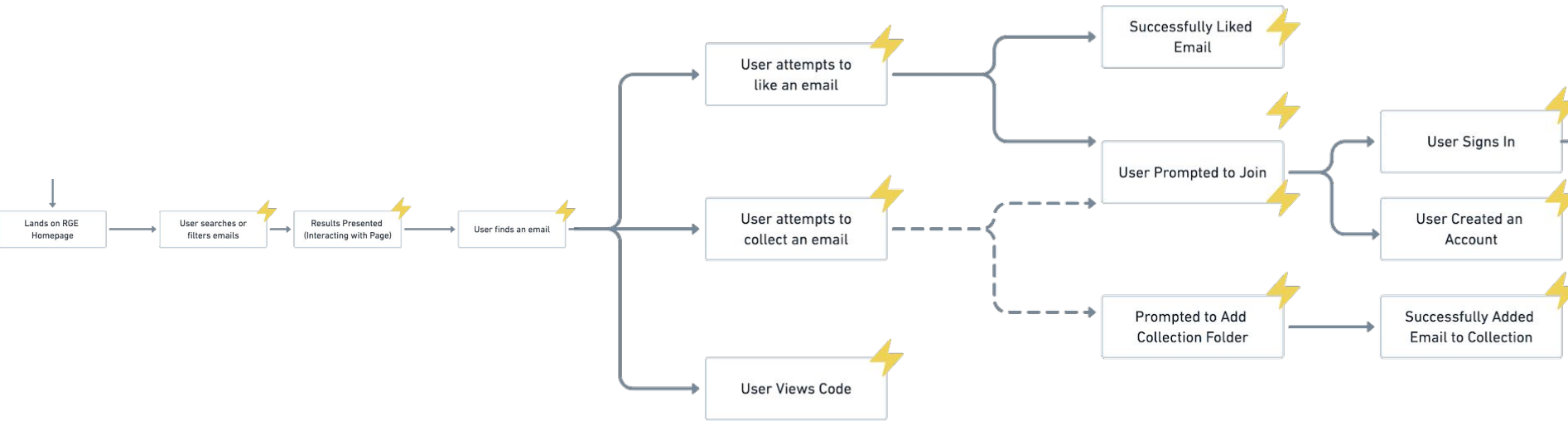
Awareness

Search

Find

Activate

Acquire/Retain



Event Name	When does it fire?	What does it contain?
Search	<ul style="list-style-type: none"> - When a user submits a search - When a user filters results (by category for example) 	'searchphrase' as a string 'filter' as a string
Email - Viewed	<ul style="list-style-type: none"> - Each time a user views an email detail page 	<i>emailObject</i>
Email - Attempt to Like	<ul style="list-style-type: none"> - Each time a user clicks like on a specific email - Regardless of whether they are logged in or not - Regardless of whether the like resolves 	<i>emailObject</i> 'loggedin' as a boolean
Email - Successfully Liked	<ul style="list-style-type: none"> - When the like function successfully resolves 	<i>emailObject</i>
Email - Attempt to Collect	<ul style="list-style-type: none"> - Each time a user clicks collect on a specific email - Regardless of whether they are logged in or not - Regardless of whether the like resolves 	<i>emailObject</i> 'loggedin' as a boolean
Email - Successfully Collected	<ul style="list-style-type: none"> - When an email is successfully added to a collection 	<i>emailObject</i> collectionID as a string

First-Party Sample Vendors



The Lytics CDP surfaces rich insights from all customer data, removing complexity to help marketers serve smart and relevant experiences.



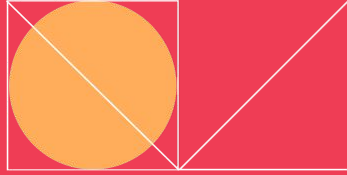
mParticle believes data is a team sport and they make it easy to holistically manage customer data along the entire product and customer lifecycle.



Segment is a single platform that collects, stores, and routes your user data to hundreds of tools with the flick of a switch.

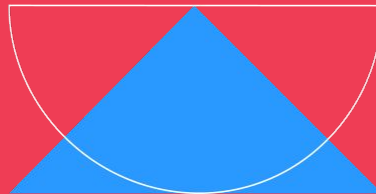
More Vendors:

<https://iterable.com/partners/>



Then:

Objectives & Campaigns



Example: Educate users about live code view

Objective

To introduce code as a feature to those who don't know about it

Content

This email will contain a partial snippet to the email template and reference the email they looked at as well as the sender. The copy will entice the reader to see the underlying code of the email and teach them why that is helpful.

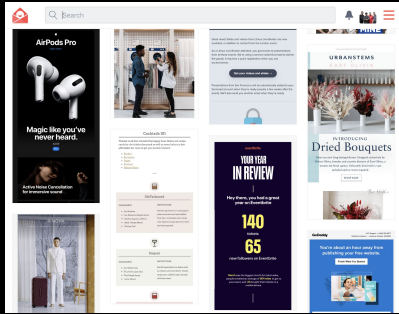
Send conditions

Send to all users:

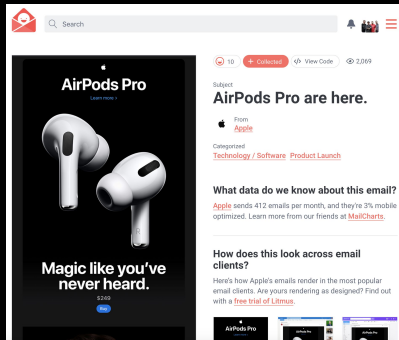
- Who **triggers the event 'Email - Viewed'** where the email has `_html = true` (so we only send this for emails that contain a code view)
- Who has **NOT** triggered the event 'Email - Viewed' since triggering this campaign (ensures we trigger this campaign on the last email they looked at)
- Who did not go on to trigger the event 'Email - Code Viewed' within 20 minutes of triggering the start condition (because we know that the median time taken to view the code is 17 minutes and 43 seconds)
- Who has not received this email in the past 90 days

Conversion objective

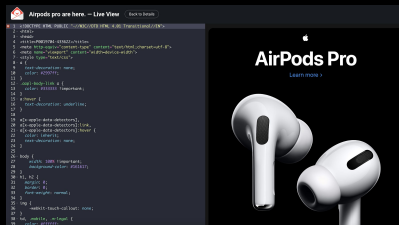
Source UTM Campaign = 'Codeview' and Event name = 'Email - Code Viewed'



X9



X3





Impress your boss. Show them how you modified the code for that `{{ event.company | capitalize }}` email you looked at.

So, this is a little bit of a secret, but did you know you can see live code views of the emails you love? Now, we're not saying you should steal, but hey, everyone needs a good starting point every once in a while. [Click here to view the code for this email.](#)

```
<a href="{{event.url}}/live"
target="_blank"
style="text-decoration:none;">
    <div style="overflow:
hidden;height: 600px;max-height:
500px;position: relative;">
        <img
class="em_g_img"
src="{{event.image}}" alt=""
border="0" style="display:block...
```

Example:

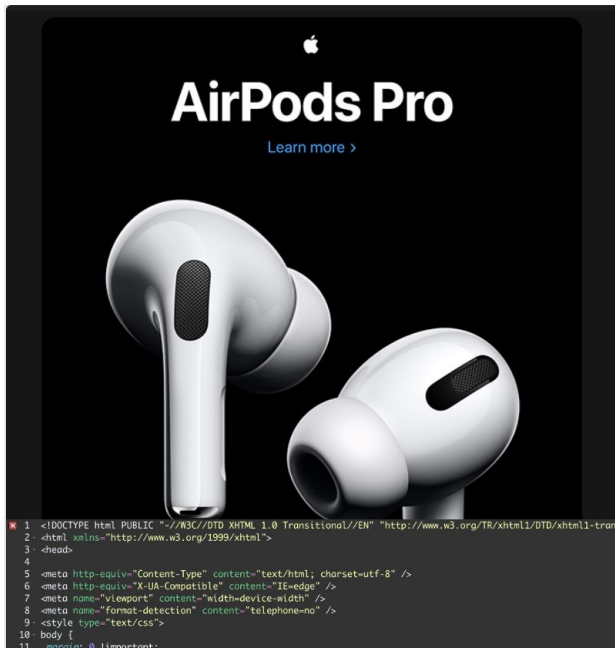
Use your event attributes

- Company Name
- URL
- Image



Impress your boss. Show them how you modified the code for that Apple email you looked at.

So, this is a little bit of a secret, but did you know you can see live code views of the emails you love? Now, we're not saying you should steal, but hey, everyone needs a good starting point every once in a while. [Click here to view the code for this email.](#)

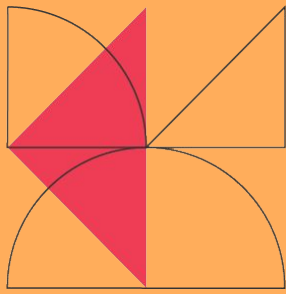


Example:

Use your event attributes

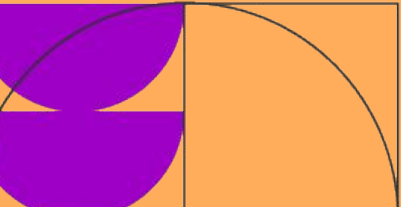
- Company Name
- URL
- Image

Dynamically insert content to those who meet your conditions



The Question:

**Why go through all
this trouble?**



A man with dreadlocks, wearing a dark jacket, is shown in a dimly lit, industrial or warehouse-like setting. The background is dark and blurry, with some equipment visible. The overall tone is gritty and cinematic.

**I WANT THE MONEY, THE FAME, THE
VIEW FROM THE HOUSE IN THE VALLEY**

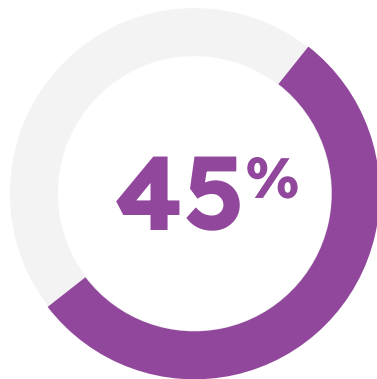
Main Reasons:

Real results

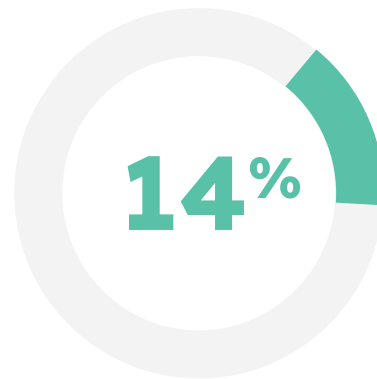
Personalization Works

Personalization in emails, on average, see an increase of 26% in clicks and 20% more in revenue.

Plus readers expect it now.



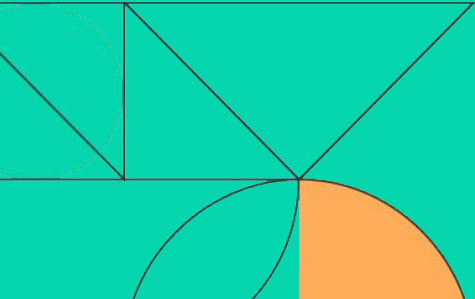
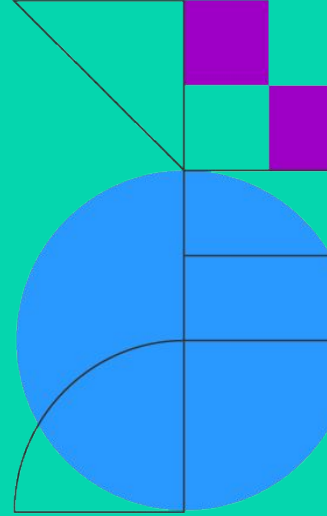
Engagement Rate



Conversion Rate

Show me

Real World Examples



Show me

Real World Examples

Not this.





Netflix for kids

Netflix has a space just for kids. It's free as part of your membership.

Made for kids. Loved by families. Kids profiles have kid-friendly characters and titles handpicked for them.

- Kid-friendly titles**
Kids profiles only have shows and movies for kids 12 and younger.
- Browse by character**
Kids can discover what to watch through their favorite characters.
- You're in control**
Parental controls allow you to adjust settings so they're right for your kid.

Netflix

Objective:

Get kids addicted to watching streaming and make parents feel good about it.

N For Smiles Davis
Netflix Kids update



Get to know what they enjoy
watching

Keep scrolling to learn more about their favorite
shows and movies.

F Top Themes

These are the most common themes in the content they've been watching.

Imaginative



Adventures



Girl Power



BECAUSE THEY WATCHED



Netflix

Content:

- Images
- Theme Data
- Recommendations

Conditions:

- Kids Profile is True
- Watched more than 5 hours per week on Kids Profile
- Account Owner is watching at same time
- Kids profile hasn't logged any hours in 7 days

Conversions:

- Kids show is watched



Book more than just homes

Find unique experiences when you travel, like secret tasting menus, concerts, and curated city guides. Now, you can hang out with locals and go places they love, not only stay in their homes.



How experiences work

Spend just a couple of hours or multiple days with a local expert. You choose what's best for your schedule. Book everything from short lessons to week-long excursions.



Airbnb

Objective:

Increase customer loyalty by introducing things to do.



Now that you've found a home, you can add some fun to your itinerary. Explore the city in a whole new way. Book experiences designed and led by local hosts.

Experiences near your home

Book unique experiences that are within walking distance of your listing.



Airbnb

Content:

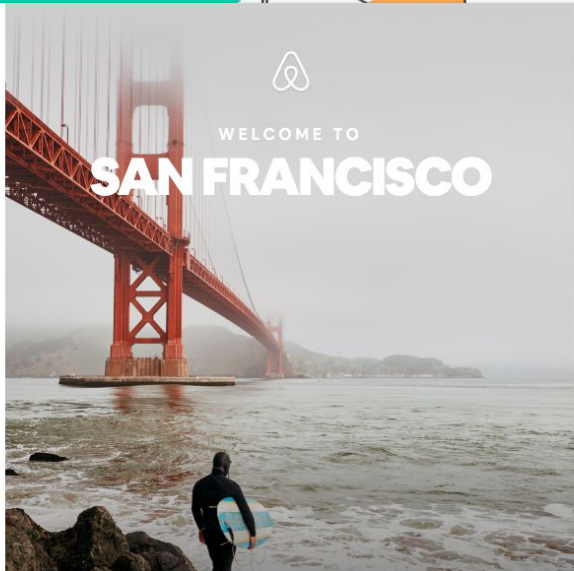
- Location
- Activities
- Reviews

Conditions:

- Tier 1 City Booked
- 30 days until departure
- Hasn't viewed Experiences
- Spent over \$1,000 on Booking

Conversions:

- Books Experience



Not sure how to spend your time in San Francisco? We've created a day-by-day itinerary just for you. So you can spend less time planning and more time exploring.

Nov
24

Saturday

After check in, you'll probably want to check out the neighborhood—but you're also hungry. The solution? A meal with locals.



12:30 PM - 3:30 PM



2:00 PM - 6:00 PM

Airbnb

Content:

- Location
- Activities
- Reviews
- **Dates**

Conditions:

- Tier 1 City Booked
- 14 days until departure
- Hasn't viewed Experiences
- Spent over \$1,000 on Booking
- **Top Experience has inventory**

Conversions:

- Books Experience

STRAVA

We're in it for the long run

More than ever before, we're committed to motivating and serving the Strava community – not just today, but for many years to come.

Over the past few months we rolled out over 50 new features and improvements you've been asking for. You'll also notice that some familiar features are now part of a subscription. There will always be a free version of Strava that's useful and fun, but we're making these changes to ensure our business remains healthy.

Helping you find your personal best is our mission, and we mean it.

Find out more about these changes and how we're

Strava

Objective:

Get lapsed users to stop being lazy and get them to use the app more by telling them that there are new features.

STRAVA



Uh oh! You're not the Local Legend anymore

You just lost the title of Local Legend on **Great Wall of DuPont**.

Smiles Davis's 6 efforts set the new bar for the most attempts completed on that segment in the past 90 days.

Time for you to get back out there!

New Local Legend Effort



5

Efforts

0.2 mi

Distance

Strava

Content:

- User Name
- Route Name
- Map
- Efforts
- Distance

Conditions:

- Local Legend = True
- Hasn't logged in for 14 days
- Attempts have not been made on route for 30 days

Conversions:

- Views 'Local Legend' Leaderboard and completes route

FASHIONNOVA

NEW DRESSES TOPS JEANS LINGERIE SHOES

FREE SHIPPING FOR ORDERS OVER \$75

TRENDING NOW! JUST LANDED DRESSES!



30-80% OFF
ALL NEW DRESSES!
+TAKE AN EXTRA
30% OFF

USE CODE: **HOT**

*T&Cs apply (visit fashionnova.com promo T&Cs tab)



You've seen them all over the 'gram, and now they can be yours! Take **30-80% off** the season's hottest dresses, plus an **extra 30% off** at checkout when you use the code HOT. Fill your closet with heat map printed dresses.

Fashion Nova

Objective:

Get customers to come back to the category they've looked at and entice them with a discount.

FASHIONNOVA

UP TO 50% OFF with code: VACAY

LITTLE BLACK DRESS

Take another look at your search for "little black dress"

Get it now



Beverly Hills Tunic - Black

\$16.99



Haute in the Heat Coverup Dress - Black

\$21.99



Fashion Nova

Content:

- Search Query
- Product Images
- Product Name
- Price

Conditions:

- Search Results ≥ 36
- Viewed at least one product from Search Source
- Price is between \$15 and \$45
- Products are in stock
- No purchase in past 24 hours

Conversions:

- Purchases product



Thinking about buying?

Whether you're buying your first or fifth home, Zillow is here to help. Our Buyers Guide is your one-stop resource for home-buying tips and information.

[Get the guide](#)

Helpful tools to start your journey

- 1** **Buying your first home?**
Congrats! We're ready to help you navigate the process.
[10 steps to buying](#)

Zillow

Objective:

Drive customers who are thinking of buying a home to take a look at the additional features that Zillow has to offer.



Here's a monthly local update based on homes you viewed in 83272


\$483,181
TYPICAL HOME VALUE

\$405,679
TYPICAL VALUE ONE YEAR AGO

↓ **19.7%**
1-YEAR FORECASTED VALUE DECREASE




26
HOMES FOR SALE

1
HOMES RECENTLY SOLD



[View Homes](#)

Popular homes in 83272

 <p>\$875,000</p> <p>6 bd 4 ba 2,83...</p> <p>Saint Charles</p>	 <p>\$969,000</p> <p>10 bd 7 ba 4,34...</p> <p>Saint Charles</p>	 <p>\$1,750,000</p> <p>5 bd 3 ba 3,51...</p> <p>Saint Charles</p>
---	--	---

[View more homes](#)

Zillow

Content:

- Zip Avg Price
- Zip Code Map
- Homes for Sale
- Home Details

Conditions:

- Zip Code Search = True
- More than 3 homes are for sale
- Viewer has not searched in past 7 days

Conversions:

- Viewer saves home in Zip Code

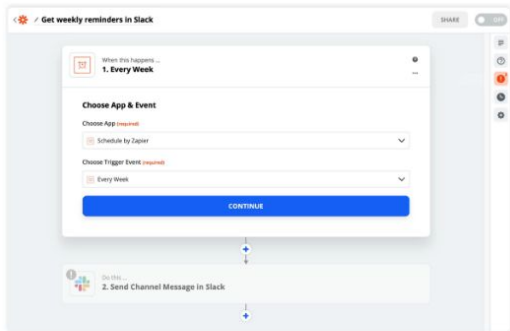


Need help troubleshooting your Zap?

Zapier is a reliable way to automate your workflows. But sometimes, errors may occur in your Zaps. The good news? They're usually easy to fix.

If you run into an error while setting up your Zap, check the error pane on the right side of the editor first. It will show you a breakdown of any issues that have occurred.

From there, you can jump to the specific step of your Zap that needs attention.



If you need more in-depth help resolving an error, you can check out our [troubleshooting page](#) for a list of common issues and instructions on how to fix them.

Once your Zap has no errors, it's time to turn it on.

Zapier

Objective:

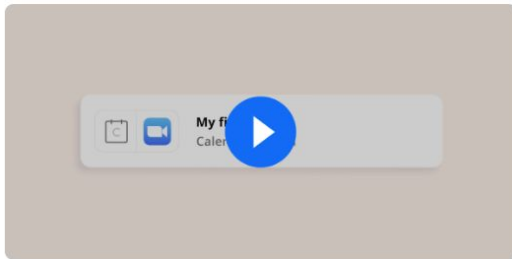
Ensure that customers don't get stuck in the process.



Woohoo, Smiles Davis!

You created your first Zap!

You're getting pretty good at this! Since you've connected apps like Sprout Studio and AND.CO, let's explore what you can do with them together.



Ready to create your next Zap?



Explore Zap templates for Sprout Studio



Explore Zap templates for AND.CO



Got a question? [Send us a message](#)

© 2021 Zapier, Inc. All rights reserved.

Zapier

Content:

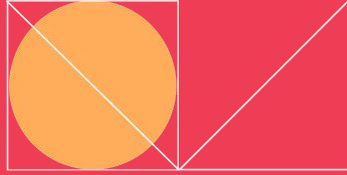
- Customer Name
- Zap Creations
- Company Logo

Conditions:

- Created Zaps \geq 2
- Hasn't logged in since creating zap in 7 days

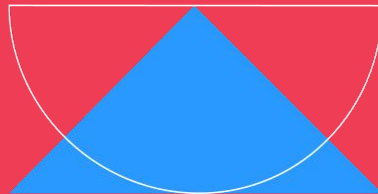
Conversions:

- Views Current Zaps and extra templates



Now back to

Zero-Party Data

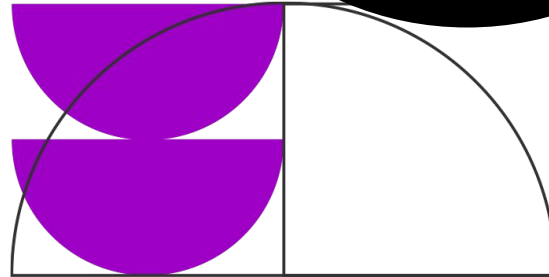


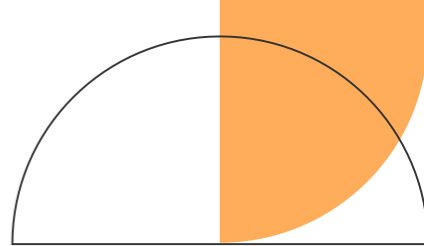
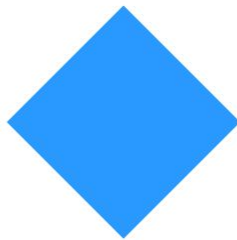
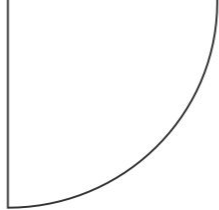
Remember Identity Stuff?

Profile Info

Data that is captured via:

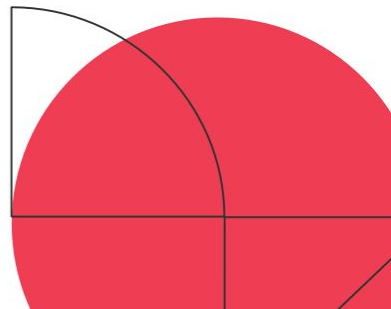
- Account setup
- Onboarding
- On-site Quizzes
- Surveys
- Customer Service
- Computer Settings
 - Location
 - Language






And Remember this?

The key to reaping the rewards of first-party data is getting the right data from the right sources.





The key to reaping the rewards of **zero-party** data is **asking** for the right data at the **right time**.

You're almost there, Smiles Davis!



Finish setting up the **Smiles Davis**'s team in Framer. You're just a few steps away from seamless collaboration on your prototypes.

- Name your team
- Upload your team avatar
- Organize your work in a folder
- Invite team members

Profile Data

Draw attention to their account so they will give you more info:

- Birthday
- Preferences
- Company / Industry
- Twitter Handle / LinkedIn Profile
- Pictures of themselves
- Favorite Junk Food or N'Sync Member



Really Good Emails

Well, this is awkward...

Ok, let's be honest. We've been sending you emails for two weeks now but you still haven't even told us your name. I mean, our third date is coming up soon, and well, if we're going to make this relationship work, it'd be great if we could be more personal with each other. We promise not to be creepy.

And don't worry, we're not sure if we're ready to introduce you to mom yet either. We just want to send you the equivalent of flowers with more than "Dear Loved One" on the card. Sound good?

HELLO, MY NAME IS...

Follow Us Off the Cliff

We know what your mother said. If Really Good Emails jumped off a cliff would you go with them? Yes, of course you would. Don't be silly.

TWITTER

PINTEREST

CODEPEN

Profile Data

Draw attention to their name so they will give you more info:

- Birthday
- Preferences
- Company / Industry
- Twitter Handle / LinkedIn Profile
- Pictures of themselves
- Favorite Junk Food or N'Sync Member

Main Reasons:

Real results

Account Completions Work

When reminded within two weeks of creating an account, 63% engaged with the reminder email and 83% of those made updates to their accounts.



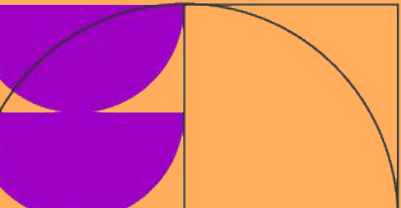
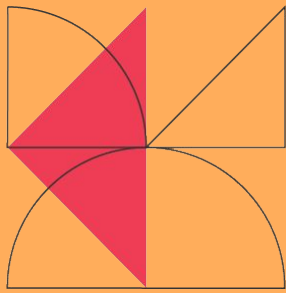
Engagement Rate



Conversion Rate

Easy:

Names





Really Good Emails



Emails Digests = Mixtapes

In today's world, a nicely designed and curated email is the equivalent to those bootlegged mixtapes we used to hand out like candy. They take time to collect all the useful links and words to say, but they set the mood just right.

Here are some of our favorite recent emails that have done that:

 [Twitter's News as it Happens](#)

 [IDEO's Seeking Insights](#)

 [Wirecutters' Lists](#)

Ideas: Names

Objective:

Make people feel seen by including their name in a fun way.

- Give them a fake nickname
- Use the number of characters in their name to match them with an agent with the same number
- Make a connection between their first letter of their name and an special ingredient
- Make something up for them (discount, product name)



Really Good Emails



International Goth Day

We can't all be mega goth band superstars, but randomly finding International Goth Day on a calendar and making an email about it is another story. Turns out that the "holiday" of the goths always falls on May 22nd and what better way to prepare for it than going dark-mode?

Dark mode emails are becoming more popular

Ideas: Names

Objective:

Make people feel seen by including their name in a fun way.

- Give them a fake nickname
- Use the number of characters in their name to match them with an agent with the same number
- Make a connection between their first letter of their name and an special ingredient
- Make something up for them (discount, product name)



Really Good Emails



You're all that and a bag of chips

Today is an actual holiday dedicated to junk food. We're not sure who was behind it, but we thank the individuals who thought of this excuse to indulge.

Food marketing is typically a very visual medium, but it doesn't have to be. Descriptive words, color choice, and price strategies all play their part in enticing us to down another bag of goodies. That's why this week we've highlighted our food category - because there's a lot to learn from and apply to your own emails with these.

LATEST FOOD EMAILS

Ideas: Names

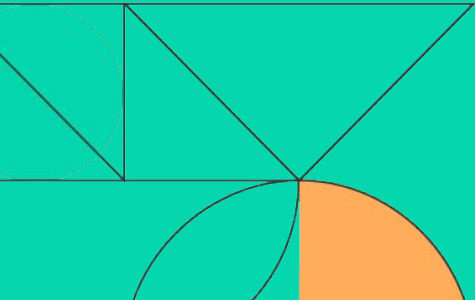
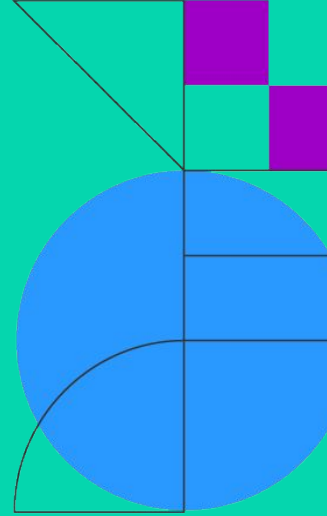
Objective:

Make people feel seen by including their name in a fun way.

- Give them a fake nickname
- Use the number of characters in their name to match them with an agent with the same number
- Make a connection between their first letter of their name and an special ingredient
- Make something up for them (discount, product name)

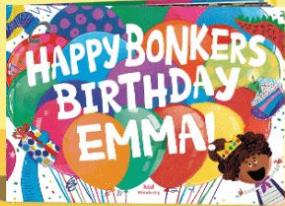
Also Easy:

Birthdays





Unwrap a super silly birthday story



Happy Bonkers Birthday is the personalised birthday book with an extra special guest list: all your little one's favourite friends and family! It's packed with dazzling details unique to every child – that are guaranteed to get them giggling on a birthday they'll never forget.

Start the party

Add up to 7 friends and family
to personalise your party



Ideas: Birthdays

Wonderbly

Objective:

Customize a kid's book weeks before a birthday occurs, showing off some options of how that is done.



Happy Grammarversary!



1 year has passed since you first joined Grammarly. See below for a special reward to commemorate this day!

— The Grammarly Team

SHARE IT



Surprise! For the next 2 days you can get 40% Off Grammarly Premium. [Claim this Gift →](#)

[Unsubscribe from mailing list](#) · [View this email in your browser](#)

You are being contacted because you signed up for Grammarly with email address hello@SmilesDavis.yeah.

© 2016 Grammarly, Inc. • 548 Market St. #35410 • San Francisco, CA

Ideas: Anniversaries

Grammarly

Objective:

Retain customers who have been using the product for a year by giving them a special discount.

hers

Day 21, now you've got a habit



don't stop.
get it, get it.



Congrats! After 21 days, you've transformed your new skincare routine into a full-fledged habit. The best is still yet to come. It can take 4-8 weeks to see results, and your skin may still be irritated as it adjusts to the new treatment.

stay calm and put your cream on

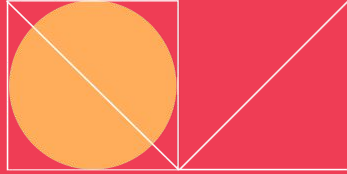
Your journey to clear skin will look different from anyone else's

Ideas: Product Consumption

Hers

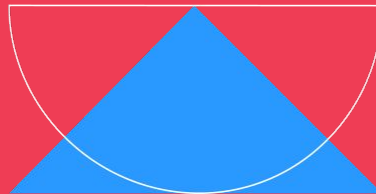
Objective:

Keep new customers engaged with timed emails post delivery date so they see the rewards of the product.



A little harder:

Product Interests



Hawthorne

HALEY'S TIPS

Why personalize your skincare?



Our new 3-question quiz matches you to you to the perfect products for great-looking skin. We talked with licensed medical aesthetician **Haley French** of **Tribeca Medspa in NYC** about why personalization is so important.

Ideas: Products

Hawthorne

Objective:

Have new users find products quicker by taking a quiz or talking directly to an aesthetician.

Get 15% off your first Prose

[GET YOUR FORMULAS](#)

prose

REASON #1 TO GO CUSTOM

Custom care is better

Mass haircare can only do one thing at a time. If you want shine, color protection, volume, and curl definition, you have to pick or pile on 5 products at once.



Ideas: Products

Prose

Objective:

Highlight products that a customer has chosen so that they remember why it is better than others.

How are you doing today?



Yeah, we know how you feel.

We want to help you take a break. Take our quick quiz to get class recommendations based on your mood.

Let's Get Started

How are you feeling right now?



Full of ideas but not sure where to start



A little anxious, looking for a pick-me-up



Bored and looking for something exciting

What's your favorite way to stay creative through the day?

Ideas: Products

SkillShare

Objective:

Increase class engagement based on the user's mood (and also to determine which moods build loyalty).

Fender

MOD SHOP

**PLAY NOW.
PAY LATER.**

WITH
Klarna.

Select Klarna at checkout for
12, 24 or 36-month financing.*

[FINISH BUILDING](#)

[LEARN MORE >](#)

YOUR JAZZ BASS
IN THE MAKING



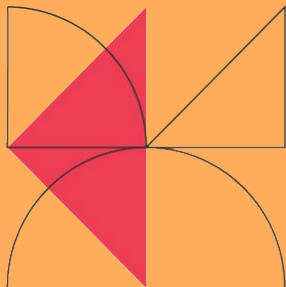
[FINISH BUILDING >](#)

Ideas: Products

Fender

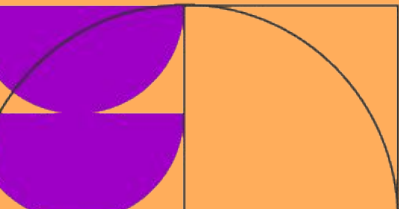
Objective:

Prompt user with financing options for those who haven't complete their instrument builds to increase conversions.



More Complicated:

Location





Get ready to shop Apple tax-free.

During Tennessee's tax holiday, you can purchase select products without sales tax.*

[Learn more](#)



Even more ways to save.

Combine your tax savings with these offers for even more value.



Ideas: Location

Apple

Objective:

Remind local customers about tax-free day to increase the likelihood of purchasing products on that day.



Saint Paul, Minnesota

03/07
TODAY 50° 

SUN	MON	TUES	WED	THURS	FRI	SAT
47°	38°	33°	36°	40°	35°	35°
						

TRANSITIONAL WEATHER ESSENTIALS

Crazy weather got you down? Don't fret because we've got you covered in BLOCKTECH that keeps the rain out and Ultra Light Down that blocks wind.

SHOP MEN

SHOP WOMEN

Ideas: Location

Uniqlo

Objective:

Show customers the crazy weather over the next week so that they feel the need to get better suited with new clothes.



Sacramento, US

Moderate

AQI 69

Air quality is acceptable. However, there may be a risk for some people, particularly those who are unusually sensitive to air pollution.

Ozone 26
PM2.5 14
PM10 69

via EPA AirNow

The air quality will be fine for most people today, but those who are unusually sensitive should avoid prolonged outdoor exercise or other strenuous activities.



Quote of the Day

“The environment and the economy are really both two sides of the same coin. If we cannot sustain the environment, we cannot sustain ourselves.”

Wangari Maathai

Enjoying this email?

If you're enjoying this email, please share with others!



SHARE WITH A FRIEND

Ideas: Location

Temboo

Objective:

Bring attention to local environmental factors to acquire new customers.



What's happening near you

Personalized updates from your favorite local spots.

Updates during COVID-19: This is a collection of updates from businesses. Things are changing quickly due to COVID-19. Check the business page for the most up-to-date information.

KAIYŌ shared an update

The Kaiyō Parklet is Now Open!

We've expanded our seating for a more comfortable experience. Reservations and walk-ins available.

Because you bookmarked this place

[View Business](#)



Not interested in this business? [Unfollow](#)

Panera Bread shared an update

Get \$5 off your Panera Order today!

Use code SUMMERFIVE for \$5 off pick-up, delivery and drive-thru orders of \$20 or more through 9/6. So whether you stay home or swing by, we'll be here with the best of the season.

Because you searched in Greenville



Ideas: Location

Yelp

Objective:

Build the community and number of reviews by showing users places that have recently updated their listings nearby.



Get outside and do something awesome this weekend



Hincapie Path

Green Forest Park

easy ★★★★★

Distance 1.9 mi Elevation Gain 88 feet

[Get the details](#)



Sulpher Springs Trail to North Lake Trail to Brissy Ridge Trail Loop

Paris Mountain State Park

moderate ★★★★★

Distance 5.3 mi Elevation Gain 990 feet

Ideas: Location

AllTrails

Objective:

Recommend close-by trails to those who have not logged an activity in more than a month.



Just the Beginning

**Your data
strategy starts
now. It is up
to you how
you use it.**

Caution:

The screenshot shows an email search interface with the following elements:

- Search filters: Any time, Has attachment, To, Exclude Promotions, Is unread, and Advanced search.
- Search results: 1-35 of 35 results are displayed.
- Each result row includes: a checkbox, a star icon, a folder icon, the sender (Tripadvisor), the subject line (e.g., "Thinking of visiting Playa del Carmen?"), a snippet of the email body, and the date.
- Key search terms "Playa del Carmen" are highlighted in yellow in the subject lines and snippets.
- On the right side, there is a vertical toolbar with icons for calendar, notes, mail, and a plus sign for more options.

Sender	Subject	Date
Tripadvisor	Thinking of visiting Playa del Carmen? - Tripadvisor	Aug 18
Tripadvisor	Heading to Playa del Carmen? - experiences in Playa del Carmen risk-free You don't want to miss the...	Aug 7
Tripadvisor	See what's trending in Playa del Carmen - Tripadvisor Playa del Carmen	Aug 1
Tripadvisor	Heading to Playa del Carmen? - experiences in Playa del Carmen risk-free You don't want to miss the...	Jul 29
Tripadvisor	Thinking of visiting Playa del Carmen? - Tripadvisor	Jul 27
Tripadvisor	Add these to your Playa del Carmen trip ✓ - stuff in Playa del Carmen Book on Tripadvisor now, get...	Jul 22
Tripadvisor	Travelers love these spots in Playa del Carmen... - -rated spots loved by travelers all around the wor...	Jul 19
Tripadvisor	Heading to Playa del Carmen? - experiences in Playa del Carmen risk-free You don't want to miss the...	Jul 16
Tripadvisor	Add these to your Playa del Carmen trip ✓ - stuff in Playa del Carmen Book on Tripadvisor now, get...	Jun 30
Tripadvisor	Travelers love these spots in Playa del Carmen... - -rated spots loved by travelers all around the wor...	Jun 27
Tripadvisor	Playa del Carmen bound? - experiences in Playa del Carmen You can't miss these. Plan ahead and bo...	Jun 24
Tripadvisor	See what's trending in Playa del Carmen - Tripadvisor Playa del Carmen	Jun 18

A Valuable Asset

Your data can be a valuable asset. This is data that is about your actual customers and potential customers. This is a unique resource for your brand.

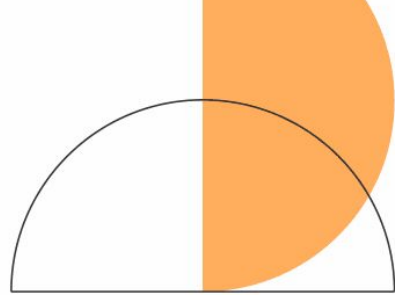
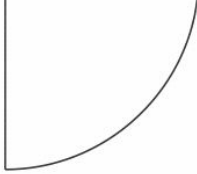
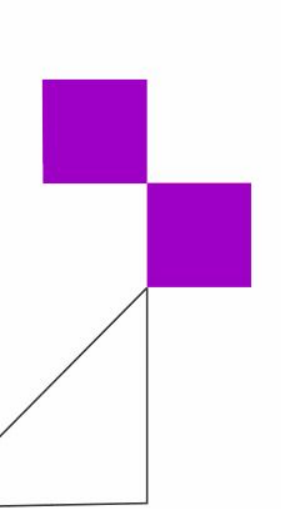
When you purchase third-party cookie data, you have not built an asset that is uniquely about your business and customers (or potential customers).

Highly Relevant

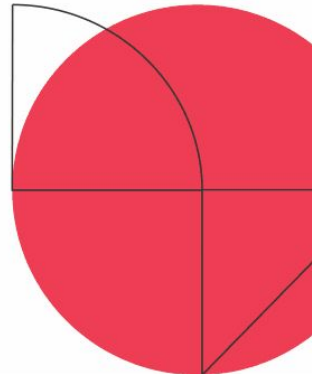
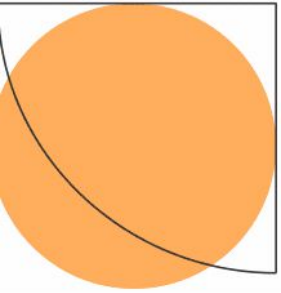
Because your data is about your audience and brand, it's relevant to your purpose and targeted individual. You know where you collected that data, how you got it and why you targeted it. Critically, when you utilize the data, it is relevant for your purpose, and the audience is aware of, or even expecting, engagement.

Differentiator

Your data offers a competitive advantage. Because it is specifically relevant to your brand, it can deliver insights to help you differentiate yourself from competitors. This is more important than ever in a hypercompetitive market.



Thanks & Stuff.



Get Personal

Mike Nelson

Scan to get this presentation, links to the specific examples, or to just strike up a conversation about Cookie Monster's vast career choices.

reallygoodemails.com/mike

