



**Noosphera**

Strategic Email Marketing & Analytics



**1-800-BAKERY.com**

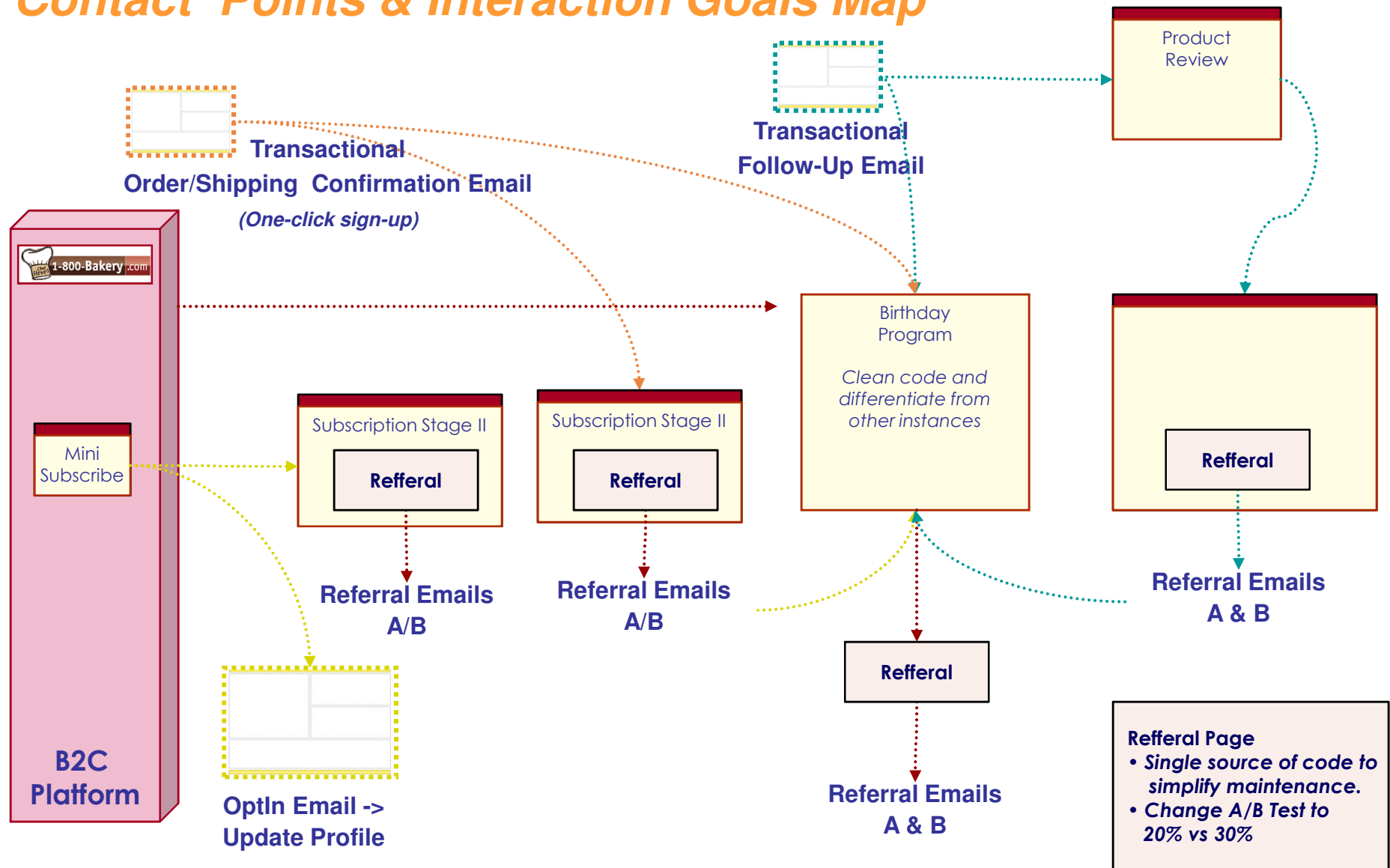
*Now that's delicious*

# ***Email Marketing Process Case Study Report***

# A.1 B2C Transactional Email Cycle




## Contact Points & Interaction Goals Map



# A.1 B2C Transactional Email Cycle



## Change to HTML Transactional Email & Word Of Mouth Follow Up Campaign (Phase I)



**1-800-Bakery.com**  
now that's delicious.

**Need help?**  
E-Mail or Call us at  
**1-800-287-9870**


[Birthday Specialties](#) | [Cakes](#) | [Cookies](#) | [Special Diet](#) | [Seasonal Treats](#)

**Dear Shellie Trefflich**

Thank you for placing your order with 1-800-Bakery!

Your order has been received and is currently being processed. **You will receive another email** when your item(s) is shipped with your tracking number.

In the meantime, please consider [joining my "Friends List"](#) where I will send you updates of new delicious bakery releases, and notify you of upcoming **exclusive** specials.  
[Simply Click Here!](#)



Thank you again for your order!

Sincerely,  
Chef Steve

**Customer Service**

- Order #: 12419
- Check [Order Status](#)
- [Visit Your Account](#)
- Request Support:
  - [Email Us](#)
  - Call Us:  
1-800-287-9870  
M-F 9am-5pm EST


**Share & Enjoy!**

[Send](#) your Friends Family a special o from 1-800-Bakery!

**Order Information**

Order #:	12419
Order Date:	2008-05-15 09:54:15
<b>Estimated Arrival:</b>	
Chocolate Truffle Birthday Cake:	2008-05-16

Can't see this email properly? [View it with pictures on your web browser](#)



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[Access Your Account](#)  
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**Dear {\$name}**

I appreciate you choosing 1-800-Bakery recently, and hope {\$recipient} enjoyed the bakery items ordered.



I encourage you to [write a review about these products](#). This will allow us to better our services and product offerings. As a way to say thank you, you will be able to choose from two different prizes we will be periodically raffling:

- A box of delicious assorted cookies (*raffled every week*)
- A \$100.00 Gift Certificate (*raffled every month*)

Also, please consider letting us know the names & birthdates of special people in your life and we will send you a special discount coupon some weeks before each birthdate, so you can treat them to a delicious birthday gift. Simply join our [Birthday Reminder](#) program.

[Come shop from us this week](#) and I will additionally give you a 20% discount on your purchase. Simply use the special code "**Special**" on checkout.

Thank you for purchasing from us. We hope to serve you again soon!

Chef Steve

1-800-Bakery, Inc. - 30 - 32 Church St. - Winchester, MA 1890 © 2004-2008

# A.1 B2C Transactional Email Cycle



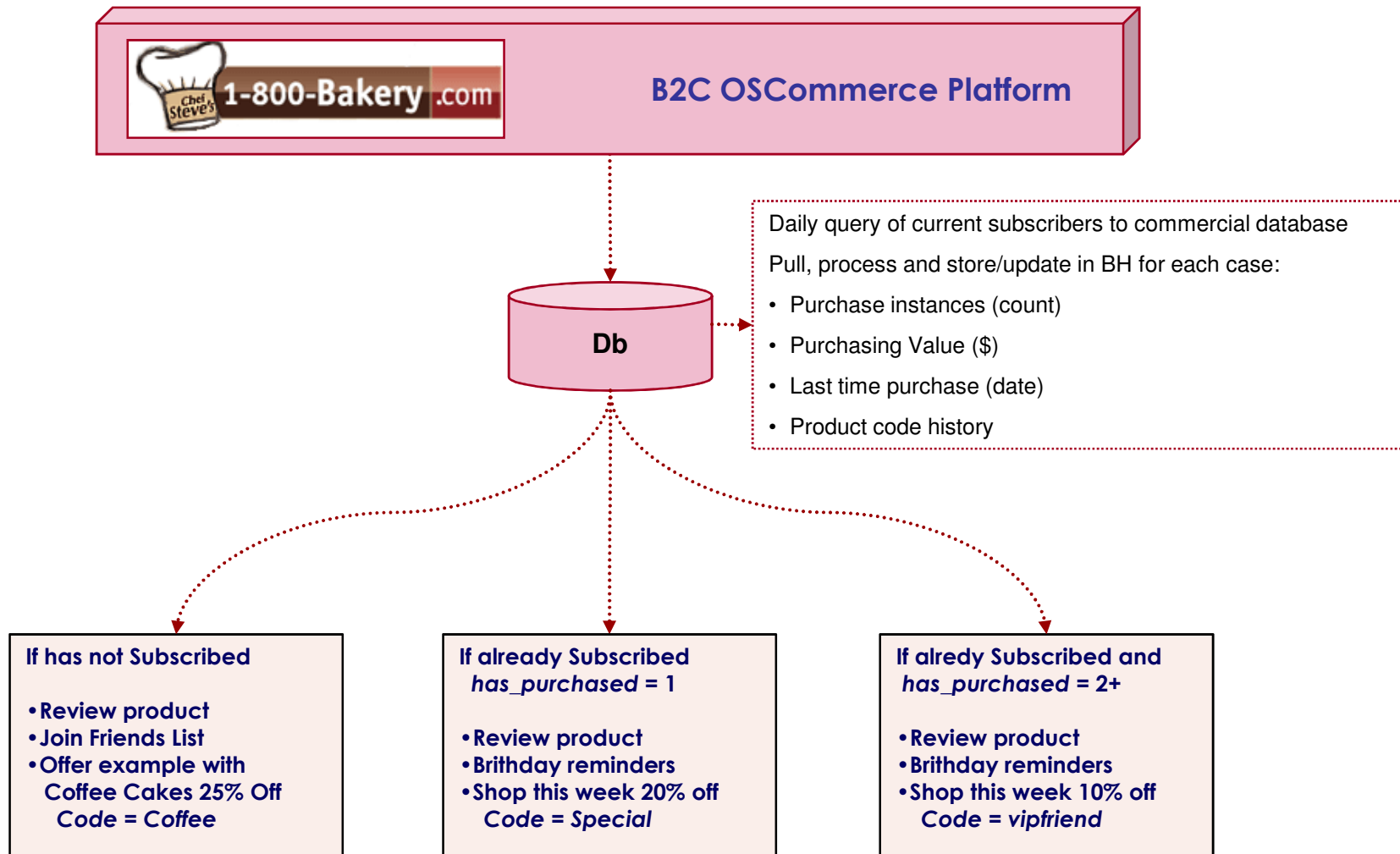
## Initial Results

Total cost campaigns					Current date range			
Campaign <sup>▲</sup>	#clicks	#visits	#purchases	Revenue	Conversion	Rev. per purchase	Rev. per click	
Total cost campaigns	1187	1085	41	\$2419.93	3.5%	\$59.02	\$2.04	
T - Birthday Reminders	<a href="#">[?]</a>	14	20	2	\$117.85	14.3%	\$58.92	\$8.42
T - Order Confirm	<a href="#">[?]</a>	281	178	2	\$144.90	0.7%	\$72.45	\$0.52
T - Referral A - 15 \$ Off	<a href="#">[?]</a>	2	2	0	\$0.00	0.0%	-	\$0.00
T - Referral B - 30% Off	<a href="#">[?]</a>	6	2	1	\$64.45	16.7%	\$64.45	\$10.74
T - Ship Confirm	<a href="#">[?]</a>	125	70	2	\$140.35	1.6%	\$70.17	\$1.12
Other visitors	97279	96696	648	\$43125.33	0.7%	\$66.55	\$0.44	

# A.2 B2C RFM Integration



## Process Map for RFM integration with ERP System





# A.2 B2C RFM Integration: Applications



## Dynamic personalization of Commercial Emails based on ERP data

akery }; [chefsteve@1-800-bakery.com] Sent: Mon 6/9/

ery }; [chefsteve@1-800-bakery.com] Sent: Mon 6/9/

**Chocolate Cakes." Chef Steve**

Use code *"delicious"* on checkout before June 11<sup>th</sup> by 2pm EST (for Second Day Shipping)

 <p><b>Chocolate Chambord Cake</b></p> <p>For the Dad who can eat whatever he wants.</p> <p>Serves 16 \$45.95 <a href="#">BUY NOW</a></p>	 <p><b>Sugar-Free Low Carb Flourless Chocolate Cake</b></p> <p>For the Dad who has to watch what he eats.</p> <p>Serves 16 \$45.95 <a href="#">BUY NOW</a></p>
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*"WOW! Absolute heaven and arrived moist and luscious. MY friends were most impressed and the celebrated boy (age 48) raved that it was the best gift...over the real presents!"*  
Angel Burns 06/04/2008  
[Read More Reviews](#)

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**Happy Father's Day**

Or, still Make His Day Special with these Unique Gift Ideas!

Order deadline is June 12<sup>th</sup> by 2pm EST for guaranteed Next Day Delivery.

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 <p><b>Father's Day Cookie</b></p> <p>\$45.95 <a href="#">BUY NOW</a></p>	 <p><b>Golf Mini Cookies</b></p> <p>\$18.95 <a href="#">BUY NOW</a></p>	 <p><b>Biscotti</b></p> <p>\$24.95 <a href="#">BUY NOW</a></p>
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Or, still Make His Day Special with these Unique Gift Ideas!

Order deadline is June 12<sup>th</sup> by 2pm EST for guaranteed Next Day Delivery.

 <p><b>Father's Day Cake</b></p> <p>\$43.50 <a href="#">BUY NOW</a></p>	 <p><b>Father's Day Giant Cookie Cake</b></p> <p>\$34.95 <a href="#">BUY NOW</a></p>	 <p><b>Cinnamon Walnut Coffee Cake</b></p> <p>\$18.95 <a href="#">BUY NOW</a></p>
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[Shop all Father's Day Selections](#)

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 <p><b>Sugar-Free Low Carb Flourless Marble Cake</b></p> <p>\$45.95 <a href="#">BUY NOW</a></p>	 <p><b>Sugar-Free, Low Carb Cheesecake</b></p> <p>\$43.95 <a href="#">BUY NOW</a></p>	 <p><b>Sugar-Free Boston Creme Napoleon</b></p> <p>\$48.95 <a href="#">BUY NOW</a></p>
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[Shop all Father's Day Selections](#)

# A.2 B2C RFM Integration: Results



## Results from Personalization applied to Commercial Email Campaigns

Message Statistics: HTML									
Subject	Date Sent	Sent	Bounced	Delivered	Opens	Open Rate	Clicks	Conv	Revenue
[+] Bakery Treats for Dad	06/09/2008	7,363	200	7,163	591	8.25%	83	41	\$2963.97
[+] Cake Treats for Dad ~	06/09/2008	985	7	978	134	13.70%	43	9	\$641.85
[+] Low Carb Treats for	06/09/2008	150	2	148	34	22.97%	11	2	\$136.35
[+] Cookie Treats for Dad	06/09/2008	310	4	306	33	10.78%	7	3	\$151.15
Aggregations		Sent	Bounced	Delivered	Opens	Open Rate	Clicks	Conv	Revenue
Totals		8,808	213	8,595	792	N/A	144	55	\$3,893.32
Averages		2,202	53	2,148	198	13.93%	36	13	\$973.33

Campaign	CTR	Click-to-Open Ratio (relevance)	Conversion Rate	Click times Conversion	Revenue per Email
Generic	1.16	14.04	6.94	8.05	\$0.41
Cakes	<b>4.40</b>	<b>32.09</b>	<b>6.72</b>	<b>29.57</b>	<b>\$0.66</b>
Low Carb	<b>7.43</b>	<b>32.35</b>	<b>5.88</b>	<b>43.69</b>	<b>\$0.92</b>
Cookies	2.29	21.21	9.09	20.82	\$0.49