



SILVERPOP

An IBM® Company

Tactics and Technologies that Drive a Highly Personalized Customer Experience

Michael Cottrell
Director, Sales – Business Accounts (EMEA)
Silverpop



Right message, Right medium



Inbox (77)

Cancel

Q Search Inbox

- LivingSocial Deals** 3:03 PM

This Week's Top 10 Deals: Ticket...
Atlanta's top deals | manage email preferences top deals for Atlanta my...
- Fifth Group Restaur...** 2:02 PM

If You Love Bourbon, You Can't...
If you're having trouble viewing this email, you may see it online. Share this...
- Health** 1:08 PM

A Special Invitation from HEALTH...
View a web version of this email here
Greetings! As a friend of HEALTH, we'...
- LinkedIn** 12:50 PM

Meg Whitman: Why I Support Civi...
Don't miss out on updates from thought leaders Meg Whitman CEO at Hewlett-...
- VolunteerMatch Ne...** 12:45 PM

Should you put volunteering on...
Having trouble reading the email? View it online. You are receiving this because...
- The Posh Spot** 12:40 PM

#PSCares: Update on Chipless...
#PSCares We heart our chipless manis because they make staying "polished"...
- Technology Associ...** 12:32 PM

TAG Daily Mail for Friday, March...
Add this email address to your address book to ensure delivery of future com...
- Aquasana Water Fil...** 12:20 PM

10% off replacements today with...
OR 15% off with signup. To view this email as a web page, click here. 866.6...

Delete (7)

Move (7)

Mark (7)

Select messages to delete or move.

LivingSocial Deals

Details

To: jodiwear@hotmail.com

This Week's Top 10 Deals: Ticket to LivingSocial's Beerfest | Toenail Fungus Removal & More...

March 8, 2013, 3:03 PM

Atlanta's top deals | [manage email preferences](#)top deals for
atlanta[my account](#) | [my vouchers](#)

top deals from this week

1



LivingSocial's Buckhead Beer and Wine Festival

Beerfest: LivingSocial Original

[view deal »](#)

2



Laser Fungus-Removal Treatment for 10 Toenails

Primera Podiatry, Laser & Foot Spa

[view deal »](#)



Data in Silos

Fragmented picture of customers



Lack of Control

Lack of control over data



Relevant Content

Inability to customize content



Right Channel

Get customer's attention



Real Time Execution

Inability to execute in real time



Lack of Insight

How individuals interact with your brand

57%

of the buying process
is already done before
you speak to them

Buyers are
learning on
their own and
delaying their
contact with
suppliers until
late in the
purchase

Corporate Executive Board Study 2011

SILVERPOP



The five big questions:

1

Which data and behaviours matter most?

2

How do you capture and learn from them?

3

How do you turn this insight into action?

4

How do you do it at scale?

5

How do you apply it across all channels?



RIGHT Data not Big Data



Explicit Data



Build a Better Form

First name:*	<input type="text"/>
Last name:*	<input type="text"/>
Company name:	<input type="text"/>
Email:*	<input type="text"/>
Address:*	<input type="text"/>
City:*	<input type="text"/>
State/Province:*	<input type="text"/>
Zip/Postal Code:*	<input type="text"/>
Phone Number:*	<input type="text"/>



First name:*	Bond
Last name:*	James Bond
Company name:	MI6
Email:*	gotcha@mail.com
Address:*	123 SW Fake Ave.
City:*	Classified
State/Province:*	Montana
Zip/Postal Code:*	12345
Phone Number:*	123-456-7890

Use Progressive Web Forms

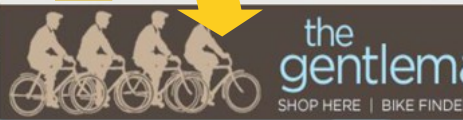



Thanks for your interest in
Please tell us a little about yourself to

Email*

First Name

Last Name



Thanks for your interest in the Gentl
Please tell us a little about yourself to receive your

Email*

Company Name

What best describes your role?
Select One



Thanks for your interest in the Gentlman Cyclist.
Please tell us a little about yourself to receive your file immediately.

Email*

Number of Employees?
Select One

What best describes your industry?
Select One



Use your Preference Center

NET-A-PORTER.COM

HOME WHAT'S NEW MAGAZINE DESIGNERS CLOTHING BAGS SHOES ACCESSORIES RUNWAY BOUTIQUES SALE

SEARCH

← CONTINUE SHOPPING

THANK YOU FOR CONFIRMING YOUR SUBSCRIPTION...

The hottest looks sell out very quickly on our site. Be the first to know when products from your favorite designers are available at NET-A-PORTER.

DETAILS

Please tell us a little bit more about yourself, so we can ensure that our service is tailored to your needs.

DRESS SIZE

SHOE SIZE

HOUSEHOLD INCOME (Optional)

'WHAT'S NEW' EMAIL ALERTS

Tick the boxes alongside the designers you would like to be notified about, then click submit to save your subscription request.

12TH STREET BY CYNTHIA VINCENT

18TH AMENDMENT

3.1 PHILLIP LIM

3 1 PHILLIP LIM FOR TATAM

ACNE

ADIDAS BY STELLA MCCARTNEY

AKA NEW YORK

ALBERTA FERRETTI


ALEXANDER MCQUEEN

ALEXIS BITTAR

ALEX MONROE

ALICE AND OLIVIA

SUBMIT



Real Holidays ...Real Prices

**teletext
holidays**

Teletext Holidays

73,475 likes · 2,365 talking about this

Travel/Leisure

Welcome to the official Teletext Holidays Facebook page - customer service is available Monday-Friday 9am-5.30pm or find us on <http://teletextholidays.co.uk/>

About – Suggest an Edit



Photos

**GREAT DEALS
TO YOUR INBOX**

CLICK HERE

Email Signup

Twitter

CLICK ABOVE TO LIKE TELETTEXT HOLIDAYS

Get exclusive offers, find last minute travel deals, access our travel guides & receive expert holiday advice

Sign up below to receive exclusive holiday deals each week.

First Name

Last Name


Email

I accept the Teletext Holidays
Email Terms & Conditions

Submit



Use Social Sign In



Sign In | Register Now ABOUT MARTHA COMMUNITY RADIO MOBILE BLOGS SUBSCRIPTIONS

Enter a search term search

FOOD ENTERTAINING HOLIDAYS WEDDINGS CRAFTS HOME & GARDEN PETS WHOLE LIVING TELEVISION SHOP

Welcome! We'd love for you to join us.

Come and be inspired with us! You can collect and organize your favorite articles and recipes, and share your ideas and passions with others on any of the Martha Stewart sites.

Create a Martha Stewart account.

Email Address

Password At least 6 characters. Capitalization matters.


Martha Stewart Special Offers and Events
Advance notification about upcoming Martha Stewart Living Omnimedia special offers, ventures, and events.

Special Partners
Ideas and special discounts from our trusted partners.

register

or

With your social network.

 Sign in with Facebook

We'll never share your information or post anything to your network without your permission.

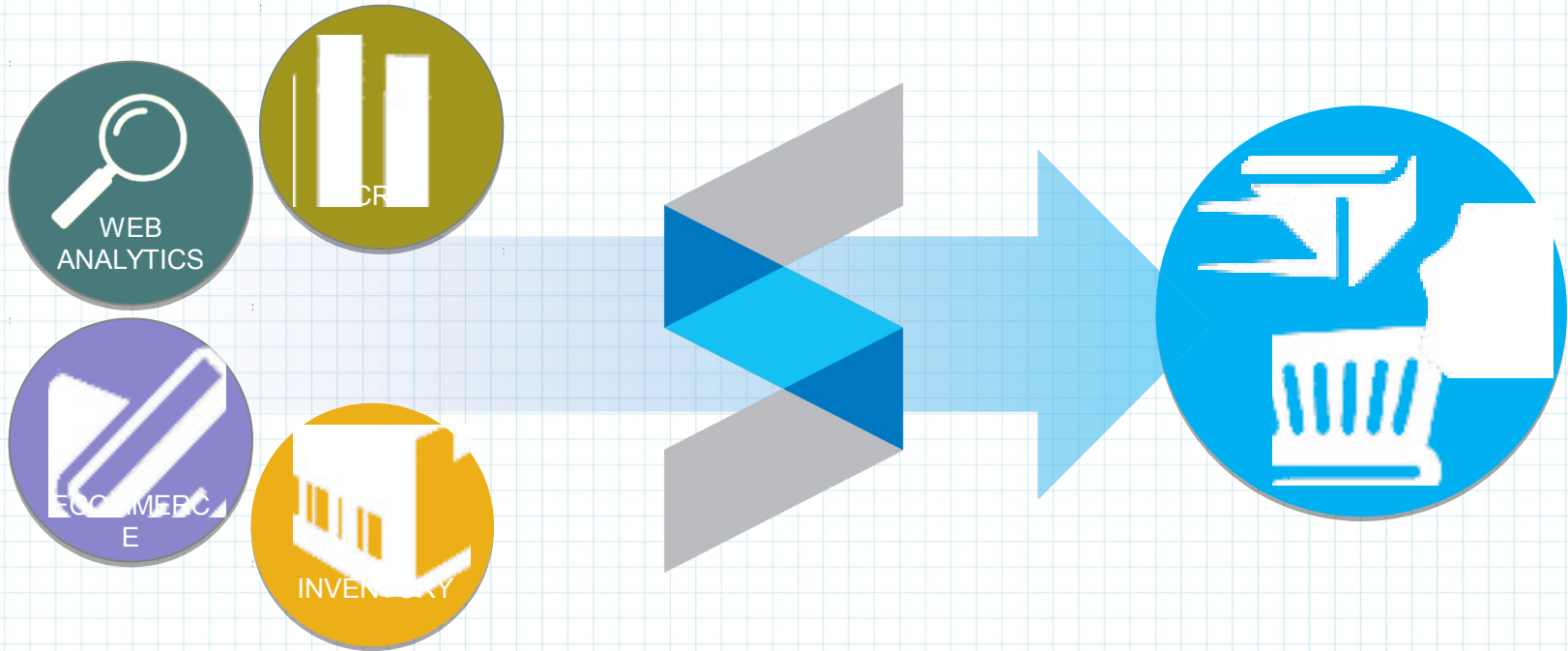
Using a social network profile to register with Martha Stewart sites means that we'll have access to information on file with that provider. By clicking the "Allow" button, you consent to our [Terms & Conditions](#) and [Privacy Policy](#).



Social Sign in Fields passed through to your database

	FB	TW	LI	SFDC	YHOO	Goog	Windows Live	AOL	Flickr	Foursquare
Provider Name	guaranteed	guaranteed	guaranteed	guaranteed	guaranteed	guaranteed	guaranteed	guaranteed	guaranteed	guaranteed
Address	x		x							
Display Name	x	x	x	x	x	x	x	x	x	x
Gender	x				x		x		x	x
Preferred Username	x	x	x	x	x	x	x	x	x	x
Birthday	x		x				x			
Family Name	x		x			x	x			x
Given Name	x		x			x	x			x
Profile Photo	x	x	x	x	x				x	x
Verified Email	x			x	x	x			x	x
Formatted Name	x	x	x	x	x	x	x		x	
URL (homepage)	x	x	x	x		x	x	x		x
UTC Offset	x			x	x				x	x
Phone Number			x				x			
Email	x		x	x	x	x	x		x	
Identifier	guaranteed	guaranteed	guaranteed	guaranteed	guaranteed	guaranteed	guaranteed	guaranteed	guaranteed	guaranteed

Connect to External Systems

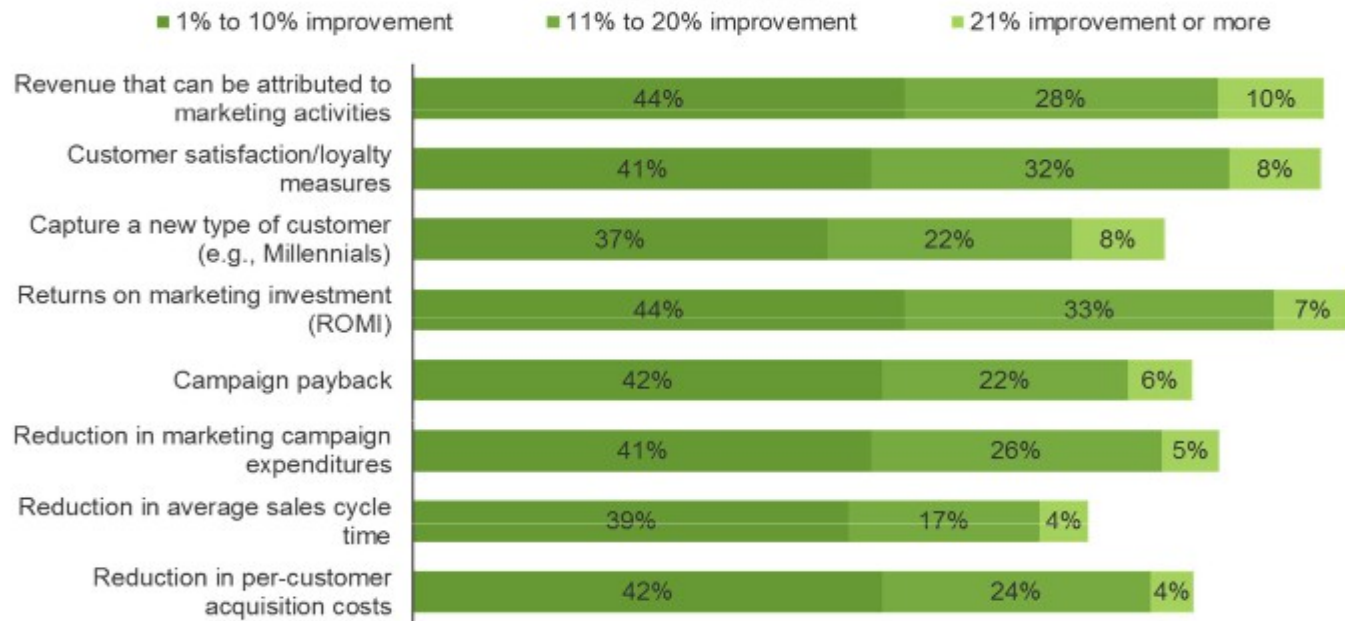


“What customers do is far more important than what they say”



Figure 11**Perceived Advantages From Behavioral Marketing**

“For each of the following, what improvements do you think your organization could generate if you were able to take specific actions to prospective customers based upon their behavior with your company across multiple channels?”



Base: 157 marketing professionals focusing marketing efforts on the US
(some response categories have been omitted)

Source: A commissioned study conducted by Forrester Consulting on behalf of Silverpop, May 2013

Good Better

(demographics and form submissions)

(behavioural insights driving by marketing and sales)

Title: **VP or Mgr** **Strategic white paper or demo**

Selection: **3 months** **Visited site 3 times in last 2 days**

Budget: **\$50k** **Custom ROI calculator results**

Industry: **Retail** **Clicked on a vertical case study
in email**



Behaviours that Matter



What pages did they visit?

Did they post on Twitter?


How long since their last visit?

How many emails did they open?

Which articles did they click to read?

Did they watch the video?

Use Webtracking



I clicked on a link and shopped online

I visited a landing page + downloaded a file

I played a media file

I shared a link to a blog post

I registered for a webinar

Birthday Email 2.0



the
gentlemancyclist.com

SHOP HERE | BIKE FINDER | REPAIR & BIKE FIT | RIDES & EVENTS

Happy Birthday from
the Gentleman Cyclist!

Get 20% off
ANYTHING YOU WISH

Use Code **BIRTHDAY265** | Offer expires 2/30/2014

 **BUY NOW**



Item(s) From:

- Shopping cart
- Wish list
- Replenishment/
last purchase

Accessories You Viewed Recently



Double Down Ace 2
Hitch Bike Rack

★★★★☆ (50)

~~\$249.00~~ **\$130.84**



Frontloader Rooftop Bike
Carrier

★★★★☆ (51)

~~\$179.00~~ **\$143.20**



KingJoe 2-Bike Trunk
Mount Rack

★★★★☆ (34)

~~\$135.00~~ **\$105.24**

Leverages Web
Tracking and
Recommendations

- Category browsed
- Top sellers in
category
- Recommendations

100% MONEY BACK GUARANTEE | SECURE CREDIT CARD TRANSACTIONS

Use Coupon Code **BIRTHDAY265**

Design for Mobile



Mobile is more important than ever



51%

of email opens are on mobile devices, yet many emails are only designed for desktop viewing. Text is often difficult to read, details in images are hard to see, and links are impossible to click on mobile.



150

Studies have found that people look at their phones **an average of 150 times a day**. These brief interactions mean that you must focus on getting your point across quickly.



80%

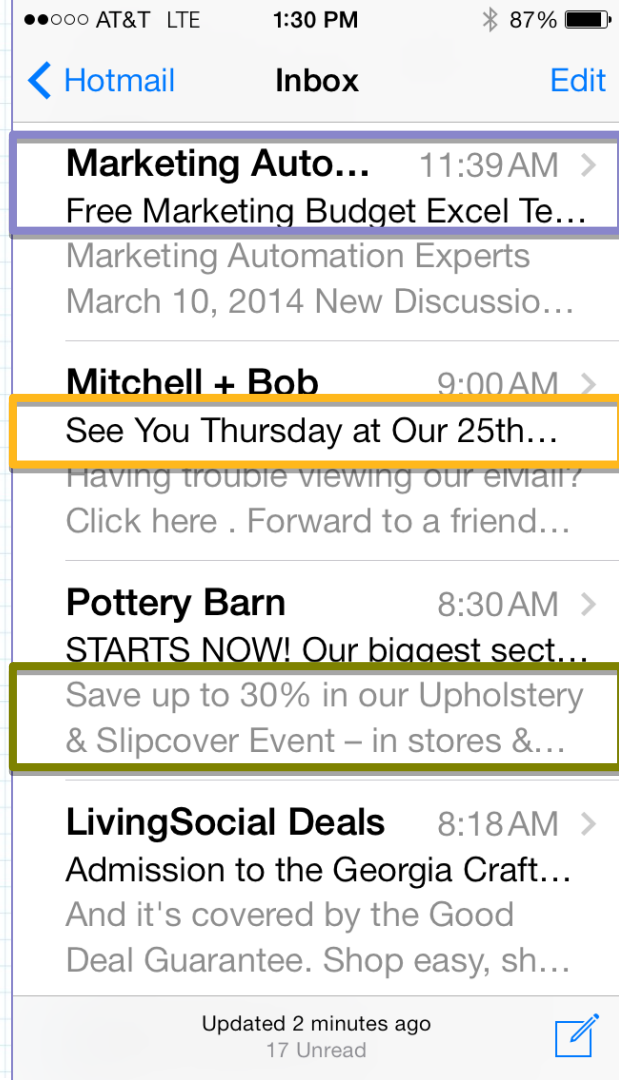
Of people **delete an email** if it doesn't look good on their mobile device.

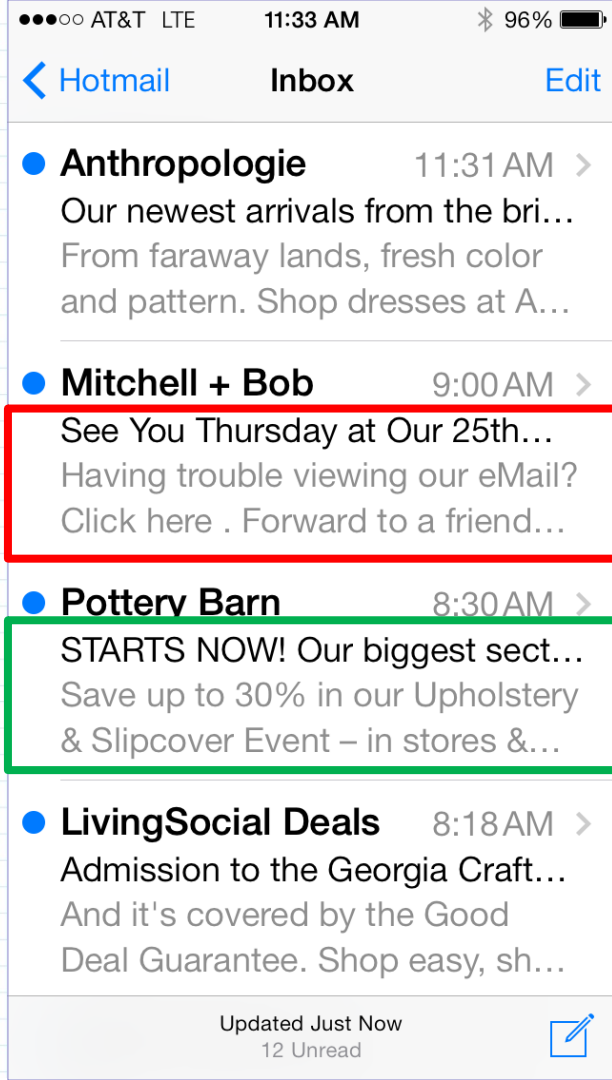
Source: Litmus

**From Name ~25
characters**

**Subject Line ~35
characters**

**Pre-header ~80
characters**





Support the subject line with a creative, useful or helpful pre-header

- Call-to-action
- Special offer
- Reminder

NOT “having trouble...?”

Or worse “To Unsubscribe....”

From: Twitter <n-whfgvar=yvgzhf.pbz-0332e@postmaster.twitter.com>
Subject: Because you have more to show
Date: September 26, 2012 2:49:31 AM EDT
To: Justine Jordan <justine@litmus.com>

Hide



Justine Jordan,
We have something for you...



New Twitter profiles

Make your profile beautiful with a header image. Browse your new photo reel. Check out what other people are doing with their profiles.



Try it now

Have an iPhone, iPad, Android, Windows Phone 7 or Blackberry?
[Get the Twitter app at Twitter.com/download](http://Twitter.com/download)

Forgot your Twitter password? [Get instructions on how to reset it.](#)
You can also [unsubscribe to these emails](#) or change your [notification settings](#). Need help?
If you received this message in error and did not sign up for Twitter, click [not my account](#).
Twitter, Inc. 1355 Market St., Suite 900 San Francisco, CA 94103

Because you have more to show

September 26, 2012, 2:49 AM

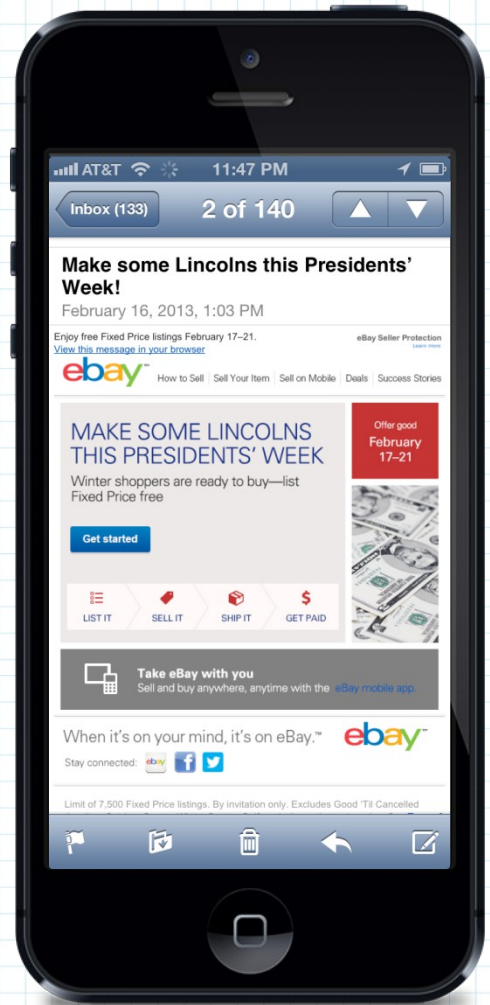
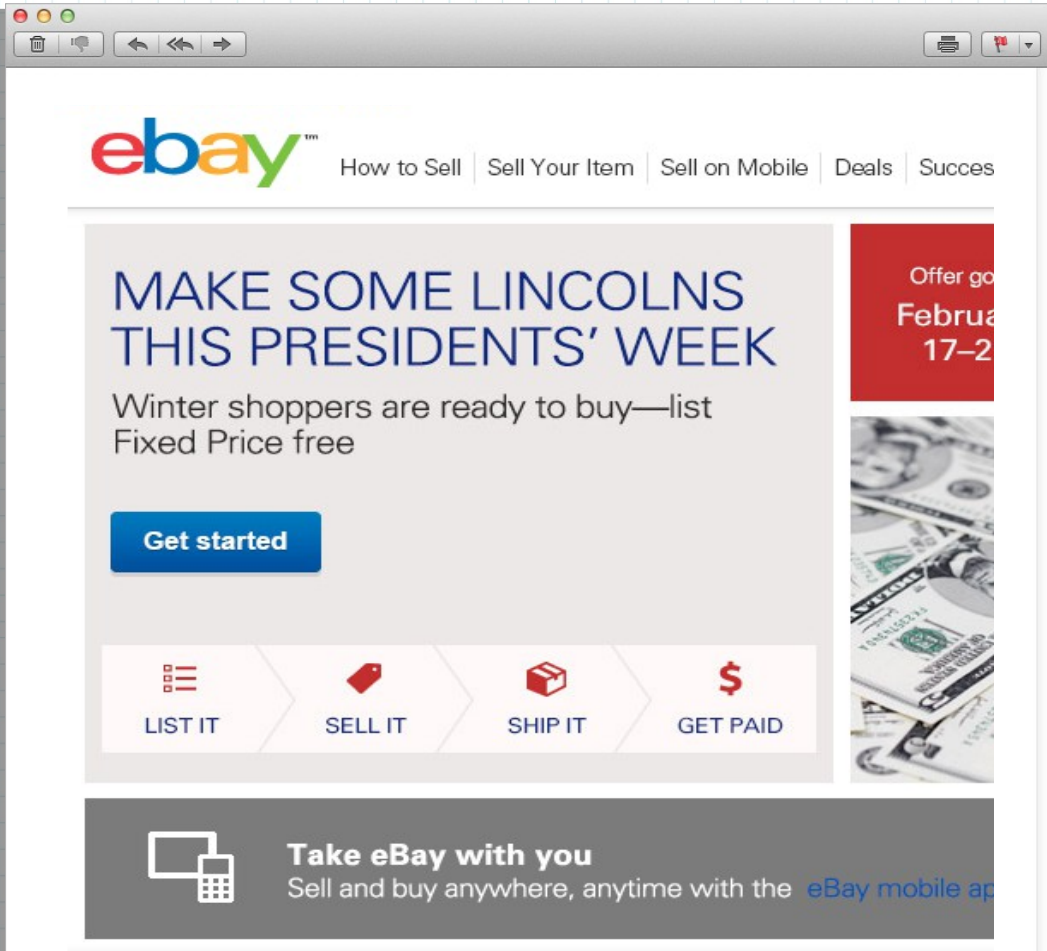
Justine Jordan,
We have something for you...



New Twitter profiles

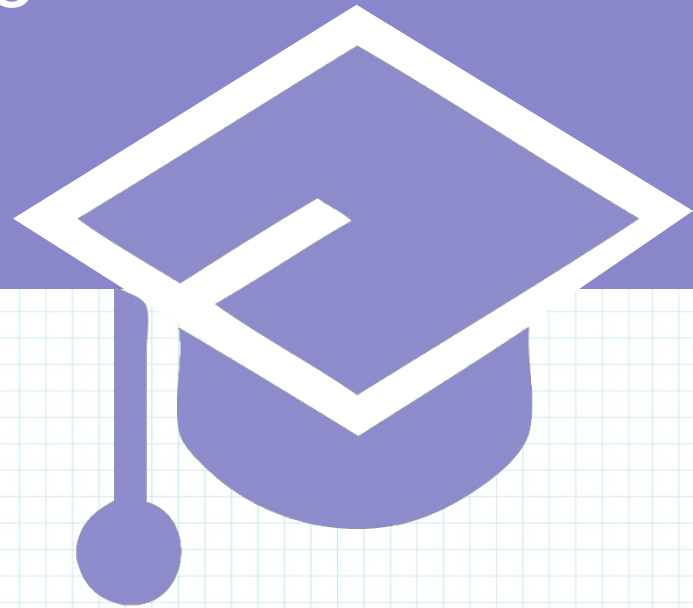
Make your profile beautiful with a header image. Browse your new photo reel. Check out what other people are doing with their profiles.

Get the app and try it now



When it's on your mind, it's on eBay.™ 

Delivering a 1:1 Experience

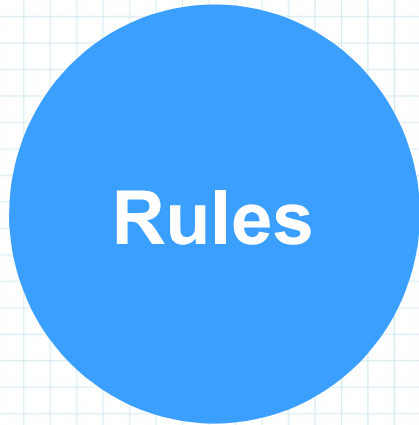


Single Customer View

		
<p>JIM “the cycling enthusiast ”</p>		
		



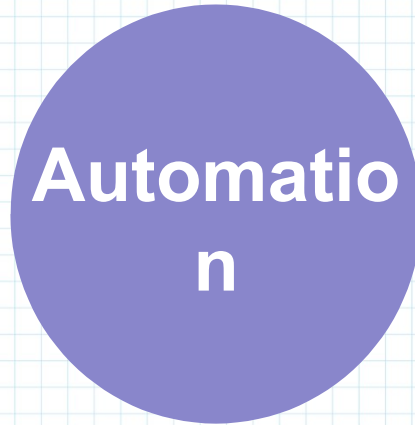
With Four Techniques:



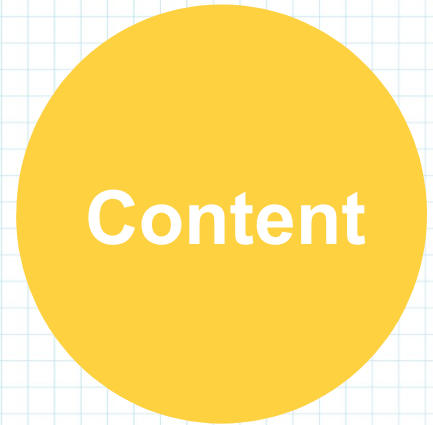
Simple or more complex
“If/Then” logic



To make strong purchase signals
leap out



To enable you to
scale

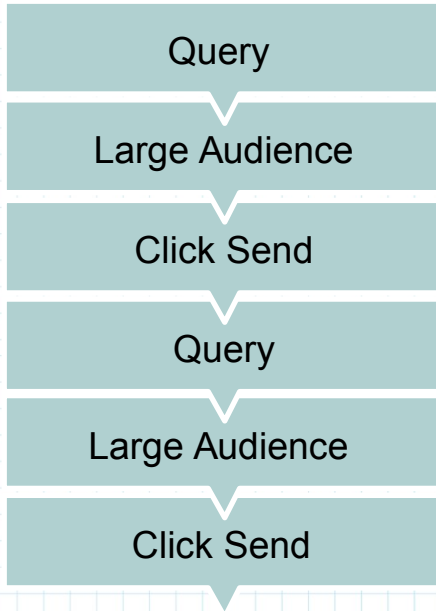


And generate the best next
action



Scale with Automation

Traditional Marketing Process

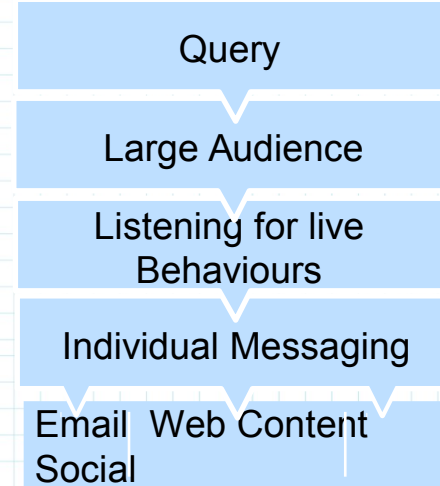


Profile Data

Relational Data

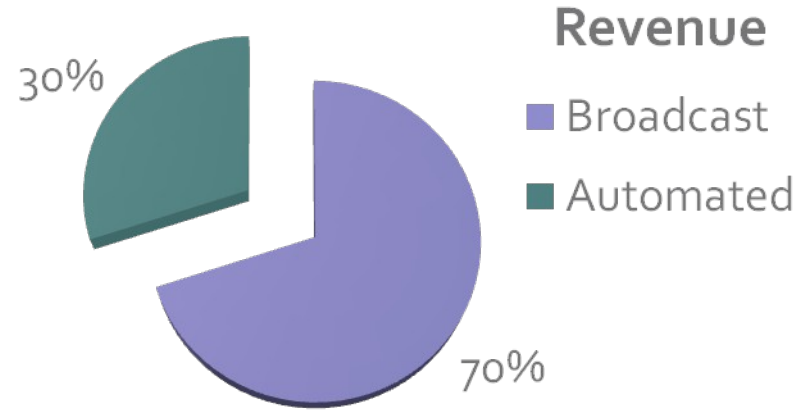
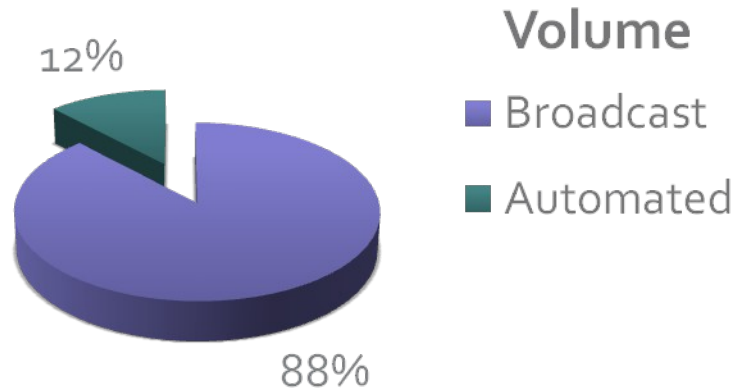
Behavioral Data

Marketing Automation Process



Web

Automated Programs



4 years ago = 2% volume / 1% revenue
Today Volume = 6X; Revenue = 30X

Deliver Relevant Content

Silverpop Travel

Breathtaking trips to



20% Off All Vacation Packages

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet.

Silverpop Travel



Rocky Mountains

20% Off All Vacation Packages

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet.



Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet.

Silverpop Travel



20% Off All Vacation Packages

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.

Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet.

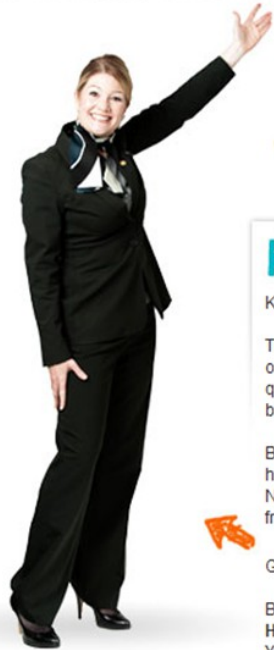


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet.

Drive Content Based on Explicit Data

2 DAYS LEFT!
UNTIL I SEE YOU
ON OUR NEW ZEALAND FLIGHT

AIR NEW ZEALAND 



KIA ORA

Kia Ora Chris,

Thanks for booking with us, pretty soon onboard our flight NZ 0038 to Auckland quick intro and share some pre-flight es before we meet!

Below we've got a snap shot of your itin handy things to know before your flight, New Zealand recommendation from ou from the weatherman.

Good luck with the packing, I'll see you i

Best wishes
Helen Dewnsap

Your Flight Service Manager on flight NZ 0038

YOUR FLIGHT DETAILS

OUTBOUND

Flight No. NZ 0038	DEPARTURE 21:05 29/05/2010 Terminal 1 London Heathrow (LHR)	ARRIVAL 16:20 30/05/2010 Terminal 1 Hong Kong (HKG)
Flight No. NZ 0038	DEPARTURE 18:10 30/05/2010 Terminal 1 Hong Kong (HKG)	ARRIVAL 09:00 31/05/2010 International Terminal Auckland (AKL)

INBOUND

Flight No. NZ 0039	DEPARTURE 23:15 28/06/2010 International Terminal Auckland (AKL)	ARRIVAL 06:45 29/06/2010 Terminal 1 Hong Kong (HKG)
Flight No. NZ 0039	DEPARTURE 08:30 29/06/2010 Terminal 1 Hong Kong (HKG)	ARRIVAL 14:45 29/06/2010 Terminal 1 London Heathrow (LHR)

Passenger List: Mr Chris Sumler

THIS IS NOT YOUR E-TICKET

Refer to the original booking confirmation for your E-Ticket

Share:  Facebook  Twitter

2 DAYS LEFT!
UNTIL I SEE YOU
ON OUR NEW ZEALAND FLIGHT



KIA ORA

Thanks for booking with us, pretty soon will be welcoming you onboard our flight NZ 0038 to Auckland so thought I make a quick intro and share some pre-flight essentials with you before we meet!

Below we've got a snap shot of your itin, a reminder of the handy things to know before your flight, a shout and send New Zealand recommendation from our new and a piece from the weatherman.

Good luck with the packing, I'll see you in a couple of days!

Best wishes
Helen Dewnsap
Your Flight Service Manager on flight NZ 0038

YOUR FLIGHT DETAILS

OUTBOUND		
Flight No. NZ 0038	DEPARTURE 21:05 29/05/2010 Terminal 1 London Heathrow (LHR)	ARRIVAL 16:20 30/05/2010 Terminal 1 Hong Kong (HKG)
Flight No. NZ 0038	DEPARTURE 18:10 30/05/2010 Terminal 1 Hong Kong (HKG)	ARRIVAL 09:00 31/05/2010 International Terminal Auckland (AKL)
INBOUND		
Flight No. NZ 0039	DEPARTURE 23:15 28/06/2010 International Terminal Auckland (AKL)	ARRIVAL 06:45 29/06/2010 Terminal 1 Hong Kong (HKG)
Flight No. NZ 0039	DEPARTURE 08:30 29/06/2010 Terminal 1 Hong Kong (HKG)	ARRIVAL 14:45 29/06/2010 Terminal 1 London Heathrow (LHR)

Passenger List: Mr Chris Sumler
Refer to the original booking confirmation for your E-Ticket

DESTINATION TOP TIP

Most people know how Zealand is to its wine, but not many appreciate that as a great coffee culture in Auckland. When you're on board in the bar, Zealand has some coffee options and quality that matches the wine. Our weatherman for the day says it's a good idea to bring a coffee machine with you. Consider it with before other than both milk. These days from Zealand has a strong coffee scene in terms of a good range of coffee. A delicious Barista prepared version at anywhere from a humble roadside cafe to a high-end cafe.

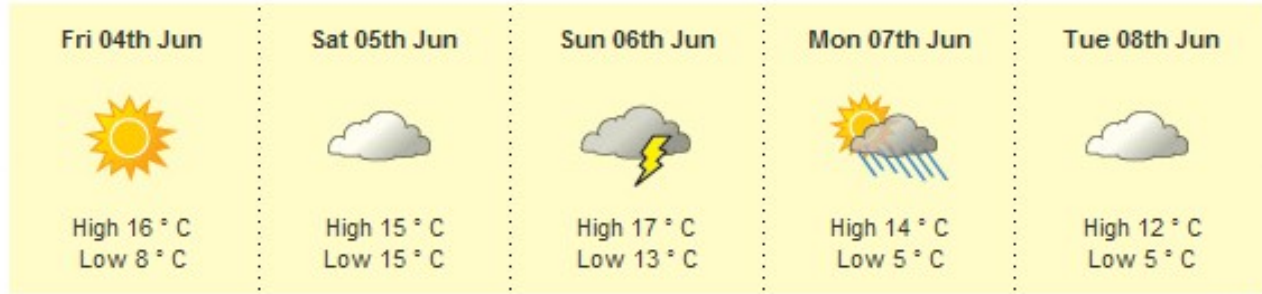
THE BORING (BUT STILL VERY IMPORTANT) STUFF!

- #1 We fly from Auckland Terminal 1. If it rains we'll use the other terminal and we'll be on the 10:00 flight.
- #2 Get 24h updates about your flight at [www.airnewzealand.co.nz](#) or call us on 0800 555 555.
- #3 Your baggage allowance is 20kg for Economy, 23kg for Business and 30kg for First Class. Please check our website for more details.
- #4 Don't forget your KiwiSaver! KiwiSaver is a compulsory contribution to your KiwiSaver. You can also contribute to your KiwiSaver if you're over 18 and you're not in a KiwiSaver scheme.

5-DAY FORECAST FOR NEW ZEALAND

Friday Jun  High 18°C Low 8°C	Saturday Jun  High 18°C Low 10°C	Sunday Jun  High 17°C Low 11°C	Monday Jun  High 14°C Low 6°C	Tuesday Jun  High 12°C Low 5°C
---	--	--	---	--

5-DAY FORECAST FOR NEW ZEALAND



powered by [accuweather](#)

Keep in touch with us via:



Facebook



Twitter



Kiwi Deals Newsletter

2 DAYS LEFT!
UNTIL I SEE YOU
ON OUR NEW ZEALAND FLIGHT

AIR NEW ZEALAND



KIA ORA

Kia Ora Chris,

Thanks for booking with us, great news we'll be welcoming you onboard our flight NZ 0338 to Auckland as I thought it made a quick trip to home before our flight, a shot and sweat. Have Zealand's recommendation from our crew and a preview from the weatherman.

Below we've got a snap shot of your itinerary, a reminder of the handy things to know before our flight, a shot and sweat. Have Zealand's recommendation from our crew and a preview from the weatherman.

Good luck with the packing, till see you in a couple of days!

Best wishes
Helen Dewdney
Your Flight Service Manager on flight NZ 0038

YOUR FLIGHT DETAILS

OUTBOUND

Flight No. NZ 0338	DEPARTURE 21.05.2016(0210) Terminal 1 London Heathrow (LHR)	ARRIVAL 01.06.2016(0110) Terminal 1 Hong Kong (HKG)
Flight No. NZ 0338	DEPARTURE 18.10.2016(0210) Terminal 1 Hong Kong (HKG)	ARRIVAL 09.06.2016(0110) International Terminal Auckland (AKL)

REBOUND

Flight No. NZ 0338	DEPARTURE 23.10.2016(0210) International Terminal Auckland (AKL)	ARRIVAL 26.06.2016(0110) Terminal 1 Hong Kong (HKG)
Flight No. NZ 0338	DEPARTURE 28.10.2016(0210) Terminal 1 Hong Kong (HKG)	ARRIVAL 14.07.2016(0110) Terminal 1 London Heathrow (LHR)

Passenger List Mr Chris Sumblar

THIS IS NOT YOUR E-TICKET

Refer to the original booking confirmation for your E-Ticket

Share [Facebook](#) [Twitter](#)

DESTINATION TOP TIP

I'll have a Flat White please...

Most people know New Zealand for its fine wine, but not many appreciate that we are a good coffee! From a blue small town what we're on about in both New Zealand has more coffee options per capita than anywhere in the world. Our pioneering Flat White coffee is said to have originated in Auckland it's a bit like a Cappuccino but with 'batter' rather than 'milk' milk. There are New Zealand's a thriving Cafe scene so there's a good chance of finding a deliciously Blended prepared version of anywhere from a humble road side mobile outlet to a fancy High Street shop. [Discover our coffee culture](#)



THE BORING (BUT STILL VERY IMPORTANT) STUFF!

- #1 **Wa By** from Heathrow Terminal 1 as if it's not too late to get there, find out how easy it is. [More](#)
- #2 **Get SMS updates** about your flight as you head to do a regular online and we will do the rest. [More](#)
- #3 **Your baggage allowance** in Economy is calling prices of checked baggage plus 1 piece of hand luggage. Learn [More](#)
- #4 **Don't forget your LAGS!** That's 'Louds, Gigs and noisies'. Inland containers should be more than 100cm in size and zip them with a clear plastic tag before security.

5-DAY FORECAST FOR NEW ZEALAND



powered by [accuweather](#)

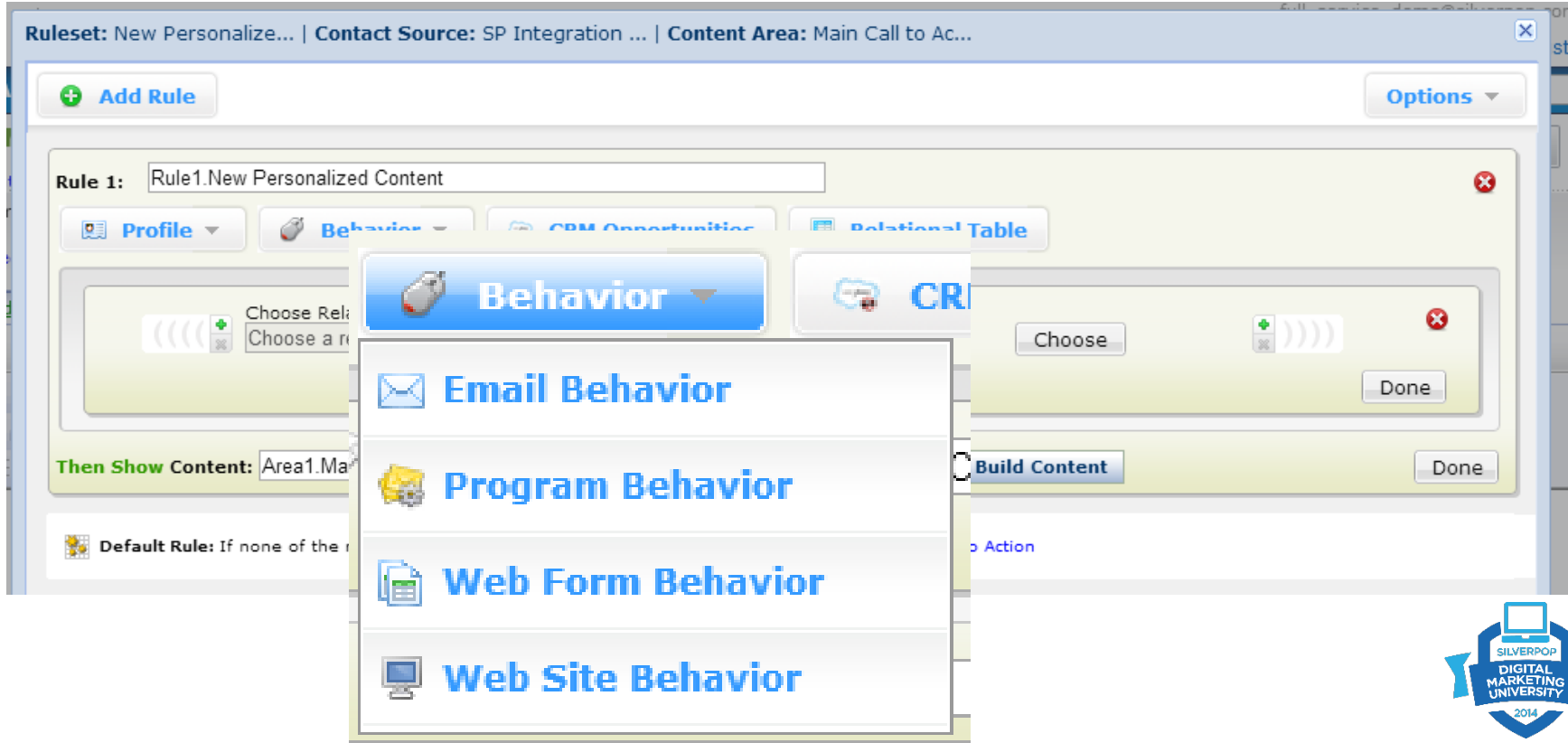
Keep in touch with us via

[Facebook](#) [Twitter](#) [LinkedIn](#) [Kiwi Deals Newsletter](#)



2014

Drive Content based on Behaviours



Ruleset: New Personalize... | Contact Source: SP Integration ... | Content Area: Main Call to Ac...

+ Add Rule Options

Rule 1: Rule1.New Personalized Content

Profile Behavior CRM Opportunities Relational Table

Choose Rel: Choose a r

Behavior

CR

Choose Done


Then Show Content: Area1.Ma

Build Content Done

Default Rule: If none of the

Action

- Email Behavior
- Program Behavior
- Web Form Behavior
- Web Site Behavior



One-to-One email



- 1 Subject Line Personalization**
First name personalization
- 2 Personalized Content**
Name and contact info for each customer's personal rep
- 3 Dynamic Subject Lines**
The subject line changes based on the type and duration of club membership
- 4 Individualized Content Lists**
For any customer who has purchased two or more items in the last 90 days, list each purchase with review links
- 5 E-commerce-driven Personalization**
Display totals and other engaging content to drive follow-on purchases
- 6 Website-driven Content**
Directly track each customer's Web activity and prompt them to visit new areas of the site
- 7 Send Time Optimisation**
The message arrives in each individual's inbox at precisely the time that individual is most likely to check email
- 8 Data-driven Dynamic Image**
Image is selected based on demographic and profile info
- 9 Score-driven Dynamic Offer**
Discounts/prices vary by social influence and time since last purchase



SILVERPOP

An IBM® Company

Thank You

Michael Cottrell

mcottrell@silverpop.com

