



Genie®



CHALLENGE

Until recently, Genie lacked a global email marketing strategy. Without a clear strategy for the channel, Genie's email marketing efforts delivered a poor customer experience while burdening the marketing communications team with inefficient, manual processes. This historical approach resulted in several issues related to list hygiene, compliance with privacy legislation, email display across platforms and devices, and timely deployment.

SOLUTION

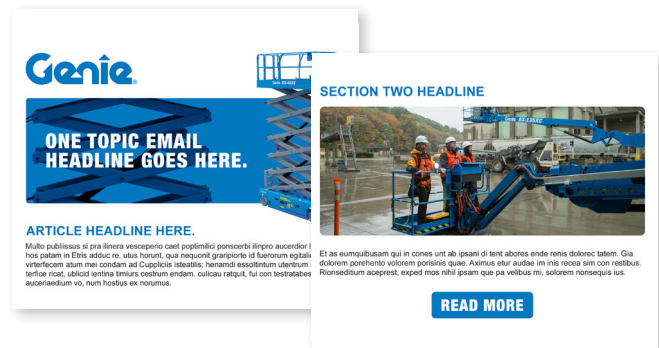
Two Rivers Marketing completed an analysis of Genie's current email marketing efforts to inform the global email marketing strategy. The analysis included research and evaluation of:

- Email content and metrics
- State of databases (e.g., size and data points)
- Send reputation and deliverability
- Processes

RESULTS

Leveraging insights from the analysis, Two Rivers developed an email marketing strategy featuring a three-step Road Map to Excellence. The crawl, walk, run road map was engineered to systematically move Genie's email processes and capabilities from a "batch and blast" approach to a "segmented and automated" approach. This would enable Genie to deliver highly relevant and tailored communications at scale.

Early efforts included defining the content strategy, which informed a new library of email templates. The new templates standardized components for different types of emails and reduced the time needed to create and update emails. The templates also featured modern designs to improve readability across email clients as well as on mobile or in dark mode.



Email Marketing Strategy:

- Road Map to Excellence (Crawl, Walk, Run)
- End-User Lifecycle Framework
- Highly Personalized Content
- Performance Measurement Plan
- Template Library
- Process for Email Build, QA, and Deployment