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S U M M I T 0 9



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A dark blue silhouette of a mountain range with three peaks of varying heights.
S U M M I T 0 9

MARKETING DELIVERABILITY

Rosemary de Lacy

Technical Account Manager



Introductions

- ▶ Suzy Veilleux - Marketing Manager at Constant Contact.
- ▶ Rosemary de Lacy - Marketing Specialist for RightNow Technologies

Agenda

- ▶ Breakout Objectives
- ▶ Best Practices
 - To use your domain or not
 - Unsubscribe management
 - I'm a large mailer - what does that mean?
 - Are you authenticated?
 - Bounces - who cares & why?
- ▶ New Marketing Capabilities for 2009
- ▶ Constant Contact Customer Showcase
- ▶ Best Practices Demo

Objectives

- ▶ Illustrate how to implement top Marketing Best Practices to help achieve success of your Marketing Communication
- ▶ Provide an understanding of new RightNow Marketing features and functions released in 2009
- ▶ Hear from a RightNow Client

Best Practice Documents:

► Location of Documents

- Available at the end of the room.
- Available via RNT Community.

► Refresher Key Points

- Email Deliverability Group
- Email Authentication
- Email Best Practices
- White list/Blacklist Management
- RightNow Delivery Feedback
- Building Reputation

The screenshot displays the 'RightNow Communities' website. At the top left is the 'RIGHT NOW' logo, and to its right is the word 'Communities' in a large, orange font. A user greeting 'Welcome back, Susie' with a '(Logout)' link is visible in the top right corner. Below this is a navigation bar with two main tabs: 'Customer Community' (selected) and 'Developer Community'. Underneath these tabs are sub-links: 'Discussion Forum', 'Idea Lab', 'Education & Services', 'Events', 'Library', and 'Support'. The main content area features a green header with the text 'Welcome to the Neighborhood!' and a sub-header 'This exclusive customer resource provides a centralized location for customer tools & resources & the opportunity to interact with other customers & RightNow. Sign up to receive the quarterly Community newsletter, the Insider!'. Below this is a 'Highlights' section with three items: 'POPULAR FORUM DISCUSSIONS' with a list of topics like 'Dividing by the number of intervals', 'Reporting Incident count for a specific...', 'How to customise incident response header', 'Are incident's forms dynamic?', and 'How to customise incident response header'; 'RIGHTNOW AUGUST '09' with a link to 'Learn about the features & functionality available in our summer release!'; and 'NEW: CROWDSERVICE WHITE PAPER' with a link to 'Learn how to harness the wisdom of crowds in customer service & support'. At the bottom, there are three promotional boxes: 'COMMUNITY MEMBER SPOTLIGHT' for Colin Campbell, an Innovator, with a 'New User Tip'; 'SUMMIT 09 FORUM MEET AND GREET' with the text 'Meet the people behind the avatars!'; and 'NEW: "USER GROUP STARTUP KIT"' with the text 'Start a RightNow User Group in your area!'.

To Use Your Domain or Not:

- ▶ Why should I use my own domain name
- ▶ How can I use my own domain
- ▶ How does the “Send From” impact your results?
- ▶ How can I personalize my emails?



Unsubscribe Management:

- ▶ Why?
- ▶ Can-Spam Law
- ▶ What if I have several opt out options can I specify which area I want to opt out from?

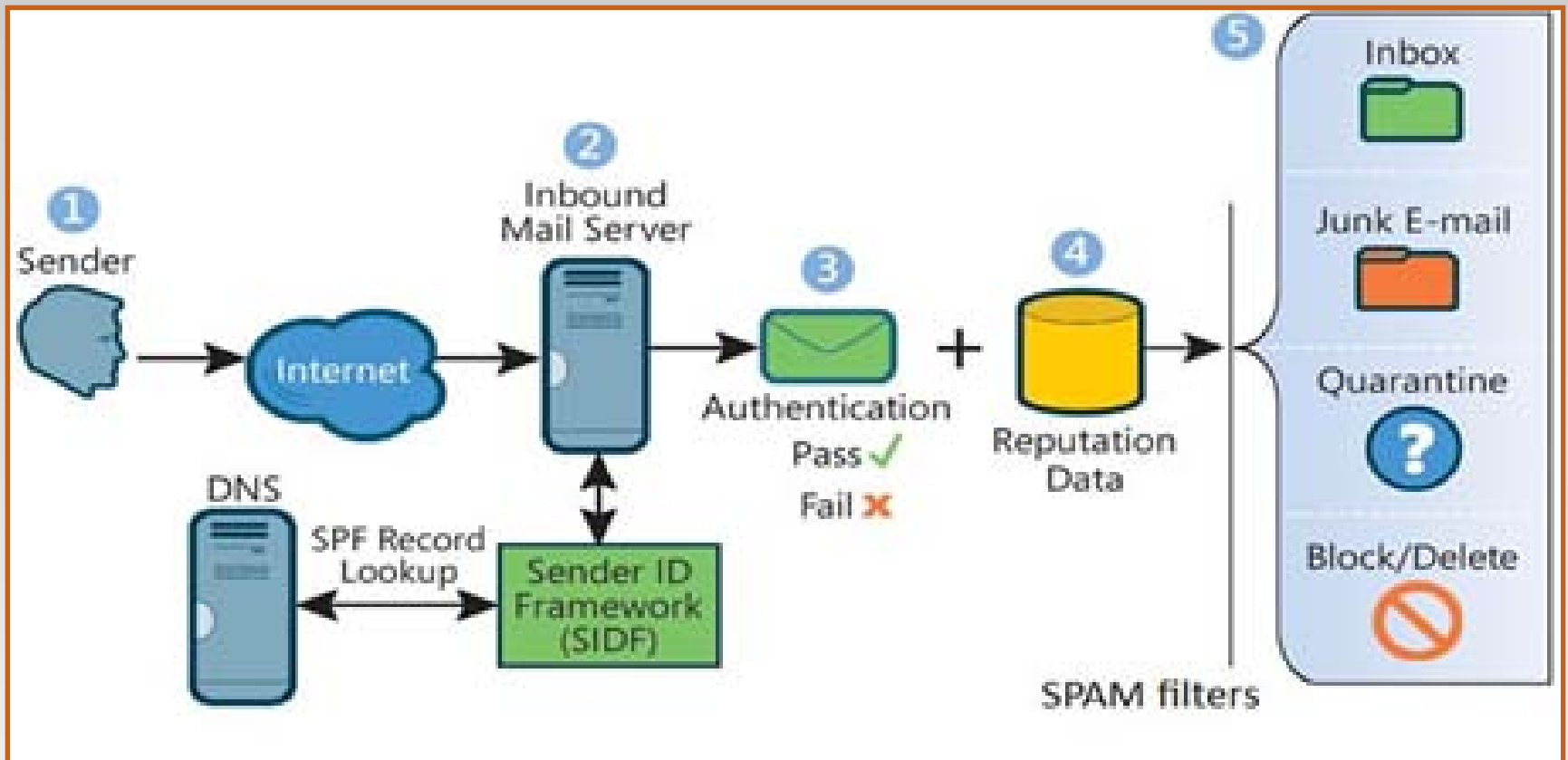


I am a Large Mailer:

- ▶ Over 65,000 mailings per month
 - What do I need to do?
 - Who can I work with to achieve this?
 - Warming IP
- ▶ Under 65,000 mailings per month.
 - What do I need to do?

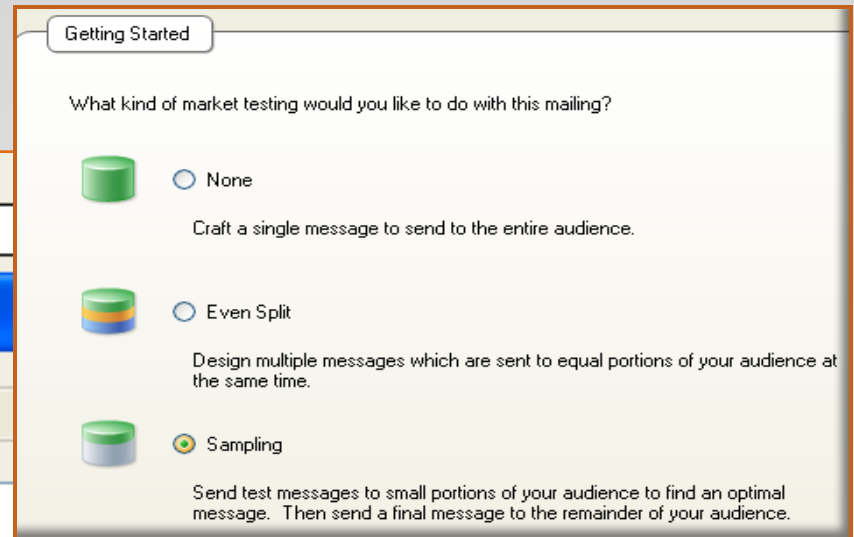
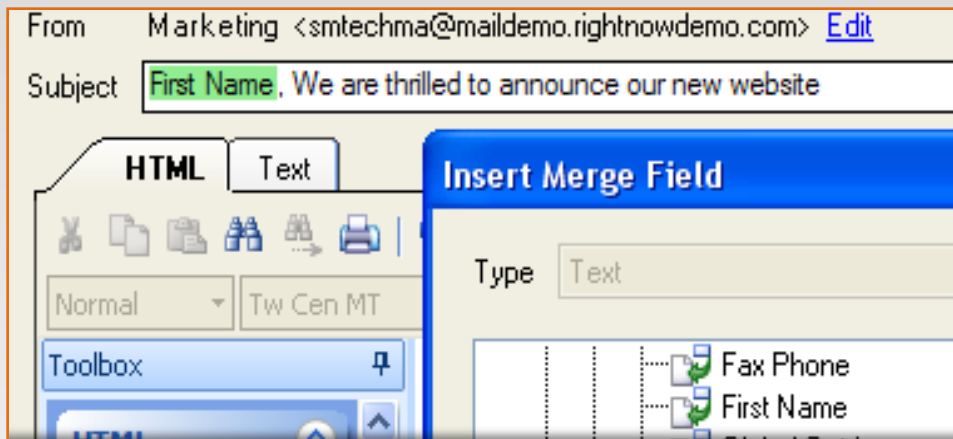
Authentication

SPF & DKIM



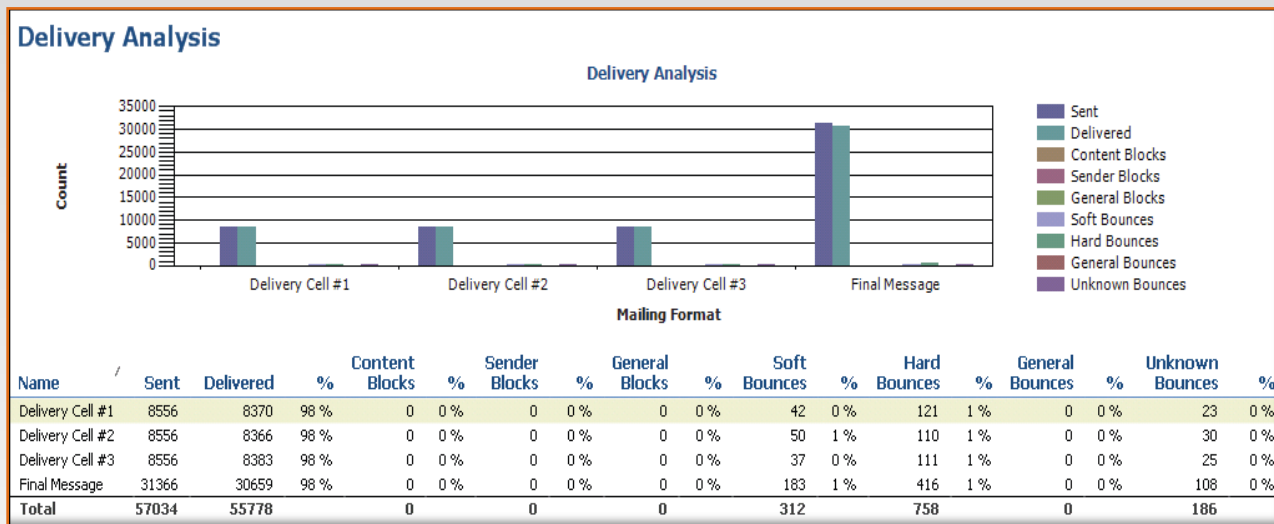
Testing and Targeting

- ▶ How does email subject line impact response rates?
- ▶ Does personalization impact response rates?
- ▶ Behavioral Targeting



Bounce Management

- ▶ Who cares & why?
- ▶ What are the different type of Bounces?
- ▶ How can you report on them?
- ▶ What is the impact of not reviewing the reports?



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A dark blue silhouette of a mountain peak with a sharp central peak and sloping sides.
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**NEW MARKETING
CAPABILITIES FOR 2009**



Frequency/Recency by Channel/Interface (Feb '09)

Options

- Honor global opt-in
Send only to contacts who have opted in or have not specified opt-in preference.
- Limit frequency of communication
Don't send to contacts if they have received or more messages in the last days
- Limit recency of communication
Don't send to contacts if they have received a message in the past days
- Honor external suppression list
Do not send to contacts in the external suppression list
- Limit delivery to a randomly selected subset of the audience
Send to percent of the audience

MAILING_LIMIT_BY_CHANNEL

Description

If enabled, both recency and frequency calculations will only count transactions consistent with the current channel in use. Only Marketing send transactions will be counted when a mailing is being checked, and only Feedback send transactions will be counted for a survey. If disabled, all transactions from both Marketing and Feedback will be tabulated together. Default is disabled (No).

Value (Boolean)

Yes No

Note: Updates will not be committed to the live file until the 'Commit and Exit' button is pressed.

List Unsubscribe Headers (Feb '09)

 You're subscribed to this mailing list. [Unsubscribe](#)

test

From: **Global Wireless** (offers@globalwireless.com)

Sent: Wed 10/22/08 2:35 PM

Reply-to: Global Wireless (support@globalwireless.com)

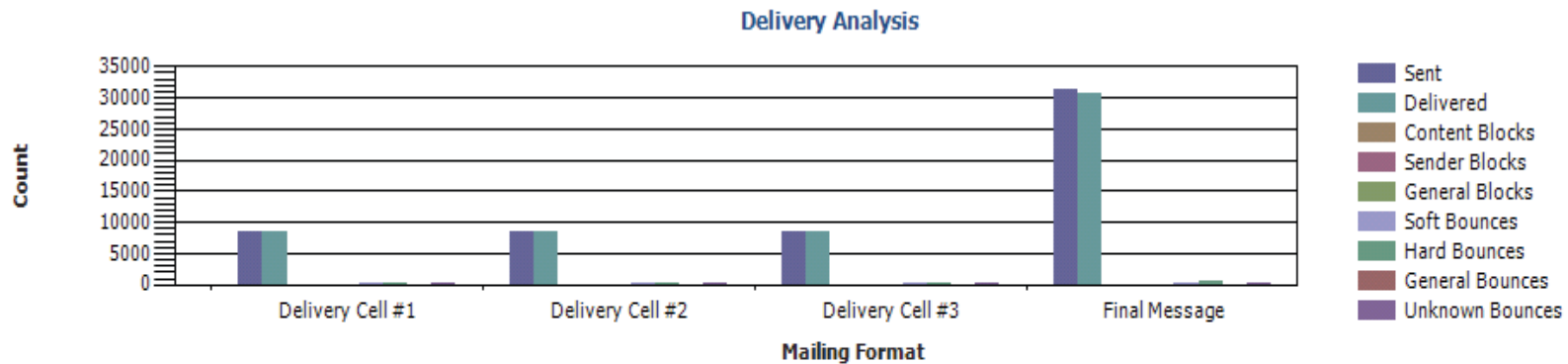
To: test_rightnow@hotmail.com

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SUMMIT 09

Expanded Bounce Management (May '09)

Delivery Analysis



Name	Sent	Delivered	%	Content Blocks	%	Sender Blocks	%	General Blocks	%	Soft Bounces	%	Hard Bounces	%	General Bounces	%	Unknown Bounces	%
Delivery Cell #1	8556	8370	98 %	0	0 %	0	0 %	0	0 %	42	0 %	121	1 %	0	0 %	23	0 %
Delivery Cell #2	8556	8366	98 %	0	0 %	0	0 %	0	0 %	50	1 %	110	1 %	0	0 %	30	0 %
Delivery Cell #3	8556	8383	98 %	0	0 %	0	0 %	0	0 %	37	0 %	111	1 %	0	0 %	25	0 %
Final Message	31366	30659	98 %	0	0 %	0	0 %	0	0 %	183	1 %	416	1 %	0	0 %	108	0 %
Total	57034	55778		0		0		0		312		758		0		186	

Cloud Monitor/Cloud Links (May '09)

The screenshot displays the 'Message' configuration screen of an email marketing tool. At the top, there are tabs for 'Summary', 'Audience', 'Message', 'Proofing', 'Delivery', and 'Results'. Below these, a status bar indicates 'This mailing uses no market testing. Craft a single message to send to the entire audience. Click for options.' The 'From' field is 'Smart Tech Marketing <smartech95_m@rightnowdemo.com>' and the 'Subject' is 'Registration Confirmation'. The 'HTML' editor is active, showing a 'Toolbox' on the left with various link types. The 'Links' section of the toolbox has 'Cloud Link' circled in red. A 'Cloud Link' dialog box is open, showing a dropdown menu for 'Link Type' with 'Twitter (Follow)' selected. The 'Key*' field contains 'RightNowNews' and the 'Target' is set to 'New Window'. A red arrow points from the 'Cloud Link' option in the toolbox to the dialog box. The background shows a preview of an email message with the text 'Regards, Customer Service' and social media icons for Facebook and Twitter. At the bottom, there are 'Design', 'Source', and 'Preview' buttons, and a 'URL Parameters' field.

HTML Editor Improvements (May '09/Aug '09)

The screenshot shows an HTML editor interface. At the top, there are tabs for 'HTML' and 'Text'. Below the tabs is a toolbar with various icons for editing. On the left, there is a 'Toolbox' panel with sections for 'HTML' (containing Hyperlink, Image, Horizontal Rule, Table, Div, Field Set, Button), 'Links' (containing Tracked Link, File Link, Unsubscribe Link, Forward to Friend Link, Reset Password, Web Page Link, Browser Link, Survey Link, Cloud Link), and 'Dynamic Content' (containing Merge Field, Merge Report, Conditional Section). The main editing area displays a preview of a website for 'Smart TECHNOLOGIES'. The website header includes 'ABOUT US' and 'PRODUCTS' links, and a tagline 'Digital Imaging | Portable Entertainment | Ele...'. The main content area contains a message: 'Thank you for registering with Smart Technologies. Please feel free to visit our website for more information on the product you purchased product.' Below this is a link to 'Smart Technologies Support' and a sign-off: 'Regards, Customer Service'. At the bottom of the preview, there are navigation links: 'About Us | Contact Us | Careers | Site Map | Privacy Policy | Terms and Conditions' and a copyright notice '© 2009 Smart Technologies'. On the right side of the editor, there is a 'Tasks' panel with sections for 'Start Over' (New Document, Use Existing, Upload HTML) and 'Content' (Insert Snippet). At the bottom of the editor, there are tabs for 'Design', 'Source', and 'Preview'.

The screenshot shows a configuration dialog box titled 'HTML_TIDY_ENFORCE_XHTML'. The dialog has a 'Description' section with the following text: 'Specifies whether content in HTML editors must meet XHTML compliance. If enabled, the editor will clean HTML code to meet the specification. This also results in adding XHTML doctype declarations to the resulting documents. If disabled, any content that is valid XML will not be cleaned upon saving the content. Default is enabled (Yes)'. Below the description, there is a 'Value (Boolean)' section with two radio buttons: 'Yes' (selected) and 'No'. At the bottom of the dialog, there is a 'Note' that reads: 'Updates will not be committed to the live file until the 'Commit and Exit' button is pressed.' Below the note are two buttons: 'Update' and 'Reset'.

Expanded Unsubscribe Reporting (Aug '09)

Contact Opt-Out Details

Transaction Source	/	Count
Automatic SPAM Loop Unsubscribe		88
Campaign Flow Action		3088
Contact Editor		39
Contact Import		11
Incident Editor		6
Marketing Unsubscribe		4
No Value		3358
Opportunity Editor		7
Public XML API		449

Record Count: 9

Dynamic Merge Fields (Nov '09)

Report Merge Properties

Report Properties Default

Preview Contact: [Jason Vasilas](#)

- Public Reports
 - Common
 - Deprecated
 - Feedback
 - Marketing
 - Marketing 2
 - Playground
 - Reports for MA Merge
 - Incident by Contact
 - List of Products
 - Purchase products**
 - Purchased products expired
 - Unresolved Incidents by C
 - Sales
 - Service
 - Steve's DCA Reports
 - Upgraded Marketing Views >
 - Upgraded Marketing Views >
 - Upgraded Sales Views > Hom
 - Upgraded Sales Views > Hom
 - Upgraded Sales Views > Hom
 - Upgraded Sales Views > Hom
 - Upgraded Sales Views > Hom
 - Upgraded Sales Views > Quic
 - Upgraded Sales Views > Quic
 - Upgraded Sales Views > Quic
 - Upgraded Sales Views > Sale
 - Upgraded Service Views > Ar
 - Upgraded Service Views > Er
 - Upgraded Service Views > Su

Output Type: List

Max Rows: Table, List, Single Value

List Type:

- Ordered List
- Unordered List

List Style: _____

List Class: _____

Format: _____

Automatically Apply Primary Filter

OK Cancel

Summary Audience **Message** Proofing Delivery Results

This mailing uses no market testing. Craft a single message to send to the entire audience. Click for options.

From: Smart Tech Marketing <smartech95_m@rightnowdemo.com> [Edit](#)

Subject: Registration Confirmation

HTML Text

Smart TECHNOLOGIES

ABOUT US PRODUCTS SUPPORT CONTACT

Digital Imaging | Portable Entertainment | Electronic Gaming | Portable Communications

Dear ,

Thank you for registering with Smart Technologies.

Here is a list of your open incidents:

Subject	Status	Full Name	Queue	Date Last Updated	Reference #	Weight
Issues with wiring new stereo for HD	Unresolved	Brenden Foster	Tier 1	10/15/2009 09:44 AM	090407-000002	100
RMA	Unresolved	Chris Morris	Tier 1	07/13/2009 07:12 PM	090713-000003	100

Please feel free to visit our website for any questions regarding your recently purchased product.

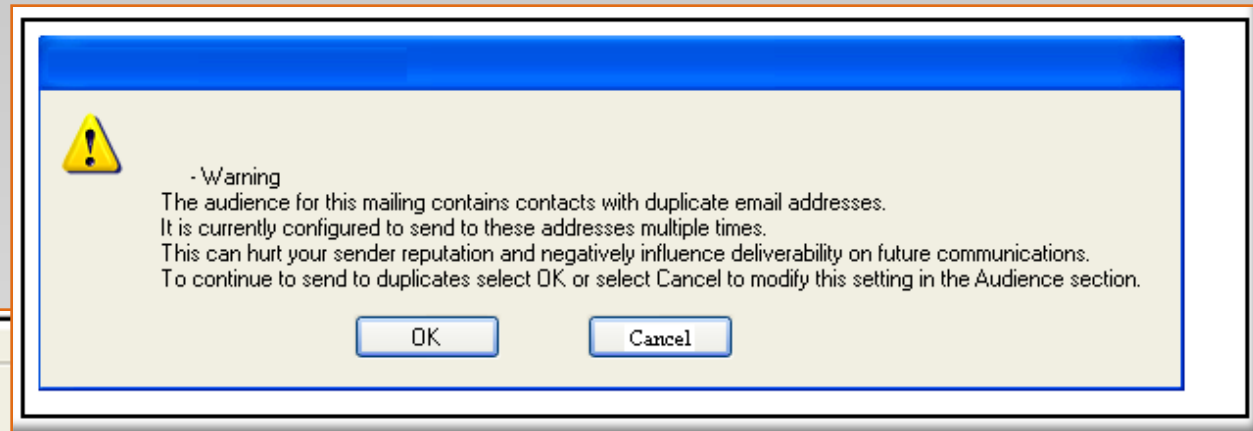
[Smart Technologies Support](#)

Regards,
Customer Service

Design Source Preview

URL Parameters _____

Contacts with Same Email Address (Nov '09)



Options

- Honor global opt-in
Send only to contacts who have opted in or have not specified opt-in preference.
- Limit frequency of communication
Don't send to contacts if they have received or more messages in the last days
- Limit recency of communication
Don't send to contacts if they have received a message in the past days
- Honor external suppression list
Do not send to contacts in the external suppression list
- Limit delivery to a randomly selected subset of the audience
Send to percent of the audience
- Allow delivery of multiple messages to contacts sharing the same email address.
If not checked, one contact per email address will be selected.

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CONSTANT CONTACT CUSTOMER SHOWCASE

Suzy Veilleux - Marketing Manager



Mission

We help small businesses and organizations grow customer relationships and succeed by delivering professional, easy-to-use online services and coaching at a reasonable cost.

- Products

- Email Marketing



- Online Survey



- Headquarters in Waltham, MA

- Offices in Loveland, CO and Boca Raton, FL

How can Motherhood Later Than Sooner Serve You? Save on Teleclass

From: Robin Gorman Newnam <rgnewnam@optonline.net> Add to Contacts
To: suzy1925@yahoo.com

Friday, September 11, 2009

Motherhood Later...Than Sooner

www.MotherhoodLater.com

(for moms with more life experience than baby experience)

Motherhood Later...Than Sooner is conducting a very brief survey in order to learn how better serve you as a member of [MotherhoodLater.com](http://www.MotherhoodLater.com), and we'd appreciate your minutes to share with us your feedback.

All those who respond, save 5% on our upcoming teleclass series to be held the first week of December.

Click here for the quick survey --

http://www.surveymonkey.com/s.aspx?sm=1VP8j4NU67PVI5yJxD96w_3d_3d

Thanks much,
Robin
founder
www.MotherhoodLater.com

PS - Reminder...we recently launched a Shop on [MotherhoodLater.com](http://www.MotherhoodLater.com), with products to support our efforts. If you're looking for a cool, exclusive tshirt, etc, for yourself or your child, check it out. This is just one design....



(some things are finer with age)

Forward email

SafeUnsubscribe®

This email was sent to suzy1925@yahoo.com by rgnewnam@optonline.net.
Update Profile/Email Address | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Motherhood Later Than Sooner | www.MotherhoodLater.com | New York | NY | 11020

Having trouble viewing this email? [Click here](#)



Version 1.0 09/10/09

- In This Email
- [Leaves of Change](#)
- [Wild Stations & Black Cats](#)
- [Other Things to Watch](#)
- [Wildcat Mountain Website](#)
- [Twitter](#)
- [Facebook](#)
- [LinkedIn](#)
- [Join Our Mailing List!](#)

Fall Begins, Winter Cometh...

Dear Peter, Hi & how are you? Yes, it has been a while and for all but 50 of you who received a previous test flight, you are viewing our updated email newsletter for the very first time. We're confident that you will like the new format and please know that we're not in the business of sending you weekly emails... unless it's dumping out. We recognize that if you do like to keep better tabs on the subtle nuances of every day life here at Wildcat Mountain, that you are likely to follow or friend us on twitter, facebook, or are already signed up to receive a notice whenever we update our blog. Oh yeah, before I forget, we continue to operate the ZipRider, scenic gondola, & disc golf daily (weather/wind permitting) through the fall foliage season and Columbus Day weekend. We hope you can come on up and peep some leaves... we've even attached a coupon at the end of this newsletter for you.



One Season's End is Another Season's Beginning
New snowmaking pipe is currently being set in to place on the mountain and there is more to be done. Looking ahead to our usual opening date for the Friday after Thanksgiving, this season's snowmaking will benefit from the additional investment on top of last year's newly purchased low-energy snowmaking guns and efficiency improvements. The buildings & grounds crew have also been working on significant renovations to the original gondola's base terminal. Improvements being made to the base area building will allow better use of available space, storage, & restroom facilities used by the ski school, visiting domestic & international student groups, and during race events. If you're curious about other changes and [what's new](#) for the 2009/2010 season, visit the blog update summary we posted a while back that.

Wild Stations & Black Cats Saturday, October 10th

Vermont's own Meathood Films will premiere Wild Stations at Wildcat Mountain on the Saturday evening of Columbus Day weekend, October 10th. Prior to the film beginning at 7pm, we'll offer a one-time/one-night-only opportunity to purchase the Black Cat midweek pass at the incredibly low, early price of \$249 before the film. With even fewer holiday black-out dates and newly added early-late season bonus privileges, the Black Cat is currently priced at \$299. All available season passes will increase from the mid-price level to regular rates on the deadline of October 15th. Don't miss this, for more information and to purchase directly online, visit our [season pass page](#).



Thank you for following and wanting to know what we're up to and please feel free to [contact us](#). We hope you enjoy the Fall season and invite you to visit and perhaps use the Wildcat Express scenic gondola coupon below.

Cheers,
Wildcat Mountain

\$5 Off Scenic Gondola Ride

Wildcat Mountain invites you to visit during the fall foliage to ride the highest scenic gondola in New Hampshire and take in the #1 scenery in North America as voted by readers of SKI Magazine. Not valid with other offers or coupons. Coupon valid toward all family or friends within immediate group at \$5 off per person. This voucher has no cash value, is non-transferable, and issuance will result in prosecution under New Hampshire RSA 633-B (theft of services). CPN#651

Offer expires 10/12/2009 Visit www.skwildcat.com or call 1-888-SKI-WILD for info

SHARE

Forward me to another special fan of Wildcat Mountain!

SafeUnsubscribe®

This email was sent to pveilleux@ixiaq.com by tonnie@skiwildcat.com.
Update Profile/Email Address | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Wildcat Mountain | Route 16, Pinkham Notch | PO Box 4 | Jackson | NH | 02458

Don't miss out on the best background and water!

FREESKIER E-NEWSLETTER



What's Hot on Freeskier.com:



TGR's Re:Session Premiere

Freeskier ventures 325 miles north to Jackson Hole for the world premiere of TGR's latest movie Re:Session. In typical Jackson fashion, the locals were rowdy, the snow was fluffy and good times were had. Video, photos and burly memories await you in this feature story.



It's Snowing in Colorado

Do you hear that? It's the sound of snowguns in Colorado. Mother Nature blessed the Rocky Mountains with an early cold streak and a dusting of snow. Fall week that allowed Arapahoe Basin and Loveland to blow the rats out of their snowmaking system and fire up the guns in preparation for the race to opening day.



Warren Miller Entertainment Sues Level 1

The interviews are blowing up right now with rumors and responses to the pending fight between Warren Miller Entertainment and Level 1 Productions over Warren Miller's guest appearance in LTP's Re:Session. With legal action pending, information remains tight, but here is our post, updated frequently with the latest information.



Sammy Carlson Loves Meatloaf

Find out how team Salomon could be shredding your backyard.

To be honest, we don't know what Sammy likes for dinner. But if you win the Salomon Backyard Job Contest, which starts next month, you're going to find out. One lucky winner will get an overnight visit from the Salomon Ski Academy coaches, an episode of Salomon FreeskiTV filmed in his/her own backyard, and the chance to find out firsthand Sammy's take on meatloaf cooking.

Here's how it works: Upload a video of your backyard [job here](#), and if yours is the best feature around, Salomon athletes will crash at your house, session your job, and film an episode of FreeskiTV. The contest runs October 1 - November 1.

ARMADA



Online Buyer's Guide Product Highlight

Arma's releasing its first line of softshells this year. That's "industry" lingo for jackets, pants and the like. Just surprisingly, Arma brings top-notch design right to the bat, plus the technologies and fabrics are fully legit even in year one. Arma is launching its subwear line with seven jackets and three pant options.

Check out our reviews of the gear [right here](#).

Then, go to Arma's site and check the [new kit build tool](#).



Online Buyer's Guide Featured Retailer

If you're going to spend some money on gear, do it with Getboards.

Fall sale season is already here, and Getboards is coming on strong with the Back-to-School clothing sale. Featuring hundreds of new products. Their website and store in Big Bear Lake, California, have been in business for over 10 years. Located near the base of Bear Mountain and Snow Summit, Getboards has become the local staple for its great selection of gear and backcountry ski.

Whether you're looking for new ski equipment or just need some new threads, Getboards has you covered.

Special deal: Super-cheap DVDs starting at only \$1. [Check them out now before they're gone](#).

Forward email

SafeUnsubscribe®

This email was sent to pveilleux@ixiaq.com by newsletter@freeskier.com.
Update Profile/Email Address | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Freeskier Magazine | 3100 Carbon Place | Boulder | CO | 80301

Focused on:

- Driving prospects to our website
 - Enticing them to sign up for a 60 day free trial
 - Converting them from trial to a paying customer
- Once customers
 - Up-selling and Cross selling them on new products/add-ons
 - Keeping them up to date on product updates and features
 - Recognizing and rewarding loyalty

Current Use of RightNow Marketing Automation



← Data Migration →

Began requirements gathering for preferences center

→

Future Use of RightNow Marketing Automation



Subscription Management launched

Global Unsub Implemented



Lead Capture and Nurture



Oct '09

Jan '10

April '10

July '10

Multi-Stage Campaigns

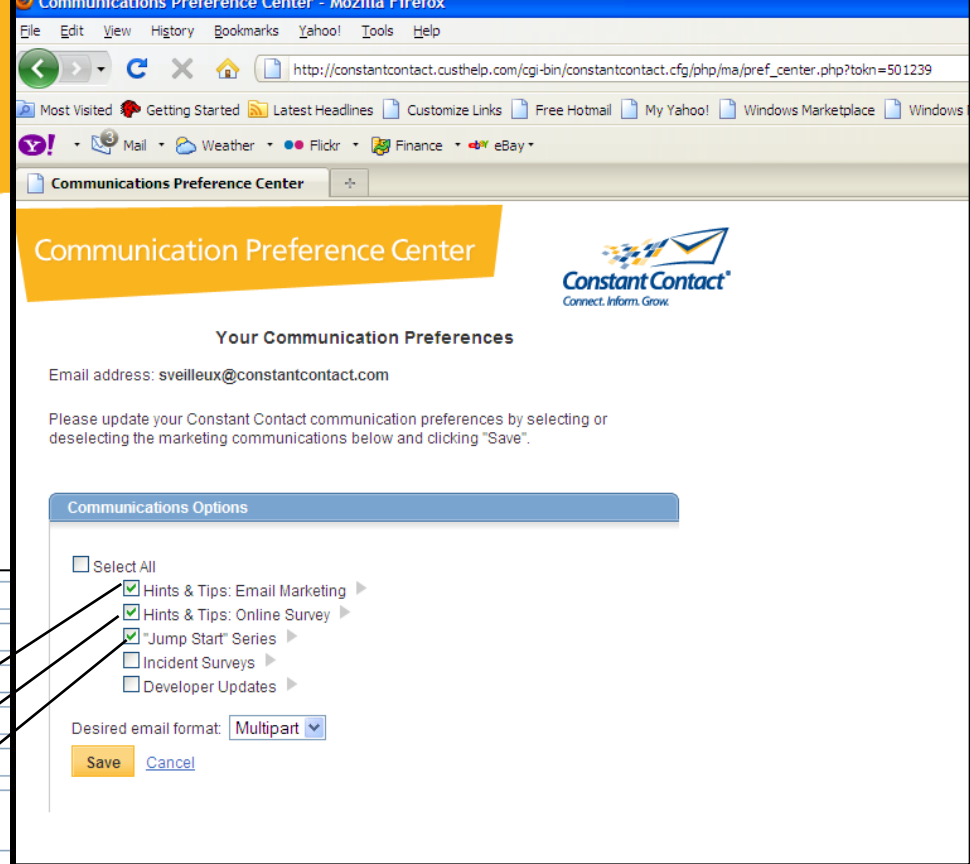
Our Challenge

- Manage opt ins/outs across many accounts
- Honor Global Opt Out requests

Our Solution

- Migrate accounts / campaign types into Right Now using custom fields to manage subscriptions preferences
- Utilize the Global Unsubscribe functionality that comes out of the box

What it looks like NOW



Username

First Name*

Last Name*

Title

Office Phone

Address

Best Of 2008 Yes

Details | PS Projects (0) | Tasks (0) | Notes | Incidents (55) | Console | **MA c\$ fields** | Marketing Activity | Attachments | Audit Log | Compliance | CTCT Mailings

Opt-in		Org c\$ fields	
Global Opt-in	<input type="text" value="Yes"/>	c\$business_partner	<input type="text"/>
c\$opt_in_1	<input type="text" value="Yes"/>	Contact c\$ fields	
c\$opt_in_2	<input type="text" value="No"/>	# of Logins	<input type="text"/>
c\$opt_in_3	<input type="text" value="Yes"/>	# of Emails Sent	<input type="text"/>
c\$opt_in_4	<input type="text" value="[No Value]"/>	Business Partner	<input type="text" value="rovingfree"/>
c\$opt_in_5	<input type="text" value="Yes"/>	# Surveys Gone Live	<input type="text"/>
opt_in_6	<input type="text" value="[No Value]"/>	Account Status	<input type="text" value="0"/>
opt_in_7	<input type="text" value="[No Value]"/>	EVM First End Date	<input type="text" value="No Value"/>
opt_in_8	<input type="text" value="[No Value]"/>	c\$cc_seq_no_1	<input type="text"/>
	opt_in_10	c\$cc_seq_no_2	<input type="text"/>
	<input type="text" value="[No Value]"/>	c\$cc_seq_no_3	<input type="text"/>
	opt_in_11		
	<input type="text" value="[No Value]"/>		
	opt_in_12		
	<input type="text" value="[No Value]"/>		

Where we're heading

Communication Preference Center



Communication Preference Center



Email address: psimpson@constantcontact.com

Unsubscribe Now

Remove me from the **Hints & Tips: Email Marketing**.

Unsubscribe from all

Remove me from all Constant Contact marketing communications.

Note: Constant Contact customers will continue to receive account related messages.

Your Communications Preferences

Email address: psimpson@constantcontact.com

Please update your Constant Contact communications preferences by selecting the marketing communications below and clicking "Save".

Unsubscribe from all

Communications Options

- Select All
- Hints & Tips: Email Marketing ▶
- Hints & Tips: Online Survey ▶
- Hints & Tips Combined ▶
- Customer Satisfaction Survey ▶
- Constant Contact Connections ▶
- Product Updates ▶

Constant Contact

Username

First Name*

Last Name*

Title

Office Phone

Address [Edit](#)

Email

State*

Organization

PS Consultant

Contact Type

Global Opt-in

Best Of 2008

Details
PS Projects (0)
Tasks (0)
Notes
Incidents (55)
Console
MA cS fields
Marketing Activity
Attachments
Audit Log
Compliance
CTCT Mailings

Opt-in

Global Opt-in

c\$opt_in_1

c\$opt_in_2

c\$opt_in_3

c\$opt_in_4

c\$opt_in_5

opt_in_6

opt_in_7

opt_in_8

Org cS fields

c\$business_partner

Contact cS fields

of Logins

of Emails Sent

Business Partner

Surveys Gone Live

Account Status

EVM First End Date

c\$cc_seq_no_1

c\$cc_seq_no_2

c\$cc_seq_no_3

We currently test:

- Subject Lines
- Offers/Calls to Action
- Creative concepts

Our Challenge:

- Manual, time intensive process
 - Multiple copies of the creative
 - Intensive process to break files into testing cells
 - Consolidation of results

The Solution:

- Use Testing functionality within RightNow

Our Challenge:

- Limited ability to send trigger-based emails (need engineering resources)
- List pulls have to come from our Business Intelligence team

The Solution:

- Use segments to target appropriate audiences
 - Time-based triggers
 - Behavior-based triggers

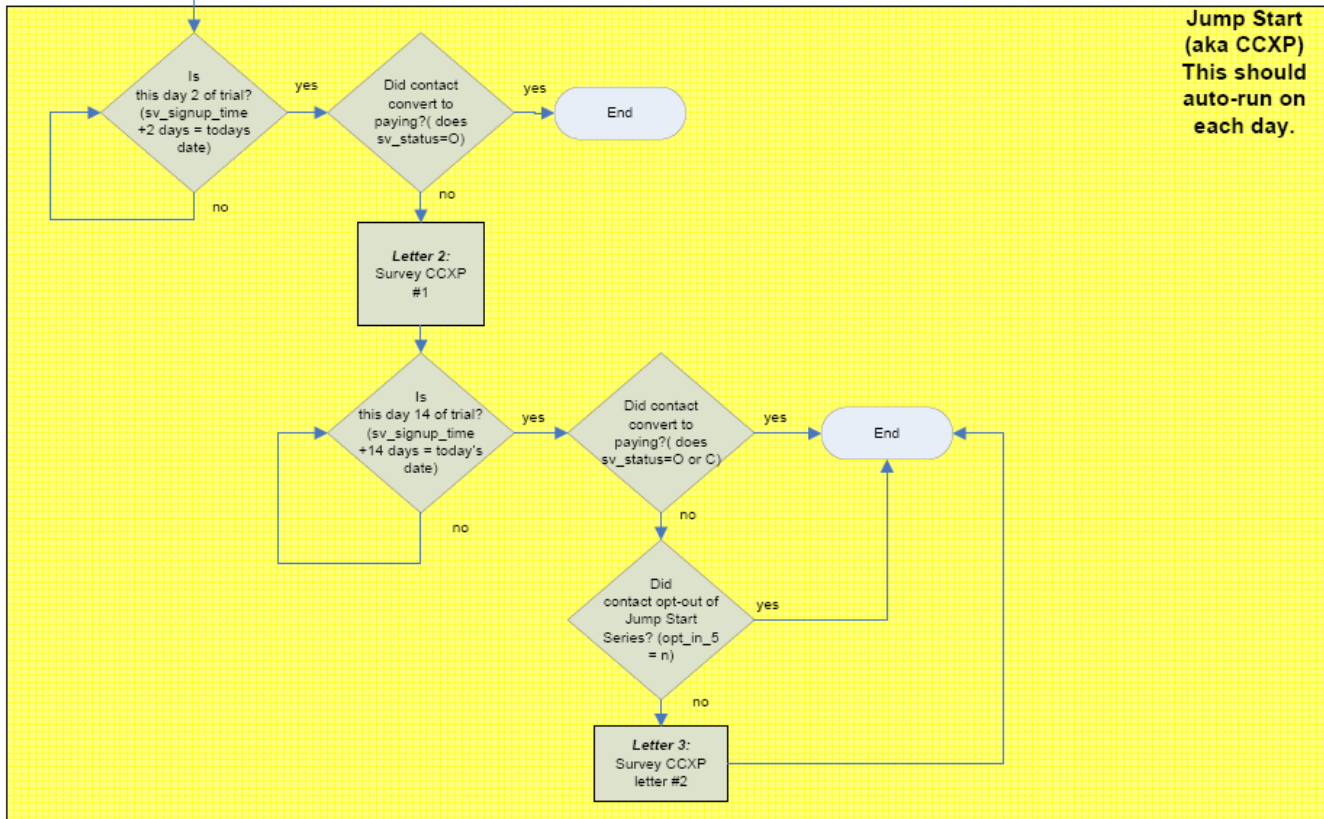
Time Based

Customer Signs up for Trial of Product

Letter 1:
Survey Verification & Welcome Letter

- If you are a current customer, and you sign up for a trial, you get Trial Start letter.
- New customers get a welcome letter.
- Neither of those 2 letters are part of Jump Start (aka CCXP or soocs)

Jump Start Letters for Survey (aka CCXP)
Updated 7/22/09



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A dark blue silhouette of a mountain range with three peaks of varying heights.
S U M M I T 0 9

BEST PRACTICES DEMO



What happens when you want a new Mailbox.

- ▶ The marketing mailbox has been created and the details are as follows:

POP Server: obmailuk01.int.rightnowtech.com

POP Account: xx_marketing

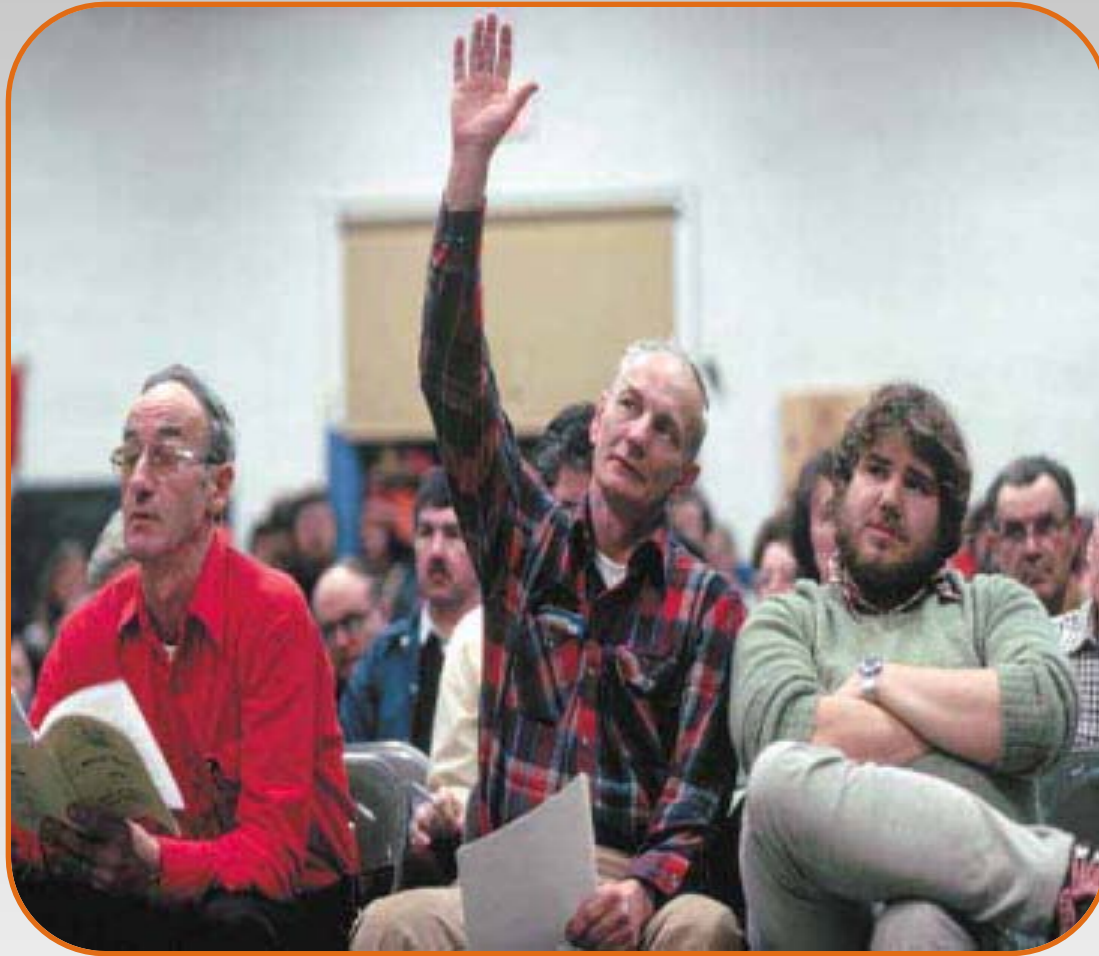
Password: J3i?N~a2@

Reply-to-Address: xx_marketing@rnmk.com

Best Practices Demonstration

- ▶ Mailbox configuration - domains
- ▶ Personalization of emails
- ▶ Unsubscribe options
- ▶ Bounce management and reports

Questions



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Additional Resources

- ▶ Breakout #7: Wednesday 1:30-2:15 p.m. - Engage Proactively: Marketing 101 featuring a demo of Dynamic Content and Cloud Linking
- ▶ Ask-the-Experts
- ▶ RightNow Community - www.rightnow.com
 - Support
 - Discussion Forums
 - Idea Lab
 - Library
- ▶ Your Account Team