

# Personalizing the B2B Inbox



Chill Out

# Harvard Just Discovered that PowerPoint is Worse Than Useless

Intuitively, anecdotally, and scientifically, PowerPoint may be the worst business tool ever created.

- Inc.

517

Source: Return Path

# Myth Busting

## Personalization is the Privilege of Consumer Marketers

**86%**

Professionals Prefer Email as the Primary  
Communication Platform for Business

**87%**

Customers Think Brands Need to Put More Effort  
into Providing a Consistent Experience

**760%**

Increase in Revenue Using Segmented Campaigns

Reality Check

# Checking a Box -v- An Inbox Strategy

# Begin @ The Beginning

- ✓ **Hit Pause**
- ✓ **Data Interrogation**
- ✓ **Commit to the 360**
- ✓ **Reimagine a Dialog**
  - ✓ **Assess Content**
  - ✓ **Reboot**
- ✓ **Deliver Value Over Volume**

## Prospects & Promoters

**Retention -v- Acquisition**

**Reach -v- Affinity**

**Focus on the Individual Customer  
Experience**



**Voice Matters**

**Are You Company  
Obsessed or Customer  
Obsessed?**



## Segmentation Calibration

**Big Buckets = Big Mistake**

# The Content Connection

Product Recos are the **Personalization of the Past** – the New Experience is all About **Value Added Experiences**:

**Invest in Content & Context**

**It's All About Me**

**Personalized CTAs Increase  
Conversion by Over 40%**

**Scale or Fail**

# **Pilots & Planning**

**Buy In To Success**

# **Leadership Alignment**

Uber

MOVING FORWARD

Looking back, moving forward

With your help, we've brought in new leadership, improved our culture, and made it easier to get a safe and stress-free ride.

SEE OUR CHANGES →

We're excited about our future together and remain committed to developing affordable ways for you to move.



Get a boost with JUMP

When there's traffic, 2 wheels can be faster than 4. Solve your commute by booking an electric assist JUMP bike for just \$2 for 30 minutes in your Uber app.

LEARN MORE →



Save with Express Pool

To help you save time and money, this shared ride starts and ends with a short walk. Open your app and request an Express Pool for up to 35% less than UberPool.

LEARN MORE →

Uber



Get help  
Unsubscribe

This is a promotional email from  
Uber Technologies  
1400 Market St  
San Francisco, CA 94103

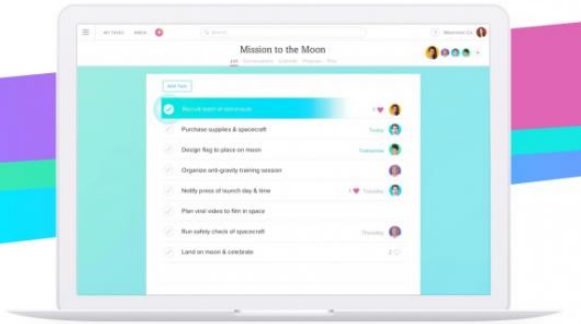
Privacy  
Terms

View in browser



What do you need to get done today?

We can help you stay on top of your task list.



Create 1 task for something that you want to accomplish today:

- Assign the task to yourself
- Add today's date as your due date
- Mark the task complete when you've finished it (nice work!)

Add Your Task

You are signed up for this email as xxxxxxxxxxxx@xxxxxxxxxxx. [Manage email preferences.](#)  
1850 Bryant Street, San Francisco, CA 94103



Hi Steven,

[Marketing automation](#) isn't new. Millions of emails are automated every day. But that's the problem. Automation has simply made spamming "smarter" and more efficient, and thus, less effective.

It's time to change that.

Register for [The Science of Marketing Automation](#) to uncover groundbreaking research to building a world-class marketing engine.

[Reserve Your Seat Now >>](#)

From this webinar you will learn:

- How to measure the ROI of your automation efforts
- Data on timing your automated messages
- Marketing automation data beyond just email



Hi Steven,

Remember EyeQuant, the AI you tried out that instantly analyses your website and predicts how users will see and judge your design?

Many people using EyeQuant for the first time are overwhelmed by it's potential, but they aren't immediately sure of when, where, and how it would fit into their workflow.

That's why we partnered with our customer Epson to give you a behind-the-scenes look at exactly how you can use EyeQuant to systematically boost conversion rates across your entire website.

At IRCE this month in Chicago, I co-presented a case study with Jered Goodyear from Epson, which provided a clear "model" for incorporating EyeQuant into your design and optimization processes. I've created a summary of this case, which shows:

1. When & Where you should use EyeQuant
2. How you should use EyeQuant
3. What kind of results you can expect with EyeQuant

## The KPI of Ultimate Truth

**LTV = Lifetime Value**



I Love Making New Friends

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