



ZETA ACTIONS DATABASE DELIVERS POWERFUL EMAIL VALIDATION CAPABILITY IDENTIFYING OVER 100,000 ACTIVE EMAILS FOR LEADING CEREAL AND SNACK COMPANY'S RE-ENGAGEMENT CAMPAIGN

Partnering with Zeta, the client was able to quickly and cost-effectively engage with consumers that actively opened or clicked on email campaigns sent by other brands, adding a unique, sophisticated level of email validation to the process. This additional insight uncovered by the Actions Database gave the client a clear understanding of the email engagement level to build a strong foundation for an intelligent segmentation and deployment strategy.

GOALS

- + Re-engage millions of inactive consumers from the client's Rewards database
- + Grow the company's Rewards loyalty program in a cost-effective way

CHALLENGES

- + Strategically re-engage with consumers who have been inactive for 1-3 years
- + Overcome deliverability issues that can lead to spam traps and reputation threats from ISP services

RESULTS

- + Over a five-month period, the client was able to uncover over 100,000 records with activity to re-engage with its Rewards program
- + They were also able to grow the internal rewards database more cost-effectively than implementing a new customer acquisition program that would have been twice the expense

 over **100K** of those mailed re-engaged

LEVERAGING CLIENT LOYALTY TO BUILD BRAND AFFINITY

With more than \$10 billion in sales, this leading worldwide cereal and snack food producer established a Rewards loyalty program for consumers. The loyalty program enables individual consumers to collect points in three different ways and includes categories such as: apparel, books, coupons, electronics, housewares, music, gift cards, toys, etc.

RE-ENGAGING CONSUMERS ONE STEP AT A TIME

The client was looking to re-engage inactive consumers over the past three years. The database was comprised of consumers who were loyalty members, as well as another group of consumers who subscribed to receive the company's emails but were not yet loyalty members. Zeta suggested testing a sample size of five million inactive records from the past three years.

ACTIONS DATABASE

The first step was discovering the number of inactive email records in the database that the company could target for re-engagement. Zeta recommended the client run inactive records through a hygiene and engagement indicator process to cleanse the list and to determine whether email addresses were actively engaged. Using Zeta's 350 million record Actions Database, the client could expertly flag the best reactivation prospects.

The Actions Database, analyzed email addresses against not only the company's campaigns, but also other consumer brand messages to determine the validity of the addresses. Zeta's proprietary active engagement flag (AEF) marked 1.6 million records to reactivate into the client's loyalty program.

With a large number to target, Zeta recommended incorporating the records into the campaign in increments starting at a cadence of under 250,000 records per week, and slowly increasing records over a 6-week period. Zeta closely monitored the emails deployed and guided adding additional ones to avoid setting off ISP alarms.

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See how Zeta helps today's marketers achieve their most critical goals.

Call 781-863-8117 to learn more, or visit us at zetaglobal.com.

