

ORACLE
Digital Experience
Agency

Second Quarter | 2024

Holiday Marketing Quarterly

Your quarter-by-quarter checklist for success



The holiday season doesn't have an off-season. Having a successful holiday season means executing a successful year-round strategy. Oracle Digital Experience Agency's Holiday Marketing Quarterly gives B2C brands a quarter-by-quarter plan for how to achieve more during the critical holiday season with their email marketing and other digital marketing channels.

Our second quarter checklist is focused on finishing your review of the 2023 holiday season and then making a range of improvements to everything from subscriber acquisition to performance reporting to campaign production. In this Holiday Marketing Quarterly, we'll cover:

- + [Holiday Messaging Competitive Intelligence](#)
- + [Audience Acquisition Source Optimization](#)
- + [Unsubscribe Process Optimization](#)
- + [Improving Analytics & Reporting](#)
- + [Experimentation & Testing](#)
- + [Accelerating Campaign Build Processes](#)

Our goal is to always be thinking at least 3 months out with our clients so they can avoid stalling out. We hope this quarterly checklist helps you stay on track with your planning so you achieve your goals. And, of course, if you'd like assistance, we're always here to help. Just talk to your Oracle account representative, [visit us online](#), or [drop us a line](#).



Spencer Kollas
Head of Analytic & Strategic Services,
[Oracle Digital Experience Agency](#)

Holiday Messaging Competitive Intelligence

In our [first quarter Holiday Marketing Quarterly](#), we encouraged you to do a holiday post-mortem to uncover the areas where you underperformed and outperformed. Now that you've looked inward, let's next look outward at what your competitors did.

- Competitive tracking:** Look back at how your competitors used their email, SMS, and other digital marketing channels during the holiday season. Hopefully members of your marketing team have signed up to receive your competitors' promotions, so you can assemble key data points. But even if you did, we recommend using a service like [Bird Competitive Tracker](#), which not only aggregates email campaigns, but also provides some performance data. Consider pulling together the following information:
 - Number of campaigns*, keeping in mind that this will vary by subscriber and customer segment
 - Subscriber/audience overlap across competitive brands*, so you understand the competitive landscape and how a competitor's messaging might impact your company's
 - Send volume and projected reach*, keeping in mind that many brands loosen their audience targeting criteria during the holidays, sometimes inviting deliverability problems and the negative impact those have on sales
 - Promotions and messaging themes*, so you can get inspired and understand how competitive your offers are
 - Open rate*, noting when engagement is highest and lowest, as well as any patterns in engagement—while also keeping in mind that email service providers are reporting open rates differently in the wake of [Mail Privacy Protection](#)
 - Commonly used words in subject lines* to inspire your subject line [A/B testing](#), as well as the effectiveness of those words and phrases, which the Subject Line Advisor portion of Bird's Competitive Tracker shares
 - Sends per day*, including the most active send days and how they map to key days like Thanksgiving, Black Friday, Cyber Monday, Green Monday, and Super Saturday, recognizing that the attention on marquee selling days has been spread out to the surrounding days in recent years, as discussed in our [2023 Email Marketing Holiday Season in Review webinar](#)
 - How did each of my digital marketing channels perform compared to the others?*
 - Most active send times*, which you can use to inform your send times, especially if you don't use [send time optimization](#) or it's not appropriate for a particular send
 - Inbox placement*, paying attention to how volume, sends per day, open rates, and other [factors affected deliverability](#)

"Competitive intelligence provides valuable insights for brands to better understand relative measures, timing, cadence, frequency, and key performance outliers during the critical holiday season. Variables evolve as digital technology and capabilities mature. Understanding today's data while planning for tomorrow's is critically important in building a program that scales when it matters most. Collectively, these insights present opportunities for segmentation and personalization optimizations or program expansion ideas that can be experimented and tested during the summer and into the fall to ensure holiday success."



JT Capps
Strategic Director of Analytic & Strategic Services, Oracle Digital Experience Agency

- Competitive intelligence into action:** Take what you've learned from your [holiday post-mortem](#) and combine it with your competitive tracking and then compile a set of...
 - Learnings that might inform your holiday planning, message cadence, cross-channel coordination, etc.
 - Tactics and strategies you want to test during the upcoming holiday season
 - Campaign creatives, subject lines, and other message content you might use to inspire your messages this holiday season

"[Internet Archive Wayback Machine](#) and similar services can also show you what competitors' homepages looked like on specific days, so you can see how the messaging there compares to the messaging in their emails."



Chris Wilson
Sr. Director of Analytic & Strategic Services,
Oracle Digital Experience Agency



Need help analyzing your competitors? Oracle Digital Experience Agency can help your company review your competitors' holiday campaign strategies for potential learnings that you can apply to your 2024 holiday strategy. Want to discuss your needs? Talk to your Oracle account representative, [visit us online](#), or [drop us a line](#).

Audience Acquisition Source Optimization

Selecting the right people to become subscribers is a huge predeterminer of digital marketing success. Get highly interested and valuable customers to subscribe and you're golden. Get disinterested people who don't have an affinity for your brand and you're setting yourself up for hard times. Here's our checklist for how to strengthen your audience building:

- Inventory your audience acquisition sources.** Track down all the ways that people can sign up to receive your promotional email, SMS, and other digital marketing campaigns. Keeping in mind that you might have multiple sources in any category, check out our [Audience Acquisition Source Ideas checklist](#), which discusses 18 different types of acquisition sources across different risk levels, plus advice from our digital marketing experts on how to best optimize each of them.

- Measure the effectiveness of each of your audience acquisition sources.** How are each of them performing in terms of the behavior of the audience generated by them? For example, for the email subscribers from each one, figure out the average open rate, click rate, conversion rate, spam complaint rate, unsubscribe rate, revenue generated, etc. You may find that one or more sources are so problematic that you decide to discontinue it. In particular, identify your audience acquisition source that generates...
 - The most valuable audience members
 - The least valuable audience members
 - The most engaged audience members
 - The least engaged audience members
 - The audience members who opt out the most
 - The audience members who opt out the least

"Stay away from email appends, rentals, purchased lists and non-responders. ISPs have become incredibly sophisticated at identifying these segments. Sending to these audiences will trigger dangerous spam trap hits along with higher bounces, unsubscribes, and complaints. That puts the sender's deliverability reputation at risk and results in blocking and bulking at receiving ISPs."



Kevin Senne

Sr. Director of Global Deliverability Operations,
Oracle Digital Experience Agency

"The outcome of the audience acquisition source analysis should be socialized across internal demand generation teams to help maximize return-on-investment for paid media efforts and to inform look-alike model test strategies. This cross-team sharing may also uncover untapped opportunities to drive customer acquisition through a more comprehensive media effort, leveraging strategic partnerships that may complement existing business development and sales efforts."



JT Capps

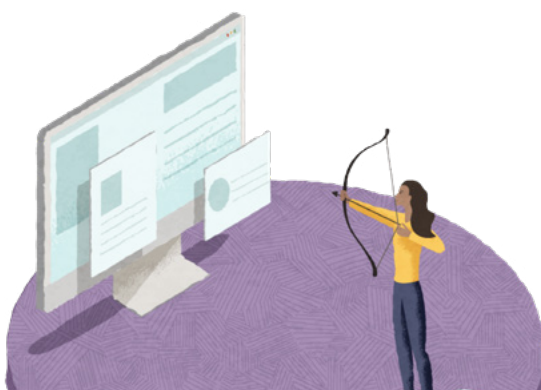
Strategic Director of Analytic & Strategic Services,
Oracle Digital Experience Agency

"We highly recommend that every identity capture source (email, phone, loyalty, etc.) is tagged with an identifier on the backend so you can determine how each is performing. Doing this will allow you to invest in high-value sources, as well as shut down poorly performing ones."



Kaiti Gary

Sr. Director of Analytic & Strategic Services,
Oracle Digital Experience Agency



Audit and optimize your audience acquisition sources.

For the sources that you decide are working well enough to keep, look at each one and determine:

- Is the opt-in form and related copy up to date?
- Does the opt-in form work properly, recording the data collected accurately?
- Are there [ways that you can optimize your opt-in forms](#) for each of these sources? For instance, are the benefits of signing up clear and is the form easy to complete?
- If you collect preferences during your signup process, are the [content, contact frequency, and delivery preference choices](#) you offer up to date? Verify that those selections are being recorded properly and being acted on in your [welcome campaigns](#) and future messages.

- For those acquisition sources where you deem it wise to use a [double opt-in process](#), is it streamlined to maximize confirmation rates?
- Are the [welcome messages](#) triggered by signups for each of your subscriber acquisition sources appropriate for each of those sources and do they drive the actions you need them to? Are you [making seasonal adjustments to your welcome campaigns](#)?

“When not checked regularly, acquisition sources can get out of sync with current incentives, promote outdated value propositions, and even break due to ESP, website, infrastructure, and integration issues. I know of one instance where a major retailer’s homepage signup form was broken for more than two years before it was noticed and fixed. Don’t be a cautionary tale. Check and optimize yours regularly.”



Chad S. White
Head of Research,
Oracle Digital Experience Agency

- Audit your welcome campaigns.** Depending on the audience acquisition source, new prospects and customers come into your program with different levels of brand familiarity and different expectations. Consider crafting two or more different [welcome campaigns](#) so you can address those differences. Also, keep in mind that your welcomes are your first opportunity to acknowledge and act on any preferences they’ve expressed.

“Most of us probably wouldn’t meet someone new and tell them everything there is to know about ourselves all at once. But that’s how brands act when they stuff everything into one welcome message. Our brains just aren’t wired to process lots of new information at once—repetition and distribution are important. That’s why welcome series are so much better than sending a single welcome.”



Kelly Moran
Senior Art Director for Copy,
Oracle Digital Experience Agency

“Be thoughtful and intentional with your campaigns. Sometimes brands want to change their welcome program because, internally, they’re bored of the creative or think it’s time for a refresh. Make sure your analytics can back that. If it’s still resonating with your subscribers, don’t mess with it. If you have doubts, do some low-lift A/B testing to confirm. Overall, make sure you’re focusing your efforts on making updates that are going to move the needle or support your customer base.”



Elizabeth Thomas
Senior Art Director for Creative Services,
Oracle Digital Experience Agency

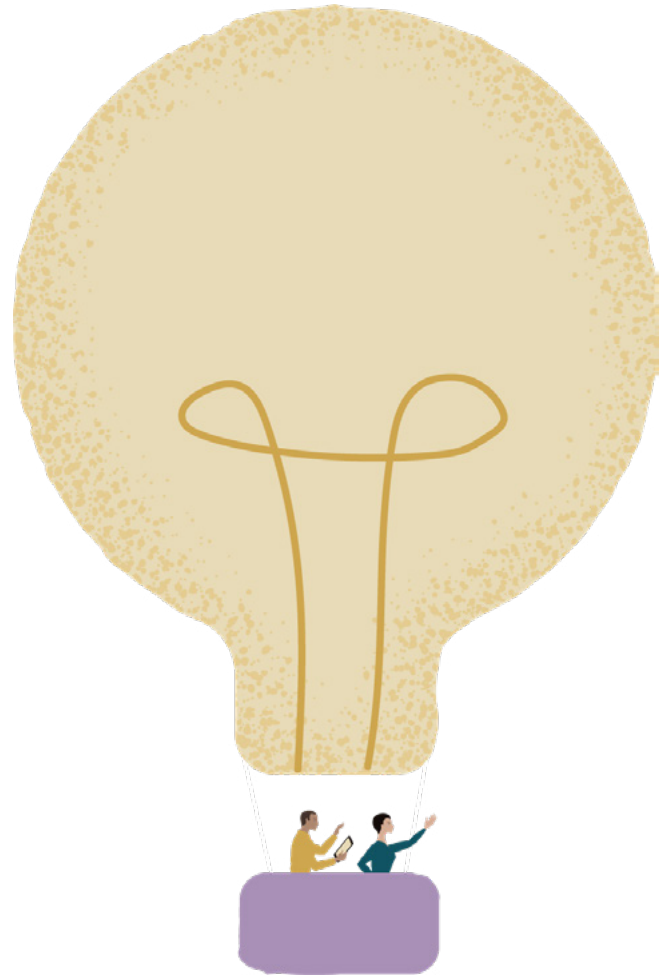


- **Consider launching new audience acquisition sources.** Now that you've evaluated and optimized your existing acquisition sources, consider introducing new ones. To get inspired, check out our [Audience Acquisition Source Ideas checklist](#). Perhaps you've never tried a lightbox or exit intent pop-up before? Offline sources are often overlooked—just make sure you're doing digital signups via tablets or confirming via [double opt-in](#) to protect yourself from high bounce rates caused by handwriting and verbal transcription errors.

"Plenty of brands have gotten burned trying to attract subscribers in their stores and restaurants. The problem was usually not the venue, which is packed with customers who know your brand—it was that email addresses were collected verbally or via paper forms. Scrap those error-prone collection methods in favor of digital methods."



Chad S. White
Head of Research,
Oracle Digital Experience Agency



Looking to increase your list growth? Oracle Digital Experience Agency's List Growth & Demand Generation Services team can help you build up your digital marketing audience with engaged, high-value customers. Want to discuss your needs? Talk to your Oracle account representative, [visit us online](#), or [drop us a line](#).

Unsubscribe Process Optimization

Opt-ins and opt-outs are opposite sides of the same coin. Both affect your email list health and list growth. For example, you can boost your list growth by **reducing your churn** by implementing a **preference center** and using other tactics. Here's how to make sure your unsubscribe process is working its hardest for you:

Audit and improve your unsubscribe process.

Frustrating opt-out processes drive spam complaints, hurting your deliverability as well as your brand image. To reduce this risk, ask yourself:

- Is my email unsubscribe link easy to find and clearly identified by using “Unsubscribe” as the link text?
- Does my unsubscribe process involve no more than two clicks—one in the email and one on the unsubscribe page? If it takes more than two clicks, it's too complicated.
- Can I better understand why people are opting out by using an unsubscribe survey that appears on the opt-out confirmation page? To be the most helpful, you want to ask about issues you'll potentially act on.
- Can I use a **preference center** to offer subscribers alternatives to unsubscribing that address the pain points that are driving them to want to opt out? For example, can they be given the option to change their email address, change topic preferences, change email frequency, or **snooze their subscription** for a little while?

“We worked with a global retailer to change their unsubscribe page to mitigate opt-outs, which typically increased slightly during and right after the holidays. By adding the option to stay subscribed and to pause emails for 30 days, we found the average unsubscribe rate on holiday campaigns dropped 82%. The approach was so successful that we left it in place year-round.”



Chris Wilson

Sr. Director of Analytic & Strategic Services,
Oracle Digital Experience Agency



Audit and optimize your preference center. First, make sure your [preference center](#) is working properly and that you're acting on subscribers' selections, and then think about improvements. Ask yourself:

- Are all of the preference choices up-to-date?
- Are my subscribers' preferences being collected and stored accurately?
- What percentage of users have partially completed their profile or preferences? How can I encourage or incentivize those people to complete it?
- Am I acting on all of the preferences I'm collecting? If not, strongly consider changing that by either acting on them or not collecting them.
- How are my current content, contact frequency, or delivery preferences affecting subscriber retention, customer engagement, and customer lifetime value?
- Are there other preference choices I can offer? Consider...
- Topics of interest*, whether it's preferred styles, shopping departments, gaming platforms, brands, destinations, or other subjects
- Communication frequency preferences*, which is often presented in terms of X emails per week or month, but sometimes is presented in terms of which content they want, such as "Send me only the best deals" or "Send me every deal"
- Additional channel opt-ins*, such as getting permission to send SMS messages or directing customers to your social media pages or your mobile app download
- Location preference*, such as favorite store, restaurant, venue, or airport location, since it's unwise to assume that their closest location is always a customer's preferred location, especially with [Mail Privacy Protection generalizing subscribers' locations](#)

"The goal of a preference center is to persuade a customer to continue receiving marketing messages—even if it's at a reduced frequency or via a lower-ROI channel—because any communication is better than no communication."



Peter Briggs
Director of Analytic & Strategic Services,
Oracle Digital Experience Agency

Want help retaining more subscribers? Oracle Digital Experience Agency's Analytic & Strategic Services team can analyze your unsubscribe process and preference center to help you identify and roll out improvements that reduce email list churn and increase subscriber engagement. Want to discuss your needs? Talk to your Oracle account representative, [visit us online](#), or [drop us a line](#).

Improving Analytics & Reporting

Every organization is **striving to be insight-driven**. But it's difficult—even dangerous—to do that when you don't have access to reliable, meaningful performance metrics. Here's our to-do list for how to improve your performance visibility:

- De-silo your data.** **Manually exporting data and pooling it** so you can do analytics is a solid first step. But long-term, it's key to have a central repository like a **customer data platform**, where you have one version of the truth about your customers and prospects. With the silos broken down, you have much better visibility into customer behavior and trends across your engagement touchpoints.

“Centralizing your data into an easy-to-access engine is the first step to enabling omnichannel marketing, extensive personalization, and preparing your organization for machine learning and AI enablement. Not only will this help to drive more toward 1:1 personalization across all channels, it will provide marketers with valuable insights and metrics to continue to drive results.”



Lauren Kimball
Vice President,
Oracle Digital Experience Agency

- Centralizing your data governance.** **Centralizing your data isn't just a technological change.** It's an organizational change. Create accountability for your data's accuracy, privacy, and governance by naming a head of data. The exact title doesn't matter (we've seen a huge range of titles!), but having someone be responsible for your data management is key.

“After years of economic and business turmoil, brands are strained to do more than ever with less than usual. Leveraging deeper analytics data and more sophisticated modeling will allow marketers to better understand how channel behaviors and customer values are changing. This updated view will be key as companies decide how to evolve their strategies and programs to obtain the most value from their marketing efforts.”



Bryan Moreci
Account Director,
Oracle Digital Experience Agency

- Build better performance dashboards and reports.** Get the deep, impactful data that you need to make wise strategic decisions. Here are some more **advanced marketing metrics** our clients routinely ask for:

- Conversions.** Whether it's sales conversions or any other action you're asking your customers or subscribers to take, it's important to measure this bottom-of-the-funnel event.

- Velocity.** Is engagement with your digital marketing program accelerating or decelerating? This will naturally ebb and flow over time depending on where the customer is in their lifecycle. Acceleration implies the subscriber is likely in-market. Deceleration can mean they are exiting a buying phase or are disengaging with your brand.

- Audience health.** Is your list growing or shrinking in terms of the number of subscribers and average time on list? How is your list churn trending? Is engagement growing or shrinking? For instance, what percentage of your email list has opened or clicked at least one of your emails in the past 30, 90, 180, and 365 days? Is your deliverability improving or declining? What are those various metrics when looked at across audience acquisition source or inbox providers?

- Return on investment.** Whether for a project, a channel, or your whole marketing program, knowing the return you're getting on your marketing investments allows you to make better decisions about where to invest next. It also allows channel owners to make stronger budget arguments.

- Lifetime value.** In the age of customer-centricity, lifetime value is an increasingly important metric. If you're growing lifetime value, you're either getting customers to increase their rate of spending or keeping them engaged longer—or both. If it's falling, then customers are investing less money and time in your brand—a trend that you'll want to reverse.

□ **Create better customer models for targeting.** Using your analytics to better understand your audience and craft the best segmentation and contact frequency strategy can boost engagement, increase sales, and improve deliverability. Here are three models that we often use with our clients:

□ *Subscriber engagement models.* Keeping your email engagement rates high is critical for good deliverability, especially at inbox providers like Gmail. To avoid trouble, you will want to suppress subscribers who haven't opened or clicked recently, and send fewer emails to those people prior to suppressing them. However, "recently" will vary for every business, depending on a variety of factors such as email frequency, engagement rates, and complaint rates. Moreover, [Apple's Mail Privacy Protection is forcing marketers to incorporate omnichannel metrics into their engagement modeling](#) to compensate for the loss of opens. Experimentation and careful monitoring are necessary to find the right cutoffs to protect your sender reputation while maximizing your audience reach.

□ *RFM modeling.* Recency, frequency, and monetary (RFM) modeling allows businesses to understand relative customer value based on when their last purchase was, how often they make purchases, and the value of their purchases. It has been around for a long time, but now it's easier than ever to calculate and put into action. In fact, Oracle Responsys offers native RFM modeling for targeting.

□ **Embrace design analytics.** If you're disappointed with the results of your analytics efforts, it may not be the execution. You might be asking analytics to solve the wrong problems. [Design analytics can help you properly identify root causes of problems](#), so your analytics solutions work harder for you.

□ *Predictive activity modeling.* What are the chances that a particular subscriber will buy this product if we promote it in an email to them? Predictive activity modeling can answer that question across your entire subscriber database so you can target only those who are likely to convert.

"With Mail Privacy Protection now fully impacting inactivity management and Spamhaus and other blocklists more active than ever, many large email senders are struggling to keep their active available audiences growing safely. If you need help, [reach out to us.](#)"



Daniel Deneweth
Head of Email Deliverability Services,
Oracle Digital Experience Agency

"Once you get the hang of it, design analytics will help you come up with better solutions and avoid wasting time on misdirected projects that address symptoms and non-problems."



Kaiti Gary
Sr. Director of Analytic & Strategic Services,
Oracle Digital Experience Agency



Want to improve your reporting? Oracle Digital Experience Agency's Analytic & Strategic Services and Performance Reporting Services teams can help you with all of your dashboard and modeling needs, including predictive activity modeling. Want better audience insights and better visibility into how your digital marketing is truly performing? Talk to your Oracle account representative, [visit us online](#), or [drop us a line](#).

Experimentation & Testing

The second and third quarters are a great time to experiment with different tactics and strategies in a lower-stakes environment. At the same time, selling seasons like Mother's Day, Memorial Day, Father's Day, Independence Day, back to school, and Labor Day offer opportunities to test seasonal messaging, designs, and tactics that can yield learnings for the holiday season.

- Infuse AI into your email program.** Artificial intelligence, machine learning, and generative AI can help marketers identify trends in a sea of data that they otherwise wouldn't be able to see. Here are some AI implementations to consider:
 - ML-powered content recommendations.* Ideal for companies with lots of product SKUs or content, machine learning can help you personalize your emails with product and content recommendations that are tailored to each individual subscriber. This is just one of [many AI and machine learning apps available to Oracle customers](#).
 - Send time optimization.* Picking an email send time based on aggregate subscriber response is good, but picking send times based on individual subscriber responses is better. Learn more about [the best time to send emails](#).
 - ML- and GenAI-powered email copywriting tools.* Traditionally, these tools have been focused on identifying the most effective words in your subject lines, calls-to-action, and other marketing copy by using machine learning to leverage historical results. However, with the advent of generative AI, the conversation has shifted to gaining time-savings. We've had [concerns about the effectiveness of legacy AI-copywriting tools](#), and we have [concerns about the latest breed of generative text tools](#), too.
 - Predictive activity modeling.* AI can help you choose better audiences for your sends, allowing you to reduce email frequency to those who are unlikely to respond and increase frequency to those who are likely to engage. Learn more about [achieving the best email frequency](#).

"With Apple's Mail Privacy Protection obscuring opens for many subscribers, Oracle and other vendors have re-tuned their engagement-driven machine learning engines to focus more on clicks. While this means these engines are slower to adapt to changes in an individual's behaviors because clicks are rarer than opens, it also means they're better tuned to drive more bottom-of-the-funnel engagement."



Chad S. White
Head of Research,
Oracle Digital Experience Agency



- ❑ **Experiment with some promising email trends.** In our fifth annual survey of Oracle Digital Experience Agency experts, the following were all rated as **low adoption–high impact tactics and technologies for 2024**, making them Competitive Differentiators:

- ❑ **Generative AI for general email content creation.** This new technology can **help your copywriters** with message crafting, making adjustments to tone, rewriting copy to cater to a particular audience segment, and more.
- ❑ **ML-powered content and production recommendations.** As already discussed, content recommendations powered by machine learning engines are the only viable way to truly personalize at scale for retailers, media companies, travel companies, and other companies with lots of offerings.
- ❑ **Brand Indicators for Message Identification (BIMI).** With Gmail and Yahoo now requiring DMARC, it's a great time to take it one step further with BIMI. Along with Yahoo and Gmail, Apple has announced support for the authentication standard, brands that take **all the steps to set up BIMI** will soon see their logo displayed next to their sender name for the vast majority of their emails. It's a bit of upfront work, but worth doing for the ongoing benefits of a stronger brand impression, higher opens, and greater trust.
- ❑ **CSS-powered email interactivity.** Hotspots, hamburger menus, carousels, accordions, toggles, and more can be used in emails, **creating more engaging inbox experiences.**

“Generative AI has created a race for mass-scale personalization, but has not done a great job of bringing along measurement and testing capabilities that can quantify the ROI of this often expensive ability to generate individualized content at a never-before-seen scale. Be strategic when approaching a generative AI implementation and include robust testing and analysis frameworks, as a measured dip into the shiny world of AI is paramount to success.”



Alex Stegall
Director of Analytic & Strategic Services,
Oracle Digital Experience Agency

*“The investment is low, and you can get BIMI up and running quickly. While each step may be straightforward, collaboration is needed to **complete your BIMI implementation**. You will be reaching out to your creative team, IT resources, ESP, and potentially others to complete the process. Because so many people are involved—especially if you have to trademark the logo you’re going to use—the whole process could take a few months to fully implement. So, start now!”*



Daniel Deneweth
Head of Email Deliverability Services,
Oracle Digital Experience Agency

- ❑ **Make your customer experience more seamless.** Your typical customer engages with your brand through multiple channels before making a purchase. That makes it essential that you're able to see customer activity across channels and respond across those channels to create a seamless and smooth omnichannel customer experience. That's the ideal, but it's challenging. So, set small goals to start to connect everything together. Here are three ways to do this:

- ❑ **Omnichannel orchestration.** Instead of trying to boil the ocean, focus on improving your cross-channel functionality with one channel. For instance, can you **make your curbside pickup more efficient** by integrating it into your SMS marketing or mobile app? Or can you **boost the effectiveness of your direct mail campaigns** by coordinating it with your email marketing program? How can you improve visibility across one additional channel? How can you better synchronize your message across channels while leveraging each channel's unique strengths, while being mindful of their weaknesses?
- ❑ **Personalized landing pages.** Personalization in email is a massive, powerful, and well-established trend. Personalizing landing pages so that tailored experience is seamlessly continued is also powerful, but less established. That's an opportunity.

- ❑ **Rationalize your martech stack.** In addition to making vendor management tough, having a sprawling, best-of-breed martech stack leads to suboptimal integration that leads to less than the real-time system connectivity that's necessary to create the tailored omnichannel experiences consumers expect today. We recommend a **best-of-suite approach** as a compromise between best of breed and single provider.

“In today's fast paced go-to-market environment, company executives need to understand the time and cost of managing a vast number of vendors across their martech stack. The increasingly not-so-hidden integration and maintenance costs of having a Frankenstein stack should be compared to the cost-savings and performance benefits of partnering with a smaller number of vendors to meet their needs.”



Mark Shipley
Vice President,
Oracle Digital Experience Agency

- ❑ **Ramp up your A/B testing.** Listening to your customers is vital, and [crafting an effective testing program](#) is just one more way you can listen to what your customers are telling you that they prefer. Just make sure you [avoid these A/B testing pitfalls](#) so you don't waste your time, miss out on golden opportunities, or—worst of all—confidently come to the wrong conclusions. Some to-dos:

- ❑ *Create an A/B testing calendar.* Avoid randomly testing things. Create a schedule so you can not only take advantage of every opportunity, but also build on past learnings and periodically confirm past findings.
- ❑ *A/B test your triggered emails.* Most companies A/B test their promotional broadcast and segmented emails, but relatively few test their triggered emails. This is unfortunate because automated emails typically produce the biggest returns. That means that [the A/B testing opportunity for triggered emails is bigger, too](#). Plus, improvements in triggered campaigns deliver better subscriber experiences over a longer period of time because they're ongoing campaigns.

- ❑ *Consider multivariate testing.* If your email sends are big enough, consider doing some [multivariate testing](#). Besides being able to test more than one variation at a time, multivariate testing allows you to test the interplay between different element combinations.
- ❑ *Socialize your A/B testing learnings across channels.* Knowing what works and doesn't work in one channel can be helpful in guiding your company's efforts in other channels. So, be sure to share your learnings with your colleagues.

“Testing isn't just for one-off promotional emails. Set up lifecycle campaigns like welcome, nurture, and reengagement programs with testing options built in. Then you can frequently, and easily, update your content to test your offer, subject line, and other elements for weeks at a time and get statistically significant results.”



Helen Lillard
Senior Principal Consultant,
Oracle Digital Experience Agency



Want more ideas for what to test? Check out our [Website Optimization Ideas checklist](#) for more than 80 tests to consider, most of which also apply to email, SMS, and other channels.

Need help taking advantage of the latest trends? Oracle Digital Experience Agency has hundreds of digital marketing and communication experts who can help you with AI, analytics, design, omnichannel orchestration, testing, and much more. Want to discuss your needs? Talk to your Oracle account representative, [visit us online](#), or [drop us a line](#).

Accelerating Campaign Build Processes

Holiday production volumes are generally considerably higher than your baseline the rest of the year. That's reason enough to invest in reducing your campaign production times during the off-season. However, in the wake of the pandemic and other shocks, brands are looking to become more flexible and reduce the number of days it takes them to build and launch a campaign. Here are some to-dos:

- Adopt a modular email architecture.** Classic email templates are becoming obsolete. They are difficult to maintain, don't offer enough flexibility, make personalization cumbersome, and take too much time to turn into a final email campaign that's ready to send. Because of all of those weaknesses, more companies are migrating to more efficient and personalization-friendly [modular email architectures](#). To learn more, [watch our webinar on modular email architecture](#).

- Streamline review and approval processes.** Speeding up your campaign build times isn't just about your technology. It's also about your people, which can create major bottlenecks for your campaign production flow. Ask yourself:
 - How many people are currently involved in reviewing and approving our campaigns?
 - Do all of those people need to be involved? Do all of those people need to be involved with every campaign, or does it make sense for certain people only to be involved with certain kinds of campaigns?
 - Do we have strict review and approval windows or deadlines? Can those be shortened? What happens if someone repeatedly fails to respond in time?

"Having a modular email architecture is an important step to starting a lot of the other trends in this checklist. Once that is in place, A/B testing, automation, and AI-powered content are much easier to implement. Plus, a modular architecture can also make it easier to implement dark mode rendering and accessibility design standards."



Patrick Colalillo
Creative Director for Creative Services,
Oracle Digital Experience Agency

"While there are a number of different collaborative proofing tools and processes out there, in the end, you still must designate one strategic decision-maker for every campaign. This role is critical to resolving conflicting brand feedback and ensuring an efficient process that avoids the churn of 5+ rounds of revisions so you can deploy on time."



Lauren Gannon
Vice President of Agency Services,
Oracle Digital Experience Agency

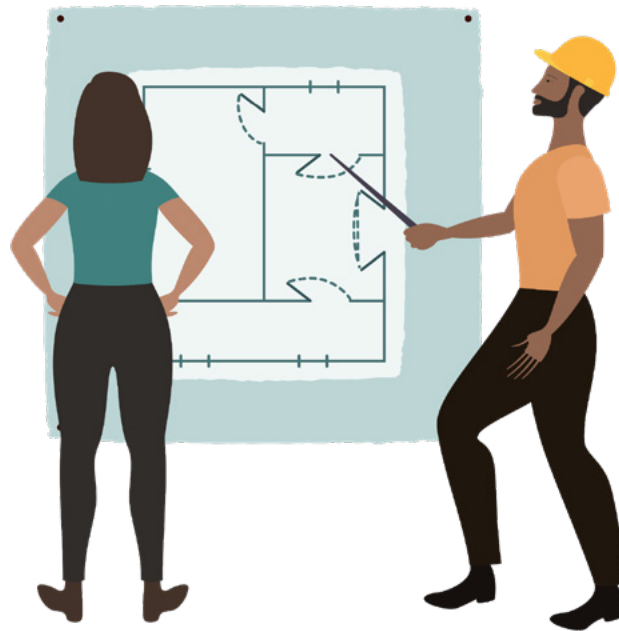


- **Consider outsourcing campaign delivery.** Simplify your campaign production workflow by having an agency upload, schedule, QA, and deploy your campaigns. The right partner allows your digital marketing team to focus on more strategic efforts while reducing errors and speeding up deployment

“Today’s marketers wear many hats and are often in the position of juggling the crisis of the moment—whether it’s maintaining staffing levels, bridging a skills gap, or spinning up a new campaign to fill a shortfall. All of those pressures have a way of squeezing out strategic planning, especially during the holiday campaign season. Our clients who use our team of more than 200 certified product experts to coordinate, execute, and monitor the deployment of their cross-channel campaigns find they are much more focused on meeting strategic goals rather than completing the urgent task of the day.”



Amy Medina
Head of Campaign Services,
Oracle Digital Experience Agency



Want to cut the time you spend on email production? Oracle Digital Experience Agency’s Creative Services team can help you build a modular email architecture to reduce your email build times by 25% or more. And our Campaign Deployment & Monitoring Services team can take over campaign uploading, quality assurance, and deployment so you can focus more on strategy. Want to discuss your needs? Talk to your Oracle account representative, [visit us online](#), or [drop us a line](#).

Planning and running a successful holiday marketing program takes year-round effort. We can help.

Oracle Digital Experience Agency has hundreds of the leading minds ready to help Oracle customers build stronger, longer-lasting relationships with every customer, employee, and partner they reach—even if they aren't using Oracle platforms to manage those experiences.

Wide Scope of Services

- Creative & coding
- Strategy & analytics
- Campaign management & deployment
- Consulting & advisement
- Project management
- Implementation & configuration

Broad Channel Support

- Email
- Web
- SMS
- Mobile push
- Browser push
- Direct mail

Plus, omnichannel orchestration of all of the above

Many Platforms Supported

- Oracle Responsys
- Oracle Eloqua
- Oracle Unity
- Oracle Infinity
- Oracle Fusion CX
- Oracle Fusion Sales
- Oracle Fusion Service
- Oracle HCM

Want help? Let's talk about how we can work together to seize your opportunities and overcome your challenges. Contact your Oracle account manager, [visit us online](#), or reach out to us at OracleAgency_us@oracle.com.

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