

Email Segmentation

Case Study: How Daily Deals Monetizes Existing Users

The daily deals space is one of the fasting growing industries today: BIA/Kelsey estimates the market could reach \$4 billion by 2015 [1]. In the scramble for new user acquisition, most players have focused on a painless signup process. The result: large email databases with sparse user data.

Challenge: With user acquisition costs rising rapidly, players are increasingly focused on monetizing existing users. How do we maintain and augment existing user conversions in an increasingly crowded inbox?

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Segmented, relevant, email boosts conversion rates, earnings per user, while reducing ROI period.

"Men and women have different needs and interests – we need to stop e-marketing identical content & offers to them."

THE PROCESS

A top-5 Daily Deal site sought to increase the relevancy of email campaigns through smarter, more effective segmentation according to Rapleaf demographic data. They utilized data insight & gender segmentation to target relevant email content, daily offers, gender specific subject lines, and more. The results were compared against a control group.

THE RESULTS



Better performing email campaigns: relevant content engages users, boosts conversions, increases earnings and reduces the ROI period.

THE NUMBERS

30%

Increase in both open rates & click thrus with targeted subject lines & content.

14%

More earnings per new user over 30 day period.

163%

Lower cost per conversion over control group.

1/3 TIME

Estimated ROI period is 1/3 with gender targeting.



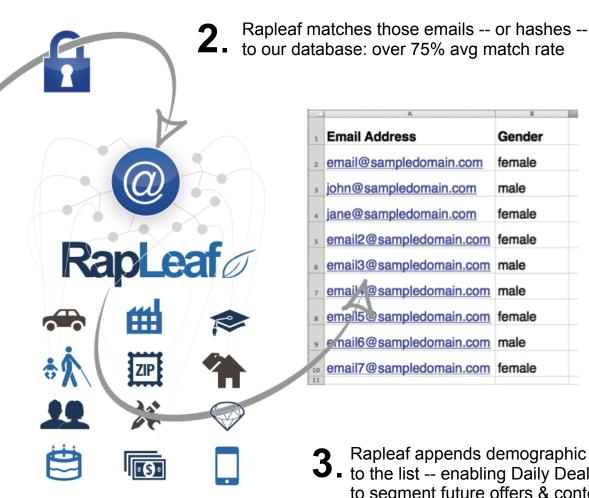
Daily Deals Case Study May 2012

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How it Works:

Daily Deal site passes Rapleaf a list of customer emails -- or hashed emails -- through a secure upload portal

Email Address 2 email@sampledomair john@sampledomain. jane@sampledomain. email2@sampledoma 6 email3@sampledomain.com email4@sampledomain.com email5@sampledomain.com email6@sampledomain.com 10 email7@sampledomain.com



Email Address Gender email@sampledomain.com female john@sampledomain.com male iane@sampledomain.com female email2@sampledomain.com female email3@sampledomain.com male email # @sampledomain.com | male email5@sampledomain.com female 9 email6@sampledomain.com male email7@sampledomain.com female

Rapleaf appends demographic data • to the list -- enabling Daily Deal site to segment future offers & content