

EMAIL
MARKETING
AUTOMATION
SUMMIT '22

HOW TO GET THE MOST OUT OF THE WELCOME JOURNEY

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GLOBAL EMAIL MARKETING MANAGER
CANYON BICYCLES



- Speaker Intro
- Welcome Journey
- 10 Essential Tips
- Key Takeaways
- Questions



SPEAKER INTRO

CANYON

Work Life

- 7 years – Digital Design
- 2013 - Email Best Practices
- 2015 – Email Deliverability
- 2017 - Welcome Journey
- 2018 – Advanced Welcome

Splio

validity

trivago

CANYON



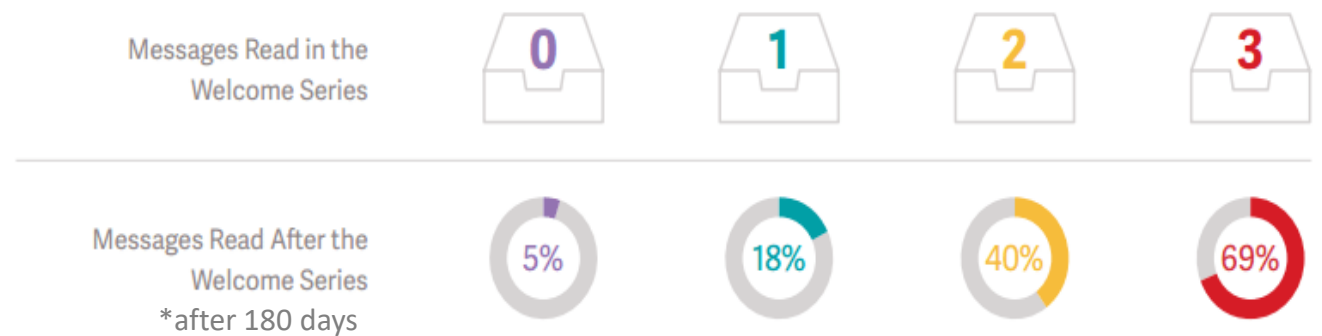
ferubino



fer.rubino.p@gmail.com

„You only get one chance to make a good first impression“

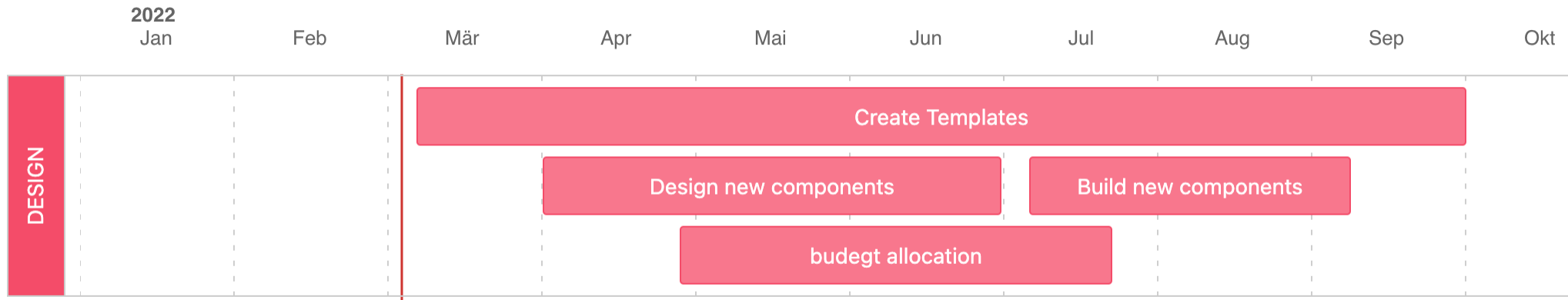
- **+42%** Open Rate
- **25%** Still not doing it
- **75%** doing -> **4%** Welcome Journey
- **38%** offers discount



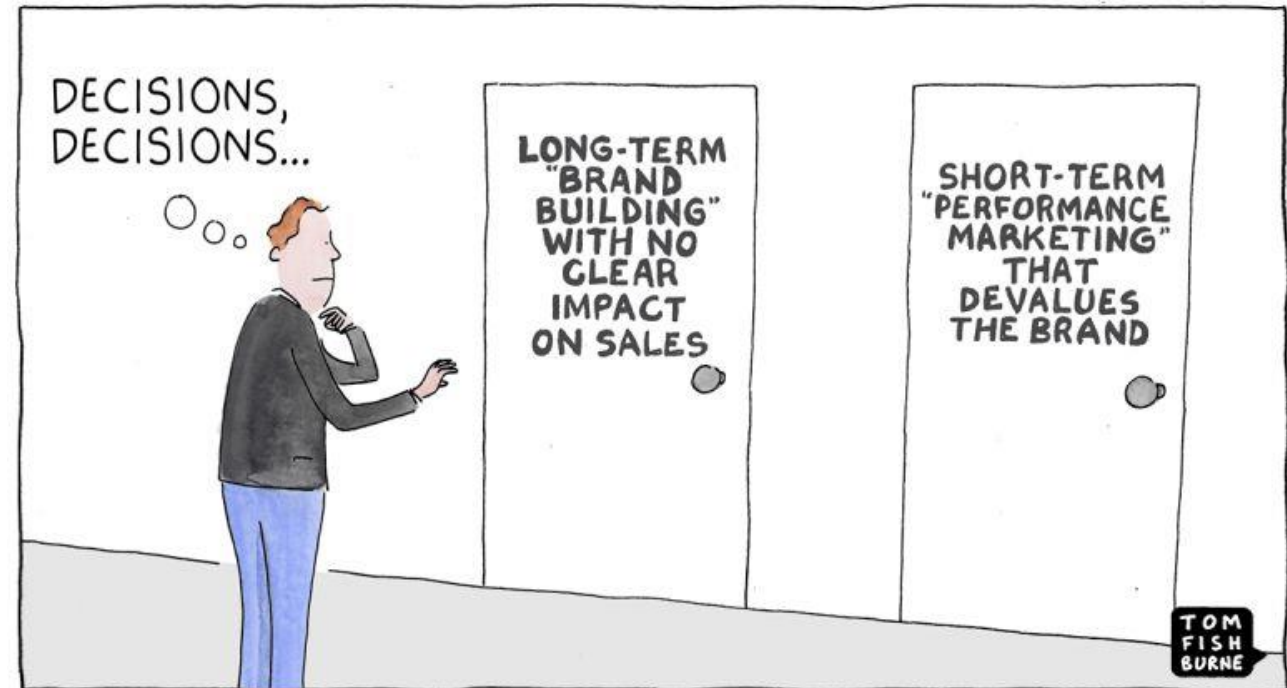
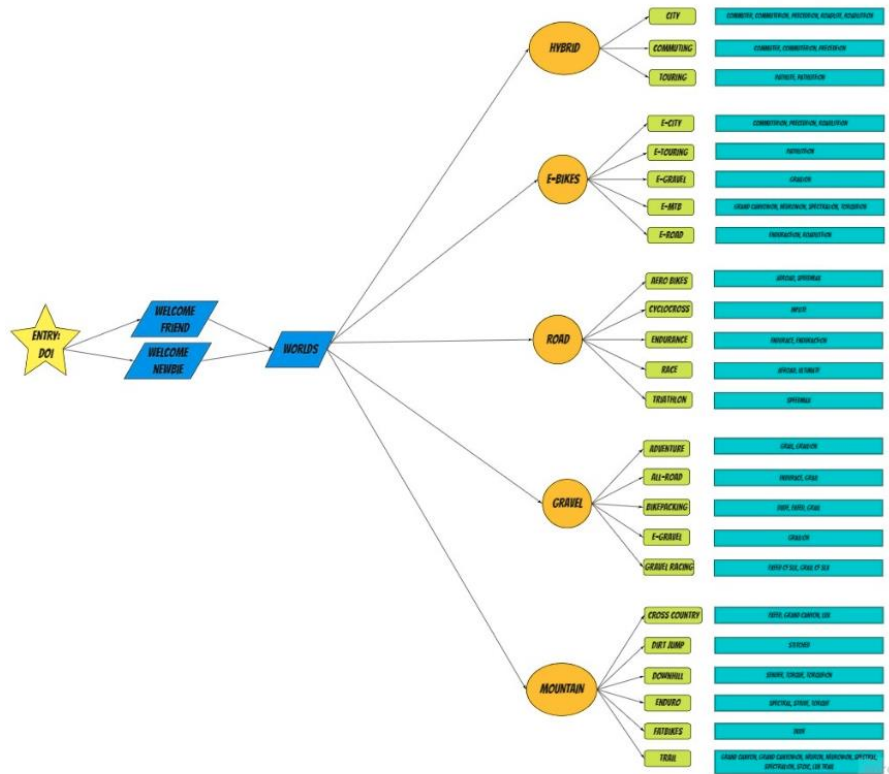
**Source – How America’s Top Retailers Set the Tone with Welcome Emails, Validity*

1-PLAN

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Last refreshed



2-INTRO

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Tone of Voice



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Welcome to the Canyon Family

As soon as you confirm your registration, you'll be the first to know about all the latest goings on with us, including new product launches, events you can get involved with, and exclusive offers. By signing up you are confirming that you have read and agree to our data policy. To view our privacy policy, please click here.

YES, SEND ME THE GOOD STUFF

Human touch



Stay in touch!

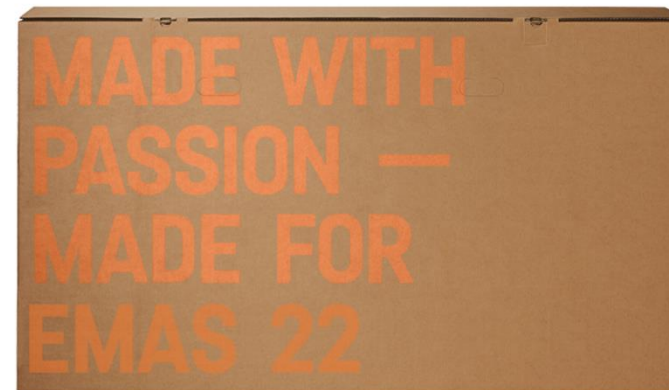
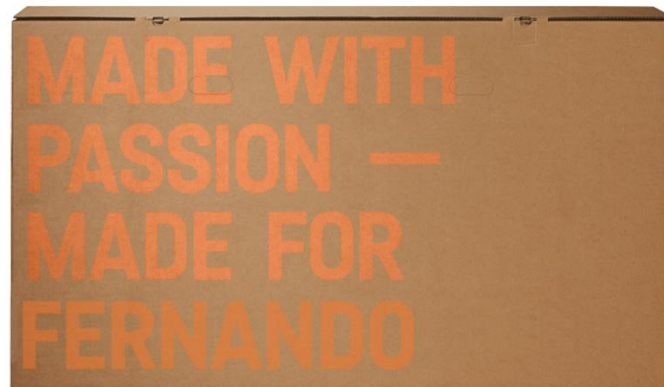
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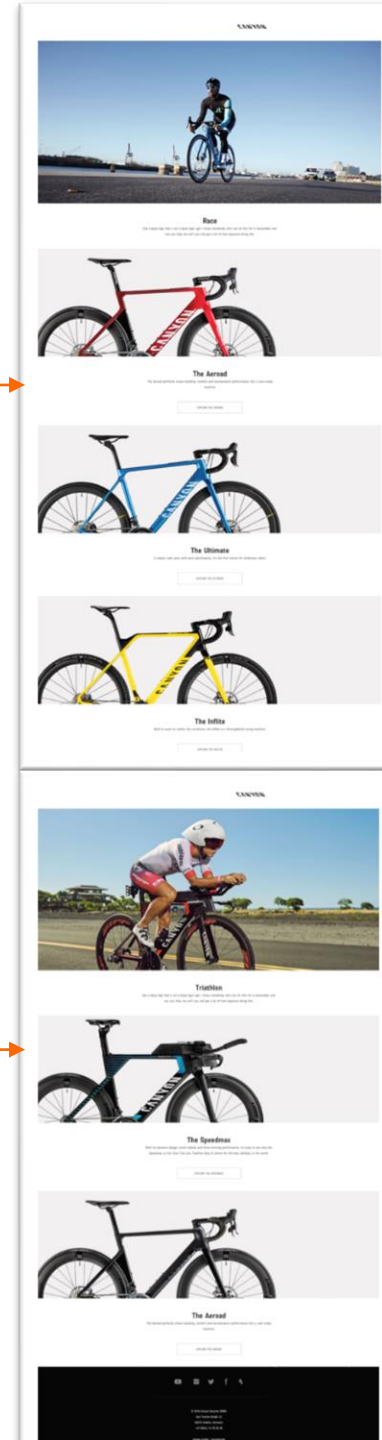
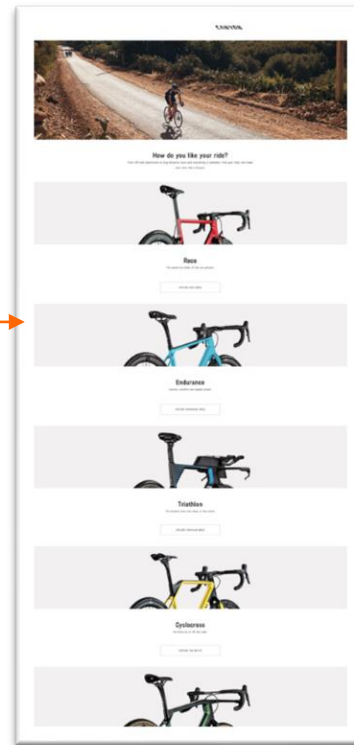
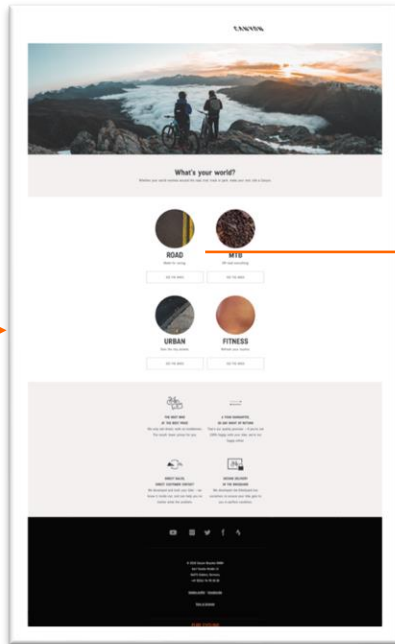
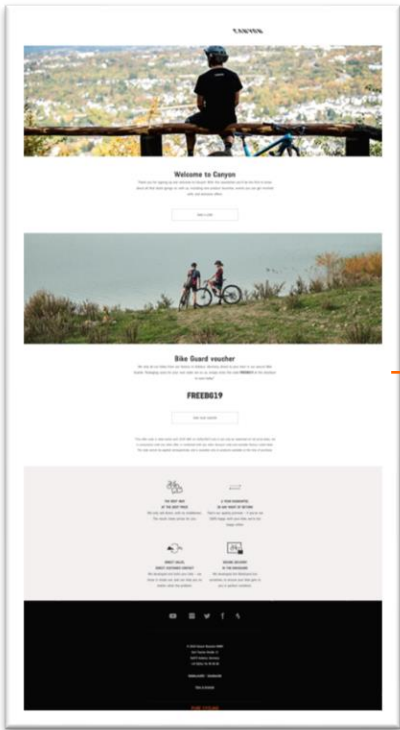
Michael, Customer Service

Personalize



3-ACTION

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4-CONTENT

CANYON

Welcome to the bc Community! Biking is the future! View online

Welcome to the republic! Thank you for joining our slice of the e

Hi Fernando! Welcome to Canyon!

- Creative
- Personalisation (+25% OR)
- CTAs

Why Canyon



30 day ride and return

Take it for a spin. If you're not sure and it's still in a saleable condition (dust on the tyres is OK) send it back for free.



The right size, guaranteed

We'll try our best to get the perfect size for you, but if you're not sure send it back within 30 days for free.



Delivered 80% assembled

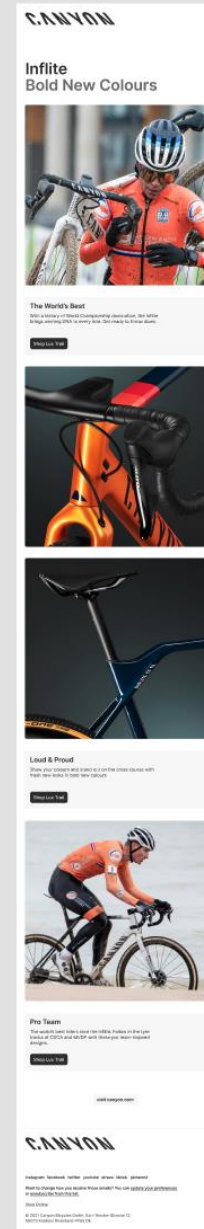
You'll get all the tools, all the instructions and in less than an hour you'll be able to throw your leg over your brand new bike.

5-DESIGN

Mob...



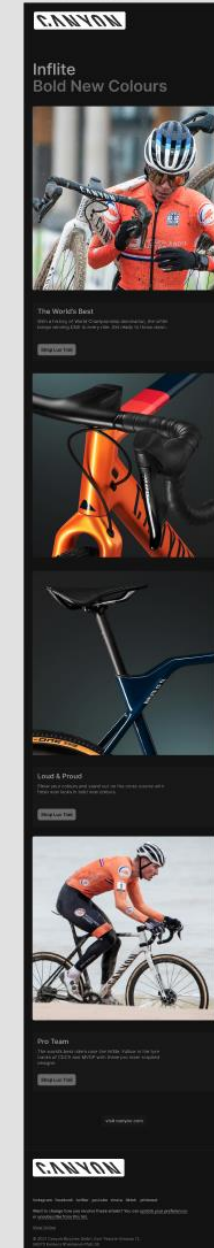
Desktop Sizin...



Mob...



Desktop Sizin...



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Example: Figma File – Welcome Journey Canyon, 2022

6-OMNI CHANNEL

CANYON



Newsletter preferences

I'M INTERESTED IN ...

MTB

Road

Ebikes

City & Hybrid

Gravel

8-INTERACTION



Get to know Rival: Stage 5 — Data! - up in **SRAM** AXS Web to receive ric

Get to know Rival: Stage 4 — Enhance Your Ride - Join the **SRAM** AXS (

Get to know Rival: Stage 3 — (App)titude - Featuring the **SRAM** AXS Mc

Get to know Rival: Stage 2 — Instant Connection - have a **SRAM** AXS A

Get to know Rival: Stage 1 — The Perfect Pair - how your **SRAM** AXS cc

Get to know Rival: The Prologue - for riding **SRAM** Rival eTap AXS. Rea

Thanks

Thanks for riding SRAM Rival eTap AXS. Read on to learn the basics of the shifting and batteries on your Rival bike. And keep an eye on your status to learn more about your Rival.

AN INTUITIVE SHIFT



Your controls are designed to make shifting right out of the box. The left shift lever is the same as the standard road bike shift lever. The right shift lever is a new design that makes shifting easier than ever.

WATCH THE VIDEO

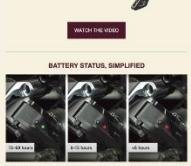
CHARGING AHEAD



Batteries are inserted quickly between the front and rear fenders and only take about 10 seconds. They're easy to use, and they're easy to store when you're not riding.

WATCH THE VIDEO

BATTERY STATUS, SIMPLIFIED



Check the battery status on your phone or the bike's display. It's easy to see how much charge is left, and you can even see the battery status on the bike's display.

VIEW THE GUIDE

STAY TUNED

Don't miss the latest news, tips, and updates from SRAM. Stay tuned to our blog, social media, and newsletters.

Join the SRAM AXS Owners Facebook Group (SHARE A PHOTO OF YOUR BIKE)



JOIN THE GROUP

Set Up

Your SRAM AXS components meet with a wireless handshake to challenge you and establish trust with each other.

If your Rival eTap AXS system is set up and shifting well, then it's already been paired. Explore below to learn about AXS pairing.

AN INVISIBLE INTERACTION



The new features in the AXS system's ride modes will work with the other components on your bike. It's a seamless interaction that makes riding easier than ever.

WATCH THE VIDEO

EASIER THAN ONLINE DATING



Pressing and holding the shift lever is a simple way to connect your bike to the app. It's easier than online dating.

WATCH THE VIDEO

THE PERFECT PAIR



AXS components make a great team. But the perfect pair is you and your eTap AXS system. It's a seamless interaction that makes riding easier than ever.

VIEW THE FAQ

Don't miss the latest news, tips, and updates from SRAM. Stay tuned to our blog, social media, and newsletters.

Join the SRAM AXS Owners Facebook Group (SHARE A PHOTO OF YOUR BIKE)



JOIN THE GROUP

APP

Let's go through the steps of connecting your Rival components to the app, creating a bike profile, and adding a little in-app personalization for your new ride — because it deserves it.

THE PERKS OF BEING CONNECTED



You'll be able to track your ride, see your bike's status, and more. It's a seamless interaction that makes riding easier than ever.

DOWNLOAD THE APP

CONNECT



Once you've downloaded the app, you can connect your bike to the app. It's a seamless interaction that makes riding easier than ever.

LEARN HOW

BIKE, PERSONALIZED



Once you've connected your bike to the app, you can create a bike profile. It's a seamless interaction that makes riding easier than ever.

LEARN HOW

Join the SRAM AXS Owners Facebook Group (SHARE A PHOTO OF YOUR BIKE)

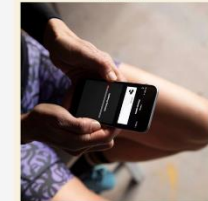


JOIN THE GROUP

App details

You and Rival make a great team. That's why eTap AXS is designed with brake lever reach adjust and enhanced shifting modes. With shifting and braking tailored to you, you can still enjoy the journey, just faster.

STAY CURRENT



When you're connected to the app, you can see how far you've ridden, how much battery is left, and more. It's a seamless interaction that makes riding easier than ever.

LEARN MORE

BATTERY LEVELS CHECK



You can check the battery levels of your bike's batteries from the app. It's a seamless interaction that makes riding easier than ever.

LEARN MORE

CHOOSE YOUR (SHIFTING) ADVENTURE



With a finger, you can choose your riding mode. It's a seamless interaction that makes riding easier than ever.

LEARN MORE

Join the SRAM AXS Owners Facebook Group (SHARE A PHOTO OF YOUR BIKE)



JOIN THE GROUP

Fine tuning

Your bike is faster when it's yours. That's why eTap AXS is designed with brake lever reach adjust and enhanced shifting modes. With shifting and braking tailored to you, you can still enjoy the journey, just faster.

Your bike is faster when it's yours. That's why eTap AXS is designed with brake lever reach adjust and enhanced shifting modes. With shifting and braking tailored to you, you can still enjoy the journey, just faster.

DIAL YOUR REACH



With a 2.5mm vernier, you can tailor your shift lever reach to your hand. It's a seamless interaction that makes riding easier than ever.

VIEW MANUAL

SEQUENTIAL SHIFT



Sequential shifting allows you to shift through the gears in a specific order. It's a seamless interaction that makes riding easier than ever.

LEARN MORE

COMPENSATING SHIFT



Compensating shift allows you to shift through the gears in a specific order. It's a seamless interaction that makes riding easier than ever.

LEARN MORE

Join the SRAM AXS Owners Facebook Group (SHARE A PHOTO OF YOUR BIKE)



JOIN THE GROUP

Questions? Reply to this email and a Rival Support specialist will get back to you.

Analyse Data

What do you do after your ride? It's normal to hop off the bike, grab a favorite drink, put your feet up, and check your ride data. Now it's easier than ever.

RIVAL MEET CYCLING COMPUTER



Rival meets cycling computer. It's a seamless interaction that makes riding easier than ever.

LEARN MORE

REAL-TIME RIDE INFO



Real-time ride info allows you to see your ride data as you ride. It's a seamless interaction that makes riding easier than ever.

LEARN MORE

RIDE REVIEW REPEAT



LEARN MORE

STAR TUNED



Star Tuned allows you to optimize your bike's performance. It's a seamless interaction that makes riding easier than ever.

LEARN MORE

TRY US, WHAT YOU THINK

9-AB TEST

Assumption: SL with Emojis -> Better Open Rate

AB Test Result: False assumption

Emoji **-1,5%** OR

A big festive thank-you from Canyon

🎅 A big festive thank-you from Canyon 🎁 🌲

Subjectline_Xmas

Status: Completed



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Dec 18, 2020 2:28 PM

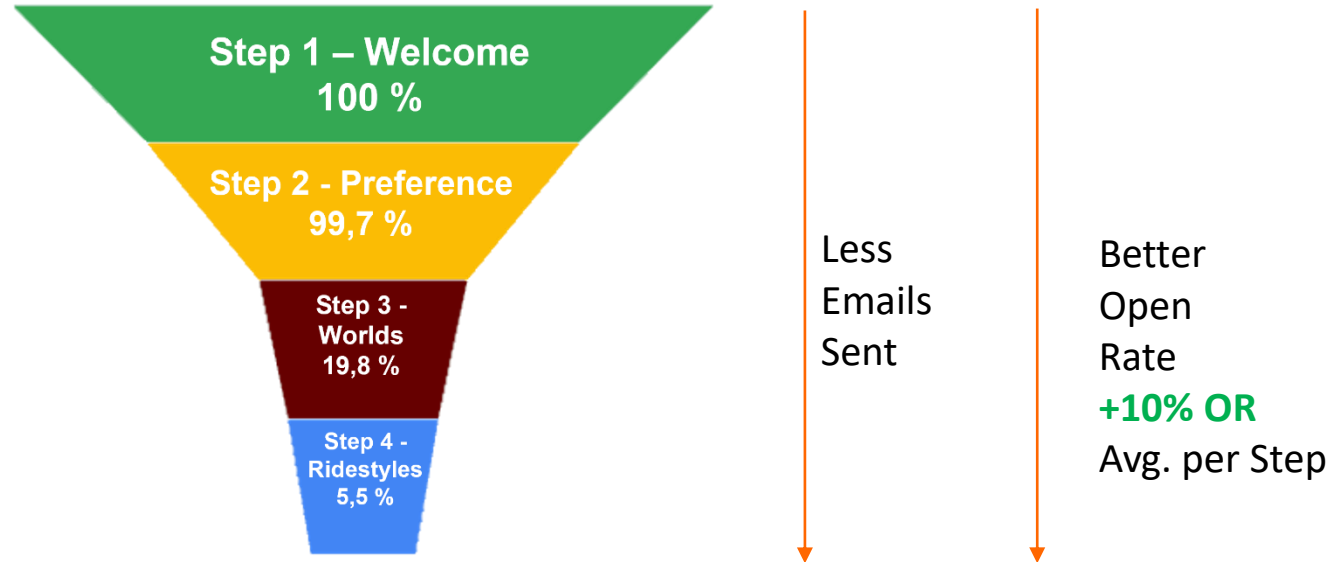


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Results Jun 20, 2022, 10:55 AM (GMT+01:00) Amsterdam, Berlin, Bern, Rome, Stockholm, Vienna *





Journey	April/2022	May/2022
Welcome Journey	Revenue/ CR	+\$10.000, / +11% CR

TAKEAWAYS

CANYON

1. Define the goals
2. Think Full Customer Experience
3. Follow Email Best Practices
4. Time is crucial
5. Thank, Welcome, be human
6. Be transparent and deliver it
7. Discount or not (Long and short terms)
8. CTAs – Shop, read, download
9. Ask preference, or implicit interactions
10. Think about the Frequency
11. Test, test, test & AB Test
12. Data is King/Queen, Define the KPIs
13. DO IT!



TAKEAWAYS

CANYON

Sounds too much? Yes, but start small

Are you already sending?

When was the last time you had a look at it?

Have you checked the data/performance?

Are you taking action based on that data?

Plan, Execute, Test, Fail, Repeat, Keep Improving



QUESTIONS ?

**DANK U
OBRIGADO
THANK YOU**



ferubino



fer.rubino.p@gmail.com