



List Growth

How to make it more than a newsletter list

Presented by

James Hamlin & Marc Munier

Introduction

We'll be talking through

- **How leaky is your bucket?**
 - Plugging holes
- **Are you adding Value?**
 - It's all about give and take
- **Growing your "fans"**
 - Free ways
 - Non-free ways
- **Insights from Seatwave**
 - Rapid growth insights
- **Summary**
- **QA**

Who are we?



Pure360

- Fastest Growing ESP in Europe
- Over 2000 happy users
- We pride ourselves on being approachable knowledgeable human

Seatwave

- Largest Ticket Marketplace in Europe *
- Largest independent ticket business in Europe *
- Over 1 million tickets on sale on the network
- 10 European country sites
- Launched Feb 2007
- Over 11,500 fans online selling tickets now!

* Comscore Sept 2009

Why are we going to talk about buckets



Unsubscribe rates vary from 1-2%

How many do you lose a year?

@2% a send – 1 a month?

	January		December	
100	22%	78	22	
1000	22%	785	215	
10000	22%	7,847	2,153	
100000	22%	78,472	21,528	
1000000	22%	784,717	215,283	

How do you value your list?

$$\begin{aligned} &\text{Number of subscribers} \\ &\quad \times \\ &\text{Engagement Factor} \\ &\quad \times \\ &\text{Conversion rate} \\ &\quad \times \\ &\text{Order Value} \\ &\quad = \\ &\text{List Value} \end{aligned}$$

How leaky is your bucket?

Cue crass image of bucket:

- **Obvious indications**
 - Unsubscribes
 - Spam Complaints



Relevance is key to conversion rate

How does Seatwave keep an eye on conversions/response rates?

- Content in the market shapes the message
- Over 1 million tickets gives a lot of promotional options
- No promoter bias – demand led
- “When to coupon and when not to coupon”
- Monday – Weds – Friday sends – all differentiated
- Promote right offers to right buyers

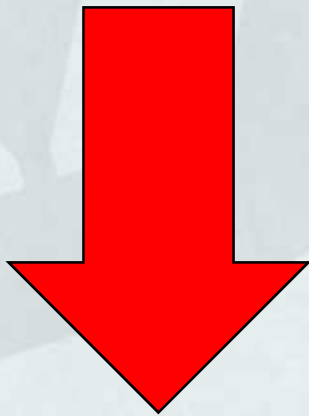


How leaky is your bucket

- **Obvious costs**
 - Wasted budget getting them
 - Less sales/leads

£

£



Have you got a leaky bucket?

- **Less Obvious costs**
 - Impact on brand
 - Deliverability issues



49% consumers make a point of **NOT buying certain brands or services.**

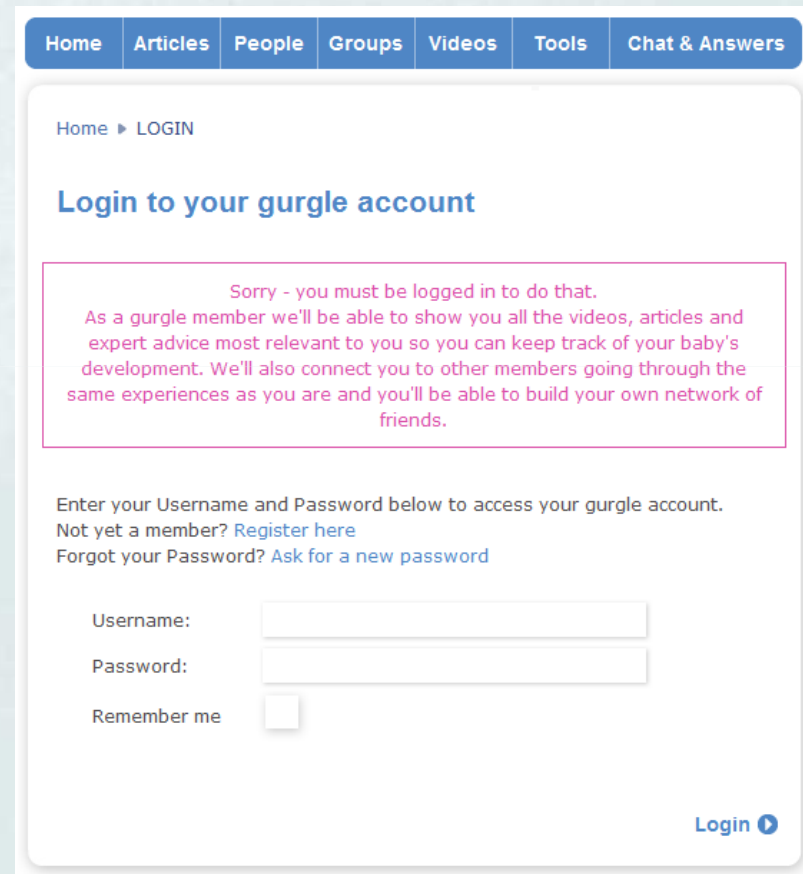
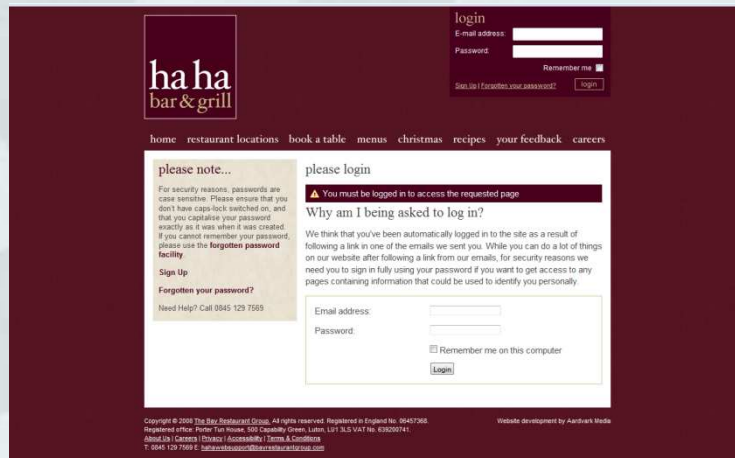
81% of these attribute their reason to a bad personal experience with the brand or its representatives



How not to fix the bucket

This is how you DON'T fix a leaky bucket

- **Make it hard to unsubscribe**
 - Massively counterproductive
- **Fill it up faster**
 - Law of diminishing returns
 - Poor use of budget



The Seatwave Approach

seatwave)))

Please select from the following and press 'submit':

- please Email me until I tell you otherwise
- I'll try more Emails
- please stop sending me Emails from Seatwave

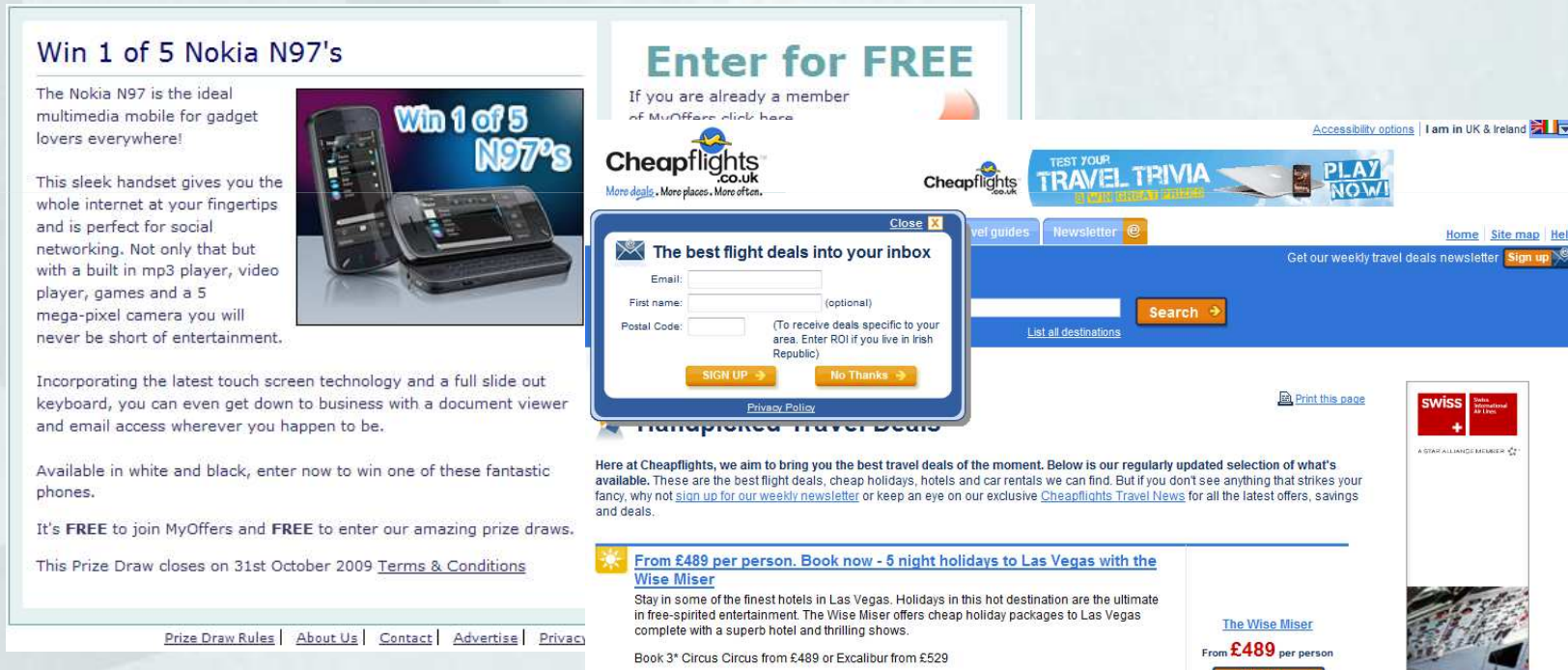
send

- **Allowing to opt in for receive a few more – gives you more chances**
- **We follow the big players for our Opt outs – its competitive**
- **Give people what they want – they will stay**

How to fix a leaky bucket

ADD VALUE

- Consider why people signed up
 - Then ensure you are delivering it



Win 1 of 5 Nokia N97's

The Nokia N97 is the ideal multimedia mobile for gadget lovers everywhere!

This sleek handset gives you the whole internet at your fingertips and is perfect for social networking. Not only that but with a built in mp3 player, video player, games and a 5 mega-pixel camera you will never be short of entertainment.

Incorporating the latest touch screen technology and a full slide out keyboard, you can even get down to business with a document viewer and email access wherever you happen to be.

Available in white and black, enter now to win one of these fantastic phones.

It's **FREE** to join MyOffers and **FREE** to enter our amazing prize draws.

This Prize Draw closes on 31st October 2009 [Terms & Conditions](#)

[Prize Draw Rules](#) | [About Us](#) | [Contact](#) | [Advertise](#) | [Privacy](#)

Enter for FREE

If you are already a member of MyOffers [click here](#)

Cheapflights.co.uk
More deals. More places. More often.

TEST YOUR TRAVEL TRIVIA
PLAY NOW!

Accessibility options | I am in UK & Ireland

Home | Site map | Help

Get our weekly travel deals newsletter [Sign up](#)

The best flight deals into your inbox

Email:

First name: (optional)

Postal Code: (To receive deals specific to your area. Enter ROI if you live in Irish Republic)

[SIGN UP](#) | [No Thanks](#)

[Privacy Policy](#)

Print this page

Here at Cheapflights, we aim to bring you the best travel deals of the moment. Below is our regularly updated selection of what's available. These are the best flight deals, cheap holidays, hotels and car rentals we can find. But if you don't see anything that strikes your fancy, why not [sign up for our weekly newsletter](#) or keep an eye on our exclusive [Cheapflights Travel News](#) for all the latest offers, savings and deals.

From £489 per person. Book now - 5 night holidays to Las Vegas with the Wise Miser

Stay in some of the finest hotels in Las Vegas. Holidays in this hot destination are the ultimate in free-spirited entertainment. The Wise Miser offers cheap holiday packages to Las Vegas complete with a superb hotel and thrilling shows.

The Wise Miser

From **£489** per person

Book 3* Circus Circus from £489 or Excalibur from £529

[The Wise Miser](#)

SWISS
Sales International Air Lines
A STAR ALLIANCE MEMBER

Seatwave View – price watcher


The screenshot shows the Seatwave website interface for a Coldplay concert. At the top, the 'seatwave' logo is visible. Below it, a red banner reads 'Cheaper tickets seem to be going fast. Hurry before they all go. Hurry before they go!'. A text block explains that ticket prices for Coldplay are rising due to high demand and popularity, and encourages users to buy now to avoid missing out. A 'Buy Now' button is prominently displayed. To the right, there is a photo of Coldplay performing, with text indicating the event is on '18 September 2009, 16:00' at 'Wembley Stadium, London'. Below the photo, a 'Current lowest ticket price' is shown as '£62.99'. At the bottom left, a section titled 'Have you considered other Coldplay performances.' lists a performance at 'Wembley Stadium, London' on 'Sat 19 Sep 2009' with a price 'From: £65.00'. At the bottom right, a testimonial from 'Bob O'Sheehan' praises the service, and a badge at the very bottom states '#1 Europe's No 1 Ticket Exchange'.

- Our Price watcher service benefits buyers and sellers
- Ever changing market place allows price information stats
- Users can change frequency at will

How to fix a leaky bucket

Not sure – then ask!

- **Ask**
 - The people who opt out
 - The people who convert
 - Reviews



YOUR M&S We're sorry that you're thinking about leaving us

For us, customers come first and we value your opinions so before you go, we'd like to understand your reasons for leaving:

Please keep me on your email list.	I've chosen to no longer receive M&S emails because...	Have more to say? Then feel free to tell us in the space below.
<input type="checkbox"/> I would like to continue to receive M&S emails.	<input type="radio"/> M&S emails are sent to me too frequently	<input type="text"/>
<input type="checkbox"/> Please email me less frequently (1-2 times per month)	<input type="radio"/> The emails aren't relevant because I never shop online	
	<input type="radio"/> I didn't sign up to receive M&S emails	


Submit

If you would rather not give us your feedback click here to opt out now: **Optout**

Seatwave View – Post gig emails

Share these great events with friends here

seatwave)))



Did you enjoy the Green Day concert?
Let us know how we did...



Tell us about your Seatwave experience...

We hope you enjoyed the Green Day gig - If you'd like to share a few thoughts about your experience buying tickets on Seatwave, we're dying to find out. You can let us and others know what you thought about the event and the service that Seatwave provided by filling in this form.






[Post your review](#)

EXCLUSIVE seatwave)))
GET 10% OFF LIMITED EDITION BOXSETS TODAY

Use the code 421006999

 21st Century Breakdown Boxset Buy	 Green Day 7" Vinyl Boxset Buy
---	---

If you enjoyed Green Day, you'll love these...

 Arctic Monkeys Buy now	 Muse Buy now	 Kasabian Buy now	 Snow Patrol Buy now	 Nickelback Buy now
--	--	--	---	---

- Post gig email sent to buyers as they leave show
- Linked to review centre – we welcome the feedback
- Up selling ltd edition merchandise
- Show other gigs they may like

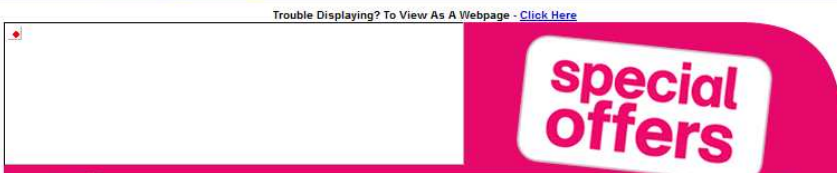
How to fix a leaky bucket

Give and Take

- What have you “given” recently
 - Content they can only get from you
 - Industry insights
 - Offers before they are on the site

Subject: Our new promotion starts today...
From: Maplin Newsletter <newsletter@maplin.co.uk>
Date: 30/09/2009 17:49
To: marc.munier@pure360.com

Trouble Displaying? To View As A Webpage - [Click Here](#)



our new promotion starts today

Cables Communication Components Computing Home & Car Music Power Sat Nav Tools TV & Satellite

Dear Valued Customer,

Our new promotion starts today and our special offers will be something you don't want to miss out on. We have reductions galore this month with savings of up to £100 off a single product and some new lines in. Start your Christmas shopping now and make the most of these great deals.

Top Deals:
Front runners this month are the **Ion Deluxe Film 2 SD Scanner** at **£79.99 (Save £20)** and the massive **250GB DVR** with 4 cameras and 10" Monitor for only **£399.99 (Save £100)**. What's more, UK Standard Delivery is still **FREE** when you spend over £35 and only £2.99 under, so that's another great reason to shop with Maplin this month.

Reviews:
Remember that if your really happy with a product you have purchased at Maplin, why not shout about it with our product review service, make the decisions easier for fellow customers and help build a Maplin community.

Maplin Electronics

Subject: 26 August 2009 | This week's most colourful new business ideas
From: Springwise
Reply-To: newsletter@springwise.com
Date: 26/08/2009 19:37
To: Marc Munier

If you have trouble reading this email, please [click here](#)



New business ideas spotted around the world

Weekly newsletter / 26 August 2009

Hi Marc,

[Our latest issue is now online](#). Here's a quick run-down of the new business ideas that caught our attention this week:



[Hand-sketched maps feature drawings & local advice](#)

Travel & tourism / Style & design

Travellers looking for city maps and advice face an overwhelming array of alternatives. A Swiss startup presents what an artistic local friend might create, complete with hand-drawn notes.



[Bedtime story events for grownups in pajamas](#)

Travel & tourism / Lifestyle & leisure

Interior designer David Carter recently hosted a series of "Bedtime Stories" events for grownups at his townhouse-turned-boutique-

How to fix a leaky bucket

Start as you mean to go on

- **Welcome them**
 - Shows you care
 - Lets them know what to expect
 - Opportunity to convert straight away



OK now what?

You've plugged the gaps, now grow your base for free

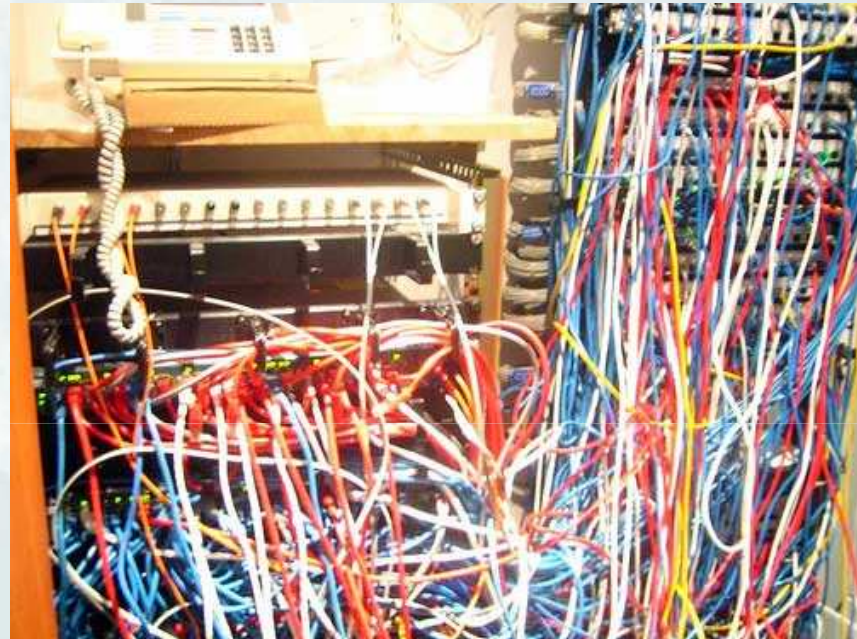
- **Leverage what you have**
 - Your subscribers already know all the prospects you need



OK now what?

- **Integrate**

- With your social media
- With the phone activity
- With your literature



OK now what?

Shoot for the conversion – hit the sign up?

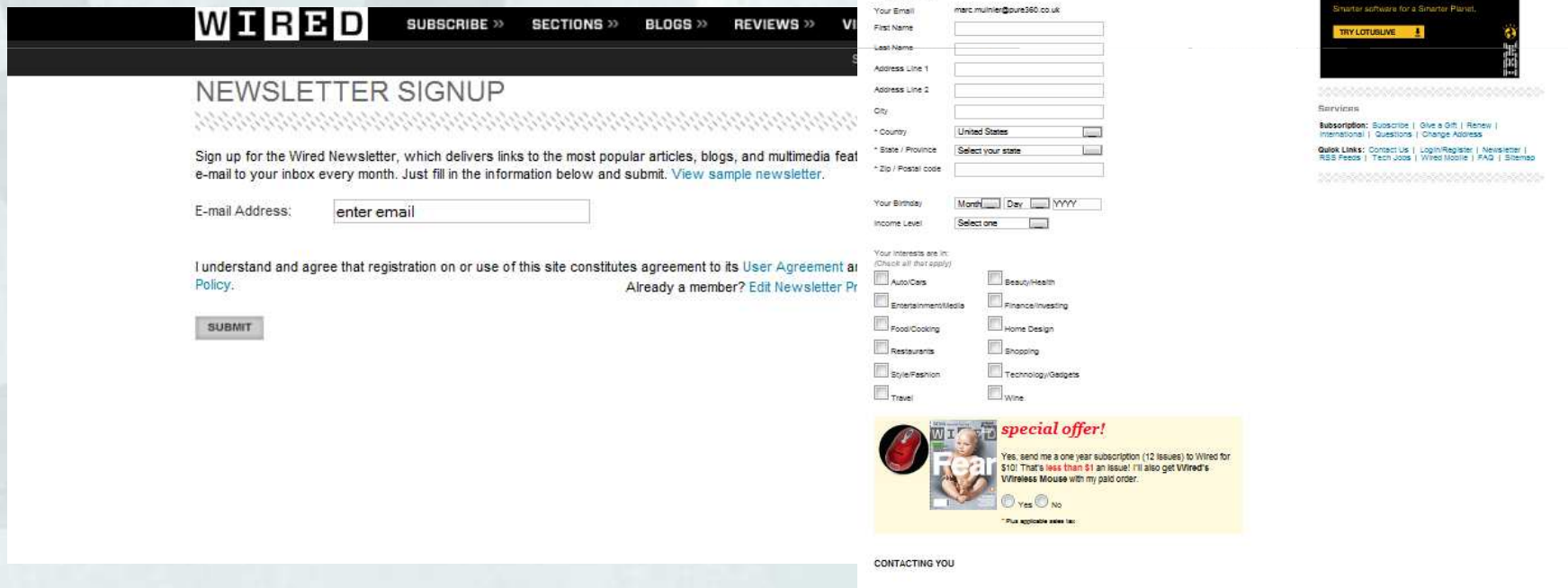
- **Make your signup forms prominent**
 - It's a great back up plan

The screenshot shows the Rightmove.co.uk website. At the top left is the logo "rightmove.co.uk" with the tagline "The UK's number one property website". To the right is a "myrightmove" logo with links for "Sign in or register", "Alerts & searches", "Saved properties", and "My details". Below this is a navigation bar with categories: "For sale", "To rent", "New homes", "Find agents", "House prices", "Overseas property", and "Holiday lettings". A large search box contains the text "see more properties for sale or to rent in the UK" and "Find property in" followed by an input field and "For sale" and "To rent" buttons. Below the search box is a decorative border with colorful eyes. Two property listings are shown: a 3-bedroom terraced house in Bristol for £199,995 (reduced from £240,000) and a 3-bedroom detached house in Aslockton for £340,000 (reduced from £360,000). A banner on the right says "get the latest price reductions with property deal weekly". Below the listings are four sections: "Find property using a map" with a map of the South of England, "New homes" with a photo of a new house, "Overseas property" with a photo of a house in Spain, and "Holiday lettings" with a photo of a holiday home. Each section has a brief description and links to further information.

OK now what?

A captured email address is marketing spend “banked”

- Two stages are better than one
 - Little by little



The screenshot shows the Wired.com newsletter signup page. At the top, there is a navigation bar with the Wired logo and links for SUBSCRIBE, SECTIONS, BLOGS, REVIEWS, VIDEO, HOW-TO'S, and MAGAZINE. Below the navigation bar, the page title is "NEWSLETTER SIGNUP". The main content area includes a "THANK YOU" message, a "YOUR INFORMATION" section with various input fields (Email, First Name, Last Name, Address Line 1, Address Line 2, City, Country, State/Province, Zip/Postal code, Birthdate, Income Level), and a "Your interests are in" section with checkboxes for various categories like Auto/Cars, Beauty/Health, Entertainment/Media, Finance/Investing, Food/Cooking, Home Design, Restaurants, Shopping, Style/Fashion, Technology/Outlets, Travel, and Wine. There is also a "special offer!" section for a Wired subscription and a "CONTACTING YOU" section at the bottom.

A few points on what NOT to do

- **Things to avoid**
 - Email Harvesting
 - List append services
 - Buying “generic” data
- **If you are collecting a lot of data**
 - Consider going double opt in
 - Track - everything



Rapid Growth

You have the budget and you want people - FAST

- **Lead Generators**

- Quick
- Depending on order value can be great value
- Experts in their field



- **Questions to ask**

- Dedicated or shared campaign
- Can you offer a prize to offset the cost?
- Get references



- **You must:**

- Instigate a welcome program
- Identify them within your base



Rapid Growth

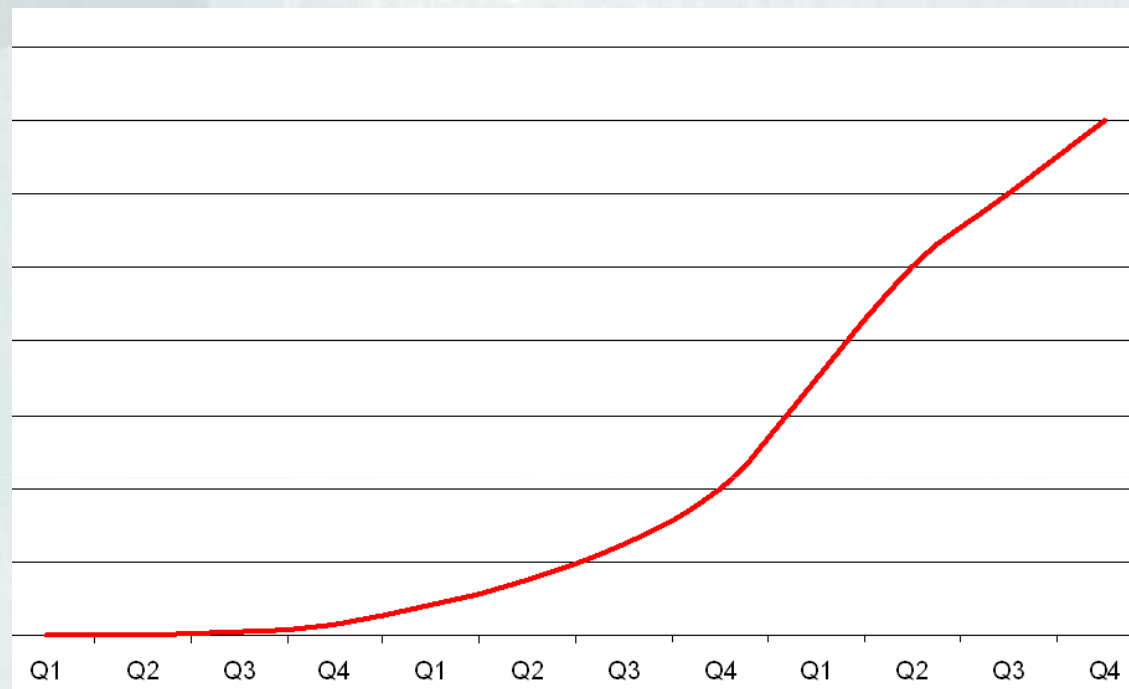
Dedicated Campaigns

- **Using your existing channels**
 - Change focus
 - Custom landing pages

Google AdWords



Seat wave base growth



From 0 in Q1 2007 – base touching 7 figures

Seasonal growth spurts

New territories spike the base

Conclusion

We've talked through

- **How to plug a leaky bucket?**
 - Plugging holes
- **How to add value?**
 - It's all about give and take
- **How to get more subscribers"**
 - Free ways
 - Non-free ways
- **Insights from Seatwave**
- **Questions?**