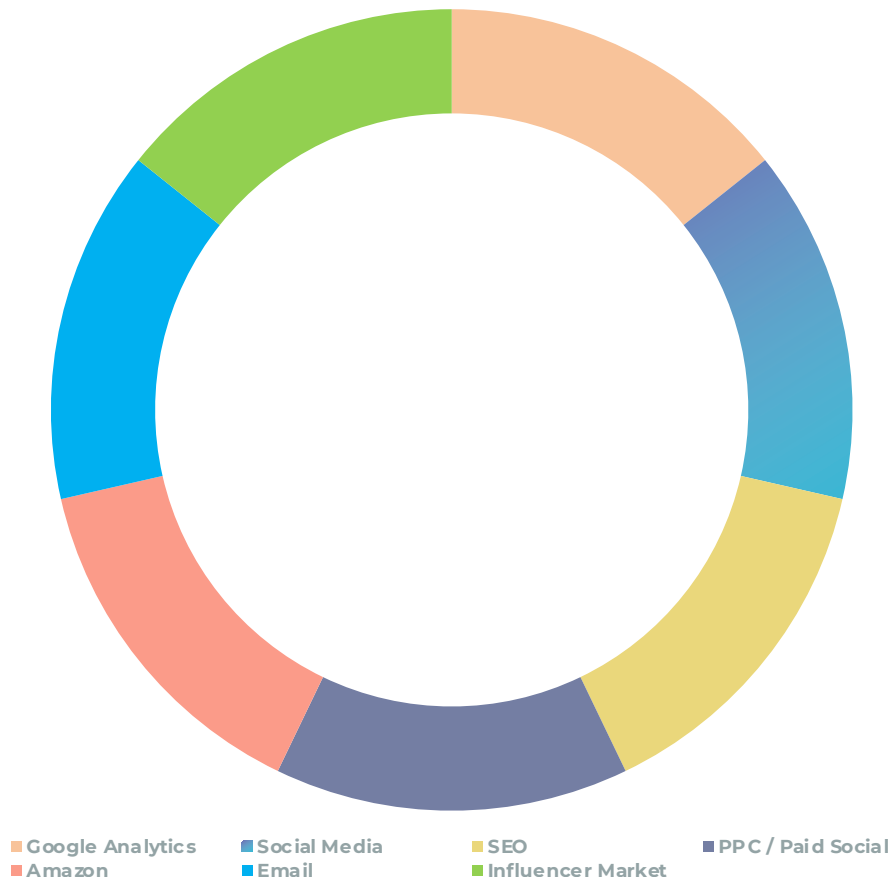




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Data-Driven Growth With Email Automation and Acquisition.

**With obsessive focus on maximizing ROAS, our clients experience
exponential revenue growth
driving success across e-commerce and lead generation verticals.**



Unique Skills

Now in its 26th year, Premiere is a boutique digital ecommerce agency focused on revenue growth.

- ✓ **Google Analytics**
- ✓ **Social Media Audience Analysis**
- ✓ **Search Engine Optimization**
- ✓ **Google PPC / Paid Social**
- ✓ **Amazon Marketing**
- ✓ **Email Marketing**
- ✓ **Influencer Marketing**

The Problem

1.

**Your email marketing isn't
doing what it can for you.
You know it.
The results speak for
themselves.**

2.

**You remain under
pressure to increase
revenues and deliver
results.**

3.

You need a win.

How Other Agencies Typically Solve These Problems



- Over-emphasize great story-telling and wow copy.
- Rely heavily on sweetening offers and giving more away.
- Ramp up frequency to inboxes believing that if you keep emailing a customer they will never forget you. They think that you don't know any better.

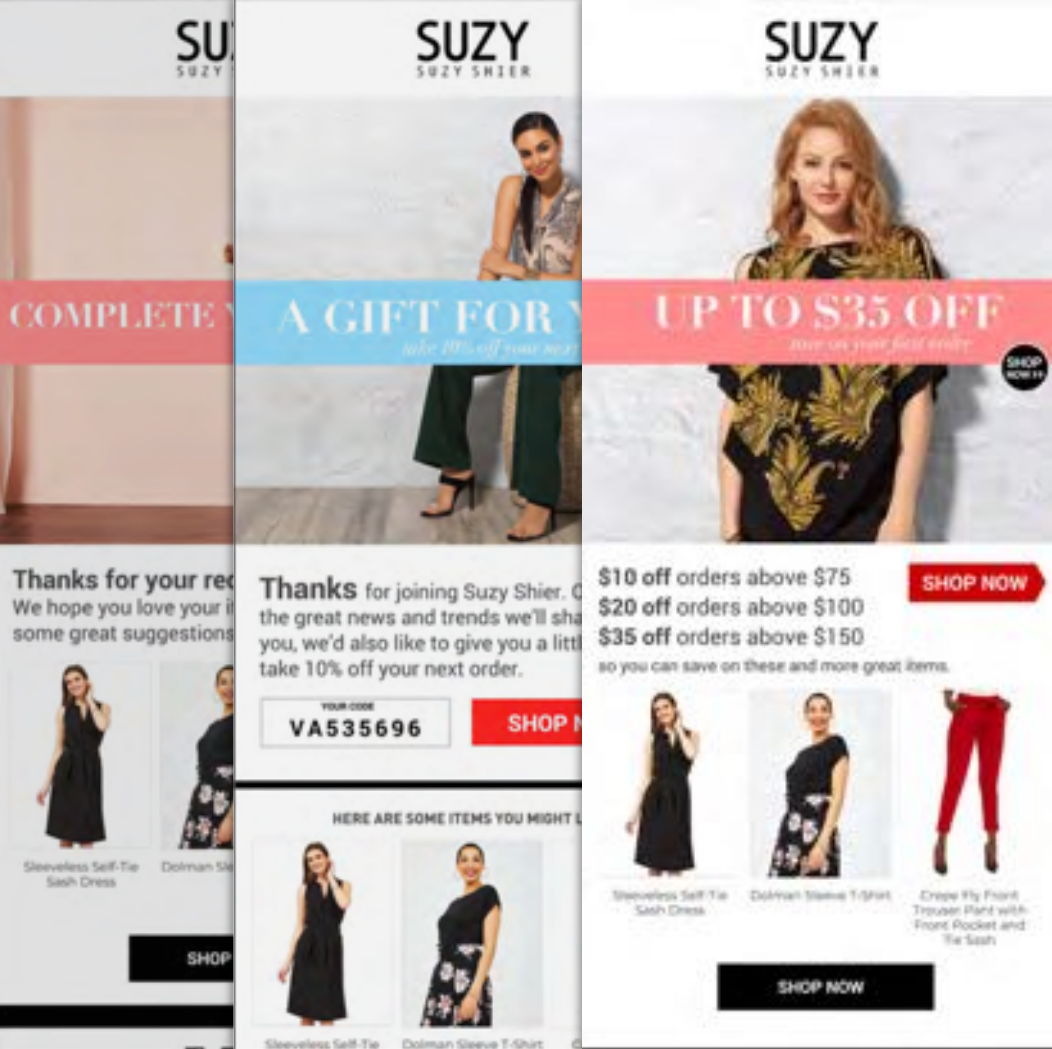
What's Under the Hood?

- **Your email subscriber list needs cleaning.** It's replete with dead weight in the form of invalid and unknown addresses. They make your data look bad and you'll never know what exactly is going to help you maximize impact.
- **You pay dearly to acquire new customers,** but without a logical flow for the customer lifecycle, returns are diminished.
- **You don't have sufficient segmentation.** Your emails treat everyone the same whether your subscriber buys something from you each month or once a year; or when they are a brand enthusiast, or brand agnostic; or oblivious to promotions versus someone who waits to buy only during sales. Your competitors have 50+ segments and each piece of communication is designed to precisely speak to them.
- **Your email template designs confuse subscribers** and dilute CTR.
- **You send too many messages and emails.** Your subscriber is confused and overwhelmed and thus ignore you or unsubscribe.
- **You subscriber list is littered with dormant users** who can be reawakened.



Premiere Creative's Unique Approach

1. Remove dead weight from your subscriber list.
2. Develop structural visualization map to move subscribers through life cycle.
3. Advanced granular obsessive segmentation.
4. Develop short, impactful creative with one meaningful call-to-action.
5. Awaken dormant users/customers.
6. Consistently monitor and track data to fine-tune.



Case Study

- Premiere starts automation July 1st
- Increase 2x July, 3x August, 4x September

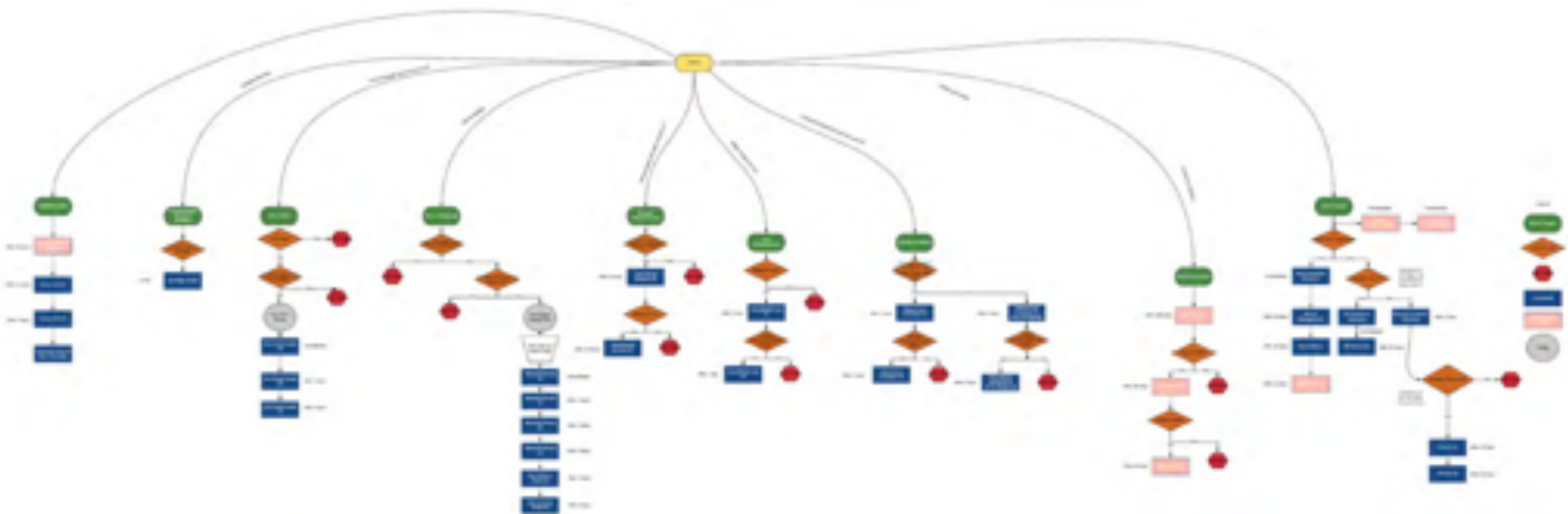
	8/1 - 8/31	Total Revenue: \$934,920	Email: \$468,178 (50%)	Flows: \$84,607 (9%)	Campaigns: \$383,571 (41%)
	7/1 - 7/31	Total Revenue: \$871,253	Email: \$475,254 (55%)	Flows: \$51,198 (6%)	Campaigns: \$424,055 (49%)
	6/1 - 6/30	Total Revenue: \$838,382	Email: \$453,519 (54%)	Flows: \$32,491 (4%)	Campaigns: \$421,028 (50%)
	5/1 - 5/31	Total Revenue: \$1,401,854	Email: \$726,094 (52%)	Flows: \$47,668 (3%)	Campaigns: \$678,425 (48%)
	4/1 - 4/30	Total Revenue: \$978,958	Email: \$515,266 (53%)	Flows: \$33,005 (3%)	Campaigns: \$482,261 (49%)

Email Automations

- 3.5% automation apriori Premiere
- Premiere increase to 6%, then 9%, then 12%
- Premiere added \$232K in additional revenues

Month	No Premiere Revenues	Premiere Revenues	Premiere Added Value
Sept	\$18,134	\$142,658	+\$124,524
August	\$13,425	\$84,607	+\$71,182
July	\$14,842	\$51,198	+\$36,356
Total	\$46,401	\$278,463	+\$232,062

Automation Visualization Map



No Reason to Wait



You are easy to ignore.



Think of your brand as a friend—take the time to care about the person you are trying to sell to.

- Be interesting
- Be relevant
- Know your consumer—what she's interested in
- Care about what your customers cares about



Selling to warm buyers ~ greatest and immediate returns await you.



Missing opportunity to strengthen and awaken subscribers.

Three Easy Steps

To Launch
With Premiere

1.

Grant us access to
your ESP to build
segments and data
cleaning

2.

Develop a visualization
automation map for
your approval

3.

Redesign email
templates and build
out Email Automations

Talk to us now
and we can set
you up for 2020.



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