

Living in the MOEment: Manufacturing Impactful Moments of Engagement

By Rick Kenney, Account Director
Elisa Kleniewski, Account Manager
Courtney Harvey, Senior Program Manager

MOE is much more than one of the three stooges. MOEs, or Moments of Engagement, are key occurrences around which to build your e-mail marketing program. Use MOE to drive more – revenue, engagement, list growth and ultimately, the health of your e-mail program. Where do you find these MOEs? Read on!

To date you have most likely seen the returns from messaging driven by lifecycle moments of engagement (or MOEs): welcome messages, post-purchase thank yous, and abandoned shopping cart messages, just to name a few examples. These messages resonate with consumers because they are triggered by actions or events related to the individual. In fact, Jupiter Research reported that lifecycle e-mail messages perform 389% better than broadcast campaigns. By capitalizing on existing moments of engagement, and manufacturing additional MOEs, program performance improves.

MOEs can extend beyond the customer lifecycle. There are additional opportunities for you to increase relevance and your return on programs by manufacturing moments of engagement; for example, MOEs based on your brand and your products. Together the three types of MOEs: lifecycle, brand, and merchandise, enable you to strengthen your e-mail marketing program and achieve a deeper relationship with your customer. What's more, with these MOEs in hand you will be better equipped to balance your customer's needs with the needs of your brand and your business.

Magnetic moments

MOEs help your programs to become more magnetic, attracting customers and encouraging them to stick with your brand. The lifecycle MOE engages your customers at important shopping moments by either increasing frequency of engagement or reviving their engagement with you. This MOE is created organically, taking advantage of existing customer behavior. The brand MOE allows you to tell your story and to keep your cadence fresh and exciting to your customers, giving them a deeper understanding of your company and products. Finally, the merchandise MOE is pure



relevance, driving conversion through product replenishment and enticing customers with new offerings and line extensions. Neither the brand MOE nor the merchandise MOE are as naturally occurring as the lifecycle MOE, and are what we refer to as manufactured MOEs.

How do I manufacture a MOE?

In order to create these effective touch points, there are three key ingredients needed when manufacturing a MOE, and they all revolve around relevance.

Subject relevance. You must have a story worth listening to. The message needs to be fresh enough to cut through the clutter or include a noteworthy offer or promotion. In a recent report, Forrester found that fewer, but flashier promotions are more effective at converting by nearly 36%. American Eagle Outfitters does a wonderful job of calling out trends for their customers to take advantage of, and layers in smart promotions, like their Jean Fit challenge, that drive their customer to their product.

Timing relevance. The message should be sent at the right time, perhaps relating to a customer purchase, threshold of activity (or inactivity), or even just tied to a relevant date on the calendar or season. Lifecycle events like first purchase and welcome are well documented here, but look also towards creating timing relevance as Martin + Osa has by celebrating the company anniversary. Make it memorable to the customer. Current events can be highly relevant and effective, as many retailers found when they created messages relating to the recent presidential election.

Content relevance. You find content relevance by publishing recommendations and paying attention to subscriber preferences and such demographics as geographic location. Messages promoting items with five-star reviews, or the season's top 10 sellers can quickly grab attention. An alert featuring on-sale fares from a subscriber's home airport makes more of an impact than a generic list of all current fares on sale.

In subsequent articles, we will dive deeper into each of the MOEs, with examples of what works and strategies for implementation. Should you choose to work with MOEs, you will be on a path to fight the evils of batch-and-blast marketing: eliminating list fatigue and customer disengagement.

