



# TIMOTHY J. RYAN CREATIVE FOLIO

Creative  
Examples

Digital & Multi-Channel  
Marketing Excellence

Vertical &  
Brand Depth



**Vivimusta**<sup>®</sup>  
(bendamustine HCl injection)

**Danziten**<sup>™</sup>  
(nilotinib) tablets 71mg, 95mg

**Triptodur**<sup>®</sup>  
(triptorelin)  
for extended release injectable suspension

**GLIADEL<sup>®</sup> WAFER**  
(carmustine implant)

**Nymalize**<sup>®</sup>  
(nimodipine) oral solution  
30 mg/5 mL **ENFR SYRINGE**

**Nymalize**<sup>®</sup>  
(nimodipine) oral solution  
60 mg/10 mL • 30 mg/5 mL

**Xatmep**<sup>®</sup>  
(methotrexate)  
Oral Solution  
2.5 mg/mL

**AZMIRO**<sup>™</sup>  
(testosterone cypionate)  
injection, USP 0

**Brynovin**<sup>™</sup>  
(sitagliptin) oral solution  
25 mg/mL

**azurity**<sup>®</sup>  
pharmaceuticals

**Javadin**<sup>™</sup>  
(donidine HCl) oral solution  
2.10 mg/mL

**Alvesco**<sup>™</sup>  
(iclesonide)  
Inhalation Aerosol 80 mcg, 160 mcg

**Ferabright**<sup>™</sup>  
(feroxytol injection)

SERVING OVERLOOKED PATIENTS

**azurity**<sup>™</sup> solutions  
Patient support, simplified

**edarbi**<sup>™</sup>  
azilsartan medoxami  
40 mg/100 mg tablets

**KONVOMep**<sup>™</sup>  
(omeprazole and sodium bicarbonate)  
for oral suspension

**EPRONTIA**<sup>™</sup>  
(topiramate) oral solution  
25 mg/mL

**Myhibbin**<sup>™</sup>  
(mycophenolate mofetil)  
oral suspension

**edarbyclor**<sup>™</sup>  
azilsartan medoxami et orthotolidone  
40 mg/50 mg/40 mg tablets

**Qbrelis**<sup>™</sup>  
(lisinopril)  
Oral Solution  
1 mg/mL

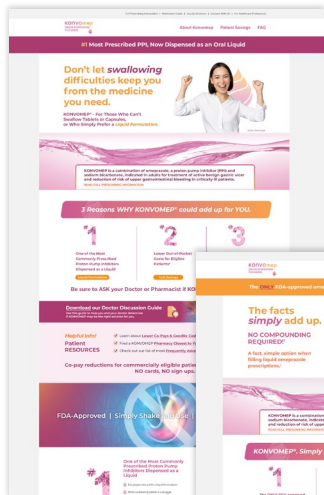
**ZONI SADE**<sup>™</sup>  
(zonisamide oral suspension)  
100 mg/5 mL

**Horizant**<sup>™</sup>  
gabapentin enacarbil  
600mg/300mg

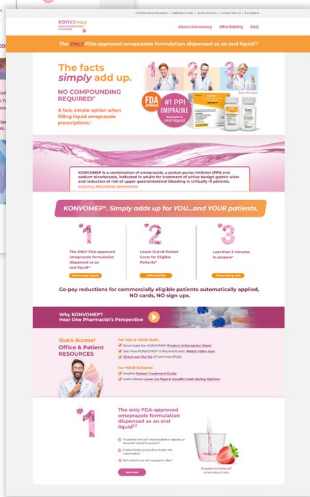
**Fleqsuvy**<sup>™</sup>  
(baclofen oral suspension)  
25 mg per 5 mL (5 mg/mL)  
Concentrated Formulation

**Katerzia**<sup>™</sup>  
(amlodipine)  
Oral Suspension  
1 mg/mL

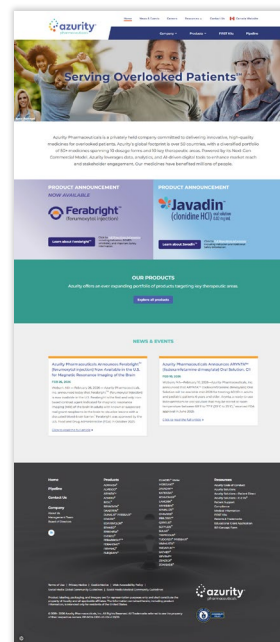
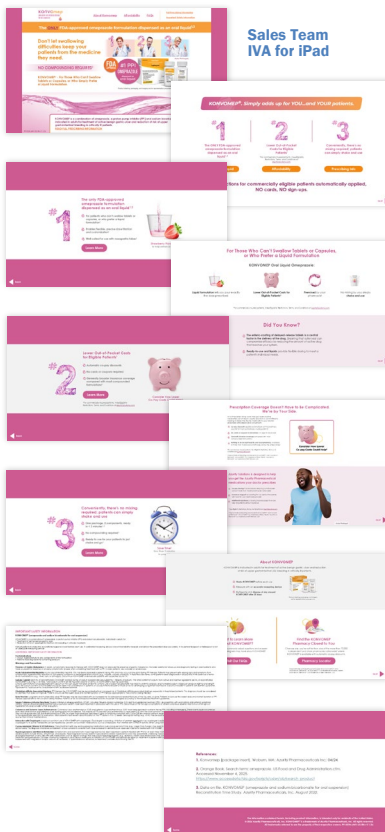
# Websites & Interactive Visual Aids



Patient Site



HCP Site



Corporate Website







# Event & Theme Development

2024

## ACM'24

Colleague & National Commercial Meeting



2025



2026



## NCM'26

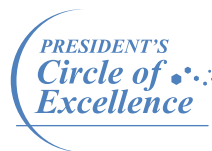
National Commercial Meeting 2026



### One Team. One Purpose.

Driven by **Collaboration**. Defined by **Success**.

## Commercial & Corporate Communications



TJRA

# LIVECLICKER

Pre & Post-show Email Templates

**LIVECLICKER**  
REALTIME EMAIL PERSONALIZATION MADE SIMPLE AND SCALABLE

Join us February 26 - March 1 of this year's...  
**eTail West Conference**  
JW Marriott, Palm Springs, CA

**eTail**  
WEST 2018

Let's meet our **Scalable, easy-to-use** to explore real-time email opportunities with our experts. Check out our latest innovations, also hear the value of real-time personalization from leading company retailers, SaaS & CMO at any of these interactive roundtables.

Meet our on-site LiveClicker team

**BOOK A MEETING TODAY!**

**MEETING LOCATIONS**  
Email Marketing, Retention & CRM Savvy Roundtable  
**STELLAR.DOT + LIVECLICKER**  
TABLE #1: SHARP HOUR ENDS CONFERENCE IN REAL TIME  
9:00 AM - 1:00 PM / 1:30 PM

**We Make Email Work for You**

**ADVANCED Experience** **REALTIME Personalization** **FAST Time To Market**

**BOOK A MEETING**



Adobe Summit Kiosk

**LIVECLICKER**  
REALTIME EMAIL PERSONALIZATION MADE SIMPLE AND SCALABLE

POWER THE MOST ADVANCED EMAIL EXPERIENCES ON THE PLANET

LIVECLICKER IS AN EMAIL PERSONALIZATION SOLUTION.

**REALTIME Personalization** **ADVANCED Experiences** **FAST TIME To Market**

**We Make Email Work for You**

**CABINET**

RealTime Email

# LIVECLICKER

REALTIME EMAIL PERSONALIZATION MADE SIMPLE AND SCALABLE

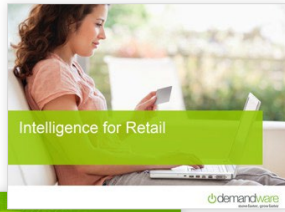
**REALTIME Personalization** **ADVANCED Experiences** **FAST TIME To Market**

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**easyJet** **SAMSUNG** **W** **WALMART** **M&S** **PRY** **volafone** **Santander**

**Clarks** **LOUË'S** **COSTCO** **ULTA**

eTail West Booth



**PREDICTIVE INTELLIGENCE**  
"Anticipate & Act"

**DESCRIPTIVE INTELLIGENCE**  
"Understand & Guide"

**DIGITAL COMMERCE DATA MODEL**

demandware

demandware  
move faster, grow faster

Taking the Industry Temperature

GUDMUNDUR HEDDARSSON AND ARTHUR SWEETZER

eDATA SOURCE



All Wrapped Up:  
2014 Christmas/Holiday Shopping Season Recap

demandware

**Anatomy of the Shopping Season**

**The Five Fits**

- 1. Timing
- 2. Offerings
- 3. Devices
- 4. The Web
- 5. The Store

Key Features:

1. Customized for each device
2. Mobile-friendly design
3. Personalized content
4. Social media integration
5. Analytics and reporting

demandware

The established approaches to personalization just aren't working for us. We need a more general approach.

By: [Name]

demandware

**Methodology**

TRACKING EMAIL MARKETING PERFORMANCE FOR THE BUSINESS

THE LEADER IN EMAIL COMPETITIVE INTELLIGENCE

demandware



Domain Snapshot: hp

Website Analytics for [Domain]

Key Metrics: Views, Clicks, Conversions

demandware

**INBOX TRACKER 2.0**

THE FASTEST & MOST ACCURATE WAY TO SAFELY MONITOR & OPTIMIZE EMAIL

KEY FEATURES:

- 1. Real-time monitoring
- 2. Detailed reporting
- 3. Integration with CRM

demandware

A LOT OF WHAT YOU KNOW ABOUT EMAIL MARKETING COULD BE WRONG

Let's face it, you've probably read a lot of "best practices" for email marketing. But what if you're not getting the most out of your email marketing efforts?

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demandware

TRA

**PRECISION GUNSMITHING**

*Quality, Craftsmanship & Innovation  
To Ensure Your Firearm's Peak Performance*

PHOTO: JAMES HARRIS

**PRECISION. DELIVERED.**

Keep your firearm in prime working condition

Improve your firearm's accuracy

Customize your firearm to suit your purpose

Build a custom pistol or rifle to your specifications

**Meet the GUNSMITH GEORGE SAATI**

I'm a life-long shooter and have been passionate about firearms and their mechanics since receiving my first 88 gun on my 6th birthday. After working in corporate America for over 20 years, I decided to apply my professional manufacturing and machine tool experience to the field that I love. Following an apprenticeship with renowned gunsmith and friend, John Andrievski, I opened my own business, Northeast Gun Works. With my in-house machine shop, I offer a wide variety of gunsmith services, from maintenance and repair to custom builds. How what I do and can't wait to get to my shop each morning. Whether it's solving a nagging performance problem or helping you create the firearm you've always dreamed of, I look forward to delivering your project with the highest quality service and craftsmanship.

*"George is highly skilled, professional and a great guy to do work with. Highly recommend for fire arms or anyone needing quality work, delivered affordably."*

*"Thank you again for all your work. I truly appreciate a call from my gunsmither!"i>*

**SERVICES INCLUDE**

- Maintenance
- Repair
- Restoration
- Customization
- Barrel Threading
- Action Blueprinting
- Sight Installation
- Scope Mounting

Give me a call or send me an email to discuss any gunsmith services you might need.  
603.521.8650  
george@northeastgunworks.com

**FULL IN-HOUSE MACHINE SHOP**

QUALITY + PRECISION + INNOVATION

Tabletop Display (30"x60")

8.5"x11" Tri-fold Brochure

**PRECISION GUNSMITHING**

*Quality, Craftsmanship & Innovation  
To Ensure Your Firearm's Peak Performance*

PHOTO: JAMES HARRIS

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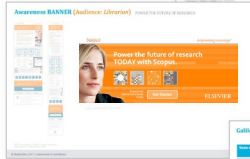
Give me a call or send me an email to discuss any gunsmith services you might need.  
603.521.8650  
george@northeastgunworks.com

**FULL IN-HOUSE MACHINE SHOP**

Brochure Spread

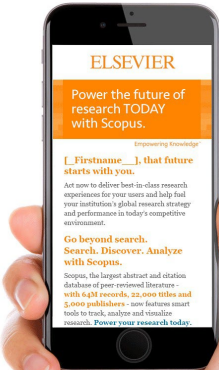


**MARKET ONE.**

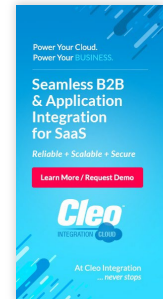
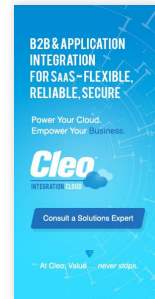
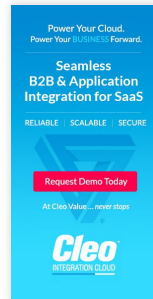
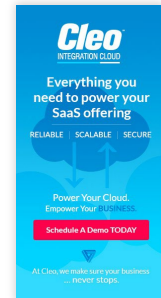
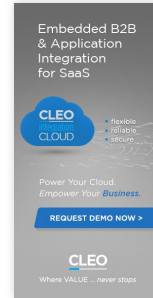
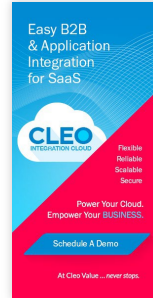


**Galileo Specific Campaigns (SCOPUS)**

Campaign Name	Objective	Target Audience	Channel	Start Date	End Date
Galileo Specific Campaigns (SCOPUS)	...	...	...	...	...



**NEW BUSINESS PITCHES  
Creative Critiques**



**TRA**

STAPLES®



zeta

## Award Winning Studio Services

We integrate fundamental design principles, strong marketing know-how and cutting-edge creative technologies to provide clients with a range of award winning solutions that help address complex marketing communication challenges.

EMAIL > MOBILE > WEB > SOCIAL > PRINT >

- Design strategy / concept generation / ideation
- Copywriting / message development / editing
- Design refresh / critiques / Code audits
- Display / banners
- Custom graphics / Illustrations / Infographics
- Landing pages / microsites
- Web site design / development / testing
- Customer user experiences
- Dynamic campaigns / lead codes / responsiveness / content
- Social - facebook fan pages / landing environments / twitter backgrounds
- Mobile optimization / responsive design
- Web site design / development / testing
- Customer user experiences
- Dynamic campaigns / lead codes / responsiveness / content
- Social - facebook fan pages / landing environments / twitter backgrounds
- Print ads / sales collateral / packaging / promotional items
- Customer user experiences
- Direct mail design / production and fulfillment
- Trade show / environmental signage

**[CREATIVE SERVICES]**

**BRAND CREATIVE THAT INSPIRES PERFORMANCE.**  
 From logo and brand identity to design and development, we create a cohesive and compelling visual language that resonates with your target audience and drives business results.

**BRAND EXPERIENCE POWERED BY HUMAN INGENUITY.**  
 We combine our creative expertise with cutting-edge technology and design to create a seamless and intuitive user experience that drives engagement and conversion.

**OUR DESIGN PRINCIPLES INSPIRE YOUR BUSINESS TO THRIVE.**

zeta

## Designed for Optimal Customer Engagement

We excel at helping brands translate their digital marketing strategies and data insights into effective designs to deliver consistent brand experiences irrespective of device, giving the customer the perfect experience at each and every touch point.

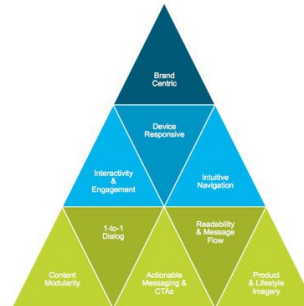
*Our creative is technically responsive, flexible, informed by data, testing and designed with an eye towards visual aesthetic and sound technical performance.*



# THE Z-EFFECT

The synergy of art & science.

## Approach & Methodology



Key focal areas towards optimal creative campaign performance



- ✓ Brand Centric
- ✓ Engagement & Interactivity
- ✓ Device Responsive
- ✓ Intuitive Navigation
- ✓ Content Modularity
- ✓ 1-to-1 Dialog
- ✓ Actionable Messaging & Calls-to-Action
- ✓ Readability & Message Flow
- ✓ Product & Lifestyle Imagery

**THE Z-EFFECT**  
 EMAIL FOUNDATIONAL BUILDING BLOCKS

A creative synergy of art & science.

Applied approach...

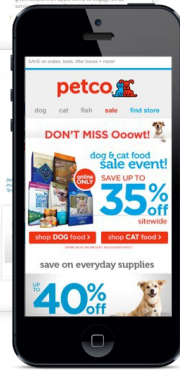
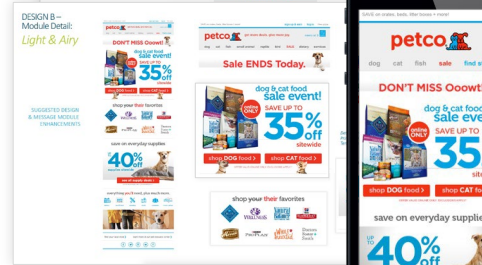
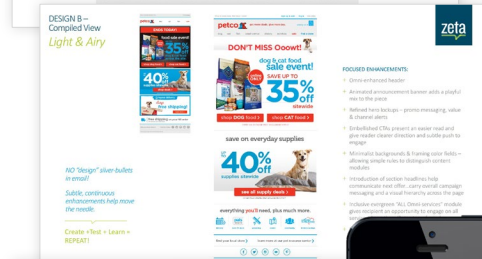
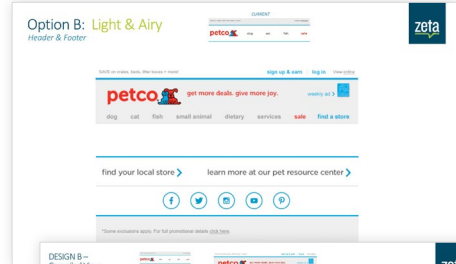
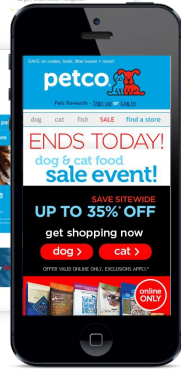
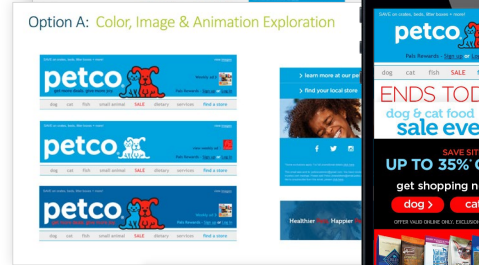
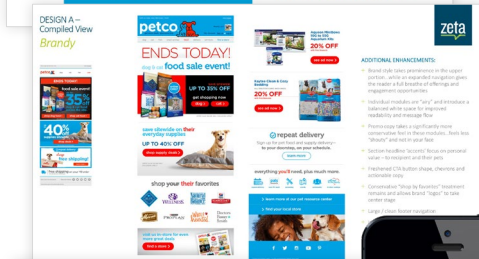
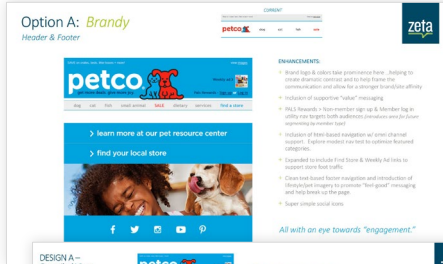
based on design evolution, where successful foundational elements are identified through a "test and learn" methodology.



# Promo Email Design Exploration



Existing design



# AAdvantage eSummary Redesign



Vouchers are better with savings view online

American Airlines **AAdvantage**

Hello Marlow! AAdvantage® Gold 002N3C0

### Your AAdvantage eSummary

as of May 7, 2016

**Award miles**  
37,792 Miles expire 2/28/18

**2,973 miles to next flight award**  
(qualifies for \$5.50 per one-way trip)

Your activity » [Buy miles](#) [Redeem miles](#)

#### Your Progress to Platinum

<b>Dollars (EQDs)</b>	<b>Miles (EQMs)</b>	<b>Segments (EQSs)</b>
6,507 / 6,000	26,462 / 50,000	11 / 60


**Congratulations**  
You've earned 10,000 EQMs with your Citi AAdvantage® Executive Platinum card.

[VIEW UPGRADES](#)

---

**Spicing up our premium meals**  
We're partnering with big names in food to bring new flavors to your flight.


[Learn more »](#)




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### Your Special Offers

**Save more and earn more with Alamo**  
Save on great prices and earn 4X AAdvantage® miles. [See how](#)



Vouchers are better with savings

American Airlines **AAdvantage**

Hello John! AAdvantage® Gold 002N3C0

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**Spicing up our premium meals**  
We're partnering with big names in food to bring new flavors to your flight.

[Learn more »](#)




## Earn miles with Sprint

The Sprint LTE Plus Network delivers some of the fastest download speeds based upon recent data from Nielsen.

[Learn more »](#)



## Earn 250 miles

Share your opinions and earn miles. Cras justo odio, dapibus ac facilisis in, egestas eget quam.

[Earn 250 miles »](#)



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[Earn 250 miles »](#)

## Airline News



## Community Piece

Lorem ipsum dolor sit amet, stet maluisse qui id, preti detracto remeas chum lo.

[Earn 250 miles »](#)

[Reservations](#)

[Redeem Miles](#)

[Deals](#)

[My Account](#)



[Update Email Preferences](#) | [Change Email Address](#) | [Unsubscribe](#) | [Privacy Policy](#)

# Monthly Oats Email Newsletter



QUAKER PRODUCTS COGNAC RECIPES ABOUT QUAKER

## Spring Flavors Are in the Air

Celebrate warmer weather with our newest recipes, bursting with exciting flavors. Start with our Lemon Raspberry Overnight Oats.

[GET THE RECIPE](#)

Blueberry Honey Overnight Oats

[GET RECIPE](#)

Kiwi Lime Overnight Oats

[GET RECIPE](#)

**HELP START YOUR DAY OFF RIGHT**

Put a spring back in your step – Quaker and Chef D have teamed up to deliver everything you need for amazing overnight oats straight to your door: [Blueberry Honey Overnight Oats](#).

**SEND YOUR TASTE BUDS ON VACATION**

Chill out with the juicy goodness of refreshing lime, kiwi and wholesome Quaker® Oats. You need for amazing overnight oats straight to your door: [Blueberry Honey Overnight Oats](#).

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**Try Our New Spring Recipes**

Strawberry Blueberry Overnight Oats

Honeybush Overnight Oats

Mango-Mandarin Overnight Oats

White Chocolate Raspberry Overnight Oats

[REVIEW IT](#) Look for the "Review It" button on your favorite Quaker® recipes and share your experiences!

**Try Our New Spring Recipes**

Strawberry Blueberry Overnight Oats | Honeybush Overnight Oats | Mango-Mandarin Overnight Oats | White Chocolate Raspberry Overnight Oats

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[REVIEW IT](#) Look for the "Review It" button on your favorite Quaker® recipes and share your experiences!

**Try Our New Spring Recipes**

QUAKER PRODUCTS COGNAC RECIPES ABOUT QUAKER

## New Quaker® Breakfast Squares

### Fill Your Morning with Goodness.

Introducing Quaker Breakfast Squares! Made with 23 grams of whole grains and delicious ingredients like hearty oats and nut or fruit fillings, our soft baked squares help satisfy your morning hunger with every bite.

[WHERE TO BUY](#)

**TAKE YOUR PICK. SOFT BAKED OR CRISPY?**

Quaker® Breakfast Flats and NEW Quaker® Breakfast Squares: two great options made with delicious ingredients.

[EXPLORE ALL FLAVORS](#)

**Enjoy a Quaker® Breakfast Flat by itself or with delectable toppings.**

Not Your Typical Breakfast

Honey Ricotta Delight

**FORGET THE BREAD**

Use Quaker® Breakfast Flats, made with whole grain oats, to whip up a [Not Your Typical Breakfast Sandwich](#).

**ADD HONEY AND RICOTTA**

to Quaker® Breakfast Flats and turn your morning snack into a gourmet delight. [Make our Honey Ricotta Delight recipe.](#)

**Try Our New Spring Recipes**

[REVIEW IT](#) Look for the "Review It" button on your favorite Quaker® recipes and share your experiences!

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[EXPLORE ALL FLAVORS](#)

**Enjoy a Quaker® Breakfast Flat by itself or with delectable toppings.**

Not Your Typical Breakfast

**FORGET THE BREAD**



Empowering Brands The Power of [PEOPLE-BASED] Marketing

# ZETA [HUB]

zeta

The Zeta Hub™ is your powerful hub for all your marketing needs. It's the central place where you can manage all your marketing efforts in one place. It's the central place where you can manage all your marketing efforts in one place.

Driving marketing results that matter.

zetaglobal.com

Empowering Brands The Power of [PEOPLE-BASED] Marketing

# MEET ZETA [HUB]

zeta

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zetaglobal.com

zeta POWERFUL Solutions.

PEOPLE-BASED Marketing.

PROVEN Results.

zetaglobal.com

zeta [PEOPLE-BASED Marketing.]

POWERFUL Solutions. PROVEN Results.

LEARN MORE AT zetaglobal.com



zeta FREE Executive Marketing Institute [EMMI] Series

## Preparing For Peak WEBINAR EVENT

ZETA KNOWS THAT WHILE TEMPERATURES MAY BE RISING, HOLIDAY PLANNING NEEDS TO BE TOP OF MIND FOR MARKETERS.

Join us on Tuesday, June 21st at 10:00 AM. It's the only one. Register for Peak. It's all about the data. Register today. Register today. Register today.

REGISTER NOW DATE: Tuesday, June 21 TIME: 10:00 AM EST

# EMAIL EVOLUTION FRAMEWORK

zeta

EMAIL CHANNEL HOLIDAY INSIGHTS

## Thanksgiving - Cyber Week

zeta

### Zeta Client Performance

Marketing Performance

Channel	Open Rate	Click Rate	Conversion Rate
Email	24%	3%	0.5%
Social	18%	2%	0.3%
Search	12%	1%	0.2%

Mobile & Tablet Usage

59% | 42% UPT | 53%

The Power of [DATA-DRIVEN] Marketing

# ZETA [HUB]

ONE consumer + ONE experience + ONE platform

KEEP THE CONVERSATION GOING

At Zeta, we ignite a perpetual dialogue between our clients and their customers by using data-driven insights and machine learning to create hyper-personalized customer experiences at their moment of need.

Connected consumers expect seamless experiences when they're researching, when they're shopping, across every touch point on every channel. Our data-driven marketing technology connects your consumer to our hub for a more connected experience. Consumers are constantly evolving and so are we.

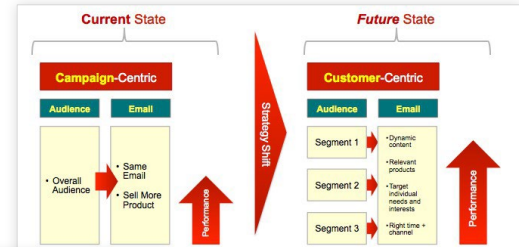
WE ARE DRIVEN by connections + by teamwork + by excellence.



89 ✨



The "building blocks" to power true 1-to-1 messaging a



## 10 Degrees of Email Engagement

A macro-focused approach on increasing consumer "engagement" to generate higher overall performance, insights and measurable results across all integrated communication channels.



## Enabling Customer Engagement

engagement optimized



Numerous looks + variations can be achieved within this one template or wireframe design structure.

### Structural "Template" Variations



- Modularity is key to any design and template development exercise... and which will help streamline execution and overall campaign performance
- Key is to manipulate ONLY information that is custom to that campaign. "Keep 'static' or evergreen elements consistent from a design and functional perspective"
- Be sure to establish solid content, design + technical dev parameters for your creative/templates

## PACE

Pathway to Advanced Customer Engagement





# ExactTarget Connections 2012 Partner Top Design Award



An Email Redesign for...



**The Power of... continuous refinement**

Before

10

**The Power of... gender targeting**

10

**Applied Thinking**

- FILA segmented their initial Outlet Sale emails based on a "gender" variable
  - Men's version open rate was a 31% increase over average open rate, click rate 35% increase over average.
  - Women's version open and click rates were about average.
  - NOTE: subject line was identical, therefore gender creatives/messaging drove engagement.
- Given further audience refinement...
  - FILA then targeted follow-on emails based on "tennis player" activity criteria:
    - Open rate was a 65% increase over average open rates, click rate 83% increase over to average

10

view our ebook for a closer look



Learn more about "engagement" optimized communications



Where *engagement* is the measure of true marketing success.





# IKEA FAMILY Rewards “Welcome” Series Email Redesign

**Welcome to IKEA FAMILY**

**Hello Linnea,**  
 Thank you for joining the IKEA FAMILY Membership has its perks when you own your card, including exclusive member discounts on items, family, in our restaurant, and in our Swedish Food Market. Plus, being part of our FAMILY reward program means you'll be the first to know about the latest discounts, special deals on new events, and more. We look forward to seeing you soon!

*Thanks again for being a part of our FAMILY!*

**My account information:**  
 Email: [linnea@ikea.com](mailto:linnea@ikea.com)  
 My preferred store: [IKEA Stockholm, SE](#)  
 My communications:  Email  SMS  Catalog   
[Click to update your preferences](#)

**My preferred store:**  
[IKEA Stockholm, SE](#)

**My communications:**  
 Email  SMS  Catalog   
[Click to update your preferences](#)

**Get your card**  
 Print and join this card at any in-store location to receive your permanent card.

**IKEA FAMILY** Your Membership Information

**Card Number:**  
 XXXX-XXX-5678  
Hide and reveal by your account.

**Upgrade your member status - FREE!**  
 The member benefits program that gives you MORE of the things you love about IKEA.

+ More... in-store savings discounts.  
 + More... in-store specials.  
 + More... insider scope & sneak previews.

[Sign Up Now](#)

Customer Service | Update Your Profile | Unsubscribe | Privacy Policy

**Welcome to IKEA FAMILY**

**Are you ready to get inspired?**

The benefits of scanning your card:  
 A chance to win a \$100 IKEA Gift Card every time you scan your card.  
 30-Day Price Protection  
 FREE coffee or hot tea at our restaurant.  
 And more!

**My account:** [Log In](#)  
 Email: [linnea@ikea.com](mailto:linnea@ikea.com)

**My preferred store:**  
[IKEA Stockholm, SE](#)

**My communications:**  
 Email  SMS  Catalog   
[Click to update your preferences](#)

**Get your card**  
 Print and join this card at any in-store location to receive your permanent card.

**Welcome to IKEA!**

**Are you ready to get inspired?**

**Upgrade your member status - FREE!**  
 The member benefits program that gives you MORE of the things you love about IKEA.

+ More... in-store savings discounts.  
 + More... in-store specials.  
 + More... insider scope & sneak previews.

[Sign Up Now](#)

**BYOF Bring Your Own Friends A Family of Inspiration**  
[Learn more](#)

**LIVING ROOM FURNITURE Love the room** [View more](#)

**FROM THE ONE YOU LOVE It's time for the next.**

**TEXTILE INSPIRATION Give the same**

**LIVING ROOM FURNITURE INSPIRATION Love the room you live in** [View more](#)

**FROM THE ONE YOU LOVE It's time for the kitchen you've always wanted** [View more](#)

**TEXTILE INSPIRATION Give the same old room a fresh new look** [View more](#)

**Welcome to IKEA!**

**Hi, Gloria!**

**WELCOME! YOU ARE NOW A MEMBER OF IKEA FAMILY!**

Being a member of IKEA FAMILY has its benefits. You'll be the first to know about the latest discounts, special deals on new events, and more. We look forward to seeing you soon!

**My account info:** [Log In](#)  
 Email: [gloria@ikea.com](mailto:gloria@ikea.com)  
 ZIP Code: [00000](#)  
 My preferred store: [IKEA Stockholm, SE](#)  
[Click to update your preferences](#)

**Get your card**  
 Print and join this card at any in-store location to receive your permanent card.

**Welcome to IKEA!**

**Hi, Gloria!**

**CONGRATULATIONS! You're on the list! Ready to get inspired?**

Being a member of IKEA FAMILY has its benefits. You'll be the first to know about the latest discounts, special deals on new events, and more. We look forward to seeing you soon!

**My account info:** [Log In](#)  
 Email: [gloria@ikea.com](mailto:gloria@ikea.com)  
 ZIP Code: [00000](#)  
 My preferred store: [IKEA Stockholm, SE](#)  
[Click to update your preferences](#)

**Get your card**  
 Print and join this card at any in-store location to receive your permanent card.

**Blog**  
 Made by **kirkmiks**  
[View Article](#)

**Share Space**  
 Made by **IKEA USA**  
[View Article](#)

**Home in Full Bloom**  
 Made by **IKEA USA**  
[View Article](#)

**Refresh**  
 Made by **IKEA USA**  
[View Article](#)

**JOIN IKEA FAMILY. It's FREE!**  
 The member benefits program that gives you MORE of the things you love about IKEA.

+ More... in-store savings discounts.  
 + More... in-store specials.  
 + More... insider scope & sneak previews.

[Sign Up Now](#)

Customer Service | Update Your Profile | Unsubscribe | Privacy Policy



## Business Need:

Create a loyalty program to increase owner retention and service loyalty at dealerships. Since the car purchase cycle is lengthy, Hyundai was looking to find meaningful reasons to engage their owners outside of the dealership and keep Hyundai top of mind.



## Solution:

To deliver a solution for Hyundai's business needs, 89 Degrees designed, built, and manages a cutting edge loyalty program that rewards owners through everyday online shopping and for vehicle service visits with three key components:

- ✦ A loyalty database which aggregates program purchase transactions and dealer service activity, manages and tracks points earned and redeemed, and enables customized targeting.
- ✦ Integration with an online shopping portal with over 3,000 affiliate sites where owners earn points on every purchase they make.
- ✦ Online portals for owners and dealers accessible on any device. Owners can manage their account, track transactions, and create customized redemption vouchers for service or new vehicle purchases. Dealers can look up owners, redeem vouchers, and create customized reports. Customized messaging keeps owners engaged on a regular basis with Hyundai.

## Results:

- ✦ **40% increase** month over month in new owner enrollment!
- ✦ A **majority of dealers participate** in the program!
- ✦ **Customized communications** are being implemented to increase owner engagement and keep Hyundai top of mind with end users.







- tactical
- technical
- tasteful

e-Dialog's proven creative methodology and approach that boosts performance and generates results across e-mail and other multichannel marketing communications.

- **Tactical**  
Centers the creative around identified business objectives, performance metrics and market trends to find the most effective solution possible.
- **Technical**  
Executes and develops the creative with technical expertise and flawless detail using proven tools and authoring technologies.
- **Tasteful**  
Packages the message into powerful, engaging – on brand – visual designs using innovative creative techniques, channel and industry best practices.



## Tactical + Technical + Tasteful!

- Understand behavioral data to better target messaging and increase results
- Use **A/B testing** to determine optimal creative concepts + subject lines that resonate with your audience
- Always think above-the-fold and emphasize your calls-to-action
- Leverage offline (in or other channels) to assist concept direction, but realize that true 1-to-1 translation is not a reality
- Develop better Welcome programs – inspire users to add your addy + become a fan!



- tactical
- technical
- tasteful

- Understand rendering and medium challenges specific to e-mail
- Use sensible ALT attributes
- Develop with graceful degradation in mind
- Understand custom publishing/dynamic requirements, and the challenges that go with them
- Build modular with stacked tables for quick and efficient editing
- Back up background images with background colors so designs still look colorful with images disabled
- Always test in Gmail + Outlook 2007; they are the most challenging email clients in terms of rendering
- Set table and column widths and ensure the math adds up

- Make the most of your HTML!  
Use imagery for:
  - Enhanced branding
  - Superior control of user experience
  - Ability to track opens
  - Readability
  - A more memorable user experience
- Use curves, diagonal lines, and repeating motifs to create rhythm and movement
- Use complimentary colors to introduce tension and energy to your palette
- Experiment with lighting effect to embellish product imagery – help it stand out and to create a mood
- Create a dominant area on your piece whether it's through a hero shot, a large product, or through use of color
- Utilize typography – stylized or system-test + embellishments to emphasize messaging + calls-to-action

## Conversations to Conversions

### Lifetime Value Customer Lifecycle

Moments of Engagement

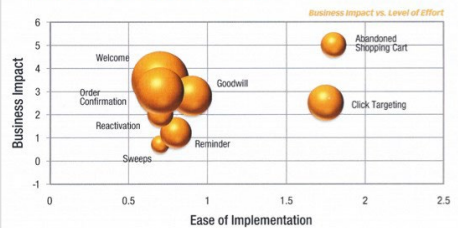


<p><b>Segmentation</b></p> <p>A targeted audience is more qualified and responsive.</p>	<p><b>Personalization</b></p> <p>Market to audiences but communicate with individuals.</p>	<p><b>Lifecycle Management</b></p> <p>Send timely, appropriate messages to new and existing customers.</p>
<p><b>Trigger</b></p> <p>Messages driven by customer status and behavior are automatic.</p>	<p><b>Interactivity</b></p> <p>Engage customers across social, mobile, and interactive channels.</p>	<p><b>Testing and Measurement</b></p> <p>Understanding the ROI of e-mail Relevance is essential to improving it.</p>



### The Raw Materials of Relevance

#### Prioritizing Opportunities





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DELL™  
Special Dates: February 5, 2013

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TAKE ADVANTAGE OF DELL'S LOW PRICES ON PREMIUM PRODUCTS!

**INSPIRON™ 530:**  
EXCELLENT VALUE.  
EXPANDABLE PERFORMANCE

- Intel® Pentium® Dual-Core Processor & 4GB\* memory for quick & easy multitasking
- 15.0" HD anti-glare screen up to 1680x1050\* (your screen may vary)
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at Dell.com

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Offer ends 2/28/13, 10:00am CT

**STUDIO 15:**  
STILL MOBILITY AND EXCEPTIONAL PERFORMANCE

- Intel® Pentium® Dual-Core T4200 Processor & 3GB memory\*
- 15.6" HD anti-glare screen with 1366x768\* resolution
- Full-size keyboard

**\$649**  
after \$100 off instantly  
at Dell.com

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Offer ends 2/28/13, 10:00am CT

**XPS™ M1530:**  
YOUR MOBILE ENTERTAINMENT POWERHOUSE

- Intel® Core™2 Duo Processor & 4GB\* memory\*
- 15.5" HD anti-glare screen with 1366x768\* resolution
- Includes a package with a full-sized USB keyboard

**\$699**  
after \$200 off instantly  
at Dell.com

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Offer ends 2/28/13, 10:00am CT

**SPECIAL OFFERS**

Free shipping on all orders over \$49.99. Free shipping on all orders over \$49.99. Free shipping on all orders over \$49.99.

### What works:

- Similar layout every mailing ensures that we can reuse some code every time
- Visually interesting with large product shots

### What doesn't

- Template doesn't take into account future dynamic content
- Image widths and background colors behind products change, meaning that we will have to adjust the "base" HTML build every time
- Minor things change every email (the product descriptions in ENA, for example)

**DELL™** The paradox

We want it to be dynamic and data-driven

We want it to be creative and different every time

**How can we do both?**

**DELL™** Modular layout

As being an image and layout space stay the same for each module, we can mix and match to create different layouts easily for every campaign.

**DELL™** Same template, different looks

POWERFUL ENTERTAINMENT IS NOW STYLISH

Learn how, here, Dell.com

**DELL™** One template to rule them all

System Price email

Product and category layout flexibility

Adding, removing and changing the order of the sections can create many different looks for the campaign

© 2013 Dell, Inc. All Rights Reserved





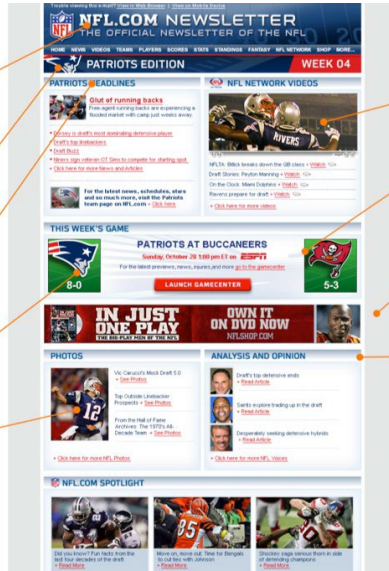
Header and navigation similar to the website, providing a seamless user experience

Team-specific header merged in, with team colors.

Added photo to headlines section, along with short teaser copy along with the headline

Large logs with field background provide visual depth and interest

Photo image is same dimensions as the thumbnails on NFL.com and can be merged in via the grid



Large teaser video image changed week to week by team

Games Center copy provides teaser info to encourage the user to click through to the site to learn more

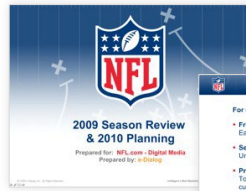
Background color gives the template a clean look, yet makes the email stand out in the preview pane.

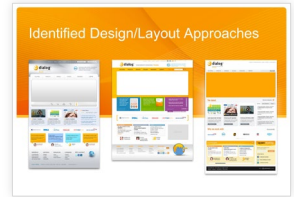
Headers updated to reflect current NFL.com look



**10+ YEAR CUSTOM PUBLISHING SUCCESS:**

- Segmented 33+ versions
- Seasonal content
- Dynamic Imagery
- RSS feeds
- Site content integration
- Animations / Video
- Polls...and much more





### Primary Nav >> Solutions

**"By Location" Styling**

For a comprehensive view of all content, a default of content is displayed by the location. Users can navigate to the content within each without leaving the content.

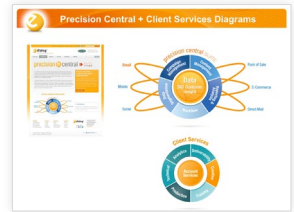
### Primary Navigational Page Styling

The navigation area appears after the page is loaded in a primary navigational area. The navigation area is designed to be easy to use and to provide a clear path to the content.

### Primary Nav >> Services

**Services**

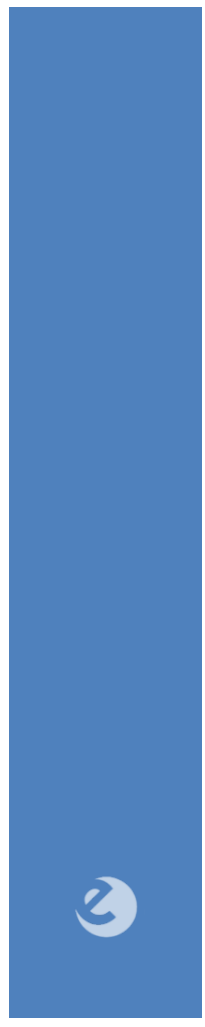
Services are provided through a variety of channels and are designed to be easy to use and to provide a clear path to the content.



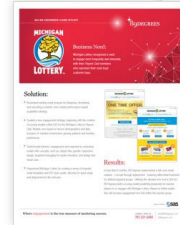
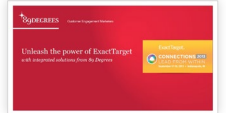
### Tertiary >> Client Case Study

**"Case Study" Styling**

A custom 'Case Study' styling approach is being implemented to provide a clear path to the content and to provide a clear path to the content.



# **Digital & Multi-Channel Marketing Excellence**



## **Vertical & Brand Diversity**

RETAIL

ENTERTAINMENT

PHARMACEUTICAL

TRAVEL



DIRECT / B2B

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FINANCIAL



**Thanks for Viewing**

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timryan1234546@gmail.com