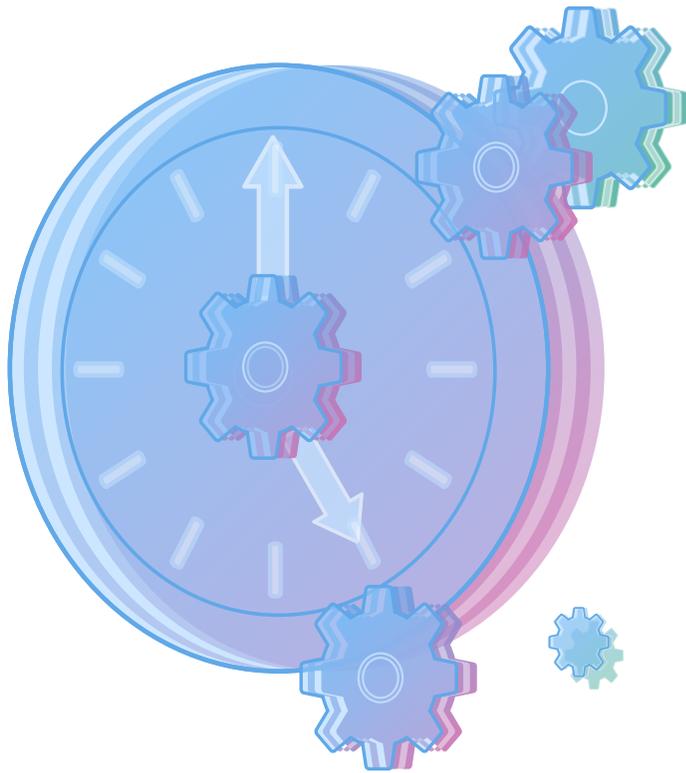


PRINCIPLE #2

There is no perfect message.

Instead, tailor your message for your audience.

Writing messaging that targets the most average person in your audience is a surefire way to alienate and lose the trust of your entire audience. The fact that an average of everyone exists does not mean that the most average message will be the one that resonates. Given the data that we can collect directly from our customers' actions on our sites or apps, second-party data from their interactions with our brand via cloud applications, and publicly available data, there is no reason why we can't create far narrower audience segments that reflect their motivations and needs at a given moment, and then write messaging targeted at those. These messages perform and resonate far more effectively. Whenever given the option, we will always choose to message a narrower audience.



PRINCIPLE #3

Automate early.

We believe automating our efforts early gives us many benefits.

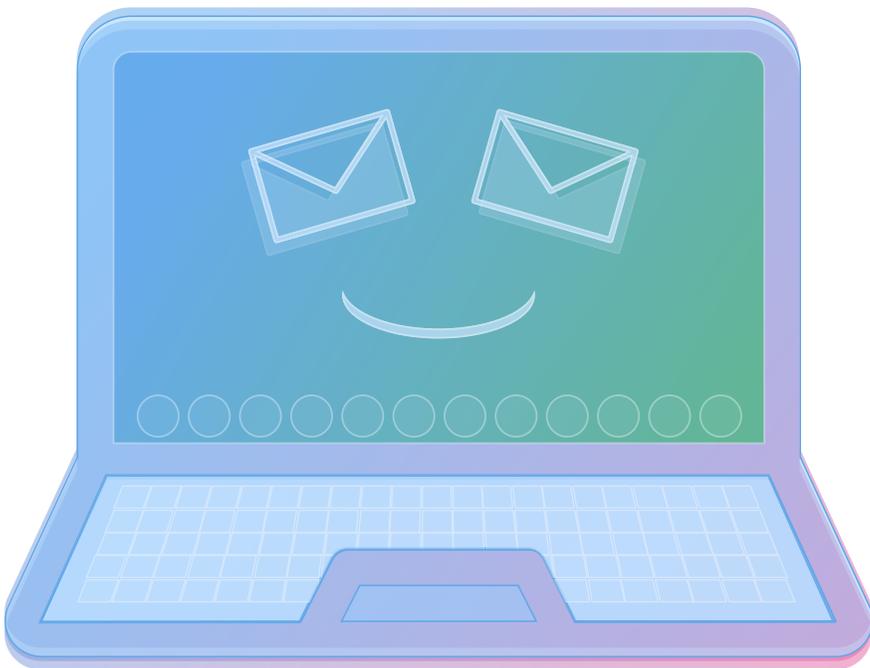
We believe automating our efforts early gives us many benefits. It enables us to scale quickly. For example, linking tools with Zapier connections lets us go big early without having to worry about manually moving data into a tool where it can be used immediately. Additionally, a lot of our automation for growth is around onboarding or generating leads for our sales team, which frankly needs to be automated. Getting a welcome email two weeks after the fact is strange and will result in a significantly lower conversion rate.

PRINCIPLE #4

Create authentic rapport.

It all comes down to people. And good marketing campaigns are about people.

They're about the target audience: their fears, motivations, needs, wants. When recreating or automating campaigns, we need to create that rapport and trust. We're creating a system that mimics human people as closely as possible. What would a sales rep do if they had unlimited time and data? How would they handle our leads? The automation must feel authentic to the end user so as to create the rapport before they engage.

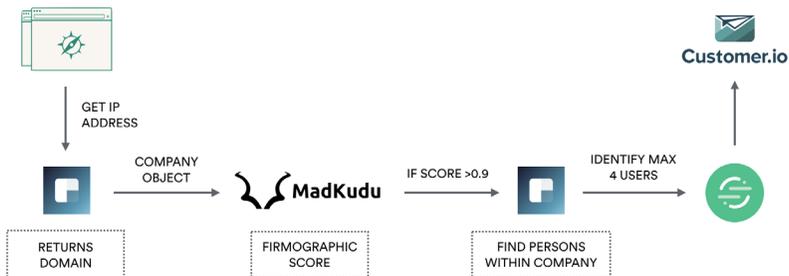


EXAMPLE 2

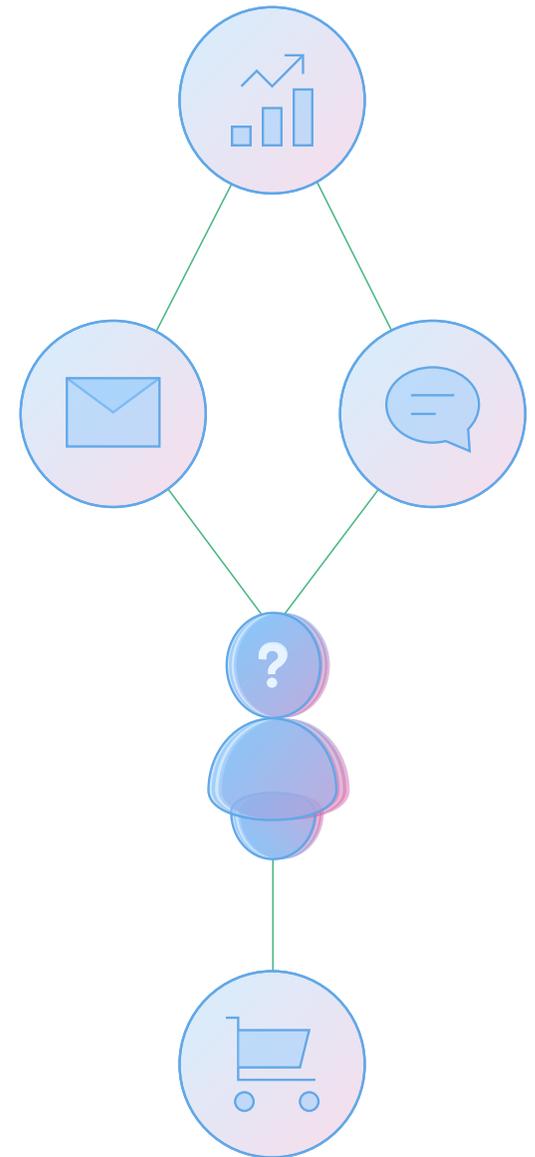
Finding outbound opportunities with anonymous traffic

PROBLEM

When anonymous visitors come check out our website, the only way for us to get them to come back to our site is via retargeting campaigns. But what if there are ways for us to create personalized, targeted outbound email campaigns that consistently generate sales opportunities?



2.1. From an anonymous IP address, we can look up the company. When the lead score is acceptable, we then find specific individuals and automate an outbound email to them.



SOLUTION

There is one way to identify anonymous visitors based on their traffic: the IP address. Segment's client-side javascript library automatically collects this, which is then sent to Clearbit to identify the company domain. The returned company object can then be sent to MadKudu for predictive lead scoring. If the score exceeds a certain threshold, then we send that to Clearbit again to find an email address. Finally, the email address is added to an outbound automated email campaign in Customer.io.

This campaign currently identifies about 1,000 domains per day. This equates to 60 net new qualified companies (exceeding the score threshold) and 300 net new contacts per day.

In the spirit of automating the intentions and actions of a real sales rep, the Customer.io campaign is setup as a "double fake forward"—the "original" email is seemingly generated by a bot, which is then forwarded from my email to one of the sales reps with an additional blurb about the outbound campaign and why the prospect might find this valuable, which is again forwarded to the prospect from the sales reps email. And of course, this entire thing is one big email template.

Hi Megan,

Venice here from Segment. I was speaking with Guillaume (our VP of Growth) earlier today and he came up with one of his crazy experiments.

Not wanting to sound creepy, but he tells me that someone from [REDACTED] might have visited our site (see below). Would that person have happened to be you? If not, can you point me in the direction of who Segment seems most applicable?

Otherwise just let me know and I'll let Guillaume know his experiment didn't work :)

Thanks,

Venice Patrie, Growth Manager @ [Segment](#)

----- Forwarded message -----
From: **Guillaume Cabane** <guillaume.c@segment.com>
Date: Thu, Dec 1, 2016 at 6:21 PM
Subject: New domain identified: [https://\[REDACTED\].com](https://[REDACTED].com)
To: Venice Patrie <Venice.Patrie>

Hey Venice,

as discussed I've been working on a small side project these past evenings, which supposedly identifies companies visiting Segment's website.

I checked their website ([REDACTED]) and saw that they're using Google Analytics, Optimizely, and New Relic. Super relevant right??

Could you please look them up on LinkedIn and see if you find people in product or engineering that might match?

Maybe I'm getting too excited. Let me know how it goes!

BR,

G.

----- Forwarded message -----
From: **Segment bot** <bot@segment.com>
Date: Thu, Dec 1, 2016 at 4:42 PM
Subject: New domain identified: [https://\[REDACTED\].com](https://[REDACTED].com)
To: Guillaume Cabane <Guillaume.Cabane>

New domain identified: [https://\[REDACTED\].com](https://[REDACTED].com)

<https://segment.com/docs/integrations/klaviyo/>

2.2. An example of an outbound email template that gets populated with dynamic data from Segment and Clearbit.

RESULTS

Not only have the results been positive, but the reception of this outbound approach has also been well received by our prospects. This campaign currently achieves a 71% open rate.

Is this creepy? Here is an example response to the right.

Notice how the person we emailed did transfer our email to two other people, who in turn transferred it to another, who then replied to us.

Not bad for a cold email, right?

Hi Venice,

I have definitely been looking into ETL as a service solutions. I was considering Segment.

If you are free to hop on a call with me today, that'd be great.

My number is [REDACTED]. Give me some time slots that work for you.

Thanks,

Bernard

Product at [REDACTED]

On Fri, Dec 2, 2016 at 10:32 AM Shelley <[REDACTED]> wrote:

----- Forwarded message -----

From: **Winston** <[REDACTED]>

Date: Friday, December 2, 2016

Subject: Re: Fwd: New domain identified: [https://\[REDACTED\].com](https://[REDACTED].com)

To: Shelley <[REDACTED]>

FYI

Henry [REDACTED]

Head of Product

[https://\[REDACTED\].com](https://[REDACTED].com)

2.3. An example of a successful response from this campaign. Names and words changed for privacy.