

WHITEPAPER

 MessageGears

Speed Matters

How to Accelerate Your
Data-Driven Marketing



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INTRODUCTION

Enterprise Marketing is Moving Faster Than Ever

If you're not sprinting forward, you're going backward. That's the reality of enterprise marketing, as technology hurtles ahead unstopably. It can be intimidating, but you must move fast — adapting to technological advances and the most recent customer behavior, while avoiding technology that forces you to wait rather than execute — because it's what your customers expect. They'll leave the enterprise brand that can't keep up for one that can.

You see evidence of it everywhere when you look at the trends: speed matters in marketing. In a recent Hubspot survey:

82%

said they expect a response in 10 minutes or less to any marketing or sales questions

20%

said they'd read text on a page versus

80%

who'd prefer a video

60%

said mobile experience is very important when deciding what brand to buy from

The first five seconds of page-load time is crucial for conversion rates. Every second after five seconds drops conversion rates by

82%

Consumers' patience isn't endless, and marketers must act on this. Not only does your brand need to keep pace with consumer change, but your technology partners need to not hinder you along the way.

Every extra week it takes to transition to a new martech tool impedes necessary work. Every hour you wait for your ESP's customer service team to help you is an hour you can't complete a key task. Every minute your data takes to sync with that ESP is a minute you can't reclaim.

Brands like yours are disrupted by smaller, more nimble brands every day, as these smaller companies hire smart talent energized by the chance to move fast and take risks that larger brands don't.

But not only are consumer expectations for enterprise brands not lower, they're higher. Consumers don't care that there's red tape making it difficult to move fast. When the digitally native disruptor sends them personalized messaging and gives them a quality mobile experience, they wonder why a company with fewer resources can get that done when the Super Sender can't.

Speed is critical in today's enterprise marketing, and moving faster in every aspect of your marketing can alter everything about your business. The right technology partners empower you to make that happen.

Accelerating Can Change Everything

The idea of being able to move faster probably appeals to you on the surface. After all, what marketer wouldn't say they want to do more with their time? The next marketer who feels like they have plenty of time to do everything they want to do will be the first.

But have you really thought about all the advantages speed can gain you and your team? There are so many ripple effects of moving faster and being nimble when it comes to enterprise marketing. It's worth looking at some of the impacts hitting the accelerator can have on your cross-channel marketing strategy.

Keep up with your customers' activities

As an enterprise company, you have millions of customers who are constantly interacting with your brand. Day and night. 24/7/365. There is no time in which new customer information isn't pouring into your system, from purchases to near-purchases to new customer registrations and complaints.

Abandoned cart campaigns are a good example of when you can tell a slow-moving enterprise from a fast one. For the slow-moving ones, abandoned cart messages can take hours — and, sometimes, as long as a day or so — to process and send out because that's how long it takes for their data to sync with their ESP's marketing cloud. This process often takes so long that the customer has either moved on and purchased elsewhere or is now

confused because they think a purchase they made didn't go through.

For fast-moving enterprises, though, these abandoned cart campaigns go out at exactly the interval they've deemed is most effective at converting. Because they've invested in messaging technology that connects directly to their data, their campaign reflects the most up-to-date and accurate information. So the company knows they're landing in the inbox of someone who abandoned their cart for some reason and is unlikely to have gone elsewhere to buy yet. Speed makes all the difference.

“ So much of moving faster is about having the right technology that allows you to just go ”

Accelerating Can Change Everything

Stay relevant

So much of moving faster is about having the right technology that allows you to just go. No roadblocks. No slowdowns. No painstaking processes for getting everything synced up. When you need to send a campaign, you just build the audience, set up the creative, and get it out the door.

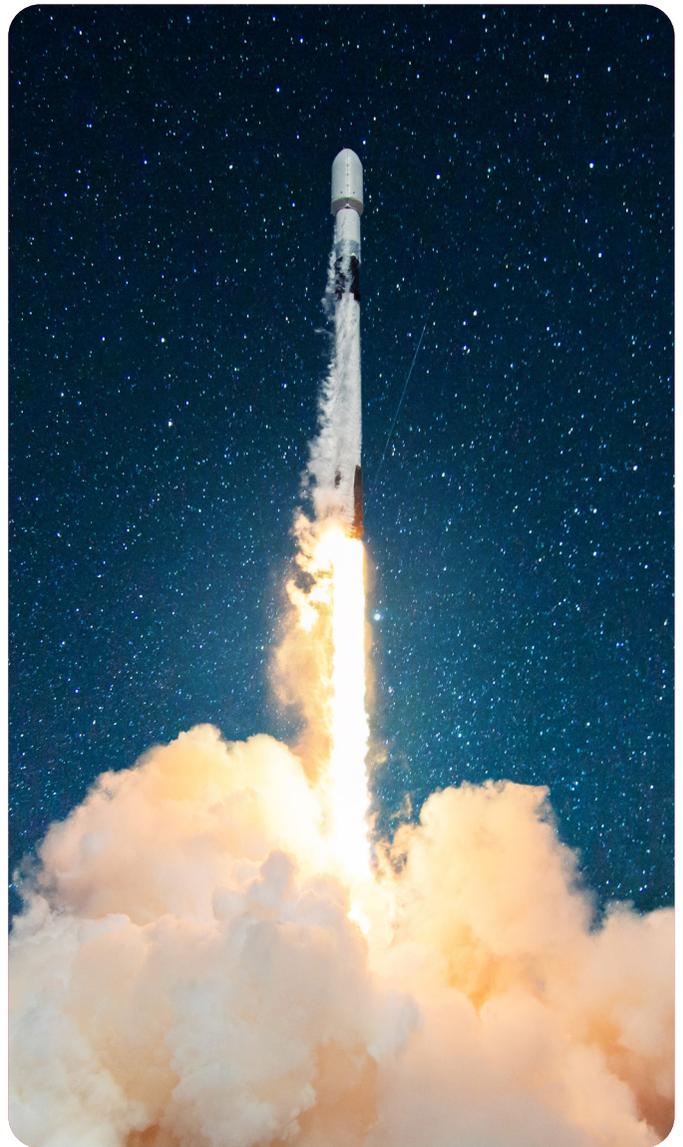
Why does the technology matter so much? Because a direct data connection is the spark you need to get these speed gains. It's where everything starts. That's how you stop copying and shipping data out, waiting for syncs and hoping feeds don't break down. And it's how you cut I.T. out of the daily routine so you can just get stuff done.

Speed means the campaigns are based upon better, more recent data, which means they're more personalized and relevant to your customers at this moment in time. Loyalty points are accurate based upon their most recent activity. Product recommendations are based upon their most recent purchases rather than ones from days or weeks ago — hopefully even rendered on message open to make it as recent as possible.

Have a happier team

Let's face it: no marketer likes to work for a stuffy, staid organization. They might do it anyway if the pay is good or if other factors can have it make sense for them. But it's often just a job.

Speed changes everything, though. Speed means creativity. Speed means fun. It allows them to feel empowered, that they're not only trusted to make quick decisions but provided with the tools that allow them to do so. The marketer can "Dream and do,"



coming up with a new campaign idea on the train into the office and knocking it out that day.

Slower teams aren't just less effective, they're also less interesting to work with. No one wants to spend all their time at work wading through seemingly endless operational tasks. They got into marketing to find creative ways to promote your brand.

That's exactly why you need to accelerate. And the time is now.

How MessageGears Helps You Go Faster

If moving faster is one of the biggest keys to success, the question then becomes how to get there. It's not something you can just decide to do. You need to make a series of decisions with that goal in mind, and keep working toward making it a priority.

None of those decisions is going to be more important than the martech solutions you partner with to make it possible for you to hit the throttle as hard as you want to. MessageGears is built with speed very much in mind, especially for the enterprise marketing teams that need it the most. Here's how we do it:

We connect directly to your data

The biggest key — and the most important thing we do differently from everyone else — is that our customer marketing platform connects directly to your data wherever it lives. That means no more copying data in order to send it up to your ESP's marketing cloud. No more waiting for that data to sync or for your feed to refresh.

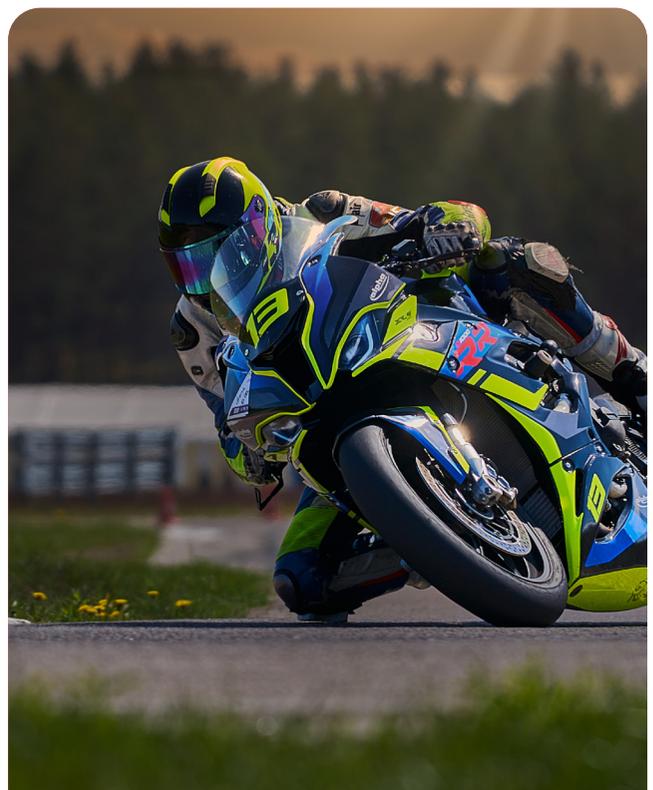
Not only that, but metrics come through in real time as well. Instead of waiting a day or longer for results to post for your latest campaign, MessageGears provides you with live data on campaign performance. You can know right away what's happening, allowing you to make decisions and plan on the fly, with the confidence that comes from having the numbers to back you up.

So while the competition is still stuck with the technology of the early 2000s, trying to fit a square enterprise-sized peg into a round mid-market hole, your marketing team is working with technology built specifically to solve their problems and to help them move as lightning-fast as they want.

We provide the support you need

While having the right technology in place is important, if issues are always lurking around the corner, the technology will only get you so far.

That's why MessageGears provides personalized, white-glove support to every client we bring on board, offering 24/7 support and a dedicated



How MessageGears Helps You Go Faster

representative to ensure all your needs are taken care of not just until you're on board but as long as we're working together.

Not only does that sort of peace of mind allow your marketing team to act with more confidence, knowing that MessageGears has their back to walk them through any challenges they have, but it also means that any little obstacle is overcome far faster than it would be otherwise.

The technology gets out of the way

You have a talented group of people on your marketing team, and they want nothing more than to be turned loose to do their work with minimal interference from the technology they're using.

MessageGears is built to empower your marketing team, not to steer them in some particular direction or to stifle their creativity. The point of marketing is to think of new, innovative ways to reach your customers, and then to execute those plans. That's when the job becomes fun, and when the results start to show.

As Rakuten VP of Analytics Mark Stange-Tregear said, "Once you put MessageGears on top of your data warehouse, you can do pretty much anything you can think about, and the technology just gets out of the way."

Not having to worry about your technology creating speed bumps means you can't help but move faster, and the sky's the limit on what you can do from there.



...being able to get someone who can actually help on the phone right away is one of the biggest keys to moving fast in today's marketing world.





MessageGears + Snowflake Help OpenTable Take Full Control of their Data

Even with all your data in the right place, the wrong tools can make it all break down

As a major digital hospitality brand, OpenTable has a deep need for rapid, complete access to massive data sets in order to reach their customers with the types of personalized messaging campaigns that they expect across mobile and desktop. However, even after investing in Snowflake as their data warehouse, their marketing efforts still couldn't keep up because their ESP and CDP made them ship copies of their data to get anything done - adding overhead. Bringing in MessageGears' Customer Marketing Platform and connecting directly to Snowflake allowed them to get full access to their customer data, live and in real time, so they could finally maximize its potential.

Problem:

**The data is there, but
they can't get to it**

Prior to investing in MessageGears + Snowflake, OpenTable was struggling with their data situation with an ESP and a separate CDP that both forced them to work with aging copies of their data. Their process to get that data over to their ESP was very

clunky and slow:

"Across those three channels, there was a huge data lag because of just the amount of syncing that we had to do," OpenTable Senior Technical Engagement Marketing Manager Joseph Lee said. "And because of those lags, we were limited on the amount of tests that we could send. If the data sync takes 4-6 hours, it's already around noon. Which means we can't really optimize for send-time optimization, which a lot of marketers are really eager to see."

They were constantly having to create multiple copies of their customer data, which ended up taking a lot of time. If a data feed got broken or out of sync, it required hours of technical work to get them completely synced again. They also had a great deal of difficulty implementing new programs, because the data was lagging significantly. That generated frustration on the teams because it



MessageGears + Snowflake Help OpenTable Take Full Control of their Data

was really hard to have to wait on things all the time. And the constant duplication and distribution ended up costing them a lot of time and money.

With their CDP process, they had to dump data into their CDP. It took around six hours for them to calculate everything, so the marketing team had to wait in order to send campaigns out in a specific order, and to prevent users from receiving an excessive number of emails in a given day.

Solution:

**Use Live Data in Snowflake
with MessageGears**

Because MessageGears plugs directly into OpenTable's Snowflake database, MessageGears can directly read, without copying anything, all of the customer data they've collected. This made a huge impact on the way OpenTable approached their messaging strategy because, as soon as their ETL process or their daily data cleanup process was finished, they were able to access their data in the campaign environment immediately.

"There's no more data syncing from an old system into another system," Joseph said. "All of our marketing channels sit on top of Snowflake. MessageGears does the deployment. So all of our personalized emails can then trigger off of this snowflake data set. It goes out, and then it stores right back into Snowflake — which is also a huge plus."

When it came to their CDP, MessageGears introduced the OpenTable team to MessageGears Segment, which utilizes the direct data connection to plug directly into the Snowflake environment and provided OpenTable with a marketer-friendly interface to build custom audiences and journeys using their live data as it flows into their database. That allowed MessageGears Segment to combine with Snowflake to play the role of a CDP, but with the added benefit of the direct data connection in order to eliminate all the time-wasting nightly syncs they had to perform with their old data platform.

Results:

**Reduced costs and
processing time, enhanced
customer experience**

After moving over to MessageGears, OpenTable brought the ETL process entirely within Snowflake, making their data processes run much faster. And on the campaign side, they're able to see data a lot sooner, helping them to always come up with new ways to entice users and provide value to their customers. By accessing all of their data in any format it's stored, OpenTable has been able to onboard and execute marketing programs far faster than anticipated.

"Migrating platforms was just a lot faster," Lee said. "And now we're able to run a lot more tests because data is available to us. And so it really opens us up to a lot more opportunities from an email and push perspective"

MessageGears + Snowflake Help OpenTable Take Full Control of their Data

Not only did they save time and enhance personalization opportunities, but the combination of MessageGears + Snowflake allowed OpenTable to heavily reduce costs across the board by cutting out copying and shipping of data to unnecessary third-party remote vendors. That meant no more endless confusion and frustration for marketers and the I.T. team, from having to constantly create data points and transfer them over, with inevitable errors and broken feeds and the need to keep everything in sync.

“I felt like that was a huge game changer for us,” Lee said. “And on top of that, MessageGears has all of the features that a lot of these other ESPs already have. So there’s nothing that’s being missed ”



Quick and Easy Migration to MessageGears

WK 1 WK 2 WK 3 WK 4 WK 5 WK 6 WK 7 WK 8 WK 9 WK 10 WK 11 WK 12

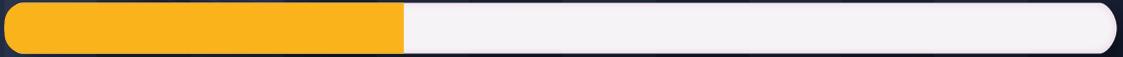
Data Access

Figure out what kind of customer you are: do you merely ship lists up to your ESP's marketing cloud, or are you filtering and building campaigns into their system?



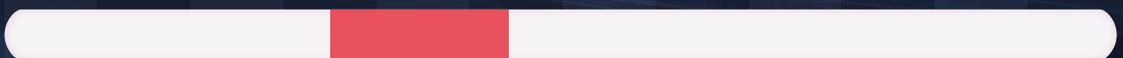
Metrics

Understand which business metrics you want to test so you can have everything set up and ready to use when you're up and running



Planning

Identify the analytics you need. We allow you to build that. How long will it take to find the triggers and data to set up your campaign?



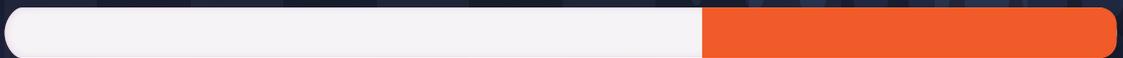
Templates

Set up your templates and base templates for the brand you're presenting. Put thought into how dynamic your brand is; make sure you lay down your template so it can be dynamic



Campaigns

Migrating your programs and campaigns



Everybody says that transitioning over to their platform is going to be quick and simple, but we wanted to show you exactly what we mean when we say that. **This is a realistic, common timeline our customers follow when migrating from a traditional marketing cloud ESP Marketing Cloud over to MessageGears Message.**

You can see precisely the time we expect these

handful of steps to take, and what's involved in each. Our Customer Success team is with you every step of the way, providing whatever support you need to be comfortable and to get your team prepared for a successful transition. And not only that, but MessageGears Segment and Engage are available too, with much quicker add-on capabilities that can help you get key wins along the way, even before your transition is complete.

What It's Like When You Have the Speed You Want

Maybe all this talk of speeding up and streamlining marketing processes has piqued your interest. You agree that there could be value there, and maybe your current messaging platform is throwing up too many obstacles. Perhaps MessageGears could even play a role in helping you hit the accelerator.

What does that ultimately mean, though? Here are some real-life examples of how MessageGears empowers marketers to dream up amazing, personalized messaging campaigns and then execute them without anything getting in the way and slowing them down.

Plug MessageGears Segment into your database

OpenTable had plenty of plans for how to utilize their data once they invested in consolidating it in Snowflake, but they kept running into walls with their ESP and CDP. Because there was no direct connection to Snowflake, there was a lot of start and stop to coincide with their nightly syncs.

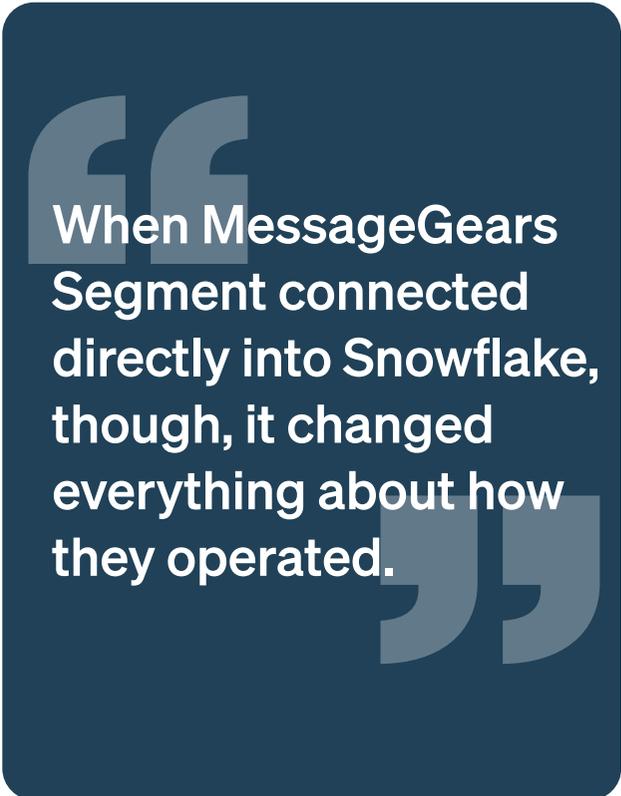
When MessageGears Segment connected directly into Snowflake, though, it changed everything about how they operated. With those nightly syncs eliminated, they could see all the data and any changes immediately, greatly speeding up their processes.

And that meant campaigns that would have been far too difficult, frustrating, and time-consuming

previously suddenly became simple and straightforward to execute, freeing the marketing team to do what they do best.

Migrate smoothly with unprecedented workflows

After MessageGears plugged directly into their Google BigQuery database, Blue Nile was able to begin sending production email marketing campaigns just three weeks after installation, quickly following up with sending triggered and



When MessageGears Segment connected directly into Snowflake, though, it changed everything about how they operated.

What It's Like When You Have the Speed You Want

transactional SMS messages to their users. The entire migration process took just six weeks, far faster than they anticipated.

The switch gave them a complete and up-to-date view of their customers at all times, creating the opportunity for advanced targeting during campaign segmentation. In addition, fully owning their source of truth for customer data with that direct data connection both lowered their overall costs and significantly cut down on back and forth with the I.T. team. That allowed their marketers to execute programs and campaigns faster while having better flexibility to adjust to changing market demands.

Use Engage to decrease database strain

One of our large retail clients wanted to be able to personalized recommendations on their website to customers based upon the items they'd viewed and purchased recently. But their tech and BI teams couldn't figure out how to do it without overloading the database with constant API queries.

With MessageGears Engage, they could copy a cache of data in the MessageGears cloud to make it available and highly performant for Movable Ink to get the data to their website in real time. Because the data they were accessing was held outside their main database and MessageGears Engage was set up to be able to handle unlimited API calls, they didn't have to worry about database strain and could simply execute the campaign they wanted.





Delivering Cross-Channel Messaging Success

MessageGears is the only customer marketing platform built for today's enterprise. Powered by Accelerator technology, MessageGears is a radically different enterprise software company, delivering advanced customer segmentation and message personalization and delivery that simply outperforms other enterprise marketing clouds and data platforms. Through direct data access and innovative platform capabilities, marketers can deliver compelling customer experiences at massive scale, faster and more flexibly than ever before. MessageGears has transformed what marketers thought was possible at major brands like Expedia, Rakuten, T-Mobile, and Chick-fil-A. Learn more at messagegears.com.

For more information, please visit www.messagegears.com

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Segment

MessageGears Segment provides a powerful segmentation engine designed for marketers who want to understand their users and deliver seamless, relevant experiences across any touchpoint.



Message

MessageGears Message is a one-of-a-kind cross-channel orchestration product that connects to your customer data and helps you build personalized messaging campaigns that deliver results.



Engage

Utilizing MessageGears Engage provides you with an always-accessible segment of your live data to connect to any third party in order to build highly personalized campaigns in real time.