



Access Email Marketing

Your Recipe for Program Success





CONTENTS

02 5 Reasons to Use Access Email Marketing

05 What's Included In Our Email Program

06 Sample Member Email Flows

07 Email Marketing FAQ

10 Access Email Statistical Comparisons

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Between August 2017 and January 2018, email marketing increased member engagement by **97%** compared to the previous six month period. We've proven repeatedly that those members you communicate with frequently renew at a **5%** higher renewal rate.

Access Client

5 REASONS TO USE ACCESS EMAIL MARKETING

At Access, our number one priority is to help make your membership program a success. We have more than 35 years of specialized membership marketing experience, which has enabled us to develop an email marketing program catered specifically to driving high registration and usage rates for our clients. Here's how we do it.

1

We have Email Marketers Specialized in Membership Marketing

Access employs marketers and content creators who know how to reach and engage a membership program audience. This allows us to deliver high quality emails and campaigns that are well-written, designed, and built to drive high conversions.

Content strategists

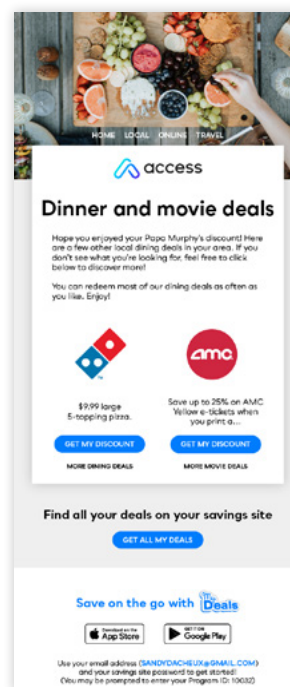
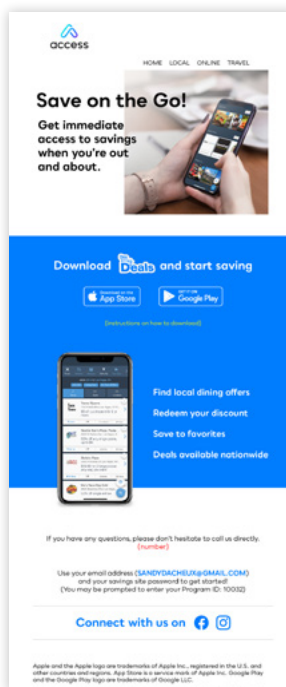
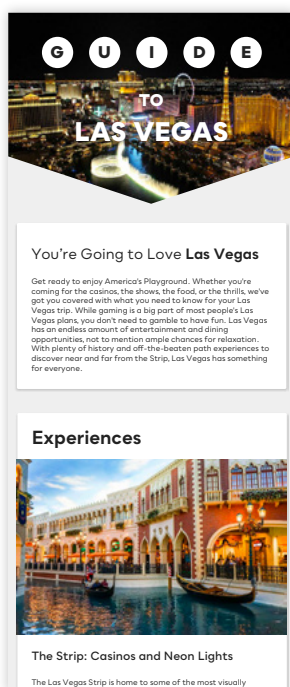
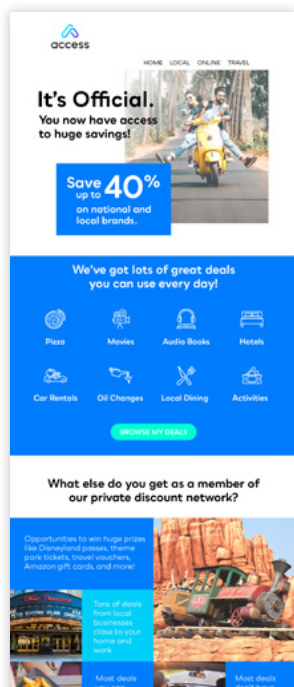
Produce quarterly email marketing calendars and email campaigns that drive ongoing engagement, usage, and registrations.

Email developers and marketing automation specialists

Use Salesforce Marketing Cloud to build and code emails and manage and analyze data.

Senior writers and designers

Create messages and designs that show the value of your discount program in a clear and visually compelling way.





5 REASONS TO USE ACCESS

EMAIL MARKETING CONTINUED

2

We Handle Logo Approvals.

Each merchant featured in an email requires logo approval before it is sent. The entire process takes about 14 business days to complete for each deal in every email. This process is repeated weekly for each email we send. Clients who decide to do their own email marketing will not have access to these merchants to promote them in their emails. However, we can take care of that for you at no charge.

3

We Have a High ISP Ranking.

Internet Service Providers (ISPs) are constantly monitoring the quality of emails coming into their members' inboxes. If they notice emails not being opened by users over a period of time, two things may occur: 1) The emails will be flagged and will show up lower in inboxes or sent to SPAM, or 2) The ISP will block all emails coming from a specific email service provider.

Higher inbox placement

One reason our emails have such high open rates is because of our high ranking with ISPs. Showing up in the top spot in inboxes increases the likelihood that your emails will be seen, opened, and read by members.

Low risk of being blocked or SPAMed

Other benefits to having a high ISP is keeping emails out of members' SPAM folders, where they're unlikely to be seen, and not being blocked by ISPs altogether. Once your email service provider has been blocked, it's extremely difficult and costly to unblock it.

4

We've Created a Sophisticated and Intelligent Marketing Automation Platform.

We believe the key to running a successful discount program is using a robust and intelligent email marketing platform. Access has made a significant investment in Salesforce Marketing Cloud to ensure the right content goes to the right person at the right time.

Artificial intelligence, marketing automation, and a robust data warehouse

These are just a few of the many tools Access employs to create and send emails that are highly targeted and personalized for each client group and user.

User-driven email marketing

This is another powerful extension of Access email marketing. This intelligent marketing automation tool is able to serve up unique offers to each member based off of their in-app behavior, recent purchases, and current location.



5 REASONS TO USE ACCESS EMAIL MARKETING CONTINUED

5

We have record High Results.

Access takes great pride in achieving results way above the industry standard. Our success is our clients' success.

▶ **High email open rates**

Our average email open rate is 32%. Industry average is 14.92%*.

▶ **High email click rates**

Our average click rate is 4%—triple that for our user-driven emails. Industry average is 2.3%*.

▶ **Low opt-out rates**

Our opt-out rate is .10%. Industry average is between .10% and .40%*.

High program registrations rates

Access's new welcome email campaign series delivers between a 20 to 34% registration rate. Historically, it was 14%, which is still triple the industry average.

High usage

Members of client groups who use Access email marketing see almost triple the number of monthly savings than those who don't. Clients using Access email marketing see a 12.1% monthly redeem rate per active user. Clients who don't use Access email marketing see a 3.6% monthly redeem rate per active user.

*Mailchimp 2018



USAPA exceeded its goal of
40% enrollment
within the first four months by using
Access's email marketing program.



WHAT'S INCLUDED IN OUR EMAIL PROGRAM

» Welcome email campaign series

Includes multiple emails that introduce your program to your audience and invite them to register and start redeeming.

» Members receive up to 4 weekly newsletters a month

All members receive up to 4 newsletters a month.

» Members receive up to 4 promotional emails each month

The number depends on member engagement and content eligibility.

» Email marketing calendar

Upon request, each client will receive an email marketing calendar before the start of each quarter. It will show all regular emails going out each week (including newsletters) and special promotions or campaigns. Calendars will also show themes and categories that will be promoted in each email.

» Experiences that surprise and delight

A few times a year, Access provides multiple opportunities for clients to deliver fun experiences to their members in the form of contests, giveaways, flash sales, and more. These experiences are exclusive to email.

» User-driven emails

Personalized emails that deliver recommended deals based off of recent purchase behavior and member location.





We knew launching this program would require some effort, but we didn't imagine it would take off this quickly.

Vicki Rodgers,
Assistant Manager of
Member Benefits at CTA

The California Teachers Association (CTA) met their goal of 10% enrollment within the first six months. They have 350K members. Email was the primary driver of enrollment.

SAMPLE MEMBER EMAIL FLOWS

-  = Recurring monthly emails
-  = User-Driven emails

UNENGAGED MEMBER

Members who haven't opened any emails in 6 months.

Pause email campaigns.

After a set period of time, this group will be added to an incentive or re-engagement campaign.

If members engage with campaign, they'll be sent to "moderately engaged" flow. If not, they'll continue to be paused.


TOTAL

Between 0 to 3 emails a year.

LOW TO MODERATELY ENGAGED MEMBERS

Members who open one to six emails in within 6 months.

Every member receives between one to two Tuesday newsletters a month.

 User-Driven email: recommends deals based on a recent redeem from email or website.

One Friday a month, qualified members receive a theme park email.

Only sent to members who either live close to the featured theme park or have purchased tickets in the past.

Every member receives a travel email one Friday a month that highlights popular destinations, hotels, car rentals, activities, etc.

Every member receives a "new merchant" email with local dining deals one Friday a month.


TOTAL


Between 3 to 6 emails a year.

HIGHLY ENGAGED MEMBER


Members who open more than 6 emails in within 6 months.

Every member receives between one to two Tuesday newsletters a month.


 Receives recommended deals based on a recent redeem from email or website.


 If redeemed deal, receives another email with more recommendations.

One Friday a month, qualified members receive a theme park email.

 Receives a theme park destination guide after purchasing tickets.

Every member purchasing tickets receives a travel email one Friday a month that highlights popular destinations, hotels, car rentals, activities, etc.

 After booking a hotel in a popular destination, receives a travel guide.

 After hotel checkin, receives a list of the local dining deals and activities in the area.

Every member receives a "new merchant" email with local dining deals one Friday a month.

TOTAL

Minimum 4 each month.
Up to 9 each month.



EMAIL MARKETING FAQ

► What is your email security policy?

We adhere to email compliance laws applicable to our clients and their membership bases--U.S. (CAN-SPAM and abroad (CASL, etc.). Opt-outs are present in all commercial emails. Members can opt-out of emails at any time. Our opt out feature is applicable solely to the emails Access sends on your organization's behalf.

► Do I have to use all of the email campaigns in order to participate in Access's email program?

You don't have to use all of our campaigns. However, they have been created to work cohesively in driving ongoing usage and engagement. If you have more questions about how they all work together, one of Access's marketing team members would be happy to walk you through the strategy.

► How will I know what type of content and deals will be sent to my members each month?

You can will receive a quarterly marketing calendar which will show you the types of deals and promotions that will be featured for each month in that quarter.

► What makes your email marketing different?

We treat your members like they're our own. We don't share their emails with third parties, we don't spam their inboxes, we don't force them to engage, and we don't send them content they don't care about. We aren't in the business of annoying people. We are in the business of delivering value and building strong relationships.

Our goal with our email marketing strategy is to help you market your discount program in a way that drives more value to your members or employees and keeps your business in a positive and trusted light.

What We DON'T Do:

- Use member emails to market non-program related content or products.
- Flood member inboxes with tons of irrelevant and useless content.
- Share our clients' member emails with third parties.
- Keep sending emails after members opt out of them.
- Send your audience deals that are not consistent with your brand values and identity.



EMAIL MARKETING FAQ CONTINUED

► How many emails will my members receive each month?

On average, members will receive at least 3 emails a month depending on their level of engagement and content eligibility. Members who are more engaged (opening emails and redeeming regularly) will likely receive more emails.

► Will sending too many emails hurt usage and engagement?

It will if you're sending tons of content your members don't care about or want. That's not how we do email marketing. We are extremely focused and strategic when it comes to delivering content that is targeted, personalized, and relevant to each member. That's why we can boast higher-than-industry average open rates, click rates, redemptions, and money saved.

The fact is, your members don't have to receive emails if they don't want to. They have complete control over their experience. We send more to those who want them and less to those who don't.

Here is a comparison of monthly savings and usage for two Access clients--one whose members only receive one email a month and the other whose members receive more than three a month.

One email per month = 4,200 redemptions and \$99K savings

Three emails per month = 8,000 redemptions and \$243K savings

► What if my members don't want to receive emails?

They can opt out of receiving emails at any time in every email. At that point they will no longer be receiving emails promoting your program. Generally, most of our subscribers don't opt out, which means they are likely seeing continued value. Our opt-out rate is on average about .1% or less. A .3% or higher isn't good and could mean members feel they're being spammed or content isn't meeting their needs.

► Will opting out of our discount program emails automatically opt members out of our other emails?

No. When members opt out of receiving email promoting your discount program, they will still receive future emails from your organization.

► When would I launch the welcome campaign series launch for my program?

New programs are launched every Wednesday.

► What happens after members receive the welcome campaign series?

Once members register and have received both campaigns in the welcome series, they will begin receiving emails from our recurring monthly emails. These emails include weekly targeted newsletters and promotional emails that cater to the needs and preferences of your members.



EMAIL MARKETING FAQ CONTINUED

► What's included in the weekly newsletter?

Each weekly newsletter highlights deals that cater to a specific theme as well as deliver a weekly consumer tip. Some of our themes include: back-to-school savings, top member redeems (for your program), Mother's Day gift ideas, summer travel tips and hotel recommendations, car care deals, local dining options galore and more!

Note: Each newsletter is customized to deliver content that correlates with your program's subscription model.

► When do newsletters go out?

Every Tuesday.

► When do promotional emails go out?

Every Friday.

► What other types of emails do you send?

Each Friday, your members could receive emails that focus on these categories: travel, theme parks, new merchants, local dining, and more. Not all members will receive every one of these emails. They are sent based on member location and/or program activity.

► If we give you our members' email addresses, how will you protect their privacy?

We take data privacy serious and do not share our clients' member or employee information with anyone. Access will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy. No transfer of your personal data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal data, we cannot guarantee its absolute security.



Every day we're enrolling more members, and they look forward to the emails they receive from Access about new merchant offers.

David Williams,
Associate Executive Director at OEA



ACCESS EMAIL STATISTICAL COMPARISONS

	Access Email Groups	Non-Access Email Groups
Email open rates	32%	14.9%
Email click-thru rates	4.3%	2.30%
Opt-out rates	0.10%	0.40%
Conversion rates	12.10%	3.60%
Merchant Content Availability	Access to all Merchant data, assets, and logos	Limited access to merchant assets and logos
Logo Approval	Access handles entire logo approval process	Clients must manage their own logo approval process (with limited merchants)
Average Member Monthly Savings	\$3.3 million	\$1.3 million
Registration rates	27.3%	5.95%
Deep linking to categories and deals	Quick and easy build and implemention	Labor intensive and limited accessibility