# Access Email Marketing

Your #1 Marketing Tool for Program Success

access

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Members are **14 times more likely to register and 9 times more likely to redeem a deal and book travel when Access emails them.**

# 5 REASONS TO USE ACCESS EMAIL MARKETING

At Access, our number one priority is to help you market a successful discount program. Our 35+ years of membership marketing experience gives us the expertise and insight to help you build and maintain high engagement with your audience. The number one tool to help you achieve this is our Access Email Marketing program.

## 1 #1 Marketing Channel for Program Sign-Ups and Usage

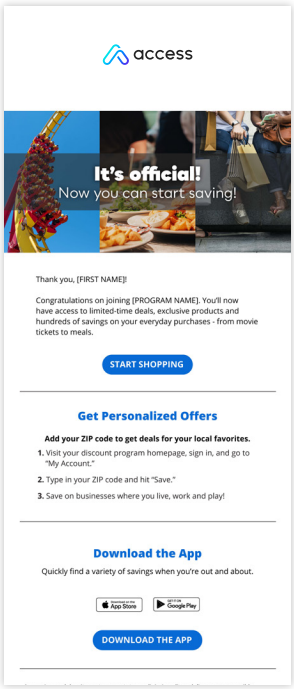
Access Email drives more traffic, sign-ups, redemptions, and travel bookings than any other channel. Plus, we significantly outperform all other industry email metrics.

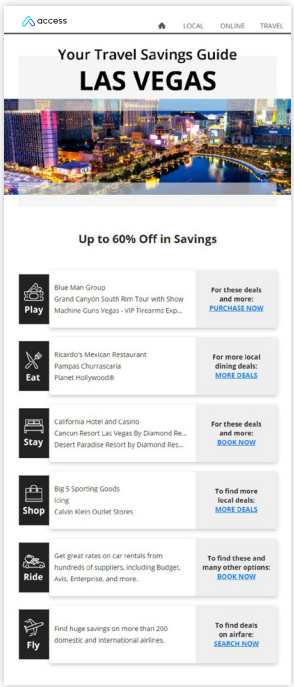
| OPEN RATE | CLICK RATE | SPAM RATE |
|---|---|---|
| **26%** | **3%** | **.01%** |
| *Industry*: 18%* | *Industry*: 2.6%* | *Industry*: .1%* |

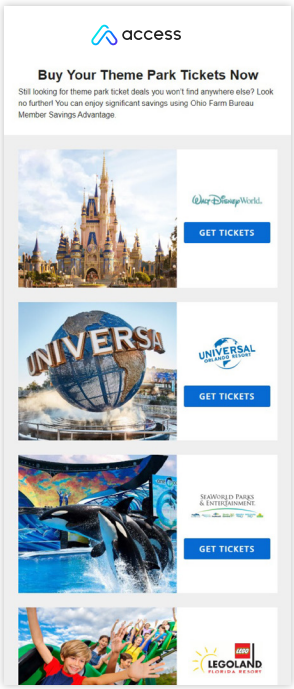
## 2 No Extra Costs to Participate

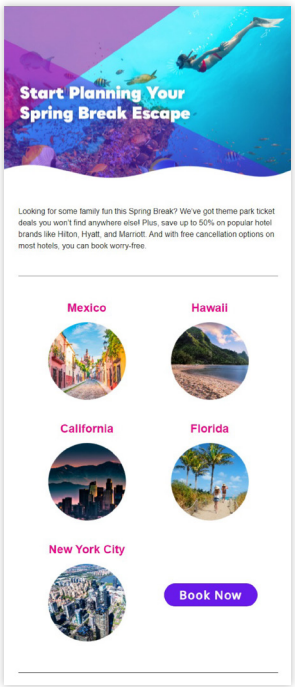
Our email marketing program is included. You pay nothing, and we do all the heavy lifting required to send successful email campaigns. This includes email writing, designing, coding, and sending.

### Samples of Access Emails




* 2021 Industry Email Stats by Constant Contact

# 5 REASONS TO USE ACCESS EMAIL MARKETING CONTINUED

## 3 Logos Preapproved and Ready to Go

Each merchant featured in an email requires logo approval before it is sent. The entire process takes up to 14 business days to complete for each deal in every email. This process is repeated weekly. Clients who decide to do their own email marketing will not be able to use these merchants in their marketing unless they get permission from Access and go through our logo approval process.

## 4 Outstanding Email Send Reputation

Internet Service Providers (ISPs) are constantly monitoring the quality of emails coming into user inboxes. If they notice emails not being opened over a period of time, two things may occur: 1) emails will be flagged and sent to spam, or 2) the ISP will block all emails from getting delivered. Because of our high ISP rating, most of the emails we send for our clients get top inbox placement.

### Higher Inbox Placement

Showing up in the top spot in email inboxes increases the likelihood that your emails will be seen, opened, and read by members.

## 5 Personalized Email Communication

We believe the key to driving program adoption, usage, and loyalty is being able to deliver the most relevant and compelling offers. Access has made a significant investment in its email technology to ensure the right content goes to the right person at the right time.

### User-Driven Email Marketing

Our user-driven emails help maximize the value and savings your highly engaged members get from their program. These targeted emails also help drive repeat usage and program loyalty. Each serves up personalized, one-to-one offers based on an individual's recent in-app behavior, purchases, and location.

> Really like how easy it is to use the digital assets and love the email marketing that Access does on our behalf. It really does make a difference in generating a response and engagement.
>
> - Amy B., ASA

# WHAT'S INCLUDED IN ACCESS EMAIL MARKETING

Our Email Marketing Program is designed to help build awareness for your discount program and keep it top-of-mind with members. Here are a few of the emails and campaigns we send to get your members signed up quickly and using the discounts regularly.*

## NEW MEMBER SIGN-UP

### Welcome Email Campaign

This campaign includes a series of emails that introduces the discount program to your audience and invites them to sign up. Members may receive between 2 to 5 welcome emails depending on your program subscription. However, once they sign up, they will no longer receive additional welcome emails and will be transitioned into our ongoing weekly emails, which deliver local and online discounts and travel deals.

> "With limited resources, the marketing services support has allowed us to promote the program more."
>
> - Ryan G.
> Next Eleven

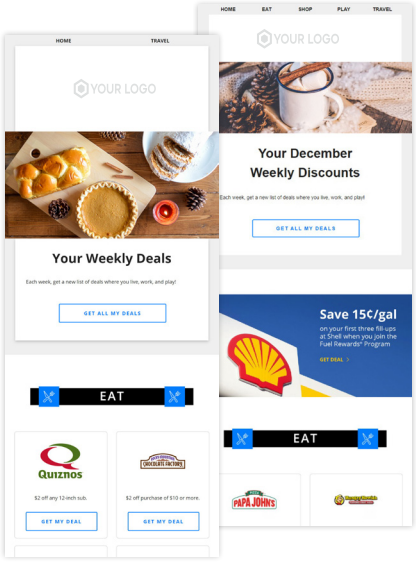
* The templates you see may not be the most current, since we are constantly looking for ways to improve and optimize. If interested, please check with your CSM to see if there are updated designs.

# WHAT'S INCLUDED IN ACCESS EMAIL MARKETING CONTINUED

## ONGOING ENGAGEMENT

### Weekly Deal Emails

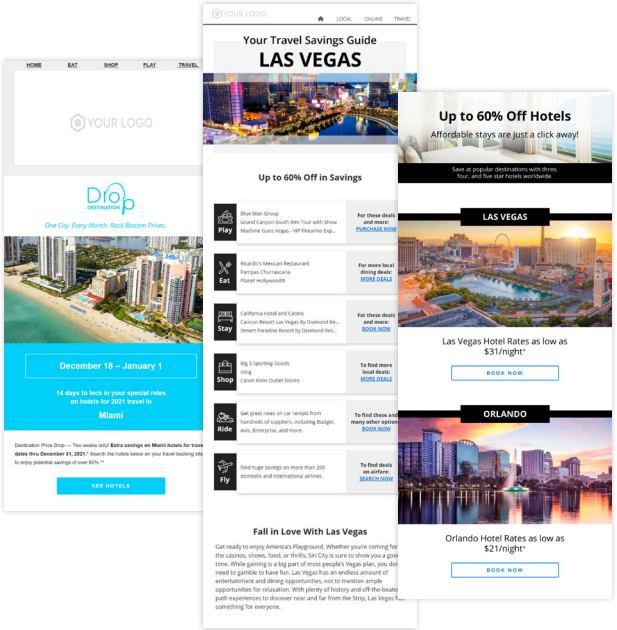
Each week, your members will receive an email that features a new mix of seasonal and popular discounts on local and online shopping, dining, services, entertainment, travel, and more!




### Weekly Travel Emails

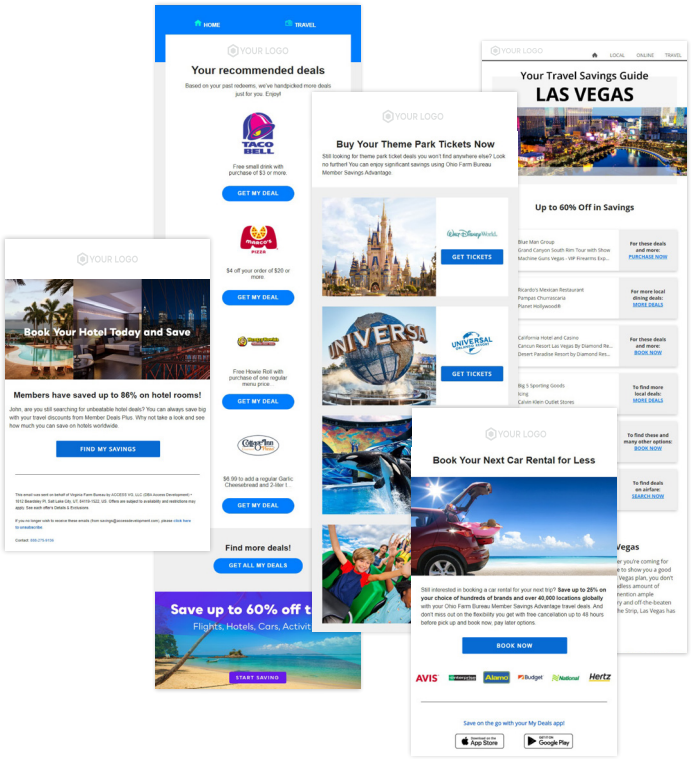
Travel can be expensive, so we want to make sure your members are aware of the huge savings available to them. They may receive one or all of these emails based on their program subscription and level of engagement.

For example, if members book a hotel or purchase theme park tickets, they could receive a travel destination savings guide email for that specific location. This will show them even more ways to save when they're on vacation.




> It was absolutely astounding how much money I saved when booking my travel reservations. Glad that I have access to such great deals!!
>
> - Greg C.
> Member

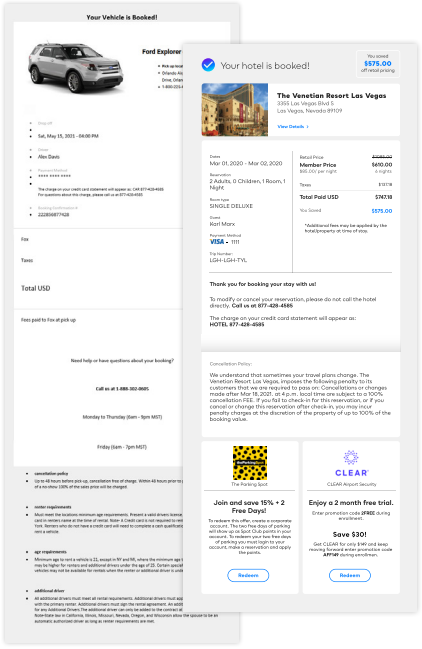
# WHAT'S INCLUDED IN ACCESS EMAIL MARKETING CONTINUED




## User-Driven Emails

Our user-driven emails are highly personalized messages that are only delivered to members that have abandoned a search or shopping cart, booked a hotel or car rental, purchased theme park tickets, or redeemed a coupon.

- **Post Hotel Booking:** Highlights car rentals, theme park tickets, activities, flights, and restaurants in the hotel's destination (if applicable).
- **Post Theme Park Purchase:** Shows different hotel offers around a particular theme park.
- **Abandoned Travel Search:** Invites members to come back and explore other hotel, car rental, and theme park ticket deals that may meet their needs.
- **Local Deals Recommendation:** Highlights other offers in a member's location after they've redeemed a local deal.




## Transactional Emails

- **Reservation:** Member receives reservation details via email for purchases like hotel, car rental, tickets, and airfare.
- **Confirmation:** Outside of reservation details, a separate email may be delivered to confirm a transaction and/or special needs or requests associated with a prior transaction.
- **Receipts:** Proof of purchase is sent via email for a variety of online purchases made within our program.

# WHAT'S INCLUDED IN ACCESS EMAIL MARKETING CONTINUED

## ADDITIONAL OPTIONS

### Custom Branding

We brand your emails by using your program name, logo, and brand color.

### Email HTML

If you decide not to have Access send your member emails, you always have the option to use our HTML. We provide HTML for most of our weekly travel emails, special event campaigns, and merchant spotlights. Refer to our marketing calendar for themes and dates. Visit your Client Marketing Portal (CMP) regularly to download these assets.

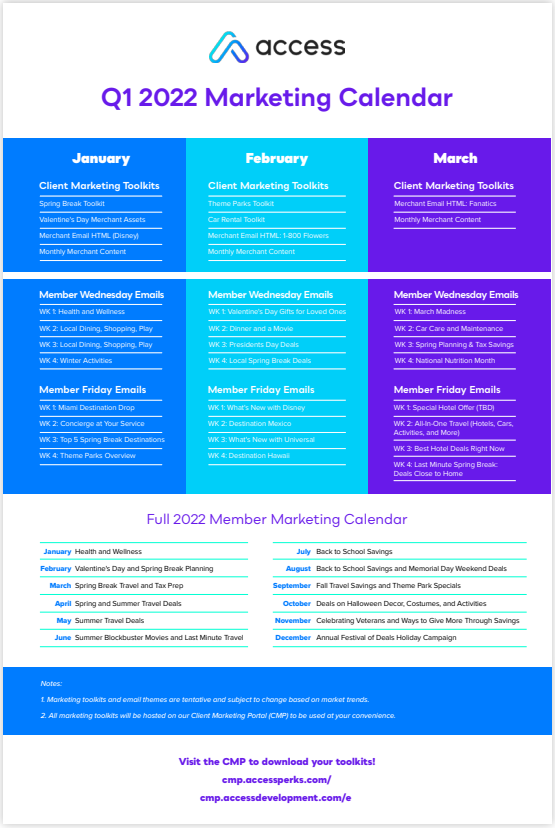
> We knew launching this program would require some effort, but we didn't imagine it would take off this quickly.
>
> **- Vicki Rodgers,**
> Assistant Manager of
> Member Benefits at CTA

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.

### Marketing Calendar

Clients receive an email marketing calendar before the start of each quarter. It shows the themes for our weekly emails and other marketing toolkits that are available to you.

*Sample Marketing Calendar:*



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**Q1 2022 Marketing Calendar**

| January | February | March |
|---|---|---|
| **Client Marketing Toolkits** | **Client Marketing Toolkits** | **Client Marketing Toolkits** |
| Spring Break Toolkit | Theme Parks Toolkit | Merchant Email HTML: Fanatics |
| Valentine's Day Merchant Assets | Car Rental Toolkit | Monthly Merchant Content |
| Merchant Email HTML (Disney) | Merchant Email HTML: 1-800 Flowers | |
| Monthly Merchant Content | Monthly Merchant Content | |
| **Member Wednesday Emails** | **Member Wednesday Emails** | **Member Wednesday Emails** |
| WK 1: Health and Wellness | WK 1: Valentine's Day Gifts for Loved Ones | WK 1: March Madness |
| WK 2: Local Dining, Shopping, Play | WK 2: Dinner and a Movie | WK 2: Car Care and Maintenance |
| WK 3: Local Dining, Shopping, Play | WK 3: Presidents Day Deals | WK 3: Spring Planning & Tax Savings |
| WK 4: Winter Activities | WK 4: Local Spring Break Deals | WK 4: National Nutrition Month |
| **Member Friday Emails** | **Member Friday Emails** | **Member Friday Emails** |
| WK 1: Miami Destination Drop | WK 1: What's New with Disney | WK 1: Special Hotel Offer (TBD) |
| WK 2: Concierge at Your Service | WK 2: Destination Mexico | WK 2: All-In-One Travel (Hotels, Cars, Activities, and More) |
| WK 3: Top 5 Spring Break Destinations | WK 3: What's New with Universal | WK 3: Best Hotel Deals Right Now |
| WK 4: Theme Parks Overview | WK 4: Destination Hawaii | WK 4: Last Minute Spring Break: Deals Close to Home |

Full 2022 Member Marketing Calendar

| | | | |
|---|---|---|---|
| January | Health and Wellness | July | Back to School Savings |
| February | Valentine's Day and Spring Break Planning | August | Back to School Savings and Memorial Day Weekend Deals |
| March | Spring Break Travel and Tax Prep | September | Fall Travel Savings and Theme Park Specials |
| April | Spring and Summer Travel Deals | October | Deals on Halloween Decor, Costumes, and Activities |
| May | Summer Travel Deals | November | Celebrating Veterans and Ways to Give More Through Savings |
| June | Summer Blockbuster Movies and Last Minute Travel | December | Annual Festival of Deals Holiday Campaign |

*Notes:*
*1. Marketing toolkits and email themes are tentative and subject to change based on market trends.*
*2. All marketing toolkits will be hosted on our Client Marketing Portal (CMP) to be used at your convenience.*

**Visit the CMP to download your toolkits!**
**cmp.accessperks.com/**
**cmp.accessdevelopment.com/e**

# AVERAGE MEMBER EMAIL CADENCE AND FLOW

## NO ENGAGEMENT

Members who haven't clicked any emails in 18 months.

- Deemed inactive and too risky to send, these emails will be removed from any future and ongoing sends.

## LOW ENGAGEMENT

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

- These members will not be included in ongoing weekly emails and will only be eligible for one of our monthly or special event campaign emails.
- If a member engages with any of these emails, they will be moved to the moderate engagement flow.

## MODERATE ENGAGEMENT

Members who have clicked one email in 6 months.

- Receives a weekly deals email that features local deals, online savings, and special seasonal offers.
- If a member has travel in their subscription, they will also receive a weekly email that highlights select deals on hotels, car rentals, theme parks, flights, or activities.
- At the beginning of each month, members receive a "Monthly Kick Off" email that highlights member favorites and special offers.

## HIGH ENGAGEMENT

Members who have clicked two or more emails in 6 months.

- Receives a weekly deals email that features local deals, online savings, and special seasonal offers.
- If a member has travel in their subscription, they will also receive a weekly email that highlights select deals on hotels, car rentals, theme parks, flights, or activities.
- At the beginning of each month, members receive a "Monthly Kick Off" email that highlights member favorites and special offers.
- Each month, we deliver 1-2 "Merchant Spotlight" emails that feature a brand, product, or service that is highly relevant for a specific audience. For this reason, every highly engaged member may not receive every merchant spotlight email.

● = Recurring Monthly Emails

***Note:*** If a member no longer wants to receive discount program emails, they can unsubscribe by clicking a link at the bottom of any email. After doing this, all emails from Access will stop. Emails sent from your organization will not be affected in any way.

## USER-DRIVEN EMAILS

Unlike our recurring monthly emails, user-driven emails are triggered off user behavior on the platform, not email clicks. For example, after purchasing theme park tickets on our website, a member would receive a follow up email with car rental and hotel offers within the same area.

# ACCESS EMAIL STATISTICAL COMPARISONS

## ACCESS VS INDUSTRY EMAIL PERFORMANCE

| | Access Email Averages | Industry Averages |
|---|---|---|
| **OVERALL STATS** | | |
| Unique Email Open Rate | 26% | 13.6% |
| Email Click-Thru Rate | 3% | 1.45% |
| Unsubscribe Rate | .09% | .10% |
| **WEEKLY TRAVEL EMAILS** | | |
| Unique Email Open Rate | 32.9% | 16.6% |
| Email Click-Thru Rate | 6% | 2.1% |
| **ABANDONED TRAVEL SEARCH** | | |
| Unique Email Open Rate | 39.1% | 37.7% |
| Email Click-to-Open Rate | 23% | 14.2% |
| Email Travel Conversion Rate | 3.3% | 1.3% |

**Key Definitions:**

***Abandoned Travel Search Email:*** An email that is sent to a subscriber after they've performed a search on the site for either a hotel, car rental, activity, or theme park ticket.

***Email Travel Conversion Rate:*** This calculates the monthly percentage of individuals who received an email and booked a hotel, car rental, or theme park ticket.

***Industry Averages:*** These rates have been pulled from the 2021 Campaign Monitor Report and Barilliance's 2021 Report.

> Marketing services are great! They provide a valuable communication resource that saves time. This marketing takes the guess work on how to communicate information out!
>
> - Nicole H.
> Trinity Basin Prepatory

# ACCESS EMAIL SECURITY & LIST MANAGEMENT POLICY

## ACCESS EMAIL MARKETING PROGRAM ELIGIBILITY

There are two ways Access Email participation is initiated: 1) clients provide us with a list of member emails that we then use to send a welcome series and ongoing communication 2) members sign up directly on the website with their email address, allowing us to start sending them emails. If you do give us your list up front, Access will run it through our email list verification process (see next page for details). This process identifies and verifies valid email addresses that are secure enough to send through our system.

## ACCESS SECURITY AND PRIVACY POLICY

Hundreds of client organizations trust us to send their discount program emails. They range from Fortune 500 companies to small businesses, and include top education associations, a large roadside assistance company, and several enterprise timeshare corporations. These clients know we take extra measures to keep their emails secure and safe. Here are a few ways we do that.

- **Unsubscribing from Access emails does not opt users out of your organization's ongoing email communication.**
- Access only emails the addresses from the list provided by you in order to offer optimal email inbox deliverability rates.
- Access emails include privacy policy and terms and conditions to ensure content is seen as credible and trustworthy by both the recipient and the recipient's internet service provider (ISP).
- We are continually up to date with privacy compliance laws, including CAN-SPAM, GDPR, CCPA, CDPA, CPA, etc.
- We do not store member data on 3rd party emailing platforms.
- We do not use member emails to market any material, deals, or content outside of your discount program benefit.
- All emails include "unsubscribe" links that allow users to opt out of receiving ongoing communication. Our opt-out rate is .09%, well below the industry average.

# ACCESS EMAIL VERIFICATION PROCESS

## WHY HAVING AN EMAIL VERIFICATION PROCESS IS IMPORTANT

- Ensures emails are authentic and not fake
- Lowers bounce rates and spam complaints
- Helps maintain a positive sender reputation
- Increases email marketing ROI
- Helps deliver higher inbox placement
- Boosts engagement rates

We would not be able to deliver exceptional results if we didn't have a verification process in place. While this process does prevent us from sending to every client-provided email address, it also generates better results for our clients, allowing us to get in front of more members.

**For Corporate Emails:**

Before providing Access with emails that have a corporate domain, you will need to have them whitelisted with your IT department. Otherwise, even if they're good emails, they could be flagged as spam if your organization has a security restriction in place with that domain.

> 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 VERIFICATION PROCESS CONTINUED

## HOW OUR EMAIL VERIFICATION PROCESS WORKS

Once we receive and upload your email list, it is immediately run through our 3rd party email verification system called IPQualityScore (IPQS). This is a premium list cleaning and fraud prevention service that helps identify high-risk emails that could damage our sender reputation and prevent emails from getting delivered.

**The verification process takes about 48 hours. During this process, emails will be marked as either a pass or fail.**

**Generally, a good list verification score is 70% or higher. This means 30% or less fail verification.**

On average, 70% of email lists we receive from clients pass our verification process. Emails that do not pass are not necessarily bad emails. They just do not meet the high standards required to protect our IP reputation and drive optimal performance for all our various discount memberships.

We can't guarantee optimal results for every client who participates in Access Email Marketing. **However, success is likely if the following criteria are met:**

- Clients have strong relationships with their members, customers, or employees.
- Members know about the discount program before the first welcome email is sent.
- Clients deliver a list of high quality emails.

# ACCESS EMAIL VERIFICATION PROCESS CONTINUED

## TYPES OF EMAILS THAT FAIL VERIFICATION

- **Disposable:** Temporary emails that expire after a certain period of time. Many people use these in place of their normal email to get something online, whether it's access to a membership, downloading a piece of content, or signing up for something.
- **Low Deliverability:** Includes unengaged emails and those with a low sender score.
- **High Fraud:** Also known as phishing emails, these are used by criminals to trick people into handing over sensitive information such as usernames, passwords, PIN numbers and credit card details. If the fraudulent emails are successful, recipients can become victims of identity theft, find their credit card maxed out, or their bank account empty.
- **Frequent Complainer:** Emails that have a history of making spam complaints.
- **Recent Abuse:** Abuse emails belong to users who have a habit of marking emails they receive as spam.
- **Invalid:** An email address that is formatted in a manner that does not meet internet email format standards or does not exist at the recipient's mail server.
- **Honeypots/Spam Traps:** Act as inactive email addresses or bots that are not used by real people and have never opted-in to any email campaigns. Sometimes, honeypots can also be email addresses that have long since been abandoned.

# BEST PRACTICES FOR YOUR EMAIL LIST MANAGEMENT

Here are some best practices we use to keep our email lists healthy. Whether you have us send your member emails or not, these tips are being used by many industry experts to build and maintain quality, high-value email lists.

**How do I grow and maintain a healthy email list?**

- It's a best practice to send emails that have been checked and verified for quality and accuracy. You can use an email cleaning service to flag and remove bad emails that are spammy, fraudulent, and invalid. This way they don't sabotage your email reputation and decrease deliverability.
- Fix email addresses with typos. For example, @gmal to @gmail.
- Remove invalid emails. These include duplicate emails and contacts that have unsubscribed from your list.

**What are signs that I should update and clean my email list?**

- You have significantly lower-than-normal open and click rates.
- You see an increase in spam complaints over .1%.
- An email has a bounce rate higher than 2%.
- Your email deliverability rate drops lower than 95%.
- Your email sender reputation has been flagged and you've been blocked by a mailbox provider.

**What are the best ways to build and maintain a positive email reputation?**

- Limit send frequency for unengaged members and stop sending to unsubscribed contacts.
- Send content that is meaningful and relevant to your audience. This generally leads to higher email opens and clicks.
- Provide a single-click unsubscribe button at the bottom of your emails.
- Authenticate your domain to verify your identity.
- Warm-up a new IP address by initiating your first send with a smaller list.

**What are some ways I can grow my email list?**

- Create a form on your website or landing page to collect email addresses in exchange for something of value. *(Example: Get access to our members-only discount program. It's free!)*
- Add a subscriber link at the end of an article.
- Run a contest or drawing.

# 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.). Unsubscribe links 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.

**What does it mean to participate in Access Email Marketing?**

Clients provide Access with a list of email addresses that we then use to send our weekly deals and travel emails to.

**How will I know what will be featured each week?**

You'll receive a quarterly marketing calendar that shows planned themes for all Wednesday and Friday weekly emails.

**What makes Access 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 helping your audience save as much money as possible.

**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.

USAPA **exceeded** its goal of

**40% enrollment**

within the first four months by using Access's Email Marketing Program.

# EMAIL MARKETING FAQ CONTINUED

**How many emails will my members receive each month?**

This depends on your program subscription and member engagement. Refer to page eight for a more detailed answer.

**Will sending too many emails hurt usage and engagement?**

It will if you're sending a lot of irrelevant content members don't care about or want. That's not how Access does email marketing. We deliver content that is targeted, personalized, and relevant to each member. This is why we can boast higher-than-industry average open rates and click rates, and lower-than-industry average unsubscribes and spam rates.

Members who receive
**4 or more emails a month**
**save 145% more**
than those who get one email a month, on average.

**Will unsubscribing from discount program emails automatically opt members out of other client emails?**

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

**When will my welcome emails go out after my program is launched?**

You'll work with your CSM or Sales Rep to set an email launch date for your welcome series. As long as your email list is uploaded 48 hours before the email launch date, your welcome emails will send on the same day as the agreed upon email launch date. Emails are ready to send out 48 hours after list upload.

**How far apart are the welcome emails sent?**

You can expect your preregistration welcome emails to send within 48 hours of each other. Once a member signs up from one of the preregistration emails, the post-registration email sends within 24 hours. If there is more than one post-registration email, they will send within 48 hours of one another after the first one goes out.

**What happens after members receive the welcome series?**

Once a member registers, they will receive a follow-up email requesting their zip code. With this information, Access can personalize their weekly emails with local offers for all Eat, Shop, and Play categories. These emails will send on a weekly basis beginning the week after sign-up.

# EMAIL MARKETING FAQ CONTINUED

**When do emails go out each week?**

Our emails that cover offers in the Eat, Shop, Play, and Travel categories are sent on Wednesdays. Our travel emails that include theme park, hotel, car rental, and flight offers go out on Fridays.

**What if I can't or don't want to participate in Access Email Marketing?**

We have a host of other marketing materials to help you promote your program on our Client Marketing Portal (CMP). These assets include HTML, social media content, web and email banners, digital/print fliers, PowerPoint slides, and more. Whether you utilize our email marketing services or not, these assets are available at no extra cost.

**Many of my members haven't received the emails you've sent. What can I do?**

There is no guarantee that all emails we send will make it into everyone's inbox. Email verification is not a perfect system. One way to combat this is to tell your members (via your own email channel, slack, etc.) to check their spam folder for their welcome email if they haven't received it yet. If it is in their spam, instruct them to add our email address to their safe sender list and they should receive all of our emails moving forward.

**How does Access protect the privacy of our member emails?**

We take data privacy seriously 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 personal data will take place unless there are adequate controls in place to ensure 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.