Access Email Marketing

PLAYBOOK

YOUR #1
Marketing Tool for
**PROGRAM SUCCESS**

access

C O N T E N T S

5 REASONS TO USE ACCESS EMAIL MARKETING

At Access Development, our number one priority is helping you market a successful discount program. With 40+ years of membership marketing experience, we have 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.

2 No Extra Cost to Participate

Our Email Marketing Program is included for all discount programs. You pay nothing, and we do all the heavy lifting required to send successful email campaigns. This includes email writing, designing, coding, and sending.

3 Pre-Approved Merchant Logos & Imagery

We handle all the necessary logo approvals required by merchants for every email. This eliminates the need for you to go through the submission and approval process which can take a few weeks for each offer.
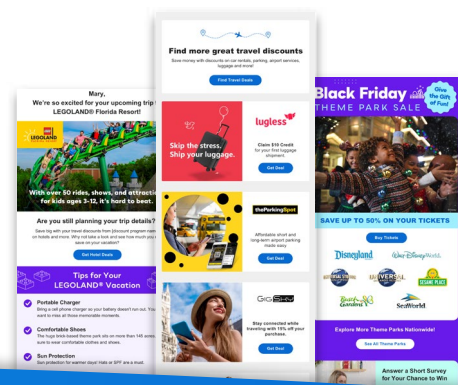
4 Outstanding Email Send Reputation

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.
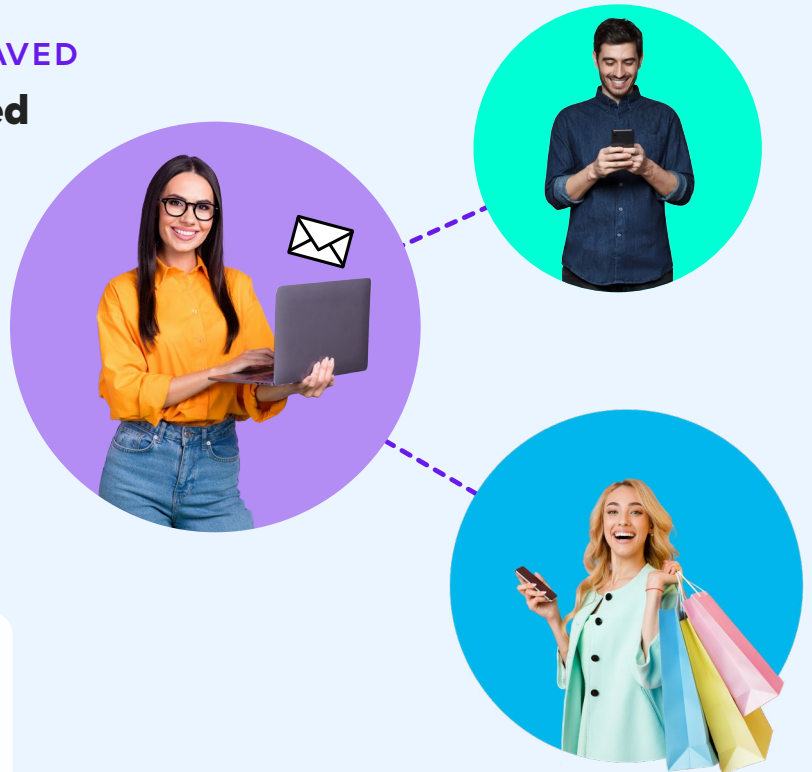
MEMBERS WHO GOT OUR EMAILS SAVED

48% more when they received them each month.

AND ARE

6X more likely to sign up.

7X more likely to redeem a deal or book travel.

> 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*

> 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*

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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.
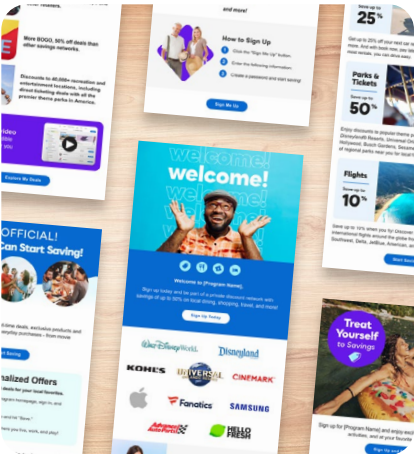
▶ **NEW MEMBER SIGN-UP**

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 four and seven welcome emails depending on when they sign up. Once members sign up and receive all of the post-registration emails, they are transitioned into our ongoing weekly emails, which deliver local deals, online discounts, and travel savings.
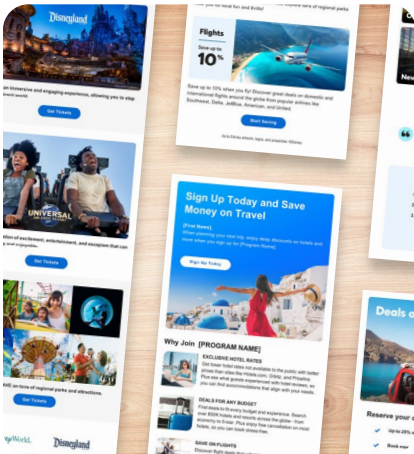
ALL CATEGORIES

TRAVEL ONLY

Members who receive our welcome series emails are **51X more likely to sign up early** over those who don't.

For more information on our welcome series, check out our **Welcome Email Campaign Playbook** by visiting your Client Marketing Portal (CMP) under "Client Resources" and "Playbooks."

> Access gave ENA a powerful way to deliver value to our members. It has been great to be able to provide such a robust suite of tools, resources and savings to our members, and Access has empowered us to do that.
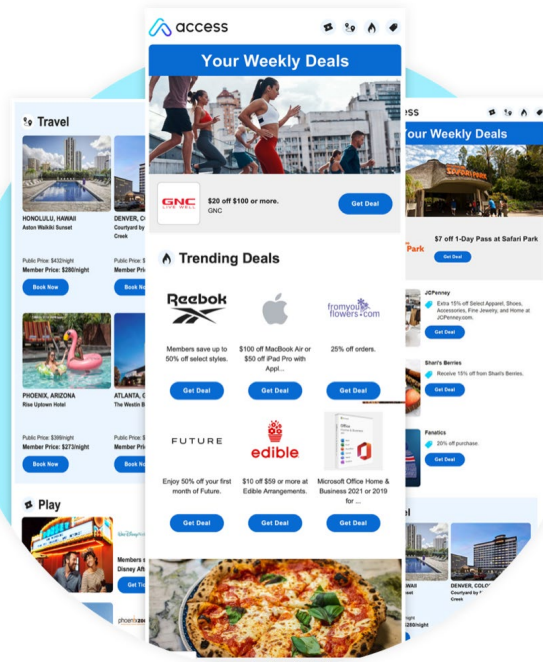>
> — **Matt Hessler,** *Director, Member Engagement*

Emergency Nursing Association (ENA) achieved its 11-month member registration goal one month ahead of schedule!

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Weekly Deal Emails

Each Wednesday, your members receive an email that features a new mix of seasonal and popular discounts on local and online shopping, dining, services, entertainment, travel, and more! Members will only see certain deals or categories depending on their subscription.

> 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 of California Teachers Association*

The California Teachers Association met their 12 month goal in only 6 months.

Weekly Travel Emails

Each Friday, your members receive an email that features travel discounts. While the majority of these emails focus on hotels, you will see flights, car rentals, and theme park deals sprinkled throughout. Members will only see certain travel categories or emails depending on their subscription.
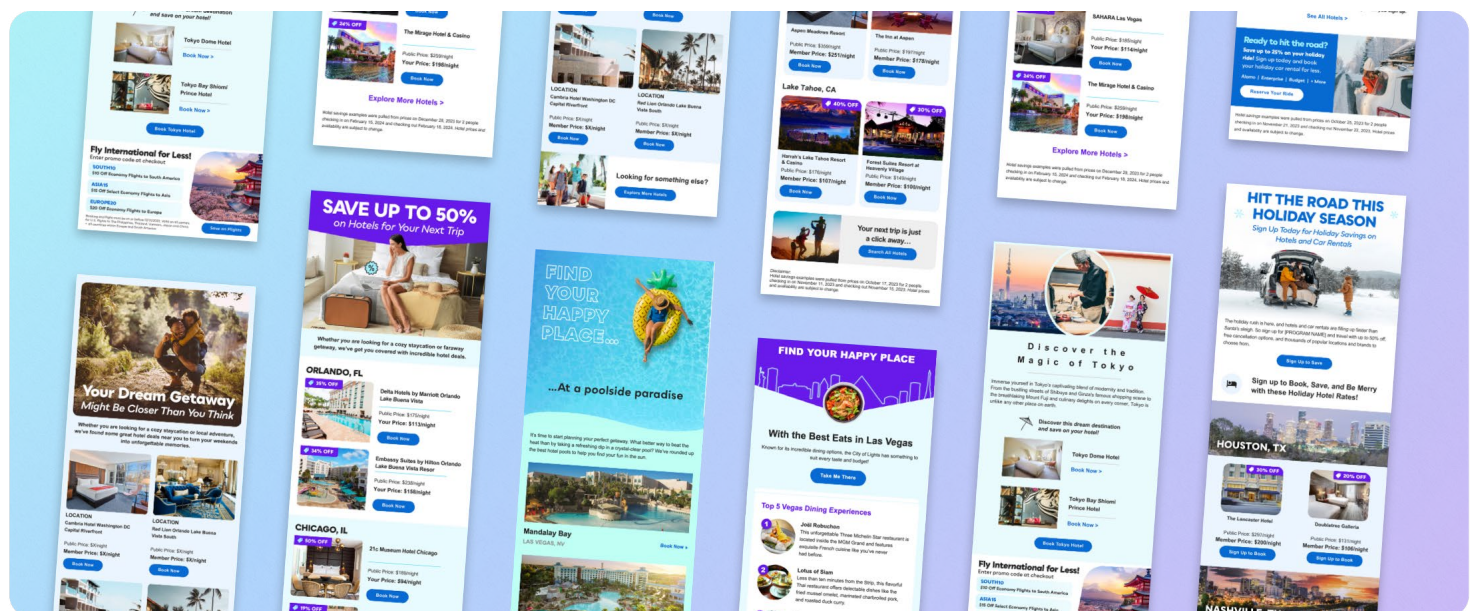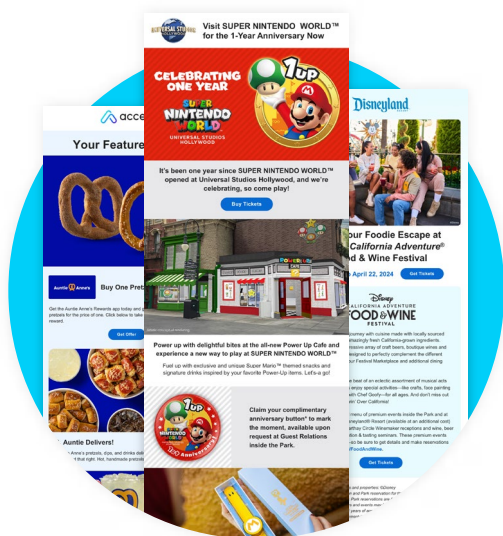
Monthly Merchant Spotlight Emails

In a typical month, members receive one theme park and one non-theme park merchant spotlight email. These usually feature one or a few brands/offers. Members will only see these emails if that offer/brand is included in their subscription.
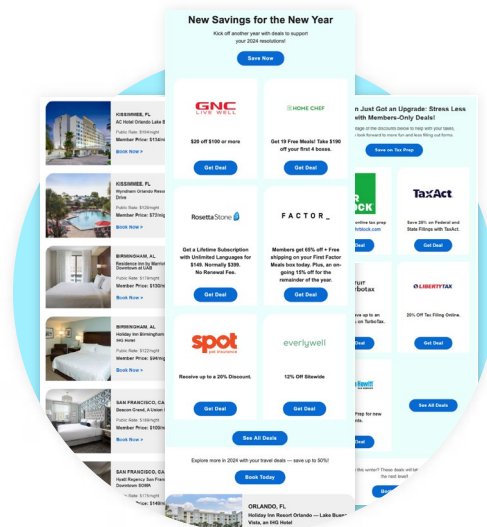
Monthly Kick-Off Emails

The first week of each month, members receive a monthly kick-off email that features seasonal deals and/or travel depending on their subscription.
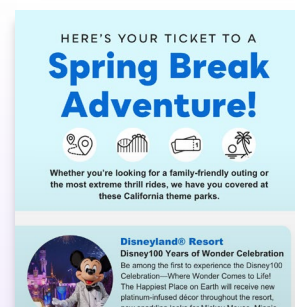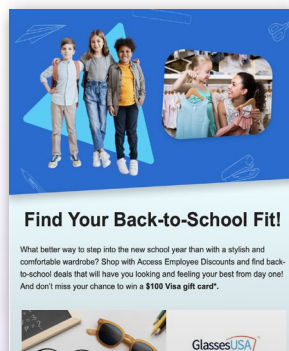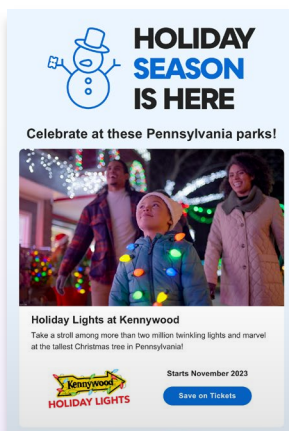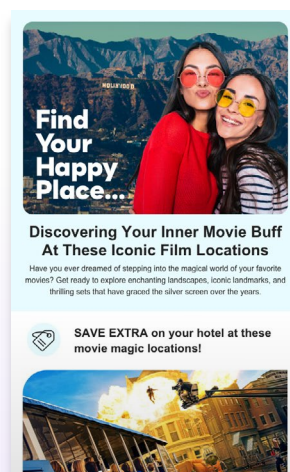
Seasonal Campaign Emails

Throughout the year, we create themed marketing campaigns that highlight seasonal discounts to help members maximize their savings during that time. Examples of these campaigns include Back to School, Holiday Shopping, Holiday Travel, Spring Break Travel, and Summer Travel. These often help boost website visits, redeems, bookings, sign-ups, and overall engagement. Most campaign emails utilize or take the place of our regular weekly email sends and do not require any extra email sends. Some of these campaigns also include exciting member giveaways and special email designs.

User-Driven Emails

Our user-driven emails are highly personalized messages only delivered to members that have taken an action on their discount program website, including abandoning a search, booking travel, redeeming a deal, purchasing theme park tickets, etc.

Post Travel Booking:
Sends bookers related travel savings to help them get the most out of their upcoming trip.

Abandoned Search:
Sends members a follow up email around a product or savings they searched to see if they are still interested in purchasing or booking.

Previously Booked:
Sends to members after they've completed a hotel stay, flight, or car rental to see how their experience was and encourages them to book and save again.

Post Redeem:
Sends to users after they've redeemed a deal and highlights related offers they may be interested in, encouraging them to redeem and save again.

Win Back:
Sends to members who've been unengaged with Access emails for six months or longer to try and get them to re-engage.

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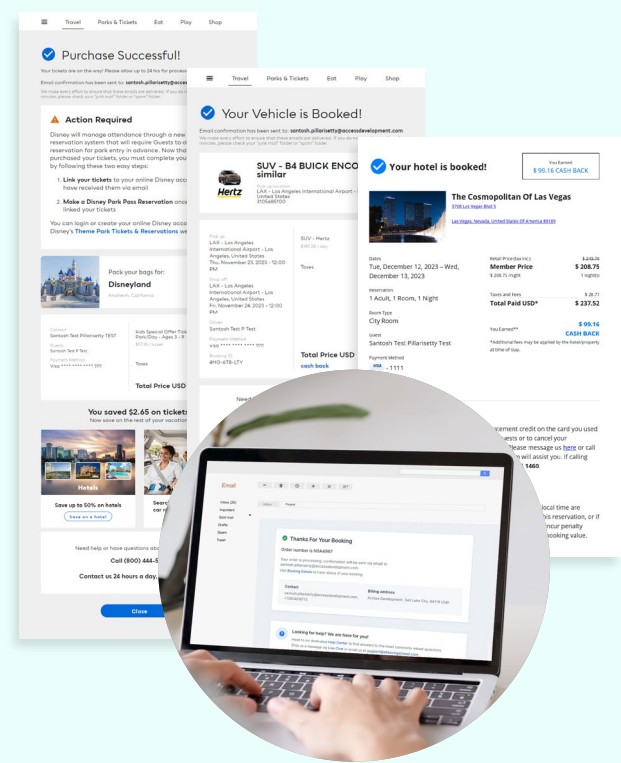>
> — Greg C., *Member*

Note: All members may not get all of the emails listed depending on their subscription and email cadence.

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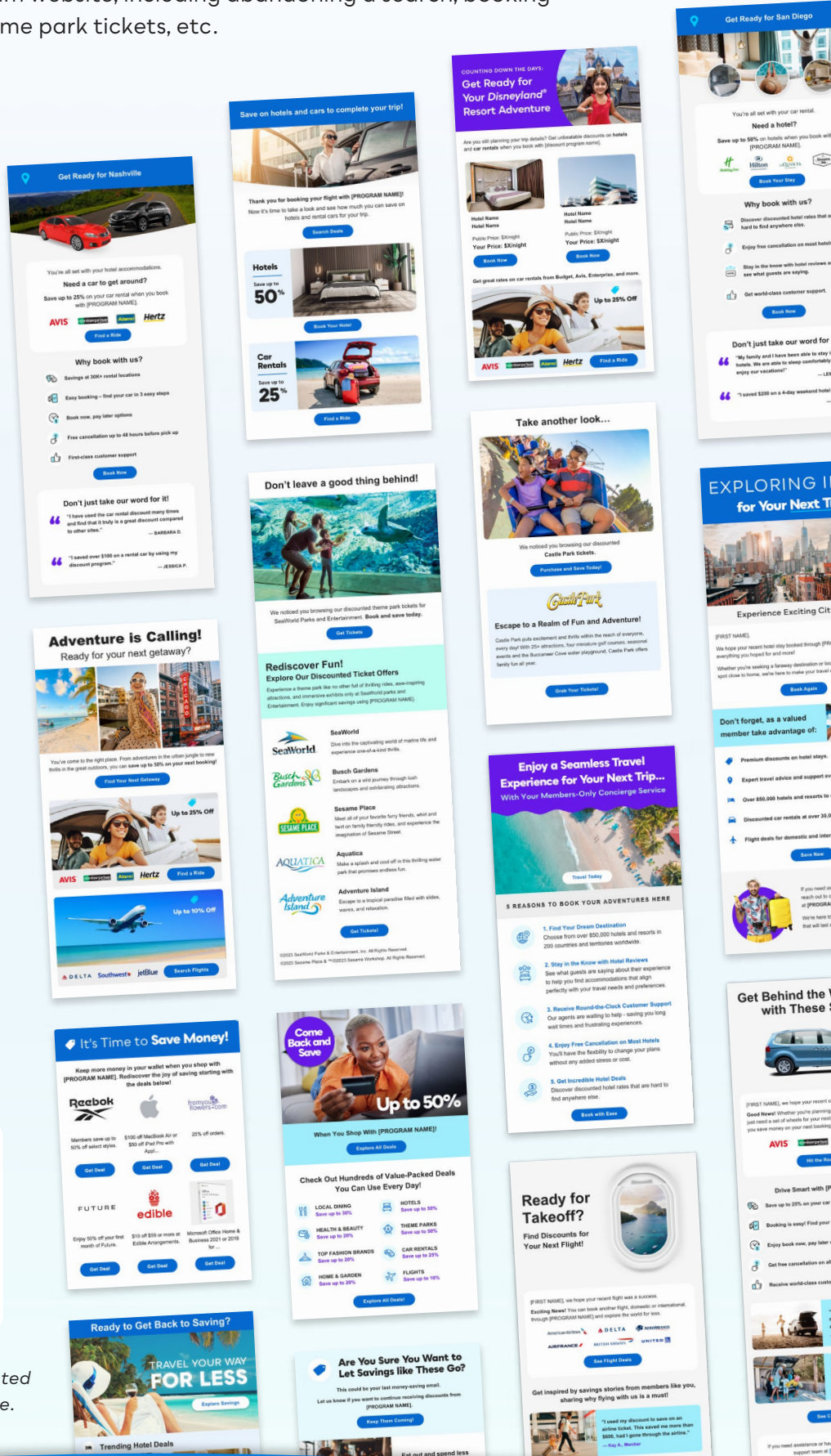
Transactional Emails

These emails are sent within fifteen minutes of a member making a reservation, booking, or purchase.

Theme Park Ticket Download:
Once members have purchased theme park or attraction tickets, they'll get an email that includes e-tickets for download and park information. A second, booking confirmation email is sent after this one.

Flight Reservation Processing:
Members receive an email letting them know their reservation details, including pricing, are processing and to expect a separate confirmation email once their reservation details are confirmed.

Confirmation:
Members will receive a confirmation email after a variety of purchases made within our program, including theme park tickets, movie tickets, gift cards, and travel bookings. These emails serve as proof of purchase.

▶ ADDITIONAL ITEMS

Custom Branding
We brand your emails with your program name, logo, and/or 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.

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 assets that will be made available to you.

Average Member Email Cadence and Flow

▶ ONGOING EMAILS

The audience for these emails is determined by member engagement level, 0 being the least engaged and 2+ the most engaged.

MOST ENGAGED (2+)
Members who have opened one or more emails in 6 months.

Depending on their subscription, these engaged users will receive the following emails:

✓	✓	✓	✓	✓
Monthly Merchant Spotlight	Monthly Kick-Off	Weekly Travel	Weekly Deals	Special Announcements

SOME ENGAGEMENT (1)
Members who haven't opened any emails in 6 months.

They receive the monthly kick-off email once a month, may be dropped into a **Win Back Email Campaign**, and could also be eligible for **Special Event** or **Campaign Emails** throughout the year. If a member engages with any of these emails, they will be moved to the "Most Engaged" flow.

UNENGAGED (0)
Members who haven't opened any emails in 18 months are deemed inactive.

These emails will be removed from any future and ongoing sends.

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 ongoing emails, user-driven emails are triggered off user behavior on the platform, not email clicks. For example, after booking a hotel on our website, a member would receive a follow up email providing them with flight, car rental, activity, and food savings within their destination.

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

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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 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 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. 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.**

- **Send emails only to the addresses on your provided email list for optimal 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).**

- **Stay up to date with privacy compliance laws, including CAN-SPAM, GDPR, CCPA, CDPA, CPA, etc.**

- **Do not store member data on 3rd party emailing platforms.**

- **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.**

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Email Verification Process

▶ WHY HAVING AN EMAIL VERIFICATION PROCESS IS IMPORTANT

Our verification process allows us to deliver exceptional email results. 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.

☑ **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**

▶ HOW OUR EMAIL VERIFICATION PROCESS WORKS

Once we receive and upload your email list, it is immediately run through our third 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.

On average, 70% of email lists we receive from clients pass our verification process. There are many reasons email addresses may not pass (see page 11). Sending them through this process ensures they meet the high standards required to protect our IP reputation and drive optimal performance for all our various discount memberships.

☑

Generally, a good list verification score is 70% or higher.

This means 30% or less fail verification.

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:

1	**2**	**3**
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.

▶ 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.

⊘ **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.

⊘ **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.

⊘ **Frequent Complainer**
Emails that have a history of making spam complaints.

⊘ **Recent Abuse**
These 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.

⊘ **Low Deliverability**
Includes unengaged emails and those with a low sender score.

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Best Practices for Your Email List Management

Here are some best practices you can use to build and maintain quality, high-value email lists.

How do I grow and maintain a healthy email list?

+ **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 I should update and clean my email list?

✖ Your **open and click rates** are significantly lower than normal.

✖ 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.

• **Add a subscriber** link at the end of an article.

• **Run a contest** or drawing.

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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 discount program emails to.

How will I know what will be featured each week?
You'll receive a quarterly marketing calendar that shows planned themes for most weekly and monthly emails about one month prior to the quarter starting.

What makes Access Email Marketing different?
We treat your members like they're our own. We don't share their emails with third parties, spam their inboxes, force them to engage, or send content they don't care about. We are committed to delivering value and helping your audience save money.

> **What We DON'T Do:**
> - Use member emails to market nonprogram related content.
> - Flood member inboxes with irrelevant and useless content.
> - Share our clients' member emails with third parties.
> - Send emails after members opt out of them.

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.

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 be sent on the same day as the agreed upon email launch date.

After your program has launched, any new members that are added to your email list will receive the welcome emails 1-3 days after being added, depending on the verification process and what day of the week they are added. We do not send these emails on Saturdays and Sundays.

How far apart are the welcome emails sent?
You can expect your pre-registration welcome emails to send within 48 hours of each other. Once a member signs up from one of these emails, the post-registration emails are sent 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?
They are then dropped into our ongoing weekly and monthly emails mentioned on pages 4-5. If a member never signs up or registers during the pre-registration welcome emails, their ongoing emails will include a section at the top that encourages them to sign up.

When do emails go out each week?
See pages 4-5.

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, marketing copy, and more. These assets are available at no extra cost. Reach out to your Client Success Manager (CSM) if you need more information about how to sign up for your CMP.

Many of my members haven't received the emails you've sent. What can I do?
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 information with anyone. Access takes all steps reasonably necessary to ensure your data is treated securely and in accordance with this privacy policy.

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. For more information on this topic, see page 9.

Don't hesitate to contact your Client Success Manager (CSM) if you have any questions about this playbook. If you don't know who your CSM is, call our customer service number and they can find out for you at 1-800-331-886.

⌃ access