



Why CRM is Crucial for Marketing Leaders

Ken Pecca

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Forbes Advisor

Forbes Advisor is a trusted destination for unbiased personal finance advice, news, and reviews. Our core mission is dedicated to simplifying smart financial decisions for our readers. Our platform provides a wide range of information on various personal finance topics, including but not limited to, investing, insurance, banking, health, home, movers and credit cards, with the goal of helping consumers make informed decisions about their financial lives.



Why CRM is Crucial for Marketing Leaders

CRM is indispensable in modern marketing empowering businesses to understand their customers better, engage with them more effectively, and streamline the marketing processes.



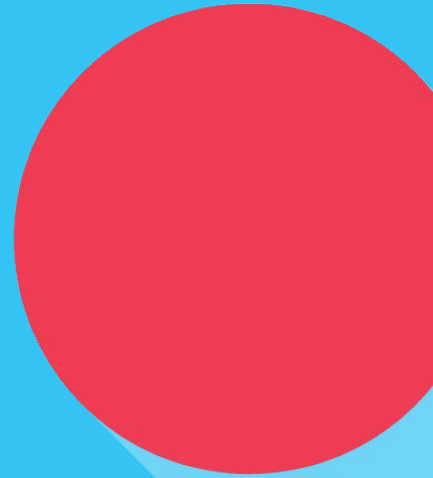


Agenda

- 01** Challenges we face as marketing leaders.
- 02** Setting the right expectations early.
- 03** Building a successful playbook.
- 04** Key Takeaways.

Challenges Marketing leaders face.

Why CRM is an afterthought in some cases.



1 Proving ROI

"CRM will make us \$15M"

2 Breakage vs. Incremental Gain

"Adding email capture creates breakage"

3 Attribution Complexity

"Why am I not seeing more revenue"

4 Data and Internal Silos:

"We don't have the Data Engineering resources for you; it's in queue."

5 Building the Team

"Were not making enough money to add an email designer"

6 Collaboration

"Why do SEO and SEM need to work with email"



**Who has felt like this
at their first QBR?**

**Setting the
Expectation.**



Set The Right Expectations Early

“There’s only 1 way to eat an elephant”–(Ken Pecca... Every day)

- CRM will NOT make \$15,000,000 in Year 1.
- Typical break even on initial investment is 12-18 months.
- Positive EBITDA, it takes time to get to \$36 per dollar spent, you should start to see results between 12-24 months.
- Make sure leadership understands, it takes at least 6 months focus to build audience, OPR, trust & brand identity:
 - Building the audience takes time and patience, you won’t get 5M users overnight.
- Involve Analytics and BI early, a committed effort in tracking & direct attribution is needed from inception.
- A commitment to cross channel collaboration is critical.



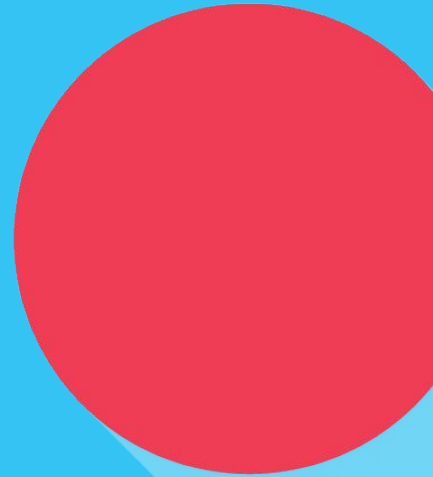
“CRM will make us \$15M”

The Proof is In The Pudding.

Building a successful playbook, here's what worked for us!

Roll up your sleeves, get into the weeds and start building:

- Have a well-documented plan.
- Start with Audience, OPR and CTR, reputation and deliverability.
- Show me the money, from MVP to custom events and data feed triggered journeys in 1 year.
- Tackle Attribution complexity.



Started with informational blast and newsletters.

Start Small

- Data collect and opt-in widgets everywhere.
- Newsletters and informational emails to set audience expectations.
- Focus on deliverability, open rate and click through rate.
- Build an attribution model that is accurate.
- Study heat mapping, learn your audience's behavior.
- Let the audience decide, A/B Test **EVERYTHING!**

Forbes HEALTH

A Note From Alena

Hi there,

What does it feel like when you hit your proverbial wall? You know, that accumulation of stress that reaches beyond a reasonable limit. Perhaps your hands shake, your face flushes or you feel so irritable that an angry outburst simmers just below the surface. Maybe you're a sensation that one more minute incommensurate could result in a teary-eyed tantrum, or you just shut down altogether.

Stress doesn't discriminate. At some point or another, it grips the mind and body of every person, and when it doesn't let go for significant periods of time, stress can leave long-lasting negative effects on both mental and physical health.

In honor of National Stress Awareness Month, take an honest look at the stress in your life. Attempt to identify its sources and what needs it spilling out of control. Explore which stress you can minimize—or even eliminate—to better serve you. Better yet, dedicate a little time to developing healthy coping skills that can leave you feeling more resilient and ready to face the feeling of overload when it does occur.

Stress is a natural (and sometimes necessary) part of your life, but it doesn't deserve the best of you.

In good health,
Alena



Alena Hill
Managing Editor
Forbes Health

Editorial Note: We want a representative from your brand on Forbes Health. Consider us as one of our other options or read more.

Forbes Health Weekly Update

Stressors: Recognizing What Causes Stress



Stressors, or situations that cause a physical and/or mental change, can take an infinite form. Identifying the specific causes of your personal stress can move you one step closer to managing your stressors effectively.

Read More

Your Guide To Adaptogens



These naturally occurring plant substances have been used for millennia to help people build resilience to stress and mitigate its effects on the body. While they aren't a cure-all, adaptogens can help promote an overall sense of wellness when paired with other healthy lifestyle factors, such as a balanced diet and adequate hydration.

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Forbes ADVISOR

Special Travel Edition Summer 2023



A Note From Caroline

Welcome to the latest edition of Forbes Advisor's quarterly travel newsletter. The Caroline, a 4-day travel and I'll be sharing the latest travel updates and news with you from around the world. Hop on over from Raleigh, Michigan—we'd like to make it onto our list of the [best places to travel in 2023!](#)



Caroline Hill
Managing Editor
Forbes Advisor

Whether any (or all) of these travel trends are for you, we think there's an interesting lesson:

- A South Korean man tried to open an emergency exit door in-flight.
- World's longest tunnel known to exist in Australia has revealed its mythical origin of 'Big Dig'.
- Equatorial El Niño, a country with a humid climate, one of the toughest ones to get, has implemented a new visa system that is set to go into effect on July 1, 2023.

The average airfare is expected to see a record number of increases—81% between the U.S. and Europe, encompassing six possible routes.

In this issue, I'll also share some of my top tips to save money on travel, as well as some important tips to protect your wallet and ensure a smooth and enjoyable trip.

Happy traveling!
Caroline

Navigating Award Travel Between the U.S. and Europe This Summer

If you're tracking the season, know that things are **under the way**, but does that mean it's best to **stay** (and with award travel)? That likely depends on where you travel.

- **Be as flexible as possible.** Can you fly on a different day or out of a different city? The more flexible you can be, the more likely you are to find flights.
- **Check availability often.** Award availability changes daily. If you don't find flights right away, keep looking. If you find something that's good but not perfect, check the airline's award combination rules and consider booking it while you continue to look for something better.
- **Don't forget about transfer bonuses.** Each program sometimes offers transfer bonuses to certain partners. Take advantage of them to ease on your flight.

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Find Your Travel Insurance

- **Check your credit card.** Many credit cards offer travel insurance as a benefit.
- **Check your employer.** Some employers offer travel insurance as a benefit.
- **Check your travel agent.** Some travel agents offer travel insurance as a service.

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Caroline's Top Summer Travel Tips

- **Get More Out of Your Credit Card.** While it's not a cure-all, credit cards can help you get the most out of your travel.
- **Check Your Credit Card's Travel Insurance.** Many credit cards offer travel insurance as a benefit.
- **Check Your Employer's Travel Insurance.** Some employers offer travel insurance as a benefit.
- **Check Your Travel Agent's Travel Insurance.** Some travel agents offer travel insurance as a service.

Forbes ADVISOR

Your Weekly Advisor Update

A Note From Natalie:

Driving a car is more expensive than ever before. The really obvious ones—gas, insurance, and repairs, but not maintenance costs—are also expensive. The latest Consumer Price Index showed a 4.8% year-over-year increase in maintenance and repairs in 2022. This year's CPI report said the average car repair cost in 2022 was \$141 to average \$147.



Natalie Hill
Managing Editor
Forbes Advisor

For households already struggling with inflation, increased auto and repair costs, a 4.8% year-over-year increase in maintenance and repairs is a significant burden. It's not the only thing that's gotten more expensive. There are other things that have gotten more expensive, too. For example, you can't count on insurance like you used to. In fact, insurance rates are rising again.

If you have any questions, my inbox or comments, reply to this thread.

Hope you have a beautiful day!
Very best,
Natalie

Editorial Note: We want a representative from your brand on Forbes Advisor.

Car Insurance Rates Skyrocket 47.8%—Why Is This Happening And What Can You Do?

Rising car insurance premiums are a direct result of four factors:

- The cost associated with driving, such as repair costs, are higher.
- More cars are on the road—which means more accidents.
- Auto theft has surged.
- An unpredictable weather season made it harder to get to the repair shop.

This rising number of policies has led to insurance companies passing the costs to consumers. But just because prices are rising doesn't mean you have to accept whatever rate your insurance company gives you.

People with clean driving records are typically rewarded with lower insurance premiums. But did you know if you have a clean driving record, you may also qualify for a lower rate? It's not magic. It's just that a business owner's insurance policy and auto coverage together, your insurance may not be a good fit for the added business.

There are also [ways you can save on insurance](#), including switching to a different insurer, and if both driver license and occupational discounts are being offered, business and military personnel may qualify for them.

Read More

Here's what else you should know about driving.

The most expensive cities to drive in a big, bad year.

How to drive in a big, bad year. The most expensive cities to drive in a big, bad year. The most expensive cities to drive in a big, bad year.

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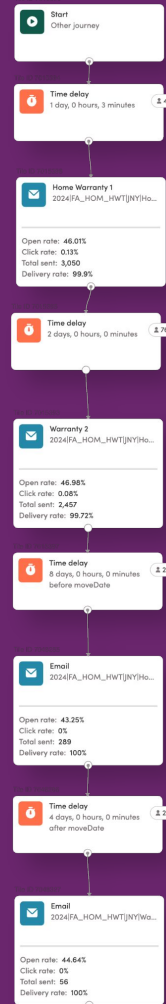
CHASE

- Chase Sapphire Reserve®
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MVP 1-3 Months

Start Small

- Choose your vertical and build data capture forms.
- Pass data to a journey that nurtures your audience and helps them make decisions.
- Take the first few months of a product launch to learn your audience and build trust.
- Allow easy opt-out and ways for users to provide feedback.
- Focus on deliverability, open rate and click through rate.
- Build an attribution model that is accurate
- Study heat mapping, learn your audience's behavior.
- Let the audience decide, A/B Test **EVERYTHING!**



Forbes ADVISOR Traveler

You've received 3 email messages you haven't opened yet. Manage or delete messages.

Only 28 days until your trip!

Did You Know, 64% of Summer Travelers Had Flight Delayed or Cancelled, 63% Of Those Lost Money

Travel Tip Check Package Find Another Deal Filter Results

Hi Traveler,

Welcome to Forbes Advisor, we are delighted to have you on board for a short travel journey intended to help you choose a travel insurance policy to protect your upcoming adventure.

After a long period, many welcomed us with open arms like a world nudge for exploration. It was the year we all dreamt of making up for lost time, rediscovering our partners for and with the promise of unforgettable memories.

Yet, if there's one undeniable lesson last year taught us, it's that the spirit of adventure comes with its own set of responsibilities. Give us the gift of worry-free holiday by taking the time to check our rates and the different plans. As travelers, staying informed and prepared is our new mission.

Whether you're traveling to another continent or to another state, travel insurance can mitigate the amount of money you may lose if an unforeseen event disrupts your trip. For example, the best travel insurance policies can compensate you if you have to suddenly cancel your trip, experience a delay or have to return faster only due to an emergency.

Happy travels,

Michelle

Michelle Morgan (Lead Editor) Forbes Advisor

Retrieve Your Quotes

Comprehensive travel insurance policies package together a number of valuable benefits. The one who has had the time that cover only trip cancellation or only medical expenses. With the wide variety of travel insurance plans available, you can find coverage levels that will fit your budget and trip needs.

- Best Trip cancellation and delay
- Best Travel medical expenses
- Best Emergency medical evacuation
- Best Baggage loss and damage

Protect Your Trip

How Much Does Travel Insurance Cost?

The average cost of travel insurance is 4% of your trip cost, based on a Forbes Advisor analysis of travel insurance rates. [Read the full report](#)

Trip Cost	Average Insurance Cost	Insurance Cost as a % of Trip Cost
\$1,000	\$40	4%
\$1,500	\$60	4%
\$2,000	\$80	4%
\$2,500	\$100	4%
\$3,000	\$120	4%
\$3,500	\$140	4%
\$4,000	\$160	4%
\$4,500	\$180	4%
\$5,000	\$200	4%

Forbes Advisor 200+ most widely available travel insurances

Forbes Advisor

Forbes ADVISOR

Protect Your Trip, Wallet And Peace Of Mind With Travel Insurance

Return to Your Quotes

Protect Your Wallet And Peace Of Mind

Best Medical Protection

Forbes Advisor

Data

- Started simple with email capture and basic personalization.
- Build the RIGHT data schema.
- Daily API batch CSV delivery to a list from GBQ.

Email

- Began with informational and long form content that reached a broad audience.

A/B Testing

- Subject lines (FOMO, Aspirational, Helpful, urgency).
- CTAs & Hero Images.
- Send name.
- More or less copy.

KPI

CTR

1.5%

1 journey with total 21 campaigns

Journey OPR

38%

Averaged 60% with some campaigns as high as 80%

Conversion

2%

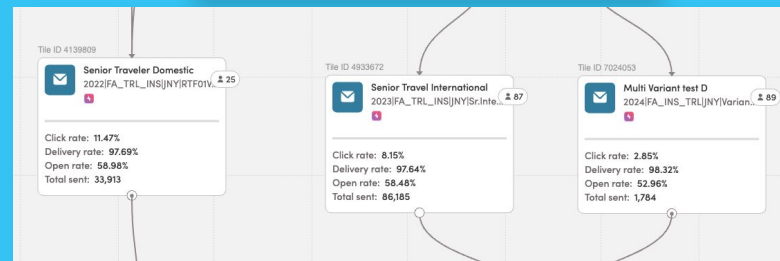
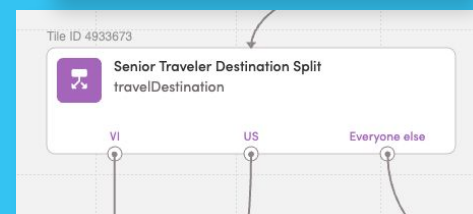
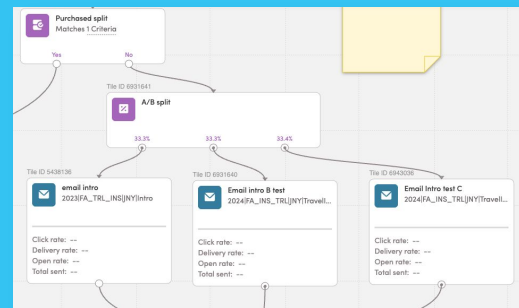
Users that successfully purchased from email



Growth 3-9 months

Add relevant information based on data collected and user behavior

- Know your data, continue building that data schema.
- Add more widgets and data collection points.
- Begin adding relevant segmentation and more personalized content.
- Now is a good time to choose A/B test winners and adjusting CTA's and placement.
- If engagement is high, add an additional email or 2.
- It's important to know when and where your users stop engaging and where OPR drops off.



3-9 Months

Data

- Expand to form capture and real time api feed
- Ensure data schema is followed and data engineering adheres to strict guidelines
- Enhanced daily batch to include return data from partners
- Build in our abandon cart / return to quote flow

A/B Testing

- Choosing initial winners we incorporated into all emails
- Launched additional A/B testing based on journey and audience
- Added in multi variant testing
- Chose send name based on open rate

KPI

CTR
4.2%

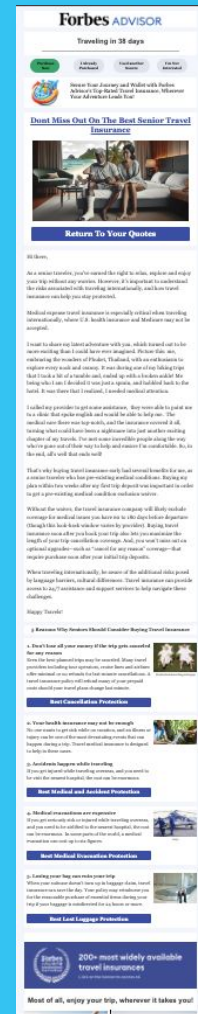
1 journey with total 21 campaigns

Journey OPR
48%

Averaged 60% with some campaigns as high as 80%

Conversion
3%

Users that successfully purchased from email



Mature 6-1yr

You now know your audience pretty well

- Increase data driven decisions, personalization, additional emails or SMS based on user behavior
- Catalogues to personalize data based on attributes
- Data feeds for better personalization and real time quotes
- Make Use of AI for send time optimization and help crafting copy
- Multivariate testing
- Integrate surveys and preference centers to learn more and deliver a great UX
- Manage deliverability and SPAM

Edit data feed

Name: SandboxPIDataFeedTest

URL: https://crmintegration-service.staging.ae.mkt-platform.com/api/pet/re Format: JSON

Use `{{{urlEncode}}}{{{myParam}}}{{{urlEncode}}}` to encode parameters

Authorization token (Optional): Token can be passed in via "Authorization" header.

Custom headers (Optional): Some endpoints require specific HTTP headers with each incoming request.

Name	Value
x-api-key	jJXkqIU2f8GQam7mU

+ Add header

Rate limit: None
It's safe to call this data feed as often as necessary.

Cancel Save data feed

Preheader: 0 characters

Data feeds: Connect data feeds for dynamic template creation

Cache data feed response (up to 1hr): Reduces load on your server and speeds up the send due to faster template rendering.

Merge the data feed and user contexts: Allows accessing data feed variables through the usual curly braces instead of square brackets. Collisions will be resolved by preferring user fields over datafeed fields.

Use data feed alias: If an alias was provided on the data feed setup, the feed data will become available under that variable (rather than of top level).

Links

Google analytics: Enable Google Analytics for click tracking

Link parameters: Add in additional query parameters to each URL. Parameters will be URL encoded.

```
{{#if firstName}} Hi {{firstName}},{{else}} Hello,
{{/if}} excited for your move to {{#catalogCollection
"stateFunFacts" as |collection|}} {{#each collection}}
{{moveToStateName}}?{{/each}}
{{/catalogCollection}}
```

```
{{#catalogCollection "stateFunFacts" as |collection|}}
{{#each collection}}
Here's some fun facts about
{{moveToStateName}}:

{{{moveToStateFunFacts}}}
{{/each}}
{{/catalogCollection}}
```

Data, catalogs, personalization and A/B test slide examples

Data

- Begin Data feeds to incorporate live quote data
- Enhance current journeys with realtime personalized and relevant feeds
- Add live body content via additional data feeds and or catalogues

A/B Testing

- Rinse and repeat A/B testing never stops

KPI

Emails Sent In Year 1

1.2M

1 journey with total 21 campaigns

Average Journey OPR

60%

Averaged 60% with some campaigns as high as 80%

Conversion

5.65%

Users that successfully purchased from email

Here's some fun facts about **North Carolina**:

Tar Heel State: North Carolina is often referred to as the "Tar Heel State." The nickname originated from the state's history of producing tar, pitch, and turpentine from its vast pine forests, an important industry in the colonial era.

Wright Brothers' First Flight: The Wright Brothers, Orville and Wilbur, achieved the world's first controlled powered flight in Kitty Hawk, North Carolina, on December 17, 1903. The Wright Brothers National Memorial in Kill Devil Hills commemorates this historic achievement.

Research Triangle Park: The Research Triangle Park (RTP) is a prominent hub for technology and research. Located between Raleigh, Durham, and Chapel Hill, RTP houses numerous high-tech companies, research institutions, and universities, contributing to the state's innovation and development.

Breathtaking Coastline: North Carolina boasts a stunning coastline along the Atlantic Ocean. The Outer Banks, a string of barrier islands, are known for their beautiful beaches, historic lighthouses, and unique maritime culture.



Moose's top insurance recommendations. [View Quotes](#)

Forbes ADVISOR



Moose's Top Quotes

spot
pet insurance

5.0
Forbes Advisor
Rating

\$13.70
/month

Accident Yes
 Illness No
 Wellness No
 Annual Coverage **\$5,000**

[More Info](#)

fetch
PET INSURANCE

4.5
Forbes Advisor
Rating

\$281.35
/month

Accident Yes
 Illness No
 Wellness No
 Annual Coverage **\$10,000**

[More Info](#)

[View All Quotes](#)

What is The Value of Pet Insurance?

Pet insurance provides financial protection against unexpected veterinary expenses, allowing pet owners to prioritize their pet's healthcare based on medical advice rather than financial constraints.

KPI Summary

CTR

1.5%

1 journey with total
6 campaigns

Journey OPR

38%

Averaged 60% with some
campaigns as high as 80%

Conversion

2%

Users that successfully
purchased from email

CTR

4.2%

1 journey with total
15 campaigns

Journey OPR

48%

Averaged 60% with some
campaigns as high as 80%

Conversion

3%

Users that successfully
purchased from email

CTR

6-10%

1 journey with total
21 campaigns

Average Journey OPR

60%

Averaged 60% with some
campaigns as high as 80%

Conversion

5.65%

Users that successfully
purchased from email

Key takeaways

Strategic planning, expectation, and a data-driven approach is key in leveraging CRM success.

- 1 The Importance of Setting Right Expectations:** It's crucial for marketing leaders to manage expectations with leadership and stakeholders regarding the capabilities and return on investment (ROI) of CRM initiatives
- 2 A/B testing:** Never stop A/B and multivariate testing. Let the audience help you build the best UX
- 3 Incremental Gains and Audience Engagement:** Incremental gains through effective CRM strategies can outweigh potential breakage and build a loyal audience base. Email marketing, accounted for a significant portion of overall revenue
- 4 Challenges Faced by Marketing Leaders:** Challenges, such as; proving CRM's ROI, dealing with data and internal silos, and the complexity of attribution need to be solved early in the process.
- 5 Deliverability:** Check your deliverability tools daily, make sure you've made it easy for users to unsubscribe and opt out, get user feedback through surveys

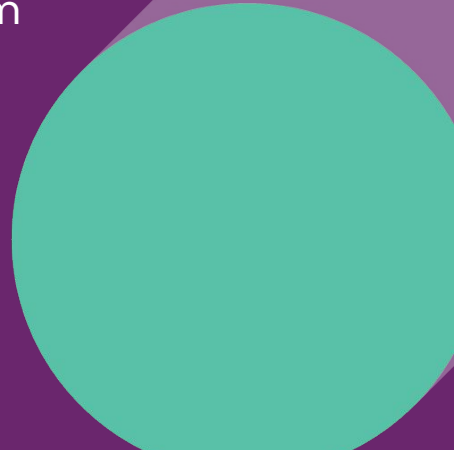
Email accounted for 18% of overall revenue in Travel Insurance in year 1

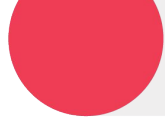


Thank You

What Makes a Great Marketing Leader?

Great marketing leaders possess a blend of qualities that enable them to drive their teams toward success, foster innovation, and achieve outstanding results in a dynamic and often challenging business environment.





1 **Visionary**

Being a good leader means you have a clear vision for the future and the ability to anticipate market trends, customer needs, and emerging opportunities.

2 **Strategic Thinker**

The foresight to build strategies that keep your organization ahead of the curve. You have the unique ability to “see around corners”.

3 **Customer-Centricity**

“Put yourself in their shoes”. Understanding customer behaviors, preferences, and pain points is crucial for creating value propositions that resonate well with your target audience.

4 **Data-centric Decision Making**

Top marketing leaders rely on an abundance of data, analytics and insights to inform decisions, measure performance, and optimize strategies for better outcomes.

5 **Continuous Learning**

You are lifelong learners, constantly seeking to update your knowledge and skills; stay informed about industry trends, marketing best practices, and emerging technologies.



Expectations for ROI

The Return on Investment (ROI) for email marketing can be notably high, making it one of the most efficient digital marketing strategies.

Generally, the average ROI for email marketing varies depending on the source, but it's commonly cited as around \$36 for every dollar spent.

Short-Term (Within 1 Year):

Some businesses, especially those with clear use cases and efficient implementations, may start seeing a positive ROI from their CRM investments within the first year.

Medium-Term (1 to 3 Years):

The more common scenario for many businesses is to achieve a break-even point within one to three years. This time frame allows for the full integration of the CRM system into business processes, user adoption, and the beginning of seeing tangible benefits in customer retention and sales growth.



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