

Email marketing CAG USA

1. They divide into **strategy, communication, creative and operation** teams. Each team has multiple people to handle the requests globally. Each project has its own **project manager** to manage the assets and work with people from the teams mentioned accordingly.
2. Besides 60 key projects a year such as product launches in different regions, they also handle numerous regional requests like **webinar registration announcements**.
3. Small regions are still using MailChimp, but the majority is moved to **Marketing Cloud**, which is connected to salesforce that can create a neat contact list. They use Pardot to collect leads.
4. Brian and Chandra have reached out to them before, and they said since there are similarities of the contact list, their team can handle some of the requests from LPD. They are already handling requests from Water. But for LPD, there is still assessments and discussions to see how to move forward.
5. They have the **production timeline**, they work in **Workfront** where every draft is uploaded in specific folders. Everyone can leave comments.
6. To get the final contact list: SAP list (from Global Customer Insight team), connecting with salesforce + marketing cloud -> final target list (**job title, region, subscription category**)
7. Most of the campaigns come with the new webpages (idexx.com) -> also take care of the website -> the launch time is earlier than the email sent time -> go to the right webpage -> IMPORTANT to check all info/ content/ stakeholders before sending the email - **OUT=OUT**, if we send to wrong respondents, it hurts the brand reputation, the subscription rate!
8. Strategists report the performance
9. Translation: **Agency/ Regional team** review if the content will work with the audiences.
10. Product launch project: 20k contacts in one email -> **so hard to handle!**
11. Email strategy is evolving - Complexity: email now requires more complex design, subject lines, CTA, customer journey -> from project management perspective: really need time to handle and make sure the email is sent accurately

Some questions for Matthijs

- What are they specifically doing for the US.
- How many emails do they send for US split in the 3 different lines of business (rapid assay (SNAP), reference labs and instruments/consumables)
- What is their **overall email strategy**? What does the US email calendar look like?
- What are the **do's and don'ts** and best practices from what learned through the year.
- How much of the email is informative/educative/awareness/interest creations vs focused on generate sales (special deals)

Meeting with Ashima and Melissa

CAG don't have any specific campaigns for veterinarians

Veterinarians – primary audiences for almost all campaigns (existing customers + generation tactics to grow the contact base)

For example: send the follow-up email to the ones who have the potential interest to purchase later on (give them more education, drive them some consideration before asking them to buy)

Targeting: for ex US: having the account list, see if we have associated contacts (email), depending on which regions – as long as they have the subscription (60-80% of the account we want to target has the marketable contacts), Canada: need to ask for consent upfront to send email (low %)

CAG USA: **High performance date:** Tuesday, Wednesday and Thursday

At least 3 emails across different campaigns going out every week until July

10 different campaigns are actively going on

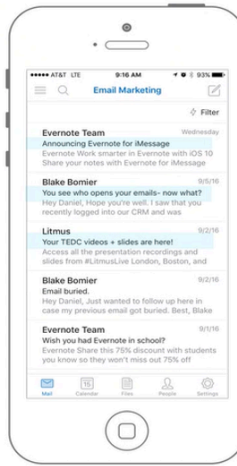
2 campaigns to different target audiences going out on the same day -> it's oki if there are some account overlaps

Crafting a **subject line**

Shown on email clients like Gmail, Outlooks, and iOS, preview text should be used to build on the subject line, add context, and/or include call-to-action.

Subject text quick tips

- A brief snapshot into what the email is about that captures their attention
- Immediately showcase value
- Use simple language
- Use punctuation thoughtfully
- Be mindful of character length



There is no one size fits all strategy for creating effective subject lines. Every audience is unique, including IDEXX subscribers. A/B testing or resend logic should be utilized generously.

Subject / Preview line **dos** and **don'ts**



Good to use

- Proper length
 - Between 60-70 (SL) / 120 (PL) total characters
 - Front load with the most impactful words
- Proper punctuation
 - Title case or sentence case
- Numbers and statistics
 - Provides visual prominence among words and indicates scannability
 - Top numbers to use: 10, 5, 7, 3, and 4
- Power words
 - Common high performing words include: "update", "events", "now", "news", "available", "snapshot", "latest", and "special"
- Image-related words
 - Utilizing words that relate to imagery relates to easy consumption.
 - Common imagery words: "pictures", "flowchart", "chart", "visuals", "diagrams"
- Ask a question, utilize puns or idioms, create intrigue, tease the offer, create FOMO, use humor, showcase value
- Use Brand-related terms / names to create familiarity



Use Caution

- Emojis
 - Has been shown to increase open rates by 3% but audience size using them is small.
 - Needs to match tone of communication to be successful.
- Personalization
 - Although considered best practice, it has not been proven to boost email engagement but can negatively impact it when over/misused.
 - Utilize only when it matters: offer adjustment, individual discounts, contact segmentation, etc.



Do not use

- All CAPS or excessive punctuation
 - Higher risk being sent to spam folder
- Spam words or phrases
 - Avoid if it looks unethical, unnecessary pressure/urgency, or delivers exaggerated claims
 - Common words to avoid: "cash", "bonus", "free", "#1", "100%", "guaranteed", "no catch"
- Misleading or deceptive phrases that do not match the email's content
- Weak words
 - Common low performing words include: "instant", "compare", "tested", "affordable", and "unlimited"

Components of a top performing email design

TEMPLATE

Build using the Inverted Pyramid Method

Grab Attention » Establish Value » Call to Action

LAYOUT

The 8-second attention span

You have 8-seconds to grab someone's attention when they open an email

CTA

Inspire through persuasion and contrasting design

4 Rules of Successful CTAs: 1.Placement, 2.Format, 3.Size, 4.Repetition

COPY

Set the tone for value and trust

Create the connection between what we want them to feel and then do

ALIGNMENT

Provide a harmonious experience

The Holistic Story: Email, Landing Page, Digital Ad, Website, Assets...

Overview of email marketing

Email marketing is a digital marketing strategy that involves sending emails to prospects and customers to promote products, services, or engagement with a brand. It's a cost-effective and high-ROI channel that businesses use for customer acquisition, retention, and brand loyalty.

The most important aspect of email marketing is delivering relevant and valuable content to the right audience at the right time.

Key factors that make this happen:

1. Audience Segmentation – Sending personalized emails based on subscriber behavior, preferences, and demographics increases engagement and conversions.
2. Compelling Subject Lines – The subject line determines whether your email gets opened or ignored. It should be clear, engaging, and relevant.
3. Personalization – Using the recipient's name, past interactions, or purchase history makes emails feel more relevant and boosts response rates.
4. Strong Call-to-Action (CTA) – Every email should have a clear purpose (e.g., buy now, learn more, sign up) that encourages subscribers to take action.
5. Mobile Optimization – Since most emails are opened on mobile devices, they should be easy to read and navigate on any screen size.
6. Deliverability & Avoiding Spam – Ensuring emails land in the inbox (not spam) by using authenticated domains, clean email lists, and avoiding spammy content.
7. Automation & Timing – Sending emails at the right time (like welcome sequences or abandoned cart reminders) improves engagement.
8. Tracking & Optimization – Analyzing open rates, click-through rates (CTR), and conversions helps refine strategies for better performance.

Based on the research

Highlighting cost-effectiveness of diagnostics: Emphasize the return on investment (ROI) for proactive diagnostic measures. Sharing data and case studies through industry conferences and veterinary associations can demonstrate the cost-effectiveness of preventative diagnostics. When budget is a concern, presenting a cost-benefit analysis to clients is beneficial.

Tailoring marketing plans by species: Different species have varying needs and preferences regarding diagnostic approaches:

- Swine veterinarians are advanced in their diagnostic practices and rely on reference labs. Expert opinions and presence at swine industry events are key to keeping IDEXX top-of-mind
- Dairy veterinarians frequently use point-of-care and in-clinic tests, especially for metabolic conditions and milk quality. Marketing should focus on the accuracy of results and the specific pathogens tested while increasing awareness of point-of-care and in-clinic options to encourage more proactive diagnostic discussions.
- Beef veterinarians represent the biggest growth opportunity. Marketing should focus on specific tests addressing major pain points such as BRD or scours, emphasizing the cost-benefit of investing in diagnostics, and targeting interested producers. Since client requests are impactful for beef veterinarians, marketing efforts should encourage producers to ask their veterinarians for testing
- Focusing on key drivers: When choosing a diagnostic provider, veterinarians prioritize accuracy of results and availability of tests for needed pathogens. Availability, clear results, and cost are also important
- Addressing barriers: The largest complaint from veterinarians is the limited availability of tests for large animals. Expanding options for on-farm or in-clinic diagnostics is crucial. Also, two-thirds of veterinarians expressed a need for more training and education on diagnostic tools for farm animals, especially tests that can be conducted on the farm.

Target audiences for email marketing

veterinarians specializing in beef, dairy, and swine, as well as producers (farmers)

Veterinarians:

- Beef veterinarians: The email marketing should focus on the cost-benefit of diagnostic testing, especially for common issues like Bovine Respiratory Disease (BRD) and scours
- Dairy veterinarians: The email marketing should highlight the accuracy of point-of-care (POC) and in-clinic diagnostic results, specifically for mastitis and metabolic conditions. Increasing awareness of POC and in-clinic options may motivate them to be more proactive in diagnostic discussions
- Swine veterinarians: The email marketing should focus on expert opinions and new offerings, given their reliance on reference labs and the importance of expert recommendations

Producers:

- Beef producers: Since client requests are more impactful for beef veterinarians, marketing efforts should target producers, encouraging them to request specific tests from their veterinarians

The respondents of the survey and customer journey

The respondents of the survey are in various stages of the customer journey, but are primarily in the consideration and decision stages

- Awareness: The survey includes questions to gauge the awareness of different diagnostic providers such as IDEXX, Zoetis, and reference labs. Most of the respondents are aware of IDEXX and Zoetis
- Familiarity & Usage: The survey assesses the respondents' familiarity with different diagnostic providers, and whether they have used them. A significant portion of the respondents have used IDEXX diagnostics in the past
- Consideration: The survey explores factors influencing diagnostic decisions, such as the importance of accuracy, availability of tests, cost, and speed of results. The survey also investigates the drivers behind diagnostic discussions, such as emergency/disease situations and customer requests

- **Decision:** The survey examines the current diagnostic protocols used by veterinarians, including the use of reference labs, in-clinic tests, and point-of-care tests. It also identifies the criteria that determine diagnostic protocols for specific operations, like budget and management approach
- **Loyalty/Advocacy:** The survey evaluates the likelihood of veterinarians recommending diagnostic providers to their peers. It also explores overall satisfaction with different diagnostic approaches
- The survey targets practicing veterinarians who make or influence diagnostic decisions for beef, dairy, and/or swine clients. These veterinarians have experience in the field and are actively involved in recommending and using diagnostic tests. This suggests that they are beyond the initial awareness stage and are actively comparing and selecting diagnostic options
- The survey aims to understand satisfaction with current diagnostic processes and tests. This implies that the respondents have already used various diagnostic services and are evaluating their experiences. Therefore, the survey respondents are likely in the consideration and decision stages of the customer journey, with some already in the loyalty/advocacy stage

Best email type

✓ Best Email Types:

- Product recommendations – Based on browsing history or past interactions.
 - Discount & promo emails – Special offers, limited-time deals.
 - Abandoned cart emails – Reminders to complete a purchase.
 - Case studies & testimonials – Show proof of success.
 - Personalized follow-ups – Direct engagement based on user activity.
- ◆ Goal: Drive action by using urgency, social proof, and clear CTAs.

