

# Solutions Nurture

Dell Solutions Nurture Campaign, 12/2014





# 1:1 Marketing Global Solutions Nurture Program

Version 3.1



## What is Solutions Nurture?



- Behaviorally-driven customer experience
- Global program driven by dynamic content, marketing automation, and a decision engine
- Engagement-focused customer journeys that deliver the right content at the right time when the customer wants it, all focused on Dell solutions

## What drives Solutions Nurture?



- Dell-built program logic to help the customer down the purchase journey path
- Modular content that supports scale and flexibility to build thousands of different scenarios
- Visually engaging content that drives interest and increased engagement

## What are the benefits?

<b>Increased speed to market-</b> reduced email production time by <b>30%</b>	<b>Higher engagement metrics</b> - 25% open rates and 4.8% CTRs vs. 12% and 1% respectively with push marketing	<b>Significant Revenue Influence-</b> 35% increase in conversion rates to pipeline	<b>Increased product solution selling- 3x higher</b> Average order values when contact is nurtured	<b>Faster lead creation-</b> from 7 days to just <b>4 hours</b>
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# Content-driven engine

A flexible program design along with modular content capabilities amplify the reach of finite number of assets to produce a scalable responsive email program. Customers experience content as part of a solution journey, instead of a singular email.



## Business Scale

+ **20** Topics Covered

Supports all **4** B2B customer segments for Dell

**2,000** unique customer experiences supported

Spans **5** Customer Journeys



## Content Scale

**650** versions of emails multiplied across **5** languages in **6** countries, all being managed by one user interface and a handful of wireframes.



# The Big Idea



Strategic shift: Using dynamic content, marketing automation and a decision engine, Dell built a behaviorally-driven customer experience that scales to support thousands of unique customer scenarios, allowing the customer to choose their own path.

**Respond**  
to customers'  
digital body  
language.

**Give**  
them timely,  
relevant  
information.

**Create**  
conversations.

**Generate**  
customers,  
not leads.

**Support**  
retention programs  
and account  
relationships.

## Contact's interaction defines nurture path.

Multiple entry points give contact a journey relevant to their pain points and last engagement.



**Identify**

**Discover**

**Educate**

**Compare**



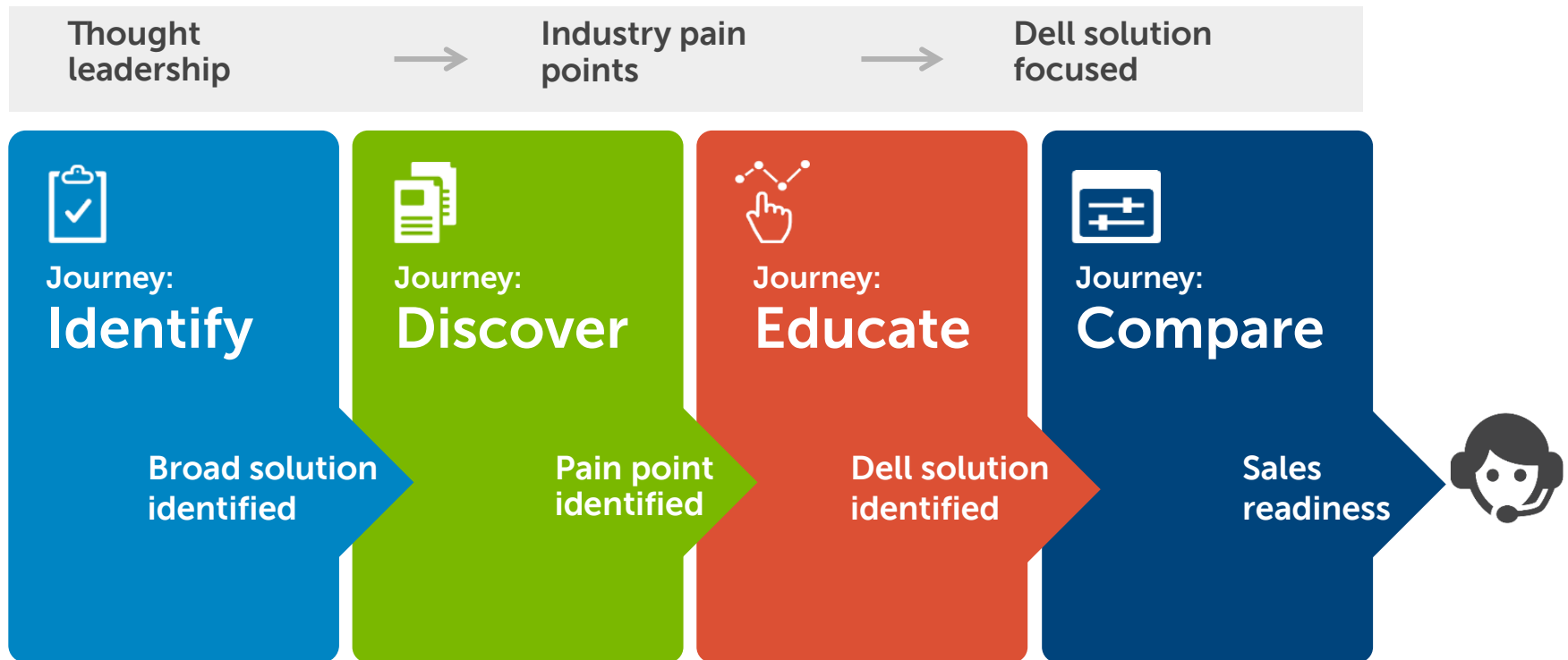
# The Solution



# Solutions Nurture 3.0



Solutions Nurture 3.0 focuses on aligning content to customer purchase phase, starting with thought leadership content in the “identify/awareness” stage and narrowing down to the optimal Dell solution as the customer shows more interest via engagement.

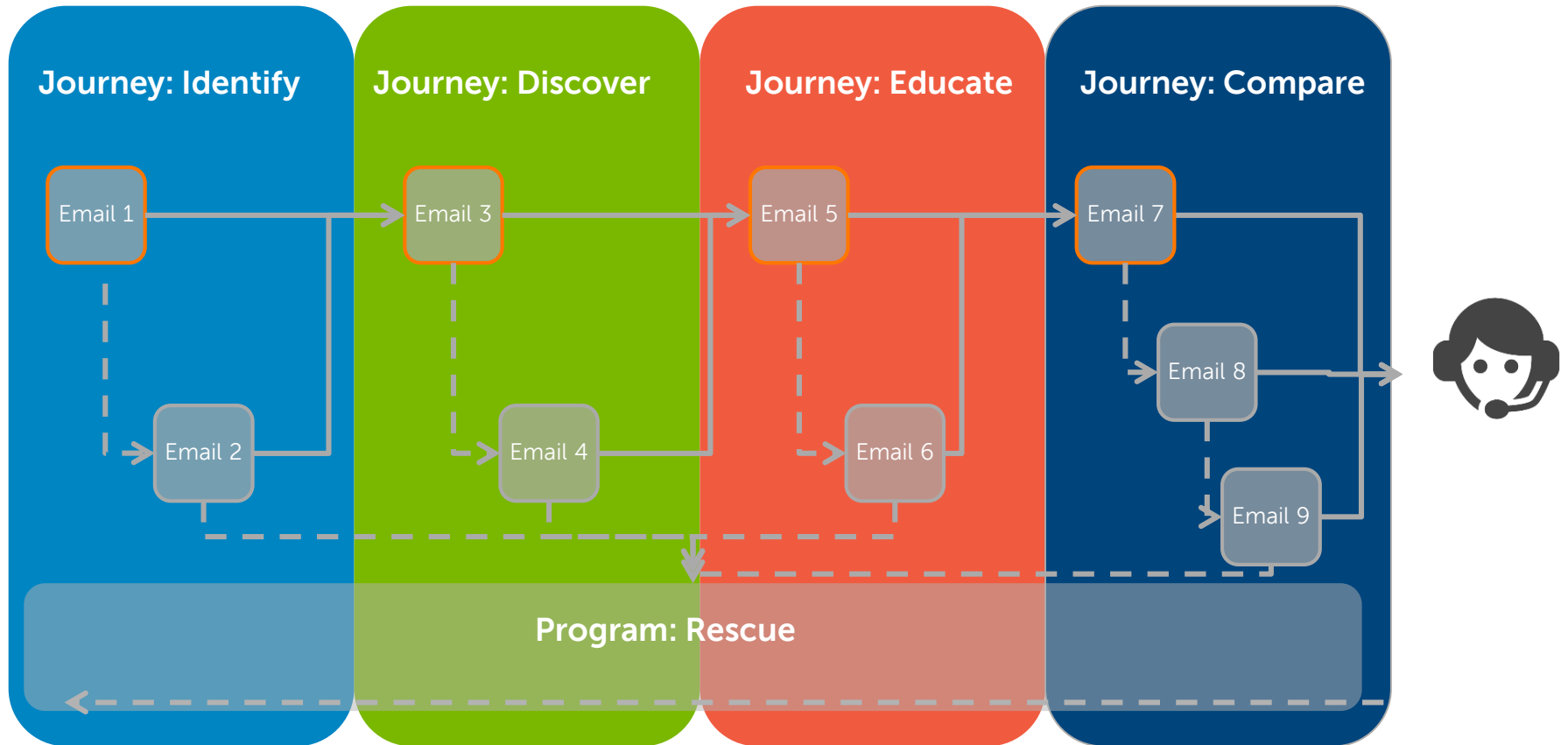


←-----  
If non-engage, begin moving backwards to course-correct on topic in an attempt to re-engage.

# Solutions Nurture 3.0



Along each phase of the purchase cycle emails are used to serve up relevant content providing customers an opportunity to engage. As they engage the program sends them emails related to the last topic they engaged with until customer action or inaction indicates change in customer interests; at that point the rescue program works to course correct by broadening the topics.

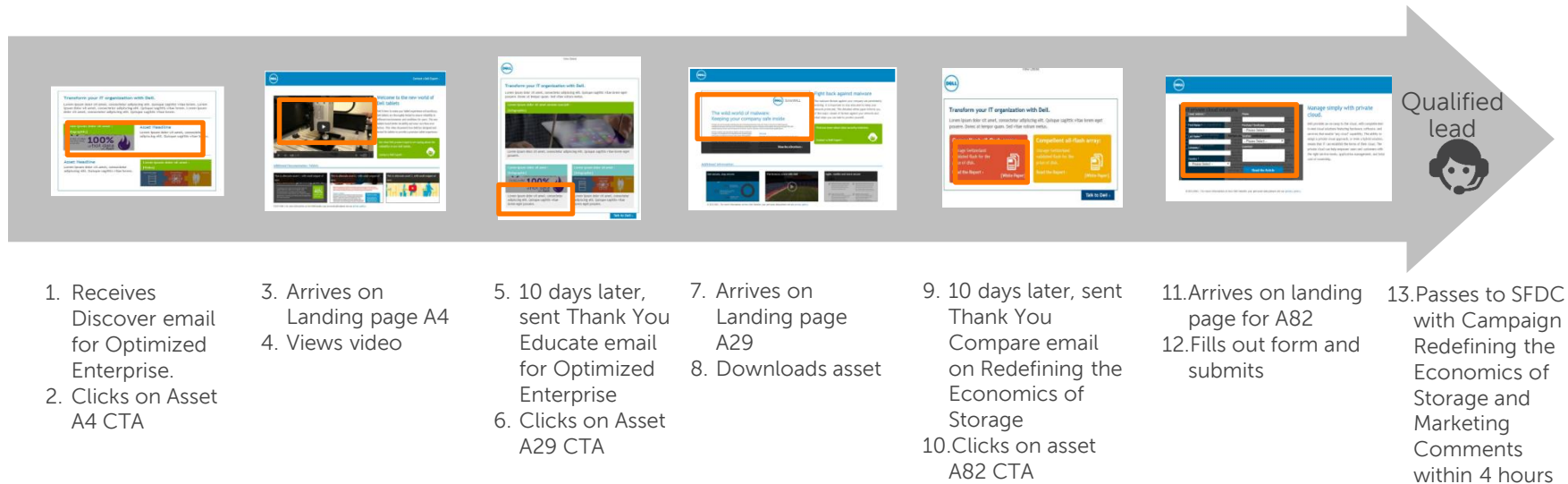




# Customer experience example



For example, if contact engages with topic, “optimized enterprise,” they continue to receive emails relevant to this topic. The program works to narrow down the particular solution the customer is interested in, this continues until we know enough about their interests to hand to sales as a qualified lead.



# The Execution



# Three critical areas of focus



## **NURTURE DESIGN**

Automate the deployment of 1:1 Marketing emails



## **MODULAR CONTENT**

Provide an agile and automated capability allowing scale and optimized production process for email deliverability



## **CONTENT STRATEGY**

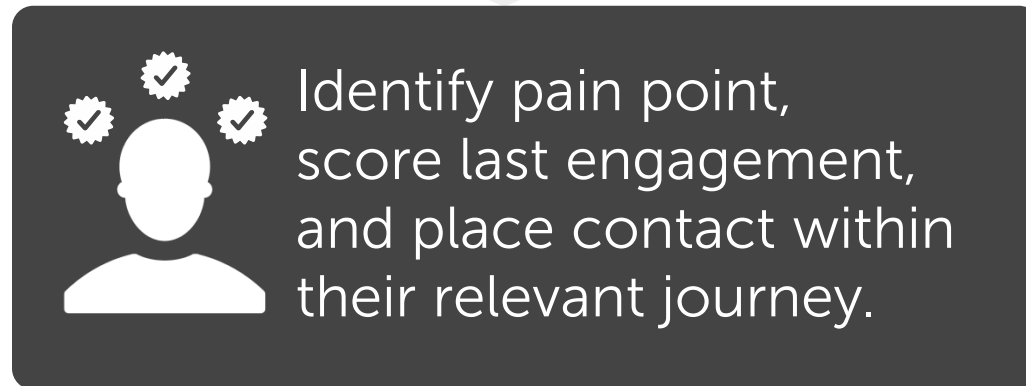
Pilot and test design, determine cost effective model for global content generation



# Audience selection



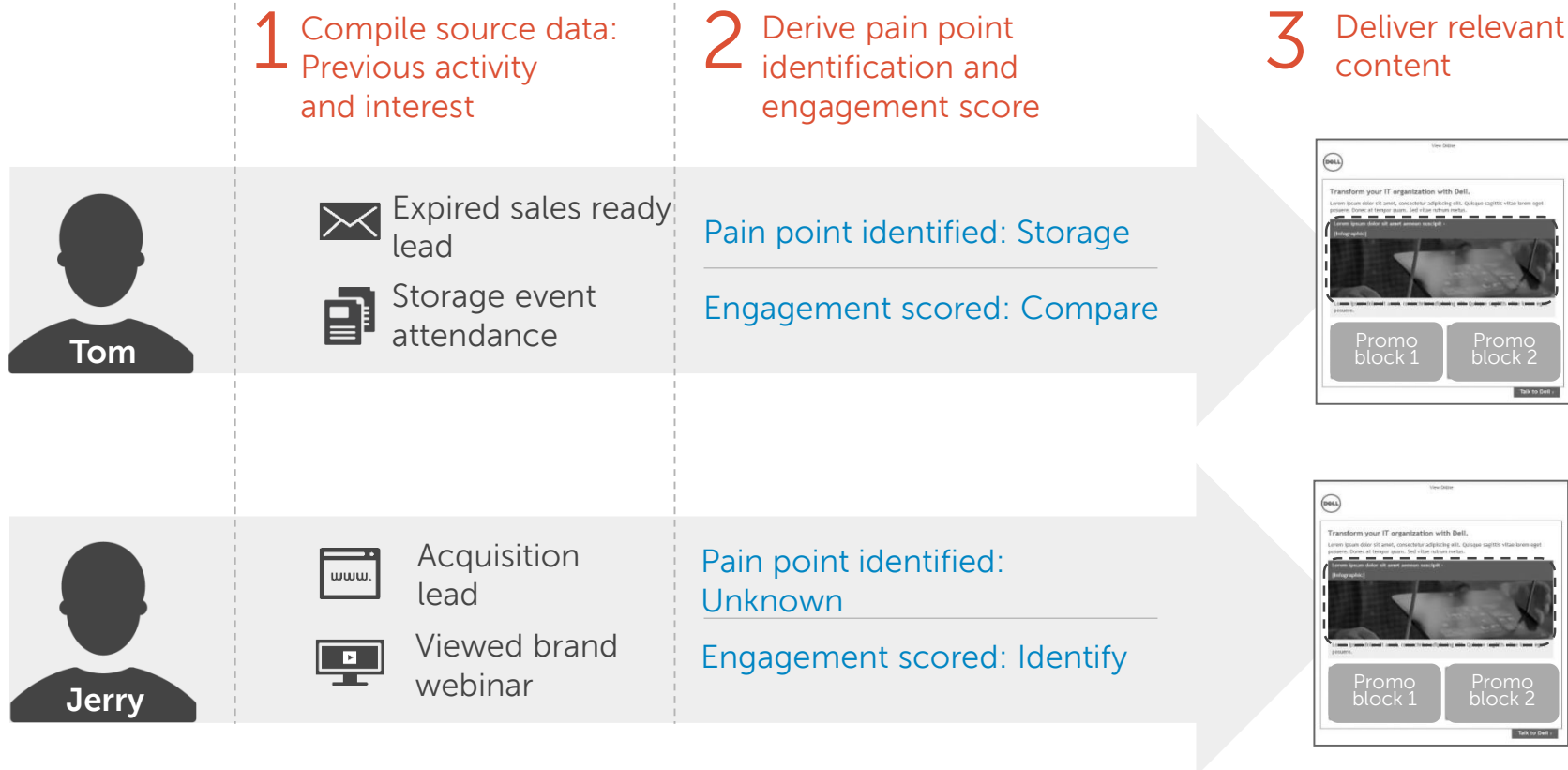
The program has an automated process to input contacts real-time from different sources across the organization. Program logic evaluates customer last action and aligns to appropriate topic and purchase phase to ensure most relevant email is sent first.



# Modular content enables personalization



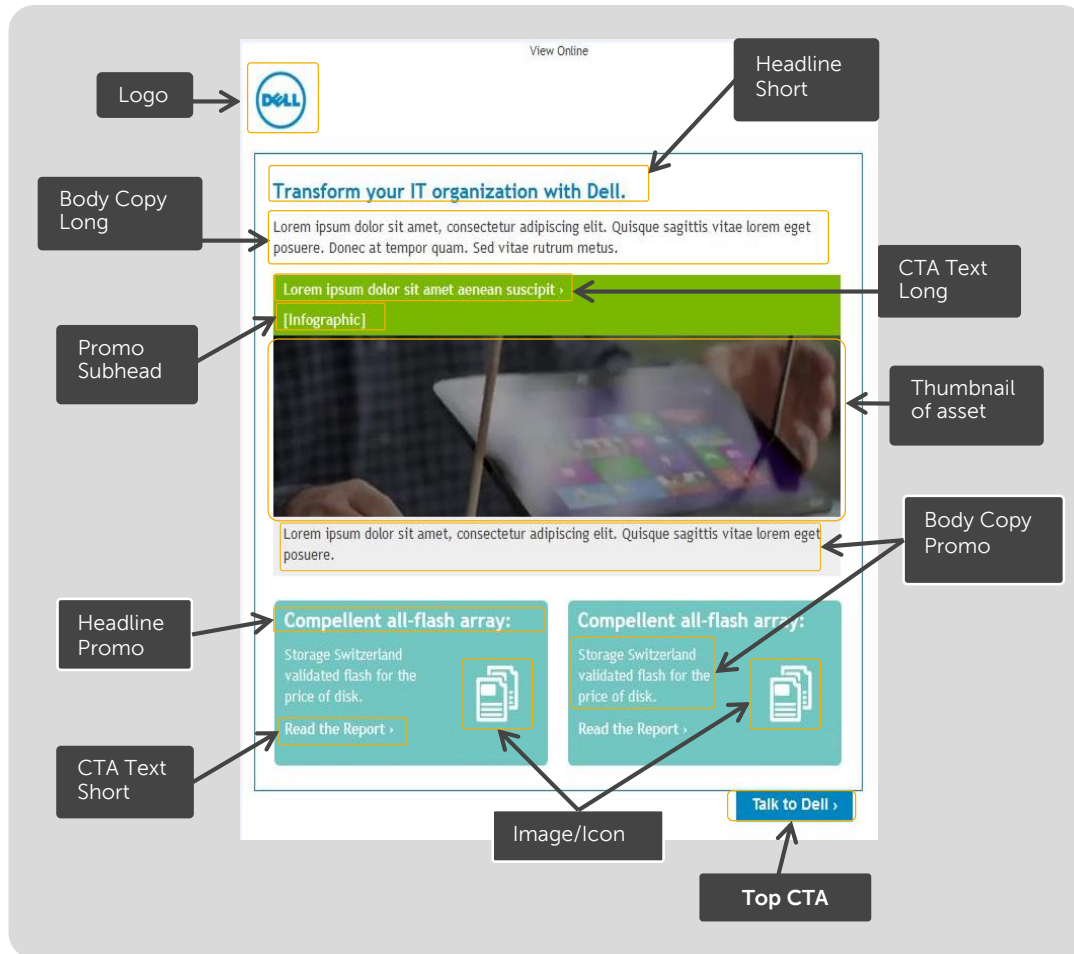
Modular content builds out personalized emails based on the customers' demonstrated interest and phase of the buying journey. Content is adjusted real-time and enables flexibility to expand the nurture program across new topics to match Dell's ever evolving solution sales.



# Modular content snapshot



All content within the email is broken down into building blocks including headline, body copy, images and calls to action. This allows the content to be flexible and independent of each other, allowing utilization of message components across over 2,000 customer scenarios.



## Modular Content

All content is modular, referencing previous behavior to determine what is being merchandised next.

## Wireframes

All responsive design, for mobile, tablet and PC

## Flexibility and Scale

Content is loaded into one tool that can be reused for other messages and edited quickly



# Content experience: responsive design



## Solution Email

**Don't let security threats hinder your growth.**  
Be proactive in fighting against future breaches. Find the solution that is right for you and be prepared to respond to a security breach by having the right preparations in place.

**Reduce the risk**  
[View the Infographic]

Risk ↑	Unmitigated risk	Unmitigated risk	Unmitigated risk	Unmitigated risk	Unmitigated risk
	Accepted risk	Accepted risk	Accepted risk	Accepted risk	Accepted risk
		Applied intelligence Efficiency	Incident response (internal)	Incident response (3rd party)	Incident response (3rd party)

Ranking the models for security services.

**What every CISO should know**  
[Read the Article]

**Counter the threat**  
[View the Infographic]

**3. Analyze threats.**  
CTU researchers use the Threat Intelligence Management System to identify linkages and relationships that would be impossible to find manually. Their research reveals if an attacker, in addition to how and why. With that context they can quickly answer critical questions like:

The four steps Dell SecureWorks uses to help you defend against threats.

Talk to Dell

## Solution Landing Page

**Reducing the risk**  
Ranking the models for security services

A look at risk reduction through managed security services and incident response.

Cyber security is a process, not a destination. No matter how well you're prepared, chances are you will be hacked at some point. A mature Managed Security Services Provider (MSSP) with specially trained Incident Responders can significantly reduce the time it takes to control a breach. This paper presents the advantages of a single-outsourced solution for managed security services and incident response and how data gathered from monitoring and managing the network gives responders a head start on a swift response.

Learn more about how to get hacked.  
Contact a Dell Expert

**Additional Information:**

- Enter the threat
- Protect against cyberattacks
- A good defense is

2014 Dell | For more information on how Dell handles your personal data please see our privacy policy.

**Reduce the risk**  
Ranking the models for security services

Learn more about how to control a breach when you get hacked.  
Contact a Dell Expert

**Additional Information:**

- Counter the threat
- Protect against cyberattacks

Responsive design maximizes reception across different devices based on dimensions set within the code.

# Content Experience: consistent look across topics



## Security Solutions

The Security Solutions content experience mockup features a consistent layout with a blue header and a 'View Online' link. The main headline is 'Transform your IT organization with Dell.' Below this, there are several content blocks: an infographic titled 'Learn ipsum dolor sit amet...', a video thumbnail for 'Secure your critical data', and two video thumbnails for 'Stop attacks in their tracks' and 'Costs of free patch management'. A 'Talk to Dell' button is located at the bottom right. The design uses a blue and green color palette.

## Why Dell for End User Computing

The Why Dell for End User Computing content experience mockup has a blue header and a 'View Online' link. The main headline is 'Services for an agile enterprise'. It features two main content blocks: 'Modernize with certainty' which includes an infographic showing '60-80% cost lower annual IT costs' and '30-70% IT costs to go', and 'Cloud-based modernization' which includes a 'Read the Article' button. Below these, there are two more content blocks: 'Manage, secure and modernize your mobile infrastructure' and 'The mechanics of EMM'. A 'Talk to Dell' button is at the bottom right. The design uses a blue and green color palette.

## Optimized Enterprise

The Optimized Enterprise content experience mockup has a blue header and a 'View Online' link. The main headline is 'Future-ready transformation your way'. It features several content blocks: 'Heighten value with capacity' with a 'Read the Article' button, 'Expedite data access', 'Renew IT infrastructure', 'Managing the onslaught of data', 'Every minute, humans', and 'Discover the value of density'. The 'Discover the value of density' block includes a '5 types of dense value' infographic. A 'Talk to Dell' button is at the bottom right. The design uses a blue and green color palette.

Each topic has a designated brand color to ensure consistency throughout the story.

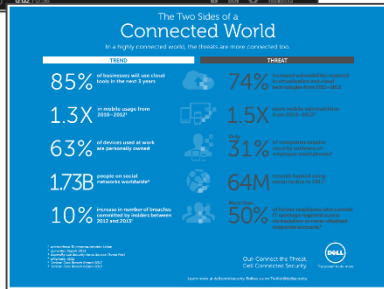




# Topic snapshot: security

With Solutions Nurture, customers get to choose which assets they will see through their actions with content. Customers receive content on the topic they have demonstrated interest in as each asset the customer engages dictates the next communication they receive.

## Discover



## Educate

**How to find the right security assessment**

**The best defense is a good defense.**  
Best practices for protecting your data

**Evolving identities**  
Streamlined access control from Dell One Identity Solutions

**Why free patch management tools could cost you more.**

**IAM for the Real World: Simplifying Complexity**

## Compare

**Solar cells manufacturer gains security assurance**

**Identity and access management for the real world**

**How traditional firewalls fail today's networks**  
And why next-generation firewalls will prevail

**Work out your IT kinks with comprehensive security solutions.**

**Efficient privileged account management: The secret to VIP treatment**

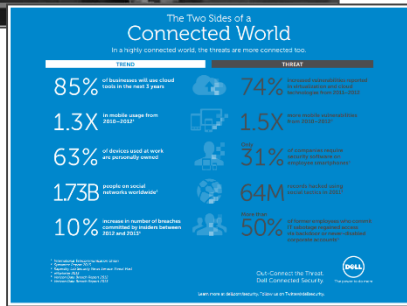
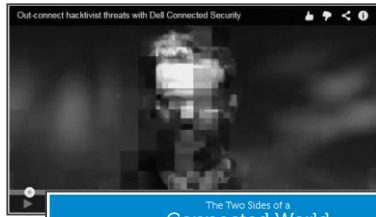
**Request a security consultation.**



# Customer journey snapshot: security

A customer who downloads an infographic about security trends is sent an email with more security content. Since they engage with Network Security content, they are served up detailed solutions Dell offers for Network Security in the Compare Journey.

## Discover



## Educate

How to find the right security assessment

More data = more risk

Data is growing exponentially every year

- 19 ZB of data created every day
- 35 ZB\* of data created every year
- 144.8 billion emails sent daily

Where do the threats come from?

- 2/3 of data breaches caused by human error and system misconfigurations
- 1/3 of data breaches from hacking attacks and insider threat
- 81% of incidents used some form of phishing and/or malware

286 million new malware threats last year

- 608 million identities compromised in 3,761 data breaches since January 2005
- 2,100 data breaches since 2002
- 232 million identities compromised in 2002 alone

Cost of a data breach to companies and individuals

- 100% increase in cost of a data breach from 2014 to 2017
- \$136 million average cost per breach
- \$194 million average cost per breach in the US
- 4.6% cost of a breach to the average company

Identity and Access Management (IAM) Sim

How do you protect yourself?

of strategic patch management (TCO) matters

of strategic patch management (TCO) matters

"If it wasn't too good to be true, it probably is."

The traditional customer average spend on all IT security solutions was \$1.2 billion in 2016. This is a significant increase from the \$1.1 billion spent in 2015. The increase is driven by the growing need for security solutions that can protect against the increasing number of threats and attacks. The traditional customer average spend on all IT security solutions was \$1.2 billion in 2016. This is a significant increase from the \$1.1 billion spent in 2015. The increase is driven by the growing need for security solutions that can protect against the increasing number of threats and attacks.

## Compare

Solar cells manufacturer gains security assurance

Identity and access management for the real world

How traditional firewalls fail today's networks

And why next-generation firewalls will prevail

Why your current firewall may be jeopardizing your security, and how you can counter today's threats. Manage web 2.0 apps and enforce acceptable-use policies.

Contents

1. What's wrong with traditional firewalls?
2. Next-gen security: introduction and advanced threats
3. Next-gen security: introduction and advanced threats
4. Next-gen security: introduction and advanced threats
5. Next-gen security: introduction and advanced threats
6. Next-gen security: introduction and advanced threats
7. Today's firewalls: application performance
8. Next-Gen™ Security for Your Organization: Next-Gen security threat

Learn More

Request a security consultation.

Our end-to-end approach to network security helps provide the intelligence you need to reduce risk and enable business initiatives. Get more details about our comprehensive lifecycle approach that connects previously isolated IT security solutions – from device to data center to cloud.



Thank you for your  
consideration.

For more information, please contact:

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