

Digital Engagement

Moving Beyond the Dream



An idea:

Everything we do at Rosetta Stone revolves around a simple idea: **learning a language should be fun, easy and effective.**

We approach language learning the same way that you first learned a language—**using a natural method that teaches new language directly, without translation.** That means no more confusing grammar explanations or mind-numbing vocabulary lists to memorize.

We offer more than just language learning.



LANGUAGE LEARNING



BRAIN FITNESS



EDUCATION



BUSINESS

Who am I?

Caitlin Romig, Digital Media Manager

- Web/mobile display media buys
- Affiliate partnerships
- Email
- Video
- Social



Programmatic:

In digital marketing, programmatic marketing campaigns *are automatically triggered* by any type of event and deployed according to a set of rules applied by software and algorithms.

Human skills are still needed in programmatic campaigns as the campaigns and rules are planned beforehand and established by marketers.



In the beginning.



- **Manual** (Database Queries – Daily exporting, reformatting).
- **List based segmentation**; no behavioral targeting or automation.
- **Monocular messaging strategy**; fixed content.
- **Post** engagement analysis.

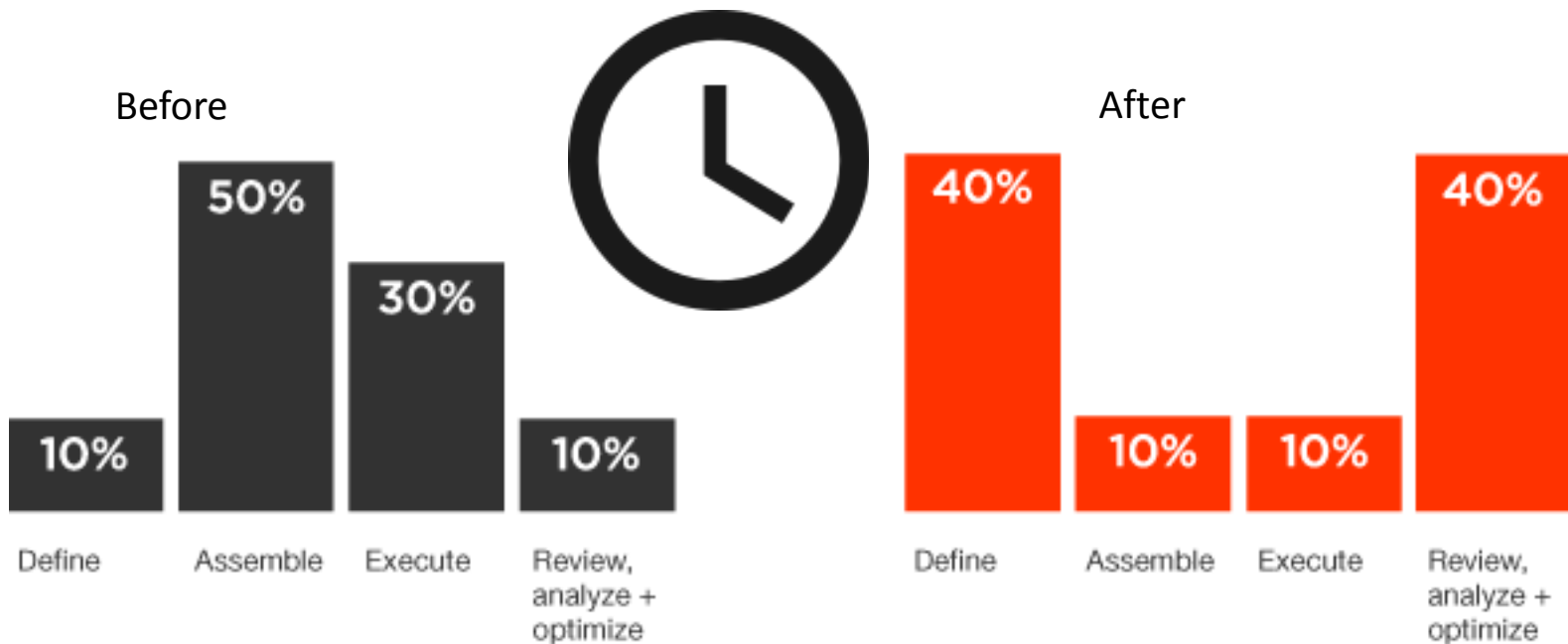
A new day.



- **Automated** (Database Queries – Daily exporting, reformatting).
- **Event based segmentation**; automated with demographic, and behavioral targeting.
- **Personalized messaging strategy**; variable content.
- **Real-time** decisioning based on analysis.

Time saver.

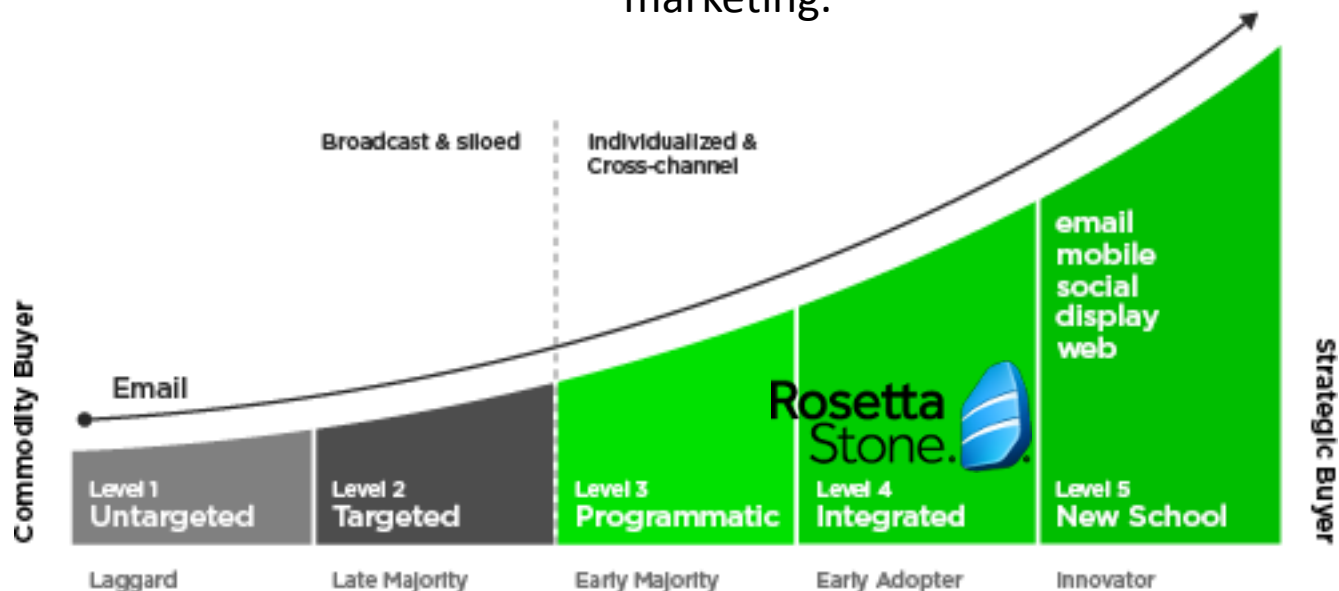
Human skills are still needed in programmatic campaigns as the campaigns and rules are planned beforehand.



We made it.

Rosetta Stone has moved in the **Programmatic** phase of messaging. We have launched automated, relevant, personalized messaging; proactively moving away from “one off” campaign messaging.

The next step is to move into the **Integrated** phase - increase automation and design a streamlined production process. Begin cross-channel execution, integrating mobile and display campaigns. Truly begin relationship marketing.



Listen, then respond.

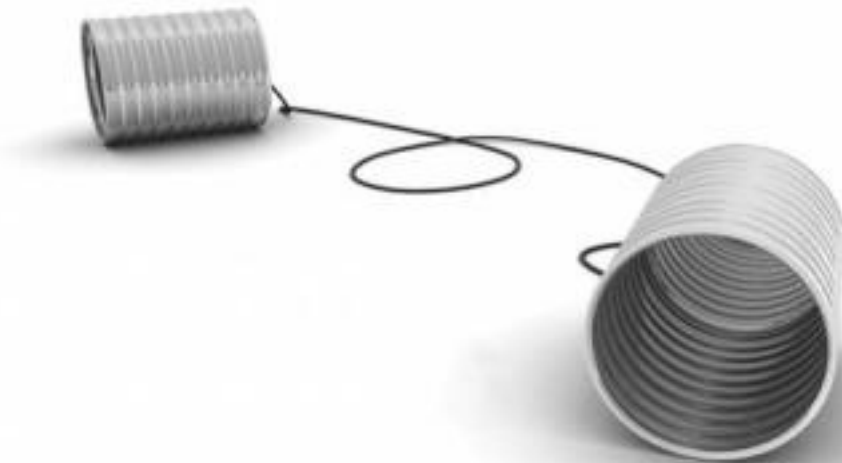
Engage in two-way communication. How is your business listening to the consumer?



What are they **“saying”** to you?
When did they say it?
What are they **doing**?
Interests?



I want:
French
Spanish
Italian
German
English



Look at all that data. Dream

RIID_
CREATED_SOURCE_IP_
CUSTOMER_ID_
MARKET
EMAIL_ADDRESS_
EMAIL_PERMISSION_STATUS_
FIRST_NAME
LAST_NAME
FIRST_DEMO_DT
LAST_DEMO_LANG
LAST_DEMO_TYPE
NEWSLETTER_TYPE
SUPPORT_LANG
LAST_DEMO_DT
LAST_ABANDON_DT
LAST_ABANDON_LANGÊ
EMAIL_DOMAIN_
EMAIL_ISP_
EMAIL_FORMAT_
EMAIL_DELIVERABILITY_STATUS_
EMAIL_PERMISSION_REASON_

MOBILE_NUMBER_
MOBILE_COUNTRY_
MOBILE_PERMISSION_STATUS_
MOBILE_DELIVERABILITY_STATUS_
MOBILE_PERMISSION_REASON_
POSTAL_STREET_1_
POSTAL_STREET_2_
CITY_
STATE_
POSTAL_CODE_
COUNTRY_
POSTAL_PERMISSION_STATUS_
POSTAL_DELIVERABILITY_STATUS_
POSTAL_PERMISSION_REASON_
CREATED_DATE_
MODIFIED_DATE_
ACTIVE_STATUS
MIDDLE_NAME
ACTIVE_STATUS
MIDDLE_NAME
COUNTY

ACTIVE_STATUS
MIDDLE_NAME
DATE_OF_BIRTH
GENDER
WARMUP
EMAIL_ACQ_DT
EMAIL_PREF_CH_DT
LAST_ABANDON_LANG
FIRST_PURCHASE_DT
LAST_PURCHASE_DT
LAST_PURCHASE_SRC
LAST_TRIAL_START_DT
LAST_TRIAL_END_DT
LAST_TRIAL_LANG
CID
GIFTER
LEARNER
LANGUAGE
BIRTHDATE

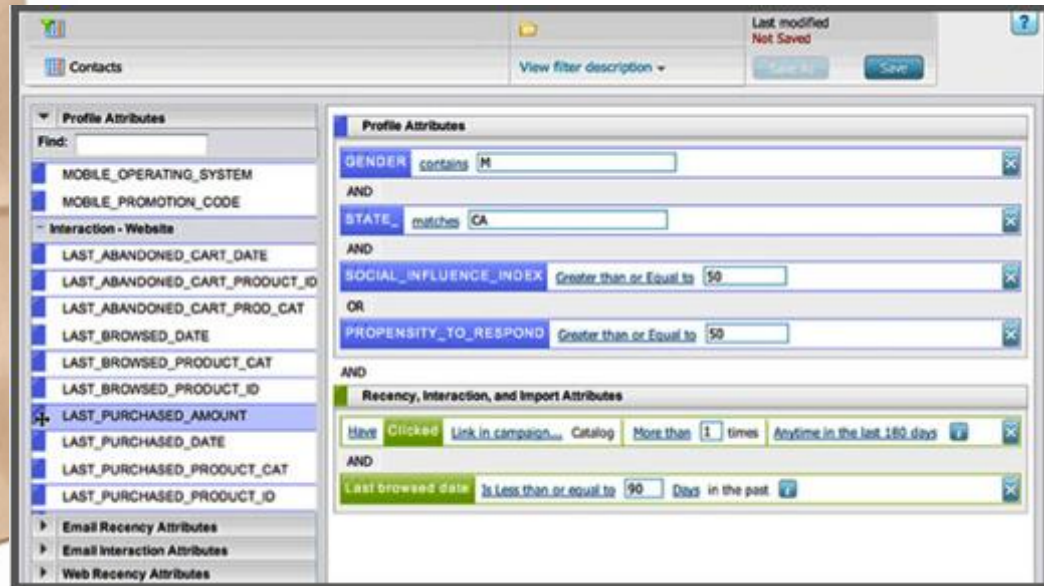
UNDER_AGE
TIMEZONE
MOTIVATION
INST_ACCT_NAME
UPLOAD_ID
URL
ONLINE_ACCESS_END_DATE



**Humanize the
data!**

Gather more data.

Age
Gender
Marital_Status
Income
Occupation
Education
Presense_Child
Home_Ownership
Product_Usage



The screenshot displays a marketing automation software interface. On the left, a sidebar lists various attributes for filtering contacts, including Profile Attributes (MOBILE_OPERATING_SYSTEM, MOBILE_PROMOTION_CODE), Interaction - Website (LAST_ABANDONED_CART_DATE, LAST_ABANDONED_CART_PRODUCT_ID, LAST_ABANDONED_CART_PROD_CAT, LAST_BROWSED_DATE, LAST_BROWSED_PRODUCT_CAT, LAST_BROWSED_PRODUCT_ID, LAST_PURCHASED_AMOUNT, LAST_PURCHASED_DATE, LAST_PURCHASED_PRODUCT_CAT, LAST_PURCHASED_PRODUCT_ID), Email Recency Attributes, Email Interaction Attributes, and Web Recency Attributes. The main area shows a 'Contacts' list with a 'View filter description' button. A filter configuration window is open, showing a 'Profile Attributes' section with filters for GENDER (contains M), STATE (matches CA), SOCIAL_INFLUENCE_INDEX (Greater than or Equal to 50), and PROPENSITY_TO_RESPOND (Greater than or Equal to 50). Below this is a 'Recency, Interaction, and Import Attributes' section with filters for Have Clicked (Link in campaign... Catalog More than 1 times Anytime in the last 180 days) and Last browsed date (is Less than or equal to 90 Days in the past).

Personas

Establish voice & tone

Listening?
I started a French
Demo – lesson 1 +
Downloaded your App.

Customers | We want
Unaggressive Messaging
Personalization
Special Offers
New Products
Wait, don't remind me

Demo-Takers | We want
An Offer - Great Deal
How much will I save?
Love Sales Copy
New Products

Non Demo Leads | We want
An Offer - Great Deal
How much will I save?
Love Sales Copy
New Products

Unengaged
Non Demo Leads | We want
Unaggressive Messaging
Cute Subject Lines
Features and Benefits
New Products



Programmatic engagement in email.

Early days we had

3

automated programs in market

welcome program
demo program
cart abandoner program

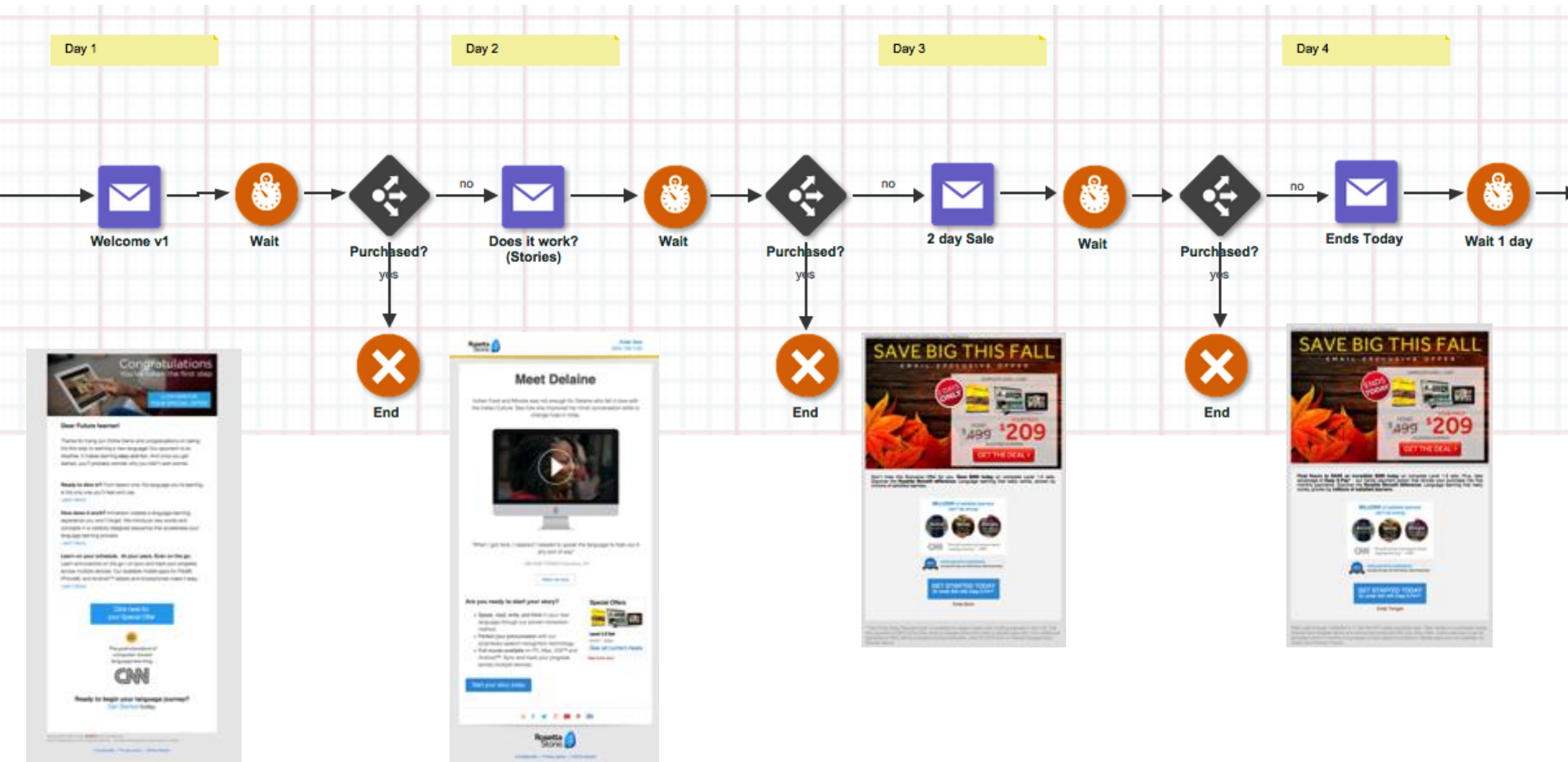
Today we have over

8

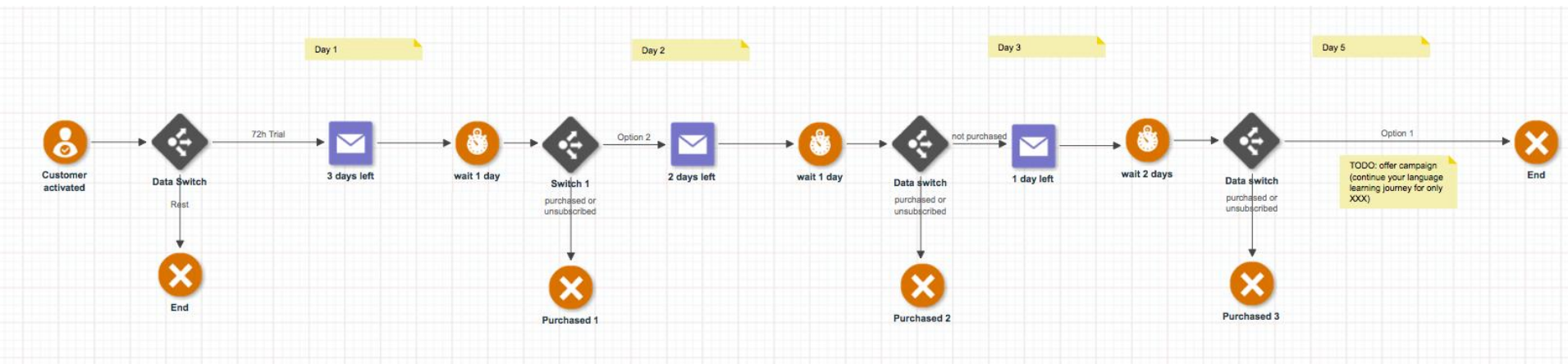
automated programs in market

welcome program
dynamic demo program
cart abandoner program
app programs (Language learning, Kids, Travel IQ)
co-branded lead gen
engagement program
winback program

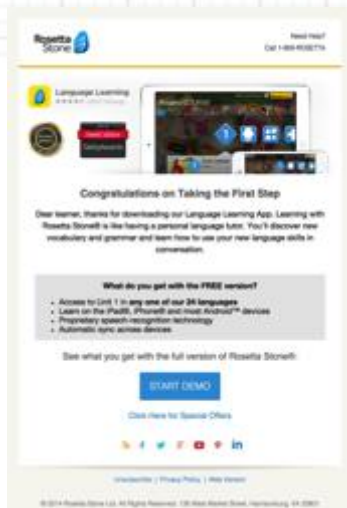
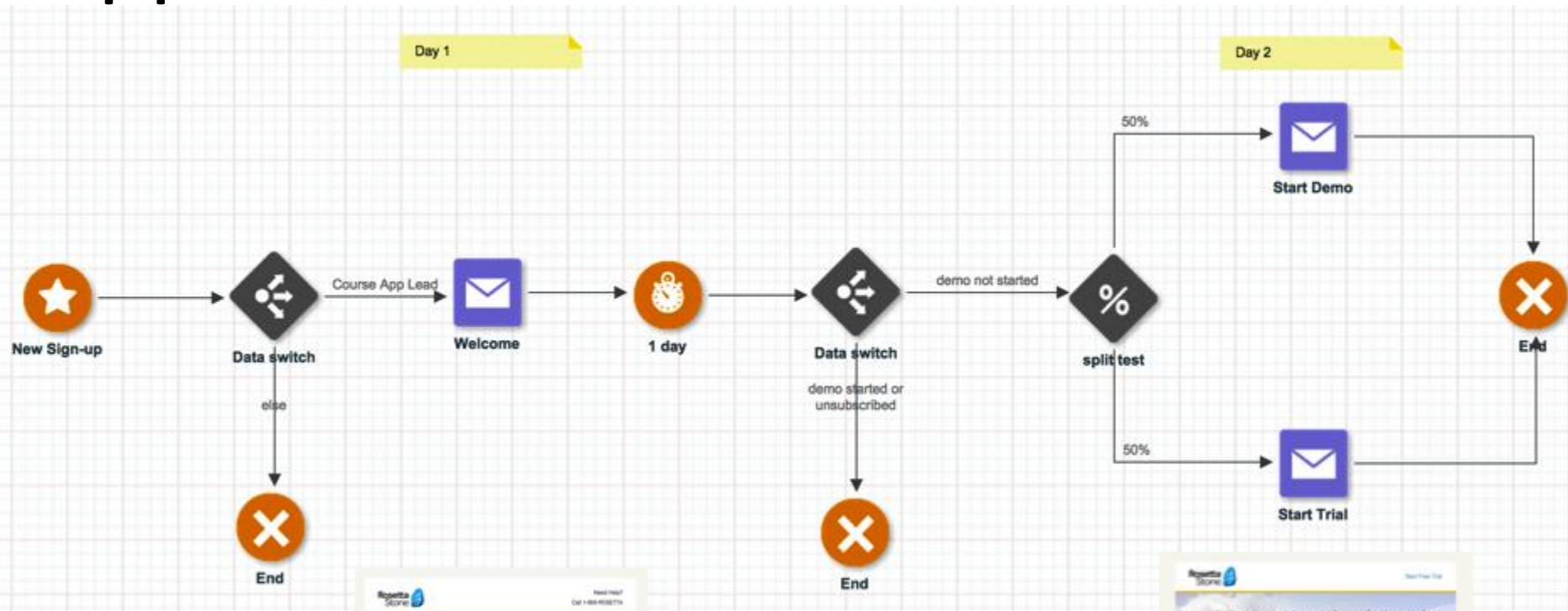
Welcome.



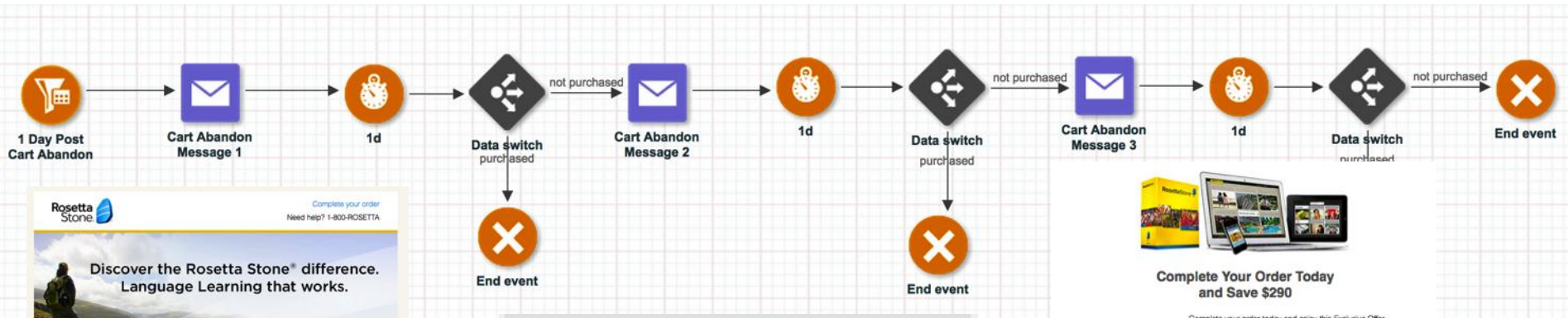
Free trial.



Apps.



Cart abandoner.



Complete your order
Need help? 1-800-ROSETTA

Discover the Rosetta Stone® difference.
Language Learning that works.

Your order was not completed. How can we help?

\$FIRST_NAME, we are delighted you decided to learn a new language. Let us know how we can help you:

I have technical difficulties to complete my order
Please call 800 1112312 or [go to our Support Site](#)

I am not sure if it really works
The best answer to this will always be a story. [See learner stories here.](#)

I don't know what product is write for me
Please check out our [Product Comparison Chart](#)

It is still to expensive
We offer a Easy 5-Pay Plan that splits the total price in 5 affordable payments. [Learn More](#)

Other
Please simply reply to this email.

Enjoy 30-day Returns and FREE Shipping.

[COMPLETE YOUR ORDER](#)

[See all current offers here](#)

Language Learning that works.

Learn at your own pace

Practice with expert tutors

Connect with other learners

30-Day Money Back Guarantee

Complete Your Rosetta Stone Order

Rosetta Stone.

We saved your cart for you.

TOTALe Online
French
Level 1-5

- For up to 5 users
- Free USB-Headset Included
- 30 days Guarantee

[Complete Order Now](#)

You are receiving this email because you wished subscribed in at list name for newsletter
Our mailing address is: yoursite.com, P.O. Box 264, London, UK 57378
[View Online Version](#) | [Forward to a Friend](#) | [Unsubscribe](#)

Complete Your Order Today and Save \$290

Complete your order today and enjoy this Exclusive Offer for you. Save \$290 today on complete Level 1-5 sets. Discover the Rosetta Stone® difference. Language learning that really works, proven by millions of satisfied learners.

[COMPLETE ORDER](#)

[See all Deals here](#)

Why learn with Rosetta Stone?

Mobility.

In addition to Web and CD-ROM options, Rosetta Stone mobile apps give you ability to learn whenever and wherever you choose, on your smartphone or tablet.

Structure.

The Rosetta Stone interactive method helps you get off to a quick start and guides you step-by-step to improve your skills and reach your goals.

Results.

The fact is, anyone can learn a new language and the proven Rosetta Stone method is designed to enable the language learning ability in all of us. Discover why millions of satisfied learners can't be wrong.

Try it for yourself.

[START FREE DEMO TODAY](#)

[Unsubscribe](#) | [privacy policy](#) | [online version](#)

Event based segmentation.



Can I find you?
Can you help me?



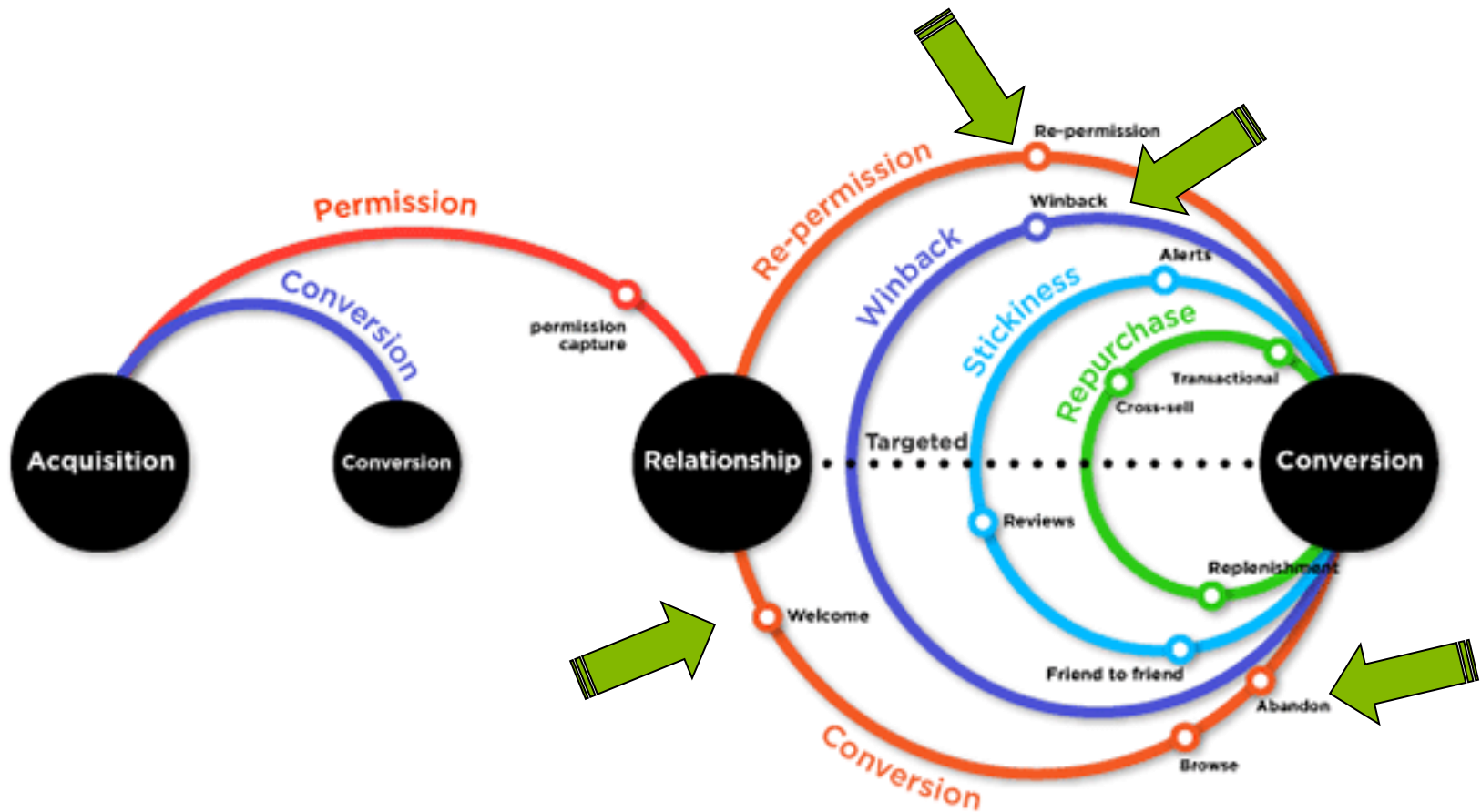
The funnel
"where are they"



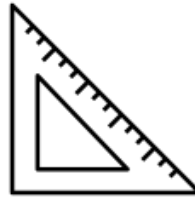
Deepen the engagement.



Find opportunities.

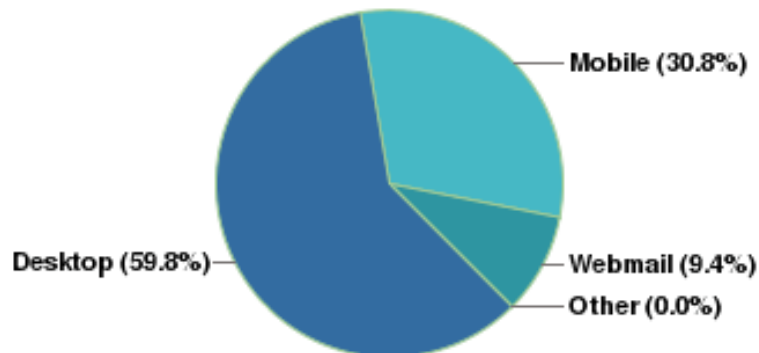


Start testing.



Create Mobile friendly content

Initiative: Develop Responsive enabled templates (CSS) to deliver consumable mobile content. Email resizes based on resolution.



Results: +61% lift in response vs. control.

Rosetta Stone 1 (800) 785-1438
Download Online

Help yourself achieve professional success
SAVE UP TO 30%
Plus Free Shipping**
Chinese (Mandarin)
English (American)
French

Rosetta Stone

JOIN THE MILLIONS
learning with our proven method.

DOWNLOAD TODAY
Only 5 payments of \$99

CHOOSE YOUR NEXT LANGUAGE

Spanish
French
Italian
German
English

or See all available languages

Complete Level 1-5 Set for Five Easy
PAYMENTS OF UNDER \$100

Challenge assumptions.

More or less content?

Answer: More
Additional Content
+20% revenue lift



We teach the language. You do the math.

ROSETTA STONE

ENDS SOON

WAS **\$499** TODAY **\$229**

GET THE DEAL

Why not kick off the academic year by learning a new language with Rosetta Stone? Our interactive method gets you off to a **fast start** and lets you **progress at your own pace**. It's the smart way to gain the **advantages of speaking a second language**. And by **saving 50%** off the regular price, you'll show your grasp of economics as well.

GET THE DEAL
SAVE \$270

(Ends on \$validdate\$)

Rosetta Stone® Stories and Tips

WATCH

Delaine learned to speak Hindi in India.
Watch her language learning journey.

READ

How Will You 'Back to School'?
A Very French Perspective

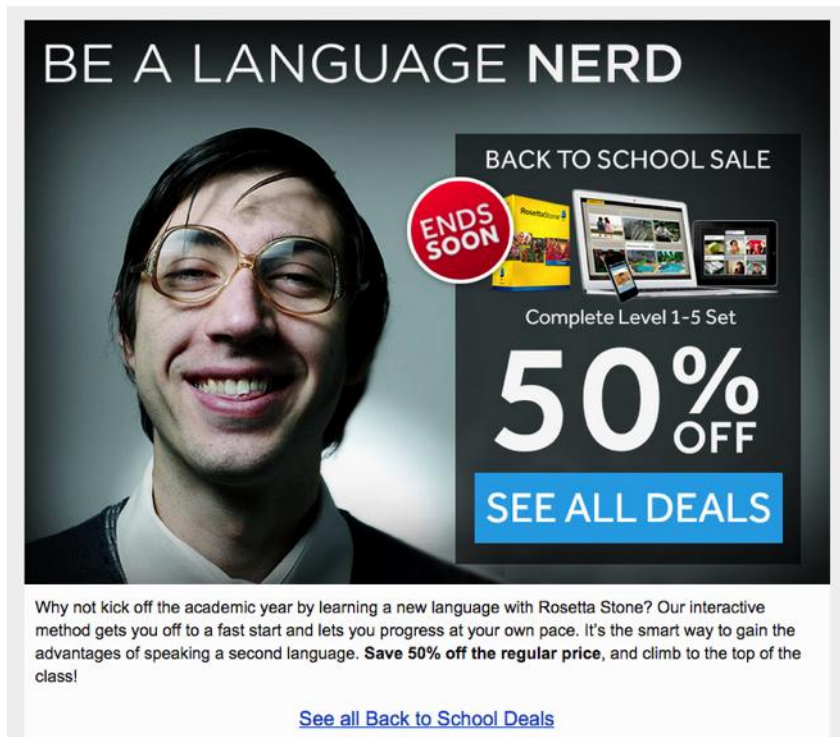
Top Ten Language Learning Tips

- 1 Take notes while you learn
- 2 Set reminders
- 3 Watch foreign movies with subtitles
- 4 Practice with native speakers
- 5 Play games in a foreign language

SEE ALL TEN TIPS

Make it easy and attractive.

Low commitment CTA's



BE A LANGUAGE NERD

BACK TO SCHOOL SALE

ENDS SOON

Complete Level 1-5 Set

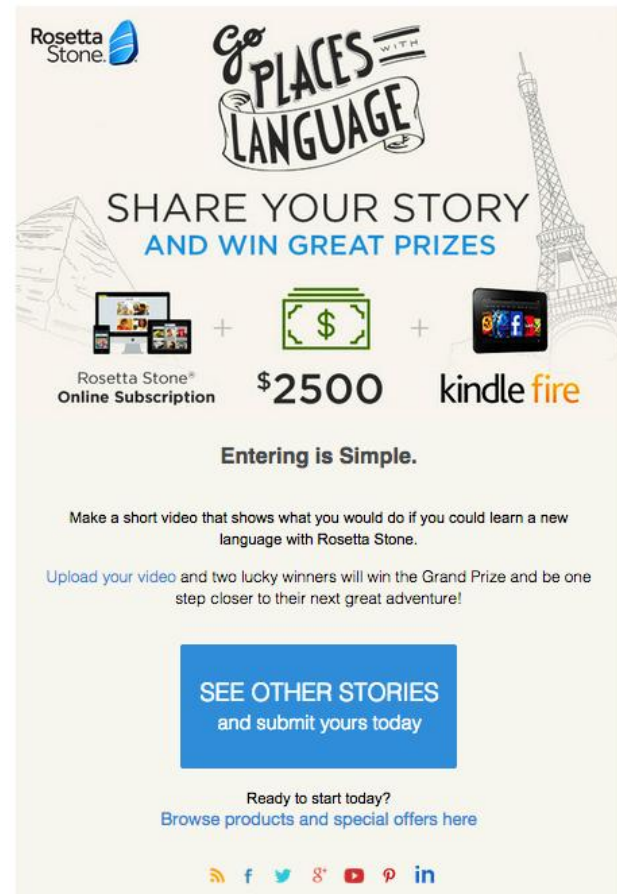
50% OFF

[SEE ALL DEALS](#)

Why not kick off the academic year by learning a new language with Rosetta Stone? Our interactive method gets you off to a fast start and lets you progress at your own pace. It's the smart way to gain the advantages of speaking a second language. **Save 50% off the regular price**, and climb to the top of the class!

[See all Back to School Deals](#)

Give before you take



Rosetta Stone

Go PLACES WITH LANGUAGE

SHARE YOUR STORY AND WIN GREAT PRIZES

Rosetta Stone® Online Subscription + \$2500 + kindle fire

Entering is Simple.

Make a short video that shows what you would do if you could learn a new language with Rosetta Stone.

Upload your video and two lucky winners will win the Grand Prize and be one step closer to their next great adventure!

[SEE OTHER STORIES and submit yours today](#)

Ready to start today?
[Browse products and special offers here](#)

[RSS](#) [f](#) [t](#) [g+](#) [y](#) [p](#) [in](#)

Small changes Big impact.

Yellow Box?

Answer: Yellow Box!

Additional Content
+20% revenue lift



Get Started Today for under \$46. Sale Ends Soon!



We teach the language.
You do the math.

WAS ~~\$499~~ TODAY **\$229**

ENDS SOON



GET STARTED TODAY
for only \$46 with Easy 5-Pay*

With Rosetta Stone, your language experience goes **wherever you go**. Our award-winning **interactive software** can be installed on more than one computer. Better yet, our mobile app lets you **learn and practice** wherever and whenever you choose. This year, find out how far a new language can take you—especially for so little.

GET STARTED TODAY
for only \$46 with Easy 5-PAY*

Ends on 8/29/2014!

Get Started Today for under \$46. Sale Ends Soon!



We teach the language.
You do the math.

WAS ~~\$499~~ TODAY **\$229**

ENDS SOON



GET STARTED TODAY
for only \$46 with Easy 5-Pay*

With Rosetta Stone, your language experience goes **wherever you go**. Our award-winning **interactive software** can be installed on more than one computer. Better yet, our mobile app lets you **learn and practice** wherever and whenever you choose. This year, find out how far a new language can take you—especially for so little.

GET STARTED TODAY
for only \$46 with Easy 5-PAY*

Ends on 8/29/2014!

Curiosity works.

Reveal Your Deal.



Secret Sale

Email Exclusive

REVEAL YOUR DEAL
and fall in love with a new language

Secret sale - exclusive just for you! [Click here to reveal.](#) Fall in love with a new language today and discover the **Rosetta Stone®** difference. Language learning that really works, proven by millions of satisfied learners.

Urgency helps.

BE A LANGUAGE BRAINIAC

EMAIL EXCLUSIVE OFFER

SALE ENDS SOON

02:32:02

HOURS MINUTES SECONDS

Complete Level 1-5 Set

50% OFF

SEE ALL DEALS

Learn.

Rosetta Stone

Go PLACES WITH LANGUAGE

SHARE YOUR STORY AND WIN GREAT PRIZES

Rosetta Stone® Online Subscription \$2

Congratulations
You've taken the first step

CLICK HERE FOR
YOUR SPECIAL OFFER

Dear Future learner!

Meet Chris

Communication is essential to Chris's success as a paramedic in understanding his patients. See how he improved his Spanish conversation skills to save lives.



"I use the pronunciation skills I learned from Rosetta Stone to say the words properly so that my patients understand what it is I'm asking them"

— CHRISTOPHER WALKER, Portland, OR

Watch his story

Are you ready to start your story?

- Speak, read, write, and think in your new language through our proven immersion method.
- Perfect your pronunciation with our proprietary speech-recognition technology.
- Full course available on PC, Mac, iOS™ and Android™. Sync and track your progress across multiple devices.

Start your story today

Special Offers



Level 1-5 Set

MSRP: \$499

See all current deals

Sale ends on 11/05/14

Rosetta Stone

See Bundle Options and Pricing

Train Your Brain for language learning

Learn more »

Language Learning and Brain Training Bundle

Prime your brain for learning a new language with an exclusive bundle featuring our award-winning language product plus our new brain training program Fit Brains® designed by neuroscientists.

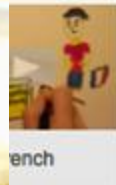
Rosetta Stone + Rosetta Stone® fit brains

Train your brain for language learning.

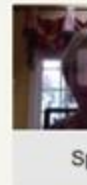
See Bundle Options and Pricing

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Why do people



French



Spanish

our Story and Win

See a short video that shows what you could do if you could learn a new language. Rosetta Stone will feature your video. lucky winners will win the Grand Prize. The contest ends Thursday, November 13th.

Start Your Story Now

2 DAYS LEFT



Unsubscribe | Privacy Policy

Click here for
your Special Offer



The gold standard of
computer-based
language learning.



begin your language journey?
Get Started today.



Cross-channel communication.



Programmatic Ad Buying

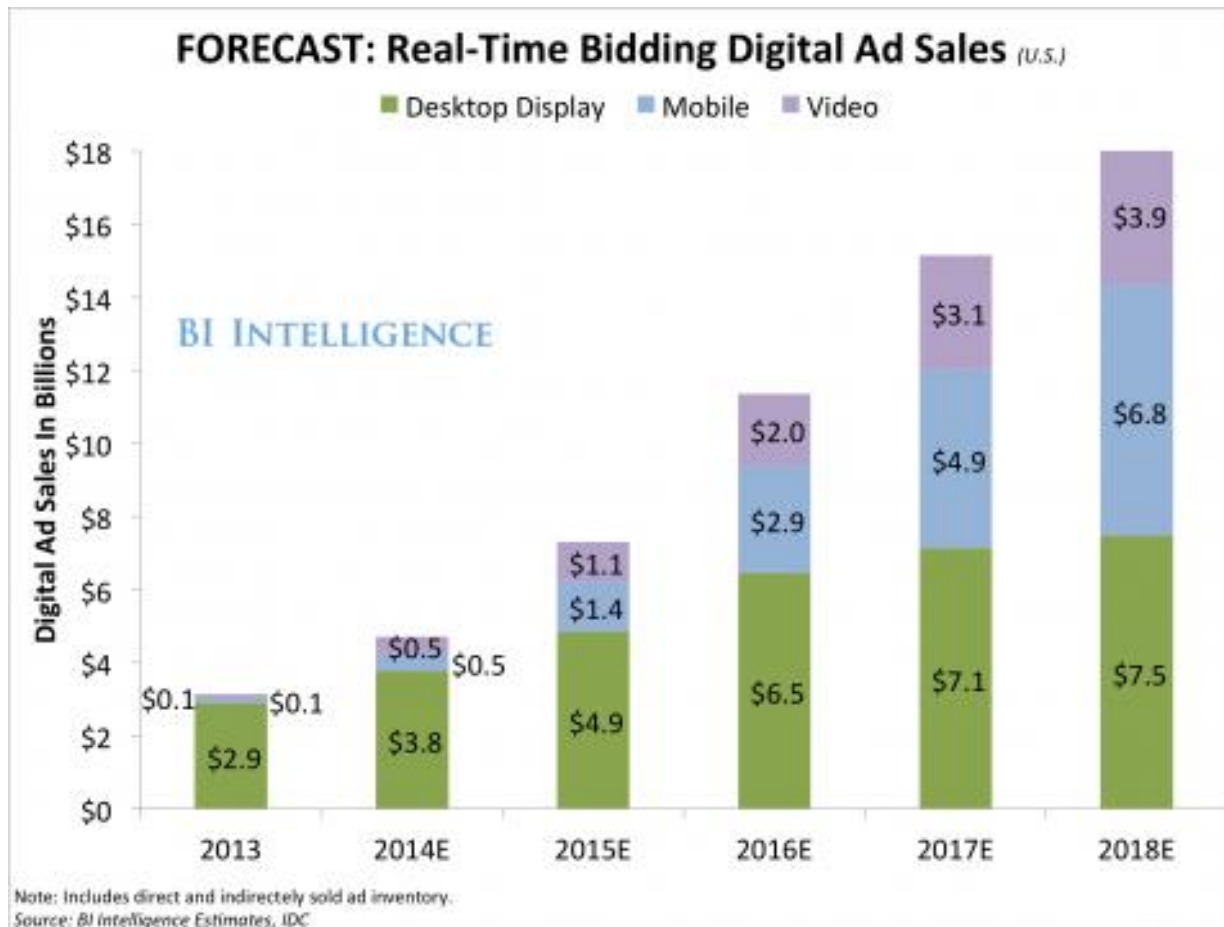
"Programmatic buying is the gluten of advertising" - Jimmy Kimmel



- \$9.8 billion in the U.S. in 2014, or about 20% of the overall digital-ad market*
- Prices for programmatic ads are increasing for almost all ad types, as demand outpaces supply.

What's Next?

- Mobile and video ad platforms are going programmatic



Am I Going Away?

Not any time soon.....



Marketers will need to adapt.

Say yes to the promotion.

Listen first – then respond programmatically

Humanize your current data

Identify Segments (create Personas)

Gather more data (behavioral & demographic)

Automate “new” programs to drive funnel engagement

Establish a baseline and test aggressively

Learn

XX% revenue growth yoy

XX% engagement growth yoy