



THE GUIDE TO FREQUENCY MANAGEMENT

Learn how to use Frequency Reporting & Management to protect against unsubscribes



Expected Commitment: 30 minutes

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Email send frequency is often overlooked as an opportunity for optimization because it's so difficult to analyze in Marketing Automation Platforms. This guide will show you how to conduct a frequency analysis using Motiva's out-of-the-box reporting. You'll also learn how to automatically limit send frequency for different segments.

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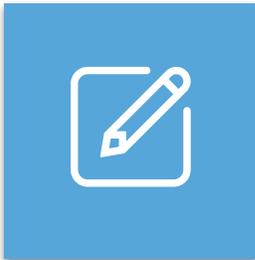
EMAIL OPTIMIZATION

When you think about improving your email outreach, there are a few aspects you can experiment with or “optimize” to achieve higher engagement rates.



WHO: Audience Segmentation

Determine the right audience for your message by grouping the right contacts together based on demographic, firmographic or behavioral data.



WHAT: Content Optimization

What you say and how you say it matters. You can improve the content you send to an audience through manual or automated message testing.



WHEN: Send Time Optimization

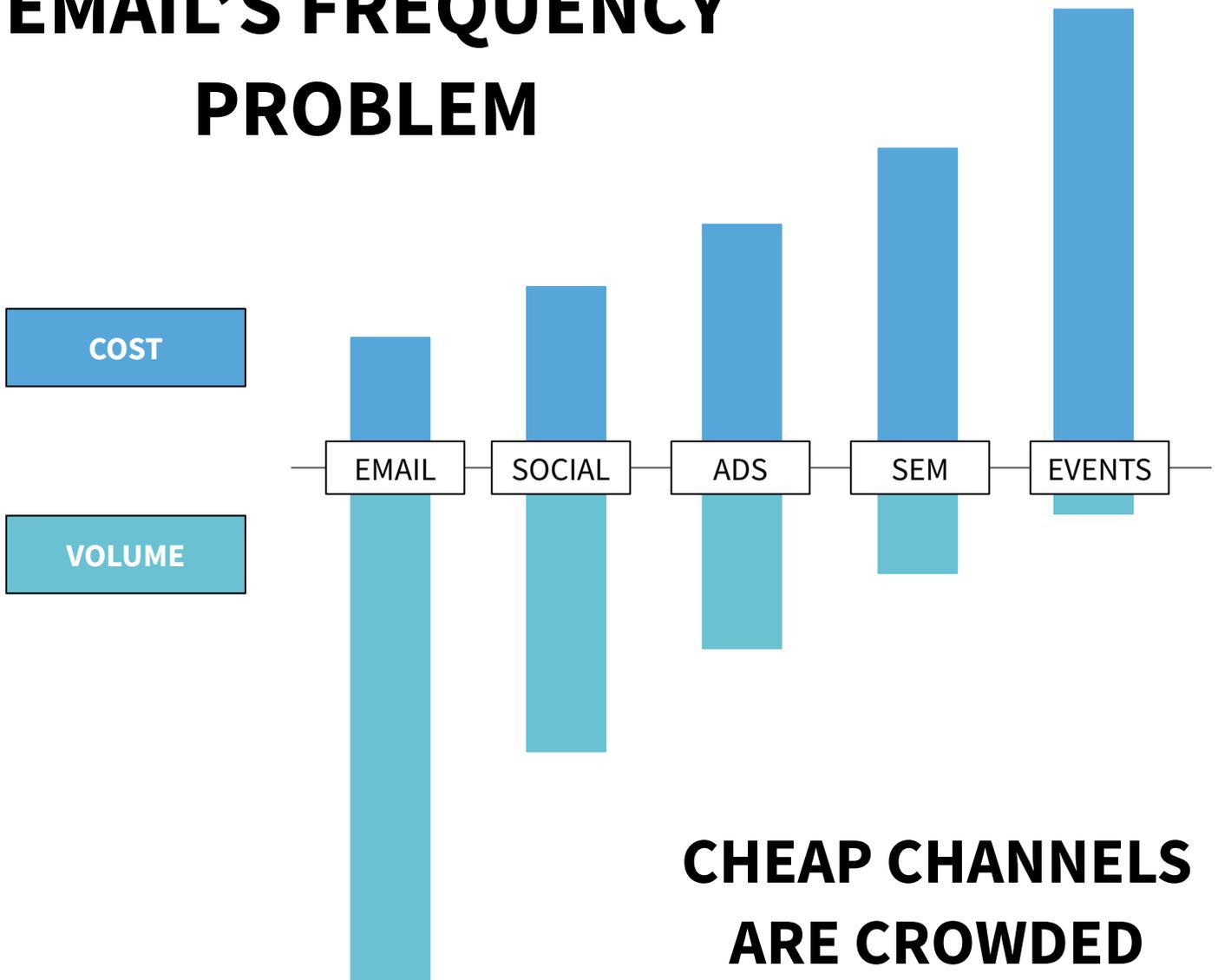
With send time optimization, you can find the best time to send an email to an audience, or even each individual contact, based on their past engagement. Contacts will receive your emails when they're most likely to engage.



HOW OFTEN: Frequency

Consistent communication can either mean reliability or annoyance. Identify the right cadence to stay relevant to contacts without motivating them to unsubscribe.

EMAIL'S FREQUENCY PROBLEM



CHEAP CHANNELS ARE CROWDED

Email is inexpensive relative to other marketing channels, which means it's overused and inboxes are crowded. Many companies increase email frequency to stand out but that can have big consequences on your audience and reputation.

When a contact unsubscribes, it not only shrinks your list but also damages your Email Sender Reputation with Email Service Providers, making it harder to deliver to your core audience.

Email Service Providers are also getting smarter about how to categorize incoming emails into folders that contacts rarely use. You keep sending, contacts never open, and over time ESPs proactively encourage contacts to unsubscribe. The more email you send, the easier it is for ESPs to undermine your communication so they can reduce database expenses and encourage you to advertise instead.



INCREASING REGULATION

Over-emailing has become such a problem that governments around the world are stepping in to protect their citizens. The General Data Protection Regulation (GDPR) went into effect for countries in the European Union and European Economic Community on May 25th, 2018. It was a revised set of rules designed to regulate how companies based in the EU or have offices, partners, or customers in the EU can collect, store, utilize, and transfer data. Similar regulations have followed in other regions.

With these new and evolving laws, preventing unsubscribes, after all the work of getting subscribers to opt-in, takes on a new level of importance.

The “data subject” now has the “right to be forgotten,” which means once they unsubscribe, companies are required by law to delete all the hard-won data associated with that data subject (except perhaps their email address and a “do not contact” note).

Each unsubscribe is a hit to your ability to learn from historical trends and build more relevant campaigns to similar contacts.

Use of Personal Identifying Information in marketing automation is also off the table, which means you need to get creative about how to deliver relevant content to subscribers without the use of demographic data.

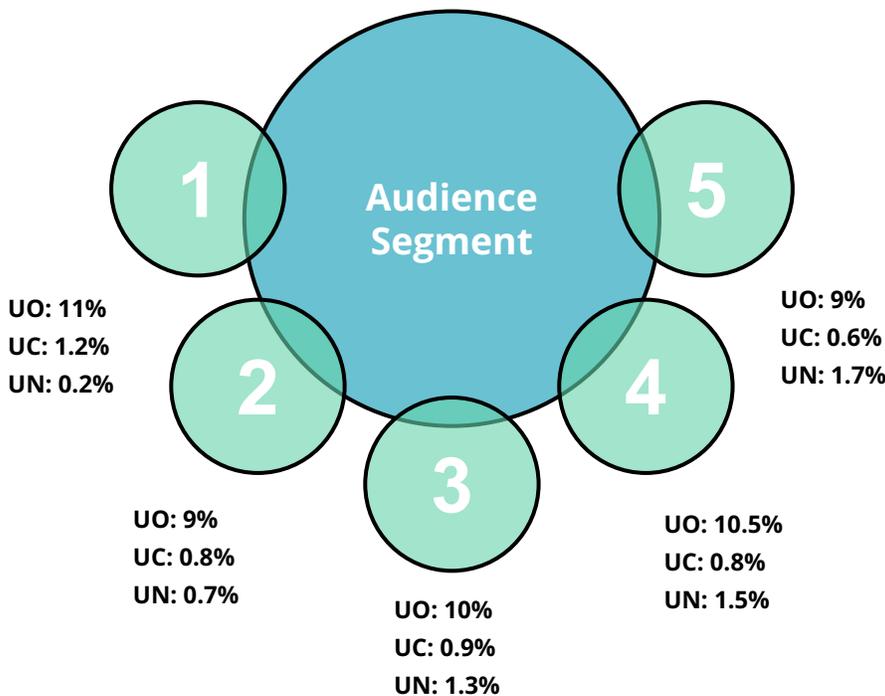
THE GOOD NEWS: IT DOESN'T WORK ANYWAY

Increasing send frequency and batch and blast emails are tactics that came of age when it wasn't possible to learn about your audience at scale. But these tactics are now too simplistic and outdated to be truly effective and safe.

The good news your performance data most likely proves this point.

We've seen campaign performance for many organizations over the years and the data consistently tells the same story. When organizations use outdated tactics, their marketing performance suffers.

For example, the practice of building large segments and bombing them with 3-5 emails/week always results in mediocre performance at best.



Batch & Blast

Oversending generic emails to a large audience results in low performance.

Unique Open: 9.9%
Unique Click: 0.8%
Unsubscribes: 1.1%

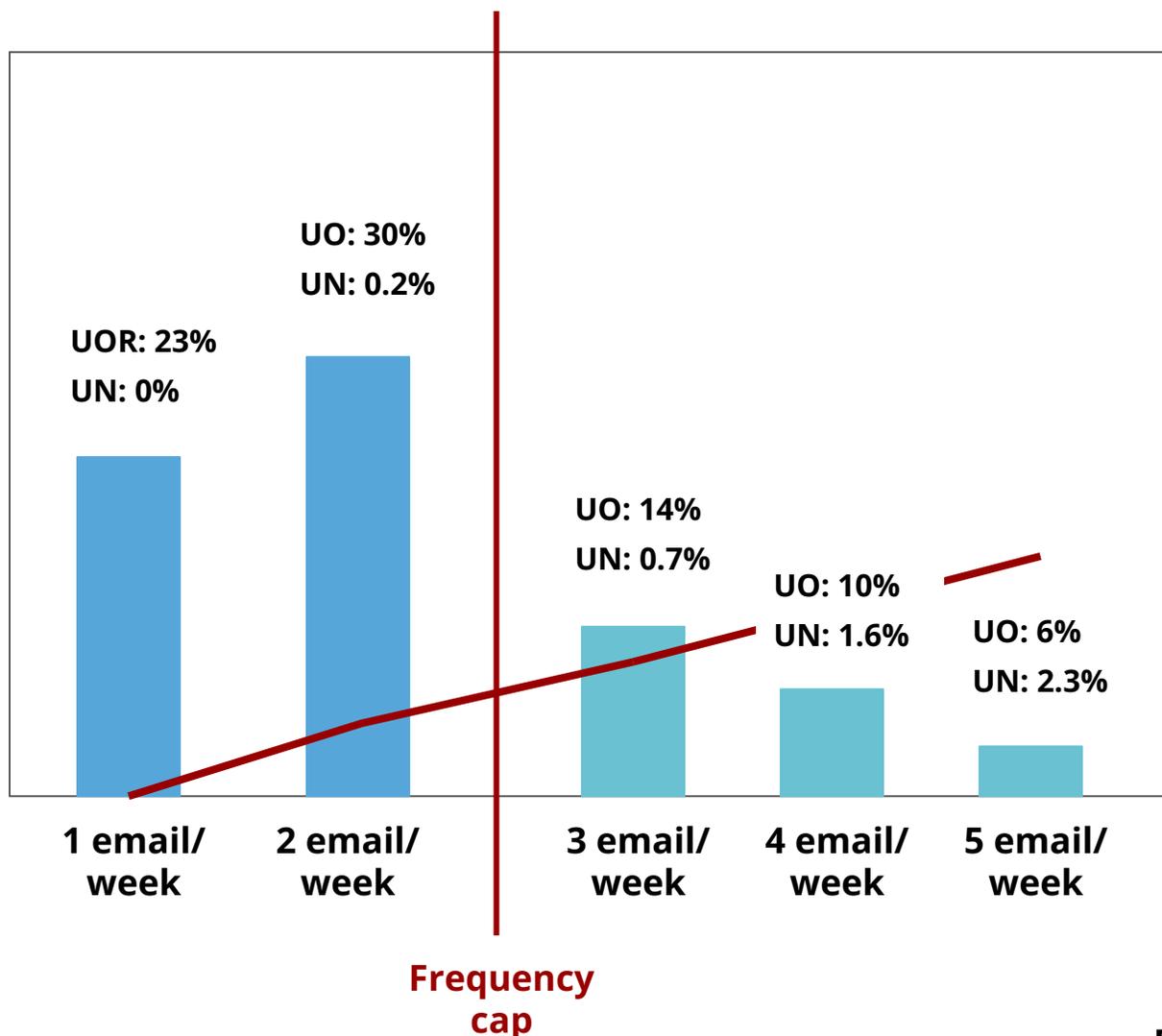
FREQUENCY INTELLIGENCE

That’s where Motiva comes in. You can use our out-of-the-box Frequency Report to find the best email frequency for a specific audience.

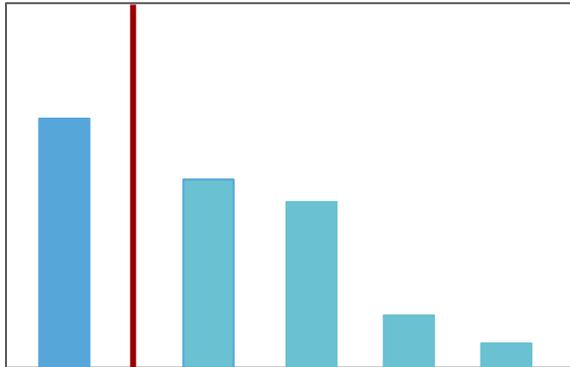
There’s a significant relationship between the average number of emails you send in a week and your audience’s engagement and unsubscription rates.

The specific ratio between engagement and unsubscribes is different for each organization and segment.

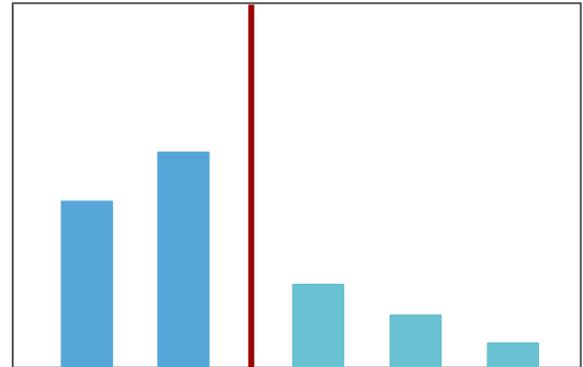
If you see a clear drop in engagement and/or an increase in unsubscribes depending on the number of emails you send each week, then you should seriously consider capping your frequency.



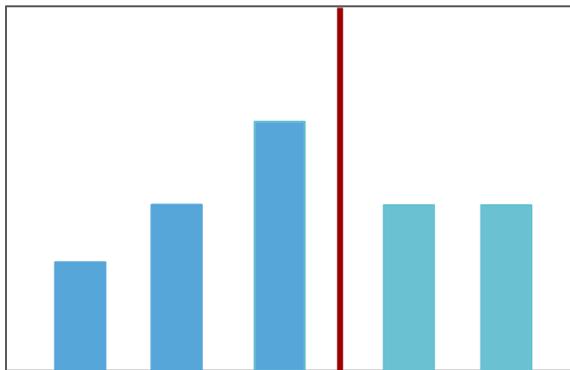
ADAPTING FREQUENCY



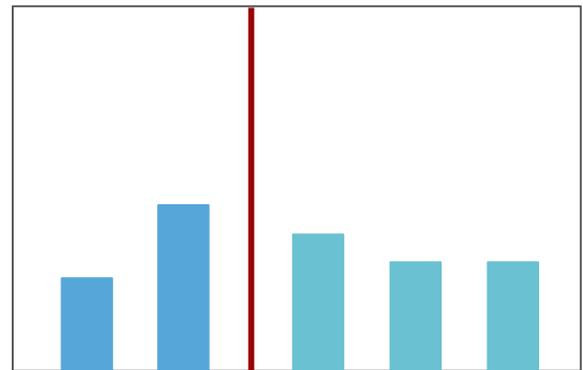
C-Level Executives



Directors



Managers



Specialists

Analyzing the best frequency for your entire contact database is a first step to protecting your reputation and increasing engagement, but the goal is to get as targeted as possible.

With Motiva, you can analyze the email frequency for any Eloqua segment and adapt your campaign strategy to work within the frequency cap for each audience.

You can segment your audience based on any contact and account attributes as well as CDOs so you take advantage of all the data available to you in Eloqua.

FREQUENCY MANAGEMENT

Once you identify the right frequency limits for different segments, you can use Motiva’s Frequency Management system to automatically enforce those limits and ensure prospects are not being overwhelmed with marketing communications.

Now you know how many campaigns to plan for each segment. You’ll need to achieve your business goals within that limit.

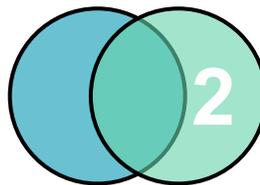
Advanced technologies like Motiva AI help small teams gather deep insights and build relevant content for thousands and even millions of contacts.

Our content optimization tools automatically analyze best performing content for segments and can automatically adapt content to be more engaging. You can also use Motiva’s automated Message Testing to speed up your real-time content adaptation.

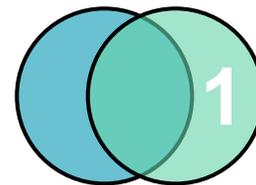
Targeted Campaigns

Fewer, highly relevant emails to smaller, specific audiences results in higher engagement.

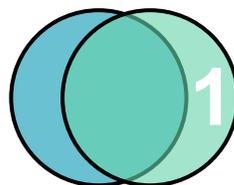
Unique Open: 51%
Unique Click: 13%
Unsubscribes: 0.1%



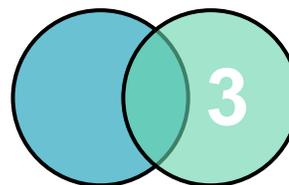
UO: 45%
UC: 10%
UN: 0.2%



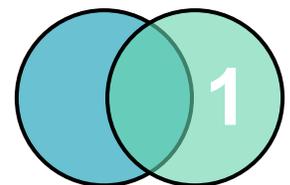
UO: 50%
UC: 12%
UN: 0%



UO: 68%
UC: 14%
UN: 0%



UO: 40%
UC: 13%
UN: 0.2%

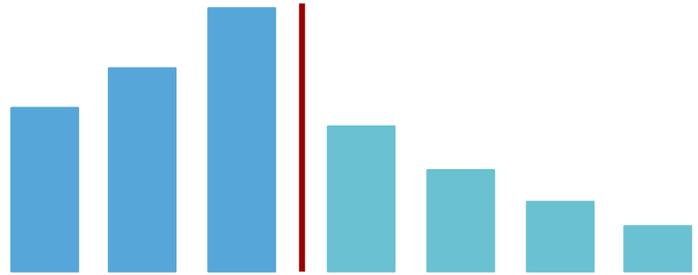


UO: 52%
UC: 16%
UN: 0.1%

HOW FM WORKS

1. SET FREQUENCY LIMITS

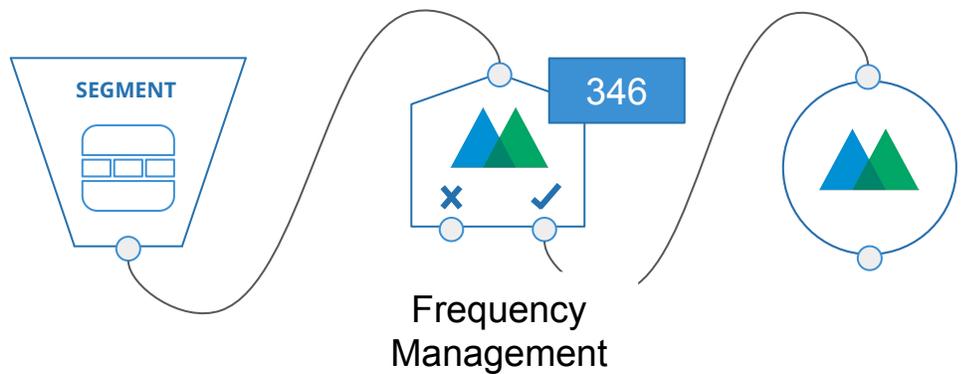
After reviewing the Frequency Intelligence report, select an email frequency that maximizes engagement and limits unsubscribes for your unique audience



No more than emails every days.

2. AUTOMATIC EVALUATION

Motiva automatically evaluates each contact to check if they've reached their frequency limit.



3. AUTOMATIC RESCHEDULING

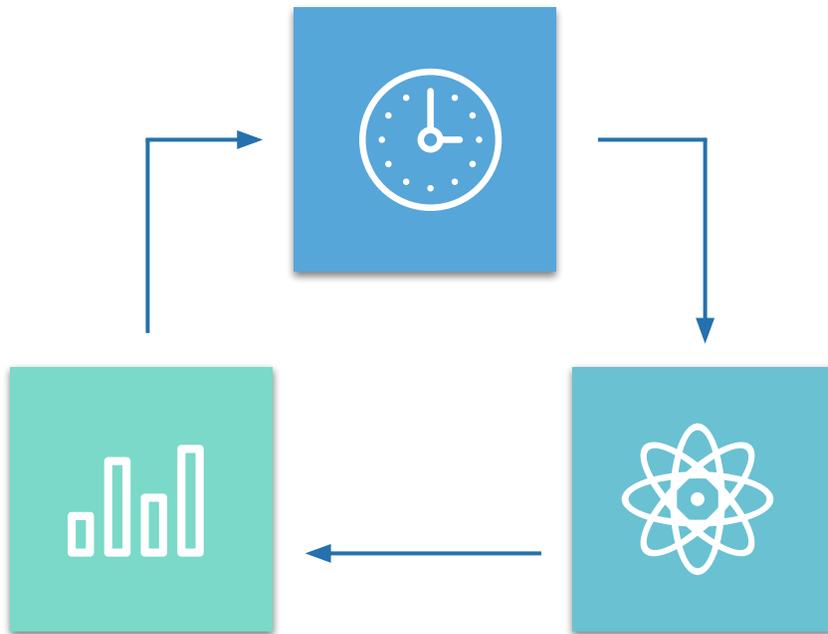
Motiva holds contacts that have already reached their limit and reschedules and re-evaluates in a specified timeframe.

 Check every hour days.

4. PRIORITIZE CAMPAIGNS

Choose which campaigns are more important and should be sent first to your contacts.

Priority	Name
1	<input type="text" value="Event Invites"/>
2	<input type="text" value="Newsletters"/>
~	<input type="text"/>



THE LEARNING LOOP

Frequency Management ensures your audience isn't overwhelmed with emails. Motiva's Frequency Intelligence report will show you the "sweet spot" of your audience: the point at which engagement is highest and unsubscribes are lowest.



Best Time

Match the cadence of email sends to the preferences of your audience.

Builds Trust

By reducing fatigue, your audience is more likely to engage.

Better Results

Higher engagement and customer retention results in higher revenue.

COMPLIMENTARY SPOT CHECK

AN INVITATION

Not sure what
to do next?



Motiva AI expert
services can help.



Take advantage of our free spot check to learn what send frequency works best for you.

[SCHEDULE NOW](#)

1

Review Engagement & Contact Quality

A multi-dimensional analysis of contact engagement and deliverability.

2

Analyze Ideal Frequency

Learn the ideal frequency for different segments.

3

Identify Opportunities

Identify specific opportunities for optimization.

Email marketing optimization for Oracle Eloqua



Motiva AI™ uses artificial intelligence to dramatically improve engagement and make a measurable impact on revenue generation.

LEARN

Automate content testing and optimize send time

Systematically gather progressive insights

ADAPT

Accelerate segmentation and audience targeting

Improve productivity

GROW

Increase engagement and conversions by 30% or more.

Lower complaint and unsubscribe rates



We increased unique CTR 5x and achieved 10x ROI in two months. Motiva AI is simply outstanding.



We improved our unique CTR by 70% and increased revenue for a 13x ROI



We tripled our unique CTR in 60 days. It's magic. Makes our team look like geniuses.



With mounting accountability to demonstrate contribution to revenue, marketing leaders are under increased scrutiny to deliver real results, fast. **Motiva AI helps you meet and exceed your goals.**

FEATURES

AUTOMATION & OPTIMIZATION

Motiva expands Eloqua's canvas features to optimize campaigns, resulting in increased engagement and conversion.

ADVANCED REPORTING

Motiva's automated analysis uncovers the insights marketing leaders need to refine segments and content.



Go beyond A/B with automated Multivariate Testing



Reduce unsubscriptions with global frequency management.



Automatically engage at the ideal per contact send time.



Gain deeper insights, faster with automatically generated reports.

Learn what Motiva AI can do for your organization today.

[SCHEDULE DEMO](#)