

ULTRA TARGETED **NURTURING**

The '3 Lane' Campaign Design | By Sam Smith



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How advanced can you get with the Campaign Canvas in Oracle Eloqua?

This whitepaper is about the '**3 Lane**' design pattern for campaigns. This design pattern can give you extremely good targeting. It provides a framework for really personalising your content delivery. But be warned – this is definitely an advanced whitepaper!

If you're up for the challenge (or want to see what *real* targeting looks like) then keep reading.

What is the '3 Lane' Pattern?

The 3 Lane pattern is a way of sending **highly targeted** emails to **everyone** in your database. It lets us set up one big campaign, which uses 3 levels of targeting (hence the '3 Lane' name) to decide what to send people.

This example will assume you want to send 1 targeted email every 2 weeks:



WAIT FOR A GAP

Wait until somebody has not received email for 2 weeks



TARGET BY BEHAVIOUR

Look through a list of 'targeting rules' to send them a campaign based upon their interests



THE BAIT

If nothing matches, try to 'bait' them into showing us what they really want!

1

Lane 1: Wait for a Gap

Realistically, people still send ad-hoc emails. Maybe you needed to invite somebody to an event, announce an upcoming product feature, or simply wish people Happy Christmas. It happens – *and that's ok*.

Lane 1 simply checks whether the Lead has already been sent an email in the past 2 weeks. If so, we 'pause' and check again in a few days, looking for a time when they have not already been emailed.

2

Lane 2: Target By Behaviour

Assuming the person has not already been emailed recently, the next thing is to *look for a good reason* to send them something specific.

This can be based upon who they are (IT Director, Marketing Manager, etc.) but ideally this is based upon what they've looked at. So in Lane 2 we match people against a series of targeting rules. These move people into a mini-campaign based around their behaviour.

If the person doesn't match a targeting rule, they move down to the next one, and so on. But what happens if they don't match *any* targeting reason? In this case, they move on the Lane 3.

3

Lane 3: The Bait.

In Lane 3, we ask: 'What do we send somebody if we cannot (yet) target them with something very specific?'

The answer is general, but interesting, content. This content has a specific goal; we want people to do something that lets us target them better! Once they show us what they find interesting, we can use this to send them what they want.

This means each time we send them a 'bait' email:

- We try something different (they didn't respond last week, so let's try another topic)
- There has to be some reason to click and download something, watch a video, fill in a form etc. which we can use to trigger better targeting next week

Building '3 Lane' Campaigns

The secret to building '3 Lane' campaigns is the 'Move to Another Campaign' action you can use on the Campaign Canvas:



This lets us organise things sensibly, and it stops things from getting too complex. Without this, it would be very difficult to design this campaign!

Building Lane 1

The first Lane is actually quite simple; we just need to build a segment.

The main targeting criteria here is 'Not Sent Emails' within the timeframe (in our example it's 2 weeks).



Not Sent Emails from Email Groups

Contacts who have not been sent e-mails from 6 chosen e-mail groups within the last 2 weeks.

But wait – 'Not Sent Emails *from Email Groups*'. Why does the email group matter?

Well, there are some emails which I would not include. For example if an email is automatically generated from a form ('thank you, here's your download...') I wouldn't count this.

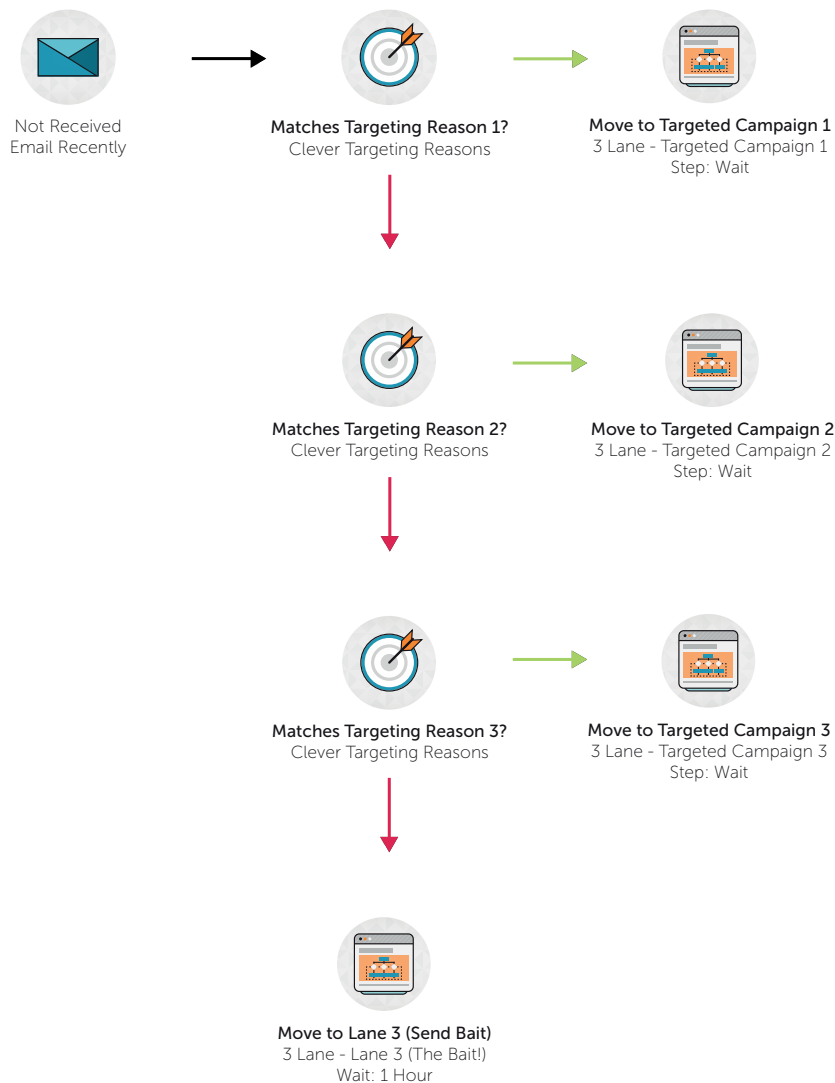
Email Groups give a nice way to have this flexibility. If the triggered emails which don't count are all part of certain Email Groups you can set your segment to exclude these. **Simple!**

Building Lane 2

Ok, things get slightly more complicated here.

Remember I said that the key to this whole design is the 'Move to Another Campaign' step? Well – we're definitely going to use that here!

Here's a simplified version:



Here's the logic:

- The segment adds anyone who's not received (certain) emails recently
- Each targeting reason is tried. If there's a match – we move them to a targeted campaign. If not, we try the next targeting reason
- If no targeting reasons match, we move them to Lane 3 to send them bait

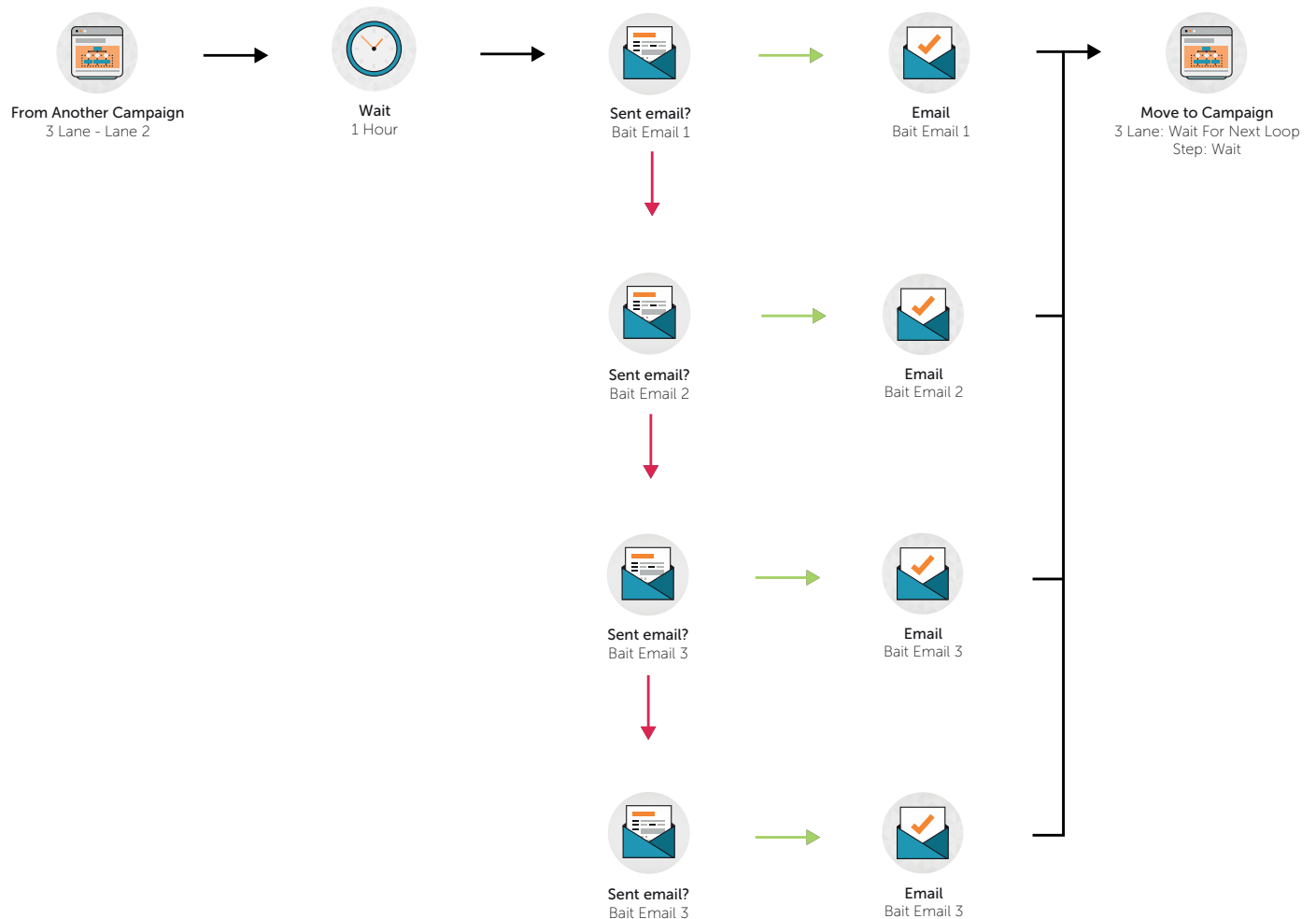
I won't go into the design of the specific filters, but this would typically be some combination of email clicks, page views, video views, downloads, form submissions, etc. which shows a pattern of interest.

One more note: using filters here (not decision steps directly) gives you more flexibility, and also keeps things very organised. The 3 Lane design can be quite complicated if not broken down into organised pieces.

Building Lane 3

Lane 3 is quite simple: *send them the first email we haven't sent them yet from a sequence.*

As before, I've made a simplified version (your version would likely have a minimum of 10 emails):



The logic is simple: people enter this campaign only from the 'Lane 2' campaign.

Each decision step checks if they have already been sent them email. If not, we send it. If they have already seen it – we move onto the next one.

Once the email has been sent we move them out of the campaign. This is simply to get them out of the way, so that the '3 Lane' loop can continue to work.

Summary

A 3 Lane campaign set up like this will send somebody an email whenever they haven't been sent anything (which counts) recently.

It checks for various criteria in order, and if it matches, it routes them to the appropriate targeted campaign. If not, they receive the 'next' bait email which they haven't seen yet.

Because we are moving people out of the campaign, our segment will re-add them next time there is a gap, and the loop continues.

The experience for your customers with this design is:

- a) You never receive too much email all at once
- b) You receive the most relevant content possible
- c) If you've shown no interests, you get content which tries to catch your interest

Please note: there are settings & details you should check around campaign re-entry, email re-sending/routing, etc. Make sure you check these things!

Happy campaigning!

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