Owned Media in 2020

JCPenney

What is Owned Media?

Communication channels where information **was provided** to us by the customer as an **invitation** for **conversation.**

Personalize the conversation by knowing the customer's buying and channel engagement **behaviors**.
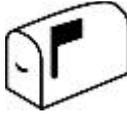

Direct Mail

Email

App

SMS

Owned Media | Channels at a Glance

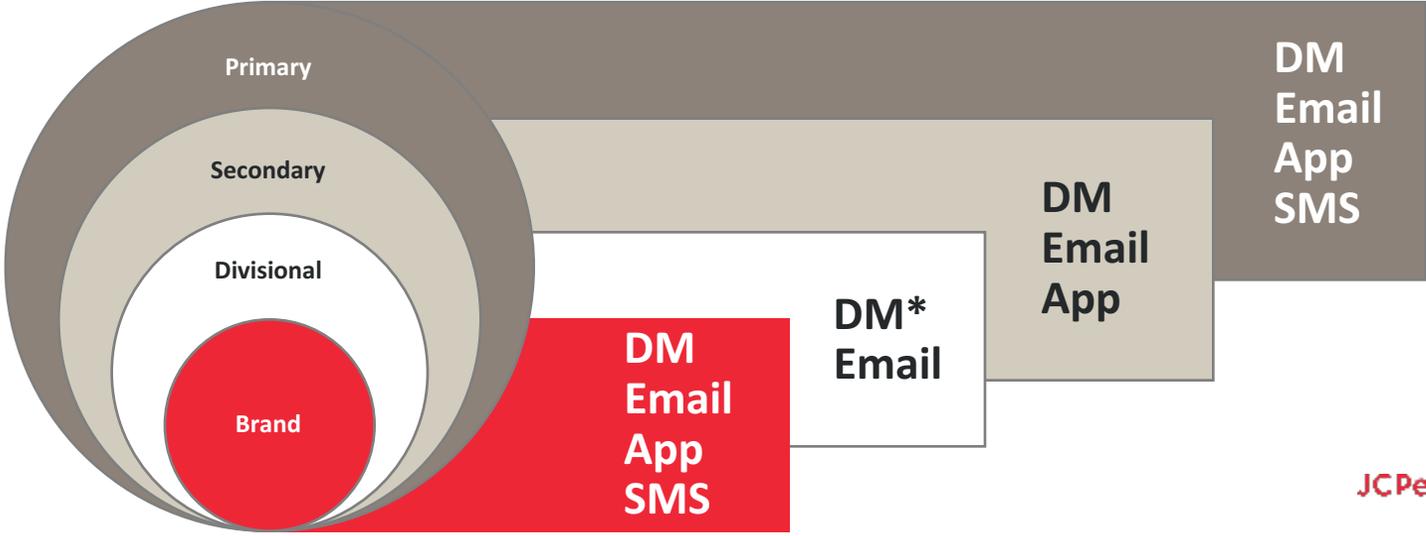| Channel	Device	Cost/Budget	1st Party CRM Data	Role of Channel	Audience Type/Universe
Mail					
Direct Mail		**$$$** *$XX Million*	Household Address	Deliver lifestyle cross-shopping inspiration for seasonal enterprise & divisional events that include coupon delivery while educating on digital alternatives	Omni-channel Shoppers File Size: XX Million *Top decile households; XX Million 12-mo shoppers*
Email		**$$** *$XX Million*	Email Address	Inspire personal style, create relevancy, and heighten engagement/loyalty	Omni-channel Shoppers File Size: XX Million *12-mo email openers*
JCP App					
App Messaging		**$** *$XX + dev service hours*	Cellular and Location Data	Encourage browse & shop behavior at-home and drive adoption of app experiences in-store	App Shoppers File Size: XX Million *30-Day Active users; XX Million Downloads*
Text					
SMS		**$$** *$XX Million + legal fees*	Cell Phone Number	Message coupon and in-store promotional events	In Store Shoppers File Size: XX Million *Subscribers*

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Owned Media | Planning and Allocation

Planning Timeline: `Plan` `Develop` `Execute/QA` `QA/Deploy`

DM
Email
App
SMS

······· X months ············· X months ············· X months ············· X month ············· X weeks ············· Day X ···

Allocation:

Support enterprise marketing messaging priorities while upholding lifestyle brand and role of channel.

*Must run Optimine Media Mix analysis for incremental divisional support than what is planned.

Primary
Secondary
Divisional
Brand

DM
Email
App
SMS

DM*
Email

DM
Email
App

DM
Email
App
SMS

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Owned Media | Measurement & Precautions

Direct Mail

Measurement

- Control and Test groups selected for each mailer

- Analyze effectiveness by monitoring incremental sales lift of these groups during a select time period following the in-home delivery date

Precautions

- Expensive channel means a high risk of wasted dollars if no conversion

- Can perpetuate coupon-cutting behavior if no education on other digital media is communicated

Email

Measurement

- Open Rate: Opens/Sent = indicator of subject line effectiveness

- Click-to-Open Rate: Clicks/Opens = indicator of content engagement

- Conversion Rate: Conversions/Clicks = those who engaged with the email made a purchase

- Revenue: Attributed to email from jcp.com

Precautions

- More is not more: Unsubscribe, SPAM, and Blacklist

- Allotted number of sends (XX) over a 2 year contract shared among transactional, loyalty, and promotional email teams.

App Messaging

Measurement

- Total Delivered: # of devices that received a push notification

- Direct Engagement: # of customers who tap/open a push notification

- Indirect Engagement: # of customers who open the app within 12 hours of a push notification

- Revenue: Attributed to push notification from in-app purchases

Precautions

- Push notifications are disruptive to customer's day (phone buzz/lights up): Rich Push, Push, and Inbox

- Risk of customer opting out of push notification and un-installing the app

- Total App Conversion: Must be cognizant of app development team's KPI. Sending more people to the app from a push notification can tank this metric if audience isn't purchasing.

SMS

Measurement

- Total Enterprise Buyers: # of SMS audience who made a purchase (in store and online) who were sent SMS

- Total Enterprise Activation Rate: % of audience who made a purchase (in store and online)/sent SMS

- Optouts: % of customers who opted out of receiving SMS

- Link Clicks: bitly, sprinklr, or branch link click counts from text message

Precautions

- Most intimate channel; highest risk of opt-out

- Only able to send 8 messages per month (2 reserved for Loyalty); high risk of legal retaliation if over this limit

- Customer responds best to in-store coupons; customer service complaints occur when driven elsewhere

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Owned Media | Direct Mail | Personalization & the Function of Mailers

Strategy: Maximize the **limited budget** with **strategic audience** selection and **definitions for the function** of mailers

Audience Selection: Top Responder Deciles for Direct Mail + CRM previous buying behavior

Book
Purpose: Support seasonal enterprise-wide storytelling to drive cross-shopping
Count per Year: X
Size: 8.875" x 10"
Pages: 38 (include cover)
Other:
- Version as needed to support priorities and audience selection
- Stitch-in/Blow-in prioritized for JCP services. Approval from VP Digital Marketing for divisions

Digest
Purpose: Highlight broader divisional key events that are pulsed during non-book/panel timeframes
Count per Year: X
(Jewelry, Home, and Holiday mixture)
Size: 5.875" x 8.375"
Pages: 16 (include cover)
Other:
- Pages can be reduced to 12; page maximum 20
- Approval from VP Digital Marketing beyond what is allocated

Panel
Purpose: Curate mini-stories for JCPenney brand launches and/or cultural lifestyle events that fall outside book/digest drops
Count per Year: XX
(ex. Brand Relaunch, Easter, Mother's Day, Passbook, etc.*)
Size: 6" x 8"
Pages: 10 (5-fold out style)
Other:
- Version as needed to support priorities and audience selection
- Approval from VP Digital Marketing beyond what is allocated

Postcard
Purpose: Support high-initiative weekend events with coupon delivery
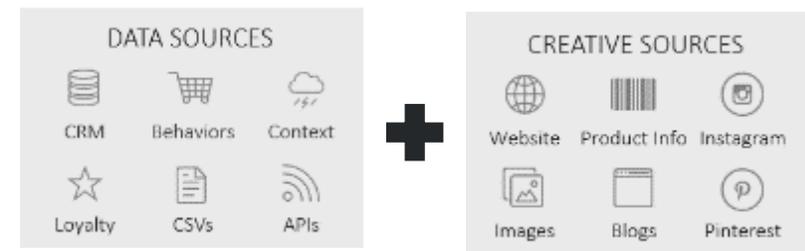**Count per Year: XX**
(ex. Mystery Sale)
Size: 11" x 6"
Pages: 2 (front/back)
Other:
- Version as needed to support priorities and audience selection
- Approval from VP Digital Marketing beyond what is allocated

DATA SOURCES

CRM | Behaviors | Context
Loyalty | CSVs | APIs

CREATIVE SOURCES

Website | Product Info | Instagram
Images | Blogs | Pinterest

Owned Media | Email | Personalization & Movable Ink

Strategy: Use an image-based, engagement platform that unlocks the ability to **deliver real-time, personalized email experiences** that are tailored to **each** customer with the **combination of data** and **creative content.**

Audience Selection: Top Responder Deciles for Email + CRM previous buying behavior + MI widgets
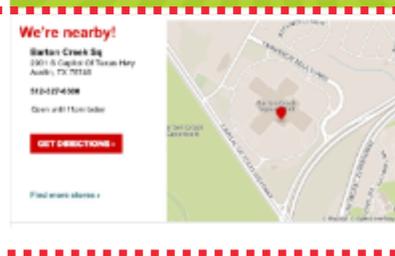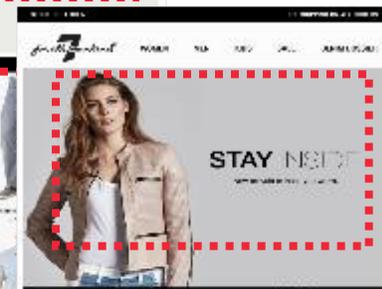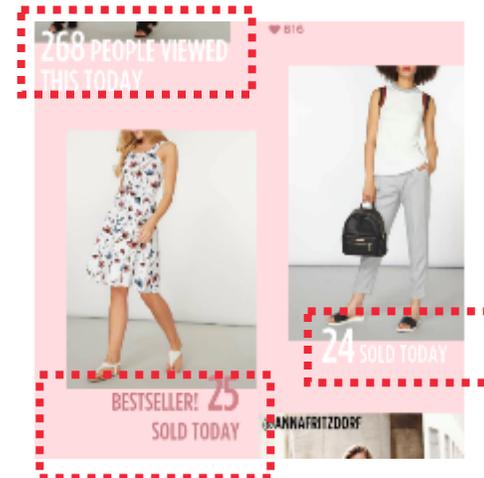
Owned Media | App/SMS | Personalization & Audience Selection

Strategy: Continue to refine presence of channel in CRM inputs (i.e. work with CRM team to clean up the data lake). Optimize message types for relevancy/frequency for these most intimate channels.

Audience Selection: Top Responder Deciles + CRM previous buying behavior

Push (App)
Sent only to users who have opted in to push notifications for the JCP App
Use: A quick notice of promotions or experiences driving to the app.
Other:
- Automated messages supported within this message type (Abandon Cart, Welcome, Geo-fence capabilities, etc.)

Rich Push (App)
Sent only to users who have opted in to push notifications for the JCP App; when opened to view, presents a small image within the notification.
Use: More visual in nature; Better engagement when supported by lifestyle imagery that can link to a "shop" within app

Inbox Message Center (App)
Image and content that populates within the app of the user's inbox (innate function of the app).
Use: When messaging needs more support in both length (words) and support of an event (time). Most engaged with active users of the App.

SMS (Text)
A text message to a customer's mobile phone number; must opt-in for the message
Use: Support in store and online high value promotions with coupon delivery. Support in-store events as needed.

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