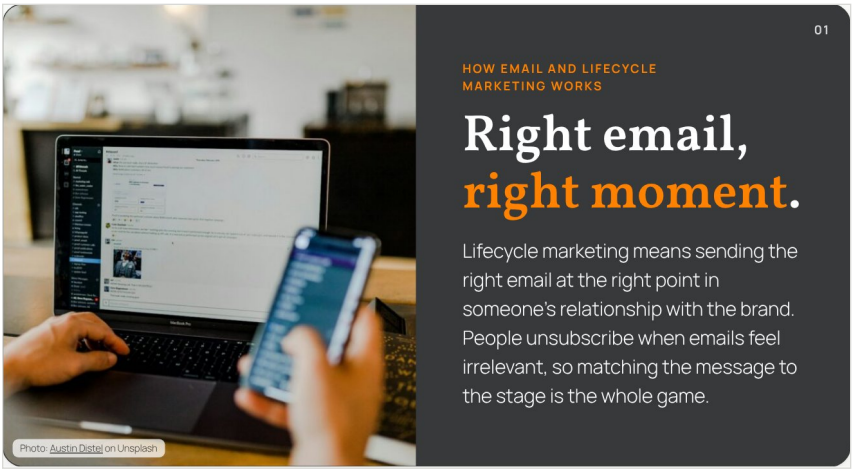
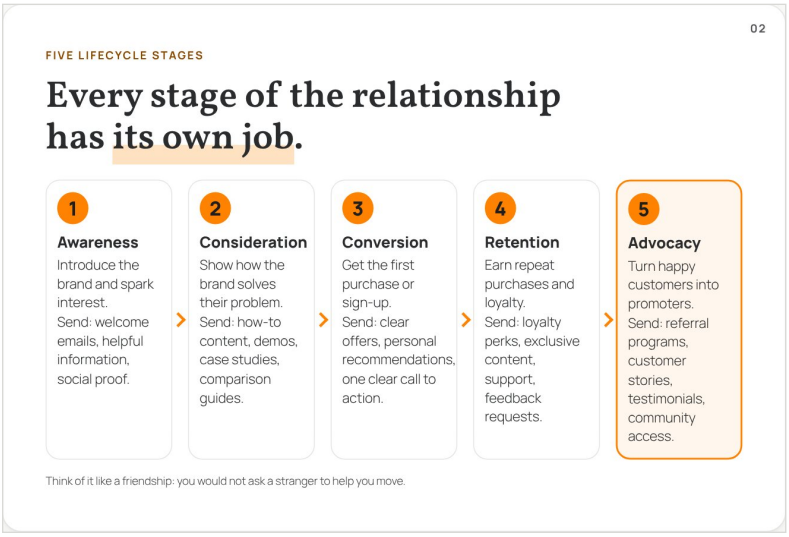


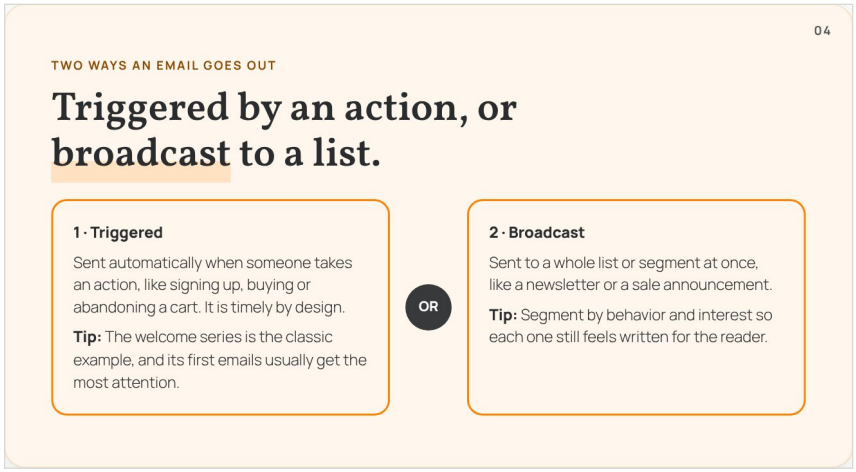
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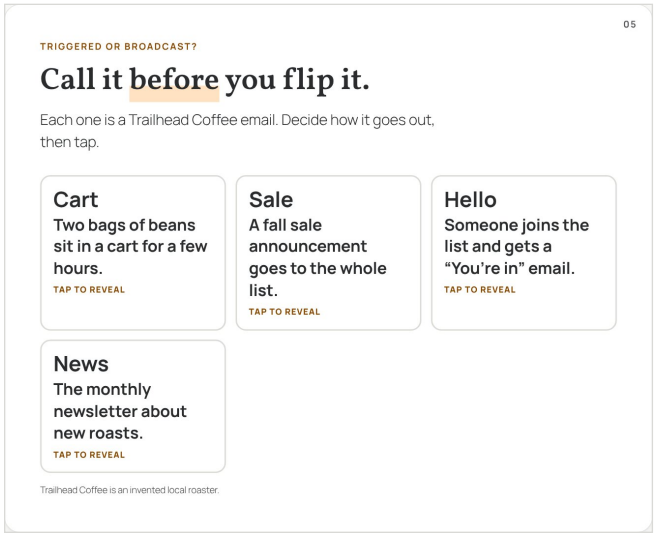
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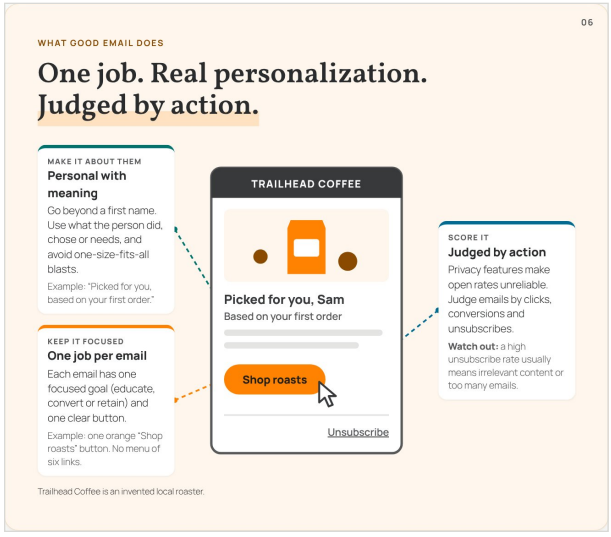
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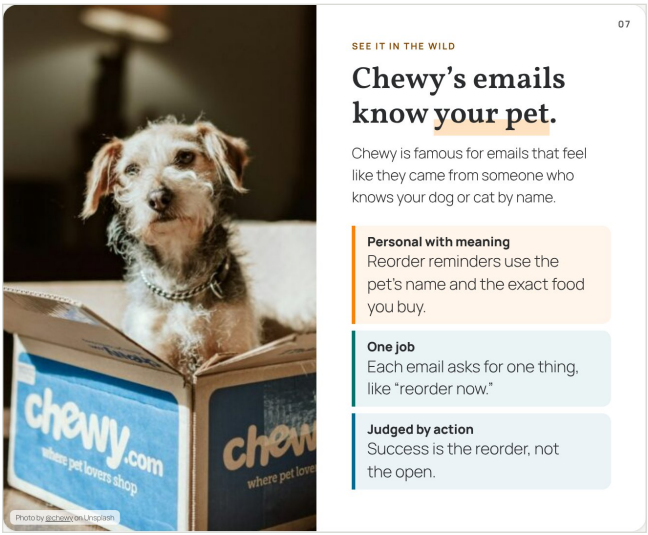
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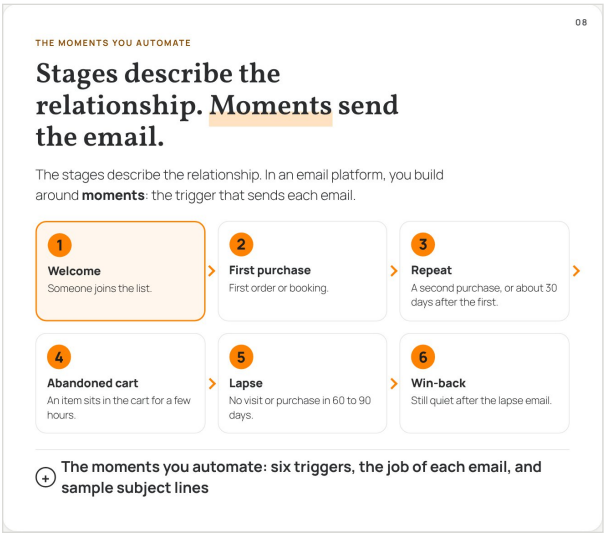
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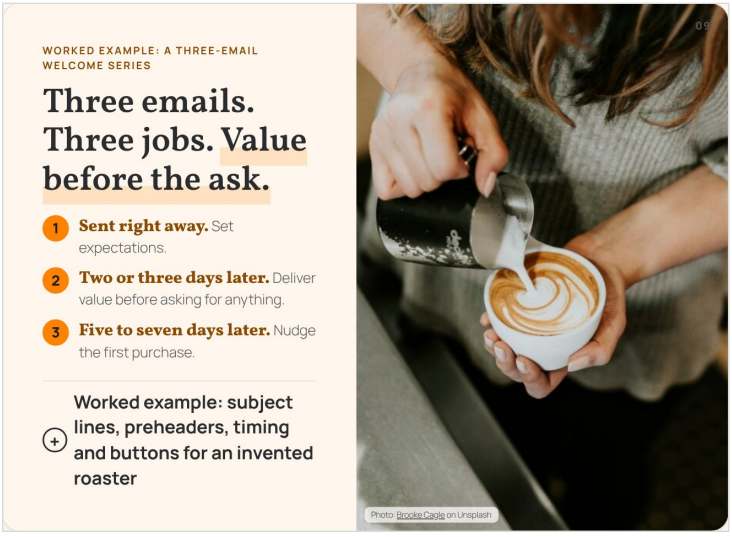
Slide 6



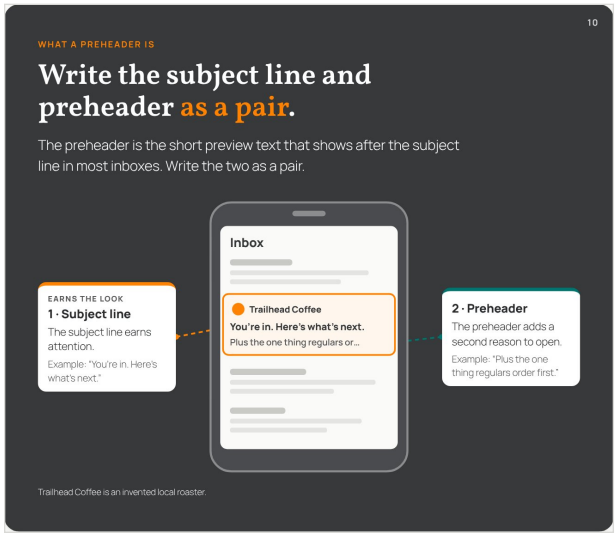
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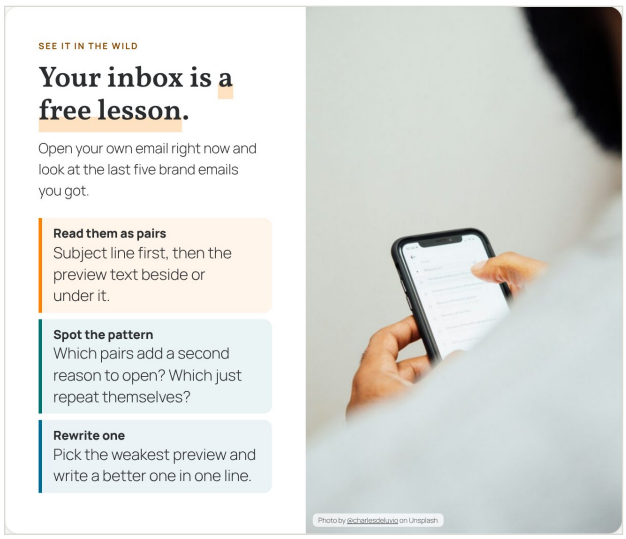
Slide 8



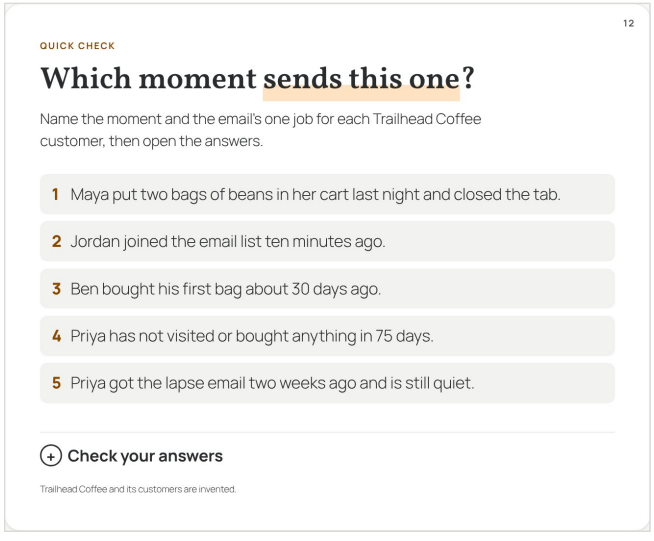
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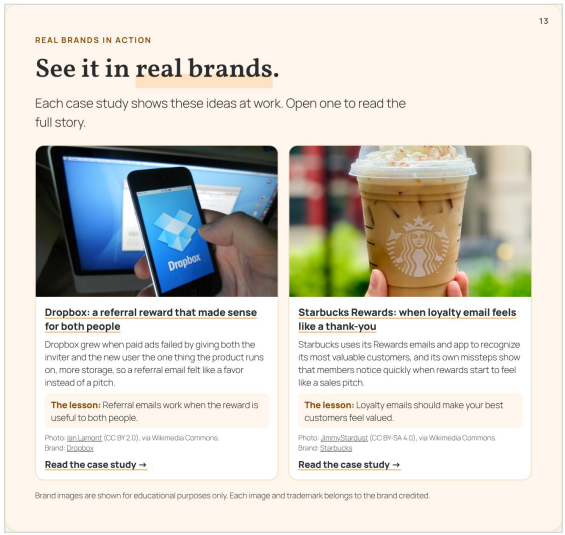
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Slide 11



Slide 12


13
REAL BRANDS IN ACTION
See it in real brands.
Each case study shows these ideas at work. Open one to read the full story.
Dropbox
Dropbox: a referral reward that made sense for both people
Dropbox grew when paid ads failed by giving both the inviter and the new user the one thing the product runs on, more storage, so a referral email felt like a favor instead of a pitch.
The lesson: Referral emails work when the reward is useful to both people.
Photo: Ian Lamont (CC BY 2.0), via Wikimedia Commons.
Brand: Dropbox
Read the case study →
Starbucks Rewards: when loyalty email feels like a thank-you
Starbucks uses its Rewards emails and app to recognize its most valuable customers, and its own missteps show that members notice quickly when rewards start to feel like a sales pitch.
The lesson: Loyalty emails should make your best customers feel valued.
Photo: JimmyStardust (CC BY-SA 4.0), via Wikimedia Commons.
Brand: Starbucks
Read the case study →
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