



ULTIMATE
EARS

Ultimate Ears Strategic Recommendations

Yes Marketing | 01/03/2019



Content

- Ultimate Ears Communications Architecture
- Template design inspiration
- Playbook Ideas
- Competitive Landscape
- Next Steps



BLAST

Stay In The Loop

We'll let you know about exciting
Ultimate Ears product news and
updates.

Not Now

Yes



Ultimate Ears Communications Architecture

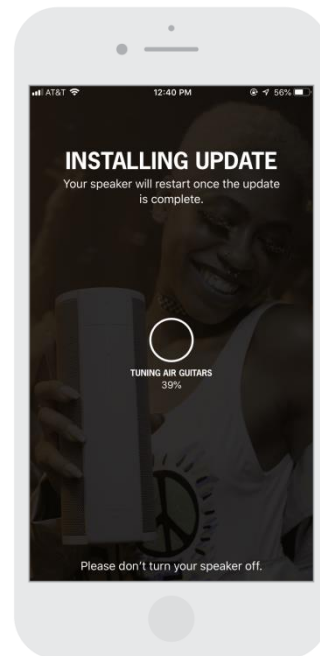
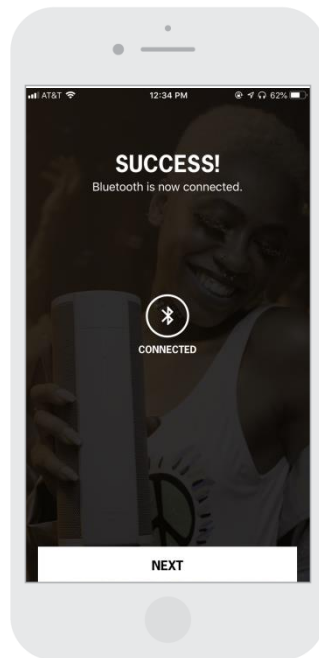
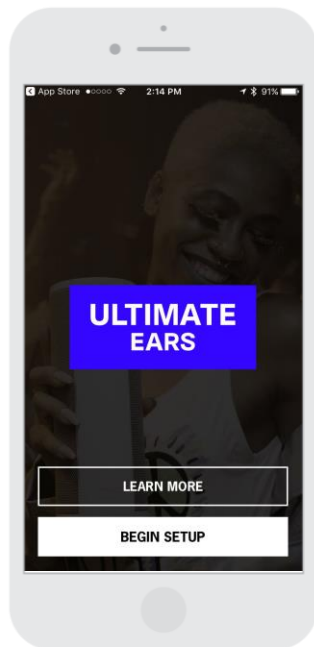
yes



Audience

- Ultimate Ears emails will be deployed to users who:
 - Purchased and registered UE product(s)
 - Hand raisers (opted-into email via UE site)
- Email communications will be sent with personalized, relevant content that pertains specifically to the action/in-action taken by the user or at a point in time within their individual lifecycle

App install



Blast & Megablast app

LIFECYCLE

WELCOME



WE HOPE YOU ENJOY YOUR NEW ULTIMATE EARS SPEAKERS



Get ready to dance and have fun with your new Ultimate Ears speakers. They're the perfect addition to your collection of fun and entertainment. They're also the perfect addition to your collection of fun and entertainment.

Learn more about **ULTIMATE EARS**

Visit our website at www.ultimateears.com to learn more about our speakers and the fun they can bring to your life.

Follow us for more updates

Facebook Twitter Instagram

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TIERED WELCOME SERIES

BIRTHDAY

ANNIVERSARY

EMAIL REENGAGEMENT SERIES

PURCHASE CYCLE

PRODUCT REVIEW



HELP US TO IMPROVE OUR PRODUCTS
We want to hear from you! Please take a moment to fill out this survey. Your feedback is important to us and will help us improve our products. Thank you for your time and input.

UP/CROSS SELL

CUSTOMER SURVEY

REPEAT PURCHASE

UE APPS

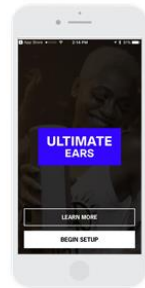


Blast & Megablast:
WiFi / Bluetooth with voice integration



Boom & Megaboom:
Bluetooth speakers

Wonderboom: Bluetooth speakers (Not app enabled)



BASE

PROMOTIONAL



BLACK FRIDAY SHOPPING. DONE.



Shop now

Shop now

Shop now

Shop now

Shop now

Shop now

Shop now

Shop now

Shop now

Shop now

Shop now

Shop now

Shop now

Shop now

Shop now

Shop now

NPI



MUSIC GOT MORE ADVENTUROUS

Get ready to dance and have fun with your new Ultimate Ears speakers. They're the perfect addition to your collection of fun and entertainment. They're also the perfect addition to your collection of fun and entertainment.



NEW / FEATURE



"ALEXA, DIM THE LIGHTS"



CONTESTS



LAST CALL

Get ready to dance and have fun with your new Ultimate Ears speakers. They're the perfect addition to your collection of fun and entertainment. They're also the perfect addition to your collection of fun and entertainment.

SEASONAL

SOCIAL / INFLUENCER

BRAND / STORIES

ENERGY MOMENTS

BEHAVIORAL + EVENT

CONNECTION TRIGGERS Y/N

REGIONS + LANGUAGE

AMR and EMEA
English, German, Dutch, Spanish,
Portuguese, Italian, Swedish, French



CURRENT

OPPORTUNITIES

Lifecycle | Triggered messages based on what stage a customer is at in their journey with a brand

- Welcome



Lifecycle Program Opportunities



Tiered Welcome Series - Birthday - Anniversary - Email Reengagement Series

Purchase Cycle | Provide education on product purchased and promote cross-sell

- Product review



Purchase Cycle Program Opportunities



Repeat Purchase - Customer Survey – Upsell – Cross-sell

Base | Portfolio of communications designed to drive sales by informing and engaging recipients

- Promotional
- NPI (New Product Launch)
- New feature
- Contest



Base Program Opportunities

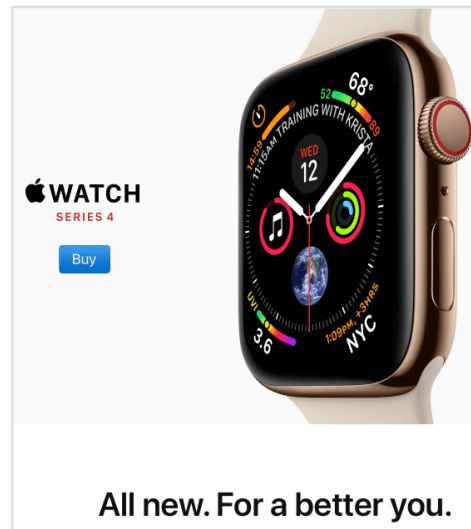


Seasonal – Social / Influencer – Brand / Stories – Energy Moments

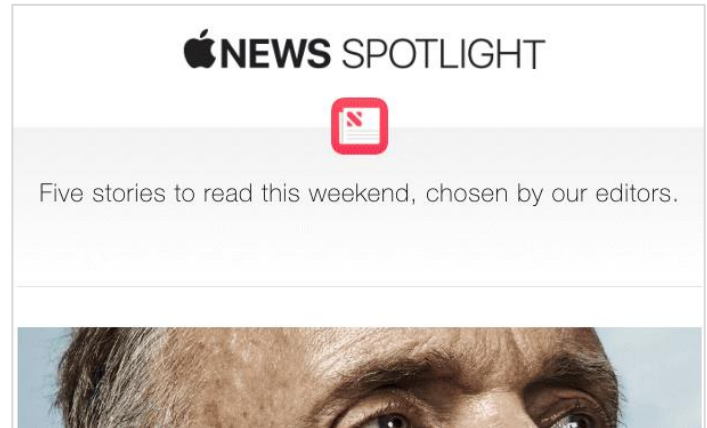


Template Module & Design Inspiration


Side logo alignment with CTA



Branded message header



Ask the question




WHAT INSPIRES YOU?

SHARE YOUR INTERESTS WITH US.


We're glad you've joined us on this exciting journey and we look forward to getting to know you a little better. It's our goal to get your inbox experience right, sending you emails tied to your interests.

Click on the images below to let us know what topics inspire and interest you.


Interested in a variety of things? Click on them all!




TRAVEL +



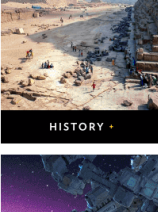
ANIMALS +




ENVIRONMENT +




PHOTOGRAPHY +




HISTORY +



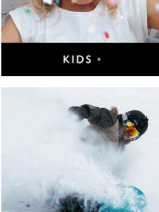
KIDS +



ADVENTURE +



SCIENCE +



VIDEO +

Partner exclusives

kimoa®

Accessories | Men | Women | Sunglasses

EWAN x KIMOA

Family. That's it. Kimoa is proud to introduce our cousin Ewan; he is a musician, he lives in the north and he has designed 4 special sweaters so all Kimoa's family will be warm this winter.



This is the meaning of family, we take care of each other, grandmas feed you and cousins design sweaters.



McLaren

kimoa®

OFFICIAL PARTNER

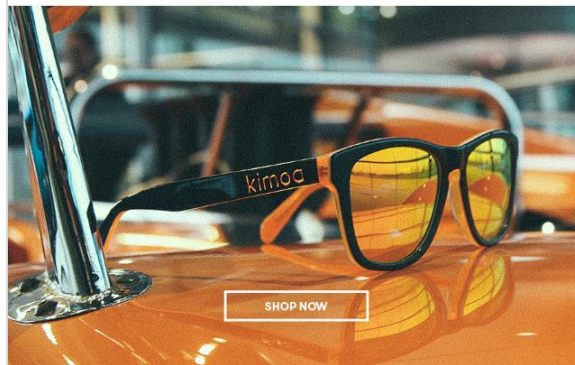
kimoa®

Accessories | Men | Women | Sunglasses

NEW F1 CAR, NEW KIMOA-McLAREN SUNGLASSES!

After the F1 MCL33 launch we are proud to show you the brand new *Kimoa McLaren Sunglasses!*

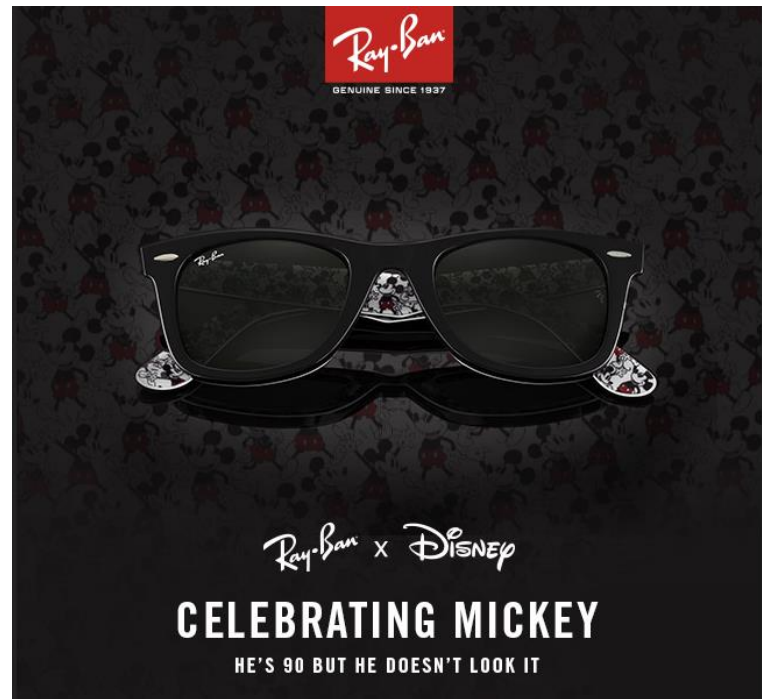
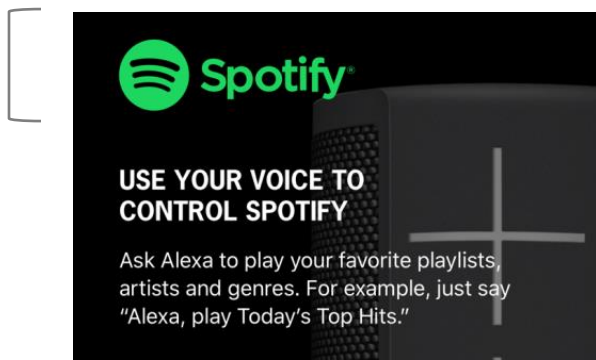
We are going to share with you and with all the team a year full of adrenaline, passion, dedication, effort, speed and emotion. No one knows what is going to happen this season but we will Never Surrender. Kimoa will be supporting you in each curve, in each rainy and sunny day, in every single country, at the beginning of the race and after 80 laps, because together we are stronger. We are proud of being part of the amazing family.
Let the party begin!



yes



Partner exclusives



Keep audiences engaged with helpful and fun content even when not in buying mode.



Social User generated content

#WhereITravel

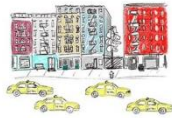
Thousands of photos.
One shared album. Tag your
summer travels with us.

LEARN MORE



THE EXHIBIT NYC Gallery

This fall, our favorite images from
#WhereITravel will be featured in a gallery
show in NYC. We'll reach out to let
you know if your photo has made the cut.



A COLLECTION

The Photo Book

The collection is also to be
published in an Everlane book
that will be on display at the
gallery. A small run may even
be available for purchase.
Stay tuned.



THE RULES

Your Photos

We will publish all your
#WhereITravel photos here
on the site but we will contact
you directly if we plan to
use your photos in the book
or gallery. We look forward
to your submissions.



#UOAROUNDYOU



@alexandreashea
Charleston, SC



@ashlewildwood
Boise, ID



@UOTallahassee
Tallahassee, FL



@UrbanOutfitters
Philadelphia, PA



@lencarly
Kansas City, MO



@saraheliza
Philadelphia, PA



@UOHawaii
Honolulu, HI



@UOMalibu
Malibu, CA



@missalissa
New York, NY

Your favorite #UOaroundYou photos, shared on Instagram
and here to inspire. See what our UO Community is into, find new
friends to follow and shop the pics you love the most.

SHOP UOAROUNDYOU →

FOLLOW US →

SUBMIT YOUR PHOTO

#MauiJim



Send us your
#IAMTOM
photos

ARE YOU TOM?

yes

Your speaker will restart once the update is complete.



ADDING COWBELL
14%

Playbook Ideas

Enhancing the interactive in-box experience with the template foundation

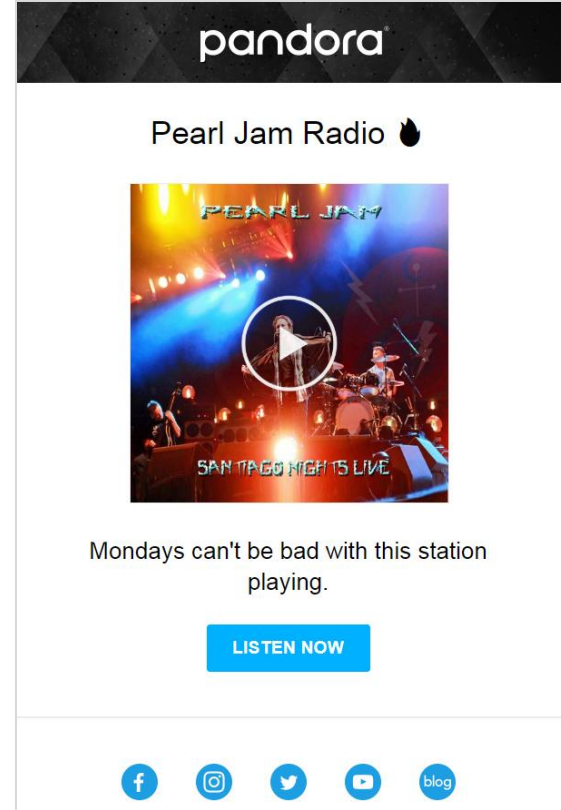
FOLLOW ALONG ON SPOTIFY

Listen to some of our favorite summer tracks, inspired by the Spirit of '76.



Music

Convey a brand's essence and values with a distinct sound that connects people to the brand.



The staff playlist



BRITISH
GRAND PRIX



05-08 Jul 2018

GARAGE PLAYLIST



@PierreGASLY

@BrendonHartley

@alex_damiao

@craig_woollard

@aiboheX

@renaldirey77

@zippybungle

@sphbkr

@onk0r

@kevincremoux

@caroljstrachan

@mrclements22

@basbjc

@daffauzanf1



On My Mind - Don Diablo

Naive - The Kooks

Immigrant Song - Led Zeppelin

Parklife - Blur

Movin' On Up - Primal Scream

Take Me Out - Franz Ferdinand

Anarchy in the UK - Sex Pistols

Lie To Me - Mikolas Josef

Can't Stop - Red Hot Chili Peppers

Paradise - Coldplay

Half The World Away - Oasis

London Calling - The Clash

Start Me Up - The Rolling Stones

Bohemian Rhapsody - Queen

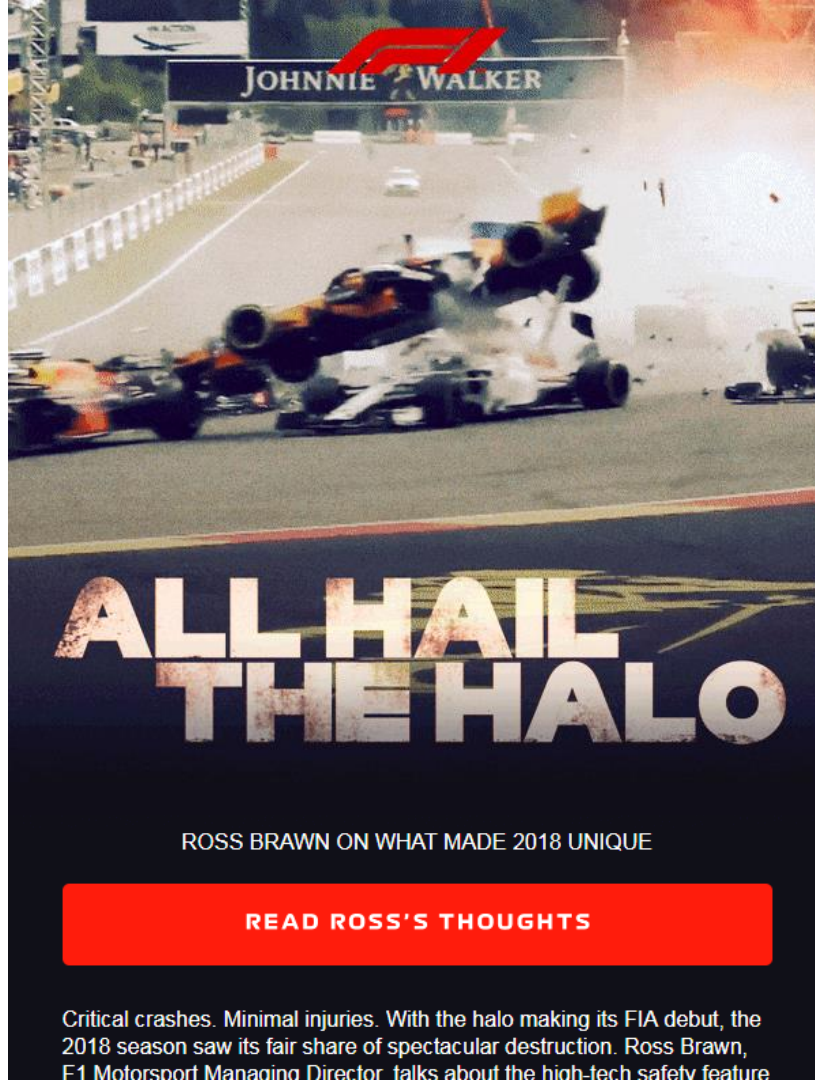
tororosso.com

#ToroRossoTunes

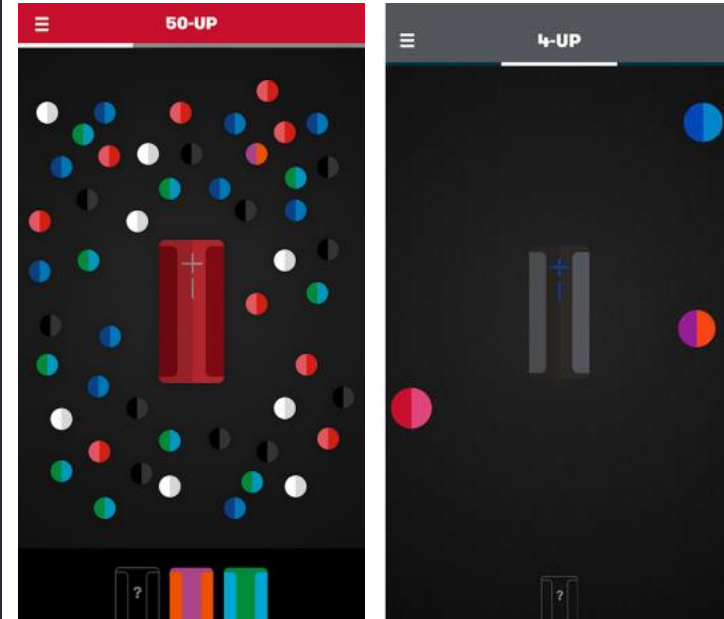
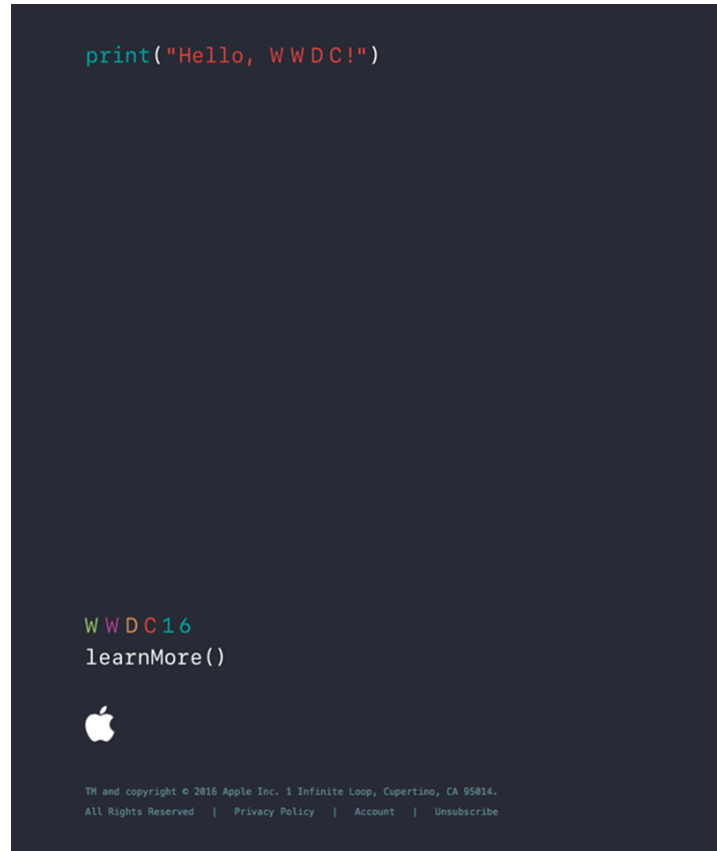
19

Animation

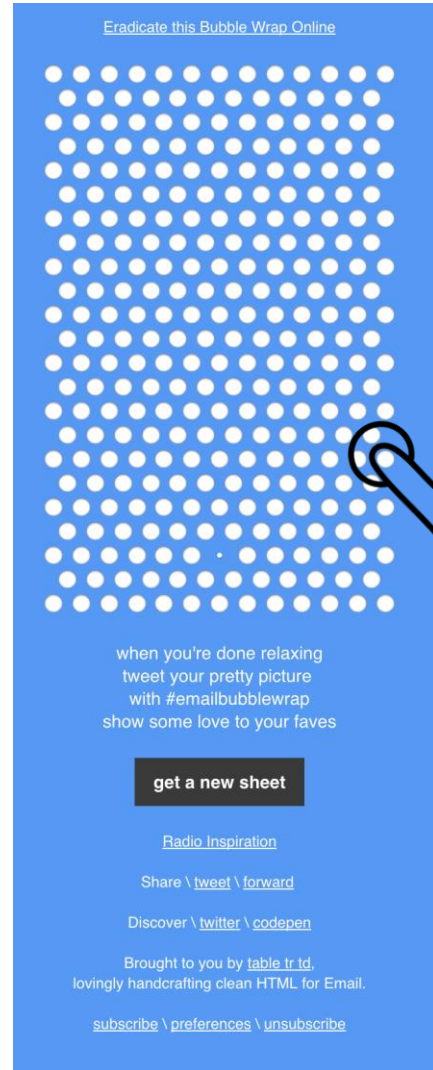
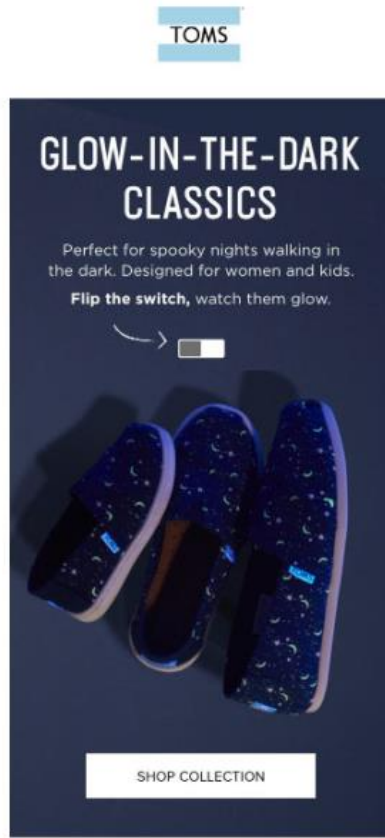
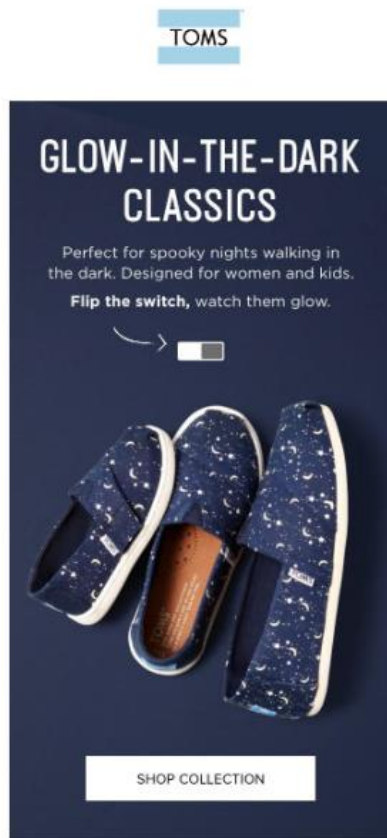
Add an element of intrigue and/or surprise & delight that isn't possible with static design.



What's this...



Interactive
Email



The customer

User generated
content


Exclusive content

FREE SD CARD WITH ALL CAMERAS + FREE SHIPPING

GoPro

It **pays** to play.

We received 25,000+ submissions to our HERO7 Black Million Dollar Challenge. The results were epic.



Want to try for some cash?
Get a HERO7 and check out the GoPro Awards program.

[SHOP NOW](#)

HERO **7** BLACK



Thanks for being a fan

Portugal. The Man is giving you special presale access to get tickets to their new tour before the public.

Presale starts now

Offer code: **LOPstyle**

Ends January 26th at 10pm local

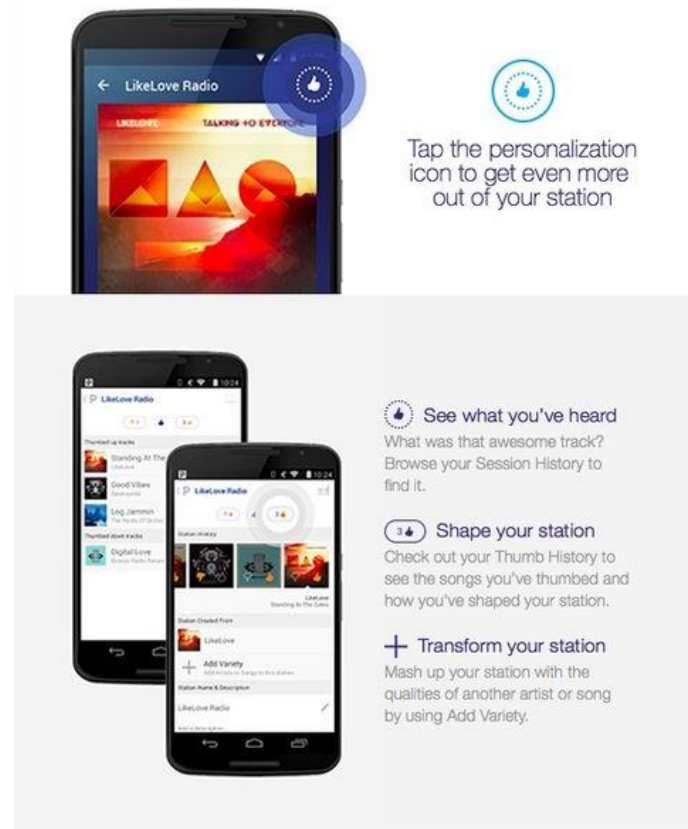
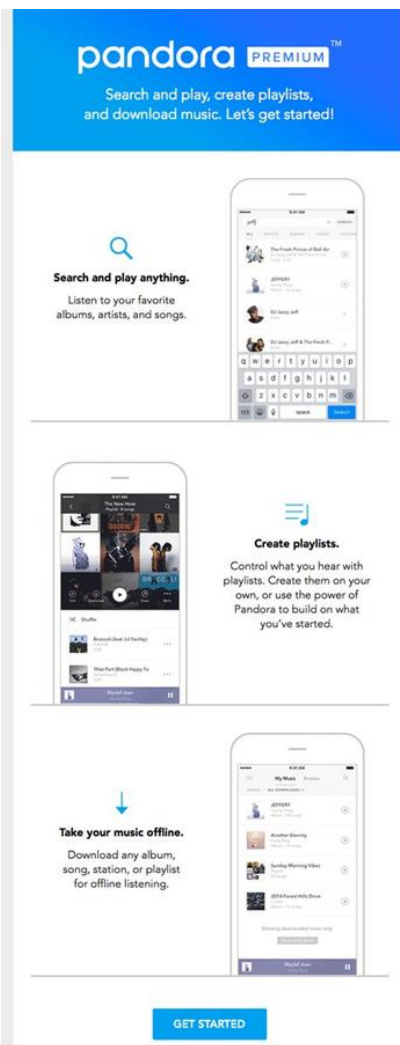
06/06/2017	New York, NY	Tickets
06/17/2017	Denver, CO	Tickets
07/22/2017	Portland, OR	Tickets
07/28/2017	Berkeley, CA	Tickets
07/29/2017	Los Angeles, CA	Tickets



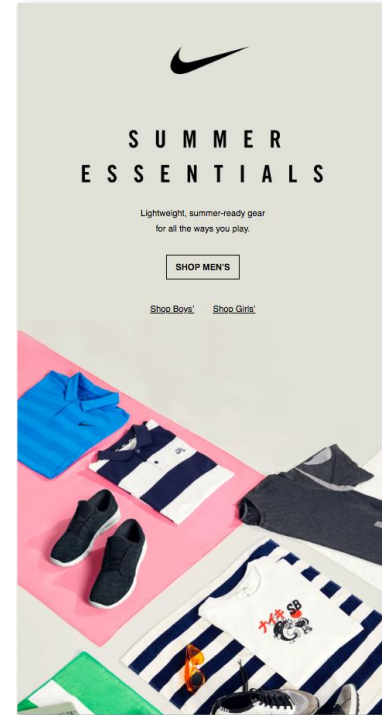
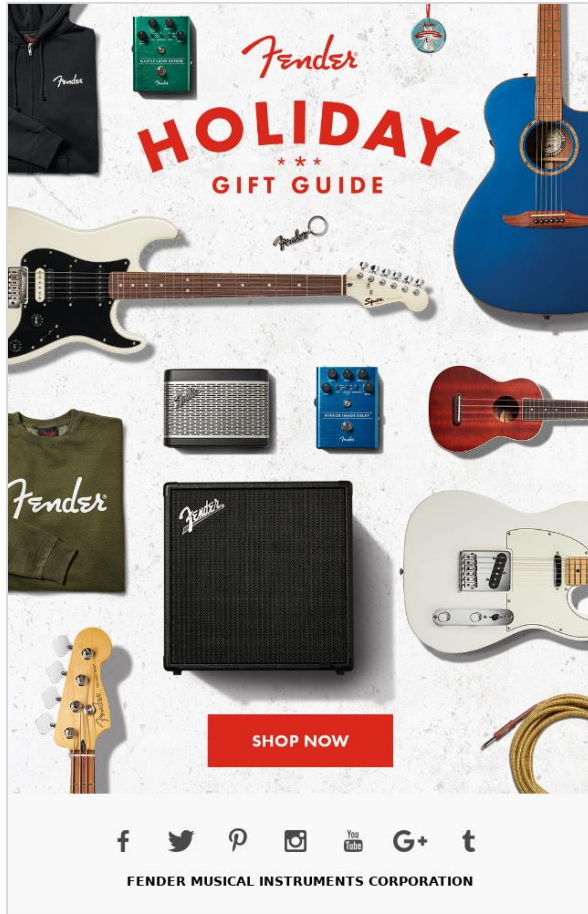
Get Spotify for: [iPhone](#) | [iPad](#) | [Android](#) | [Other](#)

App Content

Use of app visuals are a great way to drive usage and increase customer satisfaction



Knolling



Scroll

Spotify

A look at your growth in music, just for you and a small group of Premium subscribers.

Track — ed. August

Hey, here's a monthly peek into your listening.

#MonthInMusic

Your First August Track.

Epoch
by Tycho

was the song you kicked off August with.

Your August Squad.

The artists you played the most

Chance The Rapper

Chrome Sparks

ASAP Mob

Beauer

Bon Iver

Your Top Tracks.

- Digo Vi
by Post Malone
- TOGETHER
by KAYTRANADA
- Ride Out
by Solomun & O
- Beat
by Chris Carraba
- Never
by Earl Sweatshirt

Just For You

Latest music from the artists you care about, plus new singles picked just for you.

• Your Release Radar

Spotify

A look at your growth in music, just for you and a small group of Premium subscribers.

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Your August

PEEL Products Editions Lookbook Compare Our Story

iPhone Chargers That Don't Suck

Peel cables are 50% longer than standard cables.



Peel cables are 50% longer than standard cables.

Peel

PEEL Products Editions Lookbook Compare Our Story

iPhone Chargers That Don't Suck

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Peel cables are 50% longer than standard cables.

Peel

yes

Design to Drive Demand



Spring signifies fresh, new things. And to celebrate this, we bring you three analogue cameras coated in mouth-watering cotton candy colors!

Diana F+
Neptune Green

Buy online

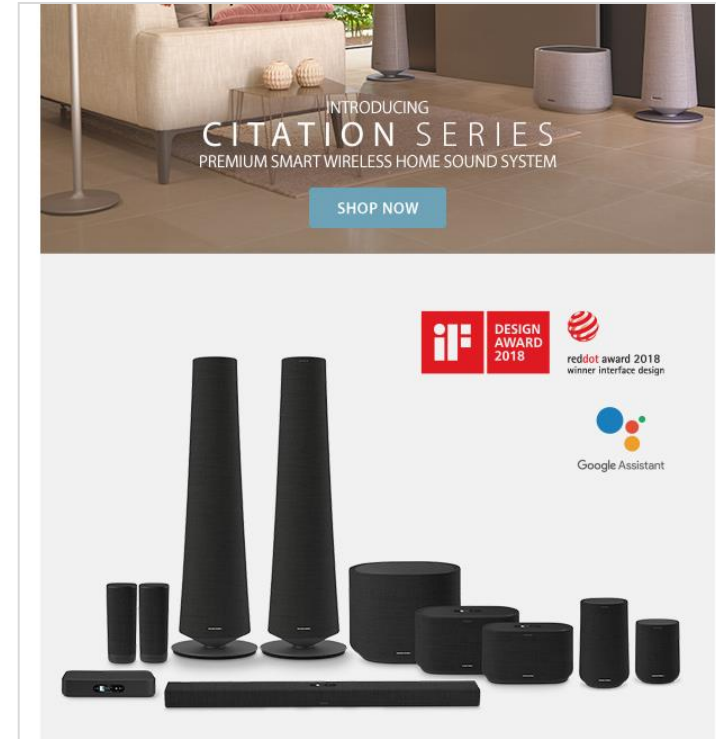


Diana Mini
Coral Fusion

Buy online

yes

Awards





Competitive Landscape

Sonos

SONOS



Listen in color.

Limited Edition Collection now available.

Exploring the relationship between sound and home design, Sonos and renowned Danish furnishings brand HAY have reimagined Sonos One in five colors from HAY's 2018 palette.

The HAY Sonos One is the most colorful way to enjoy surprisingly rich, room-filling sound. And, with Amazon Alexa and AirPlay 2 built in, you can control it with just your voice.

Limited quantities available.

Shop now for \$229

Available while supplies last.

SONOS




Save. Listen. Be merry.

Save \$50 on Beam

No matter how busy the season gets, there's always time for your favorite holiday classics. This year, experience the songs and sleigh bells with Beam—the smart soundbar for your TV.

Sonos

SONOS



Here's what made noise on Sonos in 2018

This year, the Sonos experience expanded to include Apple, Apple AirPods 2, Audible, Beam, and the 100 Limited Edition Collection. And as 2018 draws to a close, we wanted to know—what was your sound experience highlight of the year?

“ My second-grade daughter came home from school and told me she learned about jazz and “a guy with big cheeks who played the trumpet.” Ten seconds later my daughter and I are dancing in the kitchen, listening to “Cheek to Cheek” by Ella Fitzgerald and Louis Armstrong. ”

“ Since moving into a new home with a media room, I’m finally able to really crank my stereo-paired Play 5s with Sub. ”

“ We have listened to Sandra Boynton’s *Philadelphia Chickens* approximately 8,000 times this year... the kiddo’s eyes light up every time. ”

“ Pink Floyd’s *Wish You Were Here* is still my go-to album. I can remember my dad buying it for me, wrapped in its plastic cover. Listening to it now, on Beam with surrounds is incredible...and made it that little bit more extra special and personal. ”

“ As a sports fan, I love listening to game audio throughout the house. But instead of listening to the broadcast announcers, I use TuneIn to listen to my hometown’s local radio broadcast. Feels like home! ”

“ I added a pair of Sonos One to each of my two kids’ rooms. As a parent, I love hearing what music they’re into. My son is currently listening to George Strait, while my daughter will often ask Alexa for Prince or Michael Jackson. It’s even better when they start singing along. ”

“ Our five-year-old figured out how to put “You Will Rock Me” on repeat. ”

Join the conversation by sharing your #Sonosmoment on Facebook, Twitter, and Instagram.

And from all of us at Sonos, here’s to a great 2019.

Shop Sonos Find a Store 1-800-880-2345

Facebook Twitter Instagram

“

My second-grade daughter came home from school and told me she learned about jazz and “a guy with big cheeks who played the trumpet.” Ten seconds later my daughter and I are dancing in the kitchen, listening to “Cheek to Cheek” by Ella Fitzgerald and Louis Armstrong.

”

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”

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”

“

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”

“

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”

SONOS

You’re better than this.



People will do some crazy things for music they love. Like drop their phone into a cup to squeeze out more volume. Or split a pair of earbuds just to share a song.

We’re here to remind you—there’s a better way to listen. Because we think your music deserves it. And so do you.

Let’s listen better



Unsubscribe Manage Email Preferences Privacy Policy User Terms

yes

Bose



SEE THIS EMAIL ONLINE



**WIRELESS MUSIC
ENGINEERED FOR
EVERY ROOM.**

You're always listening to music, streaming new artists and old favorites all the time. Now there's an easy way to enjoy all of it. Built-in Bluetooth® and Wi-Fi® means you can listen whichever way you want, without having to worry about which technology is best. Start with one and add more anytime. You can play the same music in every room or different music in different rooms. The SoundTouch® app gives you simple control of it all.

SOUNDTOUCH® 10 WIRELESS MUSIC SYSTEM




Start with our smallest SoundTouch® speaker—it has size-defying sound and is perfect in the kitchen for your cooking playlist or as background music. It delivers great sound no matter where you are.

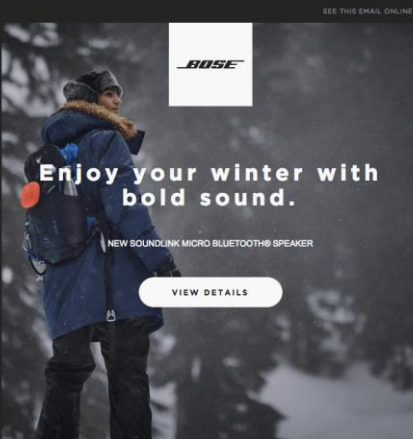
[VIEW DETAILS](#)

SOUNDTOUCH® 20 WIRELESS MUSIC SYSTEM





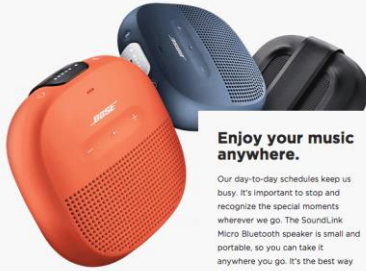
SEE THIS EMAIL ONLINE



**Enjoy your winter with
bold sound.**

NEW SOUNDLINK MICRO BLUETOOTH® SPEAKER

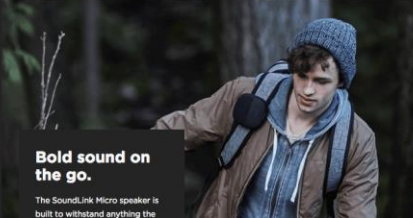
[VIEW DETAILS](#)



**Enjoy your music
anywhere.**

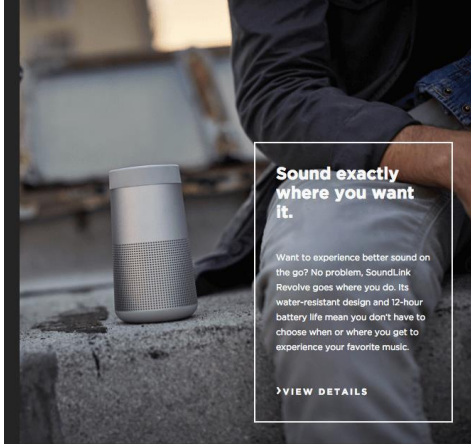
Our day-to-day schedules keep us busy. It's important to stop and recognize the special moments wherever we go. The SoundLink Micro Bluetooth speaker is small and portable, so you can take it anywhere you go. It's the best way to enjoy this winter.

[VIEW DETAILS](#)



**Bold sound on
the go.**


The SoundLink Micro speaker is built to withstand anything the




**Sound exactly
where you want
it.**

Want to experience better sound on the go? No problem, SoundLink Revolve goes where you do. Its water-resistant design and 12-hour battery life mean you don't have to choose when or where you get to experience your favorite music.

[VIEW DETAILS](#)



SEE THIS EMAIL ONLINE



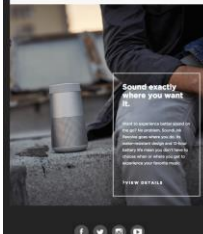
**IMMERSE YOURSELF IN
SOUND.**

[VIEW DETAILS](#)

More to hear. More to share.

The SoundLink Bluetooth® speaker delivers a 360° sound for consistent, uniform sound experiences in all directions and connects with multiple Bluetooth® devices so you can enjoy music.

[VIEW DETAILS](#)



**Sound exactly
where you want
it.**

Want to experience better sound on the go? No problem, SoundLink Revolve goes where you do. Its water-resistant design and 12-hour battery life mean you don't have to choose when or where you get to experience your favorite music.

[VIEW DETAILS](#)

[f](#) [t](#) [i](#) [v](#)

yes

Urban Outfitters



#UOSTYLE

Follow us on Instagram and share your #UOSTYLE –
we love a cheeky regram.

FOLLOW UO

URBAN OUTFITTERS

Most-Liked on Instagram

Get all your IG faves IRL. ❤️

SHOP @URBANOUTFITTERS



yes

1000





Next Steps

Moving Forward

Sabrina to provide timeline



ULTIMATE
EARS

Thank you!

Yes Marketing

yes