

SendGrid Academy

2018 Strategy

Updated: May 16, 2018





SendGrid Academy

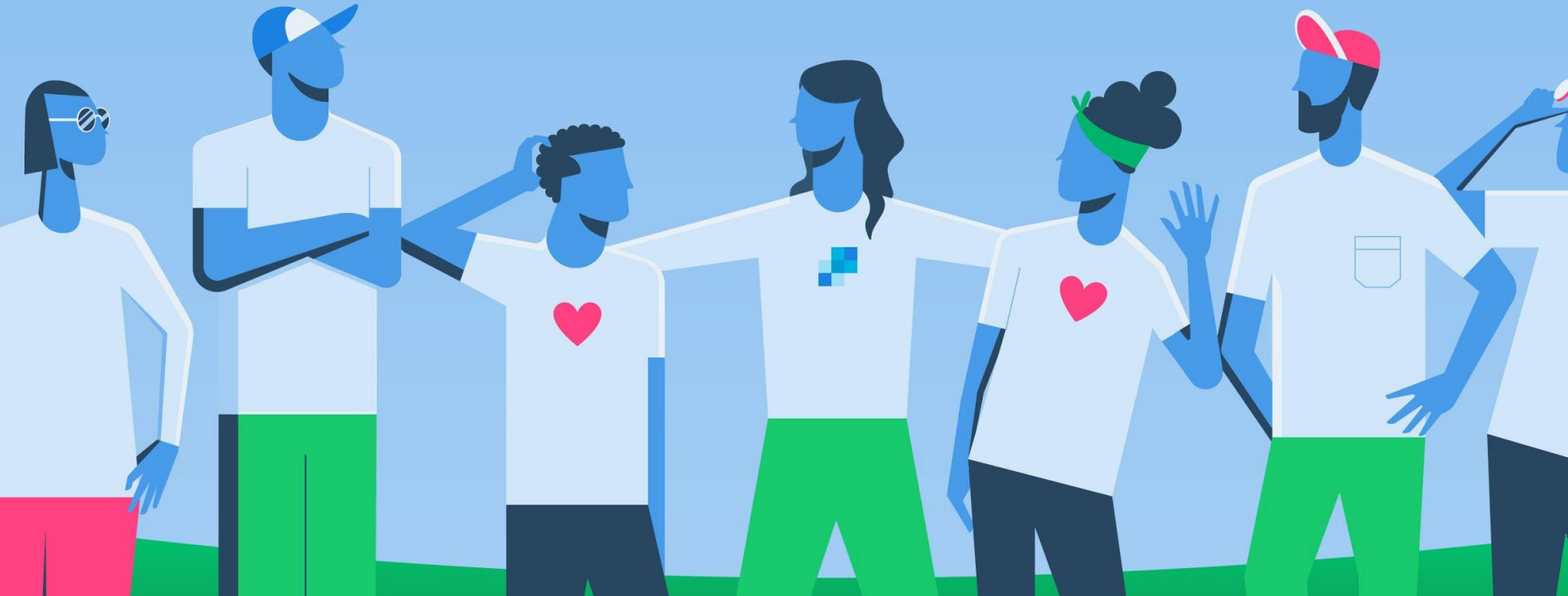
Send and communicate confidently with SendGrid Academy as your guide

Our Vision

Create a community of good senders and marketers so they can send with confidence

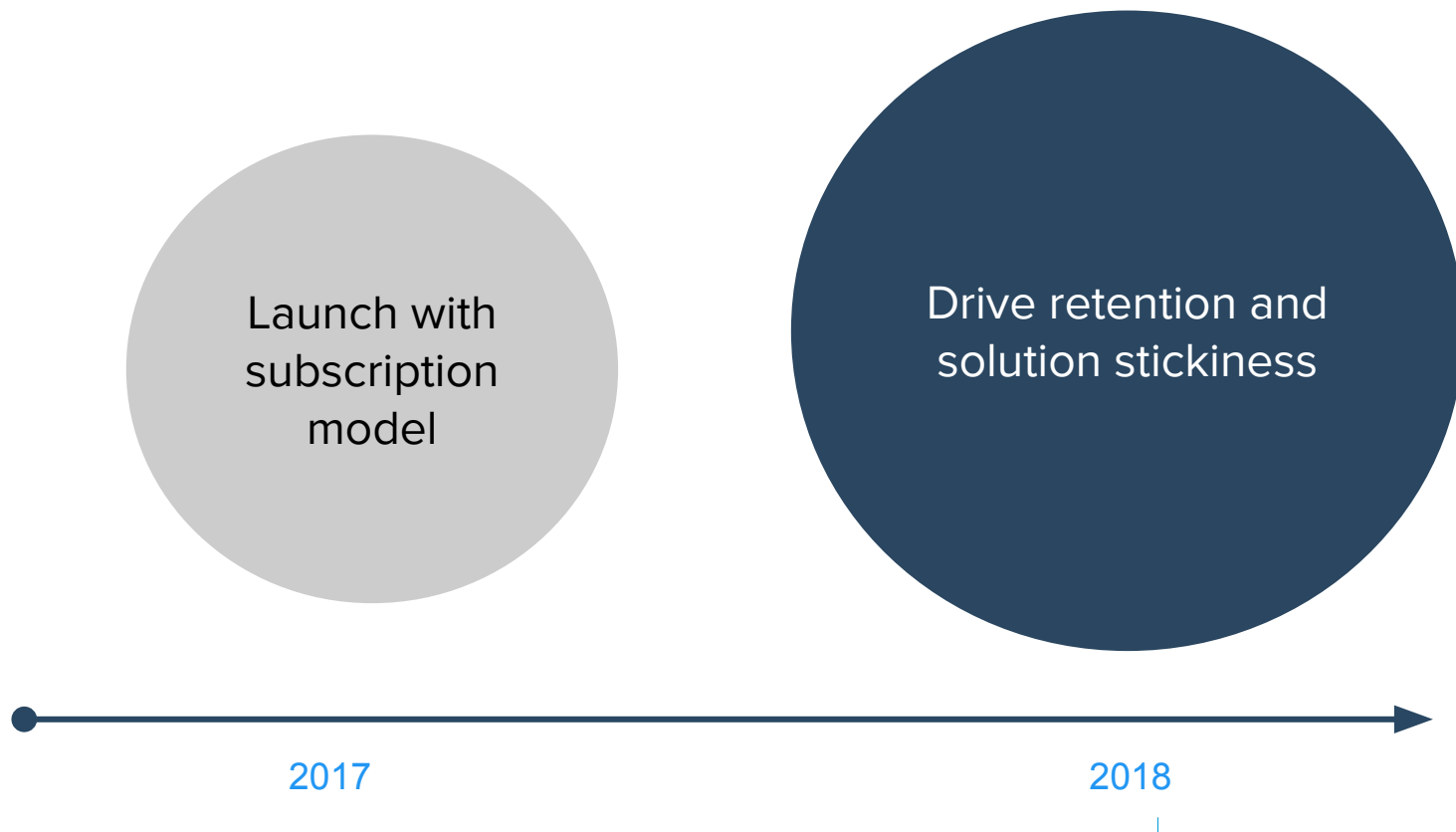
Our Mission

Provide scalable and memorable educational experiences aimed at helping our customers drive business results that matter





Aligning on what the Academy is and what it isn't





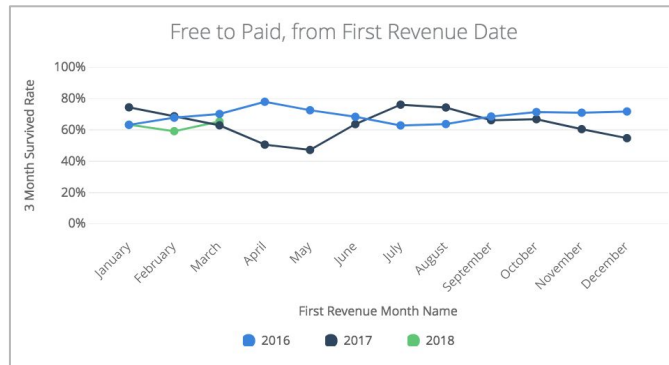
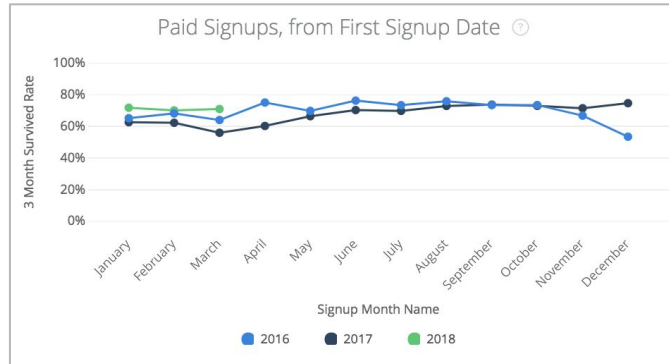
Our POV on monetization of the Academy

Indirect Revenue Impact Free Courses	Direct Revenue Impact Paid Courses
Product usage Increase sends/ contact storage / ads	Certification Delivery, Mktg/Ad Tech
Retention Increase retention/survival rates	Expand LV Offerings Monetize On-Demand Courses
Acquisition Acquire new senders	Academy Live! Workshops (Online or In-Person) 1:Many / Live access to experts
Brand awareness Increase brand awareness	Subscription Industry email & marketing courses
Expert Services Upsell Expert Services	



We want to increase 3-mo survival rates

3-month survival rates for paid flow and free-to-paid flow



- **Our 3-month survival rates have not materially improved over the last few years, and in 2017, actually went down mid-year.**
- **We believe that a learning experience targeted an increasing survival is critical.** This is particularly impactful for MC as only 58% of paid MC users survive past their first 3 months.
- **If the Academy can lift overall 3-mo survival rates by ~5 points, we could see ~\$1.5M in impact this year | \$2.2M next year (without monetizing courses.)**



We've validated this with the SendGrid Way

Validate experience

Hypothesis

"I've taken a leap signing up for SendGrid. I feel like I jumped into the deep end and don't have good options to get up to speed quickly." *Olivia*

Discovery

Solution Validation

Determine the ideal learning experience for Olivia.

Build

Plan



We are here.

Problem Validation

Validate curriculum

What does Olivia need to learn and what will incentivize her to learn?

What we initially learned?

- Appetite to learn
- Keeping up with evolving landscape hard
- Desire for career dev & certification/recognition
- Budget to learn but expects to product learning to be free

3 Research Studies

Total Interviews: 48

Halo effect w/ Kim

Learn

Build



We're targeting customers who have an **intent to learn** Vs the intent to get something done.

No Touch

Display & Social Ads Docs

Content Marketing

Email Marketing

Academy

Low Touch

Support

High Touch

Expert Services

Sales & CS

How we're different
Guided, hands-on, interactive learning
Platform agnostic & product specific concepts
Earn recognition with certification
Activities are tracked and recorded





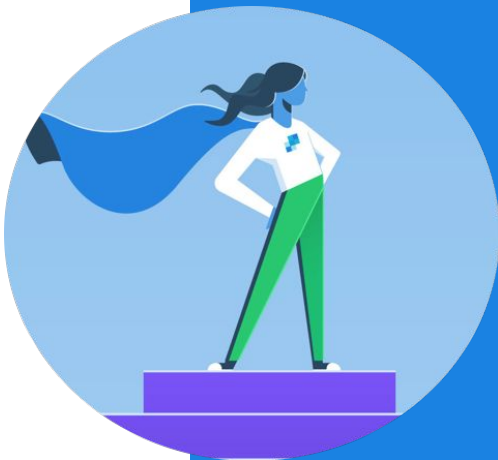
Our primary focus



Increase MC survivability and retention with guided learning for Olivia (with halo effect to Kim)



Olivia's Learning Collection



Fundamentals of Email Delivery

How to protect your email reputation from the start

Be who you say you are with Sender Authentication

Warm up your sending to avoid delivery issues

Data Privacy Fundamentals

Overcoming Delivery Pitfalls

Watch your delivery rate before it's too late

Manage blocks, bounces, and deferrals

Figure out why your emails are going into spam

What to do if you are getting a lot of unsubscribes

Smart start with Marketing Campaigns

Steps for a smart start with Marketing Campaigns

Get up and close personal with your contacts

Offer unsubscribe options and avoid spam reports

Email Delivery Certification

Validate in Q3 | Launch Q4

Email Marketing Best Practices

Validate in Q3 | Launch in Q4



We will also be promoting Expert Services through the Academy; more to come on potential revenue impact



Problems we're solving for

- Limited reach of professional/expert services
- Capacity constraints on PS Team
- Current services difficult to scale to large number of customers

Ideas we're validating

- Promote Expert Services across free courses
- Automate intake process with Academy
- Pre-Delivery course to reduce number of hours spent educating during engagement
- Premium virtual live onboarding
- Premium on-demand onboarding & courses
- Delivery prescription: On-going series on email delivery and marketing trends



How will we get this into our customer's hands?

Integrate into Nurture Series, Docs, Support, Intercom Messaging

Phase 1: Open Access

What it is?

- Open access for all learners
- Seamlessly grant access through links

Pros/Cons

- + No Eng help required
- + Pre-populate customer data from nurture link
- No account security
- Complicates ability to monetize courses
- Attribution challenges

Internal Beta
Closed Beta
June to July 2018

Phase 2: Single Sign On

What it is?

- Login with SendGrid credentials

Pros/Cons

- + Make it easy for customers to access the Academy
- + Recommend courses based on their account ID
- + Track impact of the Academy cohort
- + Easier to monetize courses
- Limited Eng help if we move to open source SSO

Olivia's GA
August 2018

Phase 3: In App Messaging & Triggered Learning

What it is?

- Learn as you send
- Teach users before they encounter an issue
- Think automated CSM

Pros/Cons

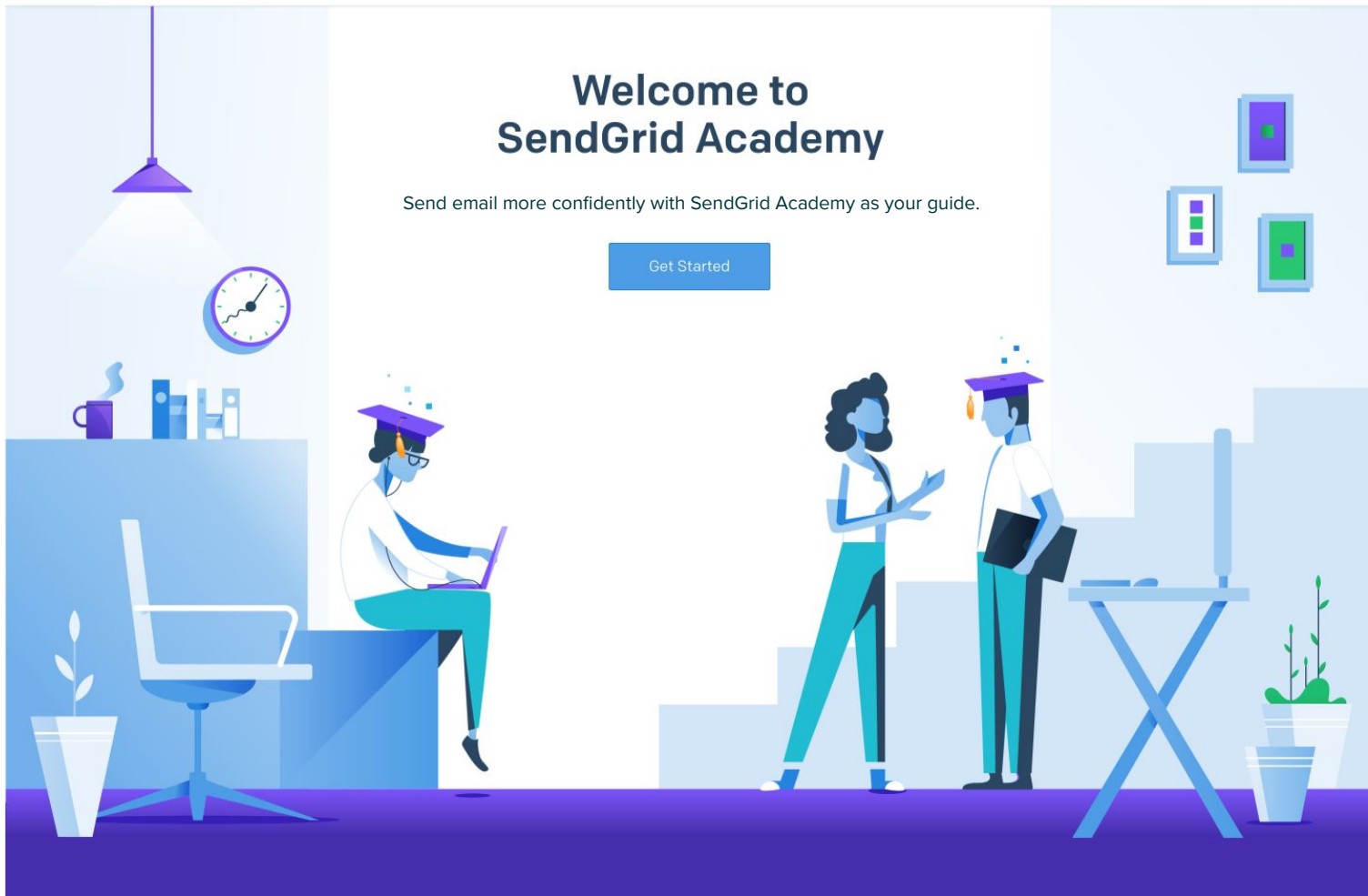
- + Drives users towards Aha! Moments faster
- + Personalized learning
- Eng help required

2019+
TBD

Welcome to SendGrid Academy

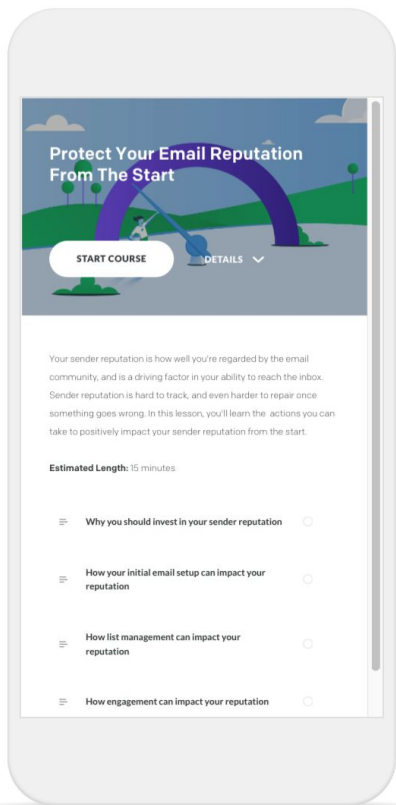
Send email more confidently with SendGrid Academy as your guide.

[Get Started](#)





The Experience



Get it right from the start

We know it's not easy to get started with something new. You don't need to rely on trial and error to get it right. Our Academy courses give you a solid foundation from day one.

Get the depth of expertise you need

No matter what you're sending, we've curated expert email advice and strategies to help take out the guesswork on how to optimize your program's delivery and engagement.

Get the business results you want

Learn how to take actionable steps to get the results that matter most to you and your business.

Get the recognition you deserve

Demonstrate your email know-how to earn recognition that will set you apart from your peers.



Longer term opportunities



Virtual Coach

In-app triggered learning based on user behavior

Solution stickiness

Partnerships

Offer courses via Udemy, LinkedIn Learning & co-author courses with FB, Google, Litmus

Brand awareness & reach

Community Learning

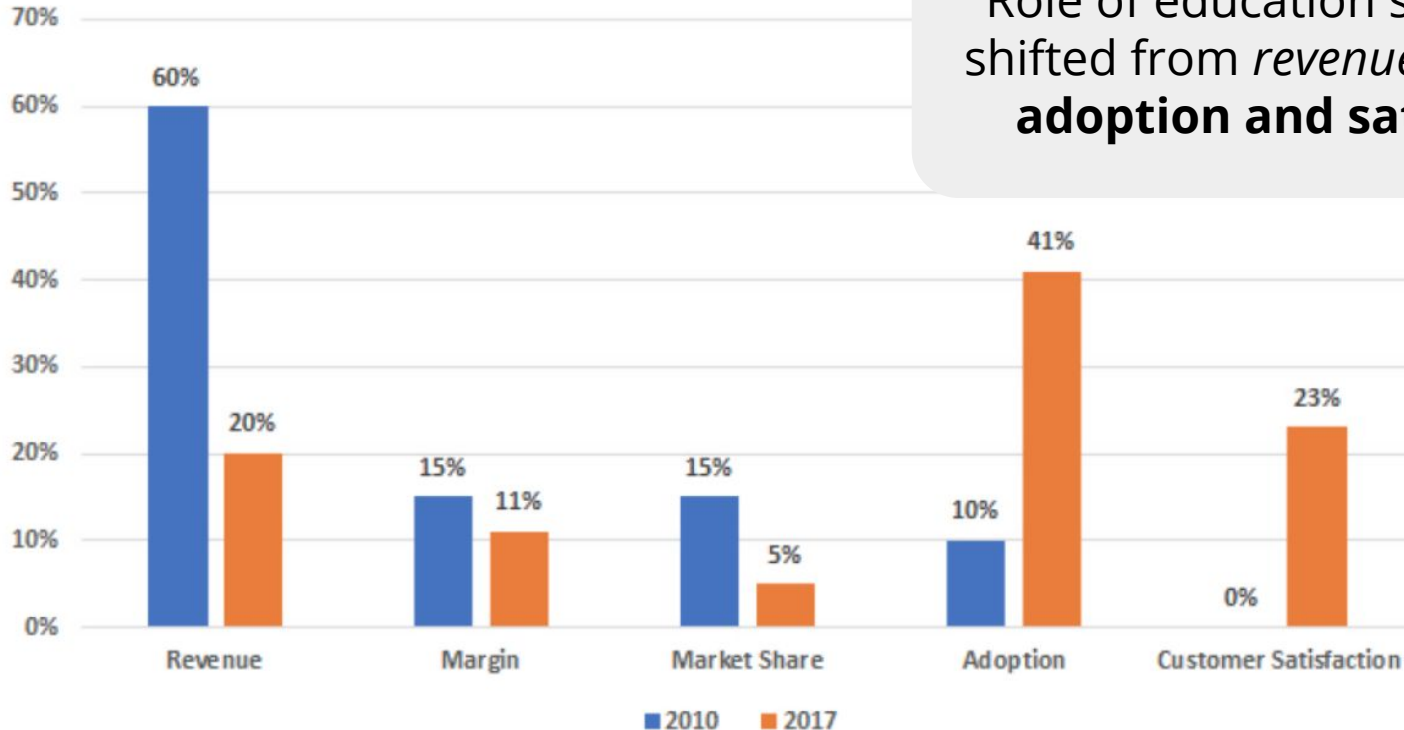
Contribute, share, and learn from each other

Brand advocacy & loyalty



Education Services Primary Purpose

Role of education services has shifted from *revenue* to **product adoption and satisfaction**





How we'll get there?

Right content

- Credible Experts
- New big ideas
- Applicable BPs
- Industry specific
- Data driven content
- Real examples
- Hands-on exercises

Right package

- Varied media types
- Make LMS feel hidden and cohesive to sendgrid.com
- Find right triggers to surface academy content
- Repurpose content for different purposes

Help create good habits

- Determine how to prompt users to adopt good sending habits
- Build and execute GTM plan
- Drive awareness of academy and optimize for search

Measure impact & tweak

- Establish right benchmarks to measure impact to churn, adoption, and satisfaction





Dependencies

Case Study
Examples

Specific and detailed
real-world examples that
from a variety of industry
verticals across MC & EI

Subject
Matter Expert
Contribution

Support from internal
SMEs & contractors

Support from
Product

Support from Product team to
assist with implementation of APIs
and In-APP messaging

Dependency
on UX &
creative team

Customize front end of Absorb
& define user journeys





Small but mighty



Negar Pellegrini
Head of SendGrid Academy



Ian Gifford
Program Manager and
SendGrid Genius



Nate Schultz
Website Experience Manager



Evan Huwa
Creative Manager

Strategy & Vision
Product Manager
Learning Experience
Course Design & Development
Program Adoption & Impact

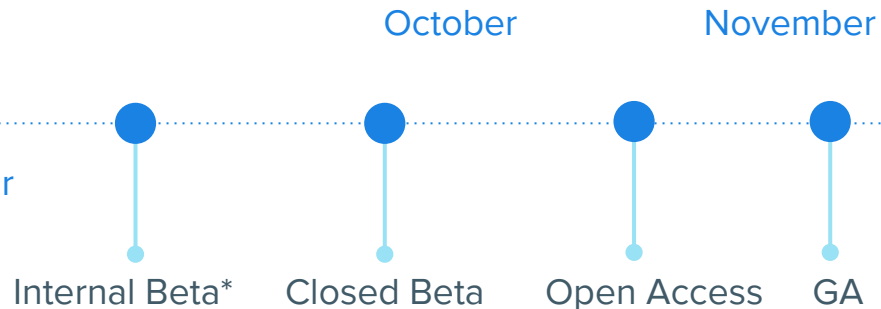
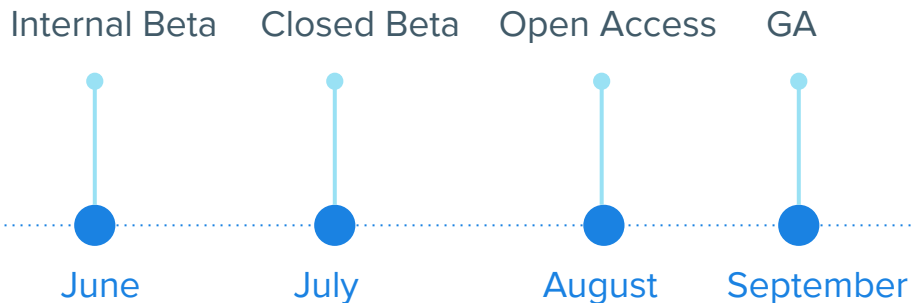
System Guru & LMS Owner
Content & User Management
User Support & Testing
Support Course Development





Go To Market Launch Plan & Timeline

Olivia's Onboarding Collection



Expert Services Collection*

Email Delivery Certification for Olivia
Email Marketing Courses for Olivia

***Dependency:** Must have SSO in order to ease buying process for customers.