



FIVE EASY WAYS TO MAKE YOUR EMAILS PERFORM BETTER

From promotional emails to valuable
customer experience for maximum ROI

WELCOME

Email marketing continues to be one of the highest-converting marketing channels. Research by Litmus has shown that every dollar invested in email generates an average return of \$42 (Litmus' 2019 State of Email Survey). However, this unfortunately does not apply to every email that is sent.



The average consumer receives between 40 and 70 emails per day, which makes it a challenge to attract their attention and to encourage them to take the desired action. With personalized and automated email campaigns you are a step ahead, offering your customers an optimal experience while increasing the conversion rate.

In this guide, we share five steps that you can use to easily optimize email campaigns and give ROI a lasting boost.

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Litmus' 2019 State of Email Survey



1

Use personalized pop-ups and popovers to grow your database

Successful email marketing starts with collecting quality email addresses for your database. The use of a pop-up form on your website can contribute to this. It draws attention to your newsletter and makes it easy for website visitors to subscribe.

The average conversion rate of a simple email newsletter pop-up is 3.75% (Wisepops' Ultimate guide to email pop-ups, 2019). But, as with email, not all pop-ups are equally effective. Generic pop-ups can easily be perceived as annoying and disruptive. That's why it's important for pop-ups to be relevant for the website visitor. This can be achieved by responding to their needs and behavior with the right timing and content.

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Wisepops, 2019

There are many ways to target the website visitor based on what they are doing on the website (or before they do anything). For first-time visitors, for example, the pop-up can be personalized by reflecting the origin of the website visit, e.g. a click on a Google AdWords ad. Addressing visitors more directly increases the likelihood that they will share their email address with you.

Be careful with the timing and content of the pop-up



One of the main reasons why a pop-up is perceived as disruptive is because it often appears at the wrong time. In many cases just seconds after the visitor arrives at the website; at a time when the shopper has barely gained any value at all from the website visit.

It is more effective to show a relevant pop-up at key moments in the customer journey. When a website visitor is about to abandon a shopping cart, they can be tempted back with a discount code in exchange for their email address. Are you selling a popular or exclusive product? Offer the website visitor to be one of the first to hear about your next product launch. This way you add value to the website visit and the consumer will be more inclined to subscribe to the newsletter.

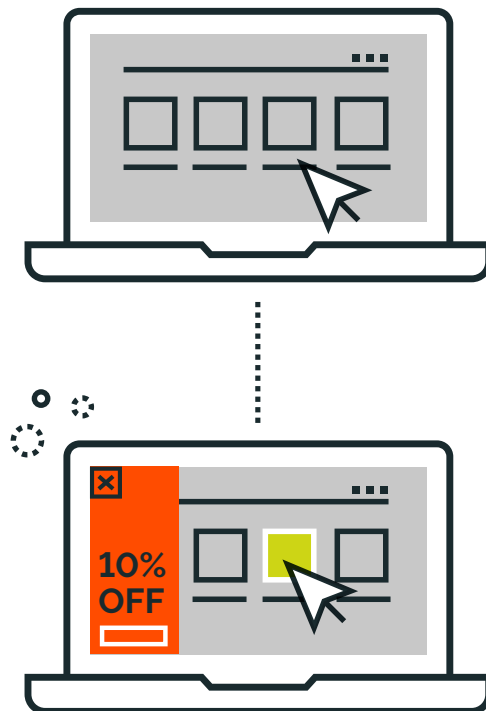


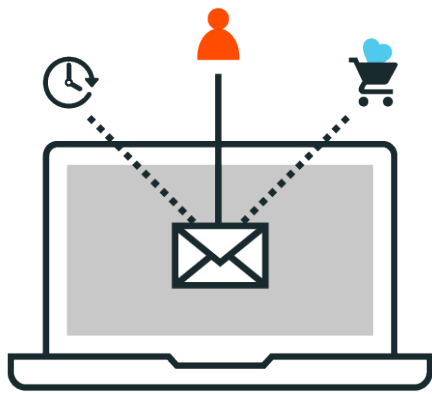
From pop-up to popover

Alternatively, you can use the pop-up's cousin: the popover. A popover has the same effect as a pop-up but prevents obstacles when using the website. Whereas a pop-up often overlaps large parts of the website, the popover only pops out when a visitor moves their cursor across it. This guarantees ease of use and prevents irritation, which makes the visitor more inclined to submit their email address.

Popovers provide 10,000 new email addresses

A UK contact lens retailer demonstrated how a well-thought out data capture strategy can drive email acquisition. Based on the visitor profile and the customer lifecycle stage, the pop-up offers new customers a 10% discount on their first purchase. Students were encouraged to sign up for the special student offer. This personalized approach resulted in no fewer than 10,000 new newsletter subscribers in the first month: an increase of as much as 333%!





2

Segmentation of your email list: “boxes” that actually matter

Segmenting your email list has a major impact on your conversion rate. With smart segmentation you can set up personalized campaigns and deliver far better results than with generic campaigns. Many companies already segment their email list, but often still do so based on demographic data, such as age, gender, or postal address.

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This segmentation method is outdated, not specific enough and therefore often ineffective. Not all women or men are interested in the same things. And in the age of mobile devices, the home address is becoming less and less relevant. A new segmentation strategy based on behavior gives you ample opportunities to engage your target audience.

Segmentation based on behavior, preferences, and customer journey



To start with you can segment your customers based on preferences, such as colors, purchased products, product categories and brands and frequently visited pages. Also, you can identify which phase of the customer journey a potential or existing customer is at.

Is this person in the discovery stage? Are they a new or a loyal customer? Is this person receptive to a discount? Do they read many reviews or watch many tutorials? Which elements play a role in the customer's selection process? Does the customer go for bargains or does he or she spend an above-average amount on certain products? These are relevant questions that can form the basis for effective segmentation.



Behavioral segmentation enables you to send relevant and personal emails. Offers match the product preferences and content fits in with the customer journey, such as a tutorial for the new customer. Popularity messaging for the customer who is sensitive to social proof and a tailored selection for the luxury shopper.

Various channels and platforms, such as Google Analytics, email service providers and personalization platforms continuously offer more tools to retrieve the data that is essential to building effective personalized campaigns.



3

Relevant product recommendations that deliver revenue

Product recommendations can give sales a big boost. Research shows that suggesting relevant products can increase the email click-through rate by up to 300%. In addition, it can result in a 50% increase in conversion rates. Yet, many companies miss the mark.

Suggesting relevant products can increase the email click-through rate by up to 300%.

Often, the product recommendations strategy isn't in line with both the target group and the business objectives. For example, products with a low profit margin are shown, which can lead to more revenue, but little profit. Also, the same suggestions are displayed to all customers, although the products aren't interesting for everyone. Which is a shame, because there are straightforward ways to recommend products that are both relevant to the customer and impact the bottom line.

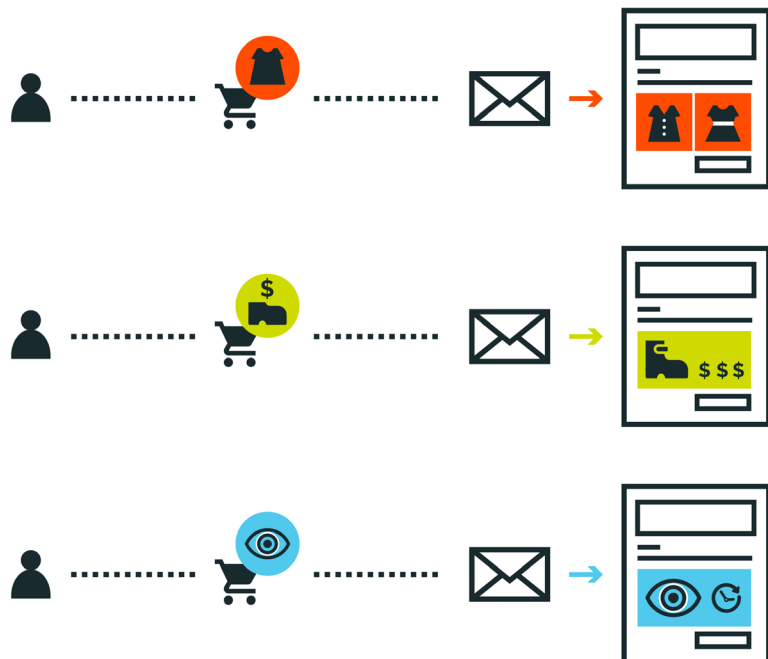
Cross-selling, Up-selling & Deep-selling

Depending on the product or service, product recommendations can be classified as cross-selling, up-selling & deep-selling.

With cross-selling, related products are suggested based on a product the shopper has viewed or previously purchased. For example, a recommendation for a laptop sleeve after purchasing a new laptop.

With up-selling, more expensive, but comparable products are suggested based on what the customer has viewed or purchased in order to generate more profit. For example, promoting a smartphone contract instead of SIM-only.

With deep-selling, more of the same product is recommended in order to offer the customer a good deal, keep costs low and therefore margins high. For example, suggesting to order contact lenses for six months instead of for one quarter.



Effective recommendation tactics



Depending on your product, service and target group, there are various tactics for presenting recommendations in a convincing way. For example, some customer segments are more sensitive to discounts or social proof, such as best-sellers, than others and not every customer is willing to spend more. Data and behavioral targeting are therefore also essential for product recommendations.



The following three factors are key for effective product recommendations:

- Collect product and customer data to be able to display the most relevant products to each person.
- Choose the recommendation strategy that most appeals to the recipient.
- Adapt recommendations to the business objectives.



With the help of data, tools, algorithms, and machine learning, there are various tactics to help you present relevant products in an engaging way. Products that deliver the most value to you, are interesting for the customer, and fit with the stage of the customer journey they are on. A few examples:



1. "Others also bought": products that were also purchased by others who bought the viewed product.



2. "Often purchased together": products that are often purchased in combination with the carted product.



3. "After viewing this, people buy": products that are often purchased after viewing a certain product.



4. "Popular" and "best-seller": products that are trending and frequently being bought at the moment.



6. "New collection" and "new arrival": products that have just arrived or are new to the range.



7. "Related products": products that are related to a product they previously viewed.



8. "Frequently viewed products": products that are often viewed by the customer and may therefore still be interesting.



4

Dynamic images based on context

Images can have a powerful impact when they fit into the context and meet the needs of a customer. The same is true of email. As soon as someone opens a message, it's the images that grab their attention, engage and evoke desires. These must therefore be carefully selected and tailored to the recipient.

Yet, many companies adapt the email copy to the recipients, but show the same hero banners, without taking into account the buying and browsing history, the location of the recipient or when the email is opened. With a few small changes, KPIs can be improved here as well.

By combining dynamic content with behavioral and contextual data, it is easy to respond to the shopper's interests, brand preferences as well as location, season and weather. Suppose a heat wave is coming to Southern England. An online store can respond to this by showing customers who open the email in London the local weather forecast, sunny photos from Hyde Park in combination with the latest collection of summer clothing from the customer's favorite brand. A relevant and effective personal message.





5

Multistep cart abandonment emails bring shoppers back to the checkout

Research shows that 57% of shopping carts are abandoned (Fresh Relevance, 2018). With an effective cart abandonment strategy, you can encourage the customer to proceed with a purchase. A cart recovery campaign can lead to up to 11% more sales! However, many companies send no, or only one, abandoned cart email. This is a missed opportunity. If you take the following factors into account when sending abandoned cart emails, you increase the likelihood that the customer will still complete checkout.

More emails, more profit

By sending multiple emails you give customers more options to reconsider their purchase and generate more profit. Tempt them back with personalized emails and the right timing. The better you match the content of the email to the needs of the customer, the greater the chance that they will return to your website.

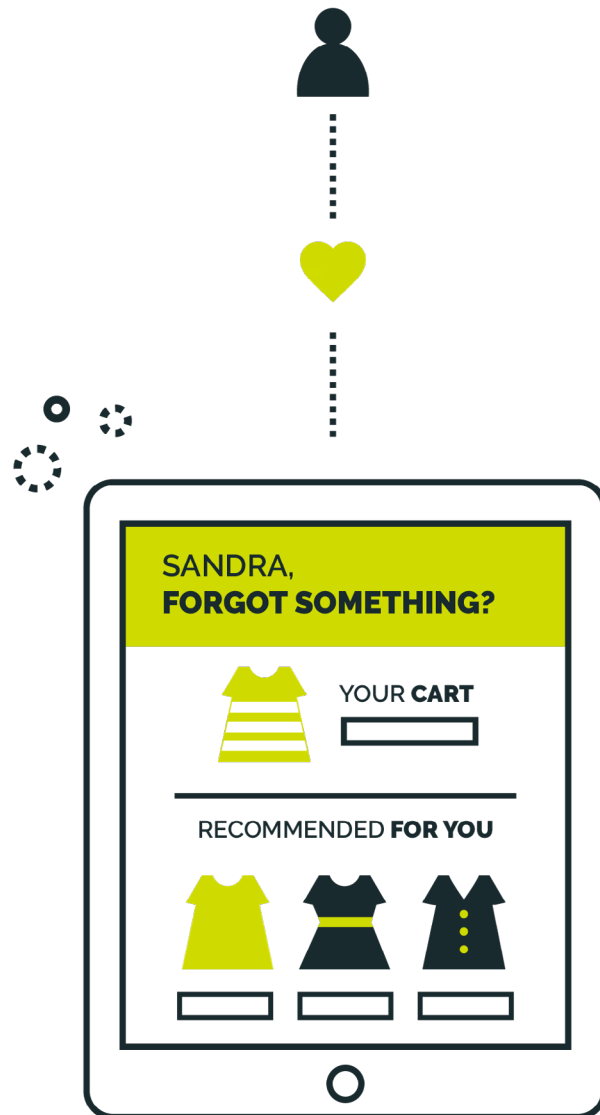
The right timing

Depending on the product and average decision making, several emails can be sent at strategically chosen moments, provided you mix up the content in these emails. If you send an email within an hour, you avoid losing the customer to the competition. With a second email after a few days and maybe even a third message after a week, you can tempt the customer back and convince them to go to the checkout.



Personalized content

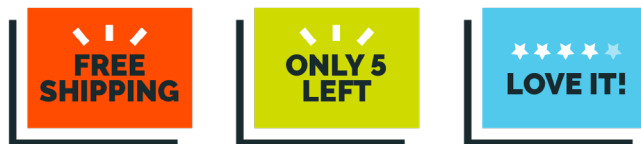
An abandoned cart email is extra effective when it contains personalized content. You can use data from past purchases for this. Then you can make email content more relevant, for example by displaying the product in the right size or the customer's favorite color. You can also personalize the subject line by addressing the customer directly: "Sandra, don't forget [product a]?". The personalized content can easily lead the customer back to the online cart to continue shopping.



Smart persuasion techniques

In addition to personalized content, there are various persuasion techniques that can help you win over the customer. Examples include:

- Mentioning the USPs and benefits, such as: "free shipping" or "lowest price"
- Emphasizing the scarcity of a product, such as "only 5 left in stock"
- Sharing social proof, such as testimonials, reviews or displaying how often the item has been purchased in the last 24h



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In Q4 of 2018, the average Fresh Relevance client generated a whopping \$182k extra per \$1 million revenue with cart and browse abandonment emails. Each abandoned cart email yielded an average return of \$9.68 and each browse abandon mail yielded \$1.99.

CONCLUSION

Email is one of the most effective marketing channels to generate revenue. With data becoming more insightful and technology becoming more advanced by the day, marketers can achieve better results and give their ROI a lasting boost.

Yet, new advancements call for a revised strategy. Segmentation and behavioral targeting form the basis for this. Targeted pop-ups, relevant product recommendations, personalized images and multi-step abandoned shopping cart campaigns are smart tactics to get the highest return from email campaigns.



ABOUT US

About Fresh Relevance

Fresh Relevance is the real-time personalisation and optimisation platform to analyse customer data and use it to personalise and optimise the experience. We help digital marketers boost customer loyalty and revenue by creating a customised journey across channels and devices. Our platform gathers data wherever customers go, then brings it all together in one place with existing data, providing real-time behaviour and insight combined with the power to act on it.

About Copernica

Copernica Marketing Software is a powerful software with functionalities for email marketing, websites, mobile campaigns, and automated campaigns. More than 5,000 marketers use the solution every day. The software integrates CMS systems, e-commerce platforms, and CRM software.

About Us

This guide was compiled by the partners Copernica and Fresh Relevance. Copernica offers powerful software to easily build and automate campaigns, while Fresh Relevance provides marketers with the data, insights and tools they need to personalize campaigns and generate more revenue.

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