



Targeted Lead Nurturing

It's All About Context


The Importance of Context




Emails that use behavioral targeting see an increase of 57 percent in open rates, 58 percent in click-to-open rates, and 147 percent in overall click rates.¹




Triggered emails and engagement campaigns based on behaviors are the top tactic to improve email engagement.²



Event triggered campaigns perform 3x better than traditional ones.




Targeting emails based on clickstream data increased open rates by more than 30% and conversion by more than 350 percent.³




Only 26 percent of marketers use behavioral triggers for an email, but email-based on behavioral triggers like interactions, triggers, and other data have an average open rate of around 30 percent.

What Behavioral Data to Contextualize




Website or App Behavior
Target messages and notifications to first-time visitors or returning visitors.

- Number of visits and logs
- Time on-site or app
- Number of pages viewed
- Average time spent on a page
- Time between visits




Page Visit Behavior
Data about specific pages or screen-views to gauge content preferences.

- Specific pages viewed
- Number of times these were viewed



Deep Behavior
Contextualizing engagement to find users' interests, intent, and affluence.

- Time on page
- Mouse movements (scrolling, hovering, and more)
- Interactivity



Campaign Engagement
Further builds your understanding of each visitor for one-to-one personalization efforts.

- Email opens and/or clicks
- Pop-up engagement
- Clickthroughs

Steps to Implement Contextual Nurturing



1 Collect Behavioral Data
Triggered-based marketing starts with data aggregation. You must give contextualized responses and signals that fit each person's behavior to drive a particular action.



2 Analyze Behavioral Data
Each action the lead makes is tracked and triggers a real-time, adequate response from you. Analyzing information available will allow you to experiment on your different responses to certain behaviors.



3 Develop Relevant Lead Nurturing Tracks
Lead nurturing tracks or pathways allow you to segment leads into various categories and apply trigger-based communications to offer them the right message at the right time.

Best Practices for Contextual Nurturing



Align sales and marketing teams
A consistent experience is essential for lead nurturing, whether stage or the journey they may be in. Consider regular cross-departmental updates, insights, and shared customer information from marketing.



Track and analyze metrics
Analyze the existing elements are working for you and what isn't by testing and measuring. Remember to base the overall goal and what you want your business and campaign objectives.



Use the right software tools to help scale your efforts
Maximize subscriber lists and CRM's and use a variety of means to help manage, increase efficiency, get insights, and overall nurture leads. Testing options will allow you to experiment before you start marketing.



Optimize
Customize your marketing campaign data. This can be applied whether profiling web properties, optimizing landing pages, and testing an email marketing strategy.



Prepare relevant content for each stage of the customer journey
The content you lead users will change stage of your website. This can be changed to better fit each stage of the customer journey. This will help deliver the most relevant content based on their performance.

Have questions? We're happy to help.

REFERENCES:
 1 <http://blog.hubspot.com/CRM/engagement-email-open-and-click-using-behavioral-targeting-lead>
 2 <http://www.leadintelligence.com/>
 3 <http://blog.hubspot.com/CRM/target-more-engage-and-convert-using-behavioral-targeting-lead>



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