

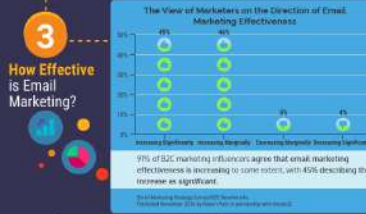
TOP TRENDS FOR OPTIMIZING EMAIL MARKETING SUCCESS



Formulating an effective email marketing plan begins with recognizing key goals and then putting them into action. What are the most important goals of an email marketing strategy that will lead you to get more results?

Goals for Marketing Success

In recent research conducted by Ascend2 and Return Path, more than half (52 percent) of B2C marketing influencers said improving **email personalization** was their top email marketing priority. 47 percent and 44 percent of influencers value increasing engagement and improving customer retention, respectively.



A report by Statista found that 50% of consumers unsubscribe from an email list due to irrelevant emails. This impact of unsubscribes adds up to a loss of 60% in future lifetime value (LTV) (Apptio). To avoid this, adding personalization is key.

4 IMPROVING EMAIL PERSONALIZATION

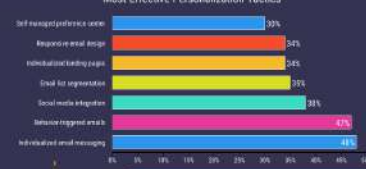
Improving One-to-One Experiences

While email marketing strategies are continually evolving, at the heart of email marketing is creating connections with consumers. Keys to success include:

- One-to-one messaging
- Highly personalized experiences
- Customer-centric strategies

Some of the Positive Effects Seen with Increased Email Personalization Includes:

- Email personalization reduces unsubscribe rates and has a major impact on boosting revenue.
- When emails are personalized, the average click-through rate is 2.5 times higher with an average increase of 5.7 in revenue.



5 MORE PERSONALIZATION TRENDS TO FOLLOW

To protect open and conversion rates, you have to keep innovating new approaches that include, but go beyond the standard approaches.

Adopt a conversational tone to use in your emails to affect the way your customers will respond.

- A conversational tone will put your readers at ease, making them feel like you're talking to them rather than sending them a cold email.
- Focus on what your customers need, not what you want to sell.
- Personalization and segmentation remain a high priority to continue driving dynamic and engaging content.
- Use hyper-targeted offers and personalized content to increase the response to your email campaigns.
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Research by VerticalScope shows that marketers can use data in their personalization toolkits such as:

- Location
- Timezone
- Device type
- Browser
- Operating system
- Device type
- Browser
- Operating system

This year, marketers will raise the bar yet again in their email strategies. By thinking outside of the box, brands can make sure they stand out in the inbox.

To learn more about how to boost your sales, visit us at: www.v12data.com
Contact Us: (833) 812-4636

