

How to Improve Sales and Response Rates Through Personalization

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Today we're going to talk about using data to drive relevant communications via email. This isn't a new topic, it's just one that we continue to see underutilized today. I want to talk to you today about a specific case with a recent client where we were able to help them with this. We were able to help them take their data and content that they had available and send the most relevant email possible to customers, and it ultimately drove a 2% increase in sales for their customers. Now, I'm going to walk you through exactly how we did that.

We helped them create an email template, and this email template had five equal-sized pieces of content zones. For each customer then, we were able to pick up content that existed on their website and rank them using a model that we created to drive the most relevant communications. So, there were 50 pieces of content on the website, and we were able to choose the top five for each individual customer to send to each individual. So we end up with the most relevant communication possible, and we also sent this version, a generic version, to customers to see what the incremental performance was of getting this targeted version versus the generic version of the email. And, that's where we saw the 2% lift for customers who receive this targeted version compared to the generic version.

It may seem daunting to create this much content. Fifty pieces of content seems like a lot for an individual email, but there were some tips and tricks that we used to make that more manageable. First is, we were reusing content. We were picking up content that already existed on the website, it wasn't created just for this email, it was things that were already available. So, find content that already exists, either in website or through catalogs or things that are already being created.

The second is to look for opportunities to extend the use of the content. Use it for more than one week. Oftentimes email content gets created, used one time, and then thrown aside. But, open rates are about 15%, which means 85% of people didn't even see the content that you created. So, find opportunities to resend that content to customers who haven't opened it before so that you're able to not create more content, but still send people relevant messages. So with that, you're able to send this type of communication to customers without the work that would be required to create 50 pieces of content every time.