

# Unlock Email Potential Through Personalisation

## The Path to Personalisation

- 90% of consumers find personalised content "very" or "somewhat" appealing
- 83% of consumers are willing to share their data (if you're transparent)

Benefit for subscribers:

- Makes them feel valued
- Allows them to tailor preferences for improved content
- Builds trust

Benefit for businesses:

- 98% of marketers say personalization advances relationships
  - Personalised CTA converts 202% better than default CTA
  - Better informs your marketing process and business decisions
  - Increases campaign efficiency, engagement, and conversions
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## What is dynamic content?

- Personalised content that changes based on the recipient
- Can be configured through segmentation, CRM data, preferences, user behaviour

Why dynamic content works:

- Allows you to design an engaging customer experience
  - Creates email experiences that drive action
  - Eliminates the hassle of creating endless email versions
  - Help you achieve personalisation at scale
  - 74% marketers say customer conversion increases with personalisation
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# Where to start with personalisation?

- Start small!
    - Be specific/clear about what your goals are with personalisation
  - Evaluate data and create a plan to optimise
  - Take a measured, phased approach
  - Personalised emails deliver 6x higher transactions rates than emails without personalisation
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## Personalisation tactics

- Weather content
- Countdown timers
- Timed images
- Interactive polling

### How to leverage your data

- Use your CRM to personalise this journey
  - E.g. Show a customer products at their preferred price point
  - You can increase conversions by 300%
- New arrivals & bestsellers

### If you don't have the data

- Use live polls to gather that information

### Automation unlocks power of personalisation

- You NEED to have automation tools in play
  - Triggered emails
  - Drip/nurture campaigns
  - Segmentation
  - A/B testing
  - Reporting

### Propel your brand with AI personalisation

- Apply online behaviour data that allows you to connect information for like-minded shoppers
- Create truly custom-made shopping experiences
- Meet subscribers with personalised messaging depending on where they're at in their journey

#### AI-driven recommendations:

- Web
  - Most viewed products
  - Most purchase products
  - Recently added to cart
- Product
  - Similar items
  - Frequently bought together
  - Also viewed
- Individual
  - Recently viewed
  - Individual recommendations

#### Proven performance

- 95% of customers tell other people about a bad experience
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## Using subscriber data beyond email

- Purchase frequency is 250% higher on omnichannel and average order value is 13% more per order on omnichannel
- Use info you gain from emails to help other channels

#### How to use data from personalisation to drive success

- Use learnings to understand and validate what customers value
- Be responsible when using data (transparency!)
- Customers change and so will their profiles — continue to reexamine your approach
- Meet customers where they are and guide them to next steps