How to Personalize the Customer Journey in Emails

Customers want truly personalized, contextually relevant emails that feel like they were written just for them. By personally selecting the content, “whenever” becomes “whenever,” making the customer feel in control — and send the right marketing messages at the right time. Ultimately, it’s all about the customer experience. Here are some tips and tricks from LIVECLICKER. Personalize customer communications by segmenting your shoppers and the customers they’re interested in: 33% of annual email marketing revenue comes from the Welcome Series. Reinforce brand value, build consumer confidence, provide a unique experience.

**STEP 1** ENGAGE IN WELCOME SERIES

**Step 2** CONVERT

**Segment by Gender**

Clarke Shoes had a 21% increase in email engagement when segmenting by gender

Open rates were 17% higher for the female segment than for non-segmented lists, and click rates were 25% higher.

**Retain Post-Purchase Series**

**Create a Lapsed Purchaser Segment**

Segment based on past purchasers who haven’t returned at all times

Examples are “Tell us where we went wrong” or “We missed our” messages

**Implement a Live Shipment Tracker**

A Live Slicer retailer had a 6.7% lift in email revenue. This element enhances customer experience and reduces traffic to customer service centers.

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**Report area purchases on a retail-ready campaign for soon-to-be-retired products**

Brick and mortar stores saw a 59% open rate, 35% higher click-through rate, 53% conversion rate, and double the revenue over a 4% lift for the average period.