

Maximize Results in Q4:

11 Email & CRM Tactics

Retailers Can Test Now —



Discount
25% Off



Last Purchase
30 days ago



Curbside
Williamsburg



Loyalty Status
Diamond



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Digital transformation was probably in your plans before COVID-19, but monumental changes in consumer lifestyles and the shift to digital in the last year left brands with only one way to survive: deliver exceptional customer experiences. Moving forward, marketers need to be increasingly nimble and flexible in their messaging to keep up with their customers.

Last year, we saw monumental changes in consumer behavior and a shift to digital accelerated by the COVID-19 pandemic. Brands pivoted quickly and learned how to align their strategies with customers' changing behavior and new priorities, and continue to execute against those initiatives into 2021 and beyond. One thing is certain: moving forward, marketers need to be increasingly nimble and flexible in their messaging to keep up with their customers.

Email has consistently been one of the most cost effective channels to maintain 1:1 relationships with customers— driving an

average of \$44 for every \$1 spent, and now marketers are being asked to take that a step further, increasing results while using less time and resources.

With so many new shoppers online, advanced personalization has become an increasingly valuable strategy retail marketers use to improve their customer experiences. Buyers are moving faster than ever before—and they're interacting with brands in ways they never have. And dynamic messaging has become one of the most effective ways to meet your shoppers where they already are.

Other things are changing, too. Announcements about third-party cookies going away and Apple's new privacy changes are just the beginning of a shift in digital marketing that will require many of us to pivot quickly. Integrating first and zero-party data into every aspect of your marketing will become increasingly important—as will the ability to deliver accurate information and adjust strategies and messaging on the fly.

And while many retailers consider avenues such as an ESP migration to access more dynamic functionality, improve omnichannel experiences, and ultimately increase engagement and revenue growth long-term, your company expects results right now. Migrating to a new ESP is a major move—it's a strategic business shift that can deliver long-term rewards, but it's a huge undertaking, requiring significant time and resources.

Fortunately, implementing dynamic personalization and delivering immediate improvements doesn't take a new ESP. It's as easy as adding one, ESP-agnostic solution into your martech stack.

We assembled this guide to give you dynamic email personalization tactics to test right now. Keep reading if you're interested in immediate results that require minimal (if any) extra effort.



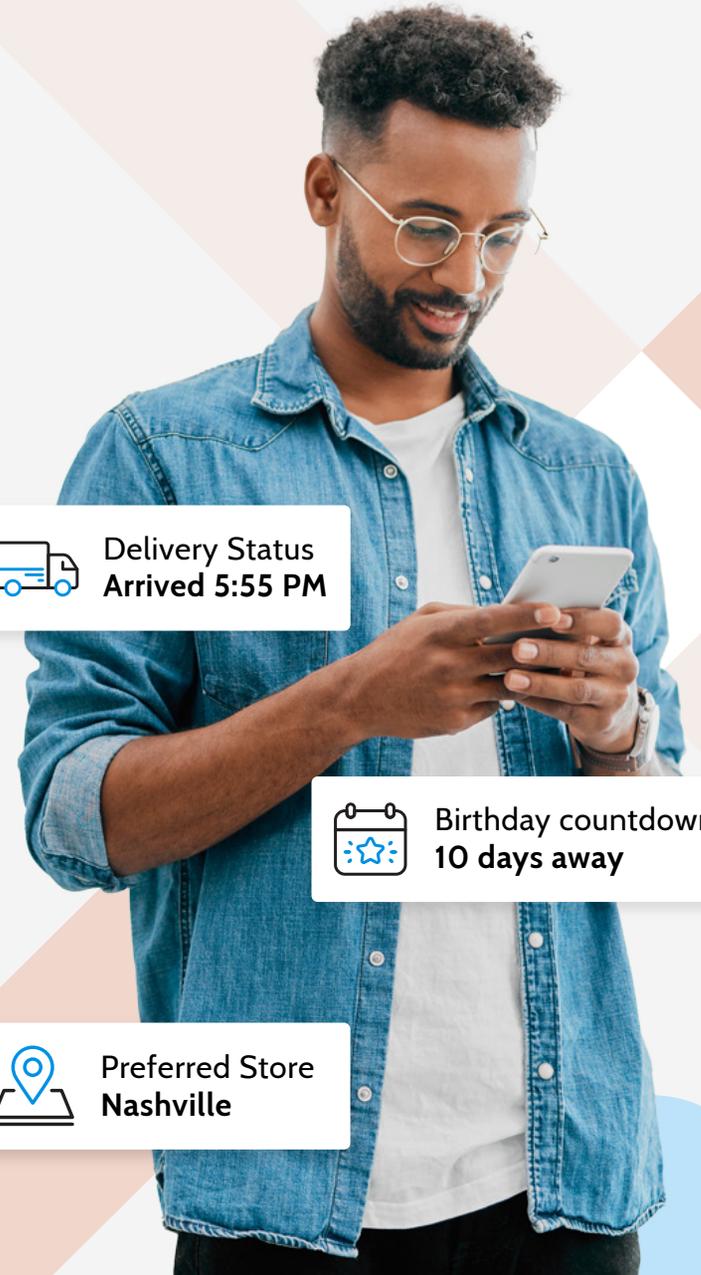
Delivery Status
Arrived 5:55 PM



Birthday countdown
10 days away



Preferred Store
Nashville

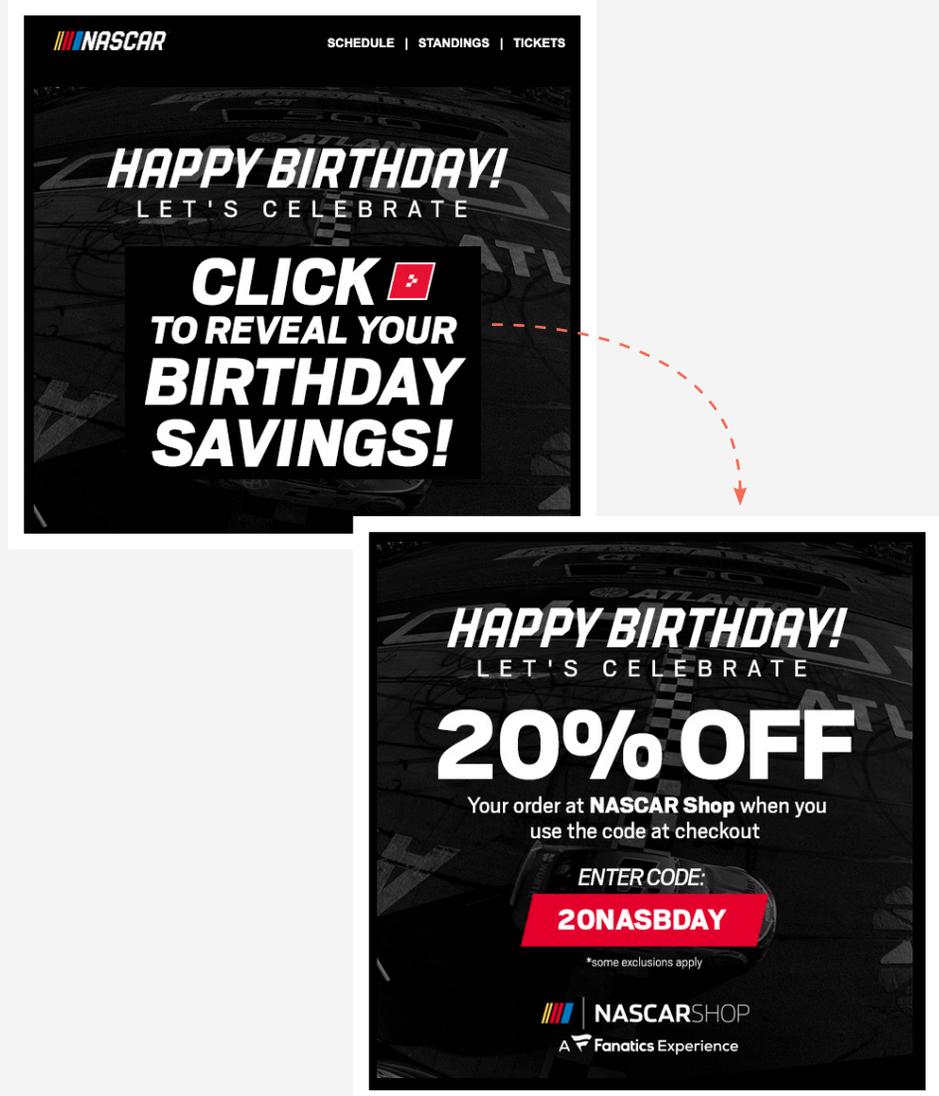


1.

Re-engage subscribers using live, interactive email elements

Soon, you may not be able to tell who opened your email. Take the opportunity now to tailor an interactive campaign to your disengaged audience. Create a promotional campaign with an irresistible mystery offer, for example, to incentivize participation, regain loyalty, and improve your brand's most important customer lifecycle metrics among this audience segment.

Rather than sending out generic promotions likely to be lost in the sea of your customers' inboxes, interactive, dynamic email elements empower you to deliver the unforgettable email experiences today's online shoppers demand.



While NASCAR is no stranger to personalized messaging, a fresh approach to subscriber birthday emails that featured interactive, click-to-reveal savings was needed to help the brand increase online engagement and make a bigger revenue impact. Compared to its passive promotions of the past, this digital gift unwrapping experience led to a 94% increase in conversions, a 308% increase in revenue, and a 406% increase in YOY site visits generated by these emails.

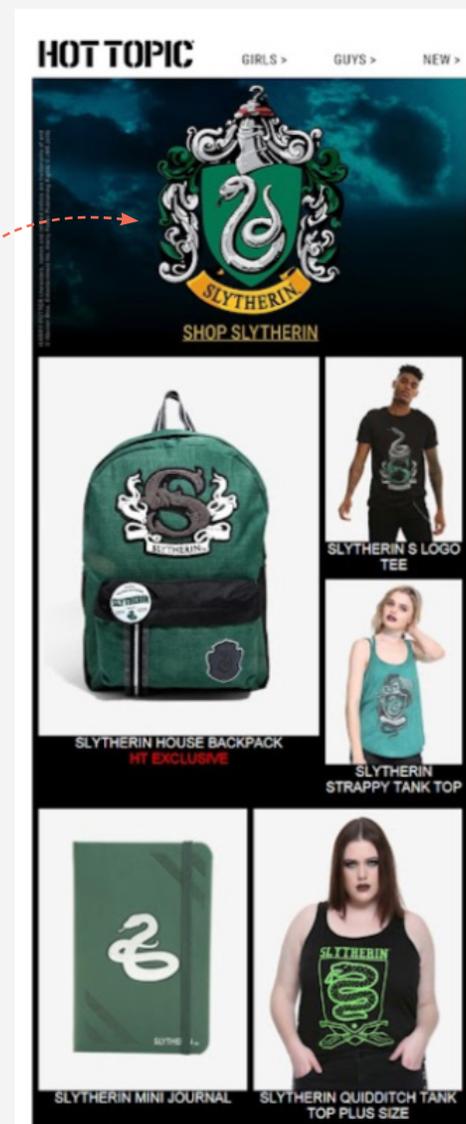
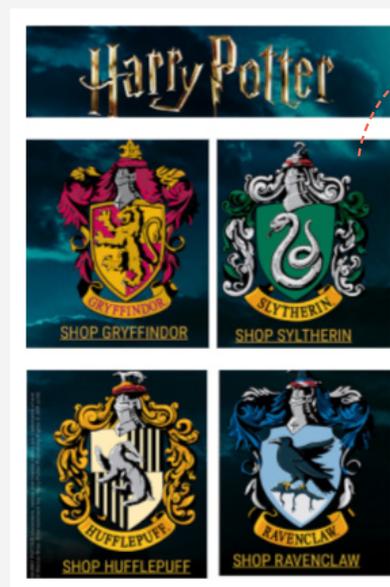
2.

Get to know new subscribers with an in-email survey

For anyone who just signed up to your email list, made their first purchase, or both, your brand is top-of-mind. Strike while the iron is hot and learn as much as you can about your new subscribers by embedding surveys directly into your welcome email campaigns.

Don't be afraid to ask questions right away. In most cases, people are more willing to share their personal data than you might think. Especially if your ask doesn't feel like an ask in the first place. And the sooner you start learning about your potential customers, the sooner you can effectively engage them.

By including interactive surveys in your welcome email series, you instantly create a two-way relationship with your customers that uncovers personal preferences, product favorites, and more—giving you the ability to adjust audience segmentation rules and build more successful nurture campaigns after the first interaction through first-party data.



Hot Topic incorporated a survey into its email series asking customers which Harry Potter House they affiliated with, allowing them to segment each send based on this customer preference and display merchandise images to match customers' favorite house's colors, logos, and crests. As a result, open rates jumped 260% and CTR increased by 300% over the course of the promotion.

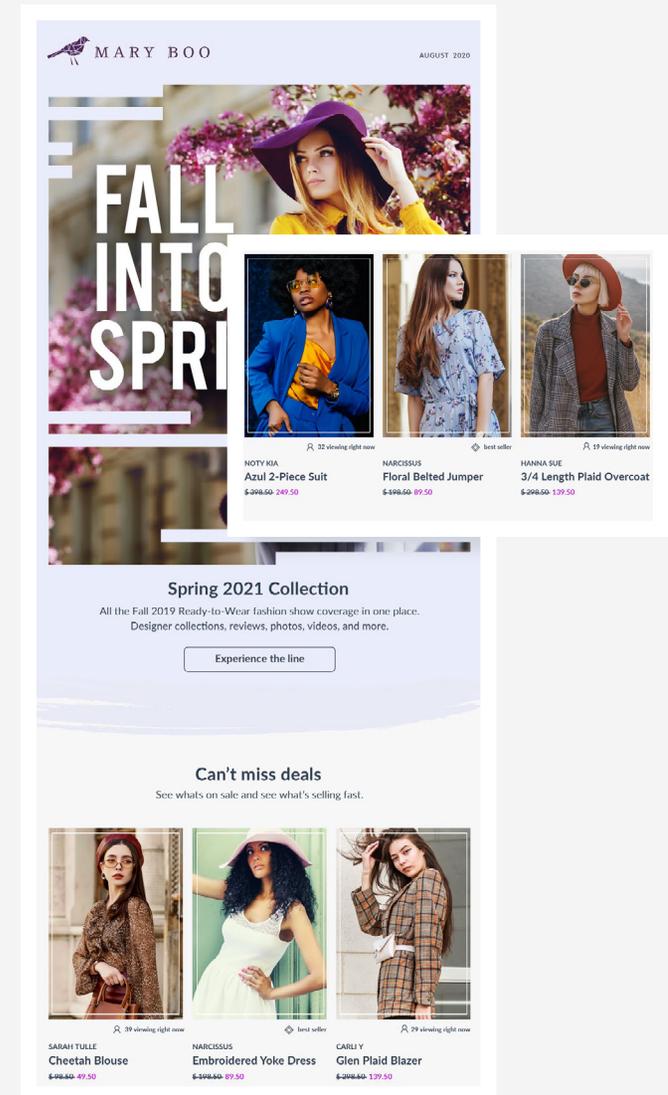
3.

Give new subscribers dynamic updates on your most popular items

Popular or trending product recommendations incorporated into your welcome series gives potential customers a simple, visually appealing summary of the items your loyal shoppers love most.

With the combination of advanced personalization and dynamic content, product recommendations automatically update at the time a customer engages with your offer—ensuring they only see products that are in-stock and trending on your site no matter when they open their email.

If you're not already using this tactic to add urgency to your email promotions, try incorporating a badge or graphic that lets customers know which popular items are at risk of selling out. This is an easy, visually appealing way to persuade buyers to take action before it's too late.



This industry leader includes customized product recommendations and browser counters of individual items inside its triggered emails to make shoppers aware of the season's hottest sellers. With Liveclicker, the brand's website content is dynamically populated into every subscriber's email, ensuring the brand's product recommendations are always engaging, consistent, and accurate across all marketing channels.

4.

Enhance your behavioral triggers with dynamic social proof

Product reviews and user-generated content can be a powerful marketing tool when used properly — [72% of today's retail customers](#) won't make a purchase until they've read through buyer-sourced product reviews.

But delivering these insights isn't as daunting as you might think. Pull dynamic, automatically updated product reviews into your browse abandonment and abandoned cart emails to give customers the social proof they need to complete their purchase. Not to mention instill a greater sense of community and togetherness across your cross-channel communications at the same time.



White House Black Market uses dynamic product reviews from satisfied customers to encourage undecided shoppers to complete their purchase, making its emails feel much less promotional and much more like personal conversations. Rather than retail marketing speak, this brand gives its subscribers current, user-generated product testimonials to make more informed purchase decisions.

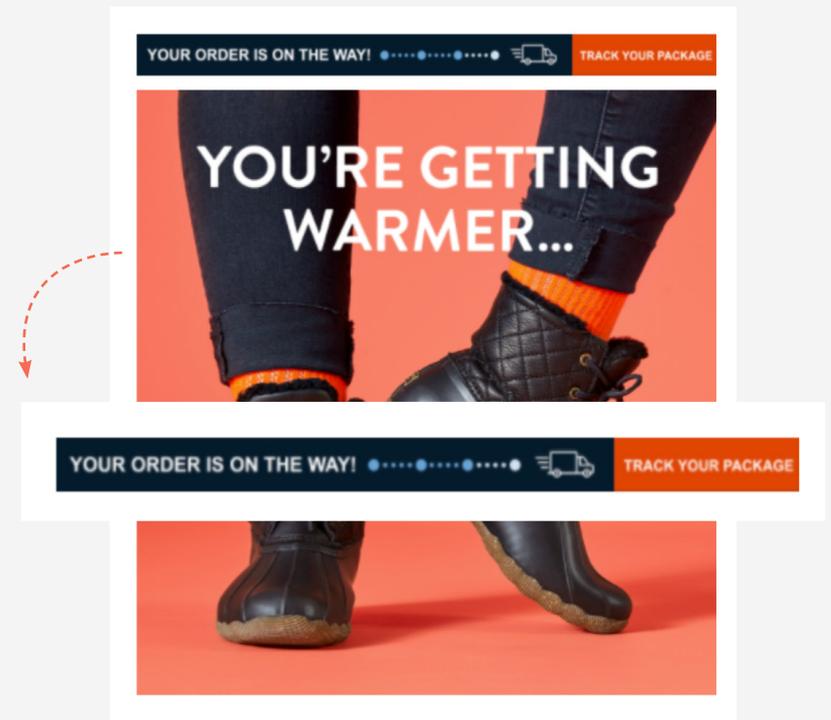
5.

Add order tracking to your emails

As the frequency of online shopping increases, so does the importance of scalable, effective order fulfillment communications. Whether your customers prefer buying online and picking up in-store, utilizing curbside pickup services, or shipping items directly to their homes, giving them accurate information about the status of their order is always key to a positive experience.

Including order tracking in your confirmation emails is essential, but that doesn't mean that's the only place they should appear. Up-to-date shipping info should be in every promotional email for someone waiting on a product to arrive.

Incorporate shipping banners and order status details into your emails in a collapsible content field that's hidden when all is going according to plan, but can be activated with appropriate messaging whenever something unexpected happens or a delay arises. The addition of a tracking component to all of your emails gives any customer waiting on a product the ability to receive updates right away—keeping you focused on core competencies instead of constantly answering questions about order fulfillment.



This clothing boutique sends buyers a confirmation email featuring tracking details updated at the moment of open. By including unique carrier tracking codes, location information, estimated delivery dates and times, and more with every send, the brand gives customers a single email experience they can keep coming back to for updates—reducing the number of calls its customer care team has to take.

The brand also includes tracking in all of its promotional emails. That way, if a customer has recently made an online purchase all of the emails they receive will have shipping information included to prevent them from sifting through past messages for status updates. If no order has been made, the shipping tracker simply disappears and is replaced by more relevant content.

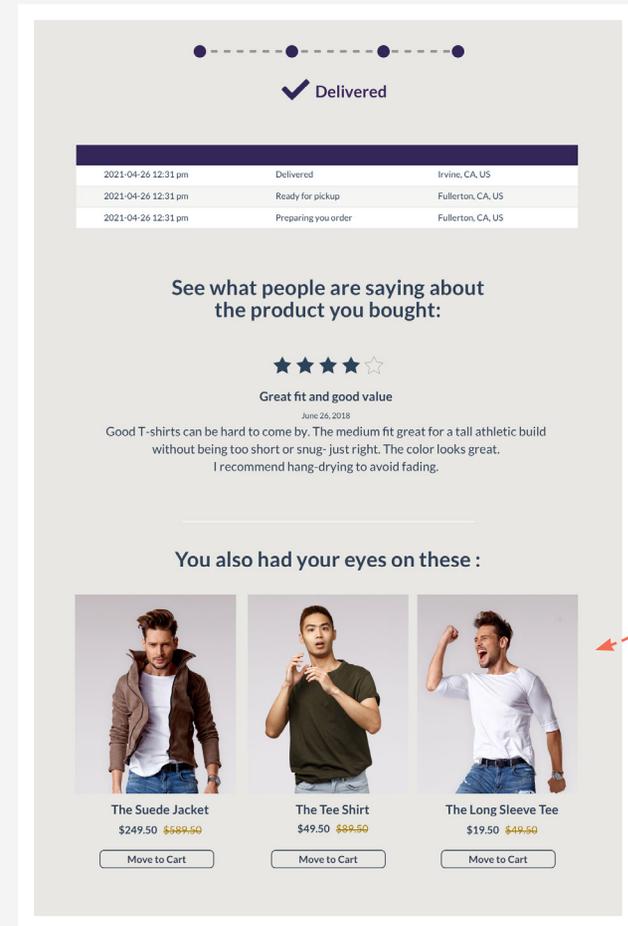
Bonus tactic: If you offer BOPIS transactions, give these modern buyers a chance to opt into your marketing emails directly from their order confirmation. That way, you can segment and track their activities to create hyper-personalized BOPIS messaging and nurture sequences for this audience going forward.

6.

Pull cross-sell content into your BOPIS pickup alerts

Online sales are important, but in terms of AOV, an in-store shopping experience leads to **25%-35% more revenue** than your average ecommerce transaction. The massive shift to digital we've experienced over the last year is forcing retailers to get creative, bridge the gap, and recover as much of this lost revenue as possible through email.

You're already sending out triggered BOPIS order updates, so use these messages to push relevant, related products at the same time. You know exactly where these buyers live and which store they prefer. Use this to your advantage by suggesting items and updating promotions in as physical inventory levels change.



Knowing how frequently its audience makes additional purchases while picking up online orders in-store, the brand places a priority on cross-sell product recommendations.

In fact, the company dedicates almost half of its valuable screen real estate to suggested items any time an order update is delivered—increasing this audience's CLTV and engagement rate through dynamic images and visual elements that automatically adjust to every customer's specific product preferences, location, buying behavior, and more.

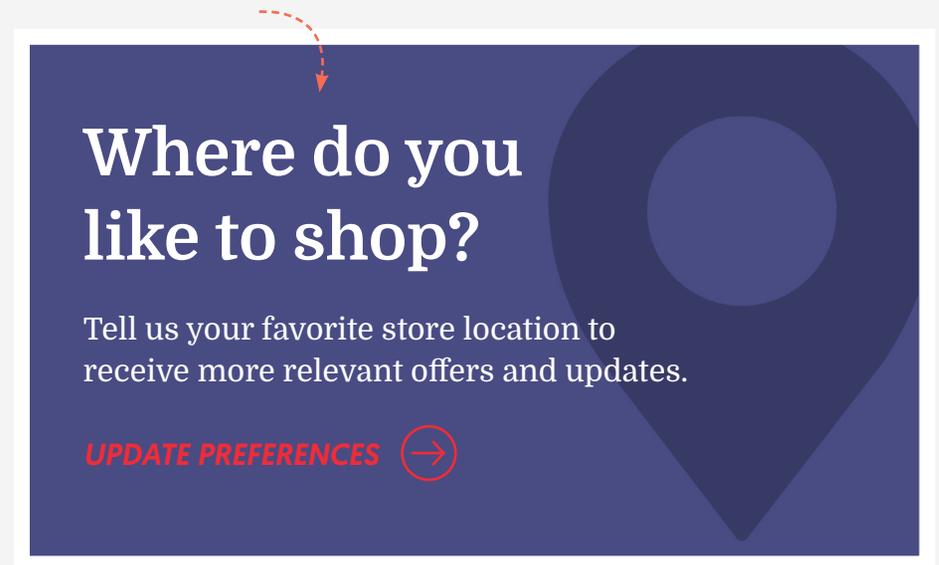
7.

Ensure timely, accurate store information

Right now, COVID-19 safety protocols and social distancing rules are evolving every day. Which means it's more important than ever to keep your shoppers in the know by providing timely, accurate store information via email. As we shift to new norms after the pandemic ends, up-to-date store information will be something customers continue to expect in your digital communications.

Add a module pointing customers to their favorite store into your emails. Include important home store information like operating hours, if the location is open or closed, or any safety protocols customers may need to know before they arrive.

Equipped with a dynamic personalization platform, you can even update these messages or swap them out entirely as conditions change. Include these modules in your triggered BOPIS or curbside pickup emails, complete with relevant instructions, to ensure accurate information is always available to anyone that needs it.



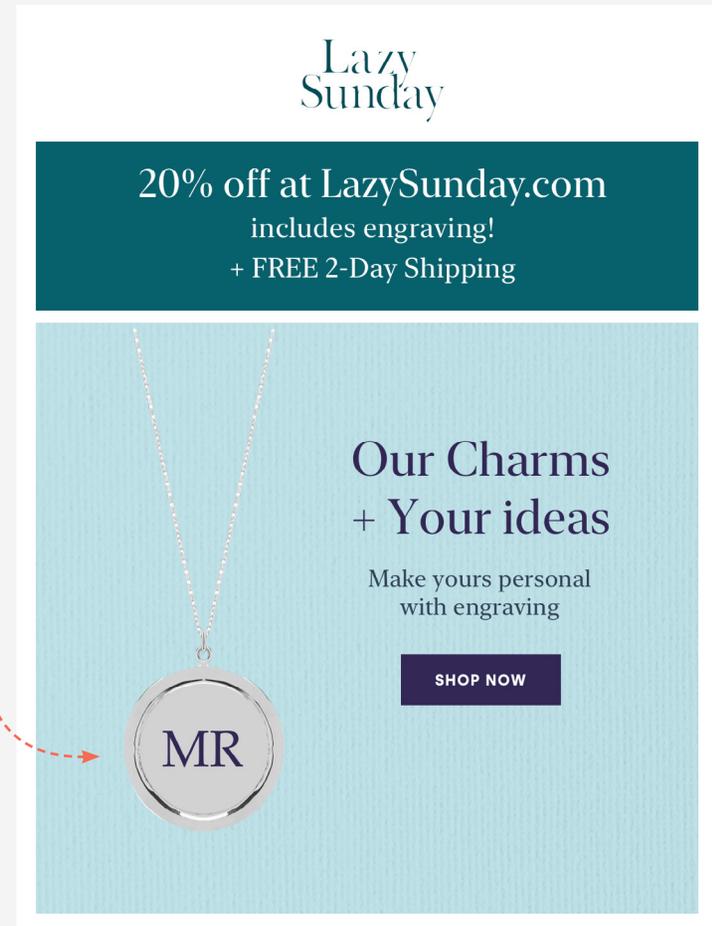
This retailer included a module in every email campaign that checked for customers' favorite location information in their CRM. If no location was found, a default CTA appeared instead, encouraging customers to update their preferences to receive more accurate promotions and location information. If they had the favorite store on file, the module collapsed and showed that store's information to make engagements as relevant as possible.

8.

Take personalization past your subject lines

Even the lightest touch of personalization can make your emails stand out and feel more engaging—especially if you’re using it to deliver additional value to your recipients outside of a purchase and/or in an unexpected way.

Try seamlessly incorporating data points about your customer into your email imagery—even something as simple as their first name! Dynamically populating this information allows you to think outside the box and personalize the customer experience without sacrificing brand guidelines.



After launching a specialty line of monogrammed jewelry, one retailer used personalized emails to deliver impressive ROI through this campaign. Every potential customer that received a promotion was met with a default image upon open that automatically populated their initials onto the jewelry included in the visual elements. Beyond ensuring every opener had an enjoyable brand interaction, however, this personal touch led to one of the organization’s most successful product launches ever.

9.

Always promote your most current offer

Expired promotions, out-of-stock notifications, and confusing experiences are quick ways to lose a loyal customer. And, considering how quickly offers change in retail, it can be tough to keep track of every interaction. By the time someone opens your email, your deal may have expired or the product you featured may have sold out. And if that's all someone sees, you can bet they're a lot less likely to open your next promotion.

So, make sure that you're reaching buyers with timely, engaging offers they can take advantage of right away by using dynamic content to automatically adjust or replace content even after you click send. Expired promotions can be automatically replaced with new deals or a different call to action, and out-of-stock products featured in emails can be swapped out for ones that are available to the opener.



Serve expired content automatically



Rather than bombard customer inboxes with promotion after promotion and run the risk of unused discounts and unhappy buyers, Chico's used dynamic personalization to deliver this promotional campaign.

Limited-time offers are dynamically populated and as promotions expire and new ones start all messaging, visual elements, and exclusive discounts/codes/etc. are automatically updated to reflect this change.

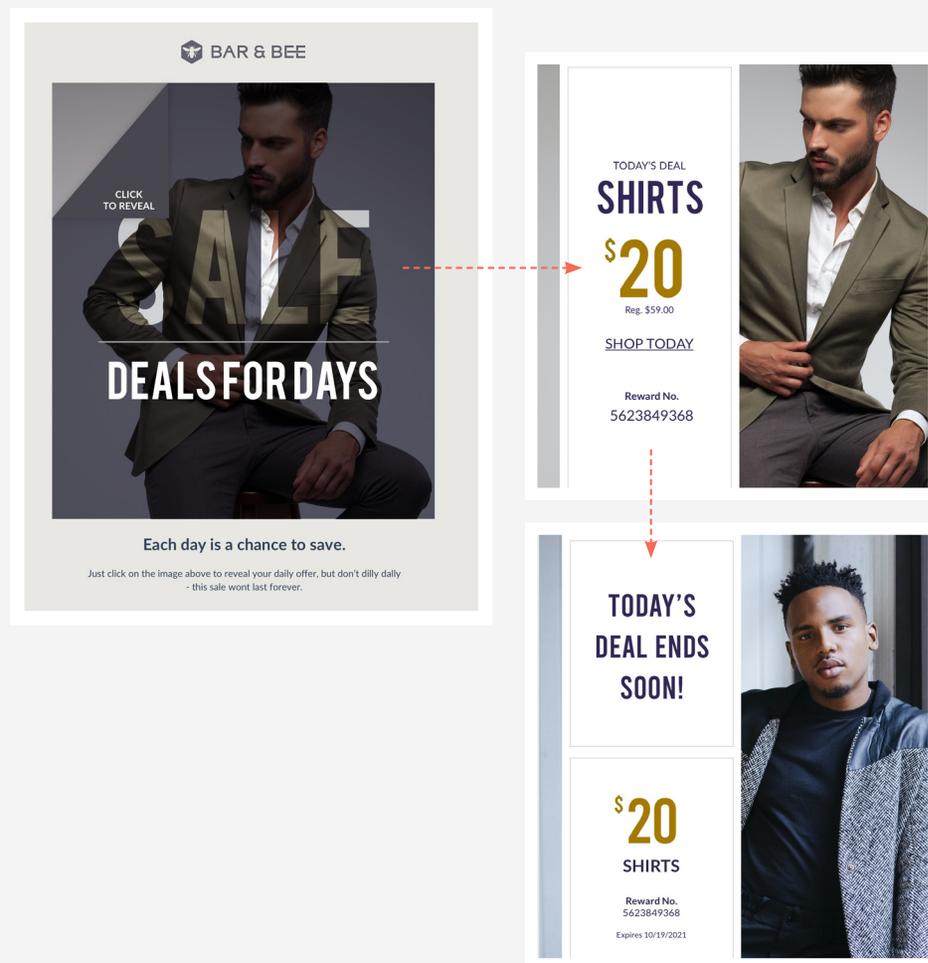
10.

Automatically generate unique coupon codes that follow your customers

Delivering unique coupon codes for every customer can be time and resource-intensive, but these personalized promotions are often incredibly effective. What if you could automatically generate unique coupon codes without relying on creative and data teams?

Try dynamically populating codes for each unique opener at the moment of engagement, then target any unused code owners over and over again with a ‘use it or lose it’-style follow-up message until the code is used or the promotion expires.

These automatically generated unique coupon codes are perfect for use in a welcome campaign or across other lifecycle triggers that feature multiple customer touch points. By following individuals around, you keep your latest deals top-of-mind—maximizing their level of engagement and likelihood to make a purchase.



This retailer generates unique discounts for each customer who receives its welcome offer, and then retargets shoppers who fail to use the code with reminders in subsequent onboarding emails.

In many cases, these personalized promotions are perfect for hiding unique coupon codes behind interactive, click-to-reveal experiences that customers can't miss. One retailer, for example, sends automatically generated coupon codes into a mystery deal email. But, whether the recipient clicks on this reveal or not, the codes follow them through every email interaction until it's used or expires. So no new subscriber or customer ever misses their first discount again!

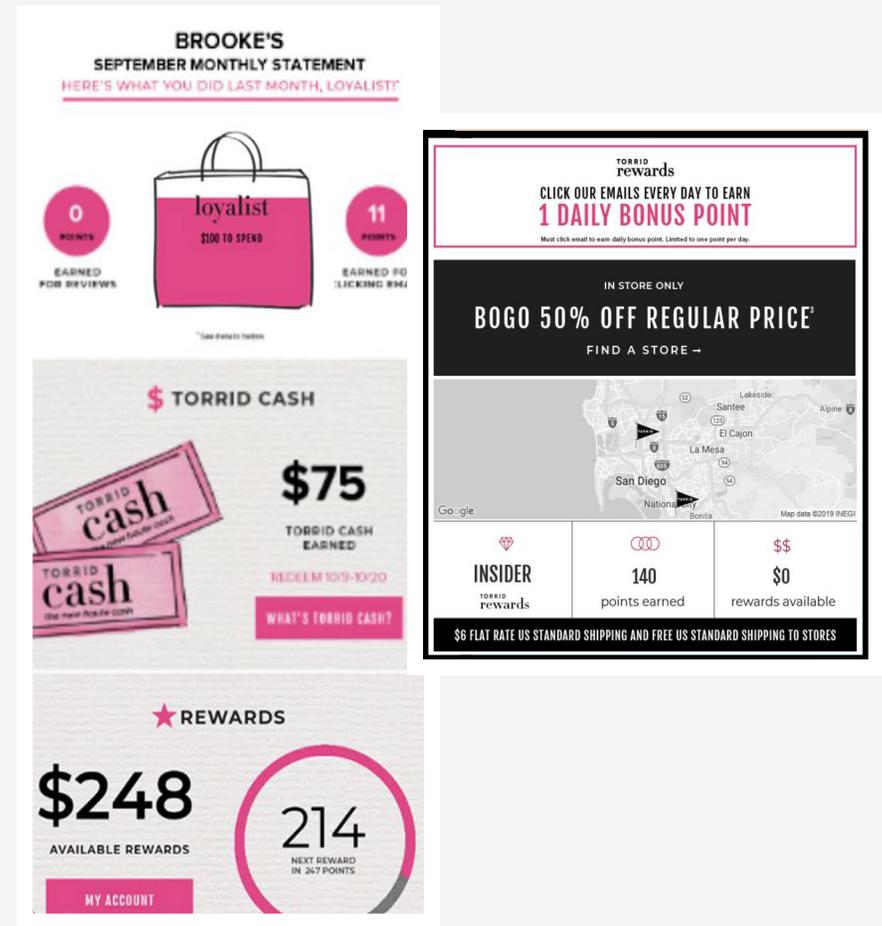
11.

Display loyalty status and membership perks dynamically

Your loyal shoppers are your most valuable customers—loyalty program members generate 12% to 18% more revenue per year than non-members. Keeping these customers excited and engaged can have a big impact on business goals.

Make sure reward status is available in every promotional email you send. Accurate data can be dynamically for any loyal member while this content collapses for everyone else. Reminding customers of how much they've saved, how far they have to go to the next reward, and more might be just what they need to order that next item.

Incorporating up-to-date information into your loyalty campaigns allows you to personalize your rewards emails even further. Points earned, rewards, shopping tiers, and more can be displayed at the moment any member opens your email—giving them an accurate, comprehensive view of their membership status and where they stand with your brand. Plus, branding and other creative can be automatically adjusted whenever a member reaches a new tier.



Torrid uses dynamic content to keep its loyalty emails fresh, relevant, and meaningful. Each tier in its loyalty program has unique colors and style, and by adding dynamic elements directly into the template to match each member's unique status, the brand has been able to ensure every member receives appropriate branding and custom artwork without a single manual update.

Email sends are based on customer activity, and their Torrid Cash total, rewards earned, and more renders dynamically. Customer feedback has been nothing but positive so far, and customers are engaging with the brand's emails more than before as a result. Today, that looks like an average open rate that hovers between 35% and 40%—as well as an 18% CTR.



About Liveclicker

Founded in 2008, Liveclicker, a CM Group brand, is a global provider of real-time email personalization solutions for B2C marketers. Since the release of its VideoEmail platform in 2009, marketers have used Liveclicker to captivate consumers and drive program performance. Today, top brands such as Chico's, Torrid, AT&T and Trusted Housesitters rely on the company's market-leading RealTime Email solution to deliver engaging, personalized messages simply and at scale.

For more information, visit www.liveclicker.com or email sales@liveclicker.com.