



# Personalising Your Campaigns



# What is Personalisation?

**Personalisation** is when marketers use subscriber data within their **email** to make the content feel tailor-made for the individual.

## Stats o'clock

The biggest challenges with personalisation are gaining insight quickly enough (40%), having enough data (39%), and inaccurate data (38%).

Personalised email messages **improve click throughs** on a call-to-action by an average of **14%**, and conversions by **10%** (Aberdeen Group).

39% of marketers never personalise their emails (My Emma).

Email list segmentation and personalized emailing were the most effective email strategies of 2017 (DMA).

A recent survey of one person revealed that 100% of me thinks that I should leave work early.



your  cards  
someecards.com

# How can you use personalisation?

- Merge Fields
- Salutations
- Dynamic Content
- Personalised Images
- Dynamic Sending information
- Dynamic Emails



# What is a Merge Field?

A merge field is displaying data that is held against a field on the contact record.

## **Advantage:**

Make the recipient believe this email was created only for them.



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Marketing  
Automation  
With Teeth

## Make sure you're one step ahead in June

Hi James, in May we know you will be celebrating your first year at CommuniGator and not worrying about finding a marketing automation software. We thought we would make you aware that your contract is set to renew on 01/05/19

I would like to discuss my contract with Charley Coleman

# What is a **Salutation**?

One size  
doesn't fit all.



SALUTATION ENABLES YOU TO  
INSERT A DEFAULT VALUE IF THE  
DATA AGAINST THE CONTACT  
FIELD IS BLANK



IF PEOPLE ARE POOR AT INSERTING  
DATA INTO YOUR DATABASE, LEAVING  
THE FIELDS BLANK, THEN SALUTATION  
CAN BE USED



# Salutation



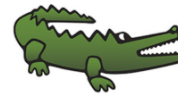
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## Make sure you're one step ahead in June

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## Make sure you're one step ahead

Hi Valued Customer, in three months we know you will be celebrating your first year at CommuniGator and not worrying about finding a marketing automation software. We thought we would make you aware that your contract is set to renew in three months time.

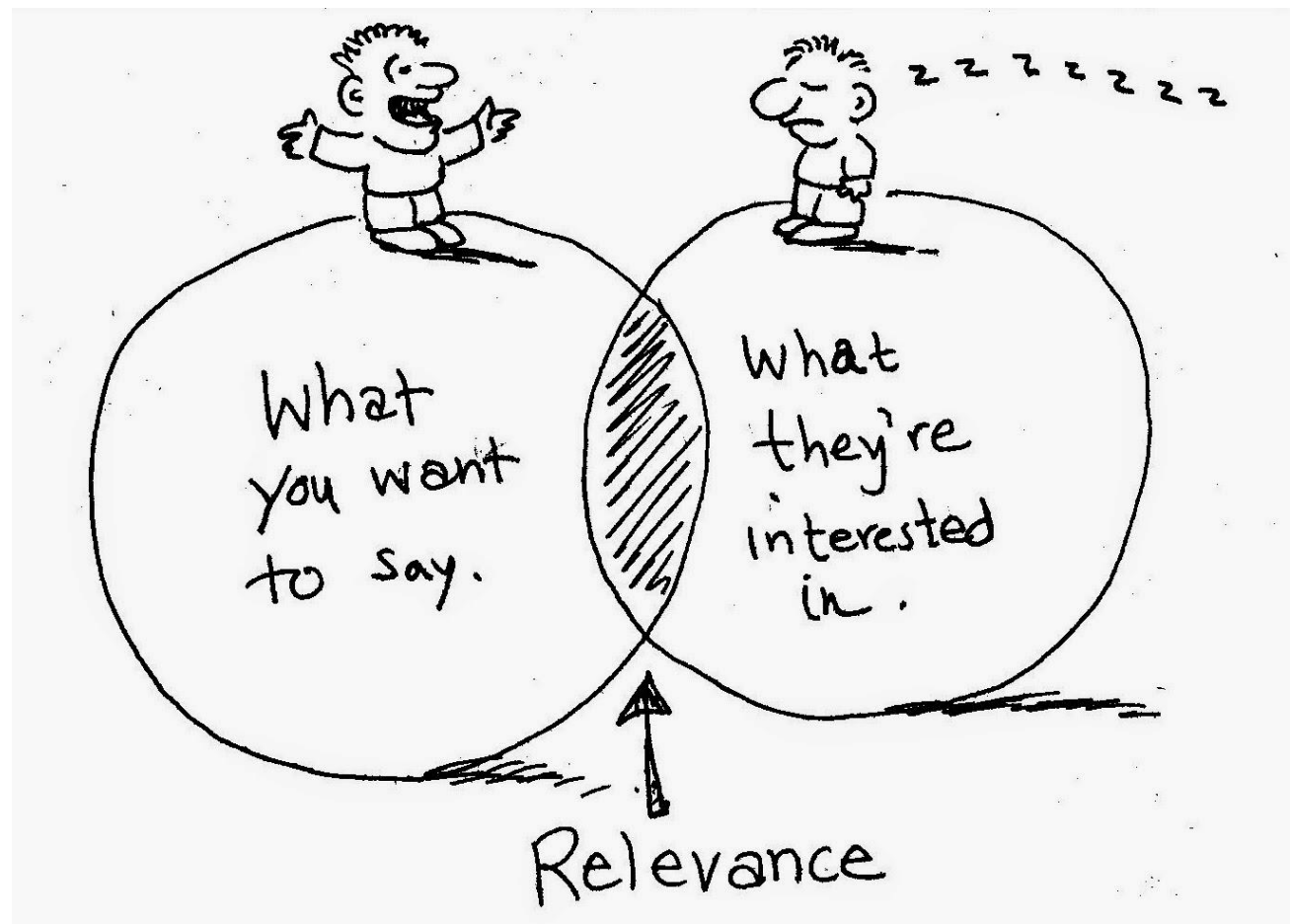
I would like to discuss my contract with Charley Coleman

# What is Dynamic Content?

Dynamic Content enables you to change an area or image based on data held against that field.

## Advantage:

More relevant to the recipient that's receiving the email.





# Dynamic Content?

## Dynamic Content

To display this block dynamically, please define some contact rules below.

≡ Any ▼ of the following rules

Field	Operator	Value	
≡ PositionInCompany	▼ EqualTo	▼ Manager	✘
Field	Operator	Value	
≡ PositionInCompany	▼ EqualTo	▼ Director	✘

## 2018 AWARDS PREVIEW – MOST EFFECTIVE EMAIL CAMPAIGN

Ahead of our 2018 Effective Mobile Marketing Awards, we'll be previewing the nominees in each category, giving you a glimpse at the high quality of entries we've seen this year.

[Nominations are...](#)



## How to Build an Effective B2B Lead Generation Engine

A critical step in B2B lead generation is to identify the steps in your buyer's journey and strategically create targeted lead gen campaigns at each stage of the journey.

[Find out more](#)



# Content Personalisation

**BE SPECIFIC**

- **Segment-specific** – personalised by industry vertical or segment criteria
- **Persona-specific** – personalised for specific buyer types
- **Stage-specific** – personalised for a stage of the buying process
- **Account-specific** – personalised for a specific prospect organization
- **Lead-specific** – personalised for an individual lead



# What is A Personalise d Image?

A Personalised image allows you to adjust a static image by pulling through content against a field.

**Advantage:**  
Makes the image unique to the recipient.



# What is a Personalised Image?

**Hello**  
my name is

**You Haven't Provided Us With Your First  
Name, Please Complete The Form On The  
Link Below**

**Hello**  
my name is

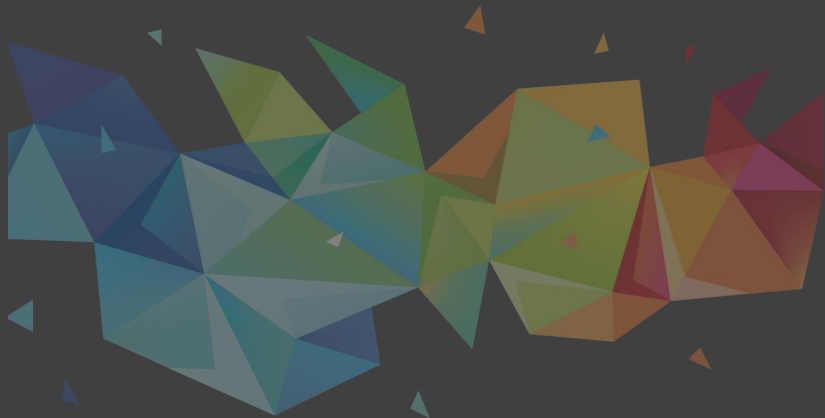
**Kia**

# What is a Dynamic Sending Information?

Dynamic sending information allows you to change who the email is being sent from.

## Advantage:

Prevents you from creating campaigns for each account owner

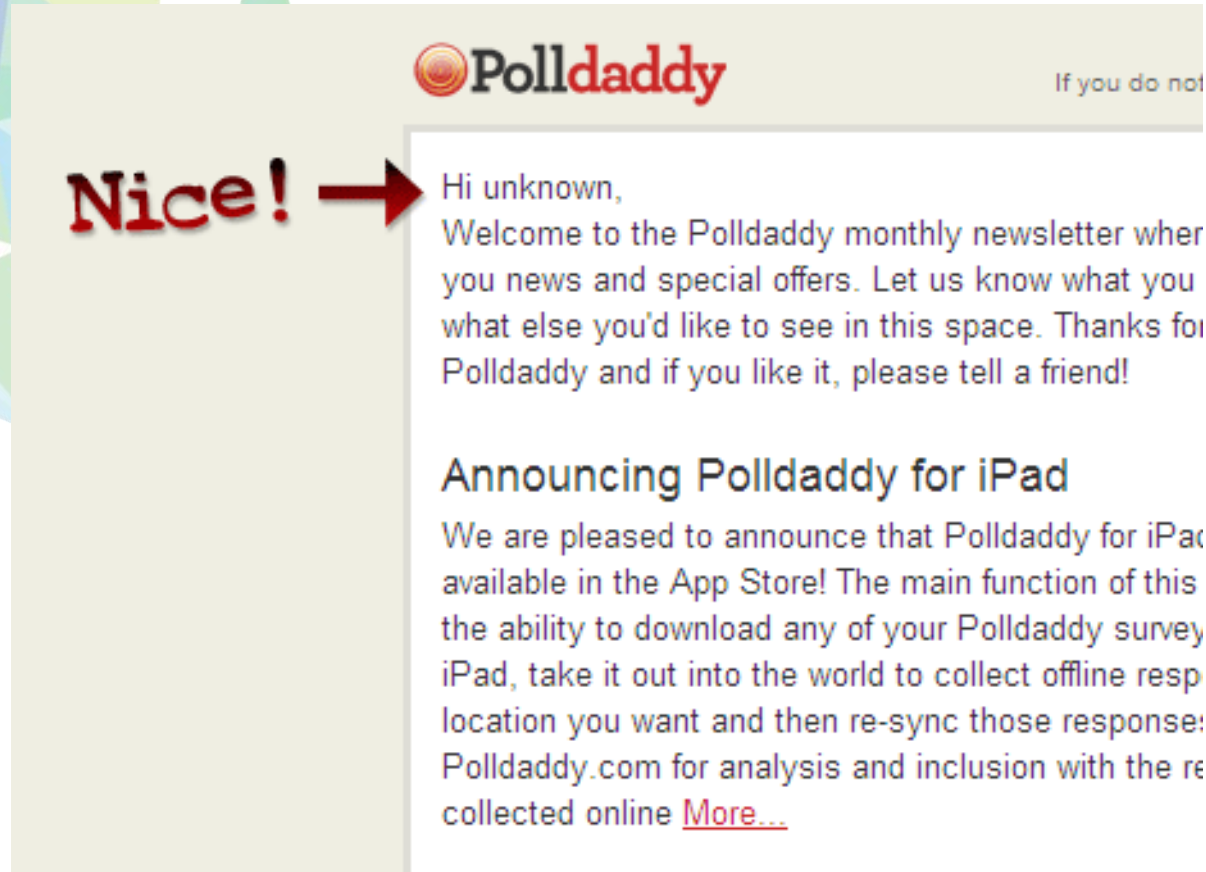


Sender Alias Dynamic:	Gator_InboundOutbound_Owner_Name	▼
Sender E-Mail Address Dynamic (FROM):	Gator_InboundOutbound_Owner_Email	▼
Reply E-Mail Address Dynamic (REPLY-TO):	Gator_InboundOutbound_Owner_Email	▼

James Wiltshire <james.wiltshire@guru.gatormail.co.uk>



# Personalisation gone wrong







noreply@ties4you.com

2

to me

# TIES you LIKE 3

Dear @FIRSTNAME@ @LASTNAME@@ 4

Our ties go on sale for 25% Today. Here at ties4you we are having spring time sale. ties4you are giving you the discount because you are a valued customer. 5

Want something else? We have more:

- Socks 6
- Shirts
- Suits

[more images](#)



8



7

Hope to hear from you soon,

Regards

9



**Hi Danna,**

You're getting married! And because we love wedding planning — especially all the lovely stationery — we invite you to browse our best boards curated by graphic designers, photographers and fellow brides-to-be. All Pinner's with a keen eye and



**Danna Sadetsky**

@dsadetsky



No, @Pinterest. I am not getting married. But thanks for the friendly reminder that I'm #StillSingle.

8:14 AM - Sep 4, 2014



## How to overcome a mistake



Hi Steve,

Hooray! We managed to get the personalisation right the second time round!

On a serious note, we unfortunately had a technical glitch on Wednesday meaning that instead of making you feel special by including your first name, we branded you all 'Example Forename'. We can assure you that this is not a key trend for 2017 and would like to apologise for this mistake.

We also want to say sorry to [Digital Doughnut](#). We all know that email marketing is a key channel for brand awareness and we don't want our mistake to reflect badly on them.

So if you haven't already, please [download Digital Doughnut's Digital Trends 2017 report](#) or for more information, please see the original email below.

Thanks,

Team TFM

You are receiving this email as a previous attendee or prospect to TFM.

# Three steps to be successful

- Check the data
- Is it relevant
- Test the emails for each type of outcome





## Successful use of personalisation

Hey Carl,

I've been following your blog **for the past 3 years**, so many great insights!

Your recent post about **insert the topic which they wrote about** really resonated with me. I followed it step by step and I found it dramatically **reduced my day to day stress levels**.

You can read my post about it here: **insert URL of your own post**

If you're so inclined, I'd love for you to share it with your audience.

Thanks for sharing your can't-find-anywhere-else tips with the community.

Thanks,

1

2

3

4



## Successful use of personalisation

Hi,

It looks like you're ready to get started with our product.

As the first step in video hosting, we recommend seeing in action. Request for a free demo, invite your colleagues at your company, and our experts will walk you through how our product can transform your videos.

[Request Demo](#)

Regards,  
ABC Company

Hi **Jane**,

It looks like you're ready to get started with **ABCtube**.

As the first step in video hosting, we recommend seeing in action. Request for a free demo, invite your colleagues at **Facebook**, and our experts will walk you through how **ABCtube** can transform your videos.

[Request Demo](#)

Regards,  
**Craig**  
**Marketing Manager**  
ABC Company



## Successful use of personalisation

We haven't seen Lisa Lolly from Acme Corp in a while...

 **emission media** <info@emissionmedia.com>

**emission media**

USER ACTIVITY ALERT 

Hi Customer Engagement Team,

We're sending out this user activity alert to inform you that it's been 3 weeks since we've encountered activity from Lisa Lolly from Acme Solutions.

An email has been sent to Lisa. Please follow up with Lisa within 1-2 business days.

Best Regards,

**emission media**  
customer retention team

## The best ways to use personalisation

1. Using the account owners information for the sending details
2. Sending relevant content in your newsletters
3. Renewal campaigns
4. Signing your emails off from the account owner
5. Sending content based on previous behaviour



## How do you get the data right?

- Get your sales/account management team to capture the required data
- Use of web forms
- Website behaviour
- Previous email behaviour
- Preference centres





# Summary

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Ensure you have the data in place.

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Always look at the desired outcome.

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If you do believe it's going to increase engagement find methods of getting hold of the data.

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We are now in a world where we need to stand out with more and more emails being received on a day to day basis. Using personalisation enables you to stand out from the crowd by sending relevant content to your audiences. We are in the switch of sending out a newsletter to your entire database to using dynamic content to send relevant content part of your newsletter.





Q<sub>10</sub>

U<sub>1</sub>

E<sub>1</sub>

S<sub>1</sub>

T<sub>1</sub>

I<sub>1</sub>

O<sub>1</sub>

N<sub>1</sub>

S<sub>1</sub>

S<sub>1</sub>

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E<sub>1</sub>

L<sub>1</sub>

G<sub>2</sub>

C<sub>3</sub>

R<sub>1</sub>

H<sub>4</sub>

L<sub>1</sub>





*That's all Folks!*