

White Paper //

The power of automatic data filtering and recurring email campaigns

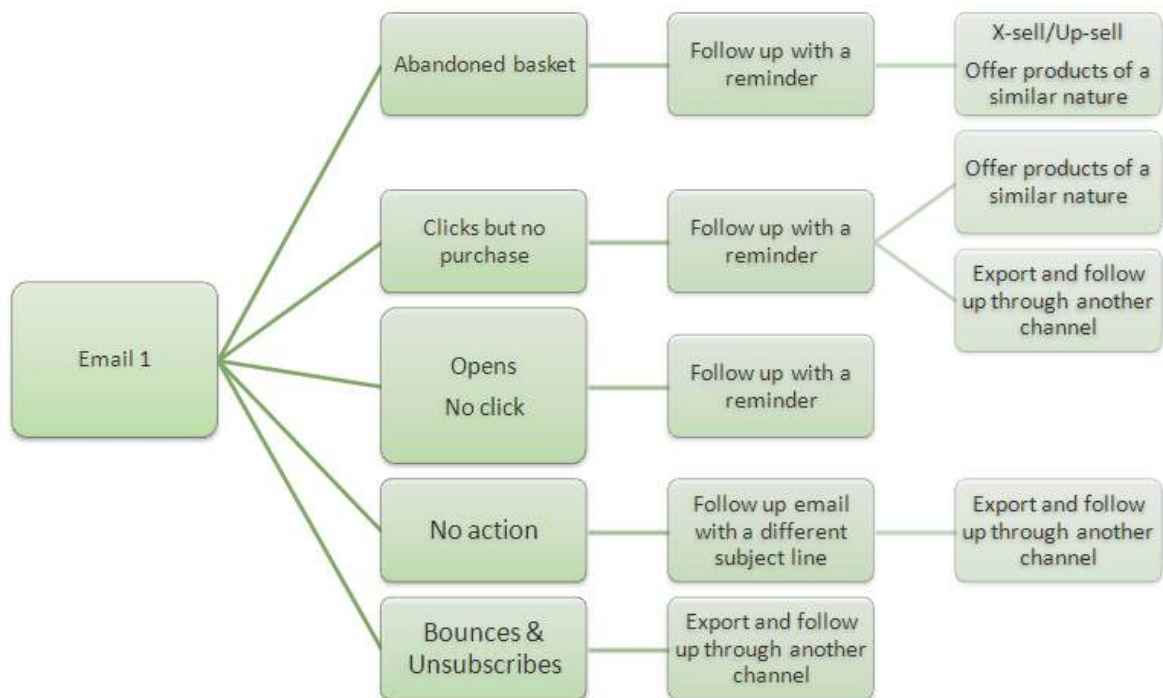
Introduction

To achieve the highest return on investment (ROI) from any email marketing activity, you need to use your most important asset, **your database**. The final results are important; however, your email strategy (follow up) will enable you to uplift response by tailoring relevant communications to the recipients based on demographics and behaviour.

Email Lifecycle

Recurring campaigns will automate an email response based on behaviour, and known demographics within the data. After setting up your initial email, use our filter tool to decide the event (action performed) to schedule a recurring campaign.

See below a flow chart of an email lifecycle focusing on how a recipient can respond to an email.



This simple email programme highlights the potential follow-up opportunities.

MessageFocus Feature: Tracking Email Return On Investment

A strong offer, delivered to the right people at the right time *should* optimise ROI.

Can you tell the ROI of your campaign without time-consuming analysis?

Ask our team about MessageFocus Conversion Tracking.

Email Interaction

Those who are opening and clicking, but not converting are showing interest but need an extra push to convert.

Follow-up emails can be content driven based on their activity (i.e. clicks a particular link or doesn't open). For example, filter your list to show anyone who abandons a basket. Then select the email you want to send them and finally choose when you want this to recur. This could be scheduled to be sent at a specific time, date, and/or frequency to anyone who has abandoned a basket.

A few more example filters and recurring campaigns:

- **Subscription Renewal** – Send a series of reminders based on a lapsed date.
- **Abandoned Basket** – Using ROI tracking, those who have left items in an online basket or have not completed a sign-up or registration can receive a reminder email to complete the process.
- **Non-Opens** – Resend the campaign to non-openers (maybe those flagged as out of office).
- **Campaign Series** - Define several campaigns to schedule a chain of emails based on events. For example:
 - A campaign with a one-off scheduled follow-up to those who performed a specific action (e.g. a click or read). This could be several campaigns chained together pushing the recipient to the desired action.
 - A recurring campaign sent to anyone who triggers a conversion.

**MessageFocus Feature: Filters and Recurring Campaign**

MessageFocus allows you to set-up and manage a full recurring campaign schedule.

Ask our team about MessageFocus Filters and Recurring Campaigns.

Multi-Channel Approach

Before planning your recurring email campaign, consider whether this is the best communication method for all your data. Consistent non-openers may respond to direct mail or tele-marketing.

ROI Increase Example

Using filters and recurring campaign technology to increase your clickthrough rate by only 1% will show a considerable increase in ROI (sales in this example).

Base Metrics	1% Improvement to Click Through Rate
100,000 emails in the campaign	100,000 emails in the campaign
95% delivery rate = 95,000 delivered	95% delivery rate = 95,000 delivered
5% click through rate = 4,750 clicks	6% click through rate = 5,700 clicks
0.15% conversion rate = 713 sales	0.15% conversion rate = 855 sales

About Adestra

Adestra's purpose is to make our clients successful by providing them with the best combination of email technology and marketing expertise. By working with us, your emails are most likely to be delivered, read and positively actioned by your target customers. Adestra works with companies such as **Tiscali**, **Dennis Publishing**, **Help the Aged** and **BBC Shop**.

For case studies and whitepapers on how we've helped our clients achieve their email marketing goals, please visit www.adestra.com or call **01865 242425**