



7 Tips to Personalize Your Email Campaigns

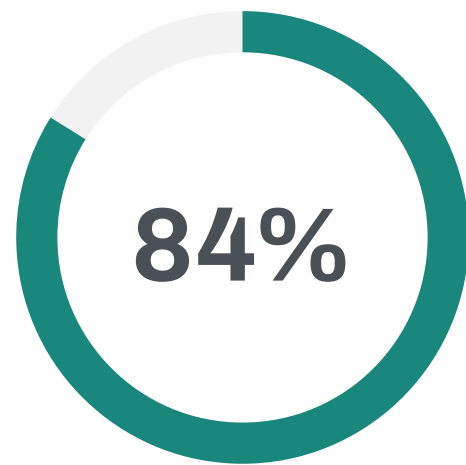
A QUICK GUIDE TO STANDING OUT IN INBOXES





Birthdays can be polarizing.

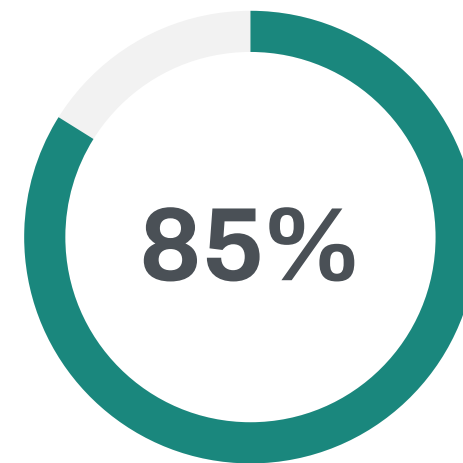
For some, it's a week-long celebration. For others, they just want a small celebration. Regardless of how you feel, **84% of consumers think personalized birthday offers are “cool.”**



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Why? Because it's human nature to get excited about your favorite brand acknowledging a milestone.

To add to this, a whopping **85% of consumers say their favorite brand treats them like an individual.**



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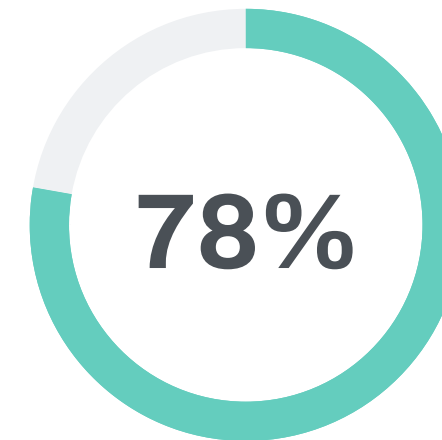
So how can your brand become one of consumers' favorites? Here are our **7 quick tips to personalize your emails.**

1 Begin by starting small

No consumer wants to be creeped out by a brand knowing too much about them off the jump. So, start small when you begin to weave personalization into your campaigns. If you aren't already, you need to start collecting consumer preferences – what they like, what they don't like, where they spend their money, products they're thinking about, travel plans they're considering – the list goes on and on.

This information can be through surveys, polls, quizzes, product pickers and so on. From there, you can leverage customer data to begin sending more personalized emails featuring the products, services and other content you know your subscribers have expressed interest in.

2 Build smart segments



*of consumers cite **they are likely to engage with a personalized offer tailored to their interests.***

Our data tells us, **78% of consumers cite they are likely to engage with a personalized offer tailored to their interests.** Segmenting your email list can be a huge help in delivering that more personalized offer to your consumers.

There are endless ways to segment your email list. You can segment based on demographics like location, role in organization or age. Or you can segment based on behavioral events like the subscriber's previous shopping history, what products they've browsed and items they may be considering. Rather than casting and blasting a one-size-fits-all email, you can split up your segments and the messages your subscribers receive to hone in on offers they really, really want.

3 Collect Preference Data

Personalization only works if you have the data to support the efforts. With Google phasing out third-party cookies by the end of 2024, we recommend collecting your own zero-party data through a variety of tactics. Want to know what your customers are interested in – ask them!

“ **THE STORY OF CRUMBLING COOKIES** finally meets its climax in 2024, with Google’s third-party cookie phaseout slated for completion by the end of the year. Notably, Google Chrome is the most popular browser used among U.S. consumers.

You can leverage your email marketing solution to conduct quizzes, surveys, contests, and any other method of collecting consumer preferences. From there, you can leverage that information to build a more robust customer profile. After data collection, you’ll then be able to send your recipients messages tailored to their expressed interests and develop new segments.

The result? We have a hunch you’ll see increased opens, clicks, conversions and revenue or sign-ups from your email marketing efforts.



4 Dynamic content

Here's where personalization can really shine. Dynamic content helps brands deliver personalization at scale. Adding dynamic content blocks into your email design allows you to pull in all of the preference data you collected and insert it into content blocks. When the recipient opens the email, what they see will look different than what others see.

Here's an example. Let's say you're an online retailer and you want to send a campaign out with your latest clothing. You can send the same campaign to two different groups of people using completely different content. For instance, someone based in Florida where it's warm and sunny will see the latest resort wear, while someone who is based in Colorado, will see cold-weather gear more suitable for their climate.

5 Live Images

Remember how we mentioned starting small? Once you start getting the hang of personalization, you can take it one step further by adding live images that change based on the individual opening the email. With Marigold LiveContent (soon to be available on Campaign Monitor and Emma in 2024) you can create dynamic images that change based on subscriber preferences and segments.

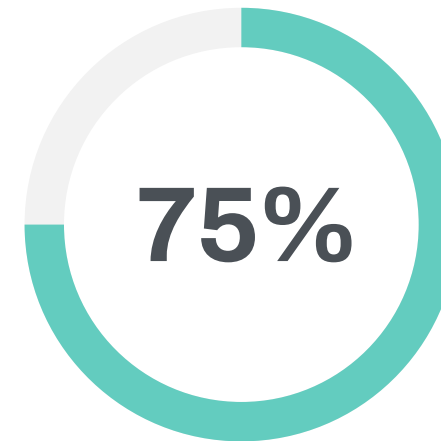
Now, you might be thinking, *"If I personalize the copy in my email, isn't that good enough?"* Although it's a great start, images have a stronger impact on capturing your reader's attention.

To continue with our example above, try sending an email with a dynamic image based on your recipient's location. For your recipients in warmer climates, like Florida, insert images of palm trees, beaches and resort wear. Meanwhile, for your recipients in colder climates, like Colorado, insert images of gnarly ski mountains and the clothing they need to conquer them.

6

Enable Customer Journeys for Major Milestones

Remember how we mentioned 84% of consumers think getting a personalized birthday offer is “cool”? Well, **75% of consumers also say they’re likely to engage with exclusive VIP offers and their favorite brand makes them feel special, like a VIP.**



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So, how can you accomplish recognizing all of your customers on an individual, personal level at scale? Customer journeys are your answer.

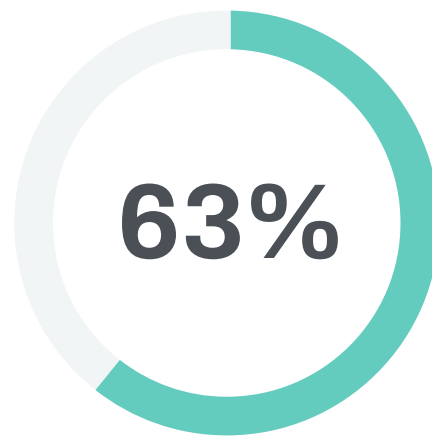
By building automated customer journeys, you can send email campaigns to your subscribers recognizing milestones, VIP offers, forgotten shopping carts, personalized product recommendations based on past purchases – you name it. When you go out of your way to acknowledge customers on a personal level, they’ll start to think to themselves: *this brand really gets me.*



7

Reward them for their loyalty

Just like you need to acknowledge consumers' everyday interactions with your brand, you also need to acknowledge their continued loyalty. This loyalty is immensely valuable – our research shows **63% of consumers will pay more to shop with the brands they're loyal to.**



of consumers will pay more to shop with the brands they're loyal to.

For your most loyal customers, you can acknowledge their continued loyalty through rewards like loyalty points, exclusive content and communities, and VIP offers. For simpler day-to-day acknowledgements, you can also leverage non-transactional thank you emails and regular updates explaining how your brand is prioritizing hot-button issues like data privacy protections.



Wrap Up

There are so many opportunities to transform basic emails into personally curated messages. Start small, and progressively build up to more advanced personalization as you acquire more customer insights.

Need some additional support? Marigold has both the technology and services you need to make your marketing vision a reality.

Let's talk!

Note: The data supplementing this report comes from Marigold's *2024 Global Consumer Trends Index* – our annual research project that dives into the specific factors influencing consumer behavior.

You can check out our Global version [here](#). If you're focused solely on United States consumer data, you can find that [here](#).



Where *relationships* take root.

Marigold's approach to Relationship Marketing stands alone in a world of one-size-fits-all marketing technology companies. Our solutions are designed for your specific size, industry, and maturity, giving you the technology and expertise you need to grow the relationships that grow your business, from customer acquisition to engagement to loyalty. And, with a team of strategists that provide insights into what's working, what's not, and what's changing in your industry, you're able to maximize ROI every step of the way.

Great marketing isn't just about conversion, but true connection. Learn why 40,000 businesses around the world trust Marigold to be the firm foundation they need to help relationships take root.

Find out more at [MeetMarigold.com](https://www.meetmarigold.com)

