

Email List Segmentation

Increase relevance and improve response from your mailings



AT A GLANCE

Our email segmentation tool allows you to divide your subscriber list for better targeting. Beyond simply creating lists of people, Net Atlantic's solution will enable you to group and target subscribers based on purchase behaviors, email behaviors, and demographic information.

BENEFITS

Enhanced Customer Loyalty

Deepen customer relationships by communicating with customers based on their behavior, preferences or interests through targeted communications and offers.

Greater Email Relevance

Tailor your messages by embedding dynamically created content to ensure that every message is relevant and tailored to recipients in each segment.

Better Targeting

Target the most profitable customer segments with special product offerings, personalized service, sales incentives and merchandising designed with their lifestyle preferences in mind.

Higher Open Rates

Personalize content using compiled data to ensure that each subscriber receives a unique and personalized message that is aligned with their interests and needs.

Increased ROI

Maximize your ROI by segmenting out your profitable and less profitable customers, those who are engaged and those who are not, etc.

Increase Relevance & Improve Response

- Drive response by leveraging basic segmentation criteria or complete marketing history (i.e., emails opened, whitepapers downloaded, web pages viewed and more)
- Send timely information by automatically adding contacts to a campaign when they match the campaign criteria
- Accelerate sales by providing relevant information when it will have the most impact on the purchase decision
- Track results of campaigns targeting different data segments in order to maximize campaign ROI

Achieve Better Results

Email list segmentation will only bring benefits because relevant and targeted email campaigns will always perform better than untargeted campaigns. According to the Lyris Annual Email Optimizer Report, when asked to indicate their top three results:

- 39% of marketers who segmented their email lists experienced higher open rates
- 28% experienced lower unsubscribe rates
- 24% experienced better deliverability and greater revenue

SOURCE: Lyris, Inc.

The Net Atlantic Advantage

Improved email campaign response translates directly into increased productivity, return on your marketing efforts and investment, and higher profitability.

Segmenting your list helps get your email to the people who want it the most, helps inbox delivery, increases user engagement and grows your ROI.

To learn more about segmentation using Net Atlantic's Email Marketing tool, visit www.netatlantic.com/demos/.

To get started, write to sales@netatlantic.com or call an Account Executive at (877) 263-8285.