

Advanced Email Conference 2024

Customer Data & Targeting

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**Before we start,
a quick
introduction.**



Objectives

Objectives

On your agenda

Refresh & revitalise your data insights & analytics to **guarantee* high-impact & targeted email campaigns by profiling & segmenting data to maximise bottom-line sales conversions.

1. How well do you really know your customers? Dig deeper into your customer data and collated insights to drive CRM capabilities further and deliver undeniably increased email engagement levels.
2. Static and behavioural data! From demographic data to clicks and open rates ensure you move towards data-driven decisions that guarantee high-impact email marketing
3. Data and personalisation, a match made in heaven! Capture and leverage customer data to fuel tailored and relevant campaigns which truly resonate with customers and secures those critical open rates

***Testing is unique and must be repeated constantly to gather learnings.**

Agenda

01

How well do you
know your
customers?

02

Why is it
important to
capture &
organize your
data?

03

Case Studies

04

*Extra bits

How well do you
know your
customers?

Breaking down your data



Generic data

Static form data

- First Name
- Surname
- Address
- Email
- Phone Number



In-house data

Metrics & actions

- Opens & clicks
- Marketing opt-in/out
- Purchase/Transaction
- Signup/Registration

- Customer reference no.
- Transaction reference no.



Custom in-house data

Defining & logging metrics & actions (Taxonomy)

- Campaign/version/segment code
- Internal action: donation, regular giver, signup (*types'), gift aid
- Preferences i.e. Trading, Shine Night Walk



3rd Party data

Data collected externally

- 3rd party platform data supplied
- Apply custom in-house data rules?

Why is it important to capture & organize your data?

Process funnel

- **Legal reasons:** marketing opt-in/out, preference centres, contactability.
- **Personalisation** is an email marketers' true goal, and there are countless ways to log a person's actions.
- If being truly personalised is the goal, how will we know?
- If being truly personalised is the goal, how can we repeat or test again?
- If testing is the way to find out, can we do it faster?

Why is it important to capture & organize your data?

Legal reasons (*not an expert)

Content & Personalisation

Curation is perfection

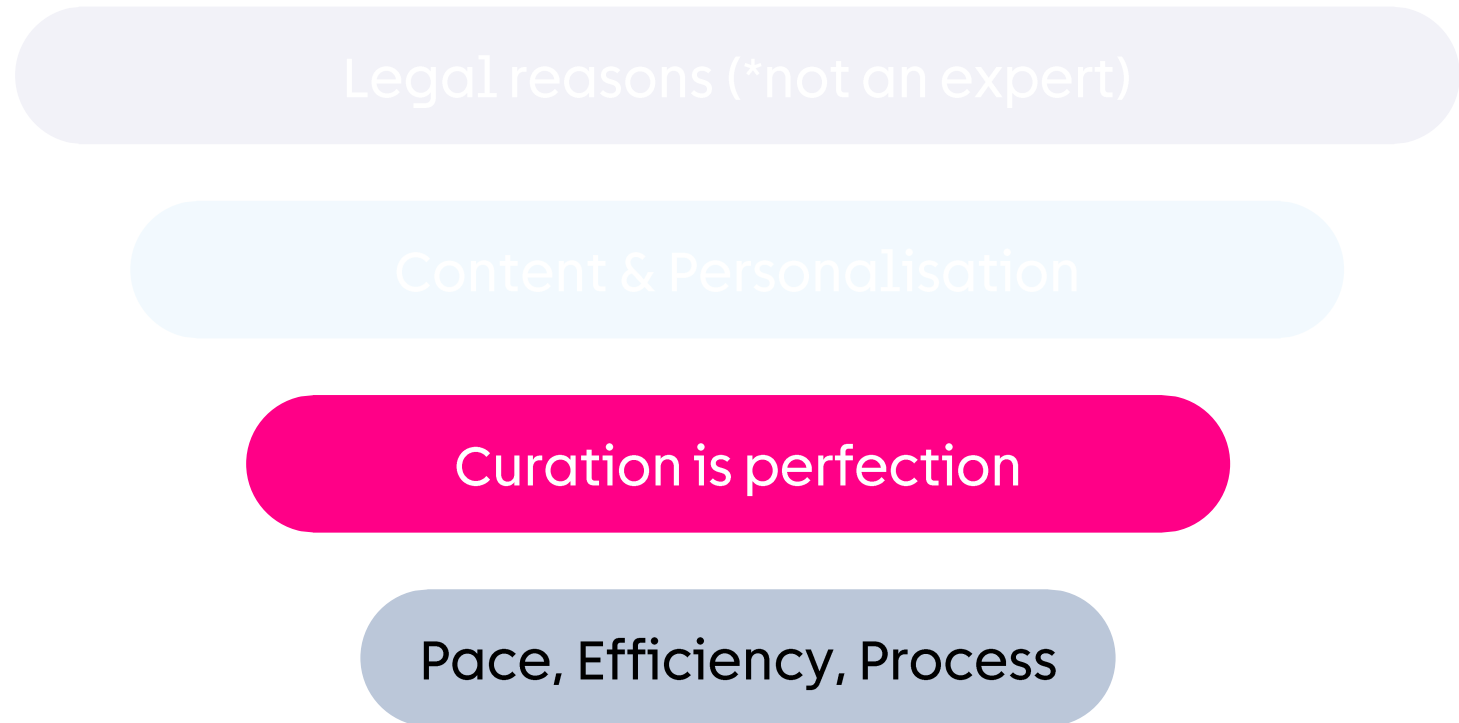
Pace, Efficiency, Process

Proactive > Reactive

Process funnel

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Why is it important to capture & organize your data?



Proactive > Reactive

Case studies & scenarios

ASU: Annual Supporter Update

Our Annual Supporter Update email campaign, identifies a supporter's contributions, and is sent annually, usually around the summertime.


- The audience contains a complex variety of marketing preferences.
- Our data lists comprise of multiple actions logged from different areas.
- The campaign highlights number of key actions taken towards our research. To recognise this in a less robotic way, we use a lot of conditional content.


The Cancer Research UK team


[Read our Annual Supporter Update](#)


How you've made progress possible


Since you started supporting us in 2002, our life-saving work has been possible because...

 You're one of our most committed supporters, donating to us Monthly since 2010. Thanks to your regular gift, we can plan ahead and commit to long-term research projects with huge potential.


 You entered our Superdraw and helped support research which is changing the lives of people affected by cancer.

 You found a bargain to help fund breakthroughs when you purchased from our online shop.

 You took part in Race for Life, raising hard-earned money for life-saving research to beat cancer. Good job!

 You took part in one of our fundraising challenges. 229,656 people took part in our fundraising challenges this year, raising an incredible £18.9m for research.

 In 2010 you took part in the UK's biggest and best half marathon, the Great North Run! Your determination and dedication helped raise money for life-saving research.

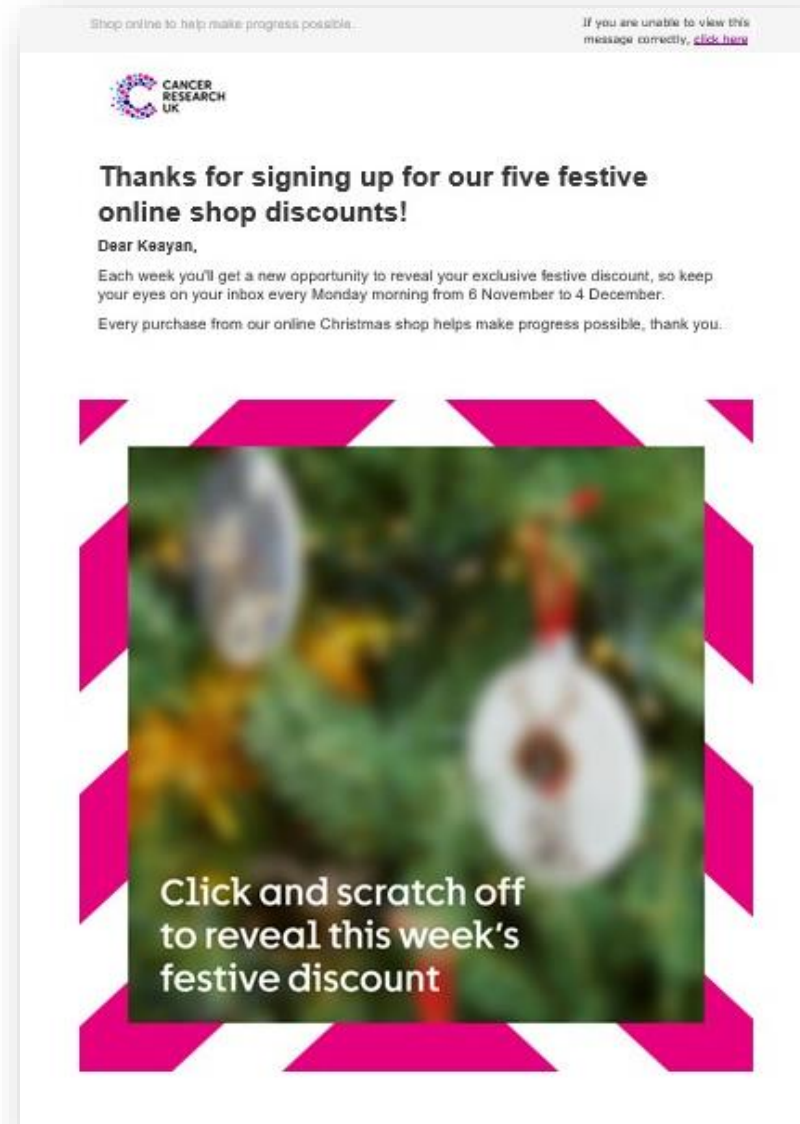
 In 2019 you joined with thousands of others at Shine Night Walk, where you lit up the streets of your city and made strides to beat cancer.

 In 2019 you took on the challenge to Walk All Over Cancer, walking 10,000 steps a day to raise money for life-saving research.

Christmas Mega Monday's

We trialled a new limited supporter opt-in journey for our Trading team.

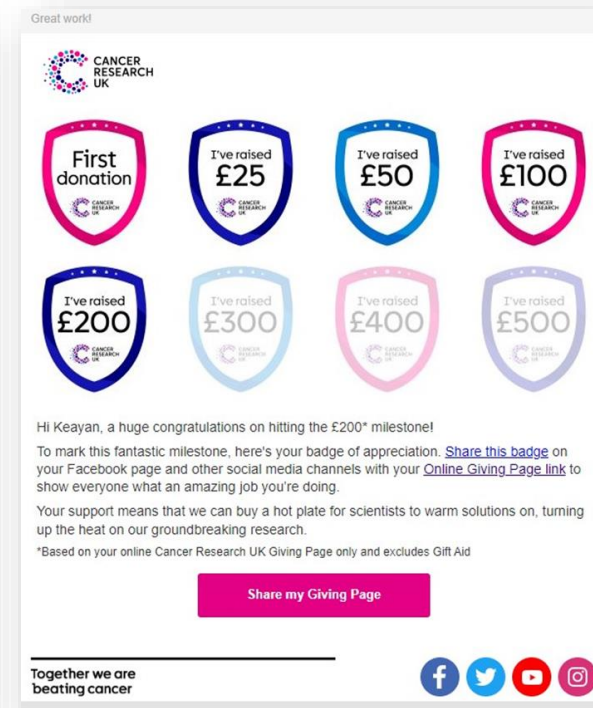
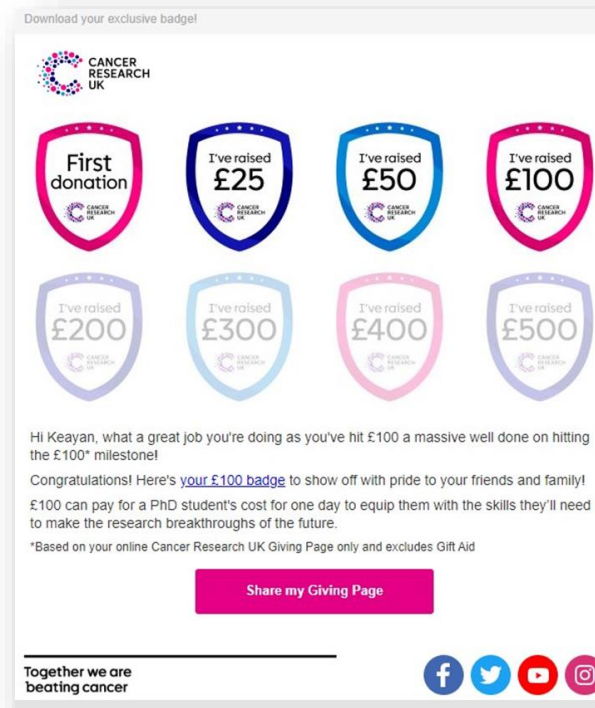
- We decided to focus on collecting our engaged Trading consumers.
- We had an audience collection phase, and a campaign execution phase.
- Using Movable Ink, we added a bit of mystery with our scratch-off to reveal your discount feature.



Fundraising Milestones Journey's

Many of our fundraising activities involve a milestone journey. Our milestone email journey helps to show this and is a part of each fundraising challenge.

- Showing our supporters how much their fundraising efforts matter to us is key, especially when they keep going.
- Each year, we have almost 24 challenges (2 a month), and each with their own milestone journey to push fundraising and encourage donations.
- Using our in-house creative team and Movable Ink, we upgraded our journey to refresh our look and save time.



Extra bits

aka

Constant learnings are key.

Building on Pace, Efficiency, Process

Working with our data selections & insights team, we've begun to identify better ways of audience tracking.

- Segment code application is a new process we're beginning to adopt.
- This takes version code to the next step, especially when content is likely to be the same.
- Collaboration with multiple data teams is needed, and upskilling knowledge on each team's process will streamline your process – saving time on execution and analysis.

Transparency is key. Working with our insights team, we've built ways for all our marketers to view and compare campaign results.

- Recognise your blockers.
- We built a central Power BI board, extracting our email results into a new single area.
- Customer UX is important, but so is colleague UX.
- Testing needs benchmarks.
- Get competitive (with yourself).

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- Me [*but inspired by other email marketers]

*People **will** experience different results &
reactions.

Get in touch

For any questions, please reach out to:

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