

@maileon

Email marketing for e-commerce

3 steps to maximising conversion with email



Table of contents

Introduction

3

Step 1: take a closer look at your email list

4

Step 2: relevant content for everyone!

6

Step 3: avoid the spam filter

9

Maileon

10



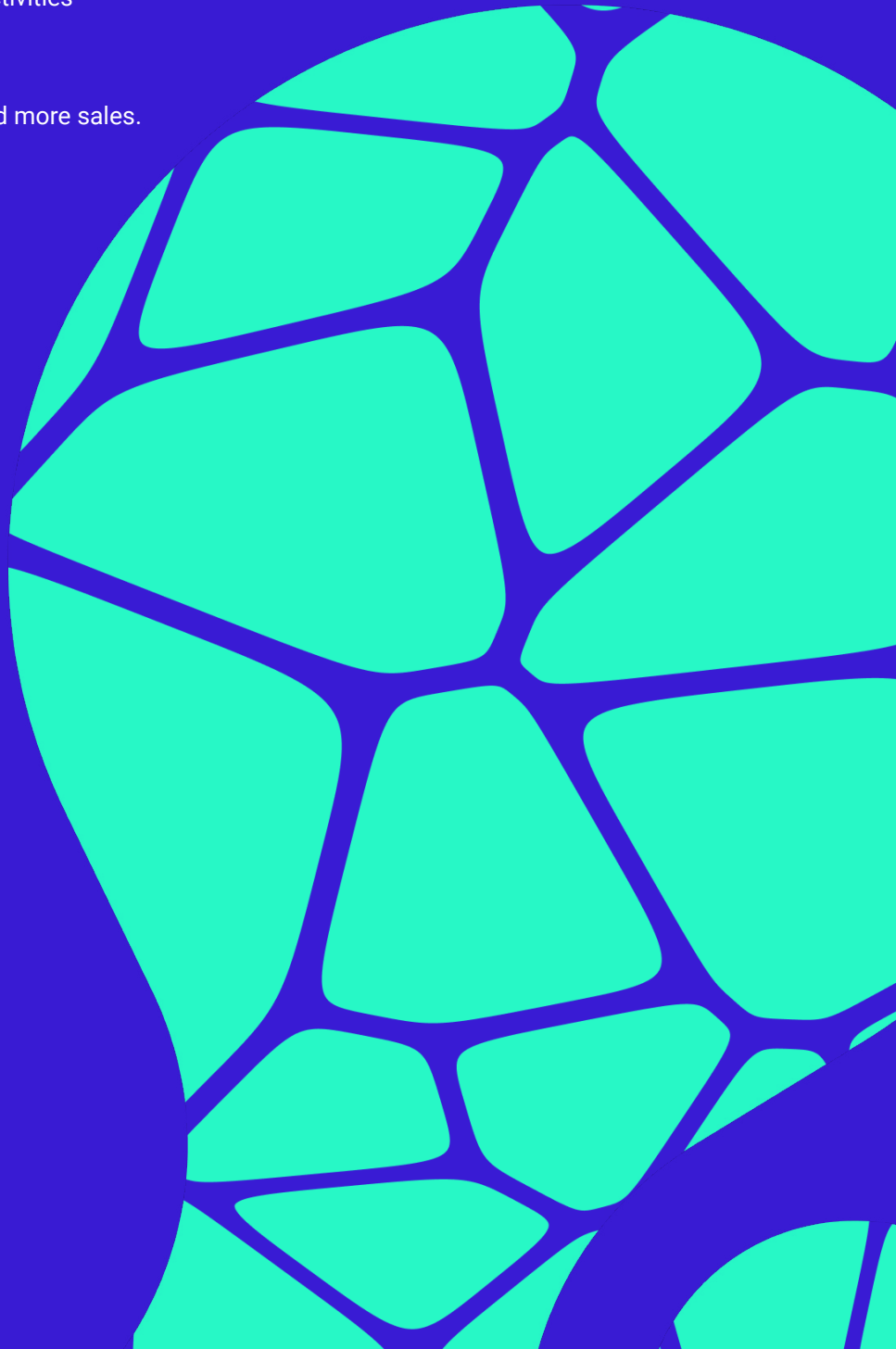
Introduction

Abandoned shopping carts, inactive customers and falling conversion rates. It is every e-commerce marketer's nightmare, But email marketing is the answer.

By sending the right email at the right time to the right person, you maximise your chances of conversion. That's not all you can do. For instance, the quality of your email list and optimising content to avoid the spam filter also contributes to optimising your email marketing results.

By following the tips in this white paper, you can use email marketing to take your e-commerce activities to the next level. The goal?

Higher conversion, more loyal customers and more sales.





Step 1: take a closer look at your email lists

An email list is a driving force behind a successful webshop. So it is important to keep it up-to-date and also grow it. More email addresses mean more chances of sales, right? Whether this is actually the case depends on several factors.

For example, the quality of your email list depends on the amount of available data. But also on the number of inactive subscribers.

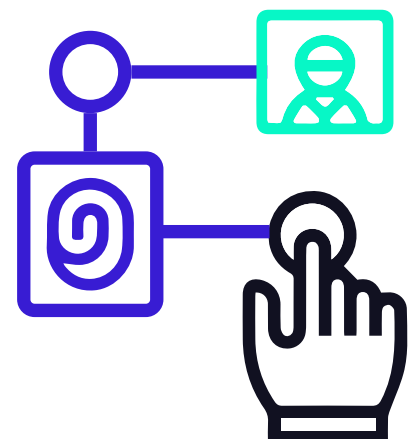
In this chapter, you will learn how to increase the quality of your email list, for example by collecting more data and reactivating your dormant email marketing file.



Make sure you add value

Your existing email subscribers are incredibly valuable. They have given you permission to email them or they have already bought from you before. To prevent them from unsubscribing to your emails, it is important to offer relevant content. In every single email. The more you know about your subscribers, the more relevant you can make your campaigns. At a time when you cannot compete with offers and prices, this often provides a strong competitive advantage. There are several ways to enrich the data of your existing email subscribers. For instance, you can require visitors to fill in certain information when they fill in the newsletter subscription form. Unfortunately, this can reduce the chances that they might subscribe: nothing more irritating than a form with too many mandatory fields.

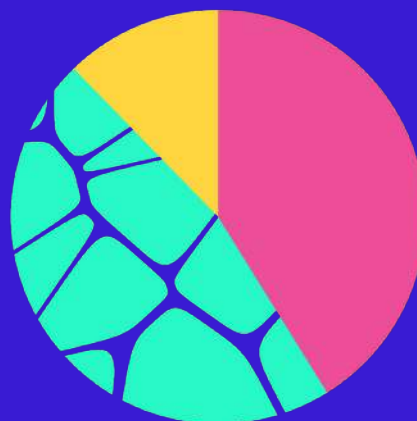
You can avoid this by explaining why you need certain data (“Enter your date of birth and we’ll surprise you with a gift on your birthday”), but there are also other ways to collect data. For example, ask for more data at a later stage, when the newsletter subscription is already in. This is fine in an email, by, for example, letting the recipient choose from 3 options that would best suit him or her (segmentation).



Reactivate dormant email subscribers



Inactive newsletter subscribers? The lives, and therefore needs, of consumers are constantly changing. That is why it is important to continuously update them based on new data. But what if no new data comes in? Then consider a win-back campaign approach first: an email (flow) to wake up dormant subscribers. When a subscriber has not opened emails for several weeks or a customer has not made a new purchase for months, for example. A relevant and attractive offer in this email is important to persuade him/her to click on it this time. And don't forget the eye-catching subject line.



- Active subscribers
- Dormant subscribers
- Inactive subscribers

Tips to grow your subscriber list

Now that you have optimised your existing email list it's time to grow your list. The first tip we revealed earlier: keep the number of input fields on your sign-up form low.

It is tempting to ask for as much information as soon as possible, but chances are your potential customer will opt out altogether. Dare to ask, but do so at a later date when they are already subscribed. Other tips to grow the subscriber list are:

- Give something away in exchange for an email subscription. A discount code is a common 'lure' in retail.
- Make sure your newsletter subscription forms are findable. The more subscription forms, the higher the response rate. Place the form at least on the homepage, in the footer and on the side (in a column) of the site. Don't forget the 'about us' page either! And have you ever thought of a pop-up?
- Lots of followers on social media? Promote your newsletter on these channels. Facebook allows people to subscribe to your business page by subscribing to your newsletter.



Step 2: relevant content for everyone!

It sounds so simple: make sure every person on your email list receives content that is relevant to them at that moment. But in practice, this is not always the case. These tips will help you make emails more relevant to your recipients and thus maximise opens and conversion.



“There are email marketing tools that add tag links automatically. The content is then adjusted, allowing you to segment your emails”



Work with tags...

As an e-commerce specialist, the importance of tagging your content is probably no stranger to you. Product information such as category, price, brand and colour should be up-to-date so visitors can easily find the product they are looking for. But catalogue management is not only important to optimise search results. It can also be used in your email marketing when selecting the most relevant content for your recipients.

Most email tools have the ability to tag links in a mailing, for instance, ‘heels’ or ‘sneakers’. Does your data show that a subscriber keeps viewing products with the tag ‘heels’? Then it doesn’t take an astrophysicist to work out that she is looking for the perfect pair of heels. Combine this with tag info on, say, her favourite brands and you can create an uber-relevant email with an overview of all the heels from those brands.

Manually adding tags to a link in emails takes some time. Want maximum results with minimum effort? There are

also email marketing tools that automatically tag links. The content is then adjusted, so you can segment your emails without spending hours sweating over the right tags.

...and pixels

Above all, look beyond the registration form. The purchase data, information from other web forms or information collected during another contact moment is also relevant. Another option for collecting more data is tracking pixels. The main advantage of tracking pixels is that you can use this information to implement a high degree of personalisation. However, a major disadvantage of tracking pixels is that many consumers are not aware of what information exactly is being tracked. Therefore, communicate clearly when you do use tracking, what data is involved and for what purpose.



Segmentation and personalisation

Segmentation and personalisation are two common terms used when it comes to optimising content relevance. A segment is a group of subscribers with the same characteristics, such as location, gender or age. You send this group the same mail, tailored to the characteristic the group is segmented on. You can also segment on behaviour: everyone who has made a purchase from a certain product category in the past year, for example. Mailings to smaller, segmented groups have a higher open rate of up to 25 per cent than mailings to larger groups.

Targeting content to a specific recipient? That's personalisation. Think of using the first name of the subscriber in the greeting of an email or a birthday email. The better range of email marketing software offers the possibility to trigger emails. An automatic mail is sent based on external or internal triggers, such as meeting a specific filter or after a certain action. Think of a customer who puts an item in the shopping cart but does not buy it. Perhaps you can convince this customer with a discount code? Or does the customer still has a question about the product and the customer service contact is what they need?



Personalised Send times



At what time do subscribers prefer to read your message? DDMA's National Email Benchmark shows that in retail (e-commerce only) most emails to consumers were sent on Thursdays. The least popular day to send out campaigns is Saturday, this is the case for 3 years now. The beginning of the workday (9 am) is the most popular time. The battle for consumers' attention is less fierce before 9 am, at 11 am or after 7 pm.

The B2B figures are a little different when it comes to email send times. In retail, in 2022, most B2B emails were sent on Tuesdays at 7 am. Wednesday, Friday and the weekend were the least popular days and the later in the day, the fewer emails are sent. The volume of emails is a lot lower for B2B than B2C. An average of 112 campaigns per company per year in B2B against an average of 640 annual B2C campaigns.

Much more interesting, of course, is when most emails are read. Which time of day works best for your subscribers depends on several factors, such as your product offering. Do you sell children's clothes?

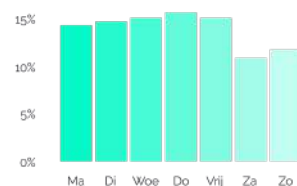
Chances are the ideal sending time for a large proportion of your subscribers is around 8 pm when all the kids are in bed and the dishwasher is running. However: no subscriber is the same. Some prefer to read their mail at breakfast, others during exercise and others again at the end of the day on the sofa.

Data from Google Analytics can give an indication of the best time to send: when do most people arrive at your website in response to a search query? A/B testing with different sending times also gives more insight into the ideal sending time of an email campaign. Want to do it really well? There are email marketing software companies that, based on data, send emails at the best time per person to convert them. Companies like Maileon. Research shows that this leads to up to 6.4% more conversion.

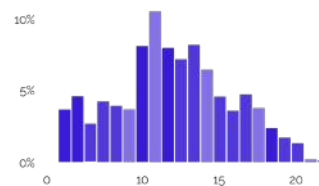
% campaigns per day (B2B retail) - 2022



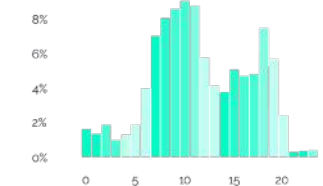
% campaigns per day (B2C retail) - 2022



% campaigns per hour (B2B retail) - 2022



% campaigns per hour (B2C retail) - 2022



Step 3: avoid the spam filter

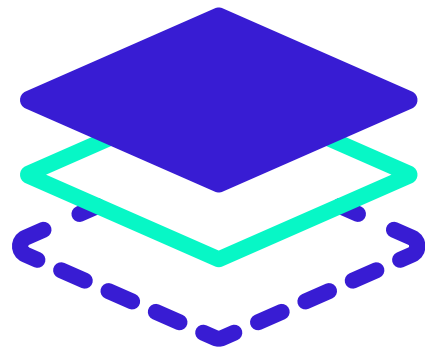


Did you know that around 15% of all emails do not arrive because the emails are (wrongly) mistaken for spam? A long and successful collaboration with your customers starts with being able to reach them. To prevent your email marketing campaign from being blocked by a spam filter, it is important to remember the following rules:

Bounces

A mail can be bounced when the email address no longer exists or the mailbox is unreachable at the time of sending. After x number of hard bounces (the mail address no longer exists), a contact is deactivated to avoid a bad sender reputation. However, valid email addresses regularly disappear due to too strict (or careless) bounce management. Better range email software has its own address verification tool that allows valuable addresses that do remain active and mailable. Also, they can give you tips on the do's and don'ts in terms of spam filter-triggering content or it includes a spam checker to check the spam rating of your messages.

- Always fill in a subject line.
- Avoid certain words and punctuation, such as the words 'free' and 'discount', with many exclamation marks or currency characters.
- Limit the number of images in your mail.



With the tips in this white paper, you can take your email marketing to the next level. But have you ever thought about whether the (free) tool or software you are using still suits your current needs?

Maileon is the most user-friendly email marketing software for creating effective email campaigns and sending them in a fully automated and personalised way.

Complete email marketing automation platform

With Maileon, you can set up fully automated email campaigns in no time. Easily create trigger emails and automate and simplify processes with the drag-and-drop editor.

Relevant 1-to-1 communication

Maileon enables in-depth segmentations. Based on our own recommendation engine, emails are personalised with dynamic content. Combined with the optimal sending time per recipient, this leads to the ultimate 1-to-1 communication.

The most up-to-date insights

With Maileon Reports you can see at a glance the results and insights from your email campaigns. A complete overview with reports and graphs ensures that you can manage results even better. By integrating Maileon Analytics with your website, you can also provide insight into conversions.

Easily integrate your systems

With Maileon, you can easily link any system that is important to you. For example, your web shop, CRM, CDP and social channels.

Transparent pricing model

Costs often add up when you outgrow a (free) email marketing tool. Maileon offers user-friendly software that is also very affordable. A transparent pricing model: you do not pay extra for modules or integrations, but a monthly licence for a fixed amount regardless of the number of users and contacts. Then you only pay an amount for the actual number of emails sent or purchase prepaid credit for one year.

Request an online demo today and try Maileon free for 30 days to experience all our benefits for yourself.

[Try 1 month for free](#)



Menno Worst
menno@maileon.nl



Bjorn van Breemen
bjorn@maileon.nl

