



Agenda

- 01** Introduction
- 02** Conversational email
- 03** Getting started
- 04** In Summary

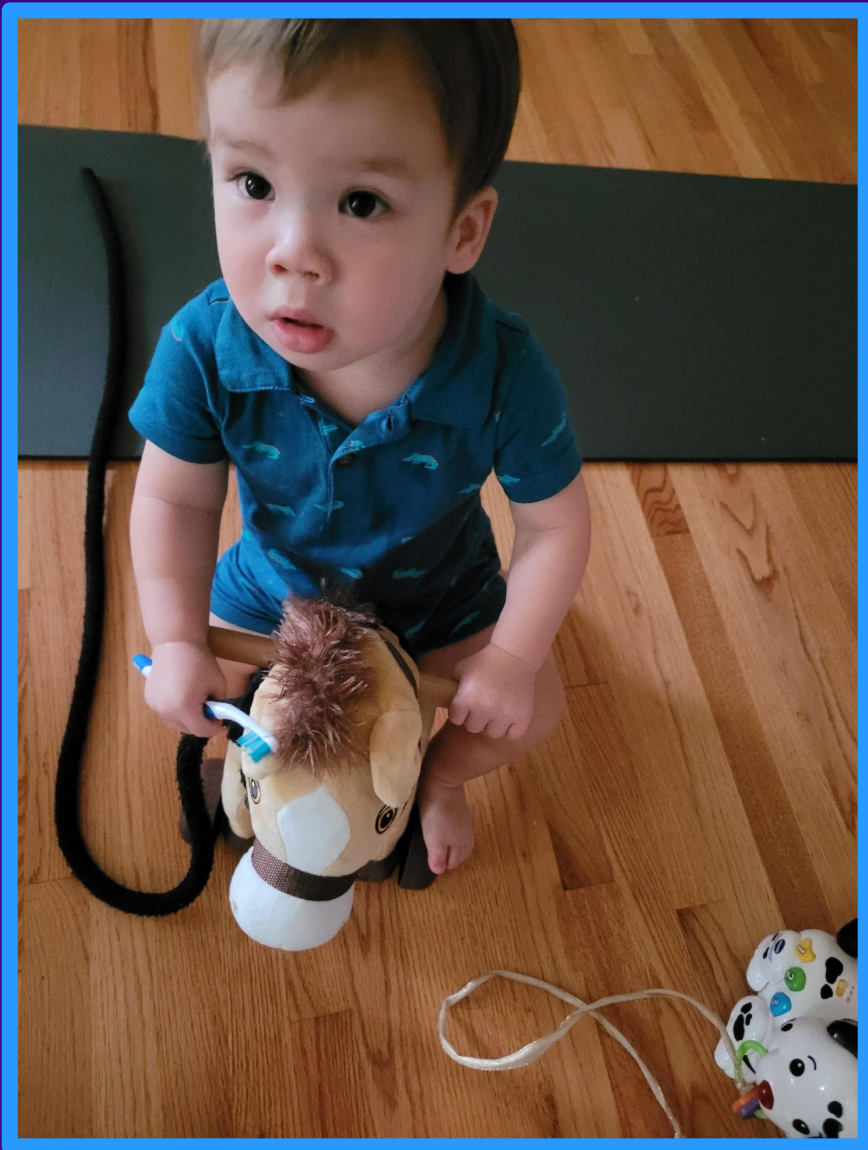


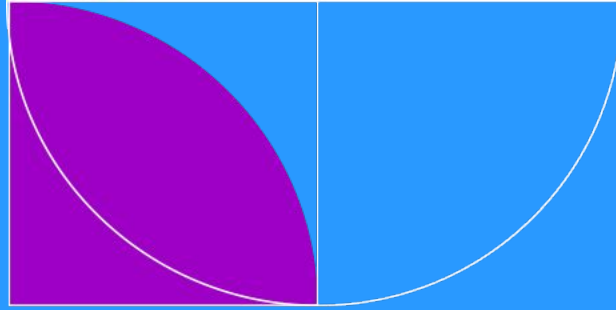
Jason Sisley

EVP, Email Strategy & Operations Inte Q

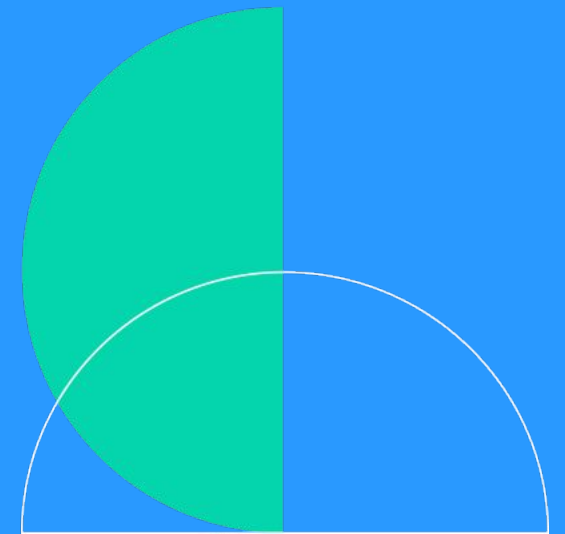
- Career email marketer
- 18 years of experience driving customer communication strategy (10 years with agencies, 8 years on the client-side leading email operations team)
- Background in consumer neuroscience and customer experience mapping.







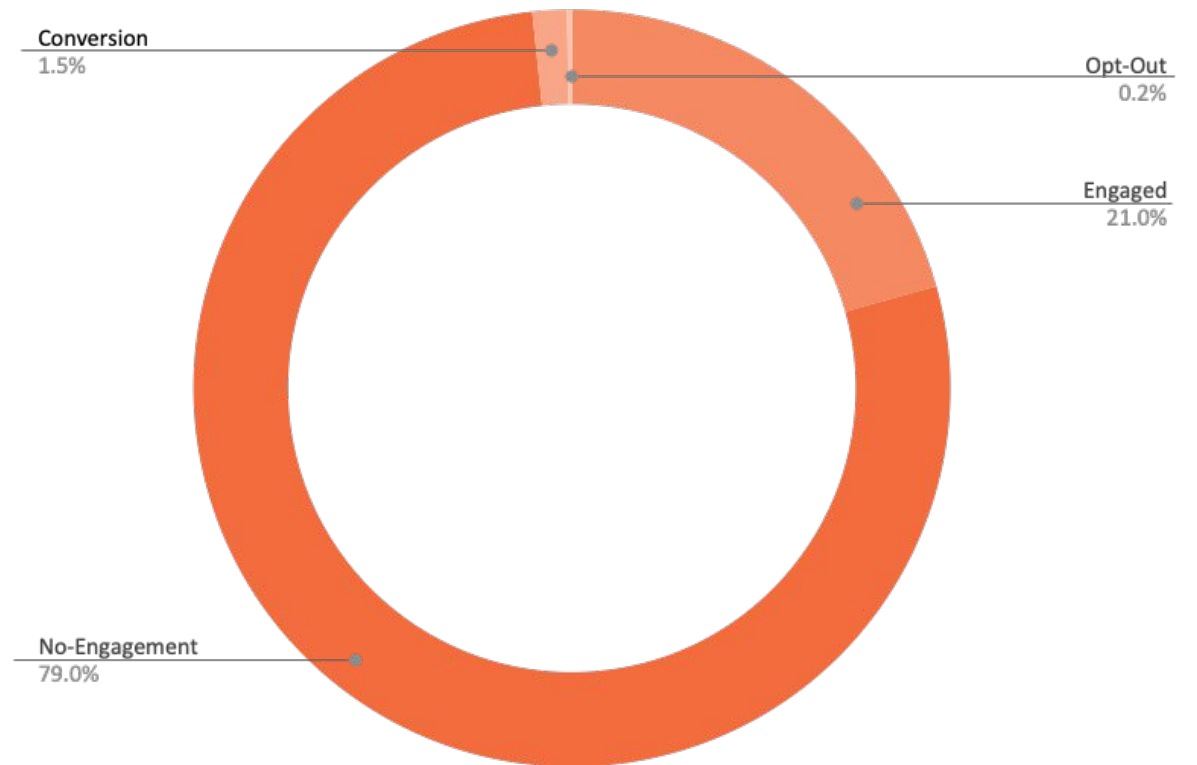
What are micro-signals in email marketing?



Non-verbal communication

In short, micro-signals are a form of non-verbal communication that provides information between two parties.

This information can be implicit or explicit in nature, but this is often information that we as marketers ignore or misinterpret, with few exceptions.

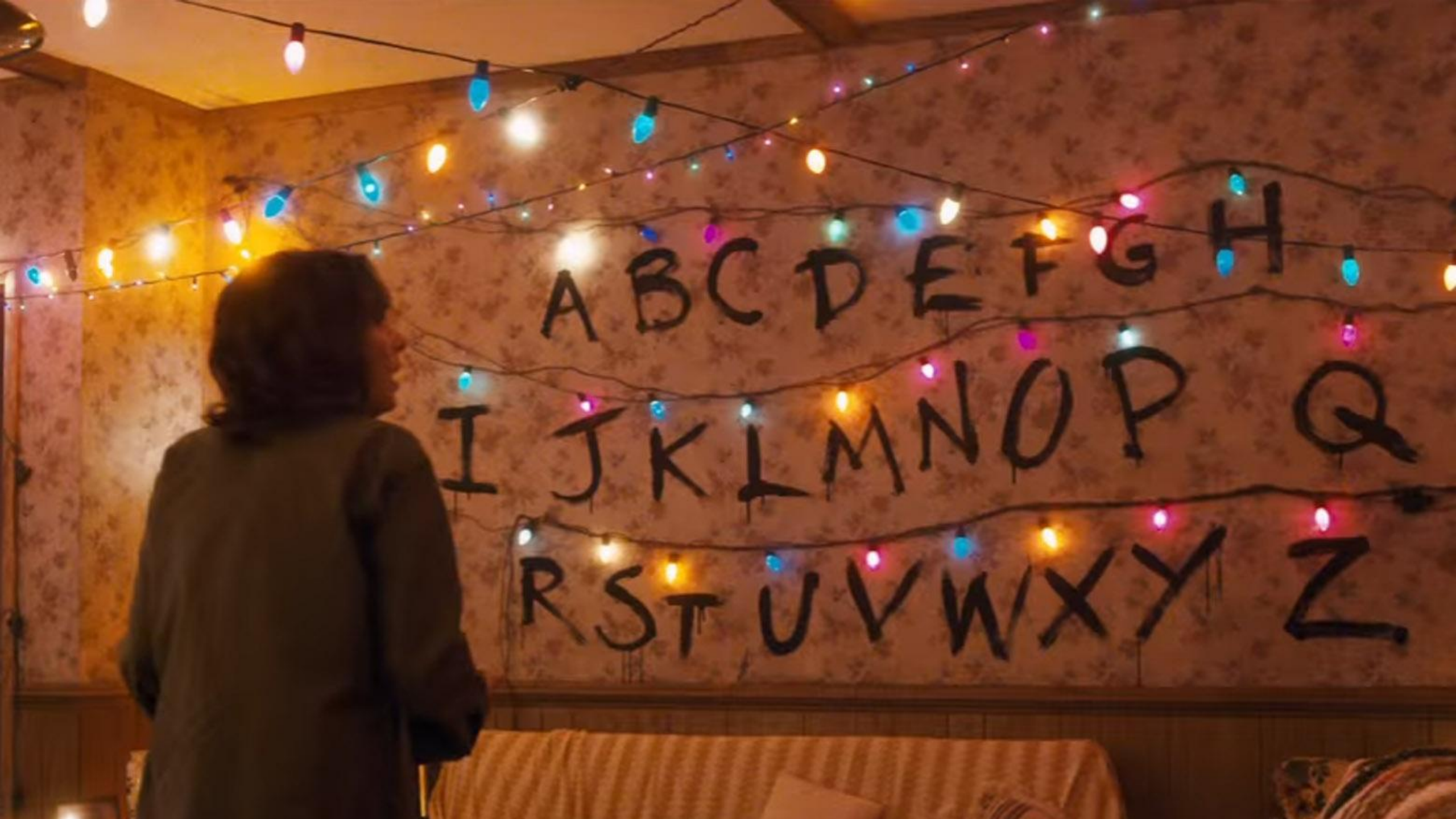


Signals are easy to miss

How you respond is key

Recognizing micro-signals and responding with a clear message is the most important factor in successful communication, learning, and reacting to ensure continued engagement.



A person with dark hair, seen from the back and side, stands in a room looking at a wall. The wall is covered in patterned wallpaper and decorated with several strings of colorful string lights in shades of blue, yellow, and pink. Hand-drawn in black marker on the wall is the English alphabet, arranged in three rows: 'A B C D E F G H', 'I J K L M N O P Q', and 'R S T U V W X Y Z'. The letters are simple and slightly irregular. Below the wall, a bed with a striped blanket is partially visible.

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z

Our Data Ecosystem (simplified)

Contact

- Contains destination details for where and how a customer would like to be communicated to.

Common Attributes:

- Email Address
- Name
- Address

Identity

- Contains customer input (or append) data that can help uniquely segment by attributes.

Common Attributes:

- Gender
- Income
- Birthdate

Behavioral

- Contains customer interaction, or lack of interaction, data about your products and services.

Common Attributes:

- Website Conversion
- Social Interactions
- Email Clicks

Group common interactions that lead up to a milestone

Decode micro-signals to create customer profiles based on common behaviors.

Look for inconsistencies Start by looking at common customer interactions (3 clicks before a cart add), then identify those customers that behave differently.

Observe nonverbal signals holistically Identify the most common interactions and group them into customer profiles. Plan out a variety of responses:

- Cadence
- Frequency
- Product mix
- Content

Test multiple scenarios to determine the best response.



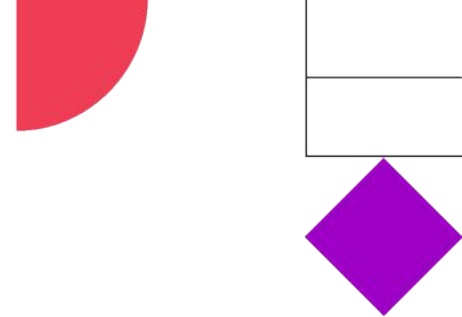
Thinking differently about customer data



Our common email customer journey

What's Sent	Purpose	Common Success Metric/KPIs
Welcome/Nurture	Onboarding	Open/Click
Newsletters	Retention	Open/Click
Promotional	Retention	Purchase/Conversion
Dedicated/Standalone/Ad-Hoc	Promotion/Brand	Open/Click/Conversion
Cross-Sell	Retention	Purchase/Conversion
Retargeting	Retention	Purchase/Conversion
Cart Abandon / Browse Abandon	Retention	Purchase/Conversion
Re-engagement	Re-engagement	Open/Click
Transactional	Confirm	All (sometimes)

Only “kind of” listening



1 **Re-engagement**

Designed to re-engage with a subscriber that has been inactive, either because of changes in personal habits/interests or brand sentiment.

2 **Cross-Sell Campaigns**

Designed to promote products and/or services that are commonly related to products or services that a customer has purchased.

3 **Retargeting/Cart-Abandon Campaigns**

Designed to entice, either through incentive or not, interest or purchase of a product or service a subscriber has previously engaged with.

Our Interactions

Open	Click	Conversion
Did they open?	Did they click?	Did they convert?
What subject line had the highest open rate?	Average click rate in aggregate	Did a discount incentivize the purchase?
Average open rate in aggregate		Conversion rate in aggregate

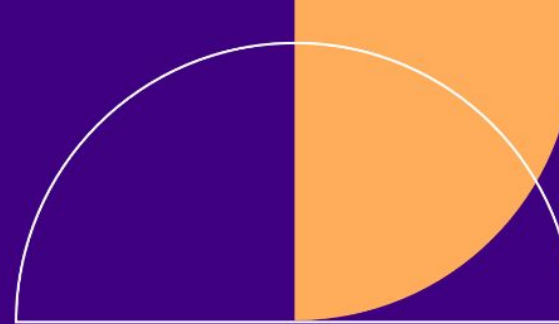
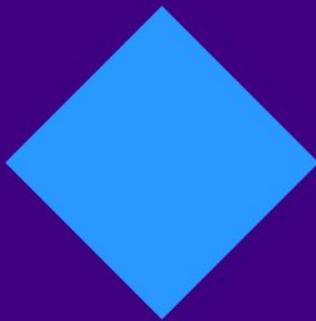
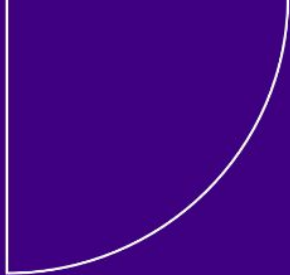
Our Interactions



Open	Click	Conversion
Subject line <ul style="list-style-type: none">● Length● Keywords● Topic	Link click <ul style="list-style-type: none">● Category (product, brand, editorial content, logo, etc.)● How many clicks● Position of clicked link in email	Conversion <ul style="list-style-type: none">● Was it the same product they interacted with in email?● Are they buying in the same category each time or recently?
Friendly from <ul style="list-style-type: none">● Brand● Email specific		

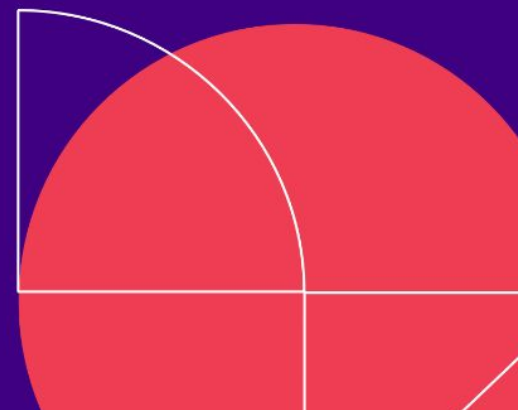
A checklist for getting started

- 1 Identify positive and negative milestones** Work backwards from those milestones to better understand common customer behaviors (keep it simple)
- 2 Plan for what to listen for** Determine the significant factors in identifying behaviors that contribute to positive interactions
- 3 Group customer responses** Plan for how to group response types (subject line winners, link click by category/type/brand)
- 4 Plan for how to respond** Develop your plan for responding by mapping out each interaction you're "listening" for and the response based on it
- 5 Implement measurable responses** Ensure you're creating measurable responses to continue the conversation
- 6 Testing is key** Test, test, test... Test appropriate responses with small subsets of your identified response types



Thank You!

**Come chat with us more
at the Inte Q booth.**





A Few Housekeeping Items

- Submit your session feedback in the mobile app by selecting this session and then click on **feedback** at the bottom. **Rate the session and click post your feedback!**
- All session recordings will be available at the end of September on iterable.com/activate
- Continue the conversation on social using **#Activate22**
- PSSST: some sessions will have QR codes to scan and earn points towards the raffle. **Keep your eyes peeled!**

