



## Generate 18 times more email profit: Harness the power of remarketing

The concept of behavioural targeting has been around since the early 90s, however it has been technology that has given marketers the ability to track online behaviour. According to JupiterResearch by applying the concepts of behavioural targeting to your email campaigns, you could generate up to 18 times more profit! Remarketing, also known as behavioural targeting can be easily applied to your email efforts. By integrating web analytics and email marketing into one system, you can track subscriber's website behaviour, which can be fed back into your database triggering a tailored email response. Here are some examples from Volker Wiewer, eCircle's CEO, of remarketing strategies that you should consider:

- **Incentivise non-converters:** Remarket to non-converters with a relevant incentive. One of the most well known examples of this can be applied to basket abandoners. Industry research demonstrates that up to 75% of online shoppers abandon their shopping baskets before completing the checkout procedure. To win back this lost sale you can trigger an email response offering a compelling incentive for products that the customer has already shown and interest in. However, it is advisable to limit offers to products above a certain value and cap the number of incentives per subscriber.
- **Remind lapsed customers:** Remind lapsed customer why they signed up to receive your newsletter in the first place. What did you use in your original message and can you try to reemploy this tactic to encourage users to respond to your emails now? Try different incentives based on passed behaviour to see what is most effective. Overall, make sure your remarketing campaigns are based around users identified interests. If this doesn't work then you may wish to consider removing these subscribers from your list. This may seem like a drastic step but it's better to have quality over quantity.
- **Reward frequent buyers:** Identify frequent buyers within your database and reward them with appropriate offers. You could set up a triggered loyalty scheme campaign where subscribers are rewarded with exclusive discounts, points for every £1 they spend or voucher codes if they spend a certain amount online within a set time.

eCircle Ltd.  
5-9 Hatton Wall  
London EC1N 8HX  
T +44 (0)20 7618 4200  
F +44 (0)20 7618 4201

info-uk@ecircle.com  
www.ecircle.com

CEO  
Volker Wiewer

Registered Address:  
Ashford House  
Grenadier Road  
Exeter EX1 3LH

NatWest Bank London  
Sort Code: 56-00-03  
Account: 79287190  
IBAN: GB95NWBK 560003 79287190  
SWIFT: NWBKGB2L

VAT Reg No: 757 1931 09  
Company Reg No: 03976500





Other remarketing email campaigns to consider include, upgrade or cross sell /up sell campaigns, based on their purchase history or email response behaviour, offering free delivery to customers who have clicked through to view a product but not purchased and reminders of forthcoming special occasions and holiday can also be an effective way of encouraging a response.

By triggering campaigns based on subscriber behaviour, you can ensure that you are sending highly relevant offers, which meet each individuals needs. By communicating with your users in this way, you will develop stronger relationships with your subscribers, boost response rates, revenue and profits!

This article is a summary of eCircle's newsletter "Inside Digital Marketing". If you wish to receive further news from the email marketing sector yourself you can subscribe here: <http://www.ecircle.com/en/newsletter>

**eCircle Ltd.**  
5-9 Hatton Wall  
London EC1N 8HX  
T +44 (0)20 7618 4200  
F +44 (0)20 7618 4201  
  
info-uk@ecircle.com  
www.ecircle.com

**CEO**  
Volker Wiewer  
  
Registered Address:  
Ashford House  
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**NatWest Bank London**  
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