

Harness the power of remarketing and generate more profit from your email marketing campaigns

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Online marketing gives brands a brilliant and varied set of communication tools, to get closer to their customers. However, sometimes brands forget that the most powerful marketing can be created by a combination of a number of digital marketing tools. For example, behavioural targeting has been around a long time, but many email marketing campaigns still aren't utilising these tools to enhance the results. Volker Wiewer, CEO of eCircle explains more.

By combining email marketing and web analytics into one system, brands can track a subscriber's website behaviour which can in turn be fed back into the database and used to trigger responsive emails. In this article I'm going to take a look at a few simple steps that can be taken to make the most of remarketing.

Incentivise non-converters

We've all been there, half way through deciding which pair of trainers or DVDs to purchase, when something distracts us and we're drawn away from the computer. It's great to see users are opening emails and demonstrating an interest by clicking through to the website. But if they're not converting, then the email is not delivering the results you need. Whatever the reason is that they haven't bought the item, brands needs to ensure the abandoned shopping basket has been left because the customer has genuinely decided not to buy the item, rather than just had their attention drawn away.

An easy way to win back distracted customers is to incentivise them to complete their purchase. To prevent a lost sale you can trigger an email response offering a compelling incentive for products that the customer has already shown an interest in. However this mechanism only works a certain number of times, so it is advisable to limit offer to products above a certain value and cap the number of incentives per subscriber.