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Why is geotargeting shunned for email?

“ Travel outlets can send out offers according to the recipient's departure airport ”

A flurry of recent white papers and industry reports has forced commentators to discuss deliverability rates in email marketing like it's the only facet of the medium. But no-one is highlighting the alternative benefits of say Web analytics, lead generation or geotargeting.

As the latter is one of the most effective strategies to increase the relevance of

email communications for certain industries such as retail, finance, packaged goods or tourism this often forgotten element of email marketing should be brought to the fore. It'll mean you could send a newsletter from company HQ and your local sales representatives could add localised content that would only be distributed to people living in the respective area. Or you could invite people via an email coupon to their local store instantly increasing sales at point of sale, much like Adidas did in the last Fifa World Cup. Wouldn't that be a significant improvement to your email marketing programme?

For too long in this sector, 'targeting' signifies that the recipients have been chosen according to certain criteria, whether age or gender. As a result, they will receive target-oriented and customised correspondence. But geotargeting refers to the geographic location of an online user and enables you to acquire information about the user's residency as well as their Internet connection speed.

Optimising email communications needs no more expenditure but it will provide clients with a tool with which to customise correspondence. Then by increasing the relevance of your email campaigns brands will also enjoy an associated reduction of unsubscribers.

For example, travel outlets can send out offers according to the recipient's departure airport, subsequently achieving a much higher response rate. Or fast food chains can send out regular newsletters with regionalised coupons for discounts at local outlets. But because the industry is caught up in the big deliverability debate, we are not promoting the more advanced tools within email marketing and take up of geotargeting has been far too slow.