

Why should you integrate email marketing and web analytics campaigns?

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Web analytics has been the hot topic of conversation for marketers for a while now. A key trend we're seeing emerge within this field is an increased shift towards integrated campaigns, not in the traditional sense of marrying on and off-line activities but specifically ensuring email marketing campaigns are truly integrated with web analytics activity. In this month's column, Volker Wiewer, CEO of eCircle gives you the low down on the advantages of integrating email and web analytics and how this can dramatically increase campaign conversions.

With competition levels spiralling amongst brands, consumers demanding more from the brands they engage with and simultaneously showing less patience when they don't receive it, it's becoming increasingly difficult to attract and maintain customer and prospect attention. As a result, it's no longer possible to run a successful marketing strategy that depends solely on a single proposition alone.

'Software Integration' might sound like specialist jargon best left for the IT department but marketers would do well to pay attention here as they, of all, have the most to gain. Targeting campaigns to reach those customers or prospects that are most likely to respond is vital for the success of any business. The examples below show how integrating email marketing and web analytics together enhances and enriches your customer data, ultimately yielding you more profit.

Personalised Landing Pages

If you really want to know your customers better, tracking click-throughs from newsletters and email campaigns is one of the first steps you can take. This means you can monitor what offer or product it was that grabbed their interest and therefore gives you better insight into how to target them in the future. You can then use the data collected to create personalized and tailored landing pages for your customers with customised product lists that reflect an individual's preferences.

Relevant Email Promotions

Companies using web analytics can also monitor a customer's online behaviour – for example by tracking browsing patterns and click throughs on a website, you can identify what it is from your product or services that this customer is interested in. By feeding this information back into your database and setting up specific event based triggers, you can target tailored emails or SMS campaigns to these customers thus allowing them to receive targeted communications not only based on their defined interests but at a time when they are most likely to be receptive.

Shopping Basket Abandonment

Industry research shows that up to 75% of online shoppers will abandon their shopping basket before they complete the checkout process. There are multiple reasons why this happens but often it could be as simple as a distraction away from the computer. Clearly, this has a huge impact on ecommerce income for brands. It's important to know that these customers are often not completely lost to you and you can take steps to re-engage them. For example, a targeted email delivered to a customer's inbox highlighting the product they had added to a basket or that offers them a suitable alternative can often be the nudge needed to convert the sale.

Simplified analysis and optimization

We all want to ensure that we're maximizing ROI from our marketing activity. With more marketers taking an integrated approach with their on and off line activities, its sometimes difficult to assess which channels or campaigns deliver the best results. The integration of web analytics and email marketing gives you the ability to measure the success of a specific email campaign more accurately. Emails are embedded with a code relating to the campaign or promotion. When the user clicks through a link from the email, you will be able to gather information on who responds to a specific campaign and how they then journey through your website. This data can then feedback and inform how you target subsequent campaigns.

The biggest challenge for marketers is how to reflect their customer's ever-changing needs and integrated solutions are key. Not only can you use this to gather detailed profile information about your customers but it also helps you to adjust your email communications to better target that group of customers. The benefits reaped will go far beyond short-term increases in conversions and by developing a more personalised and direct relationship with your customers you go a long way to ensuring long-term revenue increases.