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8 July 3pm

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### Data: The building block for customer relationships online and offline.

How many visitors you get to your site is no longer a metric that helps you manage your marketing efforts and spend. You need to understand how they get there, what they do whilst they're there and how you keep them coming back.

So, what metrics do you really need, and what do you do with the data that those metrics deliver?

It's easy to be overwhelmed by the masses of data that online measurement tools can deliver. Technology alone won't solve most of your business challenges. It won't singlehandedly bring more people to your web site, get them to complete online transactions more frequently or convince them to return as often as you'd like. Nor will it unite the silos of customer data maintained around your organisation, so you can get a holistic view of your customers.

What you need to do is unlock this wealth of insight into meaningful and actionable steps to help you better understand your customer and start building relationships that bring value to you and to them.

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## Jobs

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You will be a strategy-led architect who is happy to roll their sleeves up from time to time with wireframing etc as needs must.

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Working very closely with the management team, this role includes strategic development, business development and consultancy to, and delivery for, clients.

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## How to create 'mobile friendly' emails

Source: [Technology Weekly](#) | Published: 29 June 2009 00:00



In this 'Ask the Experts' article Simon Bowker, eCircle's Managing Director, gives you pointers on how to ensure that your emails are not only read but actively welcomed and looked for by mobile users.

The face of email is quite literally changing. According to AOL's most recent Email Addiction Survey, 'nearly half (46%) of email users said they're hooked on email (up from just 15% last year).' This increase comes hand in hand with the popularity of emails being sent through mobile devices (such as BlackBerry's or iPhones). This January alone over 74 per cent of the world's digital messages were sent through a mobile device (TNS Global).



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The development in technology has meant that this progress is not just affecting the way [business](#) people communicate but the wider population as well. 'Ordinary' folk are buying and accessing emails on their phone, so those creating emails for B2C as well as B2B should take note.

To enable people to view the email both on their desktop and on their mobile, you must send a multi-part message. With eC-messenger technology this can be done relatively simply by ensuring that both tabs for HTML and text are filled out, the email system then delivers one email which enables people viewing email on their desktop to view the HTML version, whilst mobile users can view a text version.

## **From names and subject lines**

Generally there is limited space on handheld devices so keep your 'from' name and subject line short but easily recognisable. Using punchy subject titles with clear calls to action such as 'reminder', 'last chance' or 'action item' can help to dramatically increase response rates.

## **Shorten copy**

Bear in mind that those reading their emails on handheld devices have to do so on a much smaller screen and generally with less time. Screen size is reduced from approximately 13 - 21 inches diagonally down to 2 - 4 inches. So it is especially important to keep your message short, succinct and use minimal graphics to avoid the reader having to scroll to see the message. The average screen size of a 'smart phone' is 320 pixels so messages should be no longer than 50 characters per line.

## **Preheaders**

It may seem like an extra hassle but an important step is creating a preheader which gives the user the option to select either 'mobile version' or standard 'web browser'. Technically this means creating two versions of your email, but it is definitely worth taking the time to do this.

## **Rendering**

Some handheld devices don't support hotlinks. It's always better to use the full email address, such as <http://www.ecircle.com>. Make sure you know how to make this possible.

## **Test, test and test again!**

At the risk of sounding like a broken record make sure you test your email to as many different mobile devices as possible. If it looks good on your BlackBerry, it doesn't automatically follow that it will also render well on an iPhone. This is the crucial last stage; taking the time to test and make adjustments before the campaign goes live will save you time trying to make repairs at a later stage and ensure you get the best possible results.