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Inbox Innovation Pack

/ Data Edition

Our Inbox Innovation Pack helps growth-minded leaders like you achieve email marketing excellence. We've created distinct editions focused on 4 key pillars.

Strategy

Fuel your growth through continuous innovation.

Data

Apply AI & data-driven insights for better decisions.

Technology

Power your business with a dynamic tech stack.

Experience

Drive engagement with compelling creative.

This `Data edition` provides tactical best practices you can apply immediately. Start playing!

List Quality

Campaign Monitor has reported that properly segmented email campaigns can lead to a **760% increase in revenue.** Proper list management allows for effective segmentation, targeting the right audience with personalized content, and driving higher engagement and conversions.

List Quality

Your email list is a valuable asset that requires careful handling. By prioritizing consistent practices, you can maximize the value of your email list, enable personalization, reduce deliverability issues, and maintain compliance with privacy and SPAM laws.

SHIFT YOUR APPROACH

Use These Tactics to Effectively Manage Lists

Audit Contact Engagement: Regularly audit subscriber engagement by assessing and removing low-engagement contacts like frequent bouncers or non-engagers.

> 🕐 *Begin by evaluating engagement over the past year and scrubbing contacts falling within the low or no engagement category. Audit and automate this process every 3 months.*

Manage Fields: Consistent field names and data formats prevent broken automations and enable personalization.

> 🕐 *Establish an approved campaign template for your list data to ensure that any external files that are loaded maintain the same format between deployments.*

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Consent and Compliance

81% of users believe the way a company treats their personal data indicates how it views them as a customer. So treat their data with as much care, focus, and personalization as you would your customer if they were in a room with you.

Consent and Compliance

Securing proper consent builds trust with your audience, preventing legal issues. Adhere to privacy regulations like GDPR, CASL, and CAN-SPAM to avoid fines. Complying with consent guidelines reflects your commitment to ethical marketing, safeguarding your brand and nurturing positive customer relationships

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Two Tools to Support Ethical Email Marketing

Preference Centers boost engagement, improve deliverability, and ensure anti-spam law compliance. Avoid asking for preferences you can't fulfill, like offering mobile communication if you lack the capability.

BIMIs (Brand Indicators For Message Identification) show a brand's logo when it hits an inbox. BIMI requires DMARC implementation, the highest standard for email sender authentication from a deliverability perspective.

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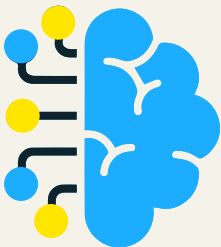
Predictive Content & AI Automation

The widespread adoption of AI is evident, with a recent Braze survey of active customers showing 99% of organizations already using it.

This high adoption rate is likely driven by factors such as the 54% of businesses reporting cost savings from AI implementation.

Predictive Content & AI Automation

Employing AI, ML, or predictive insights can supercharge your email strategy, offering enhanced targeting, dynamic content personalization, optimized send times, subject line optimization, automated testing, and smart segmentation. However, achieving true automation has dependencies.

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To Make AI a Reality For Your Business, Start By:

1 Clearly articulating the problem you're looking to solve with Artificial Intelligence.

2 Design an ideal model that meets your needs. This includes defining crystal clear requirements.

3 Then, make sure you have the right data and technology to support these needs. A common challenge is the need to move data to a location where it is accessible to the model.

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Comprehensive
View of the Customer

Research by Experian shows that organizations with a comprehensive customer view are able to deliver **2.1x higher customer lifetime value (CLV)** than those without a 360-degree approach.

Comprehensive View of the Customer

Creating a complete 360 degree view of your customers, considering *products, channels, and time*, allows for valuable insights and effective personalization.

This typically involves building a data warehouse to consolidate data from various systems. An essential part of achieving this comprehensive view is creating a common customer identifier.

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Define Unique Customer Identifiers

Email addresses alone as customer identifiers can be unreliable due to sharing, multiple addresses, (jobs, schools and personal). Define a "golden record" identity management strategy that connects all customer data, regardless of identification methods, for a comprehensive understanding.

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Driving Deliverability

IBM reported that organizations lose an average of **$1.4m annually due** to poor email deliverability. High bounce rates can negatively impact email deliverability, with bounce rates over 10% resulting in a 70% decrease in email deliverability, according to Validity Inc.

Driving Deliverability

Five crucial factors ensure the success and deliverability of your emails, guaranteeing that your messages consistently reach your buyer's inboxes.

1 **List hygiene:** Maintain fresh lists by removing bad addresses and low-engagement contacts.

2 **Sender reputation:** Monitor spam filters to prevent blacklisting and maintain a positive reputation.

3 **Authentication:** Meet standards for SPF, DKIM, and DMARC records to enhance email authentication.

4 **Relevancy:** Implement retention strategies to keep subscribers engaged and interested.

5 **Frequency:** Establish a consistent deployment schedule to manage sender volumes and avoid subscriber fatigue.

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Protect your primary IP by strategically targeting engaged segments instead of blasting a full email list. Prioritize deliverability and consider the long-term impact of your campaigns

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Attribution Analysis

According to Adobe, teams that effectively leverage attribution strategies are **twice as likely to increase their revenue** year-over-year compared to those that don't prioritize attribution.

Attribution Analysis

Marketing attribution is a data-driven approach to understanding campaign impact and revenue.

Attribution models include first touch, last touch, uniform attribution, and data-driven models that leverage machine learning to calculate touchpoint impact accurately.

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Setup your tracking. The #1 priority for attribution reporting is setting up the right tracking methods and measurements. Use this checklist to setup channel and campaign tracking

- ☑ Align & Setup Goal Tracking in a BI Tool
- ☑ Utilize UTM Parameters on All Links in All Channels
- ☑ Implement Tracking Codes & Pixels
- ☑ Integrate CRM with Core Marketing Channel Orchestration and Automation Tools
- ☑ Determine if your tools have any AI enabled predictive insights and turn those features on!

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