

Increase Engagement With Triggered and Transactional Emails

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Increase engagement through relevant targeted marketing communications driven directly by user behavior, profile or demographics — in real-time. Automating your emails is a great way to increase the success of your email marketing program, improve customer service and strengthen relationships. As compared to other email campaigns, automated event-triggered messages are the most effective at driving revenues because they are immediate.

These transactional messages enable additional touch points that provide further value to customers, additional revenue, and customer data for your company.

Automation is the core component of total engagement. Without dozens or hundreds of customer relationship managers to deal with your client base, there would never be enough time in a day to reach out to your audience as richly as total engagement requires. A robust automation software suite provides you with the tools to answer questions and follow up on actions with a level of detail that would otherwise be impossible.

Event-triggered messaging is a powerful engagement method that allows you to create, automate, and measure one-to-one email communications with your audience. Welcome messages, birthday clubs, event reminders, shopping cart abandonment notifications, shipping confirmation, and follow up emails, etc., can all be scheduled in advance and deployed at the appropriate time.

To increase relevance as you continue interacting with customers, supplement your broadcast email program with a selection of messages automatically triggered by demographic or preference matches or subscriber/customer behavior.

Despite its power, an automated campaign is only as smart as the plan created by its administrator. The selected triggers should be created according to a communications

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strategy that makes sense for the marketplace and the interests of the subscriber. Appropriate and timely behavior-based emails can improve relevance for the individual prospect or customer, increasing the probability of and potential revenue from a sale. This personalized approach puts you in sync with customers' needs and raises engagement.

Jupiter research found that behaviorally-targeted trigger email campaigns get 30% higher open and click-through rates and three times the conversion rates of broadcast email.

Transform your generic, plain-text transactional email into highly branded and personalized messages capable of driving incremental revenue through relevant cross- and up-sell offers. Filter subscribers based on triggers and actions, such as a particular event in time (i.e., a certain date), or behavior (e.g., click-through action) or purchase, and market to them specifically based on that behavior. The result is that an email response to the segment will automatically be sent when the trigger clause(s) are met; these email responses can contain changeable content or static content, sent to the recipient immediately or over a period of weeks, as soon as the event is "triggered" by the recipient. Once configured and automated, your email campaigns are executed without effort.

