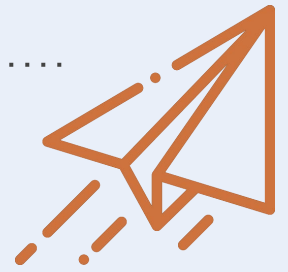


Jilt



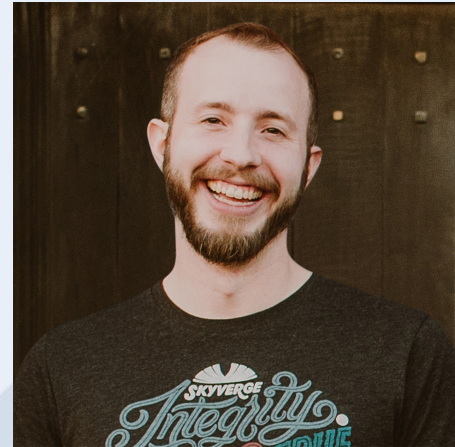
10x your email marketing
with **segmentation** and
personalization



Hello!

I'm Max Rice

CEO at Jilt & SkyVerge





What we'll learn today

- Why email marketing is a smart choice for your store
- The ways segmentation and personalization make email marketing campaigns more effective
- How to segment and personalize your marketing emails to drive more revenue

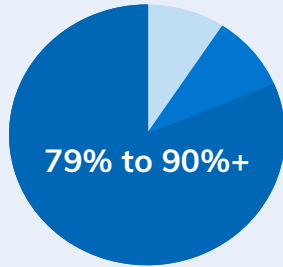
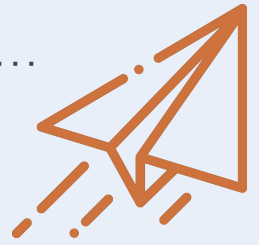
1

Why email marketing?

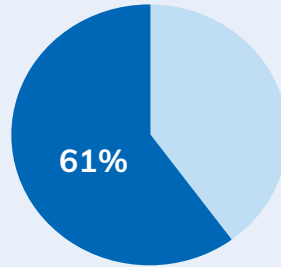
The background features a stylized, low-poly illustration of a mountain range. A large, yellow sun is partially obscured by a white cloud on the right side. The foreground is filled with a dense forest of green, triangular trees. The entire scene is set against a light blue sky with soft, white clouds. A dotted line border frames the central text area.

Called the “*only guaranteed delivery option the Internet has left*”

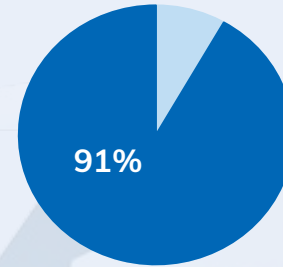
by the *Wall Street Journal*



Reach almost everyone you send to



#1 preferred contact method for customers



Subscribers want to hear from your brand

Email is the “*most effective form of marketing a business can use*”

according to OptinMonster



ROI is between

\$38-44

for every **\$1** spent

Acquires customers

40x

better than  

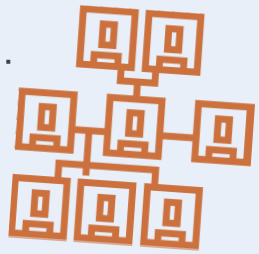
Email can be **automated**, **personalized**, **segmented**, carefully **measured**, and used for every **customer touchpoint**.

Segmentation

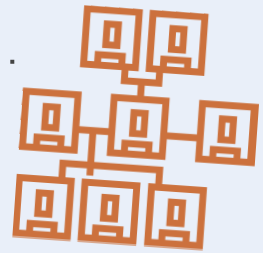


What is segmentation?

Definition: Segmentation is sending **targeted emails** to different **groups** of subscribers



Examples of segments



Send different welcome messages to **customers who spend > \$100**



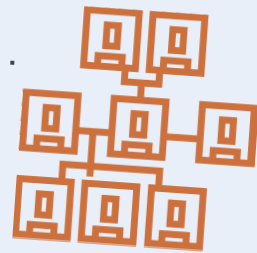
Send offers to customers in a **specific country or postcode**



Reward **VIP customers** who reach a lifetime spending threshold

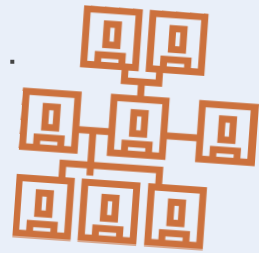


Win back customers who haven't **purchased in over 180 days**



*Segmentation is
personalization at scale*

Segmentation makes email more relevant and targeted to recipients



Segmented campaigns drive a **760% increase in revenue**



Get **101% more clicks**



Account for **58%** of email-driven revenue



Get **14.3% more opens**

i They also have **lower bounce rates, fewer abuse reports, and fewer unsubscribes** than non-segmented campaigns.

Segmentation Example #1

- Makes a **quick, solid case** for taking a staycation
- Segmented by **geographic location**
- A smart way for a business to use segmentation to **avoid seasonal slumps**

SUTENESS

CONSIDER A STAYCATION

PLAN A SUMMER STAYCATION

We get it, not every vacation can be great weather or cheap. Instead, why not turn a long weekend into a staycation? Book that walking tour or go on the local museum exhibit. But most of all, relax and enjoy a well-deserved break with your loved ones away from home chores.

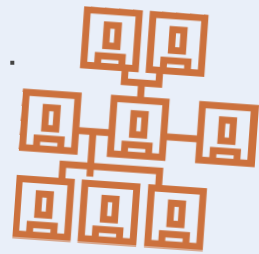
PLAN AHEAD & SAVE

STAYCATION SUITES FOR YOU

Standard Suite
Candlewood Suites - Temple Medical Center
2 GUESTS | 1 ROOM | **BOOK TODAY**

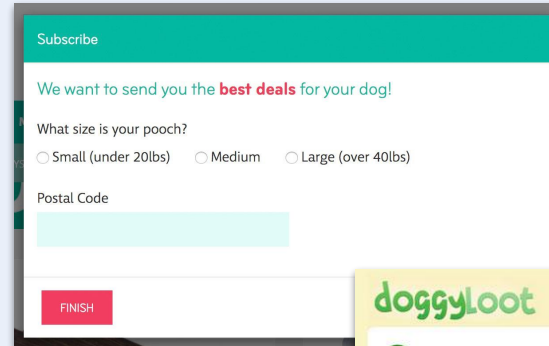
Suite, 1 Queen Bed, Non Smoking
Candlewood Suites - Temple Medical Center
2 GUESTS | 1 ROOM | **BOOK TODAY**

Studio Suite, 1 King Bed, Smoking
Candlewood Suites - Temple Medical Center
2 GUESTS | 1 ROOM | **BOOK TODAY**



Segmentation Example #2

- Asks two simple **segmentation questions** when a person subscribes
- **Targeted emails** are then sent based on the person's info



Subscribe

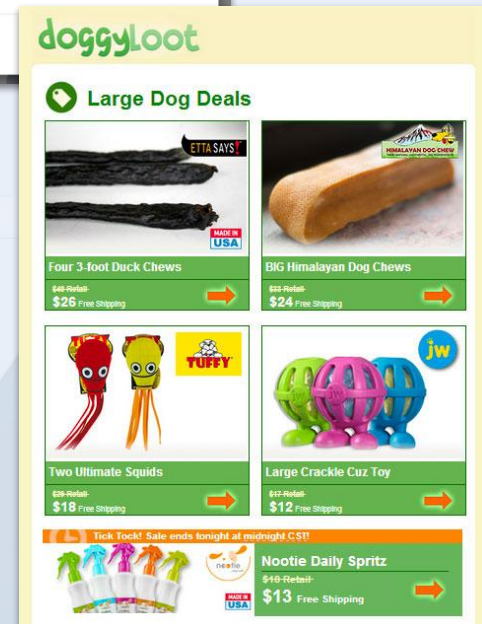
We want to send you the **best deals** for your dog!

What size is your pooch?

Small (under 20lbs) Medium Large (over 40lbs)






Postal Code

FINISH



doggyloot

👁 Large Dog Deals

 <p>ETTA SAYS MADE IN USA</p> <p>Four 3-foot Duck Chews</p> <p>449-Retail \$26 Free Shipping</p>	 <p>HIMALAYAN DOG CHEW</p> <p>BIG Himalayan Dog Chews</p> <p>422-Retail \$24 Free Shipping</p>
 <p>YUFFY</p> <p>Two Ultimate Squids</p> <p>678-Retail \$18 Free Shipping</p>	 <p>iw</p> <p>Large Crackle Cuz Toy</p> <p>612-Retail \$12 Free Shipping</p>
<p>Tick Tock! Sale ends tonight at midnight CST!</p>  <p>neat</p> <p>Nootie Daily Spritz</p> <p>540-Retail \$13 Free Shipping</p>	

Segmentation with Jilt

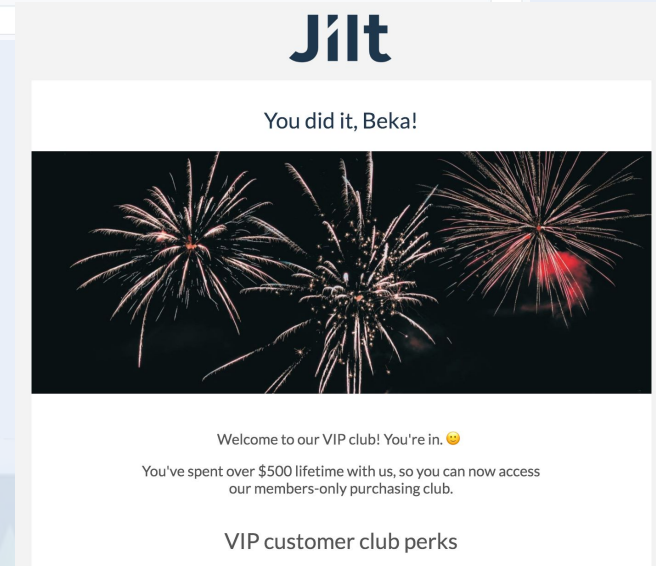
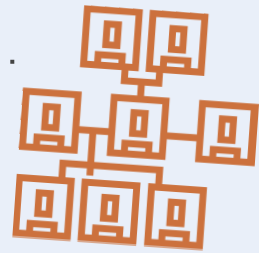
- Tracks **customer lifetime value** (total spend) automatically
- Send an email to your **top customers** to offer a discount or perks

1. Audience Done

[+ Add another rule](#)

☰ Contact tags includes any of VIP ▼ 💰 Total spent by contact greater than \$ 150 ▼

Will send to: ✕ ▼ 👤 3,148



Personalization





What is personalization?

Definition: **Personalization** is sending a **unique email** to a customer



*Personalization is more
than just **{{ FNAME }}***



Types of personalization



Trigger automations based on customer **shopping behavior**



Celebrate **birthdays** or the **anniversary** of a first purchase



Recommend **related products** based on previous purchases

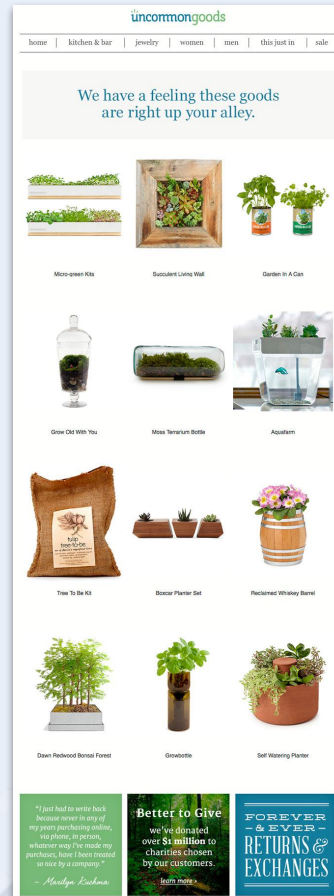


Personalization directly leads to an increase in revenue

- **71%** of customers feel **frustrated** when an eCommerce shopping experience feels **impersonal**
- Emails with a **personalized subject line and message** have a **click-through rate** almost **3,000%** higher
- Personalized emails have a **600%** increase in **transaction rates** and a median **ROI of 122%**

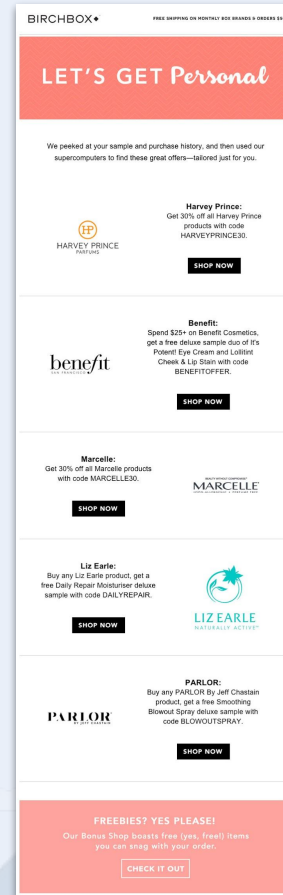
Personalization Example #1

- Personalized recommendations based on past purchases
- Only 39% of eCommerce retailers send personalized recommendations like this



Personalization Example #2

- Birchbox addresses the elephant in the room with personalization: How they got the info. They go for the **very honest, transparent approach**
- That lends **credibility** to the recommendations—that they really are right for you

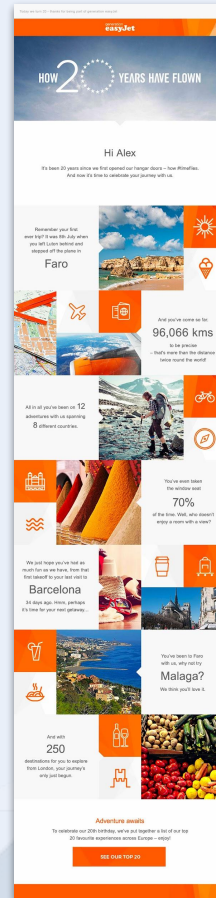


The screenshot shows a personalized email from Birchbox. At the top, it says "BIRCHBOX" and "FREE SHIPPING ON MOST! SEE BRANDS & ORDERS INFO!". Below that is a red banner with the text "LET'S GET Personal". The main body of the email contains a message: "We peeked at your sample and purchase history, and then used our supercomputers to find these great offers—tailored just for you." There are five personalized offers, each with a brand logo, a name, a description of the offer, and a "SHOP NOW" button. The offers are: 1. Harvey Prince: "Get 30% off all Harvey Prince products with code HARVEYPRINCE30." 2. Benefit: "Spend \$25+ on Benefit Cosmetics, get a free deluxe sample duo of it's Power! Eye Cream and Lulline Cheek & Lip Stain with code BENEFITOFFER." 3. Marcelle: "Get 30% off all Marcelle products with code MARCELLE30." 4. Liz Earle: "Buy any Liz Earle product, get a free Daily Repair Moisturiser deluxe sample with code DAILYREPAIR." 5. Parlor: "Buy any PARLOR By Jeff Chastain product, get a free Smoothing Blowout Spray deluxe sample with code BLOWOUTSPRAY." At the bottom, there is a red banner with the text "FREEBIES? YES PLEASE!" and "Our Bonus Shop boasts free (yes, free!) items you can snag with your order." and a "CHECK IT OUT" button.



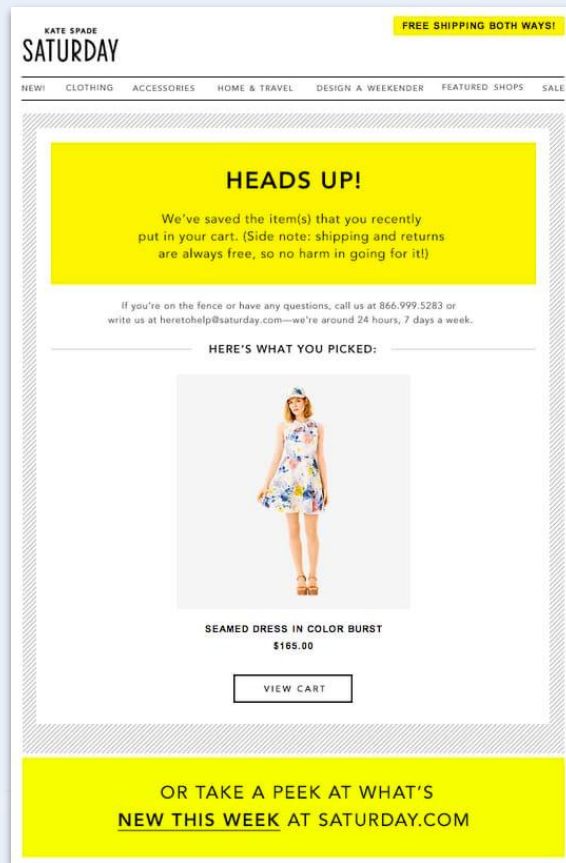
Personalization Example #3

- Uses **customer history** to tell a story
- The **personalized content** keeps a person reading and, in turn, inspires them to **continue to patronize** the company to build their stats even more



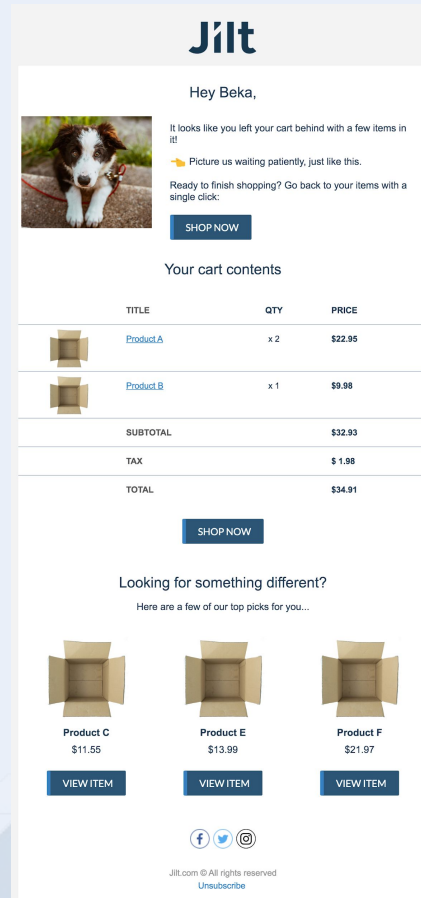
Personalization Example #4

- Personalization does not have to be very complex
- **Automations** can and should be personalized (here it's specific details of what this customer left in their cart)



Personalization with Jilt

- A simple example:
- Show the **cart contents** for relevance and remind the customer of what they were looking for
- Show **personalized recommendations** or related products to cross sell



Jilt

Hey Beka,



It looks like you left your cart behind with a few items in it!

👉 Picture us waiting patiently, just like this.

Ready to finish shopping? Go back to your items with a single click.


[SHOP NOW](#)

Your cart contents

TITLE	QTY	PRICE
 Product A	x 2	\$22.95
 Product B	x 1	\$9.98
SUBTOTAL		\$32.93
TAX		\$ 1.98
TOTAL		\$34.91


[SHOP NOW](#)

Looking for something different?
Here are a few of our top picks for you...




Product C
\$11.55

[VIEW ITEM](#)



Product E
\$13.99

[VIEW ITEM](#)



Product F
\$21.97

[VIEW ITEM](#)

[f](#) [t](#) [@](#)

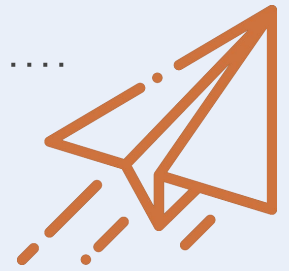
Jilt.com © All rights reserved
[Unsubscribe](#)



Conclusion



Segmentation and personalization make your emails more relevant, targeted, and effective



- Both lead to **higher open rates, click-through rates**—and **more revenue**
- While they sound **complex**, both are simpler to get started on than you'd think

Jilt

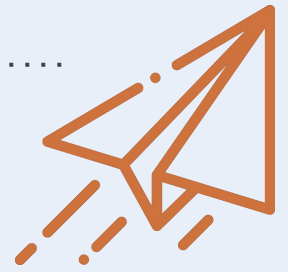
built for WooCommerce



- Jilt is an **all-in-one** email marketing platform specifically **designed for eCommerce stores**
- Set up **automated emails** and send **broadcasts** using **advanced segmentation** and **personalization rules**
- **Track** your performance with **analytics** that focus on everything eCommerce stores **need to know**



Jilt



As a WooSesh attendee, claim a
\$50 account credit
to get started with Jilt today!

Get the promo code at
[Jilt.com/woosesh](https://jilt.com/woosesh)