

SEGMENT FOR SUCCESS



What's Inside

The top reasons people unsubscribe from emails is because a business sends too many, content is irrelevant or they get too much email in general and yours did not make the cut.

Compared to other marketing channels email has higher click through rates and ROI. Even in this social era, email has higher conversion rates per session than social and search combined. It is a fact, email sells and 66% of consumers have made a purchase as a result of an email.

You need to create relevant and compelling content. Give the people content they want and watch your email marketing ROI go through the roof. In this guide you will learn:

- How to create custom fields in your lists
- How to filter your lists
- Segmenting basics
- Using email behaviour to segment
- Using website behaviour to segment
- Using purchase history data to segment

If you have any questions, speak to one of our support team or visit our [online resource centre](#).

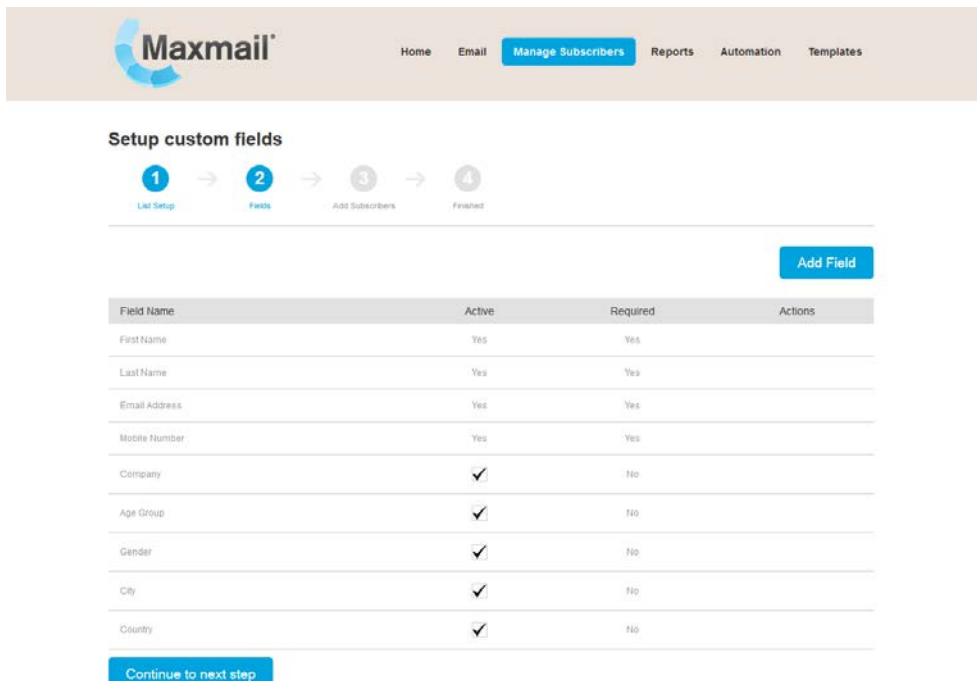
Let's get started.



Creating Custom Fields

You can **Create Custom Fields** that will allow you to easily segment your email lists based on subscriber preferences.

1. In the navigation menu click on the **Manage Subscribers** tab.
2. Click **Create New List** and enter the details for your new subscribers list. Continue to next step.
3. Setup your custom fields. To do this click **Add Field**.



Field Name	Active	Required	Actions
First Name	Yes	Yes	
Last Name	Yes	Yes	
Email Address	Yes	Yes	
Mobile Number	Yes	Yes	
Company	<input checked="" type="checkbox"/>	No	
Age Group	<input checked="" type="checkbox"/>	No	
Gender	<input checked="" type="checkbox"/>	No	
City	<input checked="" type="checkbox"/>	No	
Country	<input checked="" type="checkbox"/>	No	

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4. Fill in the details for your custom field. Custom fields can either be in the form of plain text, drop-down list of pre-defined options, date, check box or a paragraph.

Maxmail

Home Email **Manage Subscribers** Reports Automation Templates

Setup custom fields

1 List Setup → 2 Fields → 3 Add Subscribers → 4 Finished

Cancel

Create a new custom field

Type of field

Default Value:

Is this field mandatory?

Create Custom Field

5. Your custom field should now be added to the bottom of the existing fields we have created.

You have now completed your list setup. Your screen will look like this. Click **Build an HTML Form Now** and follow the instructions.



Your list setup is complete



Build an HTML form for your website



A great way to grow your database is to encourage people visiting your website to sign up to your mailing lists. You can generate an HTML subscription form that can be placed on any part of your website and as people fill out the form (in other words subscribe to your list) data will come directly into Maxmail, saving you the hassle of manually importing them at a later stage.

[Build an HTML form now](#)

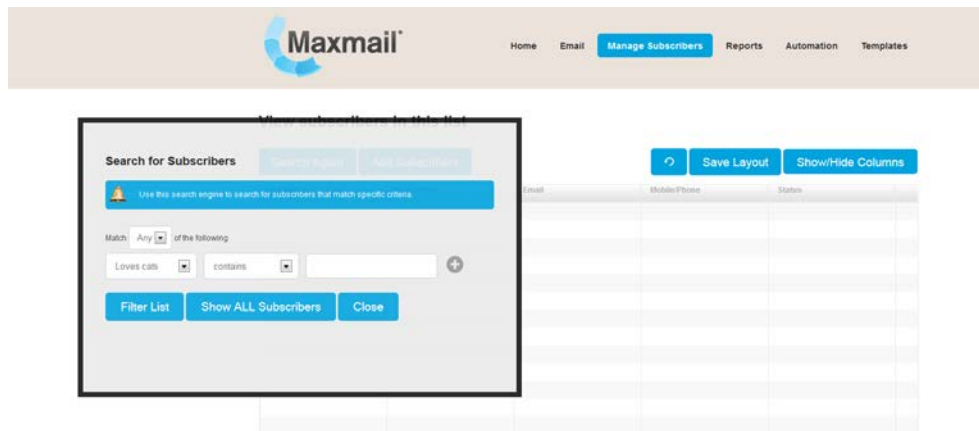
Your [HTML sign up form](#) will contain the custom fields you select as default. You will then be able to filter your subscriber lists based on these default custom fields and segment your email campaign content based on these criteria.

How to filter your subscriber lists

1. Navigate to **Manage Subscribers** from the top menu and select your list.
2. Select **View Subscribers**.
3. Using the drop down box, you can filter by criteria you selected as default in your list setup. To add more search criteria to filter your list, select the plus icon.

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Depending on the size of your list and the information you have on your subscribers, you can filter your subscribers by adding multiple search criteria.

For example we added the [custom field](#) 'loves cats' in our list setup. We can now search for subscribers who love cats and send them an email campaign containing cat content. This basic example shows you how you can use custom fields and filtering to segment your lists and provide your subscribers with more relevant content.



Segmenting Basics

It takes more than great design to make an amazing, high performing email campaign. Campaigns with email content that is relevant to the subscriber and fits their preferences get more opens, clicks and conversions.

Now you know how to create custom fields and filter your subscriber lists, let's look at how you can use this information.

Gender and age

Two of the most basic ways you can personalize email campaigns. Create email campaigns with relevant images and tone that appeal to each sex and age groups. The higher the relevance, the higher the response rate.

Location based

Knowing where your subscribers are is important both for brick-and-mortar and online stores. Say you are a brick-and-mortar store, you would not send an email to people outside of a certain geographical area if you had a sale. It would not be relevant to these subscribers. If you have an online store, sure you would, if you shipped to their location. Use location information to segment and avoid frustrating subscribers.

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Preferences

If your customers can create or manage their accounts online with you, then add additional fields to collect other relevant information. Create custom fields within your Maxmail subscriber lists and add this information to the subscriber profiles.

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Segmentation by Email Behaviour

Opens and clicks

From the **Reports** tab click on **Sent Campaigns**. Select the campaign you want to view the statistics. To view the subscribers who opened your emails or clicked on links in your emails, select opens and clicks from the left hand menu.

These subscribers are your engaged email audience and more likely to be brand loyalists or advocates. Do you have a referral program or loyalty program? Send emails to this segment of subscribers targeted towards encouraging loyalty and referrals and email forwarding and increase sales through digital word of mouth.

No mailing activity

Got subscribers who do not engage with your emails? Remove them from you list. Before you do, send them an email to confirm they still want to be on your list. Segment these subscribers and send a [double opt in campaign](#). Inactive subscribers negatively affect your email campaign statistics. By removing these subscribers, your open and click rates will improve.

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Segmentation by Website Behaviour

Products searched

Most customers don't purchase on the first visit to your website. They do browse. Use information such as products searched and viewed on your website to provide product recommendations and targeted offers.

If you are in B2B, use information such as page views, content accessed and downloaded to gain insight into the types of business solutions your potential customers are looking for.

Cart abandonment

The average online shopping cart abandonment rate is 67.45%. Recover your carts of money. Send segmented emails to customers who have abandoned their carts or baskets. These segmented emails need to be sent almost immediately after the cart is abandoned.

Use this email as an opportunity to remind the customer they have items in a cart. Let them know of the shipping rates (or free shipping if you offer it). If they can check out as a guest and not have to create a profile, tell them this.

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Segmentation by Purchase History

Purchases made

Increase your sales by using customer purchase history to create emails with content based on previous purchases. Provide product recommendations.

Send emails with new arrivals of things you think they will like based on purchase history? Let them know when the stuff they like goes on sale, more of it comes in (if it was sold out)

Purchase frequency

Do some of your customers purchase particular items? Email customers new arrivals or sales notifications on products they purchase or recommend products to them to increase purchase frequency.

If you have a loyalty program, reward frequent shoppers with an invitation to join your loyalty program (if they have not joined yet).

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Time of last purchase

Got some customers who have not spent with you in a while? Get them back.

Set up an auto responder email to send to customers who have not made any purchases in the last

Shipping habits

Do your customers ship to themselves (self-purchase) or to other addresses (gift giving)? Do they ship to themselves but use your gift wrapping service? (if you have such a service).

If so, target shipping or additional services such as gift wrapping and or upsells that would appeal to these customer segments.

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Start Segmenting Now

Now you know what segmentation is and how to segment, give it a go. View your subscribers by selecting the **Manage Subscribers** tab from the top menu.

Start off with simple segmentation, work with what information you have. If you have information from a customer database create **custom fields** in your lists and add this information so you can create more segments. After each email campaign, measure the effectiveness of your segmenting by viewing your email campaign statistics.

Login to your account to get started. Still unsure? Contact us and we'll get you segmenting in no time.

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