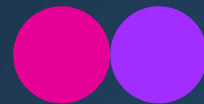


Mastering Email Communication

through Database Management and Conversion Strategies





This three-part guide provides an in-depth look at Everlytic's powerful features and best practices for database management and email marketing.

Use it to help you create campaigns that drive engagement, improve customer retention, and optimise revenue by leveraging our advanced platform tools.

What's in the Guide?

Part 1 Make Database Management Your Secret Weapon

1. The Essentials of Database Management
2. Grow Your Database While Retaining Customers
3. Compliance and Easy Unsubscribe Options

Part 2 Segment and Personalise to Perform Well

4. Segment Your Campaigns for Better Personalisation
5. Personalise for Good Performance
6. Use Dynamic Content to Wow Customers

Part 3 Features to Help You Create Noteworthy Email Campaigns

7. Automation
8. A/B Split Testing
9. Landing Pages
10. Design and Interactive Elements

Make Database Management Your Secret Weapon

1 The Essentials of Database Management

A well-maintained database ensures that your communication reaches the right audience and enhances the overall customer experience. It also enables data-driven decisions that can significantly improve engagement and revenue.

How Effective Database Management Benefits Your Business

Boosts Deliverability

Keeping your database clean and updated minimises bounce rates, prevents spam complaints, and improves your sender reputation, ensuring your emails land in the right inboxes.

Builds Trust

By maintaining accurate and up-to-date subscriber information, you can personalise communication and create a trusted relationship with your audience, enhancing loyalty and retention.

Ensures Compliance

Staying compliant with regulations (like POPIA and GDPR) is easier with effective database management. Opt-in methods and transparent opt-out processes help you avoid legal issues and maintain a good sender reputation.

Best Practices and Examples for Effective Database Management

Implement Double Opt-In Methods

Adopt double opt-in processes to verify subscribers and confirm their email addresses. This means you capture only genuine email addresses to improve sender reputation and compliance with anti-spam regulations.

Double opt-in also reduces the chances of fake or spammy addresses entering your database and potentially harming your deliverability and sender score.

Building Your Database | Opt-In Methods

Make Sure You Get Real Emails | Use Double Opt-In Forms

Single Opt-In



Visitor submits their email via a campaign



They get subscribed to your email marketing list

Double Opt-In



Visitor submits their email via a campaign



An email containing an opt-in link is sent to the visitor



If they don't click the link, they are marked as Not Mailable and won't receive your emails



If they click the link, they get subscribed to your email marketing list



Segment Your Database

Segment your database based on various criteria like demographics, behaviour, and purchase history, so you can tailor your messages to specific groups for more effective communication.

Maintain Database Hygiene

Schedule regular clean-ups of your email list to remove inactive or invalid addresses. This ensures your database remains healthy, improving both engagement rates and email deliverability.

Implement re-engagement campaigns for subscribers who haven't interacted with your content in a while. If they remain inactive, it's best to remove them to maintain a clean and active list. Launch campaigns targeted at subscribers who haven't engaged in a set period (e.g., 90 days) with messages like, "We miss you!" or special offers to encourage them to re-engage. If they remain inactive, you can confidently clean them from your list, ensuring your database remains healthy.

Use features like Everlytic's SMS-on-Bounced to reach out to contacts whose emails bounced, allowing them to update their information and helping you retain valuable subscribers. The feature sends an SMS notification to contacts whose emails bounce, prompting them to provide an updated email address. It's an effective way to retain subscribers and keep your database clean.

2

Grow Your Database While Retaining Customers

A strong and engaged database is the foundation of successful digital marketing. By using effective strategies for building and maintaining your database, you can ensure high levels of engagement, compliance, and customer retention.

How Growing Your Database Benefits Your Business

Increased Reach and Engagement

By growing your database, you expand the number of potential customers you can reach with your campaigns, increasing overall engagement and brand awareness. A larger database provides more opportunities to communicate and engage with a variety of segments, ensuring your messages resonate with the right audience.

Improved Customer Loyalty and Retention

Regularly engaging with your audience through personalised content and offers fosters a stronger connection, building loyalty over time. A focus on retention helps you keep existing customers, which is often more cost-effective than acquiring new ones.

Enhanced Campaign Effectiveness

A growing and active database allows for more robust segmentation, enabling you to create highly targeted campaigns that speak directly to each group's preferences and needs. By retaining and understanding your audience, you gain valuable insights that can be used to fine-tune your marketing strategies for greater impact.

Building Your Database

There are several ways to build your database:



Subscription Forms

Subscription forms are the standard way of capturing subscribers to your email list.

Use a short, enticing call-to-action (or even a discount on their first purchase) to encourage them to subscribe.

Tip

Gather the most important info you need upfront (like name and email address) and keep the form as short as possible. This increases the chances of people completing it.



Website Pop-Ups

You've seen them before - they pop up on websites, encourage people to subscribe, download, or cash in on a special deal. These can be very effective at getting website visitors' attention, so use them wisely.

Tip

Be careful not to overuse them, as too many can feel spammy to visitors - and that's the last thing you want them to feel.



Competitions

Competitions with the right opt-in agreements and managed expectations are a great way to grow your database.

Tip

Run the campaigns on your website, across your social channels, and even as Google banners, to get it rolling fast.

Best Practices and Examples

for Database Growth and Retention

Welcome Emails

Send personalised welcome emails immediately after a user signs up. These emails should set clear expectations, provide useful information about what they can expect from your brand, and encourage initial engagement.

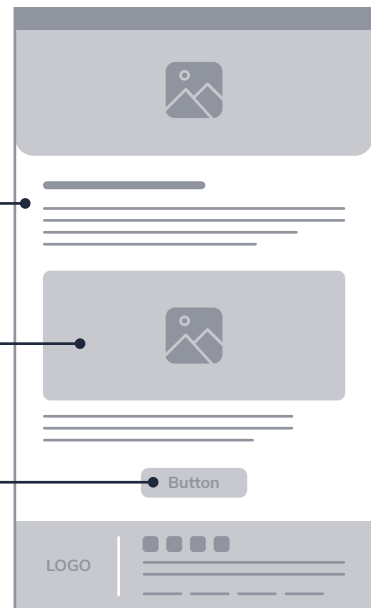
Use dynamic elements in the welcome email, such as personalised product recommendations or a special welcome discount, to create a memorable first impression.

Welcome Subscribers to Your Brand

Personalised email to welcome subscribers onboard and highlight useful information to start exploring the brand

What's in a Welcome Email?

- 1 A Welcome Message**
Share who you are as a company, what you stand for, how they made it onto your database, and explain what they can expect from you in the future.
- 2 Enticing Images**
Strong, high-quality images, icons, and a clean uncluttered design are like body language. They give people a sense of who you are and what you're saying without words.
- 3 One Call-to-Action**
As you've just met this contact, it's better not to overburden them with options or demands. Emails with a single powerful call-to-action many even boost click-through rates.



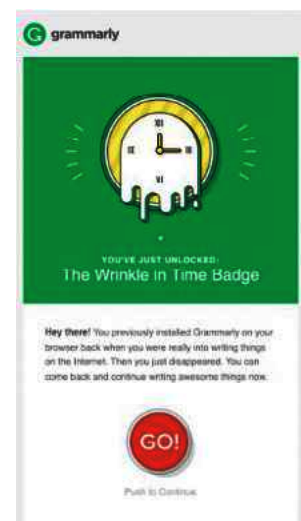
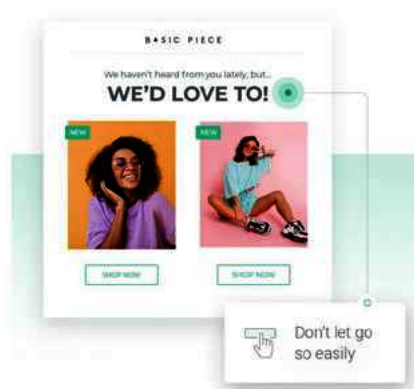
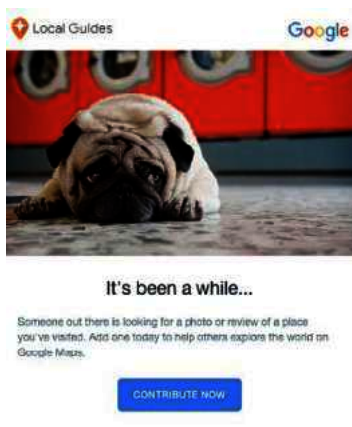
Re-Engagement Campaigns

Identify inactive subscribers and reach out with compelling offers or personalised content to re-engage them. This could include exclusive discounts, personalised recommendations based on their past interactions, or a survey to understand their preferences better.

Automate these campaigns to trigger after a certain period of inactivity (e.g., 60 or 90 days), ensuring timely and consistent outreach.

Run a Re-Engagement Campaign

Try and retain disengaged or inactive contacts - "Still want to hear from us?"



Sunseting Policies

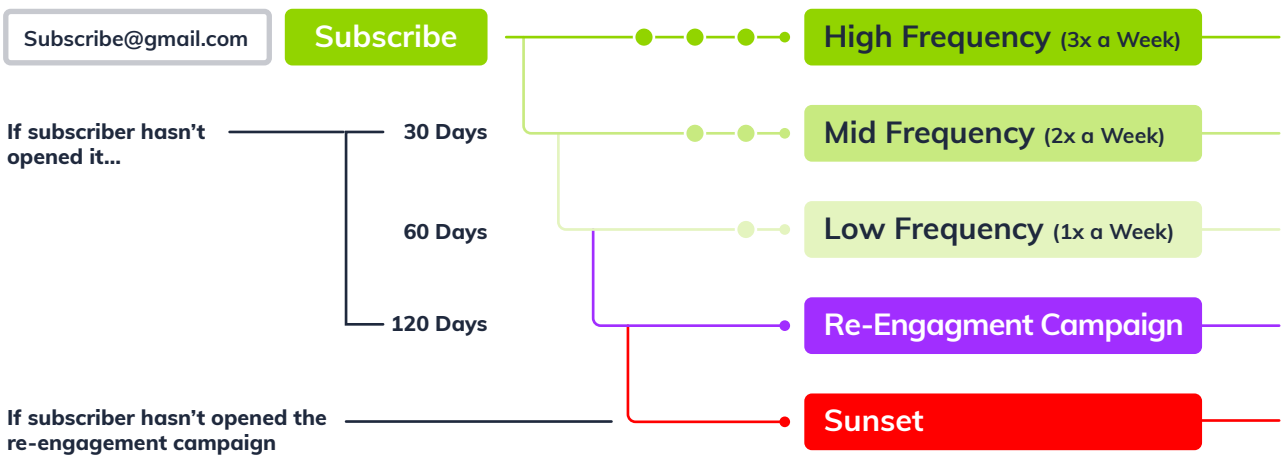
Implement a sunseting policy for contacts who remain unresponsive despite re-engagement efforts. Removing inactive or unengaged contacts from your database keeps it clean and active, improving deliverability rates and ensuring compliance with data regulations.

Set clear criteria for when to remove contacts, such as those who haven't opened an email in the last six months. Inform users before removing them, giving them a final opportunity to stay on your list.

Practice "Sunsetting" | Let Go of Unengaged Contacts

Keep your lists clean from subscribers who don't engage for more than 120 days

All subscribers start here



3

Ensure Compliance and Easy Unsubscribe Options

Providing clear opt-in and opt-out options helps you stay compliant with laws like the Protection of Personal Information Act (POPIA), and other anti-spam regulations. By making it easy for subscribers to opt out of communications, you demonstrate respect for their preferences and contribute to the overall health of your email list.

How Being Compliant and Offering Easy Unsubscribe Benefits Your Business

Boosts Trust

Clear and transparent subscription management shows that your brand respects the privacy and preferences of its audience, building trust and encouraging engagement.

Ensures Higher Deliverability

Compliance with regulations helps maintain a positive sender reputation, improving deliverability rates and reducing the risk of your emails being marked as spam.

Reduces Unsubscribes and Complaints

By providing subscribers with the ability to easily manage their communication preferences, you can reduce the likelihood of unsubscribes or complaints due to irrelevant or excessive emails.

Best Practices and Examples for Compliance and Unsubscribe Options

Include an Easy-to-Find, Clear and Visible Unsubscribe Button

Ensure that every email you send contains a clearly visible unsubscribe link, typically placed at the bottom of the email. This helps subscribers easily opt out if they choose, reducing complaints and maintaining compliance.

Don't forget the double-opt in process for new subscribers to confirm their subscription. This method verifies the user's email and intent, preventing spam complaints and ensuring your list is made up of genuinely interested recipients.

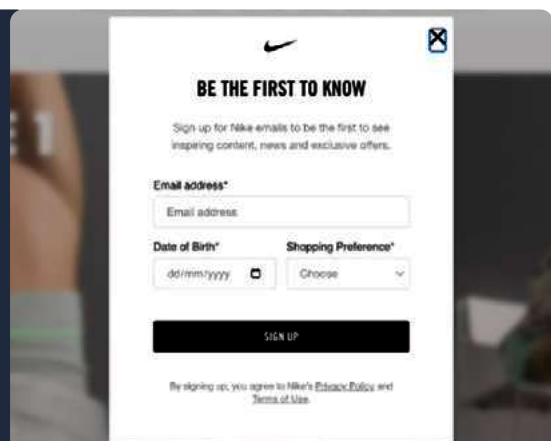
Create a Preference Centre

Offer subscribers a preference centre where they can manage their communication options, such as the type of emails they receive and their frequency. Providing options empowers subscribers to tailor their experience rather than opting out entirely.

Let Subscribers Choose Content Preferences

Allow users to choose the content they want to receive while completing your subscription form

- Collect data
- Better and higher quality leads
- Maximise the potential of your digital marketing campaigns
- Data can be used as part of your personalisation strategy
- Content personalisation that connects



The image shows a mobile sign-up form for Nike. At the top, it says "BE THE FIRST TO KNOW" and "Sign up for Nike emails to be the first to see inspiring content, news and exclusive offers." Below this are fields for "Email address*", "Date of Birth*" (with a date picker), and "Shipping Preference*" (with a dropdown menu). A "SIGN UP" button is at the bottom. At the very bottom, there is a small text line: "By signing up, you agree to Nike's Privacy Policy and Terms of Use."

Regularly Clean Your Email List

Maintain compliance by regularly removing inactive subscribers and bounced emails. This practice helps you keep your list clean and compliant, improving deliverability and reducing the risk of being flagged as spam.

Part 2

Segment and Personalise to Perform Well



4

Segment Your Campaigns for Better Personalisation

Segmenting your audience is a powerful strategy that allows you to deliver targeted and personalised messages based on specific characteristics such as demographics, behaviour, and interests. By dividing your audience into smaller, more relevant groups, you can craft communication that resonate with each segment, leading to higher engagement and conversions.

How Segmenting Your Campaigns Benefits Your Business

Higher Conversion Rates

By targeting messages to the specific needs and preferences of each segment, you increase the likelihood that recipients will take action, resulting in better conversion rates.

Improved Relevance

When messages are relevant to the recipient's interests or stage in the customer journey, they are more likely to engage, reducing unsubscribe rates and improving overall email performance.

Enhanced Data Insights

Segmenting your audience provides deeper insights into customer behaviour and preferences, allowing you to refine your marketing strategies and further optimise future campaigns.

Use Filters and Tags

Use demographic filters like age, location, or gender to target specific groups with relevant content. Apply behavioural tags such as purchase history, website activity, or email interactions to target customers based on their recent actions or past behaviour. This allows for timely, action-oriented campaigns like abandoned cart reminders.

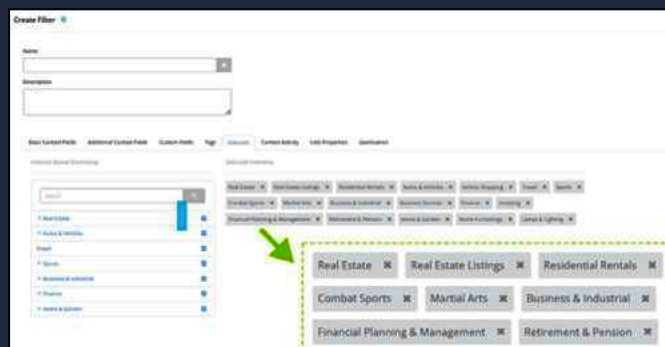
Leverage Interest-Based Segmentation

Gather data on subscriber interests (e.g., product preferences) through sign-up forms, surveys, or tracking past purchases. Use this data to segment your audience and tailor messages that highlight products or content that match their interests.

Master Segmentation | Interest-Based Tags

Automated feature to collect data on interests!

- Collect data using AI
- Content categorisation
- Contact engagement within emails and tag contact in your data / lists
- Use this data to filter your contacts and lists based on interests
- Tagging is dynamic and quick



Create Personas

Build customer personas based on shared characteristics like lifestyle, job role, or purchase patterns. Tailor content to address the specific needs and pain points of each persona, enhancing message relevance and boosting engagement.

5

Personalise for Good Performance

Personalisation goes beyond simply addressing a recipient by name. By integrating user data such as purchase history, engagement levels, and preferences, you can create a highly tailored and relevant experience for each subscriber. This deeper level of personalisation fosters stronger connections, drives engagement, and enhances customer loyalty.

How Personalisation Benefits Your Business

Increases Open and Click Rates

Personalised emails capture attention and resonate with recipients, resulting in higher open and click-through rates.

Builds Stronger Connections

By offering content and offers that align with the subscriber's behaviour and preferences, personalisation strengthens the relationship between your brand and the audience.

Boosts Conversion Rates

Personalised campaigns are more effective at driving specific actions, such as making a purchase, signing up for an event, or engaging with exclusive content.

Best Practices and Examples for Better Personalisation

Collect and Organise Data Effectively

Gather relevant data at every touchpoint, including during the sign-up process, through surveys, or from user interactions on your website. Organise this data into segments that can be used for targeted campaigns, such as interest categories or recent purchase history.

Use Behavioural Data for Targeted Messaging

Monitor user behaviour, like which products they browse or how frequently they engage with your emails. Use this data to send targeted follow-ups, such as product recommendations based on their browsing history or reminders about items left in their cart.

Leverage Event-Based Personalisation

Personalise communication based on specific dates or milestones, such as birthdays, anniversaries, or the date they joined your mailing list. Event-based emails show your brand's attention to detail and create opportunities for engagement.

Automate Personalised Campaigns

Use automation tools to deliver personalised messages at scale. Automate birthday greetings, cart abandonment reminders, and product recommendations based on previous purchases. Automation ensures consistency and saves time.

Test and Optimise Personalisation Techniques

Regularly test different types of personalisation, such as the use of recipient names in subject lines, dynamic content blocks, or personalised CTAs, to see what resonates best with your audience. Use A/B testing to identify which strategies deliver the best results.

6

Use Dynamic Content to Wow Your Customers

Dynamic content allows you to personalise and tailor sections of your emails based on the recipient's data, all within a single email template. This approach ensures that the right message reaches the right audience efficiently, creating a highly engaging experience that feels individualised for each recipient.

How Dynamic Content Benefits Your Business

Time Efficiency

Instead of creating multiple email templates for different audience segments, you can build one email that automatically changes based on recipient data, saving both time and resources.

Maximises Engagement

By displaying content relevant to the recipient's interests or behaviour, dynamic content increases engagement rates, as subscribers are more likely to interact with messages that match their needs and preferences.

Improves Conversion Rates

When the content aligns perfectly with the recipient's profile, such as showing recommended products or exclusive offers, it can significantly increase the likelihood of conversions.

Best Practices and Examples

for Using Dynamic Content

Collect and Use Rich Data

Gather comprehensive data about your subscribers, including their purchase history, browsing behaviour, and preferences. The more data you collect, the more effectively you can personalise your dynamic content.

Use sign-up forms, surveys, and website tracking to collect data points like interests, location, and demographics, which you can then use to segment your audience and create relevant content.

Implement Conditional Logic

Use "if-then" conditions within your email template to show or hide content blocks based on recipient data. For example, display a discount code only to subscribers who haven't purchased in the last three months, or highlight products similar to the ones a recipient has viewed before.

Personalise Beyond Text

Extend personalisation to visuals, such as images and calls-to-action (CTAs). For instance, display images of relevant products or services based on the recipient's previous interactions, or adjust CTAs to reflect different actions (e.g., "Re-order now" for past purchasers vs. "Shop New Arrivals" for new subscribers).

Test and Optimise

Test different variations of dynamic content elements like headlines, product images, and CTAs to see which combinations yield the best engagement. Use A/B testing to optimise these elements based on real performance data.

Create Dynamic Newsletters

If your brand offers multiple categories of products or services, use dynamic content to build a single newsletter template that shows different content blocks to each subscriber based on their preferences or past behaviour. This approach provides a personalised experience while minimising the workload.

Part 3

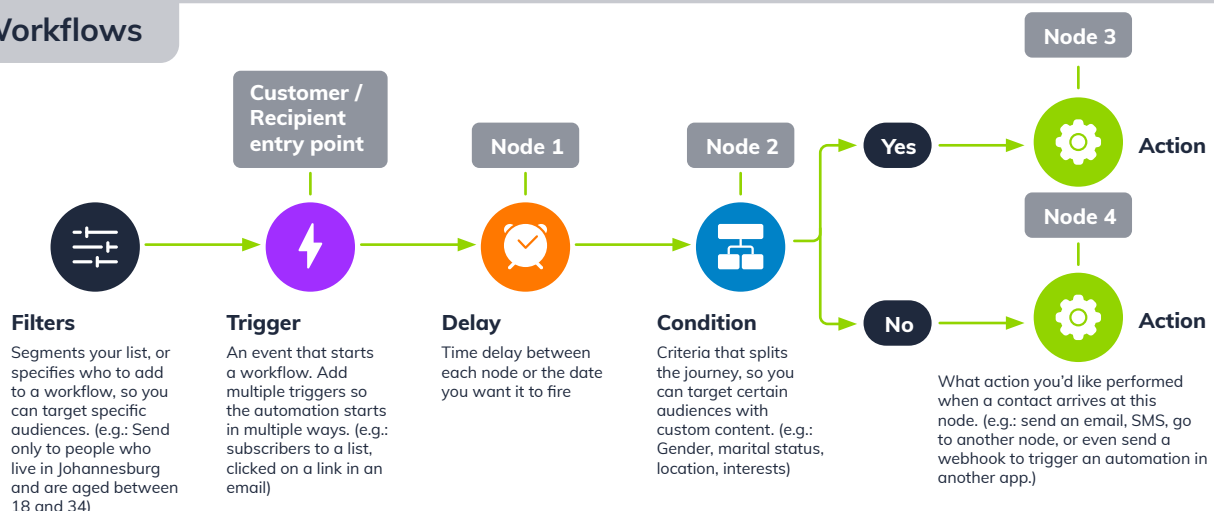
Features to Help You Create Noteworthy Email Campaigns

7

Automation: Workflows and Triggers

Automation through workflows and triggers allows you to set up sequences that respond to user actions without requiring manual intervention. By automating these processes, you can create more efficient, consistent, and personalised customer journeys that boost engagement and lead to higher conversions.

Workflows



How Automation Benefits Your Business

Timely Communication

Automated workflows ensure that users receive the right message at the right time, enhancing their experience and keeping them engaged with your brand throughout their journey.

Efficiency

Automation saves time by managing repetitive tasks, such as sending welcome emails or follow-ups, allowing your team to focus on more strategic initiatives.

Consistency

Automated triggers provide a consistent user experience by ensuring that every subscriber follows a predefined path, regardless of when or how they interact with your content.

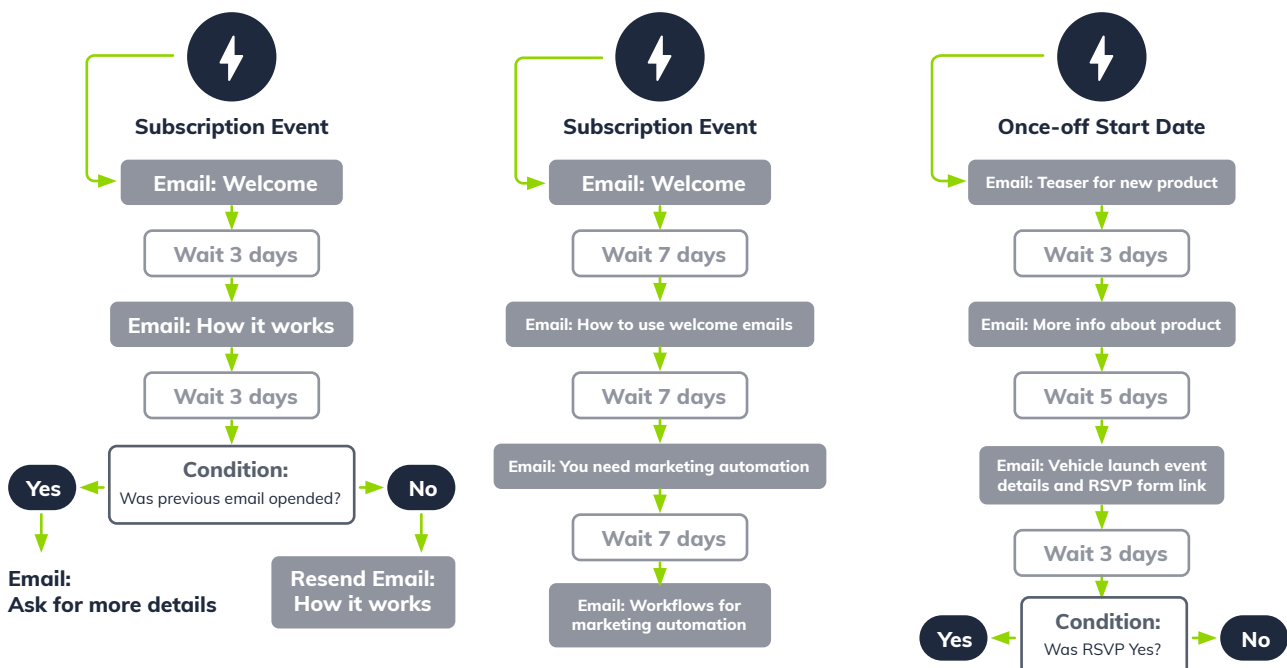
Best Practices and Examples for Using Automation, Workflows and Triggers

Set Up Welcome Sequences

Automate a series of emails to welcome new subscribers, introduce your brand, and guide them through their first steps. This sequence could include a thank-you email, a product introduction, and a follow-up with a special offer.

Automation

Send emails that are relevant, timely and that comes from a person.



Use Behavioural Triggers

Implement triggers based on user behaviour, such as when a customer abandons a cart or clicks on a product link but doesn't purchase. Automate a sequence that sends a reminder or offers a discount to encourage conversion.

Design Re-Engagement Campaigns

Create workflows to re-engage inactive subscribers. For example, if a user hasn't opened your emails for a few months, send an automated message with a special offer or ask if they would like to update their preferences.

Map Out Customer Journeys

Plan and automate different stages of the customer journey, from awareness to conversion. Use workflows to guide users through these stages, providing relevant content and offers based on their interactions and behaviour.

8

A/B Split Testing

A/B split testing is a method of experimenting with different versions of your email campaigns to determine which elements drive the most engagement and conversions. By testing variations like subject lines, call-to-action (CTAs), imagery, and personalisation, you can make data-driven decisions that optimise campaign performance.

How A/B Split Testing Benefits Your Business

Data-Driven Insights

Gain valuable insights into what resonates with your audience. By analysing performance data from different variations, you can refine your strategies based on actual subscriber behaviour rather than assumptions.

Improves Campaign Performance

Continuously optimising email elements based on testing results helps you achieve higher open rates, click-through rates, and conversion rates over time.

Reduces Risk

A/B testing allows you to test changes on a smaller portion of your audience before rolling out the winning variation to the rest, minimising potential negative impacts.

Best Practices and Examples

for A/B Split Testing

Test One Element at a Time

Focus on testing a single variable at a time (e.g., subject line or CTA) to accurately measure its impact on performance. Testing multiple variables simultaneously can make it difficult to determine which one influenced the results.

Define Success Metrics

Establish clear metrics for success before conducting a test, such as open rates, click-through rates, or conversion rates. These metrics help you determine the effectiveness of each variation.

Segment Your Audience

Split your audience evenly and randomly to ensure that the test results are unbiased. Make sure the sample size is large enough for statistical significance.

Use A/B Testing Tools

Leverage tools like Everlytic's A/B testing feature to automate the process of dividing your audience, sending variations, and analysing results. Automation helps streamline testing and ensures accurate measurements.

Analyse Results and Iterate

Once a test is complete, review the data and identify which variation performed better. Implement the winning element and continue testing other aspects of your email campaigns to maintain consistent improvement.

A/B Split Testing

Things You Can Test:

Subject Lines and Inbox Preview Text

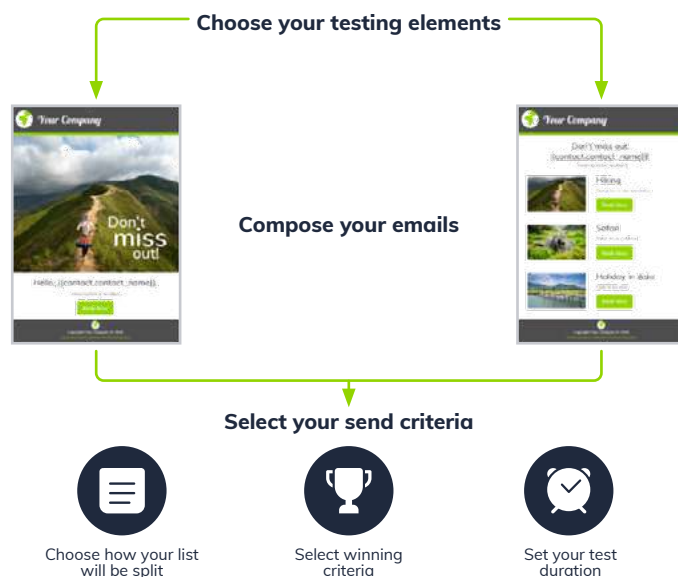
- Length
- Word order
- Personalisation
- Emojis

Content

- Personalisation
- CTA button location and colour
- Header image / article
- Order of articles
- Length of copy / email
- Button versus text

From Details

- No-reply versus newsletter@ or marketing@



9

Landing Pages

Landing pages are standalone web pages designed specifically for a marketing campaign or promotion. Their primary focus is on lead capture and conversions, guiding visitors toward a single, clear CTA. By eliminating distractions and keeping the user journey simple, landing pages effectively drive specific actions, such as event registrations or product purchases.

How Landing Pages Benefit Your Business

Simplifies the User Journey

A focused, distraction-free design ensures that visitors are directed toward a single action, improving the likelihood of conversion.

Optimised for Mobile Users

Landing pages designed with mobile users in mind provide a seamless experience across all devices, capturing leads or driving sales even when users are on the go.

Increases Conversion Rates

With clear CTAs and tailored content, landing pages are highly effective at converting traffic into leads, sign-ups, or sales.

Best Practices and Examples

for Creating Landing Pages

Use Clear and Compelling CTAs

Ensure your CTA stands out visually and is placed prominently on the page. Use action-oriented language (e.g., “Get Your Free Guide” or “Sign Up Now”) to motivate visitors to take the desired action.

Keep the Design Simple

Minimise distractions by focusing the design on the main message and CTA. Avoid excessive text and use bullet points or short paragraphs to convey key information clearly.

Optimise for Mobile Devices

Design responsive landing pages that load quickly and display correctly on mobile devices. Mobile optimisation ensures that users have a seamless experience, regardless of the device they’re using.

Include Trust Elements

Add testimonials, security badges, or logos of trusted partners to build credibility and reassure visitors that their information will be safe. Trust elements increase the likelihood of conversions, especially for new visitors.

A/B Test Landing Page Variations

Experiment with different headlines, CTAs, or layouts to see which version performs best. Continuous testing and optimisation help you refine your landing pages for higher conversion rates.

Design and interactivity are crucial for creating visually appealing emails that capture attention and drive engagement. By using clear layouts, contrasting colours, and interactive features, you can enhance the user experience and encourage subscribers to take action. A well-designed email not only looks professional but also improves the overall effectiveness of your campaigns.

How Effective Design and Interactivity Benefits Your Business

Enhances User Experience

A clean and visually appealing design ensures that your emails are easy to read and navigate, making the information accessible and engaging for recipients.

Increases Engagement

Interactive elements like rotating banners, animated GIFs, or clickable menus create an engaging experience, encouraging subscribers to interact with your content.

Boosts Conversion Rates

By guiding subscribers through a well-designed email with clear CTAs and engaging visuals, you increase the likelihood of clicks and conversions.

Best Practices and Examples

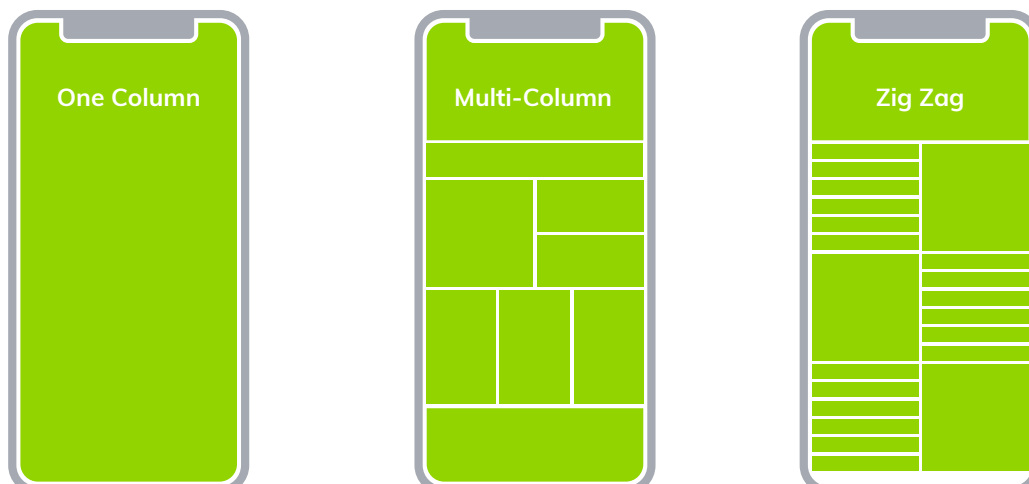
for Design and Interactive Elements

Maintain a Balanced Text-to-Image Ratio

Aim for a 60/40 text-to-image ratio to ensure emails are both visually appealing and readable. This balance helps avoid issues with images not loading properly and keeps your message accessible.

Design Matters

Create Visually Engaging Emails for Better User Experience



Use Contrasting Colours for CTAs

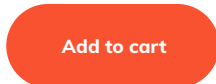
Make your CTA buttons stand out by using colours that contrast with the background. This draws attention to the action you want the subscriber to take, increasing the chances of clicks.

Master the Art of a Clear Call To Action (CTA)

Guide Your Audience toward Desired Actions



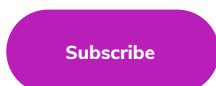
Red: High energy colour / Creates urgency



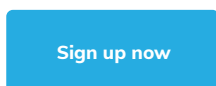
Orange: Confident and aggressive / High energy colour



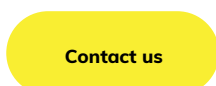
Green: Representative of wealth, nature and healing



Purple: Associated with royalty and luxury



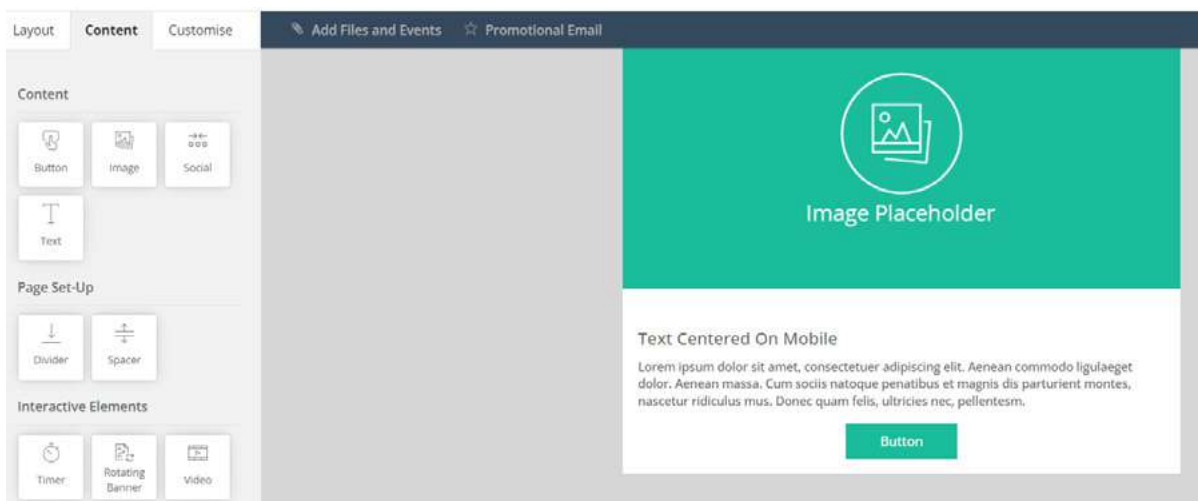
Blue: Trustworthy / Associated with peace



Yellow: Characterised by warmth, friendliness, and optimism

Master the Art of a Clear Call To Action (CTA)

Guide Your Audience toward Desired Actions

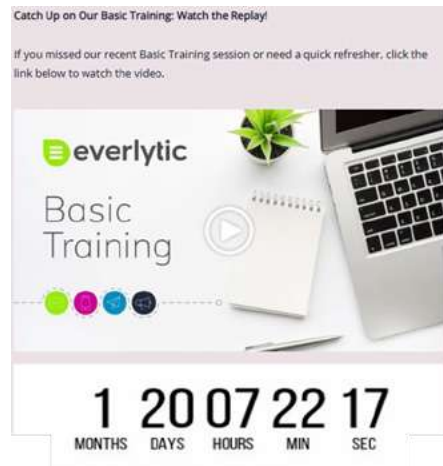
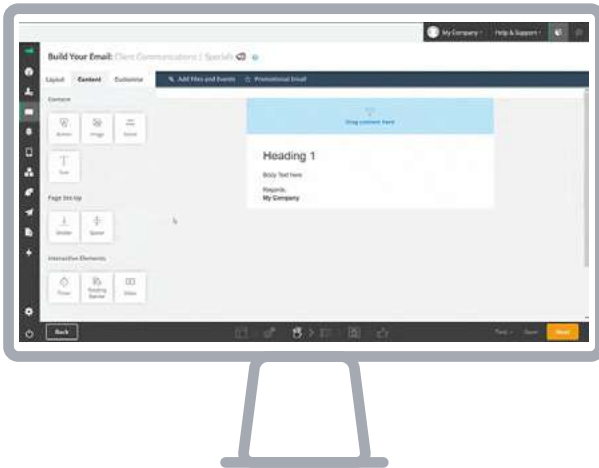


Incorporate Interactive Features

Add elements like rotating banners, image carousels, and hover effects to engage subscribers and highlight multiple products or services in a single email.

Boost Engagement with Interactive Elements

Captivate Your Audience



Optimise for Mobile Devices


Ensure your emails are responsive and look great on mobile devices. Test different screen sizes and formats to verify that your layout, images, and CTAs display correctly on all devices.


Use White Space

Avoid clutter by using white space effectively. This helps to separate sections and make the content easier to read, providing a clean and professional appearance.

By implementing Everlytic's advanced features and best practices, you can create highly effective and personalised campaigns that maximise engagement and conversions.

For additional assistance or to get a demo of the Everlytic product, please contact our Sales Team.

 Sales@everlytic.com

 **everlytic**
Smart Communication Software