

Boost the Success of Promotional Campaigns

7 Tips for Mastering Omni-Channel Relevance

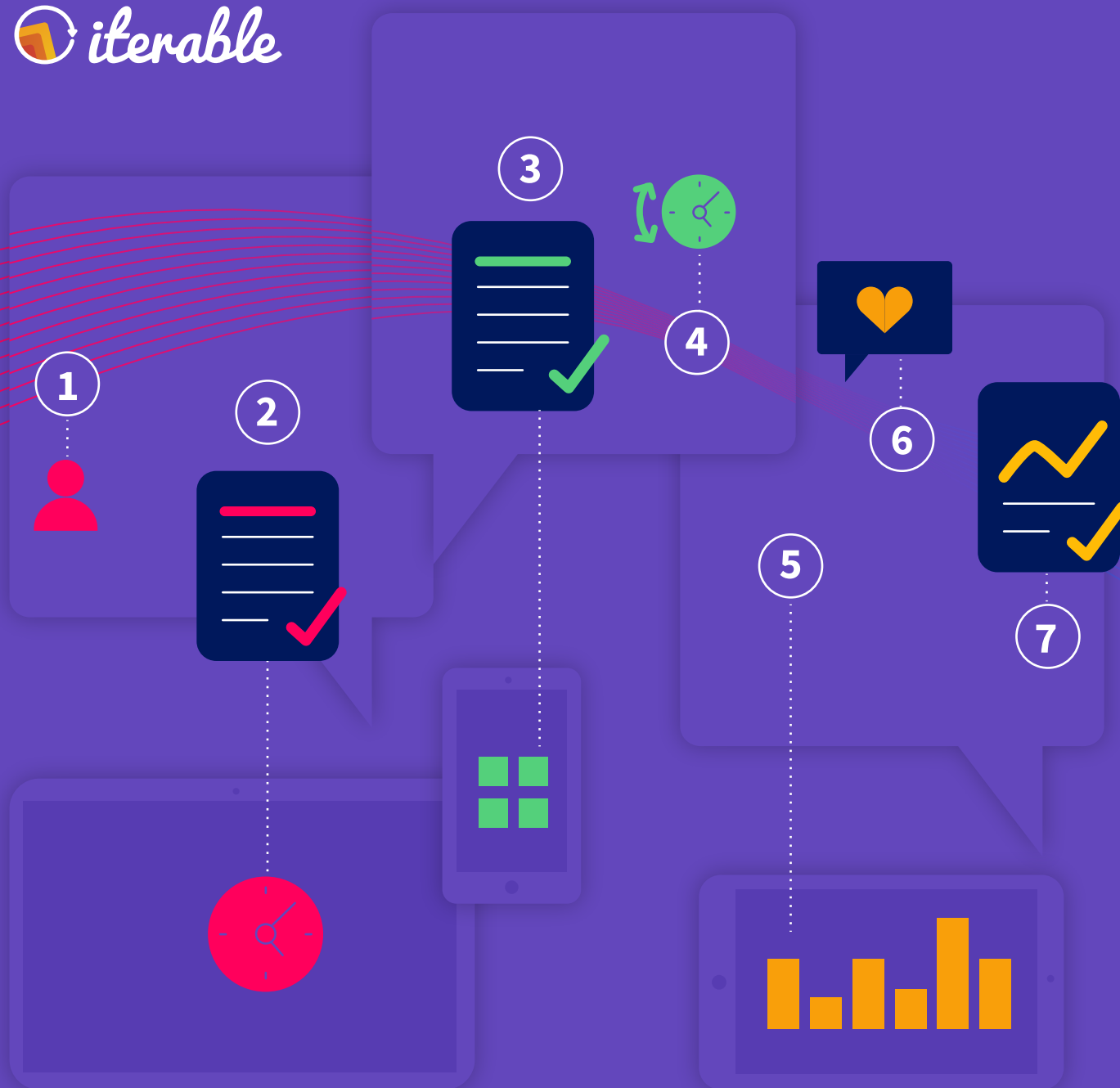


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Supercharge Your Promotions

With so much competing for the attention of consumers, online businesses need to promote their offers and products to connect and convert. Because, as P.T. Barnum famously said, “Without promotion, something terrible happens... **Nothing!**”

That’s why every e-tailer, retailer and online business sends promotional campaigns. Promotions are essential for hyping up sales, launching new services, making company or product announcements, and so much more. But personalizing these promotional campaigns supercharges the messages—and that can be transformational for any business.

Inside our guide, we explore seven tips growth marketers can integrate into campaigns to personalize every promotional touchpoint.

The Impact of Omni-Channel Promotional Relevance

The average consumer is bombarded by to [10,000 brand messages](#), the majority of which are highly irrelevant to them. Irrelevance occurs when messaging misses its mark, comes across as out of touch, or lacks applicable value to the consumer. In those cases, it’s simply spam.

It’s bad enough that consumers relegate irrelevant messages to the junk folder or trash. It’s even worse when they take it a step further and discontinue their relationship with your brand—which [94% of consumers](#) have attested to doing.

The surefire way to guarantee promotional campaigns succeed is to make them relevant to every single person who sees them. Being relevant means delivering the right message to the right person at the right time on the right channel with the right call to action.

[Seventy-three percent](#) of consumers shop on multiple channels so it’s critical to achieve omni-channel relevance. This means consistently delivering personalized, relevant messaging to each individual across all channels.

Considering that relevance is more critical than ever to increasing engagement and conversions, it’s imperative marketers get it right.

Why relevance matters

Relevance brings your messages to life and drives engagement with potential and existing customers. Omni-channel relevance redefines what it means to engage in today’s world. Omni-channel marketing builds meaningful experiences that deliver tangible and intangible value to each individual customer, no matter what the channel.

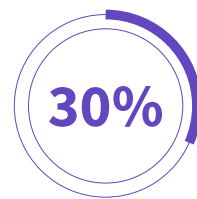
The benefits of omni-channel relevance are clear:



Omni-channel brands **retain 89%** of their customers.



Omni-channel brands experience **23X higher** customer satisfaction rates.



Customers of omni-channel brands are worth **30% more** in lifetime value.

7 Tips for Truly Memorable and Effective Promotional Campaigns

Seventy-seven percent of consumers choose, recommend, or [pay more for brands](#) providing personalized services or experiences. Knowing what's at stake, it's well worth your effort to master the art of omni-channel relevance.

By using these seven tips, you'll start constructing a framework that ensures your campaign messaging is relevant to your customers when and where it matters most.

- 1 Personalize all aspects of your promotional messages.
- 2 Optimize your send times to arrive during peak engagement windows.
- 3 Optimize your channels to drive interaction.
- 4 Promote in real time.
- 5 Be data-driven and make use of your customers' digital cues.
- 6 Build and nurture loyalty to grow your presence as well as your customer lifetime values.
- 7 Understand and learn from your metrics to enhance future promotions.

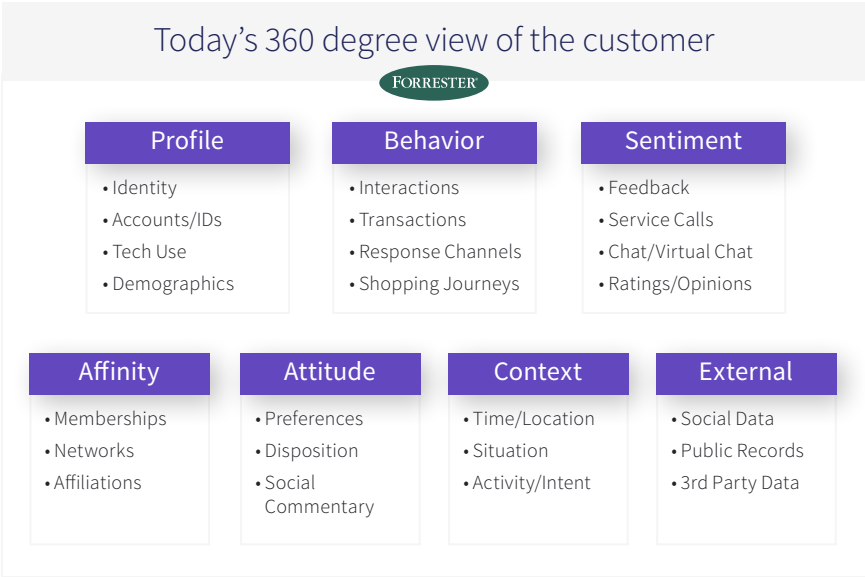
1 Completely Personalize Promotional Messages

Personalization is the darling child of all modern marketers. Brands that do it well benefit from short- and long-term customer gains. But many brands continue to struggle. Hamstrung by minimal personalization capabilities, some brands are limited to batch-and-blast outreach anchored by generic content and offers.

Today’s savvy consumers see first-name merge greetings in a generic message as anything but a “personal touch”—especially when that name is wrong. It’s time to embrace “[Personalization 2.0](#).” That means leaning on all customer data to get personalization *right*.

Fuel modern personalization with rich customer data

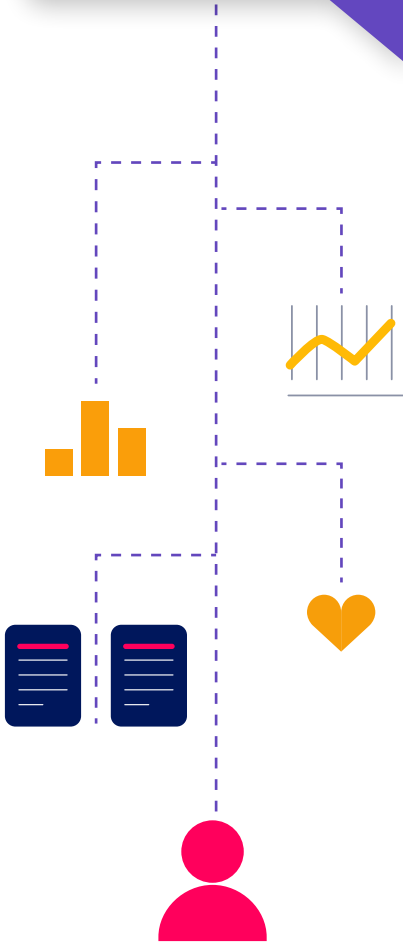
Review all the customer data you’re collecting, and identify ways to use it in order to deliver highly personalized experiences.



Unique data types that make up a full customer profile per Forrester

Each of your customers is constantly leaving behind their unique data trails. However, most marketers only call upon a very small percentage of their customer data to personalize their messages. Within the broader data points lies valuable customer context waiting to be harnessed. It’s up to you to recognize these, learn from them, and make use of them.

Establish this tight relationship with data and you can personalize *everything* in a way that matters to your customers—by “speaking” to them as individuals. You do this by freeing your data from their silos and activating it to make your promotional campaigns more personalized and more powerful.



2 Optimize Send Times

They say “time kills all deals” and nothing could be truer when it comes to promotional campaigns. In a relevance-driven promotional campaign, your message needs to arrive when your customers are *most likely* to engage with it. Miss this prime window of opportunity, and your performance metrics plummet.

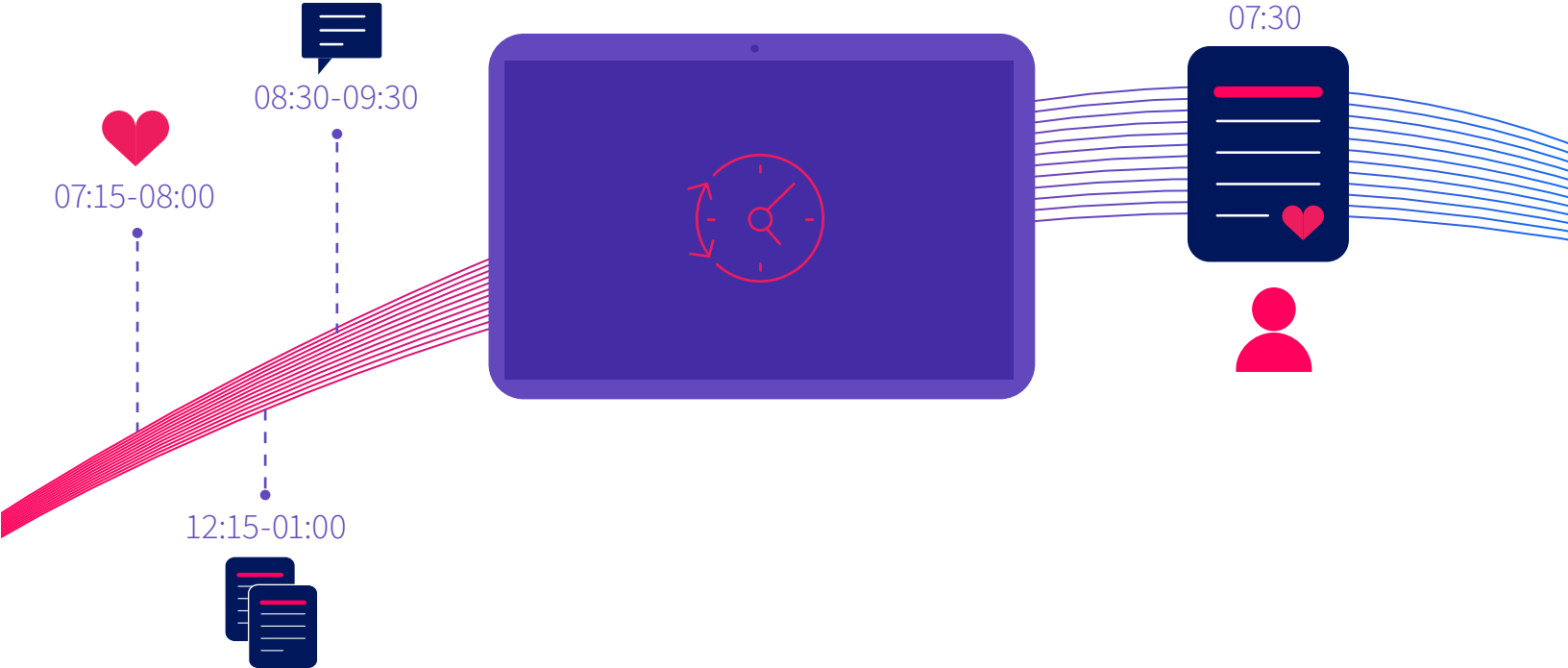
To capitalize on your customers’ favored engagement windows, you need to accurately time your messages. You do that by leveraging past historical campaign data.

As you’ve been messaging your customers, you’ve accumulated data about not only when you’ve been sending your campaigns, but when customers have been interacting with them. With the right growth marketing platform, you can derive each individual’s peak times of engagement throughout the day. In other words, you can pinpoint when your customers have historically opened, clicked, and converted.

Scheduling your next campaign to deliver during these time frames is a great example of reading your customer’s “digital body language.” Optimal timing at the individual level can yield optimal results at the campaign level.

Apply Artificial Intelligence

Advancements in AI can help you anticipate the specific time windows where individuals have been most likely to open and interact with your messages. By ingesting and then interpreting historical customer open and click data, AI can quickly recommend the optimal times to deliver your messages.



3 Optimize Your Channels

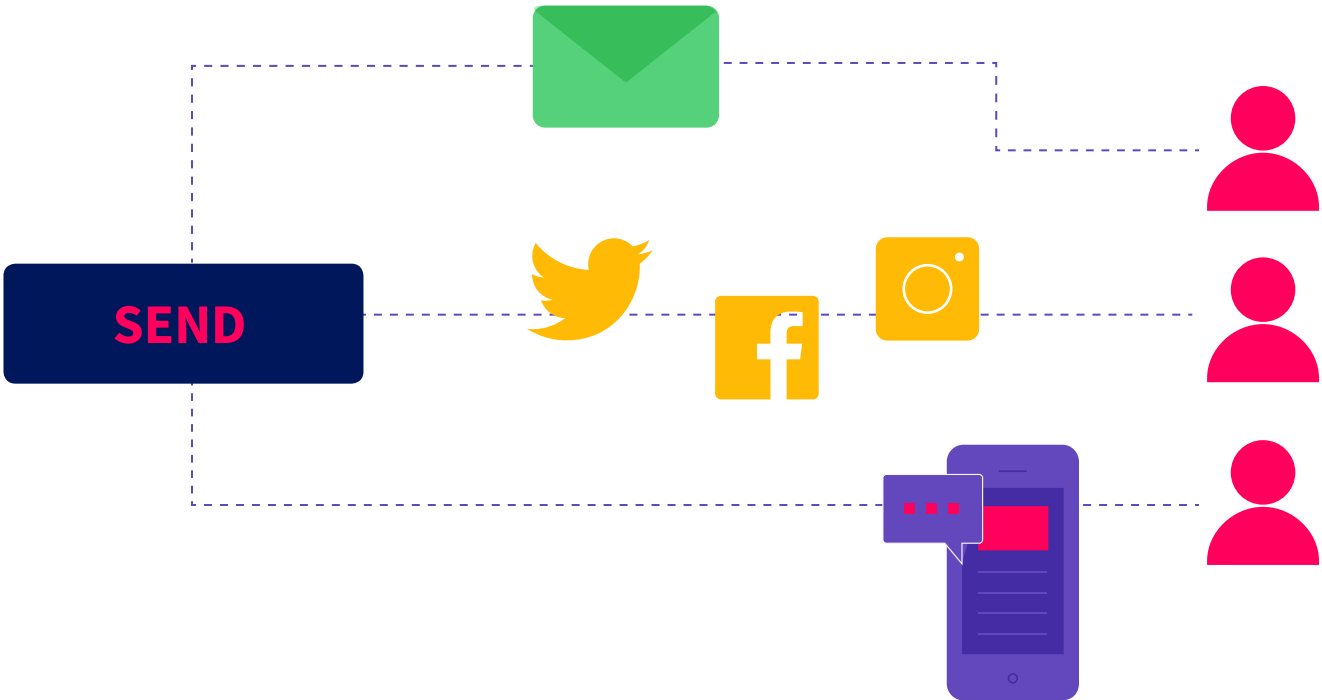
It's no secret that everyone consumes content differently. Some may prefer a social media channel, some favor email, and others prefer push notifications.

In fact, customers commonly use different engagement channels throughout different stages in their purchase journey as their engagement levels change. It's important to know this before hitting "send" since getting the channel right can alter conversion rates in a big way. Your messages carry greater weight when they reach your customers on their preferred channels.

Your task as a marketer is to understand these nuances among your customers and the right tools can take the guesswork out of this. Just as you figure out the optimal send time, analyzing each user's past interactions with messaging by channels can quickly reveal engagement patterns. Use these valuable insights to send your promotional content via the channels likely to generate maximum attraction.

Drive more conversions

Optimizing your channels means being able to reach your customers where it matters to them so you can increase conversions. AI can do far more data processing than a sole marketer, so leverage this technology to specify the unique channels which your individuals prefer.



4 Do It in Real Time

You have to be *in the now* to remain relevant with customers, and that means operating in real time. In a perfect real-time marketing environment, consumers only see items likely to appeal to them based on the data you've gathered. This includes browsing history, favorited items, past purchases, and even the habits and preferences of similar customers.

Ideally, you can tie everything you know about each of your customers to the promotional content you want them to see. This is incredibly important so you don't break the customer experience by promoting out of stock or unavailable items as your inventory levels change!

Just as your customer's tastes or needs change, so should your promotions. Perhaps you're running a sale that didn't previously apply to a customer. Once you collect data that indicates the customer might be interested in your sale items, you should retarget the sale promotion to them.

Stay fresh

You have to be in the now to remain relevant with your customers. Activate your campaigns with personalized content culled from multiple customer data sources. With data flexibility, you can seamlessly create relevant and appealing promotions to the ever-changing needs of your customers.

To pull off real-time promotions, take into account



Data Continuity



Value To Your Customer



Exclusivity Of The Offer



Customer History Profiling



Inventory Transparency

5 Be Data-Driven

As marketers, we invest significant time to collect, store, and manage data the right way. The opportunity ripe for the taking is using all customer-related data sets to become truly data-driven marketers.

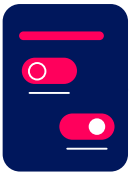
Throughout this guide, it has become very apparent that all roads lead to data. That's because data-driven marketing helps us accurately determine:

- Why our campaigns are performing the way they are
- How many products we sold because of a specific campaign message
- Conversion rates due to factors like timing or channel

These insights are essential for designing more personalized experiences going forward, activating the data at our fingertips to deliver value with every touch.

Unfortunately, **95% of companies** are unable to make sense of customer data and struggle to gain real-time insights from it. As data-driven marketers, it's time to identify and tear down data silos.

When you're collecting data, make sure you give to get. The more value you offer customers in exchange for their personal information, the more of that information they're willing to share. Think of creative yet transparent ways to take data in and deliver value in return:



Interactive emails



Quizzes



Surveys



Customer profiles



Integrated forms

The more you learn about each customer, the more you can individualize each promotional message. By sending messages that recognize each customer's preferences, you can entice them with highly relevant offers and calls to action.

Data access is a privilege so make it worthwhile to customers

Acquire customer information in exchange for value

Use your 360° view of the customer to fine-tune relevant content and messaging

Feed new data into promotional outreach to provide instant gratification

6 Build and Nurture Loyalty

According to Bain & Company, a 5% increase in customer retention can increase a company's profitability by 75%. That should make loyalty rank high when you're weighing your marketing investment options. But what does it take to drive additional business from existing customers?



Think back on some of the promotional emails you received before making a purchase. Did you respond because:

- You were a new customer just getting started?
- You were rewarded for member status?
- You got a sneak preview as a valued customer?

On some level, these are all forms of flattery that recognized your special relationship with the retailer. And flattery gives shine and a psychological advantage to your promotional campaigns.

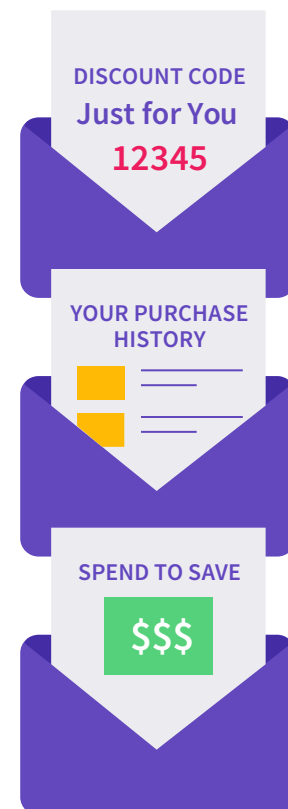
We're all familiar with incentivized emails because they're widely used by our favorite brands:

- Acknowledging a paying customer by offering a discount code
- Sharing an online offer after recognizing an in-store purchase history
- Encouraging a small spend in exchange for a gift certificate good toward the next purchase

In these examples, brands are taking cues from customer interactions and reinforcing desired behaviors using automated messaging. With the right tools, it's easy to build these high-value touchpoints into your campaigns. Just make sure you carefully segment your target audience to reach each individual with the content that motivates them.

Incorporate recognition into promotions

Demonstrating that your customers are more than a name in your database can go a long way when it comes to generating ROI and lifetime value.



7 Embrace the Metrics That Matter

With rising pressure on marketing to be accountable for driving measurable impact, it's essential that you manage campaign metrics and base future campaign investment decisions on sound data.

Many meaningful metrics inform campaign performance, but let's focus on conversion rates. In relation to your promotion, this is the number of people who completed your desired campaign action, such as buying a product or registering for an event.

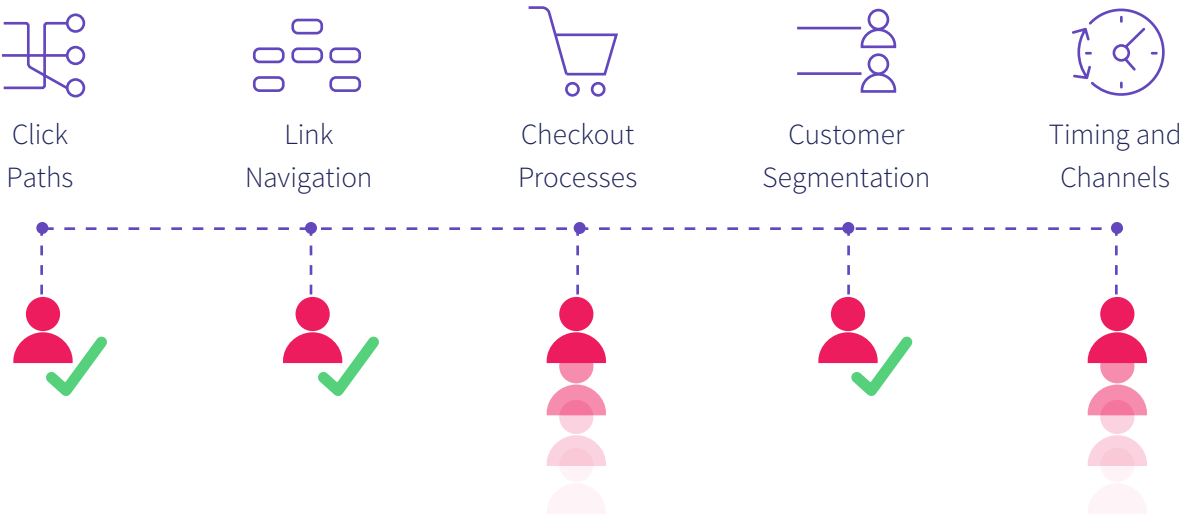
Sadly, only **22% of businesses** are satisfied with their conversion rates, making it a prime metric for focus and improvement.

Metrics are your keys to the kingdom

The better you master campaign metrics, the more successful you'll be. Actively tracking campaign engagement in real-time with the right marketing metrics will give you a tactical glimpse into your ongoing efforts. Execute campaigns with confidence by keeping your finger on the pulse of performance.



Use the conversion rate metric to gauge high-level performance *and* identify friction points along the conversion path. For example, low rates might suggest you need to review:



By studying your conversion rates and benchmarking your current performance, you can optimize the customer journey and drive better results.

Deliver the Experience Your Customers Will Appreciate

Promotional success hinges on appealing to your customers as individuals and letting them convert at the moment that's right for them. Unfortunately, as marketers, we often get so wrapped up in our brand framework that we forget to look at the experience from the customer's point of view. When we step back and consider what we want in our interactions with online businesses, it's clear why and how these tips will help us drive higher levels of campaign success.



About Iterable

Iterable is the growth marketing platform that powers personalized omni-channel marketing at scale. Iterable captivates consumers with highly relevant and personalized messaging, activates campaigns on any type of internal and external customer data, and allows marketers to automate campaigns across all channels that matter to their consumer.

Iterable exists to create rewarding relationships between people and brands. By making it easy to build campaigns and test strategies at scale without engineering support, Iterable gives marketers the freedom to focus on the nuance in messaging and magic in storytelling.



Modern Architecture

Iterable is built with industry-leading Elasticsearch technology. Onboard unlimited data, segment on real-time behaviors, personalize your message at scale and deliver to millions across multiple channels.



True Omni-Channel

Amplify your messaging resonance at enterprise scale with a personalized, true omni-channel experience across email, mobile, direct mail, web and social.



Single Data Platform

Ingest unlimited data from any platform, including commerce, service and data providers. Understand your customers' actions while reducing data silos.



Workflow Studio

Iterable's highly visual, drag-and-drop workflow builder triggers campaigns with an unlimited number of steps, branching and A/B tests.



Easy to Use

Iterable is built for marketers, who can now create sophisticated campaigns without technical resources. Use one platform to plan, execute and manage omni-channel campaigns.

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