ALTERIAN

EmailEngagement Solutions

"82% of email marketers rated "delivering highly relevant content to recipients" as their top priority for the coming year. "

Email Experience Council - Feb 2010

Deliver engaging and relevant content …

As an email marketer, ensuring your audience receives highly relevant content should be your number one goal. It's really the only option. Consumers have an unprecedented amount of choice as to where to spend their time and competition is fierce. If you are going to have success in email, you need to find a way to connect. However many marketers feel that delivering relevant email is guesswork. Hard guesswork at that. There is, however, a better way.

… by harnessing data to drive targeting

What if you had a 360° view of your customers that harnessed insight from every interaction a customer has with your company? Imagine knowing exactly when a customer browses your website or makes a purchase over the phone. Based on that same customer's previous response to a direct mail, you'd immediately know the optimal type of email to send, be it suggesting matching items, offering a coupon, or asking them to recommend the items to friends. Harnessing the information a customer has shared with you is key to being relevant.

… by tailoring your message to the device

Your customers are everywhere. Literally. This speaks to both their geography and device. These days they could be receiving your email from any number of email clients, smart phones, cells phones, tablets and more. Of course, each of these will have its own special way of distorting the way your message looks. And then there is the issue of delivering the message beyond the inbox to SMS or even through social channels. When designing your email program, you need to account for all of these to ensure your message is delivered just as you envisioned.

"Our business is highly dependent upon our ability to effectively engage with our base via email. Alterian helped us find our voice. We are now communicating less often, but more effectively with our base. Our costs have dropped while our attributable revenue increased."

Online Software Provider

… by getting personal

Mass-distribution of poorly targeted email content is no longer acceptable; your customers will grow increasingly resistant to untimely, irrelevant, and uninteresting emails choking their inboxes. Personalization is key… but what is personalization? It's more than just a client's first name and their number of loyalty points. It's about remembering and reacting to them on a personal level. Think Nordstrom or the Ritz. Has your customer shared preferences? Birthdates or other important dates? Have they had a service issue? All of these present an opportunity to deliver a personalized experience using email.

If you are struggling with relevancy, you are unnecessarily holding back your email program. This is an addressable problem. At Alterian, we have extensive experience guiding clients in building more engaging and productive content strategies. In short order, we can help you improve your relevancy and drive greater customer engagement.

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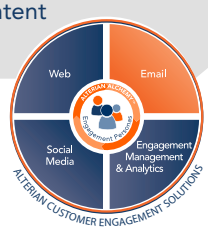
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