

8 WAYS TO

SEGMENT YOUR EMAIL LIST

TO MAXIMIZE ROI



1

Demographics

By gathering basic information like age, gender, job title, native language, etc. when someone opts into your list, you can segment your marketing emails based on specific traits.



2

Survey Results

Less is more when it comes to your opt-in form. To gather subscriber details, leverage a survey so you can segment based on interests, emotions and needs. This is especially helpful if your brand offers multiple products or services.



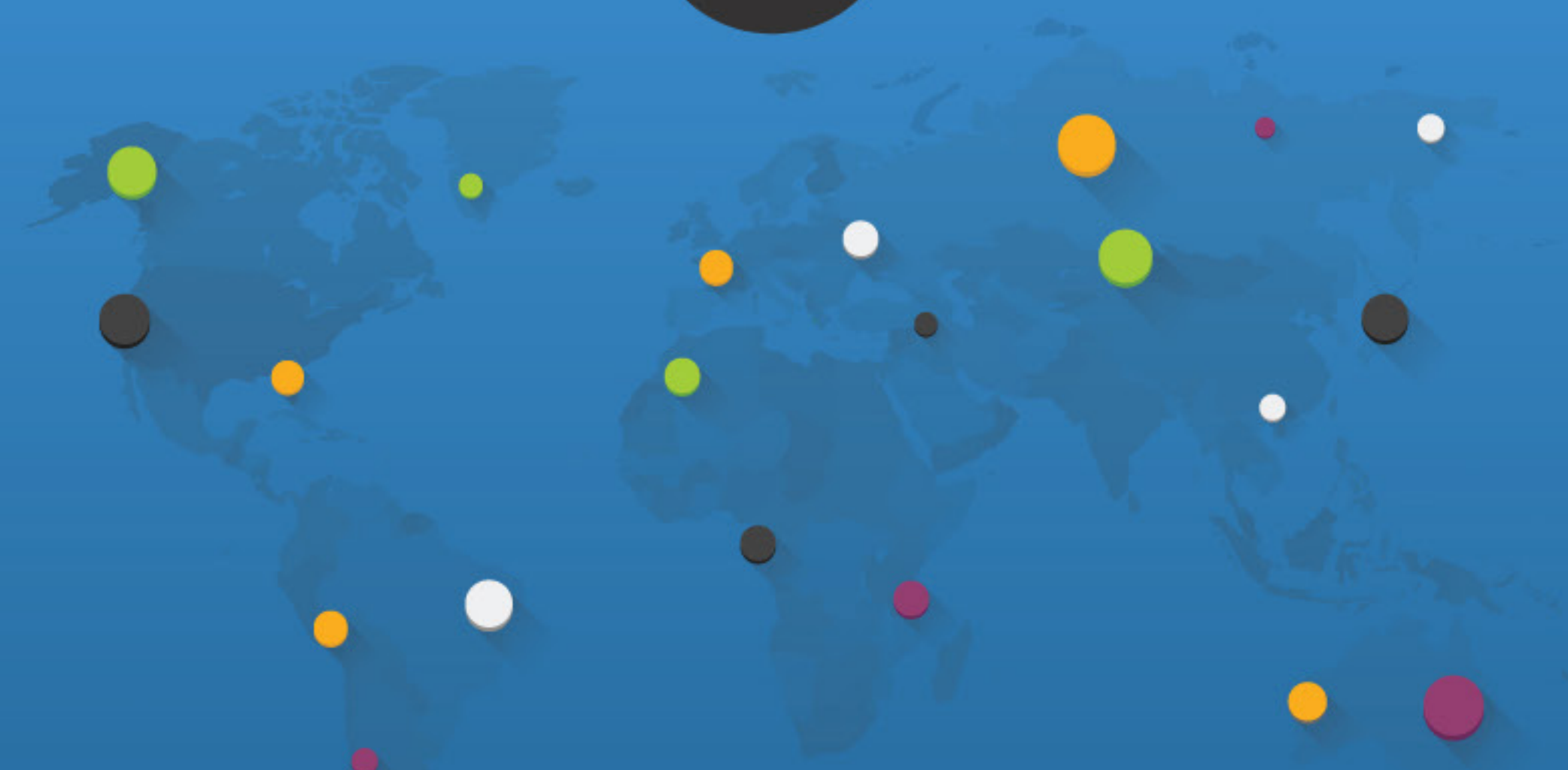
3

Sending Frequency

It can be a chore to find the perfect email cadence for your audience. Closely monitor email engagement so you can better understand when to reach out to them.



4



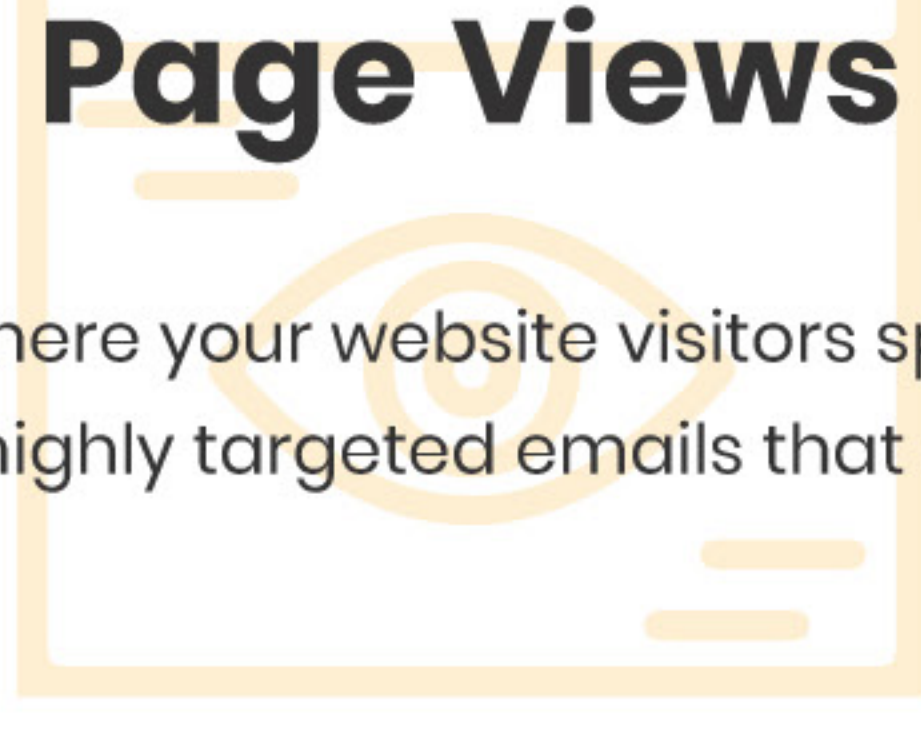
Geolocation

Knowing where your contacts live (and therefore, cultural events that may be important to them) is a powerful segmentation method and is easily collected via opt-in or purchase form.

5

Page Views

By understanding where your website visitors spend most of their time, you can send highly targeted emails that draw them back in.



6

Purchase Cycle

Where someone is in the sales funnel can help determine when and how to message them. By targeting emails based on this behavior, you can better motivate a conversion.



7

Past Purchases

By knowing what someone has purchased in the past, you now know what interests them for future emails. This will lead to more frequent purchases, brand affinity and a longer subscriber lifetime value (LTV).



8

Email Activity

By tracking opens, forwards and clicks, you can see who your engaged (and not so engaged) subscribers are. You can then use this data to send them the content they crave.



Check, test and preview every email before you hit 'send' with Email on Acid. Optimize every inch of your email in a streamlined workflow so you can save time, reach more subscribers and increase ROI.

