

# Optimize your email communications

Reports have shown that during 2019 Black Friday, email drove more sales than any other channel - demonstrating once again that despite busy inboxes, email is anything but dead.

A critical tool for the holiday season, it drove a quarter<sup>1</sup> of the sale producing traffic, beating organic search (21%<sup>1</sup>), paid search (16%<sup>1</sup>) and direct traffic (17%<sup>1</sup>) - information that should be used to guide your acquisition strategy this season.

So how can you best utilize email as tool? To build excitement about your upcoming sales, remind dormant customers of your brand and keep your products in their mind.

**Keep in mind the following:**

## Pick the days to send your emails carefully.

Too early and you risk your potential shoppers forgetting about your sale, too late and it's possible that their hard earned cash has already been mentally allocated elsewhere. If you are a smaller retailer consider the findings from GoDaddy<sup>9</sup> and start to send email communications on "Head Start Monday" - the Monday before Thanksgiving. This was found to be the optimum day for smaller businesses to engage customers, with open rates 14% higher than the average daily open rate for the November to December period, and CTRs 23.5% higher.

**Urban Outfitters know the importance of advertising their Black Friday deals through email!**



## Utilize words that have been shown to increase conversions in your subject lines.

Research was conducted to this end by Campaign Monitor who A/B tested the subject lines of 3,941,735,015 recipients, from 360,872 campaigns and 11,207 lists. Some of the words shown to have the desired effect were: **Sale, Off, Now, Thank you, You, New, Exclusive, Discover, Be the first, Instantly.** In this period shoppers are uniquely engaged to one end - getting the best deals, over everyone else - and it is words like these that will signify the opportunity to do so and therefore increase engagement. That said, it is best to tie them in with holiday specific terms to make it clear for which event you are building anticipation. And remember, your competition are all going to be using similar tactics so witty, engaging or impactful copy is still needed!

## Use onsite data to help tailor your emails to show only the most relevant products. There are two methods to consider:

### Personalize.

Use the data you have gathered on an individual's buying and browsing behavior to highlight the items from your inventory that will be most of interest to them. By appealing to their individual tastes you are utilizing the insight you gathered to cut through the noise and focus their attention. In fact 42%<sup>1</sup> of shoppers prefer emails that contain products based on their previous behavior and past orders.

**Bodybuilding Warehouse** take their **Cyber Monday** email efforts one step further by **personalizing their communications.**



## Highlight trending items.

Dates such as Black Friday and Cyber Monday are particularly suited to promoting those items that are most popular in your store. Why? Because mass buying behavior of this type is often driven by the desire to “keep up with the Joneses” - people will compare what they bought and the bargains they got. This means they want to know what everyone is lusting after, so they too can get it - but for a fraction of the price. By highlighting the most popular products in your store you not only play on this but also subtly introduce the concept of scarcity; if the item they want is featured in your trending list then they know other people want it and it implies that it could soon sell out, motivating them to move now.



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## **Could your business do with a boost for the holiday season?**

Personalization could be the answer. Why not speak to one of our  
ecommerce specialists to find out more?

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