Segmentation by Engagement

Keep less-engaged subscribers in their own bucket for cost savings, deliverability, and more.

DELIVERY	CHANNEL	TIME TO SETUP
Manual	Email	1-2 Hours

No matter how savvy your marketing skills, no matter how amazing your copywriting abilities, there will always be a subset of your database that simply doesn't engage with your emails. Sometimes this is a big group, sometimes it's small, but it's existence is unavoidable. Once you tease out these people from everyone else in a way that lets you include, exclude, or target them as needed, some really powerful opportunities are created for your marketing efforts

THREE BENEFITS

The core behavior we typically build this concept on is how long it's been since someone opened an email. There are three main benefits to segmenting your subscribers in this regard:

- **Cost**: suppressing disengaged people from a campaigns typically has little to no impact on revenue generated but can decrease the cost of that campaign.
- **Deliverability**: suppressing these people from campaigns can also increase open rates and overall engagement which can lead to better deliverability.
- **Targeting**: once they're in a separate segment, you can target this group with messaging to find out if they are still interested in hearing from you.

Whatever criteria you choose to add or remove people from this segment, having this in your toolbelt can be a great addition to your efforts to increase email performance and campaign ROI.

START SIMPLE

Like so many things, the easiest way to identify advanced use cases of this concept is to start simple and learn by doing. This means one segment, ad-hoc messages targeted to this group as desired, and case-by-case decisions about when to include or exclude them from campaigns. After you get up and running you might consider making this segment dynamic, creating multiple segments based on seasonality or time, or setting up a recurring message to identify subscribers who still want to hear from you on a regular basis.
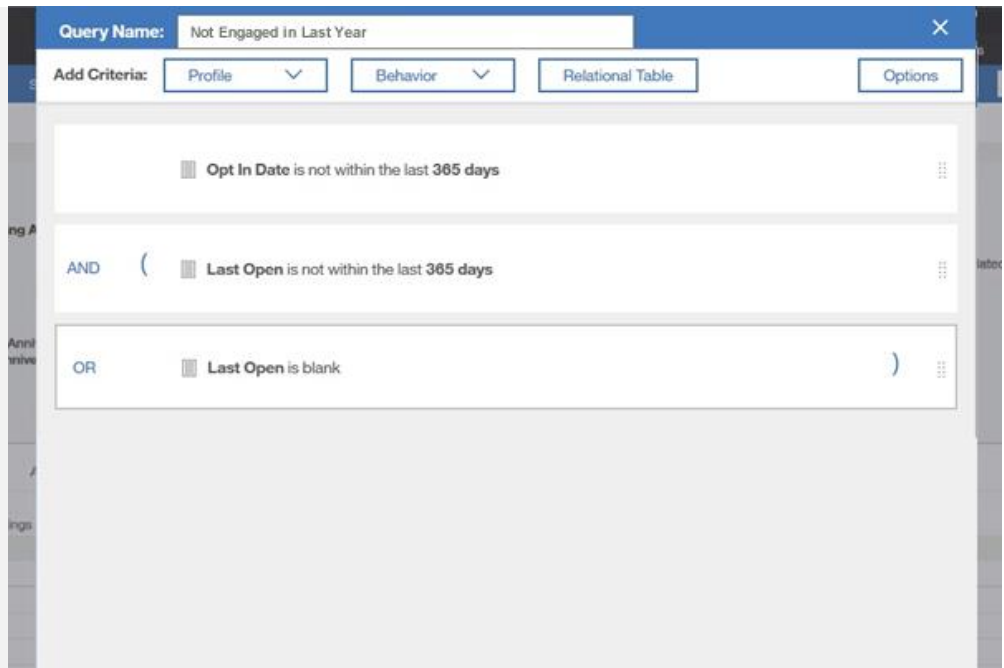
How to set it up.

Step 1
Create Your Query

If you want to segment out people who haven't engaged in the last year, the logic for opens will need to include both those whose last open date isn't within 365 days or is blank (in case they haven't ever opened an email from you). Don't forget to exclude those who haven't also been in your database for at least that same amount of time.
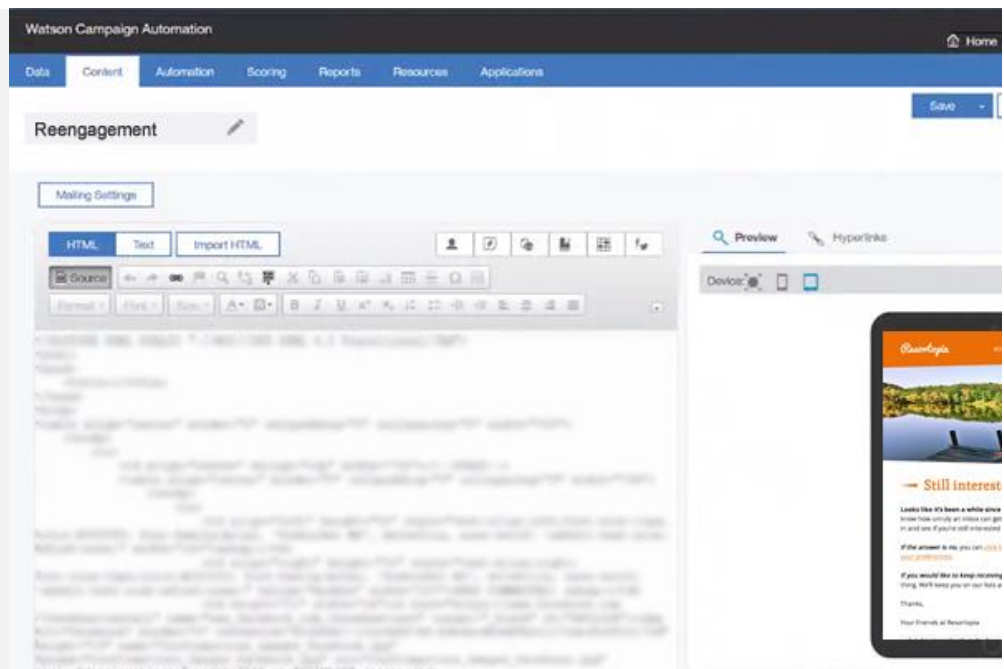

Step 2
Create a Plan

Two typical uses of such segments are:

- Suppression: excluding this segment from many or all email campaigns.
- Reengagement: campaigns designed to tease out who is still interested but just not opening.

A simple example.

Your typical email template with a relevant picture is more than enough.

These campaigns are designed to identify who is still interested among inactive subscribers, so the subject line, headline, and the copy can be as simple as asking that question.

Remember, if they are reading this copy they've already opened the campaign and opens are how we're defining engagement. If they're reading this and don't want to continue receiving emails, make it easy to do so.

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Looks like it's been a while since you've opened one of our emails. We know how unruly an inbox can get in this day and age, so we wanted to check in and see if you're still interested in receiving deals and news from us.

If the answer is no, you can click here to unsubscribe or click here to update your preferences.

If you would like to keep receiving emails from us, you don't need to do a thing. We'll keep you on our lists as usual.

Thanks,

Your Friends at Resortopia

Resortopia

ACTIVITIES	LODGING	INFO
Golf	Cabins	Directions
Tennis	Condos	Deals
Boating	Lodge	Weather
Hiking		Web Cams
Yoga		