



Checklist to optimize your email campaigns for better ROI and customer loyalty

Define your KPIs

1. Understand your business goals
2. Baseline your metrics

Build Audience Segments

3. Document audience persona for effective segmentation
4. Define filters to segment audiences
5. Refresh segments frequently to remove invalid email addresses, and add new audiences
6. Build lists for suppressions and exclusions

Preparation of Marketing Calendar

7. Draw lines between your audience behaviour with your offerings
8. Chart out swim lanes to understand the number of emails sent to a customer
9. Plan based on global and promotional events

Content Strategy

10. Sketch out responsive assets for each email across the campaign
11. A/B Test your subject lines, contents, pre-headers
13. Include exclusions, and terms & conditions wherever required
14. Confirm the end dates for the coupon codes

Learn from Data

15. Validate audience persona based on the engagement of launched campaigns
16. Include Send Time Optimization for launches
17. Utilize ML/AI engine to personalize contents

If you need help in strategizing your current email campaigns, setting up the KPIs, implementing a CRM, or improve the performance, talk to our digital marketing experts today! Contact - sales@ameexusa.com