Ten Tips for Acquisition Email Success

How well do your email campaigns stack up when it comes to attracting new customers? Claritas shares real-world tips from more than 300 client acquisition email campaigns – including what metrics provide a true measure of a campaign's success.

Claritas' unmatched email delivery and cutting-edge measurement technologies significantly improve the performance of acquisition email campaigns by delivering the right message to the right audience in the right inbox. For more information, visit www.claritas.com/email.

Email Remains a Popular Marketing and Communications Tool

Email offers the cross section of direct mail and digital. It possesses the personalization options associated with direct mail, but also the optimization speed that digital provides.

Consumers sent 281 billion emails EVERY DAY worldwide.

that's expected to increase to 347 billion daily emails in 2023.

(Source: Statistica)

$350 MILLION

U.S. marketers spent an estimated $350 million on email advertising.

(Source: Statistica)

91%

Of marketers say email is an important marketing channel.

(Source: the Direct Marketing Association, UK)

73%

Of marketers rank email as an "excellent" marketing channel when it comes to delivering ROI, ranking it higher than other popular channels such as SEO and paid search.

(Source: Econsultancy)

Why Now is a Great Time to Launch an Email Acquisition Campaign

There's never been a better time to launch an email campaign to attract new customers. Why? The way consumers purchase products and engage with brands is changing. Ecommerce is exploding, with online consumer spending projected to increase 18% to $709.7 billion, according to eMarketer. Meanwhile, eMarketer expects brick and mortar retail sales to drop 14.5%.

eMarketer also estimates as many as 7.4 million new shoppers will buy online, including 5 million age 45+.

Meanwhile, post-COVID trends like DIY home renovation are opening up new revenue opportunities for retailers. For instance, a home improvement company that only marketed to designers and contractors in the past might now consider trying to acquire DIY consumers as well.

Acquisition email campaigns are a great way to reach new online customers — in part because email makes it easy for consumers to click and buy. But brands across multiple industries — including retail, financial services, consumer packaged goods and subscription services — have traditionally shied away from these campaigns, often due to concerns about privacy, spam or the validity of email prospect lists.

In a digital environment when consumer behaviors are shifting rapidly, it's imperative that marketers stay in front of audiences in multiple places throughout their daily touchpoints. Email plays a critical role in accomplishing this — and also holds its own as a channel that drives results. The reality is that an acquisition email campaign can be fast, painless and very profitable — if you follow a few key guidelines while executing your campaigns.

Tip #1: Don't Judge Your Acquisition Email Campaign Using CRM Metrics

When it comes to email campaigns, one size does not fit all. In particular, acquisition email campaigns — which of course target prospective new customers — are very different from CRM campaigns that target existing customers. This means you cannot effectively evaluate the success of your acquisition campaign using the same metrics you use to evaluate your CRM email campaigns.

With a CRM campaign, existing customers who are familiar with your products and brand are much more likely to open an email from you. So open rates tend to be relatively high, often reaching up to 15%. But the numbers are lower when it comes to click-through rates, which tend to average 2% to 5% for CRM campaigns.

In acquisition campaigns, the numbers are reversed. New prospects may or may not know your brand, so they are less likely to open your email. That means open rates in acquisition campaigns tend to be much lower, at 2% to 5%. But once these potential customers open the email, a good acquisition campaign message will result in much higher click-through rates — often between 15% and 30%.

To drive these metrics higher, marketers must be strategic with subject line use, the time of day in which the email is delivered and any other considerations that can affect a consumer's likelihood to engage. Given that the consumer does not have a relationship with the brand yet, it is particularly critical to employ strategies that protect your brand's equity and use communications that are professional and non-evasive.

CLARITAS
SUCCESS TIP:

Claritas testing shows that emails delivered on a Tuesday, Wednesday or Thursday have the highest level of engagement.

Tip #2: Recognize that Engagement in Acquisition Campaigns Across Industries Varies Widely

So how do acquisition email open and click rates compare across industries? To answer that question, Claritas measured click rates and open rates across over 300 Claritas-run email acquisition campaigns that ran over a six month period. The results clearly showed that metrics vary significantly across industries:

CATEGORY	OPEN RATE	CLICK RATE
CONSUMER GOODS TOTAL	2.27%	34.2%
AUTOMOTIVE TOTAL	2.34%	32.1%
EDUCATION TOTAL	2.83%	27.7%
TRAVEL TOTAL	2.96%	27.1%
HEALTHCARE TOTAL	2.58%	26.1%
FINANCIAL TOTAL	1.87%	25.3%
APPAREL TOTAL	2.85%	23.1%
SERVICES TOTAL	1.56%	17.9%
INSURANCE TOTAL	1.68%	17.0%
GOV'T/NON-PROFIT TOTAL	4.86%	15.4%
AVERAGE	**2.71%**	**28.8**

No matter what industry you're in, however, the best way to improve your open and click rates is by relying on quality data — and Claritas can help you do that. Claritas' segmentation and anonymous website visitor retargeting strategies help you develop an email list filled with prospects who are highly likely to buy. Our email hygiene services ensure that your emails are current and valid — and protect you from excessive bounce backs and potential ISP blacklisting.

Our Claritas Identity Graph — updated with more than 5 billion responsibly sourced data feeds monthly — allows you to link more than 330 million email addresses to other devices, channels and identifiers to help you easily support a multichannel campaign. We can even run a multichannel data analysis that evaluates your campaign in-flight.

Relying on quality data and best-in-class email delivery and optimization practices leads to superior marketing results. For instance, Claritas worked with an auto dealer client to retarget its anonymous website visitors using an email campaign and achieved average open rates of 9%, which was 20x the industry average. As a result, the campaign produced 200 new vehicle sales and $250,000 in new service revenue.

And when Claritas created a "lookalike" prospect portfolio for Metro, the wireless service provider collected 300,000 unique leads in just 30 days. Metro then relied on Claritas Identity Graph data to match 82% of those leads with email addresses to support campaign delivery.

Tip #3: To Boost Email Campaign Results, Reaching the Right Audience in the Right Inbox is Critical

You can multiply the return on your marketing investment by reaching the right inbox with the right message – and segmentation data can help you do this.

Specifically, segmentation data can help you reach your most high-value prospects – the ones who are most likely to respond to your message and buy.

Segmentation allows you to create a list of "lookalike" prospects who are similar to your most profitable current customers. According to data from the Direct Marketing Association, marketers can increase their revenue up to 7X using a segmented approach rather than a "spray and pray" type of approach. Of course, to have a successful acquisition email campaign, it is critical to select a partner with up-to-date, opt-in data containing preferred email addresses – and one that is well-versed in spam and privacy regulations.

When retailer Andrea USA wanted to expand the number of multicultural sales agents it employed, it turned to Claritas to use segmentation to find new "lookalike" Hispanic sales agents similar to their best sales agents. Focusing on markets with high Hispanic populations, Claritas executed a campaign using Facebook ads, Google ads and emails to attract new agents – and helped Andrea USA optimize its campaign in-flight to maximize ROI. On the email side, Andrea USA achieved a 25.3% click through rate and a 1,100% increase over its typical conversion rate. It also landed 304 new Facebook leads in just 4 weeks.

The Only Way to Successfully Appeal to Multicultural Customers

> **CLARITAS SUCCESS TIP:**
>
> **Adtaxi, a Claritas client, used segmentation to tailor a social media campaign and increased leads by 200% within months.**

It is important to point out that when targeting multicultural prospects, you should have a dedicated strategy to engage these consumers. Claritas has worked with hundreds of clients to identity and effectively engage multicultural consumers. Clients often come to us after attempting to engage multicultural consumers – such as those in the Hispanic community – using similar approaches to those they have used in their general marketing efforts. Inevitably, these efforts have failed. To successfully engage multicultural consumers, marketers must create campaigns purposefully designed to appeal to that specific multicultural audience. To do that, they must gain a detailed understanding of the culture of the targeted consumer base using audience segmentation models like Claritas' CultureCode Hispanicity – and then create campaigns based around those insights.

Segmentation models like Hispanicity allow marketers to dimensionalize a larger multicultural group using various characteristics, including country-of-origin, life stage, socioeconomic status, income, media usage and a variety of shopping behaviors. These insights enable marketers to reach the right segments of the Hispanic population with the right messages through the right channels.

Tip #4: Quality Data Hygiene
Helps You Reach the Right Inbox

If you want your message to reach the right inbox, it's important to practice quality email hygiene and cleanse your data to make sure your addresses are valid. Why? Because consumers change their emails often. Roughly 2% of emails become invalid each month – which means that 1 out of every 5 email addresses become invalid each year.

Varying degrees of data hygiene processes exist in the market, so it's important to choose an experienced partner that not only has quality data but also uses proven, compliant methodologies. Claritas' email hygiene services are the most robust in the industry. We ensure that your emails are current and valid to protect you from excessive bounce backs and potential ISP blacklisting. Our filtering techniques range from validating domains and syntax standards to suppressing addresses that match our anti-profanity database, known hard bounces or spam traps, honey pots and "screamers." Claritas also allows clients to support Permission Pass mailing, which further improves email accuracy by allowing validated recipients to opt-out of receiving messages.

WHY YOU NEED TO KNOW A PROSPECT'S PRIMARY EMAIL ADDRESS

In addition, Claritas' email hygiene practices are designed to ensure that marketers are reaching not only a prospect's current email address, but also their preferred email address. The reality is that consumers are increasingly using multiple email accounts. This means it is more and more difficult for marketers to get their message into the inbox the prospect actually checks.

This can dramatically affect your open and click through rates, as research shows that emails delivered to a user's "primary" address are 14 times more likely to be read than those delivered to the "secondary" address.

Claritas uses a unique scoring methodology that accurately determines which email address is most actively used by a prospect and further reduces your chance of being marked as a spammer. The scoring methodology analyzes past in-house and third-party email activity to remove spam traps and identify dead emails. Claritas also identifies which addresses might be inactive but still important because they are tied, for instance, to a Facebook or other social media account.

In addition, to ensure its data is up to date, Claritas re-opts-in any records that have not been mailed or have not engaged in the last six months, only keeping those names that respond.

CLARITAS SUCCESS TIP:
Sending your message to a propect's primary email increases the chances the prospect will read it by 14X.

Tip #5: Evaluate and Adjust Your Campaign "In-Flight"

If you wait until the end of a quarter to evaluate a campaign, it's too late. Because the best way to maximize your campaign ROI is to actively evaluate the campaign and adjust accordingly as it runs.

At Claritas, we like to split campaigns into multiple "test and learn" deployments. Instead of doing a one-time blast to all prospects, we run numerous tests across multiple deployments – including subject line tests – so that we can see what's working and what's not. Then we evaluate the results and work with the client to adjust the campaign to boost ROI.

But Claritas doesn't stop there. Even when our clients have achieved open rates, click throughs and ROI numbers that they love, we know that more improvements can always be made. For instance, the messages and audiences can be segmented even further to boost response.

At Claritas, we've seen firsthand how measuring and optimizing campaigns pays off for our clients. Here's just one example: We worked with one group of auto dealers that used the Claritas Identity Graph to build privacy-compliant profiles of prospects who were in-market – and thus highly likely to buy. The auto dealers then targeted those prospects with a multitouch marketing campaign that lasted six months.

The result? The average dealer ROI per dollar spent was a whopping $33.82. But here's the real kicker: those dealers that measured results and used that data to optimize their campaign spend had a 50% better average return than those that did not.

That's right, 50% better! That's the power of in-flight campaign measurement.

CLARITAS
SUCCESS TIP:

Actively evaluating your email campaign can boost your ROI by 50% or more.

Tip #6: Email Is Even More Valuable As Part Of a Multichannel Mix

Email is indeed a valuable acquisition tool, and can be extremely effective as part of a company's overall multichannel marketing strategy. Claritas makes it easy for companies to use multiple touchpoints to influence a prospect's response, purchasing and/or conversion decision.

For instance, the Claritas Identity Graph has more than 125 million emails tied to a physical postal address, which makes it easy to launch an acquisition email campaign several days after launching a direct mail campaign to drive conversions from prospects who like to buy via clicks instead of phone calls. Targeting a consumer with an acquisition email after sending them a direct mail could also increase your open rates, as the prospect may now have a greater familiarity with your brand and thus be more likely to open your email."

You can also use the Claritas Identity Graph to gain insight on a prospect's social media preferences – for instance, whether that prospect prefers Facebook or Instagram – and where that prospect spends a lot of time online – for instance, whether he or she is surfing CNN or ESPN. This allows you to quickly develop targeted social media, display, TV and other campaigns to boost engagement as well.

Getting multiple messages in front of the right audiences via their preferred channels – throughout their buying journey – is critical to marketing success. A multichannel approach increases your chance of attaining a high conversion rate, as the insight you gain from one channel can be used to increase the effectiveness of other channels in your mix.

That's why it's critical to quickly evaluable the effectiveness of your creative messaging, your offers and the responsiveness of specific audience segments – so you can leverage what you've learned across multiple channels.

Entertainment
Shopping
Product Consumption
Demographics
Technology & Media
Financial Behaviors
Auto
Lifestyles
Attitudes

Name
Email
Postal Address
Digital IDs
Social IDs
Mobile App IDs
IP Address

Powered by:
claritas identity graph

CLARITAS SUCCESS TIP:

Using cross-channel messaging can increase lift in campaign performance up to 20%.

Tip #7: Use Multichannel Measurement to Evaluate Response

While basic KPIs such as open rates and click-through rates are helpful metrics, these of course are not the best way to determine if your campaign truly was a success. Instead, you need to know how many prospects actually converted – and how much revenue they brought in. This is relatively easy to measure in an email campaign simply by tracking which click-throughs resulted in actual purchases.

But when you engage in multichannel campaigns, it is important to avoid a siloed approach to measurement. You also have to understand, for instance, how much your email campaign contributed to conversions in other channels, both online and off. After all, you can't truly optimize a multichannel campaign unless you know how all of the integrated parts are working together to drive conversions.

Here at Claritas, we take an integrated approach to campaign measurement, using many different techniques to analyze conversions across channels. For example, we leverage near-real time pixel technology to measure the effectiveness of multiple elements of a multichannel campaign – including specific messages, audiences, graphics and content.

While most advertisers today are looking for the optimal multichannel mix, we realize there are marketers who have strategic reasons for a single channel approach. For many marketers we also conduct matchback analyses, which tie specific key performance indicators to the email campaigns deployed, providing an accurate picture of the total impact the campaign had on driving conversions.

One large bank launched a credit card marketing campaign and asked Claritas to perform a matchback analysis that directly linked both online and in-store credit card applications to those who were exposed to the digital campaign. The bank also worked with Claritas to use that matchback data to optimize the campaign. As a result, the bank reduced its acquisition costs by 94%.

Claritas' Identity Graph and other powerful analytics tools allow clients to identify how many current and incremental customers purchased – they also link that purchasing data to the marketing channels and devices they were engaged with throughout the decision process. This provides our clients with a clear picture of which marketing vehicles and messages were the most effective.

CLARITAS SUCCESS TIP:
One large bank used Claritas matchback data to optimize its digital campaign - and reduced acquisition costs by 94% as a result.

Using a matchback analysis to measure consumer engagement and response across channels can be a powerful tool in helping you determine your true campaign conversion rate.

For example, one fitness retailer, a Claritas client, sent out a direct mail campaign and measured a 2% conversion rate using traditional methods such as QR codes and vanity URLs.

But Claritas' matchback analysis discovered that the direct conversion rates didn't tell the whole story. Because when it used the Claritas Identity Graph to link IP addresses and mobile IDs to the physical addresses of households that received the mailer, it found something quite interesting.

About 6% of the households that received the physical mailer went online to either research or purchase from that brand after receiving it. So the percentage of customers who engaged after receiving the mailer was actually three times higher than the response linked directly to that mailer.

The ability to measure across channels is especially critical in email acquisition campaigns, where a busy prospect might not click through the email she received on her desktop computer at home but might decide to check out the company's website on her mobile phone while waiting in line at the grocery store a few days later.

Tip #9: Retarget Your (Anonymous) Website Visitors

A whopping 90% of website visitors remain anonymous. And that represents a lot of untapped revenue – because these prospects could be a potential revenue goldmine for your business. They already know you. They've engaged with your brand. And targeting them with an email campaign can be one of the easiest ways to drive new sales. Using its Identity Graph, Claritas has helped many clients turn anonymous website visitors (and anonymous store visitors) into identifiable, targetable prospects.

The first step is identifying these visitors using website pixels – or identifying them using geofencing geographic indicators as they walk into stores. Once the visitors are identified, the Claritas Identity Graph provides even more insight on those previously anonymous visitors by linking those visitors to identifiers such as their email addresses, household addresses, social media preferences, demographics, buying behavior and other key data.

If you're using segmentation models as part of your audience targeting strategy, a graph should be able to align your anonymous visitors with those pre-defined segmentation attributes as well. This not only helps you target those individuals with personalized messages across multiple channels, it also helps you identify which of these formerly anonymous visitors are the most likely to engage with your brand.

Once you find prospects that fit the profile of your best buyer, you use that identity graph to target them with a personalized campaign such as an email campaign – just like Claritas client Nutrisystem did.

NUTRISYSTEM REDUCES COST-PER-ACQUISITION BY 42% USING TARGETED EMAIL

Weight loss service provider Nutrisystem wanted to gain insights into its anonymous website traffic and identify the best prospects for retargeting. After using pixels to identify its anonymous website visitors, the company used Claritas Identity Graph data to segment these potential customers according to a variety of characteristics, including website engagement and actual spending habits.

Nutrisystem then identified three specific segments as potential big buyers and retargeted them with an email marketing campaign. The result? By retargeting only the audiences likely to buy, Nutrisystem reduced its cost-per-acquisition by 42%.

CLARITAS SUCCESS TIP:
Retargeting anonymous website visitors can reduce acquisition costs by 42%.

Tip #10: Don't Get Flagged as a Spammer

Some marketers avoid acquisition email campaigns because they are fearful of being tagged as a spammer, particularly since nearly 30% of emails sent worldwide are considered spam. But the reality is that using email to attract new customers won't put you in danger of being marked a spammer – if you partner with an email service provider that has accurate, up-to-date and responsibly sourced data.

Of course, the first rule of not being flagged as a spammer is to avoid having too many bounced emails. To reduce the chances of bounced emails, Claritas fully controls the email deployment process for its clients by deploying email through a Claritas-owned switch, Claritas-owned email servers and Claritas-owned IP banks – all of which have been white-listed with the top U.S. Internet Service Providers.

The second rule is to avoid complaints, which means you want opt-in names that have been responsibly sourced. Claritas has spent well over a decade collecting fully vetted data from over 20,000 websites from partners that span multiple business and consumer categories. As the nation's leading owner and complier of third-party email address data with opt-in permissions, Claritas' permission-based data collection method obtains date, timestamp, source and IP information on all third-party opt-in emails.

The third rule is to make sure you stay up to date on the newest regulations. That's why Claritas works hard to ensure its email programs meet or exceed the CAN-SPAM Act regulations. Claritas even has a team of email execution specialists that conduct a pre-campaign creative analysis to ensure clients are meeting specific CAN-SPAM regulations in their creative and content. And it's also why Claritas has taken a leadership role in the privacy compliance area and participates in a collaborative privacy working group comprised of many data providers in our industry.

Meet Better Prospects. Market More Precisely. Improve Your ROI.

Whether you are looking for an email campaign or a full-scale multichannel marketing campaign, Claritas has you covered. Claritas' full-service campaign executions feature a unique 3x deployment to your best prospects and achieve open rates 2-3x higher and click through rates 5-7x higher than the industry average.

Through our append services, Claritas can tie opt-in emails to the physical address of households in your client file. With over 125 million active emails, we have the highest match rate in the industry, and we continually refresh our database to ensure your file is up-to-date, clean and privacy compliant.

CLARITAS' MULTICHANNEL SOLUTIONS

But Claritas' marketing services go way beyond email. Our industry-leading Identity Graph and unique analysis tools provide our clients with flexible multichannel execution solutions designed to maximize ROI. We can deliver audiences across our vast network of over 150 channels and platform partners, so you can execute on your own or partner with us to handle the entire multichannel execution for you. However you want to execute, we'll make it happen.

By connecting customers and prospects to their devices and online behavior, the Claritas Identity Graph allows you to create coordinated, targeted campaigns to your best customers and prospects across all devices and channels, including email, social, display and direct mail.

ABOUT CLARITAS

For nearly 50 years, Claritas' unparalleled knowledge of the American consumers has yielded the most adopted segmentation in the industry, helping marketers identify their best customers. Through key acquisitions, the company has transformed into a marketing leader, now offering a single-source suite of solutions that give marketers the ability to identify their ideal audiences, deliver multichannel marketing engagements with precision and leverage measurement tools to optimize their media spend across online and offline channels and thus drive better marketing ROI. With an accuracy-first foundation, the robust Claritas Identity Graph serves as the engine that drives these powerful solutions, reaching over 120 million households and over 600 million devices.

More information can be found by visiting www.claritas.com.