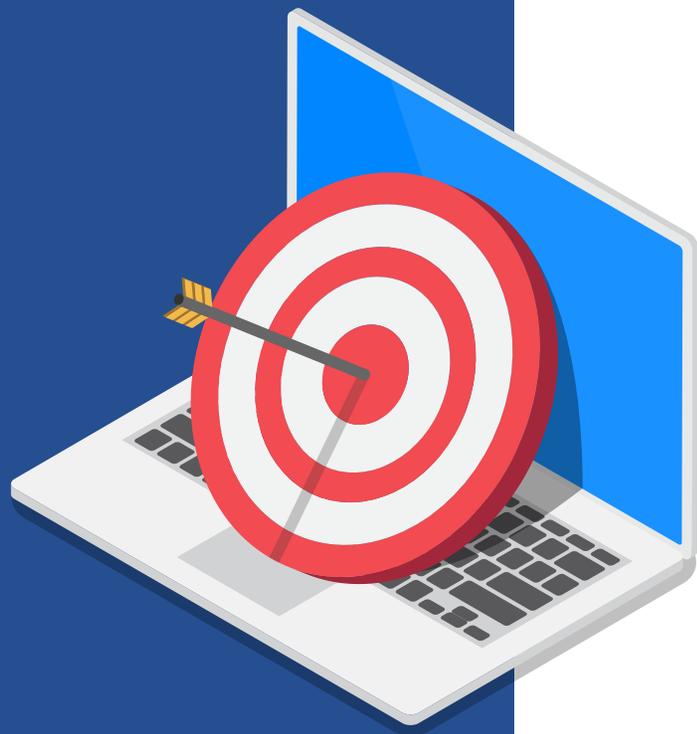




*shipping  
easy*<sup>®</sup>

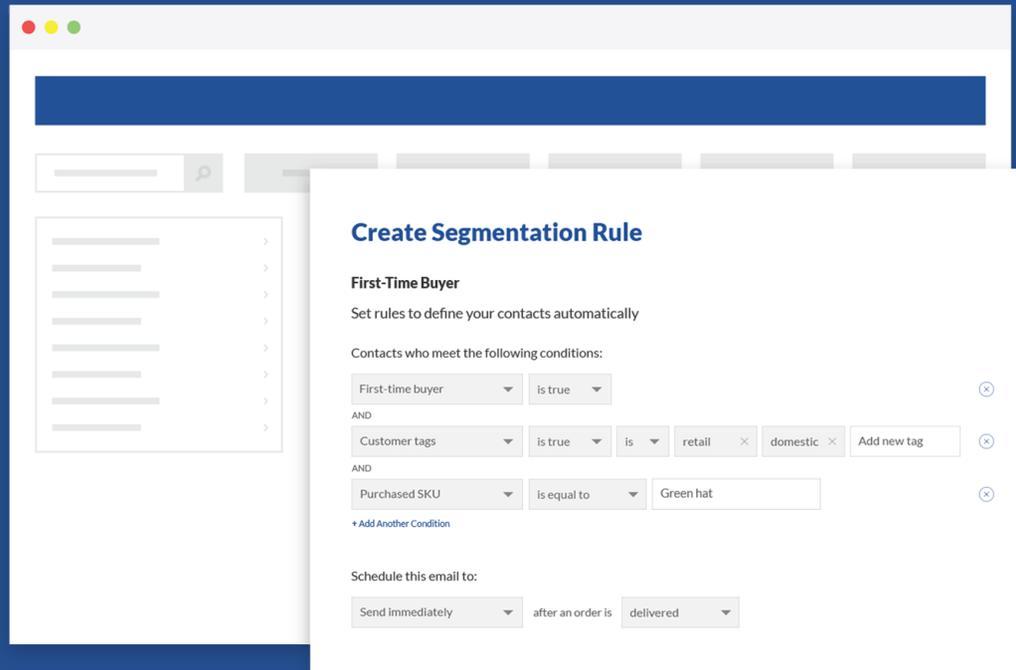
**Audience  
Segmentation**



## Today's lesson: Audience segmentation and how to target specific groups to enhance email performance and increase revenue.

Customer segmentation is a strategy email marketers use to send highly targeted emails by dividing up their list into smaller groups, or “segments.” Studies have shown that segmented campaigns have open rates that are **14.37% higher**, clicks that are **64.78% higher**, and **8.98% fewer unsubscribe rates** than non-segmented campaigns by the same users.

In the world of email marketing, it's all too tempting to send a message to everyone in your audience about a big sale going on. The more you send mass emails, the less your audience engages. Inboxes are flooded and messaging is diluted to be suitable for anyone, which simply doesn't cut it anymore.



## Consider segmenting your audience based on some of the following factors:

- By demographic (Sell tire chains? Send an email out to all of your customers in the states hit with snow and offer a discount.)
- By purchase history (Make sure lapsed customers get an incentive to come back to your store.)
- By click-through rate (Generate a list of those who clicked on your last campaign and recommend a related product or message.)
- By product or type of purchase (Identify those who purchased a specific SKU and thank them for buying while offering a discount on a newer, featured product.)
- By amount of purchase (Reward those who spent over a certain amount with you by giving them VIP or early access.)

[Reset Filters](#)

- ▼ Customer Status
  - Prospect ⓘ
  - Abandoned Cart ⓘ
  - Recent ⓘ
  - Repeat ⓘ
  - Inactive ⓘ
- ▶ Store
- ▶ Tags
- ▶ Destination
- ▶ Lists
- ▶ Email Status
- ▶ States
- ▶ Zip Codes
- ▶ Purchased SKUs

ShippingEasy makes segmenting your audience simple and quick. Since we pull in all of your order data, all you have to do is check a box to filter your audience. The graphic to the left shows all the segmentation options available to you.

The last thing I want to mention is that you need to personalize your actual content. Email service providers like ShippingEasy let you insert variables into email copy, which are snippets of code that will pull in data from your customer details, order, or store information. These enable you to address a customer by their first name, for example, or by the date of their last order.

As you can see, there are endless options to narrow down your audience. Experiment with your audience and see which emails perform best to see personalization at work.

**Tomorrow's Topic: Automated Lifecycle Campaigns that will make your customers wonder how you know them so well.**