ERIN,
new travel deals
just for you!

See Deals

yes
LIFECYCLE MARKETING

EMAIL
PERSONALIZATION
LOOKBOOK

Best-in-class examples to maximize
customer lifetime value

Executive Summary

In the age of the always-on, digitally savvy consumer, people are constantly bombarded with marketing messages from multiple channels and, as a result, many are tuning out. To combat this trend, smart email marketers use different personalization strategies to deliver relevant content to their audience and drive sustainable email engagement. But many still struggle with the what, why, who and how of effective email personalization.

This lookbook zooms in on best-in-class campaigns from leading brands that illustrate different types of personalization and can help marketers create a truly tailored customer experience.

Readers will discover:

- Various ways to personalize email communications
- What types of data marketers can use to get started
- What are the building blocks of effective email personalization

The most commonly used types of data to personalize emails

Demographic Data
Gender | Age | Income | Residence | Presence of children | Education level

Psychographic Data
Personality traits | Interests | Lifestyle choices | Beliefs

Browse Data
Web pages visited | Browsed items | Items added to/abandoned in cart

Preference Center Data
Personal details (name, birthday, ZIP code, etc.) | Preferred type of email content | Email frequency preferences

Email Activity
Open rates | Click-through rates | Opt-in date

Real-Time Data
Local weather | Sporting events | Real-time location

Purchase Data
Purchased items | Order value | Purchase frequency

Email components that can be personalized

Subject Line
Using name, purchase history or loyalty data to enhance the relevance of a subject line can be instrumental in getting subscribers to open.

Dynamic Content Block
Dynamic content blocks are sections within an email that dynamically populate content and can be informed by various consumer data points in order to optimize the recipient's experience.

Timing
In addition to determining email content, subscriber actions and data points can also inform the timing of an email. By timing a delivery to correspond to specific consumer actions (opt in, recent purchase, etc.) or preference center data (name, date of birth, etc.), marketers are essentially delivering the right message at the right time to their audience.

Dynamic Image
Dynamic images are similar to dynamic content blocks – they use subscribers' demographic data, lifecycle stage or behavior to display a visual that's most relevant to them.

Featured Product Category
Product recommendation module displays content tiles of product name, images, and direct links to recently viewed products and product recommendations.

Local store address
Closest in-store location as shown on a map is based on the subscriber's shipping address from a previous purchase.

Demographic Data   Subject Line   Dynamic Image

DEMOGRAPHIC DATA

Personalizing emails based on demographic data like gender, age, presence of children or household income can significantly boost email relevance and increase conversions. Demographic data is relatively easy and cost-effective to acquire: it can be collected during the opt-in process or acquired through data enhancement. Using demographic attributes to customize email content like images, featured products or calls-to-action can help brands connect with their subscribers from the get-go. The following are excellent examples of using gender to personalize email communications.
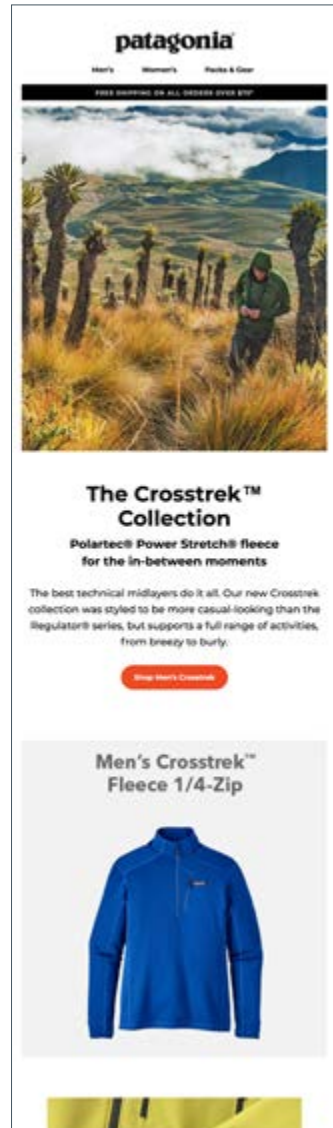
Patagonia

Outdoor clothing company Patagonia uses gender to personalize their campaigns' hero image, the featured product category and the call-to-action button.
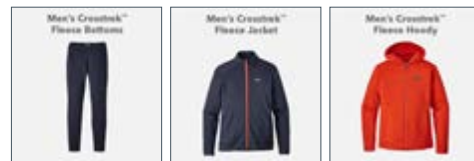
Subject line
Out of the ordinary

Hero Image
Male hiker

Call-to-action
Directly links to the men's collection

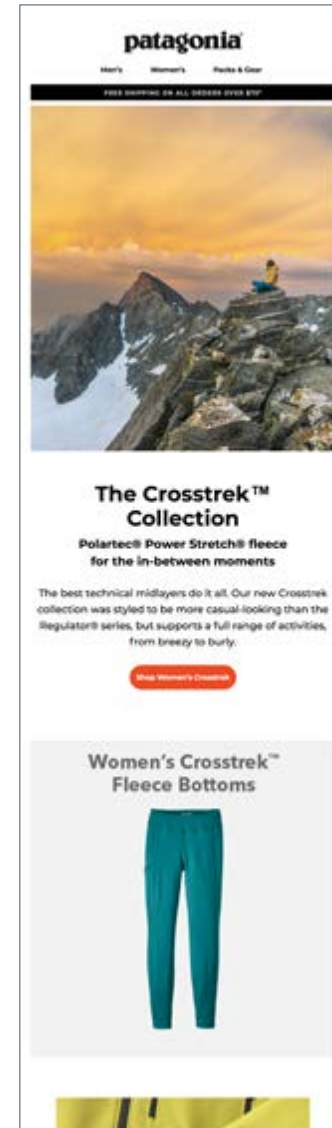**Featured Product Category**
Men's collection (displayed via a rotating GIF image)

Subject line
Out of the ordinary

Hero Image
Female climber

Call-to-action
Directly links to the women's collection

Featured Product Category
Women's collection (displayed via a rotating GIF image)

Demographic Data   Dynamic Image   Dynamic Content Block

Express, Inc.

As a retailer that caters primarily to young men and women, Express differentiates its brand by offering quality fashion-forward pieces suited for every occasion. While all of their campaigns share a sleek and modern look, their copy and imagery change based on their audience's gender.

Subject line
Personalized to appeal to female subscribers.

Hero Image and Copy
Female version of the 'suit' – a.k.a. 'the jumpsuit.'

Featured Product Category
a large selection of jumpsuits with trendy cuts and colors.

It's jumpsuit season! Time to find yours...

When in doubt, wear the blue suit

Subject line
Personalized to attract male subscribers.

Hero Image and Copy
A sharp and versatile blue suit.

Featured Product Category
Nine takes on the classic blue suit helps communicate the variety of styles. Highlighting complementary items like ties at a discount is a great way to drive additional revenue.

PSYCHOGRAPHIC DATA

Psychographic data includes attributes like consumer interests, lifestyle, beliefs and attitudes. Using these characteristics can help marketers identify products that more accurately match a segment of their audience. The following examples illustrate how personalization informed by psychographic data can enhance content relevance.

West Marine

For their welcome emails, boating and fishing supply retailer West Marine uses their audience's psychographic preferences to target different segments of life-on-the-water enthusiasts.

Subject line

Welcome Aboard Alexis!

Subject line
Subscribers who do not own a boat receive a default welcome email with the first name personalization included.

Welcome Aboard Lisa: The Wind is With Us...

Subject line
Sailboat enthusiasts receive a welcome greeting that includes first name personalization and identifies their interest in sailing.

Hero Image
Default image for non boat owners.

Hero Image
People on a sail boat.

Timing
Welcome emails are sent several minutes after each subscriber opt-in.

Welcome Aboard Kevin: Full Speed Ahead!

Subject line
Power and fishing boat lovers receive a welcome message that includes first name personalization and references their boat's speed.

Hero Image
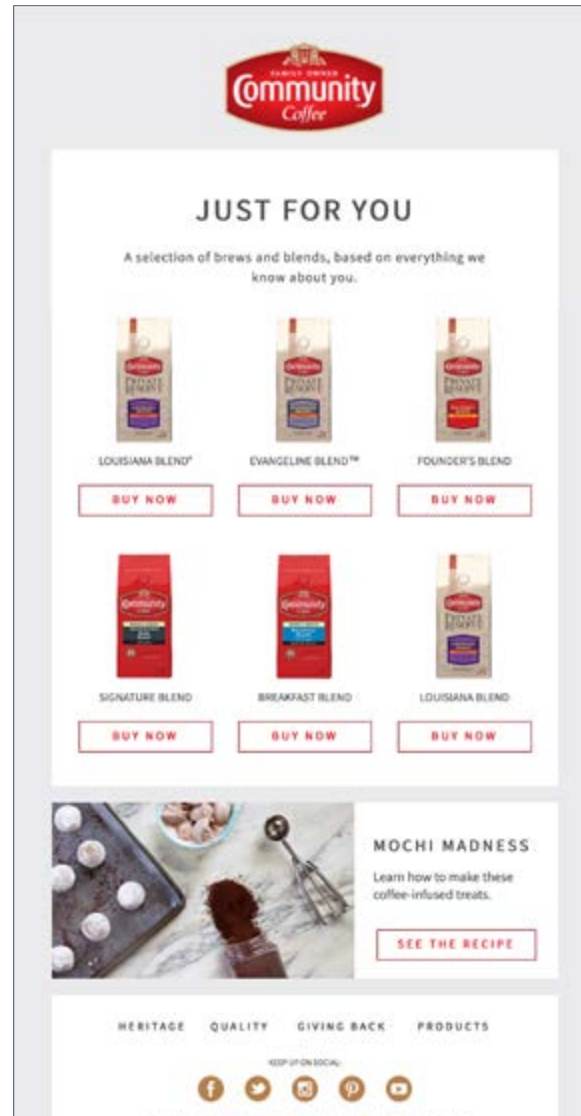A family enjoying their powerboat.

Community Coffee

Community Coffee is the largest family-owned and operated coffee roasting company in the country. The brand stays connected with their audience by tailoring their product recommendations based on psychographic data like favorite beverage and coffee-related interests.
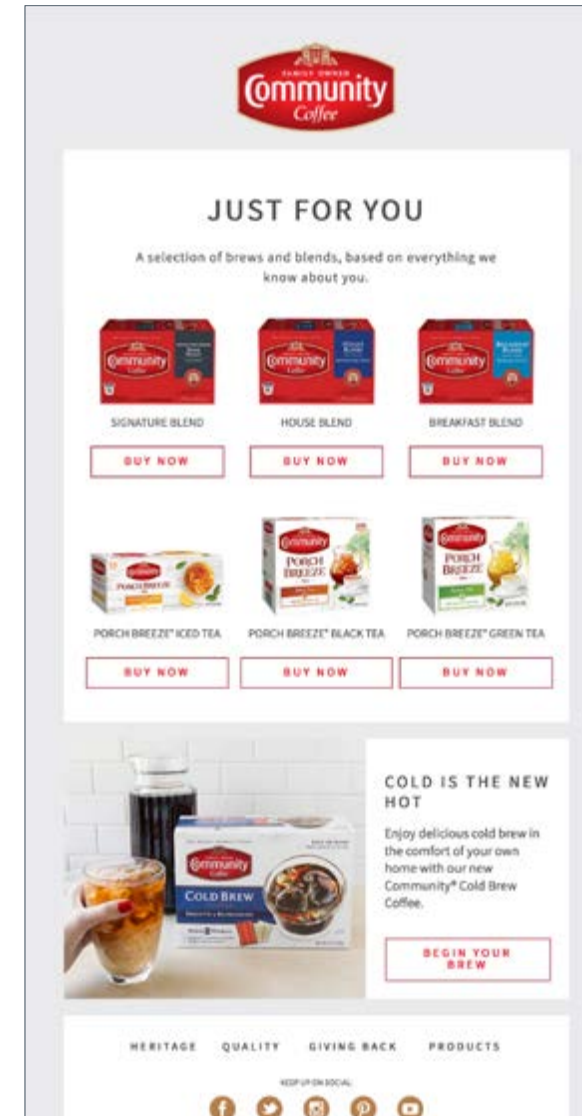
Subject line
Your Perfect Blend

Featured Product Category
Recommendations highlight a variety of tea blends that match subscribers' preference of both coffee and tea.

Subject line
Your Perfect Blend

Featured Product Category
Recommendations highlight specific coffee blends that match a subscribers' preferred brewing method and taste.

BROWSE BEHAVIOR

Using browse behavior to personalize messages can drive incremental revenue and foster a connection with consumers. Browse data is at the core of two of the most popular (and effective) triggered programs: browse abandon and abandoned cart. These programs aim to remind consumers of products that captured their attention and encourage them to make a purchase.

These emails typically highlight products that a site visitor browsed but didn't add to his shopping cart or items that are similar to the ones he browsed. Browse abandon communications aim to remind subscribers of what piqued their interest and nudge them toward making a purchase. To the right are some great examples from West Elm and Williams Sonoma.

West Elm

West Elm's browse abandon emails prominently display a discount offer designed to incentivize a purchase.

Subject line
The short subject line specifically references the relevance of the email.

We noticed you noticing us...

Local store
Based on a subscriber's shipping address from previous purchases, the email displays their local store.
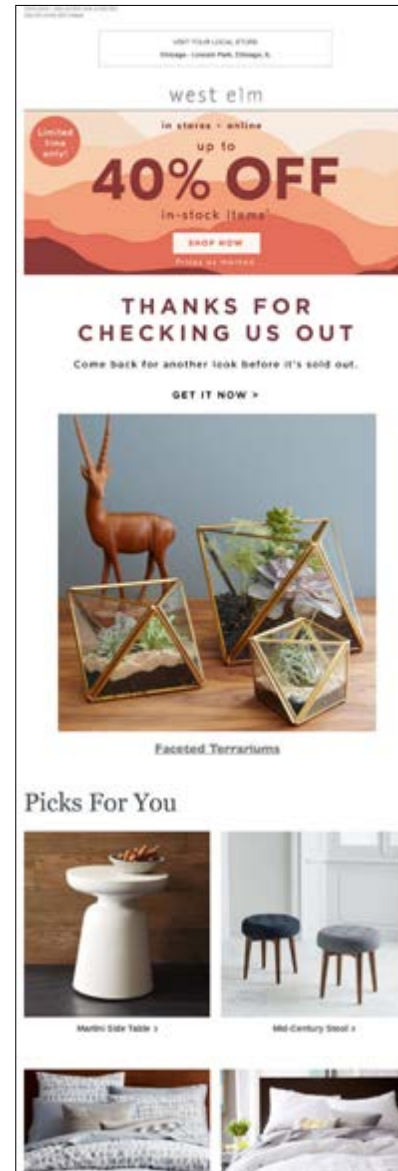
Hero Image
Showcases an image of the product category the subscriber browsed on her most recent website visit.
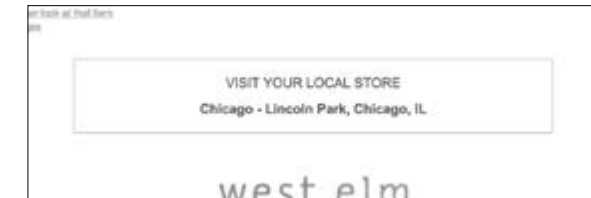
Timing
Browse abandon emails are sent the day after a site visitor browses West Elm's site.

Featured Product Category
Items viewed by the subscriber as well as similar products that match her recent browsing activity.

Williams Sonoma

Sister brand Williams Sonoma illustrates another approach to reminding recent site visitors of products they browsed. The brand utilizes dynamic content blocks within their standard marketing messages. This tactic makes Williams Sonoma's standard, everyday campaigns that much more relevant and engaging because they feature items that have piqued subscribers' interest.

Subject line
Introducing… Buy Online, Pick Up in Store—Skip the Lines!
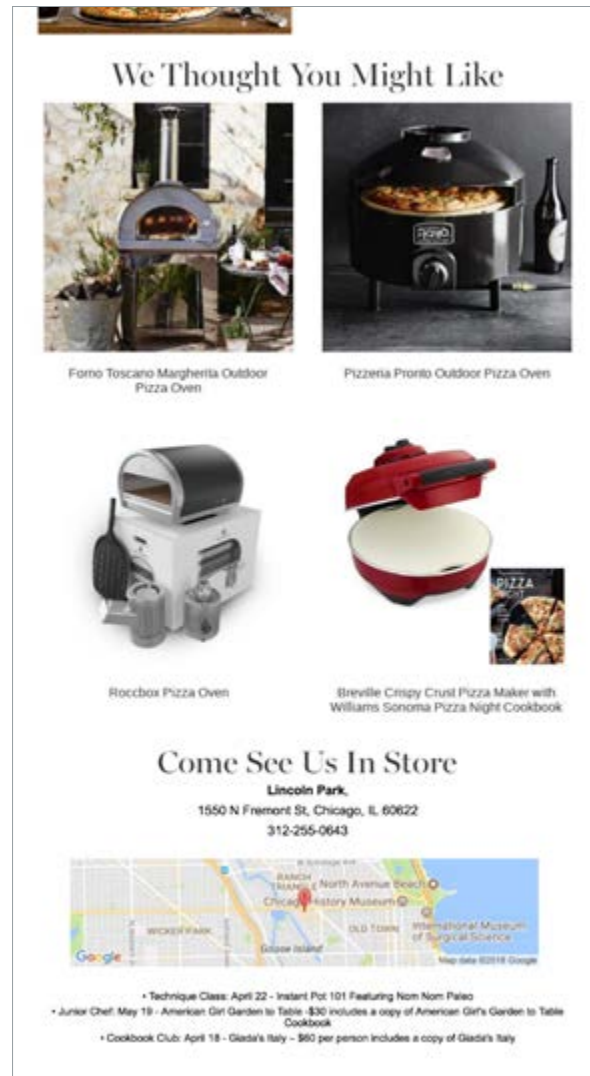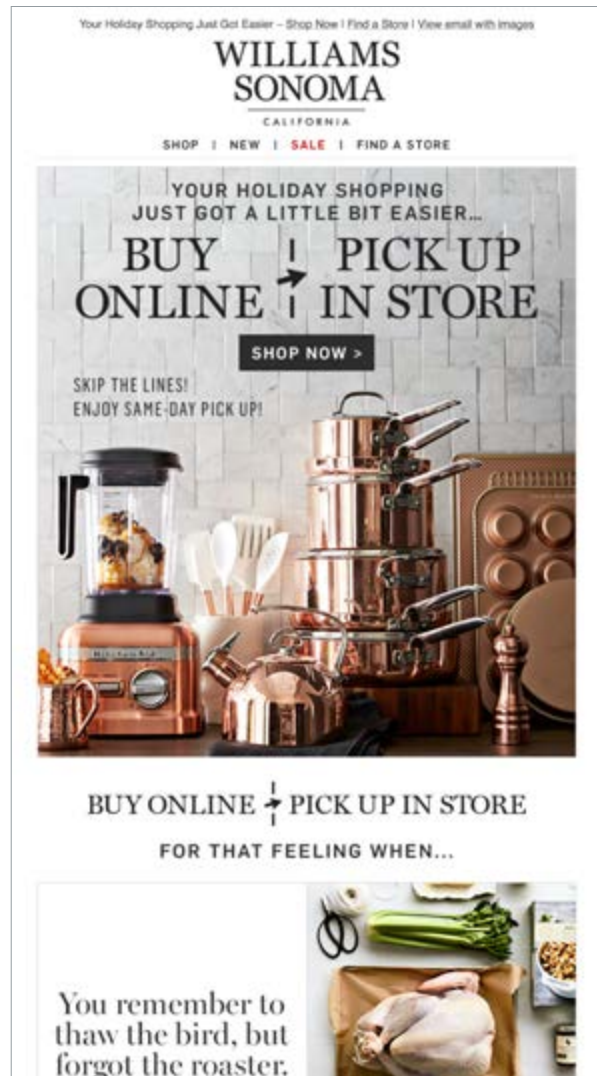
Featured Product Category
Product recommendation module displays content tiles of product name, images and direct links to recently viewed products and product recommendations.

Local store address
Closest in-store location as shown on a map is based on the subscriber's shipping address from a previous purchase.

ABANDONED CART

Abandoned cart emails are particularly effective because they target subscribers with the highest intent to purchase. With an open rate that is twice as high as that of regular emails, this triggered message is a must. The campaign examples from Loft and Native Remedies show two great tactics for converting cart abandoners into purchasers.

Loft

Loft's approach to converting cart abandoners into purchasers employs two emotions that are powerful action drivers - scarcity and urgency.
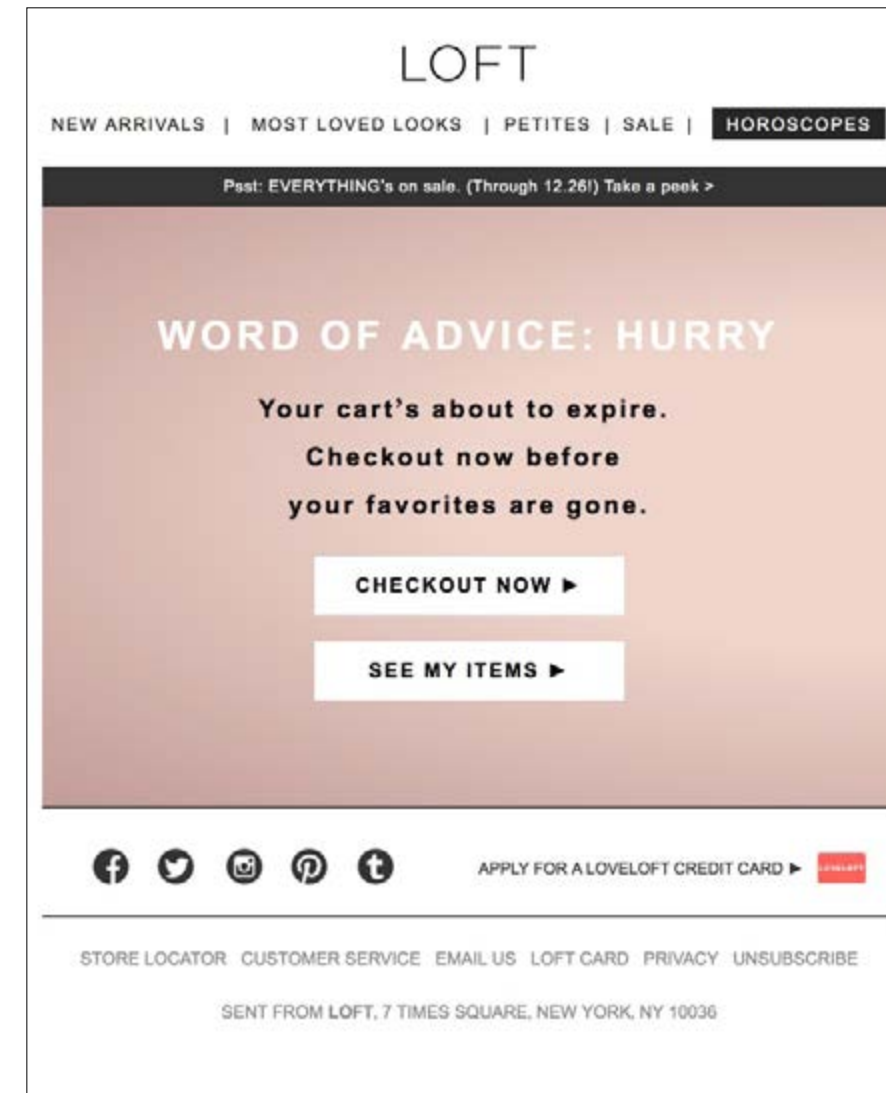
Subject line
The direct, first-person language aims to drive action by subtly invoking FOMO (fear of missing out).

Main copy
Email is sent a day after a visitor leaves items in their cart unpurchased. Concise, to-the-point copy urges cart abandoners to complete the checkout process before items in their carts sell out.

We'd hate for you to miss out...

LOFT

NEW ARRIVALS | MOST LOVED LOOKS | PETITES | SALE | HOROSCOPES

Psst: EVERYTHING's on sale. (Through 12.26!) Take a peek >

WORD OF ADVICE: HURRY

Your cart's about to expire.
Checkout now before
your favorites are gone.

CHECKOUT NOW ▶

SEE MY ITEMS ▶

APPLY FOR A LOVELOFT CREDIT CARD ▶

STORE LOCATOR   CUSTOMER SERVICE   EMAIL US   LOFT CARD   PRIVACY   UNSUBSCRIBE

SENT FROM LOFT, 7 TIMES SQUARE, NEW YORK, NY 10036

Native Remedies

Similar to Loft's abandoned cart email, this message from health and wellness online retailer Native Remedies, also banks on urgency to drive action. But instead of hinting at product scarcity, the health brand offers two limited-time incentives to motivate cart abandoners to complete their purchase.

Subject line
Urgent and to-the-point in explicitly referencing abandoned items in subscribers' carts.

Your Cart Expires Soon
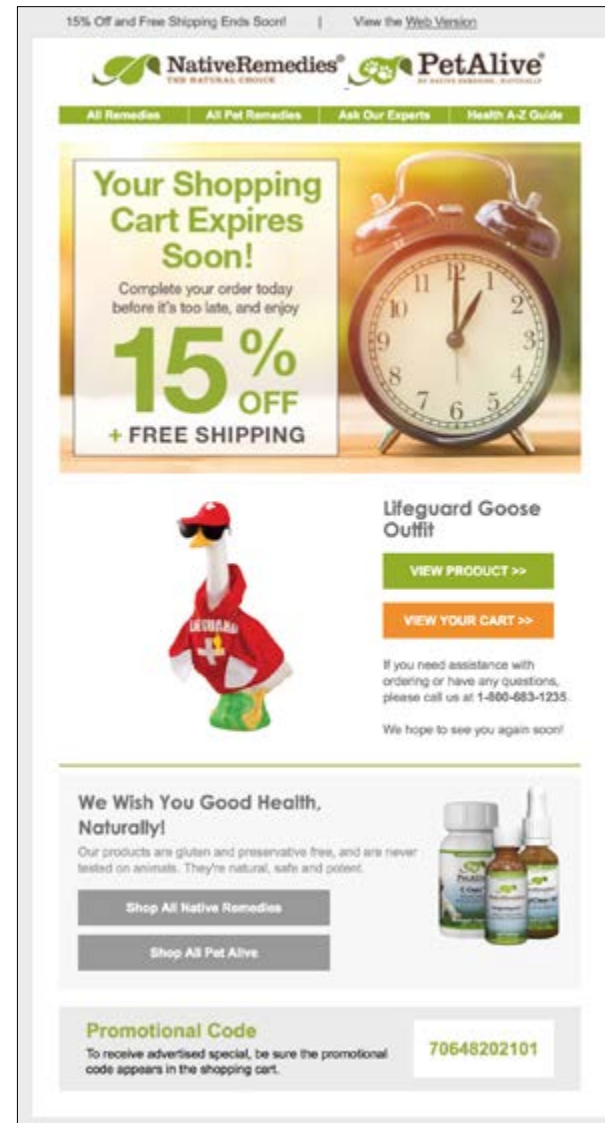
Hero copy
Email is sent several days after a site visitor leaves items in their cart unpurchased. The pressing tone, corresponding clock imagery and double offer (15 percent discount plus free shipping) imply a rare limited-time incentive for subscribers to purchase.

Promotional Code
To receive advertised special, be sure the promotional code appears in the shopping cart.   70648202101

Promotion code
Auto-generated code is unique to the specific subscriber.

Browse Data   Timing   Subject Line   Dynamic Content Block

PREFERENCE CENTER DATA

A preference center page lets subscribers manage their personal information (name, address, birthdate, etc.), type of content they would like to receive and preferred frequency of marketing communications. The following examples highlight how brands can use preference center information like first name and date of birth to personalize emails.

Name is arguably the easiest data point for brands to collect. That's why first name personalization in email body has become fundamental. To breathe new life into this type of personalization, brands can use subscribers' names in their subject lines or implement sophisticated design tactics to stand out.

Lands' End

For their Christmas emails, Lands' End elevated their first name personalization game through beautiful, design-forward email components.

Subject line
Deck the halls with 30% off home

Hero copy
Seeing their name monogrammed onto a beautiful Christmas stocking delivers a wow factor to subscribers and helps them connect to the featured product.

TD Ameritrade

Monthly newsletters for Td Ameritrade typically feature content based on a subscriber's investor profile. This version covered retirement planning - a topic of great interest to clients with a profile of private long-term investors.

Subject line

Using the recipient's first name to ask a question before they even open an email instantly builds rapport and sets the stage for a one-to-one conversation.

John, are you taking the right steps to plan for retirement?
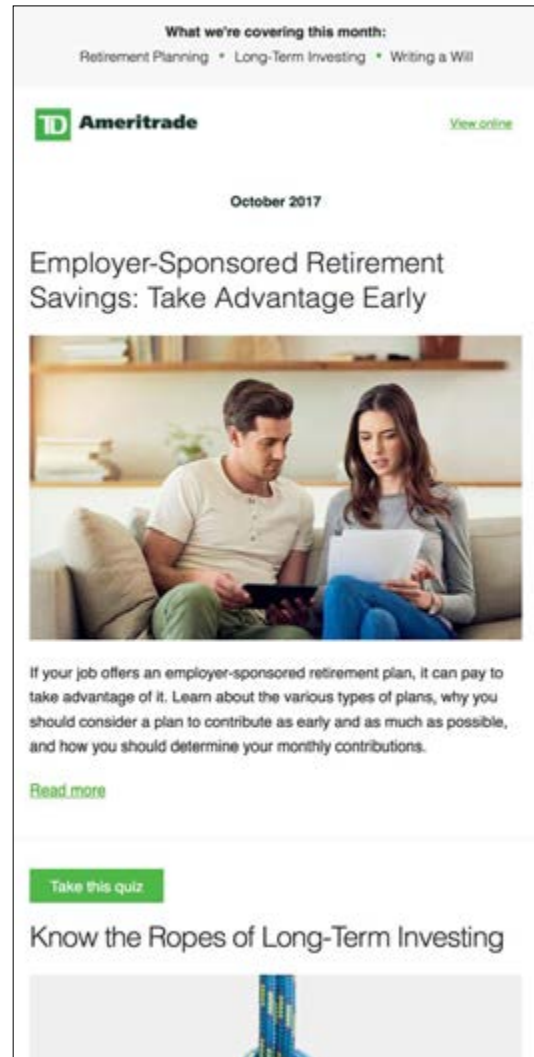
Hero image and copy

Both header and image convey the value and usefulness of email content as it relates to account holders who are investing for retirement.

BIRTHDAY

Birthday emails are effective because they acknowledge and celebrate a subscriber's personal milestone – be it with a discount, special gift or just a fun postcard-style email.
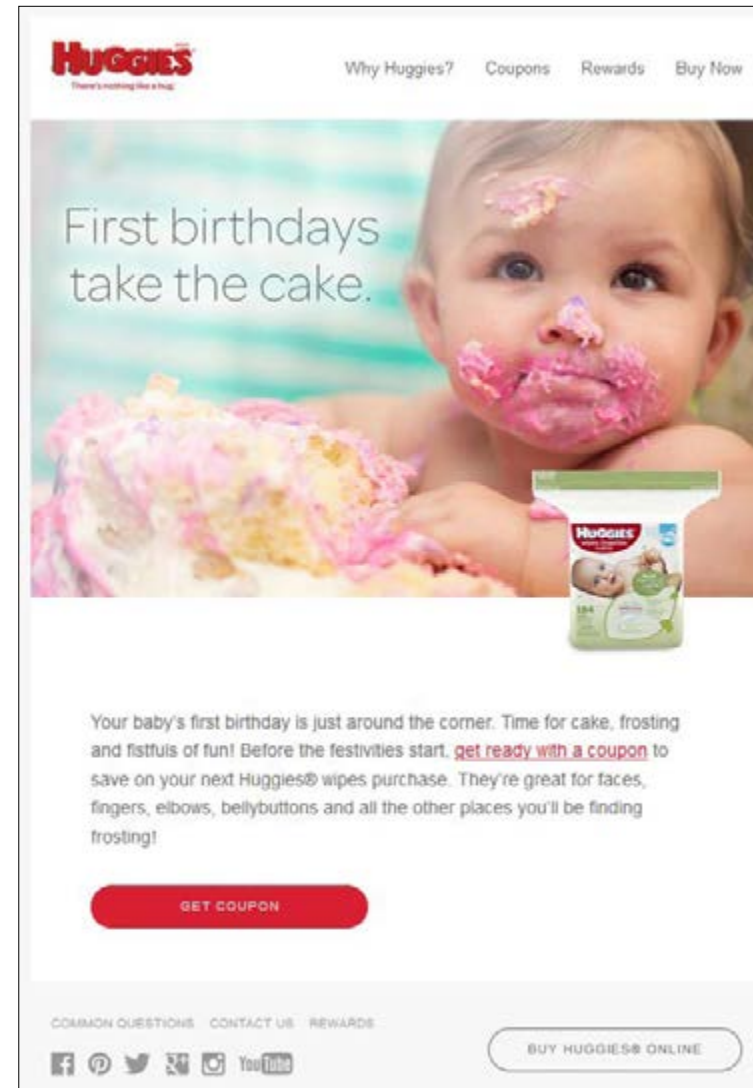
Huggies

Huggies sends a reminder to prompt subscribers to start planning for their child's first birthday. Fun visuals and copy are complemented by a coupon offer to save on a product purchase.

Subject line
Happy 1st Birthday from Huggies®!

Timing
Birthday planning reminder emails are sent several days before a child's birthday.

Hero image
Derived from subscribers' preference center data, the hero copy acknowledges an upcoming first birthday for the subscriber's child.

Browse Data   Timing   Dynamic Content Block

Southwest

In keeping with the brand's quirky yet friendly voice, Southwest's birthday email recognizes subscribers' special day with playful copy and imagery. The message's mysterious call-to-action invites subscribers to 'start the party.'*

Subject line
First name personalization in the subject line immediately captures the subscriber's attention.
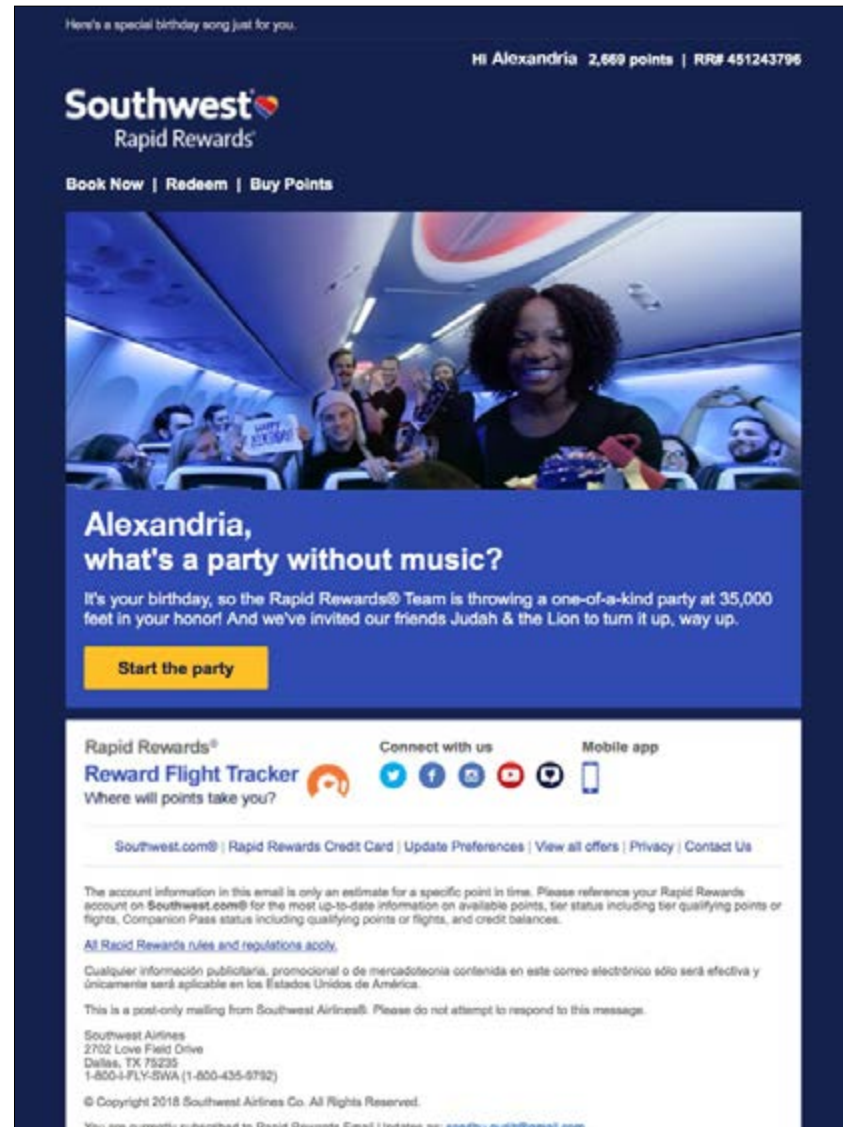
Timing
Birthday emails are sent on the month of a subscriber's birthday.
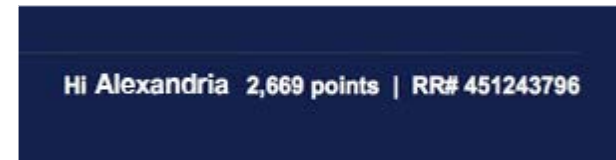
Alexandria, we're taking your birthday to new heights.

Member loyalty details
provides a personalized snapshot of the subscriber's loyalty status.

Hi Alexandria   2,669 points | RR# 451243796

*Spoiler alert
As a reward for clicking on the call-to-action button, a video recording depicting a lively 'in the air' birthday party celebration pops up. It includes a rendition of the birthday song by a mystery band along with the airline's cabin crew and passengers.

EMAIL ACTIVITY

Email activity data is collected almost by default by most brands and it's an easy way to enhance their subscribers' email experience. Marketers can use this data to personalize the content, timing and frequency of their campaigns. The following examples illustrate three types of triggered campaigns that use email activity – anniversary, activation, and reactivation.
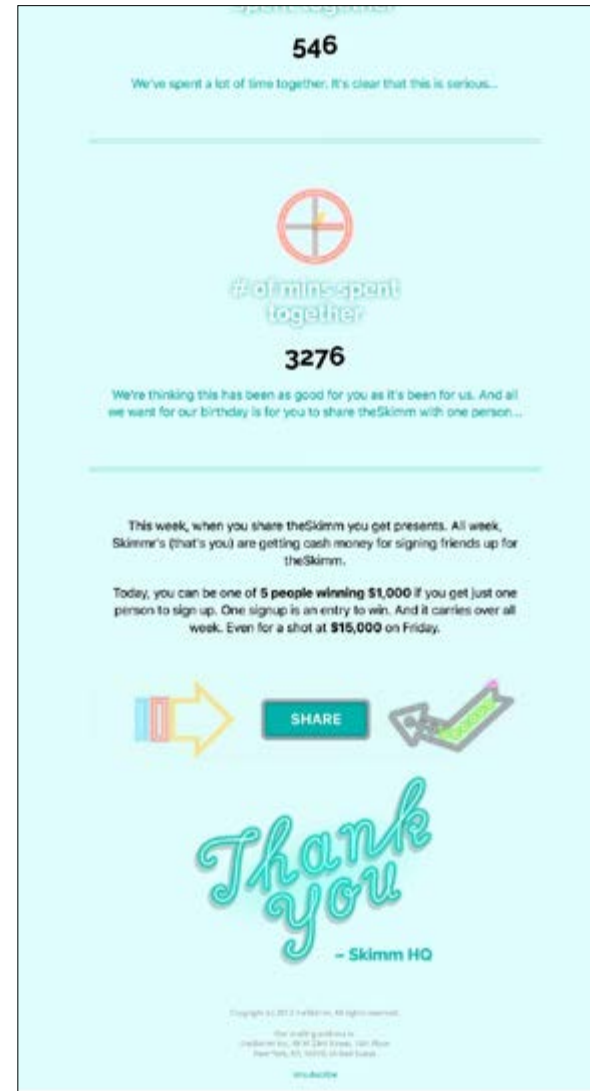
ANNIVERSARY

Anniversary emails celebrate a milestone in a brand's history or its relationship with a subscriber. They typically showcase content informed by each subscriber's interactions with a brand over a specific timeframe. In these anniversary campaign examples from theSkimm and Zappos, both brands express gratitude and make consumers feel appreciated.

TheSkimm

TheSkimm's 5-year anniversary email starts by highlighting the brand's milestone but the meat of the content focuses on each subscriber and her relationship with the brand over time. Various animated GIFs emphasize the data and make the email stand out.
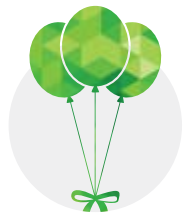
Subject line
Birthday suit, on

Main Copy
Informed by each subscriber's history of email behavior, including sign up date and number of opens.
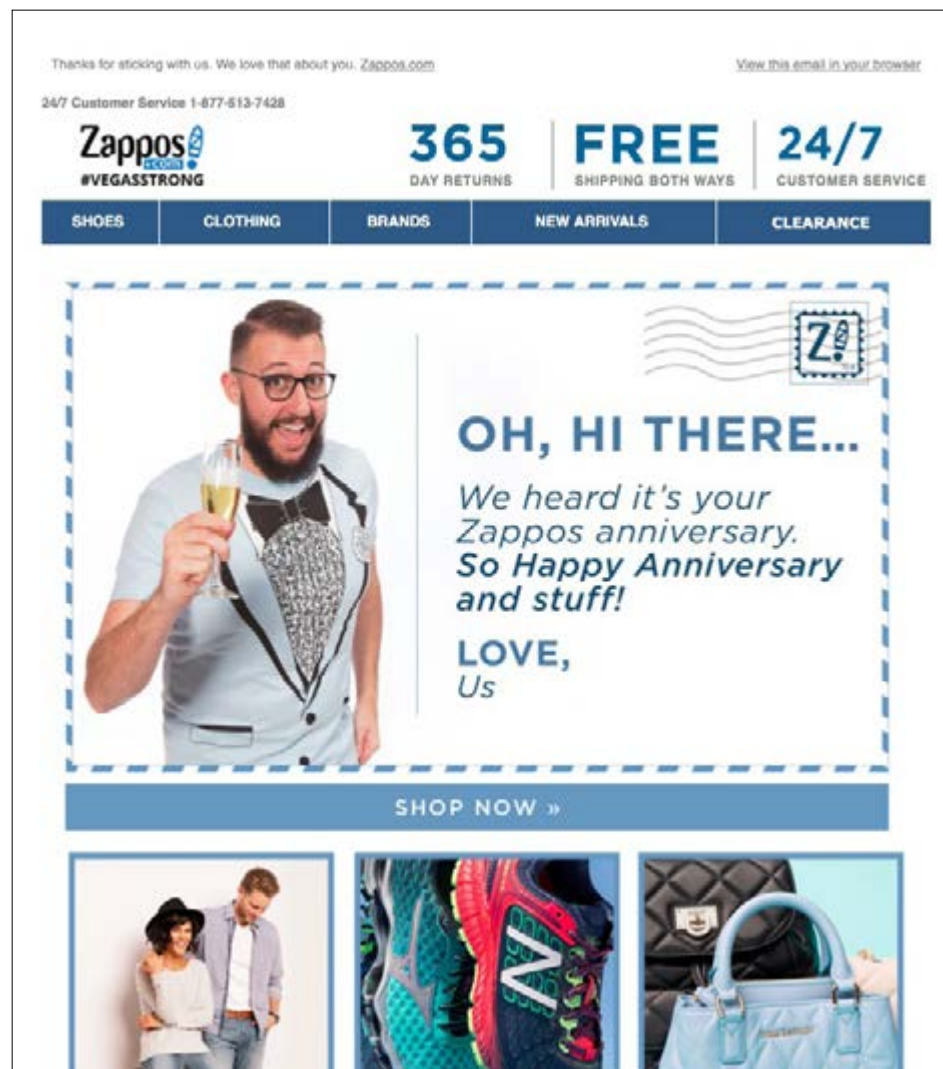
Zappos

The online retailer treats their subscribers' anniversary as an opportunity to get more personal. The brand uses humor to make subscribers feel like they are a part of the family.

Subject line
It's Your Zappos Family Anniversary!

Hero Copy and Image
Personalized to celebrate the opt-in anniversary of each subscriber.

Activation messages use email activity to target subscribers who have opted into a brand's database within the last 90 days but have not interacted with the emails they've received. By creating an onboarding experience that addresses this consumer behavior and is designed to reverse it, activation emails help motivate lapsed subscribers to re-engage. The following examples illustrate two approaches to activation programs that marketers can use.
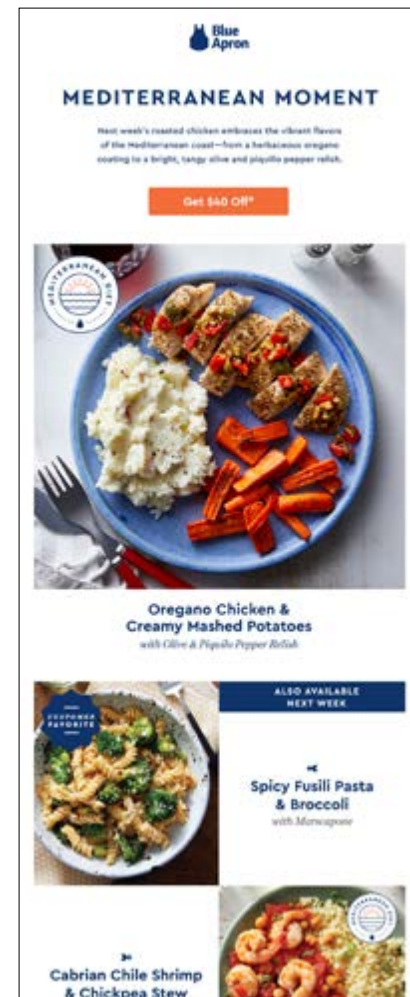
Blue Apron

Meal-kit subscription service Blue Apron targets early inactive subscribers with a value driven email highlighting the quality and care that goes into each kit.
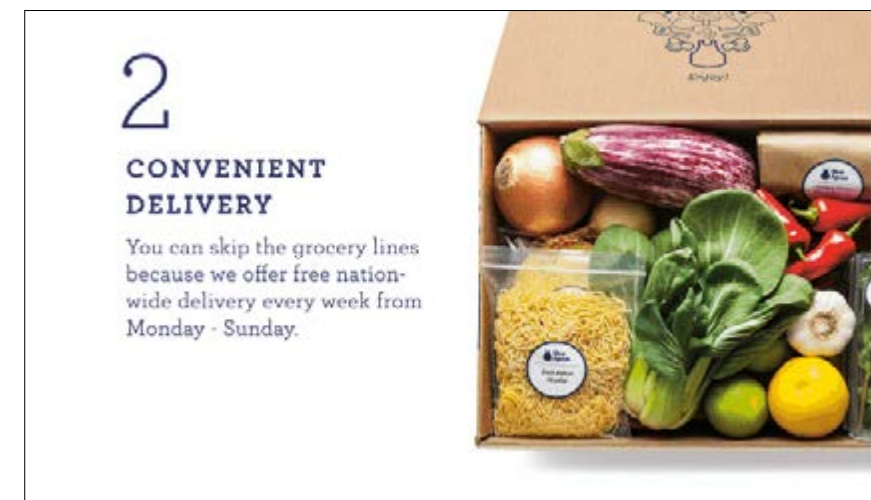
A. Standard program email

Subject line
A brighter take on weeknight chicken—save $40

B. Activation program email

Subject line
How about free meals

Main Content
In a creative departure from meal suggestion emails of their standard program (example A), the activation themed content (example B), specifically customized to emphasize added benefits, aims to motivate recent subscribers to convert.

Sperry

Informed by email engagement and purchase data, this activation message from Sperry is sent exclusively to an audience group of recent email subscribers who have been active for some time but have not purchased.

Subject line
Get a $20 e-Gift card with your next purchase!

A FEW REASONS TO SHOP SPERRY.COM

- Shop the largest assortment of Sperry.

- Online exclusives & limited edition products you won't find anywhere else

- New arrivals every month

- An exclusive birthday offer

- Special access to sales & email subscriber-only offers

- Extended sizes & widths, from narrow to wide

Hero image and copy
Email content is tailored to nudge already engaged subscribers towards a purchase. It acknowledges the subscriber's interest in the brand and addresses the streak of not purchasing with a sizeable gift card offer and extensive list of benefits that Sperry.com shoppers enjoy.

Marketers use email activity to inform reactivation campaigns, designed to re-engage subscribers who have been inactive in some time, but have not unsubscribed. Reactivation messages typically employ playful tone and eye-popping design to call out the subscriber's inactivity. Their goal often is not to necessarily drive sales but instead to encourage subscribers to update their preferences, submit feedback, or indicate that they still want to receive brand communications. Philosophy provides a great example of a reactivation series.

Philosophy

Instead of a single message, Philosophy created a reactivation series to seize different opportunities to re-engage email subscribers at various points in their tenure and activity. Each subsequent message advertises a larger discount for shoppers, thus making the incentive harder and harder to turn down.

Subject line
Enjoy 30% off, we miss you

Subject line
40% off! we miss you
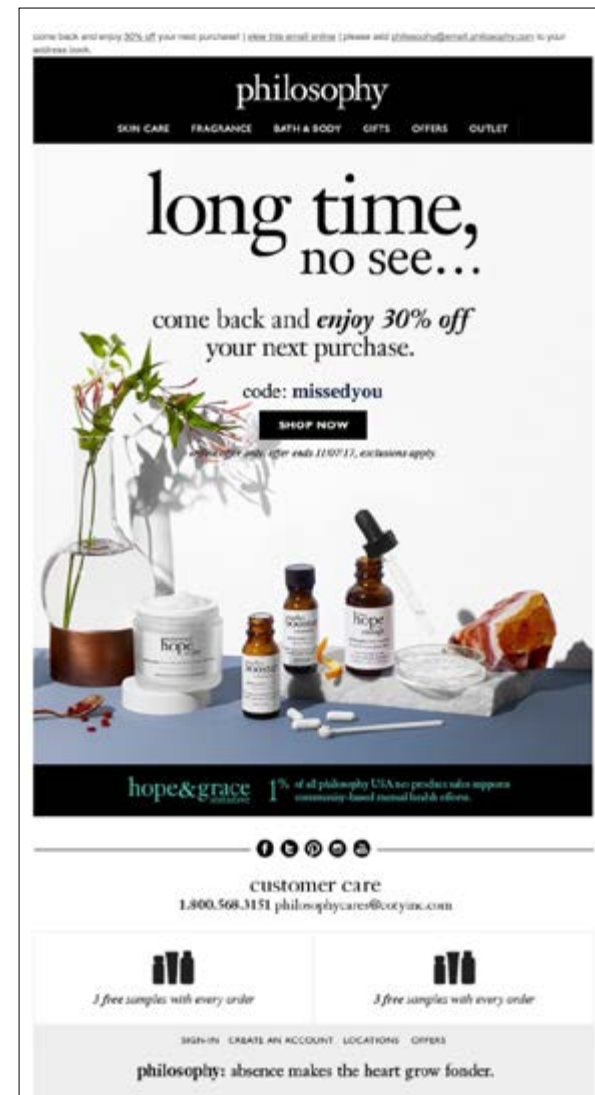
Copy and offer
Sent to subscribers who have recently become inactive, this email's friendly tone and 30% offer serve as key conversion drivers.
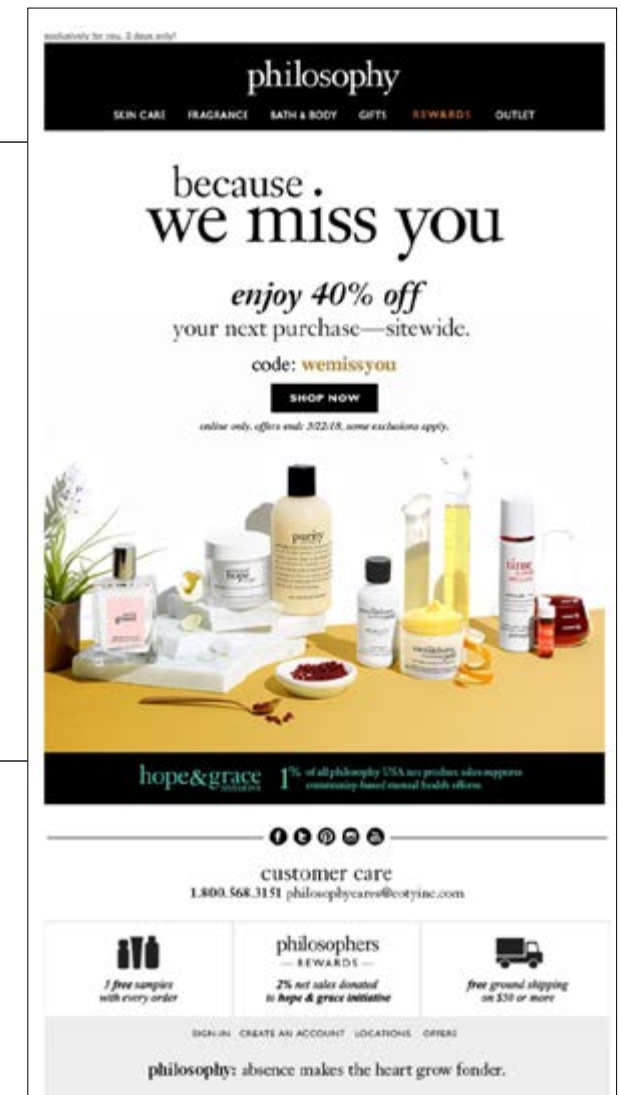
Copy and offer
Sent to subscribers who have been inactive for a while, this email delivers even shorter copy, emphasizing the brand's sentiment and an even more generous win-back offer.

Email Activity   Timing

Animoto

Cloud-based video creation service, Animoto uses a simple and straightforward message to prompt inactive subscribers to update their email preferences.

Subject line
Did you still want to hear from us?

Copy and image
Sent to subscribers who have not opened an email for up to a year, both header and visuals clearly and quickly communicates the brand's intent to reconnect.
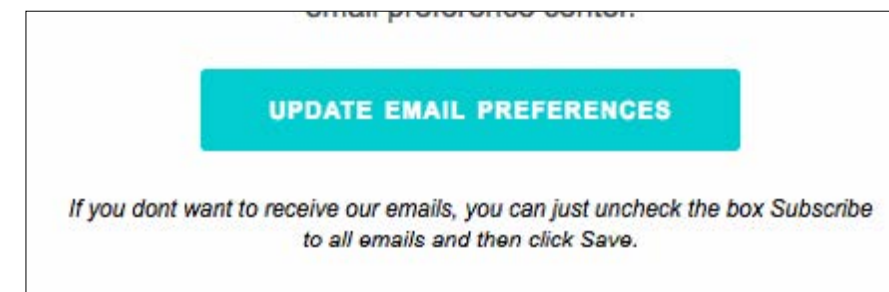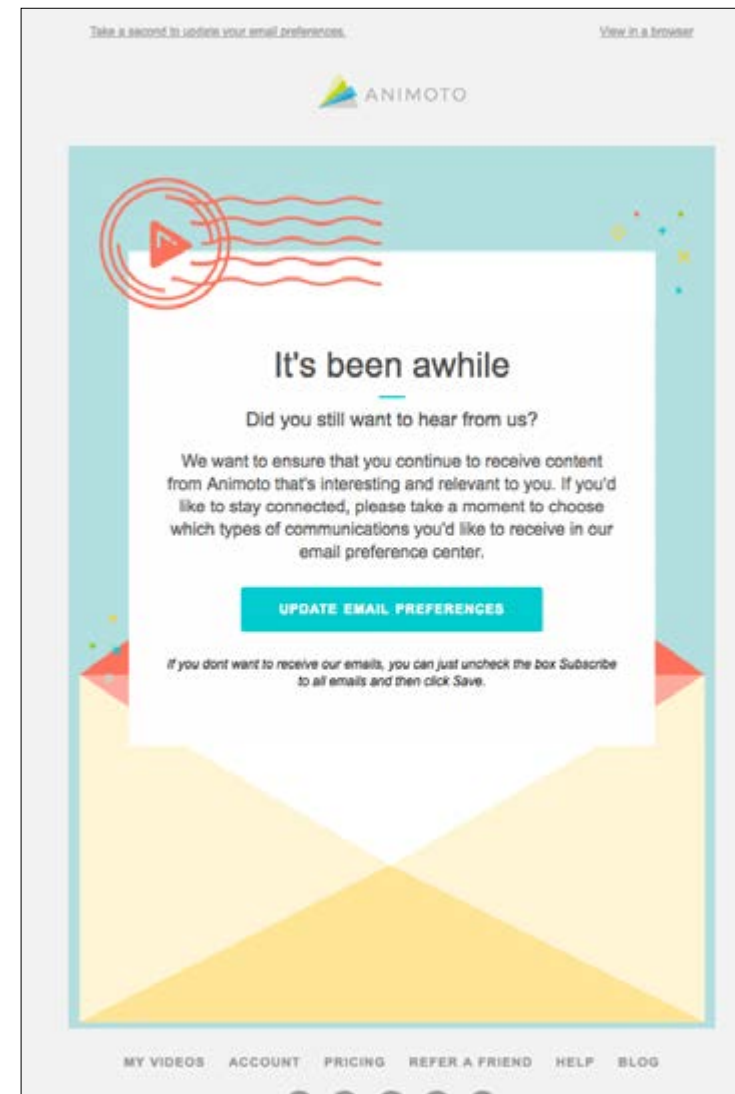
Call-to-action (CTA)
The prominent CTA button conveys the single action requested and links directly to the brand's preference center.

REAL-TIME DATA

This type of emails are personalized based on real-time data like location, weather, or events. Real-time emails are effective in targeting micro-segments of subscribers at a time when the email content is most relevant to them. For example, brands can deploy emails at a certain point of a sporting event or immediately after its conclusion. Similarly, emails using weather data can address things like temperature and precipitation, or conditions like fog, snow, or rain at a subscriber's location.

NFL Shop

With the help of preference center data, the NFL Shop deploys relevant and timely messages for fans of each NFL team.

Subject line
It captures subscribers' attention with the mention of their home team's victory and communicates urgency with the one-day only flash sale

A Cowboys Win Calls for Savings up to 25% Off! – Today Only!

Timing
The brand uses preference center data to determine a subscriber's preferred NFL team. They then use that information to send subscribers post-win special offers to capitalize on the excitement and drive sales.

Featured product category
Informed by the subscriber's favorite team.

Dunkin Donuts

Members of Dunkin Donuts' loyalty program enjoy frequent email offers triggered by events in their location.
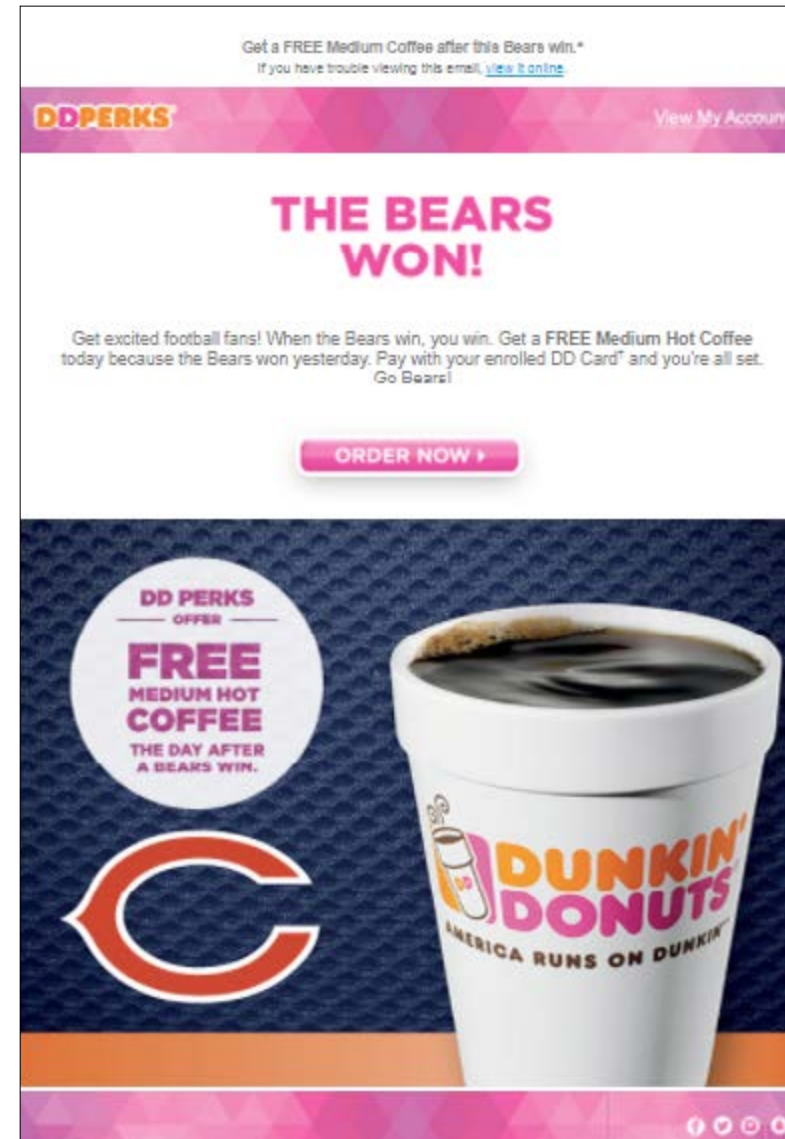
Subject line
Includes two points of personalization – the subscriber's name and his home team – and hints at a surprise gift.

Timing
Similar to the NFL Shop, Dunkin Donuts uses preference center data to determine a subscriber's local NFL team, enabling the brand to deliver member offers the day after the team wins.

Hey, Kyle. When the Bears win...you win!'

Get a FREE Medium Coffee after this Bears win.*
If you have trouble viewing this email, view it online.

DDPERKS View My Account

THE BEARS WON!

Get excited football fans! When the Bears win, you win. Get a FREE Medium Hot Coffee today because the Bears won yesterday. Pay with your enrolled DD Card* and you're all set. Go Bears!

ORDER NOW ▶

DD PERKS OFFER
FREE MEDIUM HOT COFFEE THE DAY AFTER A BEARS WIN.

DUNKIN' DONUTS
AMERICA RUNS ON DUNKIN'

Hero image and copy
Emphasize the subscriber's reward as a result of being a loyalty member and providing his favorite NFL team.
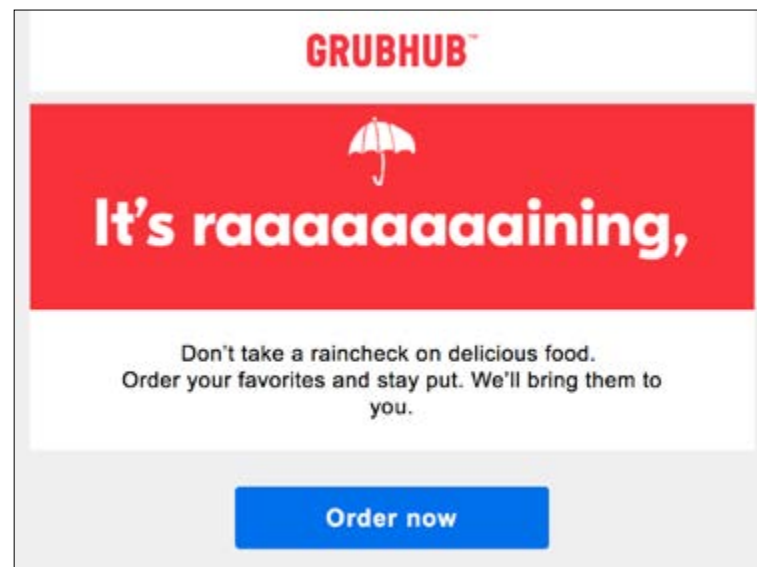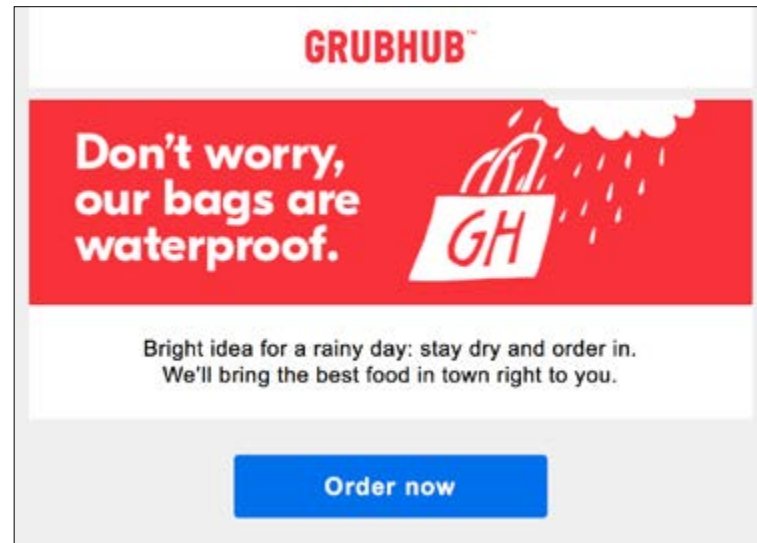
GrubHub

When the temperature drops or when it starts pouring, food delivery orders spike. GrubHub capitalizes on this trend by using location-based weather triggers to send personalized messages to various micro-segments of subscribers, thus creating demand and ensuring the brand stays top-of-mind.

Hey, just dropping in about the rainy weather

GRUBHUB

Don't worry, our bags are waterproof.

Bright idea for a rainy day: stay dry and order in. We'll bring the best food in town right to you.

Order now

GRUBHUB

It's raaaaaaaaining,

Don't take a raincheck on delicious food. Order your favorites and stay put. We'll bring them to you.

Order now

Subject line
Language that addresses weather conditions currently affecting the target audience makes the subject line highly relevant.
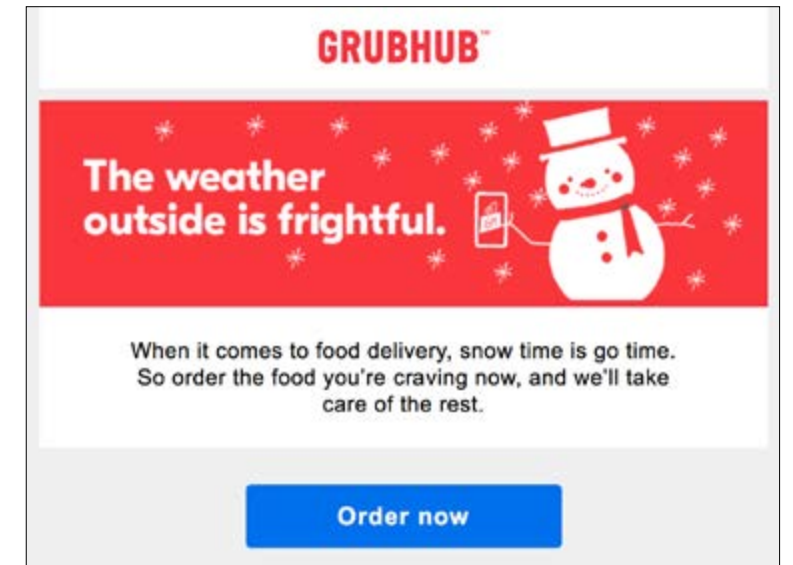
Hero image and copy
All three versions are dynamically populated with content that addresses the specific weather conditions a subscriber is experiencing in her area.

Today's forecast: Staying in and ordering out

GRUBHUB

The weather outside is frightful.

When it comes to food delivery, snow time is go time. So order the food you're craving now, and we'll take care of the rest.

Order now

Timing
Prompted by weather changes in a specific area, GrubHub typically deploys the email on the day of expected bad weather.

Real-time Data   Subject Line   Dynamic Content Block   Dynamic Image   Timing

PURCHASE DATA

From enhancing the obligatory purchase confirmation, to driving additional revenue with cross-sell campaigns and collecting useful insights through product reviews, purchase data can be instrumental in creating campaigns that drive long-term engagement and revenue. The following examples illustrate some of the different ways purchase data can be used to personalize different messages and improve the customer experience.

PURCHASE CONFIRMATION

Savvy marketers know understand the importance of a proper 'thank you.' Instead of sending a plain text email that resembles a paper receipt, more and more brands are choosing to highlight the impact of shopping with the brand and frame their customers as activists who are helping a cause.

Walgreens

Walgreens sends a personal thank you note, triggered only by an in-store vitamin purchase.

Subject line
First name personalization immediately followed by a reference to the purchased item.

Erin, your vitamin purchase is helping children around the world

Hero image and copy
The copy and image focuses on an uplifting story so recipients feel personally invested and remain loyal to the brand.

West Elm

West Elm provides another great campaign example, this time for their heartfelt thank you note.

Subject line
Wanna see the power of your purchase?

Local store address
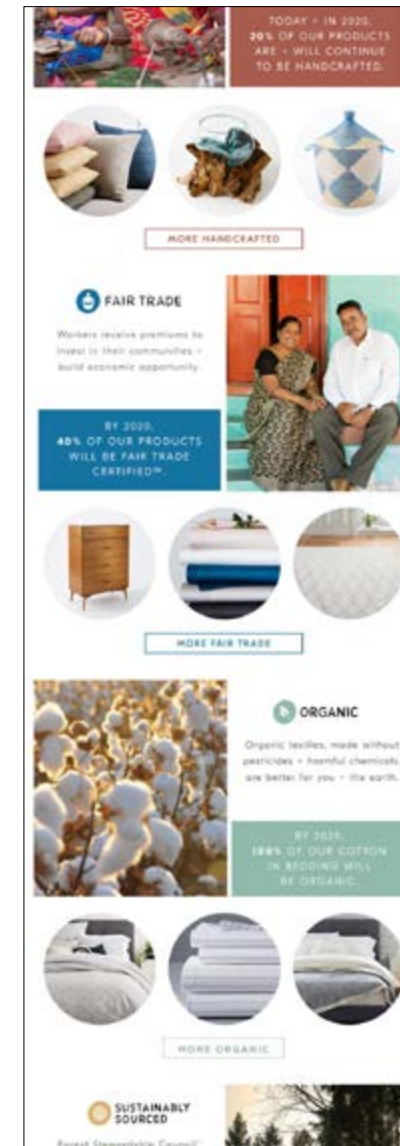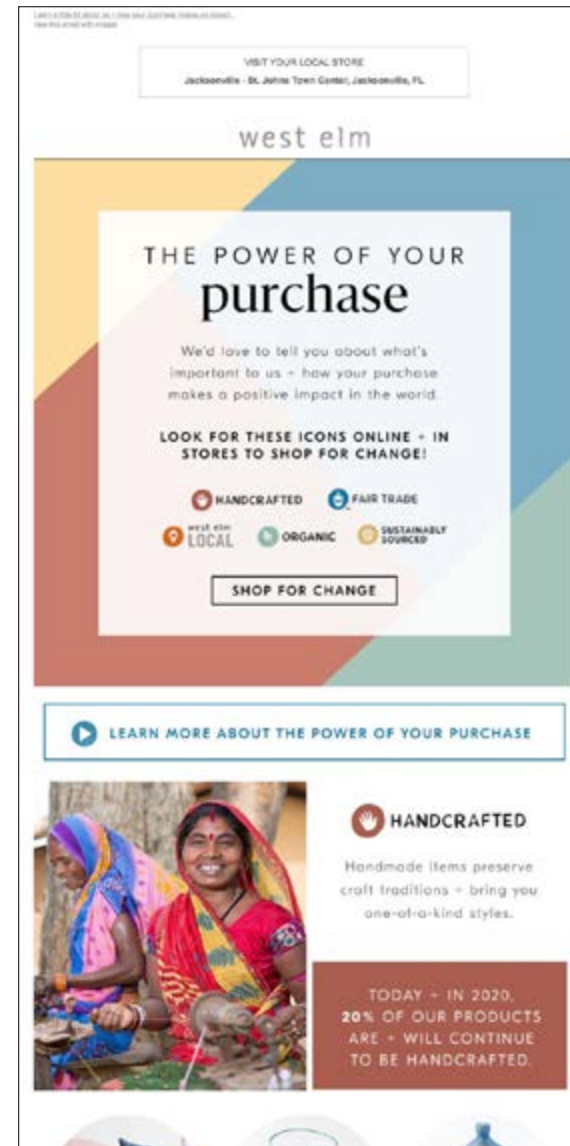Using a subscriber's previous purchase, the email includes the closest store to the customer's shipping address.

VISIT YOUR LOCAL STORE
Jacksonville - St. Johns Town Center, Jacksonville, FL

Hero image and copy
Prompted by a recent online purchase, the thank you email not only shows gratitude but also addresses the customer as a change agent for sustainably sourced products.

PRODUCT REVIEW/CUSTOMER FEEDBACK REQUESTS

Brands can use a purchase to get customer feedback on the purchase process or the quality of their products.

Ulta

Ulta uses a subscriber's recent purchase to request feedback about its products and engage with the consumers on social media.
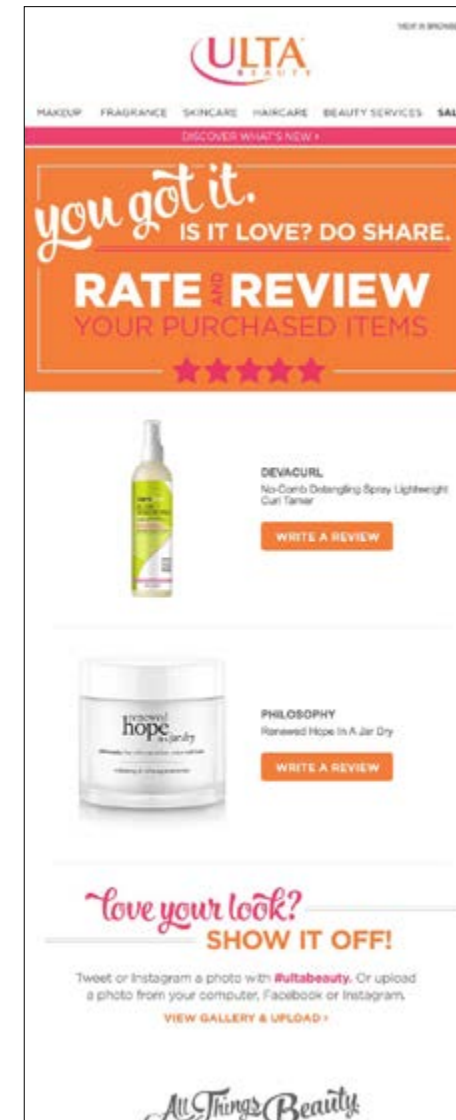
Subject line
Includes first name personalization and a reference to the subscriber's action that prompted the email.

Alexandria, did you love it? Do tell!

Timing
The brand deploys message two weeks after the subscriber's purchase date, to allow time for consistent usage before the review.

Featured Product Category
The message features images and links of the products the subscriber purchased most recently.
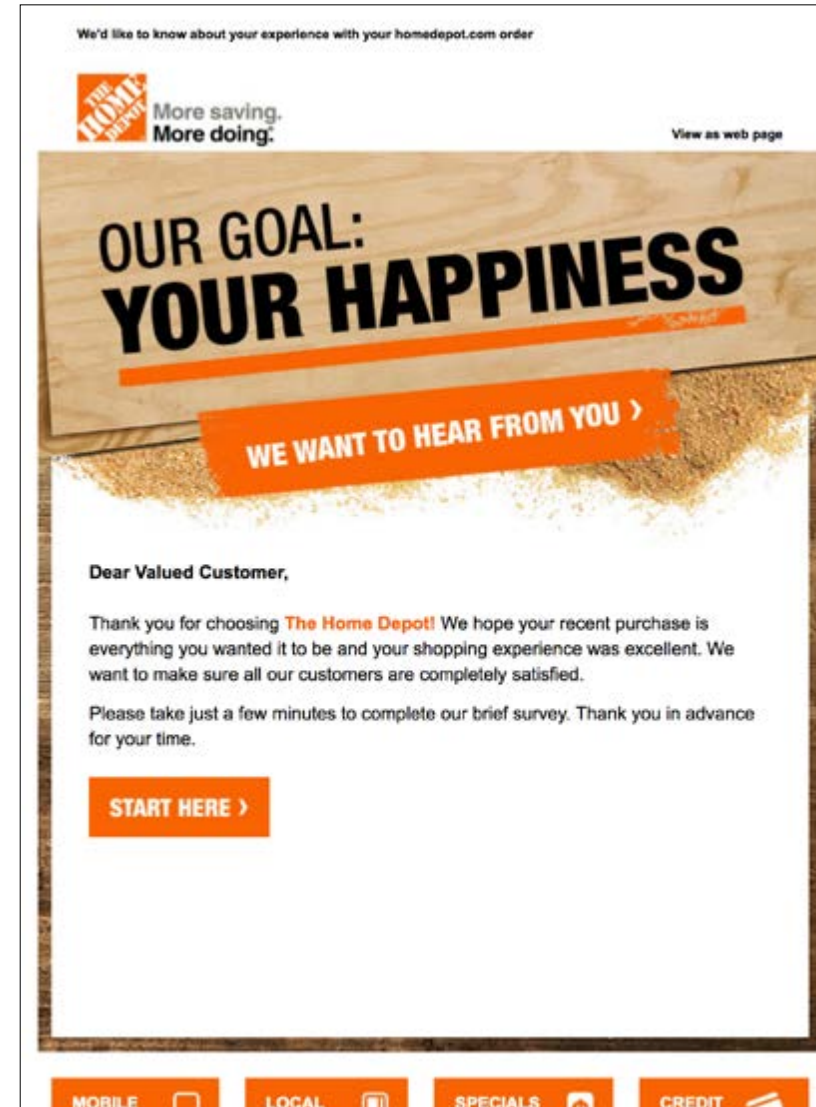
Home Depot

Using purchase history, Home Depot sends requests for feedback about the online shopping experience.

Subject line
Please Give Feedback on Your Experience at homedepot.com

Hero image and copy
Emphasizing the importance of customer satisfaction is an excellent way to drive response and identify any gaps in the brand's purchase process.

Timing
Deployed soon after a subscriber completes an online purchase (while the purchase process is still top-of-mind).

We'd like to know about your experience with your homedepot.com order

More saving.
More doing.

View as web page

OUR GOAL:
YOUR HAPPINESS

WE WANT TO HEAR FROM YOU ›

Dear Valued Customer,

Thank you for choosing The Home Depot! We hope your recent purchase is everything you wanted it to be and your shopping experience was excellent. We want to make sure all our customers are completely satisfied.

Please take just a few minutes to complete our brief survey. Thank you in advance for your time.

START HERE ›

MOBILE   LOCAL   SPECIALS   CREDIT

CROSS-SELL/ UP-SELL CAMPAIGNS

Cross and up-sell campaigns are typically part of a post-purchase marketing program that uses purchase history to provide personalized product recommendations and offer incentives to recent buyers to encourage them to purchase again.
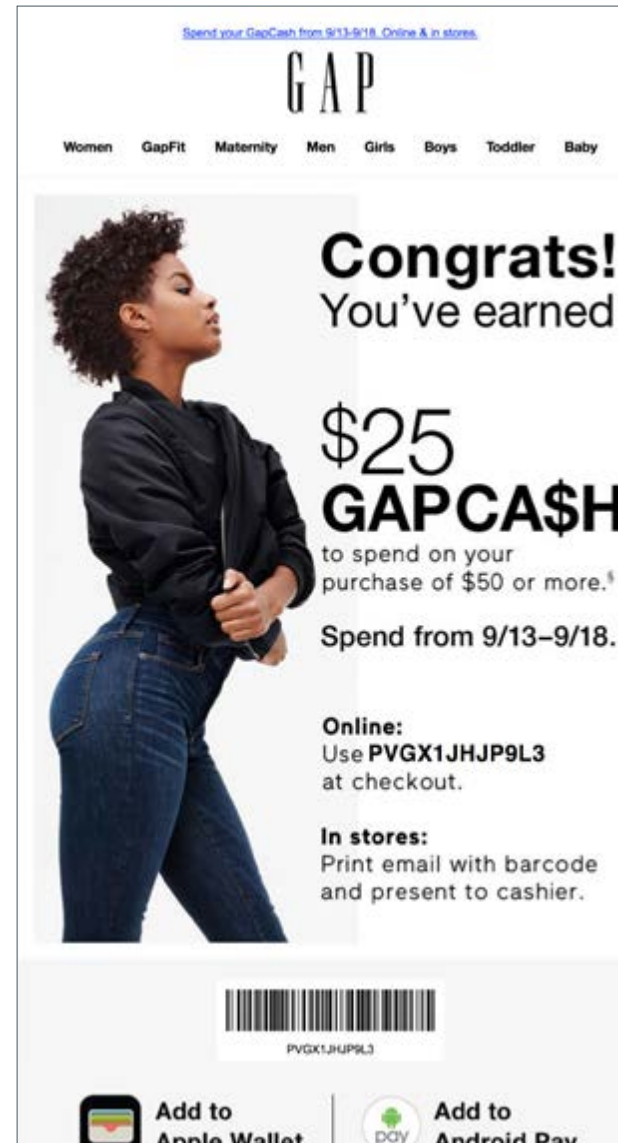
Gap

Instead of widely used incentives such as percent or dollar off, Gap rewards recent buyers with store credit.

Subject line
The first name personalization makes the subject line look like a personal note to the recipient.

Erin, you've earned $25 in GapCash. Congrats!

Offer
Gap's credit is only available to buyers who spent at least $50 so the amount of a subscriber's recent purchase is used to determine their eligibility. Sent within minutes of purchase, the award is available for six days after, indicating the purchase date as the basis of personalizing the offer timeframe.

PetSmart

PetSmart's cross-sell campaign uses the brand's unique 'products' and their fun nature to infuse personality into their message.

Subject line
$5 coupon to welcome home your
new pet!

Hero image and copy
Image of a subscriber's new pet followed by a store coupon, expert tips and dynamically populated product suggestions are all informed by the consumer's original purchase.

RE-PURCHASE/ RE-STOCK CAMPAIGNS

These smart email triggers use a combination of purchase history and predictive modelling to encourage customers to re-stock on items that may be running low. They feature previously purchased items that serve as a helpful reminder of what subscribers might need to replenish.

Chewy

Chewy's replenishment reminder is a great example of a unique way to use purchase history to personalize communications and drive incremental revenue.

Subject line
Running low?
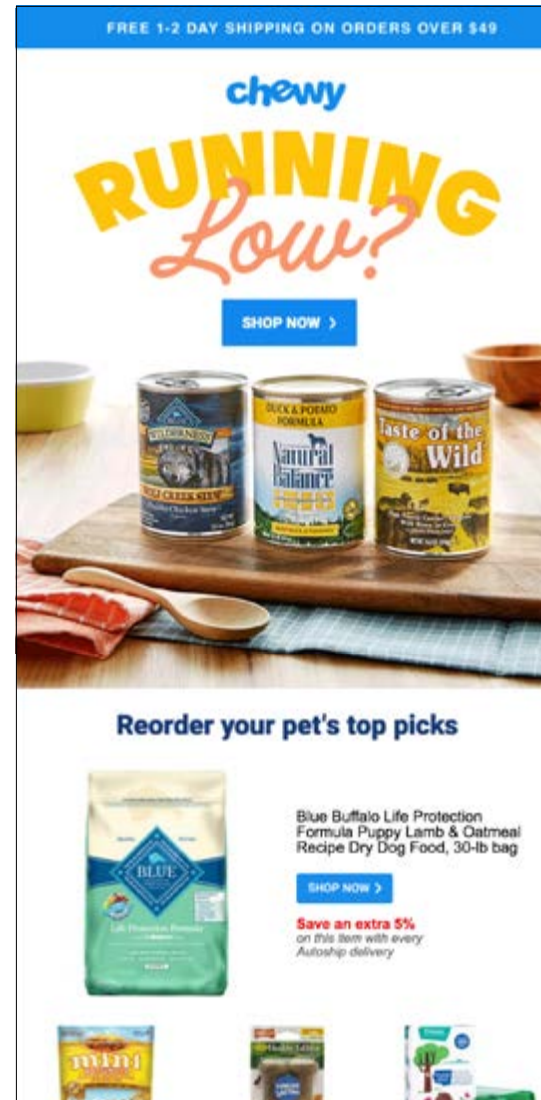
Featured, Product Category
Chewy sends out a replenishment reminder based on when a purchased product is expected to run out. The product section provides a visual checklist of previously purchased items for an easy reference.

Walgreens

Despite having thousands of locations around the country, Walgreens is able to seamlessly integrate their in-store transactional data with their online purchase data. This enables the brand to personalize communications based on cross-channel purchase data.

Subject line
Includes the subscriber's first name to announce new personalized offers and coupons curated to fit her needs.

Lisa, Personalized offers + $560 in coupons for you this week
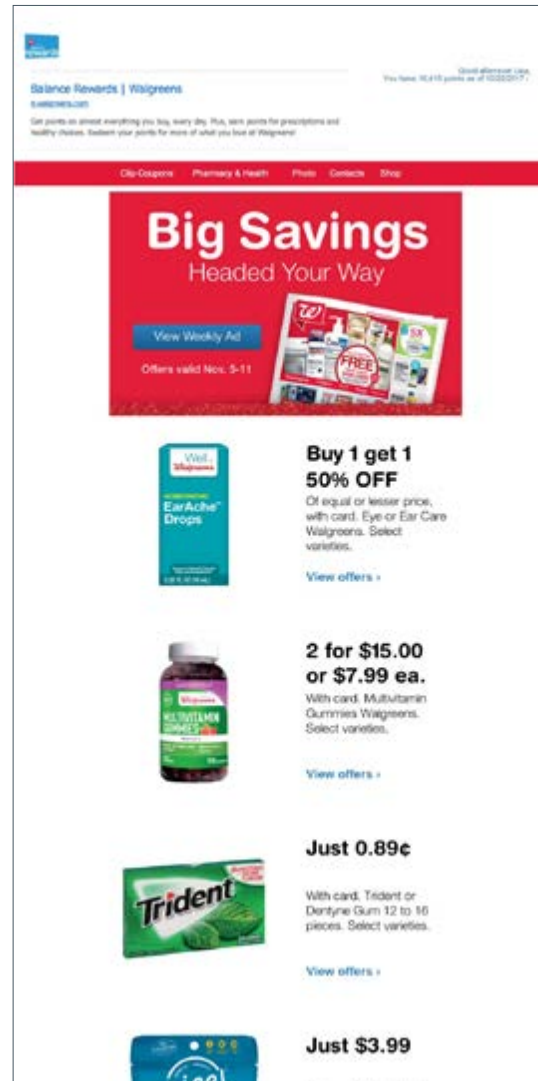
Hero image and copy
Weekly deals email features products that a subscriber has either purchased in the past – in-store or online – or items in the same product category.

In addition to powering post-purchase programs, purchase data can be used to personalize business-as-usual emails. Brands can use purchase history to inform dynamic content blocks within their standard communications to deliver relevant content and offers to each subscriber. These Olive Garden examples use purchase data to further personalize standard communications.

Olive Garden

For its pasta day email, Olive Garden targeted known 'dinner date' guests with a personalized version of this themed campaign. It incorporated different tone and imagery that conveyed a 'couple' vibe in the main content block, secondary content block and sticky content section.

Subject line
Informed by a subscriber's dining history, the subject line prompts the recipient to bring along their pasta lover.

Grab your pasta lover...

Image and copy
Subtle variations in the copy and sticky content speak to subscribers who have dined in pairs in the past.

Olive Garden

On the default version of the pasta day email, Olive Garden's broader focus on content for pasta lovers still shines. Instead of a dinner date invitation, this version offers a downloadable checklist to encourage repeat dine-in visits from subscribers.

Subject line
Default subject line is targeted for all remaining pasta lovers.

Love pasta? Today is your day.
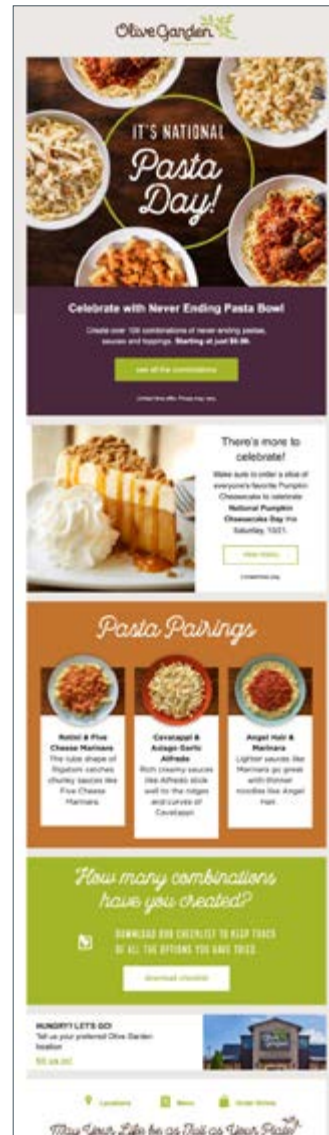
Default email
This version does not include a reference to a second guest, providing broad appeal to all subscribers.

LOYALTY DATA

A good loyalty program is critical to fostering lasting engagement and long-term revenue. These programs rely almost exclusively on consumer data to personalize each member's experience. Most loyalty communications center on status updates, suggestions for reward redemption, member-only perks and other value-added content aimed at transforming consumers into brand advocates. The following examples demonstrate the power of loyalty data in creating a truly personalized experience.

LOYALTY UPDATES

One of the most popular loyalty communications are status updates and incentives specifically targeted to members.

Marriott Rewards

Marriott Rewards does a great job of including value-added content and incentives to standard status update emails for members.

Subject line
Personalized with the member's first name.

Time to take a break, Alexandria!
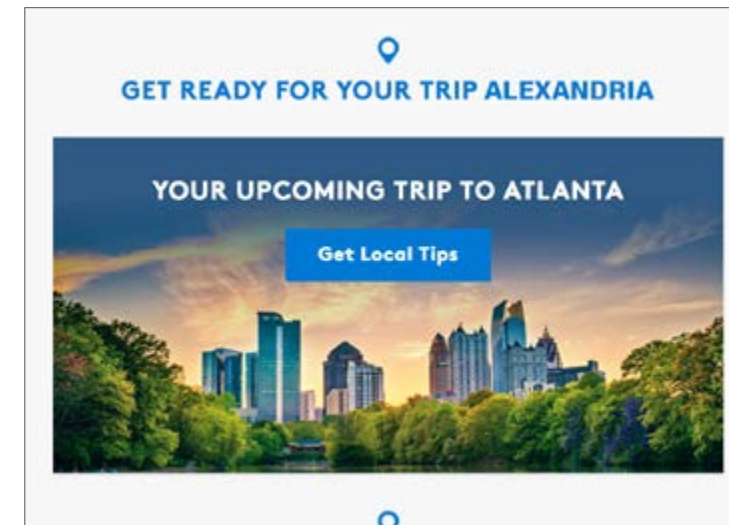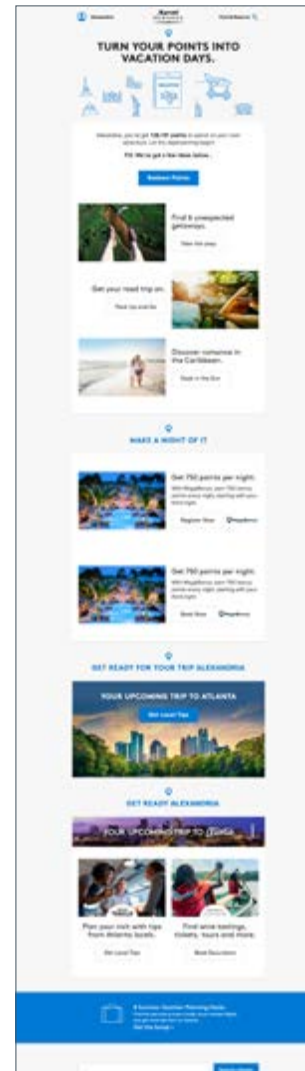
Sticky content
If a Marriott Rewards member has an approaching trip in one of the cities covered by their in-house travel magazine, her version of the newsletter will include an "Upcoming Trip" module linking to an article about that city.

Marriott Rewards

In addition to status update emails, members also receive exclusive offers to earn bonus points and make the most out of their Marriott Rewards membership.

Subject line
You're Registered to Earn a Free Night

Hero image and copy
Deployed to Marriott Rewards members (segmented through subscribers' booking and loyalty data), the message promotes a members-only incentive of earning a free night after two qualifying stays.
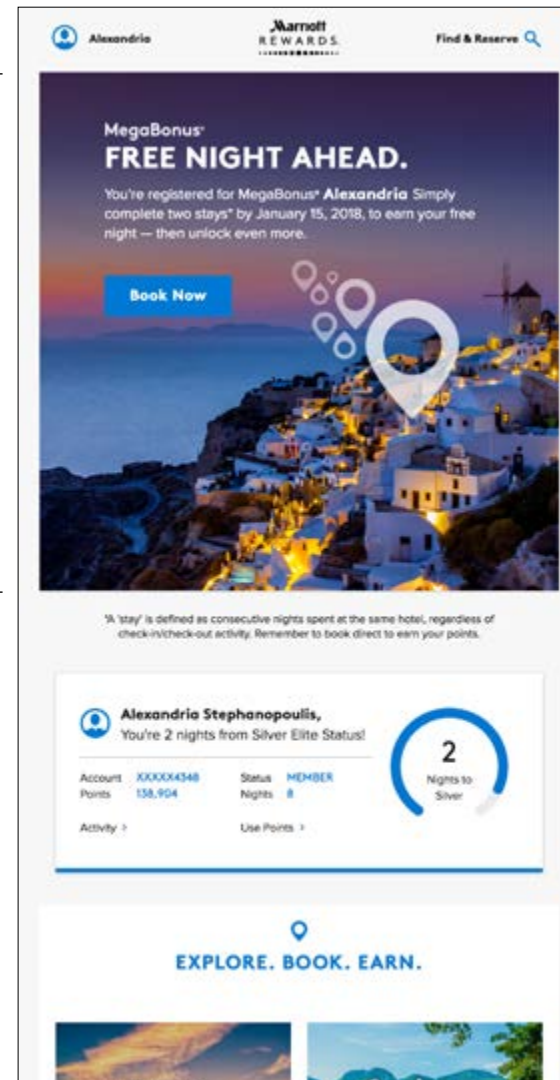
Sticky content
Member reward details are prominently displayed. The graphic on the right contains a progress bar which reminds members of their loyalty level and gives them a goal to work towards.
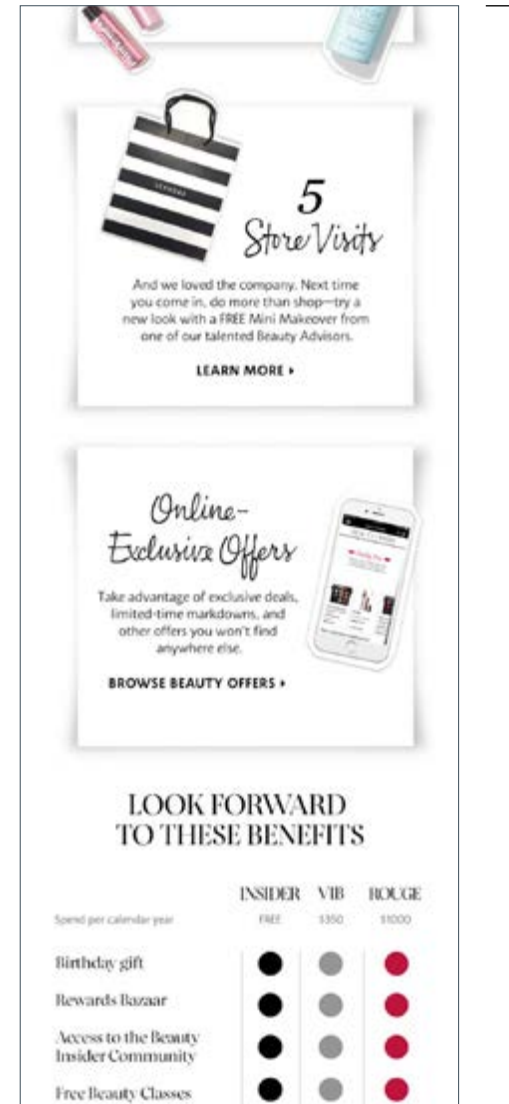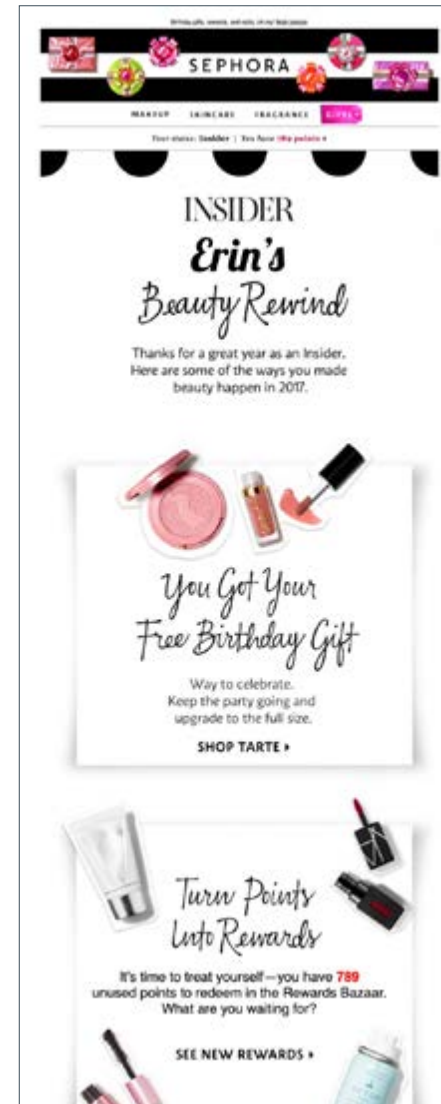
LOYALTY YEAR-IN-REVIEW CAMPAIGNS

Thanks to their brand-building benefits and hyper-personalized content, Year-in-Review campaigns are reaching new levels of sophistication. Many of the standout campaigns combine online and offline loyalty data, as well as attention-grabbing design to delight members with highly personalized emails.

Sephora

In addition to rewarding shoppers, Sephora's loyalty program functions as a hub that stores all members' purchase and rewards redemption activity.

Subject line
We had a good year together ♥

Main content
Content is informed by a variety of data points spanning preference center information, purchase history, and loyalty data.

Timing
Every December all the activity data from a specific member is used to inform a swanky and personalized year-in-review campaign.

DSW Rewards

DSW's beautifully designed campaign features various online and offline personalization points.
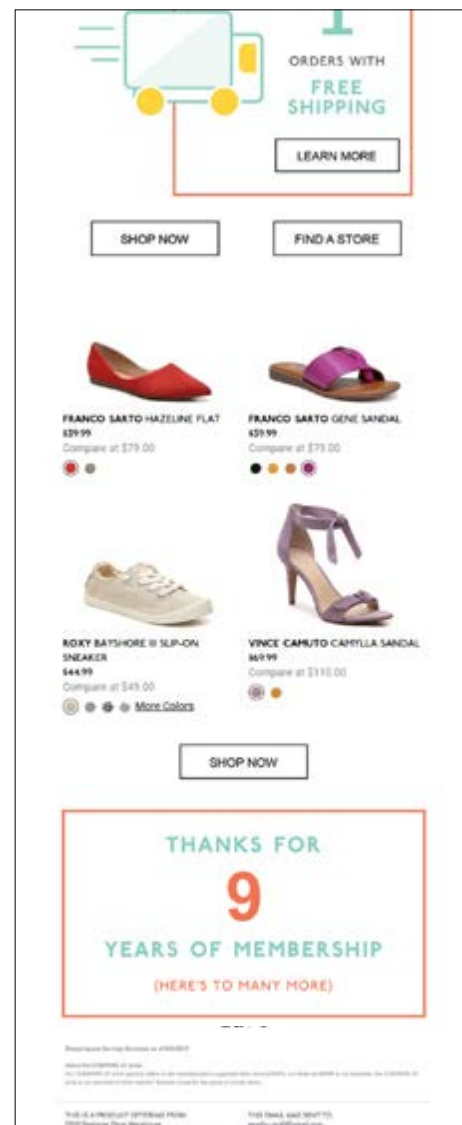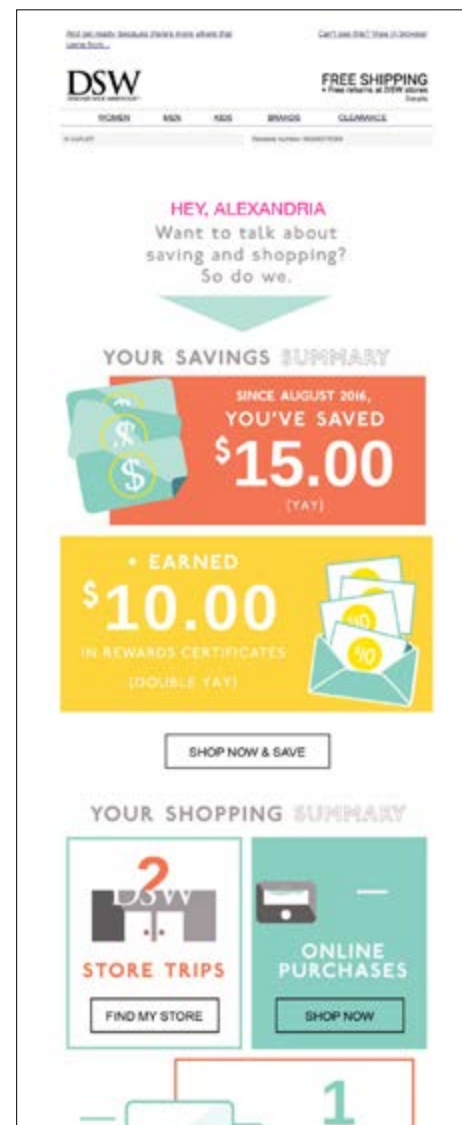
Subject line
Personalized with a subscriber's savings throughout the year.

You've saved $15.00!

Timing
Sent annually to each rewards member on the specific day of her program enrollment and email opt-in anniversary.

Main content
DSW uses various components of purchase data such as order value, items purchased and purchase channel to personalize this anniversary campaign.

Conclusion

While the variety of subscriber data available to marketers has grown year-over-year, basic personal characteristics are still instrumental in building personalized communications. Pairing personal data (as provided by subscribers) with more sophisticated behavioral-based data highlighted in this lookbook, will give marketers a comprehensive view of their customers to help deliver individualized content experiences and generate consistent engagement.

It may seem like an overwhelming effort to take on, but if marketers simply follow a principle of observing, understanding, and applying the subscribers' needs and preferences within an email program, they will build customer trust and brand loyalty.