



EMAIL GUIDE

# Best Segments to Use and Monitor in Email Marketing

In today's digital landscape, email marketing is a powerful tool for engaging customers and driving conversions. Success hinges on segmentation, which tailors messaging for different audiences.

# Segmentation: Easy as ABC

## A

### Customer Personas to Segment

1. New Subscribers
  2. Engaged Customers
  3. Inactive Customers
  4. High-Value Customers
  5. Cart Abandoners
  6. VIPs (Frequent Purchasers)
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## B

### Strategies for Monitoring Segments

- Analyzing Behavior and Engagement
  - Adjusting Segments Based on Performance
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## C

### Using Segments for Targeted Campaigns

- Personalizing Content for Each Segment
- Creating Automated Flows Based on Segment Behavior

# A

# Customer Personas to Segment

## 1. New Subscribers

New subscribers are individuals who have recently joined your email list, typically expressing interest in your brand or offerings. They may have signed up for a newsletter, a free resource, or a special promotion.

### Strategies for Nurturing and Onboarding:

Create a welcoming experience by sending a series of onboarding emails. This series should introduce your brand, outline what they can expect from your emails, and provide valuable content right away.

### Welcome Series Suggestions:

Include a welcome email that thanks them for subscribing, followed by a series of emails showcasing key products or services and an exclusive discount for first-time buyers.

## 2. Engaged Customers

Engaged customers are those who regularly interact with your emails, website, or social media channels. They often open your emails, click on links, and may have made recent purchases.

### Identifying Loyal Customers:

Track engagement metrics such as open rates, click-through rates, and purchase frequency to identify these loyal customers who show consistent interest in your brand.

### Targeting with Exclusive Offers:

Design targeted campaigns that reward their loyalty, such as exclusive offers, early access to sales, or personalized recommendations based on their previous purchases.

Segmented emails can lead to a

# 7.6x

increase in attributed revenue.

*“Whether it’s a new visitor or a repeat buyer, targeted messaging improves both conversion rates and brand loyalty.”*

**Klaviyo**

### 3. Inactive Customers

Inactive customers are individuals who have not engaged with your emails or made a purchase in a specific period, often defined as 3 to 6 months. They may have lost interest or forgotten about your brand.

#### Techniques for Re-Engagement:

Develop a re-engagement strategy that includes compelling subject lines and personalized content to reignite their interest in your offerings.

#### Crafting Compelling Winback Campaigns:

Send a series of winback emails that remind them of the value of your products and include enticing incentives, such as special discounts or free shipping offers.

### 4. High-Value Customers

High-value customers are those who contribute significantly to your revenue, often characterized by their purchasing frequency and the amount spent. They are typically brand advocates who consistently choose your products over competitors.

#### Recognizing Top Spenders and Their Behavior:

Use analytics to identify this segment based on purchase history and average order value. Understanding their buying habits can inform your engagement strategies.

#### Tailoring Communications:

Personalize communications for high-value customers by acknowledging their loyalty through special emails, exclusive content, or invitations to VIP events.

*“When you can segment based on behavior, interest, and demographics, you can ensure your messages break through the noise.”*

Litmus

Acquiring a new customer can be

**16x**

more expensive than retaining an existing one.

## 5. Cart Abandoners

Cart abandoners are potential customers who added items to their shopping cart but did not complete the purchase. This group represents a significant opportunity for recovery and conversion.

### Analyzing Cart Abandonment Reasons:

Identify common reasons for cart abandonment through analytics, such as high shipping costs or complicated checkout processes.

### Targeted Follow-Up Strategies:

Implement targeted follow-up emails that remind them of their abandoned cart, possibly including an incentive like a discount to encourage them to complete their purchase.

## 6. VIPs (Frequent Purchasers)

VIPs are customers who frequently purchase from your brand and are highly engaged. They are often your best advocates and have a strong emotional connection to your products or services.

### Rewarding Loyalty with Special Campaigns:

Create exclusive campaigns specifically for VIPs that celebrate their loyalty, such as personalized thank-you messages or exclusive previews of upcoming products.

### Creating Exclusive Content:

Develop content tailored to VIPs, such as personalized recommendations, early access to sales, or invitations to exclusive events or webinars.

Abandoned cart emails convert

**3x**

more than other emails.

### Key Takeaways:

- ✔ **Engage New Subscribers:**  
Use a welcome series with exclusive offers to onboard them.
- ✔ **Reward Loyal Customers:**  
Target engaged customers with special campaigns and deals.
- ✔ **Re-engage Inactive Users:**  
Create winback campaigns with incentives for inactive customers.
- ✔ **Value High Spenders:**  
Personalize communications for high-value customers.
- ✔ **Recover Abandoners:**  
Analyze reasons for cart abandonment and follow up strategically.
- ✔ **Honor VIPs:**  
Design exclusive campaigns to celebrate frequent purchasers.

# B

# Strategies for Monitoring Segments

## 1. Analyzing Behavior and Engagement

### Key Metrics to Track for Each Segment:

Monitor metrics like open rates, click-through rates, conversion rates, and engagement rates to understand each segment's behavior better.

### Tools and Reports for Monitoring:

Utilize analytics tools to gather insights on segment performance, allowing you to make informed adjustments to your email marketing strategy.

## 2. Adjusting Segments Based on Performance

### Importance of Ongoing Analysis:

Regularly analyze your segments to ensure they are effective. Look for trends and patterns that may indicate a need for adjustment.

### Examples of When to Adjust Segment Definitions:

If you find that a segment is underperforming, consider refining your criteria or re-evaluating your messaging to better align with their interests.

Segmented emails can yield

**6x**

more transactions than generic emails.

### Key Takeaways:

#### ☑ Analyze Regularly:

Continuously refine segment strategies.

#### ☑ Track Metrics:

Monitor engagement rates and conversions.

#### ☑ Use Tools:

Leverage analytics for insights.

#### ☑ Be Flexible:

Adjust segments as needed.



# Using Segments for Targeted Campaigns

## 1. Personalizing Content for Each Segment

### Tips for Creating Tailored Messaging:

Use personalization tactics such as addressing recipients by name and tailoring content based on their interests or past interactions.

### Importance of Dynamic Content Blocks:

Implement dynamic content blocks within your emails to deliver personalized experiences, ensuring that each recipient sees relevant information.

Using dynamic content in emails can result in a

**22%**

increase in ROI.

## 2. Creating Automated Flows Based on Segment Behavior

### Suggested Automated Flows for Different Segments:

Create automated email flows that respond to specific behaviors, such as onboarding for new subscribers, re-engagement for inactive customers, abandoned cart for abandoners, etc.

### Benefits of Automation in Increasing Engagement:

Automation allows you to send timely, relevant emails based on user behavior, increasing engagement and improving conversion rates.

### Key Takeaways:

- ✔ **Tailored Content:**  
Tailor messages for engagement.
- ✔ **Dynamic Content:**  
Use for personalized emails.
- ✔ **Automated Flows:**  
Set up based on behaviors.
- ✔ **Enhance Experience:**  
Deliver a targeted customer journey.



# Ready to Elevate Your Email Marketing?

Request a free email audit from OpenMoves to uncover ways to optimize your segmentation and messaging. Let's enhance your engagement!

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