

## 10 Dos and Don'ts of omnichannel email marketing



### Segmentation

Create precise target segments based on personas with multiple attributes such as personas, interests, propensities, lifecycle stage, and more to ensure relevance



Segment email communications broadly with little personalization

### Personalization

Personalize email elements like send time, message content, and subject line based on individual customer profiles and behaviors as well as real-time insights to create better CTRs and CTAs



Send every email to the audience base

### Security and privacy

Ensure compliance with GDPR and other data security regulations and policies to earn customer trust



Disregard or fall short of robust security readiness in email marketing communications, processes, and solutions.

### Marketing automation

Leverage the power of AI/ML to optimize not only email delivery but entire customer journeys to drive engagement, conversion, and loyalty



Distribute disjointed emails that are neither relevant to ongoing customer journeys nor informed by past interactions

### Mobile-friendly

Adjust CTAs, content, visuals, and other elements of emails to be mobile friendly



Send emails that are poorly configured or hard to view on mobile phones and other smaller screens

### Multi-touch attribution

Use detailed, real-time insights that determine the revenue contributions of email communications in the context of omnichannel campaigns



Rely on single-touch attribution and generic metrics like open rates or click-throughs

### Marketing automation

Employ intuitive A/B/n testing to identify the most effective email communication variations for maximum campaign impact



Try to determine customer preferences through guesswork or general research

### Marketing automation

Use anti-spam algorithms that assess email content to deliver tips for improving deliverability



Fail to build an effective capability to minimize spam and gain potential leads

### Frequency and lifetime caps

Automatically limit the number of communications during a specific period and across a customer's lifetime with the brand to avoid communication fatigue



Irritate and drive away customers with a never-ending barrage of emails

### Deduplication

Dedupe audience database constantly and remove inactive/stale contacts for better outcomes



Diminish or damage brand reputation with inactive or stale contacts

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