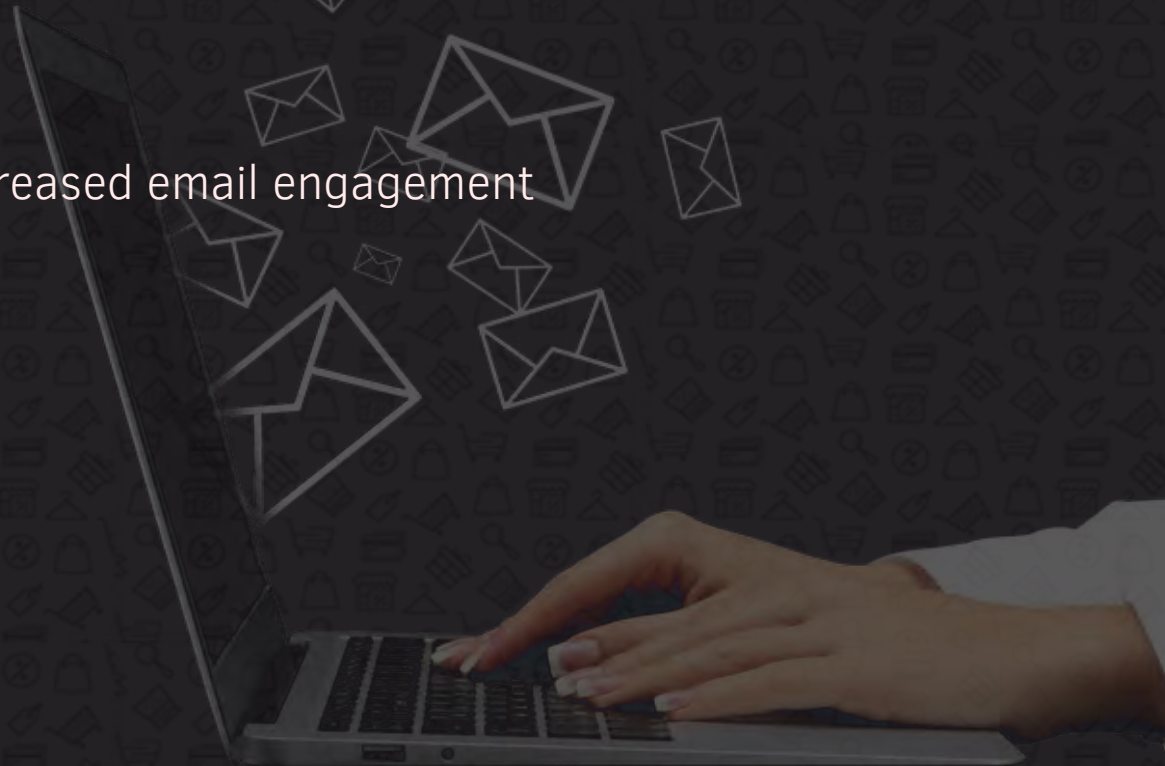


HOW AMAZON IS USING EMAIL MARKETING TO INCREASE ENGAGEMENT



TABLE OF CONTENTS

- ▶ Introduction
- ▶ How Amazon tapped the email marketing campaign
- ▶ Example of a happy customer
- ▶ Popular Email trend of Amazon
- ▶ Amazon's Prime Day content increased email engagement
- ▶ Prices promoted in emails
- ▶ Conclusion

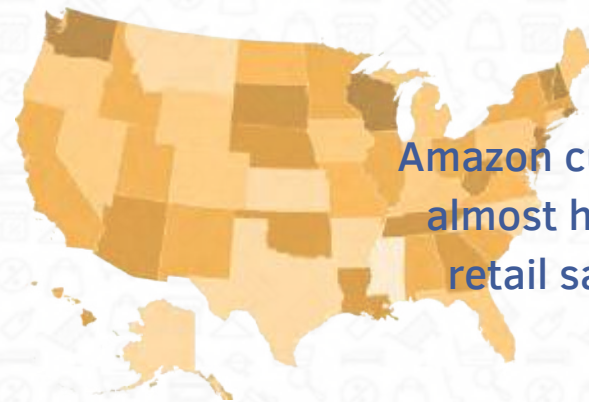


INTRODUCTION

Amazon is one of the customer-centric companies which focuses on providing quality service and at the right time to their customer. The organization always make it sure that the shopping experience of the customer is streamlined from top to bottom so that in the end, one can get exceptional customer service.

It is the second US company, reaching a \$1 trillion market valuation dominating the e-commerce market across the world. All this didn't happen overnight; the company worked tirelessly to improvise its email marketing campaign for increasing revenue and reaching the top position. Check some of the below facts:

The e-commerce giant has always managed to get the attention of its potential customers by being one of the most talked-about companies across the world. It's quality service has helped in retaining the existing customers as well as attracting the new ones. Amazon's tactic of segmenting its customers based on geographic location, needs, preference gives amazing results



Amazon currently captures almost half of the online retail sales in the USA



Amazon's emails help in converting significantly than the Amazon's on-site recommendations



HOW AMAZON TAPPED THE EMAIL MARKETING CAMPAIGN

Let's dive into detail on how Amazon's email marketing process is different from others:

Less is valuable

Many of the marketers do not follow this approach, but Amazon has successfully implemented this tactic.

It has been already proved by Amazon. The organization sends only meaningful content to its recipients, motivating them to read the mail and execute the appropriate action.

At some point, we all feel that if there would have been less content, then it would have looked less clumsy. In the above image, you can see one of the emails sent by Amazon where only the crucial information is included in the email such as the price, image, product, and a connecting link to learn more.

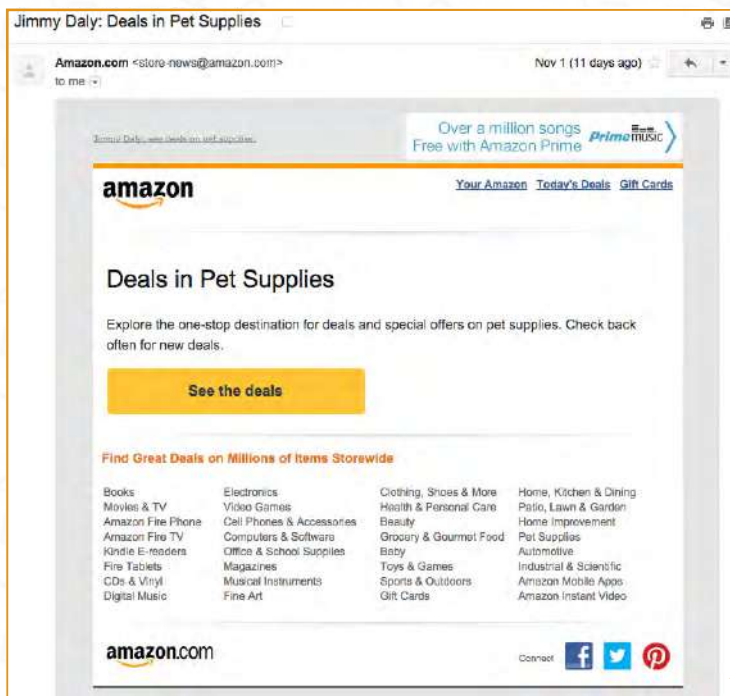


Personalized and targeted emails

Amazon, as a reputed organization, does not send emails for the sake of sending. As per the search activities of the user, it might send emails on every alternate day, and at other times it might go silent for weeks.

Targeting as per the needs of the potential customer is already a tested strategy by the leading organizations, and Amazon has successfully mastered this art of retaining the existing customers and upselling to them.

The above example is of a pet owner who got the email as per his purchase history. Amazon segregated this customer as a pet owner who loves to spend on his dog, so they send a mail to him for making an additional purchase for his pet dog. It proves Amazon truly believes in connecting with their customer through innovative ways, and don't want to be in just survival mode but keep growing healthily.



► Helpful transactional mails

The transactional emails of Amazon are like a shadow and follow you at every step; whether it is account creation, returns, order placement, and refunds.



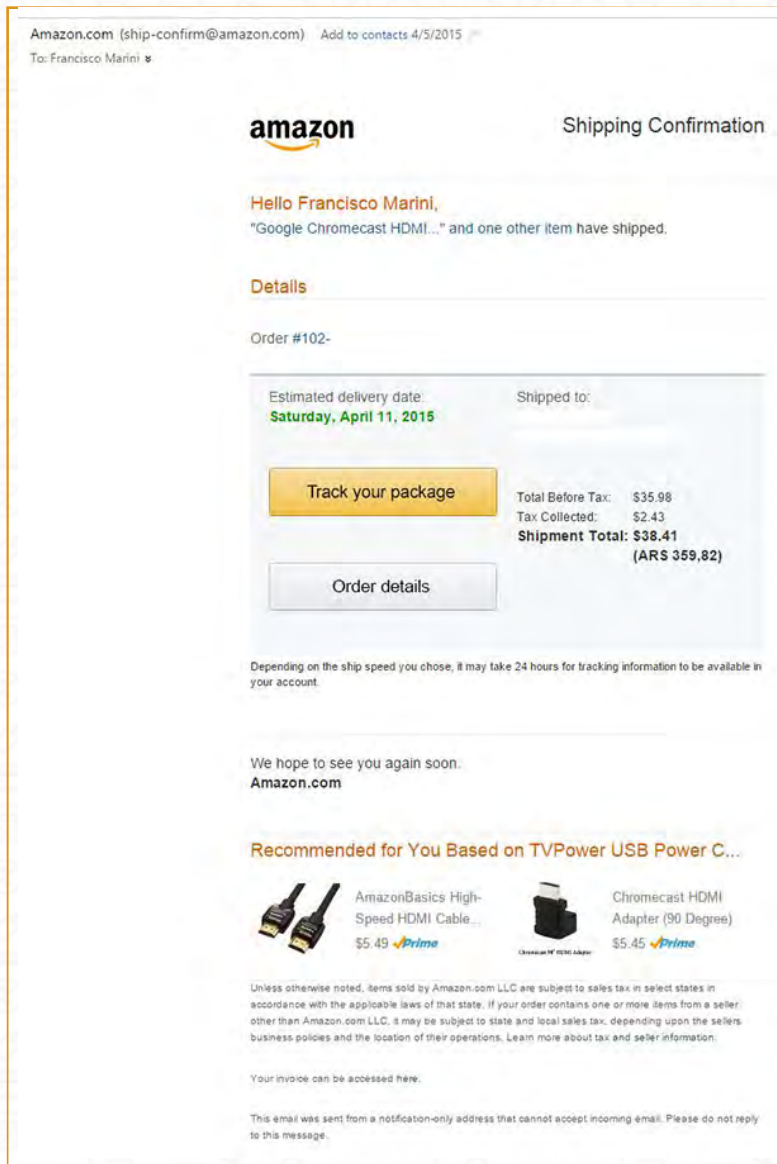
It always follows the communication flow of Amazon



The sender used in each email is a clear indication of the difference between the traditional email and transactional email. The messages are divided into different categories, based on the content. This ensures that there is no technical or delivery problem, and others are not affected.



The next email goes on a poll, but as there cannot be direct incorporation into the email, a model has to be created where each star for classification has a disparate link. With the access of the search page, fields are filled as per the click on the email. It's a simple and effective trick for generating a good call to action (CTA) and connecting the email to the website.



► Geo-targeting with Amazon

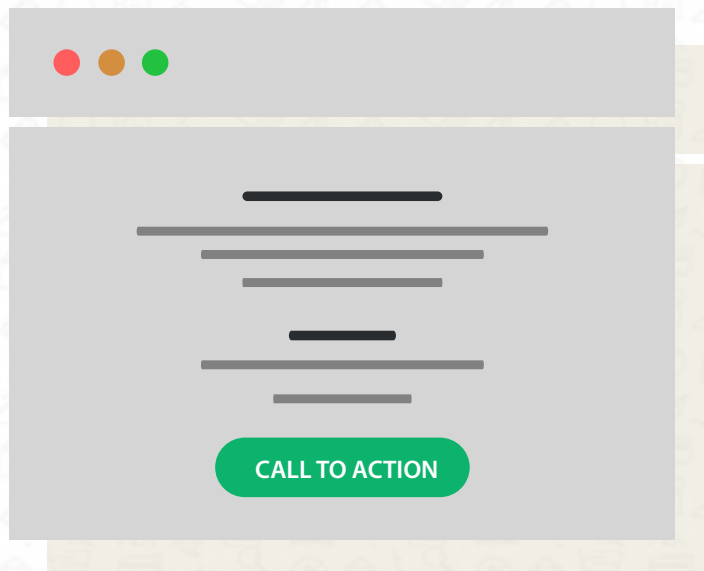
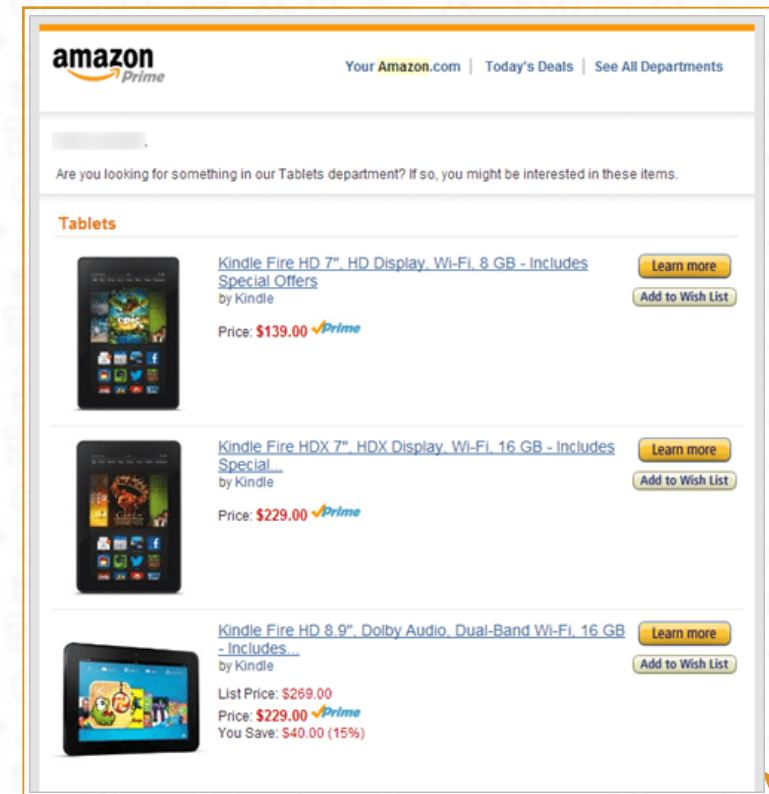
Geo-targeting means finding out from where the customer has come. The strategy helps to a great extent as when you become aware of from which part of the region or country the visitor has visited your website then you can develop the email matching his preference, interest, etc.

► Consistency in the template

If you have seen any of the Amazon emails, the most prominent thing to notice here is that there is a consistency in the templates being sent to the potential customers. It will be having the same colors, layout schemes, and others. Amazon is evolving at each stage based on the interaction with the customer, but the thing which remains constant is its consistency in the template's layout.

Check the above example where the yellow button of learn more remains consistent in all the emails. One might feel how does it make any difference?

It is actually a subtle distinguishing factor which makes Amazon a reliable and trustworthy brand as compared to its competitors.



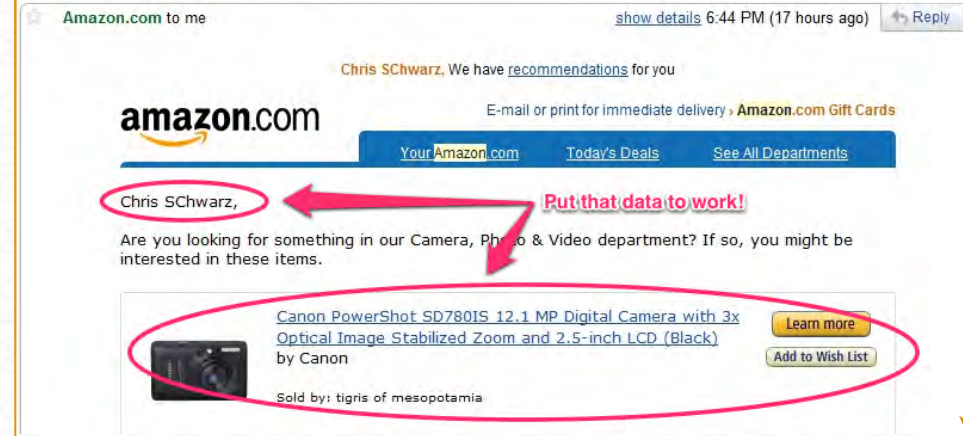
► Crucial Call-To-Action

Call-To-Action is the next step event executed by the customer after receiving and reading the email. It's a common practice for Amazon where it will send email to its customer by mentioning "check out" the products with the mentioned prices. It will even have the features mentioned besides the product image. If there is a discount, the discount prices available within a specific time will also be mentioned.

► Creating buzz and then using the data

Amazon uses this tactic in its favor, they first create a buzz around their product enticing the customers to know more about their product. When the curiosity level is high, customers ought to be eagerly waiting for the product to be launched in the market. They will be interested in reading the email and checking the complete details.

Amazon.com: Canon PowerShot SD780IS 12.1 MP Digital Camera with 3x Optical Image Stabilized Zoom and 2.5-inch LCD (Black) | X | Inbox | X



► Creating a sense of urgency

Amazon has mastered the art of creating urgency among its customers whenever required. Find out some of the common phrases which Amazon uses:



“

MEMORIAL DAY WEEKEND SALE

”



“

TODAY IS THE LAST DAY

”



“

OFFER WHICH COMES AROUND ONCE A YEAR

”



The push by creating urgency among the customers have benefited Amazon greatly. Scarcity makes people rethink about their purchase decisions than in the normal circumstances as they would fear missing out a good opportunity.

► Striving to improve the experience

After a few days of purchasing the product, you will receive an email from Amazon about the product experience. The email is simple and asks the common questions like whether the product arrived and when did it arrive, etc. This process is followed so that they can break the ice with the customer.

A simple email which asks the customers for the rating is an easy way to gauge the satisfaction level of the customers.

► Streamlining everything

It follows a streamlined process where the email is kept direct and specific so that the client becomes aware of what to do after receiving the email. This increases the chances of completing the call-to-action.

When Amazon wants to review a recent purchase, they will send an email “review the recent purchase”. Here one doesn’t need to do anything except reviewing the product. The process is effective as they can make a direct connection with the customer.

Jimmy, how do you like your 'Calvin Klein Men's Bold Color No Show Liners'?

Amazon.com Reviews <customer-reviews-messages@amazon.com> 12:09 am (1 day ago)

amazon.com.

How did the size Large fit?

CALVIN KLEIN MEN'S BOLD COLOR NO SHOW LINERS



☐ Too small
☐ Somewhat small
☐ Fits as expected
☐ Somewhat large
☐ Too large

Review your purchases



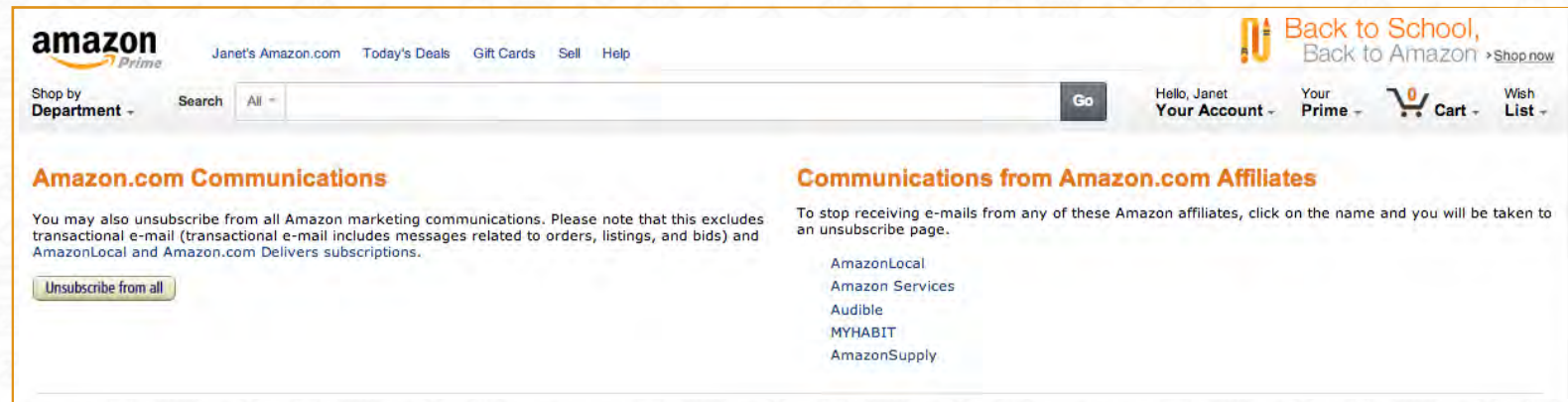
Check out amazon.com/ryp to find past purchases to review.

Your reviews will post publicly as Jimmy Daly. [Change](#)

► Retaining the subscribers with the uncommon unsubscribe options

An unsubscribe option, does it really work in retaining the customers?

Sometimes it does. When a blog is written its main purpose is to provide meaningful content to the reader, but when there is an unsubscribe option then it shows that the organization wants to understand your needs, therefore, provide you with an option for managing email preferences. Amazon wants to make it simple by controlling the frequency of the emails and organizing the subscriptions.

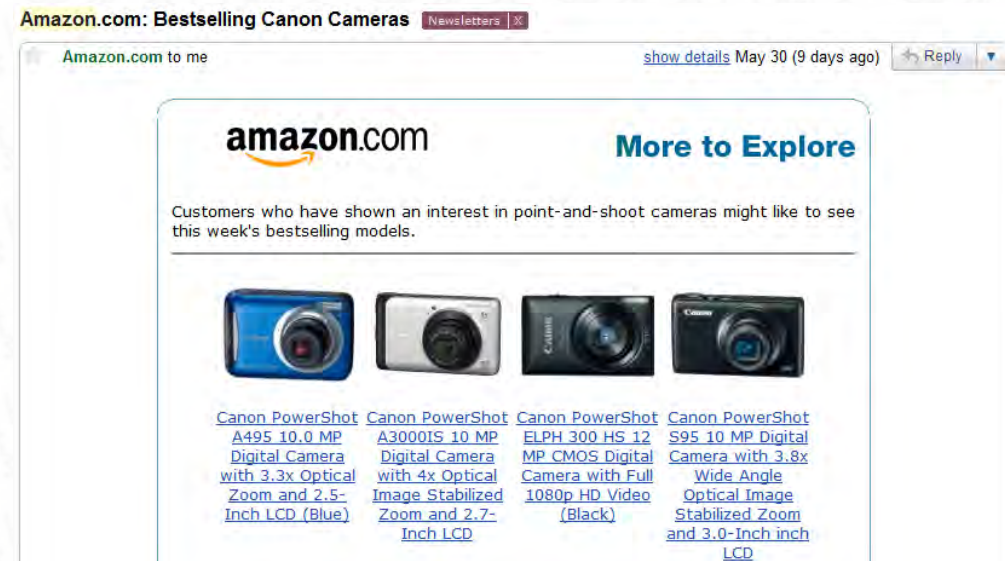


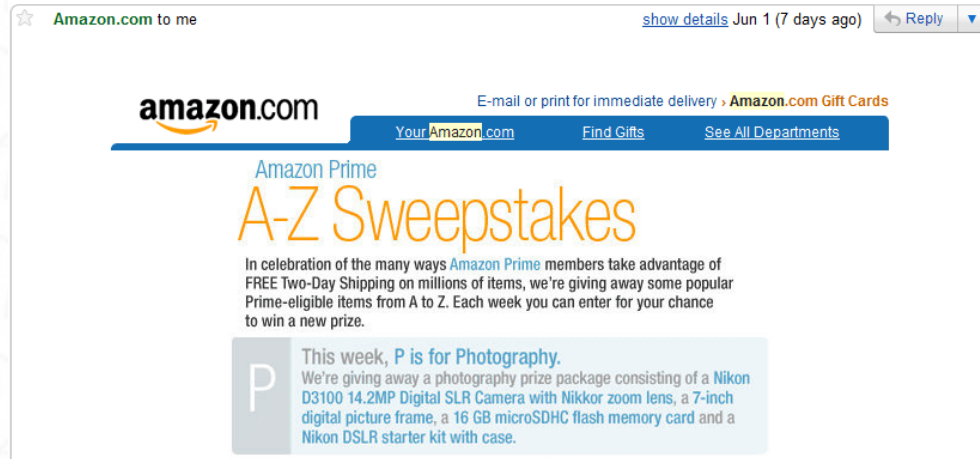
EXAMPLE OF A HAPPY CUSTOMER

We will now take the example of a customer who had one of the amazing experience with Amazon via its email marketing process:

► 1ST EMAIL

Amazon first tracked the customer's movements; then they started the campaign. The first email casually mentioned the similar products which other browsers have been looking for in that week. It contains short descriptions, links, and images for further reviews.



Chris Schwarz: Win a Digital SLR Camera [Newsletters](#) [X](#)

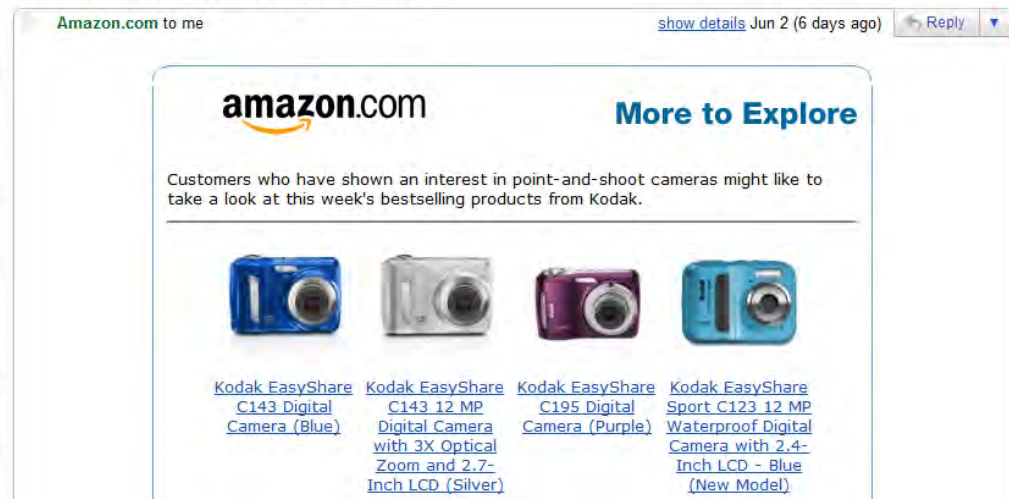
▶ 2ND EMAIL

Amazon tracked that the recipient opened the email and spent some time in reading the email. He even clicked through to Amazon and browsed some of the products on their website.

Within 24 hours of the first mail, Amazon sent a second email. It was a complete different sales approach where no products were listed. This was a simple competition to win the digital SLR camera

▶ 3RD EMAIL

The third email arrived after another 24 hours. It had a similar format and content structure like the first email.

Amazon.com: Kodak Cameras [Newsletters](#) [X](#)

Amazon.com: One-Day Sale on the Canon PowerShot A490 Digital Camera [Newsletters](#) | [X](#)



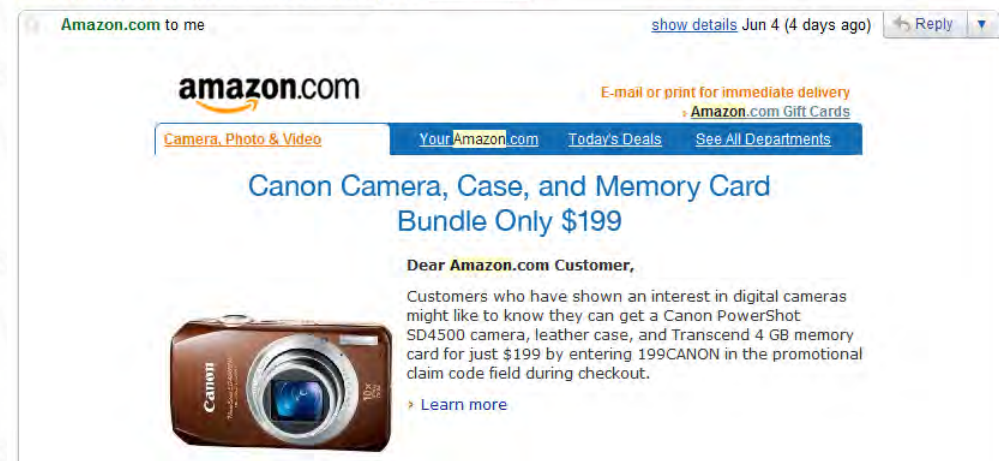
► 4TH EMAIL

After 4 days of sending the 3rd mail, Amazon's marketing campaign took a different turn. The recipient now received an email where the company offered a discount of about 50% off on the listed Amazon price.

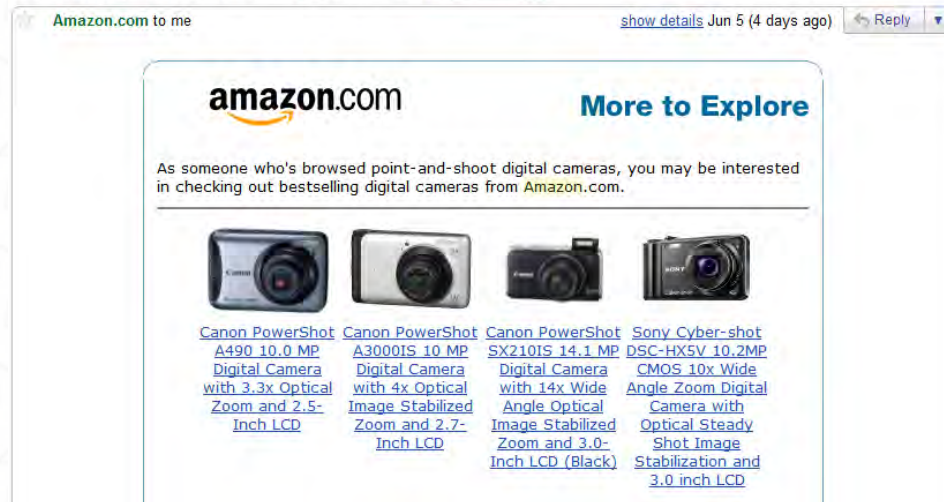
► 5TH EMAIL

Now the mail where the recipient got the complete product package. The package has the complete list camera, case, memory card. When the customer is provided with the complete details, they naturally get attracted to the product. It's human nature to drift towards opportunity giving them good returns. Find the below image for reference:

Amazon.com: Canon Camera Bundle--\$199 [Newsletters](#) | [X](#)



Our Most Popular Point & Shoot Digital Cameras Newsletters | X



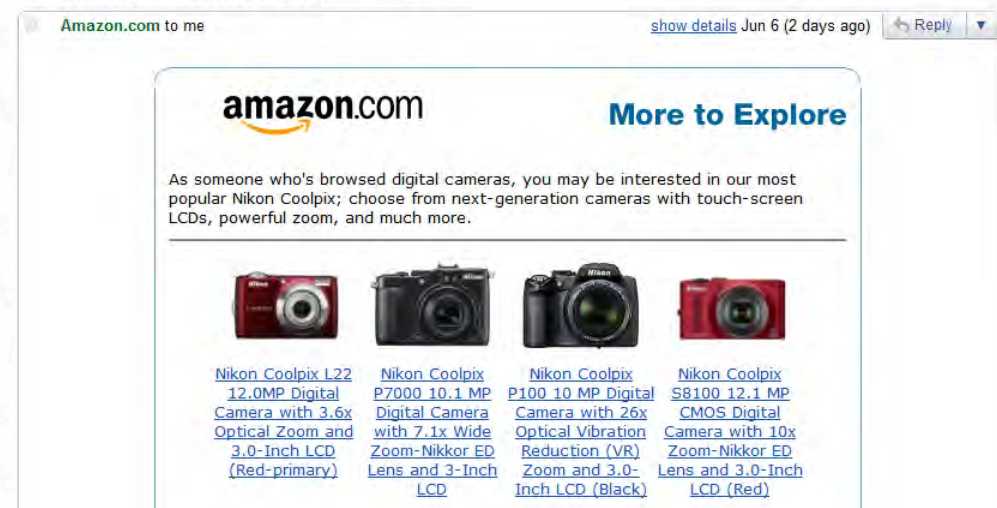
6TH EMAIL

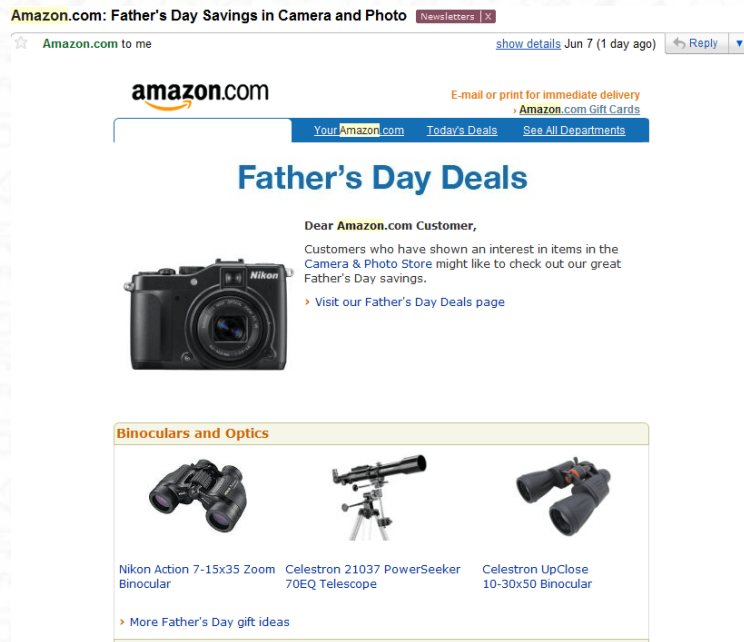
The 6th mail which he received was similar in content and format to the emails of the first and third mail. They have even chosen to market no specific brand and just presenting a range of best sellers. The advertisements proved beneficial as many of the customers got interested in checking out the best seller products, ranging from Canon PowerShot, Sony CyberShot all having specific attractive features. These features were the highlight of the email. Check out the below image:

7TH EMAIL

The 7th email provided the most popular Nikon Coolpix point and shoot cameras. The subject line also has the words “our most popular”. The products had features like the digital camera, optical vibration reduction, 3.0 inch LCD, Zoom Nikkor ED lens, and others. Amazon cleverly highlighted these features in the email as it knew the majority of the customers would be interested in the next generation cameras with a powerful zoom, and LCD.

Our Most Popular Nikon Coolpix Newsletters | X





8TH EMAIL

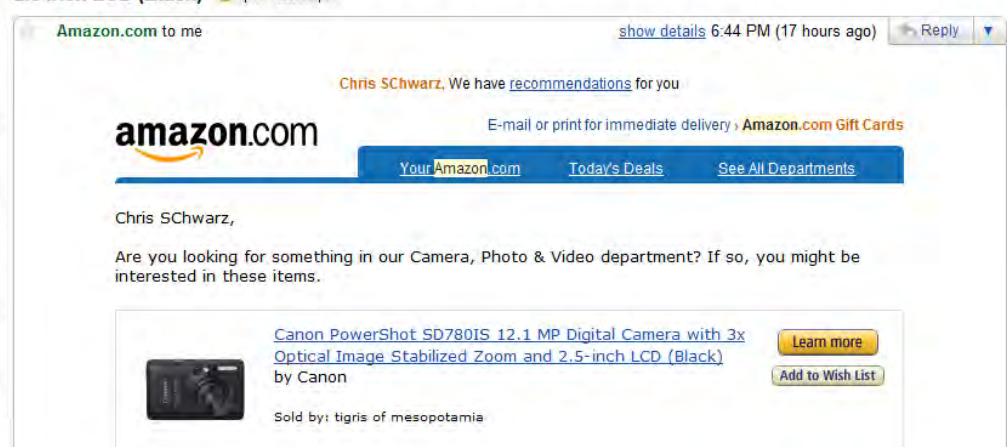
Father's day deals by Amazon was also promoted with some upsell products which were just sneak-peek. This day is popular amongst the buyers. Amazon used the best tactic to promote its product to the younger generation as they knew most of them would be from that age group. It made a separate page for Father's day savings in camera.

9TH EMAIL

The 9th email which the recipient received had the specific title where the product name and specifications were mentioned.

So we can see how each of the mails was carefully crafted to connect with the customer. When you understand your customer completely, then it becomes a lot easier to appropriately design and send email to the customer at the right time.

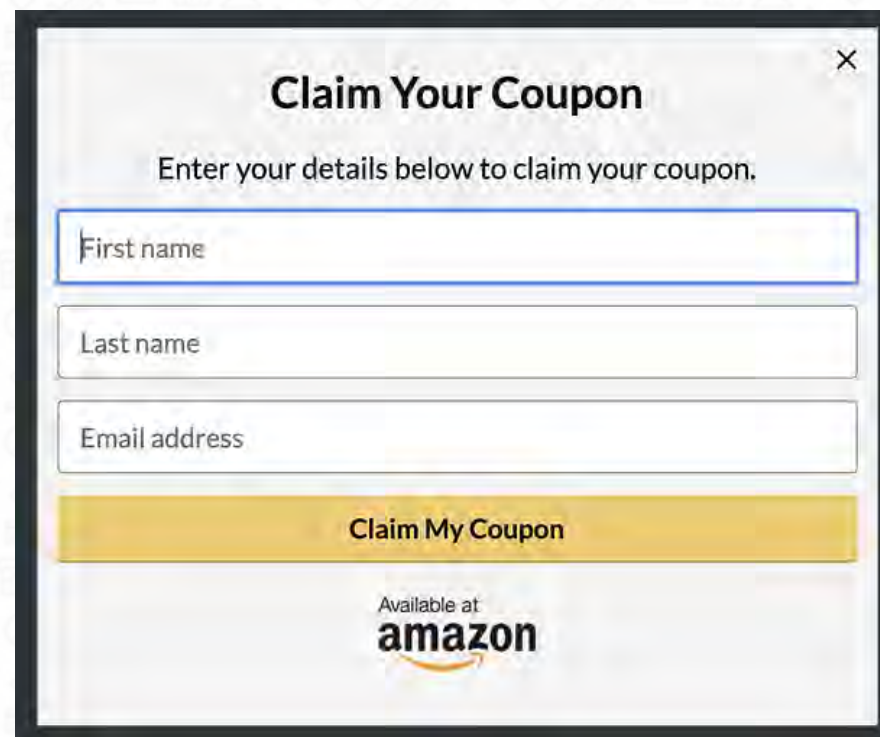
Amazon.com: Canon PowerShot SD780IS 12.1 MP Digital Camera with 3x Optical Image Stabilized Zoom and 2.5-inch LCD (Black)



POPULAR EMAIL TREND OF AMAZON

CLAIMING YOUR COUPON VIA EMAIL

Most of the customers want to claim their coupon through email. Amazon's form to claim the coupon is an instant hit.

A screenshot of the Amazon 'Claim Your Coupon' form. The form is titled 'Claim Your Coupon' with a close button (X) in the top right corner. Below the title, it says 'Enter your details below to claim your coupon.' There are three input fields: 'First name', 'Last name', and 'Email address'. Below these fields is a yellow button labeled 'Claim My Coupon'. At the bottom, it says 'Available at' followed by the Amazon logo.

This also proves why the older generation prefers email marketing over instant messaging. The fact which most of them are aware of, not all consumers are on Facebook and Messenger, but almost all of them have emails.

PRIME DAY CONTENT INCREASED EMAIL ENGAGEMENT

As per a research by Yes Marketing, e-commerce brands that send emails to the subscribers during Amazon's Prime Day of **2018** witnessed an increase in open rates especially when words "**Prime Day**" was used in the subject line. Open rates increased by up to **47%** than the average.

Amazon's Prime Day emails are dynamic, clever, and drive urgency with their timely **Call-To-Action**.

PRICES PROMOTED IN EMAILS

One of the market research firm Market Track found that Amazon's prices were **40%** lower than the Best Buy and Target. It was even **15%** cheaper than Walmart.

Amazon sends around **1 billion** promotional emails to the consumers for Prime Day. On the day just before the sales event, including six hours of Prime Day sales, the company send around **27** campaigns with **335million** messages.

Amazon's **email open** rates are higher when compared to the other retailers as they populate the emails with personalized and relevant content.



CONCLUSION

Amazon has a history of making its email marketing campaign successful. The types of email which it sends helps in connecting with the right customer at the right time. It has been observed that most of the customers will at least give a second look to the email as the content is greatly personalized as per the needs of customers.

Email marketing as one of the crucial marketing strategies is the highest revenue generator for most of the organizations. With the rise in social media and other channels, organizations got more opportunities to increase their revenue by promoting their content on these platforms, but none of these were able to beat the email marketing in this game. Amazon truly understood and appropriately utilized it for its benefit.

Sources :

HubSpot
Vero
emailmanager
ClickDimensionsBlog
KLAVIYO
kwasi
SELLER'SCHOICE
Marketing Land
Digital Commerce 360



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