



Infoclutch

LEVERAGING TRIGGERED EMAILS TO REACH CUSTOMERS



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1. WHAT ARE TRIGGERED EMAILS?

These are emails that get into action mode due to a specific behavior, scenario, activity related to customers. It aims to have meaningful connections with customers.



According to one finding, triggered emails have an almost **70.5%** higher open rate than regular emails.

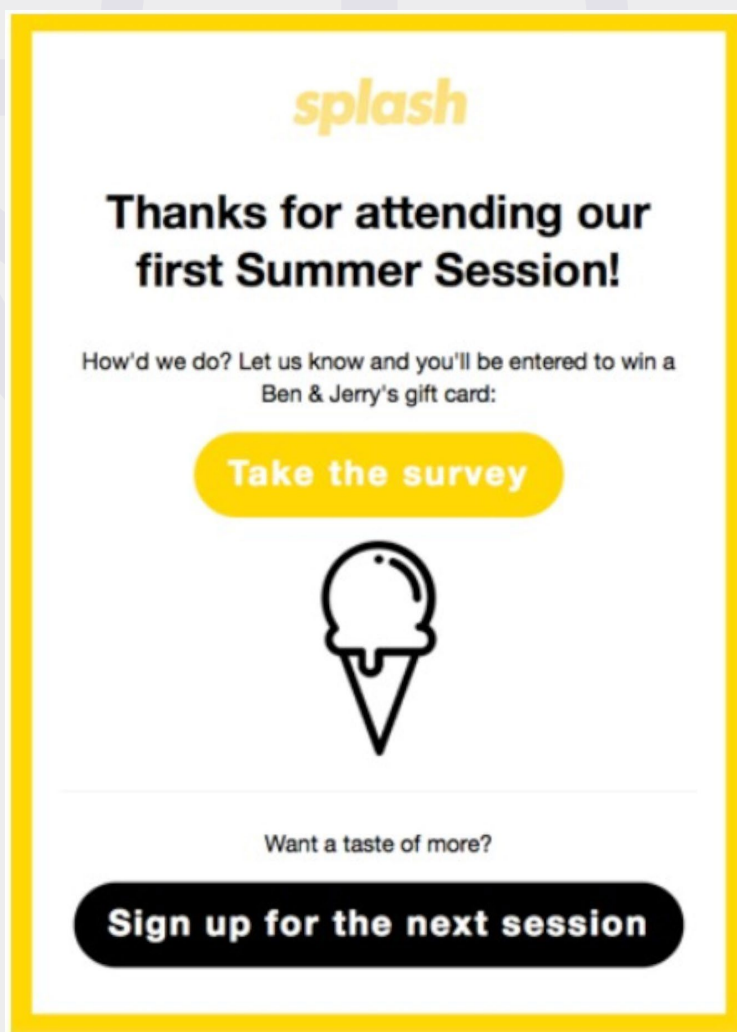
Marketers, thus toil hard to craft emails that lead to instant communication with prospects.

2. WHAT ARE THE TYPES OF TRIGGERED EMAILS?

Trigger Email After Webinar

Trigger emails are any emails that are triggered based on various factors. It could also be when the prospect attended a webinar and keeps in touch with your brand.

In such cases, organizations would send personalized emails to these high-value customers.



As you can see in this example, these emails help in building long lasting relationships with customers.

Now, as the company has the list of attendees who attended the event, it has information of selected prospects. With the help of this, they can personalize the emails and send them to recipients.

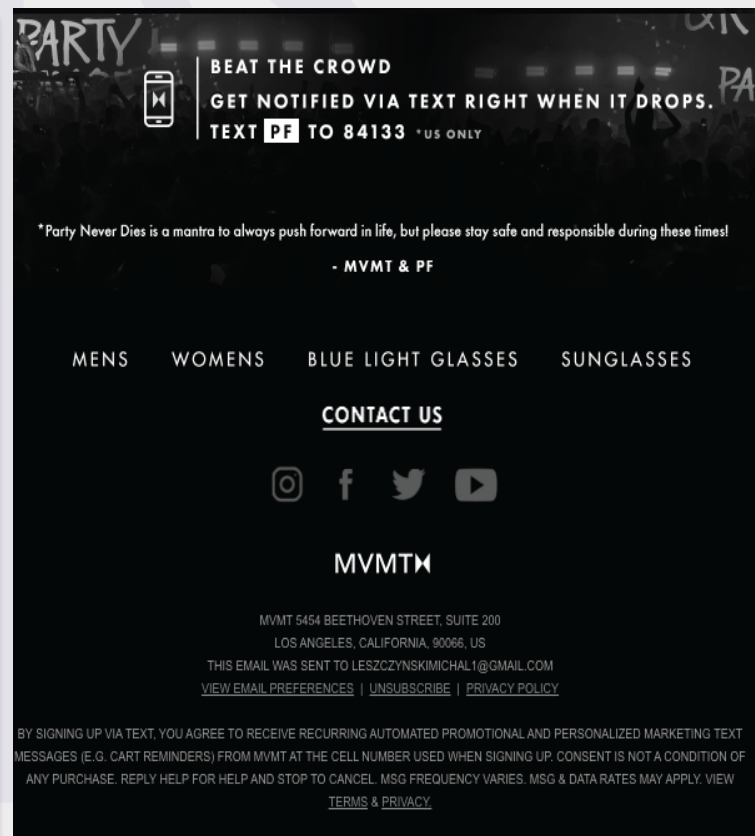
Product Alert Email



These specific product emails are sent out to customers based on actions. And how can one find that?

Brands keep track of customers who visit their website and what all pages they visited. When they visit a product page, these organizations could ask for personal information like name, email address and others through the form that pops up on these pages.

Later, they can send out product alert emails to these customers immediately when they leave the website.



Here you can see how the organization is alerting the customers about its new products. The brand knows how to attract new customers who visited their product page or somehow tried to collect information about products from other sources.

The more you are active to outreach these prospects, the easier it becomes levelling up customer engagement and better sales.

Abandonment Cart Email


Almost all marketers send these emails. That's because customers who abandoned shopping carts are considered lost opportunities and marketers want to win them back.

In the current scenario, where marketers are struggling to retain even existing customers, it's a sin if you couldn't convert the prospect who came knocking to your door.



This is why, they develop best abandoned cart emails to earn customers' trust and motivate them to complete the purchase.


FREE SHIPPING ON ORDERS OVER \$49



Still Thinking it Over?

We're holding the items in your cart for you, but don't wait too long! Order today!


YOUR CART

	Super Thin iPhone X Case	1	\$ 24.99
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[RETURN TO YOUR CART](#)

Questions? Comments?




Email us at hello@buypeel.com



Jon
@jon



Marshall
@marshal

PEEL

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If you no longer wish to receive our emails, please click the link below:

[Unsubscribe](#)

This is one of the examples of cart abandonment email. Marketing is all about understanding the psychology of your customer and accordingly developing the message, just as you can see here, marketer is asking a question, **“still thinking it over.”**



The email wants to remind that as a responsible brand, they have still kept items for specific customer, and are waiting for him or her to come back and acquire the product or service.

Trigger Email for Dormant Customers

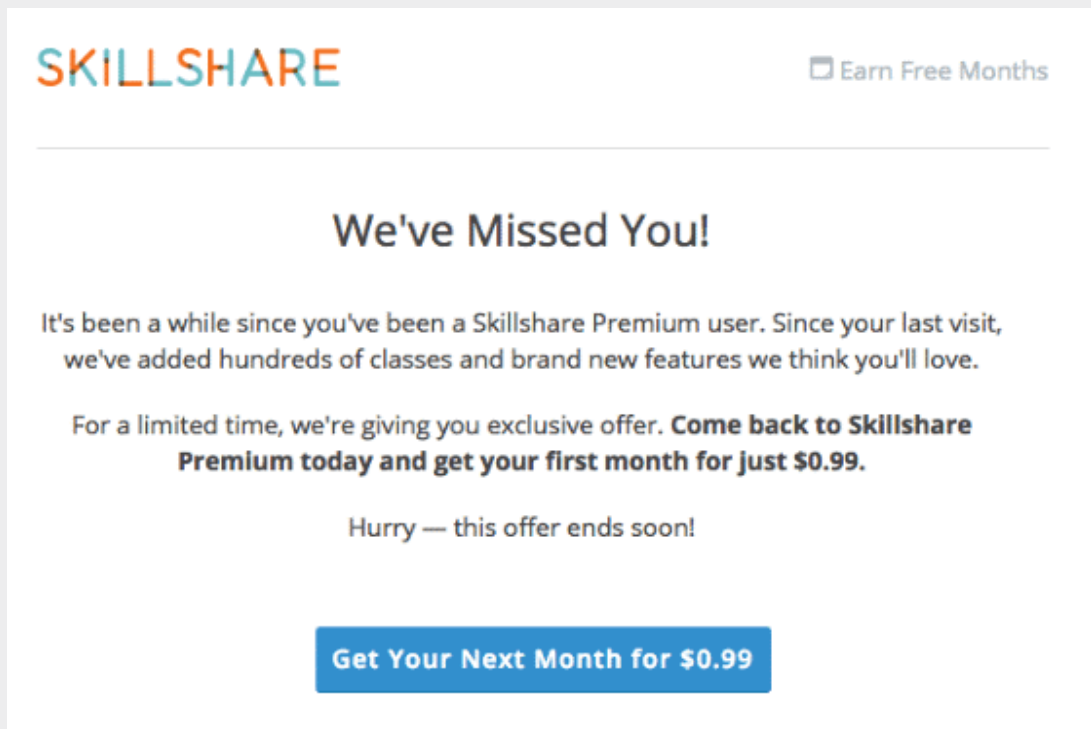
If your customers are inactive for some time, can emails be triggered to them?

This is a crucial question, as they aren't executing any action, how can emails send to them?



Well, here no action is also becoming an action!!!

The emails can be automated where if the customer isn't acquiring a product or service for some months, messages designed for inactive customers can be sent.



The message, we've missed you is a skilled message to trigger the emotion in customers.

Further, you can see brand mentions, "for a limited time we are giving you exclusive offer."



The aim is to take the relationship to the next level.

As marketers don't know why customer is inactive for long, they try all trial-and-error tactics to take them out of their cocoon.

And in many cases, it just works...

Customers when showcased many offers, would be willing to try them.

Order Confirmation Emails

These emails are instantly sent to customers when they confirm of purchasing the product.



As these are highly important emails, it has higher chances of getting opened. The order confirmation emails include the details of your product, pricing and some recommendations that the brand thinks would interest the reader.

TOMS
WOMEN
MEN
KIDS
COFFEE
MARKETPLACE
ONE FOR ONE

THANK YOU FOR YOUR ORDER AND BEING PART OF THE MOVEMENT!

Confirmation Number:
5608831531

Hello Lorem


Your order has been placed. Once your package ships, we will send you an email with a tracking number so you can track your order. If you signed-up for a TOMS account, please visit <http://www.toms.com> and [log in](#) to your account to see more details.


If you have any questions [contact us here](#) or call us at 1-800-975-8667. We are here to help!

**Thank you,
TOMS**

Returns:
If you would like to return your product(s), please see [here](#) or [contact us](#).

For further questions about our products or your order, please see our [Questions](#).



ITEM	Price	QTY	SUBTOTAL
Shipment			
	<p style="background-color: #ccc; padding: 2px; display: inline-block; margin-bottom: 5px;">MARKETPLACE</p> <p>by Raven + Lily</p> <p>Gold Printed Notecards Color: Gold</p>	1	<p>\$14.00</p> <p>\$10.50</p>

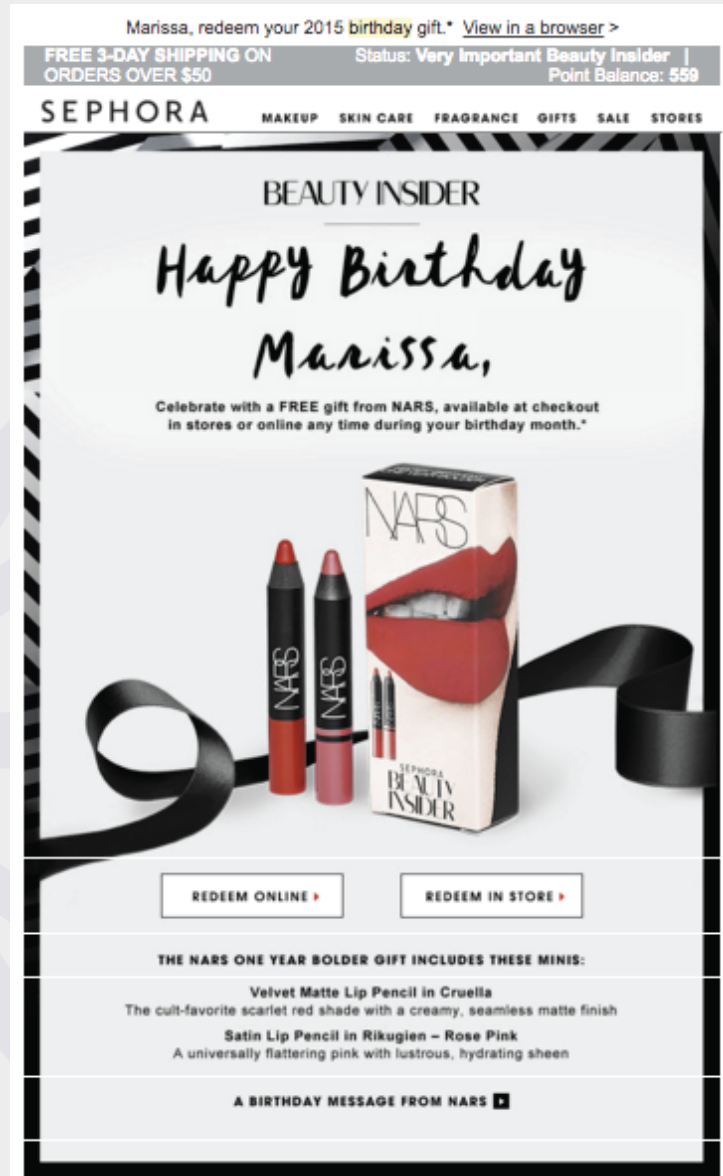
This is one good example of an order confirmation email. Here you can see the product ordered, pricing and other details.

These triggered emails make your relationship stronger with customers. It shows you care about your customer even after they purchased the product.



Birthday Emails

These types of emails are some of the simplest and basic emails that brands can send to customers. You just need to have crucial information for this- Date of his birth. This you can collect, when he fills the form or through any other source.



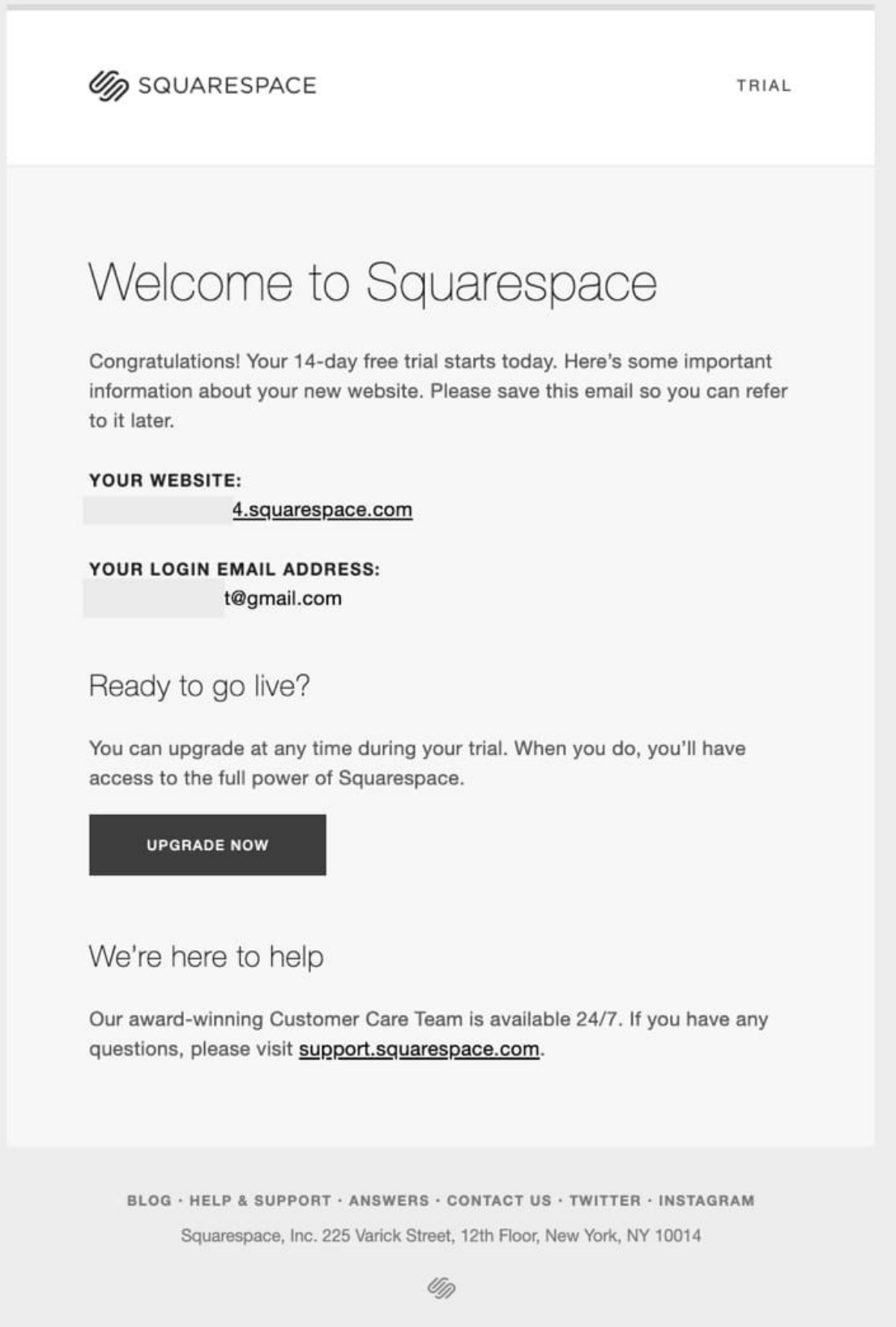
Here you can see, the brand wishes the customer on her birthday. Besides that, they went one step further by offering a free gift to get anytime during her birthday month.

Better With Onboarding Emails

What are onboarding emails?



Onboarding and welcome emails are same. When customer explores and buy new product, most brands would send out welcome emails to make customers comfortable. It's a good idea as they would know more about your service.



In this example, the brand welcomes the customer for a 14-day free trial. While the customer has still not purchased the service, but nurturing the right way with onboarding emails could make a huge difference.

After few days of using the service, they might make up their mind to buy it.




Serving The Category Needs Email

We know many customers won't acquire a product but would explore different websites to collect information. While trigger emails are the perfect answer to nurture these customers but if one needs to convert them at the earliest, super segmented trigger email is the answer. It means these emails meet the defined conditions leading to best results.




For example, if the customer is searching for a specific kind of shoe, you can send category trigger email where they are showcased different shoes instead of that specific kind.


Your Amazon.com | [Today's Deals](#) | [See All Departments](#)

Amazon.com customer,

Are you looking for something in our Digital Media Streaming Devices department? If so, you might be interested in these items.

Digital Media Streaming Devices




[Google Chromecast HDMI Streaming Media Player](#)
by Google

List Price: ~~\$35.00~~
Price: **\$34.64**
You Save: **\$0.36 (1%)**

[Learn more](#)

[Add to Wish List](#)




[Google Chromecast HDMI Streaming Media Player](#)
by Google

Price: **\$45.60**
Ships from and sold by MNM CORP..

[Learn more](#)

[Add to Wish List](#)



[NEW ARRIVAL!!! LIMITED SALE!!! WIFI Display Dongle
HDMI Streaming...](#)
by Docooler®

Price: **\$23.99**
Sold by Vigica and Fulfilled by Amazon.

[Learn more](#)

[Add to Wish List](#)

In this email, you can see the brand asked customers whether they are looking in the category of digital media streaming devices department. It then showcases different products such as wifi display dongle, streaming media player.

Newsletter Emails

What is a newsletter?

Newsletters are emails that inform customers about the latest products and services. It also gives news, tips and other new information that could help businesses in their mission.



There isn't a fixed rule to what is included in a newsletter, but it's all about making your customers' lives easier. So, whenever any new updates come, these newsletter emails are triggered automatically landing up in the recipients' inbox.

REAL ADVENTURES

SHARE YOUR ADVENTURE

YOUR GUIDE TO NEW ADVENTURES

Put together by passionate travellers who scour the globe for authentic and excellent experiences, the *REAL ADVENTURES* app recognise that travellers want the tools to start exploring a destination quickly and with confidence. They also want to get a sense of what makes a place special and how its inhabitants enjoy it.

DANCE

TRINIDAD - CASA DE LA MÚSICA

One of Trinidad's and Cuba's classic venues, this casa is an alfresco affair that congregates on the sweeping staircase beside the Iglesia Parroquial off Plaza Mayor. A good mix of tourists and locals take in the 10pm salsa/dance show here. Alternatively, full-on salsa concerts are held in the casa's rear courtyard. Be prepared to participate for the whole experience!

[READ MORE ABOUT CASA DE LA MÚSICA](#)

DRINKS

HAVANA - EL FLORIDITA

Promoting itself as the 'cradle of the daiquiri', El Floridita was a favourite of expat Americans long before Ernest Hemingway dropped by in 1930s (hence the name which means 'little Florida'). A bartender named Constante Ribalaigua invented the daiquiri soon after WWI, but it was Hemingway who popularised it and ultimately the bar christened a drink in his honour: the Papa Hemingway Special (basically, a daiquiri made with seasonal grapefruit juice)

[READ MORE ABOUT EL FLORIDITA](#)

CATAMARAN CRUISE

VARADERO - SEAFARI CAYO BLANCO

One of Varadero's most popular cruises is the Seafari Cayo Blanco to. This trip includes the dolphin show at the Delphinario, open bar, lunch on Cayo Blanco, two snorkeling stops, live music and hotel transfers. This trip comes with a free sunset cruise that can be carried over to the following day if desired. There's also a two-hour guided 'Boat Adventure' by jet ski as an optional extra.

[READ MORE ABOUT SEAFARI CAYO BLANCO](#)

CULTURE

HAVANA - CATEDRAL DE SAN CRISTÓBAL

Dominated by two unequal towers and framed by a theatrical baroque facade designed by Italian architect Francesco Borromini, the graceful Catedral de San Cristóbal de La Habana was described by novelist Alejo Carpentier as 'music set in stone'. When the building was finished in 1787, the diocese of Havana was created and the church became a cathedral – one of the oldest in the Americas. Tours run on weekdays from 10.30am to 11.30am.

[READ MORE ABOUT CATEDRAL DE SAN CRISTÓBAL DE LA HABANA](#)

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Real Adventures guide for your smartphone. Get to the heart of any country in no time with the Real Adventure app! Features include: city guides, language translator, audio walking tours and audio phrasebooks. And with no internet connection required, you won't incur any roaming fees. Find the guide to match your mobile device.

Available for 50 countries. Download the Real Adventures App and find the guide for your destination or sample one of the free Lite Guides.

Available on the
App Store

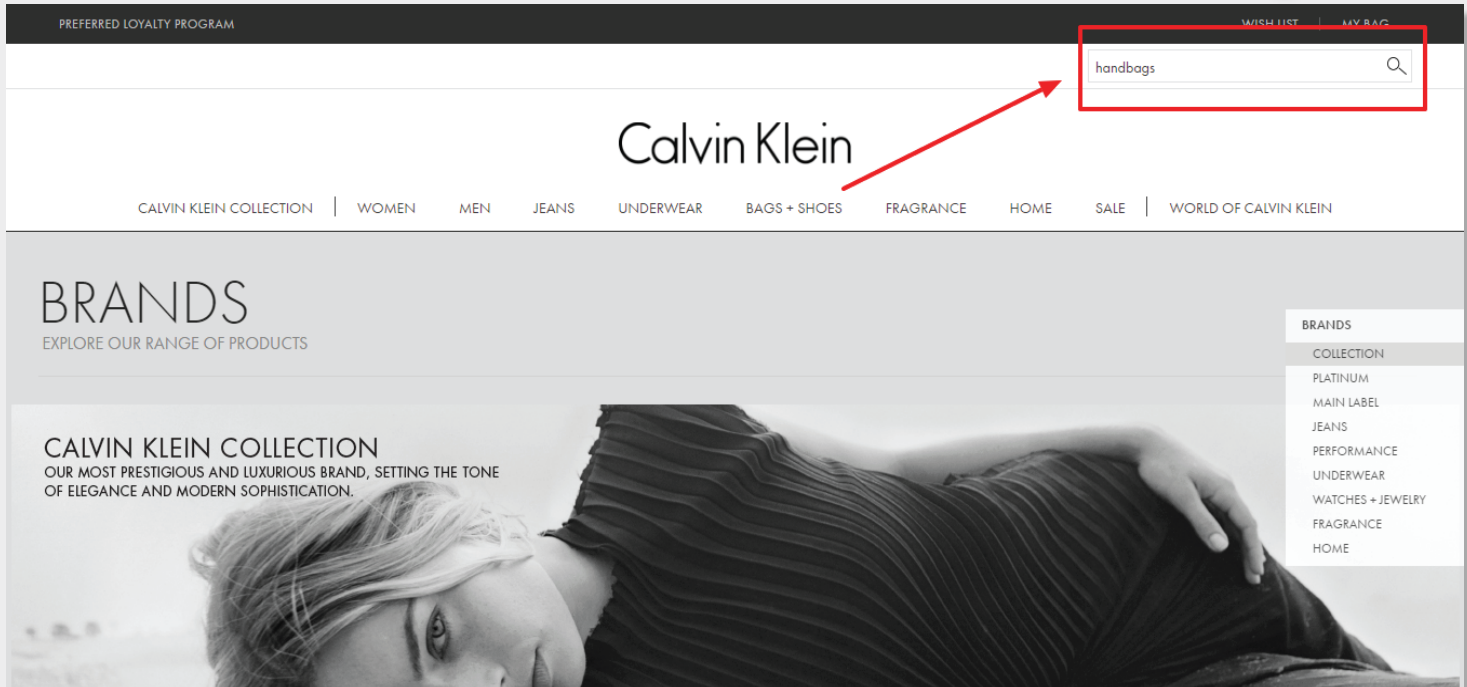
Available on the
Android Market

FOLLOW OUR ADVENTURES

In this newsletter, you can see how brand is offering fresh information about new adventure. It shows about cruise, culture and many other interesting options that a traveler would absolutely love.

Site Search Abandonment Mail

These are the emails that the shopper has searched for in the site but later drops the idea to purchase.



Just as you can see in this example, visitor searched for handbags in bags category. This information was captured and later emails were sent to same customer regarding what they searched on website, and asking why they abandoned the plan to purchase the product.

3. WHAT EXACTLY CAN TRIGGER EMAILS DO?

Triggered emails can lead marketers:

- ◆ In reminding about the appointments
- ◆ Promotions on birthday
- ◆ Asking feedback in trigger email
- ◆ Informing customers about the end of subscription date
- ◆ Letting customers know when items would be out of stock
- ◆ Asking for next meeting

4. NURTURING THROUGH TRIGGERED EMAILS

What is nurturing?

Nurturing is maintaining relationship with customers in a step-by-step approach. Just as you can't immediately build up a familiar relationship with a stranger, likewise, you can't expect to have a good relation with a customer in one meeting or conversation.



It's a wholesome approach that you need to follow by having regular interaction with customers.

Nurturing through trigger emails involves different steps such as:

Delivering what you assured to give

Customers admire brands that offer exact products or services as promised. It makes them feel they are dealing with a trustworthy brand which is serious about quality product or service.



In this case, if the customer wishes to be updated about your latest product or service and you don't provide same at right time, they might feel you don't have any invaluable to share or you aren't serious enough. Trigger emails ensures delivering what was promised. This is called nurturing.

A bird in hand is worth two in the bush

We know an existing customer can help you generate more revenue than some new customers. And that's because the old customer knows about your service, they are familiar with it and like using that's why they have been using it for a long time. So, don't you think you need to nurture old customers more than new prospects?



How do brands execute triggered emails for these customers?

The automated emails take over here that just triggers messages on any specific event to the customer. For example, if a customer has been purchasing products for 5 years, you could give them special coupons, offers on completing five years of association with your brand.

Instructional service on using the product



Most customers might not be aware of using product the right way. As a marketer, if you understand these challenges and plan to resolve it, you can automate the triggered emails that would land into the customers' inbox as soon as they purchase your product.

They could then follow step-by-step instructions and learn how to go forward. These types of trigger emails can help maintain good rapport with customers.

5. LIFECYCLE TRIGGER EMAIL CAMPAIGN

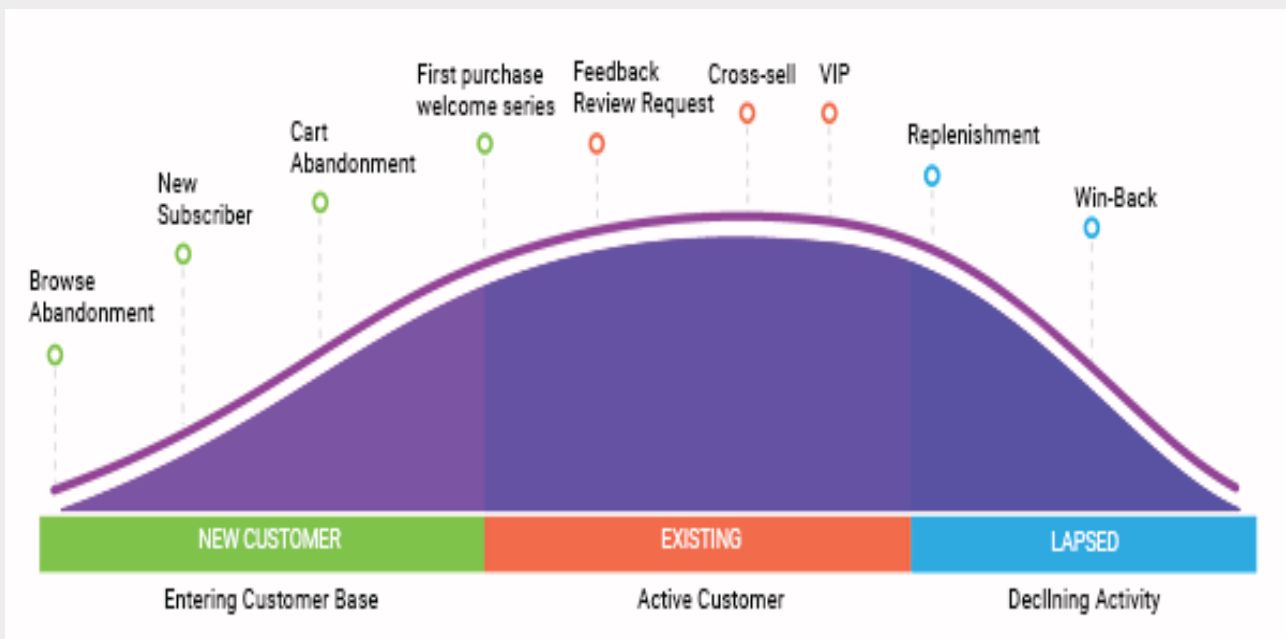
The common lifecycle triggered emails are sent based on different stages that include within the loyalty status, churn risk and others.



Now, what is lifecycle marketing?

This marketing involves touching each phase of customers' journey through continual email marketing effort. The entire phase involves reach, act, convert, engage. As it goes in a cycle, it is called as a lifecycle campaign.

These emails that are subdivided based on different stages of the campaign. Marketers analyze all the stages to decide for which stage the trigger emails need to be send highly relevant to customers.



Here you can see lifecycle curve, where the customer section is divided into new customers, existing and lapsed customers.

The action or the activities involved in the new customer section is browse abandonment, new subscriber, cart abandonment and so on. In the existing customer section, you see cross-sell, feedback review, etc. while you see replenishment, win-back activities in the lapsed customer section.

As per the action or non-action by customers over a period, emails are triggered.

6. STATISTICS ON TRIGGERED EMAIL

- ◆ Triggered emails get **24 times** more revenue per spend
- ◆ In trigger emails, almost **18% to 23%** of engagement happens after 24 hours.
- ◆ Triggered emails have a **775%** higher conversion rate than batch-and-blast emails.

7. BENEFITS OF TRIGGERED EMAIL

- ◆ Higher click-through rate and open rate
- ◆ Increased customer retention
- ◆ Increased relevancy
- ◆ More upselling and cross-selling
- ◆ Increased conversion
- ◆ Improves loyalty
- ◆ Enhances customer experience
- ◆ It saves revenue

8. CONCLUSION

Triggered emails today hold a crucial place as compared to others. As these emails are closely aligned with the interest of customers, it has higher chances of improving business results.

Marketers worldwide had already witnessed how there is a clash of needs and wants between customers and brands. The scenario is customers want to buy a specific product while marketers want to sell their product; when it does not match it creates dissatisfaction.

The triggered emails aim to bridge this gap as it shoots out emails to customers whose needs might match nearly close to what the organization provides.






InfoClutch


InfoClutch is a leading provider of b2b business intelligence solution for marketers of various domains across the world. With a strong international presence, the brand has taken center stage from its inception three years ago. InfoClutch offers a comprehensive collection of segmented consumer profiles to find profitable individuals and bringing them a notch closer to your products and services.

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940, Amboy Ave,
Suite 104, Edison, NJ 08837

+1 (732) 708-4386 | sales@infoclutch.com | www.infoclutch.com