



Checklist 9 - Email Segmenting For Deliverability

Project Name: _____

Date: _____

Yes No

Email segmentation is one of the most effective strategies for enhancing the deliverability of your emails. Segmenting entails categorizing your email subscribers into smaller segments based on similarities in their characteristics. Segmenting is instrumental in that it allows you to send tailored and targeted contents to specific groups as opposed to generalizing your emails. In addition to influencing users' interests in your content, segmenting further boosts your email deliverability, as well as inbox placement. To this end therefore, segmenting creates more leads and further increases click-through and open rates. When segmenting your list, it important to pay attention to details such as the level of engagement, sign up method and demographics among others in order to effectively formulate strategic email marketing approaches. Align your metrics to the performance of your list to maximize the performance of your campaigns. Here are tips for email segmentation to boost deliverability.

- 1 Use subscribers' geographic data to base your segments.

- 2 Create location-specific promotions for specific users.

- 3 Send targeted time-based emails based on time zones.

Notes



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- 4 Segment your lists based on gender.
- 5 Use subscriber engagement rates to base your segments.
- 6 Use subscriber responses to segment lists for retargeting.
- 7 Base your segments on your users' social statuses.
- 8 Tailor your segments based on users' signup method.
- 9 Segment active subscribers to send targeted rewards.
- 10 Segment your subscribers based on their purchase history.

Notes

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- 11 Use the lead magnet opt-in data to base your segmenting.
- 12 Use subscribers' purchasing patterns when creating your segments.
- 13 Segment your users based on amount spent.
- 14 Use cart abandonment (behavior) to segment and send targeted emails.
- 15 Use your subscribers' position on the sales funnel to segment your list.
- 16 Segment new subscribers.
- 17 Base your segmentations on the nature of your subscribers i.e. VIP shoppers willing to purchase premium products.

Notes

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18 Segment the discount shoppers (motivated by discounts) to send targeted discount and promotional emails.

19 Send retargeting emails at the inactive subscribers.

Notes:

Also, consider segmenting your list based on the activity of your subscribers in order to identify the appropriate frequency for sending them emails as in the examples below:

Notes