

Engagement Profiling

Accurately measuring subscriber engagement is one of the most important things you can do to increase the value of your email marketing initiatives. However, the complexities involved in analyzing the data can sometimes derail the good intentions of marketers, leaving them with incomplete or invalid subscriber profiling records.

Listrak's Professional Services team will evaluate your data to discover which subscribers are the most, and least, engaged. The analysis goes beyond open and click metrics, taking into consideration preview pane analysis, length of time messages are open, if images are on or off, and times and dates of interaction. The results allow you to re-engage inactive subscribers, increase the relevancy of your campaigns, protect your reputation and deliverability, strengthen your subscriber relationships, and decrease your deployment costs.

Engagement Profiling and Tactics for Increased Relevancy

Elements of Engagement Profiling

- **Lifecycle Review** - determination of active vs. inactive subscribers based on your specific requirements, not industry standards
- **Re-Engagement** - strategic campaigns to your inactive subscribers to recapture their attentions and interest
- **Segmentation** - separation of inactive subscribers from your master list to ensure messages are targeted, relevant, and deliverable
- **Reputation Defense** - proactive removal of inactive email addresses that pose a threat to your reputation, such as honeypots or spamtraps
- **Strategic Campaign Development** - development of different messaging for each campaign, allowing you to speak relevantly to each segment across the entire subscriber lifecycle

About Listrak

Listrak is an email marketing firm providing the solutions, software, and services to optimize the value of email. Listrak works with clients to develop engaging email marketing to deliver the extra percent in effectiveness and ROI.