

Behaviorally Triggered Email Marketing

Reaching your subscribers and customers at a time that is unique to them with relevant messaging is a very effective strategy that increases engagement on a personal level to build brand loyalty and prompt interaction. Behavioral drip campaigns, such as reminder emails, replenishment (resell, upsell, or cross-sell) promotions, birthday clubs, event marketing, and welcome series, can be set up in advance and deployed automatically based on subscribers' behaviors and profiling attributes so the messages reach them at the exact moment they are most engaged and likely to interact.

Our team works with you to determine the important facets of the campaigns, including the number and cadence of messages, creative elements, and dynamic content, and we create automated, triggered messages that are relevant and uniquely timed. Whether it's a single email or a multi-touch drip campaign, behaviorally triggered email marketing provides additional opportunities to boost engagement, interaction, conversion, and overall email marketing ROI.

Behavioral Campaigns – Targeted, Timely, and Relevant

Elements of Behaviorally Triggered Messages:

- Strategy for multi-touch or single campaign based on audience and goals
- Direction on the content and timing of the campaign
- Behavioral data methodologies and targeting strategy
- Workflow and trigger points to engage customers
- Post campaign analysis to determine success and ROI time

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.