

## Transactional Messaging

Transactional messaging is crucial to your email marketing strategy. Transactional messages have significantly higher open, read and conversion rates than other emails because it is typically in response to a customer initiated action and is a service not a promotion. While the main purpose of this email is service, you are missing out if you don't also use the opportunity to trigger further interaction.

A transactional email is potentially the first email you send to a customer; in the form of an opt-in confirmation, welcome email, statement, order confirmation or receipt. While these emails must keep the transactional information primary, it is an excellent opportunity to provide relevant marketing to the customer. It must reinforce your brand, and may also inquire about preferences, cross-sell related products or make promotional offers to drive further transactions.

# Transactional Emails Trigger Further Engagement and Sales

## Elements of Transactional Messaging

- Strategy for managing multiple transactional campaigns across the business
- Direction on the content for transaction and promotional messaging
- Dynamic content development and methodology based on transactional data
- Define workflow and trigger points to further engage customers
- Post campaign analysis to determine success and ROI

## 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.