



Why **list segmentation** is important for email marketing



There are no one-size-fits-all customers, your email list must have multiple buyer personas. Sending the same message to all your customers will not work. However, by narrowing your customer email list and sending personalized messages to targeted groups within your lists, your recipients will find your campaigns more connected—and you know emotionally triggered campaigns get better results. Customers want relevance, they want cut-to-cut messages which can only be provided by understanding their behavior – For which SEGMENT is necessary. With AiTrillion’s customer segmentation you can target your visitors and customers separately.

Based on the items in their cart and the campaigns they’ve seen before, you can target your visitors more precisely. This makes AiTrillion more compelling than other tools. Let’s take a look at the segmentation of AiTrillion and how they can improve your chances of success.

Cart-Based Customer Segmentation

Our eCommerce cart segmentation feature helps you reduce customer segmentation and reduce your site’s cart abandonment rate. This feature allows you to target those visitors who are trying to abandon their cart with customized popups based on the items in their cart. You can target your customers based on the order price, order count, order tag, and the number of different products in their cart.

Using this information you can create more engaging messages that are personalized to meet the needs of abandoning visitors’. By sending personalized, it can double your chances of convincing them to finish their purchase.

Campaign-Based Targeting

AiTrillion’s campaign-based targeting permits you to display specific popups to your customers who have not seen your email from certain campaigns. This gives you well-defined targeting like never before. Use this feature to display your popup message depending on your campaign’s insights.

For example, AiTrillion’s segments separate customers based on who has opened your mail or not. So you can share your same message to those customers who have not seen your mail through popups. You can also remind your visitors about their discount by displaying the coupon code in a popup.

Effective Acquisition and Retention

Customer segmentation allows you to know your customers closely so you can fulfill their needs more efficiently. You can also customize your communication depending on the customer's lifecycle. "44% of marketers use customer segmentation to decide their acquisition strategy"

Let's take an example if you want to convert your visitors to your paying customers, your communication needs to be more informative. At this stage, Segmentation helps you to divide your customers based on their choices and 80+ predefined filters. And allow your target and retain them with the help of personalized marketing campaigns.

Design Customer Timeline

All customers go through a journey as they interact with your brand. AiTrillion's segmentation feature allows designing your customer timeline based on their behavior and interaction with your brand. When thinking about the customer journey, first, consider the purchasing inflection points that matter to your brand. For example, you might start with:

- **No Purchase**
- **Purchase**
- **Repeat**
- **Loyal**

You'll have to decide what these terms mean for your business. Is a loyal customer someone who purchases 4 or 10? Look at the distribution of your customers by order count, evaluate metrics like order frequency, and consider your brand's costs, revenue, and goals as you make this decision. Then, determine the various touch-points that provide value to your e-business and that are hallmarks of each stage of consideration.

Helps you Offer Experiences that Matter

Segmentation allows you to make your customer feel valued and special with personalized messages and offers. At the Intent stage, following up with reminders about products in the cart, send reminders with recommendations for similar products, in case the customer just hasn't found the right one make customers feel that your brand is thinking about them, and they most likely to act at such points.

Your repeat customers know the value you provide and might respond well to seeing you in their email inbox. You may have to get more creative with your non-purchasers, though, reaching them on social and display channels with precise and up-to-date segment sync. Finding the right channel for the right customer stage keeps costs in check and increases marketing efficiency.

Power the precise segmentation and you'll deploy these campaigns into the marketing system of your choice, measure the exact outcomes, and iterate and improve as you learn what works.

Summing Up

The hard part of segmenting your customers should be giving your business model the proper consideration, not getting the data you need. Integrating a customer data platform (CDP) into your marketing processes allows you to centralize your data from all sources, including website, e-commerce, marketing, loyalty, service, and the custom elements that make your business unique.

Use AiTrillion's segmentation to gain full visibility into the customer journey, regardless of where it's happening or whether the customer is still anonymous or already known. The visibility and dynamic, up-to-date segmentation gives you the power to execute all types of experiences from one launch point, ensuring consistency, completeness, and accuracy of customer segments across all marketing channels, or even in loyalty and service platforms.



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