Birthday emails

Why should birthday emails be a part of every brand’s email marketing program? Because they work!

It should come as no surprise that personal and meaningful birthday emails earn significantly higher open and click rates compared to regular promotional mailings. The true intrigue for marketers is that birthday emails also achieve far higher transaction rates (481 percent) and revenue (342 percent).

Make the most of birthday emails!
This best practices guide provides key tips and insights to help marketers optimize the impact of birthday emails and achieve great success for their brand. The data in this guide is based on an internal audit conducted by Experian Marketing Services from more than 50 brands and their birthday email campaigns during the month of February 2014.

Birthday emails outperform promotional emails in almost all KPIs

Source: Experian birthday email campaigns audit, February 2014
Birthday scorecard
How birthday emails stack up

**QUICK TIP**
Birthday emails with mystery offers have the highest revenue per email compared to regular promotional mailings. See birthday offers section for more of these insights.

- **481%** higher transaction rates than promotional emails.
- **342%** higher revenue per email than promotional emails.
- **179%** higher unique click rates than promotional emails.
When to send

Scenario: Birthday emails begin hitting the inbox three weeks prior to the customer's birthday.

Of interest: The majority of these early emails are delivered on the first of the birthday month (likely in bulk) and received in the morning. The latter trend varies from that seen with promotional emails being sent later in the day, likely due to the “set it and forget it” nature of birthday email deployment.

Fast facts:

- **Fifty-five percent** of all birthday emails are received on the customer’s actual birth date.

- **Seven percent** of emails are sent after the customer’s birthday (surprisingly, not all of these are reminder birthday emails).

- Birthday emails are received between **4AM and 11PM**, with the majority received between **6AM and noon**.

When are birthday emails delivered?

*Source: Experian birthday email campaigns audit, February 2014*
Collecting the customer’s birthday

QUICK TIP
Don’t have a customer’s birthday on file? Try running a promotional campaign to collect the missing customer data with subject lines that read similarly to the examples shown on the right.

Subject line: We want to celebrate your birthday too.

Subject line: When’s your birthday?

Subject line: We’re planning a surprise! sign up for a treat on your birthday.
Collecting the customer's birthday

Tip: Consider collecting your customer's birth date on your brand's main email sign up page. To increase responses, note the value it will bring to your customer.

Bonus: make the page mobile friendly!

Tip: Collecting customer data as part of your brand's site layover is another easy way to acquire your customer's birth date.
Birthday offers

The majority of birthday offers are redeemable either online, or online and in store (dual). Dual channel offers are most likely to be unique to the individual customer.

Mystery birthday offers have the highest revenue per email compared to all other offers and discounts.

Source: Experian birthday email campaigns audit, February 2014
Brands that send reminder birthday emails see high engagement rates for those messages when compared to the first email sent.

**Fast facts:**
- **12 percent** of brands send reminder emails for birthday offers.
- **19 percent** of emails received are reminders.
- Reminder emails generate **rate increases** of at least **20 percent** in open, click-to-delivered, average order value and revenue per email.

*Source: Experian birthday email campaigns audit, February 2014*
Quick Tip

Include a bold top banner or other attention-getting elements in reminder birthday emails to emphasize the reminder and the call-to-action.

The reminder:

Example 1

Sent: February 1
Subject line: It's Your Birthday Month, Celebrate!

Sent: February 21 (day before birthday)
Subject line: Don't Forget, Your Birthday Treat Awaits…
The reminder:
Example 2

Sent: February 1
Subject line: Happy birthday, Elaine! A surprise awaits inside.

Sent: February 8
Subject line: Elaine, your $10 birthday gift awaits.

Sent: February 18
Subject line: Last chance to use your $10 birthday gift.

Urgency: last chance!
Subject lines

Quick Tip
Personalization matters! Emails with subject lines that include first name personalization have 17 percent higher unique open rates than emails with subject lines that do not include personalization.

Fast facts:
- The average length of birthday subject lines is **38 characters**.
- The average length of birthday subject lines is **shorter than** that of an average promotional mailing (46 characters).
- The shortest subject line assessed was **12 characters** long.
  - **Subject line:** MAKE A WISH!
- The longest subject line was **76 characters** long.
  - **Subject line:** HAPPY BIRTHDAY, ELAINE! ENJOY A FREE FULL-SIZE MASCARA WITH ANY $35 PURCHASE

19% of all subject lines include first name personalization.
Summary

With birthday emails generating transaction rates that are almost **5x higher** than those of regular promotional mailings, it’s clear that brands can benefit from sending special birthday emails and offers to customers.

**Key tips to remember:**

- **Customers love a good mystery.** Mystery birthday offers achieve revenue per email that is 502 percent higher than promotional mailings.

- **Send a reminder.** With all of the birthday festivities under way, the customer may forget about a special birthday offer received from a brand. Reminder emails generate rate increases of at least 20 percent in open, click-to-delivered, average order value and revenue per email when compared to the original birthday email sent.

- **Personalize it!** Subject lines with first name personalization have a 17 percent higher open rate than emails with subject lines that do not include personalization.
About Experian Marketing Services

Experian Marketing Services is a leading global provider of consumer insights, targeting, data quality and cross-channel marketing. We help organizations intelligently interact with today’s empowered and hyperconnected consumers. By helping marketers identify their best customers, find more of them, and then coordinate seamless and intelligent interactions across the most appropriate channels, Experian Marketing Services’ clients can deepen customer loyalty, strengthen brand advocacy and maximize profits.

If you are looking for strategic or tactical guidance to create more intelligent interactions with your customers through integrated email tactics, contact your Experian Marketing Services account team, call 1 866 626 6479 or visit us online at http://www.experian.com/marketingservices.