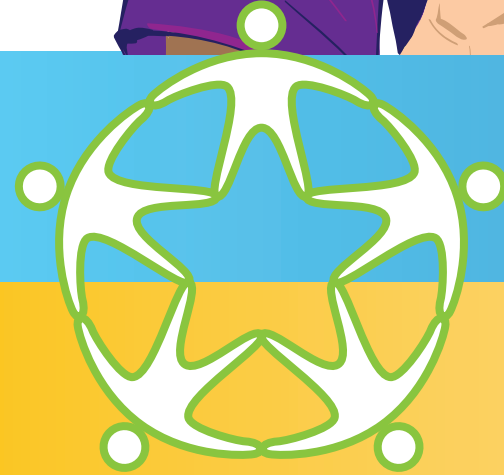


# HOW TO BE CUSTOMER OBSESSED



Here is what customers want from any brand or company they do business with, and some considerations for each:



## TO BELONG

Example: initiating a sense of belonging, such as utilizing a “Welcome” program

### Welcome emails

Compared to basic promotional emails, “Welcome” emails generate:

**3.7x**  
HIGHER  
OPEN RATES

**5.7x**  
HIGHER  
CLICK RATES

**15x**  
HIGHER  
TRANSACTION  
RATES

**20x**  
HIGHER  
REVENUE PER  
EMAIL



## TO BE KNOWN

Example: treating customers as individuals by employing more layers of relevance

- ✓ Subject lines with the subscriber’s name have **58% higher** unique open rates than those without
- ✓ Dynamically showing products **doubles transaction rates** and revenue per email in abandoned cart, browse and ratings and reviews emails
- ✓ When sent the same offer as other bulk promotions, friends and family emails had **3X the transaction rates**



## TO FEEL SPECIAL

Example: rewarding customers for their advocacy and continued engagement with your brand loyalty emails

- ✓ Emails targeted to current loyalty program members have:

**23%**  
HIGHER  
OPEN RATES

**22%**  
HIGHER  
CLICK RATES

**29%**  
HIGHER  
TRANSACTION  
RATES

**11%**  
HIGHER  
REVENUE PER  
EMAIL

- ✓ Reward arrival emails have **5x** the open rate and **15x** the transaction rate of other loyalty mailings



## TO BE TREATED WELL

Example: offering assistance through customer service links, and sending out “Thank you” emails

- ✓ Shipping confirmations that said ‘thank you’ had more than **60% higher** click and transaction rates than those without
- ✓ ‘Thank you for purchase’ bulk emails have **7x** the open rate, **6x** the click rate and **13x** the transaction rate of promotional emails
- ✓ ‘Thank you for purchase’ has more than double the transaction rate of ‘we appreciate your order’ (0.7% compared to 0.3%)

For more information, visit [experian.com/marketingservices](http://experian.com/marketingservices)



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