



Transactional email report

Continue the conversation and improve the customer experience

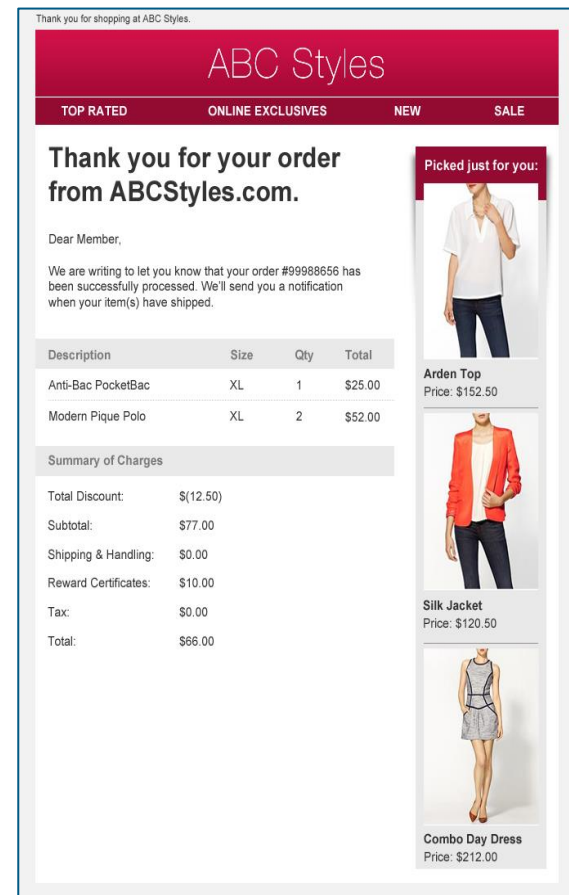


Transactional emails

Continue the conversation and improve the customer experience

There is no question that producing a sale is the ultimate goal of most email marketing campaigns. Rather than being an endpoint in the customer journey, the “sale” can be the beginning of a series of engaging emails that enhance and add value to the customer purchase experience. This can be achieved through transactional email programs that provide each customer with a seamless experience and personalized content, in addition to providing brands with opportunities for repeat sales, upsells and cross-sells, as well as ongoing customer loyalty.

When analyzing best practices for transactional emails, Experian Marketing Services studied triggered/automated mailings from seventy-one (71) brands over a period of thirteen months (March, 2012 – March, 2013). The types of mailings analyzed included order, shipping, and return confirmations, as well as order cancellations.





Key features studied

Brand name in subject lines

One of the first tactics identified when studying transactional emails, was the inclusion of a brand's name in the subject line. Use of this tactic varied greatly, as some brands included their name, others did not ("your *brand* x order has been received" vs. "your order confirmation").

For order confirmations, order cancellations and return confirmations, we found only minor differences (+/- two percent) in unique open rates with or without the brand name included in the subject line.

For shipping confirmations, however, mailings with the brand name in the subject line had a **7 percent increase in unique open rates** (47.6% with brand names and 44.4% without). As shipping always occurs a period of time after the order has been placed, including the brand name may allow customers to identify the shipping notice they have anxiously been waiting for more easily than the more generic subject lines.

Including your brand name in the subject line of shipping confirmations increases unique open rates by 7% on average.

☆	customerservice	Inbox	David's Bridal Order Confirmation - Order # 7898611 - gould, ORDER # 7898611 ORDER DATE: 11/15/13 Thank you for shopping with David's Bridal. We are processing your o	Nov 15
☆	Bloomingdale's - Custome.	Inbox	Re: Bloomingdale's Order Confirmation: #436514719 CASE ID 52317952 (KMM74958631115977L0KM) - us regarding order # 436514719. I'm so sorry for the confusion about th	Nov 13
☆	Bloomingdal., me (2)	Inbox	Re: Fwd: Bloomingdale's Order Confirmation: #436514719 CASE ID 52317952 (KMM74957687115... - mail about order # 436514719. > > With reviewing your order information,	Nov 12
☆	confirmation	Inbox	Confirmed! Cafe Buon Gusto received your order. Estimated Delivery: 30 - 45 minutes - your Seamless order!" class="border0" src="https://www.seamless.com/img/c	Nov 12
☆	confirmation	Inbox	Confirmed! Hale & Hearty Soups (Bklyn) received your order. Estimated Delivery: 45 - 60... - your Seamless order!" class="border0" src="https://www.seamless.com/i	Nov 12
☆	Bloomingdal., me (2)	Inbox	Bloomingdale's Order Confirmation: #436514719 - to this order. They said they took care of it but it now looks like I was charged twice by you guys on my cre View order	Nov 12
☆	confirmation	Inbox	Confirmed! Hanco's received your order. Estimated Delivery: 30 - 45 minutes - your Seamless order!" class="border0" src="https://www.seamless.com/img/confEmail_	Nov 10



Key features studied

Inclusion of product information

It is an industry standard that transactional emails include information specific to products the customer purchased. Just as we reported in our [2013 Q1 benchmark report](#) which spotlighted e-receipts, transactional emails that enhance this basic information with other features usually benefit from greater customer engagement and more repeat sales.

Enhancing your transactional emails with personalization, navigation bars and order link increases click rates

More clicks were received by transactional emails that featured:

	Click increase	Example	Unique click rates
Personalization in the body of the email	26%	"Dear ____"	8% with personalization 7% w/o personalization
A navigation bar	23%	Women Men Kids	9% with navigation bar 7.7% w/o navigation bar
Order tracking links in:			
• Order confirmations	46%	"Check your order status online"	11.6% with order link 7.9% without order link
• Shipping confirmations	62%		13.5% with order link 8.3% without order link

Example:

Picked just for you



Silk Jacket
Price: \$120.50



Arden Top
Price: \$152.50



Combo Day Dress
Price: \$212.00

Tip

Loyalty programs

Order and shipping confirmations are also potential sources for acquiring loyalty program membership

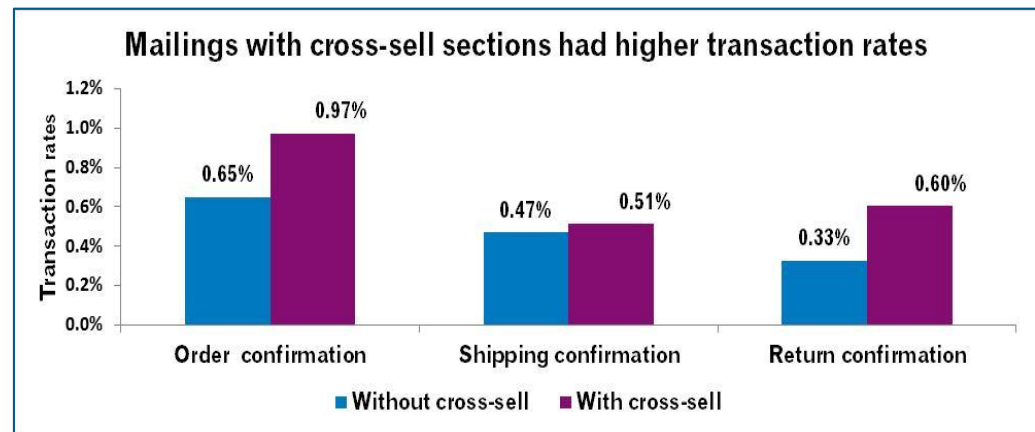
Click-to-open rates were higher for both order and shipping confirmations that included invitations to join loyalty programs (26 percent higher for order confirmations and 16 percent higher for shipping confirmations compared to the same mailing types without any mentions of a loyalty program).

Key features studied

Upsell and cross-sell opportunities

Although customers have just made a purchase, transactional emails are a great means of obtaining a repeat sale. The highest transaction rates were seen in those emails that included upsell or cross-sell sections.

Based on transaction rates, the best cross-selling results were achieved by emails that had **dynamic product personalization**, offering products chosen for each customer



Boost cross-sell results by utilizing dynamic product personalization, offering products most relevant to each customer





Tip

Password reset

One often overlooked transactional email is the password reset response when a customer indicates they have forgotten their password. Instead of sending a bare bones, text-only message, consider including cross-sell items.

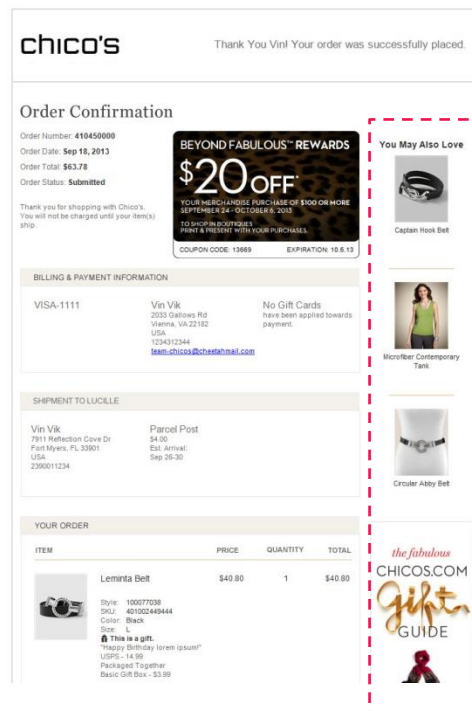
Remember, customers generally ask for new passwords when they are ready to make a purchase and this gentle nudge can help you achieve higher transaction rates.

Password reset emails that included cross-sell items had a **93 percent higher transaction rate** than those without cross-sell items (8.9 percent with cross-sells and 4.6 percent without cross-sells)

Key features studied

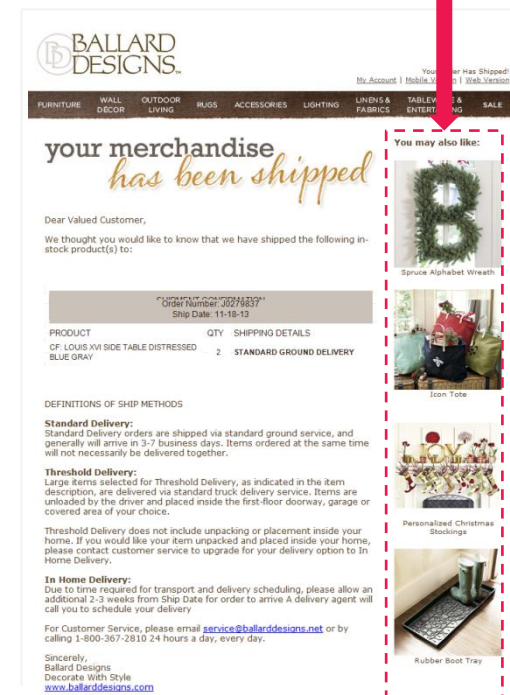
Upsell and cross-sell opportunities

With language addressing the customer, such as “*our picks for you*” or “*for your next order you may want to consider*,” personalized mailings captured the attention of customers and exhibited transaction rates that were **49 percent higher** than transactional emails with static cross-sell items (transaction rates of 0.93 percent for dynamic cross-sells and 0.62 percent for static cross-sells).



Chico's order confirmation

Ballard Designs shipping confirmation



6 tips to optimize your transactional emails

Transactional emails are a standard component of most e-commerce programs. By optimizing the features of these emails, brands can generate incremental revenue and increased customer loyalty.

- Test subject lines with and without your brand name (particularly on shipping confirmations) in order to determine which ones provide the best open rates.
- Use transactional emails to invite new customers to subscribe to your email list and enroll in your loyalty program.
- Address customers by name to personalize the transaction.
- Include links for order tracking to boost clicks and provide a better customer experience.
- Include upsell or cross-sell features and use dynamic content for customer specific product offerings to reflect the personal preferences of your customers.
- Be sure to comply with the [CAN-SPAM Act](#) and be certain that promotional items are not the main feature or called out in the subject line of any transactional email.

Transactional email metrics

Below is a complete set of metrics for the transactional email types discussed in this report.

Mail type	Total open rate	Unique open rate	Click to open rate	Total click rate	Unique click rate	Transaction to click	Transaction rate	Revenue per email	Average order	Bounce rate
Order confirmation	146.3%	46.7%	19.0%	15.7%	8.9%	31.5%	0.99%	\$0.78	\$112.55	3.0%
Order cancellation	145.2%	50.3%	21.6%	15.5%	10.3%	28.6%	1.86%	\$3.17	\$165.14	2.9%
Password reset	100.1%	49.5%	19.9%	14.4%	9.5%	135.1%	3.17%	\$6.15	\$173.34	1.1%
Return confirmation	129.7%	50.1%	11.2%	8.7%	6.0%	15.2%	0.37%	\$0.69	\$177.32	2.0%
Shipping confirmation	149.4%	44.6%	49.3%	25.8%	13.6%	13.5%	0.64%	\$0.59	\$104.80	2.4%

Source: Experian Marketing Services' transactional email study March 2012 – March 2013

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.

For more information, please visit <http://www.experian.com/marketingservices>.

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