Altman Dedicated Direct
STRATEGY… TACTICS …**RESULTS**

Publication: **List and Data Strategies eNewsletter**
Issue Month: **April 2008**
Title: ***Automated email Tactics: If .. Then***

If your customer does this… then you send that. The basic "If … then …"conditional statement we see in contracts, computer programming, can be applied effectively to your benefit in triggered email.

The root of this idea is to identify actions that your customers take and respond to those actions by presenting RELEVANT appropriate offers and actions to them which complement or support the first action they took.

The keys here are relevancy and understanding your customer's mindset. An unlimited number of "If … then …" triggered emails can be set up responding to the purchase of specific items. For example, **if** a customer purchases a bathing suit, **then** you send an email offering a beach cover-up and flip-flops in complementary colors.

You can envision how this can be taken to any level of offers. You can focus your efforts on creating "If …, then …" emails triggered to be executed in response to a purchase of any of your top 50 or 100 products. Conditional triggered emails can also be created relative to purchase based on product category. For example, any time someone purchases any electronics, then a triggered email is initiated sharing tips for maintaining electronics in peak condition and offering an extended 2-year warranty is offered.

Combining these two ideas – top 50 or 100 products and category based conditional triggered email allows you to cover all bases. Sending the conditional triggered email for the top 50 or 100 products would take priority over the category emails because the relevancy would be stronger. If both apply (an order for both a to 50 item AND an another non-top 50 item) you could test whether one email with both the top 50 and the category offers is best or if tow unique emails separated by a few days generates the best results for you.

Conditional triggered emails are not necessarily just for promotions and offers. These can be used for delivering relevant appropriate content on how to best use and enjoy the product purchased. Some product categories – computers, software, beauty products, etc. – lend themselves to content triggers.

These triggers can spawn an entire eNewsletter series of tips. For example an ongoing eNewsletter with tips for software use after the software is purchased. The initiation of sending the very 1st of these eNewsletters is still "**If** (the software is purchased), **then** send the eNewsletter on software usage tips".

Altman Dedicated Direct
STRATEGY... *TACTICS* ...**RESULTS**

Creating a graphics look for these emails and a table of relevant offers and content will be your first steps. As with all triggered email campaigns, your hard work and effort in creating the initial email set-ups will be rewarded many times over as the triggers are executed time and again.

In essence using conditional triggered emails allows you to show your customer just how relevant and helpful your brand can be. Think how positively your brand will be viewed by your customer upon making relevant offers and sending helpful and relevant content directly related to their recent purchase! If you build it, they will buy!

Shari Altman is President of Altman Dedicated Direct, a direct marketing consultancy specializing in customer acquisition, catalog, continuity, DRTV, and loyalty marketing. Prior to launching Altman Dedicated Direct in 1999, Shari spent over 20 years as director of marketing for major direct response marketers and catalogers. Ms. Altman can be reached at 336-969-9538, SAltman@AltmanDedicatedDirect.com or visit www.AltmanDedicatedDirect.com.