

## Email Dominates Online Customer Acquisition

*Marketers have to respond in a meaningful way based on customer database while providing customized service*

Mckinsey's iConsumer survey 2012 reveals that email is 40 times more effective than Facebook and Twitter combined when it comes to customer acquisition. It is three times more effective than all social media combined. And what more, the order value is 17% higher.

This is despite a 20% decrease in email usage between 2008 and 2012.

**Customer database** is used by companies to generate personalized communications in order to promote a product or service for marketing purpose. Companies use data warehousing to create a database of their customers. Companies base their strategies and develop their product, in tune with the requirements of the customers.

Three steps to make email more effective.

1. **Focus on the journey, not the click:** The users journey after the click is important.
  - Customized landing pages increase probability of conversion by 25%.
  - 45% of emails are opened on mobile. Landing pages need to be optimized for mobile to reduce access difficulties. 61% with access problems never return and 40% go to competition.
2. **Share the lessons:** Learn more about the consumer through each campaign. Specify learning objectives, collect data, share and discuss for each campaign periodically.
3. **Get personal:** Flash sale site Gilt Groupe sends 3000 PLUS variations of its daily mail customized on click throughs, browsing history and purchase history. The capabilities and infrastructure will need to be developed. Conversion can multiply. A CRM package with rich customer database must send the right message to the right customer at the right time.

Topics Covered	Course
Customer database: The development of a concept : unit 1.5	Marketing Management

**Source:**

[http://www.mckinsey.com/insights/marketing\\_sales/why\\_marketers\\_should\\_keep\\_sending\\_you\\_emails](http://www.mckinsey.com/insights/marketing_sales/why_marketers_should_keep_sending_you_emails)