



DECLARED DATA

Email Marketing's New BFF

jebbit

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INTRODUCTION

email marketing + declared data

As a marketer, you know the importance of using data to drive your marketing strategies.

You spend your days looking at what works and what doesn't so you can optimize campaigns for better results.

As you have likely experienced, finding data isn't difficult. Many brands have existing data in their customer relationship management (CRM) platforms, such as email address, credit card type, past purchases, cart size, etc.

What can be a challenge is finding the specific data you need to deliver relevant and personal content.

To create truly personal emails, you need to know exactly *why* your customers are buying something, *when* they're going to buy it, *who* they're buying it for, and more.

What steps can you take to uncover that information? One way to begin is by collecting and activating declared data.

OK - What is Declared Data?

Declared data is information willingly and actively given by consumers, including their motivations, intentions, interests, and preferences.

It's a type of first-party data and once captured it's yours, and yours alone. It's not an inference or assumption that you've purchased from a vendor. Declared data is information directly from consumers, given to you.

There are many ways to capture declared data in smaller settings, like surveys, and at scale, through digital conversations.

Declared data can redefine your email marketing strategy, allowing you to make your personalization more, well, personal. But don't just take our word for it. Take a look at what these marketers have to say:

INTRODUCTION

email marketing + declared data



Declared data directly informs our content. For instance, if you're a traveler, you're either going by yourself, going with a friend or significant other, or going with family or a group. If we as marketers know who you're traveling with, we can recommend the most relevant and important content to you.

- Dana Boone + Jarvis Holliday, LGA, Visit North Carolina

We've seen great success with email marketing and declared data. The declared data we're collecting is very accurate and we're using it to deliver relevant, engaging and real-time personalization.

- Kelan Reismeier, eBay

Declared data gives us the ability to drive action forward - to be so much more targeted and relevant in our marketing and have 1:1 conversations at scale. Instead of emails being shot in the dark, we now understand the why of what our consumers want.

- Linna Gao, Health Management Resources (HMR)



This guide will walk you through everything you need to know about integrating declared data into your email marketing. You'll learn best practices and use cases, and see real examples of declared data-powered results.

Let's get started!



THE PERFECT EMAIL

with declared data

The first stop in our journey begins with the email itself.

Each day, a staggering **269 billion emails** are sent globally to just over 3.7 billion email users. That's a lot of noise.

Not only are there more emails than ever, the way people consume email continues to evolve. According to new **research by Return Path**, 55% of all emails are now opened on mobile devices.

The **mobile mindset*** has transformed consumer expectations regardless of the device they are using. As a result, marketers must rethink their email marketing strategy to account for where, when, and how people are actually engaging with the email campaigns they send.

At Jebbit, we've found that in order to reach today's mobile-minded consumer, regardless of device, content needs to be four things: **Concise, interactive or instructional, relevant and personal.**

You can optimize emails for these qualities through the application of declared data.

THE MOBILE MINDSET



The digital world has experienced a mobile shift in last decade, transforming consumers' attention

across all devices. To gain and sustain consumer attention, brands must think in terms of their mobile mindset.

>> **LEARN MORE**

creating the perfect email with declared data

1. Subject Lines

Subject lines are your first impression. By going beyond the <<first name>> intro, you can set your brand apart and provide a more relevant and personal touchpoint with the customer.

For example, by capturing declared data on travel companion preferences, you understand who your customers travel with. Knowing that your consumer prefers to travel alone, a subject line could be: "Relaxing places to travel alone this summer."

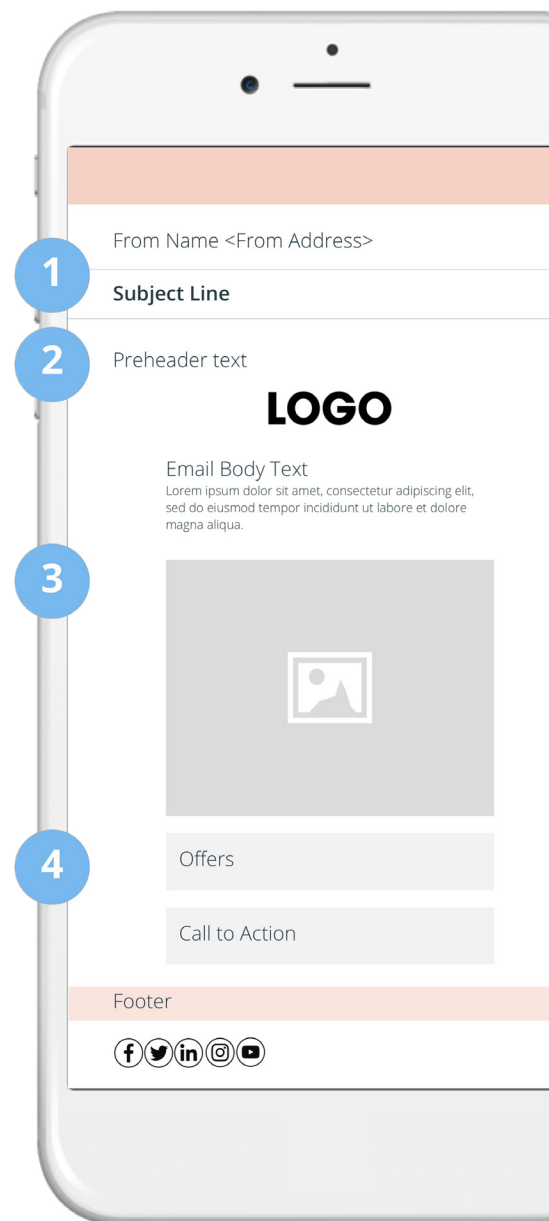
2. Preheader Text

The shift to mobile has made the use of preheader text an important consideration for any email marketer. The **first 5-8 words** of the preheader are the most important, but be strategic with the words that follow. Different email clients and mobile devices have different character limits and ways of displaying the subject line and preheader.

Using the example above, you can activate the same declared data in the preheader text:

Subject Line: "Relaxing places to travel alone this summer."

Preheader Text: Enjoy taking it slow and solo when you explore these destinations.



creating the perfect email with declared data

3. Images

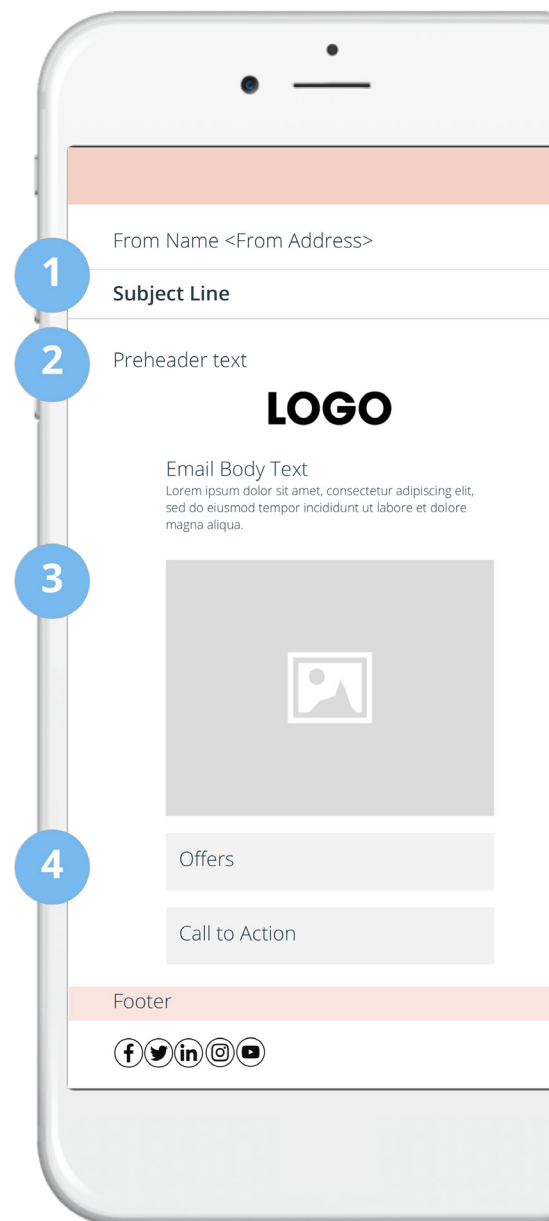
You can show recipients the kind of content that's relevant to them by customizing the images in your email.

For example, if you are an email marketer for a retail company, you may want to send promotional emails to customers from different cities. Using dynamic content allows you to show an image containing the address of your physical store in each city.

2. Offers

Personalized email offers can deliver **6x higher transactional rates** and **78% of U.S. Internet users** say personally relevant content increases their purchase intent. By customizing content with declared data, you can generate offers that are more relevant to the consumer.

For instance, instead of sending a generic email blast with storewide discounts, send consumers a shoppable email based on their style preferences.





SINGLE COMPONENT personalization

Single component personalization is a way to offer a personalized, relevant touchpoint with minimal customization work.

By selecting just one component to personalize, you save yourself time and effort.

Great places for personalization include subject lines, preheader text, email copy, images and offers.

In this use case, we will walk you through two examples of creating emails with personalized subject lines or images based on declared data.

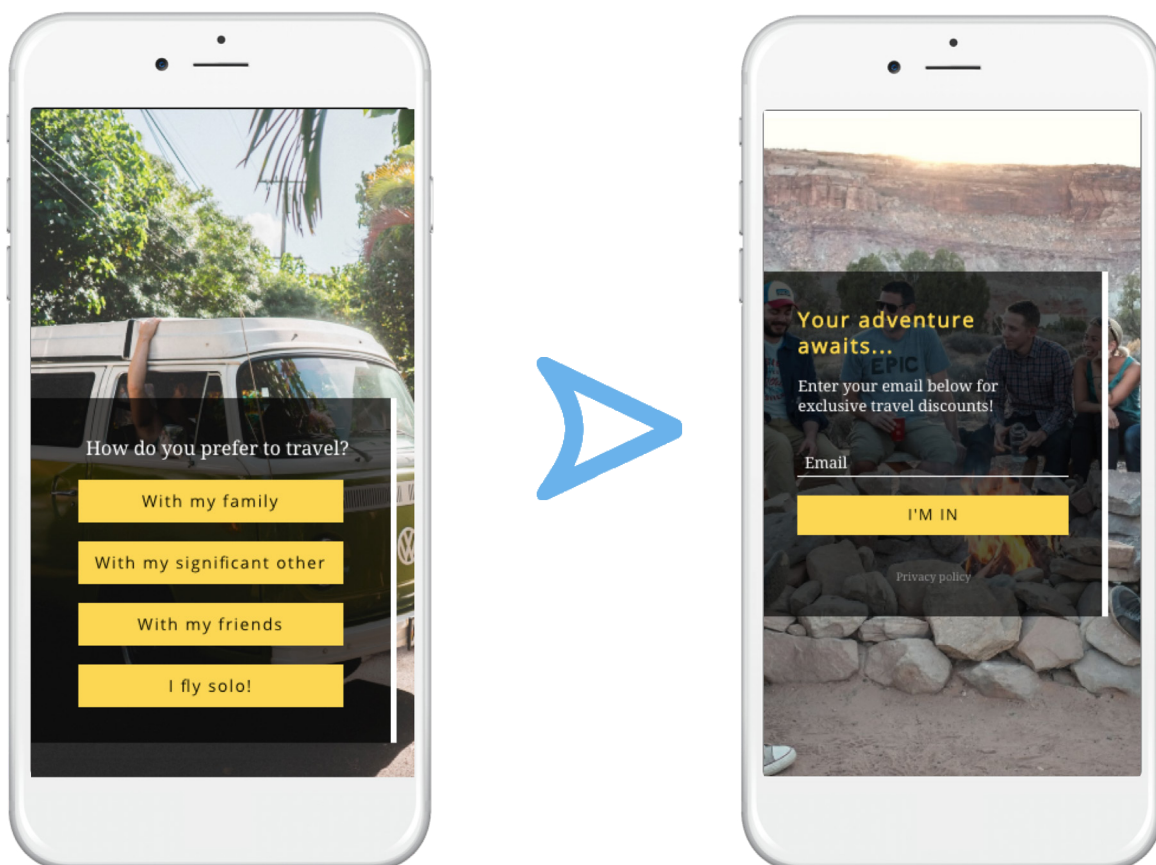
single component personalization

Here's how you can get started personalizing subject lines or images with declared data:

1. Determine the declared data attribute you would like to know about your customer. Remember, these attributes should be things you can't gather from purchase history or cookie data. Think about what motivations or intentions could impact a purchase.

For example, a travel company may want to know: *How does my audience like to travel? Solo, in groups, with family, etc.*

2. Collect the declared data via form, survey or digital conversation.



single component personalization

3. Once collected, divide your customer lists based on their declared data attributes and import into your email marketing tool. You can do this in two ways:

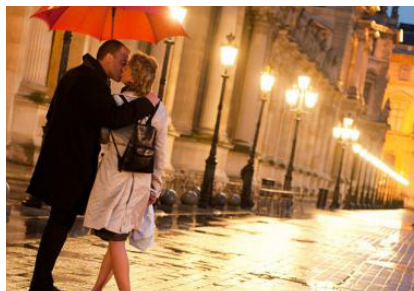
- Export all of your data and sort by the question answers.
- If your platform allows, export just the list you need based the question answers.

Your Email Lists				
Status	Type	Name	Created	Size
●	Static	Family Travelers.csv	06/08/2018	2321
●	Static	Romantic Travlers.csv	06/08/2018	3422
●	Static	Solo Travelers.csv	06/08/2018	1145
●	Static	Friends Group Travelers.csv	06/08/2018	2312

4a. [Images] If you choose to customize images, create four versions of a follow up email. Leaving the copy and subject lines the same, customize the image to reflect how the users prefer to travel.

Best Practice:

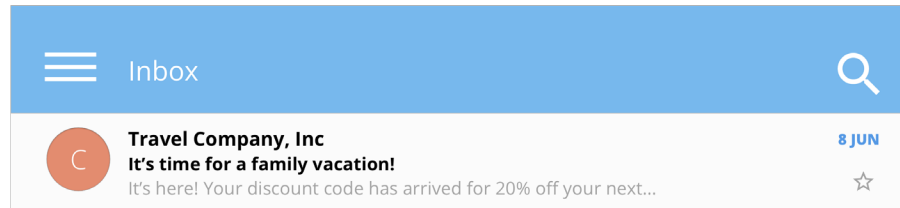
Emails need to be responsive based on where and how they're consumed. The most common mobile email readers are in the range of 320 pixels. Make sure your images are optimized for mobile, meaning keep them small.



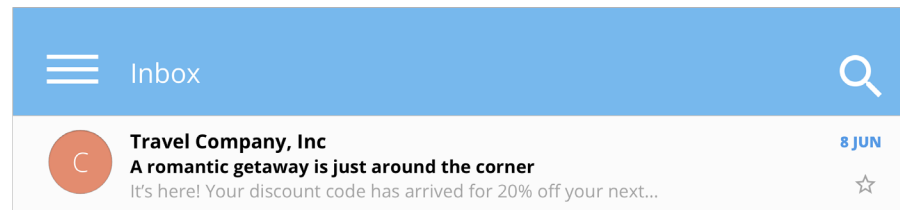
single component personalization

4b. [Subject Lines] If you choose to customize the subject, create four emails with different subject lines. Leaving the copy and images the same, customize the subject line to reflect how the users prefer to travel.

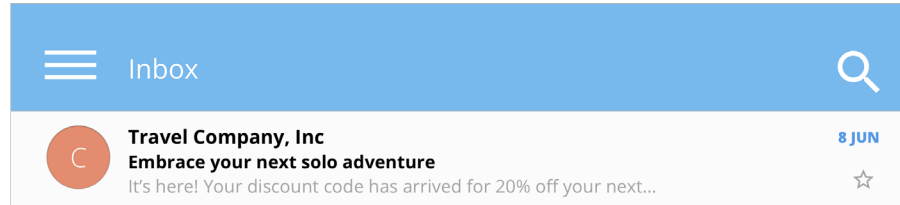
Family Travelers



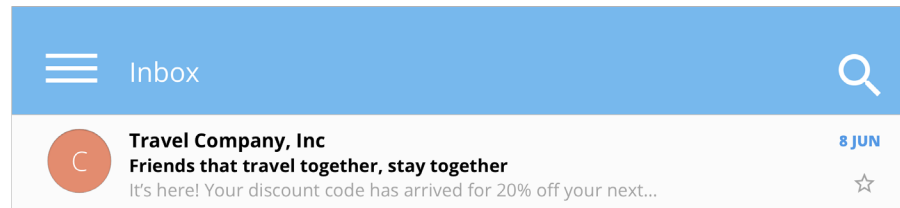
Romantic Travelers



Solo Travelers



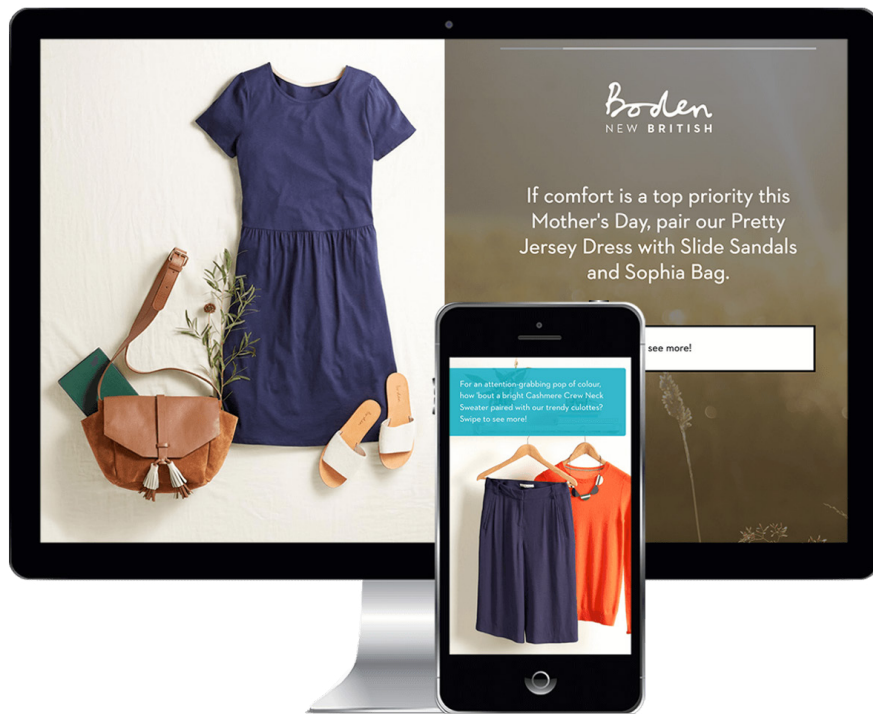
Friend Travelers



Best Practice:

While emails with personalized subject lines are 26% more likely to be opened, space is limited. For subscribers reading emails on mobile devices, shorter is often better. Mobile email subject line displays range between 33-44 characters.

single component personalization in action



Boden, a British women's apparel brand, captures declared data on style preferences through Jebbit experiences. Based on the preferences, they send personalized, shoppable emails with a discount code. This way, consumers can purchase the looks they just said that they loved in the experience. These **shoppable emails drove 40% of all purchases**, and **60% of the purchases occurred immediately after shoppers completed the style quiz or lookbook**, with a **33% increase in cart size** as well.



AUDIENCE SEGMENTATION

with declared data

For email marketing, segmentation allows you to target a custom audience by uploading a list of email addresses into your email marketing tool and serve specific messages to each group.

Audience segmentation has been proven extremely successful with marketers noting a **760% increase in revenue** from segmented campaigns.

Now imagine your segmenting based on declared data? Data you know is accurate and actionable.

Let's see how it's done.

audience segmentation with declared data

1. Once again, start with your attributes. Determine the declared data attributes you would like to know about your customer. Remember, these attributes should be things you can't gather from purchase history or cookie data. Think about what motivations or intentions could impact a purchase.

2. Collect the declared data via form, survey or digital conversation.

3. Once collected, divide your customer lists based on their declared data attributes and import into your email marketing tool. You can do this in two ways:

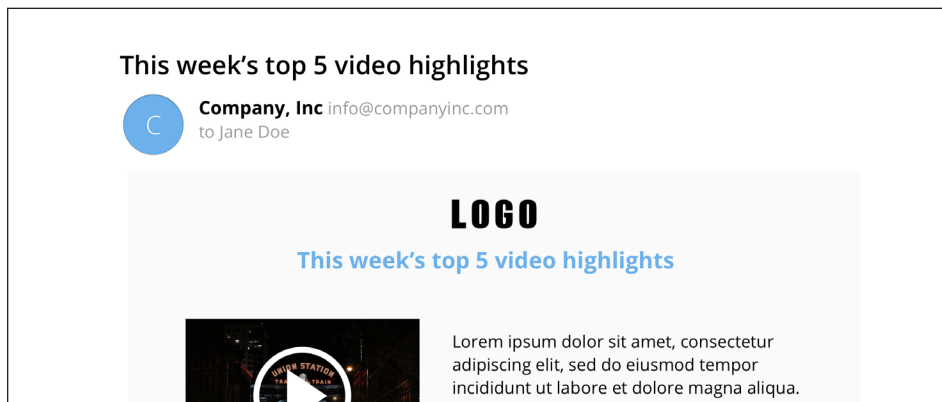
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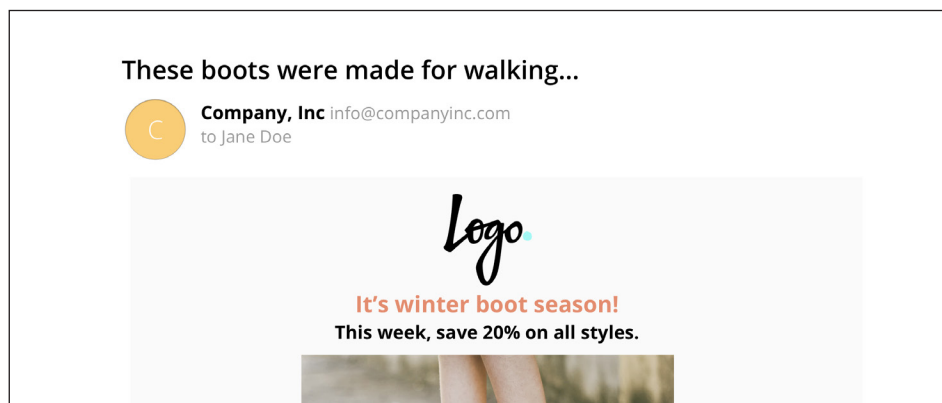
audience segmentation with declared data

4. Customize your outreach based on declared data. You can do this in a number of ways. Examples could include:

- **Creating custom newsletters for each segment.** For instance, a media company may want to send weekly video roundups to audiences just interested in video content.



- **Creating custom offers for each segment.** As an example, a retail brand may have declared data on what type of purchase shoppers are looking to make next - accessories, formal wear, shoes, etc. Using audience segmentation, they can send relevant offers to just shoppers looking to purchase certain items.



audience segmentation in action



Regent Seven Seas Cruises launched an interactive, mobile “This or That” experience, where travelers could choose between various options to build the perfect Alaskan cruise. Upon completion of the experience, travelers received a personalized follow-up email with unique subject lines, copy, and offers. By using declared data to personalize emails, Regent drove **9X higher click rates** and **2X higher open rates**.

TRIGGER EMAILS + declared data

Trigger emails are exactly what they sound like – automated emails that are triggered based on a prospect's behavior.

In any Jebbit experience you can send a personalized trigger email based on the consumers interactions with the experience.

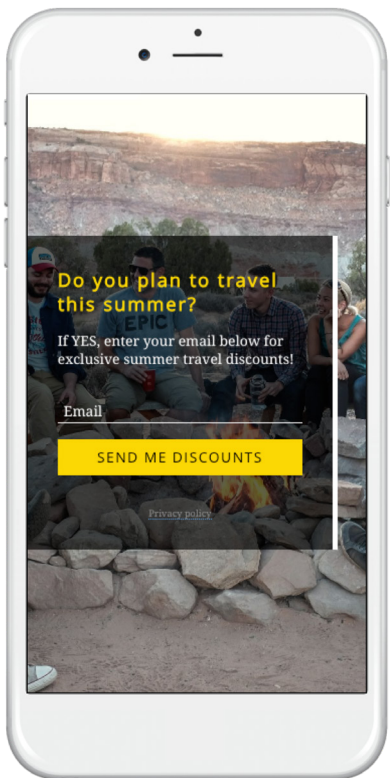
Because they are automated, trigger emails are inherently relevant and timely and according to eMarketer, the best retargeting conversion rate happens when the first email is sent within one hour.

With the clock ticking, let's see how it's done.

jebbit exclusive: trigger emails

1. Determine the declared data attribute you would like to know about your customer. These attributes should be things you can't gather from purchase history or cookie data. Think about what motivations or intentions could impact a purchase.

For example, a travel company may want to know: *Are my audiences planning to travel this summer?*



2. Collect the declared data via a Jebbit experience.

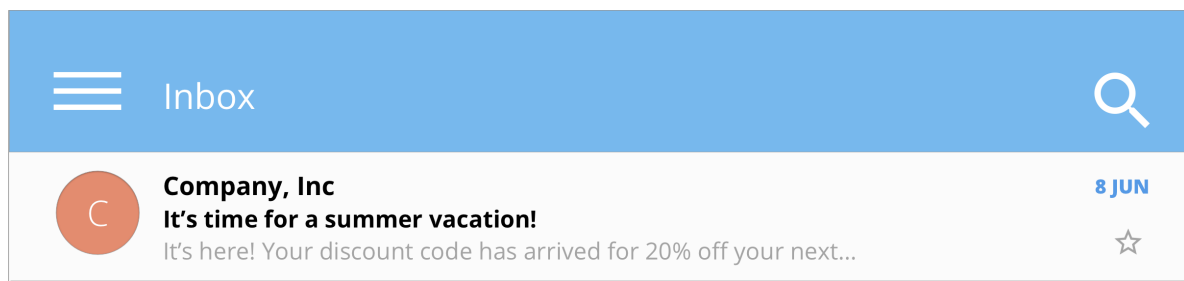
The Jebbit experience to the left shows a lead capture screen.

Audiences are asked if they plan to travel this summer, and if so, the experience allows them to opt-in for travel discounts.

Upon submitting their email, Jebbit will automatically send the email you create with the discount code included.

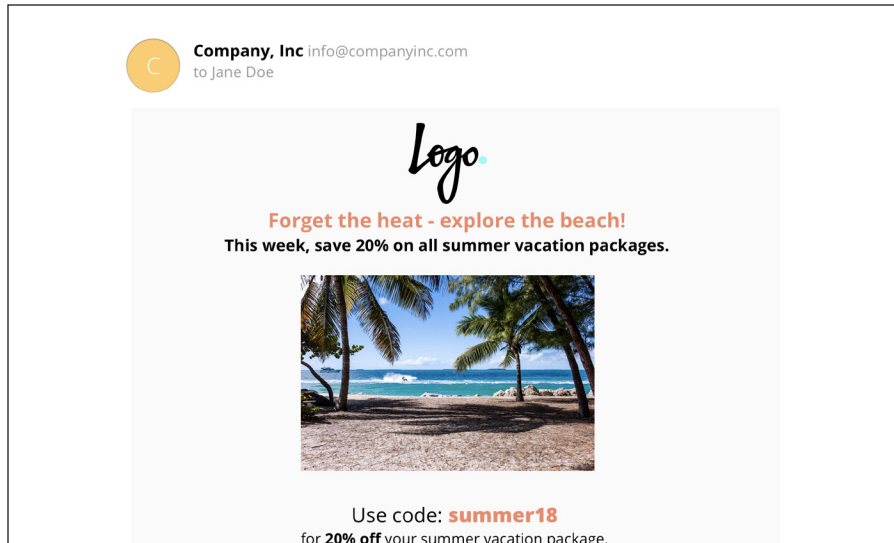
3. Create your trigger email.

Customize the email reflect the attributes you collected. Pay close attention to the subject line and preheader text.



jebbit exclusive: trigger emails

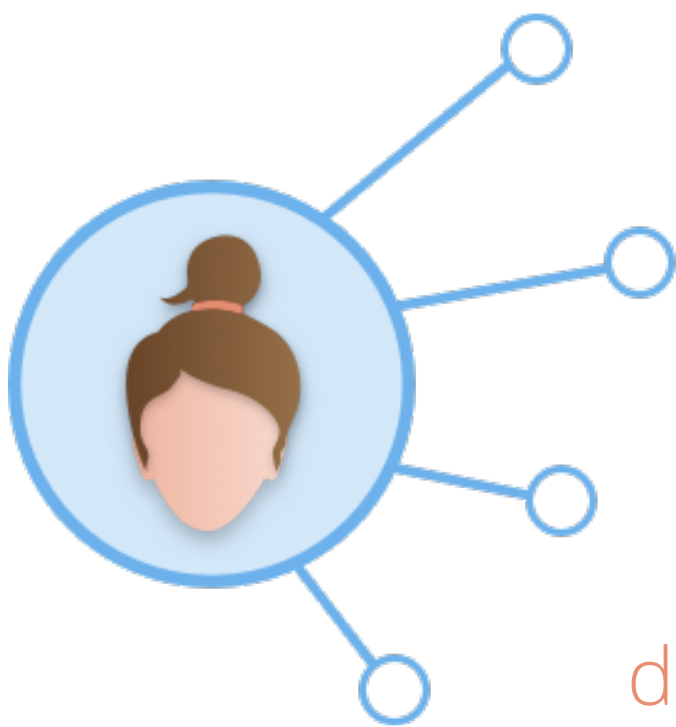
4. The Jebbit Experience Builder allows you to upload your email HTML and link it to individual outcomes. In this case, once a user indicates they would like summer vacation deals, the platform will automatically send users the email you've created.



Trigger Emails + Declared Data Get Results

Whether it's a promo code or personalized shoppable email, Jebbit's personalized trigger emails have resulted in numbers like **30% CTR, 40% conversions, and 40-70% open rates.**

- Using a personalized trigger email after capturing declared data, Visit North Carolina saw a **44% unique open rate** and a **18% unique click rate**, outperforming their typical email benchmarks by over 2X.
- HMR's Senior Digital Marketing Manager, Linna Gao says: ***"We always incorporate trigger emails into all of our campaigns...As a result, we see consistently high engagement rates."***



ALWAYS-ON

declared data strategy

Once you've mastered email customization based on declared data, you can use your personalized emails to build a robust declared data strategy.

It may seem like a daunting task, but a declared data strategy is much easier than it seems. Start by deciding what the most valuable declared data points are for your audience. What do you wish you knew?

Once you capture the data, you can create the relevant content and offers and send your emails. It's never been easier or more actionable than with the use of declared data.

What is a declared data strategy?

We've found it's easiest to break your declared data strategy into three simple steps:

1. Identify your attributes: What pieces of declared data would you love to have on every customer? Start with your top three, and add in new ones as they arise.

RESOURCES:

- [Jebbit for Email Marketers](#)
- [The Declared Data Playbook](#)
- [3 Ways Email Marketers Can Power Personalization with Declared Data](#)
- [How Using Declared Data Can Rescue Your Email Personalization Strategy](#)

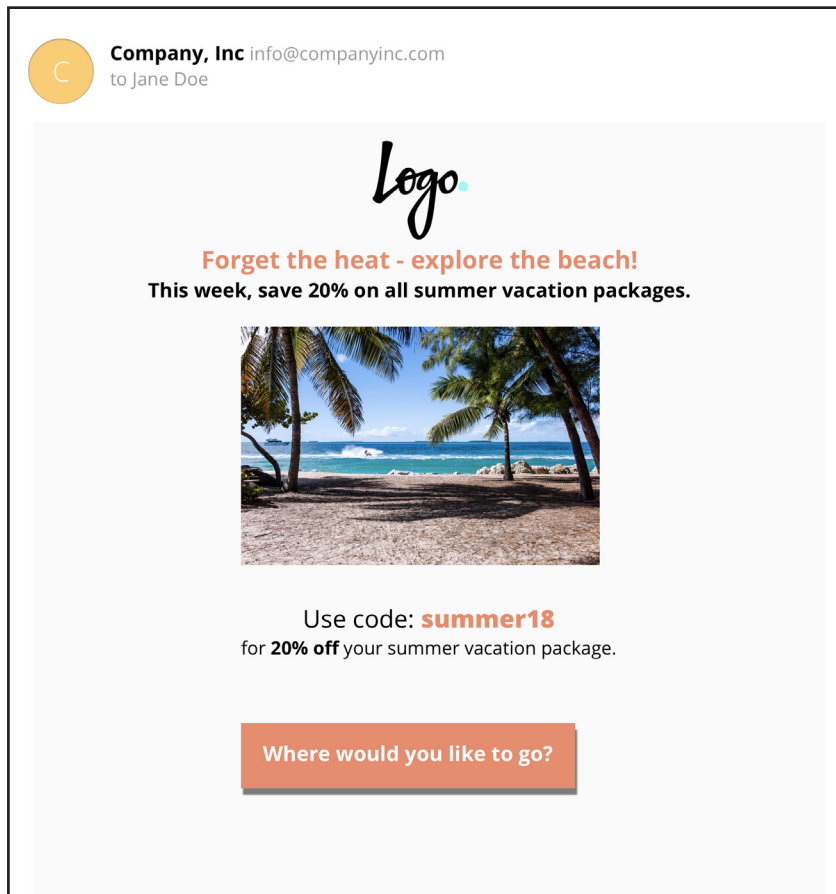
always-on declared data strategy

2. Create your content calendar: Plan out the content that you're going to use to capture declared data, to ensure that you're giving yourself opportunities to get the data you want.

3. Plan your data activation: Whatever channel you own, make sure you've got a strategy in place for activating your declared data, whether that's a custom audience for paid social, a personalized email, or the groundwork for omnichannel personalization.

What does this look like?

Imagine integrating declared data capture into your email campaigns. By doing so, you can continue to capture quality audience data and provide tailored touchpoints with customers.

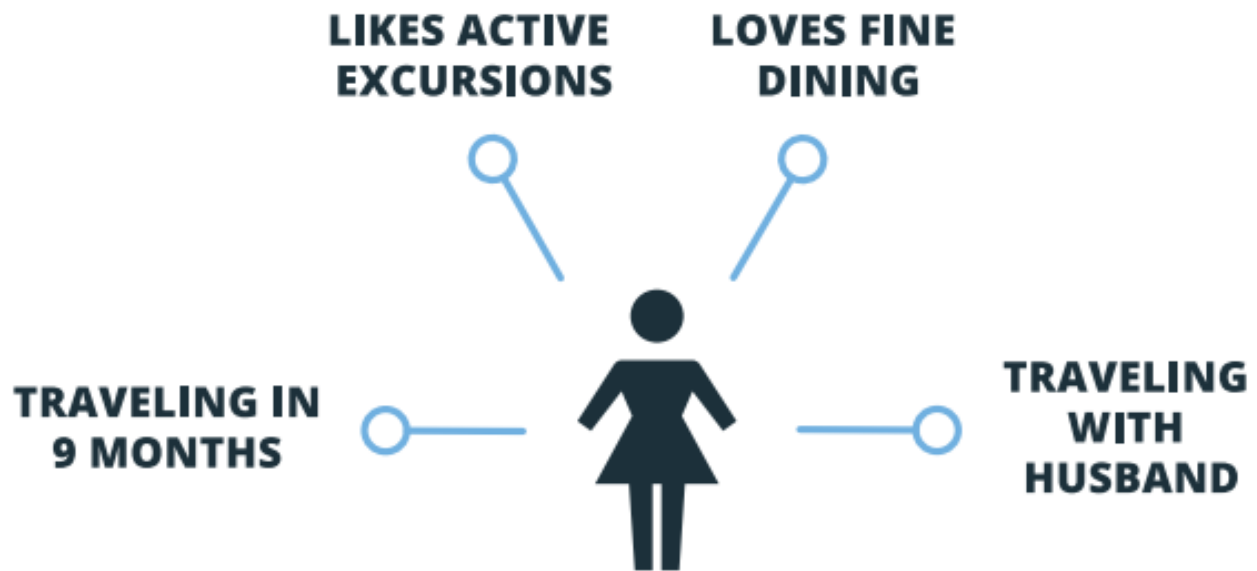


Components

Subject line, copy and offer: Personalized to travelers looking to travel this summer.

Declared data capture: Where would you like to go? This links to a digital conversation where users will tell marketers what locations they're interested in. This information can then be used to further personalize email messages in the future.

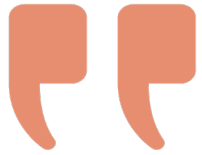
declared data strategy in action



Visit North Carolina sent a Jebbit experience to their database that revealed to users which type of vacation they'd most enjoy. Based on these declared data points, they were sent a personalized email. In this email they drove users into another Jebbit experience so they could learn more things to do in North Carolina based on their preferred vacation type. Visit North Carolina saw **2.5X increase in email open rates** and **12.5X increase in click rates**.

GETTING STARTED

advice from the pros



Set goals for the data you want to capture early and make sure that you're always hitting at least one of them with every experience. The more data you have, the more powerful your marketing becomes.

- Dana Boone, LGA, Visit North Carolina

Find and capture the piece of data that is going to make things more personalized and relevant for the customer. You will be able to drive a much better user experience if you think critically about the data you want to collect.

- Kelan Reismeier, eBay

[When capturing declared data] get creative and think outside of the box! Also, make sure audiences understand the value of what they're doing.

- Linna Gao, Health Management Resources (HMR)



JEBBIT'S APPROACH

to declared data capture

At Jebbit, we've found that the best way to turn mobile attention into actionable declared data is by providing an immersive experience that gives consumers the chance to answer questions, select options, and more.

With Jebbit's platform, you can drive conversions by collecting and activating the most relevant consumer data through innovative, conversational experiences.

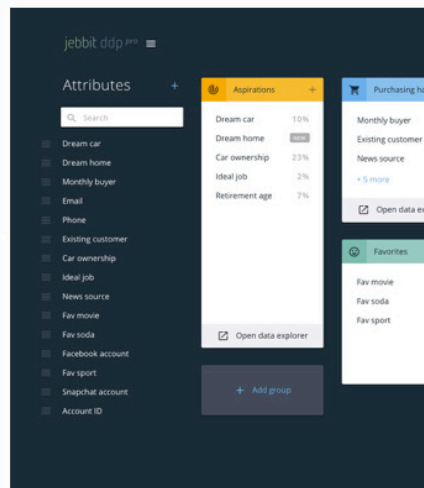
How does it work?

1. LAUNCH JEBBIT EXPERIENCES



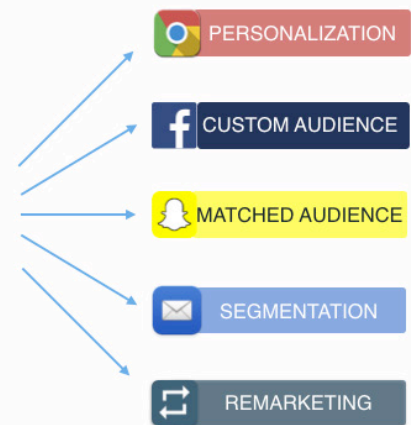
Drive traffic to Jebbit experiences from any digital channel

2. CAPTURE DECLARED DATA



Consumer takes the Jebbit experience and declared data is captured

3. ACTIVATE ACROSS CHANNELS



Consumer gets a personalized, branded, mobile-first outcome

Learn More

Get a live demo of Jebbit and see how our platform can help you collect and activate declared data for your email marketing strategy:

www.jebbit.com/demo