



TASK 1. Scraper Strategy (Answer Submission)
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Objective: Show your understanding of personalization in email campaigns and your ability to design a data collection strategy using web scraping.

1. Personalization Strategy

Personalization in email campaigns plays a crucial role in building meaningful connections with the recipients. In today's digital world, users are bombarded with generic emails daily. By using personalization, DT can make its emails stand out, improve engagement, and build trust with business owners. A personalized email demonstrates that the sender understands the recipient's business context, which can increase the chances of getting a response or action.

DT aims to introduce the Growth Readiness Score, a valuable offering for business owners. To effectively communicate this, DT must show it understands each recipient's background, challenges, and business environment. Personalization allows DT to tailor the email content in a way that addresses individual pain points, highlights industry-specific benefits, and mentions any recent events or achievements relevant to the recipient.

The messaging of the email should focus on the value the Growth Readiness Score brings to that particular business. For instance, referencing a recent press release or social post made by the business owner can show that DT is not only familiar with their company but also invested in their success. This makes the message feel genuine rather than promotional.

To achieve this level of personalization, DT can use a scraper to collect publicly available information from the internet. This includes details like the business owner's name, company name, industry type, any recent news about the business, and the owner's social media posts (especially from platforms like LinkedIn). These elements help shape a relevant and targeted email.

By strategically leveraging these data points, DT can send emails that resonate more deeply with each recipient. This approach not only increases the likelihood of engagement but also enhances DT's brand image as a thoughtful and research-driven company.

2. A table listing your 5 data points, their importance, and how you'll use them in emails.

Data Point	Why It's Important	How It Will Be Used
Business Owner's Name	Makes the email feel personal and respectful.	Used in the greeting to directly address the recipient (e.g., "Hi Anjali,").
Company Name	Shows that DT has taken the time to understand who they are reaching out to.	Helps build trust and relevance by mentioning the company in the introduction.
Industry	Helps tailor the message to address industry-specific challenges and solutions.	Allows the email to include industry-relevant benefits of the Growth Readiness Score.
Recent News About the Company	Indicates that DT is updated and cares about the recipient's business progress or events.	Can be referenced in the email to show awareness and align the offer with recent events.
Owner's Social Media Posts	Gives insights into the business owner's interests, opinions, or pain points.	Helps craft a personalized message that aligns with their current focus or priorities.

TASK 2: Google Sheet Description

This Google Sheet tracks and organizes campaign progress by storing each prospect's name, email address, email status, and their current funnel stage. Using sample data for 10 prospects, the sheet reflects whether emails have been sent, opened, or replied to—clearly indicating how engaged each person is.

At the top of the sheet, a summary section automatically updates key metrics using formulas. It shows the total number of emails sent, how many were opened, and how many received replies. It also counts how many prospects are in each funnel stage (L1, L2, L3), giving a quick overview of campaign performance.

Conditional formatting highlights prospects in L2 (emails opened but no reply), helping you quickly spot who needs a follow-up. This reduces the chance of missing warm leads.

Overall, this setup helps you monitor email effectiveness, identify next steps for prospects, and measure how well your campaign is converting interest into action.