How did segmentation go?

Great job on the last activity! How do you think you did?

Segmenting your audience is important because it allows you to categorize your contacts by a predefined set of identifiers. Segmentation is a great way to communicate effectively, which can help your brand stand out when facing online competitors.

In fact, digital retail brands that create personalized promotional emails experience a 46% higher email open-rate and a 27% higher click-through rate than regular marketing emails.

As you just experienced, segmenting can sometimes be a difficult part of email marketing. However, it is key to maintaining successful relationships with your business's different customer groups. It also helps you understand their preferred styles of communication and their unique needs.

Move on to the next activity where you will create an email marketing strategy, including contact management and segmentation.