Modular Email Components

Automations

(χ) Dynamic Content

Using data fields and contact data to make changes across multiple emails, feed customers specific content to improve email performance, customer data & reduce build time.

Reporting

Creating automated reporting using excel with the use of VBA editor, data studio and tableau to get WoW, YoY & YTD performance as well as performance results on dynamic content & automated BAU.

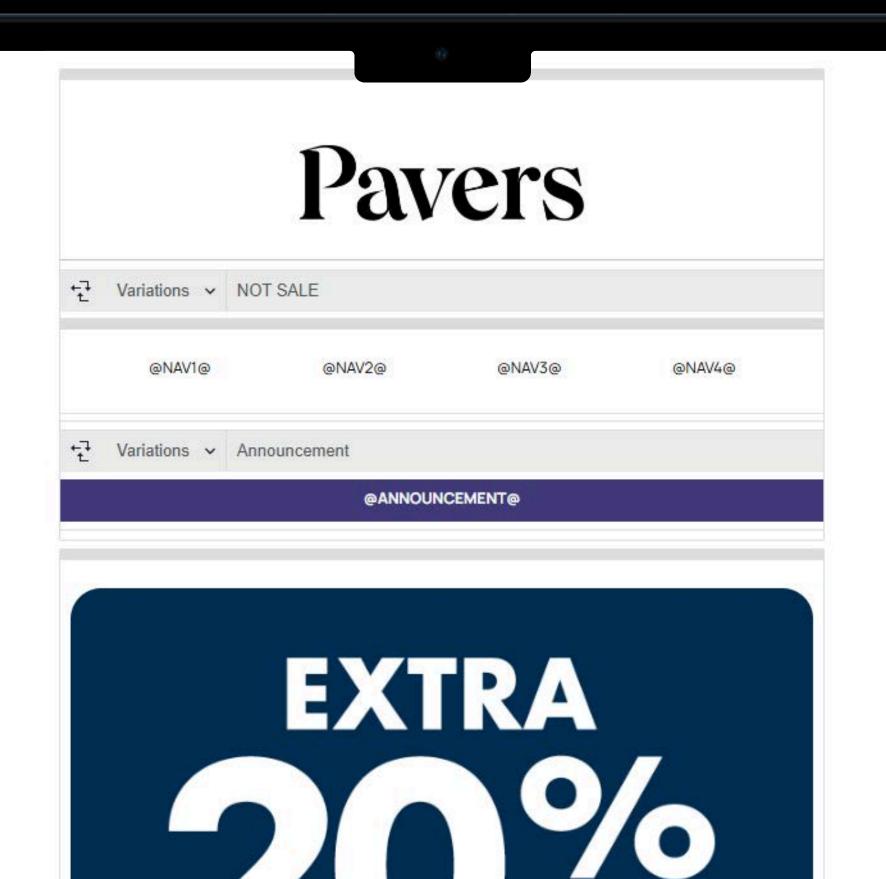
SPSS

Using external software from IBM to clean, analyse and evaluate customers to allow for segmentation with in our email customer base.

(χ) Desired outcomes of Dynamic Content

- Minimize manual workload
- Make emails more reactive and relevant in real time
- Drive higher engagement and improve conversion rates
- Gain deeper insights into customer behaviour and preferences

By leveraging dynamic content in our emails, I aimed to create more efficient, personalized, and responsive communications. This approach reduces manual effort, allows the CRM team to react to customer behaviour in real time, and ultimately increases both engagement and conversions within our campaigns. Additionally, it helps us build a clearer picture of our customers, enabling smarter, data-driven decisions moving forward.



>- Process

Planning

- 1. Time spent (manual work load)
 - a. Header
 - b. Announcements
 - c. Content within campaigns
- 2. Drive engagement and Sales
 - a. Estimated 8% of sales came from our header.
- 3. Reactiveness
 - a. 2-3 Days for updating content across BAU emails, Templates & Journeys.
 - b. Would require all hands onboard.
 - c. Chance of human error when making multiple changes
- 4. ESP
 - a. What can we use that's within the platform?
 - b. How can we manage this across all campaigns?

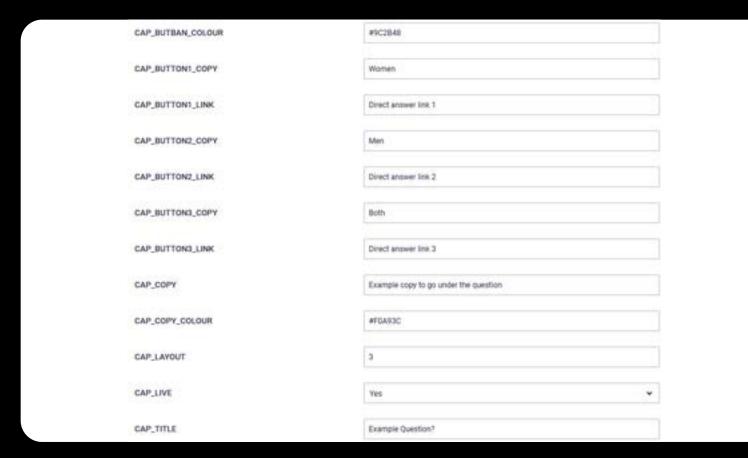
Building

- 1. Contact Fields / Data Fields
 - a. Data Types
 - i. Text
 - Ideal for copy or strings of text
 - ii. Number
 - Ideal for counts
 - iii. Date
 - Ideal for Birthdays
 - iv. Yes/No
 - Ideal for On & Off variables
- 2. Variable Blocks
 - a. Variations of content within emails
 - i. Version A show if contact field is ...
- 3. HTML / CSS
 - a. Inserting data fields within code that is not reachable within building blocks
 - i. Colours
 - ii. Copy
 - iii. Links

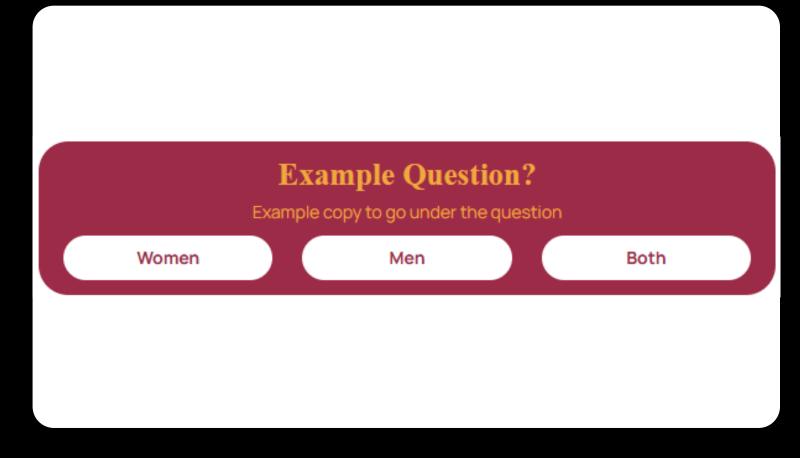
Testing

- 1. UTM Tracking
 - a. Creating data fields that appends a UTM within the link (<a href <a/> in HTML)
 - i. Allowing tracking with Google Studio
 - b. Building a sheet in data studio to analyse performance
- 2. A/B Testing
 - a. Testing the same campaign with and without dynamic content within it
 - b. Testing how dynamic content performs when personalised to the customer (e.g last purchased trainers → replace Nav3 with trainers)
- 3. Manual work load
 - a. Comparing time's required for changes to be applied
 - b. Making changes per customer









Data Fields Build Display

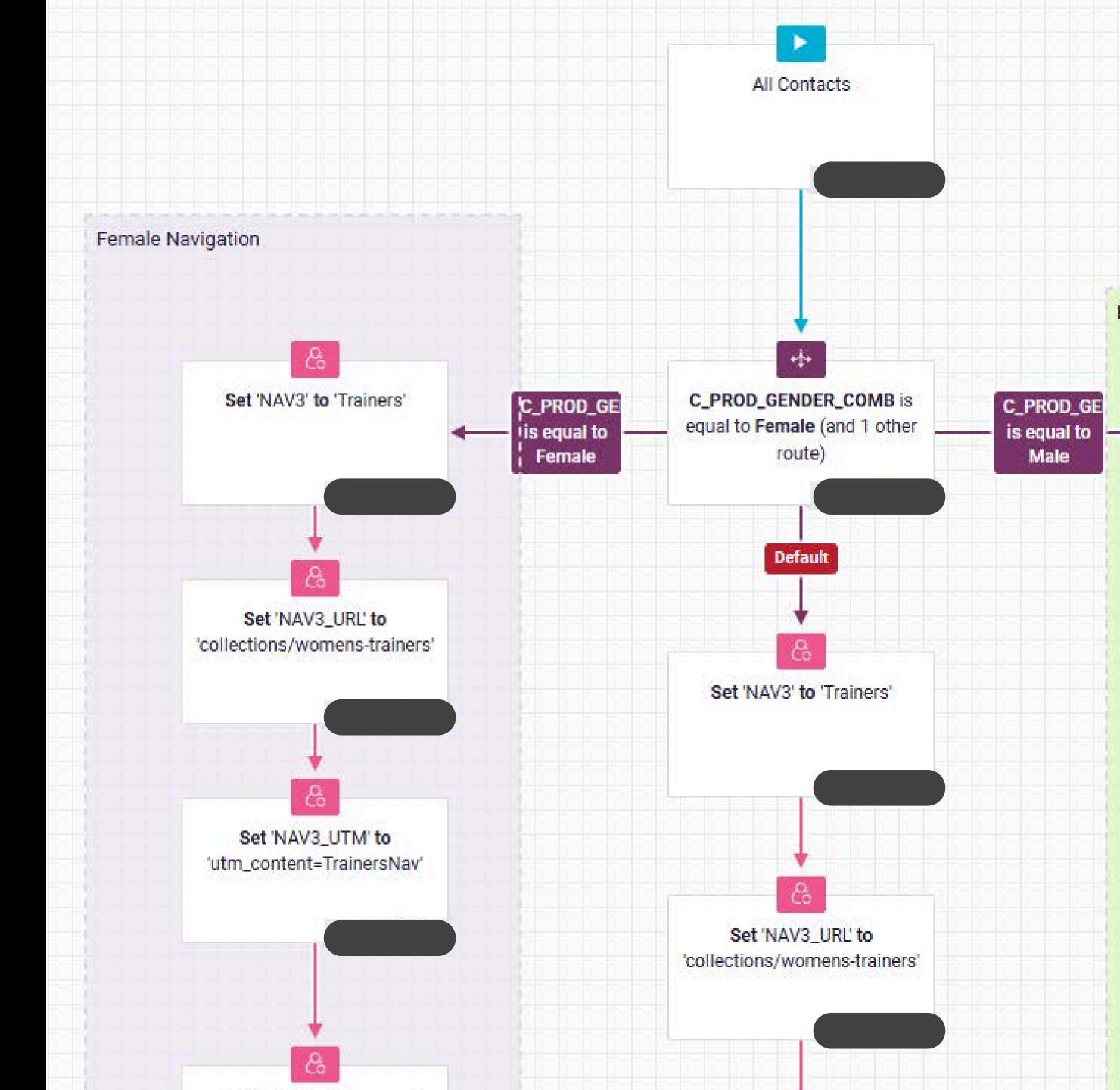


Approach

Data fields can be managed within programs in the ESP and can be altered based on the other data fields. In the example here I am adapting the Nav 3 & 4 copy, links and UTM's based on if the contact is Female, Male or unknown. This allows content to be based on groups or can be managed to an individual customer level by adding more decisions.

Intention: Changing the links to take customer directly to the Women's or Men's landing page for trainers based on their gender was to reduce friction when getting onto site to increase conversion.

Tracking: This can then be tracked within Google Studio based on the UTM data field (e.g @NAV3_UTM@).



Pavers

Women

Men

Trainers

Clearance

Free delivery to Pavers York Outlet

EXTRA 20% OFF



Lead Store

• If a customer contact has a 'Lead store' show announcement with lead store placed within the copy.

Pavers

Wome

Men

rainers

Clearance

Fancy a treat? Let us know your birthday

EXTRA 20% OFF



Data Capture

 If a customer has not answered a data capture question, show data capture announcement that links to our survey to update the customers details (Gender, Brithday, Shoe Fit preference).

Pavers

Women

ien:

Trainers

Cleara

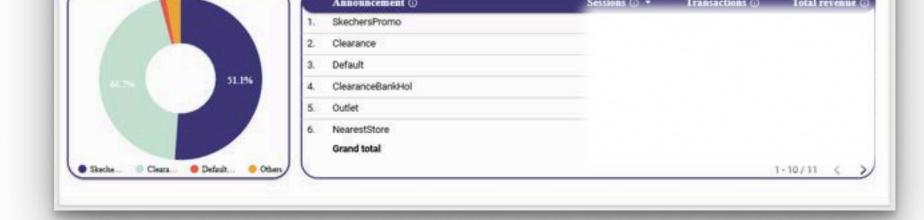
Up to 60% off Clearance - Shop Now

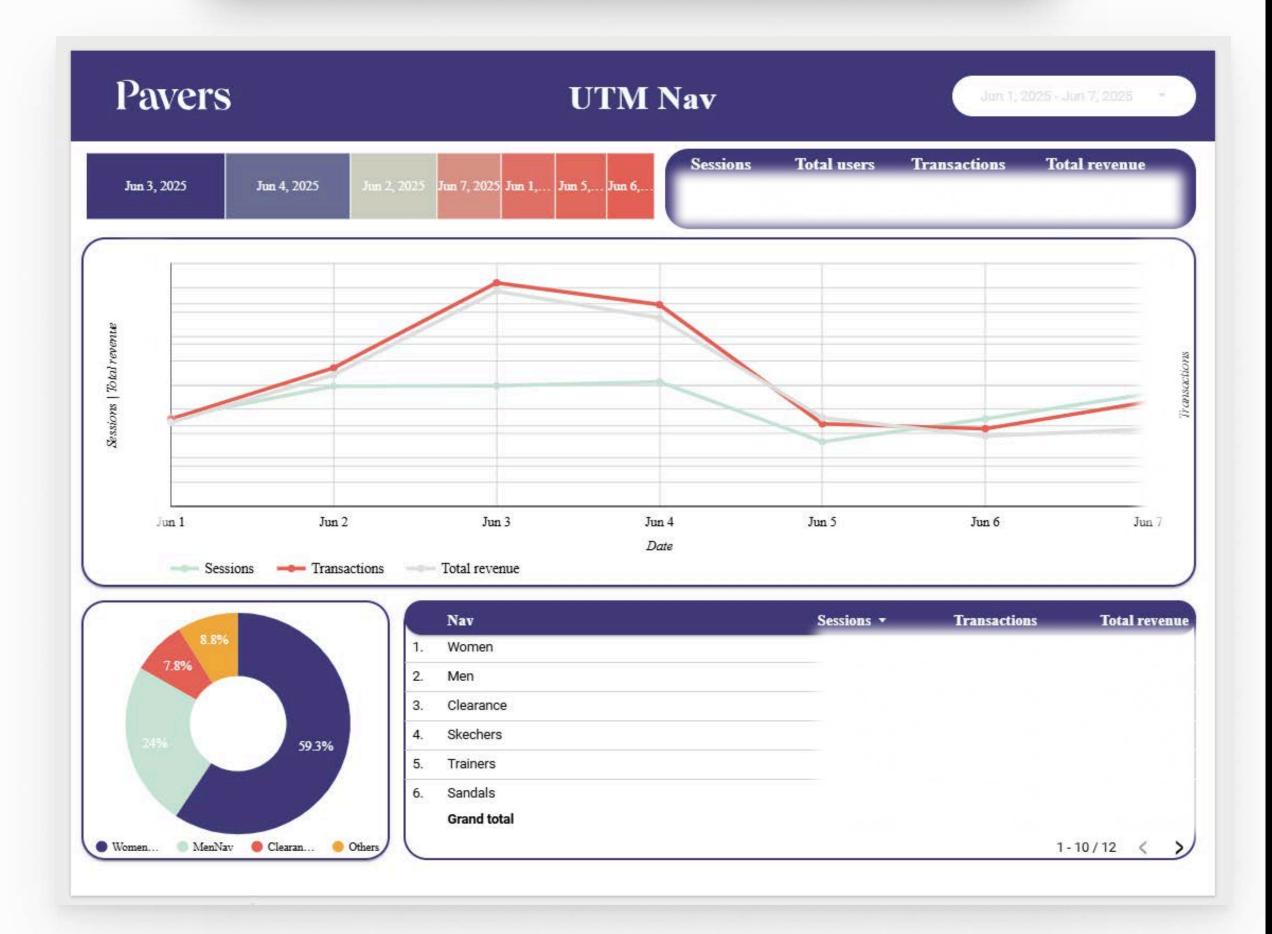
EXTRA 20% OFF



Announcement

 If we have an announcement such as sales or want to push specific pages we can use these to apply all in one go across all emails, linking to the specific page on the website.









Tracking

Here is a snapshot of Google studio and the reporting access we have with the UTM appended to links.

This allows for evaluating how the dynamic content is performing allowing for changes to be made.

Currently I have built pages for my current dynamic content that sits within our campaigns:

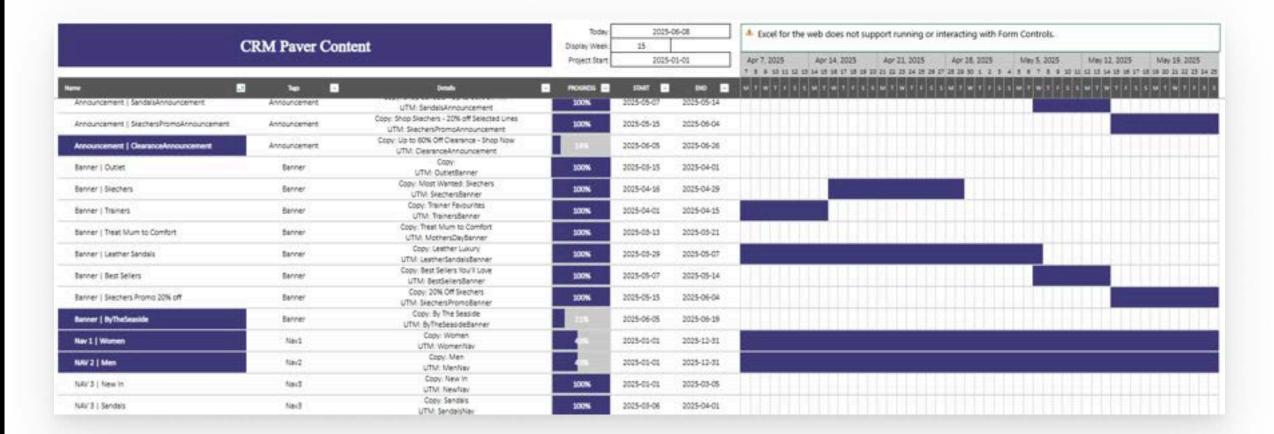
- Nav
- Banner
- Announcement Bars

This has been shared across the business to allow teams to feed input into the CRM team to make changes and allow for teams to evaluate performance based on the changes they have recomended.

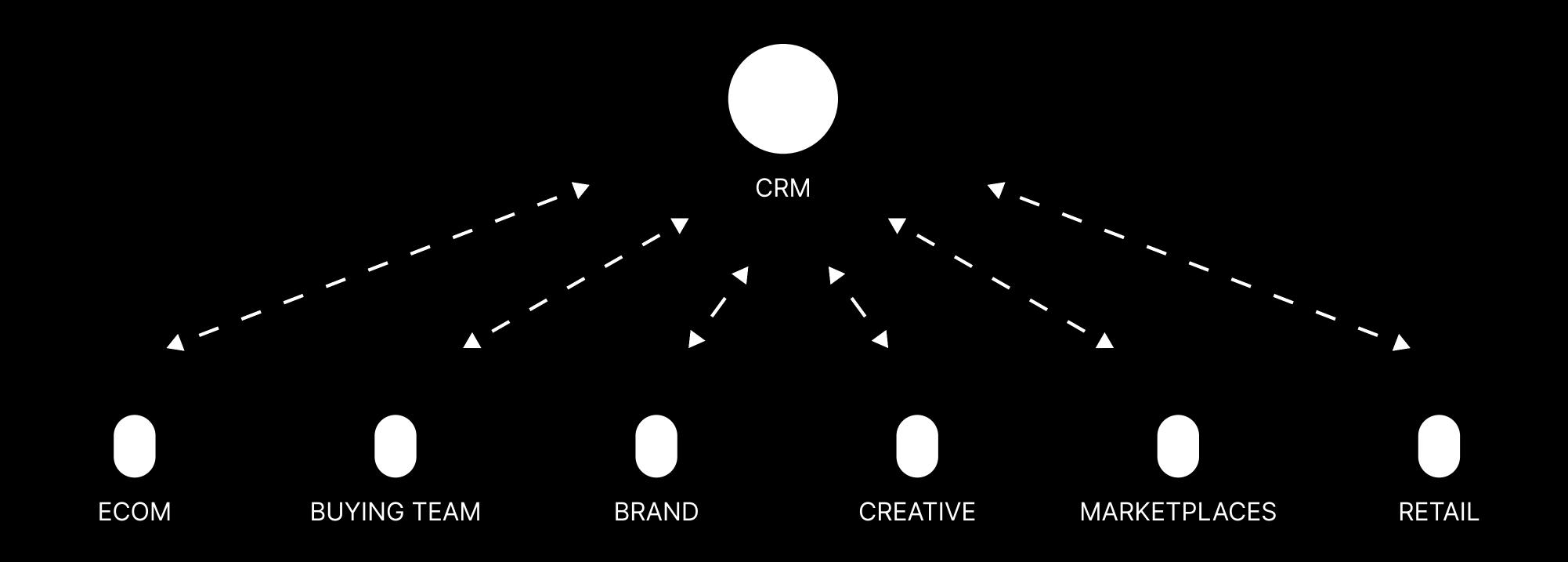


Tracking

This excel sheet I built allows you to see dynamic content that has happened in the year, when something was live and what is currently live (highlighted in purple) and in the details what dynamic content it was and the UTM it used. This allow for tracking at a later date and can be fed into the separate sheet used for recording performance.

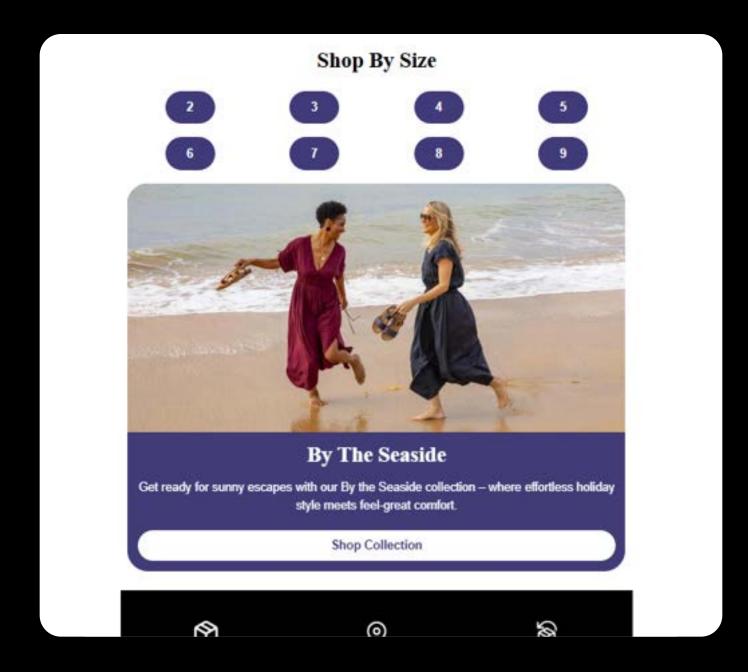


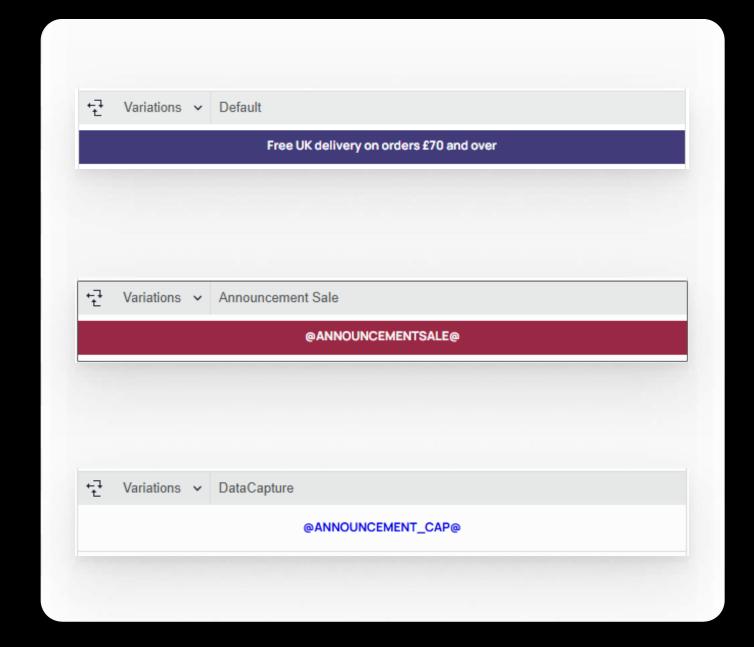


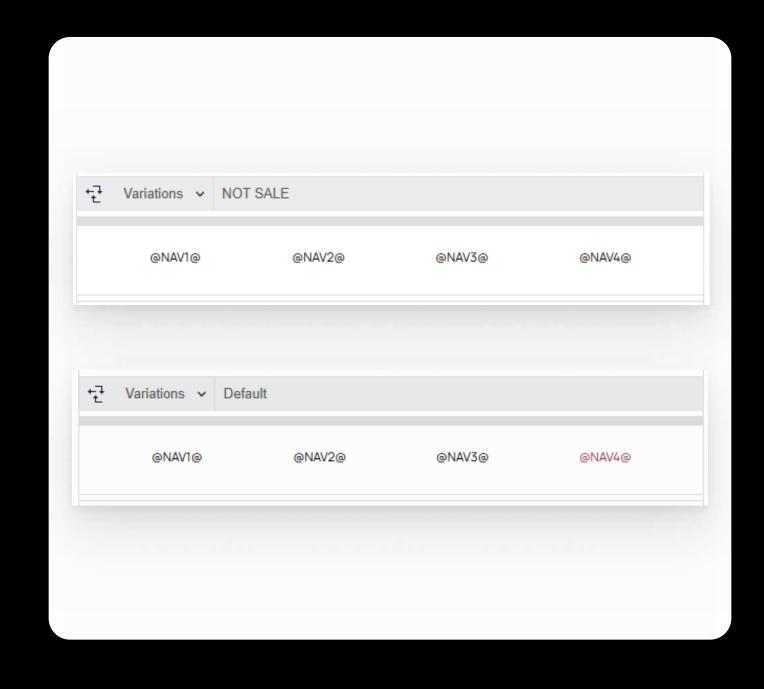




Other forms of Automation built in Email







Banners

A banner to push content within campaigns which can be turned on/off across campaigns to show content to specific or all customers. Able to adjust all components such as Colour (Copy, Banner & Button), Copy (Subtitle, Copy & Button Copy), Imagery, Links (Imagery & Button) & UTM tracking.

Announcement Bars

An announcement bar can be used for multiple reasons from pushing messaging, callouts, user specific content. My most recent addition is the data capture. In the screen shot this above this is the white background with blue text however in a campaign this will be controlled through a program changing all looks and copy dependant on information we have on the customer.

Navigation

The header nav is one of the most engaged sections on our campaigns due to its visibility and location on our campaigns. By being able to change this based on users preferences to periods of sales, being able to adapt this with minimal effort required has led to some of the highest results we have seen compared to last year.



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Engagement & Sales

We A/B tested directing customers to landing pages with filters applied based on their genders across the NAV bar which resulted in being 98% significant for CVR and CTR. Following this testing we applied this to all NAV's and have began exploring contacts preferences from previous sales to alter dynamic content.



Manual Workload

Updating copy and links across emails is now dynamic and can be changed individually per customer. A 2-3 days process of manually updating all campaigns and templates can now be done within minutes, and a load time of roughly 1 hr. Contacts that are new and sign up to email are automatically run through these programs so they don't miss out on any of the dynamic content and can be personalised from sign up.



Reactiveness

With the updated process we are able to change and be reactive with our emails with in a short notice. This makes it easier for teams to input and give updates and allow the CRM team to target more customers across more campaigns with testing allowing for more accurate results.



Other forms of tracking

- Weekly Performance
- WoW & YoY Comparison
- YTD Performance
- YTD vs YTD Target
- Combined Revenue (Pavers & Jones)

This sheet I built allows for quick analysis of how the week has performed, carrying over figures from previous weeks and requires minimal data retrieval.

2025	i i
	Where to find data?
Send Volume	Dataigital > Account Analytics > Email Highlight
Unique Clicks	Dotdigital > Account Analytics > Email Highlight
CTR	Formula
Sessions	Tableau / If Tableau isn't updated, N/A
Transactions	Tableau / if Tableau isn't updated, N/A
Revenue	Tableau / if Tableau isn't updated, N/A
CVR	Formula
RPM	Formula
AOV	Formula
% Margin	Tableau / if Tableau isn't updated, N/A
Contribution	Tableau / if Tableau isn't updated, N/A
New Contacts	Dataigital > Account Analytics > Email Highlight
Unsubscribes	Dotoligital > Account Analytics > Email Highlight
Unsub Rate	Formula
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YTD	
YTD Target	
YTD vs Target	
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Revenue	£0	
Revenue YTD	£0	
Target Revenue YTD	£0	
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	€0	#D(V/0)	#DIV/0
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	€0	#D/V/01	#DIV/D

Y	LY	+/-%	WoW
	£0	#D(V/0)	#DIV/01
	£0	#D(V)01	#DIV/O
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Any Questions?