Personalized Mass Email Communication

Baris Oztop

Outline

- Email as a Data Collection Method

- Problem Statement

- Main Goal

- Surveys and Data Collection

- Response Rate Influences

- Personalization of Emails

- Existing Applications

- A Mass Email Communication Scenario and Concept

- Demo, Statistics, and User Testimonials

Email as a Data Collection Method

Internet Usage:

- 600 % growth rate between 2000 - 2012

- Europe's 62 % and North America's 80 % over-all population

Email Usage:

- Ranked #1, 92 % of online adult users

- Increased flexibility with mobile devices

- Low cost and quick turnover

A Viable Option for Data-Collection

- To explore and get information about a topic

- To describe the events and situations

- To explain things by questioning

Problem Statement

- The group's size gets larger, it becomes harder to maintain the consistency and effectiveness of the flow of the exchange of emails.

Low Response Rates

vs.

Increased Effort

Main Goal

- Examine the workflow of an email communication with large groups

- The effects of an email's content's personalization

- Describe how an adequate amount of personalization in emails can be supplied

- Analyze the comparison of existing products

- Gather the features into a final solution

Surveys and Data Collection

- Even though technology is different for email surveys in collecting data from well-established regular mail-surveying methods, the nature of the communication is similar to self-administrated questionnaires (Schaefer and Dillman, 1998).

Email Surveys

- Rapid surveying than other methods including regular mail and telephone surveys.

- Inexpensive since it removes postage, paper and printing, and interview costs.

Survey Errors

- **Sampling Error:** *Limitations on the number of people surveyed.*

- **Coverage Error:** *List of surveyed people does not include all elements of the population.*

- **Measurement Error:** *A respondent's answer is hard to evaluate or cannot be compared with the other respondent's answers.*

- **Nonresponse Error:** *When there is a large amount of people who would not provide a response and their characteristics are different from the ones who responded*

Response Rate Influences

- Length: *The relationship between the interview length and the nonresponse rate is weak and inconsistent.*

- Multiple Contacts: *The number of attempts in contacting people increases the response rates.*

- Personalization: *Builds a connection, making feel important and drawing the respondent from out of the group.*

Personalization of Emails

- Social exchange theory: *It builds a connection between the respondent and researcher as in the mail surveys studies, and make them feel more important and valued* (Dillman et al., 2009)

- Diffusion of responsibility: *The greater the number of people in the group size, the lesser probability of volunteering will result* (Barron and Yechiam, 2002)

Personalization of Emails

- *Group of people:*

  - 20% higher response rate, "very helpful" replies (Barron and Yechiam, 2002)

  - Privacy and confidentiality concerns (Selm and Jankowski, 2006)

Personalization of Emails

- *Personalized Salutations:*

    - 6.9% higher survey login rate (Heerwegh, 2005)

    - Power and salutation, %53.4 vs. %40.1 (Joinson and Reips, 2007)

Personalization of Emails

However,

- Over-personalized Emails

- People's Email Experience

Personalization of Emails

- The more daily interaction with digital devices there is, the more it will make true and authentic personalization rare, hence achieving such will make it more important and effective (Dillman et al., 2009, page 238).

Existing Applications

- Customer Relationship Management (CRM)
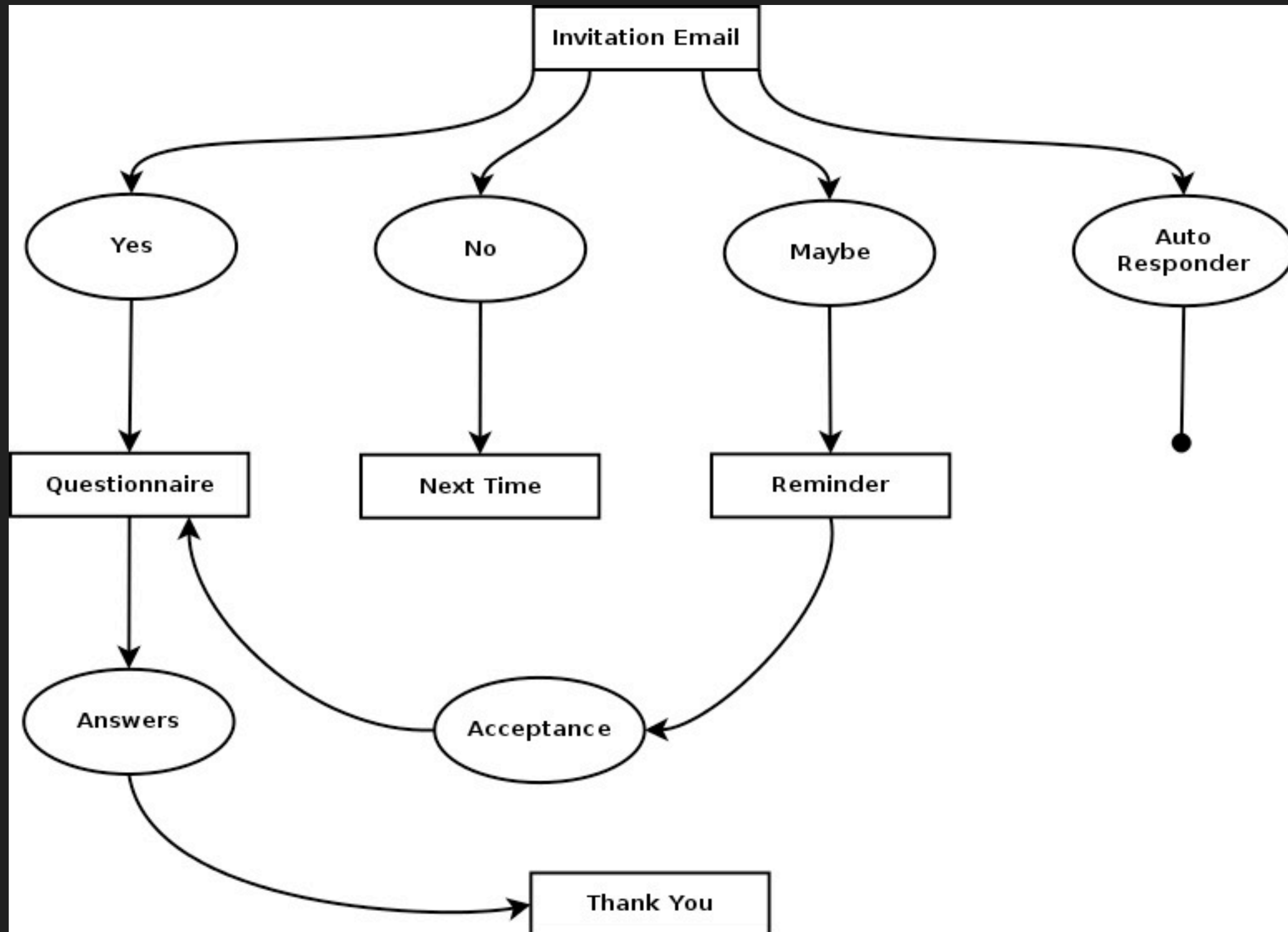
- Help Desk

- Email Marketing

Existing Applications

- There are many useful features that can be helpful to ease a mass email communication.

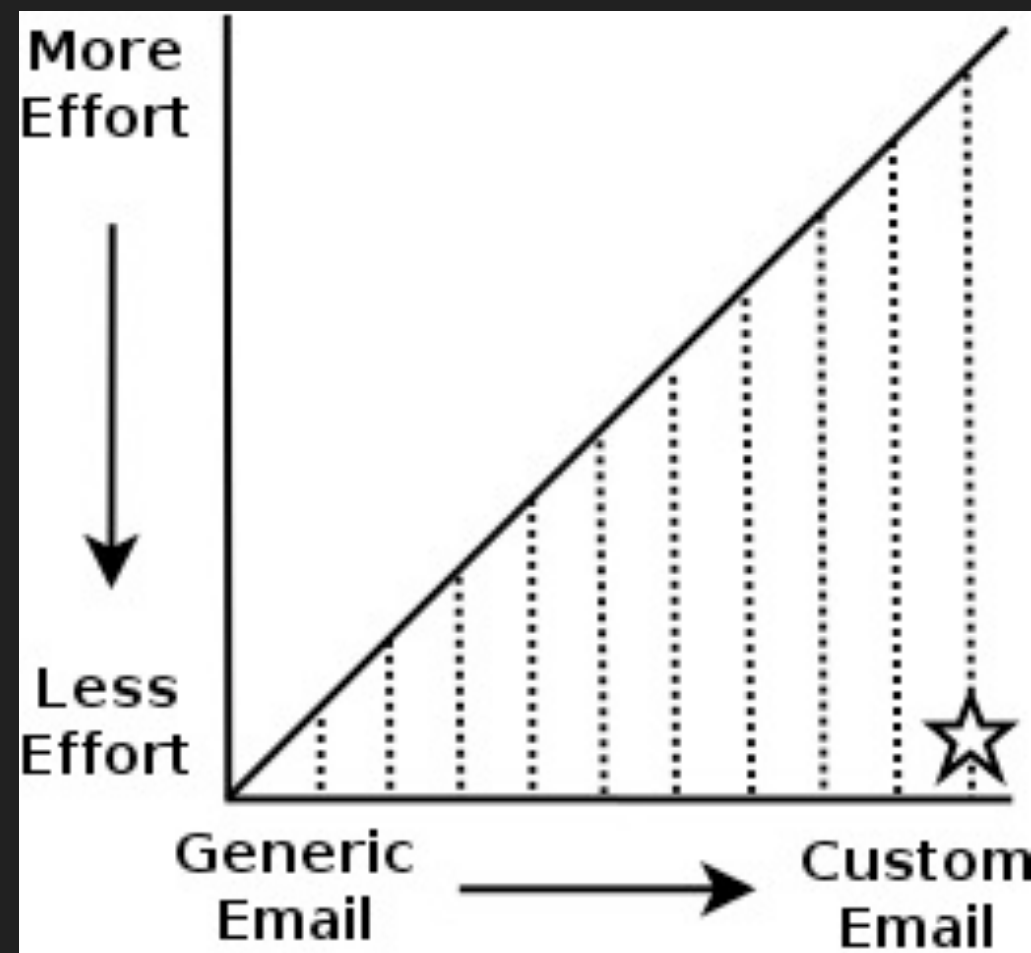- However, there is no one specific application capable of doing all.

A Mass Email Communication Scenario

- Do you mind if you answer some questions regarding courses?

A Mass Email Communication Scenario

# Mass Email Communication Concept
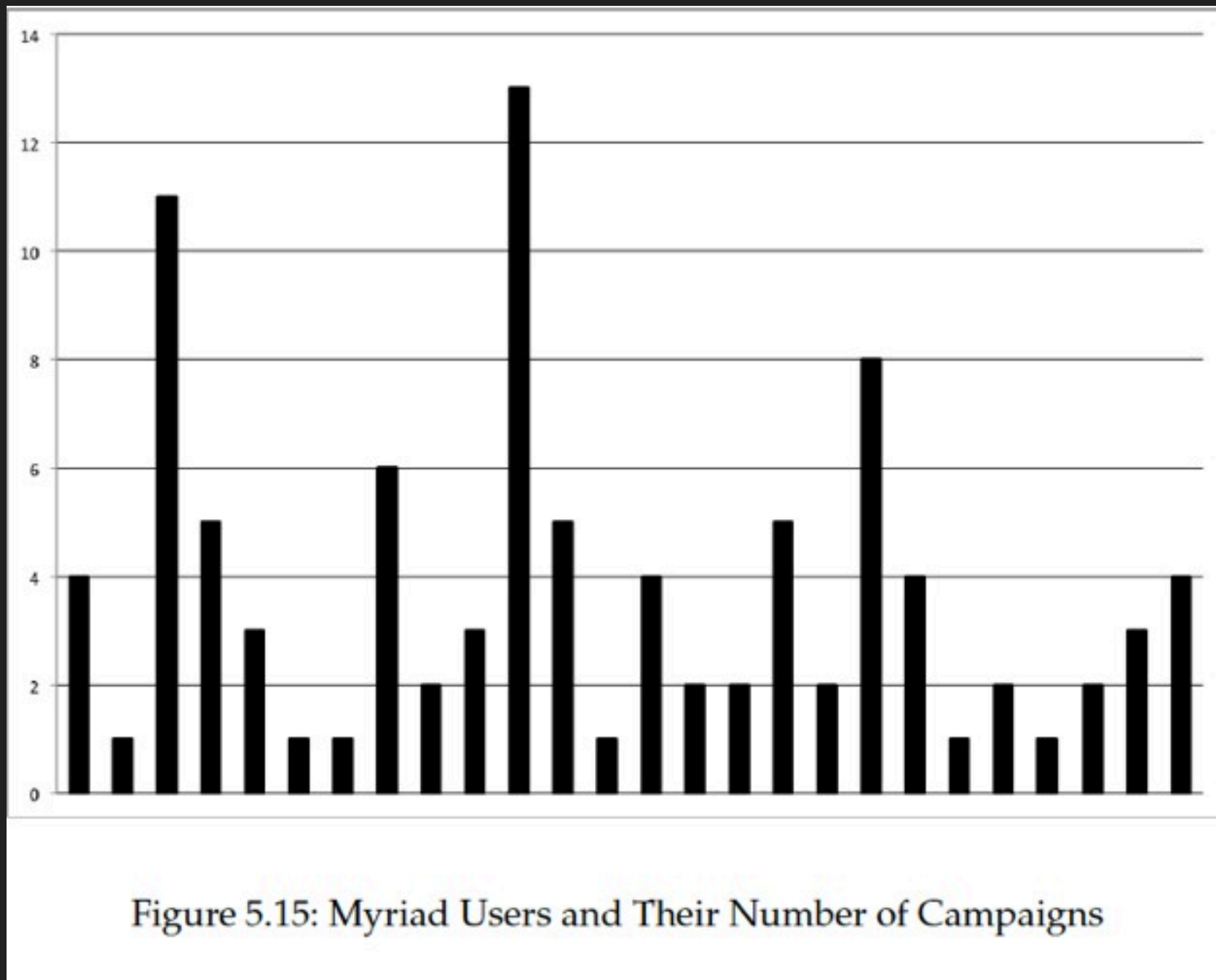
Mass Email Communication Concept

- Importing and Exporting Contacts and Their Information

- Dynamic Variables and KVPs

- Information Extraction

- Reusability of Existing Emails

- Visualization of Conversation State

- Automated Decision-Making and Notifications

Demo

Statistics

Figure 5.14: Campaigns and Their Number of Recipients in Myriad

Statistics
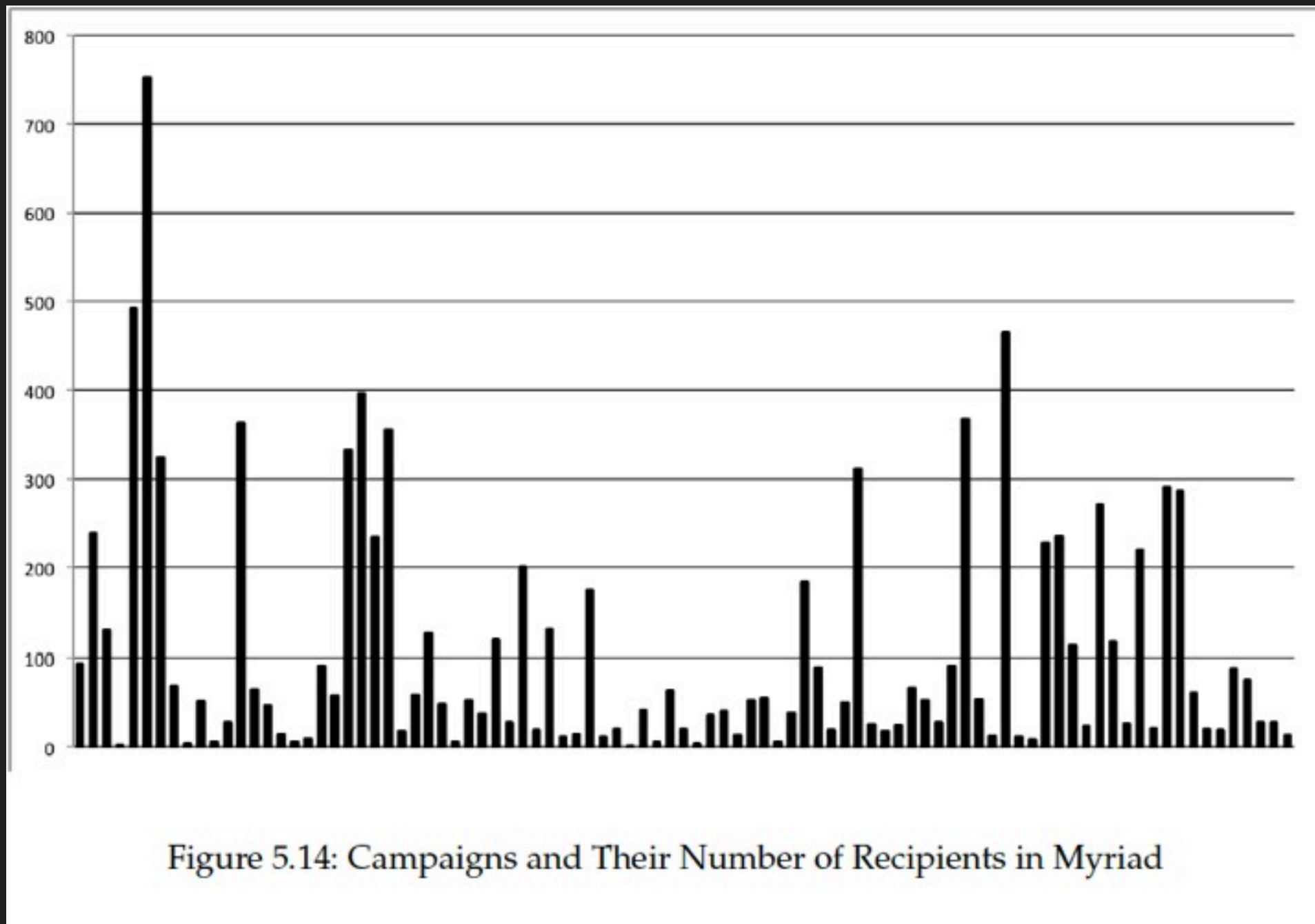
Figure 5.15: Myriad Users and Their Number of Campaigns

My main use: handling a special issue. Several hundred emails (literally) meant that an email view was impossible. Myriad's structured view makes everything a whole lot easier. It still needs some polishing to be ready for prime time (like it's workflow emphasis is a little constrained, and it needs better handing of formatting and attachments), but as a first draft, it's amazing. I hope it continues so I can use it more!

− Prof. Scott R. Klemmer, Stanford HCI Group

I use Myriad to manage a large volume of emails about the courses that I'm teaching. I tag the email with the campaign, and the system+assistant help me respond with one of a number of common responses.

– Prof. Michael S. Bernstein, Stanford HCI Group

I use Myriad when I'm mass–mailing a group of people and want to personalize the email. Before, I was using Mailchimp or BCC everyone. It's a great tool to send personalized emails to the network! I use Myriad whenever I need to email more than 10 people and want to personalize the emails. For less than 10, the set up for Myriad may take longer than sending out the emails individually (this was discovered through trial and error).

Thank you!

Q & A