

Personalization in email marketing

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Millions of e-mails and newsletters are sent out every day in Switzerland, but to ensure that recipients open and read the mailings, companies nowadays often resort to personalizing their e-mail marketing. Personalization increases the relevance of the mailings sent, resulting in economic benefits for the companies using it.

Introduction

Personalization in e-mail marketing involves adapting individual elements of a mailing to the individual interests and characteristics of the recipients. It can positively influence the KPIs of a company's own e-mail campaigns. The partner ID/MSP has recognized the added value and therefore wants to professionalize their personalization. The goal of the thesis is to show my partner possible success potentials in their own e-mail personalization. The thesis addresses the following research questions;

- Where are the biggest potentials for ID/MSP in their email marketing personalization?
- What are the requirements (infrastructure, capabilities, processes) that ID/MSP needs to create to effectively leverage the defined potentials?
- What are the expected business effects after realization of the necessary measures?

Approach

Different methods were used to answer the research questions. To collect information, interviews were held with the respective professionals at ID/MSP. Statistical analysis of internal data and observations were also conducted. In a first step, a broad-based current state-analysis of ID/MSP's e-mail marketing was performed. Potentials as well as prerequisites

were identified by comparing the current state analysis with a target state-analysis. The business impact was derived from the development and testing of prototypes, from information derived from the literature research and from the findings of the current state-analysis.

Results

The potentials found are prioritized using a feasibility/relevance matrix. As a result, the following TOP 5 success potentials for ID/MSP are identified:

- Subject line
- Salutation
- Dispatch time
- Customer segmentation
- Personalized content

The potentials one to three can already be realized today, without additional measures. For potentials four and five, the e-mail marketing software „Salesforce“ used by ID/MSP already forms a solid basis. However, additional customer data must be collected and interfaces to other systems such as Google Analytics must be created. The analyses of the potential business impact clearly prove that after the overall personalization (as of 2023) my partner's email marketing revenue can be multiplied by two times.



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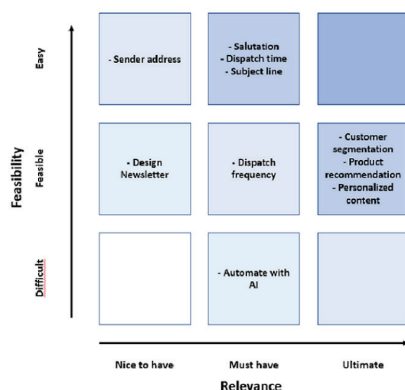


Figure 1: Relevance-Flexibility Matrix

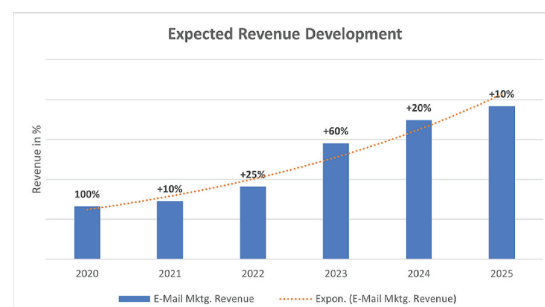


Figure 2: Expected Revenue Development