



The **Email Personalisation** Lookbook

A collection of exceptional personalised email examples



Welcome to the lookbook

Welcome to the 'Email Personalisation Lookbook'.

As Email Personalisation continues to be highlighted as the major challenge facing email marketers we wanted to highlight stand-out email campaigns from brands that have got email personalisation right.

In this edition, we showcase emails from a variety of industries including retail, travel, health & fundraising.

We hope you find inspiration in these emails, and demonstrate what is possible by using the latest techniques in email personalisation.

Sean Duffy
Founder
Reignite

Strategic Email Personalisation

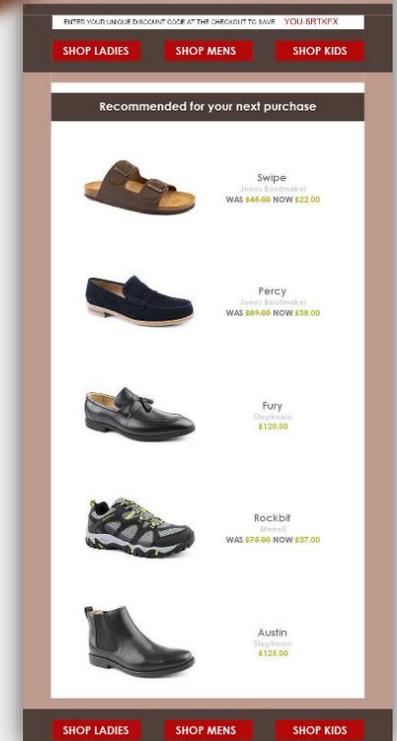
Jones Bootmaker embraced email personalisation to solve a number of strategic challenges including:

- Converting in-store only shoppers to make additional online purchases
- Improve stock utilisation by reducing the amount of fragmented stock left over at the end of season

Using the Reignite Recipe Builder they were able to create their own unique recommendations designed especially for email, helping inspire the next purchase while also allowing full merchandising control.



2nd Purchase programme with personalised hero graphic & bespoke set of recommendations to inspire the next purchase



Results

Revenue increase
from sale emails
62%

Increase in
conversion from
in-store to online
81%

Annual revenue from
post purchase
campaigns
£1M+

*Sale campaign with
products recommended
based upon taste
& available sizes, helping
shift fragmented stock.*

JONES
SHOEMAKER

AVAILABLE WITH HOME DELIVERY ONLY

MENS LADIES CHILDRENS HANDBAGS STORE LOCATOR

NOW

UP TO **70% OFF**

AVAILABLE WITH HOME DELIVERY ONLY

SHOP LADIES SHOP MENS SHOP GIRLS SHOP BOYS

RECOMMENDED FOR YOU

- 

Kat
Flatloves
WAS ~~£70.00~~ NOW **£35.00**
- 

Blanca
Jones & Co.
WAS ~~£79.00~~ NOW **£23.00**
- 

Britney
WAS ~~£89.00~~ NOW **£40.00**
- 

3-28301-03
No Stress
WAS ~~£76.00~~ NOW **£37.00**
- 

Mira
Peter Kaiser
WAS ~~£129.00~~ NOW **£40.00**

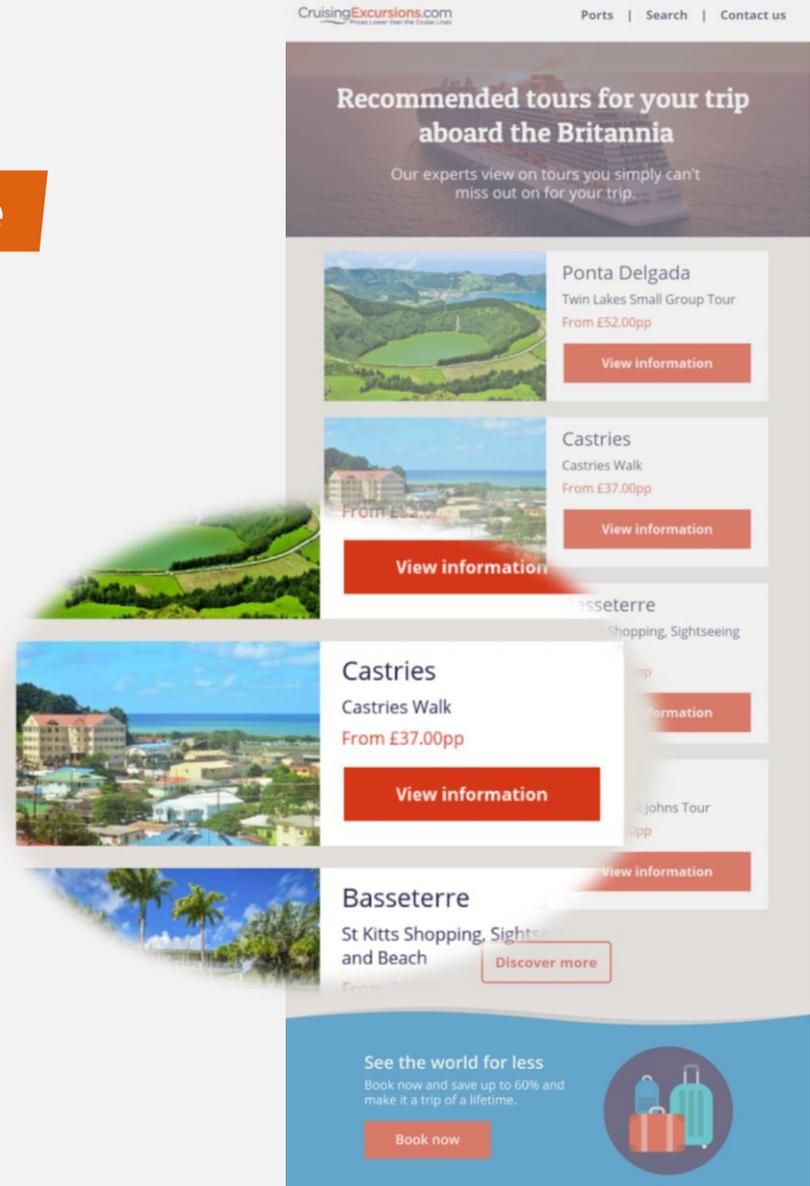
SHOP LADIES SHOP MENS SHOP GIRLS SHOP BOYS

Personalised Upsell Programme

Cruising Excursions wanted to increase the number of bookings customers were making on their cruise.

They created a series of automated messages prior to the customers cruise using the Reignite Recipe Builder to serve personalised recommendations for the ports they would be visiting.

Each email was automatically tailored to the customers local currency.



unique tours shown per customer
with pricing in local currency

Results

Open rates up to:
67%

Click rates up to:
18%

Revenue per email
£1.96

Additional live content including personalised images & timers for added impact





Late Availability

Diamond Holidays had a basic approach to promoting late deals, sending a single bulk email to the whole database.

Using Reignite they moved to a personalised approach with late availability deals served based upon the customers home address, ensuring they were only shown tours with a pickup point within 10 miles.

As deals were refreshed at the moment of open this also ensured any tours that sold out were replaced with the next best deal.

The screenshot shows the Diamond Holidays website interface. At the top, the logo and contact information are visible: "DIAMOND HOLIDAYS" and "GREAT BRITISH BREAKS BY COACH CALL 0330 1344 005". A navigation bar includes "OUR HOLIDAYS", "EVENTS", "BROCHURES", and "CONTACT US". The main banner features a large image of a building and the text "LATE AVAILABILITY SPECIAL SAVINGS ON HOLIDAYS DEPARTING FROM STOKE ON TRENT SOON". Below this, the "EDITOR'S SPECIALS" section highlights two deals: "Top Seller - new date now available THE ROYAL EDMBURGH MILITARY TATTOO" (3 nights £299.00, departs 22nd Aug 2016) and "Best Seller - seats still available BUCKINGHAM PALACE & THE HOUSES OF PARLIAMENT" (3 nights £289.00, departs 2nd Sep 2016). A call to action bar states "TO BOOK CALL 0330 1344 005 AND QUOTE 'LATES'". The "MORE HOLIDAYS DEPARTING SOON FROM STOKE ON TRENT" section displays a grid of six tour cards, each with an image, title, price, and departure date, and a "FIND OUT MORE" button. The tours include: BRITISH AIRWAYS I360 BRIGHTON (1 night from £119.00, departs 20th Aug 2016), KENTS CASTLES AND GARDENS (3 nights from £279.00, departs 26th Aug 2016), GREAT GARDENS OF SUSSEX & KENT (3 nights from £299.00, departs 26th Aug 2016), ROYAL WINDSOR (3 nights from £279.00, departs 26th Aug 2016), DOVER CASTLE & THE SECRET WAR TUNNELS (3 nights from £299.00, departs 26th Aug 2016), and BUCKINGHAM PALACE & THE HOUSES OF PARLIAMENT (1 night from £149.00, departs 27th Aug 2016). An "ALL HOLIDAY OFFERS" button is located at the bottom right.

Late deals pulled in live from reservations platform

Results

Increase in
revenue per email

312%

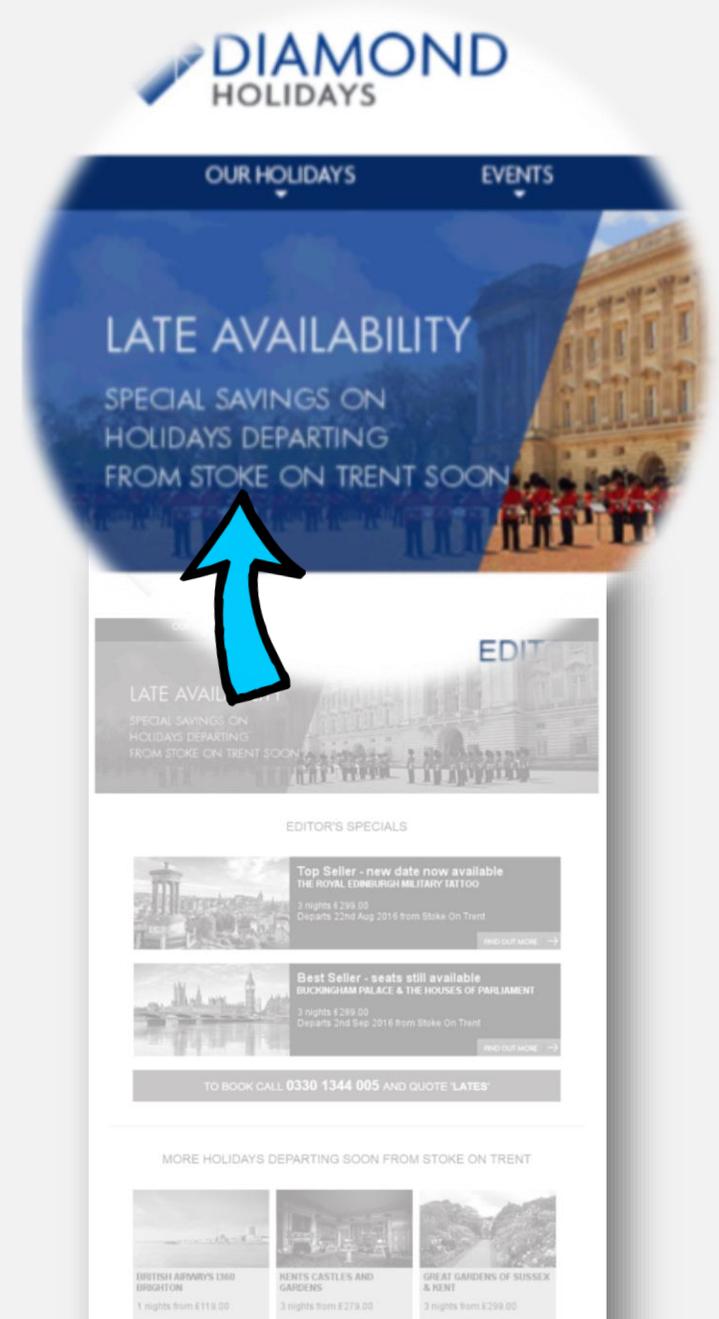
Increase in
click-rates

42%

Minutes to build

<5

All emails
personalised by
customers local
pickup point





Personalisation to motivate

Fitness studio brand Frame have the simple mantra that getting fit should never feel like a chore & they've been putting FUN back into fitness since 2009.

To keep their 'Framers' motivated & deliver the best experience in emails they embrace personalisation.

- Personalised timetables based upon their favourite classes & genres with live class availability to recommend the next class
- Monthly updates celebrating success with multiple data points & charts

The collage displays several email newsletters from Frame fitness studio, illustrating personalized offers. The newsletters feature the Frame logo, navigation links (TIMETABLE | CLASSES | SHOP | BLOG | OFFERS | FRAME-G-PEER), and promotional banners. One newsletter highlights a 'BOGOF ON YOUR NEXT CLASS' offer with a 'BOOK NOW' button. Another features an 'EXCLUSIVE INTRO OFFER' for 'ANY 2 YOGA CLASSES FOR £20' with a 'BUY NOW' button and a countdown timer. A third newsletter shows an 'EXCLUSIVE INTRO OFFER' for 'ANY 2 DANCE CLASSES FOR £20' with a 'BUY NOW' button and a countdown timer. The newsletters also include sections for 'Top Picks For You' and 'Dance Classes at Frame' with details about class duration, price, and availability.

Real-time timetable personalised for every Framer

Results

Open rates up to:

66%

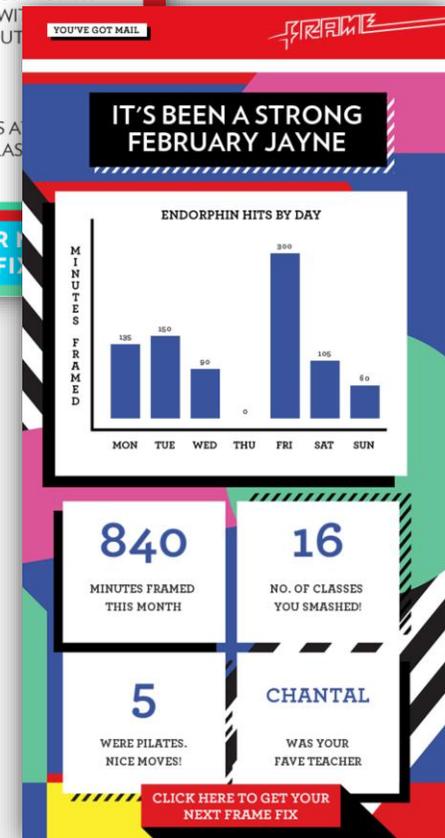
Click rates up to:

12%

Revenue per email
sent up to:

£3.69

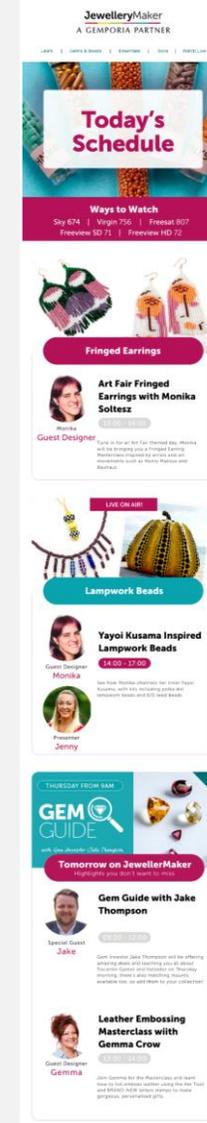
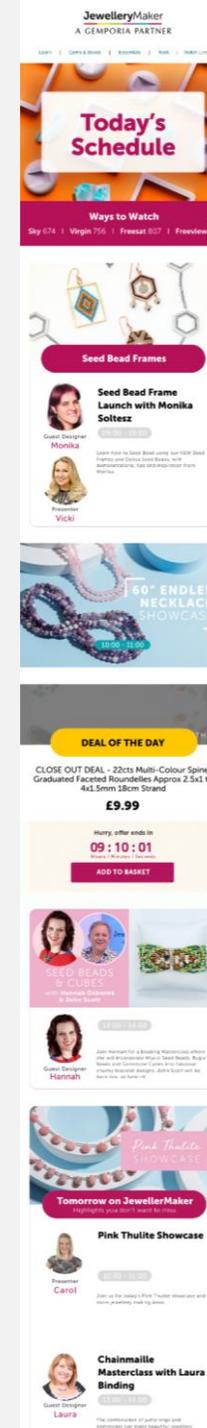
Monthly &
annual stats
emails to
celebrate
achievements



Personalisation & Automation

TV Shopping is extremely fast paced so JewelleryMaker needed a means of keeping up with the email production schedules, while also providing more tailored promotions.

- Manual email production was replaced by automated daily emails built from the TV guide API and a Google Sheet
- RFM (Recency, Frequency & Value) segments were created to delivered tailored promotions to either increase order regularity or the AOV of each order



Content automatically created from API & Spreadsheet

Results

Days saved per annum

100+

Increase in revenue vs. control

18%

Increase in weekly clicks

115%

Each RFM segment receives a tailored offer





Personalised Hero Messaging

Easyfundraising help charities and good causes raise free donations when their supporters shop online with over 4,000 retailers.

Ongoing email communications tended to be one-size fits all.

As a result easyfundraising saw an opportunity to pursue a personalisation strategy to boost engagement.

- Personalised data replayed back to the supporter to celebrate, remind & educate
- Graphics & charts used for added impact
- Live voting used to help engage the less active audience



Results

Click-rate vs. control

108%

Additional build time

0

Number of variants

(and growing!)

28

One email,
28 variants
including
live voting
for less
engaged
supporters

easyfundraising
feel good shopping

Congratulations!
You're in the top 10 supporters of
South West Blood Bikes



Your activity:		Your cause activity:	
£4.79	£4.79	£16.41	£16.41
Raised this month	Raised in total	Raised this month	Raised in total

easyfundraising
feel good shopping

Total number of donations for
Dorchester on Thames Tennis Club

360

Your activity:		Your cause activity:	
£0.07	£3.54	£10.72	£176.75
Raised this month	Raised in total	Raised this month	Raised in total

easyfundraising
feel good shopping

It's been 36 days
since you last raised a donation for
Meanwood C of E Primary School Parents
Association



Your activity:		Your cause activity:	
£0.00	£2.44	£5.21	£1355.30
Raised this month	Raised in total	Raised this month	Raised in total

easyfundraising
feel good shopping

What is your favourite way of raising for
2nd Locks Heath Scout Group
Cast your vote below

 App 40%	 Donation Reminder 28%
 Website 27%	 Refer a friend 4%

Your activity:		Your cause activity:	
£0.00	£2.29	£0.00	£63.61
Raised this month	Raised in total	Raised this month	Raised in total

easyfundraising
feel good shopping

How did you hear about easyfundraising?
Cast your vote below

 My cause told me 84%	 Social media 7%
 Online search 2%	 Can't remember 6%

Your activity:		Your cause activity:	
£0.00	£8.25	£0.00	£449.01
Raised this month	Raised in total	Raised this month	Raised in total



Interested to learn more about
how the Reignite platform can
help your email marketing?

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Works with EVERY email sending platform

