

A woman with dark hair in a ponytail, wearing a green long-sleeved top and black pants, is sitting on a green sofa. To her left is a large potted plant with long green leaves. The background is a red curtain.

ADEOLA SOLE
STRATEGY CRM

Optimisation with a difference

Going beyond the email

Hi, I'm Adeola...

A data loving CRM strategist & consultant. I've helped a number of global brands redefine their segmentation, align their customer database, plan entry to market strategies as well as acquisition journeys.

I'm an international speaker, Conference host and EMCEE extraordinaire.

VP of client success at Emailexpert AND
Email Consultant at Strategy CRM



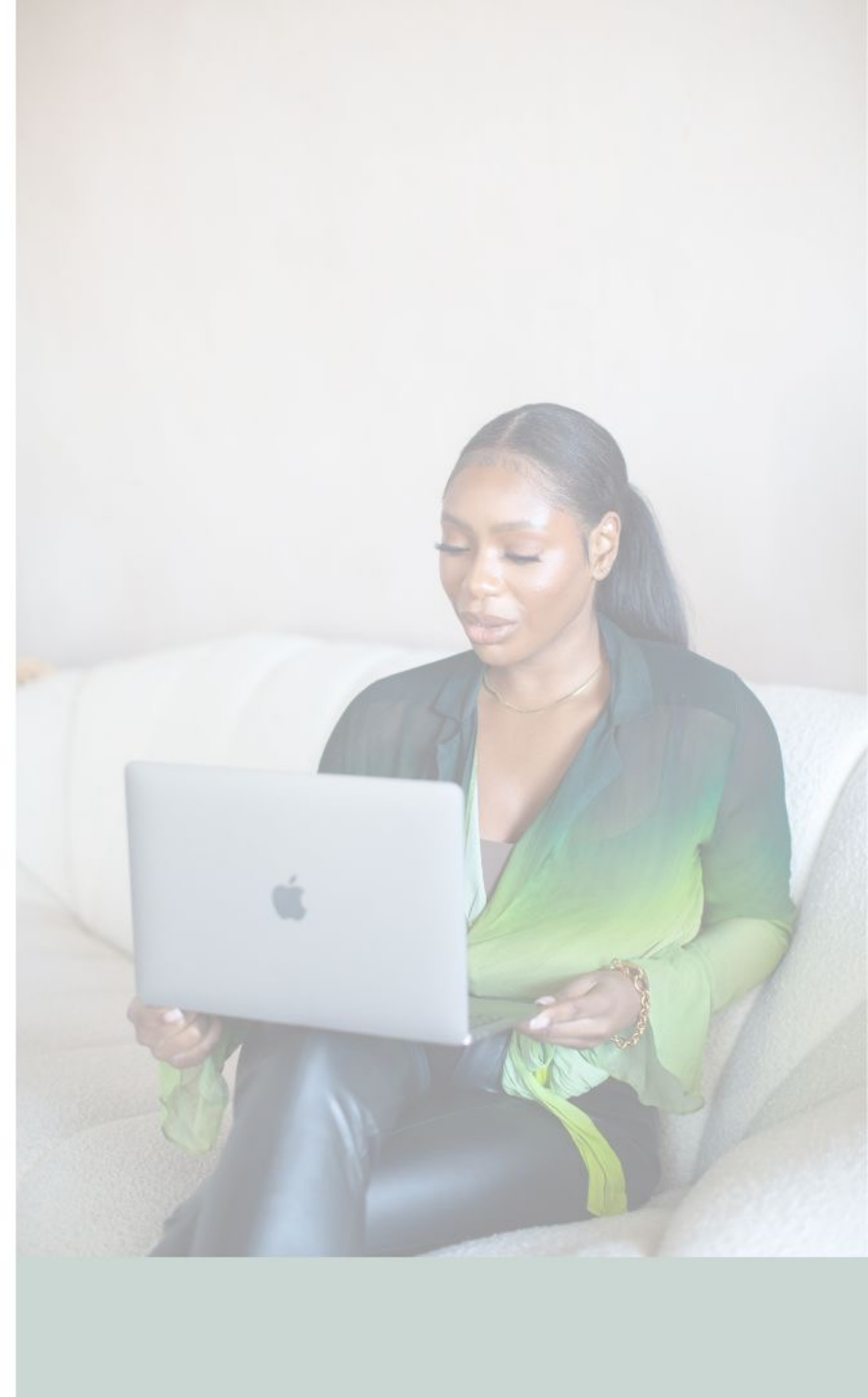
Brands I've worked with

MARKS &
SPENCER

The
Guardian

SAMSUNG

MR PORTER



**What does
optimisation mean?**

Definition


An act, process, or methodology of making something (such as a design, system, or decision) as fully perfect, functional, or effective as possible. specifically : the mathematical procedures (such as finding the maximum of a function) involved in this.

'Webster dictionary'

The act of making something as good as possible:

'Cambridge dictionary'



A cartoon character with spiky hair and a large nose is shown in profile, looking thoughtful with a hand on their chin. A speech bubble above them contains the text 'What do we tend to optimise?'.

What do we
tend to
optimise?

- Email Template
- Subject line
- Body copy
- Images
- CTA
- Time of send
- AI recommendations



What else?

Sometimes you can get lost in the small details that you miss the bigger picture.

Optimisation can go beyond the email and enter realms you hadn't considered.

Let's explore

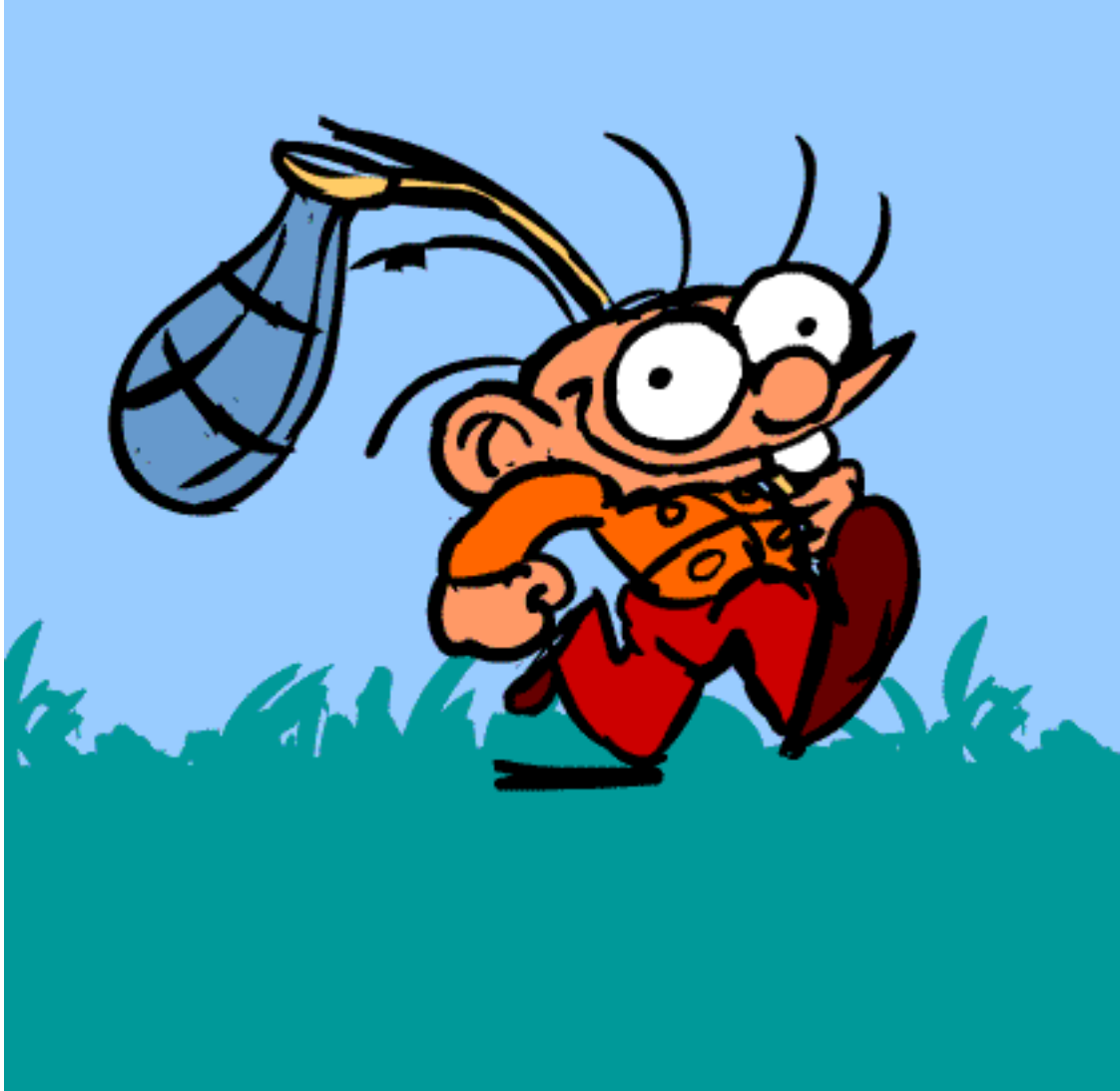
The customer journey

Several pit stops and barriers

Think of this as an intervention to your customers pain points.

You want to remove ALL barriers.





Acquisition

As email marketers do we pay attention to all customer touchpoints beyond the email?

Examples of brands optimising with a difference

Cannadips

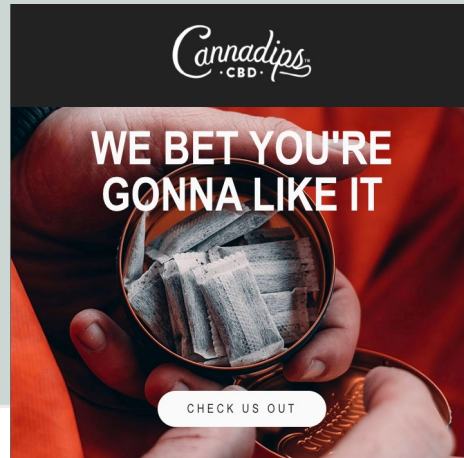


All-natural CBD pouch

Their product formulation process is investigative and innovative.

So why not extend this to their marketing?

**Optimisation =
Experimentation**

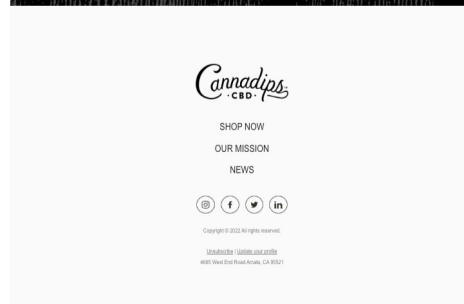
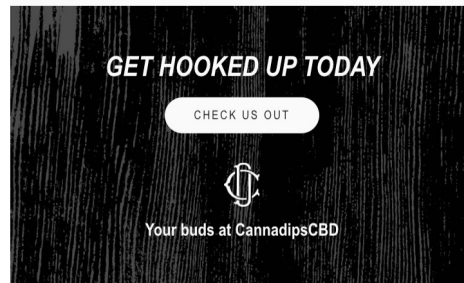


Hey Adeola,

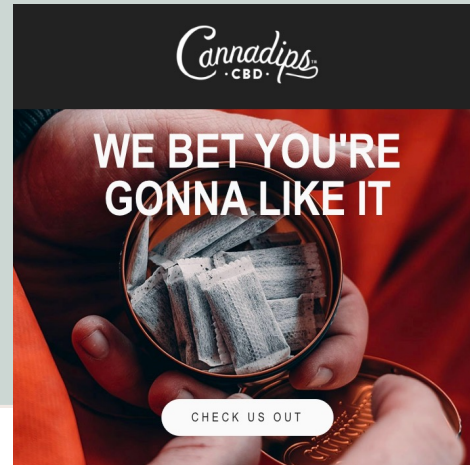
We are so glad that you came by to take a look at the Original CBD Dip Pouch. We've been making these babies since 2016 and we are proud of what we've figured out. We believe we have the best tasting, longest lasting CBD dip pouch in the country.

We think you have great taste and don't want you to miss out on some of the gems you were browsing. Come on back and hook yourself up with some.

Still not sure? Check out what other guys have had to say. Once you've given it a chance, we would love to know what you think.



Overt

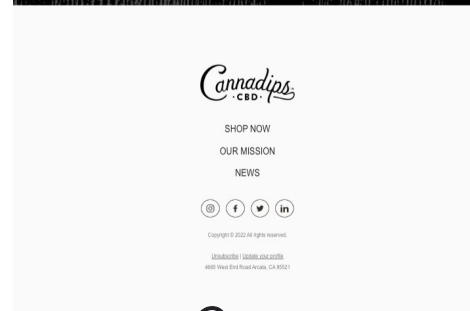
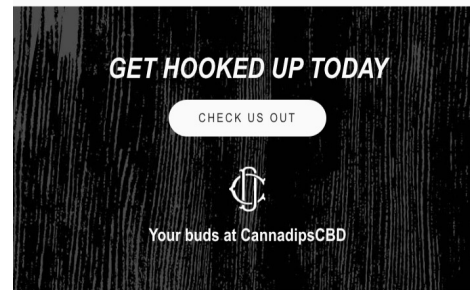


Hey Adeola,

We just gotta tell you why we are so proud to craft Cannadips CBD pouches for people just like you. We've been making these babies since 2016 and we are proud of what we've figured out. We believe we have the best tasting, longest lasting CBD dip pouch in the country. We think you will agree with us, and thousands of guys across the country who are stocking up every day.

Perhaps one of these flavors will hit the spot for you.

Still not sure? Check out what other guys have had to say. Once you've given it a chance, we would love to know what you think.



Covert

Testing Motivation

To drive conversions from the browse abandon automation

A/B split test that journeyed into how we speak to our customers

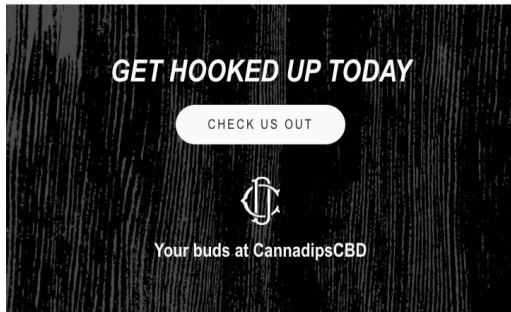


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NEWS



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Test A - Overt

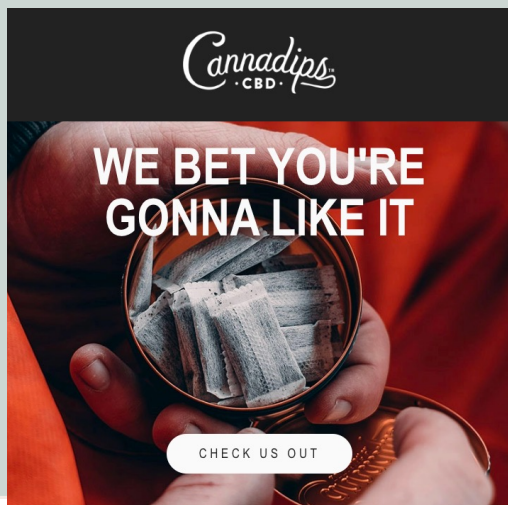
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Still not sure? [Check out what other guys have had to say](#). Once you've given it a chance, we would love to know what you think.

Actively acknowledge they have been browsing

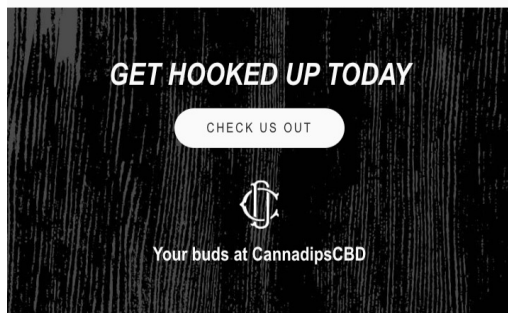


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[Learn more about Cannadips CBD](#)
4845 West 2nd Street, Suite 100, San Diego, CA 92101

Test B - Covert

Hey Adeola,

We just gotta tell you why we are so proud to craft Cannadips CBD pouches for people just like you. We've been making these babies since 2016 and we are proud of what we've figured out. We believe we have the best tasting, longest lasting CBD dip pouch in the country. We think you will agree with us, and thousands of guys across the country who are stocking up every day.

Perhaps one of these flavors will hit the spot for you.

Still not sure? Check out what other guys have had to say. Once you've given it a chance, we would love to know what you think.

Discreetly encourage them to visit the site

Overt

Use the right metrics

It's important to review the right success metric!

A clear and conclusive result should have a **SS of 95% >**

The **Overt** conversion rate had an uplift of 90% and a 99% SS which is incredible.

They can be confident to roll this out to their automations.

	Open %	Open SS	Click %	Click SS	Conversion Rate	Conversion SS
Overt	73%	Not SS	10%	20% Uplift at 90% SS	4.00%	90% Uplift at
Covert	75%		12%		2.10%	99% SS

Another Example

Cheeky Wipes



Eco-friendly, reusable wipes

Cheeky wipes asked for an audit and review of their entire customer journey and email marketing.

Optimisation recommendations featured frequently in their report

Recommendations

- **Sending strategy** – increase the frequency as they were potentially leaving money on the table.
- **Copywriting optimisation** – including persuasive text to increase conversions
- **Deliverability** – understanding that your sending IP, can play a big part in optimising your campaigns for success

Recommendations



Cheeky Wipes were on a shared IP, which was harming their deliverability as well as conversion rates.

Their inbox placement went to 100% which saw a 40% uplift in sales!

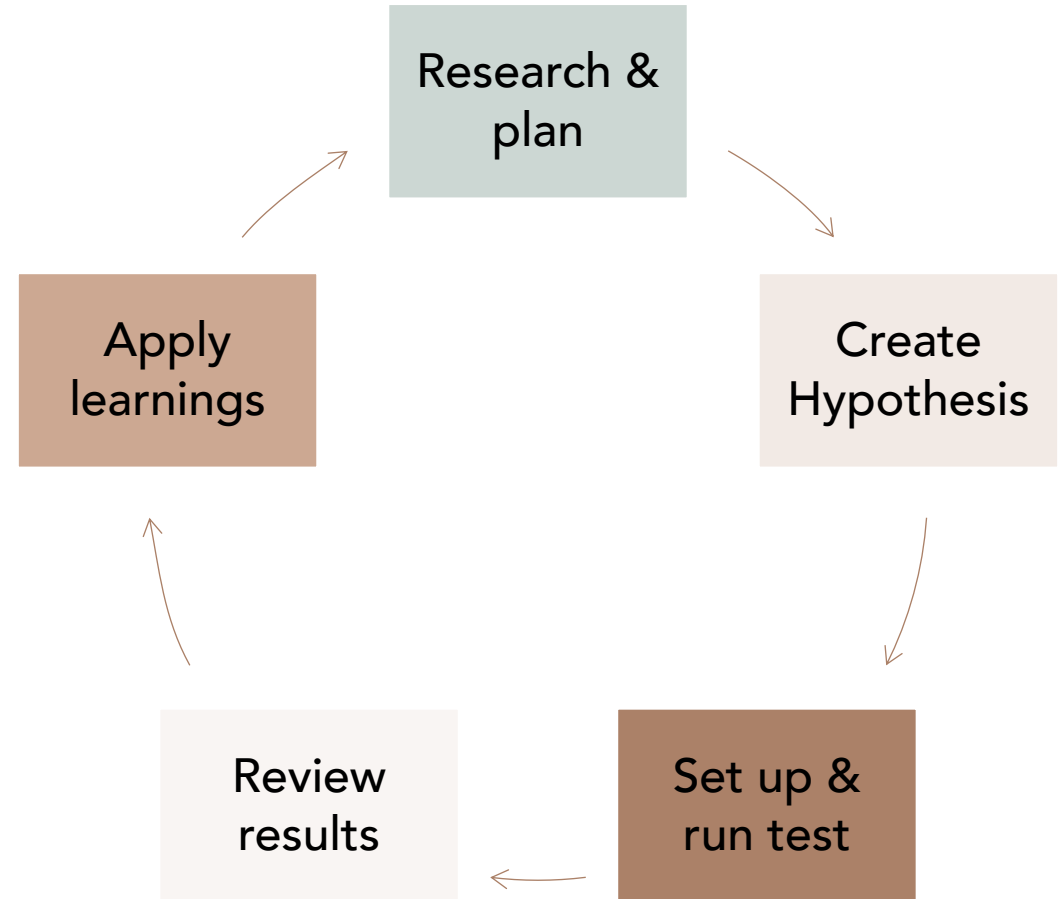
Final Thoughts

**“Don’t be afraid to test
and fail”**

Iterative testing

It's important that when you create a test you build upon it. There is always something to learn.

Iterative tests can also be applied to your automations by adding a second testing stream.



Automation Stats

What makes it so great!

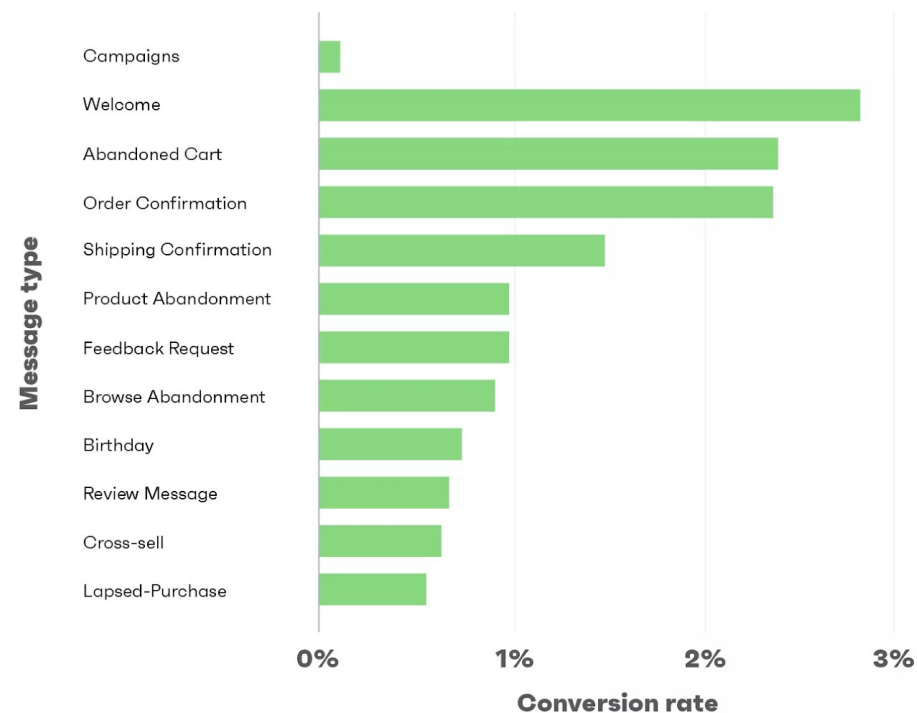
75% of email revenue is generated from triggered personalized campaigns, rather than one-size-fits-all campaigns. – [DMA](#)

According to [Epsilon](#), triggered emails have a 70.5% higher open rate and 152% higher click-through rate than generic email newsletters.

Automation Benchmarks

Have you implemented one of the highest performing campaigns.

Email marketing conversion rate (2021)



Source: omniscend.com

Recommendations

- The customer journey provides a wealth of opportunities to optimise.
- Collaborate with the digital team. Their goals are your goals
- Test to fail and learn.
- Implement a hypothesis when testing.
- Focus on areas that will provide the greatest value and uplift, such as your automations.

Thank You

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