

It's every marketer's dream to maintain an impressive email marketing ROI. But what happens when your existing strategies are falling short? In that case, it's time to consider how to optimize email campaigns for your audience.

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Email marketing still ranks among the most effective forms of marketing. But part of that success comes from a specific aspect of email marketing: personalization. And for marketers to take full advantage of this, they can turn to dynamic content.

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Should your marketing team continue nurturing while your sales team works on opportunities? Listen as 4Thought Marketing CEO Mark LeVell discusses the pros, cons, and options that empower sales to influence marketing nurture behavior.

If you'd like expert help with both nurturing and selling, [get in touch with us today](#) and take your marketing game to the next level.

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Concrete data in the form of key performance indicators, or KPIs, is compelling evidence that your marketing team's efforts are getting results. While it may seem like a daunting task to find the right KPIs to prove this, it's far from impossible.

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Data segmentation, the process of grouping customers based on interests and past activities, allows marketers to develop more targeted promotional materials. However, data segmentation is also useful for data privacy. Let's take a look at how that works.

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Customers aren't always willing to provide personal data, especially if there seems to be no good reason for them to share it. This kind of consumer behavior prompted marketers to adopt a new habit: data minimization.

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Marketing success hinges on two critical factors: your customers and your team. Unfortunately, many marketers tend to prioritize the former while neglecting the latter.

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