

Simply knowing that personalized messages perform better is just the first step in effective marketing. The real challenge comes when making the transition from the low-performing but easy batch and blast strategy to more demanding personalized campaigns.

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Personalized marketing materials still work wonders, but how can your company collect enough data for personalization without violating privacy laws? What's the balance between respecting user privacy and effectively using data? Let's explore these questions further.

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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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Marketers are accustomed to handling and manipulating large amounts of vital data. But in the day-to-day process, it can be easy to forget that this data and integrations need regular check-ups. This, simply put, is the role of a data steward.

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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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Any marketer knows the impact personalized email marketing can have on revenue generation. Customers appreciate marketing materials designed specifically around them and their interests. One way this personalized content is made possible is through a critical part of email marketing: dynamic content creation.

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Identical mass marketing emails simply don't work anymore. Customers want materials that are relevant to them and their interests. Your marketing automation system depends on a robust segmentation strategy to do its best work.

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A robust automation system gives you the capability to capture new contacts, nurture current ones, manage data handling, and much more.

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Marketing campaigns are most effective when they deliver the right message to the right people at the right time. Hitting this target is key to success for marketers.