Justuno for improved Email ROI

What does onsite conversion rate optimization tool mean for email marketing? Better chances of your client's email subscribers converting from those emails you spend so much time perfecting!

Here are three ways Justuno can improve your email marketing ROI.

1

First, build your list (and build it quickly)

Justuno customers experience a **135% increase in online revenue** in the first year of using Justuno. Here's how you can mimic that growth for your clients, starting with list-building:

- Use basic targeting rules for more "hands-off" clients to segment email capture between New Visitors and returning traffic

- Use dynamic on-site promotions to grow your list at a faster rate than before

- Use advanced targeting for clients with a more robust lead capture strategy to dial-in who sees what promotion and when
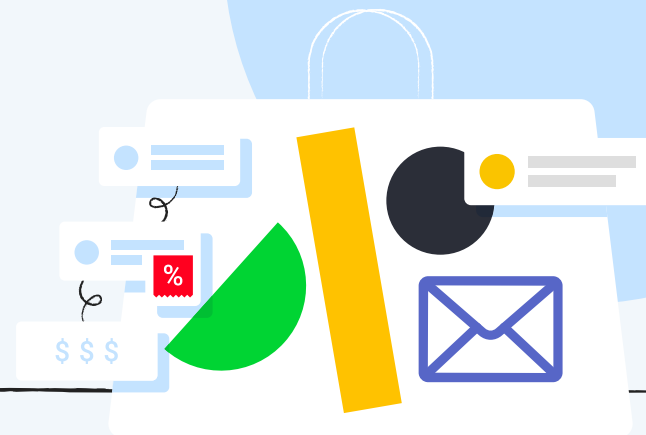
2

UTM Parameters: the simple rule you should be using

UTM parameters help improve your visitor's on-site experience, whether they're visiting from an email or providing their own email to you. With improved on-site targeting efforts and reinforcing email campaign messaging, conversions can skyrocket.

- It's shocking how many e-commerce retailers still serve email opt-ins to their existing subscribers! Personalization 101: exclude existing subscribers from seeing a welcome opt-in. This helps build a healthier email list and increases ROI from your client's database.

- From UTM_source, coupon, referrer, landing page, campaign, and more, Justuno enables you to take full advantage of the off-site email campaigns you build

- As privacy laws and practices across websites effect what data you can see and use, UTM parameters allow you to keep tabs on your client's visitors and email subscriber list

3

Enrich your email list with in-depth data points

Personalization is essential to generate and nurture healthy e-commerce leads. Gather and take advantage of the billions of data points users provide when visiting your site.

- By asking users self-selecting questions, you can easily segment your email list into more definitive segments. *(Asking users their clothing size, gender, or prompts like "I'm shopping for" easily help users self-select.)*

- Capture and segment leads by the first URL they landed on this visit, IP address, coupon code used and other Hidden Fields

- Advanced targeting rules allow for a more complex targeting approach going as detailed as you like with rules like "haven't purchased in X days", "purchased X product", "has already engaged with X promo" and more!

Curious if we integrate with your client's ESP?

With hundreds of integrations, chances are we do. Shoot us an email at **partners@justuno.com** to find out.