

Building an engaging email marketing campaign using R

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Jeremy Horne

Freelance data strategist and scientist

R lover

Mad cricket fan

Beer connoisseur



2016 – Real time
media campaigns
in R

2018 – Unlocking
CRM value with R

2019 – Building a
data science team
around R

Email marketing : promoting your business or product using email



Email marketing is cheap – but hard!

Less
than a
penny

To send an email in
the UK

17.5%

Average email open
rate in the UK

2.4%

Average email click
rate in the UK

For every 1,000 emails sent, only 24 will be clicked on

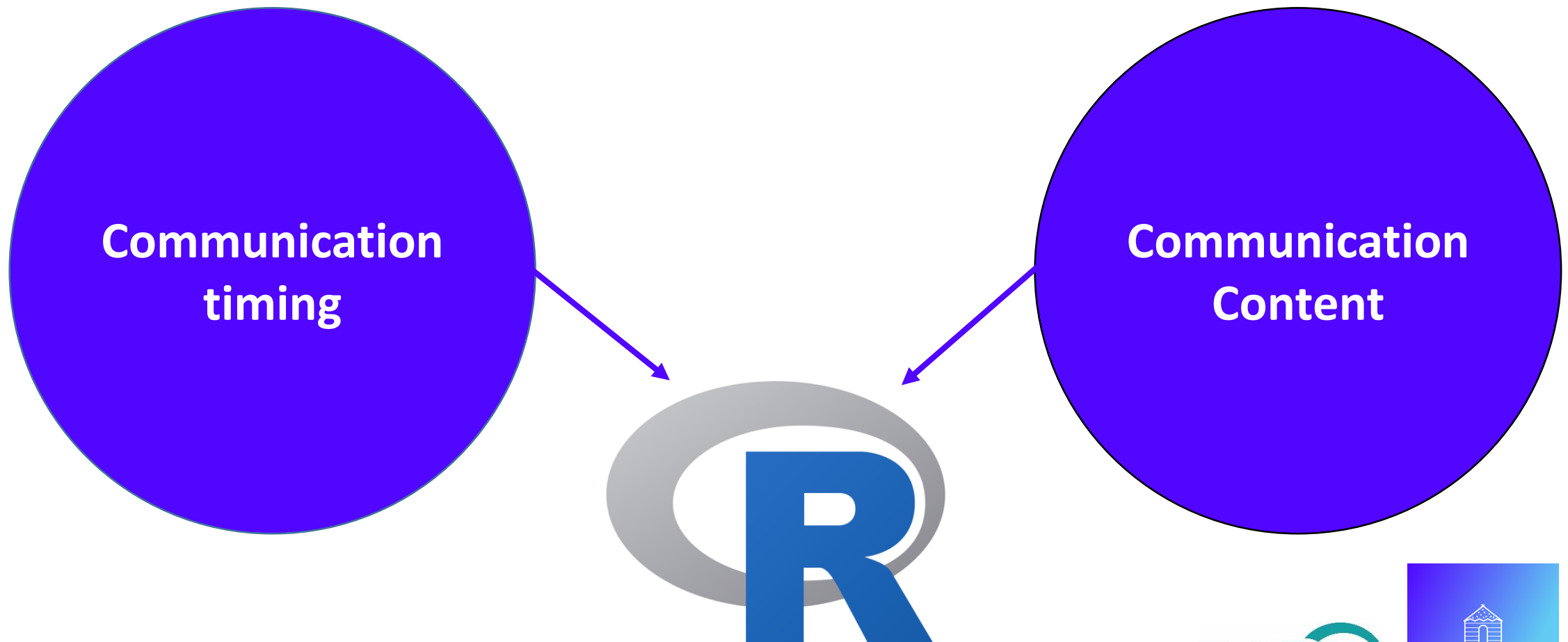
Source: infomanagement and campaignmonitor

**How can I make my
emails more
engaging?**





Start by thinking about what you can control



Communication timing

There are two ways we can optimise communication timing

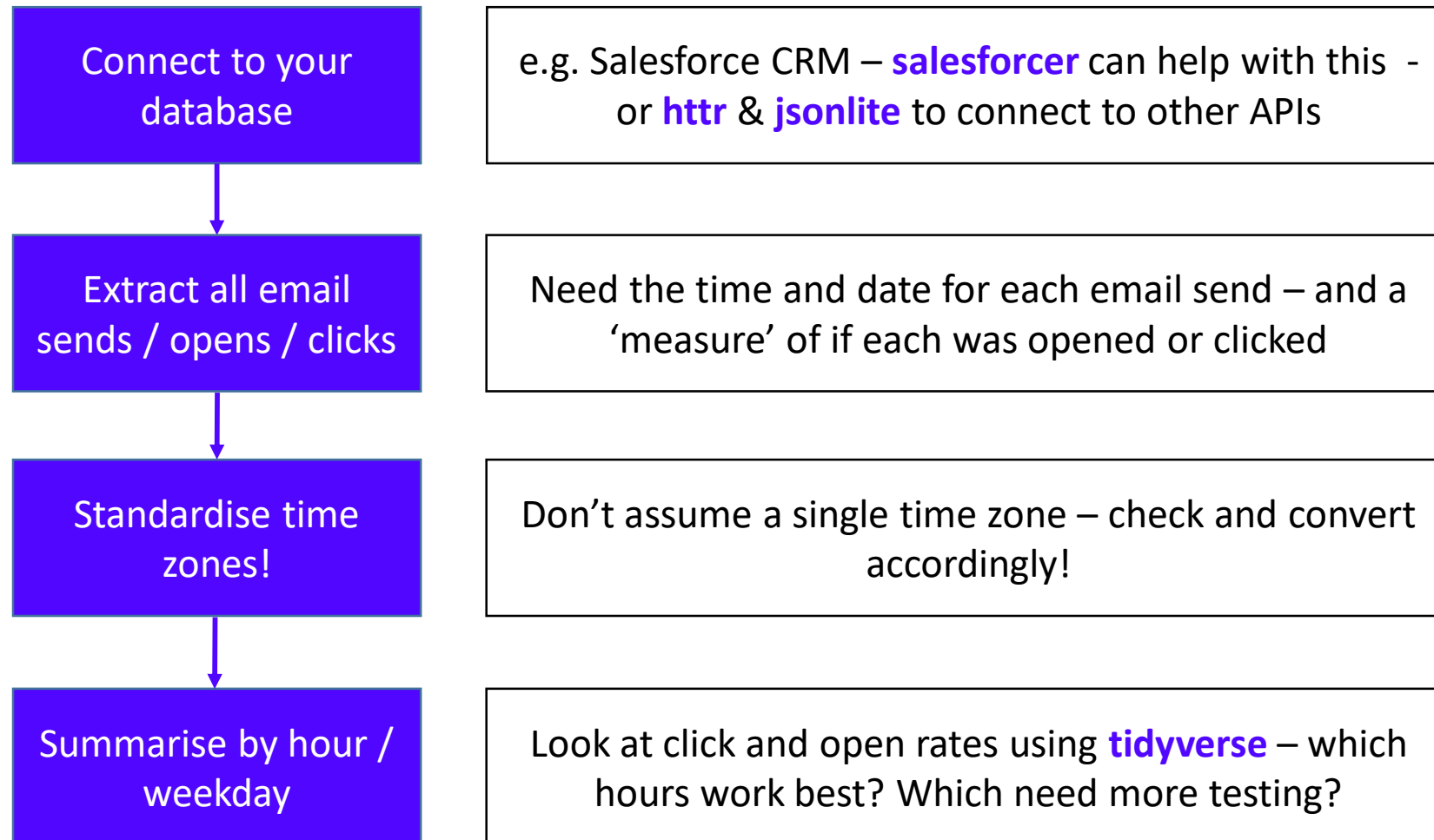
Time of day



Day of week

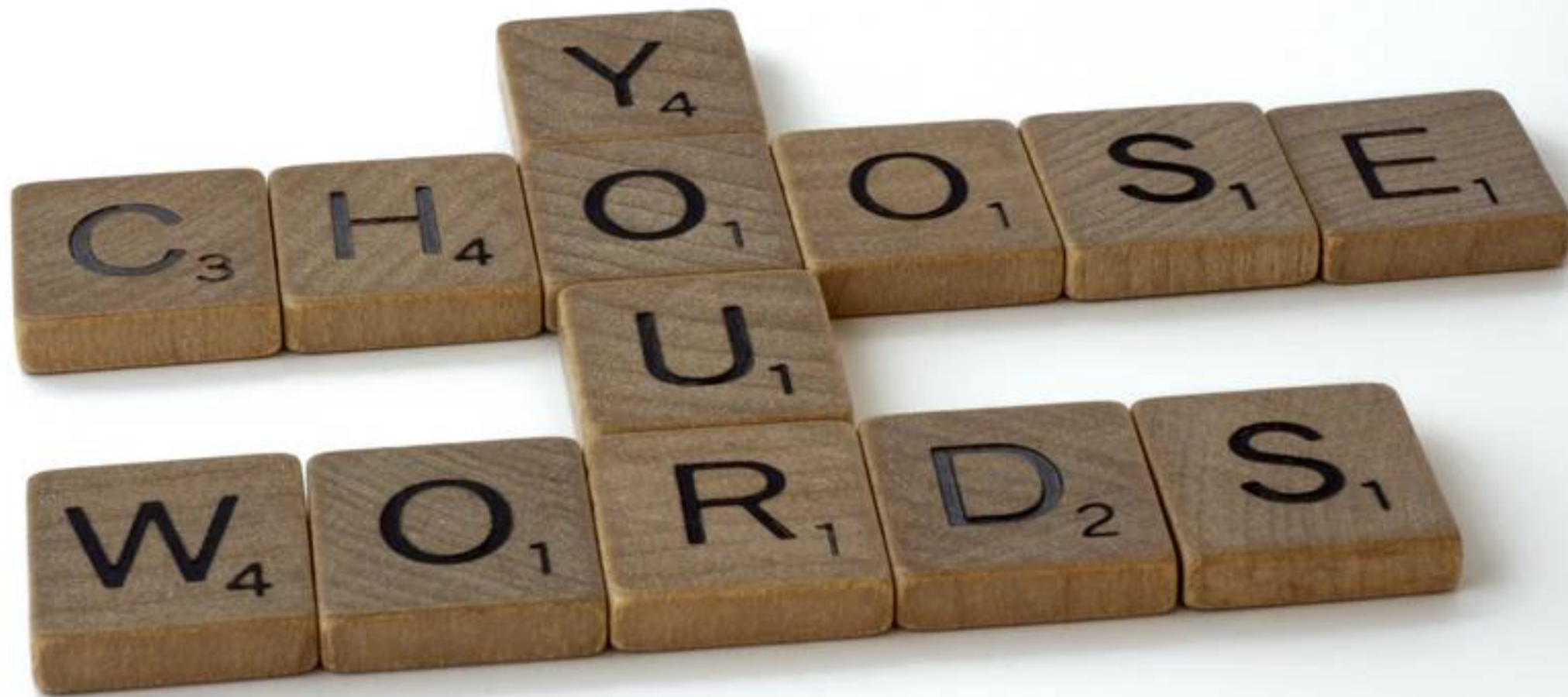


How does R help with this?



TEAM MONDAY

3-6 pm



Communication Content

There's a lot to think about with content



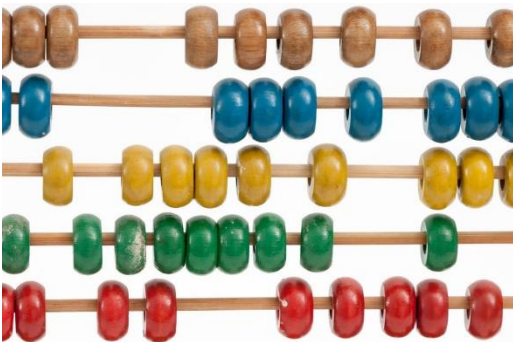
Specific phrases



Brand positioning



Tone / Emotion



Word count



External links

Text analytics



Package options for text analytics



**Tokenisation,
Individual words**

sentimentr
(sorry no hex)

**Whole
sentences**

Example 1

"I am happy"

tidytext



sentimentr



Example 2

"I am not happy"

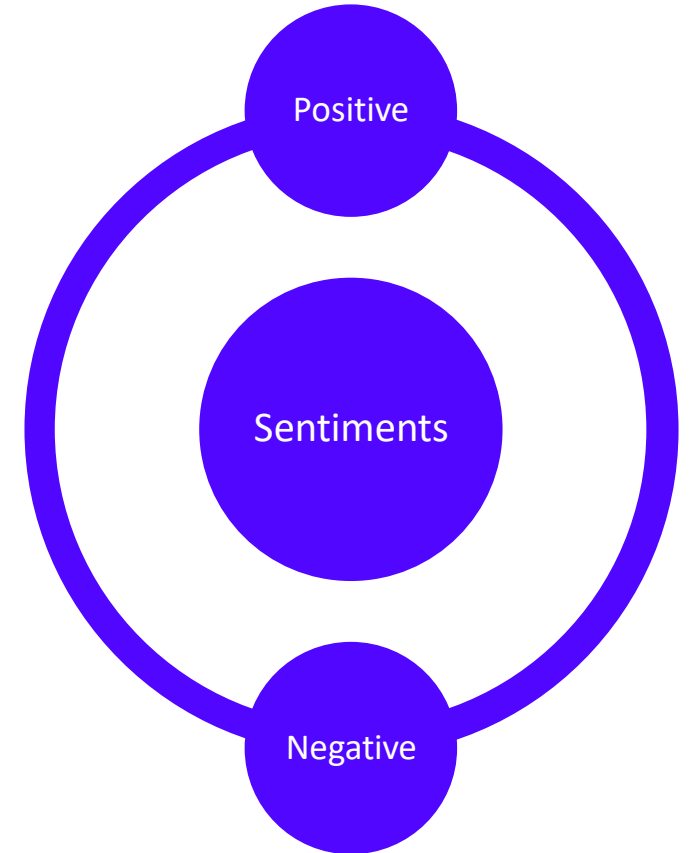
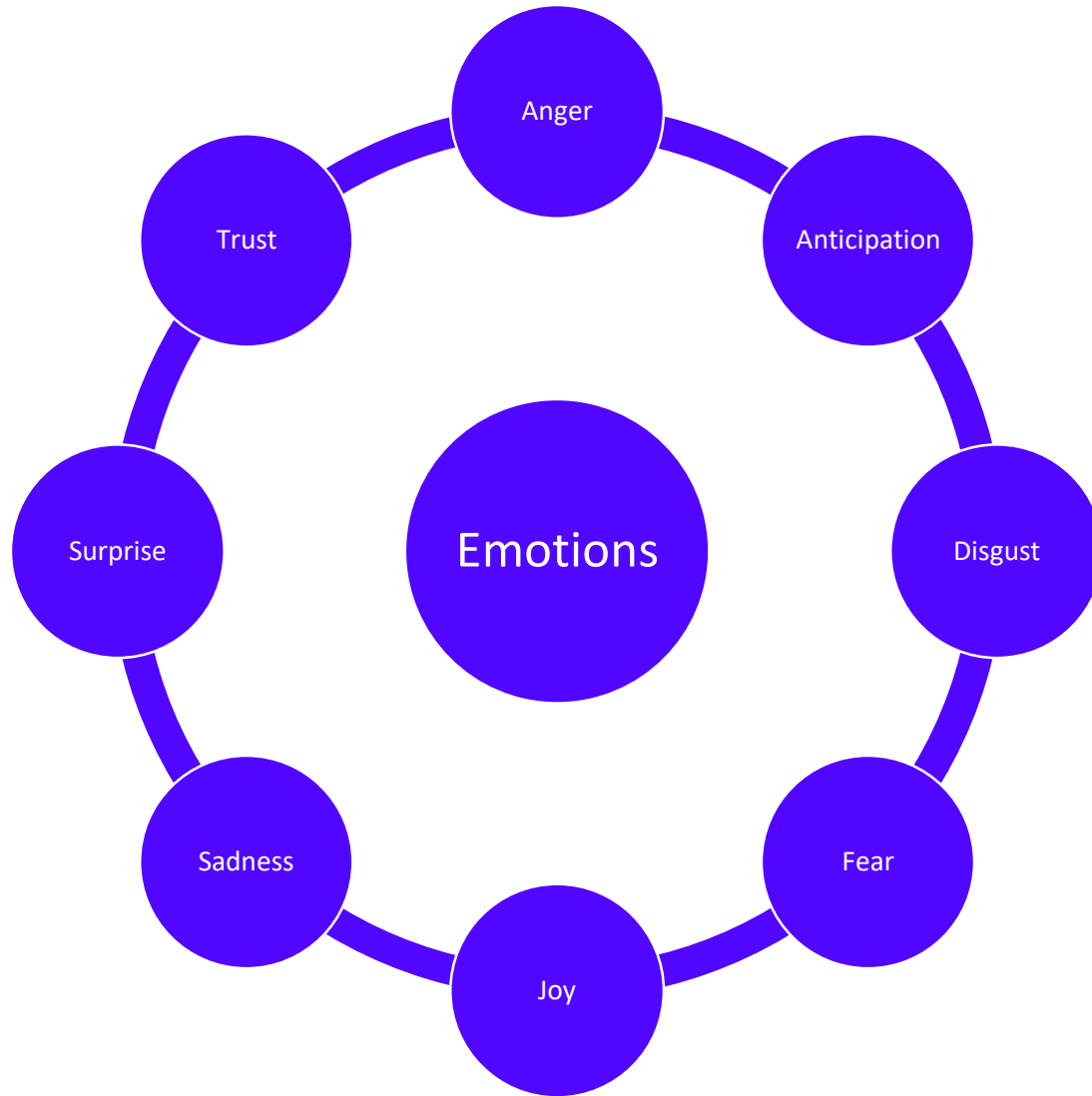
tidytext



sentimentr



We use the NRC emotion lexicon



Applying this to email marketing

Phrase 1:

"We can help you manage..."

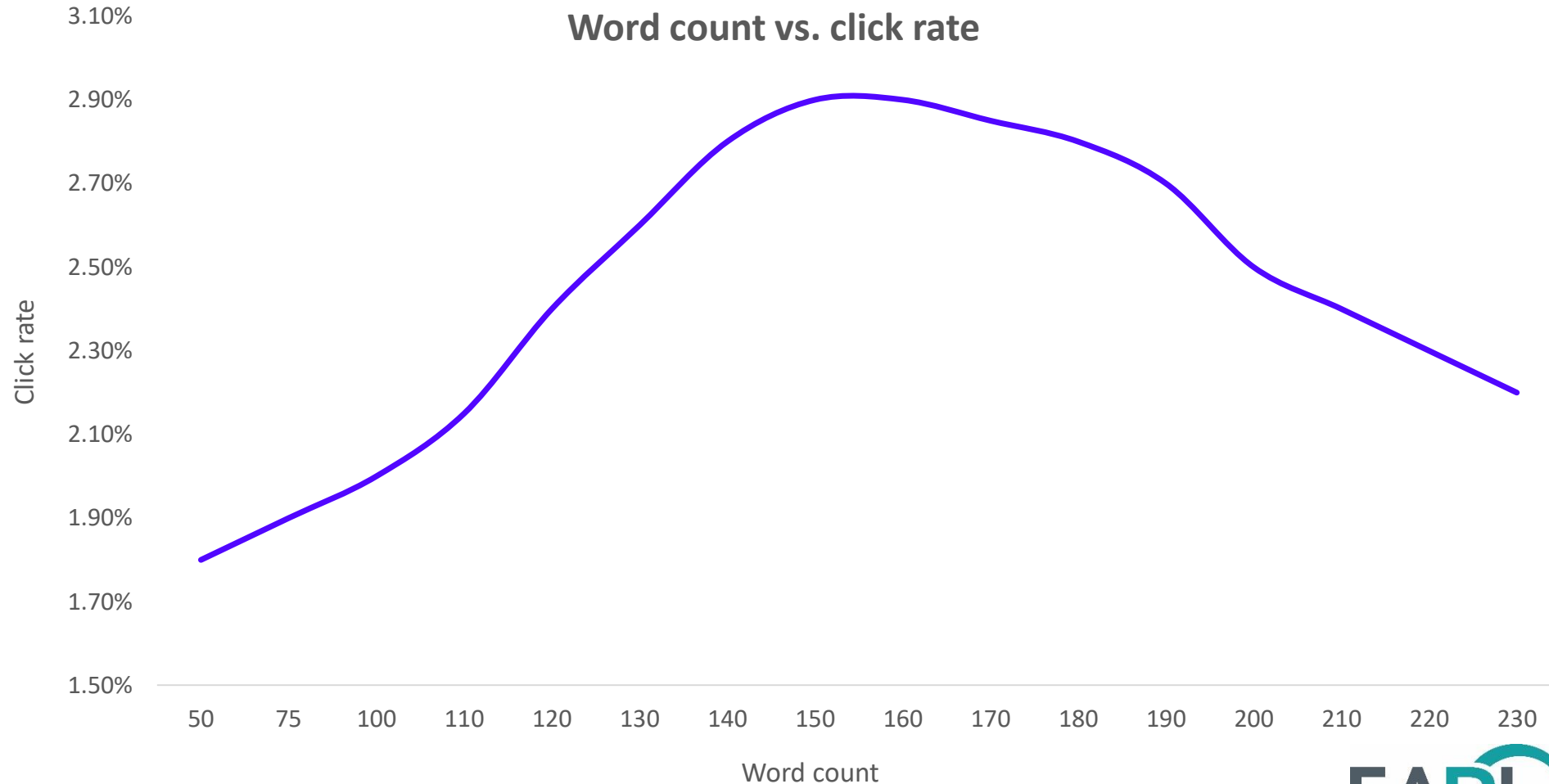
Phrase 2:

"Don't worry..."

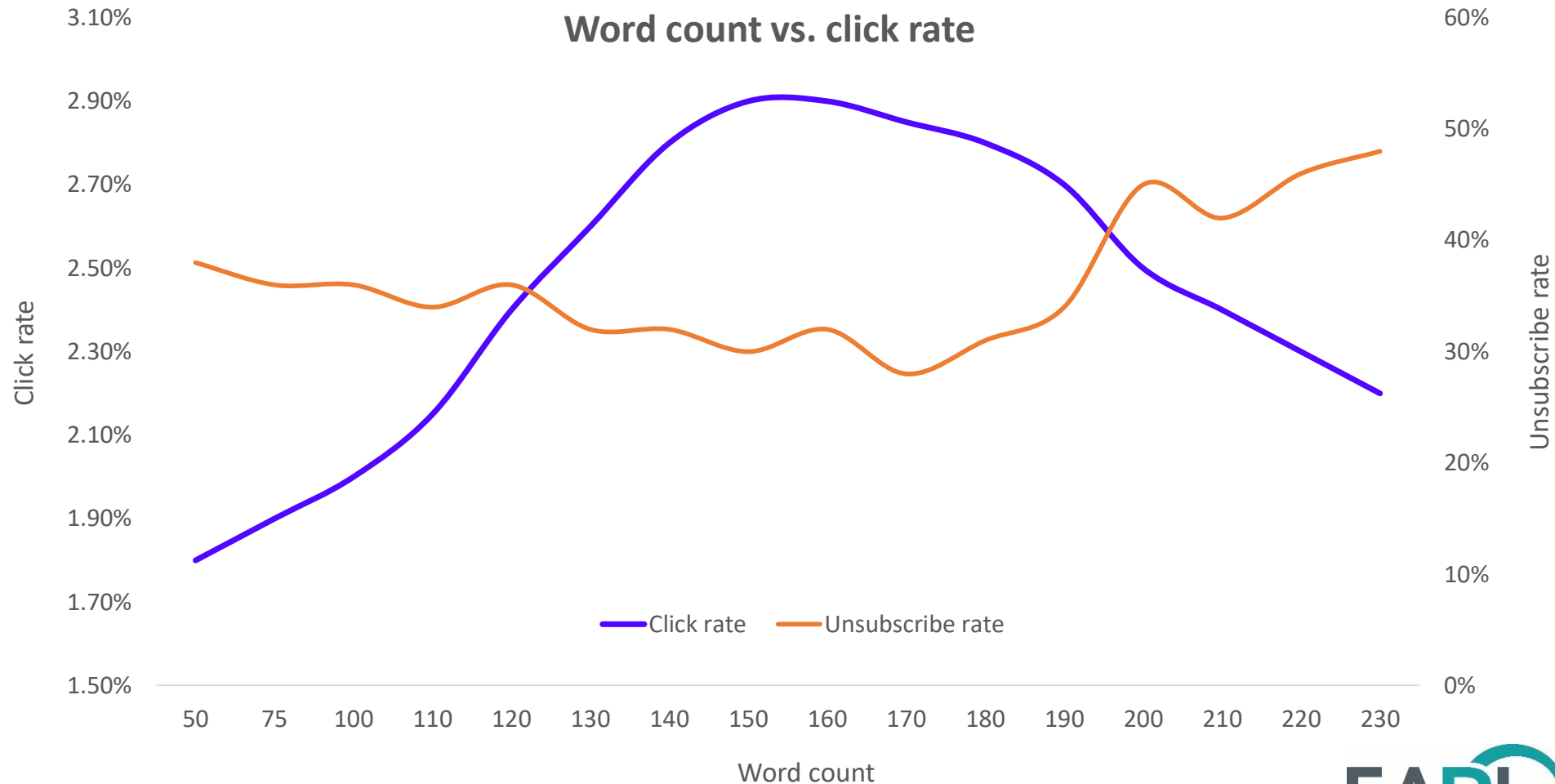
Which phrase got better engagement?

"We can help you manage" emails received more than twice as many clicks as "Don't worry" emails

Word count is also a fine art



And you must also consider the unsubscribe rate



Positioning the brand



**Focus on what
the product
does...**



**...not the
brand name**

...and one product at a time



Personalising the content



Each customer gets 10 emails

@ @ @ @ @

@ @ @ @ @

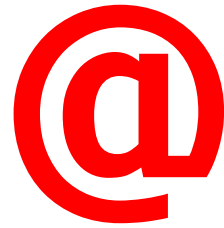
But on average, they only click
on one of these



Can we predict which one so we
can optimise the journey?



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Can we predict which one so we
can optimise the journey?



The emails can be split into two categories



Informative



Supportive

Machine Learning

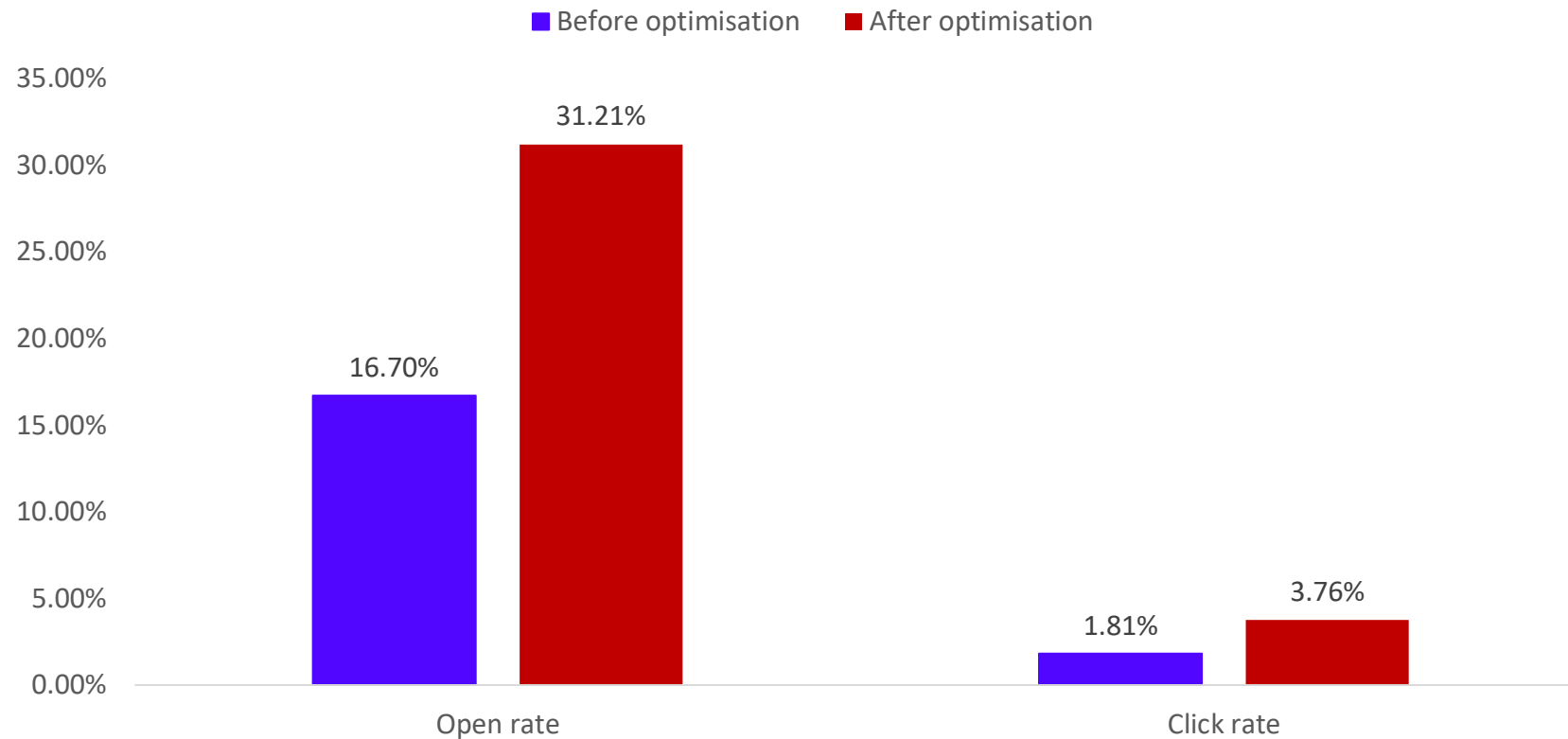
90%

Of email clicks predicted
correctly

Results

Engagement increased by over 100%!

Example: Open and click rates before and after optimisation



Summary



There's a lot to look at to create an amazing email

- When to send it?
 - Best performing days
 - Best performing times
- The text
 - Emotion / sentiment
 - Specific phrases
 - Word count
- Positioning your brand
 - Focus on the product
 - One product at a time
- Personalising the content



Need some help?

I've just gone freelance – and can help with:

- Customer database strategy
- Customer analytics
- Email marketing optimisation
- Reporting automation
- R training / business coaching

...and other bespoke data science projects!



Find and follow me on social media!



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Thank you!

Questions?

