

Promote Content with Evergage for Email



Email marketers have long faced limitations regarding the personalization of their messages. Historically, mapping specific items to specific targeted groups or individuals could only be done at the time of deployment. Using Evergage for Email, you can configure email messaging content to dynamically update based on the actions of each recipient.

Category	Evergage for Email	Vertical	Demand Generation
Topic	Dynamically promote blogs, videos, and whitepapers using Evergage for Email	ID #	302

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Example

You can use Evergage for Email to promote a specific item like a blog, video, or whitepaper within a set area of your email campaign. Once the recipient clicks the item to view it on your website, the email dynamically updates to promote a different related item based on previous activity on your site. You won't need multiple email campaigns to accomplish this, since all of the changes happen within the same email message. You can configure a fallback item that will show in the event that the recipient doesn't have an activity history on your site.

Segment

To achieve this personalization strategy, utilize segments that identify visitors who have viewed the particular items you are promoting so you can point them toward a different item of interest.

Actions | Action Count | did | any of specific actions | **Blog - View Article** | **WatchedVideoB** | at least 1 | time | for all time

Alternatively, use segments based on industry to deliver content that will most resonate with individuals in that field.

Location | Industry | User's Industry is one of | **Software Publishers (511210)**

Measure

Success would be measured in the clickthrough rate related to that element of the email campaign (indicating relevance of content) as well as increased web visitor engagement and/or an increase in the goals (perhaps form fills for demo requests, pricing requests, or whitepaper downloads) related to these content items.

Setup

Process

Here is a checklist of what you need to do in Evergage to create this play on your own site:

1. Create segments in Evergage related to web activity tied to items you will be promoting and/or segments related to visitor industry (pulling from Evergage's B2B Detect feature)
2. Create an email campaign in Evergage with multiple experiences to display follow-up content items related to initial click/view activity and/or industry

Reference Materials

The following articles from the *Evergage Knowledge Base* will provide process steps to help you execute this play:

- [Email Campaigns](#)
- [Target Visitor Based on Industry or Company Name](#)
- [Use B2B Detect for Segmentation and Targeting](#)