002 Email:
Gavin Laugenie explains why Preference Centres will take you to the next level

[00:00:01.650]
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[00:00:10.590] - Chloe Thomas
Hello and welcome. If you are looking to improve the performance and return on investment of your marketing, then you are in the right place. I'm Chloe Thomas, the host of this marketing focused podcast, and it's very, very cool to have you tuning in to what is just our second episode. So thank you first for, you know, sticking around for number two now because this show is brand new. I'm running a competition where you could win a Keep Optimising podcast T-shirt.

[00:00:38.040] - Chloe Thomas
Oh, yes. Now, stay tuned to the end of the episode to find out how to enter in today's episode. I'm talking to Gavin Laugenie about preference centers because this month we're all about email marketing. Yes. All five shows we're putting out in July. That's episodes one to five are about different aspects of email marketing.

[00:00:59.250] - Chloe Thomas
In today's episode, we're talking about a topic that I know a lot of marketers struggle to work out how to really use effectively, given how rich it can make our segmentation and therefore increase our sales. We really need to know how to use preference centre is better. And that's what Gavin's here to help with. We're just about to meet Gavin, but before we do, please do check out the sponsors.

[00:01:22.460] - Chloe Thomas
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[00:01:53.900] - Chloe Thomas

That's K L A V I Y O.com/master.plan. Today on chatting with e-mail marketing expert Gavin Laugenie, head of strategy of insight from Dotdigital, which is one of the leading e-mail service providers in the world. Now, Gavin has over 10 years experience helping businesses of all shapes and sizes, built their email marketing programs to increase customer lifetime value loyalty. And, of course, ultimately return on investment. Hello, Gavin. Hello.

[00:02:22.660] - Gavin Laugenie

Hello.

[00:02:23.100] - Chloe Thomas

How are you doing today?

[00:02:24.160] - Gavin Laugenie

I'm good. I'm good. You know, the sun has just come out. That's great. It was great just a second ago. But, you know.

[00:02:29.890] - Chloe Thomas

it's a good sign for our conversation, I think.

[00:02:32.130] - Gavin Laugenie

is a good sign. Right. You know.

[00:02:33.490] - Chloe Thomas

the sun is shining on clever email marketing.

[00:02:36.020] - Gavin Laugenie

There you go.
Gavin, how did you get into email marketing all those years ago?

All those years ago, you know, as I was a kid, is I always wanted to be in an email marketer.

Really? Me too.

No, it's totally fell into it. Tony bikes and I, I was selling ad space into magazines for Haymarket. Once upon a Time. And I was selling to this one business. And the woman I was selling to said, no, we don't want that. But we kind of like the sound of you. I think you could you could come away for us. And we do this thing called e-mail marketing. Like, what is that?

And then totally, totally fell into it. Got nothing to do. Who I studied. I studied politics at uni. What kind of political. With some some clients.

I'm sure a grounding in politics comes in useful in all some time

everything doesn't it. But yeah. Totally fell into it. It wasn't something that I'd thought of before. Email Probably wasn't the force that it is now. Back then. All those years ago. Probably about 15, 16 years ago. That was when, you know, I get a call or someone and they'd say all email marketing isn't spam, which which kind of shows exactly where we are now.

I don't think anyone necessarily thinks of email in that particular way.

Yeah, I remember back back at similar times to that. I remember when I was running a marketing agency at the time trying to sell email marketing services to retailers. And we'd go in and you go,
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wow, you've got a list of 30000. If you ever emailed them. No. All the email is spam. I'm never doing email. Like,

[00:04:11.420] - Gavin Laugenie
right.

[00:04:11.880] - Chloe Thomas
I can't work with that. I'm not a good enough salesperson to work with that. But it's

[00:04:15.130] - Gavin Laugenie
yeah.

[00:04:15.510] - Chloe Thomas
It's mind blowing now that people were just so closed off to it,

[00:04:19.310] - Gavin Laugenie
so close to it and now they actually see the benefits of it as probably because of an increase in technology as well. And with day it tends to bring along people's sort of understanding of what they can do. So. Yeah.

[00:04:33.790] - Chloe Thomas
Yeah. Better times now. And your you're here today to talk about preference centres and data, which is something which I know I was talking about 15 years ago, but the technology to do it was incredibly difficult. So we kind of was on these things you talked about in conferences, but you never actually really did. But now the tech is there to do it and retailers are starting to embrace it on that. So why should it? Are those listening be embracing the idea of preference centre?

[00:05:03.160] - Gavin Laugenie
I mean, let's let's be honest here. Why not just just a crazy idea? Why not? Let's just ask the people that you're sending your messages to what they want. Crazy, crazy, crazy idea. And then once they tell you what they want. Well, then maybe you can send them exactly what they're looking for rather than guessing is it's one of these things where we always assume that we know better. We assume we know what our customers want.

[00:05:34.130] - Gavin Laugenie
We even assume sometimes that we know who our audience are specifically. But we can never know that the only way we’re going to know is through the data. The data never lies. It tells us exactly where we should be and what we should be doing. And Preference centre is help us get to that place is a natural progression for any business who has started off collecting either email addresses, phone numbers, whatever to contact people. It's the next step is to find out exactly who these people are so I can market to them better.

[00:06:06.310] - Gavin Laugenie

While we’re striving to to sort of get to that place where on a high street, you know, use a local high street when you walked in to the door and someone knows exactly who you are or we’ve got your room. Fishing Weekly, I don't know why Fishing weekly came to mind, but we know I don't even fish. But you know, Gavin, we’ve got your fish weekly magazine. The local store owner will know that about me and, you know, straight away.

[00:06:31.360] - Gavin Laugenie

Yes, I do need that. We lose that when we're on a high street, but it is possible to gain that's all them. That's all highstreet feel, that's personalized feel in a digital world that we’re just you know, we're creating that that feel that we get through the data we we collect of people and preference centre is the way that we develop. That's that personal touch.

[00:06:56.860] - Chloe Thomas

because a lot of companies are trying to do that personal touch simply by looking at what people are doing rather than what they're telling you. So what was the added benefit of getting the telling you dates? And not just they they looked at shoes last week, data?

[00:07:09.860] - Gavin Laugenie

It's this is a term that I sort of love. And it's it's you know, creating your digital body language because it's it's something that helps diffuse the sort of implicit and explicit data. Again, going back to the same sort of experience you'd have in a store.

[00:07:27.690] - Gavin Laugenie

And I always take this back in my head to when I used to work in the Gap, when I used to work at a Gap. You'd have a certain you know, you have like prejudices. Someone walks through the door, you can see how they're dressed. You think, ultimately, I know what you're going to need, but then they make a beeline for a particular table and, you know, all wall of denim or something like that.

[00:07:45.990] - Gavin Laugenie
And in straight away, you’re going to have to take what you should what you can see about them, coupled with what they’re looking at to give them exactly what they need. And that’s why just looking at that sort of implicit data that you have know people, you know, going on a Website, looking at particular things. That’s one side of the fence. The other side is actually telling you exactly what they want. And then you confuse those two pieces together, together.

[00:08:13.660] - Gavin Laugenie
to get that digital body language, something that you’ll be able to do off-line pretty easily and do it online in just the just the same way.

[00:08:21.390] - Chloe Thomas
I love your example of the Gap because it’s like, you know, you could have be someone who who walks in through the door, go straight over to that wall of denim that you mention and you go, you know, that Gap person comes over to talk to you and you as the customer go, I love your denim. But it just doesn’t fit.

[00:08:36.680] - Gavin Laugenie
Yeah.

[00:08:37.080] - Chloe Thomas
You know which then that gives you the challenge of let me prove to you that it will fit.

[00:08:41.040] - Gavin Laugenie
Yeah.

[00:08:41.670] - Chloe Thomas
the salesperson or it gives you right. So what can I help you with today? You know, we know you love the denim. Have you tried this? Have you tried that? Which unless you’re actually having that conversation with the person.

[00:08:51.880] - Gavin Laugenie
Exactly.

[00:08:52.880] - Chloe Thomas
Your behavior is giving them exactly the wrong piece. So do you like? Denim obviously is one of the questions we could ask in a preference centre. But, you know, is it a preference centre these days. Questions like, do you want e-mails weekly or is it what products are you interested in? Or is it do you want the sale and other e-mails?

[00:09:12.630] - Chloe Thomas

How do we structure that, those choices that we give the customer so we don't limit ourselves in the future, but we're still giving the customer segment, I guess, segmentations we actually going to use.

[00:09:24.180] - Gavin Laugenie

Yeah. There's so much in that question, because one of the main things you've got to ask yourself is what am I willing to offer? I spoke about this with someone just yesterday, infact, talking about kadence, you know, should I be putting in a preference centre? How often I'm going to send emails to people will that gives you instant issue, because let's say I'm going to send five emails a month. Let's let's say that for argument's sake.

[00:09:50.820] - Gavin Laugenie

That means every time I send out an email, I'm going to have to tick off a box for you, Chloe. You said you said five e-mails. You a good amount. I'm going to say, okay, I've said three already. I've got another two. I can send you. I've got another five. I want to send this month. How many of those should I send to you? That makes it so difficult because you can never, never make a decision for that person why should be sending.

[00:10:17.290] - Chloe Thomas

And that's the cost. Customers on. They're not really thinking in terms of. Yeah. I'm willing to get two emails from you a month. What they really want is two good e-mails from you a month. And to be honest, if you set them three good emails, then they're not going to go, oh, oh, I'm not going to read the third one because I told you, you allowed send two.

[00:10:35.640] - Gavin Laugenie

What defines a good e-mail? Right. You can't you can't make that decision. You leave it to them. So if you if you give them options on, I don't know, promotions, you know, specific information about particular products, nuances, whatever, and then maybe events or God events

[00:10:57.000] - Chloe Thomas

Yeah, interesting idea.
Anyway. So those those those three things, you give them those options and they tell you they want to hear about all three. Well, then it’s up to you then to deliver good content for each of those each of those categories and then give it to them. It’s the same old experience. We used to say, you know, there’s three things I want to I owe you some money. There’s an event I want to tell you about as well. And it’s your birthday.

Why do I want to give you the money from your birthday? And there’s an event later. I can’t speak to you about those two things. I can only choose one of those. What’s going to be best for you? Well, actually, you’re going to want to know about all of those three things. So if I give you the chance to be told that, then I know exactly what to deliver to you.

So for a successful preference centre then where we’re looking to ask to enable the customer to answer questions. But we’re actually able to deliver on and don’t cause us a massive headache.

Yeah.

But. I'm also getting the sense it's a less is more. So, those ridiculous, I say ridiculous, those preference pages. I shall not lead the witness, those preference pages you get that take up. The whole of a large desktop screen with endless box is you can tag. That's not where we want to start with our preference centre.

That's a key thing you just said they were. You want to start with it? I say, you know, you can always, always be testing and develop that preference centre don’t think whatever you start off with has to be what you remain within, you know, two years time, whatever. Do you know, you can develop it and change bits and pieces and add and along the way. But it’s it’s where you want to store ask those specific things that is gonna be helpful to you and to the to the customer as well.

It’s just like when you’re collecting data in the first first instance, you don’t want to ask too many questions of that person because all switched off. But if you ask the to the you know, the nitty gritty
that the bits and pieces that are actually going to help both of you, then that's fine. But also, if they
don't fill out bits and pieces, that could be a leading question to you as well. So if you ask, you know,
you've got like six questions on your preference centre, but you find the only people are answering
three of those will.

[00:13:12.590] - Gavin Laugenie
Well, it might mean that those other three mean nothing at all. So maybe that's a point you take to
get rid of those and simplify even more.

[00:13:20.240] - Chloe Thomas
You you bring an interesting point into that Gavin. Which, as you said. When someone signs up, you
might ask them explains it.

[00:13:25.670] - Chloe Thomas
I'd say, at which point do we give someone the preference centre? And and I guess we give them all
in one go.

[00:13:36.080] - Gavin Laugenie
Well, let me cop out on this one and say you it always, always tested. Always tested. That's that's the
one thing you need to do. But why would say is it as to when to expose them to the preference
centre? It should be almost straight away. So you you get them to sign up. Whether or not you got to
do a locked in, this is up to you. So you get them to sign up. And then within the welcome program,
that nursery program, whatever you want to call it, you have a link to it there.

[00:14:03.440] - Gavin Laugenie
You say you say, oh, this is what we're all about. You know, to try to bring you in our world. But
actually, in the same way, we want to know more about you as well. So tell us more about you. This
is where you can tell us more about the Preference centre. I think if you leave any later than that,
you lose that sort of connection with people and you might get them to fill out the preference
centre.

[00:14:27.350] - Gavin Laugenie
But that's not to say that you shouldn't always be there in your campaign. I think if you're sending
out your, you know, your regular comms in the footer, it should be there all the time. You know, she
can make space for the real estate at the top of the page as well. Great. I think it's always there. The
greatest examples I've seen are ones that with in your e-mail campaign, you can actually see your
preferences there.
[00:14:55.310] - Gavin Laugenie
So if you do want to change it, you can see straightaway in your campaign. You can click on it and then then go to the next step.

[00:15:02.440] - Chloe Thomas
Nice. And you said about we have someone they sign up on the websites. They give us their e-mail address. They start getting the welcome or the nursery campaigns tell them about the brand. And at that point, you give them a link back to the preference centre. So it’s kind of an optional, not a forced part of the funnel.

[00:15:19.260] - Gavin Laugenie
Oh yeah.

[00:15:19.280] - Chloe Thomas
So they can ignore it if they want to. We're not.

[00:15:21.240] - Gavin Laugenie
Yeah.

[00:15:21.640] - Chloe Thomas
So we you wouldn't recommend doing a email sign up and you fill in your details and then the next page you land on the preference centre.

[00:15:29.570] - Gavin Laugenie
Well, it is this is this is the case for testing. So you can see then at that point in time whether or not the next step should be should be open for them to stop filling out a preference centre. In some cases, I’ve seen that people get overwhelmed and they switch off straight away after sort of signing up. But test it. You know, there’s there’s no there’s no harm in testing it. If it’s wrong, then scrub that and you can move on to the next step.

[00:15:55.610] - Gavin Laugenie
That's a great thing about, you know, working in this this industry that and we can test things pretty, pretty quickly if we can see we're getting a sort of adverse reaction of having a list of preferences straight away then we don't use that. But you'll never know until the until you test it. So that’s that’s
where I can cop out. But you do need so you do need to have those those options available and seeing if it works for your particular audience.

[00:16:24.390] - Chloe Thomas
And you mentioned, you know, some of the best that you see are the ones where people are actually reminding people of the preferences they chose in any to email. Have you got a couple of a couple of retailers we could all have a look at who would do this particularly well?

[00:16:39.190] - Gavin Laugenie
I knew you're going to say that I've gone blank now. You've got me. You've got me. There was a there was a magazine I used to see all the time that I used to have that that's a thing in there, I tell you one who did have it and got rid of it for some sort of strange reason. Marks Spencer's, they used to have that in their in the foot of their campaigns, and then it just disappeared for some reason.

[00:17:03.530] - Gavin Laugenie
I don't know why it is so sad that

[00:17:06.680] - Chloe Thomas
I was hope that's testing.

[00:17:09.070] - Gavin Laugenie
One would hope testing.

[00:17:10.530] - Chloe Thomas
Not just someone looked at it and went, I don't like that and got rid of it, which is probably what happened.

[00:17:16.940] - Gavin Laugenie
Well, I haven't said that. You said that.

[00:17:18.890] - Chloe Thomas
Yeah. I said that. Well, I'm allowed to say that, alright.
[00:17:23.230] - Gavin Laugenie

Yeah. Yeah, there was. I mean, yeah there is. But I’m trying to think of the name of a magazine that that does it, Shortlist Media. That was it. I got there, Shortlist Media.

[00:17:35.410] - Chloe Thomas

They are the one of the free magazines. It’s given away on the cheap in London. Back when we used the tube in London.

[00:17:40.330] - Gavin Laugenie

where we used to use the tube in London. Yeah, but it was great because what they had was the days of the week that you subscribe to because they would cover different things on each day.

[00:17:51.240] - Chloe Thomas

Yeah. They had like a tech day, and a style day, and a men's day and...

[00:17:54.590] - Gavin Laugenie

Exactly. So you could see that in the foot of the e mails as you scroll down, you saw that you would take it on. And, you know, if did the take that he was on stage thinking, I need to hear about that. Click on that. Opens up the preference centre. Away you go.

[00:18:08.060] - Chloe Thomas

Yeah. This thing, it has to be easy for the customer to use as well as useful to us. I guess in some ways at the preference centre is is the space where we test out how well we understand the customer and we give the customer to tell us how badly we understand them. Because,

[00:18:22.870] - Gavin Laugenie

Yeah.

[00:18:23.340] - Chloe Thomas

like you said, if we set up a preference centre initially and no one's taking anything, then we’ve given them the wrong options.

[00:18:29.780] - Gavin Laugenie
Yeah, well, the other thing as well is and you you might cover this in in another another podcast, but surveys as well. It kind of goes hand in hand. It's it's the same sort of thing. You're asking the audience what they'd like. So if you want to add more or take some stuff away from the Preference centre, why not just just ask people what sort of things that they're looking for.

[00:18:52.970] - Chloe Thomas

A good way to get into it? It is to do a do a pure survey which isn't influencing your data selections. Why you say you kind of test out your preference centre first. You're not accidentally creating a scenario where you know how to email anyone about anything.

[00:19:07.700] - Gavin Laugenie

Exactly. Which is not interesting.

[00:19:09.980] - Chloe Thomas

Oops...

[00:19:11.060] - Gavin Laugenie

your best, are there?

[00:19:13.080] - Chloe Thomas

And are you a fan of a lot of companies? When you click on Subscribe these days, you go through to a preference centre before you can unsubscribe. Is that good practice?

[00:19:22.760] - Gavin Laugenie

Yeah, it's, it's, it's one thing you should be offering, which is again in the future, the email. It's an option to unsubscribe right next to it or amend your preferences. So it's it's it's one of the one of the other. I think you should always give people the option to unsubscribe.

[00:19:40.700] - Gavin Laugenie

But at the same time, if you highlight the fact that you might not be getting what you expect to be guessing because you haven't filled out your preferences, well, then you should be seeing that, too.

[00:19:51.610] - Gavin Laugenie
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Yeah. Don't put any barriers up to to people unsubscribing because know people need to describe. But hopefully the idea is by using a preference centre, you reduce the the the numbers of people unsubscribing because you are getting exactly what you want.

[00:20:07.940] - Gavin Laugenie

If you have got a preference centre and it's been optimized and people unsubscribe, then, you know, there's no there's no way you in a safe save that person. But if you don't if you don't give them the option, they all definitely going unsubscribe.

[00:20:21.720] - Chloe Thomas

Yeah. And that's I guess that's one of the things, isn't it, preference centre, as are in the the over the long term, they're about giving people better quality content so they never even occurs to them to want to unsubscribe.

[00:20:32.160] - Chloe Thomas

But they have that role to play in stopping them at the moment when they consider unsubscribe.

[00:20:37.910] - Gavin Laugenie

Yeah, yeah. You definitely you've got to make sure your your you're making look at your point across, you know, you've got some USPs. Explain to people what these USPs are. And hopefully they're highlighted in those categories that you're going to be putting into your preference centre is

[00:20:52.640] - Chloe Thomas

Nice. Well, Gavin we are going to pause for a second now for a reminder of our sponsors and then we're going to be talking about the wider world of email marketing. We don't let you let loose across everything.

[00:21:04.100] - Gavin Laugenie

Okay?

[00:21:06.130] - Chloe Thomas

It's safe to say that most of us have been doing more shopping online lately. And if you're an e-commerce brand, that means you might be seeing more first time customers. But once they made that first purchase, how do you keep them coming back? Well, that's what Klaviyo is for. Klaviyo is the ultimate email and SMS marketing platform for e-commerce brands. It gives you the tools to
build your contact lists and memorable emails, automate key messages a more way, way more, whether you are launching a new business or taking your brand to the next level.

[00:21:33.680] - Chloe Thomas
Klaviyo can help you get growing faster. And it's free to get started. Visit Klaviyo.com/masterplan to create your free account. That's K L A V I Y O .com/masterplan.

[00:21:48.240] - Chloe Thomas
Okay. Gavin, so far we've gone deep into preference centers, but now you get to wow us with your insider knowledge about the whole of e-mail marketing. So for the following questions, your answer can be anything to do with e-mail marketing, which, of course, does include preference centre. So you can still mention Preference centre.

[00:22:05.710] - Gavin Laugenie
Okay, slim them up.

[00:22:07.210] - Chloe Thomas
I can see you across the video. Guys, listen, you can't see he is literally limbering up. It's quite impressive. Gavin, you ready? Finished. Limbering?

Yeah, I think I'm okay. All right.

[00:22:15.820] - Chloe Thomas
Okay. Cool. Let's start with the email marketing newbie advice. If we've inspired someone to take their first step with e-mail marketing today, what do they need to know to give themselves the best chance of success?

[00:22:28.080] - Gavin Laugenie
To give yourself the best chance of a success. Is fill the funnel. Make sure it's easy for people to sign up to receive e-mails in the first instance. Offer that. Yeah, it's it's open to you exactly what next steps to take. But if you don't make it easy for people to sign up, whether it's online or offline, Do I remember offline? whether it's online or offline, make it easy for them to sign up on your Website in your stores.
You know, SMS sign up as well as if you've got that functionality. Make it easy for people to join your mailing list.

Hexton. Okay. Now, then, once you've started, of course, you've got to keep optimising. So what's your favourite way to improve Email marketing performance?

Split testing. It's easy only because, again, as I said earlier, everyone always assumes they know best. Okay, let's take a subject line, for example. I'm trying to get more open because more open should lead to more clicks. More clicks should lead to more traffic, more traffic, a conversion drive. So I'm going to optimize my my subject lines. And I think this is going to be great. Okay, cool. But all you're doing is your hypothesising, right?

So you need to take that hypothesis and give yourself some sort control in there and a change to whatever the control usually is and test it out. Give yourself time to get results back properly. Don't just test it for an hour, you know, test for a good three or four hours to make sure that that change is bedded in. And then you consented to remain in the database. But. That's not where it ends, right? You know, people do one test and go correct it.

That's it. That's what works for me. No. Continue testing and give yourself time to test. The one thing that is going to be really helpful to you here is getting yourself a bit of technology. Dotdigital technology is going to make it easier for you because testing isn't isn't rocket science, but it's time consuming. And that will chop into your your bottom line and or. Which is why you do it in the first place.

So yet anyone out there who is still on a system which doesn't make split testing easy needs to to move.

You'd need to straight away.
[00:24:53.800] - Chloe Thomas

Yeah. And we should also say, well, don't split testing. We should say that you should be looking at the financial result of the split test, not the opens or the clicks. It's all about the money because that's the only bit that matters.

[00:25:06.780] - Gavin Laugenie

Well, why do I tend to mention opens and clicks, because I know that's what people are looking for. But you're right. You're right. Why do anything? unless its making you more money. If this is making you more opens and this is making you more money, well then I know which one I'd be going for.

[00:25:22.740] - Chloe Thomas

Yeah.

[00:25:23.630] - Gavin Laugenie

But you know. There you go.

[00:25:25.360] - Chloe Thomas

Yeah. Okay. The next question then is that it's impossible to improve our marketing unless they're monitoring the performance. But the list of stuff we could monitor can be overwhelming. So what for you is the number one e-mail marketing KPI?

[00:25:38.680] - Gavin Laugenie

We just said it. ROI

[00:25:40.710] - Chloe Thomas

Do you think we completely already cover every money.

[00:25:44.280] - Gavin Laugenie

If you're not looking at that and then I don't know what you're looking at really it's, it's, it's still guess be because brands always say, yeah, open rates really down. You know, we're not getting the same open rates anymore. And then they ask, well are you getting good ROI? And here's the that's the kicker, because a lot of the time, brands don't know how to calculate ROI.

[00:26:09.240] - Chloe Thomas
I've got to ask you now, how would you calculate email marketing ROI then?

**[00:26:13.300] - Gavin Laugenie**

Well, you can just look at the revenues of the channels generating and you can get that quite easily. This is like a really rudimentary you can gather the revenue that's being generated on Google Analytics or something, and then you can look at the number of people you're sending to and just do a quick, quick equation based on that. And then you can break it down even further to those who have opened. Then you can break it down even further to those who have purchased.

**[00:26:40.930] - Gavin Laugenie**

And then you can get your, your value email that way. So you've got a couple of different metrics there. And then if you want to, you can break it down even further to specific sources. So it could even be that email addresses that I've collected off-line versus online or in a pop ups versus in the footer of the page or some third party work that we've done with another business, like a collaboration or a competition. And then you could start to break it down by that.

**[00:27:09.420] - Gavin Laugenie**

But those are very simple, rudimentary equations that can that can give you your ROI.

**[00:27:16.480] - Chloe Thomas**

I like the way you've explained those, because I think in many companies, the cost of e-mail marketing is just person overhead. It's like a number we pay each month. And then when people try and work ROI they get hung up on how do I divide the money that it cost us across, the activity was actually if you take the money out the equation and you do it as a sales per cent or a sales per open or sales per click, suddenly you've got a number you can use to compare everything without having to find a way to divvy up the the cost, which I like. I like this equation.

**[00:27:51.100] - Gavin Laugenie**

I mean, I still have to go into that anyway. But there you go. That's it. That's a really, really simple way of doing it.

**[00:27:57.250] - Chloe Thomas**

But the thing is, is that sometimes you just need the simple equation because you can get hung up on the complex one. And then you don’t make any decisions which, you know, what's the point of a KPI if it isn't how you make decisions?

**[00:28:08.030] - Gavin Laugenie**
Exactly!

[00:28:08.710] - Chloe Thomas

Right, well, Gavin. Finally, it's crystal ball time. What is coming up in the next six to 12 months that we should be getting ready for with our email marketing?

[00:28:16.660] - Gavin Laugenie

Right. I might be a little bit controversial with this one. I don't know if it's controversial, but there are changes coming in terms of tracking and what we're able to track. It's not clear at the moment. It's pretty grey. I've spoken to a lot of different people as to what exactly is happening, and no one really knows. But it looks as though we're going to have to be completely open, honest and transparent about what we're doing when we track people.

[00:28:46.900] - Gavin Laugenie

Which could mean that when someone clicks on an email, we don't know. Who's a person is? Or even someone to collect. If we were moving that tracking. So what we're going to have to do is be more. As I said, open, honest and transparent about how we're using your data and why we're using it and what benefits at some you're going to get off the back of it. So it's all about that sort of data exchange.

[00:29:15.350] - Gavin Laugenie

Look, yes, we are tracking you, but the benefit of us tracking you is that you're going to get more relevant content. And the more relevant the content is, the less spam you're going to see.

[00:29:28.050] - Gavin Laugenie

So, yeah.

[00:29:29.830] - Chloe Thomas

I'm not going to push you to get into the legal stuff that's going on that's causing this, but that essentially what we're talking about is the next step in the trend that's been GDPR and cookie laws. And there's data privacy thing and it's now reaching the point where it's going to affect potentially fact depending on how it all drills down. Our email reporting.

[00:29:53.190] - Gavin Laugenie

Potentially. I mean, it could just be a bit of a storm in a teacup because let's look at cookie laws, for example, when you go on a Website, how annoyed are you every time that you get this ban to come
up with that says who would you like to confirm what cookies we can try? I don't care that that's typically what people do. Not everyone, actually the only people really that go into it and have a look at exactly what's being tracked to people like you and I.

[00:30:19.140] - Gavin Laugenie

Because we're we're interested. Everyone else is just like, well, this is annoying me and it's spoiling my browsing experience, having this benefit. I just want get rid.

[00:30:30.720] - Chloe Thomas

might well spent on that. I'm going to rant for a second. The worst are the ones where I've told you can have all the cookie permissions you want. And I come back here every day and every day you still give me the cookie permission pop up. It's like that's just the worst usability ever. Please, please stop doing that.

[00:30:49.790] - Gavin Laugenie

You know, this is almost like a good way to finish. Well, we'll finish exactly. But it goes right back to us talking about at the beginning of the experience you have in a local store, you walk into your local store and that person remembers you and you have a great customer experience. That's what we're trying to deliver. So if you're taking that away from it all, it just spoils it and people will start to go to places where they get a great customer experience and they won't come to any.

[00:31:17.730] - Chloe Thomas

And of course, what we've always found out with all these is these legislators come in is that customers are perfectly happy to give us their data if it's improving their experience. They have no problem with it at all.

[00:31:27.950] - Gavin Laugenie

There you go. You should only be worried if you're trying to exploit their data, also their data. Who you.

[00:31:35.400] - Chloe Thomas

Let's save that for another podcast.

[00:31:38.010] - Gavin Laugenie

Well, lets slidestep that one.
[00:31:40.360] - Chloe Thomas

Gavin, we are pretty much at the end of the show. So could you please let the listeners know a bit a bit more about Dotdigital and where they can find you?

[00:31:48.220] - Gavin Laugenie

Yep. So we are dotdigital, engagement cloud is all our platform. I probably shouldn't have to say this anymore, but people might remember us as dotmailer we are we're a platform that allows people to connect with their customers on whatever platform it is, an eCommerce, CRM, off-line with web posts, etc.

[00:32:12.140] - Gavin Laugenie

and then empowering them with A.I. automation preference centres. Great, we've talked about Preference centre today, allowing you to sort of segment your data but also connect with people on a number of different channels. So email is our bread and butter, but SMS, social mobile, WhatsApp chat, Live chat has been a great thing at the moment. But we know we allow people to connect with their customers on a number of different channels. And I think that's another thing to add to Preference centre, as well as what channel you'd like to be contacted on.

[00:32:48.030] - Gavin Laugenie

So we're helping a number of people contact their, their databases in the best way possible and we allow ease and speed of use.

[00:32:58.600] - Chloe Thomas

Cool. And I believe you got an offer for the listeners as well.

[00:33:01.160] - Gavin Laugenie

Yes. So not a not a specific offer necessarily. But if you go through to our website, dotdigital.com/pages/offers, you'll be able to get some offers there. And. And yeah, you'll be able to to get the best thing for you.

[00:33:21.270] - Chloe Thomas

Awesome. I love it. Well, it Gavin, thanks so much for being on the Keep Optimising podcast today. It's been great ways to catch up with you. So thanks for sharing your email marketing expertise with us.
No worries. Thanks for having me.

Well, it's always a pleasure to catch up with Gavin because he's so knowledgeable about email marketing, especially those more sophisticated tactics that many of us never quite get round to putting in place. And hopefully we've we've changed that today. He also makes it just so clear what we should be doing with our preference centers. It's certainly an area I know I've made mistakes in or got confused about in the past. It's well, he's as we go.

I know we need to preference centre, but I just can't quite work out what to put in it. So you never quite get anywhere. And I think after everything he said, said in this episode, you should be able to get past that and start making Preference centre be a key part of how you go about improving, improving the performance and the return on investment of your email marketing, which is what we're here to help you do.

Now you get links to everything. Gavin and I discussed the full transcript of the episode. Important notes are more apt to keepoptimising.com, and that's optimising with an S, not a Z. Please do let me know what you think about the episode too. And the easiest way to do that is via Twitter or Instagram with the hashtag #keepoptimising.

As part of my mission to help you improve your marketing. I've invited all five of our e-mail marketing specialists to join us for a Q&A webinar at the end of the month.

That's gonna be your chance to get your questions answered. So if you've been deliberating or exactly what to put in your preference centre come along and ask the question. You'll get Gavin's point of view and that of the rest of our specialists. Now, I know a lot of you love the questions I ask, but I'm sure you've got some of your own. So please do get registered for the webinar. Anything on email marketing will take questions on all of it to get registered.

Just go to keepoptimising.com. Remember, that's optimising with an S, not a Z. And there you will find out all the details of how to sign up. The webinar is totally free and it'll be lovely to see some of
Keep Optimising Podcast: https://keepoptimising.com

you there. So I get to connect with you and find out more about what you like about the podcast and maybe what you don't like to. Thank you very much for tuning into this episode of the podcast.

[00:35:29.460] - Chloe Thomas

If you're new, then please do check out. Episode four where I'm talking everything. Email capture with the marvellous Kate Barrett, because that one really fits nicely with what you've learned in this episode. And please do tell your fellow marketers about the show, because it's that I'm on a mission to help as many marketers as possible to improve the performance of their marketing. One of the easiest ways to spread the word is to take part in our launch competition.

[00:35:55.230] - Chloe Thomas

Kudos to you for holding out right to the end to find out how to enter the competition. And what you can win is a Keep Optimising podcast T-shirt. Yes, we're going to be giving a T-shirt away every week in July and August to able in with a chance of winning. What you need to do is find the show on Apple podcast. So search for Keep Optimising on Apple podcast. Once you found us hit, subscribe and then write and review the show.

[00:36:22.710] - Chloe Thomas

Then take a screen grab of your review and share that on Twitter or Instagram with the hashtag. #Keepoptimising that's K E E P O P T I M I S I N G. Okay, so hashtag. #Keepoptimising. We're gathering up. All those entries will be sharing and liking them as well. Give you a bit of kudos. And then each Wednesday will pick one winner totally randomly and that person will win a T-shirt, will gain contact, ask you what size you want etc etc and then get it on its way to you.

[00:36:57.570] - Chloe Thomas

We're gonna be doing that until the 2nd of September. Full details about the competition and everything else to do with the show or keepoptimising.com with an S not a Z and I hope I get to send you out a T-shirt very, very soon because I'll be kind of cool isn't it. Now, make sure you have a great week and listen, end to the next episode so I can help you to keep optimising your marketing.

[00:37:22.430]

Access everything Keep Optimising, at keepoptimising.com that's with an S, not a Z.