



30 Ways to Personalize Your Emails

1

Use personalization tokens from specified data fields in email copy

1. First name
2. Association Name
3. Membership Level
4. Membership Status
5. Geographic Location
6. Milestones (achievements, activity, events)

2

Personalize through segmentation

1. Formal Persona
2. Interests or Preferences
3. Committee Involvement
4. Shopping Behavior
5. Web Behavior (content viewed, downloads, etc)
6. Membership Level or Status
7. Email Engagement
8. Geographic Location

3

Personalize with dynamic content

1. Newsletters
2. Banner Ads
3. Imagery
4. Messaging
5. Featured Products
6. Product Recommendations
7. Offers

4

Personalize through automation & triggered emails

1. Web Page Visits
2. Downloads
3. Form Submissions
4. Membership Renewal Date
5. Birthday
6. Anniversary
7. Achieved Milestone
8. Event Registration
9. Recent Purchase