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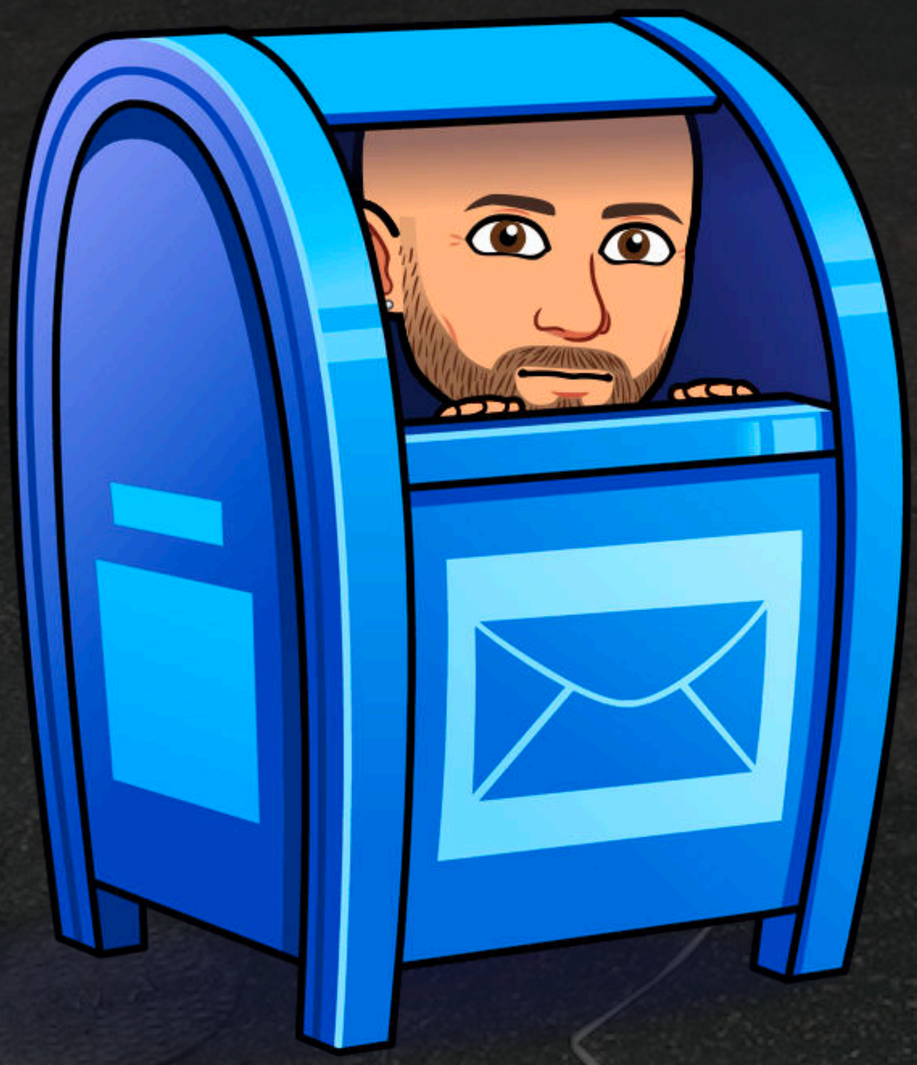
— How Excessive Email Marketing can Backfire



Paul Trubas
UX/UI Designer

— Recently…

When I checked my E-Mails…

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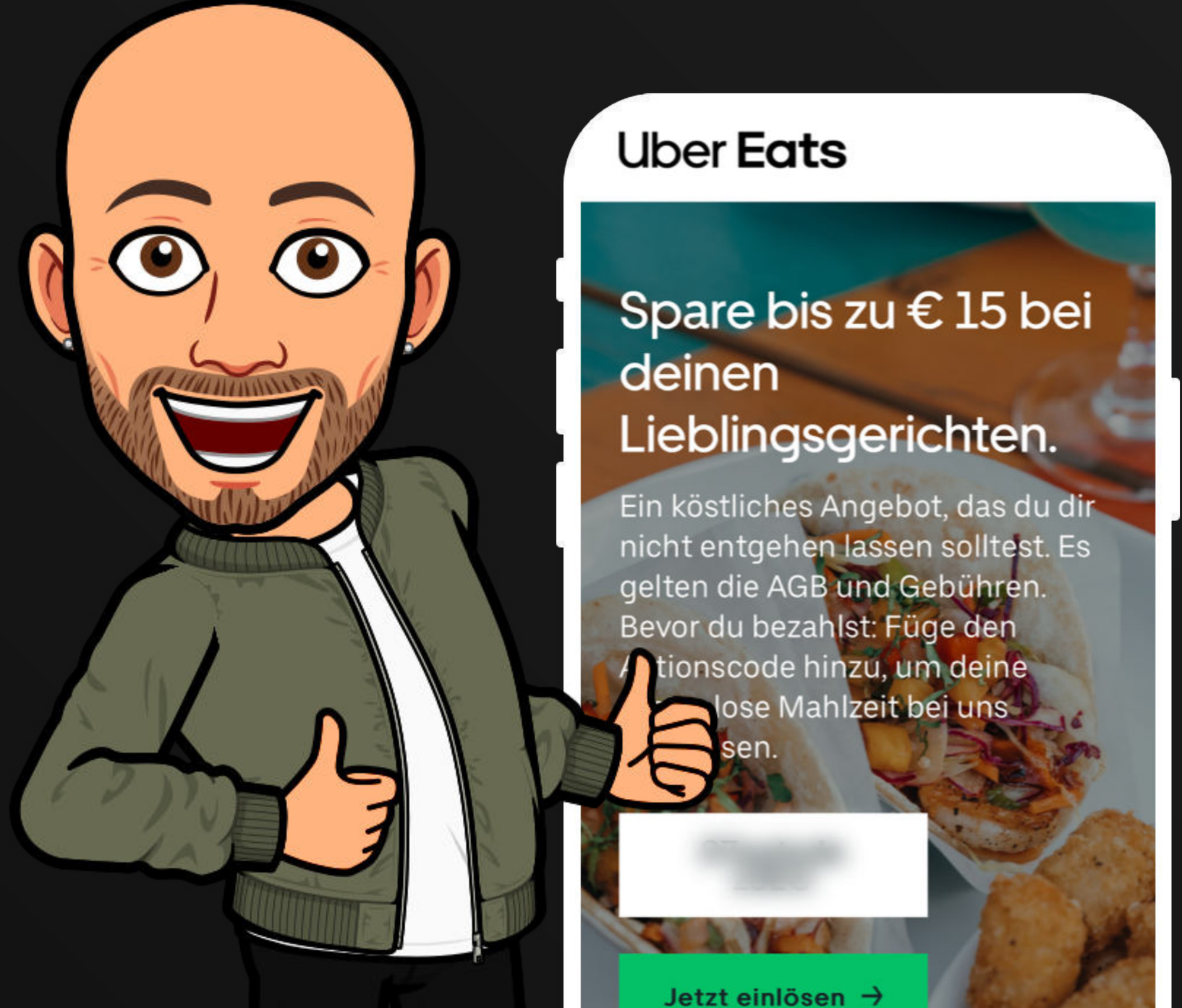
— I noticed…

Uber sent me another mail promoting their new delivery service Uber Eats.

— Uber Eats…

Gifted me with a 15 € discount on my first order.



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And since it was…

Almost lunch time, I also felt that I could probably eat something.

— So let’s click…

Right on the Call-to-action and see what happens next.

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— They noticed…

I already have the Uber app installed so they redirect me right to my App. Good!

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— Nice...

My app was greeting me with the promotion popup. Let’s use it!

— But...

When I tried to find any restaurants...

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— Uber is telling me…

That the feature is **NOT available** in my area?

— And that after…

Sending me **3 E-Mails** within 4 days of promoting something I cant even use?

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— Seems…

Like Uber doesn’t even value my needs, so I might ditch the service as a whole.

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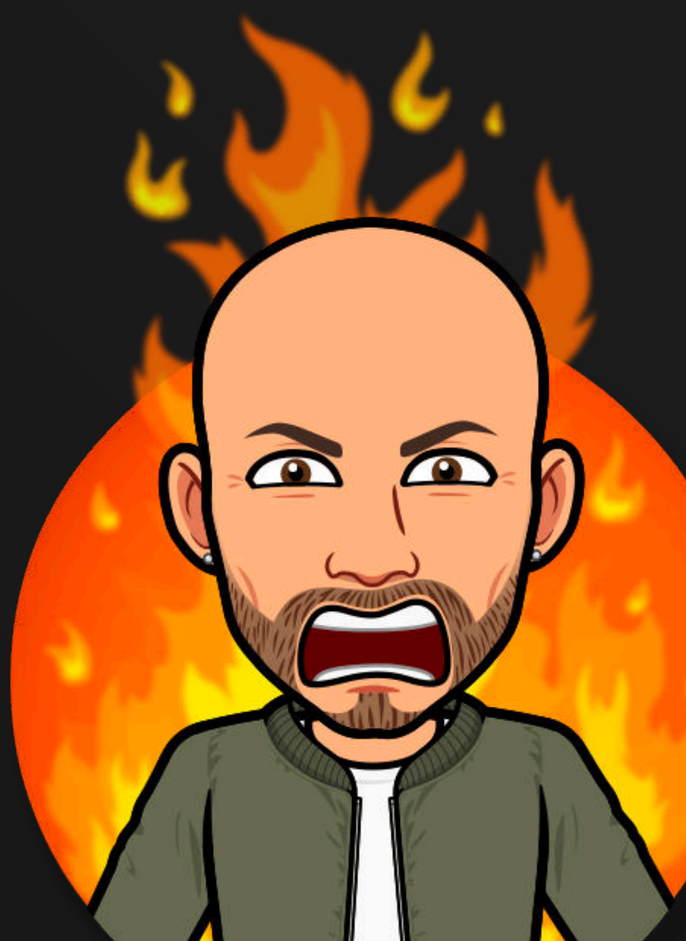
— It’s like telling you…

Theres a cool party but you are **not invited**.

— Surveys revealed...

🚫 **72% of customers** who received non-personalized ads reported that they feel the brand doesn't understand their needs.

🚫 **63% of customers** would even stop buying from a brand if they keep receiving irrelevant content.



— So, let us take a look at how to improve!

And how they solve the frustrating experience of non-personalized spam.

Here we go:

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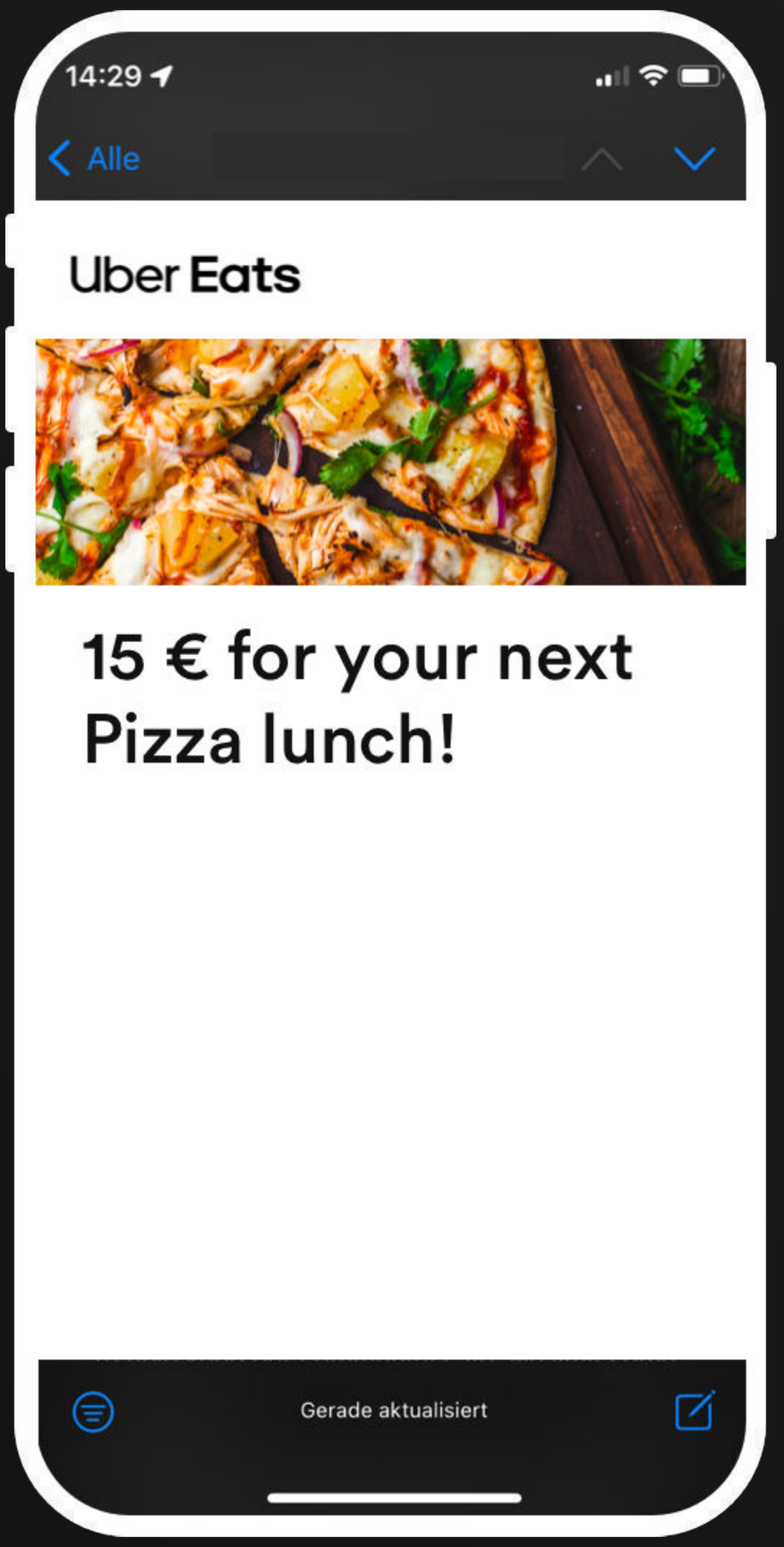


IMPROVEMENTS

🍕 **Internal** & Extrenal Triggers

— People are…

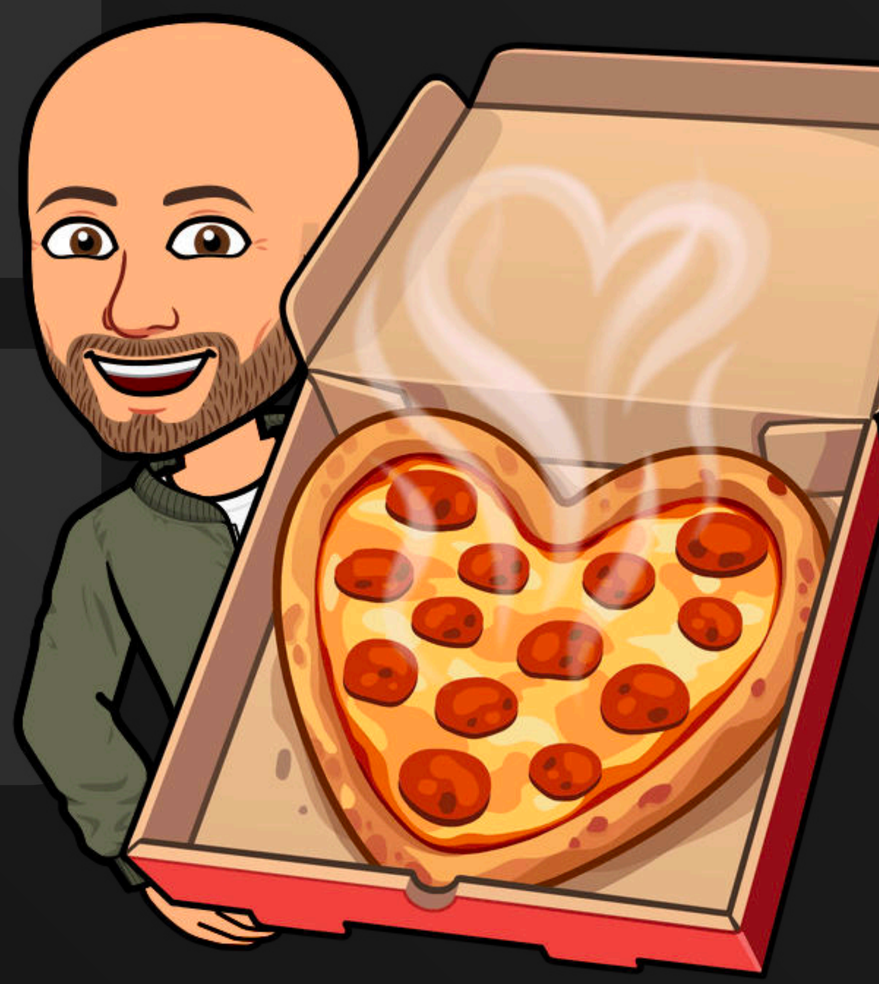
…more likely to take action if the external trigger is aligned with an internal trigger. For example my favorite meal for lunch.

Internal Triggers

Situations, Emotions, Needs.

External Triggers

Mails, Notifications, Ads.



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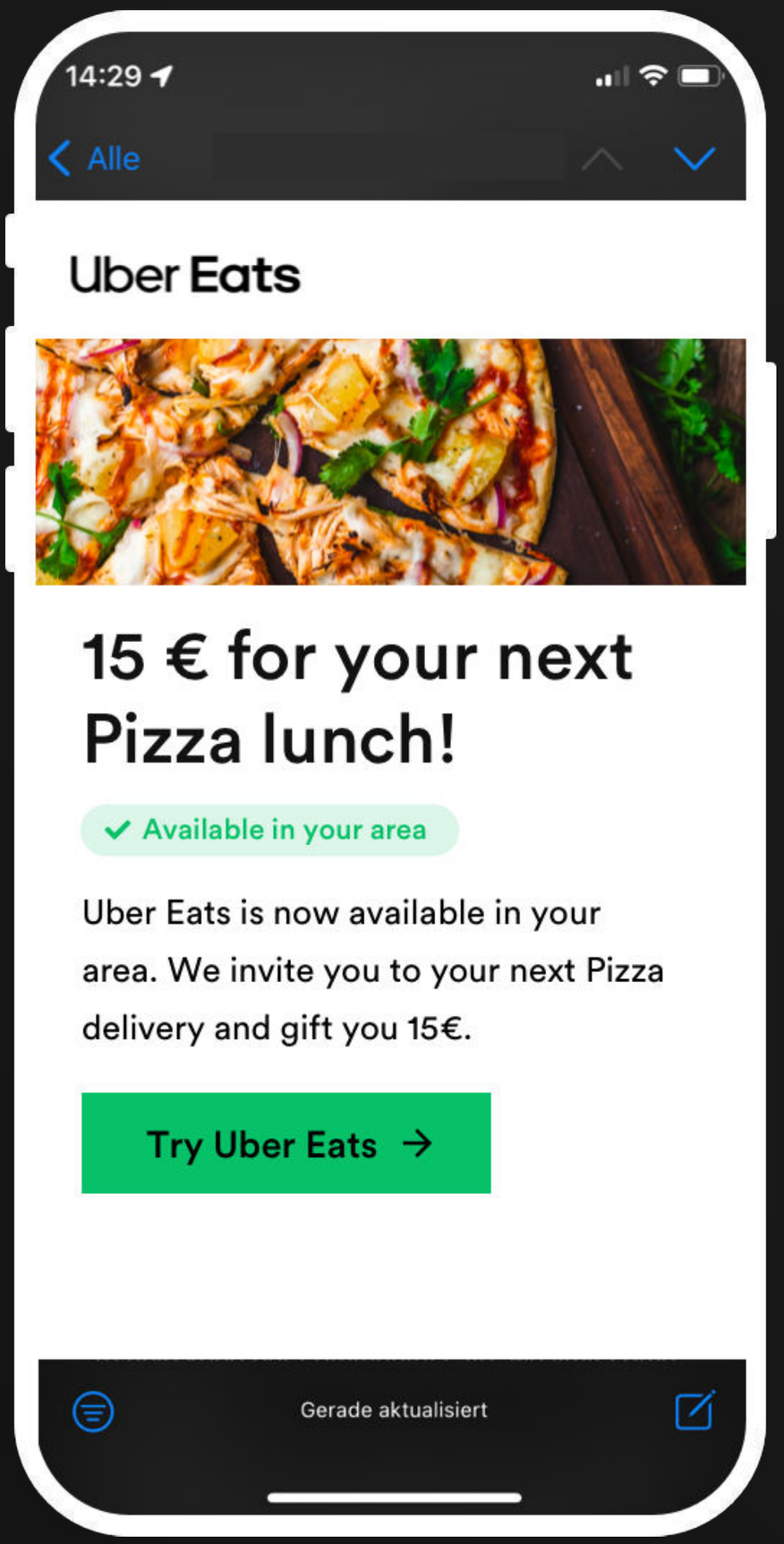


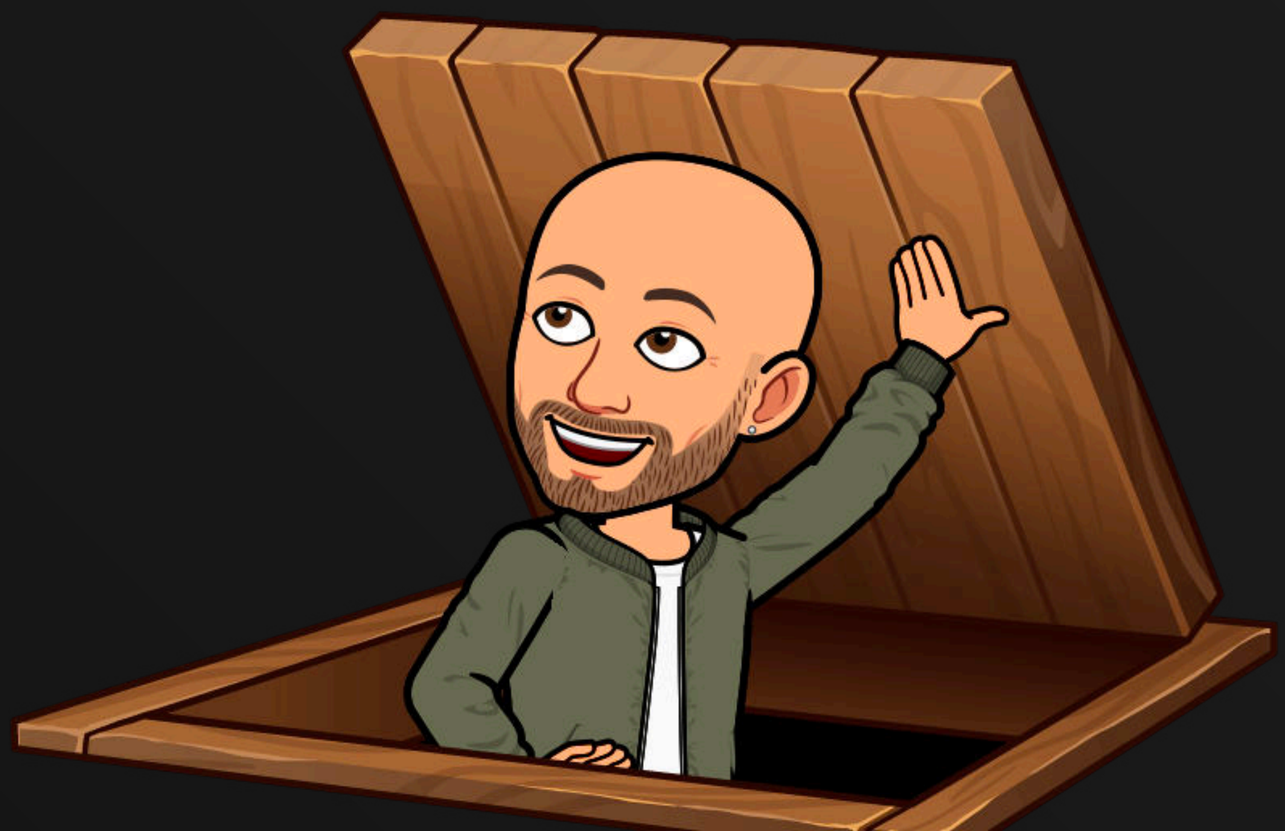
IMPROVEMENTS

🍕 **Internal** & Extrenal Triggers

📍 **Segmentation** and **Personalization**

— Segmentatoin & Personalization

Divide your user base into segments based on location and delivery options. Separate email campaigns for each segment, ensuring that users **receive offers that match their availability**.



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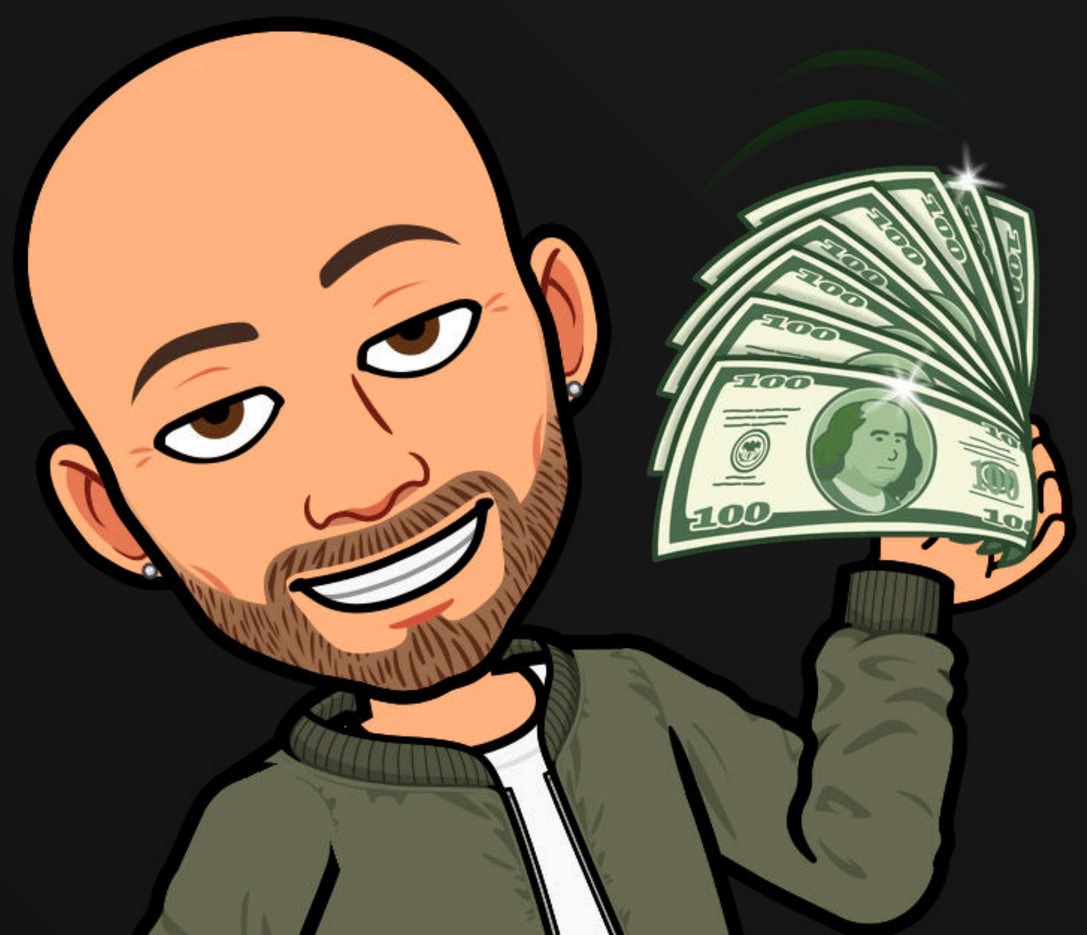
— Did you know?

Businesses that use personalized marketing strategies can see a 📈 **20% increase** in sales revenue and a 📈 **30% increase** in marketing spend efficiency.



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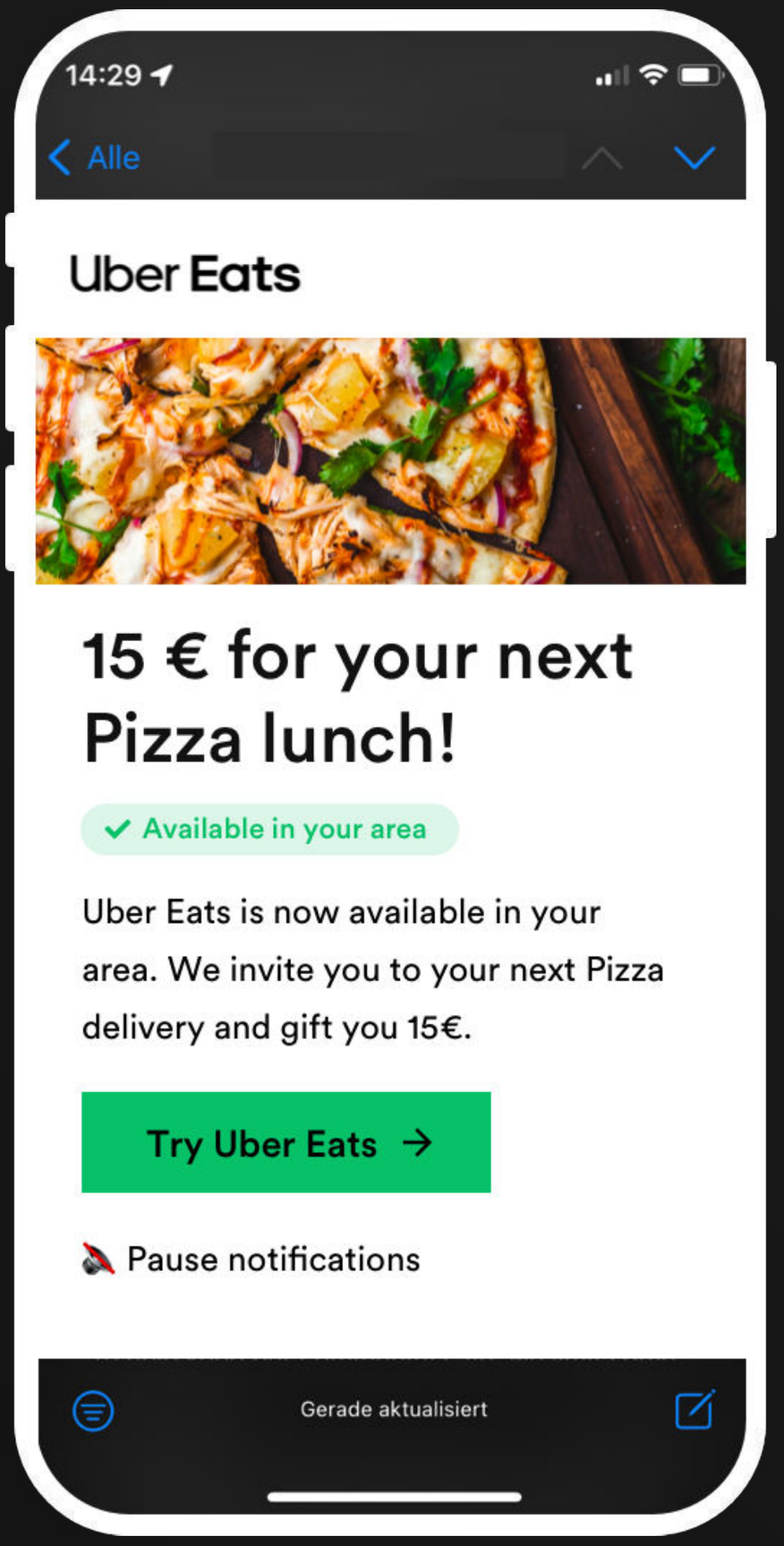

IMPROVEMENTS

🍕 **Internal** & Extrenal Triggers

📍 **Segmentation** and **Personalization**

💚 **Respect** users attention with Preferences Customization

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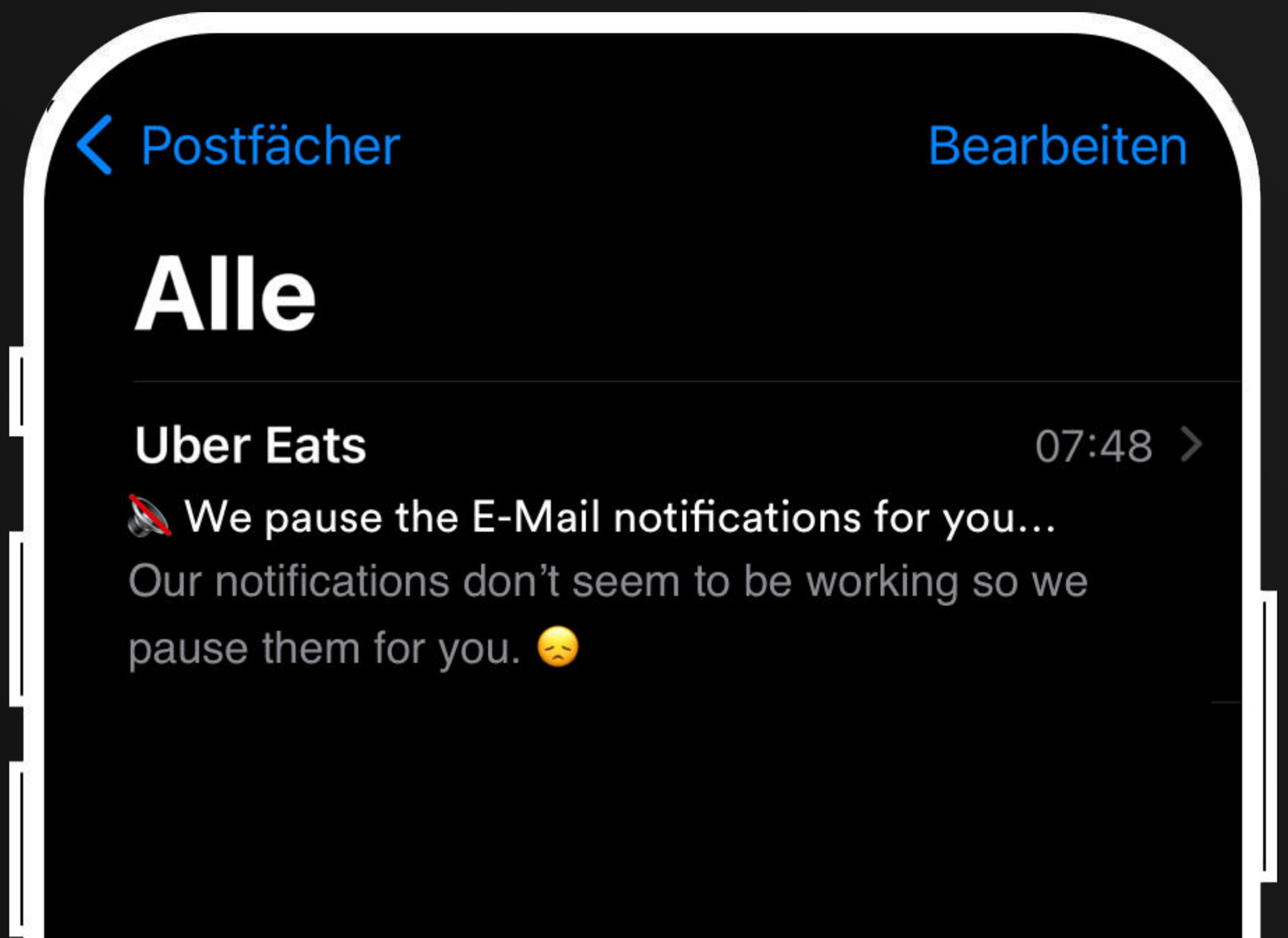
— Respect Users Attention

When you force people to do something, they tend to do the opposite… If users don’t repond, show that you **value your users time** and offer to pause further notifications.



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PSYCHOLOGY

Reactance

If people feel that they are being pushed to do something, they might respond by **doing the opposite** or rejecting the suggestion altogether.

Overly controlling or directive messages can trigger reactance and lead to **unintended negative reactions**.

Harvard Business Review: https://hbr.org/2019/03/operational-transparency

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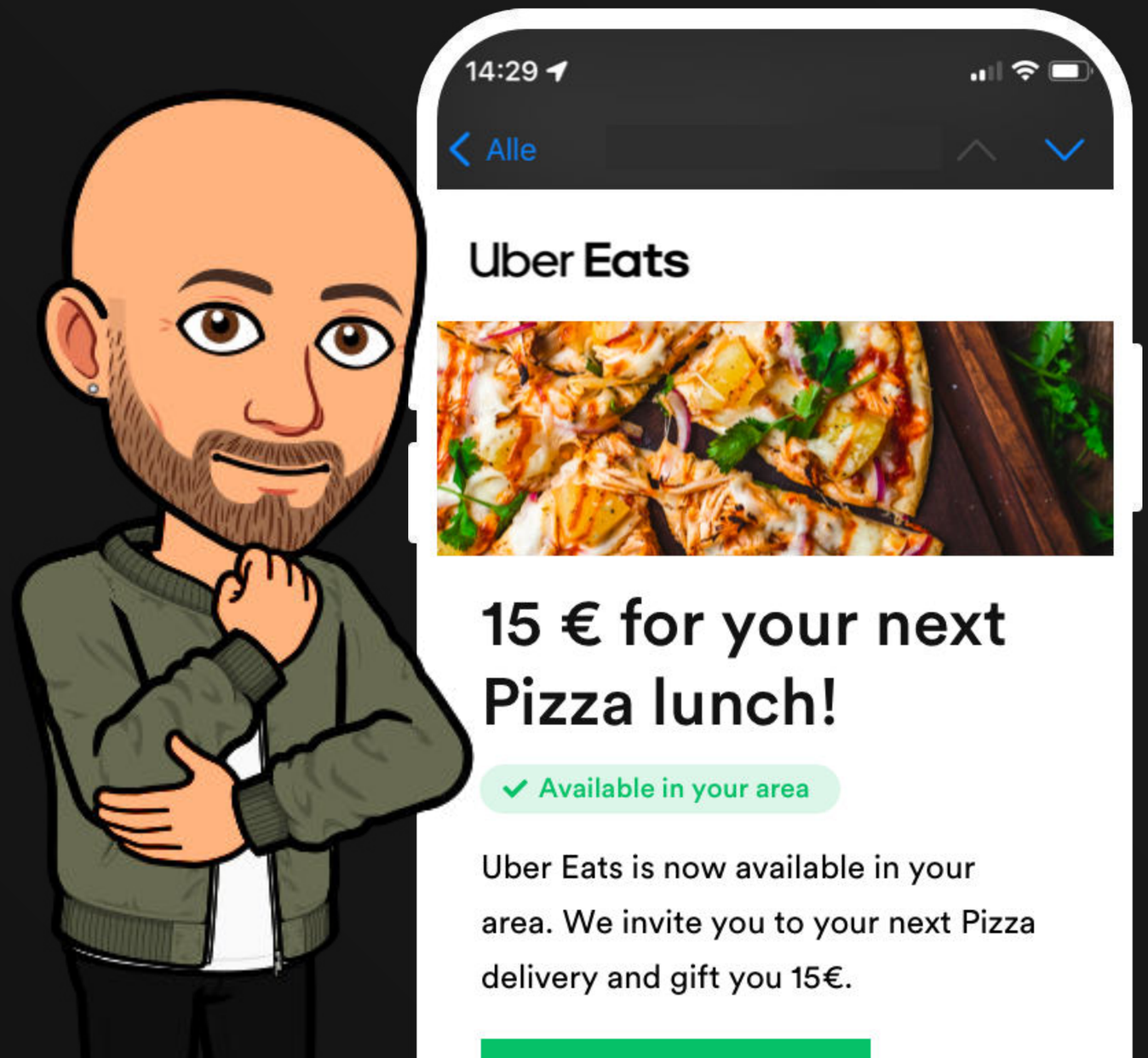
— Those improvements...

May bring us 3 **long-term benefits** that increase our customer lifetime value.



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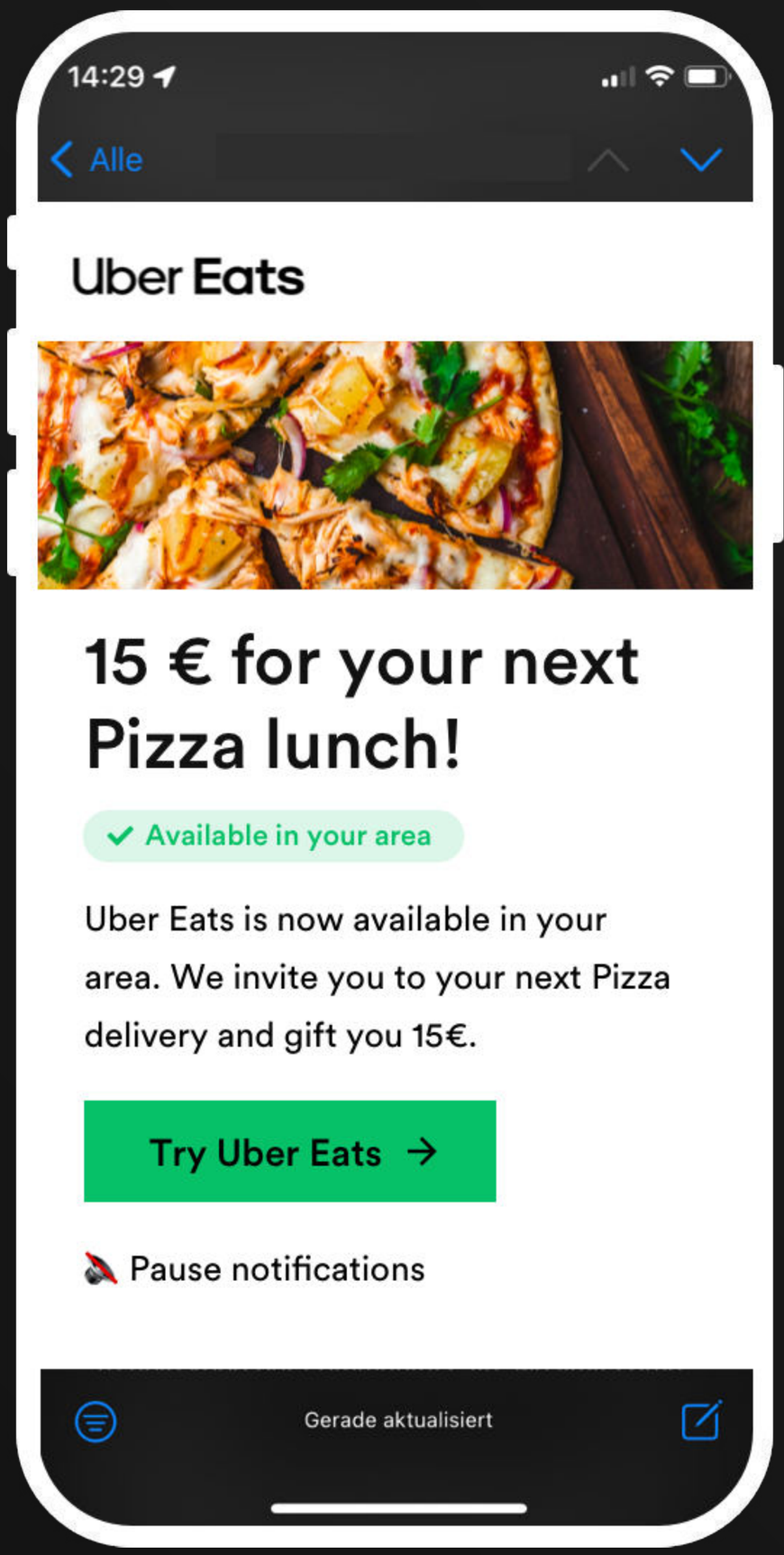

BENEFITS

💚 Personalized experiences foster **loyalty**.

💚 clear communication about offers result in **more engaged** users

💚 Personalization creates **positive** brand associations.

— Takeaways...

✅ Dynamic conten based on user behavior

✅ Divide your audience into segments

✅ Utilize data analytics to gather insights about customer behavior

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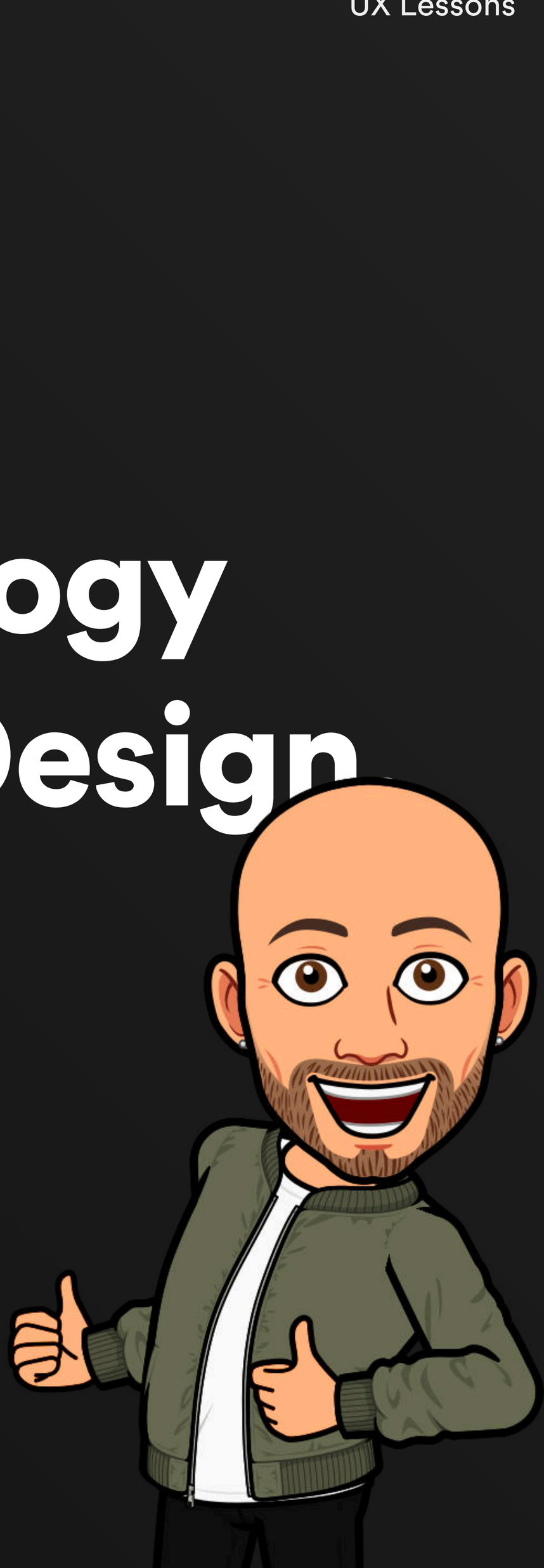
The Psychology of Product Design

Build Better Products!

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