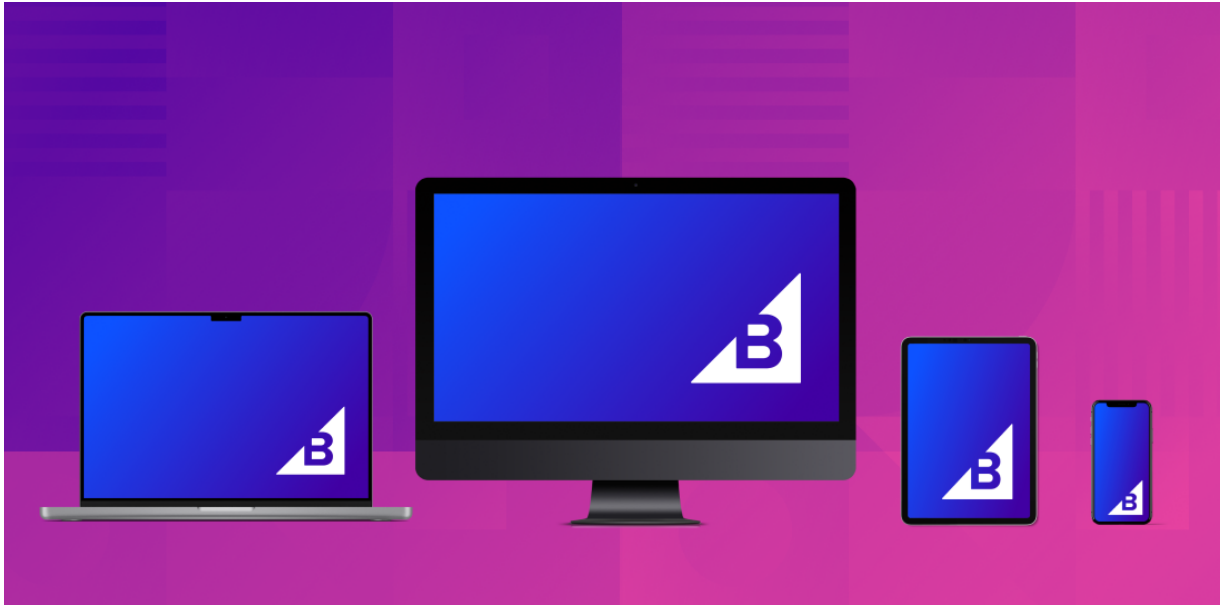


The Ultimate Guide to Ecommerce Email Marketing for Maximising ROI and Driving Sales



"The money is in the list" — this old internet marketing wisdom has never been more true. Yet countless [online stores](#) are sitting on email lists that might as well be gathering dust.

In an era of skyrocketing digital advertising costs, one marketing channel [consistently delivers returns](#) that would make a venture capitalist envious. Welcome to the world of ecommerce email marketing.

At [\\$8.6 billion globally](#), email marketing isn't just another channel — it's the backbone of successful ecommerce businesses. While social platforms change their algorithms and ad costs rise, your email list remains your most valuable owned asset.

Think of your email list as your brand's inner circle. These subscribers have already shown interest in your products. They're more likely to become repeat customers, recommend your

brand and drive sustainable growth. Unlike with social media followers, you own this relationship directly.

But, transforming a stagnant email list into a revenue-generating powerhouse takes more than collecting addresses. You need a strategic approach to:

- Convert browsers into subscribers.
- Turn first-time buyers into loyal customers.
- Increase average order value through personalised email campaigns.
- Build lasting relationships that drive customer lifetime value.

This comprehensive guide will show you how to breathe new life into your email programme — even if you're starting from zero. You'll learn battle-tested strategies successful [ecommerce brands](#) use to turn their email lists into gold.

What is ecommerce email marketing?

Ecommerce email marketing is the art of turning casual shoppers into loyal customers through personalised, value-driven email communications. It's a strategic approach that begins when a visitor subscribes to your list and continues throughout their customer journey.

More than just sending promotional messages, effective ecommerce email marketing creates meaningful conversations with your audience — from welcoming new email subscribers and guiding first purchases to rewarding repeat buyers and re-engaging inactive customers.

Types of email marketing campaigns for ecommerce

What sets email apart from other marketing channels is its ability to deliver the right message to the right person at the right time with [strategic marketing campaigns](#).

Whether following up on [abandoned carts](#), celebrating customer milestones, or introducing new products based on past purchases, ecommerce email marketing campaigns help you build lasting relationships that drive sustainable revenue growth.

Think of it as having a friendly retail assistant who remembers every customer's preferences and knows when exactly to reach out with [relevant recommendations](#) or special offers.

Welcome emails.

Sign up for email and receive 20% off + free shipping

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.





Luxury Gifts for Men

Discover our friends at Robert Talbott this Father's Day!
Sign up for email and use code **RT20** at checkout to **receive 20% off + free shipping on your first order.**



Shirts, ties and more – expertly made in Italy.
Iconic craftsmanship since 1950

Shop Robert Talbott



Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



Sent by Coldwater International LLC

P.O. Box #549, Fogelsville, PA 18051

Keep emails coming! Add coldwatercreek@em.coldwatercreek.com to your safe sender list or address book.

CONTACT US:

Please do not reply to this email. For help,
email customerservice@coldwatercreek.com
or call 888.678.5576.

To unsubscribe from future emails, [click here](#).

The welcome email is your brand's first opportunity to connect with a new customer; you should send it immediately. Use [marketing automation](#) and a reputable email service provider to ensure your Welcome email lands in the inbox.

Your focus should be clear and concise, with the goal of setting expectations for how often customers will hear from you. An effective Welcome email includes the following:

- Clear subject line and preheader: The subject line greets the new subscriber ([by name if possible](#)), and the preheader ([do not overlook this](#)) reinforces the CTA inside the email template, e.g., Take 15% Off Your Next Purchase.
- Branded imagery: You want your welcome email to match your website's look and feel to help reinforce your brand. Use colours and visuals that pop.
- Added value: Deliver opt-in incentives and rewards. If you offered an incentive in exchange for their email address, include it in the welcome email.
- Calls to action:
 1. Encourage your new customers to shop and explore.
 2. Read articles or watch videos.
 3. Refer a friend.
 4. Share on social.

These CTAs help build awareness, loyalty and sales.

- Safe senders list request: Add simple language to encourage them to add your email to their "safe senders" or Contact list. This clarification will help with [deliverability rates](#) and make your emails easier to find in the future.
- An unsubscribe link: Unsubscribe links are a legal requirement for all email marketing materials, including your Welcome series. [CAN-SPAM rules](#) are unequivocal. If you fail to

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



comply, you may be subject to fines from the Federal Trade Commission. Also, your email service provider may suspend your account if you reach their spam threshold.

Promotional emails.

If you cannot see images, please [click here](#)



MENSWOMENSACCESSORIES

SPRING
INTO
FITNESS?

Gym robe' upgrade pending...



33% OFF
SITEWIDE
SALE

SHOP NOW

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



SHOP MENS

SHOP WOMENS

**BUY ANY
LEGGINGS -
TAKE AN
EXTRA 25%
OFF BRAS &
CROPS!**

SHOP NOW



Lux Cami Crop Top -
Dusty Rose

£14.95 ~~£31.95~~



Lifestyle TShirt -
Lilac

£14.95 ~~£26.75~~



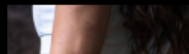
Elle | Nasty Supply -
Black

£19.75 ~~£42.00~~



J.T Full Zip Hoody -
Black

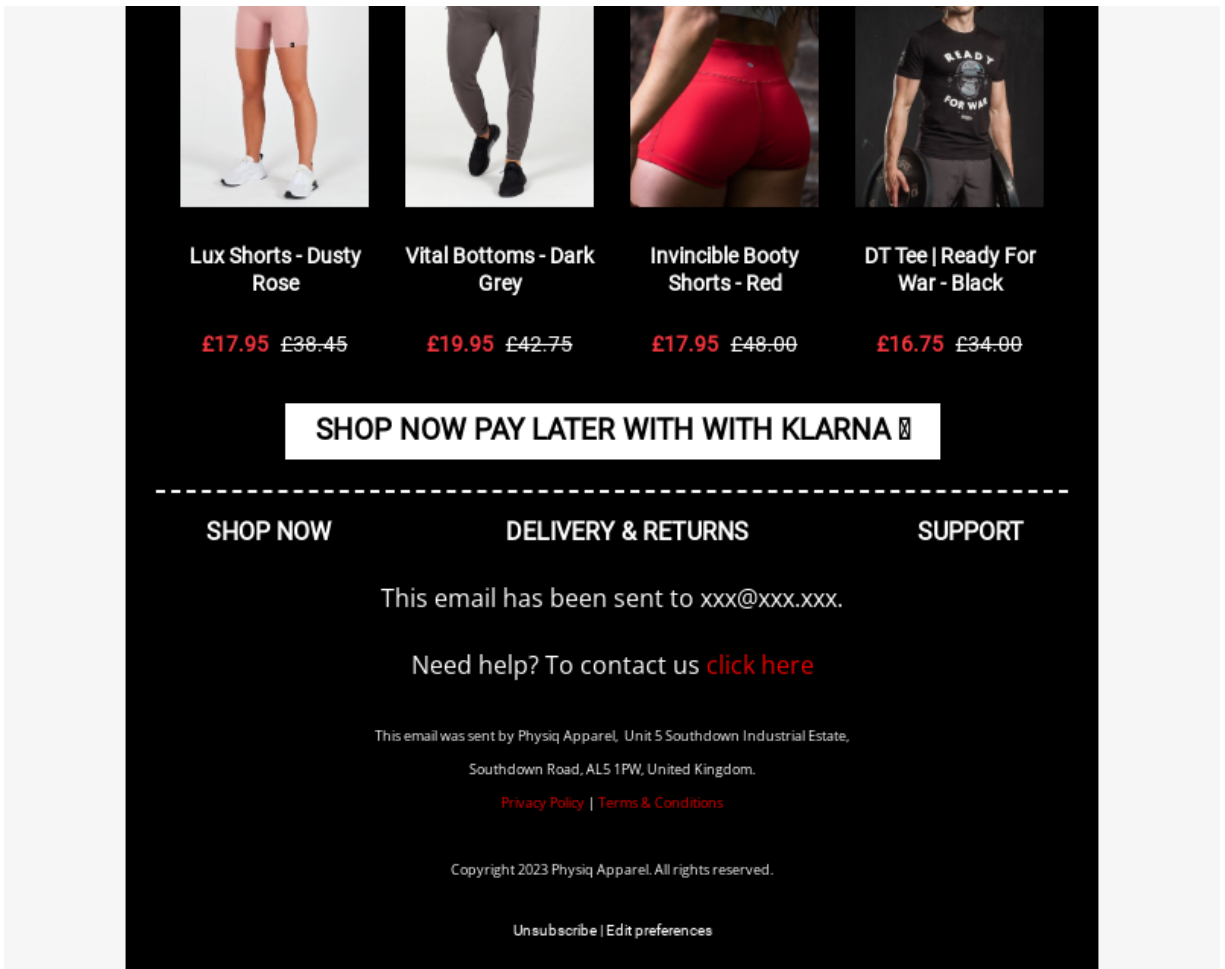
£21.45 ~~£84.00~~



Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.

BIGCOMMERCE



The primary focus of a promotional email is to get the word out to potential customers about your product. The ultimate goal is to move a potential customer from looking to buying, enticing readers to visit your online store during the sale or special event. Here are a few tips:

- Create urgency. Limit the timeframe in which the offer is available so the recipient will want to act quickly.
- Offer discounts. Coupons and discounts are common promotional tactics to encourage repeat sales.
- Announce exclusive content. An invitation-only event makes customers feel special. Content for their eyes only is hard to resist.
- Please don't overdo it. Though this may seem counterintuitive, your [promotions](#) are not the core of your email marketing. Your goal is to establish and nurture relationships for the long term. Optimise for customer lifetime value, not on the marketing campaign.

Abandoned cart emails.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



Free Shipping On Orders Over \$99*



**GET YOUR
GEAR BEFORE
IT'S GONE**

Adventure awaits, but the items your cart won't for long. Don't wait, make them yours today. **Plus, you'll get free shipping on orders over \$99*.**

BACK TO BAG



Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.

 **BICOMMERCE**



Whippet Ski Pole

SHOP NOW



*DISCLAIMER: Free economy shipping on orders over \$99 is only eligible to the lower 48 states of the U.S and excludes oversize products.

[Unsubscribe](#) | [Privacy Policy](#)

This email was sent to xxx@xxx.xxx by

Black Diamond Equipment Ltd. | 2084 East 3900 South | Salt Lake City, UT 84124 | United States

© 2024 Black Diamond

Case Study: Black Diamond

[Abandoned cart emails](#) represent a crucial sales and retention tool. Sending a follow-up email when someone has left your site without buying can be tricky. Here are the best practises to consider:

- Be prompt. You have no way of knowing why a visitor bounced. They may have left something on the stove! Regardless, you want to send an abandoned cart email immediately. Email marketing automation makes this possible.
- Use a clean, straightforward design. Make the email's purpose clear while remaining on brand. Include the abandoned item(s) with images and links to the product pages.
- Get personal. To increase your email open rate, personalise your subject line with the product(s) a shopper left in their cart. Including a discount or an incentive in this type of email works too, e.g., Complete your purchase and enjoy free shipping on us! You can gain insight using A/B tests on messaging to determine which version won on critical metrics.

Post-purchase emails.

Please review your order details below

[View this email online](#)

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



WE HAVE RECEIVED YOUR ORDER

Order Number: **RB004403966**

Hi MailCharts,
Your order has successfully been submitted! You will receive an email notification with package tracking information once the order has shipped. Please note that in some instances, items from one order may ship separately. If your order is shipped in multiple packages, you will receive shipment notifications and tracking for each package.

Your Reebok team

[REVIEW ORDER](#)

ORDER SUMMARY

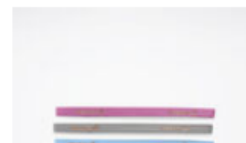
Delivery Address	Billing Information	Order Summary	
MailCharts John 175 Main Street Fl 2, Mailcharts NEW YORK, NY, 00000	175 Main Street Fl 2, Mailcharts NEW YORK, NY, 00000	Products	\$12.00
		Promo Code	-\$2.03
		Delivery	\$7.00
		Delivery Discount	-\$7.00
		Tax	\$0.89
Via: FED Standard Shipping	Via: Visa	Total	\$10.86
		Total Saving	\$9.03

WHAT YOU ORDERED

Sports Hair Bands - Metallic Blue, Berry, Grey (3 pack)

Article No: CL5537

Size: OSFA
Colour: Grey

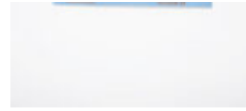


Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



\$9.97 ~~\$12.00~~



GIVE US YOUR FEEDBACK

HOW LIKELY ARE YOU TO RECOMMEND REEBOK.COM TO A FRIEND?

CHOOSE A RATING BELOW AND THEN FILL OUT A QUICK SURVEY*



VERY UNLIKELY

VERY LIKELY

*We, Reebok International, asked Medallia - a specialized market research agency - to do this consumer survey on our behalf. The data collected will be processed by Medallia for opinion research only. All results of that research are made available to Reebok and will be used to improve our products and services. Further information can be found in the [Reebok privacy policy](#).

NEED HELP?

If you need help and need some answers, why not visit our help section.



DELIVERY >



RETURNS &
REFUNDS >



ORDERING &
PAYMENT >

ALL FAQs >

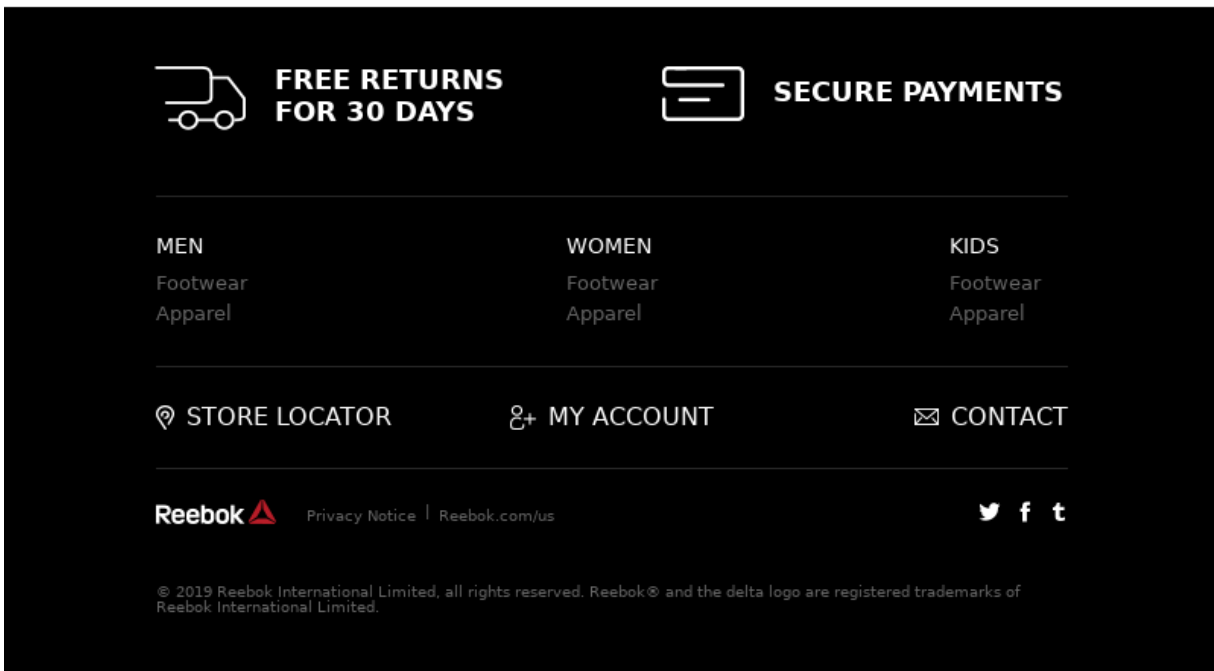
RECOMMENDED FOR YOU



Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.





A post-purchase email aims to build a stronger relationship with your online customers. You can schedule automated emails any time after purchase to reinforce your brand or engage with them for any other reason. Transactional emails, triggered at checkout, are similar to your Welcome email — you want to send those immediately following a purchase. Key elements include:

- Order confirmation emails. While this may be a given, [shipping and confirmation emails](#) allow you to reinforce their purchase decision and minimise returns because of buyer's remorse.
- Feedback requests. Being proactive on customer feedback can mitigate negative reviews by addressing potential problems early. You can incentivise them to encourage honest feedback, which can help engender customer loyalty.

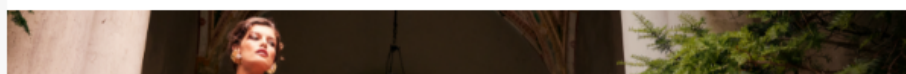
Product recommendation emails.



Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.





Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.





Sheath Dress
[SHOP NOW](#)



Bustier Bodice Gown
[SHOP NOW](#)



Beaded Shift Dress
[SHOP NOW](#)

[SHOP LATEST ARRIVALS](#)

Shop By Size

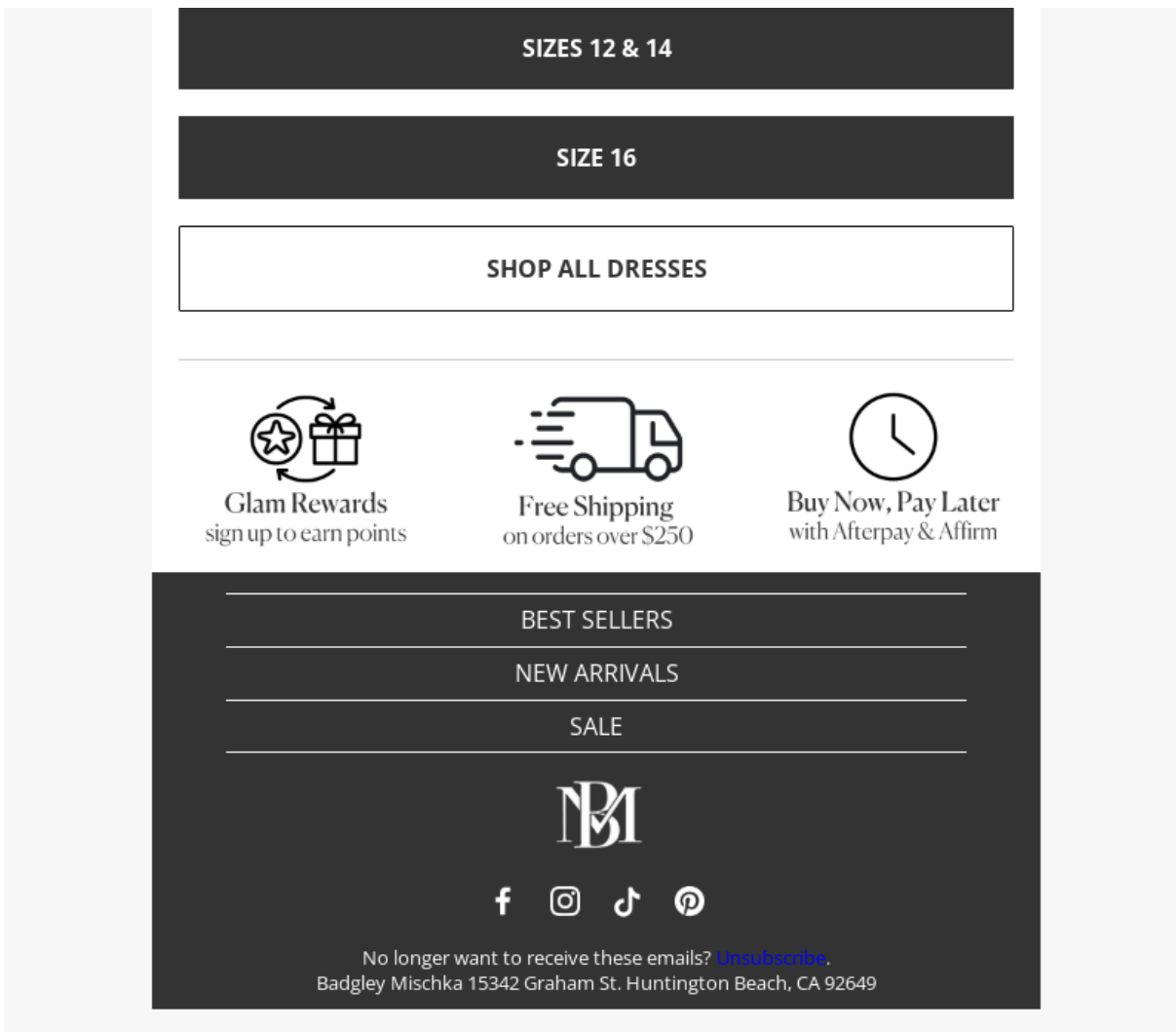
[SIZES 0 & 2](#)

[SIZES 4 & 6](#)

[SIZES 8 & 10](#)

Growing your high-volume or established business?
Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.





Case Study: Badgley Mischka

Suffice it to say that product recommendation emails are a way to encourage repeat customers. Examples include:

- Product showcase. Trending items or seasonal products are a perfect reason for sending product recommendation emails. You want them to experience the season's hottest trends!
- Customer history. [Personalised recommendations](#) based on the customer's browsing or past purchase history are effective ways to entice customers to return to your online store.
- Social belonging. Letting customers know that "People Like You Bought" similar products stimulates the desire to feel connected to others.

Re-engagement emails.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.





MEN WOMEN KIDS UNISEX



REEBOK X *STREET FIGHTER*™ COMING SOON

PREPARE TO FIGHT

The new Reebok x *Street Fighter*™ collection is designed to equip you with the gear you need to become a champion. Drops tomorrow.

[Set Reminder](#)

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.





Known in the industry as "win-back" emails, re-engagement emails are designed to connect with dormant accounts. A gentle reminder saying, "We miss you," can work wonders with open rates. Some tactics to try include:

- Discounts. Offering an incentive to reward customer loyalty is a straightforward offer that can win back customers.
- New arrivals. Enticing them with new updates and relevant content may be enough for them to reengage.
- Confirmation. Sometimes, confirming that former customers still want to receive your emails is enough to get a response. Another option is to ask customers to manage their preferences. You may be sending too many emails, but they are happy to receive emails about their buying needs.

Seasonal campaign emails.

Images not loading? [Click Here](#) or [Shop Now](#) >



Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.





HOME DÉCOR

Get INSPIRED!

DINNERWARE

BEDDING

BATH TOWELS

THROWS

CANDLES

ORGANIZATION



SERVEWARE



DÉCOR PILLOWS

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.

BICOMMERCE



Bealls Rewards

Earn \$5 for every \$100 you spend, 20% off birthday reward, and more!



Bealls, Inc. Credit Card

Save 10% when you open and use the Bealls, Inc. Credit Card the same day as account opening.**

FOLLOW US



Contact Us: 1-800-683-8655

Visit our other brands online or find a store near you!



This is a promotional offer from bealls.com

*Offer is available to Bealls Rewards members. [Click Here](#) for full rewards Terms and Conditions. Employees not eligible.

**Application and approval must occur same day to receive the offer. The entire transaction amount after discount must be placed on the Bealls Inc. Credit card. This rewards program is provided by Bealls and its terms may change at any time.

For full Rewards Terms and Conditions, please see bealls.com/rewards.

Credit card offers are subject to credit approval.
Bealls Inc. Credit Card Accounts are issued by Comenity Bank.

Manage Your bealls.com Subscription:

This email was sent to xxx@xxx.xxx. You are currently subscribed to receive our email product offers and marketing emails. If you no longer wish to receive these emails, please [Unsubscribe here](#). Please allow up to ten days for removal.

Online Help:

Have a question? For customer care assistance and frequently asked questions [click here](#), or call [1-800-683-8655](tel:1-800-683-8655) Monday - Saturday, 9-6 and Sunday, 10-5 EST. To find a bealls near you [click here](#).

Privacy:

Your privacy matters! [Click here](#) to view our privacy policy. bealls and bealls.com are owned and operated by Beall's Stores, Inc. and Bealls Westgate Corporation. Corporate offices are located at 1806 38th Ave. East, Bradenton, FL 34208. All rights, including but not limited to copyrights and trademarks, in the content set forth herein are owned or controlled by Bealls, Inc. and/or its third-party licensors. © 2024 Bealls, Inc.

Growing your high-volume or established business?

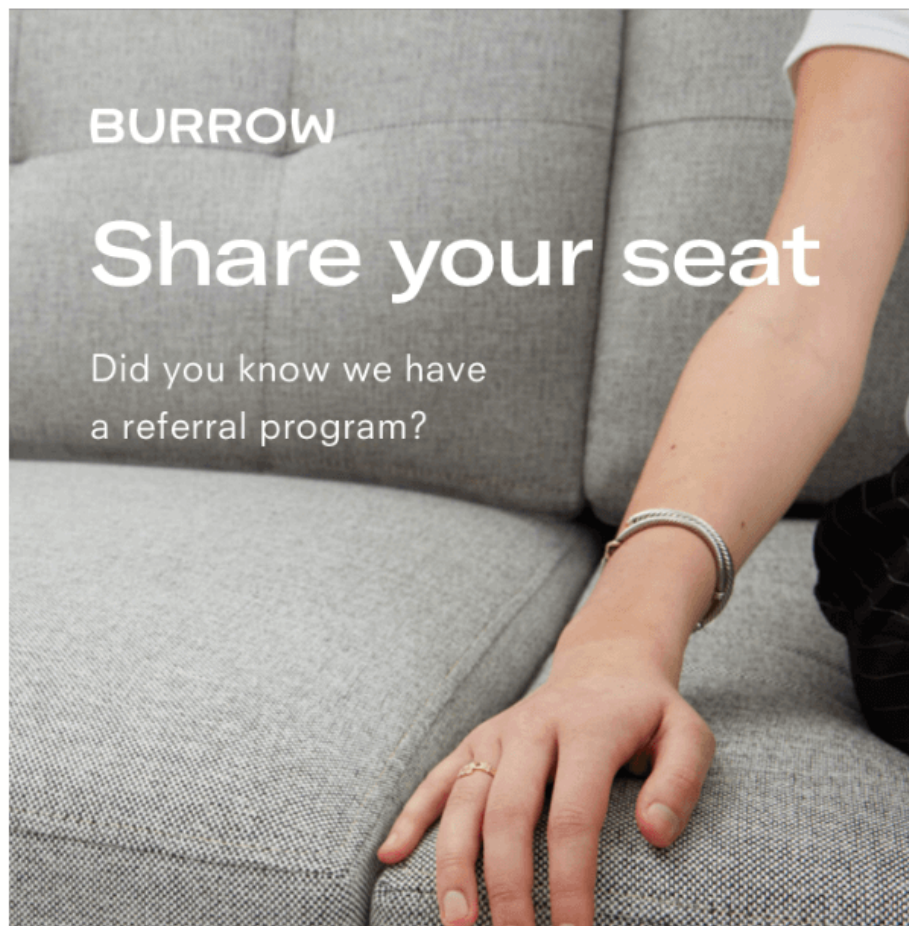
Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



Most [retail sales happen in Q4](#), but seasonal email campaigns are only limited by how you define "season." If a candy company employee can create [Sweetest Day](#), you can make a campaign that matches your store's ethos.

- Gift guides. Guides are a great way to help customers narrow down their choices. It's easy to create custom categories to fit almost every shopper, from "Gifts for Your Guy's Man Cave" to "6 Fabulous Gifts for the Host or Hostess."
- Bundles. Holiday bundles are appropriate for every holiday or season year-round. Foods, traditions and weather events are all prized opportunities to send an email campaign with hand-picked products for the occasion.
- Time-sensitive. The urgent deadline is a tried-and-true seasonal campaign winner. Last-minute shoppers love these deals.

Loyalty and rewards emails.



Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.





We hope you love your Burrow furniture.
And we hope your friends love it, too.

Now, you can get rewarded for spreading the word: **Your friends can get \$75 off their order** by using your link, and for each one that places an order, **you'll get a \$50 Amazon gift card.**

SHARE NOW



Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.





follow us on instagram



[Instagram](#) [Facebook](#) [Pinterest](#) [Twitter](#) | [burrow.com](#)

[Terms](#) | [Privacy](#) | [Unsubscribe](#) | [View In Browser](#)

15 W 27th Street, New York, NY © 2019 Burrow

*In order to receive \$50 amazon gift card, friend referral purchases must be first time customers with a purchase greater than \$495 and the referred customer must not cancel or return the purchased product within 35 days. The referred customer and the referrer cannot be the same person. [Full terms.](#)

Case Study: Burrow

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



A [loyalty programme](#) incentivises customers to return to your ecommerce store repeatedly. To send loyalty and rewards emails, you need a unique list of email subscribers who have expressly signed up for your loyalty programme. To grow this targeted list, you'll need a pop-up form designed with that goal in mind. Typical email content includes:

- Welcome. This list is unique from your general subscription list, so you want to acknowledge new subscribers. Thank them for joining, and tell them how they can start earning rewards right away.
- Points earned. The gamification of loyalty programs makes it fun for your existing customers. Sending a post-purchase update on points earned is a positive reinforcement and reminds them how close they are to earning a reward.
- Points redemption. When customers have reached the points reward threshold, you send an email reminding them. You can send them to your loyalty page or a link to redeem a specific reward.
- Referral programme. A simple way to grow your loyalty member base is to ask for [referrals](#). Providing immediate gratification by offering a reward on the spot may motivate them to make the effort. It's worth testing.
- Exclusivity. A tiered programme introducing VIP status or member offers makes your customers feel valued and encourages them to keep engaging with your brand.

Back-in-stock or price drop emails.



Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.





G5

SHOP NOW

These also pair well



Men's Beard
Care Gift Set

SHOP NOW



Skinguard Sensitive
Skin Razor

SHOP NOW

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.





GilletteLabs Exfoliating Bar Razor

SHOP NOW



This message was sent to xxx@xxx.xxx.

[Terms & Conditions](#) | [Privacy](#) | [Store Policy](#)

To manage your email preferences, [click here](#).

To unsubscribe from our email list, [click here](#).

P&G Privacy Inquiries, One Procter & Gamble Plaza, Cincinnati, OH 45202
©2023 Procter & Gamble. All rights reserved.

Your [ecommerce store](#) can create a positive out of a negative when it allows customers to join a waitlist for out-of-stock items. When you've replenished stock and notified subscribers, you gain new customers and fulfil a need with your follow-up email.

- Back-in-stock. Highlight high-demand products are back in stock. Also, create a sense of urgency with "Grab them while you can!" language. Remind them that they signed up for these notifications.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



- Price drop notice. Use [predictive analytics](#) to divide customers into groups based on purchase history, browsing data and search behaviour. Then, send announcement emails about discounts or special pricing based on these patterns to a segmented list of visitors.

Newsletter emails.



Save 10% Off Your First Order

Join our newsletter for access to the latest chocolate news from Theo including new products, special offers & more!

SIGN UP NOW >



**Always organic.
Always fair trade.
Always delicious.**

Life gets more delicious when you add chocolate, and truly delicious chocolate is about more than just flavor.

It starts with organic and fair trade ingredients, and leaves a positive impact.



Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.





The banner features a light beige background with a torn paper effect at the top right showing various TheoChocolate products like 'butter cups' and 'almond'. A yellow button at the top left says 'LEARN MORE >'. A teal box in the center contains the text 'make your first order even better' and '10% Off Your TheoChocolate.com Purchase'. Below this, it says 'Use code' followed by a dark purple box. A yellow button below that says 'SHOP NOW >'. Flanking the button are images of TheoChocolate products. Below the teal box are five circular icons: USDA ORGANIC, fair for life, Organic is always non GMO, KOSHER DAIRY, and SOY. A yellow button below these icons says 'OUR COMMITMENTS >'. At the bottom is a teal bar with a location pin icon and the text 'FIND THEO NEAR YOU >'. Below the teal bar are three circular social media icons for Facebook, Instagram, and Pinterest.

LEARN MORE >

make your first order even better

10% Off Your TheoChocolate.com Purchase

Use code [REDACTED]

SHOP NOW >

USDA ORGANIC

fair for life

Organic is always non GMO

KOSHER DAIRY

SOY

OUR COMMITMENTS >

FIND THEO NEAR YOU >

f i p

When we talk about email marketing for ecommerce, we tend to lump them under the "newsletter" umbrella. However, newsletter emails serve a specific function: establishing brand authority with your subscribers. Value-added content may include:

- Blog posts. Blogging has evolved [well past its amateur days](#). Ecommerce companies that embrace blogging drive relevant traffic to their website, educate subscribers about product offerings, and engage with new and returning customers.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



- Thought leadership. Discussing market trends or insider knowledge written from the store owner's or CEO's perspective can become a must-read newsletter for subscribers.
- How-to tips. Specialised emails showing a cooking technique or spelling out the steps to prep a garden for planting invite readers into your world. Embedding product links throughout the content encourages customers to do it themselves and boosts sales.
- Inspiration. People love to talk about themselves and see themselves in others. Sharing inspirational stories or customer successes feels good and engenders goodwill toward your brand.

Email marketing campaigns for ecommerce success

Despite the complaints of our overflowing inboxes, the number of email users continues to grow. With email users surpassing 4 billion worldwide and industry spending projected to reach [\\$9.5 billion](#) in 2024, email marketing offers online stores a stable foundation for sustainable growth. Unlike borrowed audiences on [social platforms](#), your email list becomes a valuable business asset you own and control.

Email marketing scales seamlessly with your business growth. You can maintain personal connections with your customers through automated campaigns, whether you serve hundreds or hundreds of thousands, all while driving consistent sales and building brand loyalty. With over half of email marketers reporting a [100 percent improvement rate](#) in their campaigns' ROI, it's no surprise that email has maintained its supremacy.

Customer lifecycle: From first click to loyal fan.

Smart email marketing mirrors how people naturally become loyal customers — from their first visit to your store through repeat purchases and ongoing customer engagement.

Acquisition: Acquiring new subscribers starts with a warm welcome. Your first emails introduce your brand story and show new subscribers what makes your store unique. Engaging welcome offers, like exclusive discounts or helpful guides, turn curious browsers into engaged readers.

Engagement: Keeping subscribers interested means sharing content they genuinely value. Mix educational tips with personalised product suggestions that meet their specific needs. Each email builds trust and shows that you understand what matters to them.

Conversion: When the time is right, special offers and time-sensitive deals encourage first purchases. If someone leaves items in their cart, a gentle reminder often brings them back to complete their order.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



Retention: After they buy, helpful follow-up emails enhance the customer experience. Share tips about their purchase, suggest complementary items and invite them to join your loyalty programme. These touches transform one-time buyers into devoted fans.

Re-engagement: Sometimes customers drift away, but they're not gone forever. A thoughtful message highlighting what's new and a special offer often rekindles their interest in your brand.

How to build a winning ecommerce email marketing strategy

Building a winning email marketing strategy starts with clear goals and knowing your audience inside and out. It would help if you had the right email marketing tool to create and send engaging campaigns, ways to measure what's working, and a clean, active subscriber list.

A strong strategy balances growth with engagement — bringing in new subscribers while keeping current ones interested and active. You can adapt your approach based on actual results by tracking key metrics and regularly cleaning your list. The most successful email programs combine creativity with data-driven decisions to create messages that truly resonate with customers.

When you align your email marketing with customer needs and business goals, you create a powerful channel for sustainable growth.

Step 1: Define your goals.

Every successful email marketing programme starts with clear goals that align with your [business objectives](#). Your goals shape everything from your emails to how you measure success. Setting specific targets helps you make better decisions about content, timing and audience segments.

For online stores, common goals include boosting open rates to ensure more customers see your messages and [increasing click-through rates](#) to drive traffic to product landing pages. You might focus on launching new products successfully through email campaigns or maximising sales during peak shopping seasons. Other vital goals include:

- Growing your subscriber list.
- Improving customer retention rates.
- Increasing the average order value from email campaigns.

These goals should be specific and measurable. Instead of aiming to "increase sales," target "growing email-driven sales by 25% this quarter." This clarity helps you track progress and adjust your strategy when needed.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



Step 2: Understand your audience.

[Knowing your customers](#) helps you send emails they want to read. By grouping subscribers based on shared traits and behaviors, you can create messages that feel personally relevant to each group.

Demographics: Basic details like age, location and gender help tailor product recommendations and promotional timing. A clothing store might promote winter coats to customers in cold regions while showing summer styles to those in warmer areas.

Purchase history: Shopping cart history reveals powerful insights about customer preferences. Someone who regularly buys organic skin care products would appreciate emails about new all-natural beauty launches. Their past purchases also suggest their typical spending level, helping you promote items in their price range.

Browsing behaviour: Website behaviour shows what catches people's interest. If someone repeatedly views running shoes but has yet to buy them, an email featuring customer reviews or a special offer on athletic footwear might convince them to buy.

Engagement level: Engagement patterns tell you who your biggest fans are. Subscribers who open every email and frequently make purchases deserve VIP treatment with early access to sales or exclusive products. Meanwhile, customers who last opened emails a few months ago need a different approach to regain their interest.

Step 3: Choose the right marketing tools.

The success of your email marketing depends heavily on selecting tools that match your store's needs. Your email marketing platform should handle everything from essential sends to complex automated campaigns while providing precise data about what works.

Essential features include automated workflows that send perfectly timed messages based on customer actions. Your platform should also make it easy to group customers and personalise content for each segment. Robust analytics help you track key metrics and improve your campaigns over time.

When choosing a platform, consider how well it works with your online store. Popular choices like [Klaviyo](#) and [Omnisend](#) connect directly to your [product catalogue](#), customer data and sales information. This connection lets you create powerful automated campaigns like abandoned cart reminders or personalised product recommendations.

For BigCommerce stores specifically, platforms like [Mailchimp](#) and [ActiveCampaign](#) offer seamless integration. They automatically sync your customer data and purchase history, making creating targeted campaigns that drive sales easier.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



Step 4: Plan your campaign type.

Each email campaign should connect with customers at the right moment in their shopping journey. A well-timed email series introduces new subscribers to your brand and encourages first purchases. Seasonal campaigns build excitement around holidays or special events when customers are ready to shop. Cart abandonment emails gently remind shoppers about items they left behind, often recovering sales your store might have lost.

Successful campaigns match customer needs with business goals. Welcome emails focus on building trust while driving initial sales. Seasonal promotions tap into natural shopping patterns to boost revenue during peak times. Recovery emails help convert interested browsers into buyers by addressing common purchase hesitations.

You create better shopping experiences that lead to lasting customer relationships by sending relevant messages at critical moments.

Step 5: Create engaging content.

Strong email content drives opens, clicks and sales by delivering real value to your subscribers. Every message should serve a clear purpose while [reflecting your brand's unique voice](#) and style.

Product announcements work best when they tell a story about how the item solves customer problems or improves their lives. How-to guides establish your expertise while helping customers get more value from their purchases. Customer stories and reviews build trust by showing real people achieving success with your products.

Keep content focused and relevant to each subscriber group. A beginner-friendly guide works for new customers, while advanced tips resonate with experienced buyers. Simple, clear writing with compelling visuals helps your message stand out in crowded inboxes.

Step 6: Optimise for mobile.

Mobile optimisation matters more than ever, with [over half of your subscribers now reading emails on mobile devices](#). A good [mobile experience](#) can only improve results.

Keep subject lines under 40 characters so they display fully on mobile screens. Use a responsive design that automatically adjusts your layout for different screen sizes.

Single-column layouts work best for mobile viewing, making it easy for readers to scroll and click links with their thumbs.

Large, tappable buttons and plenty of white space help prevent accidental clicks. Preview your emails on multiple devices to ensure they look great everywhere your customers might read

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



them.

Step 7: Automate strategically.

Email automation helps you stay connected with customers at every stage of their journey without overwhelming your team. Automated campaigns deliver personalised messages at exactly the right moment, whether welcoming new subscribers or following up after purchases.

Examples of automated campaigns include:

- Welcome series. Introduces new subscribers to your brand through a sequence of thoughtful emails.
- Cart abandonment. Automatically remind shoppers about items they left behind.
- Post-purchase follow-ups. Post-purchase emails thank customers and suggest related products they might enjoy.
- Re-engagement campaigns. Wake up inactive subscribers with fresh content or special offers.
- Seasonal promo. Build excitement for upcoming holidays or events.

Setting up these automated flows takes time upfront but pays off through consistent, personalised communication that nurtures customer relationships around the clock. This systematic approach helps your store grow while maintaining the personal touch customers value.

Step 8: A/B testing for better results.

[A/B testing](#) shows which version of your email performs best by comparing two slightly different versions. This insight helps improve your entire email programme over time.

Subject lines often benefit from testing different approaches to boost open rates. Testing email content reveals which messages drive more engagement and sales. Various button colours, text or placement can impact how many people click through. Testing send times helps you reach subscribers when they're most likely to engage.

Email platforms like [Klaviyo](#) and Mailchimp include built-in tools for running these tests and analysing the results — regular testing and adjustments based on data lead to improved performance across all your campaigns.

Step 9: Monitor performance.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



Regular monitoring of email performance reveals what resonates with your subscribers and drives revenue. Understanding these numbers helps you improve future campaigns and grow your business. Take note of these essential metrics:

- Open rates. Show how many subscribers find your subject lines compelling enough to read more.
- Click-through rates. Reveal which content and offers motivate people to visit your store.
- Conversion rates. Connect email engagement directly to sales, showing how effectively your campaigns drive purchases.
- Bounce rates. Highlight potential list quality issues that need attention.
- Unsubscribe rates. Indicate when content or send frequency needs adjustment.

Connect your email platform with your BigCommerce [store analytics](#) to see how emails impact sales. This connection helps you identify your most profitable campaigns and adjust your strategy for better results.

Step 10: Maintain a clean email list.

A healthy email list directly impacts how many subscribers see and engage with your messages. Internet providers look at engagement rates when deciding whether to deliver your emails to inboxes or spam folders.

Regularly remove bounced emails and long-term inactive subscribers to maintain strong deliverability. Use double opt-in signup forms to ensure only interested subscribers join your list. Make unsubscribing simple and straightforward to prevent spam complaints that could harm your sender reputation. Before removing inactive subscribers, try one last targeted campaign with a compelling offer to win them back.

Clean lists improve performance across all metrics while protecting your ability to reach interested customers' inboxes.

Ecommerce email marketing best practises

Successful email marketing combines [content marketing](#) with proper timing and targeting. Common challenges include maintaining subscriber engagement, avoiding spam filters, and standing out in crowded inboxes.

The most successful email marketers focus on delivering value in every message while continuously testing and improving their approach. Regularly monitoring and adjusting

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



campaign performance helps identify what works best for your audience.

In the following sections we will explore proven tactics for creating email campaigns that drive sustainable growth for your online store.

Personalise emails and segment your list.

Personalisation uses customer data to create relevant, timely messages that drive action. By segmenting subscribers based on shared behaviors and traits, you can match content to specific needs.

Shopping history reveals style preferences, price sensitivity and product interests. Website behaviour shows what catches attention, while engagement patterns identify your most valuable customers. Combining these insights lets you recommend products and offers that feel personally chosen for each subscriber.

The goal is to [use data thoughtfully to enhance shopping experiences](#) rather than just pushing products. Well-executed personalisation makes customers feel understood while driving increased sales.

Create engaging email elements.

Compelling subject lines grab attention in crowded inboxes. Keep them under 40 characters so they display fully on mobile devices. Every email needs one clear call to action that stands out visually and tells readers exactly what to do next.

Include specifics about what's inside. Instead of generic "Shop Now" buttons, try specific actions like:

- "Get Your 20% Off Code"
- "Complete Your Purchase"
- "Reserve Your Early Access"
- "See What's New in Stock"

Place your primary call to action where it's easy to spot and tap on mobile screens. Using action words and creating urgency often increases click-through rates.

Use double opt-in email sign-up.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



Double opt-in sign-up requires new subscribers to confirm their email address by clicking a link before joining your list. This extra step prevents fake addresses and ensures only interested people join your list. Clean lists with verified subscribers lead to better delivery rates, higher engagement, and fewer spam complaints, which help your emails reach more customer inboxes.

Send a welcome email.

A welcome email sets the tone for your relationship with new subscribers when they're most interested in your brand. Send it immediately after sign-up to thank them, deliver any promised rewards like discount codes, and explain what type of emails they'll receive. This first impression shapes how subscribers view future emails from your store, making them more likely to open, click, and eventually buy.

Design and optimise for mobile.

Most subscribers read emails on mobile devices, so your campaigns must look great on small screens. Use responsive design that automatically adjusts layouts, font sizes and image widths. Make buttons large enough to tap easily with thumbs.

High-quality product photos and videos help subscribers picture items in their lives. Show products from multiple angles and in real-world settings. Compress images properly to maintain quality while ensuring fast loading times. Test every campaign across different devices and email clients before sending to ensure consistent display.

Automate and add excitement.

Automation keeps your email marketing running smoothly while saving time. A welcome series greets new subscribers with a sequence of targeted messages. [Cart abandonment](#) flows automatically remind shoppers about forgotten items, often including real-time inventory updates like "Only three left!" to create urgency.

Dynamic content adds excitement to promotional emails. Countdown timers show exactly how long a sale will last, while live inventory displays let customers know when popular items are running low. These real-time elements create urgency and encourage quick purchase decisions.

For example, a holiday campaign might combine:

- Automated early access emails for VIP customers
- Live countdown timer to sale start
- Real-time updates on bestseller inventory

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



- Automated reminders as the sale end approaches

Test and optimise for performance.

Regular A/B testing reveals what drives better results in your email campaigns. Test subject lines to improve open rates and experiment with different layouts, images and button designs to boost click-through rates. Even small changes like button colours or image placement can significantly impact performance.

Track critical metrics that connect to business goals. Focus on:

- Open rates to measure subject line effectiveness
- Click rates to evaluate the content appeal
- Conversion rates to track sales impact
- Revenue per email to assess campaign value

Use these insights to refine your strategy continuously. When tests show higher engagement with specific approaches, apply those learnings to future campaigns. Regular testing and measurement help you build stronger connections with subscribers while increasing sales.

Compliance and list management.

Email marketing [laws](#) protect customer privacy and build trust. Following GDPR and CAN-SPAM rules means getting explicit permission before sending emails and including your business address and an unsubscribe link in every message. Making it easy to unsubscribe helps your business by keeping your list focused on interested subscribers.

Clean lists improve deliverability rates. Remove subscribers who last opened emails 6-12 months ago, but try a re-engagement campaign first. When subscribers trust that you will respect their preferences and privacy, they're more likely to engage with your messages and become loyal customers.

Timing and social proof.

When you send marketing emails, it matters as much as what you send. Track when subscribers typically open and click to find optimal sending times. Some audiences engage more during morning commutes, while others read emails during evening downtime.

[Social proof](#) builds confidence in buying decisions. Include customer reviews, ratings and user-generated photos to show products in real life. Highlight testimonials from satisfied customers or

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



showcase how many people bought or viewed an item. For example, "Join 10,000+ happy customers" or "Bestseller: 500+ sold this month" adds credibility to your message.

Other compelling social proof includes:

- Customer photos wearing or unboxing products
- Star ratings near product images
- Expert endorsements or media mentions

The final word

Email marketing isn't going anywhere — in fact, it's more vital than ever for online stores. While other marketing channels come and go, your email list remains your most valuable asset. Think of it as your direct line to customers who already care about what you're selling. The best part? It's incredibly cost-effective compared to other marketing channels.

Building an email programme that works takes time and attention, but it's worth the effort. Focus on sending messages your customers want to read, make them look great on phones, and use automation to keep things running smoothly. Test different approaches, keep your list clean, and always put yourself in your customers' shoes. Do these things consistently, and you'll transform your list into revenue gold.

FAQs about ecommerce email marketing

What are some common mistakes to avoid in ecommerce email marketing?

Three email marketing mistakes that most directly impact revenue: Poor segmentation leads to irrelevant messages that subscribers ignore, reducing conversion rates and sales. Weak subject lines prevent subscribers from seeing your offers, making all other marketing efforts worthless. Missing or unclear calls-to-action fail to convert interested readers into buyers, wasting opportunities for immediate sales. These core issues affect the entire email marketing funnel, from opens to purchases, so you should avoid these mistakes.

How can I ensure my ecommerce emails don't land in spam?

First, start with a clean email list — only keep subscribers who open and engage with your messages, which is why a double opt-in form is worth considering. When someone new joins your list, ask them to confirm they want your emails by clicking a verification link. Trust signals like making the source of the email clear and providing an easy unsubscribe link help. Avoid common

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.



spam-trigger words like "free" and excessive punctuation. Balance your images and text naturally. Too many pictures or broken images make spam filters suspicious. Monitor engagement metrics and sender reputation. Low open rates or high spam complaints hurt deliverability. Think of email authentication as a digital ID card — it helps prove you're a legitimate business. Most email platforms can help set this up. Finally, test emails across different providers before sending them to your entire list.

What are the top picks for email marketing software?

We've mentioned our favorites elsewhere in this article. Below are highlights to let you know why.

Klaviyo	Best for advanced segmentation and personalisation
Deep	Integration with ecommerce platforms
Strong	Automation capabilities
Omnisend	Excellent for omnichannel marketing
Built	Specifically for ecommerce
User-friendly	Interface
ActiveCampaign	Advanced automation workflows
Strong	CRM features
Competitive	Pricing for small businesses
Mailchimp	Good starter option for small stores
Easy to use	Reasonable pricing tiers
Each platform	Offers free trials or starter plans to test features before committing.

How can I use A/B testing to improve my ecommerce email marketing?

There's no end to elements you can test, so let's test what matters most to your bottom line. Offers/Promotions have the highest impact on purchase decisions and directly impact sales. You can test discount types and amounts. Send times can increase the likelihood of conversions if you time the email right. Of course, send times are critical for time-sensitive offers. Subject lines represent the gateway to business growth. They impact open rates — if the email never gets opened, you've lost any chance your content is read and acted on. Email design influences click-through rates. While design is critical on mobile, it's secondary to getting your offer and timing right.

Growing your high-volume or established business?

Start your [15-day free trial](#), schedule a [demo](#) or give us a call at +61 2 8188 1832.

