9 STEPS to ENSURE REAL-TIME EMAIL MARKETING

01 Begin with a strategy based on customer needs.

02 Integrates marketing technology to address the real-time. omni-channel customer journey

03 Collect customer insights in creative and meaningful manner

04 Ask customers to share little personal information. Gather contextual data you

05 Segment your audience based on the most useful data Captured

06 Organizing data around customer personas to understand customers and predict behaviours.

07 Use Delved insights personalize real-time cutomer emails

08 Continually update segments or personas

09 Repeat the process to capture more behaviours & preferences for your customers