

## Coremetrics LIVEmail™ 3 – Target Through Email

Targeted emails based on web analytics behavioural data create personalised exchanges with your visitors and customers. Relevant messages increase click-through rate, deliver superior customer experience, and maximise returns from your email programmes.

### Email that Delivers Results

According to Jupiter Research, targeted email campaigns based on web analytics behavioural data deliver nine times more revenue and 32 times more profits than untargeted, broadcast campaigns. Coremetrics clients have experienced similar financial success, and have also reported that targeted campaigns reduce requests to unsubscribe by ten times.

### Targeted Email Marketing

Coremetrics LIVEmail enables email marketers to deliver the best offer at the right time. The solution seamlessly combines Coremetrics Lifetime Individual Visitor Experience (LIVE) Profiles™, a comprehensive record of all individual online visitor interactions, Coremetrics Intelligent Offer™, which provides targeted ecommerce recommendations based on crowd wisdom, and behavioural data exports to leading email service providers (ESPs) partnered with Coremetrics. Coremetrics LIVEmail makes targeted email easy to use, flexible, relevant and powerful. LIVEmail's ESP interface enables you to view certified partners or easily request new partner certification. You can then simply click a button and LIVEmail will export the data to your ESP in a pre-defined, digestible format. This straightforward interface enables you to quickly connect your data to the appropriate ESP and optimise your email marketing initiatives.

### Best Practice Reporting

Coremetrics consistently delivers comprehensive and creative insights and action. Just like Coremetrics Analytics™, LIVEmail includes pre-built recipes based on best practices. If you are extremely busy, or new to email targeting, you can quickly boost performance by using these pre-built segments:

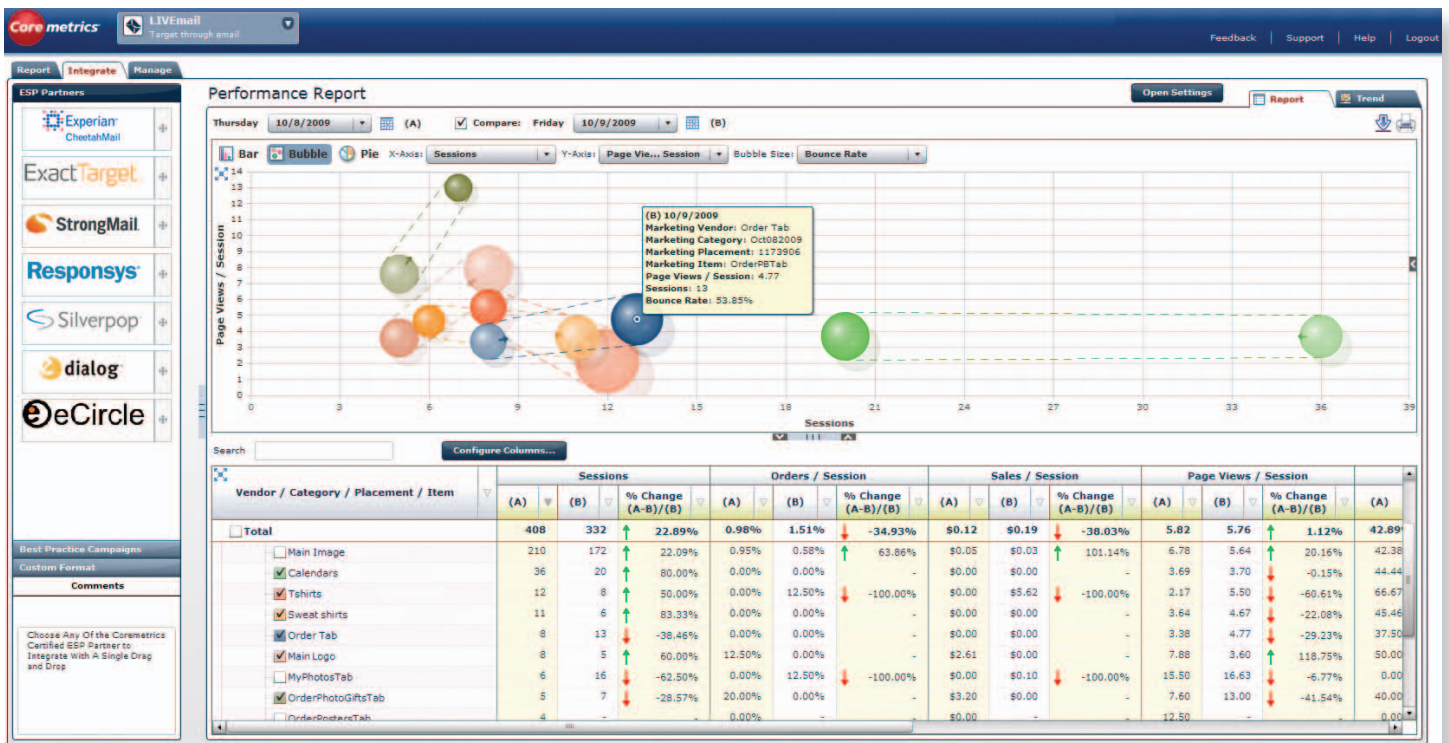
- Product Browsers – visitors who expressed interest in products but have not converted
- Cart Abandoners – remarket to visitors that were close to converting but did not purchase
- Post Purchase – follow up marketing activities for customers that purchased, such as cross-sell offers or writing a review
- Dormant Customers – target visitors who have not been to the site for an extended period of time

***“Using Coremetrics, we have achieved conversion rates that are simply ridiculous.”***

*Director of Operations,  
Bass Pro Shops*



Coremetrics collaborates with leading email service providers to ensure a strong Coremetrics LIVEmail integration and together execute highly targeted email campaigns.



Use rich visualisation to analyse the performance of your Coremetrics LIVEmail initiatives and compare their impact on key business metrics over time.

**Flexible**

In a single, time-saving interface, you can design a segment based on cross-session data about visitors. Benefit from Coremetrics' seamless integration with your ESP by exporting segmentation data in a single click.

You can also – again with a single click – send highly personalised offers that improve conversion and drive ROI. By seamlessly integrating with Coremetrics Intelligent Offer, LIVEmail enables you to send tailored offers based on a web user's specific context. For example, merchandisers can send recommendations based on purchase activity to recent buyers, and recommendations based on shopping or carting activity to abandoners.

**Coremetrics LIVEmail at a Glance**

- Drag-and-drop Coremetrics certified ESP partners
- Leverage best practice segments to retarget key site activities
- Use integrated analytics to measure the effectiveness of every email link and offer in terms of click-throughs, conversion rate, revenue impact, and engagement statistics like page views and site paths
- Build rich visitor segments using dozens of business-impacting metrics
- Incorporate intelligent product recommendations to improve cross sell and up sell performance

To learn more about Coremetrics LIVEmail or to arrange a demo, please contact your account representative. Call +44 (0)20 3393 3450 or visit coremetrics.co.uk



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