Post-GDPR Success Checklist

pure360

Reduce the impact of GDPR on your email marketing results.
Implement each tactic to grow your marketing database, improve ROI, and increase retention.

Tactic	How to deliver success	Implementation	Next steps
Optimise sign-up forms	Keep sign-up forms above the fold. Use benefits-driven copy. Test different call to actions.	Let us help	Optimise your sign-up forms and drive list growth with our Acquisition Optimisation Pack.
Implement pop-up forms	Drive list growth with pop-ups that encourage people to subscribe.	1-2 days	Find out about our pop-up features in PureTargeting.
Drive list growth from social	Create loyalty and reach new audiences by running social media campaigns with PurePromotions.	1-2 days	Talk to us about implementing PurePromotions.
Implement a welcome series	Nurture new subscribers into customers with a welcome email campaign.	Let us help	Convert more leads into customers with our Automation Starter Pack.
Improve deliverability	Make sure your deliverability is the best it can be.	Let us help	Get a health check and strategic advice to improve deliverability with our Deliverability Consultancy Pack.
Segment your database	Segmentation is key to increasing email ROI. Segment your database to deliver relevant messages to the right people.	Let us help	Book a consultation with one of our email marketing experts.
Personalise send times	Increase open rates by using 'Intelligent Timed Sending' to land in the inbox at the right time for each recepient.	2 minutes	Select 'Intelligent Timed Sending' on each campaign in PureCampaign.
Resend to non-openers	Increase open rates by up to 50% by automatically resending your campaigns to people who didn't open.	2 minutes	Select 'resend to non-opens' on each campaign in PureCampaign.
Re-engage lapsed customers	Use automated re-engagement emails to keep unegaged subscribers from slipping away.	Let us help	Stop customers from lapsing with our Retention Optimisation Pack.
Optimise your preference centre	Give people control over what they receive from you. A well-designed preference centre reduces unsubscribe rates.	Let us help	Reduce unsubscribe rates and deliver more relevant marketing with our Automation Starter Pack.

Need some extra help? Book a post-GDPR consultation at www.pure360.com/gdpr-consultation