

## Communicate more Strategically with Segmented Email Campaigns

At iModules, we pride ourselves on providing you with innovative tools to give your constituents a personalized online experience. Segmented email campaigns empower you with the tools to increase engagement with your alumni and supporters by building communications that are customized to target specific audiences.

Segmented emails allow you to quickly create various versions of an email within the same campaign. This allows you to change different variables in each version, like audience, content, or subject lines, to personalize the constituent experience and encourage continued engagement. Plus, all communications within the respective campaign will roll up into the same report.

## The Benefits of Segmented Email Campaigns

- Customize email versions by time zone, sender identities, subject line, content, and more
- Easily configure settings for all email versions within a campaign and assign audiences
- Prioritize which email a constituent receives if they are in multiple versions of the same email campaign
- Conduct A/B tests manually
- Effortlessly duplicate email, personalize multiple emails within a campaign using your Encompass data, and release campaign emails simultaneously
- Compare metrics among emails in the same campaign to gather deeper performance insights and drive strategy



***Utilize segmented email campaigns to create and send customized happy birthday emails, end of year giving, solicitations, newsletters, event invitations, day of giving communications, and more.***

## Be Prepared for Segmentation Success:

- Build one master template with duplicated sections to create a one-stop-shop to quickly create specific emails for different audiences.
- Create unique templates for each version in your segmented campaign to empower your team to create emails without needing admin or design approval.
- Design versioned layouts with complex elements to make changing footers, headers, and main images faster; do this saving favorite elements and layouts as complex elements.

