

Harnessing the Power of Hyper Segmentation in Email Marketing

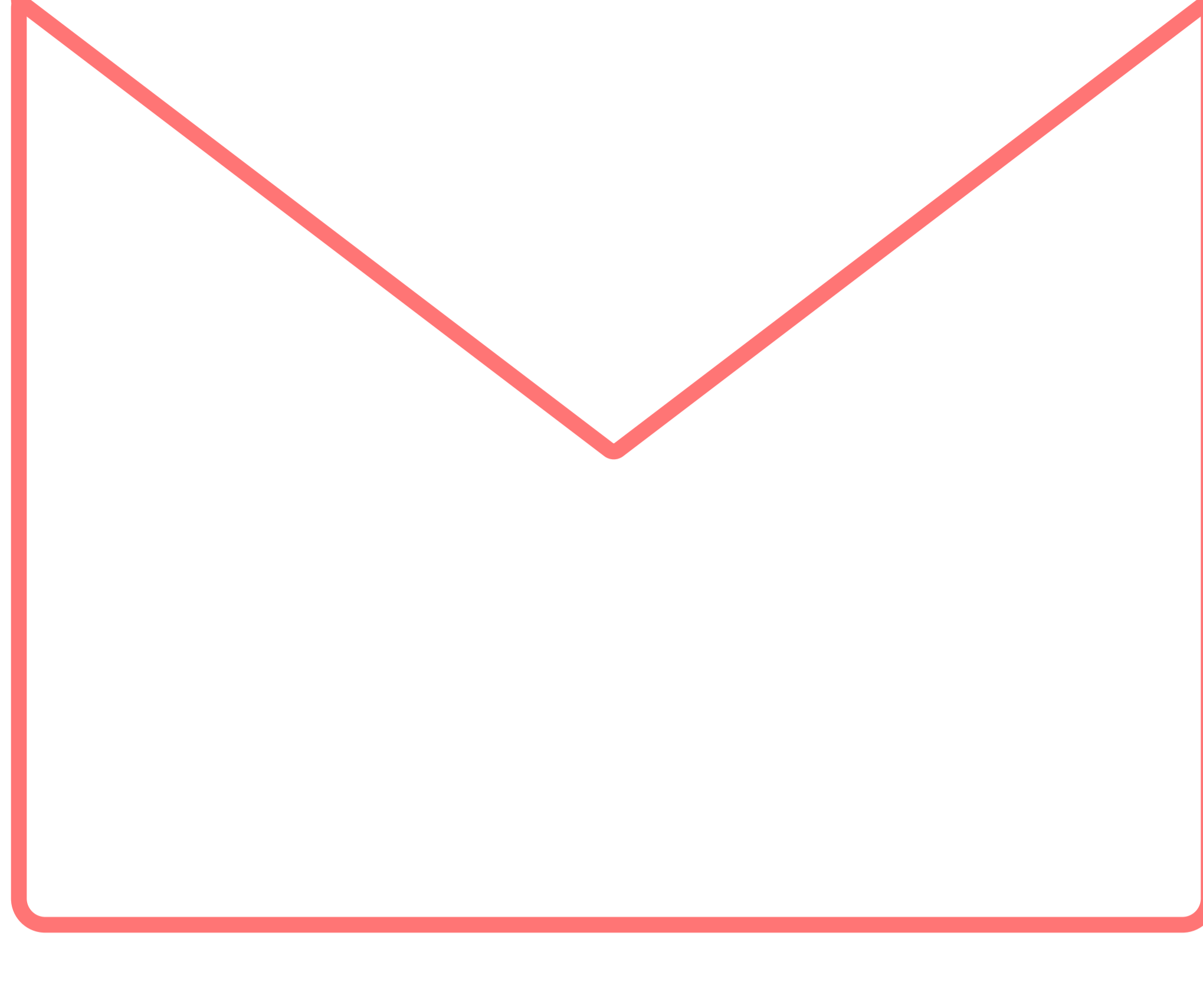
A Guide for Recruiters

Are You Making the Most of Email?

Email marketing remains one of the most powerful tools in a recruiter's arsenal.

Not only do candidates prefer it but they want more of it! Making email the perfect medium for building long-term relationships. Email marketing is also your most successful tool for B2B marketing too.

But are you getting the most from your email marketing?



45% of candidates prefer email contact

84% want more frequent contact from recruiters

59% of B2B marketers say email is their most effective channel for revenue generation

23% higher average click-to-open rate

ROI = £42 per £1 invested

What is Hyper Segmentation?

This advanced email marketing practice takes your email contact list and divides it into highly specific segments based on detailed criteria.

Hyper-segmentation goes beyond basic demographics and can include user behaviour, preferences, engagement history, real-time interactions and more.

Helping you deliver personalised, relevant content to each group, increasing the likelihood of engagement and driving lead conversions!

Segmentation in Email Marketing



**Demographic/
Firmographic**

Industry, geography, headcount, skills, job title and location



Psychographic

Values, skills, cultural fit and professional goals



Behavioural

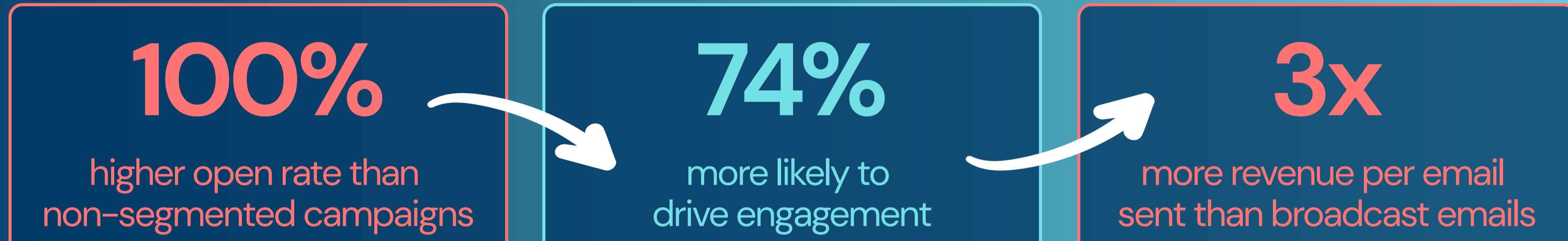
Buying intent, buying stage, and content interaction



Email Health

Validity, bounce history and last engagement

The Benefits of Hyper Segmentation in Email Marketing



The downsides:

- Requires expertise
- Time consuming – particularly if done on a large scale
- Managing lots of segmented resources can become challenging

At Thrive we help you understand, clean and segment your database effectively as well as manage targeted email marketing campaigns for multiple candidate and B2B personas.

Let's look at recent email marketing campaigns delivered by Thrive, that clearly shows the benefits of hyper-segmentation.

Contacts segmented based on buying intent signals

	Open Rate	Click To Open Rate
Contacts with low buying intent signals*	8.79%	4.30%
Contacts with high buying intent signals*	52.37%	12.04%

*Data-driven lead scoring is based on user behaviour and activity.

A comparison of emails targeted by sector

	Open Rate	Click To Open Rate
Generic Campaigns	4.86%	11.85%
Finance Campaigns	10.99%	12.77%
HR Campaigns	10.66%	23.27%
Procurement Campaigns	7.87%	51.09%
IT Campaigns	7.32%	22.66%

Hyper Segmentation Strategies for Recruiters

- Follow segmentation best practices**
Start small, keep your segments manageable, use the right tools and track your results.
- Maintain list hygiene**
Clean and refresh your CRM database regularly.
- Focus on behaviours**
Behavioural segmentation is one of the most effective.
- Optimise for multiple platforms**
Your emails should look their best whatever email client or device is used to open them.
- Don't neglect compliance**
Comply with data protection regulations and email providers bulk sender rules.
- Strike a balance on frequency**
Test what works for each segment and adjust each mailing separately.
- Look to the future**
AI and other tools are going to make analysing behaviour and personalising content easier.

Thrive Recruitment Marketing is the leading recruitment marketing agency for scaling and fast-growing recruiters. We empower our partners to achieve their growth goals, attract new business and hire the right talent by aligning and activating employer and commercial brand strategies.

The result – thriving recruitment agencies enjoying sustainable revenue and recruitment success.

You've heard of RPO, now it's time for RMO.

Let's Thrive