



THE MAGAZINE FOR MARKETING STRATEGISTS



[SUBSCRIBE TO BtoB TODAY!](#)

[EVENTS](#) | [NEWSLETTERS](#) | [JOB BOARD](#) | [ONLINE DIRECTORY](#)

[HOME](#) | [SEARCH MARKETING](#) | [E-MAIL MARKETING](#) | [MARKETING METRICS](#) | [DIRECT MARKETING](#) | [ADVERTISING](#) | [VERTICAL MARKETING](#) | [EVENT MARKETING](#) | [MEDIA BUSINESS](#)

SEARCH [ADVANCED SEARCH](#)

CURRENT ISSUE



FEATURES

- [Top 100 Advertisers 2009](#)
- [Ten Great Web Sites 2009](#)
- [Media Power 50 - 2009](#)
- [BtoB's Best 2009](#)
- [Who's Who in B-to-B 2009](#)
- [Top Agencies 2010](#)

GUIDES

- [Lead Generation Guide](#)
- [Marketers Resource Guide](#)
- [Interactive Marketing Guide](#)
- [Guide to Vertical Marketing](#)
- [Email Marketer Insight Guide](#)

RESOURCES

- [Blog Roundup](#)
- [BtoB Intelligence Center](#)
- [BtoB Marketing News Widget](#)
- [BtoB Webcasts](#)
- [CMO Close-up](#)
- [Events](#)
- [LeadingEdge Virtual Show](#)
- [E-Mail Newsletters](#)
- [Job Board](#)
- [Online Directory](#)
- [Purchase BtoB PDFs](#)
- [Research Archive](#)
- [Video Archive](#)
- [Whitepapers](#)
- [Social Media Awards](#)
- [Other Resources](#)

MEDIA BUSINESS

- [Media Business Magazine](#)

ABOUT US

- [About Us](#)
- [Contact Us](#)
- [Media Kit](#)
- [BtoB Issue Archive](#)
- [Subscribe](#)



These Knowledge Centers provide b-to-b marketers with the strategies and tactics they need to better do their jobs.

EMI: Ask the Expert

E-mail Story Print Story 6 retweet

Why should I collect preferences from my customers and prospects?

Michael Thompson, director of deliverability and ISP Relations, ClickSquared Inc.
 Story posted: January 28, 2010 - 11:18 am EDT

Collecting preferences, interests, likes and dislikes from your customers and prospects to better understand them as individuals is the foundation for developing more relevant, effective messaging for your e-mail marketing communications.

The key to successful marketing programs is the ability to speak to your customers as individuals and appeal to what is most important to them; one message does not fit the needs of every customer. Collecting preferences helps you understand these individuals and the subjects in which they have the greatest interest. This enables you to customize your messages and increase conversion rates.

Once you have this "self-declared" information, you'll want to tie it to the activity and behavior data you get from the e-mails you send: who opened what, which links they clicked, what are they buying and how often they buy. Doing so will allow you to further refine your messaging and content. For example:

§ A sports team sends out a regular newsletter updating fans on the team's latest news. If the team knows which player is a particular fan's favorite, it can insert additional content about that player into the newsletter. The team can also follow up with e-mails that keep the fan updated on special appearances the player may be making or merchandise bearing his image.

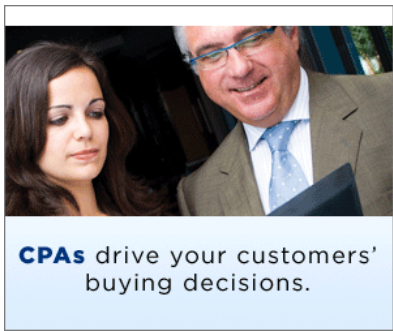
§ A hotel that collects information on a traveler's favorite activities—for example, golf or spa—can use that information to promote special tee times or spa specials to encourage the traveler to book a time before he or she arrives. When travelers get information on specials that are of interest to them, the hotel can sell additional services; it's a win-win for everyone.

§ A sporting goods store that knows that a customer is interested in skiing, tennis and yoga can feature items from those product categories in its weekly e-mail promotions.

Collecting customer preferences allows you to have a better understanding of each customer's interests. This information becomes even more valuable when married with ongoing activity data, giving you a full view of your customer's buying behavior and what drives them to take action. Collecting and harvesting this information allows you to create more relevant e-mail marketing communications, providing your customers with information they want—when they want it—to drive significantly higher sales conversion rates.

Michael Thompson is director of deliverability and ISP relations for ClickSquared (www.clicksquared.com), a provider of relationship marketing programs.

- [Bookmark this on Delicious](#)
- [Digg This!](#)
- [Share on Facebook](#)
- [Subscribe to FREE BtoB Newsletters](#)
- [Share on LinkedIn](#)



STRATEGY. CREATIVE. RESULTS.

HOW YOU MEASURE SUCCESS.

sponsored by

[click to learn more](#)

BtoB INTELLIGENCE CENTER

BtoB Research Reports provide in-depth insight into the issue b2b marketers face on a daily basis.

With in-depth insight into how marketers are using online analytics, "The Web Analytics Survey" contains:

- 679 survey responses
- Segment analysis
- 22 charts
- 10 case studies
- 139 Pages

[FIND OUT MORE](#)

E-mail Story Print Story

RELATED STORIES

- [What are some easy ways to boost my e-mail results?](#)
- [Should my e-mail design match my Web site?](#)
- [How do I address both engaged and unengaged recipients with my e-mail efforts?](#)
- [How do I make my messages relevant?](#)
- [What is the most effective use of e-mail to drive revenue and loyalty?](#)
- [What is the difference between social programs and socialized e-mail?](#)
- [How can I use e-mail landing pages to drive conversions?](#)
- [What is meant by 'good list hygiene' and why should you do it?](#)

[Read the new issue:](#)

Create Measureable Action with Online Survey Solutions

Sponsored by: **VOVICI**
Professional Online Surveys

Hosted by: **ECB**

What's the best way to include video in an e-mail?
 How can I get the most out of my professional services vendor?



CMO CLOSE-UP

Each issue of CMO Close-up features an interview with a CMO, as well as other marketing executives answering that issue's "Big Question."

This week's feature:



Close-Up with Pamela Evans, global digital marketing manager, IBM Software Group

[READ NOW](#)

Follow Us On:



Twitter



LinkedIn



Facebook

social media marketing

IDG
INTERNATIONAL DATA GROUP



BtoB Magazine

[btobmagazine](#)

CBS promotes Lurie, searches for his successor at CBS Interactive:
<http://ow.ly/1E1ie>

11 minutes ago reply



Join the conversation

[SITE MAP](#) | [MEDIA KIT](#) | [CONTACT US](#) | [SUBSCRIBE](#) | [NEWSLETTER](#) | [WHITEPAPERS](#)

BROWSE OUR NEWSLETTERS

Daily News Alert	E-Mail Marketer Insight
StraightLine DIRECT	HANDS ON
INSIDE TECHNOLOGY MARKETING	ROLLOUT
CMO CLOSE-UP	MEDIA Business

BtoBonline.com **Privacy Policy**. Copyright 2006, **Crain Communications Inc.**
Information | For advertising information contact **Robert Felsenthal**.