# Inbox energy vs buyer reality

**Alicia Torres**

**Senior Marketing Manager, Force24**

Force24

**COSTCO.co.uk**

**Sage**

HOT BUY

Barista Touch Impress Coffee Machine With Cold Extraction in Black Stainless Steel
• Model: SES882BST4GUK1

**£899.99 Delivered**
Ater £100 OFF*

While stocks last | *Discount applied at checkout

**DJI Pocket 3**
Vlogging Camera 4K Video and 128GB Samsung microSD Card

**£324.99 Delivered**

*ALSO AVAILABLE IN WAREHOUSE PRICES MAY VARY

**£250 OFF** HOT BUY
**Lifetime**
7ft x 9ft 6" (2.1x 2.9m) Rough Cut Storage Shed
• Model 60310
£999.99
- £250.00
**£749.99 Delivered**
While stocks last | Valid until 18/01/2026

**£2,000 OFF** HOT BUY
**Blue Whale**
Spa Huntington Beach 92-Jet 5 Person Hot Tub
• Delivered and Installed
£6,599.98
- £2,000.00
**£4,599.98 Delivered**
While stocks last | Valid until 18/01/2026

HOT BUY

£69.99 delivered
Sharp 20 Litre 700W Solo Digital Microwave
• Model: YC-PS204AU-S

HOT BUY

£999.98 delivered
After £500 OFF
Harper Cream 5 Piece Modular Fabric Sofa with Ottoman
Offer ends 18/01/2026

NEW

£499.99 delivered
Marcy MWM986 68kg (150lb) Stack Home Gym System

HOT BUY

LG gram
15.6" | 16GB | 512GB SSD

£399.99 delivered
After £100 OFF
LG gram Book, Intel Core i5, 16GB RAM, 512GB SSD, 15.6 Inch Laptop
• Model: 1FU60T-G AA56A1

HOT BUY

SAMSUNG
14" | 16GB | 256GB SSD

£549.99 delivered
After £250 OFF
Samsung Galaxy Book5 Pro, Intel Core Ultra 5, 16GB RAM, 256GB SSD, 14 Inch AMOLED Laptop

HOT BUY

msi
14" | 32GB | 1TB SSD

£699.99 delivered
After £300 OFF
MSI Prestige 14 AI Studio, Intel Core Ultra 7, 32GB RAM, 1TB SSD, NVIDIA GeForce RTX 3060, 14 Inch Laptop

# Getting attention in a crowded inbox

**Skipping the unpersonal personalisation**
Why personalisation is not what we think it is

**Segmentation for busy teams who need results**
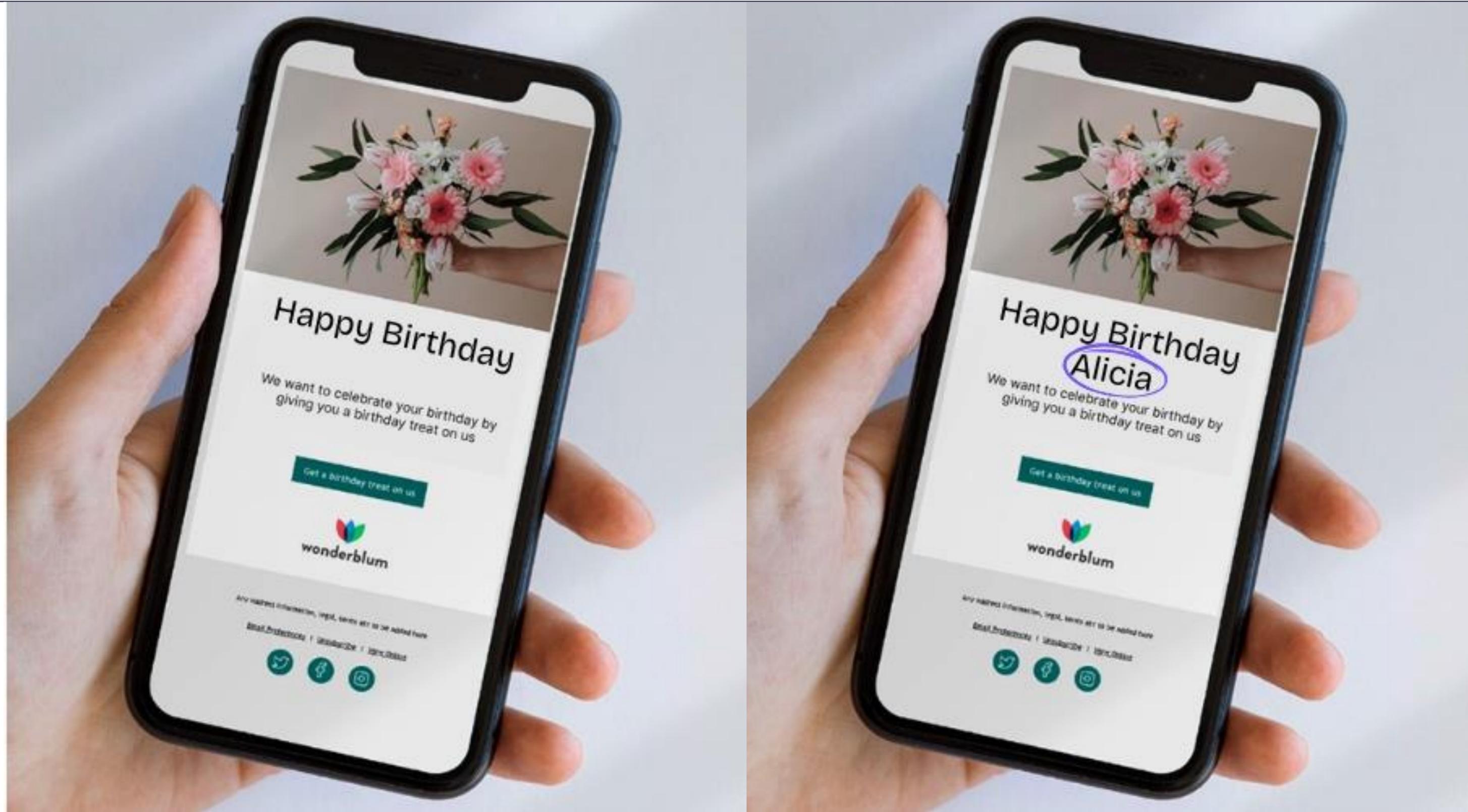A view that reduces work and improves conversion

**Content creation ideation**
Creating compelling content that gets noticed

# Skip the unpersonal personalisation

# It's a hell of a lot more than this…

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**PERSONALISATION**

# Personalisation isn't a feature. It's the output of a well-built system.

## 1. Data capture
**Collect meaningful data, not just names**

## 2. Segmentation
**Define the audience - who should receive this and why?**

## 3. Audience engagement
**Focus on active contacts – important to not damage deliverability**

## 4. Automation triggers
**Identify the moment to respond - milestones or signals that initiate communication**

## 5. Commercial relevance
**Match the message or offer to the customer's stage or *intent signals.**

## 6. Personalisation
**Now the token appears – name, product interest and behaviour context.**

# A view on segmentation that reduces work *and* improves conversion

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## All the insight you need is in your hands, but are you using it?
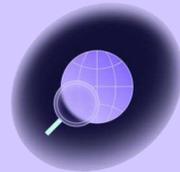
Web tracking tells you where they are engaging
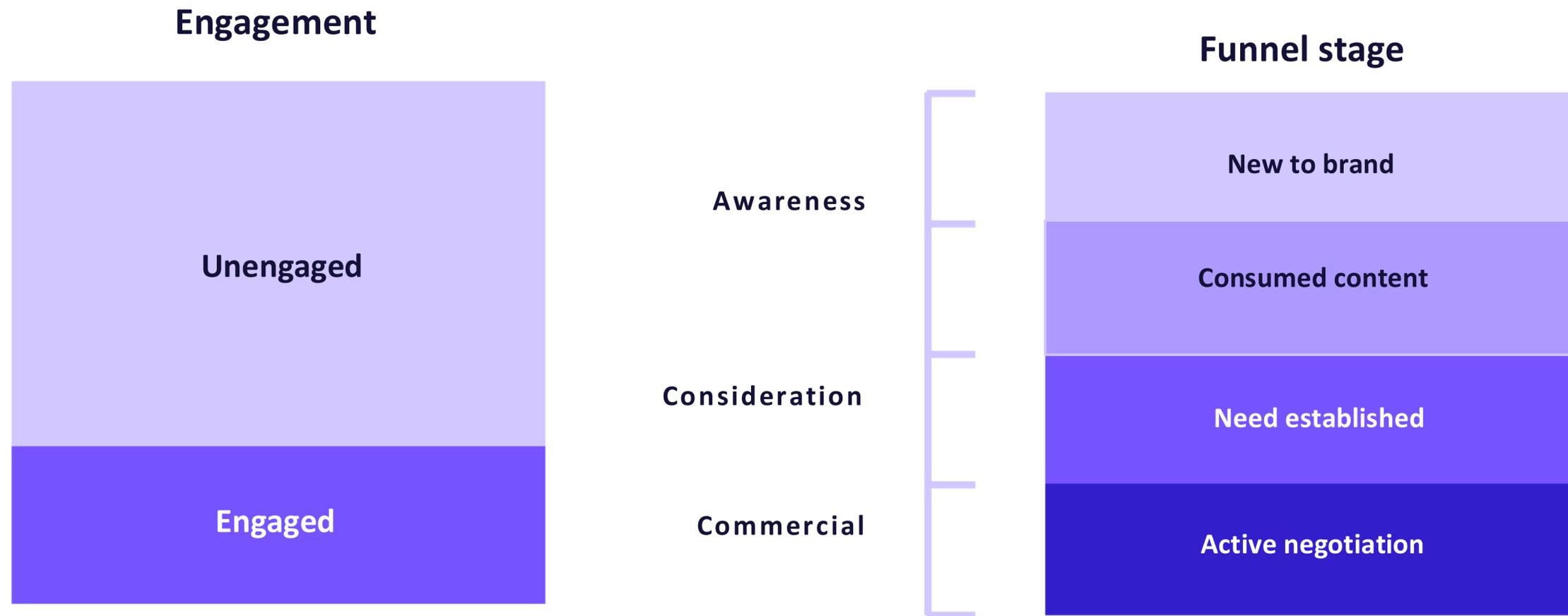
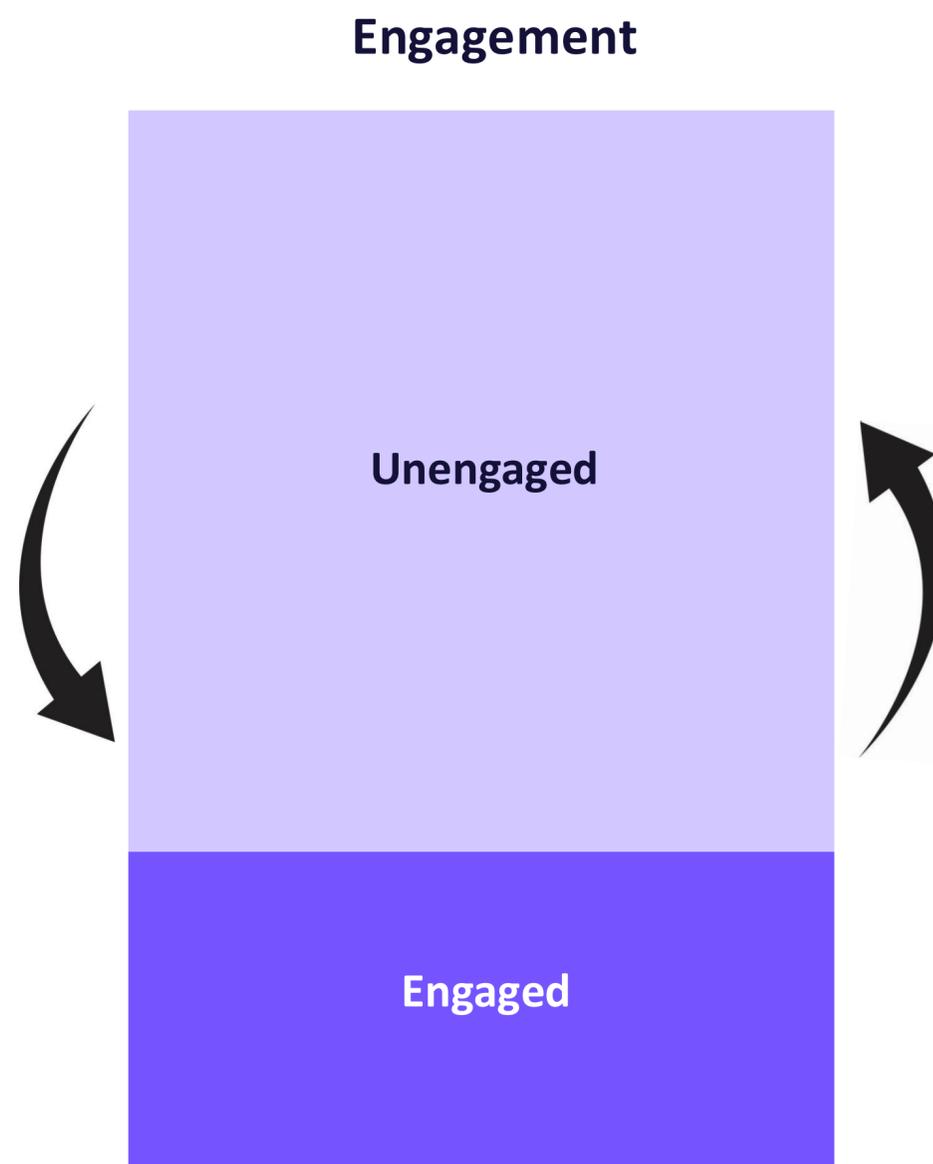UTM campaign information tells you the origins of the contact

Date of record collection gives you a key to interest trends

# Two essential segment sets to develop today

**Engagement**

**Unengaged**

**Engaged**

**Funnel stage**

Awareness

Consideration

Commercial

New to brand

Consumed content

Need established

Active negotiation

# Say more to less people

## The maths

**Engagement**

**Email 100 contacts**

**Open rate 30%**

*Remove 60% of unengaged*

Unengaged

**Email 40 contacts**

**Open Rate 75%**

*Add back 20% of volume of unengaged*

Engaged

**Email 48 contacts**

**Open Rate 62.5%**

SEGMENTATION

# What can this tell us about their behaviours?

**16-24**



**25-45**



**45+**



## COMMON TRAITS

✓ Live inside feeds rather than consciously "going online"

✓ Platforms are emotional, social and tied to identity

✓ Trust is built through familiarity and repeated exposure, not credentials

✓ Buying comes later and is influenced by social proof, not direct selling

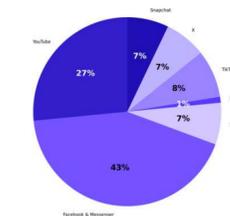✓ Expect brands to entertain, reflect their world and blend in as content

## COMMON TRAITS

✓ Use the internet as a tool to make progress and informed decisions.

✓ Switch fluidly between inspiration, research, comparison and action

✓ Clear value propositions outperform clever or abstract creativity

✓ Trust is built through proof, outcomes and logical reasoning

✓ Accept retargeting when it adds relevance or saves them time

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# How do we segment the contacts traditional segmentation can't help with?

# Segmenting when there's very little to go off
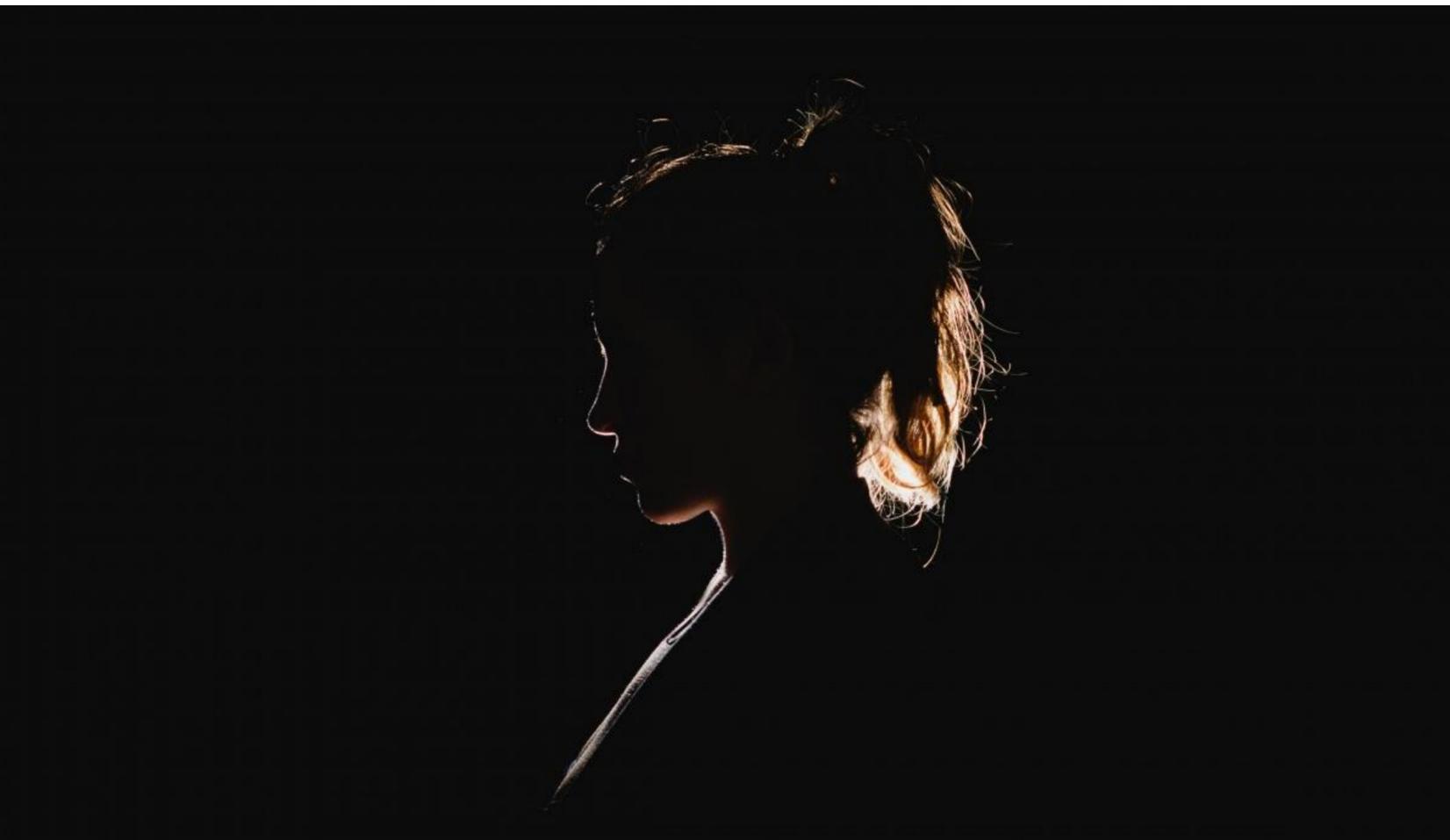
**RULE 1**

**Identify them, and label them – The unsegmentable**

**RULE 2**

**Know what is missing - Plan out what data is missing for effective marketing**

**RULE 3**

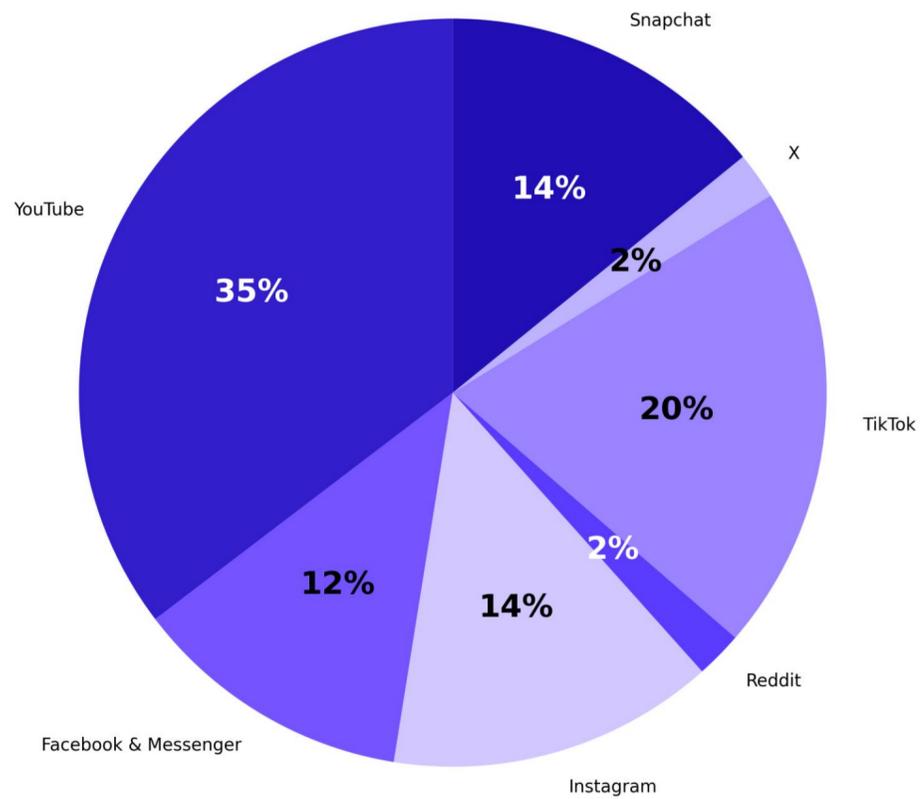**Treat them differently - Avoid generic emails and create custom 'getting to know you' campaigns**

**RULE 4**

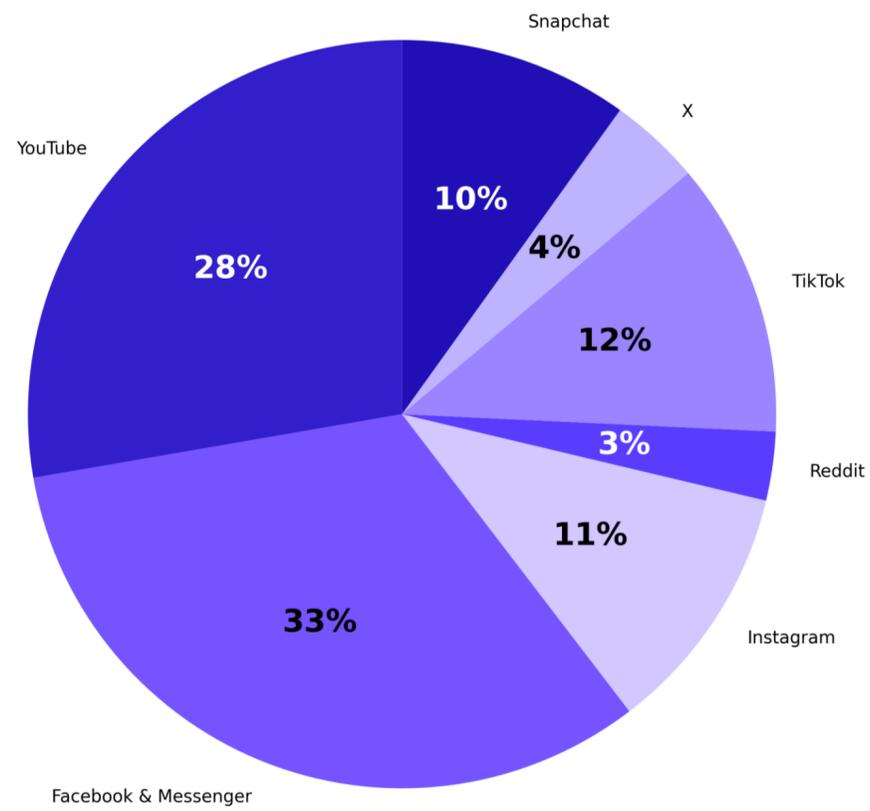**Ensure you are confident of lawful basis of communication**

SEGMENTATION
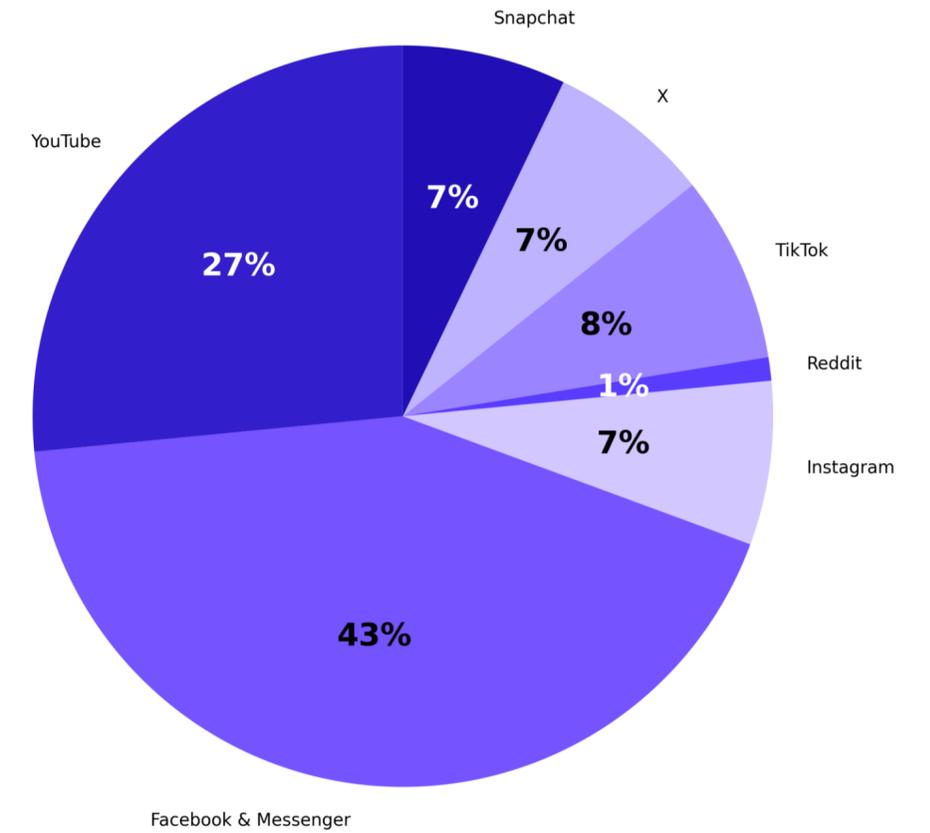
# Where do the key age groups spend their time online?



**16-24**

YouTube 35%
Snapchat 14%
X 2%
TikTok 20%
Reddit 2%
Instagram 14%
Facebook & Messenger 12%

**25-45**

Snapchat 10%
X 4%
TikTok 12%
Reddit 3%
Instagram 11%
Facebook & Messenger 33%
YouTube 28%

**45+**

Snapchat 7%
X 7%
TikTok 8%
Reddit 1%
Instagram 7%
Facebook & Messenger 43%
YouTube 27%

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# What can this tell us about their behaviours?

## 16-24
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## 45+
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**Using paid platforms to reach these contacts via audience match can enable you to bring them in again with a new data capture rules**
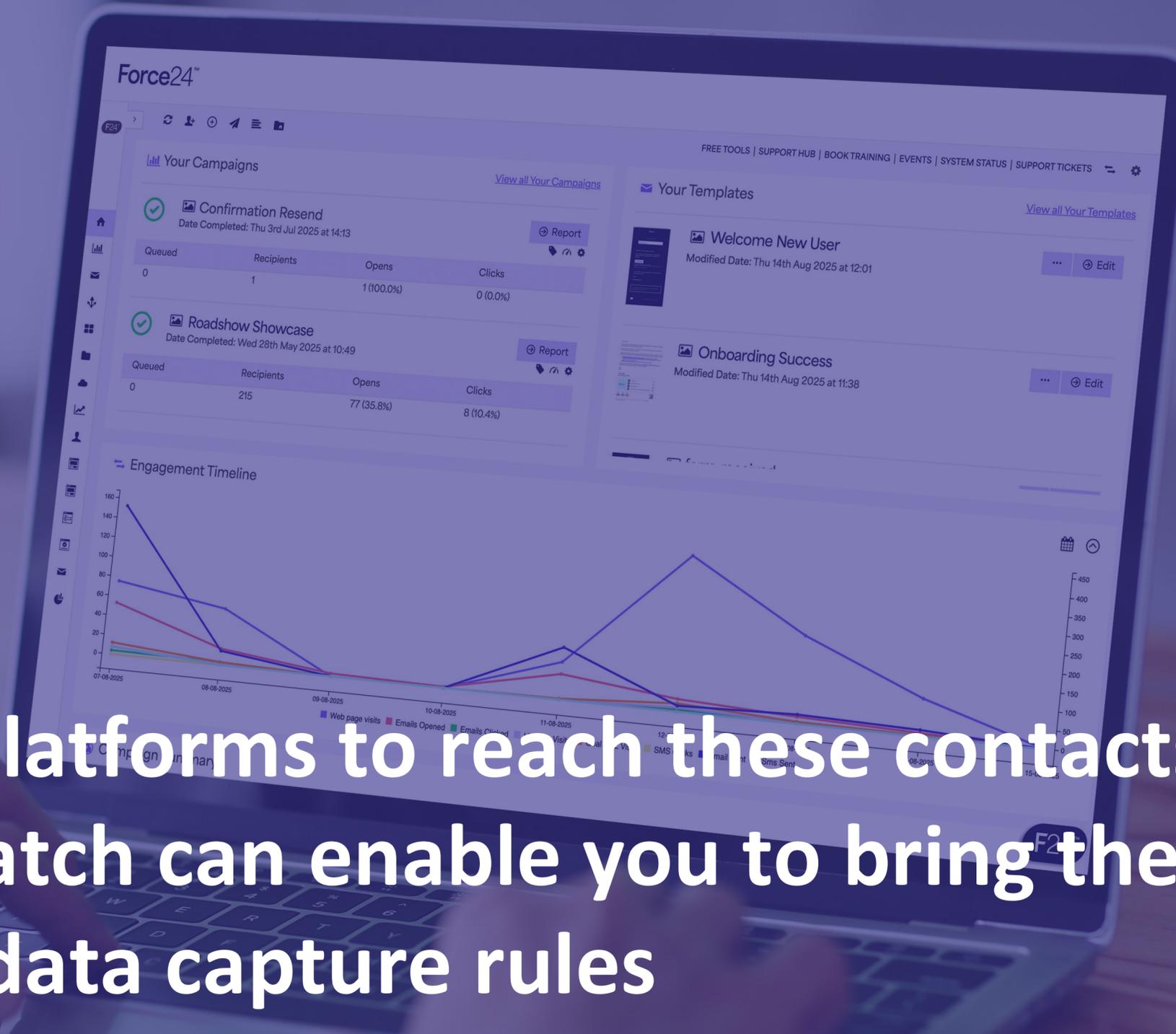
# Using paid platforms to reach these contacts via audience match can enable you to bring them in again with a new data capture rules

Name: Stephanie
Role: Marketer
Email: steph97@hotmail.com
Phone number: unknown

It's time to start your journey...

First Name*

First Name

Last Name*
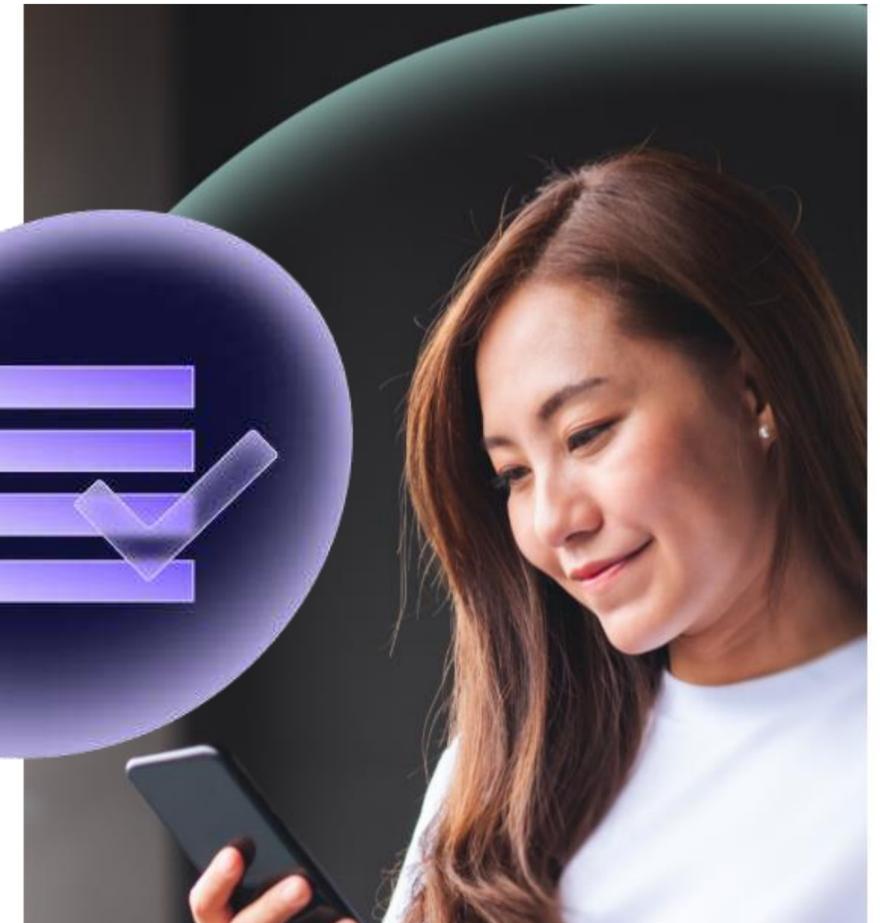
Last Name

Company Name*

Your company

Job Title*

Your title

Industry*

Choose your industry

Mobile Number*

Mobile Number

Email Address*

Email Address

# Now enriched with richer data which can then be segmented (with experiences also now matched across paid and email)
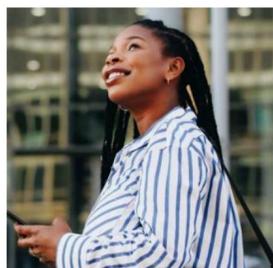


Name: Steph
Role: Travel Marketer
Email: steph97@hotmail.com
Phone number: 07981128036
Sector: Travel

**weareforce24**
Ad

Track.
Engage.
Convert.
*Repeat.*

MARKETING AUTOMATION, DELIVERED

See details

FWD: THINKING, FOR TRAVEL

Incoming legislation will make waves across cruise in 2025.

CRUISE
Trade News

A quiet but significant piece of legislation is reshaping the travel sector: the European Accessibility Act (EAA), now in force from the second half of 2025. The EAA requires all digital content, from promotional emails to booking confirmations and itineraries, to be fully accessible. That means clearer layouts, alt text for images, stronger colour contrasts, and copy designed to

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FWD: THINKING, FOR CRUISE

CRUISE
Trade News

Data-driven personalisation for smarter travel marketing.

Did you know people spend as little as 10 seconds a day reading brand emails? With inboxes overflowing, it's no surprise travel marketers are finding it harder than ever to cut through.
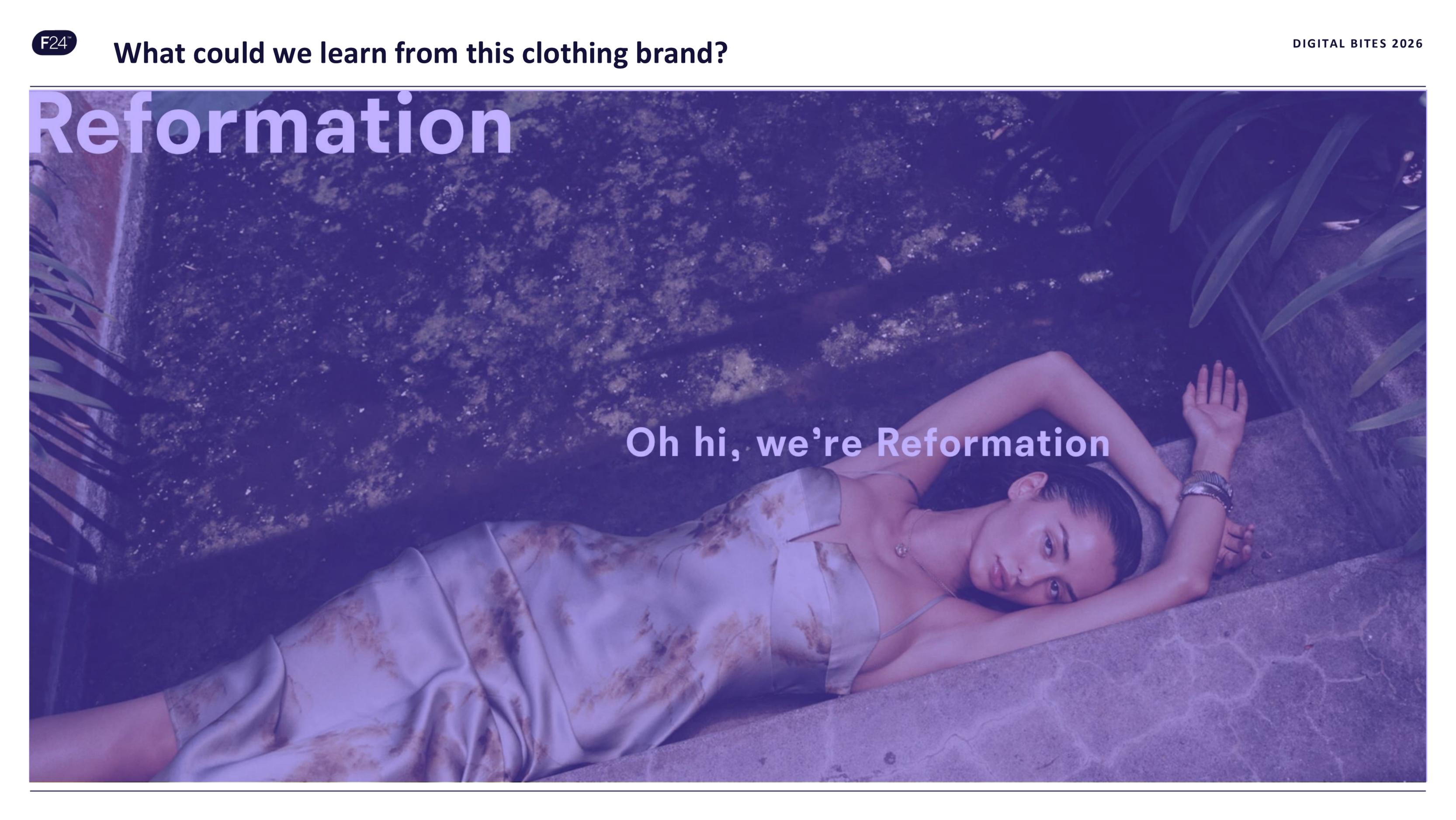
In our latest conversation with Cruise Trade News, Force24 CEO Adam Oldfield and Richard Seal, head of digital at Real Response Media, share the first step towards truly personalised communication - and how brands can use data to deliver content their audiences actually want to engage with.

Read now

# How can we create compelling content that gets noticed? And remembered.

Reformation

Oh hi, we're Reformation

AUDIENCE FIRST MESSAGING

# Know exactly who you're talking to

✓ **Reformation.** They don't try to speak to everyone. They speak clearly to their ideal customer.

✓ **Shared cultural language.** Emails reference pop culture, humour and internet lore their audience recognises instantly.

✓ **Identity over demographics.** If you understand the message, you feel like it was made for you.

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## Speak their language

# Force24™

## Confidence in your audience



A few romantic things that might make your ex beg for you back at the Olympics

right here



After winning a bronze medal at this year's Winter Olympics, Norwegian biathlete Sturla Holm Lægreid used his post-win interview to beg for his ex-girlfriend's forgiveness and admit to the world that he cheated on her.

"I told her a week ago, and it's been the worst week of my life," Lægreid confessed during an interview with the Norwegian Broadcasting Corp.

# Force24™

## Lean into the culture

Spring
responsibly

shop

"Reformation isn't just personalising with data. They're personalising with identity."

**Recognition of modern attention test your campaigns before you even press send.**

# Artwork testing

## Example

## Stay cool by the pool

Spring break and summer are on the horizon—where will you be enjoying the sunshine? Browse homes and resorts with outstanding pools, perfect for lounging, enjoying a dip, or cannon-balling with your little ones.

**Wade Into Paradise**

## Homes with private pools



**House of Mouse**

*Kissimmee, FL*

4 BED | 2.5 BATH | 8 MAX

**Tour House of Mouse  ›**



**Skyline Bel Air Estates**

*Tucson, AZ*

4 BED | 3 BATH | 8 MAX

**Tour Skyline Bel Air Estates  ›**



**Poolside Oasis**

*San Antonio, TX*

4 BED | 2 BATH | 8 MAX

**Tour Poolside Oasis  ›**



**Casa De La Paz**

*Palm Springs, CA*

3 BED | 2 BATH | 8 MAX

**Tour Casa De La Paz  ›**

Resorts & condos with pools

# Artwork testing

# Example

# Force24™

## The Force24 approach

ABOUT ME

# Alicia Torres, Senior Marketing Manager at Force24

GDPR Compliant
Marketing Automation

ISO

**Done-for-you marketing automation**

Implemented by subject matter experts who get you to the starting line quicker and have your back along the way

**Designed for UK marketing teams driving high-consideration sales**

Built for complex, considered buying journeys that twist, turn and matter too much to leave to chance.

**Specialists in bringing your marketing & sales teams closer together**

Dovetail sales and marketing touchpoints for smoother pipeline management.

BMW Park Lane  ·  PERRYS  ·  SNOWS  ·  Vantage MOTOR GROUP  ·  PARK HOLIDAYS Holidays & Short Breaks  ·  GULLIVER'S World  ·  distant journeys Your Time to Explore  ·  Baytree Interiors