HYPER-PERSONALIZED EMAIL CAMPAIGNS DRIVE 200% INCREASE IN VISITS TO TARGETED PAGES

> " *We've had nothing but a positive experience since integrating with Blueshift. Their team has done a terrific job modifying their algorithms to fit our specifications and needs. Since implementing personalization, we've seen a 200% increase to our jobs section.*

Kevin Jan, Email Marketing Manager | themuse.com

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Employment/Recruiting

The Muse helps over 50 million job candidates and ambitious professionals advance their careers, while partnering with over 500 client companies to rethink their talent acquisition strategies for finding and retaining top-performing employees. Every month, The Muse sends over 30 million emails.

Personalizing the job-seeker experience is key to driving increased on-site engagement by applicants

As the most trusted career site for Millennials, The Muse helps over 5 million people every month answer the question, "What do I want to do with my life (and how do I get there)?" through expert advice, online skill building classes, job opportunities, and behind-the-scenes video profiles of what it's actually like to work at the world's leading companies.

The Muse turned to Blueshift's scalable Segment-of-1 Marketing platform to meet the demands of engaging Millennials on a more personal level in their marketing communications and drive them back to their site.

200%
Increase in Visits
Targeted, personalized campaigns yielded 200% more visits to their job section.

59%
Open Rates
Across lifetime of the top personalized campaigns.

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OBJECTIVES

The Muse turned to Blueshift to help them address and simplify a number of complex issues.

Drive website activity and conversions
Complex conversion goals range from job applications, job postings, company inquiries, and Coach Connect job services. How do you drive engagement and boost performance for each goal without hindering overall business objectives?

Personalize based on actions and attributes
Job recommendations have to be tailored not only to the user's expressed interest, but also to the user's attributes, like location and defined skills, as well.

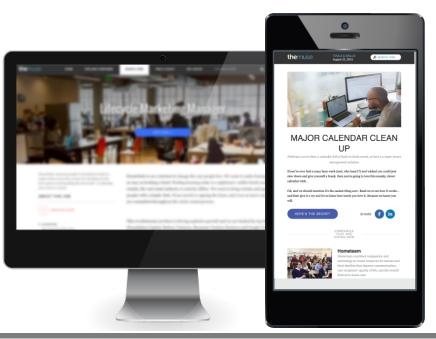### Streamline the customer engagement process
The Muse has a unique engagement model on the website involving interactions with companies, jobs, and career coaches. How can marketers more easily respond to customers engaging with different parts of their site?

Deliver personalized emails based on non-signed in activity
Many users don't log into their website, yet take still consume content and actions. How would they still identify users and deliver personalized emails?

Create actionable segments from multi-channel activity
Users interact across email and the web. How do you build rich segments based on this activity to both promote The Muse and for sponsored messages?

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Employment/Recruiting

• Triggers
• Personalization
• Recommendations
• Email

With predictive recommendations built into their emails, The Muse created engaging messaging that sparked readers to click thru and visit targeted sections on their site twice as often as previous campaigns.

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THE STRATEGY

Deliver a more relevant, individualized user experience to job-seekers and professionals via email to drive greater engagement onsite.

Thanks to Blueshift's real-time Segment-of-1 marketing platform, The Muse could personalize every email. The Muse gained the ability to target users who interact with different types of content and different sections of the site to deliver a more relevant and engaging user experience, and thus drive onsite engagement.

Types of campaigns and activities launched through Blueshift:
- **Complex Multi-Triggered Campaigns:** Launched ten complex triggered email campaigns targeting different user interactions across multiple sections of the site and their multiple catalogs.
- **Daily & Best-of-the-Week Newsletters:** Regular sends to users based both on their implicit and explicit communication preferences.
- **Rich Segmentations:** Create complex, actionable segments based on each user's behavior in combination with location and topic preferences.
- **Location-Specific Emails:** Deliver emails containing articles, company recommendations, and job postings to each individual user's location.

CONCLUSION

The Muse realized significantly greater engagement rates on their site through more relevant messaging and recommendations within their retention emails.

The following core capabilities built into Blueshift made this strategy successful:
- Real-time, 360-degree, multi-channel customer profiles that update with every user interaction, location, and channel preferences
- Interaction Graph-based technology that enables marketers to target every interaction with different elements of the website
- Unified cross-channel clickstream tracking that identifies and tracks non-logged in users for consistent personalization
- Unrivaled, deep segmentation capabilities
- Personalization studio that enables marketers to create different types of targeted recommendations for different segments of users

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