

DSP BLACKROCK

Breaking down DSP Blackrock's Email campaign

Company Profile: DSP Blackrock is a joint venture between two globally renowned asset management companies (AMCs): DSP and Blackrock. With a history of over 145 years, DSP Group is one of the founding members of the Bombay Stock Exchange.

The Objective

Conversion Goal – Increase Email CTOR
Barely 23 percent of online retailers are able to deliver personalization to some degree. This brings us to the 'yearly round-up' email campaign built by marketers at DSP Blackrock.

DSP Blackrock realized the high-intensity impact of personalization early on. For this, they enlisted the help of WebEngage's Marketing Automation platform to create intelligent campaigns that had as many as 6912 variations.

The Solution

Send a new year greeting to customers, but tad differently from how others do: leverage the transaction history of customers to send a personalized summary of good (and not-so-good) decisions that the customer made over the year.

To execute such an effective email personalization, WebEngage provided them with 2 things:

1. Data

User's profile: attributes like name email, age and demographics

Key Result

Below is snippet of the result of the campaign. Remember, the number of their contacts runs in several hundreds of thousands.

 **39%**

increase in Email Open Rate.

“ Thanks to the awesome team at WebEngage for their support, tech & responsiveness. we ourselves never imagined that we will end up sending about 7,000 different e-mail templates. ”



Santosh Navlani,
Senior VP & Head,
DSP BlackRock

User events: actions done by the user on the app, web and communication channels. Essentially, when crafting an email campaign you should be able to make rules based on how user acted on certain browser push campaign you had earlier sent.

Screen data: data available on current page being browsed by the user. Mostly applicable when you are running real-time campaigns like Onsite notification.

Third party data: data stored in external CRM or anything which you should be able to fetch via Webhooks or API.

2. Ability to add logical expressions in the email template

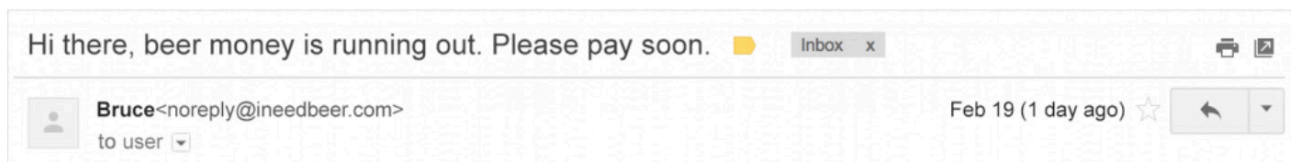
Add If/else conditions: To test the presence or absence of some data and initiate an action accordingly. As in

Input

Subject: Hi there,

```
if (user=='paid') print("You are awesome"); else print("Beer money is running out. Please pay soon.");
```

Output



Run 'for' loops: To iterate a certain HTML tag, condition or anything a certain number of times. A popular use case for this is to show recommendations based on user's search history.

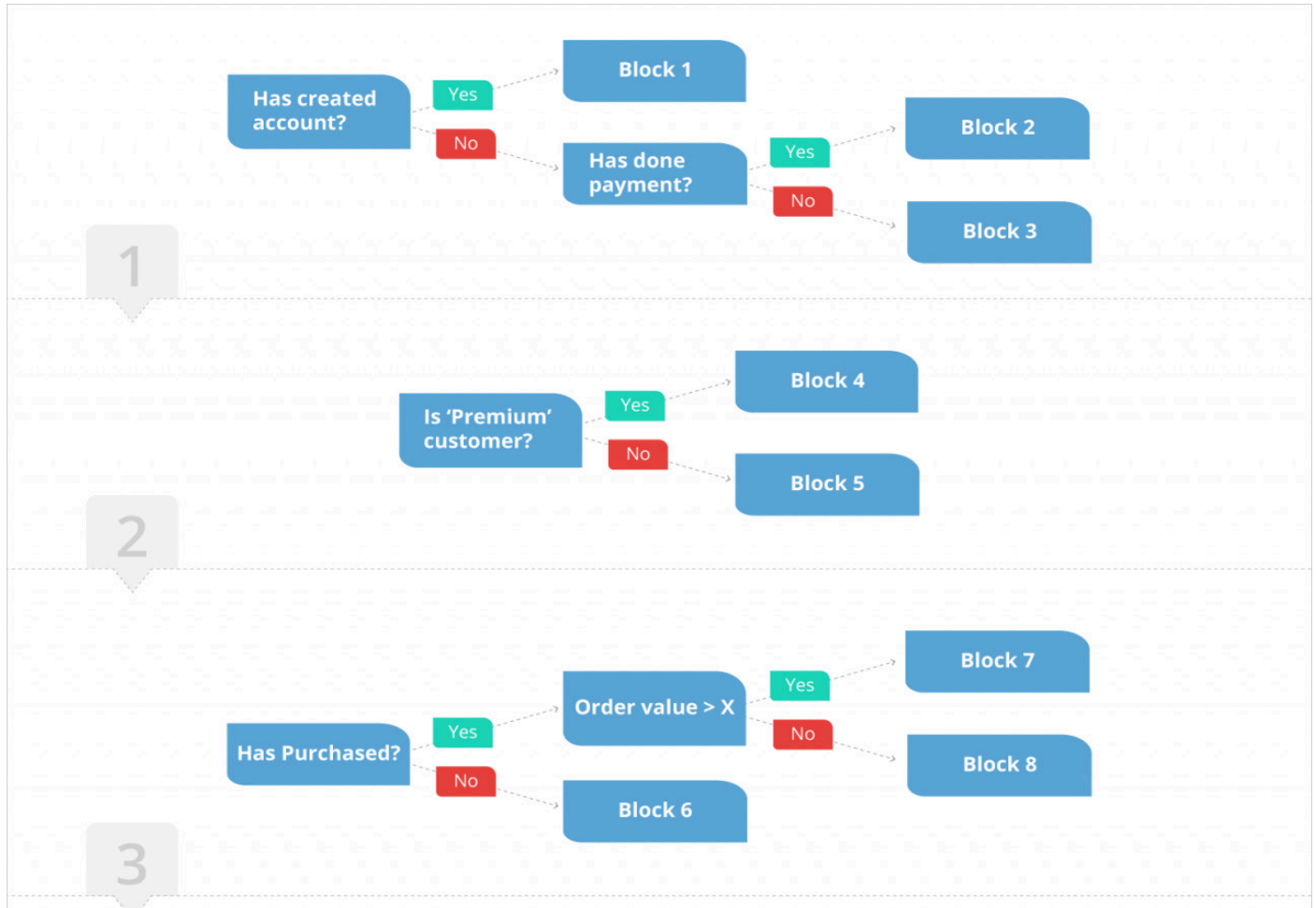
Using these features, the content of the email was dynamically decided based on the user's data. Here is the step-by-step description of what DSP Blackrock did:



[\(complete image link\)](#)

1. Thereafter, they created a logic sheet which defined rules for what block should be shown to what guy. So each block is to be decided

on the basis of user's attribute. How the conditions played out can be understood with the simple flowchart as shown below:



2. Then comes the execution part. They wrote the expressions inside their HTML code which displayed blocks according to the user's attribute. For instance, here is how

the 'if' condition played out in the context of DSP Blackrock's email. If we follow the actual campaign's logic sheet then we would find that it had as many as 6912 variations.

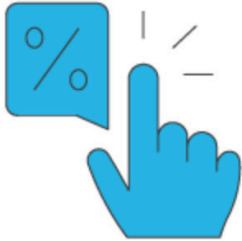
```

{% if has_account === true %}
    <tr id="box1"></tr>
{% else %}
    <tr id="box2" > </tr>

```

The Result

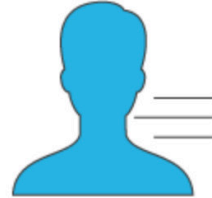
Below is snippet of the result of the campaign. Remember, the number of their contacts runs in several hundreds of thousands.



Open rate- 39%



CTOR- 9%



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all users

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WebEngage is a multi-channel user engagement platform which automates communication across users' life-cycle. It enables you to connect with them via. Web Messages (notification, survey and feedback), In-App Messages, Push Notifications, Emails and Text Messages. WebEngage recently launched Journey Designer as part of their product portfolio. Using the Journey Designer, you can plan your engagement campaigns across multiple channels like web message, mobile app (push notification/in-app message) email & SMS.

Going steady on the mission to humanize websites and mobile apps, we are assisting thousands of customers in 50+ countries. From enterprises like eBay, Lynda, Sendgrid, Snapdeal, MakeMyTrip, Avaya, Souq, etc. to thousands of startups worldwide, we are helping them Engage, Retain and Grow.

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