Dynamic Newsletter: Tesco

AlchemyWorx

Tesco: Grocery Newsletter

Sample campaign: Weekly Grocery Newsletter

Dynamic variants:

- Email content based on customer preference
  - Order of content changes depending on customers latest purchase. If groceries were purchased then Grocery shows first, if wine was purchased then the Wine section will show first. This is the same with the subject line.
  - Wine content dynamic depending on customer choice e.g. crisp white, mix case, reds etc.
- **Customer Demographics**
  - Intro section and Real Food section may change depending on whether they are from the UK or Ireland. UK will see "Love British Food." Segmented through postcode.
  - Products within grocery trading will change depending on customer purchasing behaviour. Some may get Tesco Value range while others will see Tesco Finest*
- **In Store Promotions**
  - Customers in certain geographic regions will receive specific information relating to "free collection" or "extended opening hours" within local stores. Segmented through postcode.
- **T&C's**
  - Certain T&C's will only be present when above dynamic content is pulled into the email

Personalisation:
  - Title, Surname within main body of email. Default is blank

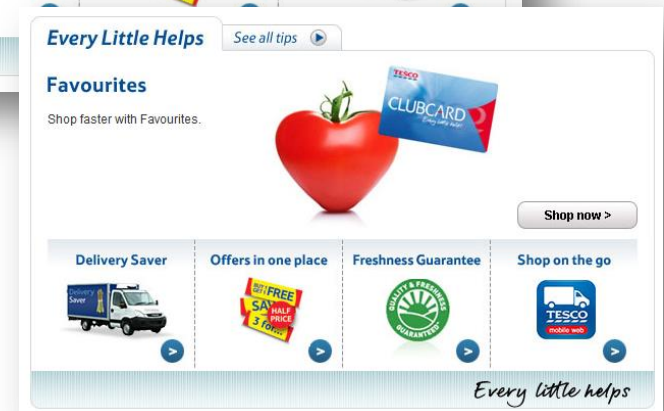# Tesco – Grocery Newsletter
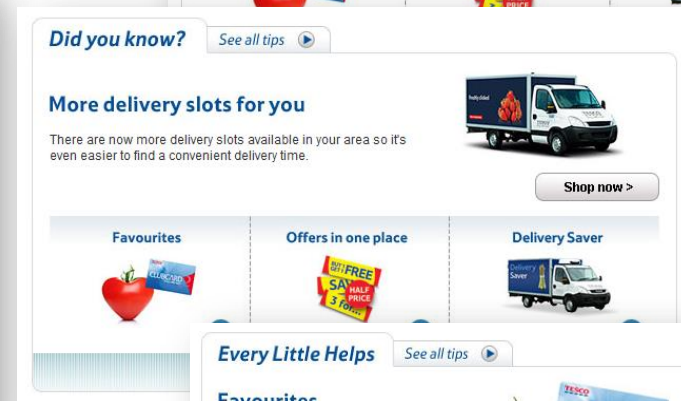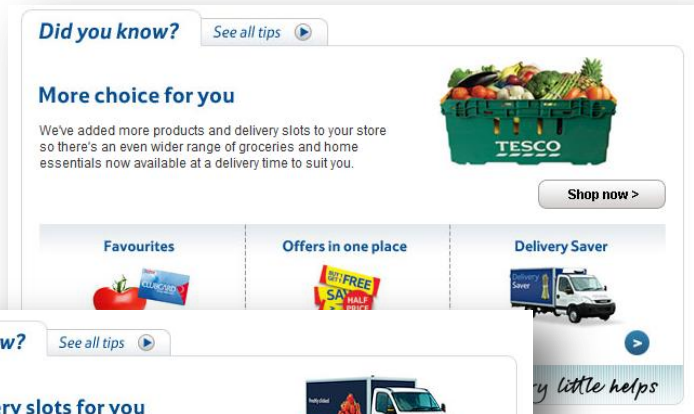
Dynamic content variable examples

Did you know?
Dynamic variants

Real Food Irish Version

Real Food UK Version

Tesco: Non-Grocery Newsletter

Sample campaign: Weekly Non-Grocery Newsletter

Dynamic variants:

- **Email content based on customer preference**
  - Order of content changes depending on customers latest purchase. Using DreamMail business rules the order within the email changes so that either Clothing, Entertainment or Direct will show first. This is the same with the subject line.
- **Customer Demographics**
  - Content changes depending on gender or family status. E.G. customers with children will be shown "Back to School" content.
- **In Store Promotions**
  - Customers in certain geographic regions will receive specific information relating to "free collection" or "extended opening hours" within local stores. Segmented through postcode.
- **T&C's**
  - Certain T&C's will only be present when above dynamic content is pulled into the email

Personalisation:
- Title, Surname within main body of email. Default is blank

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