



# Best Practices for Email Remarketing

*This is an extra resource to go along with the original article:  
[Email Remarketing: What It Is and How It Will Boost Your Sales](#)*

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## **When using email remarketing through the inbox:**

Be timely. It's best to send cart abandonment emails within 60 minutes.

Send a visual reminder of the item(s) left in the cart.

Consider doing an A/B test where you offer discounts. It may be the incentive needed to make the purchase.

Don't just send one email. Send a follow up within a day or two (test to find the right time for your customer base). A buyer may be willing to make the purchase after having some time to think.

Set up emails to send during important milestones (birthday, anniversary, expirations) so that your customer is prompted to action.

Use email to suggest new, similar products that your customer may have more interest in.

## **When using email remarketing through Google:**

Curate a list of at least 1,000 email addresses before considering this strategy (the more, the better).

Consider different ways to segment this list so that you provide your customers with the most targeted information (key demographics are age, gender, job description, purchase history).

Select a strong call to action in your ads. It should be relevant-- the people who will see your ads are already familiar with your brand. Acknowledge that.

Create a landing page that's unique to each demographic you'll target in your ad campaign.

Remember to optimize your landing page with great copy, and appealing visual elements. [This post should help you get started.](#)