7 Ways to Personalize Your Emails

This is an extra resource to go along with the original article:
[The SaaS Guide to Personalization (It's Easier Than You Think)](#)

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1. Always send from a person instead of your brand (i.e. "Sam @ Your Company" instead of noreply@YourCompany).
2. Segment your list so that you can tailor your content.
3. Include the subscriber's name in the email.
4. Send emails in response to their behavior on your website/ in app.
5. Re-send emails that haven't been opened, but be sure to change the subject line.
6. Reach out when customers leave something in their cart.
7. Send emails to celebrate special events, including birthdays and customer anniversaries.