

# Creating a birthday mailing

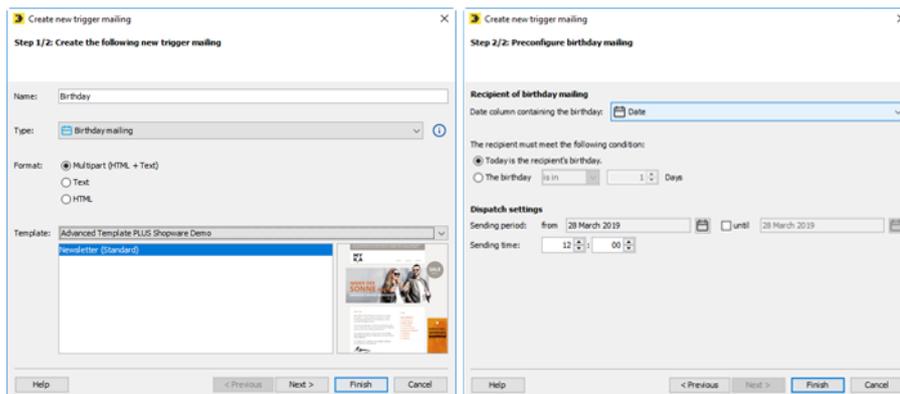
## Smart Guide

This Smart Guide shows you how to wish your readers a happy birthday using a trigger mailing. You can also use trigger mailings for other recurring, recipient-specific anniversaries. Please make sure that the recipient data table contains a column with the birthday. You can synchronise the data via a connection or set up the data manually.

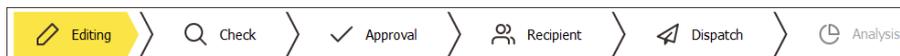
**Preparation:** For the latter, click (Configure column), Create new column in the recipient database and define the 'Birthday' column name (Date only date type). Then click OK.

### CREATING A BIRTHDAY MAILING

1. Select the required mailing list. Then open the Mailings agent > Trigger mailings tab.
2. Select (Create new trigger mailing).
3. Enter a descriptive name for the mailing.
4. Select *Birthday mailing* as the type.
5. Specify the mailing format required, and, if necessary, a template.
6. Click Next.



7. Select the recipient table column with the birthday and specify the sending conditions: *today, before, after*.
8. Specify the dispatch settings and then click *Finish*.
9. In the Mailing Editor, enter, check and approve the content in the usual way and assign the recipients [1].



10. In the Dispatch workflow step, check the dispatch settings again and modify, if necessary [2].
11. Click *Activate dispatch*. The birthday mailing is active and will be sent to the relevant recipients in the list automatically on a daily basis [3].

### [1] PERSONALISED AGE

In the *Editing* workflow step, you can also personalise the congratulations by mentioning the age of the recipient: '... Congratulations on your 31st birthday'. Inxmail Professional calculates the age automatically for each recipient. All you need to do is insert a placeholder in your mailing using the 'Add age on birthday' command.

### [2] DEFINED END DATE

If you want to stop the automatic dispatch at a specific time, define an end date in the sending period. The trigger mailing will be deactivated automatically after the sending period has expired.

### [3] REPORTS

You can view reports on your mailing at any time in the *Analysis* workflow step. Alternatively, you can go to the *Reports* tab, *Mailing reports* navigation item, 'Reports on trigger mailings' category to access the most important key figures.

## Birthday mailings as an example of success

Birthday mailings are an example of how successful trigger emails can be. Ideally, the recipients' date of birth is already recorded as an optional entry when subscribing to the newsletter.

Birthday mailings are more successful than standard newsletters in terms of both the average open rate and the click rate. The open rate of a birthday mailing is, on average, 55% higher than that of a regular newsletter. When you compare the click rate, the improvement is even greater (almost 80% higher).

Furthermore, birthday mailings are a way of expressing appreciation of the recipients. The potential here can be exploited by including special offers or vouchers.

Birthday mailings are by no means used by all senders. Special attention on the recipients' birthday is therefore all but certain.

### [1] TIP

It is very easy to create a birthday mailing. To ensure your mailing achieves its objectives, you should give some thought to it beforehand. In general, the subscriber comes first and not the product. First decide on the objectives of the mailing and think about how you can retrieve your customers' date of birth.



Specify the sending time and consider whether or not you want to use incentives. Do you want to offer different mailing versions? Would it make sense to use multi-stage birthday campaigns?