

# Refine your personalization strategy with behavioral targeting

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## What is behavioral targeting?

Behavioral targeting<sup>1</sup> leverages data from a customer's past interactions—such as browsing behavior, purchase history, and email engagement—to deliver personalized, relevant content. By focusing on user behavior, businesses can create targeted campaigns that resonate more with their audience compared to basic segmentation.

### Types of behavioral data

- **Email engagement:** Tracks opens, clicks, and forwards
- **Website activity:** Monitors visited pages, time spent, and viewed products
- **Purchase history:** Details purchases, frequency, and abandoned carts
- **App usage:** Tracks app feature interactions and in-app purchases
- **Social media interactions:** Captures likes, shares, and comments

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## Benefits of behavioral targeting

Targeting allows you to match content and offers to customers' specific interests, which can increase relevance and improve conversion rates, *and* can also provide a better and more personalized experience for the customer. Targeting also helps you focus your efforts, diverting more attention to engaged or high-conversion customers. Over time, this can help build long-term customer relationships and increase customer lifetime value (CLTV).

1. Behavioral targeting is available on Standard or Premium plans. Availability of features and functionality varies by plan type. For details, please view Mailchimp's various [plans and pricing](#).

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## Implementing behavioral targeting in Mailchimp

1. **Set up tracking:** Enable Mailchimp's tracking tools for emails and websites
2. **Create segments:** Group audiences based on specific behaviors
3. **Design targeted campaigns:** Tailor emails for each behavioral segment
4. **Use automation:** Trigger workflows based on customer behaviors
5. **Analyze and refine:** Continuously monitor campaign performance

## Use cases for behavioral targeting

- **Abandoned cart recovery:** Remind customers of unpurchased items with discounts
- **Re-engagement campaigns:** Target inactive subscribers with offers
- **Cross-selling:** Suggest complementary products
- **Content personalization:** Share relevant blog posts or content
- **Loyalty programs:** Reward milestones like purchases or anniversaries

## Best Practices

- **Respect privacy:** Ensure compliance with GDPR/CCPA and allow opt-outs
- **Don't over-segment:** Avoid overly small audience pools
- **Test and iterate:** Use A/B testing<sup>2</sup> to refine strategies
- **Combine with other data:** Leverage demographic and psychographic data
- **Act quickly:** Automate timely responses to behavioral data



2. A/B testing is available on Essentials plans or higher. Availability of features and functionality varies by plan type. For details, please view Mailchimp's various [plans and pricing](#).