Email Marketing Strategies for Success

Including Best-in-Class Practices

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Email Marketing Strategies for Success

Email personalization is a top priority for companies with the most successful email marketing strategies.

But what are the significant obstacles to achieving this important goal, and how are best-in-class companies overcoming them?

To find out, Adestra, in partnership with Ascend2, fielded the Email Marketing Strategy Survey.

This report, titled *Email Marketing Strategies for Success,* exclusively represents the 85 best-in-class email marketers completing the survey who described their strategy as very successful in comparison to competitors. We thank them for sharing their valuable insights with us, and you.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

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Best-in-Class Competitive Comparison

36% of companies completing the survey described their strategy as very successful in comparison to competitors. Following are insights from these best-in-class email marketers.

Which best describes the SUCCESS of your email marketing strategy compared to competitors?

- Very unsuccessful (worst-in-class) 2%
- Somewhat unsuccessful (below average) 15%
- Very successful (best-in-class) 36%
- Somewhat successful (above average) 47%

Important Email Marketing Goals

Improving email personalization is a top priority for a majority (64%) of best-in-class email marketers. Prospects and customers now expect a personalized experience, even via digital channels.

What are the MOST IMPORTANT GOALS of an email marketing strategy?

Goal	Percentage
Improving email personalization	64%
Enriching contact data quality	44%
Improving customer retention	42%
Increasing engagement rate	38%
Increasing customer acquisition	34%
Increasing brand awareness	34%
Reducing marketing costs	14%

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Significant Barriers to Success

Contact data quality can be a significant barrier to the success of an email marketing strategy. Enriching data quality increases engagement by personalizing the customer experience, but often requires the specialized capabilities of external resources.

What are the MOST SIGNIFICANT BARRIERS to achieving email marketing success?

Barrier	Percentage
Enriching contact data quality	51%
Improving email personalization	43%
Reducing marketing costs	40%
Increasing engagement rate	39%
Increasing customer acquisition	35%
Increasing brand awareness	29%
Improving customer retention	24%

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Impact of Sales Cycle Encountered

The email marketing is a valuable channel used in all types of sales scenarios, but essential when it comes to cycles that are long and complex, involving multiple influencers.

Which best describes the type of SALES CYCLE your organization most often encounters?

Complex sale and Direct sale equally
15%

Direct sale (short cycle, few influencers)
24%

Complex sale (long cycle, many influencers)
61%

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Strategic Goals Versus Success Barriers

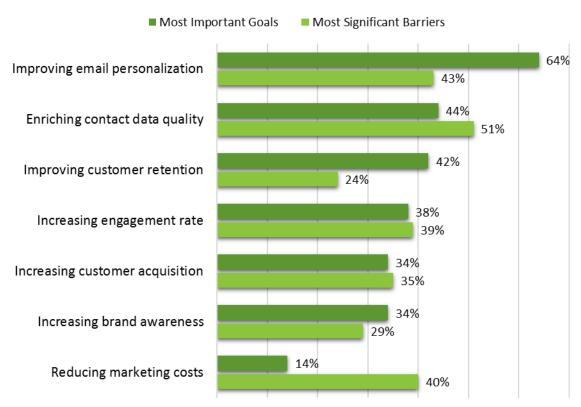Analyzing the importance of goals worth achieving in comparison to their significance as barriers to success is critical in the development of a best-in-class email marketing strategy.

Analyzing goals versus barriers for strategic purposes.

■ Most Important Goals   ■ Most Significant Barriers

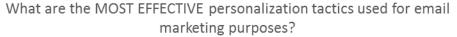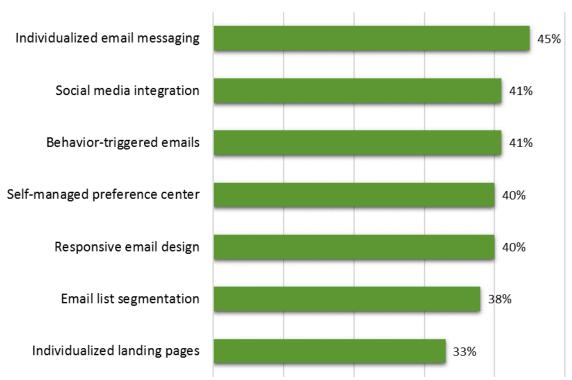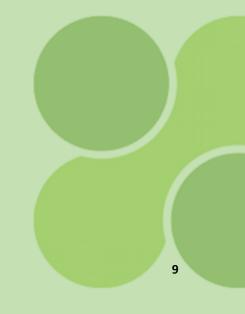|	Most Important Goals	Most Significant Barriers
Improving email personalization	64%	43%
Enriching contact data quality	44%	51%
Improving customer retention	42%	24%
Increasing engagement rate	38%	39%
Increasing customer acquisition	34%	35%
Increasing brand awareness	34%	29%
Reducing marketing costs	14%	40%

Tactical Effectiveness

Individualizing an email message is a most effective tactic used by nearly half (45%) of the best-in-class. There are many other personalization tactics used effectively including integration with social media channels and behavior-triggered emails.

What are the MOST EFFECTIVE personalization tactics used for email marketing purposes?

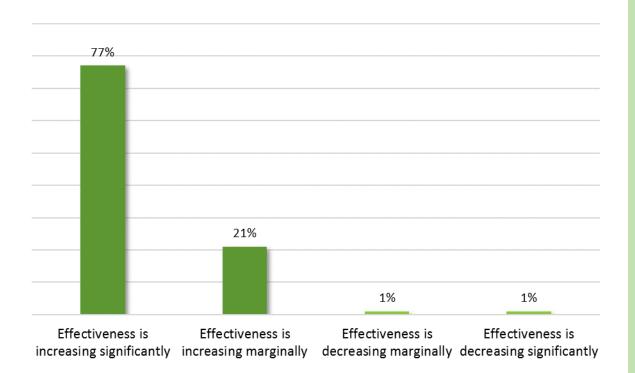| Tactic	Percentage
Individualized email messaging	45%
Social media integration	41%
Behavior-triggered emails	41%
Self-managed preference center	40%
Responsive email design	40%
Email list segmentation	38%
Individualized landing pages	33%

How Effectiveness is Changing

Virtually all (98%) of the most successful email marketers agree that email marketing effectiveness is increasing to some extent with an impressive 77% describing the increase as significant.

To what extent is email marketing EFFECTIVENESS CHANGING?

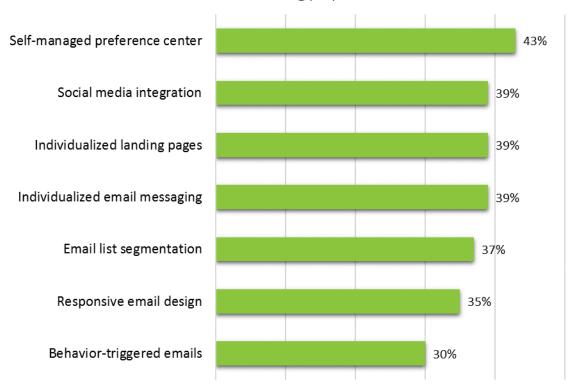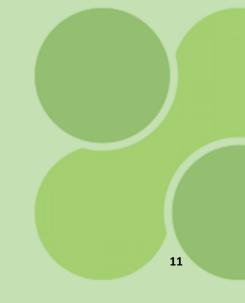|			
77%	21%	1%	1%
Effectiveness is increasing significantly	Effectiveness is increasing marginally	Effectiveness is decreasing marginally	Effectiveness is decreasing significantly

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Tactical Difficulty

Executing a self-managed preference center is one of the most difficult personalization tactics for best-in-class email marketers. It is technically difficult to develop self-service web applications that are simple and easy for customers to use.

What are the MOST DIFFICULT personalization tactics to execute for email marketing purposes?

Tactic	Percentage
Self-managed preference center	43%
Social media integration	39%
Individualized landing pages	39%
Individualized email messaging	39%
Email list segmentation	37%
Responsive email design	35%
Behavior-triggered emails	30%

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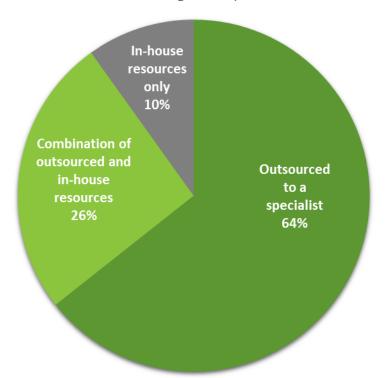
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Executing Difficult Tactics

Whether developing a self-managed preference center or integrating social media channels, technically difficult tactics like these are the reason nearly two-thirds (64%) of the best-in-class outsource the execution of email marketing to a specialist.

Which best describes the RESOURCES USED to execute email marketing techniques?

In-house resources only
10%

Combination of outsourced and in-house resources
26%

Outsourced to a specialist
64%

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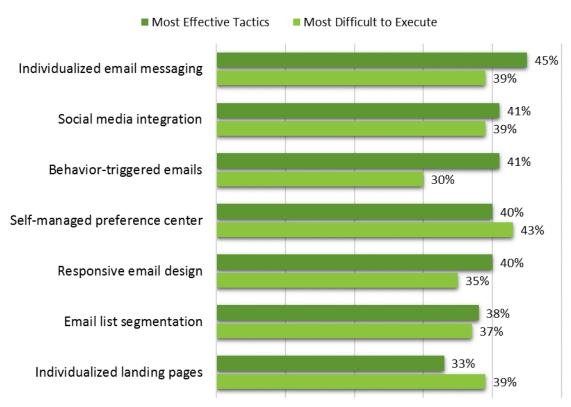
Tactical Effectiveness Versus Difficulty

Deciding on tactics to include in an email marketing strategy can be daunting. Analyzing effectiveness in relation to executional difficulty can help determine an effective tactical plan of action.

Analyzing effectiveness versus difficulty for tactical purposes.

■ Most Effective Tactics   ■ Most Difficult to Execute

Tactic	Most Effective Tactics	Most Difficult to Execute
Individualized email messaging	45%	39%
Social media integration	41%	39%
Behavior-triggered emails	41%	30%
Self-managed preference center	40%	43%
Responsive email design	40%	35%
Email list segmentation	38%	37%
Individualized landing pages	33%	39%

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About the Research Partners

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Adestra has been empowering clients to maximize marketing ROI through email-driven technology for over 10 years. Our flexible account structure, obsession with customer success, and award-winning service have gained the trust of global and growing brands alike.

We were founded on the principle that marketing success takes more than technology, and that's why customer service is at the heart of our business. We're not just Software as a Service, we're Software AND a Service.

Learn more at Adestra.com

Ascend2

Marketing software and data companies, and digital marketing agencies partner with Ascend2 to reliably generate demand and supplement marketing content. Our Research Partner Programs are transparent – spotlighting your brand and the interests of your market.

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