

B2B Email List Growth Trends



Business-to-Business Marketing Strategies and Tactics



Research Conducted in Partnership with Ascend2



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Methodology

Ascend2 benchmarks the performance of popular digital marketing practices using a standardized online questionnaire and proprietary 3-Minute Survey format, then experienced analysts report on the findings objectively.

This survey was fielded to a panel of research subscribers and marketing influencers, and this report represents the following:

Employees in the Company

More than 500	47%
50 to 500	31%
Fewer than 50	22%

Role in the Company

Owner / Partner / CXO	41%
VP / Director / Manager	50%
Non-Management	9%

B2B Email List Growth Trends

Email continues to be one of the highest converting marketing channels available.

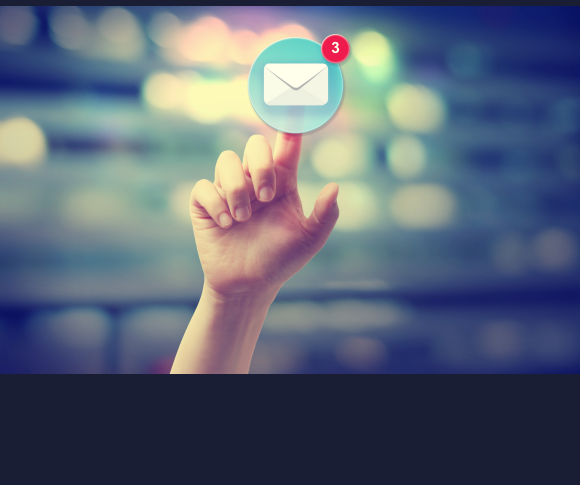
But what strategies and tactics are B2B marketers using to increase the number of those receiving their email?

To find out, Synthio in partnership with Ascend2 fielded the Email List Growth Trends Survey.

This report, titled 'B2B Email List Growth Trends', exclusively represents the opinions of the 76 companies dedicated to the business-to-business marketing and sales channel that completed the survey interview. We thank these busy B2B professionals for sharing their valuable insights with us, and you.

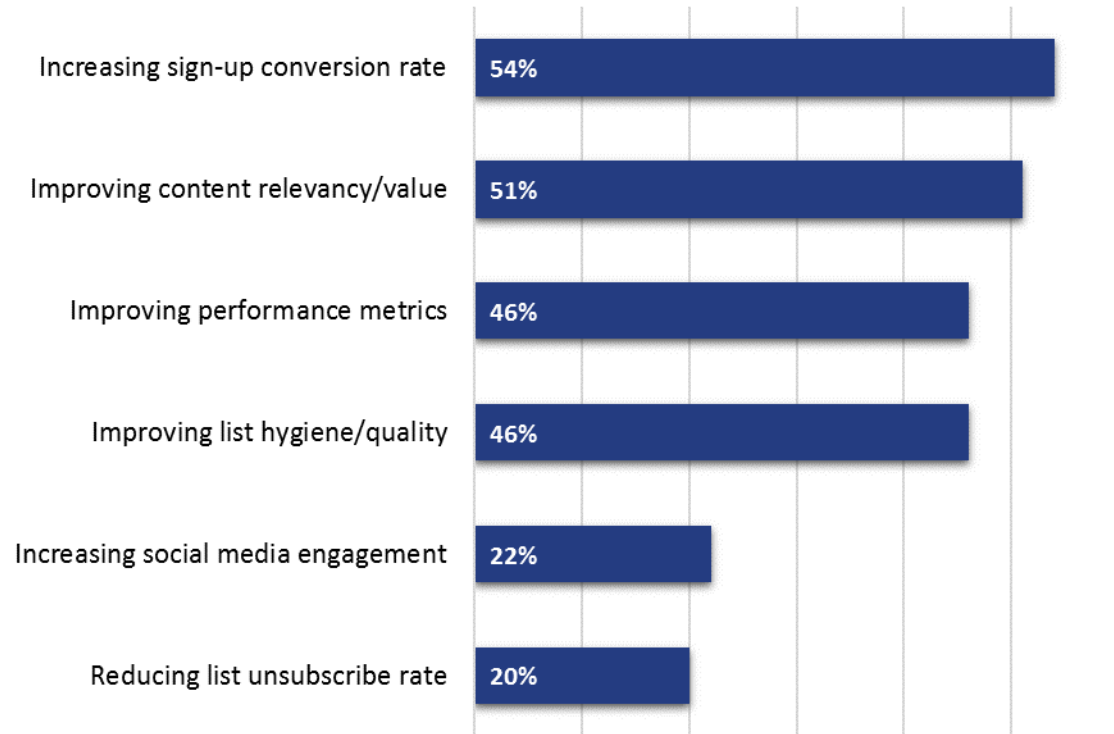
This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

Increasing the rate at which visitors opt-in to receive email is an important objective for **more than half (54%) of B2B marketing influencers**. Also important for nearly half (46%) of the B2B marketing influencers surveyed is improving the quality of their email list by improving list hygiene.



Importance of Strategic Objectives

What are the most important **OBJECTIVES** of an email list growth strategy?

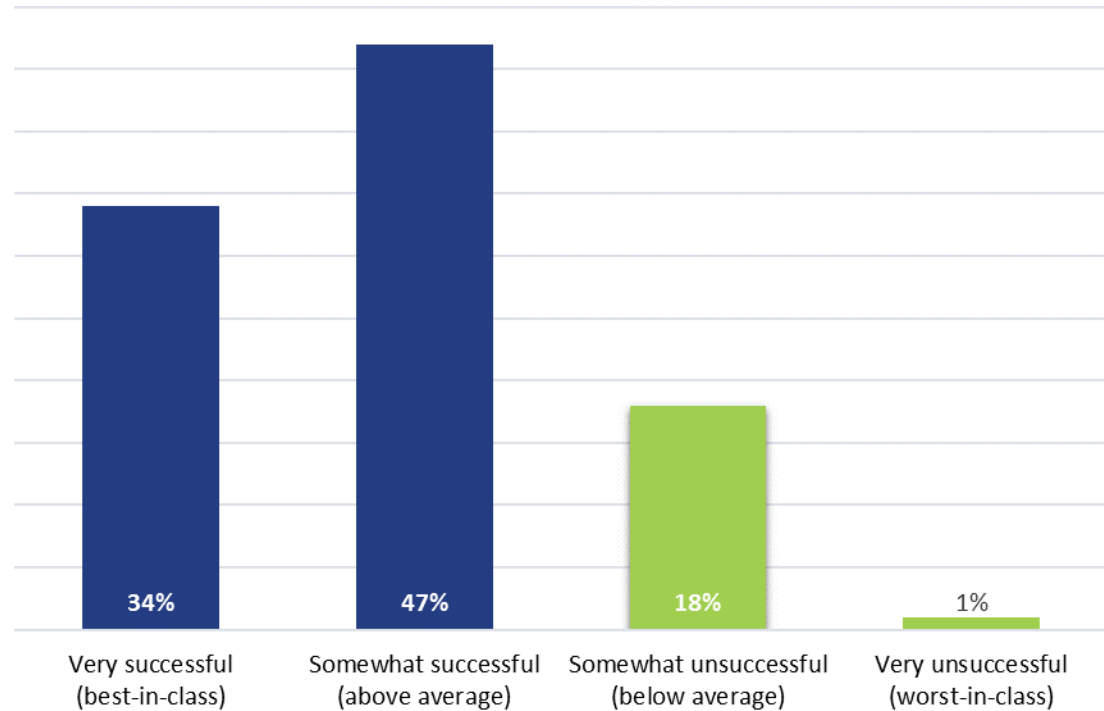


A total of 81% of B2B marketing influencers consider their email list growth strategy successful to some extent, with about one-third of the total (34%) referring to it as “best-in-class”. The remaining 19% are still struggling to achieve the important objectives of their strategy.



Evaluating Strategy Success

How SUCCESSFUL is your email list growth strategy at achieving important objectives?



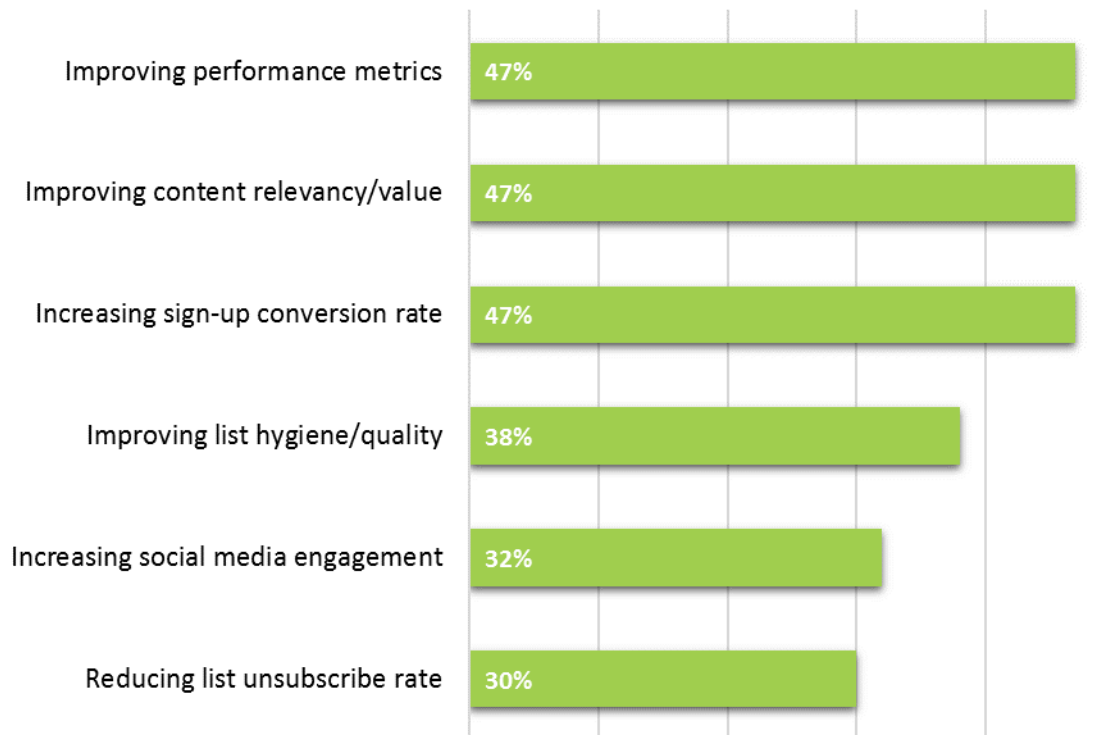
Improving performance metrics, improving content relevancy/value and increasing sign-up conversion rate are top challenges to achieving email list growth success for nearly half (47%) of B2B marketing influencers.

38% of the respondents said that improving list hygiene and quality was their most critical challenge.



Critical Challenges to Success

What are the most critical CHALLENGES to achieving email list growth success?

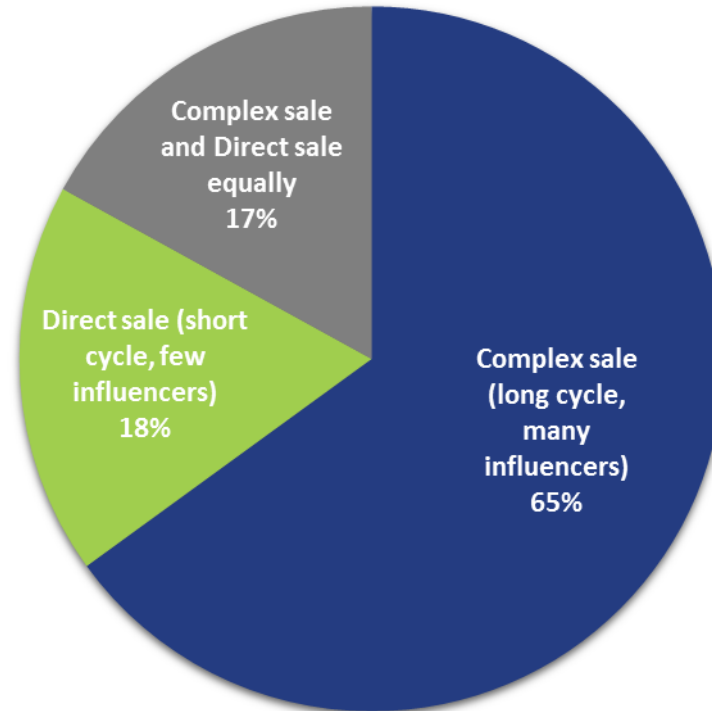


About two-thirds (65%) of B2B marketers most often encounter the complex sale involving many influencers during a long decision-making cycle. Regardless of the type of sales cycle encountered, **it is imperative that an achievable strategy for the continuous growth of a quality email list is applied.**



Type of Sales Cycle Encountered

Which best describes the type of SALES CYCLE encountered most often?

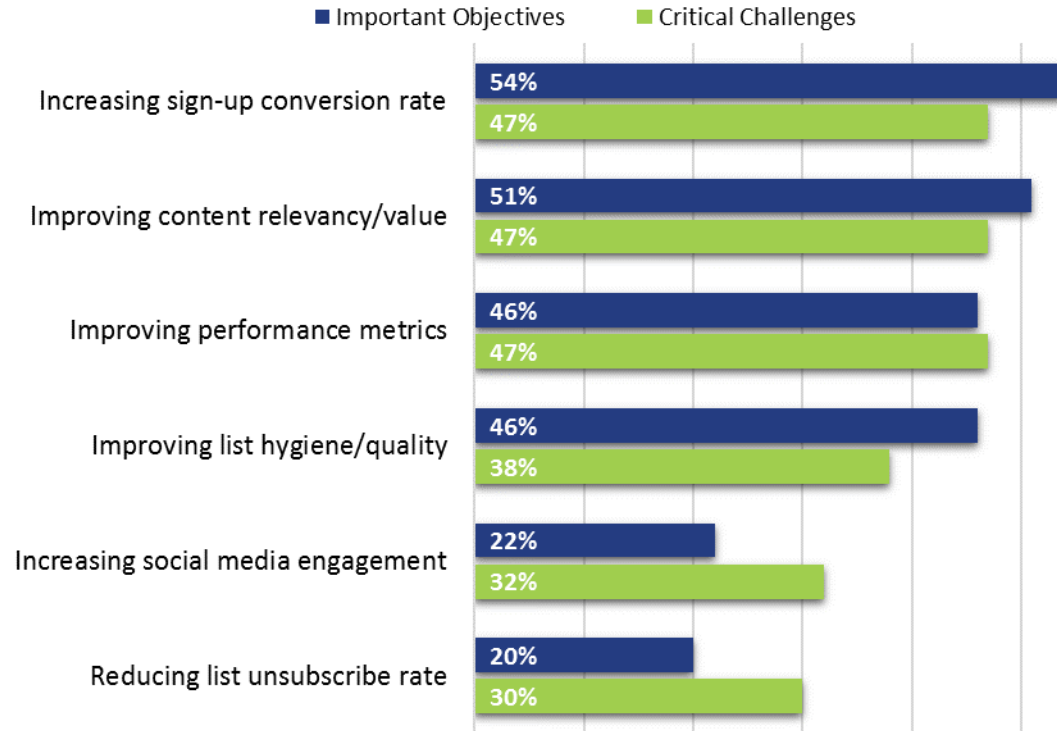


Analyzing the importance of objectives in comparison to the challenge of achieving them provides a unique perspective on developing a successful B2B email list growth strategy .



Objectives Versus Challenges

Analyzing strategic importance versus how challenging objectives are to achieve.



Content marketing, co-marketing/partnerships and SEO are effective email list growth tactics used by 43%, 42% and 40% of B2B marketing influencers respectively.

It is important to note that while content marketing is reported as being the most effective tactic, **its efficacy relies on leveraging accurate, up-to-date, and actionable data.**



Tactical Effectiveness

What are the most effective TACTICS used to achieve email list growth?

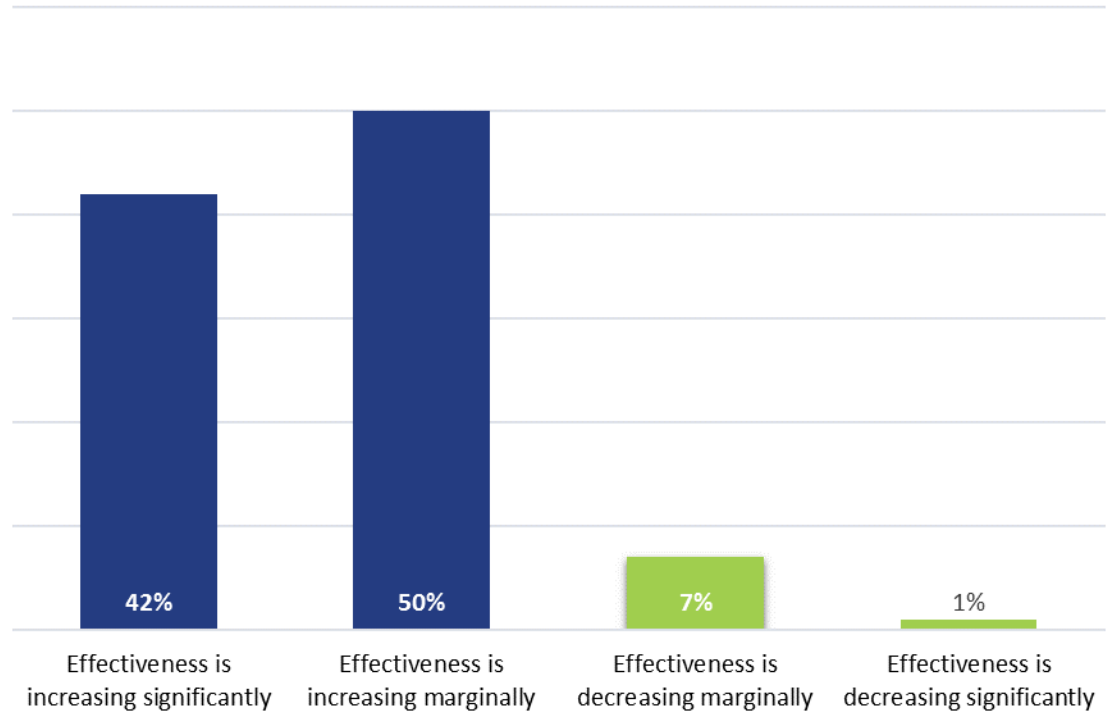


The trend shows an increase in the effectiveness of email list growth tactics for more than nine-out-of-ten (92%) B2B marketing influencers. This trend is likely due to both the increasing experience of B2B email marketers, and the **vast improvements in technology used for improving list quality.**

The rise of Data as a Service has been able to address many data quality issues, but it will remain a problem so long as the solution is manual.

How Effectiveness is Changing

To what extent is the *EFFECTIVENESS* of these tactics changing?

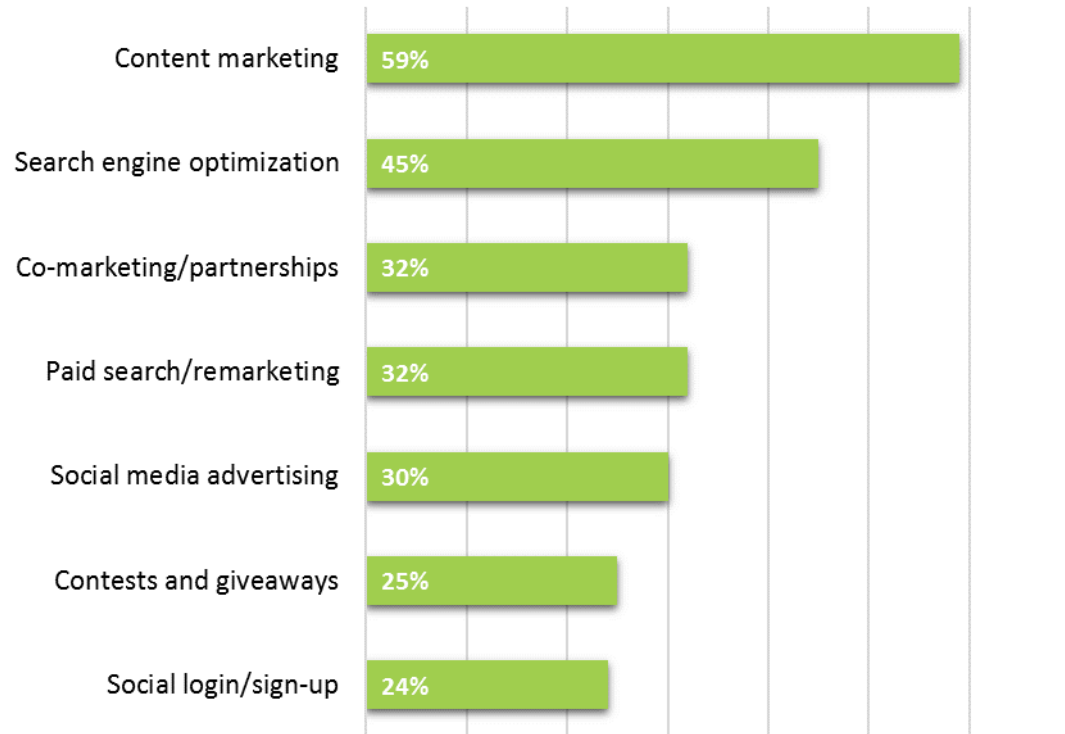


The skill, time and expense required to perform tactics is an important consideration when developing a tactical plan to achieve B2B email list growth objectives. Creating and distributing relevant content of value to the target audience is a tactic requiring significant effort for nearly six-out-of-ten (59%) of B2B marketers.

It is important to note that while content marketing is reported as being the most effective tactic, **its efficacy relies on leveraging accurate, up-to-date, and actionable data, which is likely why most B2B marketing leaders also report it as requiring the most effort.**

Effort Required to Perform

What tactics require the most EFFORT (skill, time and expense) to perform?

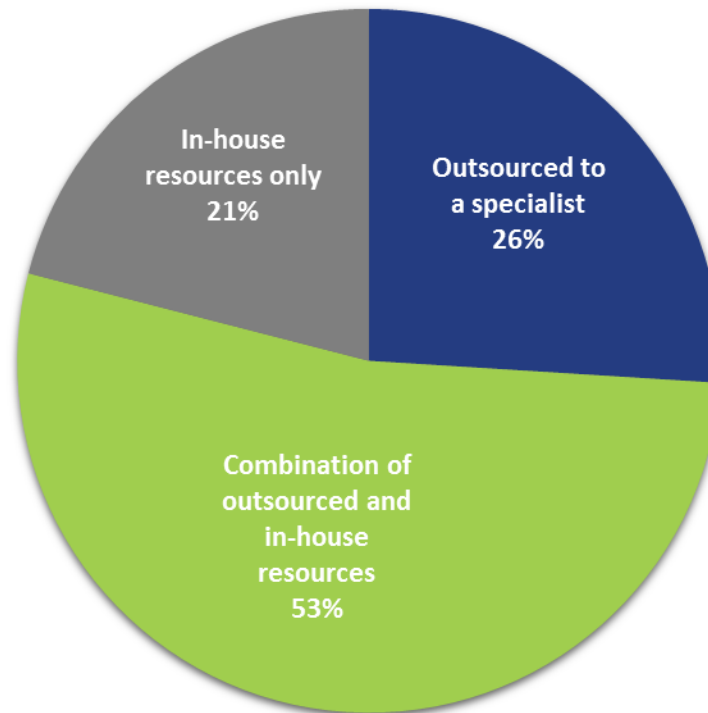


To perform content marketing and other tactics requiring significant effort, **79% of B2B marketing influencers outsource all or part of their email list growth strategy** to gain capabilities and skills not available in-house. Only 21% are relying on in-house resources only.



Tactical Resources Used

Which best describes the *RESOURCES* used to perform email list growth tactics?



While content marketing is a tactic that requires a significant amount of effort to perform for 59% of B2B marketers, it is also an effective tactic used by more B2B marketers (43%) than any other. Balancing effectiveness and effort is important when developing a tactical plan to achieve objectives for B2B email list growth.



Effectiveness Versus Effort

Analyzing tactical effectiveness versus effort required to perform.



About the Research Partners

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