



EMAIL MARKETING ENGAGEMENT

Survey Summary Report

Ascend2[™]
RESEARCH-BASED MARKETING

Research Series Conducted in Partnership with
Leading Marketing Technology Companies and
Digital Marketing Agencies

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Methodology

Ascend2 benchmarks the performance of marketing strategies, tactics and the technology that drives them with a standardized online questionnaire and a proprietary 3-Minute Survey format.

This survey was fielded to a panel of marketing influencers and research subscribers during the week of February 25, 2018.

EMAIL MARKETING ENGAGEMENT

Email marketing performance is driven by subscriber engagement. The more engaged a prospect or customer is, the more likely they will help boost a company's revenue.

But how do you improve email engagement today?

To help you answer this question, Ascend2 and our Research Partners fielded the Email Marketing Engagement Survey. We thank the marketing influencers responding to this survey for sharing their valuable insights with us, and you.

This Survey Summary Report, titled *Email Marketing Engagement*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

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.

Survey Respondents
N=273

Number of Employees

More than 500	27%
50 to 500	49%
Fewer than 50	24%

Role in the Company

Owner / Partner / CXO	33%
VP / Director / Manager	46%
Non-Mgmt Professional	21%

Primary Marketing Channel

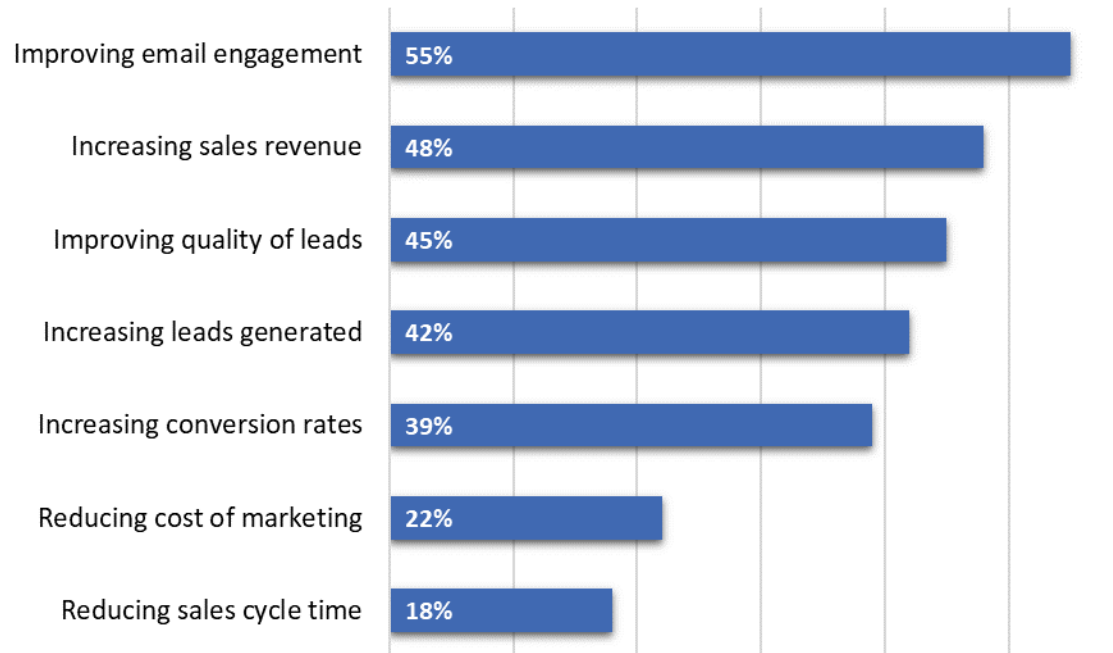
Business-to-Business	43%
Business-to-Consumer	36%
B2B and B2C Equally	21%



STRATEGIC PRIORITIES

Improving email engagement is a top strategic priority for a majority (55%) of marketing influencers who understand that the more engaged a prospect or customer is, the more likely they will help boost a company's sales revenue (48%).

What are the TOP PRIORITIES for an email marketing strategy?

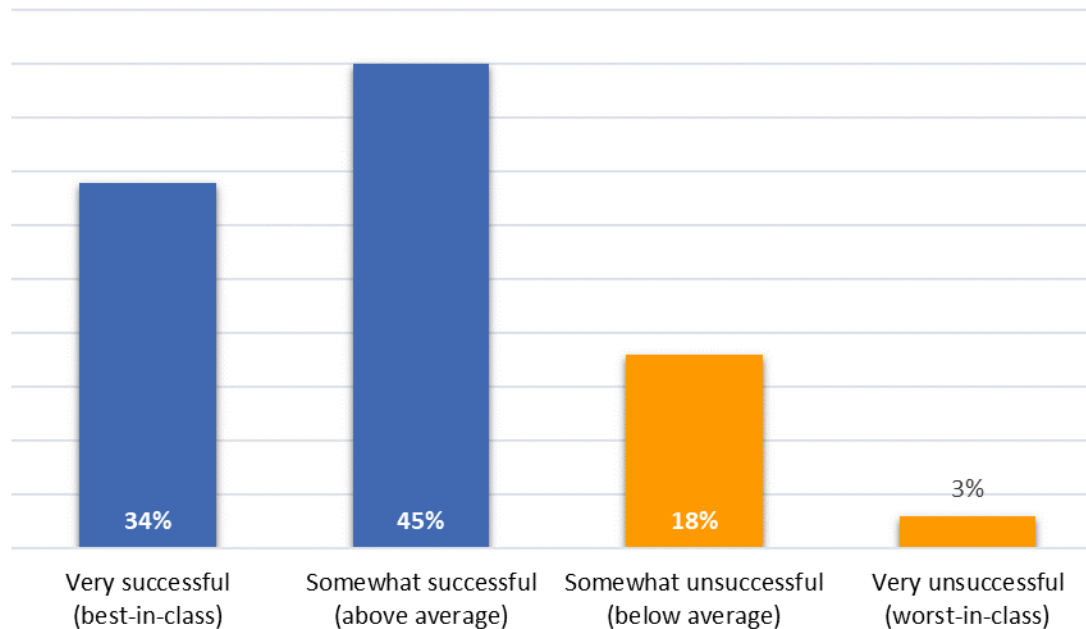




SUCCESS ACHIEVING PRIORITIES

More than three-quarters of marketing influencers (79%) combined, consider their email marketing strategy to be successful at achieving top priorities like improving engagement. About one-third (34%) of the total describe their email marketing strategy success as best-in-class.

How SUCCESSFUL is your email marketing strategy at achieving the top priorities?

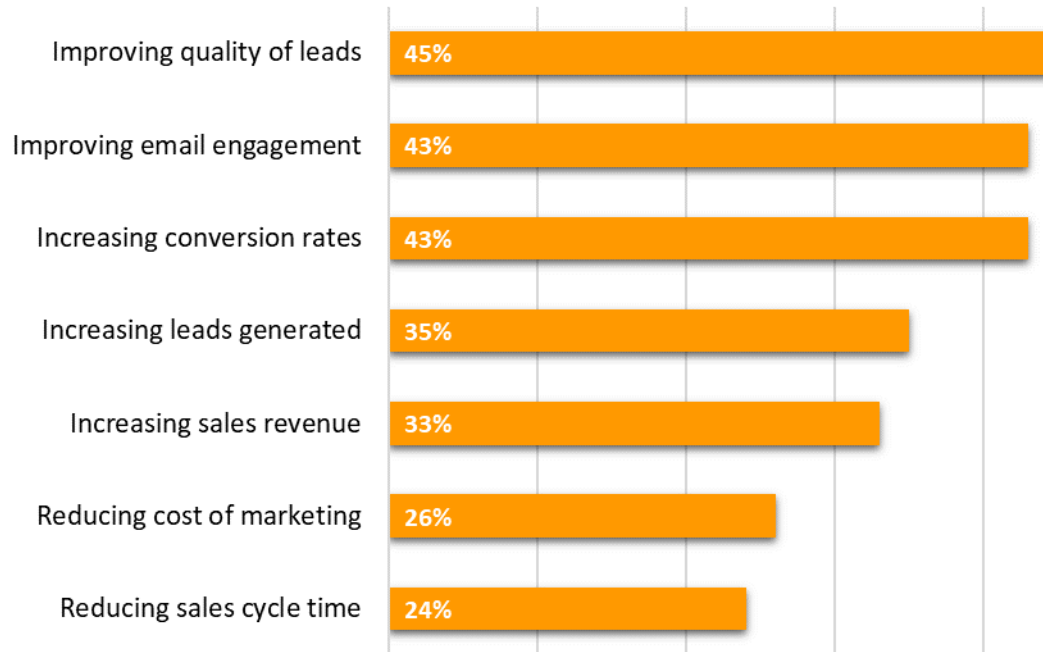




CHALLENGING BARRIERS TO SUCCESS

Improving email engagement starts by improving the quality of leads or subscribers, which is a most challenging barrier to success for nearly half (45%) of marketing influencers. Increasing conversions rates is another challenging barrier to success for marketers.

What are the most CHALLENGING BARRIERS to email marketing success?

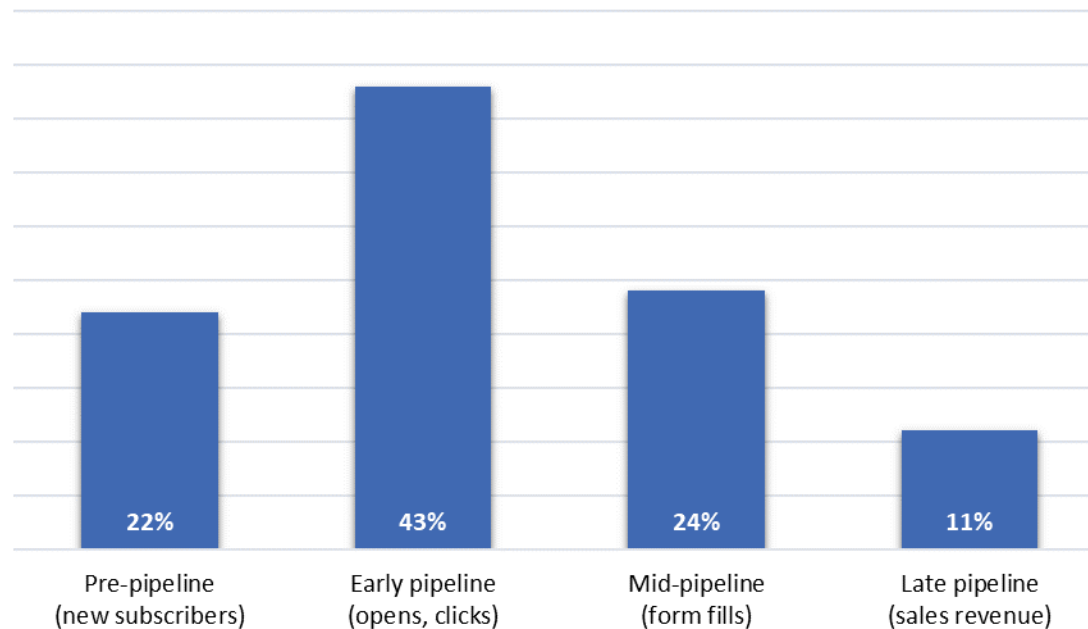




MEASURING ENGAGEMENT PERFORMANCE

The email marketing engagement process may be viewed as a pipeline that begins with email subscribers and ends with sales revenue. In between, two-thirds (67%) of marketing influencers in total primarily use metrics like open and click rates, and form fills, to measure performance.

In which stage of the email marketing ENGAGEMENT PIPELINE is performance primarily measured?

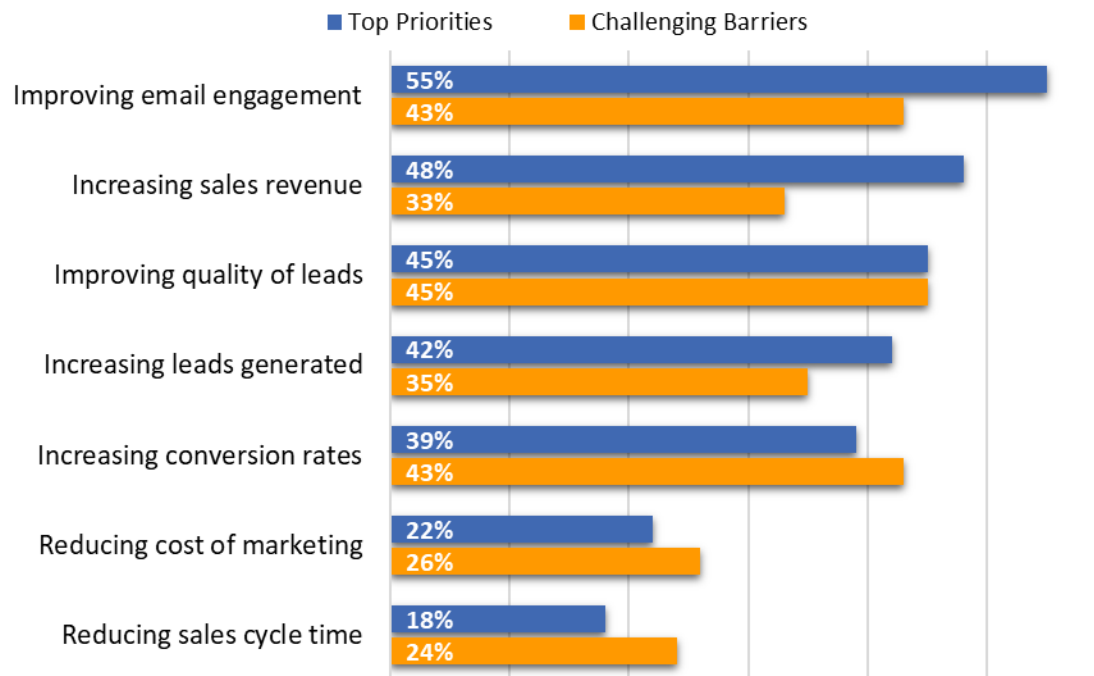




PRIORITIES VERSUS BARRIERS

Analyzing the importance of top strategic priorities in comparison to the most challenging barriers to success provides a unique perspective for developing a balanced and successful strategy for improving email marketing engagement.

Comparison of top priorities and challenging barriers.

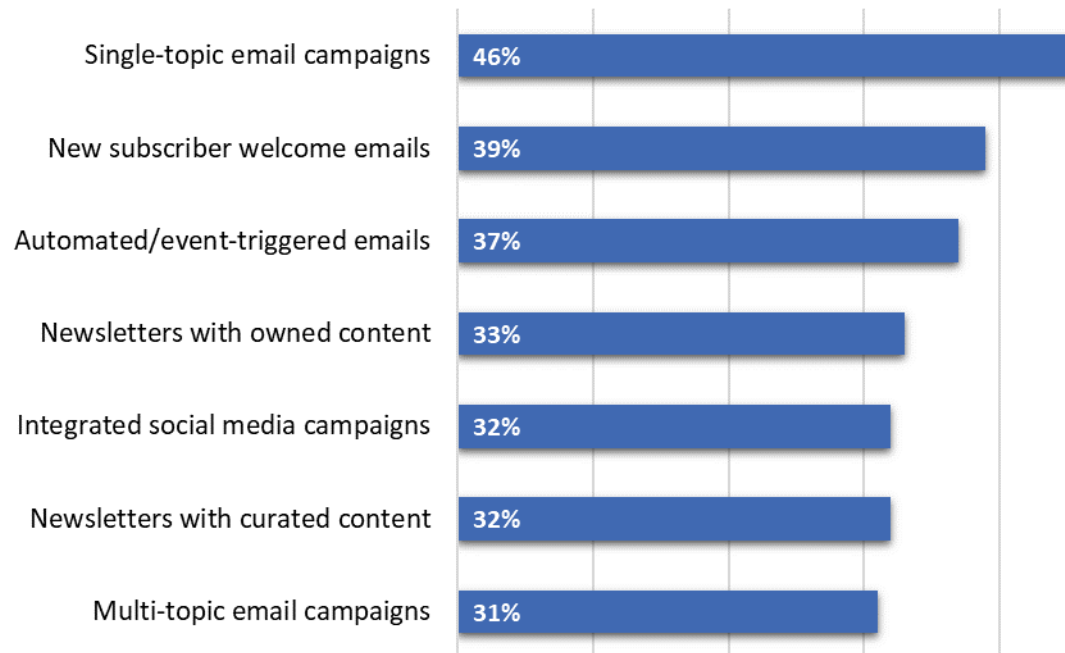




TACTICAL EFFECTIVENESS

Single-topic email campaigns are a most effective tactic for improving email engagement for 46% of marketing influencers. By focusing the subject line, content, etc. on a single-topic, marketers are able to capture and keep the attention of those subscribers interested in that topic.

What tactics are MOST EFFECTIVE for improving email marketing engagement?

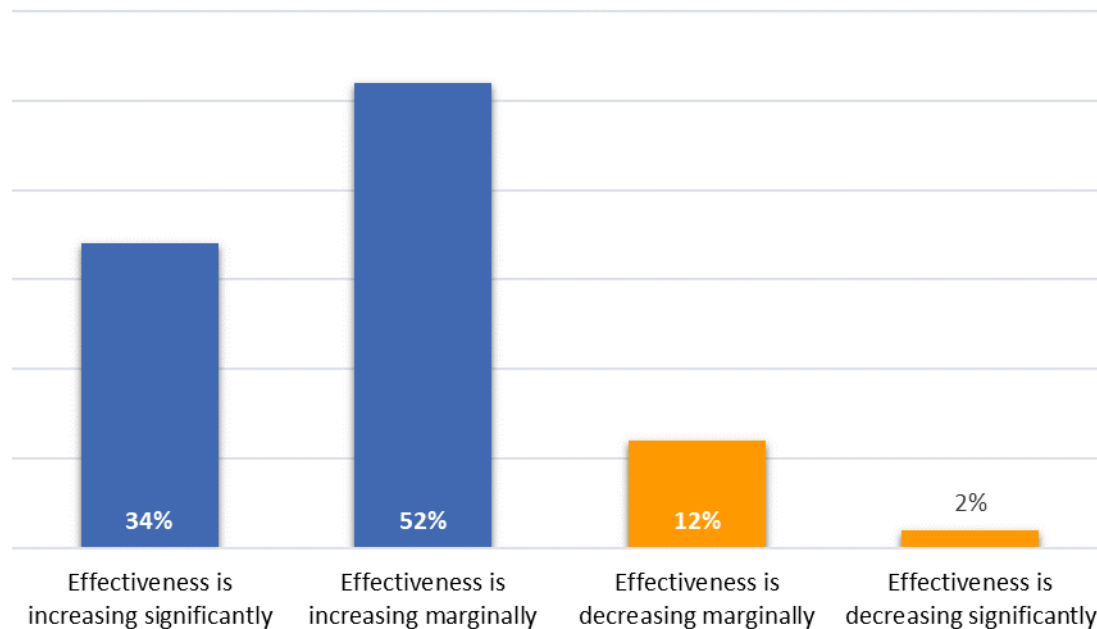




HOW EFFECTIVENESS IS CHANGING

For a total of 86% of marketing influencers, the effectiveness of tactics used to improve email marketing engagement is changing for the better, with about one-third (34%) describing the increase in effectiveness as significant.

To what extent is tactical EFFECTIVENESS CHANGING for email marketing engagement?

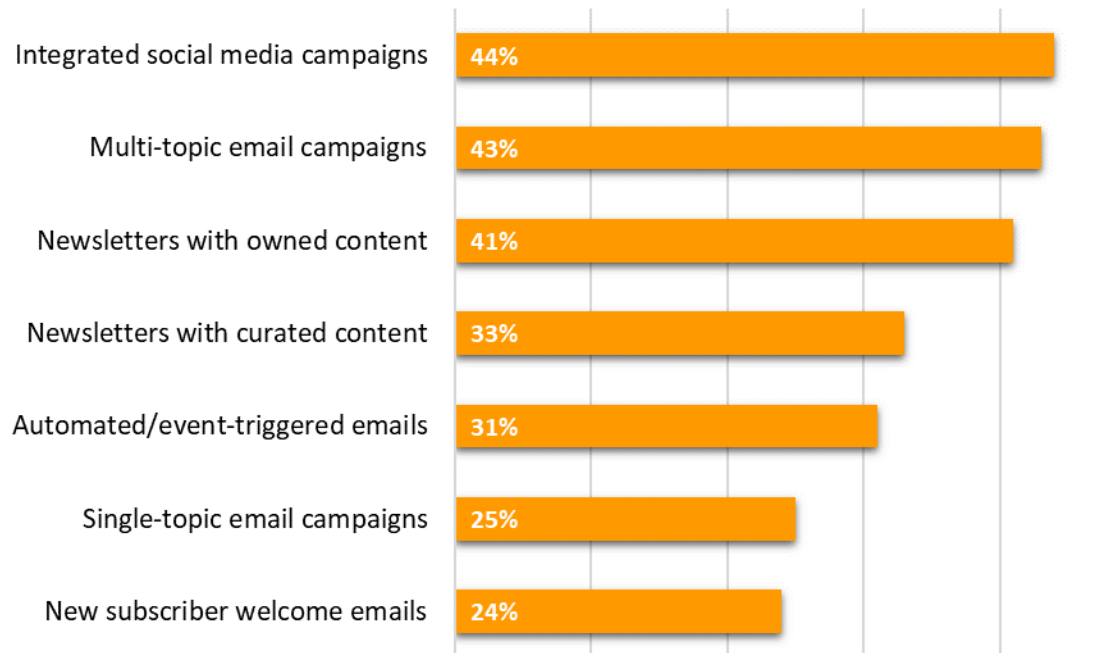




EFFORT REQUIRED TO EXECUTE

Integrating social media with email campaigns requires a lot of resource time and expense for 44% of marketing influencers, followed closely by executing multi-topic email campaigns (43%) and newsletters with owned content (41%).

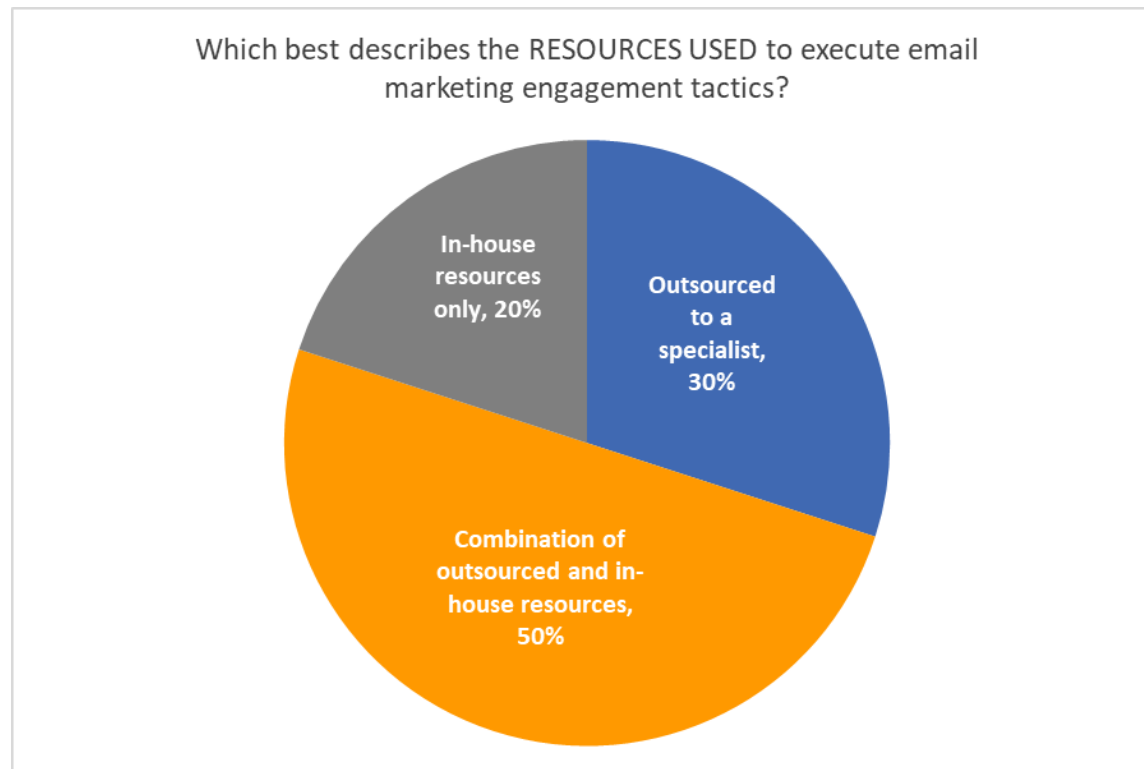
What email marketing engagement tactics require the MOST EFFORT
(resource time and expense) to execute?





RESOURCES USED TO EXECUTE

Executing tactics that require the most effort (resource time and expense) is a primary reason for half of marketing influencers to use a combination of outsourced and in-house resources. Another 30% outsource the execution of all email engagement tactics to specialized resources.

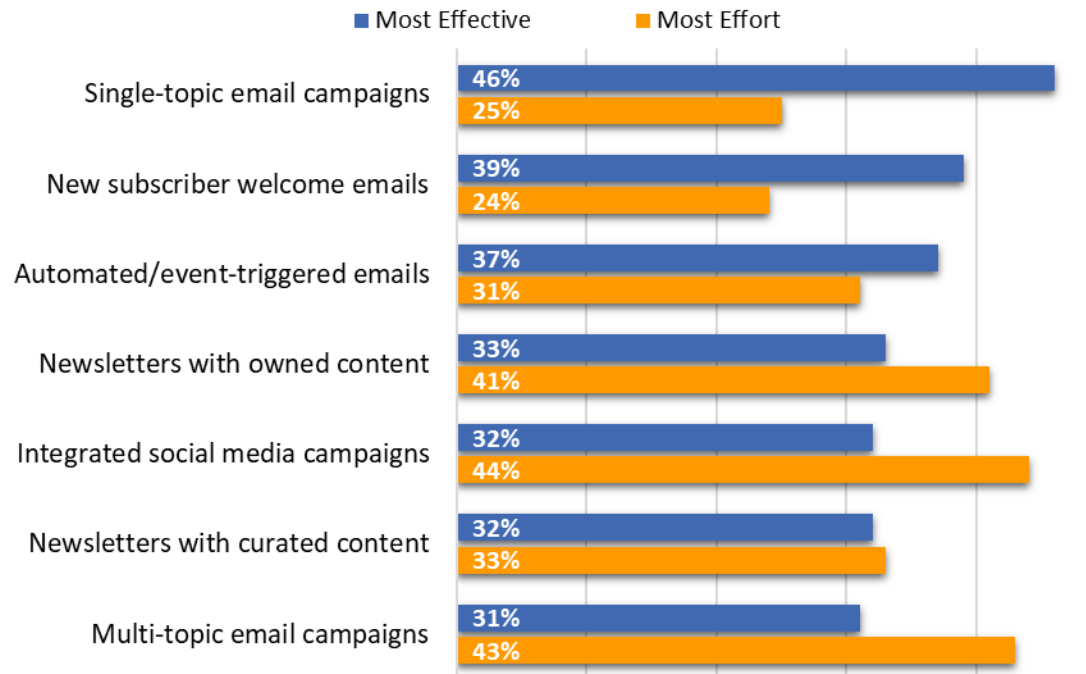




EFFECTIVENESS VERSUS EFFORT

Tactics that are much more effective than they are resource consuming (single-topic email campaigns, for example), are much more likely to be included in a tactical plan of action for achieving strategic priorities than those less effective than they are resource consuming.

Comparison of tactical effectiveness and effort to perform.



Ascend2™

RESEARCH-BASED MARKETING

Marketing technology companies and digital marketing agencies partner with Ascend2 to supplement their marketing content, generate leads and engage prospects to drive demand through the middle of the funnel. Learn more about the research-based marketing innovations from Ascend2.com.

Below are just a few of the leading marketing solution providers that partner with us on research-based marketing programs.



As a marketing technology company or digital marketing agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.

Research-Based Marketing is a process we developed to generate leads using factual content of interest to your target customers, and nurture those leads to the middle of the funnel in the name of your brand.



Research Partner Programs

Research Partner Programs rapidly deliver content of interest to marketers, and a guaranteed number of leads and prospects to marketing solution providers, in these two simple steps:

1. Choose marketing topics of interest to your audience.

- A new [marketing topic](#) is surveyed every month

2. Choose an exclusive data segment for each topic.

- Successful Strategy Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- And more!

Learn more about Ascend2 Research-Based Marketing by calling 800-762-1595 extension 703 or visit Ascend2.com.



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