

An overhead view of a large wooden conference table with several people sitting around it, working on laptops and documents. The scene is dimly lit, with light coming from the side, creating a professional and collaborative atmosphere.

Strategies, Tactics and Trends for

EMAIL MARKETING

Survey Summary Report

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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 marketing research subscribers.

EMAIL MARKETING

Email marketing has been constantly developing for more than twenty years, and you can't expect to generate new leads and acquire new subscribers using obsolete strategies and tactics.

But what works, and what doesn't, in email marketing today?

To help you answer this question, Ascend2 and our Research Partners fielded the Email Marketing Survey. We thank the 272 marketing influencers who responded to this survey during the week of January 20, 2019.

This Survey Summary Report, titled Email Marketing, 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 Market Segments

Number of Employees

More than 500	25%
50 to 500	26%
Fewer than 50	49%

Role in the Company

Owner / Partner / CXO	38%
VP / Director / Manager	31%
Non-Mgmt Professional	31%

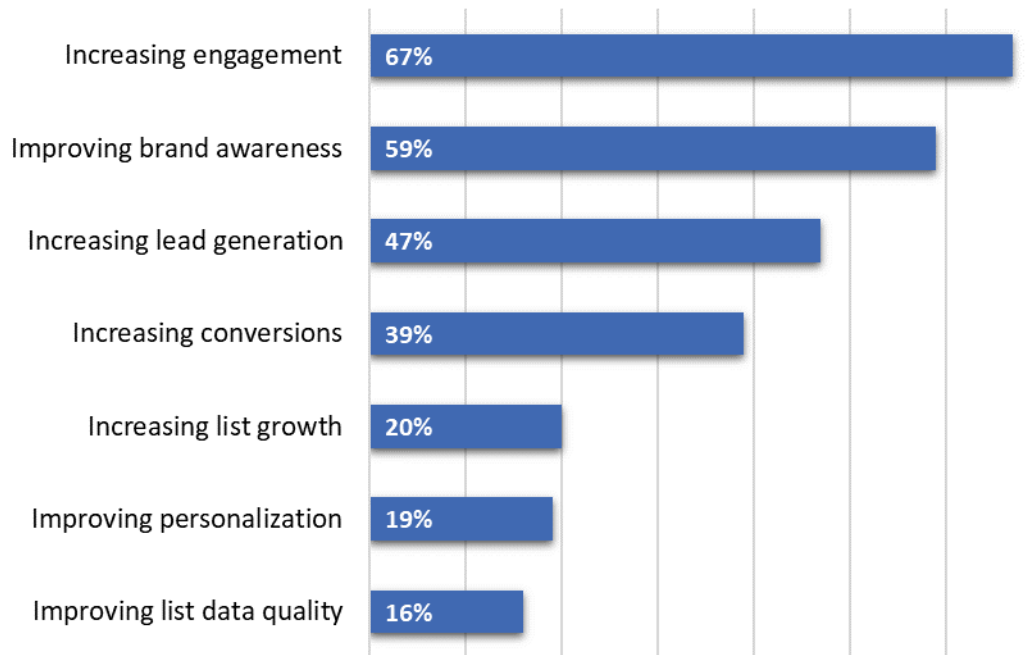
Primary Marketing Channel

Business-to-Business	40%
Business-to-Consumer	37%
B2B and B2C Equally	23%

PRIMARY OBJECTIVES

Increasing engagement and improving brand awareness are primary objectives for a 67% and 59% majority of marketing influencers, respectively. Engagement is now a frequent topic of conversation as companies strive to increase waning email open and click rates.

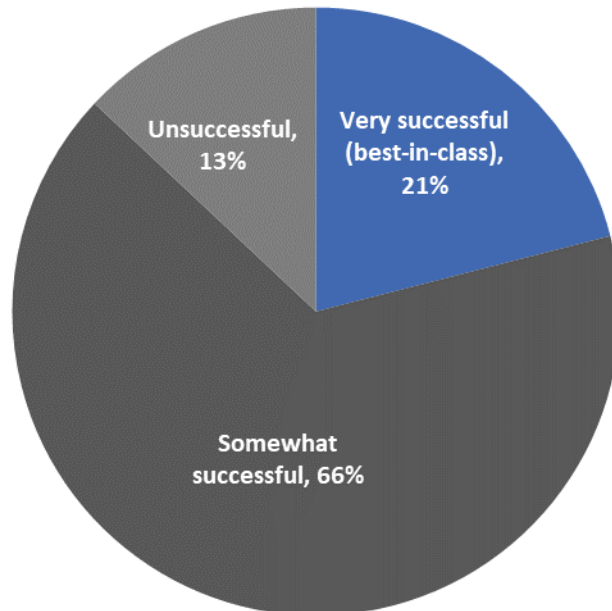
What are the PRIMARY OBJECTIVES for an email marketing strategy to achieve?



STRATEGIC SUCCESS

Only about one-in-five marketing influencers (21%) describe the success of an email marketing strategy as very successful, or best-in-class compared to competitors. However, two-thirds (66%) consider their strategy somewhat successful at achieving their objectives.

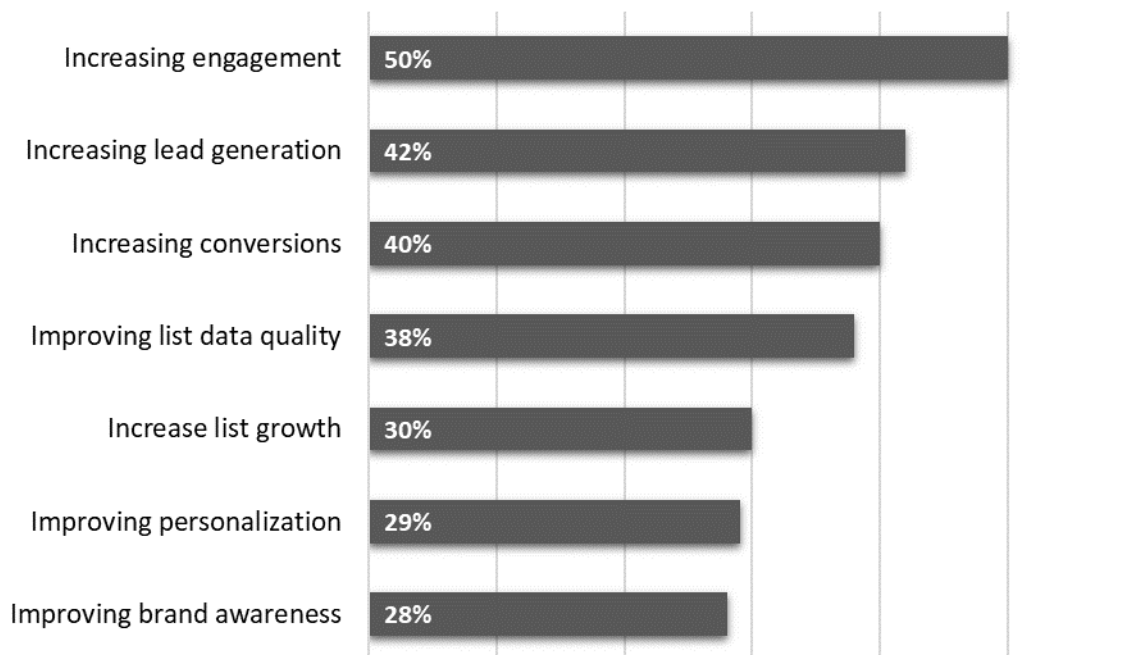
Which best describes the SUCCESS of your email marketing strategy at achieving the primary objectives?



CRITICAL CHALLENGES

While increasing engagement is a top challenge to email marketing success for half (50%) of marketing influencers, increasing lead generation and conversions and improving list data quality are the next most critical challenges for 42%, 40% and 38%, respectively.

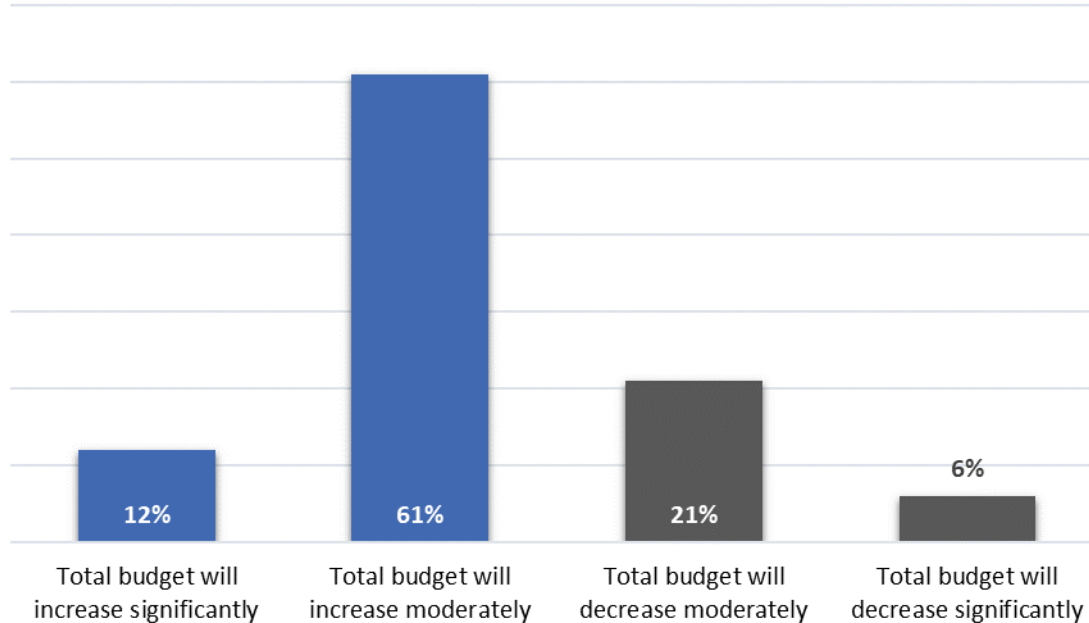
What are the most CRITICAL CHALLENGES to the success of an email marketing strategy?



TOTAL BUDGET

The total budget for the time, resources and expense consumed by email marketing will continue to increase, however, only moderately for a 61% majority of marketing influencers. 27% say that total expenditures will decrease to some extent.

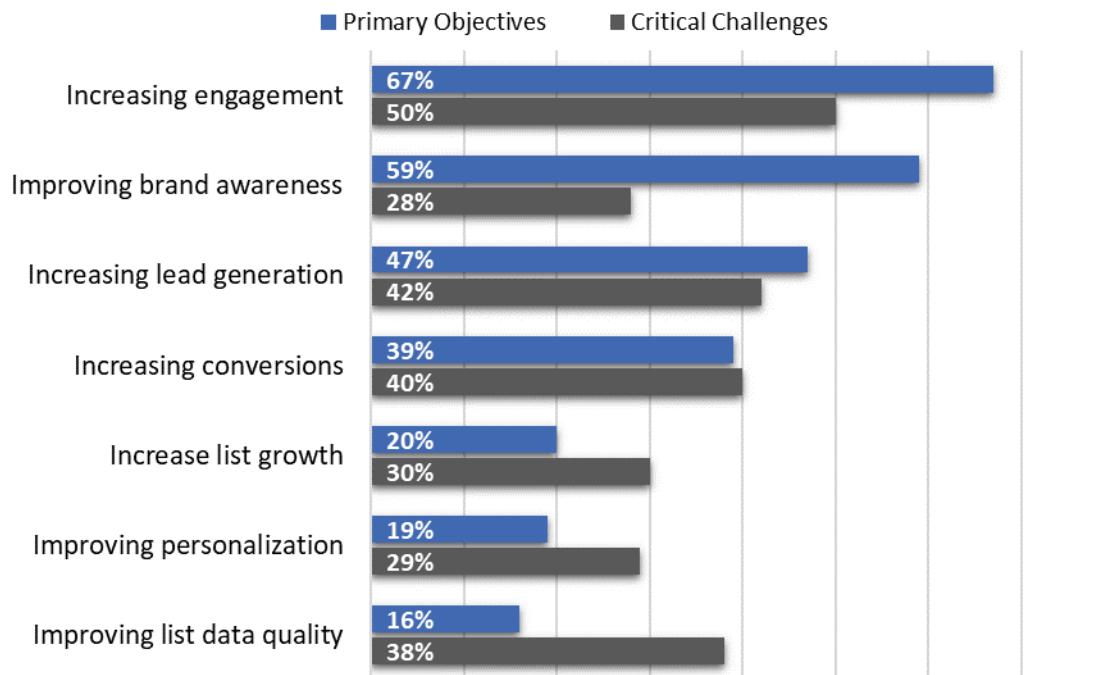
Which best describes how the TOTAL BUDGET IS CHANGING (time, resources, expenses) for an email marketing strategy?



OBJECTIVES VERSUS CHALLENGES

Analyzing how marketing influencers view the difference between primary objectives and critical challenges provides a valuable perspective for developing priorities for a successful email marketing strategy.

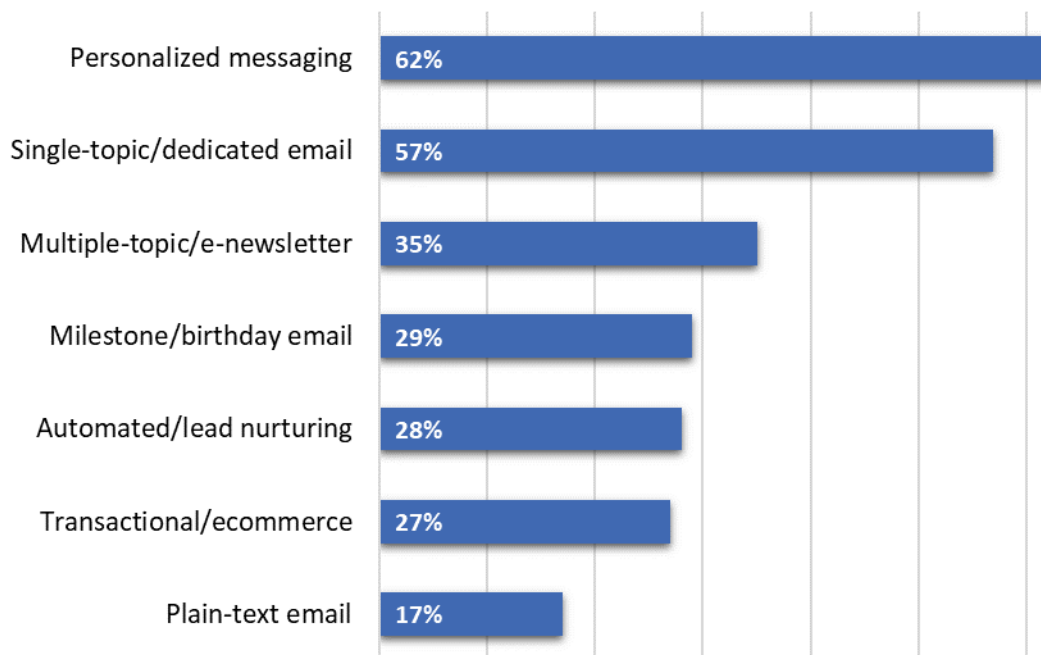
Comparing the strategic objectives and challenges of email.



EFFECTIVE TYPES OF EMAIL

A majority of marketing influencers believe that a combination of personalized messaging and single-topic/dedicated email creates the most effective type of email used for marketing purposes. Meanwhile, only 17% consider plain-text email effective.

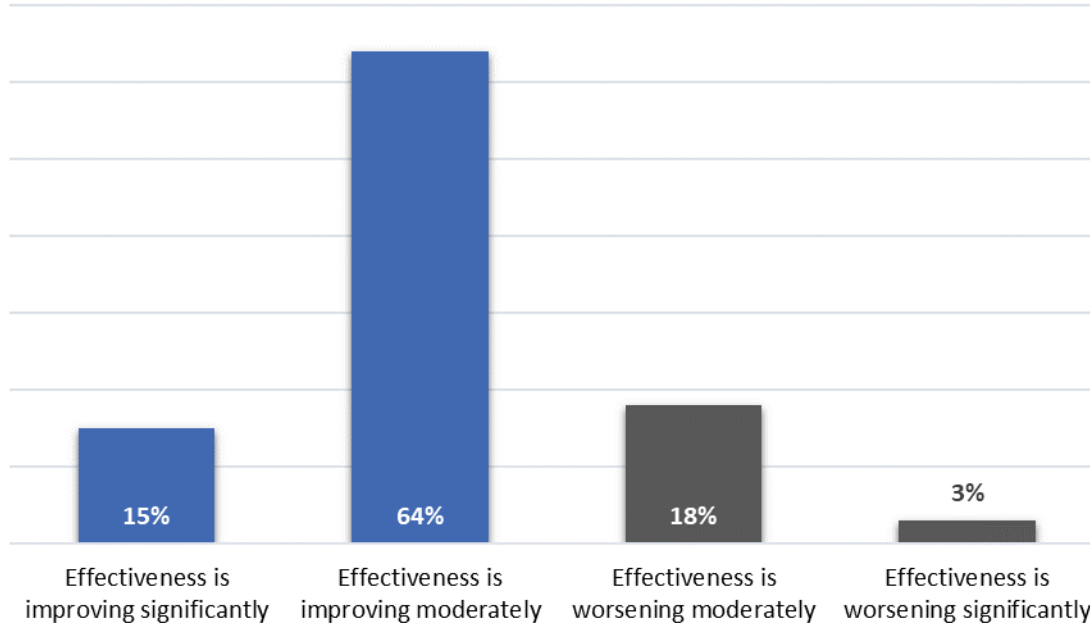
What are the most EFFECTIVE TYPES of email used for marketing purposes?



HOW EFFECTIVENESS IS CHANGING

While nearly two-thirds (64%) of marketing influencers say email effectiveness is improving moderately, a total of 21% consider email effectiveness to be worsening to some extent.

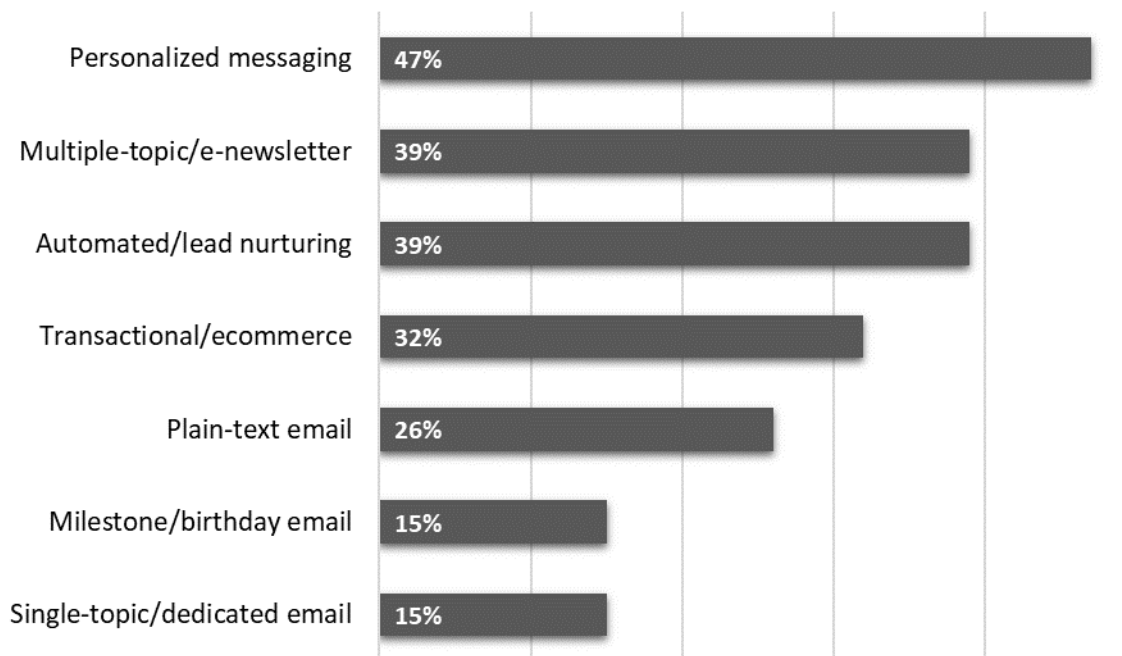
Which best describes how EFFECTIVENESS IS CHANGING for the types of email used?



DIFFICULT TYPES OF EMAIL

Personalized messaging is considered a difficult type of email to deploy by nearly half (47%) of marketing influencers. The difficulty of personalization has grown significantly as hyper-personalization, involving artificial intelligence, has become more prevalent.

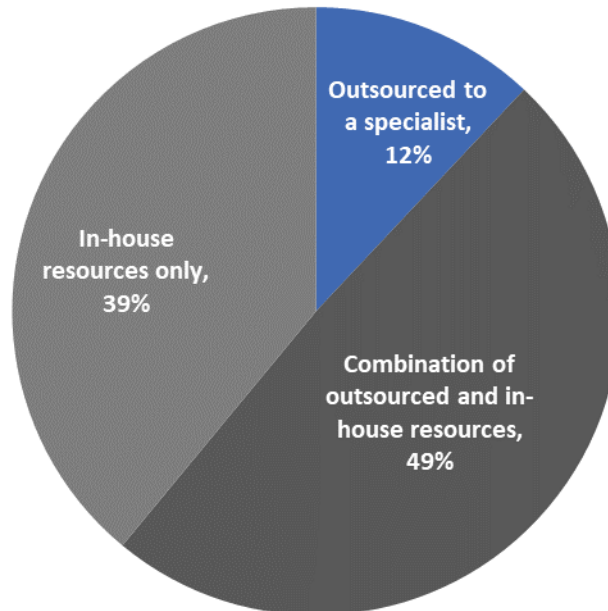
What are the most DIFFICULT TYPES of email to deploy for marketing purposes?



DEPLOYMENT RESOURCES USED

While difficult types of email (like personalized messaging driven by artificial intelligence) are driving the need for outsourced specialists, 39% of marketing influencers say they still only use in-house resources to deploy the types of email used.

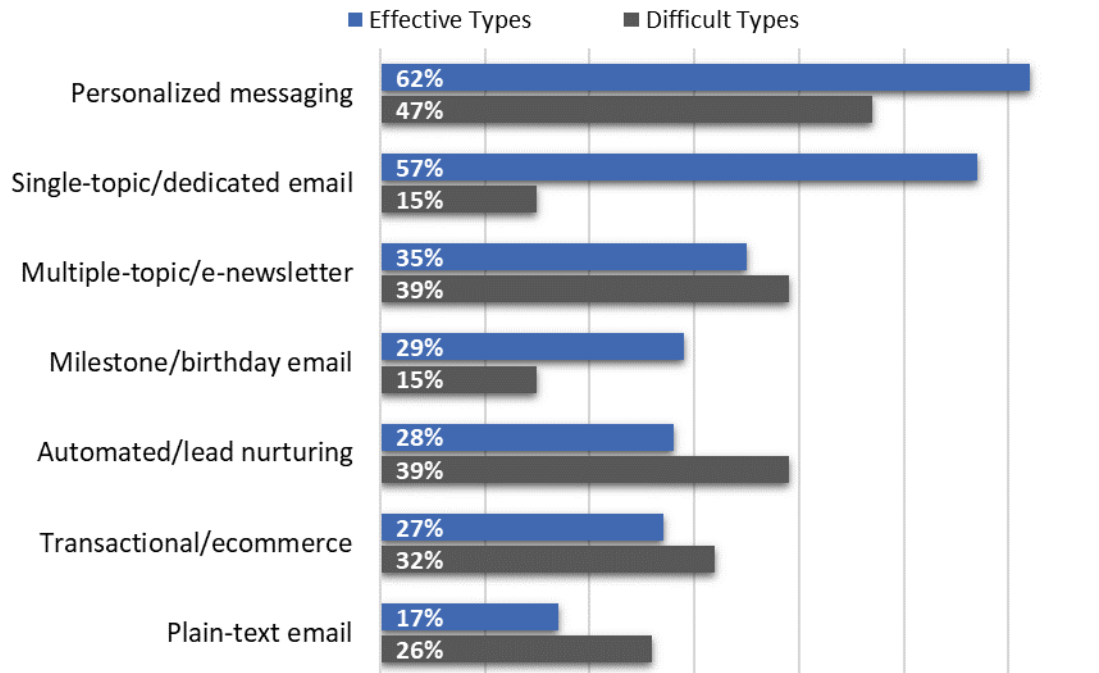
Which best describes the RESOURCES USED to deploy the types of email used?



EFFECTIVENESS VERSUS DIFFICULTY

Types of email that are far more effective than difficult to use (for example, single topic/dedicated email), are more likely to be included in an email marketing strategy than types that are much more difficult than effective (for example, automated/lead nurturing).

Comparing the effectiveness and difficulty of email.





RESEARCH PARTNER PROGRAMS

Our Research Partner Programs rapidly deliver content of interest to your marketing influencers, and a guaranteed number of leads, in just two simple steps:


1. Choose marketing topics of interest to your audience.

- Or create a survey topic of your own (limited availability)

2. Choose an exclusive segment for each topic chosen.

- Success Benchmarks
- Leadership Benchmarks
- B2B Benchmarks
- B2C Benchmarks
- Enterprise Benchmarks
- SMB Benchmarks
- Agency Benchmarks
- And more!

Learn more about Research-Based Marketing at Ascend2.com.



As a provider of marketing technology or agency services, 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 demand using factual content of interest to your target audience, and to nurture prospects to the middle of the funnel in the name of your brand.

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



This Survey Summary Report is part of a series conducted in partnership with our participating Research Partners.

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