

# EMAIL LIST GROWTH TRENDS

## Survey Summary Report

**Ascend2**<sup>™</sup>  
RESEARCH-BASED MARKETING

Research Series Conducted in  
Partnership with Leading  
Marketing Solution Providers



# TABLE OF CONTENTS

3. Email List Growth Trends
4. Strategic Objectives
5. Rating Strategic Success
6. Critical Challenges
7. Sales Cycle Encountered
8. Objectives Versus Challenges
9. Tactical Effectiveness
10. How Effectiveness is Changing
11. Effort Required to Perform
12. Tactical Resources Used
13. Effectiveness Versus Effort
14. About Ascend2
15. Research Partner Programs



## **Methodology**

*Ascend2 benchmarks the performance of popular digital marketing strategies and tactics using a standardized questionnaire and a proprietary 3-Minute Survey format.*

*This survey was fielded to a panel of research subscribers and marketing influencers for one week beginning March 1, 2017.*

# EMAIL LIST GROWTH TRENDS

Email is consistently one of the highest converting marketing channels available.

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

To find out, Ascend2 and our Research Partners fielded the Email List Growth Trends Survey. We thank the marketing influencers responding to this survey for sharing their valuable insights with us, and you.

The data in this edition of the study titled the *Email List Growth Trends Survey Summary Report* represent the average of all market segments responding to the survey. Specific 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.

Enjoy!



## Survey Respondents & Profiles N=255

### Number of Employees

More than 500	46%
50 to 500	36%
Fewer than 50	18%

### Role in the Company

Owner / Partner / CXO	32%
VP / Director / Manager	56%
Non-Management	12%

### Primary Marketing Channel

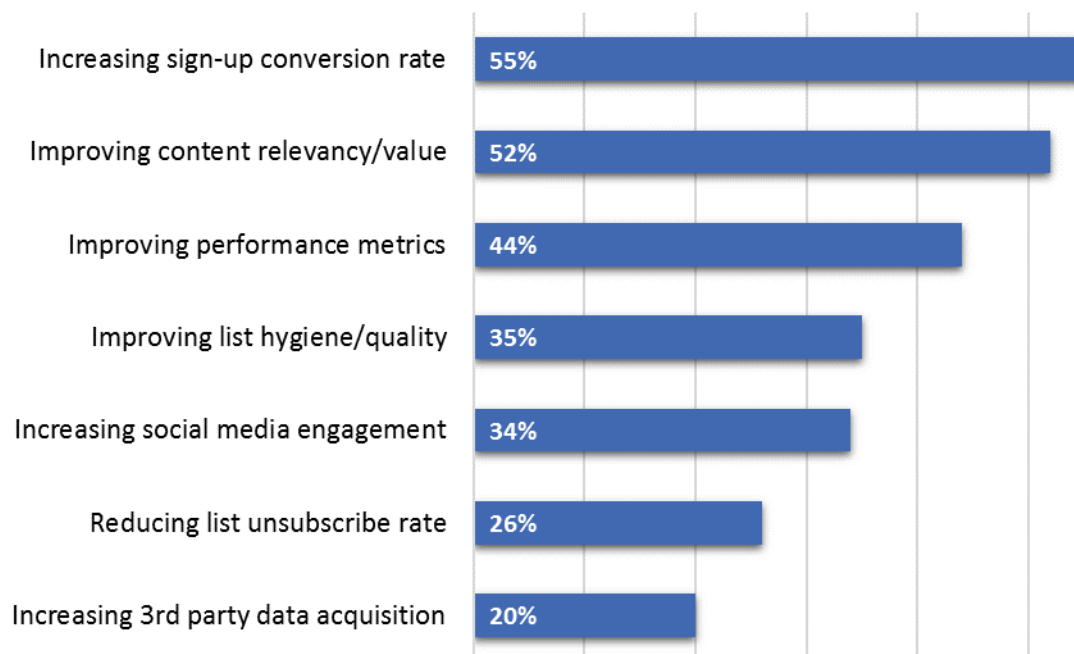
B2B Business-to-Business	36%
B2C Business-to-Consumer	39%
B2B and B2C Equally	25%



## STRATEGIC OBJECTIVES

Increasing the rate at which visitors opt-in to receive email is an important objective for more than half (55%) of marketing influencers. This rate of conversion is often driven by the level of relevancy and/or value of the content offered, an important objective for (52%) of marketing influencers.

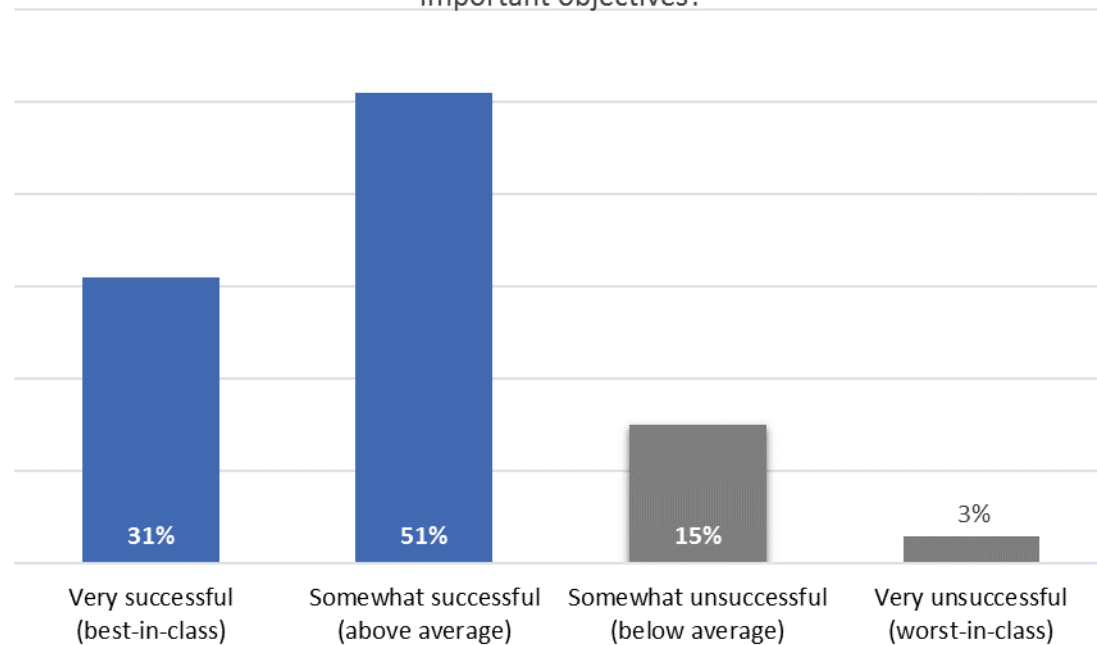
What are the most important OBJECTIVES of an email list growth strategy?



## RATING STRATEGIC SUCCESS

A total of 82% of marketing influencers consider their email list growth strategy successful to some extent with three-out-of-ten of the total (31%) referring to it as best-in-class. The remaining 18% are still struggling to achieve the important objectives of their strategy.

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

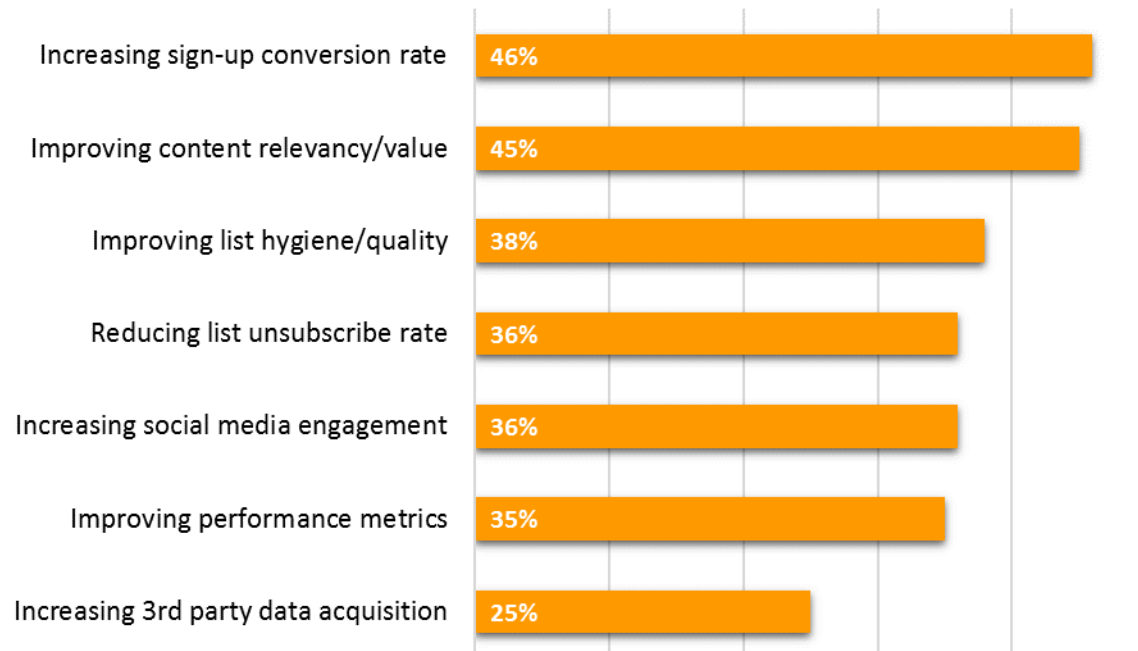




# CRITICAL CHALLENGES

Increasing sign-up conversion rates and improving content relevancy/value are not only most important objectives, but for 46% and 45% of marketing influencers respectively, they are also critical challenges to achieving email list growth success.

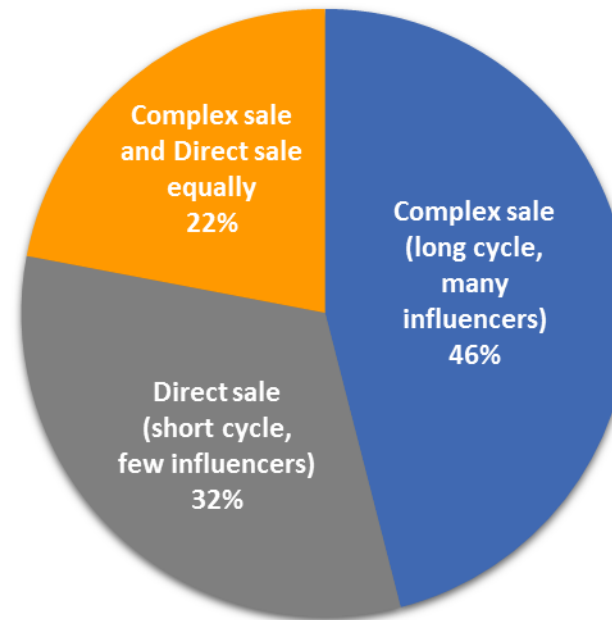
What are the most critical CHALLENGES to achieving email list growth success?



## SALES CYCLE ENCOUNTERED

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.

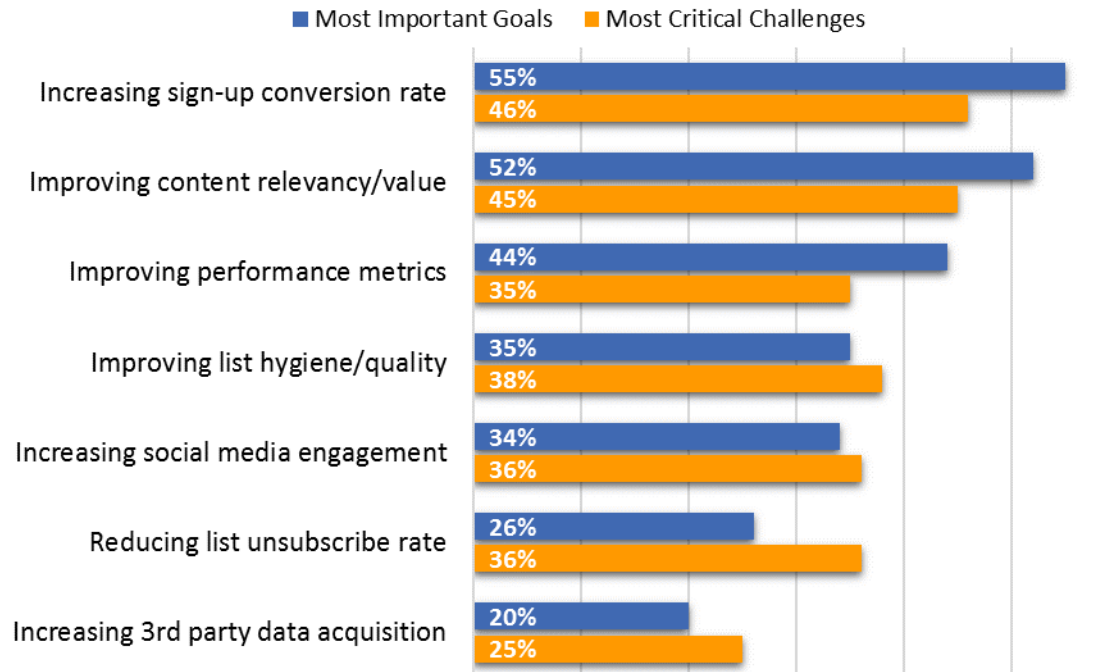
Which best describes the type of SALES CYCLE encountered most often?



# OBJECTIVES VERSUS CHALLENGES

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

Analyzing strategic objectives versus challenging to achieve.





# TACTICAL EFFECTIVENESS

Social media advertising, content marketing and SEO are effective email list growth tactics used by the most marketing influencers. Adding social login/sign-up capabilities to web forms has become an effective method for making the opt-in process simpler and easier for email list subscribers.

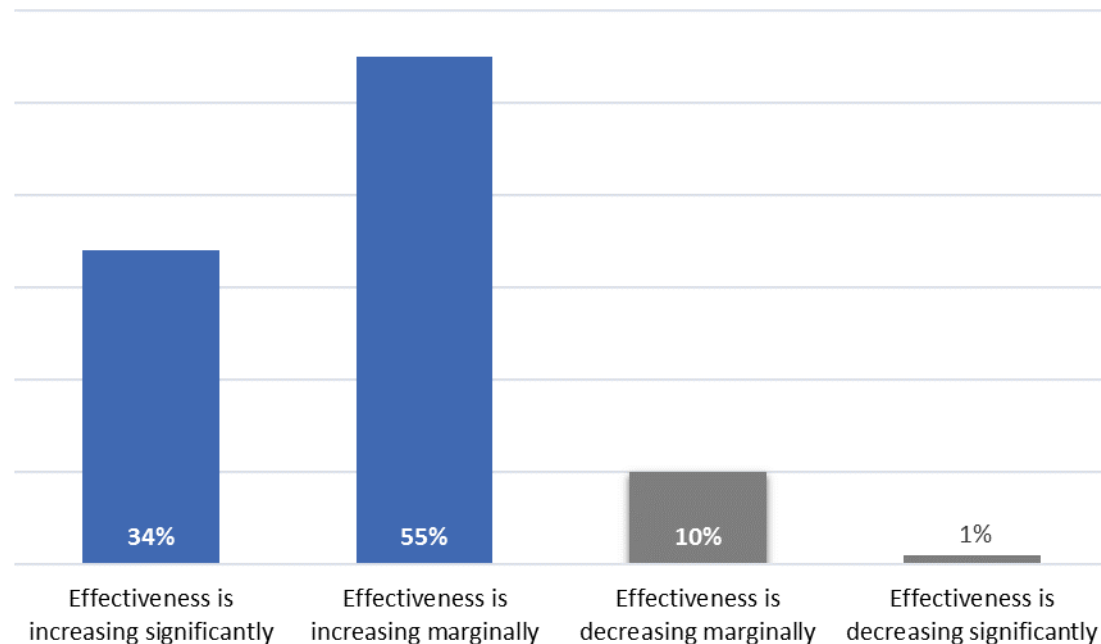
What are the most effective TACTICS used to achieve email list growth?



## HOW EFFECTIVENESS IS CHANGING

The trend shows an increase in the effectiveness of email list growth tactics for nearly nine-out-of-ten marketing influencers (89%). This trend is likely due to the increasing maturity of both email marketing experience and technology. Regrettably, effectiveness is decreasing for the remaining 11%.

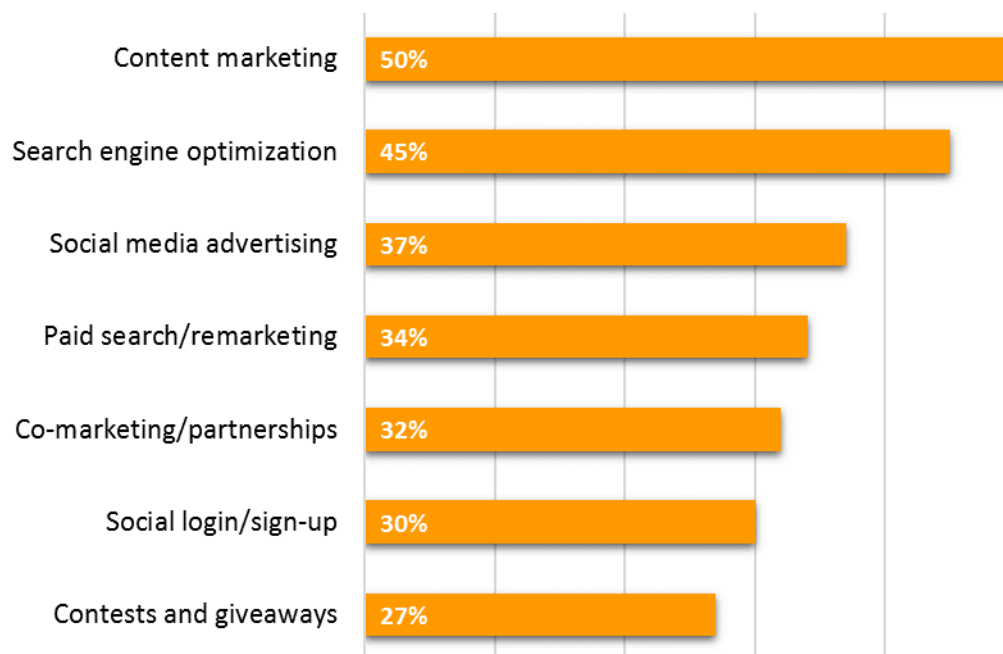
To what extent is the EFFECTIVENESS of these tactics changing?



## EFFORT REQUIRED TO PERFORM

The skill, time and expense required to perform tactics is an important consideration when developing a plan to achieve email list growth objectives. Creating and distributing relevant content of value to the target audience is a tactic requiring significant effort for half (50%) of marketers.

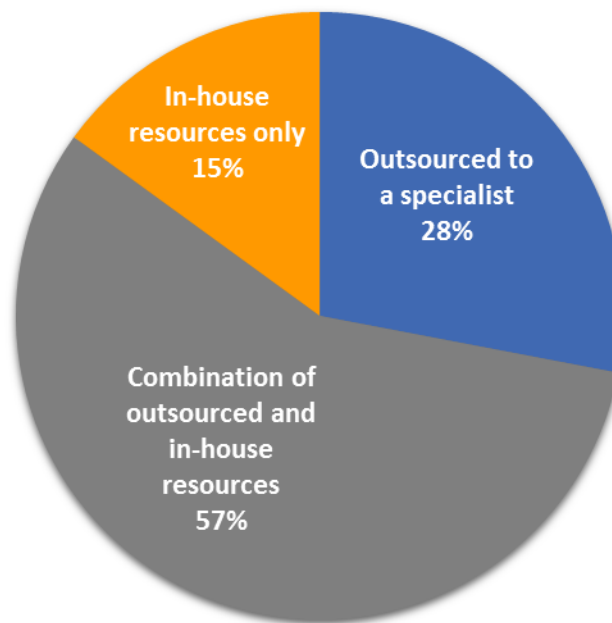
What tactics require the most EFFORT (skill, time and expense) to perform?



## TACTICAL RESOURCES USED

To perform content marketing and other tactics requiring significant effort, 85% of companies are outsourcing all or part of their email list growth strategy to gain capabilities and skills not available in-house. Only 15% are relying on in-house resources only.

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



## EFFECTIVENESS VERSUS EFFORT

Tactics that are much more effective than they are difficult to perform (social media advertising, social login/sign-up, and contests and giveaways, for example), are more likely to be included in a successful email list growth strategy and less likely to require outsourcing to a specialist.

Analyzing tactical effectiveness versus effort to perform.







## Research-Based Marketing for Marketing Solution Providers

Marketing technology and data companies, and digital marketing agencies, partner with Ascend2 to reliably generate demand and supplement marketing content for their firms. Our Research Partner Programs are transparent – focusing on your brand and the interests of your target audience.

Learn more about us at [Ascend2.com](https://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 or data company, or digital marketing agency, your prospective customers are marketing influencers with an interest in the facts about improving marketing performance.*

*Research-Based Demand Generation is a process we developed to generate leads using factual content of interest to your target customers, and nurture those leads to marketing-qualified status in the name of your brand.*





## Research Partner Programs

Research Partner Programs rapidly deliver factual content and a guaranteed number of leads to marketing solution providers, in 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
- Complex Sale Benchmarks
- And more!

Learn more about Ascend2 Research-Based Marketing by calling 800-762-1595 extension 703 or visit [Ascend2.com](http://Ascend2.com).



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