

2017 STATE OF EMAIL MARKETING

Survey Summary Report

Ascend2[™]
RESEARCH-BASED MARKETING

Research Series Conducted in
Partnership with Leading
Marketing Solution Providers



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Methodology

Ascend2 benchmarks the performance of marketing technology, strategies and tactics using 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 September 4, 2017.

2017 STATE OF EMAIL MARKETING

The email marketing channel continues to dominate the digital marketing landscape in terms of performance.

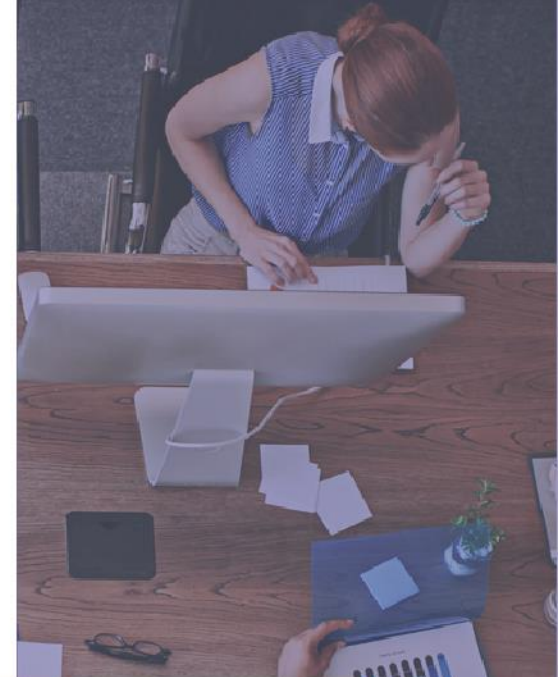
But what strategies and tactics are having the greatest impact on email marketing in 2017?

To find out, Ascend2 and our Research Partners fielded the 2017 State of Email Marketing Survey. We thank the marketing influencers responding to this survey for sharing their valuable insights with us, and you.

This report, which is titled the *2017 State of Email Marketing Survey Summary Report*, represents the average 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.

Enjoy!



Survey Respondents N=260

Number of Employees

More than 500	38%
50 to 500	40%
Fewer than 50	22%

Role in the Company

Owner / Partner / CXO	36%
VP / Director / Manager	44%
Non-Mgmt Professional	20%

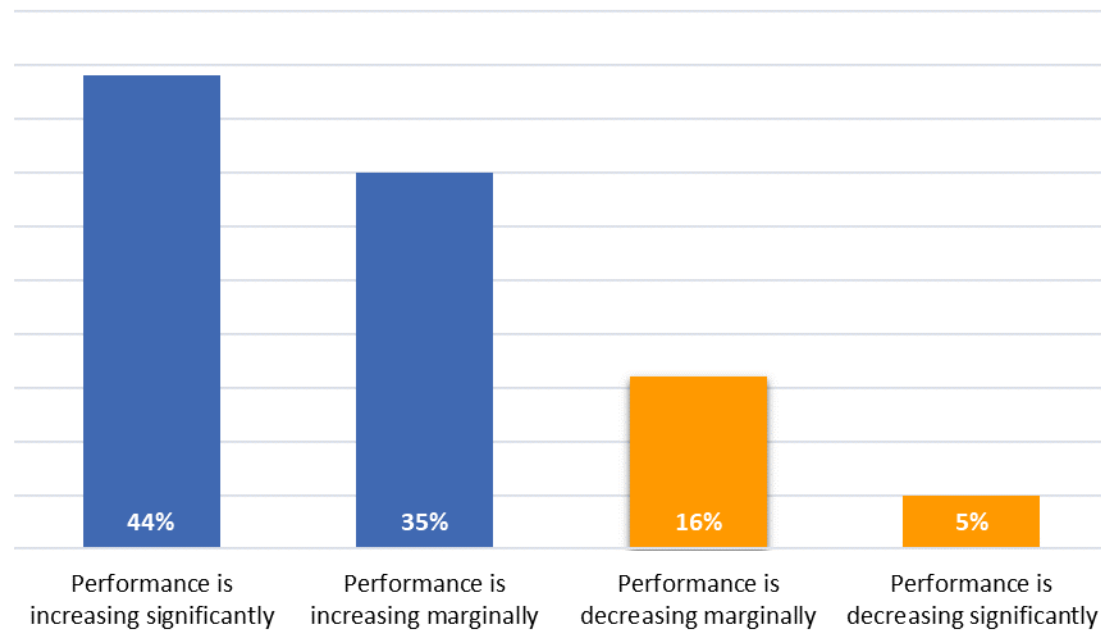
Primary Marketing Channel

B2B Business-to-Business	48%
B2C Business-to-Consumer	34%
B2B and B2C Equally	18%

HOW PERFORMANCE IS CHANGING

Email marketing has dominated performance in the digital marketing space for some time – and this extraordinary trend continues! A total of 79% of marketing influencers say that email marketing performance is increasing, with 44% describing the increase as significant.

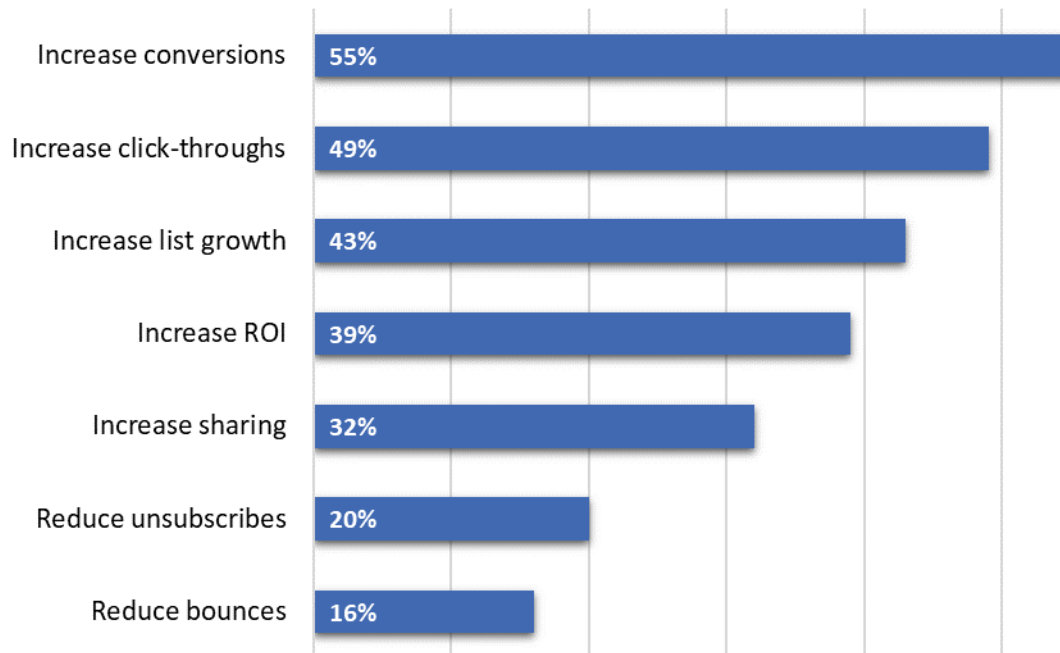
Which best describes the state of email marketing PERFORMANCE today?



MOST IMPORTANT OBJECTIVES

Increasing conversion and click-through rates are most important objectives for an email marketing strategy to achieve, according to 55% and 49% of marketing influencers respectively. The next most important objective is increasing the size of the email lists this channel relies upon.

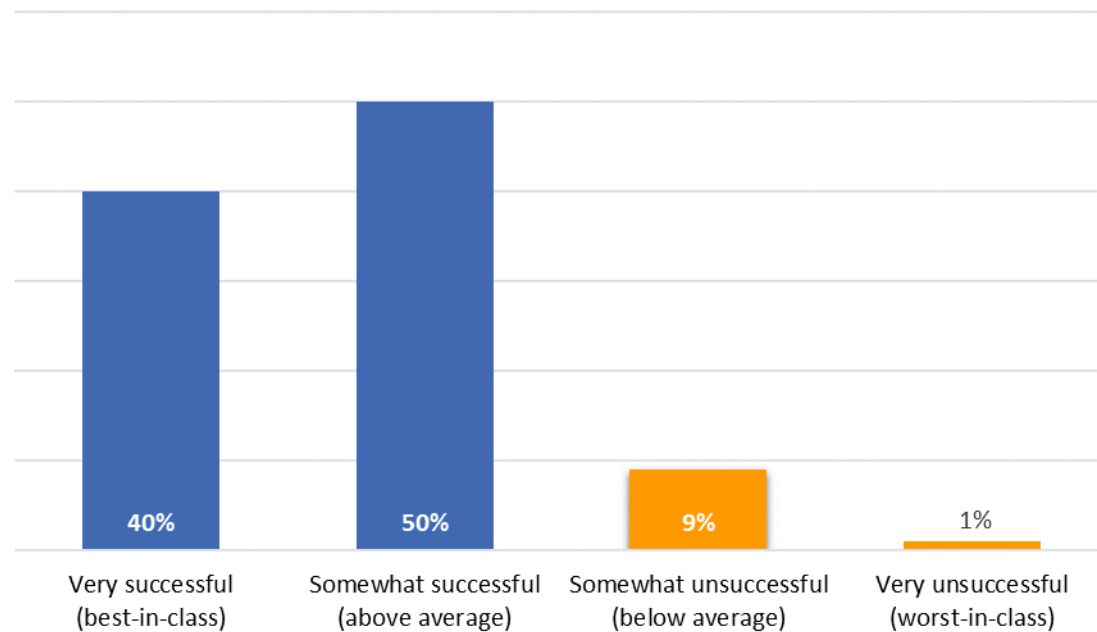
What are the most important OBJECTIVES of an email marketing strategy to achieve?



SUCCESS ACHIEVING OBJECTIVES

A total of 90% of marketing influencers consider their email marketing strategy successful to some extent at achieving important objectives, with four out of ten (40%) describing their success as best-in-class.

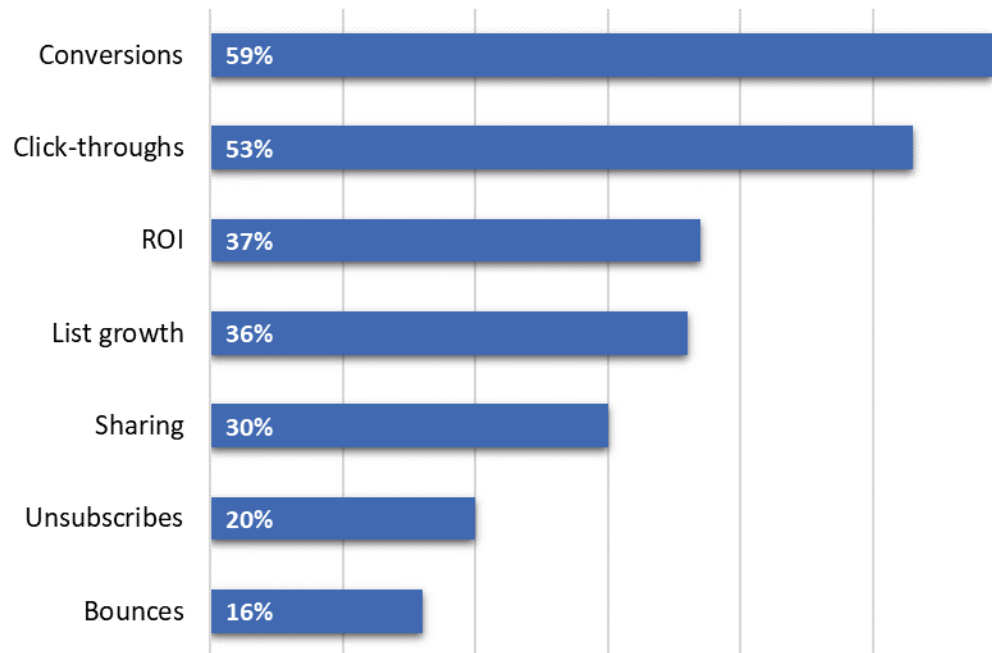
How SUCCESSFUL is an email marketing strategy at achieving important objectives?



MOST USEFUL PERFORMANCE METRICS

The letter “M” in SMART, an acronym for guiding the selection of objectives, stands for “Measurable”. And the most useful metrics for measuring email marketing performance correspond with the most important objectives; the rate of conversions and click-throughs.

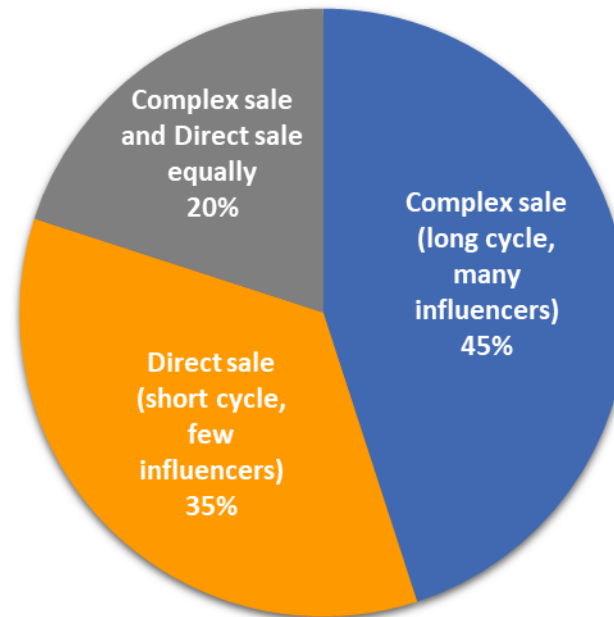
What are the most useful METRICS for measuring email marketing performance?



SALES CYCLE ENCOUNTERED

Both complex and direct sales channels are reliant on the cost efficiencies and effectiveness of email marketing to reach buyers, regardless of the length of the sales process.

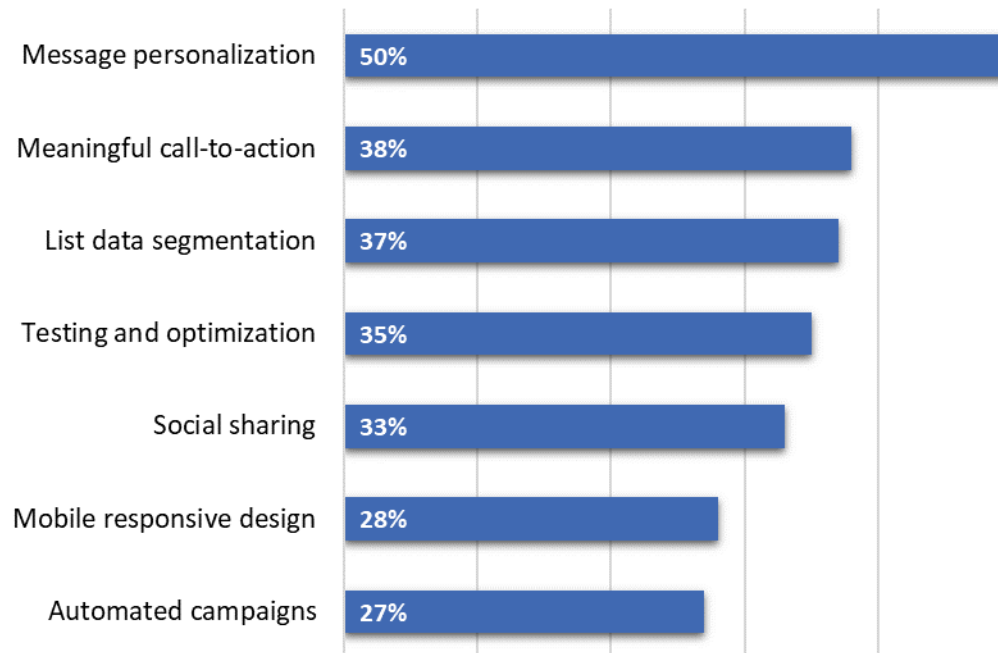
Which best describes the type of SALES CYCLE encountered most often?



MOST EFFECTIVE TACTICS

Tactically, message personalization is the most effective email marketing practice used by half (50%) of marketing influencers. Other tactics, such as including a meaningful call-to-action and the list data segmentation required to achieve personalization, are also very effective.

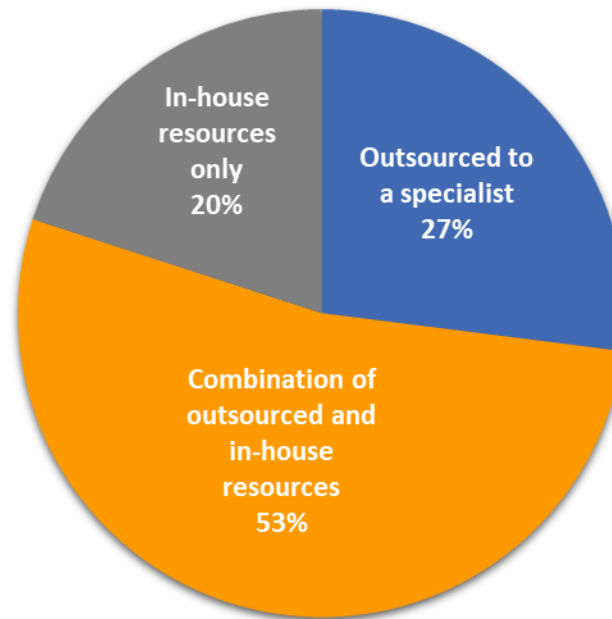
What are the most EFFECTIVE email marketing tactics used?



TACTICAL RESOURCES USED

More than half (53%) of marketing influencers say that effectively implementing email marketing tactics is a collaborative effort requiring a combination of outsourced specialists and in-house resources, while 20% say they have the capabilities to implement tactics entirely in-house.

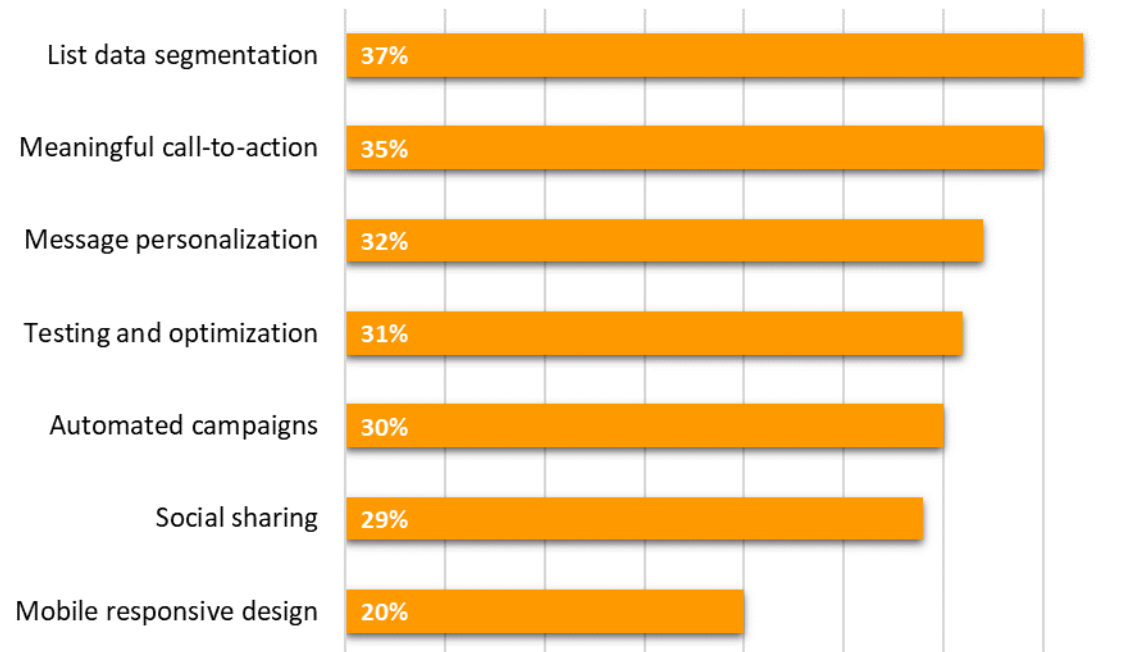
Which best describes the RESOURCES used to implement email marketing tactics effectively?



MOST DIFFICULT TACTICS

List data segmentation is considered a most difficult email marketing tactic by 37% of marketing influencers. The most difficult tactics often require capabilities not available in-house, causing a significant portion of marketers to outsource the implementation of email marketing.

What are the most DIFFICULT email marketing tactics to implement?



EFFECTIVENESS VERSUS DIFFICULTY

Tactics that are far more effective than they are difficult to implement – such as message personalization – are less likely to be outsourced and more likely to benefit from the subjective insights of in-house resources.

Tactical effectiveness versus difficulty.



Ascend2

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

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 of interest to marketers and a guaranteed number of leads to marketing solution providers, in two simple steps:

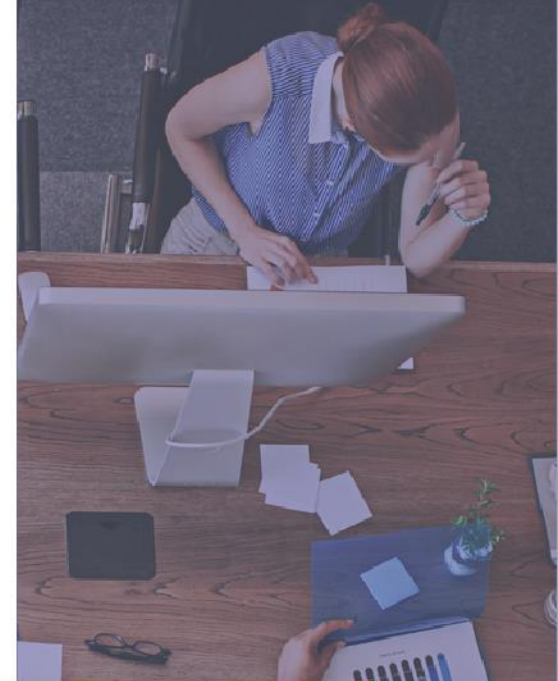
1. Choose marketing topics of interest to your audience.

- 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.



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