EMAIL MARKETING EFFECTIVENESS
STRATEGIES, TACTICS & TRENDS
# Table of Contents

4. Email Marketing Effectiveness  
5. Key Priorities  
6. Strategic Success  
7. Challenging Barriers  
8. Trends in Effectiveness  
9. Priorities Versus Barriers  
10. Tactics for Improvement  
11. Trends in Investment  
12. Metrics for Measurement  
13. Resource Allocation  
14. Ascend2 Research Partner Programs
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 professionals and marketing research subscribers.

**Survey respondents**

**Primary Marketing Channel**
- B2B: 37%
- B2C: 43%
- B2B and B2C equally: 20%

**Number of Employees**
- More than 500: 17%
- 50 to 500: 22%
- Fewer than 50: 61%

**Primary role in company**
- Owner / Partner / C-Level: 44%
- Vice President / Director / Manager: 34%
- Non-Management Professional: 22%
Email Marketing Effectiveness

Email marketing effectiveness is eroding. However, open rates and other measures of effective engagement can still be optimized for this established marketing tactic.

But how will you increase the effectiveness of email marketing?

To help you answer this question, Ascend2 and our Research Partners fielded the Email Marketing Effectiveness Survey. We thank the 287 marketing professionals who responded to this survey during the week of December 9, 2019.

This Survey Summary Report, titled Email Marketing Effectiveness, 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.
Key Priorities

With an ongoing need to produce tangible results, email marketers report that top goals for an email marketing strategy are sales-centric. Increasing sales revenue and increasing leads generated are reportedly key priorities for an email marketing strategy to achieve according to 59% and 49% of marketers surveyed.

What are the KEY PRIORITIES for an email marketing strategy to achieve in the year ahead?

- Increasing sales revenue: 59%
- Increasing leads generated: 49%
- Improving email engagement: 39%
- Increasing conversion rates: 36%
- Improving lead nurturing: 29%
- Increasing email list size: 21%
- Improving deliverability/inbox placement: 16%
Strategic Success

Establishing key priorities is necessary in creating an effective strategy, but how is email at achieving those goals? A majority of marketers (57%) are seeing moderate success from an email marketing strategy. About one-third of those surveyed (31%) would consider their strategy very successful, or best-in-class, at achieving key priorities.

Which best describes the SUCCESS of an email marketing strategy at achieving the key priorities?
Challenging Barriers

Improving email engagement is a major barrier to the success of an email marketing strategy according to 45% marketing professionals surveyed. Getting prospects through the sales cycle also presents challenges to marketers who reported that increasing leads generated (43%) and increasing sales revenue (39%) are most challenging barriers for a strategy to overcome.

What are the most CHALLENGING BARRIERS for an email marketing strategy to achieve?

- Improving email engagement: 45%
- Increasing leads generated: 43%
- Increasing sales revenue: 39%
- Increasing conversion rates: 35%
- Increasing email list size: 29%
- Improving deliverability/inbox placement: 29%
- Improving lead nurturing: 23%
Trends in Effectiveness

Nearly seven in ten marketers (69%) are seeing increasingly better results from their email strategy. Of those surveyed, 16% would describe this increase in effectiveness as significant. Still, just under one third (31%) of marketing professionals report experiencing a decrease in the effectiveness of their email marketing to some extent.

To what extent is EFFECTIVENESS CHANGING for email marketing?

- 53% Effectiveness is increasing significantly
- 24% Effectiveness is decreasing marginally
- 16% Effectiveness is increasing marginally
- 7% Effectiveness is decreasing significantly
Priorities Versus Barriers

Though delivering email content that drives action and generates revenue can present challenges, it is likely that marketers will continue to prioritize increasing sales revenue and increasing leads generated in their strategies. Interestingly, email deliverability is not as much of a concern as it is a challenge for marketers and therefore will not likely be a main focus for a strategy to achieve.

Key priorities versus challenging barriers for an email marketing strategy.

- **Increasing sales revenue**: 59% (Key Priorities) vs. 39% (Challenging Barriers)
- **Increasing leads generated**: 49% vs. 43%
- **Improving email engagement**: 39% vs. 45%
- **Increasing conversion rates**: 36% vs. 35%
- **Improving lead nurturing**: 29% vs. 23%
- **Increasing email list size**: 21% vs. 29%
- **Improving deliverability/inbox placement**: 16% vs. 29%
Tactics for Improvement

Marketing professionals are increasingly aware that delivering relevant and engaging content is essential to email marketing success. By a wide margin, marketers report that enhancing the user experience through **better content** and **more personalization** is the best approach for improving the effectiveness of email programs.

What are the BEST TACTICS for improving the effectiveness of email programs?

- **Better content**: 66%
- **More personalization**: 65%
- **Better email design**: 37%
- **More list segmentation**: 27%
- **More automated/event triggered emails**: 24%
- **More video and animation**: 22%
- **More testing**: 12%
Trends in Investment

The vast majority of marketers recognize that improving an email marketing strategy can produce significant results. In the year ahead, 73% of marketing professionals plan to continue to invest in their email program to some extent. Another 12% see a potential benefit and report that they plan to start investing.

Which best describes the EMAIL MARKETING INVESTMENT planned for the year ahead?
Metrics for Measurement

Metrics that measure email engagement give a clear picture of the health of an email marketing program. That is why click-through rate (CTR) and open rate are reportedly most effective metrics for gauging strategy success according to 55% and 48% of marketing professionals, respectively.

What are the most effective METRICS USED to measure the health of your email marketing program?

- **Click-through rate (CTR)**: 55%
- **Open rate**: 48%
- **Post-email conversions**: 43%
- **List growth/list decline**: 31%
- **Forwarding/social sharing**: 26%
- **Number of unsubscribes**: 25%
- **Bounces/spam complaints**: 20%
Resource Allocation

Developing and implementing a successful email marketing strategy requires utilizing a combination of outsourced and in-house resources according to nearly half (49%) of marketers surveyed. Over one third (37%) report that they rely exclusively on in-house professionals to execute their email marketing tactics.

Which best describes the most effective RESOURCES USED to implement email marketing tactics?
RESEARCH-BASED MARKETING FOR MARKETING TECHNOLOGY COMPANIES

Receive a Research-Based Content Blueprint that provides proven strategies on how to demonstrate thought-leadership, engage prospects, acquire new customers, and generate media coverage.

Research studies by BuzzSumo, MarketingProfs, and eMarketer finds that original research is the #1 type of content to engage prospects and convert leads to sales. Find out how you can add research to your marketing mix.

RESERVE A PARTNER PROGRAM
MARKETING POWERHOUSES USE ASCEND2 RESEARCH

PUT THIS CONTENT TO GOOD USE!

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

You may adapt, copy, distribute and transmit this work. However, you must attribute the work as produced by Ascend2 and its Research Partners, but not in any way that suggests that they endorse you or your use of the work.

When you share this content, please provide a link back to ascend2.com.