EMAIL MARKETING EFFECTIVENESS

STRATEGIES, TACTICS & TRENDS

Research Series Conducted in Partnership with Leading Providers
of Marketing Technology and Digital Marketing Agency Services.

Ascend2
RESEARCH-BASED MARKETING

Table of Contents

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 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%

Ascend2
RESEARCH-BASED MARKETING

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.
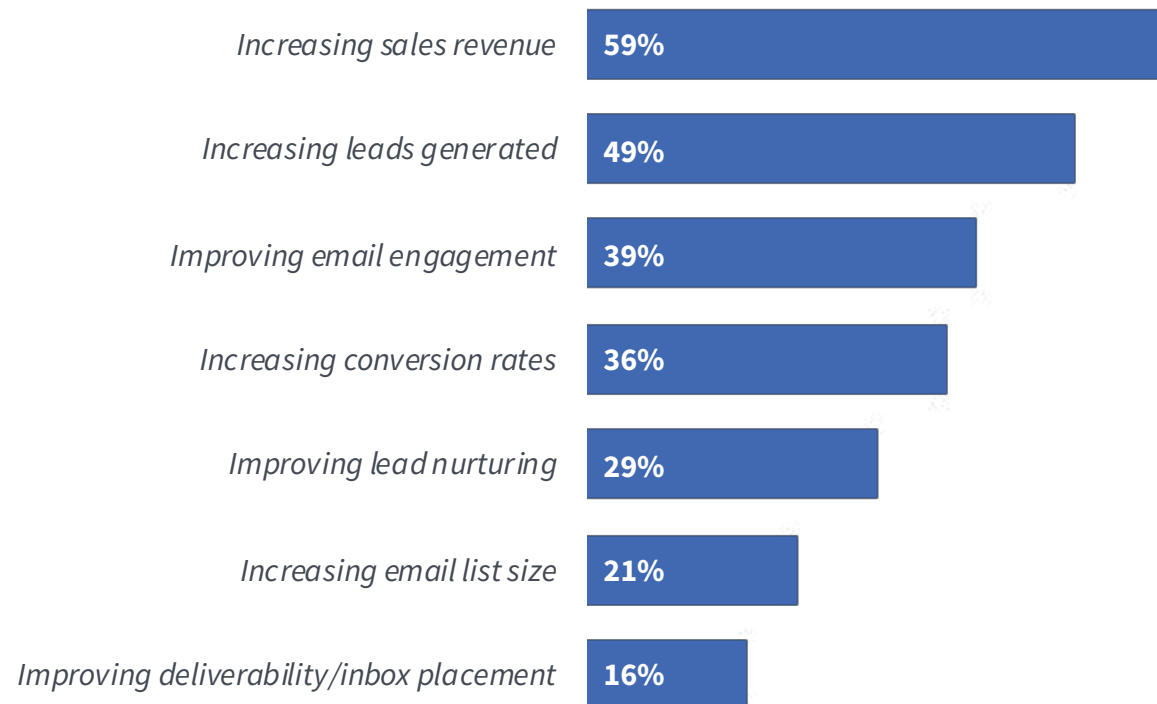
This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

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?

Unsuccessful
12%

Very successful
(best-in-class)
31%

Somewhat
successful
57%
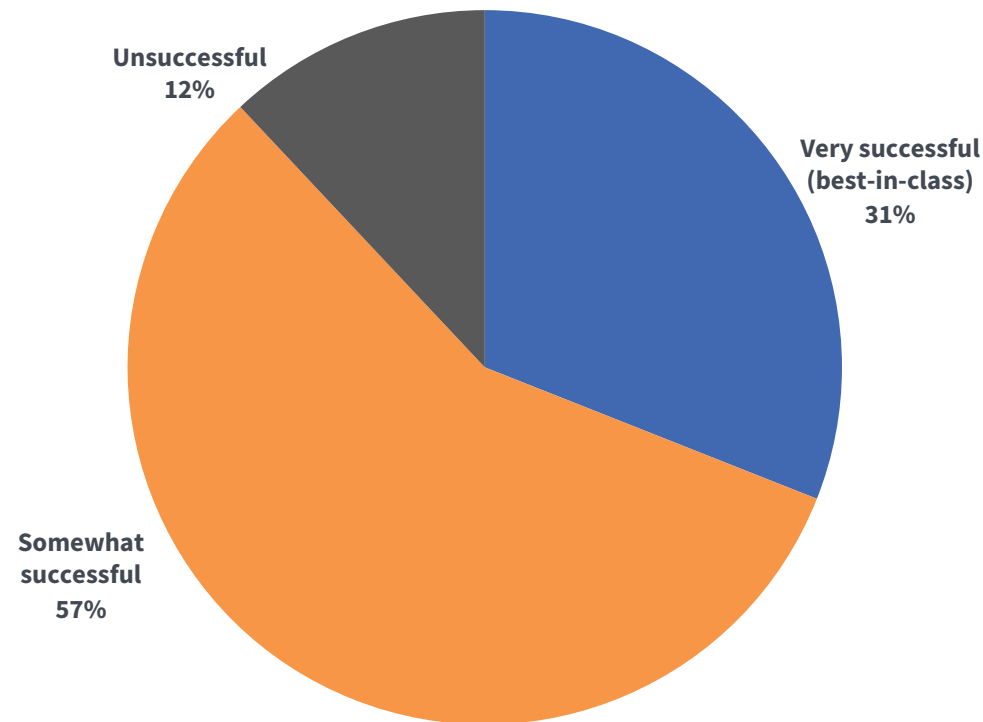
Challenging Barriers

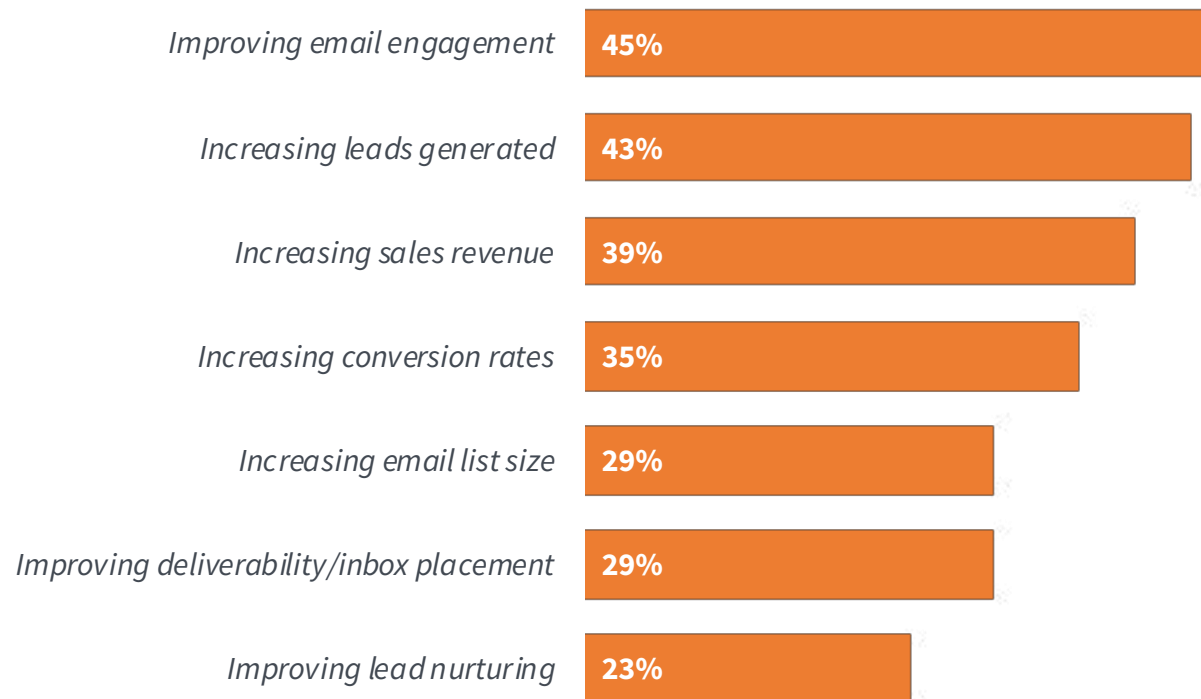**Improving email engagement** is a major barrier to the success of an email marketing strategy according to 45% marketing professionals surveyed. Getting prospects through the sales cycle also presents challenges to marketers who reported that **increasing leads generated** (43%) and **increasing sales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

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

Barrier	Percentage
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%

Ascend2
RESEARCH-BASED MARKETING

Email Marketing Effectiveness Survey.
Conducted by Ascend2 and Research Partners.
Published January, 2020.

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?

16%	53%	24%	7%
Effectiveness is increasing significantly	*Effectiveness is increasing marginally*	*Effectiveness is decreasing marginally*	*Effectiveness is decreasing significantly*

Email Marketing Effectiveness Survey.
Conducted by Ascend2 and Research Partners.
Published January, 2020.
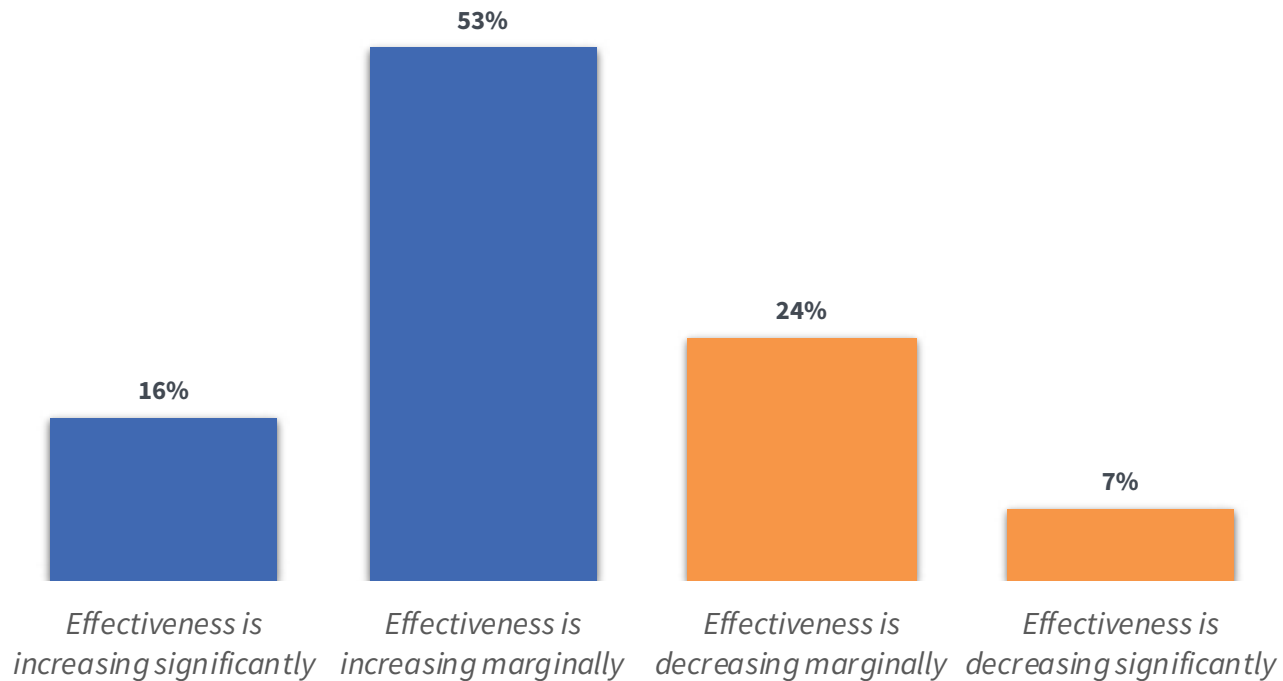
Priorities Versus Barriers

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.
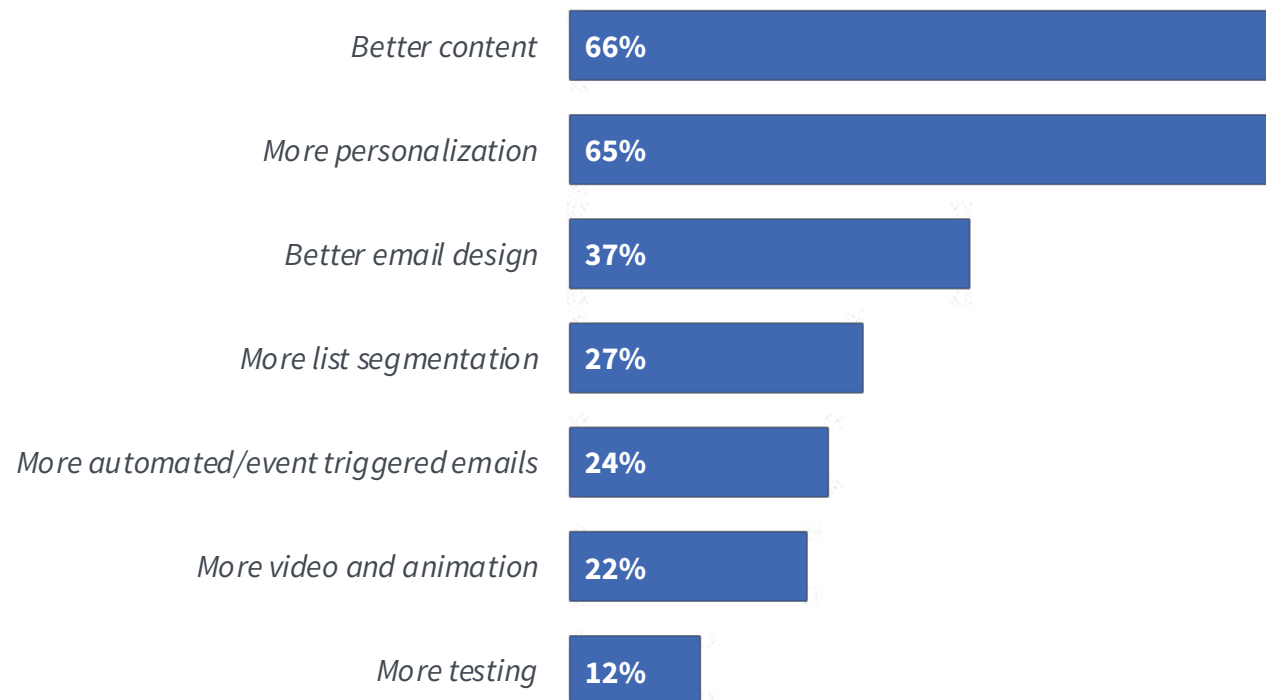
Key priorities versus challenging barriers for an email marketing stategy.

■ Key Priorities   ■ Challenging Barriers

	Key Priorities	Challenging Barriers
Increasing sales revenue	59%	39%
Increasing leads generated	49%	43%
Improving email engagement	39%	45%
Increasing conversion rates	36%	35%
Improving lead nurturing	29%	23%
Increasing email list size	21%	29%
Improving deliverability/inbox placement	16%	29%

Ascend2
RESEARCH-BASED MARKETING

Email Marketing Effectiveness Survey.
Conducted by Ascend2 and Research Partners.
Published January, 2020.

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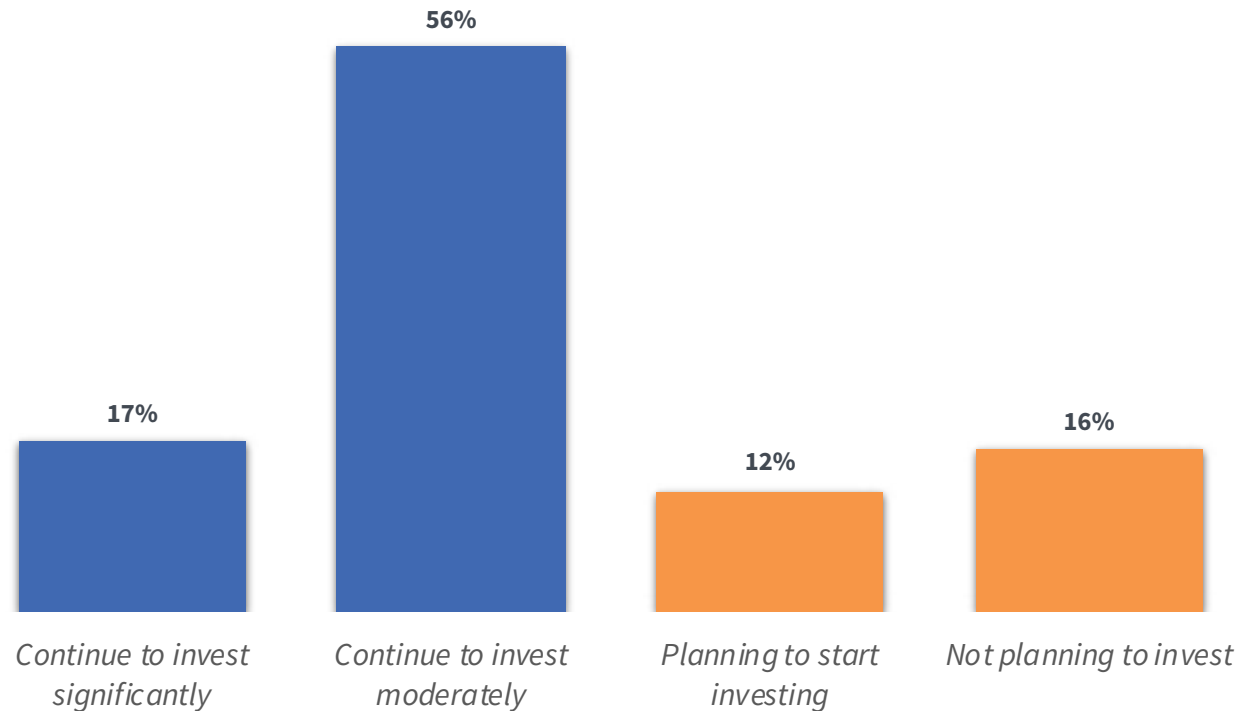
What are the BEST TACTICS for improving the effectiveness of email programs?

Tactic	Percentage
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%

Ascend2
RESEARCH-BASED MARKETING

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**.
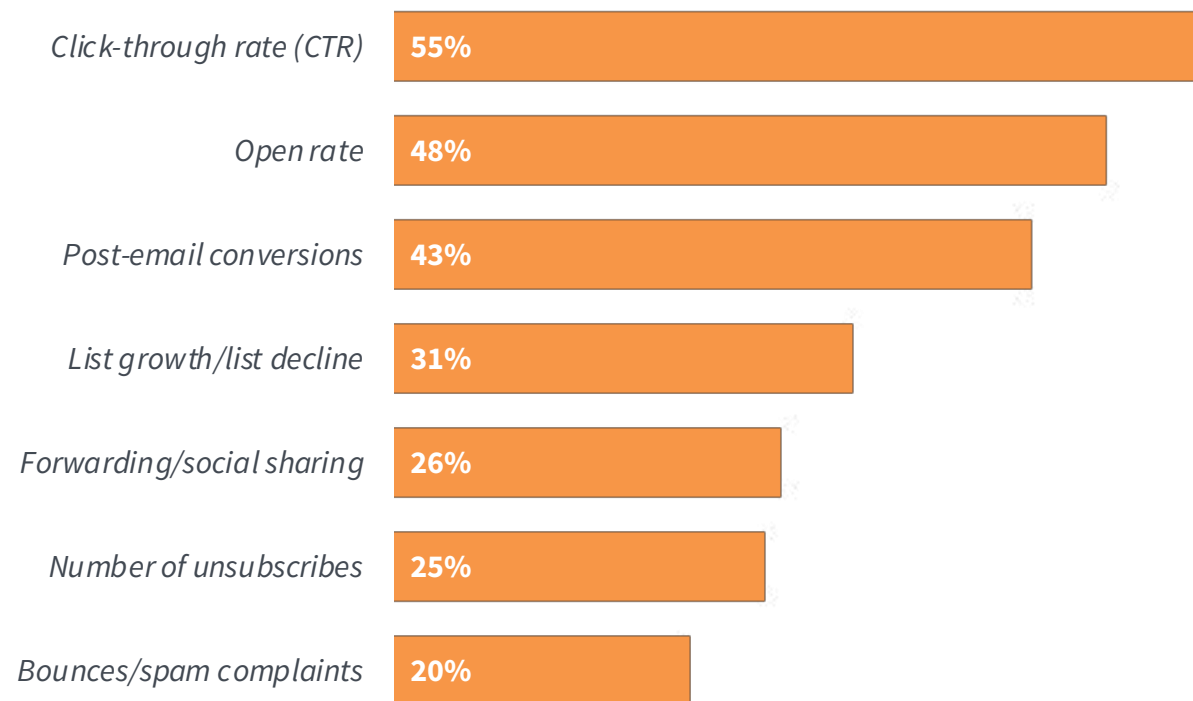
Which best describes the EMAIL MARKETING INVESTMENT planned for the year ahead?

- 17% Continue to invest significantly
- 56% Continue to invest moderately
- 12% Planning to start investing
- 16% Not planning to invest

Ascend2
RESEARCH-BASED MARKETING

Email Marketing Effectiveness Survey.
Conducted by Ascend2 and Research Partners.
Published January, 2020.

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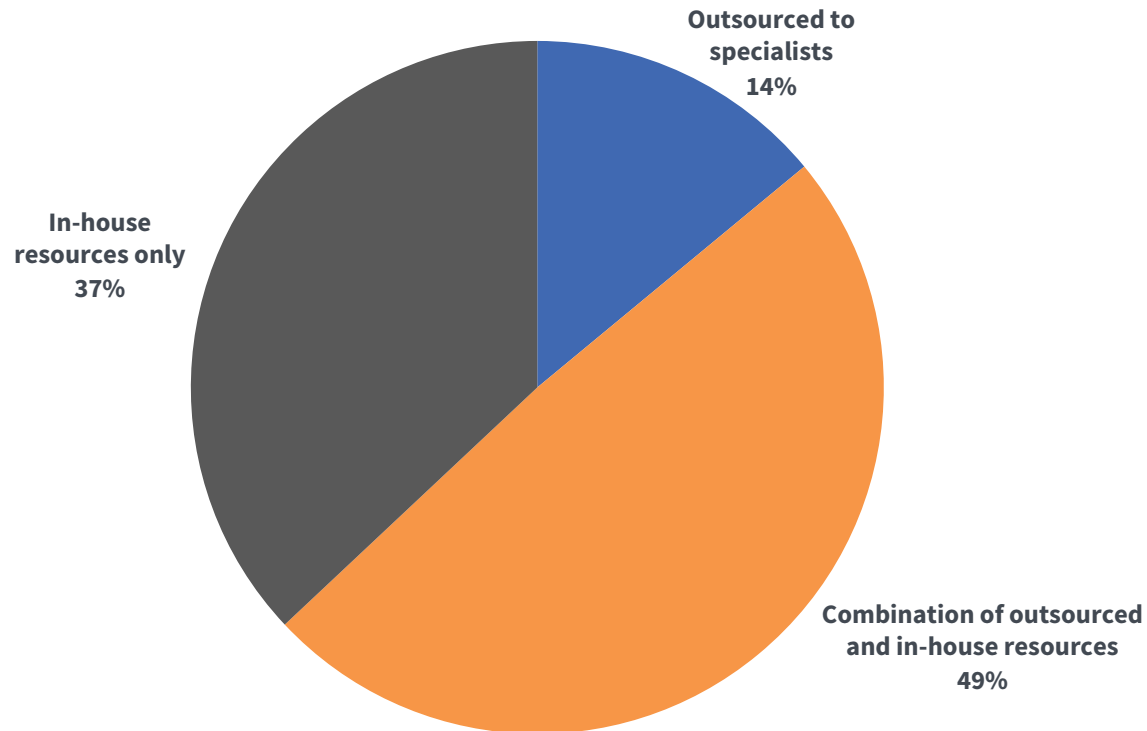
What are the most effective METRICS USED to measure the health of your email marketing program?

Metric	Percentage
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%

Ascend2
RESEARCH-BASED MARKETING

Email Marketing Effectiveness Survey.
Conducted by Ascend2 and Research Partners.
Published January, 2020.

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?

Outsourced to specialists
14%

Combination of outsourced and in-house resources
49%

In-house resources only
37%

Email Marketing Effectiveness Survey.
Conducted by Ascend2 and Research Partners.
Published January, 2020.

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.
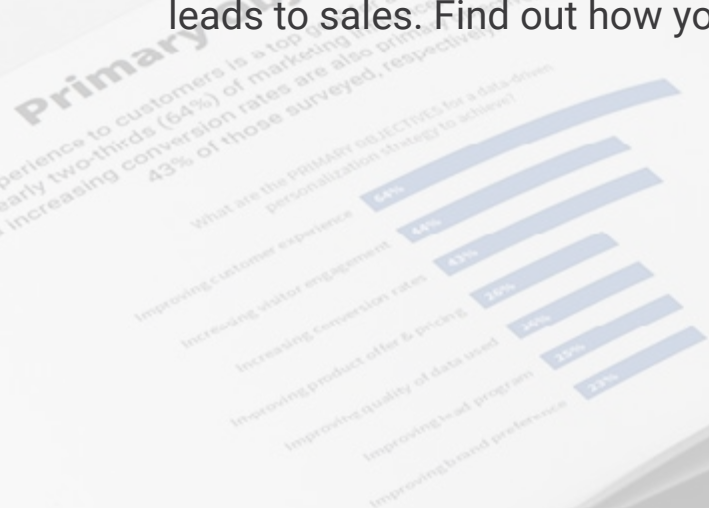
PUT THIS CONTENT TO GOOD USE!

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.

Ascend2
RESEARCH·BASED MARKETING