

# EMAIL MARKETING OPTIMIZATION

A RESEARCH-BASED GUIDE FOR MARKETERS



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

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

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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 professionals and marketing research subscribers.

## **SURVEY RESPONDENTS**

### **Primary Marketing Channel**

B2B	31%
B2C	40%
B2B and B2C equally	29%

### **Number of Employees**

More than 500	34%
50 to 500	26%
Fewer than 50	40%

### **Primary role in company**

Owner / Partner / C-Level	38%
Vice President / Director / Manager	48%
Non-Management Professional	14%

# EMAIL MARKETING OPTIMIZATION

Email marketing has been evolving for decades and still remains one of the most actionable touchpoints along the customer journey today.

**But how are marketers optimizing their email strategy to keep audiences engaged despite flooded inboxes?**

To help answer this question, Ascend2 and our Research Partners fielded the Email Marketing Optimization Survey. We thank the 298 marketers who responded to this survey during the week of December 13, 2020.

This Survey Summary Report, titled *Email Marketing Optimization*, 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.*

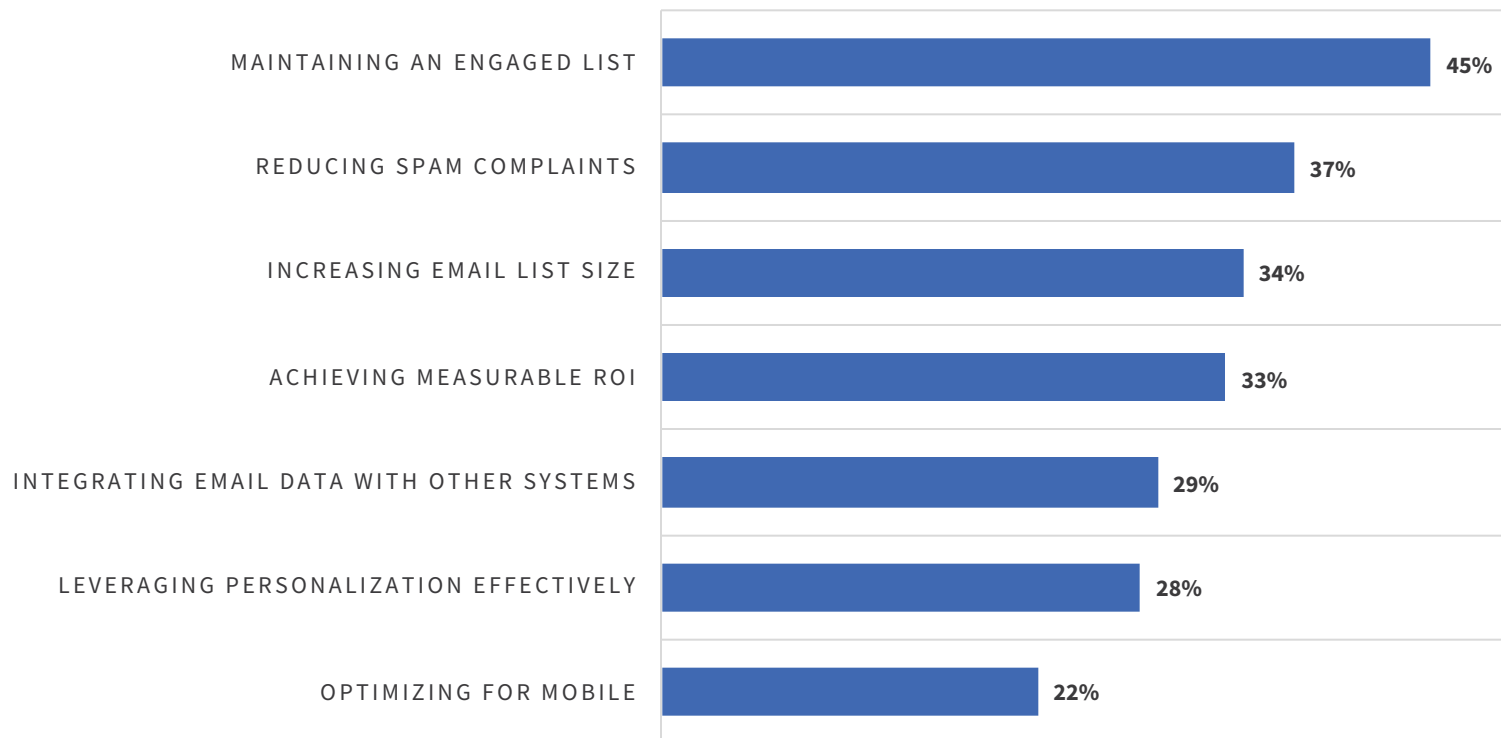
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➔

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# ACHIEVING OBJECTIVES

The importance of keeping email subscribers engaged with relevant and valuable content cannot be understated, but it proves to be a major challenge for 45% of marketing professionals surveyed. Reducing SPAM complaints, leading to better deliverability rates, and capturing new subscribers for an email list are also difficult objectives according to 37% and 34% of marketers, respectively.

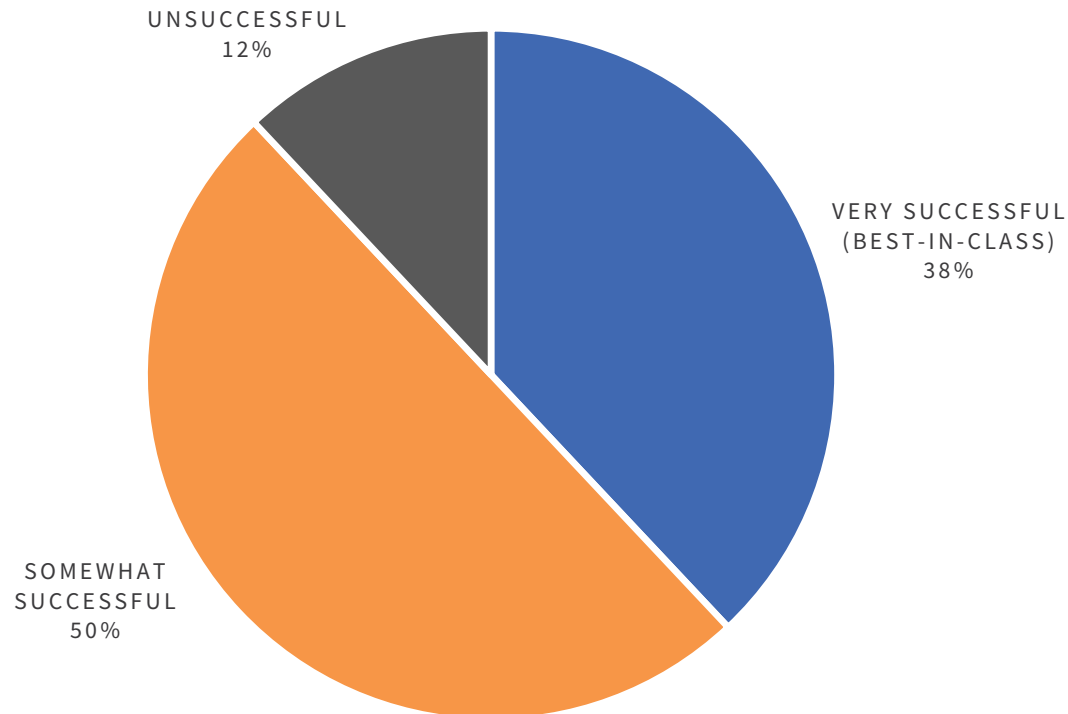
## WHAT ARE THE MOST DIFFICULT OBJECTIVES TO ACHIEVE WHEN OPTIMIZING AN EMAIL MARKETING STRATEGY?



# EMAIL STRATEGY SUCCESS

When executed strategically, email can have a massive impact on overall marketing performance. Over one-third (38%) of marketers describe their email marketing strategy as very successful. 50% of those surveyed report seeing some success when it comes to email marketing achieving important strategic objectives, but would not label this success as best-in-class.

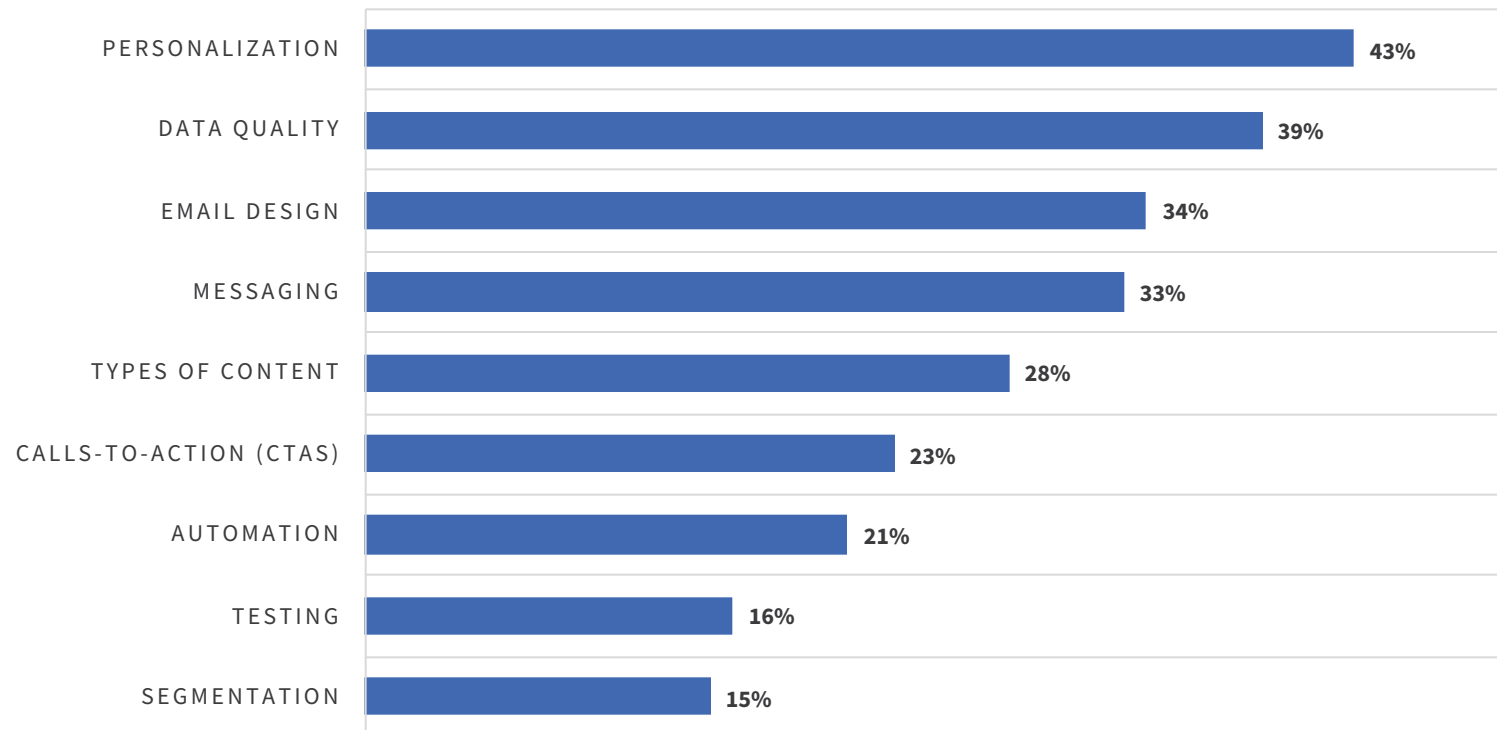
## HOW SUCCESSFUL IS YOUR (OR YOUR TYPICAL CLIENT'S) EMAIL MARKETING STRATEGY AT ACHIEVING THE GOALS SET FOR IT?



# FOCUS FOR IMPROVEMENT

Quality data allows marketers to deliver more personalized, targeted content to email subscribers. Marketers report that in order to optimize email most effectively, personalization (43%) and data quality (39%) should be priorities for improvement. Developing better email design and messaging are also most important characteristics to improve for effective optimization according to about one-third of marketers.

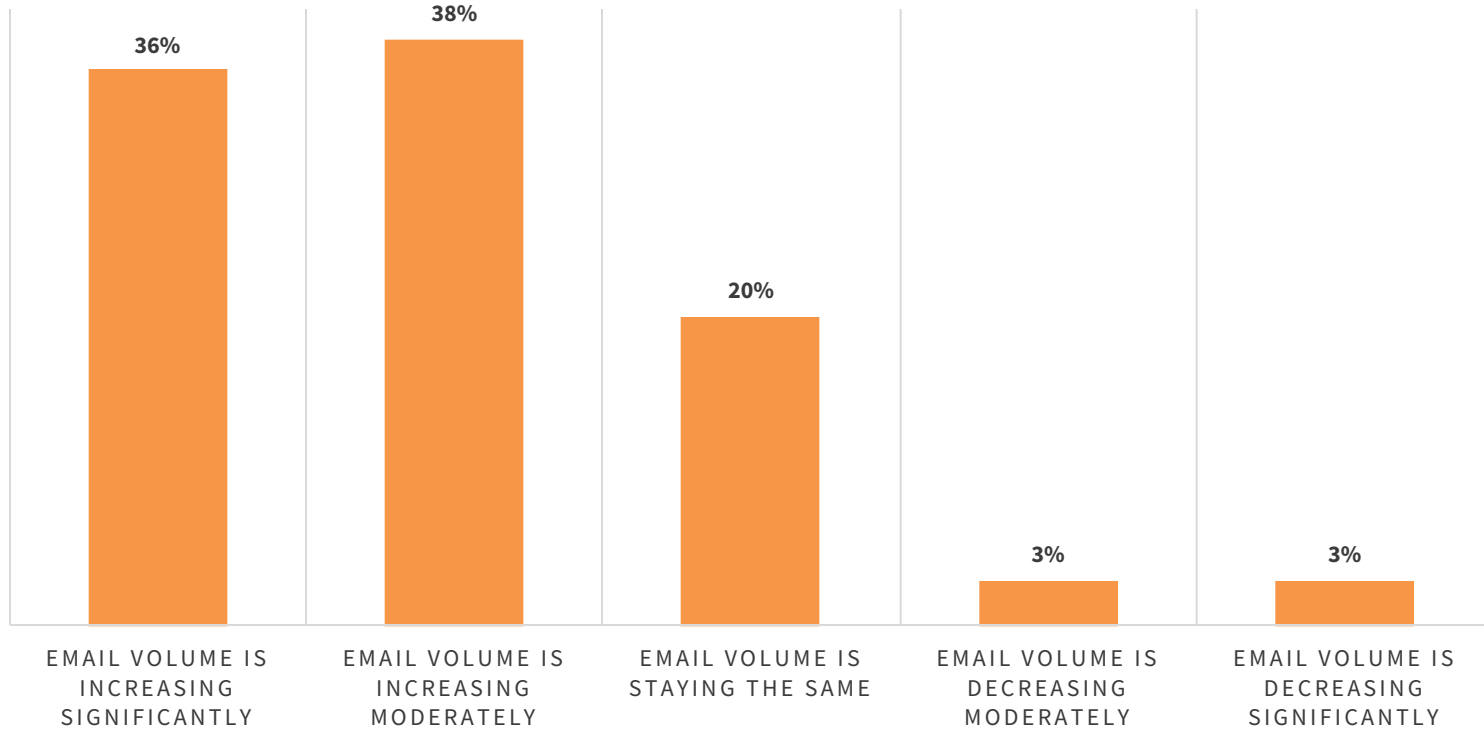
## WHAT ARE THE MOST IMPORTANT CHARACTERISTICS TO IMPROVE FOR EFFECTIVE OPTIMIZATION?



# EMAIL VOLUME TRENDS

Nearly three-quarters (74%) of marketers expect to send more emails in the year ahead than they did in the past 12 months. About half of that group describes this increase as significant. One-in-five of those marketers surveyed have no plans to change the volume of email campaigns sent in the coming months while only 6% report an expected decrease in email volume.

**HOW WILL THE VOLUME OF SENT EMAIL CAMPAIGNS BE CHANGING IN THE YEAR AHEAD?**

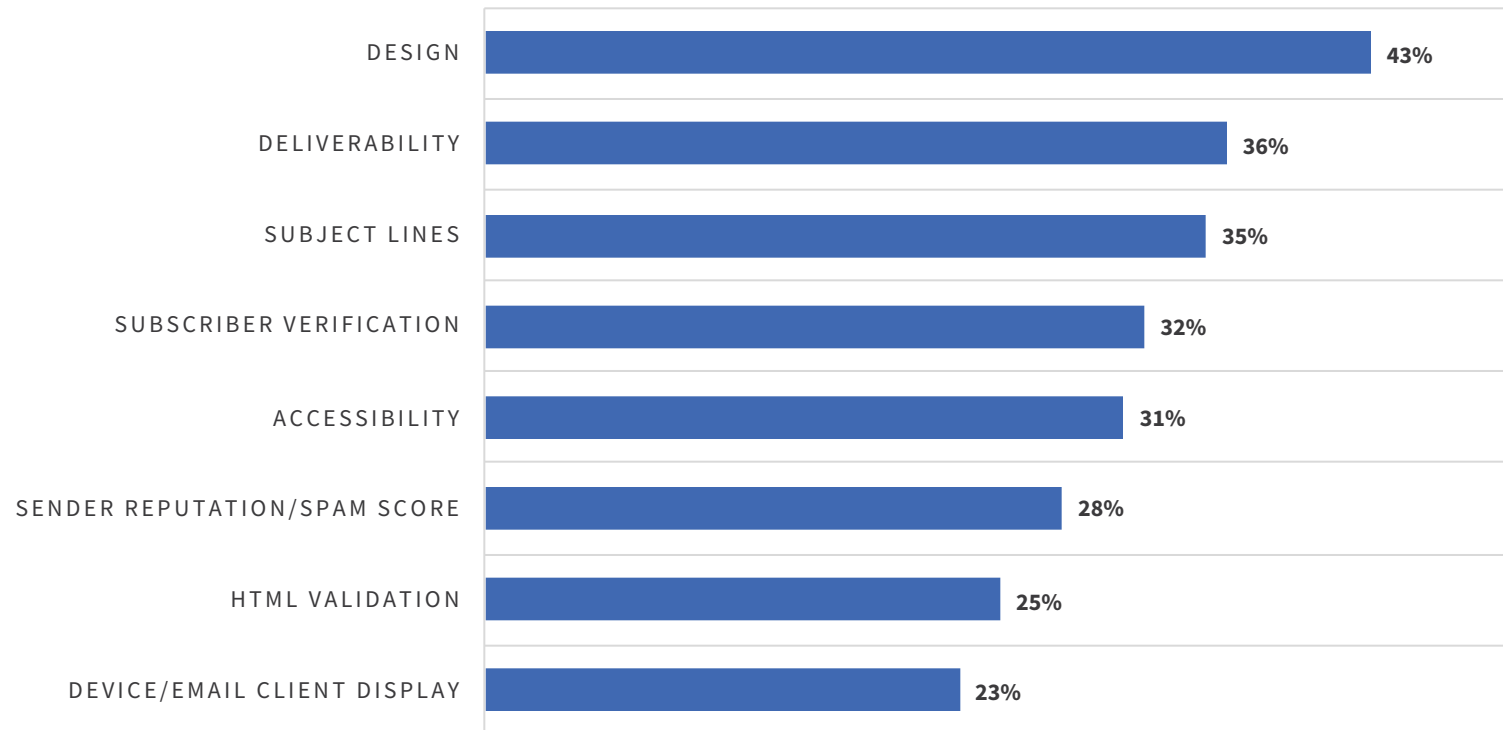




# PRE-LAUNCH TESTING

Pre-deployment email testing is critical to delivering high-quality, engaging campaigns. 43% of marketers report that email design is the most important attribute to test prior to hitting the send button. Deliverability and subject line testing also rank high on the list of importance according to 36% and 35% of marketing professionals, respectively.

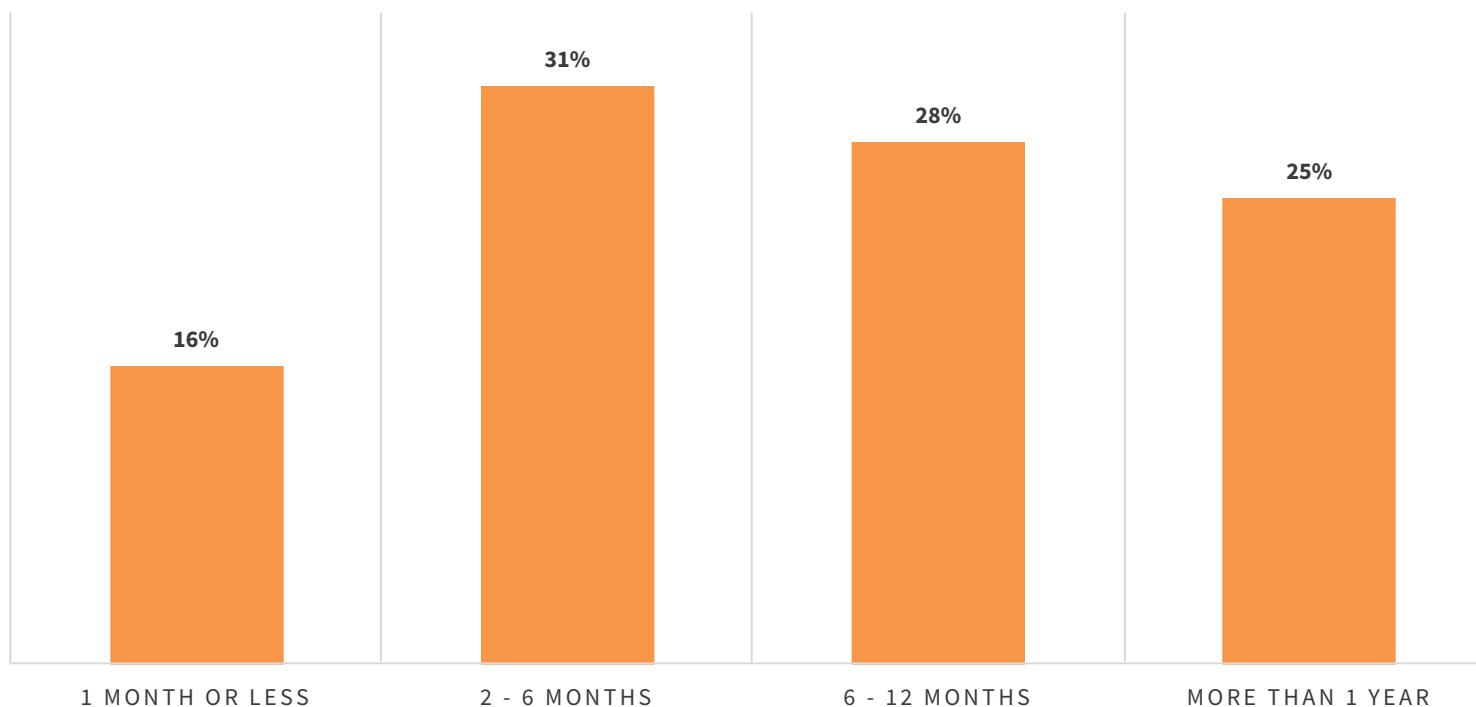
## PRIOR TO LAUNCHING EMAIL CAMPAIGNS, WHAT ARE THE MOST IMPORTANT ATTRIBUTES TO TEST?



# SUBSCRIBER INACTIVITY

Depending on industry and marketing channel, average subscriber engagement can vary. But what is the appropriate amount of time to let a subscriber remain inactive before removing them from an email marketing list? An 84% majority of marketers find it to be best practice to wait longer than one month before removal, and one-quarter (25%) report waiting more than one year.

## HOW LONG SHOULD A SUBSCRIBER BE INACTIVE BEFORE REMOVING THEM FROM AN EMAIL MARKETING LIST?

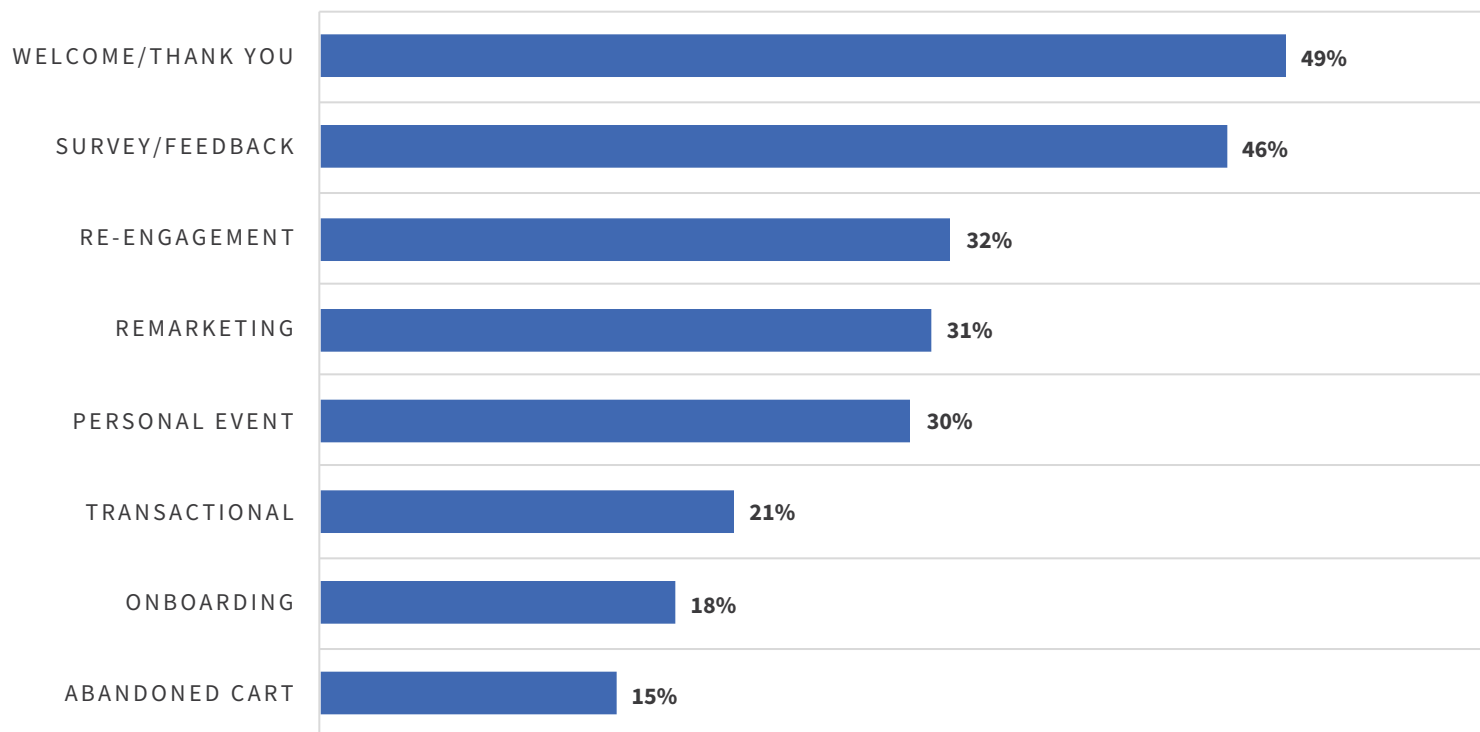


# MOST EFFECTIVE AUTOMATIONS

From which automation series are marketers seeing the most engagement from their email subscribers?

Welcome or thank you email series are reportedly the most engaging for nearly half (49%) of those surveyed. Automated series involving a survey or feedback from their audience can also be effective for engagement according to 46% of marketers.

## WHAT IS THE MOST EFFECTIVE AUTOMATED SERIES TO USE FOR EMAIL ENGAGEMENT?





## 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.



**GET STARTED WITH A FREE STRATEGY SESSION**

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