

# THE STATE OF EMAIL MARKETING

A RESEARCH-BASED GUIDE FOR MARKETERS



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

**Ascend2**<sup>TM</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 (Business-to-Business)	23%
B2C (Business-to-Consumer)	55%
B2B and B2C Equally	22%

### Number of Employees

More than 500	17%
50 to 500	17%
Fewer than 50	66%

### Primary role in company

Owner / Partner / C-Level	54%
Vice President / Director / Manager	28%
Non-Management Professional	18%

# DATA-DRIVEN MARKETING

Email marketing has long withstood the test of time and fleeting trends as a heavy hitter for reaching and engaging with customers.

## **But what do marketers need to know about email marketing in the year ahead?**

To help answer this question, Ascend2 and our Research Partners fielded the The State of Email Marketing survey. We thank the 528 marketers who responded to this survey between October 17, 2021 and October 22, 2021.

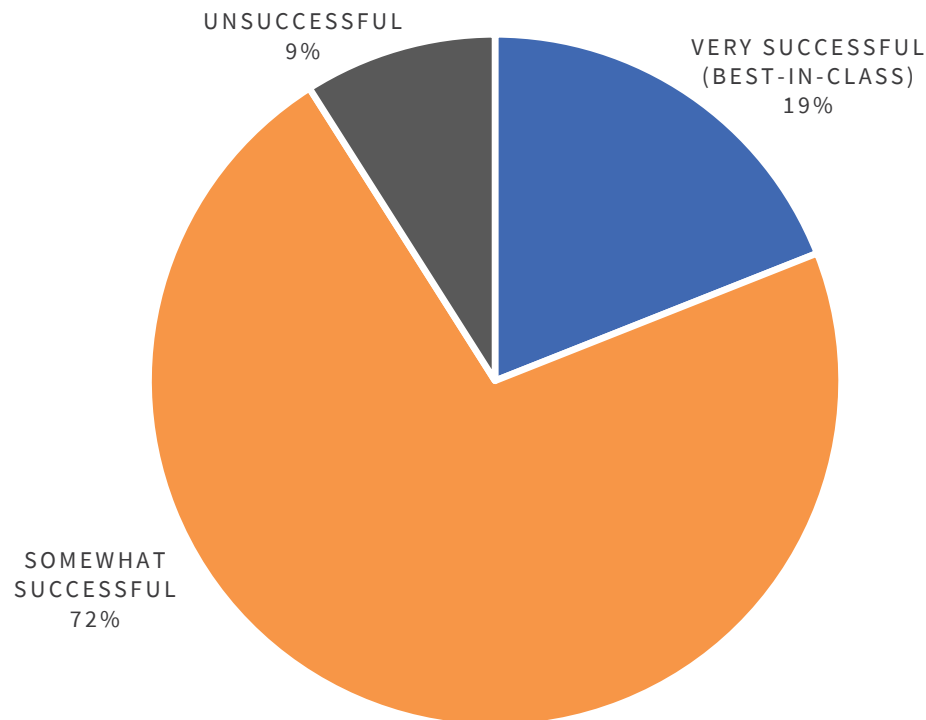
This Survey Summary Report, titled *The State of Email Marketing*, represents the opinions of all the market segments responding to the survey. Specific market segments from the survey are reported on separately and exclusively by our participating Research Partners.

*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.

# STRATEGIC SUCCESS

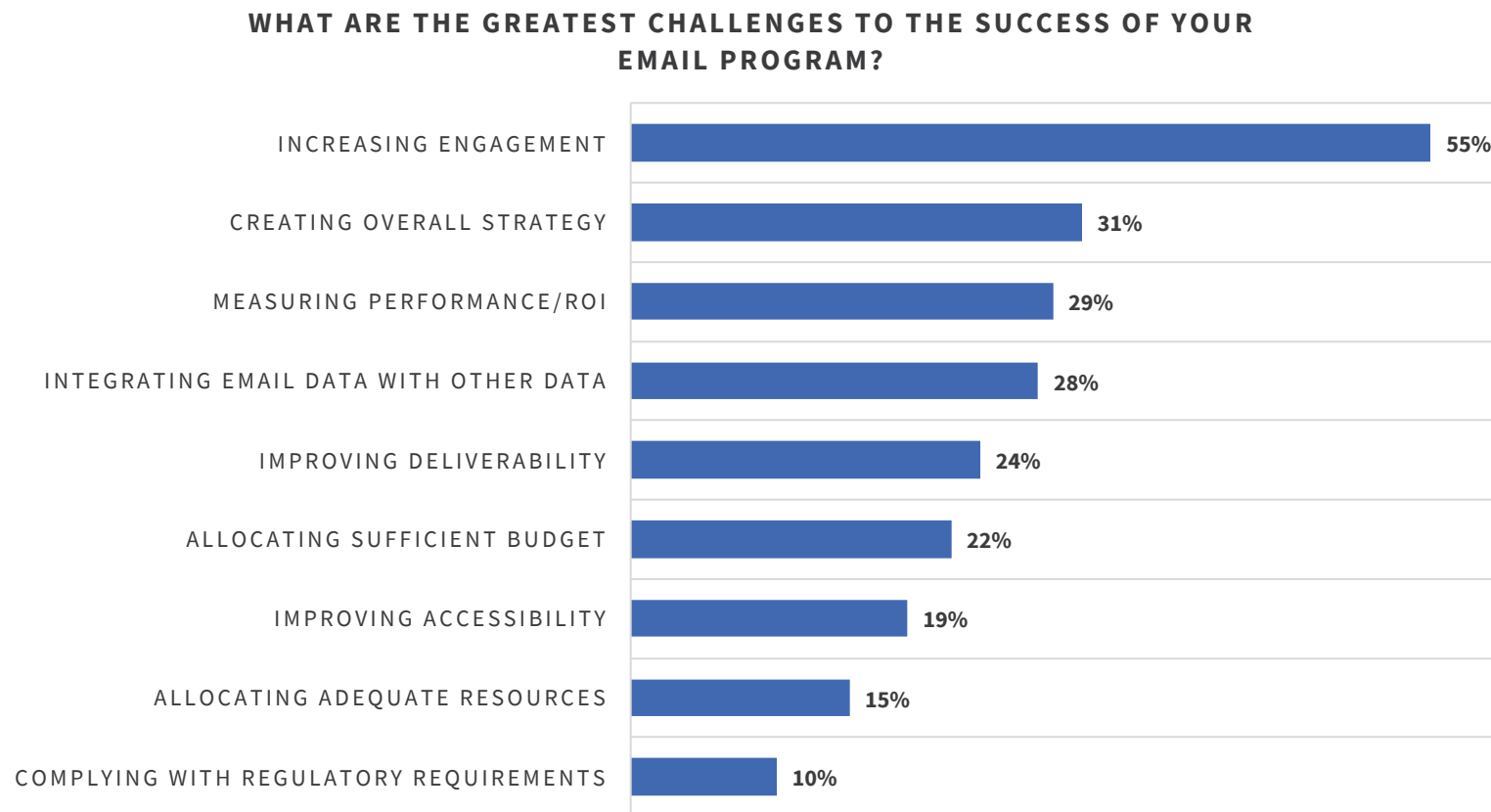
With access to a vast array of channels that can be used to reach their audiences outside of their inboxes, are marketers finding success with their email marketing strategy? Most marketers say yes, email is helping to achieve strategic goals to some extent. One-in-five marketers report their success as **best-in-class** compared to their competitors while only 9% describe their email strategies as **unsuccessful**.

WHICH BEST DESCRIBES THE SUCCESS OF YOUR (OR YOUR TYPICAL CLIENT'S) EMAIL MARKETING STRATEGY?



# GREATEST CHALLENGES

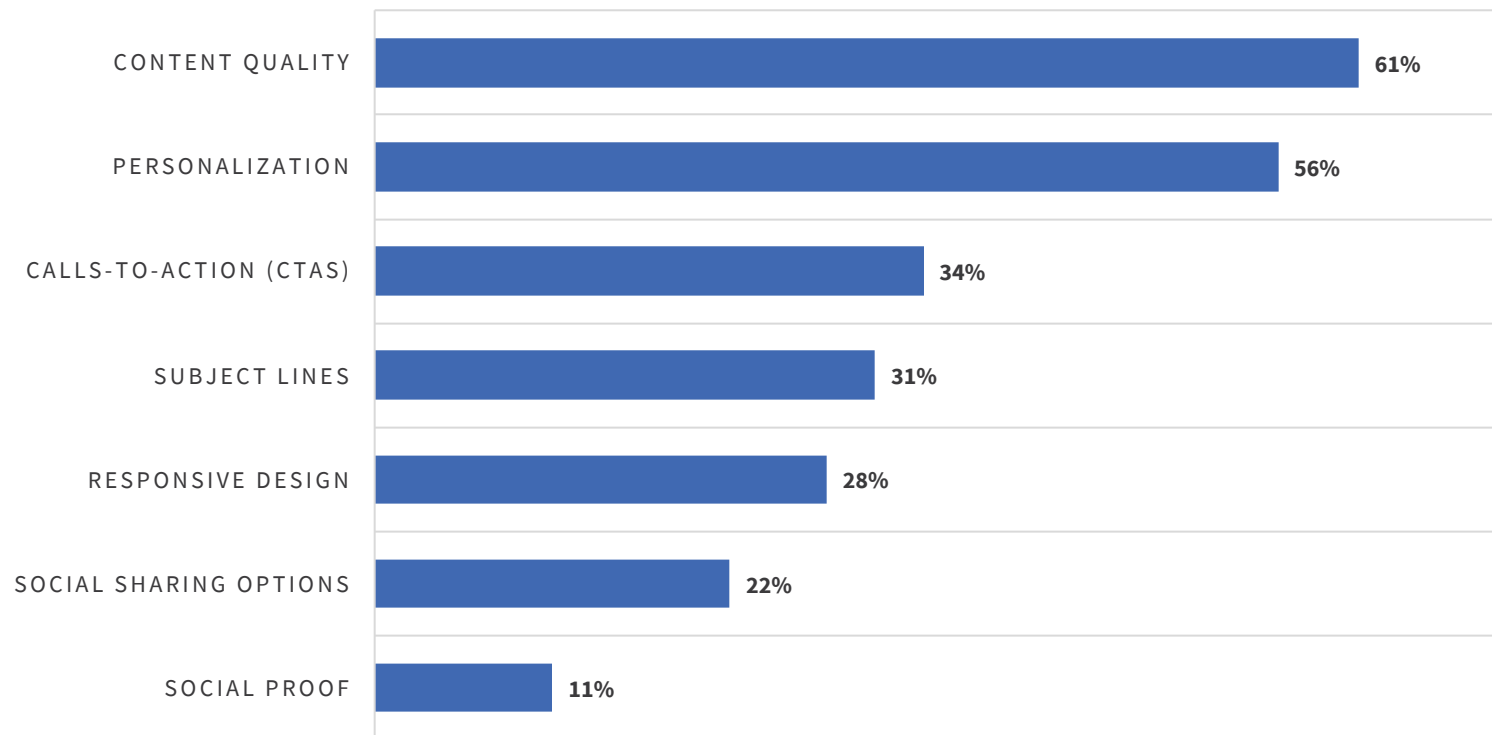
Engaging email subscribers is critical to the success of any email strategy, but over half (55%) of marketers report that **increasing engagement** is a top critical challenge to the success of an email strategy. **Creating an overall email strategy** (31%), **measuring performance and ROI** (29%) and **integrating email data with other data** (28%) are also listed as top barriers to success by those surveyed.



# CRITICAL ELEMENTS TO IMPROVE

Increasing engagement is the top challenge to the success of their email program. **Improving content quality** and **personalization** will lead to a more engaged email audience according to 61% and 56% of marketing professionals surveyed, respectively. About one-third of marketers report that **calls-to-action (CTAs)** and **subject lines** are also critical elements to improve to keep audiences engaged.

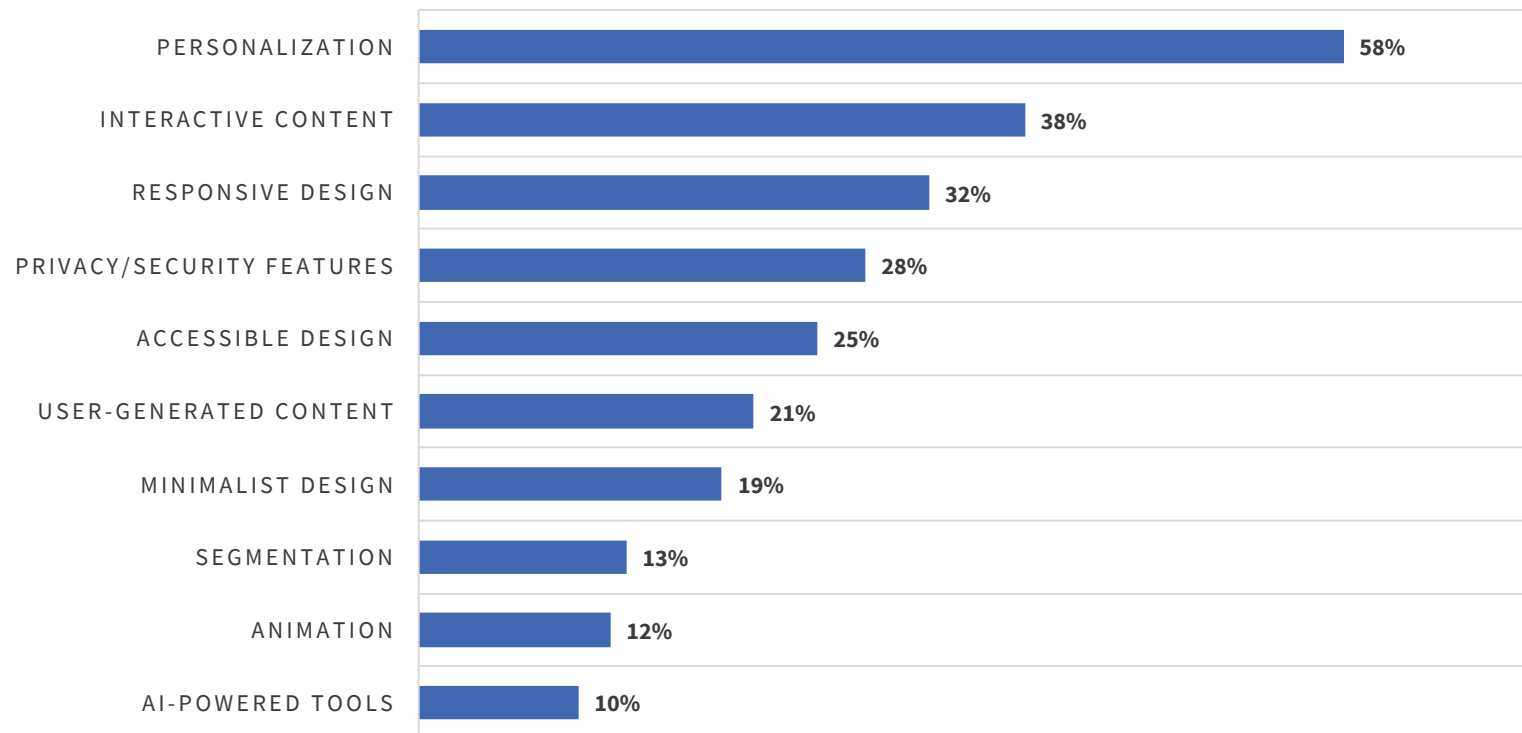
## WHAT ARE THE MOST CRITICAL ELEMENTS TO IMPROVE IN ORDER TO INCREASE EMAIL ENGAGEMENT?



# EMAIL MARKETING TRENDS

Email marketing tactics and technology have advanced exponentially since it's inception decades ago. Which email trends will marketers be including in their strategies in the year ahead? 58% of marketing professionals will be incorporating **personalization** tactics in their email strategy next year. **Interactive content** will also be used in 38% of email strategies in the coming year.

## WHICH OF THE FOLLOWING EMAIL MARKETING TRENDS WILL BE INCLUDED IN YOUR EMAIL PROGRAM IN THE YEAR AHEAD?

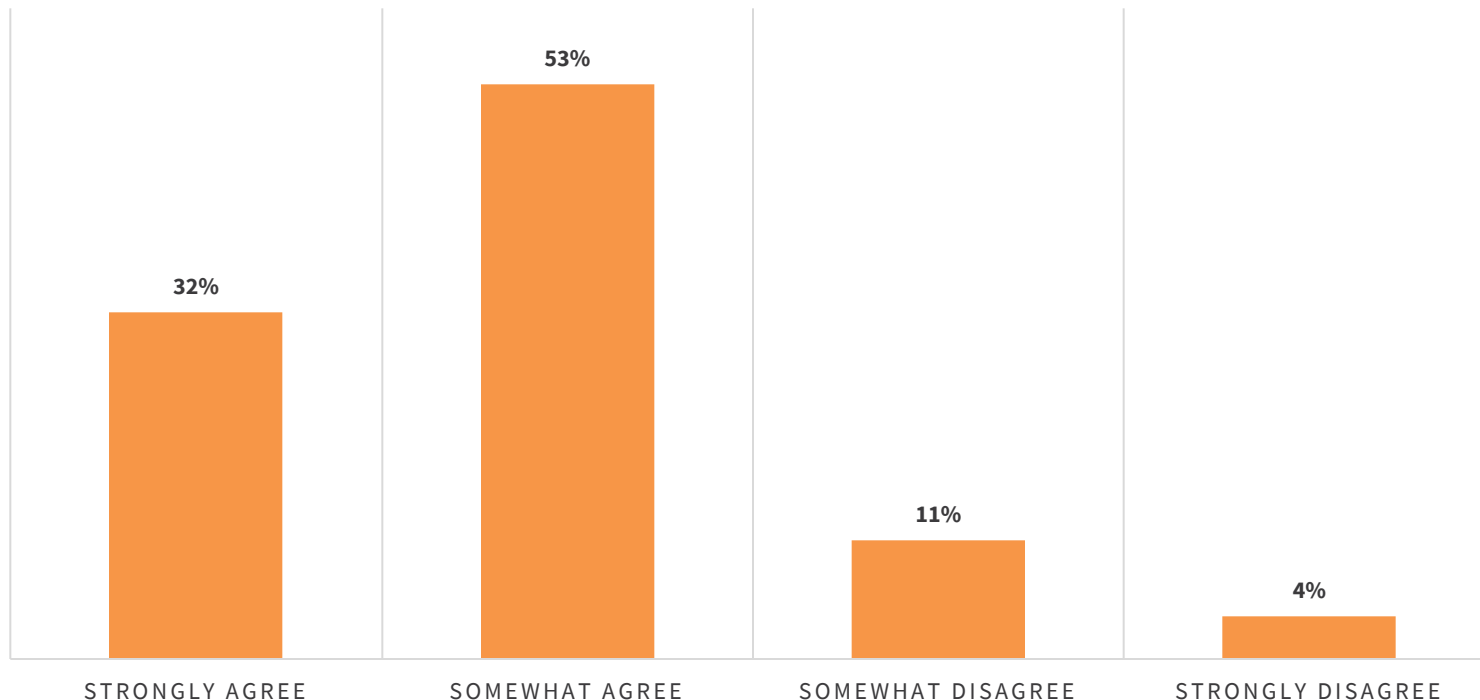




# IMPORTANCE OF EMAIL

Most marketers agree that email is still a crucial component of marketing strategies. Nearly one-third (32%) of those surveyed strongly agree that an effective email marketing program will be **critical to the success of their overall marketing strategy** next year, while another 53% somewhat agree, making up an impressive 85% majority of those surveyed.

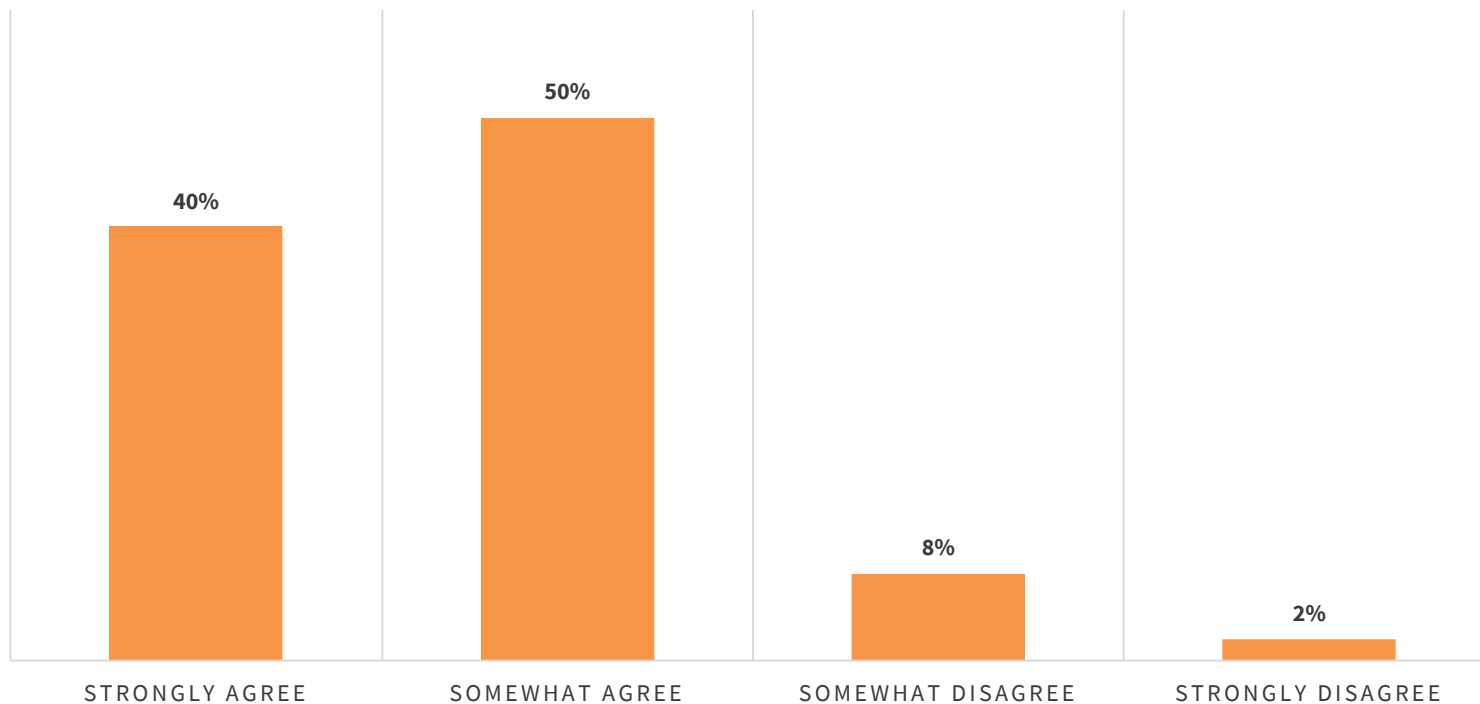
**EXECUTING AN EFFECTIVE EMAIL MARKETING PROGRAM WILL BE CRITICAL TO THE SUCCESS OF MY OVERALL MARKETING STRATEGY IN THE COMING YEAR.**



# INTEGRATING EMAIL DATA

Nine out of every 10 marketing professionals surveyed agree that integrating their email marketing data with data from other marketing channels **improves campaign performance**. This approach allows marketers to make strategic as well as campaign-level decisions based on a more complete picture of their target audience and customer.

## INTEGRATING EMAIL MARKETING DATA WITH DATA FROM OTHER CHANNELS (I.E. SOCIAL MEDIA, SMS, ETC.) IMPROVES CAMPAIGN PERFORMANCE.

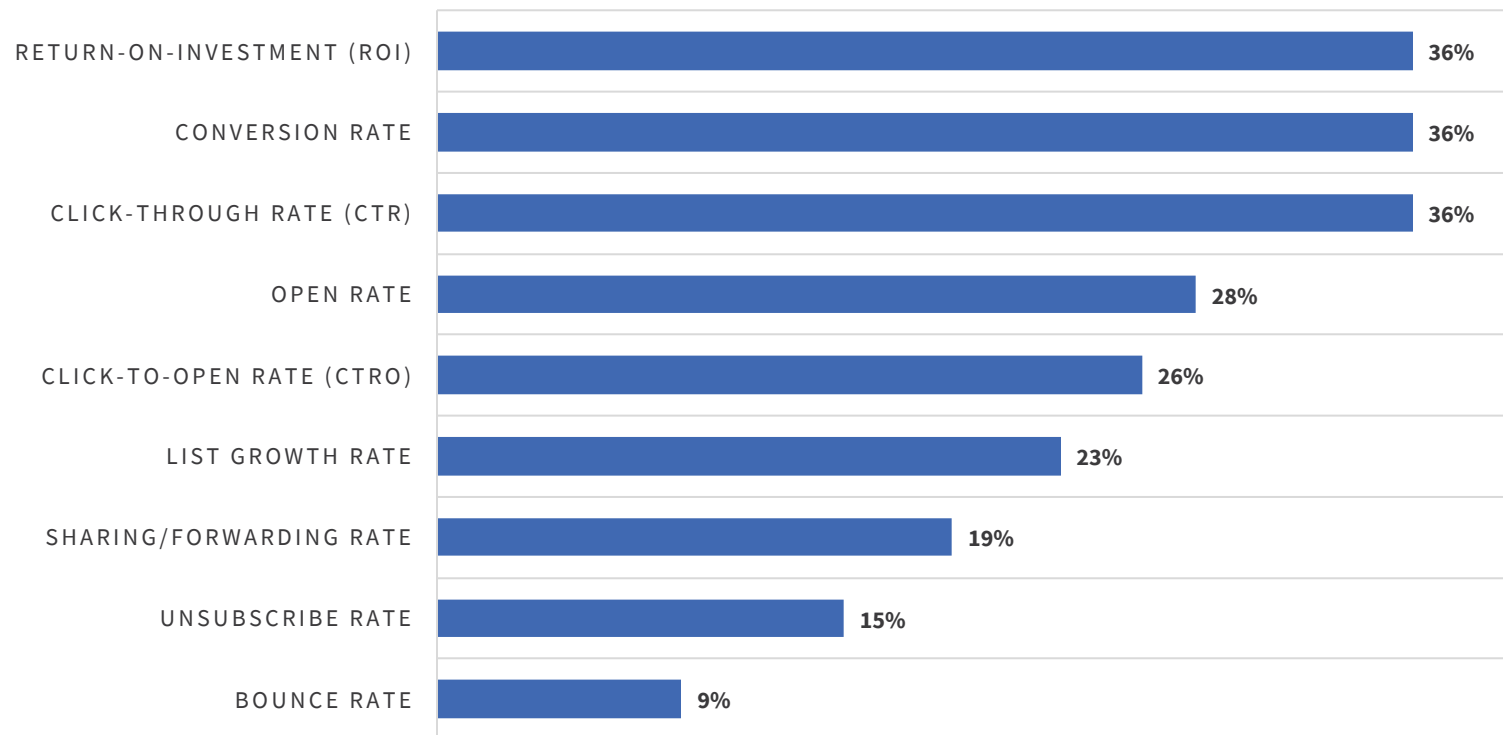


# MEASURING PERFORMANCE

With which key metrics will marketers be gauging the success of their email programs in the coming year?

Over one-third (36%) of marketers report that in the year ahead, the most effective KPIs for measuring email performance are **Return on Investment (ROI)**, **conversion rate**, and **click-through rate (CTR)**. **Open rate** and **click-to-open rate (CTRO)** are also considered most effective to over one-quarter of marketers.

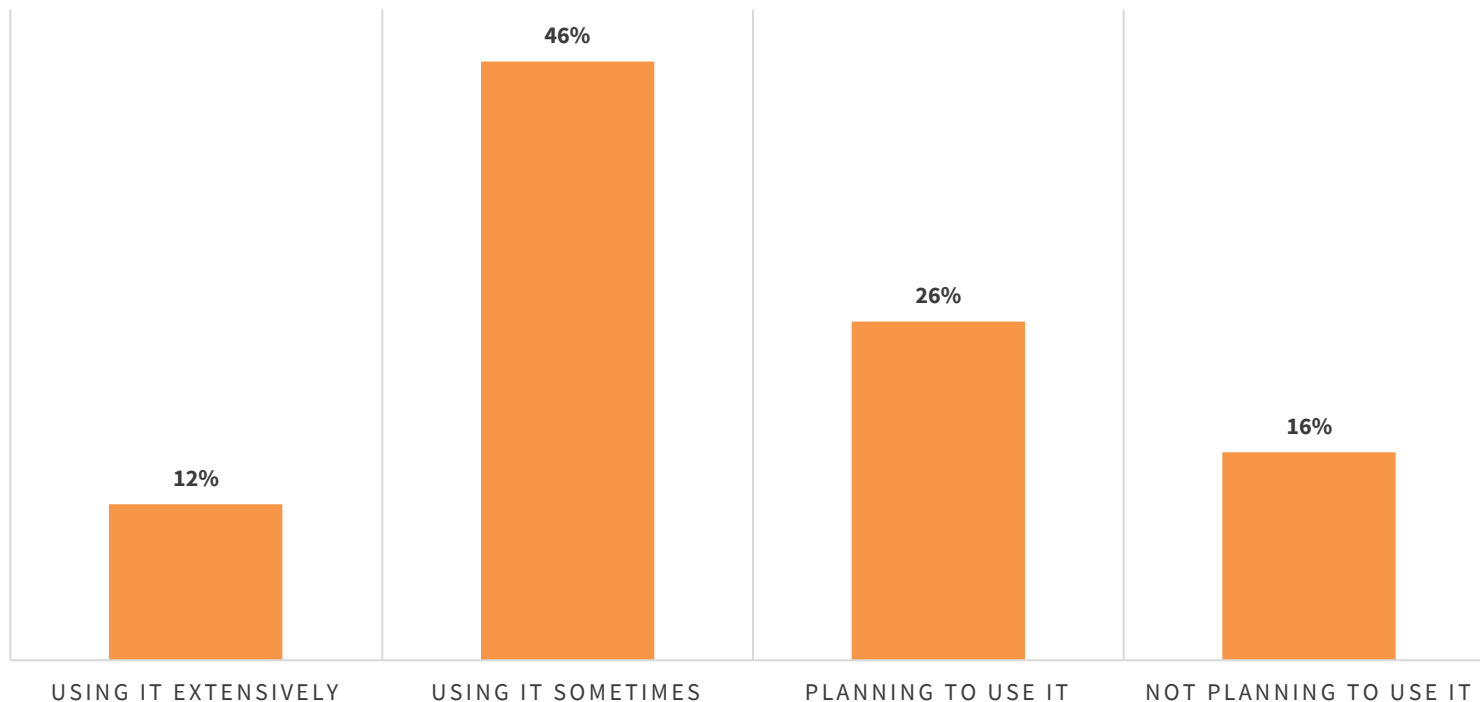
## WHICH KPIS WILL MOST EFFECTIVELY MEASURE THE PERFORMANCE OF YOUR EMAIL PROGRAM IN THE YEAR AHEAD?



# USE OF DYNAMIC CONTENT

Any content appearing in an email that changes based on the various types of data collected about a particular subscriber is considered dynamic content. Only 12% of marketers report **extensive use of dynamic content** in their emails. Nearly half (46%) of those surveyed are **using it sometimes** while another one-quarter (26%) are **planning to use it**.

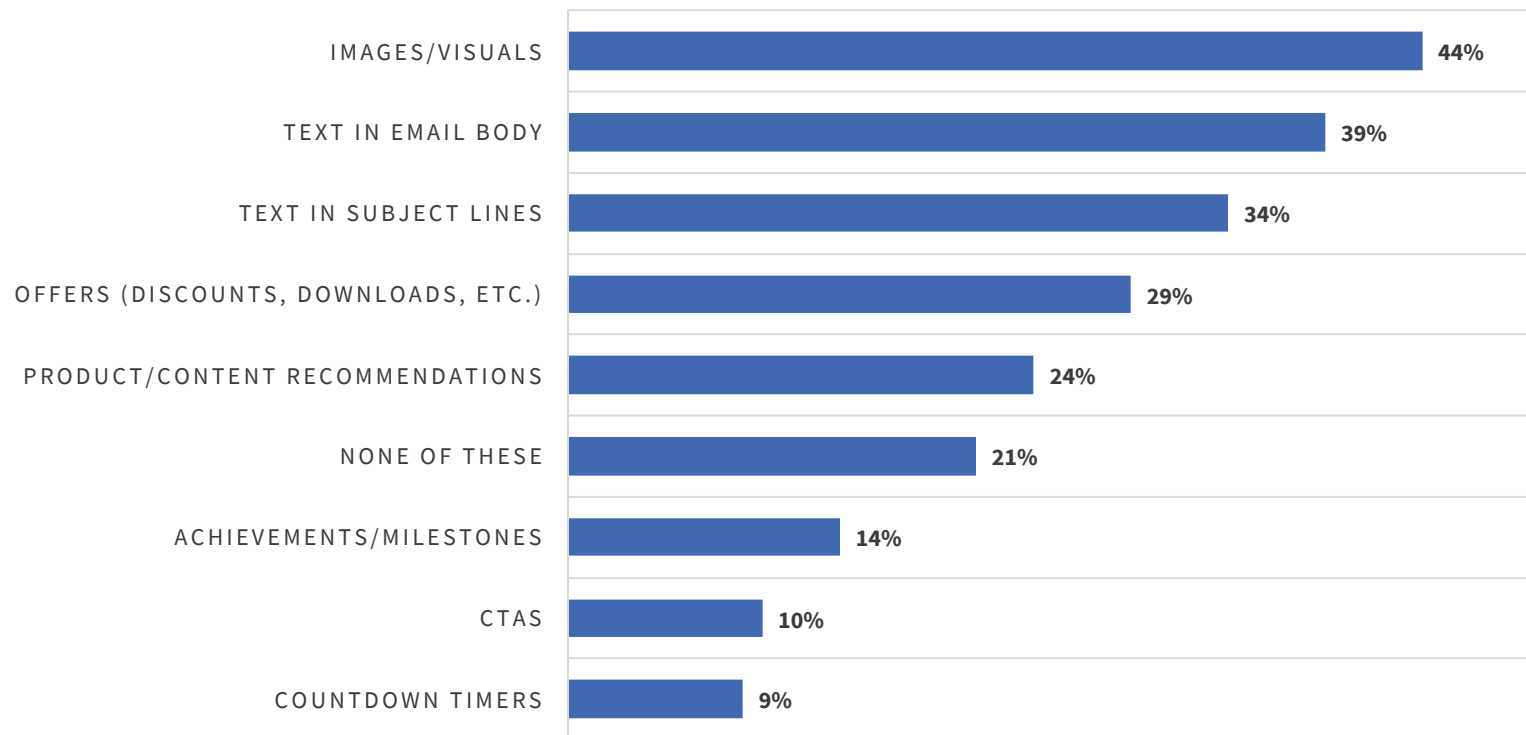
## WHICH BEST DESCRIBES THE CURRENT USE OF DYNAMIC CONTENT IN YOUR EMAILS?



# FORMS OF DYNAMIC CONTENT

Where are marketers currently using dynamic content in their email marketing? 44% of those surveyed report that they are changing **images and other visuals** based on customer data. **Text in email body** and **subject lines** are also forms of dynamic content that marketers are adopting into their email campaigns according to 39% and 34% of those surveyed, respectively.

## IN WHICH OF THE FOLLOWING FORMS DO YOU CURRENTLY USE DYNAMIC CONTENT?

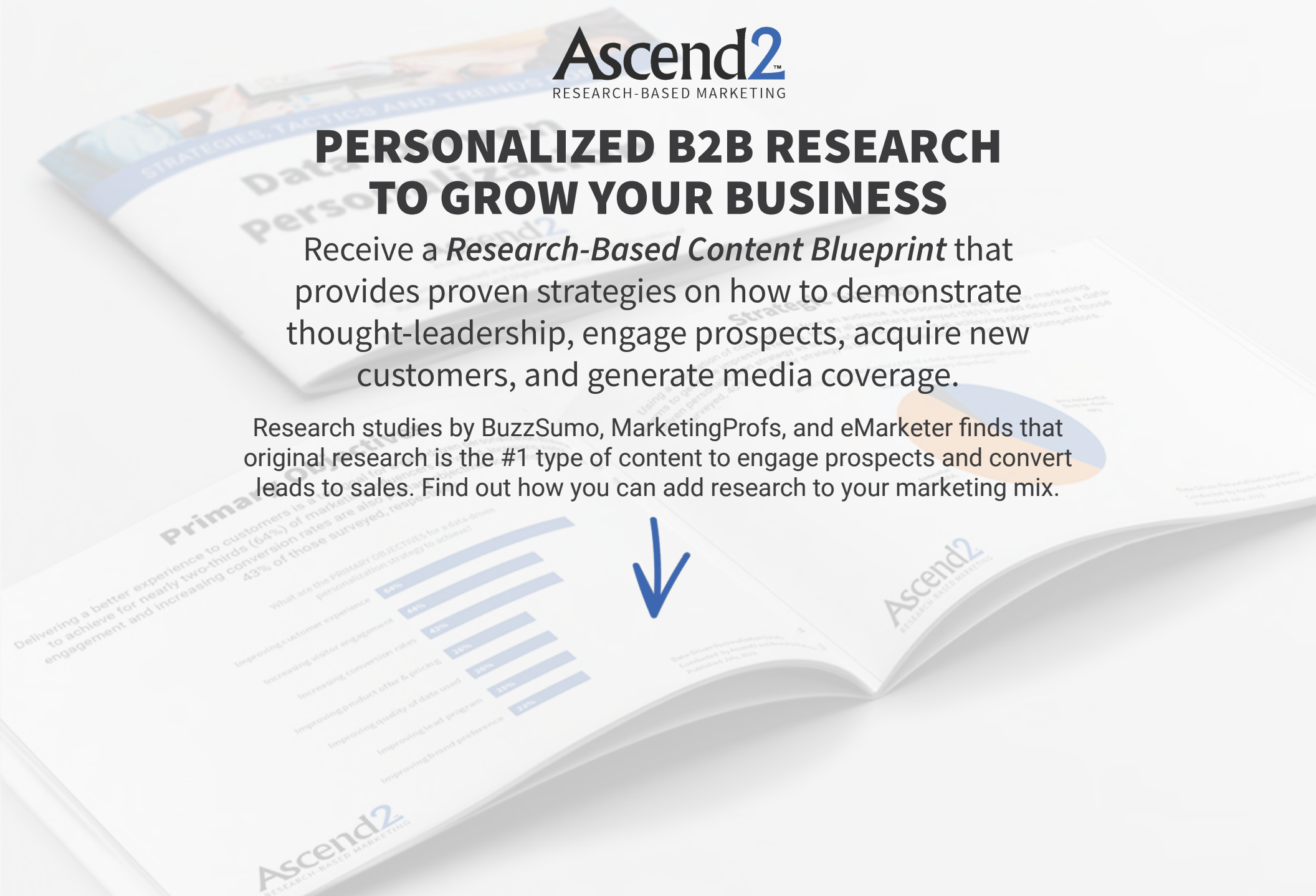




## PERSONALIZED B2B RESEARCH TO GROW YOUR BUSINESS

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.





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