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HOW TO USE THIS REPORT:

TIP #1: ENGAGE YOUR AUDIENCE by turning the charts and insights into your own content.

TIP #2: DISCOVER STRATEGIES, TACTICS AND TRENDS that are working for fellow marketers.

TIP #3: IMPROVE YOUR OWN STRATEGY by using data that is relevant to your business.

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

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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

N = 404 Marketing Decision-Makers

Primary Marketing Channel

B2B (Business-to-Business)	30%
B2C (Business-to-Consumer)	45%
B2B and B2C Equally	25%
Number of Employees	
More than 500	14%
50 to 500	20%
Fewer than 50	66%
Primary role in company	
Owner / Partner / C-Level	54%
Vice President / Director / Manager	31%
Non-Management Professional	15%



EMAIL MARKETING STRATEGIES, TACTICS & TRENDS

Email marketing is both a mature marketing tactic and one of the most effective tools for marketing professionals. Keeping your program current is critical to its continued success.

So what are marketers doing to make email marketing effective?

To help answer this question, Ascend2 and our Research Partners fielded the Email Marketing survey. We thank the 404 marketers who responded to this survey during the week of July 17 - 25, 2022.

This Survey Summary Report, titled *Email Marketing: Strategies, Tactics & Trends,* 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.

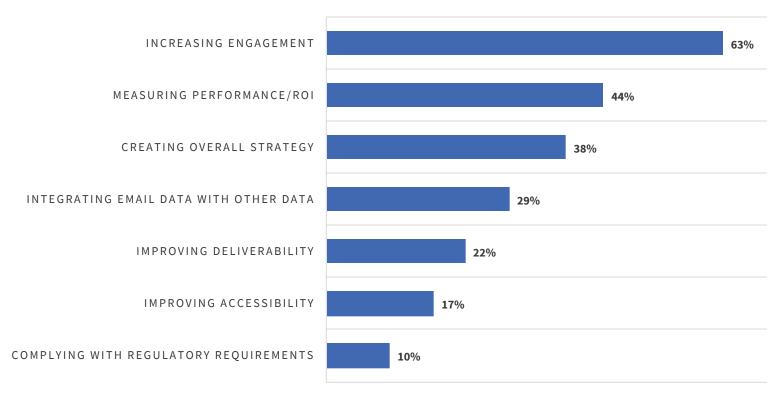




GREATEST CHALLENGES

Engagement is the number one reported challenge for marketers when it comes to their email programs, with nearly two-thirds (63%) of those surveyed saying so. Measuring performance and ROI is also listed as a top challenge to success by 44% of marketing professionals surveyed. Accessibility and adhering to compliance requirements are currently less of a concern for marketers.

WHAT ARE YOUR GREATEST CHALLENGES TO THE SUCCESS OF YOUR EMAIL PROGRAM?

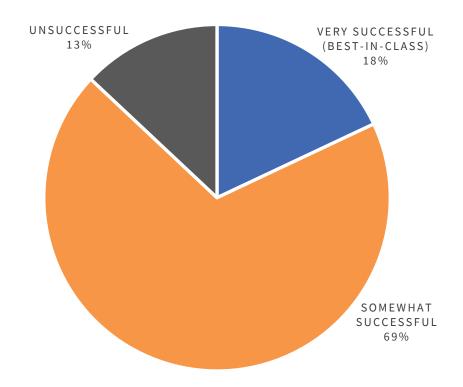




STRATEGIC SUCCESS

Despite the maturity of email marketing as a part of an overall marketing strategy, best-in-class success still eludes most marketers. Less than one-in-five marketing professionals surveyed report that their email marketing strategy is very successful at achieving objectives. Another 69% report some success from their email strategy while 13% would rate their email program as unsuccessful.

HOW WOULD YOU RATE THE OVERALL SUCCESS OF YOUR EMAIL MARKETING STRATEGY IN ACHIEVING OBJECTIVES?

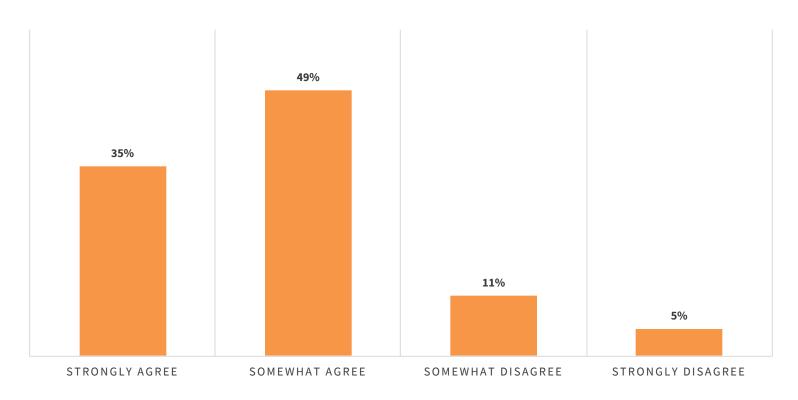




THE IMPORTANCE OF EMAIL

According to the vast majority of marketers, email remains an essential component of the overall marketing strategy, and will continue to be in the year to come. 84% of those surveyed agree that executing an effective email marketing program will be critical to the success of their overall marketing strategy in the coming year.

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

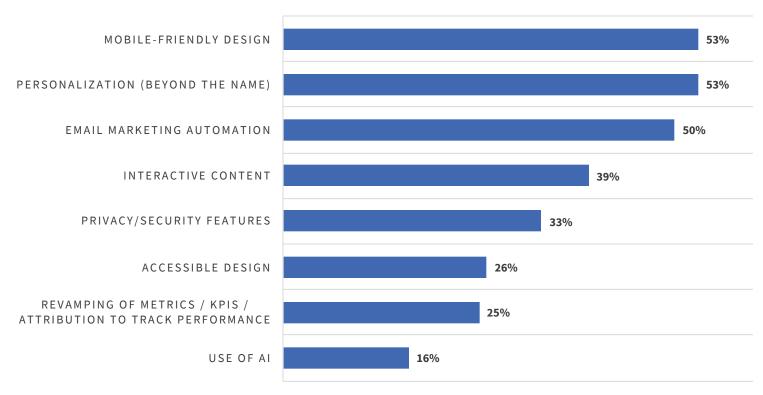




EMAIL MARKETING TRENDS

Personalization that goes beyond the name, email marketing automation, and mobile-friendly design and responsiveness are among the top reported trends that will be included in email programs in the year ahead according to about half of marketing professionals surveyed. Each contribute to improving the overall customer experience.

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

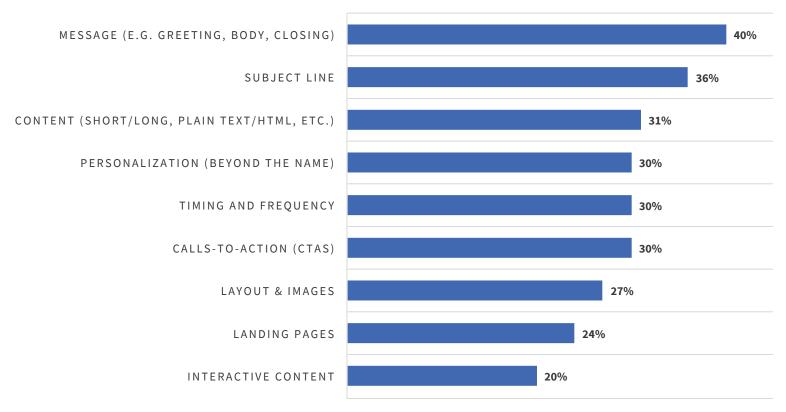




TESTING AND OPTIMIZATION

Testing the various components of email campaigns is critical to effective optimization. But what do marketers consider to be the most important elements to test? Testing the message and subject lines are the top most important tests that email marketers can perform according to 40% and 36% of those surveyed, respectively.

WHAT ARE THE MOST IMPORTANT TESTS THAT YOU CAN PERFORM?

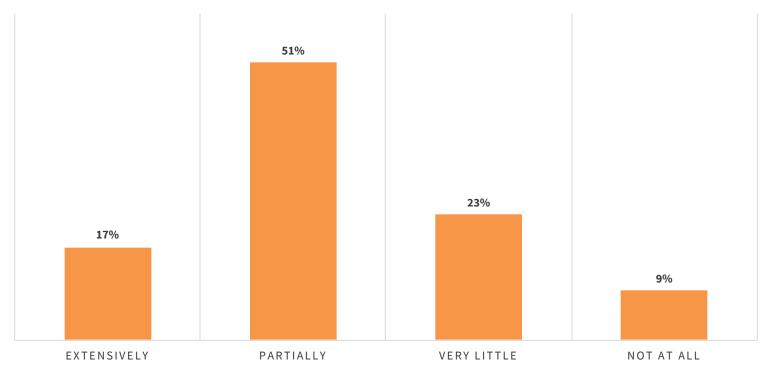




MEASURING IMPACT OF EMAIL

Gauging the impact that email has on overall success of a marketing strategy is important, but only 17% of marketers report having the appropriate technology that allows them to do this extensively. About half (51%) of those surveyed say they can partially measure the impact of email using their current technology stack. Another one-third (32%) say they have very little or no ability to do this.

TO WHAT EXTENT DOES YOUR CURRENT MARKETING TECHNOLOGY STACK ALLOW YOU TO MEASURE THE IMPACT OF EMAIL MARKETING ON YOUR OVERALL MARKETING PERFORMANCE?

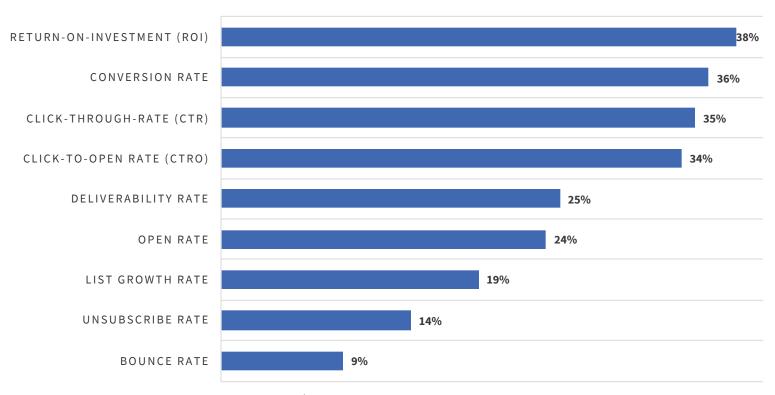




MOST EFFECTIVE KPIS

For marketers, measuring email marketing Return-on-Investment (ROI) will be the most effective way to evaluate performance in the year to come, according to 38% of those surveyed. Conversion rate, click-through-rates, and click-to-open rates also rank high on this list of most effective KPIs to measure the performance of email programs in the coming year.

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

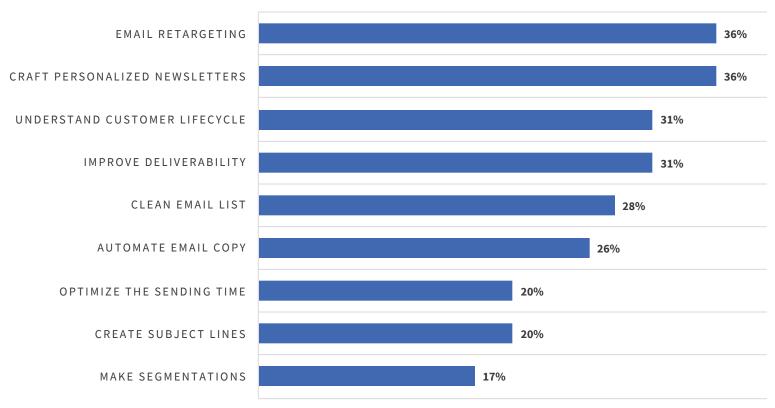




THE USE OF ALIN EMAIL

The use of AI in email is becoming more accessible to marketers. Over one-third (36%) of marketing professionals feel that AI would be most useful for email retargeting and to craft personalized newsletters. Just under one-third (31%) say that AI would be useful for understanding the customer lifecycle and improving deliverablility.

WHAT WOULD BE THE MOST USEFUL WAYS TO USE AI IN EMAIL MARKETING?







CUSTOMIZED B2B RESEARCH

delivered to you with a plan to use it.

We find the right audience, ask the right questions, and gather insightful data to create useful and affordable research that will help you generate demand and increase engagement.

Join the industry powerhouses that use Ascend2 to create compelling research content that speaks to their audience.













⊕STIRISTA















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Don't just take it from us...

Here's what some of our customers have to say.

"I highly recommend Ascend2 for any research projects in the B2B marketing space. Coming from a heavy academic-research background myself, I'm quite demanding when it comes to fielding and analyzing market surveys. Intentsify had very specific goals in mind to support multiple use cases with original research. Todd and Jenna of Ascend2 had the requisite knowledge, skills, and resources to achieve our weighty objectives. Further, the program was affordable (even for an early-stage startup), and the results to date are already surpassing our ROI goals."

-David Crane, VP Marketing, Intentsify

"Ascend2 was a pleasure to work with and helped us to design a thoughtful survey that uncovered truly actionable and noteworthy findings. They work smart and fast and even helped to promote and place the research results at launch. Ascend2 is at the top of our list for future projects."

-Nick Olsson, CEO, Olsson Communications

"Good news to report back to you – we are seeing a lot of success with the leads we have gotten, not only from you but from the report in general (website, our emails, ads, etc.). My CEO is super pleased."

-Emily Wingrove, Director of Marketing, Synthio

"On a hunch that original, empirical research could boost engagement with my audience, I contracted Ascend2 and Todd Lebo to provide a study on the most effective tactics being employed by B2B marketers. The research was delivered on time in an easily workable format, and any minor corrections were handled with rapid turnaround and excellent customer service. In the end, the research deliverable ended up influencing hundreds of thousands of dollars in closed-won business, **achieving an 85x ROI on the purchase price of the research**. I am extremely impressed with Ascend2 and will use them again any time I require original research on industry influencers for my marketing campaigns."



-Jonathan Greene, Director of Marketing, LeadCrunch