EMAIL MARKETING & AI 2023 TREND REPORT

Research Created for Marketers



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



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PVT THIS (ONTENT TO GOOD USE!

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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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.



N = 378 Marketing Decision-Makers

Primary Marketing Channel

| B2B (Business-to-Business) | 25% |
|-------------------------------------|-----|
| B2C (Business-to-Consumer) | 51% |
| B2B and B2C Equally | 24% |
| Number of Employees | |
| More than 500 | 19% |
| 50 to 500 | 29% |
| Fewer than 50 | 52% |
| Primary role in company | |
| Owner / Partner / C-Level | 50% |
| Vice President / Director / Manager | 33% |
| Non-Management Professional | 17% |



EMAIL MARKETING & AI 2023

Email is one of the oldest digital channels available to marketers today. But new technology is changing the way email is used for marketing.

So how are marketing professionals using Artificial Intelligence (AI) in email marketing?

To help answer this question, Ascend2 and our Research Partners fielded the Email Marketing & AI 2023 survey. We thank the 378 marketers who responded to this survey during the week of July 17, 2023.

Additional reports referenced: <u>Email Marketing: Strategies, Tactics, and Trends</u>

This Survey Summary Report, titled *Email Marketing & AI 2023,* 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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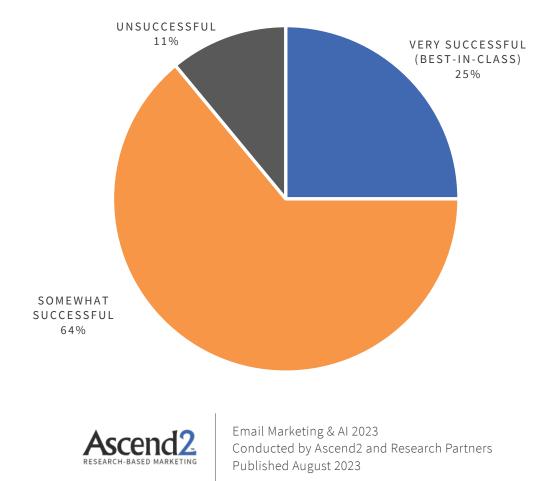




RATING EMAIL SUCCESS

Email marketing could be considered a "dinosaur" in terms of digital marketing channels, yet only onequarter of marketing professionals surveyed feel that they are executing very successful, or best-in-class, email marketing programs. Another 64% report some success from their email strategy indicating that there is still ample room for improvement as businesses execute email.

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

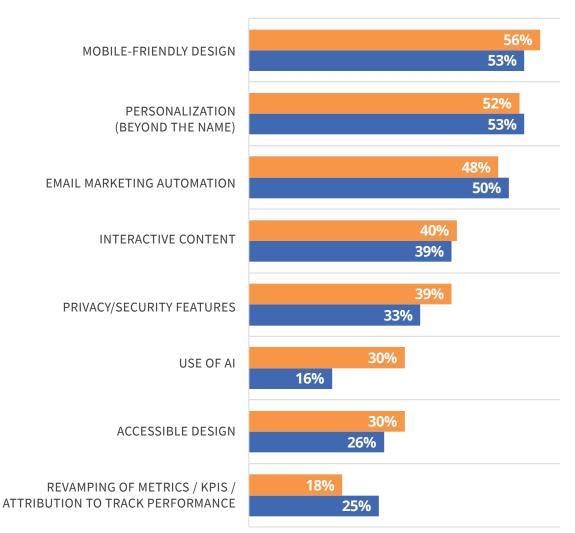


EMAIL MARKETING TACTICS TREND

Most tactics and trends included in email programs have not changed significantly since 2022, however there is one standout category that has garnered more attention of marketers in the past year. Twice as many marketers expect AI to be used in their marketing strategy this year compared to last year with 30% of those surveyed reporting the use of AI to be included in their marketing program in the year ahead (vs 16% last year).

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

2023 2022

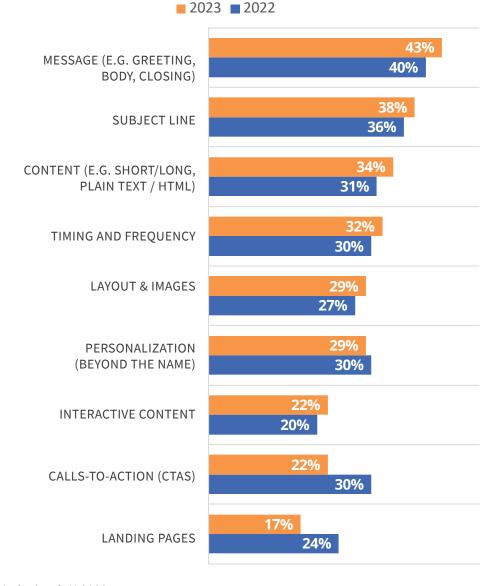




MOST IMPORTANT EMAIL TESTS TREND

Interactive content and landing pages are both considered to be less important to marketers this year when it comes to testing email components. Testing messaging such as the greeting, body, and closing of email as well as subject line and content elements are considered to be the most important email-related tests to perform according to 43%, 38%, and 34% of marketers surveyed, respectively.

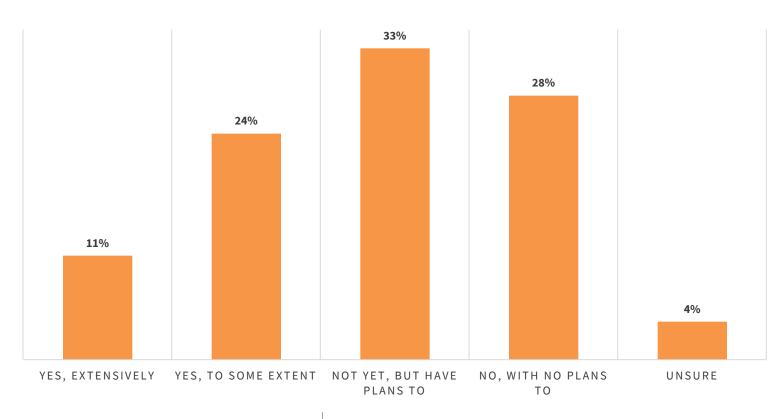
WHAT ARE THE MOST IMPORTANT EMAIL-RELATED TESTS THAT YOU CAN PERFORM?





THE USE OF AI IN EMAIL

While 11% of marketers report the extensive use of AI in their email marketing campaigns, another onequarter (24%) of those surveyed report some current use and one-third (33%) say they have plans to use AI for email in the future. Just over one-quarter (28%) of marketing professionals are not using AI and do not have plans to implement it into their email strategies in the future.



ARE YOU CURRENTLY UTILIZING AI TECHNOLOGIES IN YOUR EMAIL MARKETING CAMPAIGNS?



AI AREAS OF USE

For the 68% of marketers who report current or planned use of AI in their email strategy, over half (55%) say they use (or plan to use) it for email retargeting and another 53% for content personalization. Subject line optimization, dynamic content generation, and automated segmentation are also popular areas of use according to 44%, 42%, and 40% of marketers surveyed, respectively.

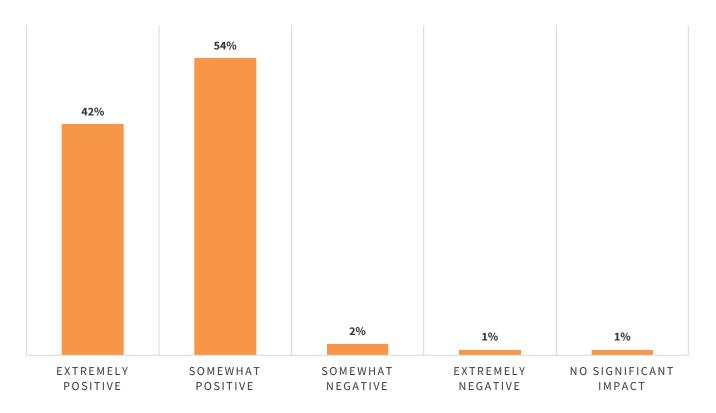
WHICH AREAS OF EMAIL MARKETING DO YOU CURRENTLY LEVERAGE (OR PLAN TO LEVERAGE) AI FOR?





IMPACT OF AI

35% of marketers surveyed are currently using AI, either extensively or somewhat. Of this group, an overwhelming majority (96%) report that AI has had a positive impact on their overall email marketing performance. 42% of those surveyed have experienced an extremely positive impact on their email marketing programs as a result of using AI.



DESCRIBE THE IMPACT THAT THE USE OF AI HAS ON YOUR EMAIL MARKETING PERFORMANCE.



CHALLENGES WITH IMPLEMENTATION

44% of marketers who are currently using AI for email struggle with data quality and availability when implementing it into their strategy, while 42% report concerns with customer privacy and data protection. Just over one-third of AI-users surveyed lack an effective strategy and face limited budgets when implementing AI in email.

DATA QUALITY OR AVAILABILITY ISSUES 44% CONCERNS ABOUT CUSTOMER PRIVACY 42% AND DATA PROTECTION LACK OF AN EFFECTIVE STRATEGY 36% 35% LIMITED BUDGET FOR AI IMPLEMENTATION 33% LACK OF INTERNAL EXPERTISE LACK OF TOOLS AND/OR LIMITATIONS OF 30% CURRENT TECH STACK **RESISTANCE FROM STAKEHOLDERS OR** 22% **TEAM MEMBERS**

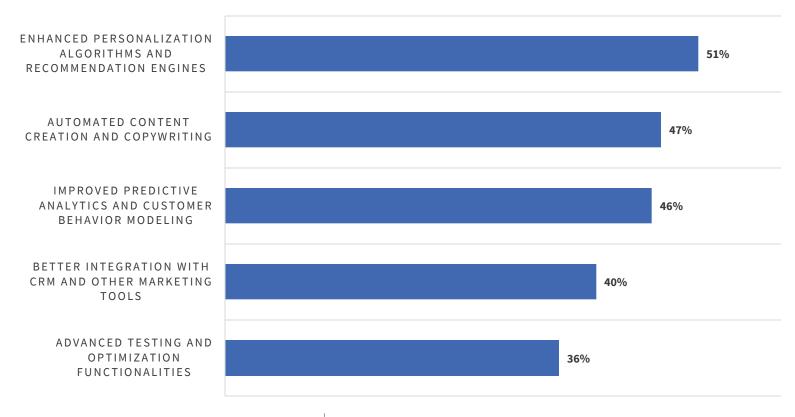
WHAT ARE THE TOP CHALLENGES THAT YOU HAVE ENCOUNTERED WHEN IMPLEMENTING AI IN EMAIL MARKETING?



AI CAPABILITIES WISHLIST

What would marketers like to have the ability to do with AI for email? Over half of all marketers surveyed report that having enhanced personalization algorithms and recommendation engines would top their list. Nearly half would like AI features that automate content creation and copywriting and improved predictive analytics and consumer behavior modeling.

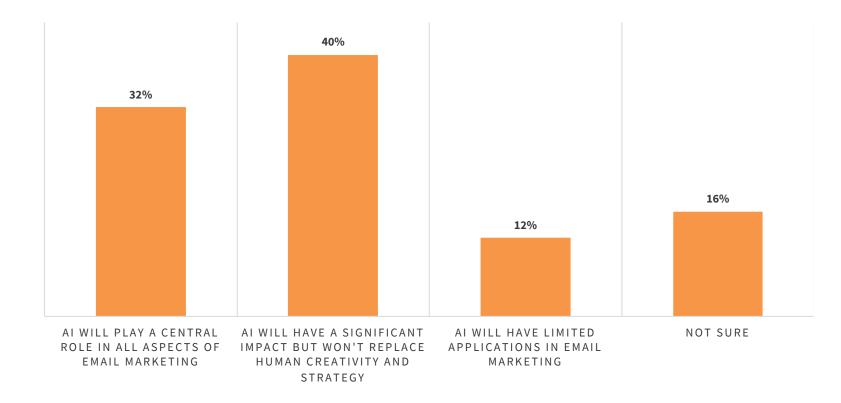
WHICH OF THE FOLLOWING AI CAPABILITIES OR FEATURES WOULD BE MOST HELPFUL IN EMAIL MARKETING PLATFORMS?





OUTLOOK ON AI FOR EMAIL

What is to come for AI and the role it plays in email marketing? One-third (32%) of all marketers surveyed expect AI to play a central role in all aspects of email marketing in the future and another 40% believe that AI will have a significant role but do not feel that it will replace human creativity and strategy. 12% say that AI will have limited applications in email marketing.



HOW DO YOU ENVISION THE FUTURE ROLE OF 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.







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.**"

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-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