

THE STATE OF EMAIL AND AUTOMATION

2024

Research Created for Marketers



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

Ascend2[™]
RESEARCH-BASED MARKETING

IN THIS REPORT...

3. Methodology and Participants
4. Introduction
5. Rating Email Marketing Strategic Success
6. Email Marketing Tactics Used
7. Measuring Success
8. Use of Automation
9. Challenges with Automation
10. Automation and AI
11. Automation and Lead Generation
12. The Future of Email Automation
13. About Ascend2 Research

PUT THIS CONTENT
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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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 = 372 Marketing Decision-Makers

Primary Marketing Channel

B2B (Business-to-Business)	21%
B2C (Business-to-Consumer)	48%
B2B and B2C Equally	31%

Number of Employees

More than 500	20%
50 to 500	30%
Fewer than 50	50%

Primary role in company

Owner / Partner / C-Level	47%
Vice President / Director / Manager	31%
Non-Management Professional	22%

THE STATE OF EMAIL AND AUTOMATION IN 2024

For many years, Ascend2 has provided marketing professionals with research on email marketing. Each year, we focus on an emerging trend in email; last year, we examined the impact of AI on email marketing. This year, we will explore automation and its impact on email marketing programs.

The use of automation in email marketing programs allows for the expanded use of personalized and timely communication, enhancing customer engagement and conversion rates. Marketing professionals also consider leveraging AI and machine learning to streamline workflows and deliver more relevant content to their audience at scale.

But what is working in email and automation, and what can you learn from other marketing professionals to optimize your programs this year?

To help answer this question, Ascend2 and our Research Partners conducted the Email and Automation 2024 survey. We thank the 372 marketing professionals who responded during the week of April 21, 2024.

Additional reports in the Ascend2 email marketing collection include:

- [Email Marketing & AI 2023](#)
- [Email Marketing Strategies 2022](#)
- Plus 8 more email reports. [Get more email research!](#)

This Survey Summary Report, titled The State of Email and Automation in 2024, represents the opinions of all the market segments responding to the survey. Our participating research partners report specific market segments separately and exclusively.

Ascend2 produced this report for your use. Use it in your marketing strategy. Clip the charts, write about them in your blog, or post them on social media. Please share this research credited as published.

Enjoy the report as you plan how to optimize your email and automation program initiatives in the months ahead.

The Ascend2 Research Team

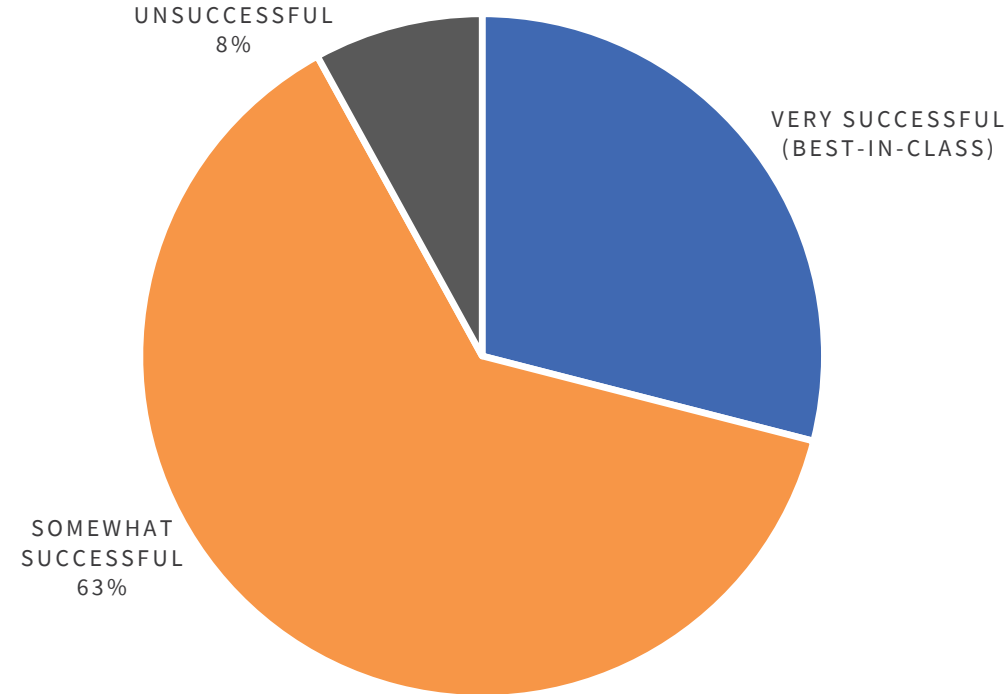
RATING EMAIL MARKETING STRATEGIC SUCCESS

29% of marketing professionals surveyed rate the success of their email marketing program as best-in-class in helping them achieve marketing objectives. 63% of those surveyed feel that their email marketing is somewhat successful in assisting them to achieve marketing objectives, and only 8% report that email marketing is unsuccessful.

The high percentage of marketing professionals rating their email marketing program as best-in-class suggests that email marketing is still an important tool in achieving marketing objectives. A significant majority also acknowledge at least moderate success, indicating that significant advancement can be made with some optimization of those programs.

Last year’s report focused on AI, and this year’s report focuses on automation as a source of advancement for your program. We hope the data in this report points you to one or two strategic changes you can implement to advance your email marketing program in the year ahead.

RATE THE SUCCESS OF YOUR EMAIL MARKETING STRATEGY IN ACHIEVING OBJECTIVES.

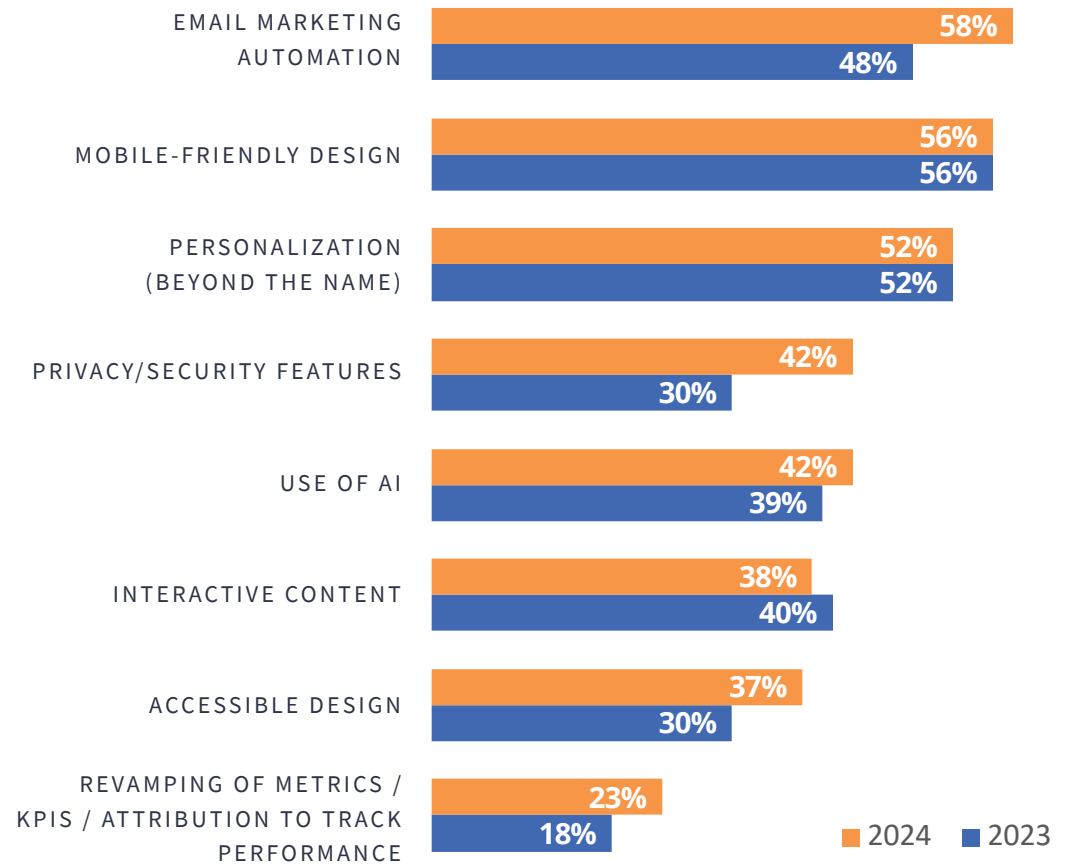


EMAIL MARKETING TACTICS USED

The top three email marketing tactics used by marketing professionals are email marketing automation (58%), mobile-friendly design (56%), and personalization (52%).

Email automation is the #1 tactic used, and we will examine it in depth in this report. One benefit of automation is its ability to deliver personalized messages at scale, optimizing engagement and conversion rates while minimizing manual effort and time investment. AI is used by (42%), and that may be a little under-reported, as many marketing professionals may not realize that AI is already built into the technology they use.

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

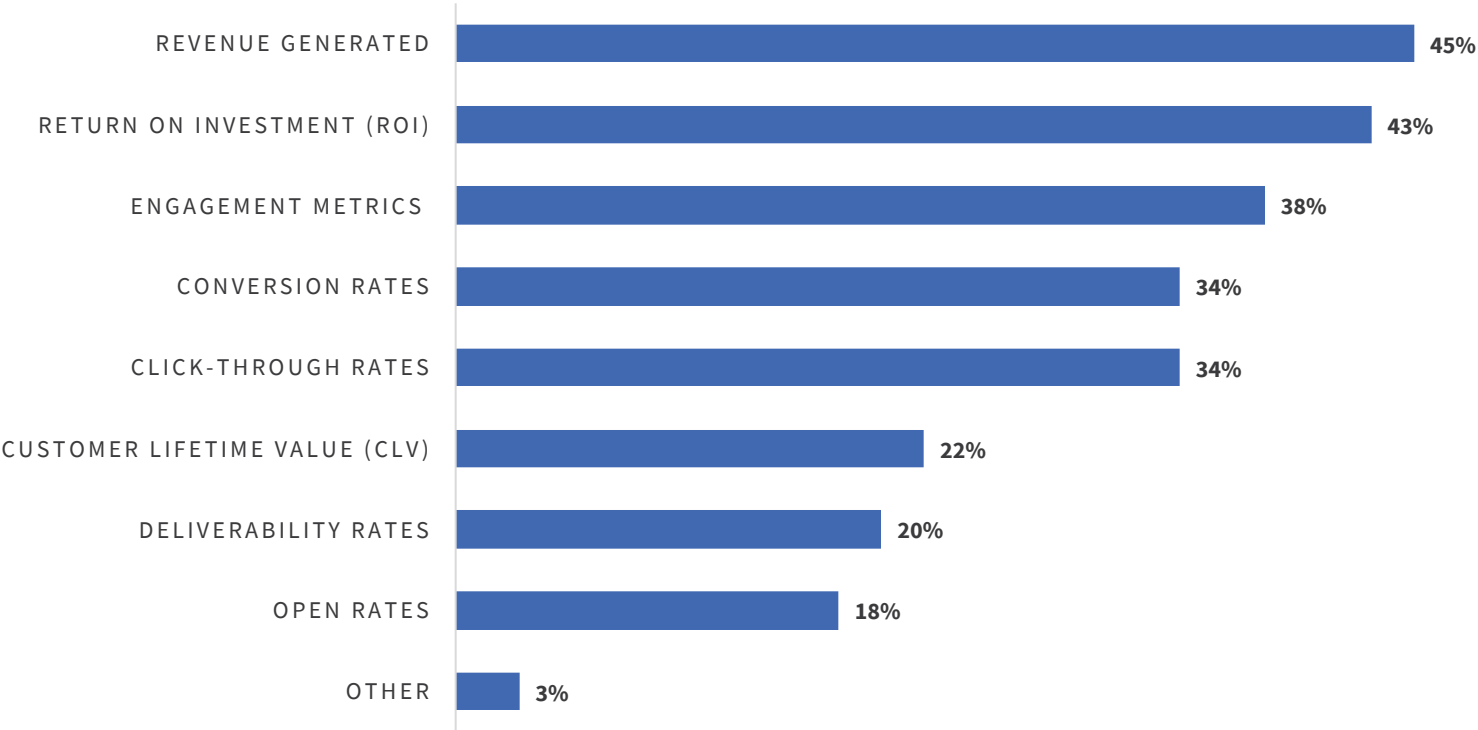


MEASURING SUCCESS

Revenue generated, Return on Investment (ROI), and engagement metrics are the most effective ways to measure the success of email campaigns.

Analyzing revenue generated provides a tangible metric of campaign effectiveness, directly linking email marketing efforts to business outcomes. Meanwhile, tracking ROI and engagement metrics offers insights into the efficiency of resource allocation and the depth of audience interaction, which is crucial for refining strategies and maximizing long-term impact.

WHAT ARE THE MOST EFFECTIVE WAYS TO MEASURE THE SUCCESS OF YOUR EMAIL MARKETING CAMPAIGNS?



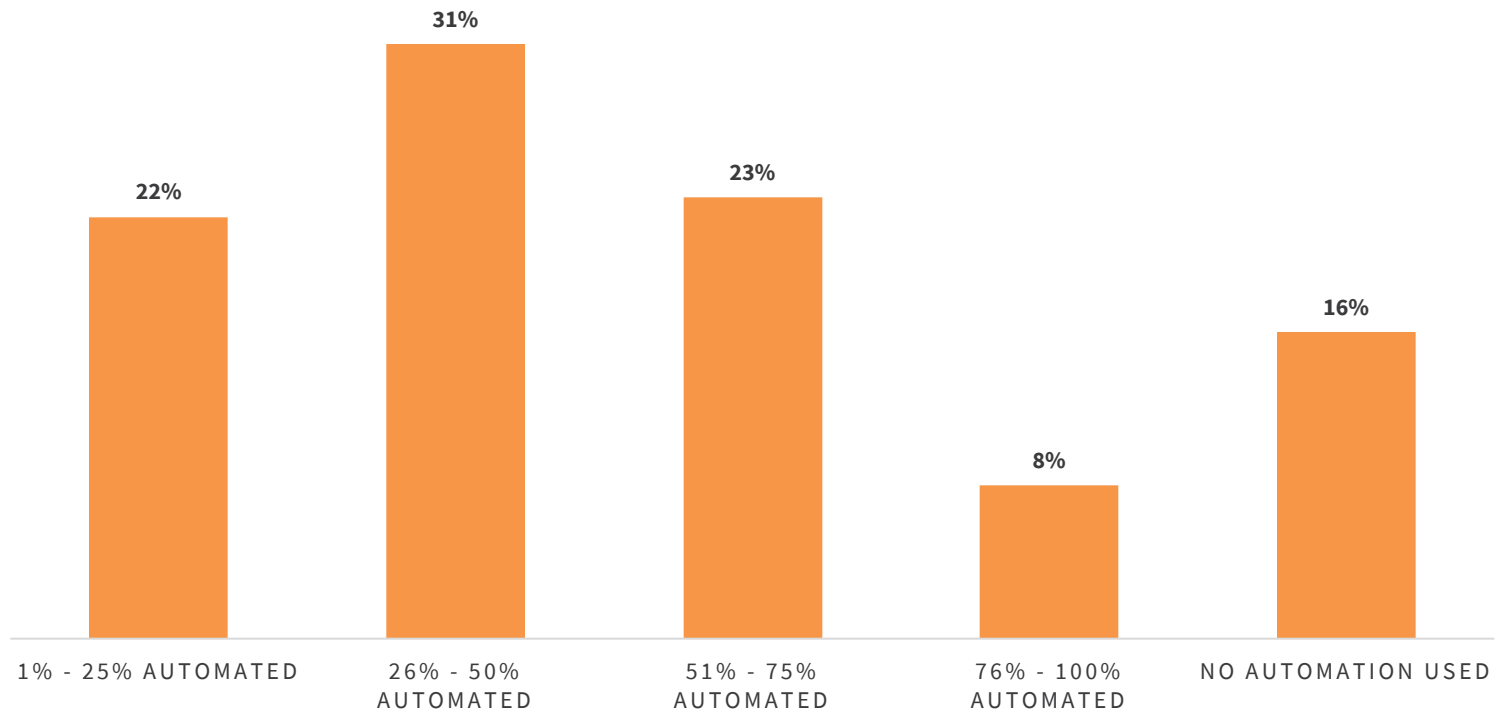
The State of Email and Automation in 2024
Conducted by Ascend2 and Research Partners
Published May 2024

USE OF AUTOMATION

84% of marketing campaigns are automated to some extent. The most common extent of automation use is 26%-50% (31%) and 51%-75% (23%). The data shows that marketers want to use automation as much as possible.

Using automation extensively can help optimize campaign performance and efficiency. By automating repetitive tasks such as segmenting audiences, sending personalized messages, and analyzing data, marketers can allocate more time and resources to strategic planning and creative endeavors, ultimately enhancing overall results and ROI.

WHAT PERCENTAGE OF YOUR EMAIL MARKETING CAMPAIGNS ARE AUTOMATED (VS. MANUALLY CURATED)?

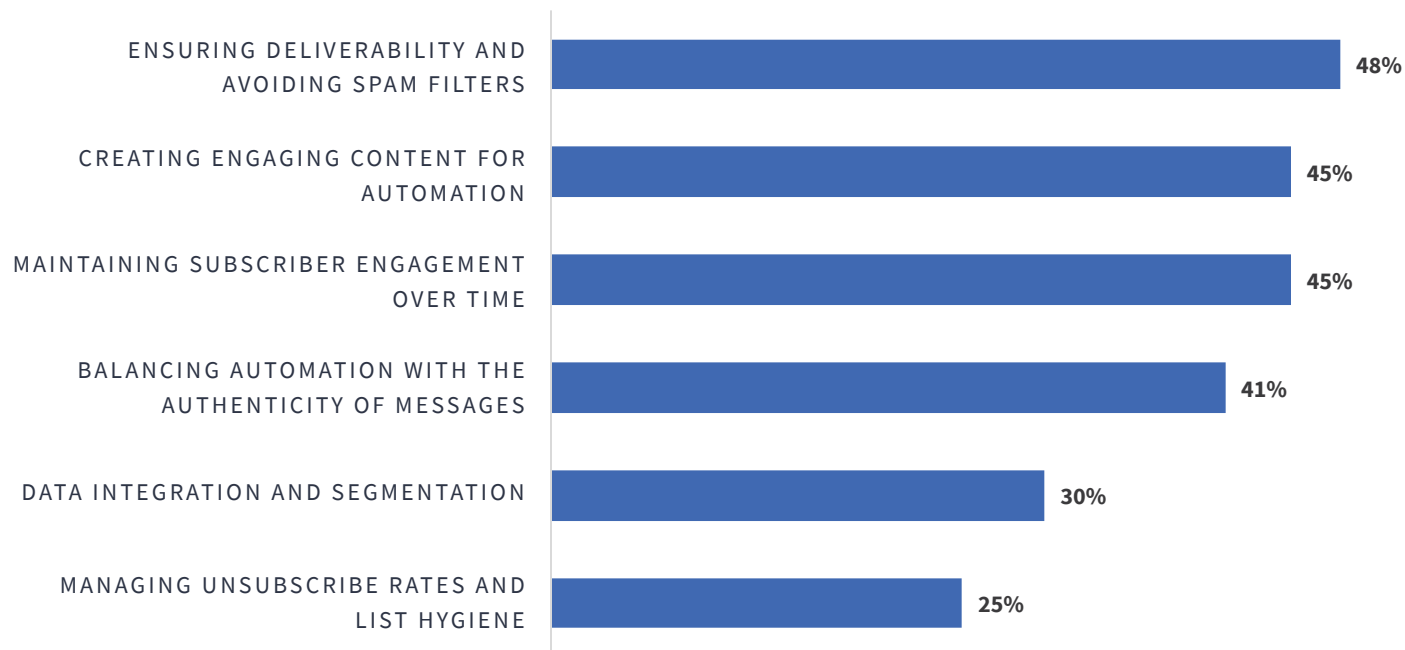


CHALLENGES WITH AUTOMATION

Even effective tactics like automation come with a set of challenges. Ensuring deliverability and avoiding spam filters (48%), maintaining subscriber engagement over time (45%), and creating engaging content for automation (45%) are the top challenges marketers encounter with automation.

Overcoming these challenges requires marketers not to set up automation and forget about it. For example, you should regularly review your email marketing automation workflows to ensure they align with current best practices and subscriber preferences. You can also conduct A/B testing on subject lines, content, and send times while also monitoring deliverability metrics and subscriber engagement to identify areas for improvement and refine your strategies accordingly.

WHAT CHALLENGES DO YOU FACE WITH EMAIL MARKETING AUTOMATION?

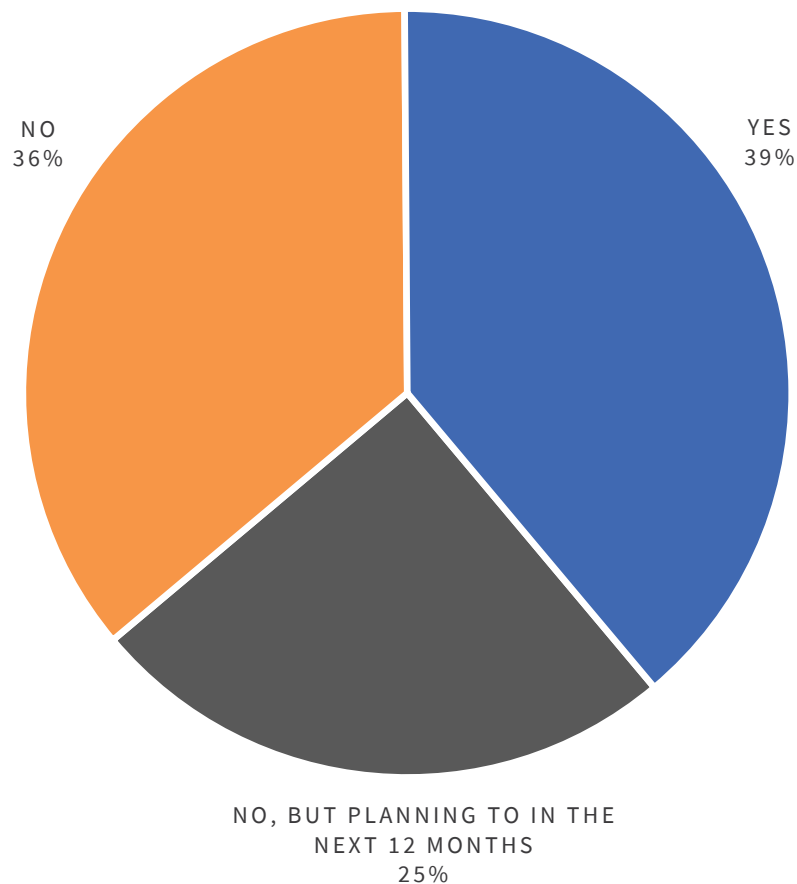


AUTOMATION AND AI

Are marketing professionals implementing AI in their email marketing automation processes? 39% of marketers said yes, and 25% plan to use AI in the next 12 months.

How is AI being used in email automation? A few ways include leveraging AI to personalize content based on user behavior and preferences to increase engagement and conversion rates. By utilizing AI algorithms, marketers can analyze vast amounts of data to segment audiences effectively and send targeted emails at optimal times, enhancing overall campaign effectiveness. Additionally, AI-powered tools enable marketers to automate tasks such as A/B testing subject lines and email layouts, streamlining the optimization process for better results. These are a few ways that AI is being used and why it will be used even more in the year ahead.

HAVE YOU IMPLEMENTED AI OR MACHINE LEARNING TECHNOLOGIES IN YOUR EMAIL MARKETING AUTOMATION PROCESSES?

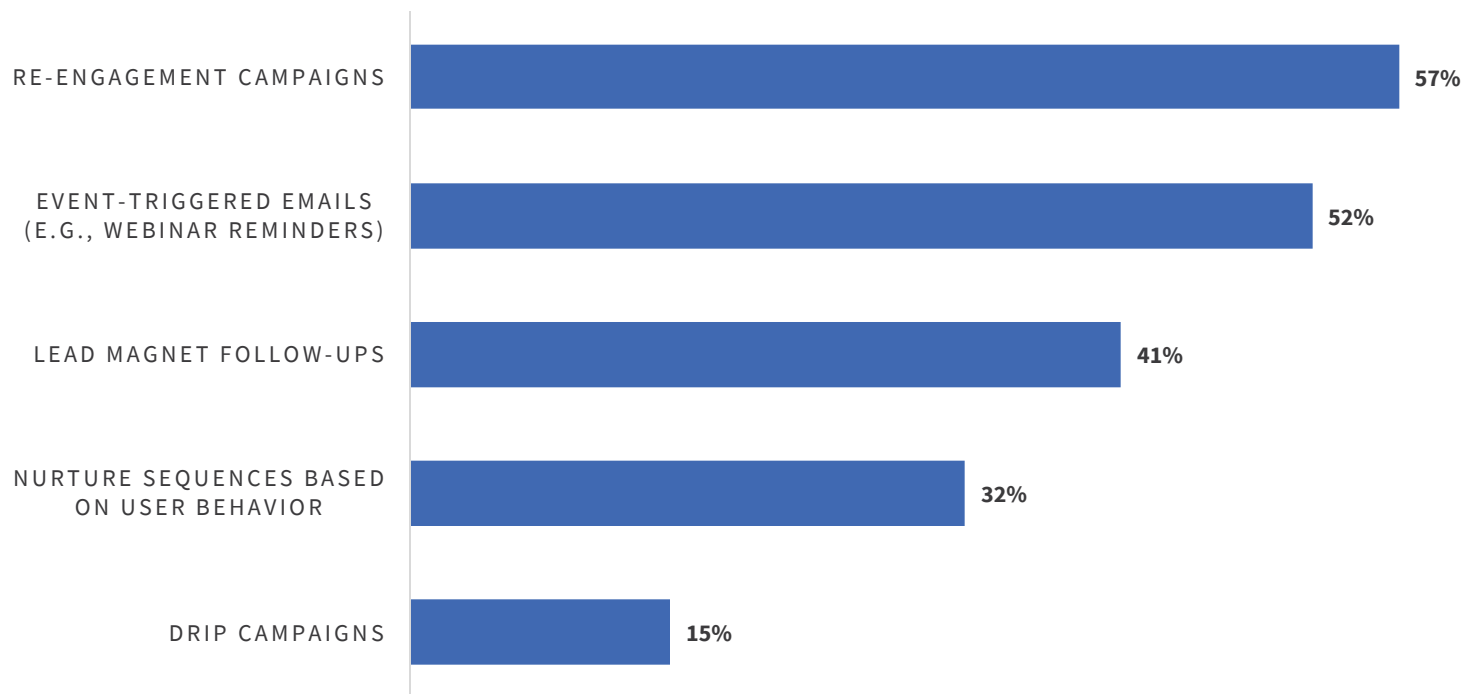


AUTOMATION AND LEAD GENERATION

Automation is a powerful tool for lead generation and nurturing because it maintains a steady interaction flow with prospects. The top campaigns include re-engagement (57%), event-triggered emails (52%), and lead magnet follow-ups (41%).

So, let's take our favorite lead magnet content piece, an original research study. What would an automated email campaign look like? After prospects download the research report, an automated email campaign delivers additional related content, such as whitepapers or case studies, to nurture their interest. Personalize subsequent emails based on their engagement with previous content to drive further engagement and conversion.

HAVE YOU IMPLEMENTED AI OR MACHINE LEARNING TECHNOLOGIES IN YOUR EMAIL MARKETING AUTOMATION PROCESSES?

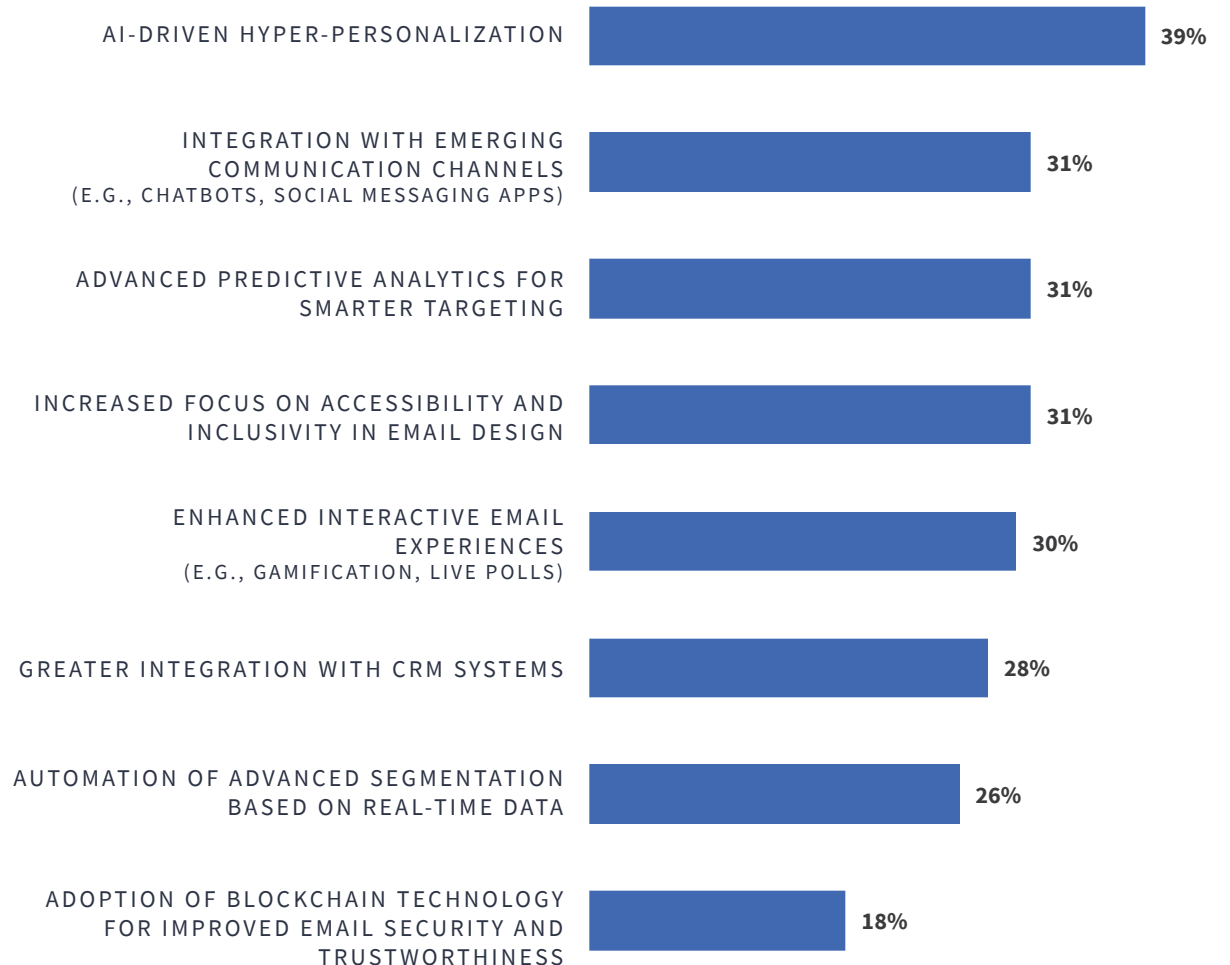


THE FUTURE OF EMAIL AUTOMATION

What automation trends are marketing professionals most excited about? AI-driven hyper-personalization (39%), increased focus on accessibility and inclusivity (31%), advanced predictive analytics for smarter targeting (31%), and integration with emerging communication channels (31%) are all highly promising automation tactics moving forward.

In the bright future of email marketing automation, advancements in technology and AI will enable hyper-personalized campaigns, fostering deeper customer engagement and driving unprecedented levels of conversion and retention. As you plan for the year ahead, use these findings to plan your next steps in email automation.

IN YOUR OPINION, WHICH TRENDS WILL HAVE THE MOST IMPACT ON THE FUTURE OF EMAIL MARKETING AUTOMATION?



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Don't just take it from us... Here's what some of our customers say.

“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

"The firm truly embeds itself into the research and data needs of your organization...

The team is communicative, easy to work with, and willing to partner in other ways to make sure the data story comes to life through content, comms, social and PR efforts.

-Jillian Ryan, Senior Director of Content Strategy, Brightcove

“Ascend2 research is esteemed in the marketplace, so even press contacts that you don’t know will pick it up — and **Ascend2 rates allowed me to do more with my budget** (always a plus!). Adding an Ascend2 original research project is almost always part of my content strategy.”
Waynette Tubbs, Director, Content Marketing, Oracle

-Waynette Tubbs, Director, Content Marketing, Oracle

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