# Email Marketing

## New Research for the Enterprise Marketer

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Conducted by Ascend2 and OMI
Published October 2022

## 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 influencers and marketing research subscribers.

## Survey Respondents

N = 133 Enterprise Marketers

### Role in the Company

| | |
|---|---|
| Owner / Partner / C-Level | 14% |
| Vice President / Director / Manager | 56% |
| Non-Management Professional | 30% |

### Marketing Channel Mix

| | |
|---|---|
| B2B (Business-to-Business) | 26% |
| B2C (Business-to-Consumer) | 52% |
| B2B and B2C Equally | 22% |

# Email Marketing

## New Research for the Enterprise Marketer

Reaching target audiences with a personalized email experience at the right place and time has become incredibly complex.

**So how are enterprise marketers executing email to maximize results?**

To help you answer this question, OMI, in partnership with Ascend2, fielded the Email Marketing survey.

This report, titled *Email Marketing: New Research for the Enterprise Marketer*, exclusively represents the opinions of the 133 marketers responding to the survey who work for companies with 500 or more employees.
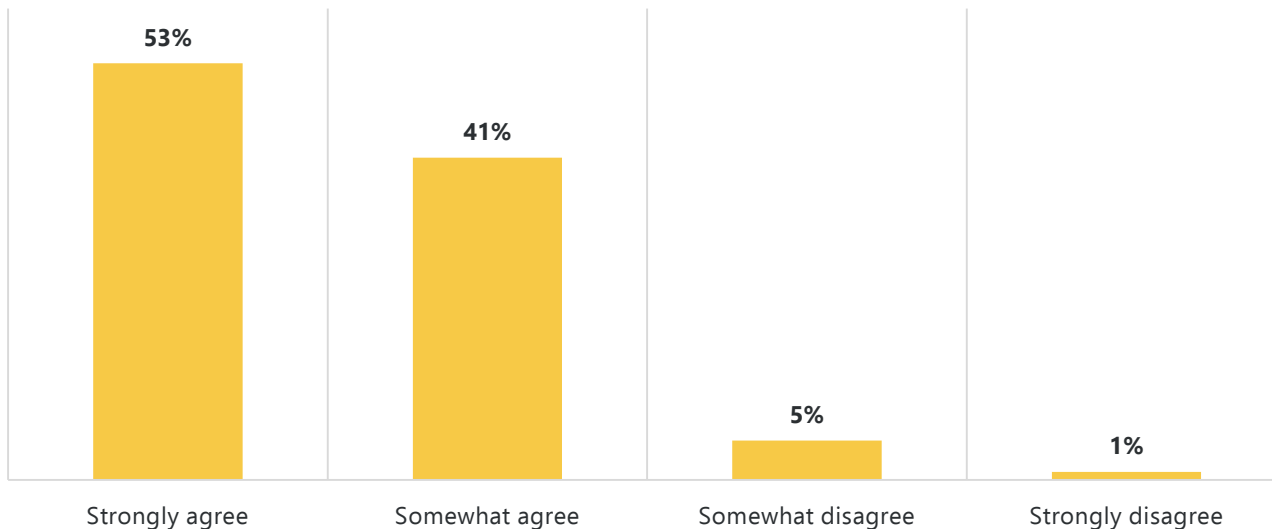
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# The Impact of Email on Success

Email remains a channel that marketers rely heavily on when it comes to achieving strategic objectives. The overwhelming majority (94%) of enterprise marketing professionals surveyed agree that executing an effective email marketing program will be a critical part of the overall success of a marketing strategy in the year ahead. Only 6% disagree to some extent.

**Executing an effective email marketing program will be critical to the success of my overall marketing strategy in the coming year.**



| | | | |
|---|---|---|---|
| 53% | 41% | 5% | 1% |
| Strongly agree | Somewhat agree | Somewhat disagree | Strongly disagree |

**Marketing leaders consistently rank email as a top channel for driving ROI**

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# Rating Strategic Success

Over one-quarter (28%) of enterprise marketers surveyed say that their email strategy is very successful, or best-in-class, at achieving objectives set for it, but there is still significant room for improvement. Over two-thirds (67%) report experiencing some success from their email programs while another 5% of those surveyed would rate their email marketing strategy as unsuccessful.

**How would you rate the overall success of your email marketing strategy in achieving objectives?**
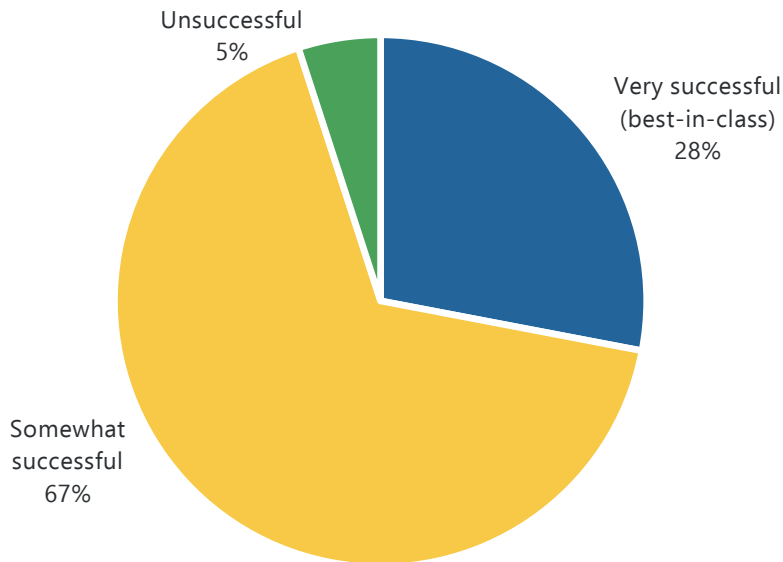


**Learn How to Achieve 25X ROI**
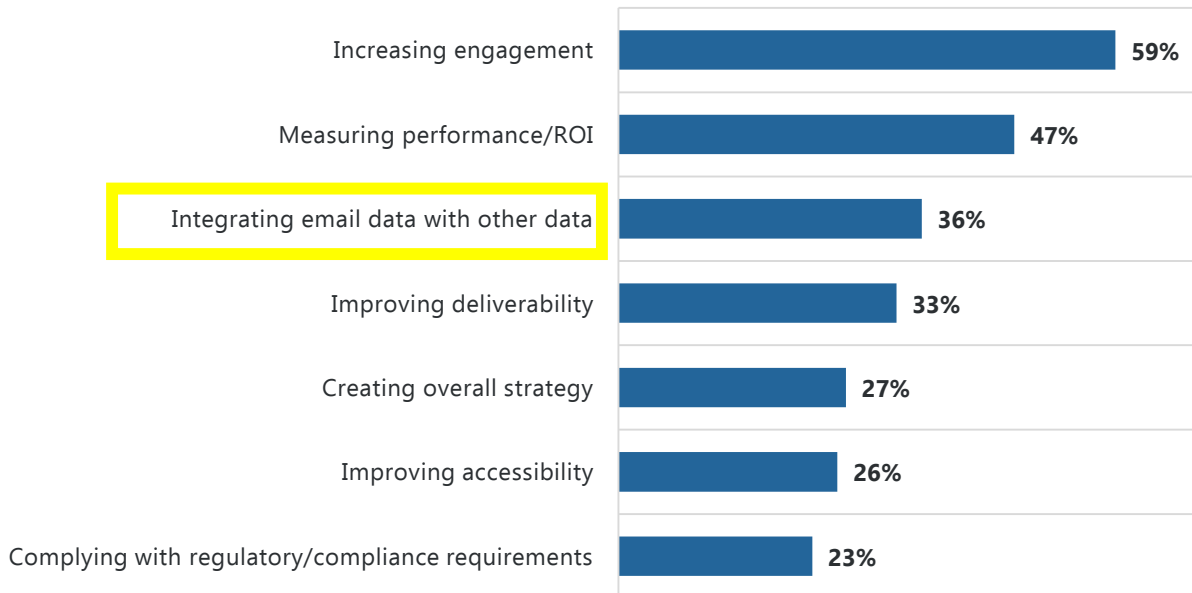
**View our Case Study**

# Greatest Challenges to Success

For 59% of enterprise marketers, increasing engagement is one of the greatest barriers to the success of their email program and nearly half (47%) report that measuring performance is a top challenge. High-quality email marketing data can enable better targeting to improve engagement while measuring performance is critical to optimizing and improving ROI.

**What are your greatest challenges to the success of your email program?**

| Challenge | % |
|---|---|
| Increasing engagement | 59% |
| Measuring performance/ROI | 47% |
| Integrating email data with other data | 36% |
| Improving deliverability | 33% |
| Creating overall strategy | 27% |
| Improving accessibility | 26% |
| Complying with regulatory/compliance requirements | 23% |

*" 84% of marketing executives say data accuracy is one of their top-five marketing weaknesses – Radius "*

**OMI offers a 95% email validity guarantee**

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# Email Trends in the Year Ahead

What will email strategies look like in the year ahead according to enterprise marketers? Email marketing automation, mobile-friendly design, and personalization that goes beyond the first and last name are among the most reported elements that enterprise marketing professionals surveyed will be including in their email programs in the coming year.

**Which of the following email marketing trends will be included in your email program in the year ahead?**
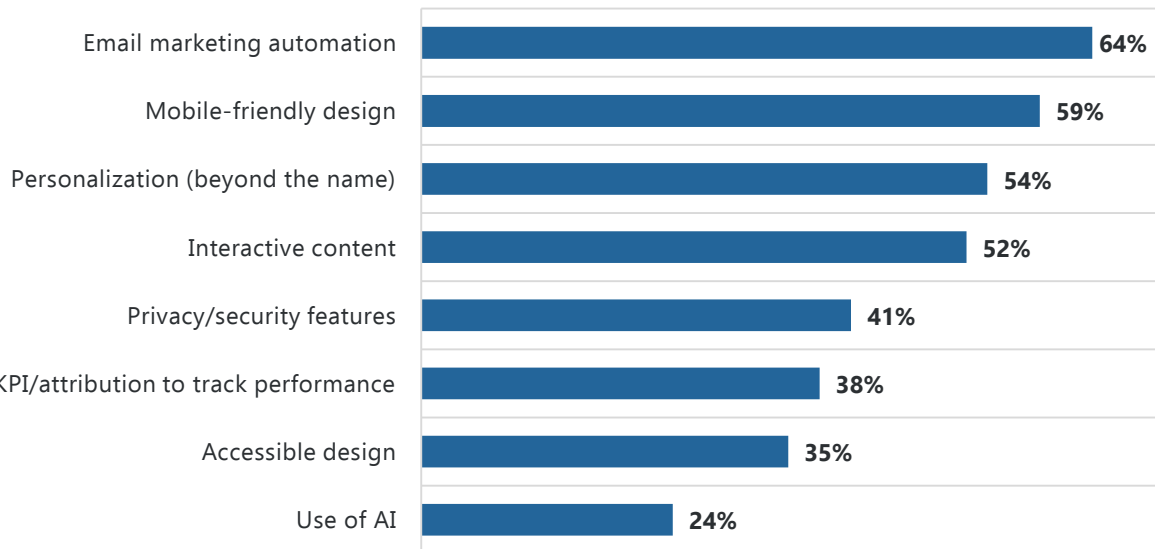
**Intent data is elevating personalization with new insights for marketers focusing on buyer needs. Read more here**

| Trend | Percentage |
|---|---|
| Email marketing automation | 64% |
| Mobile-friendly design | 59% |
| Personalization (beyond the name) | 54% |
| Interactive content | 52% |
| Privacy/security features | 41% |
| Revamping of metrics/KPI/attribution to track performance | 38% |
| Accessible design | 35% |
| Use of AI | 24% |

# Measuring Impact of Email

Measuring performance is essential to email optimization, but only just over one-third (36%) of enterprise marketers report that their current marketing technology stack allows them to extensively measure the impact of their email marketing on overall marketing performance. Over half (52%) of those surveyed say their tech stack can partially measure impact on overall marketing performance.

**To what extent does your current marketing technology stack allow you to measure the impact of email marketing on your overall marketing performance?**

*Without high-quality audience data, even the most sophisticated martech stack will fail to reach its full potential.*

| Extensively | Partially | Very little | Not at all |
|:---:|:---:|:---:|:---:|
| 36% | 52% | 9% | 3% |
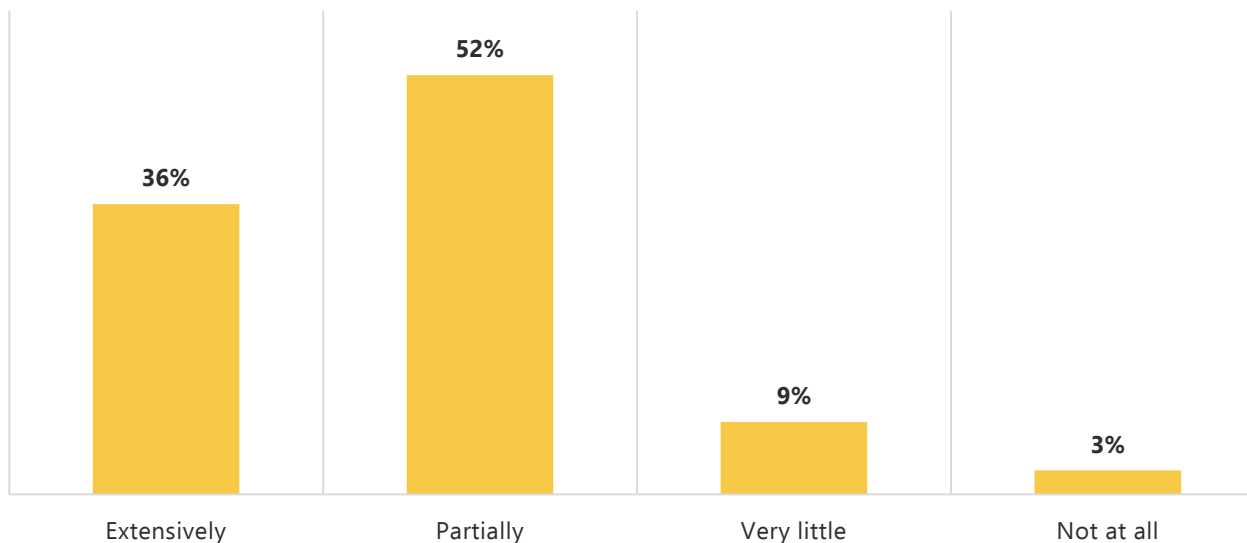
# Testing Email Marketing Tactics

Email personalization tactics, timing and frequency of email sends, and calls-to-action (CTAs) are the most important tests that can be performed according to 39%, 38%, and 35% of enterprise marketers surveyed, respectively. Continual A/B testing of various elements of an email marketing strategy gives marketers a clear indication of what is working and what isn't when it comes to email.

**What are the most important tests that you can perform?**
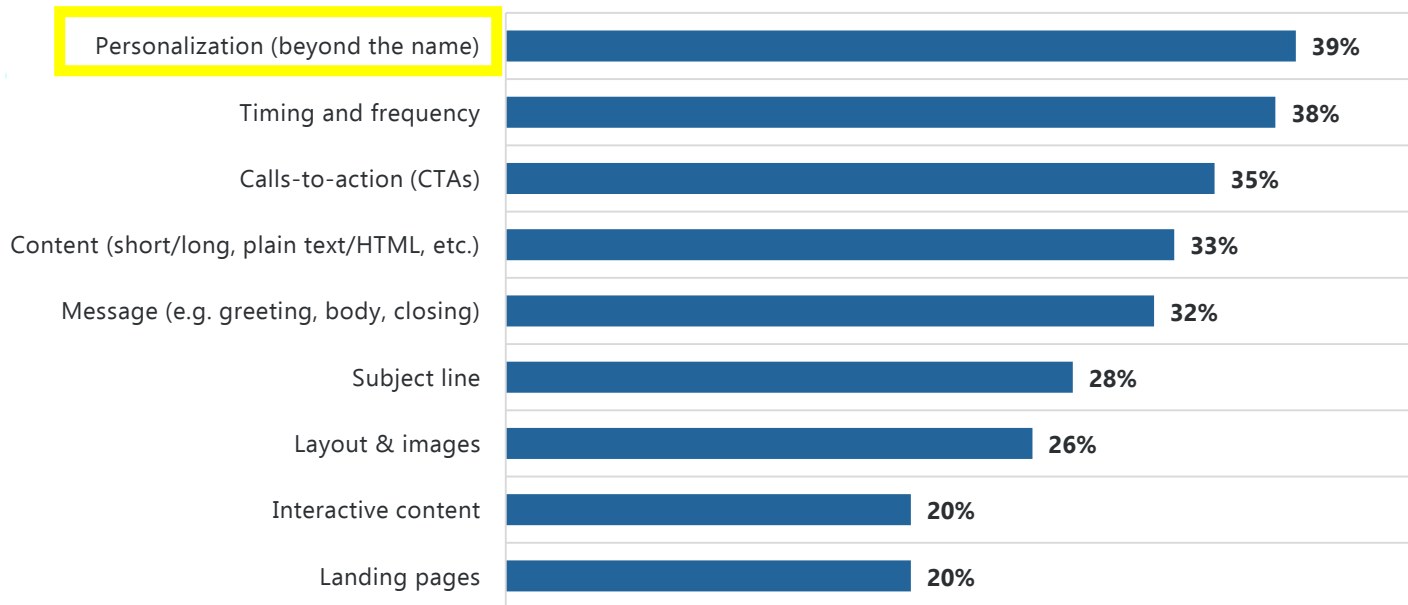
*Accurate data --->*
*Personalization*

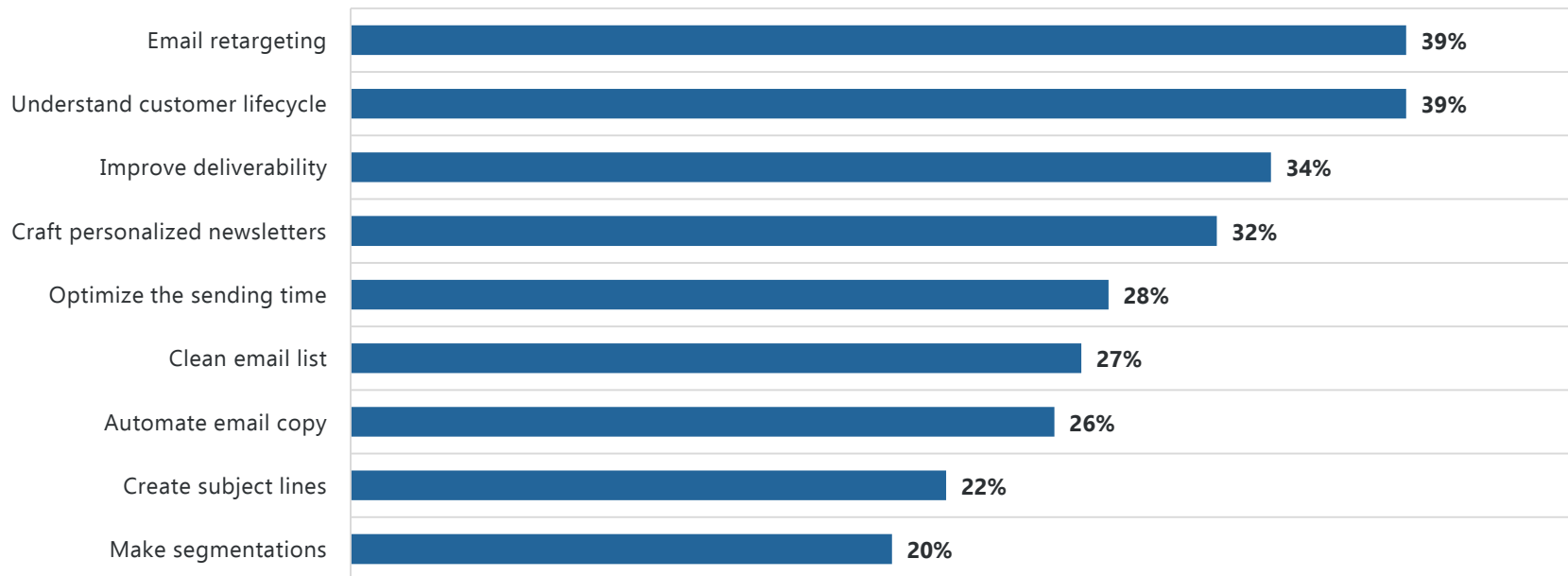*Personalization --->*
*Alignment to buyer needs*

*Effectively addressing*
*buyer needs --->*
*Campaign success*

| Test | % |
|---|---|
| Personalization (beyond the name) | 39% |
| Timing and frequency | 38% |
| Calls-to-action (CTAs) | 35% |
| Content (short/long, plain text/HTML, etc.) | 33% |
| Message (e.g. greeting, body, closing) | 32% |
| Subject line | 28% |
| Layout & images | 26% |
| Interactive content | 20% |
| Landing pages | 20% |

# Utilizing AI in Email Marketing

For enterprise marketers, utilizing AI in conjunction with email efforts is especially useful when it comes to email retargeting as well as understanding the customer lifecycle. Using AI to improve email deliverability is also a promising use case according to over one-third (34%) of enterprise marketers surveyed.

**What would be the most useful ways to use AI in email marketing?**

| Category | Percentage |
|---|---|
| Email retargeting | 39% |
| Understand customer lifecycle | 39% |
| Improve deliverability | 34% |
| Craft personalized newsletters | 32% |
| Optimize the sending time | 28% |
| Clean email list | 27% |
| Automate email copy | 26% |
| Create subject lines | 22% |
| Make segmentations | 20% |

# Most Effective KPIs

Which Key Performance Indicators (KPIs) will enterprise marketers be utilizing to measure performance in the year ahead? Click-Through-Rate (CTR), Return-on-Investment (ROI), and conversion rates top the list of most effective KPIs according to 46%, 42%, and 36% of enterprise marketers surveyed.
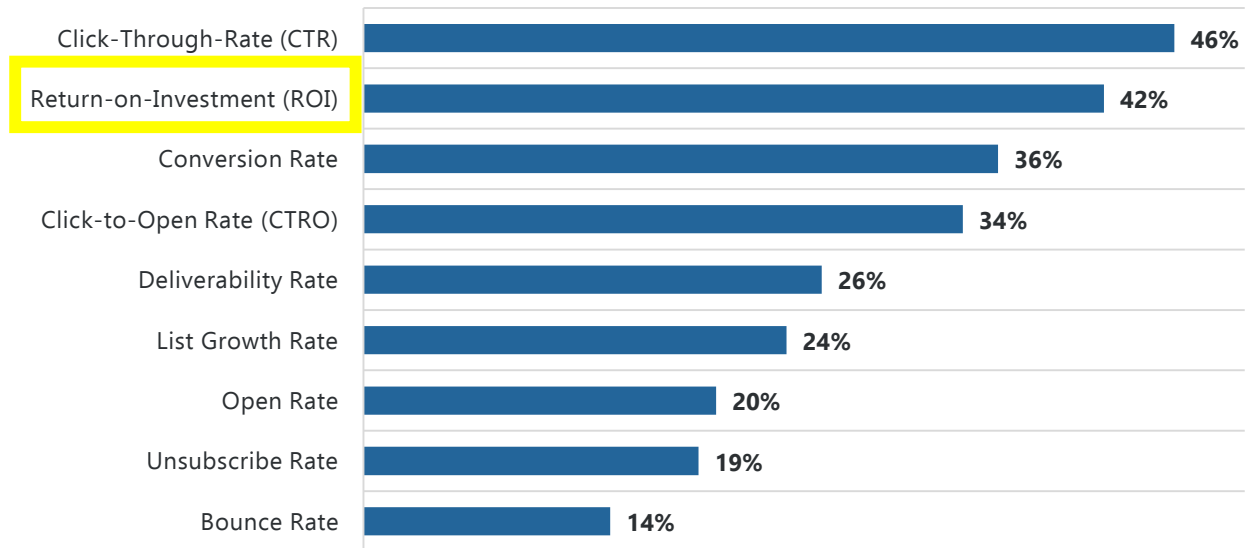
Similar to any other investment, ROI is the ultimate and final measure of a successful campaign. Every other metric, feeds into profitability at the margins. Download our eBook:
Five Best Practices for Using Email Marketing to Target SMBs: A 15 Minute Guide for Fortune 1000 Businesses and Executives

## Which KPIs will most effectively measure the performance of your email program in the year ahead?

| KPI | Percentage |
|-----|-----------|
| Click-Through-Rate (CTR) | 46% |
| Return-on-Investment (ROI) | 42% |
| Conversion Rate | 36% |
| Click-to-Open Rate (CTRO) | 34% |
| Deliverability Rate | 26% |
| List Growth Rate | 24% |
| Open Rate | 20% |
| Unsubscribe Rate | 19% |
| Bounce Rate | 14% |

# About the Research Partners

OMI maintains high-quality, accurate B2B contact data associated to 18 million businesses with full record data which are optimized and cleansed on a continuous basis. With over 15 years of new customer acquisition email campaigning expertise, we connect you with your most important decision-makers. [Learn more](#).

Marketing technology companies and digital marketing agencies trust Ascend2 to create credible, engaging research.  Ascend2 provides media-trusted original research backed by a custom strategy to build brand awareness, generate media coverage, and drive demand through the middle of the funnel.

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