

HOW HEALTHY IS YOUR EMAIL MARKETING

ROI?

Demand Metric partnered with **Return Path** on research to understand which email marketing tactics are in use, how effective they are, and what challenges exist.

The research effort also pursued an answer to the key question: **What separates high-performing email marketers from the rest of the pack?**

KEY FINDINGS

Only 6% of study participants report they are **not experiencing any email marketing challenges**.

Nearly three-quarters of respondents with above average open rates report using technology to preview email campaigns.

Study participants who report that their email marketing effectiveness is improving were **five times more likely to have specific email marketing objectives** in place.

Respondents who report below average open rates are five times more likely to report a **significant decline in revenue growth**.

Study participants who report above average open rates were **14 times more likely to report click rates above 15%, and 12 times more likely to report having a Sender Score of 95 or greater**.

They were also **more than 7 times more likely to report that their email marketing effectiveness is improving significantly**.

FOLLOW OUR 5 STEP ACTION PLAN

Document specific email marketing objectives

To increase the likelihood of email success, marketers are encouraged to have a clearly defined set of objectives. Once email marketing objectives are in place, select metrics that can be used to measure progress and monitor email results proactively.

Use a variety of email marketing tactics.

When it comes to email marketing, small changes can make a big difference. The best way to experiment with change is by using a variety of email marketing tactics, including testing and optimization.

Know your email marketing subscribers.

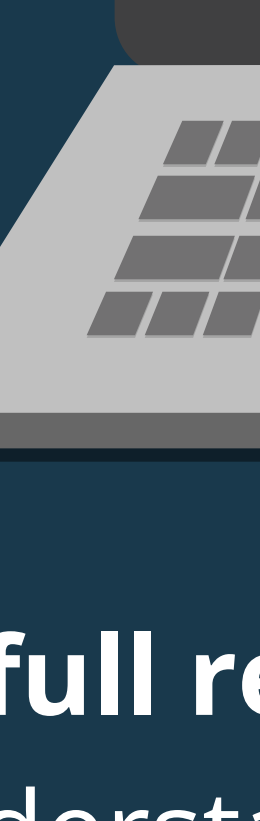
Get to know your email subscribers' preferences and leverage the data you capture to provide a more personalized experience.

Leverage email marketing technology.

Study participants who report above average open rates, revenue-growth, and improvement in email effectiveness are more likely to report the use of technology. High-performing email marketers are using data and insights from martech to improve their email results.

Pursue certification.

The best way to appear on a whitelist is through certification, which will also help to ensure that your email reaches the inbox.



Is your **email marketing optimized for maximum opportunity?**

Get the **full report** for a **best practice** blueprint on understanding **insights and data** useful for **comparison, planning, and improving email marketing effectiveness**.