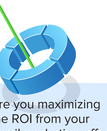
THE STATE OF

# Email Marketing 2019



Are you maximizing the ROI from your email marketing effort?

**Email remains one of the most important marketing channels.**

Our recent studies confirm that it ranks high on the list of best ways to reach certain groups, such as sales and marketing and technical audiences.

Demand Metric and Return Path by Validity continue to partner to understand **which email tactics marketers are using, how well they are working, and what challenges prevent greater success with email.**

This most recent edition of this research continues to pursue answers to the key question:

**What separates high-performing email marketers from the rest of the pack?**

## Key Findings

The top email marketing objectives are **communicating with customers (74 percent), building brand awareness (64 percent), and communicating with prospects (63 percent).**

Over one-third of study participants **(37 percent)** report that **email marketing effectiveness is increasing.**

Firms that report increasing email marketing effectiveness **are more likely to also report annual revenue growth.**

The biggest email marketing challenge is competition for attention in the inbox (45 percent). **Email deliverability ranked third on the list of challenges and saw a 12 percent increase compared to the 2018 study.**

Email personalization was the **top email marketing tactic** in use **(72 percent), a slight increase from the 2018 study.**

One-third of study participants have no formal **subject-line optimization process.**

Are you looking to take your email marketing to the next level?

Although the full report has detailed findings and all of the recommendations, here are 3 of those recommendations to get you started:

1

**Use the right tactics.** Email deliverability optimization, A/B testing, and reactivation campaigns were particularly strong at driving more opens.

2

**Maintain your list.** This study shows that honoring "opt out" requests, adding new email addresses organically, and removing bounced email addresses are the maintenance actions that have the greatest influence on open rates.

3

**Optimize your subject lines.** Looking at past campaign performance and learning from it was the single practice having the biggest impact on open rates.

**Download the full report today,** with detailed charts, and all of the recommendations, to fully discover the ways you can maximize your email marketing strategy today!

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