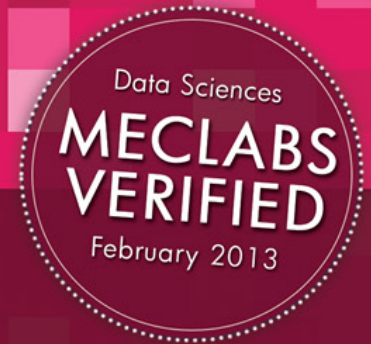$445

Data Sciences
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February 2013

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BENCHMARK REPORT

2013 EMAIL MARKETING

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Detailed charts on responses from 1,095 marketers...

Page 16   Email produces ROI which affects budgets
Page 18   Marketers are tracking the standard metrics but may be overlooking some important ones
Page 21   Marketers are integrating email into channels but mobile is presenting a problem

Marketing Sherpa's Email Marketing Benchmarking Report

Vocus believes in the power of email marketing to engage and retain customers and prospects. As email marketing continues to mature, however, the competition for attention in already-crowded inboxes is increasing.

To improve effectiveness and audience engagement, marketers should take a special interest in the metrics that track the success of their email marketing campaigns. Comparing your performance to industry benchmarks is also a best practice in email marketing effectiveness.

This **Marketing Sherpa Benchmarking Report** will give you the tactics, benchmarks and in-depth analysis you need to improve your email marketing performance for a higher ROI.

Marketing success today means creating and sharing content through email, search, social, and publicity. Vocus is here to help you deliver. We wish you every marketing success.

Enjoy!

The Vocus Team

2013 Email Marketing Benchmark Report

- The volume and reach of email being sent
- Cultural, technical and regulatory factors that will affect email marketers in the coming year
- The changing perceptions of email marketing in organizations
- The ROI of email as a marketing channel
- Email's role in, and share of, marketing budgets for 2013
- The primary email goals and challenges facing marketers in the coming year
- Marketers' involvement with tracking, analyzing and/or reporting email metrics
- The types of email marketing metrics tracked by surveyed organizations
- Average rates for selected email marketing metrics
- The types of automated email messages deployed by organizations
- Email list growth trends from 2012
- Expected email list growth tactics for 2013
- The difficulty and effectiveness for various list growth tactics
- Tactics used to increase and improve email engagement and deliverability
- The effectiveness of different email send times
- Other marketing channels integrated into email programs
- Customers' mobile email adoption
- Email optimization techniques and testing practices

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2013 Email Marketing Benchmark Report

Use this data to gain approval, win clients, and help fellow marketers

At MarketingSherpa, our goal is to give marketers the instructions, statistics, and inspiration to improve their results. To that end, you are free to share any five (5) charts from this book in presentations to clients, business leadership, and at events as well as in blog posts, videos and other public and private venues, without written permission, as long as you attribute MarketingSherpa and link to MarketingSherpa.com (where applicable).

However, if you would like to use more than five charts, please request written permission from the publisher at research@meclabs.com or (877) 895-1717. Outside the U.S. and Canada, please call (401) 383-3131.

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2013 Email Marketing Benchmark Report

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Dear Marketer,

Is email marketing more (or less) effective than social media? How often should I send an email to my prospects? What tactics are working for email list growth? How should I be segmenting my email lists? What are the most effective strategies for email copy?

These are just few of the questions addressed in the new *2013 Email Marketing Benchmark Report*. Some of the most compelling findings may surprise you:

• Email produces ROI, which is affecting budgets

• Marketers are tracking the standard email metrics but they may be overlooking some important ones

• Marketers are integrating email with other channels but mobile is presenting a problem

In this 209-page report, our researchers have distilled the most essential insights from more than 1,095 surveys with companies from all over the world. There are 143 charts in total – all of which are designed to arm you with precisely what you need to run successful email marketing campaigns.

We have tried to cover the most pressing questions facing email marketing in 2013. However, we know that there is always more to learn and discover. As you read this book, I would love to hear your suggestions for our next edition. Please send us your thoughts.

Together, we can keep expanding our knowledge of this essential digital medium.

Thank you for your trust,
Flint McGlaughlin

P.S. For me, some of the most compelling findings are on pages 16, 18, and 21.

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Email Marketing Benchmark Report

EXECUTIVE SUMMARY

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2013 Email Marketing Benchmark Report

Welcome to the *2013 Email Marketing Benchmark Report*. Inside, you will find the latest, most thorough collection of email marketing data and insights we've offered to date.

As has been discussed numerous times in MarketingSherpa articles, blog posts, Special Reports and Benchmark Reports, email is a venerable tactic that is often dismissed as being too rudimentary for today's focus on real-time information. Yet, email continues to endure, and even thrive, under such scrutiny, continually proving its worth through **better delivery practices, more advanced design, and strategic integration with other channels**.

With the growth of HTML-5 video email, more sophisticated triggered sends, and better email implementation into mobile platforms, **this "tried and true" tactic is not only surviving, but evolving to serve marketers' needs**.

We are excited to bring you MarketingSherpa's annual email benchmark study in our new, streamlined PowerPoint presentation format. For those who have not yet experienced these changes in our publications, our goal is to allow you to take these slides and use them for your own email marketing efforts, **adapt these findings to your own planning, and make the best possible decisions for *your* needs**.

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2013 Email Marketing Benchmark Report

Additionally, as has become standard in our publications, we have included questions asked by our authors when viewing these charts. We encourage you to answer these questions when reviewing the data, and ask your own in public forums, to broaden the scope of this research, and to better learn from your peers.

We hope you find this streamlined delivery more helpful for your email marketing in the months and years to come. As always, we look forward to hearing about your success.

Best,
The MarketingSherpa Team

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Email is no longer limited to computers and workstations

What new developments will affect your email marketing program in the next 12 months? Please select all that apply.

Development	%
Pervasiveness of mobile smartphones and tablets	**58%**
Social media	**57%**
Use of engagement metrics by webmail clients to deliver and place messages in users' inboxes	**40%**
Location-based marketing	**29%**
Modifications to privacy policy regulations	**20%**
Gamification of marketing programs	**10%**
Cyber attacks on corporate and ESP subscriber databases	**5%**
Other	**6%**

TAKEAWAY #1

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Email produces ROI, which is affecting budgets

Which statement best describes your organization's perception of email marketing's ROI (return on investment) at budget time?

Email marketing is producing a ROI	**60%**
Email marketing will eventually produce a ROI	**32%**
Email marketing is unlikely to produce a ROI	**4%**
Other - Write a response below	**3%**

TAKEAWAY #2

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Email produces ROI, which is affecting budgets

Which statement best describes your organization's perception of email marketing's ROI (return on investment) at budget time?

	Not applicable or don't know	Percentage will decrease	Percentage will not change	Percentage will increase
Email marketing	4%	2%	30%	64%
Website	5%	2%	24%	69%
Social media marketing	10%	3%	24%	63%
SEO/paid search/Google Adwords	12%	4%	26%	58%
Online display ads	16%	6%	27%	51%
Live events/tradeshows	23%	12%	39%	26%
Mobile marketing	25%	2%	26%	48%
Direct mail	26%	15%	33%	25%
Print ads	29%	24%	35%	12%
Teleprospecting	46%	7%	29%	17%
Place-based advertising	58%	12%	23%	6%
Television/Radio ads	59%	11%	23%	7%
Product placement	70%	6%	19%	4%

■ Not applicable or don't know   ■ Percentage will decrease   ■ Percentage will not change   ■ Percentage will increase

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Marketers are tracking the standard email metrics… but they may be overlooking some important ones

Are you involved with tracking, analyzing or reporting on email metrics for your organization?

17% No

83% Yes

TAKEAWAY #3

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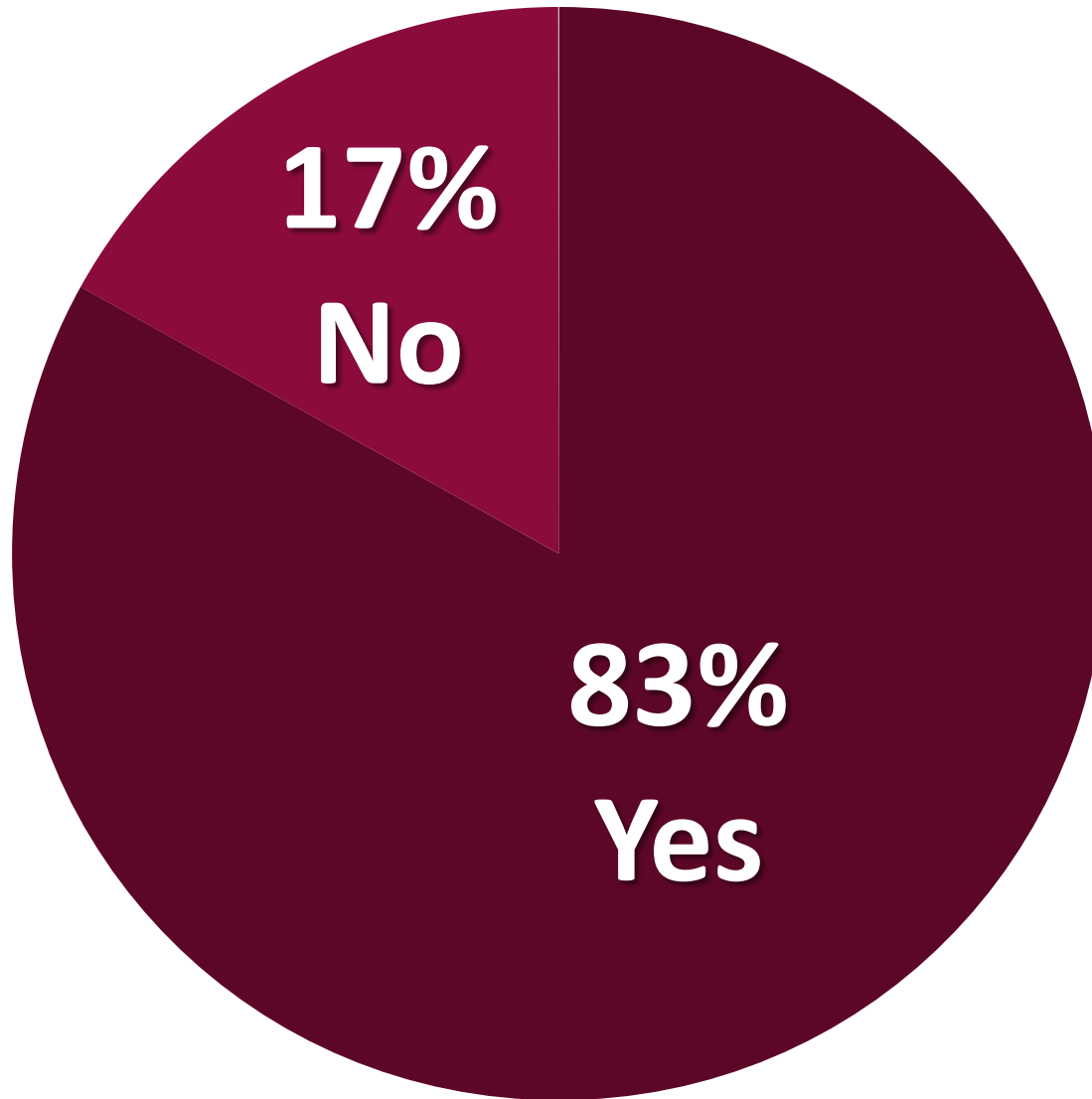
Email lists are growing, albeit slowly… and difficulty of list growth tactics may be the culprit

Which statement best describes your organization's email list growth trend for the past 12 months?

Very positive, our list is rapidly growing	**17%**
Somewhat positive, our list is slowly growing	**50%**
Neutral, the gains balance out the losses	**26%**
Somewhat negative, our list is slowly shrinking	**6%**
Very negative, our list is rapidly shrinking	**1%**

TAKEAWAY #4

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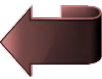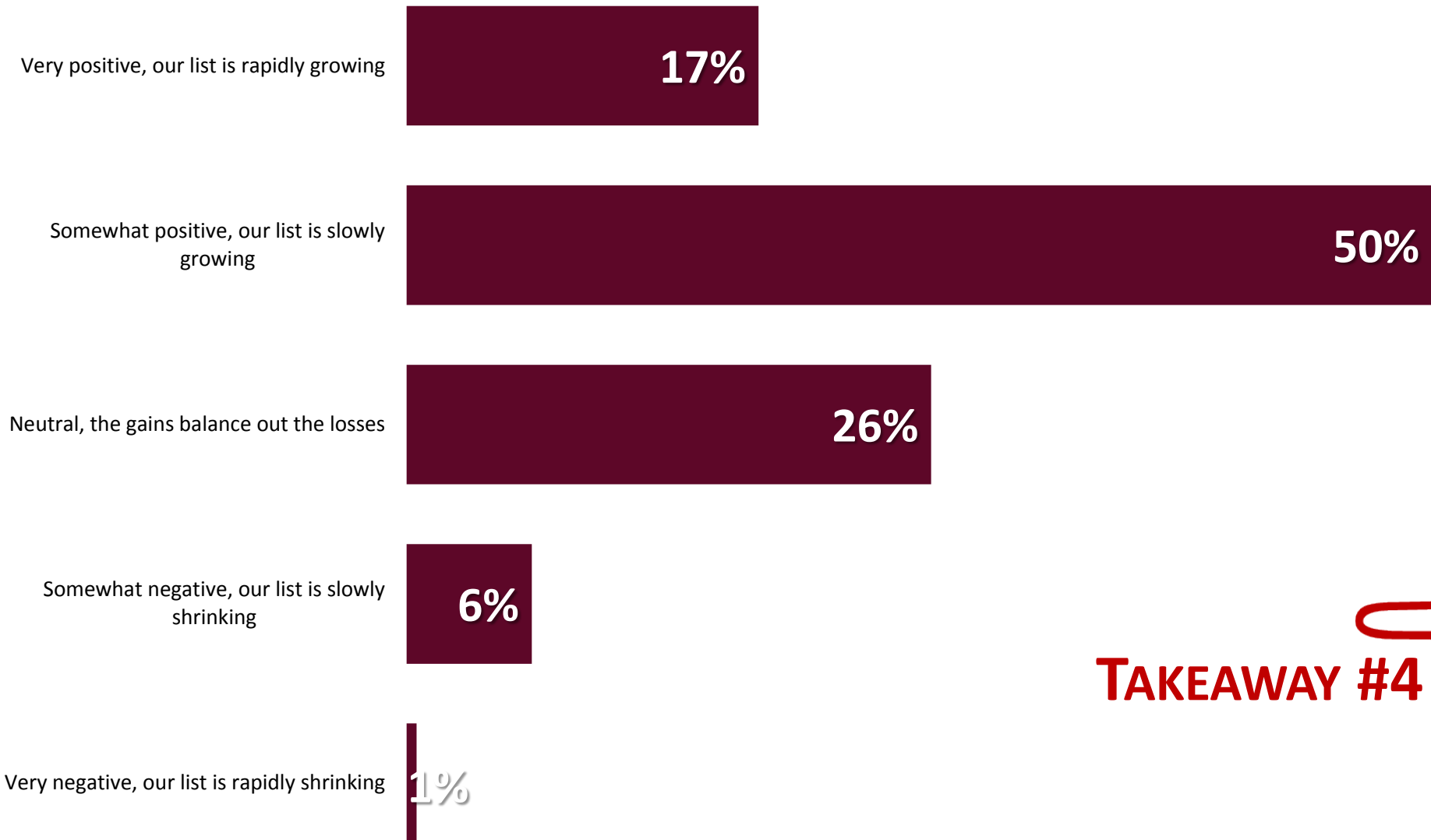
Email lists are growing, albeit slowly... and difficulty of list growth tactics may be the culprit

Please indicate the degree of DIFFICULTY (time, effort and expense) for each of the email list growth tactics your organization is using.

Tactic	Very easy	Somewhat easy	Somewhat difficult	Very difficult
Website registration page	45%	40%	13%	3%
Social media sharing buttons in email	49%	37%	12%	3%
Offline events	19%	6%	40%	35%
Registration during purchase	50%	2%	40%	9%
Online events	28%	3%	41%	29%
Facebook registration page	29%	45%	24%	2%
Email to a friend	58%	5%	27%	9%
Paid search	16%	4%	44%	36%
Blog registration page	48%	36%	12%	4%
Co-registration programs	15%	9%	28%	49%

■ Very easy　■ Somewhat easy　■ Somewhat difficult　■ Very difficult

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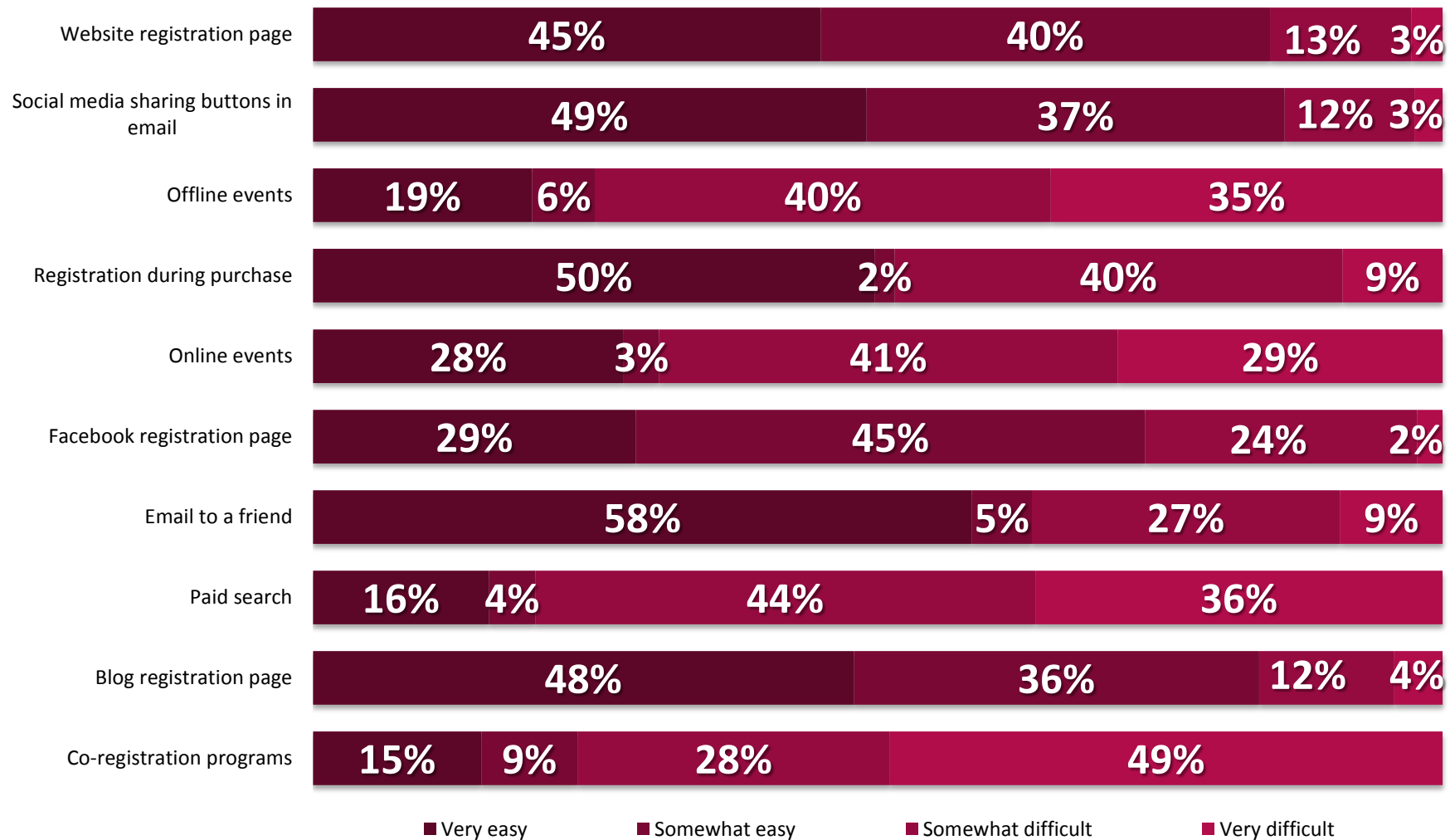
Marketers are integrating email with other channels… but mobile is presenting a problem

Which marketing channels does your organization integrate with your email program?
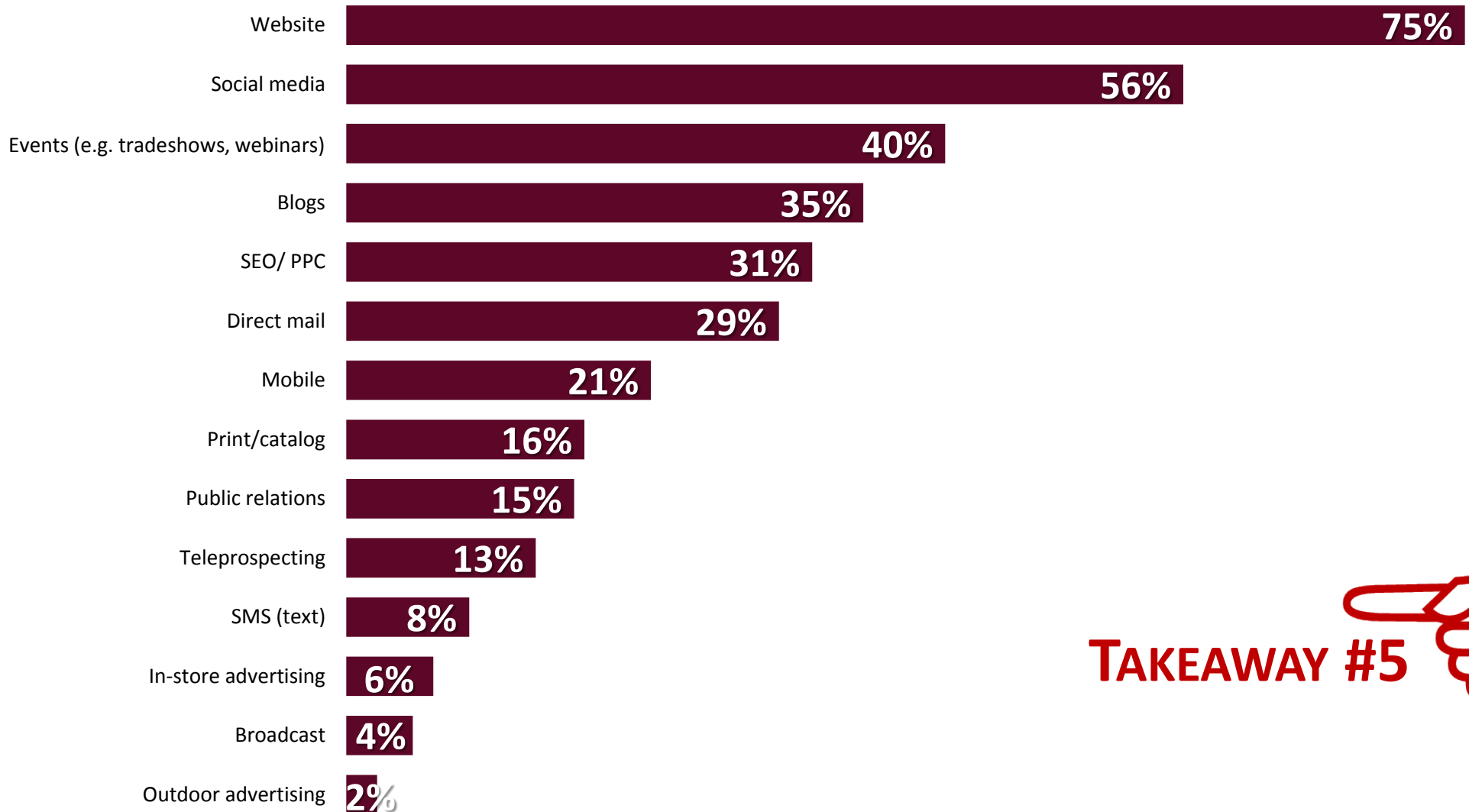
Channel	Percentage
Website	75%
Social media	56%
Events (e.g. tradeshows, webinars)	40%
Blogs	35%
SEO/ PPC	31%
Direct mail	29%
Mobile	21%
Print/catalog	16%
Public relations	15%
Teleprospecting	13%
SMS (text)	8%
In-store advertising	6%
Broadcast	4%
Outdoor advertising	2%

TAKEAWAY #5

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Marketers are integrating email with other channels... but mobile is presenting a problem

Are you designing your emails to render differently on mobile devices?

Yes
42%

No
58%

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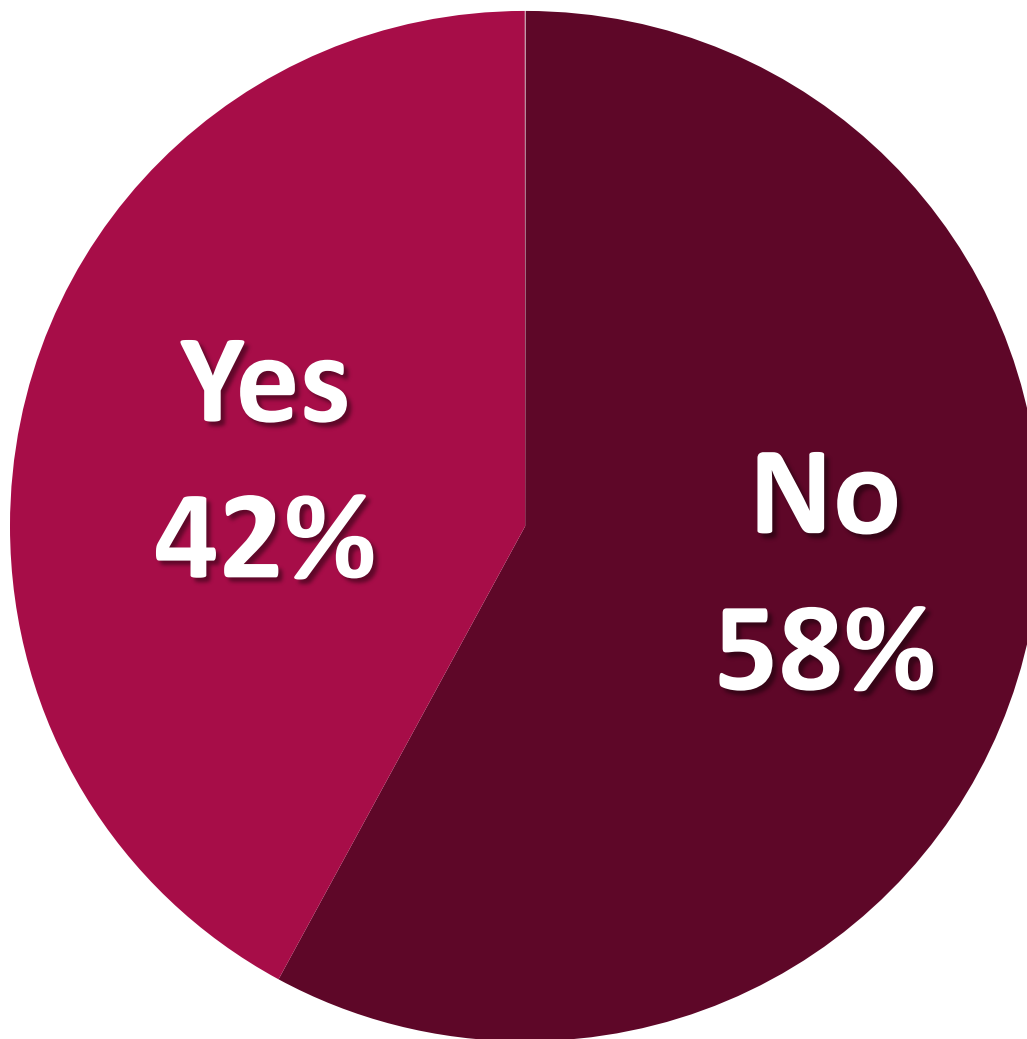
Email Marketing Benchmark Report

CHAPTER 1
THE MARKET

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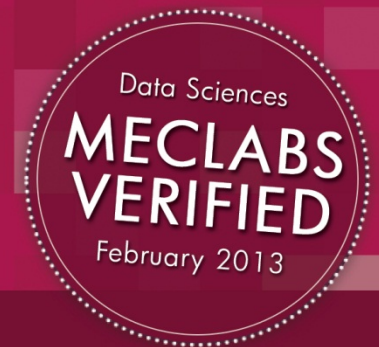
The Market: Points to Consider

Email marketing may have lost its "luster" thanks to the real-time immediacy of social media, or the ease of use offered by inbound content tactics. But, the data culled from the 2013 Email Marketing Benchmark Survey highlight just how important email is to marketers' overall strategies for 2013.

As we learned, **marketers are not only focusing strongly on email, but are continuing to learn more about the channel, expand upon their email goals, and allocate more resources to email efforts for 2013 and beyond**.

The 1,095 professional marketers who responded to this year's Email Marketing Benchmark Survey helped us determine the following:

- The volume and reach of email being sent, by industry and organization size
- Cultural, technical and regulatory factors that will affect email marketers in the coming year
- The changing perceptions of email marketing in organizations
- The ROI of email as a marketing channel
- Email's role in, and share of, marketing budgets for 2013
- The primary email goals and challenges facing marketers in the coming year

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The Market: Points to Consider

HOW MUCH EMAIL ARE MARKETERS SENDING?

When asked about email send volume, 40% of surveyed marketers indicated their organizations sent between 1-9,999 emails per month (Chart 1.1). Another 12% reported they were sending between 1,000,000-9,999,999 emails per month, and 7% reported sending more than 10 million.

Unsurprisingly, larger organizations (more than 100 employees) reported sending more emails than their smaller counterparts, with 27% indicating they send between 100,000-999,999 emails per month, and another 18% delivering between one million and 10 million messages in that same timeframe (Chart 1.11).

Even with a channel as mature as email, **marketers are still somewhat divided about the best way to use it to engage customers**. When asked about their email objectives for the coming year, one respondent said, "Continuing the revamp of our email marketing program. We've taken it a long way, from sending out blindly to a large, unsegmented list, to segmenting based on user-action/behavior/sales process. We're continuing to test and improve upon the advances we've made."

Another anonymous respondent seemed more concerned with driving list growth, writing that the company's goal was to, "Get more people to know our products and to our website. Get them to fill out a form (more detailed info on them) and request additional information."

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The Market: Points to Consider

Points to Consider

How many emails does your organization send per month, and what are the greatest influences on your email volume? Have you found that larger distribution has benefited your efforts? How has email volume affected your unsubscribe and deliverability rates? Do you anticipate an increase or decrease in your send volume in the coming year? How much pressure do you get from others in your organization (i.e., outside of Marketing) about your email marketing policies or practices?

WHAT NEW DEVELOPMENTS WILL AFFECT EMAIL MARKETERS IN 2013?

As most of us have recognized by now, **email is no longer limited to computers or workstations**. With the continued rise in the use of mobile devices as primary email clients, is it any surprise that the pervasiveness of mobile devices was foremost in marketers' minds (58%) for 2013

([Chart 1.15](#))?

Regarding mobile marketing, one respondent said, "All of our **email designs and strategies will need to be revamped for mobile compatibility**. We are also launching new mobile campaigns in conjunction with our mobile websites and apps."

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The Market: Points to Consider

Social media and webmail engagement metrics were expected to be similarly important, with 57% and 40% of respondents citing these factors, respectively. Notably, **there were several business sectors that saw social media as having the most potential impact on their future email success**.

In the education, association or nonprofit categories, 71% of respondents cited social media as the top factor (Chart 1.16); 60% of media or publishing marketers (Chart 1.19) 55% of software or SaaS marketers (Chart 1.21) and 52% of technology equipment or hardware marketers (Chart 1.22) felt similarly.

One anonymous surveyed marketer said, "Social media is my primary communication tool, and the main way I engage with consumers. **Changes in the social media world will affect who I target and how I target them when it comes to my email campaigns**. It's also important to be able to share the emails when sent."

Also notable is the relatively low number of marketers who indicated privacy and safety concerns as an impactful development. **Of the 1,095 marketers surveyed, just 20% cited "modifications to privacy policy regulations" as a key concern for the coming year**, while even fewer (5%) thought "Cyber attacks on corporate and ESP subscriber databases" would be a core concern (Chart 1.15).

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The Market: Points to Consider

Interestingly, the only two industry sub-categories that varied significantly from these figures were "Manufacturing, Construction or Packaged Goods," for whom they were of somewhat greater concern, and "Retail, E-commerce or Wholesale Distribution," for whom they were significantly lower, with just 1% of respondents citing "Cyber attacks…" as an important development.

Points to Consider

Has consideration of mobile factors affected the way you design your email messages, and the campaigns behind them? How about social media integration with email? Given the relative immaturity of both social and mobile as email marketing factors, are you concerned about differences in the levels of safety and privacy protection of these email client platforms?

HOW WELL IS EMAIL MARKETING PRODUCING ROI, AND IS IT AFFECTING BUDGETS?

Overwhelmingly, **respondents believe email marketing is perceived by their organizations as a producer of strong ROI**, with 60% indicating so, while just 4% believe email is "unlikely" to do so (Chart 1.24).

In fact, when asked to estimate their email programs' return on investment, our surveyed marketers claimed an average ROI of 119% (Chart 1.29), with B2B and/or B2G marketers claiming the highest return at 127% (Chart 1.29).

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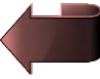
The Market: Points to Consider

A notable disparity was found when breaking down this data by overall email volume. According to our respondents, **organizations that sent more than 100,000 emails per month estimated a 94% average ROI, while those who sent fewer than 100,000 messages per month averaged 139%** (Chart 1.29).

When we asked respondents how they believed budget allocations would shift for 2013, 64% indicated their organizations' investment in email marketing was expected to increase. While more marketers cited the website as a focal point for increased spend (69%), more marketers planned to increase spending on email than on search (58%) or online advertising (51%) (Chart 1.30).

Points to Consider

Have you experienced ROI for your email spends similar to these? To what would you attribute any substantial differences? Have you noticed any discernible patterns of ROI that you'd attribute mostly to the number of messages sent?

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The Market: Points to Consider

WHAT ARE MARKETERS' GOALS – AND BARRIERS – FOR SUCCESSFUL EMAIL MARKETING IN 2013?

As a collective group, our respondents indicated a wide, fairly evenly distributed range of goals for their upcoming email programs. When asked which goals their organizations want to achieve through email marketing in the next 12 months, no one category was selected by more than 67%, and no fewer than 38%, by our surveyed marketers.

In fact, the top three selections – "Deliver highly relevant content," "Drive additional traffic to our website," and "Increase sales conversion and/or revenue" – were chosen by two-thirds (67%) of our respondents (Chart 1.39).

When analyzed by category, many of the goals selected were unsurprising, as B2C marketers were most focused on increasing sales conversion (73%), growing and retaining subscribers (71%) and driving additional traffic to their websites (70%) (Chart 1.40).

Their B2B and/or B2G counterparts were most focused on relevant content delivery (68%) and lead generation (67%). Prospect nurturing and brand awareness (62% each) were also commonly cited goals (Chart 1.41).

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The Market: Points to Consider

To this end, one surveyed marketer stated a key goal to be, "Accelerate the sales readiness of leads while engaging with the leads on behalf of the lead owner. This way the relationship is already established and the email touches can focus on sending information to the lead as a 'trusted adviser' to move them through the buyer's journey."

It's interesting, in that context, that "qualify leads" was selected as a primary goal for 2013 by only 47% of respondents from the B2B and/or B2G category (Chart 1.41).

What is the greatest challenge professional marketers currently face in achieving their goals? By far (11%; the greatest margin between two adjacent), **"Inadequate staffing resources and expertise" was the biggest barrier to success cited by surveyed marketers (52%)** (Chart 1.43).

Interestingly, this was a concern for a greater percentage of marketers from organizations with more than 100 employees (59%) than those with 100 or fewer employees (47%) (Chart 1.47).

The barrier to success that ranked second only to inadequate staffing and resources overall was "Difficulty merging email data with other systems" (42%) (Chart 1.43).

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The Market: Points to Consider

In Chapter 4 - The Medium, we'll unpack this issue further by exploring the nature and magnitude of difficulties with instrumentation and technology.

Sometimes, **even if you do have the resources, it appears problems can still arise from a lack of understanding**, as illustrated by this comment: "My biggest challenge is dealing with fellow employees. They all want to email lists of thousands without any regard for consequences when you email that many people without having any prior relationship with them. **Education is important moving forward**."

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Chart 1.1 Volume of emails sent in average month

What volume of emails does your organization send in the average month?

Volume	Percentage
1 - 9,999	40%
10,000 - 99,999	21%
100,000 - 999,999	20%
1,000,000 - 9,999,999	12%
More than 10 million	7%

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Chart 1.2 Volume of emails sent in average month

What volume of emails does your organization send in the average month?

1 - 9,999	**54%**
10,000 - 99,999	**25%**
100,000 - 999,999	**15%**
1,000,000 - 9,999,999	**6%**

Manufacturing or Packaged Goods

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N=72

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Chart 1.3 Volume of emails sent in average month

What volume of emails does your organization send in the average month?

Volume	Percentage
1 - 9,999	**49%**
10,000 - 99,999	**22%**
100,000 - 999,999	**15%**
1,000,000 - 9,999,999	**9%**
More than 10 million	**5%**

Marketing Agency or Consultancy

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Chart 1.4 Volume of emails sent in average month

What volume of emails does your organization send in the average month?

Volume	Percentage
1 - 9,999	26%
10,000 - 99,999	15%
100,000 - 999,999	24%
1,000,000 - 9,999,999	20%
More than 10 million	16%

Media or Publishing online or offline

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N=82

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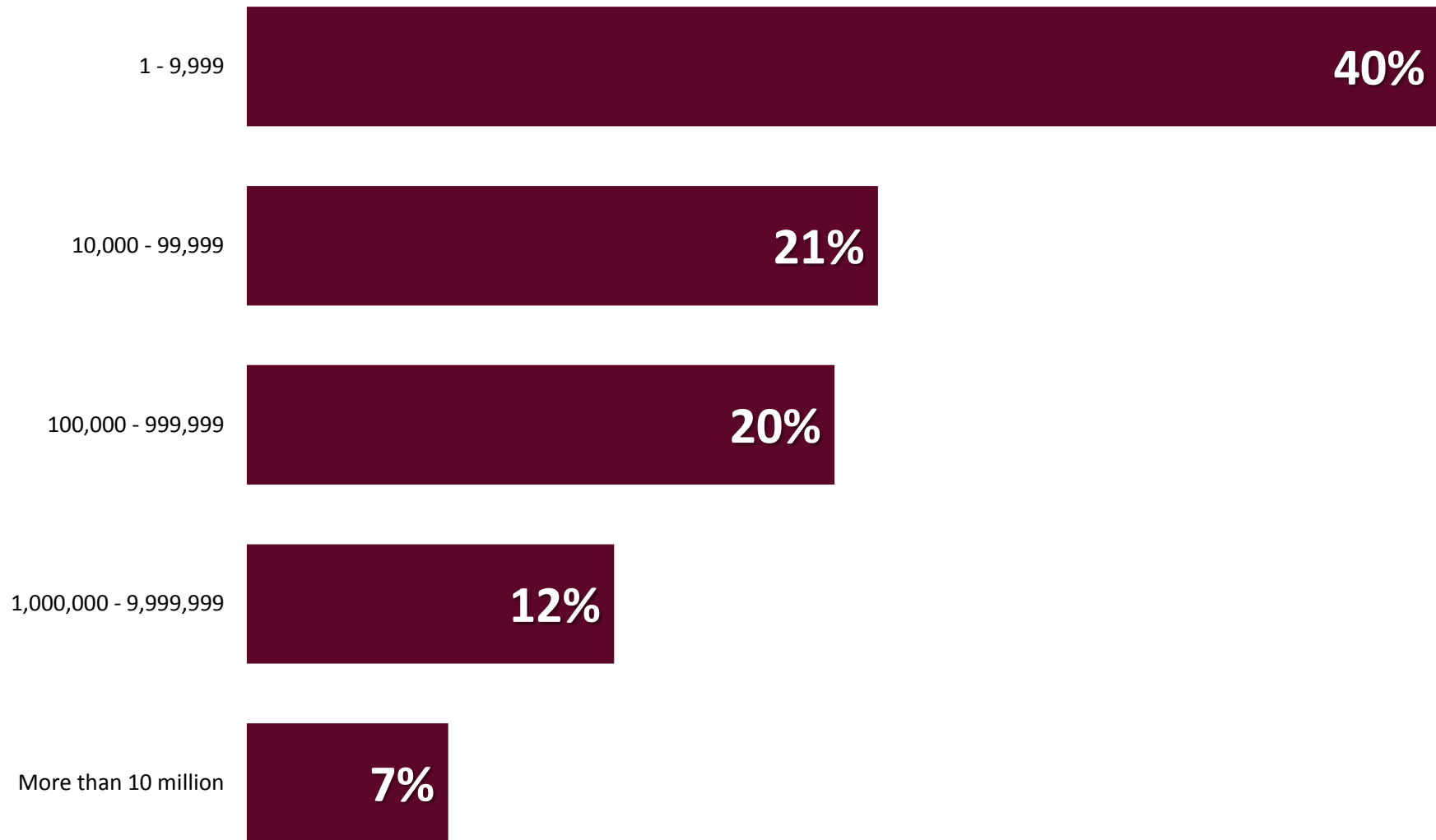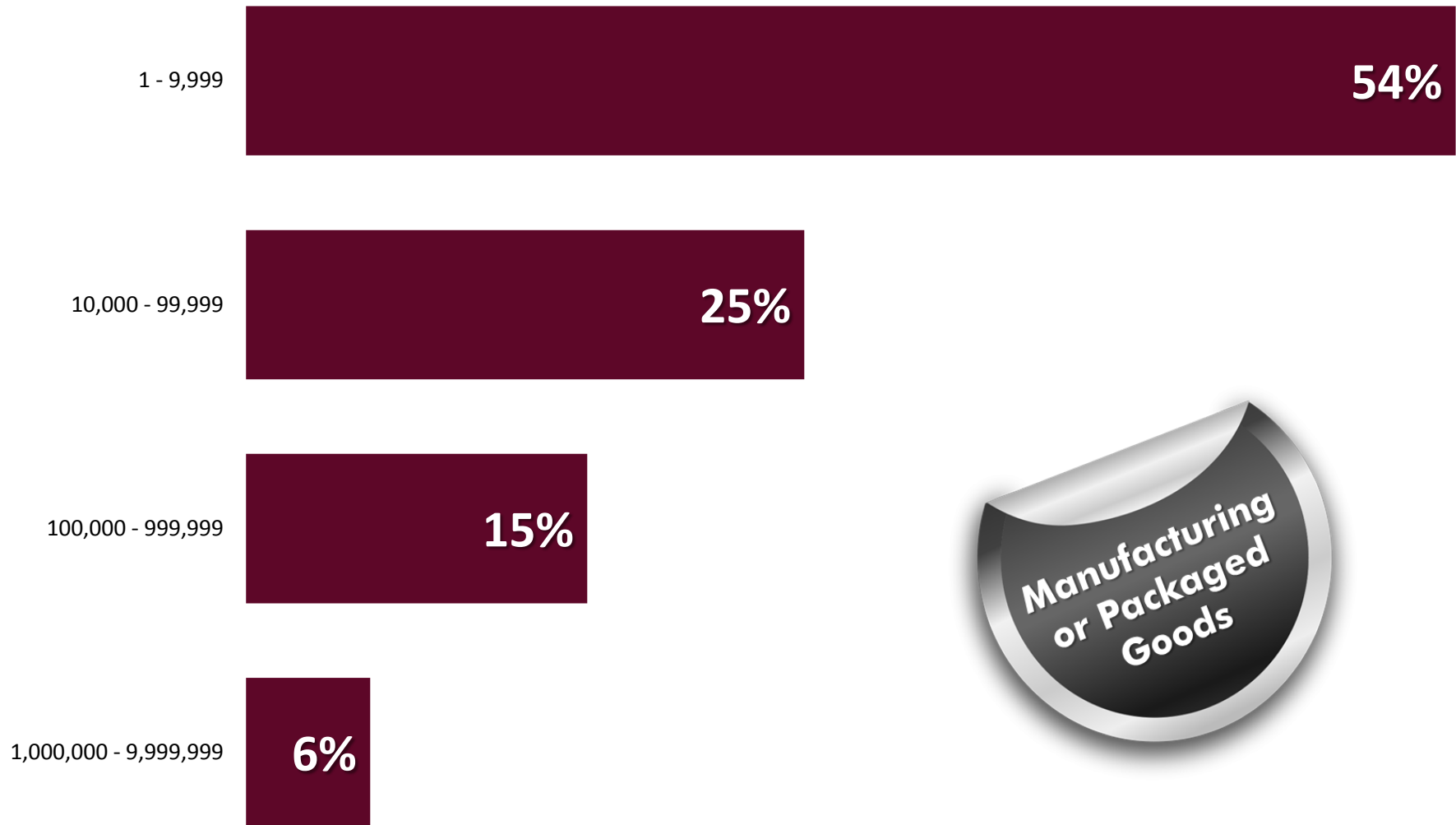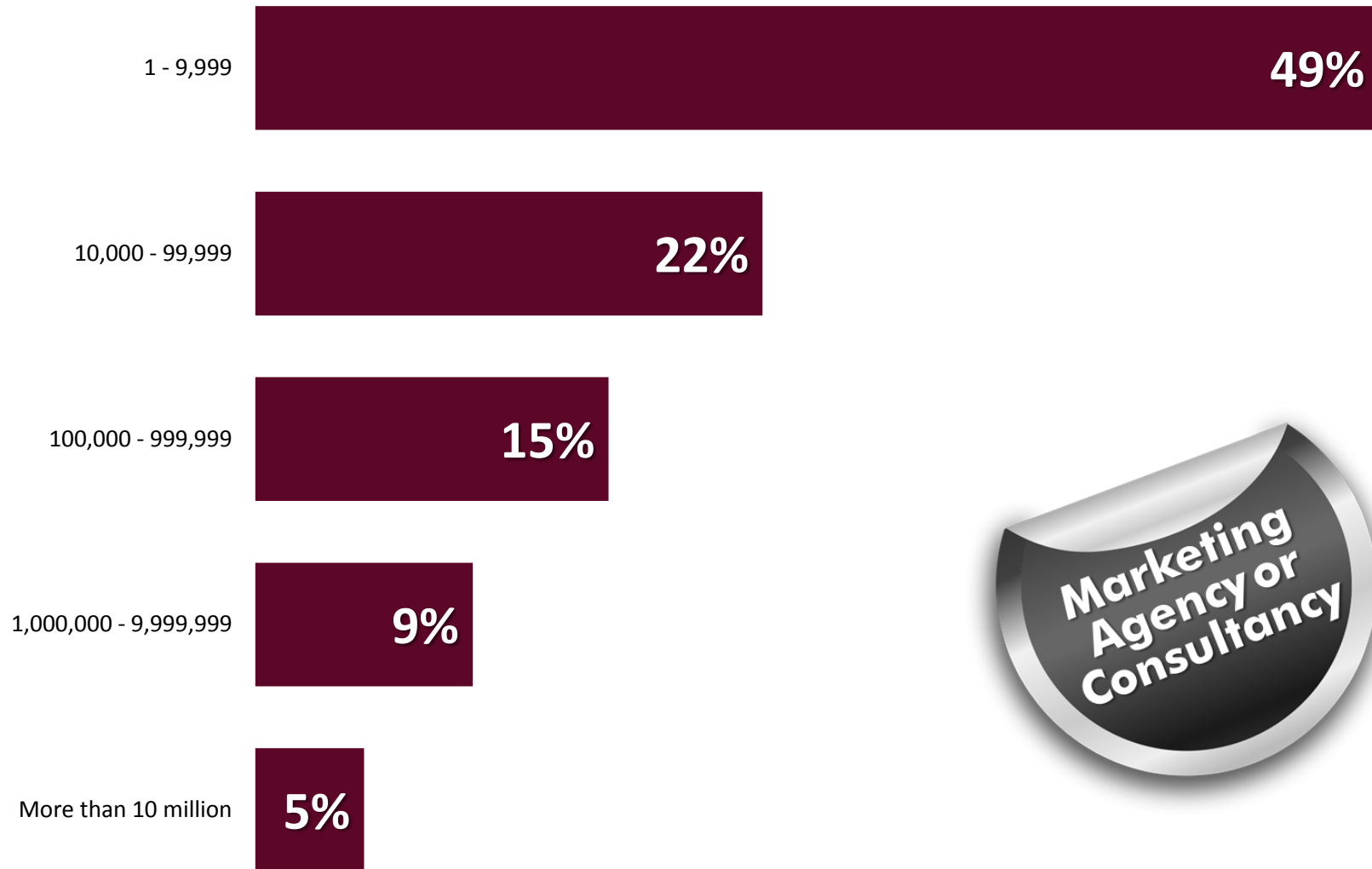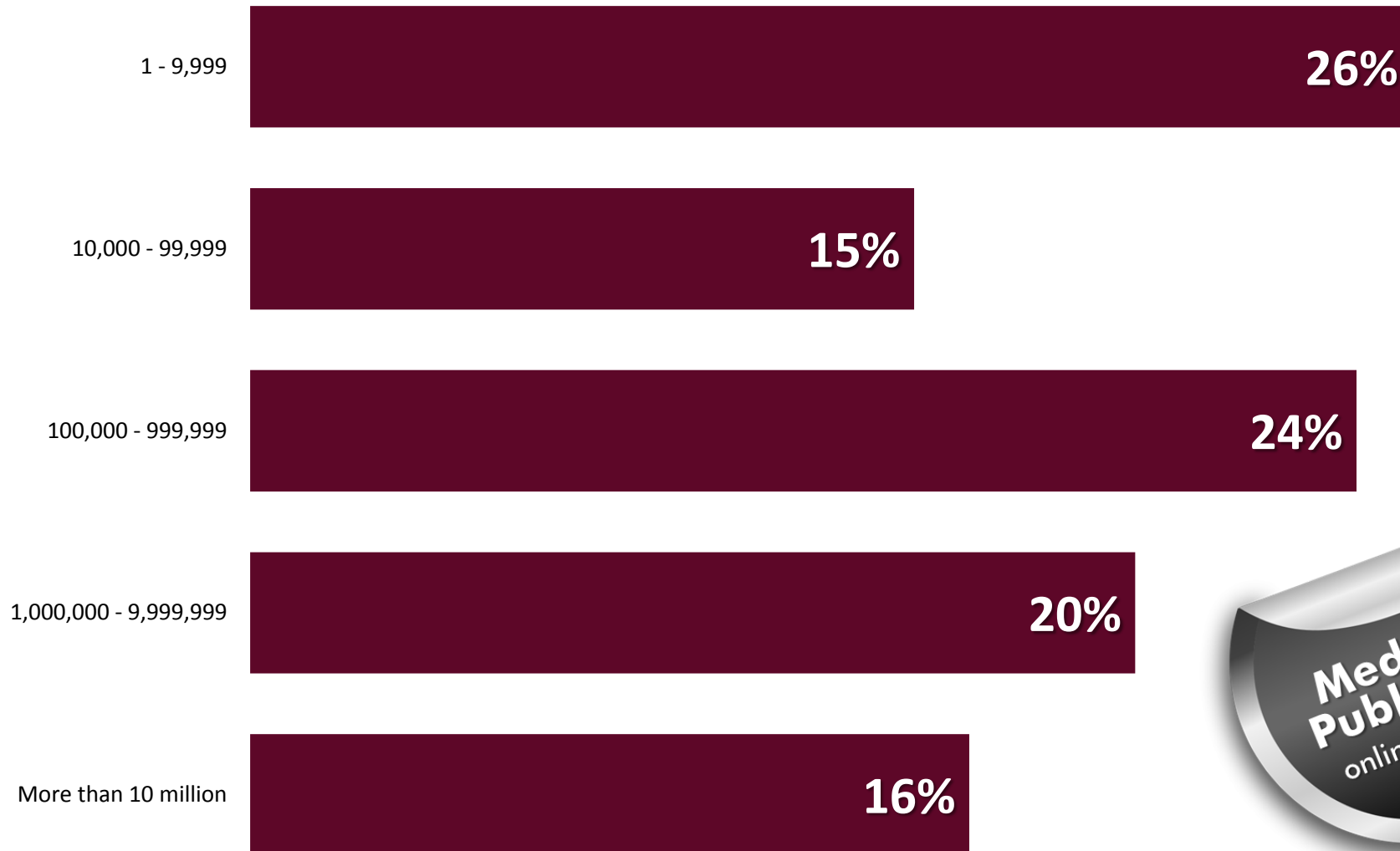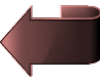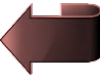
Chart 1.5 Volume of emails sent in average month

What volume of emails does your organization send in the average month?

Category	Percentage
1 - 9,999	42%
10,000 - 99,999	29%
100,000 - 999,999	24%
1,000,000 - 9,999,999	4%
More than 10 million	1%

Non-Profit and Education

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N=97

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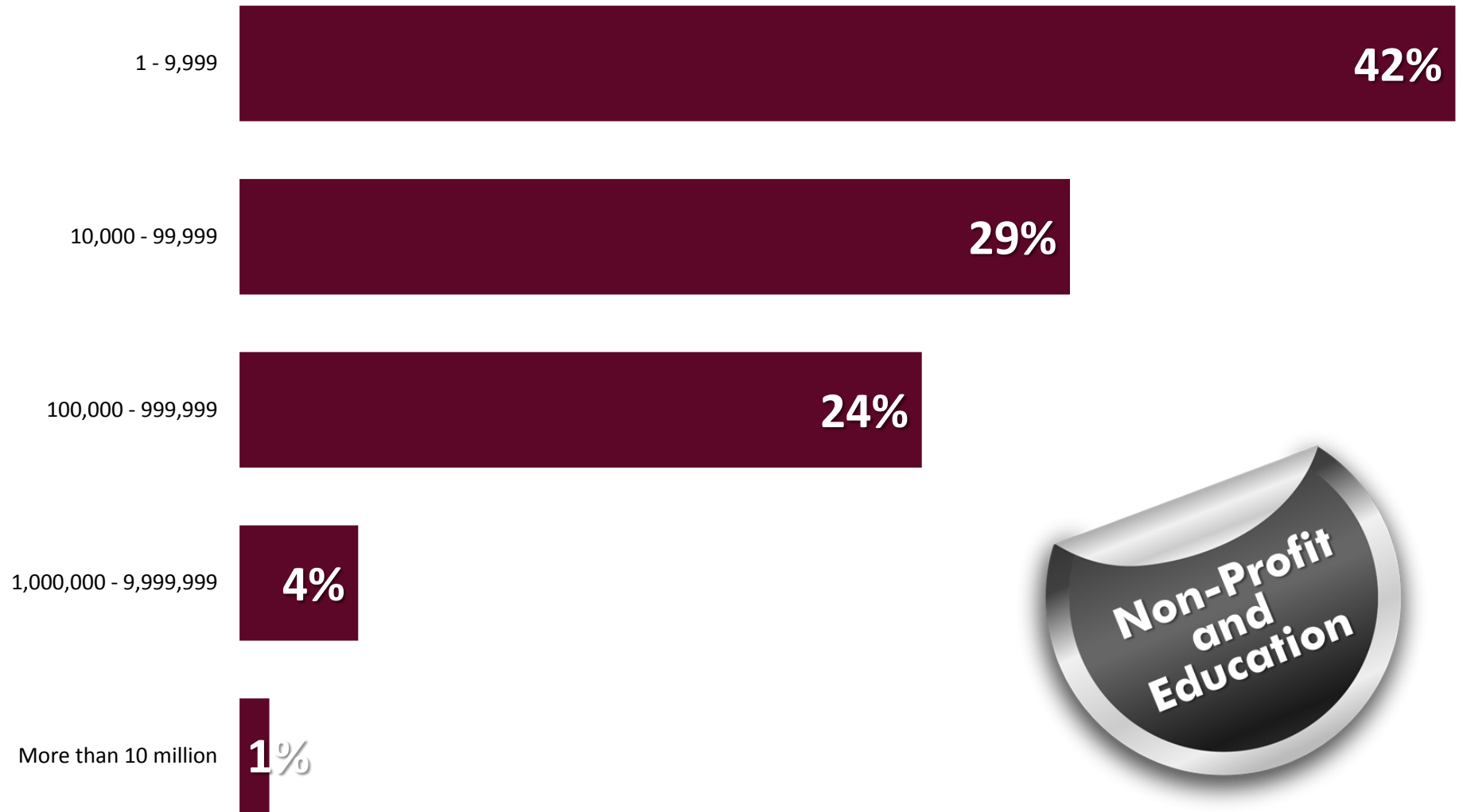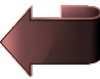
Chart 1.6 Volume of emails sent in average month

What volume of emails does your organization send in the average month?

Volume	Percentage
1 - 9,999	**41%**
10,000 - 99,999	**23%**
100,000 - 999,999	**20%**
1,000,000 - 9,999,999	**11%**
More than 10 million	**5%**

Professional or Financial Services

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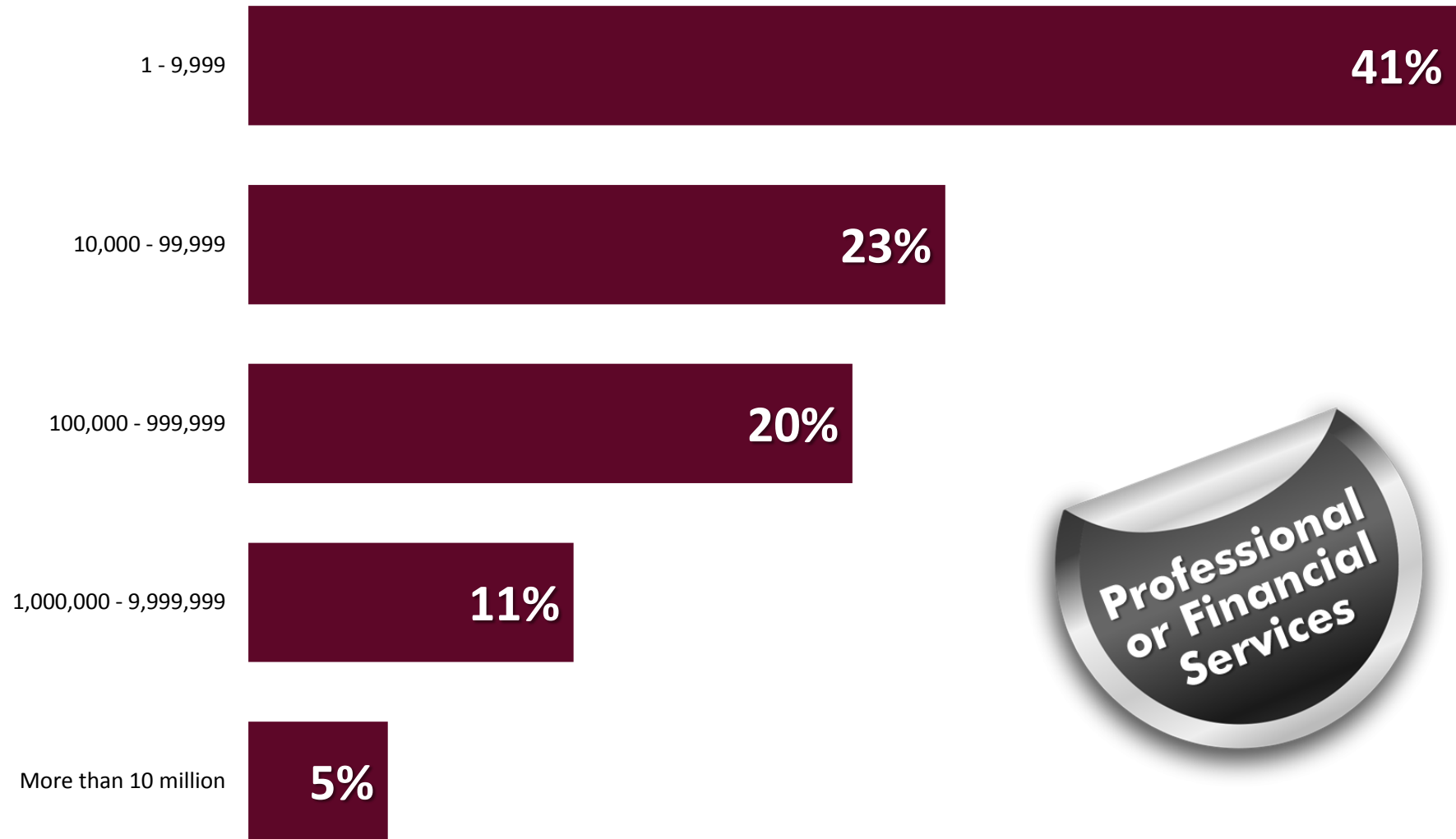
Chart 1.7 Volume of emails sent in average month

What volume of emails does your organization send in the average month?

Volume	Percentage
1 - 9,999	**29%**
10,000 - 99,999	**14%**
100,000 - 999,999	**20%**
1,000,000 - 9,999,999	**22%**
More than 10 million	**15%**

Retail or E-commerce

39

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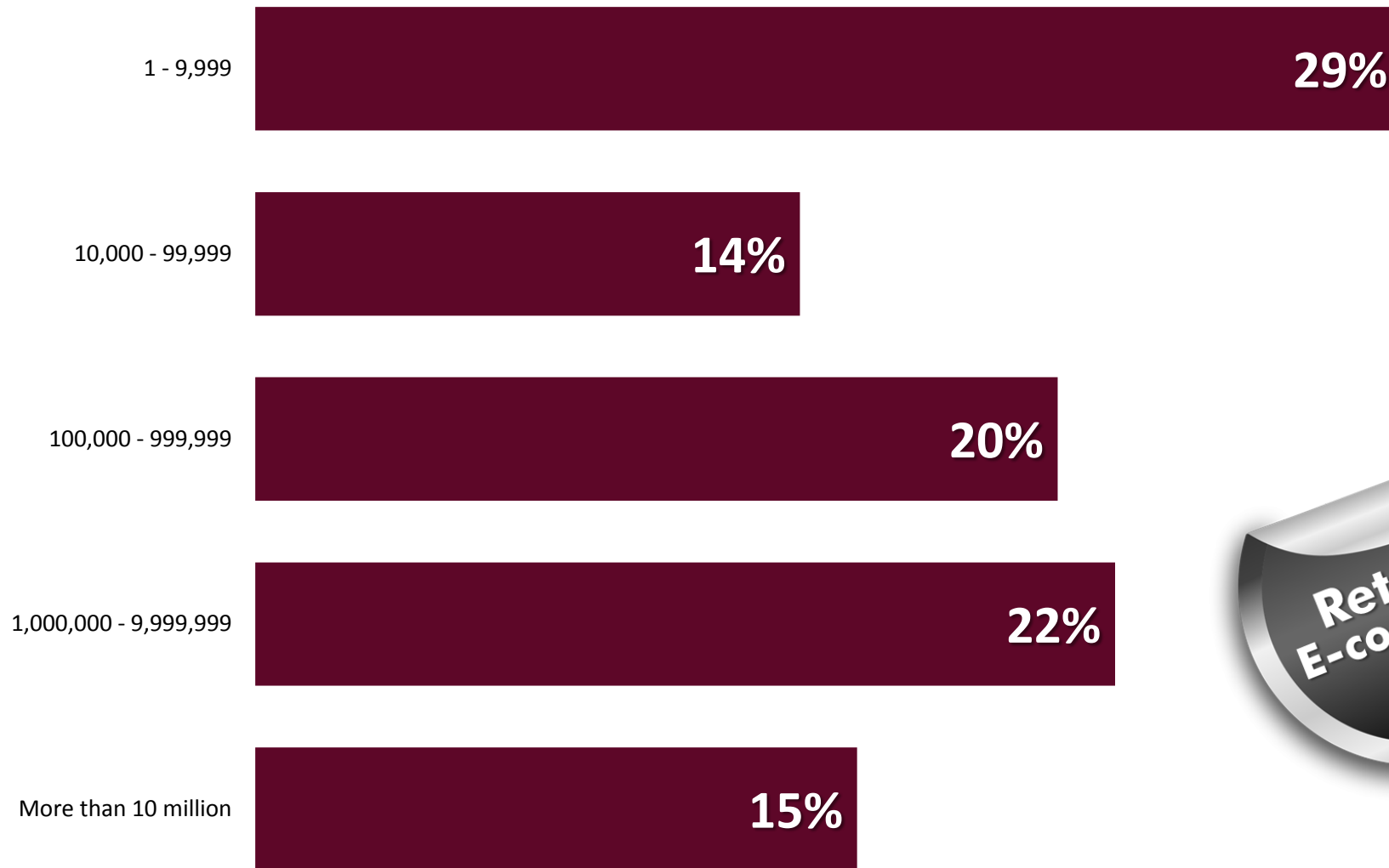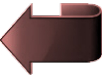
Chart 1.8 Volume of emails sent in average month

What volume of emails does your organization send in the average month?

Volume	Percentage
1 - 9,999	**37%**
10,000 - 99,999	**26%**
100,000 - 999,999	**20%**
1,000,000 - 9,999,999	**12%**
More than 10 million	**5%**

Software or Software as a Service

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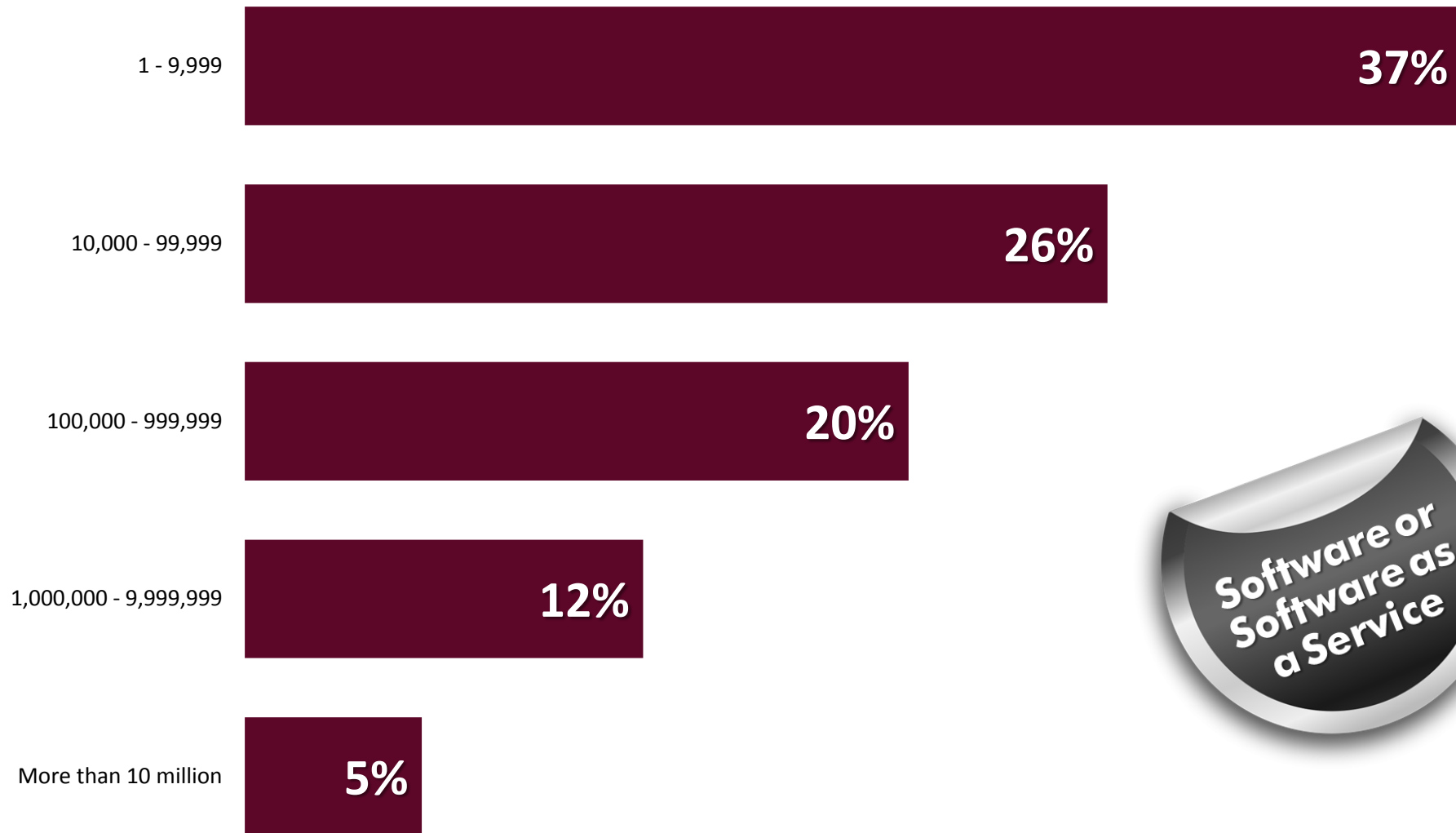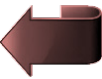
Chart 1.9 Volume of emails sent in average month

What volume of emails does your organization send in the average month?

Category	Percentage
1 - 9,999	**34%**
10,000 - 99,999	**25%**
100,000 - 999,999	**29%**
1,000,000 - 9,999,999	**7%**
More than 10 million	**5%**

Technology Equipment or Hardware

marketing**sherpa**
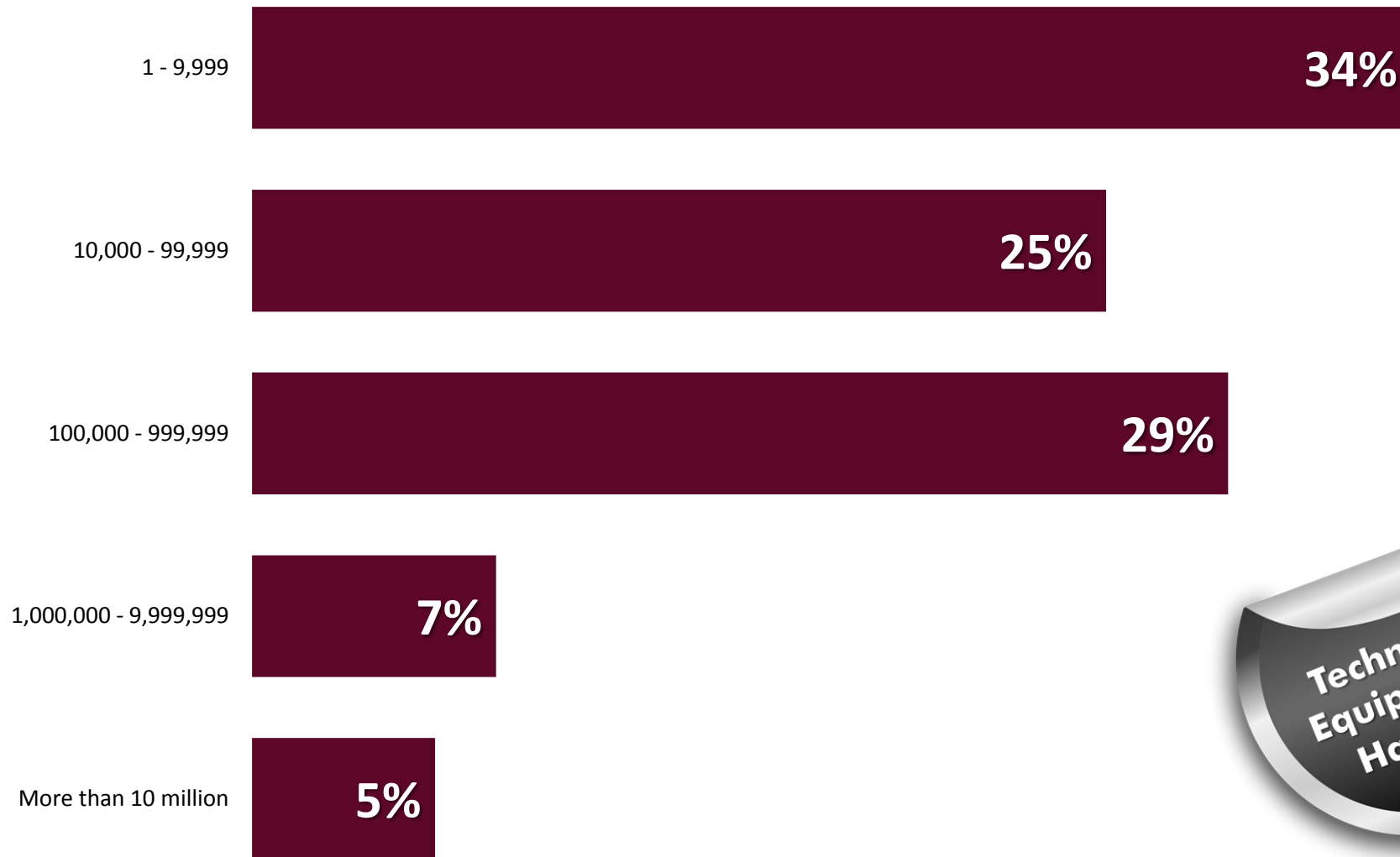
Chart 1.10 Volume of emails sent in average month

What volume of emails does your organization send in the average month?

Volume	Percentage
1 - 9,999	**52%**
10,000 - 99,999	**23%**
100,000 - 999,999	**14%**
1,000,000 - 9,999,999	**8%**
More than 10 million	**3%**

<100 Employees

marketingsherpa
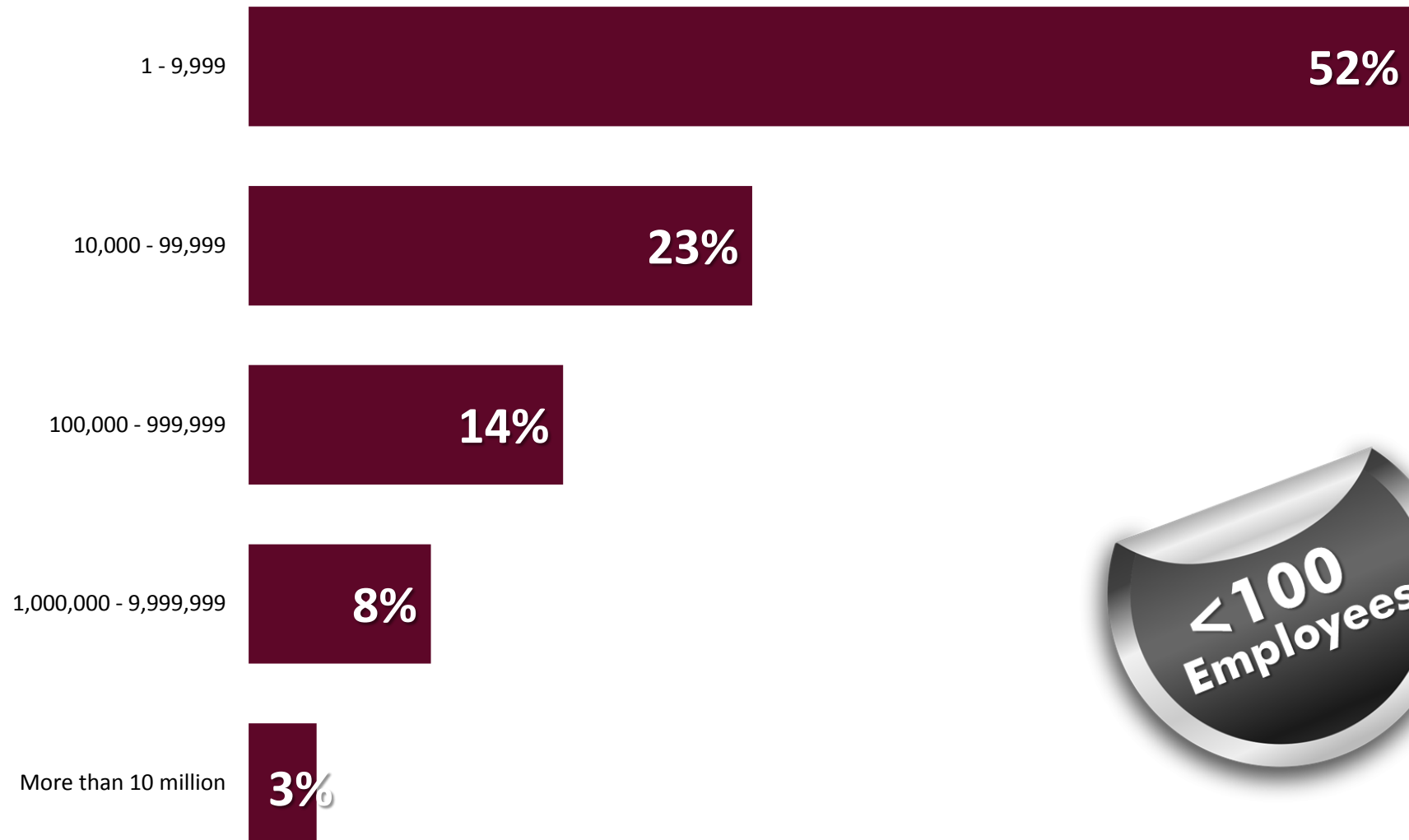
Chart 1.11 Volume of emails sent in average month

What volume of emails does your organization send in the average month?

Category	Percentage
1 - 9,999	**24%**
1,000,000 - 9,999,999	**18%**
10,000 - 99,999	**19%**
100,000 - 999,999	**27%**
More than 10 million	**12%**

>100 Employees

marketingsherpa
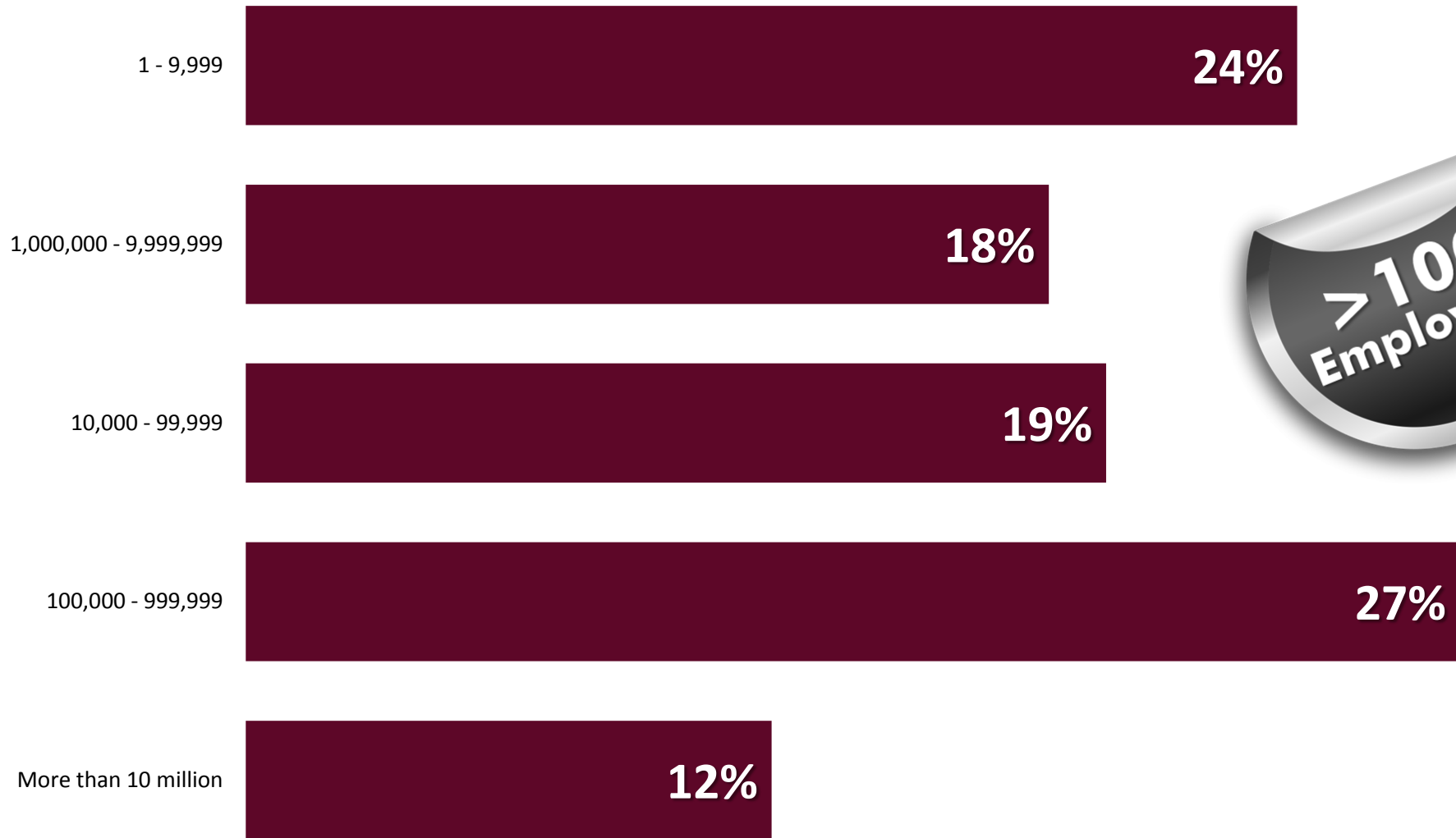
Chart 1.12 Volume of emails sent in average month

What volume of emails does your organization send in the average month?

Volume	Percentage
1 - 9,999	31%
10,000 - 99,999	13%
100,000 - 999,999	20%
1,000,000 - 9,999,999	22%
More than 10 million	14%

B2C

marketingsherpa
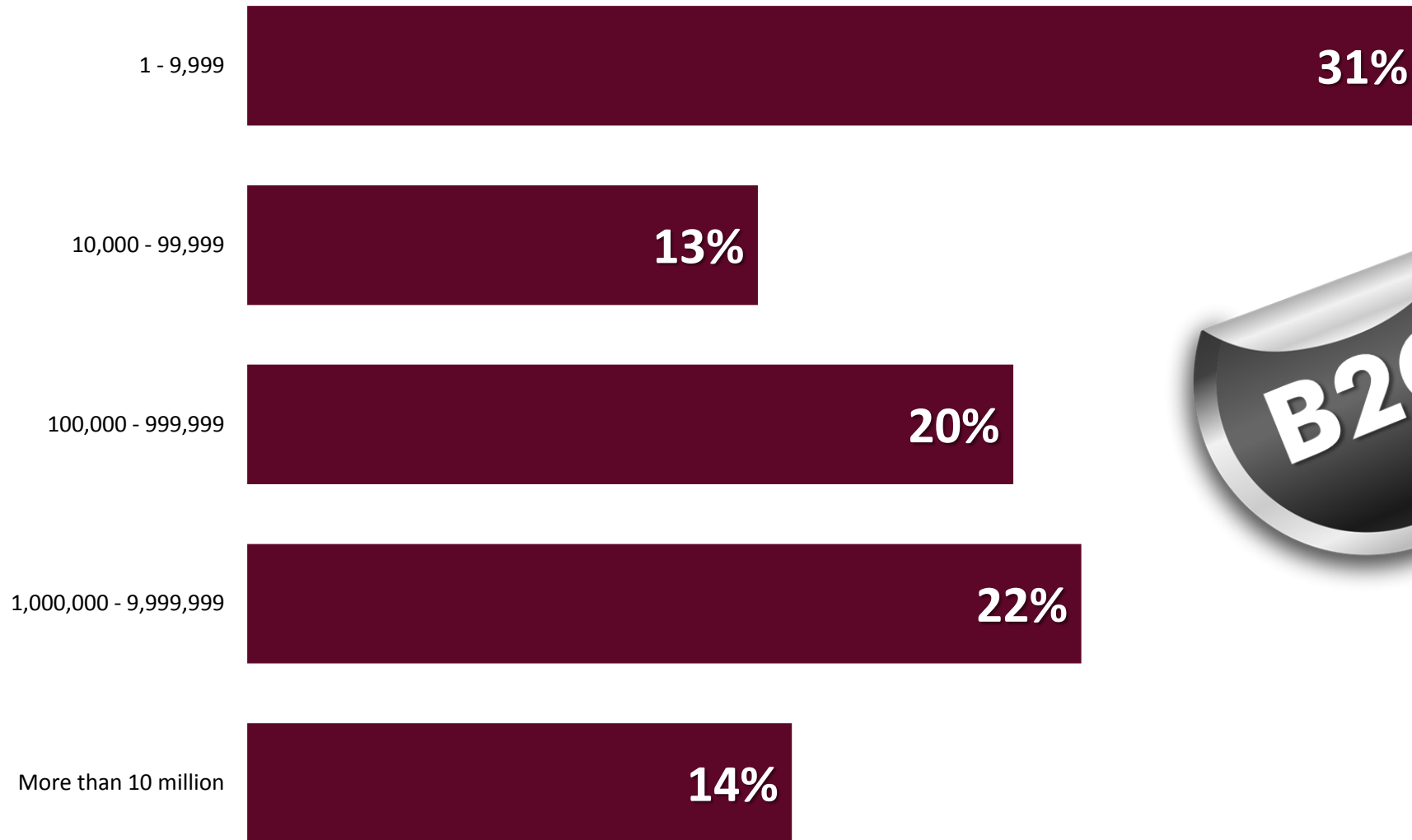
Chart 1.13 Volume of emails sent in average month

What volume of emails does your organization send in the average month?

Volume	Percentage
1 - 9,999	**52%**
10,000 - 99,999	**23%**
100,000 - 999,999	**14%**
1,000,000 - 9,999,999	**8%**
More than 10 million	**3%**

B2B & B2G

marketing sherpa
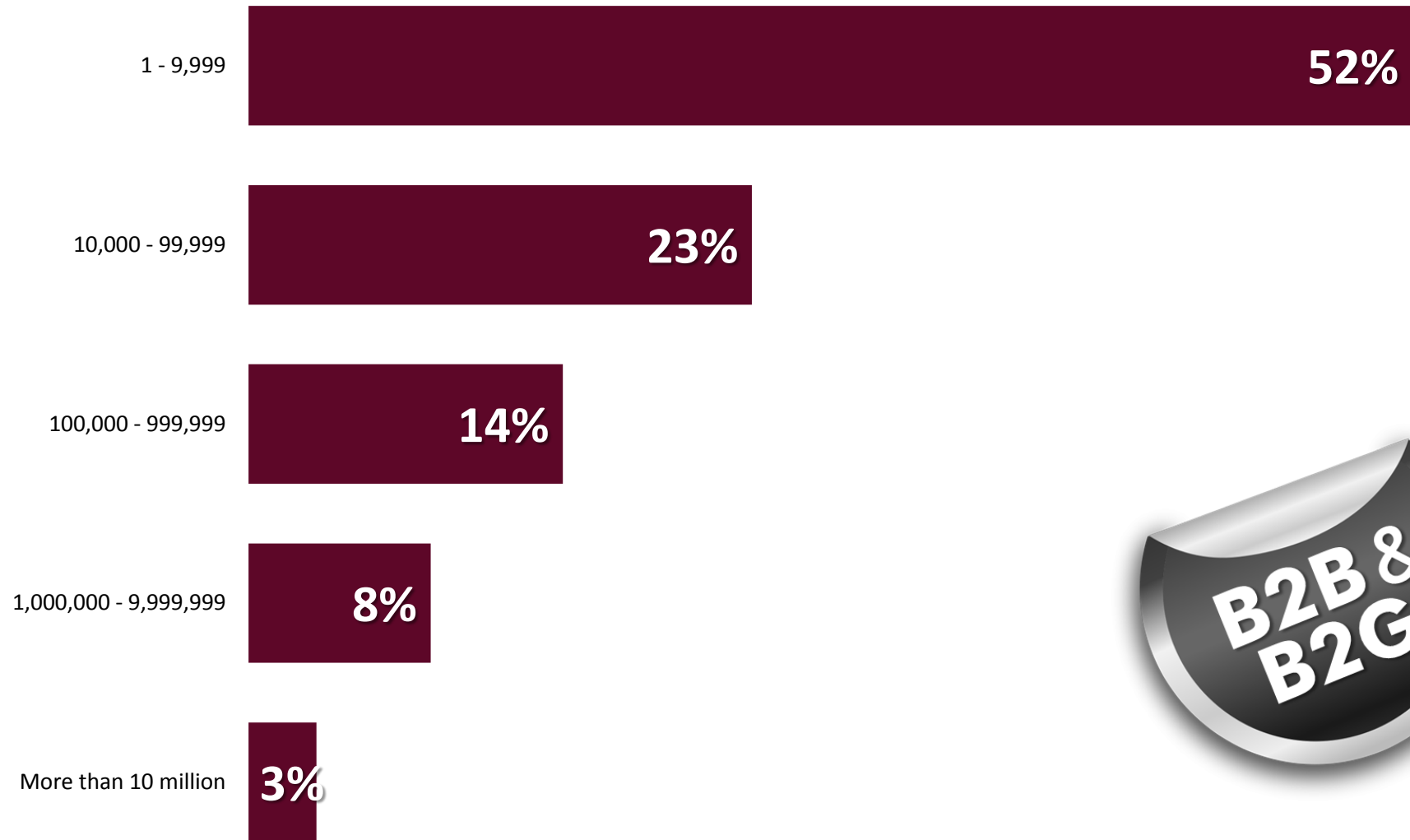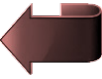
Chart 1.14 Volume of emails sent in average month

What volume of emails does your organization send in the average month?

Volume	Percentage
1 - 9,999	**52%**
10,000 - 99,999	**23%**
100,000 - 999,999	**14%**
1,000,000 - 9,999,999	**8%**
More than 10 million	**3%**

B2C & B2B

marketing**sherpa**
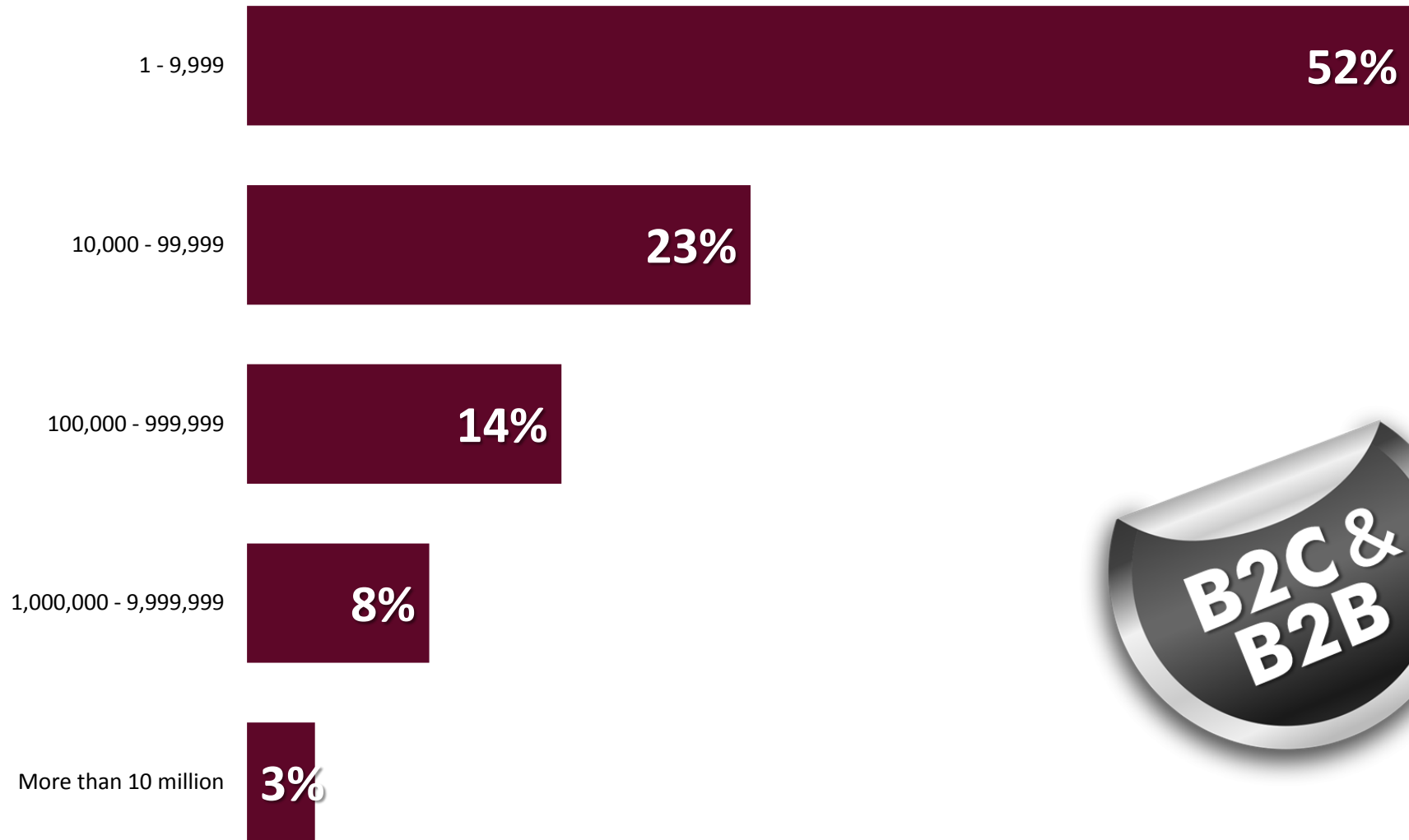
Chart 1.15 New developments affecting email marketing programs

What new developments will affect your email marketing program in the next 12 months? Please select all that apply.

Development	Percentage
Pervasiveness of mobile smartphones and tablets	58%
Social media	57%
Use of engagement metrics by webmail clients to deliver and place messages in users' inboxes	40%
Location-based marketing	29%
Modifications to privacy policy regulations	20%
Gamification of marketing programs	10%
Cyber attacks on corporate and ESP subscriber databases	5%
Other	6%

marketing**sherpa**
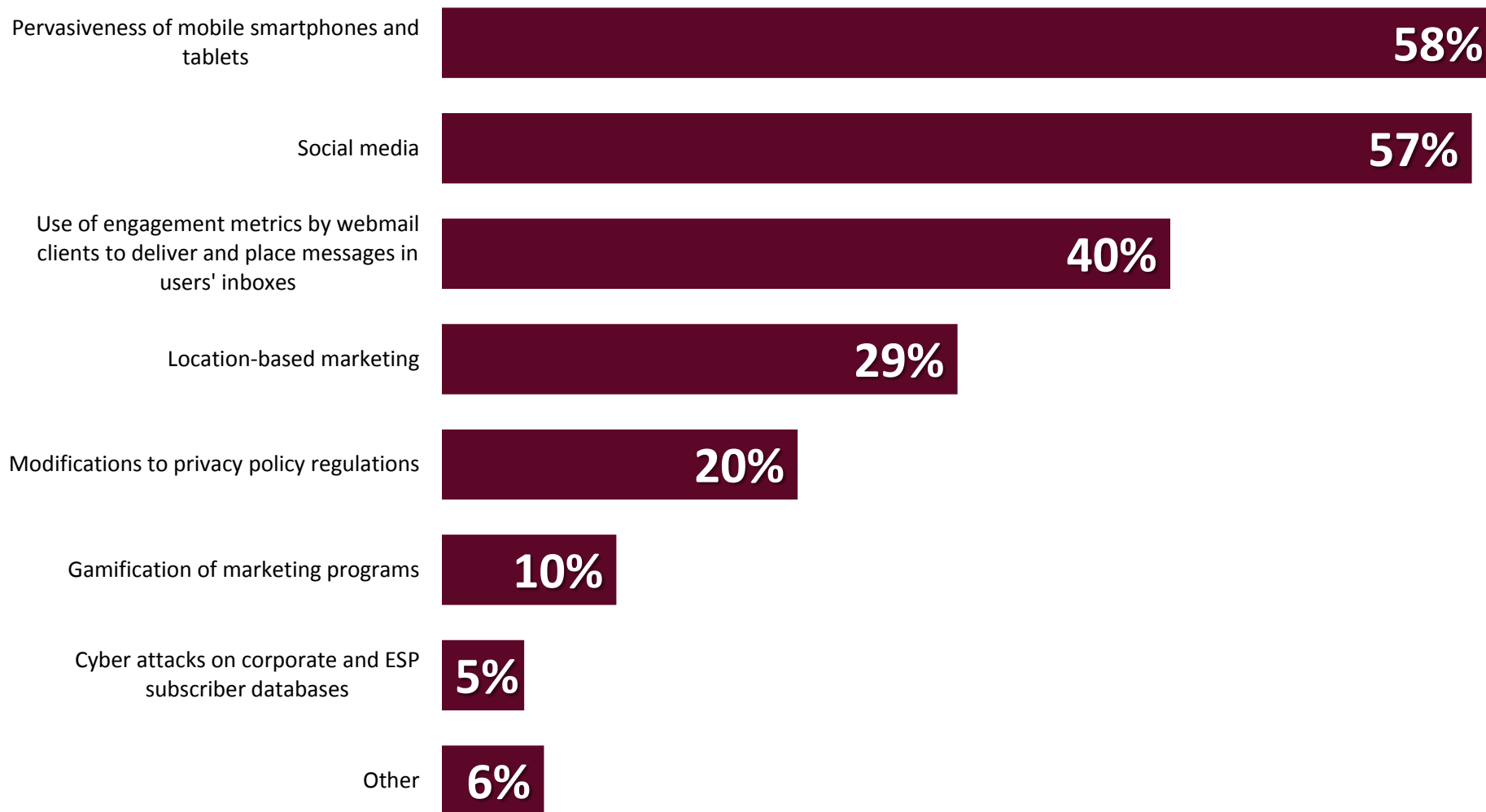
Chart 1.16 New developments affecting email marketing programs

What new developments will affect your email marketing program in the next 12 months? Please select all that apply.

Development	Percentage
Pervasiveness of mobile smartphones and tablets	64%
Social media	71%
Use of engagement metrics by webmail clients to deliver and place messages in users' inboxes	45%
Location-based marketing	27%
Modifications to privacy policy regulations	15%
Gamification of marketing programs	6%
Cyber attacks on corporate and ESP subscriber databases	5%
Other	8%

Non-Profit and Education

marketingsherpa
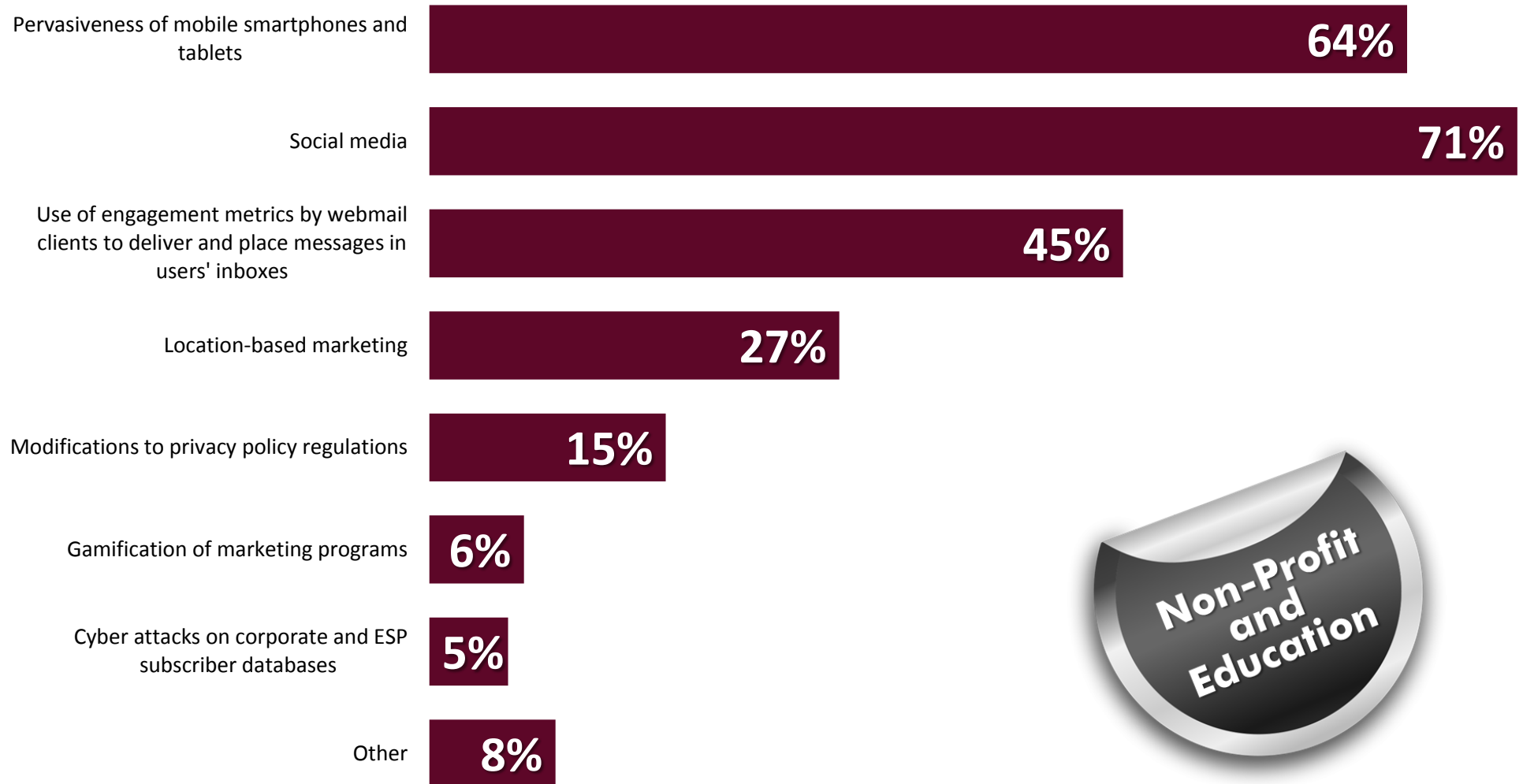
Chart 1.17 New developments affecting email marketing programs

What new developments will affect your email marketing program in the next 12 months? Please select all that apply.

Development	Percentage
Pervasiveness of mobile smartphones and tablets	46%
Social media	38%
Use of engagement metrics by webmail clients to deliver and place messages in users' inboxes	39%
Location-based marketing	18%
Modifications to privacy policy regulations	22%
Gamification of marketing programs	6%
Cyber attacks on corporate and ESP subscriber databases	7%
Other	7%

Manufacturing or Packaged Goods

marketingsherpa
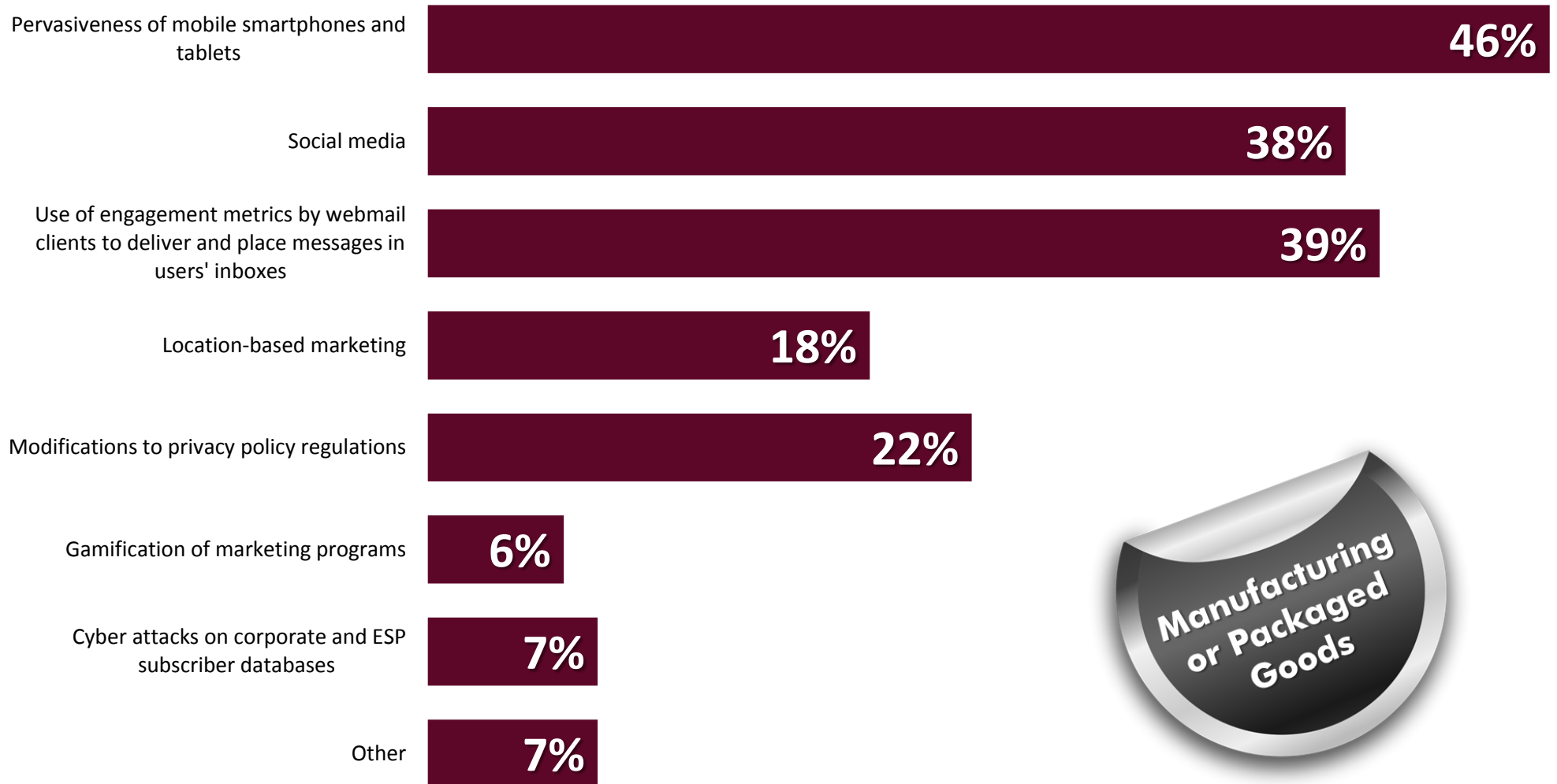
Chart 1.18 New developments affecting email marketing programs

What new developments will affect your email marketing program in the next 12 months? Please select all that apply.

Category	Percentage
Pervasiveness of mobile smartphones and tablets	65%
Social media	64%
Use of engagement metrics by webmail clients to deliver and place messages in users' inboxes	40%
Location-based marketing	31%
Modifications to privacy policy regulations	20%
Gamification of marketing programs	11%
Cyber attacks on corporate and ESP subscriber databases	5%
Other	1%

Marketing Agency or Consultancy

marketingsherpa
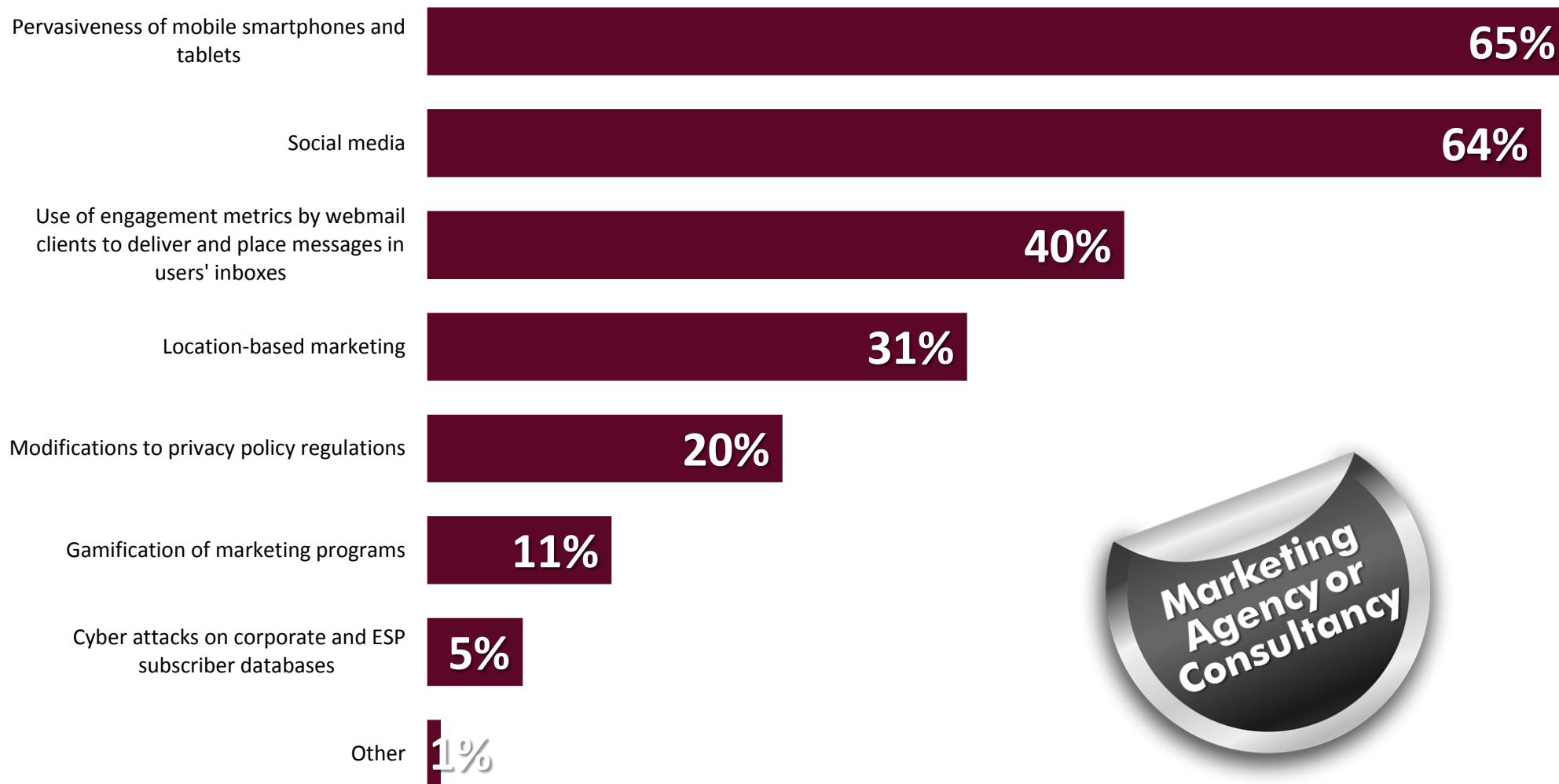
Chart 1.19 New developments affecting email marketing programs

What new developments will affect your email marketing program in the next 12 months? Please select all that apply.

Development	Percentage
Pervasiveness of mobile smartphones and tablets	59%
Social media	60%
Use of engagement metrics by webmail clients to deliver and place messages in users' inboxes	50%
Location-based marketing	32%
Modifications to privacy policy regulations	22%
Gamification of marketing programs	15%
Cyber attacks on corporate and ESP subscriber databases	5%
Other	6%

Media or Publishing online or offline

marketingsherpa
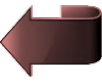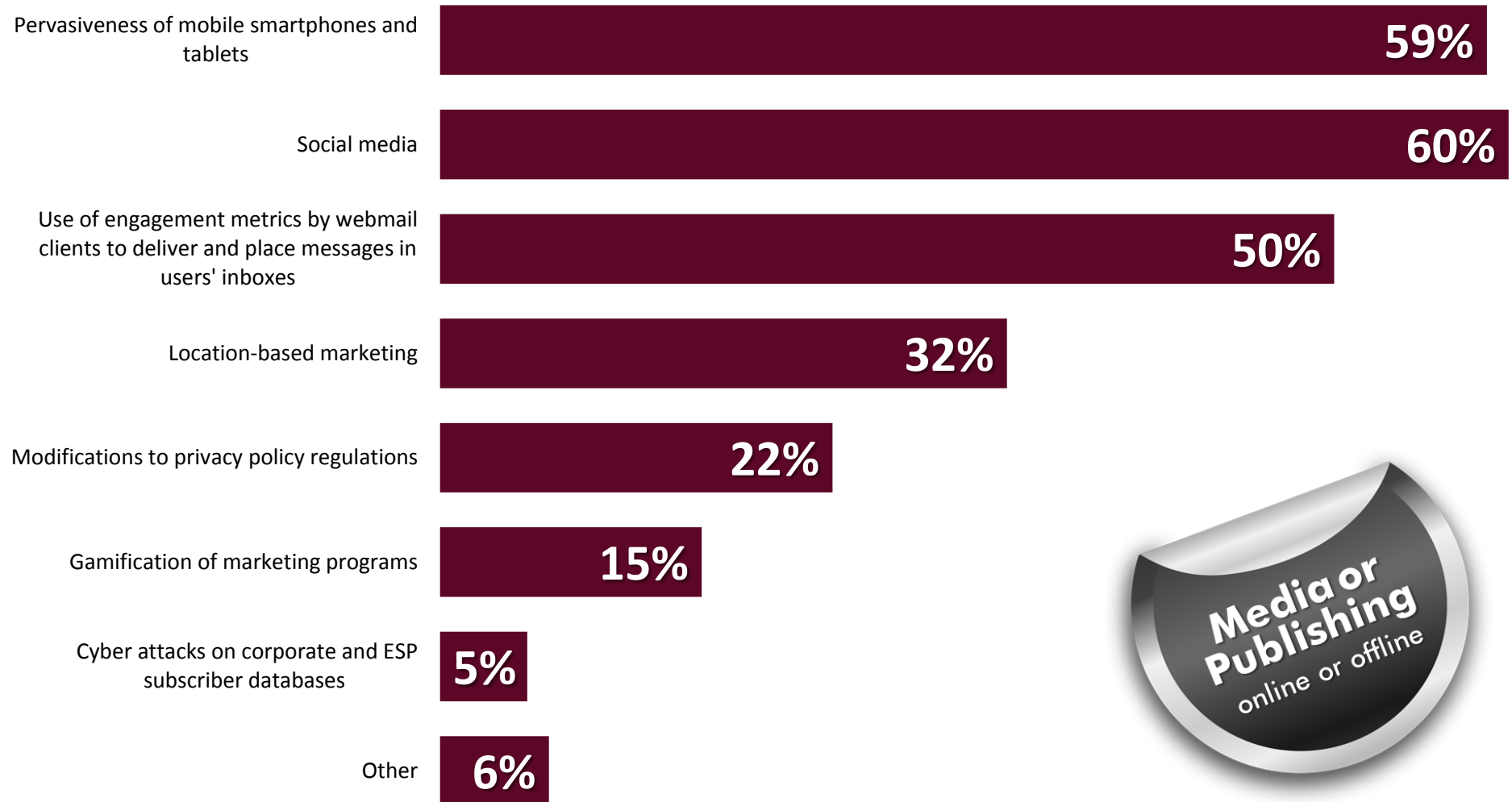
Chart 1.20 New developments affecting email marketing programs

What new developments will affect your email marketing program in the next 12 months? Please select all that apply.

Development	Percentage
Pervasiveness of mobile smartphones and tablets	59%
Social media	51%
Use of engagement metrics by webmail clients to deliver and place messages in users' inboxes	43%
Location-based marketing	25%
Modifications to privacy policy regulations	17%
Gamification of marketing programs	12%
Cyber attacks on corporate and ESP subscriber databases	1%
Other	9%

Retail or E-commerce

marketingsherpa
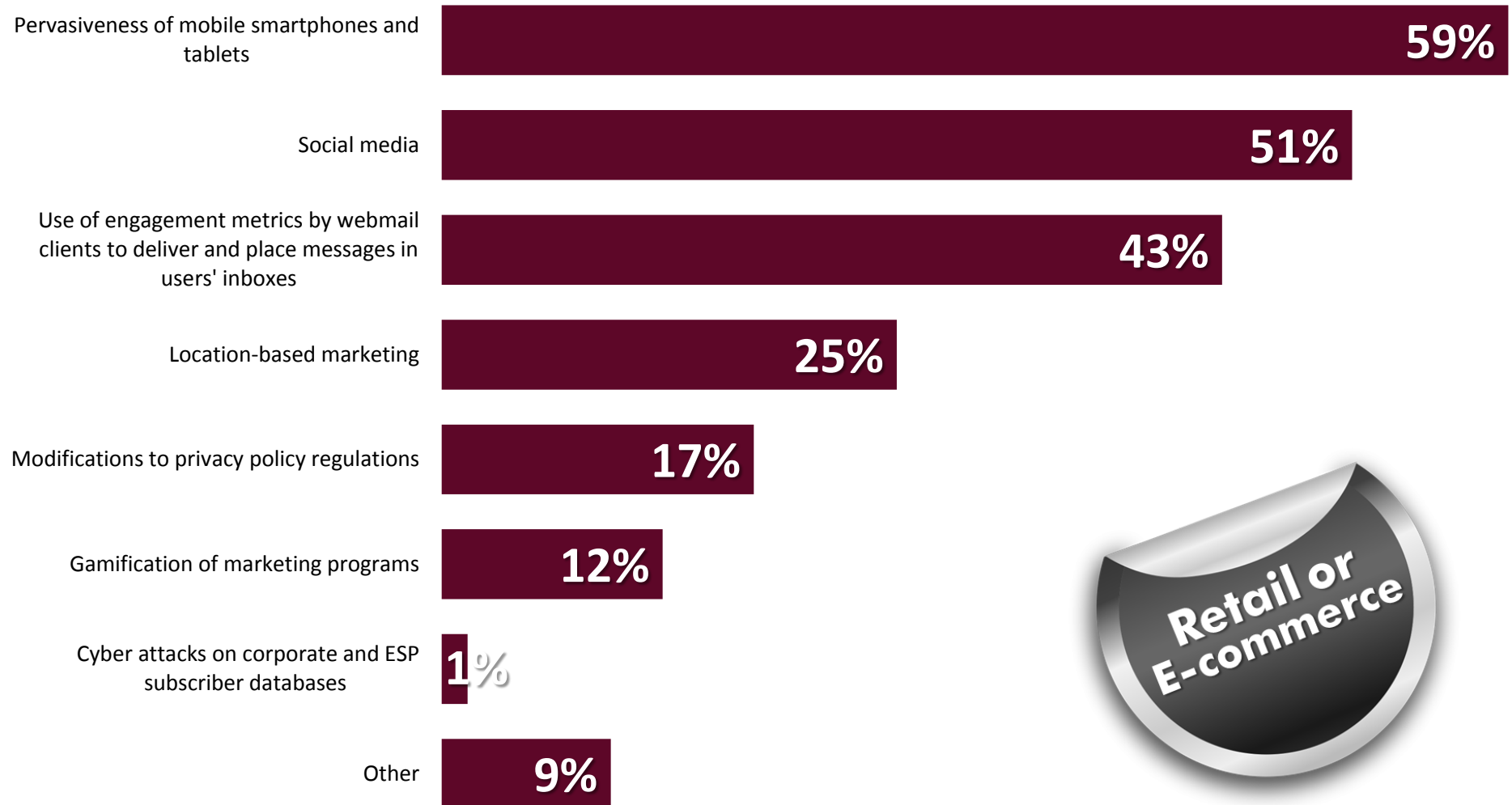
Chart 1.21 New developments affecting email marketing programs

What new developments will affect your email marketing program in the next 12 months? Please select all that apply.

Development	Percentage
Pervasiveness of mobile smartphones and tablets	53%
Social media	55%
Use of engagement metrics by webmail clients to deliver and place messages in users' inboxes	36%
Location-based marketing	28%
Modifications to privacy policy regulations	23%
Gamification of marketing programs	11%
Cyber attacks on corporate and ESP subscriber databases	3%
Other	7%

Software or Software as a Service

marketingsherpa
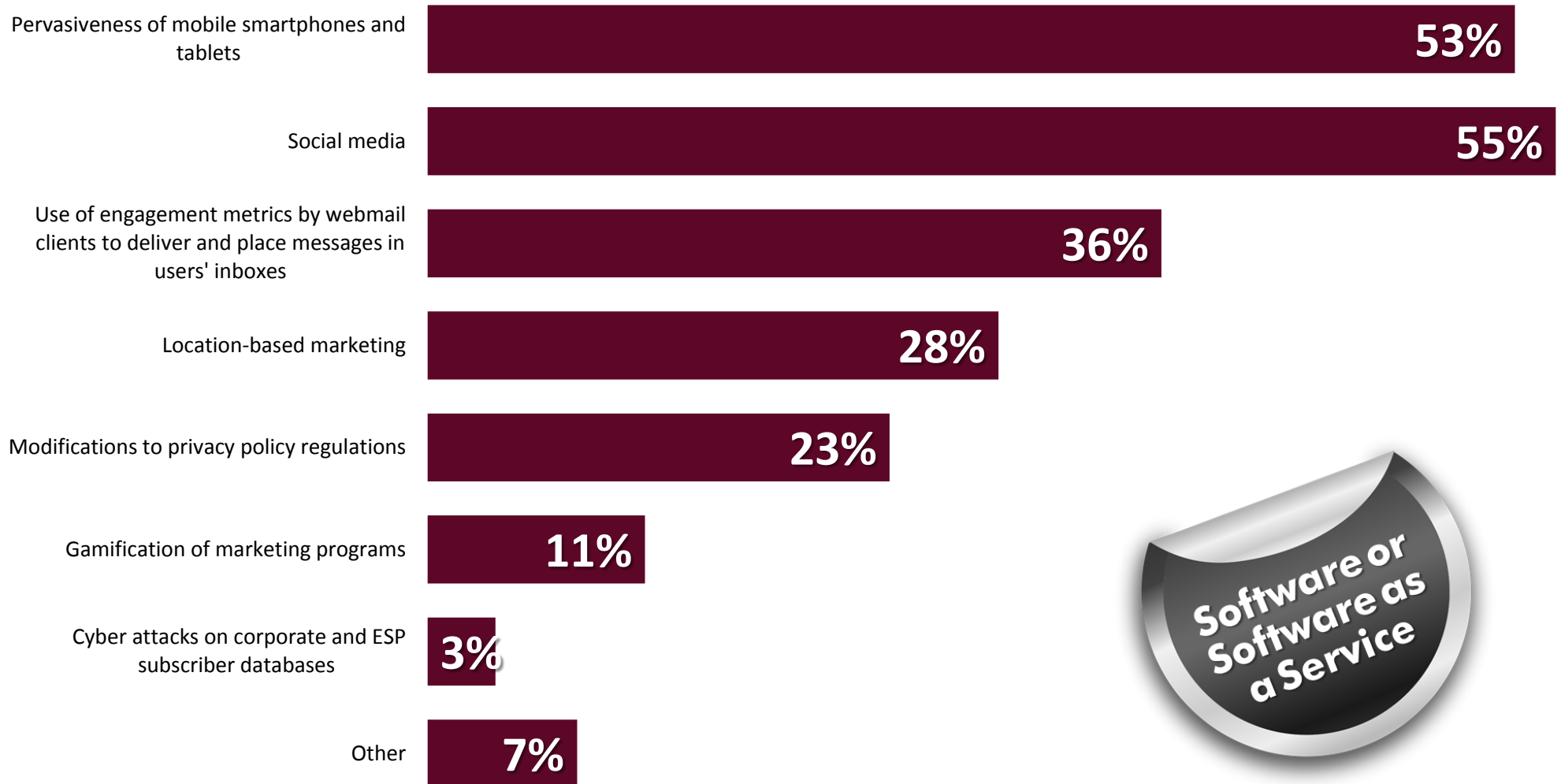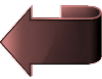
Chart 1.22 New developments affecting email marketing programs

What new developments will affect your email marketing program in the next 12 months? Please select all that apply.

Development	Percentage
Pervasiveness of mobile smartphones and tablets	50%
Social media	52%
Use of engagement metrics by webmail clients to deliver and place messages in users' inboxes	30%
Location-based marketing	30%
Modifications to privacy policy regulations	23%
Gamification of marketing programs	11%
Cyber attacks on corporate and ESP subscriber databases	5%
Other	9%

Technology Equipment or Hardware

marketingsherpa
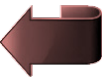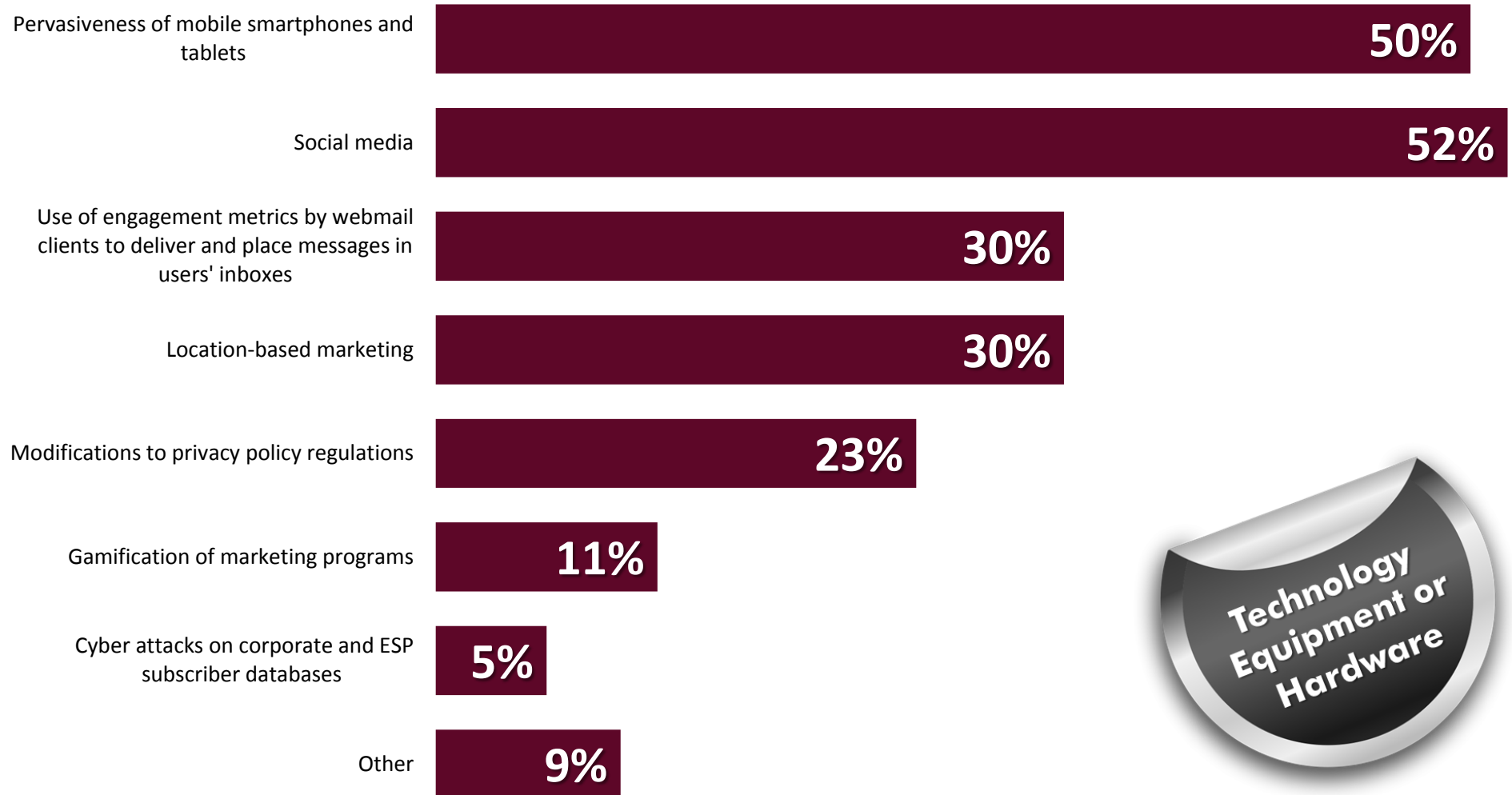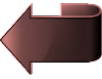
Chart 1.23 New development with greatest impact on email marketing

Which new development listed previously will have the most impact on your email marketing program?

Development	Percentage
Pervasiveness of mobile smartphones and tablets	**36%**
Social media	**22%**
Use of engagement metrics by webmail clients to deliver and place messages in users' inboxes	**21%**
Location-based marketing	**9%**
Modifications to privacy policy regulations	**5%**
Other	**5%**
Gamification of marketing programs	**2%**
Cyber attacks on corporate and ESP subscriber databases	**1%**

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Chart 1.24 Organization perception of email marketing ROI during budget appropriations

Which statement best describes your organization's perception of email marketing's ROI (return on investment) at budget time?

Email marketing is producing a ROI **60%**

Email marketing will eventually produce a ROI **32%**

Email marketing is unlikely to produce a ROI **4%**

Other - Write a response below **3%**

marketing**sherpa**
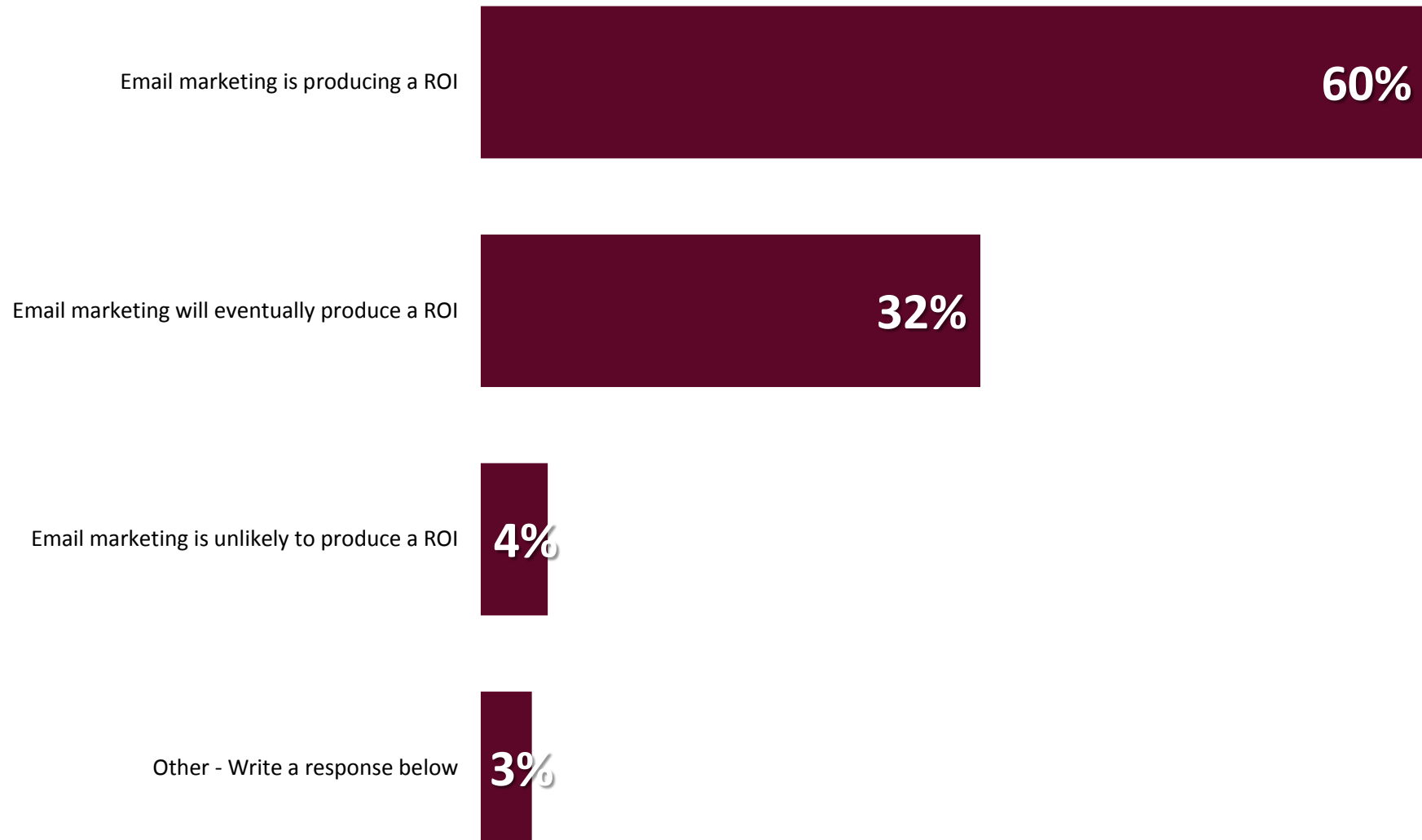
Chart 1.25 Organization perception of email marketing ROI during budget appropriations

Which statement best describes your organization's perception of email marketing's ROI (return on investment) at budget time?

Email marketing is producing a ROI **70%**

Email marketing will eventually produce a ROI **25%**

Email marketing is unlikely to produce a ROI **3%**

Other - Write a response below **2%**

B2C

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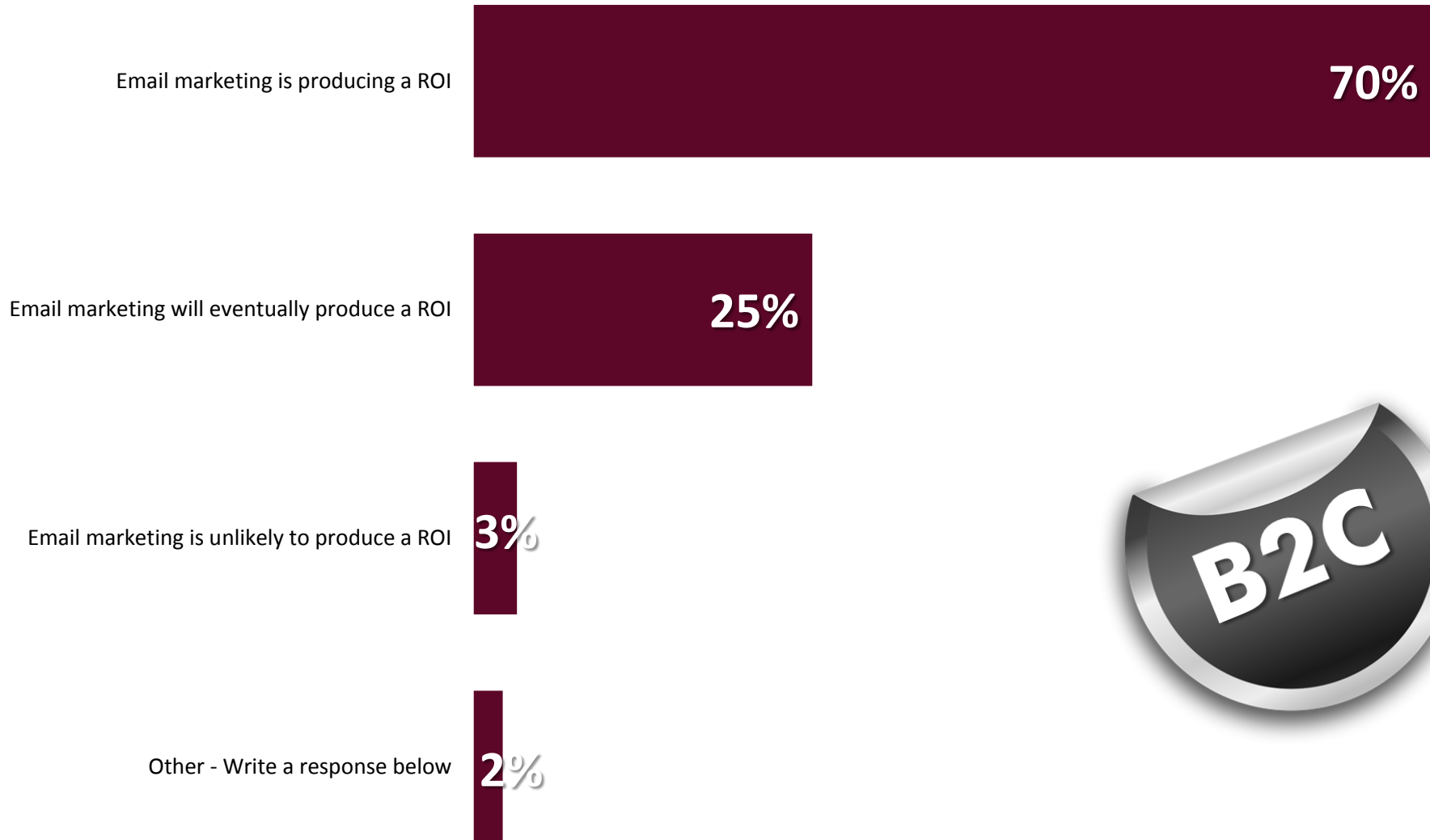
Chart 1.26 Organization perception of email marketing ROI during budget appropriations
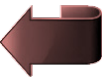
Which statement best describes your organization's perception of email marketing's ROI (return on investment) at budget time?

Email marketing is producing a ROI	**56%**
Email marketing will eventually produce a ROI	**35%**
Email marketing is unlikely to produce a ROI	**5%**
Other - Write a response below	**4%**

B2B & B2G

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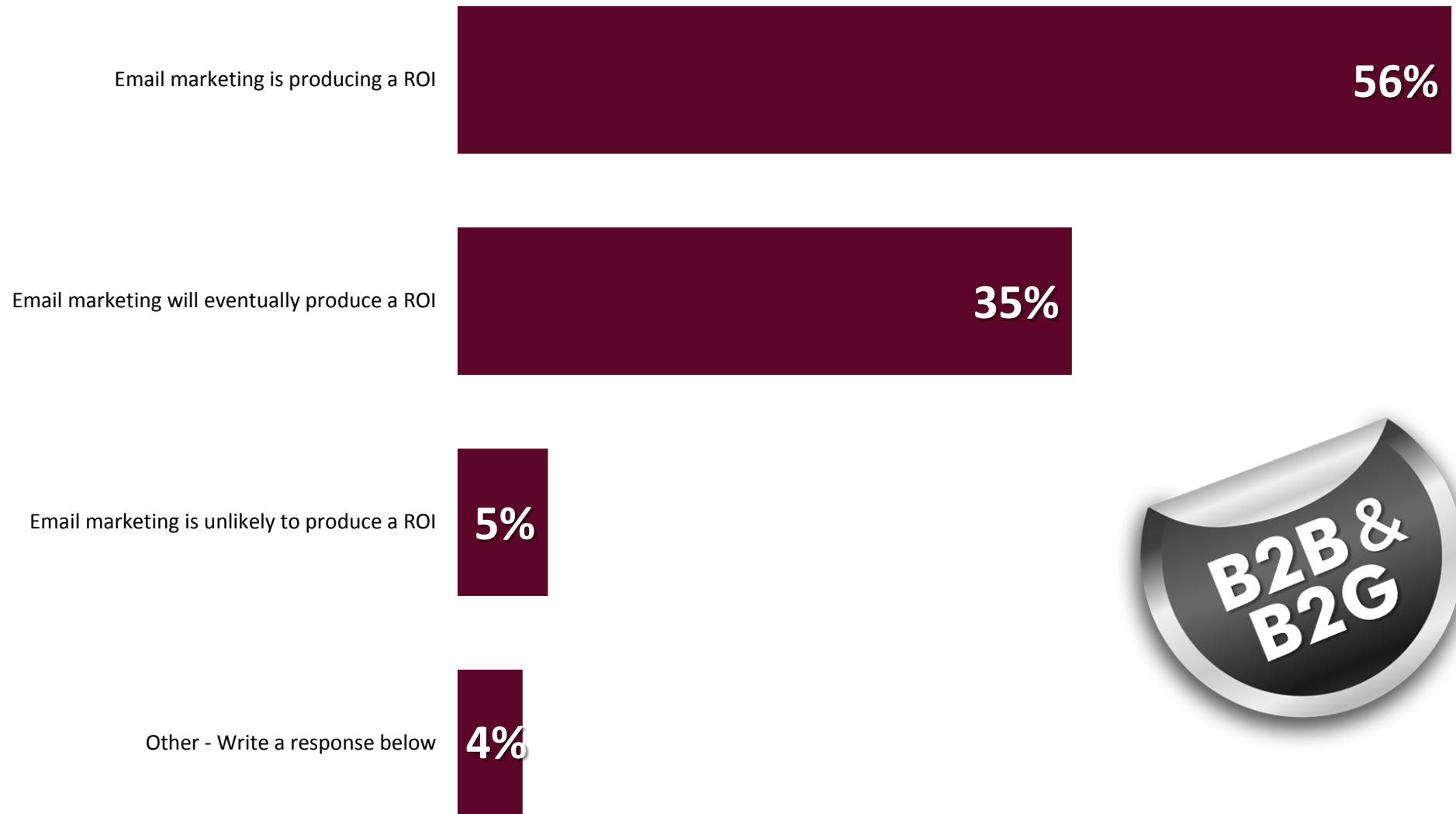
Chart 1.27 Organization perception of email marketing ROI during budget appropriations

Which statement best describes your organization's perception of email marketing's ROI (return on investment) at budget time?

Email marketing is producing a ROI	**62%**
Email marketing will eventually produce a ROI	**32%**
Email marketing is unlikely to produce a ROI	**3%**
Other - Write a response below	**4%**

B2C & B2B

marketingsherpa
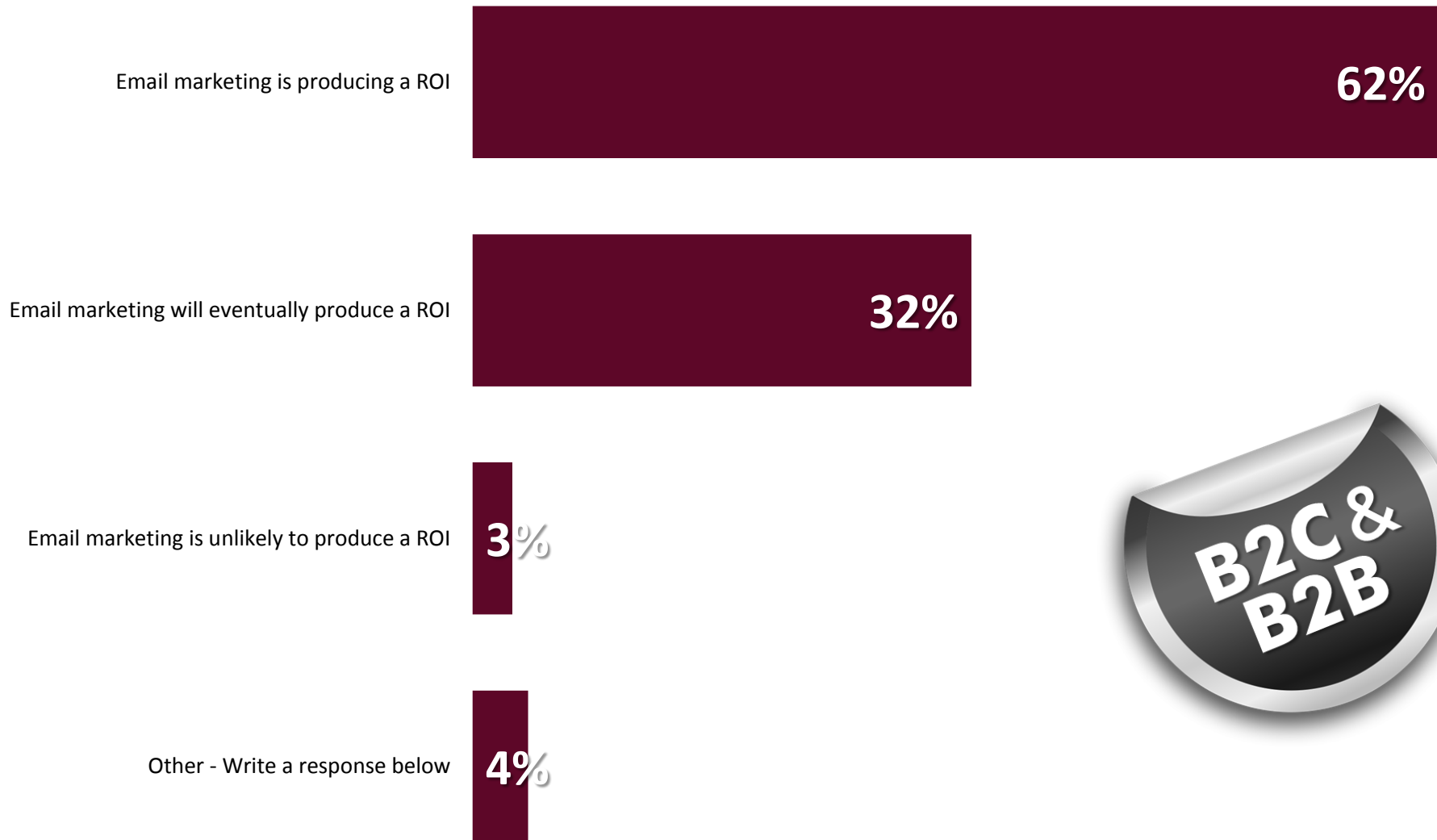
Chart 1.28 CMO perspective on value factors in email marketing programs
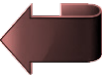
As CMO or the senior marketing executive in your organization, how important are the following factors in helping you determine and communicate the value of email marketing programs?

	A/B split or multivariate test results on email and landing pages	Email performance metrics like opens, clickthroughs and bounce rates	Financial return on investment	Post-click metrics like lead generation and sales conversion
Very unimportant	3%	5%	2%	2%
Somewhat unimportant	20%	7%	5%	2%
Somewhat important	46%	41%	26%	18%
Very important	31%	51%	68%	78%

■ Very unimportant   ■ Somewhat unimportant   ■ Somewhat important   ■ Very important

marketing**sherpa**
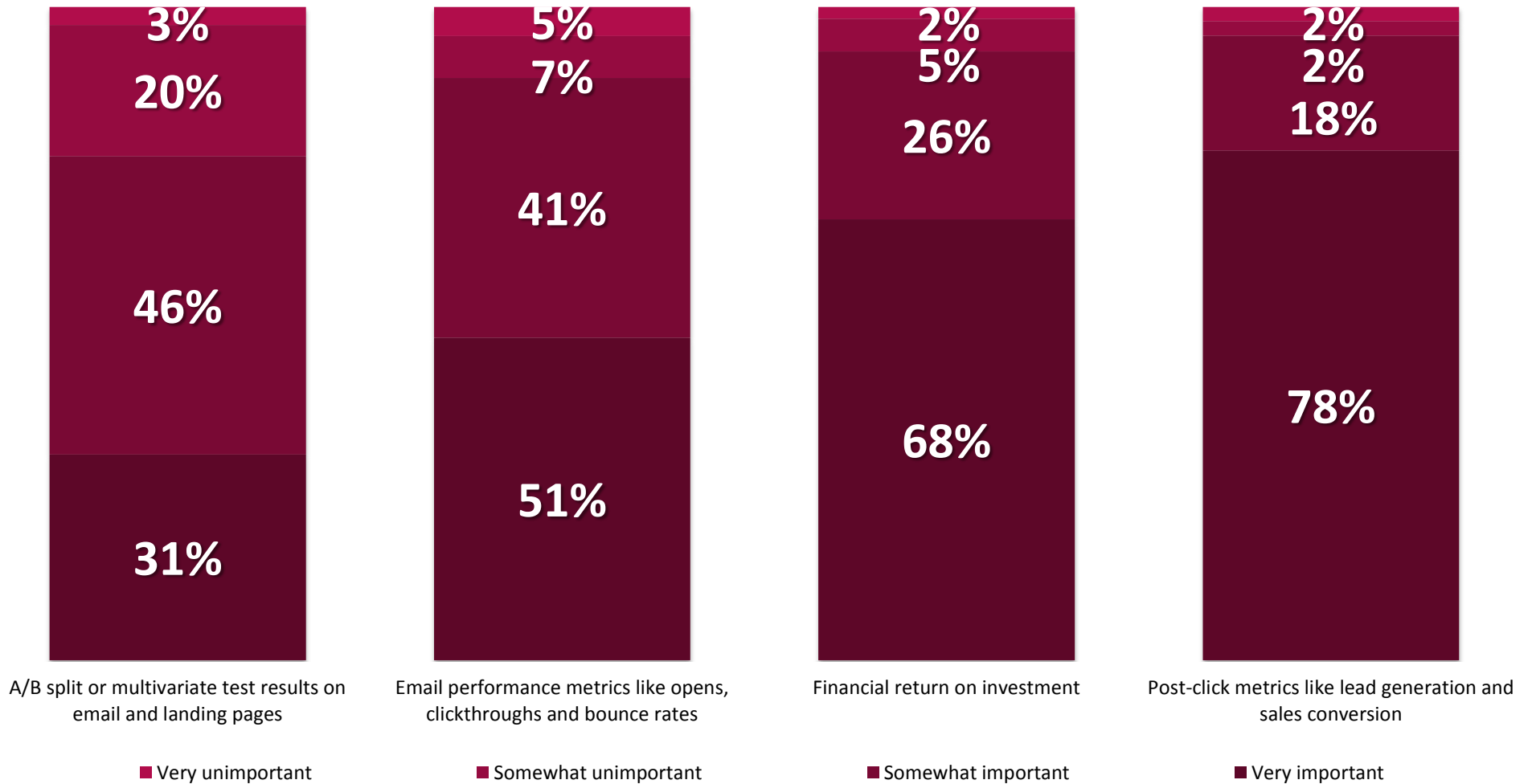
Chart 1.29 Estimated ROI from email marketing programs

What is the estimated ROI from email marketing programs for your organization?

Overall	B2C	B2B and/or B2G	Both B2B and B2C	Over 100,000 emails per month	Under 100,000 emails per month
119%	114%	127%	108%	94%	139%

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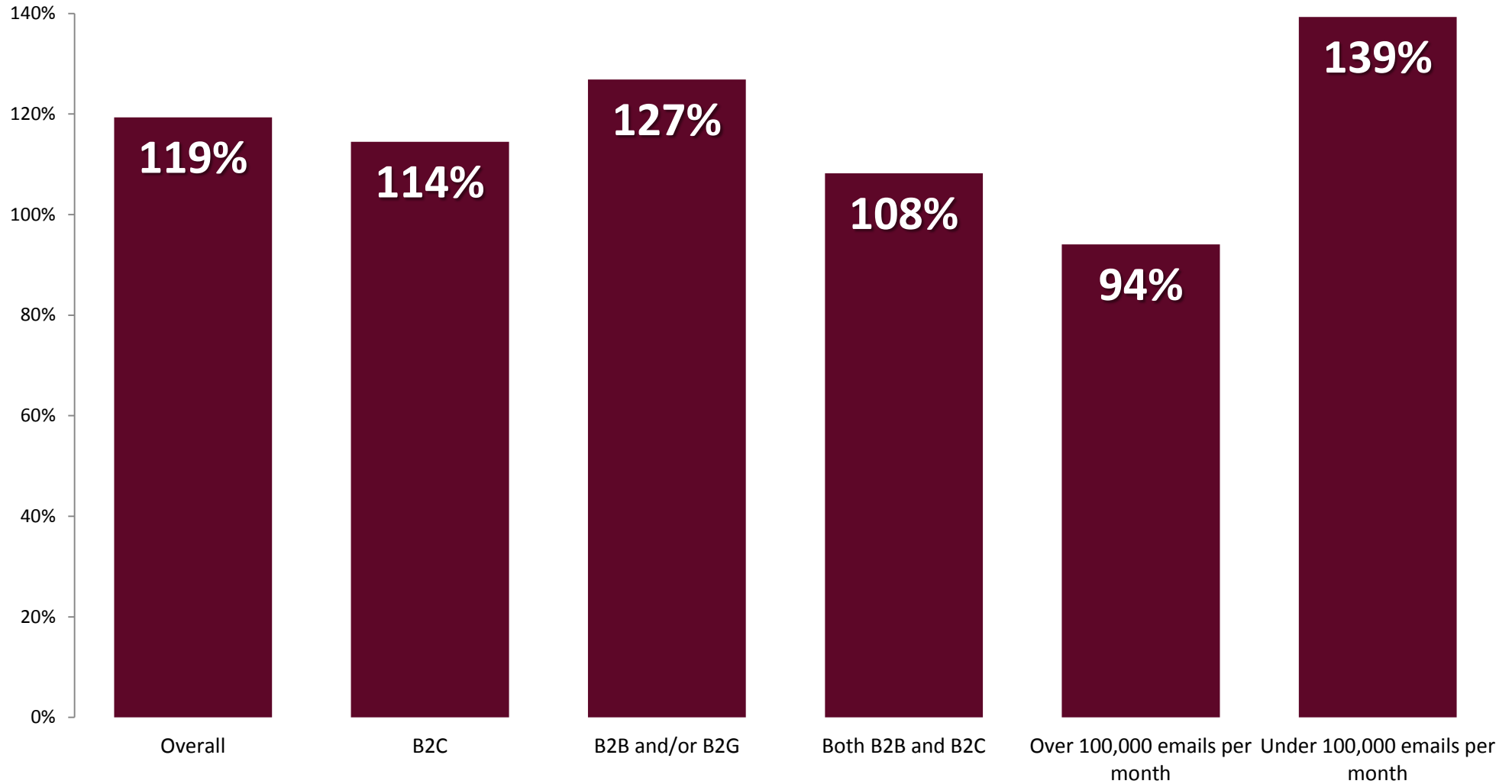
Chart 1.30 Marketing tactics budget forecast

How do you foresee the percentage of your total marketing budget allocated to the following marketing tactics changing over the next year?

Marketing tactic	Not applicable or don't know	Percentage will decrease	Percentage will not change	Percentage will increase
Email marketing	4%	2%	30%	64%
Website	5%	2%	24%	69%
Social media marketing	10%	3%	24%	63%
SEO/paid search/Google Adwords	12%	4%	26%	58%
Online display ads	16%	6%	27%	51%
Live events/tradeshows	23%	12%	39%	26%
Mobile marketing	25%	2%	26%	48%
Direct mail	26%	15%	33%	25%
Print ads	29%	24%	35%	12%
Teleprospecting	46%	7%	29%	17%
Place-based advertising	58%	12%	23%	6%
Television/Radio ads	59%	11%	23%	7%
Product placement	70%	6%	19%	4%

■ Not applicable or don't know   ■ Percentage will decrease   ■ Percentage will not change   ■ Percentage will increase

marketing**sherpa**

Chart 1.31 Marketing tactics budget forecast

How do you foresee the percentage of your total marketing budget allocated to the following marketing tactics changing over the next year? **B2C**

Tactic	Not applicable or don't know	Percentage will decrease	Percentage will not change	Percentage will increase
Email marketing	4%	1%	22%	74%
Website	6%	1%	17%	76%
Social media marketing	7%	1%	24%	68%
SEO/paid search/Google Adwords	7%	2%	23%	68%
Online display ads	11%	6%	19%	64%
Live events/tradeshows	44%	8%	29%	19%
Mobile marketing	23%	1%	15%	61%
Direct mail	31%	11%	26%	32%
Print ads	34%	20%	32%	15%
Teleprospecting	70%	3%	18%	9%
Place-based advertising	53%	8%	26%	13%
Television/Radio ads	51%	8%	26%	15%
Product placement	71%	2%	18%	9%

■ Not applicable or don't know   ■ Percentage will decrease   ■ Percentage will not change   ■ Percentage will increase

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Chart 1.32 Marketing tactics budget forecast
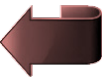
How do you foresee the percentage of your total marketing budget allocated to the following marketing tactics changing over the next year? **B2B and/or B2G**

Marketing tactic	Not applicable or don't know	Percentage will decrease	Percentage will not change	Percentage will increase
Email marketing	3%	2%	33%	62%
Website	4%	2%	25%	69%
Social media marketing	9%	4%	25%	62%
SEO/paid search/Google Adwords	11%	4%	29%	56%
Online display ads	16%	8%	30%	46%
Live events/tradeshows	14%	14%	42%	30%
Mobile marketing	27%	2%	31%	40%
Direct mail	25%	17%	36%	22%
Print ads	29%	27%	35%	9%
Teleprospecting	36%	8%	33%	23%
Place-based advertising	62%	13%	21%	4%
Television/Radio ads	65%	11%	20%	4%
Product placement	71%	8%	18%	2%

■ Not applicable or don't know   ■ Percentage will decrease   ■ Percentage will not change   ■ Percentage will increase

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Chart 1.33 Marketing tactics budget forecast

How do you foresee the percentage of your total marketing budget allocated to the following marketing tactics changing over the next year? **Both B2B and B2C**

Tactic	Not applicable or don't know	Percentage will decrease	Percentage will not change	Percentage will increase
Email marketing	6%	4%	29%	62%
Website	8%	2%	24%	66%
Social media marketing	12%	3%	21%	64%
SEO/paid search/Google Adwords	16%	6%	21%	57%
Online display ads	17%	3%	25%	55%
Live events/tradeshows	26%	10%	41%	24%
Mobile marketing	20%	3%	22%	54%
Direct mail	23%	17%	31%	30%
Print ads	24%	22%	36%	18%
Teleprospecting	49%	9%	29%	13%
Place-based advertising	53%	15%	26%	7%
Television/Radio ads	51%	14%	27%	8%
Product placement	66%	5%	23%	6%

■ Not applicable or don't know   ■ Percentage will decrease   ■ Percentage will not change   ■ Percentage will increase

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Chart 1.34 Marketing tactics budget forecast

How do you foresee the percentage of your total marketing budget allocated to the following marketing tactics changing over the next year? **Nonprofit and Education**

Tactic	Not applicable or don't know	Percentage will decrease	Percentage will not change	Percentage will increase
Email marketing		3%	47%	50%
Website		1%	34%	65%
Social media marketing	4%	1%	28%	67%
SEO/paid search/Google Adwords	13%	1%	29%	57%
Online display ads	19%	6%	27%	47%
Live events/tradeshows	26%	7%	46%	21%
Mobile marketing	26%	1%	30%	43%
Direct mail	15%	12%	45%	28%
Print ads	17%	18%	53%	12%
Teleprospecting	52%	4%	35%	9%
Place-based advertising	66%	8%	22%	4%
Television/Radio ads	64%	7%	25%	4%
Product placement	82%	1%	16%	1%

■ Not applicable or don't know ■ Percentage will decrease ■ Percentage will not change ■ Percentage will increase

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Chart 1.35 Marketing tactics budget forecast
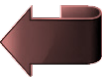
How do you foresee the percentage of your total marketing budget allocated to the following marketing tactics changing over the next year? **Marketing Agency or Consultancy**

Tactic	Not applicable or don't know	Percentage will decrease	Percentage will not change	Percentage will increase
Email marketing	3%	3%	22%	72%
Website	5%	3%	25%	67%
Social media marketing	7%	8%	21%	64%
SEO/paid search/Google Adwords	11%	4%	28%	56%
Online display ads	14%	8%	31%	46%
Live events/tradeshows	20%	12%	45%	23%
Mobile marketing	14%	3%	26%	57%
Direct mail	23%	19%	39%	20%
Print ads	31%	31%	32%	5%
Teleprospecting	37%	14%	36%	13%
Place-based advertising	53%	18%	23%	6%
Television/Radio ads	55%	15%	23%	7%
Product placement	64%	10%	22%	4%

■ Not applicable or don't know   ■ Percentage will decrease   ■ Percentage will not change   ■ Percentage will increase

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Chart 1.36 Marketing tactics budget forecast
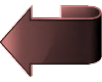
How do you foresee the percentage of your total marketing budget allocated to the following marketing tactics changing over the next year? **Professional or Financial Services**

Tactic	Not applicable or don't know	Percentage will decrease	Percentage will not change	Percentage will increase
Email marketing	3%	1%	32%	64%
Website	7%		24%	69%
Social media marketing	11%	3%	24%	61%
SEO/paid search/Google Adwords	18%	6%	23%	53%
Online display ads	16%	5%	28%	51%
Live events/tradeshows	23%	3%	44%	30%
Mobile marketing	29%	2%	26%	42%
Direct mail	25%	14%	30%	31%
Print ads	25%	16%	42%	18%
Teleprospecting	44%	4%	29%	22%
Place-based advertising	57%	7%	32%	4%
Television/Radio ads	57%	6%	31%	6%
Product placement	73%	4%	20%	3%

- ■ Not applicable or don't know
- ■ Percentage will decrease
- ■ Percentage will not change
- ■ Percentage will increase

marketingsherpa

Chart 1.37 Marketing tactics budget forecast

How do you foresee the percentage of your total marketing budget allocated to the following marketing tactics changing over the next year? **Retail or E-commerce**

Tactic	Not applicable or don't know	Percentage will decrease	Percentage will not change	Percentage will increase
Email marketing	5%	2%	24%	69%
Website	5%	2%	14%	79%
Social media marketing	9%		26%	64%
SEO/paid search/Google Adwords	13%	6%	20%	61%
Online display ads	15%	6%	18%	62%
Live events/tradeshows	45%	8%	24%	24%
Mobile marketing	18%	2%	19%	61%
Direct mail	33%	11%	23%	33%
Print ads	33%	15%	34%	17%
Teleprospecting	68%	4%	16%	12%
Place-based advertising	58%	12%	19%	10%
Television/Radio ads	61%	9%	16%	13%
Product placement	71%	4%	20%	5%

■ Not applicable or don't know   ■ Percentage will decrease   ■ Percentage will not change   ■ Percentage will increase

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Chart 1.38 Marketing tactics budget forecast

How do you foresee the percentage of your total marketing budget allocated to the following marketing tactics changing over the next year? **Software or Software as a Service**

Tactic	Not applicable or don't know	Percentage will decrease	Percentage will not change	Percentage will increase
Email marketing	2%	2%	37%	59%
Website	3%	2%	25%	69%
Social media marketing	9%		25%	66%
SEO/paid search/Google Adwords	6%	3%	29%	63%
Online display ads	16%	5%	22%	58%
Live events/tradeshows	17%	10%	32%	41%
Mobile marketing	37%	1%	31%	32%
Direct mail	41%	7%	30%	23%
Print ads	44%	19%	26%	10%
Teleprospecting	31%	4%	33%	32%
Place-based advertising	71%	10%	16%	3%
Television/Radio ads	73%	10%	15%	2%
Product placement	74%	7%	16%	3%

■ Not applicable or don't know   ■ Percentage will decrease   ■ Percentage will not change   ■ Percentage will increase

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Chart 1.39 Organizational email marketing goals

Which goals does your organization want to achieve through email marketing in the next 12 months? Please select all that apply.

Goal	Percentage
Deliver highly relevant content	67%
Drive additional traffic to our website	67%
Increase sales conversion and/or revenue	67%
Increase email engagement metrics	65%
Grow and retain subscribers on our list	63%
Integrate email with other marketing tactics (e.g. mobile, social)	60%
Increase lead generation	59%
Build brand awareness or reputation	58%
Effectively nurture prospects	56%
Segment the email database	49%
Achieve or measurably increase ROI from email programs	47%
Improve email deliverability and inbox placement rates	45%
Expand testing and optimization practices	44%
Improve database hygiene	43%
Qualify leads	39%
Integrate our email data with CRM, sCRM and other data systems	38%

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Chart 1.40 Organizational email marketing goals

Which goals does your organization want to achieve through email marketing in the next 12 months? Please select all that apply.

Goal	Percentage
Deliver highly relevant content	67%
Drive additional traffic to our website	70%
Increase sales conversion and/or revenue	73%
Increase email engagement metrics	71%
Grow and retain subscribers on our list	71%
Integrate email with other marketing tactics (e.g. mobile, social)	62%
Increase lead generation	45%
Build brand awareness or reputation	51%
Effectively nurture prospects	47%
Segment the email database	57%
Achieve or measurably increase ROI from email programs	45%
Improve email deliverability and inbox placement rates	52%
Expand testing and optimization practices	55%
Improve database hygiene	37%
Qualify leads	26%
Integrate our email data with CRM, sCRM and other data systems	39%

B2C

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Chart 1.41 Organizational email marketing goals

Which goals does your organization want to achieve through email marketing in the next 12 months? Please select all that apply.

Goal	Percentage
Deliver highly relevant content	68%
Drive additional traffic to our website	67%
Increase sales conversion and/or revenue	65%
Increase email engagement metrics	61%
Grow and retain subscribers on our list	58%
Integrate email with other marketing tactics (e.g. mobile, social)	58%
Increase lead generation	67%
Build brand awareness or reputation	62%
Effectively nurture prospects	62%
Segment the email database	45%
Achieve or measurably increase ROI from email programs	47%
Improve email deliverability and inbox placement rates	41%
Expand testing and optimization practices	37%
Improve database hygiene	45%
Qualify leads	47%
Integrate our email data with CRM, sCRM and other data systems	39%

B2B & B2G

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Chart 1.42 Organizational email marketing goals

Which goals does your organization want to achieve through email marketing in the next 12 months? Please select all that apply.

Goal	Percentage
Deliver highly relevant content	64%
Drive additional traffic to our website	64%
Increase sales conversion and/or revenue	71%
Increase email engagement metrics	67%
Grow and retain subscribers on our list	68%
Integrate email with other marketing tactics (e.g. mobile, social)	62%
Increase lead generation	56%
Build brand awareness or reputation	57%
Effectively nurture prospects	53%
Segment the email database	51%
Achieve or measurably increase ROI from email programs	48%
Improve email deliverability and inbox placement rates	46%
Expand testing and optimization practices	49%
Improve database hygiene	45%
Qualify leads	34%
Integrate our email data with CRM, sCRM and other data systems	38%

B2C & B2B

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Chart 1.43 Barriers to top challenges

What barriers exist to overcoming your top challenges? Please select all that apply.

Barrier	%
Inadequate staffing resources and expertise	52%
Difficulty merging email data with other systems	42%
Inability to manufacture relevant content on a consistent and predictable basis	32%
Lack of executive support	31%
Insufficient testing	30%
Poor planning to integrate email with other marketing tactics	30%
Unclear objectives or constantly changing of objectives	28%
Lack of an effective email marketing strategy	27%
Inability to segment subscribers properly	25%
Failure to quantify email marketing ROI	25%
Unrealistic time frames	21%

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Chart 1.44 Barriers to top challenges

What barriers exist to overcoming your top challenges? Please select all that apply.

Barrier	Percentage
Inadequate staffing resources and expertise	54%
Difficulty merging email data with other systems	40%
Inability to manufacture relevant content on a consistent and predictable basis	25%
Lack of executive support	28%
Insufficient testing	36%
Poor planning to integrate email with other marketing tactics	33%
Unclear objectives or constantly changing of objectives	23%
Lack of an effective email marketing strategy	25%
Inability to segment subscribers properly	30%
Failure to quantify email marketing ROI	19%
Unrealistic time frames	21%

B2C

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Chart 1.45 Barriers to top challenges

What barriers exist to overcoming your top challenges? Please select all that apply.

Barrier	Percentage
Inadequate staffing resources and expertise	49%
Difficulty merging email data with other systems	39%
Inability to manufacture relevant content on a consistent and predictable basis	36%
Lack of executive support	32%
Insufficient testing	28%
Poor planning to integrate email with other marketing tactics	27%
Unclear objectives or constantly changing of objectives	27%
Lack of an effective email marketing strategy	28%
Inability to segment subscribers properly	24%
Failure to quantify email marketing ROI	28%
Unrealistic time frames	19%

B2B & B2G

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Chart 1.46 Barriers to top challenges

What barriers exist to overcoming your top challenges? Please select all that apply.

Barrier	Percentage
Inadequate staffing resources and expertise	55%
Difficulty merging email data with other systems	52%
Inability to manufacture relevant content on a consistent and predictable basis	30%
Lack of executive support	34%
Insufficient testing	30%
Poor planning to integrate email with other marketing tactics	33%
Unclear objectives or constantly changing of objectives	33%
Lack of an effective email marketing strategy	25%
Inability to segment subscribers properly	24%
Failure to quantify email marketing ROI	24%
Unrealistic time frames	24%

B2C & B2B

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Chart 1.47 Barriers to top challenges

What barriers exist to overcoming your top challenges? Please select all that apply.

Barrier	Percent
Inadequate staffing resources and expertise	47%
Difficulty merging email data with other systems	38%
Inability to manufacture relevant content on a consistent and predictable basis	32%
Lack of executive support	27%
Insufficient testing	32%
Poor planning to integrate email with other marketing tactics	27%
Unclear objectives or constantly changing of objectives	27%
Lack of an effective email marketing strategy	29%
Inability to segment subscribers properly	22%
Failure to quantify email marketing ROI	25%
Unrealistic time frames	21%

<100 Employees

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Chart 1.48 Barriers to top challenges

What barriers exist to overcoming your top challenges? Please select all that apply.

Barrier	Percentage
Inadequate staffing resources and expertise	59%
Difficulty merging email data with other systems	46%
Inability to manufacture relevant content on a consistent and predictable basis	32%
Lack of executive support	36%
Insufficient testing	27%
Poor planning to integrate email with other marketing tactics	33%
Unclear objectives or constantly changing of objectives	28%
Lack of an effective email marketing strategy	25%
Inability to segment subscribers properly	29%
Failure to quantify email marketing ROI	25%
Unrealistic time frames	21%

>100 Employees

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Chart 1.49 Barriers to top challenges

What barriers exist to overcoming your top challenges? Please select all that apply. **Under 100k emails sent a month**

Barrier	%
Inadequate staffing resources and expertise	**50%**
Difficulty merging email data with other systems	**39%**
Inability to manufacture relevant content on a consistent and predictable basis	**36%**
Lack of executive support	**32%**
Insufficient testing	**31%**
Poor planning to integrate email with other marketing tactics	**30%**
Unclear objectives or constantly changing of objectives	**28%**
Lack of an effective email marketing strategy	**33%**
Inability to segment subscribers properly	**24%**
Failure to quantify email marketing ROI	**30%**
Unrealistic time frames	**19%**

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Chart 1.50 Barriers to top challenges

What barriers exist to overcoming your top challenges? Please select all that apply. **Over 100k emails sent a month**

Barrier	Percentage
Inadequate staffing resources and expertise	54%
Difficulty merging email data with other systems	47%
Inability to manufacture relevant content on a consistent and predictable basis	26%
Lack of executive support	31%
Insufficient testing	28%
Poor planning to integrate email with other marketing tactics	30%
Unclear objectives or constantly changing of objectives	27%
Lack of an effective email marketing strategy	18%
Inability to segment subscribers properly	27%
Failure to quantify email marketing ROI	18%
Unrealistic time frames	24%

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Email Marketing Benchmark Report

Chapter 2
The Message

Data Sciences
MECLABS
VERIFIED
February 2013

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The Message: Points to Consider

At the core of any successful email send is the ability to communicate a compelling message, and encourage a response. To effectively do so in an era replete with real-time social communication, **marketers must be able to not only craft engaging email content, but also competently measure the elements that are – and are not – working in their sends**.

This measurement can provide the insights necessary to streamline, target and improve delivery of email content.

Our surveyed marketers helped us determine:

- Marketers' involvement with tracking, analyzing and/or reporting email metrics
- The types of email marketing metrics tracked by surveyed organizations
- Average rates for selected email marketing metrics
- The types of automated email messages deployed by organizations

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The Message: Points to Consider

WHAT EMAIL MARKETING METRICS DO MARKETERS TRACK … AND HOW ARE THEY PERFORMING?

As we learned in the *2013 Marketing Analytics Benchmark Report*, a majority of marketers are tracking email metrics, as indicated by 63% of respondents in that survey.

Respondents to the 2013 Email Marketing Benchmark Survey were similarly aligned, with 83% indicating they were involved with tracking, analyzing or reporting upon email metrics (Chart 2.1).

But, what types of email metrics are being tracked? When asked about different types of email marketing metrics tracked by their organizations, both **"clickthrough rate" (92%) and "open rate" (90%) were selected as the primary focal points for surveyed marketers across businesses serving all customer types** (Chart 2.3, Chart 2.4, and Chart 2.5).

Consumer-focused companies seemingly place more emphasis on generating revenue-per-email (53%) than their B2B/B2G counterparts (32%) (Chart 2.3).

Interestingly, despite a growth of social media integration within email – all the more notable with the recent increase in HTML-5 email sends – **only 25% of surveyed marketers were tracking social sharing, overall** (Chart 2.2).

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The Message: Points to Consider

Also interesting is that slightly more B2B/B2G marketers (28%) tracked social sharing metrics than B2C marketers, despite social media's strong presence on consumer-oriented emails and websites (Chart 2.4).

When asked to estimate average rates for a series of email marketing metrics, **respondents were overwhelmingly confident in their delivery (84%) and inbox placement (71%) performance** (Chart 2.6). The latter is somewhat surprising, considering just 17% of surveyed marketers indicated they tracked this metric.

Points to Consider

While we at MarketingSherpa believe the point of an email is to get a click, not a conversion, the data above shows a notable disparity between clickthrough and open-rate tracking, and metrics accrued following this initial engagement.

Do your organization's email tracking efforts resemble those of our surveyed marketers? Have you seen a benefit in tracking social media metrics, or has your organization remained primarily focused on clicks and opens?

When estimating inbox placement, are your numbers based upon trackable metrics, or other determinants, such as past performance?

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The Message: Points to Consider

WHAT TYPES OF AUTOMATED MESSAGES ARE BEING DEPLOYED BY ORGANIZATIONS?
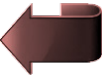
Today's email automation tools have made it possible to go beyond simple autoresponder welcome and "thank you" messages, to create a series of correspondences that are both thorough and organic in appearance.

When we asked about the types of automated, event-triggered, lifecycle emails being sent by their organizations, we found that the two most-common results were the afore-mentioned "welcome" (50%) and "thank you" (48%) sends (Chart 2.10).

Also commonly selected was automated transactional sends, such as order confirmations and receipts, selected by 40% of surveyed marketers (Chart 2.10).

However, **post-purchase follow-up sends, such as satisfaction surveys, were deployed by just 25% of respondents, indicating a potentially costly gap in some marketers' email programs**.

And, if customers *were* lost, our surveyed **marketers did not appear to commonly re-engage, as 15% indicated their organizations sent win-back emails, and just 9% sent shopping cart abandonment reminders**.

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The Message: Points to Consider

However, not surprisingly, our results indicated a likelihood that consumer-oriented organizations send more win-back and shopping cart abandonment emails (Chart 2.10).

Also notable was how transactional emails (receipts, order confirmations, etc.) differed based on organization size. Nearly half (46%) of marketers from organizations with more than 100 employees indicated they sent such correspondences (Chart 2.15), while just 34% of their smaller-sized counterparts did the same (Chart 2.14).

Points to Consider

Do you feel there are gaps in your email outreach to prospects and/or customers? How do you feel these lapses in communication have affected your overall conversions? Do you have plans to improve customer email interaction in the future? What types of emails do you plan to add or enhance within your current email marketing campaigns?

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Chart 2.1 Individual email metrics involvement

Are you involved with tracking, analyzing or reporting on email metrics for your organization?

**17%
No**

**83%
Yes**

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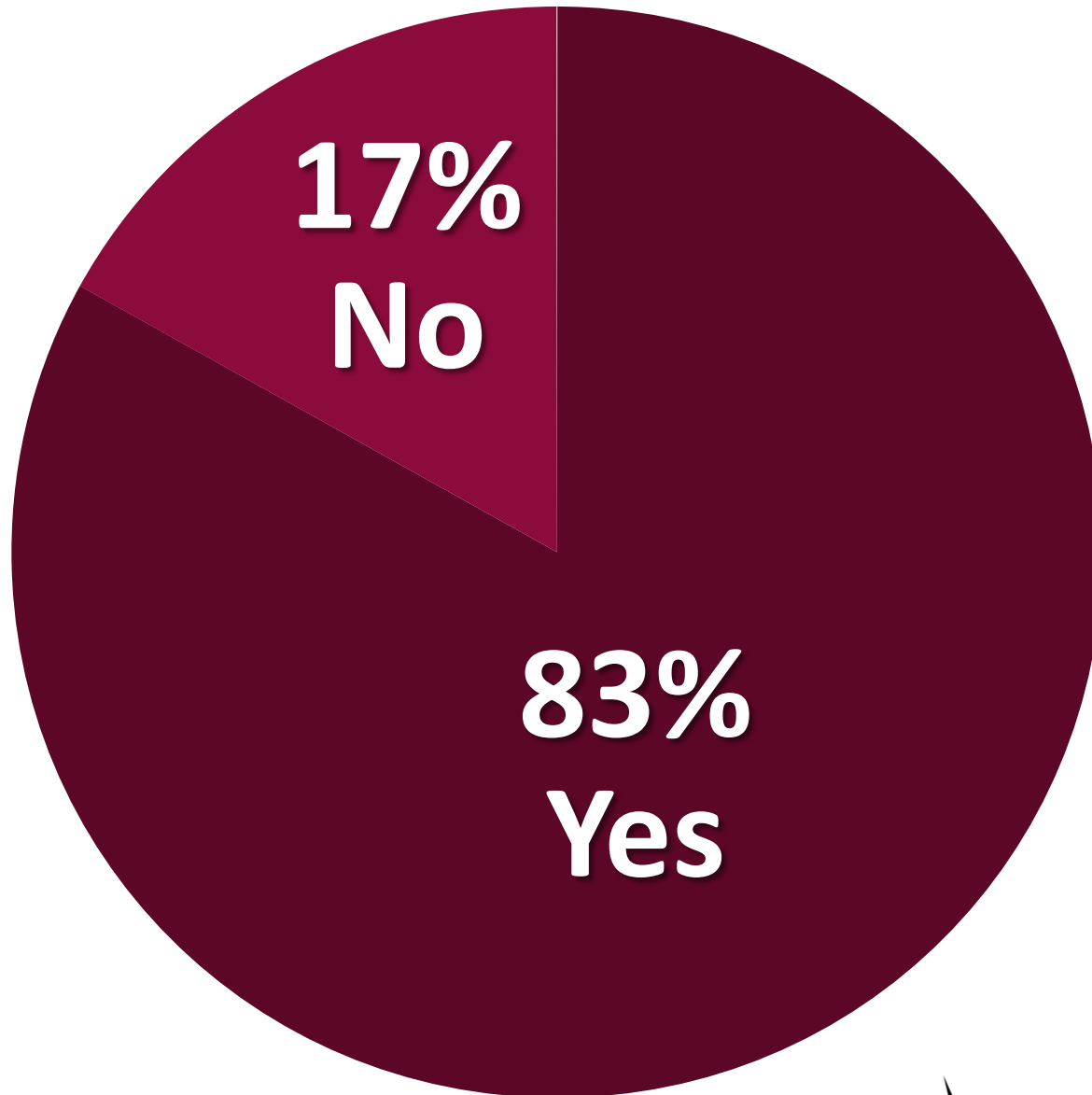
Chart 2.2 Email analytics tracking

Which of the following email marketing metrics does your organization track?

Metric	Percentage
Clickthrough rate	92%
Open rate	90%
Unsubscribe rate	79%
Delivery rate	70%
Hard bounce rate	67%
Soft bounce rate	56%
Clicks-per-email	49%
Post-click conversion rate	43%
List size	43%
Clicks-per-link in email	38%
Complaint rate	35%
Revenue-per-email	32%
Social sharing rate	28%
Response by list segment	25%
Inbox placement rate	17%
Average message size	9%
Other	3%

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N=578

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Chart 2.3 Email analytics tracking

Which of the following email marketing metrics does your organization track?

Metric	Percentage
Clickthrough rate	89%
Open rate	91%
Unsubscribe rate	75%
Delivery rate	71%
Hard bounce rate	61%
Soft bounce rate	55%
Clicks-per-email	51%
Post-click conversion rate	52%
List size	51%
Clicks-per-link in email	33%
Complaint rate	39%
Revenue-per-email	53%
Social sharing rate	25%
Response by list segment	23%
Inbox placement rate	21%
Average message size	9%
Other	4%

B2C

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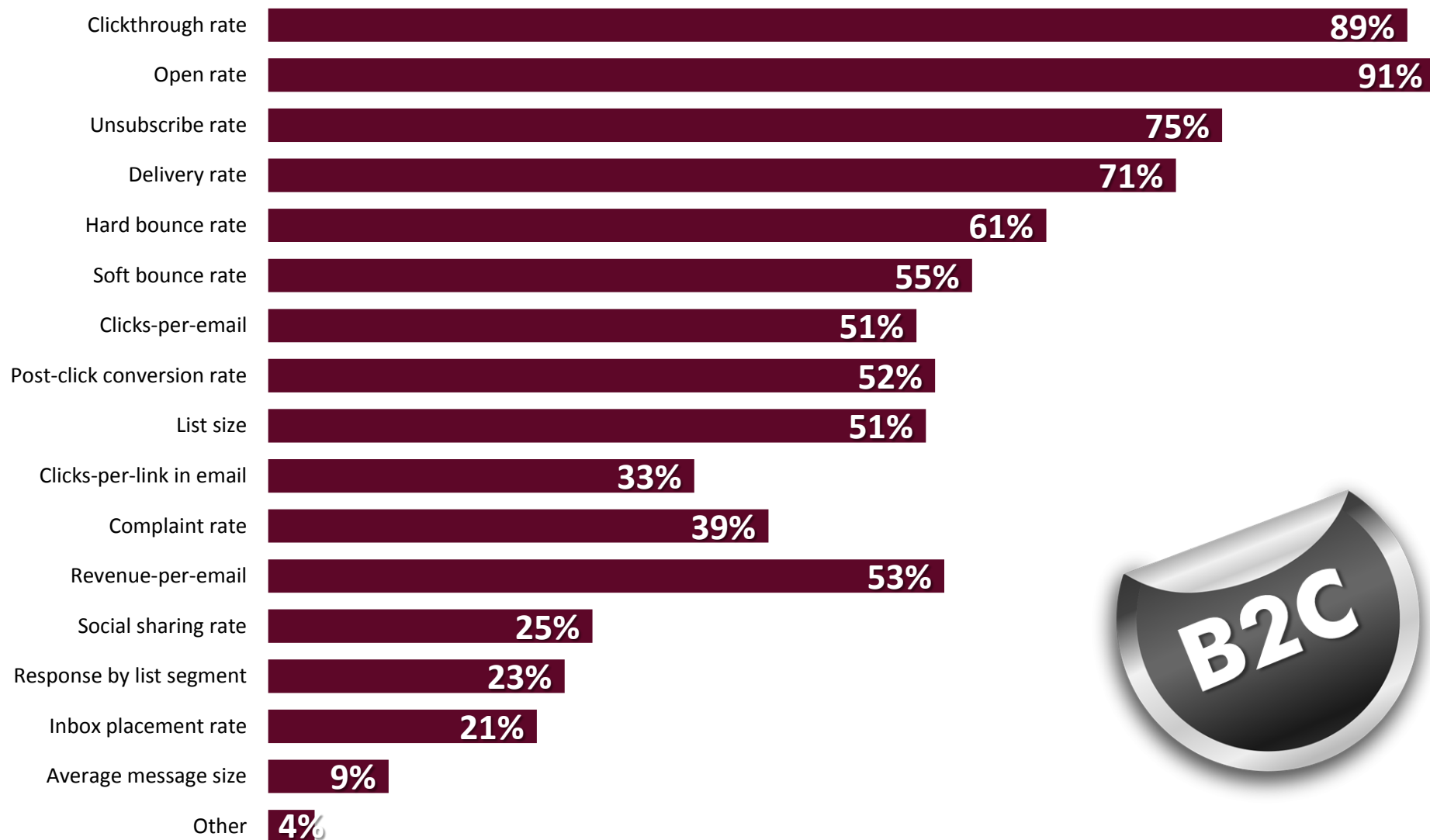
Chart 2.4 Email analytics tracking

Which of the following email marketing metrics does your organization track? **B2B & B2G**

Metric	Percentage
Clickthrough rate	93%
Open rate	91%
Unsubscribe rate	78%
Delivery rate	70%
Hard bounce rate	73%
Soft bounce rate	58%
Clicks-per-email	48%
Post-click conversion rate	38%
List size	40%
Clicks-per-link in email	40%
Complaint rate	32%
Revenue-per-email	22%
Social sharing rate	28%
Response by list segment	23%
Inbox placement rate	17%
Average message size	7%
Other	2%

B2B & B2G

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Chart 2.5 Email analytics tracking

Which of the following email marketing metrics does your organization track?

Metric	Percentage
Clickthrough rate	93%
Open rate	87%
Unsubscribe rate	85%
Delivery rate	71%
Hard bounce rate	57%
Soft bounce rate	50%
Clicks-per-email	48%
Post-click conversion rate	48%
List size	43%
Clicks-per-link in email	38%
Complaint rate	38%
Revenue-per-email	32%
Social sharing rate	31%
Response by list segment	29%
Inbox placement rate	14%
Average message size	12%
Other	5%

B2C & B2B

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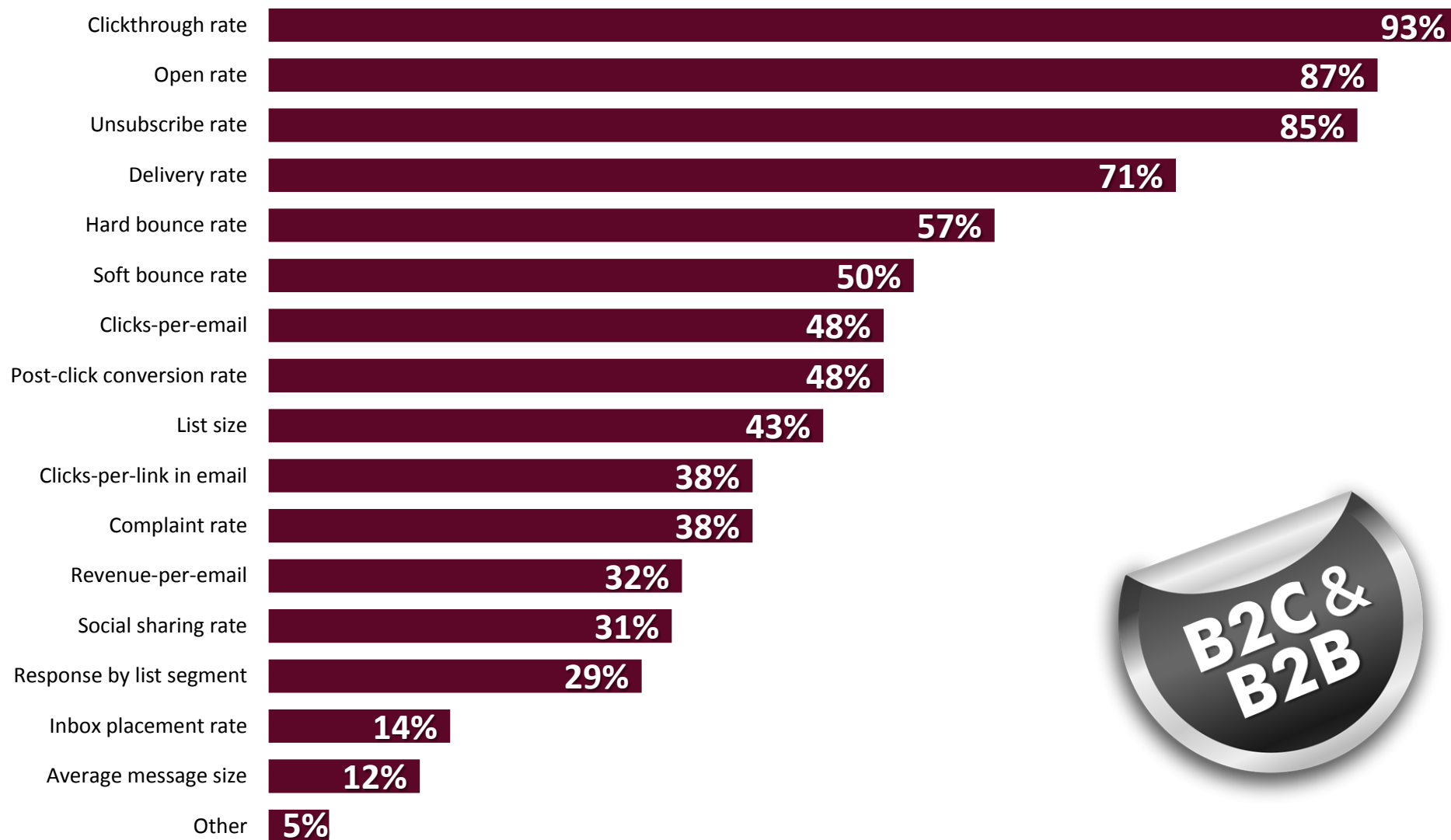
Chart 2.6 Email marketing metrics averages

Please estimate your average rates for the following metrics for ALL of your email marketing communications.

Metric	Value
Delivery rate	**84%**
Inbox placement rate	**71%**
Unique open rate	**22%**
Unique clickthrough rate	**11%**
Conversion rate	**7%**
Unsubscribe rate	**2%**

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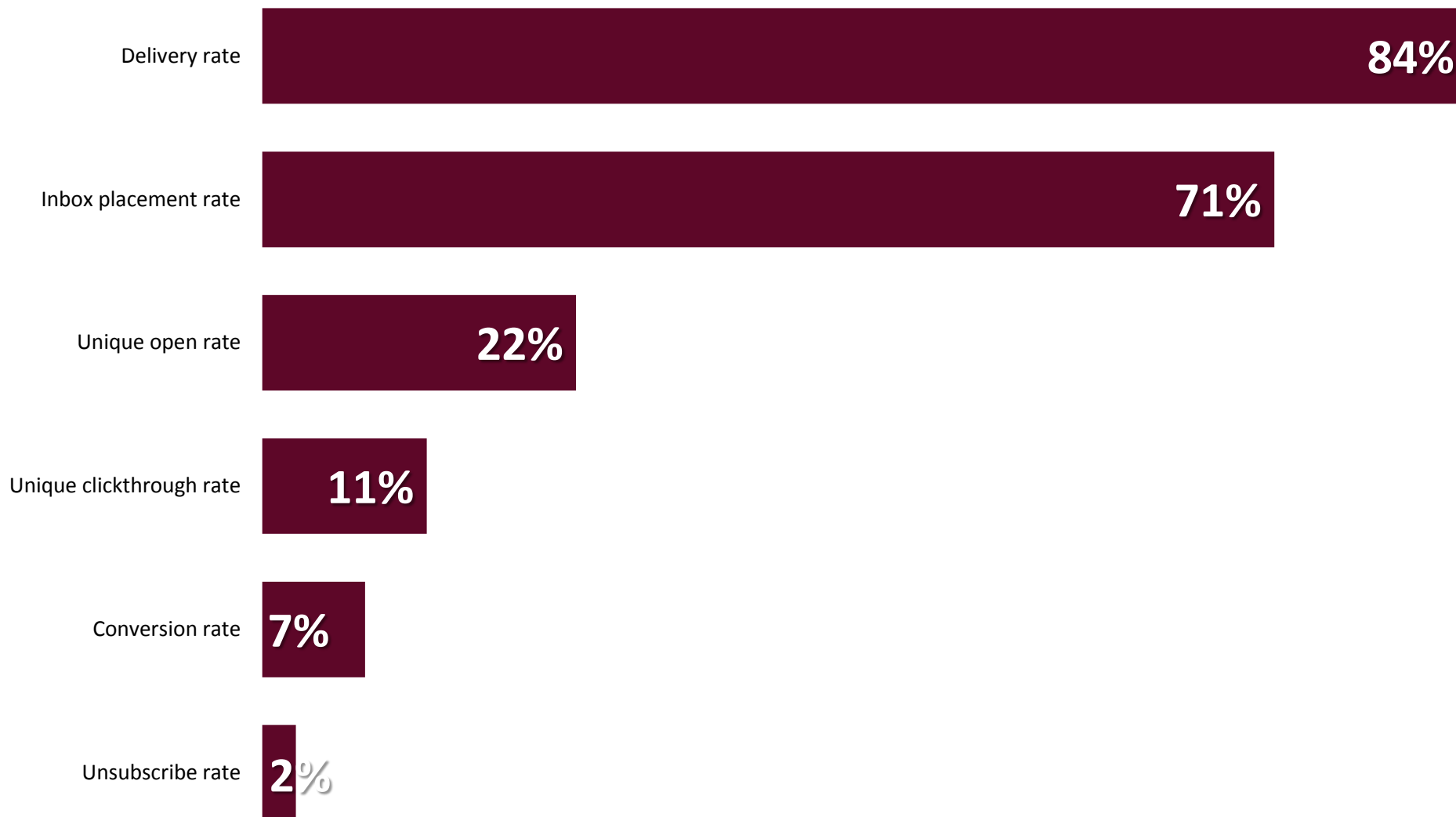
Chart 2.7 Email marketing metrics averages

Please estimate your average rates for the following metrics for ALL of your email marketing communications.

Metric	Value
Delivery rate	83%
Inbox placement rate	66%
Unique open rate	22%
Unique clickthrough rate	10%
Conversion rate	6%
Unsubscribe rate	2%

B2C

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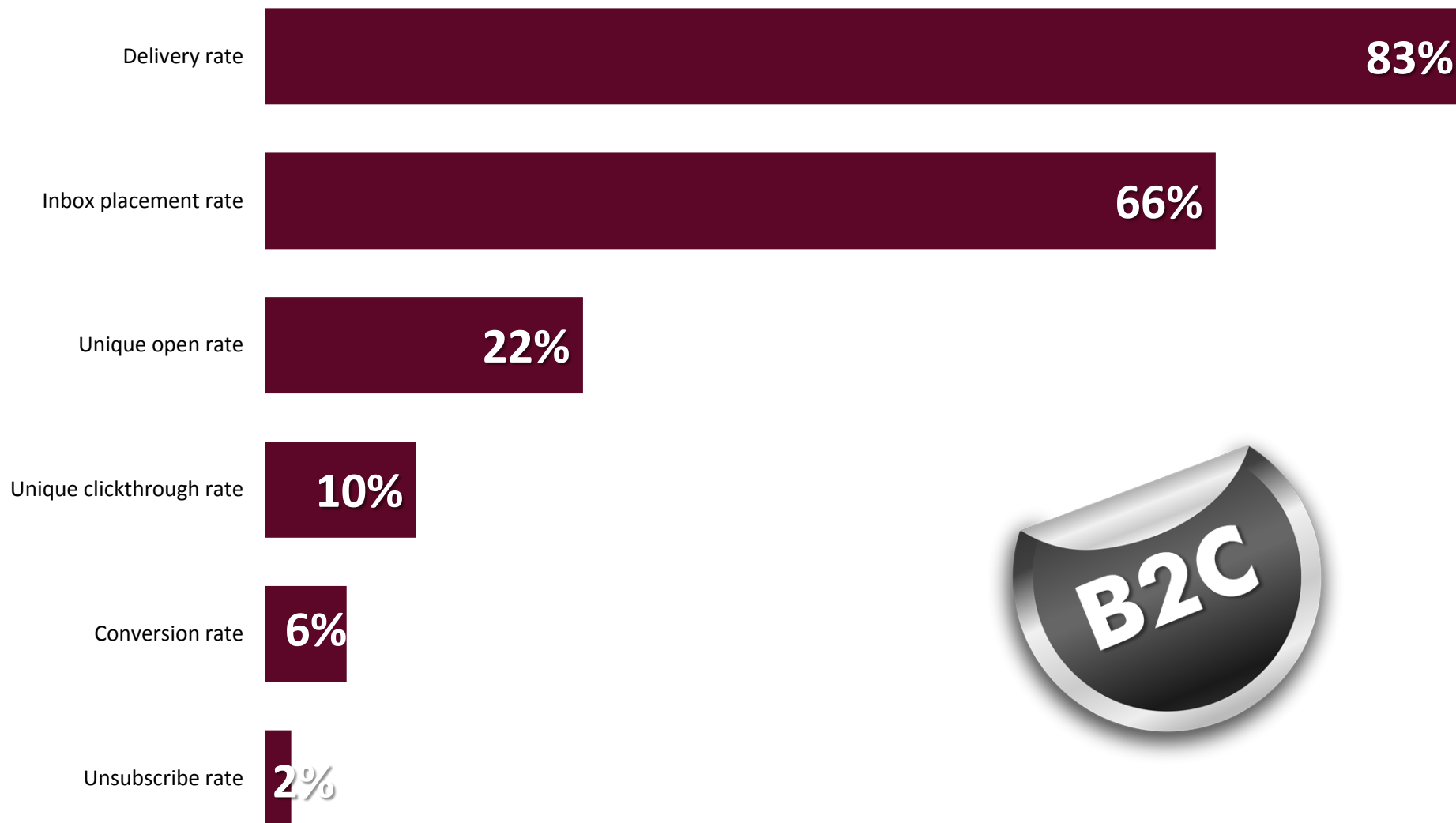
Chart 2.8 Email marketing metrics averages

Please estimate your average rates for the following metrics for ALL of your email marketing communications.

Metric	Rate
Delivery rate	85%
Inbox placement rate	73%
Unique open rate	22%
Unique clickthrough rate	13%
Conversion rate	7%
Unsubscribe rate	3%

B2B & B2G

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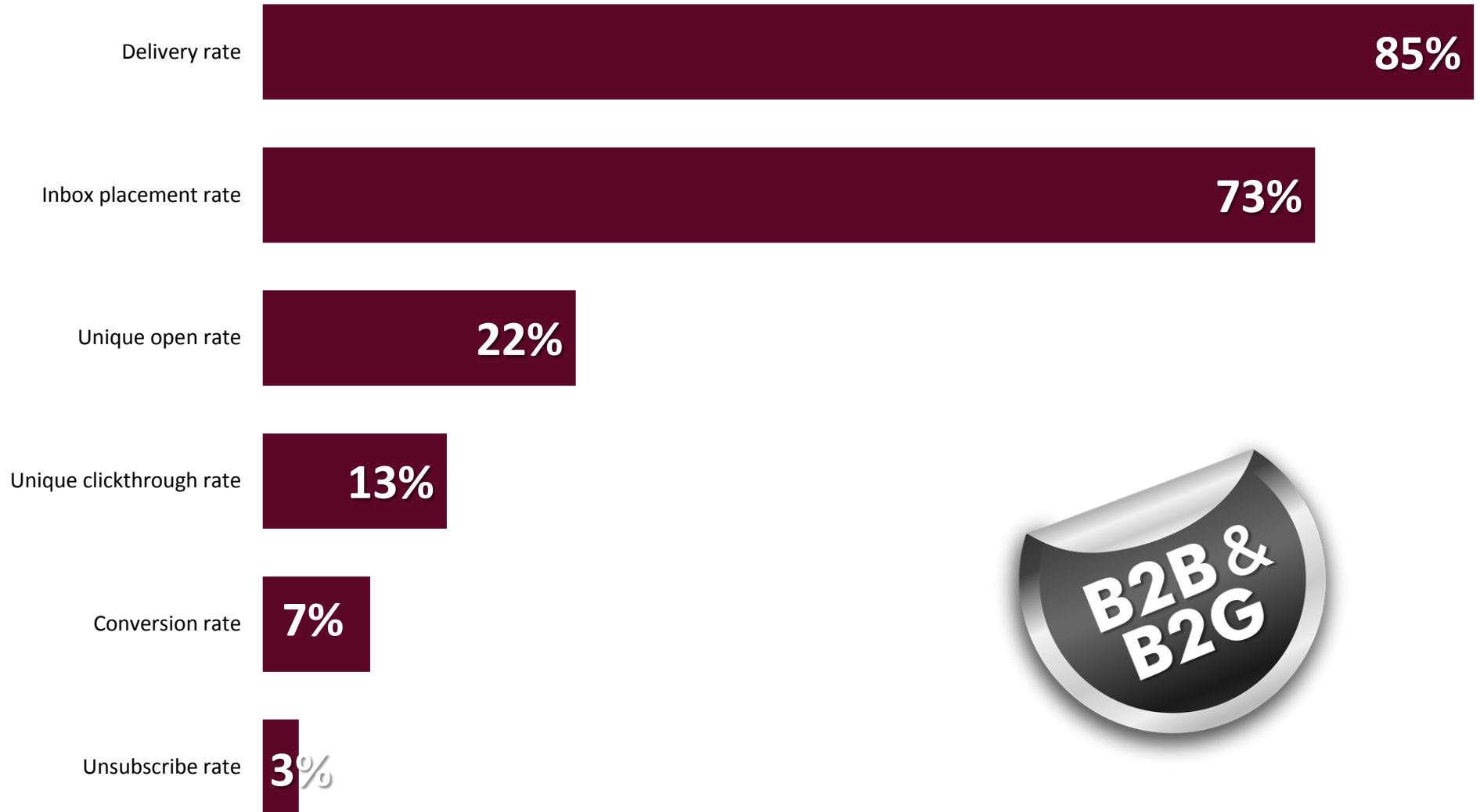
Chart 2.9 Email marketing metrics averages

Please estimate your average rates for the following metrics for ALL of your email marketing communications.

Metric	Rate
Delivery rate	**84%**
Inbox placement rate	**69%**
Unique open rate	**22%**
Unique clickthrough rate	**9%**
Conversion rate	**9%**
Unsubscribe rate	**3%**

B2C & B2B

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Chart 2.10 Organizational deployment of automated emails

What type of automated, event-triggered, lifecycle email messages does your organization deploy? Please check all that apply.

Category	Percentage
Welcome	50%
Thanks	48%
Transactional (e.g. bills, receipts, order confirmations)	40%
Activation (e.g. How to use a product or service)	26%
Post purchase (e.g. customer survey, product review)	25%
Upsell/ Cross promotional (e.g. product recommendations)	25%
Date triggered (e.g. renewals, reorder, birthday)	24%
Triggered based on website behavior (e.g. visits, browser history)	18%
Event countdown	18%
Win-back/reengagement	15%
Shopping cart abandonment	9%
Other	7%

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Chart 2.11 Organizational deployment of automated emails

What type of automated, event-triggered, lifecycle email messages does your organization deploy? Please check all that apply.

Category	Percentage
Welcome	64%
Thanks	49%
Transactional (e.g. bills, receipts, order confirmations)	60%
Activation (e.g. How to use a product or service)	36%
Post purchase (e.g. customer survey, product review)	25%
Upsell/ Cross promotional (e.g. product recommendations)	38%
Date triggered (e.g. renewals, reorder, birthday)	26%
Triggered based on website behavior (e.g. visits, browser history)	21%
Event countdown	21%
Win-back/reengagement	21%
Shopping cart abandonment	19%
Other	9%

B2C

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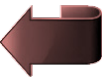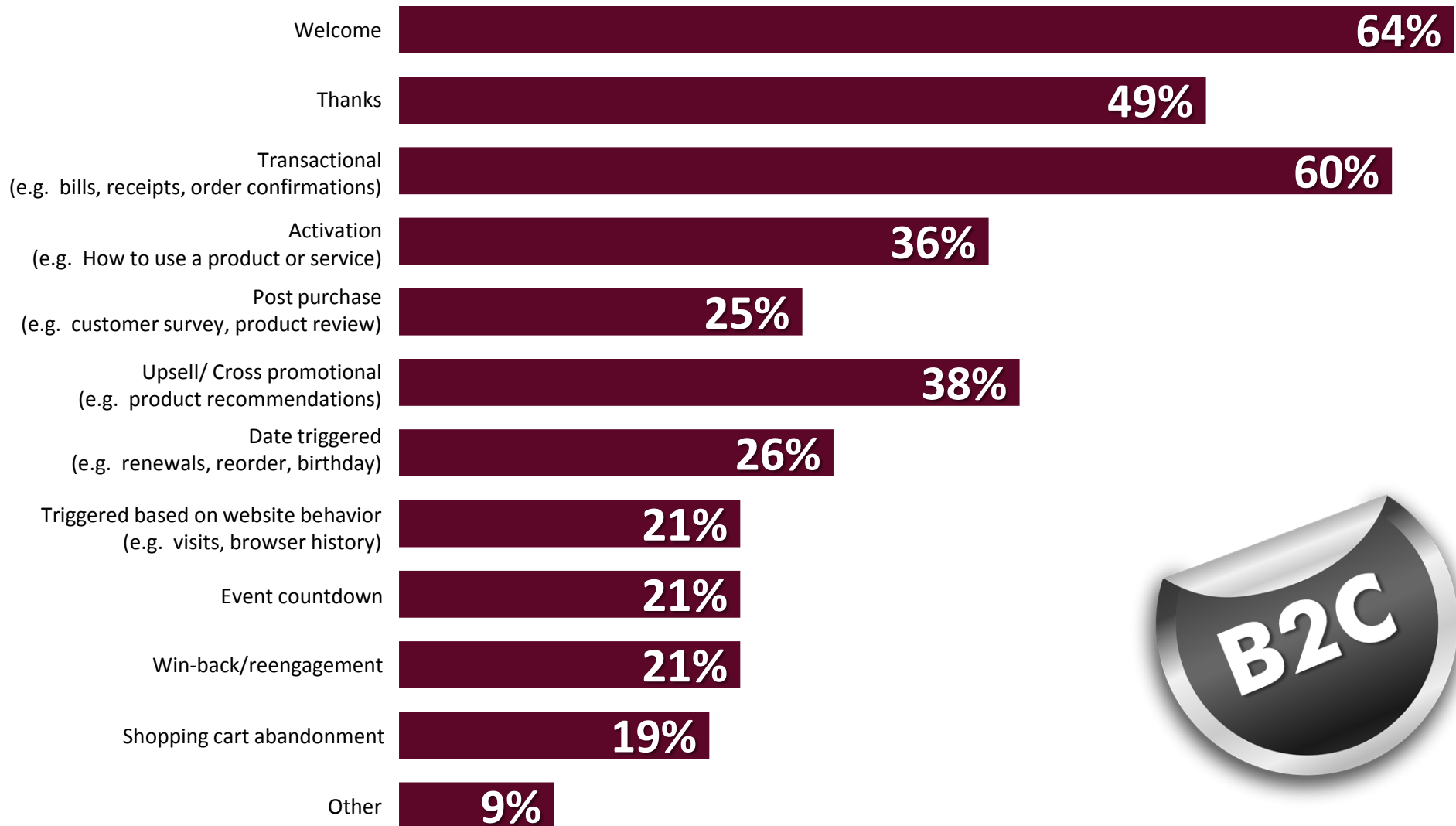
Chart 2.12 Organizational deployment of automated emails

What type of automated, event-triggered, lifecycle email messages does your organization deploy? Please check all that apply.

Category	Percentage
Welcome	45%
Thanks	48%
Transactional (e.g. bills, receipts, order confirmations)	27%
Activation (e.g. How to use a product or service)	22%
Post purchase (e.g. customer survey, product review)	23%
Upsell/ Cross promotional (e.g. product recommendations)	22%
Date triggered (e.g. renewals, reorder, birthday)	20%
Triggered based on website behavior (e.g. visits, browser history)	23%
Event countdown	20%
Win-back/reengagement	14%
Shopping cart abandonment	6%
Other	6%

B2B & B2G

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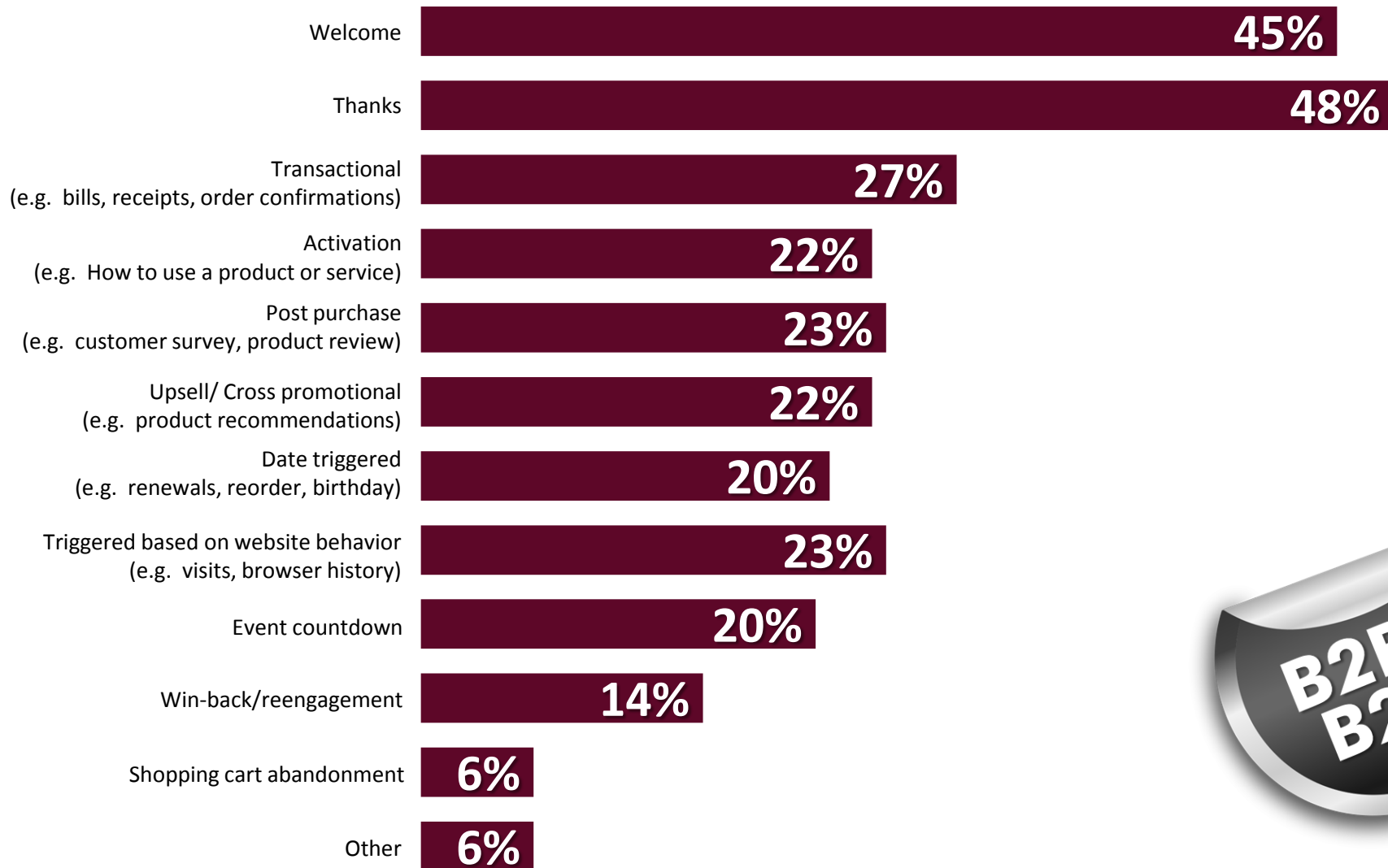
Chart 2.13 Organizational deployment of automated emails

What type of automated, event-triggered, lifecycle email messages does your organization deploy? Please check all that apply.

Category	Percentage
Welcome	50%
Thanks	46%
Transactional (e.g. bills, receipts, order confirmations)	50%
Activation (e.g. How to use a product or service)	29%
Post purchase (e.g. customer survey, product review)	29%
Upsell/ Cross promotional (e.g. product recommendations)	21%
Date triggered (e.g. renewals, reorder, birthday)	29%
Triggered based on website behavior (e.g. visits, browser history)	8%
Event countdown	11%
Win-back/reengagement	15%
Shopping cart abandonment	10%
Other	8%

B2C & B2B

101

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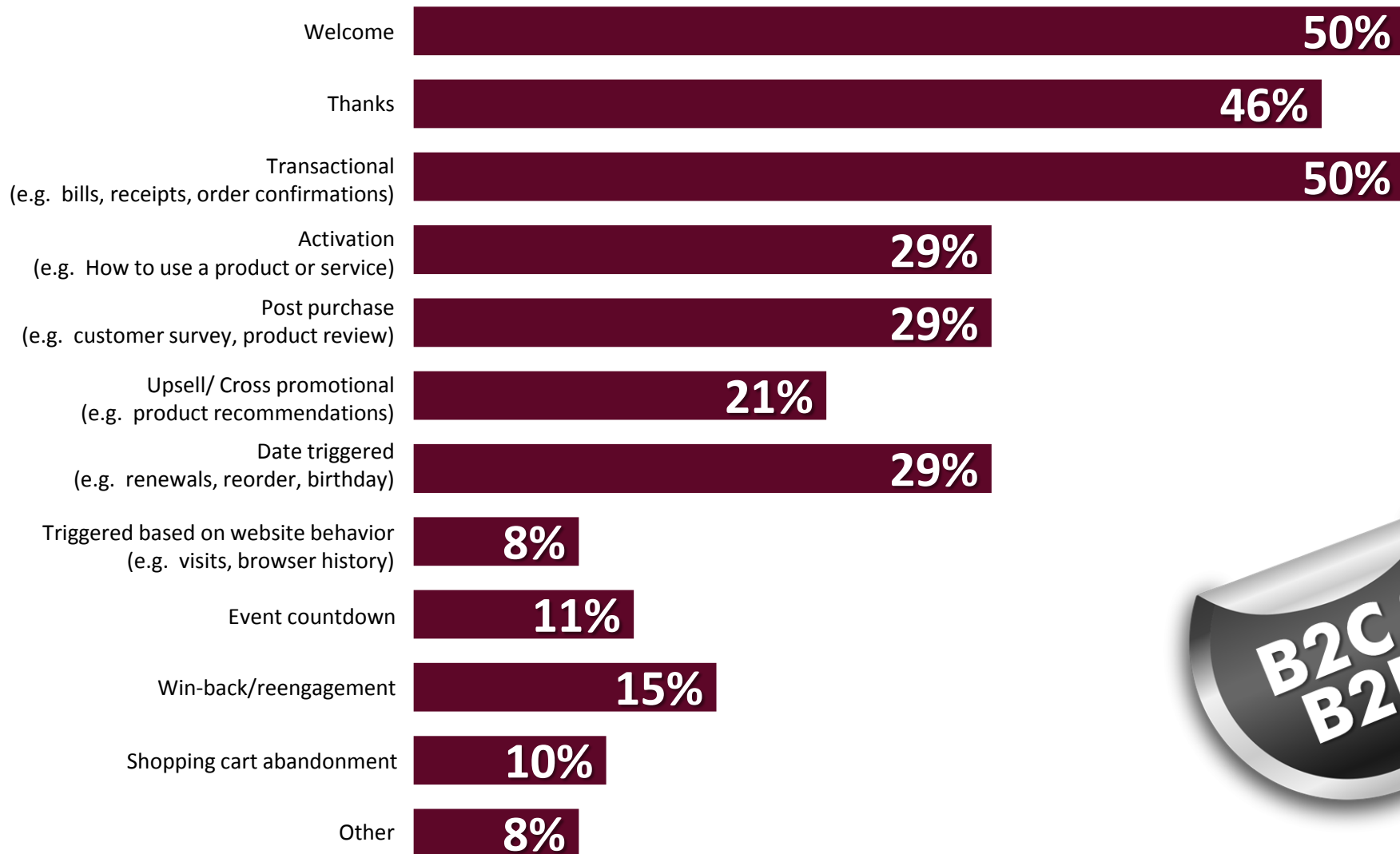
Chart 2.14 Organizational deployment of automated emails

What type of automated, event-triggered, lifecycle email messages does your organization deploy? Please check all that apply.

Category	Percentage
Welcome	51%
Thanks	49%
Transactional (e.g. bills, receipts, order confirmations)	34%
Activation (e.g. How to use a product or service)	26%
Post purchase (e.g. customer survey, product review)	27%
Upsell/ Cross promotional (e.g. product recommendations)	26%
Date triggered (e.g. renewals, reorder, birthday)	23%
Triggered based on website behavior (e.g. visits, browser history)	20%
Event countdown	15%
Win-back/reengagement	16%
Shopping cart abandonment	8%
Other	6%

<100 Employees

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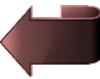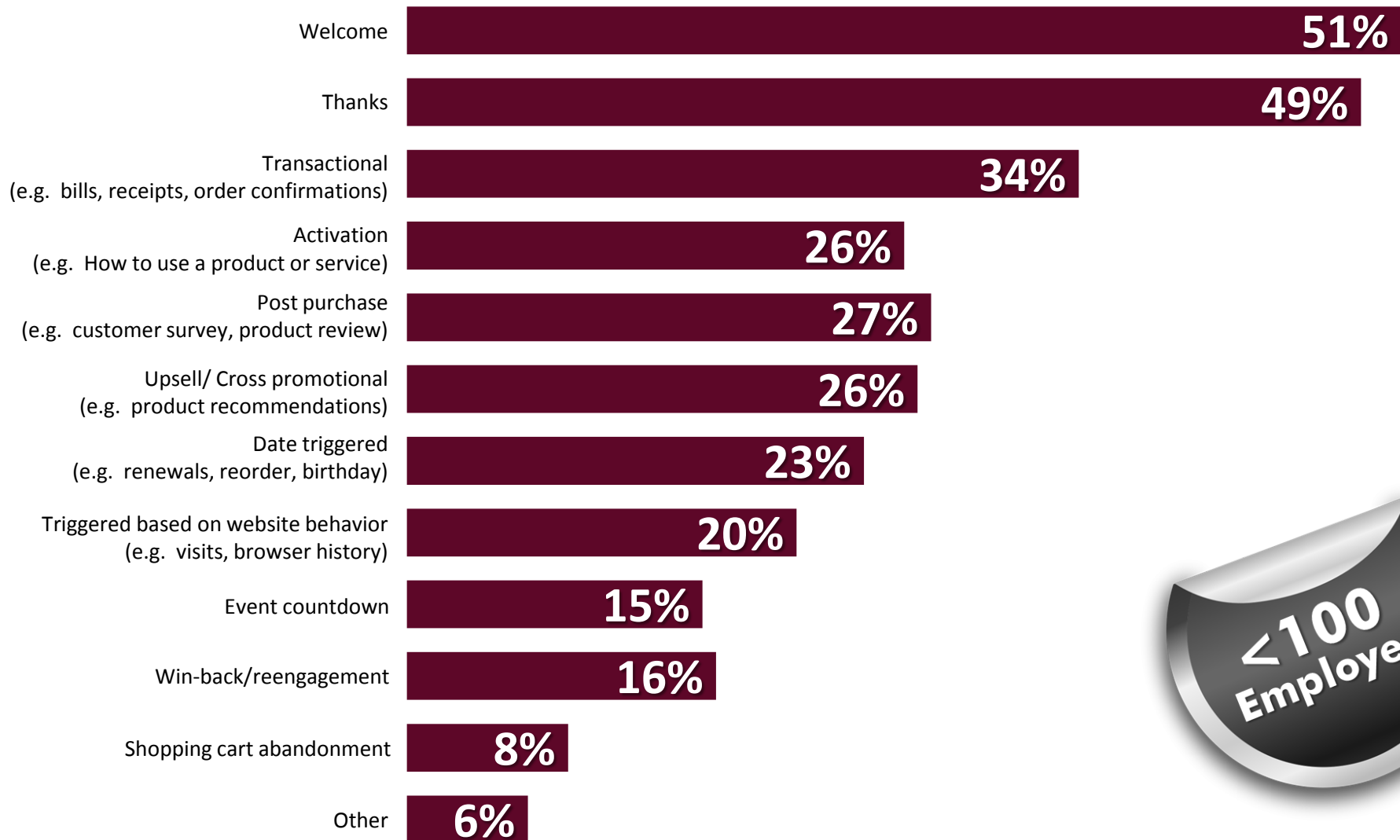
Chart 2.15 Organizational deployment of automated emails

What type of automated, event-triggered, lifecycle email messages does your organization deploy? Please check all that apply.

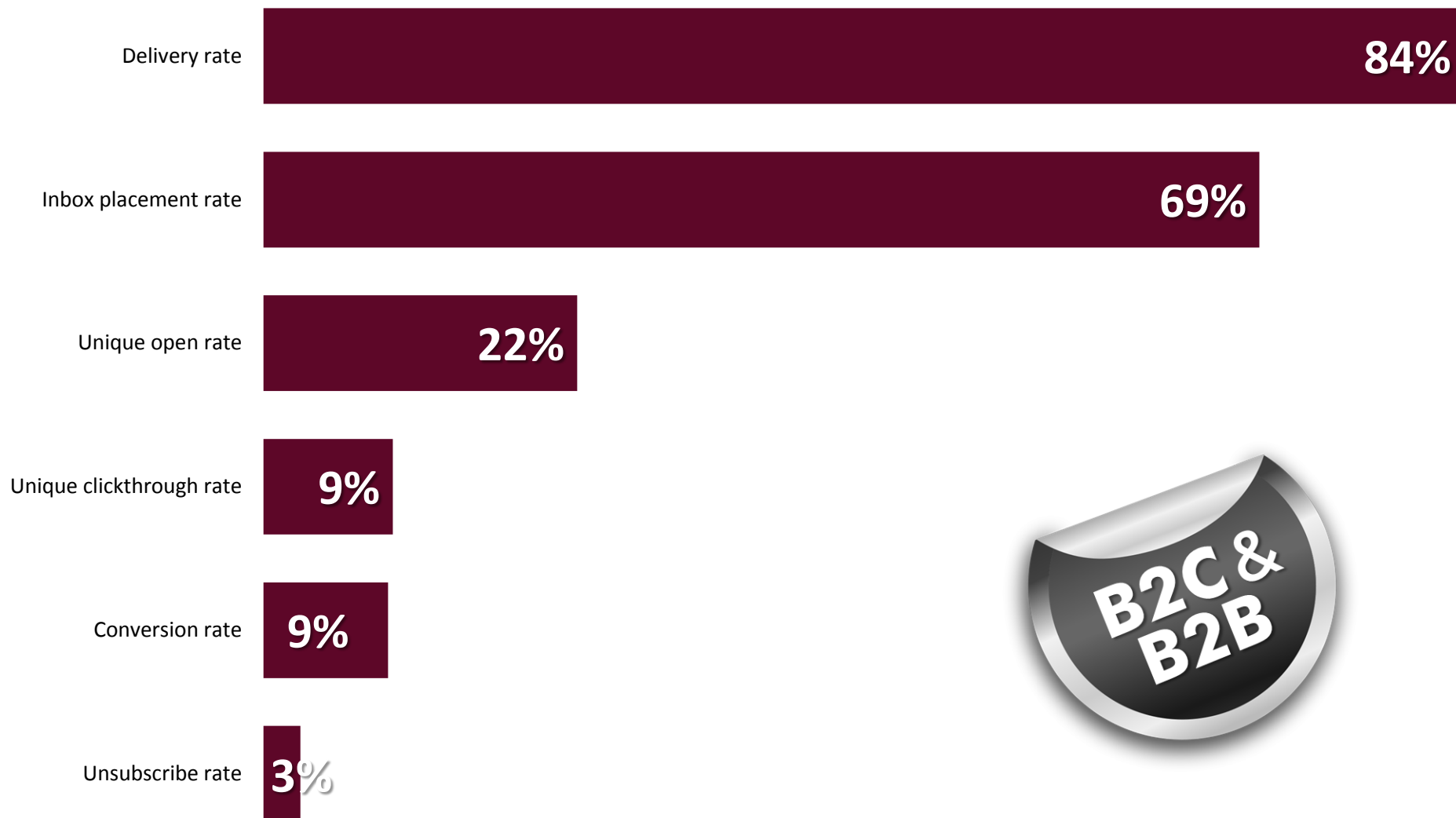| Category	Percentage
Welcome	50%
Thanks	48%
Transactional (e.g. bills, receipts, order confirmations)	46%
Activation (e.g. How to use a product or service)	28%
Post purchase (e.g. customer survey, product review)	22%
Upsell/ Cross promotional (e.g. product recommendations)	23%
Date triggered (e.g. renewals, reorder, birthday)	24%
Triggered based on website behavior (e.g. visits, browser history)	17%
Event countdown	21%
Win-back/reengagement	15%
Shopping cart abandonment	10%
Other	8%

>100 Employees

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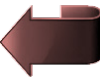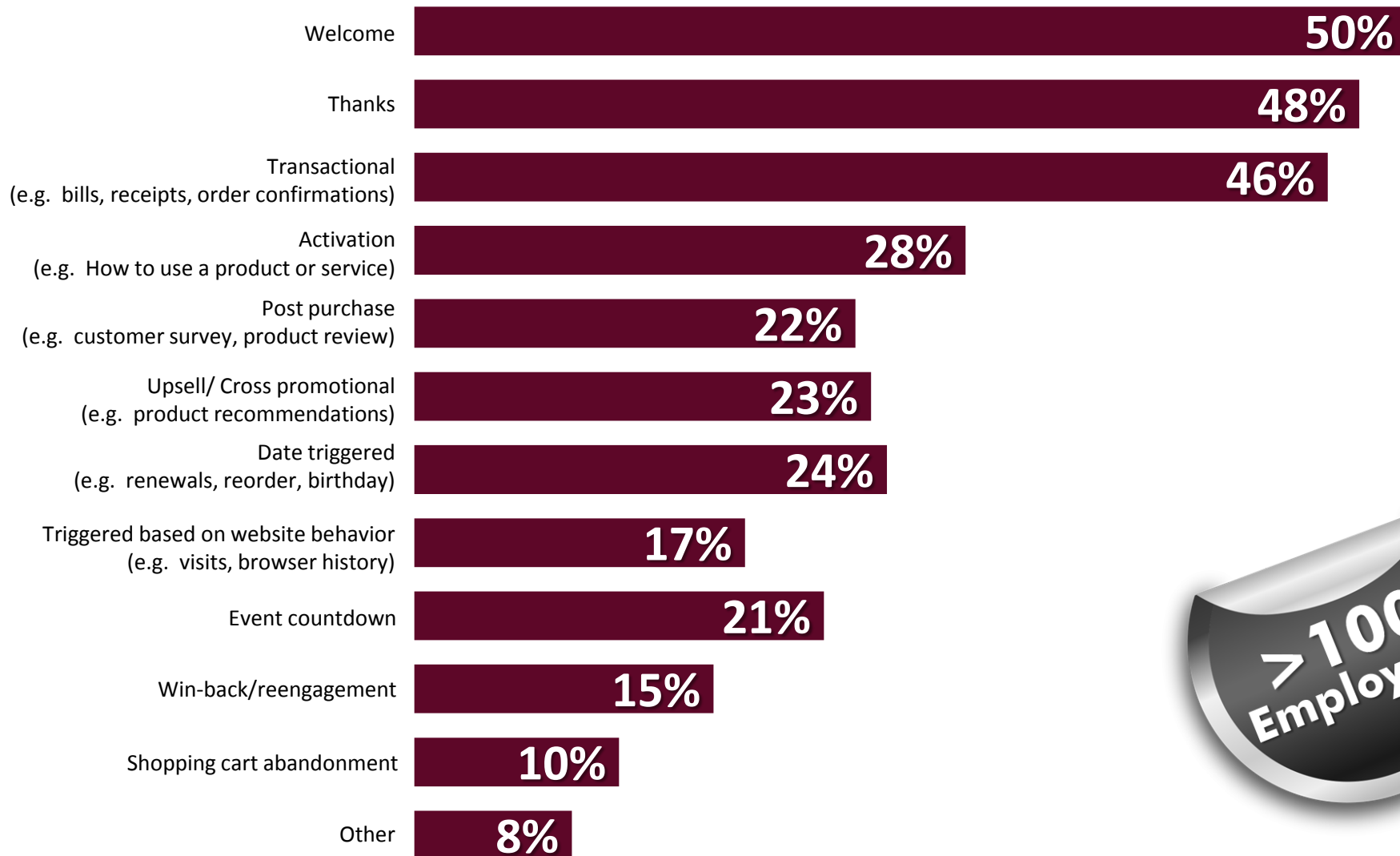
Chart 2.16 Organizational deployment of automated emails

What type of automated, event-triggered, lifecycle email messages does your organization deploy? Please check all that apply.
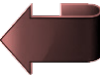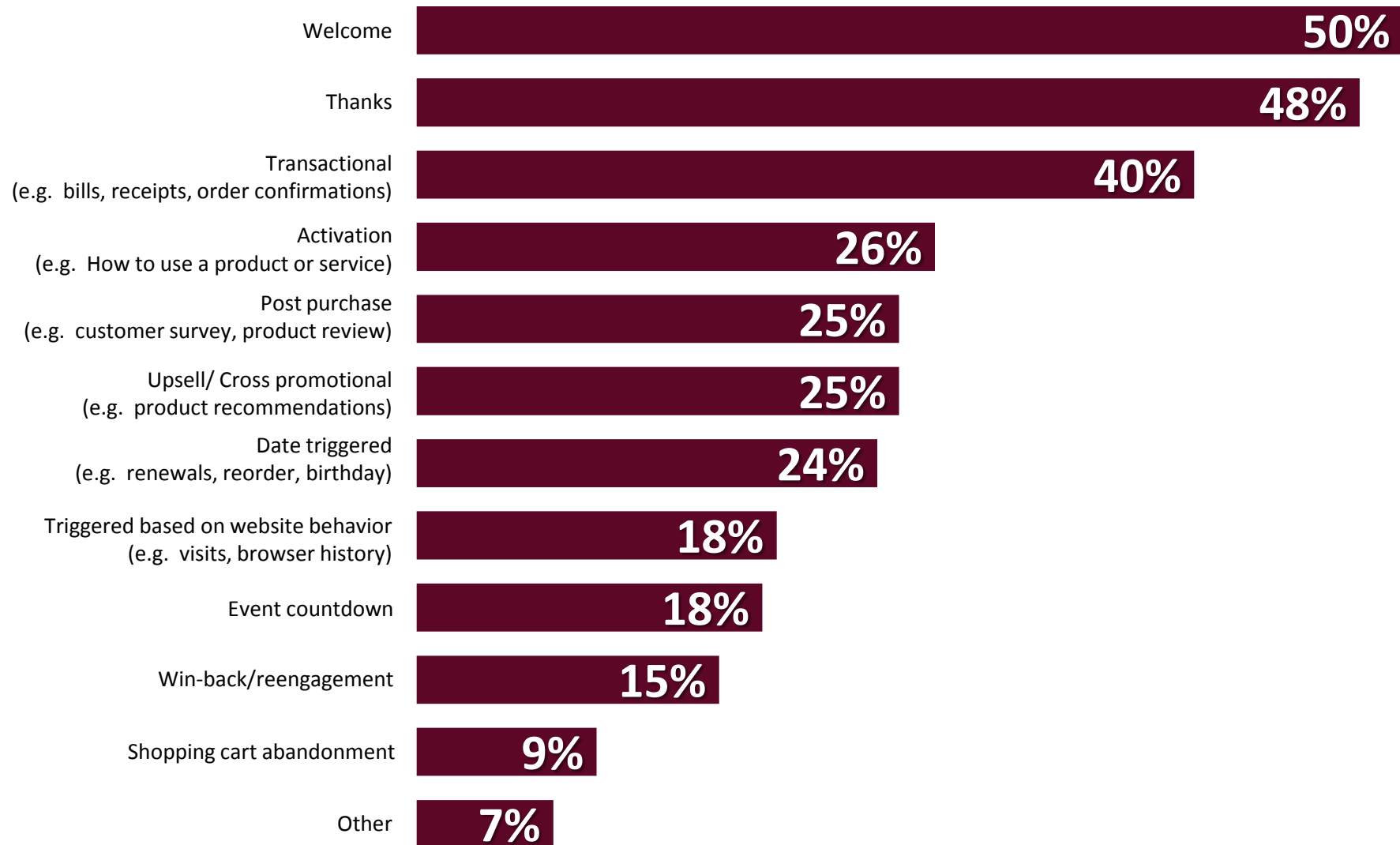
Category	Percentage
Welcome	59%
Thanks	59%
Transactional (e.g. bills, receipts, order confirmations)	32%
Activation (e.g. How to use a product or service)	24%
Post purchase (e.g. customer survey, product review)	24%
Upsell/ Cross promotional (e.g. product recommendations)	29%
Date triggered (e.g. renewals, reorder, birthday)	31%
Triggered based on website behavior (e.g. visits, browser history)	22%
Event countdown	19%
Win-back/reengagement	27%
Shopping cart abandonment	8%
Other	8%

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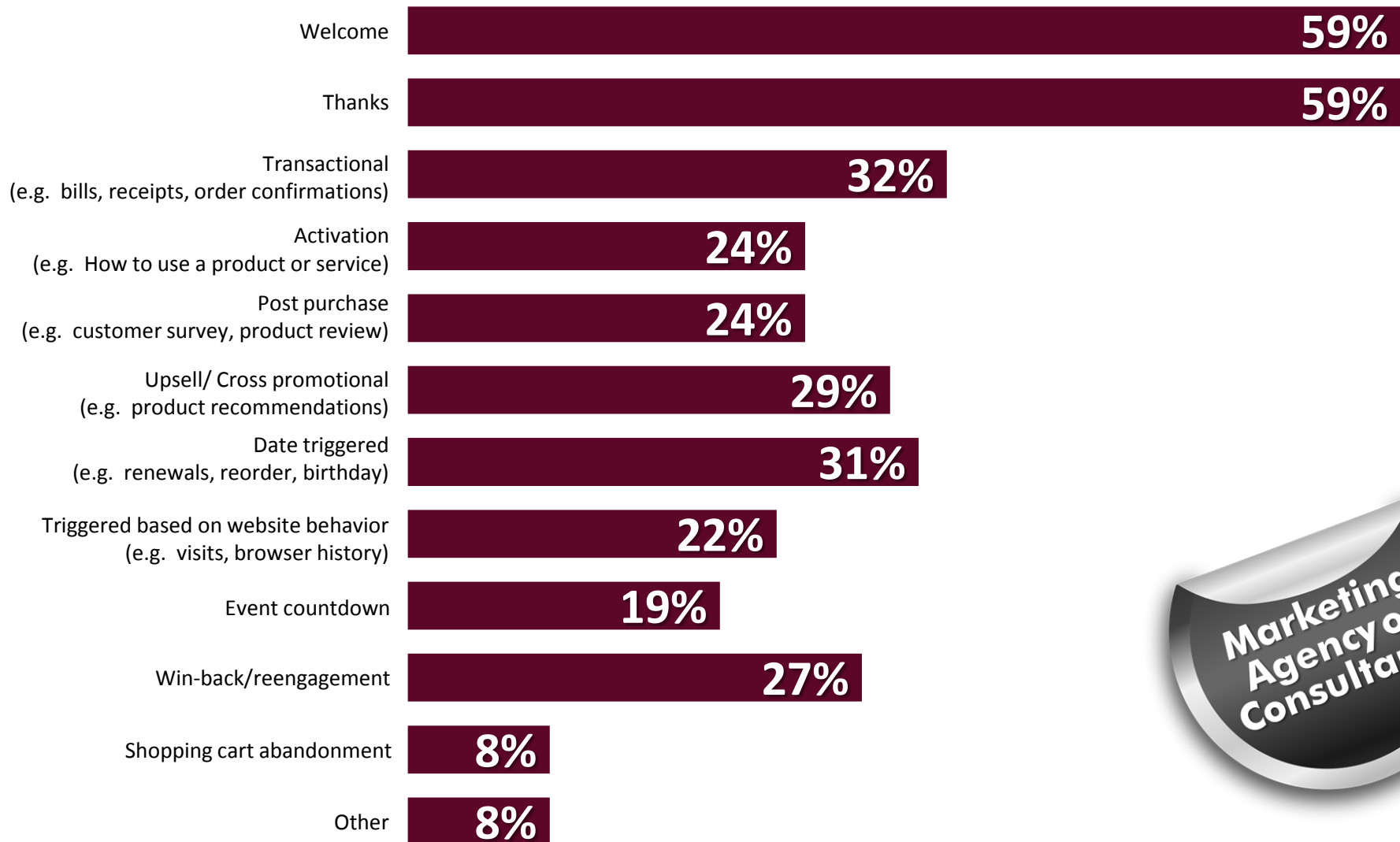
Chart 2.17 Email message metrics averages

Please estimate your average rates for the following metrics for each type of email message.

Metric	Value
Delivery:Welcome email or series	89%
Open:Welcome email or series	44%
Clickthrough:Welcome email or series	24%
Delivery:Nurturing/Drip	84%
Open:Nurturing/Drip	22%
Clickthrough:Nurturing/Drip	10%
Delivery:Activation/Promotional	83%
Open:Activation/Promotional	25%
Clickthrough:Activation/Promotional	11%
Delivery:Retention	68%
Open:Retention	18%
Clickthrough:Retention	8%
Delivery:Transactional	75%
Open:Transactional	39%
Clickthrough:Transactional	22%

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Email Marketing Benchmark Report

CHAPTER 3
THE MEDIUM

Data Sciences
MECLABS
VERIFIED
February 2013

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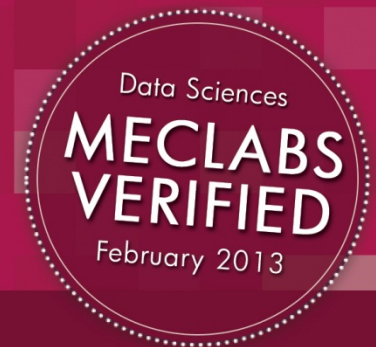
The Medium: Points to Consider

Arguably, email remains a marketer's most effective tool in terms of content reach. But, even the widest-cast net won't produce results if your readers aren't compelled by your content, or, even worse, aren't receiving it at all. **Proper list growth and management, alongside engaging, consistently delivered content, are the keys to maximizing email effectiveness**.

Our surveyed marketers helped us determine:

- Email list growth trends from 2012
- Expected email list growth tactics for 2013
- The difficulty and effectiveness for various list growth tactics
- Tactics used to increase and improve email engagement and deliverability

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The Medium: Points to Consider

WHAT ARE ORGANIZATIONS DOING TO GROW THEIR EMAIL LISTS?

When determining which tactics organizations were using to grow and expand their email lists, we first needed to assess marketers' perspectives about their current email program list growth. Of the 602 respondents who answered this question, **an overwhelming 50% indicated their lists were on a "somewhat positive" trend, with slowly growing lists** (Chart 3.1).

This is a positive sign for email marketers, especially given that just 6.5% of surveyed marketers indicated their lists were showing a negative trend. However, **only 17% indicated their list growth was "very positive,"** while 26% claimed no gains or losses in list growth.

When asked about the types of tactics their organizations used to drive email list growth, 77% of respondents indicated "website registration page" – nearly 30% more than the second-most selected option (Chart 3.7).

Interestingly, **nearly half of respondents still seemingly found value in paper, pencil and organic word-of-mouth, as 47% saw list growth through offline events – 10% more than those who selected "online events."**

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The Medium: Points to Consider

Somewhat ironically, of surveyed marketers, those from software or SaaS companies found the most value in offline events, with 59% indicating so (Chart 3.11).

Of the defined tactics presented to surveyed marketers, the least-selected option was "co-registration programs," which garnered just 12% of responses. These programs were a major list growth tactic during the late-1990s dot-com explosion, and can still work if you find the right partner, and can justify the potentially high cost of acquiring these new subscribers. However, **the cost and difficulty of co-registration programs seems to have deterred our surveyed marketers from employing this tactic** (Chart 3.12).

Points to Consider

For this question, both paid search (28%) and co-registration programs (12%) performed relatively poorly in comparison to more organic list growth tactics. Do you feel these tactics have exhausted their usefulness for list quality and quantity? Is your organization employing these types of tactics? Are they continuing to perform well, or is your organization shifting to a more inbound approach?

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The Medium: Points to Consider

HOW EFFECTIVE (AND/OR DIFFICULT) DO MARKETERS FIND THEIR LIST GROWTH TACTICS?

Based on survey results, there is a correlation between the top list growth tactics used by marketers, and ease of use. **The two most-selected list growth tactics – "website registration page" and "social media sharing buttons in email" – were also two of the easiest to implement**, as they were considered "very easy" by 45% and 49% of respondents, respectively (Chart 3.12).

However, "email to a friend" – the tactic considered by most to be "very easy" to implement for this question (58%) – was used by just 31% of respondents (Chart 3.7). Perhaps this relatively low overall usage is related to the fact that less than half (48%) of surveyed marketers found this tactic to be "very" or "somewhat" effective (Chart 3.13).

On a similar note, "registration during purchase," a list growth tactic selected by just 41% of marketers overall, was considered either "very" or "somewhat" effective by a significant 94% of respondents (Chart 3.13).

"Co-registration programs" – the least-used tactic overall – was considered to be effective by more than two-thirds (69%) of respondents. Yet, it was also considered "somewhat" or "very" difficult by 77% of these same marketers, likely explaining the lack of use of the tactic.

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The Medium: Points to Consider

It appears **marketers are shifting toward streamlining the email registration process**. When asked which form data was requested during registration, the majority of respondents indicated "Email address" (an obvious 100%) and "Name" (70%). Outside of these two data fields, no more than 35% of marketers selected any one of the remaining information options (Chart 3.24).

Likewise, it appears that content is king. **When asked which tactic has been most effective for registering new email subscribers, those that provided content – or access to content – were considered most effective**. Whitepapers, or similar premium content, were considered most effective by 29% of respondents, while webinars, site access and coupons for discounts on exclusive content were each selected by 19% of surveyed marketers (Chart 3.28).

Brian Reich, Managing Director, little m media believes, "**It's not worth sending an email unless there is content worth reading, sharing and discussing**. Our ability to source content that has value to our audience(s) and/or create that content ourselves will determine our email marketing strategy."

Conversely, **sweepstakes and gift cards – offered by many organizations to garner immediate attention from users – were considered effective by just 10% and 6% of respondents**, respectively. This is perhaps due to the nature of these offers, and how they are often unrelated to your organization's offerings, which brings in lower-quality names, resulting in a less-targeted list.

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The Medium: Points to Consider

Points to Consider

Are you satisfied with the effectiveness and ease of use of your list growth tactics? What hindrances have you faced with your tactics, and what steps are you taking to rectify them? Do you feel the results garnered from your currently used tactics justify any difficulties you may face in implementing them?

Which of your currently used tactics has been the most surprising in terms of effectiveness, or lack thereof? Have you effectively used sweepstakes-type offers to build a quality list? Or, have you had more success using incentives directly related to the value offered in your content?

HOW ARE MARKETERS IMPROVING EMAIL ENGAGEMENT?

When asked to offer insights about the improvement of email relevance and engagement, we received a number of varied responses. However, one of the primary themes was a lack of capability to properly target recipients, as seen in this comment: "Our greatest challenge is time. We have been doing email campaigning for about 18 months, so we are still learning. We have a robust database but lack time and resources to mine it like we could."

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The Medium: Points to Consider

It must be said that email segmentation and dynamic personalization followed closely behind, at 37% and 36%, respectively. Yet, **significantly more marketers used triggered emails than subscriber-controlled email preferences (21%), gamification (18%) or loyalty programs (14%) to increase relevance**.

One marketer offered, "We had complaints about personalization. People wanted to forward, but didn't want their name attached to the email. We stopped personalizing for that reason."

Interestingly, **just 12% of respondents indicated they had dedicated resources for content production**, further tying into the sentiment of frustration expressed in the earlier anecdote, as these resources could allow organizations to better navigate and utilize the data residing in their lists.

While more than half of respondents indicated they could segment their lists by email engagement behavior (55%) or purchase history (53%), just 38% said the same about user-declared personal preferences. Even fewer (28%) could segment based on user device habits. This is telling, as it shows **a distinct gap between marketer actions, and the wants and needs of subscribers** (Chart 3.34).

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The Medium: Points to Consider

One surveyed marketer felt the onus lied outside the marketing department:

"As a consultant, [our] primary challenge is actually just getting the client to care. They know email works for them, and to them that's good enough. They are resistant to improving it because their marketing is in a state where the focus goes on things that aren't working, rather than on things that are working. I gently and persistently try to change this mindset, but the CEO is dead-set on doing certain kinds of marketing, even though they have never earned ROI."

Of course, it isn't surprising to see the bottom line factor into this discussion. **No matter how well you engage your audience, it is for naught if the engagement does not lead to conversion**, as illustrated in the following comment:

"The most engaging content for our customers is knowledge sharing, but that tends to produce the least amount of sales leads. At the end of the day, the leadership team cares about sales leads, not engagement metrics. **It's difficult to balance long-term customer intimacy planning with short-term lead goals**."

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The Medium: Points to Consider

HOW ARE MARKETERS IMPROVING EMAIL DELIVERABILITY?

Similarly, marketers indicated they were actively maintaining list hygiene (41%), removing inactive subscribers (39%), and requesting white list status (22%) to improve deliverability.

One marketer offered his approach, "[We] don't plan on spamming people. Which means making sure every email provides a benefit to the customer and is not simply a marketing push."

However, it must be noted that **just 15% were checking their reputation scores, and 7% were sending repermission emails to possibly re-engage dormant subscribers**.

Perhaps this once again ties into a lack of resources or capabilities, or marketers simply choosing an easier path to follow. While a significant number of respondents found it both easy and effective to remove inactive subscribers (Chart 3.40), comparatively few felt similarly about launching reactivation campaigns (Chart 3.36).

Points to Consider

In general business terms, it typically costs significantly more to obtain a new customer versus retaining an existing customer. Based on the results, the "rules" may be different for email marketers.

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The Medium: Points to Consider

Is this demonstrated lack of focus on engagement the result of poor marketing tactics, or are other factors in play? Have you found that personalization hasn't achieved an ROI worthy of the time and resources involved in doing so? Have you achieved better results with auto-triggered responses?

Are you surprised that relatively few marketers were focusing on repermission or reactivation emails for dormant subscribers? In your email efforts, do you opt to grow your list and hope to improve deliverability through new subscribers? Or, do you focus more on the names you already have?

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Chart 3.1 Email list growth trends

Which statement best describes your organization's email list growth trend for the past 12 months?

Very positive, our list is rapidly growing **17%**

Somewhat positive, our list is slowly growing **50%**

Neutral, the gains balance out the losses **26%**

Somewhat negative, our list is slowly shrinking **6%**

Very negative, our list is rapidly shrinking **1%**

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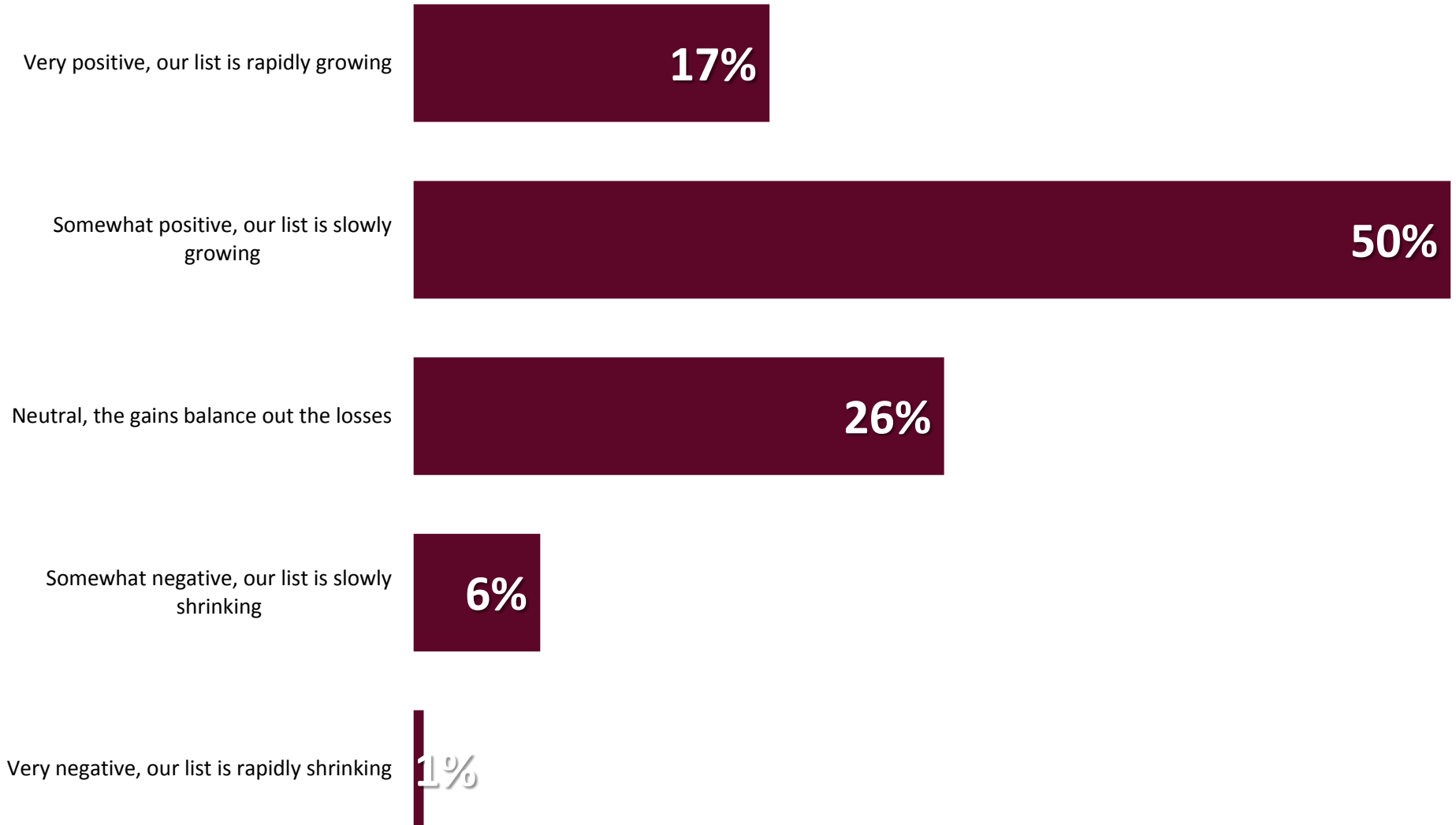
Chart 3.2 Email list growth trends

Which statement best describes your organization's email list growth trend for the past 12 months?

Very positive, our list is rapidly growing
10%

Somewhat positive, our list is slowly growing
59%

Neutral, the gains balance out the losses
21%

Somewhat negative, our list is slowly shrinking
9%

Very negative, our list is rapidly shrinking
2%

Non-Profit and Education

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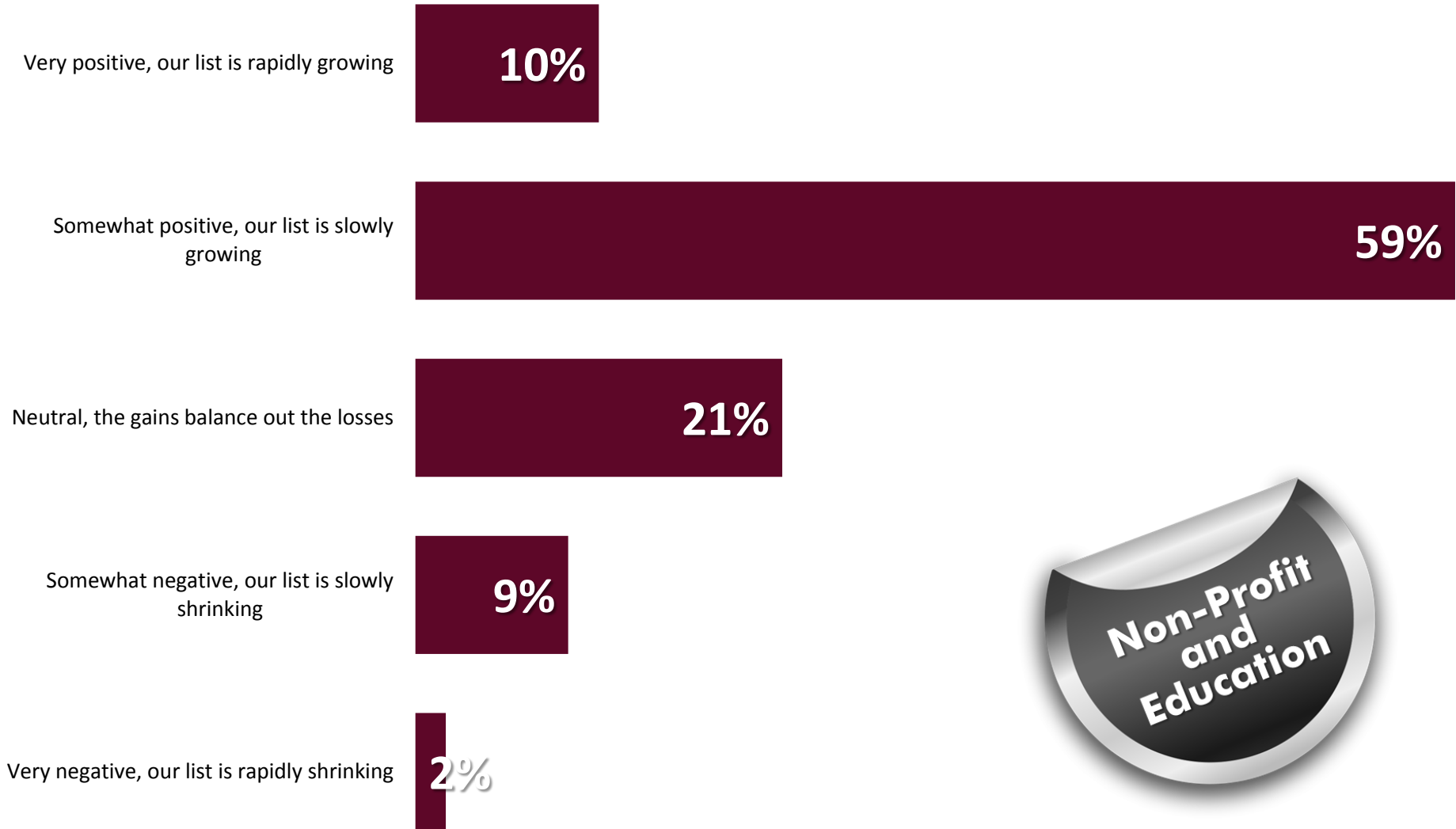
Chart 3.3 Email list growth trends

Which statement best describes your organization's email list growth trend for the past 12 months?

Very positive, our list is rapidly growing — **17%**

Somewhat positive, our list is slowly growing — **50%**

Neutral, the gains balance out the losses — **28%**

Somewhat negative, our list is slowly shrinking — **6%**

Marketing Agency or Consultancy

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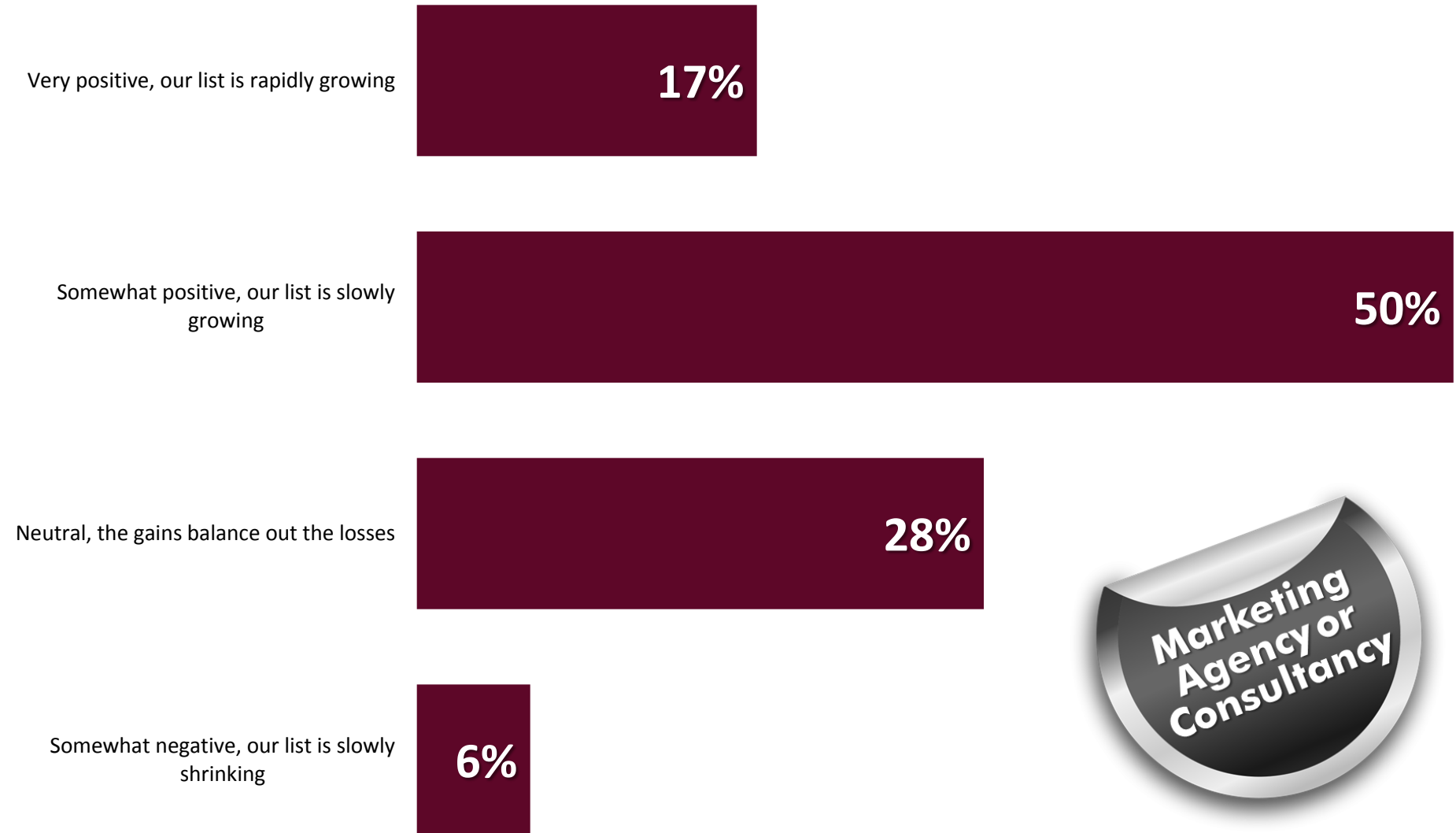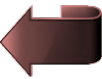
Chart 3.4 Email list growth trends

Which statement best describes your organization's email list growth trend for the past 12 months?

Very positive, our list is rapidly growing — **13%**

Somewhat positive, our list is slowly growing — **48%**

Neutral, the gains balance out the losses — **31%**

Somewhat negative, our list is slowly shrinking — **7%**

Very negative, our list is rapidly shrinking — **1%**

Professional or Financial Services

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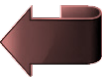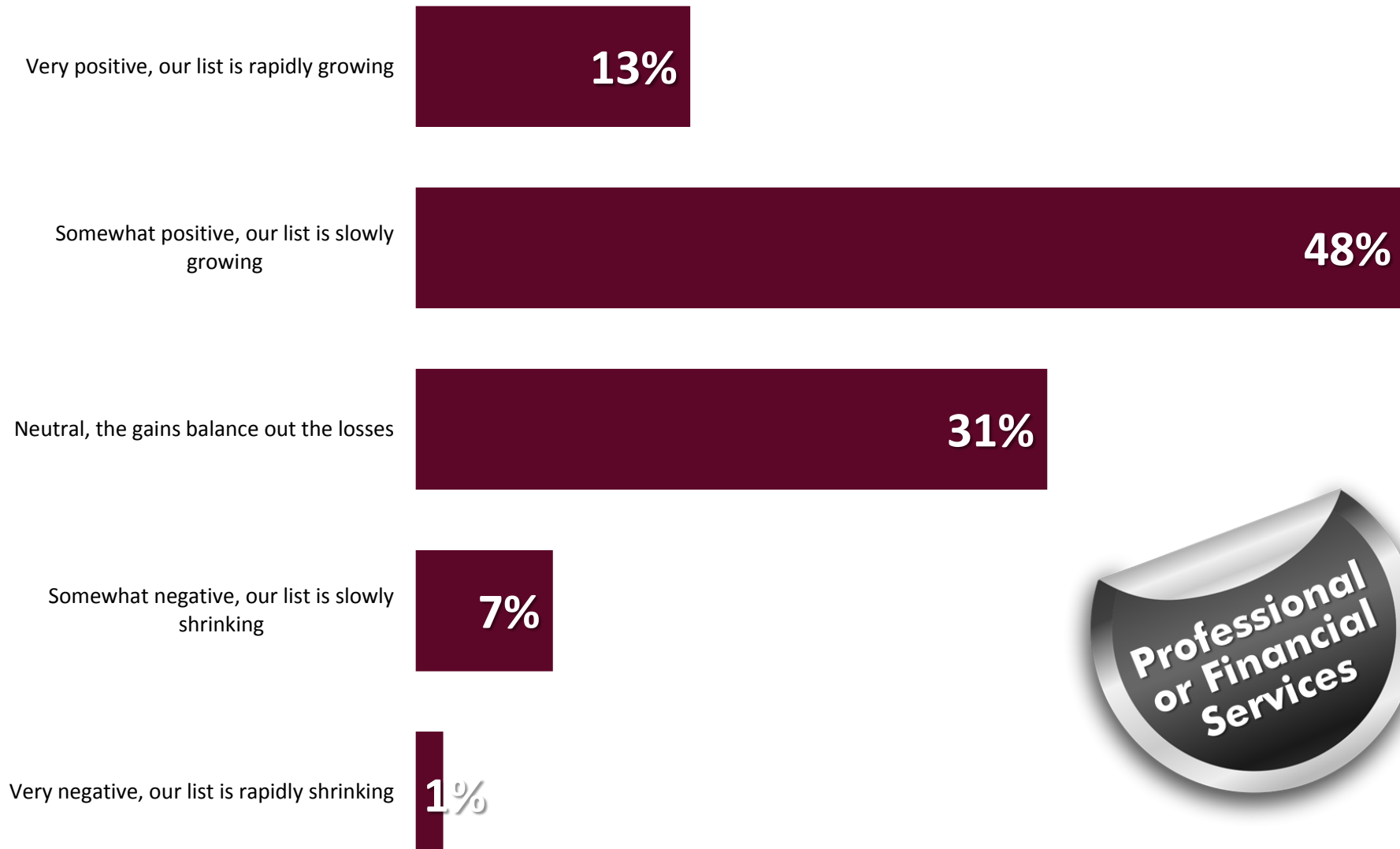
Chart 3.5 Email list growth trends

Which statement best describes your organization's email list growth trend for the past 12 months?

Very positive, our list is rapidly growing — **20%**

Somewhat positive, our list is slowly growing — **52%**

Neutral, the gains balance out the losses — **21%**

Somewhat negative, our list is slowly shrinking — **6%**

Retail or E-commerce

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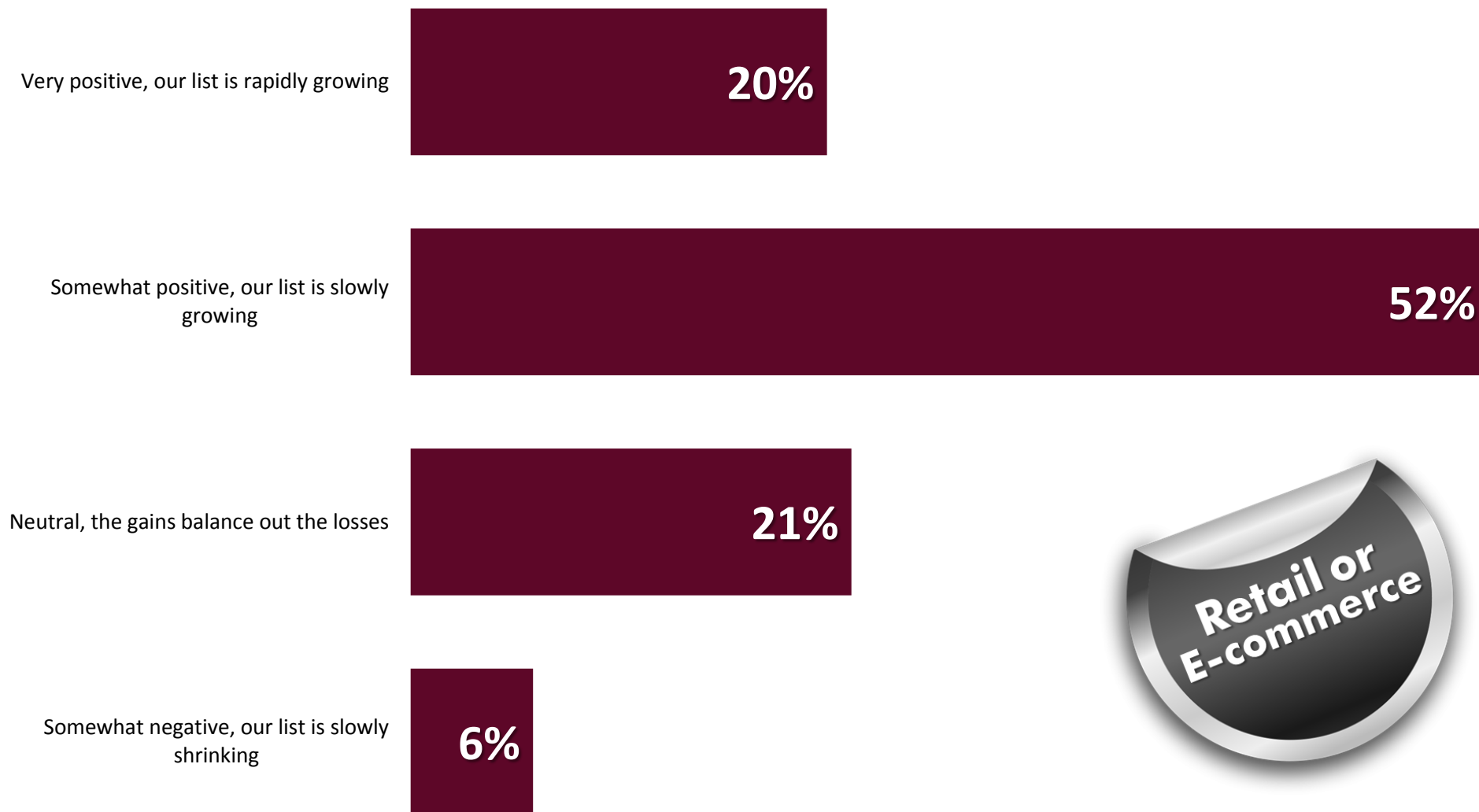
Chart 3.6 Email list growth trends

Which statement best describes your organization's email list growth trend for the past 12 months?

Very positive, our list is rapidly growing — **25%**

Somewhat positive, our list is slowly growing — **44%**

Neutral, the gains balance out the losses — **25%**

Somewhat negative, our list is slowly shrinking — **6%**

Software or Software as a Service

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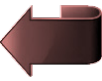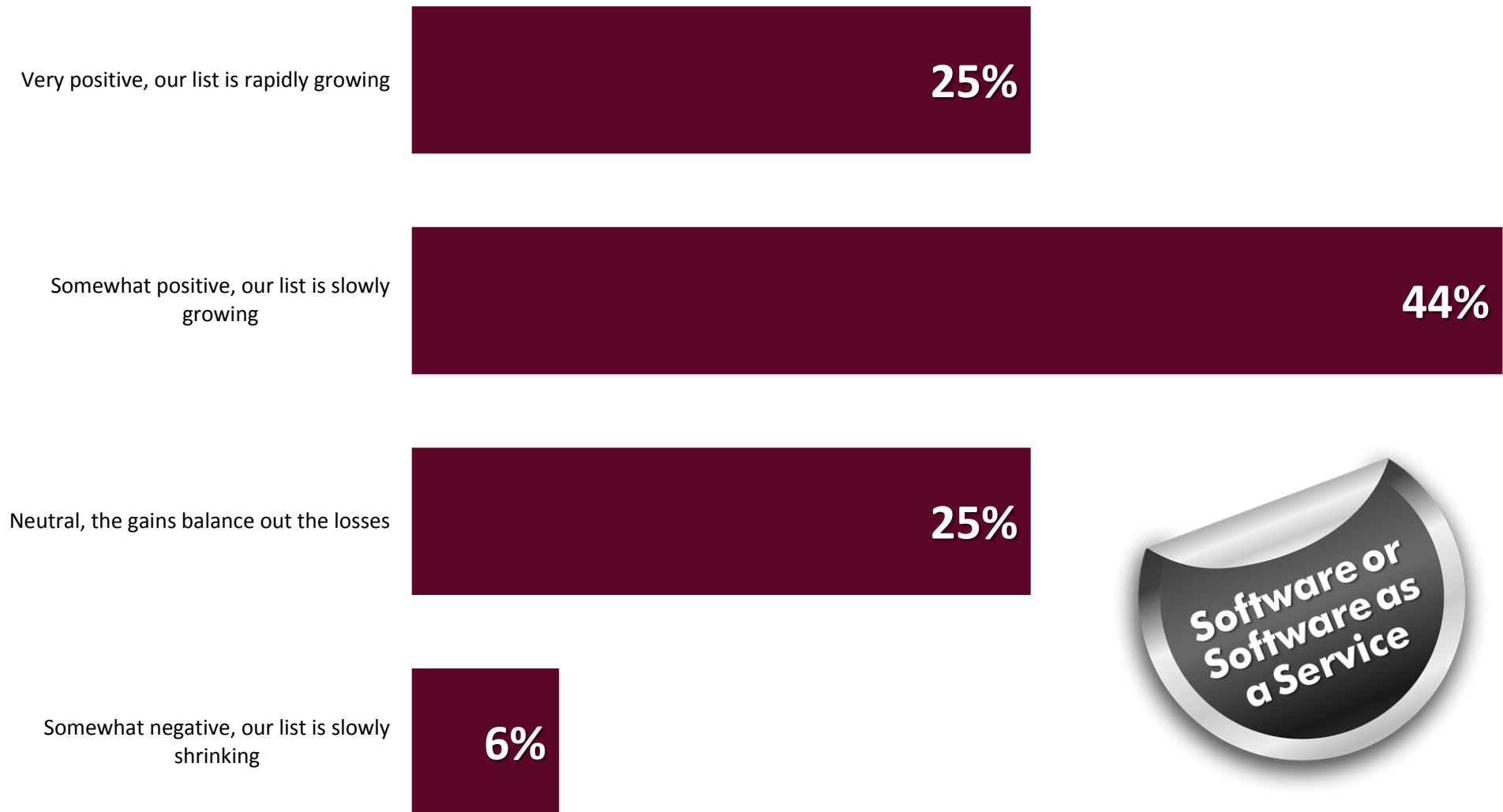
Chart 3.7 Email list growth tactics

Which of the following tactics is your organization using to drive email list growth? Please select all that apply.

Tactic	Percentage
Website registration page	77%
Social media sharing buttons in email	48%
Offline events	47%
Registration during purchase	41%
Online events	39%
Facebook registration page	34%
Email to a friend	31%
Paid search	29%
Blog registration page	28%
Co-registration programs	12%
Other	6%

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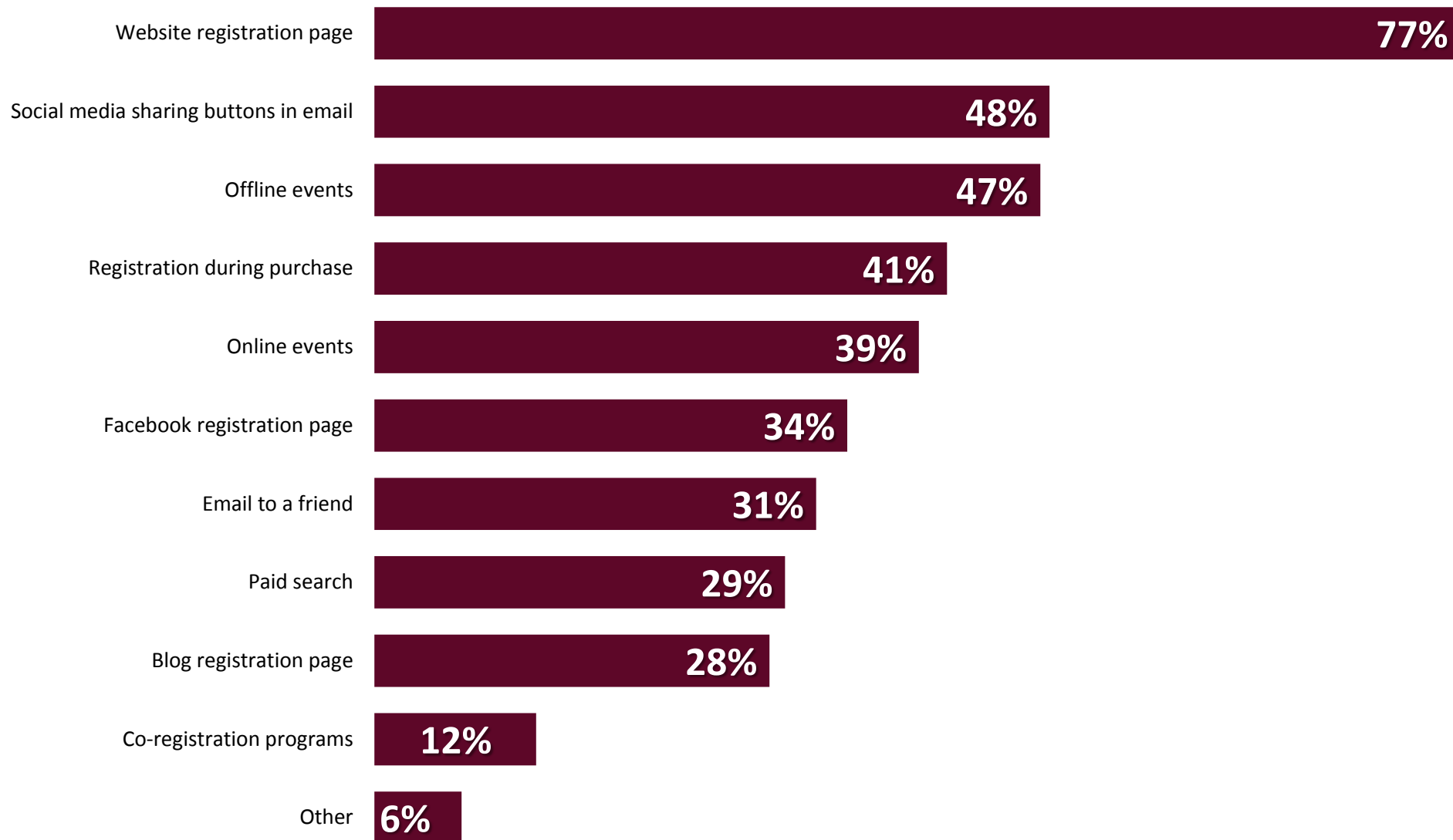
Chart 3.8 Email list growth tactics

Which of the following tactics is your organization using to drive email list growth? Please select all that apply.

Tactic	Percentage
Website registration page	78%
Social media sharing buttons in email	49%
Offline events	49%
Registration during purchase	30%
Online events	33%
Facebook registration page	38%
Email to a friend	39%
Paid search	35%
Blog registration page	38%
Co-registration programs	13%
Other	4%

Marketing Agency or Consultancy

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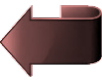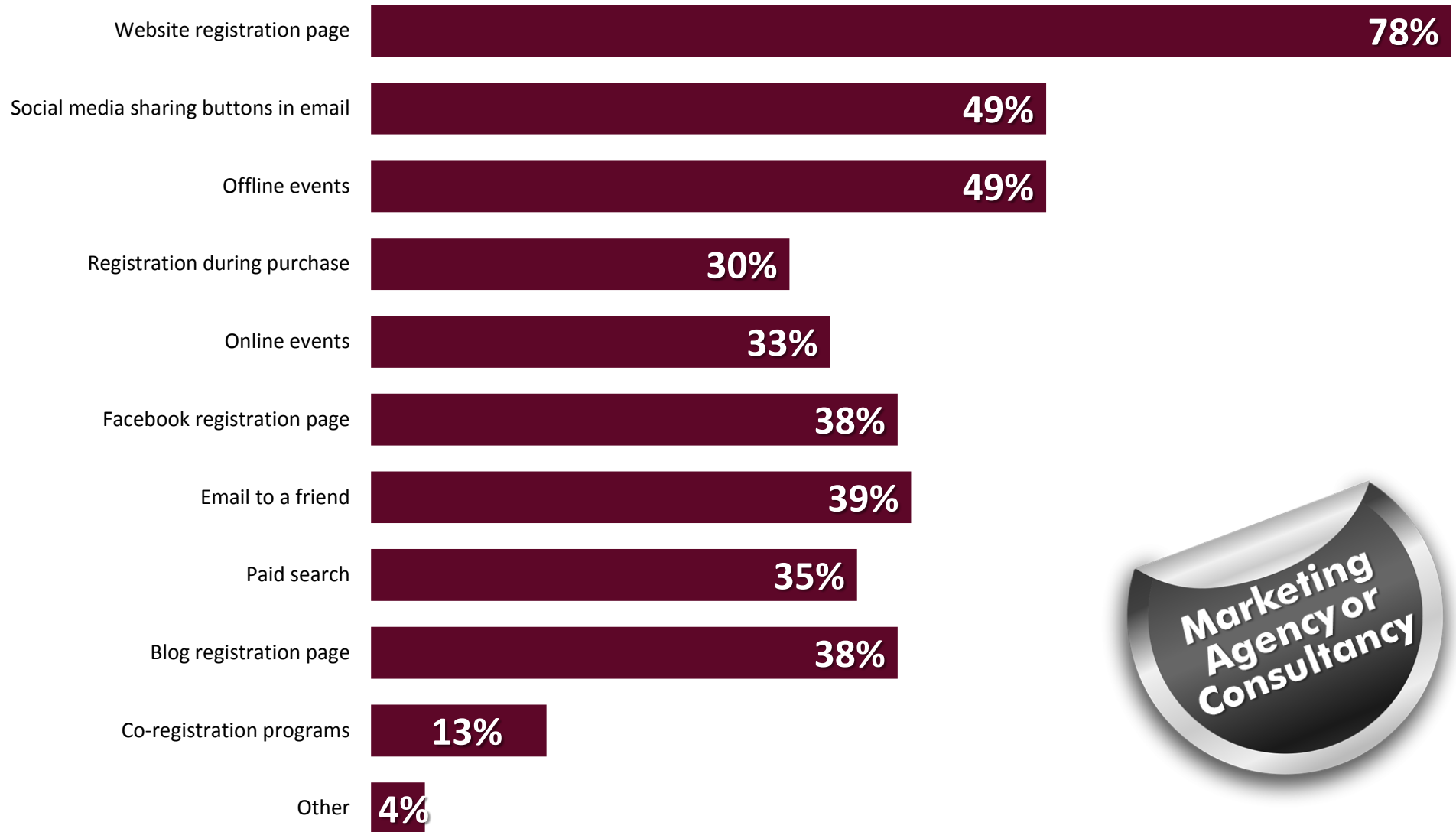
Chart 3.9 Email list growth tactics

Which of the following tactics is your organization using to drive email list growth? Please select all that apply.

Tactic	Percentage
Website registration page	64%
Social media sharing buttons in email	45%
Offline events	49%
Registration during purchase	36%
Online events	45%
Facebook registration page	15%
Email to a friend	25%
Paid search	26%
Blog registration page	23%
Co-registration programs	11%
Other	6%

Professional or Financial Services

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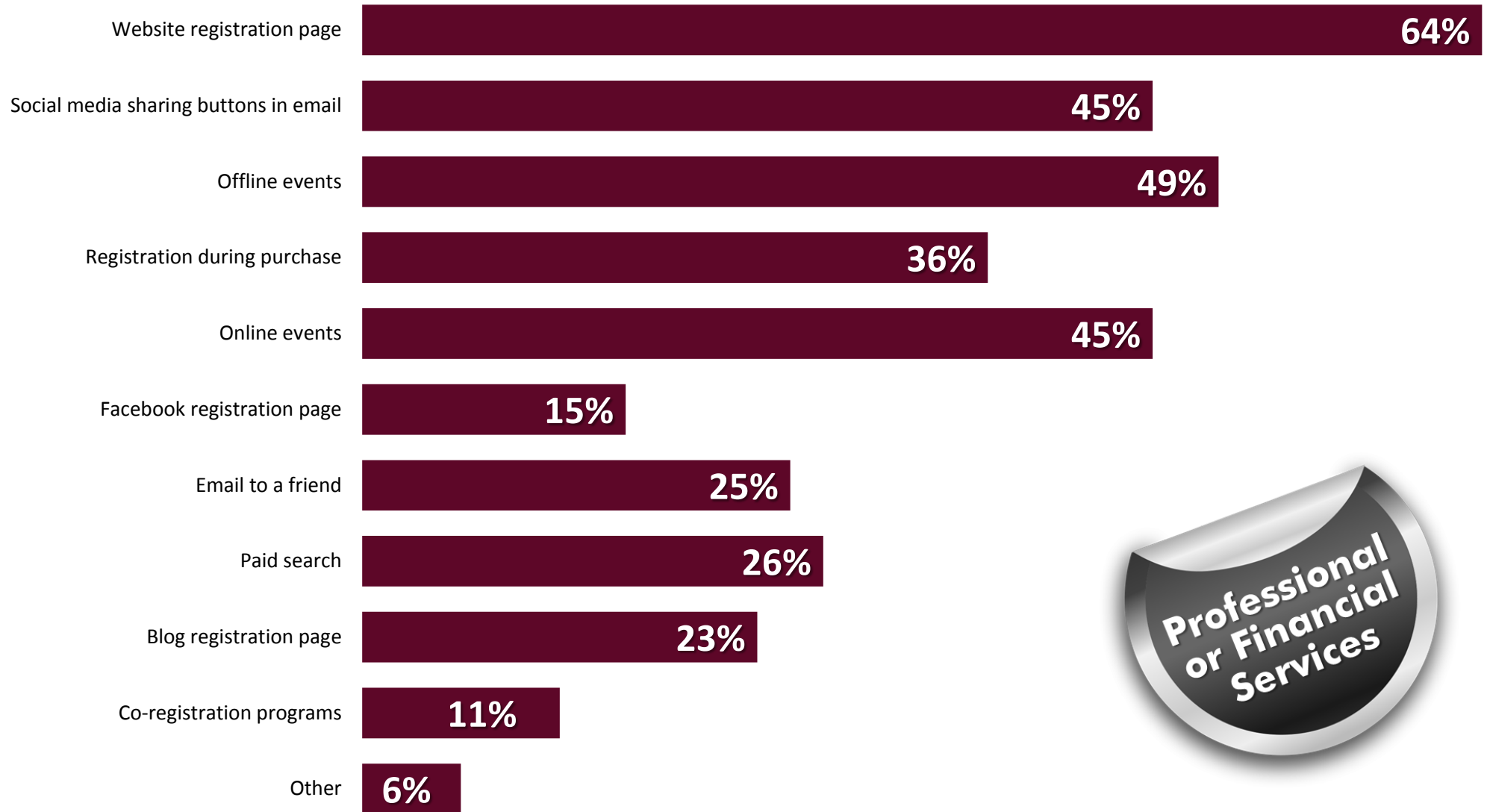
Chart 3.10 Email list growth tactics

Which of the following tactics is your organization using to drive email list growth? Please select all that apply.

Tactic	Percentage
Website registration page	64%
Social media sharing buttons in email	45%
Offline events	49%
Registration during purchase	36%
Online events	45%
Facebook registration page	15%
Email to a friend	25%
Paid search	26%
Blog registration page	23%
Co-registration programs	11%
Other	6%

Retail or E-commerce

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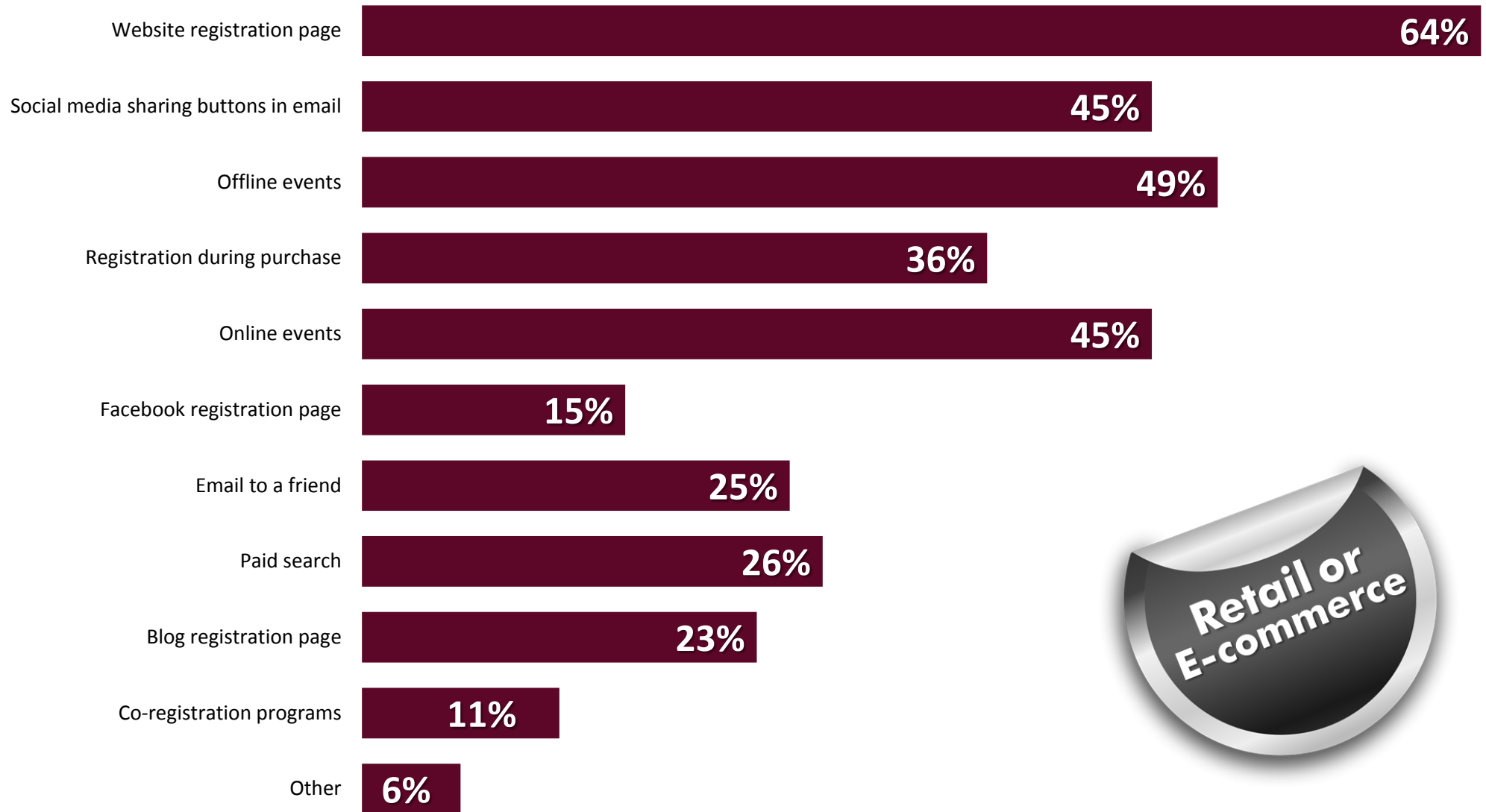
Chart 3.11 Email list growth tactics

Which of the following tactics is your organization using to drive email list growth? Please select all that apply.

Tactic	Percentage
Website registration page	76%
Social media sharing buttons in email	42%
Offline events	59%
Registration during purchase	41%
Online events	58%
Facebook registration page	25%
Email to a friend	22%
Paid search	37%
Blog registration page	36%
Co-registration programs	14%
Other	7%

Software or Software as a Service

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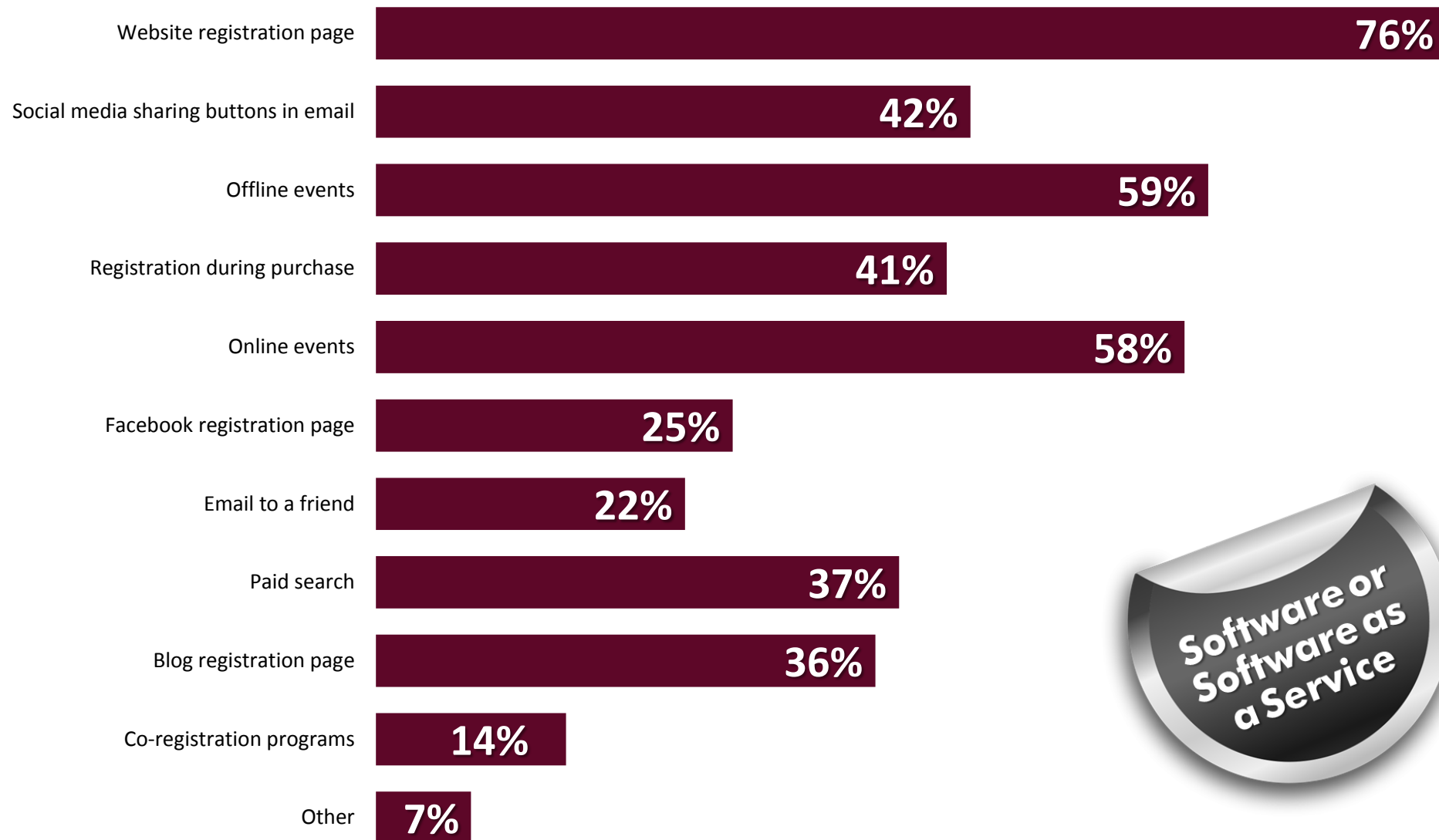
Chart 3.12 Email list growth tactics difficulties

Please indicate the degree of DIFFICULTY (time, effort and expense) for each of the email list growth tactics your organization is using.

	Very easy	Somewhat easy	Somewhat difficult	Very difficult
Website registration page	45%	40%	13%	3%
Social media sharing buttons in email	49%	37%	12%	3%
Offline events	19%	6%	40%	35%
Registration during purchase	50%	2%	40%	9%
Online events	28%	3%	41%	29%
Facebook registration page	29%	45%	24%	2%
Email to a friend	58%	5%	27%	9%
Paid search	16%	4%	44%	36%
Blog registration page	48%	36%	12%	4%
Co-registration programs	15%	9%	28%	49%

■ Very easy ■ Somewhat easy ■ Somewhat difficult ■ Very difficult

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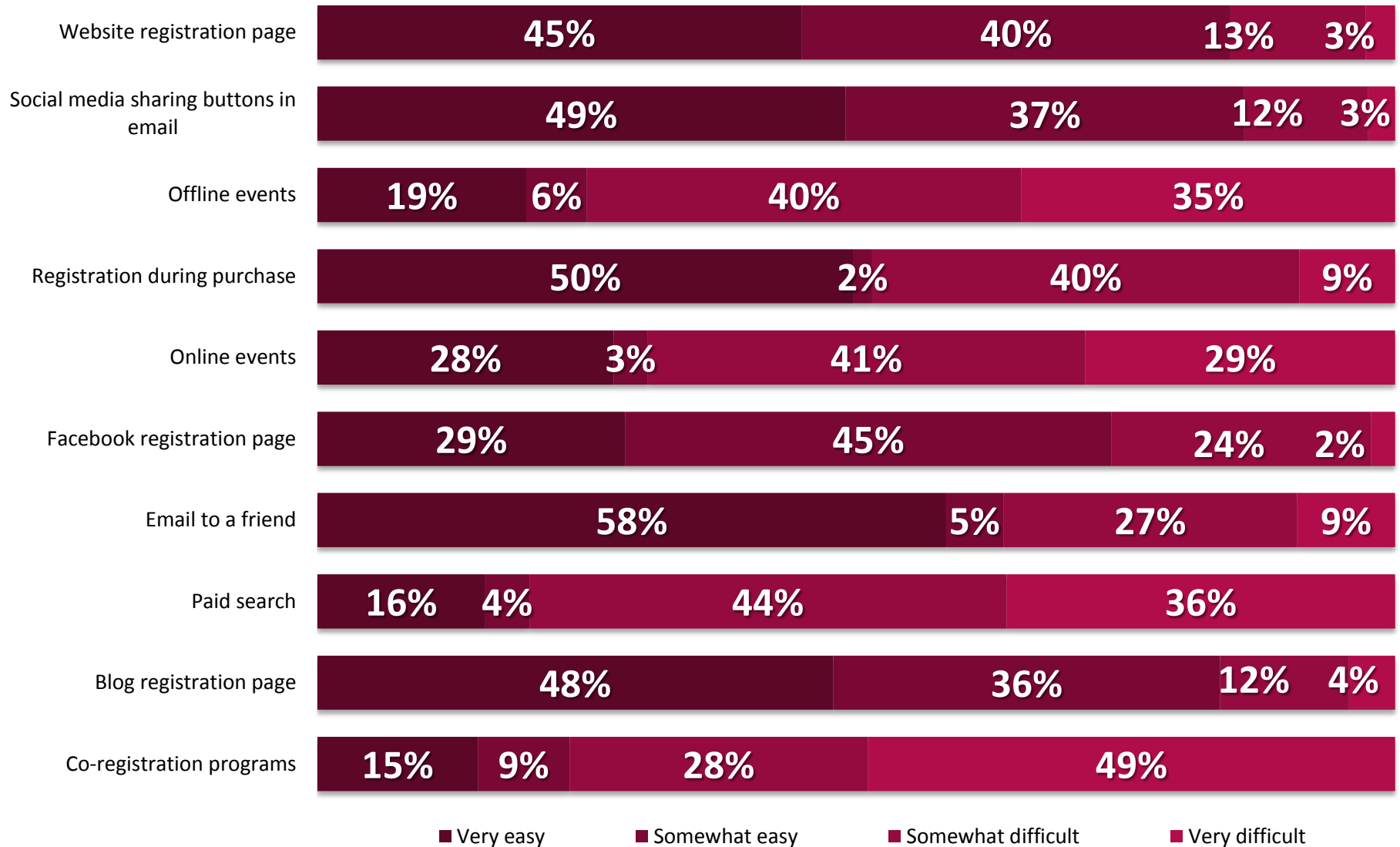
Chart 3.13 Email list growth tactics effectiveness

Please indicate the level of EFFECTIVENESS for each of the email list growth tactics your organization employs.

Tactic	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective
Website registration page	39%	46%	12%	3%
Social media sharing buttons in email	9%	40%	35%	16%
Offline events	31%	51%	17%	2%
Registration during purchase	63%	31%	6%	
Online events	37%	48%	15%	
Facebook registration page	13%	47%	24%	17%
Email to a friend	18%	40%	29%	13%
Paid search	26%	55%	17%	2%
Blog registration page	24%	44%	22%	10%
Co-registration programs	16%	53%	24%	7%

■ Very effective   ■ Somewhat effective   ■ Somewhat ineffective   ■ Very ineffective

129

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Chart 3.14 Email list growth tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email list growth tactics your organization is using.

Email to a Friend

Very effective
13% | 5% | 0% | 0%

Somewhat effective
23% | 11% | 5% | 1%

Somewhat ineffective
14% | 9% | 3% | 3%

Very ineffective
7% | 3% | 1% | 2%

■ Very easy   ■ Somewhat easy   ■ Somewhat difficult   ■ Very difficult

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Chart 3.15 Email list growth tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email list growth tactics your organization is using.

Online Events

	Very easy	Somewhat easy	Somewhat difficult	Very difficult
Very effective	18%	13%	6%	0%
Somewhat effective	9%	22%	15%	1%
Somewhat ineffective	1%	5%	7%	1%

■ Very easy   ■ Somewhat easy   ■ Somewhat difficult   ■ Very difficult

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Chart 3.16 Email list growth tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email list growth tactics your organization is using.

Offline Events

	Very easy	Somewhat easy	Somewhat difficult	Very difficult
Very effective	13%	10%	7%	1%
Somewhat effective	5%	24%	19%	3%
Somewhat ineffective	1%	5%	9%	1%
Very ineffective			1%	1%

■ Very easy   ■ Somewhat easy   ■ Somewhat difficult   ■ Very difficult

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Chart 3.17 Email list growth tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email list growth tactics your organization is using.

Paid Search

Very effective
9% | 10% | 7% | 0%

Somewhat effective
6% | 28% | 20% | 1%

Somewhat ineffective
2% | 5% | 9% | 2%

Very ineffective
2%

■ Very easy   ■ Somewhat easy   ■ Somewhat difficult   ■ Very difficult

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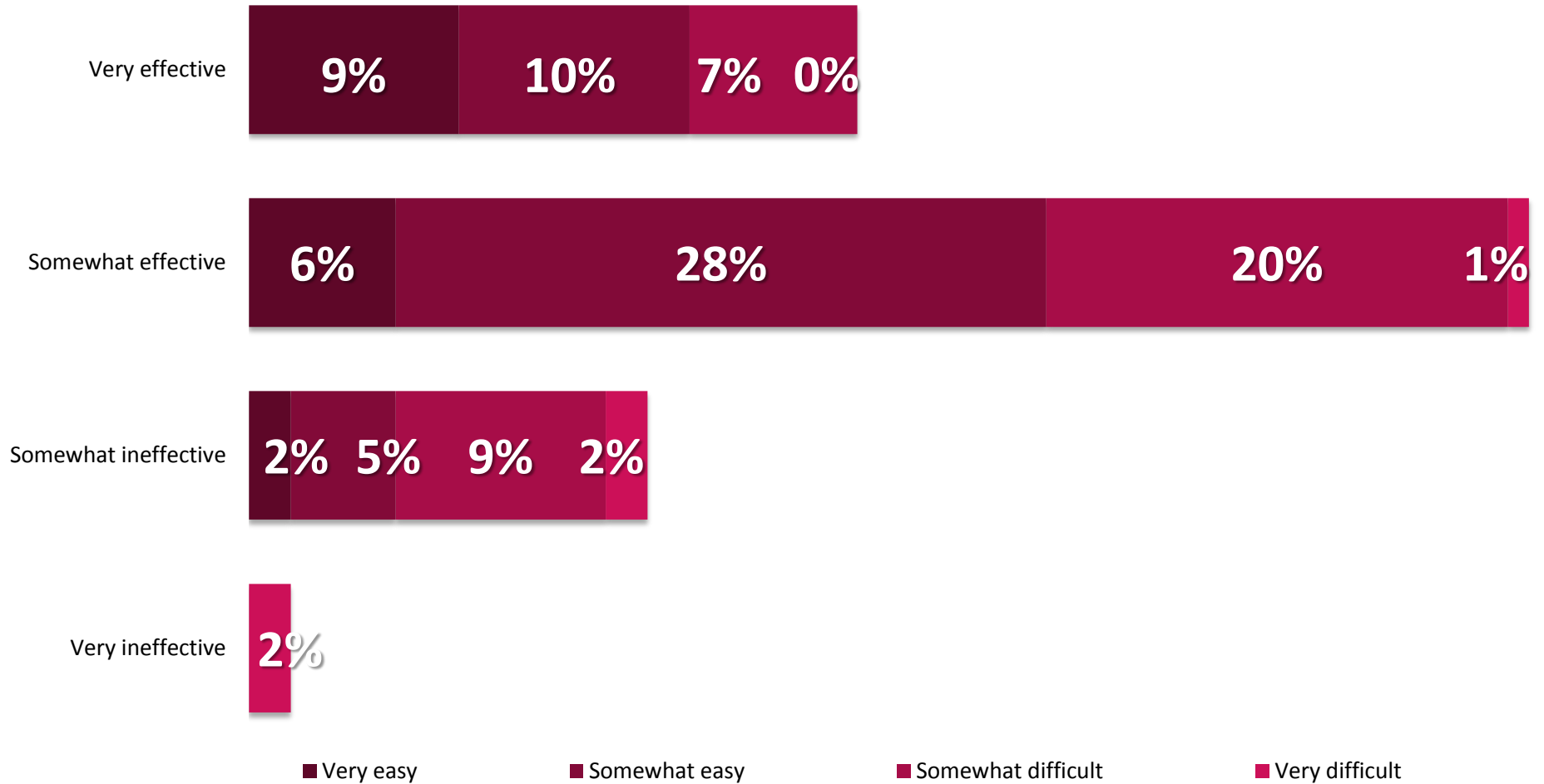
Chart 3.18 Email list growth tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email list growth tactics your organization is using.

Co-registration Programs

Very effective: 7% | 5% | 5%

Somewhat effective: 9% | 23% | 18% | 2%

Somewhat ineffective: 2% | 20% | 2%

Very ineffective: 2% | 5%

Legend: ■ Very easy ■ Somewhat easy ■ Somewhat difficult ■ Very difficult

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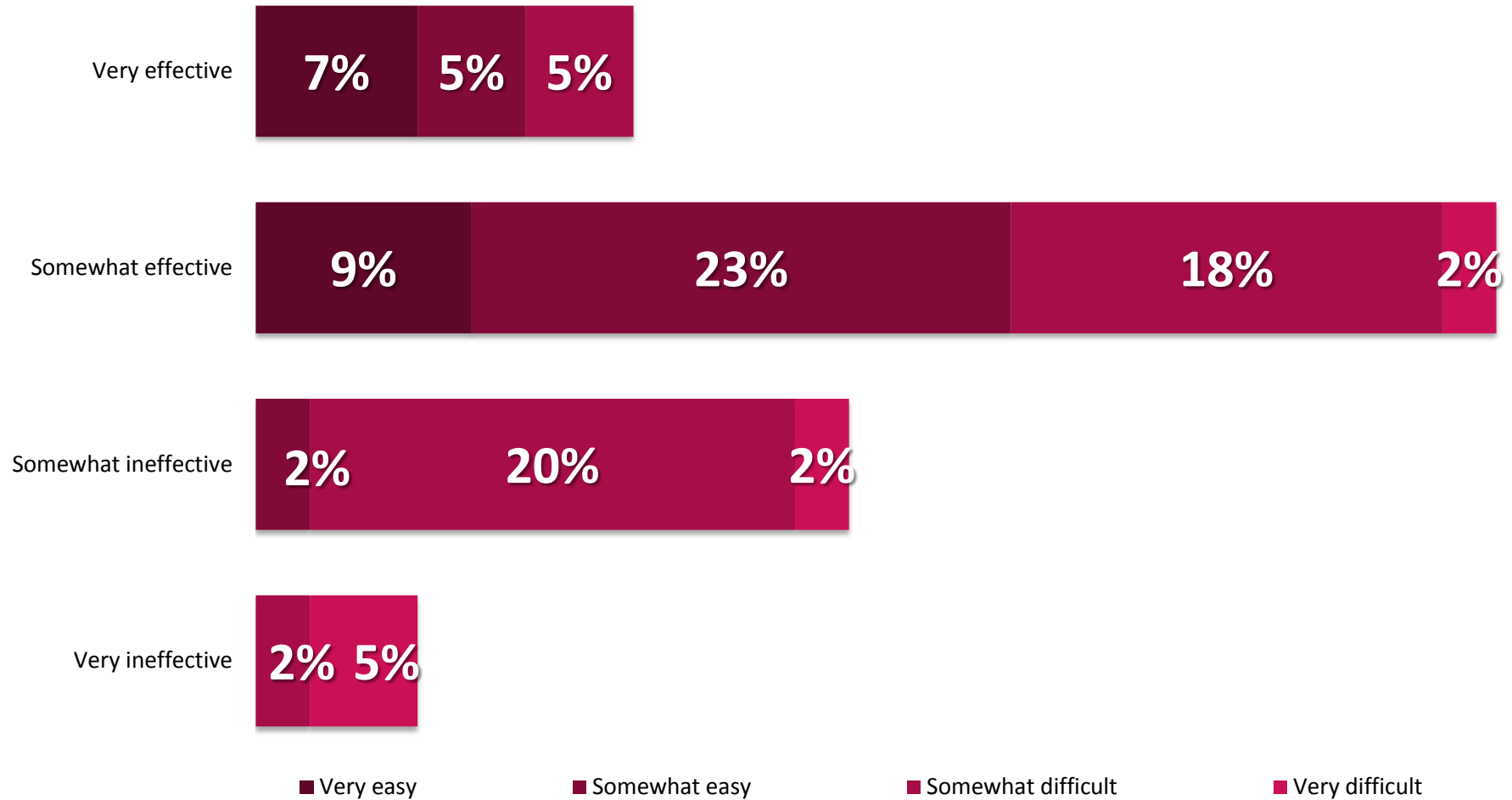
Chart 3.19 Email list growth tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email list growth tactics your organization is using.

Registration During Purchase

Very effective

| 39% | 22% | 2% |

Somewhat effective

| 10% | 15% | 5% | 1% |

Somewhat ineffective

| 2% | 3% | 1% |

■ Very easy   ■ Somewhat easy   ■ Somewhat difficult   ■ Very difficult
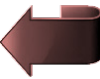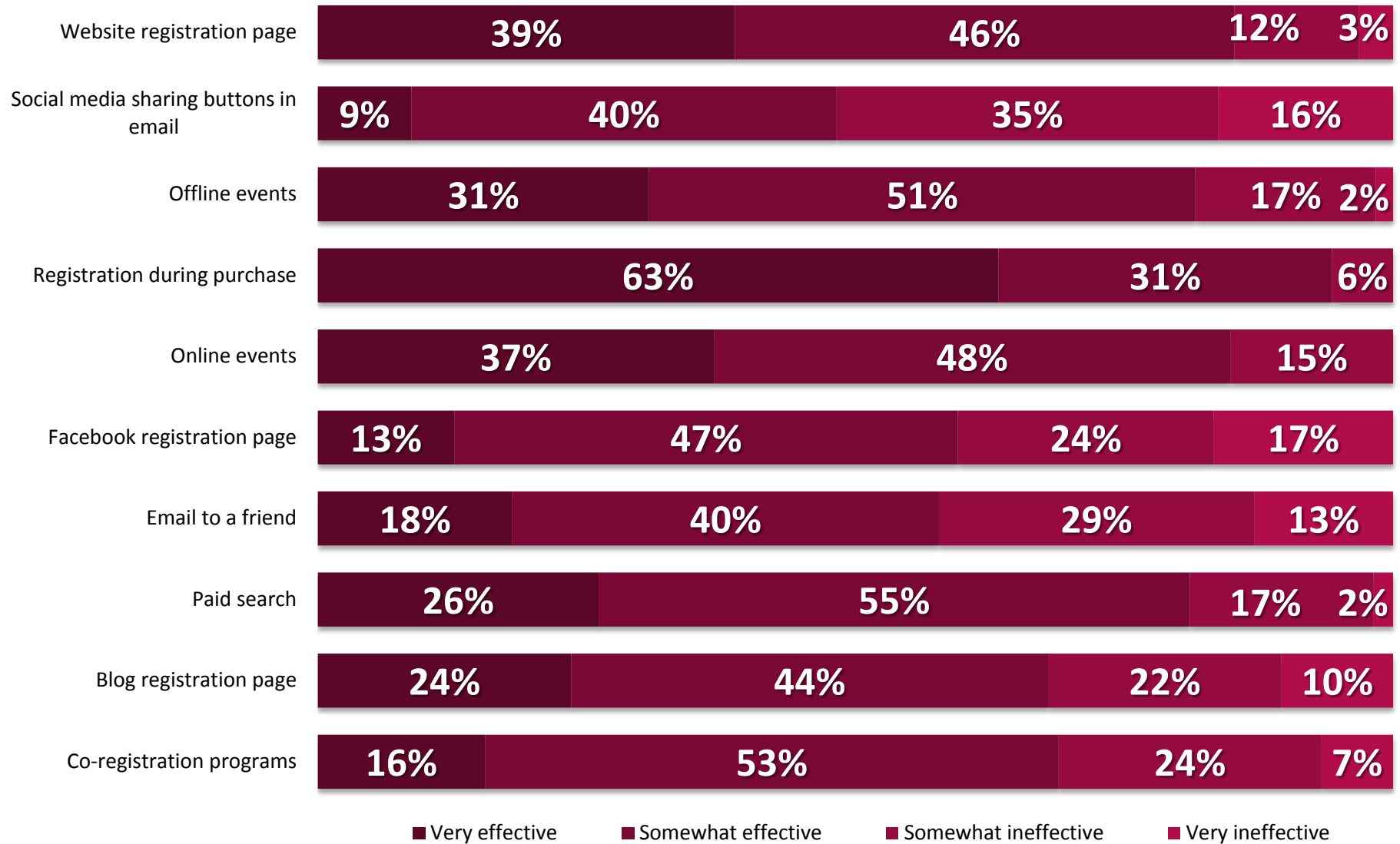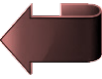
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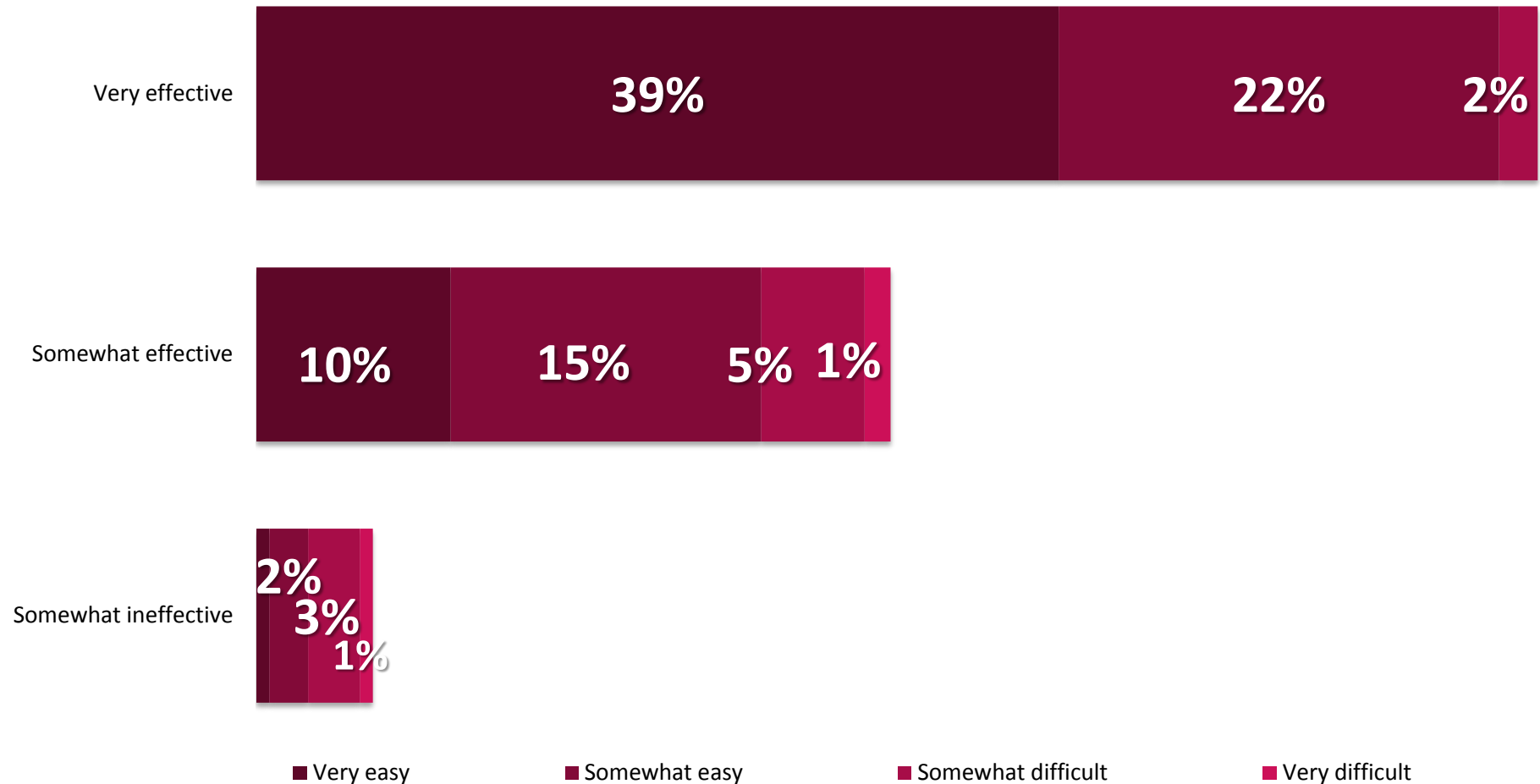
Chart 3.20 Email list growth tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email list growth tactics your organization is using.

Website Registration Page

Very effective
- 24%
- 14%
- 2%

Somewhat effective
- 17%
- 21%
- 8%
- 1%

Somewhat ineffective
- 4%
- 5%
- 2%
- 1%

Very ineffective
- 1%
- 1%
- 1%

Legend:
- ■ Very easy
- ■ Somewhat easy
- ■ Somewhat difficult
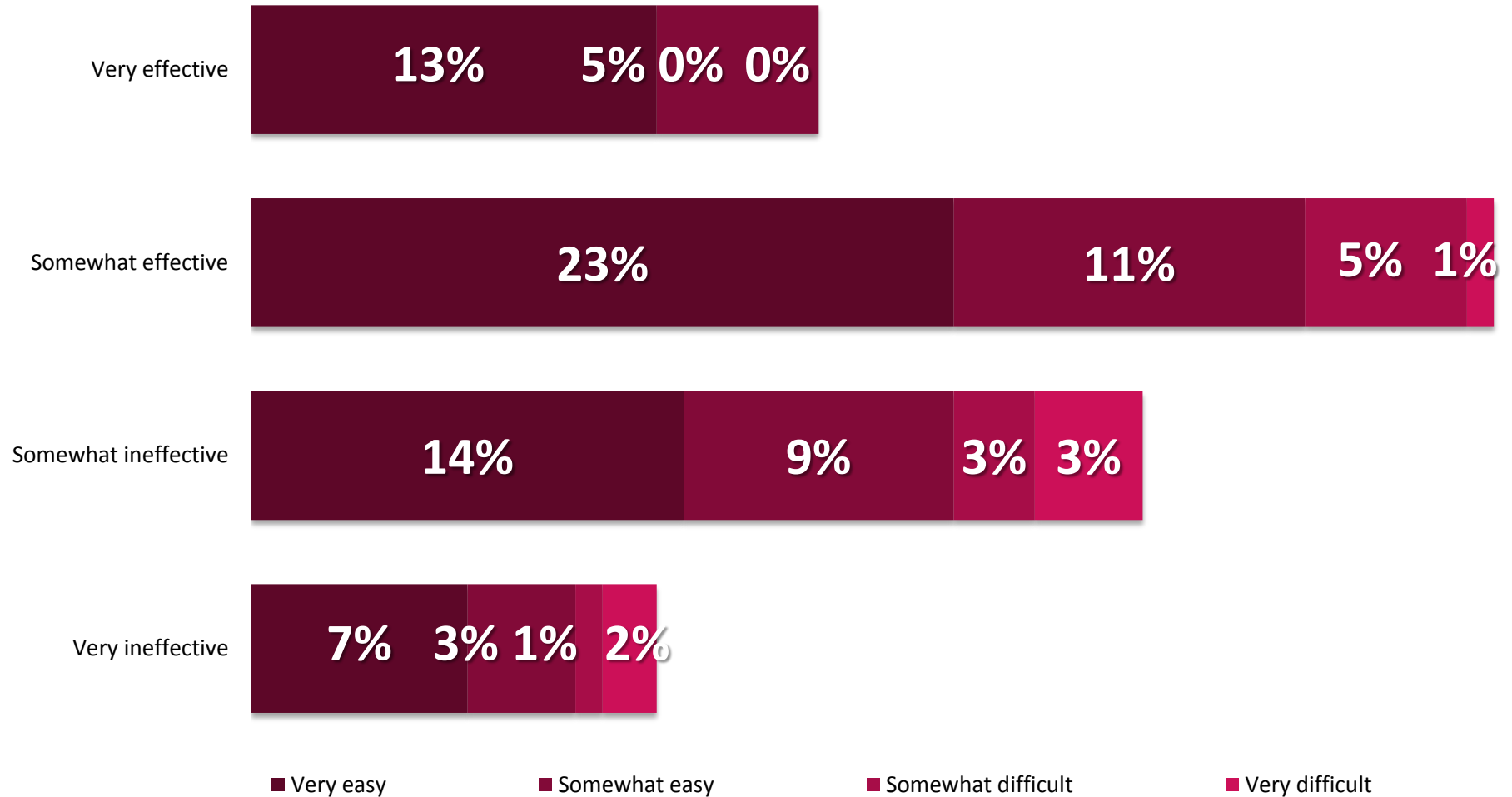- ■ Very difficult

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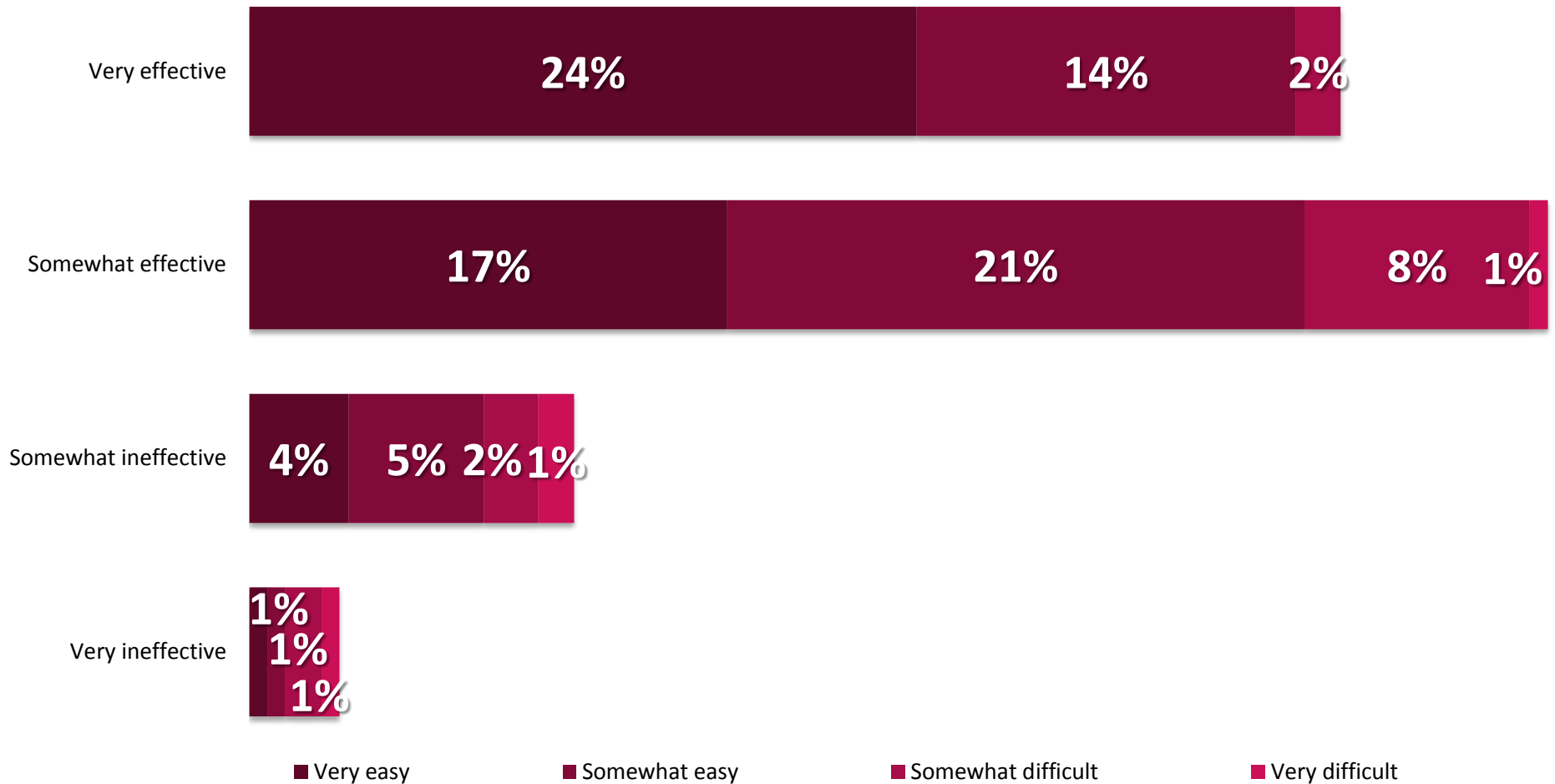
Chart 3.21 Email list growth tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email list growth tactics your organization is using.

Blog Registration Page

	Very easy	Somewhat easy	Somewhat difficult	Very difficult
Very effective	18%	6%		
Somewhat effective	22%	18%	3%	2%
Somewhat ineffective	7%	8%	7%	1%
Very ineffective	3%	3%	3%	2%

■ Very easy   ■ Somewhat easy   ■ Somewhat difficult   ■ Very difficult
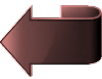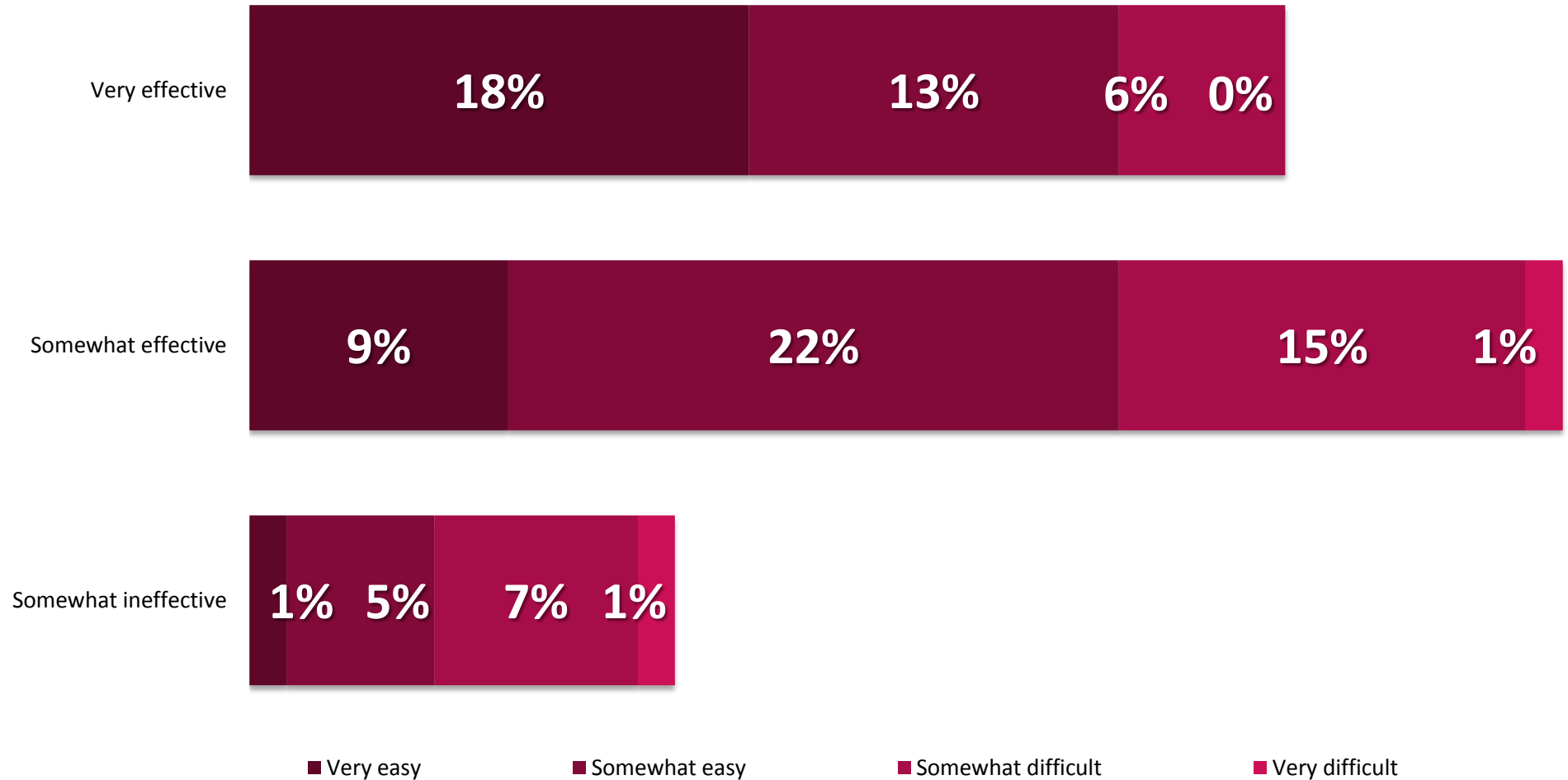
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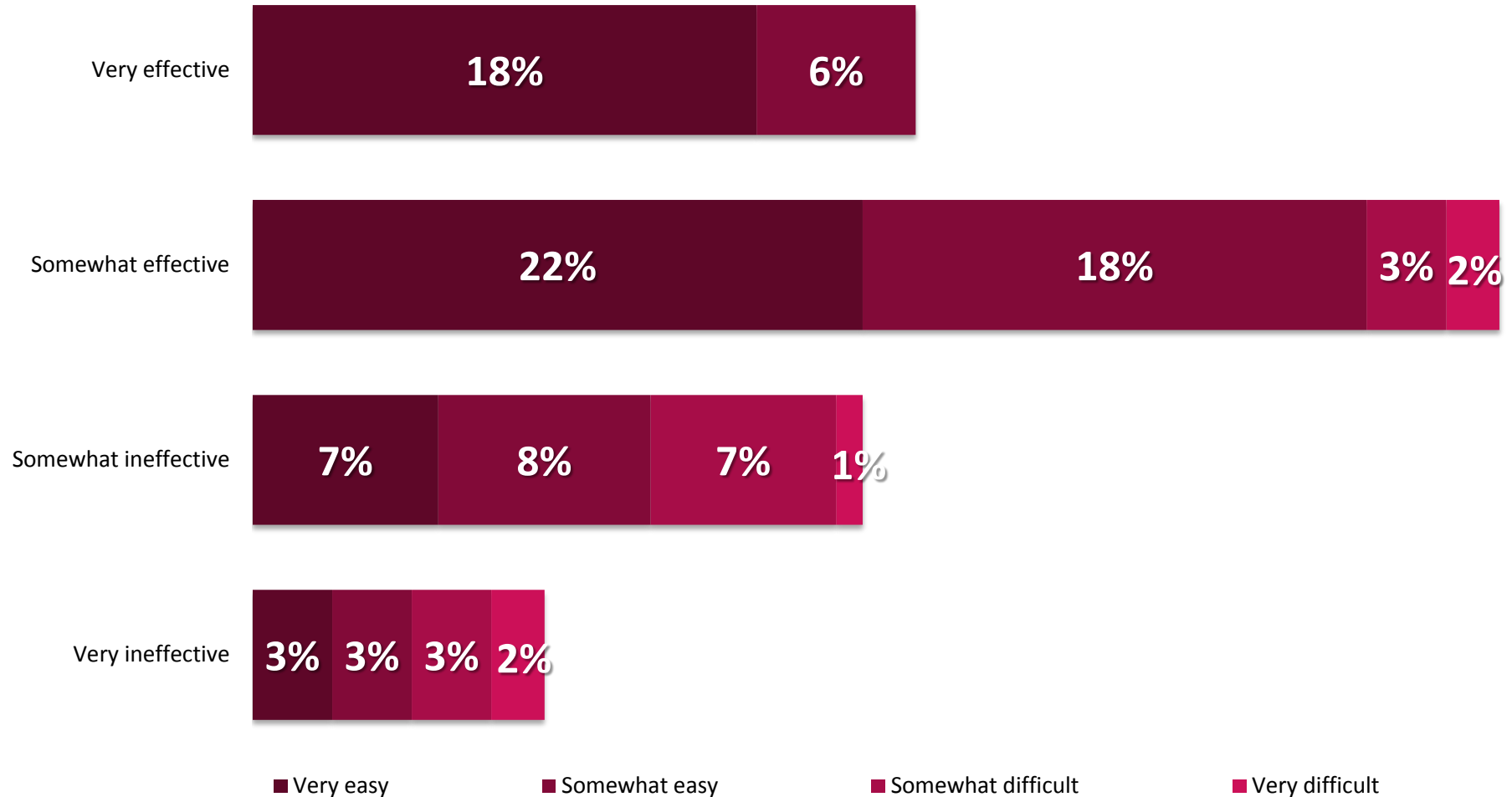
Chart 3.22 Email list growth tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email list growth tactics your organization is using.

Social Media Sharing Buttons in Email

Very effective
6% 2%

Somewhat effective
16% 20% 4%

Somewhat ineffective
17% 11% 6% 1%

Very ineffective
7% 6% 2% 1%

■ Very easy ■ Somewhat easy ■ Somewhat difficult ■ Very difficult
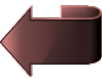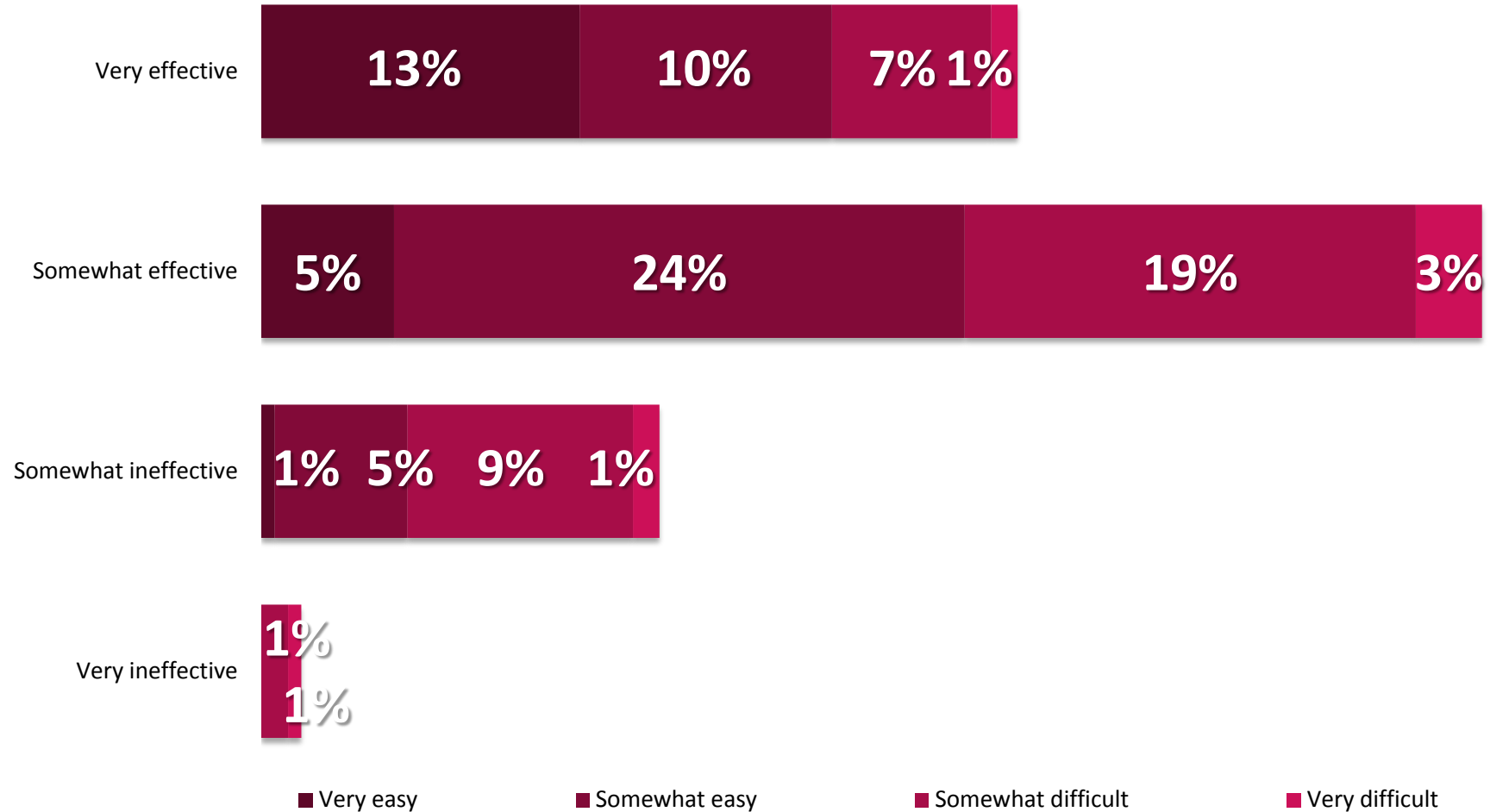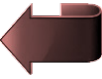
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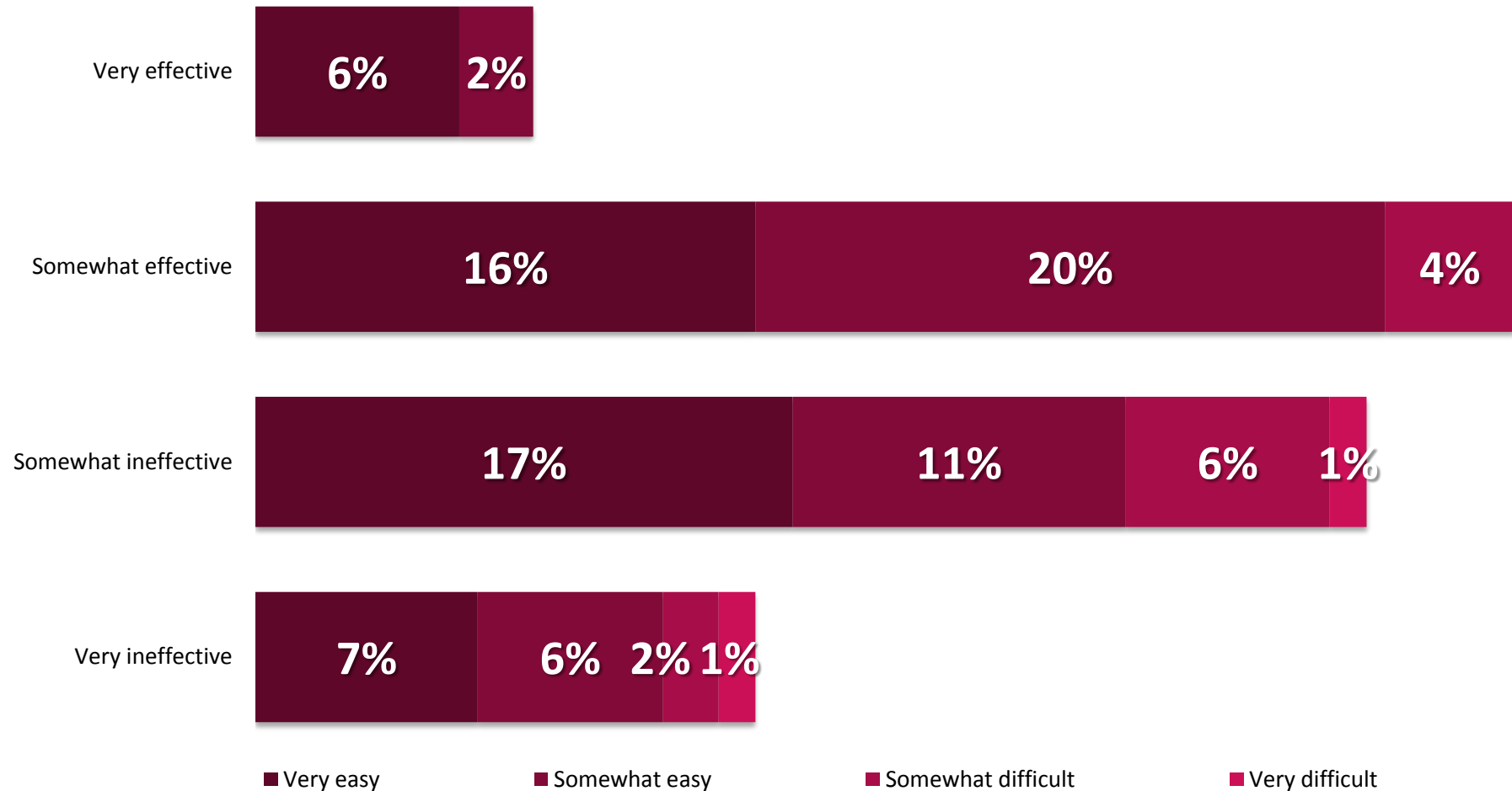
Chart 3.23 Email list growth tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email list growth tactics your organization is using.

Facebook Registration Page

	Very easy	Somewhat easy	Somewhat difficult	Very difficult
Very effective	9%	3%	1%	
Somewhat effective	8%	27%	12%	
Somewhat ineffective	6%	9%	8%	1%
Very ineffective	6%	6%	2%	1%

■ Very easy ■ Somewhat easy ■ Somewhat difficult ■ Very difficult

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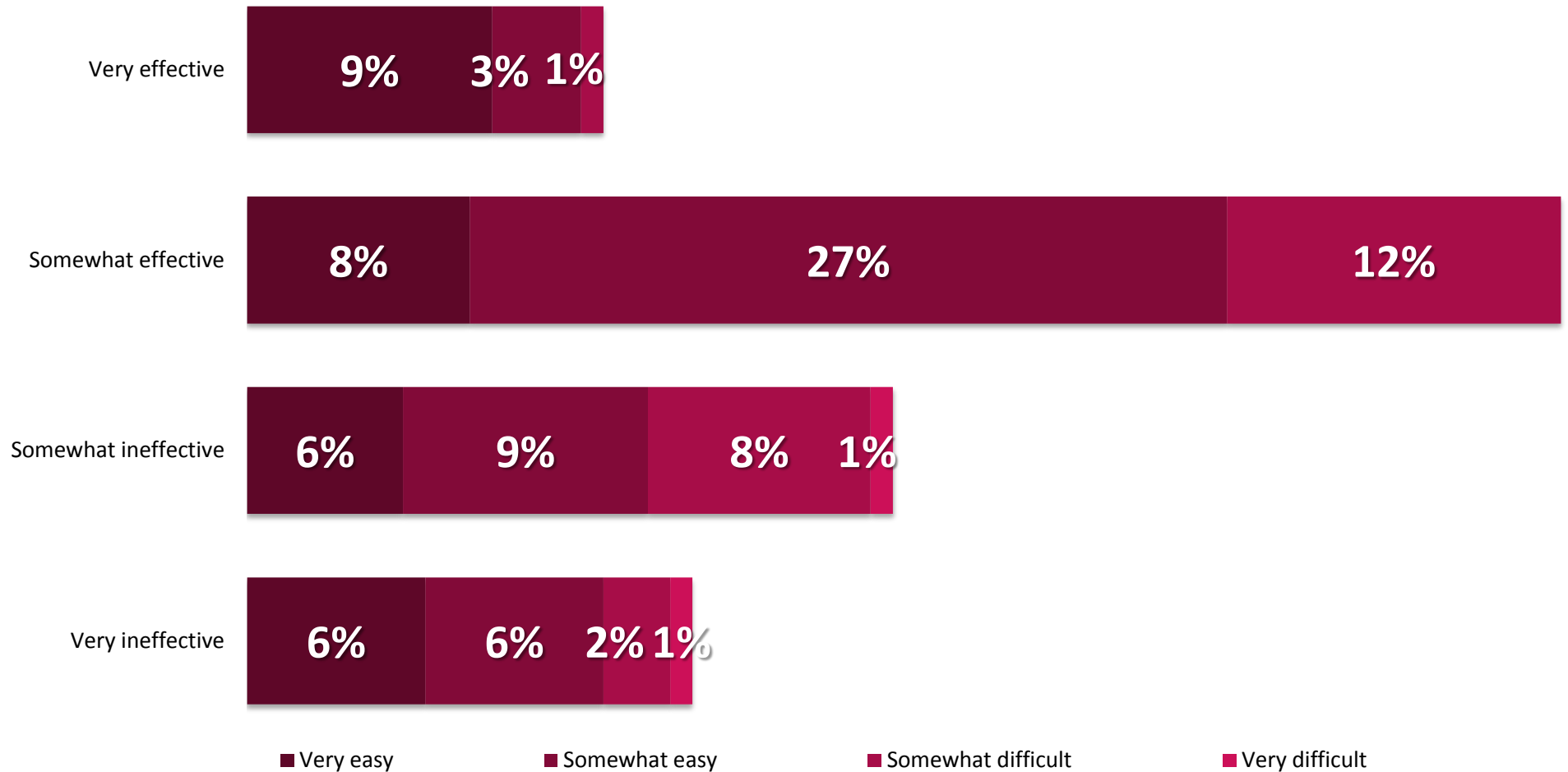
Chart 3.24 Form data collection

Which form data do you collect in the registration process for your email program?

Category	Percentage
Email address	100%
Name	70%
ZIP code	35%
State	35%
Telephone Number	33%
Country	29%
Street Address	26%
Other	22%
Age	12%
Gender	12%
Salutation	8%
Fax Number	3%

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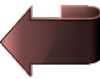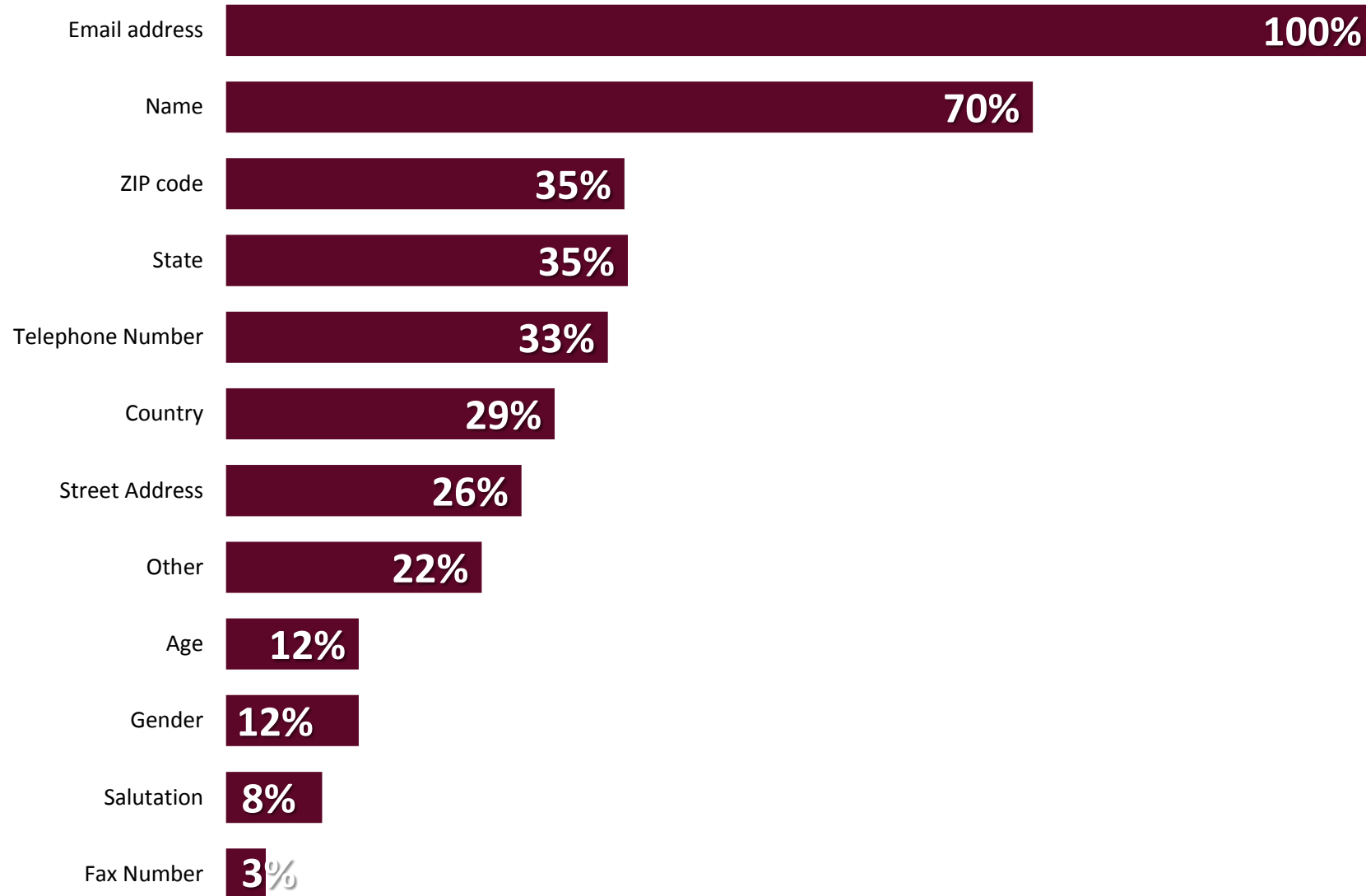
Chart 3.25 Form data collection

Which form data do you collect in the registration process for your email program?

Category	Percentage
Email address	100%
Name	72%
ZIP code	38%
State	41%
Telephone Number	22%
Country	31%
Street Address	25%
Other	10%
Age	22%
Gender	24%
Salutation	9%
Fax Number	1%

B2C

141

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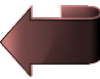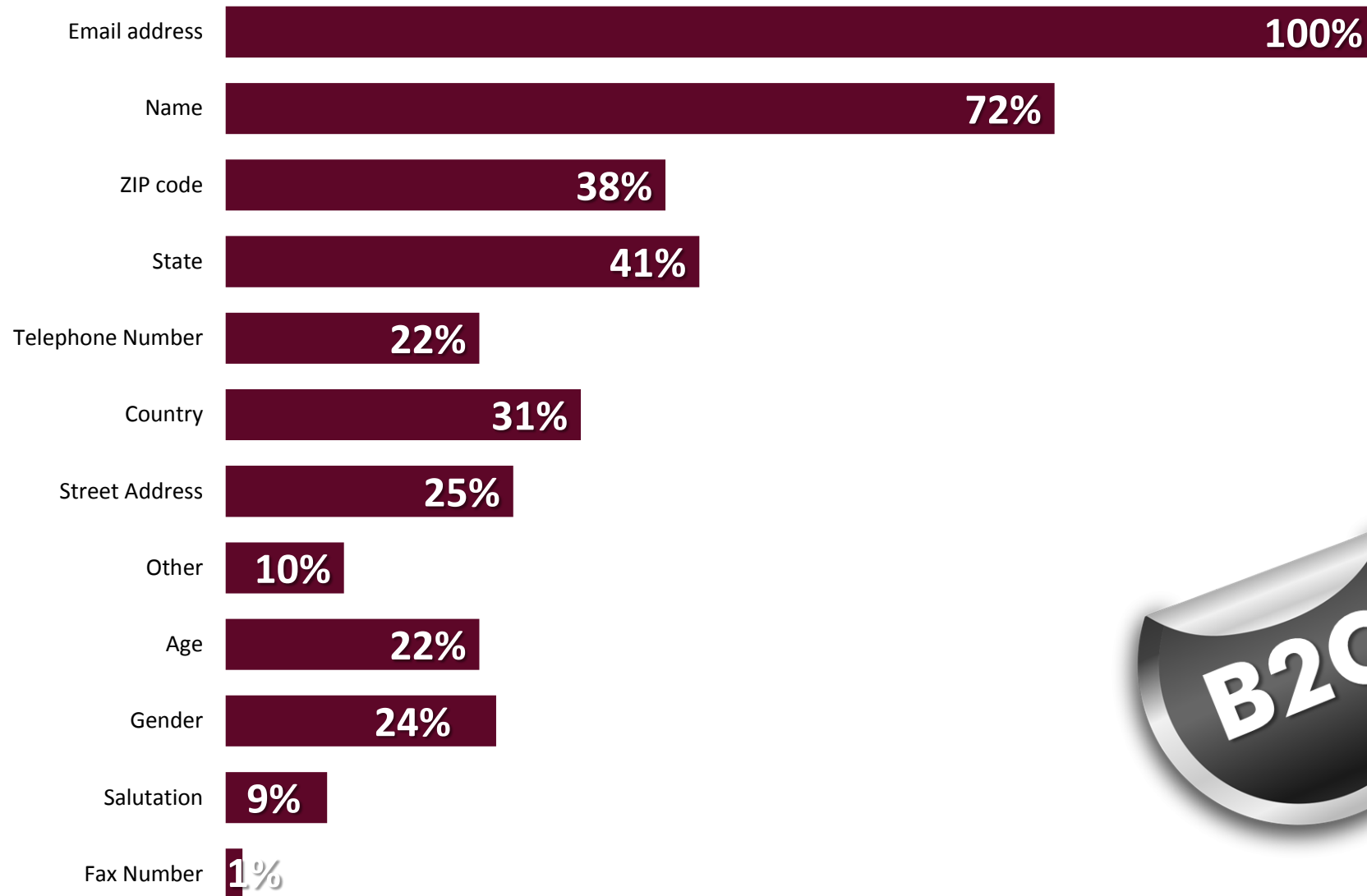
Chart 3.26 Form data collection

Which form data do you collect in the registration process for your email program?

Category	Percentage
Email address	100%
Name	74%
ZIP code	31%
State	35%
Telephone Number	37%
Country	31%
Street Address	23%
Other	31%
Age	6%
Gender	4%
Salutation	9%
Fax Number	4%

B2B & B2G

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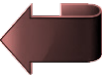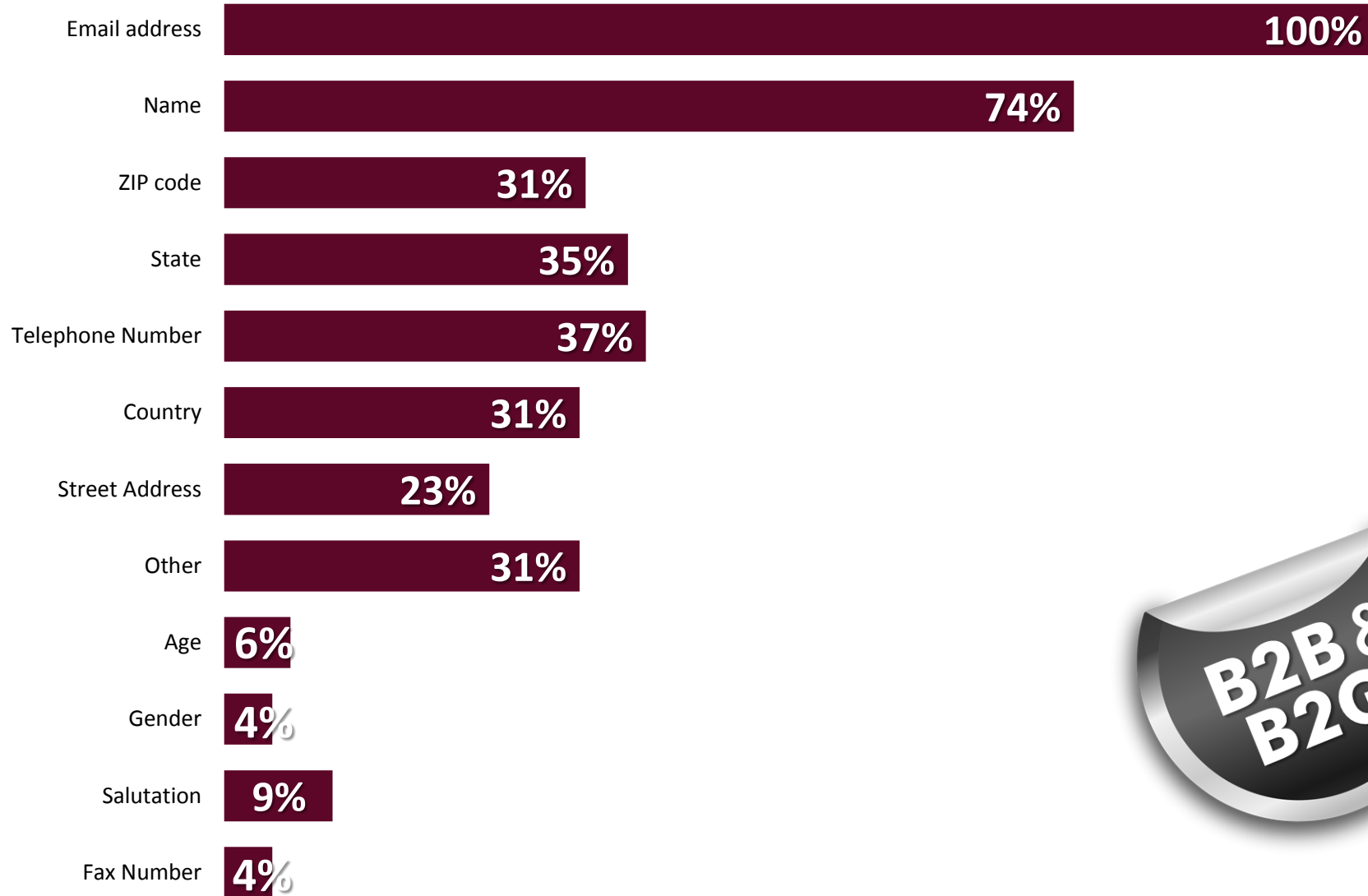
Chart 3.27 Form data collection

Which form data do you collect in the registration process for your email program?

Category	Percentage
Email address	99%
Name	65%
ZIP code	41%
State	32%
Telephone Number	38%
Country	24%
Street Address	35%
Other	14%
Age	16%
Gender	20%
Salutation	6%
Fax Number	4%

B2C & B2B

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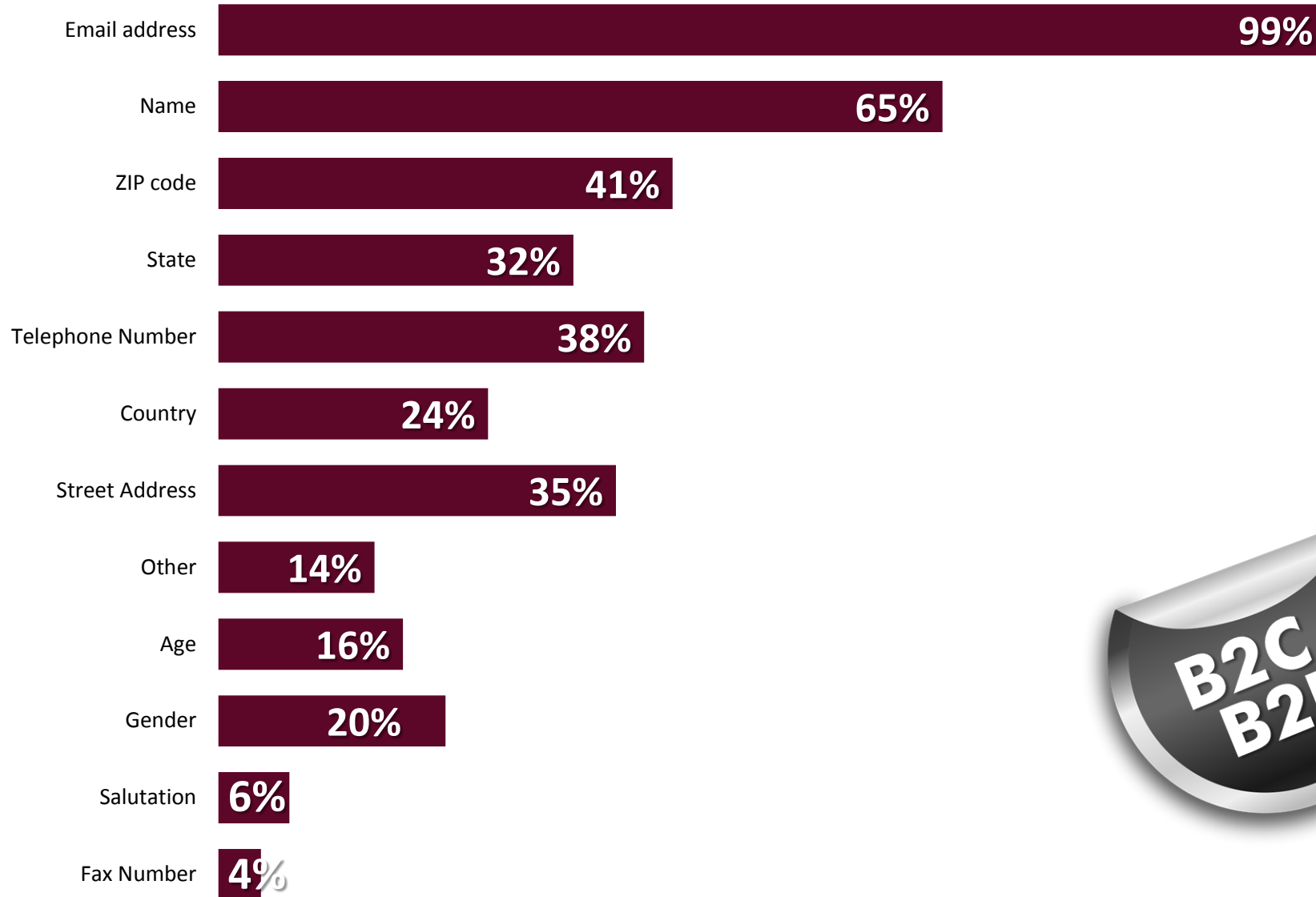
Chart 3.28 Effective tactics for registering new email subscribers

What has been the most effective tactic for your organization to register new email subscribers?

Tactic	Percentage
Whitepaper or other premium content	29%
Webinar	19%
Exclusive access/offer	19%
Discount or coupon	19%
Sweepstakes	10%
Gift Card	6%
Not applicable or don't know	17%
Other	14%

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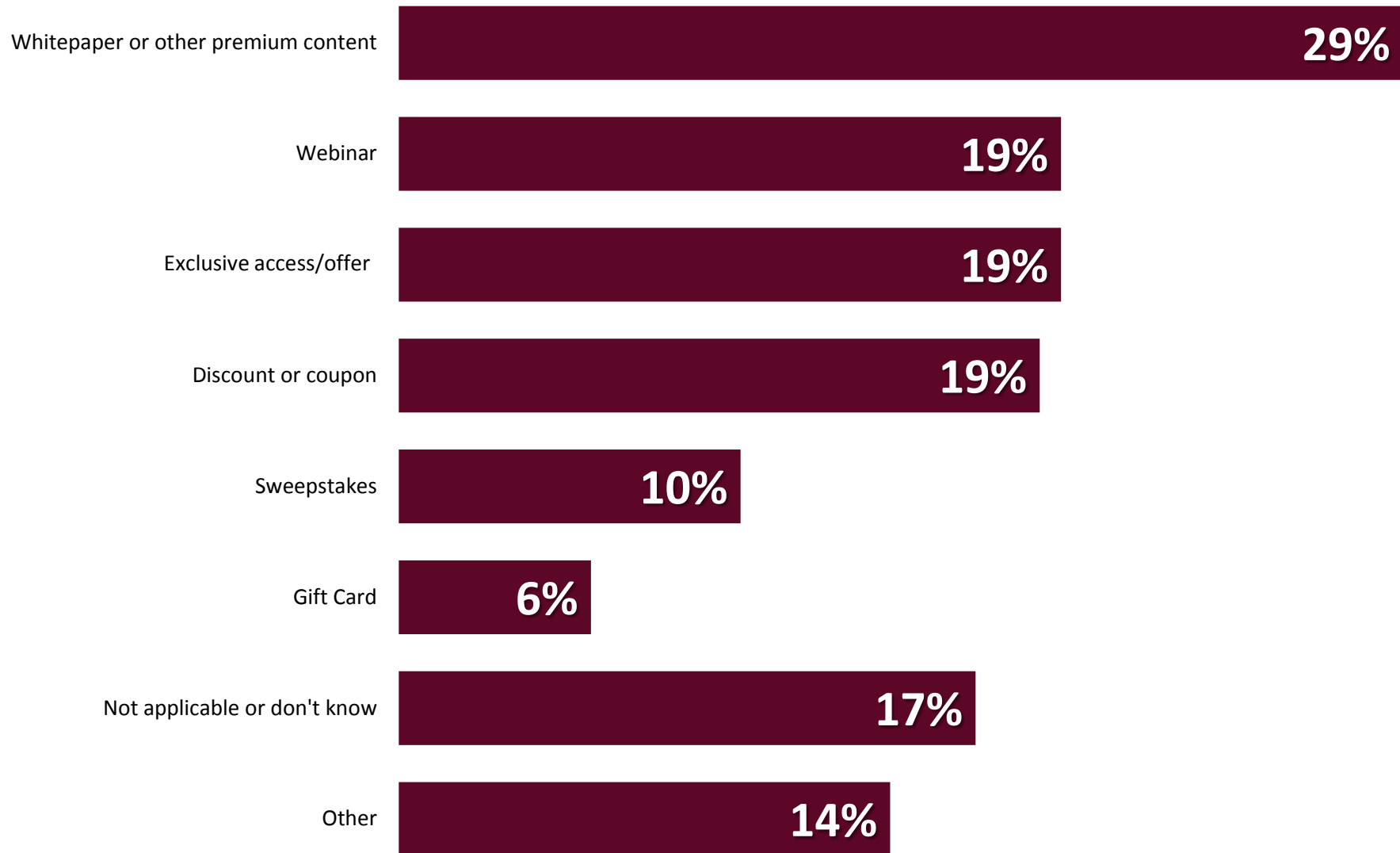
Chart 3.29 Effective tactics for registering new email subscribers

What has been the most effective tactic for your organization to register new email subscribers?

Tactic	Percentage
Whitepaper or other premium content	43%
Webinar	27%
Exclusive access/offer	20%
Discount or coupon	14%
Sweepstakes	7%
Gift Card	4%
Not applicable or don't know	19%
Other	14%

B2B & B2G

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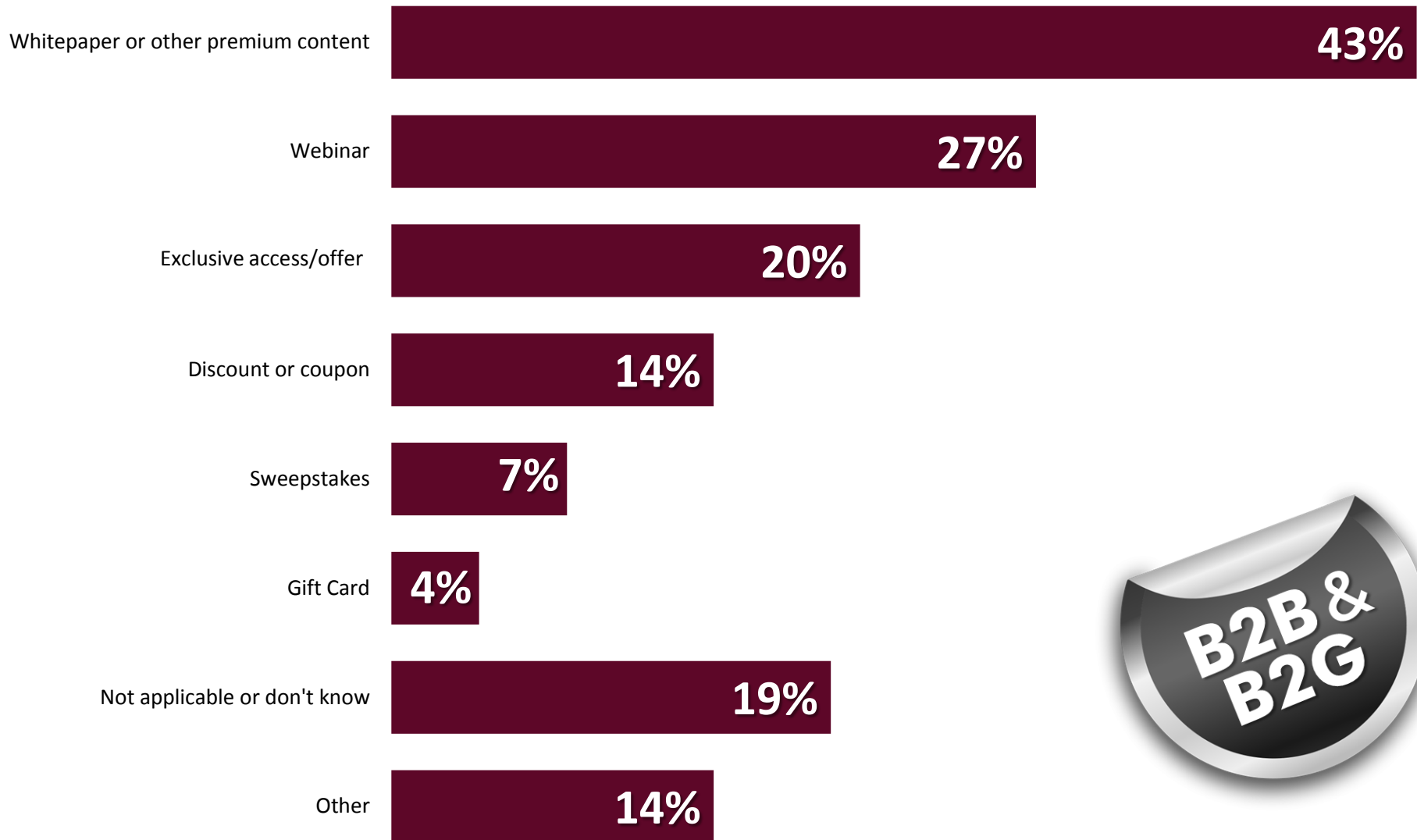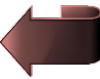
Chart 3.30 Tactics utilized to improve email relevance and engagement

Which of the following tactics is your organization using to improve the relevance and engagement of email content delivered to subscribers?

Tactic	Percentage
Automatically send email based on triggers	**39%**
Segment email campaigns based on behavior	**37%**
Dynamically personalize email content (e.g. first name in subject line, geo-location content)	**36%**
Segment email campaigns based on sales cycle	**28%**
Allow subscribers to specify email preferences via a robust preference center	**21%**
Include surveys, trivia or games	**18%**
Use loyalty / reward programs	**14%**
Dedicate resources to produce content for each stage in the buying process	**12%**
Make use of animated GIF images or video in design	**11%**

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Chart 3.31 Tactics utilized to improve email relevance and engagement

Which of the following tactics is your organization using to improve the relevance and engagement of email content delivered to subscribers?

Tactic	Percentage
Automatically send email based on triggers	48%
Segment email campaigns based on behavior	43%
Dynamically personalize email content (e.g. first name in subject line, geo-location content)	41%
Segment email campaigns based on sales cycle	33%
Allow subscribers to specify email preferences via a robust preference center	24%
Include surveys, trivia or games	15%
Use loyalty / reward programs	21%
Dedicate resources to produce content for each stage in the buying process	11%
Make use of animated GIF images or video in design	15%

B2C

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Chart 3.32 Tactics utilized to improve email relevance and engagement

Which of the following tactics is your organization using to improve the relevance and engagement of email content delivered to subscribers?

Tactic	Percentage
Automatically send email based on triggers	40%
Segment email campaigns based on behavior	36%
Dynamically personalize email content (e.g. first name in subject line, geo-location content)	38%
Segment email campaigns based on sales cycle	30%
Allow subscribers to specify email preferences via a robust preference center	21%
Include surveys, trivia or games	18%
Use loyalty / reward programs	10%
Dedicate resources to produce content for each stage in the buying process	15%
Make use of animated GIF images or video in design	9%

B2B & B2G

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Chart 3.33 Tactics utilized to improve email relevance and engagement

Which of the following tactics is your organization using to improve the relevance and engagement of email content delivered to subscribers?

Tactic	Percentage
Automatically send email based on triggers	32%
Segment email campaigns based on behavior	36%
Dynamically personalize email content (e.g. first name in subject line, geo-location content)	29%
Segment email campaigns based on sales cycle	23%
Allow subscribers to specify email preferences via a robust preference center	16%
Include surveys, trivia or games	19%
Use loyalty / reward programs	15%
Dedicate resources to produce content for each stage in the buying process	6%
Make use of animated GIF images or video in design	11%

B2C & B2B

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Chart 3.34 Subscriber segmentation attributes

Can you segment subscriber data into separate lists based on the following attributes?

Attribute	Yes	No	Don't know
Email engagement behavior	55%	29%	16%
Purchase history	53%	30%	16%
Location in sales pipeline	38%	43%	19%
User-declared personal preferences	38%	43%	19%
Email viewing device habits	28%	49%	22%

■ Yes   ■ No   ■ Don't know

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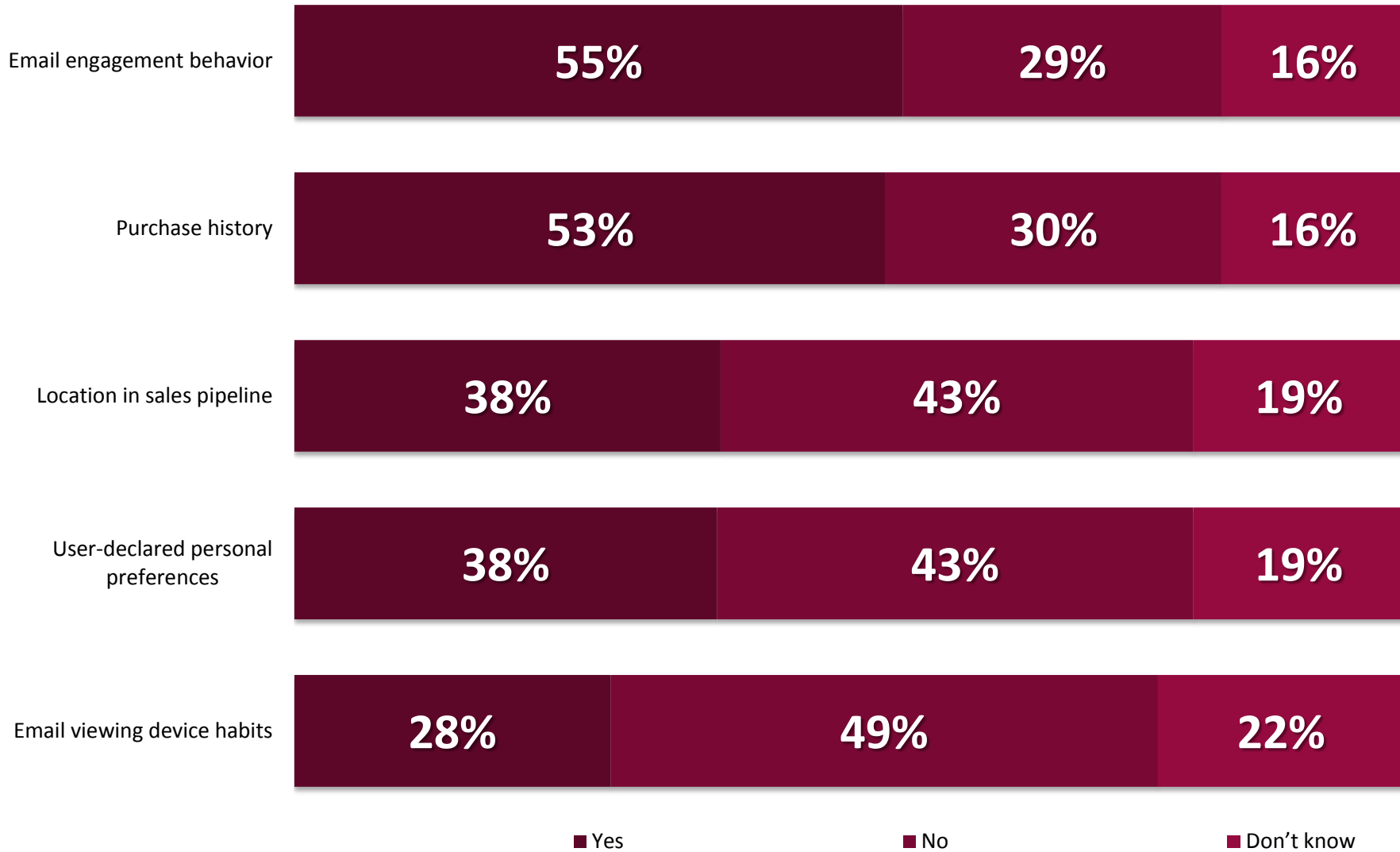
Chart 3.35 Email deliverability improvement tactics

Which of the following tactics is your organization using to improve email deliverability rates?

Tactic	Percentage
Provide an easy unsubscribe process	62%
Measure and remove hard bounces	51%
Clean lists regularly	41%
Remove inactive subscribers	39%
Maintain an opt-in only subscriber list	39%
Evaluate soft bounces	27%
Request to be white listed	22%
Authenticate Sender ID, SPF, or DKIM	21%
Monitor inbox placement rate	19%
Launch reactivation campaigns	17%
Learn reputation score	15%
Sign up for feedback loops	13%
Subscribe to a black list monitoring service	11%
Send repermission campaigns	7%
Seek certification	7%
Don't know / Not Applicable	12%
Other	2%

151

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Chart 3.36 Email deliverability tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email deliverability improvement tactics your organization is using.

Launch Reactivation Campaigns

	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective
Very easy	6%	2%	2%	
Somewhat easy	9%	31%	6%	1%
Somewhat difficult	6%	18%	13%	
Very difficult	1%	2%	2%	

■ Very effective   ■ Somewhat effective   ■ Somewhat ineffective   ■ Very ineffective

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Chart 3.37 Email deliverability tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email deliverability improvement tactics your organization is using.

Monitor Inbox Placement Rate

Very easy
17% | 12% | 2% | 2%

Somewhat easy
10% | 33% | 3%

Somewhat difficult
1% | 9% | 4%

Very difficult
2% 1% | 1% 2%

- ■ Very effective
- ■ Somewhat effective
- ■ Somewhat ineffective
- ■ Very ineffective

153

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Chart 3.38 Email deliverability tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email deliverability improvement tactics your organization is using.

Measure and Remove Hard Bounces

	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective
Very easy	33%	10%	0%	
Somewhat easy	15%	21%	2%	0%
Somewhat difficult	3%	10%	2%	
Very difficult	1%	1%		

■ Very effective   ■ Somewhat effective   ■ Somewhat ineffective   ■ Very ineffective

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N=278

154

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Chart 3.39 Email deliverability tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email deliverability improvement tactics your organization is using.

Evaluate Soft Bounces

	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective
Very easy	16%	14%	1%	1%
Somewhat easy	8%	22%		1%
Somewhat difficult	3%	22%	6%	
Very difficult	3%	1%	1%	

■ Very effective   ■ Somewhat effective   ■ Somewhat ineffective   ■ Very ineffective
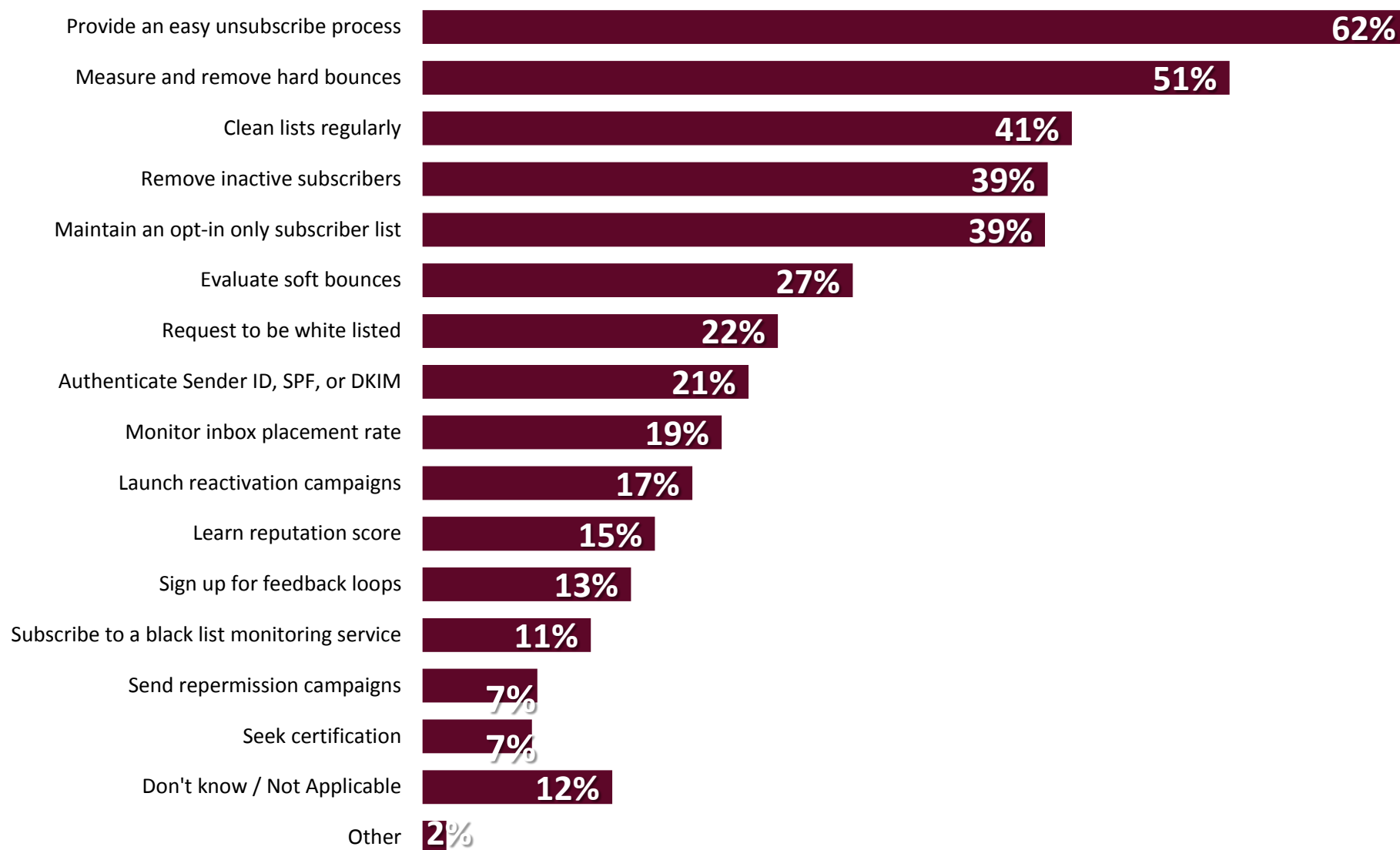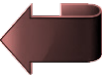
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Chart 3.40 Email deliverability tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email deliverability improvement tactics your organization is using.

Remove Inactive Subscribers

Very easy	27%	9% 0%
Somewhat easy	17%	22% 2%
Somewhat difficult	8%	10% 3% 1%
Very difficult	0% 0%	

■ Very effective   ■ Somewhat effective   ■ Somewhat ineffective   ■ Very ineffective
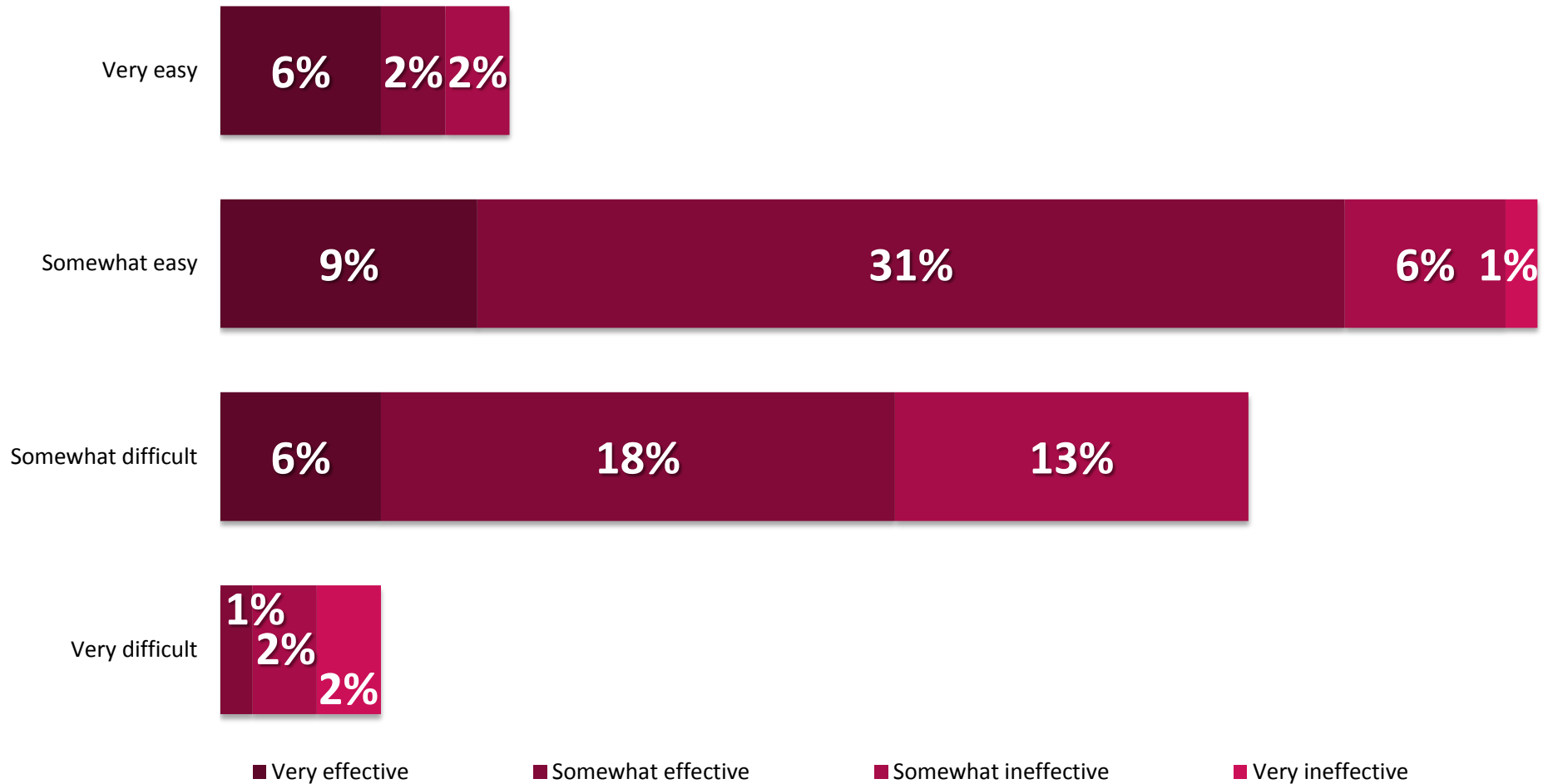
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Chart 3.41 Email deliverability tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email deliverability improvement tactics your organization is using.

Sign Up for Feedback Loops

	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective
Very easy	19%	13%	3%	
Somewhat easy	19%	21%		1%
Somewhat difficult	6%	10%	6%	
Very difficult	1%	1%		

Legend: ■ Very effective ■ Somewhat effective ■ Somewhat ineffective ■ Very ineffective
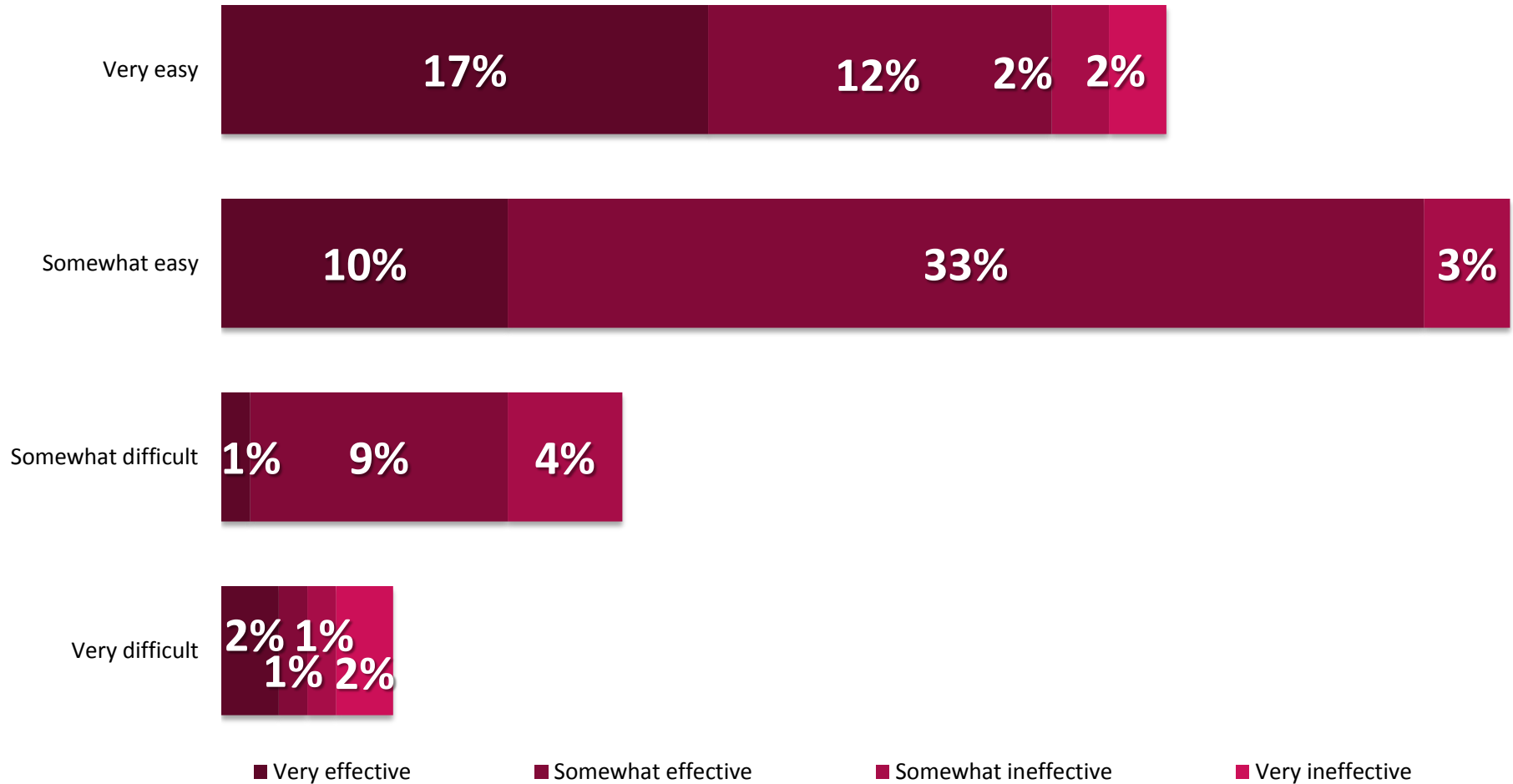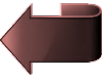
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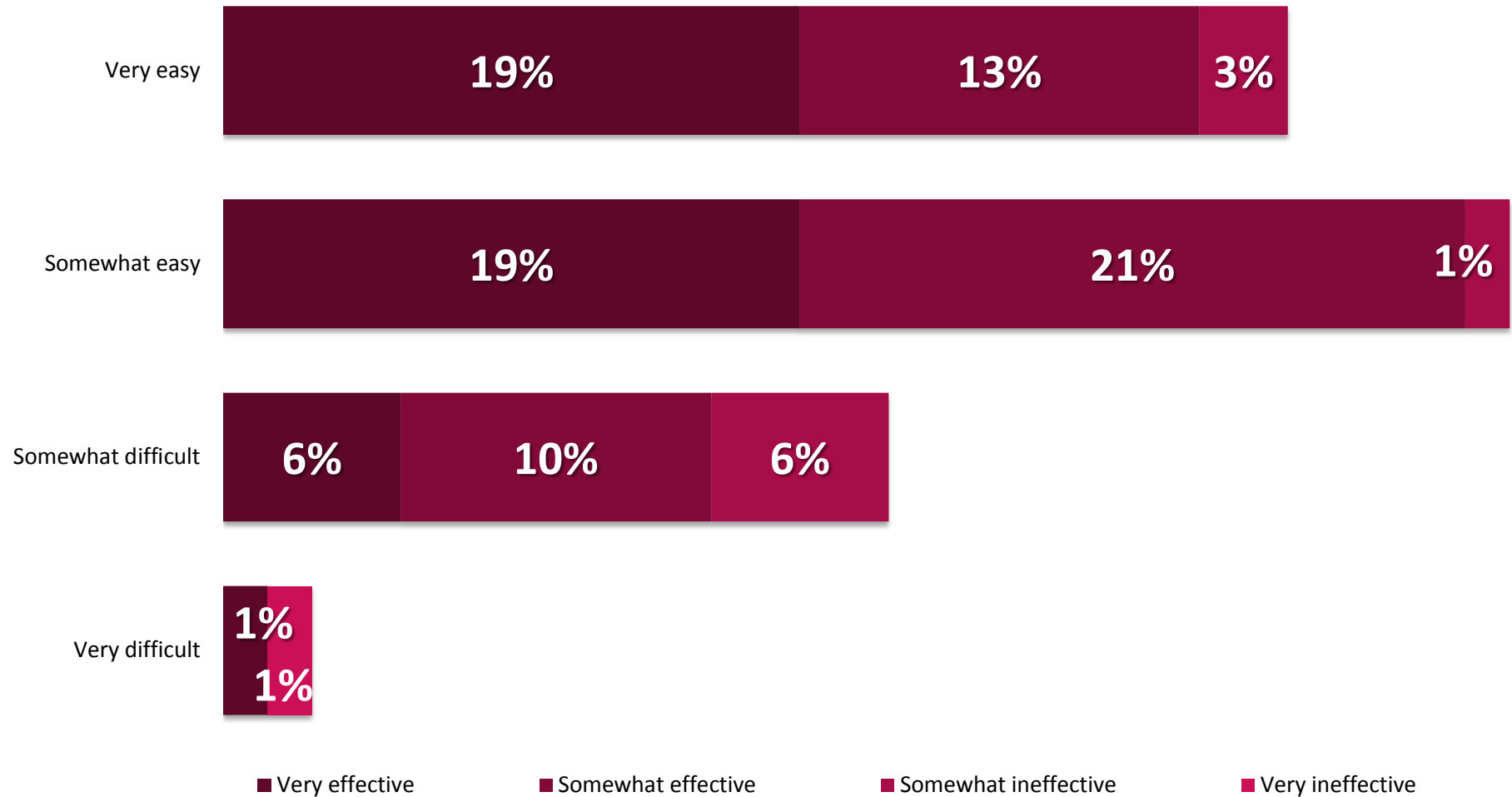
Chart 3.42 Email deliverability tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email deliverability improvement tactics your organization is using.

Request to be Whitelisted

Very easy
15% | 12% | 4% | 1%

Somewhat easy
10% | 22% | 4%

Somewhat difficult
9% | 9% | 6% | 1%

Very difficult
3% | 2% | 1% | 2%

■ Very effective   ■ Somewhat effective   ■ Somewhat ineffective   ■ Very ineffective
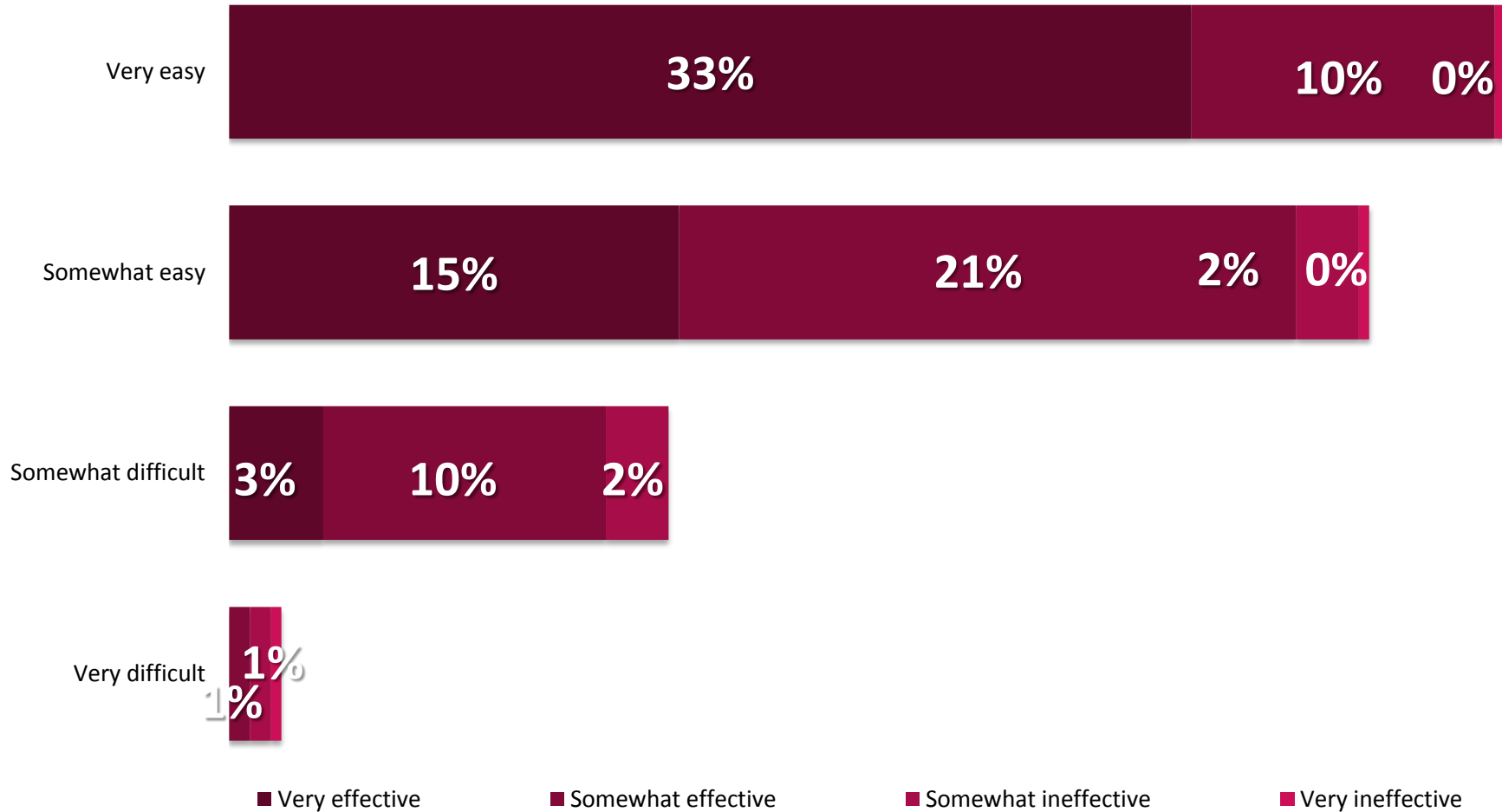
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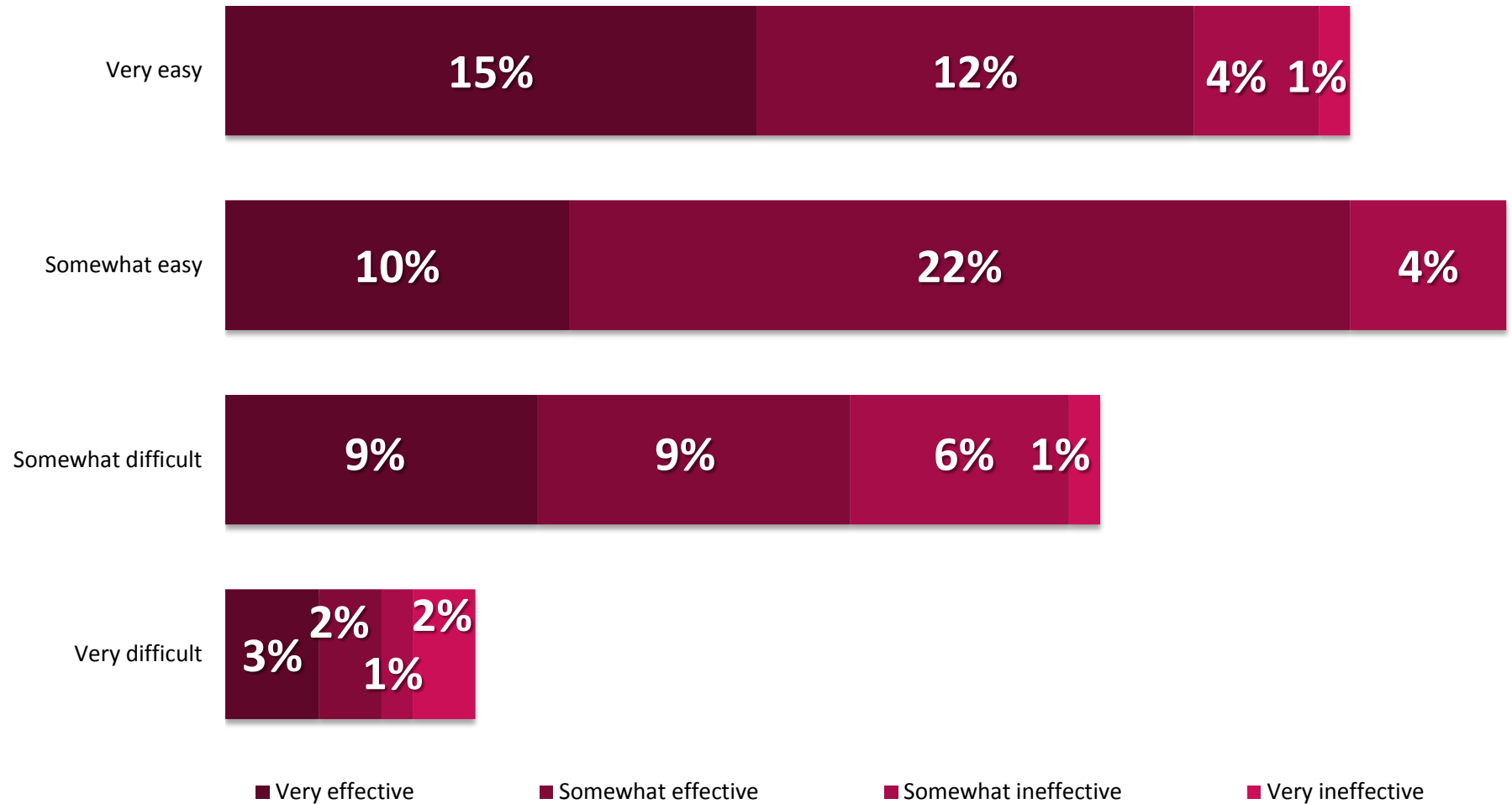
Chart 3.43 Email deliverability tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email deliverability improvement tactics your organization is using.

Subscribe to a Blacklist Monitoring Service

	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective
Very easy	29%	13%	2%	
Somewhat easy	9%	25%	7%	
Somewhat difficult	5%	7%	2%	
Very difficult				2%

■ Very effective   ■ Somewhat effective   ■ Somewhat ineffective   ■ Very ineffective
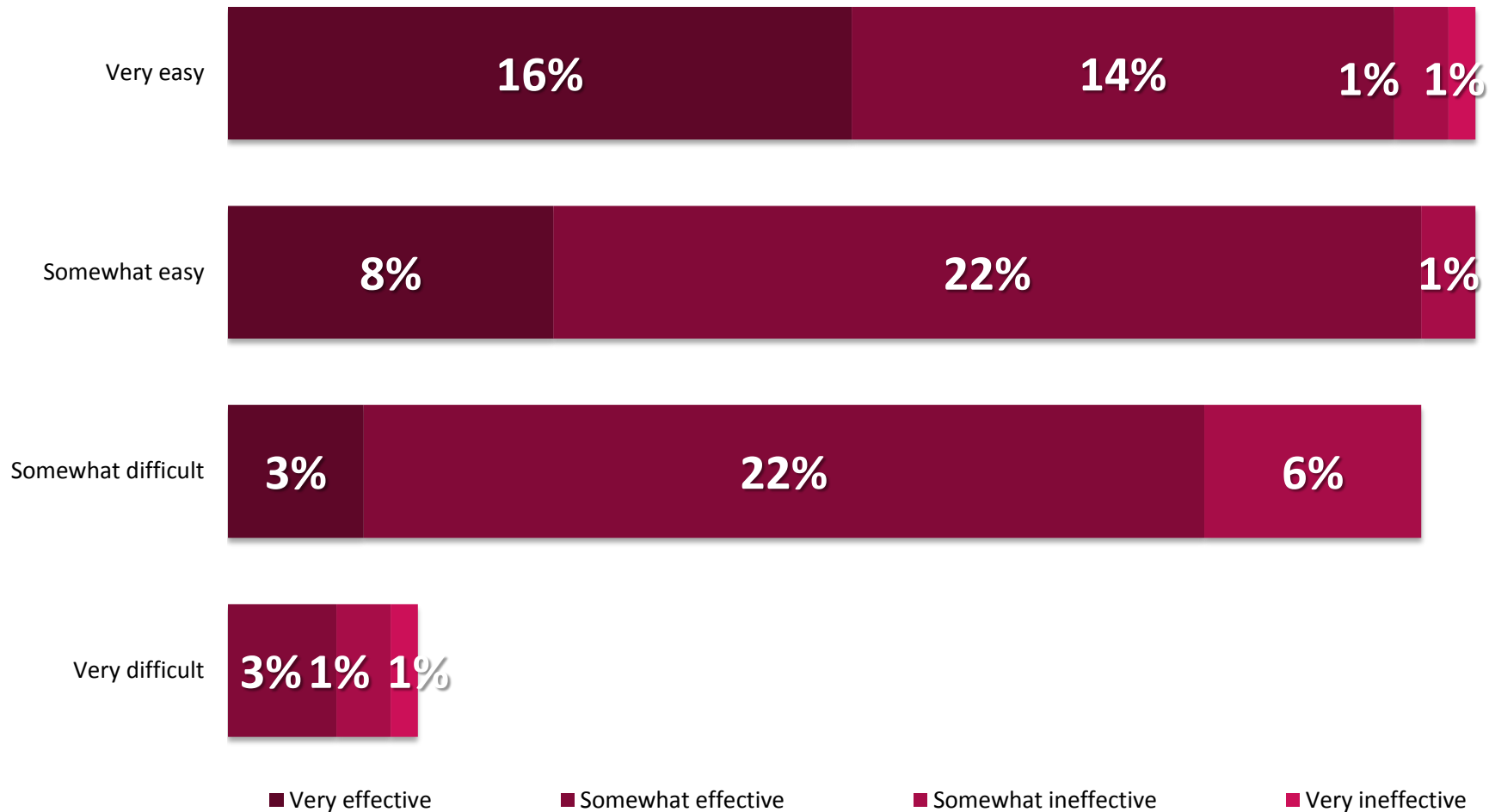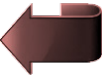
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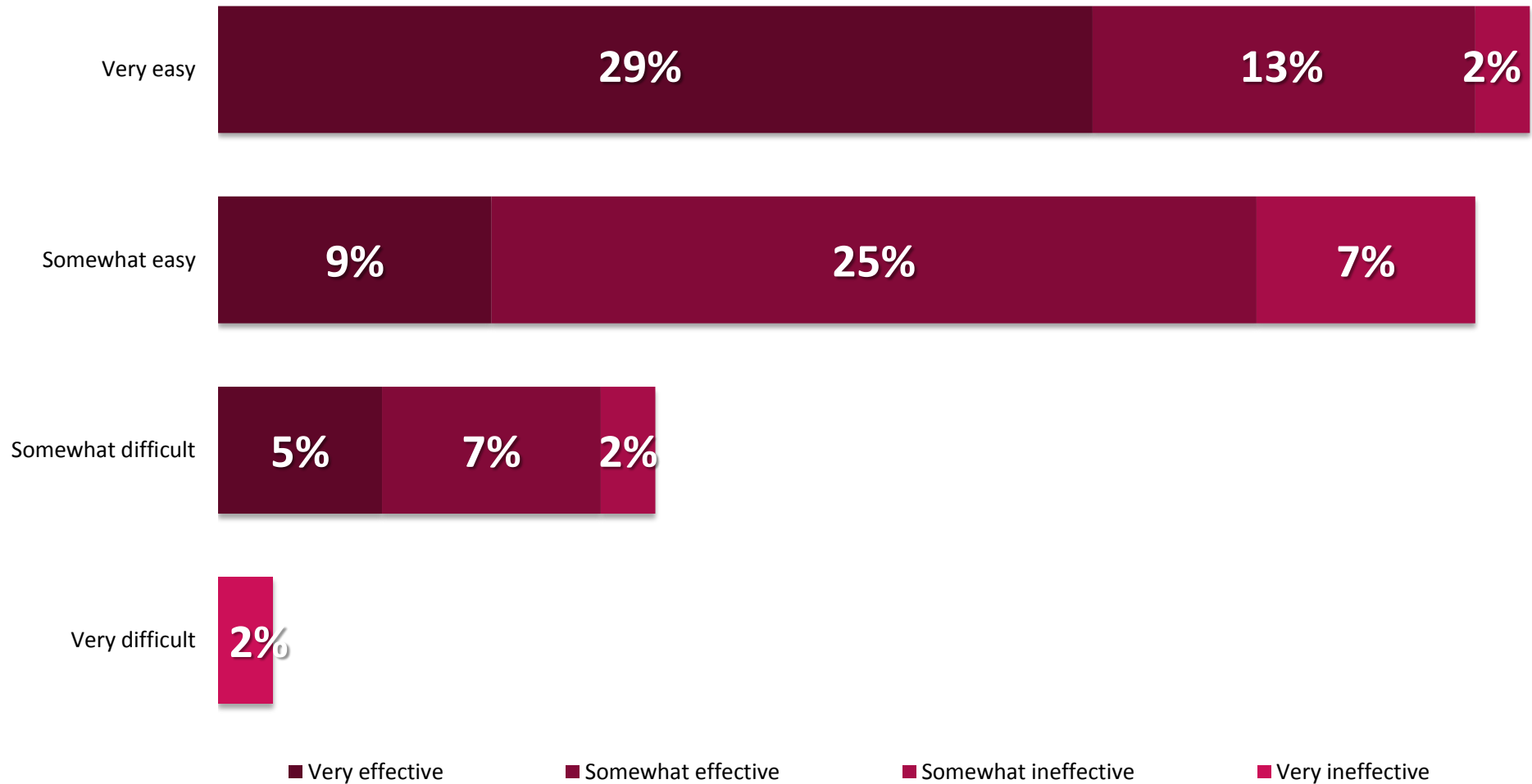
Chart 3.44 Email deliverability tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email deliverability improvement tactics your organization is using.

Learn Reputation Score

	Very effective	Somewhat effective	Somewhat ineffective	Very ineffective
Very easy	32%	12%	3%	
Somewhat easy	13%	24%	5%	
Somewhat difficult	3%	3%	1%	3%
Very difficult			1%	1%

- Very effective
- Somewhat effective
- Somewhat ineffective
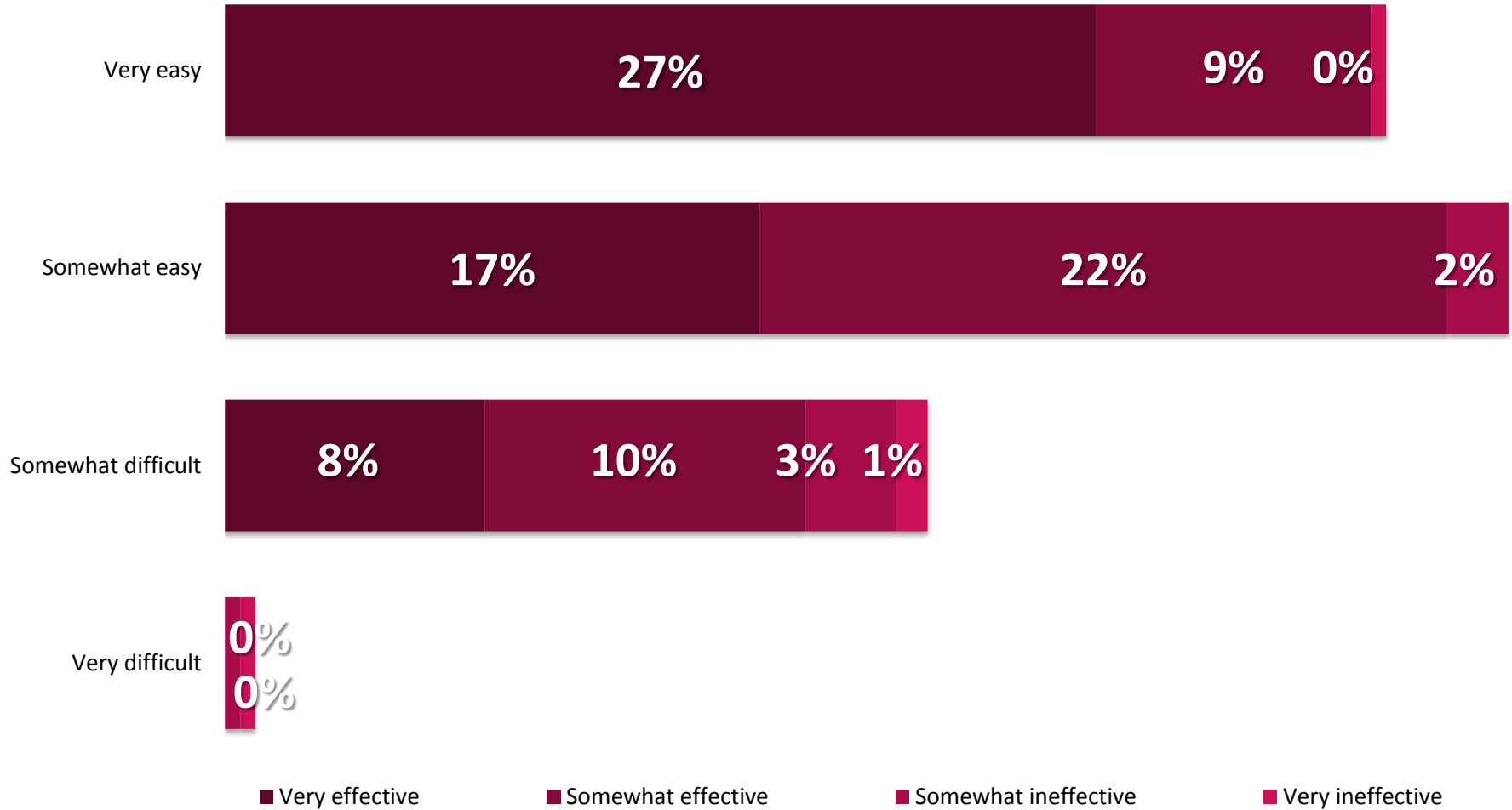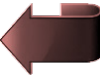- Very ineffective

160

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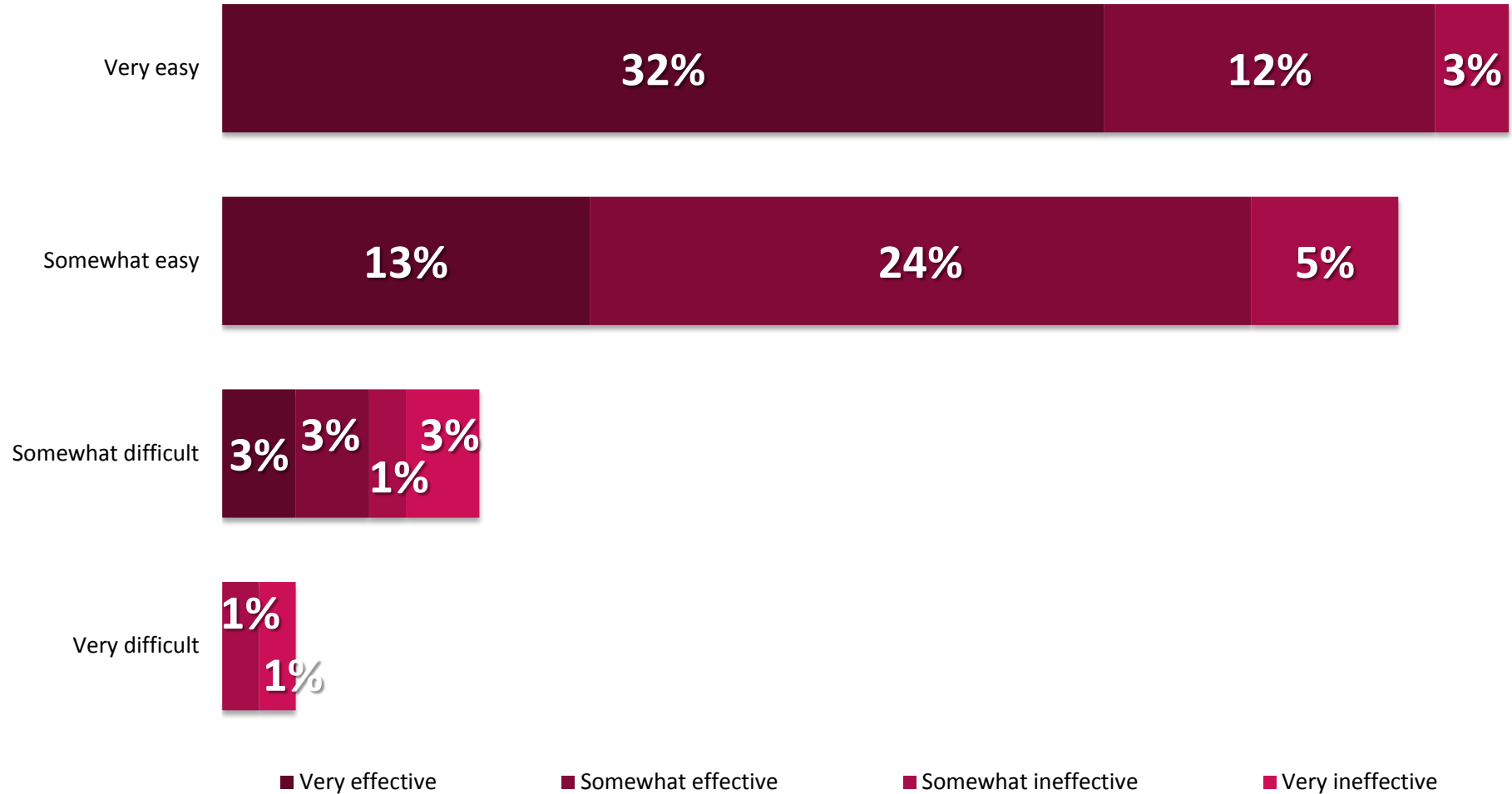
Chart 3.45 Email deliverability tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email deliverability improvement tactics your organization is using.

Authenticate Sender ID, SPF, or DKIM

Very easy	28% 8% 1%
Somewhat easy	19% 22% 2% 1%
Somewhat difficult	3% 11% 5%
Very difficult	1%

■ Very effective   ■ Somewhat effective   ■ Somewhat ineffective   ■ Very ineffective

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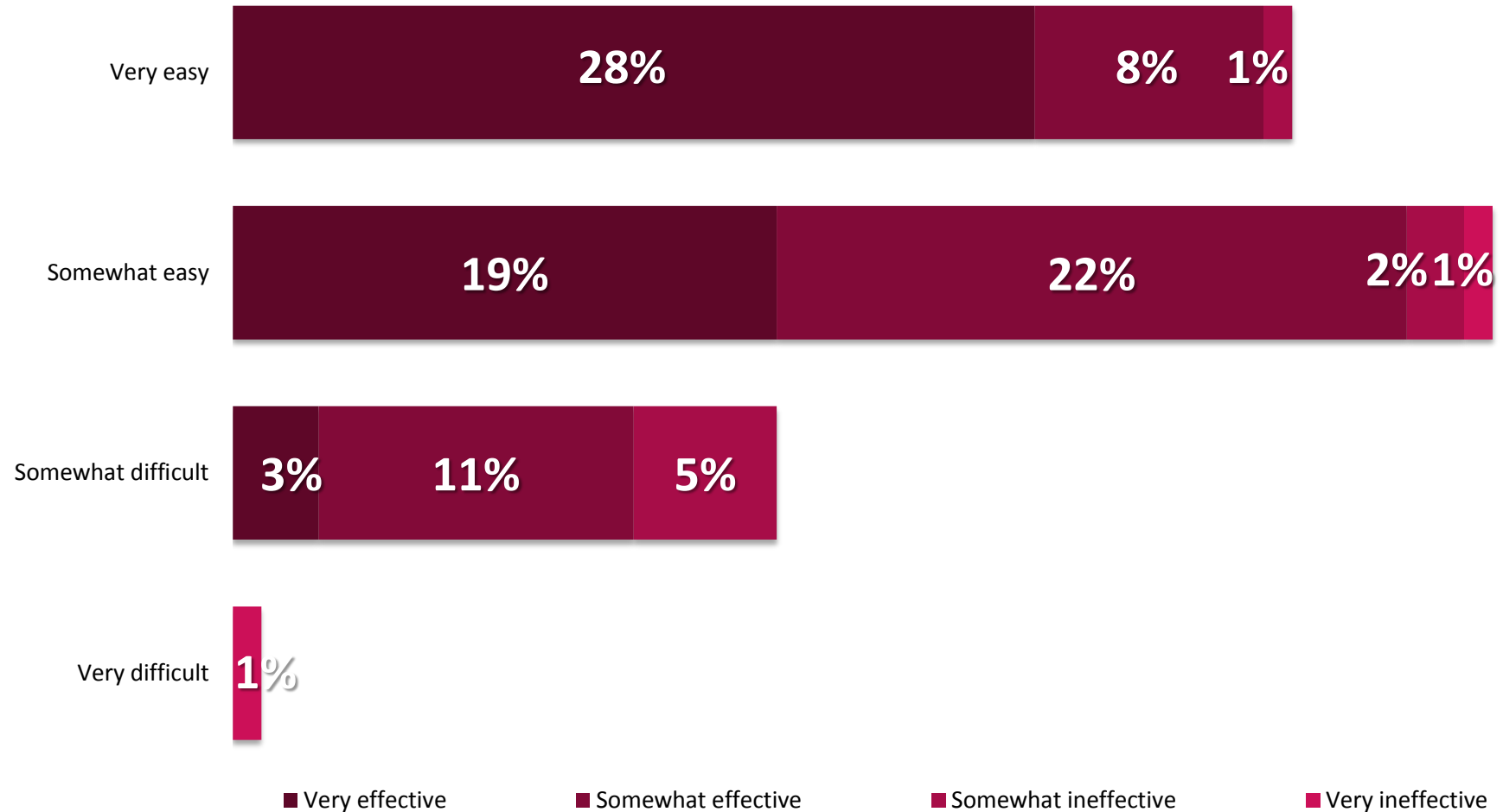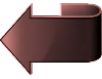
Email Marketing Benchmark Report

CHAPTER 4
THE MARKETER

Data Sciences
MECLABS
VERIFIED
February 2013

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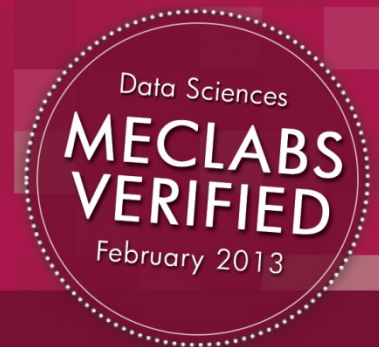
The Marketer: Points to Consider

When asked to offer insights learned from their own email marketing efforts, one anonymous marketer wrote, "Email marketing, even as basic[ally] as we did it in 2012, outperformed all other forms of online marketing combined. [Thus,] **we are investing much more in email. It works better than PPC, better then online display ads, and provides a channel for content marketing**."

As we bring the focus of our data back to you, the marketer, we analyze the specific elements that comprise successful – or unsuccessful – email strategy and execution. Our surveyed marketers helped us determine:

- The effectiveness of different email send times
- Other marketing channels integrated into email programs
- Customers' mobile email adoption
- Email optimization techniques and testing practices

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The Marketer: Points to Consider

WHAT IS THE MOST EFFECTIVE TIME TO SEND?

Apparently, email recipients – like many of us – need a day or two to settle into their weeks. When asked how effective emails are for each day of the week, Tuesday (26%) and Wednesday (23%) were, by far, considered the most effective days to send, by surveyed marketers, overall (Chart 4.1).

Online retail appears to balance email send effectiveness, as results were much more evenly distributed for B2C companies, with no fewer than 14% and no greater than 29% of respondents indicating any one day was "most effective." (Chart 4.2).

More specifically, companies specifically within retail, e-commerce or wholesale distribution showed even less discrepancy between days deemed "most effective," with this distribution ranging from 17% to 28% (Chart 4.7).

Unsurprisingly, Saturday (39%) and Sunday (42%) were considered "least effective" by a significant portion of respondents (Chart 4.1).

164

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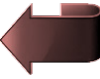
The Marketer: Points to Consider

Points to Consider

Have you performed any testing of your current email send times? What types of variables did you test? Have you noticed any significant movement in your email deliverability and open rate by shifting to different days and/or times of day when sending?

WHAT MARKETING CHANNELS DO ORGANIZATIONS INTEGRATE WITH EMAIL?

Near the end of the 2013 Email Marketing Benchmark Survey, we asked an open-ended free response question, in hope of obtaining some honest, unique, unprompted thoughts about this channel. We noticed that **one of the predominant themes we found was email integration with other marketing channels**.

One marketer considered integration an area of need, saying, "[A] big concern is lack of integration with other marketing channels. Many isolated islands of activity rather than a coordinated, integrated and consistent strategy."

Overwhelmingly, **75% of surveyed marketers indicated they integrated their websites with email, nearly 20 percentage points greater than the second-most selected option, "social media" (56%)** (Chart 4.13).

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The Marketer: Points to Consider

Consumer-focused organizations placed considerably more emphasis on social media/email integration, as 68% of these marketers were doing so in their email campaigns (Chart 4.14).

Only 21% of respondents currently integrate this channel with their email programs, placing mobile eight fewer percentage points behind a somewhat dated tactic, "direct mail." (Chart 4.13). This is somewhat perplexing, considering our surveyed marketers estimated 25% of their subscribers read email on mobile devices (Chart 4.17).

One surveyed marketer offered, "Maybe it is the 'chicken or the egg' scenario between the pervasiveness of smartphones or social media, but I believe it is [the] nexus between smartphones and the 'where I am now' that is the most important factor."

Another expressed concern with the resources necessary to adequately implement mobile into their plans, saying, "Managing to produce emails which are pleasant to look at while getting your CTA through, [and] while accounting for all the quirks of the different email clients is hard enough, let alone having to now also look at adjusting them for vastly different-sized screens and capabilities. Keeping on top of all the technical aspects is a full-time job, and reduces the abilities of being able to create suitable new templates in-house with our current resources."

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The Marketer: Points to Consider

Perhaps message delivery was a problem for organizations, as **58% of respondents indicated they were not designing emails to accurately render on mobile devices** (Chart 4.18).

One marketer indicated he was conscious of how mobile "changes how people interact with email and the formats we must use to remain effective. Much of our learning is based on desktop behavior, so we will need to make sure we do not take those insights forward without validating them for the new mobile environment."

Points to Consider

What is your take on mobile email? Do you feel it is important to create new and/or modified templates to accommodate a wider range of mobile devices? If you have created more-specific templates, have you seen an improvement in open rates as a result? Has the recent growth in use of larger-screened tablets made you reconsider your mobile template design strategy?

HOW ARE MARKETERS OPTIMIZING THEIR EMAIL MARKETING EFFORTS?

"Testing is key!" exclaimed one surveyed marketer, when asked to offer marketing insights.
Yet, somewhat surprisingly, especially given email's standing as a venerable marketing tactic, our respondents were fairly evenly divided on their optimization techniques. While "analysis of past metrics" was chosen by a majority of respondents (59%), only six percentage points separated the next three techniques – "testing" (47%), "optimization without testing" (43%) and "customer feedback/survey" (41%) (Chart 4.20).

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The Marketer: Points to Consider

Encouragingly, **just 19% of respondents indicated they performed no email testing or optimization techniques**.

Of those marketers who test email efforts, a significant 86% tested subject lines. This was distantly followed by "call-to-action" (62%) and "message" (58%). After these top selections, respondents were largely divided, with no one category selected by more than 48% – or fewer than 26% – of surveyed marketers (Chart 4.21).

B2C marketers placed less emphasis on testing calls-to-action (52%) (Chart 4.22) as their B2B/B2G counterparts (66%) (Chart 4.23). And, while consumer-focused organizations tested overall email layout and images (58%) more regularly than B2B/B2G outlets (43%), both sets of marketers tested similarly for mobile layout and imagery (27% for each).

Points to Consider

What email elements are you currently testing? Do agree with our respondents in their belief that testing subject lines is paramount in email optimization? Are the messages delivered in your email imagery, content (and even subsequent landing pages) consistent with what is offered in your subject lines?

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Chart 4.1 Daily email effectiveness

How effective are emails sent of each day of the week?

Day	1 Least Effective	2	3	4	5 Most Effective
Monday	16%	21%	30%	17%	15%
Tuesday	3%	7%	29%	35%	26%
Wednesday	4%	8%	32%	34%	23%
Thursday	4%	11%	34%	33%	18%
Friday	19%	26%	30%	16%	9%
Saturday	39%	22%	18%	9%	12%
Sunday	42%	16%	21%	12%	9%

■ 1 Least Effective   ■ 2   ■ 3   ■ 4   ■ 5 Most Effective

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Chart 4.2 Daily email effectiveness

How effective are emails sent of each day of the week?

B2C

Day	1 Least Effective	2	3	4	5 Most Effective
Monday	13%	17%	33%	19%	18%
Tuesday	4%	10%	24%	33%	29%
Wednesday	3%	16%	29%	31%	21%
Thursday	3%	12%	31%	33%	21%
Friday	14%	23%	31%	18%	14%
Saturday	21%	26%	20%	12%	20%
Sunday	23%	19%	26%	14%	18%

Legend: ■ 1 Least Effective ■ 2 ■ 3 ■ 4 ■ 5 Most Effective

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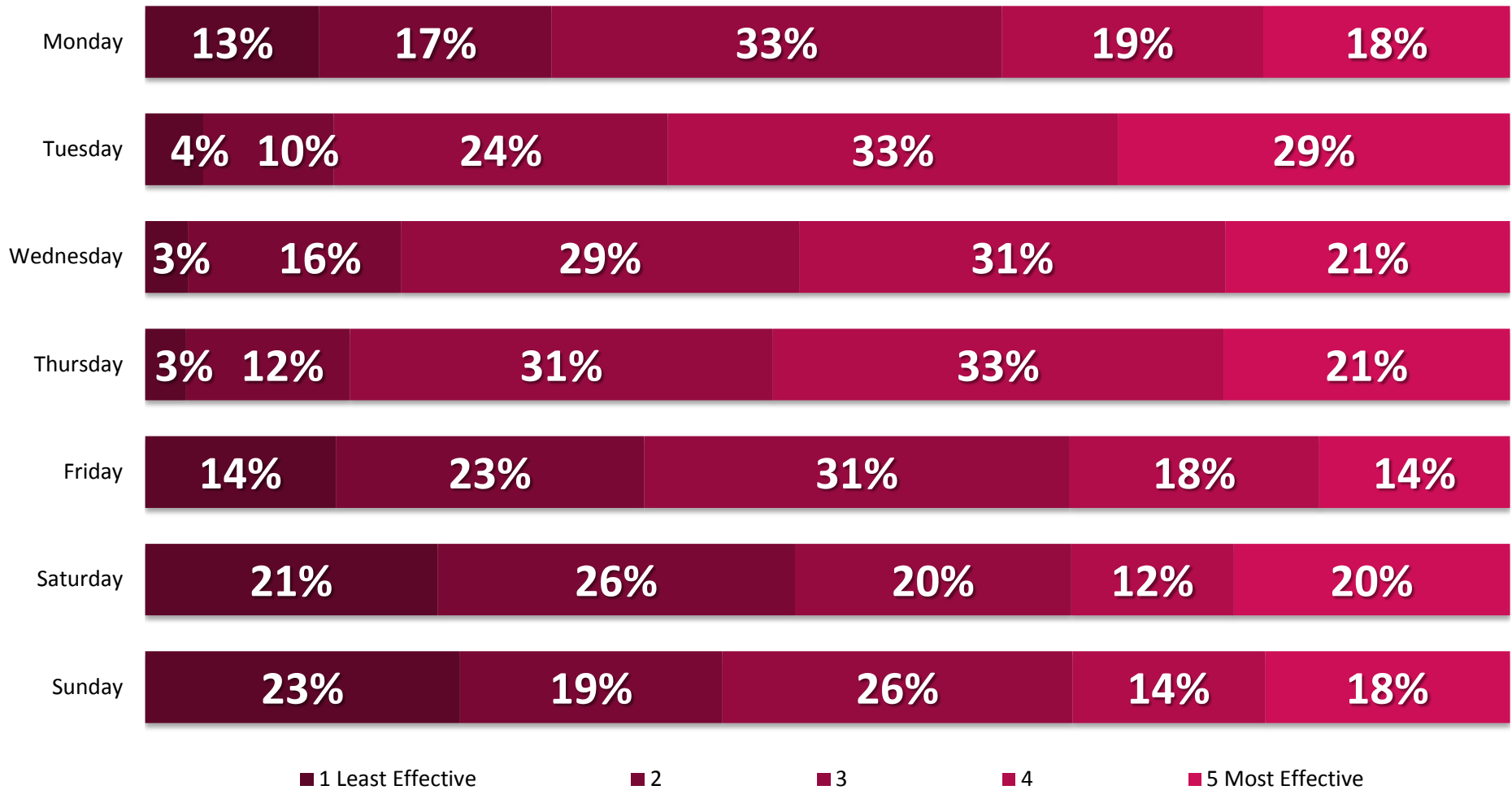
Chart 4.3 Daily email effectiveness

How effective are emails sent of each day of the week?

B2B and/or B2G

Day	1 Least Effective	2	3	4	5 Most Effective
Monday	18%	23%	30%	14%	15%
Tuesday	3%	5%	28%	35%	28%
Wednesday	3%	6%	33%	33%	25%
Thursday	4%	11%	34%	32%	19%
Friday	22%	30%	26%	14%	8%
Saturday	53%	17%	13%	8%	8%
Sunday	55%	12%	20%	7%	6%

■ 1 Least Effective   ■ 2   ■ 3   ■ 4   ■ 5 Most Effective

171

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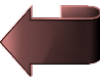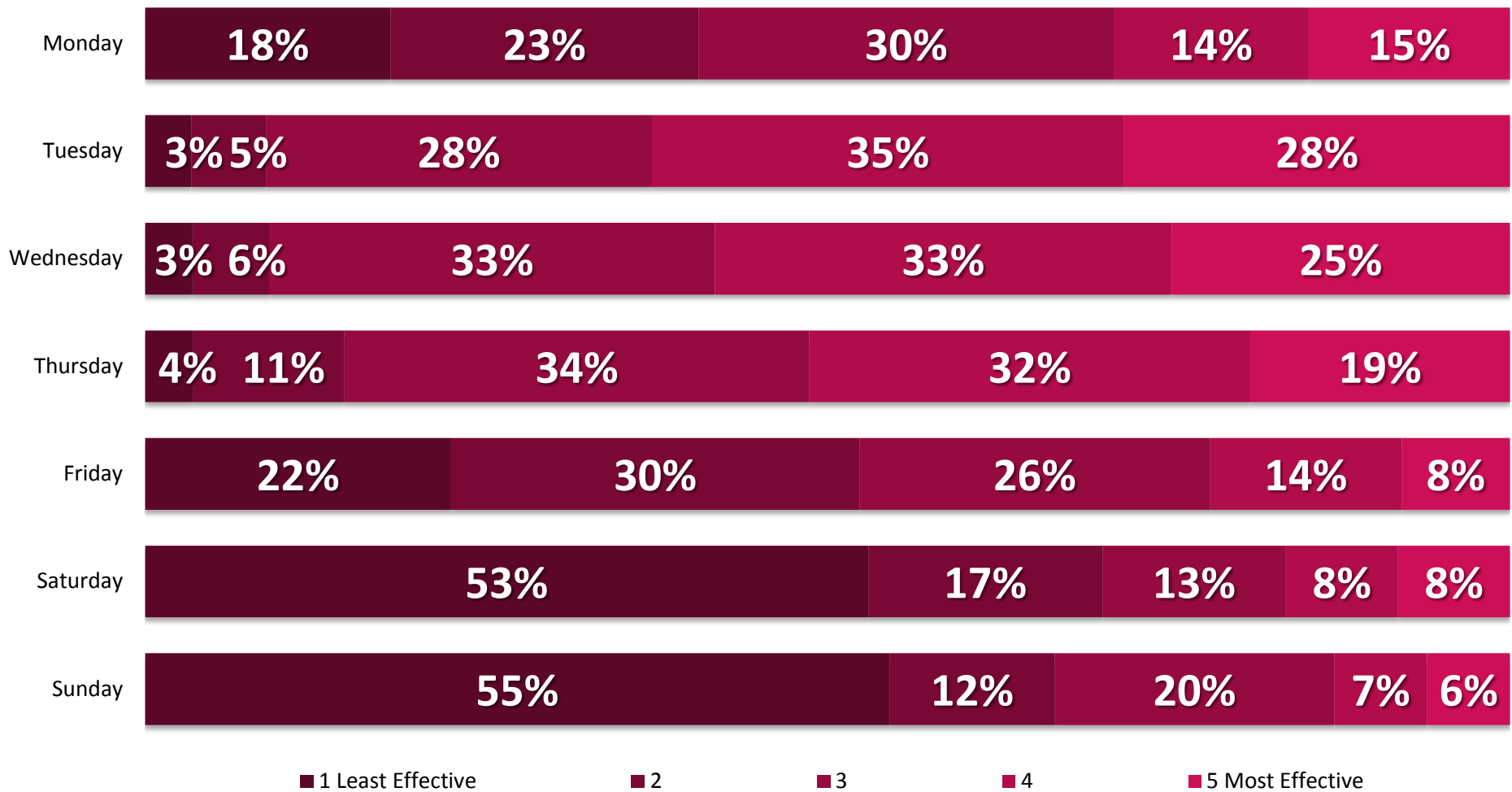
Chart 4.4 Daily email effectiveness

How effective are emails sent of each day of the week?

Both B2B and B2C

Day	1 Least Effective	2	3	4	5 Most Effective
Monday	17%	24%	24%	21%	14%
Tuesday	2%	7%	33%	37%	20%
Wednesday	5%	5%	32%	39%	20%
Thursday	4%	10%	37%	36%	13%
Friday	16%	20%	40%	18%	6%
Saturday	32%	25%	26%	6%	11%
Sunday	38%	21%	19%	17%	4%

■ 1 Least Effective ■ 2 ■ 3 ■ 4 ■ 5 Most Effective

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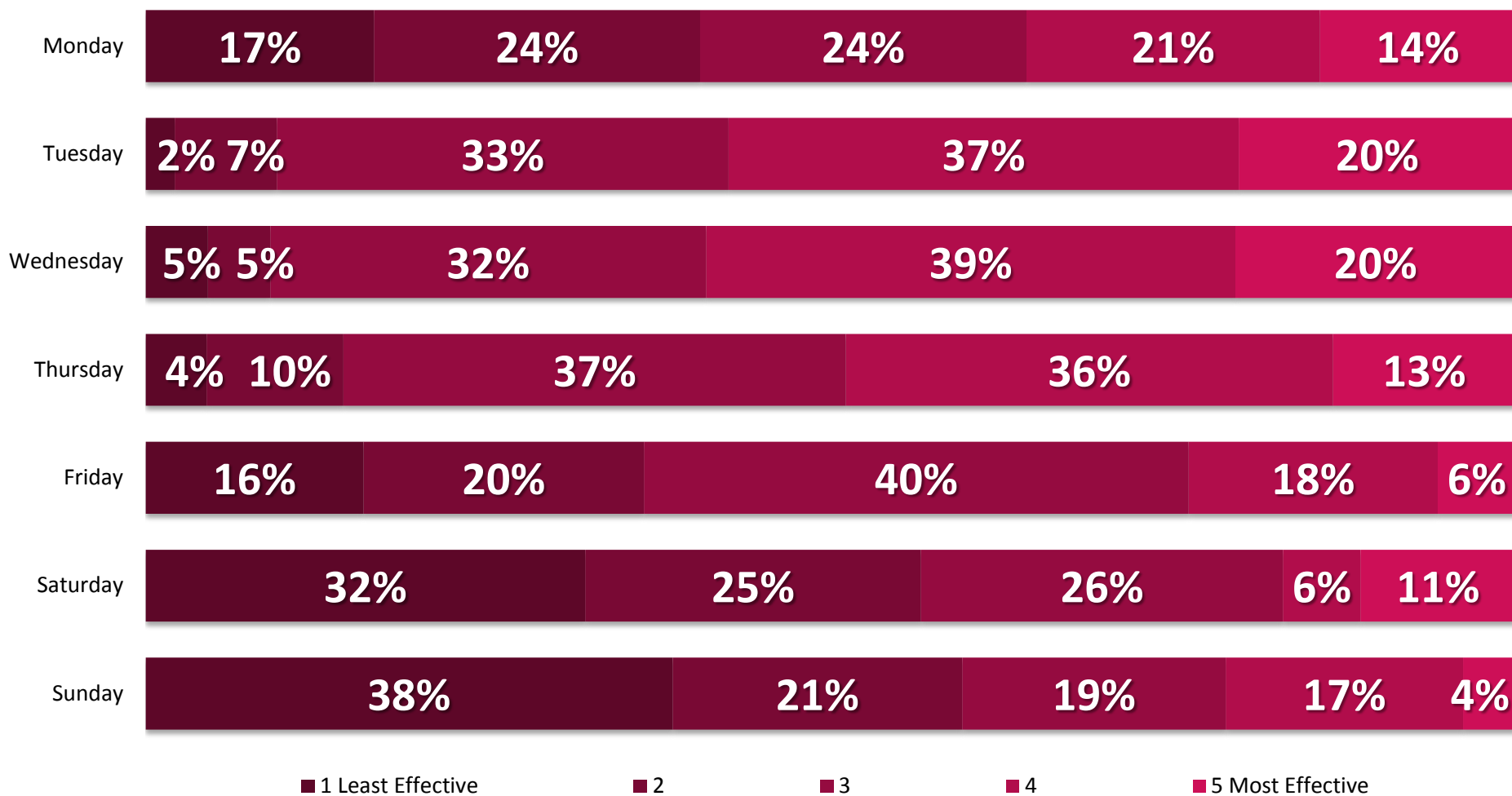
Chart 4.5 Daily email effectiveness

How effective are emails sent of each day of the week?

Marketing Agency or Consultancy

	1 Least Effective	2	3	4	5 Most Effective
Monday	19%	23%	20%	24%	14%
Tuesday	3%	5%	24%	45%	22%
Wednesday	4%	7%	24%	40%	25%
Thursday	2%	16%	30%	34%	17%
Friday	18%	31%	24%	23%	5%
Saturday	45%	21%	12%	12%	10%
Sunday	49%	22%	13%	9%	7%

■ 1 Least Effective ■ 2 ■ 3 ■ 4 ■ 5 Most Effective

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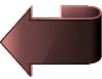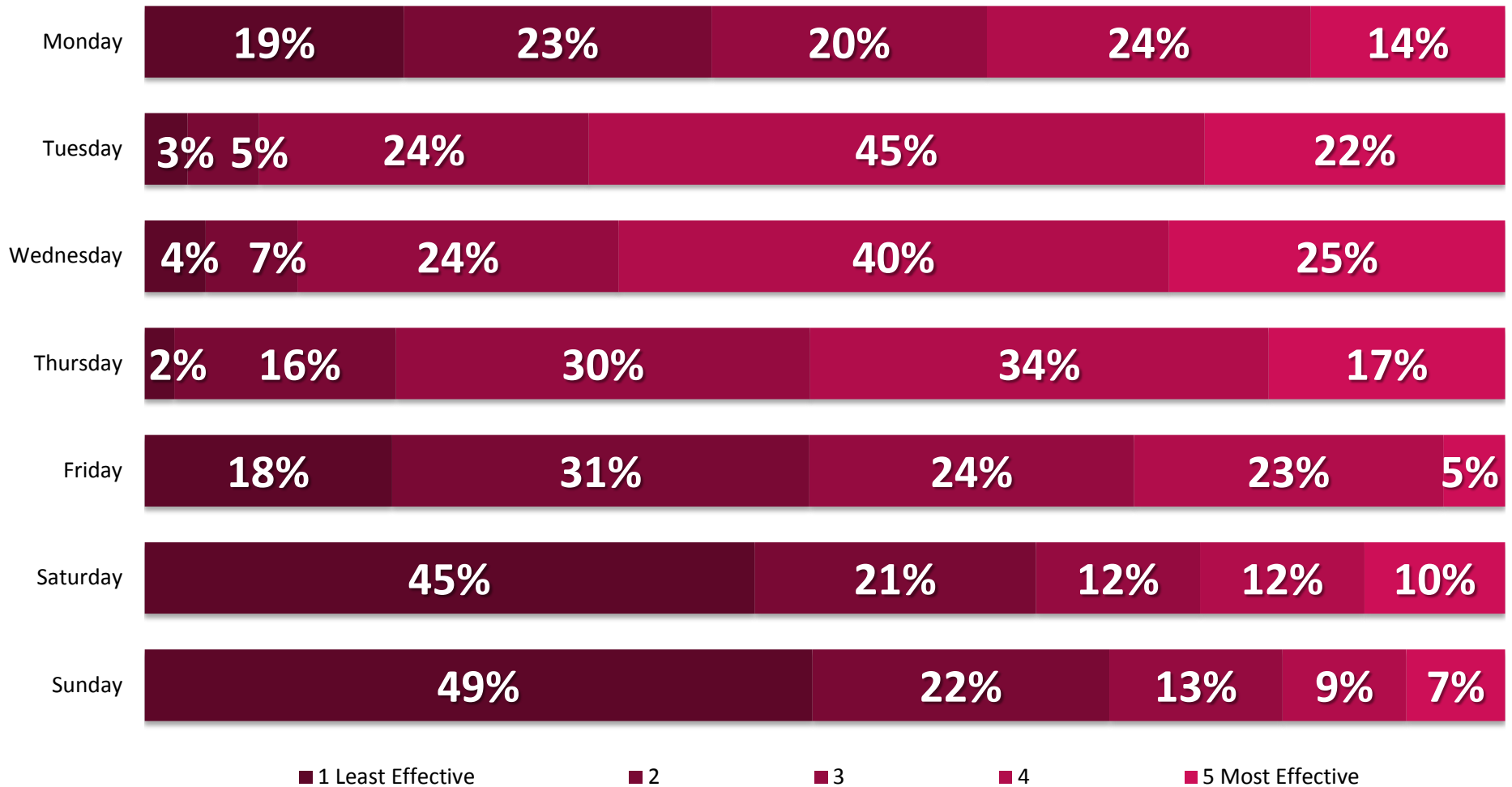
Chart 4.6 Daily email effectiveness

How effective are emails sent of each day of the week?

Professional, Personal and Financial Services

Day	1 Least Effective	2	3	4	5 Most Effective
Monday	18%	30%	35%	12%	5%
Tuesday	3%	10%	32%	28%	27%
Wednesday	5%	9%	33%	29%	24%
Thursday	5%	10%	40%	34%	10%
Friday	20%	37%	30%	8%	5%
Saturday	58%		16%	18%	5% 3%
Sunday	53%		21%	24%	3%

■ 1 Least Effective   ■ 2   ■ 3   ■ 4   ■ 5 Most Effective

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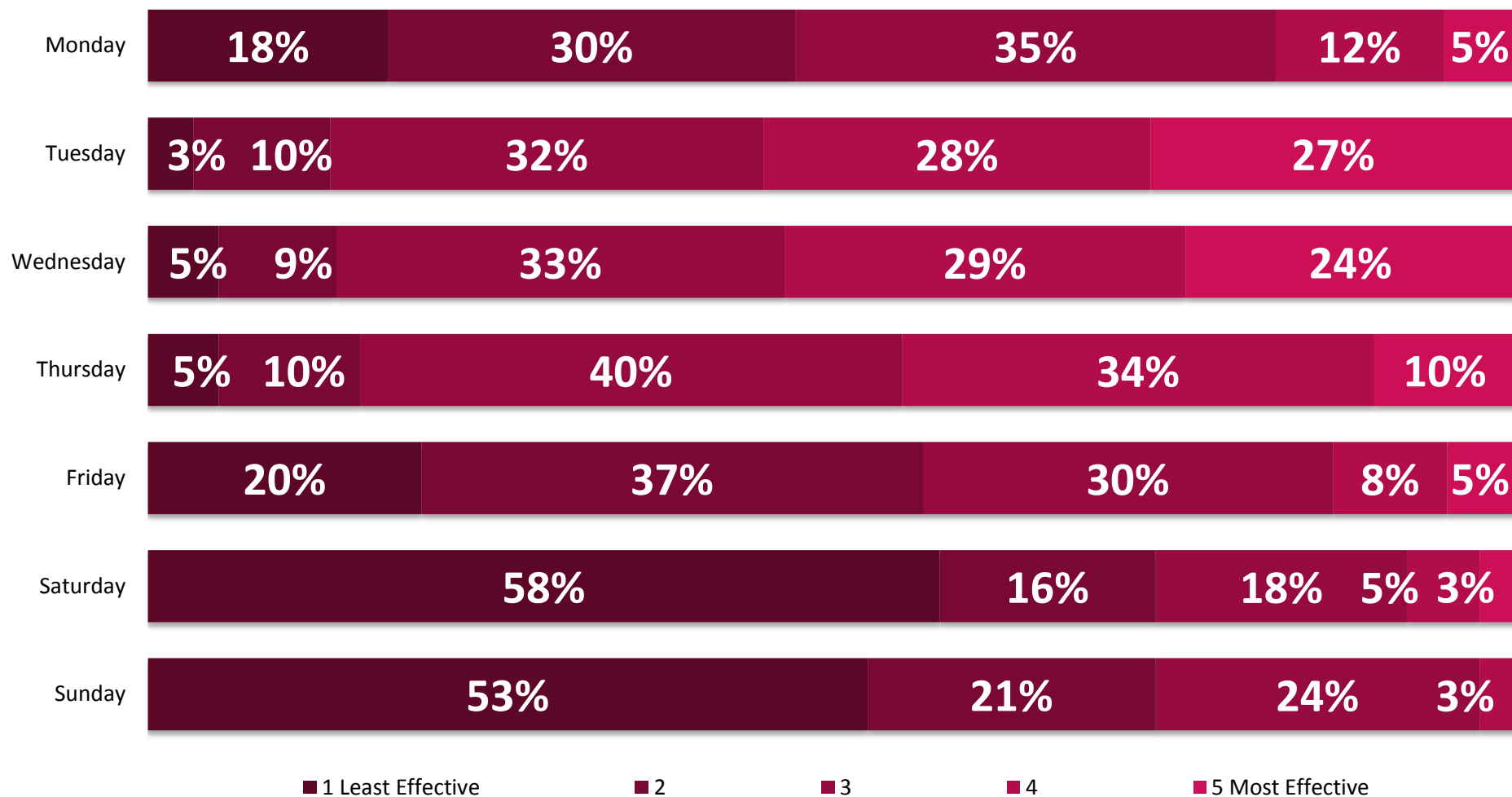
Chart 4.7 Daily email effectiveness

How effective are emails sent of each day of the week?

Retail, E-commerce, or Wholesale Distribution

Day	1 Least Effective	2	3	4	5 Most Effective
Monday	11%	21%	20%	23%	25%
Tuesday	6%	9%	28%	28%	28%
Wednesday	6%	11%	35%	29%	18%
Thursday	5%	8%	30%	38%	20%
Friday	8%	16%	38%	20%	18%
Saturday	19%	27%	27%	10%	17%
Sunday	20%	18%	24%	20%	20%

■ 1 Least Effective   ■ 2   ■ 3   ■ 4   ■ 5 Most Effective
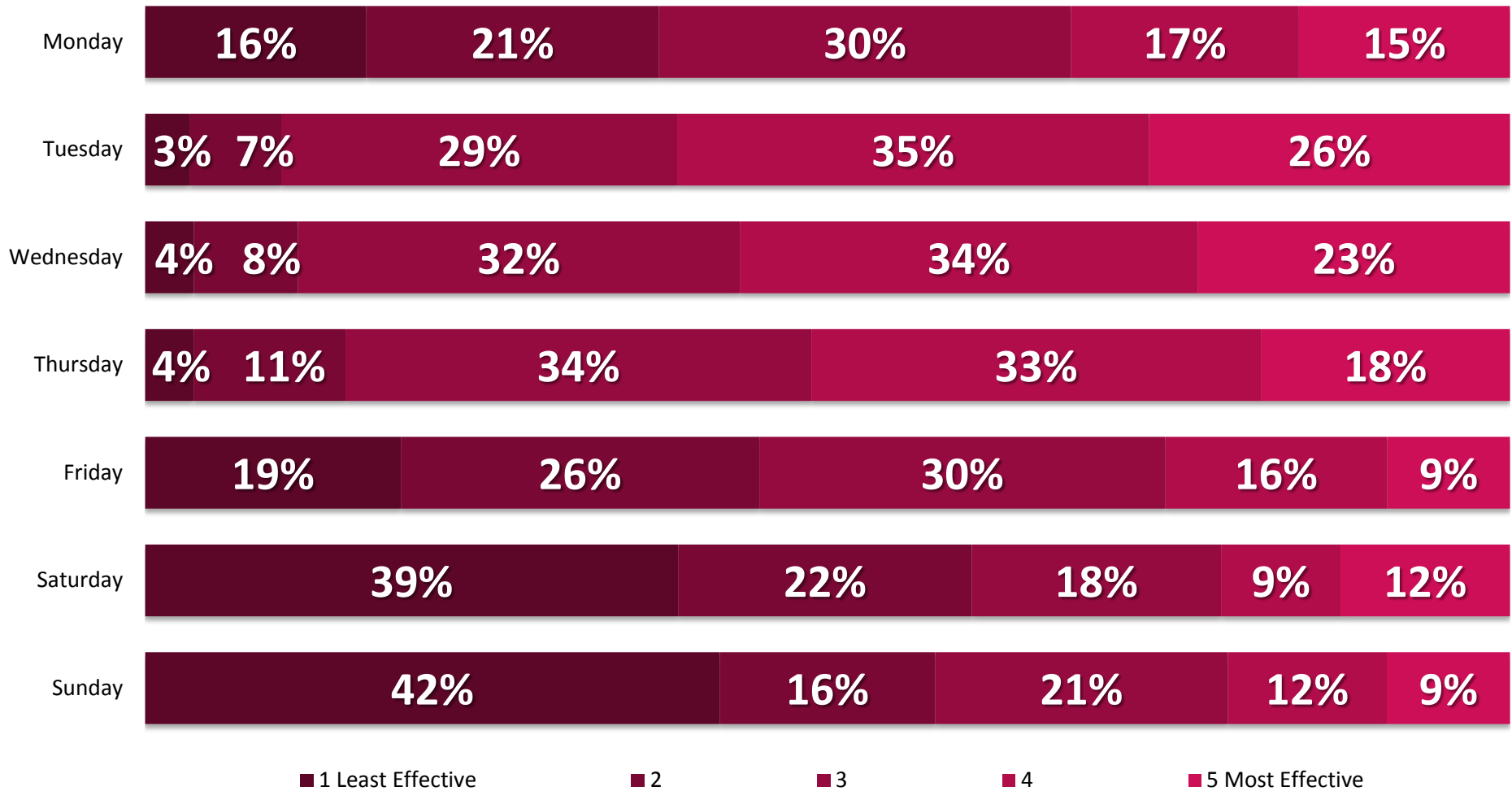
175

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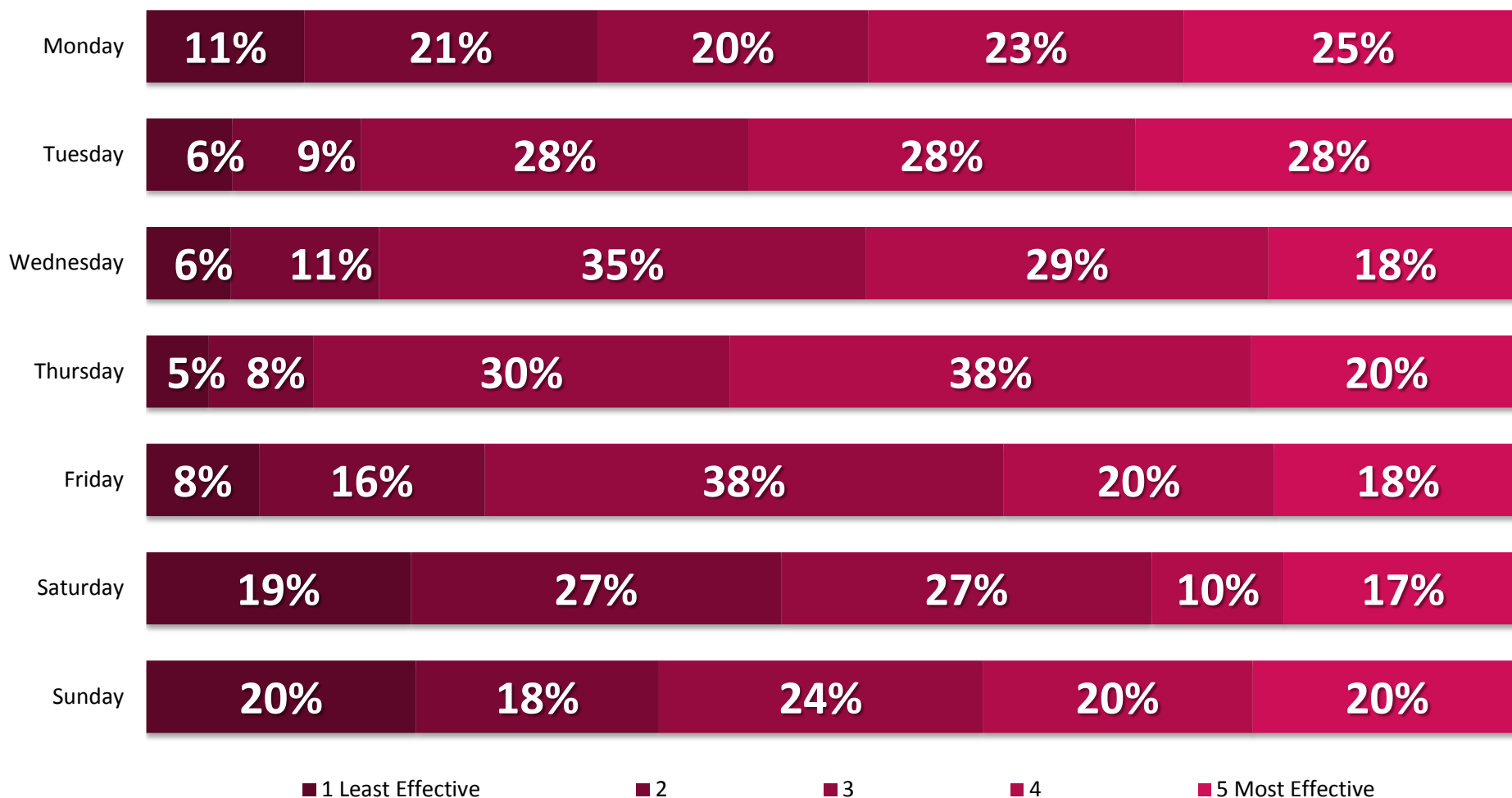
Chart 4.8 Daily email effectiveness

How effective are emails sent of each day of the week?

Software, Software as a Service or Video Games

Day	1 Least Effective	2	3	4	5 Most Effective
Monday	25%	16%	29%	15%	15%
Tuesday	2% 7%	36%	28%	28%	
Wednesday	4% 5%	37%	39%	16%	
Thursday	4% 9%	29%	38%	21%	
Friday	20%	22%	33%	14%	10%
Saturday	44%	26%	12%	12%	6%
Sunday	60%	9%	20%	11%	

■ 1 Least Effective   ■ 2   ■ 3   ■ 4   ■ 5 Most Effective

176

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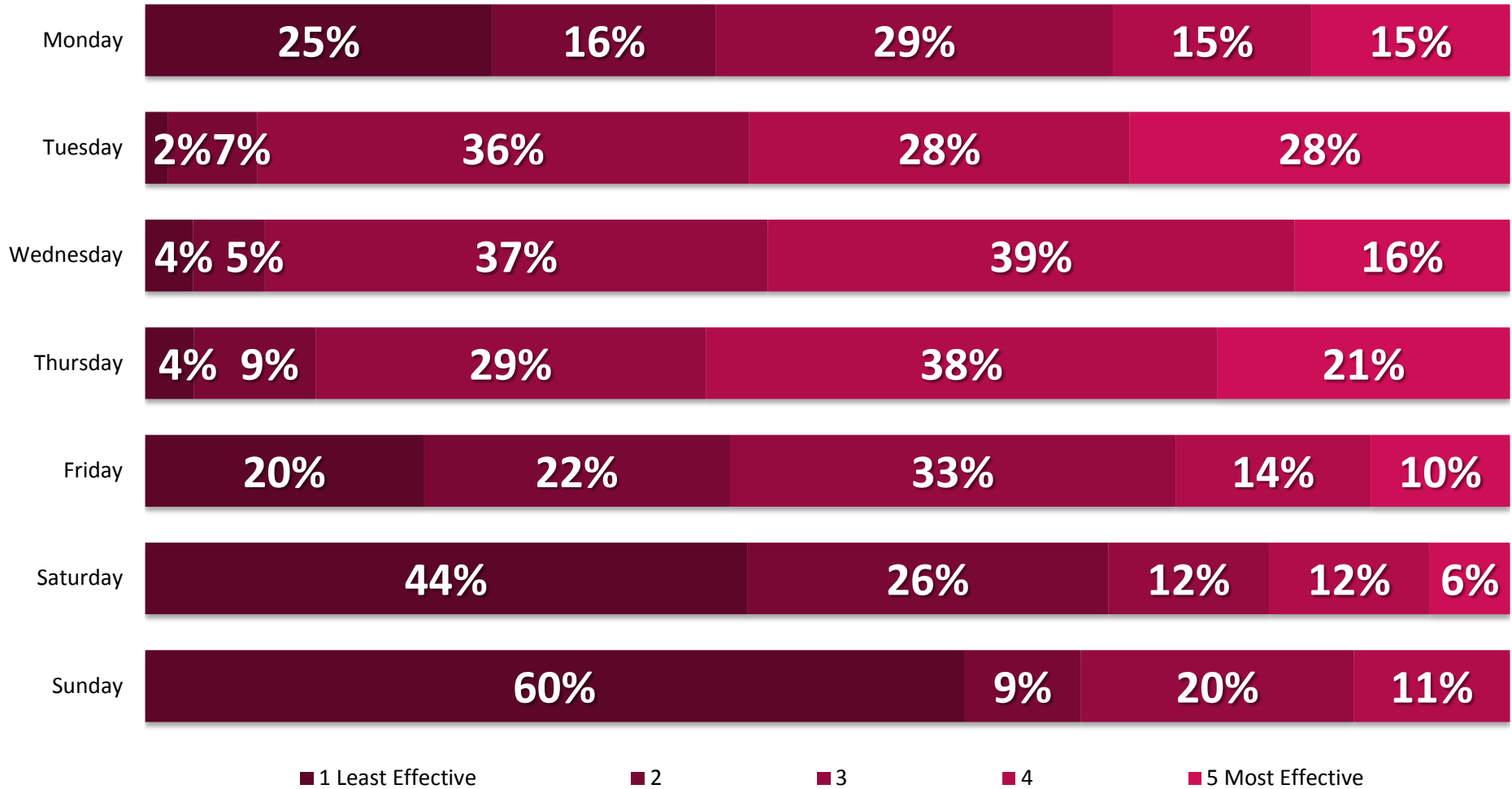
Chart 4.9 Email campaign use for customer lifecycle management

Which of the following types of email campaigns does your organization use to manage your customer's lifecycle? Please select all that apply.

Category	Percentage
Nurturing	64%
Prospecting and qualifying leads	53%
Activation	42%
Retention	41%
Post-sale	39%

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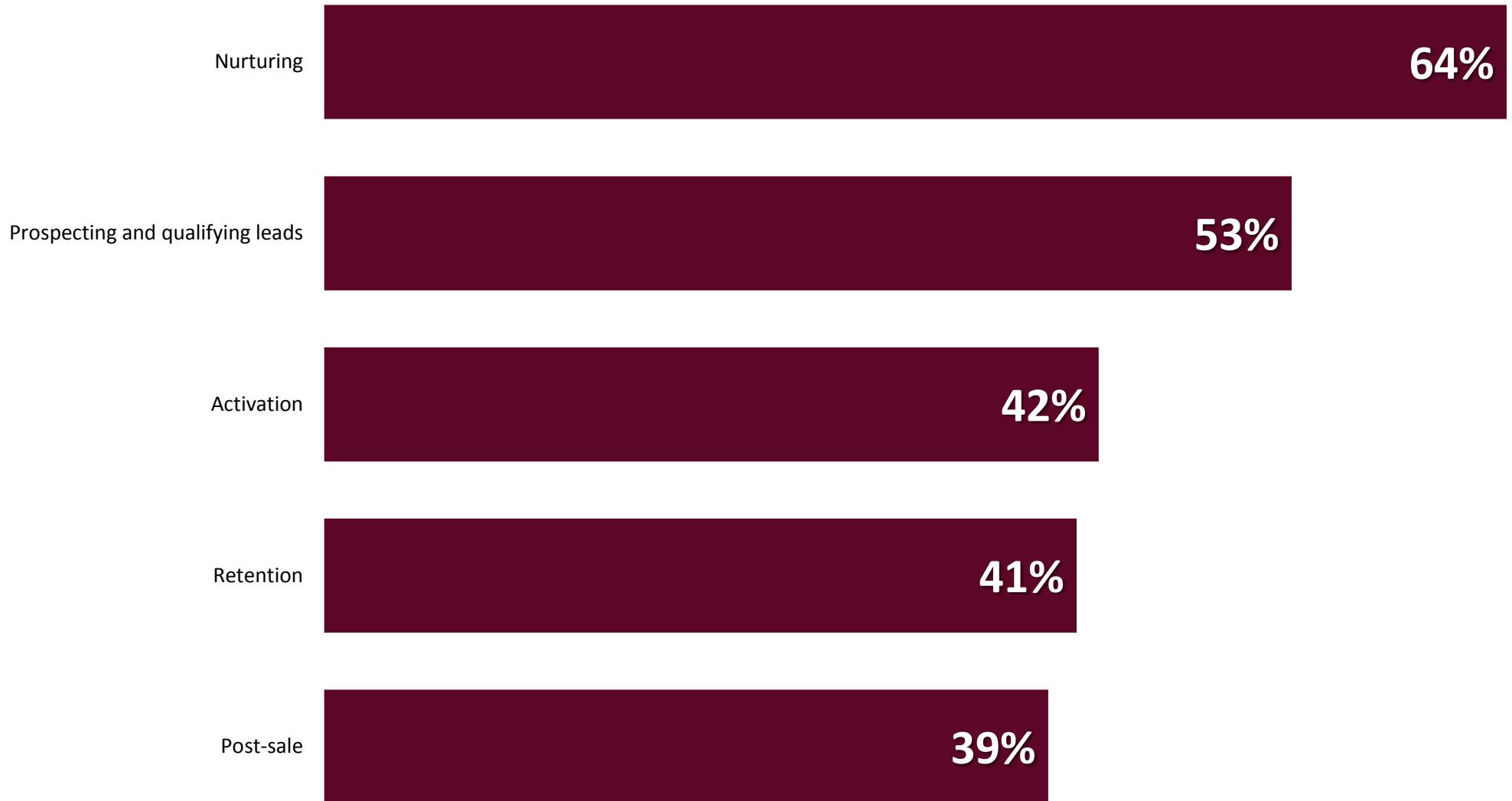
Chart 4.10 Email campaign use for customer lifecycle management

Which of the following types of email campaigns does your organization use to manage your customer's lifecycle? Please select all that apply. **B2C**

Category	Percentage
Nurturing	57%
Prospecting and qualifying leads	50%
Activation	56%
Retention	45%
Post-sale	53%

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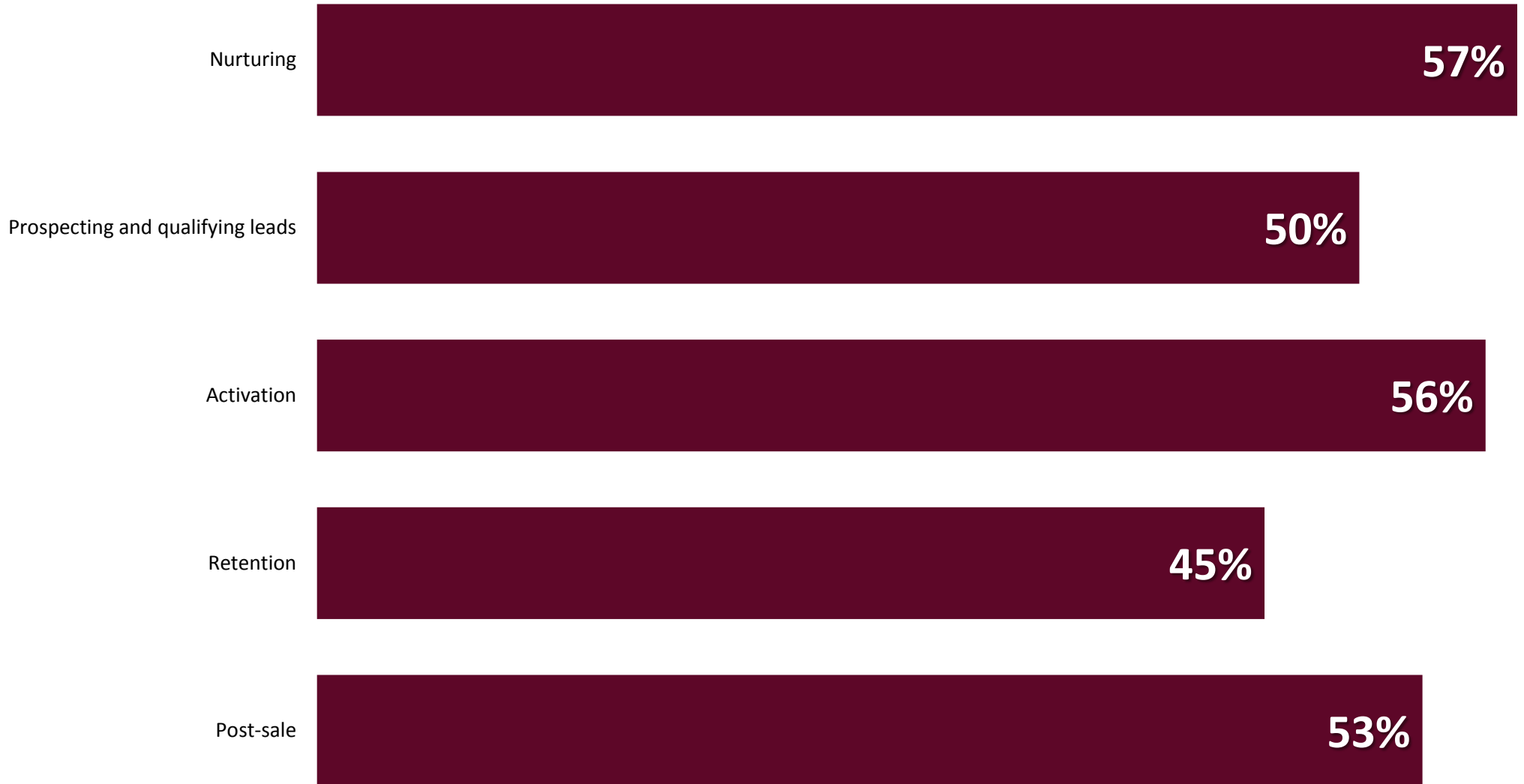
Chart 4.11 Email campaign use for customer lifecycle management

Which of the following types of email campaigns does your organization use to manage your customer's lifecycle? Please select all that apply. **B2B and/or B2G**

Category	Percentage
Nurturing	69%
Prospecting and qualifying leads	57%
Activation	35%
Retention	41%
Post-sale	34%

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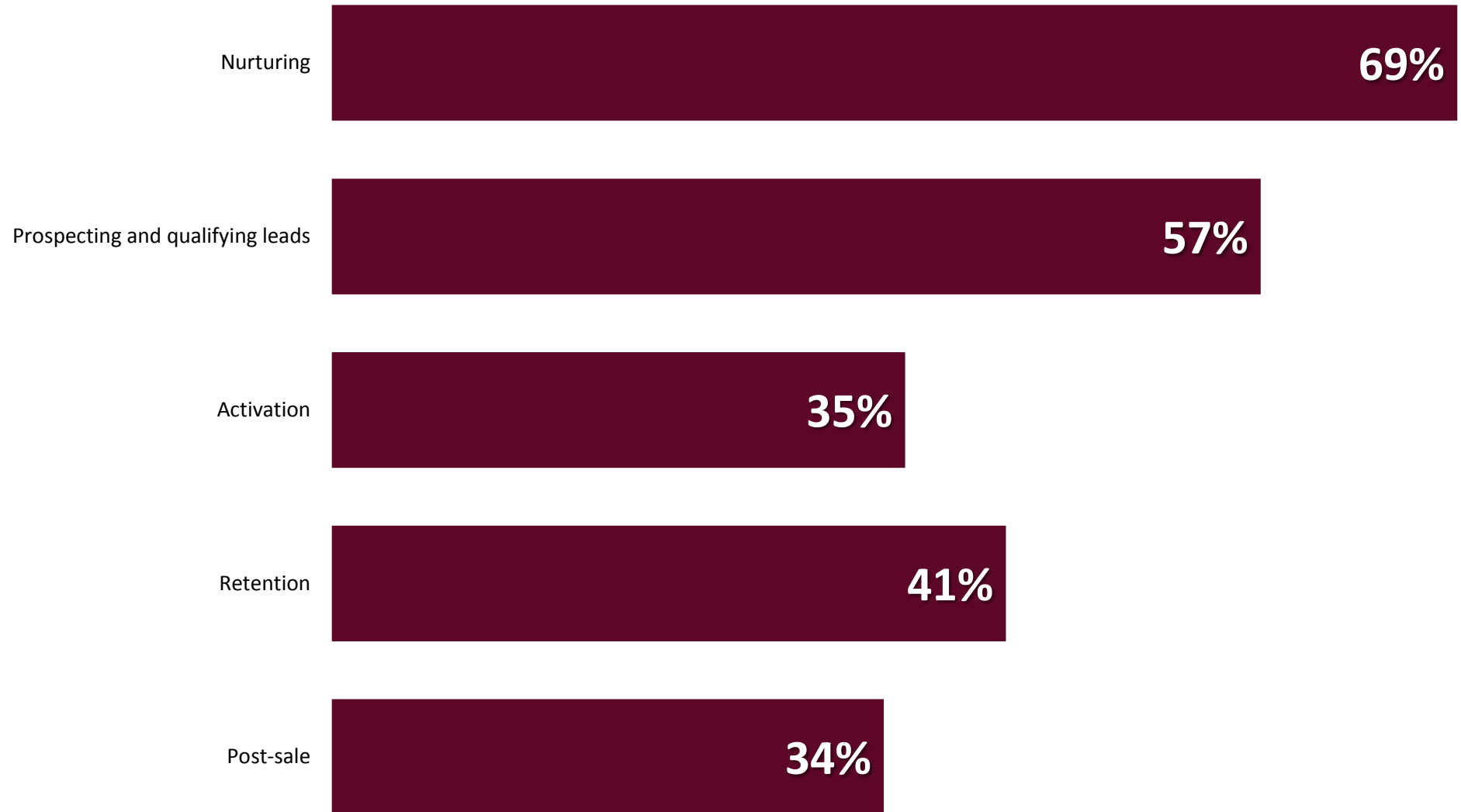
Chart 4.12 Email campaign use for customer lifecycle management

Which of the following types of email campaigns does your organization use to manage your customer's lifecycle? Please select all that apply. **B2B and B2C**

Category	Percentage
Nurturing	62%
Prospecting and qualifying leads	50%
Activation	47%
Retention	38%
Post-sale	41%

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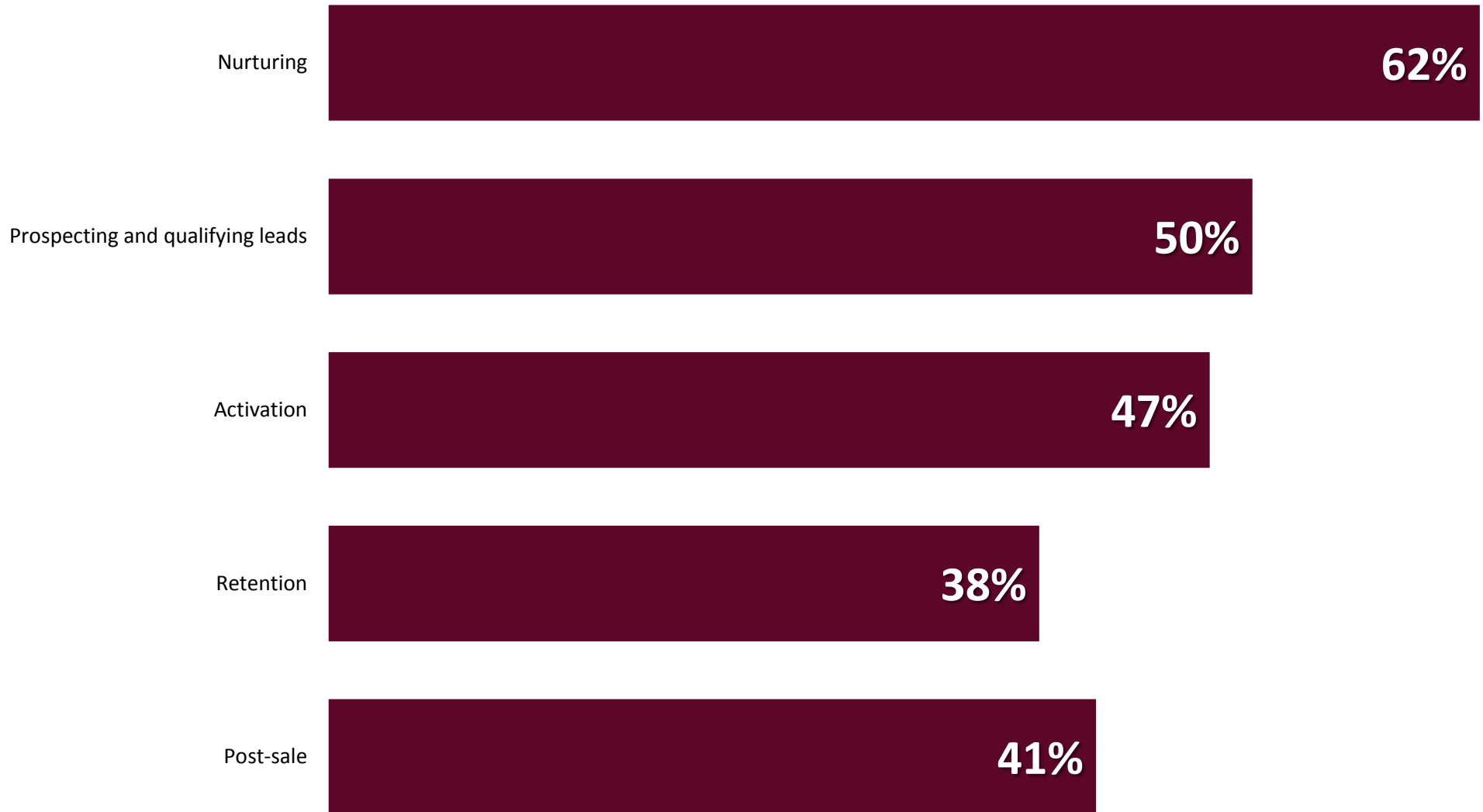
Chart 4.13 Marketing channel email integration

Which marketing channels does your organization integrate with your email program?

Channel	Percentage
Website	75%
Social media	56%
Events (e.g. tradeshows, webinars)	40%
Blogs	35%
SEO/ PPC	31%
Direct mail	29%
Mobile	21%
Print/catalog	16%
Public relations	15%
Teleprospecting	13%
SMS (text)	8%
In-store advertising	6%
Broadcast	4%
Outdoor advertising	2%

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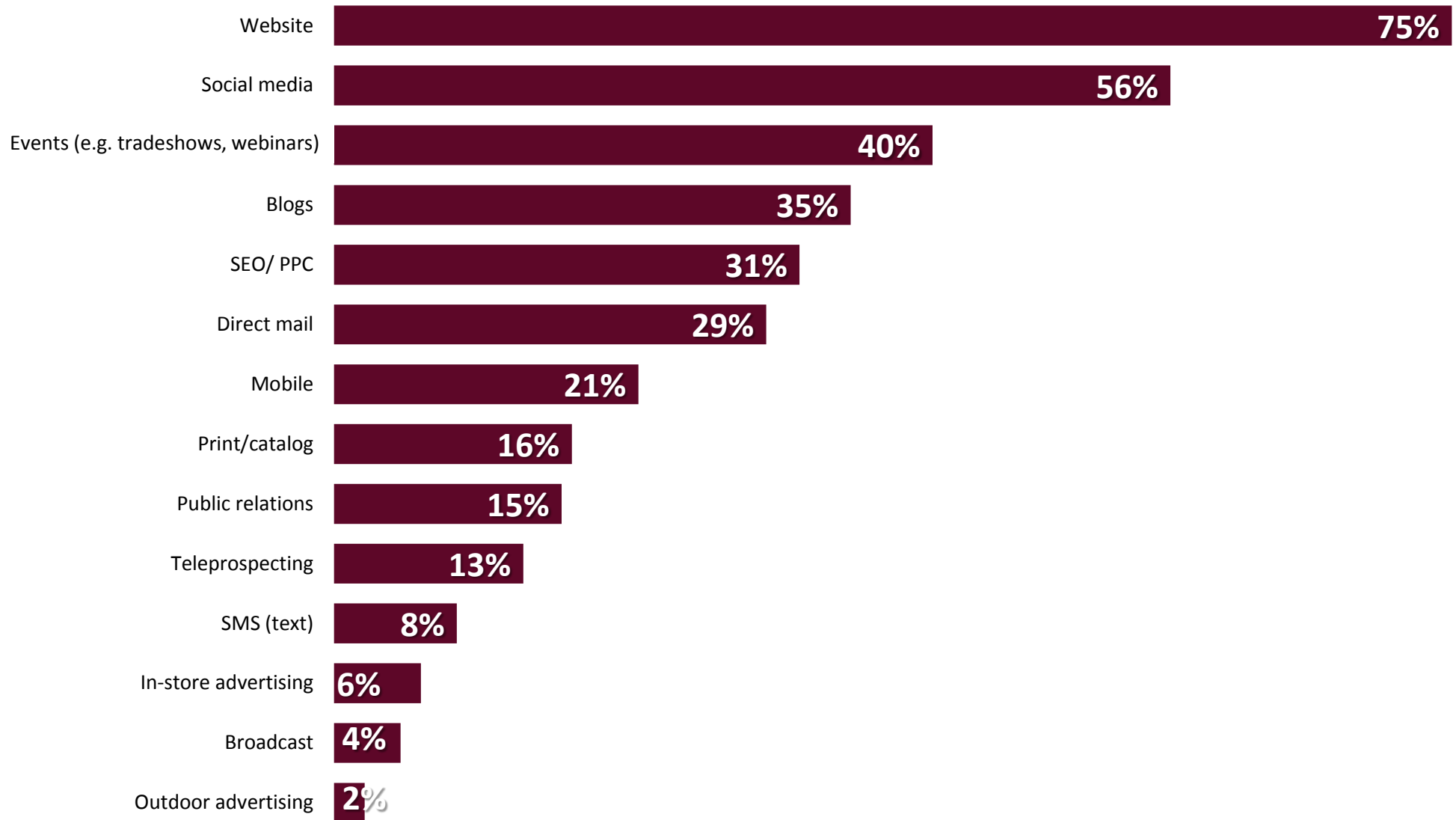
Chart 4.14 Marketing channel email integration

Which marketing channels does your organization integrate with your email program?

Channel	Percentage
Website	79%
Social media	68%
Events (e.g. tradeshows, webinars)	29%
Blogs	36%
SEO/ PPC	37%
Direct mail	26%
Mobile	24%
Print/catalog	21%
Public relations	12%
Teleprospecting	4%
SMS (text)	13%
In-store advertising	14%
Broadcast	8%
Outdoor advertising	4%

B2C

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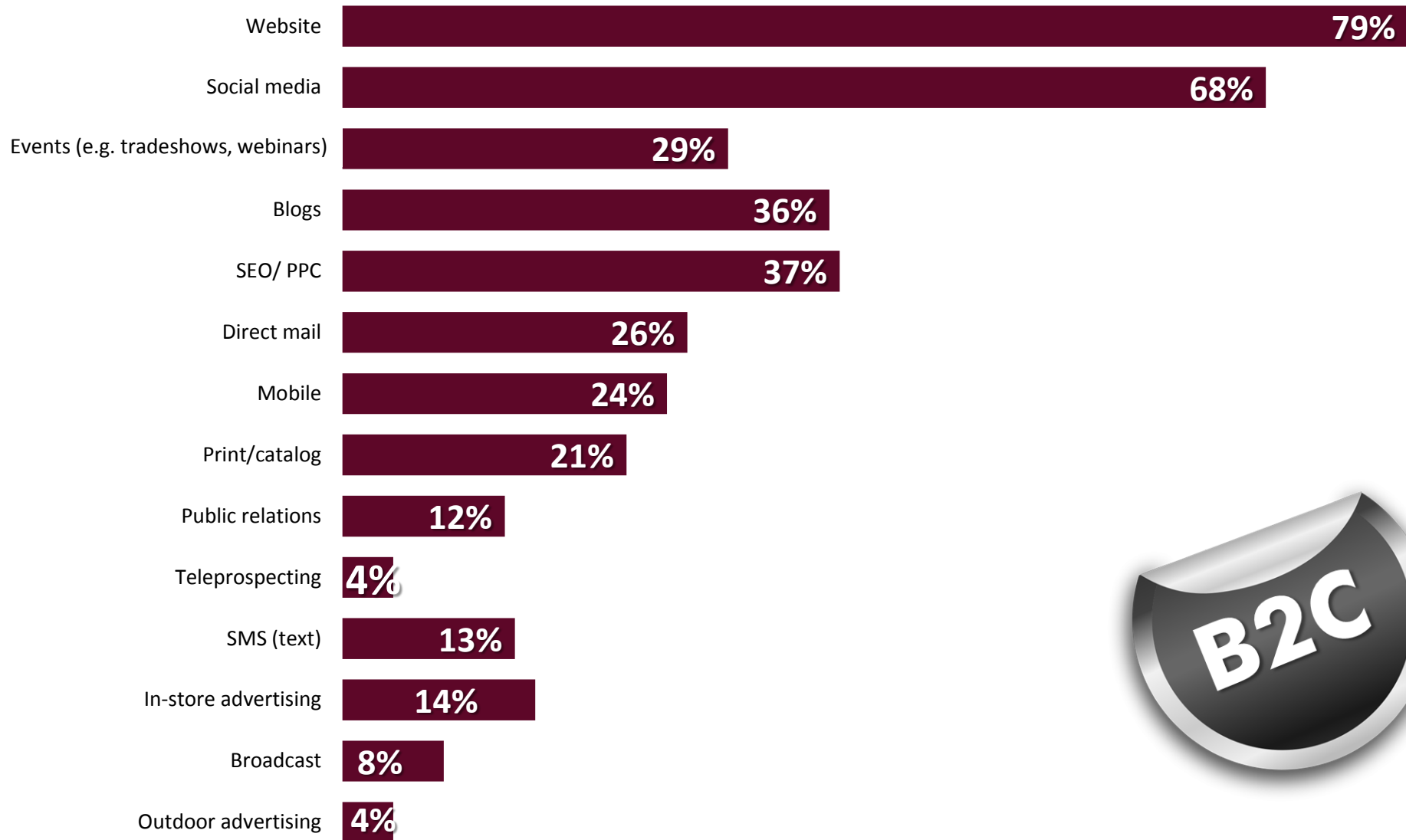
Chart 4.15 Marketing channel email integration

Which marketing channels does your organization integrate with your email program?

Channel	Percentage
Website	76%
Social media	54%
Events (e.g. tradeshows, webinars)	49%
Blogs	37%
SEO/ PPC	35%
Direct mail	32%
Mobile	17%
Print/catalog	14%
Public relations	19%
Teleprospecting	19%
SMS (text)	8%
In-store advertising	2%
Broadcast	2%
Outdoor advertising	2%

B2B & B2G

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N=305

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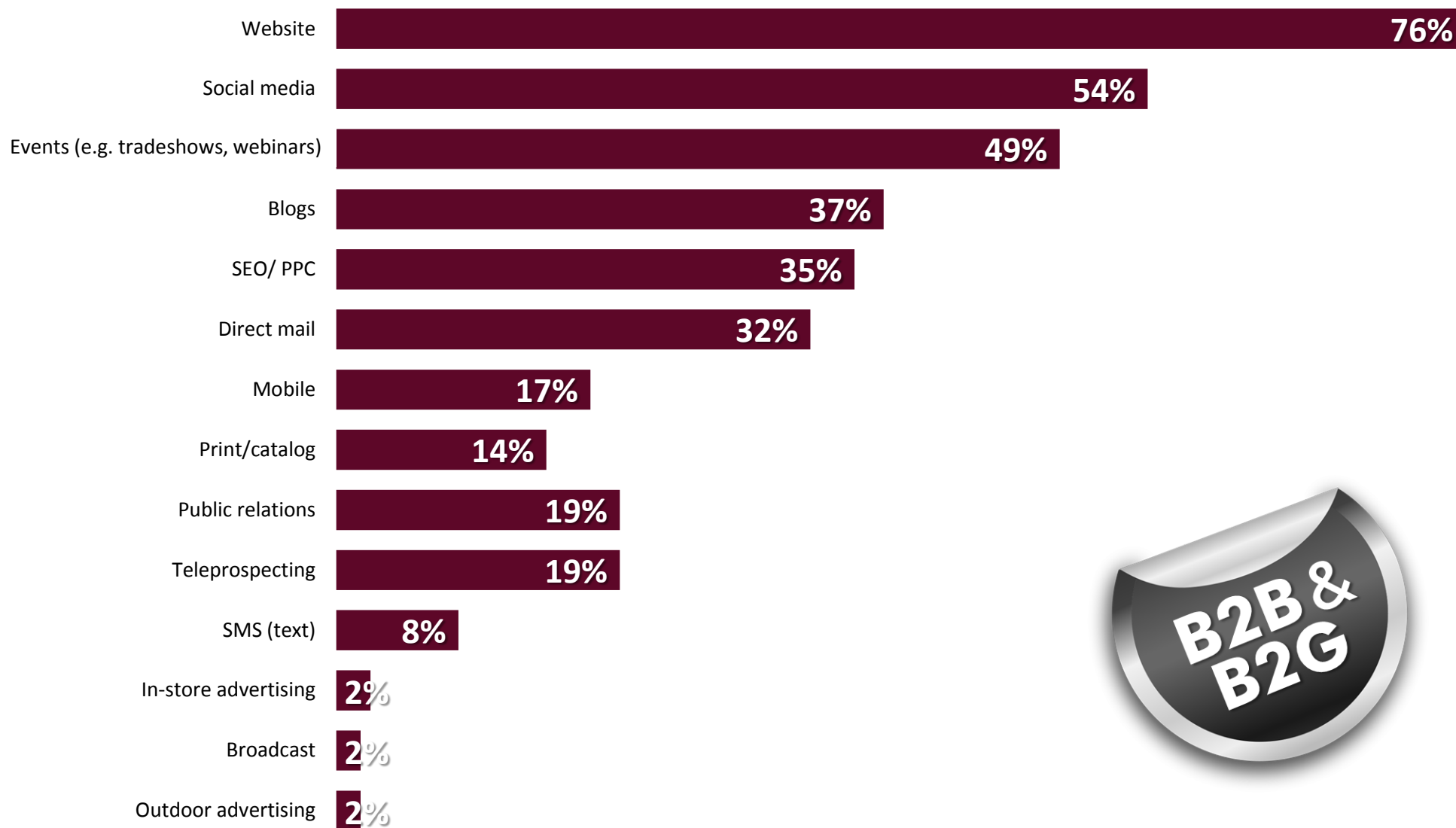
Chart 4.16 Marketing channel email integration

Which marketing channels does your organization integrate with your email program?

Channel	Percentage
Website	73%
Social media	50%
Events (e.g. tradeshows, webinars)	35%
Blogs	31%
SEO/ PPC	21%
Direct mail	27%
Mobile	24%
Print/catalog	15%
Public relations	11%
Teleprospecting	8%
SMS (text)	5%
In-store advertising	5%
Broadcast	8%
Outdoor advertising	2%

B2C & B2B

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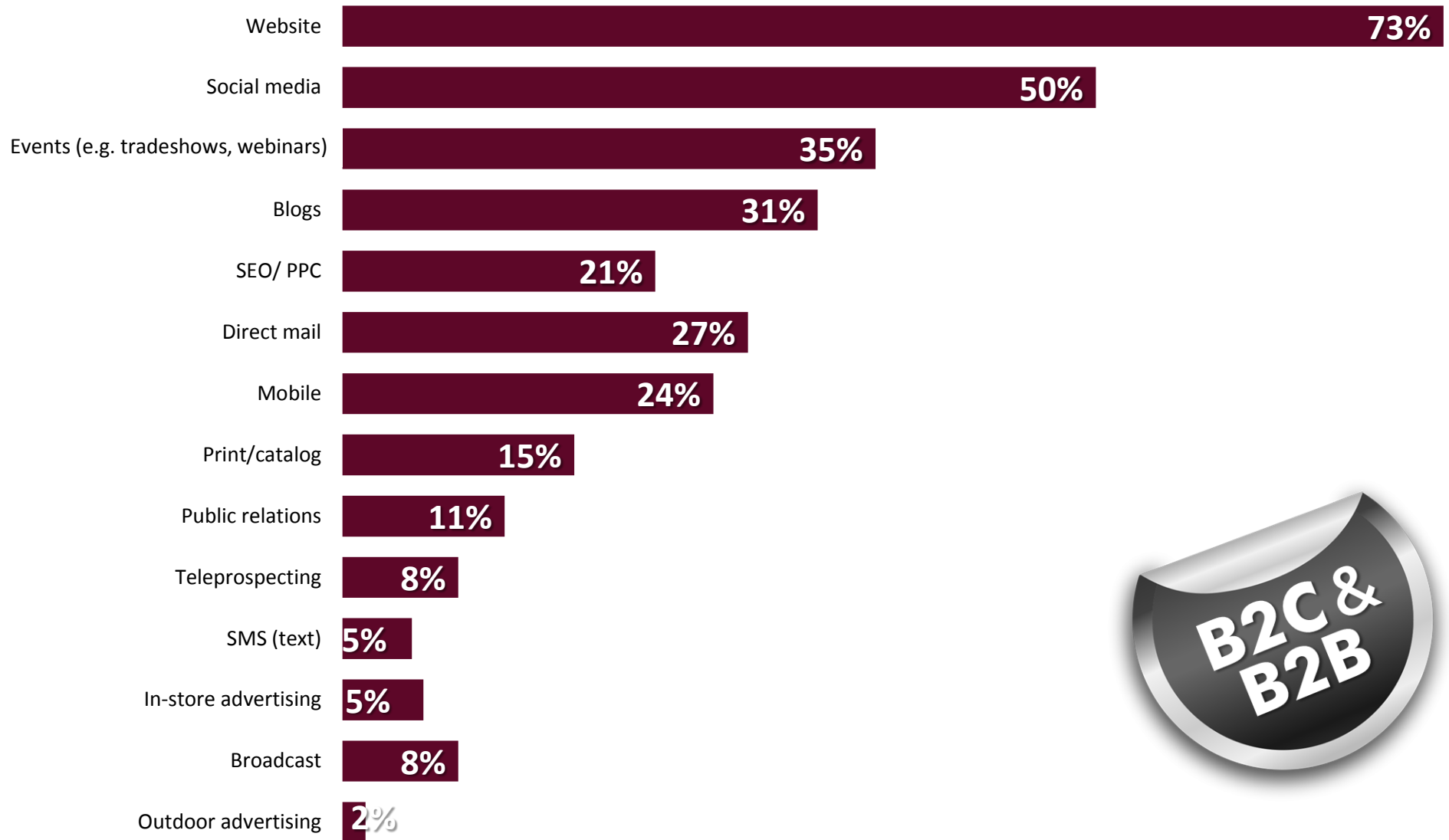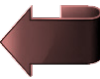
Chart 4.17 Email subscribers utilizing mobile

Approximately what percentage of email subscribers read your organization's emails on mobile phones?

Average Percentage of Subscribers Reading Email on Mobile Devices

All	B2C	B2B and/or B2G	Both B2B and B2C
25%	27%	25%	23%

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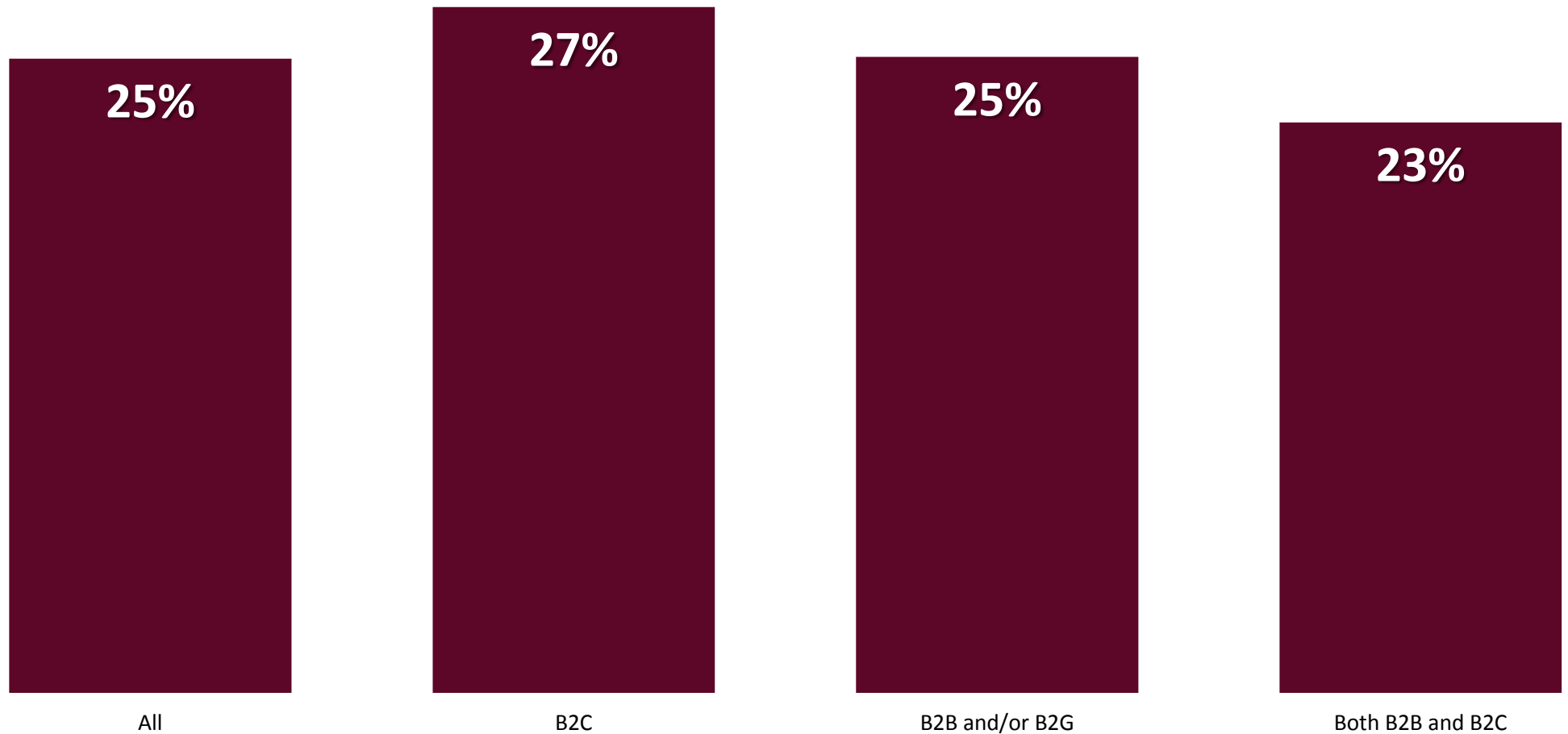
Chart 4.18 Mobile email design

Are you designing your emails to render differently on mobile devices?

Yes
42%

No
58%

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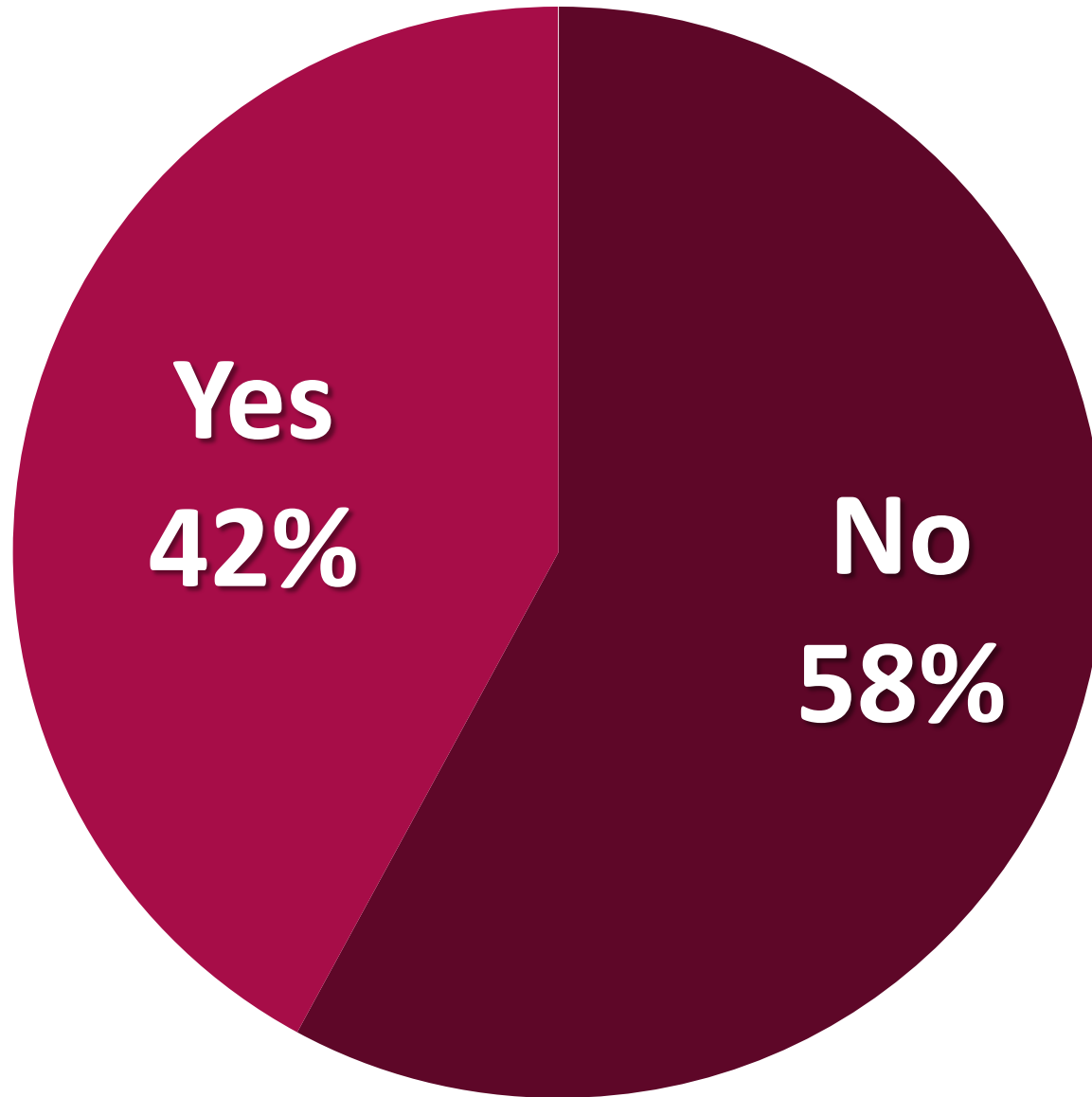
Chart 4.19 Mobile email design

Are you designing your emails to render differently on mobile devices?

Yes
40%

No
60%

B2B & B2G

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N=70

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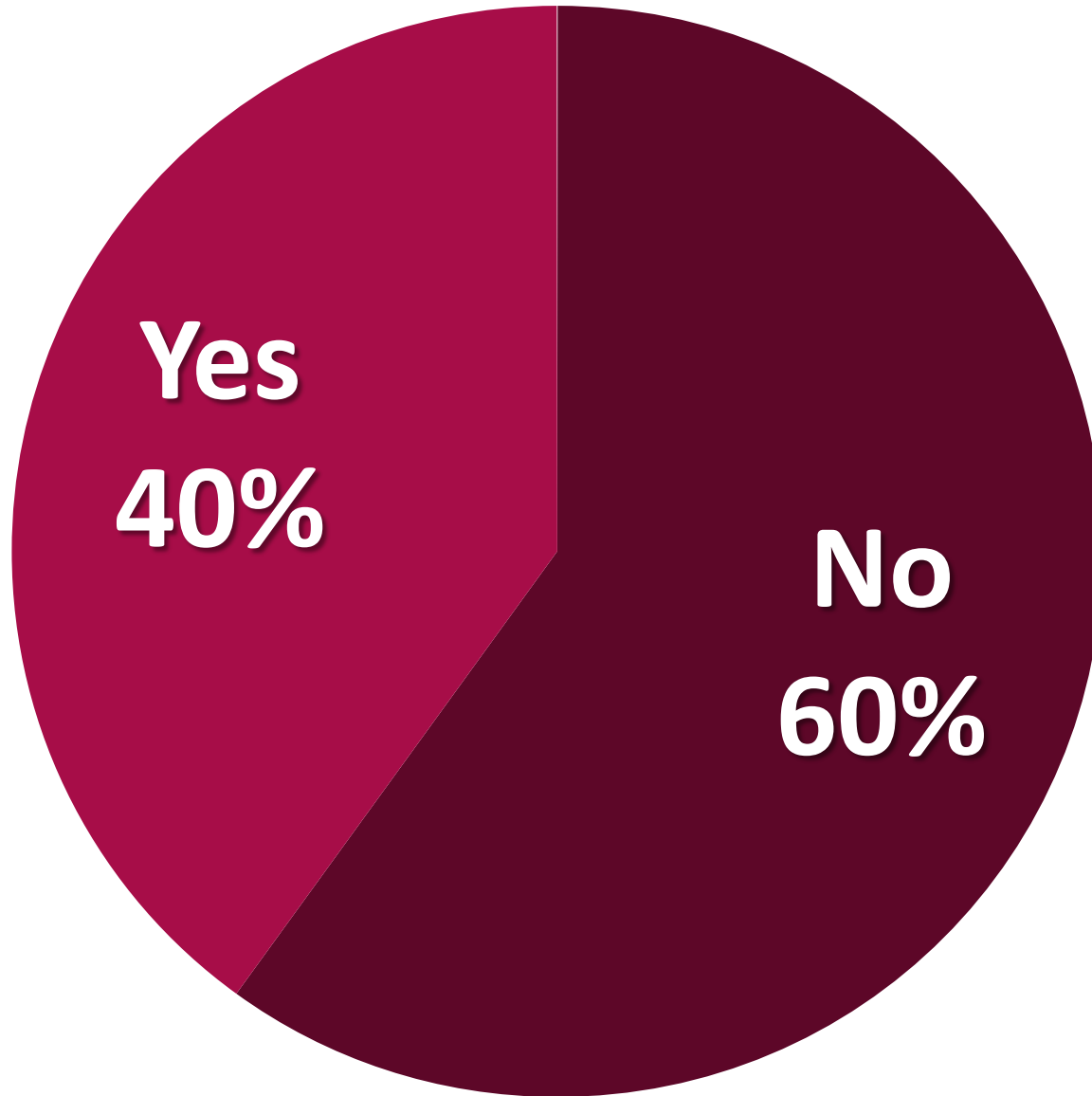
Chart 4.20 Techniques utilized for email optimization

What email marketing optimization techniques were utilized by your organization in 2012? Please select all that apply.

Technique	Percentage
Data analysis of past campaign metrics	**59%**
Testing (A/B split, multivariate, usability)	**47%**
Optimization without testing	**43%**
Customer feedback/survey	**41%**
Did not perform any email testing or optimization techniques	**19%**

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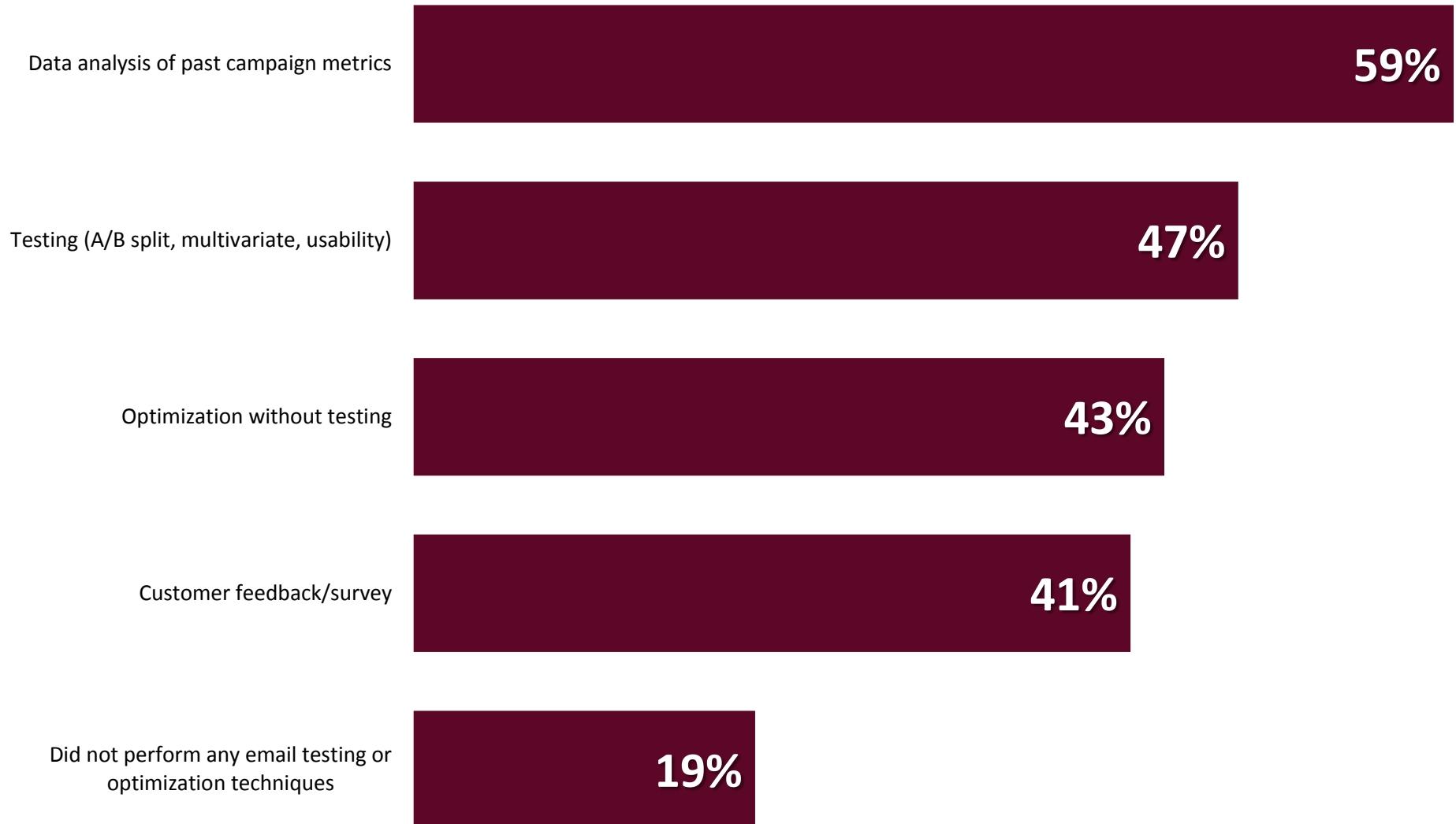
Chart 4.21 Email campaign element testing and optimization

Which of the following email campaign elements do you routinely test to optimize performance? Please select all that apply.

Element	Percentage
Subject line	86%
Call-to-action	62%
Message (e.g. greeting, body, closing)	58%
Days of the week sent	48%
Layout and images	47%
Time of day sent	46%
Landing page	44%
Target audience	44%
Personalization	42%
From line	32%
Layout and images specifically for mobile viewing	26%
Other	2%
None of the above	2%

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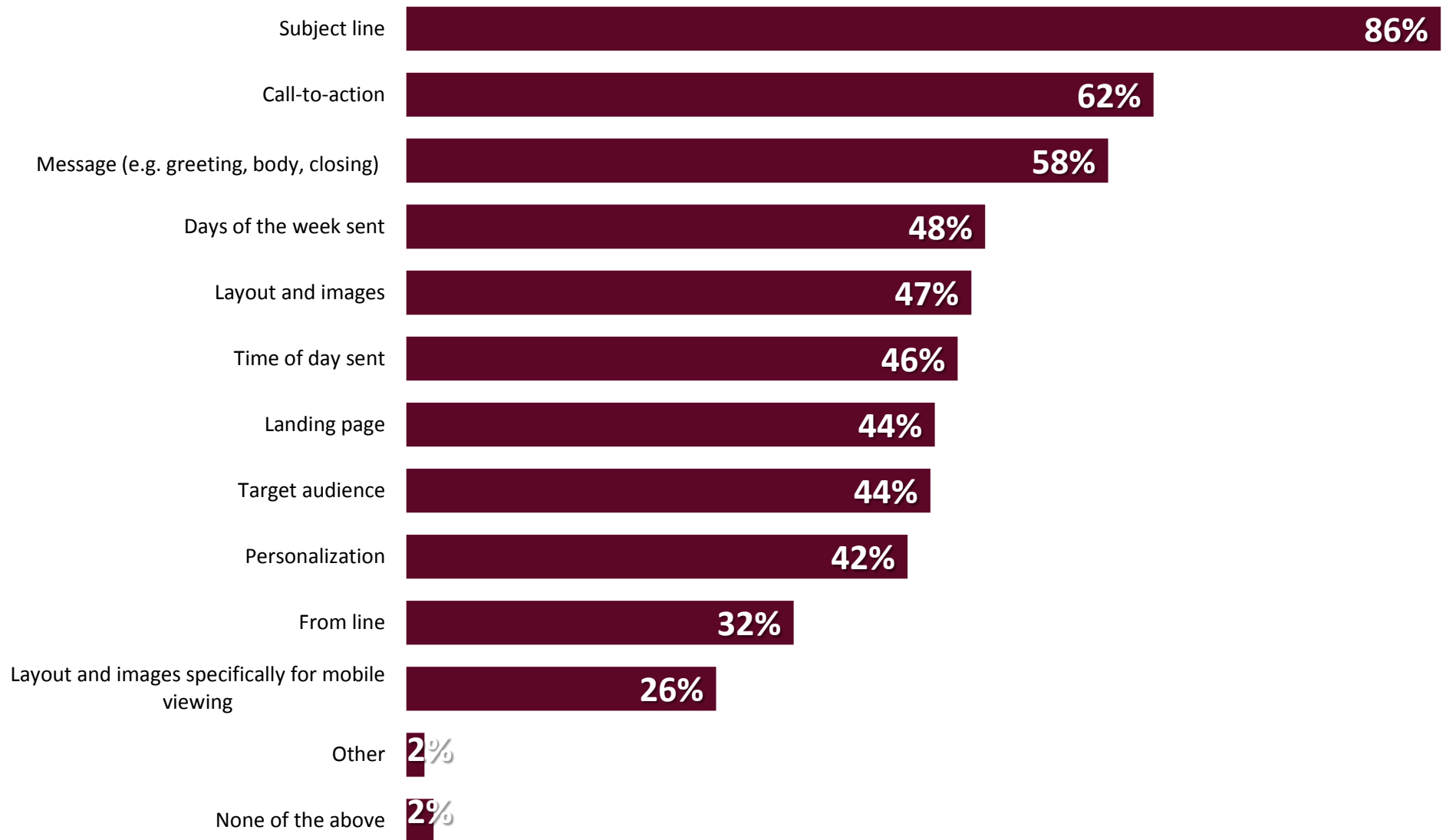
Chart 4.22 Email campaign element testing and optimization

Which of the following email campaign elements do you routinely test to optimize performance? Please select all that apply.

Element	Percentage
Subject line	87%
Call-to-action	52%
Message (e.g. greeting, body, closing)	58%
Days of the week sent	52%
Layout and images	58%
Time of day sent	52%
Landing page	42%
Target audience	43%
Personalization	41%
From line	24%
Layout and images specifically for mobile viewing	27%
Other	2%
None of the above	1%

B2C

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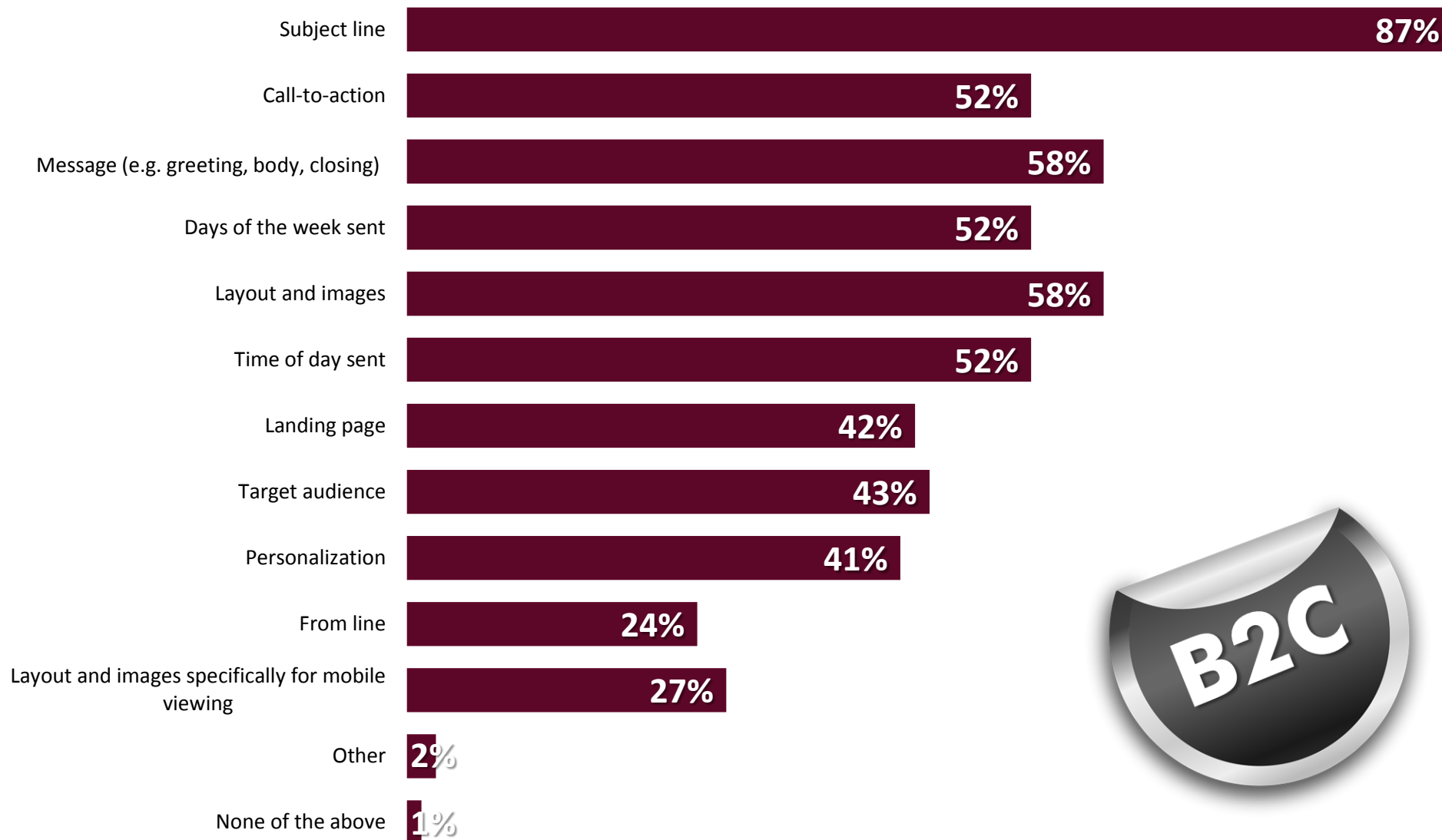
Chart 4.23 Email campaign element testing and optimization

Which of the following email campaign elements do you routinely test to optimize performance? Please select all that apply.

Element	Percentage
Subject line	85%
Call-to-action	66%
Message (e.g. greeting, body, closing)	56%
Days of the week sent	47%
Layout and images	43%
Time of day sent	41%
Landing page	48%
Target audience	45%
Personalization	42%
From line	40%
Layout and images specifically for mobile viewing	27%
Other	2%
None of the above	2%

B2B & B2G

191

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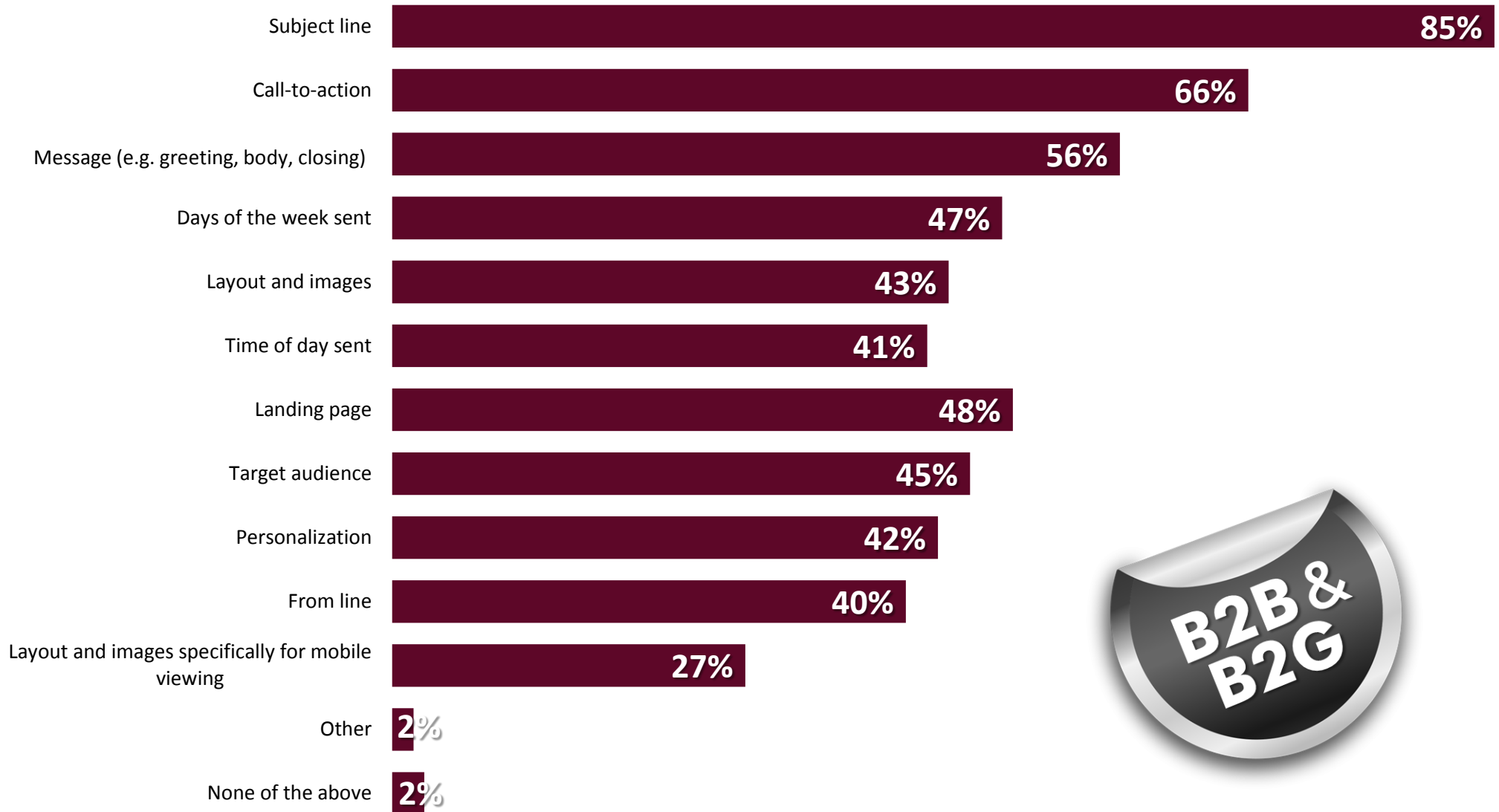
Chart 4.24 Email campaign element testing and optimization

Which of the following email campaign elements do you routinely test to optimize performance? Please select all that apply.

Element	Percentage
Subject line	86%
Call-to-action	68%
Message (e.g. greeting, body, closing)	63%
Days of the week sent	46%
Layout and images	41%
Time of day sent	47%
Landing page	39%
Target audience	42%
Personalization	41%
From line	27%
Layout and images specifically for mobile viewing	20%
None of the above	3%

B2C & B2B

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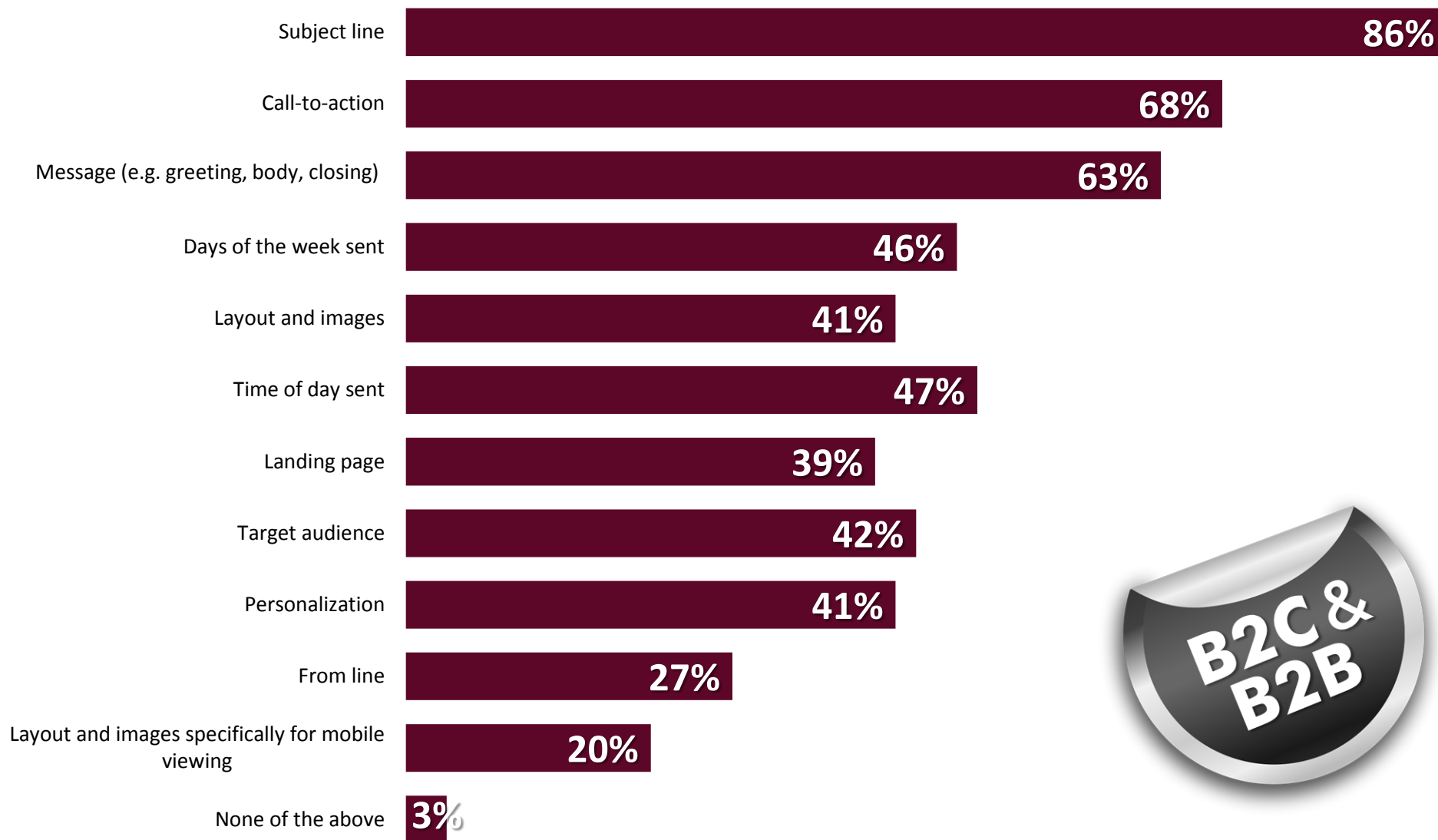
Chart 4.25 Testing and optimization budget used on email

What percentage of your optimization budget is used to test and optimize emails?

All
- 29%
- 16%

B2C
- 32%
- 15%

B2B and/or B2G
- 29%
- 17%

Both B2B and B2C
- 26%
- 14%

■ Percentage of emails tested and optimized   ■ Percentage of email budget dedicated to testing and optimization

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N≥62

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Chart 4.26 Testing practices implemented

How routinely does your organization implement the following testing practices?

	Never	Very infrequently	Somewhat infrequently	Somewhat routinely	Very routinely
Maintain internal benchmarks	7%	12%	26%	32%	23%
Review test and decide on a follow-up test(s)	11%	27%	30%	18%	13%
Document findings at regularly scheduled times (opens, clicks, conversions)	5%	15%	20%	31%	28%
Define the research question, main objective and key metric before conducting a test	13%	23%	27%	25%	12%
Brainstorm challenges and opportunities for email optimization	6%	18%	33%	30%	14%
Utilize a specific testing methodology	15%	18%	30%	25%	11%
Track deliverability, open, clicks and conversion rates to document the entire impact of email on the marketing and sales funnel	2%	6%	10%	32%	50%
Segment lists to target a specific audience	7%	9%	18%	32%	34%

■ Never ■ Very infrequently ■ Somewhat infrequently ■ Somewhat routinely ■ Very routinely

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Chart 4.27 Testing practices implemented

How routinely does your organization implement the following testing practices?

B2C

Practice	Never	Very infrequently	Somewhat infrequently	Somewhat routinely	Very routinely
Maintain internal benchmarks	9%	12%	18%	35%	26%
Review test and decide on a follow-up test(s)	14%	14%	36%	14%	21%
Document findings at regularly scheduled times (opens, clicks, conversions)	9%	11%	16%	27%	37%
Define the research question, main objective and key metric before conducting a test	14%	25%	25%	23%	13%
Brainstorm challenges and opportunities for email optimization	7%	12%	23%	43%	14%
Utilize a specific testing methodology	12%	20%	26%	30%	12%
Track deliverability, open, clicks and conversion rates to document the entire impact of email on the marketing and sales funnel	7%	4%	25%		64%
Segment lists to target a specific audience	10%	10%	22%	19%	39%

■ Never   ■ Very infrequently   ■ Somewhat infrequently   ■ Somewhat routinely   ■ Very routinely

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Chart 4.28 Testing practices implemented

How routinely does your organization implement the following testing practices?

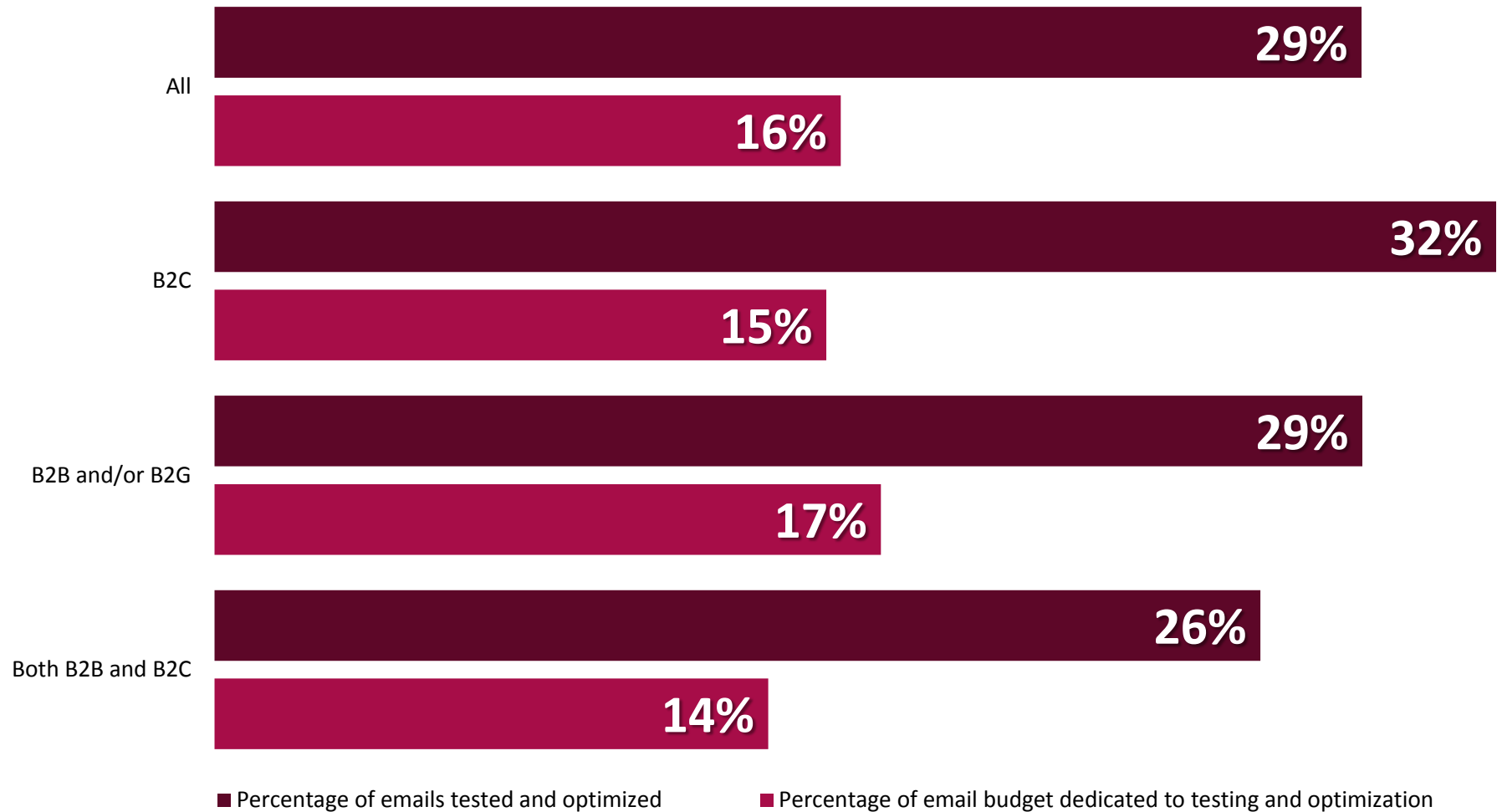## B2B and/or B2G

Practice	Never	Very infrequently	Somewhat infrequently	Somewhat routinely	Very routinely
Maintain internal benchmarks	7%	11%	31%	26%	24%
Review test and decide on a follow-up test(s)	11%	31%	25%	21%	11%
Document findings at regularly scheduled times (opens, clicks, conversions)	5%	13%	22%	34%	26%
Define the research question, main objective and key metric before conducting a test	14%	22%	29%	24%	12%
Brainstorm challenges and opportunities for email optimization	6%	21%	36%	23%	14%
Utilize a specific testing methodology	19%	17%	33%	18%	12%
Track deliverability, open, clicks and conversion rates to document the entire impact of email on the marketing and sales funnel	3%	5%	14%	34%	44%
Segment lists to target a specific audience	7%	11%	16%	34%	33%

■ Never   ■ Very infrequently   ■ Somewhat infrequently   ■ Somewhat routinely   ■ Very routinely
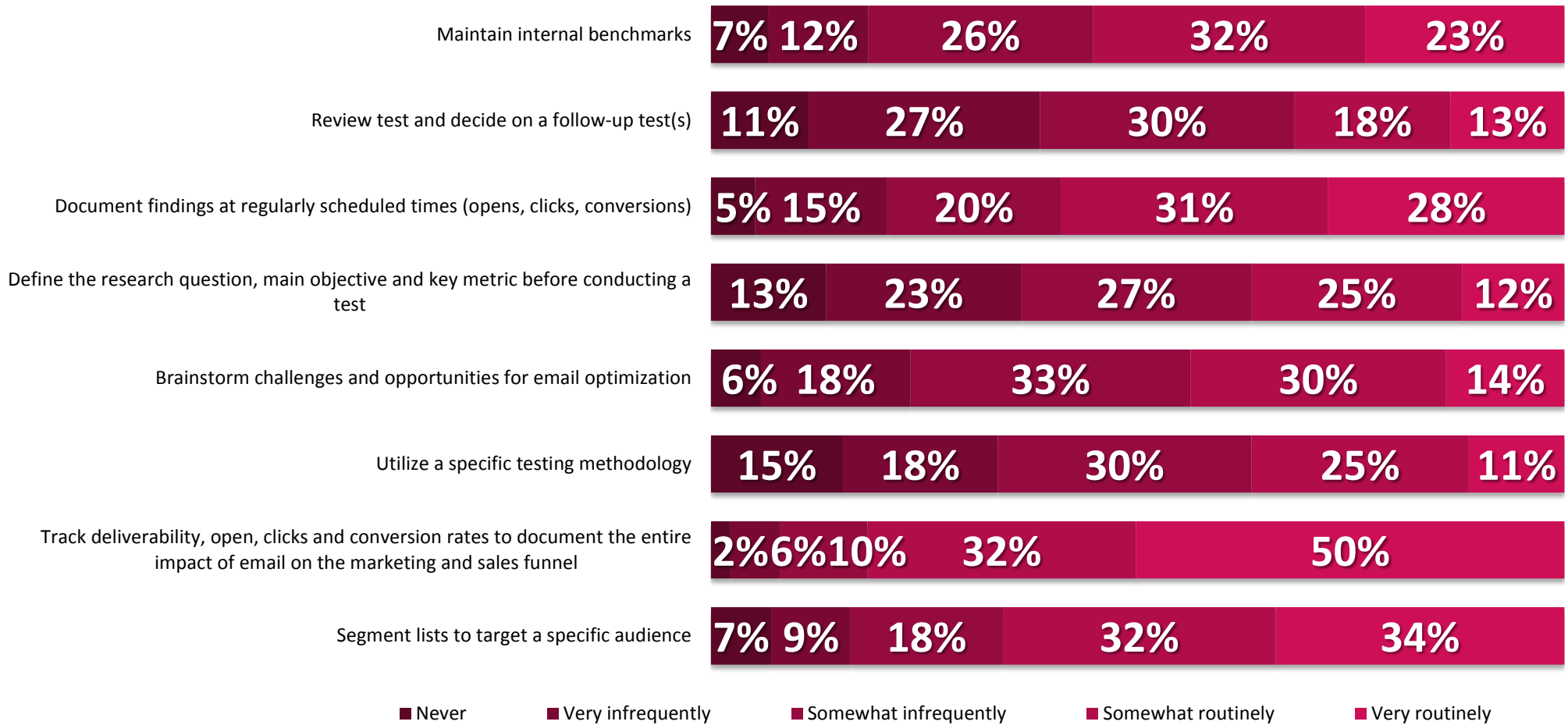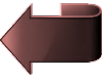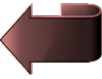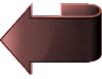
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Chart 4.29 Testing practices implemented

How routinely does your organization implement the following testing practices?

Both B2B and B2C

	Never	Very infrequently	Somewhat infrequently	Somewhat routinely	Very routinely
Maintain internal benchmarks	4%	13%	21%	45%	17%
Review test and decide on a follow-up test(s)	8%	31%		38%	15%	8%
Document findings at regularly scheduled times (opens, clicks, conversions)	30%	20%	30%	20%	
Define the research question, main objective and key metric before conducting a test	13%	21%	25%	29%	13%
Brainstorm challenges and opportunities for email optimization	4%	14%	32%	36%	14%
Utilize a specific testing methodology	6%	19%	23%	43%	9%
Track deliverability, open, clicks and conversion rates to document the entire impact of email on the marketing and sales funnel	2%	6%	6%	33%	52%
Segment lists to target a specific audience	2%	4%	15%	47%	32%

■ Never   ■ Very infrequently   ■ Somewhat infrequently   ■ Somewhat routinely   ■ Very routinely

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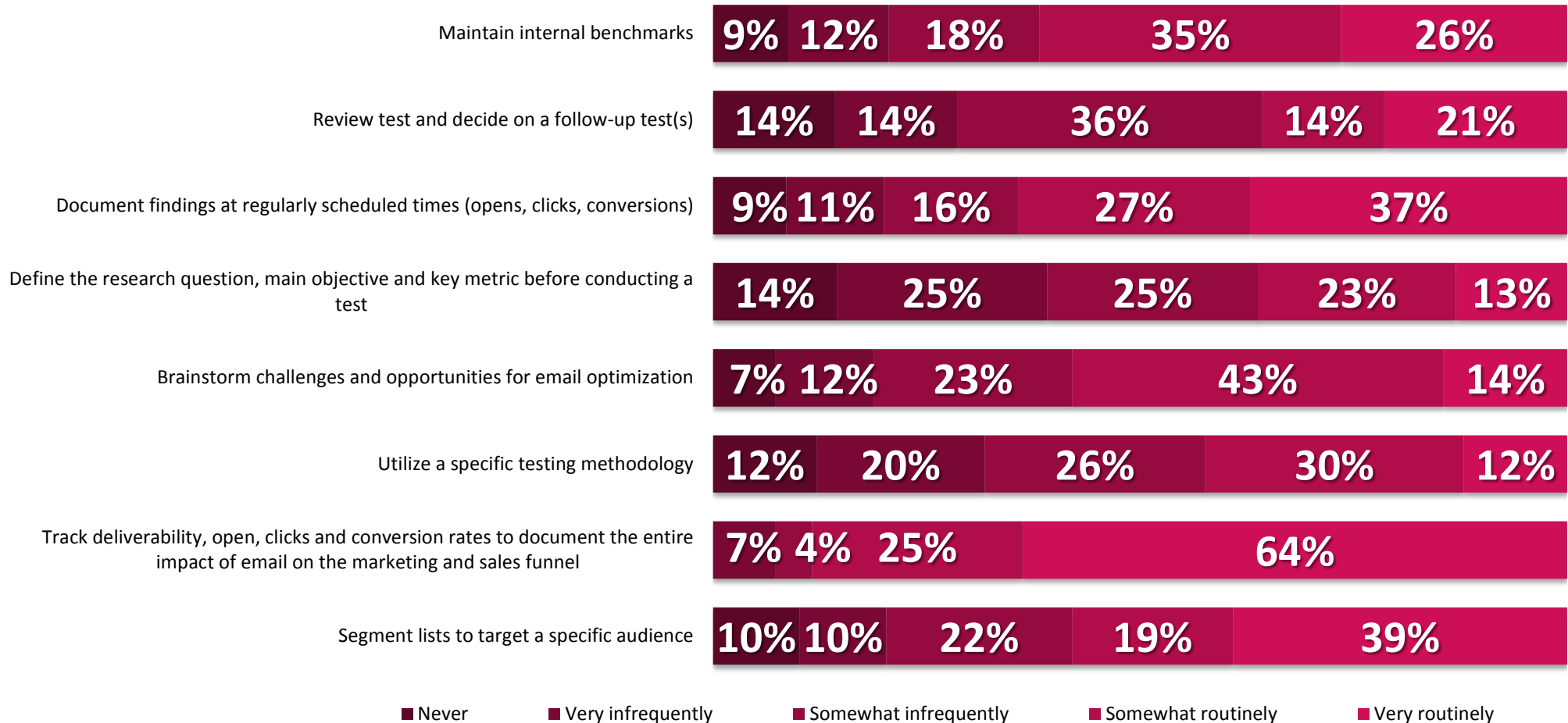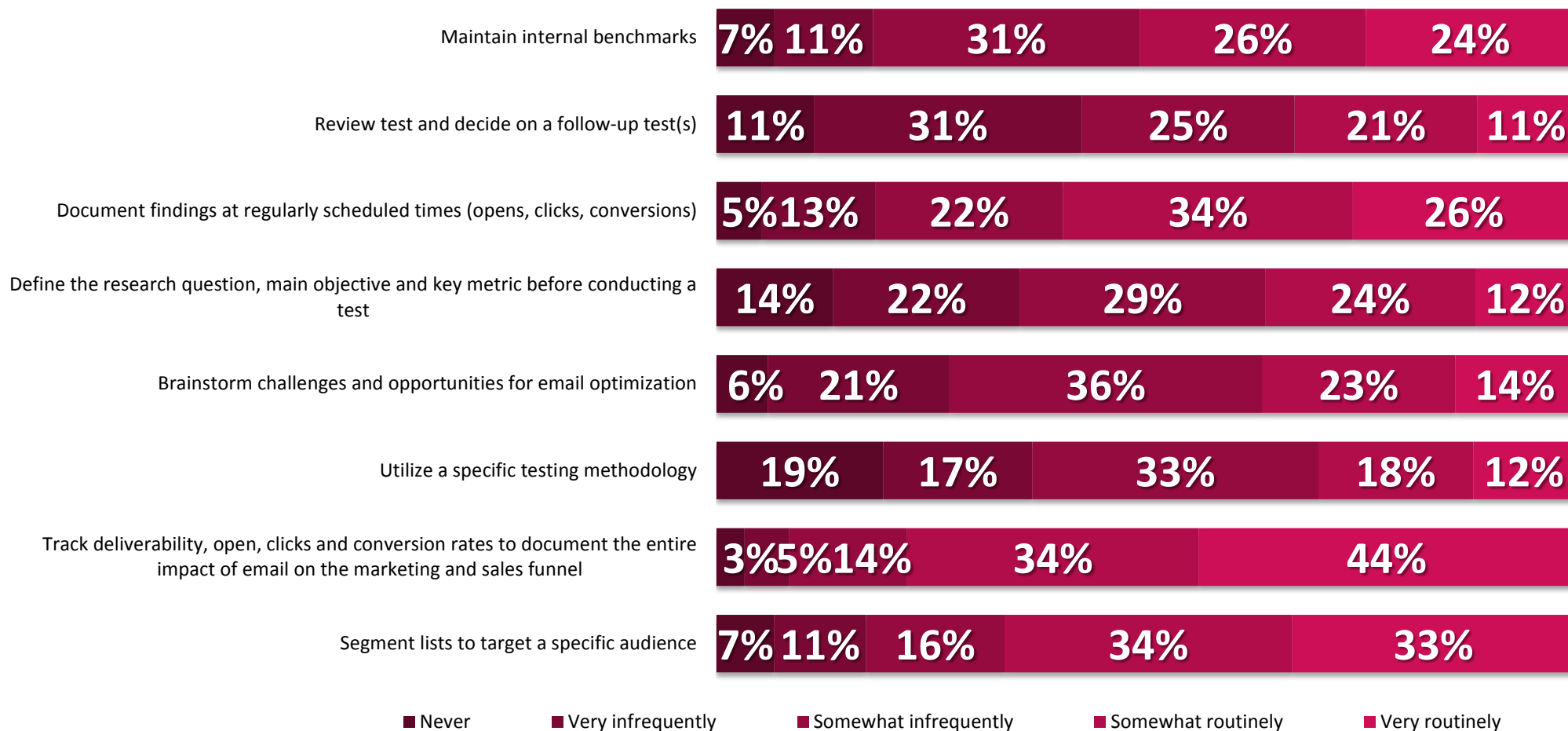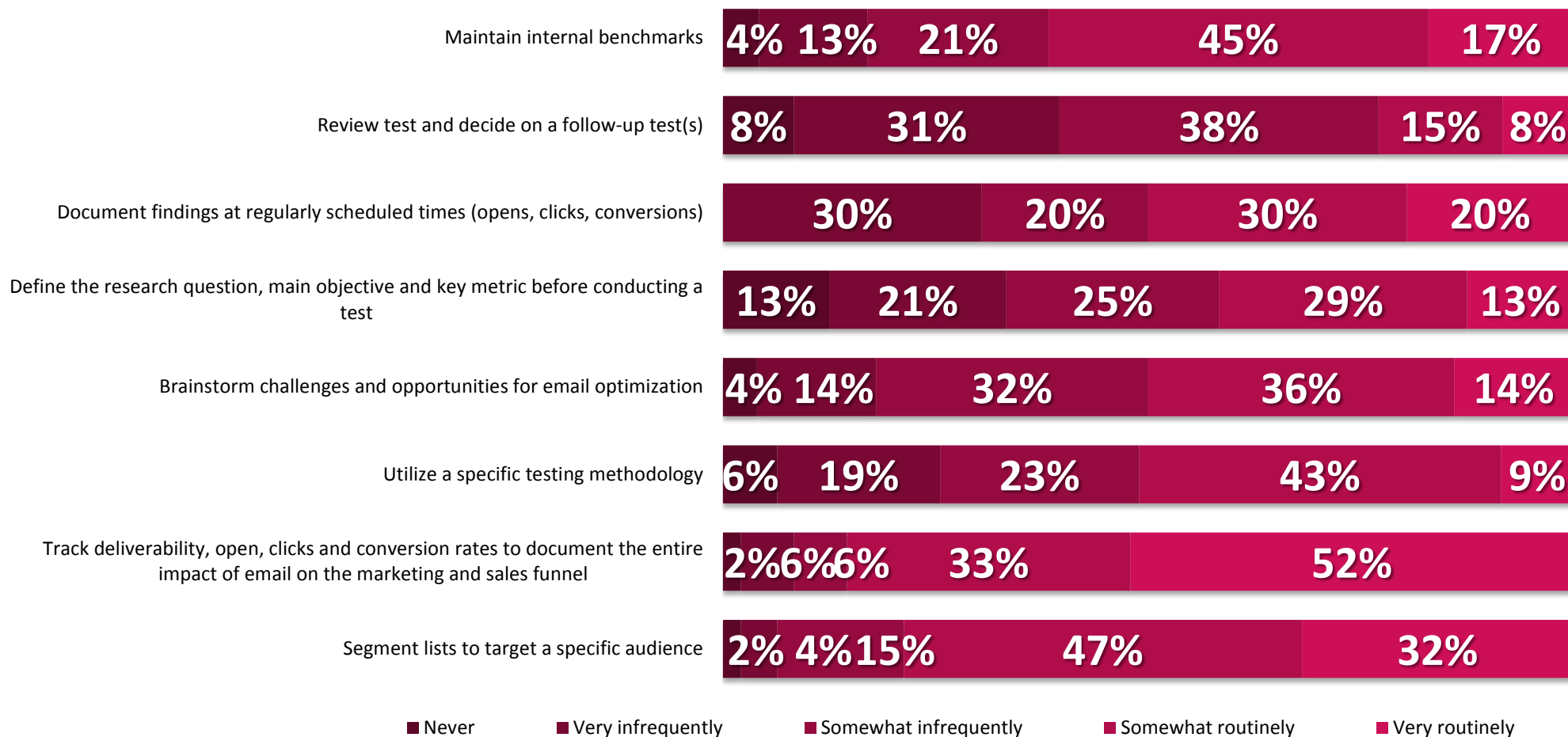# Chart 4.30 Testing practices implemented

How routinely does your organization implement the following testing practices?
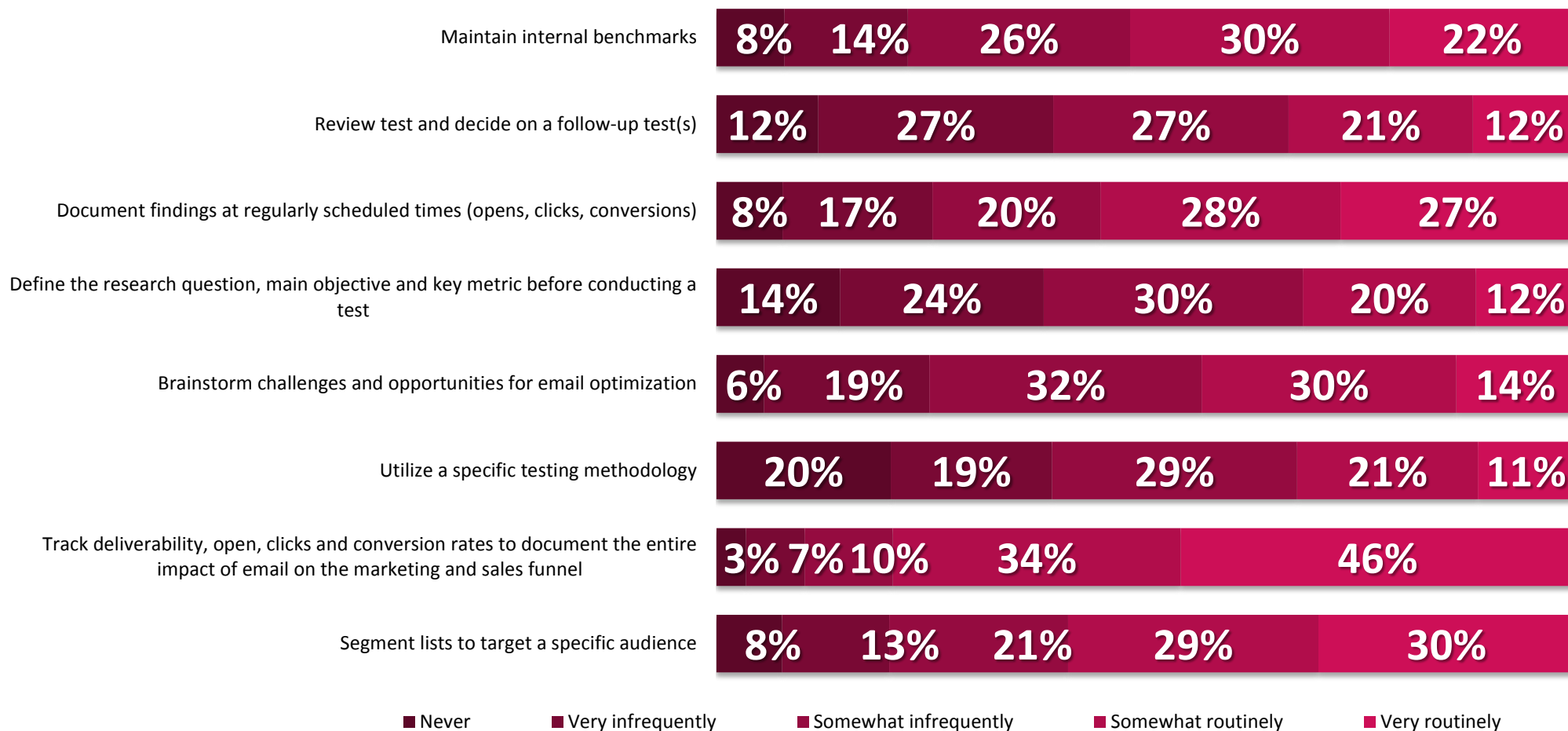
Organizations under 100 employees

Practice	Never	Very infrequently	Somewhat infrequently	Somewhat routinely	Very routinely
Maintain internal benchmarks	8%	14%	26%	30%	22%
Review test and decide on a follow-up test(s)	12%	27%	27%	21%	12%
Document findings at regularly scheduled times (opens, clicks, conversions)	8%	17%	20%	28%	27%
Define the research question, main objective and key metric before conducting a test	14%	24%	30%	20%	12%
Brainstorm challenges and opportunities for email optimization	6%	19%	32%	30%	14%
Utilize a specific testing methodology	20%	19%	29%	21%	11%
Track deliverability, open, clicks and conversion rates to document the entire impact of email on the marketing and sales funnel	3%	7%	10%	34%	46%
Segment lists to target a specific audience	8%	13%	21%	29%	30%

■ Never ■ Very infrequently ■ Somewhat infrequently ■ Somewhat routinely ■ Very routinely
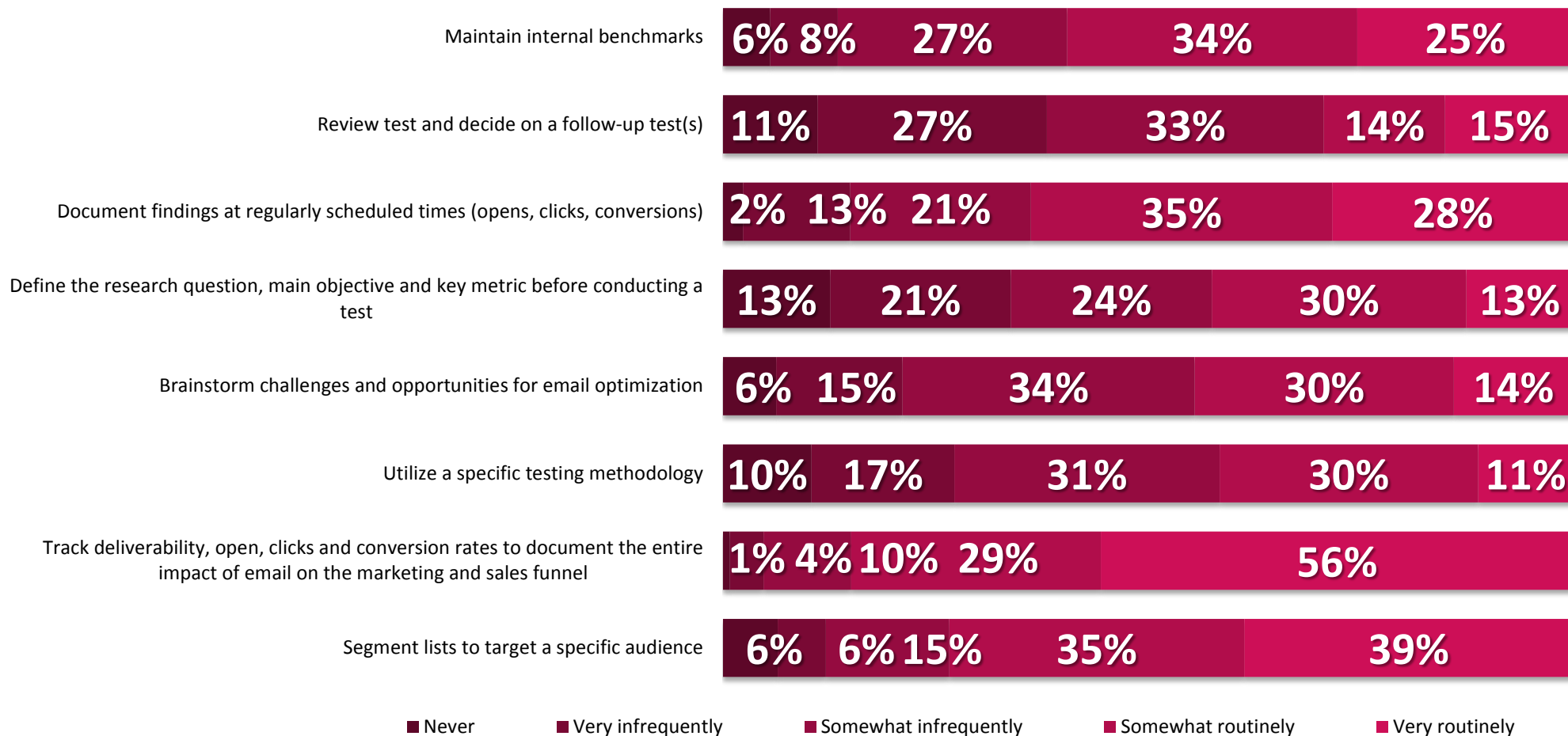
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Chart 4.31 Testing practices implemented

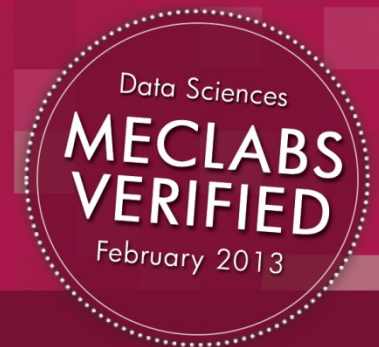*How routinely does your organization implement the following testing practices?*
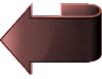
Organizations over 100 employees

Practice	Never	Very infrequently	Somewhat infrequently	Somewhat routinely	Very routinely
Maintain internal benchmarks	6%	8%	27%	34%	25%
Review test and decide on a follow-up test(s)	11%	27%	33%	14%	15%
Document findings at regularly scheduled times (opens, clicks, conversions)	2%	13%	21%	35%	28%
Define the research question, main objective and key metric before conducting a test	13%	21%	24%	30%	13%
Brainstorm challenges and opportunities for email optimization	6%	15%	34%	30%	14%
Utilize a specific testing methodology	10%	17%	31%	30%	11%
Track deliverability, open, clicks and conversion rates to document the entire impact of email on the marketing and sales funnel	1%	4%	10%	29%	56%
Segment lists to target a specific audience	6%	6%	15%	35%	39%

■ Never   ■ Very infrequently   ■ Somewhat infrequently   ■ Somewhat routinely   ■ Very routinely

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MarketingSherpa Research Methodology

MarketingSherpa fielded the 2013 Email Marketing Benchmark Survey from December 10-26, 2012. The query took the form of an online survey, to which there were 1,095 qualified complete and partial responses from marketing and business professionals on six continents, including North America, Europe, Asia/Pacific, Australia, South/Central America and Africa.

The charts found within this Benchmark Report were selected for publication based on a combination of helpfulness of information to the marketer, and scientific validity. The number of responses, denoted on each chart with "N=", and differentiation levels between respondent groups were both taken into account when determining the validity of charts.

Helpful insights may still be gleaned from highly differentiated but small response groups. However, each marketer should use their own judgment when interpreting charts with a low number of responses.

To ensure quality and relevance, submissions from respondents who indicated they were not engaged in marketing were excluded. On many dimensions, agency data was also broken out separately, to facilitate separate and comparative enquiries where natural differences exist. As such, the number of included responses is reported at the individual question level.
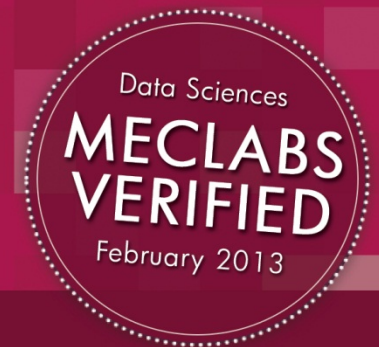
MarketingSherpa Research Methodology

The sampling method used is an incentivized non-probability voluntary sample composed of MarketingSherpa and MarketingExperiments registered subscribers having expressed the willingness (via opt-in) to receive research-related and commercial email messages from MECLABS Institute, and those responding to invitations promoted through the Facebook, LinkedIn and Twitter social media platforms.

The incentive for participating in the survey was a complimentary MarketingSherpa Special Report, *CMO Perspectives on Email Deliverability,* which was made available for download upon completion of the survey.
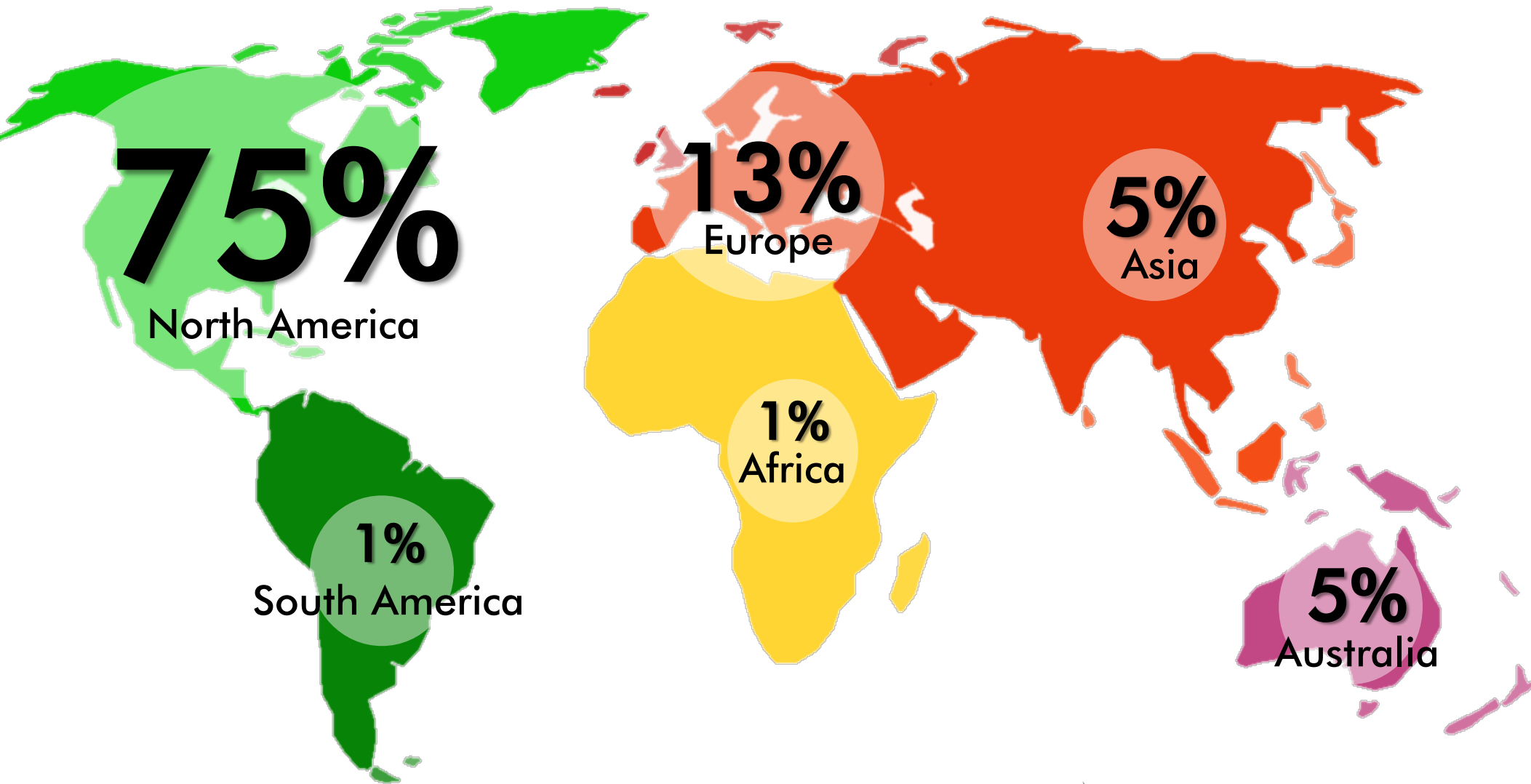
To request further information about the design or conduct of this survey-based study, please contact MarketingSherpa's Director of Research at research@marketingsherpa.com.

Email Marketing Benchmark Report

DEMOGRAPHICS

Data Sciences

MECLABS
VERIFIED

February 2013

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Geographical distribution of respondents

75%
North America

1%
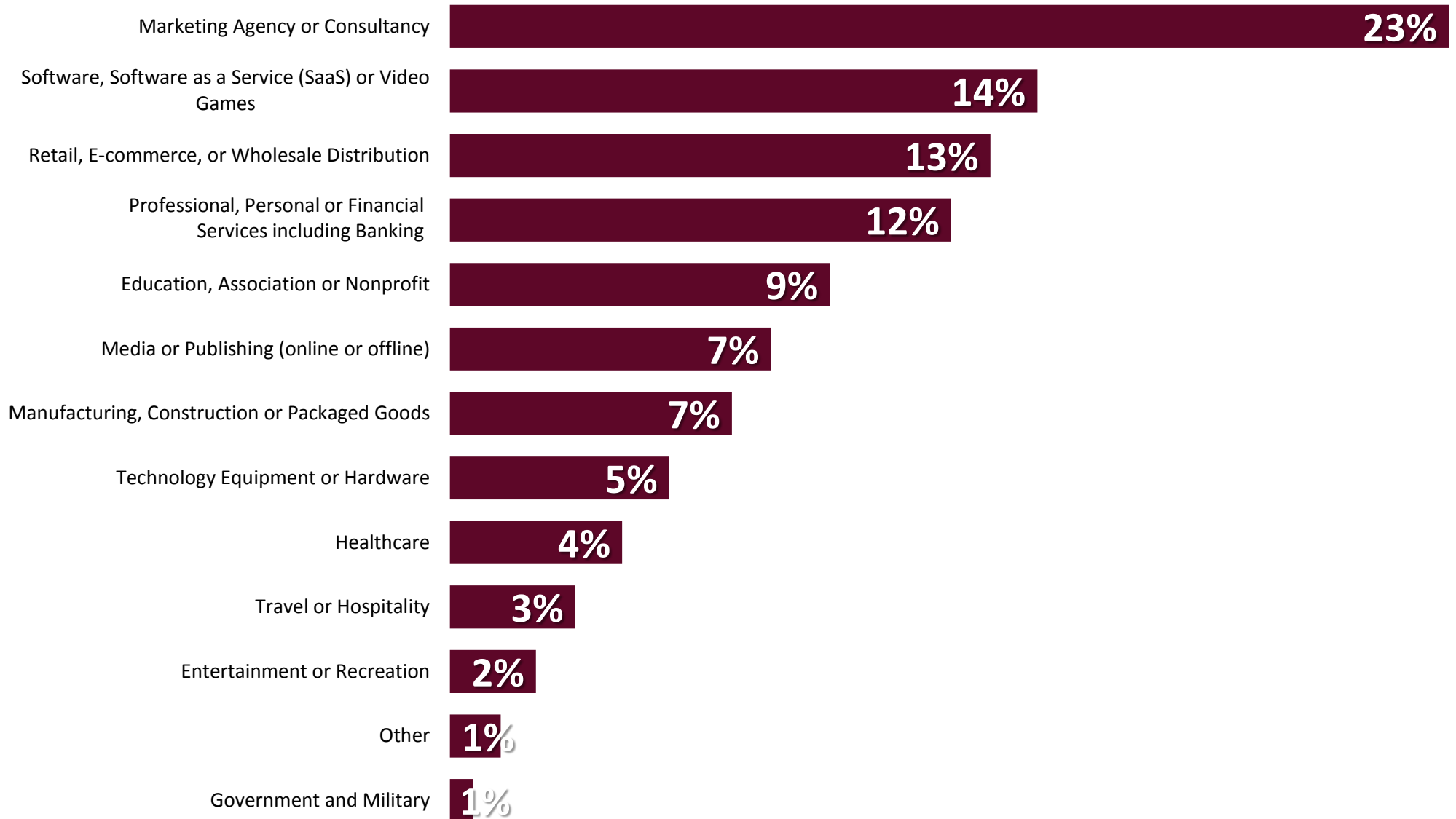South America

13%
Europe

1%
Africa

5%
Asia

5%
Australia

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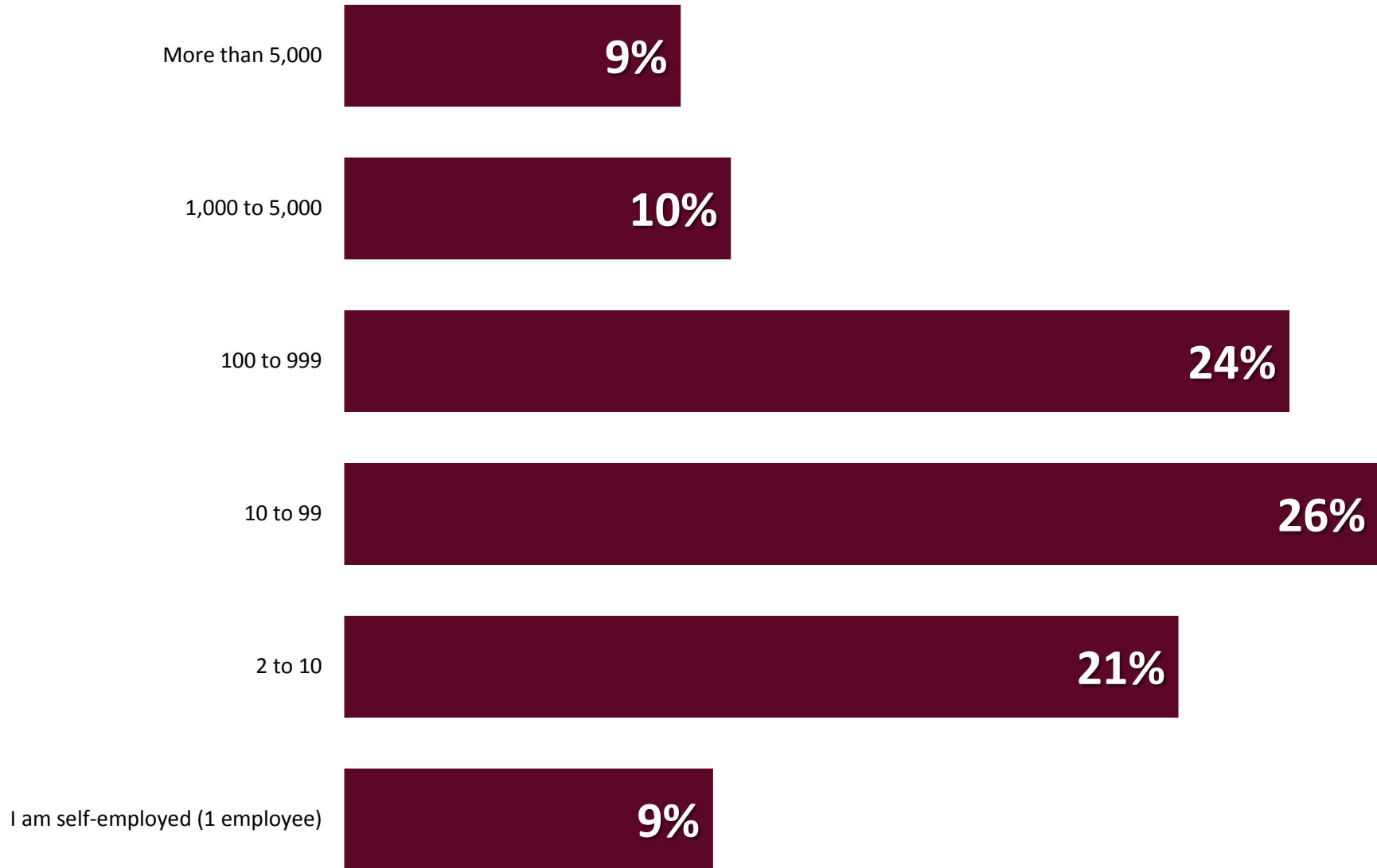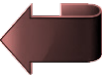# Distribution of respondents by industry

Which single category best describes the type of organization you work for?

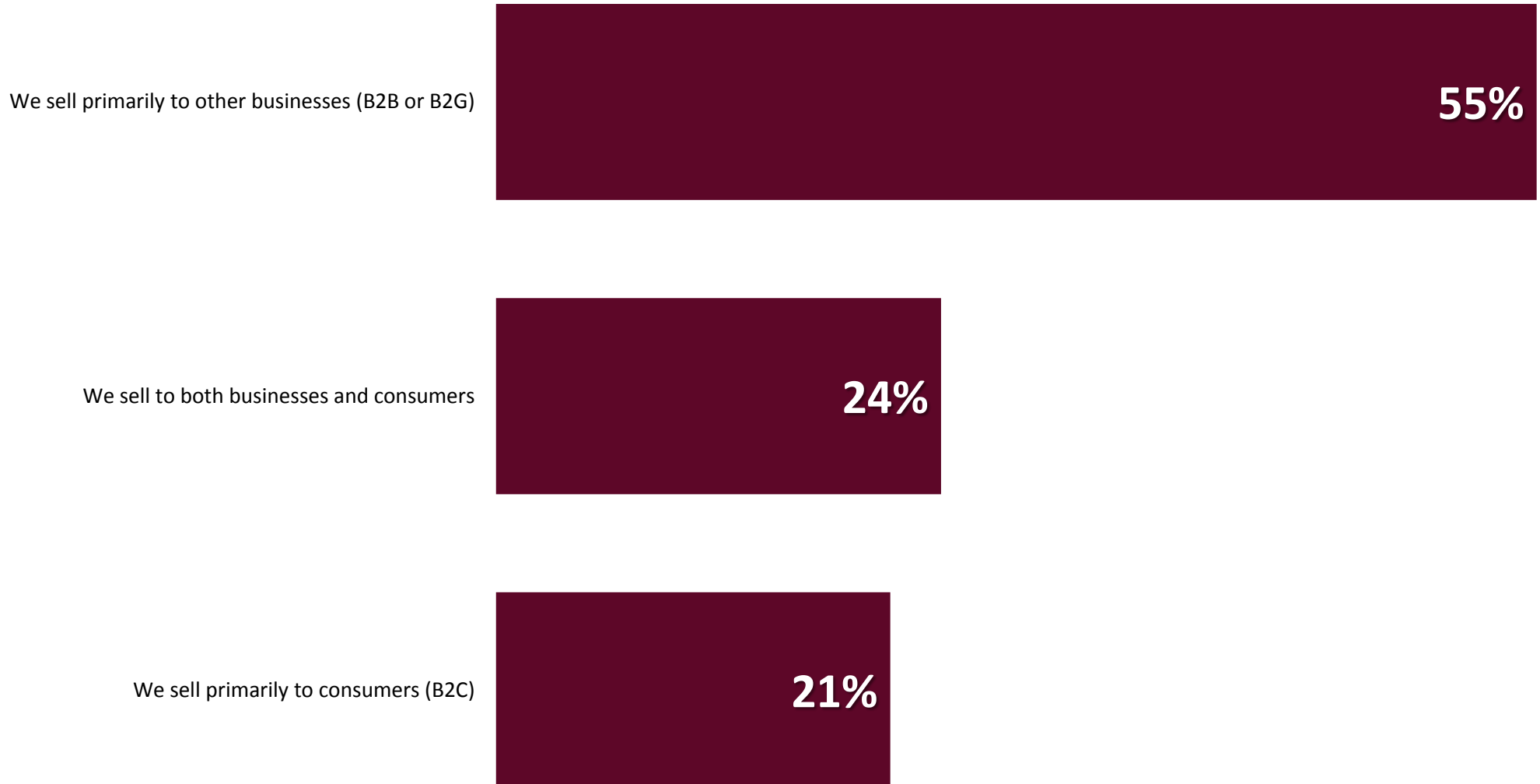| Industry	Percentage
Marketing Agency or Consultancy	23%
Software, Software as a Service (SaaS) or Video Games	14%
Retail, E-commerce, or Wholesale Distribution	13%
Professional, Personal or Financial Services including Banking	12%
Education, Association or Nonprofit	9%
Media or Publishing (online or offline)	7%
Manufacturing, Construction or Packaged Goods	7%
Technology Equipment or Hardware	5%
Healthcare	4%
Travel or Hospitality	3%
Entertainment or Recreation	2%
Other	1%
Government and Military	1%

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Distribution of respondents by organization size

Please select the approximate number of employees in your organization?

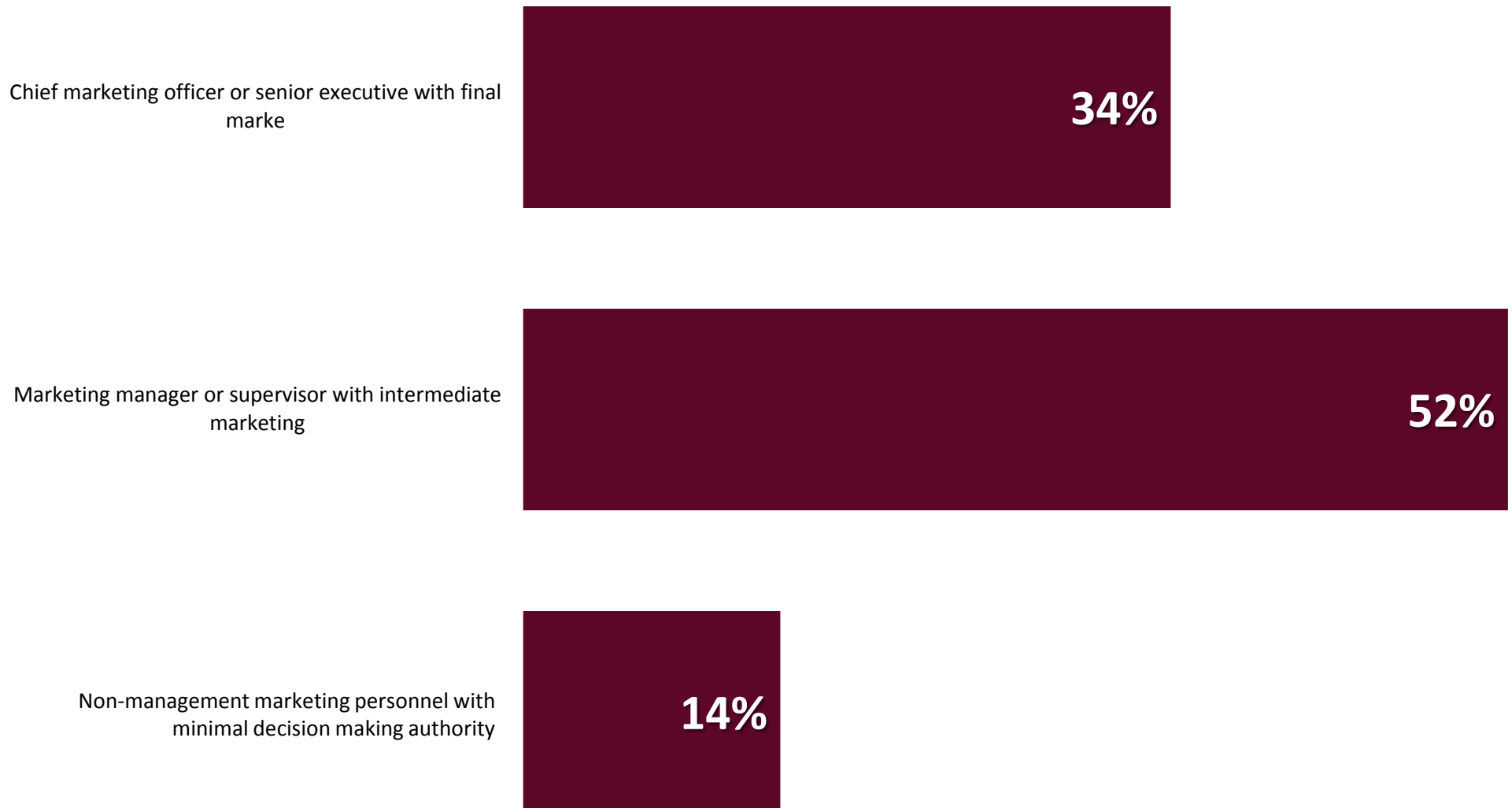| Organization Size	Percentage
More than 5,000	9%
1,000 to 5,000	10%
100 to 999	24%
10 to 99	26%
2 to 10	21%
I am self-employed (1 employee)	9%

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Distribution of respondents by customer type

Which best describes your organization's primary sales channel?

We sell primarily to other businesses (B2B or B2G)   **55%**

We sell to both businesses and consumers   **24%**

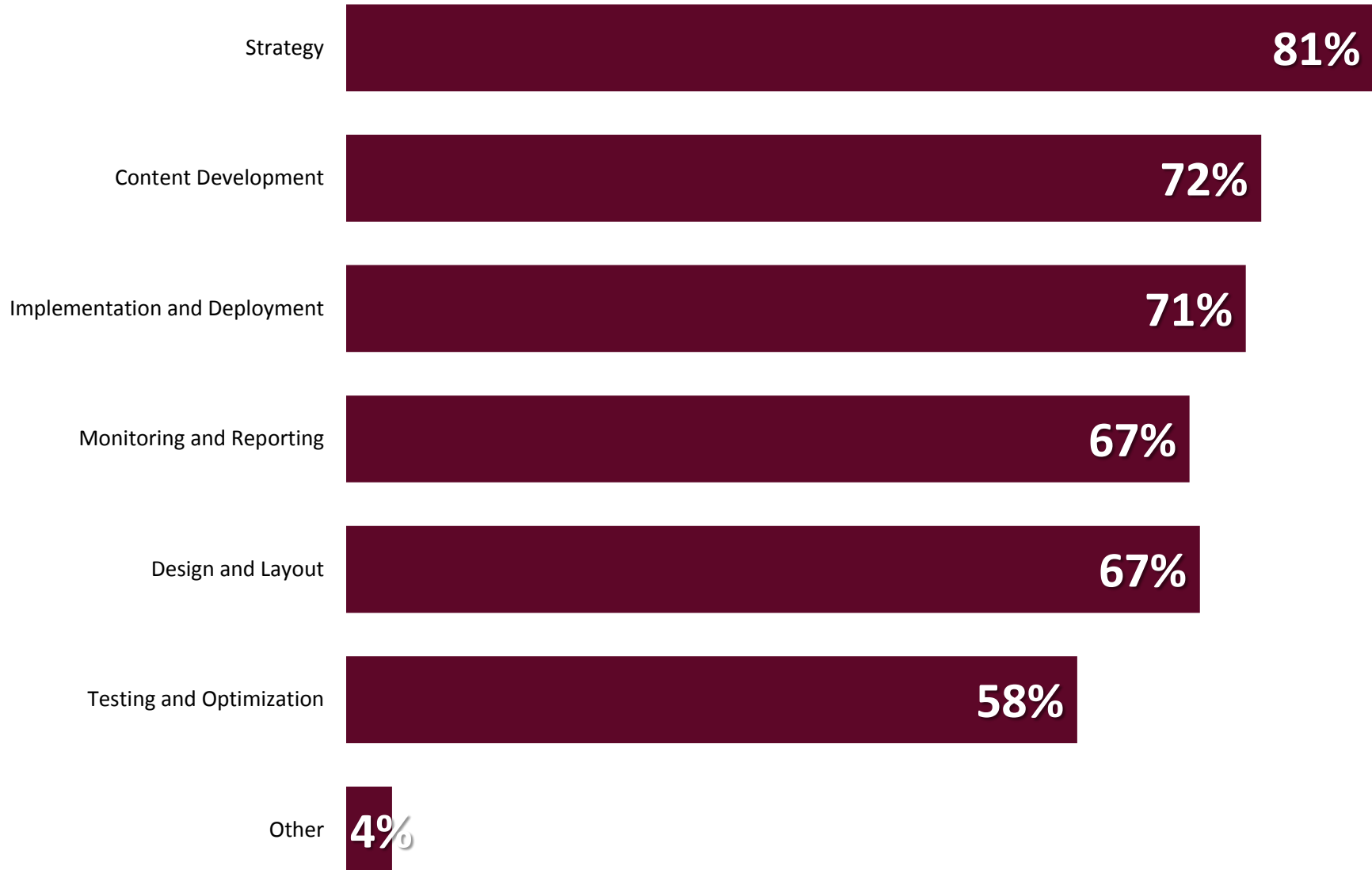We sell primarily to consumers (B2C)   **21%**
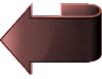
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Distribution of respondents by decision making authority

Which best describes your role and marketing decision-making authority in the organization you work for?

Chief marketing officer or senior executive with final marke
34%

Marketing manager or supervisor with intermediate marketing
52%

Non-management marketing personnel with minimal decision making authority
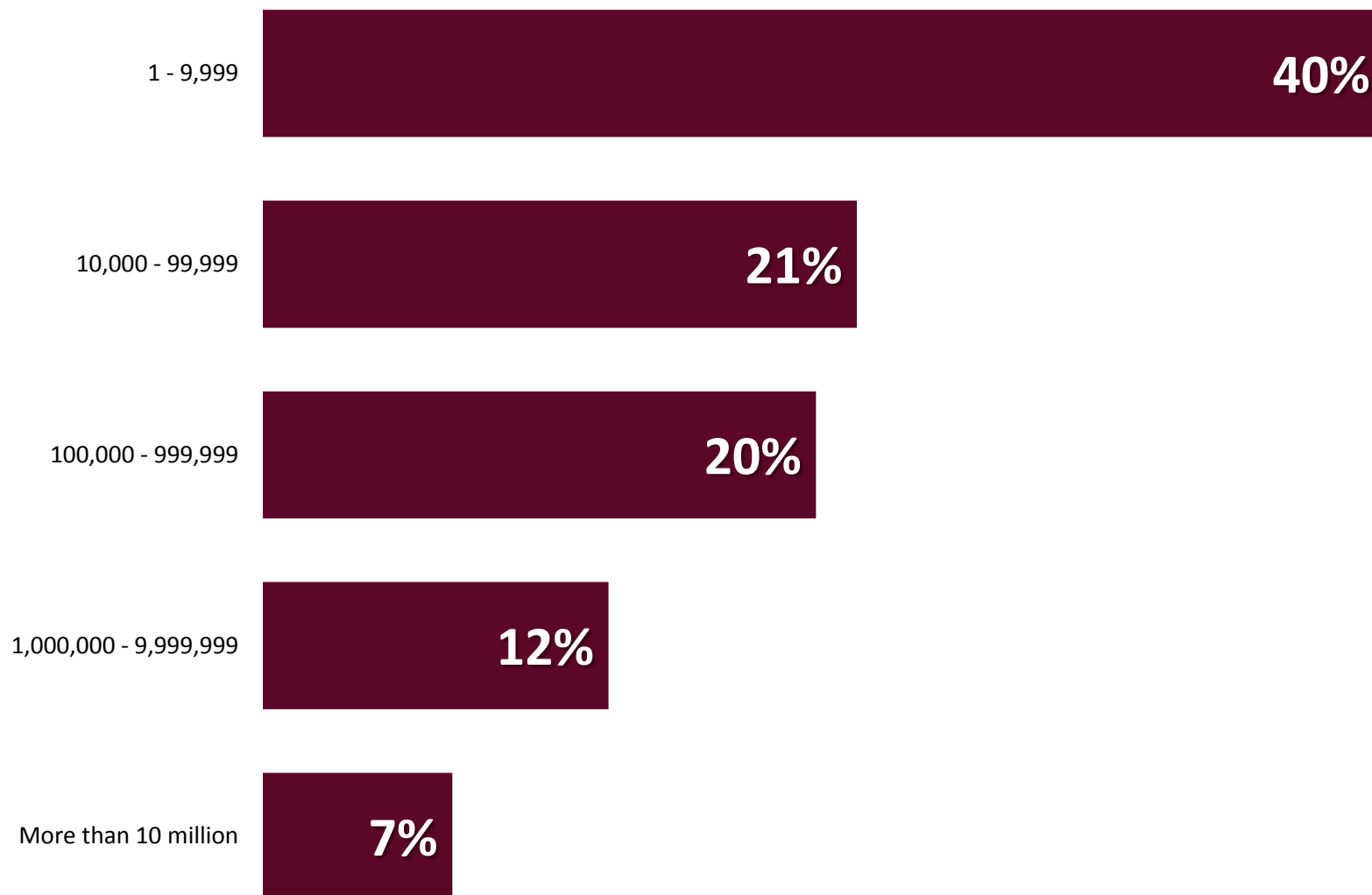**14%**

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Distribution of email marketing facets by agency respondents

What facets of email marketing is your agency most frequently involved with to help clients succeed? Check all that apply (Agency only)

Facet	Percentage
Strategy	81%
Content Development	72%
Implementation and Deployment	71%
Monitoring and Reporting	67%
Design and Layout	67%
Testing and Optimization	58%
Other	4%

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Distribution of respondents by average monthly email volume

What volume of emails does your organization send in the average month?

Category	Percentage
1 - 9,999	**40%**
10,000 - 99,999	**21%**
100,000 - 999,999	**20%**
1,000,000 - 9,999,999	**12%**
More than 10 million	**7%**

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Distribution of email marketing communicative value factors by executive respondents

As CMO or the senior marketing executive in your organization, how important are the following factors in helping you determine and communicate the value of email marketing programs? (CMO only)

Factor	Very important	Somewhat important	Somewhat unimportant	Very unimportant
Post-click metrics like lead generation and sales conversion	78%	18%	2%	2%
Financial return on investment	68%	26%	5%	2%
Email performance metrics like opens, clickthroughs and bounce rates	51%	41%	7%	5%
A/B split or multivariate test results on email and landing pages	31%	46%	20%	3%

■ Very important ■ Somewhat important ■ Somewhat unimportant ■ Very unimportant

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About MarketingSherpa LLC

MarketingSherpa is a primary research facility, wholly-owned by MECLABS, dedicated to determining **what works in marketing** via exclusive case studies, surveys, and results data analysis. Then we publish what we learn so our community of marketers and weekly readers can improve their results and train their teams.

Praised by *The Economist*, Harvard Business School's Working Knowledge Site and Entrepreneur.com, MarketingSherpa is distinguished by offering **practical, results-based marketing** information researched and written by a staff of in-house reporters.

MarketingSherpa features:

- **Best Practices:** 1,000+ brand-side marketer case studies and 3,500+ creative samples
- **Research:** 2,000+ marketing and research abstracts
- **Instruction:** 800+ how-to articles
- **Newsletters:** 230,000+ marketers read weekly case studies on topics such as email, search, social, lead generation, lead nurturing, optimization and content marketing
- **Training:** 100+ live, hands-on training sessions providing practical and proven solutions
- **Summits:** 3 annual vendor-neutral, research-based marketing events

About MECLABS

MECLABS is a science lab that uses real-world research and training to **help business leaders get better use out of sales and marketing technology and resources**, including Internet marketing, website optimization, and lead management. We have been involved in direct research partnerships with companies throughout Europe and North America since 2001.

MECLABS deploys a rigorous methodology to conduct research. This research is compiled from:

- More than **10 years** of research partnership with our clients
- **1,300** experiments
- Over **1 billion** emails
- **10,000** landing pages tested
- **5 million** telephone calls
- **500,000** decision-maker conversations

MECLABS has consulted with companies like CISCO, Johnson & Johnson, *The New York Times*, 1-800-FLOWERS, and NetSuite to optimize sales and marketing processes and achieve triple-digit ROI gains.

Register for Summits and Workshops at MECLABS.com/training or contact Customer Service (available M-F, 9:00am-5:00pm ET)
service@marketingsherpa.com
1-877-895-1717 (outside the U.S. call 401-383-3131)

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