

EMAIL MARKETING & BEYOND: GLOBAL INDUSTRY BENCHMARKS 2017

AUTHORS:
GetResponse
& Holistic Email Marketing

Research by:



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EXECUTIVE SUMMARY & HIGHLIGHTS

Global benchmarking by industry research to support email marketing excellence

This research report was created by Holistic Email Marketing, an email marketing consultancy, and GetResponse, an all-in-one online marketing platform. It also includes commentary from our research partners Content Marketing Institute and Smart Insights.

Its purpose is to help marketers improve the effectiveness of their email marketing, discover benchmarks for specific industries, and help compare and identify where to improve.

In the report, we assess the current state of email marketing based on a major research study surveying 2,510 email marketers from a range of business sizes and industries around the world. The percentage of marketers involved in business-to-business marketing was 19.1%, business-to-consumer marketing was 41.8%, with 39.1% managing both.

KEY FINDINGS

Email marketing delivers the highest ROI & budget overall.



On average 18% of marketers across all industries stated that email marketing delivers excellent return on investment, making email marketing the clear leader in delivering the highest ROI, with social media marketing coming in second at 17%.

58% of marketers will increase budget.



It is also encouraging to see that 58% of the email marketers surveyed say that their marketing budget will increase in 2017, 35% say that it will stay the same, and only 7% of marketers say they're looking to decrease their email marketing budget in 2017.

51% of marketers don't test.



Yes, you read it correctly. 51% of email marketers across the board don't proactively test and optimize their emails at all! While the most popular test was subject lines with 26% of marketers saying they test them, it was also revealed that only 14% test the landing page.

A man and a woman are looking at a tablet together. The woman, on the left, has short blonde hair, wears glasses, a yellow top, and a patterned skirt, and is holding a coffee cup. The man, on the right, is wearing a light blue shirt and a grey vest. They are both smiling and looking at the tablet. The background is a blurred indoor setting with warm lighting.

1

INTRODUCTION TO THE REPORT BY KATH PAY, HOLISTIC EMAIL MARKETING



As someone who has been involved in email marketing for over 18 years, with ten of these sitting on the UK DMA’s Email Marketing Council, I’ve seen how email marketing has evolved to become an incredibly robust, reliable, and valuable channel. This is supported by the fact that, on average, email marketing delivers the highest return on investment.

Consumers are savvy. They know what they like and they’ve made it clear that they like email. It’s their usage of and reliance upon email combined with their expectations that has caused email to evolve. We’re continually advancing our email technology to deliver to their expectations, we test and optimize our campaigns to meet their expectations, and we develop sophisticated email programs to satisfy their expectations. Email is no longer a marketer-driven channel, but a consumer-driven channel.

As an email marketing speaker, trainer, and consultant, I’m aware how industry-specific statistics and findings are eagerly received by marketers, enabling them to benchmark and compare themselves with other like-minded companies, including their competitors.

This is the second year that we’ve delivered this report and as email marketing has evolved within the last year, so has this report. We’ve now added specific questions that address the rise of marketing automation and content marketing amongst SMBs.

So, I encourage you to take these findings and best practice advice and apply them to your email marketing campaigns and programs to continue to improve them to meet your consumers’ expectations.

For the bottom line is – if our consumers’ expectations are met, then we as a brand are successful and our objectives are met.



Kath Pay
CEO & Founder, Holistic Email Marketing



Report goals

The aim of the research is to help email marketers and their businesses:



Review

Review their strategic approach to email marketing by comparing their use of email marketing techniques and features to best practices

.....



Learn

Learn best practice email marketing techniques by assessing capabilities

.....



Assess

Assess the opportunity for marketing automation

.....



Compare

Compare techniques for better integrating content marketing with marketing automation

Who is the report for?

We've aimed this report at two main audiences:

- 1

Managers responsible for digital marketing

For this audience, we want to highlight the importance of email marketing and marketing automation today compared to other digital marketing channels and the success factors for managing email marketing. This report will enable these leaders to have detailed discussions with email specialists to improve the contribution of marketing automation to their communications goals.
- 2

Email marketing & marketing automation specialists

Marketers with hands-on responsibility for email marketing and automation need to know which optimization techniques to focus on to improve results. Agencies and consultants who advise companies and implement marketing automation programs will also find this report useful.

How is the report structured?

In the first part of the report, we compare email marketing to other digital marketing channels. Next, we break email marketing down into various activities that need to be managed to improve results, and we assess the current level of use of these best practices. In the third section,

we explore marketing automation and content marketing – two incredibly important standalone topics, yet inseparable from email marketing. And wrapping it all up in the final section, we look at some recommended best practices.

About the survey participants

By combining the audiences of Smart Insights, GetResponse, Holistic Email Marketing, and the Content Marketing Institute, we hoped to create one of the largest-ever reviews of the state of email marketing. This research is the basis of this robust report in which we break down the results by industry and level of email marketing sophistication. Typically, research reports have responses of a few hundred participants, but we were delighted

to get nearly two thousand participants. Many thanks if you were one of the 2,510 people who took time out to share their experiences and current use of email marketing!

Due to the scale of the sample, this report is a global survey representing more than 100 countries, from Albania to Zimbabwe.



About Holistic Email Marketing

Holistic Email Marketing is an email marketing consultancy. Spearheaded by Kath Pay, a recognised industry thought leader, our consultants are some of the most experienced and successful email marketers in the industry, renowned for their passion and vision for relationship-driven, holistic email marketing strategies.

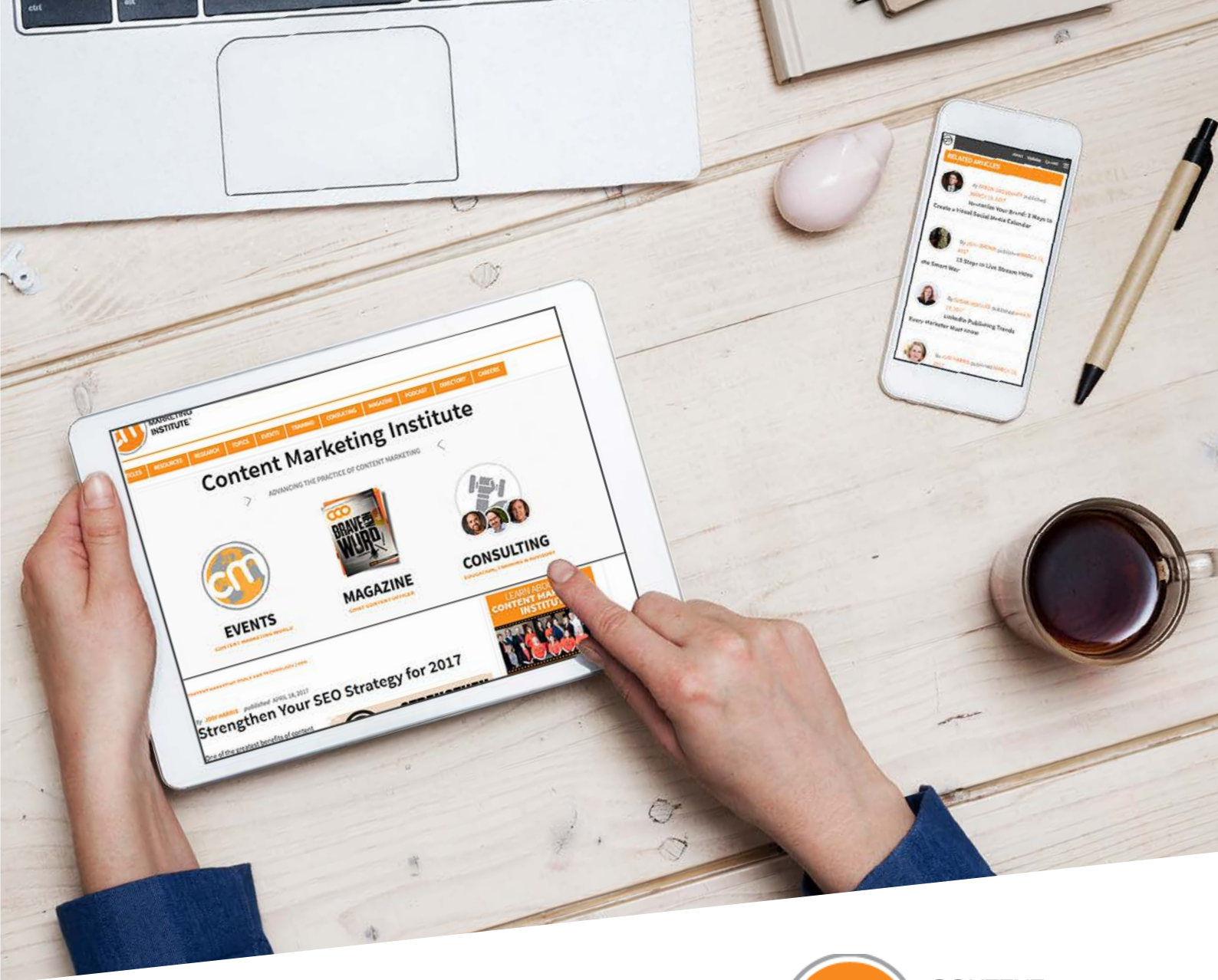
Holistic Email Marketing helps companies across diverse industries to better achieve their email marketing objectives. We believe that email marketing should be based upon the customer journey, its touch points and upon the customer insights gained

from data mining.

We believe that everything that happens before and after your email affects your results. That's why we developed The Holistic Approach.

The Holistic Approach is about creating conversion-focused, customer-centric personalized marketing strategies, with email at the heart. And through the art of persuasion, marketing automation, and cross-channel learnings, we craft a journey that converts.

So, your customers meet their goal, and you meet yours.

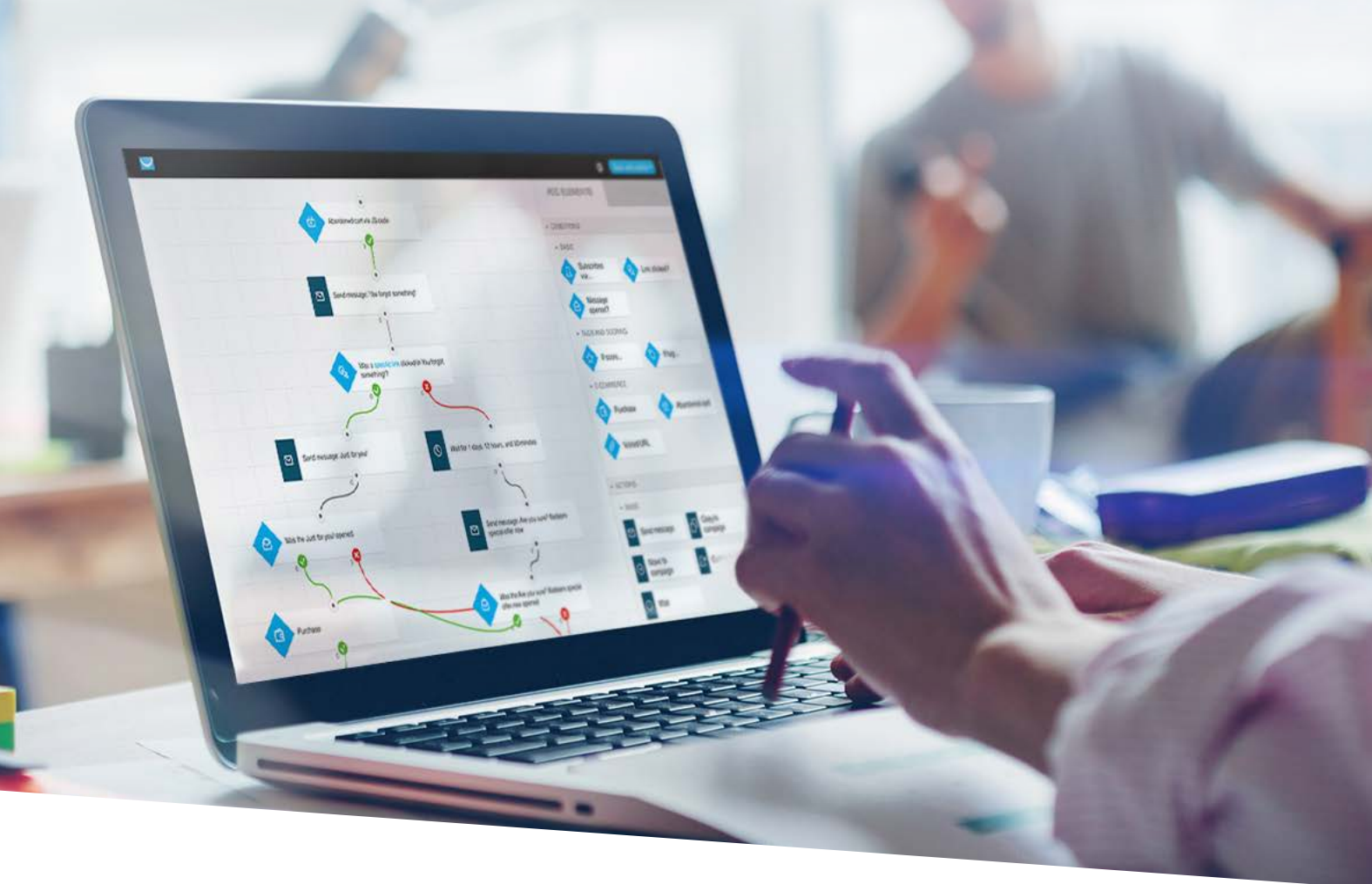


About Content Marketing Institute

Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multi-channel storytelling. CMI's Content Marketing World, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the Intelligent Content Conference event

is held every spring. CMI publishes the bi-monthly magazine Chief Content Officer, and provides strategic consulting and content marketing research for some of the best-known brands in the world. CMI, a UBM company, is a 2012, 2013, 2014 and 2015 Inc. 500 company.

www.contentmarketinginstitute.com



About Smart Insights

Smart Insights provides actionable learning resources to help businesses improve their digital marketing results. More than 150,000 Smart Insights Basic members use our blog, sample marketing templates, and weekly Digital Marketing Essentials newsletter to follow best practices and keep up-to-date with the developments that matter in digital marketing.

Thousands of Pro and Expert members from over 100 countries use our planning and management templates, guides, and video courses to map, plan, and manage their marketing using the Smart Insights RACE Planning framework.

www.smartinsights.com



About GetResponse

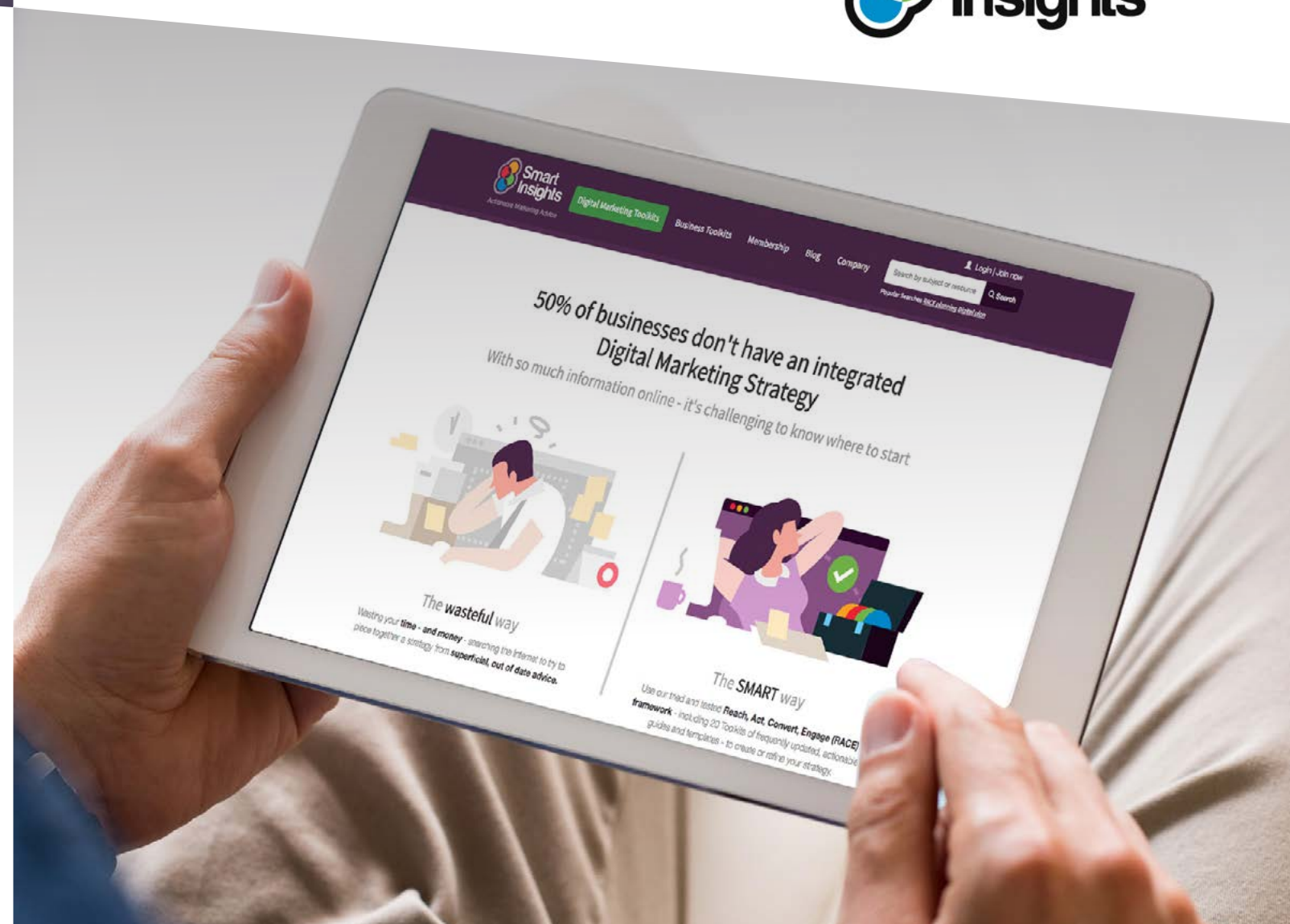
Today, over 350,000 customers in 182 countries trust the GetResponse online marketing platform. With nearly 20 years of experience, we deliver excellent digital marketing solutions, available in 22 different languages. Our company operates globally with offices in Poland, Canada, Malaysia, and Russia. We have over 300 passionate professionals on board. Together we create inspiring technologies that empower entrepreneurs and help them grow their businesses.

GetResponse offers a complete suite of simple yet powerful features, scaled and customized for small and large companies alike. Our tools are designed for organizations that are focused

on implementing high impact marketing campaigns that drive effectiveness and overall ROI.

The GetResponse online campaign management platform helps to design, implement, and track digital marketing activities. Companies can do that using marketing automation, autoresponders, webinars, landing pages, advanced analytics, and over 50 other easy-yet-powerful features.

If you're ready to improve your approach to marketing, **try GetResponse free for 30 days.**



A photograph of two men in business suits working at a desk. The man in the foreground is wearing glasses and smiling, looking at a laptop. The man in the background is also smiling and looking at the same laptop. They are in a bright office with large windows in the background. A blue square with the number 2 is overlaid on the image.

2

THE EFFECTIVENESS OF EMAIL MARKETING



The best benchmarks to use are those that we’re achieving today, with the objective of improving them over time. However, it can be helpful to compare your own benchmarks with those in your industry to provide guidance on how you are tracking.

Email marketing benchmark metrics by industry

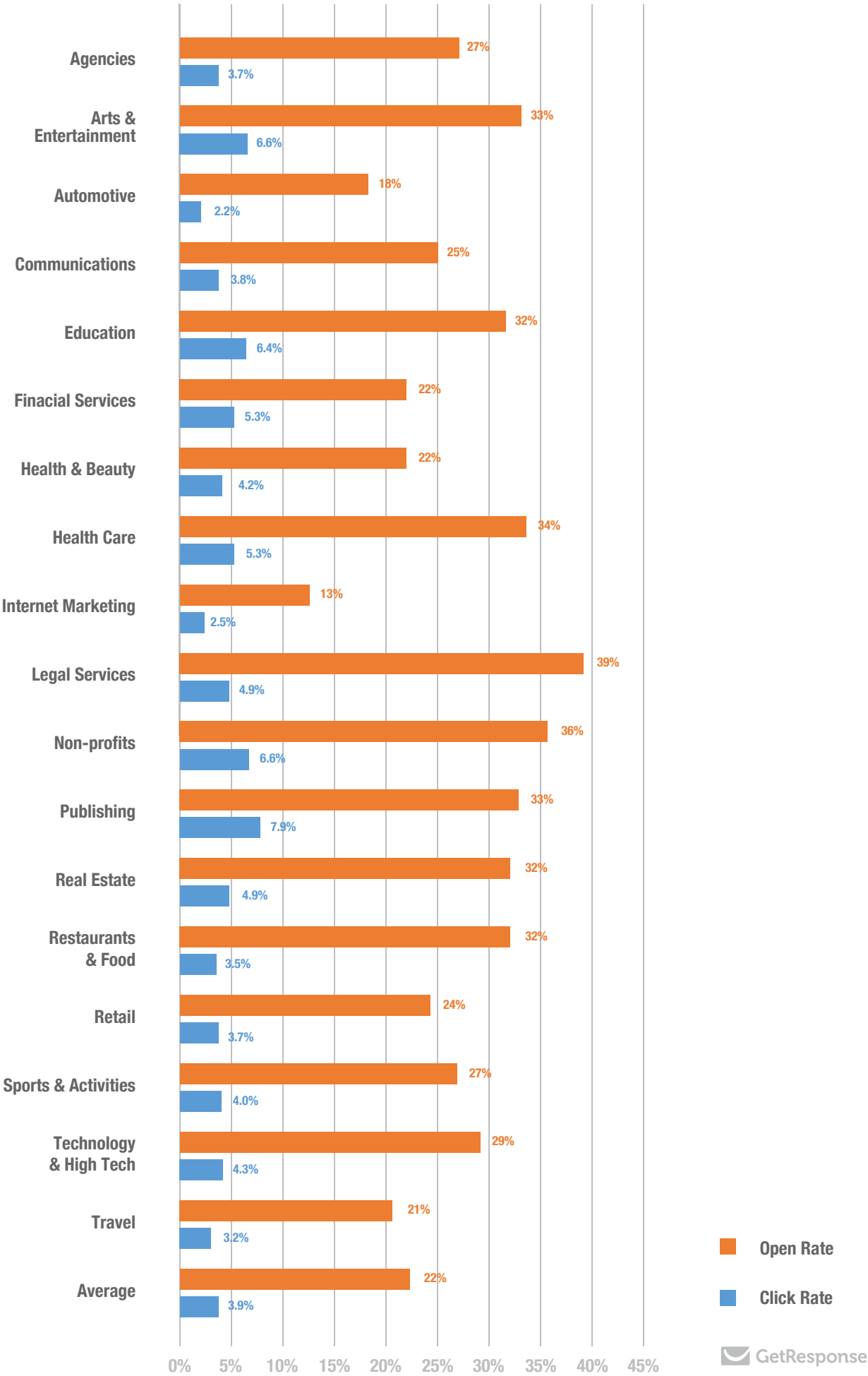
Figure 1 shows the open and click benchmark metrics by industry, providing us with the opportunity to compare industries.

When viewing this data, we need to keep in mind that open rates are simply an indicator of whether an email has been opened, as they rely upon images being downloaded. Often an email will be read without the images having been downloaded, making the open

metric an inaccurate metric, however for the purposes of benchmarking, it can work.

From viewing the below chart, we can see that the total opens and click-throughs vary greatly from industry to industry.

Figure 1. OPEN AND CLICK RATE BY INDUSTRY



Email marketing budget for 2017

All industries

It's encouraging to see that email marketing is being valued for the overall impressive results that it delivers, with a hefty 58% of marketers across the board stating they will increase the budget for email marketing in 2017 (Figure 2).

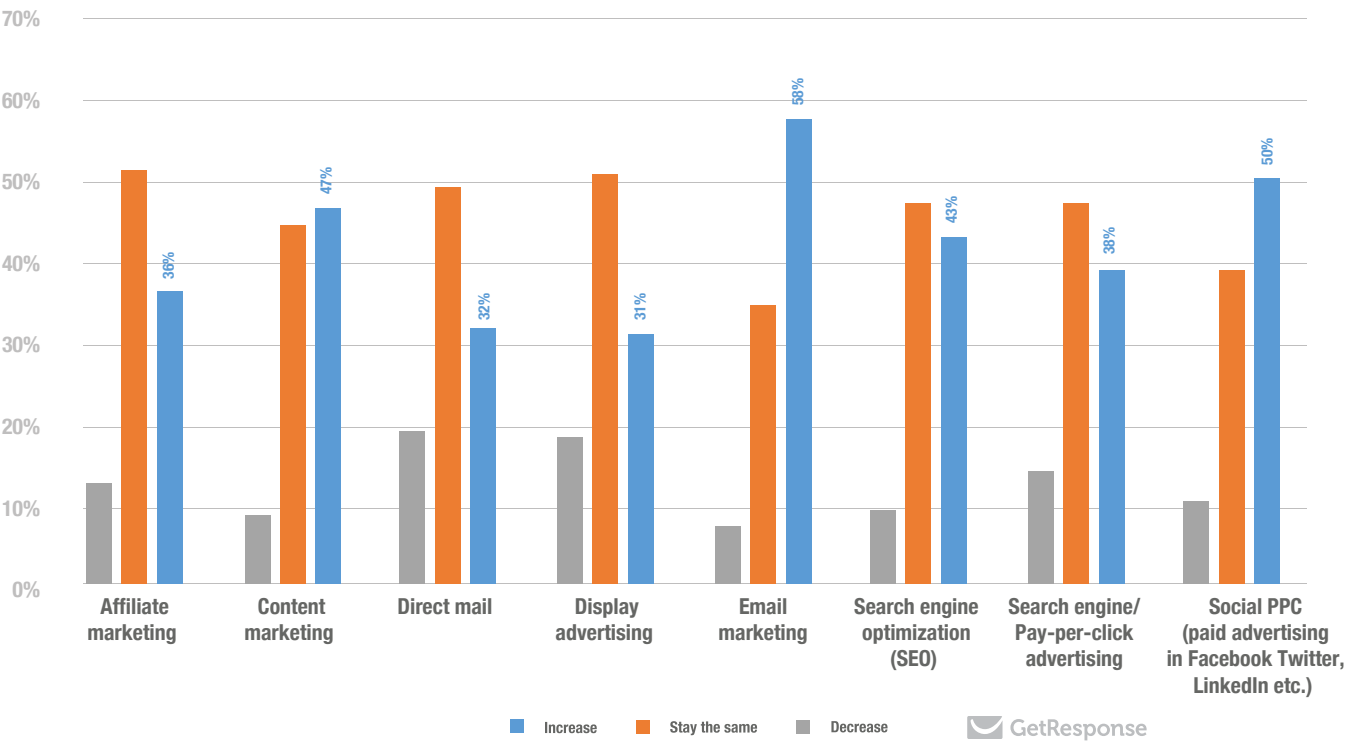
It's interesting to note that email marketing will be receiving the biggest investment across all the channels, with social PPC coming in second, and with 50% of marketers saying they will increase the budget in 2017.

Email marketing is continually evolving in response to the consumer's requirements.

Over the past few years it has proven itself time and time again as the channel that delivers. Whether it's driving traffic, nurturing warm leads, increasing conversions, or delivering excellent ROI, email is the brand that marketers rely on.

As brands, for us to be able to maximize both the new technology and techniques and to deliver on our customers' ever changing requirements, we need to be continually changing and evolving our marketing strategy and tactics. To enable this to happen, our budgets need to increase. Email marketing relies on other channels, so to ensure you achieve the maximum ROI, it's wise to invest in integrations and automation of your programs.

Figure 2. CHANGES IN CHANNEL BUDGET DURING 2017



Metric of success

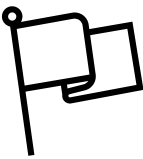
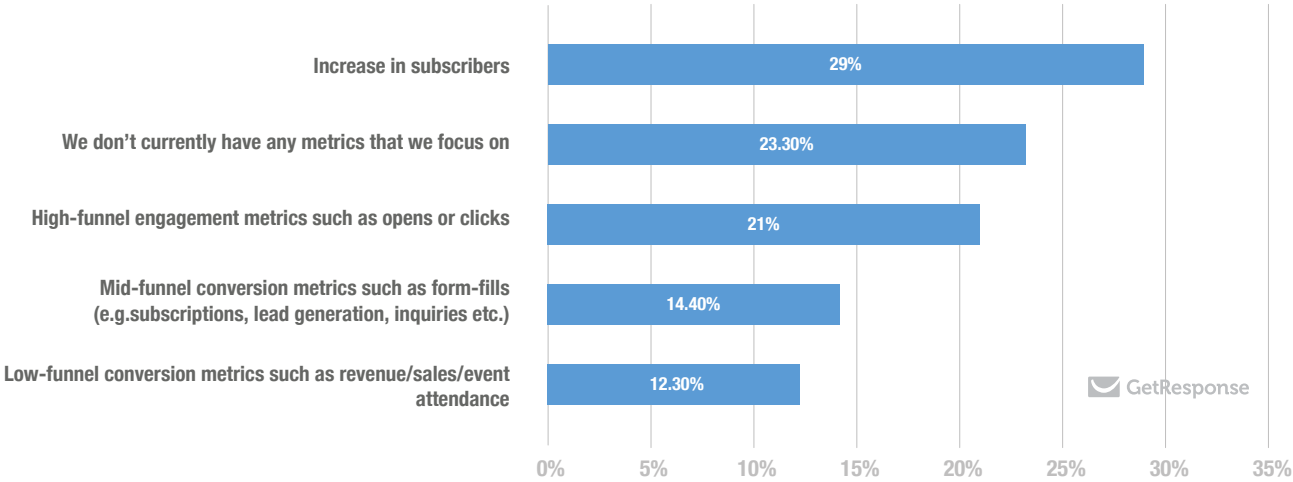
All industries

I was very surprised to see that 21% of email marketers are still being rewarded on top-of-funnel metrics such as opens and clicks, and quite saddened to see that 23.3% of email marketers are not rewarded on any metrics. This reveals how email might not be

appropriately valued by brands.

Increasing subscribers tops the list with a total of marketers across all industries using this as their success metric, with 21% using top of funnel metrics such as opens and clicks to measure their success on.

Figure 3. PRIMARY EMAIL MARKETING METRIC USED



RECOMMENDATION

Ensure you measure your success. Without measuring your email program you're not able to recognize what works and what doesn't, and as such are unable to improve.

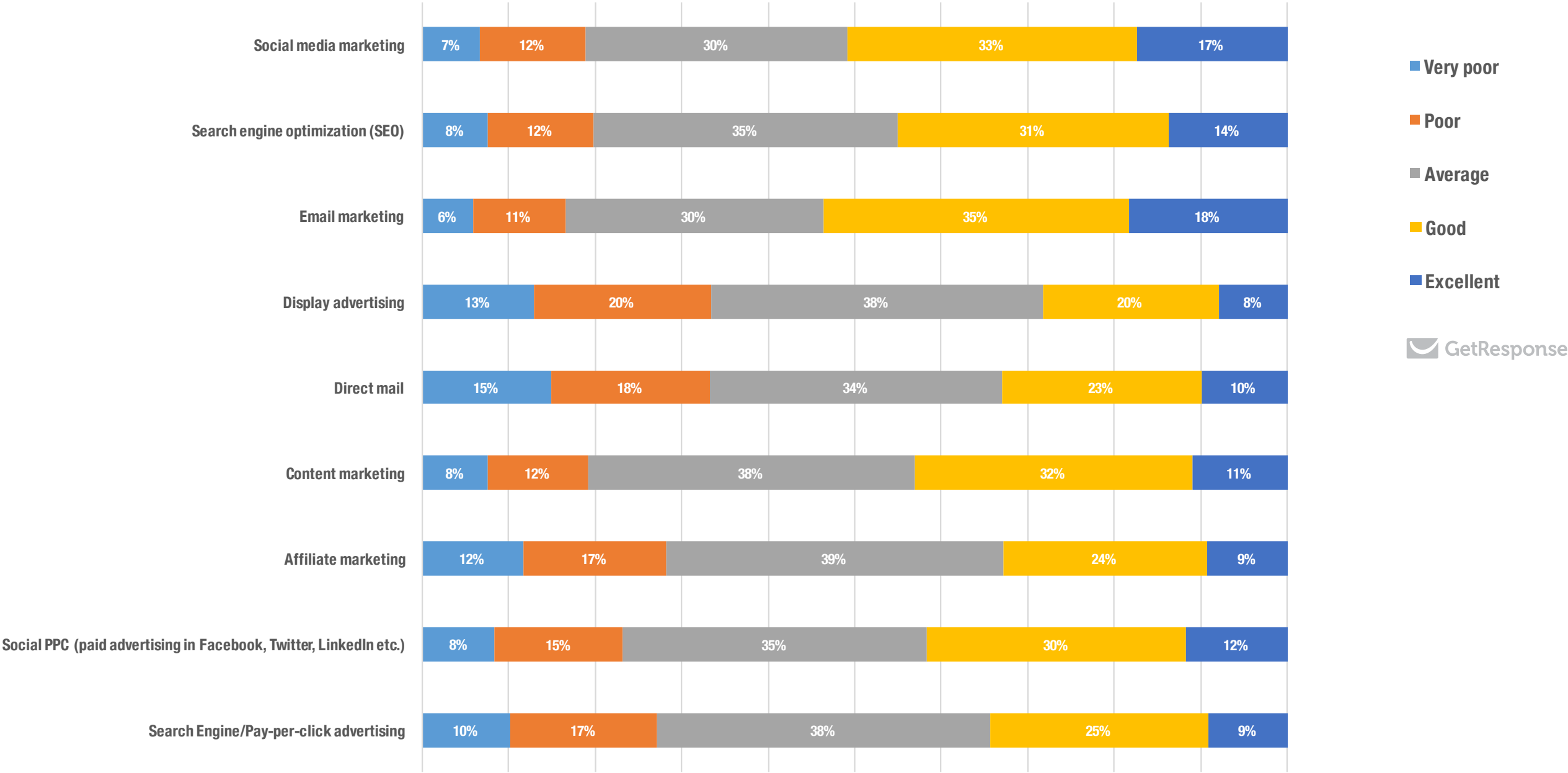
Return on investment

All industries

Across all the channels, 18% of participants surveyed said that email marketing delivered

the highest ROI, closely followed by social media marketing (Figure 4).

Figure 4 . MARKETING CHANNEL ROI ACROSS INDUSTRIES



AGENCY

Email marketing and social media tie in first place for delivering excellent ROI with 16% of marketers stating so (Figure 5). An impressive 62% of marketers say budget for email marketing will increase (Figure 7) in 2017.

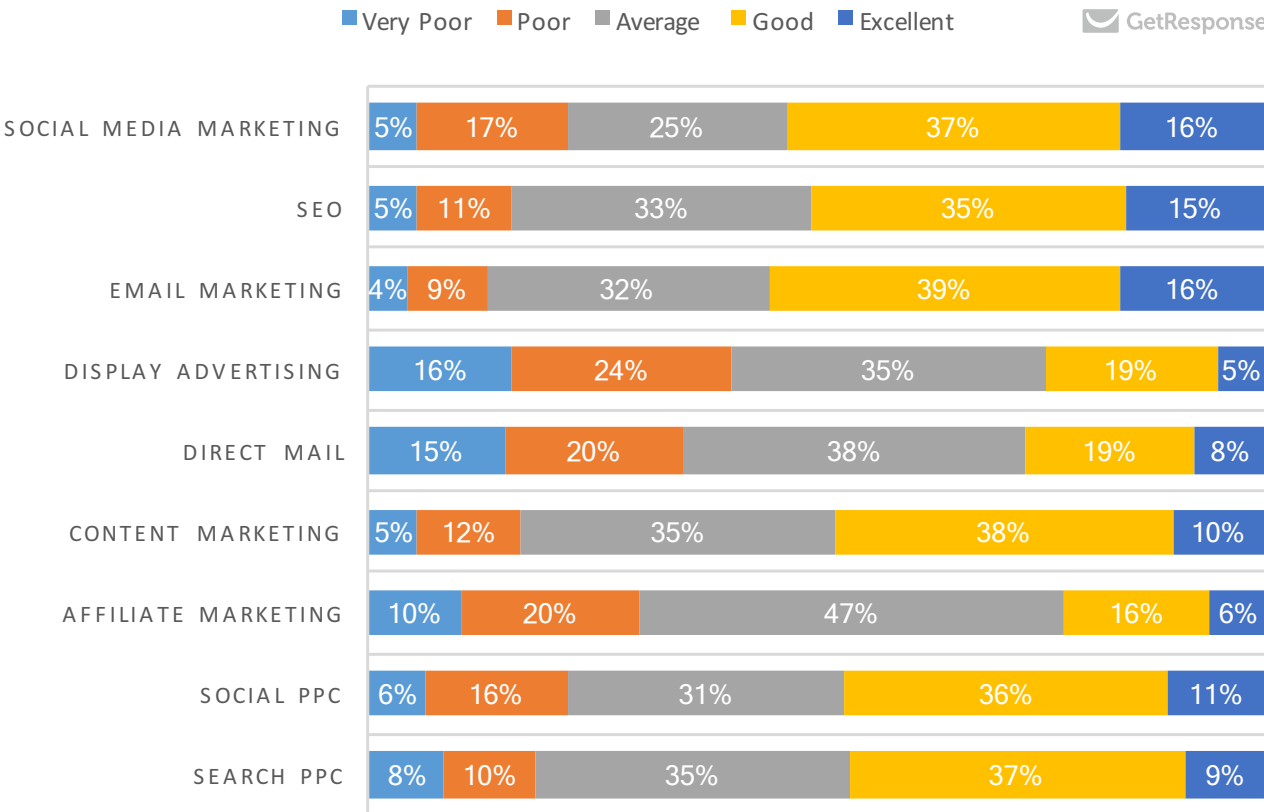
On average open rates are 27% and click-through rates 3.7% – all of which indicates that agencies are doing well and as you read on you'll see why. They use some of the more

advanced techniques (Figure 1).

High-funnel metrics such as opens and clicks lead the way with agencies. 31% state these are the metrics they're rewarded on (Figure 6).

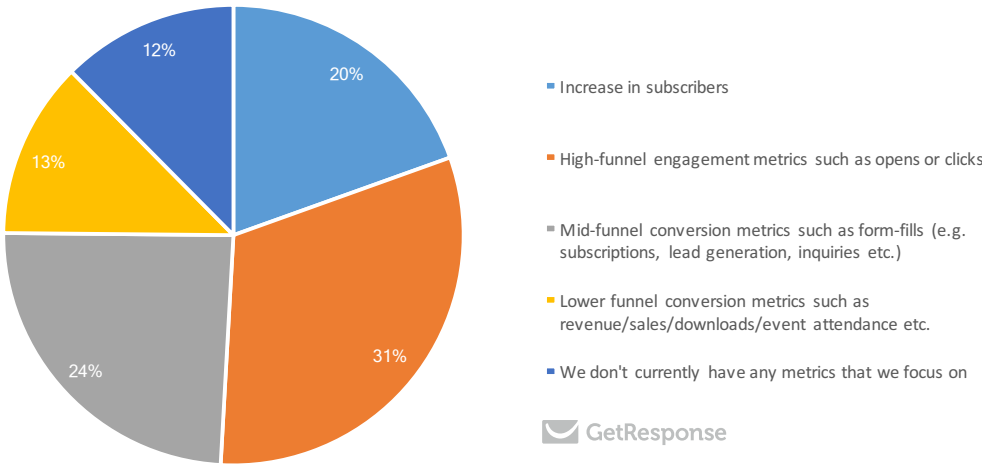
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 5. AGENCY ROI



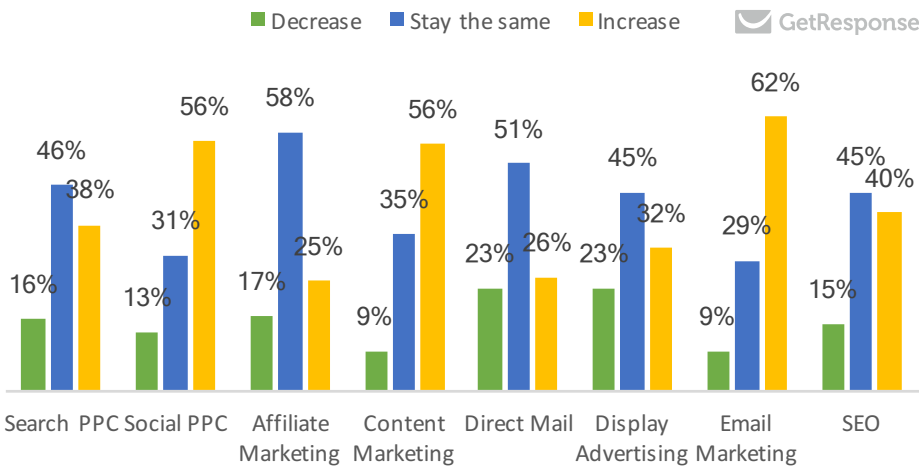
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 6. AGENCY



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 7. AGENCY FUTURE BUDGET



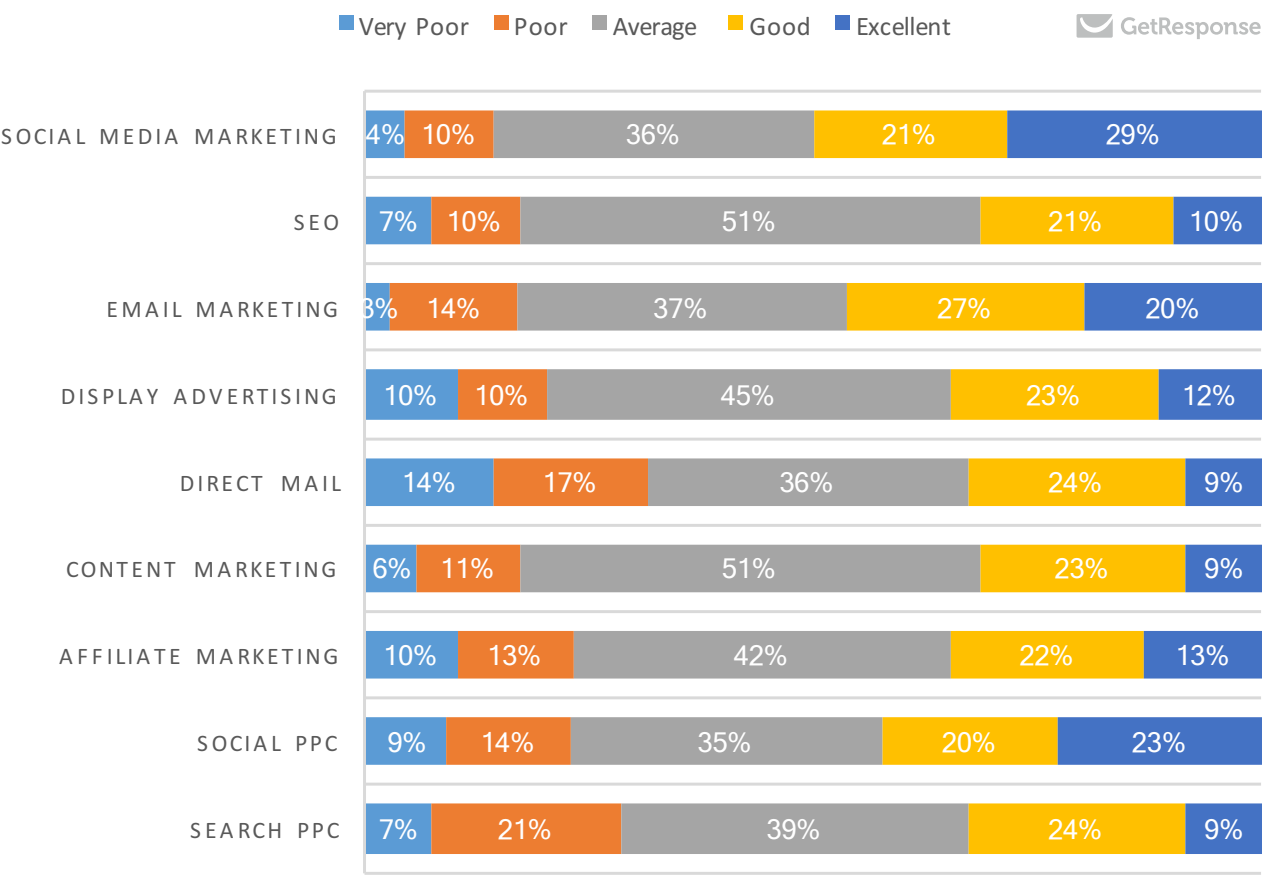
ARTS & ENTERTAINMENT

29% of marketers stated that social media marketing delivers excellent ROI, placing it as the leading channel, with email marketing at 20%, in third place behind social PPC (Figure 8). When put in context with the leading success metric for art & entertainment being subscriber growth, it makes sense that these two social channels are leading the way.

Even so, 59% say the budget for email marketing will increase in 2017 (Figure 10). Their open rate (33%) and click-through rate (6.6%) (Figure 1), are some of the highest when compared to other industries.

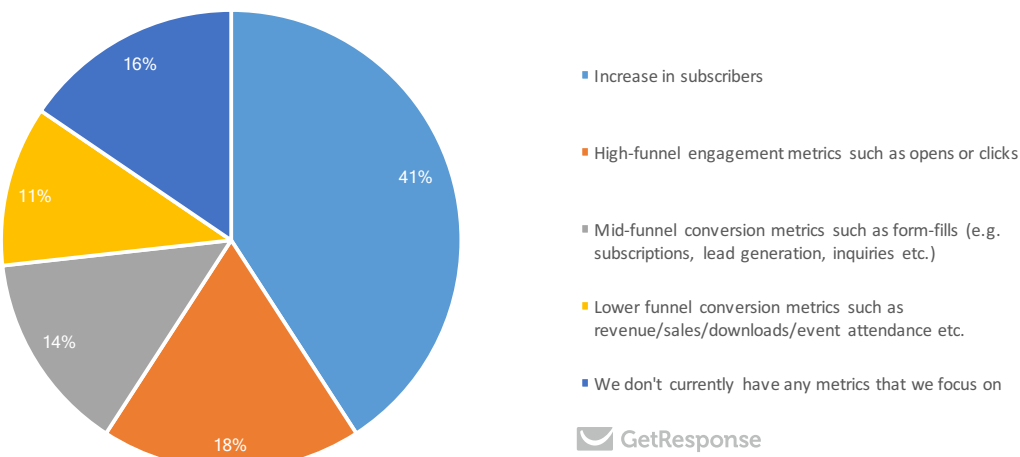
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 8. ARTS & ENTERTAINMENT ROI



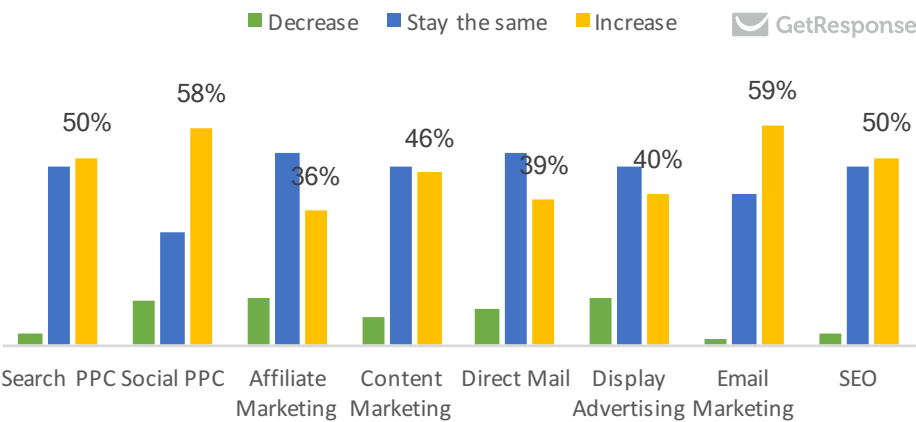
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 9. ARTS & ENTERTAINMENT



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 10. ARTS & ENTERTAINMENT FUTURE BUDGET



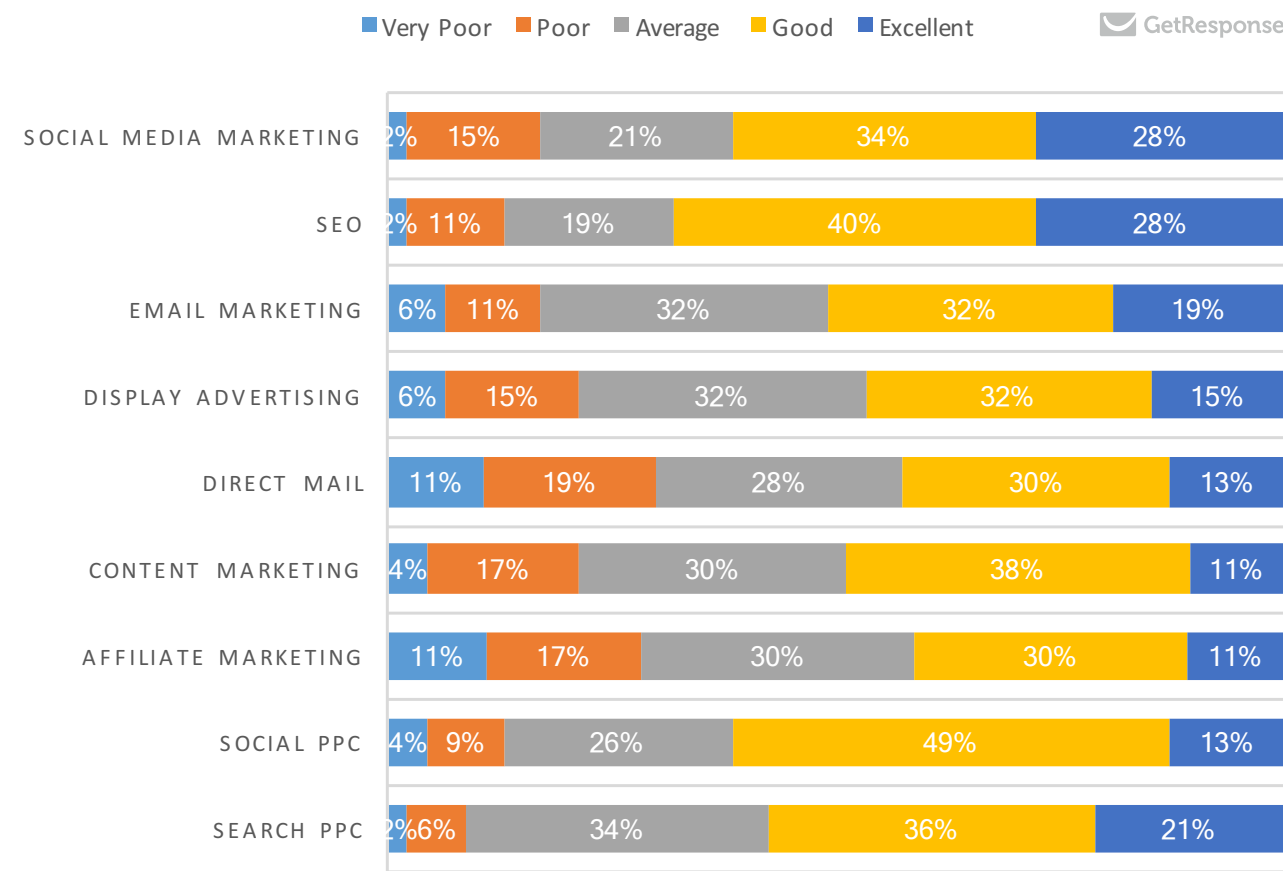
AUTOMOTIVE

SEO and social media marketing tie in first place. 28% marketers state that these channels deliver excellent ROI (Figure 11), with email marketing coming in fourth place.

Again, this could be simply because email marketing is more of a retention channel, whilst social, SEO, and search are all acquisition channels and automotive marketers are rewarded on growing their subscribers, with 31% stating this is their main KPI (Figure 12).

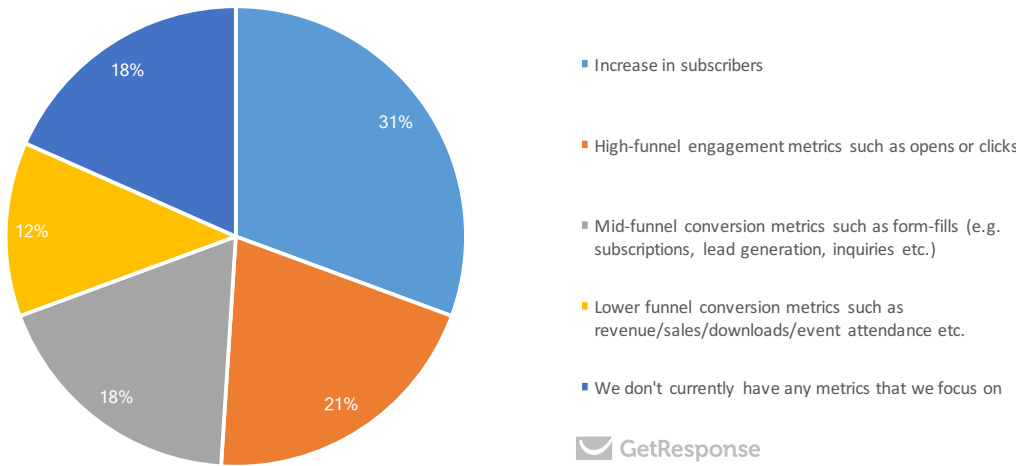
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 11. AUTOMOTIVE ROI



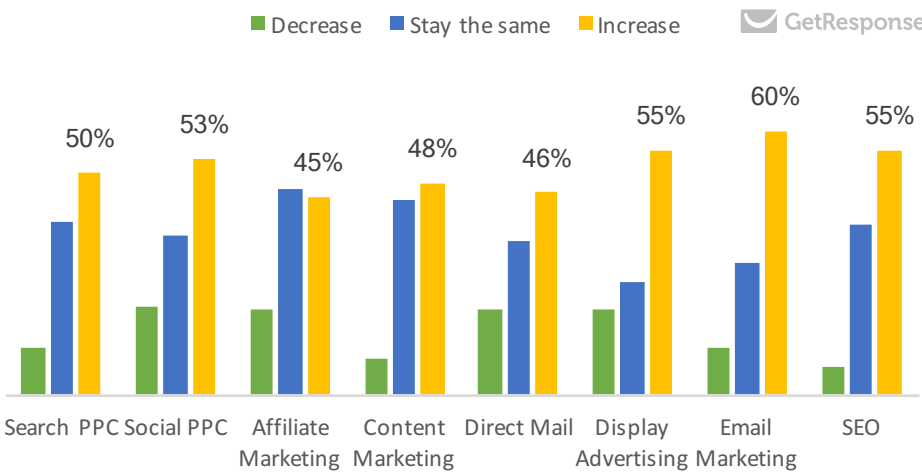
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 12. AUTOMOTIVE



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 13. AUTOMOTIVE FUTURE BUDGET



COMMUNICATIONS

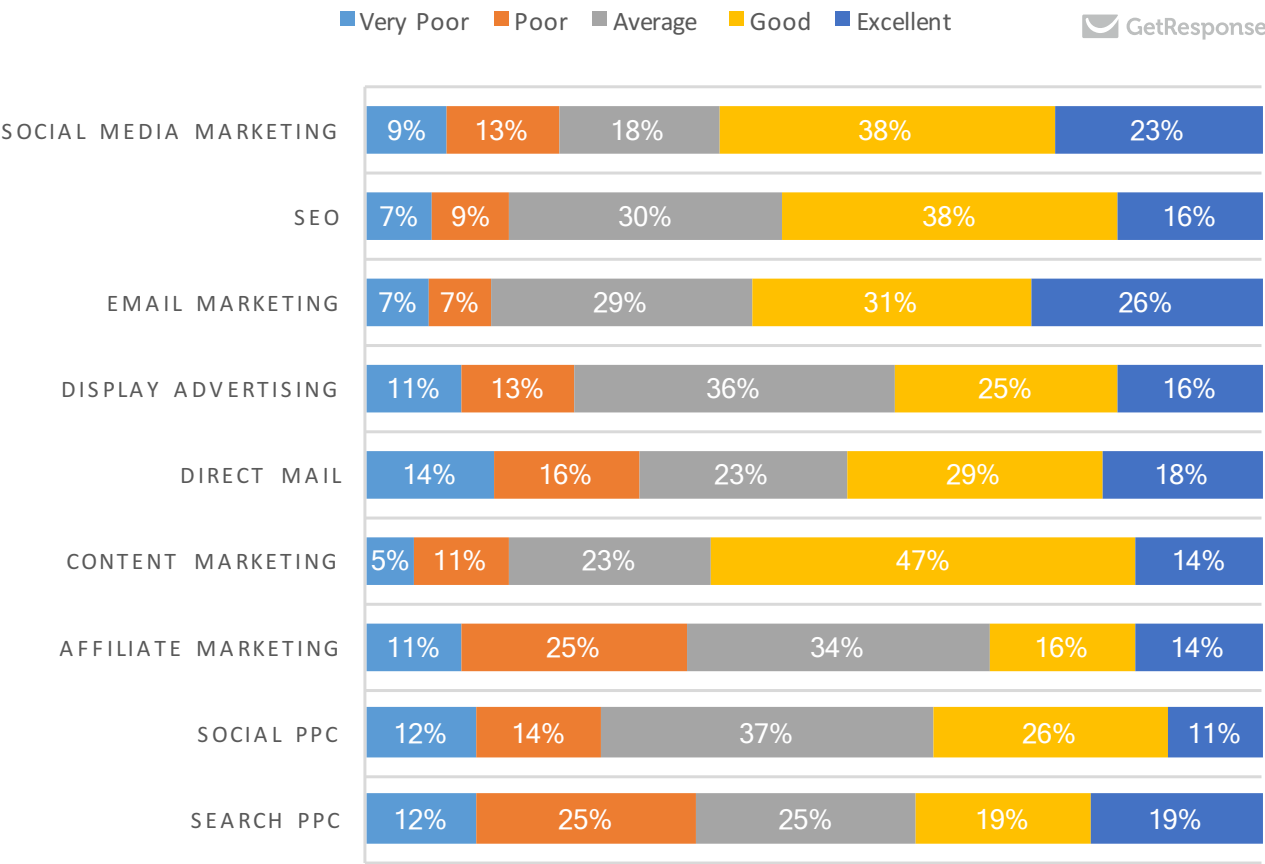
Marketers within the communications industry claim that increasing subscribers (44%) is their leading metric of success, with a hefty 27% saying they have no success metric in place (Figure 15). Even so, a whopping 64% of marketers say they will be increasing their email marketing budget in 2017 (Figure 16).

Email marketing is the strongest channel in delivering ROI (26%), with social media marketing (23%) a close second (Figure 14).

With average open rates of 25% and click-through rates of 3.8% (Figure 1), communication marketers are achieving healthy metrics.

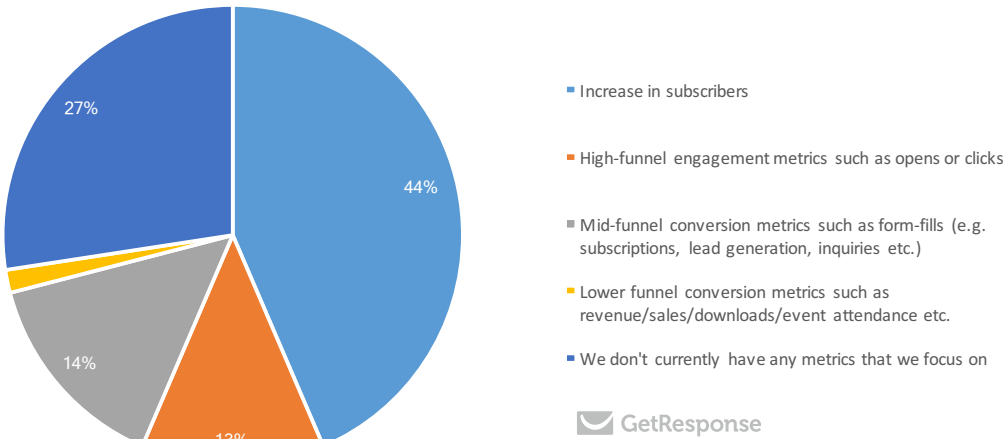
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 14. COMMUNICATIONS ROI



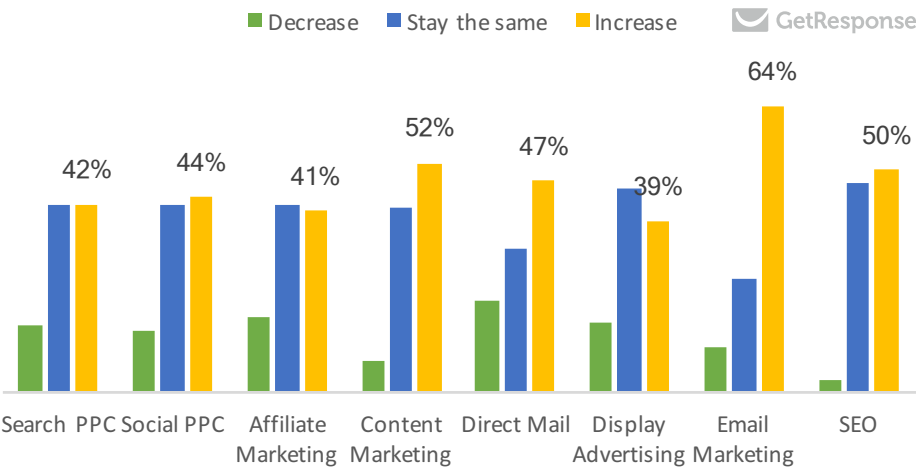
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 15. COMMUNICATIONS



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 16. COMMUNICATIONS FUTURE BUDGET



EDUCATION

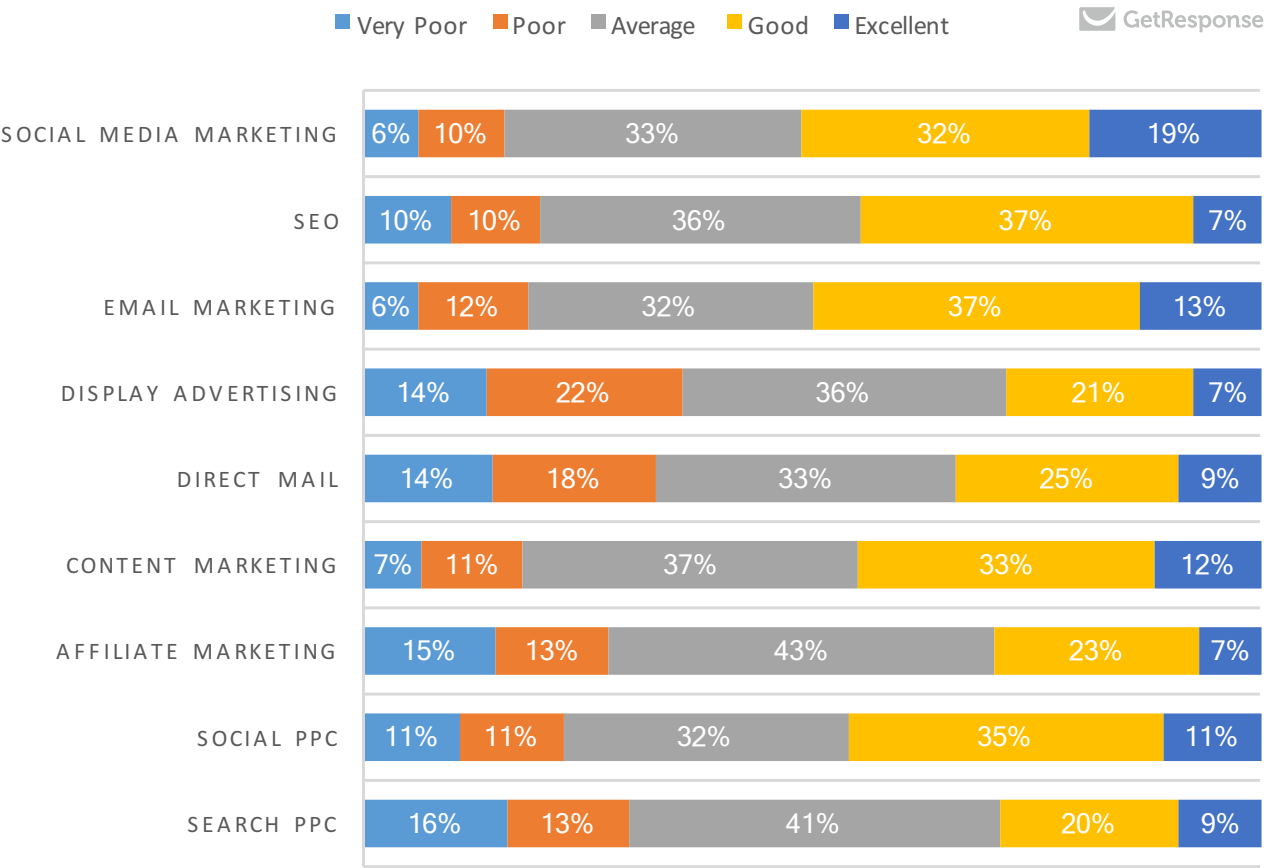
Marketers within the education industry state that increasing subscribers (29%) and high funnel metrics (20%) are their leading metrics of success (Figure 18). 57% say they will be increasing email marketing's budget in 2017 (Figure 19).

Social media marketing is the strongest channel in delivering ROI (19%), with email marketing (13%) coming second, and content marketing (12%) following closely behind (Figure 17).

With average open rates of 32% and click-through rates of 6.4% (Figure 1), it's clear that their audiences think that education marketers are doing an excellent job.

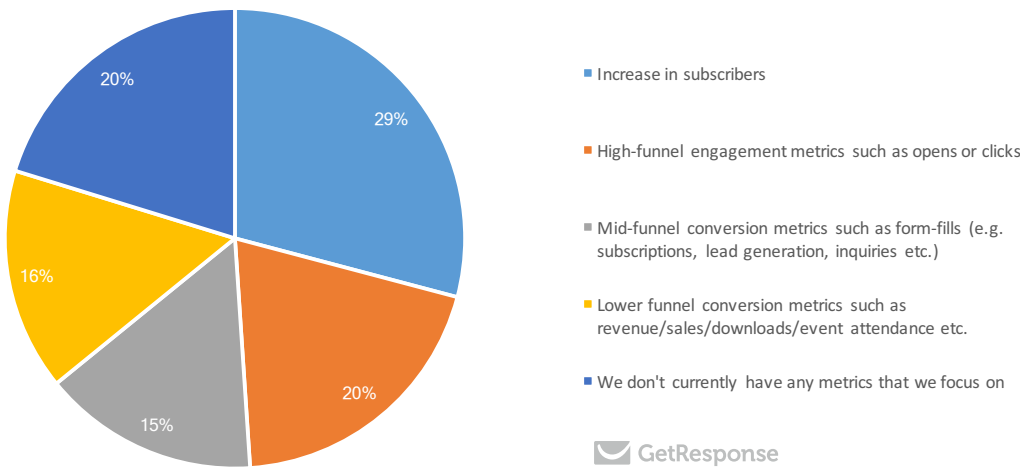
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 17. EDUCATION ROI



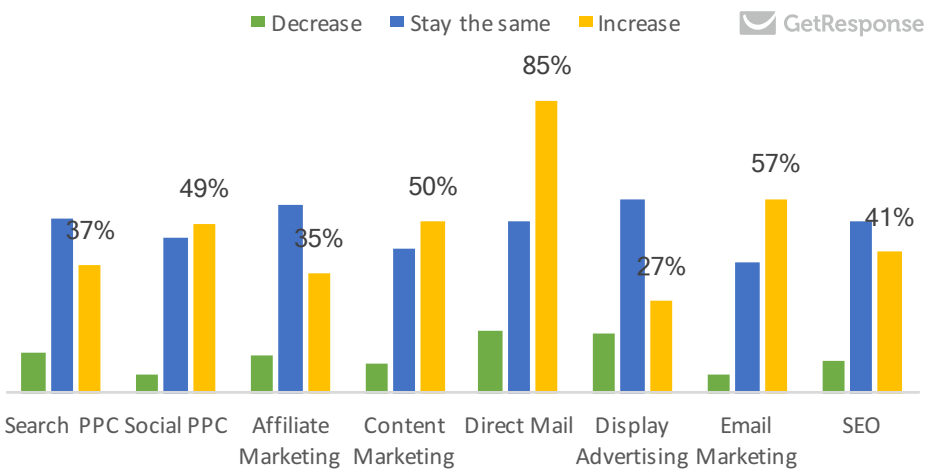
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 18. EDUCATION



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 19. EDUCATION FUTURE BUDGET



FINANCIAL SERVICES

On average, financial service marketers achieve a 22% open rate and a 5.3% click-through rate (Figure 1).

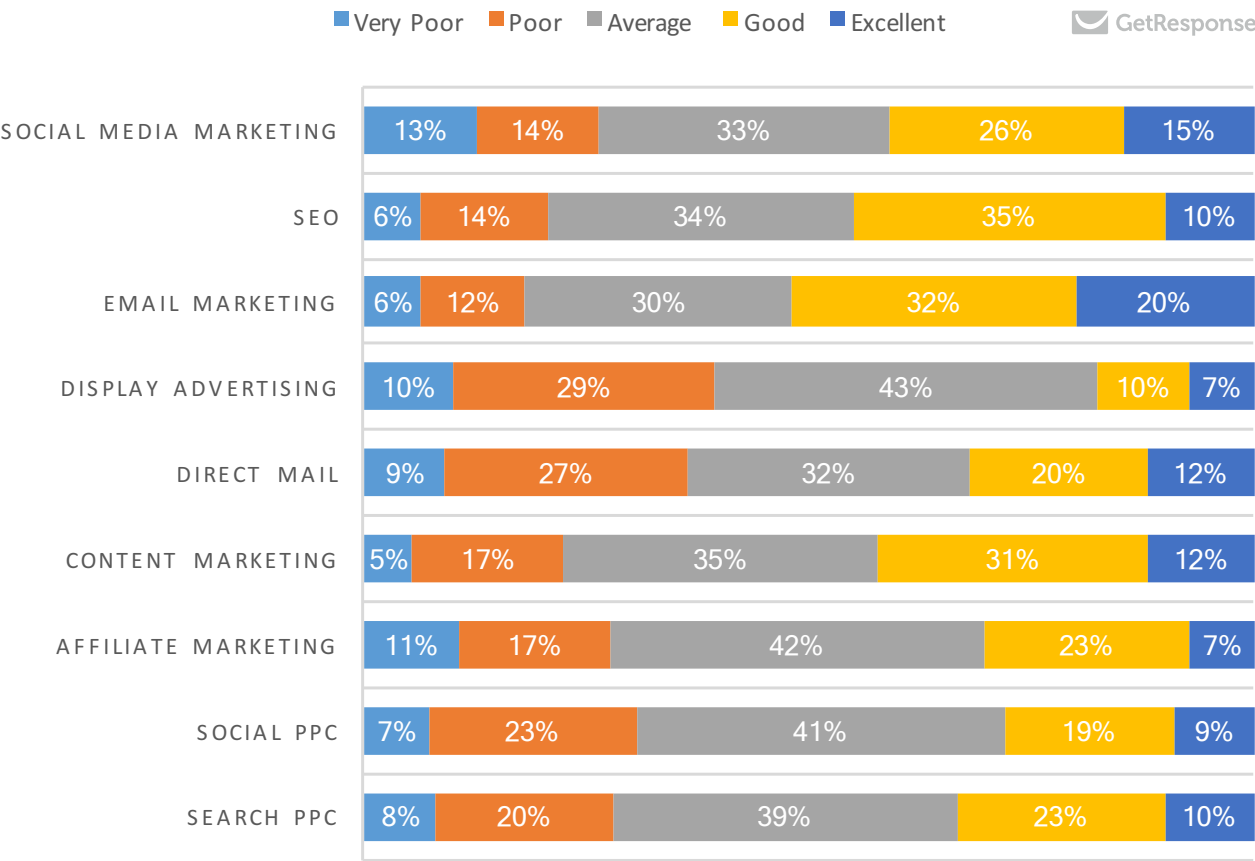
60% of marketers will be increasing their email budget in 2017. This makes email marketing one of only two channels that will have their budgets increased within this industry (Figure 22).

The primary success metrics are top-of-funnel metrics at 27%, with increasing subscribers coming a close second at 26% (Figure 21).

This increase in budget can be explained with email marketing leading the way in delivering excellent ROI, with 20% of marketers stating so (Figure 20).

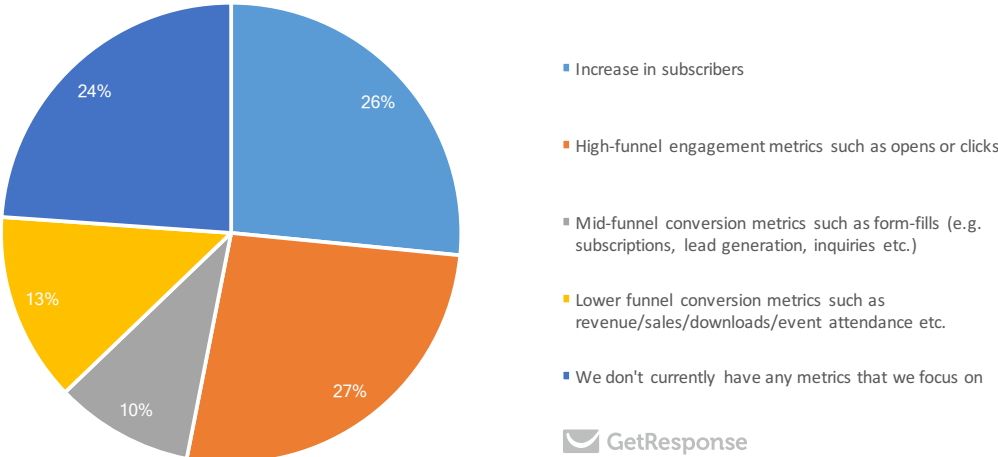
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 20. FINANCIAL SERVICES ROI



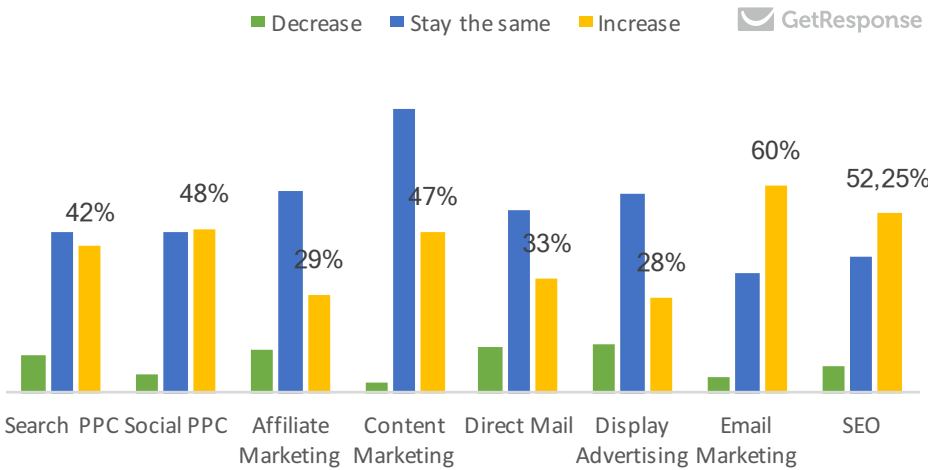
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 21. FINANCIAL SERVICES



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 22. FINANCIAL SERVICES FUTURE BUDGET

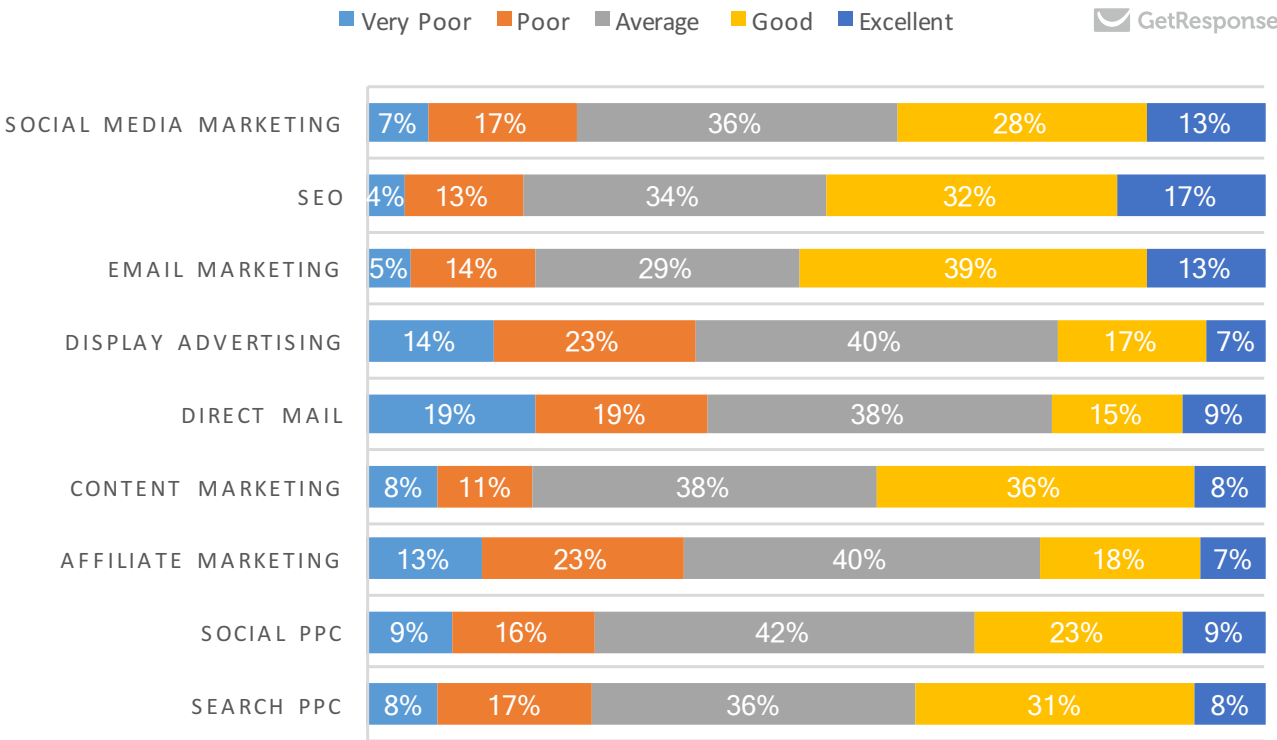


HEALTH & BEAUTY

SEO is the channel delivering the highest percentage of excellent ROI (17%), with email marketing tying in second place with social media marketing (13%). The metric of success for the health and beauty industry is growing their subscriber base with 38% of marketers stating this (Figure 24).

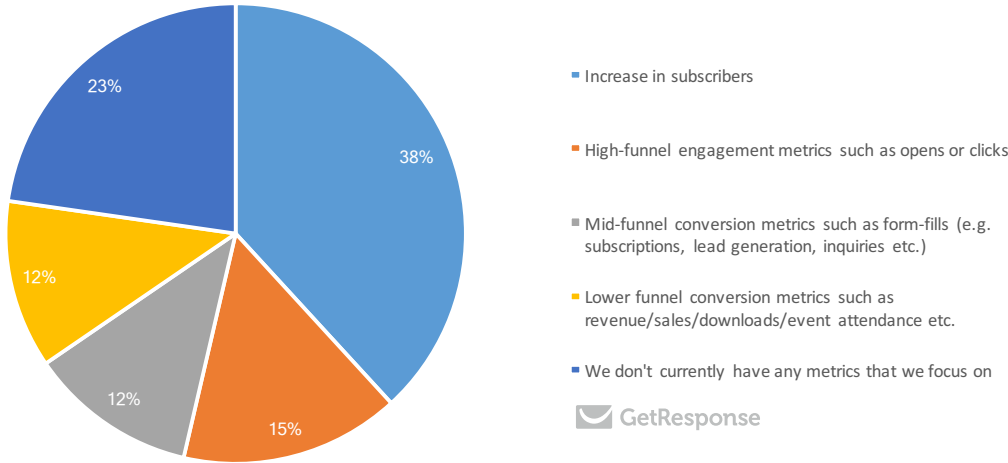
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 23. HEALTH & BEAUTY ROI



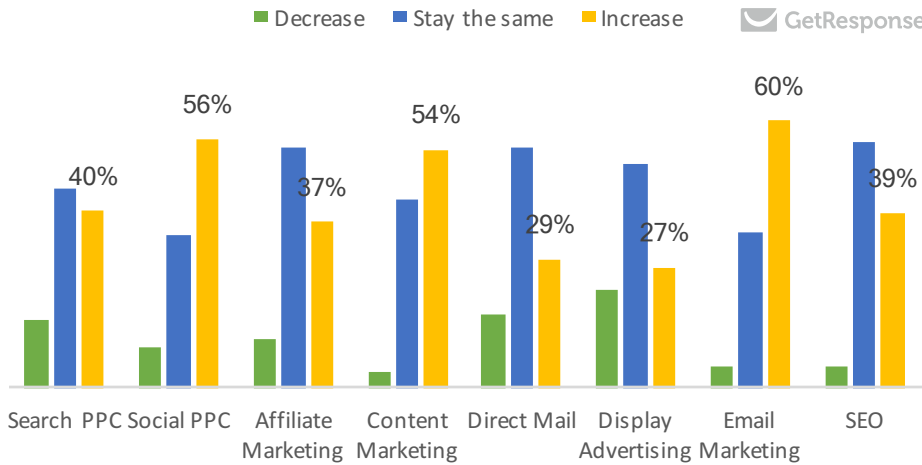
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 24. HEALTH & BEAUTY SERVICES



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 25. HEALTH & BEAUTY FUTURE BUDGET



HEALTH CARE

Marketers within the health care industry state that they're primarily rewarded on high-funnel metrics such as opens and clicks (30%) with 26% saying that they don't have a success metric to measure. 60% of marketers say they will increase their email marketing budget in 2017 – leading the way over other channels (Figure 27).

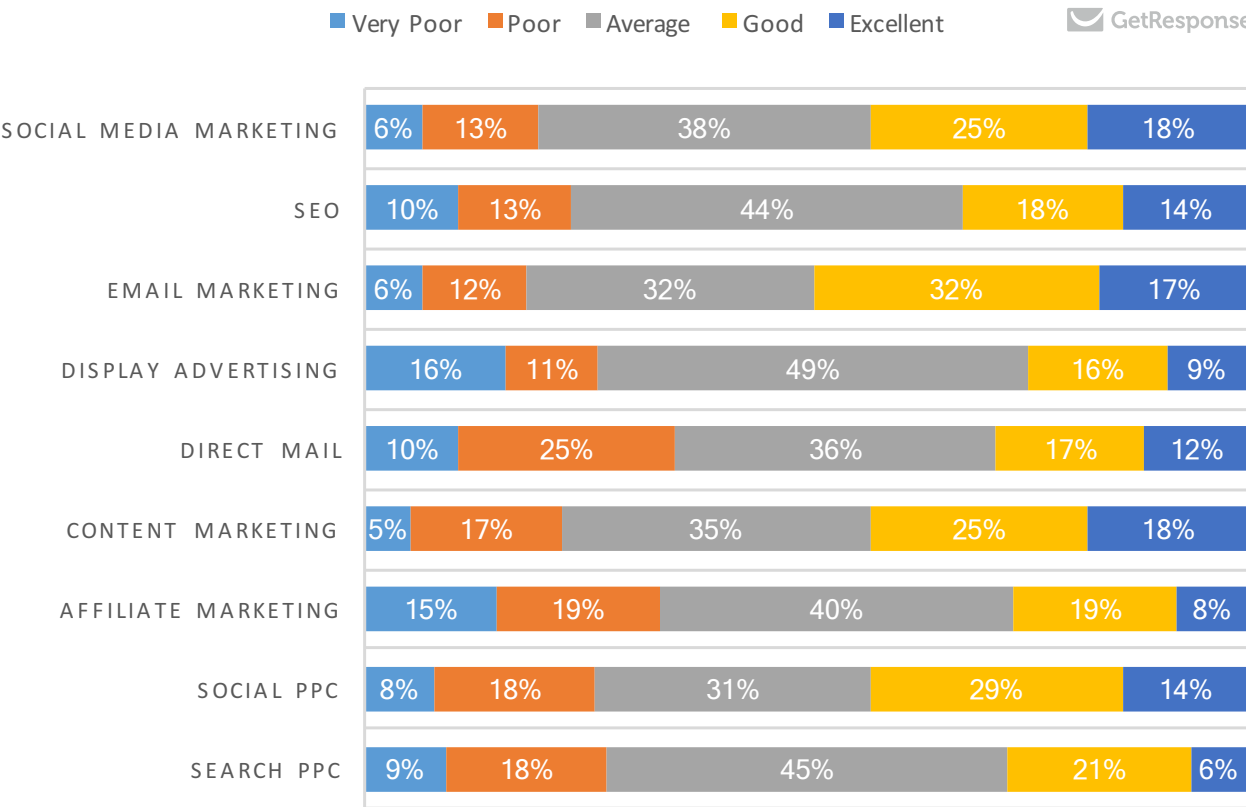
Content marketing and social media marketing tie in first place in delivering excellent ROI,

however, email marketing leads the way with 49% saying it delivers good or excellent ROI (Figure 26).

With average open rates of 34% and click-through rates of 5.3% (Figure 1), health care marketers appear to be doing well.

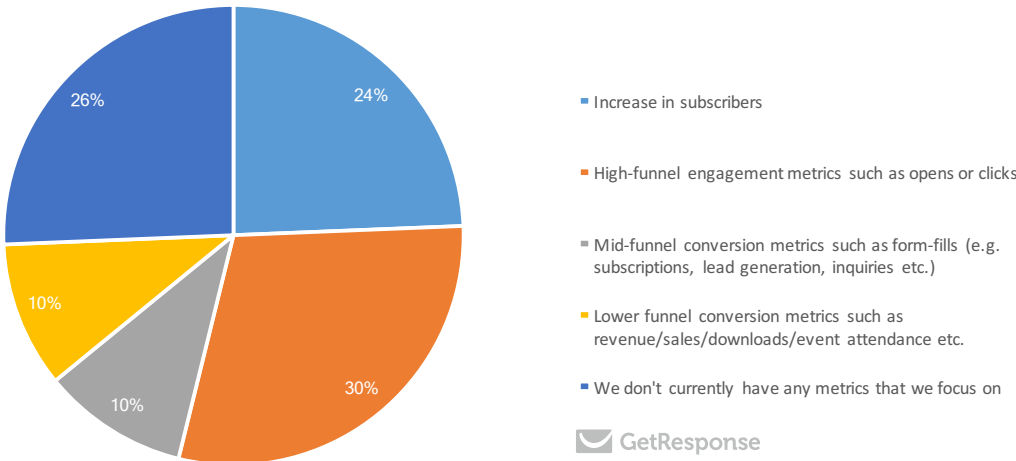
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 26. HEALTH CARE ROI



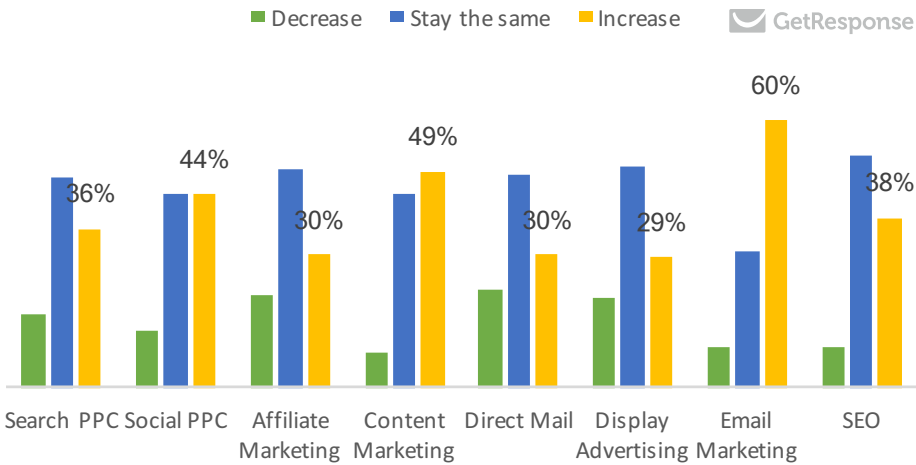
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 27. HEALTH CARE SERVICES



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 28. HEALTH CARE FUTURE BUDGET

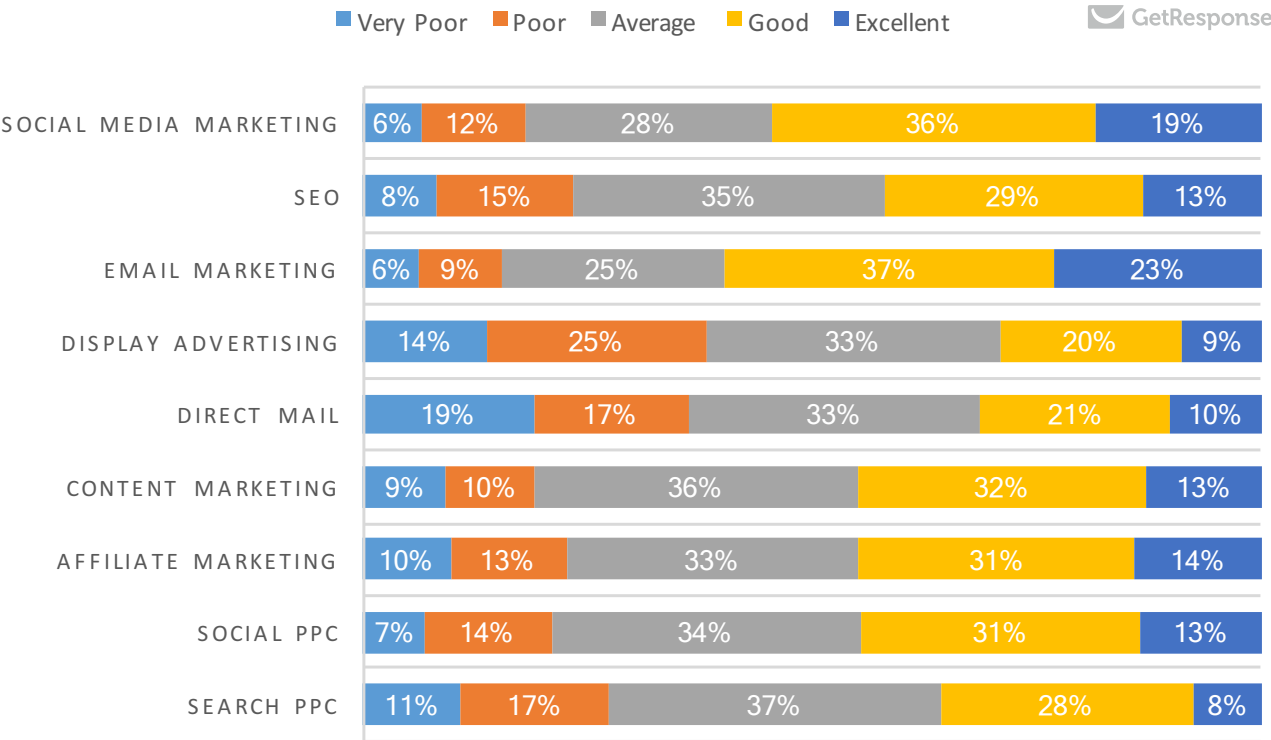


INTERNET MARKETING

Email marketing leads the ROI as a channel: 23% of marketers claim it delivers excellent ROI (Figure 29), while 65% state they will increase their email marketing budget in 2017 (Figure 30). 37% of internet marketers state that their main success metric is increasing subscribers (Figure 30).

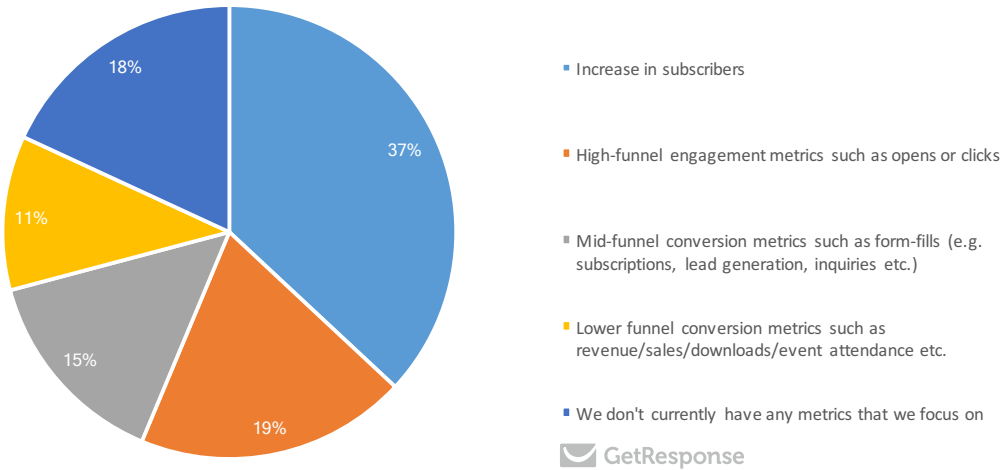
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 29. INTERNET MARKETING ROI



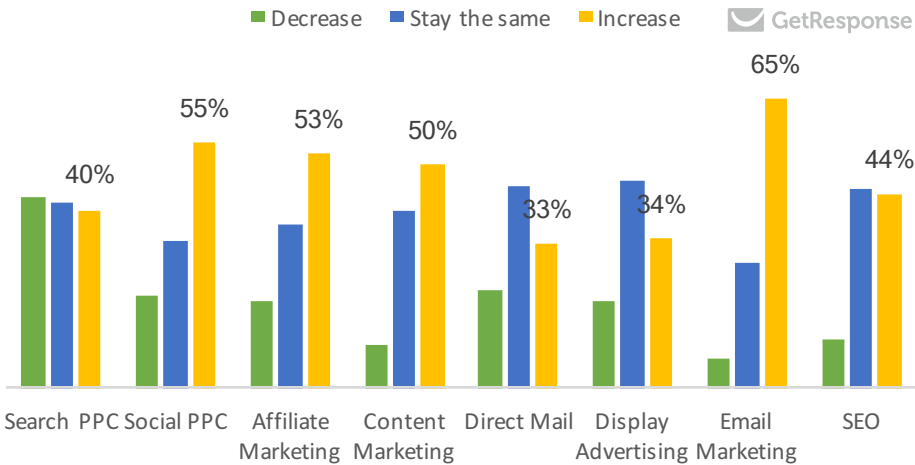
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 30. INTERNET MARKETING SERVICES



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 31. INTERNET MARKETING FUTURE BUDGET



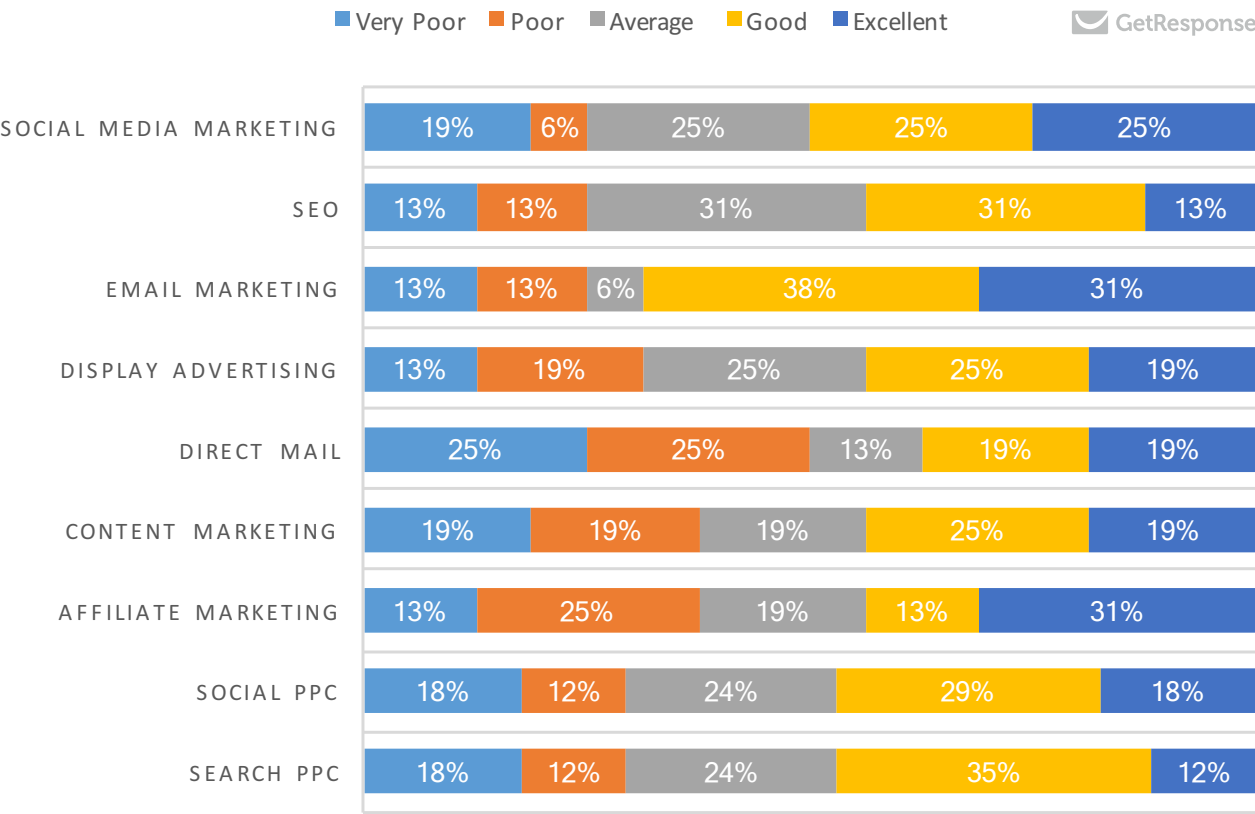
LEGAL SERVICES

39% of marketers in this industry say their main success metrics are mid-funnel conversion metrics such as form downloads. 29% claim that they don't use any success metric (Figure 33). A whopping 75% of marketers say they will increase their email marketing budget in 2017 (Figure 34) and it's not hard to see why when looking at their metrics – email marketing is working for them.

With an average of 39% open rate and a 4.9% click-through rate, legal services are leading the way with open rates (Figure 1). Email marketing and affiliate marketing tie in first place as the channels delivering the best results. 31% of marketers claim they deliver excellent ROI (Figure 32).

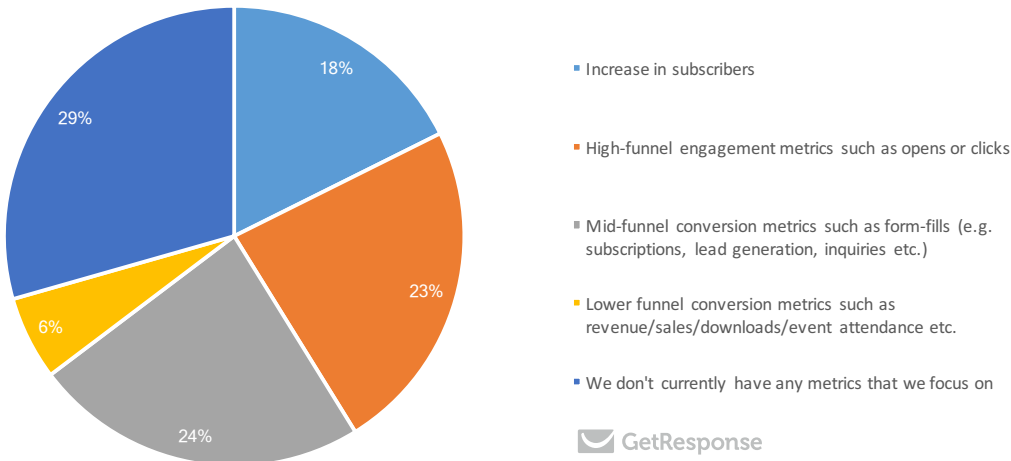
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 32. LEGAL SERVICES ROI



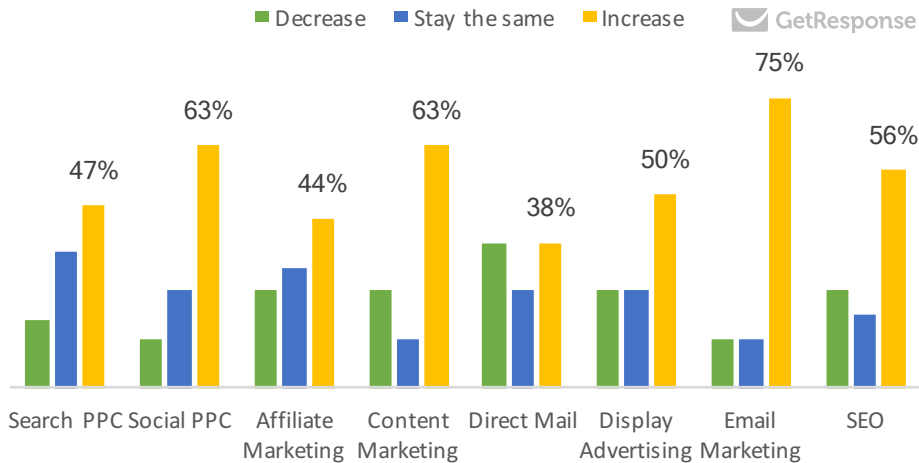
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 33. LEGAL SERVICES SERVICES



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 34. LEGAL SERVICES FUTURE BUDGET



NOT-FOR-PROFIT

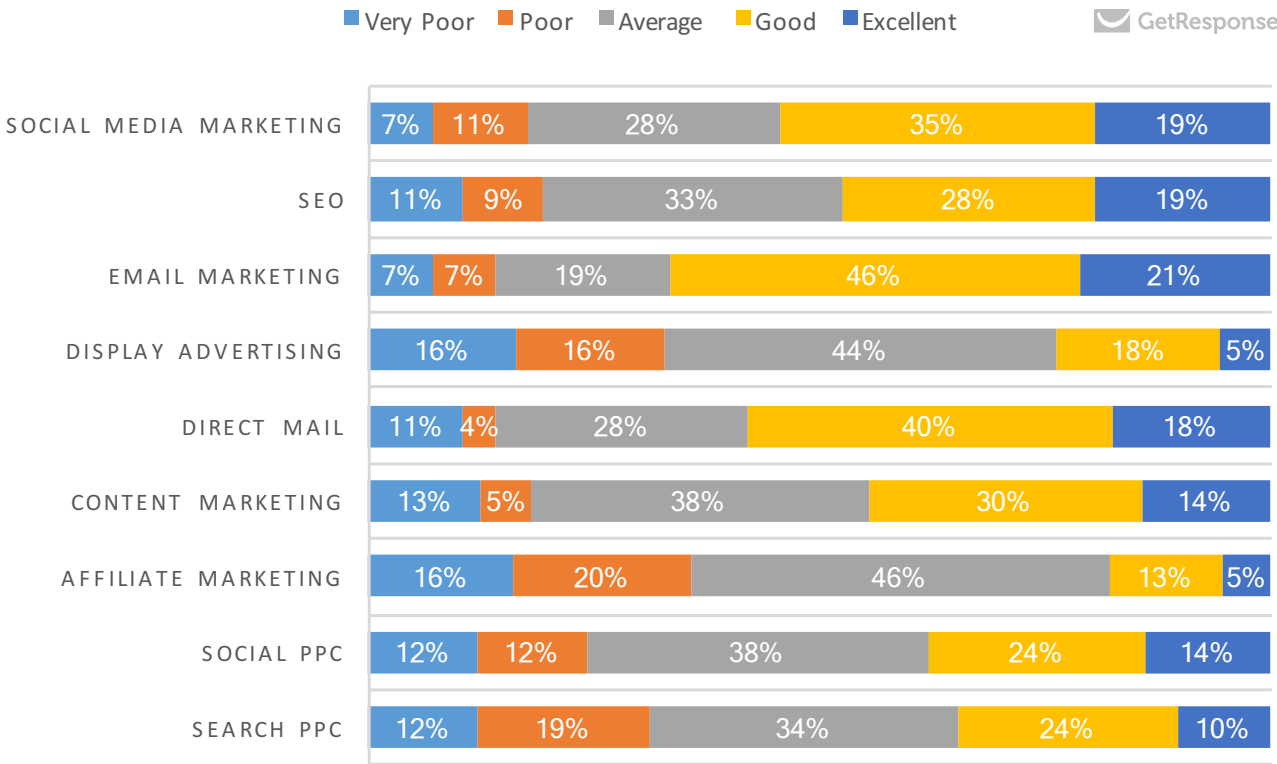
Only 46% of marketers are looking to increase their email marketing budget in 2017 (Figure 37), with almost as many saying they will keep the existing budget. This is a surprise, given that email marketing leads the way in delivering the best ROI, with 21% of marketers claiming it delivers excellent ROI and 67% say that it delivers either good or excellent ROI.

Non-for-profits are showing other industries how it's done with a very impressive average of 36% open rate and 6.6% click-through rate (Figure 1).

26% of marketers from this industry state that their primary success metric is subscriber growth with high-funnel metrics coming a close second at 25% (Figure 36).

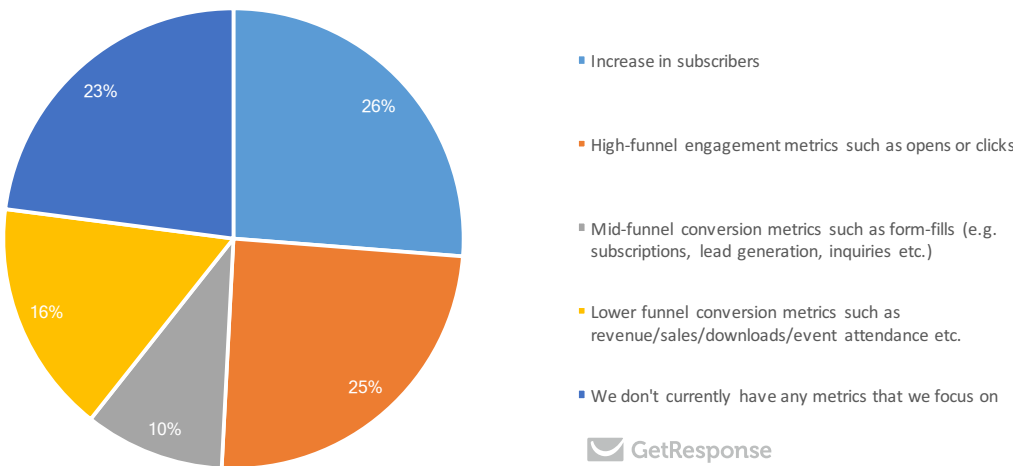
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 35. NOT-FOR-PROFIT ROI



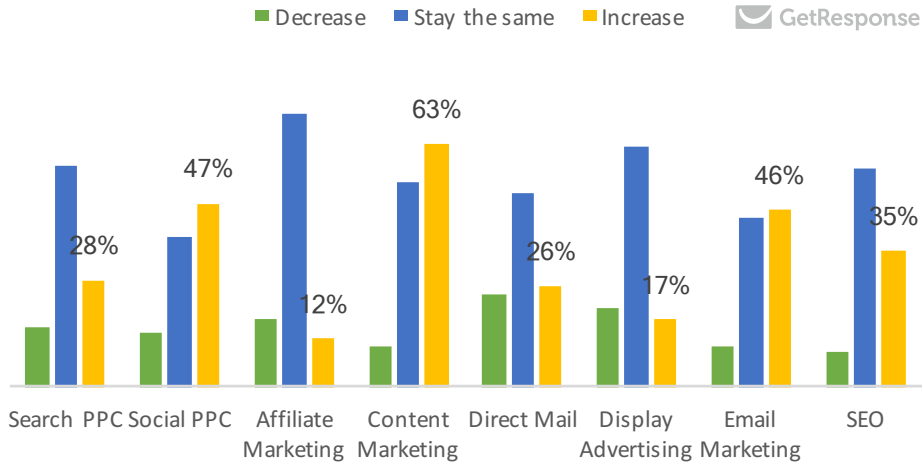
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 36. NOT-FOR-PROFIT SERVICES



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 37. NOT-FOR-PROFIT FUTURE BUDGET



PUBLISHING

As shown in Figure 39, 35% of publishers state their primary success metric is growing their subscribers, with measuring top-of-funnel metrics such as opens and clicks coming in second (30%). This isn't surprising considering publishers make revenue by selling ads, which are reliant upon opens and clicks.

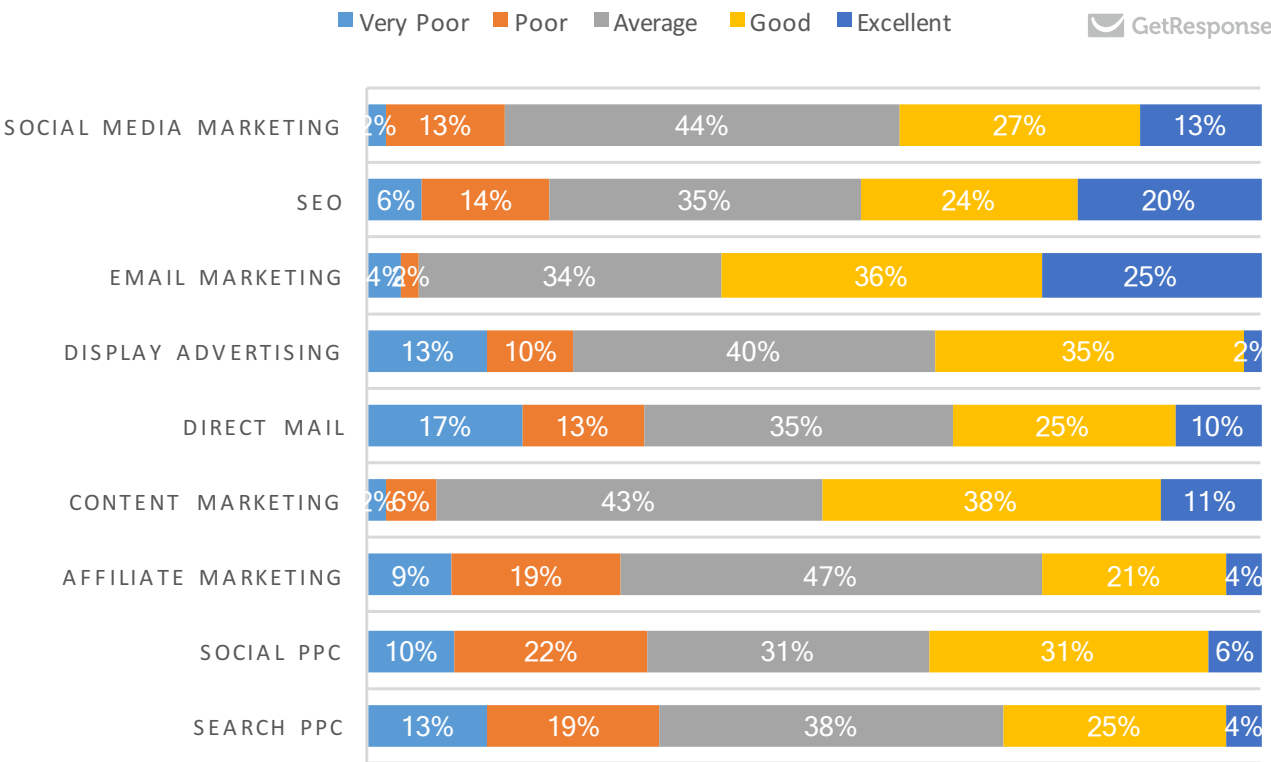
In general, publishers appear to be keeping their budgets static in 2017, with the exception

of email marketing – 55% say they will increase their budget in 2017 (Figure 40). This is potentially because email marketing is the channel that delivers the best ROI according to the 25% of marketers who state it delivers excellent ROI (Figure 38).

With an average open rate of 33% and click-through rate of 7.9%, publishing's average metrics aren't too shabby at all (Figure 1).

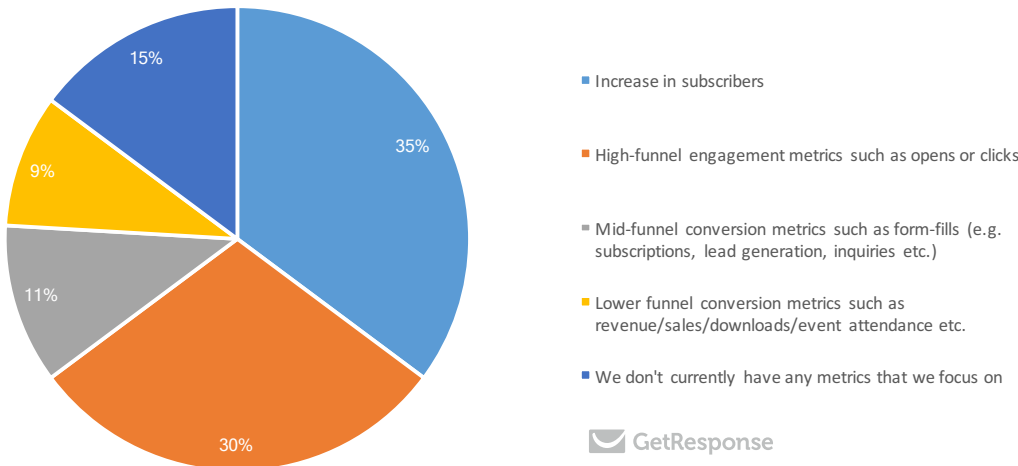
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 38. PUBLISHING ROI



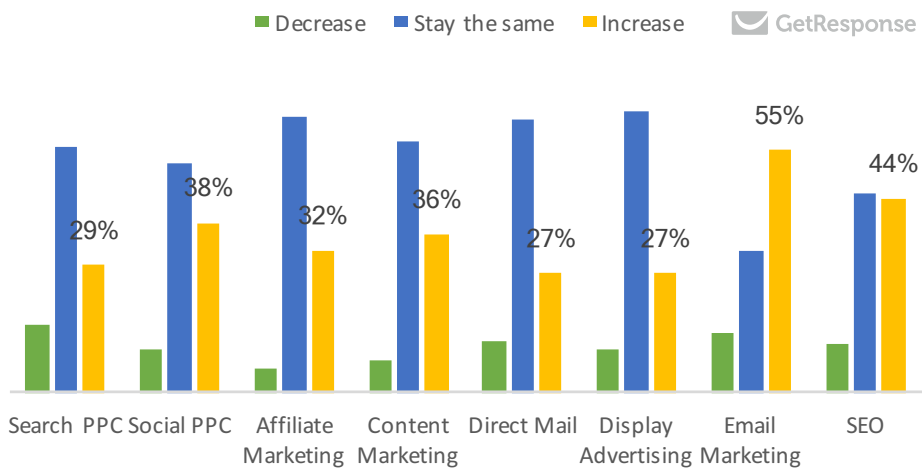
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 30. PUBLISHING SERVICES



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 31. PUBLISHING FUTURE BUDGET



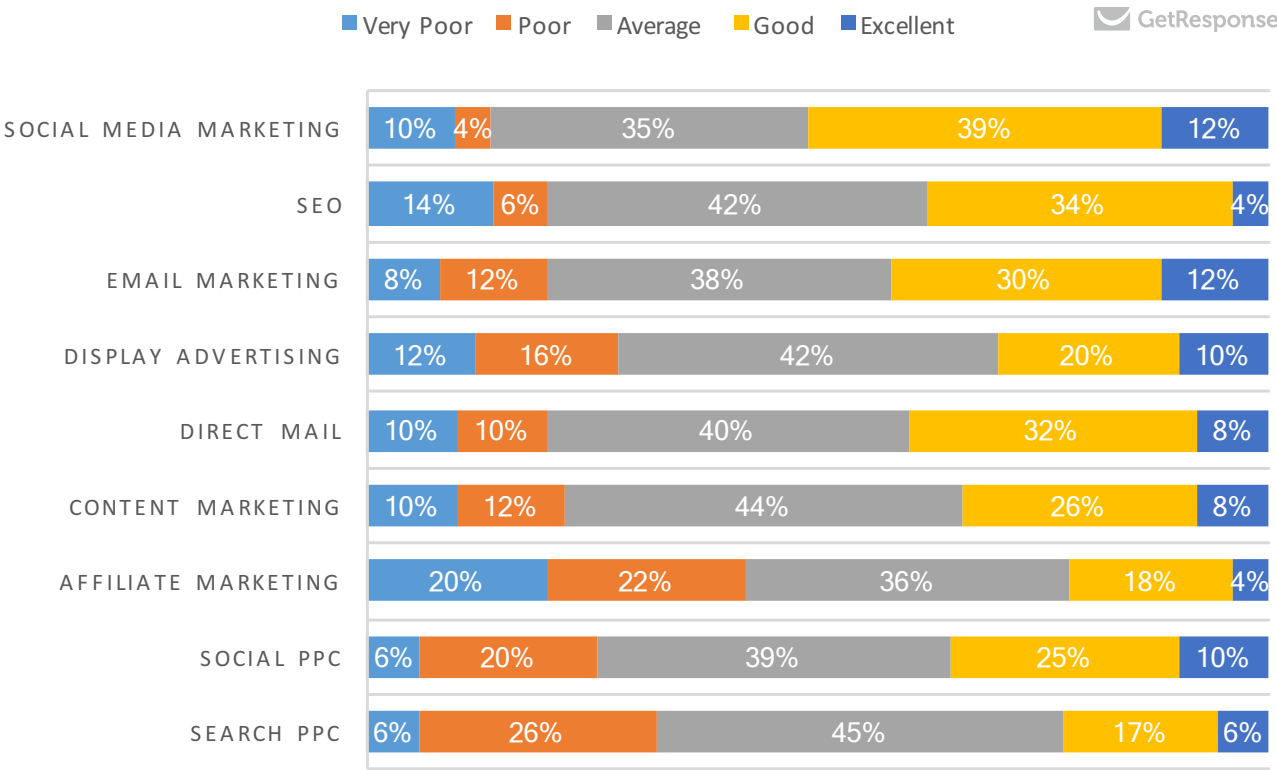
REAL ESTATE

As seen in Figure 41, email marketing ties in first place in terms of ROI – 12% of marketers claim that it delivers excellent ROI.

With an average open rate of 32% and a click-through rate of 4.9%, the metrics for this industry are quite impressive (Figure 1). These healthy metrics translate though into a desire to increase email marketing budget in 2017, with a very high 67% stating they will increase it in 2017 (Figure 43).

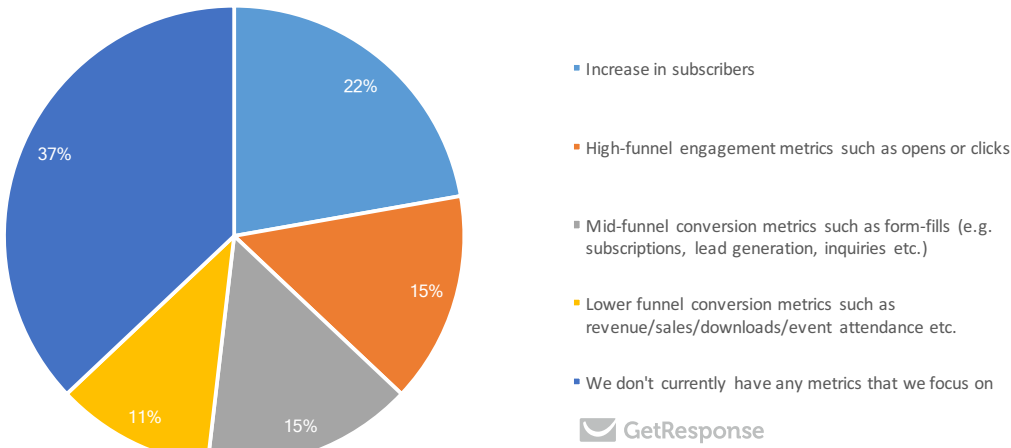
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 41. REAL ESTATE ROI



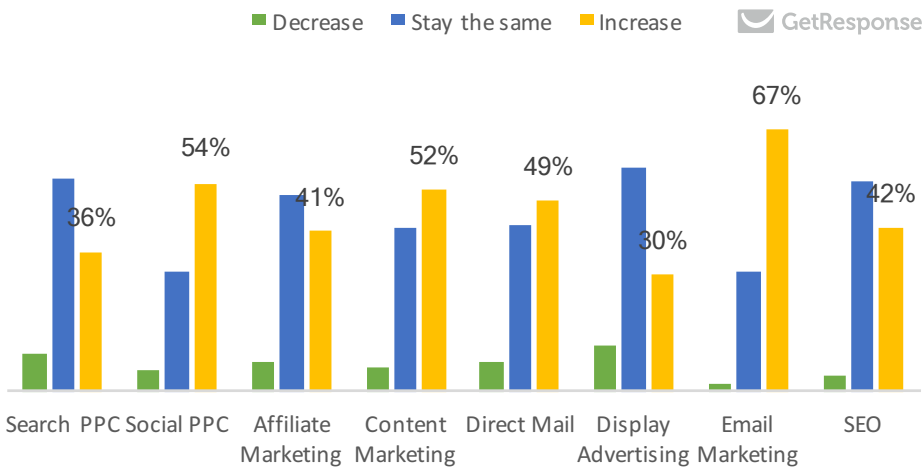
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 42. REAL ESTATE SERVICES



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 43. REAL ESTATE FUTURE BUDGET



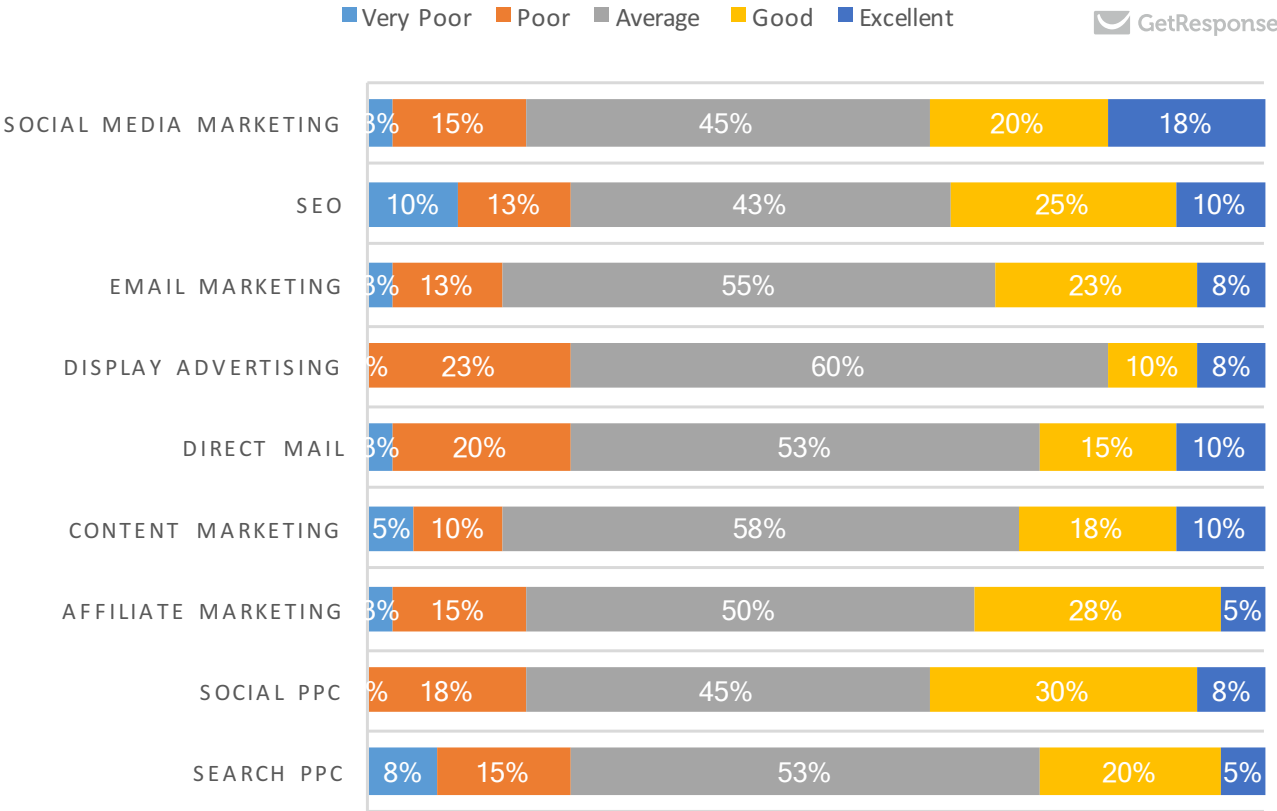
RESTAURANTS & FOOD

The primary success metric used by this industry is growing subscribers (27%), with a shocking 33% not having any success metric in place (Figure 45). This possibly accounts for why only 8% of marketers say that email marketing delivers excellent ROI – maybe they just don’t know how successful they are? The channel leading the way in delivering excellent ROI is social media marketing with an impressive 18% (Figure 44).

With average open rates of 32% and a click-through rate of 3.5%, this industry’s metrics are quite healthy (Figure 1). Across all the channels, it’s looking to keep most of its budgets static in 2017, with 33% looking to increase their budget (Figure 46).

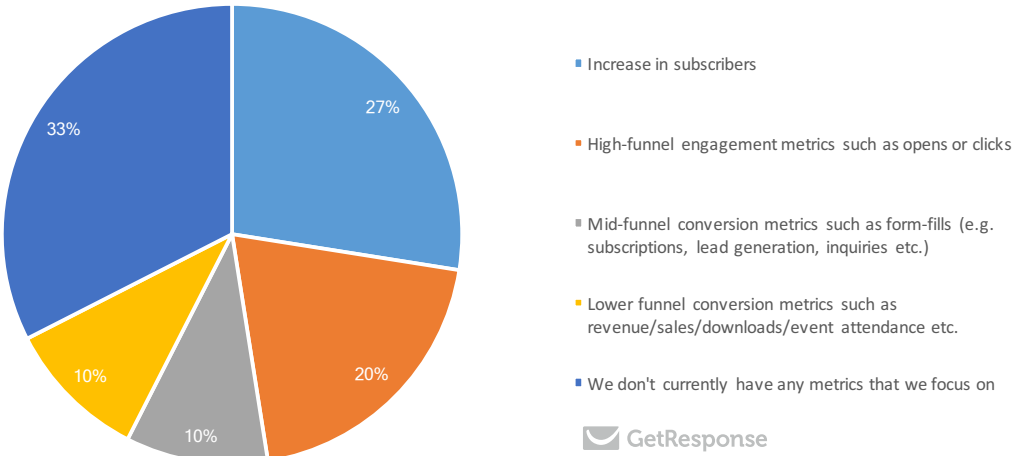
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 44. RESTAURANTS & FOOD ROI



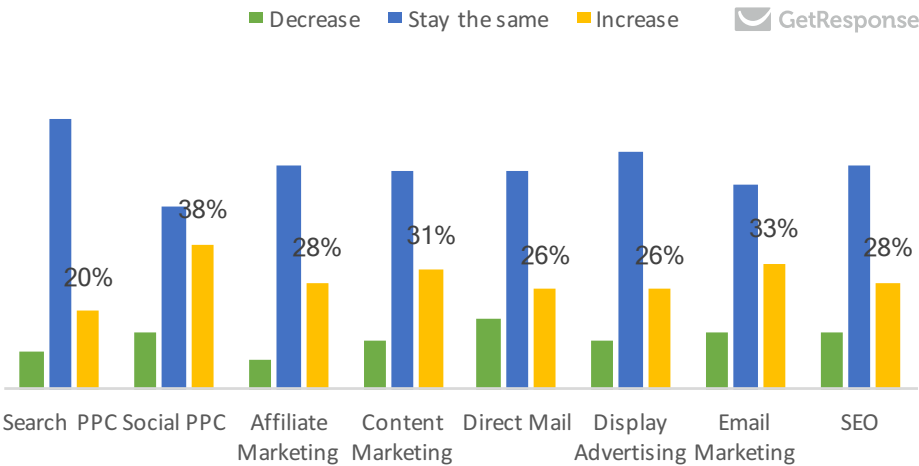
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 45. RESTAURANTS & FOOD SERVICES



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 46. RESTAURANTS & FOOD FUTURE BUDGET



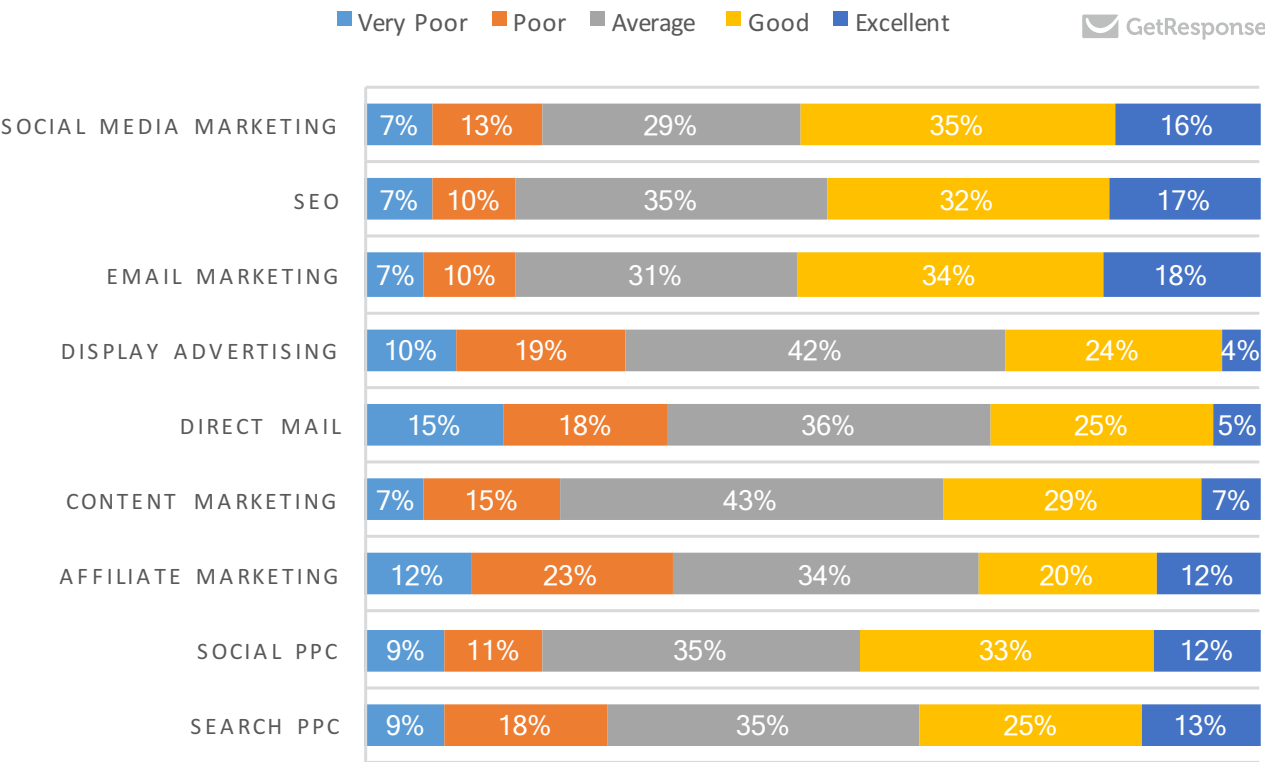
RETAIL

No surprises here, with 18% of retail/ecommerce marketers declaring that email marketing delivers excellent ROI. SEO comes a close second as seen in Figure 47.

Another finding that’s expected is that this industry measures the lower-funnel metrics such as sales as their primary success metric (23%), and is in fact the only industry to do so. However, a shocking 28% of retailers don’t have a success metric to measure! (Figure 48) Happy to see

Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 47. RETAIL ROI

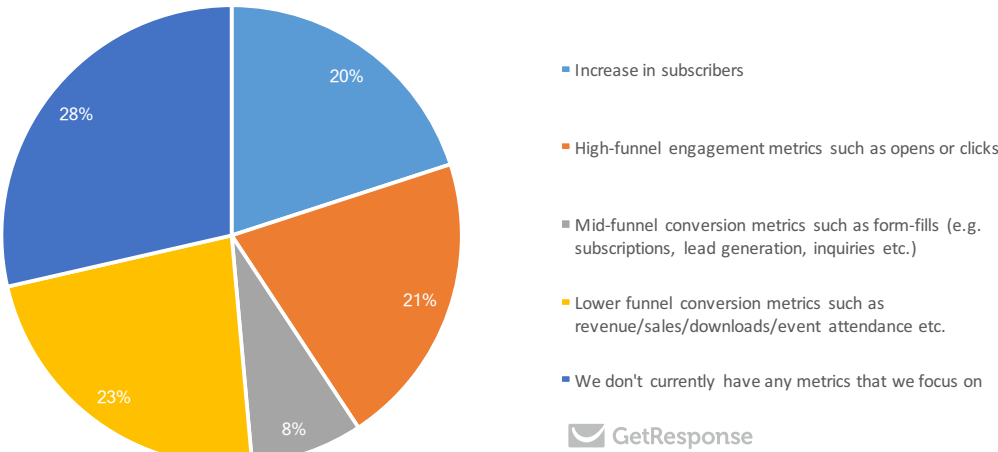


that 51% of retailers will be increasing their email marketing budget in 2017 (Figure 49).

Figure 1 shows us that on average their open rates are 24% and click-through rates are 3.7%. Of course, on a brand by brand basis, we would expect this to differ, depending upon whether their products were impulse, need-based, or considered purchases as different buying cycles and needs for purchases will affect both the open and click rates. The main thing is though, don't be shy about having a presence in the inbox and make it count!

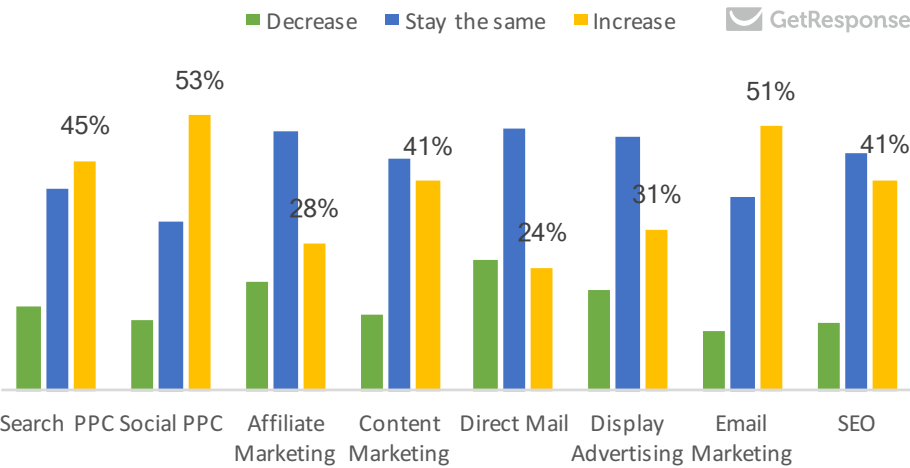
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 48. RETAIL SERVICES



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 49. RETAIL FUTURE BUDGET



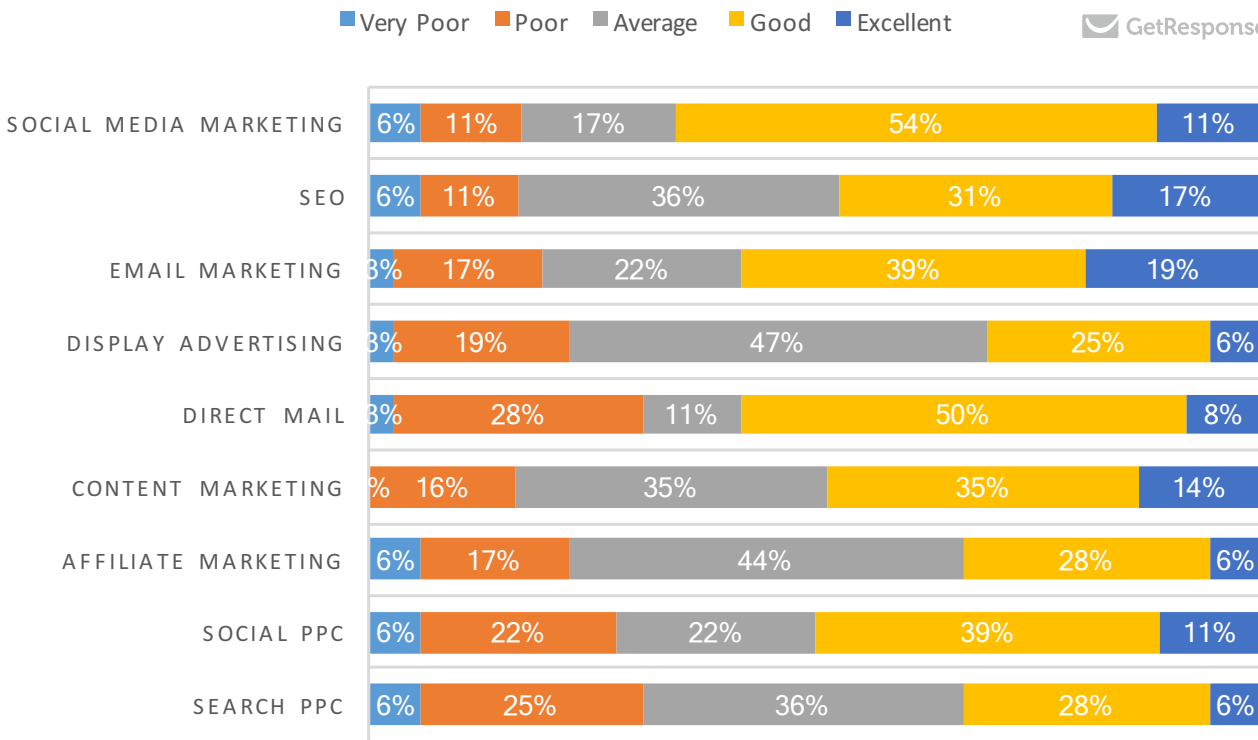
SPORTS & ACTIVITIES

Email marketing leads the way in delivering excellent ROI (19%) with SEO coming in second at 17% (Figure 50). A whopping 61% of marketers say they will be increasing their social PPC budget in 2017, with only 31% saying they will increase their email marketing budget (Figure 52).

On average, this industry has a healthy 27% open rate, with an average 4% click-through rate (Figure 1).

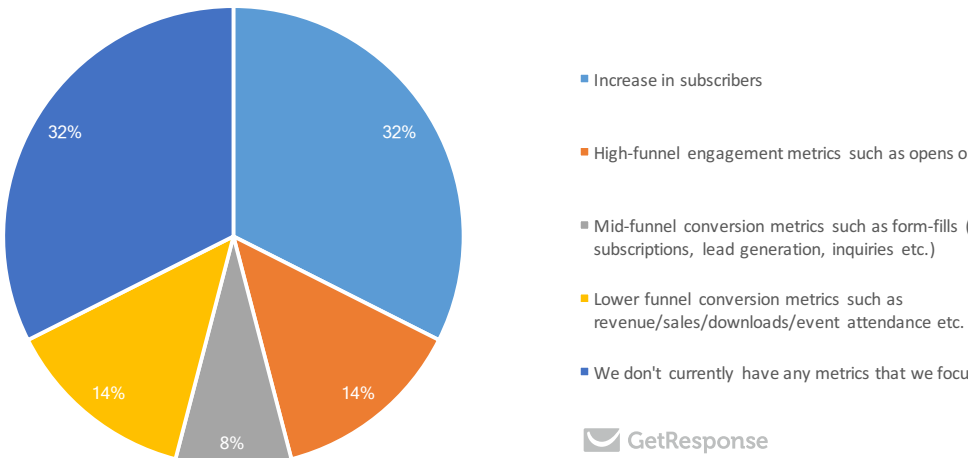
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 50. SPORTS & ACTIVITIES ROI



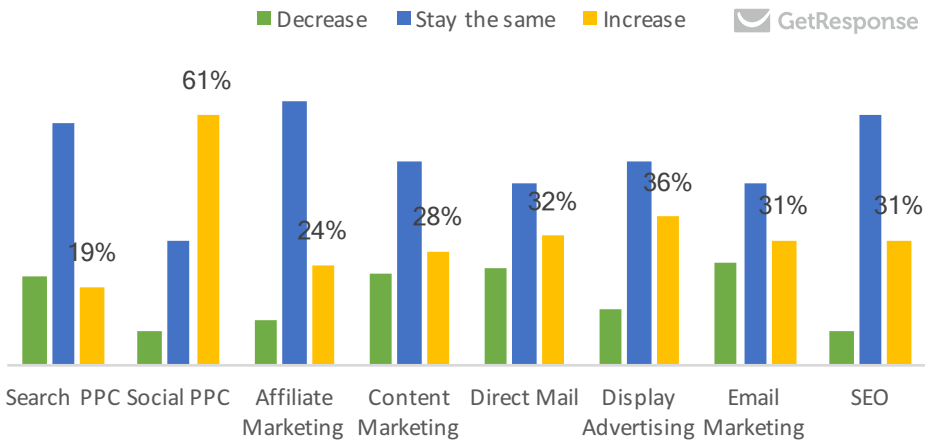
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 51. SPORTS & ACTIVITIES SERVICES



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 52. SPORTS & ACTIVITIES FUTURE BUDGET



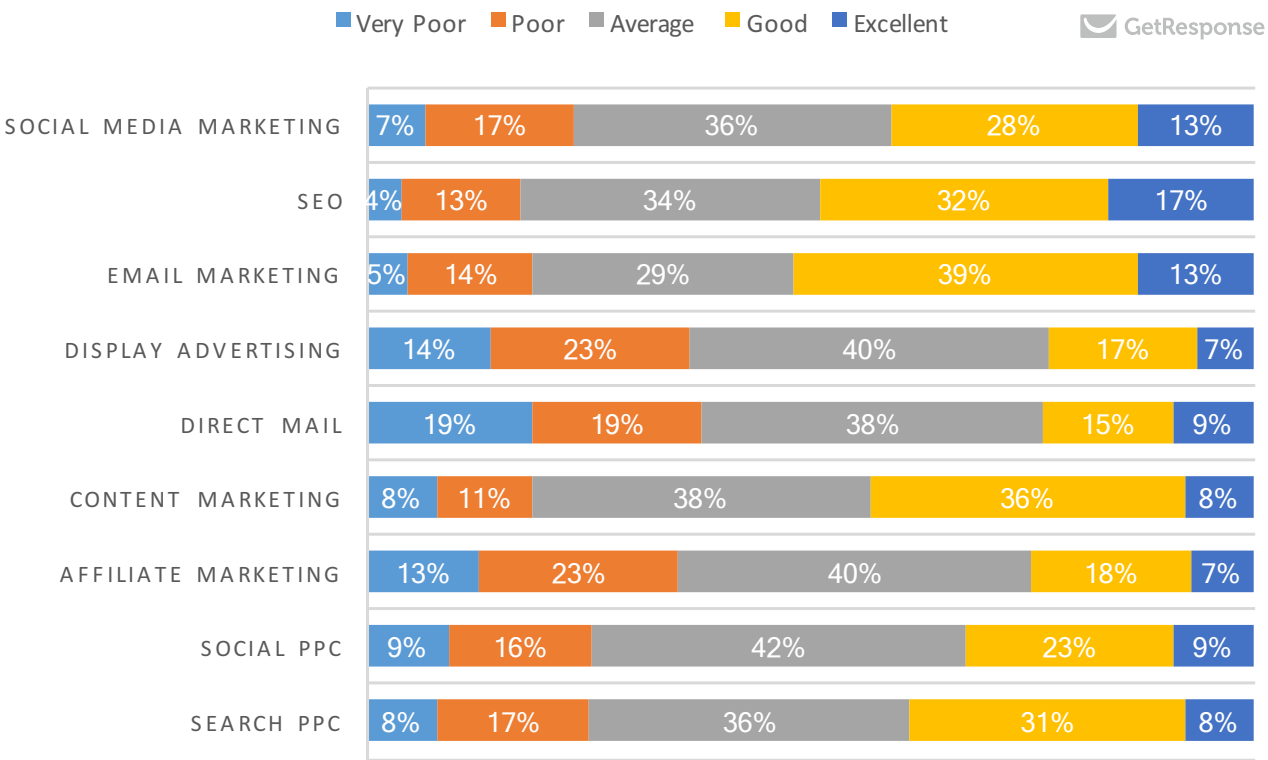
TECHNOLOGY & HIGH TECH

For the second year in a row, SEO leads the way in delivering excellent ROI at 17%, with email marketing in tied second place along with social media marketing at 13% (Figure 53). Figure 54 reveals this industry's top metric as being high-funnel metrics (25%), with mid-funnel metrics coming in a close second (23%).

The metrics indicate that this industry is doing well with open rates of 29% and click-through rates of 4.3% (Figure 1). 56% of marketers declare they will increase the email marketing budget for 2017 (Figure 55).

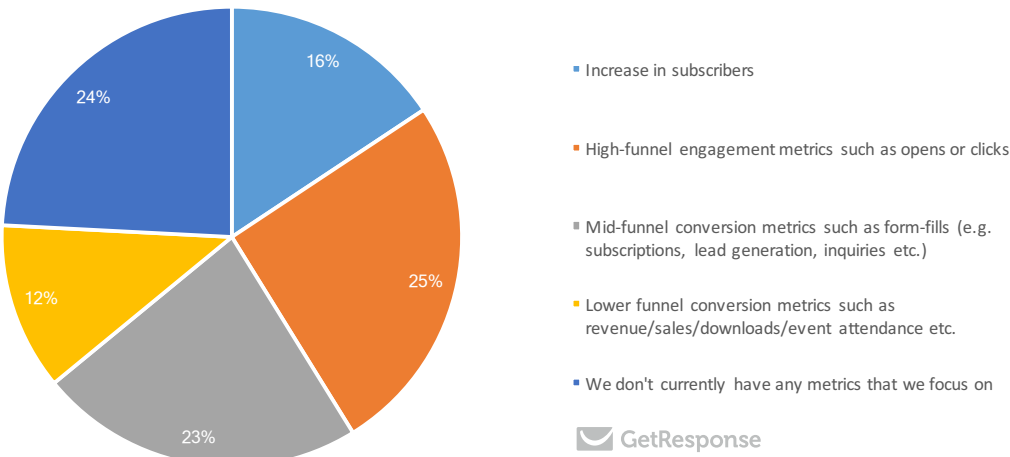
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 53. TECHNOLOGY & HI TECH ROI



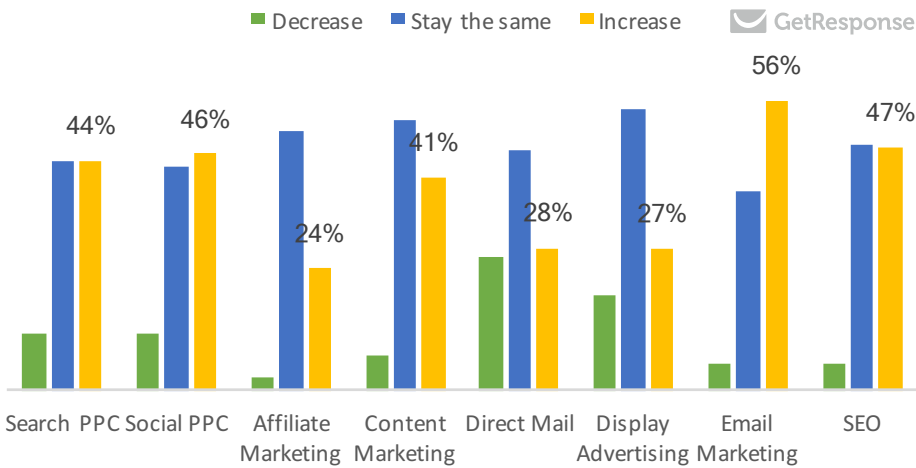
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 54. TECHNOLOGY & HI TECH SERVICES



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 55. TECHNOLOGY & HI TECH FUTURE BUDGET



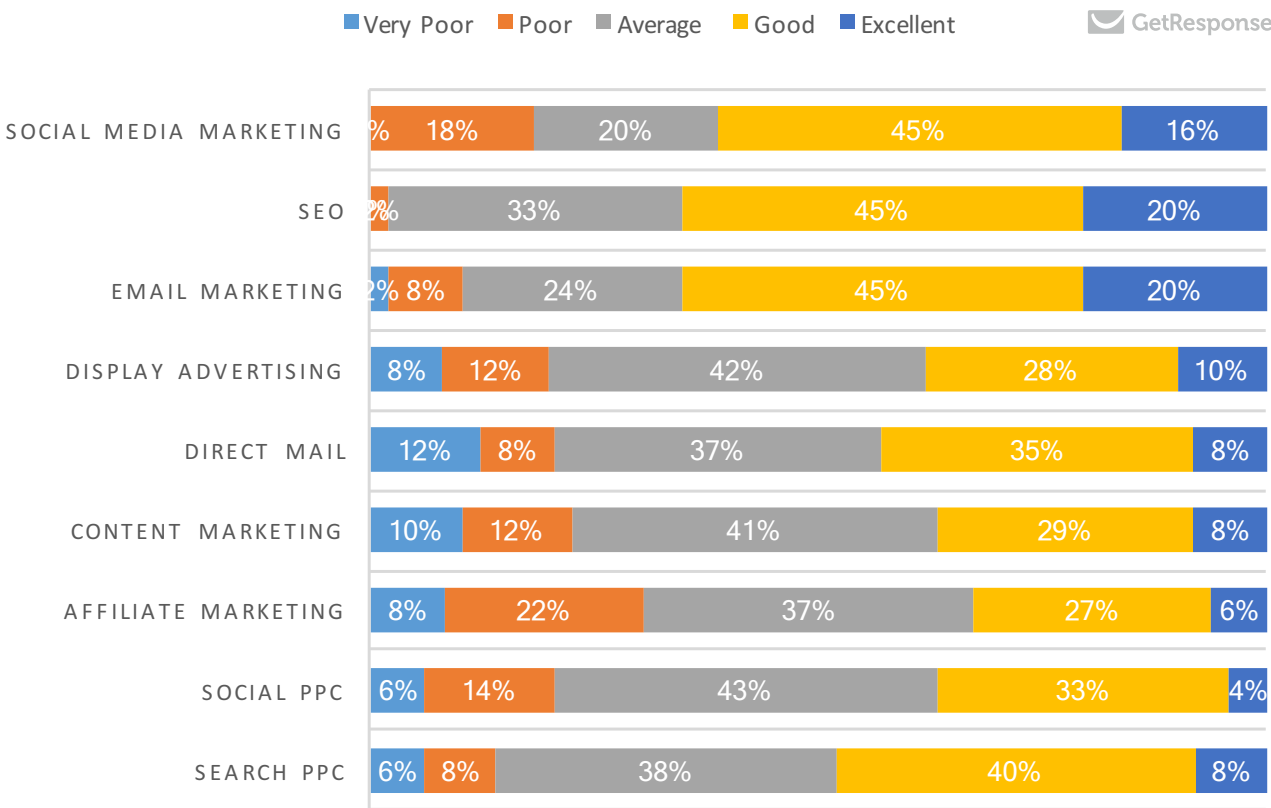
TRAVEL

Email marketing and SEO tie in first place with 20% of marketers saying they deliver excellent results as shown in Figure 56. This success is reflected in increased budgets: 52% of marketers say that both SEO and email marketing budgets will be increased in 2017 (Figure 58).

Travel marketers have a standard average open rate of 21%, with a 3.2% click-through rate

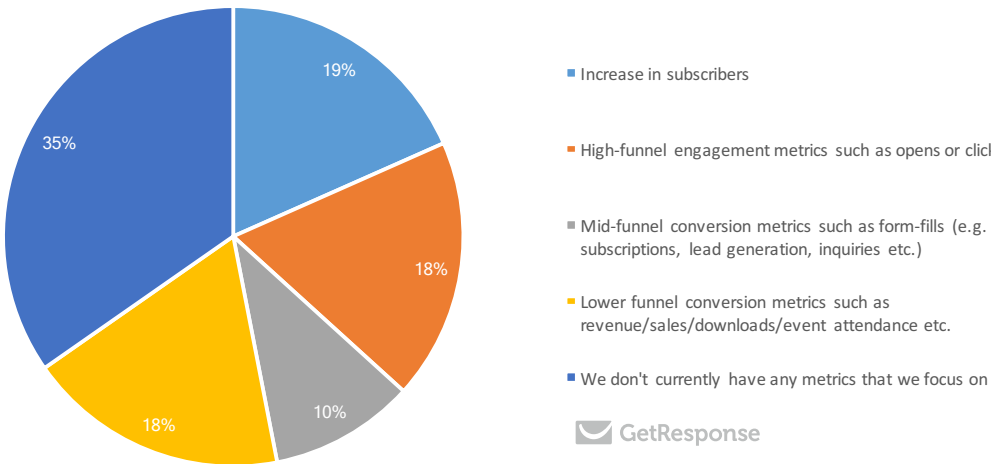
Q: Please rate these digital marketing channels based on the return on investment they generate.

Figure 56. TRAVEL ROI



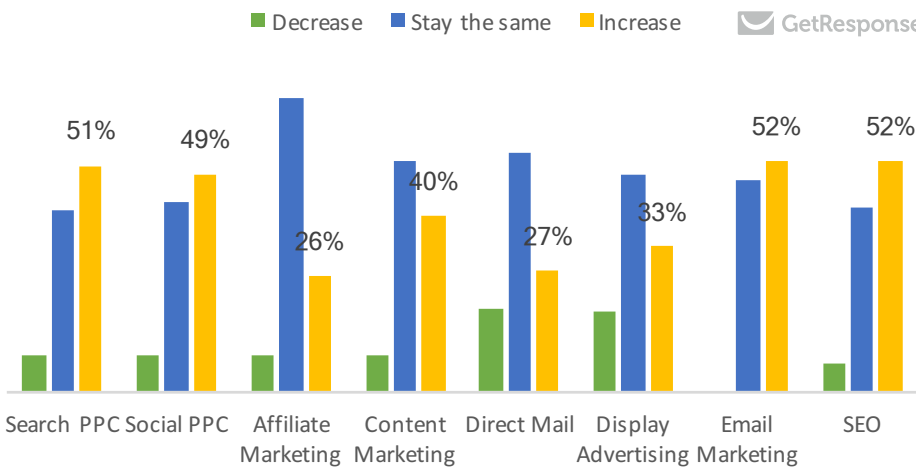
Q: What are your primary metrics related to email marketing and how do you measure success?

Figure 57. TRAVEL SERVICES



Q: Please compare your budget investment for 2017 for each of these marketing channels or techniques.

Figure 58. TRAVEL FUTURE BUDGET



How does your business use email marketing?

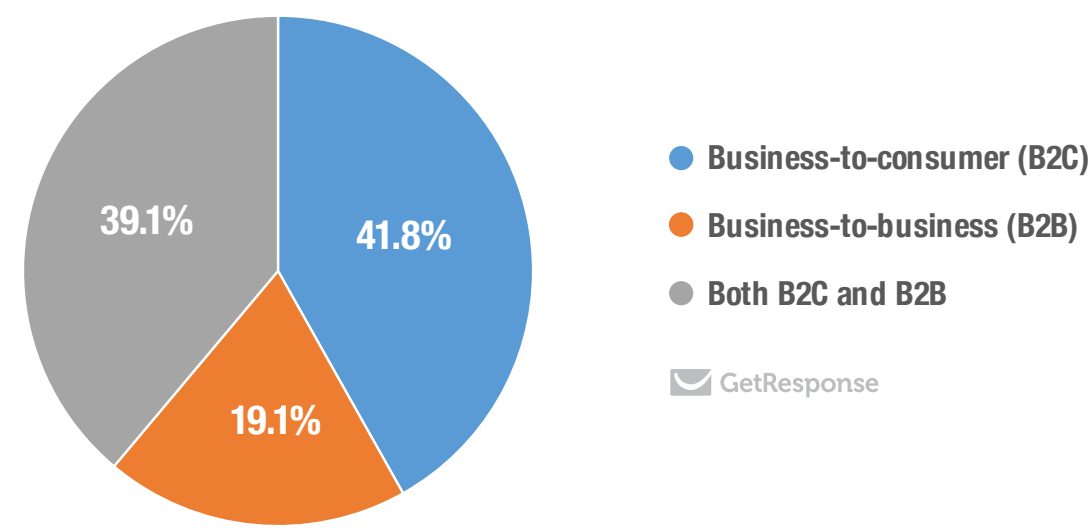
Audiences

Q: Which audiences do you target? (select one)

Figure 59 shows that there’s an interesting split across the respondents: 19.1% are business-to-business marketers, 41.8% business-to-consumer marketers, and 39% both.

All industries

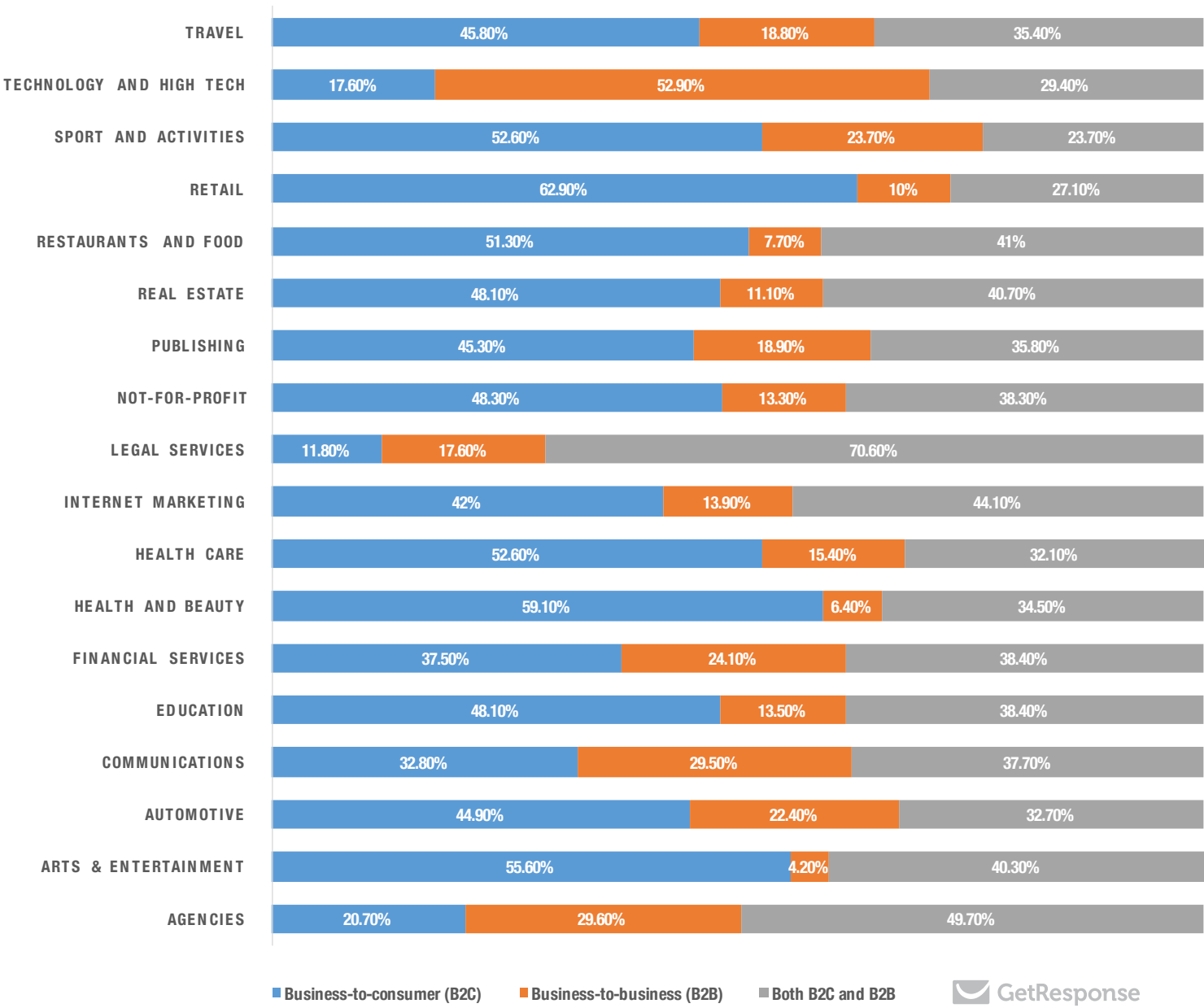
Figure 59. AUDIENCES TARGETED ACROSS INDUSTRIES



Results per industry

Legal services lead the way targeting both businesses and consumers, with 70.60% of respondents stating this. Technology and high tech is unsurprisingly mostly targeting businesses (52.90%), while retail (62.90%), health and beauty (59.10%), and arts and entertainment (55.60%) primarily target consumers.

Figure 60. AUDIENCES



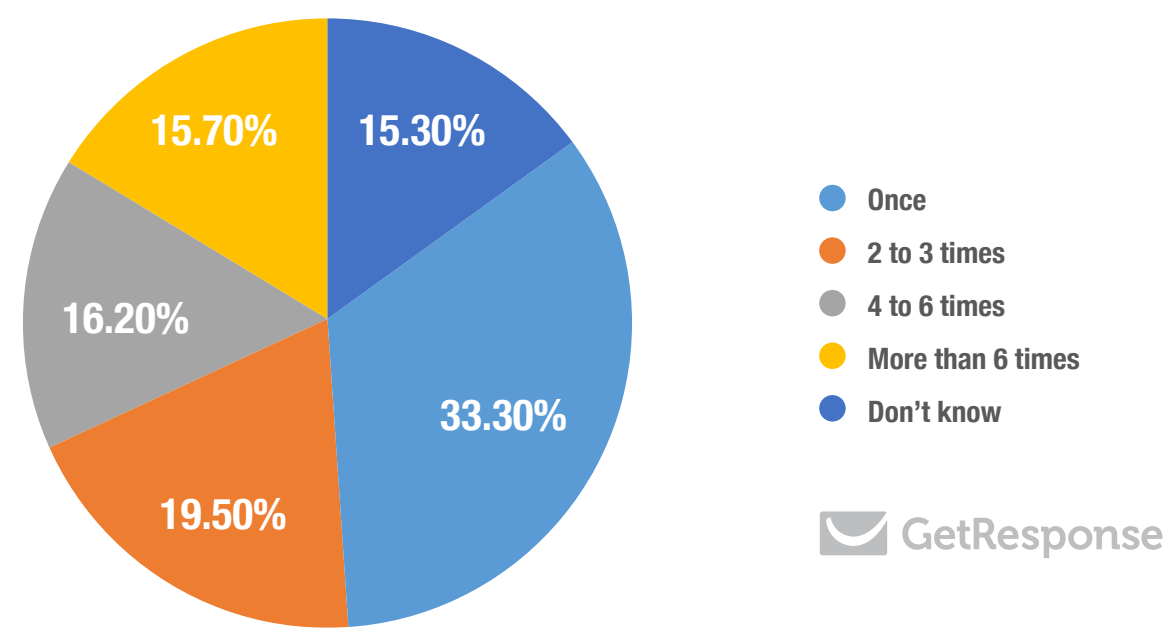
Frequency

Q: What is the maximum number of times you contact an address on your list in one month?

All industries

The majority (33.3%) of marketers contact their database 2-3 times per month, 19.5% contact them 4-6 times per month, 16.2% contact them more than 6 times per month, and 15.3% only contact them once per month (Figure 61).

Figure 61. MAXIMUM NUMBER OF TIMES AN EMAIL ADDRESS IS CONTACTED IN ONE MONTH



Results per industry

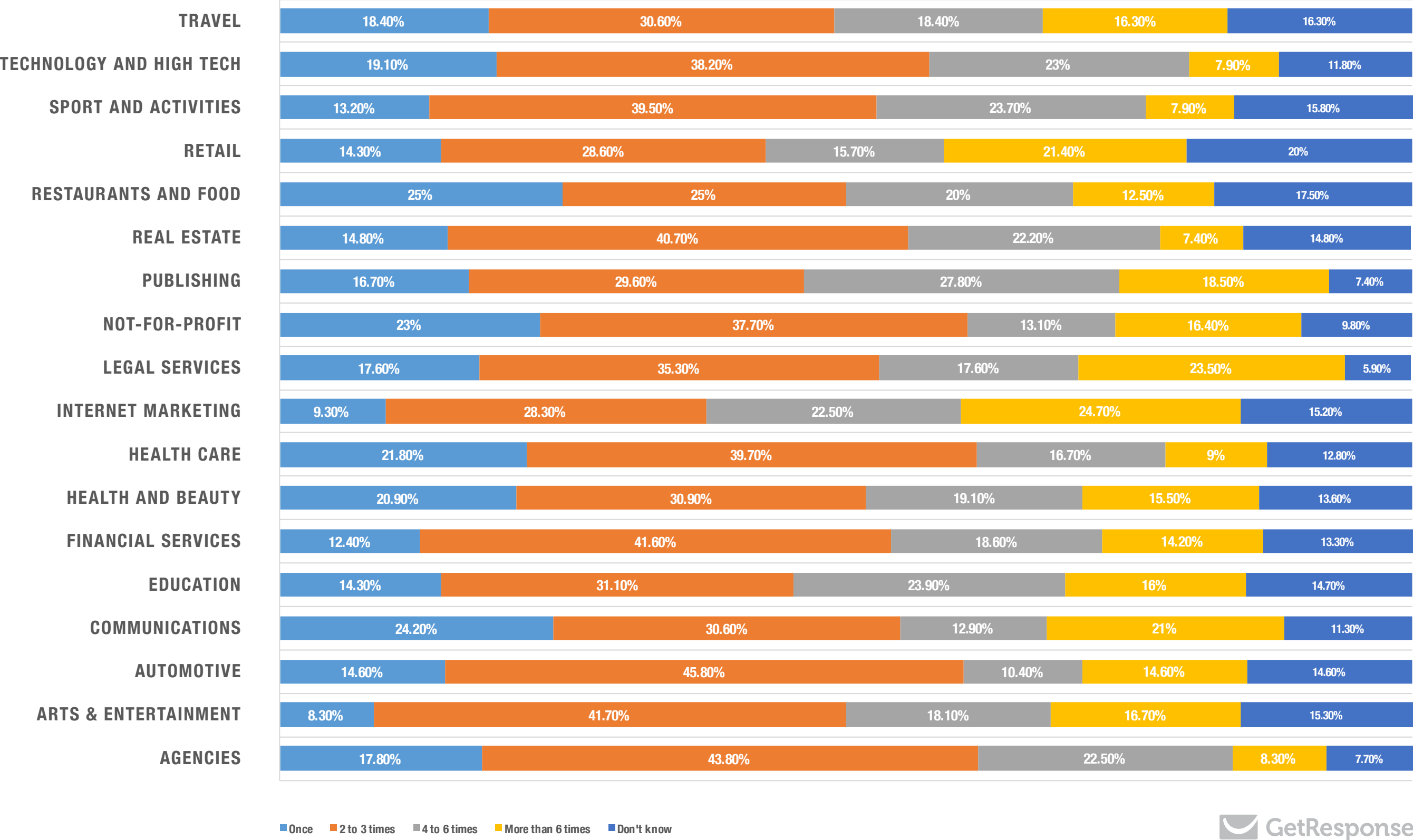
It's good to see that the majority of industries send more frequently than once a month, which has traditionally been the most popular frequency until the past couple of years. Internet marketing leads the way in frequency, with 24.70% emailing their database more than 6 times per month. This is a surprise, as retail is perfectly positioned to be sending multiple times per week, but 21.40%

are sending 4-6 times per month, with most retailers saying they send 2-3 times per month (28.60%).

Restaurants and food are leading the way in sending the least frequently: 25% say they only send once per month which is a surprise considering we eat food daily :)



Figure 60. FREQUENCY



Your email marketing capabilities

How important are the following aspects for each industry?

Evaluation and tracking

Q: How do you track your email sends? (choose all that apply)

Averages across all industries

In Figure 63 we can see that 73.6% of email marketers track/review opens and clicks for each send. That’s not to say that the remaining marketers don’t do it some of the time – just not all the time. Which leads me to raise the question: are high-funnel email metrics such as opens and clicks beingde-prioritized for the more accurate mid and lower-funnel conversion metrics?

I believe so. Opens and clicks are good base metrics to be measuring, but the measurement of your campaign’s success shouldn’t end there. Tracking those mid-funnel metrics such as leads generated from downloads and registrations etc. can be very helpful indicators of not only the success of the total campaign, but also the potential long-term success as these are often defined as mini-conversion or milestones. It’s good to see that 30.6% of marketers are tracking these.

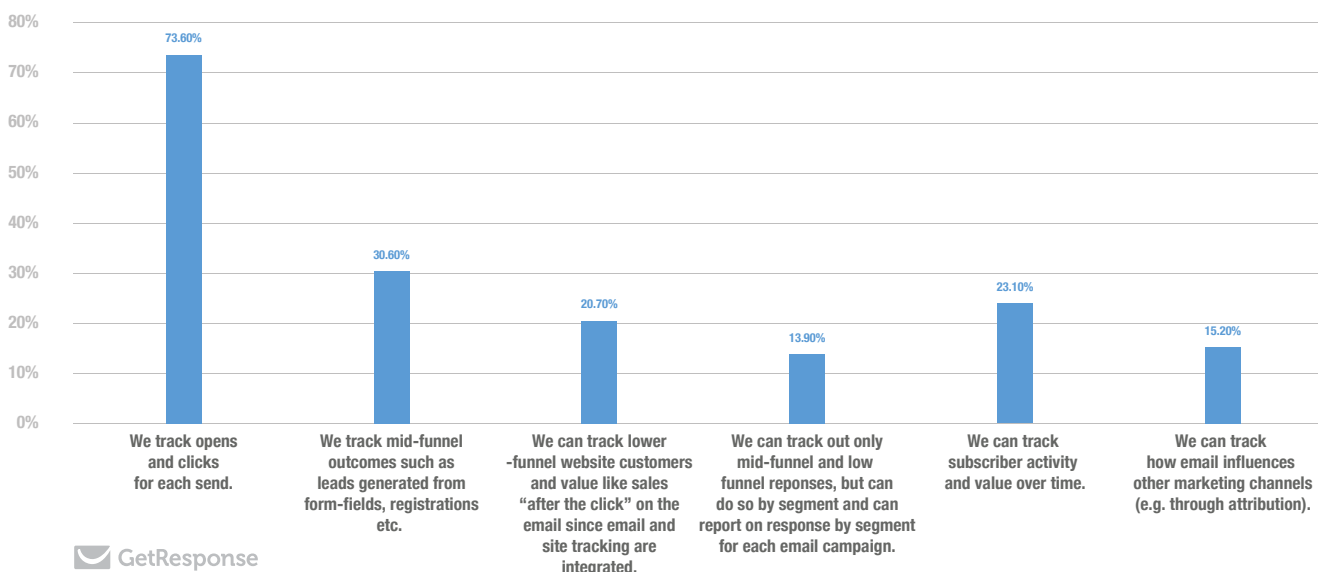
23.1% of email marketers are tracking subscriber activity and value over time, rather than just

tracking campaigns. However, it’s a surprise to discover that so few are doing this. Again, only 20.7% of marketers have their sites and email integrated and are tracking after the click happens.

Another valuable metric to be tracking is the value of your segments and identifying which segments are performing best – whether they’re lifecycle segments (e.g. prospects or loyal customers) or acquisition method segments (e.g. list rental, PPC, newsletter). However, only 13.9% of email marketers are currently doing this.

The final valuable metric to be tracking is attribution of how email affects other channels – yet only 15.2% of marketers are tracking this. This is a shame – it’s only by tracking and attributing email’s successes accurately that your brand will see the real value of email, and budget and resources will follow.

Figure 63. TRACKING ACROSS ALL INDUSTRIES

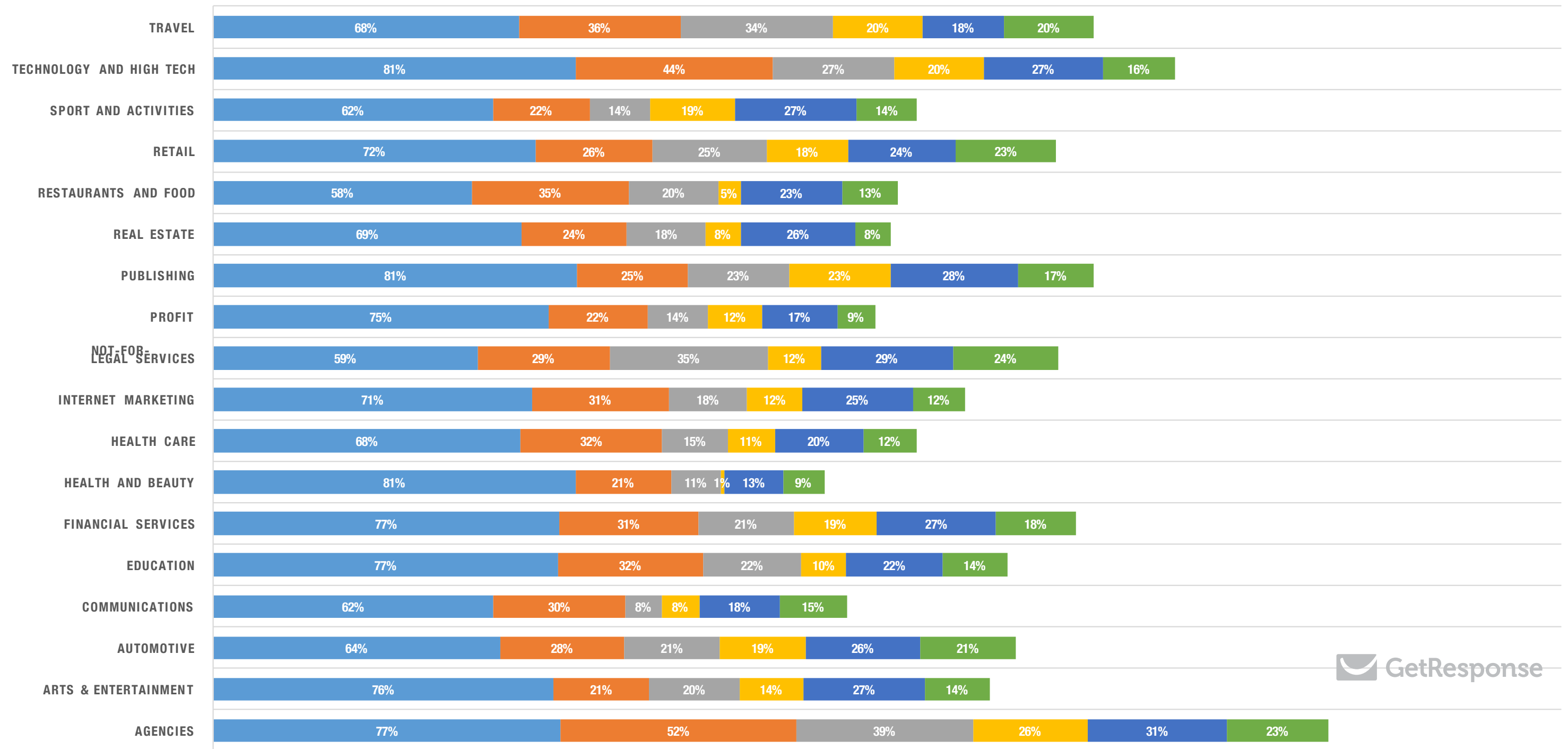


Results per industry

In Figure 64, we see that agencies are leading the way and are employing a healthy range of metrics, with second in place being technology and high tech. This really shouldn't come as a surprise – agencies are paid to do this type of work and many tech providers are focused only online which makes tracking end-to-end much easier.

When it comes to tracking how email works alongside and influences other channels, legal services are leading the way, with 24% of marketers saying they measure this. Legal services also have 29% of marketers being able to measure all subscriber activity and value over time.

Figure 64. TRACKING BY INDUSTRY



- We track opens and clicks for each send.
- We track mid-funnel outcomes such as leads generated from form-fills, registrations etc.
- We can track lower-funnel website outcomes and value like sales "after the click" on the email since email and site tracking are integrated.
- We can track not only mid-funnel and low funnel responses, but can do so by segment and can report on response by segment for each email campaign.
- We can track all subscriber activity and value over time.
- We can track how email influences other marketing channels (e.g. through attribution).

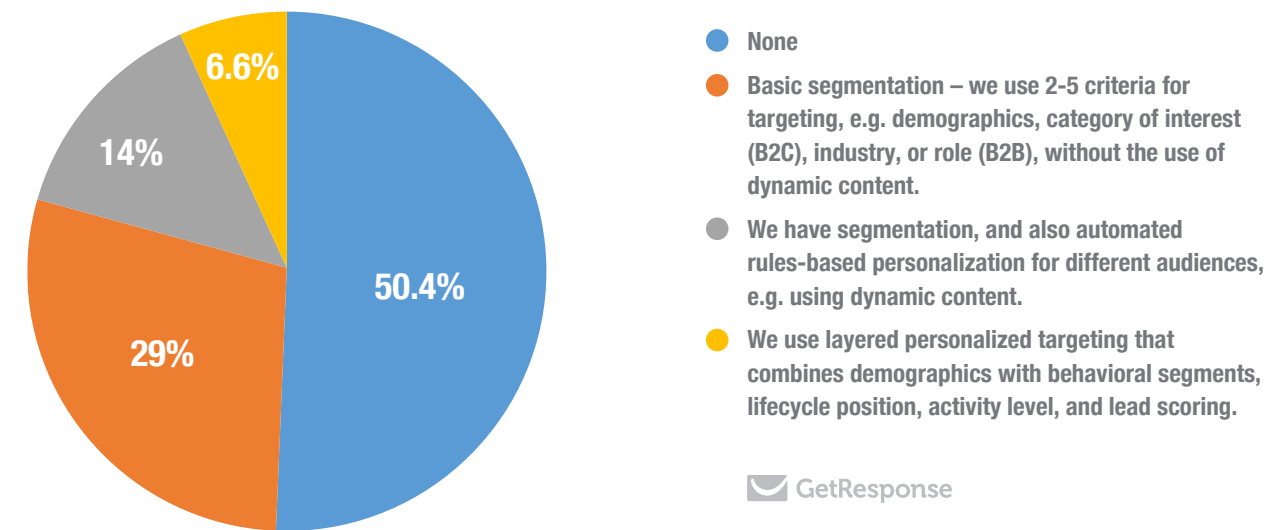
Targeting

Q: Which current techniques do you use for message targeting using dynamic content? (choose all that apply)

Averages across all industries

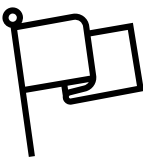
Figure 65 reveals that an average of 50.4% of marketers across all the industries don't target their email messages to their databases, and treat everyone the same. On the other hand, only 6.6% use layered targeting, incorporating informed and behavioral data to send relevant, personalized email messages to their audiences. 29% of marketers use basic 2-5 criteria to segment their audience.

Figure 65. TYPES OF SEGMENTATION USED



Results per industry

Looking at Figure 66, we can see that restaurants and foods is performing the most basic type of targeting, with 65% of marketers not using any targeting and 18% only using very basic demographics to target on. Meanwhile travel marketers are leading the way in targeting with 13% of their marketers using all available segmentation and targeting methods, and legal services following hot on their tail (12%).



RECOMMENDATION

Targeting isn't about sending micro-segmented campaigns. It's about leveraging all the data you have on your customer – both implicit and explicit – and using it to personalize the customer's messages. You can send a targeted newsletter to your entire database using dynamic content that is relevant to that individual/segment/persona.

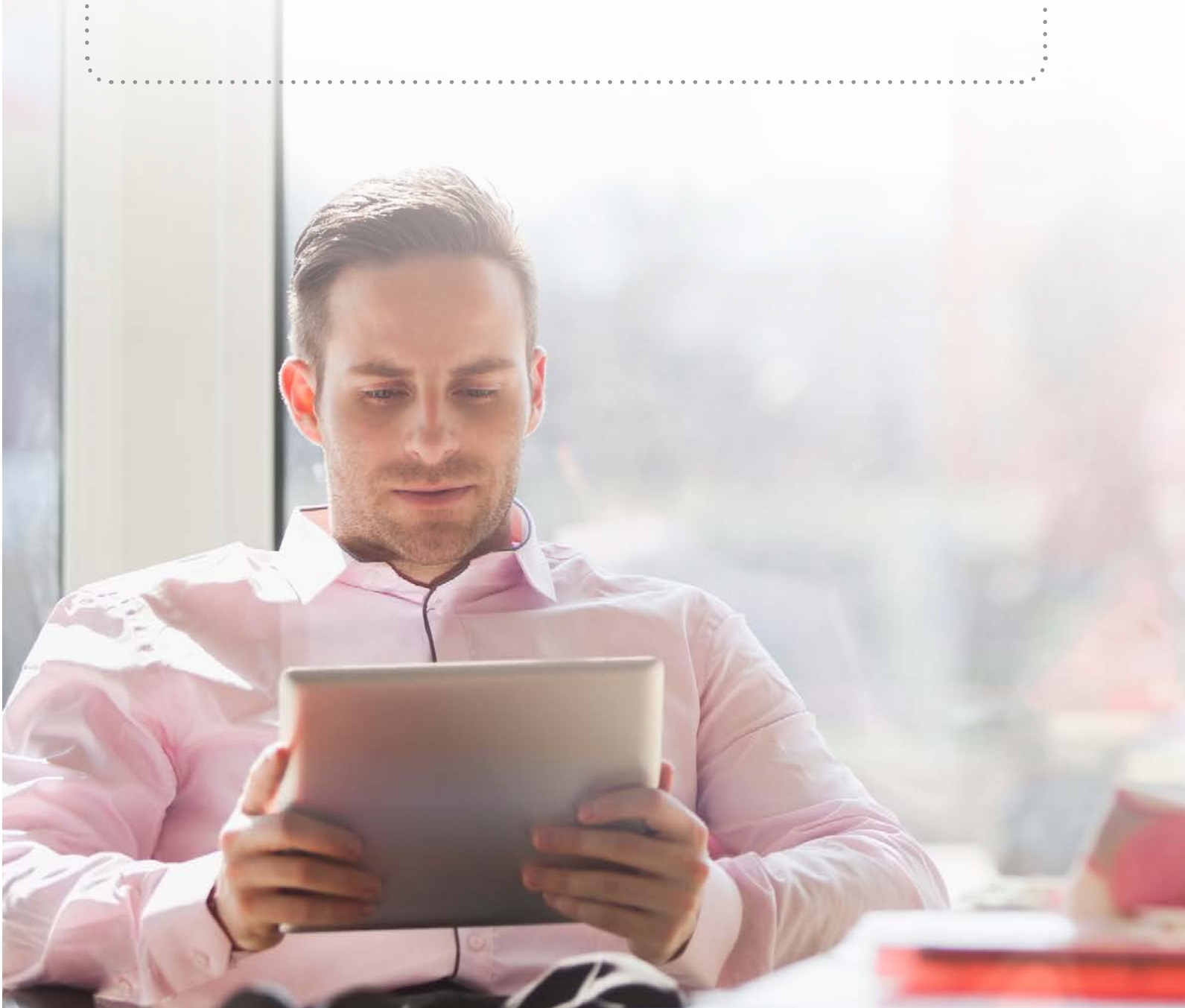
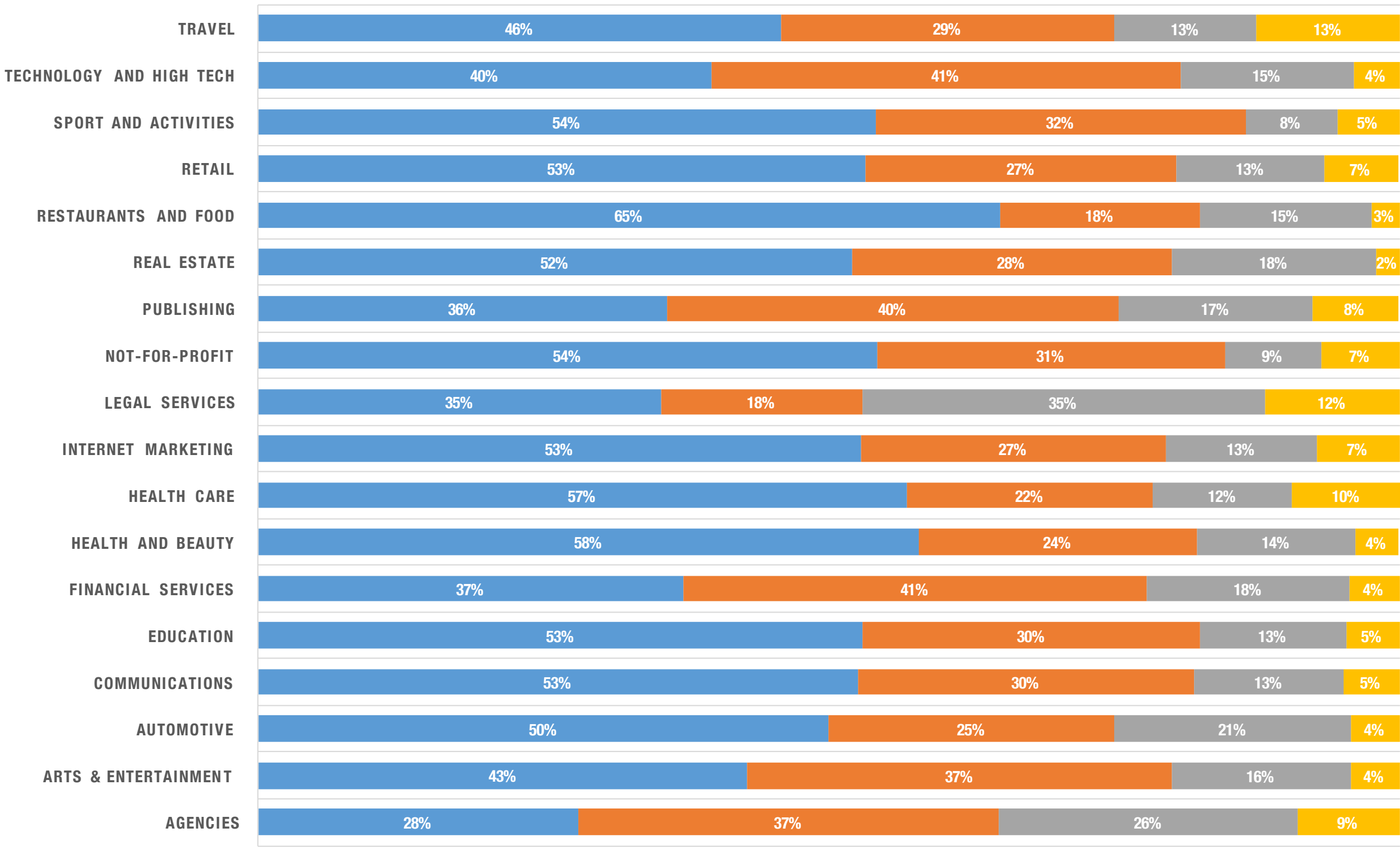


Figure 66. TARGETING BY INDUSTRY



- None - everyone receives the same message.
- Basic segmentation - we use 2-5 criteria for targeting, e.g. demographics, category of interest (B2C), industry or role (B2B) without the use of dynamic content.
- We have segmentation, and also automated rules-based personalization for different audiences, e.g. using dynamic content.
- We use layered personalized targeting that combines demographics with behavioral segments, lifecycle position, activity level and lead scoring.



Communications strategy

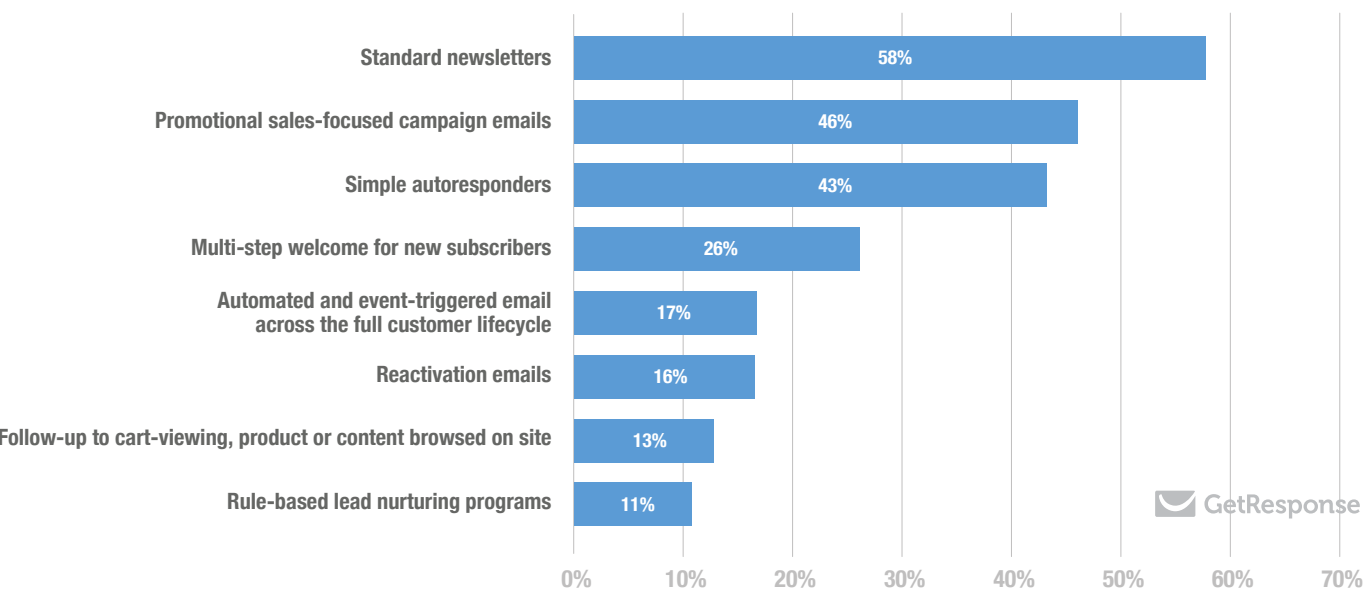
Q: Which types of email marketing communications do you use?
(choose all that apply)

Averages across all industries

Unsurprisingly, newsletters lead the way with 58% of marketers using them. 43% of marketers are availing themselves of simple autoresponders and 46% use sales/promotional campaigns. 26% are employing multi-step welcome programs for new subscribers, and 16% of marketers are actively trying to win back their lost customers, a nice uplift from last year's 10%.

13% of marketers are reactivating to abandonment on website (browse, cart and checkout) and sending emails in response to this behavior. Only 17% of marketers take advantage of email's strengths and use touchpoints throughout the lifecycle.

Figure 67. COMMUNICATIONS STRATEGY ACROSS ALL INDUSTRIES



Results per industry

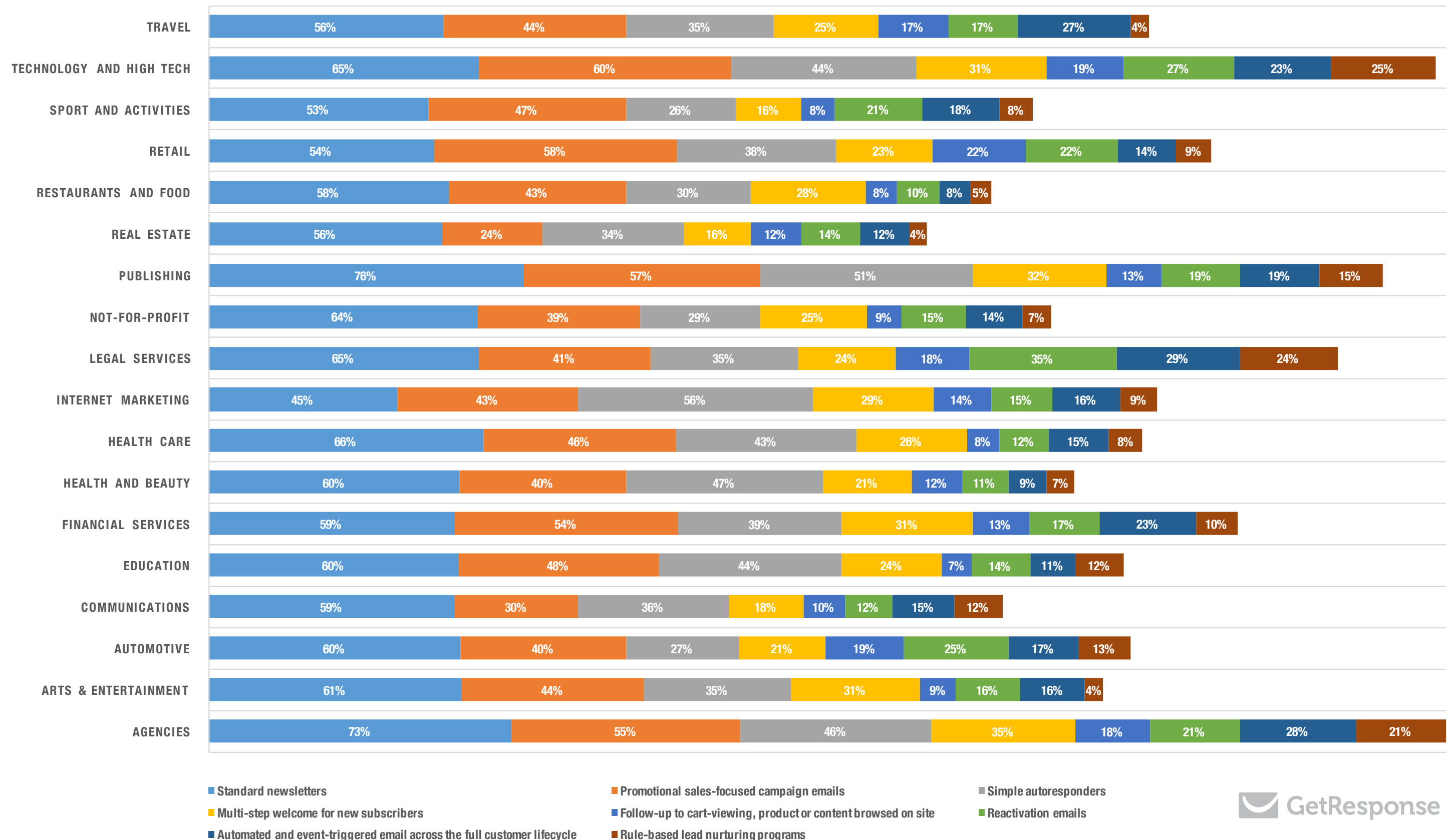
Figure 68 shows us that legal services, agencies and travel are leading the way with using lifecycle campaigns at 29%, 28%, and 27% respectively.

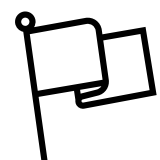
An impressive 35% of legal services are making use of reactivation emails to re-engage with their inactive database and/or customers.

Unsurprisingly retail is leading the way with sending abandonment emails (22%) – making the most of that self-identifying moment of interest by the customer. However, it's not as high as I would have thought given the high ROI these campaigns provide. Same as last year, the travel industry also isn't using this as a tactic as much as they could (17%). Considering that travel offers tend to be considered purchases with a long purchase cycle, which are ideally suited for browse abandonment emails, this is definitely a missed opportunity.



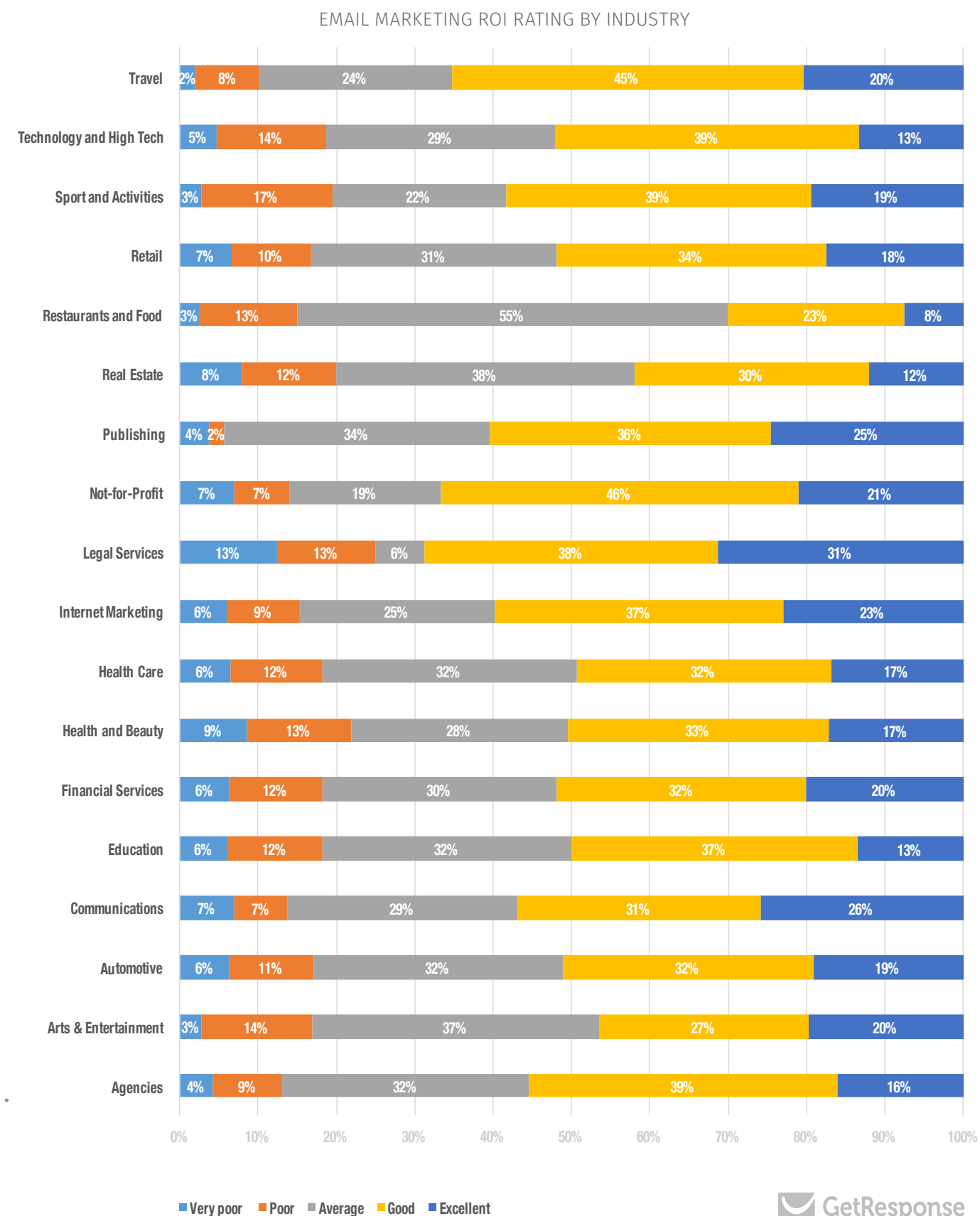
Figure 68. COMMUNICATIONS STRATEGY BY INDUSTRY





CALL OUT TO LEGAL SERVICES!

The industry who time and time again showed itself to me to be leading the way with regards to advanced tactics was legal services. It gains the highest ROI out of all the industries (see chart on the next page) and I believe this is due to how it's proactively managing this channel and striving to improve. A reason for their advancement could be because it was one of the last industries to become digital, and as such as a newcomer it's been able to jump in at the more advanced level. So – congratulations!

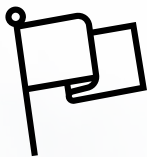


Testing & optimization

Q: How do you test and optimize your email communications?
(choose all that apply)

Averages across all industries

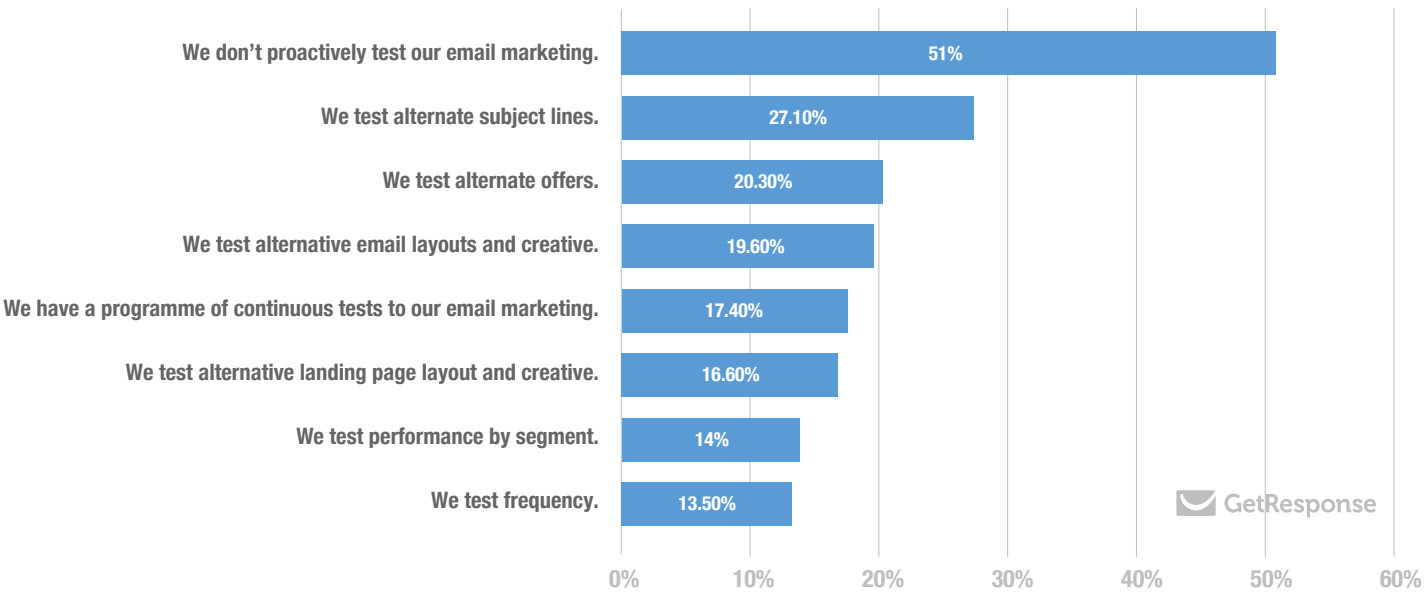
Figure 69 reveals that a shocking 51% of email marketers across the board don't proactively test and optimize their emails at all. 27.1% of marketers say they test subject lines, with 20.3% testing different offers and 19.6% testing different layouts and creative. Across the board 17.4% of marketers say they have a plan for continual optimization but only 16.6% test the incredibly important landing page.



RECOMMENDATION

Test your landing pages. They can have a significant impact on your results. More often than not, the conversion to your objective happens on the landing page. The role of the email is to incentivize the recipient to click through the email to the landing page/website/ecommerce site, where the decision to buy/download/register/enter/attend happens. So, no matter how advanced your marketing automation tactics are, no matter how relevant your content or offer is within your email – if your landing page is disconnected from your email in design or copy or hasn't been optimized to convert, then you're leaving money on the table.

Figure 69. EMAIL MARKETING & MARKETING AUTOMATION TESTING AND OPTIMIZATION ACROSS ALL INDUSTRIES



Results per industry

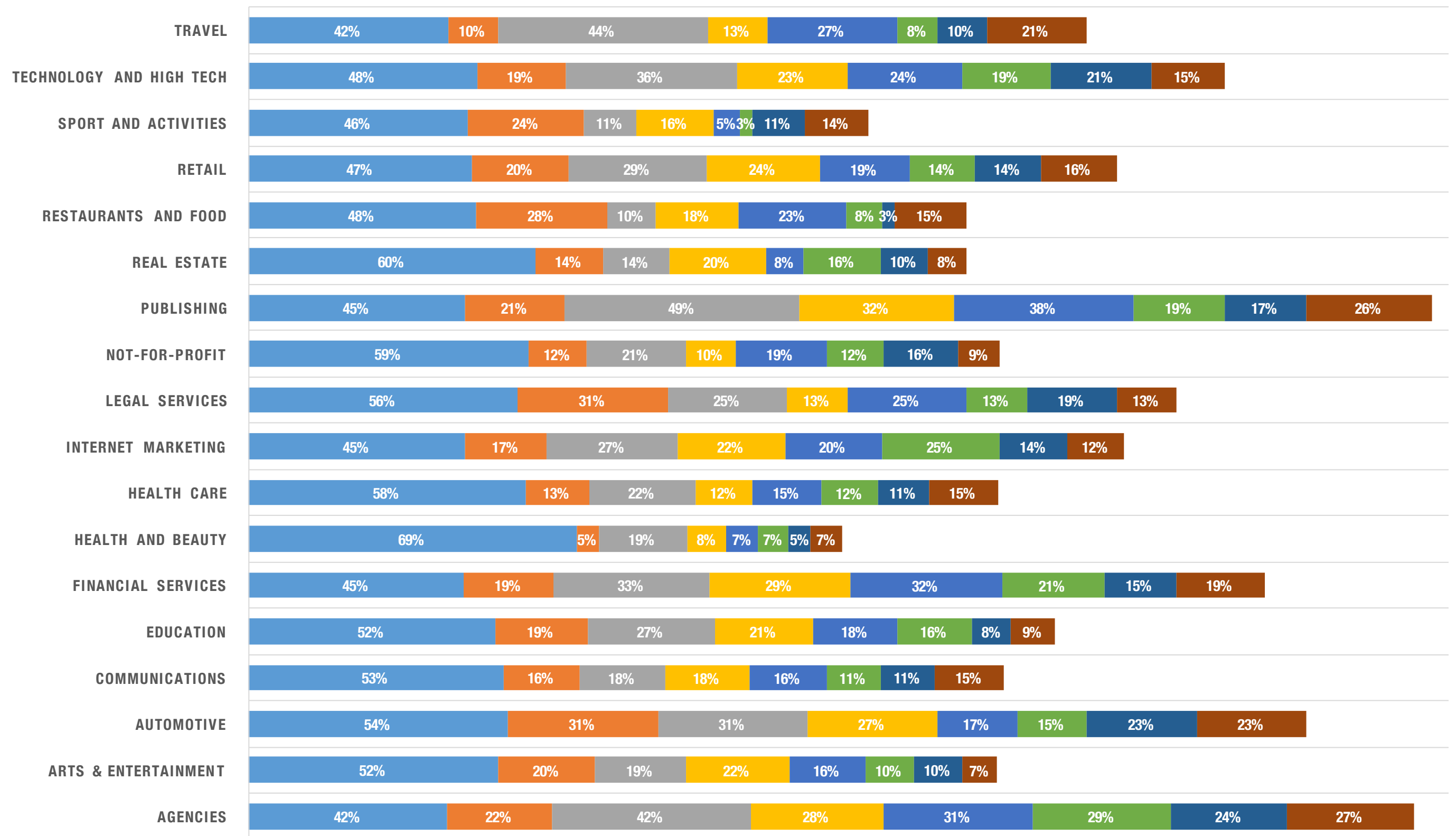
Unsurprisingly, the most popular type of test performed is the subject line, with publishing leading the way at 49% of marketers testing this (Figure 70). They're also first when it comes to testing alternative email layouts and creative (38%).

Legal services and automotive both have 31% of marketers with a plan in place to continually

optimize their email programs.

Figure 71 reveals the two industries who test the most as agencies and travel (58%). Health and beauty is the industry that tests the least (32%).

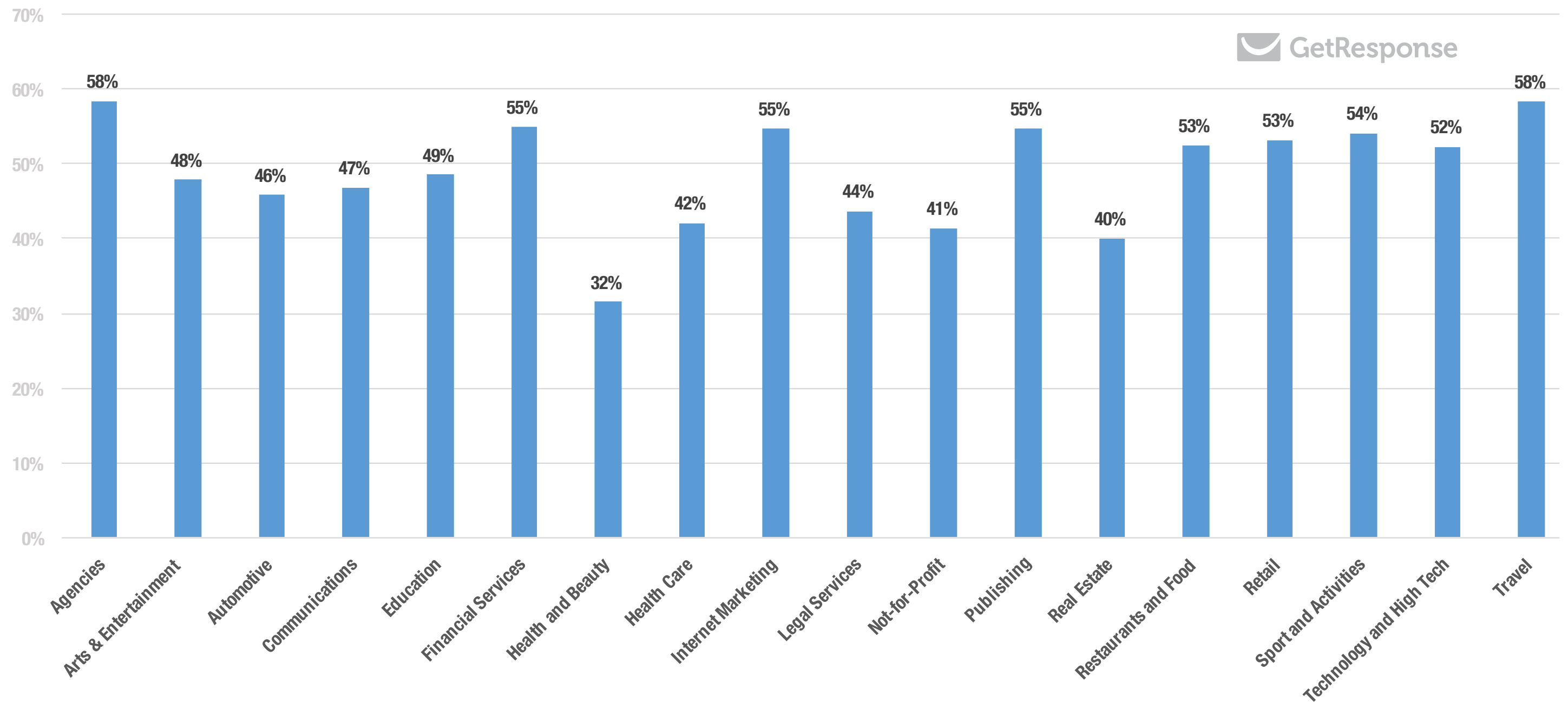
Figure 70. TESTING & OPTIMIZATION ACROSS ALL INDUSTRIES



- We don't proactively test our email marketing
- We have a programme of continuous tests to our email marketing
- We test alternate subject lines
- We test alternate offers
- We test alternative email layouts and creative
- We test alternative landing page layouts and creative
- We test frequency
- We test performance by segment



Figure 71. INDUSTRIES WHO TEST THE MOST





3

MARKETING AUTOMATION & CONTENT MARKETING OPPORTUNITIES BY INDUSTRY

Your marketing automation capabilities

Effectiveness

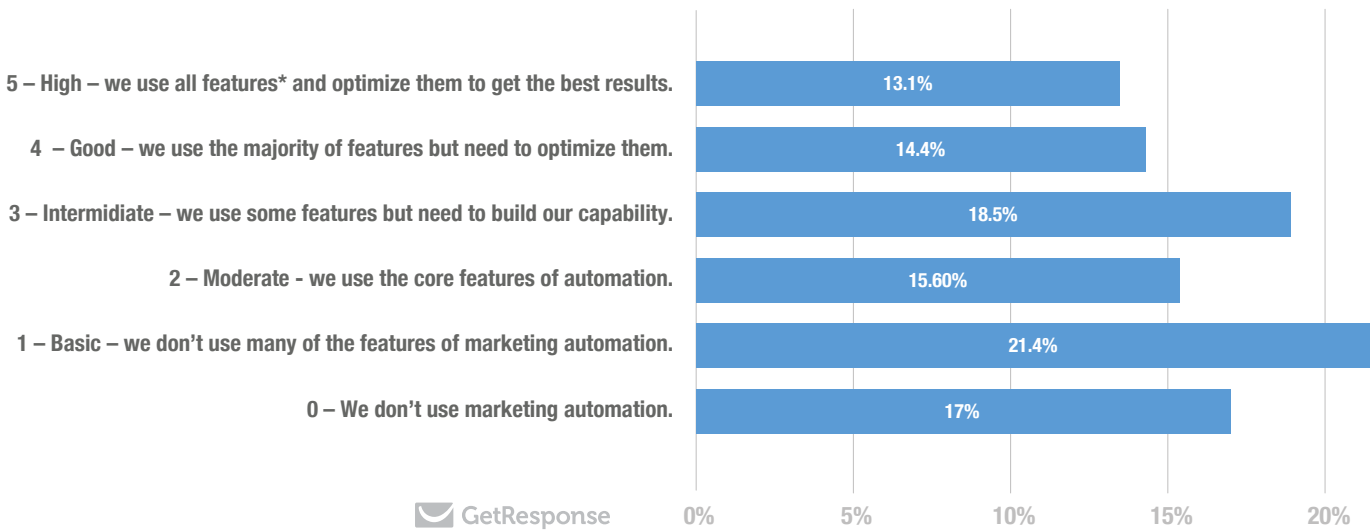
Q: How do you rate the overall effectiveness of marketing automation in your business?

Averages across all industries

Figure 72 reveals that on average across all industries 21.4% of marketers say they don't use many marketing automation features and 17% say they don't use marketing automation at all. Only

13.1% say that they use all the features and optimize for best results.

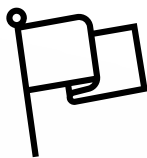
Figure 72. OVERALL EFFECTIVENESS OF MARKETING AUTOMATION ACROSS ALL INDUSTRIES



Results per industry

Figure 73 shows us that travel (29%), not-for-profit (28%) and health care (28%) don't take advantage of the benefits of marketing automation, such as scalability and personalization. Automation (31%)

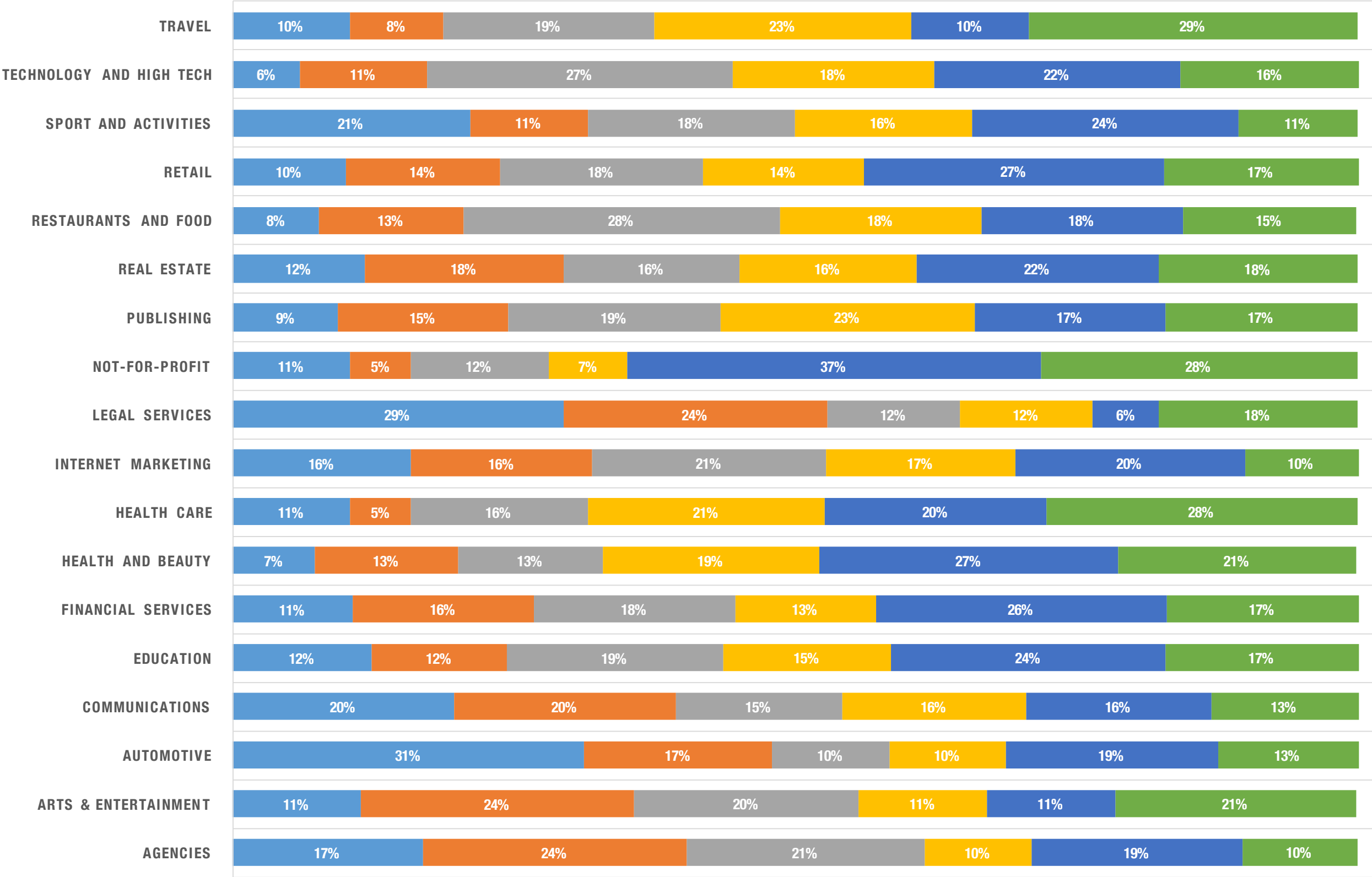
and legal services (29%) lead the way in using all the features marketing automation has to offer.



RECOMMENDATION

A common misconception of automated emails is that they're impersonal. But I disagree. A human designs and writes them, same as they do a regular campaign email, so they're no less human than these. In fact, it could be argued that automated emails are in fact more personal due to their innate nature of being sent in response to an action taken by the subscriber. And as such they are providing the person with valuable information that relates specifically to their recent action/ inaction or lifecycle stage.

Figure 73. MARKETING AUTOMATION EFFECTIVENESS BY INDUSTRY



■ 5 - High - we use all features* and optimize them to get the best results. ■ 4 - Good - we use the majority of features but need to optimize them. ■ 3 - Intermediate - we use some features but need to build our capability.
■ 2 - Moderate - we use the core features of automation. ■ 1 - Basic - we don't use using many of the features of marketing automation. ■ 0 - We don't use marketing automation.



Content strategy

Q: Which techniques do you use to plan your integration of content with email marketing and marketing automation? (choose all that apply)

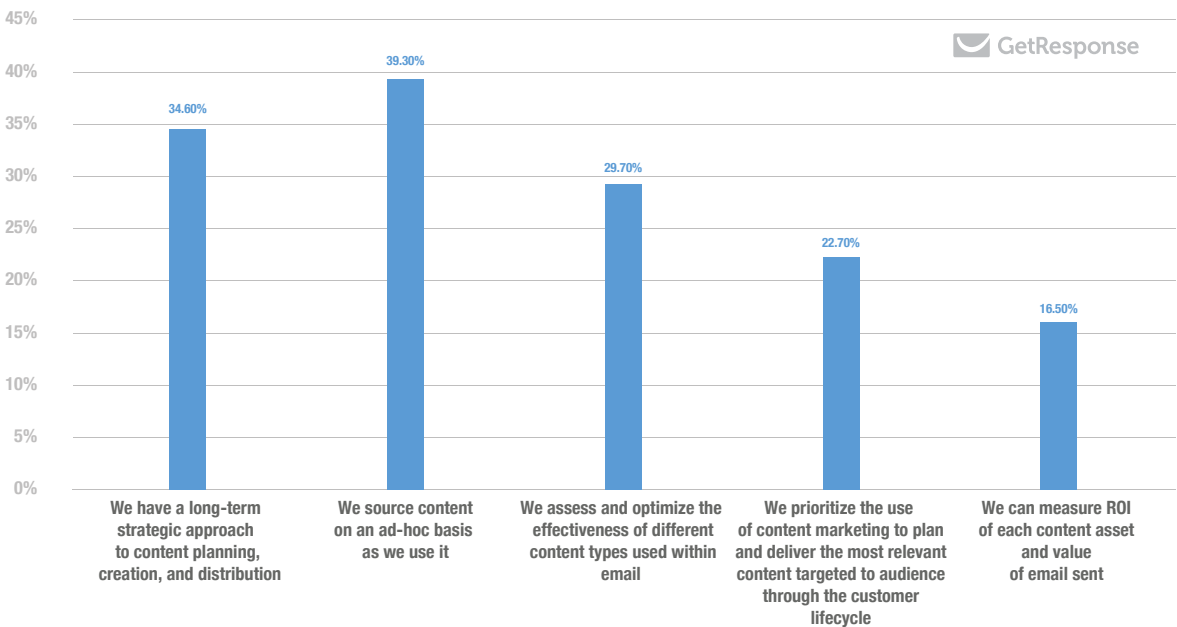
Averages across all industries

Figure 74 reveals that overall the results with regards to content strategy are good. Having a content strategy in place is difficult but essential, and in the long run will pay off (39%). This is of course different from a content plan, which is only one part of the content strategy. Together a content plan, email marketing, marketing automation, social media

etc. all make up the content strategy.

What's impressive is the 22.7% of marketers who are using the content strategically throughout the customer lifecycle. And hats off to the 16.5% who measure the ROI of each piece of content sent through email.

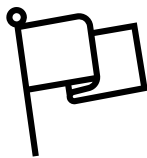
Figure 74. TECHNIQUES USED TO INTEGRATE CONTENT WITH EMAIL MARKETING & MARKETING AUTOMATION



Results per industry

Figure 75 reveals that publishing, legal services, agencies, and technology and high tech all use most of the advanced strategies and tactics available. Many marketers within these industries

use content strategically across the lifecycle and measure the success of each individual piece of content.



RECOMMENDATION

Review and analyze your content results throughout the different lifecycles. Just because you have identified your most popular piece of content (3 steps to ...) or even your most popular type of content (i.e. video/guide/infographic etc.), doesn't mean that it's the best content topic and type for all stages within the customer journey. Drill down and test to identify which works best for each stage of the lifecycle and indeed, the buying cycle.

The below test from Behave.org shows that the control which contained a datasheet won by 63% uplift, with 95% confidence level over the variant that contained a video.

CONTROL - DATASHEET

VARIANT - VIDEO

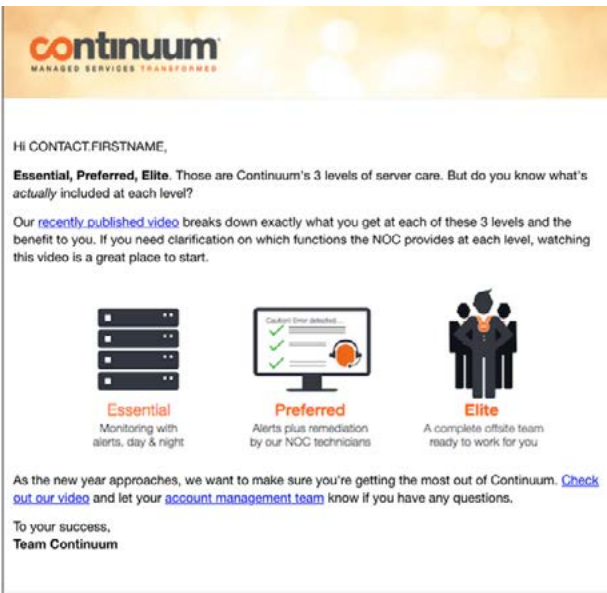
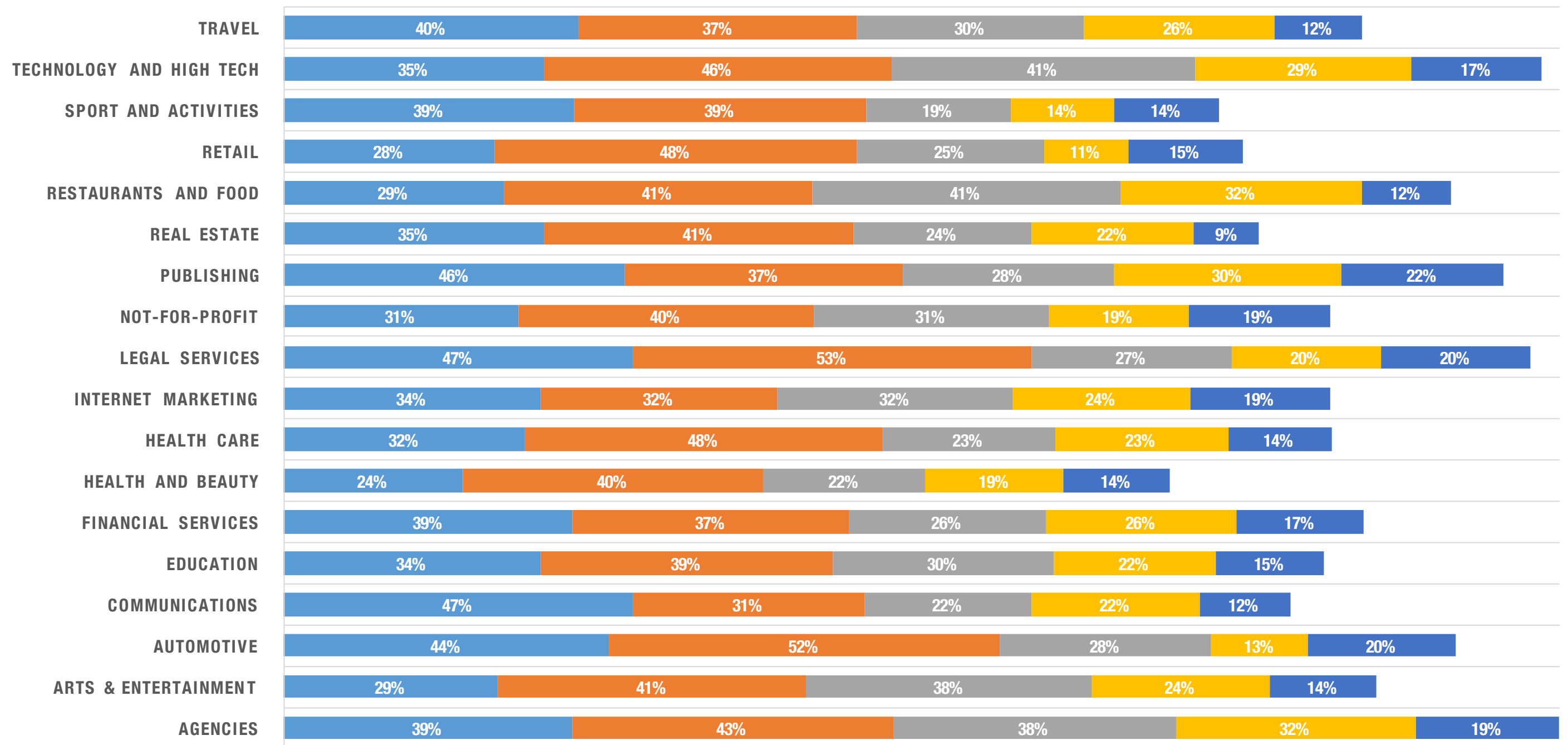


Figure 75. CONTENT INTEGRATION BY INDUSTRY



- We have a long-term strategic approach to content planning, creation and distribution.
- We source content on an ad-hoc basis as we use it.
- We assess and optimise the effectiveness of different content types used within email.
- We prioritize the use of content marketing to plan and deliver the most relevant content targeted to audience through the customer lifecycle.
- We can measure ROI of each content asset and value of email sent.



Marketing automation techniques used

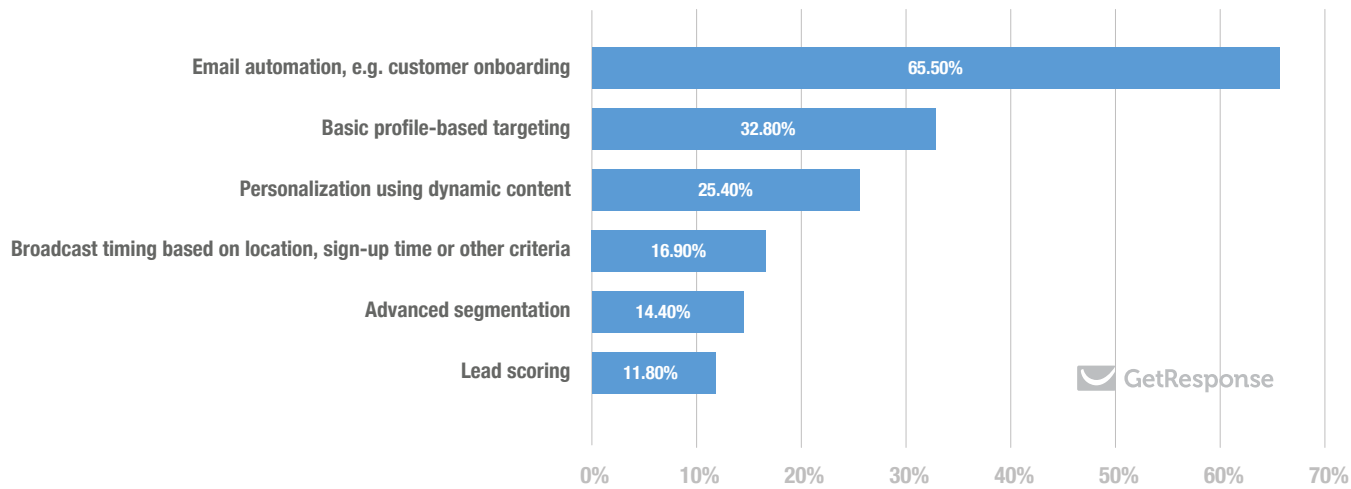
Q: Which marketing automation techniques do you currently use?
(choose all that apply)

Averages across all industries

The ability to dynamically personalize emails has been around for many years and each year it gets easier to accomplish, so I'm disappointed to see that only 25.4% of the marketers surveyed are using this approach to personalize their emails (Figure 76).

We can also see that 65.5% of the marketers are using automation but only 11.80% of the marketers are using lead scoring. Considering that 58% of the marketers surveyed are B2B and lead scoring is primarily (but not wholly) used by B2B marketers, I would have expected to see this as higher.

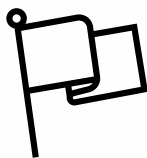
Figure 76. MARKETING AUTOMATION TECHNIQUES CURRENTLY USED



Results per industry

Figure 77 shows us that not surprisingly it's technology and high tech (24%), publishing (21%), and agencies (19%) taking advantage of the benefits of lead scoring. Automotive is first when it comes to using automation (73%), with travel being the industry who uses it the least (46%).

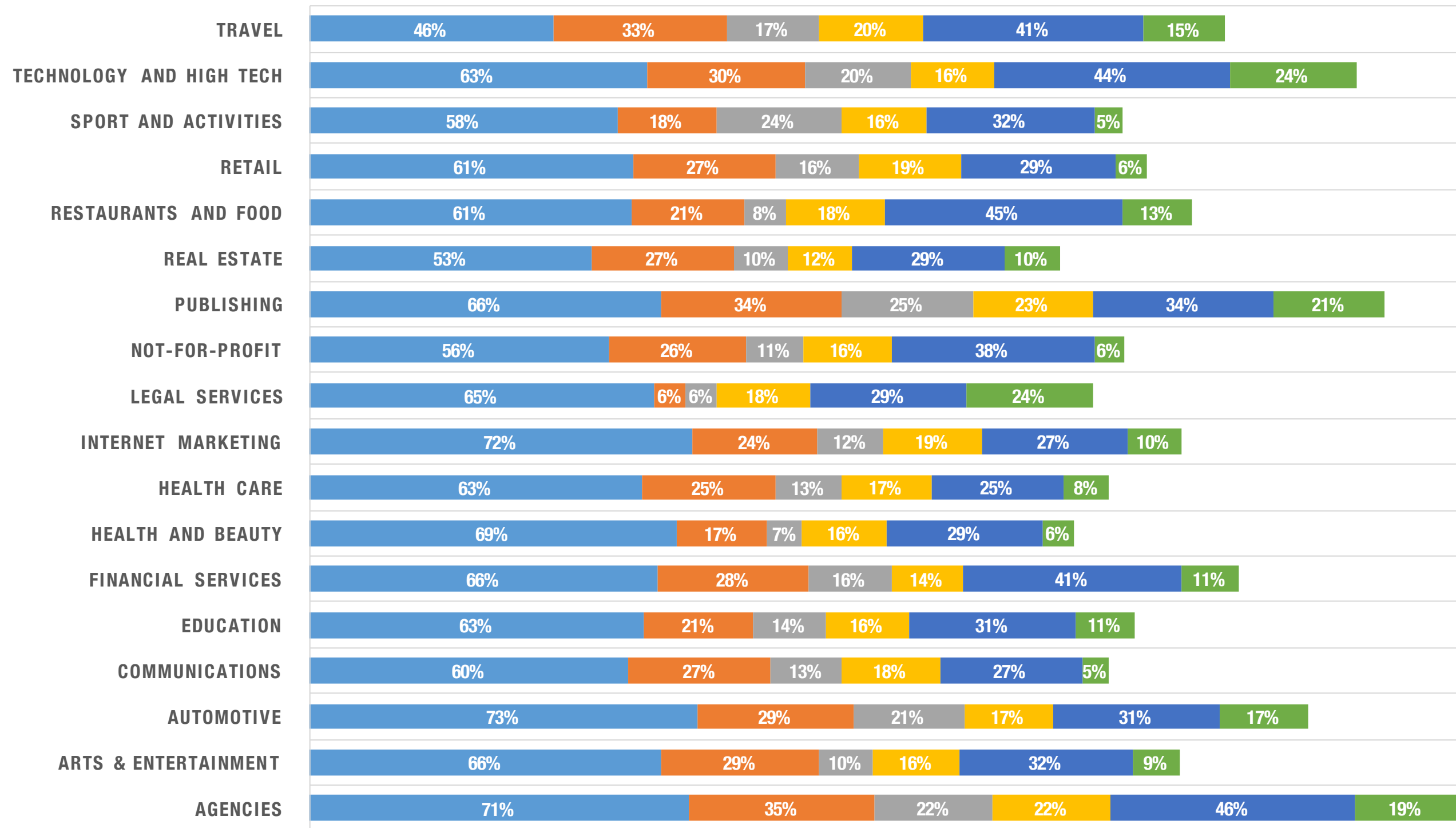
Agencies (35%), publishing (34%), and travel (33%) lead the way in using dynamic content within email.



RECOMMENDATION

Dynamic content is designed to not only make your life easier as a marketer, but also deliver the right, personalized content to the right recipient. It's a win/win situation. With an appropriately designed flexible template, emails – promotional, automated, and even newsletters – can all be dynamically populated with content to ensure that the email contains the right mix of personalized and general content.

Figure 77. MARKETING AUTOMATION TECHNIQUES BY INDUSTRY



- Email automation, e.g. welcome sequences, customer onboarding
- Personalization using dynamic content
- Advanced segmentation
- Broadcast timing based on location, sign-up time or other criteria
- Basic profile-based targeting
- Lead scoring



Marketing automation challenges

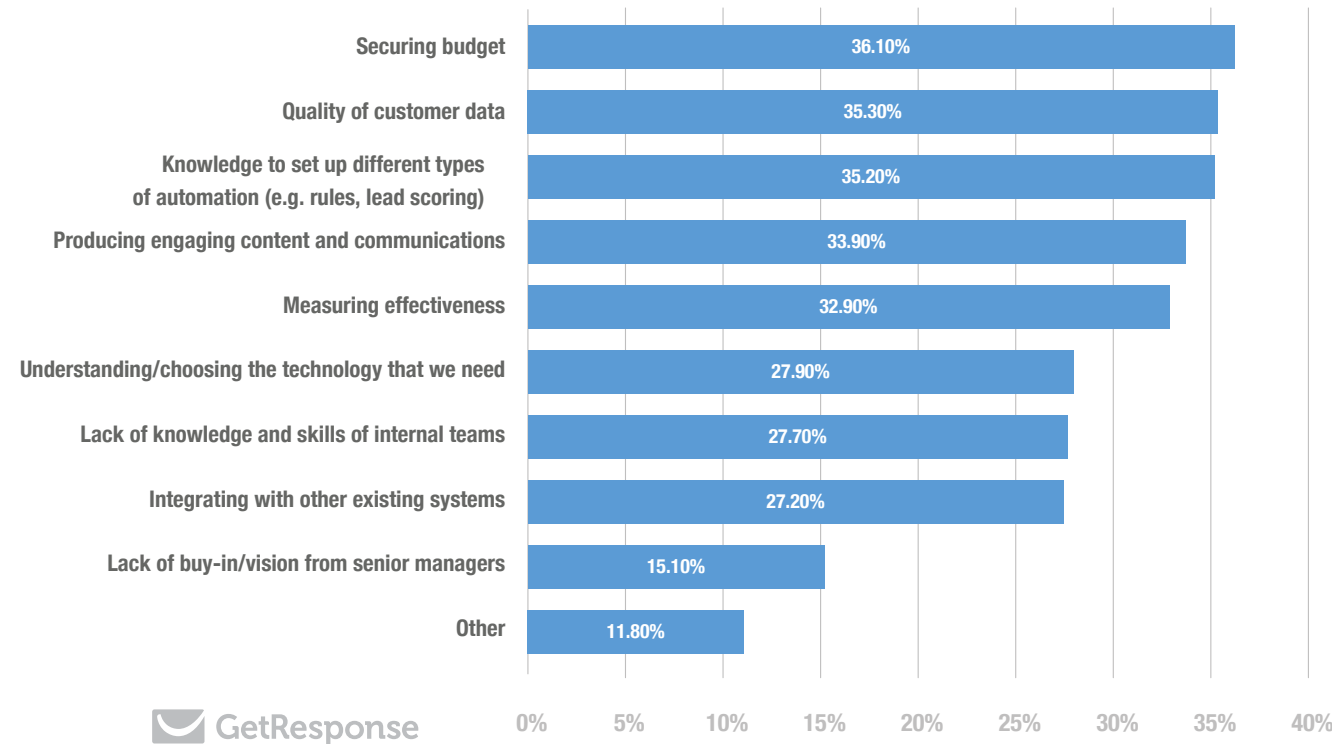
**Q: What are your top marketing automation challenges?
(choose all that apply)**

Figure 78 addresses a very interesting question and the answers show that in general all the challenges are to some extent problematic across the industries, except for one – lack of buy-in from senior managers (15.1%).

The major challenges are securing budget (36.1%) and quality of customer data (35.3%). Following closely behind is lack of knowledge of how to set up different types of automation (35.2%).

Averages across all industries

Figure 78. TOP MARKETING AUTOMATION CHALLENGES

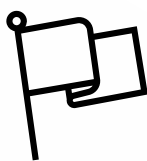


Results per industry

Not-for-profits say their biggest challenge is securing budget (46%), while technology and high tech marketers say theirs is the quality of customer data (50%).

content and communications (51%), and financial services have issues with measuring the effectiveness of their campaigns (46%) as well as challenges with lack of knowledge in how to set up automation (46%).

Health care struggles with producing engaging

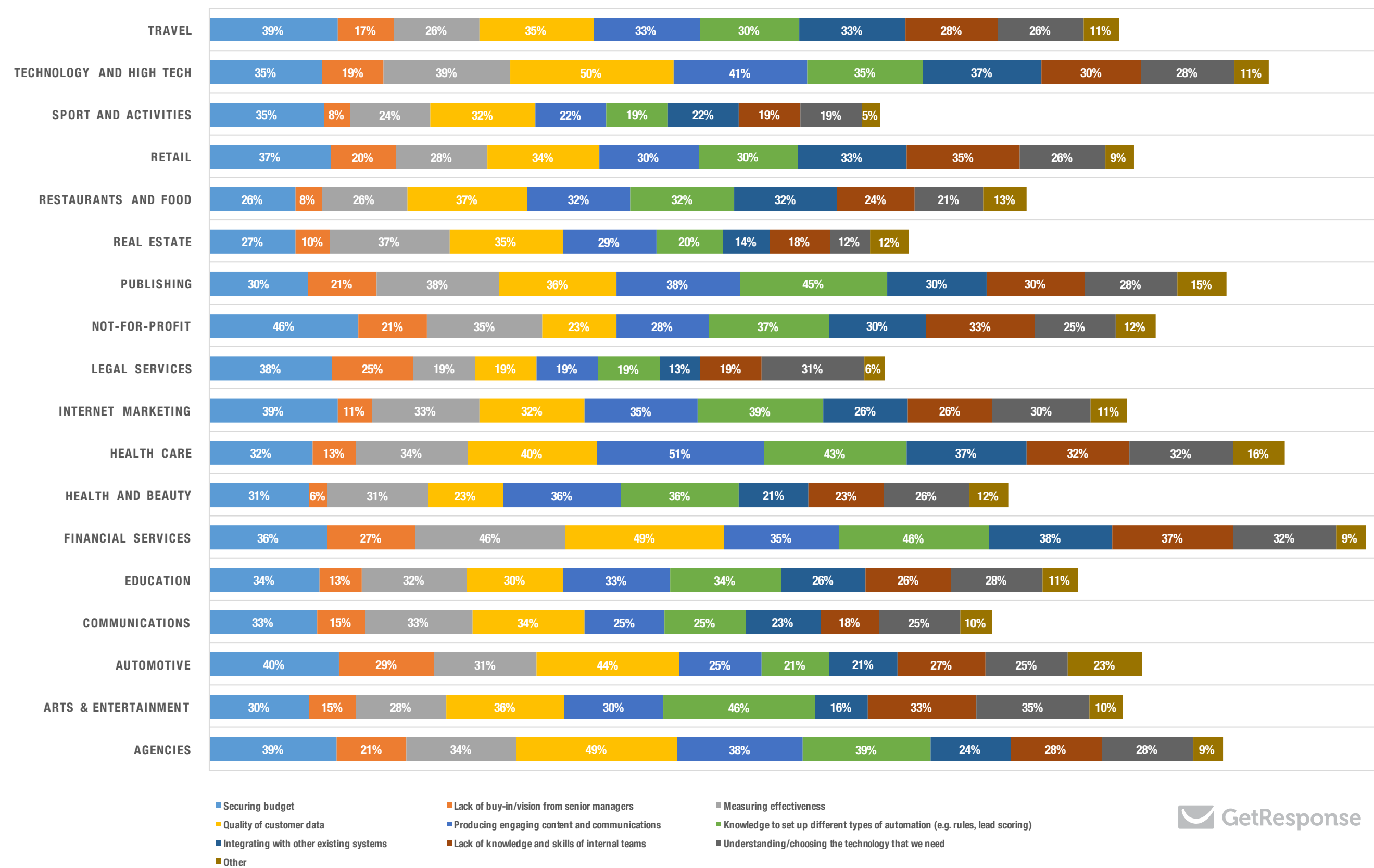


RECOMMENDATION

Email is often seen as a cheap channel and delivers excellent return on investment (ROI) with minimal effort. This often results in the fact that the budget that's allocated to it is not in line with the results it drives. To remedy this, start to purposefully create a business case for more budget and resources. In addition to including your open and click metrics, also include actual conversions and if possible, revenue, as this is what is meaningful to the decision makers.

Focus on your pain points and identify the additional budget you will need to remedy these pain points. For example, if it's lack of resources and your aim is to gain more budget to automate programs and alleviate resource pressure, then focus on one automated program and prove how automation has increased revenue, yet has reduced costs. If it's because you don't have enough time and resources to be testing every email, then perform a few strategic and meaningful tests and deliver the results to show how you can increase revenue by testing.

Figure 77. MARKETING AUTOMATION CHALLENGES BY INDUSTRY



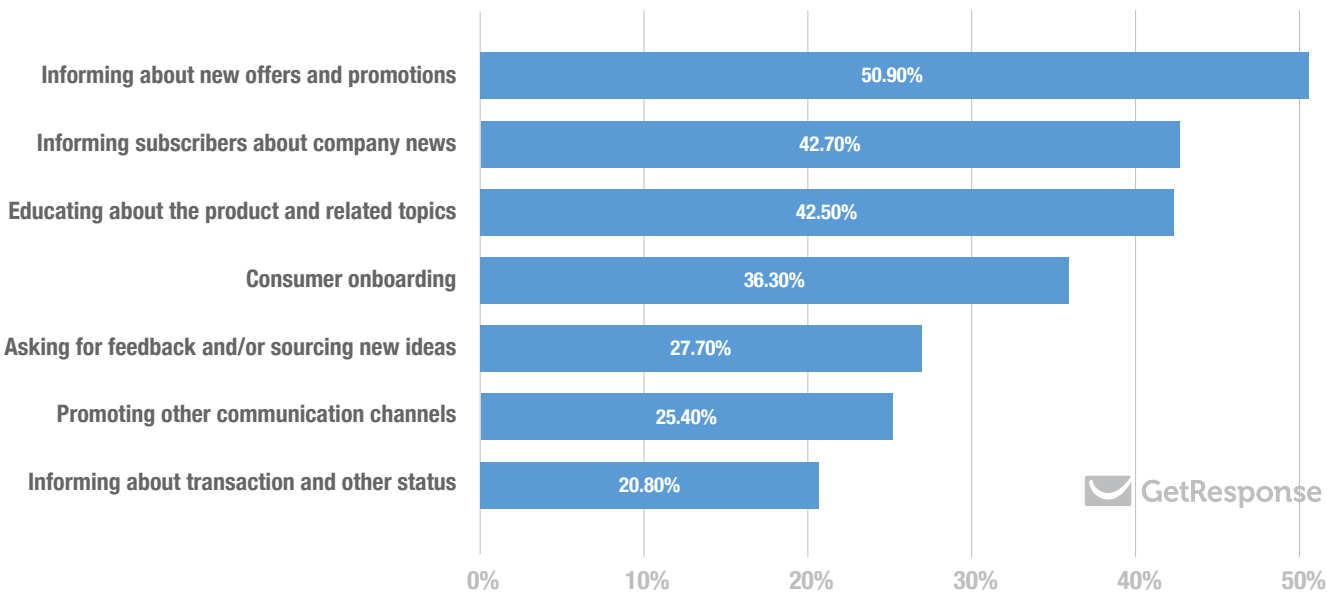
Uses of marketing automation

Q: If you use marketing automation, what do you use it for?
(choose all that apply)

Averages across all industries

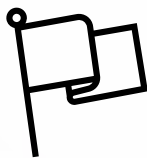
Figure 80 shows us that the most popular use for marketing automation is informing about new offers and promotions (50.9%), with informing subscribers about company news at 42.70%.

Figure 80. APPLICATIONS OF MARKETING AUTOMATION



Results per industry

Figure 81 reveals that real estate (27%) and travel (33%) have the most customer-centric approach to marketing automation as they don't send information about company news. Technology (44%) and agencies (44%) use customer onboarding the most, while restaurants and food primarily use marketing automation to promote new offers and other initiatives (66%).

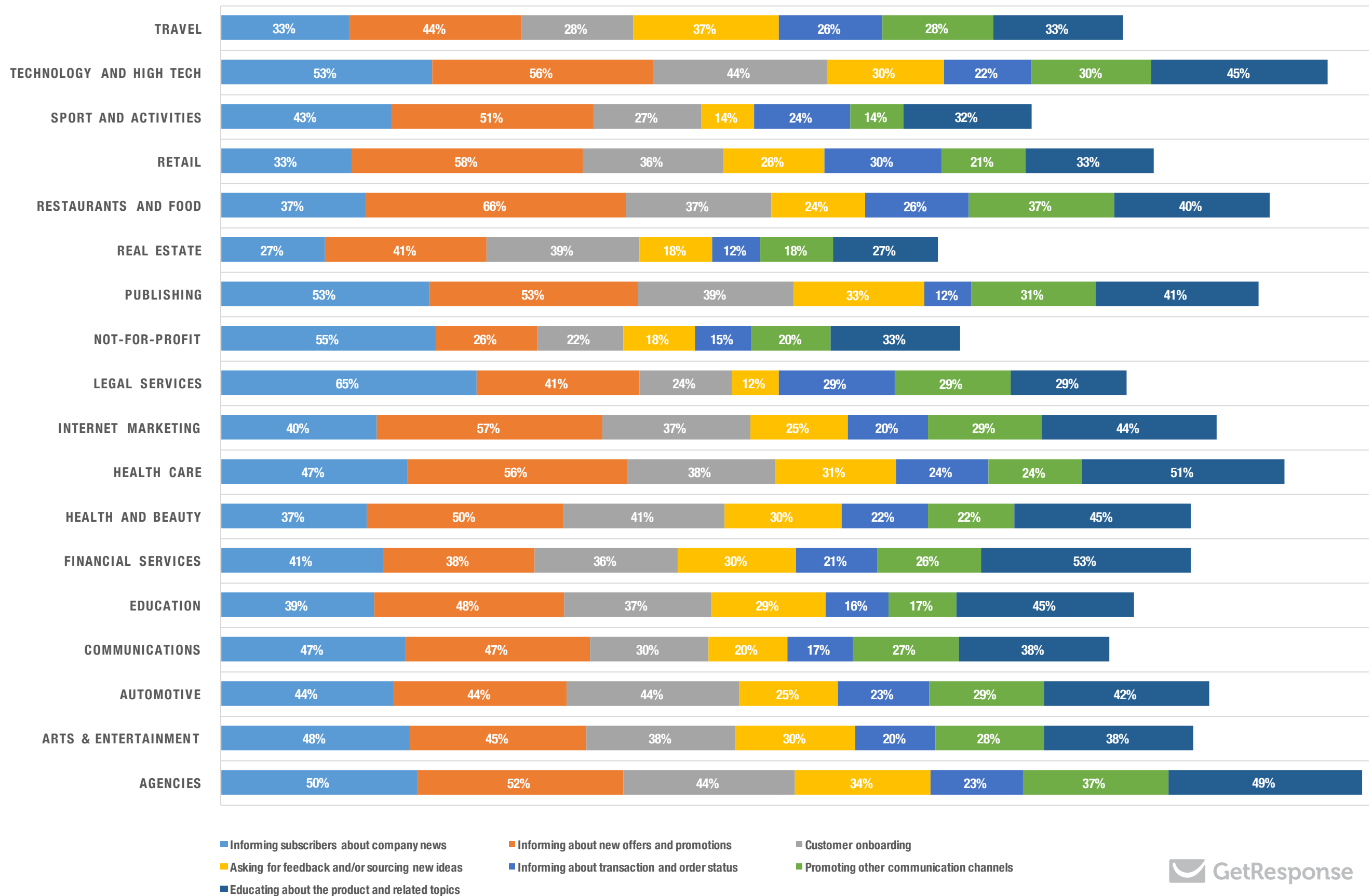


RECOMMENDATION

Think about the customer. If your company news will help the customer in their decision in some way, or will help to increase their happiness with you as a brand, then send this news. Remember, email is a push channel and as such we're very tempted to push out our brand news to our subscribers and customers. But ask yourself – is it beneficial for them? What problem or pain-point of theirs does it solve?

Commerce is a two-way street, after all. We want to sell, and customers want to buy. So, employ the customer-first approach: Instead of focusing on our own objectives, we look over at our customers and ask ourselves, "How can we help them achieve their objectives?" And by helping them to achieve their objective, we have achieved ours.

Figure 81. MARKETING AUTOMATION USES BY INDUSTRY



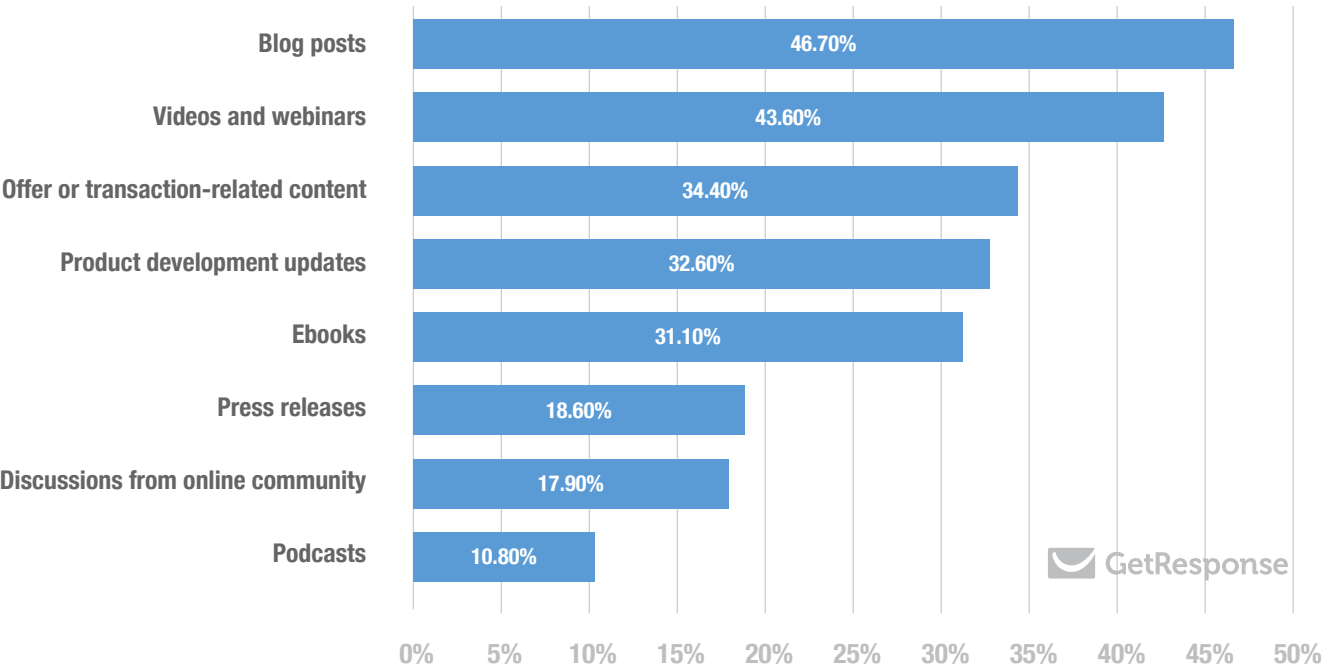
What types of content are used within marketing automation?

Q: Which type of content do you distribute using marketing automation?
(choose all that apply)

Averages across all industries

Figure 82 shows us, perhaps unsurprisingly, that blog posts are the most used type of content (46.7%), with videos and webinars coming in second in popularity across all industries – 43.6% of marketers say they use them.

Figure 82. CONTENT TYPES DISTRIBUTED USING MARKETING AUTOMATION

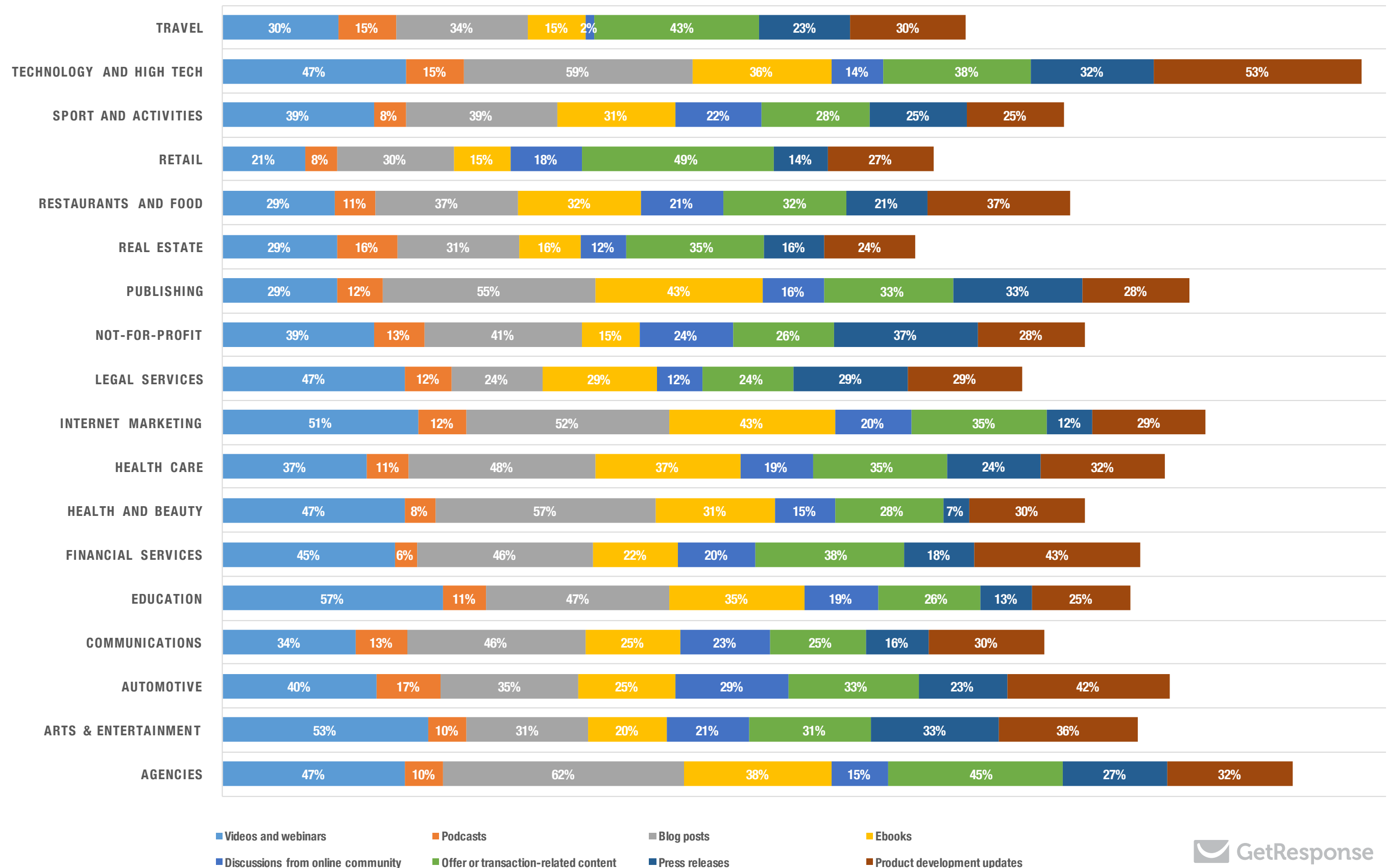


Results per industry

Figure 83 shows us that agencies use blog posts the most (62%), while publishing and internet marketing (both 43%) lead the way with ebooks. Education mostly uses videos and webinars (57%), while only 21% of retailers use them.



Figure 81. TYPES OF CONTENT BY INDUSTRY





4

QUESTIONS COMMONLY ASKED BY MARKETERS



In this section, we have tried to address many common questions asked by marketers by drilling into the GetResponse database and reporting our findings to these intriguing, often asked questions.

Subject lines – should they be long or short?

Many email clients truncate subject lines at 40 or less characters. So the logical best practice advice given out in the past few years is to keep your subject lines under 40 characters.

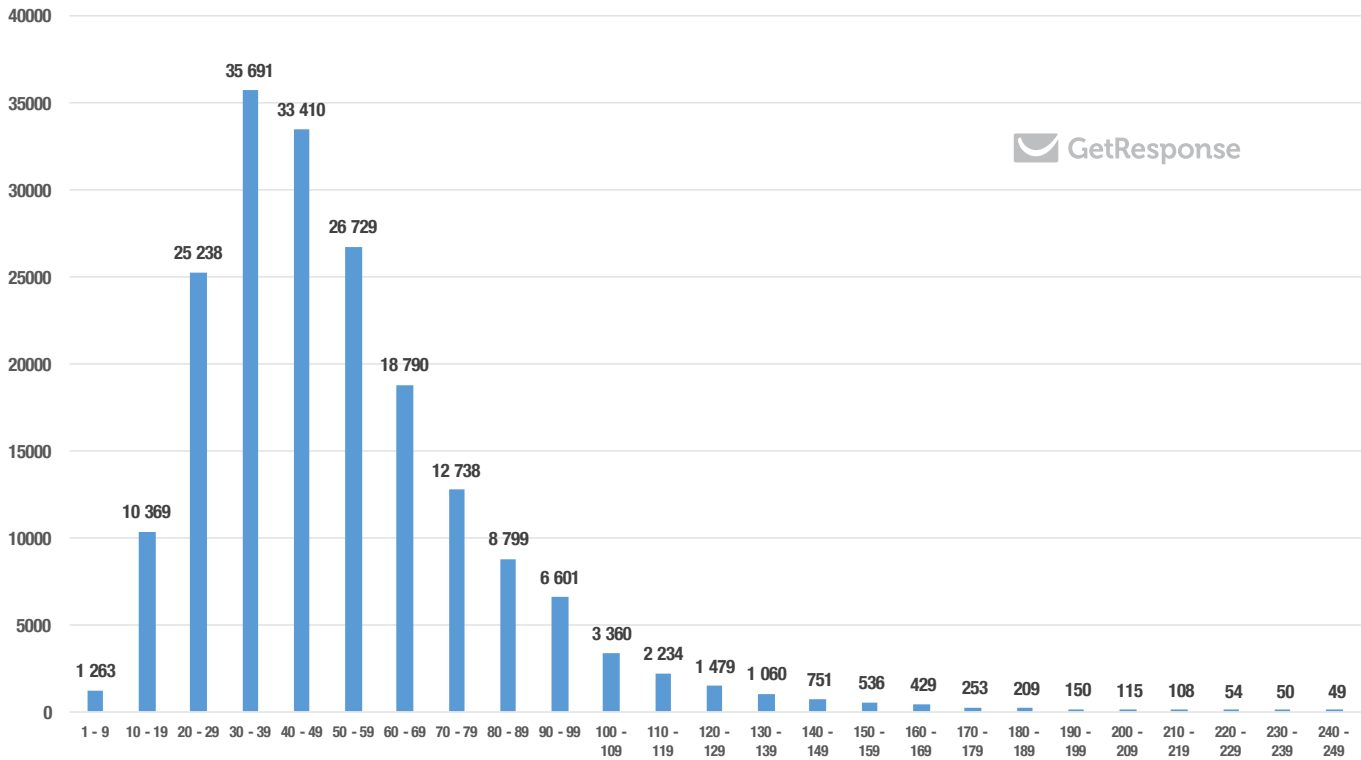
So, GetResponse delved into their data and pulled out some interesting findings. As you can see in Figure 85, the majority of subject lines sent were using 30-49 characters – as per the current best practice advice.

However...

when we view the open and click rates for the different subject line lengths, a different story reveals itself. We can see that open rates are highest between 90 and 119 characters – a good deal longer than the 30-50 characters the majority of email marketers send.

But that’s not the whole story. Sure, we want our subscribers to open our emails – but is that all that we want them to do? Of course not! Most of us also want them to click through and we can see again in Figure 86 that click rates are loving the longer characters.

Figure 85. NUMBER OF MESSAGES SEND BY SUBJECT LINE LENGTH



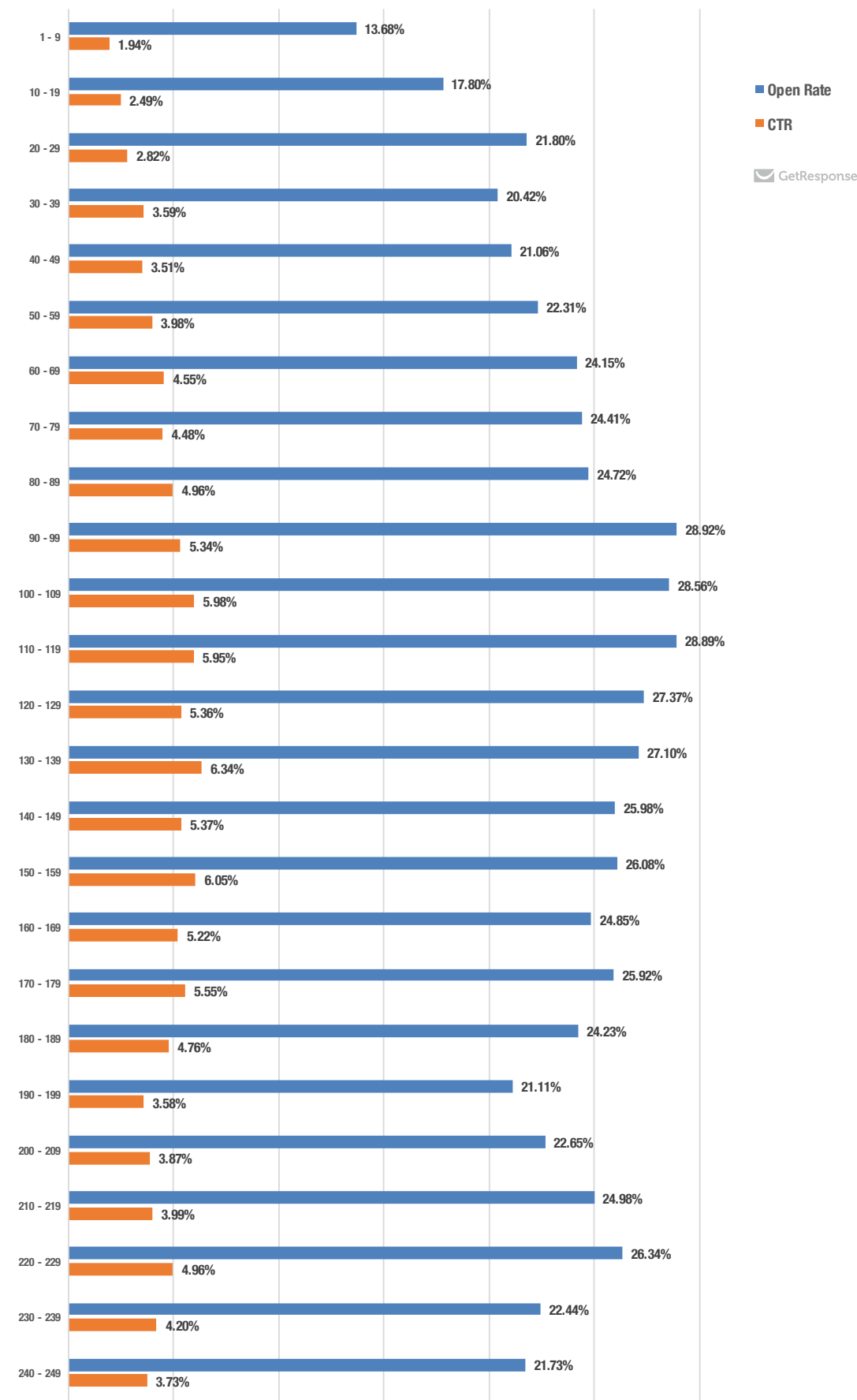
My theory on this, which has been supported by many tests performed over the years, is that it’s not the length of the subject line that matters, nor the amount of characters used, as we humans don’t make decisions based on these factors.

What does influence us however, is whether the subject line is generic or specific. Generic subject lines naturally tend to be short, while specific subject lines tend to be long. More generic subject lines appeal to a wider audience as they are more vague in content, whilst specific

emails tend to appeal to the audience that you want to attract and as such are more likely to click through.

The main advice here though, is don’t accept logical best practice without first testing it for yourself. Just because it’s logical or it works for others doesn’t mean it’ll work for you.

Figure 86. OPEN & CLICK RATE BY NUMBER OF SUBJECT LINE CHARACTERS



Does using a preheader help?

There are two types of preheaders: marketing and functional. The functional preheader generally contains a link to “view this email in a web browser” or some similar copy. The marketing preheader essentially gives you a second bite at the cherry and enables you to build upon the subject line if it’s truncated or, as in the case of Gmail, there’s no preview

pane – the Gmail snippet is your only opportunity to convince them to open the email.

GetResponse’s data revealed that while only 13% of emails sent (Figure 87) contained a preheader (either marketing or functional or both), having a preheader can provide a 20% uplift in both open and click rates! (Figure 88)

Figure 87. HAS A PREHEADER?

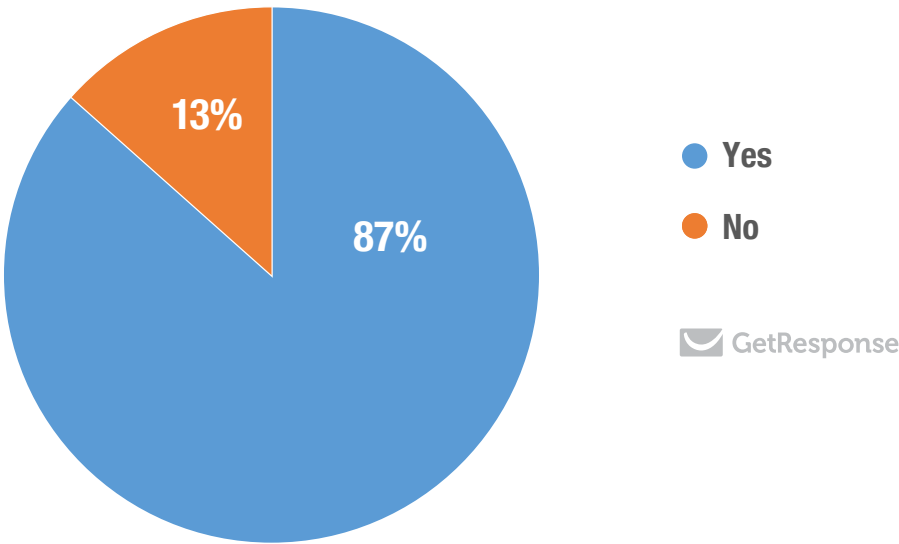
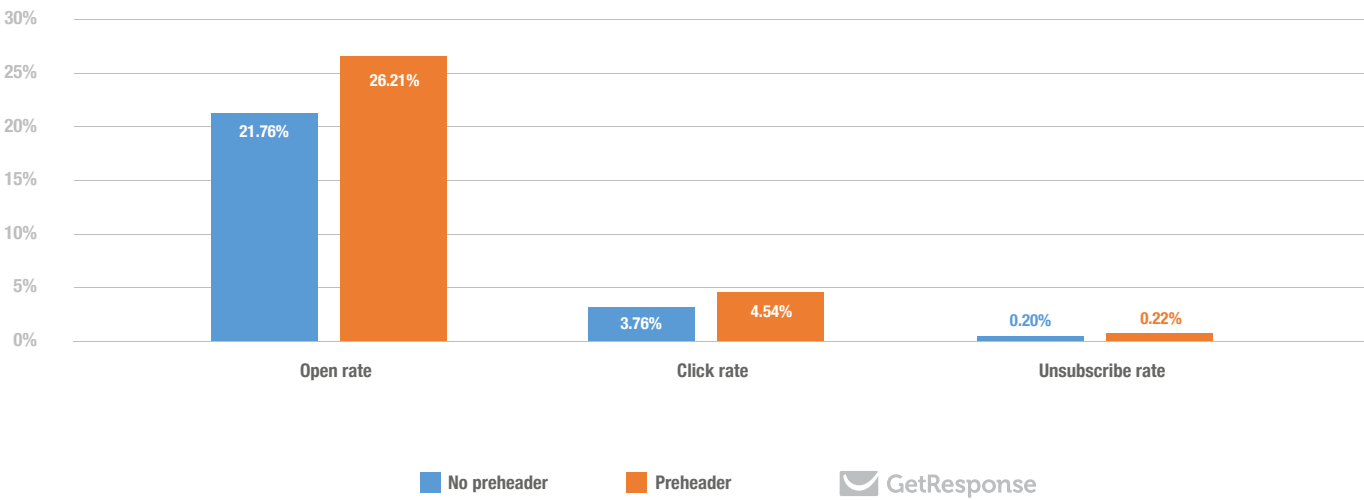


Figure 88. DOES A PREHEADER HELP OPEN & CLICK RATES?

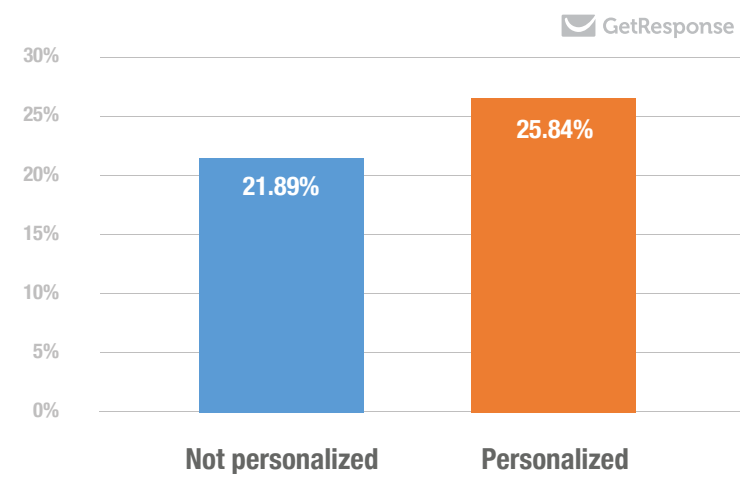


Should I personalize my subject line?

This question never grows old! And after examining GetResponse’s database of emails sent, they discovered that on average, a personalized email subject line resulted in an uplift of 18%.

However, don’t assume this will work for you. I believe that this is a great place to start testing. Test whether it gives you an uplift or not and test upon different types of communications as well. Also remember that, as with any type of marketing tactic, if you use it non-stop, it will lose its effectiveness.

Figure 89. TO PERSONALIZE OR NOT? OPEN RATE RESULTS



Do emojis work?

To emoji or not to emoji – that is the question :) And we have the answer! While Figure 90 shows that only 8% of subject lines sent use emojis, Figure 91 reveals they can provide you with a nice 10% uplift in open rates.

Again – use this tactic appropriately and sparingly so that it delivers the results for when you need them. And of course, ensure the emoji supports the subject line, otherwise it may confuse the recipient and deliver a negative result.

Figure 90. NUMBER OF MESSAGES USING EMOJI’S

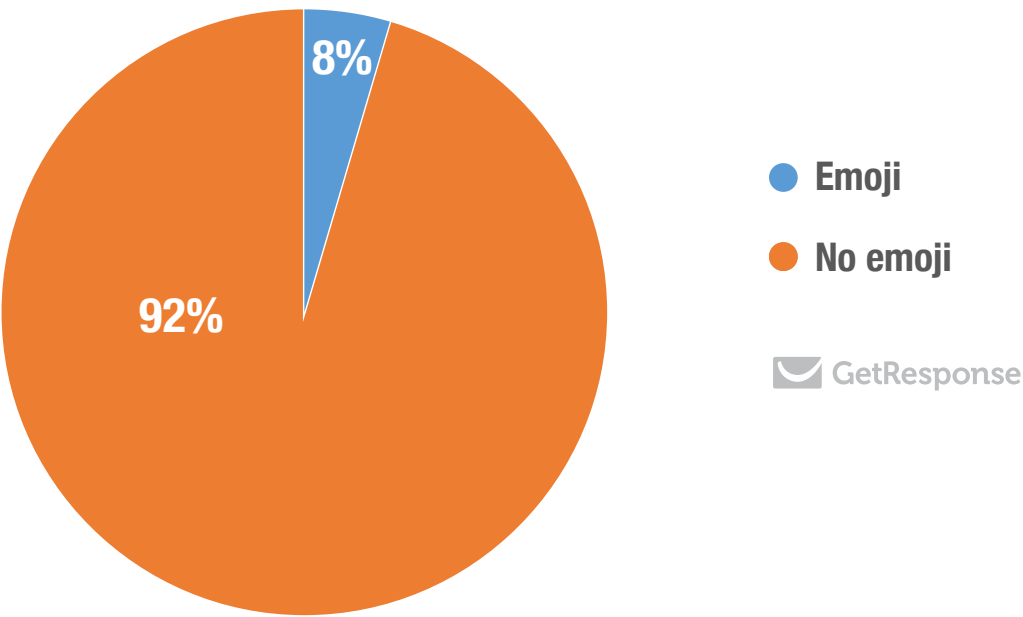
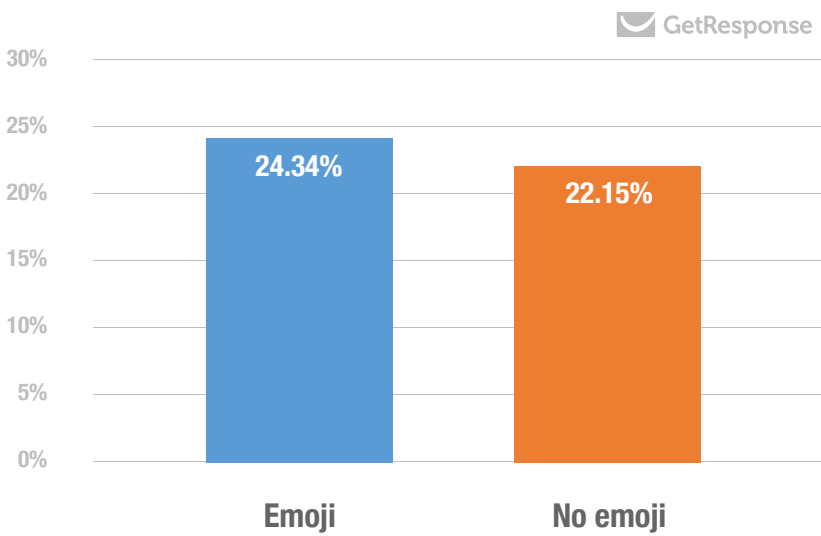


Figure 91. DOES USING EMOJI’S HELP OPEN RATES?

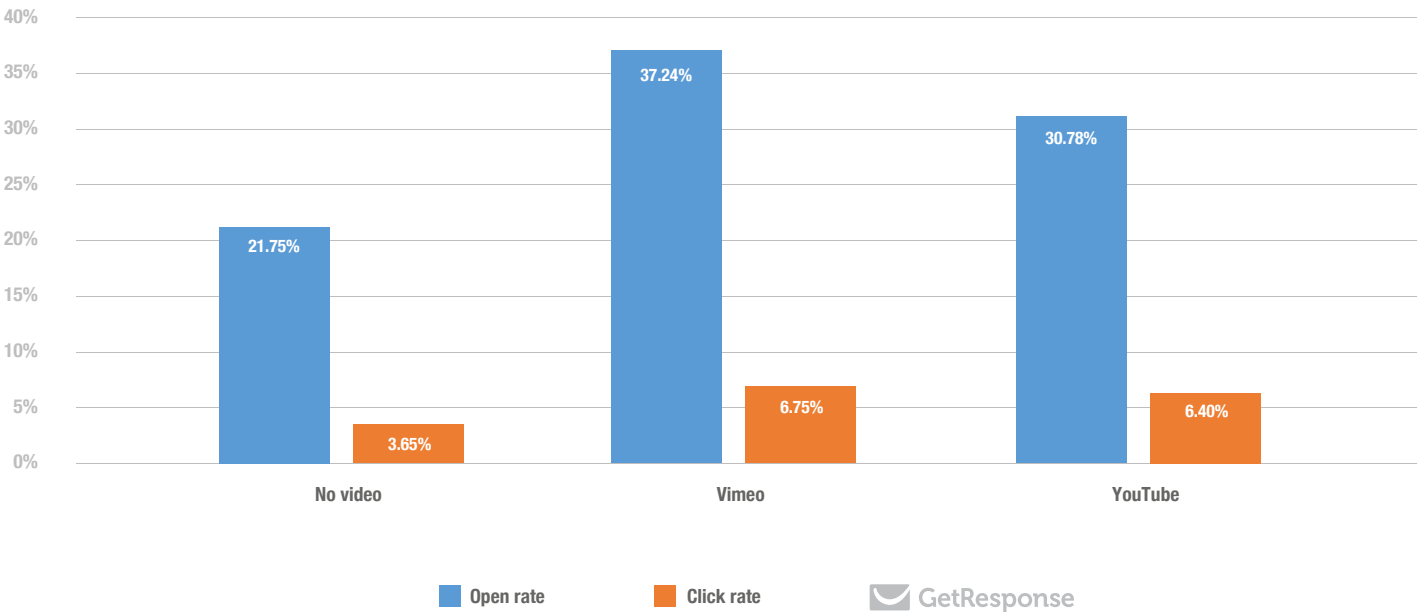


Do videos increase opens and click-throughs?

Yes! Videos are incredibly popular content since they address the three main ways in which we like to learn: auditory, visual, and kinaesthetic.

Figure 92. shows us that videos can give you an uplift of between 41-71% with your open rates and 73-83% in click-throughs!

Figure 92.. DOES HAVING A VIDEO INCREASE YOUR OPEN & CLICK RATES?



THANK YOU!

Once again, thank you to all those who participated in this survey – we couldn’t have compiled it without you! We hope you have found it interesting and have hopefully gained some insights into your industry and ideas on how you can improve.

Kath Pay
Kath Pay
CEO & Founder, Holistic Email Marketing

Michał Leszczyński
Michał Leszczyński
GetResponse

Got a question? Contact us

<https://www.getresponse.com>

<http://www.holisticemailmarketing.com>