Email Marketing StatPack 2018
Benchmarks and Trends

October 2018

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This StatPack features the latest data and trends for the email marketing landscape, as well as interviews from industry experts and brands

Consumer Email Usage

Marketers and Email

Measuring Success in Email Marketing: Benchmarks and KPIs

Email Deliverability, List Maintenance and Permission in the Wake of GDPR
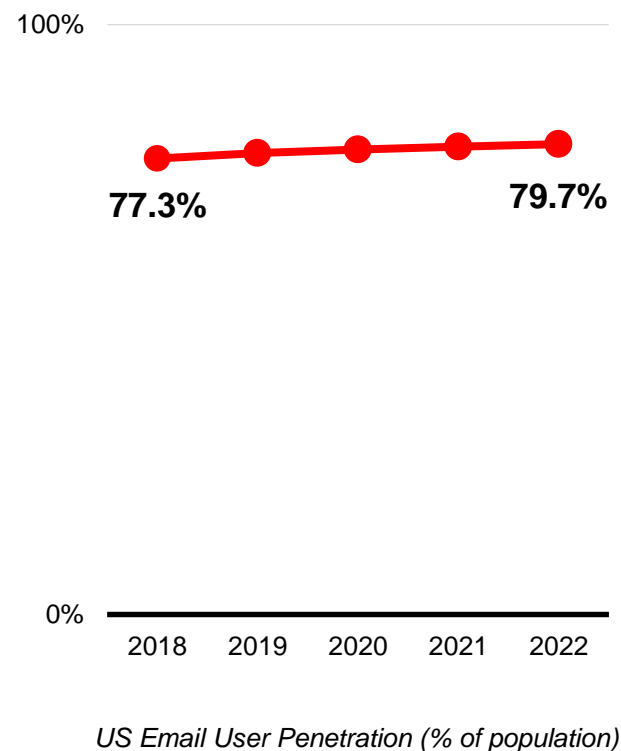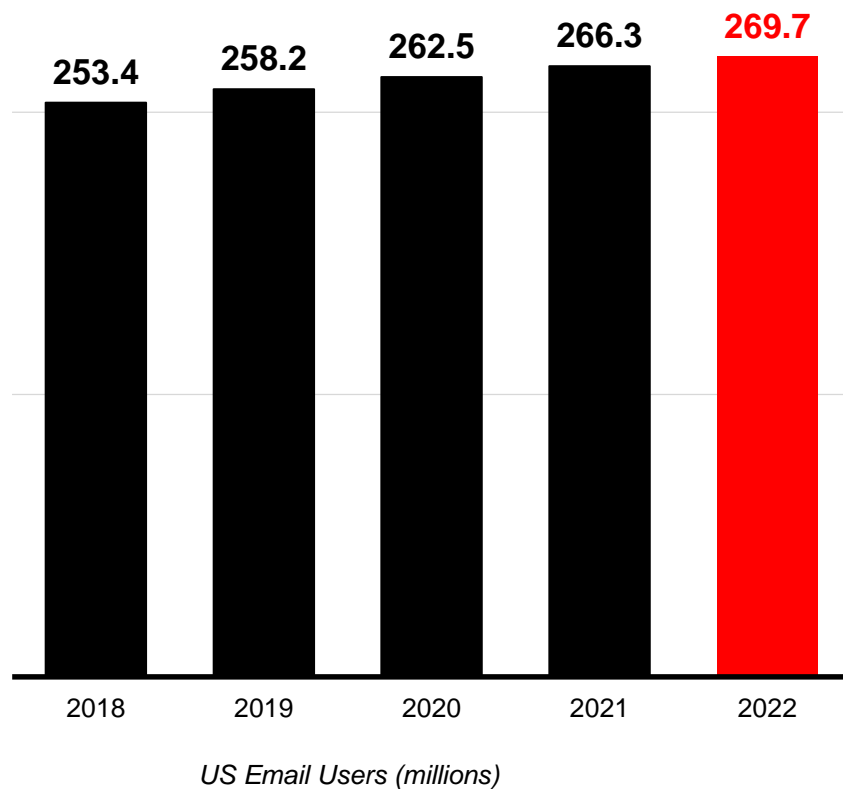
Are Your Emails Mobile-Ready?

Crafting Relevant Messages with Data-Driven Strategies

Managing Email and Aligning It with the Holistic Customer Experience

Email Technology on the Horizon

Consumer Email Usage

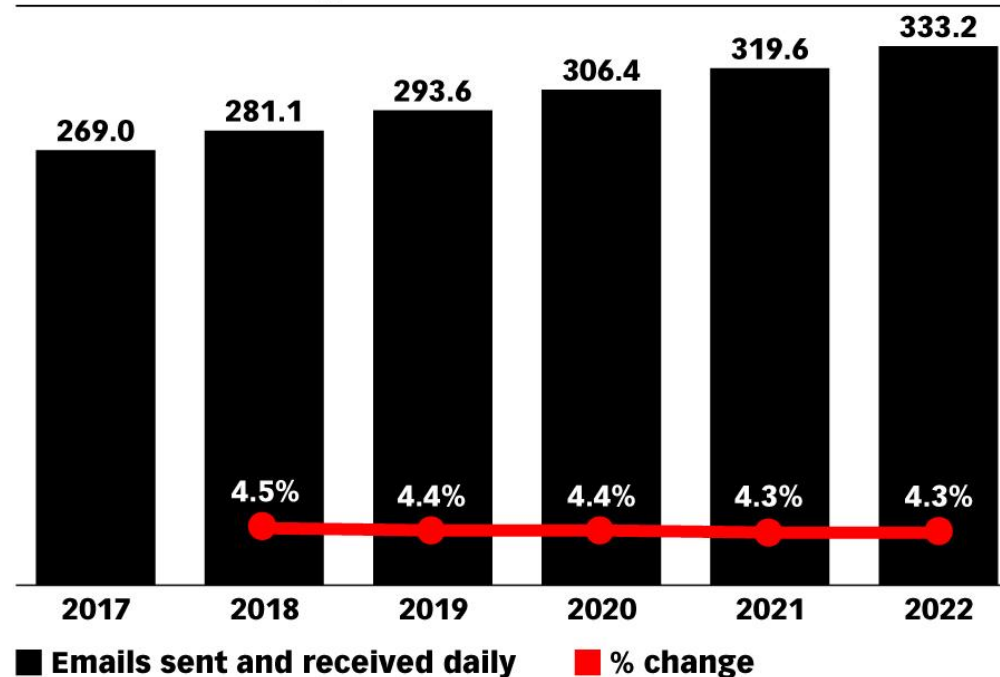# Roughly 80% of the US population will use email by 2022

US Email Users (millions)

- 253.4 (2018)
- 258.2 (2019)
- 262.5 (2020)
- 266.3 (2021)
- 269.7 (2022)

US Email User Penetration (% of population)

- 77.3% (2018)
- 79.7% (2022)

In 2018, 281.1 billion emails will be sent and received daily

Total Emails Sent and Received Daily Worldwide, 2017-2022

billions and % change

2017	2018	2019	2020	2021	2022
269.0	281.1	293.6	306.4	319.6	333.2
	4.5%	4.4%	4.4%	4.3%	4.3%

■ Emails sent and received daily   ■ % change
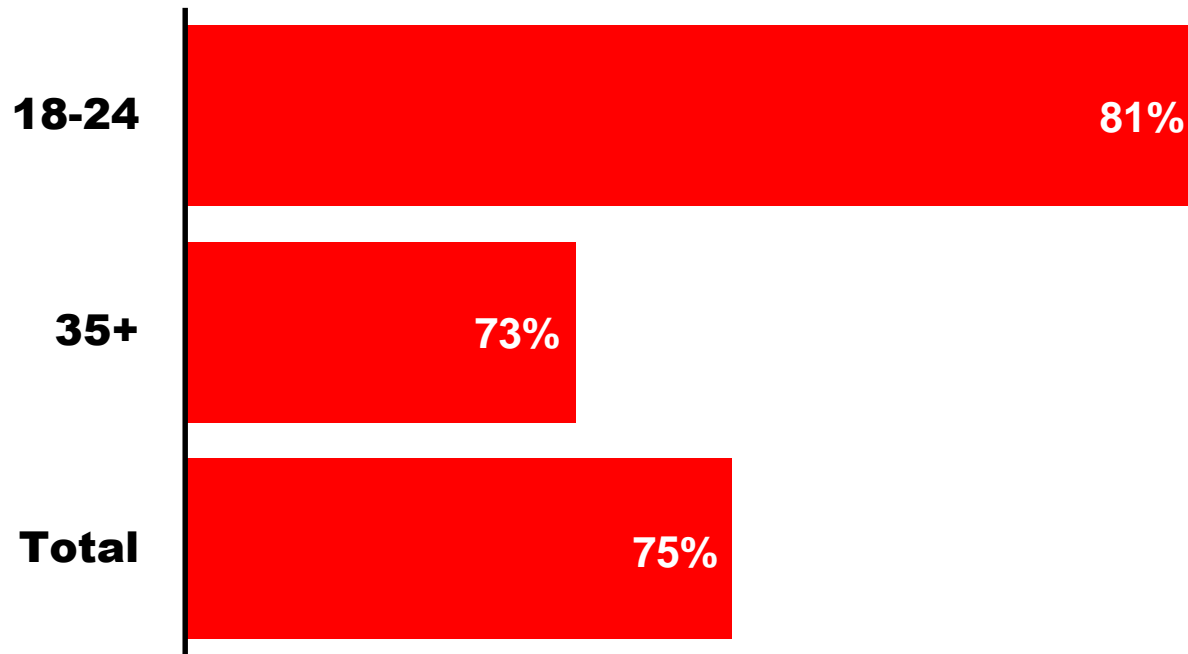
Note: includes business and consumer emails
Source: Radicati Group, "Email Statistics Report, 2018-2022," March 5, 2018

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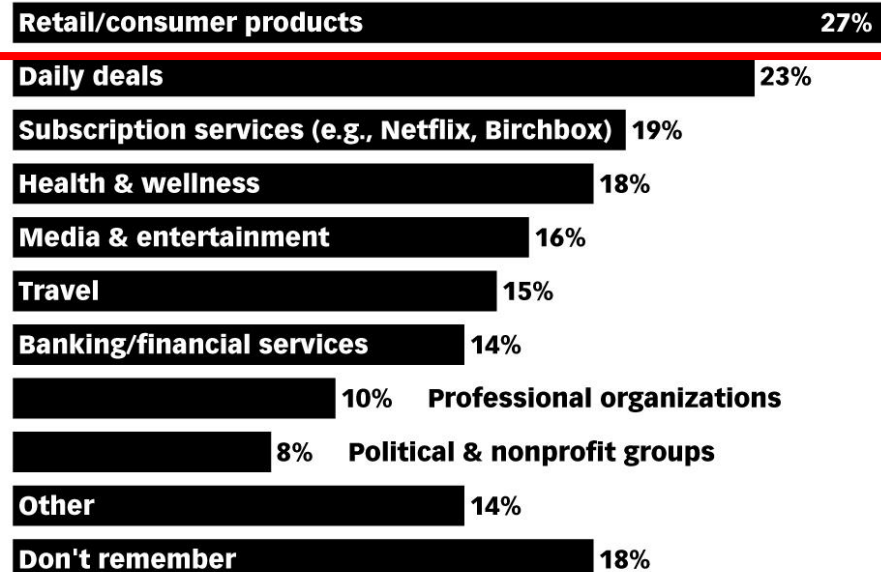# The majority of US internet users check email on their smartphone most often

US Internet Users Who Use a Smartphone Most Often for Checking Personal Email
(% of respondents, by age)

- 18-24: 81%
- 35+: 73%
- Total: 75%

And they tend to subscribe to a variety of marketing email lists

Marketing Email Lists to Which US Internet Users Subscribe, Nov 2017
% of respondents

Category	%
Retail/consumer products	27%
Daily deals	23%
Subscription services (e.g., Netflix, Birchbox)	19%
Health & wellness	18%
Media & entertainment	16%
Travel	15%
Banking/financial services	14%
Professional organizations	10%
Political & nonprofit groups	8%
Other	14%
Don't remember	18%

Note: ages 18+; among those who sign up for email lists
Source: Fluent LLC, "The Inbox Report: Consumer Perceptions of Email," Jan 31, 2018

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After receiving a **promotional email,** roughly one-quarter of internet users **take action**

Actions Taken After Receiving a Promotional Email According to US Internet Users, by Demographic, Nov 2017

% of respondents in each group

	Visited a brand's store or website	Purchased any products or services*
Gender		
Female	29%	29%
Male	23%	22%
Age		
18-34	26%	23%
35+	26%	27%
Total	**26%**	**26%**

*Note: in the past 6 months; *via mobile website/app, desktop/laptop or physical retail store*
Source: Fluent LLC, "The Inbox Report: Consumer Perceptions of Email," Jan 31, 2018

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Getting users to check and open their email can be a challenge

19% of US internet users check their personal email less than once a day

28% of US internet users rarely open marketing emails

23% of US internet users never open marketing emails

Users are quick to give brands their email, but it might not be their primary account

72% of US internet users will share their email address for a shopping experience that is more tailored to their personal preferences

37% are willing to share their email address to secure an exclusive offer from a brand

31% create another email account to use when they sign up for services

Marketers and Email

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Email is a highly used and important channel for marketers

88%

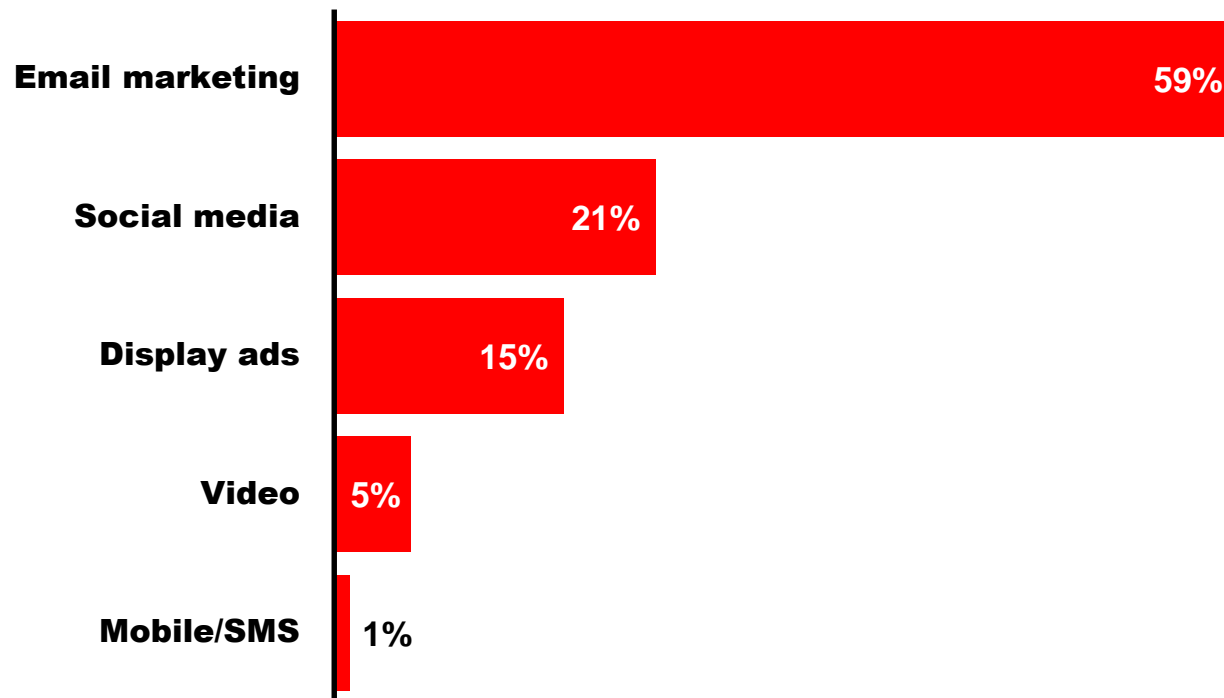of US marketers use email to interact with their customers

Another 11% plan to use email in the future

77%

of US marketing execs said email is an important digital media channel

Only 6% said it was not important

# Email is seen as a top ROI driver by US marketers

Email marketing — **59%**

Social media — **21%**

Display ads — **15%**

Video — **5%**

Mobile/SMS — 1%

Digital Marketing Channel That Generates The Greatest ROI for Marketers, 2018 (% of respondents)

The majority of in-house marketers worldwide say email is good or excellent

How do you rate email marketing as a channel in terms of return on investment?

Excellent	Good	Average	Poor
30%	44%	21%	5%
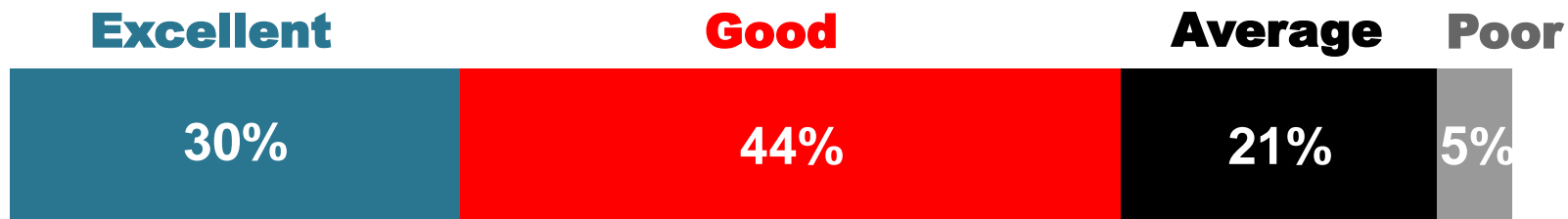
How Client-Side Marketers Rate ROI on Email Marketing, 2018 (% of respondents)

As **effectiveness improves,** marketers worldwide plan to **spend more** on email

44%

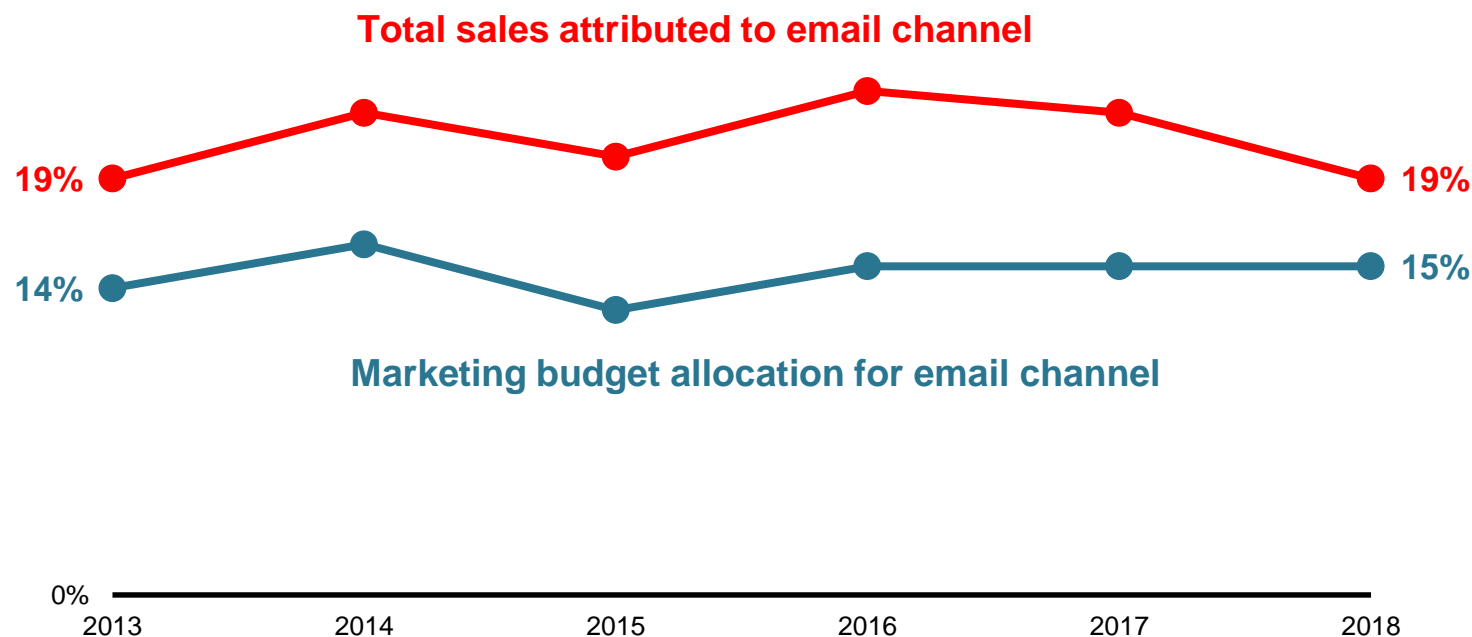**of marketers said their email marketing effectiveness is improving**

37% said it is holding steady

$

25%

of marketers plan to significantly increase spending on email marketing in 2018

In-house marketers worldwide saw a favorable ratio of spend on email vs. total sales

Total sales attributed to email channel

19%   19%

Marketing budget allocation for email channel

14%   15%

0%
2013   2014   2015   2016   2017   2018

Marketing Budget Investment in Email Marketing vs. Sales Attributed to Email Marketing (% of budget and % of revenue)

Marketers use email to **communicate** with their audience and **build brand awareness**

Communicate with customers — 76%
Communicate with prospects — 73%
Build brand awareness — 70%
Generate revenue — 52%
Capture data on subscribers — 29%
We don't have specific objectives — 3%
Other — 6%
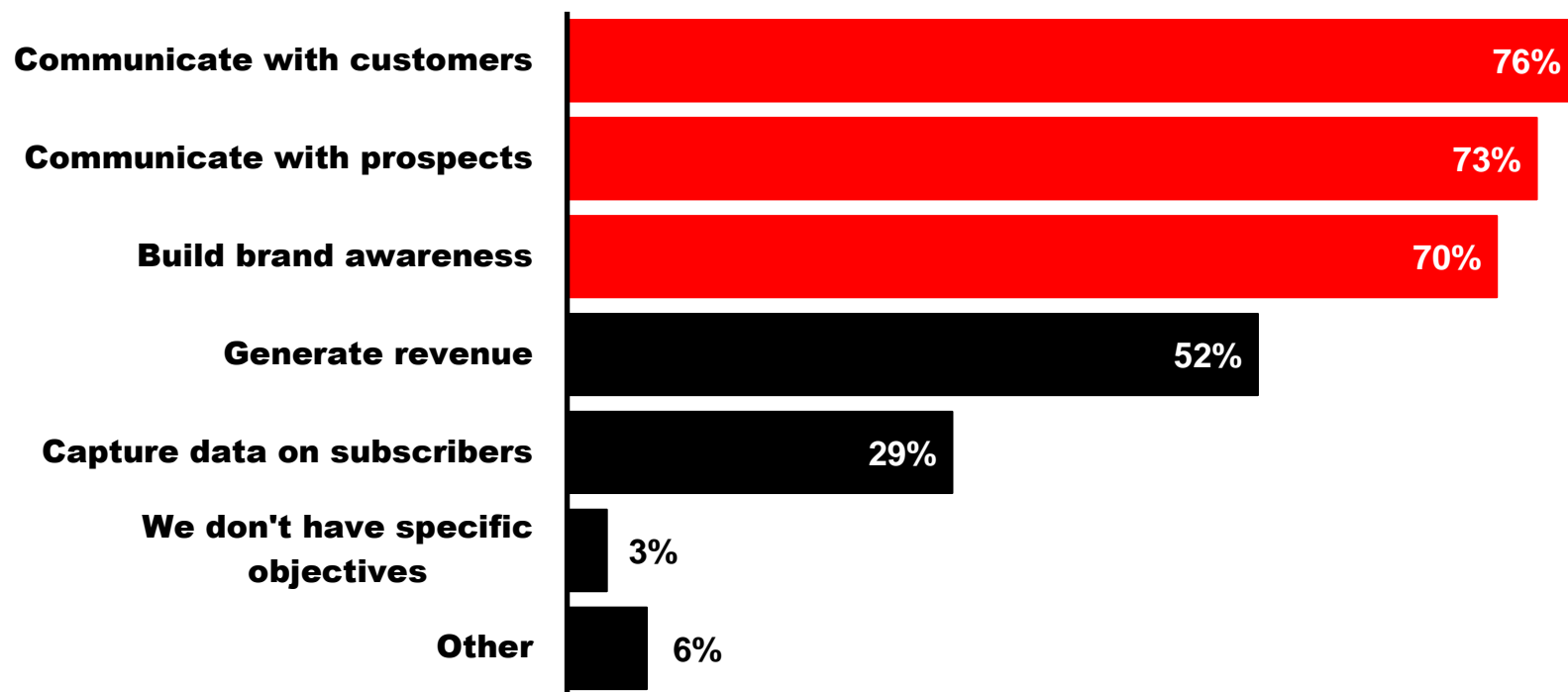
Top Email Marketing Objectives for Marketing Professionals, 2018 (% of respondents)

A consumer's **email address** is a critical **source of identity** for marketers

"Email addresses are useful for customer identification and provide a consistent touchpoint for marketers to have a long-term connection with the recipient."

—Stephen Driscoll, Vice President, Marketing, AARP

"A consumer's email address is a primary identifier of identity for our clients. Couple it with CRM activity, and it is the main key in the database."

—Justin Orgel, Director, Marketing Consulting, Cheetah Digital

Measuring Success in Email Marketing: Benchmarks and KPIs

Email KPIs defined

Open Rate: Total opens/emails delivered

Unique Open Rate: Unique opens/emails delivered

Unique CTR: Unique clicks/emails delivered

Clickthrough Rate (CTR): Total clicks/emails delivered

Click-To-Open Rate (CTOR): Total clicks/total opens

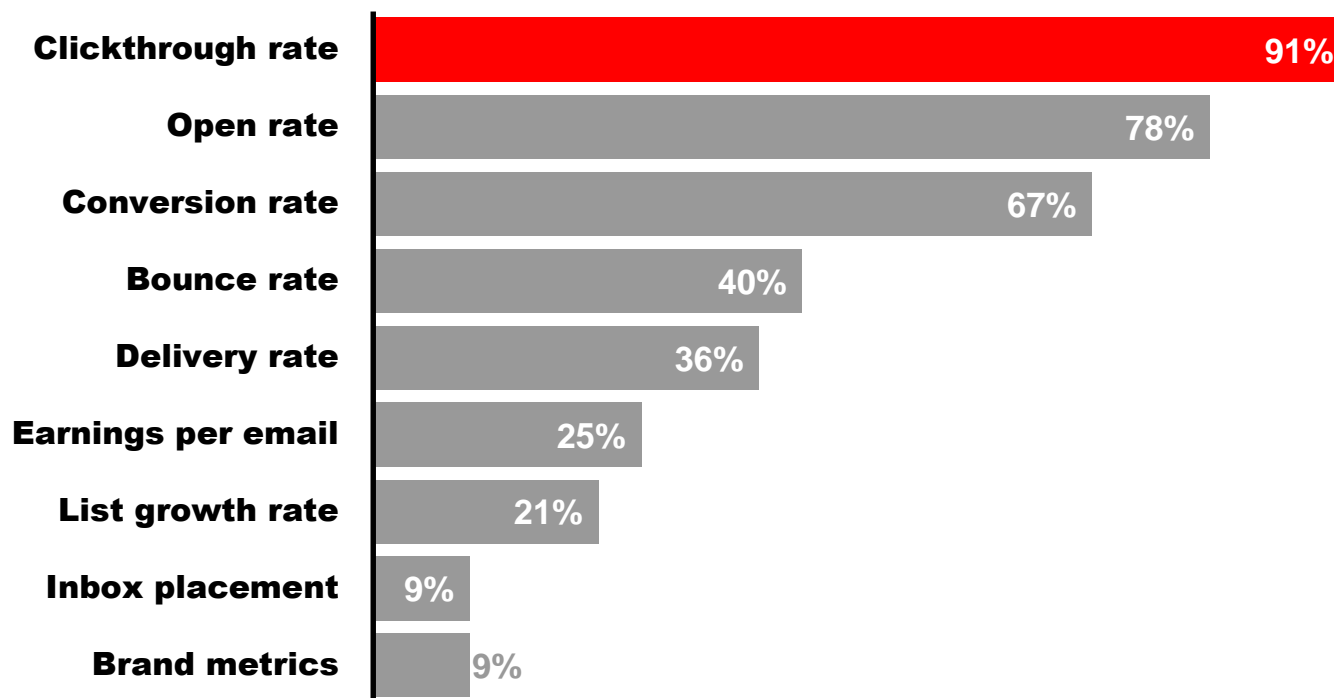**Bounce Rate:** Undelivered emails/email sent

The data shows benchmark results from various email service providers by quarter

The benchmark data presented in this section was collected from a variety of ESPs and is reflective of the activity of brands using each platforms.

Our analysis will show how benchmarks vary by industry, device, geography, company size and other factors that impact email performance.

Nine in 10 in-house marketers worldwide say CTR is the metric used to measure email marketing success

Metric	%
Clickthrough rate	91%
Open rate	78%
Conversion rate	67%
Bounce rate	40%
Delivery rate	36%
Earnings per email	25%
List growth rate	21%
Inbox placement	9%
Brand metrics	9%

Metrics Used to Measure the Success of Email Marketing According to Client-Side Marketers, 2018 (% of respondents)

eMarketer

Open rates for six ESPs show roughly one in five consumers open an email sent by brands

Epsilon — 33.1% ●

Cheetah Digital — 24.9% ●

IBM Watson Marketing — 22.8% ●

Mailchimp — 20.8% ●

SendGrid — 18.0% ●

Yes Lifecycle Marketing — 14.9% ●

0.0%   100.0%
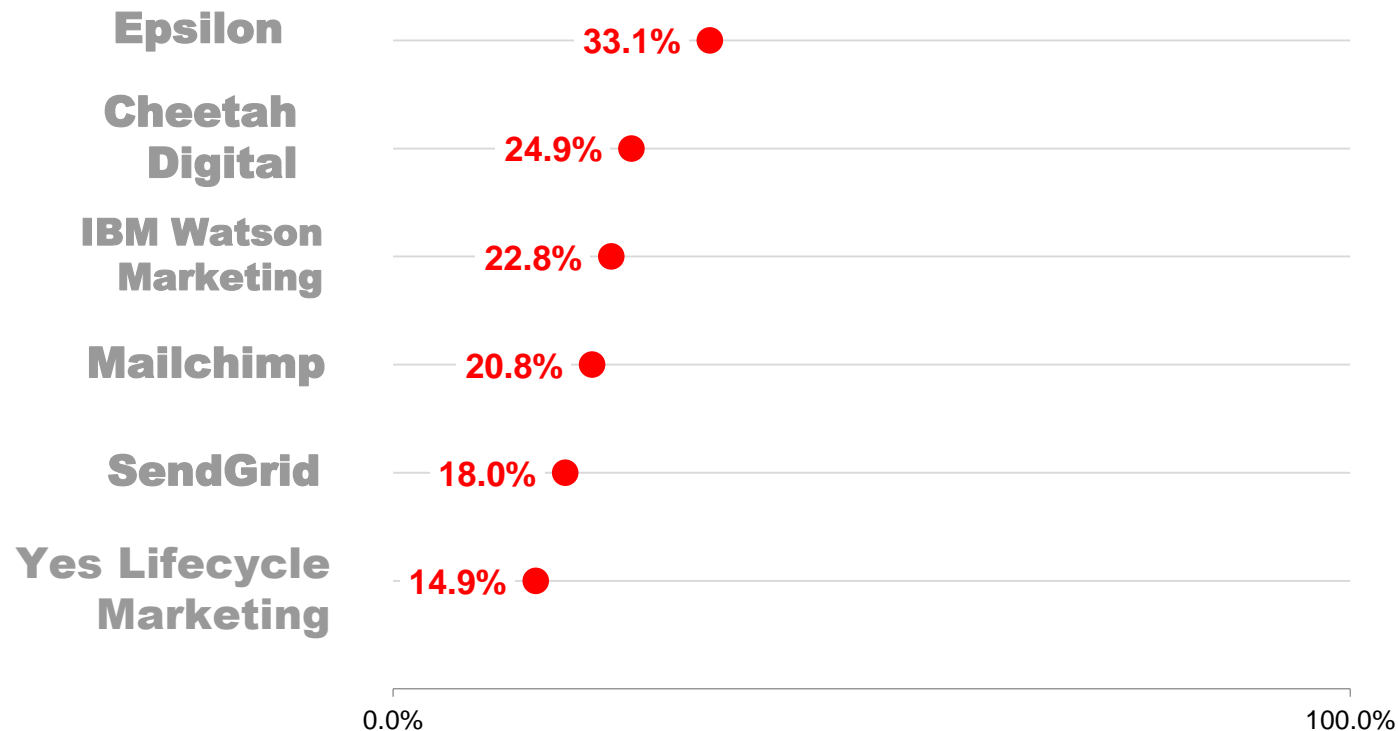
Worldwide Email Open Rates Among Select ESPs, Q1 2018 (% of emails opened)

CTR across six ESPs shows less than 4% of emails got clicks in Q1 2018

Epsilon	3.8% ●
IBM Watson Marketing	3.5% ●
Cheetah Digital	2.6% ●
Mailchimp	2.4% ●
Yes Lifecycle Marketing	2.1% ●
SendGrid	2.0% ●

0.0%   100.0%

Worldwide Email CTRs Among Select ESPs, Q1 2018 (% of emails clicked)
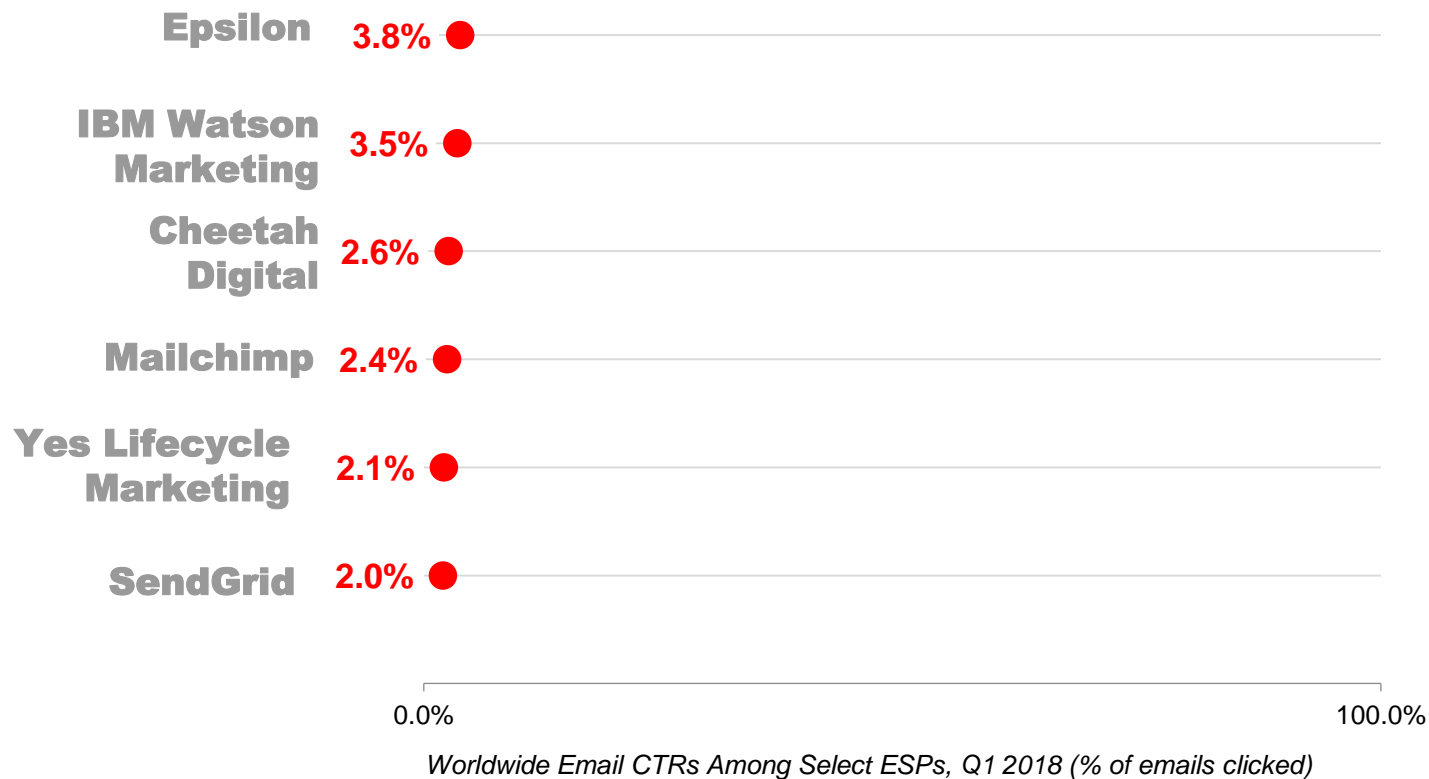
Marketers must also compare performance YOY: Opens are down, but clicks/revenue are up

Email Marketing Performance Metrics in North America, Q1 2017 & Q1 2018
among campaigns analyzed by Cheetah Digital

	Q1 2017	Q1 2018	% change
Total open rate	27.5%	24.9%	-9.3%
—Unique open rate	18.0%	16.9%	-5.8%
—Click-to-open rate	8.9%	9.6%	8.1%
Total click rate	2.3%	2.6%	11.4%
—Unique click rate	1.7%	1.7%	0.9%
Transaction-to-click rate	3.4%	3.2%	-6.6%
Transaction rate	0.05%	0.05%	-5.5%
Revenues per email	$0.06	$0.07	7.0%
Average order value	$143	$152	6.3%
Delivery rate	98.3%	98.7%	0.4%
Unsubscribe rate	0.09%	0.09%	-1.2%
Volume	-	-	-0.1%

Note: represents activity on the Cheetah Digital platform, broader industry metrics may vary
Source: Cheetah Digital, "Q1 2018 Email & Mobile Benchmark Report," July 11, 2018

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From Q1 2017-2018, email campaigns sent on Cheetah Digital's platform showed a considerable dip in open rates, while clicks, revenue per email and the average order value increased year over year. Deliverability rate remained steady with only a slight uptick.

Mobile accounts for roughly half of all opens and clicks on email, except in B2B

Email Marketing Performance Metrics in North America: Open Share, by Device and Industry, Q1 2018
among campaigns analyzed by Cheetah Digital

Business products & services

Desktop	Mobile	Tablet
76%	21%	3%

Publishers

Desktop	Mobile	Tablet
50%	37%	12%

Media & entertainment

Desktop	Mobile	Tablet
44%	51%	5%

Consumer products & services

Desktop	Mobile	Tablet
44%	44%	12%

Multichannel retailers

Desktop	Mobile	Tablet
39%	48%	13%

Travel

Desktop	Mobile	Tablet
47%	43%	10%

Total

Desktop	Mobile	Tablet
43%	44%	13%

■ Desktop ■ Mobile ■ Tablet

Note: represents activity on the Cheetah Digital platform, broader industry metrics may vary; numbers may not add up to 100% due to rounding
Source: Cheetah Digital, "Q1 2018 Email & Mobile Benchmark Report," July 11, 2018
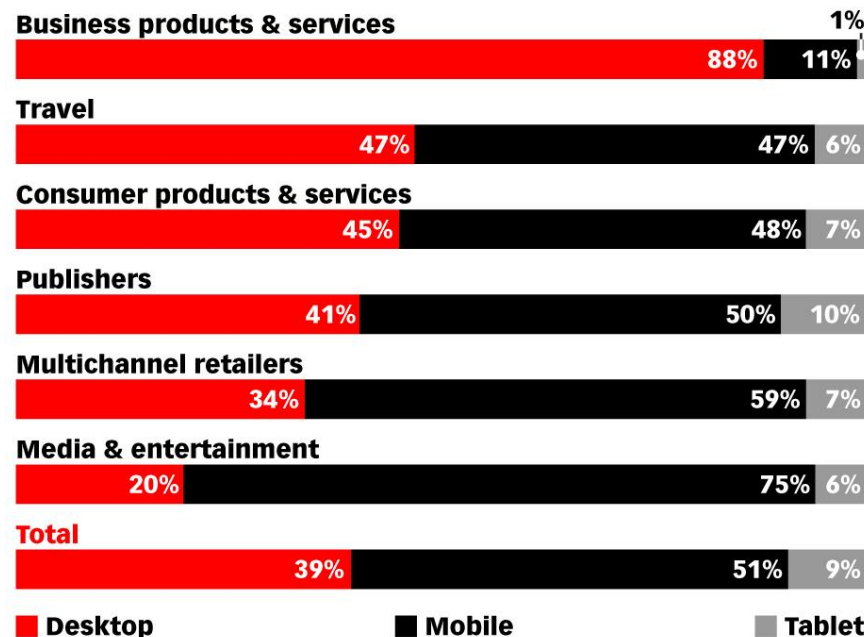
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Click share for media and entertainment and multichannel retailers is heavily mobile

Email Marketing Performance Metrics in North America: Click Share, by Device and Industry, Q1 2018

among campaigns analyzed by Cheetah Digital

Business products & services
Desktop 88% | Mobile 11% | Tablet 1%

Travel
Desktop 47% | Mobile 47% | Tablet 6%

Consumer products & services
Desktop 45% | Mobile 48% | Tablet 7%

Publishers
Desktop 41% | Mobile 50% | Tablet 10%

Multichannel retailers
Desktop 34% | Mobile 59% | Tablet 7%

Media & entertainment
Desktop 20% | Mobile 75% | Tablet 6%

Total
Desktop 39% | Mobile 51% | Tablet 9%

■ Desktop　　■ Mobile　　■ Tablet

Note: represents activity on the Cheetah Digital platform, broader industry metrics may vary; numbers may not add up to 100% due to rounding
Source: Cheetah Digital, "Q1 2018 Email & Mobile Benchmark Report," July 11, 2018

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Triggered messages—deployed by a consumer action—see higher performance in opens, conversions and clicks

Non-triggered messages

Triggered messages

Non-triggered messages		Triggered messages
14.2%	Open Rate	25.1%
8.8%	CTOR	14.1%
3.9%	Conversion Rate	4.2%
1.2%	CTR	13.5

Q1 2018 email engagement metrics for non-triggered and triggered messages
(among campaigns analyzed by Yes Lifecycle Marketing)

Transactional emails—triggered by a customer action or order update—perform better

Transactional vs. Nontransactional Email Marketing Performance Metrics Worldwide: Open, Clickthrough and Click-to-Open Rates, 2017

among campaigns analyzed by IBM Watson Marketing

	Transactional	Nontransactional
Unique open	44.7%	22.6%
Clickthrough rates	8.8%	3.3%
Click-to-open	17.5%	13.0%

Note: represents activity on the IBM Watson Marketing platform, broader industry metrics may vary
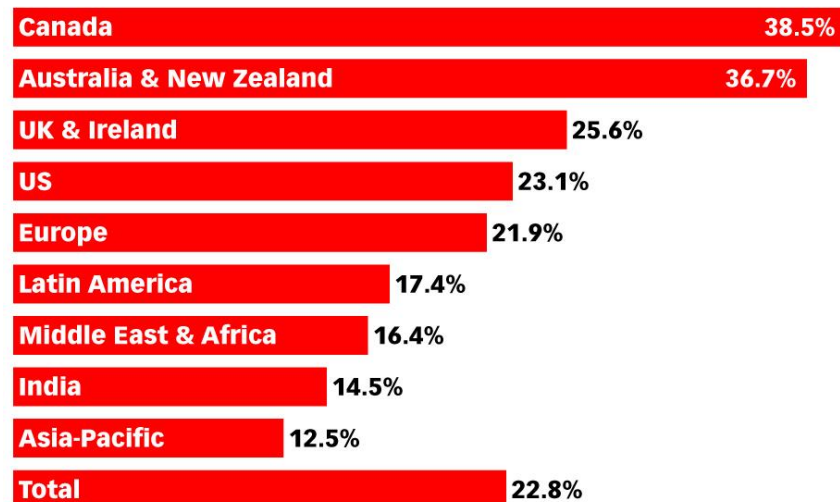*Source: IBM Watson Marketing, "2018 Marketing Benchmark Report," June 5, 2018*

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Benchmarks for opens and clicks vary by geography

Email Marketing Performance Metrics Worldwide: Open Rate, by Country/Region, 2017
among campaigns analyzed by IBM Watson Marketing

Region	Open Rate
Canada	38.5%
Australia & New Zealand	36.7%
UK & Ireland	25.6%
US	23.1%
Europe	21.9%
Latin America	17.4%
Middle East & Africa	16.4%
India	14.5%
Asia-Pacific	12.5%
Total	22.8%

Note: represents activity on the IBM Watson Marketing platform, broader industry metrics may vary
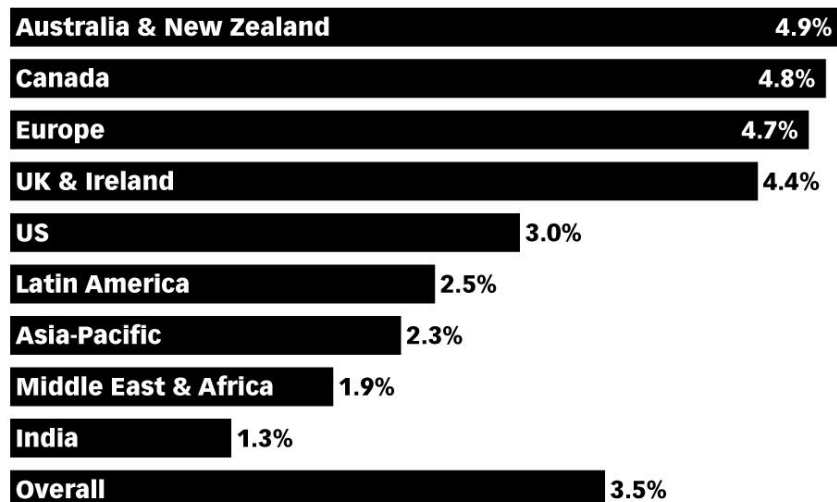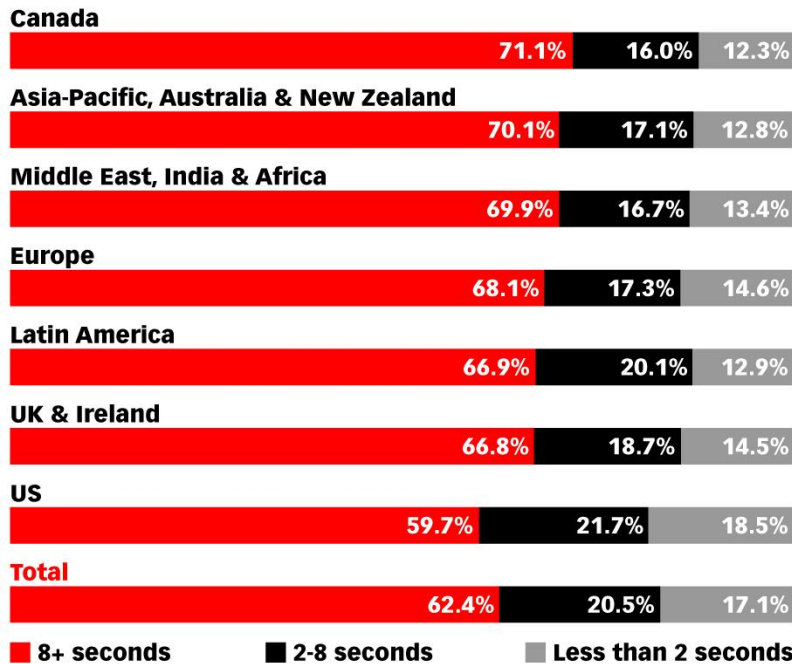*Source: IBM Watson Marketing, "2018 Marketing Benchmark Report," June 5, 2018*

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Email Marketing Performance Metrics Worldwide: Clickthrough Rate, by Country/Region, 2017
among campaigns analyzed by IBM Watson Marketing

Region	Clickthrough Rate
Australia & New Zealand	4.9%
Canada	4.8%
Europe	4.7%
UK & Ireland	4.4%
US	3.0%
Latin America	2.5%
Asia-Pacific	2.3%
Middle East & Africa	1.9%
India	1.3%
Overall	3.5%

Note: represents activity on the IBM Watson Marketing platform, broader industry metrics may vary
Source: IBM Watson Marketing, "2018 Marketing Benchmark Report," June 5, 2018

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Across all geographies, 62.4% of opened emails were interacted with for 8+ seconds

Email Marketing Performance Metrics Worldwide: Engagement Share, by Country/Region, 2017

% of total among campaigns analyzed by IBM Watson Marketing

Country/Region	8+ seconds	2-8 seconds	Less than 2 seconds
Canada	71.1%	16.0%	12.3%
Asia-Pacific, Australia & New Zealand	70.1%	17.1%	12.8%
Middle East, India & Africa	69.9%	16.7%	13.4%
Europe	68.1%	17.3%	14.6%
Latin America	66.9%	20.1%	12.9%
UK & Ireland	66.8%	18.7%	14.5%
US	59.7%	21.7%	18.5%
Total	62.4%	20.5%	17.1%

■ **8+ seconds**   ■ **2-8 seconds**   ■ **Less than 2 seconds**

Note: represents activity on the IBM Watson Marketing platform, broader industry metrics may vary; read as 62.4% of emails tracked worldwide were reviewed/interacted with for 8+ seconds; numbers may not add up to 100% due to rounding
Source: IBM Watson Marketing, "2018 Marketing Benchmark Report," June 5, 2018

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Again, Canada and Australia are the regions with best email marketing performance.

The US is below average when it comes to email engagement share.

The size of your company is not a big factor in email performance across most measures

On Mailchimp's platform, open, click, deliverability and unsubscribe rates were relatively consistent when analyzed by company size.

Email Marketing Performance Metrics Worldwide, by Company Size, March 2018
among emails sent via MailChimp

	1-10 employees	11-25 employees	26-50 employees	51+ employees
Open rate	20.30%	19.74%	20.68%	22.10%
Click rate	2.60%	2.25%	2.56%	2.66%
Soft bounce	0.50%	0.54%	0.42%	0.50%
Hard bounce	0.30%	0.35%	0.28%	0.38%
Abuse rate	0.01%	0.01%	0.01%	0.01%
Unsubscribe rate	0.27%	0.23%	0.02%	0.2%

Note: represents activity among MailChimp clients, broader industry metrics may vary
Source: MailChimp as cited on company blog, March 1, 2018

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When evaluating performance metrics, testing is key, but over half don't run tests

53%

of marketers said they almost never A/B test their emails

21% **said they do it half the time**

and 11% said almost always

eMarketer

By not A/B testing, marketers are missing an opportunity to learn what works

"Testing different version of an email and seeing what resonates with the audience is important. **When tracking campaign benchmarks, like opens and clicks, testing helps uncover which tactics, design and language hits home with customers.**"

—*Amy Kilpatrick, Director, Marketing Operations, Mailchimp*

Email Deliverability, List Maintenance and Permission in the Wake of GDPR

The challenges around deliverability cannot be ignored

"Deliverability is getting harder. That isn't just being able to send email, that means keeping email out of the spam filters. **Different ISPs, like Gmail, Yahoo and AOL, keep getting stricter and will block marketing messages.**"

—Kyle Henderick, Senior Director, Client Services, Yes Lifecycle Marketing

"It doesn't matter how amazing the content is, or if the segmentation strategy is great. **If messages don't get into the inbox, it is completely worthless** but most brands don't start paying attention to deliverability until it's an issue."

—Forest Bronzan, Executive Vice President, CRM, Email and Creative Services, Elite SEM

Marketers are using tools, like spam filters, to manage deliverability issues

68.5%

of US B2C marketers are investing in email deliverability technologies

36%

of marketers worldwide employ email deliverability optimization as an email marketing tactic

Overstock.com **combats deliverability** concerns with **aggressive list hygiene practices**

"Deliverability is ever-changing with inbox placement algorithms from the likes of Google becoming more complex. While we stay on top of that, **we also make sure to keep our list very clean.** Some retailers feel that a biyearly cleanse on their email list is satisfactory, but **we clean our list every single day!**"

—*Brent Christensen, Director, Digital Marketing for Email and Push, Overstock.com*

List cleaning practices are becoming mainstream

55%

of in-house marketers worldwide do regular list cleansing

27%

plan to implement
regular list cleansing in the next year

For AARP, list health begins with permission

"**We're rigorous in permissibility.** When somebody gives us their email address, **the first thing we do is send out an email that asks them to click to agree that they've given us permission to use that email.** That's an extra step that not all organizations take. It's one that we think, though, gives the customer a fair amount of choice and control. **It also leaves us with a highly qualified list. In other words, people who are clearly interested in hearing from us.**"

—*Stephen Driscoll, AARP*

eMarketer

GDPR has made permission a must; email is the most common channel used to get consent

Email **80%**

Online form **70%**

Website notice/banner **48%**

Direct mail **21%**

Phone **19%**

Consent management platform **14%**

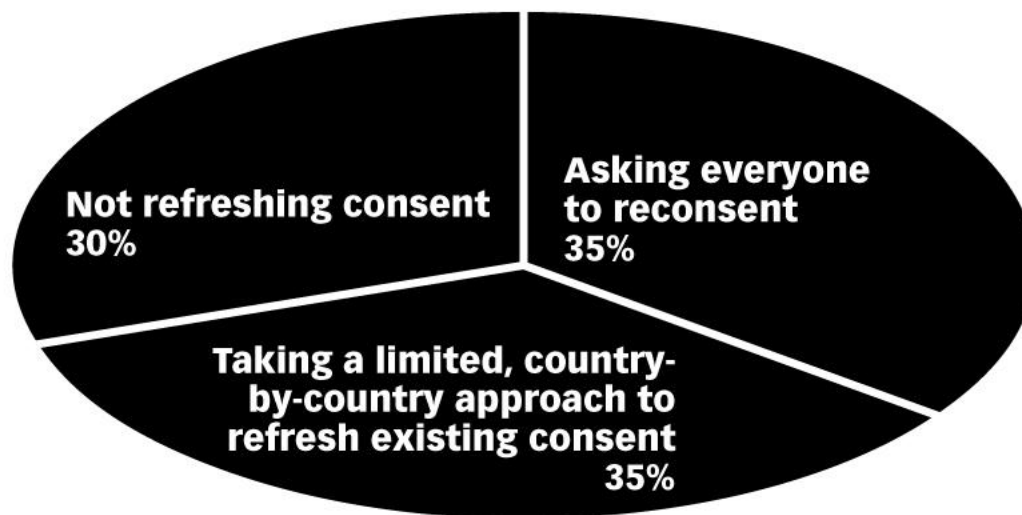We don't ask for consent **4%**

Don't know **4%**

Other **3%**
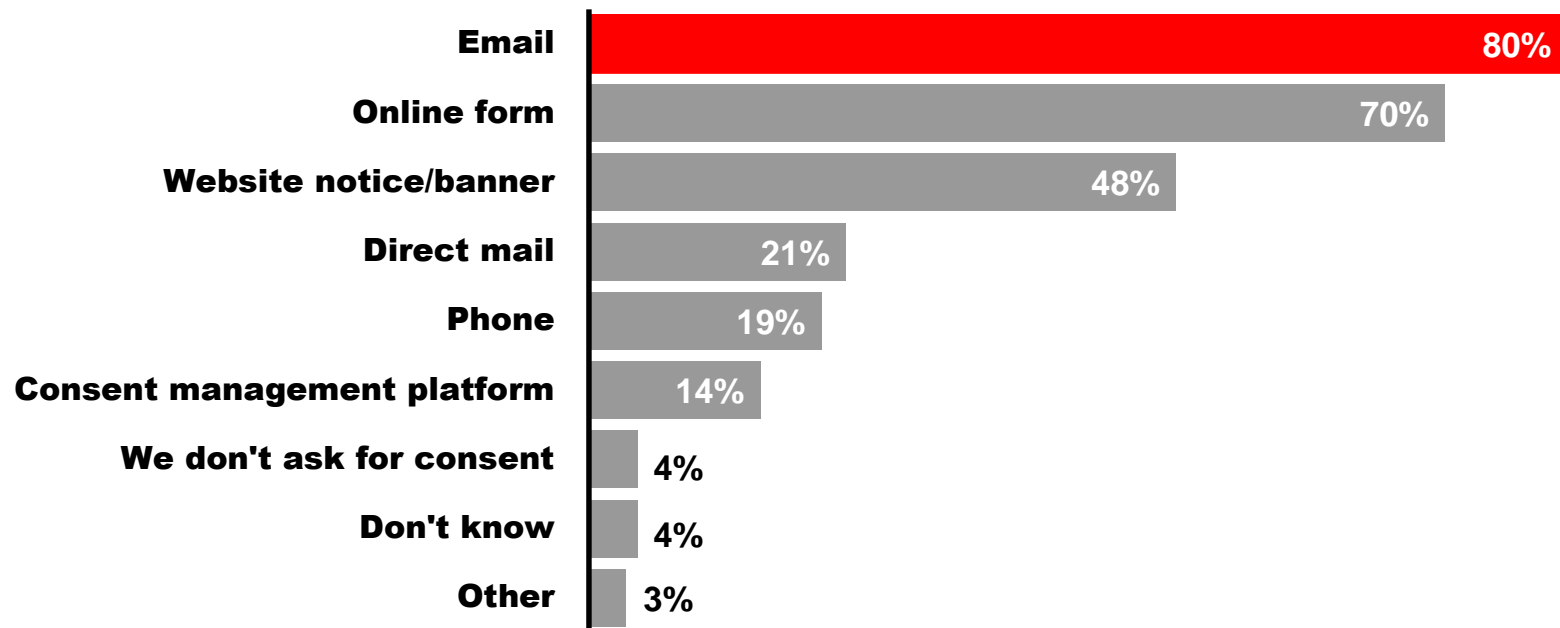
Channel Used by Marketers Worldwide to Obtain Customers' and Prospects' Consent to Use Their Data (% of respondents)

Marketers are split on their approach to consent for GDPR

Marketers Worldwide Who Are Refreshing Consent for Customer Email Lists due to GDPR, June 2018

% of respondents

- Not refreshing consent 30%
- Asking everyone to reconsent 35%
- Taking a limited, country-by-country approach to refresh existing consent 35%

Source: Demandbase, "Data Privacy and the GDPR Benchmark Study Report" in conjunction with Demand Metric, July 31, 2018

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Preference centers become more common for brands aiming for permission and relevance

"Preference centers are a dynamic opportunity for brands to get their customers to self-select preferences on how they want to be messaged, what information they want and what they are interested. **It is the next level of granularity beyond opt-in and opt-out.**"

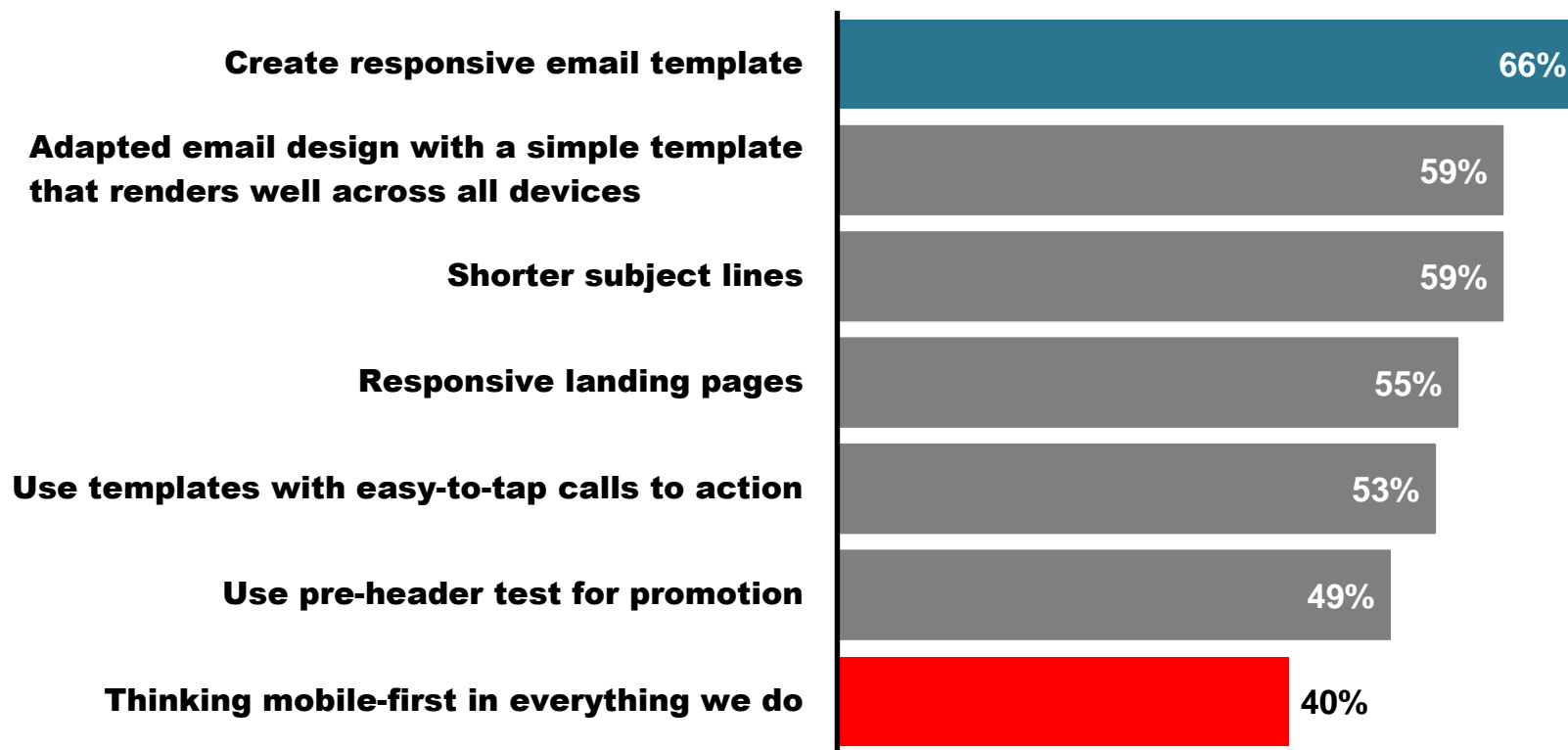*—Jason Conley, Senior Director, Sales and Solution Consulting, RRD*

"Our overall principle is to allow customer choice and control. We offer 'narrow subscriptions' so subscribers can opt into very specific content and manage their preferences online or within email. **We also want their preference for email frequency.**"

—Stephen Driscoll, AARP

Are Your Emails Mobile-Ready?

eMarketer

Only **40%** of in-house marketers say they are mobile-first; more rely on responsive design

Create responsive email template	66%
Adapted email design with a simple template that renders well across all devices	59%
Shorter subject lines	59%
Responsive landing pages	55%
Use templates with easy-to-tap calls to action	53%
Use pre-header test for promotion	49%
Thinking mobile-first in everything we do	40%

Steps Taken to Optimize Email Marketing for Different Devices Among In-House Marketers Worldwide, 2018 (% of respondents)

eMarketer

For nearly half of marketers, responsive design doesn't mean trimming down content
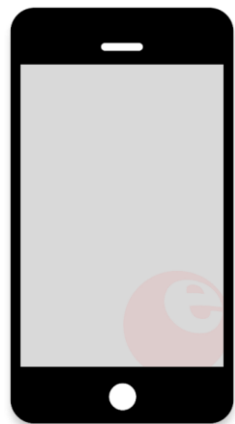
49%

of marketers have a responsive design philosophy that includes the exact same content on both the desktop and mobile versions of an email

35.3%

make small changes to hide content images or design elements in the mobile version

Three ways to improve the mobile experience for email

1. Be aware of mobile's smaller screen size and tailor designs and calls to action to the mobile experience.

2. Optimize load times by limiting the amount of content that needs to render, to account for bad service or slow Wi-Fi.

3. To drive transactions and conversions, create a seamless end-to-end experience from email to web.
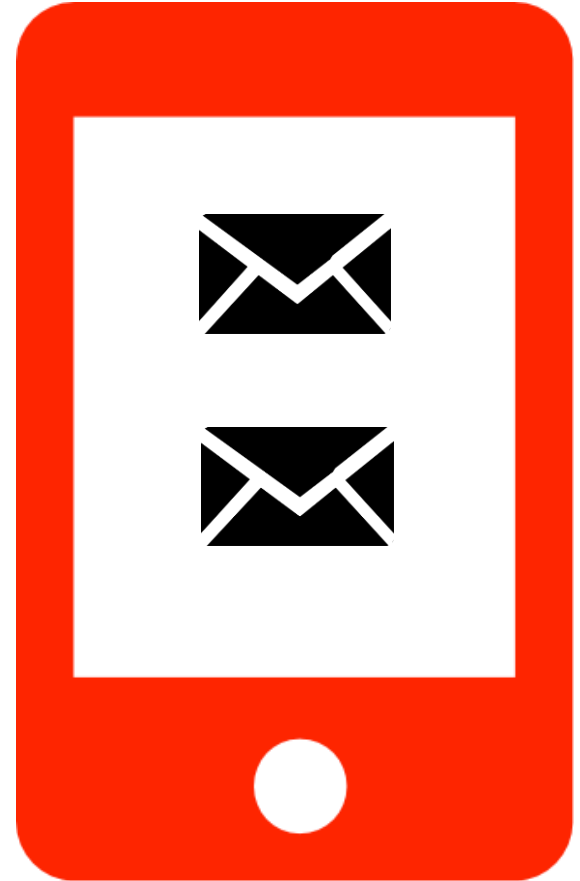
Crafting Relevant Messages with Data-Driven Strategies

eMarketer

Relevant emails result in better performance and help marketers stand out in the inbox

"If you inundate users with messages that aren't relevant or are too broad, you won't get good engagement or return on email. While it might seem effective in the short term, blast messages won't get results over time. Performance metrics correlate to how relevant and valuable the information you're providing your audience is. At Vimeo, we rarely ever send the same thing to our entire list."

—Harris Beber, CMO, Vimeo

Most in-house marketers use basic segmentation in their email marketing strategy

82%

of in-house marketers worldwide
do basic segmentation

11%

are planning to implement
segmentation in the next year

eMarketer

# **Segments** are created based on common factors and attributes a distinct subset of the audience shares

Popular segmentation approaches:

- Sending emails to specific groups of users based on preferences or interests
- Building user groups based on past engagement and behavioral data

Three in 10 marketers segment all of their emails, but 20% don't do any segmentation

What percentage of your emails are sent with a segmentation strategy?

Almost all	75%	Half	25%	Almost none
29%	8%	24%	18%	21%
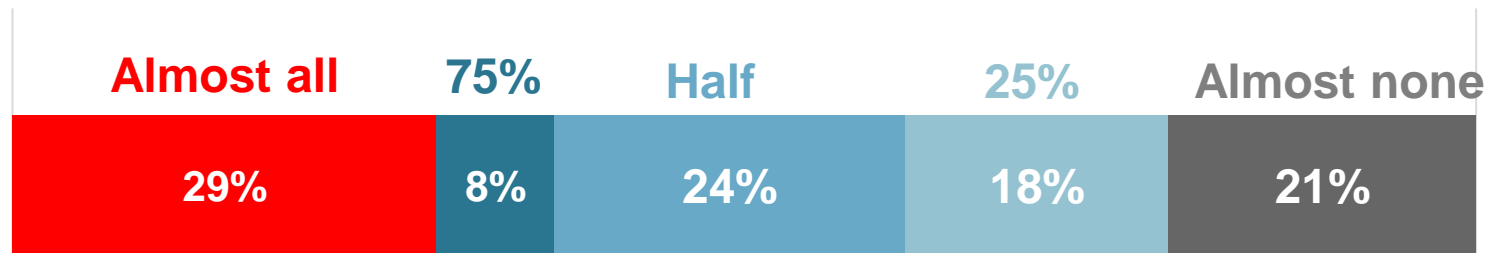
Percentage of Sent Emails that Are Segmented, 2018 (% of marketers)

Producing relevant emails is impossible without data

"Data is the foundational element to understanding our email subscribers. **We want to know their behaviors, preferences and attributes so we can send relevant emails that will be relevant to them.**"

—*Victoria Vaynberg, CMO, Resy*

"**Marketers need to have a detailed understanding of their audience data in order to use email to really move people through the journey to purchase.** Data informs touchpoints, personas, and which content will resonate based on actions or demographics."

—*Amber Cooleen, Director, Marketing, IEEE GlobalSpec*

Behavior-based triggers are a real-time way for marketers to **send relevant emails**

60%

of in-house marketers worldwide will use more creative behavioral triggers to innovate their email strategy in 2018

48%

of US marketers use automation to trigger email campaigns

(Half of these respondents have multiple workflows while the other half only implement a basic welcome email series)

Personalization is happening, but still a work in progress

71% of US marketers use email content as a channel for personalized experiences

53% of in-house marketers worldwide are using automation to enable one-to-one communication

35% of global in-house marketers say doing content personalization (beyond just name) is a practice of their email marketing efforts; another **37%** plan to implement this

55% of in-house marketers worldwide say integrating data is the main challenge to implementing more personalized email

39% of US marketers say almost none of their emails are personalized, while **34%** say about a quarter of their email is

# Overstock.com uses behavioral data across channels to send personalized emails

"When we have data on the customer and understand how they have been interacting with our different channels, **we're able to personalize and deliver a specific email message to that individual based on their previous engagement with us.**"

—*Brent Christensen, Director, Digital Marketing for Email and Push, Overstock.com*

Advanced marketers are starting to experiment with dynamic email content
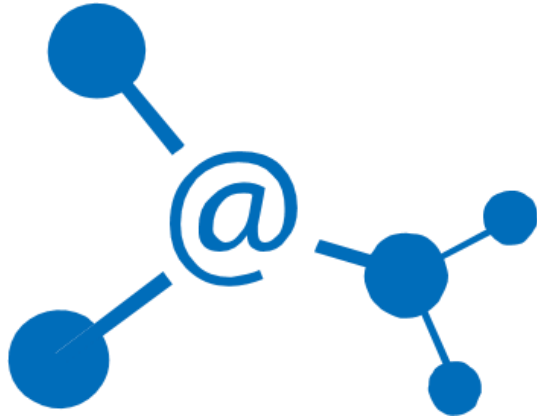
Dynamic email content, in which individual recipients receive offers or messages based on a variety of **personalized, real-time factors,** such as **location, device, weather, time of day** and more, at the time of the email's open, is becoming more popular.
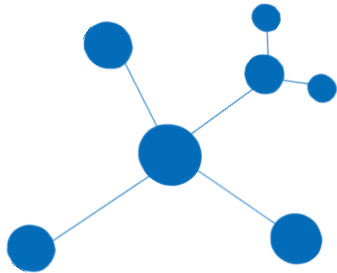
This sort of real-time content personalization is currently in the **experimentation phase** as there is **no standardization** across technology vendors.

Managing Email and Aligning It with the Holistic Customer Experience

Email marketers surveyed on top challenges identified several organizational issues

41%

named staffing and resource constraints

17%

pointed to poor coordination between other departments and channels

13%

said bad strategy or leadership was <u>the primary blocker</u>

In-house marketers worldwide dedicate the most time to email design and content

How Long Do In-House Marketers Worldwide Spend on Select Email Marketing Activities? April 2018

% of respondents

Transmission

Up to 2 hours	2-8 hours	8+ hours	None
66%	14%	5%	15%

Reporting

| 65% | 23% | 7% | 5% |

Data

| 57% | 27% | 10% | 6% |

Strategy and planning

| 55% | 24% | 15% | 6% |

Mobile optimization

| 54% | 14% | 2% | 30% |

Design and content

| 35% | 46% | 18% | 1% |

■ Up to 2 hours   ■ 2-8 hours   ■ 8+ hours   ■ None

Note: n=362; internally
Source: Econsultancy, "Email Marketing Industry Census 2018" in association with Adestra, June 25, 2018

240530

www.**eMarketer**.com

Email marketing has become part of the larger marketing team's efforts

Who Do In-House Marketers Worldwide Think Is Responsible for Email Marketing? 2014-2018

% of respondents

	2014	2015	2016	2017	2018
Team, as part of wider marketing responsibilities	38%	34%	40%	45%	46%
Individual, as a part of wider marketing responsibilities	40%	37%	31%	30%	27%
Team dedicated to email marketing	8%	12%	11%	14%	13%
Individual dedicated to email marketing	10%	13%	14%	8%	11%
Other	2%	2%	3%	2%	2%
None	2%	2%	1%	1%	1%

Note: 2014 n=541; 2015 n=451; 2016 n=589; 2017 n=664; 2018 n=389
Source: Econsultancy, "Email Marketing Industry Census 2018" in association with Adestra, June 25, 2018

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www.**eMarketer**.com

e eMarketer

Email as a strategy and function, needs to align with the larger marketing goals

"**Email is typically the center of the marketing hub.** It feeds other emails and there is a tight coordination between email and display, push, SMS and more. "

—*Kara Trivunovic, Senior Vice President, Digital Solutions, Epsilon*

"Email needs to fit into the larger marketing ecosystem. **In order to execute good email marketing, there needs to be involvement from departments across the organization.** Everything must tie back to larger company goals."

—*Amber Cooleen, Director, Marketing, IEEE GlobalSpec*

Reach the customer at the right touchpoint (HINT: it might not be email)

"Cross-channel coordination means we are thinking beyond email. It's email, SMS, app and browser push, display and more. To give the customer the right channel and touchpoint, we have united our marketing department and strategy to reach our audience beyond the inbox."

—Brent Christensen, Director, Digital Marketing for Email and Push, Overstock.com

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Email Technology on the Horizon

eMarketer

More in-house marketers in 2018 see the benefits of using AI to improve performance

How Can Artificial Intelligence Improve Email Marketing Performance According to In-House Marketers Worldwide? 2017 & 2018

% of respondents

Optimize send times
- 52%
- 64%

Optimize calls to action
- 43%
- 54%

Improve subject line copy
- 35%
- 49%

More efficient use of resources
- 35%
- 46%

Improve email copy
- 29%
- 38%

Other
- 1%
- 2%

■ 2017   ■ 2018

Note: 2017 n=547; 2018 n=295
Source: Econsultancy, "Email Marketing Industry Census 2018" in association with Adestra, June 25, 2018

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Most aren't yet using predictive tech, but a third are trying it for scheduling/frequency

Implementation of Predictive/Intelligent Solutions* for Select Marketing Processes According to In-House Marketers Worldwide, April 2018

% of respondents

Scheduling/frequency of email

9%	25%	35%	31%

Language/wording

7%	12%	29%	52%

Content

6%	12%	40%	42%

Product selection

5%	14%	34%	47%

- ■ (red) **Fully implemented**
- ■ (black) **Partially implemented/trialed**
- ■ (light gray) **Considered, but not used yet**
- ■ (dark gray) **Not considered**

Note: n=311; *including artificial intelligence
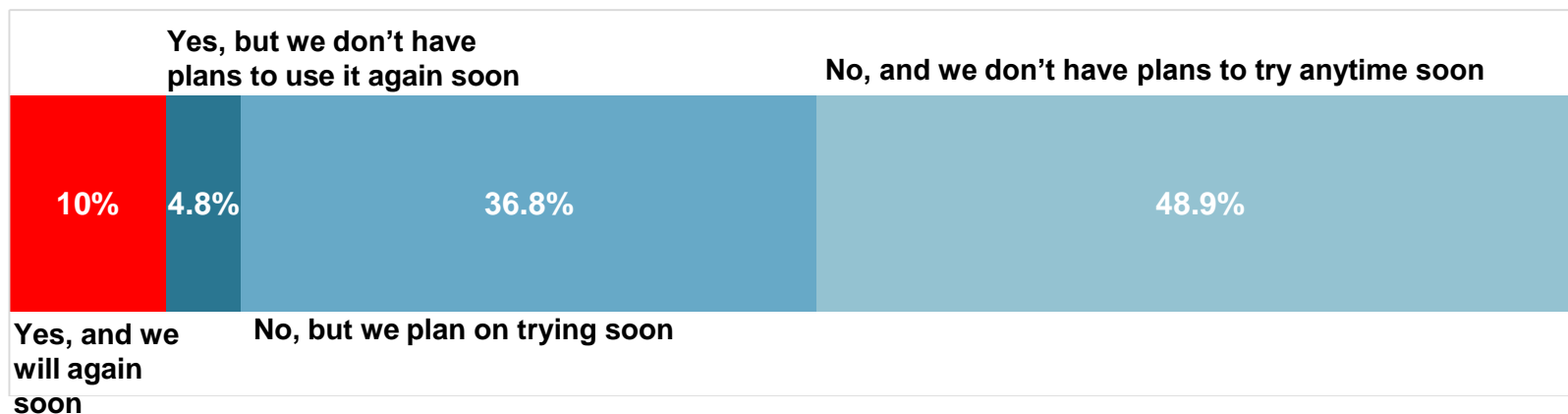*Source: Econsultancy, "Email Marketing Industry Census 2018" in association with Adestra, June 25, 2018*

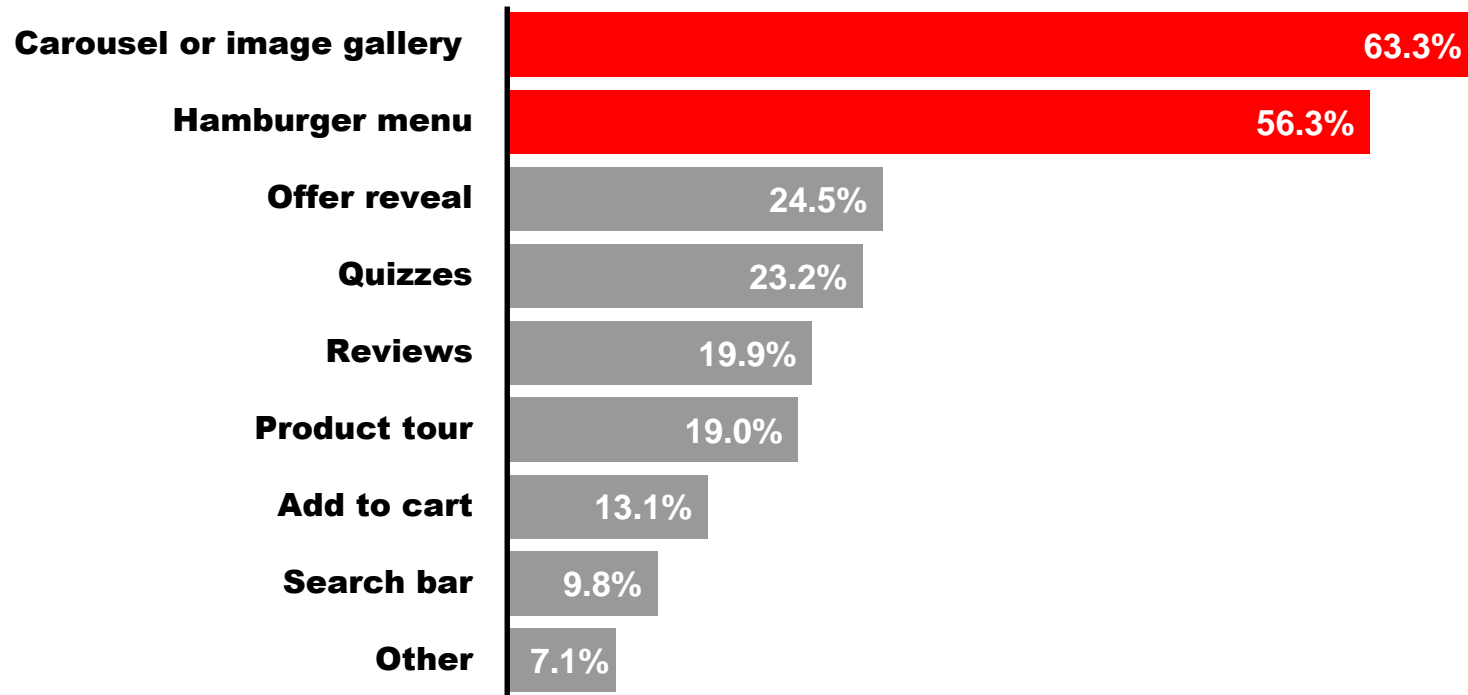240533   www.**eMarketer**.com

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Only a small percentage of email marketers are implementing interactive email

Has your company ever used interactive elements in its email marketing?

Yes, but we don't have plans to use it again soon

No, and we don't have plans to try anytime soon

| 10% | 4.8% | 36.8% | 48.9% |

Yes, and we will again soon

No, but we plan on trying soon

Use of Interactive Email Elements, 2018 (% of email marketers worldwide)

Most commonly implemented interactive features in email

Feature	Percentage
Carousel or image gallery	63.3%
Hamburger menu	56.3%
Offer reveal	24.5%
Quizzes	23.2%
Reviews	19.9%
Product tour	19.0%
Add to cart	13.1%
Search bar	9.8%
Other	7.1%

Interactive Features Used in Email, 2018 (% of email marketers worldwide)

Interactive email is hard to execute, but marketers see the benefits

"**Kinetic, or interactive email, takes more time to design, code and QA,** but it can be a way for brands to put more content inside of their email in a way that is creative and with a good interactive experience for the recipient."

— *Kara Trivunovic, Senior Vice President, Digital Solutions, Epsilon*

"Creating interactive emails requires a lot more additional work which is a challenge for marketers but **with Google AMP pages and similar functionality from other providers, marketers can give their audience website functionality within emails.**"

—*Kyle Henderick, Senior Director, Client Services, Yes Lifecycle Marketing*

Can email evolve to a transaction channel?

"Email has historically been a traffic channel but we see email moving away from that, into a transaction channel. **As interactive email fully transitions, we will have seamless buy buttons and full browser-based web functionally within the body of the email,** making conversions easier since everything can be done within the email and consumers don't have to leave that experience to complete the call to action."

— Allen Nance, Global CMO, Emarsys

Additional Resources

Interviews

Harris Beber, CMO, Vimeo

Forest Bronzan, Executive Vice President of CRM, Email and Creatives Services, Elite SEM

Brent Christensen, Director, Digital Marketing for Email and Push, Overstock.com

Jason Conley, Senior Director, Sales and Solution Consulting, RRD

Amber Cooleen, Director of Marketing, IEEE GlobalSpec

Stephen Driscoll, Vice President of Marketing, AARP

Tilman Eberle, Vice President, Marketing, Doodle AG

Kyle Henderick, Senior Director, Client Services, Yes Lifecycle Marketing

Jonathan Kateman, General Manager, Constant Contact

Amy Kilpatrick, Director of Marketing Operations, Mailchimp

Matt McGowan, President, Adestra

April Mullen, Director, Consumer-First Marketing Adoption, Selligent

Allen Nance, Global CMO, Emarsys

Justin Orgel, Director, Marketing Consulting, Cheetah Digital

Tom Sather, Senior Director, Research, Return Path

Linda Uslaner, Senior Director, Product Management, IEEE GlobalSpec

Victoria Vaynberg, CMO, Resy

Additional Resources

Related Reports

General Data Protection Regulation (GDPR): What Companies Need to Know Now

Customer Experience 2018: Personalization Still Elusive as Marketers Seek Answer to Single View of Customer

Global Digital Users 2018: Over 80% of Internet Users to Log Online via Mobile Phone

Understanding Customer Engagement: How to Map and Make Sense of the Metrics that Matter

Related Interviews

Marketers' Roundtable: Brands Need to Send Fewer Emails, So Why Aren't They?

Marketers' Roundtable: How Four Brands Use Data to Increase Email Open Rates and Engagement

How AARP Uses Email to Give Consumers a Better Brand Experience

Additional Resources

Sources

Adestra

Avionos

Blue Fountain Media

Cheetah Digital

Demand Metric

Demandbase

Econsultancy

Emma

Epsilon

Evergage

Fluent LLC

IBM Watson Marketing

Kelton

Litmus

Liveclicker

MailCharts

Mailchimp

Nielsen

Radicati

Researchscape International

Return Path

SendGrid

SmarterHQ

Target Marketing

Yes Lifecycle Marketing