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BENCHMARK REPORT

2013 EMAIL MARKETING

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

Page 149

Email produces ROI which affects budgets

Page 186

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

Page 191

Marketers are integrating email into channels but mobile is presenting a problem



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

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

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

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

Enjoy!

The Vocus Team

2013 Email Marketing Benchmark Report

HIGHLIGHTS

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

2013 Email Marketing Benchmark Report

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

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2013 Email Marketing Benchmark Report

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Dear Marketer,

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

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

- Email produces ROI, which is affecting budgets
- Marketers are tracking the standard email metrics but they may be overlooking some important ones
- Marketers are integrating email with other channels but mobile is presenting a problem

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

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

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



Thank you for your trust,
Flint McGlaughlin

P.S. For me, some of the most compelling findings are on pages [149](#), [186](#), and [191](#).

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CHAPTER 1: THE MARKET

Points to Consider

Volume of emails sent in average month

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

Chart 1.1	All responses
Chart 1.2	Manufacturing or Packaged Goods
Chart 1.3	Marketing Agency or Consultancy
Chart 1.4	Media or Publishing
Chart 1.5	Nonprofit and Education
Chart 1.6	Professional or Financial Services
Chart 1.7	Retail or E-commerce
Chart 1.8	Software or Software as a Service
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Chart 1.13	By business-to-business/government (B2B and/or B2G)
Chart 1.14	By both B2B and B2C

New developments affecting email marketing programs

What new developments will affect your email marketing program in the next 12 months?

Chart 1.15	All responses
------------	---------------

Chart 1.16	Nonprofit and Education
Chart 1.17	Manufacturing or Packaged Goods
Chart 1.18	Marketing Agency or Consultancy
Chart 1.19	Media or Publishing
Chart 1.20	Retail or E-commerce
Chart 1.21	Software or Software as a Service
Chart 1.22	Technology Equipment or Hardware

New development with greatest overall impact on email marketing

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

Chart 1.23	All responses
------------	---------------

Organization perception of email marketing ROI during budget appropriations

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

Chart 1.24	All responses
Chart 1.25	Business-to-consumer (B2C)
Chart 1.26	By business-to-business/government (B2B and/or B2G)
Chart 1.27	By both B2B and B2C

CMO perspective on value factors in email marketing programs

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

Chart 1.28	All responses
------------	---------------

Estimated ROI from email marketing programs

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

Chart 1.29 All responses

Marketing tactics budget forecast

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

Chart 1.30 All responses

Chart 1.31 Business-to-consumer (B2C)

Chart 1.32 By business-to-business/government (B2B and/or B2G)

Chart 1.33 By both B2B and B2C

Chart 1.34 Nonprofit and Education

Chart 1.35 Marketing Agency or Consultancy

Chart 1.36 Professional or Financial Services

Chart 1.37 Retail or E-commerce

Chart 1.38 Software or Software as a Service

Organization email marketing goals

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

Chart 1.39 All responses

Chart 1.40 By business-to-consumer (B2C)

Chart 1.41 By business-to-business/government (B2B and/or B2G)

Chart 1.42 By both B2B and B2C

Barriers to top challenges

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

Chart 1.43 All responses

Chart 1.44 By business-to-consumer (B2C)

Chart 1.45 By business-to-business/government (B2B and/or B2G)

Chart 1.46 By both B2B and B2C

Chart 1.47 Under 100 employees

Chart 1.48 Over 100 employees

Chart 1.49 Under 100,000 emails sent per month

Chart 1.50 Over 100,000 emails sent per month

CHAPTER 2: THE MESSAGE

Points to Consider

Individual email metrics involvement

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

Chart 2.1 All responses

Email analytics tracking

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

Chart 2.2 All responses

Chart 2.3 Business-to-consumer (B2C)

Chart 2.4 By business-to-business/government (B2B and/or B2G)

Chart 2.5 By both B2B and B2C

Email marketing metrics averages

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

Chart 2.6 All responses

Chart 2.7 Business-to-consumer (B2C)

Chart 2.8 By business-to-business/government (B2B and/or B2G)

Chart 2.9 By both B2B and B2C

Organizational deployment of automated emails

What type of automated, event-triggered, lifecycle email messages does your organization deploy?

Chart 2.10	All responses
Chart 2.11	Business-to-consumer (B2C)
Chart 2.12	By business-to-business/government (B2B and/or B2G)
Chart 2.13	By both B2B and B2C
Chart 2.14	Under 100 employees
Chart 2.15	Over 100 employees
Chart 2.16	Marketing Agency or Consultancy

Email message metrics averages

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

Chart 2.17	All responses
------------	---------------

CHAPTER 3: THE MEDIUM

Points to Consider

Email list growth trends

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

Chart 3.1	All responses
Chart 3.2	Nonprofit and Education
Chart 3.3	Marketing Agency or Consultancy
Chart 3.4	Professional or Financial Services
Chart 3.5	Retail or E-commerce
Chart 3.6	Software or Software as a Service

Email list growth tactics

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

Chart 3.7	All responses
Chart 3.8	Marketing Agency or Consultancy

Chart 3.9	Professional or Financial Services
Chart 3.10	Retail or E-commerce
Chart 3.11	Software or Software as a Service

Email list growth tactics difficulties

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

Chart 3.12	All responses
------------	---------------

Email list growth tactics effectiveness

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

Chart 3.13	All responses
------------	---------------

Email list growth tactics difficulty and effectiveness

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

Chart 3.14	Email to a friend
Chart 3.15	Online events
Chart 3.16	Offline events
Chart 3.17	Paid search
Chart 3.18	Co-registration programs
Chart 3.19	Registration during purchase
Chart 3.20	Website registration page
Chart 3.21	Blog registration page
Chart 3.22	Social media sharing buttons in email
Chart 3.23	Facebook registration page

Form data collection

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

Chart 3.24	All responses
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Chart 3.26	Business-to-business (B2B and/or B2G)
Chart 3.27	By both B2B and B2C

Effective tactics for registering new email subscribers

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

Chart 3.28	All responses
Chart 3.29	Business-to-business (B2B and/or B2G)

Tactics utilized to improve email relevance and engagement

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

Chart 3.30	All responses
Chart 3.31	Business-to-consumer (B2C)
Chart 3.32	Business-to-business (B2B and/or B2G)
Chart 3.33	By both B2B and B2C

Subscriber segmentation attributes

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

Chart 3.34	All responses
------------	---------------

Email deliverability improvement tactics

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

Chart 3.35	All responses
------------	---------------

Email deliverability tactics difficulty and effectiveness

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

Chart 3.36	Launch reactivation campaigns
Chart 3.37	Monitor inbox placement rate
Chart 3.38	Measure and remove hard bounces
Chart 3.39	Evaluate soft bounces
Chart 3.40	Remove inactive subscribers
Chart 3.41	Sign up for feedback loops
Chart 3.42	Request to be whitelisted
Chart 3.43	Subscribe to a blacklist monitoring service
Chart 3.44	Learn reputation score
Chart 3.45	Authenticate sender ID, SPF, or DKIM

CHAPTER 4: THE MARKETER

Points to Consider

Daily email effectiveness

How effective are emails sent each day of the week?

Chart 4.1	All responses
Chart 4.2	Business-to-consumer (B2C)
Chart 4.3	Business-to-business (B2B and/or B2G)
Chart 4.4	By both B2B and B2C
Chart 4.5	Marketing Agency or Consultancy
Chart 4.6	Professional or Financial Services
Chart 4.7	Retail or E-commerce
Chart 4.8	Software or Software as a Service

Email campaign use for customer lifecycle management

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

- Chart 4.9 All responses
- Chart 4.10 Business-to-consumer (B2C)
- Chart 4.11 Business-to-business (B2B and/or B2G)
- Chart 4.12 By both B2B and B2C

Marketing channel email integration

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

- Chart 4.13 All responses
- Chart 4.14 Business-to-consumer (B2C)
- Chart 4.15 Business-to-business (B2B and/or B2G)
- Chart 4.16 By both B2B and B2C

Email subscribers utilizing mobile

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

- Chart 4.17 All responses

Mobile email design

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

- Chart 4.18 All responses
- Chart 4.19 Business-to-business (B2B and/or B2G)

Techniques utilized for email optimization

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

- Chart 4.20 All responses

Email campaign element testing and optimization

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

- Chart 4.21 All responses
- Chart 4.22 Business-to-consumer (B2C)
- Chart 4.23 Business-to-business (B2B and/or B2G)
- Chart 4.24 By both B2B and B2C

Testing and optimization budget used on email

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

- Chart 4.25 All responses

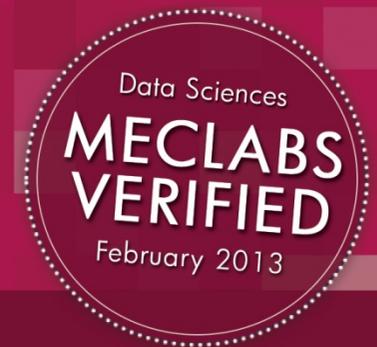
Testing practices implemented

How routinely does your organization implement the following testing practices?

- Chart 4.26 All responses
- Chart 4.27 Business-to-consumer (B2C)
- Chart 4.28 Business-to-business (B2B and/or B2G)
- Chart 4.29 By both B2B and B2C
- Chart 4.30 Under 100 employees
- Chart 4.31 Over 100 employees

Email Marketing Benchmark Report

EXECUTIVE SUMMARY



2013 Email Marketing Benchmark Report

EXECUTIVE SUMMARY

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

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

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

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

2013 Email Marketing Benchmark Report

EXECUTIVE SUMMARY

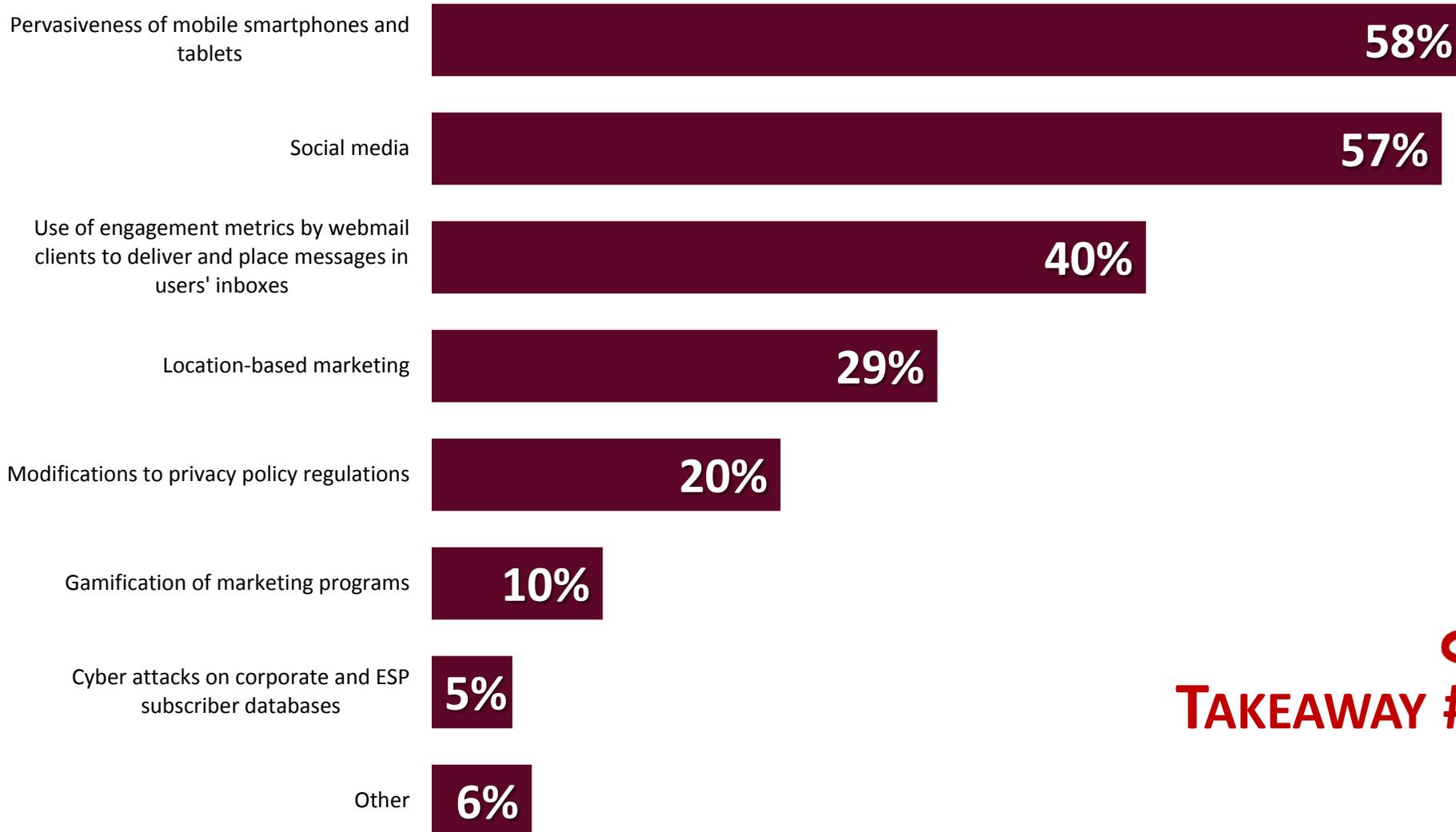
Additionally, as has become standard in our publications, we have included questions asked by our authors when viewing these charts. We encourage you to answer these questions when reviewing the data, and ask your own in public forums, to broaden the scope of this research, and to better learn from your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

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

Best,
The MarketingSherpa Team

Email is no longer limited to computers and workstations

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

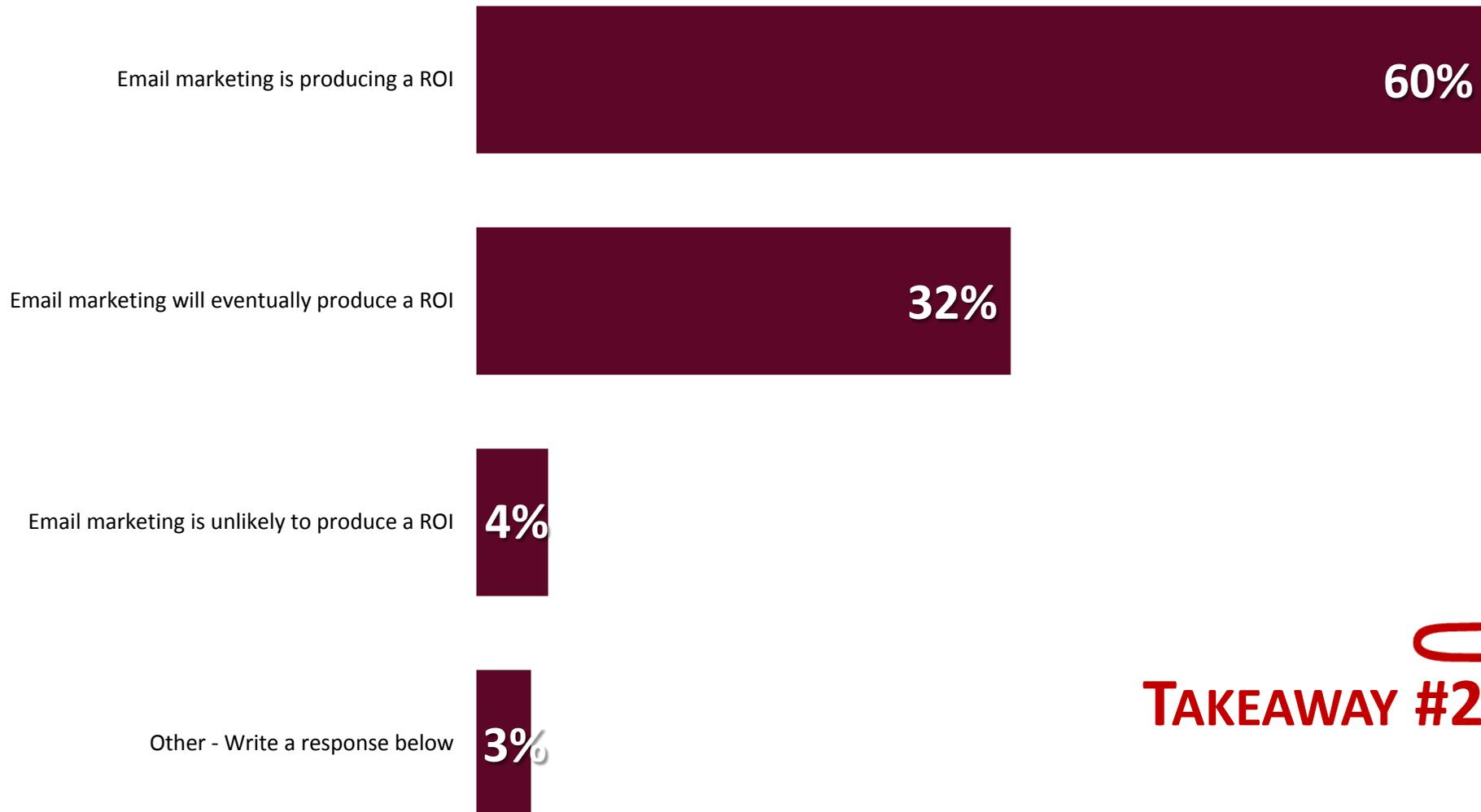


TAKEAWAY #1 

Email produces ROI, which is affecting budgets



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

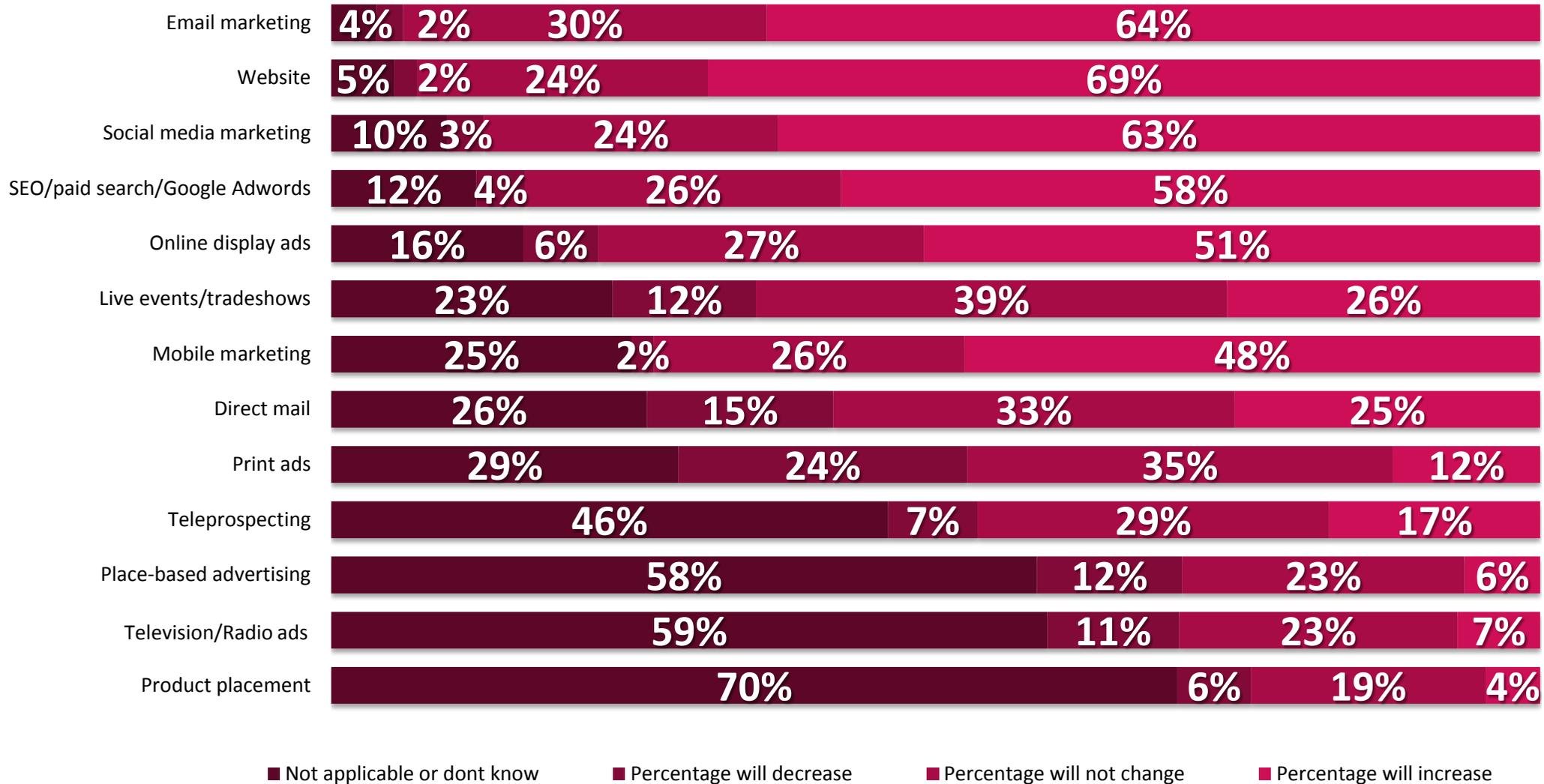


TAKEAWAY #2 

Email produces ROI, which is affecting budgets



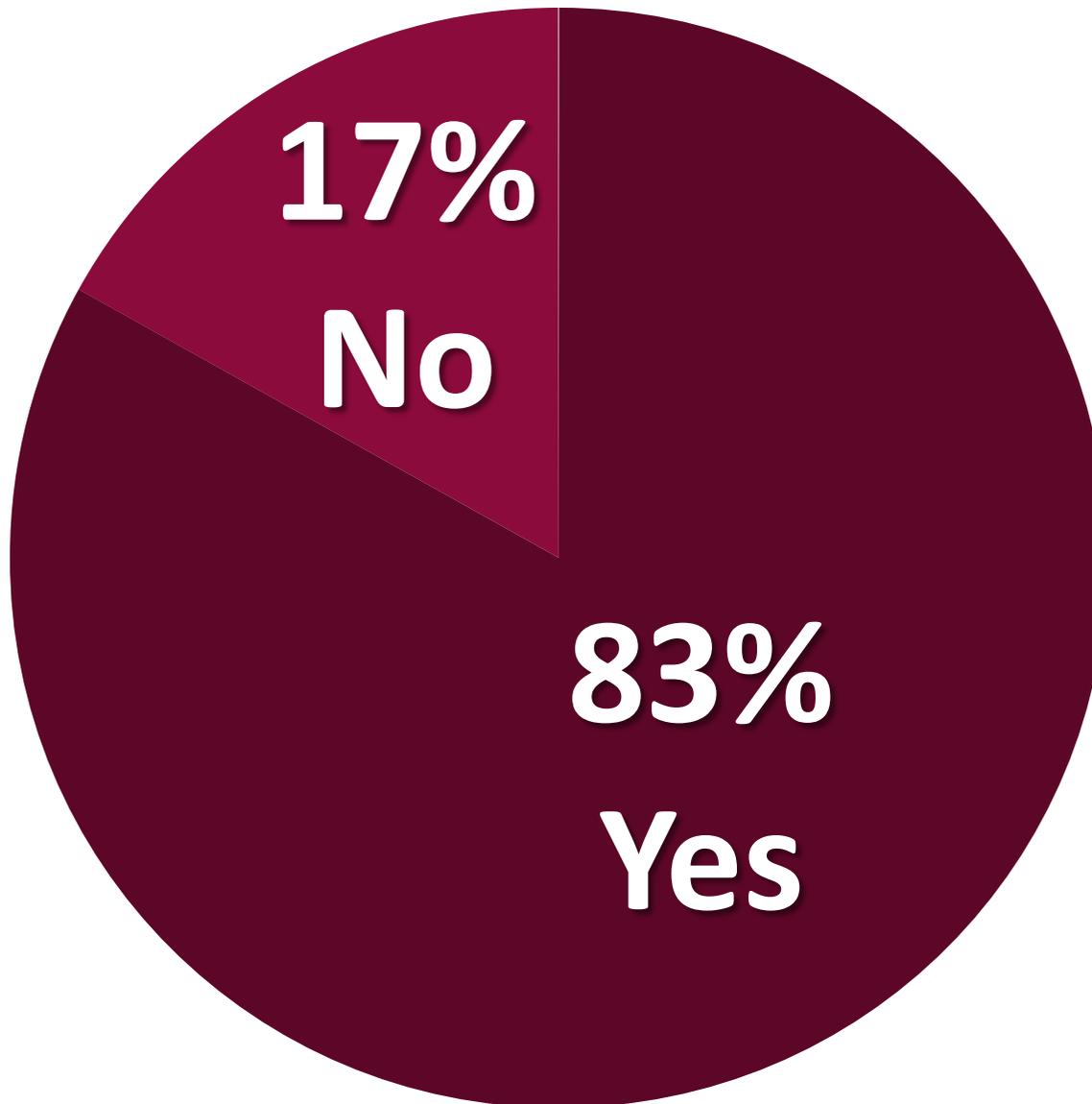
Which statement best describes your organization's perception of email marketing's ROI (return on investment) at budget time?



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



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

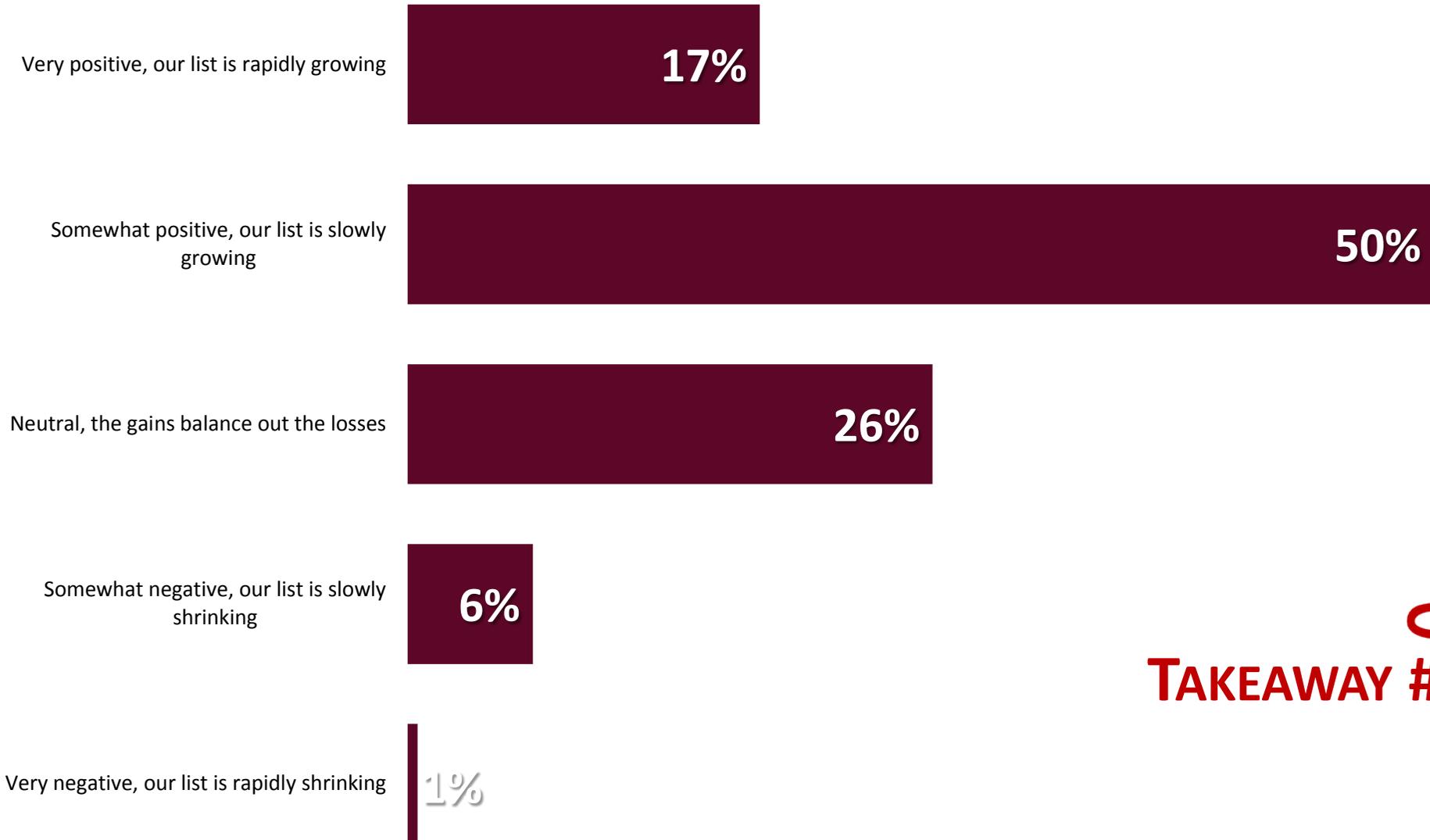


TAKEAWAY #3 

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



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

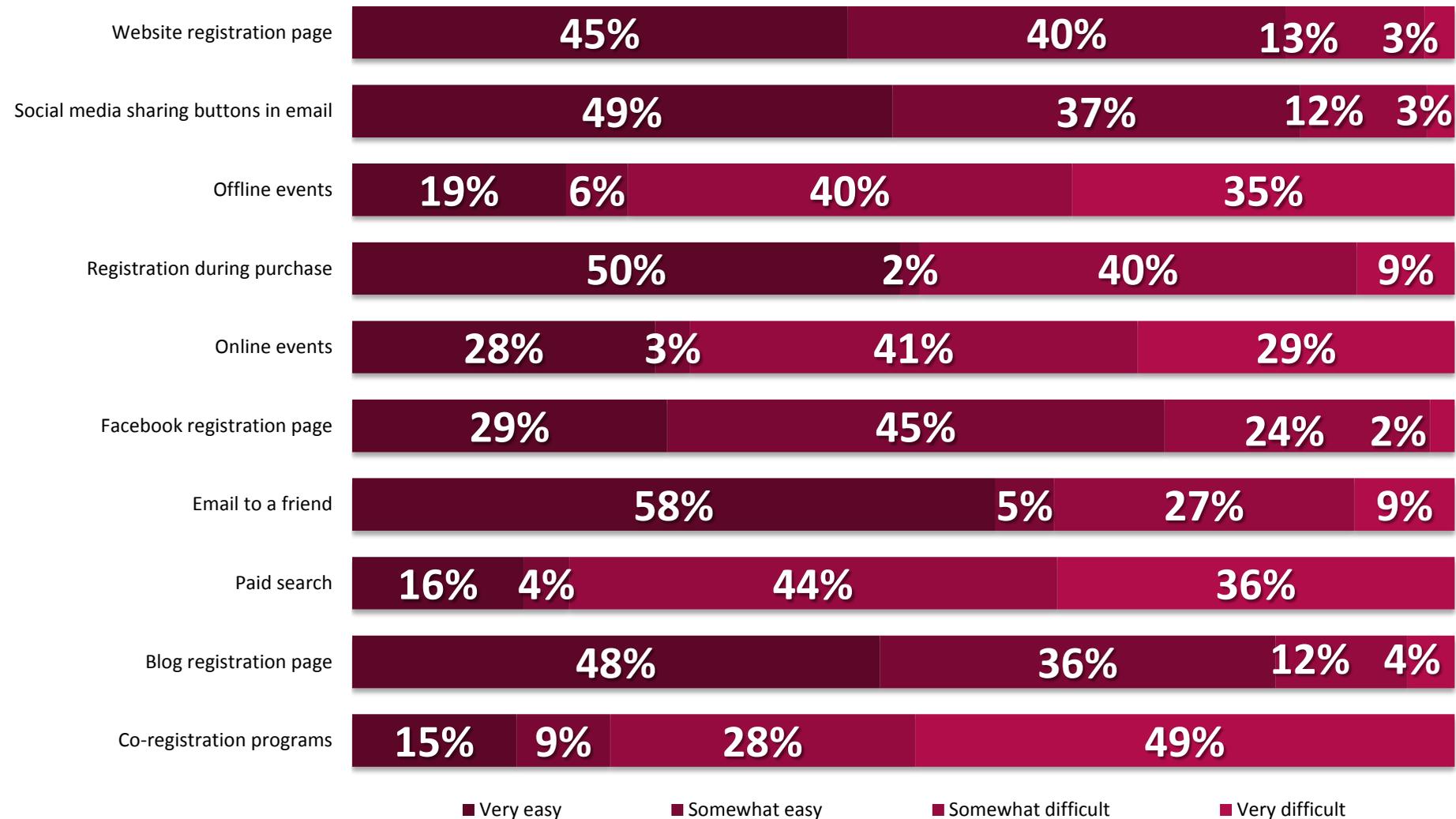


TAKEAWAY #4 

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



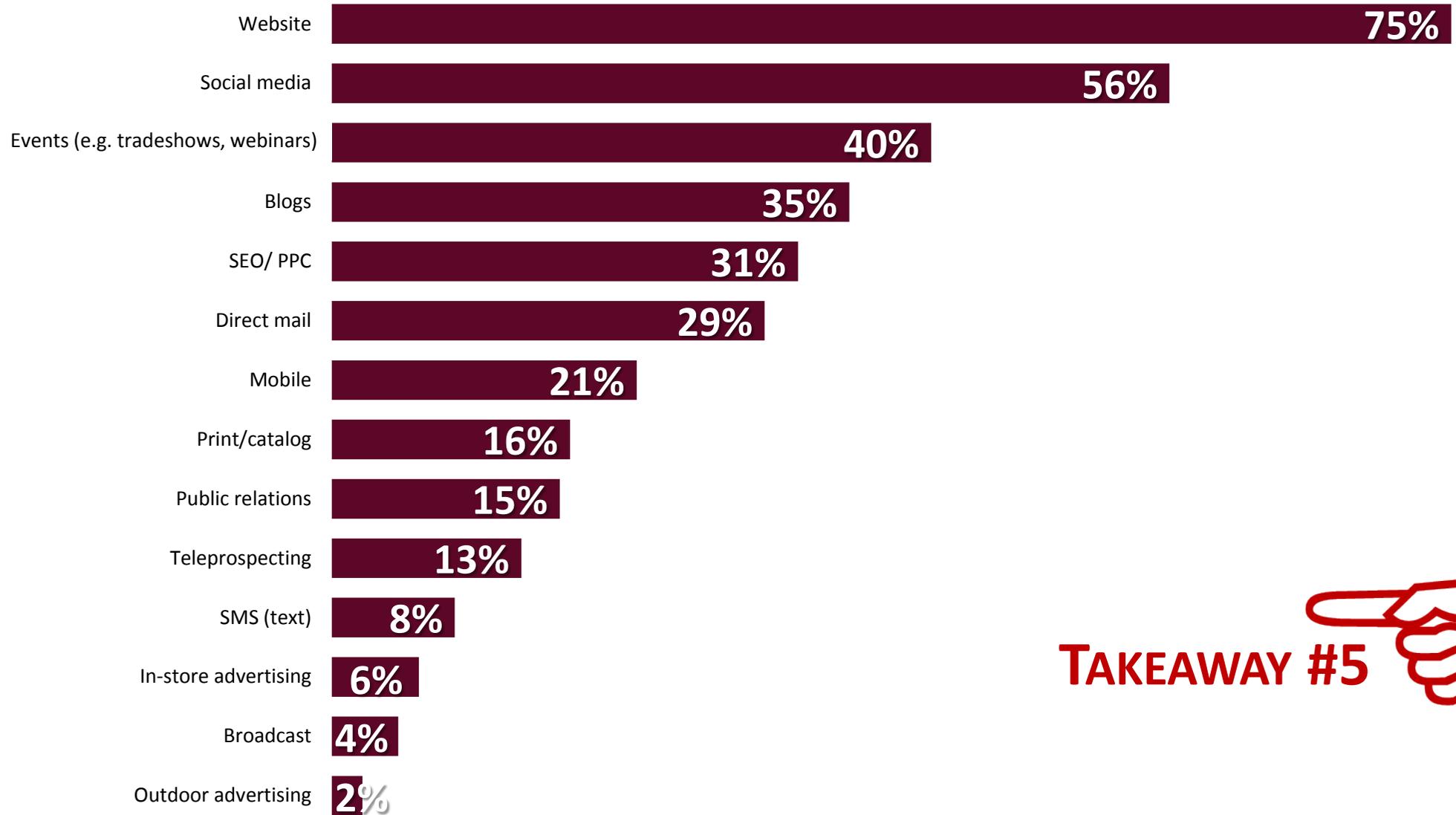
Please indicate the degree of DIFFICULTY (time, effort and expense) for each of the email list growth tactics your organization is using.



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



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

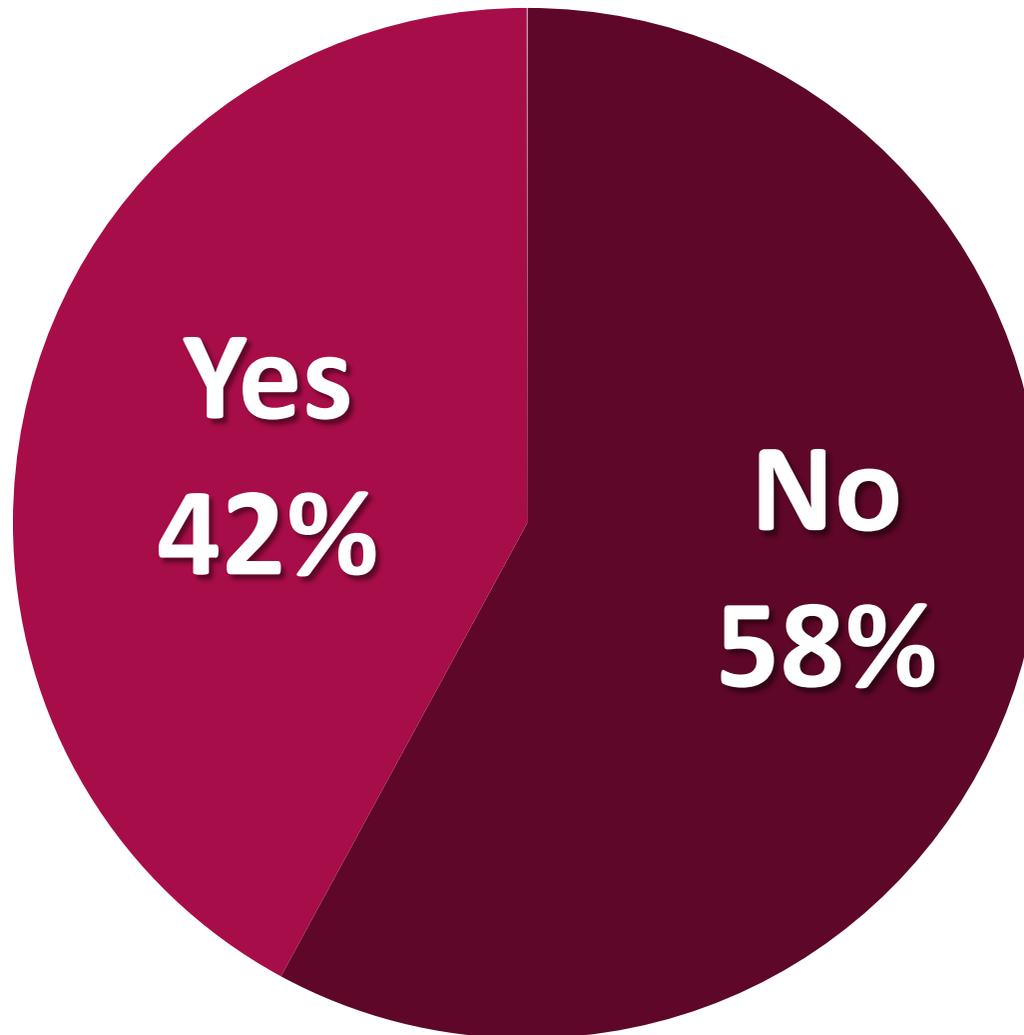


TAKEAWAY #5 

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



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



About MarketingSherpa LLC

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

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

MarketingSherpa features:

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About MECLABS

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

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

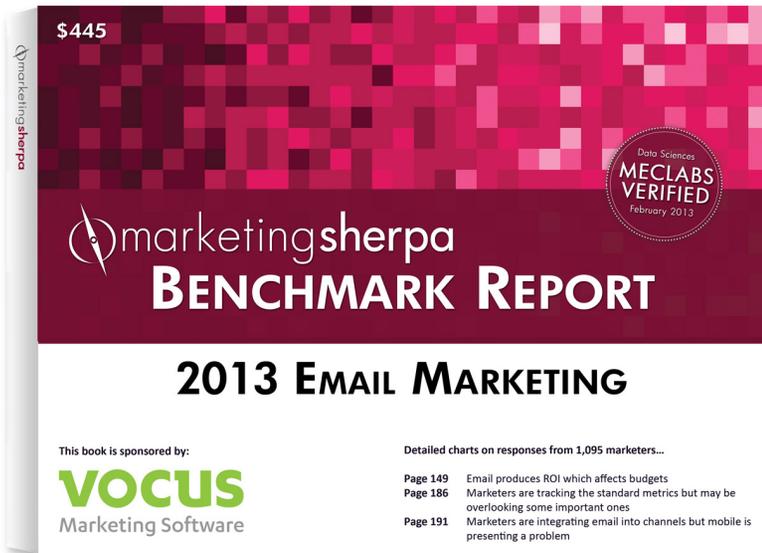
- More than **10 years** of research partnership with our clients
- **1,300** experiments
- Over **1 billion** emails
- **10,000** landing pages tested
- **5 million** telephone calls
- **500,000** decision maker conversations

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

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The 2013 Email Marketing Benchmark Report includes:

- More than 1,000 companies surveyed
- 211 ready-to-use slides for powering your next presentation, fueling a proposal or making a business case
- 143 charts with methodical commentary
- Non-commissioned and unbiased research insights into email marketing opportunities

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