mapp

2016 Consumer Views of Email Marketing

BACKGROUND

For the fifth consecutive year, the team at Mapp (formerly known as email service provider BlueHornet) surveyed a panel of consumers across the United States to better understand their perspectives on actions related to email marketing. We also asked them questions about their use of mobile devices and social networks, to understand how they interact with brands across multiple channels. In addition to 2016 survey results and analysis, this report also includes actionable takeaways for marketers and compares findings with past years, in order to identify changes and trends in the email marketing landscape.

EXECUTIVE SUMMARY

We're happy to report that email is still very actively embraced by consumers. They want to get email from marketers, but they have strong opinions about what they want and when they want it—they're definitely making us marketers work for it. They expect customized marketing experiences from brands, and since they know we're collecting very specific data from them, they certainly expect email to be personalized.

Mobile devices continue to grow in importance for consumers, and mobile rendering is as critical as ever. People still check email across multiple devices, making responsively designed templates an important consideration for all marketers. Beyond just email, though, the entire mobile experience has to be seamless, quick, and easy to use if you really want to drive transactions in the digital world.

Email use remains high across all age groups and generations, including Millennials (despite what you might have heard). But, while they are highly engaged with email, Millennials consume it differently, preferring to check and interact with email on smartphones. And, many say they subscribe simply because they love a brand (though saving money is still important!).

While email is holding steady for the foreseeable future, now is not the time for marketers to just put their campaigns on "auto pilot." Constant innovation and course correction can help drive strong results. We hope this guide gives you meaningful insights and recommendations to help you make the most of your email marketing.

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STUDY METHODOLOGY

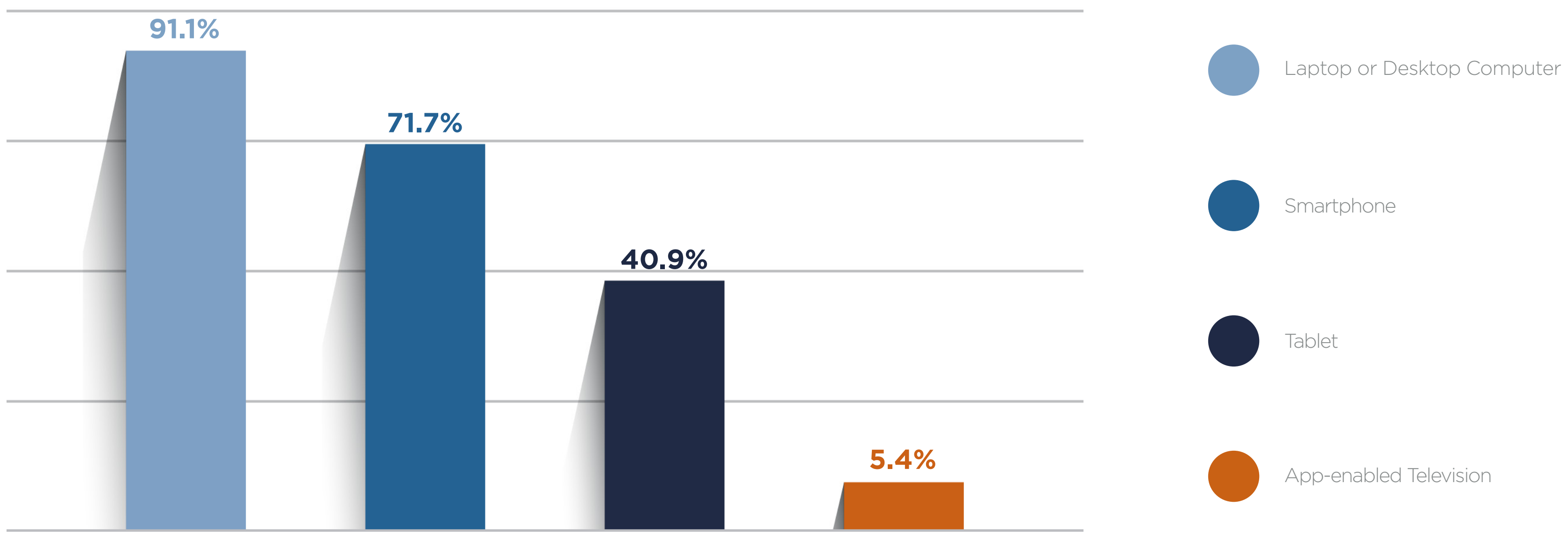
The Consumer Views of Email Marketing Survey, developed by Mapp, was fielded by Flagship Research to a national panel of 1,765 consumers in August, 2016. The survey panel was representative of the U.S. population between the ages of 18 and 64. 70% had a household income over $35,000 and participants were evenly distributed by gender and geographic region (East, Midwest, South, and Western regions of the United States).

EMAIL USAGE PREFERENCES

Consumers still like getting email from brands, which is great to hear—the end of email as we know it is NOT upon us! But, marketers need to keep a few things in mind about how consumers engage with email:

- Consumption via smartphones continues to rise, and consumers are still checking email constantly throughout the day, so make sure your emails and websites are mobile optimized.
- Different age groups and segments show varying levels of desired frequency, making testing important.
- While Millennials (18-34 year olds in our survey) are very accepting of marketing email, some of them prefer other marketing channels. 8.5% and 4.5% said social media and text messages, respectively, are their preferred channels for receiving marketing messages, highlighting the still-growing importance of effective cross-generational, omni-channel communication strategies.

WHICH OF THE FOLLOWING DEVICES DO YOU USE TO CHECK YOUR EMAIL? (SELECT ALL THAT APPLY)

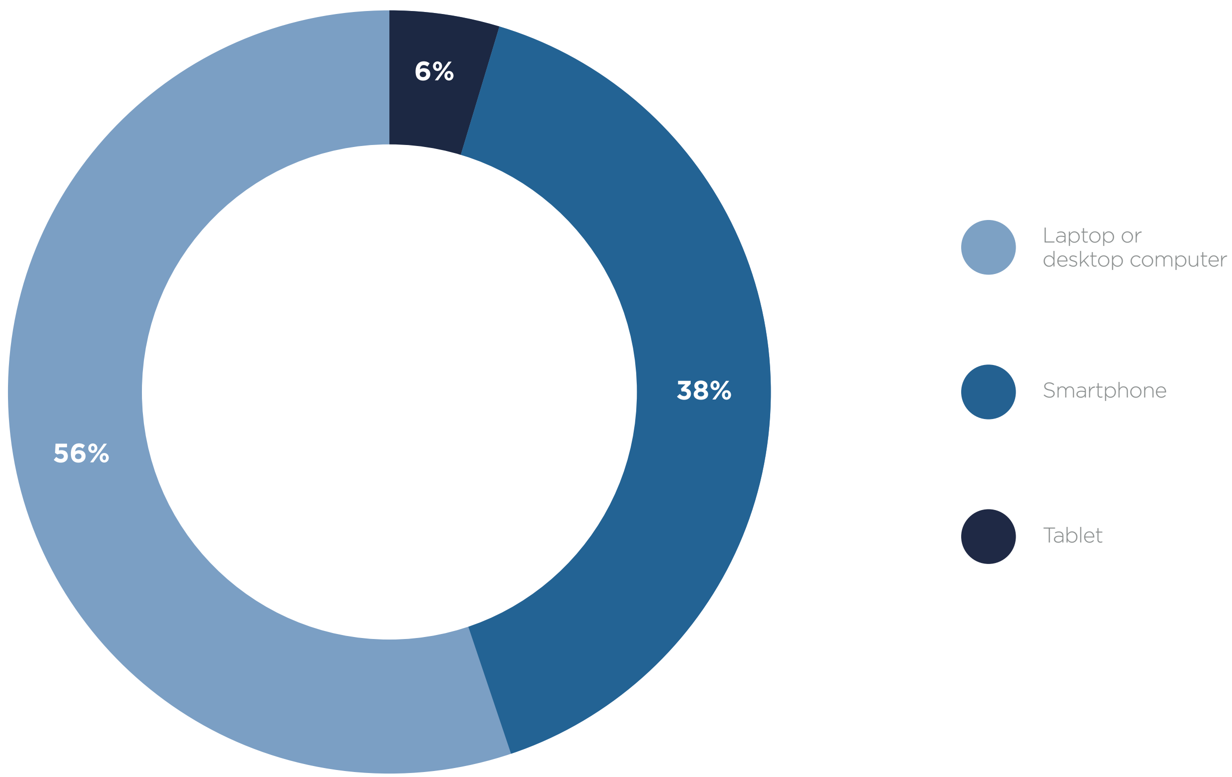


Consumers are checking email across a variety of devices, so it's important to optimize their experience for both desktop and mobile. There was a 7% increase from 2015 in respondents saying they use a smartphone to check email, to 72%. There were slight decreases in usage rates of laptop/desktop, tablet, and app-enabled TV.

TAKE ACTION: Most marketers are optimizing for mobile in some way, but there still hasn't been a widespread embrace of responsive templates. For those not using responsive, now is the perfect time to start testing!

NOTEWORTHY: While checking email on laptops is ubiquitous across age groups, 91% of 18-24 year olds and 83% of 25-34 year olds, say they check email on smartphones, highlighting the mobile-first mindset of Millennials.

WHAT DEVICE DO YOU USE **MOST OFTEN** TO CHECK EMAIL?



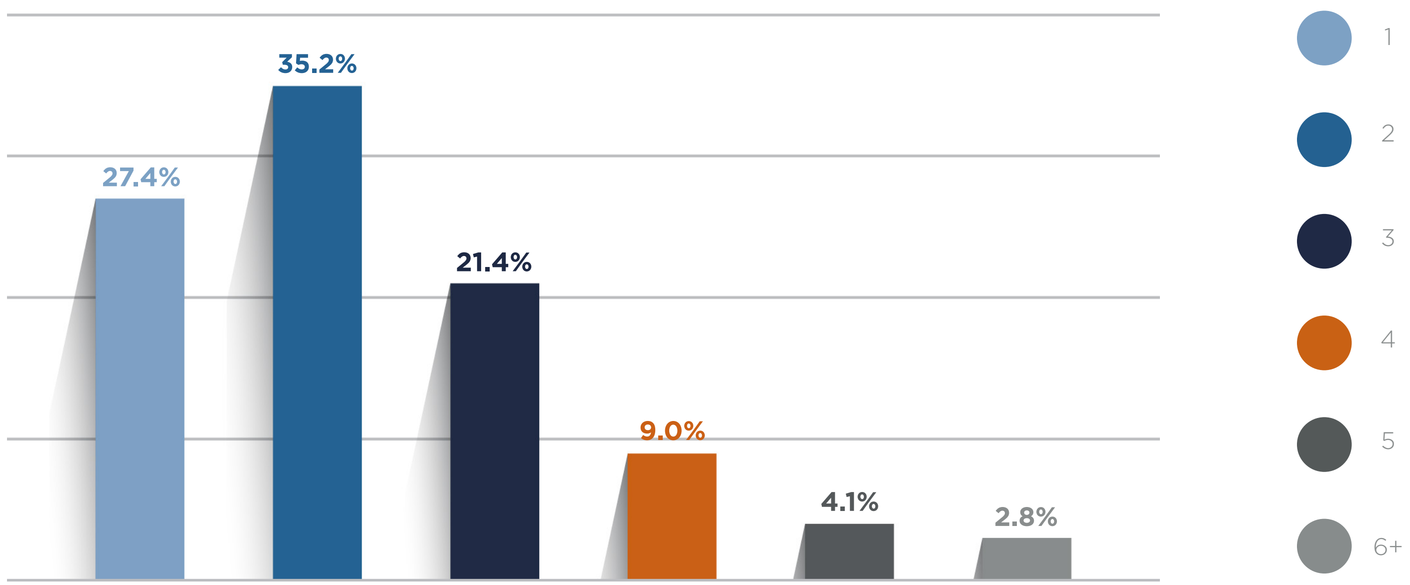
KEY FINDING

As a broad group, consumers consider their primary email checking device to be a laptop or desktop. But the gap between those devices and smartphones continues to narrow. 38% of consumers this year said smartphones are their primary email device (over 29% in 2015). And while very few consumers prefer to check email on their tablets, don't forget that 41% still do check email on them, so you'll need to offer a good email engagement experience on those devices.

TAKE ACTION: Design for mobile consumption, specifically focusing on making the smartphone experience a good one. Adopt narrow templates, make fonts and buttons bigger, reduce clutter, and offer a very obvious call to action.

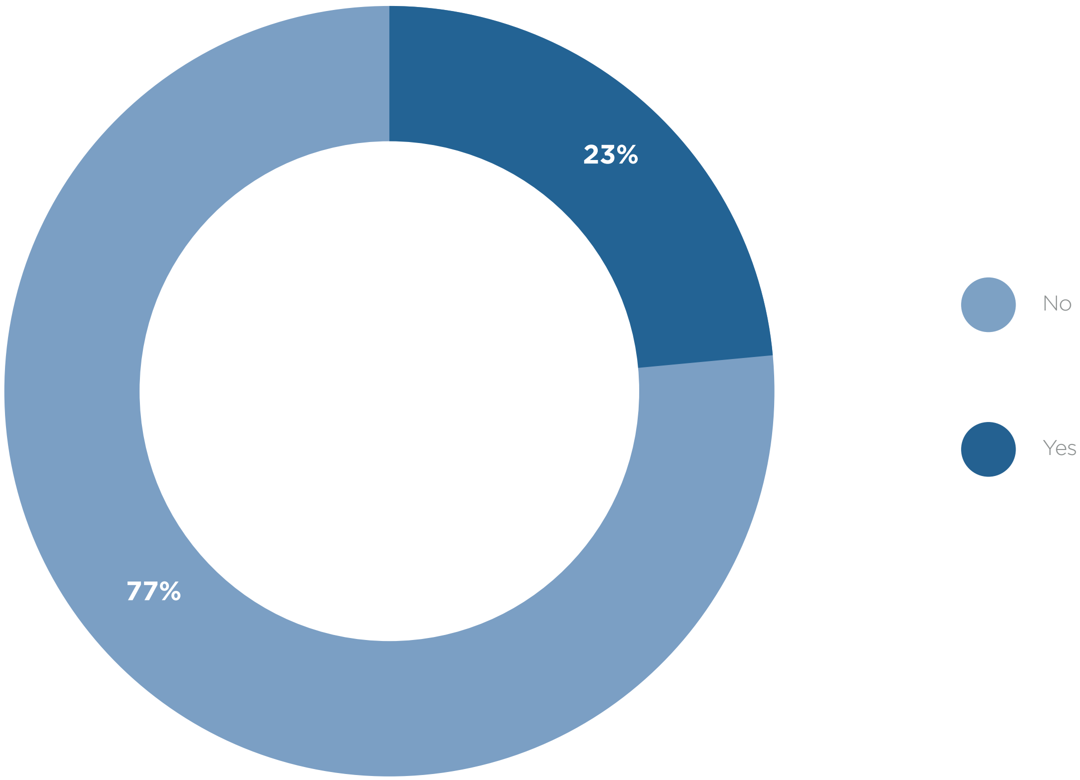
NOTEWORTHY: 58% of 18-24 years olds and 50% of 25-34 year olds said smartphones are their primary email checking device.

HOW MANY EMAIL ADDRESSES DO YOU HAVE AND ACTIVELY USE?



84% of consumers have between 1 and 3 email addresses they actively use, with an average of 2 email addresses. There were no significant changes in these numbers compared to 2015. There was also little variation among age groups, with 2 email addresses consistently being the top selection.

DO YOU USE A SEPARATE EMAIL ADDRESS FOR MARKETING/ADVERTISING EMAILS?

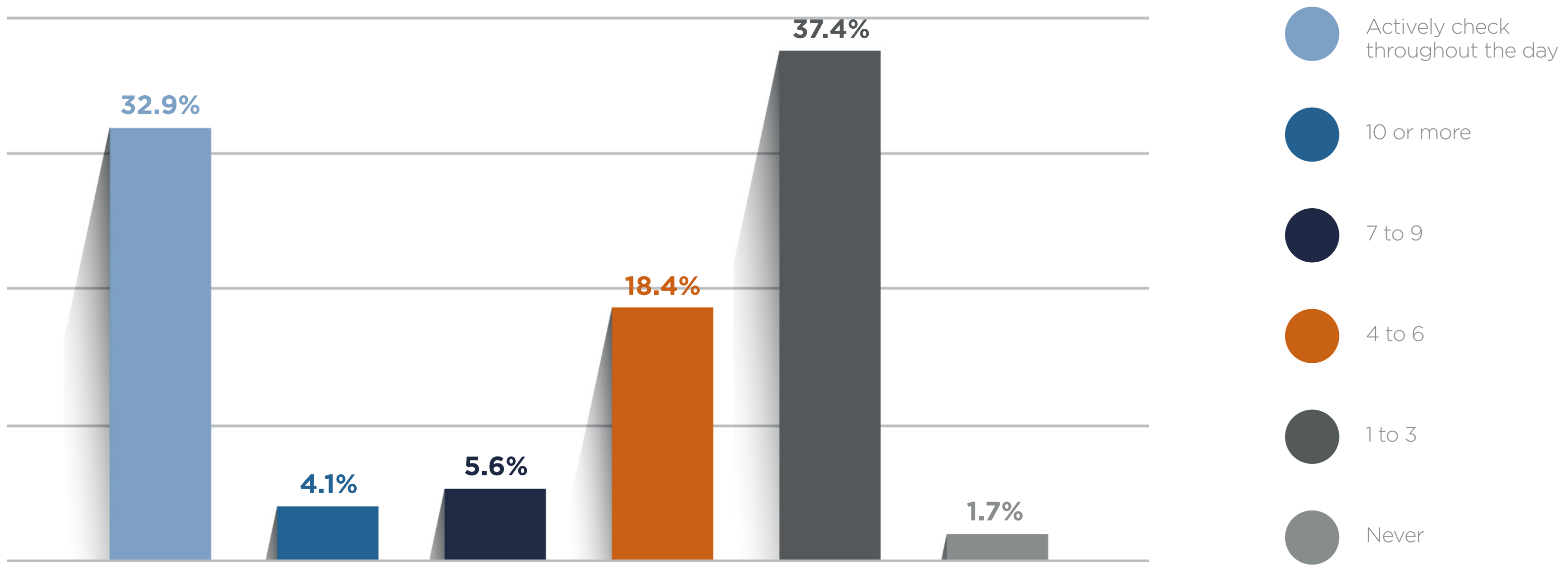


Only just under 25% of consumers use a separate email address for marketing email. That's good news for marketers, since it means that most consumers are inviting you to share the same inbox as their friends and family. But, the work doesn't end there—you still need to stand out when you get there.

TAKE ACTION: Provide examples of the content the consumer will receive to engage them and have them provide their primary address.

NOTEWORTHY: 30% of 18-34 years olds say they use a separate email address for marketing email, but in last year's survey, that number was 40%. Millennials may be getting more accepting of email sent for marketing purposes.

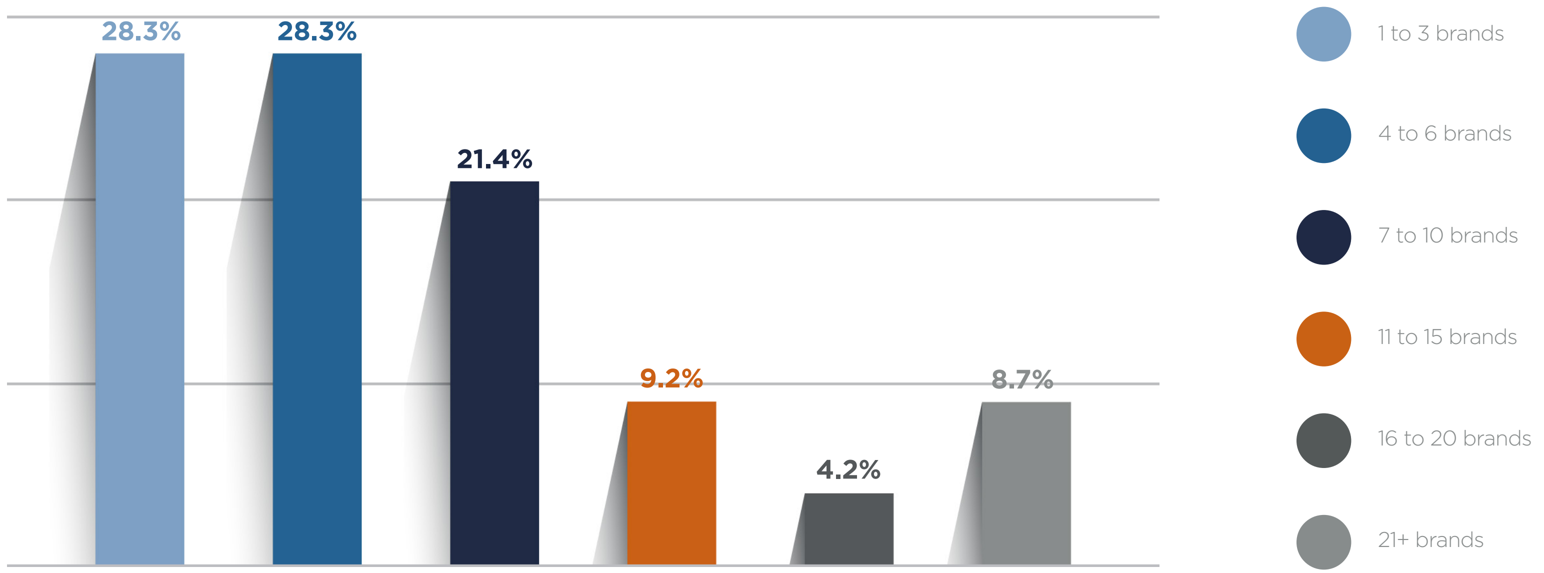
HOW MANY TIMES PER DAY DO YOU CHECK THE EMAIL ACCOUNT WHERE YOU RECEIVE MARKETING/ADVERTISING EMAILS?



Email continues to be a frequently used communications channel for consumers. A third say they are checking email actively throughout the day, and 28% say they are checking email between 4 and 10+ times a day. Mobile devices have enabled near-constant communications and engagement, and nobody benefits more than marketers.

TAKE ACTION: Design for cross-device viewing and engagement, since a consumer may see your message any time of day and on different devices.

HOW MANY BRANDS HAVE YOU SUBSCRIBED TO IN ORDER TO RECEIVE EMAIL MARKETING MESSAGES?



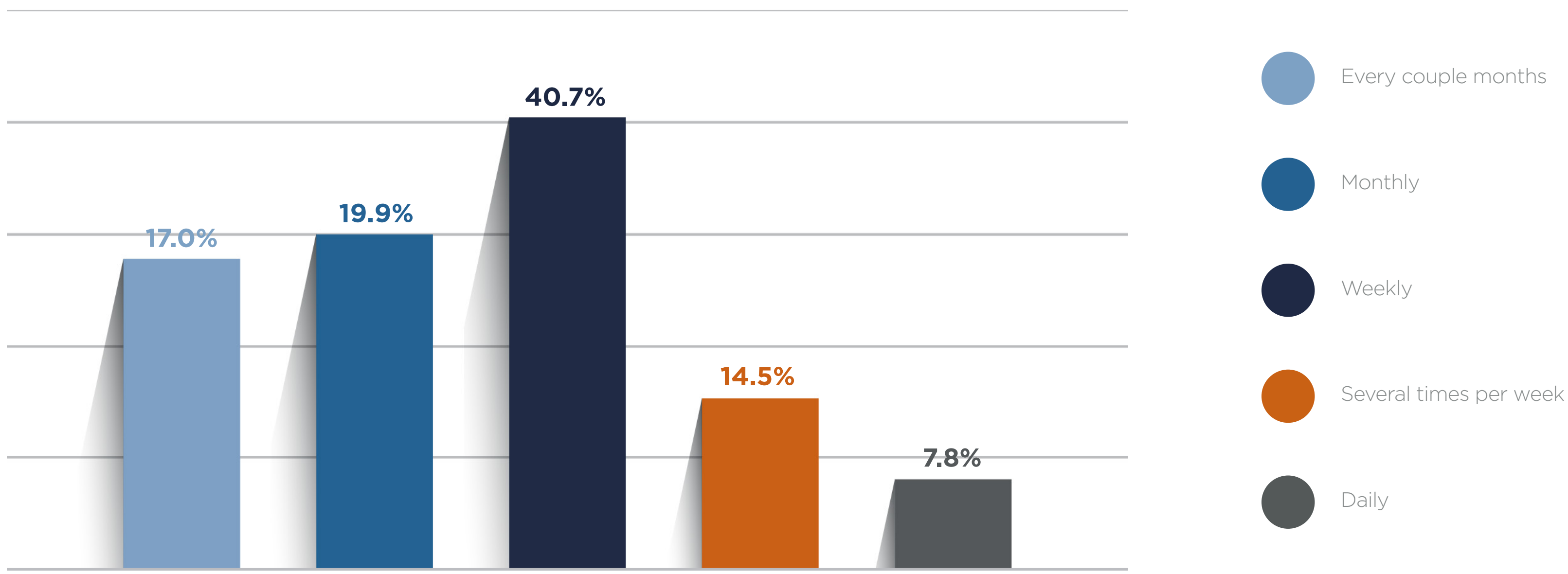
KEY FINDING

Consumers' inboxes are busy places! 44% said they are subscribed to 7 or more brands' emails, and 72% are subscribed to 4 or more, meaning there is a lot of competition for their attention.

TAKE ACTION: How do you get a consumer to open and click your emails? That's the million dollar question. It's a delicate balance of data collection and usage, content relevance, creative optimization, lots of testing, and overall brand satisfaction. And, you can't only do one well; you have to do them all well. But, if you put in the time and effort, you'll be rewarded with an engaged, active customer base.

NOTEWORTHY: 18-34 year olds showed a slightly lower rate of subscribing to 7 or more brands' emails (38% versus 44%) than older age groups, indicating they might be more focused on engaging with a smaller subset of brands.

HOW OFTEN DO YOU PREFER TO HEAR FROM COMPANIES THAT SEND YOU MARKETING/ADVERTISING EMAILS?

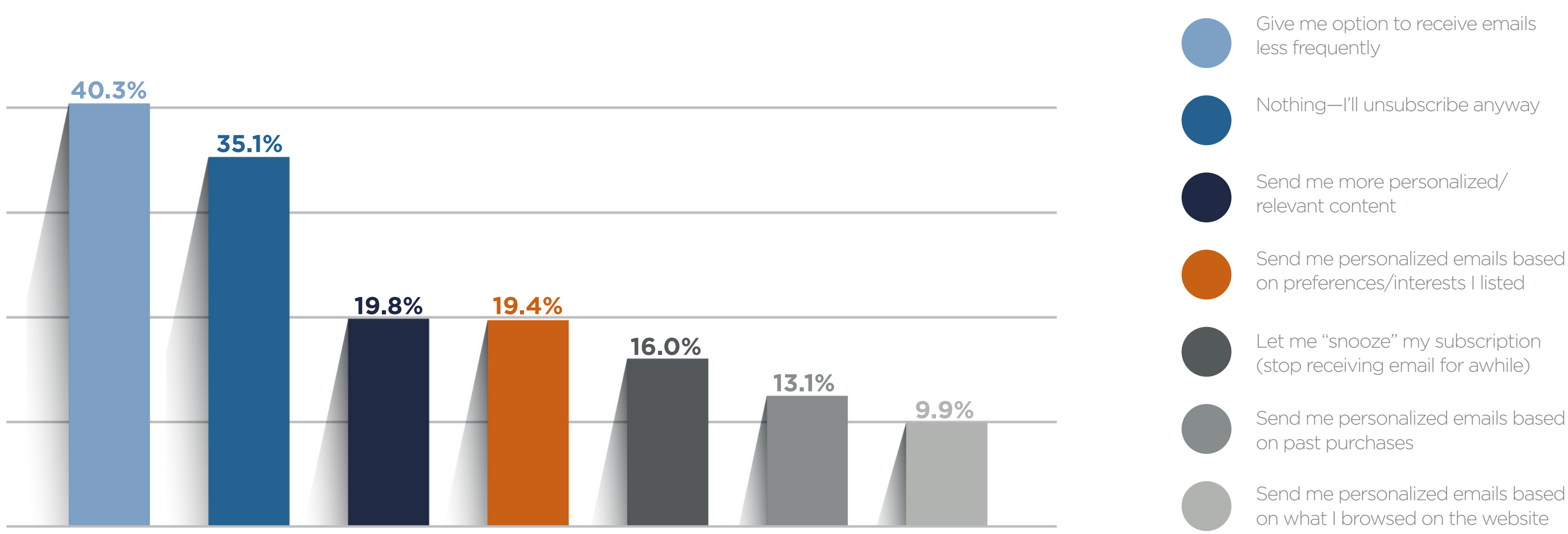


Over the past few Consumer Views Surveys, Mapp has continued to see consumers preferring a weekly cadence to emails, and that trend continues this year. High frequency marketers beware: this year, we noted a decrease in the rate of consumers saying they preferred daily emails (7.8% this year versus 9.5% last year). And for all marketers, the rate of consumers preferring monthly or less frequent emails increased from 33% last year to 37% this year. Alas, there's still no magic answer to the question of "How often should I send emails?"

TAKE ACTION: Segmentation, including inputs based on channel engagement and purchase frequency, and closely monitoring performance, are both critical to email program success. Test frequently, and let data and content—not marketing calendars—drive your contact approach.

NOTEWORTHY: Millennials showed a slightly higher preference for receiving emails daily (10%) than the general population. But don't open the floodgates on them just yet—45% still prefer weekly emails. The "it's all about data and testing" approach still applies to this audience.

IF YOU DECIDE TO UNSUBSCRIBE FROM A COMPANY'S MARKETING/ ADVERTISING EMAILS, WHAT, IF ANYTHING, CAN THAT BRAND DO TO KEEP YOU ON THE LIST? (SELECT ALL THAT APPLY)



It's not necessarily the end of the world if a consumer decides they want to unsubscribe. 40% said they would consider receiving a lower frequency of email instead. And, while 35% said there is nothing marketers can do to change their mind, there is a silver lining. In last year's survey, that number was 41%, so consumers are a bit more willing to consider alternatives for keeping in touch with brands.

TAKE ACTION: Try to keep subscribers from deciding to unsubscribe by taking some, or all, of the following steps:

(1) Assess performance by acquisition source and adjust accordingly

(2) Use data to personalize emails

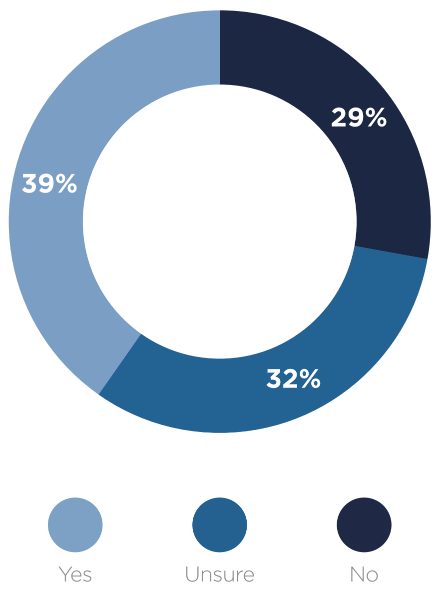
(3) Conduct frequency testing at the segment level

(4) Develop and deploy an automated reactivation plan for email subscribers

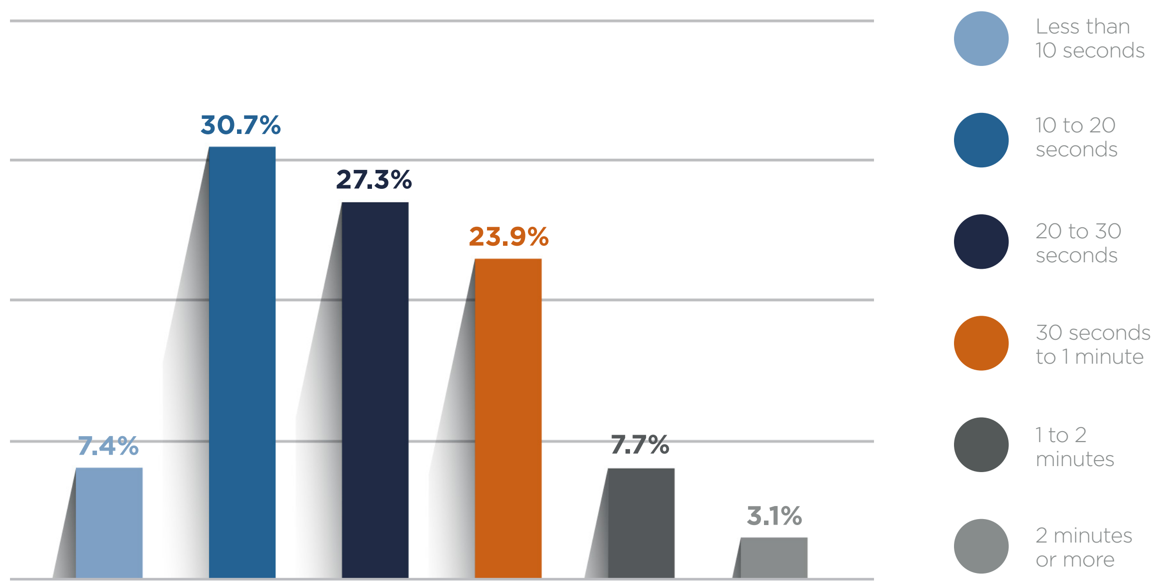
(5) Give subscribers the option to not only receive fewer emails, but to select the type of content they are most interested in, such as newsletters, deals, etc.

NOTEWORTHY: As subscribers get older, they are more likely to say there's nothing you can do to change their mind if they decide to unsubscribe. 23% of 18-24 year olds gave that response, and it more than doubled to 55% of 55-64 year olds.

WOULD YOU WATCH A VIDEO (ABOUT THE FEATURED OFFER OR CONTENT) THAT PLAYS WITHIN THE EMAIL ITSELF?



WHAT WOULD YOU CONSIDER TO BE THE BEST LENGTH FOR A VIDEO THAT YOU VIEW WITHIN AN EMAIL?



Video in email has been an on-again, off-again topic over the past few years, and we brought it back this year. 39% said they'd watch a video in email, but 29% said they wouldn't—sounds like some testing may be in order.

The brand and video content also matters, of course. There are some verticals and topics, that more naturally lend themselves to having compelling video content that may be appealing to consumers.

TAKE ACTION: If you're trying video in email, keep it short. Not surprisingly, most respondents said an ideal length would be less than 30 seconds. And definitely don't go over a minute. Don't forget to test what works for your brand.

NOTEWORTHY: 18-34 year olds were notably more likely to say they don't want to see video in email (35%), perhaps because they are already viewing video in so many other channels.

PURCHASING BEHAVIOR

Consumers generally sign up for email to find deals and save money. They know it. You know it. But what kinds of offers do they want? Generally, they prefer either dollars or percentage off or free shipping. But, younger age groups care less about free shipping. This tells us that generational differences need to be considered when creating an offer strategy. We also see that quite a few consumers, especially Millennials, will sign up just because they love the brand. Therefore, marketers have to find the balance between promotional and brand-building messages, while keeping different segments in mind.

The good news is that a majority of consumers say that marketing emails drive purchase behavior, and most say that they buy once a month or more because of these emails. The channel is still very effective at driving response. While marketers need to make an extra effort to increase relevance and personalization, the reach and effectiveness of the channel is indisputable.

WHAT TYPE OF OFFER DO YOU PREFER IN MARKETING/ADVERTISING EMAILS?

	18 to 24 year olds	25 to 34 year olds	35 to 44 year olds	45 to 54 year olds	55 to 64 year olds
Dollars off	20.1%	23.2%	25.8%	26.9%	21.1%
Free shipping	18.1%	18.6%	24.9%	26.5%	32.5%
Percentage off	33.7%	24.6%	20.1%	17.2%	15.4%
Buy one get one free	15.1%	13.5%	12.8%	14.0%	17.9%
Loyalty (additional points or miles)	5.5%	12.1%	10.8%	11.4%	11.4%
Free gift with minimum purchase	4.5%	6.0%	3.9%	2.8%	1.6%
Referral program rewards	3.0%	1.9%	1.8%	1.3%	0.00%

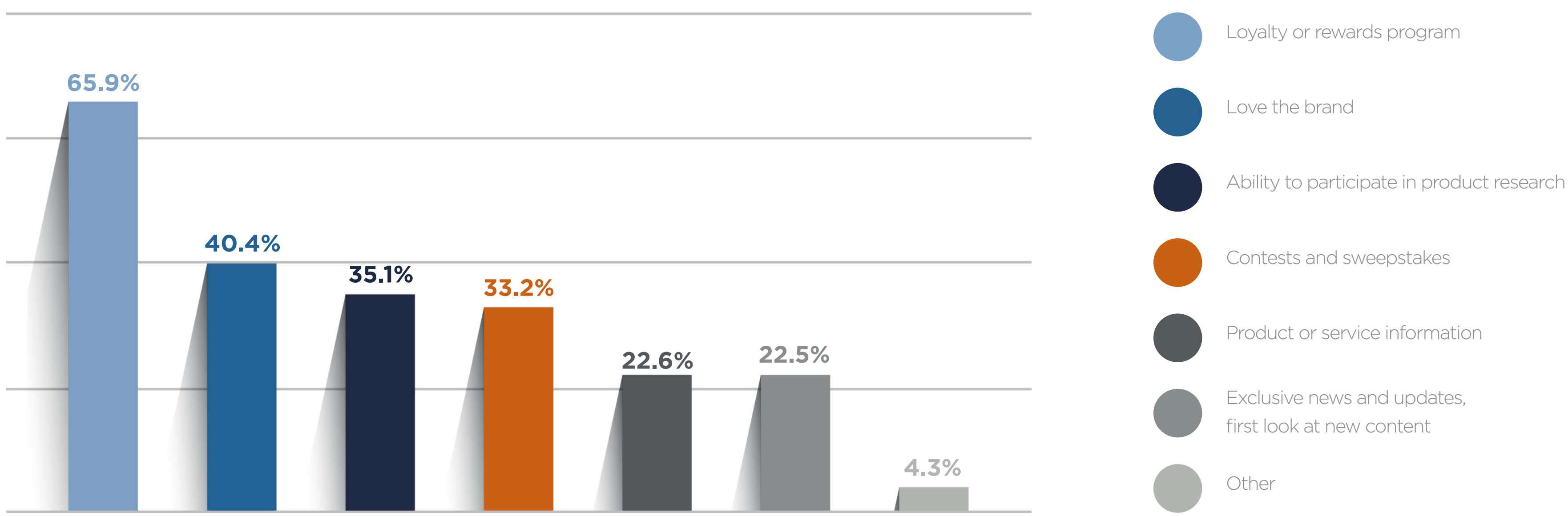
KEY FINDING

Not surprisingly, consumers are most interested in saving money! In 2015, free shipping was the most preferred offer type among every age group. But this year, we saw things shift around a bit. 18-34 year olds preferred percentage off offers (especially the 18-24 years olds), while 35-54 year olds slightly preferred dollars off deals. Only the 55-64 year olds preferred free shipping. As free shipping becomes more of an expected part of the online purchasing experience, especially among Millennials, perhaps we'll see a bigger shift towards consumers preferring savings on their actual purchases. And as we saw last year, there was limited interest in offers giving extra points or miles, free gifts, or rewards for referring friends.

TAKE ACTION: Test different offers among the various age groups, as well as other segments and demographics, so you understand which ones are the most impactful. Offer testing remains an important part of every email program.

NOTEWORTHY: Young consumers have grown up expecting free shipping, and that is reflected in our survey results. Focus on dollars or percentage savings offers for this group.

BESIDES DISCOUNTS AND FREE SHIPPING, WHAT WOULD COMPEL YOU TO SIGN UP FOR MARKETING/ADVERTISING EMAILS? (SELECT ALL THAT APPLY)

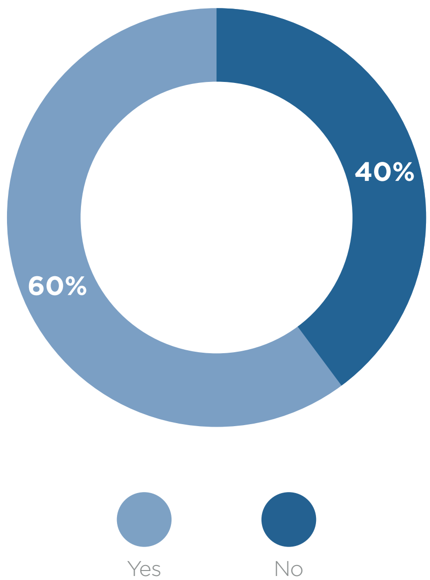


While most consumers subscribe to email to save money, there are other reasons they join a brand's list. Earning within loyalty programs (which, admittedly, leads to free stuff eventually) remains the top non-offer reason to subscribe, just as it did in last year's survey. In fact, there was almost no change year over year in the results. It's still good to see that a sizable percentage of consumers sign up for email for non-financial reasons, such as simply loving the brand or wanting to participate in research.

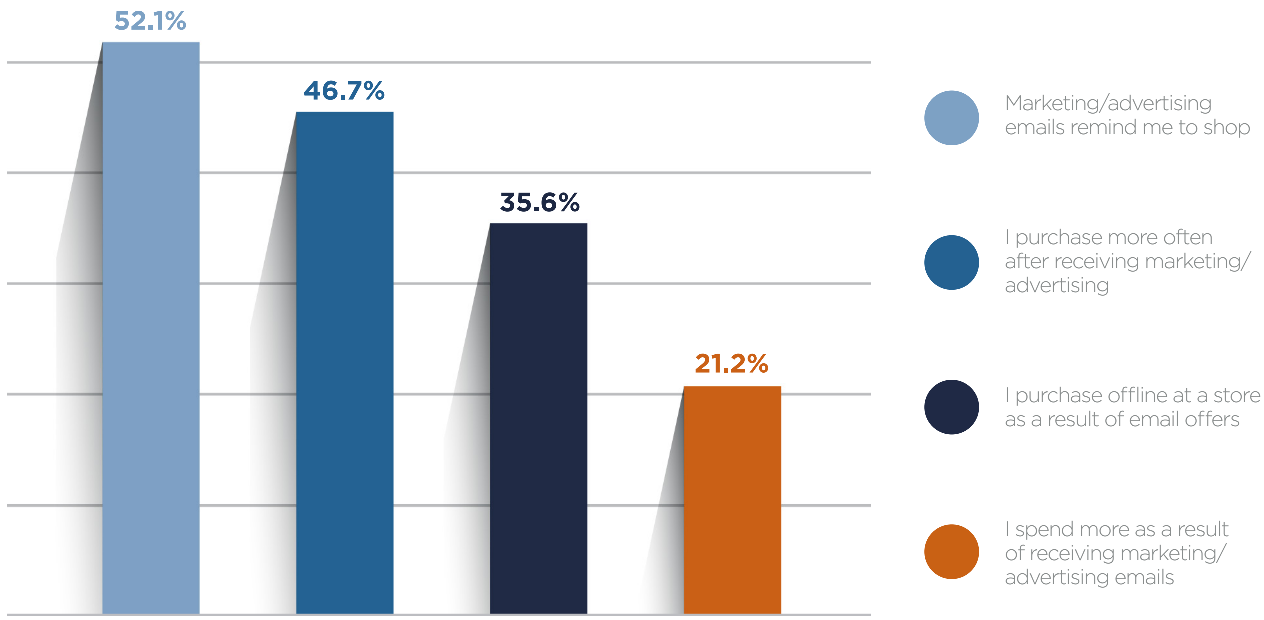
TAKE ACTION: Keep reminding your subscribers about all the great benefits they receive by being a part of your email program, and remember to test messaging types on a regular basis. Leverage content to build brand affinity, share ideas, or generate inspiration. Send follow up emails after purchases to solicit feedback and gauge satisfaction.

NOTEWORTHY: 18-34 year olds are much more likely than older consumers to join your email list because they love the brand. 48% of Millennials said they would subscribe for this reason, versus 37% of those 35 or older. Reinforce that brand story with engaging content for this younger group of subscribers.

DO MARKETING/ADVERTISING EMAILS INFLUENCE YOUR PURCHASE DECISIONS?



IN WHICH OF THESE WAYS DO MARKETING/ADVERTISING EMAILS INFLUENCE YOUR PURCHASE DECISIONS?

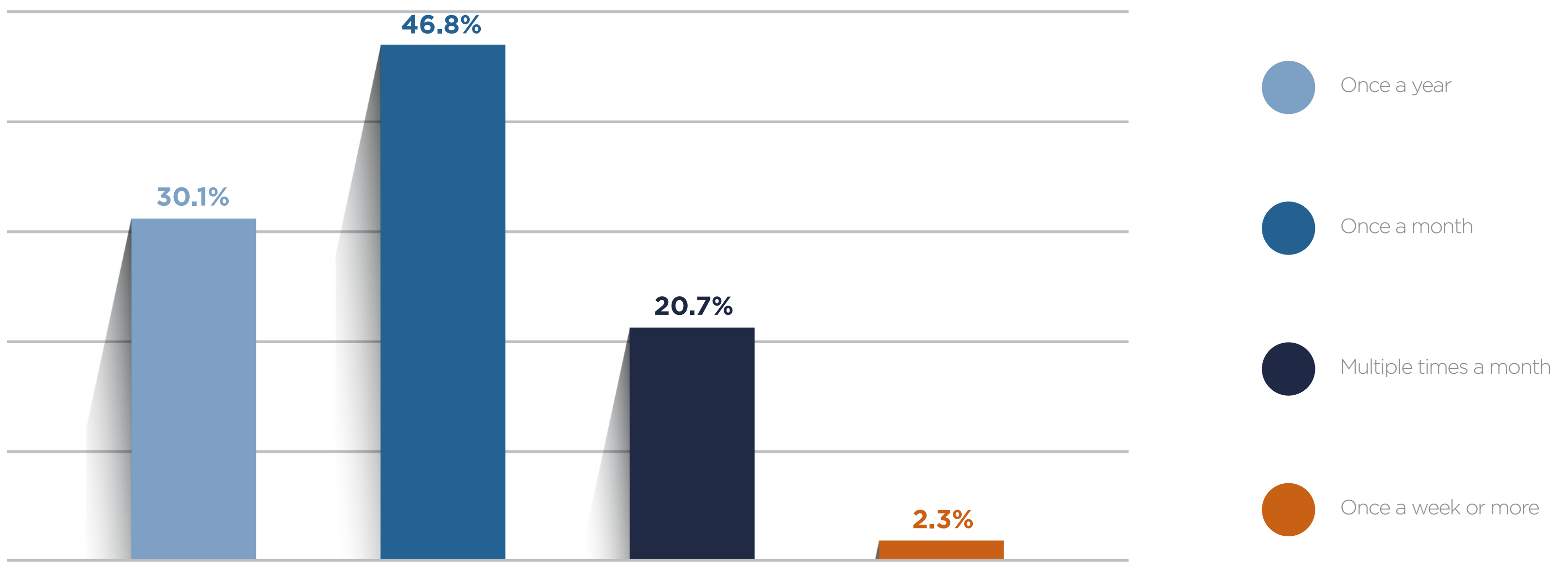


60% of consumers say that email marketing influences their decision to purchase. Of those who acknowledged that it does influence them, about half said they are reminded to shop and purchase more often as a result of email marketing, and about 1 in 5 said they spend more as a result. So, email is effective at reminding people to shop and purchase more often, and can sometimes get people to spend more. What a powerful channel! We did find, though, that there was a decrease in those saying they spend more as a result of email (25% last year), so be cautious about basing too much of your program success on spend metrics.

TAKE ACTION: Use control groups to validate the performance of your email program, including increases in purchase rate and spend. If you have an offline operation, do what you can to tie interactions across channels together. Knowing the efficacy of your program is critical.

NOTEWORTHY: 30% of 18-34 year olds said they would purchase offline at a store as a result of an email, versus 39% of those over 35, highlighting the digital-first nature of Millennials. Females were more likely than males to acknowledge purchasing more frequently as a result of receiving email, 51% to 42%.

HOW OFTEN DO YOU BUY PRODUCTS AND SERVICES FROM MARKETING/ ADVERTISING EMAILS?

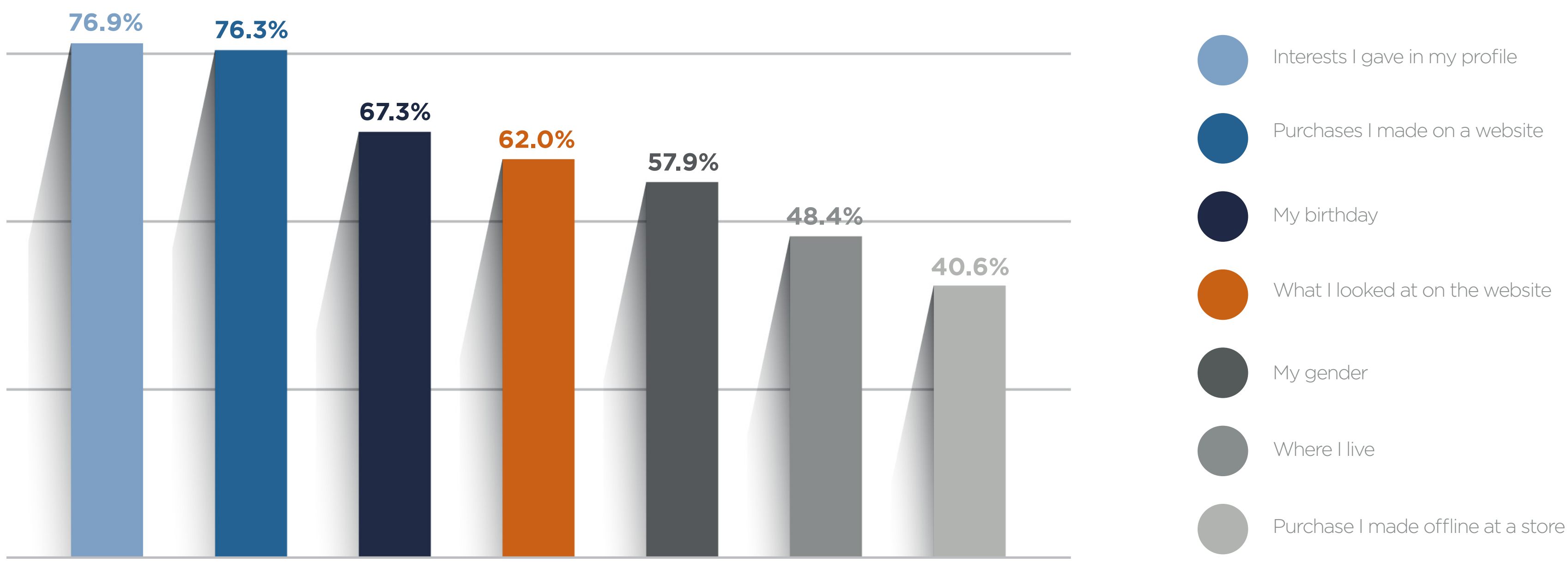


Of those who purchase because of email, almost half said they purchase once a month, and almost a quarter said they purchase multiple times in a month. Rumors of email's lagging effectiveness are just that; the channel still drives consumers to engage and purchase on a very regular basis. We saw consistent findings across generations, so even those sometimes-frustrating Millennials are using email for purchases.

TAKE ACTION: Show this graph to the world and keep fighting for budget! Continue using data to improve relevance, testing to understand what drives behavior, and optimizing for mobile and cross-channel experiences.

NOTEWORTHY: Consumers with children under 18 in their household were 44% more likely to purchase multiple times in a month, compared to those without children. For retail-minded marketers, having and using household data can make a big difference in overall email program performance!

WHICH INFORMATION OR INTERACTIONS DO YOU EXPECT COMPANIES TO USE TO PERSONALIZE MARKETING/ADVERTISING EMAIL FOR YOU? (SELECT ALL THAT APPLY)



KEY FINDING

Consumers want a personalized, integrated, cross-channel experience, and they have high expectations for how we use data in their emails. Most expect us to use preferences, online purchase, and personal data to make emails more relevant, and an increasing percentage expect store purchase data to also be used. Perhaps surprisingly, we saw very little variation in response across the age groups. Millennials were in lock step with other age groups in terms of what information they expected to be used.

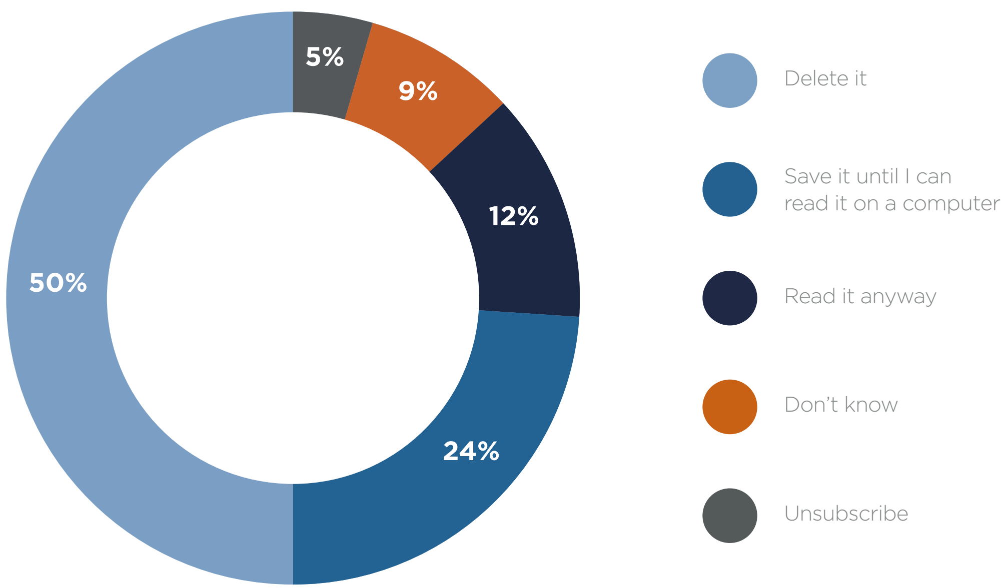
TAKE ACTION: Continue to collect and organize data, generate holistic customer and segment views, implement triggered lifecycle campaigns, personalize wherever possible, and test, test, test. The path to relevance is a long and winding one, but it must be done!

NOTEWORTHY: 46% of men expected offline purchases to be reflected in emails, versus 35% of women. Incorporate store visit information into your marketing plans and emails.

MOBILE INTERACTIONS

It's a mobile world now, and brands need to make the entire mobile journey seamless in order to keep consumers happy and engaged. It's not enough to just make your emails look awesome on mobile devices. The site, purchase, and confirmation experiences must be equally compelling and easy for the consumer. Many marketers still struggle with a concept as basic as mobile rendering optimization for their emails, so it's not surprising that the larger challenge of creating truly integrated mobile experiences still affects so many. But each year, Mapp finds more and more marketers making progress towards that digital nirvana.

IF YOU RECEIVE AN EMAIL ON YOUR MOBILE PHONE OR TABLET THAT DOES NOT DISPLAY CORRECTLY, WHAT DO YOU DO?

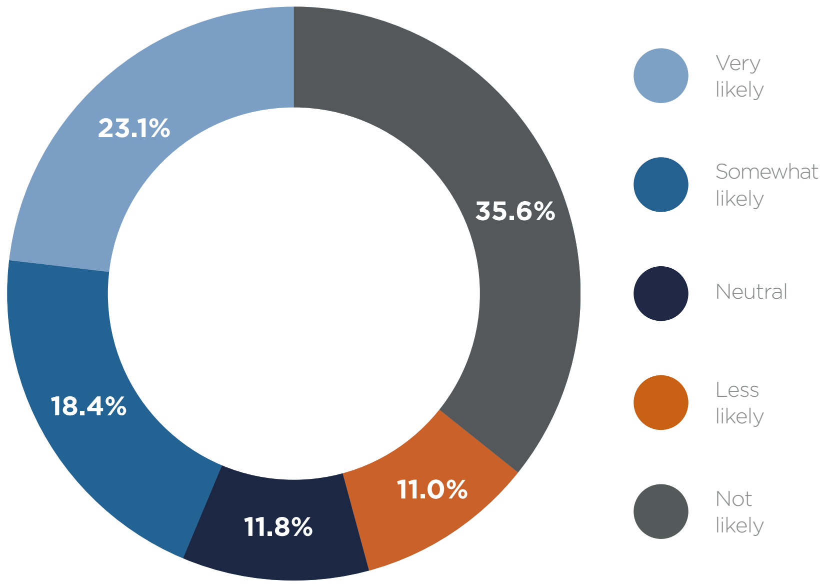


Mobile optimization matters. Half of consumers said they'd delete an email that doesn't render properly on their mobile device, up from 42% last year. And only 24% of respondents said they'd save it until later, down from 33% last year. The point is clear: make your emails look good on mobile.

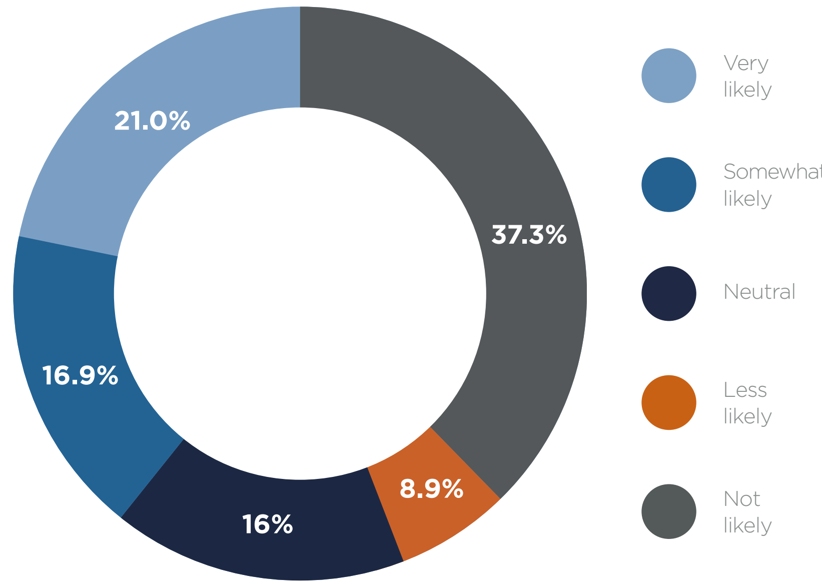
TAKE ACTION: At the very least, mobile optimize your emails. Use analytics to understand what devices people are opening their emails on. Then, consider responsive design templates, so that your emails look great and work well on the most popular devices. QA is also critical, and there are numerous email preview technologies available to help you ensure proper rendering. Finally, make sure your mobile site and experience are optimized as well, as people may not click through your emails on their mobile devices if they know a bad site experience awaits.

NOTEWORTHY: Consumers have progressively less tolerance for email messages that don't display correctly as they age. 64% of respondents aged 55 to 64 will delete the email versus just 38% of 18 to 24 year olds.

HOW LIKELY ARE YOU TO COMPLETE A PURCHASE ON YOUR MOBILE PHONE?



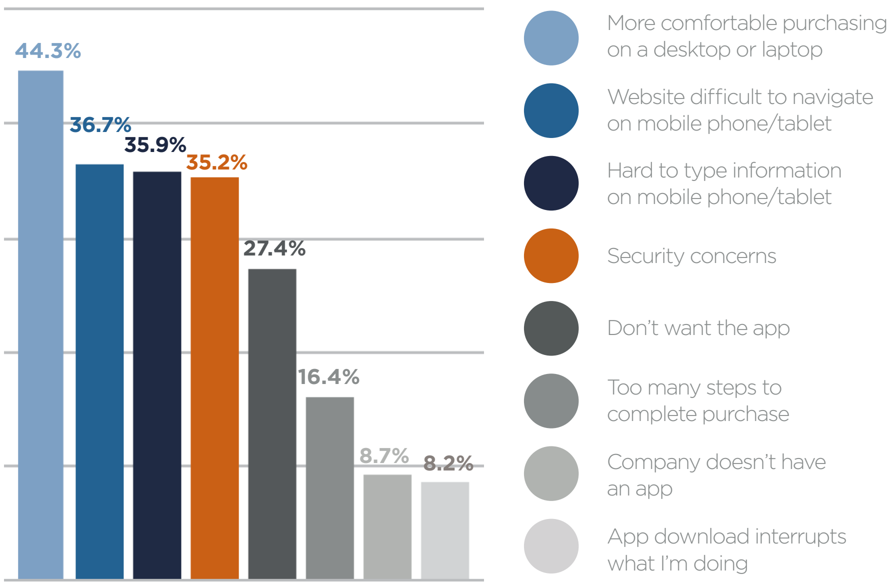
HOW LIKELY ARE YOU TO COMPLETE A PURCHASE ON YOUR TABLET?



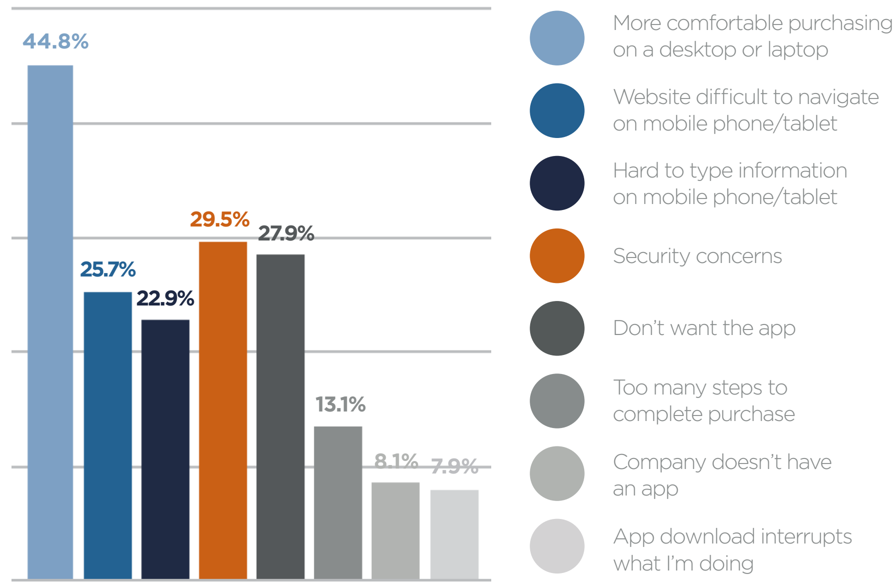
There is a sizable percentage of email subscribers who say they are likely to complete a purchase on a mobile device (41% for mobile phone, 38% for tablet). But those numbers are balanced by those who say they are unlikely to purchase using these devices (47% for mobile phone, 46% for tablet). This year, our survey split out likelihood to purchase by mobile phone or tablet, and we found something interesting. While 18-24 year olds are twice as likely to purchase on a mobile phone as older age groups, they are only just as likely as any other age group to purchase via a tablet. As tablet adoption slows, we see that mobile phones are becoming the preferred purchase device between the two, especially for younger audiences.

TAKE ACTION: Marketers need to improve their mobile phone purchase experience by making it clean, quick, and simple. Test ways to best feature products and services, and reduce the number of steps to purchase.

WHAT PREVENTS YOU FROM PURCHASING ON YOUR MOBILE PHONE? (SELECT ALL THAT APPLY)



WHAT PREVENTS YOU FROM PURCHASING ON YOUR TABLET? (SELECT ALL THAT APPLY)



As in last year's survey, the primary factor that prevents consumers from purchasing on their mobile phone or tablet is that they're more comfortable completing the transaction on a laptop or desktop computer. But last year, that number was 50%, compared to the 44-45% we saw this year. As mobile continues to make inroads into everyday life, we expect this number to fall even further. We saw a greater percentage of respondents saying site experience factors, such as typing and navigation, impacted purchasing on mobile phone versus tablets. The percent citing security as a factor decreased year over year, from 41% last year to 35% and 30% for mobile phones and tablets, respectively, this year, with results consistent across age groups. When it came to tablet purchase inhibitors, the number-one reason given by all age groups was a preference to purchase on a desktop/laptop.

TAKE ACTION: Make the purchase path easier and quicker, highlight products and details in a seamless manner, and reinforce security on a continuous basis.

NOTEWORTHY: The top obstacle to mobile phone purchase for 18-34 year olds was website navigation, while older groups' primary obstacle was a preference for desktop/laptop purchase.

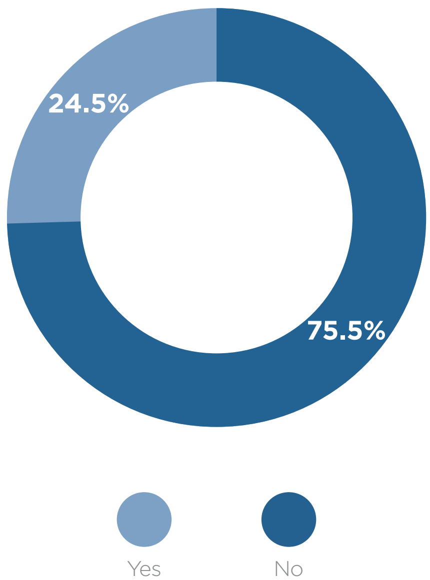
WHERE DO YOU PREFER TO PURCHASE FROM WHEN USING A MOBILE PHONE OR TABLET?

	Overall	18 to 24 year olds	25 to 34 year olds	35 to 44 year olds	45 to 54 year olds	55 to 64 year olds
Mobile website	33.9%	43.7%	40.8%	32.0%	28.4%	26.0%
Mobile app	17.6%	25.6%	22.5%	18.5%	13.5%	2.4%
No preference	48.5%	30.7%	36.7%	49.5%	58.1%	71.5%

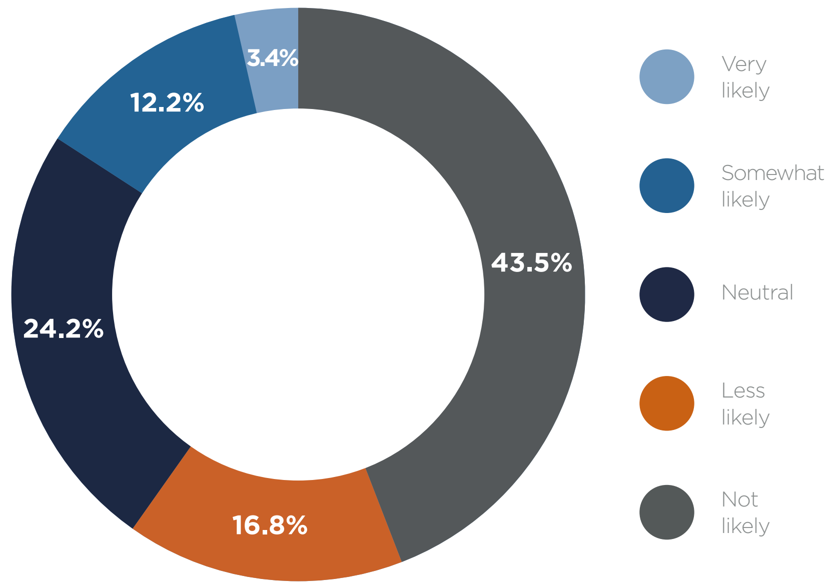
Overall, just about half of respondents had no preference between purchasing via app or mobile website. Younger respondents did show a preference for purchasing via a mobile site, with higher interest in using the app. Importantly, though, the rate of those preferring a purchase within an app decreased for all groups year over year, with the "no preference" rate increasing the most for each age band.

TAKE ACTION: While interest in purchasing via app may have decreased somewhat, marketers still need to decide what's best for their brand in terms of conversion channel, and invest accordingly.

DO YOU CURRENTLY USE A MOBILE WALLET APP?



HOW LIKELY ARE YOU TO TRY USING A MOBILE WALLET APP IN THE NEXT YEAR? (IF NOT CURRENTLY USING ONE)



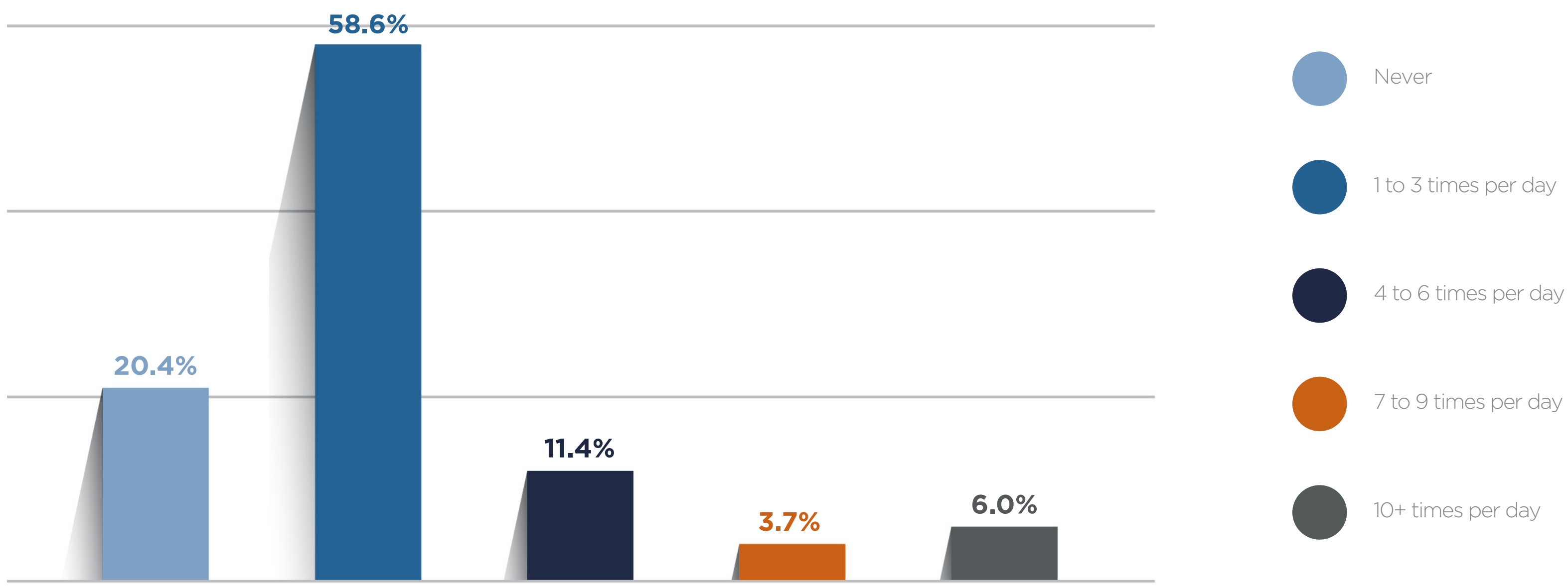
We saw a big jump in mobile wallet app usage over the last year. 25% of the respondents this year said they are currently using this functionality, versus only 10% last year. The advent of Apple Pay clearly helped drive wider acceptance of mobile payments, but storm clouds still remain. 60% of consumers said they are unlikely to try using this type of app in the coming year.

NOTEWORTHY: Use of mobile wallet apps was fairly consistent across age groups, with only the 55-64 groups seeing a greatly reduced "Yes" percentage (7%). Younger respondents not currently using a mobile wallet app were more likely to consider using one in the coming year.

SOCIAL NETWORK CONSIDERATIONS

Email subscribers show high levels of social engagement. That's not surprising, since consumers often interface with brands across multiple channels. Most social followers engage because they want money saving offers, but many also follow because they like the brand. Don't make email purely a promotional channel. Use it to help drive social network awareness and engagement, sharing content-focused messaging while driving to your social pages. Actively promote your social sites within your emails, and showcase the value of visiting and following. Including a bunch of icons at the bottom of your emails is not enough anymore.

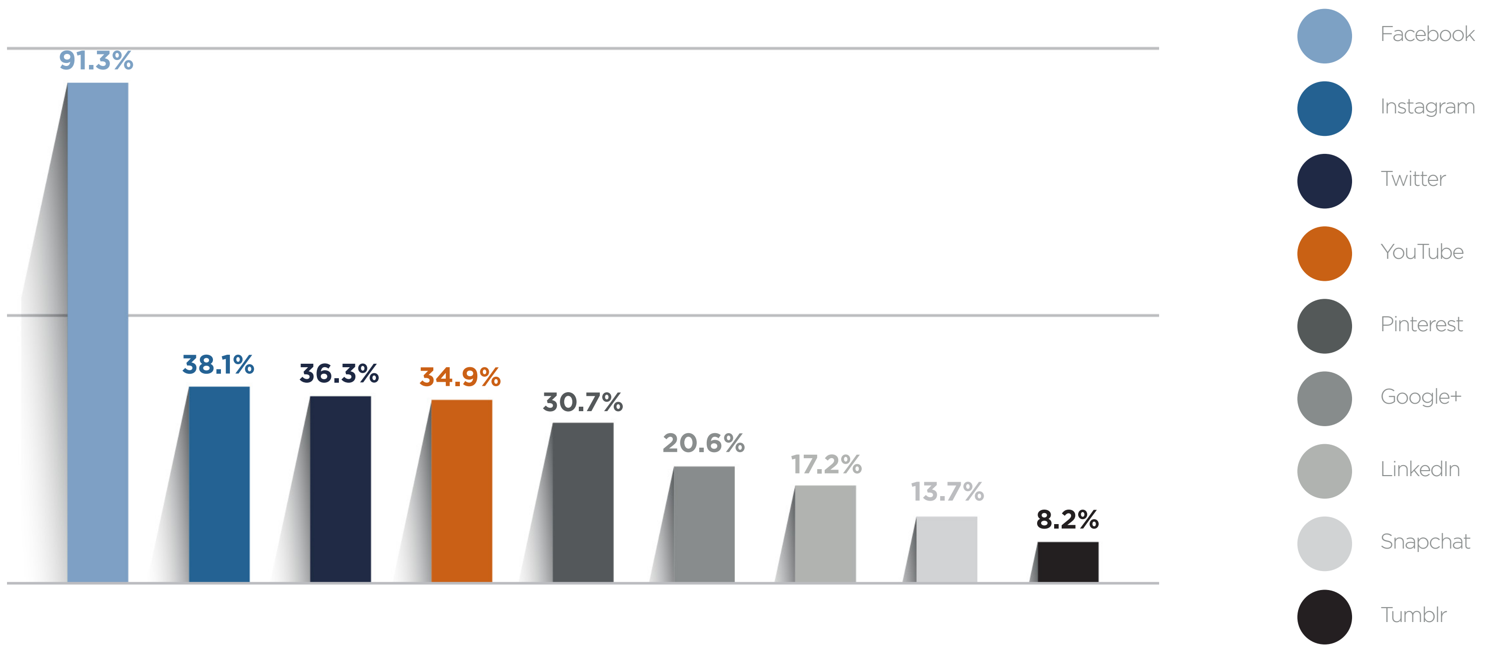
HOW OFTEN DO YOU ENGAGE WITH BRANDS YOU FOLLOW ON SOCIAL MEDIA? ENGAGING INCLUDES LIKING A POST, READING AN ARTICLE, OR SHARING A PIECE OF CONTENT.



We wanted to know how much respondents actually engage with brands on social media (versus just following them) and we found that an astonishing 80% said they did so one or more times per day! The great news for email marketers is that your subscribers are also social engagers! And for the 20% who said they don't engage with brands they follow, don't worry. It just means they are passive followers, waiting to discover some reason to get engaged.

TAKE ACTION: Develop integrated cross-channel strategies for sharing promotions and content. Present a unified brand voice and experience across both email and social. Highlight content from your social sites in email, and show the value of interacting with your brand outside of email.

WHAT SOCIAL NETWORKS DO YOU USE TO FOLLOW BRANDS? (SELECT ALL THAT APPLY)

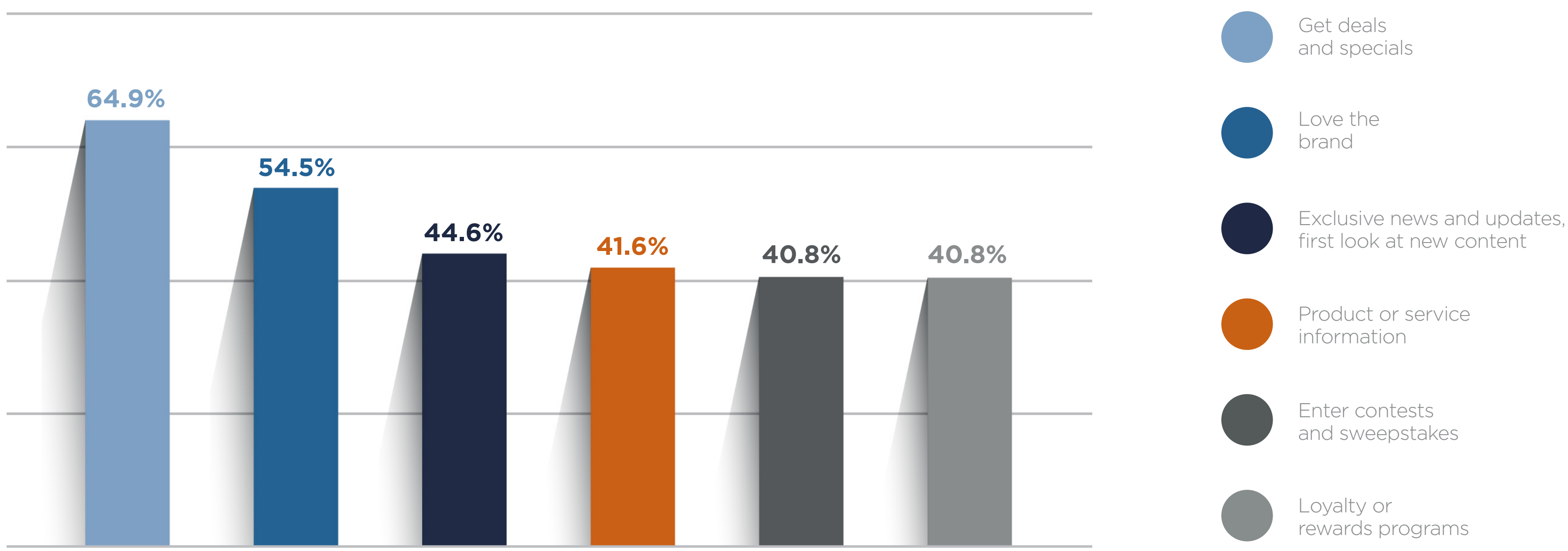


Facebook is still far and away the top place to be followed. Instagram followers more than doubled year over year (from 16% in 2015), and there was growth in all social networks. Millennials tend to use Instagram and Snapchat more, and Twitter somewhat less, than older age groups.

TAKE ACTION: Give subscribers a reason to engage—don't just include social icons at the very bottom of your email. Very few people will click on them. Spend some time and space in the body of your emails talking about your social channels, and demonstrate the value realized by visiting them.

NOTEWORTHY: Pinterest is much more followed by women (40%, versus 19% of men), while YouTube and Twitter are more followed by men (for YouTube, 47% of men versus 26% of women, and for Twitter, 44% of men and 31% of women). Consider these social preferences by gender when creating email content.

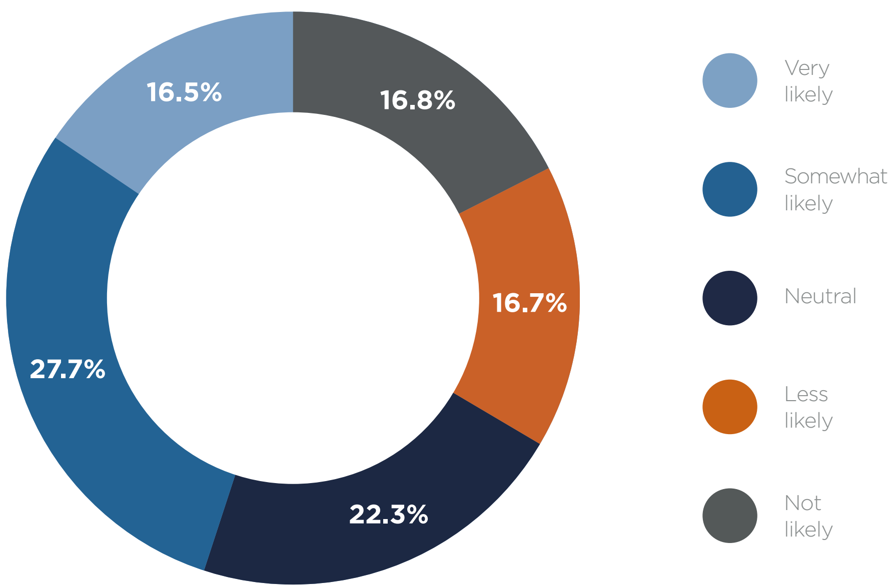
WHY DO YOU FOLLOW COMPANIES ON SOCIAL CHANNELS? (SELECT ALL THAT APPLY)



People love saving money, and it's still the top reason why people follow brands on social networks. But we also saw a 38% increase from 2015 in those saying they followed a brand because they love it, from 40% to 55%. In fact, each response saw an increase year over year, reinforcing that people follow for a variety of reasons. Marketers still need to use and test a mix of promotional and brand-focused messaging in email to see what works best for them.

NOTEWORTHY: All age groups had a consistent rate of selecting deals and specials, but "love the brand" was the top choice for 18-34 year olds. Try to reinforce this group's need for experiential and brand-focused messaging.

HOW LIKELY ARE YOU TO SHARE MESSAGES FROM MARKETING/ADVERTISING EMAIL ON YOUR SOCIAL NETWORKS?



We saw a big change in the responses to this question, compared to last year. In 2015, only 19% said they were very or somewhat likely to share content from an email with their social networks. This year it was 44%. Why the change? We think email marketers are starting to do a better job of sending more relevant content, which makes people more likely to want to share something that matters to them with their friends.

TAKE ACTION: Continue using data to inform messaging and content. Including popular social content from your site and user generated content may also help. And, only include the "share to social" button and call to action in emails where it might really make a difference. There's no need to put it in every email.

RECAP

PRIORITIZE MOBILE

Our survey reinforced what many marketers already know: it's a mobile world and we must focus our efforts on assuring our email programs and strategies reflect this. At a minimum, email should be optimized for mobile-device viewing and interaction, especially on smartphones. Responsive design is an important consideration, since most consumers view email across multiple devices. Beyond the email itself, brands have to be sure that their entire mobile experience is seamless and easy for consumers to use. Having perfectly rendered mobile emails only gets you so far if the purchase process on a smartphone is hard on a consumer and they just give up.

GET PERSONAL

Consumers supply your brand with a copious amount of information about themselves, and they expect personalized experiences in return. Your marketing emails are no exception. Include triggered programs based on a variety of lifecycle-related data points for maximum relevance and optimal timing. For calendar-based marketing emails, leverage your data to create segments and messaging strategies based on relevant attributes. Start with simple programs and tactics, test often, and incorporate your learnings into more advanced future campaigns.

FOCUS ON THE NEXT GENERATION

Millennials still love email, but they require a different approach than what you've done in the past with Baby Boomers and Gen Xers. They are digital natives, making it even more important for your entire mobile ecosystem to be on point and integrated. They love deals, but also love your brand. Make sure you return the love with engaging content that tells stories, shares ideas, and gives them experiences that they appreciate. Most importantly, acknowledge that this group of consumers is different than the other generations and create marketing strategies that are reflective of this fact.

THE EMAIL MARKETER'S CHECKLIST

HERE'S A QUICK CHECKLIST OF THINGS TO DO TO KICK-START A GREAT YEAR IN EMAIL MARKETING, AND TO KEEP IT HUMMING, ALL BASED ON THIS YEAR'S SURVEY RESULTS:

1. Ensure your emails are optimized for mobile viewing and engagement.
2. Develop and test responsive design emails.
3. Consider using automated send-time optimization technology to select strategic email deployment times on a per-campaign basis.
4. Conduct a data assessment to understand what data is available for marketing use, how you are currently using that data, and where there are opportunities for improvement.
5. Develop triggered email programs based on customer behavior and preferences.
6. Conduct frequency and offer testing by customer segment.
7. Create and deploy a segment-level content strategy.
8. Test video in email, if it aligns with your brand and content strategy.
9. Optimize your mobile site and conversion experience so customers can easily engage after clicking through your emails.
10. Highlight content from your social sites in email, showing customers the value of visiting and engaging with your social sites.

TAKE ACTION: BOOKMARK OR PRINT THIS PAGE FOR EASY REFERENCE!

HAPPY EMAILING!

Mapp Digital is one of the largest independent digital marketing technology companies in the world. Built by marketers, for marketers, Mapp provides a comprehensive family of software and customer-centric services, allowing marketers to optimize messaging across email, social, mobile push and web marketing. We simplify complexity so marketers can focus on what really matters to their business. Achieve the shortest route to customer engagement with Mapp. Contact us for a demo today.

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