

# Enterprise Email Priorities

What Email Marketing Professionals  
View as their Top Concerns

Ascend2 Research  
Conducted in Partnership  
with MessageGears



# Enterprise Marketers Prioritize Improving Personalization and Engagement

For enterprise B2C marketers, email is among the most effective tools for reaching out to and connecting with customers. But it's also a medium that's challenging to leverage effectively, particularly when nearly everyone uses it — the competition for inbox space is fierce, and there's no sign that people's attention spans are getting longer. We understand the difficulties enterprise marketers face when it comes to maximizing their email ROI, but we wanted to dig deeper and see exactly where their priorities lie.

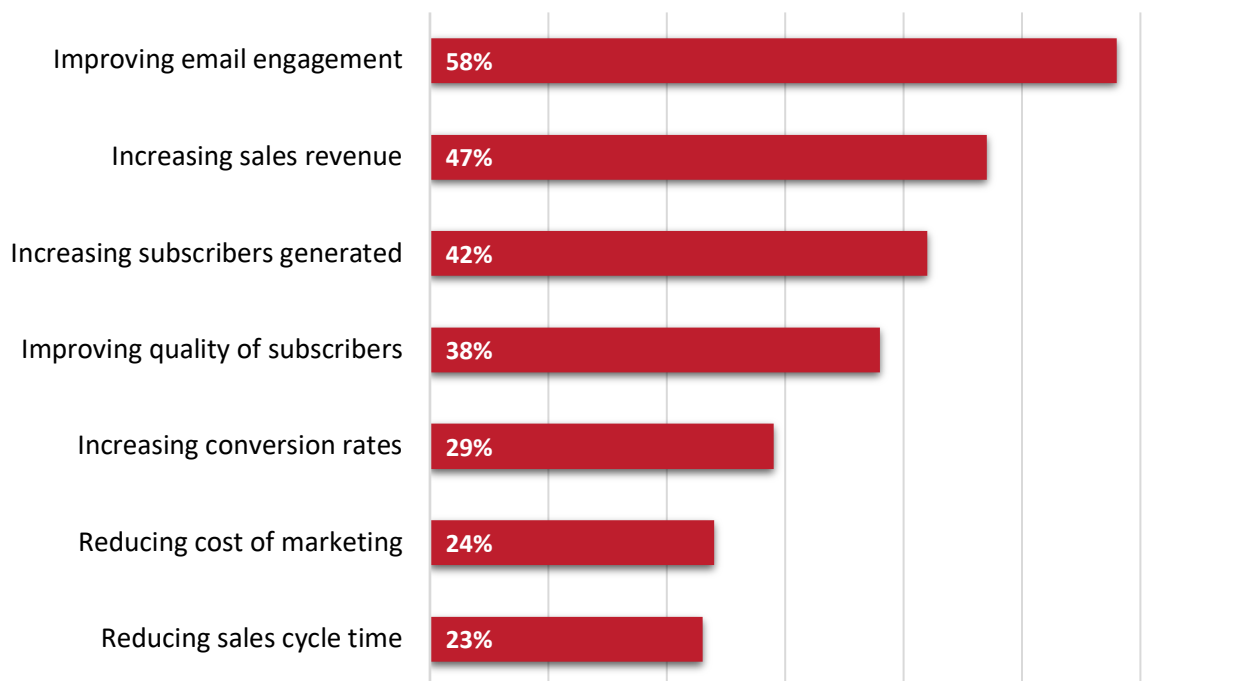
That was the motivation behind this survey, where we asked enterprise marketers to talk about their biggest challenges, top priorities, and their evaluation of how well they're meeting their email marketing goals. It's helpful to hear stories and talk in the field while discussing issues with clients, but this was an opportunity to look at a wide cross-section of enterprise marketers to take the temperature of the email industry, and what's creating the biggest obstacles to success for marketing teams.

What the results tell us is that enterprise marketers are focused heavily on the recipients of their emails — how to identify and engage with them in a meaningful way. They want to use email to deliver world-class customer experiences that surprise and delight, inspiring sales and — more importantly — long-term brand loyalty. They want to send the types of messages that make customers look forward to getting the next one. And, by and large, these marketers feel like their efforts have been effective at reaching these goals.

The following data summarizes the answers we received from enterprise marketers at 66 companies with more than 500 employees, and looks at our interpretation of what their answers mean for the current state of email marketing.

# Strategic Priorities

What are the TOP PRIORITIES for an email marketing strategy?



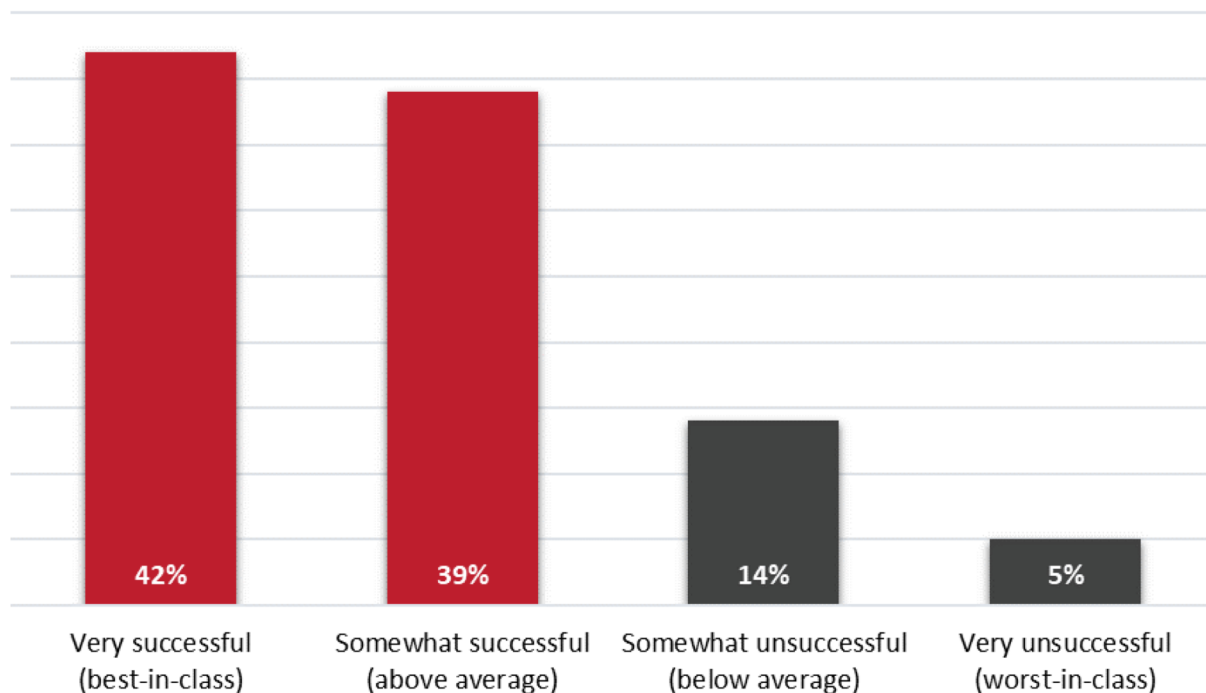
*Email Marketing Engagement Survey  
Conducted by Ascend2 and MessageGears  
Published April 2018*

With more than half of enterprise marketers (58%) citing improving email engagement as the top priority of their email marketing strategy, it's important for marketers to have live access to all their customer data during the process of building out campaigns so they can deliver the types of content that subscribers want to engage with.



# Success Achieving Priorities

How SUCCESSFUL is your email marketing strategy at achieving the top priorities?



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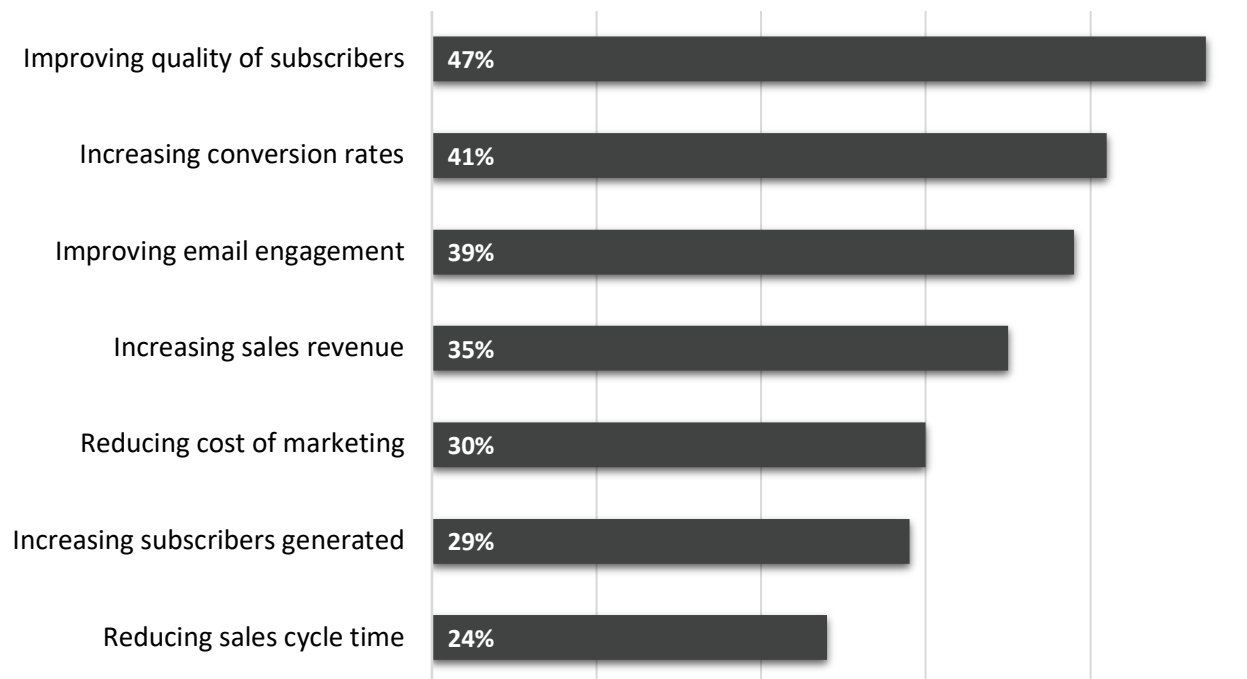
More than three-fourths (81%) of enterprise marketers described their email marketing's success as either best-in-class or above average. By definition, this can't be true; it suggests that marketers are overrating their work, and likely settling for results that aren't as good as they should be.





# Barriers to Success

What are the most CHALLENGING BARRIERS to email marketing success?



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Nearly half (47%) of enterprise marketers say improving the quality of their subscribers is their biggest email marketing challenge. Good email list quality requires a number of email practices to be in sync, from effective segmentation to proper hygiene (purging invalid/non-engaged emails) to targeted re-engagement campaigns and keeping the emails you do send relevant to the individual subscriber.



# Marketers Are Making Progress But Still Have Work To Do

What we see here is that enterprise marketers seem to have their priorities in order — they're focused on finding the right subscribers, and delivering great experiences to them. While increasing sales is high on their list of email marketing priorities, improving their level and quality of engagement is significantly higher. That's important, because that engagement is going to drive sales and the sort of loyalty that can establish a brand's foundation for a long period of time.

But there is the concern that marketers may be overestimating how they're performing in pursuing these goals. There's a [good deal of evidence](#) that customers feel like the brands they interact with via email don't understand them as individuals, and are constantly sending them messages that are irrelevant to them and their current needs. All the tools and strategies enterprise email marketers are employing are failing to make an impact on these customers, who regularly delete emails without giving them more than a cursory glance.

It's important that enterprise marketers recognize that the tools they have at their disposal may not be up to the task of creating the sort of targeted, timely, engaging content they know they need to produce. If the tools their email service provider supplies are holding back their marketing program, they need to evaluate what's available on the market that will allow them to meet their goals. The results of this survey make it clear that marketers are overestimating their current strategy's effectiveness, and it's essential that they step back to take an honest look at the shortcomings of their email program.

## About the Research Partners



MessageGears is the only email service provider that enables the world's top brands to send dynamic, high-volume marketing messages with speed and precision by providing a platform that overcomes the inherent limitations of marketing cloud email systems. The company was founded in 2010 and is based in Atlanta, GA.

Learn more at [MessageGears.com](http://MessageGears.com)



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Add, modify, and manage new data fields and elements in seconds without waiting in a lengthy ticket queue or signing a Statement of Work.



## Test / Learn / Optimize

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