



Email in 2020

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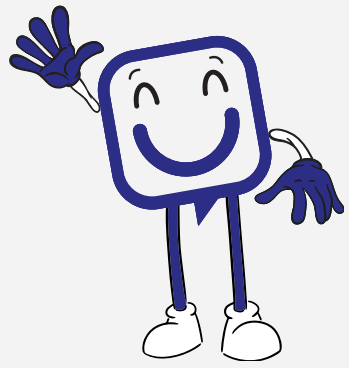
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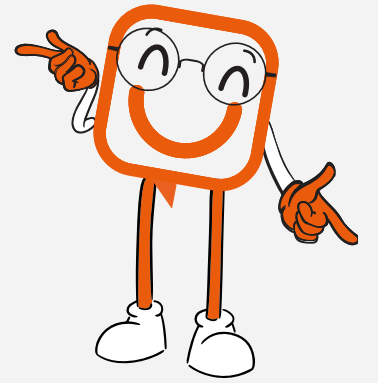
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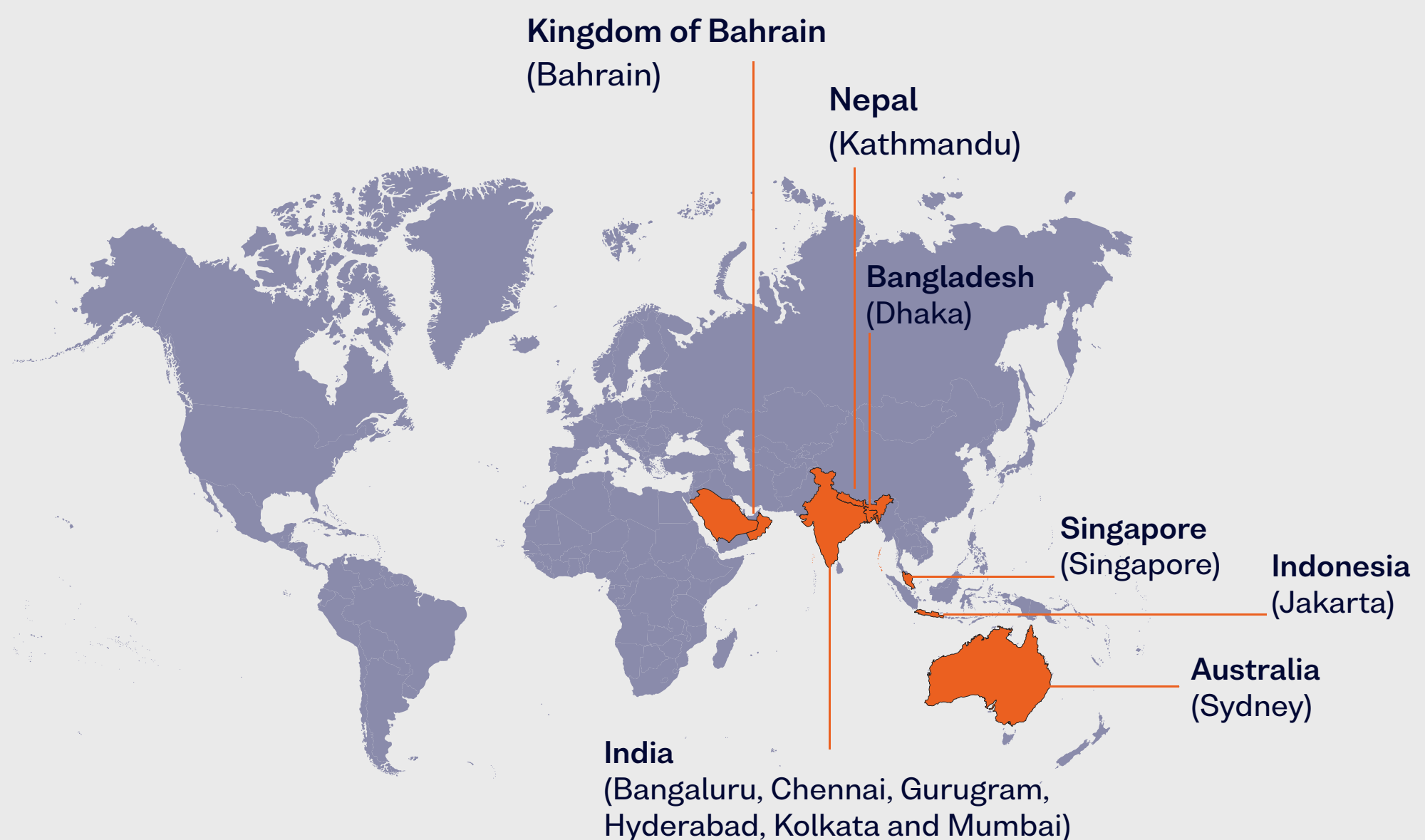


We are ValueFirst!



Founded in 2003, ValueFirst empowers businesses globally to interact with their consumers across internet & telecom channel.

Our Current Footprint



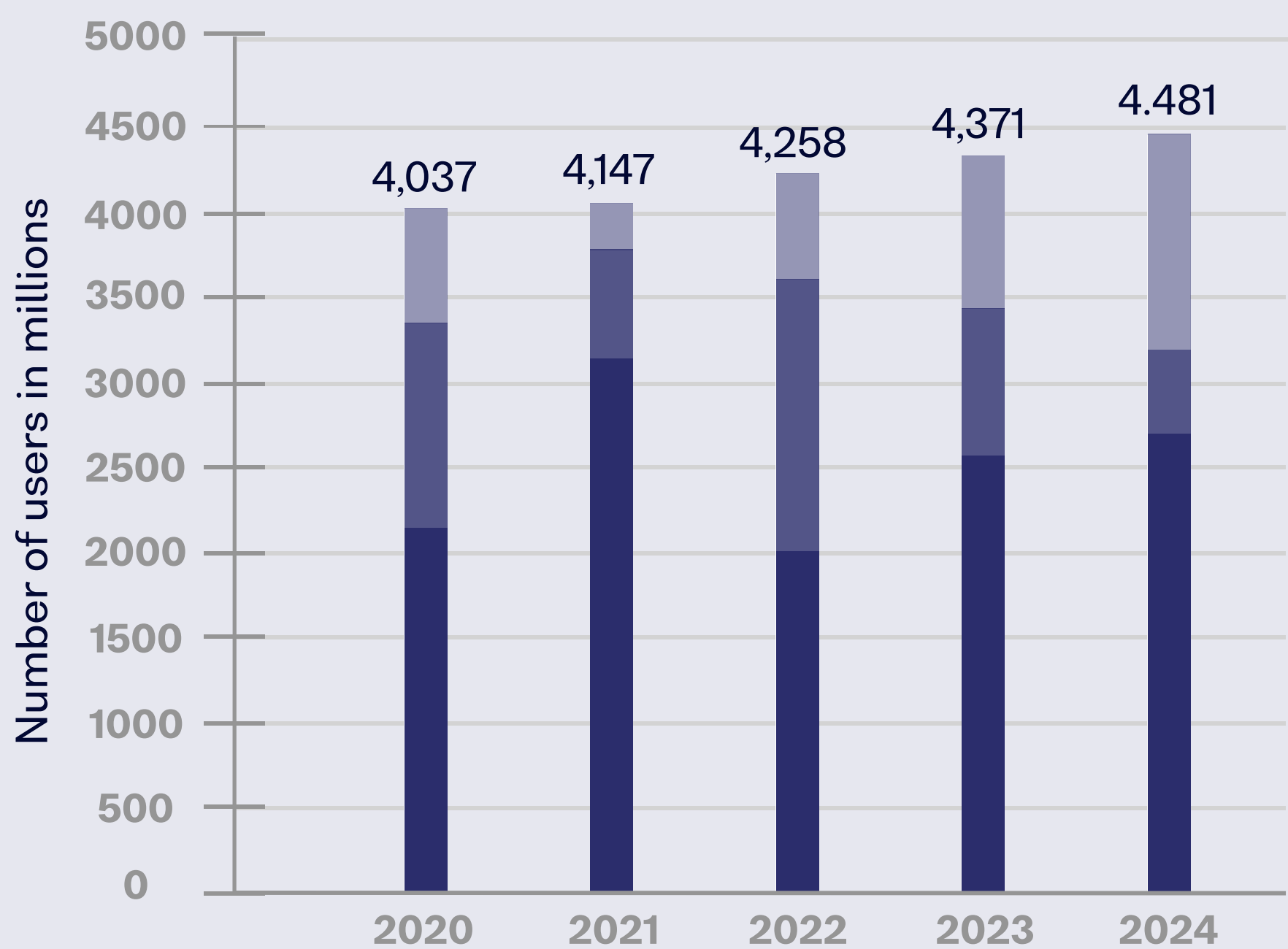
Global Email Landscape

Over the years, email has become a top priority for every marketer. Its ability to reach wide audiences, convert potential leads into customers, and engage existing customers.

However, with every marketer using this channel, many challenges co-exist in the ecosystem. These challenges are often the gap between planned and expected outcomes.

With over 3.8 Billion users using email worldwide, the channel is surely here to stay and evolve.


- There are around 1.5 billion Gmail accounts worldwide.
- There are about 5.59 billion active email accounts worldwide.



Projected number of email users worldwide from 2020 to 2024

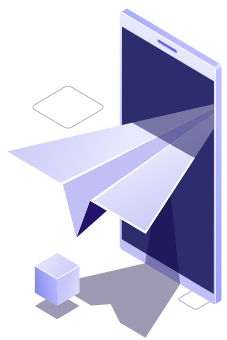
The total number of business and consumer emails sent and received per day will exceed 306 billion in 2020, and is forecasted to grow to over 361 billion by year-end 2024.

The number of worldwide email users will top 4.0 in 2020, and is expected to grow to over 4.4 billion by the end of 2024. Over half of the world population uses email in 2020.



Email is still the most pervasive form of communication for both business and consumer users. When utilized properly, email has the potential to leverage sales, generate new customers, and boost retention.

Current Email Marketing Trends



Mobile Optimization

Up to 60% of email opens are on mobile, depending on the industry



Email Marketing ROI

For every \$1 spent, email marketing generates \$32 in ROI



Act on Automation

75% of marketers are using at least one type of marketing automation tool

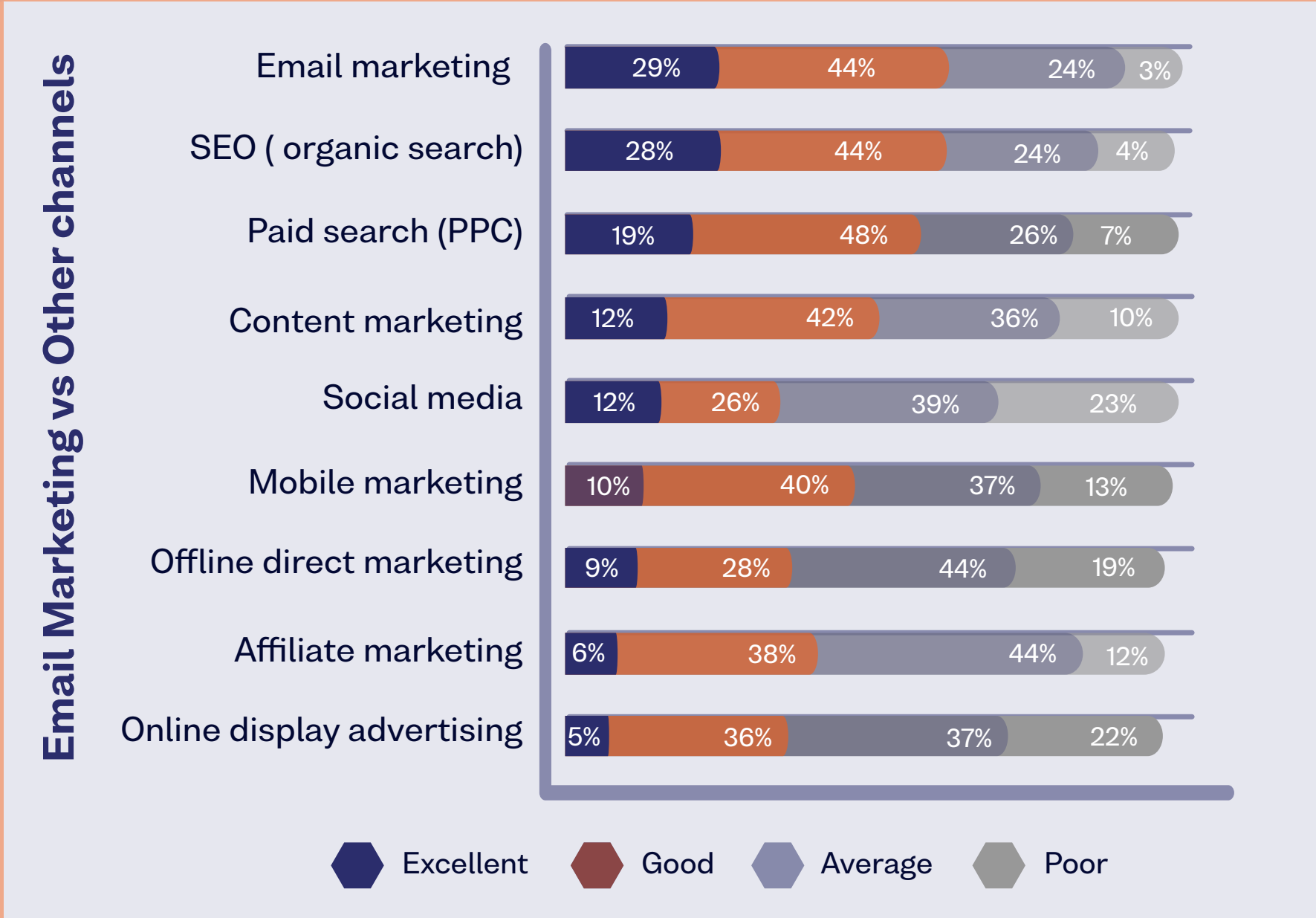


Customers Feedback

59% of consumers say that email marketing influences their purchasing decisions

With a total number of 2.5 billion email users worldwide, email marketing is a great tool to reach out to your target audiences, deliver a brand message, keep in touch with your readers, acquire customers, and even provide customer support, no matter what your business niche is.

Across all the channels, 18% of participants surveyed said that email marketing delivered the highest ROI, closely followed by social media marketing.



Email isn't dead, it still delivers the best ROI (29%) on any marketing channel.

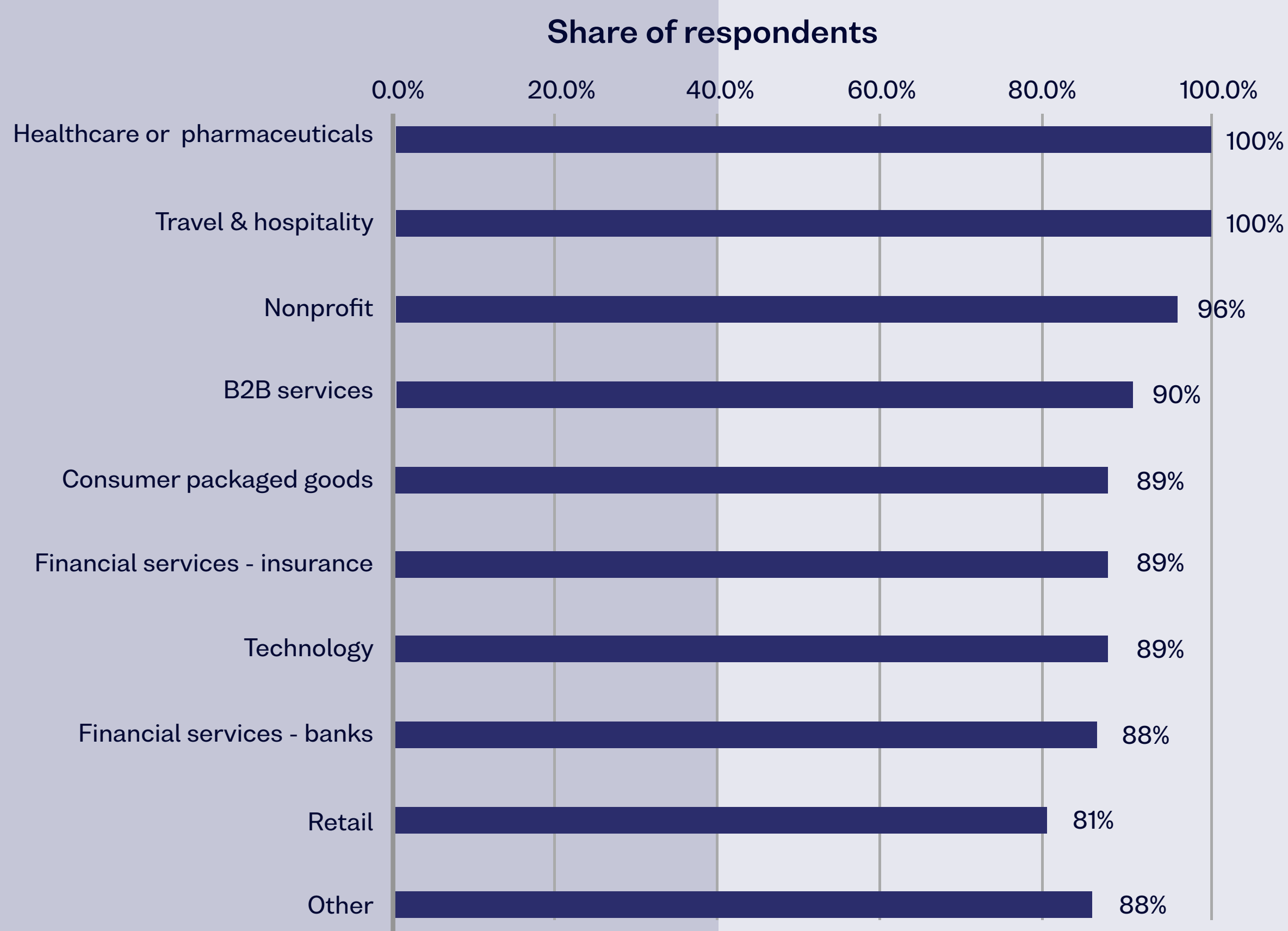
Email marketing outperforms all online marketing strategies, including SEO, PPC, and content marketing!

And on average, for every \$1 you spend on email marketing, you can expect a return of \$51 (up from \$39 last year).

Email across Industries

Consumers expect the emails they receive to be personal, relevant, and valuable. If you deliver on these expectations, you can foster loyal and engaged subscribers that take action on your campaigns. An active and engaged subscriber base usually equates to a healthy (and profitable) subscriber base.

How effective is email marketing across various industries?

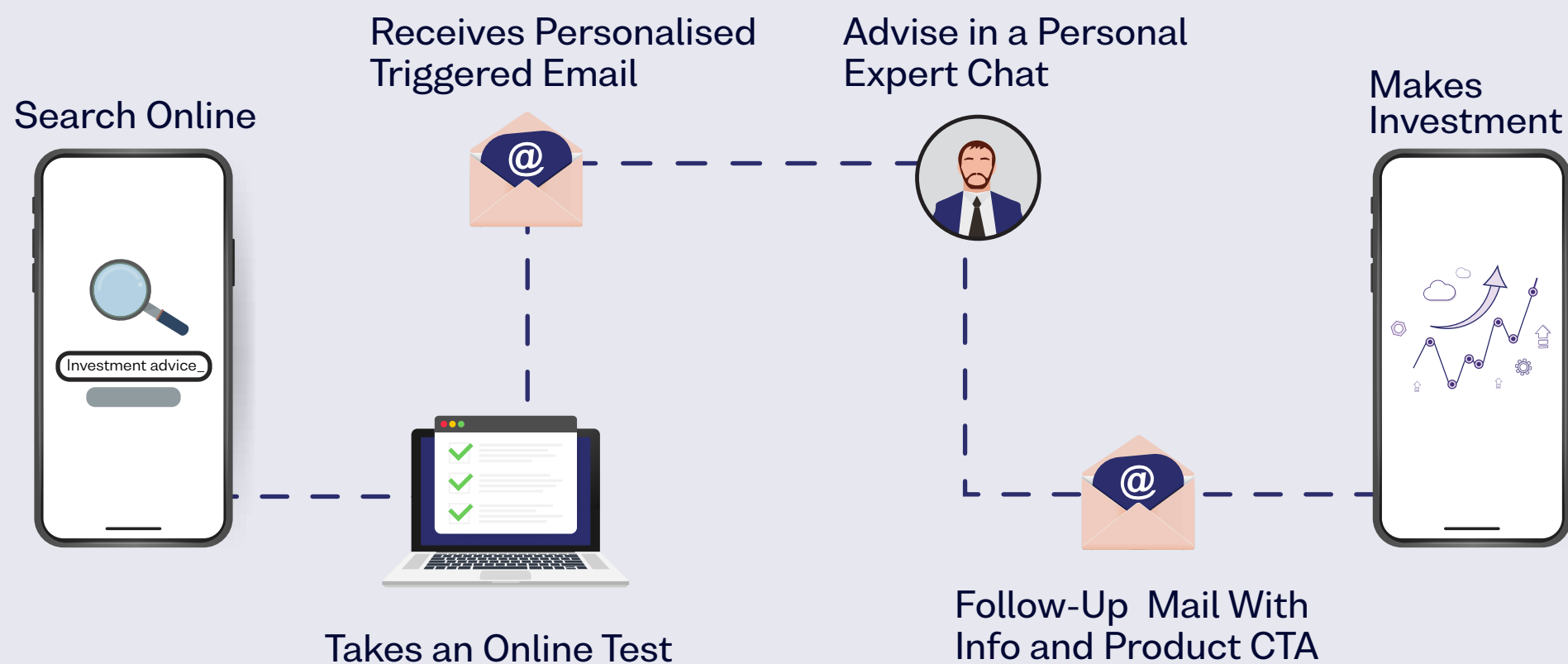


Average open rate of all industries is 21.73%.

64% of the companies rate email marketing as the most effective marketing channel.

Top industry use cases

Banking



Lead Generation

- Calculating CIBIL score
- Information regarding credit card
- New plans for money saving (FD/RD booking)
- Enjoy seamless transactions
- Cardless cash withdrawals

For nearly 89 percent of marketers, email is primary channel for lead generation.

Top industry use cases

Healthcare



Engagement

- Set up medicine reminders
- Send prescription refill reminders
- Give daily health tips
- Find the nearest doctor or pharmacy
- Schedule routine and post-op appointments

More than 21 percent of email messages are opened within the first hour of sending.

Top industry use cases

Ed Tech

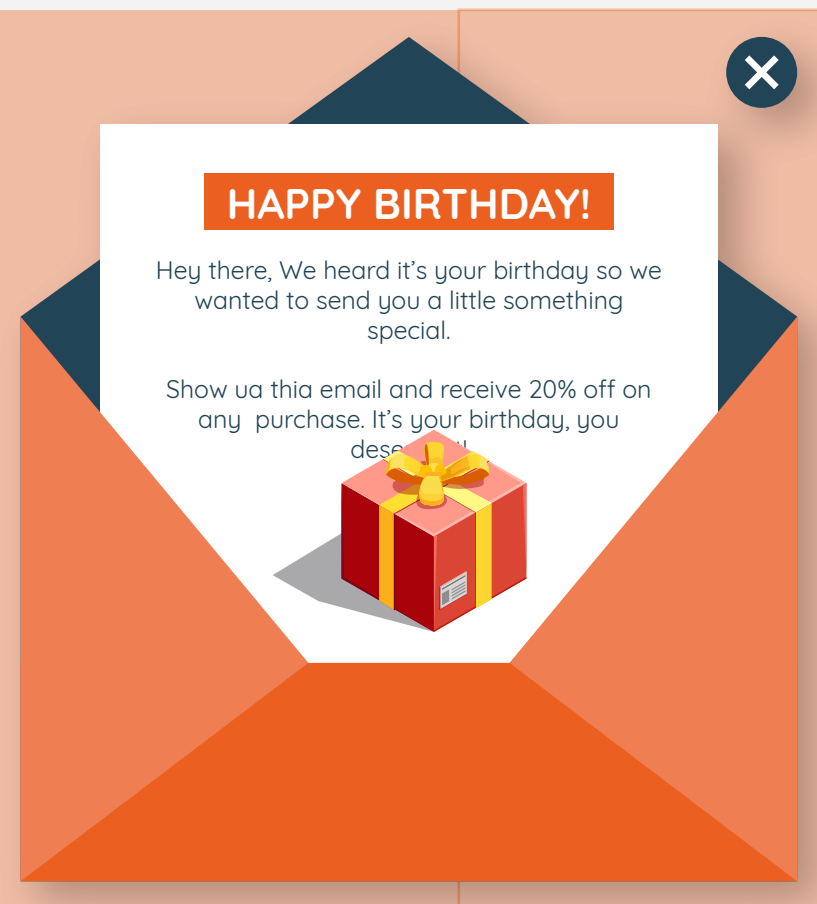


Retargeting

- Offering attractive discounts on paid tests
- Introducing value-added services
- Proposing the premium membership plan
- Free test prep resources

83% of consumers say email is one of their preferred methods brand communication.

E-commerce



Loyalty

- Send product recommendations
- Experiential rewards and VIP benefits
- Incentivized customer profiling
- Early access to existing users
- Educate your customers about your new products

80% of retail professionals indicate email marketing is their greatest driver of customer retention.

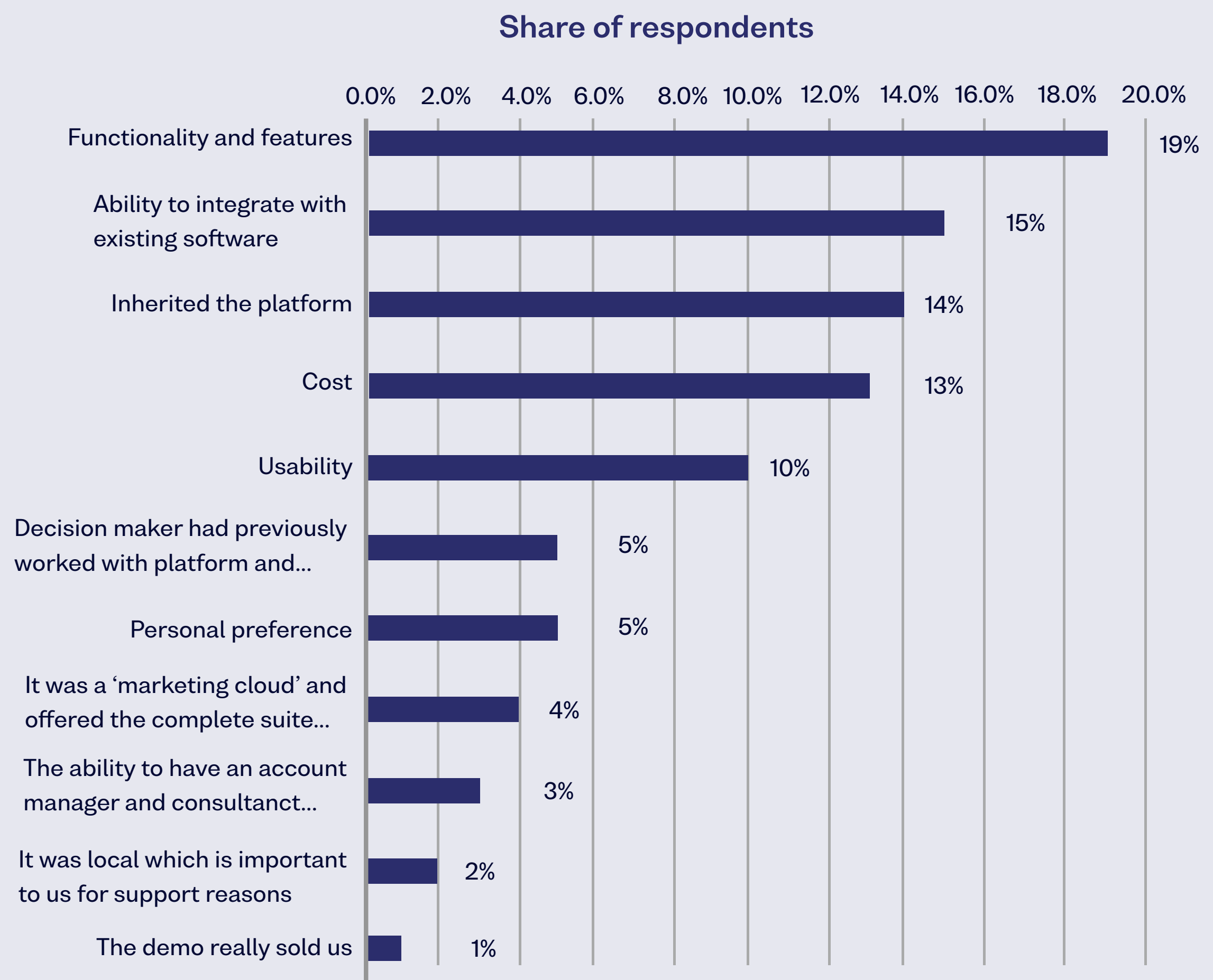
Modern Marketer's Challenges

The abundance of features and technology doesn't guarantee the success of the email campaigns. Research suggests that marketers often tend to invest more in technology rather than campaign R&D. Also, the integration with existing softwares, CRMs, HRMs often creates compatibility issues. And there are other factors as well such as cost and UI.

Recent Marketer's Challenges

75% of marketing executives aren't able to see ROIs within 12 months.

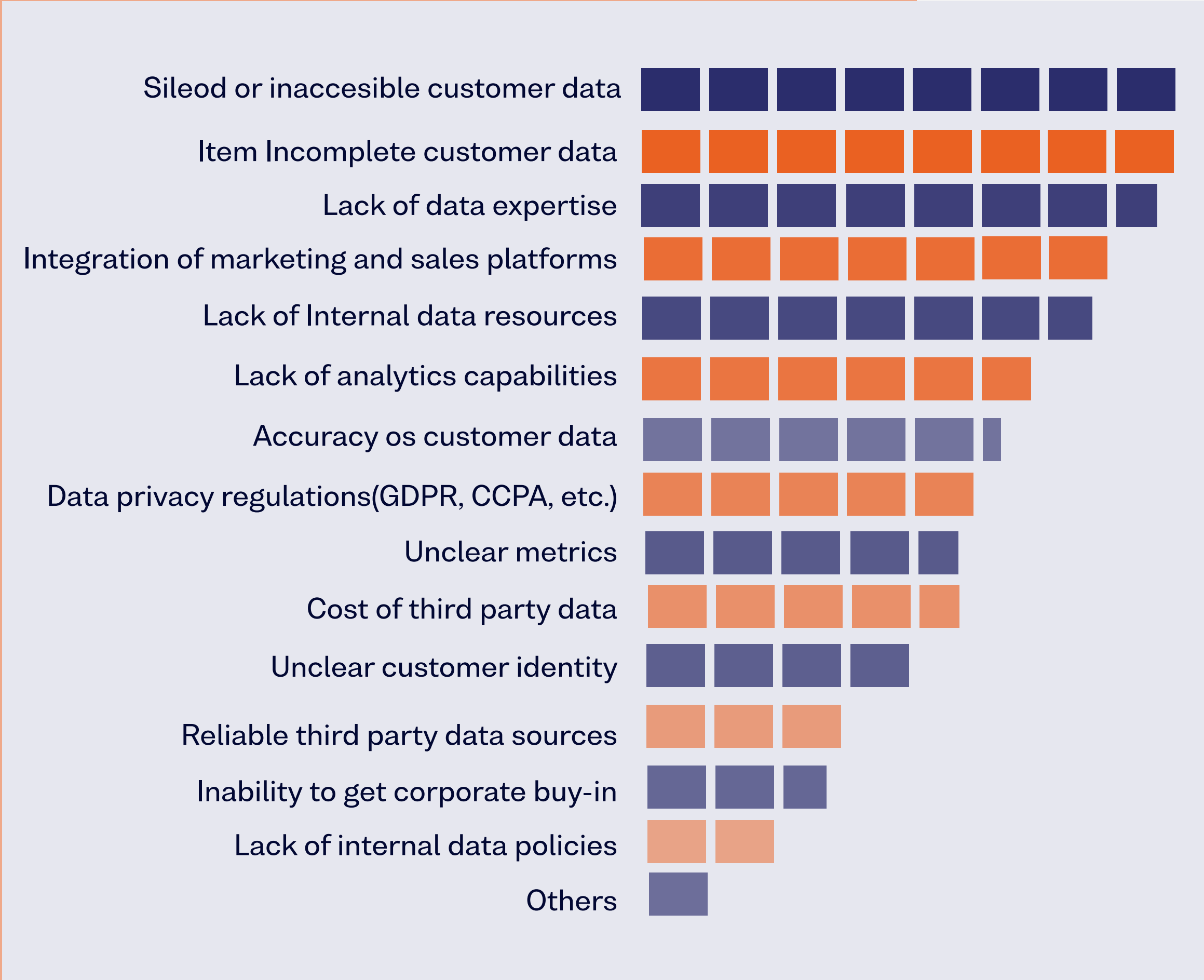
41% of companies currently struggle in tying customer data to business action.



40% of Businesses Lose Sales Due to Inaccessible Data.
Marketers face these challenges with data management and 70% of CRM data is rendered useless because it’s duplicated, outdated or incomplete.

To gain a single customer view you need to personalize your data which will maximize your ROI.

Marketer’s Challenges with Data



Data Acquisition

The email acquisition tactics that marketers use do not directly correlate with value.

Marketers do not receive enough customer data from the marketplace to know their audience.

Marketers often face Spam complaints, Hard bounce, Poor KPIs, etc. This leads to aggregating, managing, and creating value from data.

62% of organizations rely on marketing and prospect data that's up to 40% inaccurate.

Data Hygiene

Poor data hygiene impacts the sender score as spam complaints, spam accounts for unknown users.

Some of the common signs are outdated information, missing information, typos, Duplicate entries.

73% of email users rely on the “unsubscribe” link to get rid of unwanted emails.

Data Management

When data is extracted from disparate databases, the inevitable result is data inconsistencies, and nobody trusts the numbers. A lack of processes, data management systems, and inadequate data strategies contribute towards inaccurate data.

25% of the average B2B database is accurate.

Data Enrichment

Marketers often face issues with better segmentation, personalization, and customization at every step of the customer journey. By automating data enrichment, you can get closer to building a golden customer record for every customer.

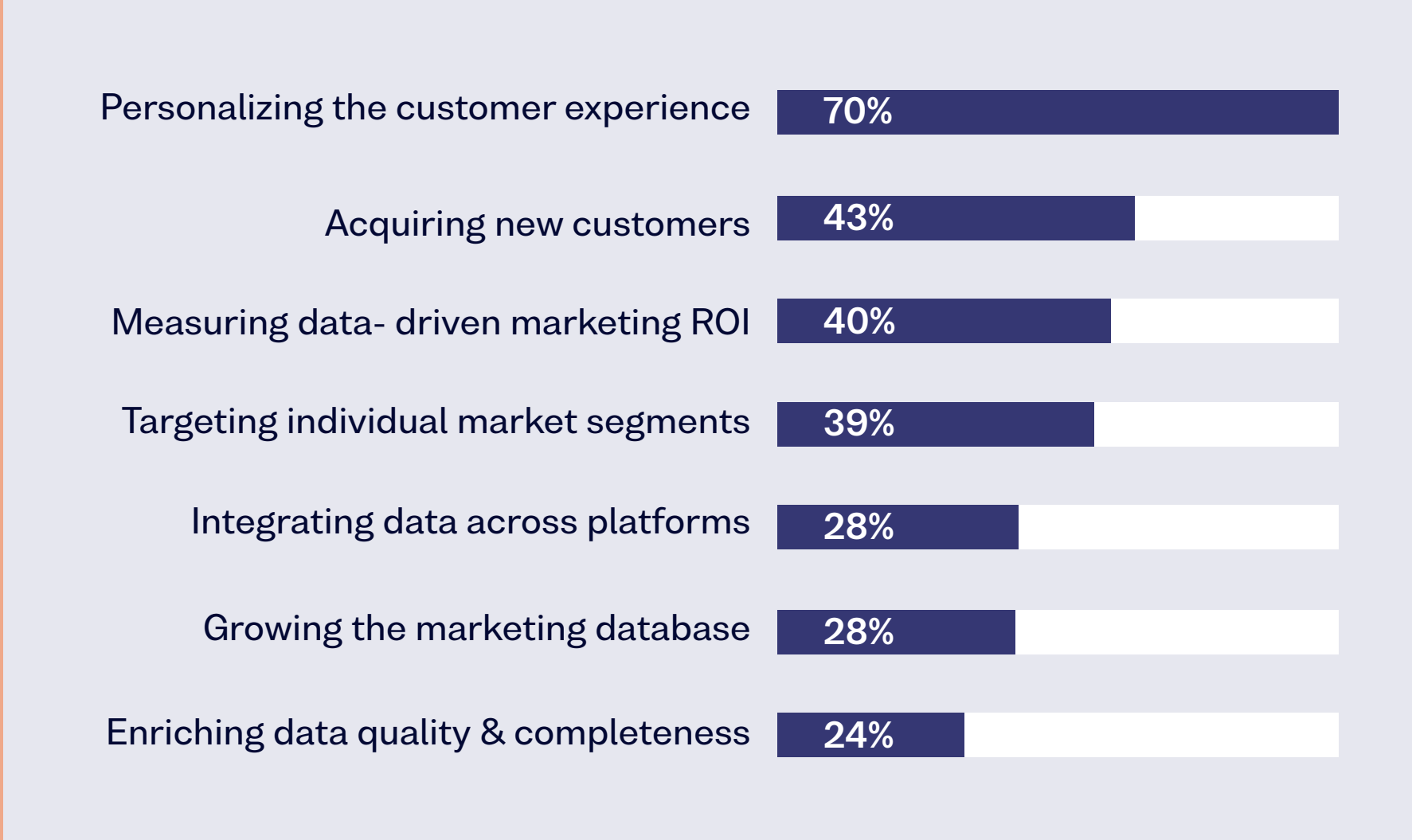
14.5 billion spam emails are sent every day.

Effective Email Marketing Manual

Effective use of customer data which includes data acquisition, hygiene & enrichment to send highly personalized emails and improve deliverability, use of technology to optimize campaign success with better design and testing features.

Understand the power of Data

What are the MOST IMPORTANT GOALS of a data-driven marketing strategy?



Data helps optimize businesses from acquisition, customer purchase to re-engagement.

Personalizing the customer experience is top priority for 70% of data-driven marketers.

Data Hygiene is essential to improve deliverability and engagement. It entails cleaning out inactive email subscribers from the email marketing campaigns and keeps your warn list with healthy sending habits. Avoid your email being marked as spam.

B2B marketing emails see a 23% higher click-to-open ratio than B2C emails.

What are the MOST EFFECTIVE data-driven marketing personalization tactics used by marketer's?



Data management has a direct effect on your marketing strategies. It helps you optimize cost, and delivery with segmentation improves profitability.

Personalizing the customer experience is a top priority for 70% of data-driven marketing strategies. The following charts and insights provide direction for achieving this important goal.

Data Enrichment begins with cleansing existing customer records, like verifying the quality, accuracy and validity of data.

When using proper targeting, marketers can drive 3x the revenue per email as compared to broadcasting, as per industry standards.

Use of Technology



A/B Testing Better open an click-through rates results in more website visitor an sales.

- Segmented email campaigns also earn 100.95% higher click-through rates as compared to non-segmented email campaigns.
- Personalized email campaigns improve click-through rates by 14%.



Mobile accounted for 46% of all emails opened last year.

People rely on multiple devices to access their email. Smartphones have become the primary device for checking email for 85%.



Design

Creating a responsive email design means that the user experience is optimized. Email personalization produces 6x higher revenue and transaction rates.



Easy third party integration-

Increasing loyalty, maintaining top-of-mind exposure and encouraging repeat sales amongst your existing customers. To reach the right audience, we need to have third party data. It gives you access to large volume of data, creates highly targeted campaigns.

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Report Team



Ridhi Garg
Marketing



Pooja Patar
Graphic Designing