



# 2015 GLOBAL EMAIL MARKETING PRACTICES AND OUTLOOK

## SCARY SPAM

### Marketers' Concerns

What is the primary requirement companies have when selecting an email service provider?  
**Reducing spam!**



**80%**  
Marketers are concerned about reducing spam

## Social Savvy

### GLOBAL HABITS

**US**  
  
**90%**



VS



**EU**  
  
**78%**

When it comes to social media use, the U.S. stays ahead of the curve. Ninety percent of all U.S.-based companies incorporate social media into their marketing plans

## A/B Testing

### HAVE USED A/B TESTING

**77%**  
GERMAN COMPANIES

**80%**  
FRENCH COMPANIES

**93%**  
AMERICAN COMPANIES

Primarily an American practice, A/B testing is gaining traction abroad.

## Personalization

To improve engagement between brand and customer, marketers are increasingly appealing to individual tastes based on previous interactions.

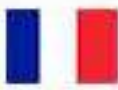
### USE PERSONALIZATION TOOLS



29%



17%



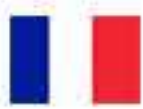
13%

## THE RISE OF EU EMAIL MARKETING

**PERCENTAGE OF COMPANIES THAT SEE EMAIL MARKETING'S POTENTIAL**  
over the five next years



**76%**



**81%**



**83%**

Email Marketing is more valued by Americans than their European counterparts.  
73% of American experts, compared to 70% in France and 61% in Germany.

Mailjet is a powerful email service provider that ensures maximum insight and deliverability results for marketing and transactional emails. We serve more than 26,000 clients worldwide in 156 countries, sending close to 1 billion emails every month.

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