mailjet
by sinch

Inbox Insights 2023

A global perspective on email benchmarks, trends, and opportunities

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INTRODUCTION

Does email make the world turn?

Try to imagine a world without email. Now, we get it. At first, you might feel a little relieved. No more compulsively checking your work email, constantly cleaning up your inbox, or worrying about falling for phishing attacks.

But think a little harder about what we'd lose without our inboxes and email addresses. Here are just some of the ways email provides value in our everyday lives:

- Discovering curated content you want to read
- Login credentials for practically every account you access
- Delivery of deals and discounts you don't want to miss
- Important order confirmations and shipping updates about your online purchases
- Reminders about meetings, appointments, flights, bills, and more
- A personalized way to connect and engage with the brands you love

While it's easy for ordinary people to take email for granted, those of us with careers involving this communication channel know that an effective email marketing strategy is key to running a successful business in the digital age. Our new report, "Inbox Insights 2023", makes that perfectly clear.

Our first edition of this annual industry survey, which focused primarily on email senders in the United States, found that around **19% of respondents would describe their email program as Very successful**. This year, that number **improved to just over 24% of senders in the U.S.** We'd call that a good sign.

U.S. email senders who describe their programs as "Very successful"

19%	**24%**
2021 survey results	2022 survey results

With "Inbox Insights 2023", we're expanding the scope of the report to include deeper questions and a global perspective. Survey results include responses from more than 3,200 Sinch Email customers from all over the world. That includes Mailjet, Mailgun, InboxReady, and Email on Acid by Sinch, which gives us a wide variety of unique strategies, regions, industries, and opinions to learn from.

A healthy email program constantly changes as it adapts to challenges and opportunities. Use the findings in this report to develop your email strategy for 2023 and beyond.

As the saying goes, it may be *money* that makes the world go 'round. But we're pretty sure email helps keep things spinning too. Enjoy exploring the insights...

"Email is still a communication channel that is increasingly relevant and drives incredible ROI, especially for marketing purposes. We believe that meaningful experiences are being delivered to inboxes around the world every day. With some creativity, a solid strategy, the right tools, and reliable partners, businesses of all types can harness the power of email to connect, grow, and succeed."
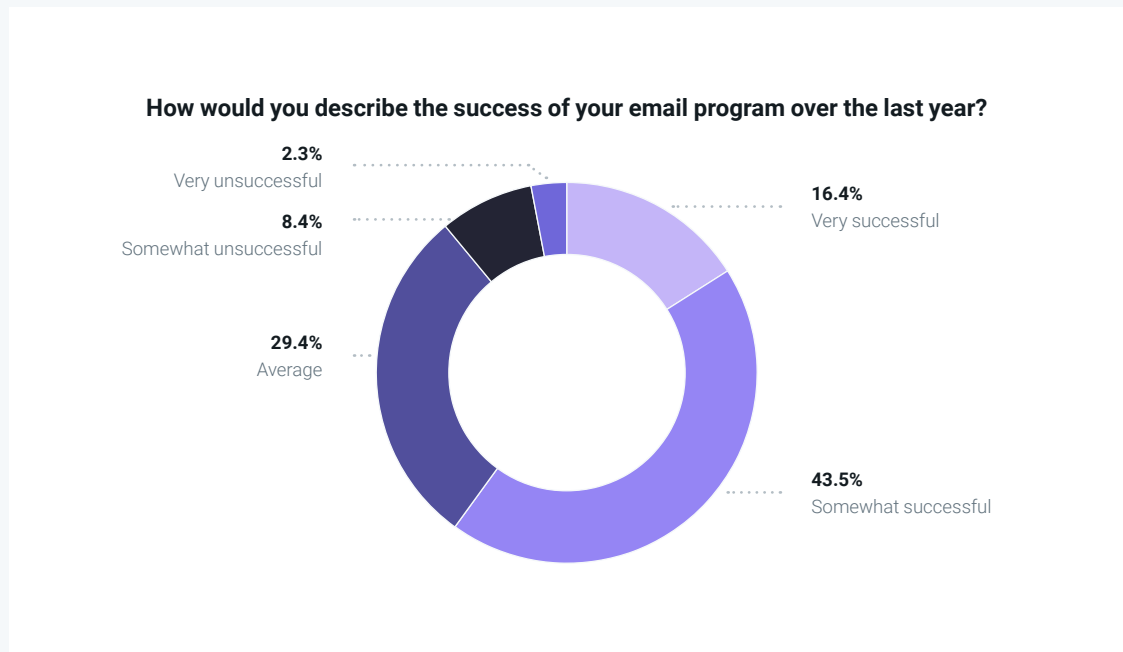
Josh Odom, President, Sinch Email

Spotlight on success

Let's start this exploration with a look at who's experiencing email marketing success, how senders are measuring email performance, and what contributes to a successful email strategy.

When asked to describe the success of their email programs over the previous year, it's clear that many senders in our survey are getting positive results. **Globally, 59.9% of respondents called their programs either Somewhat successful** (43.5%) or **Very successful** (16.4%).

How would you describe the success of your email program over the last year?

2.3%
Very unsuccessful

8.4%
Somewhat unsuccessful

29.4%
Average

16.4%
Very successful

43.5%
Somewhat successful

While more than **29% of respondents described their program's success as Average**, only a combined 11% called email **Somewhat unsuccessful** (8.4%) or **Very unsuccessful** (2.3%).

Of course, the definition of "success" can be very subjective. It depends on your expectations for email and the goals you hope the channel achieves. When a sender sets specific goals for email, they'll have clear key performance indicators (KPIs) in mind. That accurate measurement lets them know if the strategy is working. On the other hand, those who aren't measuring or have no goals for email may be more likely to call their success **Average**.
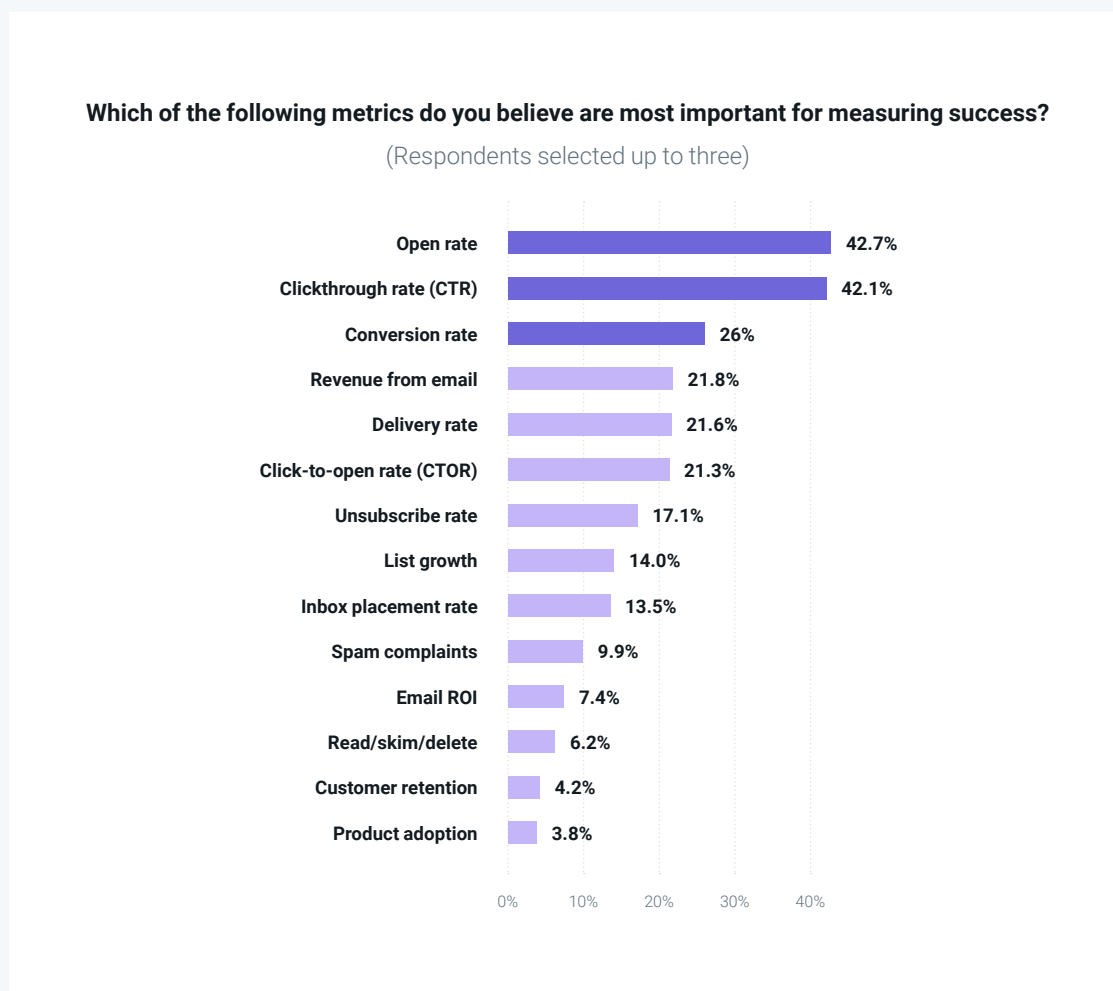
Likewise, if you're only using email to send out weekly newsletters, a successful strategy is simple. However, if you also need email for transactional communications, lead generation, onboarding, and customer retention, you're expecting much more. If email fails to meet high expectations in a certain area, you may be less likely to consider it a success.

The same could be said of senders who don't take advantage of email's possibilities. Improving the success of email communication could hinge on advancing the sophistication of your strategy. In other words, it's not *if* you use email, it's *how* you use it that makes a difference.

How is email success measured?

There are a lot of ways to measure email marketing performance, and each metric tells a different story. But what kind of data do senders use to evaluate the success of their email programs?

When asked to select up to three important ways to measure email success, a couple of familiar metrics stood out at the top of the list: opens and clicks. **Open rate** (42.7%) barely edged out **Click-through rate** (42.1%) for the top spot.

Which of the following metrics do you believe are most important for measuring success?

(Respondents selected up to three)

Metric	Percentage
Open rate	42.7%
Clickthrough rate (CTR)	42.1%
Conversion rate	26%
Revenue from email	21.8%
Delivery rate	21.6%
Click-to-open rate (CTOR)	21.3%
Unsubscribe rate	17.1%
List growth	14.0%
Inbox placement rate	13.5%
Spam complaints	9.9%
Email ROI	7.4%
Read/skim/delete	6.2%
Customer retention	4.2%
Product adoption	3.8%

There's no doubt that opens and clicks are helpful, high-level metrics to watch. Open rates tell you if your subject lines are effective and which contacts are engaged or inactive. **Clicks are one of the most important email engagement metrics.** They prove your list is interested in what you're sending and that emails are driving website traffic.

Of the two metrics, most experienced email marketers would suggest focusing on clicks or the click-to-open rate (CTOR), the latter of which was chosen by 21.3% of survey respondents.

Unfortunately, these popular metrics have some problems. **New privacy features have led to unreliable and often inflated open rates, while clicks only tell the beginning of the story concerning a contact's online behavior.** That's why it's good to see that many senders are also using metrics such as the **Conversion rate** (26%), **Revenue from email** (21.8%), and **Delivery rate** (21.6%) to measure success. Yet, these metrics aren't perfect either.

Revenue gives you a clear number for gauging success, but not every email's purpose is to generate sales. What's considered a "conversion" can also change from campaign to campaign. A high delivery rate is a more important metric for transactional emails than promotional or commercial messages.

So, what's the best email metric mix? **Ideally, senders should look beyond opens and clicks to measure email success.** But the right metrics will depend on the email campaign's purpose.

"What is the goal of your campaign and how do you measure whether you've hit that goal? Emails are about more than getting someone to open them. How many people viewed the blog content you sent over? How many signed up for an account or took advantage of that promo code? More of a committed action from your audience shows more engagement."

Julia Ritter, Email Marketing Manager, Sinch Email

Missed opportunity: Go deeper into your metrics

There are three metrics that ended up lower on our list than they deserve. Consider using them more often as you expand your 2023 measurement strategy.

- **Email ROI** (7.4%): The return you get from email gives you an excellent big-picture metric for measuring email success. You may have seen some astronomical numbers thrown around concerning the ROI from email marketing. Here's a simple formula to help you calculate the realistic ROI of your email efforts:

  `(Total revenue from email - Total email costs) ÷ Total email costs = Email ROI`

  Using that formula, let's say you could attribute $100,000 in revenue to email marketing, and you invested $25,000 dollars in the channel. That's $75,000 in profit. Divide it by the $25,000 in email expenses and you get **$3 earned for every dollar invested or an ROI of 300%**.

- **Inbox placement rate** (13.5%): Getting an email delivered is only part of email deliverability. What you really want to know is where your emails land in the end. The delivery rate metric includes messages that get filtered into spam or end up in the promotions tab. **Inbox placement rates let you know how many of your emails ended up exactly where you wanted them.**

- **Read/Skim/Delete rates** (6.2%): If you're sending information-heavy email campaigns that you want your subscribers to spend time reading, these engagement metrics go deeper than opens and clicks. Use them to understand whether your list is consuming what you're sending or just opening and deleting. You can usually customize read/skim/delete rates based on the time you expect subscribers to spend viewing your message.

What contributes to email success?

Next, let's examine what levers email senders pull to increase the success of their programs. We asked respondents to select up to three options that are responsible for contributing to email program success.

Topping the list, we find **Design and copy** (34.4%) neck and neck with **Improving deliverability** (34.4%). **Cohesive strategy** (32.1%) rounds out the three biggest contributors to a successful email program.

What are the biggest contributors to the success of your email program?

(Respondents selected up to three)

Design and copy	34.4%
Improving deliverability	34.4%
Cohesive strategy	32.1%
Ability to measure performance/ROI	27.7%
Segmentation and personalization	27.6%
Increasing engagement	26.5%
Integrating data from other sources	23.1%
List building	15.5%
Quality assurance	9.8%
A/B testing	5.3%

It's also worth noting that **Segmentation and personalization**, the **Ability to measure performance/ROI**, as well as **Increasing engagement** were all chosen more than 25% of the time.

There are no wrong answers to the question of what leads to email success. Any of these options can help. However, it's tough to imagine a successful email program without strong creative, high deliverability, and a good strategy.

Missed opportunity: Optimize for email success

Perhaps the most interesting thing about results around the contributors to email success is what the *fewest* number of respondents selected.

A surefire way to increase email's odds of success is to continuously improve the quality and effectiveness of your campaigns. There are two types of testing that help senders do that, and they landed on the bottom of the list. Yet both help senders optimize campaigns for better results.

- **A/B testing** (5.3%): Split testing email elements such as subject lines, graphics, and calls-to-action (CTAs), takes the guesswork out of what really gets people to open, click, and convert. The digital marketing mantra "always be testing" (ABT) definitely applies to email marketers.

- **Quality assurance** (9.8%): This process includes pre-send email testing, which can be done manually or using an automated platform. Among other checks, automated email QA provides previews of how your campaigns will render on various email clients and mobile devices.

"Without pre-send testing, marketers risk sending broken emails to recipient inboxes. Broken emails mean lost revenue and potential spam complaints, which can erode deliverability and customer trust. Basically, check yourself before you wreck yourself."
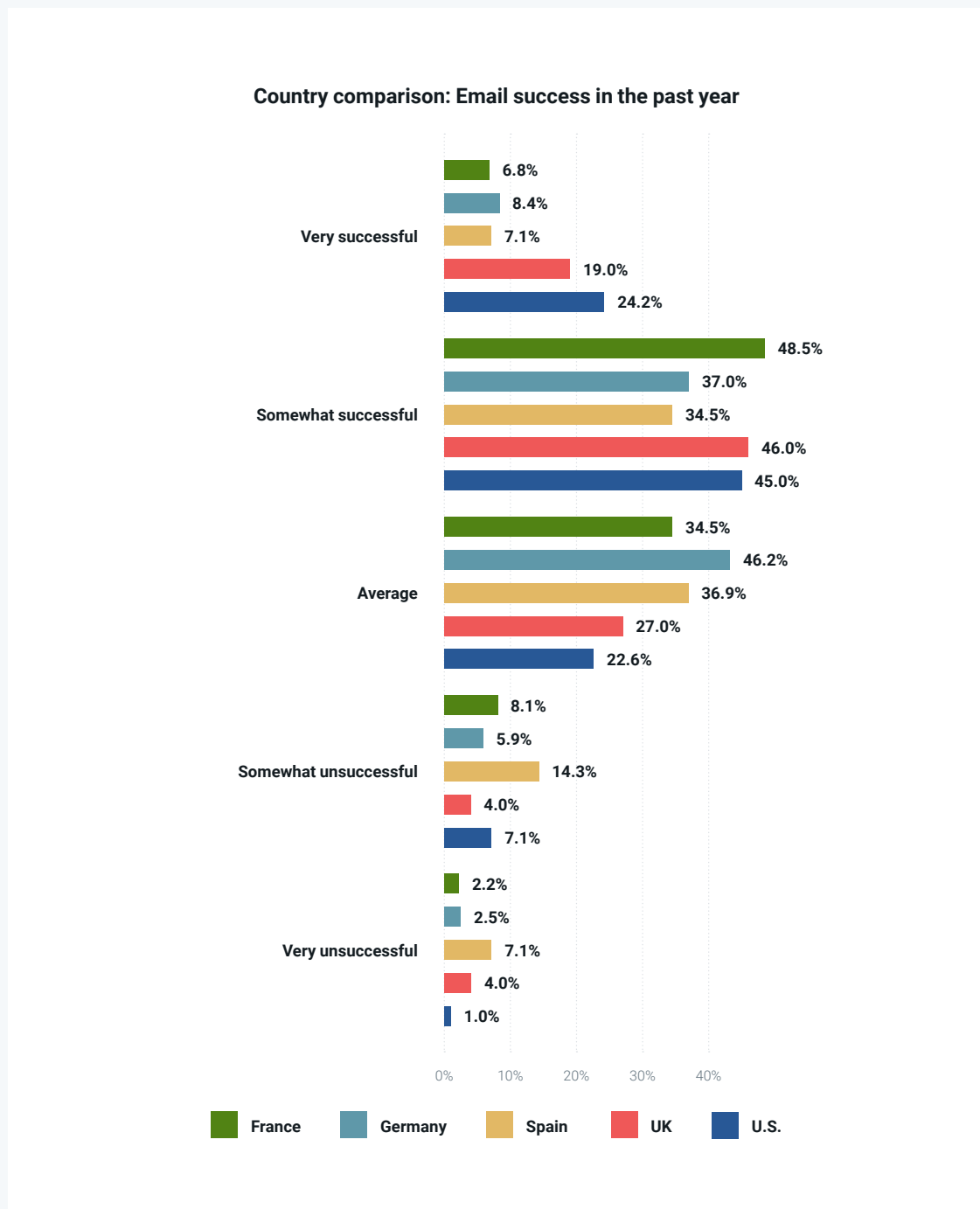
Megan Boshuyzen
Sr. Email Developer, Sinch Email

International insights

In this report, we'll be comparing survey results from five regions: The United States (U.S.), United Kingdom (UK), France, Germany, and Spain. Email senders from dozens of other countries participated in the survey, and they are represented in the overall results, but they are not included in these breakouts due to limited data.
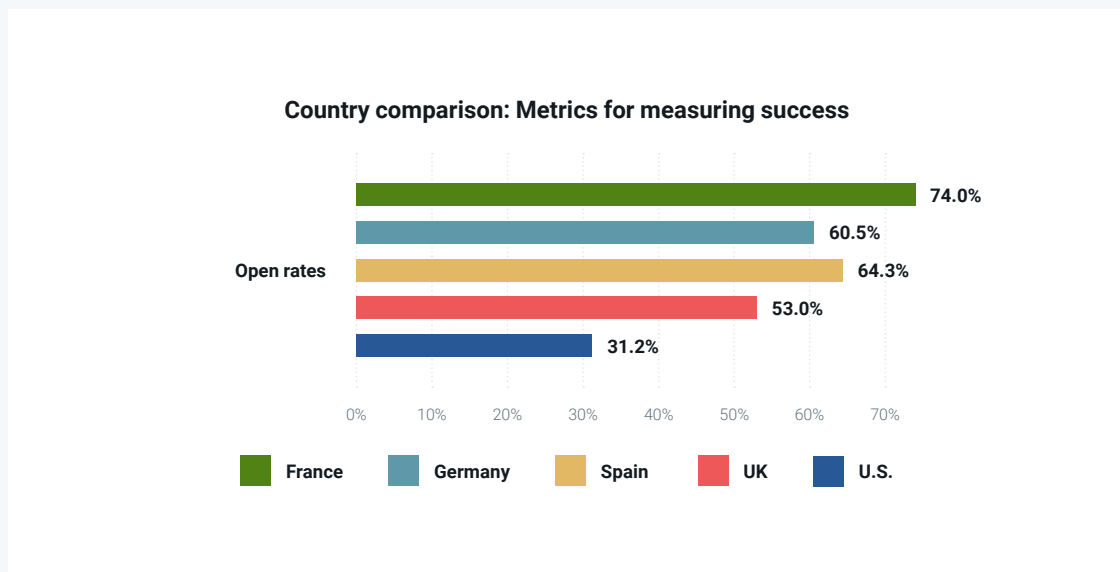
When comparing self-reported success from these five regions, the U.S. stands out in terms of describing email programs as successful in 2022. While 24.2% of U.S. email senders felt email was **Very successful**, only the UK (19%) surpassed 10% of respondents who felt the same. Just 1% of U.S. respondents called their 2022 email programs **Very unsuccessful**.

Country comparison: Email success in the past year

	France	Germany	Spain	UK	U.S.
Very successful	6.8%	8.4%	7.1%	19.0%	24.2%
Somewhat successful	48.5%	37.0%	34.5%	46.0%	45.0%
Average	34.5%	46.2%	36.9%	27.0%	22.6%
Somewhat unsuccessful	8.1%	5.9%	14.3%	4.0%	7.1%
Very unsuccessful	2.2%	2.5%	7.1%	4.0%	1.0%

While French respondents were the least likely to call their email programs **Very successful**, when combining results, a total of 55.3% said email was at least **Somewhat successful** over the last year.

Germans were more likely to describe email program success as **Average** (46.2%). And senders in Spain were most likely to say email was **Somewhat unsuccessful** (14.3%) or **Very unsuccessful** (7.1%).

One of the clearest international differences involves open rates as a measure of success. **In comparison to the U.S., all four other nations were much more likely to select** Open rates **as a key metric.** While at least half of senders in the UK and European Union (EU) selected the **Open rate** as a key metric, only 31.2% of U.S. senders chose the option.

Country comparison: Metrics for measuring success

Open rates

- France — 74.0%
- Germany — 60.5%
- Spain — 64.3%
- UK — 53.0%
- U.S. — 31.2%
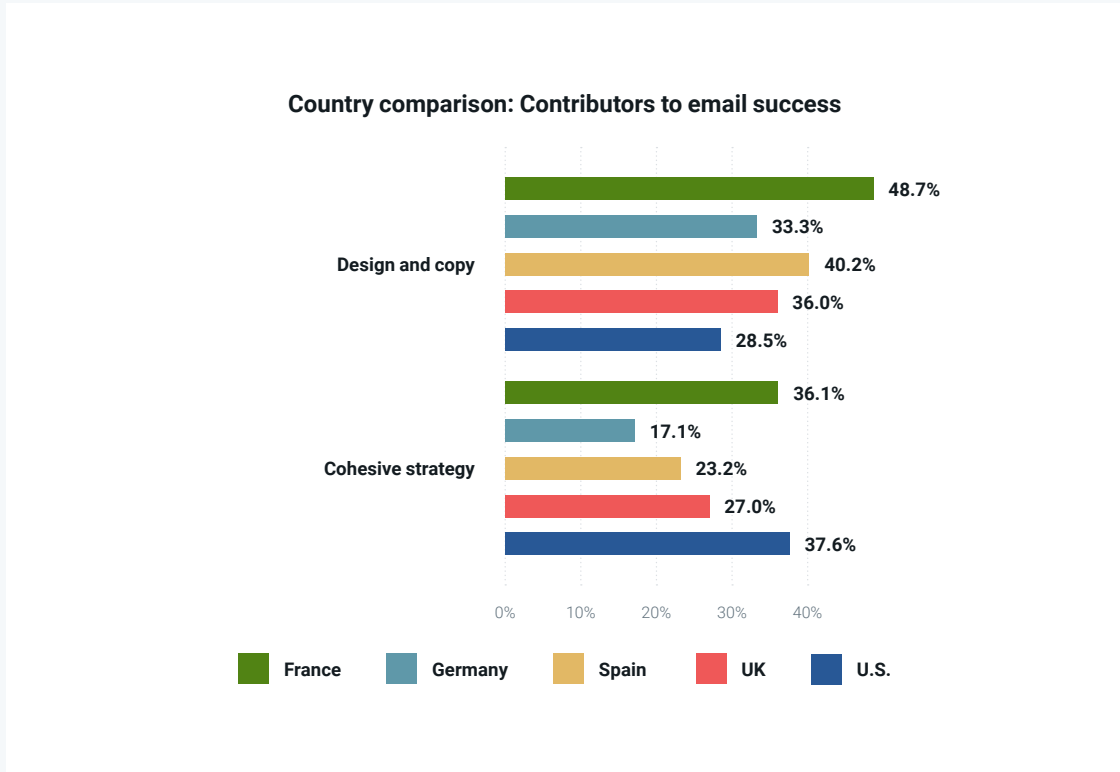
Legend: France, Germany, Spain, UK, U.S.

The reason for this can be attributed to Apple's Mail Privacy Protection (MPP), which makes open rates less reliable as Apple has bots opening emails to stop the use of tracking pixels in emails. Apple devices such as the iPhone are far more popular in the U.S. In Europe, however, Android devices have a 65% market share. That means MPP and open rate inaccuracies are less of an issue for those senders.

Even though open rates may be more reliable in regions where iPhones are less popular, it's wise to examine other metrics like ROI and conversions. Focusing too much on opens may hide the real value of email.
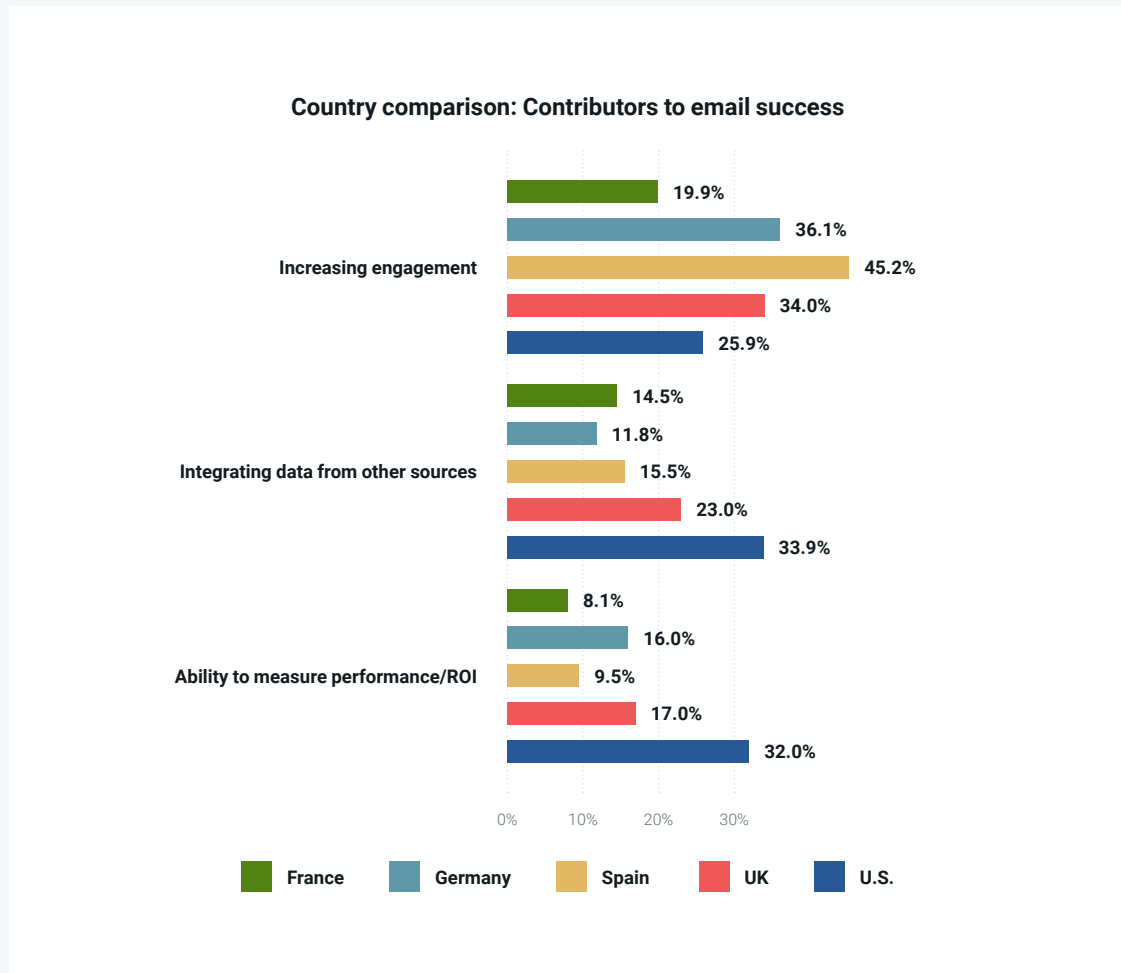
There were also differences among the factors these five regions call top contributors to email success. For example, at 48.7%, French respondents cited **Design and copy** as a top contributor, which is about 15% higher than the global average. Both the U.S. and France place more importance on having a **Cohesive strategy** than other regions.

Country comparison: Contributors to email success

Design and copy
- 48.7%
- 33.3%
- 40.2%
- 36.0%
- 28.5%

Cohesive strategy
- 36.1%
- 17.1%
- 23.2%
- 27.0%
- 37.6%

0% 10% 20% 30% 40%

France   Germany   Spain   UK   U.S.
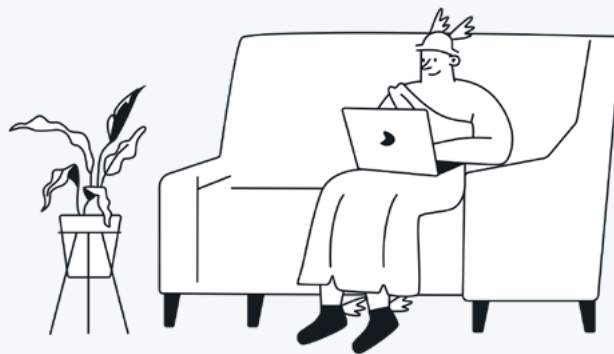
Responses from senders in Spain show they are focused on **Increasing engagement** (45.2%) as a lever for email success. Spaniards were at least 10% more likely to select that option than other regions.

In the U.S., there appears to be a much higher focus on the **Ability to measure performance/ROI** (32%) as well as **Integrating data from other sources** (33.9%).

Country comparison: Contributors to email success

Increasing engagement	19.9% (France)
	36.1% (Germany)
	45.2% (Spain)
	34.0% (UK)
	25.9% (U.S.)
Integrating data from other sources	14.5% (France)
	11.8% (Germany)
	15.5% (Spain)
	23.0% (UK)
	33.9% (U.S.)
Ability to measure performance/ROI	8.1% (France)
	16.0% (Germany)
	9.5% (Spain)
	17.0% (UK)
	32.0% (U.S.)

Legend: France, Germany, Spain, UK, U.S.

These results may indicate regions where senders have more advanced programs and ambitious goals. For example, if your company invests heavily in email marketing technology, you may be more likely to focus on measuring performance and ROI. You want to know if that technology is working and paying off. On the other hand, improving engagement suggests a focus on email marketing fundamentals.

The results may also be reflections of the culture in different parts of the world. Self-reporting high levels of success could be expected from U.S. senders with a tendency to be overly optimistic. However, the French may be more likely to be somewhat critical or skeptical of email success. We'll leave you to interpret and decide.

Industry insights

Email senders from more than two dozen industries participated in the "Inbox Insights 2023" survey. In each section of this report, we'll look at some of the outliers to help us dive deeper into the results.

Most successful industries

The following six industries were most likely to report having email programs that were **Very successful** in the last year. Each had a higher-than-average result above 16.4%.

- **Government** (39.1%)
- **Manufacturing** (28.8%)
- **Pharmaceutical** (28.6%)
- **Transportation** (27.8%)
- **Media/Publishing** (26%)
- **Software as a Service** (21.3%)

Least successful industries

The following six industries were most likely to say their email programs were **Very unsuccessful** in the last year. These results surpass the overall average of 2.3%.

- **Travel/Hospitality** (5.4%)
- **Media/Publishing** (4%)
- **Healthcare/Medical** (3.8%)
- **Marketing/PR** (3.2%)
- **Food service** (2.7%)
- **Non-profit** (2.7%)

The fact that senders in the media and publishing sector had a higher-than-average result for **Very successful** as well as **Very unsuccessful** is interesting. This could represent the difference between traditional publishers who've successfully adapted their products through digital transformation and those who have not.
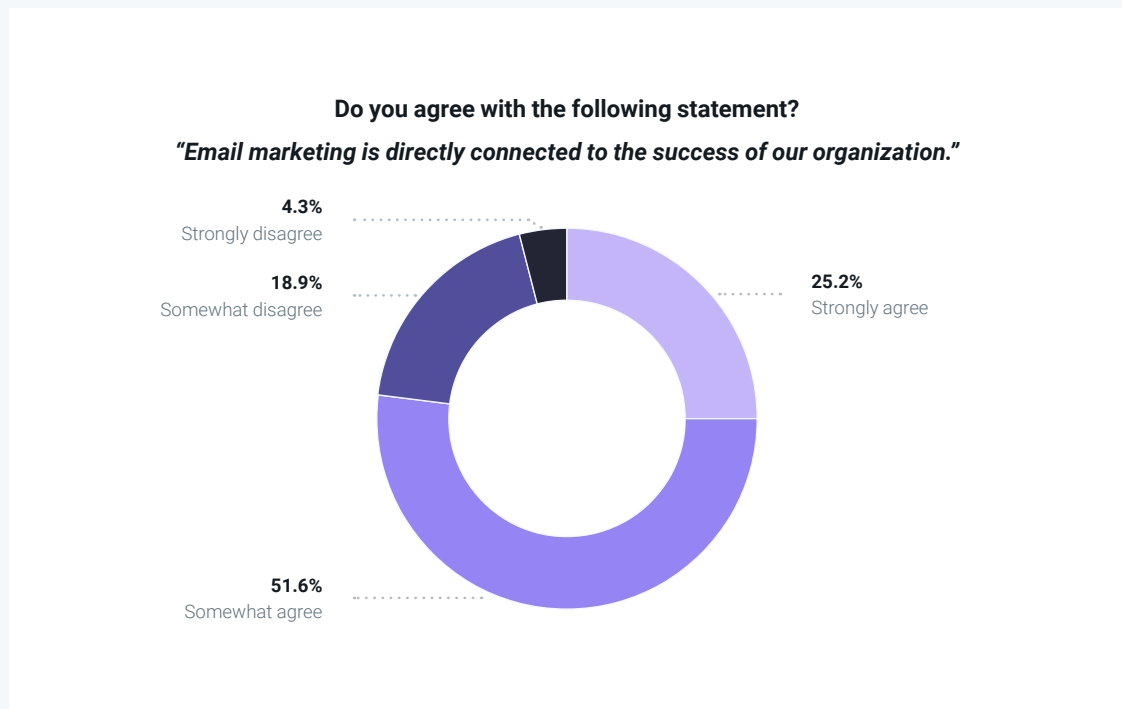
PART 2

Email marketing impact

Does email make a difference in your organization? We've looked at what contributes to the success of a strong email program, but does email marketing support a successful business?

We asked more than 3,200 senders if they agreed with the statement, "Email marketing is directly connected to the success of our organization." Results show that, while **more than 76% of participants tend to agree**, there's still nearly a quarter (23.2%) who disagree with the idea. That's more than double the amount that called their email programs unsuccessful in our last section.

Do you agree with the following statement?
"Email marketing is directly connected to the success of our organization."

4.3%
Strongly disagree

18.9%
Somewhat disagree

25.2%
Strongly agree

51.6%
Somewhat agree

It may seem strange that a survey full of people who work with email every day includes a significant number who don't believe their efforts contribute to success. This could be because our statement specifically called out "*email marketing*", which respondents see as excluding transactional email communications.

The words "*directly connected*" may have caused others to disagree. Some marketers view email as a channel that mainly assists other efforts. Email is just one digital channel among many, and the way you measure its impact on organizational success depends on your attribution model.

Email marketing efforts often fall in the middle of a marketing funnel or buyer's journey. It's usually not the first channel where customers and prospects engage with a brand, nor is it typically the last place they click before making a purchase.

However, the fact that email marketing is at the center of everything also makes it more like a cornerstone or a linchpin of the overall strategy. Here are several ways that email marketing is directly connected to business success:

- Driving consistent website traffic
- Creating awareness for new products and services
- Facilitating repeat purchases, cross-sells, and upsells
- Reactivating dormant customers
- Advertising seasonal promotions like Black Friday and Cyber Monday

While some skepticism is understandable, those who don't see email marketing as directly connected to success may be taking the channel for granted. What would happen to sales, web traffic, content marketing, and other key factors if you lost the use of email to drive awareness and results?

What's clear is that most brands appreciate the contribution that email makes toward achieving goals. Maybe this is stating the obvious, but nearly **90% of respondents who called their programs successful agree that email supports the success of the organization**.
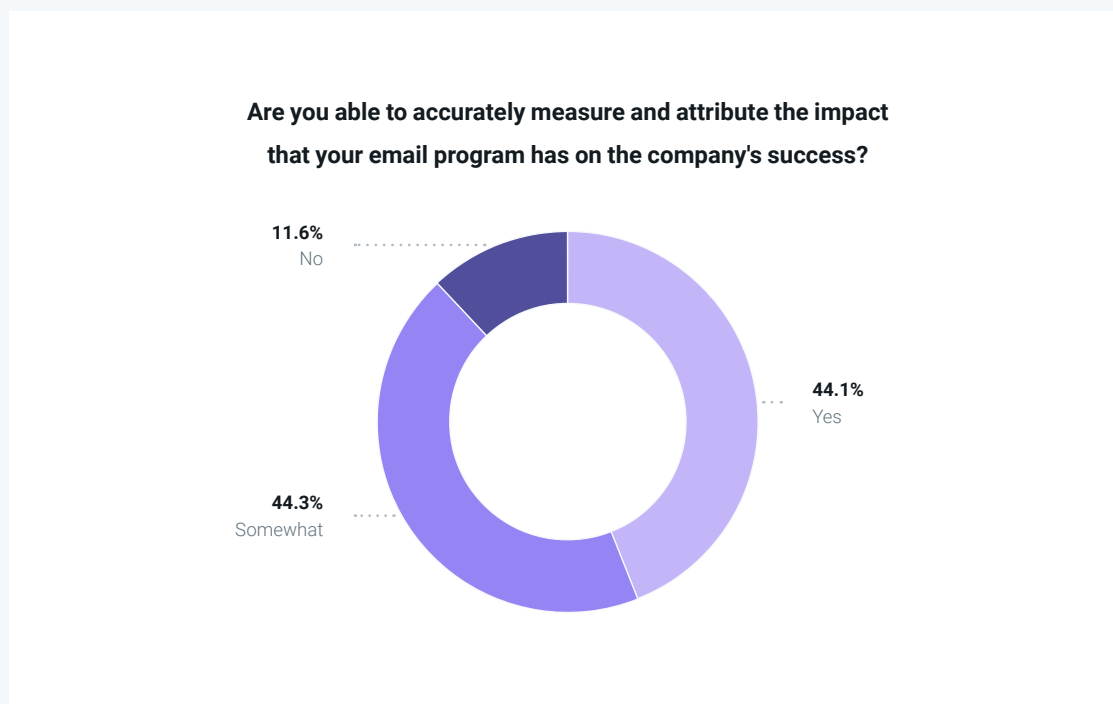
More than 76% of senders agree that email marketing
is directly connected to business success.

Can email's contribution to success be measured?

Another reason some senders may not view their efforts as driving business success is that they aren't able to accurately measure the channel's impact.

While **just over 44% of respondents in our survey told us they can accurately attribute business success to email**, the same amount said they were only **Somewhat** confident in that ability. Plus, more than 11% admitted they are unable to accurately measure email's impact.

**Are you able to accurately measure and attribute the impact
that your email program has on the company's success?**

11.6%
No

44.1%
Yes

44.3%
Somewhat

This means more than half of email senders are missing at least part of the picture. And that could be a big problem. Whether you want to justify a more robust strategy or invest more budget into email marketing, need to add people to your email team, or simply need some job security – the ability to measure email's impact on business success is a necessity.

The best way to do this is to **produce reports that illustrate email's indispensable role in the customer journey**. Go beyond open and click rates to show stakeholders what's happening *after* your subscribers click on a link and leave their inboxes. That means reporting on metrics such as conversion rates, revenue from email, and email's ROI.

Here are some questions to ask as you go deeper into measuring email success:

- Do email subscribers spend more time on the website than visitors from other sources?
- How does site traffic and sales change around the times you send newsletters?
- Can you compare the value of customers who subscribe to marketing emails to those who don't?

- How does monitoring subscriber behavior (including different segments) help you understand your target audience and make informed decisions?

To learn more about different factors at play, and to get ideas for producing comprehensive reports that illustrate the value of your work, check out our article on measuring the ROI of email.

Missed opportunity: Measure what matters

We can measure many things in digital marketing, which is great. Some metrics, like opens and clicks, are easy to measure. It's all right there for you in the analytics. But other things are harder to measure. You've got to ask tough questions, dig deep, and evaluate what the results mean.

The things that are hardest to measure are often the most important. Marketing expert, Seth Godin, writes that measuring what matters is worth it.

> "When you measure the wrong thing, you get the wrong thing. Perhaps you can be precise in your measurement, but precision is not significance. On the other hand, when you are able to expose your work and your process to the right thing, to the metric that actually matters, good things happen. We need to spend more time figuring out what to keep track of, and less time actually obsessing over the numbers that we are already measuring."
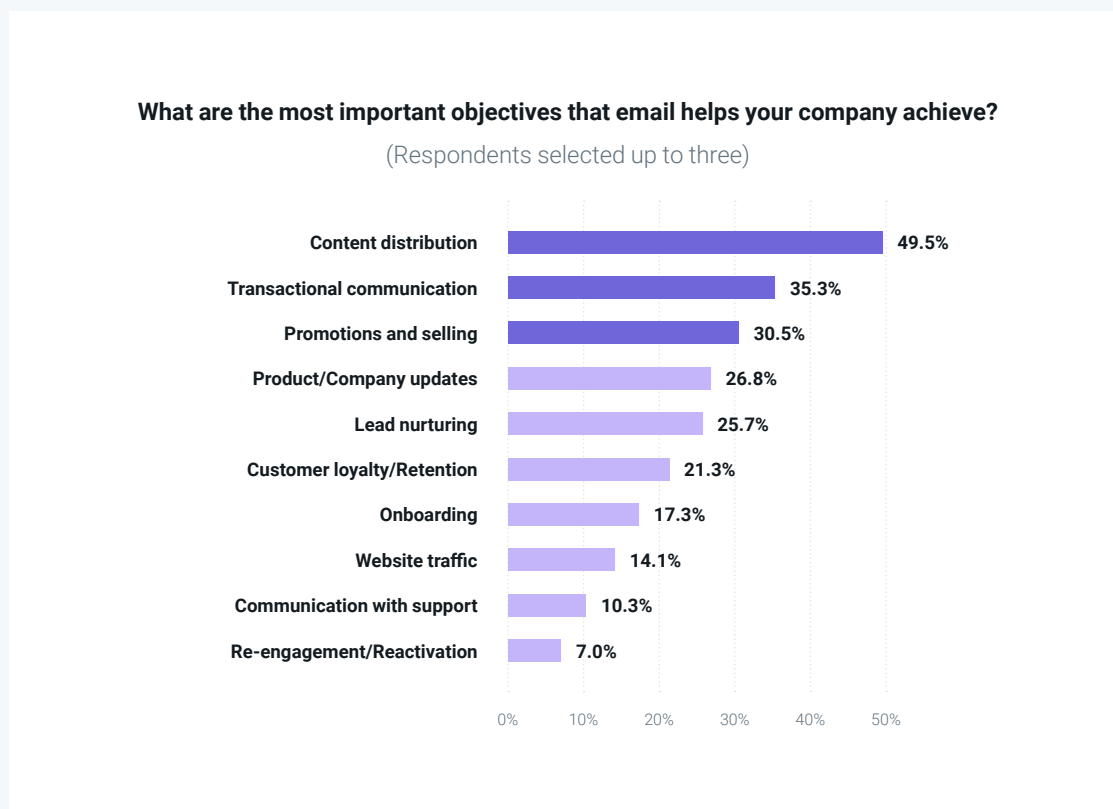
Seth Godin
Bestselling author

Do you know if email communication helps reduce customer churn? Do people find your emails to be relevant, helpful, and personal? Does the way you treat your contacts build respect for your brand, or are you just annoying everyone with batch-and-blasts? Can you quantify how much your emails delight subscribers? All these things are tough to measure. But answering tough questions is the best way to measure email success.

What does email help businesses achieve?

Email supports marketing efforts and business goals in a variety of unique ways. For this survey, we asked respondents to pick from 10 common objectives and select up to three that their email programs help them achieve.

At the top of the list, you'll find **Content distribution** at nearly 50%. Next, **Transactional communication** as well as **Promotions and selling** were each selected by respondents more than 30% of the time.

What are the most important objectives that email helps your company achieve?

(Respondents selected up to three)

Objective	Percentage
Content distribution	49.5%
Transactional communication	35.3%
Promotions and selling	30.5%
Product/Company updates	26.8%
Lead nurturing	25.7%
Customer loyalty/Retention	21.3%
Onboarding	17.3%
Website traffic	14.1%
Communication with support	10.3%
Re-engagement/Reactivation	7.0%

Because newsletters are perhaps the most common email marketing tactic, it's no surprise that **Content distribution** (49.5%) was the most popular objective. Newsletters usually feature the latest articles and videos from a brand, including educational content based on its products and services.

There's no denying the fact that email is an irreplaceable gear in the content marketing machine. In 2022, the Content Marketing Institute (CMI) found that 75% of B2B marketers and 71% of B2C marketers used email technology to assist in content marketing. Newsletters need content, but content marketers need email to get the word out.

"Our content and email teams work closely together, which helps improve the performance of both the content and newsletters. Whenever email newsletters go out, there's a noticeable spike in traffic to our brands' blogs. Plus, reviewing what subscribers engage with in those newsletters gives us insights into the topics that are resonating with our core audience. That helps us develop a better content marketing strategy."

Bea Redondo Tejedor, Sr. Manager, Brand & Content, Sinch Email

Transactional communication (35.3%) usually isn't flashy and exciting. However, it represents some of the most important messages in your customers' and users' inboxes. They are the order confirmations, reminders, password resets, and automatic payment updates that keep a business moving through clear customer communication.

Promotions and selling (30.5%) includes both traditional email marketing campaigns as well as automated sales outreach emails. These messages help drive consistent revenue and create new business opportunities.

Combining all three of these top email objectives provides an excellent foundation for building an effective email program. Truthfully, they are a trio of pillars in a simple three-step email strategy:

- Send content to educate subscribers and keep them engaged.
- Send promotions and outreach emails to turn contacts into customers.
- Send transactional emails to keep customers informed and satisfied.

Missed opportunity: Keeping customers around

Many marketers pay a lot of attention to the top of the funnel. They work hard to generate new business, which typically means driving traffic to the website and converting them into email subscribers and/or paying customers.

But what happens after a purchase decision is made is extremely important and often overlooked. **Onboarding** (17.3%) and **Customer loyalty/Retention** (21.3%) weren't the most popular email objectives among our respondents. However, they represent a powerful way to use email as part of lifecycle marketing.

Onboarding emails improve product adoption while familiarizing newcomers with your brand.
Brands can also use email to facilitate rewards programs for loyal customers or to make things right if they've let customers down. Convincing customers to stick with you will pay off.

"A lot of times, improving customer retention and reducing churn can have an even greater impact on the bottom line than lead generation. Brands lose more business out the backdoor. Getting customers to become sticky customers is one of the biggest hurdles."
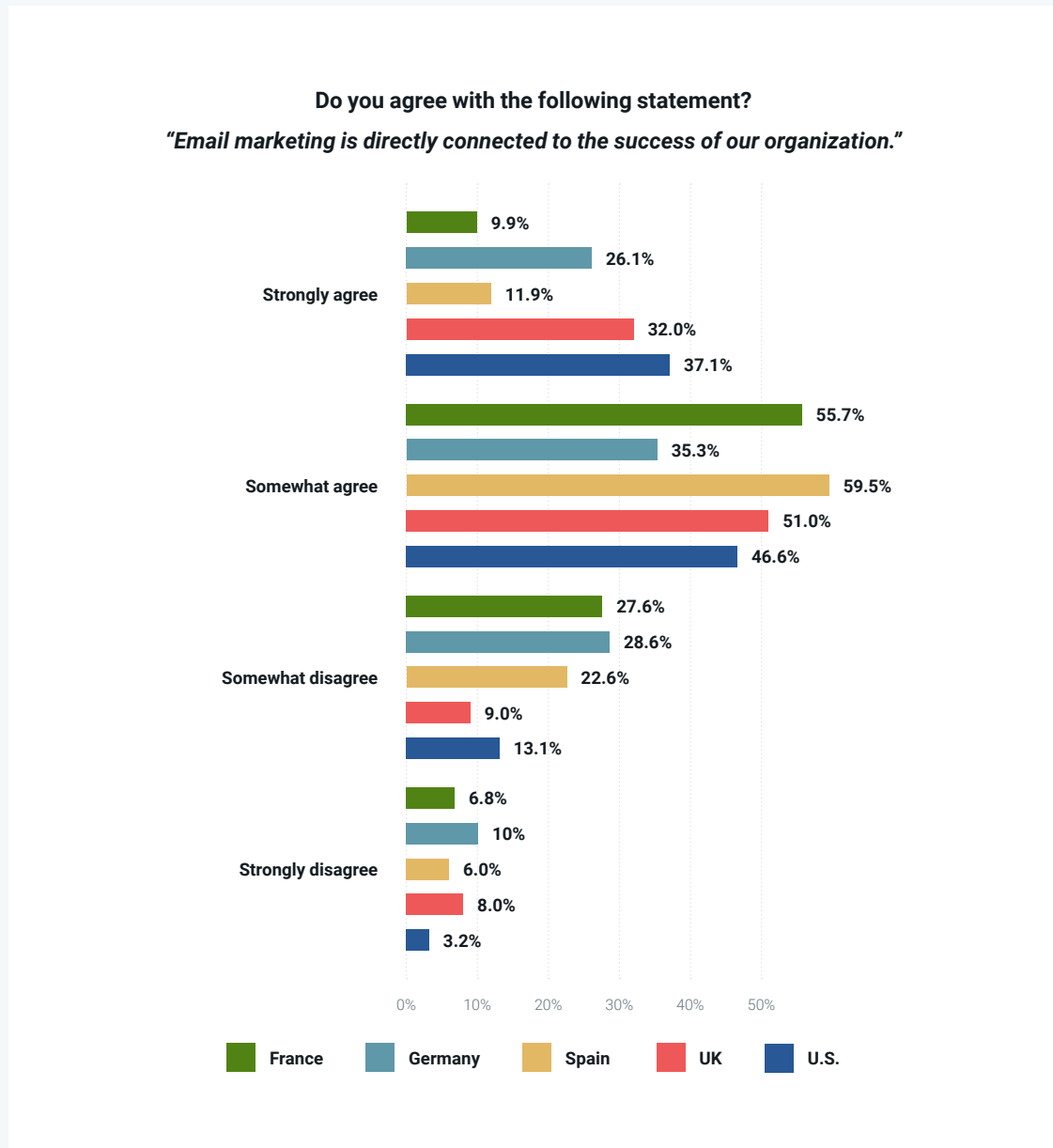
Chelsea Mellonas
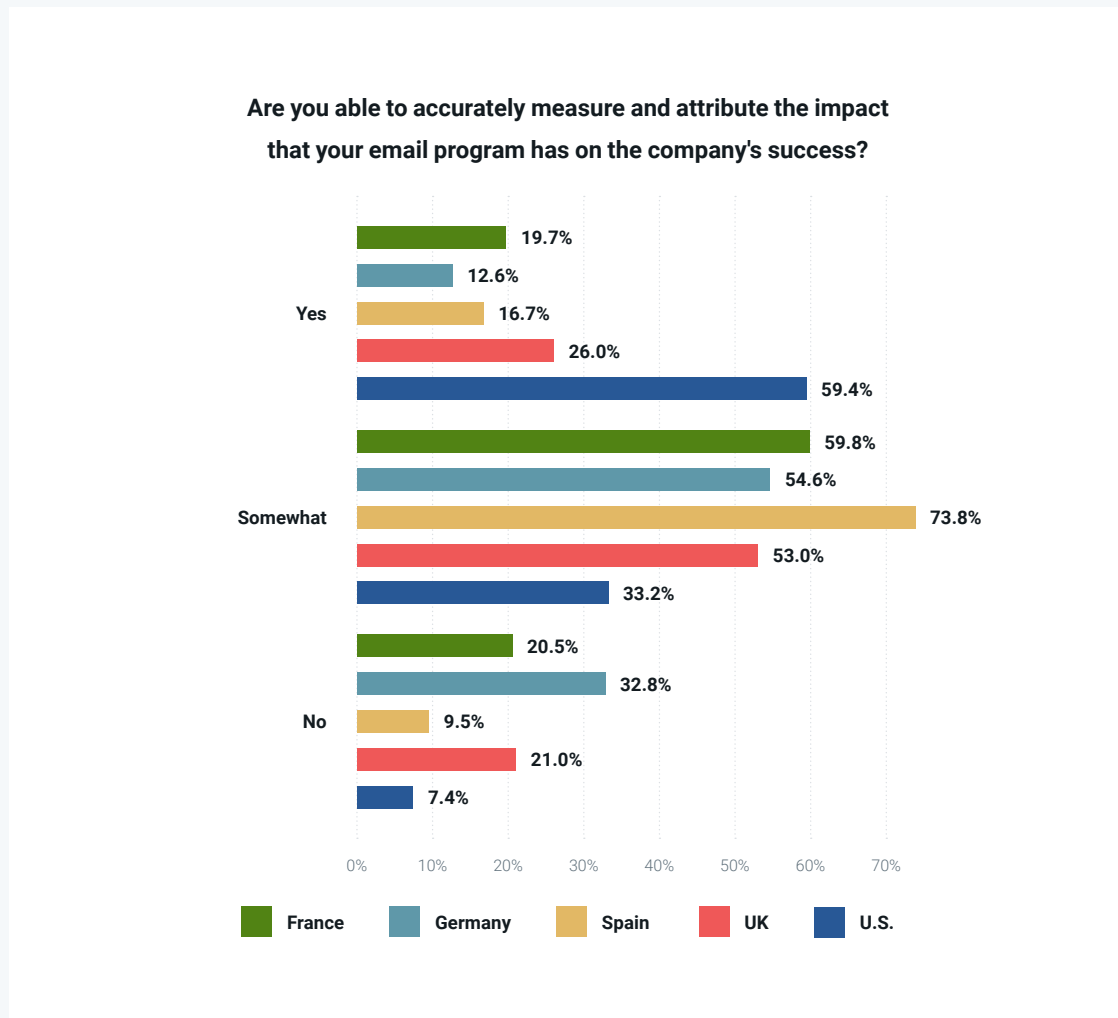Director, Lifecycle Marketing, Sinch Email

International insights

When comparing survey results among our five key regions, the U.S. and UK were again the most optimistic about success. Just over 37% of U.S. senders and 32% of UK senders **Strongly agree** with the statement that email is directly connected to organizational success.

With a combined 38.7%, Germany was most likely to **Somewhat disagree** or **Strongly disagree** with the statement about email's direct effect on the business.
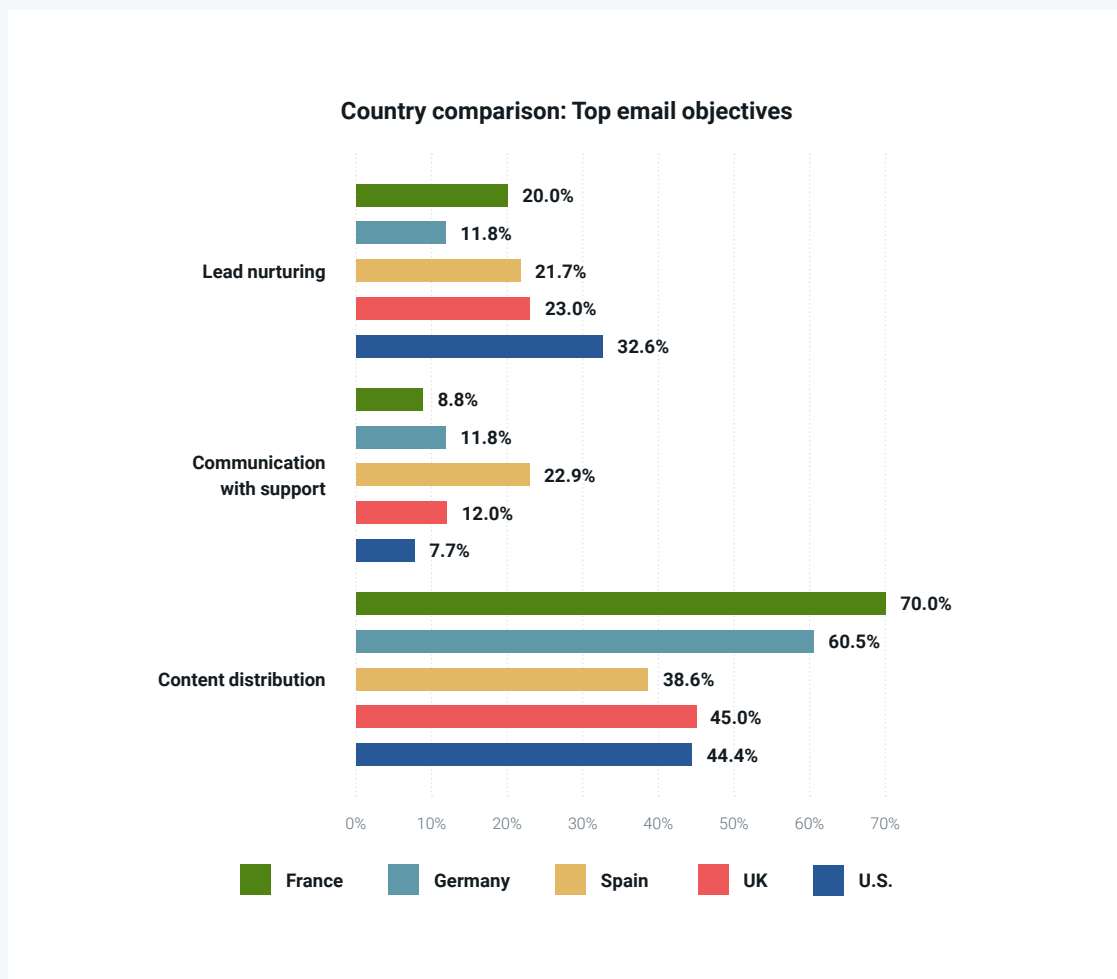
Do you agree with the following statement?

"Email marketing is directly connected to the success of our organization."

Strongly agree
- 9.9%
- 26.1%
- 11.9%
- 32.0%
- 37.1%

Somewhat agree
- 55.7%
- 35.3%
- 59.5%
- 51.0%
- 46.6%

Somewhat disagree
- 27.6%
- 28.6%
- 22.6%
- 9.0%
- 13.1%

Strongly disagree
- 6.8%
- 10%
- 6.0%
- 8.0%
- 3.2%

Legend: **France** **Germany** **Spain** **UK** **U.S.**

What's more – **almost 60% of U.S. respondents report that they can accurately measure and attribute email's impact on their businesses**. The next highest result was from the UK where 26% say they can accurately attribute the impact of email.

At 32.8%, Germany also had the highest number of respondents say they are unable to accurately measure email's impact on business success. That may have something to do with the way many Germans strive for precision and perfection.

Are you able to accurately measure and attribute the impact that your email program has on the company's success?

	France	Germany	Spain	UK	U.S.
Yes	19.7%	12.6%	16.7%	26.0%	59.4%
Somewhat	59.8%	54.6%	73.8%	53.0%	33.2%
No	20.5%	32.8%	9.5%	21.0%	7.4%

Legend: France · Germany · Spain · UK · U.S.

There were several noticeable international differences concerning the business objectives that email helps companies achieve. For example, email senders in France were much more likely to cite **Content distribution** (70%) than the other regions. And senders from Spain were significantly more likely to select **Communication with support** (22.9%) than average. Only 10.3% of all respondents worldwide chose support emails as a top objective.

Email senders in the U.S. were more likely to see **Lead nurturing** (32.6%) as a top objective. That's at least 10 percentage points higher than any of the other regions. Using email as a nurturing tactic is a sign of a more mature program because it shows senders are thinking strategically about moving subscribers along a journey or through a marketing/sales funnel.

Country comparison: Top email objectives

Lead nurturing	
France	20.0%
Germany	11.8%
Spain	21.7%
UK	23.0%
U.S.	32.6%

Communication with support	
France	8.8%
Germany	11.8%
Spain	22.9%
UK	12.0%
U.S.	7.7%

Content distribution	
France	70.0%
Germany	60.5%
Spain	38.6%
UK	45.0%
U.S.	44.4%

Legend: France, Germany, Spain, UK, U.S.

Industry insights

As you might expect, different industries have different business objectives for email as a marketing and communication channel. In the overall results, respondents selected **Transactional communication** 35.3% of the time. Of course, there are some types of businesses that rely on transactional email much more than others.

Most likely to select Transactional communication:

- **Software as a Service** (68.4%)
- **Telecommunication** (65.5%)
- **Information technology** (54.8%)
- **Retail/Ecommerce** (40.7%)

Transactional emails like order confirmations and shipping updates are obviously crucial for ecommerce communications. SaaS, IT, and telecommunication companies rely heavily on transactional email for account access, password resets/recovery, renewal notices, and multifactor authentication (MFA).

While 25.7% of all senders in the survey cited **Lead nurturing** as a top email objective, some industries placed a much higher importance on that purpose.

Most likely to select Lead nurturing:

- **Legal** (43.6%)
- **Real estate** (43.2%)
- **Marketing/PR** (39.4%)
- **Advertising** (35%)

Another email objective with some noticeable outliers was **Onboarding**. While the overall average for citing this objective in the top three was 17.3%, several industries seem more likely to use email to onboard new customers, users, clients, or patients (whatever the case may be).

Most likely to select Onboarding:

- **Pharmaceutical/Chemical** (32.1%)
- **Manufacturing** (27.3%)
- **Software as a Service** (26.5%)
- **Healthcare/Medical** (25.2%)

PART 3

Facing the challenges

Every time we think we've got this email thing figured out, a new challenge emerges. Meanwhile, there are also the familiar, never-ending difficulties that continue to rear their ugly heads. Whether you're a marketer, email developer, or integrating email into an application, we've all got challenges.

Our survey asked email senders around the world to pick up to three things that are holding their programs back. According to the results, the top three constraints to email success are **Standing out in the inbox** (37.3%), **Inbox placement issues** (32.7%), and **Lack of time/Focus** (32.7%).

What do you believe are the biggest constraints to the success of your email marketing program?

(Respondents selected up to three)

Standing out in the inbox	37.3%
Inbox placement issues	32.7%
Lack of time/Focus	32.7%
Declining use of email	27.3%
Lack of support/Investment	26.7%
Data privacy compliance	22.5%
Email security	18.2%
Inability to measure performance/ROI	13.4%
Inadequate marketing technology	11.7%

Research from The Radicati Group suggests that **more than 347 billion emails will be sent and received every day in 2023**. Sometimes it might feel like more than half of those emails are landing in your inbox. The point is, a lot of people feel overwhelmed by email, and it keeps getting harder to stand out in those crowded inboxes.

Your first challenge is getting people to notice and open your brand's emails. That means not only having a strategy for effective subject lines but also knowing the right day and best time to send. Next, you need to create a memorable experience for those who do open your emails.

If you're not delivering compelling content, enticing deals, and eye-catching, interactive designs with well-written copy, you're going to get ignored. Eventually, your unsubscribe rate will start climbing as other metrics fall. It's no wonder **Standing out in the inbox** topped the list of constraints to success.

"The content and messaging of emails needs to be meaningful. Use personalization so that you provide a unique experience and deliver content they care about to make more of an impact. This is also where omnichannel communication comes in. Align your messaging with SMS, paid ads, and social media so your campaign is seen in more than one place to really drive home the point."

Julia Ritter, Email Marketing Manager, Sinch Email

The only thing worse than failing to stand out in the inbox is not making it there at all. Inbox placement issues tied for second place on the list. The challenge includes more than just senders with emails that land in the junk folder. Transactional emails that are filtered into Gmail's Promotions tab may be missed, and those messages could contain important information that people are waiting to receive.

One of the best ways to boost email deliverability and your inbox placement rate is to focus on improving your sender reputation. And one of the best ways to improve your reputation with mailbox providers is to deliver relevant campaigns that a clean list of active subscribers is eager to engage with. You can also adjust your sending frequency for inactive and active subscribers.

"Engagement has a huge impact on deliverability. So, segment your lists based on the level of engagement shown throughout the year. Avoid emailing inactive contacts and those who haven't interacted with your messages in a while. Send more emails to those who often open and click."

Kate Nowrouzi, VP of Deliverability and Product Strategy, Sinch Email

Long story short...**if you build emails your subscribers love, mailbox providers are going to love you back.** That means your messages go straight to the inbox because mailbox providers know their users are anticipating what you're sending.

Nearly a third of senders in our survey are held back by a **Lack of time/Focus**. Why is that? Basically, they need to build engaging email campaigns that stand out in the inbox and help improve their sender reputation so they can improve email deliverability and get better inbox placement. (Easier said than done) But how can you do that when you just don't have the time? It's a vicious cycle... We get it.

We'll look at email production times and ways to improve your processes later in this report. But the bottom line is that if you lack time and focus, you'll need to find ways to become faster, more flexible, and more efficient. **It may help to explore aspects of agile marketing and apply them to email.** Check out the Agile Marketing Manifesto to learn more about the methodology's basic values and principles.

Scrum is an agile project management framework that came out of software development, but email marketers can also use it to increase agility. The scrum framework may be especially useful in large marketing teams with multiple contributors and stakeholders.

Missed opportunity: Explore an omnichannel approach

Our survey found that a significant number of senders have concerns about the relevance of email. **More than 27% of respondents indicated the Declining use of email is one of the three biggest constraints to their success.**

We're not about to start another argument about the so-called death of email. What's true, however, is that there are more ways than ever to connect and communicate with customers and prospects. Brands can use text messaging, mobile messaging applications, chatbots, and other channels in their strategies. These aren't threats to email marketing, but they could be opportunities to expand.

As digital communication evolves, marketers must consider the ways email fits into an omnichannel approach. How can it work with other channels and what can we learn? As Chad White explained on the Mailgun by Sinch podcast, Email's not Dead, when you have a less siloed approach among channels, you're able to build an experience that's better for the business and for the people you serve.

"That's really the name of the game long term. To not be channel operators but to be business operators and to work with all the other channels in a coordinated fashion, sharing data, sharing insights, and having all this cross-pollination. I think that's the future."

Chad S. White
Head of Research, Oracle Marketing Consulting
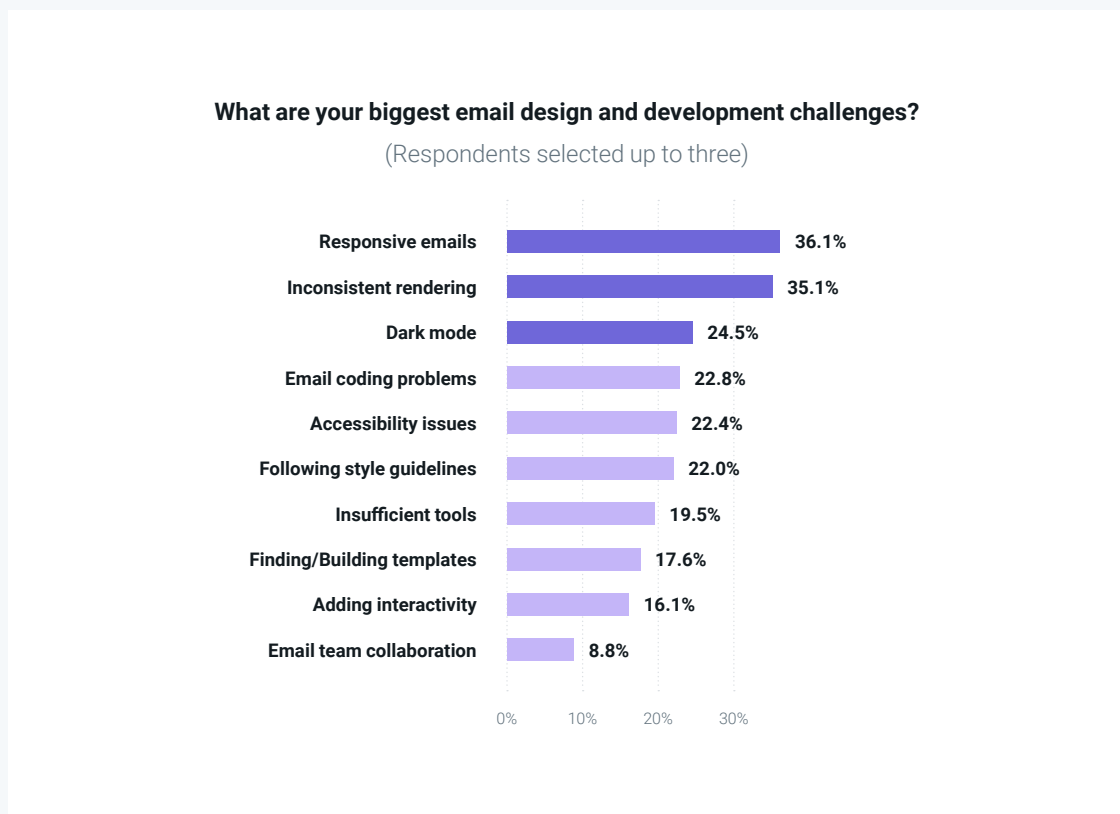
Find out more about how this connected approach works when you download Mailjet's free ebook, "The omnichannel hero's journey". Discover what Luke Skywalker and Harry Potter have in common with your target audience and what role your brand plays in the story.

What makes email design and development difficult?

In addition to those big-picture email challenges like time management, deliverability, and standing out, there are also day-to-day difficulties. These usually involve the process of writing, designing, and coding effective campaigns.

When we asked senders to select their biggest email design and development challenges, **Responsive emails** (36.1%) took the top spot followed closely by **Inconsistent rendering** (35.1%). Rounding out the three biggest email design and development challenges was **Dark mode** (24.5%).

What are your biggest email design and development challenges?

(Respondents selected up to three)

Challenge	Percentage
Responsive emails	36.1%
Inconsistent rendering	35.1%
Dark mode	24.5%
Email coding problems	22.8%
Accessibility issues	22.4%
Following style guidelines	22.0%
Insufficient tools	19.5%
Finding/Building templates	17.6%
Adding interactivity	16.1%
Email team collaboration	8.8%

All three of these top challenges have at least one thing in common. **They reflect the ongoing problem of email campaigns failing to display and/or function as the sender intended.**

While most people have been using smartphones for quite some time, coding emails that properly respond to various screen sizes is still a problem for many brands. The challenge gets more complicated as new mobile operating systems and devices hit the market. That's why **Responsive emails** take the top spot.

Inconsistent rendering among email clients like Gmail, Outlook, Apple Mail, and Yahoo Mail has been a struggle for a long time. That's because there are no defined email standards that all mailbox providers follow. So, for example, the way Gmail renders HTML and CSS could look very different from the way Outlook handles the code. Many dark mode email challenges are also related to email client inconsistencies.

The best way to prevent email rendering issues is to conduct email quality assurance (QA). As you'll recall, **only about 10% of survey respondents chose Quality assurance as one of the top contributors to success**. This doesn't necessarily mean 90% of senders never test their campaigns. But if rendering issues are a big problem, email QA should be a top priority.

While it's an extra step, pre-send email testing helps you fix problems before they hit the inbox. That means a better experience for subscribers and better results from your campaigns.

> *"There's no such thing as pixel perfection in email. The goal has to be to provide the best experience possible for subscribers."*

Megan Boshuyzen, Sr. Email Developer, Sinch Email

Some email teams conduct manual QA by sending emails to different inboxes and devices so their colleagues can check for rendering issues. But it's much more reliable to use an automated email testing solution. That's why Mailjet provides previews from Email on Acid as part of our platform.
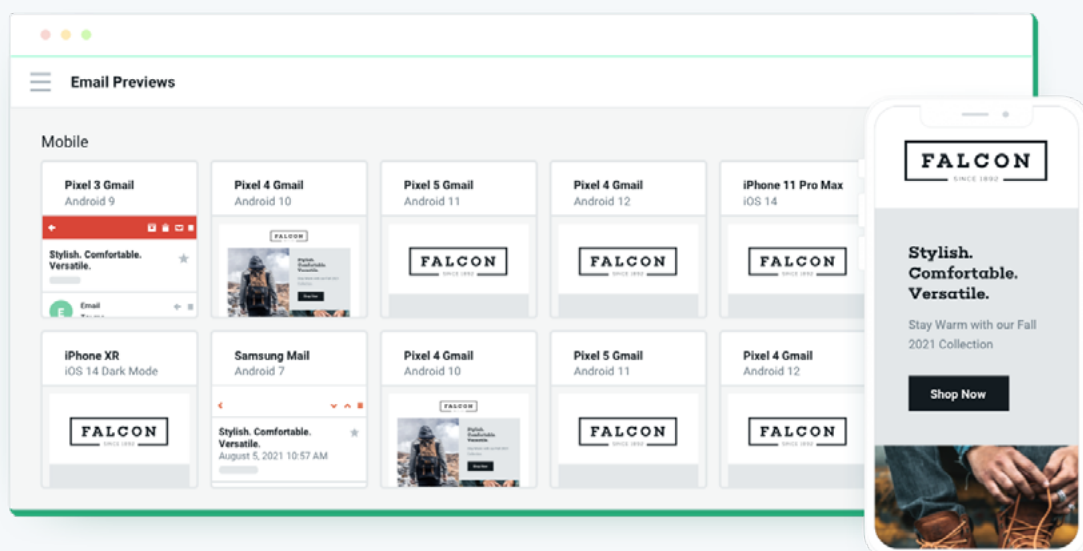
Missed opportunity: Focus on teamwork and communication

At the bottom of the list of email design and development challenges you'll find **Email team collaboration** (8.8%), which includes graphic designers and developers working together to build campaigns.

While it's great to see that most email teams don't view collaboration as a big problem, making further improvements in this area could help with other common roadblocks. Our survey found that **around one-third of senders called Lack of time/Focus one of their biggest restraints**. If designers and developers have clear communication and defined processes for production, they become more focused and efficient.

It's also important for designers to understand the limitations of email, especially the challenge of rendering inconsistencies. Having constant collaboration between those who design and code leads to a better campaign in the end.

"I always aim for whoever will be building my designs to look at them at each stage. This helps to ensure we're aligned from the very start. We will both know the problem we are trying to solve, but a developer may suggest ideas that a designer didn't know were possible, and a designer may look at it from a more creative angle."
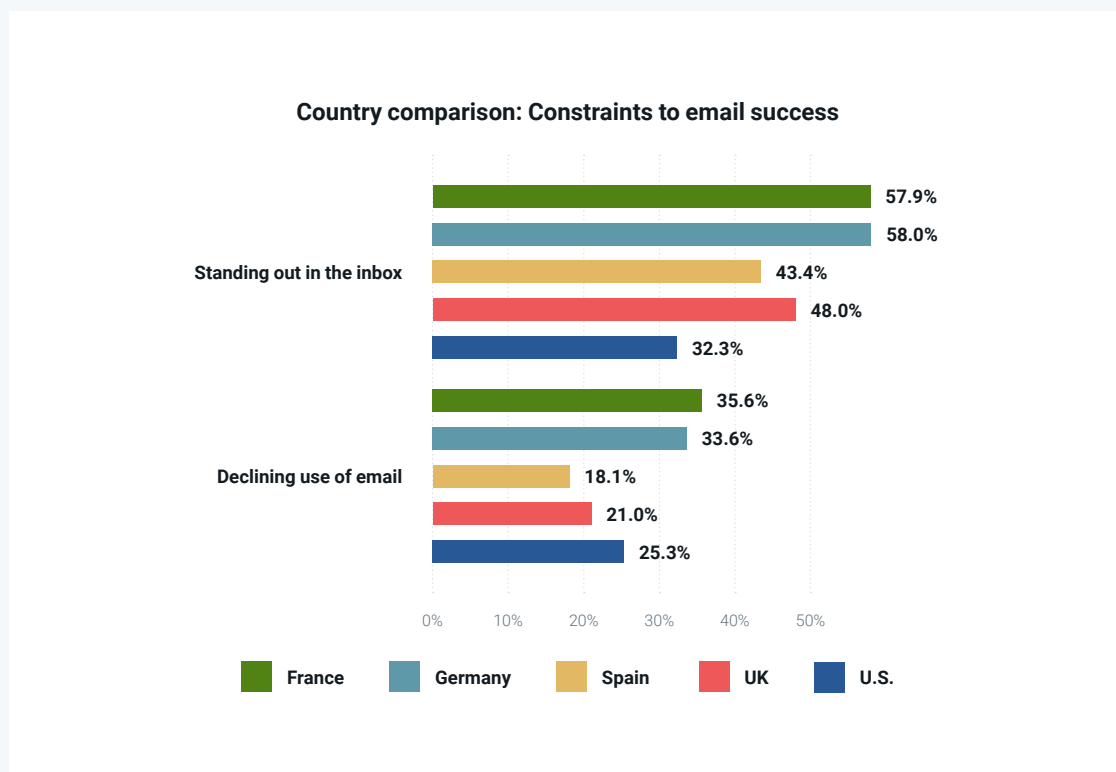
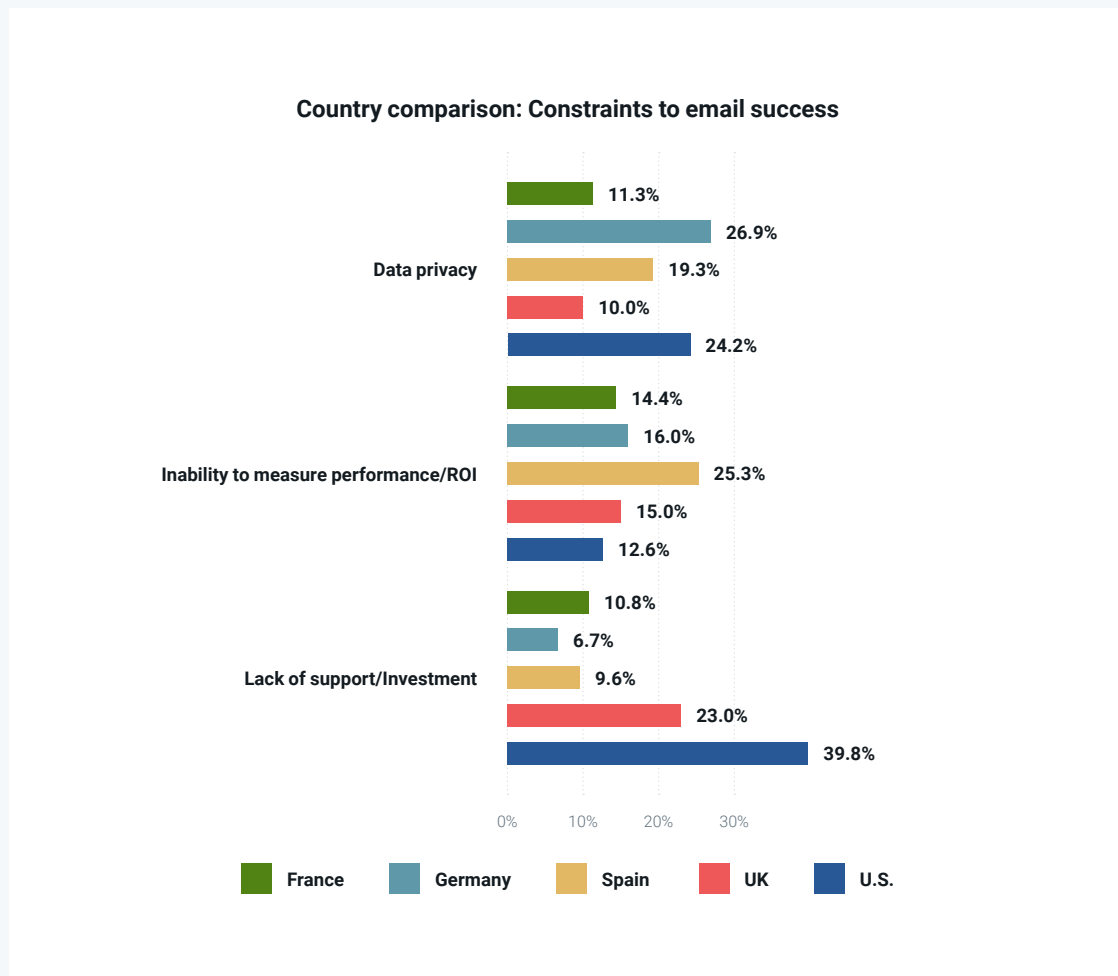**Ben Clay**
Designer, ActionRocket

International insights

Let's compare how common email challenges are impacting senders in various parts of the world. There were certainly several constraints as well as email design and development issues that appear to be bigger problems in some countries than others.

When it comes to the challenge of **Standing out in the inbox**, France (57.9%) and Germany (58%) selected this constraint more often than their counterparts in other regions. Those two countries were also more likely to have concerns about the **Declining use of email**. The survey found that 35.6% of senders from France and 33.6% of German senders say a downward trend in email usage is negatively impacting success.

Country comparison: Constraints to email success

	France	Germany	Spain	UK	U.S.
Standing out in the inbox	57.9%	58.0%	43.4%	48.0%	32.3%
Declining use of email	35.6%	33.6%	18.1%	21.0%	25.3%

The U.S. stands out significantly in terms of senders who feel their email program isn't getting the budget, resources, and attention it needs. The survey found nearly 40% of U.S senders called **Lack of support/Investment** a top constraint.

U.S. respondents were the least likely to call the **Inability to measure performance/ROI** a top constraint, but it's a top problem for more than a quarter of senders in Spain (25.3%).
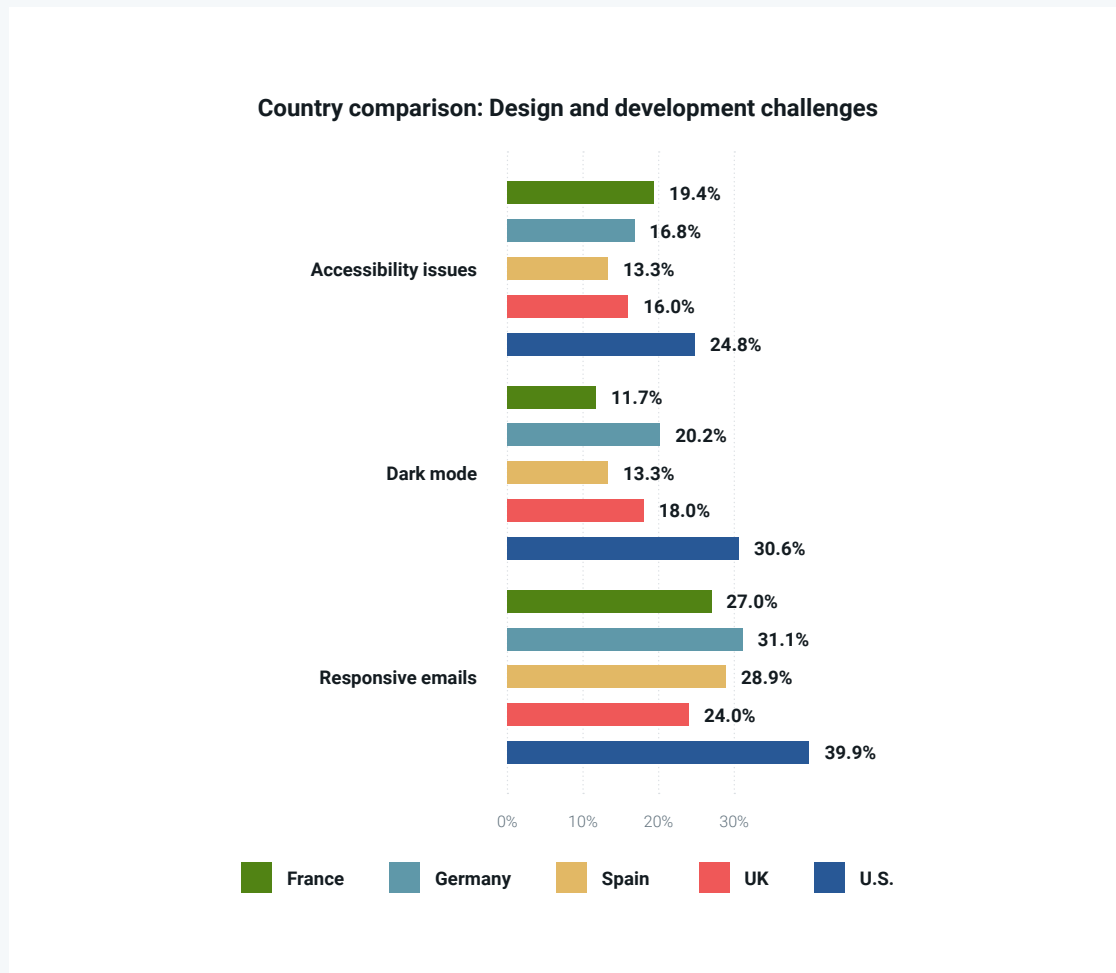
Country comparison: Constraints to email success

Data privacy
- France 11.3%
- Germany 26.9%
- Spain 19.3%
- UK 10.0%
- U.S. 24.2%

Inability to measure performance/ROI
- France 14.4%
- Germany 16.0%
- Spain 25.3%
- UK 15.0%
- U.S. 12.6%

Lack of support/Investment
- France 10.8%
- Germany 6.7%
- Spain 9.6%
- UK 23.0%
- U.S. 39.8%

Legend: ■ France ■ Germany ■ Spain ■ UK ■ U.S.

Data privacy seems to be more of a concern in Germany where 26.9% of senders cited compliance as a constraint. Privacy laws are extra strict in Germany where it's a sensitive issue due in part to the nation's history with government surveillance.

The U.S. stands out in this area as well with 24.2% selecting **Data privacy**. That could be because the United States is still grappling with things like GDPR compliance as well as uncertainty around proposed federal legislation known as the American Data Privacy & Protection Act (ADPPA).

When comparing email design and development challenges, the U.S. is significantly more focused on three areas than other regions. A higher percentage of senders in the U.S. are challenged by **Responsive emails** (39.9%), **Dark mode** (30.6%), and **Accessibility issues** (24.8%).

Country comparison: Design and development challenges

Accessibility issues
- 19.4%
- 16.8%
- 13.3%
- 16.0%
- 24.8%

Dark mode
- 11.7%
- 20.2%
- 13.3%
- 18.0%
- 30.6%

Responsive emails
- 27.0%
- 31.1%
- 28.9%
- 24.0%
- 39.9%

0% 10% 20% 30%

■ France ■ Germany ■ Spain ■ UK ■ U.S.

Improving email accessibility is a challenge that is worthy of every email sender's attention. When we interviewed Jordie van Rijn for our report, "Accessibility in the inbox", he explained why making emails more accessible improves your ability to reach more people and make it easier for subscribers to engage.

> *"It is all about taking away friction to use, read, and convert. Maybe you think 'that is not my audience', but everyone has had a time when they couldn't see or use their hands as much for a while. So, it's about reaching all of your potential audience in the best, [most] frictionless way."*

Jordie van Rijn, Email marketing consultant, Emailmonday

Industry insights

When comparing industry-specific survey results involving constraints to success, there were a few noticeable outliers:

- At 39.5%, the **Automotive industry** was slightly more likely than others to select the **Declining use of email** as a top constraint. That compares to a global average of 27.3%.

- 51.6% of senders from the **Entertainment industry** are challenged by **Inbox placement issues**. That's almost 20% higher than the global average of 32.7%.

- Nearly half of email senders in **Manufacturing** (49.6%) say they suffer from a **Lack of internal support/Investment** for their programs. That's almost twice as much as the 26.7% global average.

- 52.2% of senders working in **Government/Military** roles say they have a **Lack of time/Focus** when doing their jobs. That compares to less than one-third of global respondents.

Designers and email developers face the same challenges no matter where they work, and survey results concerning these challenges were relatively even. However, a few email design and development issues stood out among specific industries.

- **Government/Military** respondents were most likely to select **Accessibility issues** (39.1%), which compares to a global average of around 22%. This could be related to awareness of laws such as the Americans with Disabilities Act (ADA).

- More than half of senders in **Manufacturing** selected developing **Responsive emails** (50.4%) as a challenge. That's significantly higher than the overall average of 36.1%.

- 28.2% of those who work in the **Advertising industry** say they're challenged by the task of **Adding interactivity** to their email campaigns. The overall results show an average of 16.2% are challenged by interactivity in email.

Interactive emails can include the use of the AMP for Email framework. This is an option that veteran email developer Mark Robbins is a big proponent of exploring. Even though there has been skepticism about adding interactivity with AMP for Email (it mainly works in Gmail), he told the hosts of the podcast Humans of Email that we've only just started to see what it can do.
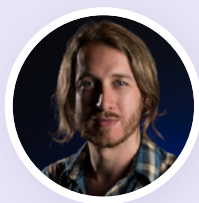
"There are so many use cases. And even the most advanced examples of AMP emails that I've seen are really just doing very simple things compared to what's possible. It's such a huge technology, and I think it could be big. But yeah, it's slowly taking off."
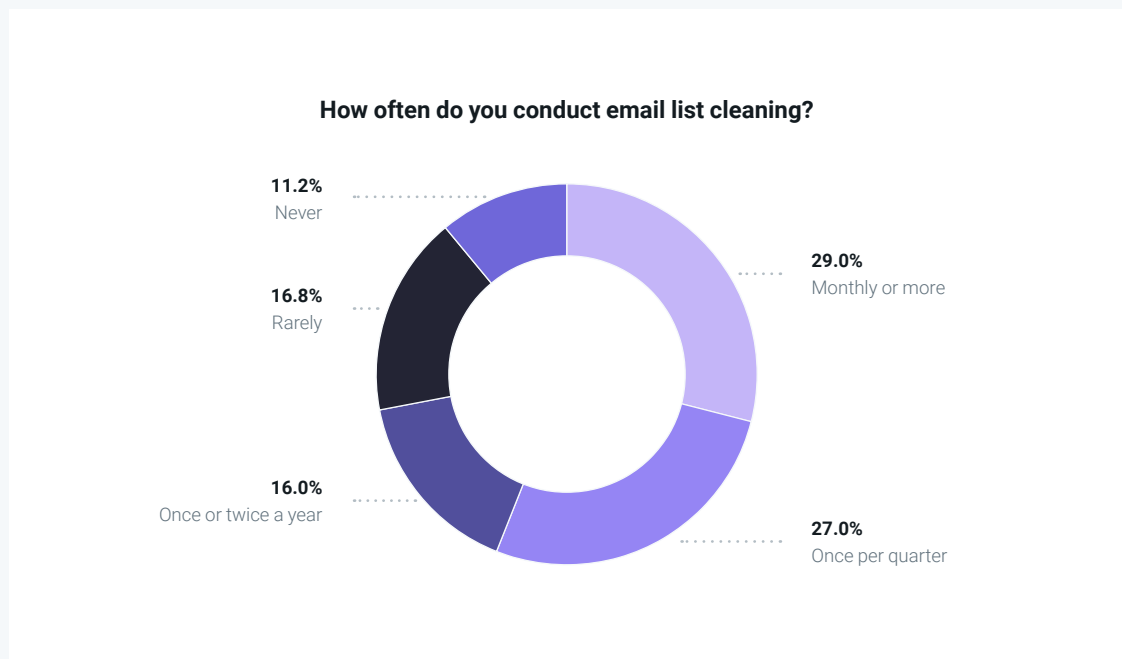
Mark Robbins, Email developer

Keeping email lists clean

For our second annual Inbox Insights report, we included questions about email list management in the survey. It's easy to forget how important it is to maintain a clean list of contacts. Our colleagues at InboxReady estimate that **around 20% of a sender's list goes bad every year**. By that we mean there are email addresses that are invalid because there's nobody using the account.

In B2B email marketing, that often happens because a contact changes jobs and gets a new email address. But it can also happen when someone graduates from college, abandons an old account for a different mailbox provider, or even when a person passes away. Of course, people can also make typos when they fill out forms and try to subscribe, leaving you with invalid contacts on your list.

We first asked senders how often they conduct list cleaning, which is the process of removing invalid and inactive contacts from an email list.

How often do you conduct email list cleaning?

11.2%
Never

16.8%
Rarely

16.0%
Once or twice a year

29.0%
Monthly or more

27.0%
Once per quarter

Our survey found many senders are prioritizing email list hygiene. It's typically recommended that email marketers "scrub their lists" at least twice per year. However, results show that 29% of respondents claim they clean their email lists **Monthly or more** while another 27% do it **Once per quarter**.

That's the good news. The bad news is that a combined 28% of senders **Rarely** or **Never** conduct email list cleaning. The reason that's such a problem is that **failing to clean your lists can easily lead to email deliverability issues**. Here are two of the main reason why:
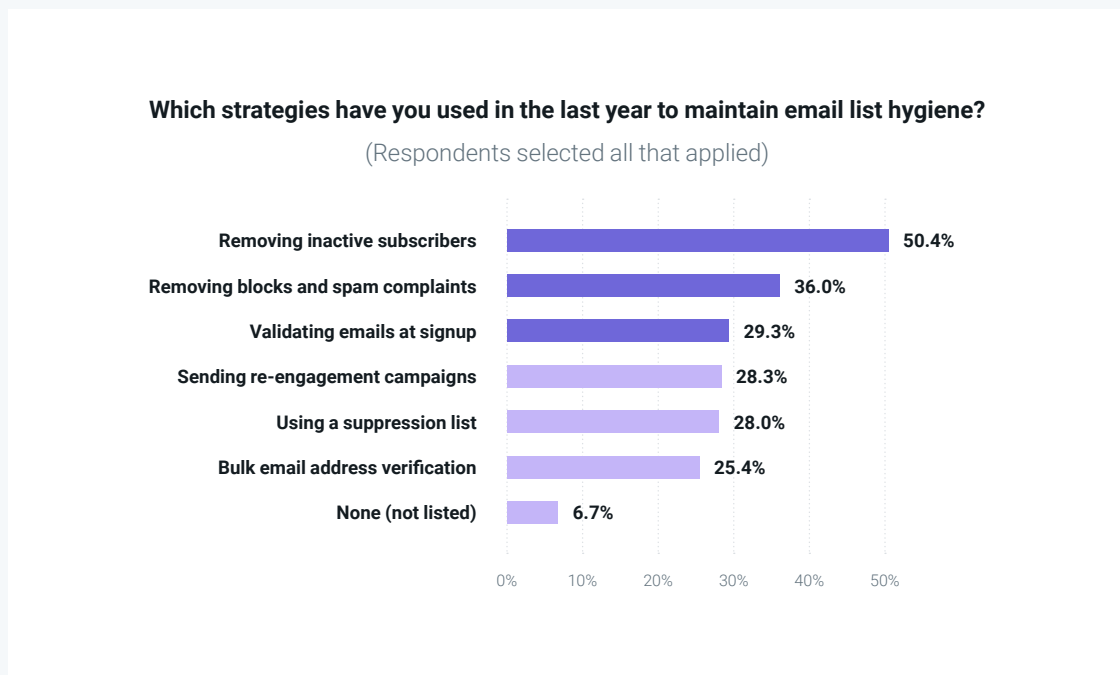
1. **Spam traps:** Recycled spam traps are old, abandoned email addresses that mailbox providers use to identify spammers. They assume that only shady senders will continue trying to deliver emails to these contacts. If you don't remove recycled spam traps, your emails are more likely to end up in the junk folder because you look like a spammer.

2. **Sender reputation:** Mailbox providers use email engagement to evaluate your reputation as a sender. Since invalid email addresses aren't being used by real people, you won't get any engagement from them. Obviously, inactive subscribers aren't engaging much either. That inactivity and lack of engagement makes it less likely that your emails ever make it to the inbox.

It's estimated that around 20% of the contacts on your list will go bad every year, which is why regular list cleaning is a necessity.

What are the most used list hygiene methods?

There's more than one way to keep an email list clean. Some senders do it manually while others take advantage of tools that automate the process. We asked survey participants to tell us about the methods they use for list cleaning.

The most popular strategies were **Removing inactive subscribers** (50.4%), **Removing blocks, complaints, and bounces** (36%), and **Validating emails at signup** (29.3%).

Which strategies have you used in the last year to maintain email list hygiene?

(Respondents selected all that applied)

Strategy	%
Removing inactive subscribers	50.4%
Removing blocks and spam complaints	36.0%
Validating emails at signup	29.3%
Sending re-engagement campaigns	28.3%
Using a suppression list	28.0%
Bulk email address verification	25.4%
None (not listed)	6.7%

Another 28% of respondents say they are **Sending re-engagement campaigns** and/or **Using a suppression list**. Around 25% are using **Bulk email address verification** to keep their lists clean. Validating new contacts as potential subscribers fill out forms and verifying addresses in bulk are two methods that suggest senders are using automated list cleaning tools.

Truthfully, it's smart to employ every strategy on this list, but it's not easy to do everything manually. It takes time and resources to constantly monitor your metrics for subscribers who are no longer engaging. The same goes for manually removing contacts that return hard bounces or mark your messages as spam.

Most email service providers will automatically add hard bounces and spam complaints to a suppression list. However, there are other ways to automate email list cleaning. They include tools that automatically detect spam traps and remove invalid emails from your list.

Plus, when you validate emails at signup, you're proactively keeping your list clean. Solutions that do this for you can even suggest fixes for common typos in the email domain, such as **name@gnail.com** or **name@outlok.com**.
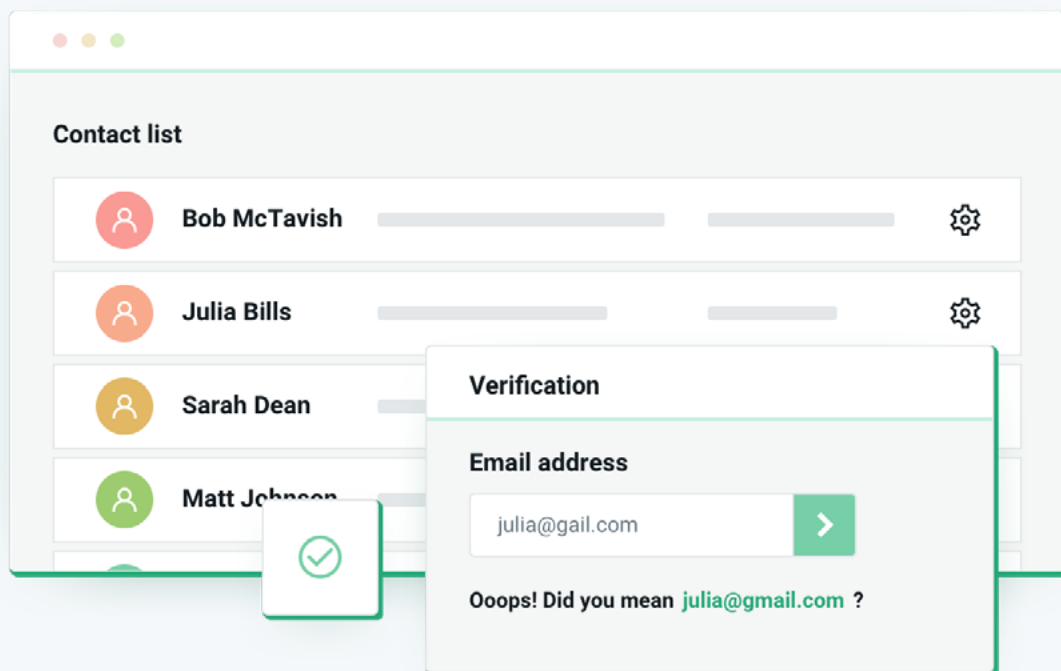
Missed opportunity: Confirm new contacts will engage

If there are people signing up for your emails who aren't that interested in your brand, do you really want them on your list? Will new subscribers like that just drag down email engagement metrics and dirty up your list?
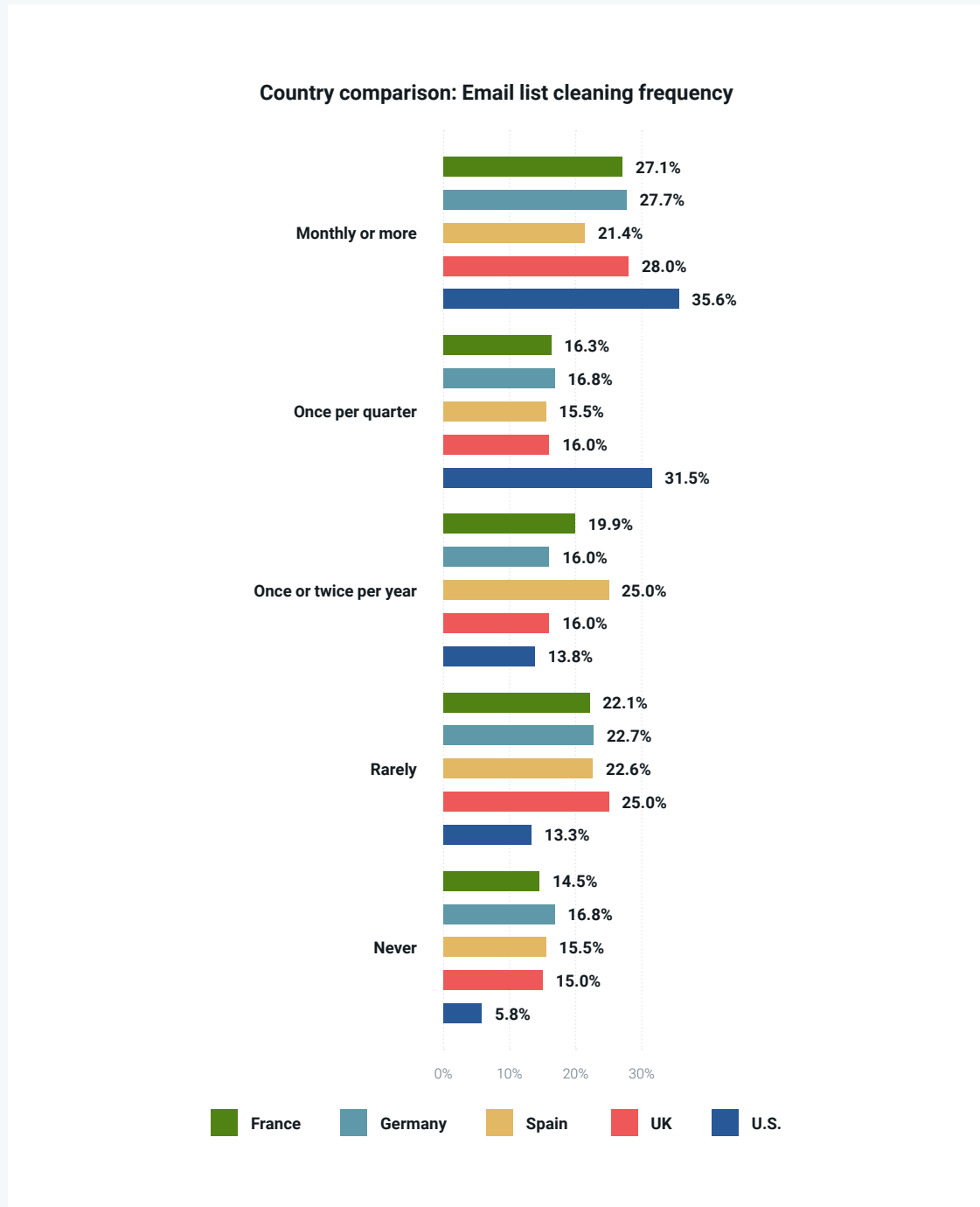
Another way to ensure new subscribers are legitimate and want to be added to your list is to employ a double opt-in strategy. Also called "confirmed opt-in", this involves having new contacts click a link in a confirmation email before they're officially subscribed. It may slow down list growth a little, but it's an effective way of ensuring that only engaged subscribers are added to your list. You can also quarantine new subscribers on a separate list until they start engaging. This opt-in process is known as confirmed opt-in light or COIL.

*More than 55% of email senders clean their contact
lists on a quarterly or monthly frequency.*

International insights

When comparing survey results among our five key regions, it's apparent that **list cleaning happens more frequently in the U.S.** Those senders were most likely to say that they conduct list cleaning efforts on a monthly or quarterly basis.

Country comparison: Email list cleaning frequency

Monthly or more
- France: 27.1%
- Germany: 27.7%
- Spain: 21.4%
- UK: 28.0%
- U.S.: 35.6%

Once per quarter
- France: 16.3%
- Germany: 16.8%
- Spain: 15.5%
- UK: 16.0%
- U.S.: 31.5%

Once or twice per year
- France: 19.9%
- Germany: 16.0%
- Spain: 25.0%
- UK: 16.0%
- U.S.: 13.8%

Rarely
- France: 22.1%
- Germany: 22.7%
- Spain: 22.6%
- UK: 25.0%
- U.S.: 13.3%

Never
- France: 14.5%
- Germany: 16.8%
- Spain: 15.5%
- UK: 15.0%
- U.S.: 5.8%

Legend: France, Germany, Spain, UK, U.S.

While only 19.1% of U.S. senders **Rarely** or **Never** conduct email list cleaning, here's what that combined survey result looks like for the other four regions:

■ **France** (36.6%)   ■ **Germany** (39.5%)   ■ **Spain** (38.1%)   ■ **United Kingdom** (40%)

Senders from outside the United States should see email list cleaning as a major opportunity. Start scrubbing your lists and validating new contacts and you'll start noticing improved email deliverability and better email engagement metrics.

Industry insights

There was a significant amount of variation among industries when comparing email list cleaning frequency.

Industries most likely to clean their lists Monthly or more:

▢ **Professional services** (43.2%)

▢ **Construction/Home improvement** (39.4%)

▢ **Real estate** (36.4%)

It makes a lot of sense that senders in real estate or home construction would need to remove inactive contacts frequently. Once a contact finds a new home or finishes a building project, they're likely to stop engaging with emails and should be removed from the list (or moved to a different segmented list).

Industries most likely to clean their lists Once per quarter:

▢ **Consulting** (46.3%)

▢ **Legal** (45.5%)

▢ **Pharmaceutical/Chemical** (42.9%)

All three of these industries may be storing sensitive Personally Identifiable Information (PII), which can create data privacy compliance risks. So, regular removal of old contacts (and their associated data) is a good idea that supports compliance with laws like GDPR and the Health Insurance Portability and Accountability Act (HIPAA). In fact, our survey found that 54.2% of senders in the Health/Medical industry conduct list cleaning either quarterly or monthly.

Industries most like to Rarely clean their email lists:

- **Telecommunications** (34.5%)
- **Non-profit** (32.2%)
- **Software as a Service** (25.8%)

Industries most likely to Never clean their email lists:

- **Government/Military** (30.7%)
- **Travel/Hospitality** (23%)
- **Transportation/Distribution** (22.2%)

If senders in these industries are struggling with deliverability and engagement, and list cleaning is not something that's done regularly, look for a versatile email verification tool to help you automate the task.
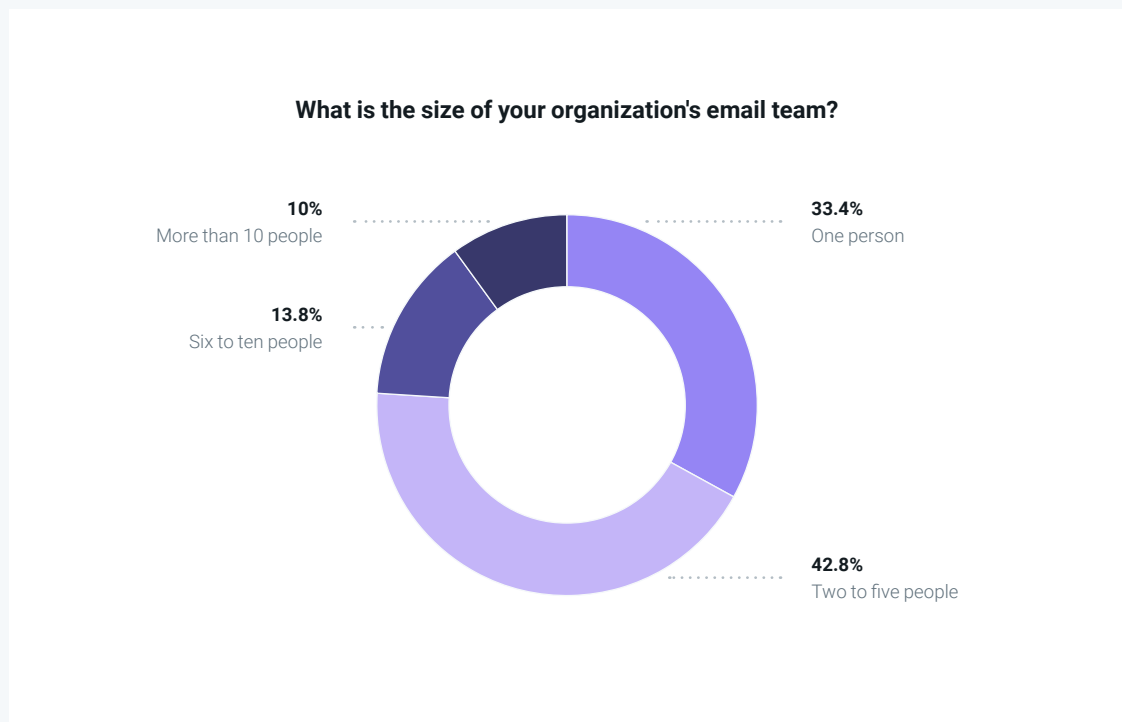
PART 5

Improving email team processes

Most people have no idea what goes into creating a compelling email campaign. Messages just arrive in their inboxes beautifully designed and perfectly personalized. But we know the truth. **There are people like you working behind the scenes to make that inbox magic happen.**

Some of you are one-person email teams who take on a variety of responsibilities. Others work on large email teams and specialize in certain areas. There are benefits and challenges to both situations. But what's the most common situation among email senders?

Here's a look at typical email team sizes among the more than 3,200 senders in our survey:

What is the size of your organization's email team?

10%
More than 10 people

33.4%
One person

13.8%
Six to ten people

42.8%
Two to five people

More than a third of our survey respondents (33.4%) are **One person** email teams, taking on all the roles of writing, designing, strategizing, and analyzing results. For those working in small businesses, their roles are likely to expand beyond email to other marketing tasks. There are also solopreneurs and freelancers using email while doing everything themselves.

The most common response for email team size was **Two to five people** (42.8%). This does sound like a comfortable and manageable team. For example, it allows a brand to fill roles like these:

1. **Senior email marketer:** Manages the team, drives the big-picture strategy, and analyzes results.
2. **Email marketing specialist:** Comes up with creative campaign concepts, writes copy, and deals with day-to-day duties.
3. **Graphic designer:** Provides requested visual assets that follow the brand's style guidelines.
4. **Email developer:** Codes campaigns while testing and optimizing emails for the inbox.

13.8% of respondents in our survey reported having an email team of **Six to ten people** while another 10% said their team is **More than 10 people**. When filtered by reported company size, it was no surprise to find that these larger email teams are most likely to be found in organizations with at least 100 people. **37.7% of companies with 500+ employees reported having email teams of More than 10 people.**

Of course, company size isn't the only factor influencing how many people you need on an email team. You also need to consider things such as email frequency. An ecommerce store with daily deals and transactional emails will need more resources than a freelance consultant with a weekly newsletter.

Your goals for email marketing and how advanced you want your program to be are also factors. When you start segmenting lists, personalizing emails, and automating campaigns, you'll need more than one person to manage it all. The same goes for design and development. If you want to push the limits of what's possible, you may have to ditch the drag-and-drop email building and find a talented developer.
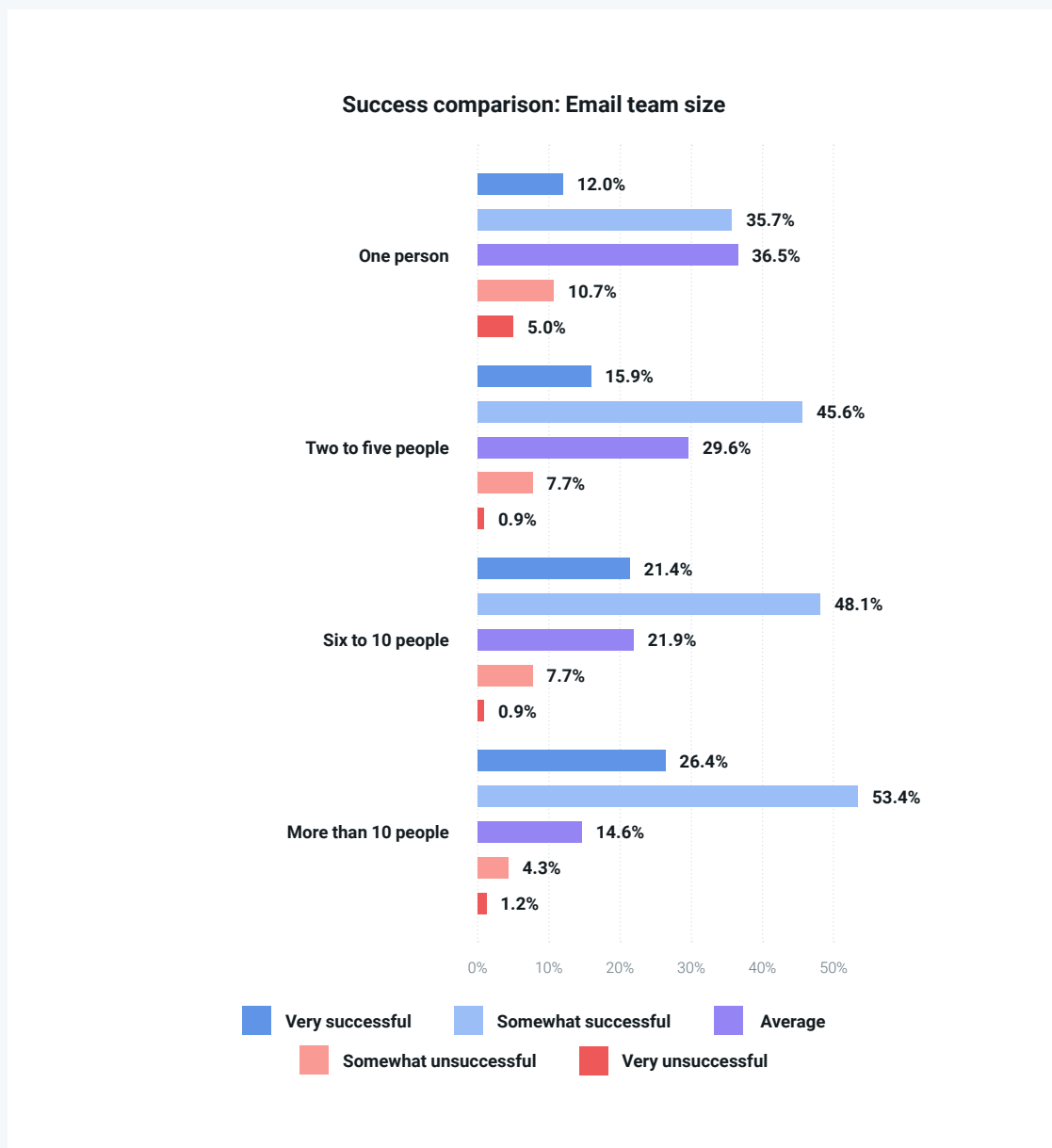
"There's no shame in using a drag-and-drop email builder. In most cases, they'll get the job done. Companies hire email developers because they are sending enough emails and getting enough from the channel to make having access to those niche coding skills well worth it."

Megan Boshuyzen, Sr. Email Developer, Sinch Email

While smaller email teams tend to have more autonomy, being forced to handle multiple responsibilities may be holding their efforts back. When evaluating both team size and success over the past year, our survey results show **One person** email teams were more likely to say their programs were unsuccessful or average. But the largest email teams were most likely to say email has been a success.

Success comparison: Email team size

One person
- 12.0% — Very successful
- 35.7% — Somewhat successful
- 36.5% — Average
- 10.7% — Somewhat unsuccessful
- 5.0% — Very unsuccessful

Two to five people
- 15.9% — Very successful
- 45.6% — Somewhat successful
- 29.6% — Average
- 7.7% — Somewhat unsuccessful
- 0.9% — Very unsuccessful

Six to 10 people
- 21.4% — Very successful
- 48.1% — Somewhat successful
- 21.9% — Average
- 7.7% — Somewhat unsuccessful
- 0.9% — Very unsuccessful

More than 10 people
- 26.4% — Very successful
- 53.4% — Somewhat successful
- 14.6% — Average
- 4.3% — Somewhat unsuccessful
- 1.2% — Very unsuccessful

0%   10%   20%   30%   40%   50%

■ Very successful   ■ Somewhat successful   ■ Average
■ Somewhat unsuccessful   ■ Very unsuccessful

Likewise, the smallest email teams in our survey were most likely to disagree with the idea that email is directly connected to business success. However, 53.4% of teams with **More than 10** people **Strongly agreed** with that statement.
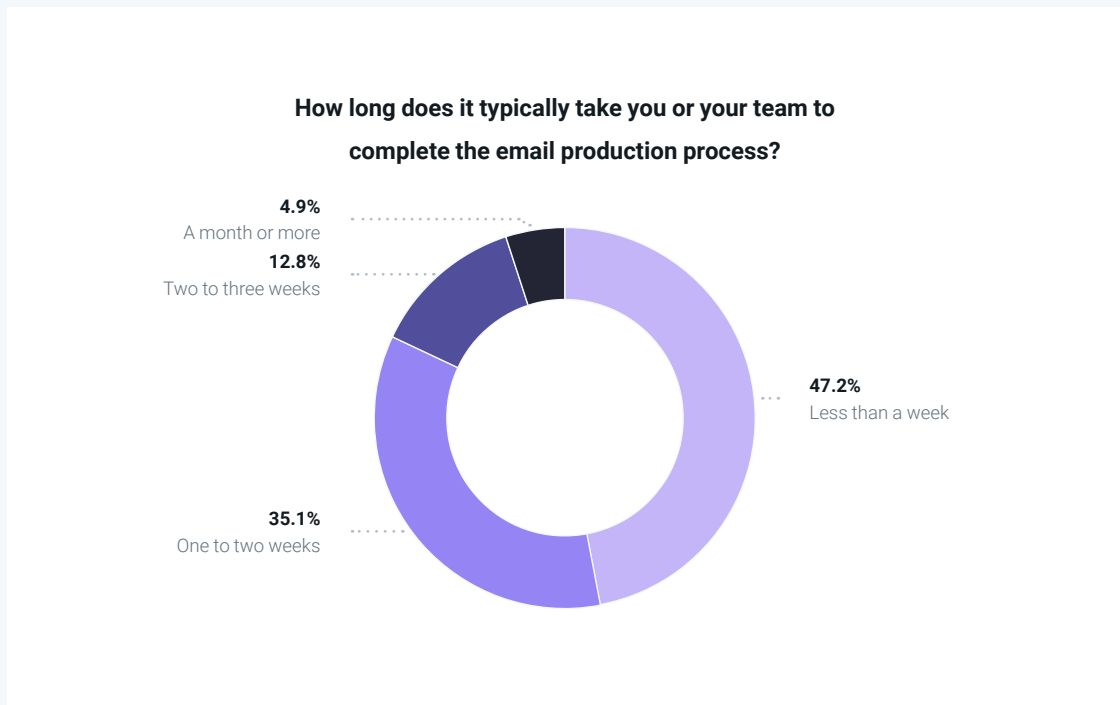
Larger email teams are more likely to report having very successful email programs that are also making an impact on organizational success.

How long does email production take?

Once you've got the team assembled, how long does it take to bring an email marketing plan together? We asked senders to estimate the average time spent on the email production process, which includes the writing, design, development, and optimization of a new campaign.

Most senders in our survey seem to be fairly efficient at launching email campaigns. **It takes 47.2% of email teams Less than a week to complete the email production process.** Another 35.1% say it takes them **One to two weeks** to launch a new campaign.

How long does it typically take you or your team to complete the email production process?

4.9%
A month or more

12.8%
Two to three weeks

47.2%
Less than a week

35.1%
One to two weeks

Team size seems to have a significant impact on the time needed to produce a new email campaign. In many cases, the larger your team, the longer it takes.

The survey shows that 69.9% of **One person email teams** can launch a new campaign in **Less than a week**. On the other side of the chart, teams of **More than 10 people** are most likely to take the longest with 19.3% admitting it takes them A **Month or more** to complete the process.

When it comes to the most common team size of **Two to five people**, just over 83% of senders complete the email production process in two weeks or less.
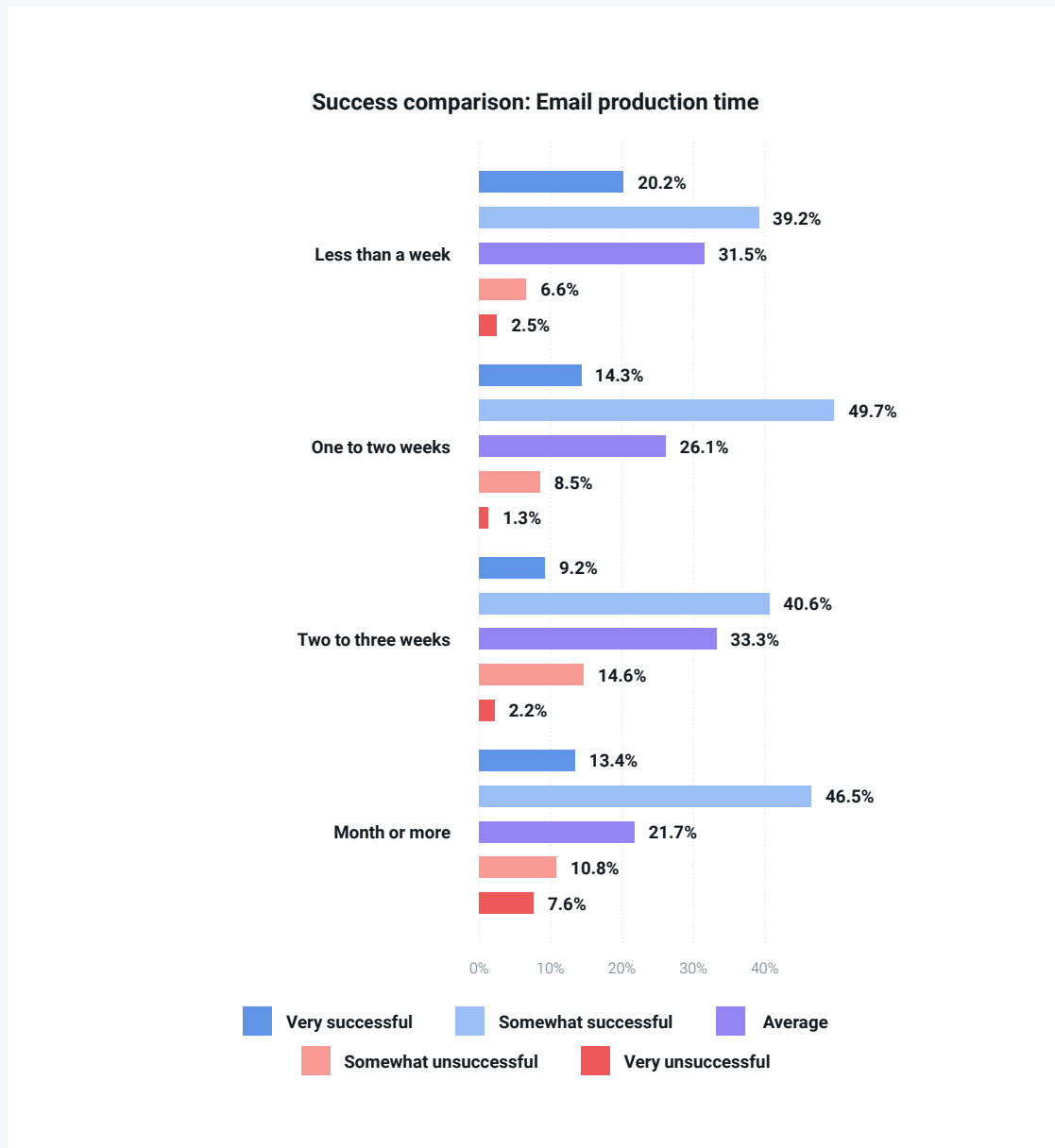
Email production time and team size
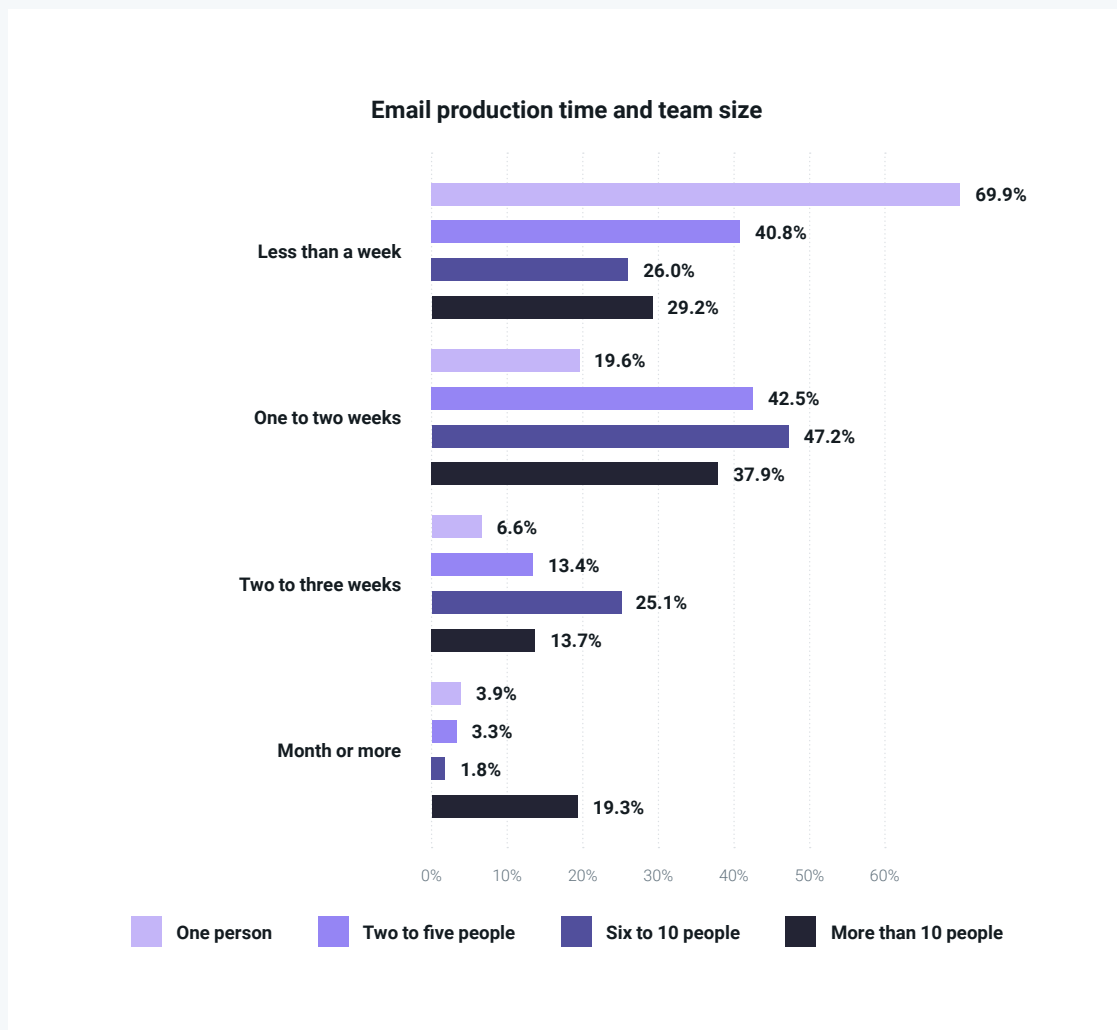
So, there may be advantages to working on your own or in a smaller team. Large email teams must deal with multiple stakeholders and various opinions. There are more hoops to jump through in large companies, siloed communication can slow things down, and the use of more advanced tactics could also add time.

Still, there are plenty of larger email teams getting through the production process much faster than a month. 73.2% of teams with **Six to ten people** are completing email production in less than two weeks as are 67.1% of teams with **More than 10 people**.

The ability to move quickly and efficiently is a nice advantage. But does it equate to a higher rate of email success? In some cases, the answer may be yes.

Success comparison: Email production time

Less than a week
- Very successful: 20.2%
- Somewhat successful: 39.2%
- Average: 31.5%
- Somewhat unsuccessful: 6.6%
- Very unsuccessful: 2.5%

One to two weeks
- Very successful: 14.3%
- Somewhat successful: 49.7%
- Average: 26.1%
- Somewhat unsuccessful: 8.5%
- Very unsuccessful: 1.3%

Two to three weeks
- Very successful: 9.2%
- Somewhat successful: 40.6%
- Average: 33.3%
- Somewhat unsuccessful: 14.6%
- Very unsuccessful: 2.2%

Month or more
- Very successful: 13.4%
- Somewhat successful: 46.5%
- Average: 21.7%
- Somewhat unsuccessful: 10.8%
- Very unsuccessful: 7.6%

Legend: Very successful | Somewhat successful | Average | Somewhat unsuccessful | Very unsuccessful

When we examined segmented results for email program success by production time, we did find that those who take the longest to complete the process are the most likely to call email **Very unsuccessful**. And those who can launch a campaign within a week are most likely to call email **Very successful**.
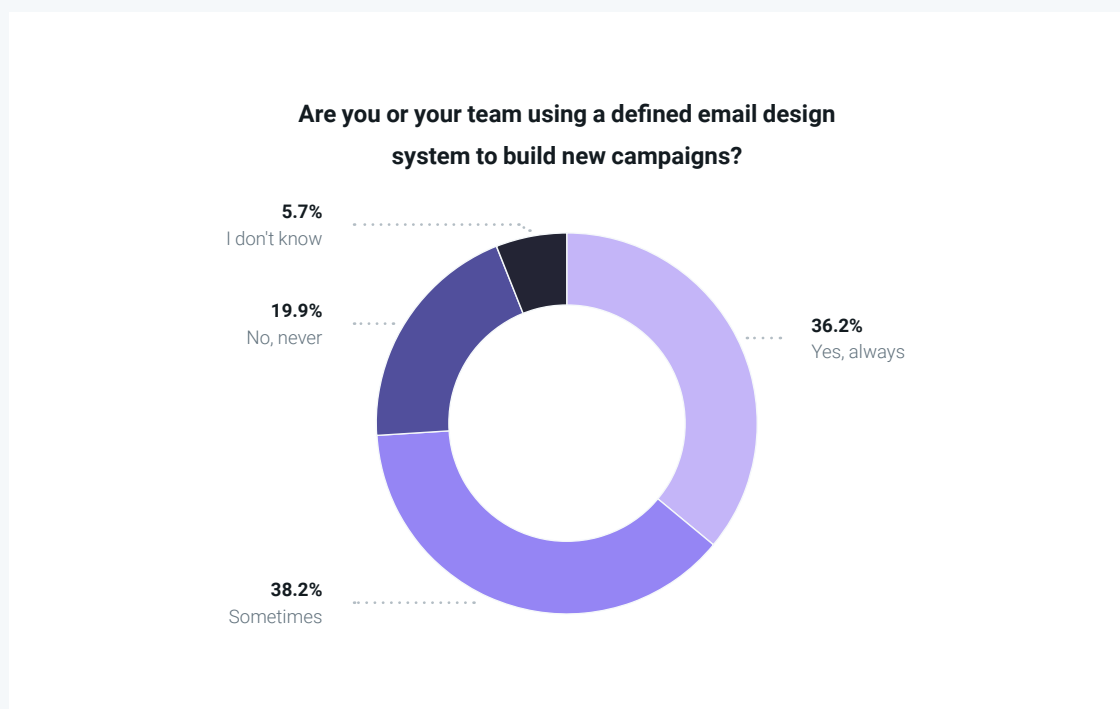
Faster, more efficient email teams were also more likely to **Strongly agree** with the idea that email is directly connected to business success. Teams who say they take **More than a month** to launch an email were most likely to **Strongly disagree**.

More than 80% of email senders can conceptualize, write, design, develop, and launch a new email marketing campaign in two weeks or less.

How are email campaigns built?

Some email teams are winging it, coming up with ideas on the fly while creating and coding new email campaigns from scratch. Others may be using pre-made templates or drag-and-drop builders to make the job quick and easy. Still others have systems in place to make the email production process efficient, consistent, and flexible.

We asked senders if their teams are using a design system for email creation. **An email design system is a set of defined standards, modules, and reusable components that are consistent with brand style guidelines.** The design system lets your team quickly assemble new campaigns using a modular approach that also makes it easy to update and adjust individual components.

Are you or your team using a defined email design system to build new campaigns?

5.7%
I don't know

19.9%
No, never

36.2%
Yes, always

38.2%
Sometimes

When we asked respondents how often they use an email design system, 36.2% said they always do, and 38.2% are using an email design system some of the time. Just under 20% say they never use a design system, and 5.7% don't know how email production happens or may be unaware of what a design system is.

Missed opportunity: Develop efficient processes

According to our survey, the lack of an email design system may be slowing teams down and making it harder to achieve specific goals.

Teams using an email design system are more likely than average to say their email programs were successful in the last year. While 59.9% of all respondents said email was either **Very successful** or **Somewhat successful**, the number jumps to 64.1% for those using a design system.

82.5% of email teams that can launch a new campaign in less than two weeks say they are using an email design system. That includes 68.6% of teams that can complete the process in under a week. This may be the biggest benefit of following defined email creation processes. They help your team move faster and get more done.

Find out how the Sinch Email team built an email design system that works with four unique brands.

"It takes the pressure off when we get last-minute requests, and it causes minimal disruptions to our schedule because we can turn things around fairly quickly using an email design system."
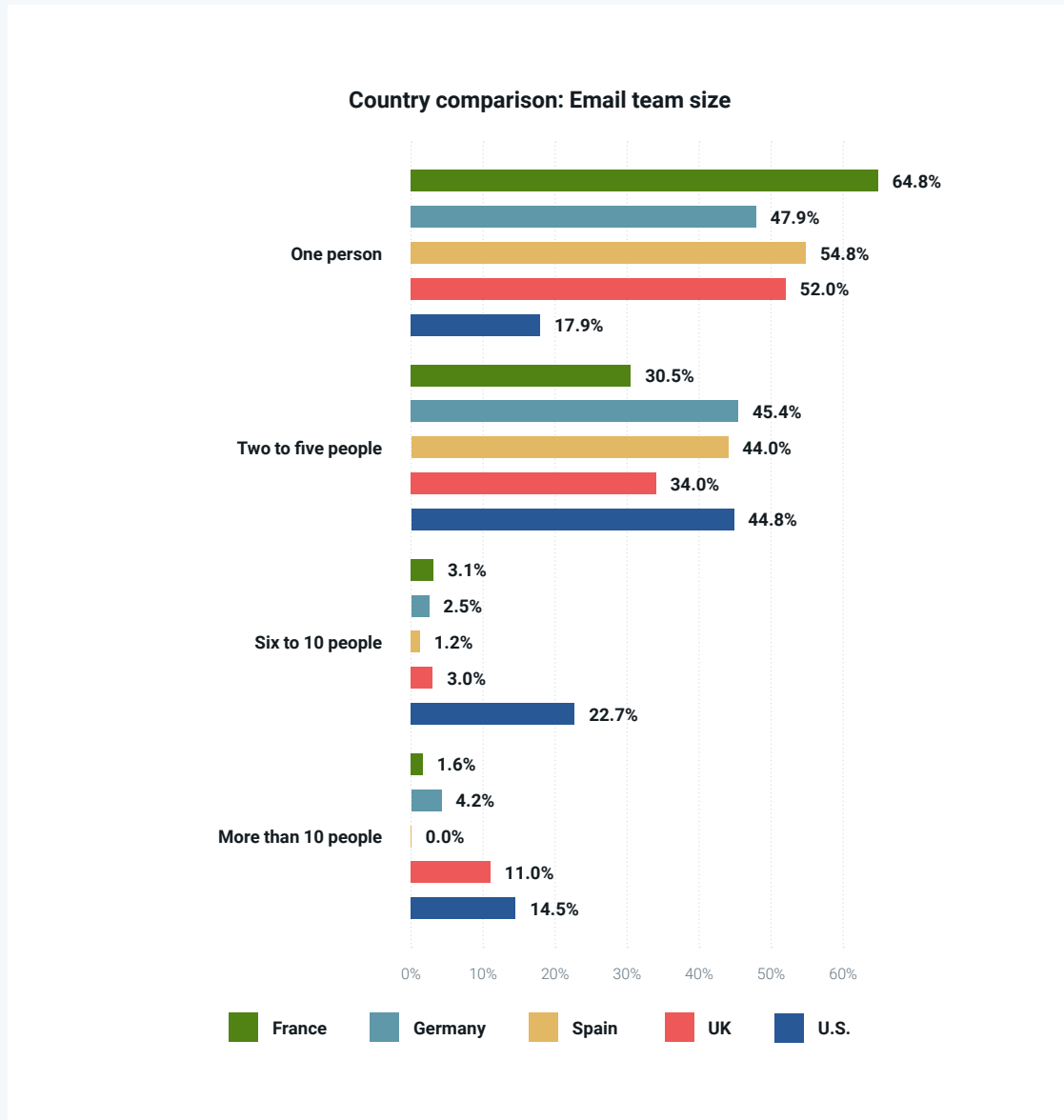
Julia Ritter
Email Marketing Manager, Sinch Email
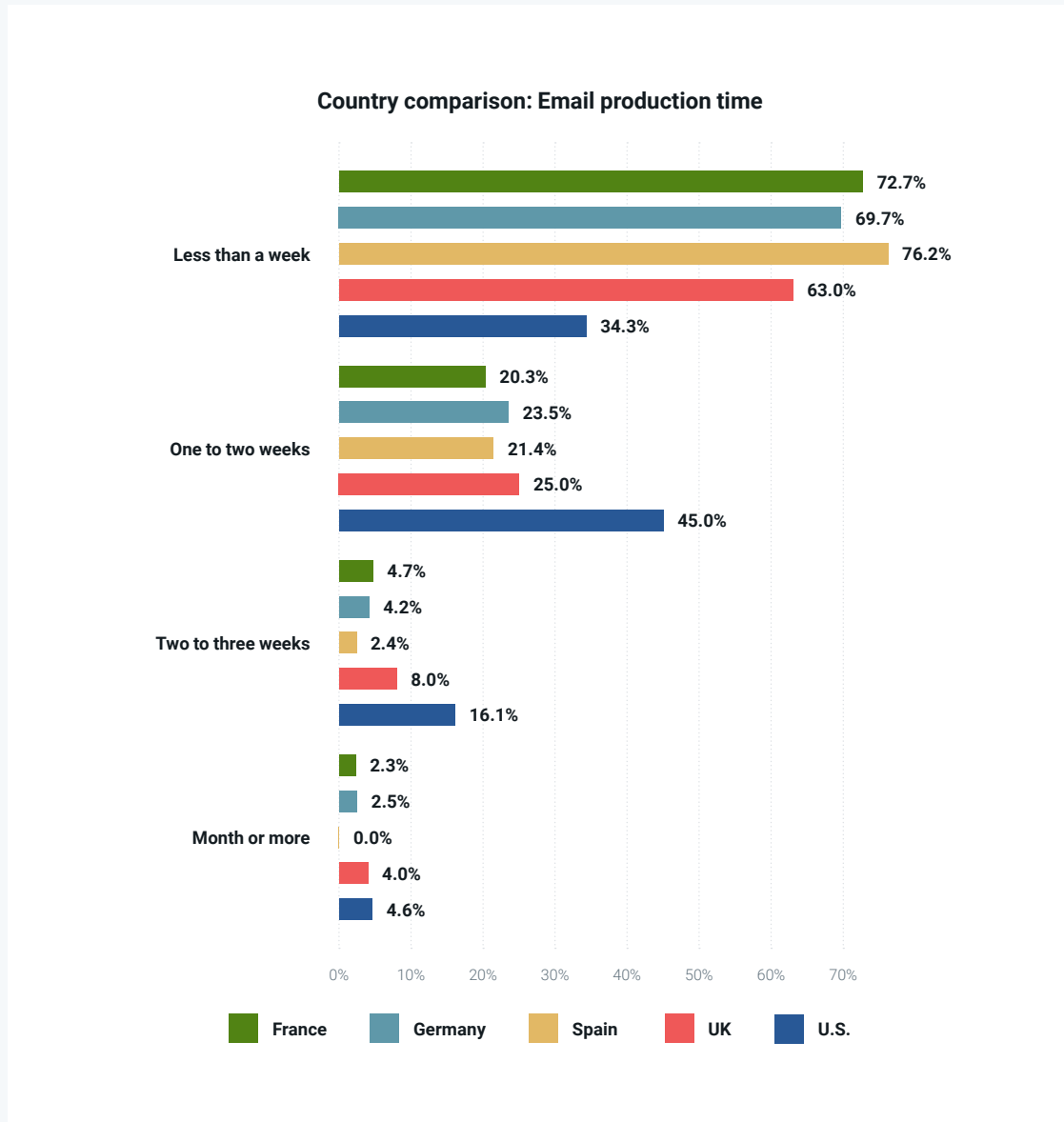
International insights

From an international perspective, the U.S. is the region most likely to operate with large email teams. **Among U.S. companies in our survey, a combined 37.2% have teams with six or more people.** As with overall survey results, an email team of **Two to five people** seems to be a common size in all five countries.

Country comparison: Email team size

One person
- France: 64.8%
- Germany: 47.9%
- Spain: 54.8%
- UK: 52.0%
- U.S.: 17.9%

Two to five people
- France: 30.5%
- Germany: 45.4%
- Spain: 44.0%
- UK: 34.0%
- U.S.: 44.8%

Six to 10 people
- France: 3.1%
- Germany: 2.5%
- Spain: 1.2%
- UK: 3.0%
- U.S.: 22.7%

More than 10 people
- France: 1.6%
- Germany: 4.2%
- Spain: 0.0%
- UK: 11.0%
- U.S.: 14.5%

Legend: France, Germany, Spain, UK, U.S.

Senders in France are the most likely to have the smallest teams with almost 65% saying **One person** handles everything to do with email. However, French senders are also among the fastest with 72.7% saying they can complete a new campaign in **Less than one week**. Senders in Spain were the fastest with more than 75% completing the process in less than seven days.

In the U.S. where larger teams are more common, the email production time tends to take a bit longer, but not dramatically so. **Just under 80% of U.S. email teams can launch a new campaign in less than two weeks time.**

Country comparison: Email production time

Less than a week	
France	72.7%
Germany	69.7%
Spain	76.2%
UK	63.0%
U.S.	34.3%

One to two weeks	
France	20.3%
Germany	23.5%
Spain	21.4%
UK	25.0%
U.S.	45.0%

Two to three weeks	
France	4.7%
Germany	4.2%
Spain	2.4%
UK	8.0%
U.S.	16.1%

Month or more	
France	2.3%
Germany	2.5%
Spain	0.0%
UK	4.0%
U.S.	4.6%

Legend: France, Germany, Spain, UK, U.S.

Email design systems are being used quite regularly among senders in all five countries. The U.S. was only slightly more likely to respond **Yes**, **Always** or **Sometimes**. While the survey found that about 40% of senders in France never use an email design system, that's probably related to team size. You're less likely to need a defined design system if you're taking care of email on your own.

Industry insights

When examining team size and industry, a group of **Two to five people** was once again the most common answer. A few industries stood out for having the smallest or largest email teams.

Most likely to have One person email teams:

- **Real estate** (56.8%)
- **Transportation/Distribution** (55.6%)
- **Retail/Ecommerce** (48.8%)
- **Non-profit** (47.9%)

In the United States, realtors tend to do a lot of their own marketing, which could account for the high percentage of single person teams in that industry. While ecommerce stores use email often, many smaller businesses now have online shops but may not have large marketing teams. Non-profits with limited budgets are also likely to have smaller marketing teams.

Most likely to have email teams of 10 or more people:

- **Pharmaceutical/Chemical** (21.4%)
- **Manufacturing** (19.4%)
- **Government/Military** (17.4%)
- **Automotive** (16%)

Senders working for companies that manufacture products like consumer packaged goods as well as pharmaceutical companies may often be employed by large corporations with multiple brands or product lines. So, these organizations need larger email teams.

There were also some noticeable variations among industries that have implemented email design systems.

**Most likely to always use an email design system:**

- **Government/Military** (56.5%)
- **Manufacturing** (51.1%)
- **Media/Publishing** (50.7%)
- **Professional services** (46.5%)

Most likely to never use an email design system:

📱 **Telecommunications** (48.3%)

✈️ **Transportation/Distribution** (38.9%)

🤲 **Non-profit** (32.9%)

🏛️ **Government/Military** (30.4%)

It's interesting to see that the Government/Military shows up on both lists. More than half of respondents say they always use a design system while 30% never do. This could be related to the level of government (federal, state, local, etc.) or the type of agency.
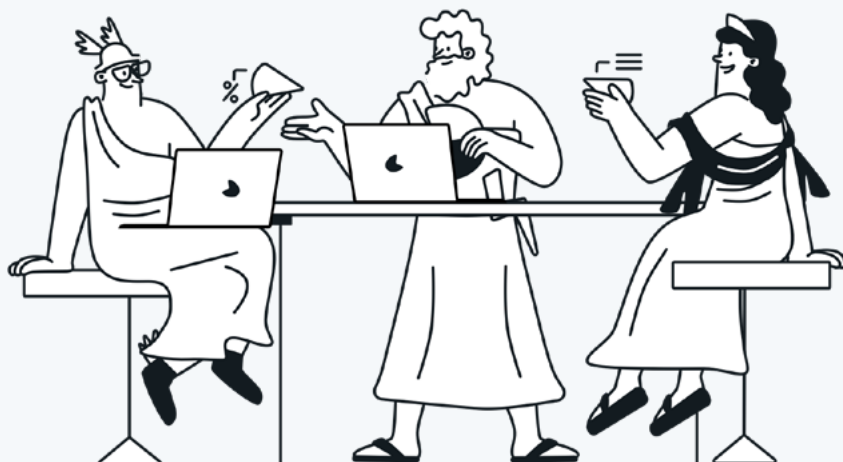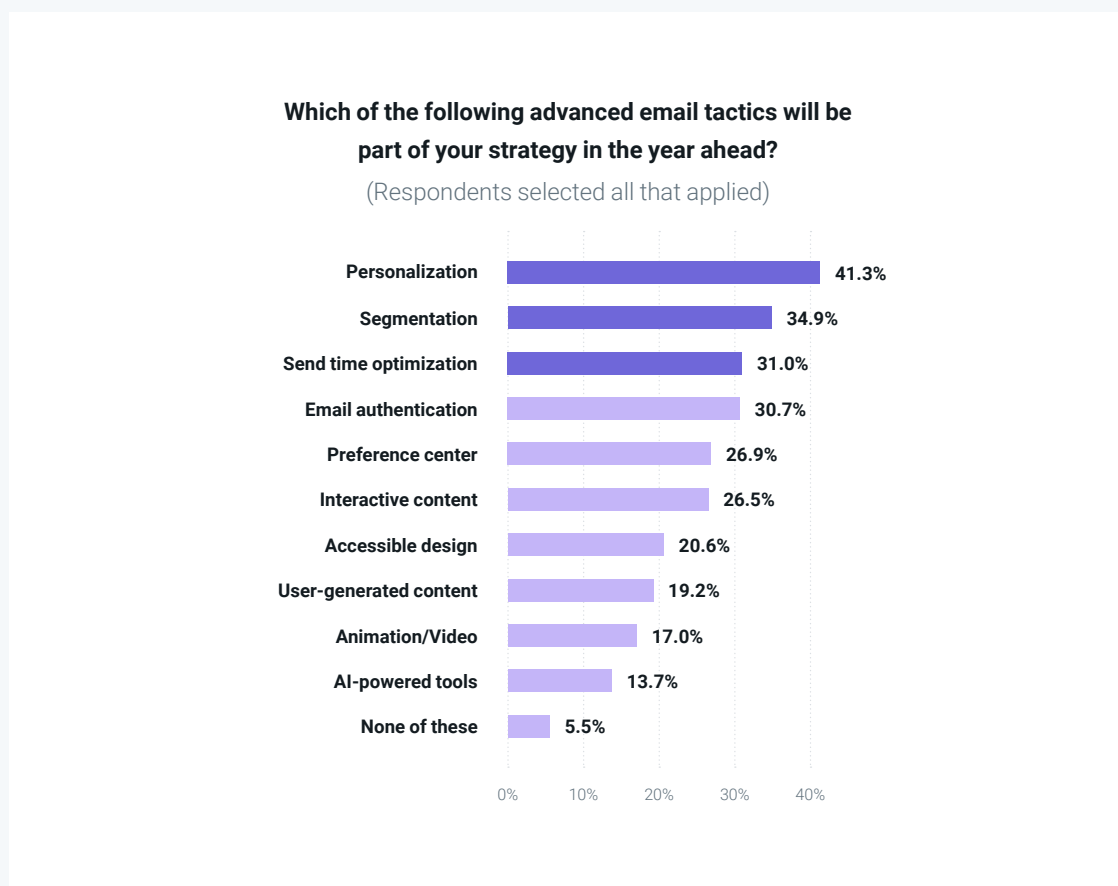
PART 6

Moving email strategy forward

Where will your team take email marketing in 2023? Near the end of 2022, as senders set goals and finalized strategies for a new year, we asked them to tell us about the types of advanced tactics they planned to use to take their programs to the next level.

Topping the list of 10 options, we find two tactics that are familiar to many email marketers: **Personalization** (41.3%) and **Segmentation** (34.9%). Both efforts serve to make email marketing more relevant to your subscribers and more effective for senders.

Which of the following advanced email tactics will be part of your strategy in the year ahead?

(Respondents selected all that applied)

Tactic	Percentage
Personalization	41.3%
Segmentation	34.9%
Send time optimization	31.0%
Email authentication	30.7%
Preference center	26.9%
Interactive content	26.5%
Accessible design	20.6%
User-generated content	19.2%
Animation/Video	17.0%
AI-powered tools	13.7%
None of these	5.5%

List segmentation is the process of dividing up contacts into groups based on things like location, job title, gender, product preferences, and much more. When you segment your list, you can tailor your messaging, offers, and the overall email experience for these groups. Segmenting subscribers and using analytics to evaluate behavior can even provide insights into different target audiences.

Email personalization also increases the relevancy of your campaigns, but it does so on an individual level. In Mailjet's Inbox Insights 2023 survey, we found that **around 60% of the most successful email marketers called personalization the best way to increase engagement**. However, more than half of global respondents in the 2023 survey did not select **Personalization**, which suggests it isn't top of mind for those senders as a strategic tactic in the year ahead.

31% of respondents say they will be using Send time optimization in 2023. This is a tactic that could help messages stand out in crowded inboxes. The idea is, if your campaign is at the top of the inbox when people check their email, it's a lot harder to ignore.

When you're delivering emails across different time zones, adjusting the send time is necessary. But send-time optimization strategies get much more complex than that. Automated solutions make it possible to send messages at defined times for specific subscribers based on data that indicates when they're most likely to be checking email. **So, send time optimization is a form of email personalization.**

*According to Mailgun, campaigns using send time optimization
(STO) see an uptick of 5% to 10% in opens and clicks.*

It's encouraging to see that just over 30% of senders plan to pursue Email authentication in 2023. Doing so helps make the inbox a safer place for subscribers while protecting your brand's reputation. Cybersecurity research shows phishing is on the rise with an extensive study from SlashNext finding a 61% increase in attacks from 2021 to 2022.

In the survey options, we called out enhancements such as Domain-based Message Authentication, Reporting and Conformance (DMARC) and Brand Indicators for Message Identification (BIMI). DMARC and BIMI go hand-in-hand. A DMARC enforcement policy tells receiving email servers how they should filter messages that fail other email authentication protocols.

DMARC is considered the best method for preventing the type of phishing known as brand spoofing. With a strong enough DMARC policy, senders are eligible to have a certified logo appear by messages in the inbox using the BIMI specification. Improving email authentication is an excellent way to build a better sender reputation and improve deliverability.

"Mailbox providers need ways to identify who a sender really is. Without email authentication, it's hard to tell where email traffic is coming from. What authentication does for senders is it makes it possible for them to say, 'This message is from us, it's our email traffic, and we're allowed to do this.'"

Nick Schafer, Sr. Manager, Deliverability & Compliance, Sinch Email
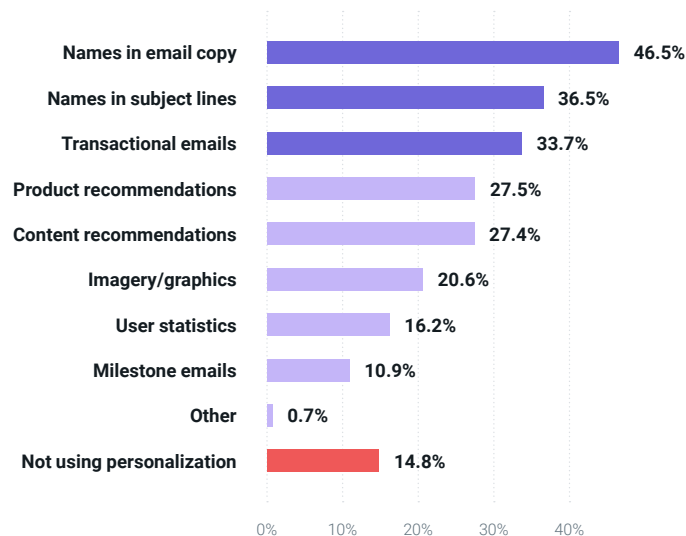
How is email personalization being used?

Let's take a closer look at the top advanced tactic in our survey, **Personalization**. An email personalization strategy can take on many shapes. Survey findings suggest a lot of marketers are using subscribers' names in subject lines and campaigns. While this is a good first step, there's much more that can be done.

When asked to select all the ways in which they are personalizing the email experience, 46.5% of respondents said they use **Names in email copy**, another 36.5% said they are using **Names in subject lines**, and 33.7% are personalizing **Transactional emails**. Just under 15% said they are **Not using personalization** at all.

In what ways are you using email personalization?

(Respondents selected all that applied)

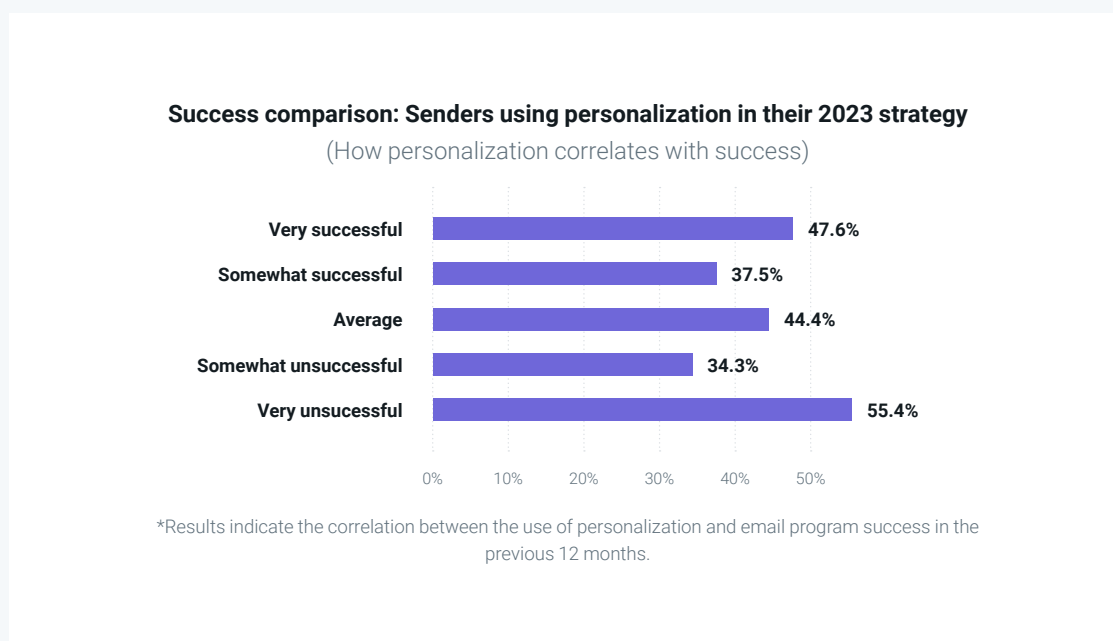| Category	Percentage
Names in email copy	46.5%
Names in subject lines	36.5%
Transactional emails	33.7%
Product recommendations	27.5%
Content recommendations	27.4%
Imagery/graphics	20.6%
User statistics	16.2%
Milestone emails	10.9%
Other	0.7%
Not using personalization	14.8%

The most important goal of email personalization is to make your messages more personal. Email marketers need to ask whether basic name personalization truly does that. Have people become so accustomed to seeing their names in email subject lines that they're tuning it out?

In 2022, Martech.org reported on an email benchmark study that suggested personalized subject lines have lower open rates than generic ones. The research showed personalized subject lines underperformed by more than 3%. However, personalization in the body copy produced higher click rates. Our survey results suggest senders are realizing that.

Some of the most intriguing findings from the Inbox Insights 2023 survey is the correlation between email personalization and email program success. You might assume that senders who personalize are more successful, but the results are a bit curious.

Of those who plan to pursue the advanced tactic of **Personalization** in 2023, 47.6% have **Very successful** email programs, but 55.4% have **Very unsuccessful programs**.

Success comparison: Senders using personalization in their 2023 strategy
(How personalization correlates with success)

Category	Percentage
Very successful	47.6%
Somewhat successful	37.5%
Average	44.4%
Somewhat unsuccessful	34.3%
Very unsucessful	55.4%

*Results indicate the correlation between the use of personalization and email program success in the previous 12 months.
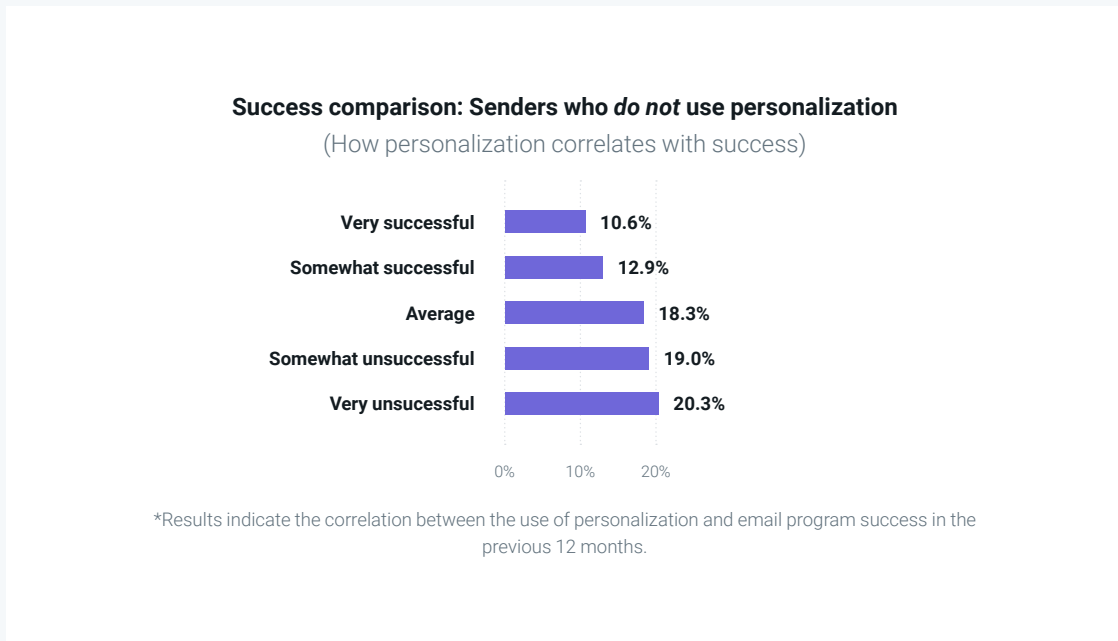
This could reflect different things. It's possible that senders with unsuccessful email efforts plan to implement personalization tactics they hope will improve their programs in 2023. It could also represent the difference between email marketers with advanced personalization strategies and those who put less thought into it.

If we look at senders who are **Not using personalization** and compare it with program success, we see that more than 20% of those respondents reported having **Very unsuccessful** programs while another 19% described email as **Somewhat unsuccessful**. Keep in mind, in the overall survey, only 2.3% of all senders called their programs **Very unsuccessful**.

Less common personalization tactics such as **Product recommendations** (27.5%), **Content recommendations** (27.4%), as well as personalized **Imagery/Graphics** (20.6%), and **User statistics** (16.2%) are connected to the actual inbox experience. They not only make your brand's emails feel personal, but they make them valuable and enjoyable.
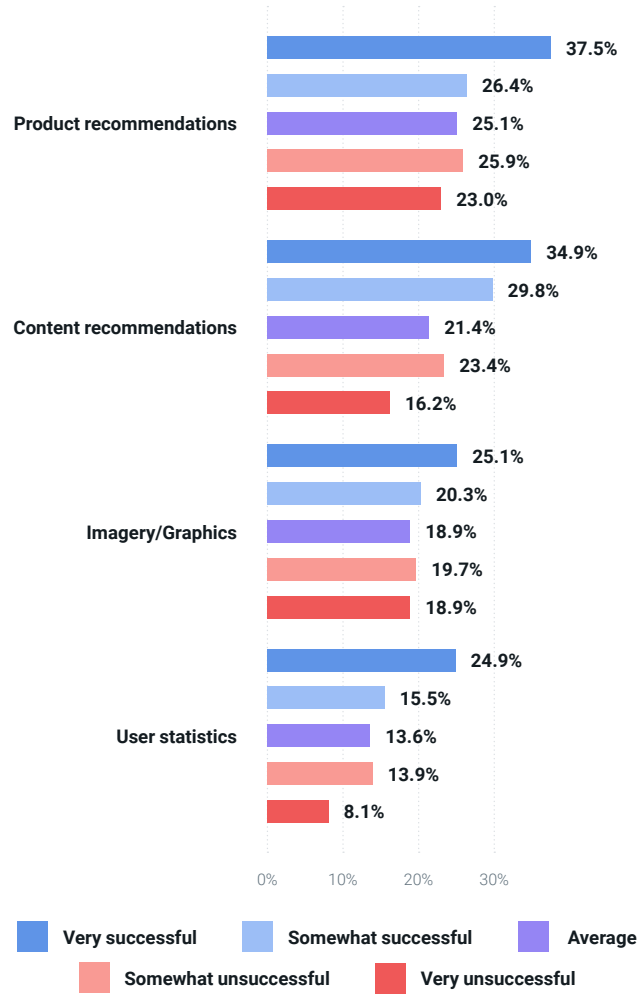
Success comparison: Senders who *do not* use personalization

(How personalization correlates with success)

Very successful	10.6%
Somewhat successful	12.9%
Average	18.3%
Somewhat unsuccessful	19.0%
Very unsucessful	20.3%

0%   10%   20%

*Results indicate the correlation between the use of personalization and email program success in the previous 12 months.

These advanced personalization tactics also have a correlation to program success. Those with **Very successful** programs were always most likely to select tactics that personalize the email experience.

Advanced personalization and email program success

(How personalization correlates with success)

Product recommendations
- 37.5%
- 26.4%
- 25.1%
- 25.9%
- 23.0%

Content recommendations
- 34.9%
- 29.8%
- 21.4%
- 23.4%
- 16.2%

Imagery/Graphics
- 25.1%
- 20.3%
- 18.9%
- 19.7%
- 18.9%

User statistics
- 24.9%
- 15.5%
- 13.6%
- 13.9%
- 8.1%

0%   10%   20%   30%

- **Very successful**
- **Somewhat successful**
- **Average**
- **Somewhat unsuccessful**
- **Very unsuccessful**

*Results indicate the correlation between the use of different forms of personalization and email program success in the previous 12 months.

Missed opportunity: Mark subscriber milestones

The least cited email personalization tactic in our survey was **Milestone emails**. Only 10.9% of senders say they are using and personalizing this type of campaign. But celebrating subscriber milestones represents an easy win for creating personal connections through personalization.

A milestone email could include a subscriber's birthday as well as the anniversary of signing up or placing their first order. Software as a Service brands could send milestone emails as part of the onboarding process, congratulating users for accessing a new feature or completing online training.

User statistics and **Milestone emails** work well together. It's a way to share data that's relevant and personal. These emails are also easy to automate because they can be triggered to send when a subscriber hits a datapoint that represents a milestone.

Ultimately, the purpose of email personalization is to make the message all about the individual subscriber and their experience with your brand. Celebrating milestones is the perfect way to do that.

*Senders with **Very successful** email programs are the most likely to deliver personalized recommendations, imagery, and user statistics.*

What data is used for personalization?

To wrap up our exploration of email personalization insights, let's find out what types of data email marketers are using to do the job in 2023.

Given the earlier results, it's no surprise that the **Subscriber name** (53.1%) was the most cited piece of data used to personalize emails.
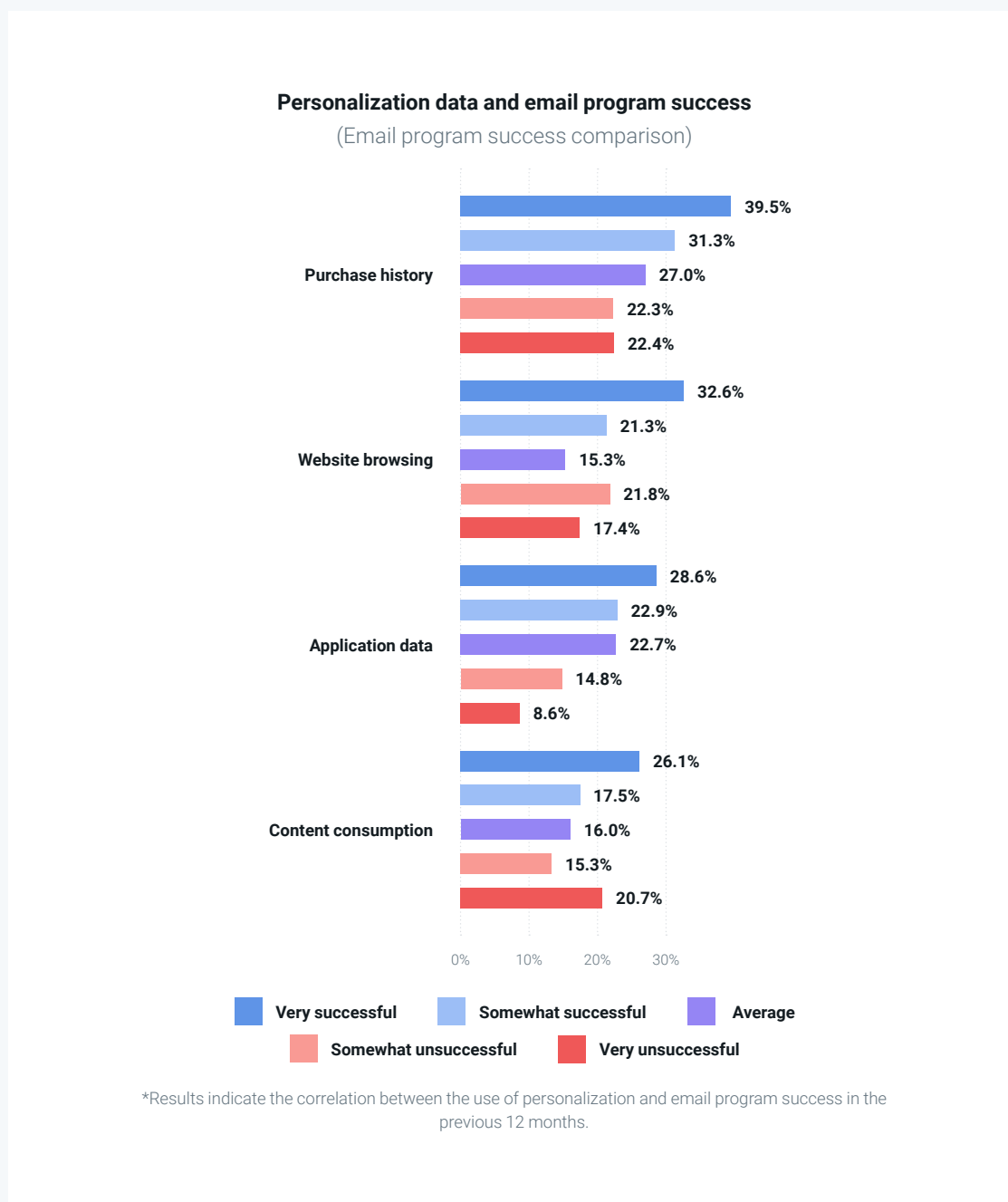
What types of subscriber data do you use to personalize emails?

(Respondents selected all that applied)

Data type	Percentage
Subscriber name	53.1%
Purchase history	30.6%
Birthday/Anniversary	28.0%
Location	26.2%
Application data	22.9%
Website data	21.7%
Demographics	20.2%
Content consumption	18.5%
Signup forms	14.7%
Subscriber surveys	13.2%
Other	1.7%
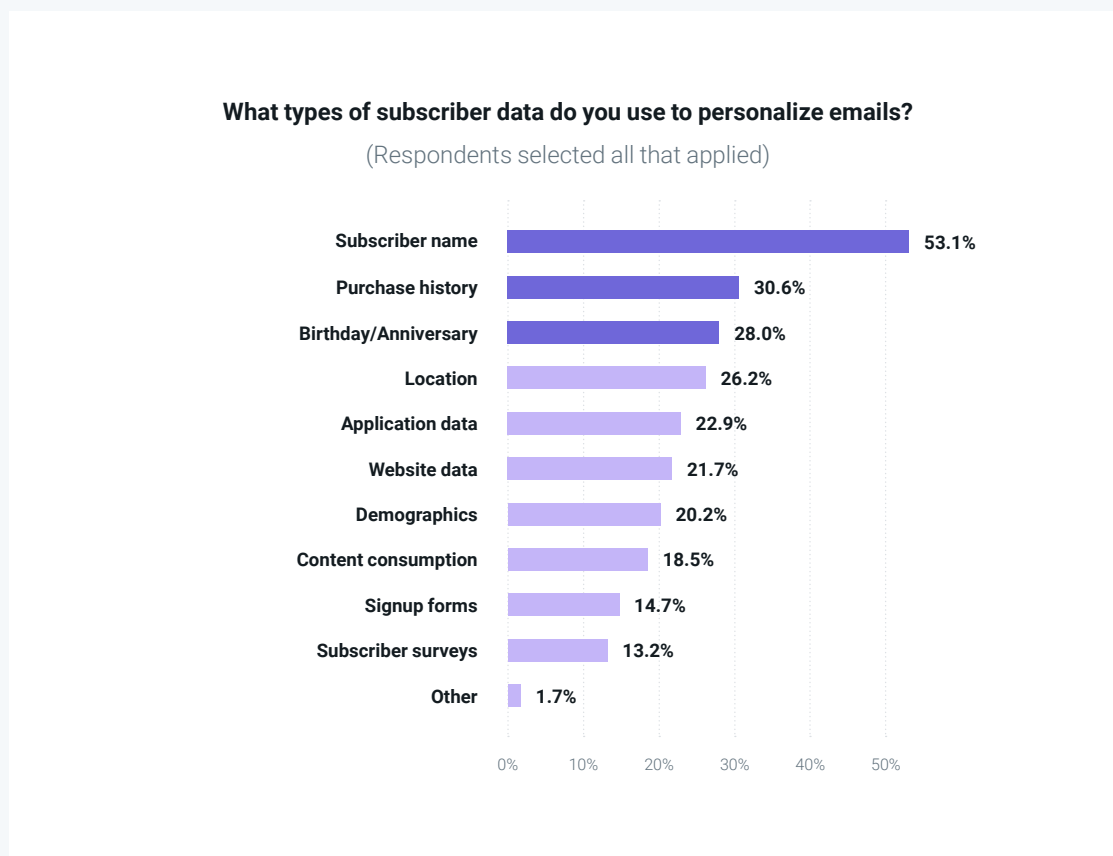
Just over 30% of senders are using **Purchase history** data for email personalization. This could be for transactional email communications, to make relevant product recommendations, or to encourage reorders and renewals at the right time.

Respondents selected most other personalization data options between 15% and 30% of the time. However, survey results once again suggest that advanced personalization tactics support a more successful email program.

Senders with **Very successful** email programs were noticeably more likely to select **Purchase history**, **Website browsing**, **Application data**, and **Content consumption** as potential sources of information for email personalization. These senders are building personalized experiences that are better for their subscribers and their business goals.

Personalization data and email program success

(Email program success comparison)

Purchase history
- 39.5%
- 31.3%
- 27.0%
- 22.3%
- 22.4%

Website browsing
- 32.6%
- 21.3%
- 15.3%
- 21.8%
- 17.4%

Application data
- 28.6%
- 22.9%
- 22.7%
- 14.8%
- 8.6%

Content consumption
- 26.1%
- 17.5%
- 16.0%
- 15.3%
- 20.7%

0%   10%   20%   30%

■ **Very successful**   ■ **Somewhat successful**   ■ **Average**
■ **Somewhat unsuccessful**   ■ **Very unsuccessful**

*Results indicate the correlation between the use of personalization and email program success in the previous 12 months.

Which brings up an excellent point... **Email personalization should have a purpose.** If you're adding subscribers' names, crossing your fingers, and hoping it increases engagement and conversions, you're not thinking strategically.

Find the best opportunities for email personalization by carefully considering how these methods will impact subscriber behavior. And be sure to A/B test personalization tactics to find out what really works. Get tips on personalization best practices on the Mailjet blog.

*Successful senders focus on personalization with a purpose.
They are more likely to personalize the inbox experience
using data that represents individual preferences.*

Missed opportunity: A personalized visual experience

If basic name personalization isn't doing much for you, but you struggle to find ways to use data effectively, **visuals may be the key to improving personalized email performance**.

Our survey found that only around 20% of senders are personalizing **Imagery/Graphics**. In an article for Only Influencers, the CEO of Movable Ink explains that he sees visuals as an opportunity for improving the use of subscriber data in email campaigns.

> "In fact, data and creative are a potent combination in marketing. I agree that automation can optimize segmentation, testing, and targeting, but it is also the key to solving the content bottleneck. Brands have invested tons in tools for collecting and understanding data to deliver personalized experiences, but those experiences need to be visually engaging and consistent across channels."

Vivek Sharma
CEO/Founder, Movable Ink

Personalized visuals could include graphics with live text that displays the subscriber's name or other personal information. It could also include data visualization or product images based on a subscriber's behavior and preferences. Most marketers use third-party tools to help with personalized visuals.

International insights

When it comes to differences among the five regions on which we're focusing in this report, there are a few areas where some countries stand out from the rest.

- 60% of senders in the UK are making **Personalization** part of their 2023 strategy. That compares to the global average of 41.3%.

- 58.7% of senders in Spain plan to implement more **Segmentation** in 2023. That's significantly higher than the global average of 34.9%.

- 37% of senders in France want to add **Animation/Video** to campaigns in 2023, which compares to a global average of 17%.

The U.S. stands out in three areas of advanced email strategy: **Interactive content** (28.8%), **Email authentication** (40.6%), and **Preference centers** (33.8%). More than 26% of senders in Germany also plan to implement or enhance subscriber preference centers in 2023. This could be linked to GDPR compliance as German senders would want to be sure they only send what contacts have consented to receive.

Country comparison: Advanced email tactics

Interactive content	
France	16.0%
Germany	12.6%
Spain	15.7%
UK	20.0%
U.S.	28.8%

Email authentication	
France	14.4%
Germany	16.0%
Spain	19.3%
UK	22.0%
U.S.	40.6%

Preference centers	
France	14.0%
Germany	26.1%
Spain	7.2%
UK	23.0%
U.S.	33.8%

Legend: France, Germany, Spain, UK, U.S.
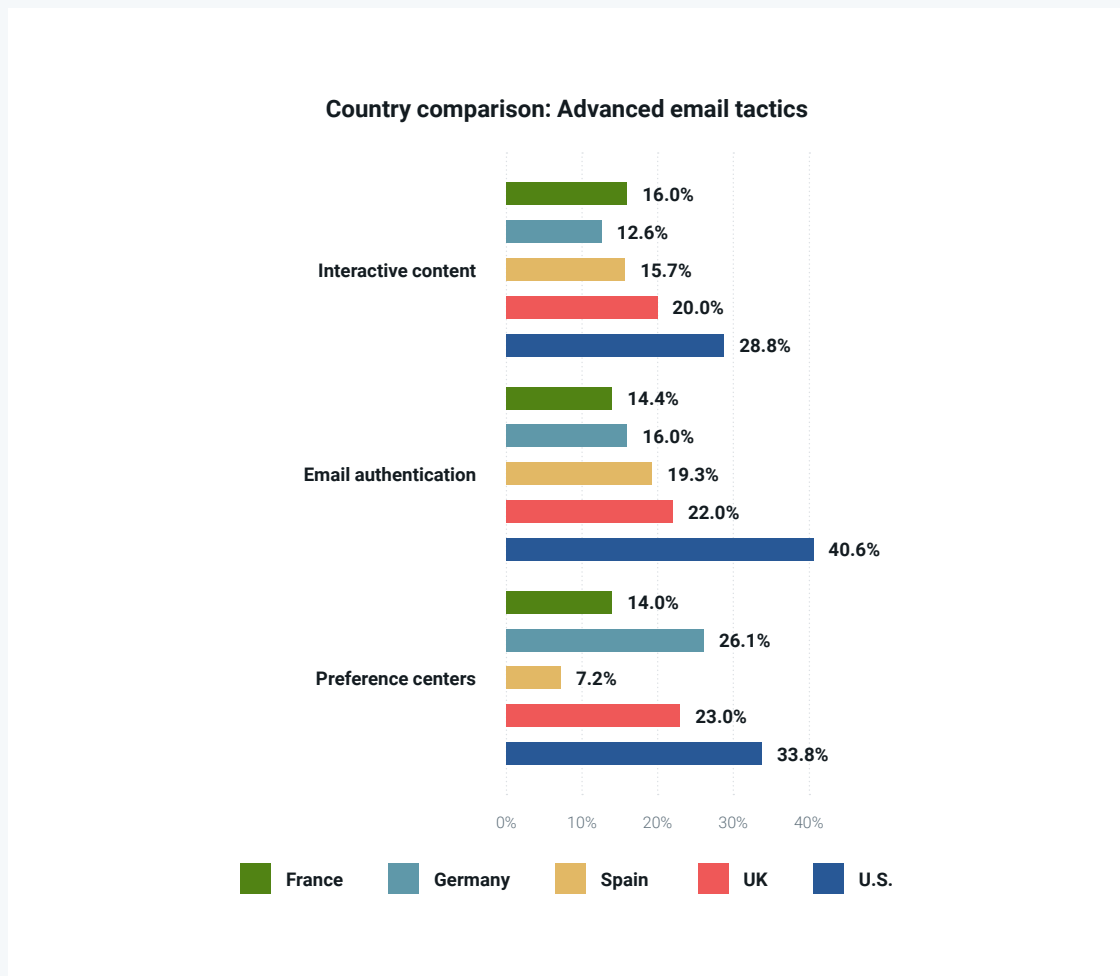
Among these five regions, France (37.2%) was the most likely one to admit to **Not using personalization**. In the U.S., senders are more likely than the other regions to use **Product recommendations** (33.2%) and **Content recommendations** (36.5%) for email personalization.

Country comparison: Senders not using personalization

Not using personalization	37.2%
	22.7%
	16.9%
	12.0%
	8.5%

0%   10%   20%   30%

■ France   ■ Germany   ■ Spain   ■ UK   ■ U.S.
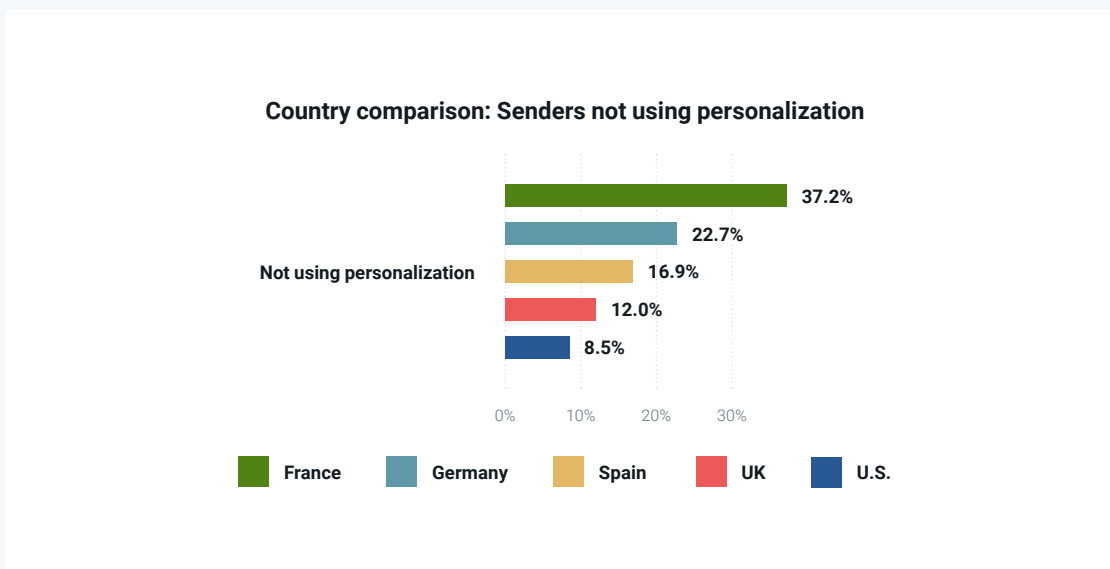
If you're a sender with an international strategy, you should be mindful of data privacy laws and how they impact your personalization strategy. GDPR is still the most comprehensive privacy regulation in the world. The law affects anyone storing personal data from citizens of France, Germany, and Spain (as well as other EU nations). While the UK has its own version of GDPR, the U.S. has federal legislation in the works.

As you collect and store data for personalization, make sure you have a plan for protecting it and staying compliant. Mailjet's Data Privacy Officer (DPO) reminds us of how investing in privacy is just as important as implementing personalization.

"At the end of the day, it's about ROI. People are much more aware of privacy risks as well as their rights. They want to trust brands, but they also expect brands to treat their personal data with care and respect."

Darine Fayed, General Counsel & DPO, Sinch Email

Industry insights

In comparison to the overall average of 41.3%, senders from six different industries appear to place a higher importance on email personalization in 2023.

Most likely to select Personalization as an advanced tactic to focus on in 2023:

- **Advertising** (62.8%)
- **Travel/Hospitality** (56.8%)
- **Non-profit** (56.2%)
- **Software as a Service** (56.1%)
- **Retail/Ecommerce** (54.7%)
- **Media/Publishing** (53%)

Many of these industries are marketing to individual users, customers, and subscribers, which gives them plenty of opportunities for personalization. However, our survey results indicate B2B senders are just as likely to pursue email personalization as B2C.

Results show that some of the same industries that plan to focus on **Personalization** in 2023 are also on the list of those who currently claim they do not personalize emails at all.

Most likely to report they are Not using personalization:

- **Non-profit*** (31.5%)
- **Government/Military** (26.1%)
- **Travel/Hospitality*** (23%)
- **Retail/Ecommerce*** (22.7%)
- **Media/Publishing*** (19.9%)
- **Pharmaceutical/Chemical** (19.9%)

*Industries that were most likely to have personalization plans in 2023 and currently don't use it at all.

The fact that some industries show up on both lists suggests that personalization is not a preferred tactic for any industry. In fact, it could benefit any company's email marketing efforts. Instead, these results may indicate that there are senders in every industry with more advanced strategies as well as those who still need to make personalization part of their plans.
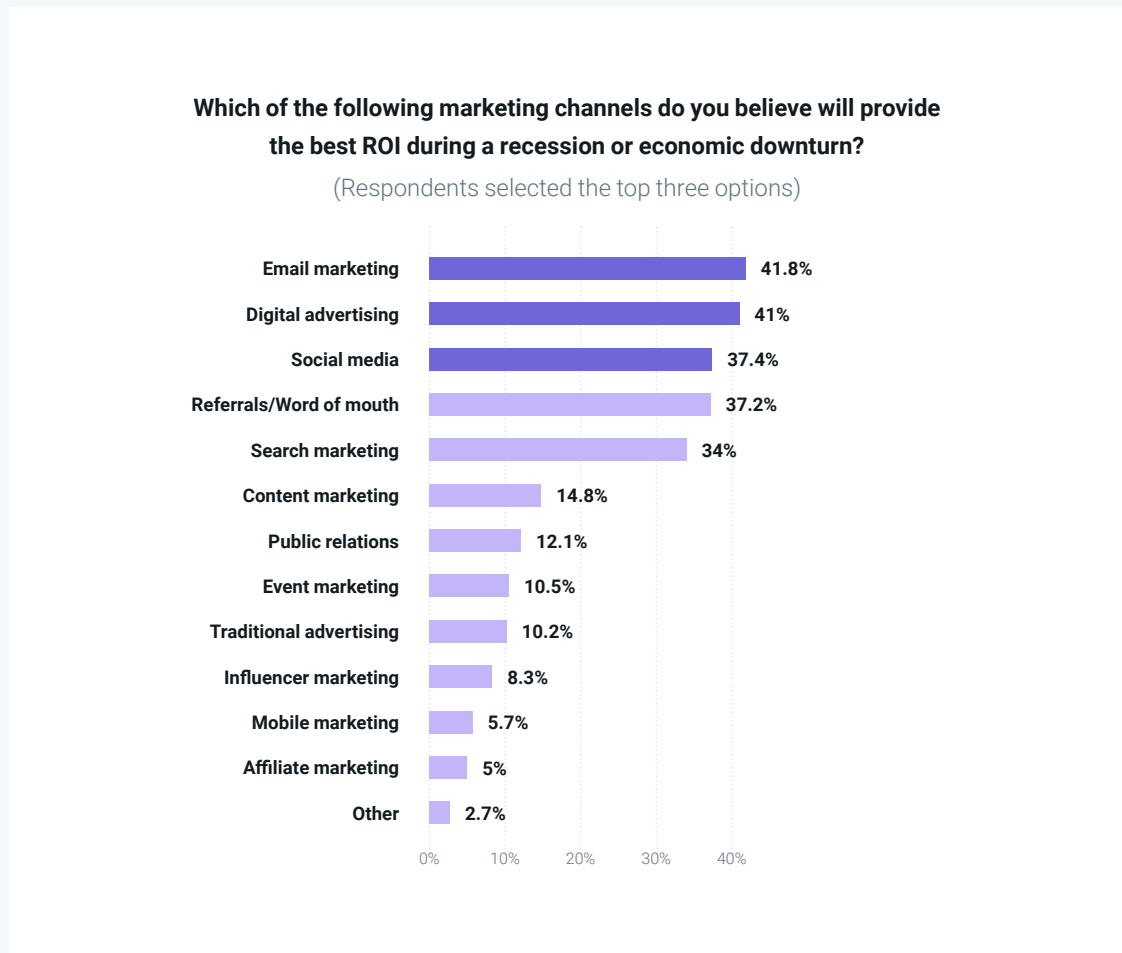
CONCLUSION

What to expect in 2023

We may be headed for uncertain times in the coming months. One thing that does seem certain is that you can rely on email to support your business no matter what happens.

In late 2022, Mailjet released the report, "Email and the evolving economy", which questioned senders on the impact of a possible global recession. The survey found that many senders around the world believe economic factors such as inflation, energy prices, and reduced consumer spending could have a negative impact on their businesses in 2023.

However, survey respondents also selected email as the marketing channel that will provide the best ROI in an economic downturn.

Which of the following marketing channels do you believe will provide the best ROI during a recession or economic downturn?

(Respondents selected the top three options)

Channel	Percentage
Email marketing	41.8%
Digital advertising	41%
Social media	37.4%
Referrals/Word of mouth	37.2%
Search marketing	34%
Content marketing	14.8%
Public relations	12.1%
Event marketing	10.5%
Traditional advertising	10.2%
Influencer marketing	8.3%
Mobile marketing	5.7%
Affiliate marketing	5%
Other	2.7%

Dela Quist, CMO of the agency Alchemy Worx, wrote for Only Influencers that he tries to avoid making predictions about the email industry's future. Yet, he believes email will "break records in 2023." He's watched what happens with the channel during economic downturns of the past and is confident that email will remain indispensable.

> *"Businesses become increasingly reliant on their email subscribers to pick up the shortfall in sales, which typically results in a significant increase in email's overall importance to the business. 2023 will be no different."*

Dela Quist, CMO, Alchemy Worx

Dela goes on to say that email is also a key channel when organizations need to communicate pricing changes, inventory updates, and more. Plus, he believes that companies will benefit from moving marketing budget from channels like paid search into email.

That may be exactly what happens. Our "Email and the evolving economy" report found that respondents viewed digital advertising as the channel most likely to be cut in response to a recession.

So, if senders find themselves in the position to shift budget and resources to email marketing in 2023, where should the money go? When Mailjet asked some in-house experts to provide their thoughts on email trends for this year, we heard about everything from using zero-party data for personalization to adding interactivity to the inbox. Senders must find the right tools and top talent to help them create an ideal email experience.

> *"In 2023, it will be more important than ever to leverage interactive email. This will allow recipients to take action directly within their inbox, and it will help marketers to differentiate their brands from competitors and create a stronger relationship with their customers overall."*

Megan Boshuyzen, Sr. Email Developer, Sinch Email

The answer to what happens next and what you should do with email in 2023 depends entirely on your goals and needs. Before you decide how to invest in email this year, use the insights in this report to identify areas where your program has room for improvement and where you may be falling behind.

But keep in mind...the best ideas for enhancing your email marketing strategy may not always be the most popular survey response. Rather, it could be an idea that no one else has thought of yet.

And who knows... Maybe we'll be covering *your* idea when we release "Inbox Insights 2024".

How we can help

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Mailjet by Sinch is a leading email marketing solutions provider with plans and features to support senders of all sizes. Our suite of solutions includes:

Email Editor: Discover an intuitive tool that teams can use to build campaigns with drag-and-drop options or your own code.

Responsive Email Templates: Access a collection of versatile designs for different seasons and campaigns that will look great on all screen sizes.

Form Builder: Set up online forms with drag-and-drop functionality. Then embed sign ups anywhere on your website to capture contacts and grow your list.

Segmentation: Filter your contacts into segments, and tailor your campaigns based on subscriber data like location, age, language, and more.

Personalization: Add a human touch and improve engagement with emails that make each subscriber feel more connected to your brand.

Email Automation: Create a marketing automation workflow quickly and easily by choosing one of Mailjet's built-in automation scenarios.

Email Previews: See into the future and test how your email designs will render when opened in the most popular mailbox providers and devices.

A/B testing: Optimize performance by split testing subject lines, CTAs, messaging, and more so you can implement what converts.

Statistics: Track and measure the success of your email campaigns so you know what works and what to do next.

View plans and pricing to learn more or take advantage of our limited free plan to try us out.

Get Started with Mailjet

Other Sinch Email brands

Mailgun is the world's leading email delivery service. Developers and businesses use Mailgun's powerful API to send, receive, and track emails with a focus on simplicity and compliance to standards.

Email on Acid is a top email readiness platform that lets teams test and preview campaigns before hitting send. Take advantage of unlimited tests to address issues with client rendering, accessibility, and more.

InboxReady is a suite of applications that enable senders to optimize campaign performance and deliverability. Powered by Mailgun's reliable email infrastructure, InboxReady is a complete deliverability solution.

Sinch is the world's leading customer engagement platform, connecting brands and customers while powering meaningful engagements at scale across messaging, voice, and email.

About this survey

During November and December of 2022, Mailjet surveyed customers of all Sinch Email brands to collect insights and benchmarks on strategy, tactics, processes, measurement, and levels of program success. Results include responses from more than 3,220 completed surveys. Respondents were invited to participate in an online survey via email and in-app messaging. See below for further details on respondent demographics.

Regional breakdown

- United States: 30.9% (997)
- France: 17.3% (557)
- Germany: 3.7% (119)
- United Kingdom: 3.1% (100)
- Spain: 2.6% (84)
- All others: 43.4% (1426)

Business size breakdown

- Fewer than 10 employees: 34.6% (1,116)
- 10 to 99 employees: 36.8% (1,187)
- 100 to 499 employees: 21% (677)
- 500+ employees 7.6% (244)

Business type breakdown

- B2B: 34% (1,096)
- B2C: 43.4% (1,398)
- B2B and B2C: 22.6% (730)

Job role breakdown

- Owner/C-suite: 24.5% (790)
- IT/Engineering 12.8% (413)
- Marketing leadership (VP, Director, etc.) 12.7% (409)
- Email marketing specialist 10.8% (348)
- Email developer 10.6% (341)
- Digital marketer 9.2% (296)
- Lifecycle marketing specialist: 7.8% (251)
- Operations 3.1% (413)
- Other: 8.5% (275)

The survey also featured responses from senders connected to more than 25 different industries. Due to the rounding of survey results, the sum of comparison figures may not add up to 100% in every instance. One randomly selected respondent was chosen to win a $100 Amazon gift card.

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by sinch

More than 40,000 companies around the world use Mailjet by Sinch to strengthen connections with customers and subscribers while building their businesses through email marketing. Brands like Microsoft, Kia Motors, and Toast trust Mailjet to send billions of emails every year. Mailjet combines an intuitive, drag-and-drop email campaign builder with easy-to-use deliverability features to help businesses create and send beautiful emails without touching a single line of code.

Founded in Paris in 2010, Mailjet has offices in tech hubs around the globe, including the UK, U.S., Spain, Germany, and France. Mailjet is proud to be part of **Sinch**, a leading Communication Platform as a Service (CPaaS) provider, offering messaging, voice, and video communication solutions to a large global customer base. Mailjet is both ISO 27001 certified and GDPR compliant, offering its clients the highest levels of data security and privacy.

For more information, please visit **mailjet.com**.

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