



A Mailjet Research Study

Email Innovations For The Next 5 Years: Consumers vs. Experts



The Research



In March 2017, Mailjet commissioned a new piece of research to understand the views of consumers versus the opinions of email experts on the future of email and brand communications globally. The consumer survey was taken by over 2000 participants across the UK and France. In addition, Mailjet interviewed email experts from Lyst, Litmus, Movable Ink, Boomtrain and RebelMail.

The research looks at the innovations people want to see over the next 5 years. Specifically highlighting where email may evolve. Can consumers predict and influence where email service providers like Mailjet will innovate in the next 5 years? And do email experts agree?

Executive Summary

Brands must think twice before jumping on the latest tech innovations to enhance brand communication.

Mailjet, reveals consumers' pain points with new communication channels and how they would rather brands use emerging technologies and features to communicate with them. The findings show that **email is the platform most people think we will definitely still be using in ten years' time**, followed by Facebook and private messaging apps like WhatsApp.

In contrast, few people are certain that Pinterest and LinkedIn will be used in a decade and only slightly more are confident that Snapchat will still exist, despite the social platform's parent company Snap IPO-ing earlier this year. This suggests that newer platforms can be perceived as passing trends rather than long-term means of communication. When asked about major updates to technology commonly used for communication by brands, **35% of people responded saying they haven't noticed a single one.**

Where brands are falling short

While consumers may not notice changes in brand communications immediately, they do realise when communication isn't tailored to them – the biggest pain point consumers have about the way brands communicate with them is the irrelevance of their messages. **In the UK, a quarter of people cited this, showing brands still need to focus on getting personalisation right.** British consumers want communication that focuses on the product highlighting that a direct approach is best rather than features that detract from the product.

Innovations in demand

At a European level, consumers want brands to use real-time and location-based emails as well as emails tailored to the products they have researched or purchased. Nearly a third of people are also looking for the ability to shop or checkout directly within an email to make the experience easier. The look and feel of those messages is also important; consumers want to receive emails that navigate or scroll well and a third value attractive email design.

Do email experts and consumers agree on the future of email and brand communications?



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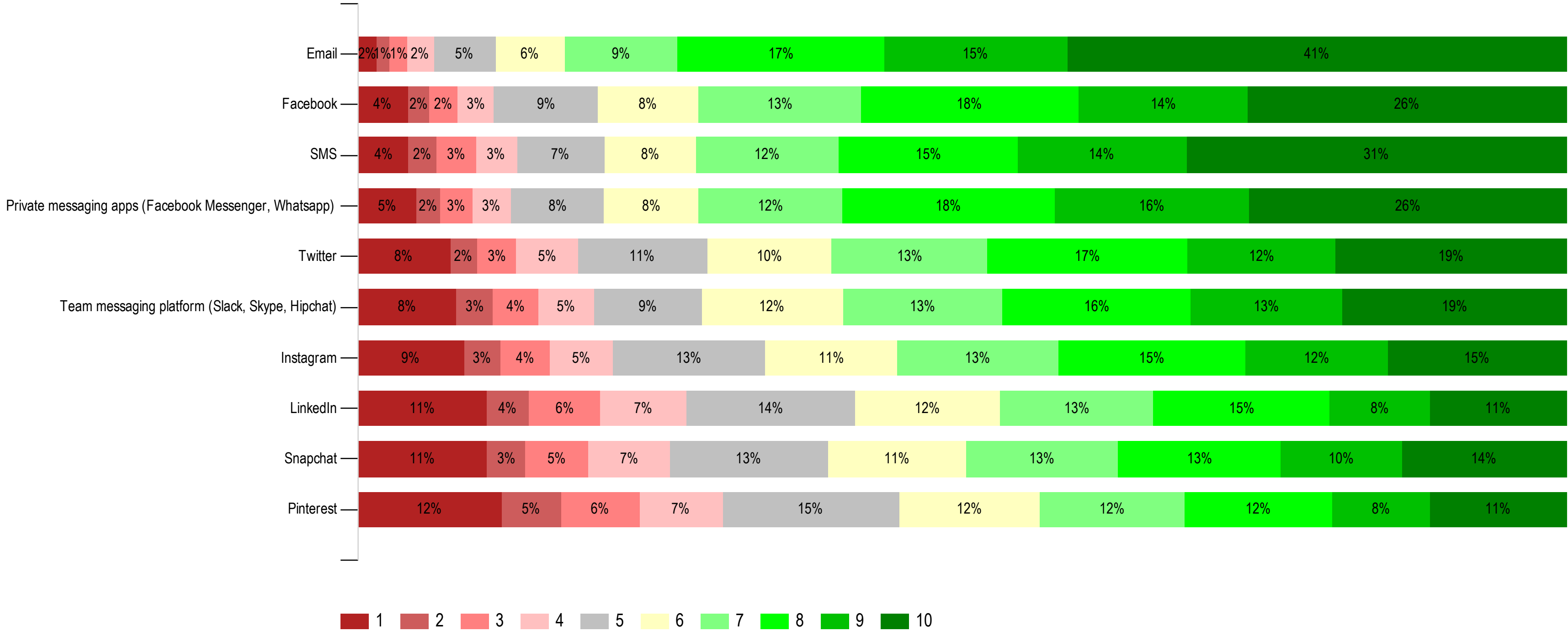
01

Platforms With Longevity For Effective Communication

The Staying Power Of Email

Which to the following ways of communicating do you anticipate we will still be using in 10 years' time?

Overall



Email is the platform most people think we will definitely still be using in ten years' time, followed private messaging apps like WhatsApp, and then Facebook. Only 11% of people are certain that Pinterest and LinkedIn will be used and only 14% are confident that Snapchat will still exist in 10 years, suggesting that people see some of the newer platforms as passing trends rather than means of communication that are fully cemented.

Expert Opinion



Mailjet

“Whilst new platforms like Snapchat are creating buzz amongst certain demographics at the moment, email endures as a channel that consumers look to. As email evolves to suit the needs of consumers through responsive design and personalisation techniques, it is allowing brands to innovate to reach consumer audiences directly and with highly targeted, relevant messages.”

Expert Opinion



Chris Pook, CRM Director, Lyst

"GDPR will increase data protection, enforce stricter data privacy rules and introduce double opt-in, meaning brands will have to be far more careful with their communications. While we have never had an 'opt-in' for brand ads on social, but channels can learn from one another. Email, for example, has responded to the way consumers use websites by building more interactive content with microsite style messages, making emails shop-able. As a steadily evolving format which consumers are acclimatised to, there's a lot the giants of the social realm can learn from email as it continues to innovate and mature."

"Personalisation isn't something the modern shopper is daunted by anymore. Consumers are calling for brands to use technology in ways that make their experiences more relevant. Increasingly we will see brands building saliency through personalised design elements that are guided by behavioural data insights."



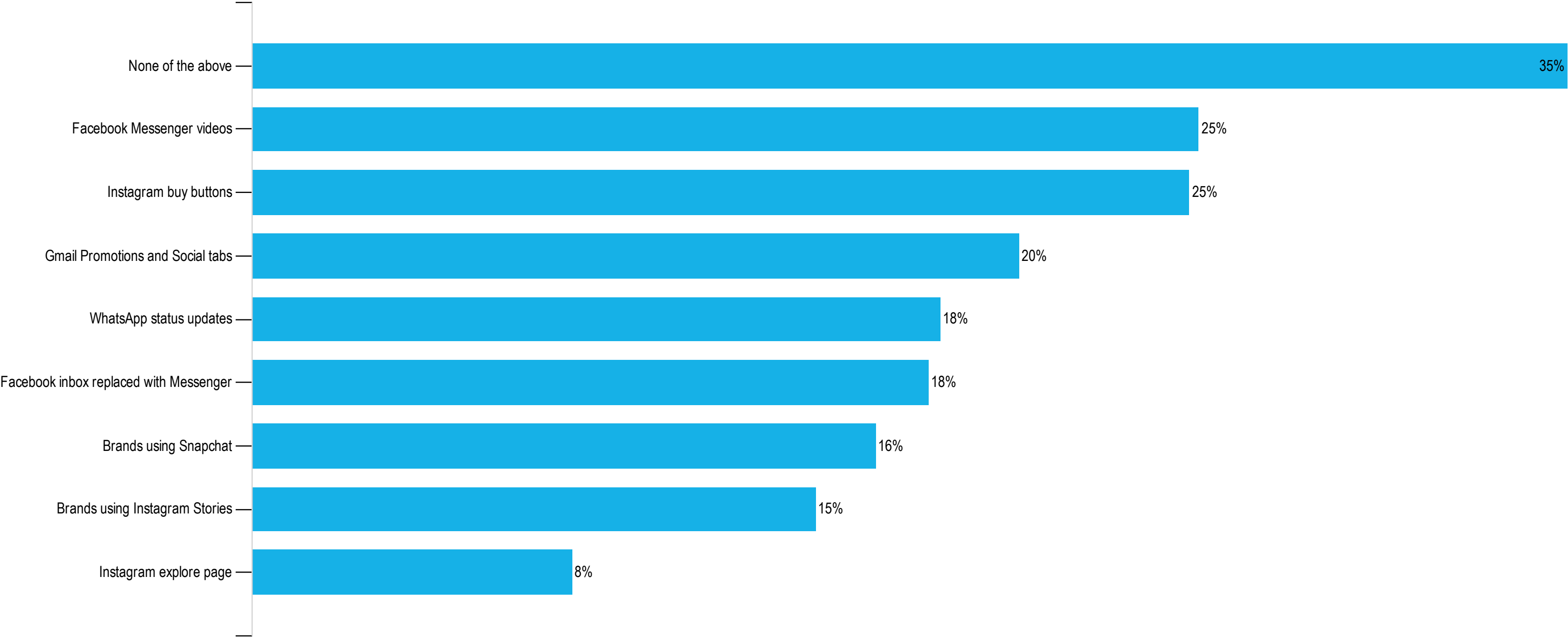
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Consumer Opinions On Brand Innovations

Brand Innovations Go Unnoticed

Which of the following innovations have you noticed?

Overall



When asked about major updates to technology commonly used in brand communication, **35%** of people responded saying they haven't noticed a single one suggesting the adoption of communication innovations is not instant.

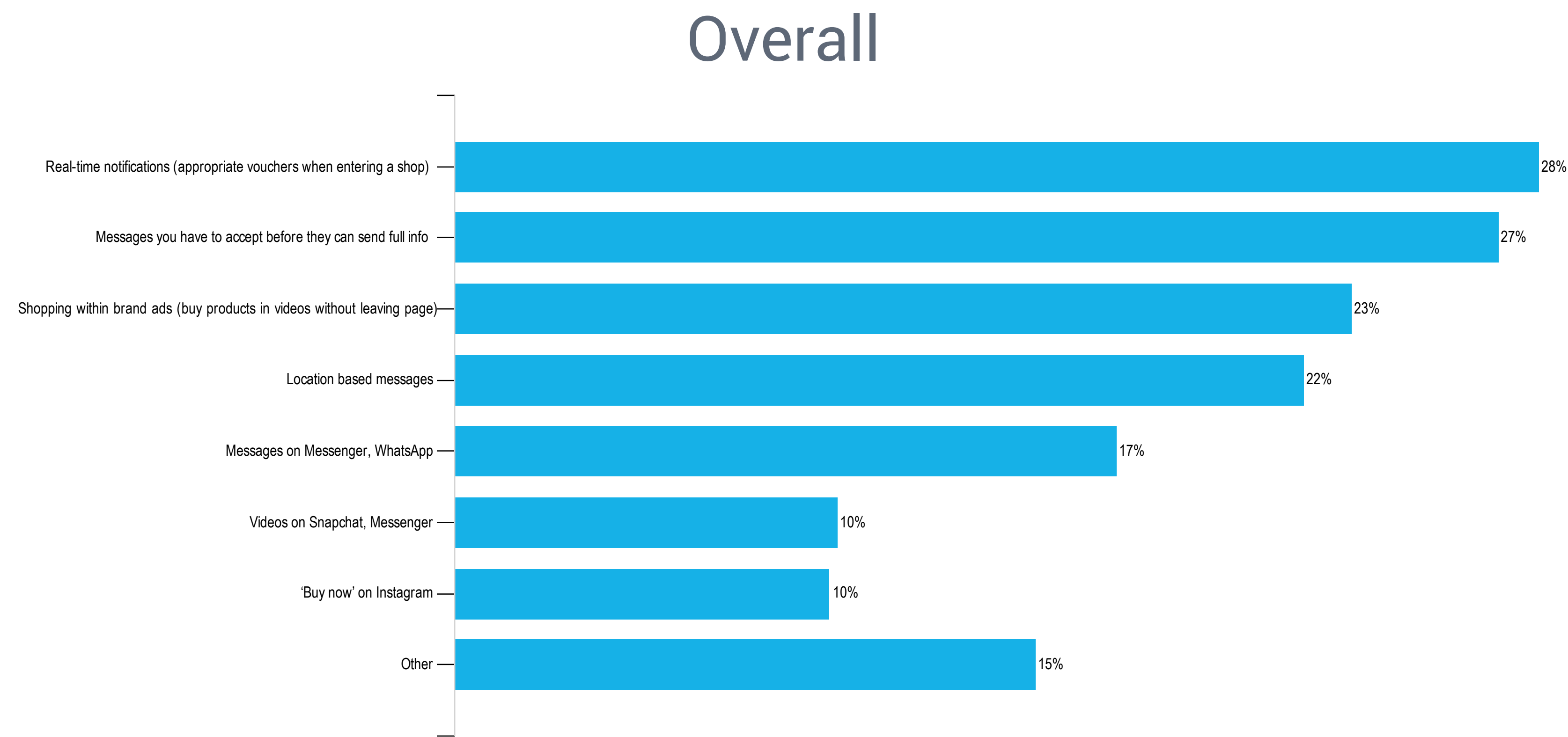
Consumers Don't Adopt Innovations Instantly

Which of the following innovations have you noticed?

	Gender		Age				Location	
	Male	Female	16 - 29	30 - 44	45 - 59	60+	UK	France
None of the above	18%	16%	8%	8%	22%	38%	35%	
Facebook Messenger videos	26%	24%	30%	30%	22%	16%	25%	25%
Instagram buy buttons	22%	28%	14%	25%	31%	27%	6%	44%
Gmail Promotions and Social Tabs	22%	28%	23%	25%	18%	12%	17%	23%
WhatsApp status updates	19%	18%	26%	24%	13%	8%	21%	16%
Facebook inbox replaced by Messenger	16%	20%	28%	19%	15%	11%	28%	8%
Brands using Snapchat	17%	16%	38%	18%	7%	3%	16%	16%
Brands using Instagram Stories	13%	16%	31%	16%	8%	5%	18%	11%
Instagram explore page	8%	9%	16%	9%	5%	2%	10%	7%

Consumers Crave Real-Time

Which innovations do you welcome in brand communications?



The innovation consumers welcome the most into their brand communications is real-time notifications, suggesting that consumers live in the moment.

Brand Innovations In Demand

Which innovations do you welcome in brand communications?

	Gender		Age				Location	
	Male	Female	16 - 29	30 - 44	45 - 59	60+	UK	France
Real-time notifications (appropriate vouchers when entering a shop)	26%	30%	38%	33%	22%	17%	31%	25%
Messages you have to accept before they can send full info	26%	28%	20%	24%	31%	34%	27%	27%
Location based messages	25%	19%	21%	28%	19%	18%	25%	19%
Shopping within brand ads (buy products in videos without leaving page)	22%	24%	29%	27%	19%	16%	25%	21%
Messages on Messenger, WhatsApp	18%	17%	26%	21%	14%	6%	17%	18%
Buy now' on Instagram	10%	10%	17%	11%	6%	4%	10%	9%
Videos on Snapchat, Messenger	10%	10%	18%	13%	7%	1%	9%	11%
Other	15%	15%	6%	11%	20%	25%	13%	17%

Expert Opinion



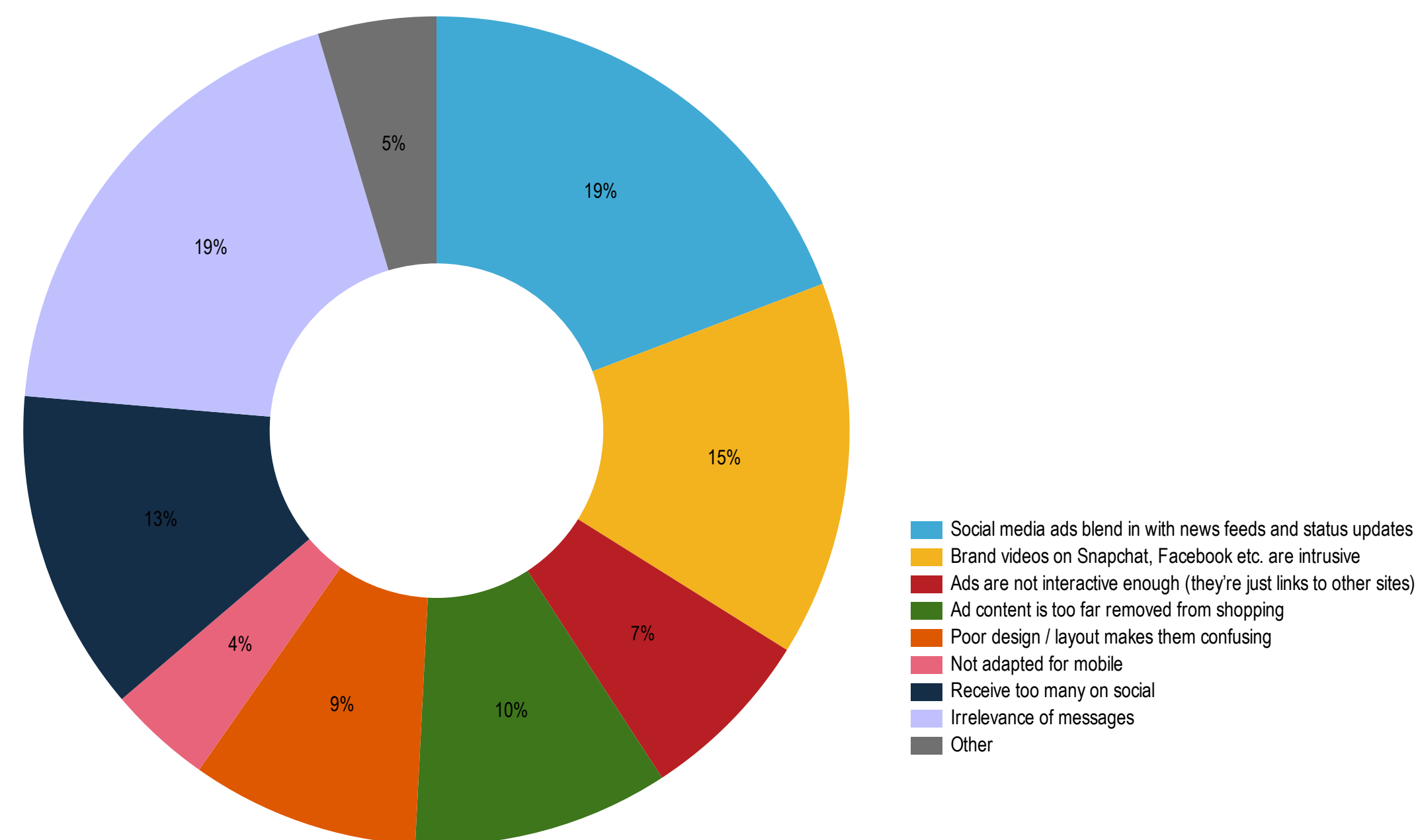
Dheeraj Sareen, Director of Partnerships, Boomtrain

"In terms of the future of email, the question of push notifications replacing email has surfaced. The challenge here is one of search-ability. Notifications are lost quickly and serve best as formats used to catch our attention versus transmit complex, multi-media styled information. This is one of the reasons why email will remain powerful as it can be highly personalised, formatted and holds longevity within the inbox. What we are starting to see though is email working with push notifications. Take the example of Express Clothing. When you receive their marketing email you can have the option of sharing it directly to WhatsApp. We definitely haven't finished seeing how email will be leveraged cross-channel, like into Messaging Platforms."

Direct Communication Is Best

What are your biggest pain points about how brands communicate with you?

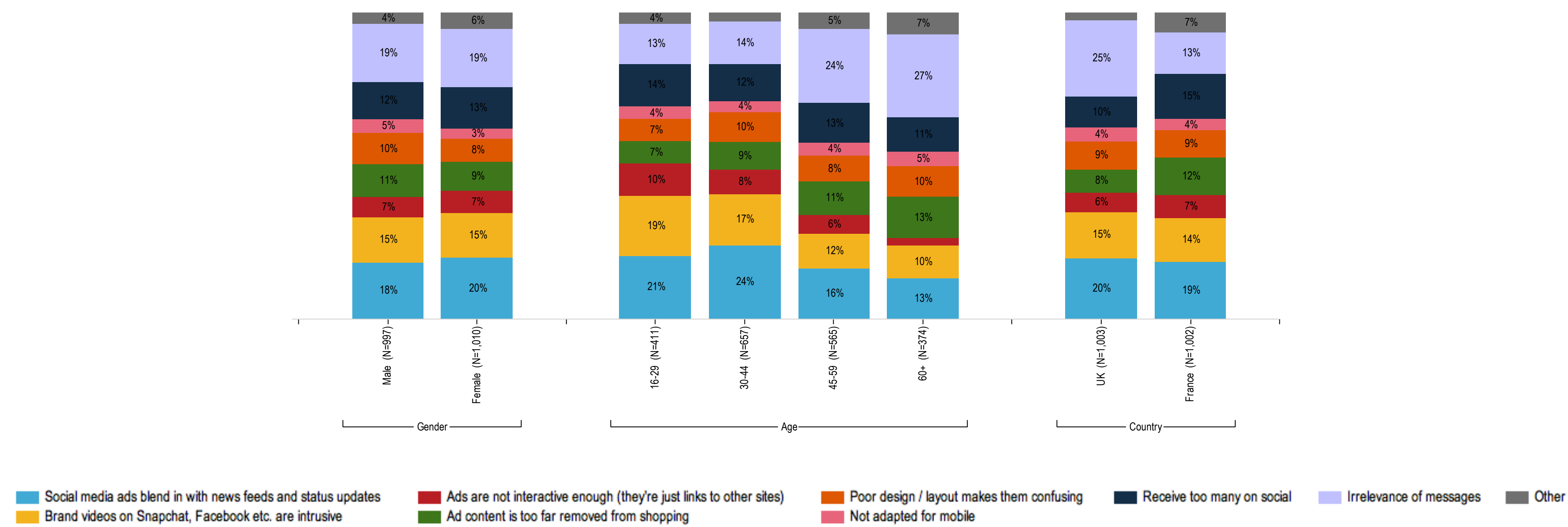
Overall



However, whilst consumers might not notice new tech in brand communication immediately, they do realise when communication isn't relevant – the biggest pain point that consumers have about the way brands communicate with them is the irrelevance of their messages.

UK Consumers Notice Irrelevance

What are your biggest pain points about how brands communicate with you?



In the UK, a quarter (**25%**) of people cited this showing brands still need to focus on getting personalisation right.



03

What Consumers Are Looking For In Email

Consumers Want An Easy Experience

Which email innovations would you welcome to your email inbox?

Overall



Nearly a third of people (**31%**) are also looking for the ability to shop or checkout directly within an email to make the experience easier.

The Innovations To Experiment With...

Which email innovations would you welcome to your email inbox?

	Gender		Age				Location	
	Male	Female	16 - 29	30 - 44	45 - 59	60+	UK	France
Real-time and location-based emails (e.g appropriate vouchers when entering a shop)	28%	32%	36%	37%	22%	25%	36%	25%
Emails tailored to products you've researched and/or purchased	24%	23%	15%	16%	29%	37%	32%	15%
The ability to shop and/or checkout directly within an email	31%	30%	29%	32%	32%	29%	30%	31%
Everything is merged into one mobile inbox of notifications	19%	19%	17%	20%	19%	19%	19%	18%
Receiving email confirmations (e.g. airline tickets, password resets) directly within Facebook Messenger, WhatsApp, Slack etc	19%	18%	19%	20%	20%	12%	17%	20%
Receiving email news (e.g. newsletters) directly within Facebook Messenger, WhatsApp, Slack etc	16%	14%	22%	19%	11%	7%	16%	14%
Image based subject lines (gifs etc)	21%	19%	27%	20%	20%	12%	16%	24%
Restructuring the inbox as a feed similar to Facebook and Twitter	15%	11%	20%	18%	8%	3%	11%	14%
Other	6%	4%	2%	3%	6%	11%	10%	

Consumers are looking for brands to use real-time and location-based emails (**36%**) as well as emails tailored to the products they have researched or purchased (**32%**).

Expert Opinion



Chad White, Research Director, Litmus

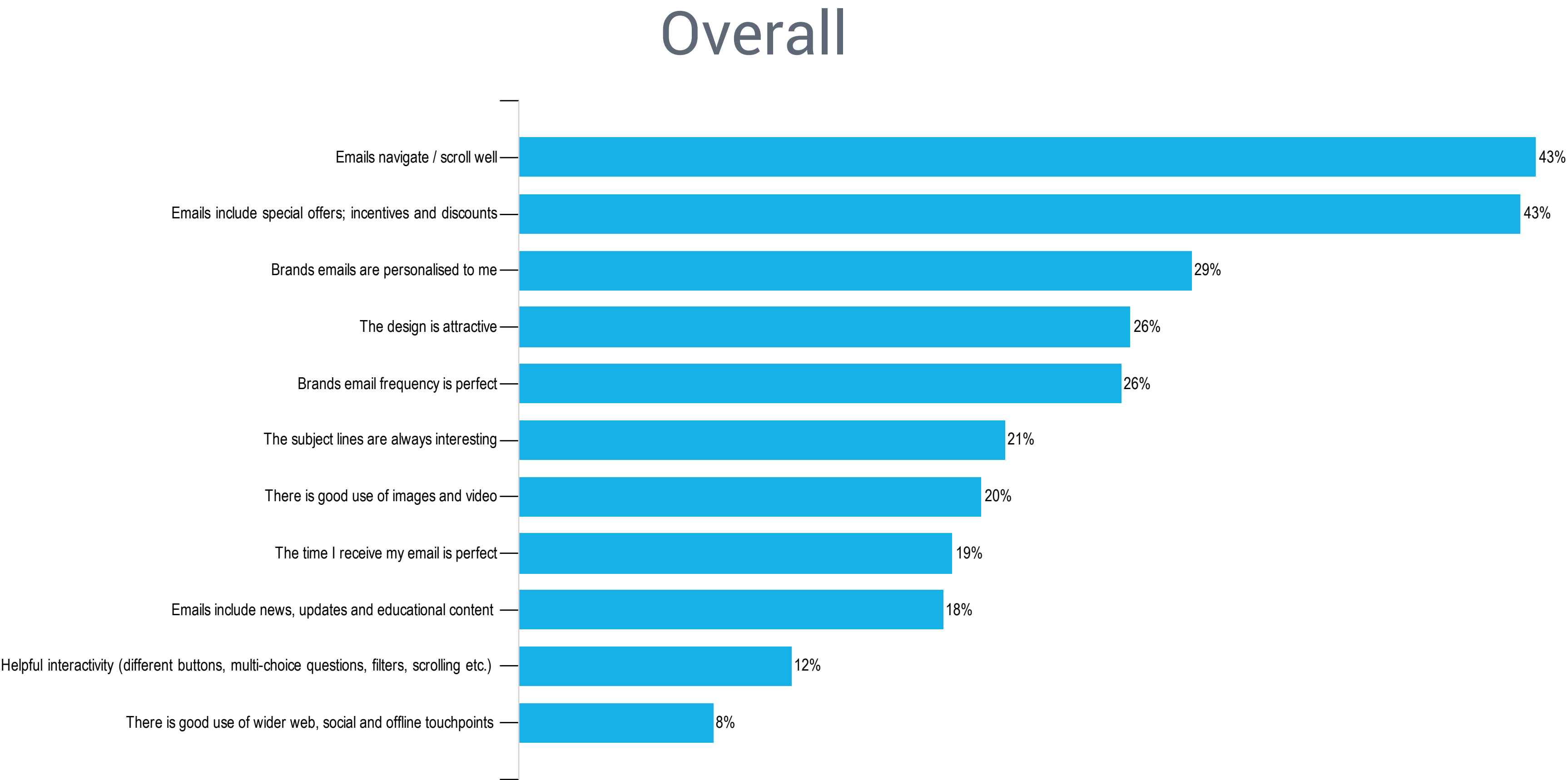
"The biggest email innovations in the future will be around personalisation and automation fuelled by Big Data and a single view of the customer. Collecting data across all customer touchpoints will give brands the data and insights they need to deeply personalise emails and to send highly targeted emails. Brands like LinkedIn, FitBit, and Netflix are leading the way when it comes to using data to better serve customers via email.

Just like machine learning and automation will change the messages marketers send, it will change how email marketers do their jobs. First, dynamic content and triggered emails will be a sizeable portion of email volume. As a result, marketers will spend a lot less of their time creating full email messages and much more time of their time creating content modules and triggered email frameworks.

And second, machine learning will also be heavily involved in suggesting language for subject lines, calls-to-action, and other email copy, as well as recommending audience segmentation. So email marketers will have to learn to best utilise and test those recommendations and make the best decisions based on brand voice, and other considerations that AI will struggle to understand."

The Innovations Consumers Like

What do you like to see most in your emails?



43% want to receive emails that navigate or scroll well and **26%** value attractive email design.

An Easy Experience Wins

What do you like to see most in your emails?

	Gender		Age				Location	
	Male	Female	16 - 29	30 - 44	45 - 59	60+	UK	France
Emails include special offers; incentives and discounts	37%	49%	35%	37%	48%	54%	46%	39%
Emails navigate / scroll well	43%	44%	43%	41%	44%	48%	41%	46%
The design is attractive	27%	26%	38%	30%	21%	15%	33%	19%
Brands emails are personalised to me	28%	30%	33%	31%	27%	23%	30%	28%
The subject lines are always interesting	20%	21%	23%	18%	20%	24%	27%	14%
Brands email frequency is perfect	25%	26%	27%	27%	25%	23%	26%	26%
Emails include news, updates and educational content	18%	18%	16%	15%	21%	23%	22%	14%
There is a good use of images and video	20%	19%	23%	19%	20%	17%	22%	17%
The time I receive my email is perfect	20%	17%	20%	19%	17%	18%	21%	16%
Helpful interactivity (different buttons, multiple choice questions, filters, scrolling etc)	12%	11%	16%	13%	9%	8%	14%	10%
There is a good use of wider web, social and offline touchpoints	9%	8%	11%	9%	8%	5%	8%	8%

Matthew Potter, Regional VP EMEA, Movable Ink

"Email has seen a natural evolution, from message blasting to behaviour driven, customer centric marketing. In addition to the mass marketing that helps customers discover, marketers also need to recognise the value of human interactions."

Email is getting smarter; content should move away from being static, it needs to adapt and learn in the same way a website does. Behavioural and environmental factors (e.g. location, device, time, weather forecast) should influence and adapt the content. The emails should differ as the recipients differ, with real-time data leading to a real-time experience. Think of it as consumers pulling the content into the email rather than marketers pushing standard content."

"Marketers need to spend more time thinking about 1-2-1 communication. Companies should be investing in technologies that give them more time to focus on better marketing. Automation, optimisation, APIs and dynamic content are all available to free their time. Marketers need to consider the end goal and work backwards. There is a data trade off, consumers offer personal data for a reward, but marketers must do something smart with it."



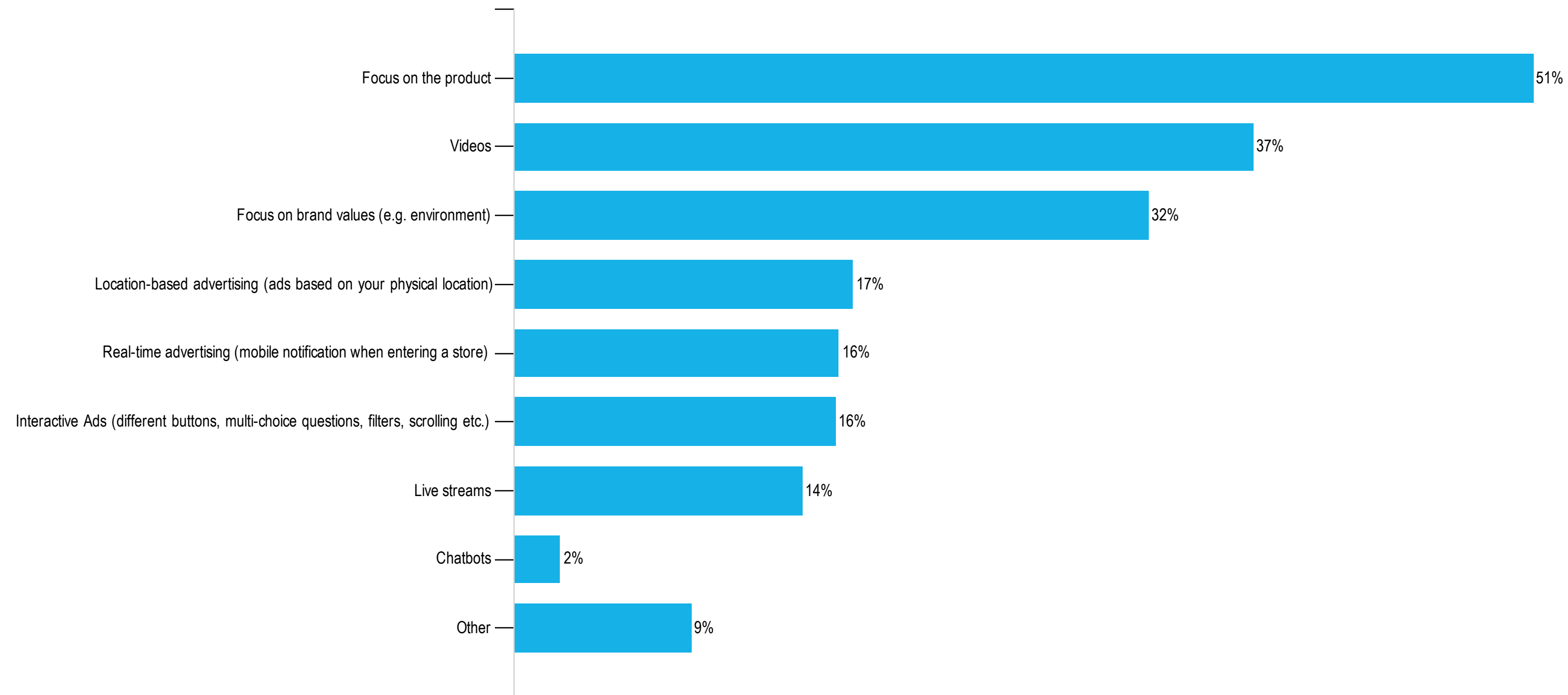
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Direct Communication Is King

Direct Communication Is King

What do you like to see in how brands communicate with you?

Overall



Consumers want communication that focuses on the product (**51%**) – suggesting a direct approach is best rather than features that detract from the product. **37%** want to see brands communicate with them using videos of products.

Younger Audience Approve Of Interactivity

What do you like to see in how brands communicate with you?

	Gender		Age				Location	
	Male	Female	16 - 29	30 - 44	45 - 59	60+	UK	France
Focus on the product	50%	52%	44%	49%	56%	55%	56%	46%
Videos	42%	32%	52%	43%	29%	21%	36%	38%
Focus on brand values (e.g. environment)	30%	33%	35%	33%	31%	27%	31%	32%
Location-based advertising (ads based on your physical location)	17%	17%	16%	18%	15%	18%	20%	14%
Interactive Ads (different buttons, multi-choice questions, filters, scrolling etc)	18%	15%	24%	19%	12%	8%	19%	13%
Live streams	17%	11%	18%	21%	10%	7%	16%	13%
Real-time advertising (mobile notifications when entering a store)	15%	17%	18%	21%	13%	10%	16%	17%
Chatbots	3%	2%	5%	3%	1%	0%	3%	2%
Other	8%	10%	5%	6%	11%	14%	8%	10%

Expert Opinion



Kevin Dutra, Head of Product, RebelMail

"In the past, email was considered one part of the marketing funnel. Now one email can contain the entire funnel, including product discovery, information gathering, purchase decision making and delivery tracking. This is especially exciting as check-out directly in the inbox is transforming email into a marketplace. The hardest part of building a marketplace is gathering customers and brands together on the same platform. Email already has them both at the table, and now they can actually convert."

In terms of email layout, the future here is creating email experiences that mimic web based experiences: carousels, interactive forms, accordions and more. These are new capabilities within email, but what makes them successful is that customers already know how to engage with them thanks to web and app-based experiences. Customers don't know what the functional limits of email development are, when they see something familiar they will naturally adapt."



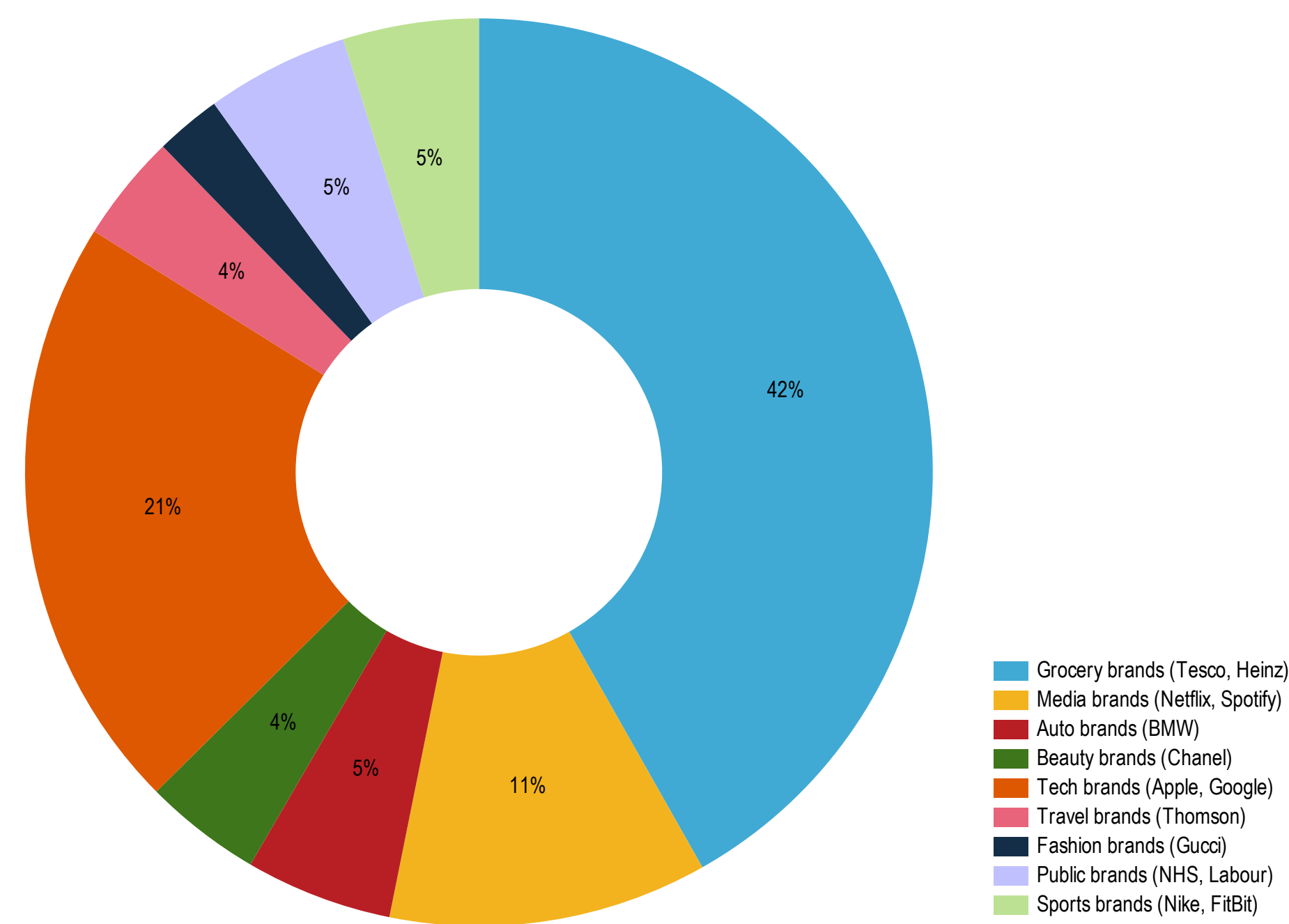
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Which Brands Are Communicating Best?

The Winners

Which brands connect with you the best, in your opinion?

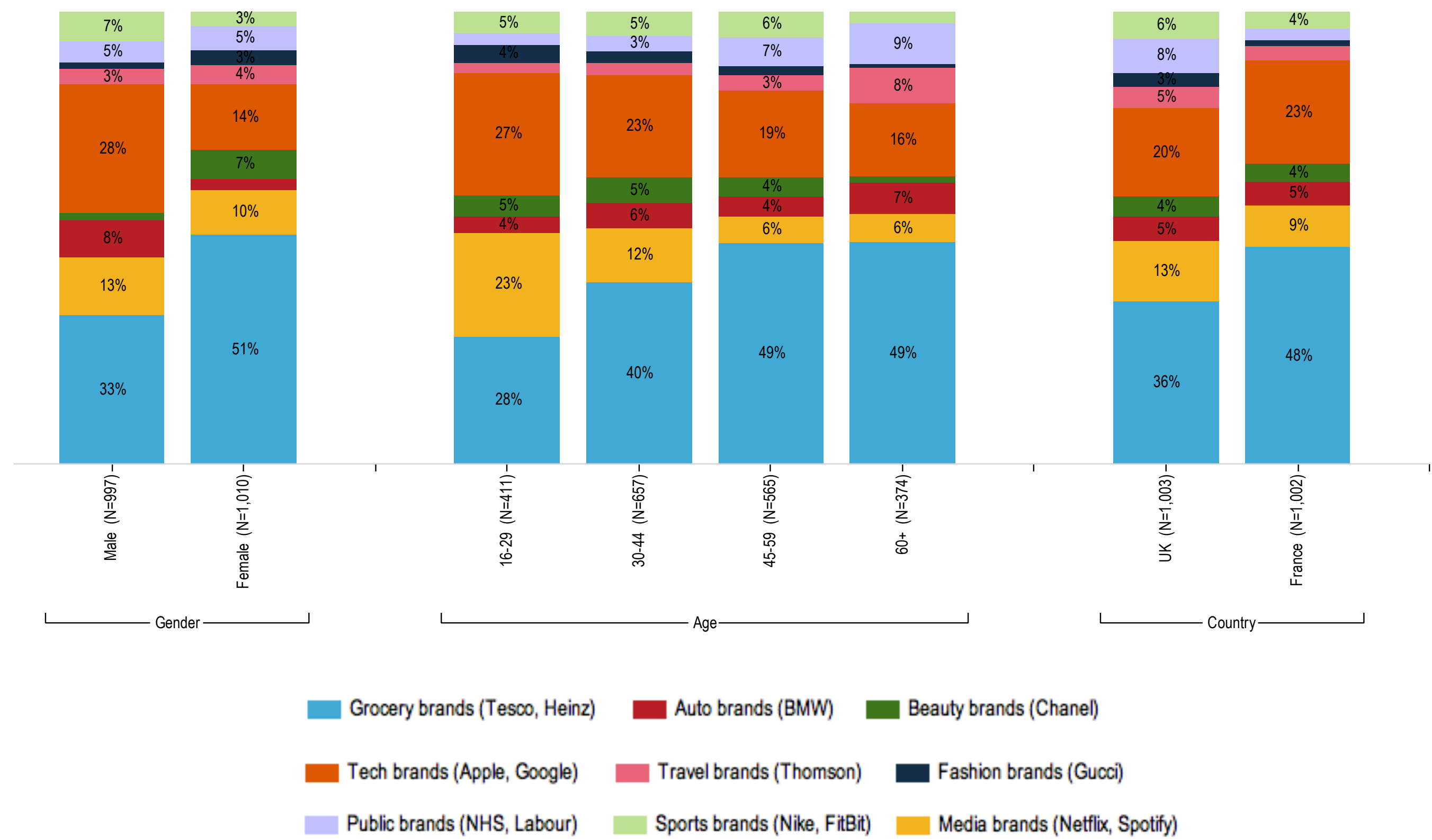
Overall



Grocery brands connect with consumers best (**42%**), followed by tech brands (**21%**).

The Brands With Ground To Make Up

Which brands connect with you the best, in your opinion?



In the UK, auto brands (**5%**), beauty brands (**4%**) and fashion brands (**3%**) are rated by fewer than the NHS and political parties (**8%**) – this is despite BMW often being praised for the quality of its branding.

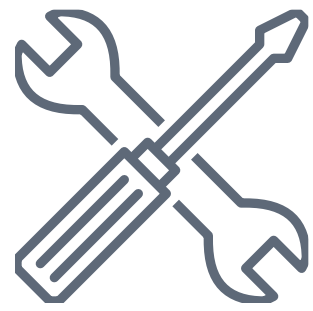
Expert Opinion



Mailjet

“Brands must stay up to speed with consumer behaviour and often this means experimenting with new techniques and tech that enables this, such as real-time or location-based services, or responding to the fact that younger people have shorter attention spans and therefore require digestible, snappy content. Ultimately, brands need to create communications that makes the customers’ experiences better. People want convenient experiences in email that make it easier to purchase; our findings show that relevancy is critical above all else.”

Advanced Tools To Master Email



Fly Higher

Give your email marketing strategy the edge against your competition with our Segmentation, Email Automation, A/X Testing and Campaign Comparison tools. Our [Premium Features](#) can enable you to meet consumer expectations. Send breath-taking, personalised emails that land in the inbox at a time that's relevant to your customers.



A True Partner

Mailjet's sophisticated analytics tools and simple APIs give businesses the best understanding of how to maximise the benefits to each individual contact of every email sent. Founded in France, Mailjet achieves exceptionally high deliverability rates for its global customer base through a combined emphasis on achieving the email sender's goals and safeguarding brand reputation over time.

lyst

Radisson BLU

AA

Microsoft

AVIS

Thank You



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