

HOW B2B MARKETERS ARE USING EMAIL MARKETING

Email marketing has become an invaluable asset to marketers. Pardot conducted a survey to learn more about how marketers are using email.

HOW IS EMAIL BUDGETED FOR?

65% ALLOCATE LESS THAN 25% OF THEIR BUDGETS TO EMAIL MARKETING.



27% ALLOCATE BETWEEN 26-50% OF THEIR BUDGET TO EMAIL.



HOWEVER, **70% AREN'T USING EMAIL MARKETING AS THEIR PRIMARY TOOL FOR LEAD GENERATION.**

HOW EMAIL IS BEING USED?

FEATURE USAGE

EMAIL MARKETING SYSTEMS ARE GETTING MORE AND MORE SOPHISTICATED. TAKE A LOOK AT WHICH FEATURES MARKETERS ARE USING AND WHICH ONES ARE LAGGING BEHIND.



MOBILE OPTIMIZATION



SPAM ANALYSIS



CROSS PLATFORM TESTING



BEHAVIORAL SEGMENTATION



DRIP NURTURING



VARIABLE FIELDS

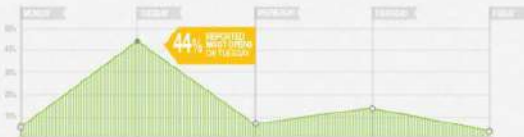
20% of marketers forget about time zones when planning campaigns



BEST PRACTICES

HOW ARE MARKETERS OPTIMIZING THEIR EMAILS TO MAXIMIZE EFFECTIVENESS? WHAT IS THE BEST TIME OF DAY OR THE BEST CONTENT TO SEND? LET'S TAKE A LOOK!

BEST WEEK DAY



BEST TIME OF DAY



MOST EFFECTIVE CONTENT OFFERS



THIS IS THE CONTENT REPORTED BY MARKETERS TO BE THE MOST EFFECTIVE FOR GETTING RECIPIENTS TO RESPOND.

THE FUTURE OF EMAIL

IN 5 YEARS EMAIL MARKETING WILL BE:

STILL RELEVANT

47

% PERCENT AGREE

LESS RELEVANT

50

% PERCENT AGREE

NOT RELEVANT

3

% PERCENT AGREE

