

2018

# MARKETO EMAIL BENCHMARK STUDY




Presented By:

**knak.**

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**As the overwhelming response to this study indicates, email marketing continues to be one of the most important marketing channels. Companies count on it to establish their brand, build a client base, and guide customers through the lifecycle. Those who do it well have developed a thoughtful strategy that determines who, what, and when to email.**

But how does the process work in your organization? Who's responsible for building templates, generating content, coding, design, and approval? Is it a well-oiled machine or a daily struggle? And do you have the tools you need to be successful?

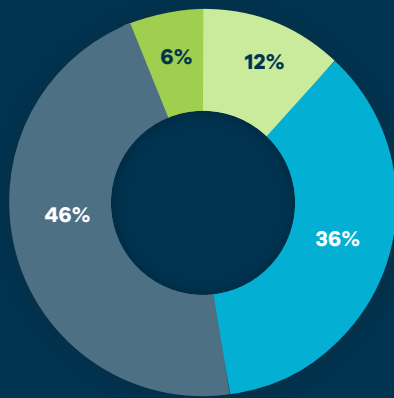
We want to show you how your process - and your results - compare to those of other companies. We want you to know what's working and what isn't, so we've compiled the largest email marketing benchmark ever taken for Marketo users. The results are from companies across a variety of industries, and it reveals some of the biggest challenges and opportunities companies just like yours are facing.

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We've compiled the largest email marketing benchmark ever for Marketo users.

# ABOUT SURVEY RESPONDENTS

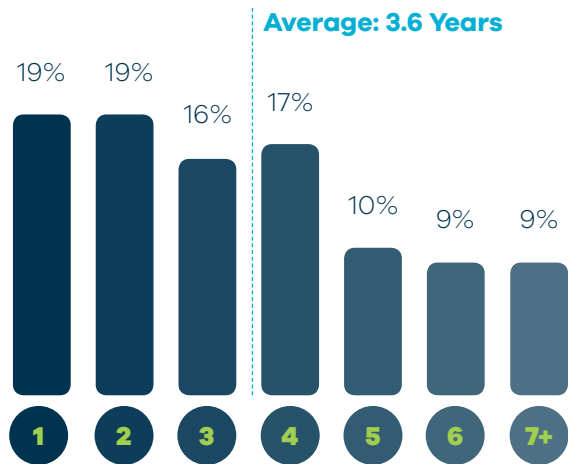
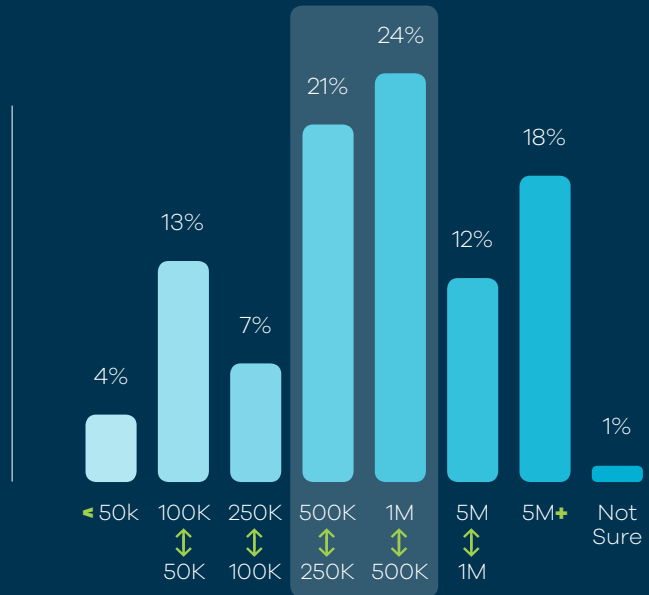
Our respondents have a wide range of annual revenues, but on average, they've been using Marketo for 3.6 years. Most have between 50K and 500K records in their database.



Annual Revenues

- \$0 - 1 Million
- \$50 - \$500 Million
- \$1 - \$50 Million
- \$1+ Billion

How many records are in your database?



Average: 3.6 Years

How long has your company been using Marketo?

## 6.5

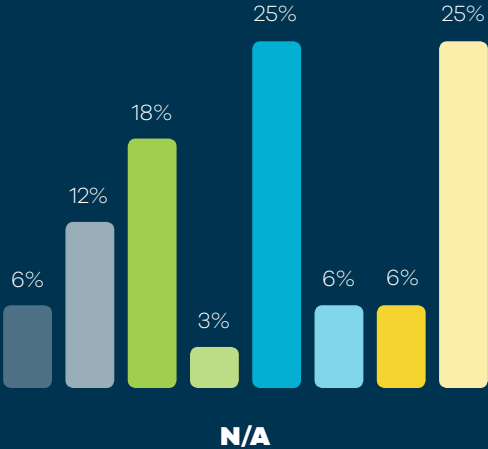
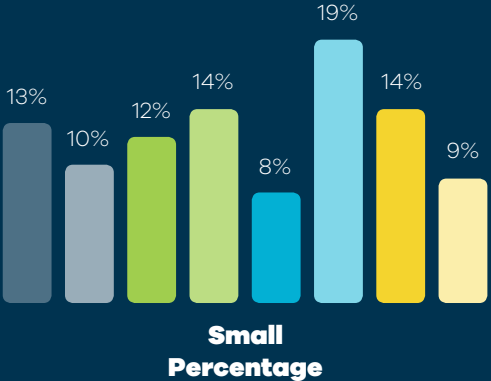
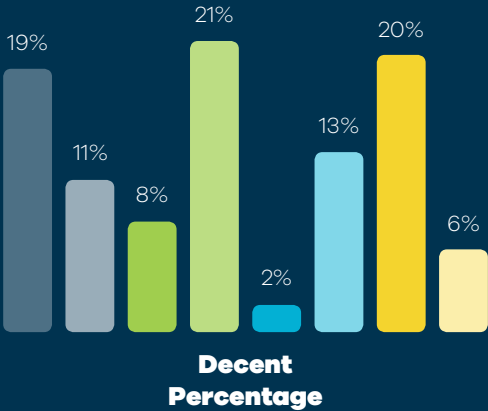
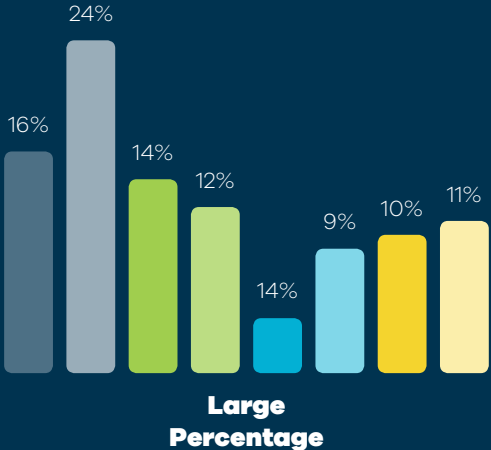
### MILLION

The average company has sent nearly 6.5 million emails during their lifetime usage of Marketo.

# WHERE ARE THE RECORDS COMING FROM?

Legacy Systems are the most common acquisition source for respondents databases. Events and webinars make up the second largest group, followed by list purchases.

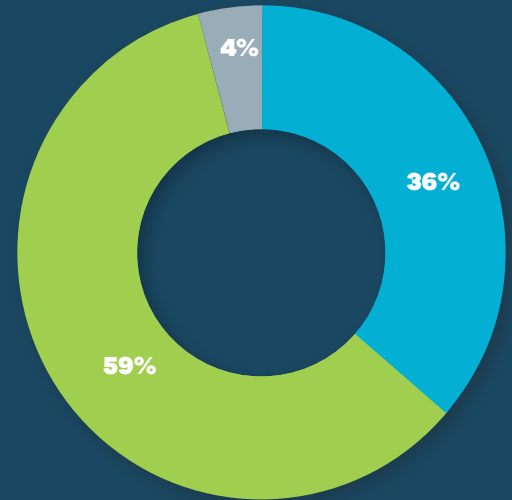
- Events/Webinars
- List Purchase
- Other
- Sales
- Legacy Systems
- Organic Content
- Paid Content
- Trials



# WHAT'S THE STRATEGY?

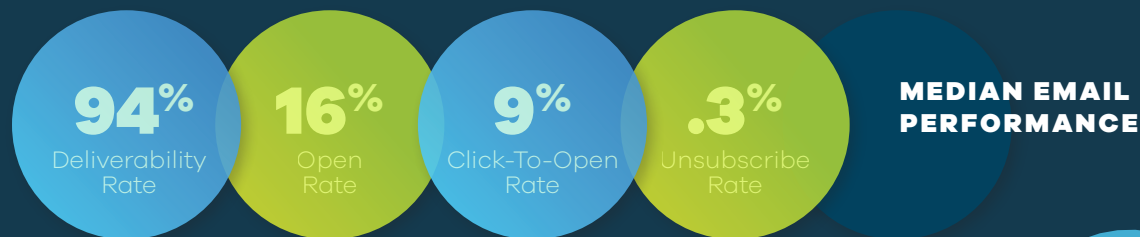
**Almost everyone does at least some nurturing, but nearly 60% do primarily batch and blast.**

Even though batch and blast emails are historically ineffective, companies continue to rely on them, sending identical content to everyone in their database. With Marketo, companies can segment their database and send personalized emails to the right person at the right time. A focused, targeted email strategy will lead to higher open rates and help them maximize their Marketo investment.

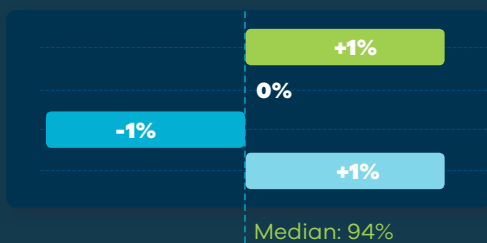


- Batch and Blast with Some Lead Nurturing
- Mostly Nurture with Some Batch and Blast
- Batch and Blast, No Nurturing

## EMAIL PERFORMANCE

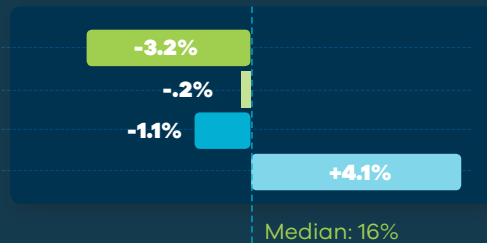


### Deliverability Rate by List Purchase Percentage



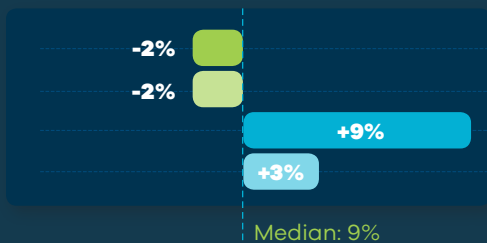
Large Percentage  
Decent Percentage  
Small Percentage  
N/A

### Open Rate by List Purchase Percentage



Median: 16%

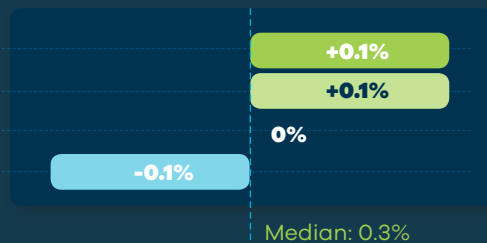
### Click-To-Open Rate by List Purchase Percentage



Large Percentage  
Decent Percentage  
Small Percentage  
N/A

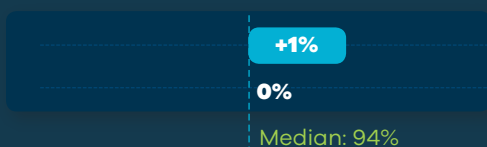
Median: 9%

### Unsubscribe Rate by List Purchase Percentage



Median: 0.3%

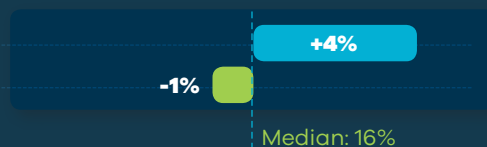
### Deliverability Rate by Strategy



Mostly Nurture  
Mostly Batch & Blast

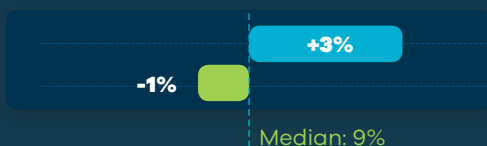
Median: 94%

### Open Rates by Strategy



Median: 16%

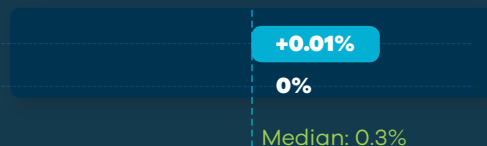
### Click-To-Open Rates by Strategy



Mostly Nurture  
Mostly Batch & Blast

Median: 9%

### Unsubscribe Rates by Strategy



Median: 0.3%

## How do your email performance results stack up? Take a look, and then consider this:

What's your strategy? Have you developed a targeted plan, or are you among the 60% who do primarily batch and blast?

Where are you getting the files in your database? Respondents report an average open rate of 19.3%, but those who rely heavily

on purchased lists had an average rate of only 15.1%.

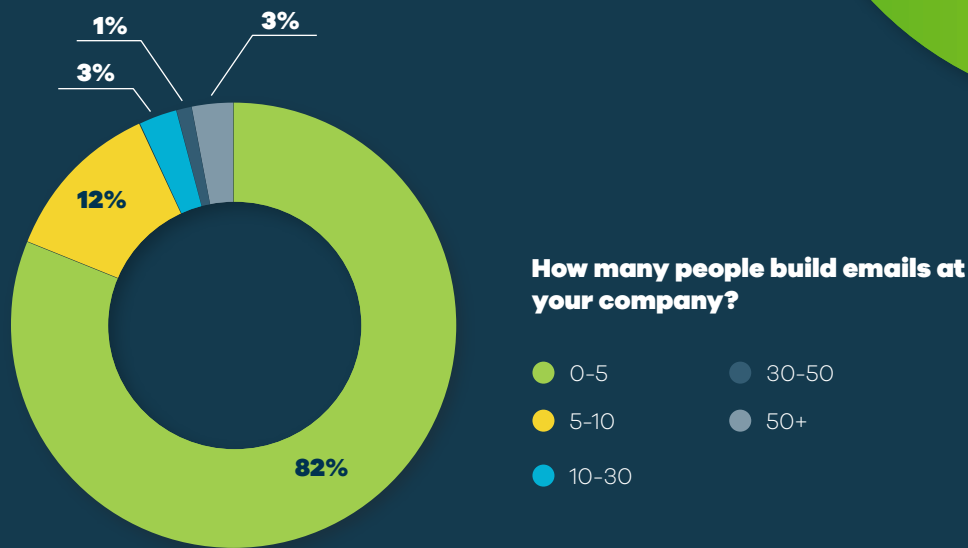
Legacy Systems and list purchases continue to be the least effective data sources. Companies who rely largely on these sources experience significantly lower Open and Click-to-Open rates. In addition to testing how changing subject lines or links within emails affects results, companies should consider their acquisition sources.

# AND WHO'S PUTTING THE EMAILS TOGETHER?

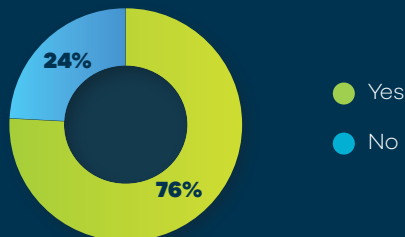
82% of respondents have fewer than 5 people building emails at their company. Further, many companies do not have the in-house HTML, development, and design help they need to create compelling, effective emails and landing pages.

## One caveat:

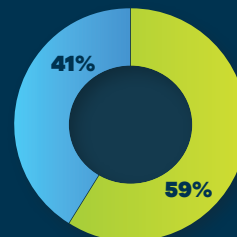
When the design and coding processes don't go as planned, marketers tend to take the situation into their own hands. This leads to delays, and it shifts the team's focus away from more critical tasks.



**Do you have graphic designers in-house?**



**Do you have HTML/development resources in-house?**



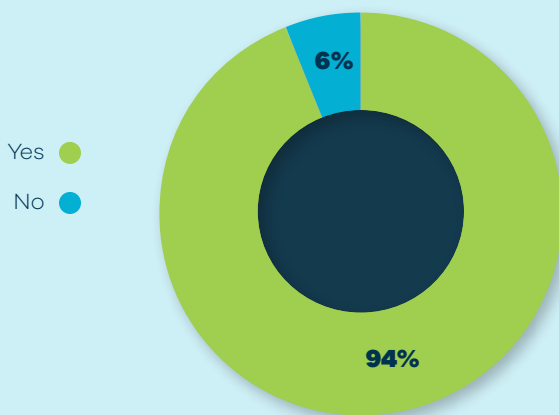
# HOW ARE THEY BUILDING THEM?

We asked if these companies use templates to build their emails, and the answer was an overwhelming yes: 94% are using a template, and 51% are using a Master 2.0 template.

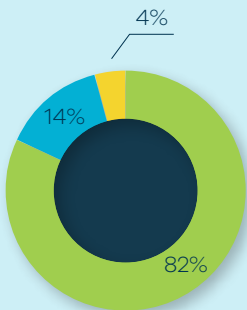
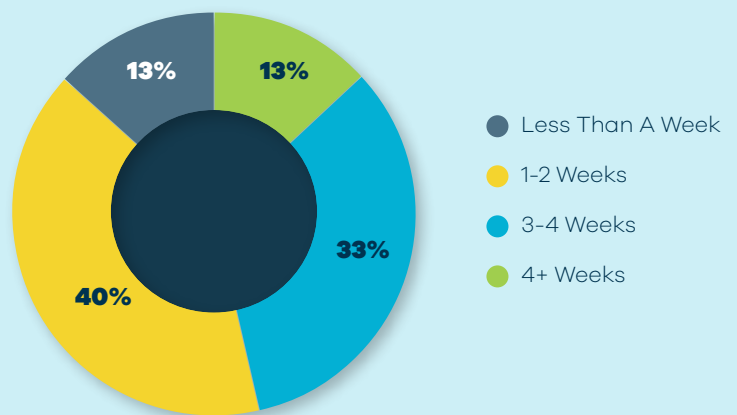
63% of respondents report using an agency to design and develop their template, but no matter who designed it, 88% say they're happy with the Master template they're using.

However, only 13% said their template was built in less than a week, which means that 87% of respondents need at least 2 weeks - and sometimes more than a month - to get their emails out the door.

**When you build emails, do you use a template?**

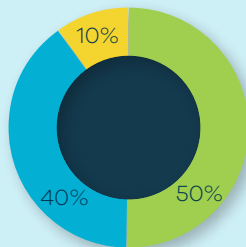


**How long did it take to complete your template from start to finish?**



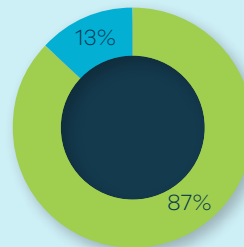
**Which version of the Marketo email editor do you use?**

- New (2.0)
- Legacy (1.0)
- There are versions?



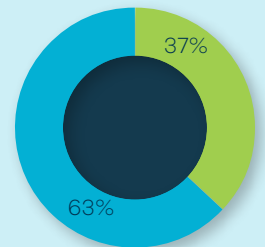
**Do you use a master 2.0 template?**

- Yes
- No
- Not Sure



**Are you happy with your master template?**

- Yes
- No



**Did you use an agency to help design/develop your template?**

- Yes
- No



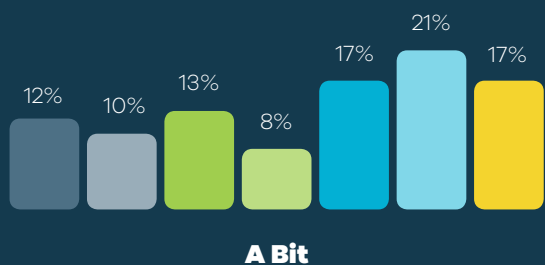
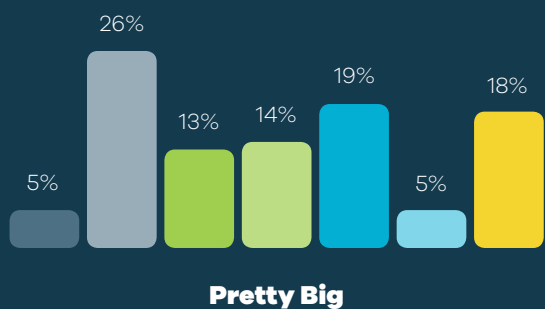
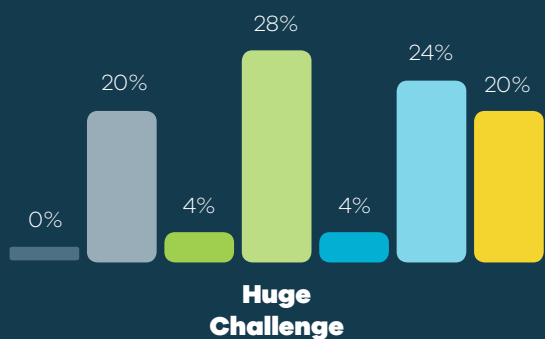
# SO WHAT'S THE PROBLEM?

For 93% of respondents, lack of resources is a concern. They may have a good idea of the direction they want to take, but they lack the personnel, funding, and expertise to make it happen.

More than 90% say that coding and design are also problematic. And remember: 60% and 76% report that they have in-house HTML and graphic design help, respectively. So even though they have coders and designers on their team, they're still having trouble producing emails.

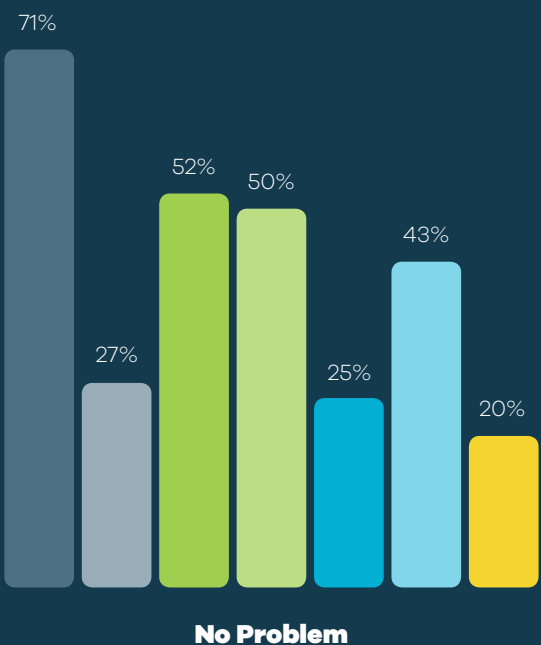
This is likely due to the fact that the developers have neither the time to support the marketing team nor the expertise to specialize in email creation. The ability to do both is a unique and highly specialized skill set.

Another 85% report that using the Marketo editor is a problem, even with the 2.0 version. The time marketers spend managing these limitations adds to delays in email deployment.



**How big of a problem are each of the following?**

- Approvals
- Coding
- Collaboration
- Content
- Design
- Marketo Editor
- Resources

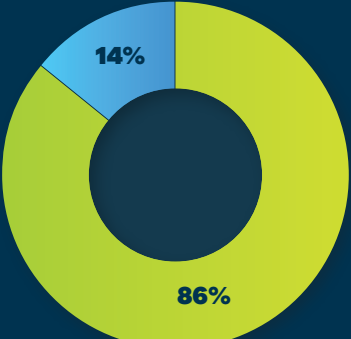


# WHAT DOES THE PROCESS LOOK LIKE?

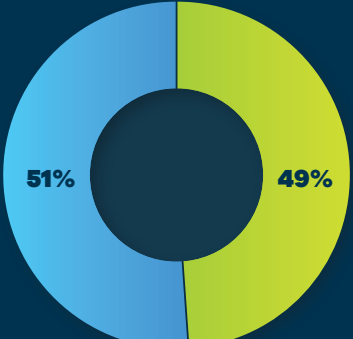
86% of respondents said they require some type of approval for emails, but only about half said they have a formal approval process at their company. Less than half said they utilize project management or collaboration systems to track requests and facilitate the creation of emails.

This results in missed approvals, long process times, and disparate documentation. Marketing departments need to drive collaboration and manage approvals, but they aren't properly equipped to handle them efficiently.

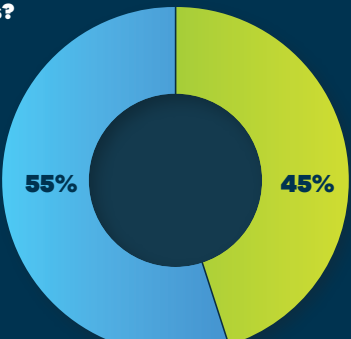
**Do emails require some type of approval before they are sent out?**



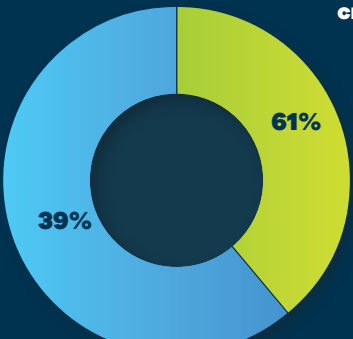
**Do you have a formal approval process at your company?**



**Do you use a project management system to track email requests?**



**Do you use a collaboration system to help facilitate the creation of emails?**



● Yes  
● No

# THE BOTTOM LINE

The vast majority of organizations don't have the resources they need to develop the content, design, and coding necessary to produce emails. Marketers must also find efficient ways to overcome internal challenges, because without a clear workflow, valuable time is being spent determining content and tracking down approval.

Further, organizations need to consider their database sources and email strategies as they review performance results. Relying on Legacy Systems and list purchases leads to below average open rates.

Similarly, a batch and blast approach to email marketing is ineffective. Marketo allows companies to segment and send personalized

emails, but using it effectively requires a thoughtful, intentional strategy.

Organizations would be well served by freeing up time for their marketers to develop such a strategy, and take advantage of tools that allow them to easily build templates, develop emails, and simplify the collaboration and approval processes.

Marketers must find efficient ways to overcome internal challenges and streamline the approval process.