

Email Marketers On Board with Best Practices

Contributed by eMarketer
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Wide adoption of segmentation and analytics

US marketers are no slouches when it comes to integrating new technologies and tactics with their email marketing efforts, according to data from summer 2010.

An August survey by email marketing service JangoMail of email marketers that were not customers of the firm found that the vast majority of respondents used advanced features like integration with Google Analytics or geo-tracking analysis to increase campaign effectiveness.

Just 11.8% of email marketers reported never or seldom using such techniques.

They were slightly more likely to ignore email segmentation, a valuable tactic that can increase the relevance of communications for recipients and avoid cluttering inboxes with unwanted messages.

More than two in five email marketers reported always segmenting their email lists, and another quarter did so regularly.

Email marketing solutions provider LyrisÂ surveyed US online and email marketers, agencies and Lyris customers in June, with similar findings.

Seven in 10 respondents reported using email segmentation, with a further 14% planning to do so in the future. Web analytics were even more popular.

As such techniques become fundamental to email marketing, practitioners will move on to more advanced tactics like behavioral targeting and dynamic landing pages.

The JangoMail survey found that following these practices does tend to bring campaign success.

Overall, half of respondents said they were usually pleased with their campaign results, and that group was more likely than average to regularly use segmentation (82%) and advanced reporting tools or geo-tracking (90%).

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