



The State of
**EMAIL
MARKETING
2015**

Developing Email Marketing Excellence by following best practices

**THE ONGOING POPULARITY
OF EMAIL MARKETING**

L'état de l'email marketing en 2015

Nous l'avons régulièrement professé ici, l'email marketing en 2015 reste primordial et obligatoire à utiliser.

Une nouvelle infographie produite à partir d'une étude réalisée par Smart Insights et Get Response.

L'état de l'email marketing en 2015

Cette étude a été effectuée auprès de plus de 1800 professionnels de l'email marketing dans le monde.

Avant de présenter les différents points, il est clairement annoncé dans l'introduction que l'email marketing reste en 2015, l'outil marketing le plus apprécié et apportant le plus de résultat.

L'email marketing est le meilleur vecteur de la communication digitale

Pour 64% des répondants, l'email marketing est le meilleur des outils digitaux devant les médias sociaux, le content marketing, le SEO, etc.

Et ceci pour différentes raisons, dans l'ordre :

- l'email marketing génère des leads plus efficacement
- provoque des ventes
- améliore les taux de conversion
- réduit les coûts marketing
- etc..

Du coup, 57,1% des marketeurs ont l'intention d'augmenter leur budget email en 2016.

Quel format d'email marketing utilisez-vous ?

Par contre, les formats d'utilisation de l'email marketing restent basiques. Les formats Newsletter et Auto répondeurs sont les formats les plus utilisés.

Autre information, les techniques de marketing automation ou de trigger marketing sont peu utilisées.

Les pratiques de ciblage utilisées

Les répondants avouent utiliser peu ou pas du tout les techniques de ciblage : 42% envoient le même message à tous leurs abonnés.

Comment sont évaluées les performances des campagnes emailing

Là aussi, tous les moyens et fonctions à disposition ne sont pas utilisés au maximum de leurs possibilités.

74% se contente de suivre les trackings basiques, taux d'ouverture et taux de clics.

Comment les professionnels gèrent leurs listes de contact

A 53%, les répondants affirment utiliser des outils afin de gérer et d'accroître leur nombre d'abonnés mais à 25%, certains annoncent ne rien faire.

Il est possible de télécharger l'étude : [Improve your Email marketing](#)



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THE ONGOING POPULARITY OF EMAIL MARKETING

In this infographic, we show the current state of email marketing based on recent research, such as between brand loyalty and confidence above an average 100 email recipients from a range of business sizes and across several sectors.



Marketers agree about the potential and power of email marketing. 88% reported an effectiveness rating of Good/Very Good for email marketing in the last year, with 54% rating annual marketing priority.

WHY OPTIMISING EMAIL MARKETING MATTERS IN 2015

Rankings by marketers on the effectiveness of digital media channels



WHY DO MARKETERS RATE EMAIL MARKETING SO HIGHLY?

We asked about the key benefits and found many benefits were cited highly, showing the reasons behind the ongoing popularity of email marketing.



These benefits of email marketing are continue to fuel the growth of email marketing into 2015 with the majority of business marketing using a Email marketing.

Budget intentions for Email Marketing in 2016



WHAT EMAIL FORMAT OPTIONS ARE USED?

Another reason behind the popularity of email marketing is that it seems to work well even if marketers aren't exploring the full range of options available. Respondents ranked text-based emails and mobile-responsive, but some sophisticated options triggered emails which are part of Marketing Automation as less popular.

Email marketing options used as part of communication strategy



WHICH TARGETING TECHNIQUES ARE USED?

It's a digital world with lots of targeting which can deliver more relevant messages to email list subscribers. Globally, over a quarter of respondents 2015 used some form of targeting, the data shows. Don't miss our top 2 50 ideas for targeting.

Which email targeting techniques do businesses use?



HOW ARE MARKETERS MEASURING SUCCESS?

Most email marketers measure their great insight on how subscribers are responding to emails, across the range of different metrics and open and click. The opportunity to get down to track responses by segment and through time can take advantage of the data.

How do businesses evaluate and track Email marketing?



HOW DO BUSINESSES MANAGE THEIR LISTS

The size and quality of the subscriber list fuels email marketing, so the more data the better. Businesses are managing 94% of their lists, right up to 100% for some. It's not just about how many lists you have, but how you manage them. For more list size, see 100 list management ideas.

How do businesses manage email subscriber list quality?



IT PAYS TO OPTIMIZE

We considered the range of applications of email marketing for business, related to the impact of email marketing on the success of different sized businesses. The data shows that the most sophisticated email marketing strategies are used by larger businesses, but it's more challenging to get reported results in larger organisations.



If we look at the number of businesses in different categories, we can see a range of 40k to 100+ usually but using the numbers in Finance and Insurance, there is a lot of potential to improve email marketing and need for more email systems with good guidance.

Second rating of business sophistication of using Email marketing



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