

**NEW RESEARCH:**  
Breaking Down the Barriers  
for Successful Enterprise  
Email Marketing

**Ascend2** Research  
Conducted in Partnership  
with MessageGears



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# Successful Personalization Still Difficult for Enterprise Email Marketers

According to new research released by MessageGears and Ascend2, enterprise email marketers' most important goal is also the most difficult to accomplish: 1-to-1 personalization. As today's consumers expect and demand a consistent, relevant experience from brands they love, marketers are under an increasing amount of pressure to deliver timely, personalized messaging. In order for enterprise businesses to successfully deliver a seamless experience, marketers must have access to as much data as possible as well as technology that allows them to utilize it properly.

This study provides insight into the needs of enterprise marketers and has exposed three major takeaways:

- 1. Personalization is the most important goal, and also among the most difficult to accomplish.** Being able to access data is key for marketers to deliver a personalized, relevant experience.
- 2. 1-to-1 messaging and behavioral triggered emails are the most effective types of personalization.** These techniques are also the most difficult to achieve, according to this research. In the age of instant gratification, marketers that can't capitalize on opportunities in real-time will fall behind their competition.
- 3. 63% of enterprise email marketers use in-house resources exclusively or in combination with outside specialists.** While most marketers rely on some in-house resources to execute email campaigns, only 17% of marketers use in-house resources exclusively. As personalization becomes more important, businesses need to stay close to their customers and outsource only necessary pieces to execute.

# Enterprise Email Marketing Strategy

Improving email personalization is a top email marketing priority. But how are enterprise class companies achieving this important goal? To find out, MessageGears in partnership with Ascend2 fielded the Email Marketing Strategy Survey.

This report contains data and opinions exclusively from 78 marketing influencers working for companies with more than 500 employees. We thank these busy professionals for sharing their insights with us, and you.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.

We hope you find this research well worth your valuable reading time.

## Methodology

Ascend2 benchmarks the performance of popular digital marketing practices using a standardized online questionnaire and proprietary 3-Minute Survey format, then experienced analysts report on the findings objectively.

This survey was fielded to a panel of business, marketing and sales professionals, and this report represents the following:

### Role in the Company

Owner / Partner / CXO	35%
VP / Director / Manager	54%
Non-Management	11%

### Primary Marketing Channel

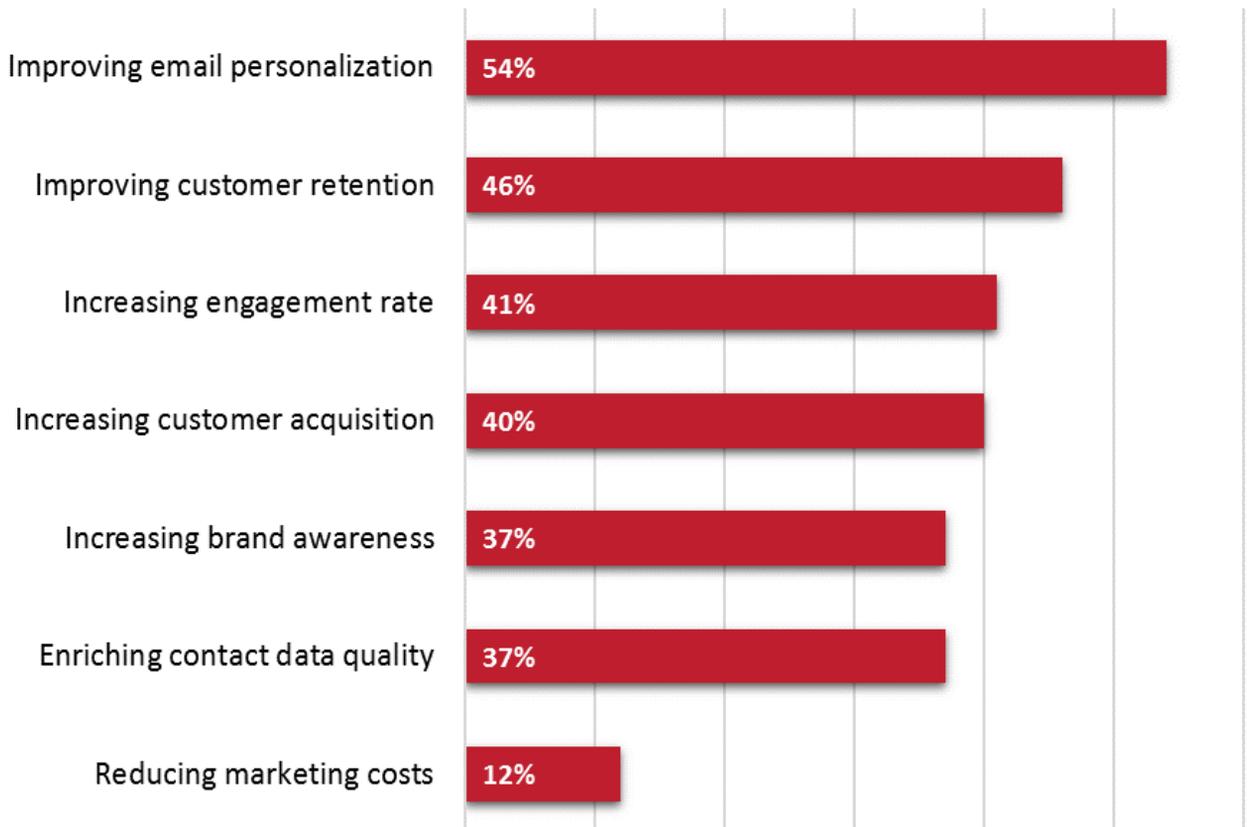
B2B	41%
B2C	40%
B2B and B2C Equally	19%



# Most Important Strategic Goals

Improving email personalization is a top priority for 54% of enterprise class companies. Customer retention, which is driven in part by the personalization of email communications to customers, is also a top strategic goal.

*What are the MOST IMPORTANT GOALS of an email marketing strategy?*



Most marketers know that personalization is critical for success, but leaders need to consider the bigger picture: consumers expect and respond to brands that deliver a personalized *experience*, not just personalized emails.



# Barriers to Strategic Success

Contact data quality can be a significant barrier to the success of an enterprise class email marketing strategy. Enriching data quality enables effective email personalization, but often requires the specialized capabilities of external resources.

*What are the MOST SIGNIFICANT BARRIERS to achieving email marketing success?*



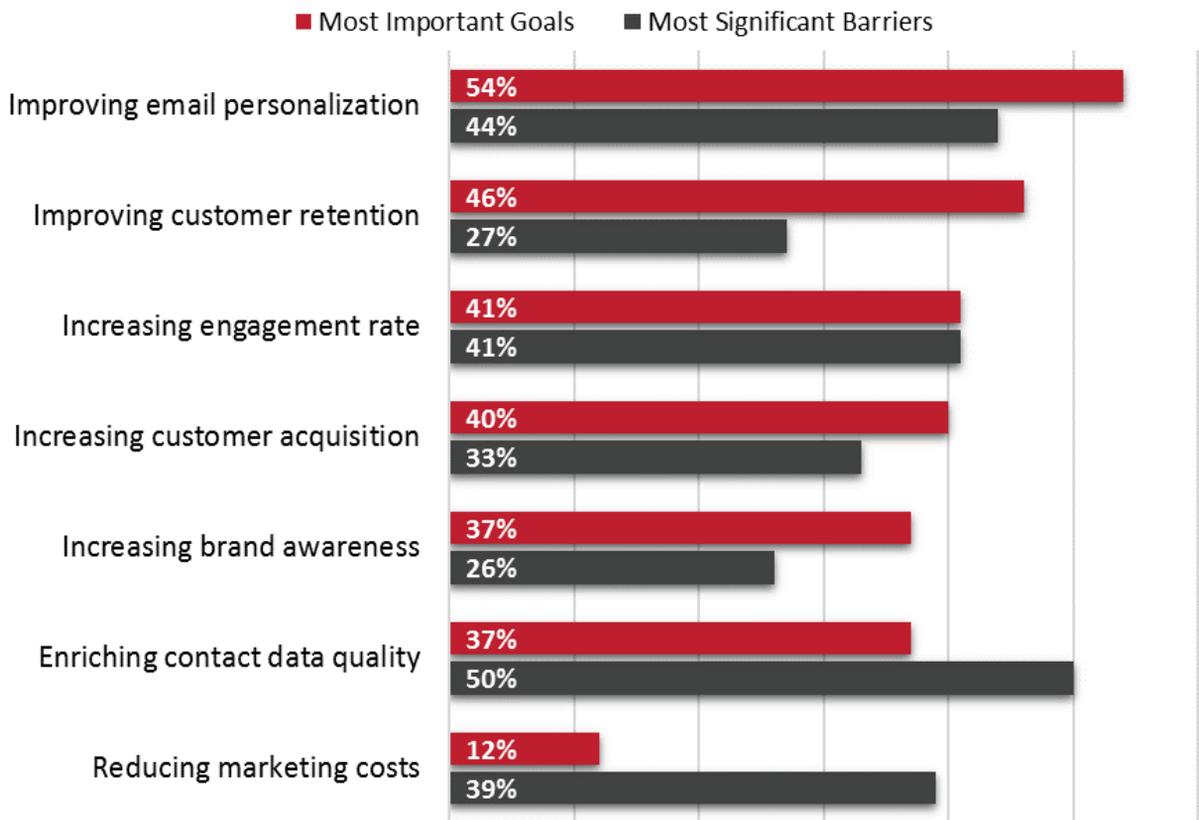
Data quality is key, and utilizing that data for personalization is an important goal for global businesses. The marketing team must have access to their quality data in order to do their jobs effectively. It's critical that companies find technology that allows them to access their data so they have a complete view of their customers.



# Analyzing Goals vs. Barriers

Analyzing the importance of a goal in comparison to its significance as a success barrier is critical in the development of a well balanced and effective strategy for enterprise class email marketing purposes.

*Strategic goals versus success barriers.*



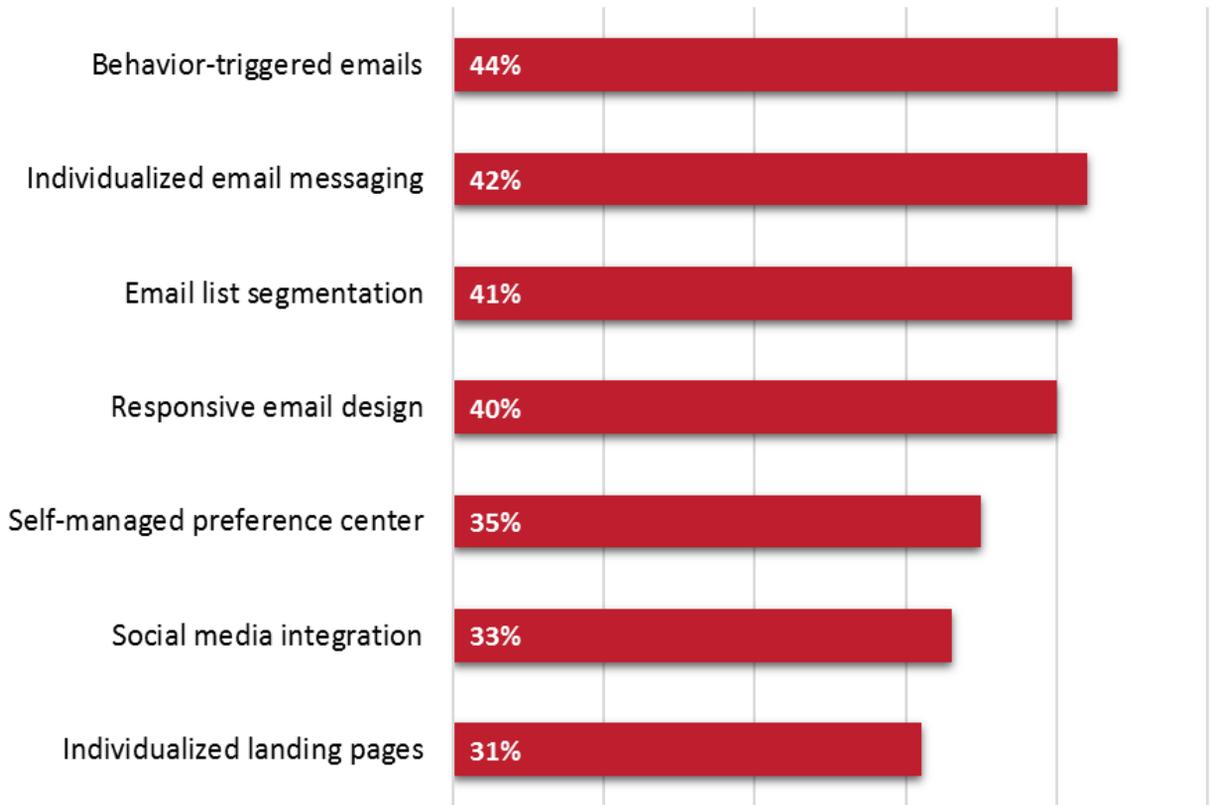
Goals are important but need to be realistic and achievable. Understanding the potential barriers to success allows your organization to identify and address potential roadblocks that can get in the way of reaching those goals.



# Effective Personalization Tactics

Emails that are triggered by subscriber behavior and provide individualized messaging may be automated for enterprise campaigns when driven by quality and complete contact data.

*What are the MOST EFFECTIVE personalization tactics used for email marketing purposes?*



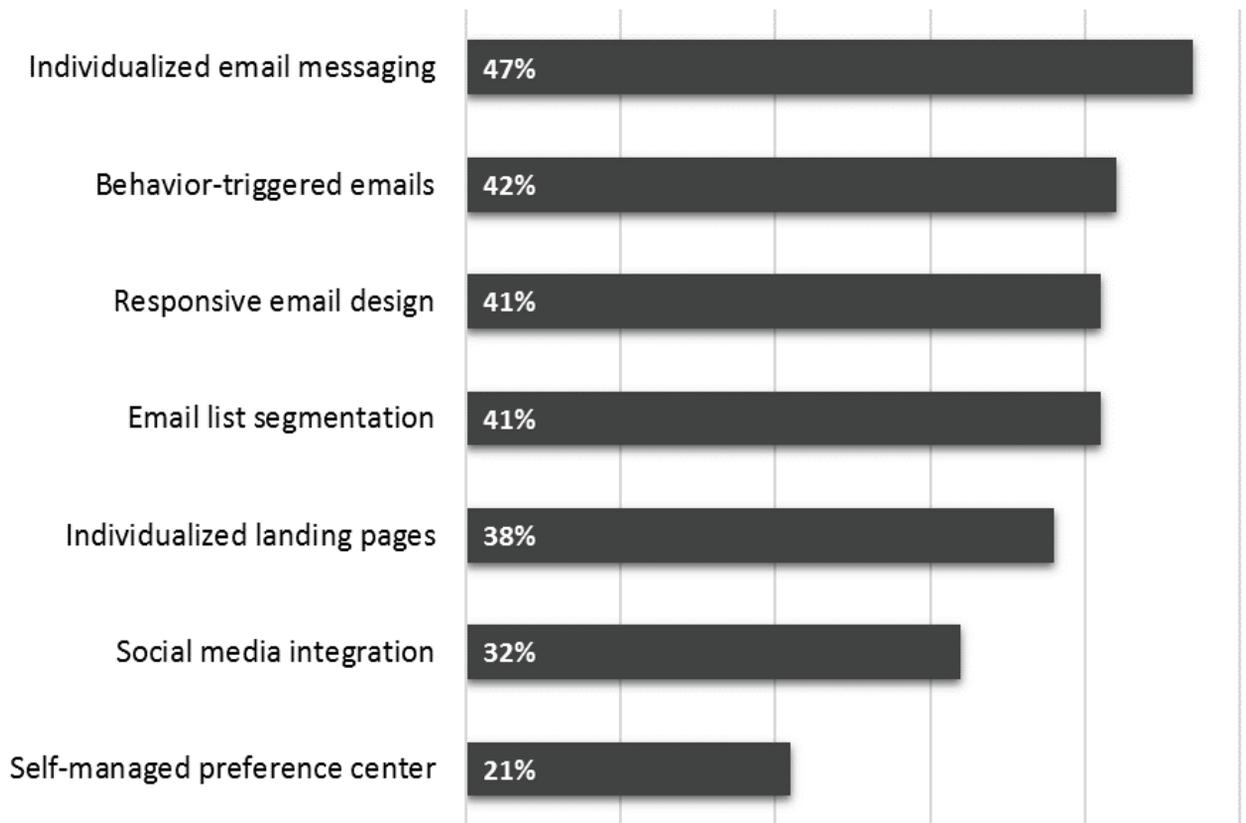
Enterprise organizations that want to stand out leverage real-time customer data to personalize even the most basic triggered messages.



# Difficult Personalization Tactics

Individualizing email messaging is the most difficult personalization tactic to execute for 47% of enterprise class companies. To execute successfully, this tactic requires enriching contact data quality – the most significant barrier to email marketing success.

*What are the MOST DIFFICULT personalization tactics to execute for email marketing purposes?*



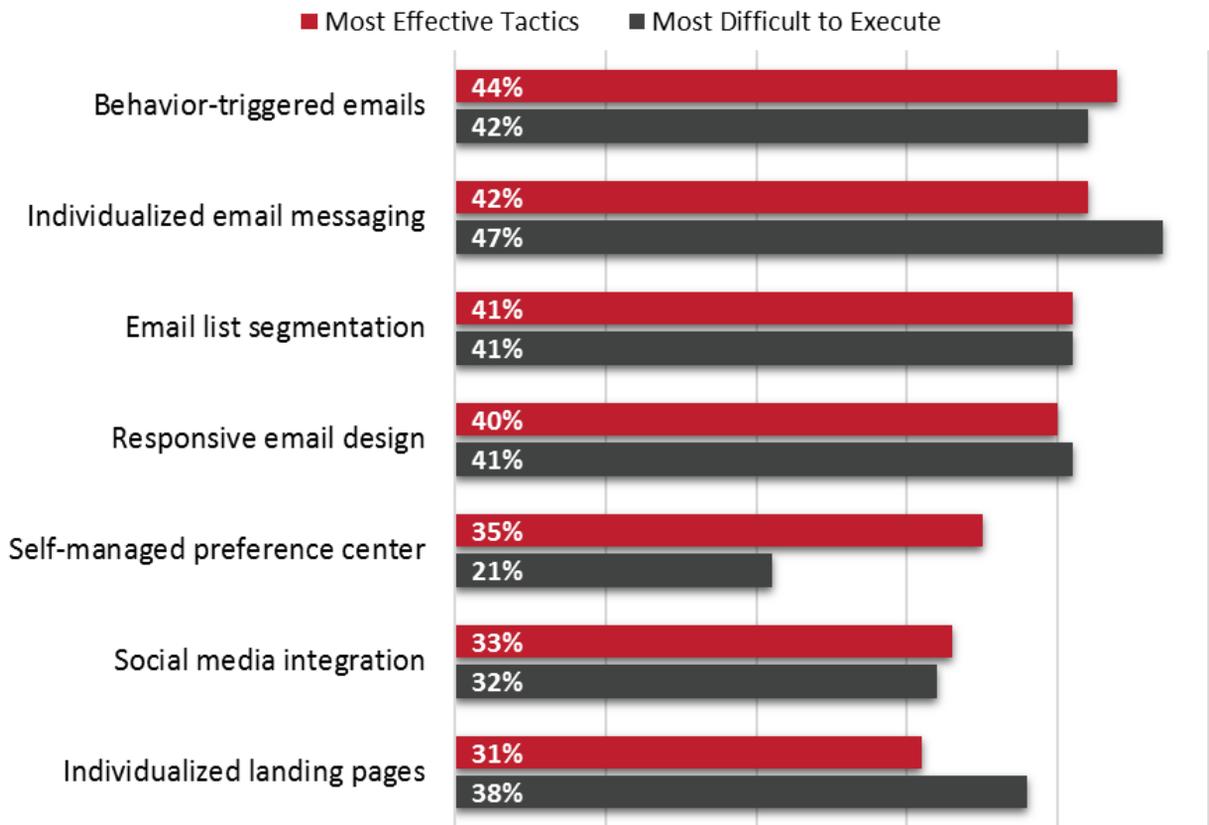
Access to customer data is the most important element of success for email marketers. Being able to meet customer expectations and provide a consistent experience across all channels, including email, requires seamless access to updated, fresh customer information.



## Effectiveness vs. Difficulty

Tactics that are much more effective to use than difficult to execute are less likely to be outsourced. Tactics that are more difficult to execute than effective to use are often outsourced. Important considerations for an effective tactical plan of action.

*Tactical effectiveness versus executional difficulty.*



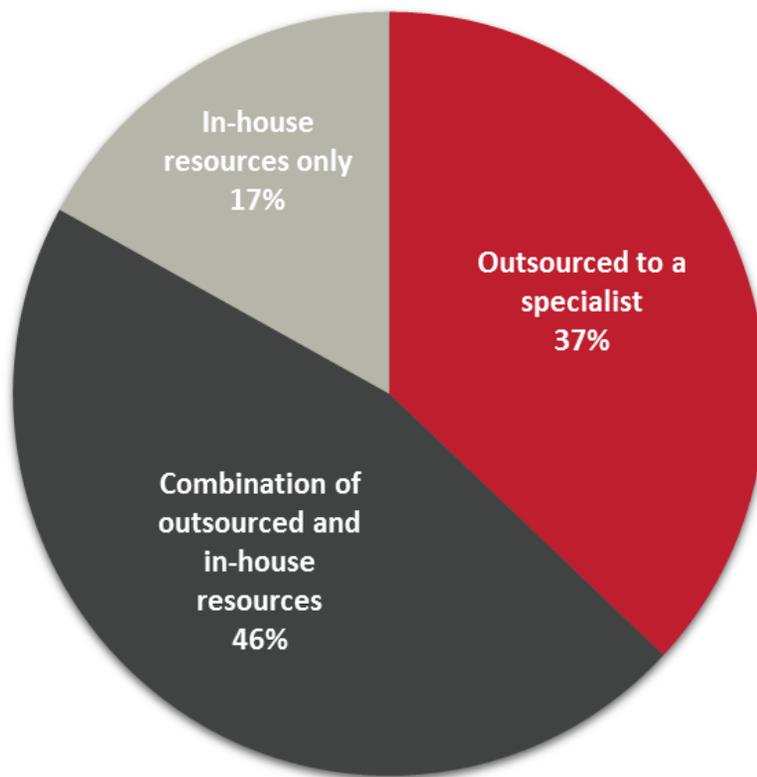
Multiple vendors and technology solutions need to be carefully orchestrated to avoid an inconsistent and clunky experience for prospects and customers, as can often happen when multiple services are outsourced.



## Resources Used to Execute Tactics

Individualizing campaigns for personalization is difficult to execute. The more difficult, the more likely a company is to outsource, explaining why 83% of enterprises execute all or part of their email marketing tactics using external resources.

*Which best describes the RESOURCES USED to execute email marketing tactics?*



Whether it's working with and/or combining existing technology or shopping for something new, the goal should be to consolidate instead of continuing to outsource to gain greater control over your data for marketing.



## About the Research Partners

### MessageGears

MessageGears is an enterprise email marketing provider that utilizes a hybrid technology to combine the power and security of on-premises software with the efficiency and scalability of the cloud. For data driven marketers, MessageGears' unique architecture provides unprecedented data integration, security, and economic benefits while offering true enterprise performance. The company was founded in 2010 and is based in Atlanta, GA.

Learn more at [MessageGears.com](http://MessageGears.com)

### Ascend2

Research-Based Demand Generation for Marketing Solution Providers.

Marketing software and data companies, and digital marketing agencies, partner with Ascend2 to reliably generate demand and supplement marketing content. Our Research Partner Programs are transparent – spotlighting your brand and the interests of your market.

Learn more at [Ascend2.com](http://Ascend2.com)

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# How to deliver personalized ~~emails~~. *experiences.*

Today's businesses need software that works directly with their existing systems to give them a complete view of their customers. With MessageGears' next-generation email solution, marketers benefit from:



## Control

Don't let your email vendor limit your success. As your business evolves and grows, you need complete control of what data to use for your email programs.



## Speed

Add, modify, and manage new data fields and elements in seconds without waiting in a lengthy ticket queue or signing a Statement of Work.



## Test / Learn / Optimize

Direct access to data allows for advanced segmentation and personalization capabilities. Get results in real-time so you can quickly optimize your campaigns.

Learn more and schedule a demo today:

 **MessageGears**

[MESSAGEGEARS.COM](https://messagegears.com)