

# B2B Email Marketing Strategy

How B2B Marketers are Achieving Important Goals



Research Conducted in Partnership with Ascend2

# Table of Contents

B2B Email Marketing Strategy	3
Most Important Strategic Goals	4
Success of Email Marketing Strategies	5
Most Significant Success Barriers	6
How Sales Cycle Impacts Success	7
Strategic Goals Versus Success Barriers	8
Effectiveness of Personalization Tactics	9
How Effectiveness is Changing	10
Most Difficult Tactics to Execute	11
Executing Difficult Tactics	12
Tactical Effectiveness Versus Difficulty	13
About the Research Partners	14



## 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 research subscriber panel of marketing influencers, and this report represents the following:*

### Employees in the Company

More than 500	32%
50 to 500	35%
Fewer than 50	33%

### Role in the Company

Owner / Partner / CXO	41%
VP / Director / Manager	47%
Non-Management	12%

# B2B Email Marketing Strategy

The most significant barrier to achieving the goals of a B2B email marketing strategy is enriching contact data quality.

***How are B2B marketers overcoming this barrier to success?***

To find out, Synthio in partnership with Ascend2 fielded the Email Marketing Strategy Survey.

This report, titled ‘B2B Email Marketing Strategy,’ exclusively represents the opinions of the 108 companies dedicated to the business-to-business marketing and sales channel. We thank these busy B2B professionals for sharing their valuable 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.

# Most Important Strategic Goals

The top priorities for a majority of B2B email marketing strategies are **increasing the engagement rate for email** (60%) and **increasing customer acquisition that can be attributed to email** (56%).

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



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B2B Email Marketing Strategy  
Synthio and Ascend2, Published October 2016

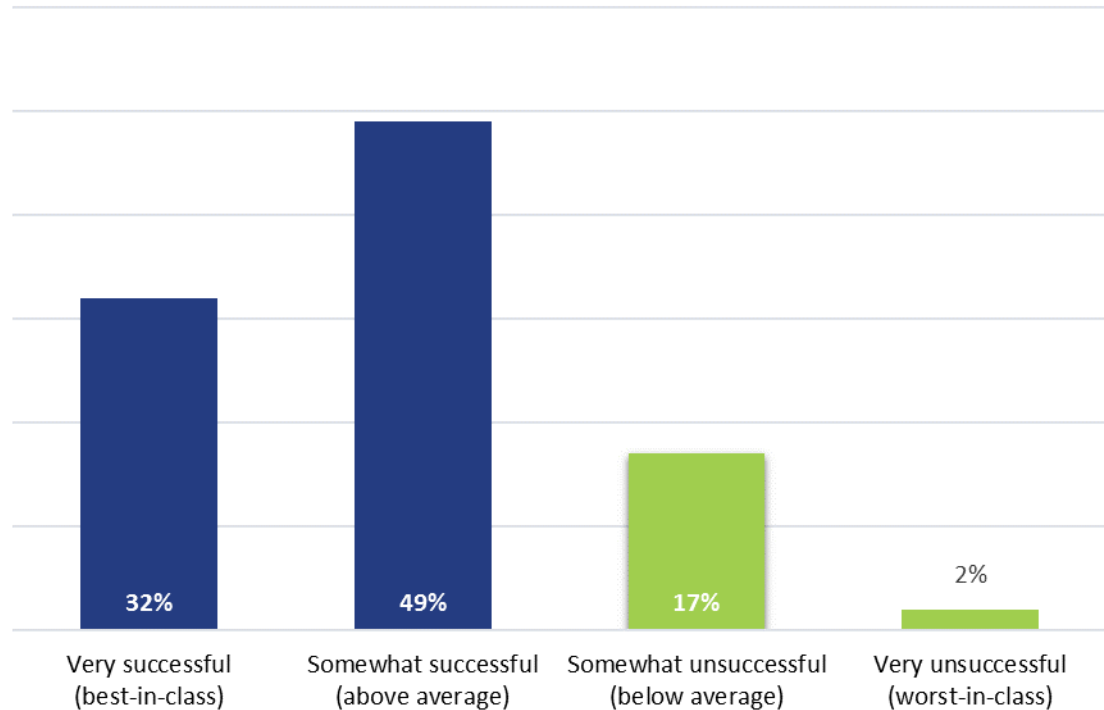


# Success of Email Marketing Strategies

19% of marketers rate the success of their email marketing strategy as **unsuccessful**.



*Which best describes the **SUCCESS** of your email marketing strategy compared to competitors?*



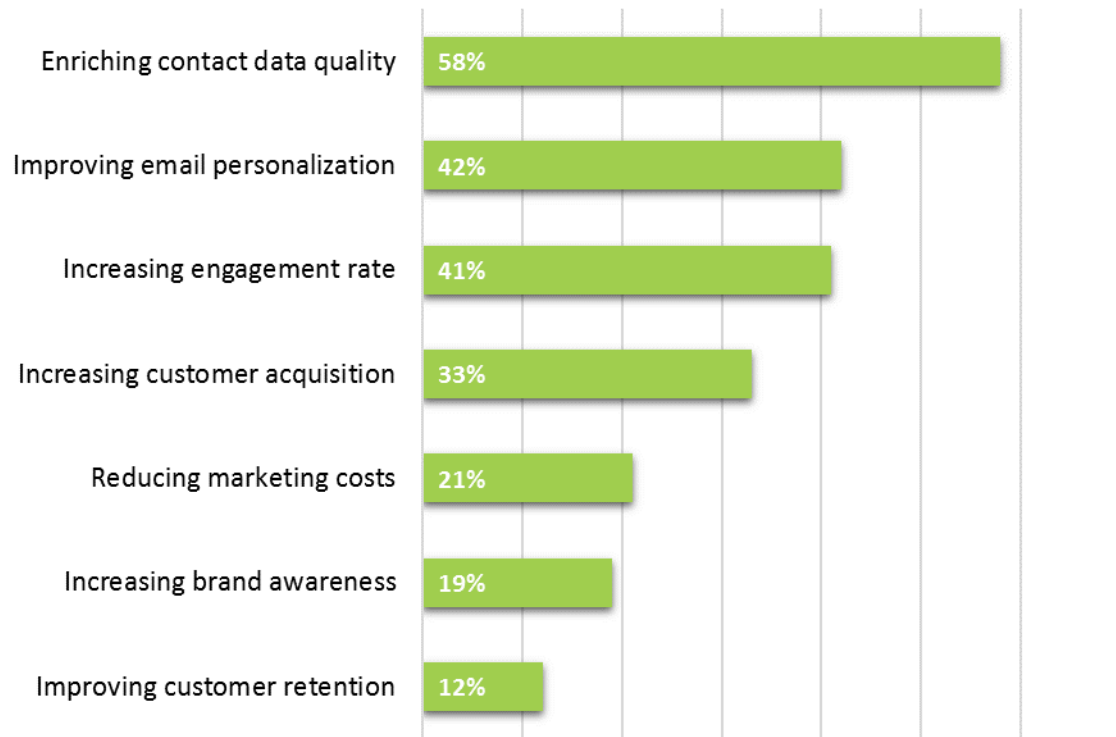
***The inability to enrich contact data quality is the TOP obstacle for 58% of B2B marketing influencers.***

The lack of contact data quality makes it nearly impossible to improve personalization (42%) and, in turn, increase the engagement rate of email – *the most important goal of a B2B email marketing strategy.*



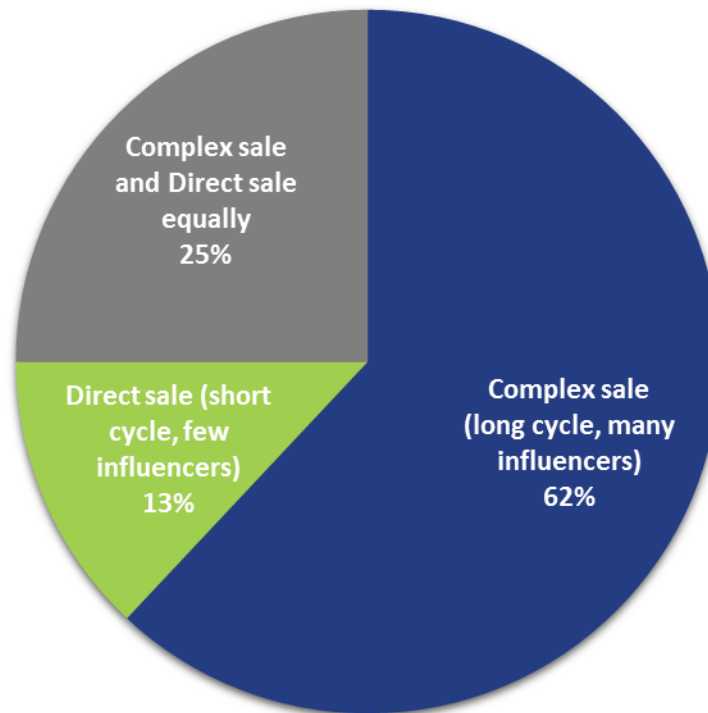
## Most Significant Success Barriers

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



# How Sales Cycle Impacts Success

*Which best describes the type of SALES CYCLE your organization most often encounters?*



Email marketing is a valuable channel used in all types of sales scenarios, **but it is most essential when it comes to cycles that are long and complex**, involving multiple influencers that require personalized nurturing. The complex sales cycle is encountered by a vast majority of B2B marketing influencers.

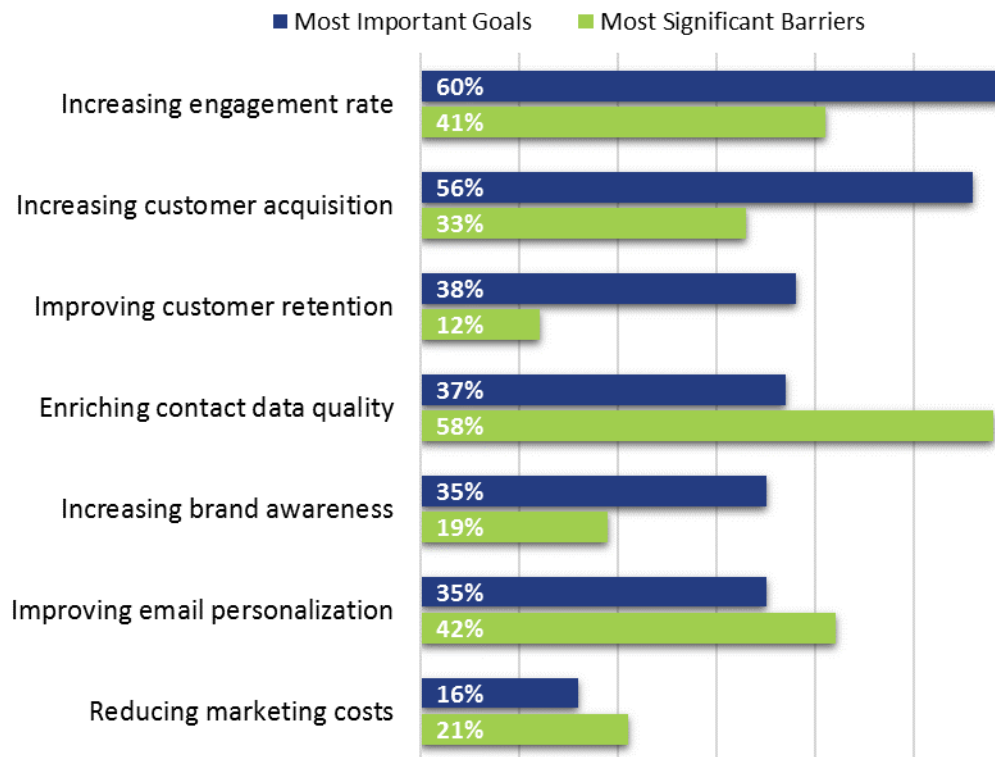
Comparing the importance of goals worth achieving to the significance of barriers to success is critical in the development of a well balanced and effective email marketing strategy.

***Enriching contact data is the #1 most significant barrier and is also a top 5 goal among B2B marketers.***



## Strategic Goals Versus Success Barriers

*Comparing goals and barriers for strategy development.*



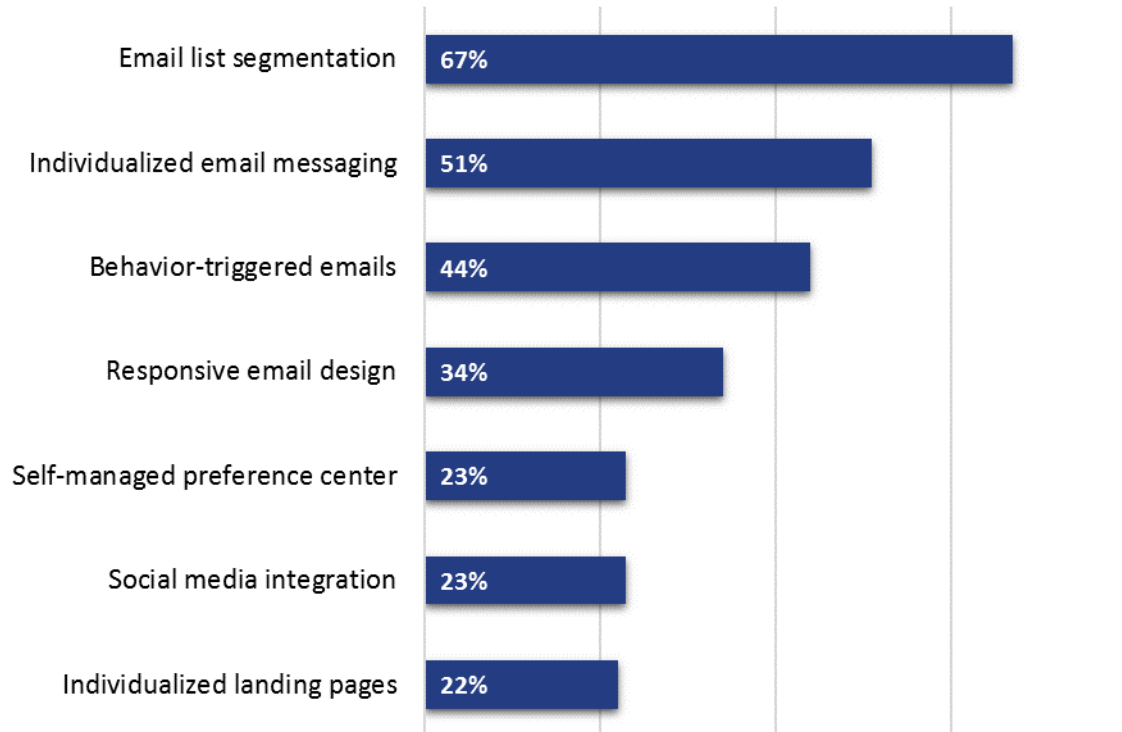


Engagement throughout the customer journey **increases** with personalization. And the ability to segment email lists and individualize email campaign messaging are considered the most effective personalization tactics for 67% and 51% of B2B marketing influencers respectively.

***But without clean and accurate contact data, it is nearly impossible to effectively segment and personalize.***

# Effectiveness of Personalization Tactics

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



**SYNTHio**

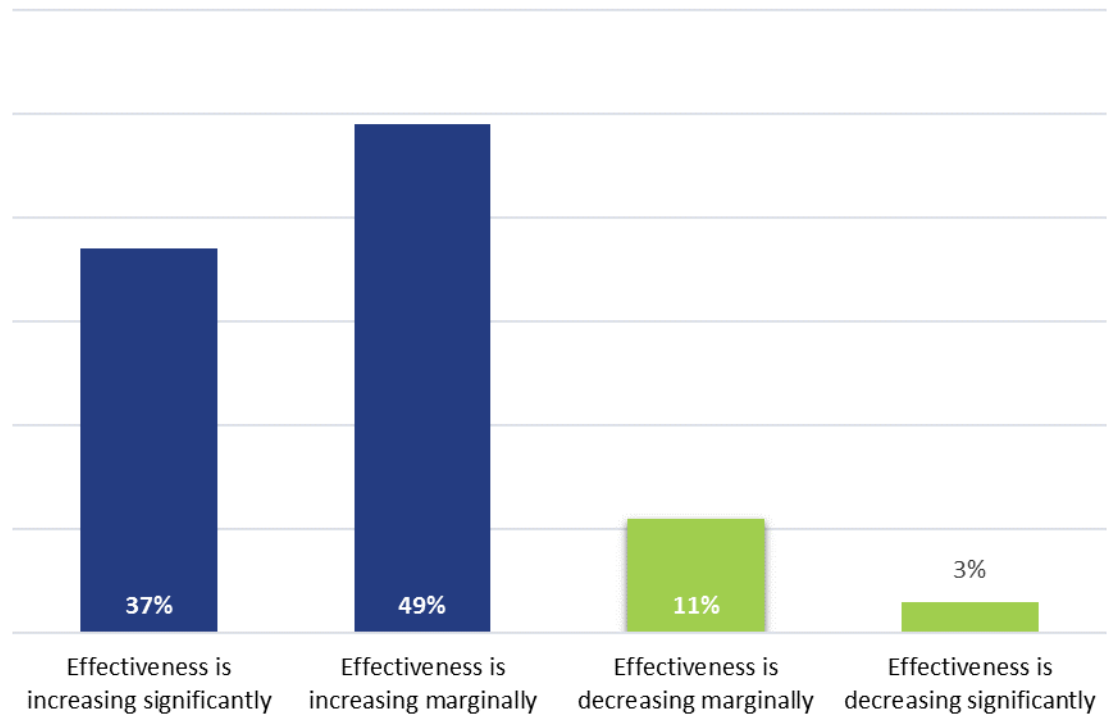
B2B Email Marketing Strategy  
Synthio and Ascend2, Published October 2016

# How Effectiveness is Changing

In total, 86% of B2B marketing influencers agree **that email marketing effectiveness is increasing to some extent**, with 37% describing the increase in effectiveness as significant. Only 14% believe B2B email marketing effectiveness is decreasing.

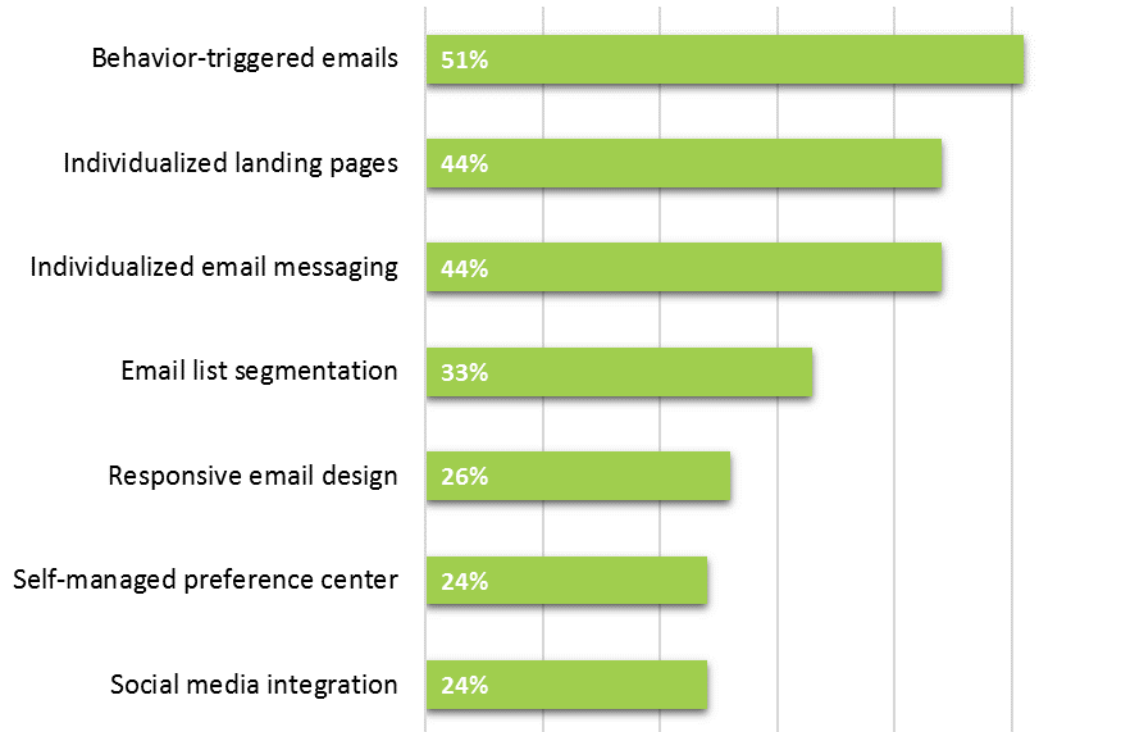


*To what extent is email marketing EFFECTIVENESS CHANGING?*



# Most Difficult Tactics to Execute

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

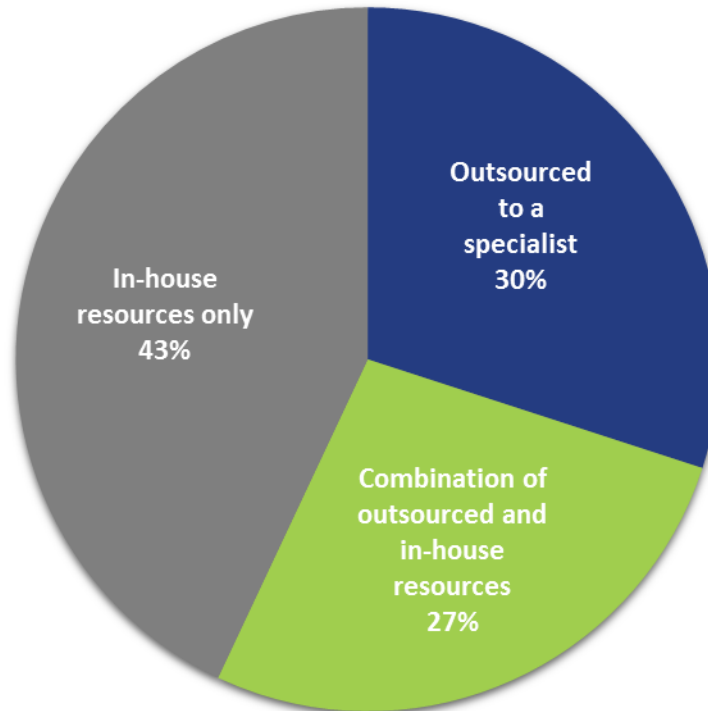


Individualizing landing pages and individualizing email messaging (both 44%) are a couple of the most difficult personalization tactics to execute. Executing these tactics effectively is not only difficult, **it requires the enrichment of contact data quality – which is the most significant barrier to B2B email marketing success.**



# Executing Difficult Tactics

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



Overcoming significant success barriers and achieving important email marketing goals requires personalization tactics that are often difficult to execute. This is why a majority (57%) of B2B marketing influencers outsource all or part of their email marketing tactics.

The remaining 43% say they have the resources in-house to execute their email marketing tactics.





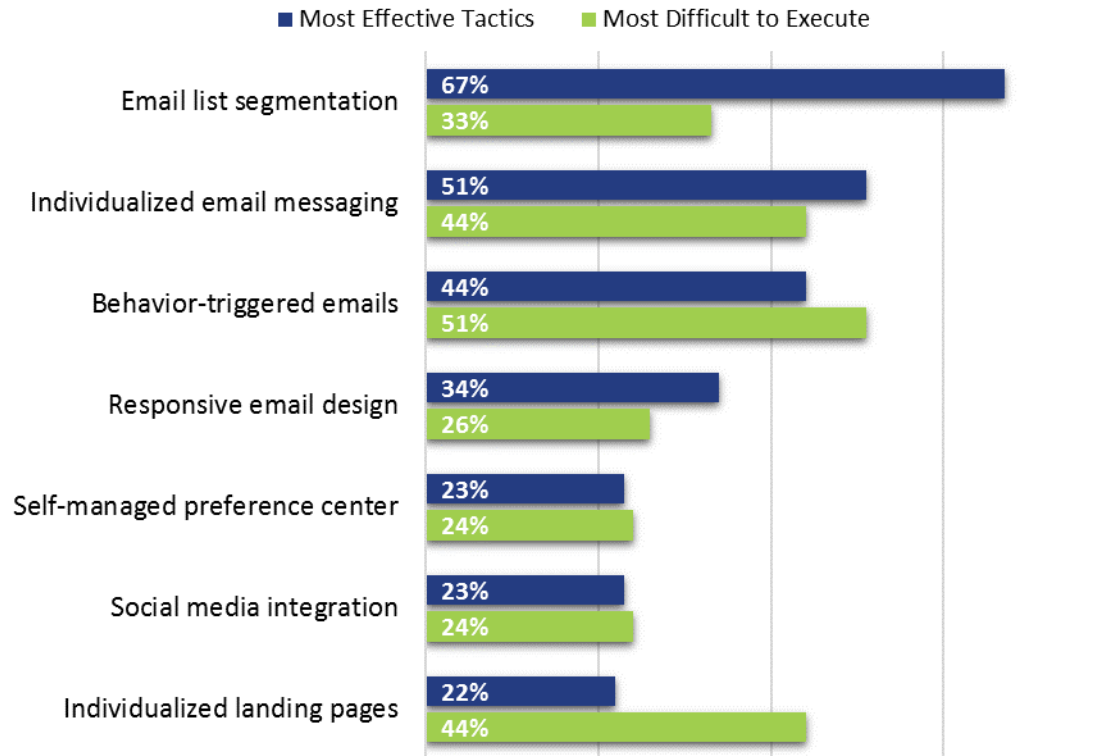
# Tactical Effectiveness Versus Difficulty

Tactics that are twice as effective as they are difficult to execute – such as email list segmentation – are less likely to be outsourced. Conversely, tactics twice as difficult as they are effective – such as individualized landing pages – are much more often outsourced.

These are worthy considerations when developing a tactical plan of action for an effective B2B email marketing strategy.



*Comparing tactical effectiveness and executional difficulty.*



## About the Research Partners

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