# essence of email

# 2021 Email Marketing Guide

Q4 2020 Report

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# Letter from the Essence of Email Managing Director

2020. What can you say...

Actually, 2020 was a pretty good year for us, here at Essence of Email. Our focus is almost exclusively on eCommerce and while many, many businesses struggled, business owners that shifted their focus online often came through.

We certainly felt the crunch. But then, as the year progressed, many of our clients had their best year to-date. In addition, we found that for over half of our clients, the percentage of sales attributed to email grew.

Looking back over the year and the holiday period, there are a number of trends that continue to accelerate. Over my career, I've seen that not all things that seem trendy work out, but some trends, when they mature, change everything. Mobile did that and some of the things on the horizon will do the same.

## Personalization

Personalization continues to be a complex issue. Privacy continues to be critical and the elections have focused the light on technology's ability to impact what people think. That includes customers' interest in highly personalized and relevant content across every channel.

Our own advances in segmentation have been a critical part of the growth our clients have experienced, and we expect that the needs of our clients will shift even further towards greater levels of personalization.

## Automation, Machine Learning, and AI

Another trend which is starting to show up in almost every digital corner is the importance of automation, especially involving machine learning and the ever-trendy term AI.

Nearly every email platform is making large investments into their marketing automation and, wherever possible, trying to stuff machine learning into it – from smart sending times to combined SMS and email.

We've also started investing in automation in our workflows and ramping up our sophistication and exploring how AI can help our clients. It already showed fruits in 2020 and we don't expect it to slow down any time soon. We expect 2021 will mark a significant jump forward for us in this area.

## Communities

While various trends are rising up, 2020 has certainly brought the importance of community home to me. While in some ways we have been separated from our physical communities, digital communities have come into sharp view.

While those who benefit from division or controversy try to refer to it with terms like 'tribalism', 2020, for much of the world, has brought to the forefront the importance of community and how sometimes, like with any relationship, be it a partner, a spouse, a friend, a child, the differences in values can create sharp and difficult exchanges.

It's especially important to remember, as a company, that the customers represent another community, and problems can be worked through with a focus on communication. Email has proven to be the best channel to build those digital communities.

Those brands which are best developing a strong voice and communicate often with their customers fared the best in 2020 and on.

A brand is a reflection of the people in that community, including the employees, management, and customers. Those brands that are best able to create that community where people feel comfortable will continue to win.

So, while we put a close to 2020, we hope that you will join our community, and that you are able to prosper in the communities you are a part of and have a prosperous 2021.

**Heath Weaver, Managing Director**
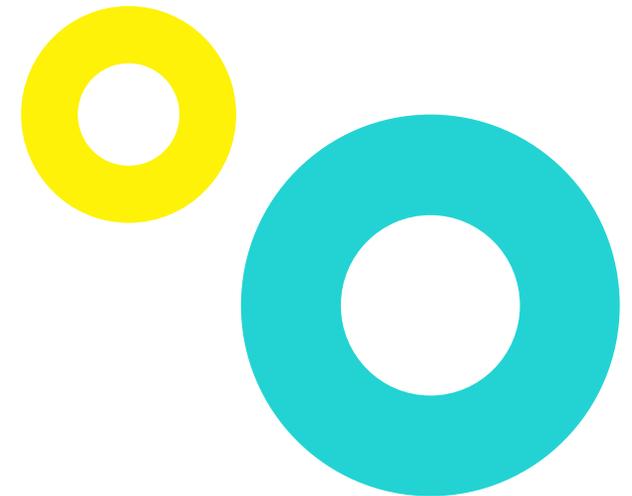
# Introduction

# Introduction

Hey there!

We hope this report finds you well-rested, energized, and a couple of pounds heavier after your holiday feasts. Having waved goodbye to 2020, we're now feeling hopeful about what 2021 might bring. But to make the best of the new year, it's important to reflect on all of the email marketing lessons learned during Q4 2020.

Based on those lessons, we've created this report to help you improve your email marketing strategies and adapt to potential challenges in the eCommerce sector. Inside, we highlight the most important events that marked Cyber Week, as well as the entire past year. Plus, we include plenty of tips on email marketing strategy, paired with expert insights from our partners.

In this report, you'll discover:

- The biggest eCommerce updates from Microsoft and Google
- Why it's important to be adaptable and plan for change
- Why experts advise against excessive A/B testing
- The importance of maintaining your email channel year-round

And much, much more.

We hope this comprehensive overview of 2020 helps to clarify your email program's strengths and weaknesses so that you can elevate it in the months ahead.

Happy reading!
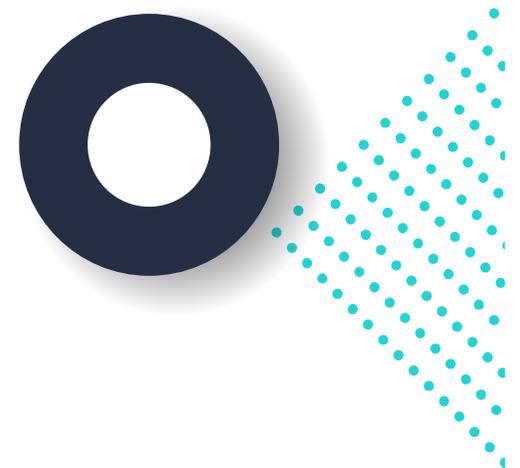
# Technology Landscape

# Technology Landscape

What a ride 2020 was! It got off to a good start,

but February sent us on a rollercoaster we've been unable to get off of ever since.

In short, we've experienced COVID-19, economic instability, and lots of uncertainty.

There was plenty of money for giants, while smaller companies struggled –

and switching to online sales became a necessity for most.

It's important to reflect on all of the email marketing lessons learned during Q4 2020.

One thing is certain: 2020 taught us about the importance of eCommerce.

Online shopping is no longer just a bonus but is now a must-have for every business.

It's unlikely that this will change once vaccines are rolled out and

we embrace the "new normal."

With this in mind, companies of all sizes scrambled to improve their

online offerings and make shopping easier. This resulted in a variety

of new product launches and updates. So, what happens now?

To help you choose the right tools, platforms, and strategies for 2021,

here's an overview of the most important updates from 2020.

Plus, check out our top picks featured in the Essence of Email Weekly – Q4 editions!
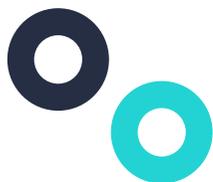
## Holiday resources expansion

In anticipation of the 2020 holiday season, and in an attempt to help

eCommerce stores boost holiday sales, we saw lots of feature launches

and updates by tech giants such as Google and Microsoft.

In October, Google launched a set of holiday marketing resources

in the form of tools, live streams, and how-to guides.

The aim was to help small businesses prepare for the busiest time of the year

and reach their customers with personalized recommendations

through Shopping, Search, and Map functionality.

Microsoft followed with a set of promotion extensions tied to holiday offers.

The promotions are designed to be consistent across Google and Microsoft

platforms. The best part? The extensions are not tied to winter holidays only –

they'll be available throughout the entire year.

## Social media integrations

Social media marketing is a great way for brands to achieve their brand and marketing goals. With robust targeting capabilities, it's no wonder that more and more companies are trying to integrate their services with social media platforms for better reach and customer experience.

During the fall, GoDaddy announced that its customers would be able to sell their products via Instagram and Facebook using the company's website builder Websites + Marketing. The builder allows marketers to create shoppable posts and set up shops on both social channels. All further updates, such as adding new products to stores and updating product information, will be synced to brands' Instagram and Facebook accounts.

So, Instagram's covered, Facebook too… but what about TikTok? TikTok teamed up with Shopify to help merchants reach younger audiences and drive sales through "shoppable" video ads. Once merchants choose the product they want to promote, video ads are automatically generated. The ads appear in a TikTok user's video feed and drive customers to Shopify for checkout. It's a great example of how brands can take advantage of the latest trends and get one step ahead!

## What's up with the giants?

Let's take a look at what the big names have been up to.
**Mailchimp** launched Mailchimp & Co., a community for freelancers and agencies to help small businesses succeed. With a huge number of freelancers making up Mailchimp's ecosystem, the company hopes to help people learn new skills, build a reputation, and get the tools they need for client management.

**Shopify** also made big improvements by allowing their customers to integrate Shopify Checkout with subscription and post-purchase upsell apps. This allows for enhanced optimization and a better shopping experience for customers. Options include subscription apps such as ReCharge and Bold Subscriptions and post-purchase and upsell apps like Zipify One Click Upsell, Ultimate Special Offers by Pixel Union, and CartHook Post-Purchase Offers.

**Amazon** also stepped up its game by launching an online pharmacy. To place an order, users need to provide basic health information and insurance details or ask their doctors to send prescriptions directly to Amazon Pharmacy. Prime members without insurance get 80% off generic drugs and 40% off brand name medications.

## Laws and regulations

Large-scale shifts to remote work and digital systems have once more drawn attention to the importance of data privacy.

Rules and laws around data privacy, such as the "California Consumer Privacy Act" (CCPA) and the "General Data Protection Regulation" (GDPR) have increased data privacy requirements. Also, California announced earlier this year that there would be no COVID-related delays in enforcing the CCPA.

And with huge brands such as H&M and Twitter being fined for violating the rules, it is expected that the laws are going to become increasingly stricter. Companies that want to remain compliant will need to invest in adaptable solutions, such as automation and analytics tools that protect customer privacy.
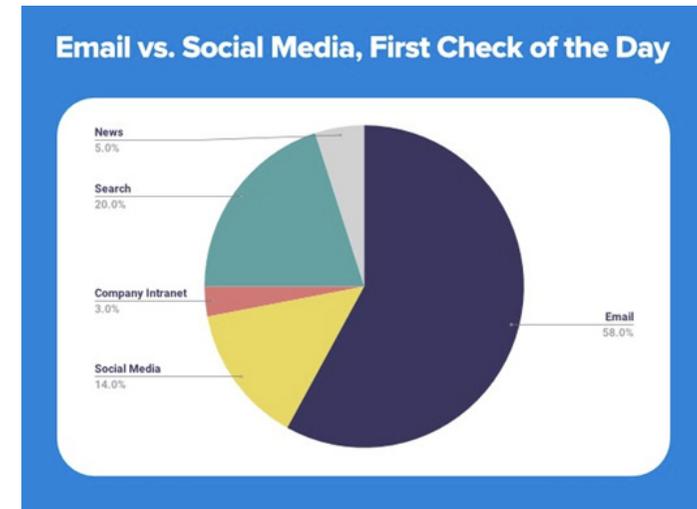
## Email marketing

**Long story short:** During the pandemic, the volume of emails went up. On Thanksgiving only, 3.6% more emails were sent compared to the previous year. However, unique open rates decreased by 10% and revenue per email decreased by 9%. Still, email remains one of the most popular channels, with 58% of respondents reporting it's the first thing they check during the day.



Source: OptinMonster

It's clear that email will continue to be one of the fundamental channels for engagement, community building, and sales. Still, email marketers need to keep an eye on all of the innovations and continually work to improve their email strategy.

To discover the biggest lessons that 2020 taught email marketers, and how to apply them to your 2021 strategy, keep reading!

# Tips & Insights:
# A look back at 2020
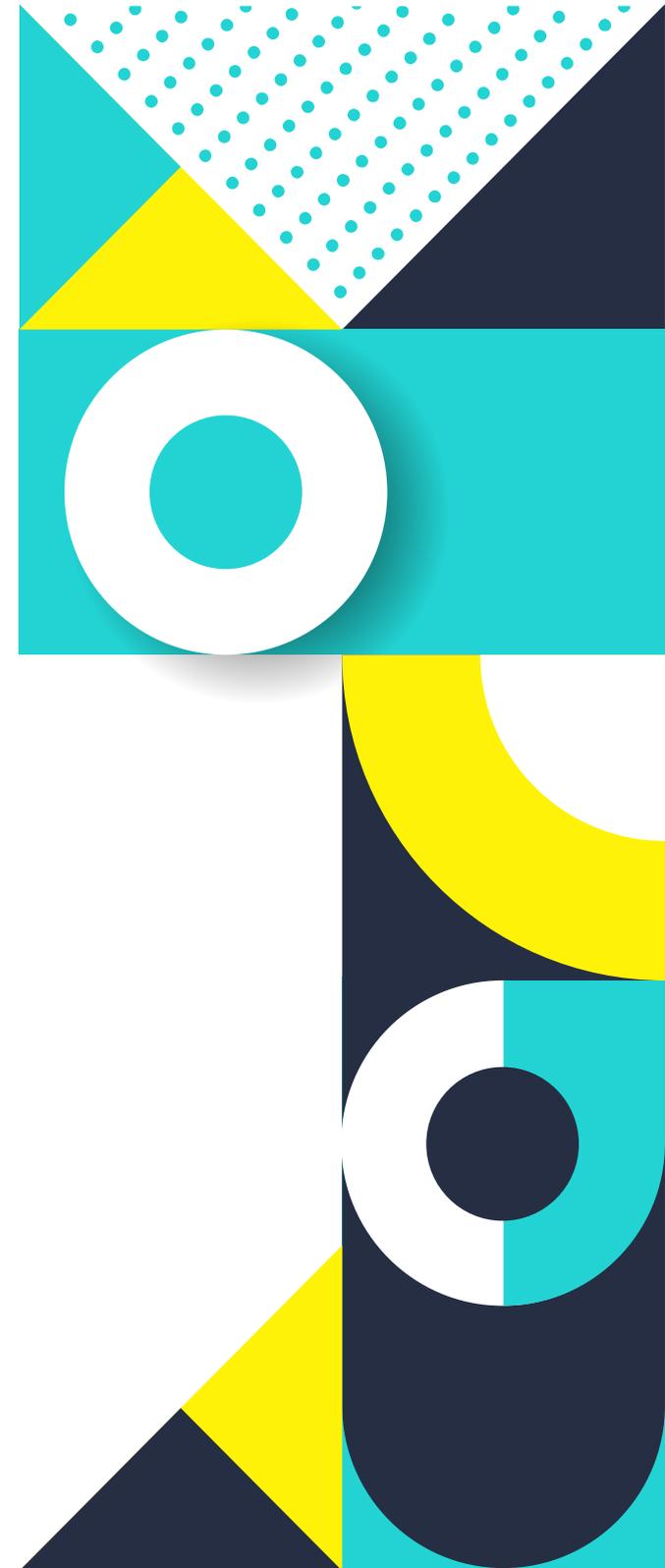
# Tips & Insights: A look back at 2020

We asked eCommerce technology companies:

## What are the biggest changes in your industry in 2020?

The biggest change would be the major shift from direct and email marketing to a large focus on email marketing. Many brands might've relied more heavily on direct mail marketing or in-store promotion in the past, but with the major shift to digital communication in all forms, there was a large uptick in the need for data services to power email marketing campaigns created in haste.

Matt Wolosz, **VP Sales, TowerData**

Chrome and Firefox made changes to how browsers show the default browser prompt (which allows store visitors to subscribe to web push). While this change didn't break anything or affect how merchants capture new subscribers on PushOwl, it shows how browsers are prioritizing user experience and are focused on making web push a high-quality channel.

To support these subscription experience changes and deliver a higher user experience, PushOwl is working on new releases to improve the opt-in experience for 2021 and provide a customized subscription experience.

Felix Süllwold, Head of Partnerships, **PushOwl**

Mobile commerce already accounted for more than a quarter of all e-commerce sales. However, COVID-19 forced consumers to trade brick-and-mortar shopping for online retail in 2020. E-commerce growth that was expected to take years occurred in a few short months – solidifying the shift to mobile shopping. With the pandemic continuing to fuel online shopping, mobile's share of e-commerce is forecasted to grow exponentially in the year ahead. This made it business-critical for brands to engage audiences on the channel where they're already spending so much of their time: their smartphones.

**Brooke Burdge, SVP of Marketing, Attentive**

Ecommerce brands that grew in 2020 had one thing in common: their opt-in channels were a major contributing factor. Throughout the year, we released quarterly email, SMS, and web push message stats reports, including a COVID-specific report. What we found was that as COVID settled in for the remainder of the year, there was a dramatic improvement in performance from opt-in channels such as email, SMS, and web push messages — and it makes sense as to why. As consumers shifted further online, the battle for consumer attention and digital noise increased. Unlike channels such as social media and search, consumers sought out opt-in channels for product discovery and brand communications. Because of this, engagement and performance are high.

**Greg Zakowicz, Director of Content, Omnisend**

## What's your greatest success in 2020?

> Our team worked hard to ensure our clients and partners had everything they needed to lean on their email marketing programs. Whether it was a quick list validation or a multitude of data fields added to a CRM, the collaboration between our partners and our team really made this year a success.
>
> **Matt Wolosz, VP Sales, TowerData**

> One of our biggest achievements this year has been the number of abandoned carts we've helped merchants recover. With web push, merchants recovered 1.1M carts that were abandoned, despite the lower consumer spending this year.
> Due to COVID, many merchants had a difficult time sustaining their business growth. We created a free plan to help merchants during this time, unlocking exclusive features like cart recovery for free for 1,400+ merchants and helping them sell better using web push.
>
> **Felix Süllwold, Head of Partnerships, PushOwl**

Email Marketing Automation: Automated emails are naturally relevant, and because of it, significantly drive more revenue than promotional messages. Through the first three quarters of 2020, automated emails were responsible for 29% of all email orders despite accounting for less than 2% of all email sends. In fact, automated messages outperformed standard promotional campaigns at every turn, generating a 223% lift in open rate, 54% lift in click rate, and a 317% lift in conversion rate.

The ability to pivot, experiment, and innovate right alongside our customers. We helped our customers overcome unforeseen challenges and tap into the opportunities of 2020 by providing them with the tools, information, and support they needed to make business-critical decisions during a transformative time. We're eager to apply what we learned about our customers' most pressing needs in 2020 toward helping them build innovative, revenue-driving strategies in 2021.

Brooke Burdge, SVP of Marketing, Attentive

# Email Campaigns
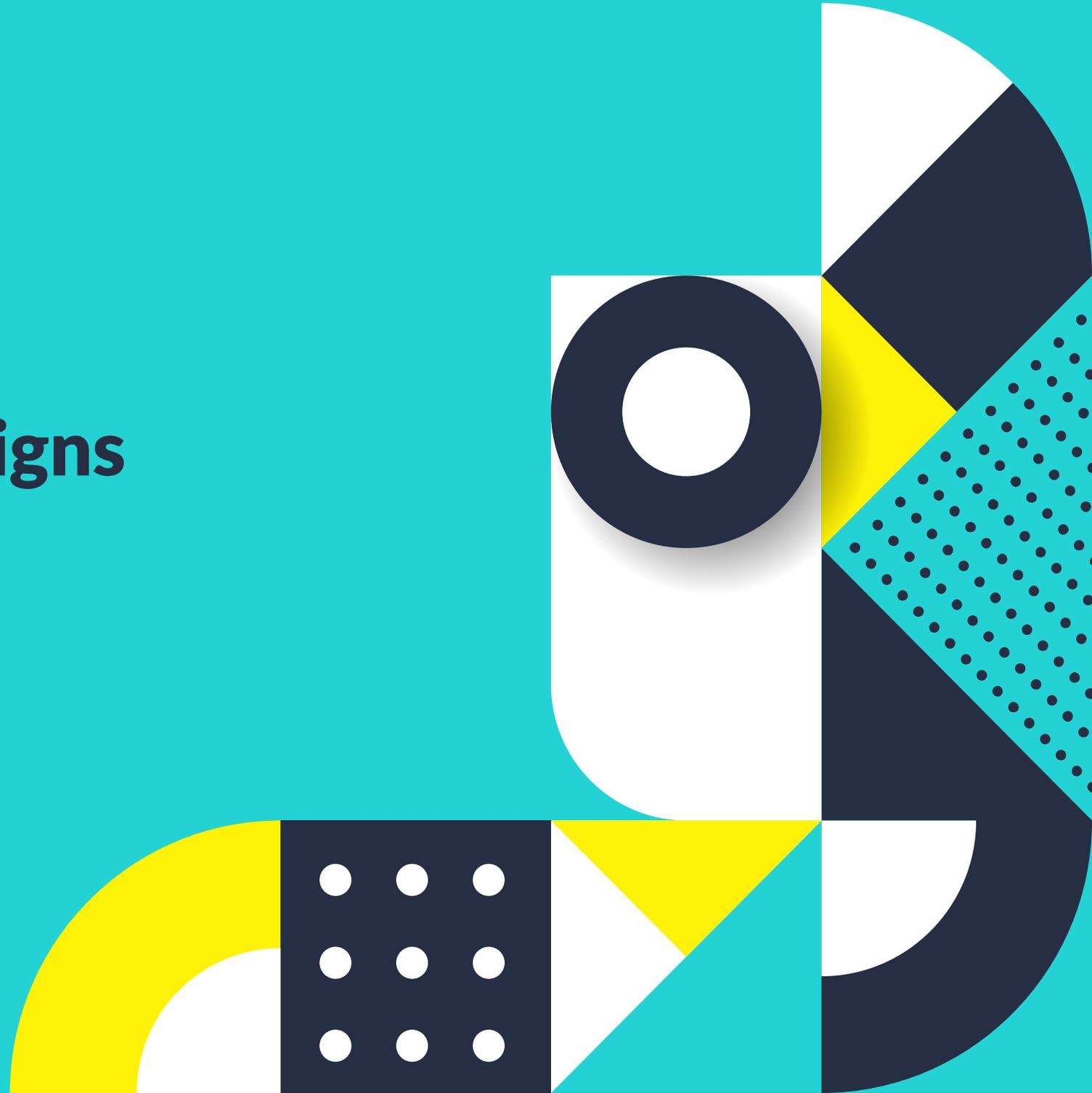
# Email Campaigns

The 2020 US elections and the impact of COVID-19 on physical stores caused advertising costs to increase, while most brands had to cut their marketing spend. As a result, with its small investments and high ROI, email was expected to play an important role..

**What happened?** Due to the pandemic, the number of sent emails increased. Brands needed to increase the quality of their content to get noticed. Many of them stepped up their game and created superb emails – not only to generate sales but primarily to build a relationship with their customers.

What have we learned? The best way to stand out from the competition in crowded inboxes is to summon the powers of email strategy and creativity and combine them to create the top-notch content your recipients deserve.

## The power of strategic thinking

We all want to feel special and receive emails that are relevant and adjusted to our interests and needs. But how can a brand target its customers properly if it doesn't use the necessary data? As many as 87% of marketers think they're underutilizing their data. It's time to change this by following data-driven segmentation in your email marketing. This means making use of any and all data you have and segmenting your list based on subscribers' shopping habits, website and email behavior, their preferences regarding types of offers or email frequency, and their geolocation, age, gender, etc. The possibilities are endless – all it takes is a little creative segmentation to positively impact your metrics.

## Potent content

**Drama alert:** Just in case anyone was unaware, 2020 was a serious reminder of the importance of customer focus in email marketing. For reference, this is what the year looked like:
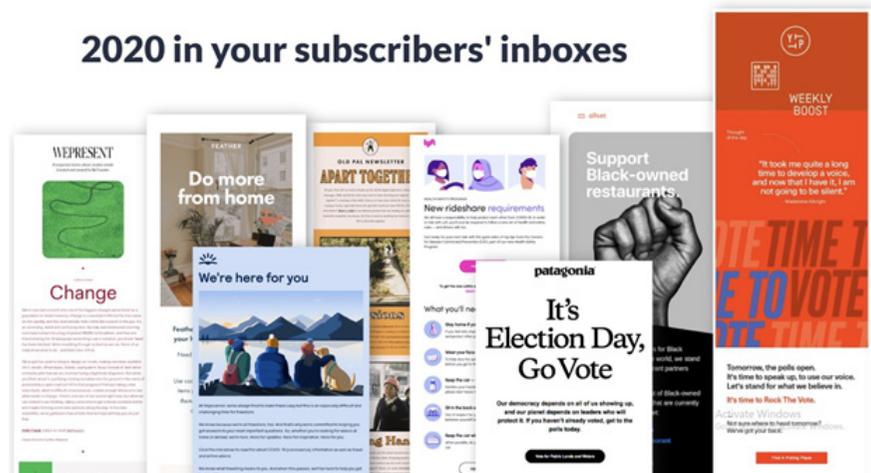


The year 2020 was all about social, political, and economic changes, and adapting to those changes. This was accompanied by the global shift to remote work, worldwide safety measures, and a change in customer priorities. **But out of all of this, one of the most important lessons to carry into 2021 is that nothing can beat trust and community. Be authentic with your communications. Empathize, reassure, inform, educate, entertain, and only then try to sell. Prioritize long-term relationships instead of short-term sales by developing a sense of community.**

**Practical tips for quality content:** Think of creative ways to engage with your recipients through content. Showcase hilarious product reviews, use relevant memes, or introduce your brand's or founder's story. Personalize your emails and go beyond merely using a first name tag. Keep your subject lines 5-8 words long, make your preheaders extensions of your subject lines, include keywords, plus be consistent with your calls-to-action. Lastly, cut down on excessive A/B testing and test only the elements that will truly help you gain conclusive data and move the needle.

**A parting word:** Sounds paradoxical, but plan for change! No one knows what 2021 will bring, so we recommend being vigilant and ready for last-minute tweaks and adjustments. Monitor performance regularly and let this be your main guide to getting through the intricacies of strategic and creative emailing.

How did you deal with the constant changes during the past year? And do you have any plans for the 2021 campaign strategy? We're listening! Tell us your stories at marketing@essenceofmail.com

# Email Automation
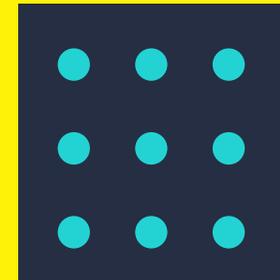
# Email Automation

Here's a potentially hard pill to swallow: what you reap is what you sow. This goes for email marketing too and 2020 was a wake-up call for brands to take better care of their email channel year-round.

**Bottom line:** It's easy to get caught up in everyday affairs and leave all the holiday prep work for October and November. But brands that do this generally don't see great results during the Cyber Week. On the other hand, the brands that keep their email channels in continuously great shape, throughout the entire year, see better results during both Cyber Week and the rest of the year. And 2020 was no different. Research shows that during the 2020 holiday period, automated emails accounted for almost 27% of all email marketing orders.

Omnisend reports that some of the best-performing flows were Cart, Browse, and Product Abandonment, alongside Welcome emails. Here at Essence of Email, we witnessed similar results. As previously mentioned, the performance was tightly correlated to the overall state of the channel. But, across the board, it was usually the Welcome, Post-Purchase, and Abandonment flows that made a killing in terms of key metrics – which are overall revenue, revenue per recipient, conversion rate, and open rate.
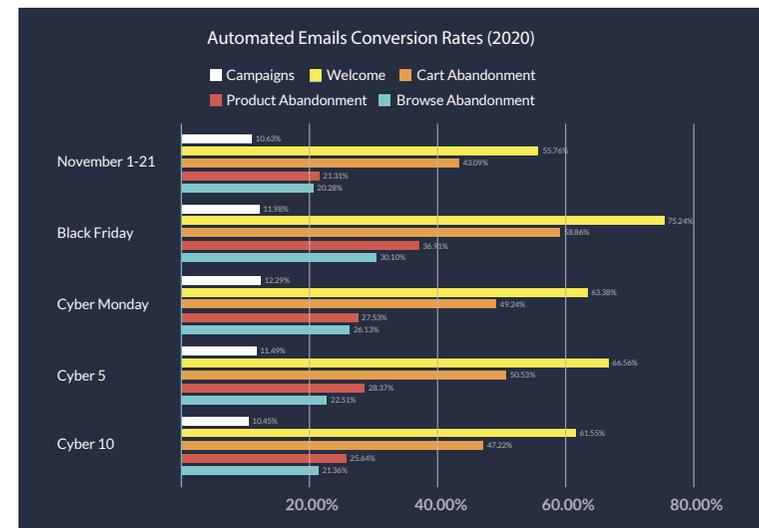


Source: Omnisend

**Prep work matters:** We recently updated our holiday preparation checklist. It includes tips on developing core automations, auditing existing flows and sign-up funnels, concluding A/B testing prior to the holidays, and checking list health and segmentation. **In the wake of the holidays, list health proved to be the most important factor – it can make or break a brand's holiday season.** The best way to keep a list healthy is to clean it and engage with your subscribers regularly.

## The importance of engagement

**First things first:** Engaging the majority (80%) of a list over a 6-month period is imperative for any brand that wants notable results during the holiday season. However, too many brands bombard prospects and customers with emails around an event (signup or purchase), and then go quiet – sometimes even for months on end. If brands don't take follow-up steps after the initial event, these subscribers are typically never brought back. This mistake leaves a lot of money on the table and is responsible for many brands underperforming this season.

If, during these quiet intervals, there are no Re-Engagement or Win-Back emails or Reorder, Replenishment, and Cross-Sell flows, then only about 40%-50% of the list is engaged. This is not enough for healthy open and conversion rates. Remember: when more people engage with a brand, more flows are triggered, as people take more action. It's important to engage the majority of a list over a period of six months.

**How can you engage more people?** Make use of prospect-targeting flows (Welcome and Abandonment). Consider extending your Welcome series with additional touchpoints until the placed order rate drops below the placed order rate you see in campaigns. For such touchpoints, you can duplicate campaigns with great performance and no time-specific content. You can also target people with check-in flows, product review requests, Re-Engagement, and Winback emails offering the best offers of the month, as well as Expected Date of Next Order emails.

It's time to get creative!

SMS
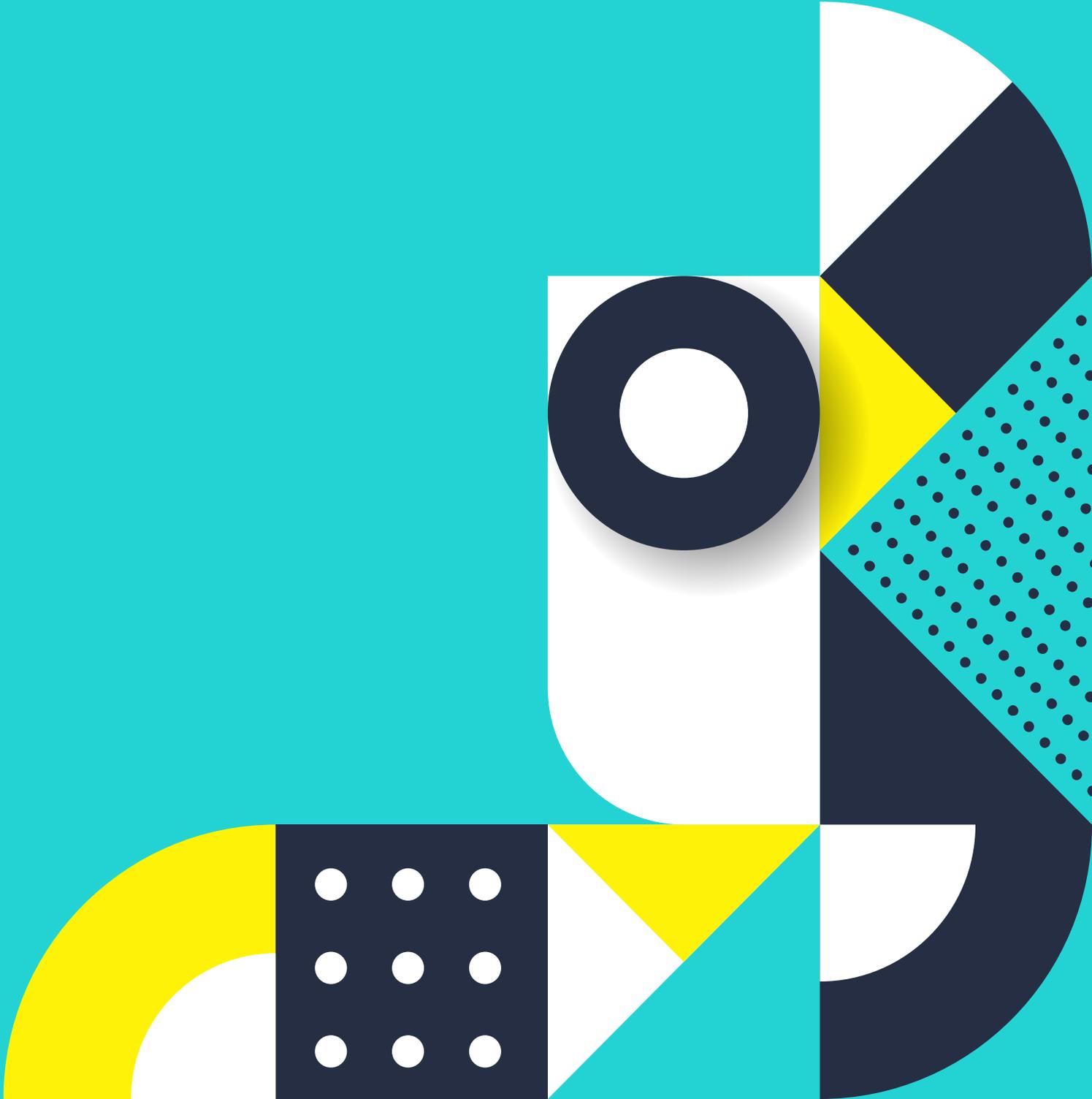
# SMS

SMS marketing has been a thing ever since the early 2000s. But its importance has increased dramatically in recent months due to customer interaction preferences. With an outstanding average open rate of 98%, it's not difficult to see the importance of SMS in omnichannel marketing. But did you know that SMS played a special role during this year's Cyber Week by cutting through packed inboxes?

Here are a few relevant stats:

- 19% of all SMS orders came from Black Friday offers alone
- Black Friday and Cyber Monday 2020 saw a greater number of SMS sends than the whole of November 2019
- In November, conversion rates amounted to 3.16%, which is an increase of 136% YoY
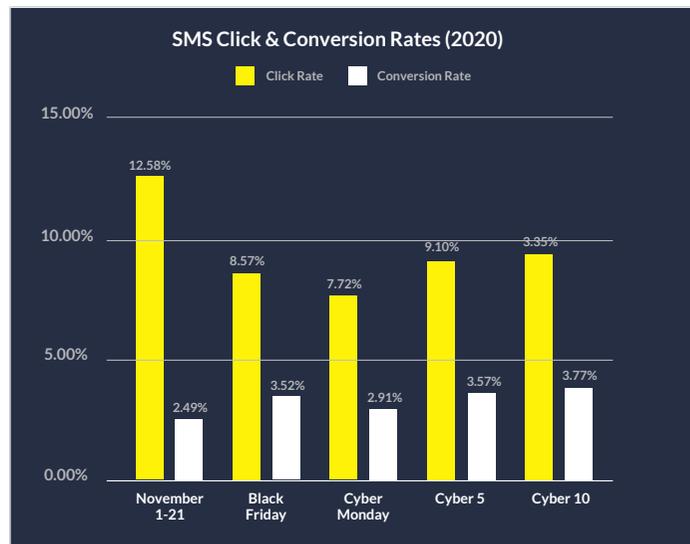


Source: Omnisend

What we saw during this year's BF/CM period is a 40% increase in campaign revenue per recipient, which confirms the general trend that shoppers are increasingly shifting to online shopping.

The huge increase in mobile device usage also helps with SMS marketing efforts. What works best is knowing your audience, their habits, and lifestyles. This way, you can adjust the timing, personalize the content, and tailor the campaigns and automations to suit their needs.

Making sure that your website is well optimized for shopping on a mobile device is a must. Our campaign analysis shows that clients with mobile-optimized websites have had better conversion rates. Still, for many businesses who are now switching from brick-and-mortar to online sales, optimizing the whole customer journey could be a challenge. On our mission to provide the best possible results from our SMS marketing efforts, we are taking into account every relevant step on the customer's journey before and after making a purchase.

# Email Deliverability
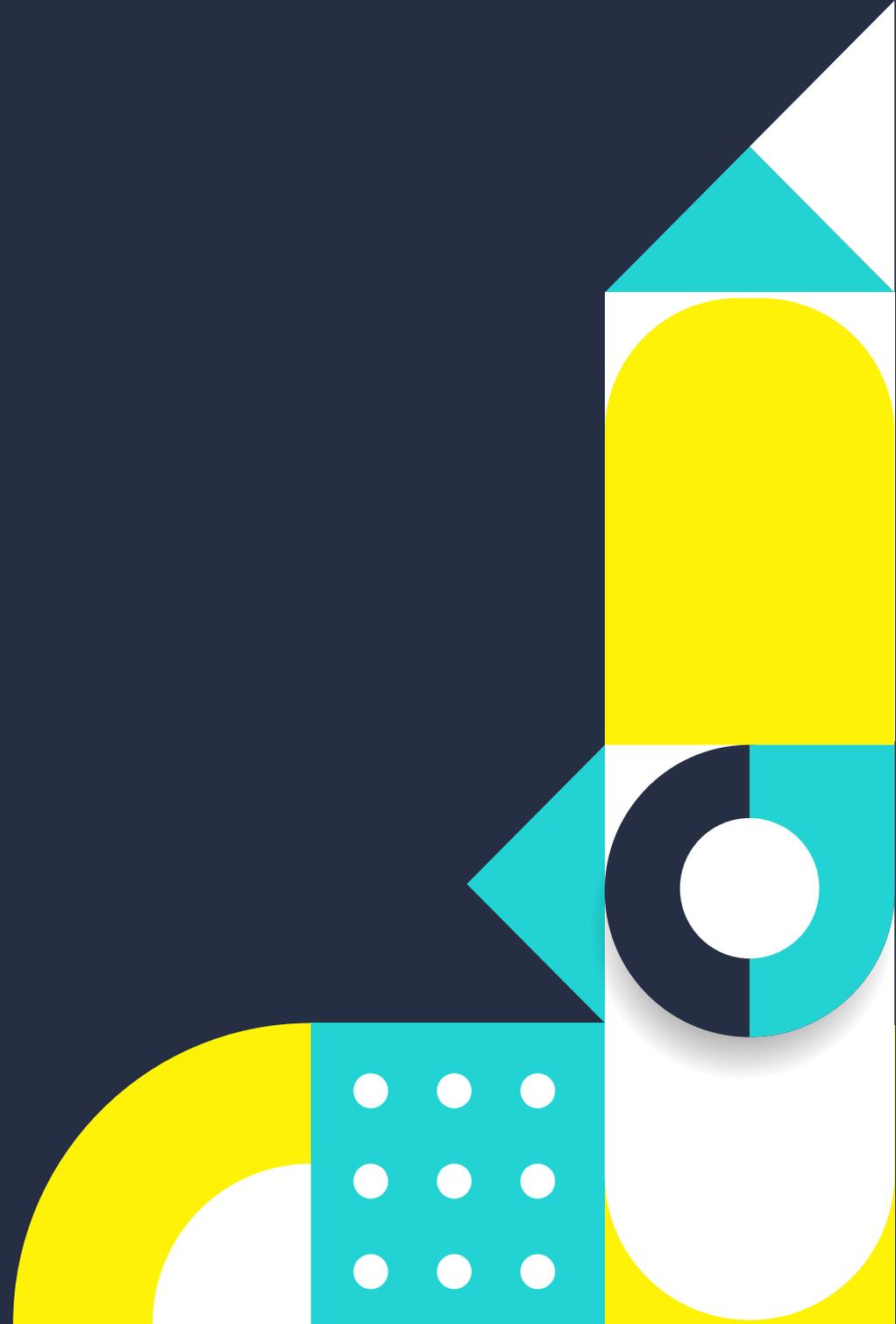
# Email Deliverability

The pandemic has had an enormous impact on online businesses, and one result of this is the increase in the volume of emails and open rates. Thanks to higher open rates, inbox providers have started validating the senders as important, thus increasing inboxing rates as well.

According to a [report](#) by Netcore Solutions, which analyzed more than 1 billion emails, the inboxing rate has increased for all inbox providers. Google is at the forefront with a 95% deliverability rate, Yahoo has 92%, and Microsoft is at 60%. Microsoft saw a lower deliverability rate, mostly because its accounts consist of corporate IDs.

According to the same study, the US has the lowest inbox placement rate of 90%, followed by Europe with 91%. Africa boasts the highest rate – 97%. When it comes to the sectors, banking reports the highest inboxing rate with 97%, while eCommerce and securities share second place with 96%. Media publishing has the lowest rate of 88%.

Essence of Email, as a part of the strategy for improving its clients' inboxing rates, has been on the frontlines of all major developments in the field. This included providing all the necessary information, analysis, and setup directions for the clients.

As a part of our preparation for the holiday season, we organized a deep deliverability check of all client accounts. The checklist included a lot of often overlooked segments of deliverability. Needles to say, it yielded amazing results! Here are a couple of checkpoints for your inspiration:

- Confirm that the domain is white-labeled ☑
- Confirm the account setup is in good condition ☑
- Check the open rate trends over the last year ☑
- Check the click rate trends over the last year ☑
- Check the click-through rate trends over the last year ☑
- Check the unsubscribe trends over the last year ☑
- Check the spam complaint trends over the last year ☑
- Check the hard bounce trends over the last year ☑
- Check the ISP breakdown report inside the ESP for any disproportionate opens/clicks in individual ISPs ☑

Bear in mind that multiple factors can influence the overall inboxing rates and cause major inboxing problems. These checkpoints are just a small portion of the audits you can conduct to make sure everything runs smoothly.

## A trend to keep in mind

A recent initiative caught the attention of many, and it'll be a cherry on top of a proper sender setup. That initiative is BIMI, a text record living on servers, and a new way to verify a brand's sender information. In addition to this, it allows brands to display their logos in recipient inboxes. BIMI is still in its infancy and is not fully available to companies outside of the Google Pilot Program, but it's already being used by major brands, such as Google, Yahoo, and Comcast.

It is expected that BIMI will become increasingly popular, and might even become a necessity for any serious company that wants to increase its brand awareness and have priority when it comes to inbox placement.

With the increase in email volume, a lot of emphasis will be on helping companies deliver their emails properly in the future, and we are looking forward to new developments and innovations.

# Email Design Trends

# Email Design Trends



**Share of opens by device**

| | | | |
|---|---|---|---|
| 27% | 55% | 61% | 81% |
| 2011 | 2016 | 2018 | 2020 |
| 73% | 43% | 39% | 19% |

▪ Mobile  ▪ Desktop
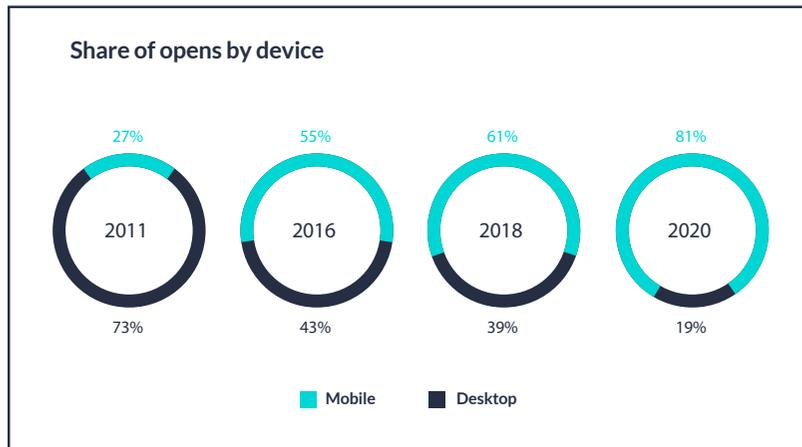
Source: SuperOffice

Email open rates on mobile have been increasing steadily ever since 2011.

Did you know that a staggering 81% of people opened emails on

their phones in 2020? This should be enough to show you where your priorities

need to be. Focus on efficiency and accessibility to enhance the on-the-go experience

and make sure all of your emails are properly optimized for mobile!
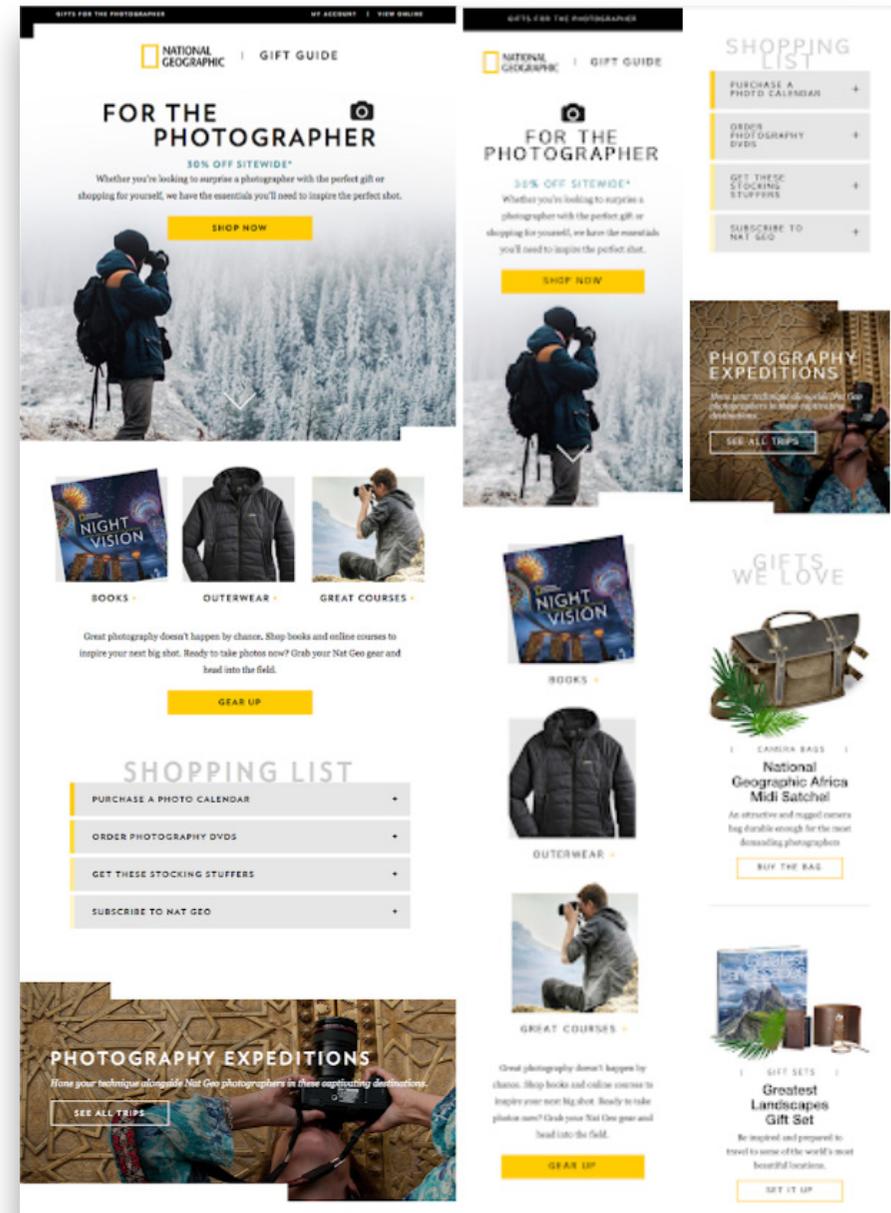


Example of a mobile-optimized email
Source: National Geographic

# Design trends to have in mind

In the epic battle to beat the competition and attract customers, a lot of brands stepped up their email design game. Some of the most notable emails were all about building a community and resonating with the recipients' emotional side. That customer focus we talked about was apparent in all aspects of email marketing, from strategy and segmentation to copy and design. Below is the SIA award-winning email created for Fresh Clean Tees by Essence of Email that places focus on exactly that: connection with the audience and adjustment to their current circumstances.



Essence of Email for
Fresh Clean Tees

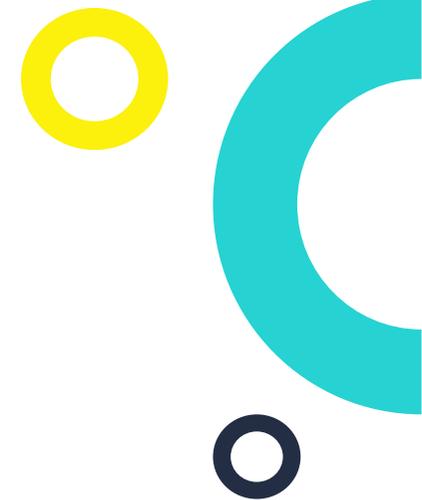Interactivity was prominent in campaigns this season. It's a great way to engage your customers and increase click-through rates through polls, animations, gifs, carousels, image galleries, offer reveals, add-to-cart functionality, and games in your emails.
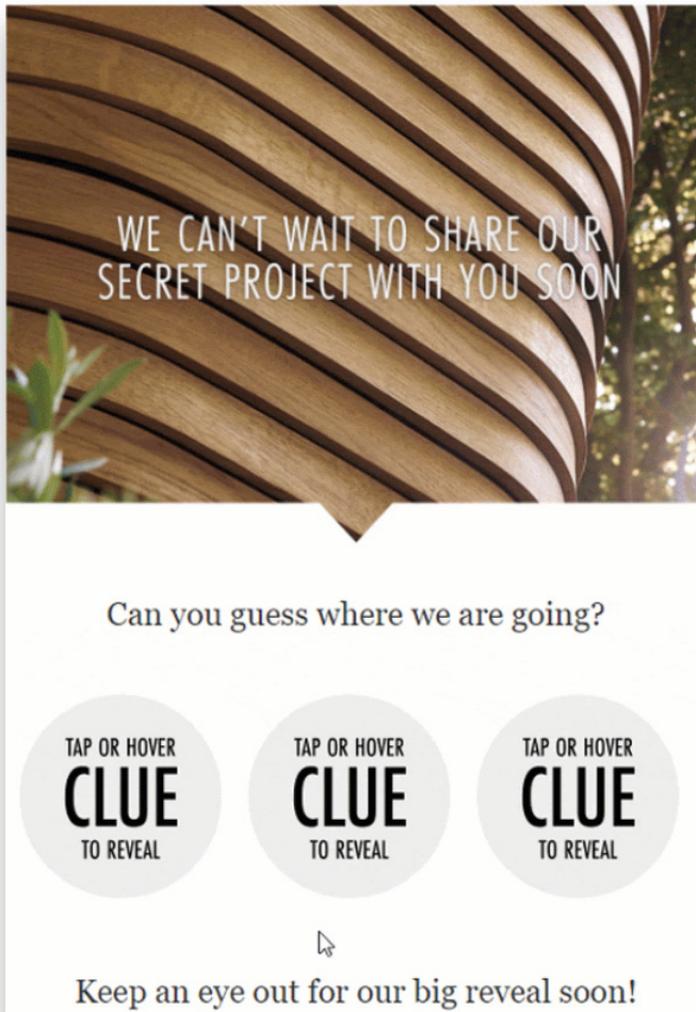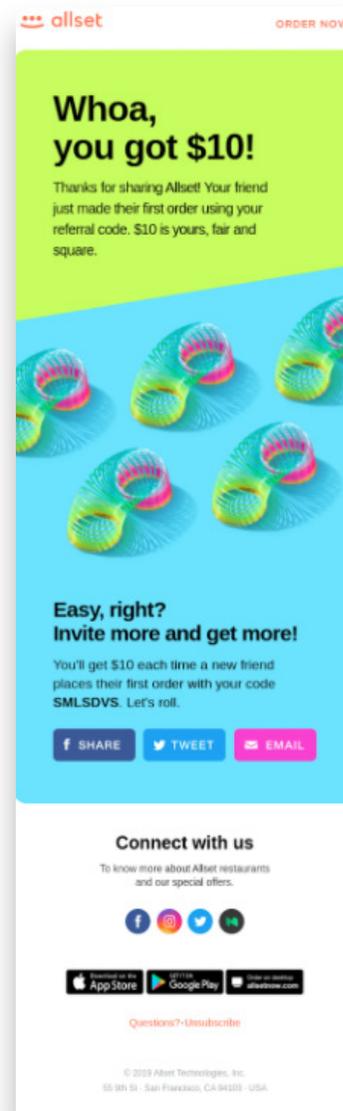


Source: Email on Acid
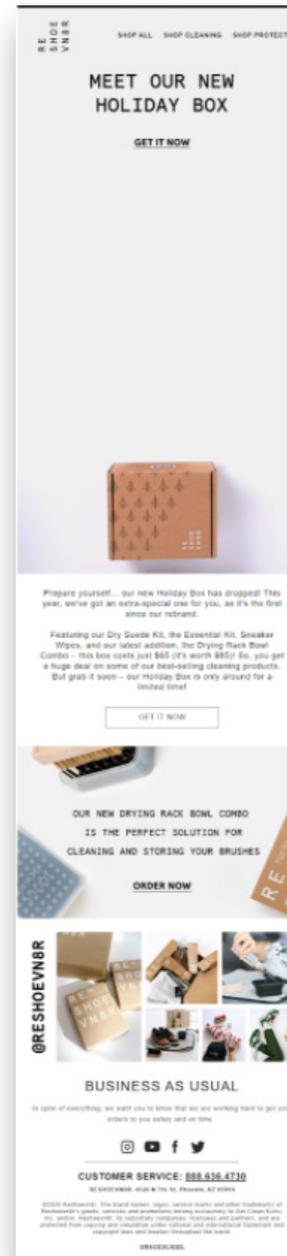


Essence of Email for Reshoevn8r

Color it up! Gradients have dominated the design world this year and the holiday season. Colors can help you spice up your design and add depth and dimension to your emails, as long as you know how to use them properly. On the other hand, pastel shades and muted hues can soften designs. These colors were a breath of fresh air in the sea of bright, neon, and bold colors that were also popular throughout the year.

The point is: experiment with colors in various ways to see what works best for your brand.
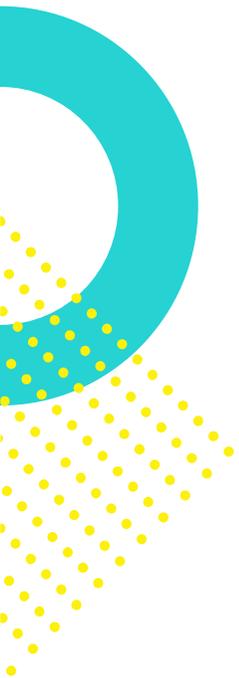


Source: Allset
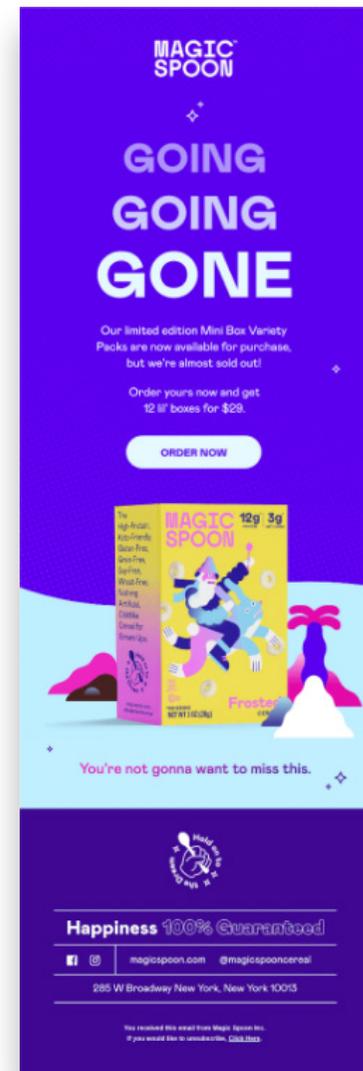


Source: Magic Spoon

Source: Kylie Cosmetics


Source : Oh Happy Day



**EMAIL ONE**
App Introduction

**EMAIL TWO**
Launch Event Invitation

**EMAIL THREE**
Launch Event Day-of Reminder
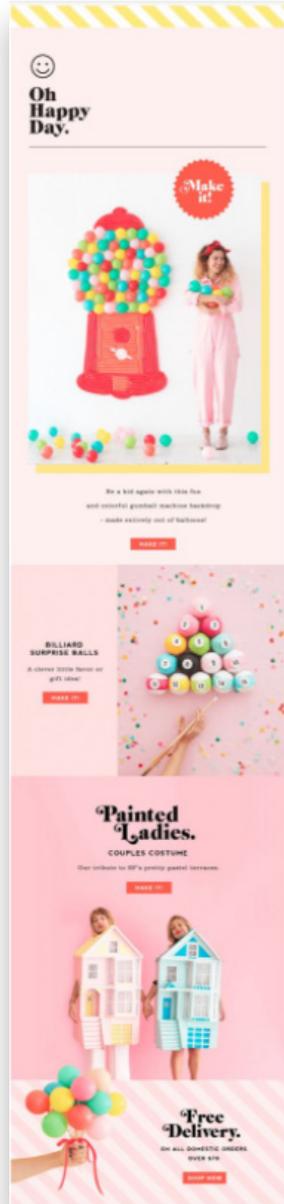
Source : Behance

# Tips & Insights:
# A piece of advice for eCommerce brands in Q1

# Tips & Insights: A piece of advice for eCommerce brands in Q1

We asked eCommerce technology companies to share their views on the year ahead of us:

**What's your forecast on what comes next in 2021 for eCommerce brands and your industry?**

**I think the focus will remain on digital communication, but eCommerce brands will need to fine-tune the rapid adjustments they made this year. For example, they will need to take a good look at their digital marketing metrics to determine campaign performance. From here, these teams will need to incorporate email validation or updated customer demographic data to improve their performance since the shift to digital is here to stay.**

**Matt Wolosz, VP Sales, TowerData**

**In 2021, more businesses will be focusing on retention marketing, building better relationships with existing customers, rather than spending money on new customers.**

**It's crucial to review your acquisition channels in tandem with how these acquired shoppers are retained as customers for the long-term. By just looking at revenue as a metric to measure acquisition success, you miss out on understanding the long-term value of your new customers.**

**Felix Süllwold, Head of Partnerships, PushOwl**

> Don't underestimate the power of opt-in marketing channels. Companies who grow in 2021 will be the ones who recognize that consumers interact via multiple channels and deliver relevant, time-sensitive messages to their subscribers. Unlike with other channels of advertising, consumers proactively seek out messages from trusted brands. Use this knowledge to your advantage and give your customers what they want – and they'll reward you for it.

**Greg Zakowicz, Director of Content, Omnisend**

> The events of 2020 fundamentally changed how consumers shop and interact with their favorite brands – and a majority say they'll hold on to their new behaviors for the long term. Mobile was responsible for 71% of traffic and 55% of orders during last year's Cyber Week.
> The accelerated pivot toward mobile shopping will continue in 2021, and personalized text messages will give businesses the ideal way to capture consumer attention, drive sales, and build long-term brand loyalty. Consumers already expect to be able to connect directly with businesses on social media – they'll increasingly demand the opportunity to do the same via text messaging.

**Brooke Burdge, SVP of Marketing, Attentive**

## What's one piece of advice you will give to eCommerce brands in 2021?

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Personalization is one of the key tactics to drive customer retention. Engaging with customers on the right channels with targeted messaging based on their needs and concerns will pique their interests and show them your brand has the best solution for them.

Martina Cronin, Agency Partnerships Manager, Octane AI

"

SMS Will Be A Game-Changer in 2021: SMS is no longer an experimental channel, it's a necessary one. With most SMS being read within the first several minutes, its use isn't as limited as email might be, making it a perfect tool to cut through inbox noise and provide time-sensitive messages. In 2020, online stores sent nearly 400% more SMS messages than in 2019. In fact, during this past Black Friday and Cyber Monday, ecommerce businesses sent more SMS on those two days than the entire month of November in 2019.

Greg Zakowicz, Director of Content, Omnisend

We all had to adjust plans quickly this year, so take the time early in 2021 to clean up your database: remove invalid email addresses, add relevant data where it will make the most impact, and get creative with your segmentation strategies!

**Matt Wolosz, VP Sales, TowerData**

Don't underestimate the power and potential of connecting with your customers via text across the entire customer lifecycle. Retailers were already investing more in text message marketing in 2020. In fact, they planned to increase their spending on this channel by more than 50%, even while cutting costs in other areas. But some businesses still think of text messaging as a broadcast-only channel. E-commerce brands that engage consumers at every step of the buyer journey – delivering personalized, two-way experiences from acquisition to retention – will give consumers what they crave and outperform their competitors.

**Brooke Burdge, SVP of Marketing, Attentive**

# Who Is Essence of Email

# Who Is Essence of Email

**Delivering results is what we do.**

| Average ROI | | Industry-Leading |
| --- | --- | --- |
| **38x** | **73M** | Net Promoter Score |
| Max ROI: 184x | Emails sent in the | **80** |
| Positive ROI or break-even | last year | Digital Marketing Agency |
| for all clients | | Benchmark: 61 |

Email marketing is more powerful and more complex than ever before. If you want your emails to be remembered, you need a team of focused experts.

**That's where we come in.**

**We take a highly disciplined, process-driven, iterative approach every single time.**

**We adapt to your needs as quickly as the market changes.**

**We know everything there is to know about eCommerce.**

Over seven years of experience and 290 served clients in the USA, Canada, and Australia have given us a clear view of what works in different situations and at every stage of a company's growth.

**We empower eCommerce brands to sell repeatedly through innovative email marketing.**

Let us show you what we can do for you.

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**Monika Gaberova**
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**Marija Pajković**
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Copy Expert

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**Nina Piperski**
Email Design Expert

**Andrea Stojanović**
Technical Writing Expert

**David Torres**
Quality Assurance Expert

**Ana Fekete**
SMS Expert

# Content Sources

Technology Landscape: Essence of Email Weekly, Essence of Email Weekly, Essence of Email Weekly; Harvard Business Review; TechCrunch; Essence of Email Weekly; Data Privacy Manager; OptinMonster
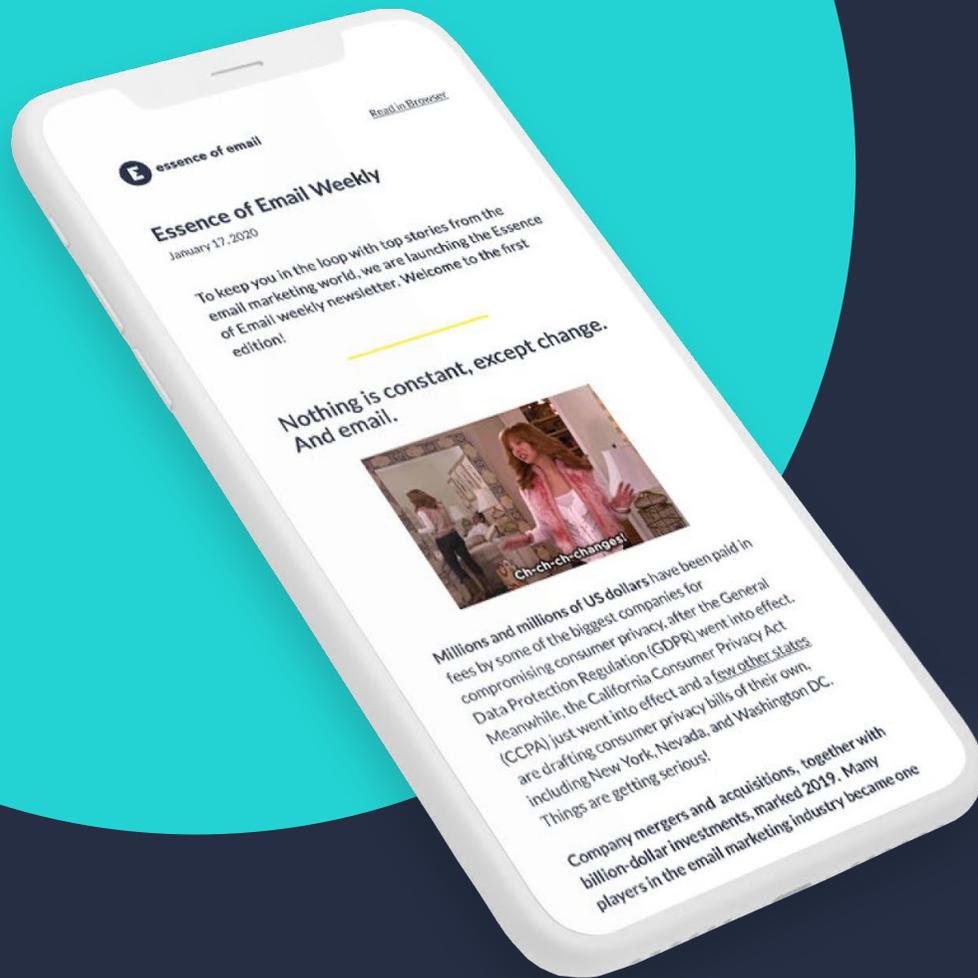
Email Campaigns: Essence of Email Weekly

Email Automation: Omnisend

SMS: Tyntec: Omnisend

Email Deliverability: Netcore

Email Design Trends: SuperOffice; National Geographic; Fresh Clean Tees; Email on Acid Reshoevn8r; Allset; Magic Spoon; Kylie Cosmetics; Oh Happy Day!; Behance

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