



Benchmark Survey: *Marketo Benchmark on Email Marketing*
Custom Report For: *Mark E. Ting*

SAMPLE



Dear Mark E. Ting,

Email marketing remains one of the highest rated marketing tactics, even as social, mobile, video etc. transform the marketer's landscape. But how does your Email Marketing measure up? What are the best practices used by today's top performers? What are you currently doing that you should improve, and what are you not doing that you should start?

Get the answers now -- here are your personalized benchmarks and recommendations.

About this report

The **Marketo Benchmark on Email Marketing** combines Marketo's thought leadership and years of experience gathered from 1,000s of customers with ongoing research into the practices of today's top performers in email marketing.

In this personalized report, results from Revenue Blasters, Inc. are presented alongside industry averages and results from Top Performers – those companies with the fastest revenue growth, the highest email performance metrics, and the best use of email marketing to achieve those revenue goals.

The report includes information and recommendations about:

- Top uses and challenges for email marketing
- The prevalence and ROI impact of various tactics including testing, drip marketing, and social sharing
- Email sending frequency and volume by type of campaign
- Common practices in privacy and email deliverability
- Budgets and resources required for email marketing
- and more...

The results offer you a fast and simple way to evaluate your current tactics and consider where Revenue Blasters, Inc. may look to improve performance.

The insights to drive more revenue with less work

At Marketo, we thrive on sharing best practices, educating marketers, and helping companies of all sizes to improve their revenue performance. Please contact us if you would like to learn more about how we can help Revenue Blasters, Inc. expand lead flow, improve sales effectiveness, and optimize marketing and sales investments.

Also, if you find this report useful, please encourage others to fill out the Benchmark Survey – the results get better and better each time someone fills it out.

Here's to your best,

A handwritten signature in black ink, appearing to read "Jon Miller".

Jon Miller
VP of Marketing, Marketo
jon@marketo.com

TABLE OF CONTENTS

Email Marketing Goals and Challenges 1

Email Marketing Importance and Satisfaction 2

Capabilities and Impact 3

 Testing 3

 Dynamic Content 4

 Segmentation 5

 Drip Marketing / Lead Nurturing 6

 Triggered Emails 7

 Social Sharing 8

 Text Emails from a Sales Rep 9

 Custom Landing Page from Email 10

Email Volume and Frequency 11

Frequency of Communications 12

Execution Metrics 13

 Open Rate 13

 Click Through Rate 13

 Click to Open Rate 14

 Unsubscribe Rate 14

 Bounce Rate 15

 Conversion Rate 15

Email Deliverability 16

 Opt-In Method 16

 Trust Rate 17

 Acquisition Tactics 17

Email Technology 18

 Primary Email Method 18

 CRM Solution 18

Resources 19

Email Marketing Spend 19

International Support 20

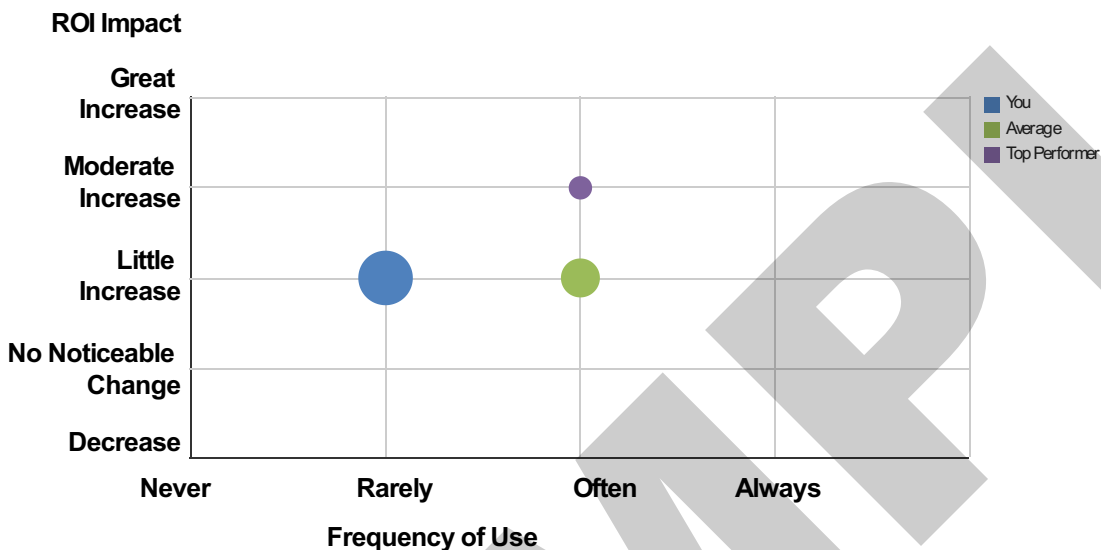
Summary and Best Practices 21

Capabilities and Impact

Today, there are more email marketing solutions, tools and tactics available to marketers. Which work best for you? Which ones are most used by top performers? **Do your Email Marketing capabilities increase your Marketing ROI?**

Testing

An effective email testing strategy can help increase open, click, and conversion rates by improving the relevance of your marketing messages. You can test subject lines, copy, graphics, calls to action, frequency, timing, and more.



YOUR RECOMMENDATIONS

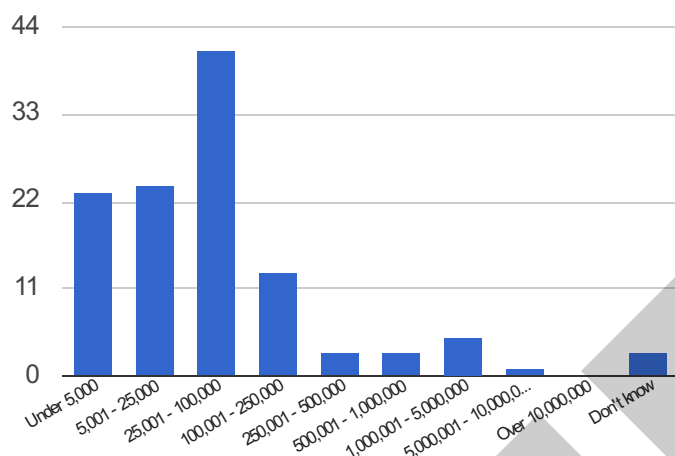
Email testing is not an integral part of your email marketing, if at all. But Top Performers report testing can improve marketing ROI. Here are some suggestions for how to get started with email testing:

- Start simple by testing subject lines and headers. It doesn't take a lot of time or creative work to create simple variants here, but the return can be significant.
- Test one element at a time, so you can actually measure the impact of the variance.
- Consider the time of day as well as the day of the week when testing your email campaigns.
- Keep a log of all your tests so you can refer back to the specific variables that were tested – and more importantly what you learned.
- Don't forget that small differences can be significant if your sample sizes are large. Here's a post with more information about testing statistics: The Ultimate Guide to Test Statistics at www.marketo.com/bem-teststats.
- See sample test results in this blog post: The Secret to Email Marketing Success: Testing at www.marketo.com/bem-testing
- Run tests on groups that are small but large enough to determine a clear winner. Then incorporate the winning variables into your larger mailing.

Email Volume and Frequency

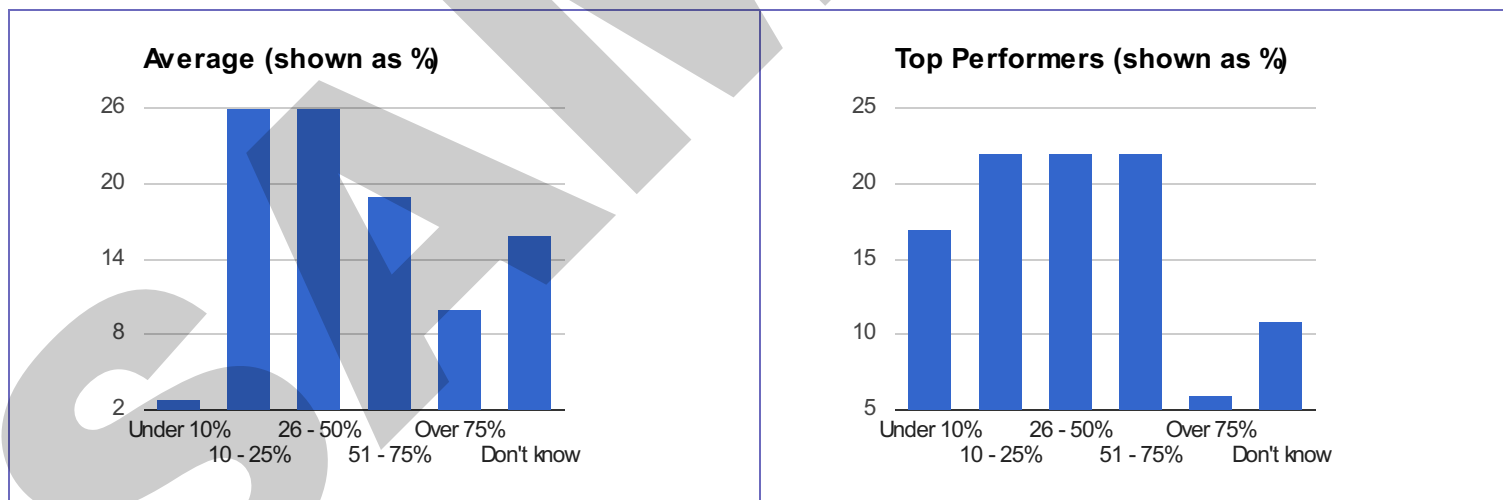
What is the size of your total list / database?

You indicated Revenue Blasters, Inc. has a database with 100,001 - 250,000 contacts. Here's how this compares.



What percent of your list do you consider inactive?

A key indicator of a healthy email marketing program is the level of audience engagement. You indicated that 10 - 25% of your list is inactive. Here's how this compares.



Rather than sending the same campaigns to inactive prospects, it often makes sense to run specific reactivation campaigns to attempt to "wake the dead". This is a great place to test and experiment - you can't "kill them again".

Execution Metrics

What is your average email open rate?

While Open Rate is widely known as an imprecise metric, it nonetheless provides a baseline for trending and can be of value to measure subject lines, monitor inbox delivery, and understand engagement. You indicated Revenue Blasters, Inc. has an email open rate of 11 - 15%.

Average	Top Performers
11 - 15%	16 - 20%

Your open rate is at the industry average. There are many techniques you can use to improve your open rates. These include:

- Use a consistent "From" label that recipients learn to trust. This can be a person from your company, your company brand name, or a combination such as Jon Miller, Marketo.
- Ensure your recipients know who you are and why you are emailing them. If they don't know who you are, they are much less likely to read your message. Following the best practice for opt-in can make a big difference here.
- Test subject lines rigorously. This is perhaps the single most important item to test to improve email marketing success.
- Find the time of day and day of week that works best. Although Tuesday to Thursday is often considered to be the best performing days, some companies are finding their best open rates for emails sent over the weekend. In some cases, not following the same best practice that everyone else follows can help you stand out'
- Manage your list and remove contacts that have not opened your emails in the last six months. This can also help your email deliverability rates.
- Don't mail too often. If you send too many emails, your list may start to feel fatigued and will stop opening your messages.

What is your average email click through rate (clicked / delivered)?

The click rate is the fraction of all delivered emails that get clicked on. The more people that are clicking your emails, the more they are engaging with your brand and content. A high click rate shows that your emails are causing your intend audience to respond. You indicated Revenue Blasters, Inc. has an email click through rate of 5.1 - 10.0% .

Average	Top Performers
2.1 - 5.0%	5.1 - 10.0%

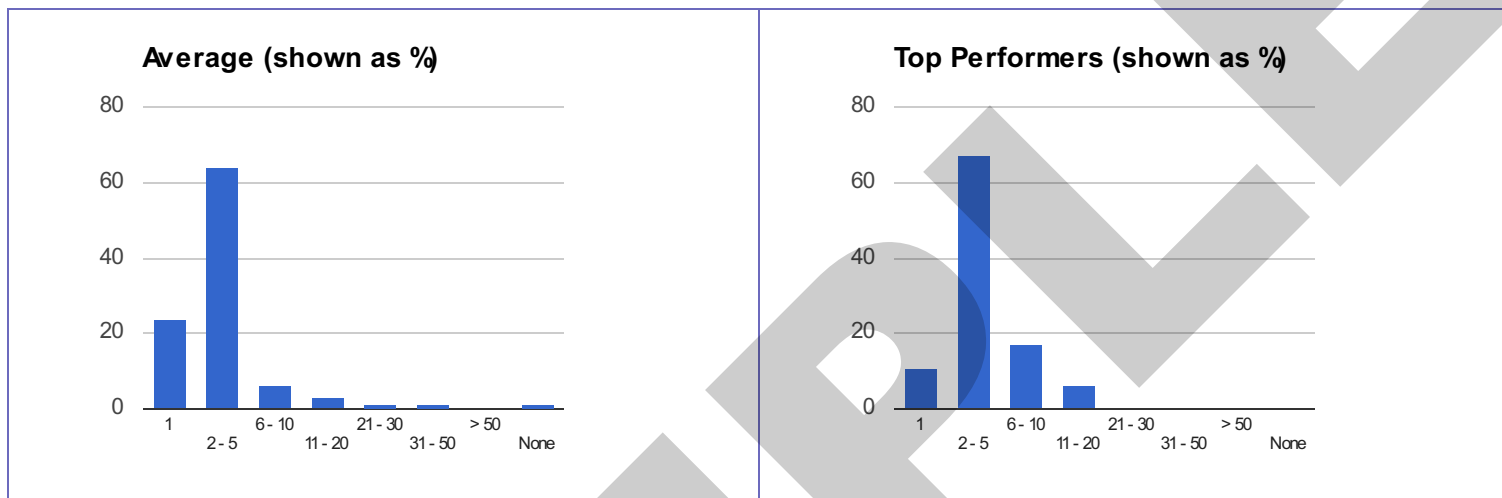
Your prospects and customers are showing good engagement with your emails. Take your results to the next level with the suggestions below.

Resources

How effective are you at making the most of your time and financial resources to optimize your email marketing? What are you doing to strategically improve your results and deliver incremental ROI?

How many employees in your organization help execute Email Marketing programs?

Revenue Blasters, Inc. has 2 - 5 employees involved with email marketing. Here's how that compares.



How much of your team's time is spent on Email Marketing?

Here's how your team spends their time, compared to their peers.

	Your Time	Average	Top Performers
Hours Per Month	80	64	116
Creative (design and copy)	20%	24%	19%
Segmentation and targeting	15%	13%	13%
Strategy	20%	15%	21%
Email layout and processing	15%	17%	18%
Reporting	15%	12%	13%
Content creation	15%	22%	17%

Summary and Best Practices

Top Tips to Improve Your Email Marketing

1. **Group your target customers.** Use demographic information or BANT characteristics to segment your audience. Develop profiles for each of your target audience groups.
2. **Customize content for your unique buyer personas.** Craft multiple email messages for each profile. Dynamic content will ensure each email delivers information that engages your prospects and can significantly improve your effectiveness levels.
3. **Standardize your send information and email style.** Increase the likelihood that email recipients recognize your email by using a consistent “from name” and corresponding email address. Also, standardize your branded emails with one shared style, so each email feels familiar.
4. **Test for the best.** Optimize your emails with testing to find the right subject lines, images, and content for your buyer personas. By creating personalized email templates for your sales team, you can experiment with different calls to action, such as download offers, follow-up calls, or scheduling a meeting.
5. **Deliver a straightforward call to action.** Each email should communicate one clear call to action. Otherwise, email recipients can become overwhelmed. However, it is advisable to repeat the call to action multiple times.
6. **Develop trust with opt-in functionality.** Go beyond following CAN-SPAM rules to ensure every recipient has opted-in to your email.
7. **Identify the best time to send.** Consider the time of the day as well as the day of the week when executing your email campaigns
8. **Ensure deliverability** by proofing campaign content in different email readers and troubleshooting content that may activate spam filters.
9. **Optimize your email list segmentation** with more advanced tactics that combine user demographics with online behavioral data.
10. **Implement improvements with automation.** Take your efforts up a level by exploring more complex automated email workflows for lead nurturing, such as triggers that send out emails based on lead score.
11. **Speed up your sales cycle by creating content for every stage.** Develop standard emails that communicate your key messages throughout all stages of your buying process. These take the form of everything from educational emails vs. solution-oriented emails.
12. **Schedule maintenance.** Set aside time for keeping your database up to date and clean with de-duplication, especially after you send emails.



 See How You Compare
on Email Marketing

Take the Survey – Get Your Customized Report

TAKE SURVEY

About Marketo

Marketo is the revenue performance management company, transforming how marketing and sales teams of all sizes work — and work together — to accelerate predictable revenue. Marketo's solutions are both powerful and easy to use, providing explosive revenue growth throughout the revenue cycle from the earliest stages of demand generation and lead management to deal close and continued customer loyalty.

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