

# The Email Marketer's Dilemma:

How email marketers have become victims of their own success and are facing more pressure than ever

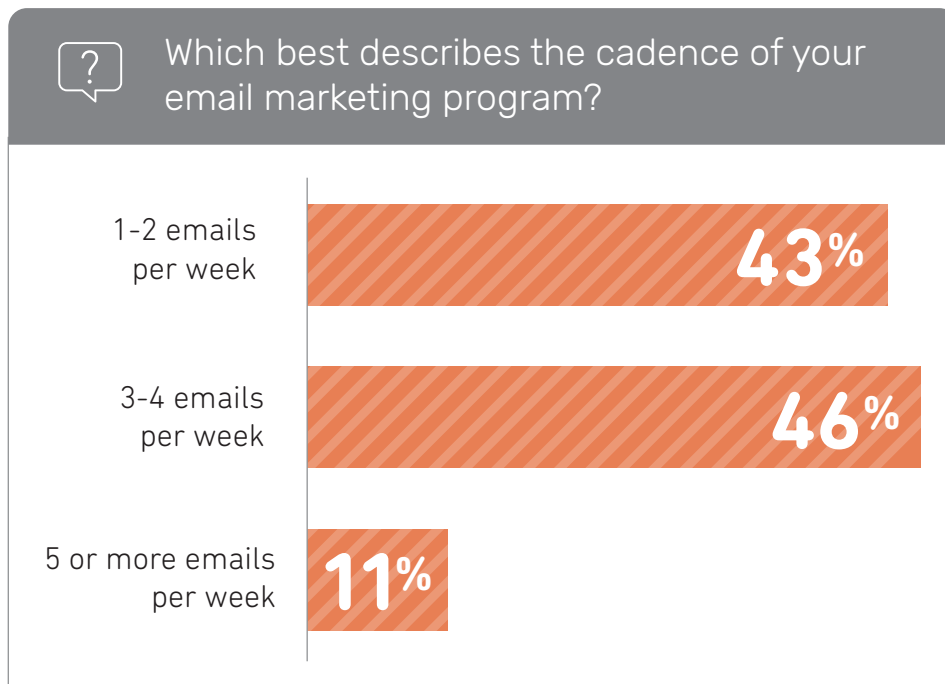
It seems every retailer is flooding inboxes more than ever before with their marketing messages – and with good reason. Email is proven to deliver the highest return for marketers (source: VentureBeat). With ROI rates as high as 3000 percent, retailers have become addicted to the success of the email channel. As such, the pressure to send more emails to boost awareness and drive revenue has never been higher.

At Coherent Path, we refer to this as “the email marketer’s dilemma.” Email marketers have fallen victim to their own success. But rather than simply increasing email frequency and risk email fatigue, retail marketers need a better way to plan their email calendars – one that takes relevance – and your entire product catalog – into account.

In January 2017, we set out to get a better understanding of how retail marketers are currently planning and executing their email campaigns. Below are the key findings from our survey.

## Marketers Under Pressure to Send More Emails

Marketers surveyed currently send multiple emails each week, with 57 percent sending three or more. Eleven percent of that group sends five or more emails each week.



## Email Marketers Relying Heavily on What Worked Last Year

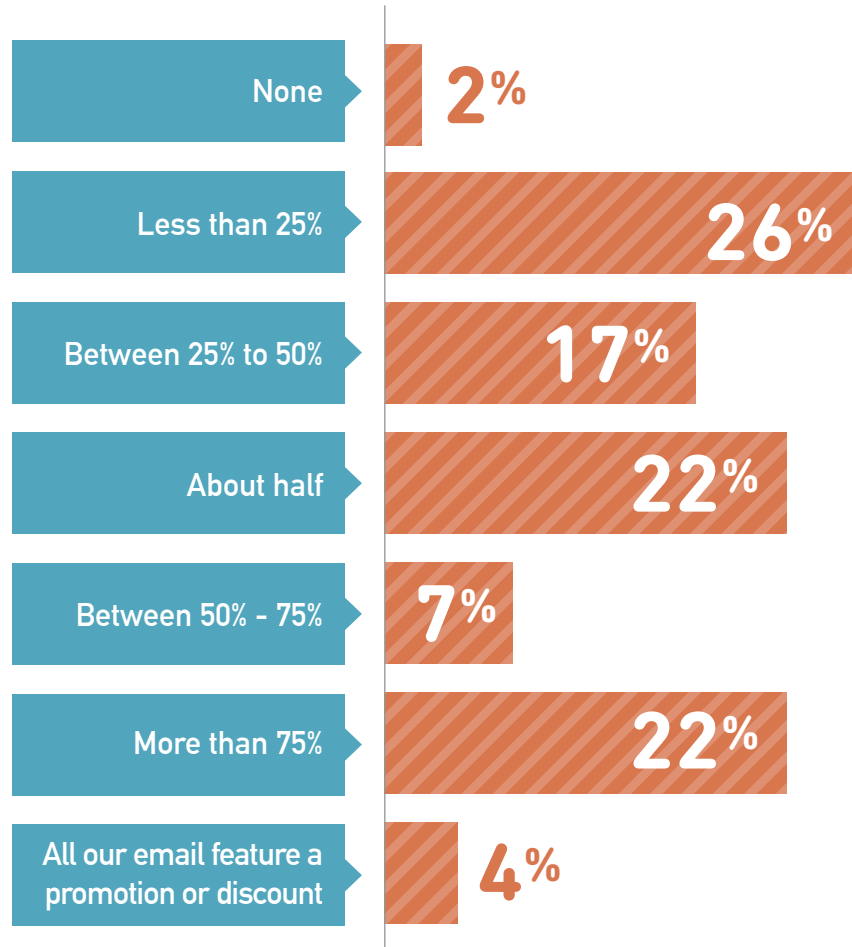
When planning their email calendar, a majority of retailers rely on major events and holidays (87%) and what worked the previous year (85%). And a whopping 76 percent rely on email promotions to drive revenue.



In fact, a third of marketers (33%) said more than half of all emails sent include a promotion or discount.



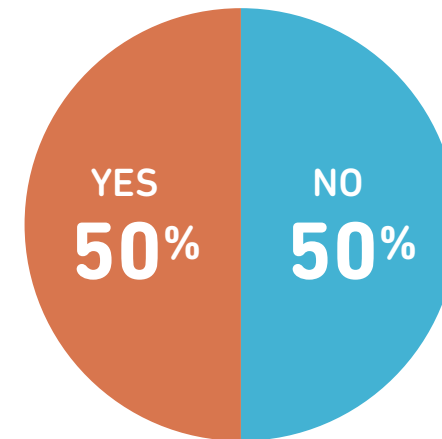
What percentage of your emails include a promotion or discount?



Despite growing interest in email personalization, only half (50%) of survey respondents are using data from an individual's past email behavior to decide what email message(s) they will receive each week.



Does your company use data from an individual's past email behavior (open and click, as well as conversions) to decide what email message s/he is going to receive that week? (exclude trigger emails)

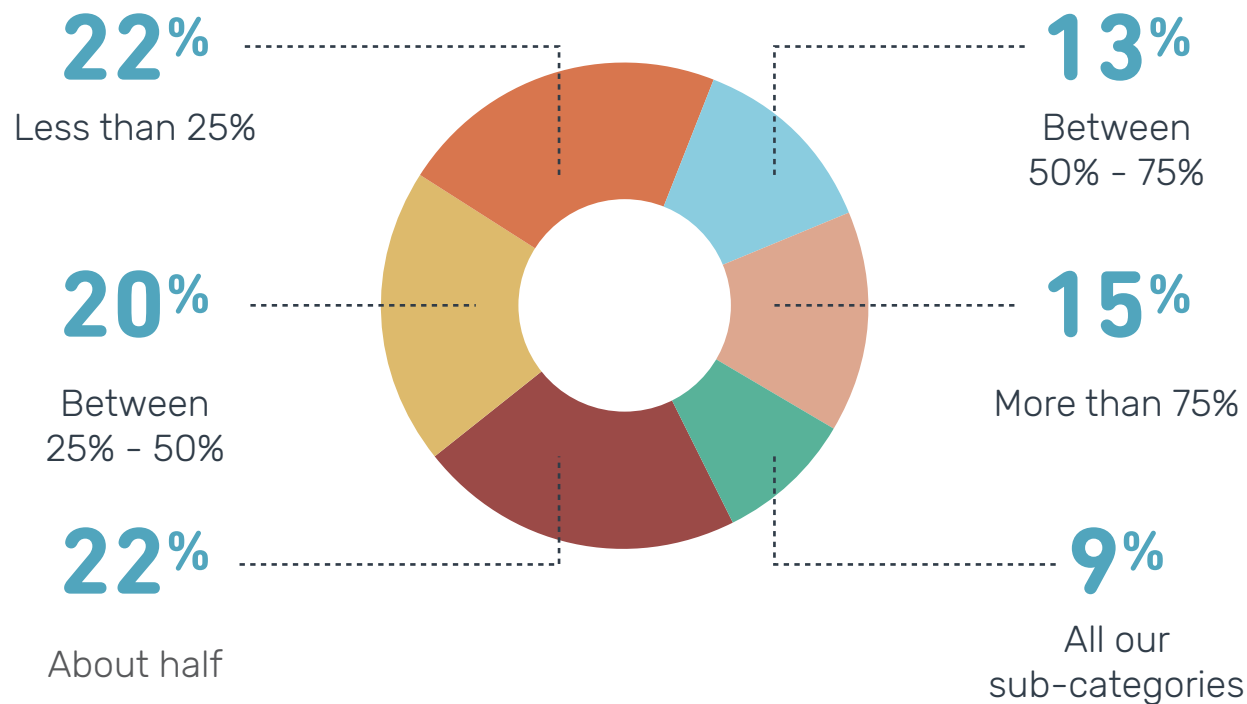


## Relevant Product Categories Remain Unexposed

Forty-two percent of marketers say less than half of the sub-categories in their product catalog are used as a primary feature (hero shot) in their emails. And just nine percent of marketers say that all their product sub-categories are a primary feature of their email campaigns at some point in the year.



What is your best estimate of how many of the sub-categories in your product catalog are used as the primary feature (hero shot) in your emails?



Sixty-three percent use the products that the merchandising team wants to feature when planning their email calendar (e.g. new dresses for Spring to align with what is on the website).



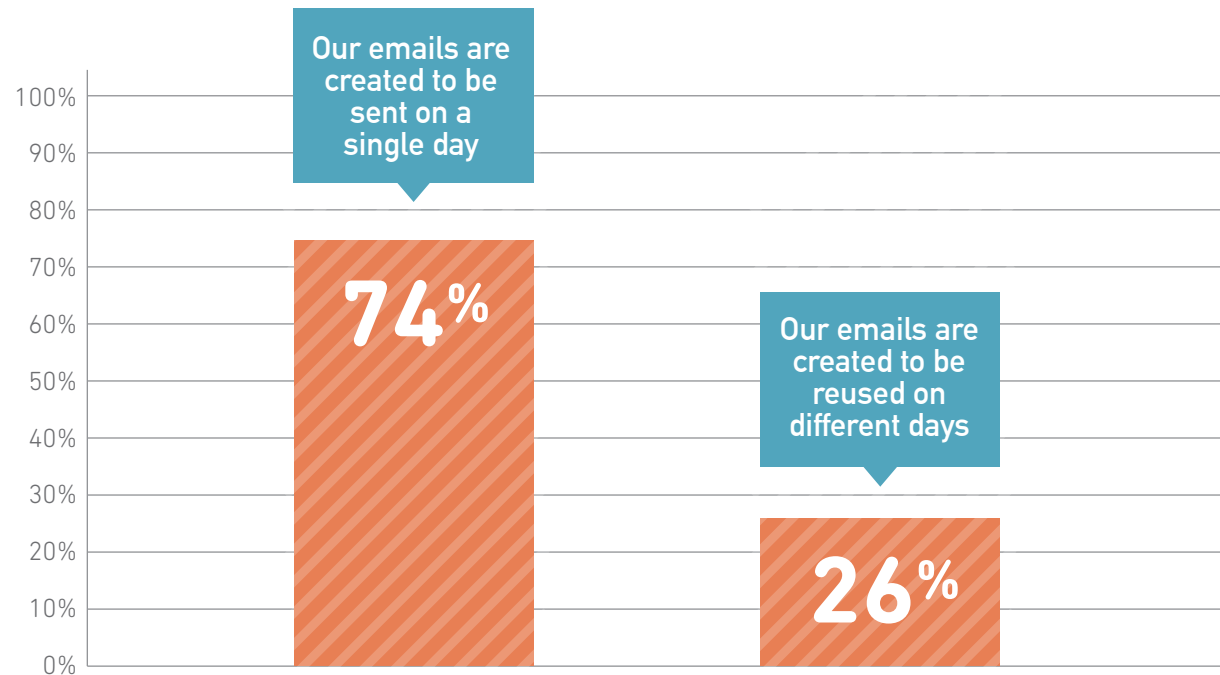
## Marketers Missing a Huge Opportunity to Reuse Content Assets

The relatively low cost of sending emails, even at scale, can make the email channel a powerful revenue driver of sales from the product catalog – when used correctly. But many retailers invest large amounts of time and resources in developing a single email, used only one time, representing one product category – only to see a 17 percent open rate (source: Smart Insights).

Our survey found that 74 percent of marketers create emails to be sent on a single day and never reuse/resend those emails. These marketers may wonder why a customer may want to see the same message in their inbox a second time, but that mistaken line of thinking leaves vast amounts of revenue on the table.



Which best describes the cadence of your email marketing program?



## CONCLUSION

Rather than relying on merchandise-driven batch-and-blast email campaigns, marketers should look at evolving their program into a customer-centric, data-driven email diet of emails for each customer.

What is a healthy diet? One that drives revenue today while increasing the future propensity for customers to click through, buy and buy in more categories.

This is a tall order for even the hardest-working marketing team – but it's exactly what our self-optimizing email software specializes in doing for you. Have questions? Our email marketing experts are here to answer them. Drop us a line at [info@coherentpath.com](mailto:info@coherentpath.com).

## About Coherent Path

Coherent Path is the email marketing calendar company for top retailers seeking to transform their email program into a modern data-driven channel focused on revenue. The company's machine learning solution empowers retailers with the relevant themes and categories they should feature in today's campaigns while continuously learning to inform the campaigns of tomorrow. By creating an optimized email diet that caters to each customer's evolving tastes and moods, Coherent Path helps retailers quickly engage and cross-sell customers and promote strategic product categories while reducing email fatigue. Headquartered in Boston, Mass. with offices in Toronto. Coherent Path works with retail leaders including Neiman Marcus and Staples.

**For more information:**  
visit [www.coherentpath.com](http://www.coherentpath.com), follow Coherent Path on Twitter  or connect on LinkedIn 