

What's Next For Email in 2022?

Benchmarks and insights from North America



The year is 2005.

The radio behind you is blasting Greenday's 'Boulevard of Broken Dreams.' The air is fresh with the smell of summer, and there's an excitement in your heart. You open up your desktop computer and navigate to the internet browser. It will take a while to load, so you flip through your magazine, looking for the week's schedule for your favorite TV channel. There's a 'DING' from your desktop. You type your friend's geeky email address into the chat bar and send them a

“Hi! Can you read this?!”

Your own email address is geeky as well. It's personal and tells people a little something about what you love. It's something like amazingarcane@yahoo.com or dogsarecuties@hotmail.com.

Admit it, you felt cool at the time.



Then, the years fly by, and a lot happens. People switch from Orkut to Facebook and then to Instagram. Avatar is a hit, and then suddenly, Inception is everywhere. Internet Explorer gets replaced by Firefox, Google Chrome, and Safari. Your email address is now just a replica of your name. Your friends take to Reddit, Twitter, and Quora. There's a virus making itself known across the world. And suddenly, you realize that the first thing you do every workday, without fail, is to check your email.

As a marketer, this is normal behavior, but you're not the only one.

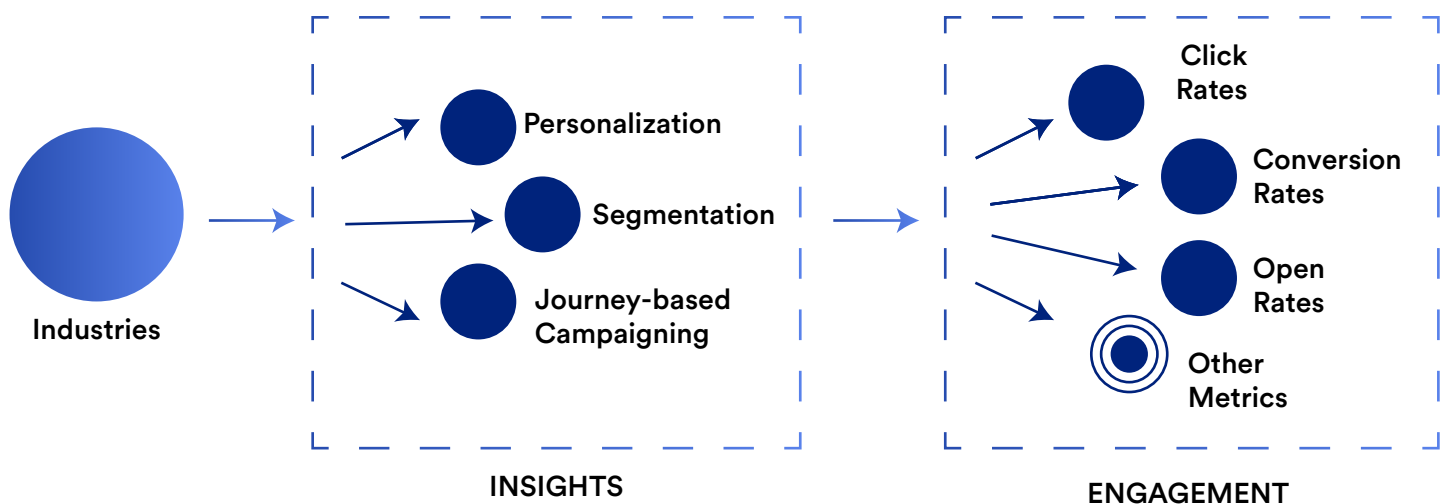
99% 

of email consumers check their inbox every day, and 58% do it first thing in the morning.

There's no denying it—email is an integral part of our lives now—more so for you than anyone else. Chances are, you're in the middle of an email campaign right now. If you're not drafting the copy for it, you're reviewing last week's campaign metrics to see what can be improved. Either that, or you've spent all of Thursday getting the latest campaign set up. Whichever you've been doing, you know it'd be great to check how other brands are doing email.

That's why we've commissioned this report, to study consumer email behavior and benchmark it.

We've analyzed metrics such as Click Rates, Conversion Rates, Open Rates, and more across four major industries—Shopping, Banking and Fintech, Media & Entertainment, and Lifestyle Services to understand what impacts consumer behavior the most, personalization, segmentation, or journey-based campaigning.



How To Read This Report

01



You can either read through this report sequentially or jump to the industry of your choice from the table of contents.

02



We've benchmarked four types of emails here: broadcast emails, auto-triggered emails, personalized emails, and journey-based emails. We've added an explainer about every kind of email below.

03



This report takes data from 5.3 Billion emails sent between August 1, 2021, and Feb 28, 2022.

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Shopping



BFSI



Entertainment



Lifestyle



Types of Emails Compared



Broadcast Email

Remember when you used to forward jokes as email chains? You'd CC everyone in your mailing list and hit that send button relentlessly. Broadcast emails are the modern-day equivalent of those email chains. Brands in their early stages of email marketing maturity 'blast' out generic emails to the entire customer base.

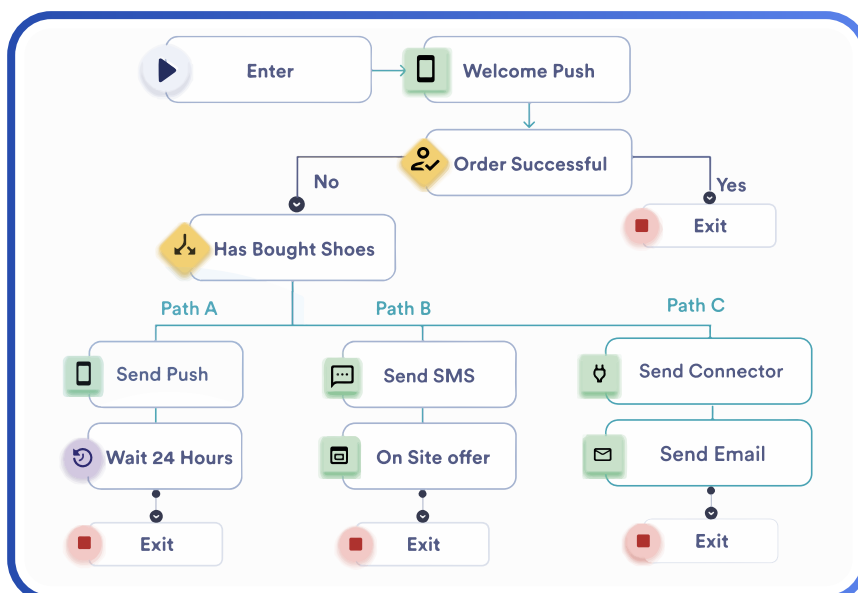
There's often no form of segmentation or personalization involved. The customer base receives information they're not interested in, such as a promotion for a service they don't like or discounts on items they've already ordered. Such emails deliver low numbers across most metrics unless you're lucky.



Journey-Based Email

Your customers don't just convert right away. They take a series of small steps that inch them closer to conversion, one action at a time. As a marketer, it is your responsibility to ensure that each step of the journey is a delightful experience for your customer. You can send them relevant messaging at each stage across the most appropriate channels for their personality.

With a platform like MoEngage Flows, you can craft flexible, multi-step customer journeys that send out different variants of messages over different channels, at different times, based on where the customer is in their lifecycle. There's an easy drag-and-drop builder to help you create self-sustaining customer engagement engines. You can craft intuitive engagement, activation, or reconversion journeys with zero code.



The advantage of emails sent via Flows is that these are more relevant to each customer, and address specific problems. You can tailor your messaging based on your customers' actions, preferences, behavior, location, and other attributes. You can also use AI to automatically analyze multiple journeys, nudge customers towards the best-performing path, and optimize channel mix and communication frequency for best results.



Behaviour-Based Email

Do you know what's better than scheduled emails? Smartly scheduled emails. Imagine this: you want to remind your customers to book a slot at the gym two hours before their preferred instructors arrive. You can't set up a fixed schedule for these emails because the gym instructors have random timings. Here's where an event-triggered email would help.

With event-triggered emails, you can create campaigns based on a 'trigger event', which might be different for different customers. You can send customized emails to reach each customer at the right moment and in the right context—when chances of email open/click/conversion are highest.



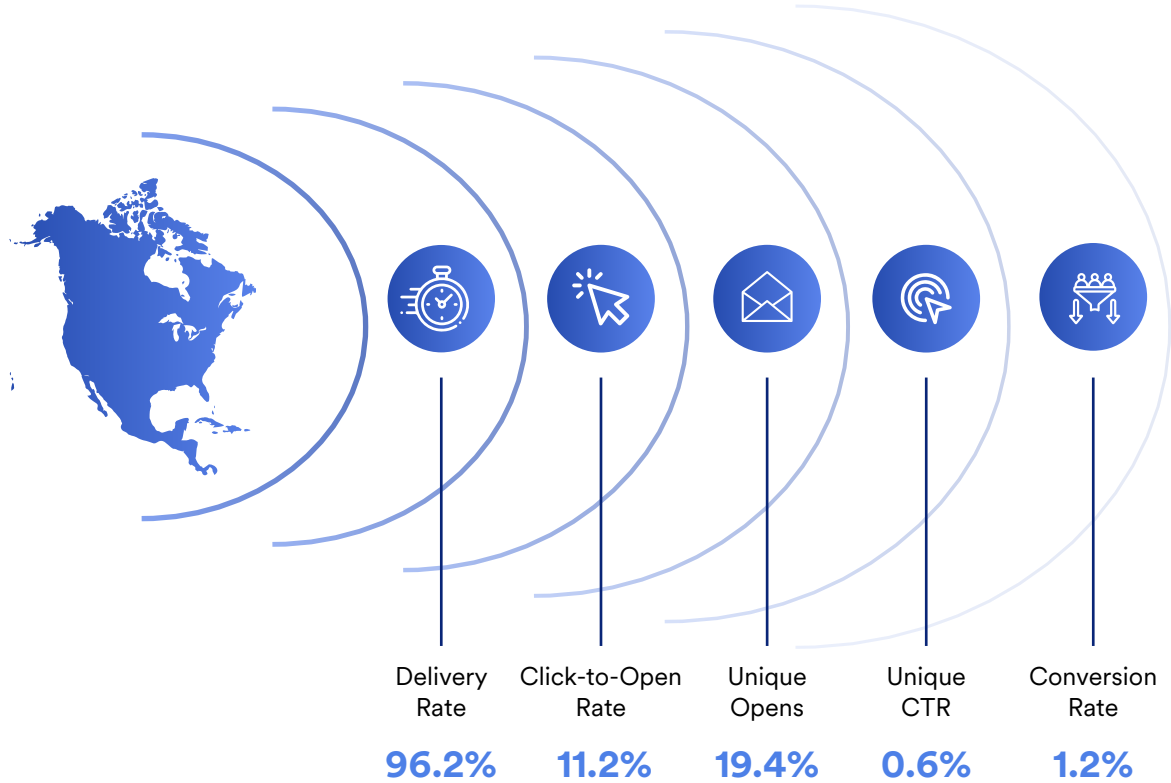
Personalized Email

Personalization is the holy grail of good marketing. Not just any personalization, but dynamic personalization, which changes based on changing customer preferences. With a good personalization platform, you can create dynamic groups of products for each customer based on their behavior or personality. These products can be filtered based on attributes like price range, customer's favorite category, discount range, etc. Platforms like MoEngage allow you to identify individual customer preferences, browsing patterns, and purchase history to create an intelligent recommendation profile for each customer.

This comes in handy for all industries. BFSI products, for example, can send customers payment reminders tailored to their regular payment cycles. News apps can send customers snippets from their preferred genre of newscasters. Music apps can send song recommendations that suit a customer's personality, and hotel booking websites can send reminders for customers to make bookings for an upcoming local holiday.

Now that you've understood what each email type means and how it can impact the metrics, let's look at benchmarks for each industry and vertical.

Shopping



Unique Opens

Broadcast
19.4%

Behavior-Based
14% increase to
22.2%

Personalized
28% increase to
24.9%



Click-To-Open Rate

Broadcast
11.2%

Behavior-Based
26% increase to
14.1%

Personalized
83% increase to
20.5%



Unique CTR

Broadcast
0.6%

Journey-Based
2.8X increase to
1.8%

Behavior-Based
4.5X increase to
2.9%

Personalized
24.2X increase to
15.5%



Conversion Rate

Broadcast
1.2%

Personalized
2.6X increase to
3.2%

Behavior-Based
4.2X increase to
5.2%

Journey-Based
21.1X increase to
26.1%

Sherpa's Insights

Conversion Rates for Shopping in North America see a dramatic increase when you deploy journey-based campaigns, but other metrics such as CTOR, Unique CTR, and Unique Opens are impacted most when personalization is deployed. Segmentation causes a significant increase in all metrics as well, ranging from a 4X improvement in Unique CTR and Conversion Rates to a 26% increase in CTOR.

S H O P P I N G

The inference rings loud and clear — customers in Shopping prefer emails that are smartly triggered, dynamically personalized, and sensible to the customer journey. Here are some examples of how brands deploy emails for activations, conversions, and more:



1 Activate New Customers

Welcome to **Goodbyes**

Welcome ,

This won't be another long welcome email heading straight to spam. It's something much better!

This is about your plant-based journey! It starts now- and you're in good company. We're building the largest, most active plant-based community in India.

So check us out and join the discussion! This is what you're really signing up for.

Thank you,

Team **Goodbyes**

Nudge Customers Towards Conversion 2

IN STORES & ONLINE
STARTS TOMORROW!

READY TO MIX & MATCH?

ENTIRE
STORE

MIX & MATCH

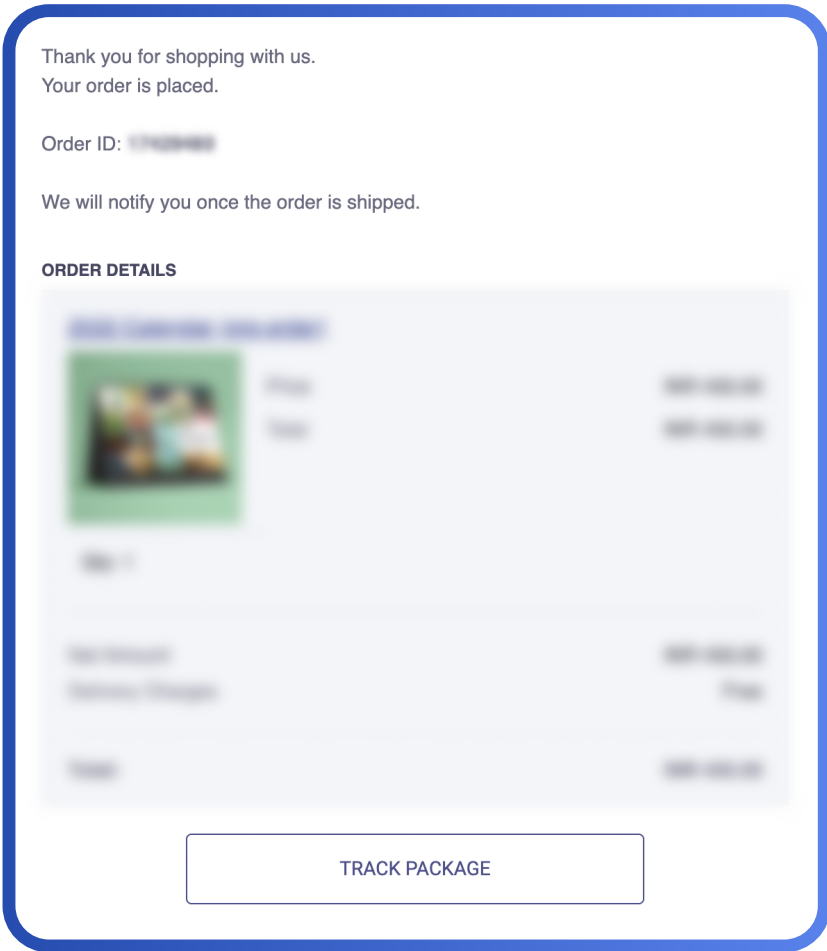
BUY 2 GET 2

FREE

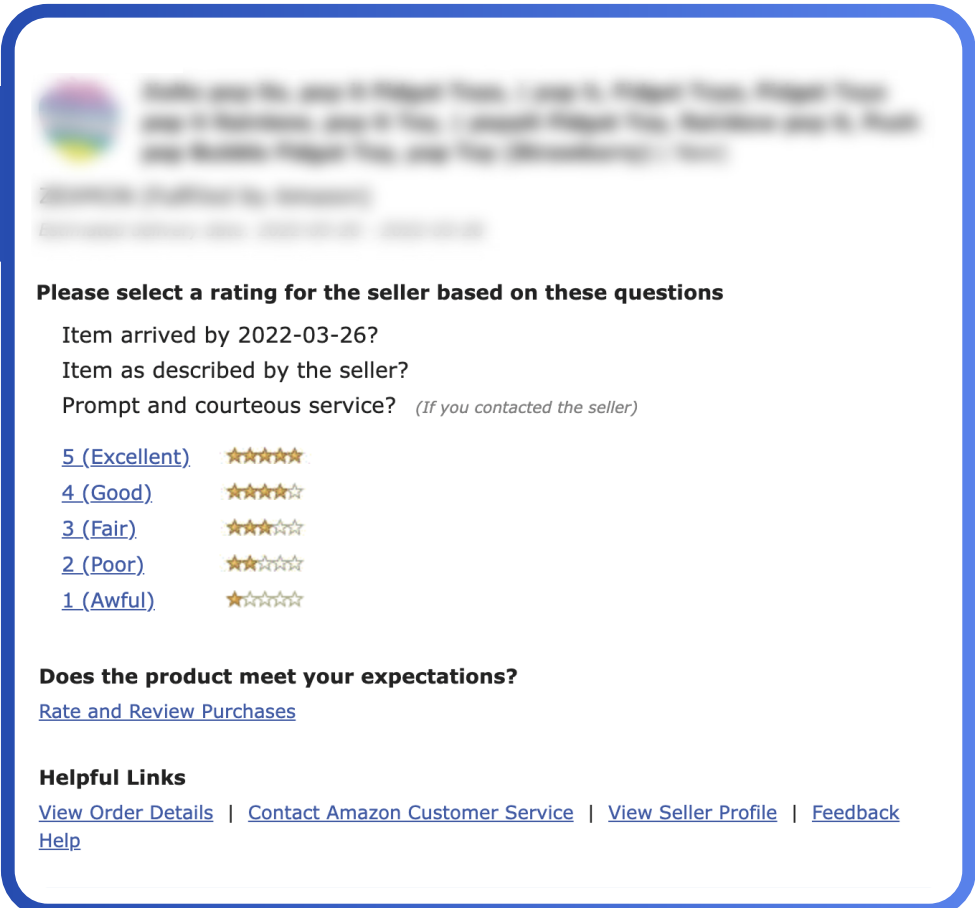
Until November 27, 2020.

EXAMPLES FROM SHOPPING

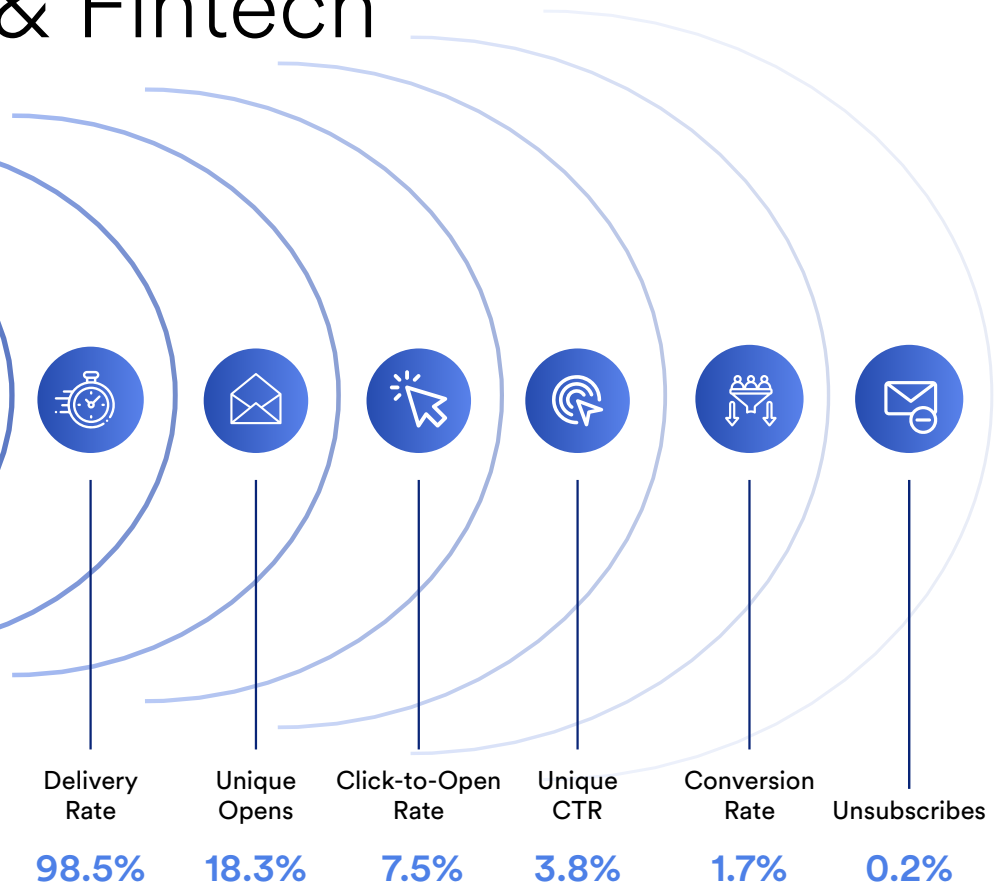
3 Keep Customers Informed With Transactional Messaging



4 Gather Customer Feedback To Measure NPS



Banking & Fintech



Unique Opens

Broadcast
18.3%

Behavior-Based
3.6% increase to
18.9%

Personalized
28% increase to
24.9%



Click-To-Open Rate

Broadcast
7.4%

Journey-Based
2.1X increase to
15.8%

Behavior-Based
3.1X increase to
23.8%



Conversion Rate

Broadcast
1.7%

Journey-Based
4.9% increase to
10.4%

Behavior-Based
13.2X increase to
23%

Sherpa's Insights

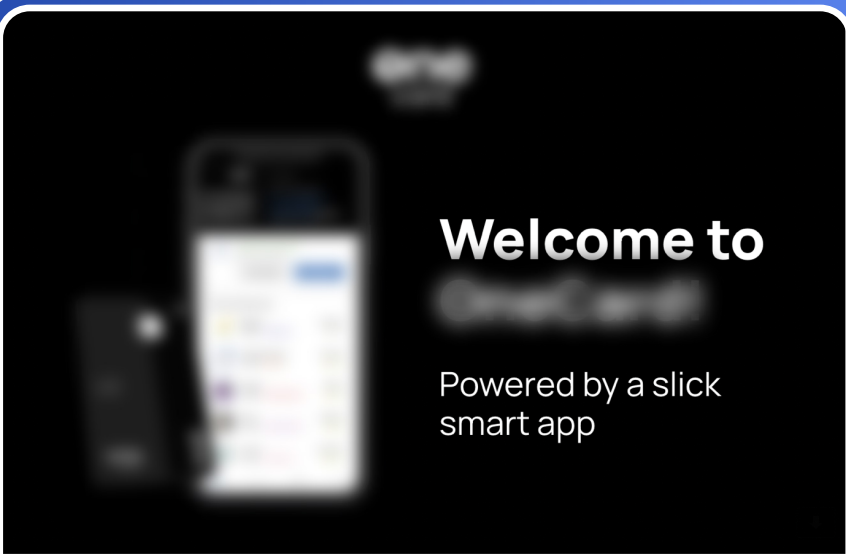
Banking and Fintech customers in North America open more emails when they're smartly triggered: Unique Opens see a 3.6% improvement. They also click on and convert better when these emails are smartly triggered or journey-based. Conversion Rates see improvements of up to 13X, and CTRs increase up to 3X when journey-based or event-triggered emails are sent out.

BANKING & FINTECH

Let's take a look at some real-life examples of banking, fintech, and insurance brands using emails to engage, activate, and retain customers.



1 Encourage New Users To Activate Their Accounts

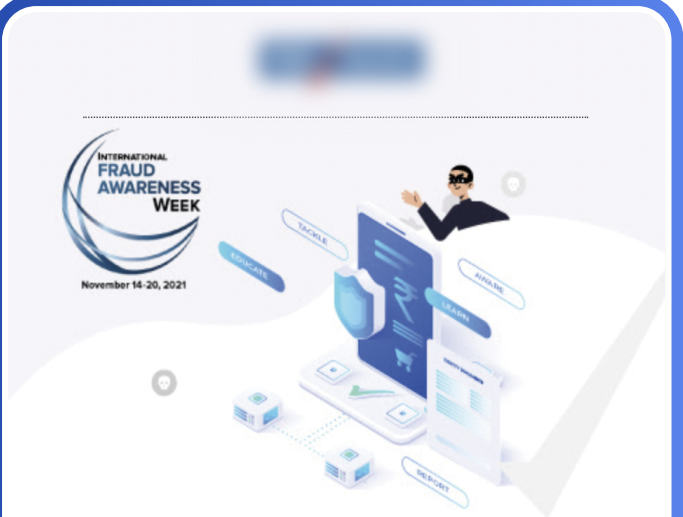


Hi Farooq,

Thank you for activating your in-app [SmartCard](#). We are delighted and warmly welcome you to the [SmartCard family](#).

You are now a proud owner of this country's first and best metal card!

2 Keep Customers Engaged With Timely Emails



Educate yourself against potential frauds.

#stayalert

Dear Customer,

Are you a victim of any banking fraud? Did you lose your money to any fraudster?

This International Fraud Awareness week, we at **YES BANK** would like to share with you the various types of Fraud and the preventive techniques to help you be **SAFE** from fraudsters and financial losses.

3 Nudge Customers
Towards Conversion

UP TO **15%** CASHBACK ON amazon AND VOUCHERS
OR
UP TO **30X** EDGE REWARDS

GRAB DEALS HOLI SALE

Shop Now

se Red Dress
se Sky Blue Phone

*T&C apply. Image is for representation purpose only.

The advertisement features a white background with a blue border. At the top, it offers two options: 'UP TO 15% CASHBACK ON amazon AND VOUCHERS' or 'UP TO 30X EDGE REWARDS'. Below this is a circular graphic with 'GRAB DEALS HOLI SALE' and a 'Shop Now' button. The bottom section shows two women, one in a red dress and one in a blue dress, with a blue smartphone. The text 'se Red Dress' and 'se Sky Blue Phone' is positioned near the women. A small disclaimer is at the bottom left.

Encourage Loyal
Customers To Upsell 4

Get an exclusive
HDFC Bank Credit Card!

BEAUTIFUL POSSIBILITIES. READY FOR YOU.

Enjoy interest free Credit for upto 50 days

Lifetime FREE Card + ₹1,500 amazon.in voucher*

GET IT NOW >>

The advertisement features a woman sitting on a white sofa, smiling and holding a credit card and a smartphone. The background is a bright, modern living room. The text 'Get an exclusive HDFC Bank Credit Card!' is at the top. Below it is the tagline 'BEAUTIFUL POSSIBILITIES. READY FOR YOU.' At the bottom, there are two call-to-action boxes: 'Enjoy interest free Credit for upto 50 days' and 'Lifetime FREE Card + ₹1,500 amazon.in voucher*'. A green button with 'GET IT NOW >>' is at the very bottom.

Media & Entertainment



Delivery Rate
99.6%



Unique Opens
0.4%



Click-to-Open Rate
7.9%



Unique CTR
3.3%



Conversion Rate
10.5%



Unsubscribes
2.9%



Unique Opens

Broadcast
0.4%

Behavior-Based
3.6X increase to

1.4%

Journey-Based
5.5X increase to

2.2%

Personalized
69X increase to
27.1%



Click-To-Open Rate

Broadcast
7.9%

Journey-Based
11% increase to

8.8%

Behavior-Based
1.4X increase to

11.2%



Unique CTR

Broadcast
3.3%

Journey-Based
2.5X increase to

8.2%



Conversion Rate

Broadcast
10.5%

Behavior-Based
67% increase to

17.6%

Journey-Based
78% increase to

18.8%

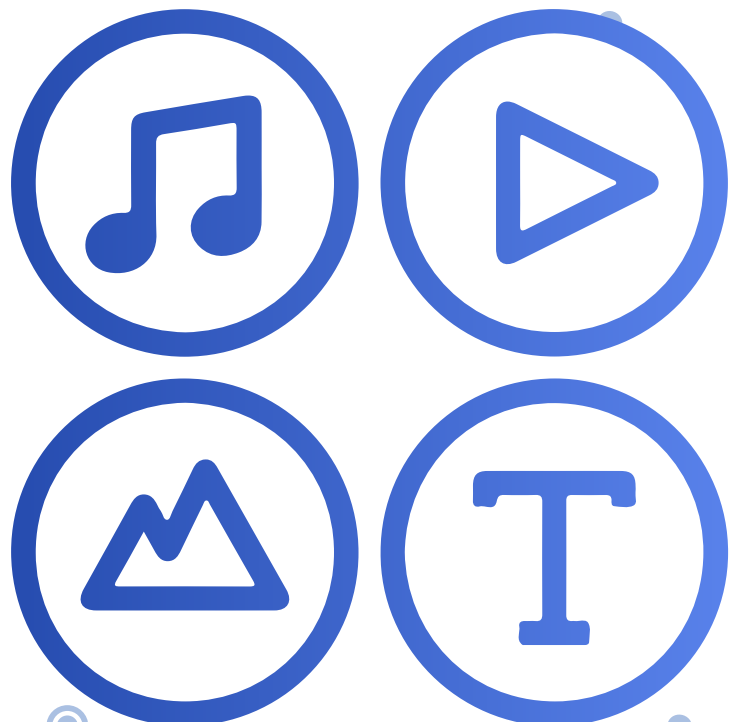
Sherpa's Insights

Media & Entertainment customers in North America open 69X more emails that are dynamically personalized than broadcast emails. They also prefer to click and convert on journey-based or smartly triggered emails. CTRs and CTORs increase up to 2.4X when journey-based or event-triggered emails are deployed, and conversion increases up to 78%.



MEDIA & ENTERTAINMENT

Here's how some Media & Entertainment brands use segmented/personalized emails to engage and convert customers:



2020 Wrapped feels like forever ago.

Your Top Songs 2020

Do you remember your 2020 faves?

While you wait for this year's Wrapped, jump back into the following playlists to help you remember the musical moments that made your year:

1 Keep Customers Engaged With Personalized Content Recommendations

2 Activate Customers Who Have Been Hibernating



Create Olympic ID
Download App

CLOSER TO THE GAMES



Beach Volleyball

Taliqa Clancy: The beach...

A close inspection of Taliqa Clancy's beach volleyball uniform at the Tokyo 2020 Olympics revealed that she was...

[Read more](#) →



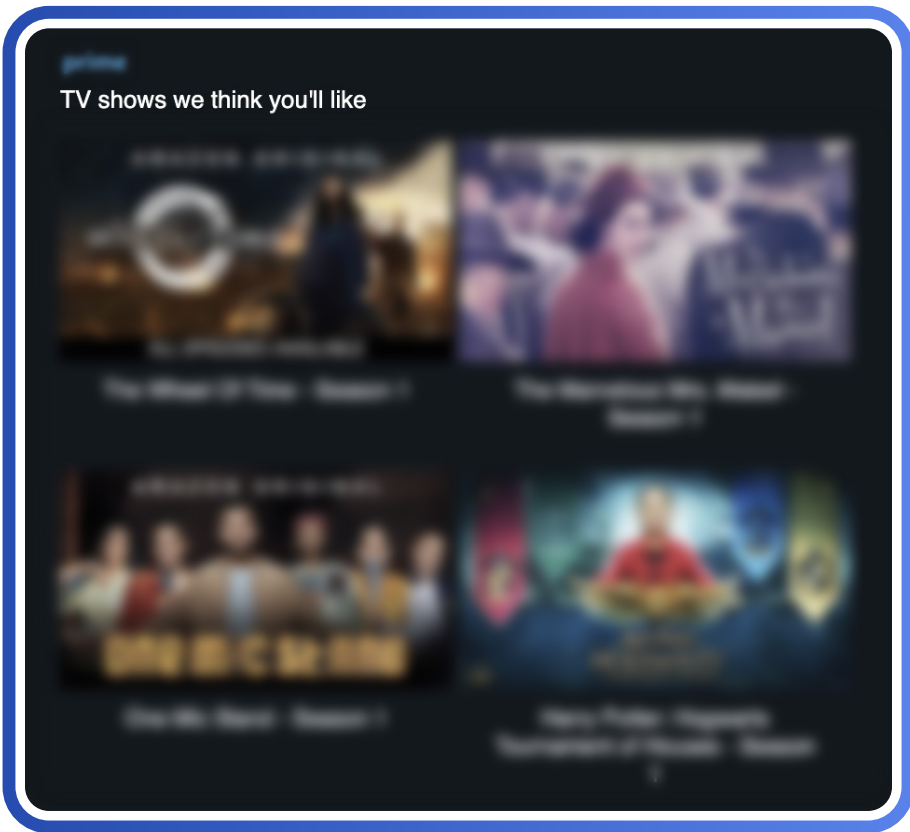
Curling

Switzerland win third gold in a

The Swiss dominance of the women's world curling championships continued on...

[Read more](#) →





3 Send Personalized Emails To Prevent Churn

Nudge Customers Towards Conversion **4**



Get 10% back (up to Rs. 8,000)

on your next stay with us

Hi there,

Planning on booking a stay? Don't pay more than you have to!

Start your holidays the right way with 10% back in Travel Credits after your stay – on top of seasonal deals or Genius discounts you find on our site.

Lifestyle Services



Delivery Rate

99.3%



Unique Opens

8.2%



Click-to-Open Rate

10.6%



Unique CTR

0.8%



Conversion Rate

11.9%



Unsubscribes

0.03%



Unique Opens

Broadcast

8.2%



Click-To-Open Rate

Broadcast

10.6%



Unique CTR

Broadcast

0.8%



Conversion Rate

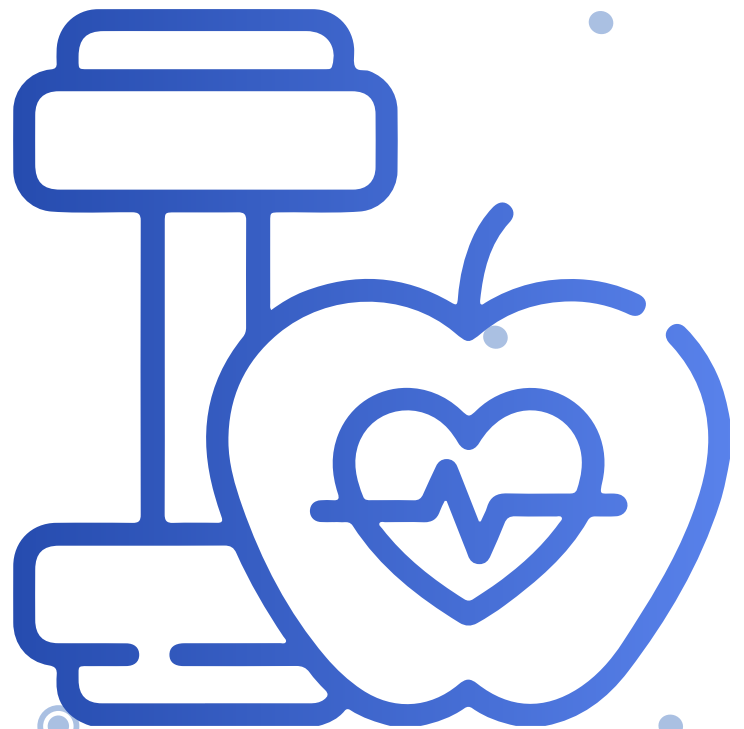
Broadcast

11.9%



L I F E S T Y L E S E R V I C E S

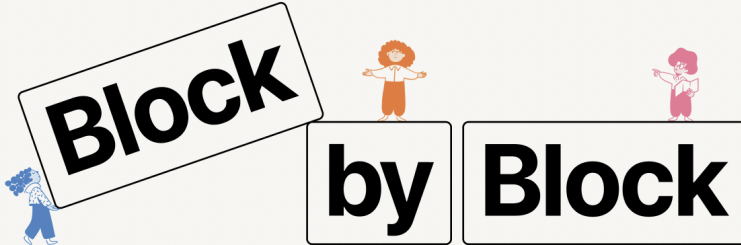
Let's take a look at how leading Lifestyle Services brands are using email to improve engagement, conversions, activations, retention, and more.



A virtual conference from [Redacted]
March 2nd, 2022

Register now

1 Nudge Customers
To Engage



Block by Block is only two weeks away, and we're thrilled to announce the addition of three incredible headliners: **Bumble President Tariq Shaukat** and **famed YouTube creators Thomas Frank and Marina Mogilko!**

Tariq will share his advice on how companies can adapt for and support the next generation of knowledge workers. And Thomas and Marina will walk through how they built inspiring audiences and businesses. Catch them on March 2nd to hear their stories!

Save your spot

Hope to see you there!
Ivan
Co-founder and CEO

2 Reactivate
Hibernating
Users

Rate your *Primo* experience

Bangalore - Goa | Friday, 04-03-22, 6:40 PM

Hey [Redacted Name],

Hope you had a wonderful journey with primo, please rate and review your experience to help us improve our service.

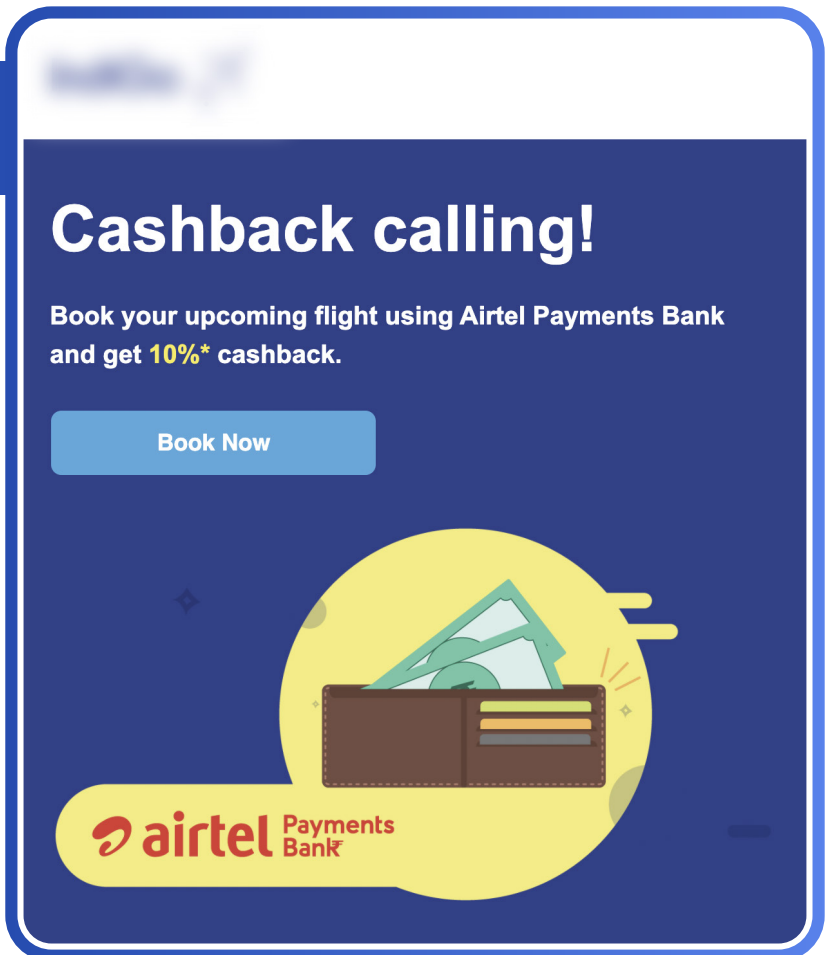
Please rate your trip **Bangalore - Goa** with **Streamline tours and travels**





3 Convert Users Who Are on the fence

Collect NPS Ratings From Happy Customers 4



Conclusion

The answer is clear now. It's 2022, and customers have already seen millions of emails in their lifetimes. They're averse to generic copy that doesn't provide any value to them. They're actively looking for—and engaging with—emails that are personalized, segmented for the right audience, and sent at the appropriate time in the customer journey.

A good email marketing platform should allow you to create all three kinds of emails. It must give you an easy method to analyze the customer journey to see where email fits in, when emails can be sent, and how other channels can complement the entire experience. It must also provide intelligent capabilities to segment customers into groups such as loyalists, potential hibernators, about to churn, those that need attention—so that you can take immediate action and craft appropriate email campaigns to bring them back into the funnel.

The platform must also have powerful personalization capabilities that allow you to predict which customers might go dormant, uninstall, or convert—and send them emails accordingly. For the ones who are likely to convert, the platform should be able to send dynamically personalized product recommendations that the customer is most likely to click on.

But while it's crucial to have a good email marketing strategy, you need more than a simple email marketing platform to do so. You need a customer engagement platform that covers all possible touchpoints. The platform should enable you to create omnichannel campaigns that complement email, such as SMS, push notifications, in-app, etc. This platform should be able to give you deep insights into the customer journey, behavioral trends, conversion and retention analyses, and more. The platform should enable insights-led engagement at every step of the way.



About

MoEngage is an Insights-led Customer Engagement platform built for customer-obsessed brands.

With industry-leading AI and Machine Learning capabilities, MoEngage provides insights on customers, their journey, behavior, interests, preferences, and the short and long-term impact of campaigns on key business metrics like customer retention and LTV.

Brands use MoEngage to leverage these insights and enable hyper-personalization at scale across multiple touchpoints like mobile push, email, in-app, website push, on-site message, SMS, Whatsapp, and social messaging platforms.

Fortune 500 brands across 35+ countries such as Deutsche Telekom, Samsung, Vodafone, Nestle, McAfee, and internet-first brands such as Ola, OYO, Bigbasket, and InMobi use MoEngage to orchestrate cross-channel customer journeys and delight their customers across multiple touchpoints.

MoEngage was recognized as a Strong Performer in The Forrester Wave™ Q3 2021 report – Cross-Channel Campaign Management (Independent Platforms), a Leader in the 2020 Gartner Magic Quadrant for Mobile Marketing Platforms, a Strong Performer in the 2020 Forrester Wave for Mobile Engagement Automation, a Leader in G2 for Fall 2020 Grid® Reports, and the #1 Mobile Marketing Platform in G2's Spring 2021 Momentum Report for industry-leading solutions.

