



# The 2021 Email Marketing Guide

CLEVER EMAIL MARKETING STRATEGIES  
FOR DEEPER CUSTOMER CONNECTIONS

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# Introduction

## 2020 WAS AN UNPREDICTABLE YEAR FOR EMAIL MARKETING DUE TO THE COVID-19 PANDEMIC. RECENT EVENTS FORCED BRANDS TO REEVALUATE MEDIA PLANS AND ADJUST TO A NEW REALITY.

“Brands were required to shift their marketing efforts in the face of this new normal,” **Kellie Collins**, Senior Manager, CRM & Email at Tinuiti said.

“As digital marketers, we have the privilege of being able to pivot and be nimble to changing landscapes, but it’s important to create a new sense of normalcy not only for yourself and your teams but also for your customers. Because email marketing is one of the lowest cost, highest ROI digital channels, you’re likely leaning heavily on your email program to keep lines of communication open with your existing customers.”

Although we can’t be sure what to expect in the new year, what we do know is brands that are mindful and empathetic of this current state will fare far better in the long term.

“The way in which a company operates in this time of uncertainty will directly impact their ability to retain their customers in the future,” Collins said.

Of course, if you don’t believe us – just take it from our clients such as [Cuts Clothing](#) who joined forces with Tinuiti to redesign their email templates, create an email calendar strategy, optimize their campaigns, and increase their deliverability.

As a result, email is even more of a profitable channel for Cuts Clothing—with optimizations driving a **147% increase in email revenue**.

“Tinuiti has been absolutely instrumental in helping our business scale. KPIs across the board increased almost overnight when we began our work with them, and they’ve continued to rise as our business has scaled. We love having Tinuiti’s amazing team of experts in our corner.”



**Steven Borrelli**  
Founder and CEO, Cuts Clothing

In this year’s guide, we highlight the issues most likely to impact brands in 2021 and how they should prepare to stay ahead of the competition and build deeper customer connections.

### BONUS

*What trends will shape Email Marketing in 2021? Be on the lookout for our expert predictions throughout this ebook!*

Movable  Ink

# 3 Trends That Will Impact Email Marketing

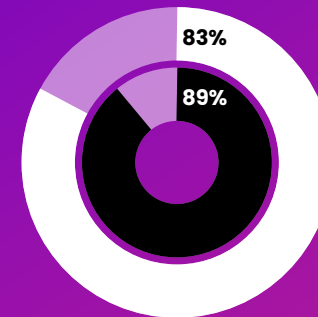


# 1. Customer Expectations are Shifting

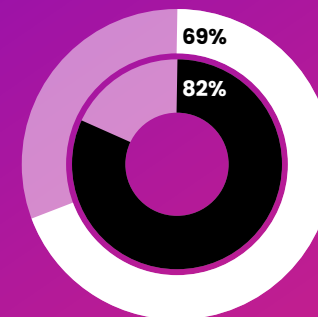
Consumers have grown accustomed to a personalized user experience and they've shifted to expect it as a standard. [73% of customers](#) expect brands to understand their needs and expectations, but say that only 51% of companies meet this standard. Though they don't generally value personalization as an end to itself, they do value the high-quality, tailored service it provides. The good news for brands is that customization translates to more engagement and, ultimately, sales. Customers indicated that they were [110% more likely](#) to add additional items to their baskets when a shopping experience was highly personalized. They were also 40% more likely to spend more than originally planned.

Instead of using broad segmentations to speak to general audiences, companies are being challenged to speak to customers on an individual level. To do so, they will need to gather and leverage customer data to make this possible. But how do they find it? As it turns out, customers are becoming increasingly comfortable with providing personal information, provided it leads to a smoother experience for them. With this give-and-take relationship, brands will be able to deliver experiences that consumers are asking for.

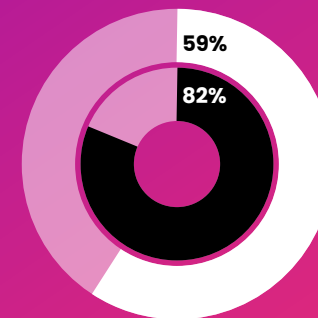
## Customer Experience Expectations



**84%** of customers say the experience a company provides is as important as its products and services



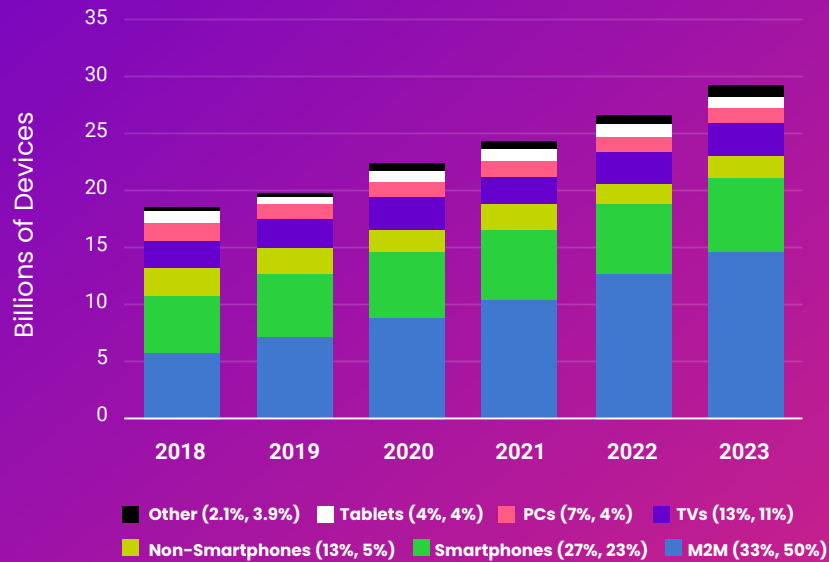
**73%** of customers say one extraordinary experience raises their expectations of other companies



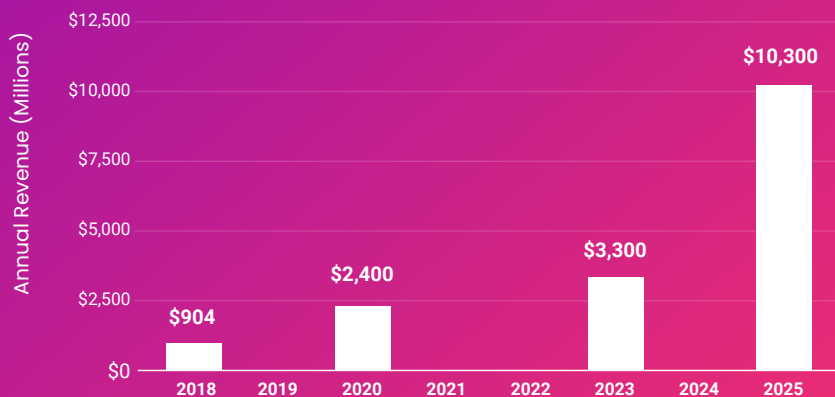
**66%** of customers are willing to pay more for a great experience

■ Consumers ■ Business Buyers

### Global Device and Connection Growth



### ResearchandMarkets CDP Revenue Predictions



## 2. Greater Investments in Data Management

To act on customer data, companies first have to capture it. This is easier said than done, as the proliferation of devices and customer touchpoints have caused data to become more fragmented. Cisco predicts that by 2023, there will be [3.6 networked devices per capita](#), up from 2 in 2018. And according to a Salesforce report, [78% of respondents](#) prefer to use different channels to communicate with brands depending on the context.

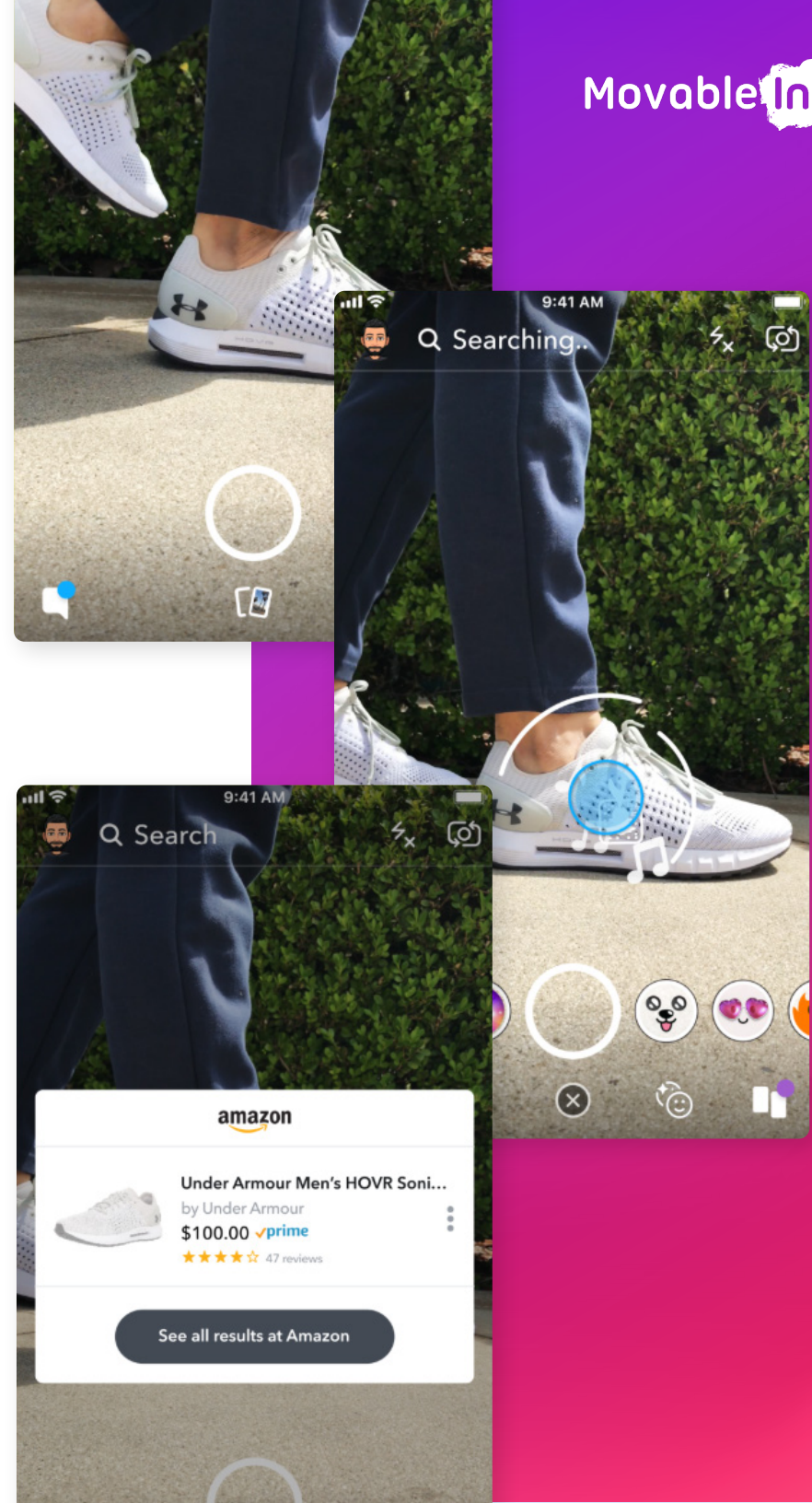
Consequently, the challenge for brands is not just to gather data sets across these disparate sources, but to consolidate and normalize them. To do this, companies are turning to Customer Data Platforms (CDPs), which streamline the flow of customer data and create a single view of users that non-IT personnel, like marketers, salespeople, and customer service teams, can understand and act on. With Research and Markets projecting that the CDP industry will [grow from \\$2 billion](#) in 2020 to \$10.3 billion by 2025, it's clear that this technology will become a must for any successful organization.

### 3. A Call for Omnichannel Cohesion

If there is one thing we've learned in the aftermath of COVID-19, it's that nothing is certain. With some parts of the world reopening and others closing, it's never been more important to provide best-in-class experiences no matter where your customers choose to interact with your brand. Consistent, on-brand experiences are a necessity across email, mobile, your website, and beyond.

Even though brand engagement is happening in more places than ever, customers expect consistency across all of these touchpoints. According to a Salesforce report, [72% of consumers](#) expect all company representatives to have the same information about them. So, for example, if they initiate a return for an item bought on the website, they expect the customer support representative to have the purchase information.

Unfortunately, companies have some catching up to do: two-thirds of customers saying they often have to repeat or re-explain information to different representatives. Closing the gap will be a big challenge for the majority of organizations, considering they use 900 different applications on average, only 28% of which are integrated. To stay competitive, it'll be incumbent on them to move away from data silos and toward an integrated system that promotes connectivity between departments.



# What to Test and Optimize in 2021

# 1. The “Test and Learn” Approach: Don’t Leave Valuable Data on the Table

Email testing provides a process for optimizing your emails and tailoring your program to your contacts’ propensities, tastes, and needs. Testing can be as simple or as complicated as you make it. Without incorporating testing as a regular part of your email program evolution, you leave valuable data and insights on the table for increasing your program’s performance.

“A simple way to approach email testing best practices is to think of testing as an ongoing cycle. We call this the Test and Learn approach, where you develop and execute tests, measure the results, and use the results to develop your next test iteration. Following this approach allows you to start with simple tests and progress to complicated program adjustments.”

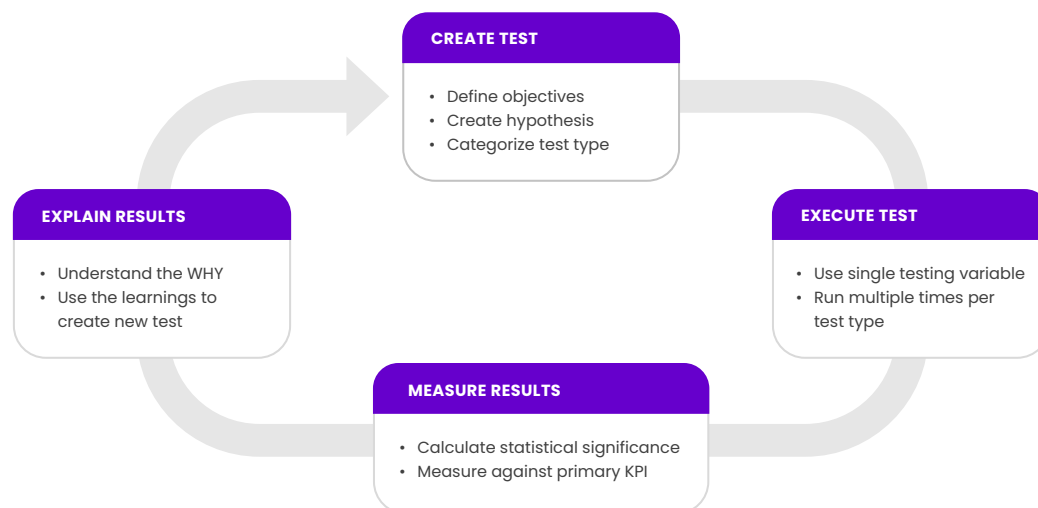


**Emily Collins**  
Sr. Manager, CRM & Email at Tinuiti

## Here’s how it works:

**Creating Your Test** - Take the time to plan out your test and define what you are hoping to accomplish by testing. You can do this by defining your test objectives – what you would like to see happen as a result of testing, then creating a hypothesis for the outcome of your test. Avoid over-complicating this step as it can lead to un-executable tests or unmeasurable results. After defining your test objectives, make sure, and categorize your approach. If you constantly run subject line tests, for example, without a categorical approach, then you will never know what type of subject lines truly perform best with your contacts. Avoid testing during major holidays, or using too many varying types of emails, which can skew your results.

**Executing Your Test** - Once you have determined what you want to get out of your test, it is time to move into execution. Most of the time, a straight A/B test between two variants yields the results you need to glean valuable learnings for your program. Avoid multi-variant testing as it introduces too much complexity and allows the potential for erroneous conclusions. Instead, focus on a single variable in each test to yield actionable results. The entire design or campaign should be the same except for the element being tested. To draw measurable results from your test, run your test multiple times per type of test. Running multiple iterations of the same test type allows you to eliminate any accidental external influences on your results that a single test might include.





**Measuring Your Results** - Once you gather your test results, make sure to calculate the lift of each winner and ensure the results reach statistical significance before incorporating the learnings into your program. Results that do not show a significant lift should be ignored due to the minimal impact on your program. Try using a [simple statistical significance calculator](#) for determining the significance of your results.

**Explaining Your Results** - Make sure you understand why your test performed the way it did before incorporating the learnings into your email program. Grasping the “why” behind the results allows you to better implement the results into an ongoing program process for long-term success. This step is a chance to look at the bigger picture of your test performance and all mitigating factors.

**Starting The Cycle Over** - Once you complete a test, take the time to determine how you can use the results to craft your next test iteration. This evolution allows you to approach testing with a long-term view of optimization and growth. Early send times performed better for your contacts? Now test early send time during your contacts’ time of day.

“Get creative with your testing approach. By following these basic guidelines, you gain true results to increase your program performance, while also allowing for continued evolution in your test types.”



**Emily Collins**  
Sr. Manager, CRM & Email at Tinuti



## 2. Customer Lifetime Value: How to Grow Your Email List and Customer Loyalty

For years, you've probably heard that quality is better than quantity when it comes to your email list—meaning that it's more important to have a quality list of engaged contacts, no matter the size, versus a larger list of unengaged contacts.

“While that will always ring true and should be the core of your list growth practices if you are not also collecting quality data from your email contacts, the time to start is now. Collecting data metrics from your contacts is key because it will allow you to more effectively market to them and in turn, increase customer loyalty and lifetime value.”



**Kati Harris**

Sr. Manager, CRM & Email at Tinuiti

There are several effective ways to capture email addresses and collect data outside of email addresses. Onsite email capture is the most effective way to grow your list because these contacts are already on your site and interested in your brand or product. There are multiple ways to capture emails on site. You should have an email capture in the footer of your website, as well as on the checkout page. However, pop-up email captures are typically the most effective form of email capture.

**When thinking through your pop-up email capture strategy, keep the following in mind, and test into each:**

**Timing** - Are your visitors more likely to convert (sign up for email) upon landing on-site, or do they need to familiarize themselves with the brand? Timing will vary depending on your brand and reach, but optimizing timing is key to capture.

**Offer** - What are you willing to offer to have a visitor convert? If you do not have an offer, what information can you provide to compel a visitor to convert? What other information would you like to collect from the contact? The pop-up experience can allow you to collect more data outside of the email address, but be strategic about what you ask for, as asking for too much information can deter a visitor from converting.

“Once your visitor converts, it's time to start collecting other data points that will allow you to tailor their email content to suit their needs. By delivering personalized content and driving a personalized user experience, you are increasing your likelihood of turning your contact into a repeat customer and a brand advocate,” Harris said.

You should be constantly striving to collect data from your contact list, regardless of where the contact is in their journey with your brand. Luckily, you can do this in many ways and can do so throughout the contact lifecycle.

“ Loyalty and VIP programs can help build brand affinity and turn purchasers into loyal customers. Focusing on list growth and collecting valuable data is not something that you can set and forget. Don't forget to test and iterate these practices throughout your program. Leverage your data to customize and create tailored experiences to build brand loyalty with your contact. ”



**Kati Harris**  
Sr. Manager, CRM & Email at Tinuiti

**Strategically ask for information in the contact**

**onboarding process** - Welcome emails typically yield higher engagement. While contacts are engaged, this is a great time to collect more information. Using CTAs and segmentation, you can ask your contacts for their preferences (for example, if they are shopping for men's or women's gear) and use this to further tailor their experience.

**Ask your contacts for information/preferences -**

Create a preference center for your contacts and give your contacts the power to select what type of content is most beneficial to them. Giving contacts this option can increase engagement and decrease opt-outs.

**Pay attention to what a contact is engaging with or purchasing and reward your most engaged contacts -**

Utilize segmentation to create strategic segments based on past engagement or purchasing behavior. Many ESPs have CLV algorithms to help you create segments based on purchasing behavior.





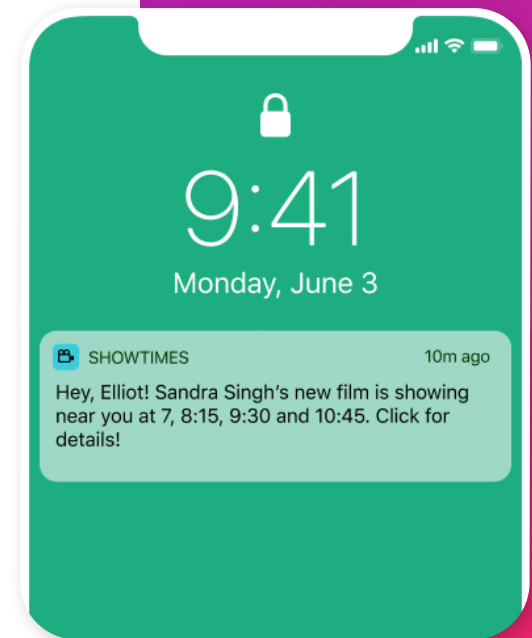
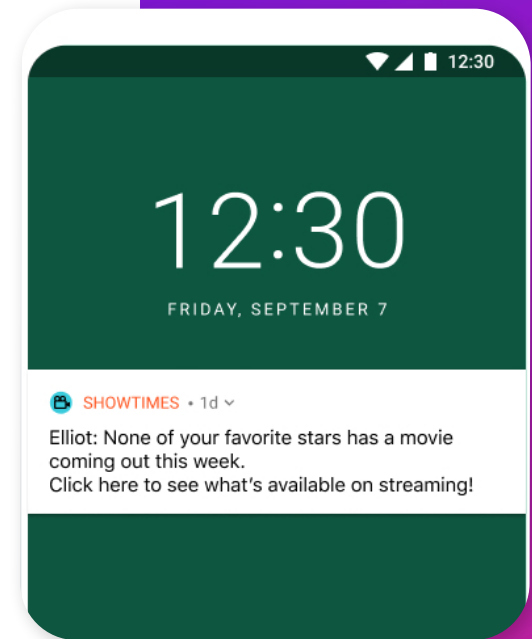
### 3. Dynamic Segmentation: Why It's No Longer a Nice-to-Have, but a Must-Have

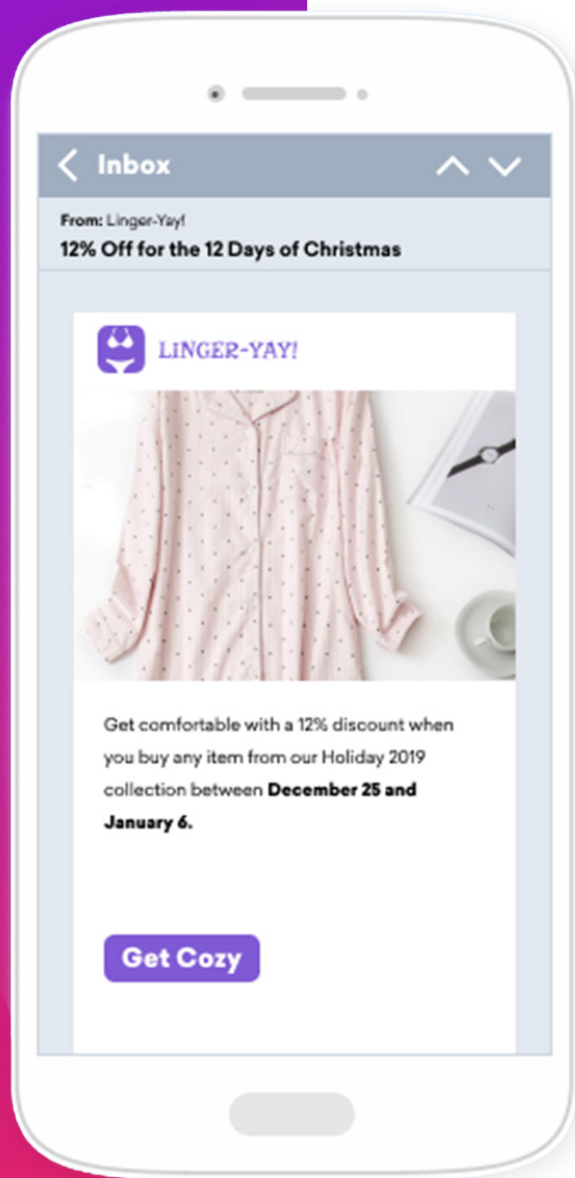
Audience segmentation has long been a necessary tool in any marketer's arsenal. It gives brands the ability to message different groups of users based on specific criteria such as location, opt-ins, date of last purchase, and more.

As email has expanded to reach consumers on mobile and beyond, we've seen significant shifts in behavior as consumers engage and convert across different channels and devices. Audiences based on static, channel-specific lists and data can't reflect these users' latest behavior and actions, quickly rendering your campaigns irrelevant. Today, to ensure valuable, relevant campaigns, marketers are turning to sophisticated personalization that is enabled by real-time behavioral and conversion data.

Enter dynamic segmentation. Unlike static lists, dynamic segmentation uses streaming data to create user segments that are continuously updated based on ongoing user actions. Individuals automatically move in and out of these groups as they meet (or fail to meet) the criteria you set for your campaigns.

Once someone takes a specific action, such as making a purchase and trying a new website feature, they're removed from campaigns that encourage that purchase or promote that new feature—reducing unnecessary campaigns from marketers and making your messages more valuable for the customers receiving them. It's this level of fluidity that allows you to easily target each segment based on your marketing goals and individual customer lifecycles in ways that static list-based email segmentation can't. But as with any marketing tactic, the true value of dynamic segmentation lies in its execution.





## GETTING STARTED WITH DYNAMIC SEGMENTATION

First things first. You need an Email Service Provider (ESP) that's built to support complex email segmentation and personalization at scale. An [ESP built on streaming data](#)—instead of traditional batch data—will support the flow of information necessary to power unified, continuously updated customer profiles based on each customer's engagement across many channels and digital touchpoints, not just email. This also ensures users seamlessly move between audience segments when they engage with a message or complete other actions, so they only receive messages relevant to them.

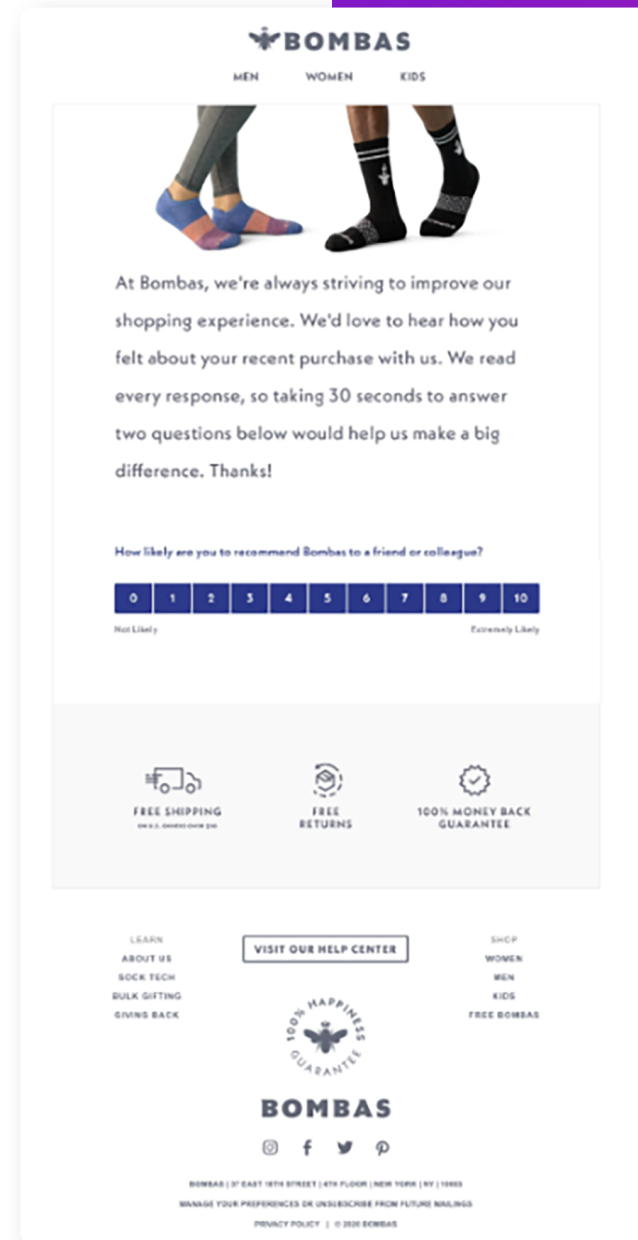
Once you have the right ESP, it's time to define your goals and objectives, and develop campaign strategy and messaging. Start by deciding which conversion events you want users to complete to meet your goals, and create a call to action that nudges them in the right direction. For example, you could create a dynamic segment that allows you to automatically target lapsing users with re-engagement campaigns when they haven't engaged with your app for three days.

## LEVERAGING CUSTOM DATA TO SUPPORT DYNAMIC SEGMENTATION

Data should be at the core of your marketing strategy. When it comes to personalizing messages for your audience you need to keep two key types of data in mind: attributes and events. Let's start with custom attributes. These are the adjectives you use to define users and give you a better understanding of their preferences and engagement. Custom attributes may include:

- Favorite brand, sport, or cuisine
- Last search category
- Highest game level completed
- The total dollar amount spent

Say you're a retail brand. You want to reward your most valuable customers by enrolling them into an exclusive loyalty program with perks to show them your appreciation. You can set up an enrollment campaign that will be automatically sent to customers who have spent above a certain amount of money within a specific period.

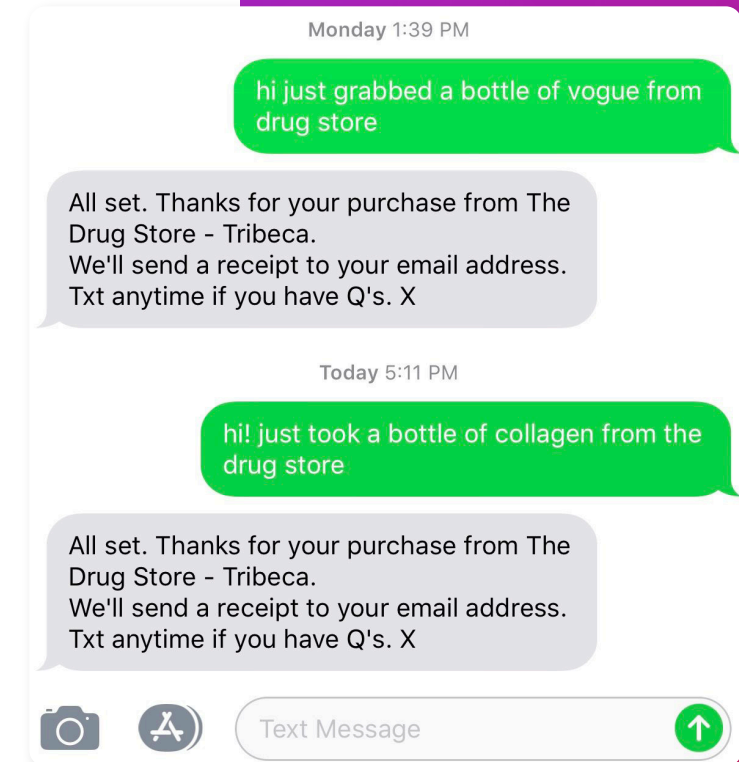
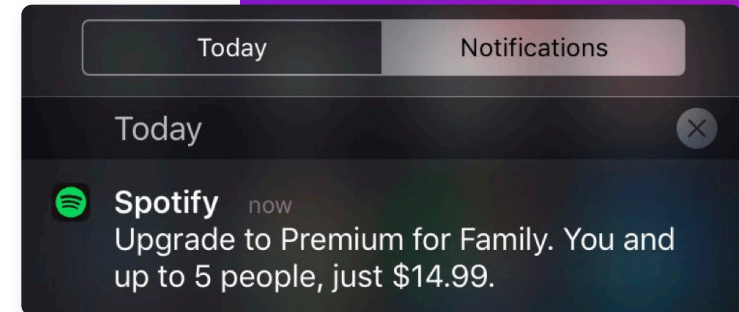


Custom events, on the other hand, are the verbs you use to track users' preferences and purchasing/usage behaviors. They allow marketers to target users who have:

- Reached a given points/dollar amount spent threshold
- Tried a new feature
- Achieved a personal milestone like a birthday or anniversary
- Referred a friend

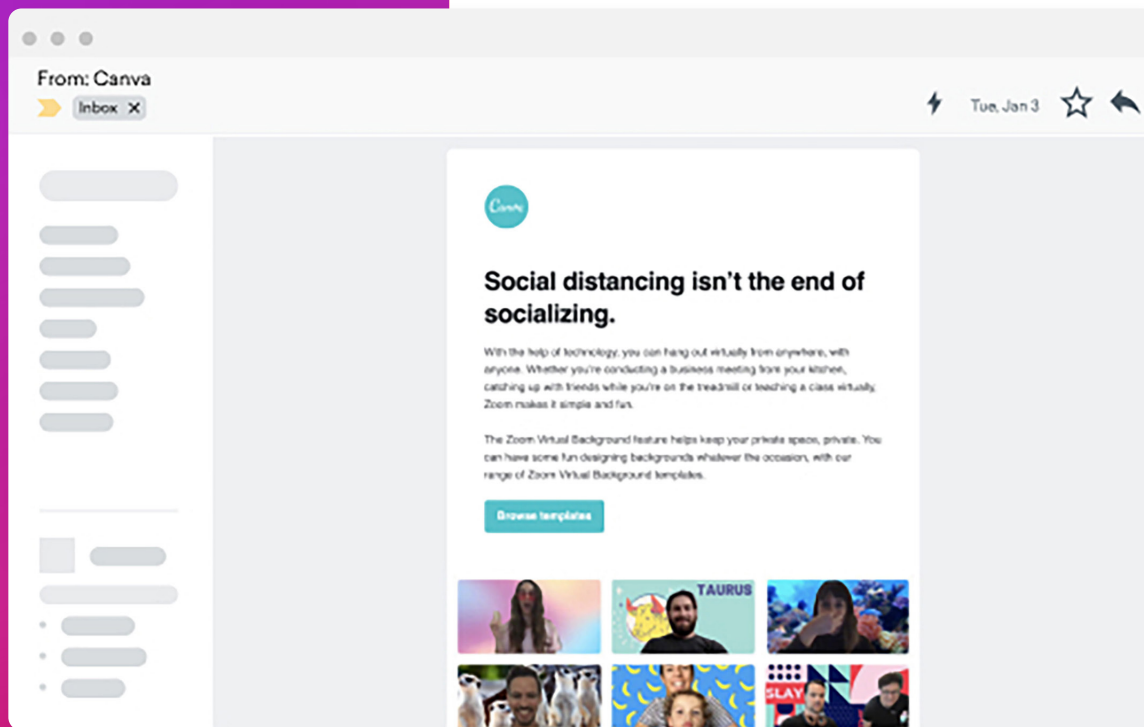
The custom attributes and events you collect will depend on your business model and goals. But don't limit your use of these key data types to your email lists. Dynamic segmentation powered by the right events and attributes for your business can help inform more effective campaigns in other channels (for instance, push notifications, SMS, etc.), leading to even stronger results.

Supplementing your email strategy with other messaging channels can significantly boost your results. [According to our research](#), adding in-app messages can lead to a 315% increase in engagement, while adding push notifications to the mix leads to a 543% increase. So to make the most of dynamic segmentation, create a [cross-channel strategy](#) that recognizes customer preferences and tracks when they complete key actions across all platforms. By doing so, you'll automatically send the right messages at the right time across the channels that matter to each customer.



## TARGETED CROSS-CHANNEL MARKETING IN ACTION

Now that you know how to integrate individually relevant messaging into your marketing strategy by leveraging dynamic segmentation, let's take a look at how three leading brands successfully did just that:



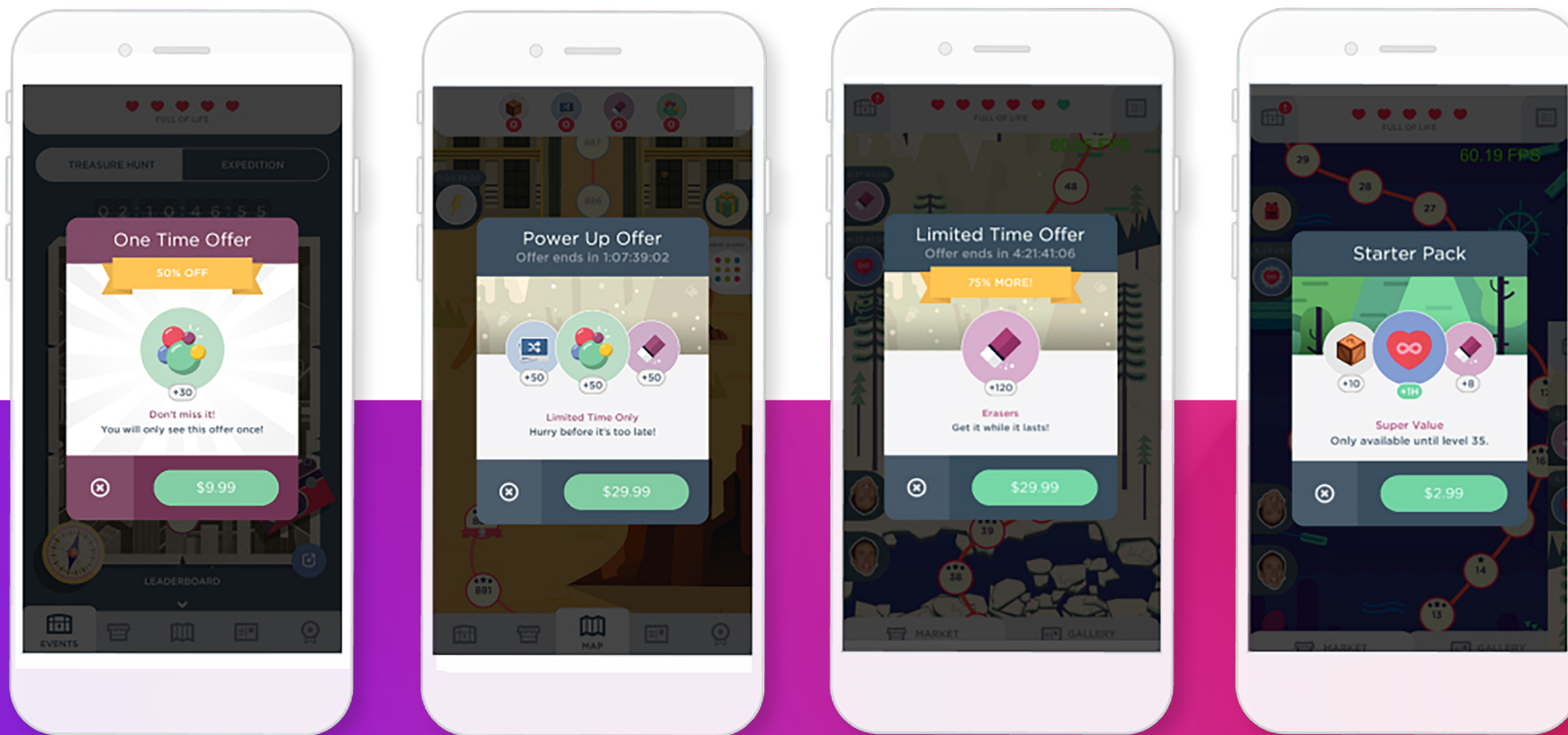
### Canva

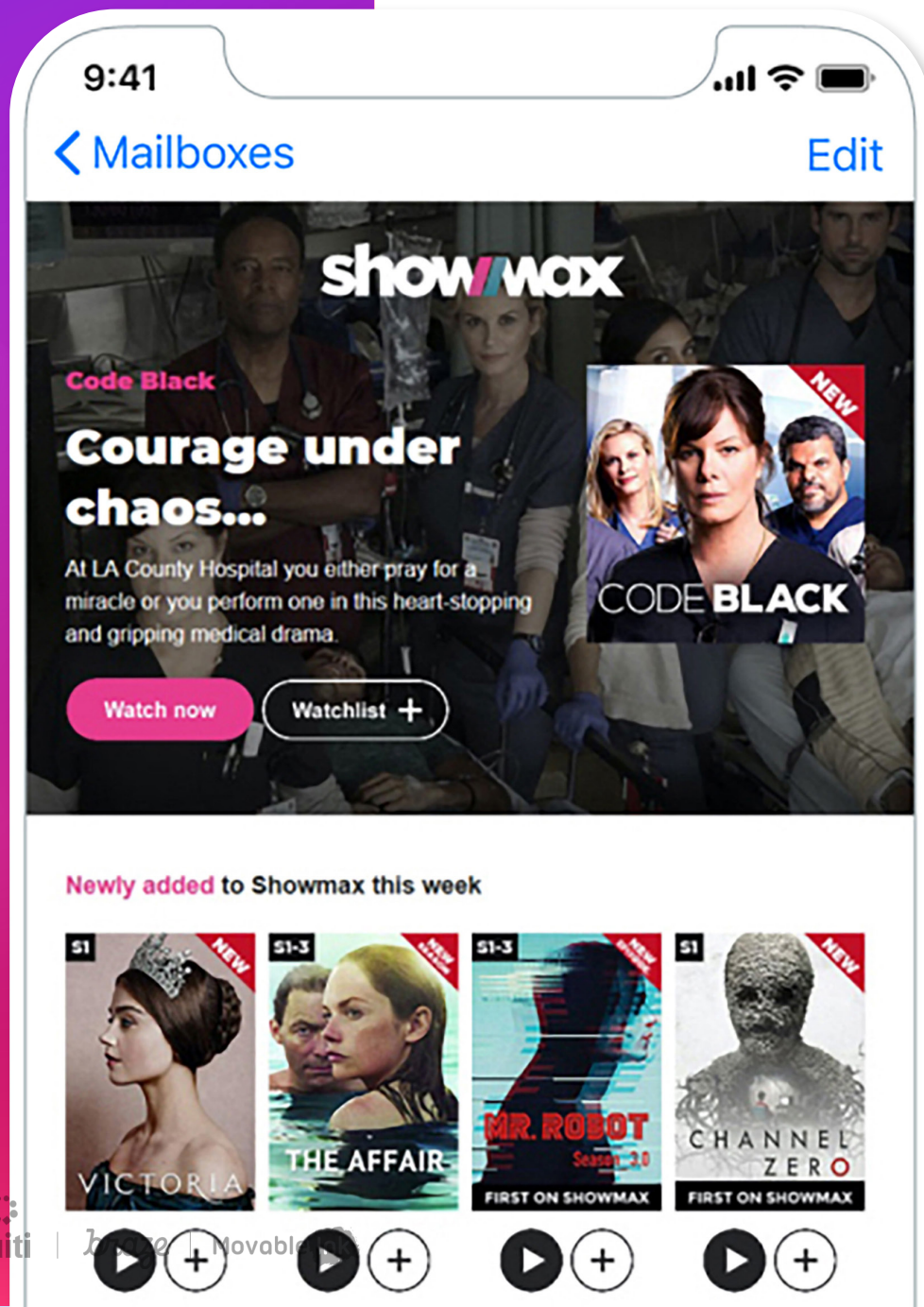
This [leading online graphic design platform](#) wanted to send emails that were even more personalized and tailored to their users' interests. To do so, Canva dynamically populated emails with relevant and trending content that was automatically translated to each users' preferred language. As a result, Canva saw a 33% increase in open rates and a 2.5% increase in engagement—which is incredible considering their millions of global users. They also maintained a 99% deliverability rate while increasing their email volume from **30 million to 50 million per week**.



## Dots

This innovative [gaming company wanted to find ways to increase in-app purchases](#) for its dot-based games. Because the games are free to play, Dots was looking for ways to increase revenue without alienating players. They began by segmenting their audience to send personalized, targeted promos based on a player's actions. In-app messages included promos for playing longer, using boosts to help beat levels and to customize their gaming experience. By targeting players for personalized messages based on their specific actions, **Dots successfully boosted total revenue by 33%**.





## Showmax

The [South African streaming service](#), which offers users a 14-day free trial, was looking to convert more customers into paying subscribers while also boosting retention. Showmax used dynamic segmentation to send customers timely, relevant messages based on their unique activity patterns. Segments that were targeted in this strategy included: different lifecycle stages, content preferences, point in time, and user characteristics. This allowed the company to send personalized recommendations and engaging messages via email, push notifications, and in-app messages. By leveraging smart segmentation, **Showmax increased subscribers by 204% and increased ROI by 37%.**

“Brands that incorporate a cross-channel customer journey including email, mobile, and web will be the most successful in 2021. We’re living in a cross-platform, digital world that has been further accelerated by COVID-19. Customer expectations have heightened, and marketers must deliver seamless experiences to meet them. While email is a highly effective channel for customer engagement on its own, it’s most effective when paired with other channels. In an increasingly mobile world, creating a cross-channel customer journey that incorporates email, mobile, and web will yield the best performance today and beyond.”



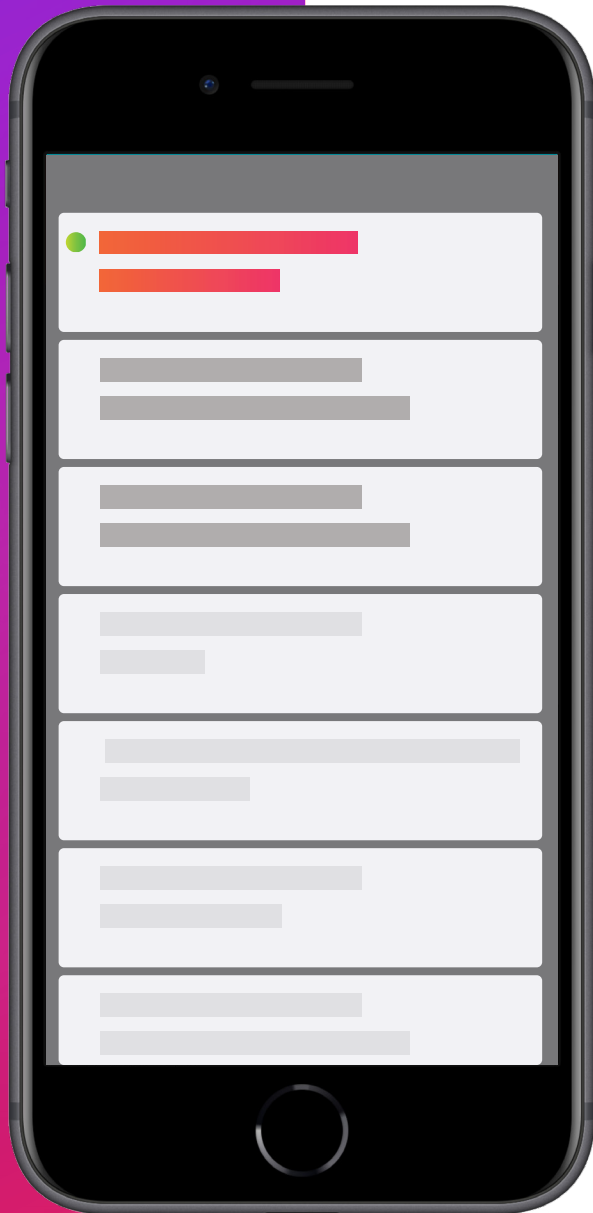
**Myles Kleeger**  
President and COO, Braze

Braze’s [research has found](#) that the COVID-19 pandemic has only accelerated the trend toward cross-channel experiences. They saw a 62% rise in mobile user acquisition (as defined as new users coming into retail or ecommerce apps) in early 2020 alone. These users aren’t just browsing either: mobile users are 10X more likely to buy and 12X more likely to make a second purchase than new users acquired via the web.

Given how valuable mobile users are, savvy brands will continue to shift to mobile-first retention strategies in the coming years. But providing these users with the personalized experiences that keep them coming back requires a well-executed audience segmentation strategy.

As highly segmented emails, push notifications, and in-app messages that meet customers exactly where they are on their journey become a business imperative, dynamic segmentation is no longer a nice-to-have, but a must-have. You may not be ready to take that cross-channel leap yet, but there is plenty of value to be realized with dynamic segmentation for email marketing alone, especially as brand competition for users’ attention and their purchasing power heats up. The sooner you start leveraging your customer data to support this kind of real-time targeting, the sooner you can see significant results for your email program





## 4. Email Database Hygiene: Keeping Your Data Tidy in Times of Uncertainty

Maintaining a healthy list has several benefits. It allows you to focus your efforts on subscribers that truly want to hear from you, thus reducing your CPM and increasing your engagement KPIs. Here's how to keep your list clean.

“As email providers continue to heavily weight overall email engagement as a key indicator as to whether your message lands in the inbox or the spam folder, ensuring you're sending to the truly engaged will positively impact your overall deliverability. Those unengaged subscribers are pulling your overall engagement metrics down – thus potentially blocking users from seeing your email.”



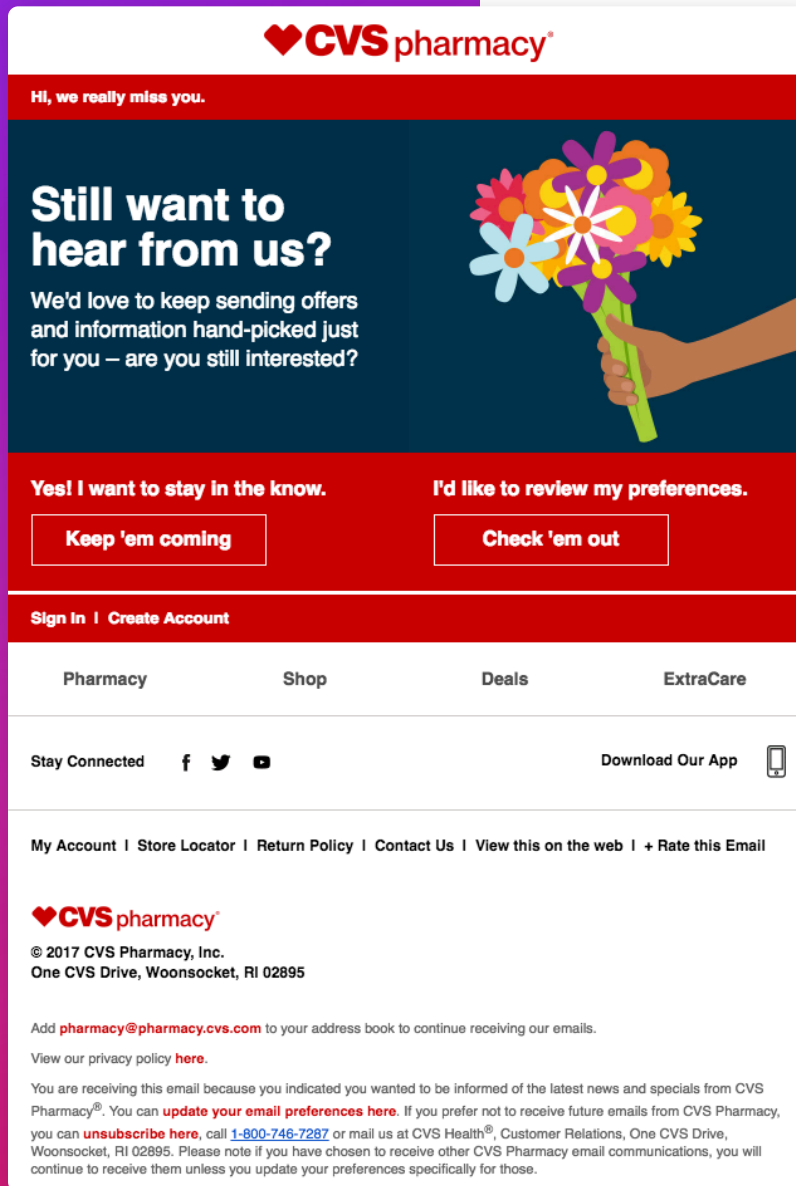
**Kellie Collins**  
Sr. Manager, CRM & Email at Tinuiti

## CHECK YOUR ACQUISITION METHODS

List hygiene begins on day zero, ensuring that your email list is composed of quality leads. This can be challenging as brands need to balance seeing positive list growth while maintaining and growing email KPIs.

### Here are some quick ways to ensure that you're acquiring the best contacts:

1. Place an un-checked opt-in checkbox at signup: by having the unchecked box at signup, you're following the latest CCPA rules, but also ensuring that the user truly wants to hear from you
2. Tell potential subscribers what they're signing up for—set the tone so they know what to expect by providing their address, just be sure that you're delivering on that promise (no promising exclusive deals and offers if that isn't the case)
3. Be mindful of the impacts of sweepstakes partnerships: participating in a sweepstake to grow your list is an excellent way to grow the number of subscribers, however, sweepstakes participants should be handled differently than other subscribers. They are landing on your list as a bi-product of entering sweepstakes and likely don't know much about your brand. You can woo some of these users by crafting a tailored onboarding series—but often the addresses provided are dead weight. Prepare in advance to woo them, but also be prepared to drop them more quickly if they're not engaging
4. **Don't purchase lists**—no matter how reputable it seems, purchasing lists leads to a bulk of disengaged users. Save your efforts for those that are interested in your brand



**CVS pharmacy**

Hi, we really miss you.

## Still want to hear from us?





We'd love to keep sending offers and information hand-picked just for you – are you still interested?

**Yes! I want to stay in the know.** **I'd like to review my preferences.**

**Keep 'em coming** **Check 'em out**

Sign In | Create Account

Pharmacy Shop Deals ExtraCare

Stay Connected    Download Our App 

My Account | Store Locator | Return Policy | Contact Us | View this on the web | + Rate this Email

**CVS pharmacy**

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## IMPLEMENT A RE-ENGAGEMENT SERIES

At some point, some users will become disengaged with your email program. Once a subscriber does meet this threshold, we need to determine:

1. If the subscriber is still 'alive and breathing' and should remain on our list
2. If the subscriber is dormant and should be removed from our list

We recommend that a re-engagement series should happen 90-180 days from the last email open, pending your list, content, and industry—this can flex, however, if a subscriber doesn't engage here—they should be removed from your list.

## CHECK IN ON SUBSCRIBERS WITH NO ENGAGEMENT

Check in 30-60 days after someone subscribes if they have no email engagement with an email gauging interest. If someone opted in to receive your messages, and they haven't so much as opened a welcome email—or any other email for that matter—they're unlikely to engage. This points to signs that the user on the other side of that address is either not interested, or not checking that inbox. If they don't engage with that outreach, it's time to remove them from your list.

## CONSIDER EMAIL VALIDATION TOOLS

If you're working with a list that has never been cleaned, consider sourcing an email validation third party to help get the job done. Different providers can scan your list, determine unreachable addresses and role addresses, while some can even uncover spam traps. This is a good option if you're stepping into an old list or a list with unclear sources of acquisition.

## 5. SMS Marketing: An Opportunity to Bolster Other Channel Campaigns

If you're an ecommerce business and you haven't boarded the SMS Marketing train yet, you *probably* should.

"With COVID-19 shaking up the world and economy this past year, we began to see a shift towards ecommerce at an accelerated rate as well as a shift towards mobile, people now more than ever will be shopping on their mobile devices. While there are [resources for starting with SMS Marketing](#), I want to focus on why now is the best time to get started in SMS."



**Megan Prindle**  
CRM & Email Strategist at Tinuiti

### SMS HAS RELATIVELY LOW STARTING COSTS

If your marketing budget is relatively small, we've got good news for you! SMS seems to keep lowering and lowering the barriers to entry and in the grand scheme of marketing tools, is worth what you put into it. On average, the benchmark for conversion rates for SMS related sends is 1-3%. Seems small right?

## Let's take a look at the numbers more closely.

Say you're sending your SMS message to 100,000 subscribers with a cost of \$0.0075 and you have a conversion rate of 2% with an average order value of \$50:

$$100,000 \text{ SENDS} \times \$0.0075 \text{ COST/MSG} = \$750 \text{ OUT OF YOUR POCKET}$$

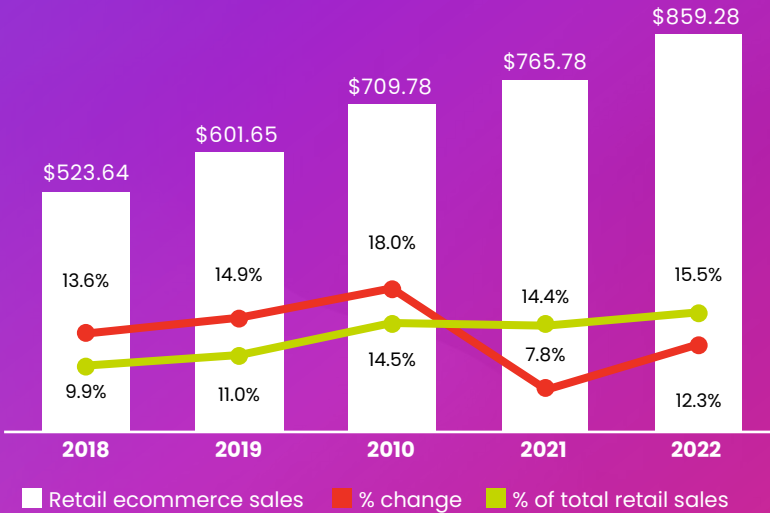
$$100,000 \text{ SENDS} \times 2\% \text{ CVR} = 2,000 \text{ CONVERTED SALES}$$

$$\$50 \text{ AOV} \times 2,000 \text{ CONVERTED SALES} = \$100,000 \text{ IN YOUR POCKET}$$

You read that right, **\$99,250** ROI from one send.

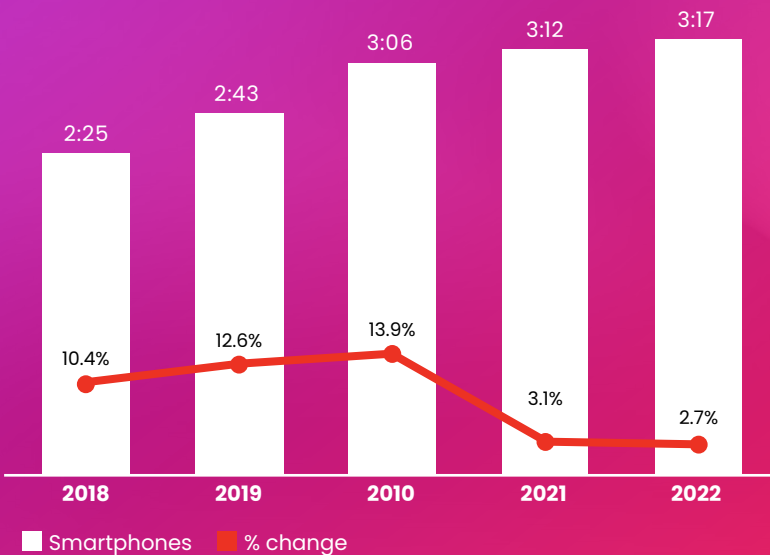
### Retail Ecommerce Sales in the US, 2018-2022

(billions, % change and % total retail sales)



### Smartphones: Avg. Time Spent in the US, 2018-2022

(hrs:min per day among population and % change)



## PEOPLE ARE SHOPPING MORE ONLINE NOW THAN EVER BEFORE

While 2020 has included downturns, one positive is that COVID-19 has actually [accelerated the push to ecommerce by 5 years](#). According to eMarketer, US ecommerce expected sales growth this year is 18%—the highest on record over the past several years.

Because of this growth and a massive shift to online, why not capitalize on this growth with more digital interaction with your subscriber base?

## ALONG WITH ONLINE SHOPPING, MOBILE USAGE IS GROWING TOO

It's not just ecommerce sales that grew as a result of COVID-19. We saw a shift in mobile, too. Specifically, consumers are spending more time on messaging apps as they stay connected with loved ones. Overall, consumers are spending an average of 3 hours and 6 minutes per day on mobile which is an increase of 13.9% YoY. What better time to connect with consumers than on the mobile screen?



## CONSUMERS LARGELY APPROVE OF SMS MARKETING

At first, many consumers felt unsure about receiving an MMS or SMS message from a company, but now, it's expected and welcomed! [75% of consumers are happy to receive a text from a company they've opted-in to receive messages from](#). While to some, it may feel intrusive, SMS marketing has a lot of guardrails including most platforms enforcing 'quiet hours' for SMS sends to avoid sending too late or too early in the day. If this fear of intruding on your consumers is holding you back, we're here to say that SMS is overall viewed positively and we're positive it's here to stay.

"While email marketing isn't going to go anywhere anytime soon, we can support and bolster our email program with SMS Marketing. By echoing your email creative and language via SMS, you can provide your customer with an omnichannel, multi-touch experience. This is especially key in driving sales around large promotional periods and the holidays where things tend to get lost in the inbox."



**Megan Prindle**  
CRM & Email Strategist at Tinuiti

# SMS IN 2020

1. 48.7 million people will choose to receive business SMS messages in 2020
2. The average American checks their phone 47 times a day
3. While not everyone has a smartphone with internet access, 5 billion people in the world can send and receive SMS messages
4. 67% of smartphone users in the US like to receive service-based messages from their banks
5. SMS messages have a 209% higher response rate than phone, email, or Facebook
6. SMS messages have a whopping 98% open rate
7. 90% of SMS messages are read within 3 minutes monthly active users in the United States
6. SMS marketing grew by 92% for B2Cs and 197% for B2Bs from 2015 to 2017

Home » Blog » CRM & Email Marketing

## Experts Share Email Marketing Trends and Predictions for 2021

BY TARA JOHNSON | NOV 14, 2020 | CRM & EMAIL MARKETING



2020 was an unpredictable year for Email Marketing due to the COVID-19 pandemic. Recent events forced brands to reevaluate media plans and adjust to a new reality.

"Brands were required to shift their marketing efforts in the face of this new normal," **Kellie Collins**, Sr. Strategist, CRM & Email at Tinuiti said.



"As digital marketers, we have the privilege of being able to pivot and be nimble to changing landscapes, but it's important to create a new sense of normalcy not only for yourself and your teams but also for your customers. Because email marketing is one of the lowest cost,

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- 8 Modern Amazon Store Examples that Inform, Engage, and Inspire

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## Experts Share Email Marketing Predictions

Although we can't be sure what to expect in the new year, we asked our leading industry experts what trends they predict will shape email marketing in 2021.

From better reporting tools for creative to the latest in ad technology, [take a look at their responses](#) and let us know what you think in the comments!



## Forging human connections between consumers and the brands they love.

Braze is a comprehensive customer engagement platform that powers relevant and memorable experiences between consumers and the brands they love. Context underpins every Braze interaction, helping brands foster human connection with consumers.

### Have you ever...

- Received a reminder to meditate from Headspace?
- Watched the status of your delivery in real time with the Domino's Pizza Tracker?
- Or maybe you've made a Venmo payment on your smartphone?

If you have, you've experienced the power of Braze.

[LEARN MORE](#)



## Movable Ink is the visual experience platform provider for digital marketing leaders.

People don't experience data, they experience content. Movable Ink activates any data into real-time, personalized content in any customer touchpoint. Over 700 of the world's most innovative brands rely on Movable Ink to accelerate their marketing performance.

With more than 300 employees, the company is headquartered in New York City with operations throughout North America, Central America, Europe, Australia, and Japan.

[LEARN MORE](#)





**Tinuiti accelerates your brand performance across the Triopoly of Google, Amazon, Facebook.**

With expert knowledge in search, social, Amazon & marketplaces, mobile apps, CRM & email marketing and more, every solution is built on best-in-class analytics with brilliant creative delivered by exceptional strategists. Tinuiti's cross-channel expertise helps clients identify and acquire customers, then retain or reactivate audiences throughout the digital journey.

## **READY TO TAKE YOUR CRM & EMAIL PROGRAM TO THE NEXT LEVEL?**

Our comprehensive, results-driven approach goes beyond what in-house teams are capable of, utilizing a unique blend of strategy, testing, deployment, and creative to help brands scale their email marketing engagements and revenue.

[\*\*CONTACT US\*\*](#)