SINCH
Mailjet

The path to email engagement 2024

Connecting with consumers through
meaningful inbox experiences

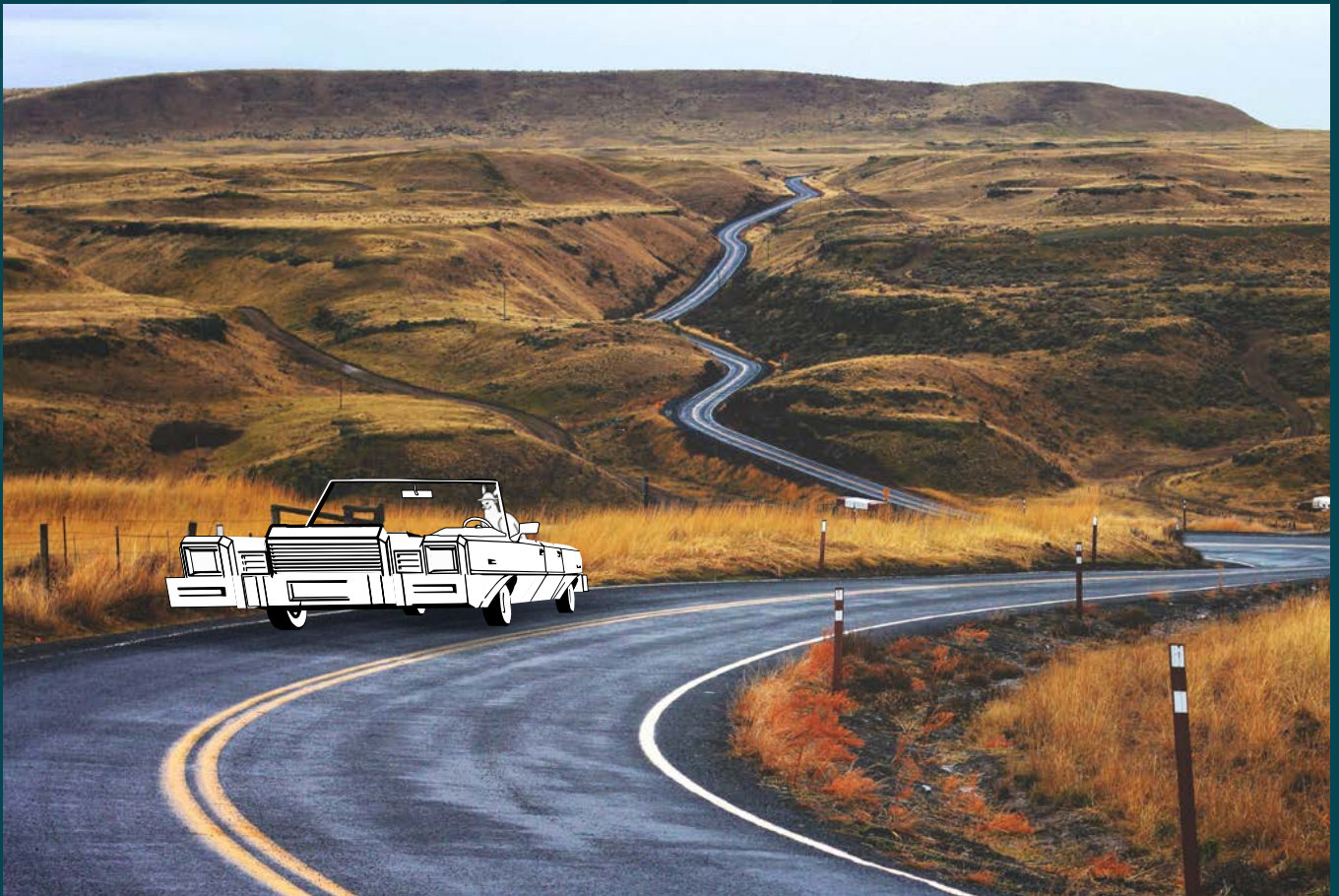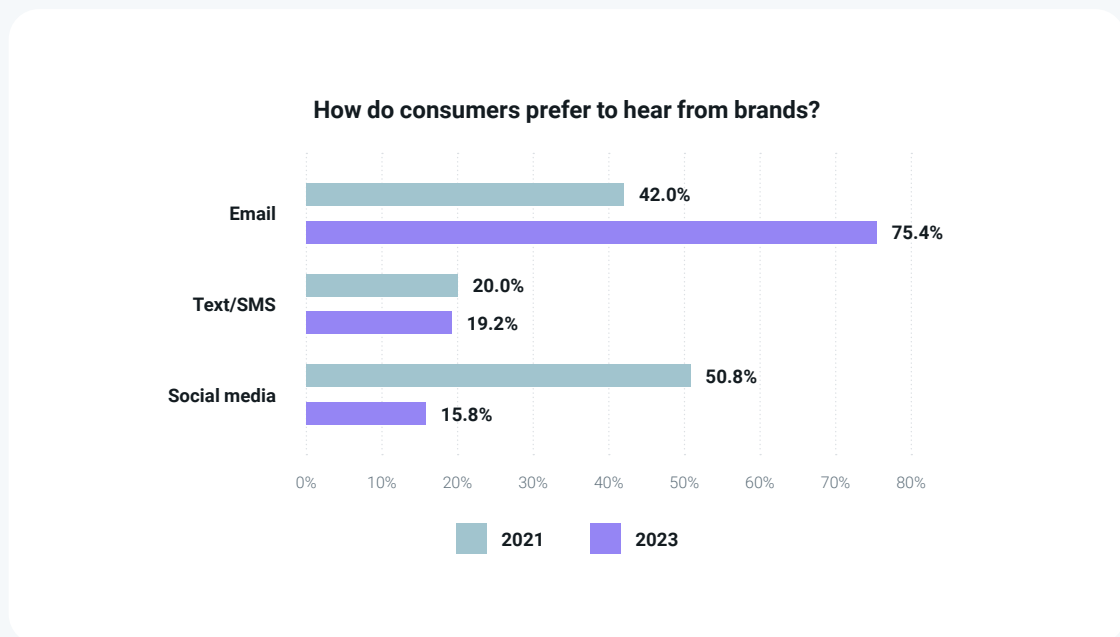# Table of contents

INTRODUCTION

Anticipated, personal, and relevant

Let's get one thing straight right off the bat. Reports of email's death are greatly exaggerated. If anything, the email inbox has become an even more important place for consumers to connect with brands. We've got numbers to prove it.

In our 2021 report on email engagement, we provided a panel of consumers with a list of options and asked them to select all the channels from which they preferred to receive promotional messages from brands. We did the same in 2023.

Preferences for email jumped from 42.0% in 2021 to 75.4% in the most recent survey. Meanwhile, text messaging preferences remained largely unchanged since 2021 while social media took a significant dip. Back in 2021, 50.8% of consumers said they preferred hearing from brands via social media, but only 15.8% felt the same way in our recent survey.

How do consumers prefer to hear from brands?

Email	42.0%
	75.4%
Text/SMS	20.0%
	19.2%
Social media	50.8%
	15.8%

0% 10% 20% 30% 40% 50% 60% 70% 80%

■ 2021   ■ 2023

It's clear that email marketing has staying power. **Email communication is part of a reliable and engaging customer experience.** The inbox is a place where consumers discover deals, stay informed, and solve problems. But that doesn't mean email marketing is easy.

Inboxes are crowded with offers and notifications while an unending stream of other digital distractions vie for consumers' attention. As a result, many businesses struggle to make the email channel work for them. If you want to see a significant return on investment (ROI) from email, you need to understand the best practices, strategic decisions, and technology that lead to success.

Best-selling author and Direct Marketing Hall of Fame inductee, Seth Godin, laid the groundwork for the ethical and effective use of email in his 1999 book, *Permission Marketing*. At the time, the internet was transforming the way businesses reached people. The idea of "opting in" was still fresh. To explain the paradigm shift of permission-based marketing, Godin compared it to dating.

"It turns strangers into friends and friends into lifelong customers. Many of the rules of dating apply, and so do many of the benefits."

Seth Godin, Author, Permission Marketing

Nearly 25 years later, the inbox has evolved into arguably the most important customer connection point. From one-to-one conversations and large-scale promotions to transactional messages that keep customers informed and businesses running smoothly, email is at the center of it all.

Unlike traditional mass marketing, which interrupts people's lives, Godin says **permission-based marketing is anticipated, personal, and relevant**.

- An **anticipated email campaign** is one that is expected and welcomed by the recipient, because they signed up for it.
- A **personal email campaign** makes the subscriber feel as if the email was created with them in mind. They're more than just another name on a list.
- A **relevant email campaign** contains content that adds value to the subscriber's daily life by delivering meaningful messages and promotions.

There are countless best practices for getting the most out of your email program. But what do consumers have to say? How would they describe an optimal inbox experience?

Sinch Mailjet surveyed more than 2,000 people in the U.S., UK, France, Germany, and Spain to get some answers. Use the findings in this report to enhance your email program with strategic insights on consumers' behaviors, preferences, and expectations. And never lose sight of the idea that the most effective email marketing strategy is anticipated, personal, and relevant.

PART 1

Why email marketing is essential

Let's begin with a closer look at the communication channels consumers prefer when they hear from brands. Not only have preferences for email increased since our last survey, but the channel is by far the most popular for receiving promotional messages.

We asked respondents to identify their preferred channels to receive promotions from brands. Survey respondents were able to select all channels that applied to their preferences. **While more than three quarters of respondents chose email for promotional messages from brands**, no other channel surpassed 20%. The 75.4% preference toward email is 33 percentage points higher than when we asked consumers the same question in 2021.

On which channels do you prefer to receive promotional messages from brands?

(Respondents selected all that applied)

Channel	Percentage
Email inbox	75.4%
Text messaging	19.2%
Social media	15.8%
In-app notifications	12.4%
Direct mail	12.2%
Mobile messaging apps	12.1%
Phone/Voicemail	4.2%
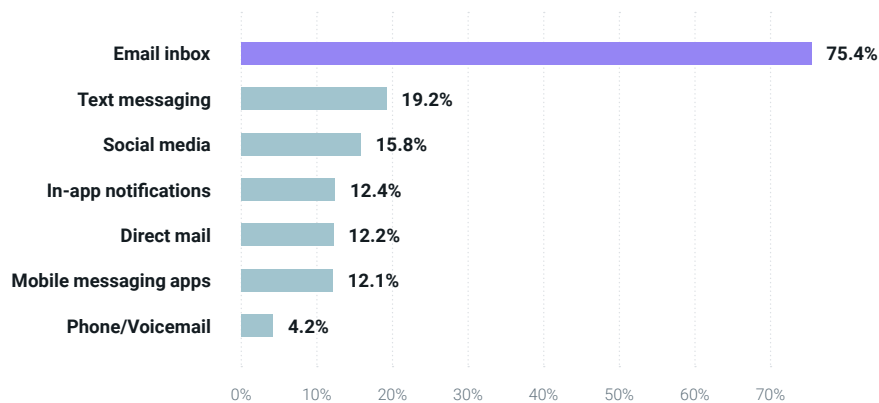
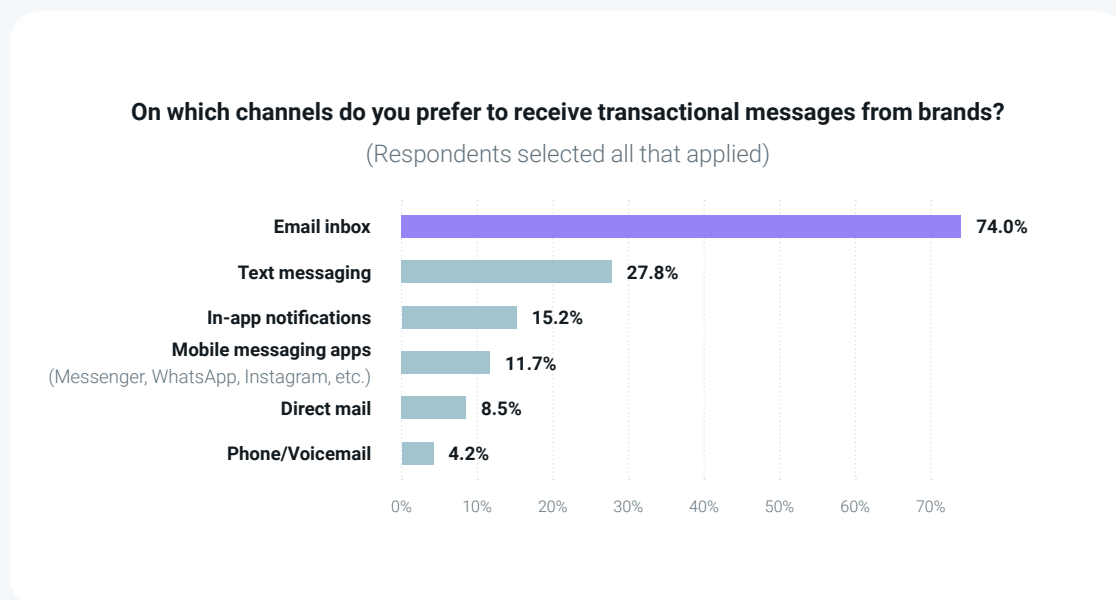We could dive into the reasons why consumers prefer emails for promotions. And we could also make arguments for why those preferences are changing. However, here are three simple explanations for email's ongoing popularity:

1. Email is a channel where consumers already **expect to receive promotional messages**.
2. The functionality of the modern inbox makes it **easy for consumers to stay organized**.
3. Emails do not demand immediate attention. Consumers **engage when they're ready**.

Of course, brands deliver more than just promotional messages to consumers. Transactional communications are an integral part of the customer experience. These messages confirm orders, track shipping, help reset passwords, deliver important notifications, and more.

When asked to select their preferred channels for transactional communications, email came out on top once again. **74% of consumers in our survey chose email as a way they'd like to receive transactional messages from brands.**

On which channels do you prefer to receive transactional messages from brands?

(Respondents selected all that applied)

Channel	Percentage
Email inbox	74.0%
Text messaging	27.8%
In-app notifications	15.2%
Mobile messaging apps (Messenger, WhatsApp, Instagram, etc.)	11.7%
Direct mail	8.5%
Phone/Voicemail	4.2%

It's worth noting that, compared to promotional messages, a greater percentage of consumers selected **Text messaging** (27.8%) as a preferred channel for transactional messages. Receiving this kind of communication via SMS is quickly becoming a normal part of the customer experience.

There's a solid business case for having consumers opt in for both text and email communications. Braze found **combining email and SMS can lead to a 6.6x increase in purchases per user and a 46% increase in repeat buyers**. To see how businesses have successfully applied SMS and improved the customer experience, check out the success stories from Sinch.

"There are so many examples and use cases of how adding SMS or text messaging to your communication strategy can really boost engagement across the entire journey."

Kate Gerwe, VP of Marketing North America, Sinch

Why mobile email marketing matters

Thanks to smartphones, our email inboxes, text messages, social media messaging and other applications travel with us wherever we go. No matter what communication channel it is, a mobile phone notification often lets consumers know a new message has arrived. Email is no exception.

While your mental image of someone using email might be a person sitting at a computer, that's just not the case for most people. **71.5% of consumers in our survey said they most often check their email on a mobile device.**

On what type of device do you check and read emails most often?

Tablet/iPad
3.8%

Smartwatch
0.2%

Computer (Desktop app)
7.8%

Computer (Web browser)
16.7%

Mobile phone
71.5%
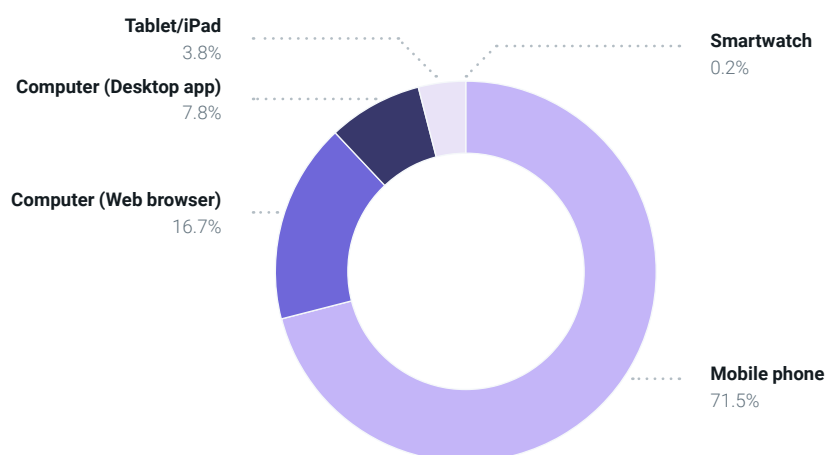
16.7% of respondents primarily check email on computers through a web browser, and another 7.8% use a desktop app. However, even when combined, this still only adds up to 24.5% of consumers who primarily view emails on a computer.

The takeaway here is clear: **If you want subscribers to engage with your email marketing campaigns, you'd better deliver mobile-friendly, responsive email designs.**

Even though smartphone usage is no secret, many email teams still struggle with developing responsive designs. Sinch Mailjet's Inbox Insights 2023 report found more than 36% of senders called responsive email design one of their top three challenges.

Because such a large percentage of email opens occur on mobile devices, more marketers should take a mobile-first approach to email production. This can be a mind shift for some teams, but it will increase email engagement. When subscribers are unable to read or click emails that aren't optimized for mobile, engagement will be lower. Email developer Megan Boshuyzen says the mobile experience should inform your email design system.

"Try rethinking your email templates with the beginning and the end in mind. In other words, how should an email template be displayed on the smallest and largest screens? Instead of thinking about how elements of a desktop layout will stack on mobile, consider how a responsive email could unstack or expand on larger screens."

Megan Boshuyzen, Sr. Email Developer, Sinch Mailjet

How to create better emails for mobile

Starting with responsive email templates from Sinch Mailjet is an effective way to ensure your campaigns look ideal on mobile devices. Here are a few more quick tips for designing a mobile-friendly email experience:

1. Use a **single-column layout** for most responsive emails.

2. Choose a **font size of at least 16px** for readability on mobile.

3. Include **plenty of white space in the design and short paragraphs** for readability on smaller screens.

4. Write **shorter subject lines** to avoid truncation on mobile. Aim for between 40-60 characters.

5. Create **tap targets (buttons) at least 44px x 44px**, based on the average adult's finger pad size.

Understanding the channels and devices on which people prefer to hear from brands is only the beginning. In our next section, we'll explore the habits of consumers as they go about their days, and of course, check their email.

GUIDE

Creating responsive emails

Find out more about how to optimize email campaigns and newsletters for your subscribers' mobile devices. Sinch Mailjet explains the best practices for responsive email design with tips for the whole team.

View The Guide

A day in the life of the inbox

Checking personal email is a task most consumers build into their daily routines. Let's find out how the consumers in our survey use their email inboxes on a typical day.

Personal email accounts

It's common for consumers to keep multiple email accounts. Our survey found **71.5% of consumers have more than one email address**. The most common number of email addresses was two at 43.6%.

How many personal email addresses do you have?

Five or more
5.7%

Four
4.6%

Three
17.6%

One
28.5%

Two
43.6%
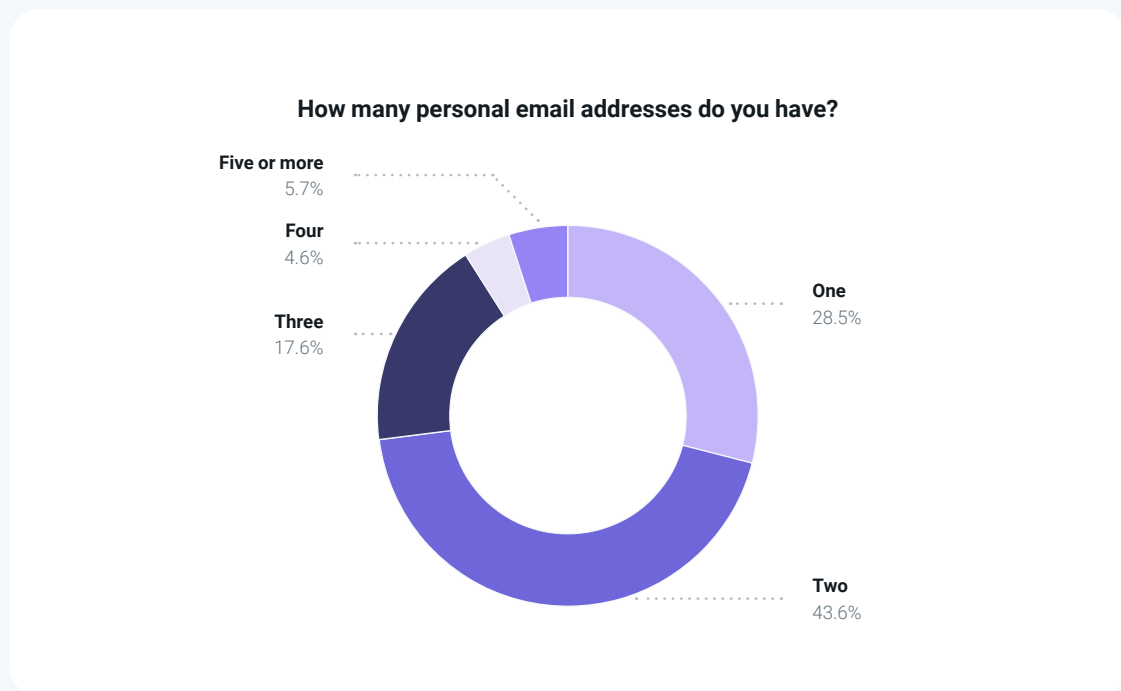
The reasons for keeping more than one email address can vary widely. Some consumers may have abandoned old accounts that were overrun with spam. Perhaps an account got hacked, and they're wary to use it. Some may have opened a new account with a different mailbox provider, but they never got rid of their old address.

Another common reason for having more than one email address is that users want to reduce inbox clutter – and often that clutter comes from email promotions. That's why some people use a different account when subscribing to marketing emails.

Our survey found 28% of consumers use a separate address to receive promotional emails from brands. However, among that group of consumers, 58.4% check the account they've reserved for promotions every day and another 28.1% check it weekly.
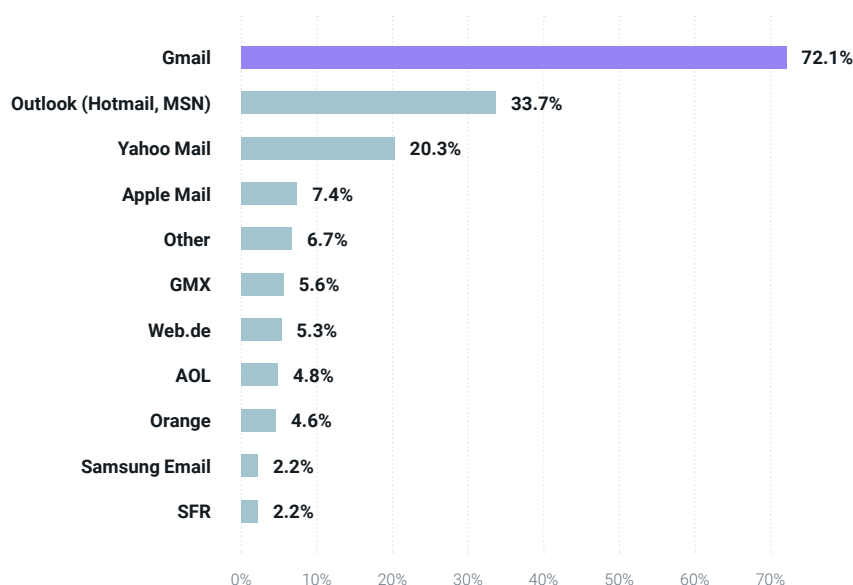
Mailbox providers and applications

There's an obvious winner when it comes to consumers' preferred choice among mailbox providers. More than **72% of those surveyed say they currently have a Gmail account. More than one-third are using Outlook and another 20% have an account with Yahoo Mail.**

Just 7.4% of consumers in our survey said they are using Apple Mail. This may seem low if you've seen other email industry statistics on popular email clients. Keep in mind that Apple Mail is only a client, not a mailbox provider. It's used to collect emails from various accounts to view in one place on iPhones and other Apple devices. The iPhone also tends to be less popular in some European nations, where more consumers tend to use Android phones.

Which mailbox providers or applications do you use to receive emails?

(Respondents selected all that applied)

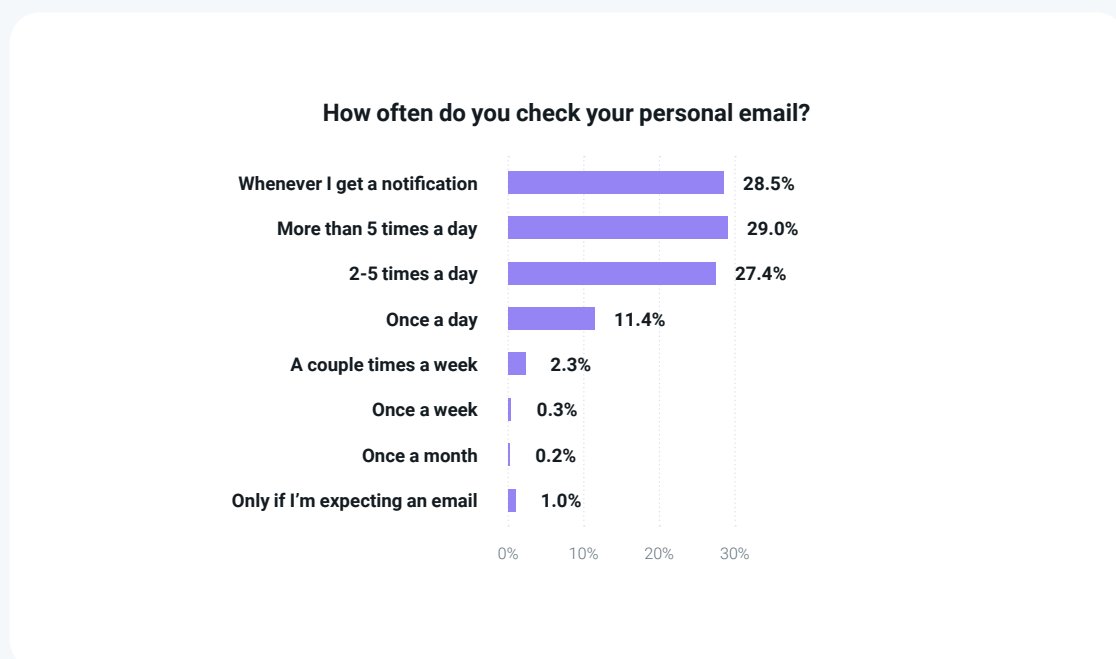| Provider	Percentage
Gmail	72.1%
Outlook (Hotmail, MSN)	33.7%
Yahoo Mail	20.3%
Apple Mail	7.4%
Other	6.7%
GMX	5.6%
Web.de	5.3%
AOL	4.8%
Orange	4.6%
Samsung Email	2.2%
SFR	2.2%

There are more than 1.8 billion Gmail users worldwide, and they no doubt make up a significant portion of your list. Yahoo Mail was also among the top three inbox service providers. This finding highlights the importance of following the new sender guidelines that Gmail and Yahoo are implementing in 2024. Because they are popular with consumers worldwide, you must prioritize inbox placement with Gmail and Yahoo.

Still, it's important to keep in mind that many of the other services listed above represent smaller, regional mailbox providers, which may be popular where you do business. Following the new guidelines will only help you achieve stronger deliverability and engagement rates.

Email checking routines

The habits around checking personal email are quite different than work email. Do consumers set aside certain times of day to read emails, or are they ready to check their personal inbox at a moment's notice? It seems many people let their smartphones tell them when it's time to check email.

Our survey found 28.5% of those surveyed check their email whenever they get a notification about a new message. Another 29% check their personal email more than five times a day, and 27.4% visit their inboxes at least twice daily.

How often do you check your personal email?

Whenever I get a notification	28.5%
More than 5 times a day	29.0%
2-5 times a day	27.4%
Once a day	11.4%
A couple times a week	2.3%
Once a week	0.3%
Once a month	0.2%
Only if I'm expecting an email	1.0%

Fewer than 4% of the consumers in our survey said they check their personal email less than once every day. That should come as no surprise. But it also highlights the importance of email in the daily lives of most consumers.
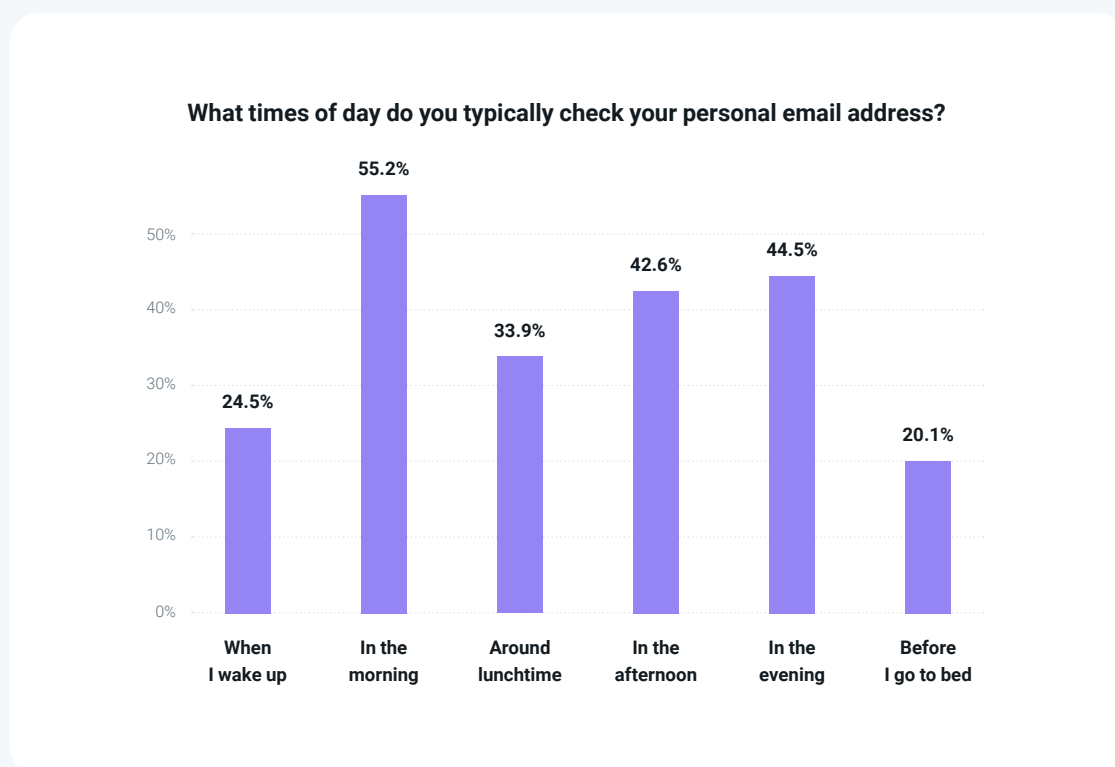
Consider the fact that there are more than 4.25 billion active daily email users. That is more than double the number of active daily Facebook users.

What's even more beneficial to an email marketing strategy is *when* consumers are checking their email. If you know the time of day that people on your list are most likely viewing emails, you can schedule campaign launches appropriately.

Our survey asked respondents to select the various times of day when they typically visit their email inboxes. Even though each option sees activity, a few times emerged as more ideal for checking email.

While less than a quarter of consumers say they look at emails right after waking up, **55.2% of respondents said they will check email at some point in the morning hours**. Consumers were a bit less likely to check their personal email around lunch (33.9%) or before going to bed (20.1%).

What times of day do you typically check your personal email address?

Time	Percentage
When I wake up	24.5%
In the morning	55.2%
Around lunchtime	33.9%
In the afternoon	42.6%
In the evening	44.5%
Before I go to bed	20.1%

The later afternoon and evening hours also seem to be common times for checking personal email. This may be when some consumers are winding down their workdays or have time at home for personal matters.

Understanding how email fits into the everyday lives of your subscribers will help you increase engagement. Ideally, you want your campaigns near the top of the inbox when consumers check in. People will also be more likely to click through and take action on emails when they have the time for it.

Every list of email subscribers will behave differently. Look at your email analytics to find patterns. Test different days and send times and monitor performance. Sinch Mailjet users can take advantage of the Statistics Dashboard to see time stamps for when emails are opened.

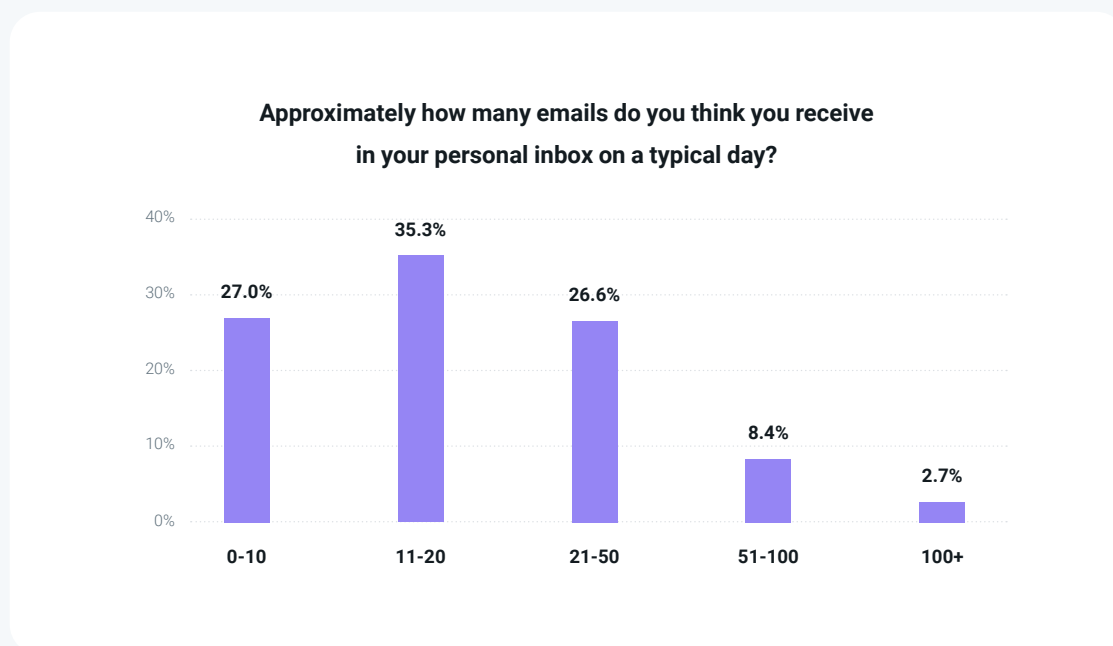If you are marketing to consumers across different time zones, send times won't be the same for everyone. **To optimize your email sending times, consider segmenting your list by geography and scheduling the launch to increase open rates.**

Perceived personal email volumes

An even bigger challenge than getting the timing right is getting noticed amongst all the other messages hitting consumers' inboxes. So, what exactly are email marketers up against?

We asked survey respondents to give us an estimate of how many emails they receive on a typical day. While these self-reported results aren't exact, they do indicate how many messages consumers feel are arriving in their inboxes daily.

Results show **35.5% of consumers think they get between 11 and 20 emails on a typical day**. Another 26.6% claim they could get as many as 50 emails every day.

Approximately how many emails do you think you receive in your personal inbox on a typical day?

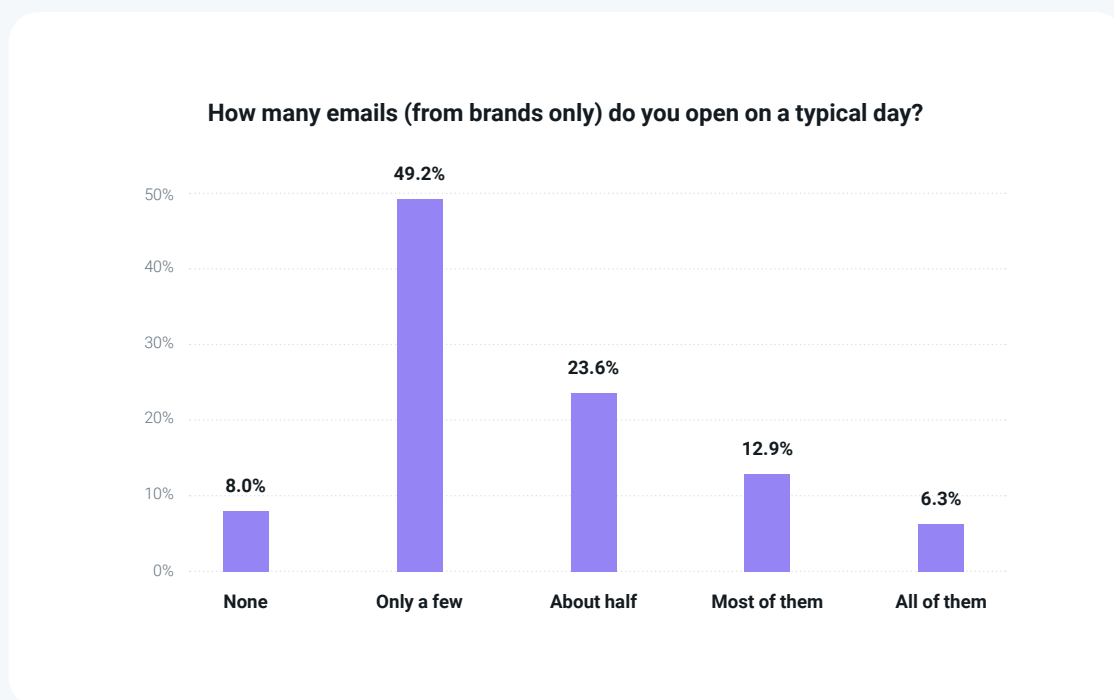| Range	Percentage
0-10	27.0%
11-20	35.3%
21-50	26.6%
51-100	8.4%
100+	2.7%

These results closely resemble the perceived email volumes from our last survey in 2021. There was a slight increase of around 4% among consumers who say they get up to 50 emails a day, while those receiving 0-10 decreased by about the same amount.

It's possible that some consumers get even more emails than they realize, because who's counting? What email marketers really want to know is whether their campaigns are going to get opened or ignored.

Our survey found that nearly half of consumers (49.2%) will open Only a few emails from brands on a typical day. Just 6.3% of consumers said they would open every email they receive from brands. More consumers than that (8.0%) claim they wouldn't open any at all.

How many emails (from brands only) do you open on a typical day?

49.2%		

- 8.0% — None
- 49.2% — Only a few
- 23.6% — About half
- 12.9% — Most of them
- 6.3% — All of them

(Y-axis: 0%, 10%, 20%, 30%, 40%, 50%)

If most consumers view fewer than half of the promotional emails they receive every day, that leaves a lot of unopened campaigns. This underscores the importance of standing out in the inbox – a never-ending challenge for all email marketers. **Consumer attention is in high demand.**

How to get more consumers to engage

Nearly every email marketer is working to write engaging subject lines – but look at your own inbox – we're willing to bet many of those subject lines sound similar. **There are no shortcuts on the path to better email engagement.** Senders must keep showing up and delivering their best.

That means being anticipated, personal, and relevant:

Anticipated emails could include consistently scheduled newsletters or promotions that customers and subscribers watch for. If your emails didn't show up, would people contact you to find out why? When consumers are anticipating your emails, you don't have to get their attention. You already have it.

Personal emails are those that keep recipients' individual lives and interests in mind. Are you delivering emails at the right time of day? Are you recommending products and content they appreciate? A personalized email experience goes beyond using first names in subject lines. Use consumer data to build a more personal inbox experience.

Relevant emails deliver the right content to the right person when they expect or need it. Do you welcome new subscribers with an email sequence that introduces them to your brand? Could sending helpful content save the day without selling? Are you using email to keep customers informed with transactional information? Relevant emails cut through cluttered inboxes because they aren't part of the noise.

WEBINAR

Take email strategy beyond the basics

Find out how to get more strategic with your email program in an on-demand webinar from the team at Sinch Mailjet. Get advice on segmentation, A/B testing, and even some ways to use artificial intelligence (AI) to help you out.

Watch Now

The cycle of email engagement

Much like a story, there's a beginning, middle, and end to a consumer's experience with your email marketing. They find your brand, opt-in for email communications, hopefully engage with what you're sending, and at some point, they may unsubscribe. The end.

Of course, for email marketers, a "happily ever after" ending would involve consumers staying subscribed and engaged for a very long time. It doesn't always happen that way. But when you design an email program with your customers' needs, expectations, and interests in mind, you've got a much better chance of a long relationship.

We asked consumers from the U.S., UK, France, Germany, and Spain about what prompts them to subscribe, open emails, and engage with the content. We also explored the reasons why consumers choose to opt out. Use these findings to inform and improve your email marketing strategy.
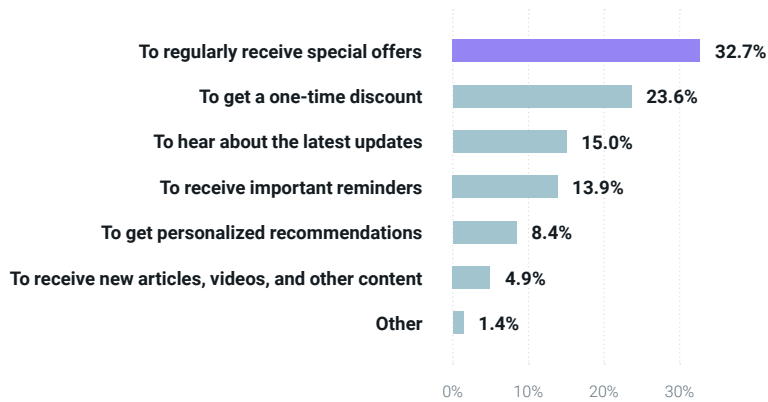
Getting consumers to subscribe

People can't engage with your emails until they're on your list. However, adding contact data of those who never asked to be emailed is a good way to see email engagement metrics quickly decrease. You've got to persuade people to opt in on their own. That's not only good marketing; in many cases it's also the law.

So, why do most consumers subscribe? **Our survey found nearly one-third sign up to regularly hear about special offers, and another 23.6% do so for a one-time discount.** Combined, that suggests more than half of consumers subscribe because they're interested in deals and discounts. However, there are some distinctions between these two motivations for opting in.

What is the *primary reason* you sign up to receive emails from brands?

Reason	Percentage
To regularly receive special offers	32.7%
To get a one-time discount	23.6%
To hear about the latest updates	15.0%
To receive important reminders	13.9%
To get personalized recommendations	8.4%
To receive new articles, videos, and other content	4.9%
Other	1.4%

Someone who subscribes to regularly receive offers is anticipating hearing about deals and making purchases on a consistent basis. On the other hand, consumers who subscribe for a one-time discount may be much less engaged. They may even choose to unsubscribe after getting their discount and making a one-time purchase.

While the other options in this survey question were less of a factor in motivating consumers to subscribe, they can be essential to ongoing email engagement. **Campaigns that include product updates, personalized recommendations, and relevant content provide engaging consumer touchpoints in between purchases.**
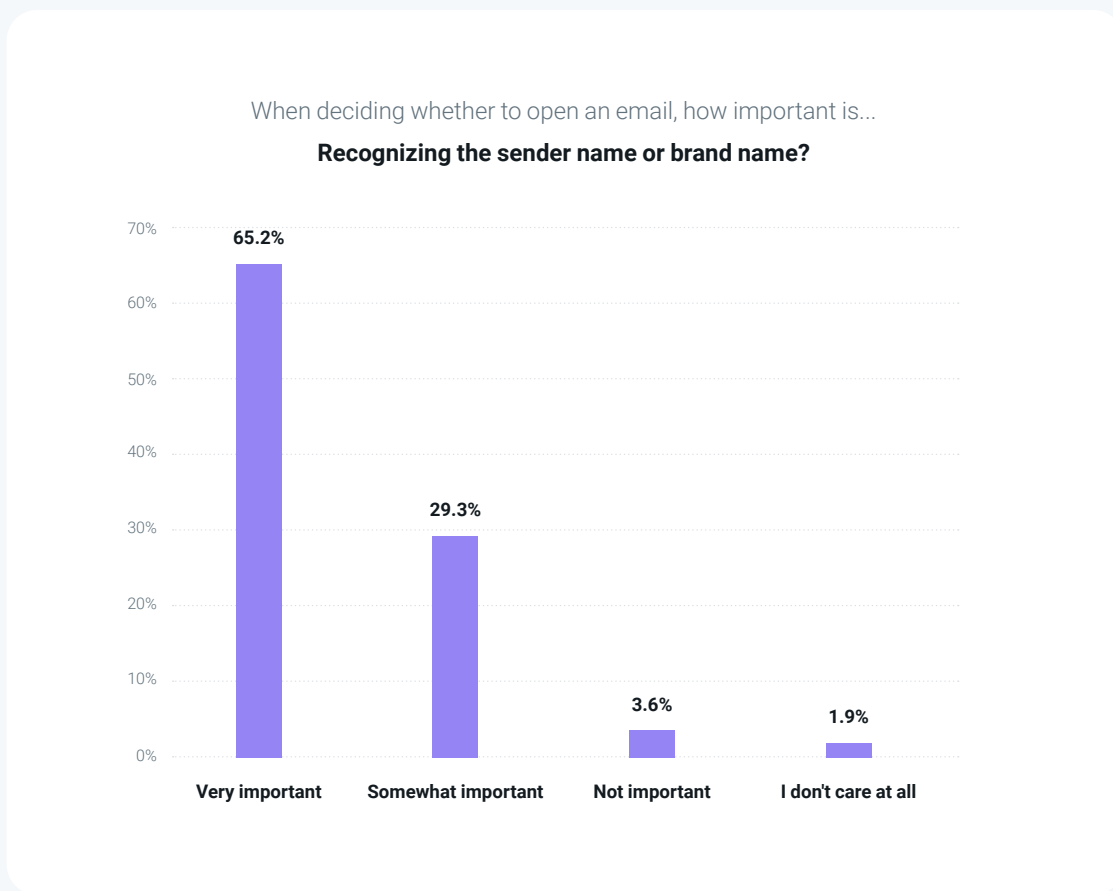
Brands can cross-sell and upsell consumers with email marketing. You can also use email to communicate ways to get the most out of a purchase with onboarding emails. You can stay connected with helpful, interesting content delivered via email. And first-party data connected to consumer behavior helps you understand how to make personalized recommendations.

Increasing email open rates

Does getting your emails opened come down to writing compelling subject lines? Maybe not. It turns out your brand's reputation and anticipation about what's inside the message are also key considerations.

We asked survey participants to rate several factors involved in deciding whether to open an email. The reason they found to be most important was recognizing the brand or sender in their inbox. Nearly two-thirds of consumers said this recognition was **Very important**. **A combined 94.5% said recognizing the sender or brand was at least Somewhat important when deciding whether to open emails.**

When deciding whether to open an email, how important is...

Recognizing the sender name or brand name?

	Very important	Somewhat important	Not important	I don't care at all
	65.2%	29.3%	3.6%	1.9%

People open email campaigns from brands they know and trust. What happens inside and outside the inbox can establish trust or damage it. There are also bad actors impersonating well-known brands to deceive consumers. Email spoofing is a form of phishing that mailbox providers are trying to stop.

That's why Gmail and Yahoo introduced new guidelines that require email authentication. This helps mailbox providers verify the identity of email senders, so impersonators are blocked or sent to spam. Ultimately, effective email authentication protects both your subscribers and your brand's reputation.

Find out more about email authentication

Email authentication can be a complex, technical topic. For some senders, their email service provider (ESP) may already be handling authentication. But it's still important to understand how these protocols work and how to get help setting them up.
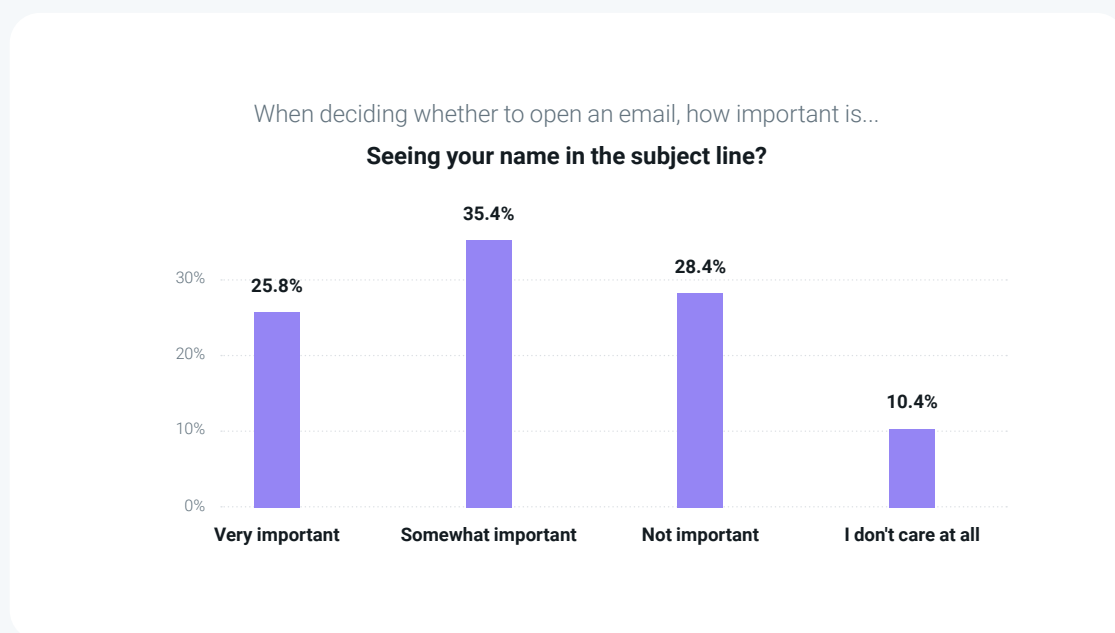
Here's where to find out more about the three required protocols:

- Sender Policy Framework (SPF) is a record of all the sources that are approved to send mail on behalf of your brand's domain.

- DomainKeys Identified Mail (DKIM) is an authentication method involving a pair of keys and an encrypted digital signature that confirms the identity of the sender.

- Domain-based Message Authentication, Reporting and Conformance (DMARC) is a specification that checks for both SPF and DKIM alignment. It is an effective tool for fighting email spoofing.

In 2024, all senders must use at least SPF and DKIM while higher-volume, bulk email senders must also implement DMARC.

One factor you might assume has a significant impact on open rates is subject line personalization. Does seeing a first name in the subject line increase open rates? According to consumers who took our survey, this may be the *least* important factor.

Results show only around one quarter of consumers feel seeing their name in the subject line is **Very important** while another 35.4% say it is **Somewhat important**. That is the lowest result among all factors presented to survey participants.

When deciding whether to open an email, how important is...

Seeing your name in the subject line?

Very important	Somewhat important	Not important	I don't care at all
25.8%	35.4%	28.4%	10.4%

Nearly 40% of consumers said this factor was either **Not important** or they didn't care at all. This doesn't necessarily mean you should abandon personalized subject lines. **It does suggest you may want to test the impact it has on email campaign performance.** Do subscribers on your list respond to seeing their name in subject lines?

When it comes to effective subject line strategies, consumers indicate they'd respond much more favorably to suggestions about what they'll find inside the email.
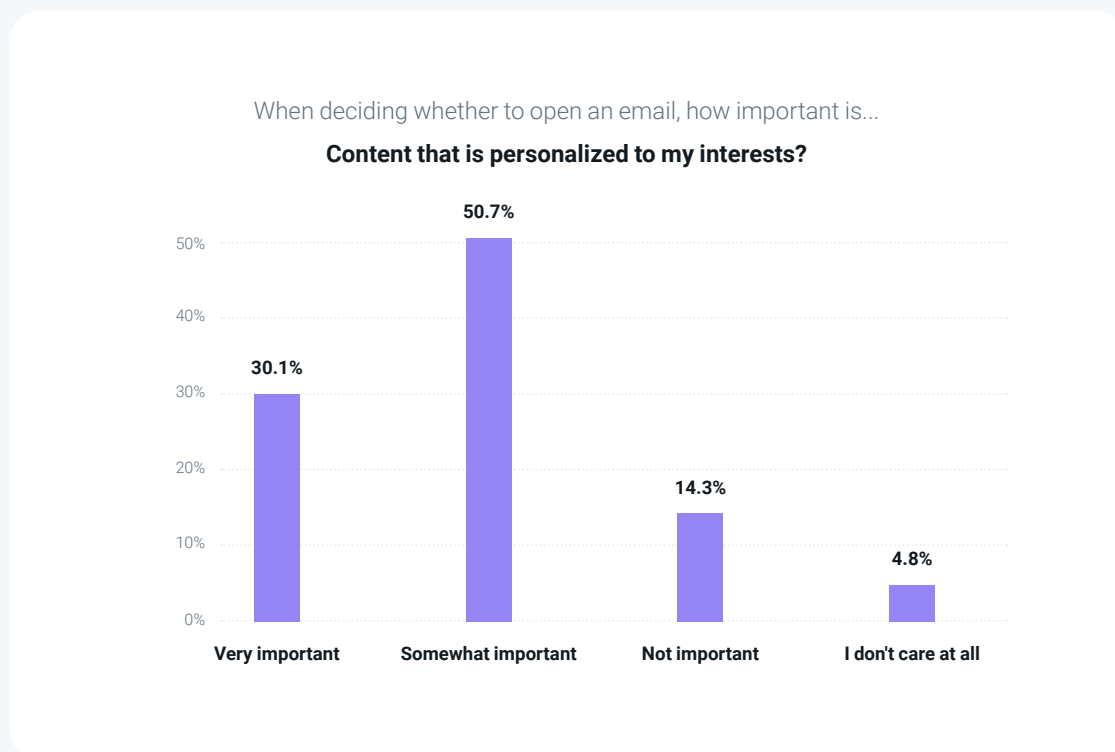
For example, survey results show that **consumers view the promise of a deal as a significant factor in evaluating whether to open email campaigns**. Nearly half of consumers (49.5%) say the promise of a discount or time-sensitive offer in the subject line is **Somewhat important**. Another 29.2% say it is a **Very important** factor when deciding whether to open emails from brands.

When deciding whether to open an email, how important is...

A subject line promising a discount or time-sensitive offer?
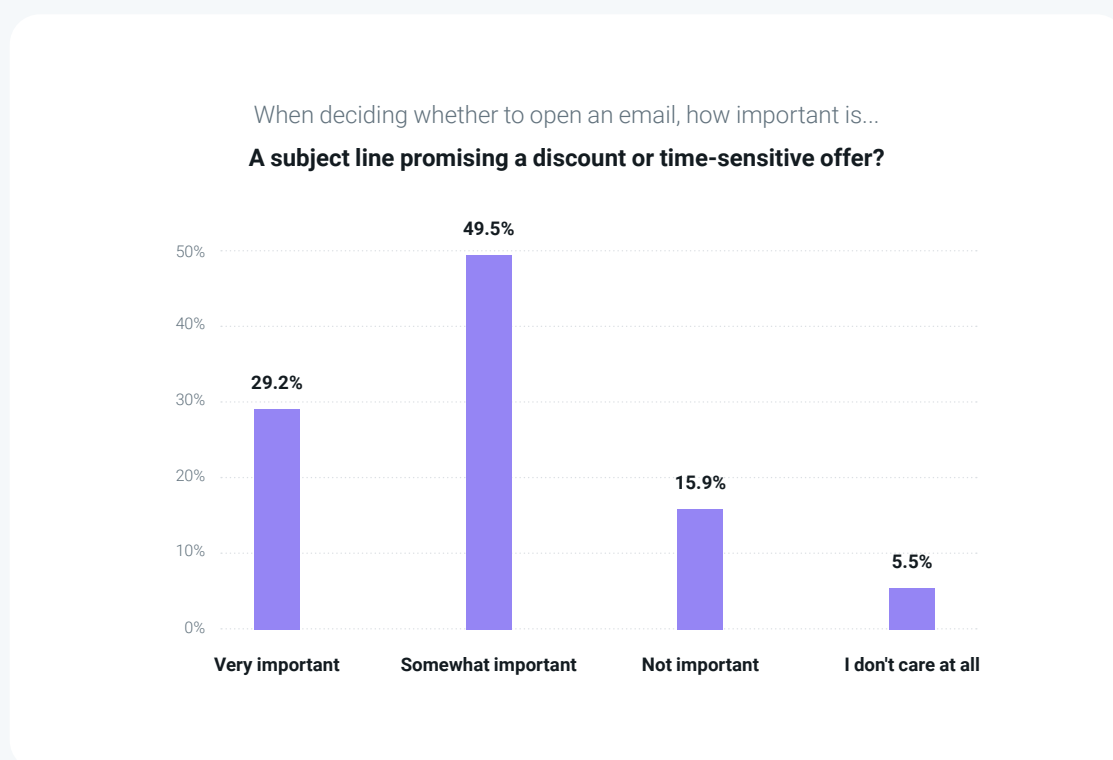
This coincides with the finding that receiving deals and discounts via email is the most common motivation for subscribing in the first place. It's also worth noting that this question specifically mentions "time-sensitive offers". **Creating a sense of urgency is an effective subject line strategy as long as it's not overused.** Consumers may get tired of seeing phrases like "last minute" or "limited time" in their inboxes.

The anticipation of personalized content inside an email campaign is a positive factor for more than 80% of consumers. Our survey found more than 50% of respondents said personalized content was **Somewhat important** when choosing which emails to open. Just over 30% called personalized content **Very important**.

When deciding whether to open an email, how important is...

Content that is personalized to my interests?

Category	Percentage
Very important	30.1%
Somewhat important	50.7%
Not important	14.3%
I don't care at all	4.8%

Consumer data, such as past purchases, content consumption, and website browsing, can help advanced marketing teams produce highly personalized email campaigns. However, you may not have access to data that lets you hyper-personalize email content in this way.

That's where list segmentation comes to the rescue. When you segment subscribers by different demographics and interests, you can build relevant email campaigns for groups of consumers.

"I love segmentation. I do it as often as I can, and get as granular as I can, and have seen some huge increases in engagement as a result."

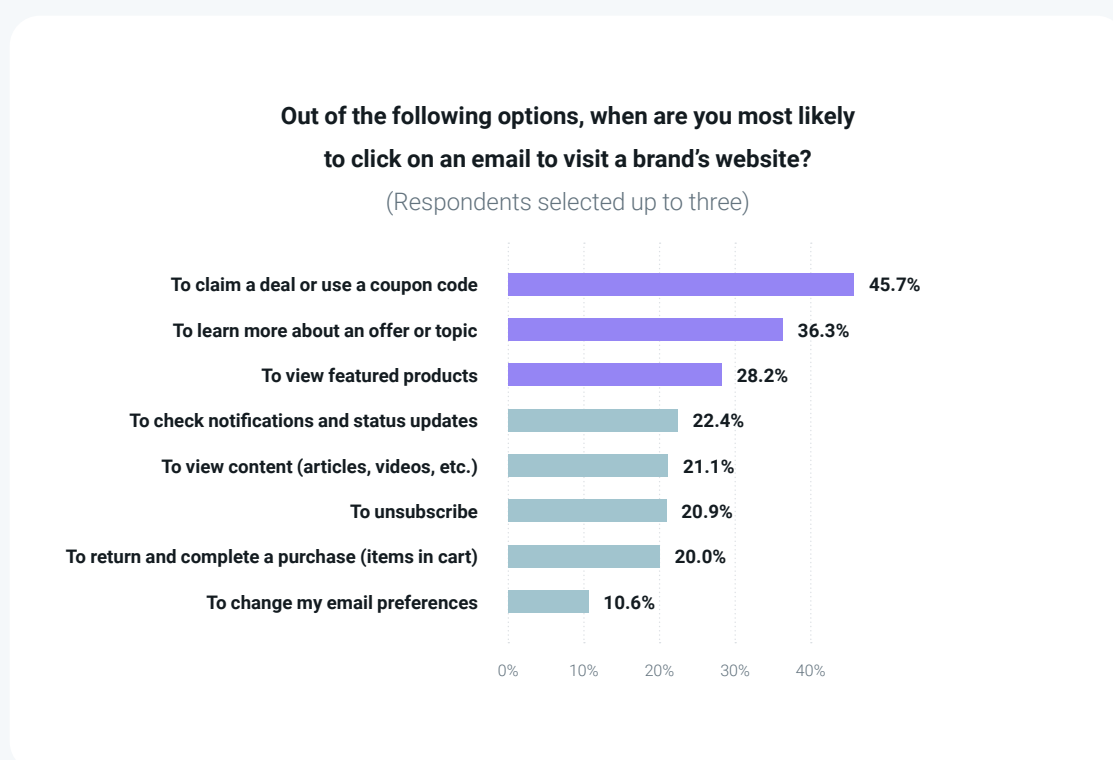Julia Ritter, Sr. Email Marketing Manager, Sinch Mailjet

Convincing consumers to click

While certain transactional emails are only meant to be opened and viewed, many email marketing campaigns have a common goal: **Get consumers to click through to your website.**

Sinch Mailjet asked consumers when they're most likely to click in an email campaign. For this question, respondents could select up to three options. Once again, enticing deals and exclusive offers seem to be what interest people most.

At 45.7%, the top reason for clicking an email to visit a website was to claim a deal or use a coupon code.
That was followed by learning more about an offer or topic (36.3%) and viewing products featured in the email (28.2%).

Out of the following options, when are you most likely to click on an email to visit a brand's website?

(Respondents selected up to three)

To claim a deal or use a coupon code	45.7%
To learn more about an offer or topic	36.3%
To view featured products	28.2%
To check notifications and status updates	22.4%
To view content (articles, videos, etc.)	21.1%
To unsubscribe	20.9%
To return and complete a purchase (items in cart)	20.0%
To change my email preferences	10.6%

If the goal of the campaign is to drive traffic to your website, there needs to be a curiosity gap between what the consumer wants and their inbox. Your email is the bridge over that gap. It could be a gap in knowledge or between having and not having a specific product. The idea is for your subscribers to say things to themselves like *"I want that," "I need to know the answer,"* or *"I have to see this for myself."*

Once there's a curiosity gap, your call to action (CTA) is the last push they need to convince them to click. Writing CTAs that get clicks is imperative to good email engagement. Rather than another button that reads "Buy Now" or "Learn More", get creative with CTAs. Can you include a benefit, add a little humor, or even personalize the CTA button?

Why consumers unsubscribe

Sometimes brands and consumers grow apart. There are situations when it's perfectly normal for subscribers to opt out of emails. However, there are also things email teams can do to avoid a premature "break-up" and keep people engaged.

At nearly 20%, getting too many emails from a brand topped the list of reasons for unsubscribing. The next two reasons, **No longer interested in the offerings** (17.9%) and **Email content is irrelevant to me** (17.3%), have more to do with what is delivered than how often emails are received.

What is the most common reason you choose to unsubscribe from a brand's emails?

Reason	Percentage
Too many messages from the brand	19.8%
No longer interested in the offerings	17.9%
Email content is irrelevant to me	17.3%
Don't remember subscribing	9.9%
My inbox is too cluttered	9.7%
Email content/offers are repetitive	9.0%
Annoying subject lines	5.5%
Emails are unprofessional (typos, bad design, etc.)	5.3%
Content has accessibility issues	3.0%
Emails don't display properly on my phone	2.3%
Other	0.4%

Overwhelming subscribers with too many messages can be avoided. But how do email marketers know when enough is enough? The answer isn't the same for every subscriber. Some senders use sunset policies to separate unengaged contacts from the rest of the list. These subscribers then receive emails less frequently. You can also set up an email preference center and allow subscribers to tell you how often they want to hear from you.

While it should be your goal to keep things relevant and interesting for as long as possible, there will be times when consumers lose interest in a brand for legitimate reasons. Let it go. **Getting unsubscribes is normal, and it's even a good thing.**

Easy opt-in. Easy opt-out.

Your email engagement metrics go up when subscribers who don't open or click leave the list. That's better for your sender reputation, which increases your chances of reaching the inbox.

Unsubscribing from emails should not be difficult or confusing. New requirements from Gmail and Yahoo state that senders must include a visible, one-click unsubscribe link in the body of the email. Without that unsubscribe link, your emails may not reach the inboxes of Gmail and Yahoo users. As you'll recall from Part 2, **72% of consumers have a Gmail address and another 20% use Yahoo Mail**.

You can also make it easier for consumers to join your list. Strategically place email signup forms around your website where people will be eager to get more information or want an exclusive discount. Include fields in the form that can help you with segmentation and personalization, but don't include anything that's unnecessary. **Too many fields will reduce the number of form submissions you receive.**

A persuasively written, well-designed landing page can also turn browsers into email subscribers who eventually become loyal customers. Build landing pages with the goal of growing your list by offering a newsletter, weekly/monthly deals, or valuable content in exchange for signing up.
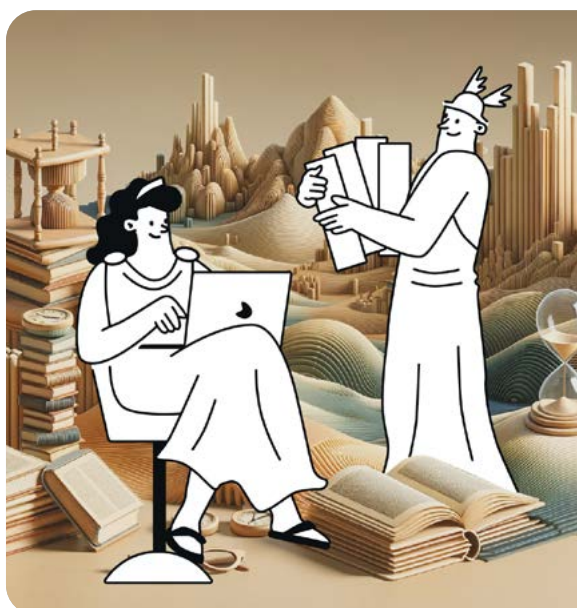
GUIDE

Email growth playbook

Dive deeper into email strategy with Sinch Mailjet's exclusive online playbook. You'll discover insights on everything from list building and deliverability to designing emails and measuring performance. Get ideas for the entire email subscriber lifecycle.
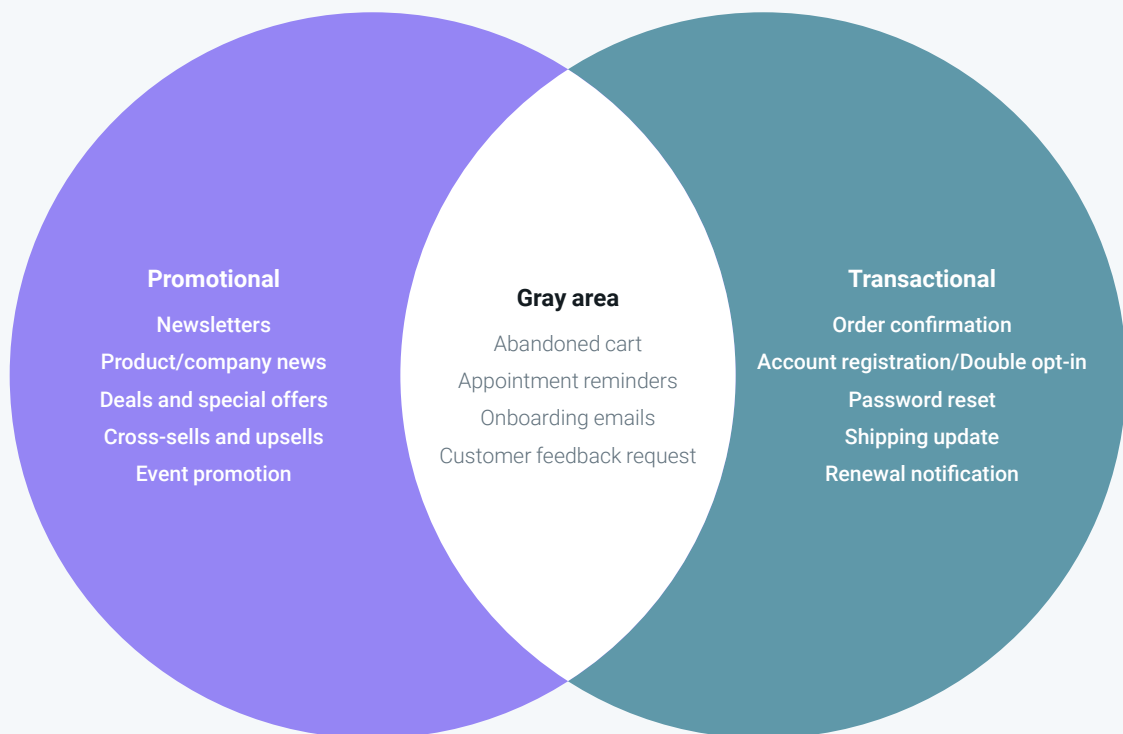
Grow Your Email Program

A tale of two emails: Promotional vs. transactional

You've seen that **around 75% of consumers prefer the email channel for both promotional and transactional emails**. But these are two very different types of communication.

There should be a distinct line between emails that are transactional and promotional. It's not always clear where that line is drawn, but it's crucial for senders to understand the difference. Privacy laws such as GDPR require explicit consent for promotional emails. That means consumers have opted in. For transactional emails, the recipient needs to show a legitimate interest, such as placing an order or requesting a password reset.

Email marketers may wonder how to classify certain types of emails that fall into a gray area between promotional and transactional communication.

Promotional
Newsletters
Product/company news
Deals and special offers
Cross-sells and upsells
Event promotion

Gray area
Abandoned cart
Appointment reminders
Onboarding emails
Customer feedback request

Transactional
Order confirmation
Account registration/Double opt-in
Password reset
Shipping update
Renewal notification

In most cases, transactional emails are sent to individual recipients while promotional emails are sent to a larger list of subscribers. With promotional emails, the sender wants recipients to take a specific action whereas transactional emails are often strictly informational, and they are usually triggered by an action the consumer takes.

It's easy to see how abandoned cart emails, appointment reminders, and other email automations that are sent to individuals could be considered promotional. The goal is often completing a transaction (or making a sale) rather than following up on it. Email deliverability experts say to check your motivation for sending. **When in doubt, make sure you've received consent and provide a way to unsubscribe.**

"Customer feedback emails and appointment reminders should stay on topic so that mailbox providers classify them correctly. Onboarding emails sent after signup need to focus on information that is specific to the product or service. Abandoned cart emails are the easiest to call promotional. Those messages should only be sent when there is a confirmed opt-in for marketing emails."

Jonathan Torres, TAM Team Manager, Sinch Mailgun

The value and frequency of promotional emails

In the last chapter, we found that receiving literal promotions is the biggest motivator for opting in to marketing emails and engaging with campaigns.
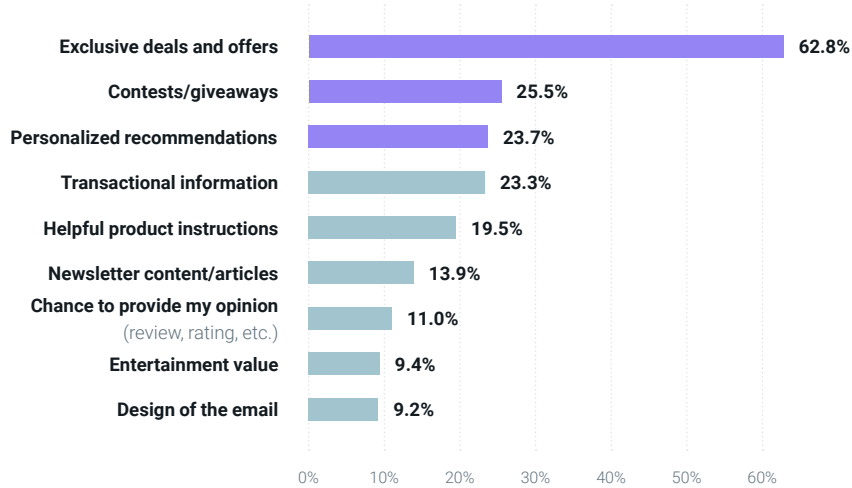
- More than half of consumers surveyed say they sign up to either regularly receive offers or get a one-time discount.

- 78.7% of consumers say the promise of a discount in the subject line is an important factor when opening emails.

- 45.7% of consumers are most likely to click through from an email to claim a coupon code. Another 36.3% are most likely to click to learn more about an offer.

So, it makes perfect sense that **62.8% of consumers value Exclusive deals and offers in email content from brands**. That compares to 23.3% who selected **Transactional information**. This does not mean that transactional emails are unimportant. Rather, it may be an indication that transactional messages are an expectation and a necessity rather than added value.

**What do you value most in the content of emails from brands?**

(Respondents selected up to three)

Exclusive deals and offers	62.8%
Contests/giveaways	25.5%
Personalized recommendations	23.7%
Transactional information	23.3%
Helpful product instructions	19.5%
Newsletter content/articles	13.9%
Chance to provide my opinion (review, rating, etc.)	11.0%
Entertainment value	9.4%
Design of the email	9.2%

Survey participants chose **Contests/giveaways** 25.5% of the time, and 23.7% chose **Personalized recommendations** as ways that brands add value with email campaigns. So, it's clear that many recipients want a variety of content delivered to their inboxes.

In the previous section, we also found that **consumers are most likely to unsubscribe when they receive too many emails from a brand**. So, how much is too much? The truth is, there's no clear winner for how often consumers want to receive offers in their inboxes. When survey participants told us how frequently they want promotional emails from a brand, the most popular answer was **Once a week** (25.7%). But nearly as many chose **Daily** promotional emails (22.8%).

How often do you want or expect to receive promotional emails from brands?

Daily	Twice a week	Once a week	Twice a month	Once a month	Never
22.8%	18.0%	25.7%	10.5%	14.1%	8.8%
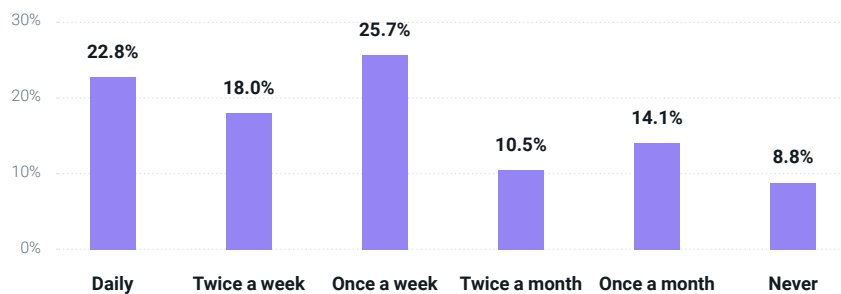
Preferences for email frequency will depend on what you're offering and who you're offering it to. This is where understanding the customer journey and buying cycle of your customers is crucial for effective email marketing.

For example, a large ecommerce brand may have a reason to send promotional emails every day. But after someone purchases a new car, they're unlikely to make another purchase like that for years. Rather than promoting a new vehicle to that subscriber, the brand could stay in touch with helpful content, such as care and maintenance tips.

As your list grows and your email program becomes more advanced, consider giving consumers options. Let them choose their preferred cadence for promotional emails when subscribing.

*More than 25% of global consumers say they want or expect
to receive weekly promotional emails from brands.*

Separating promotional emails in the inbox

Similar to our findings in 2021, around half of survey participants report having an inbox tab where mailbox providers filter promotional emails. Also consistent with the 2021 survey, around half of those consumers check the Promotions tab every day.

How often do you check the Promotions tab in your email inbox?

Daily	Once a week	Once a month	Rarely	Never
50.1%	24.6%	4.7%	15.9%	4.7%

Another way to separate promotional emails from other types of messages is to create a specific email account for subscribing to marketing emails. **Our survey found 28% of consumers have created a separate account for promotions.** However, these consumers are even more likely to check this separate account every day. **58.4% of consumers with separate accounts for promotions visit it daily.**

How often do you check the inbox you've reserved for promotional emails?
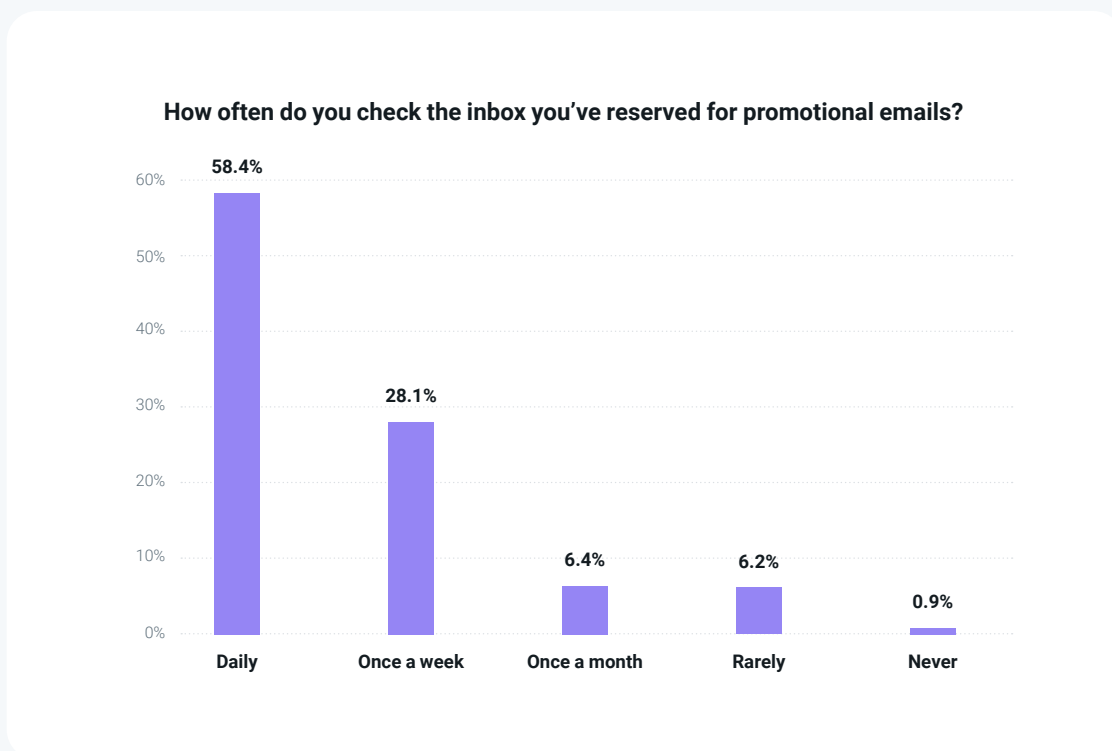
Of course, checking the Gmail Promotions tab or a separate account doesn't mean those consumers open and engage with every email they find there. This separation helps consumers deal with inbox clutter and stay organized, but brands still need to deliver promotional emails that are anticipated, personal, and relevant.

The advantage of Gmail's Promotions tab

When Gmail first introduced its Promotions tab, many marketers were looking for a way to stay out of it. They believed it was better to land in the main inbox with everything else.

However, getting placed in the Promotions tab is nothing like landing in spam. If you're sending a promotional message, the truth is, this tab is where the email belongs. Ultimately, filtering promotional messages makes the inbox better for consumers and brands.

A consumer looking for deals knows exactly where to find them. And brands can take advantage of special features only available in Gmail's Promotions tab:

- Campaigns from the recipient's favorite brands get featured in a Top Picks section.
- Display coupon codes before the email is opened.
- Include offer details and expiration dates next to the subject line.
- Feature a product image carousel in the inbox.

Find out more when you check out Gmail Promotions tab: A guide to optimize email delivery from Sinch Mailjet.
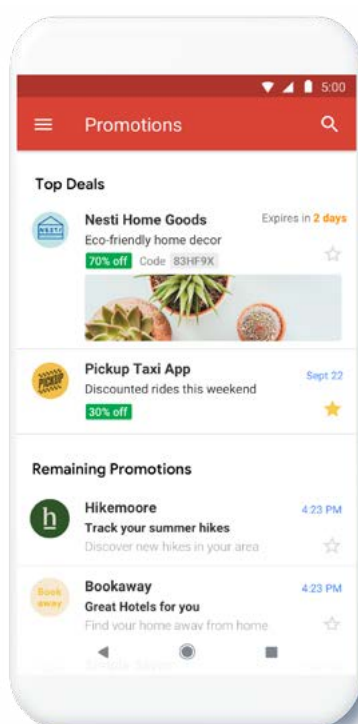
The importance of transactional emails

Transactional emails are intentionally limited in their purpose. In most cases, they're meant to deliver a specific piece of information to an individual contact. Adding promotional messaging to these emails could get you into legal trouble. Consumer privacy laws include significant fines for misclassifying promotions as transactional. It's best to avoid cross-selling and upselling in transactional communications. At the very least, you must make sure the email's primary purpose and most of its content are transactional in nature.

One reason marketers are tempted to sneak promotions and calls-to-action into transactional messages is that those emails get very high engagement. According to some estimates, **transactional email achieves open rates of 80% to 85%**.

There's a reason consumers are eager to engage with these communications – three reasons to be precise: **Transactional emails are anticipated, personal, and relevant.**

Consumers anticipate the arrival of a transactional message, expecting it to show up almost immediately. Transactional emails are personal and relevant by nature because they are one-to-one communications containing information that matters to the consumer.

While less than 25% of consumers selected transactional information as something that provides the most value, that doesn't mean it isn't important. In fact, there are certain times of year when transactional messages are extra important.

We asked survey participants to rate the importance of transactional emails such as order confirmations and shipping updates during the busy holiday shopping season. **More than 80% of consumers said transactional communication is either Very Important** (42.3%) **or Somewhat important** (38.1%).

During the holiday shopping season, how important are transactional messages such as order confirmations and shipping updates?

| Response	Percentage
Very important	42.3%
Somewhat important	38.1%
Not very important	12.8%
Not important at all	6.8%

Of course, there are many other situations in which a transactional email could be extremely important. Imagine needing to access an application, but you've forgotten your password. Waiting for a password reset email that never appears is a frustrating experience.

So, what happens when transactional emails get filtered into the junk mail folder? Survey participants told us these emails are important enough that many will try to find the messages when they don't show up. **71% of consumers will check spam for a missing transactional email and another 16% will do so if the message was important.**

If a transactional message such as a password reset, registration email, or order confirmation failed to show up in your inbox, would you look for it in your spam/junk folder?

Only if it was important
16.0%

No
13.0%

Yes
71.0%
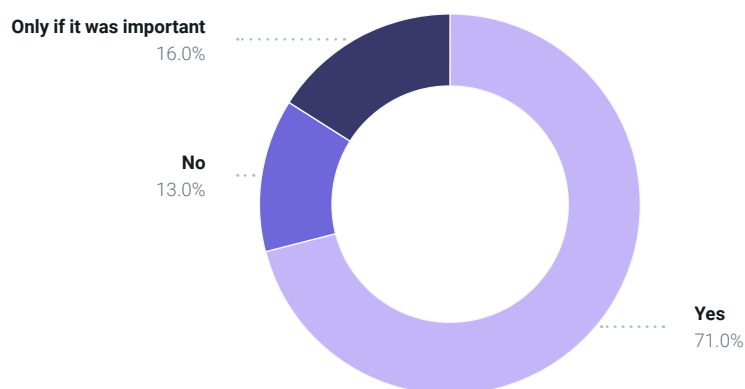
This finding points to the importance of transactional communications. Don't assume it means senders have no need to worry about deliverability for transactional emails. This is far from an ideal form of inbox placement.

Have you visited your spam folder lately? It's not a pretty place. Forcing subscribers to search for emails in spam is like the post office asking you to get your mail out of a garbage can full of rotting food and dirty diapers.

In our next chapter, we'll explore the connection between deliverability and email engagement. You'll find out how inbox placement impacts engagement rates as well as how the level of subscriber engagement (or lack of it) could lead to your emails landing in spam.

> *In recent years, email has become much more of a one-to-one communication channel, and that's driven by transactional messages. If you buy an airline ticket, for example, as soon as you make the reservation you immediately look for the confirmation in your inbox. If it is not there, you panic and maybe even call the airline. That's just one way we rely on transactional email communication.*

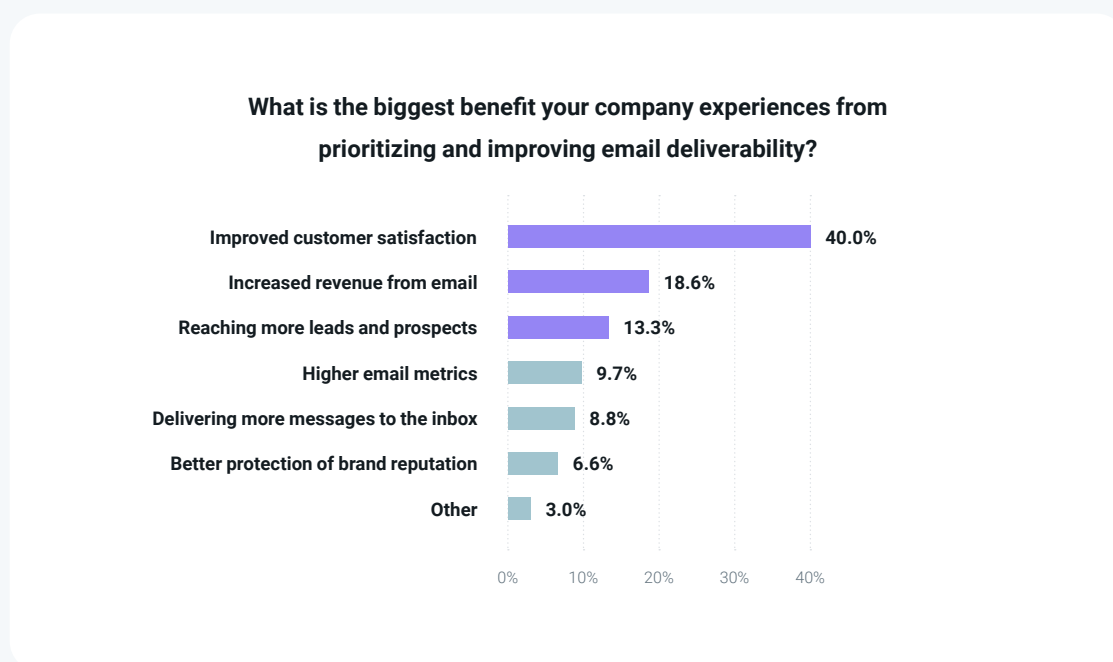Kate Nowrouzi, **VP of Deliverability and Product Strategy, Sinch Email**

PART 5

Landing in the inbox

Email deliverability sounds like a simple concept, but it can be very nuanced. There's much more to it than getting emails delivered. An email that lands in spam has technically been delivered. That's why deliverability practices focus on achieving inbox placement.

Deliverability also entails managing your reputation as an email sender as well as protecting consumers and your brand through email authentication. Email accessibility and the way your campaigns render in different clients are two more factors connected to deliverability and engagement.

Sinch Mailgun surveyed more than 1,900 senders for The state of email deliverability 2023. The report found that, among senders who prioritize deliverability, **Improving customer satisfaction** (40%) is seen as the biggest benefit. That's more than double the number of senders who saw **Increased revenue from email** (18.6%) as the biggest benefit.

What is the biggest benefit your company experiences from prioritizing and improving email deliverability?

Benefit	Percentage
Improved customer satisfaction	40.0%
Increased revenue from email	18.6%
Reaching more leads and prospects	13.3%
Higher email metrics	9.7%
Delivering more messages to the inbox	8.8%
Better protection of brand reputation	6.6%
Other	3.0%

It's obviously very important that transactional emails reach the inbox, and it's easy to see how missing transactional messages leads to dissatisfied customers. However, consumers who've signed up to receive your promotions and newsletters are expecting those campaigns as well. If they never show up, or get filtered to spam, it could be a major disappointment.
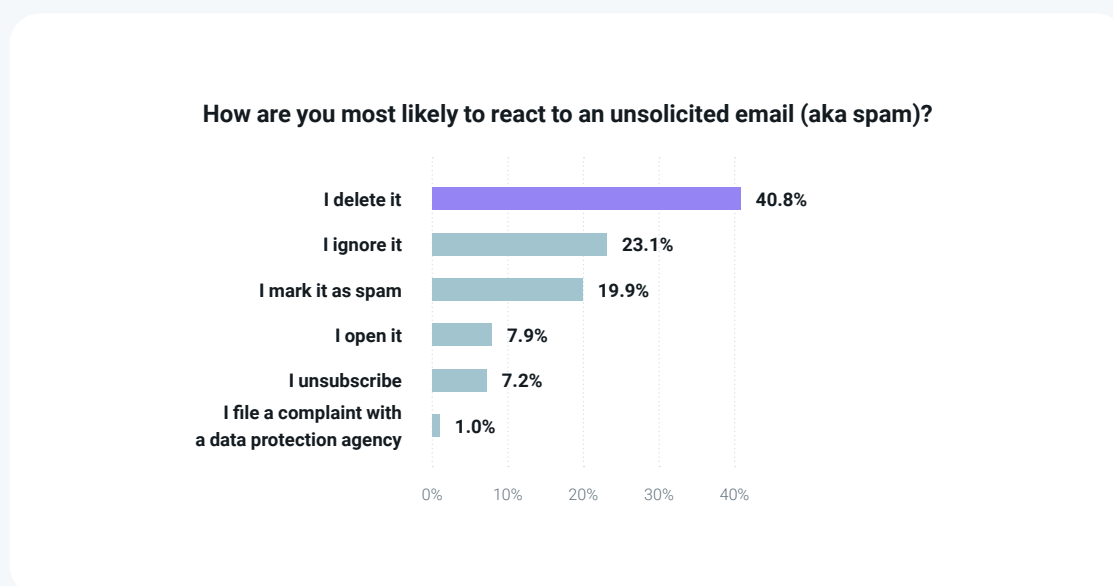
Consumer consent and email engagement

As we've explained throughout this report, **consumers engage with emails that are anticipated, personal, and relevant**. It starts with anticipation, and that initially comes when a consumer gives you consent to email them. They opt in to your email list and expect to hear from you.

Unfortunately, the Sinch Mailgun study found there are still legitimate senders who add people to contact lists and email them without express consent. When asked about their list-building practices, many respondents admitted to using questionable methods. That includes purchasing lists of contact data or harvesting email addresses from around the web. Purchasing lists and collecting email contacts isn't illegal. But when you send to those addresses without consent, you are breaking privacy laws like GDPR.

If you email people without consent, you are sending spam. It's as simple as that. But how do consumers respond when they receive spam? Unsurprisingly, most consumers react negatively.

When asked what they do when unsolicited emails show up in their inbox, more than 40% said they would simply delete those emails while another 23% would most likely ignore them. Neither of these responses bode well for email engagement. But it could be worse than that…

How are you most likely to react to an unsolicited email (aka spam)?

I delete it	40.8%
I ignore it	23.1%
I mark it as spam	19.9%
I open it	7.9%
I unsubscribe	7.2%
I file a complaint with a data protection agency	1.0%

While only 1% of consumers in our survey would take steps to file a data privacy complaint, **nearly 20% would mark an unsolicited email as spam**. This action can quickly impact your ability to reach the inbox.

If mailbox providers see their users reporting spam from a specific sender, the spam folder is exactly where that brand's emails will start ending up. When announcing new bulk sender guidelines for 2024, Gmail and Yahoo revealed a specific threshold for consumer-reported spam.

Senders must keep their spam complaint rate below 0.1%. That is fewer than one complaint for every 1,000 emails delivered. Those who exceed that threshold are likely to experience deliverability issues with Gmail and Yahoo. And as you saw in Part 2, these are two of the most popular mailbox providers.

The bottom line is that **you will get better engagement and results from email when you use ethical list-building practices** in which consumers willingly subscribe to receive emails. Plus, you'll also avoid legal risks associated with violating consumer privacy. While adding contacts without consent may seem like an easy way to build your list and increase marketing reach, it will only hurt you in the long run.

How to build a list of engaged consumers

A sound strategy for adding new people to your list is a crucial part of any email program. Sinch Mailjet users have access to an intuitive Form Builder. This lets you customize signup forms and place them on specific pages or website pop-ups. But you still need to provide a reason for subscribing.

Here are several ideas that motivate consumers to join your list:

- Provide an exclusive offer/discount for new subscribers.
- Include a newsletter signup form on your brand's blog.
- Offer exclusive content for email subscribers.
- Hold contests that require an email address.
- Offer access to digital tools or collections of premium content.

If you build a brand consumers love, people will be eager to hear from you and happy to invite you into their inboxes. For more ideas, check out our guide, How to build your email list.
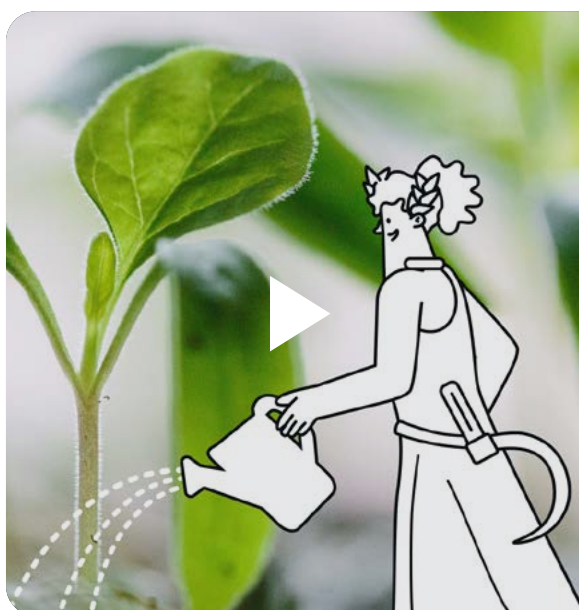
W E B I N A R

Strategies to increase your email list

Watch an on-demand presentation with experts from Sinch Mailjet as we explain successful list building tactics. Find out how to collect new contacts and grow a database of active and highly engaged subscribers. Plus, get advice on managing and maintaining your email list.
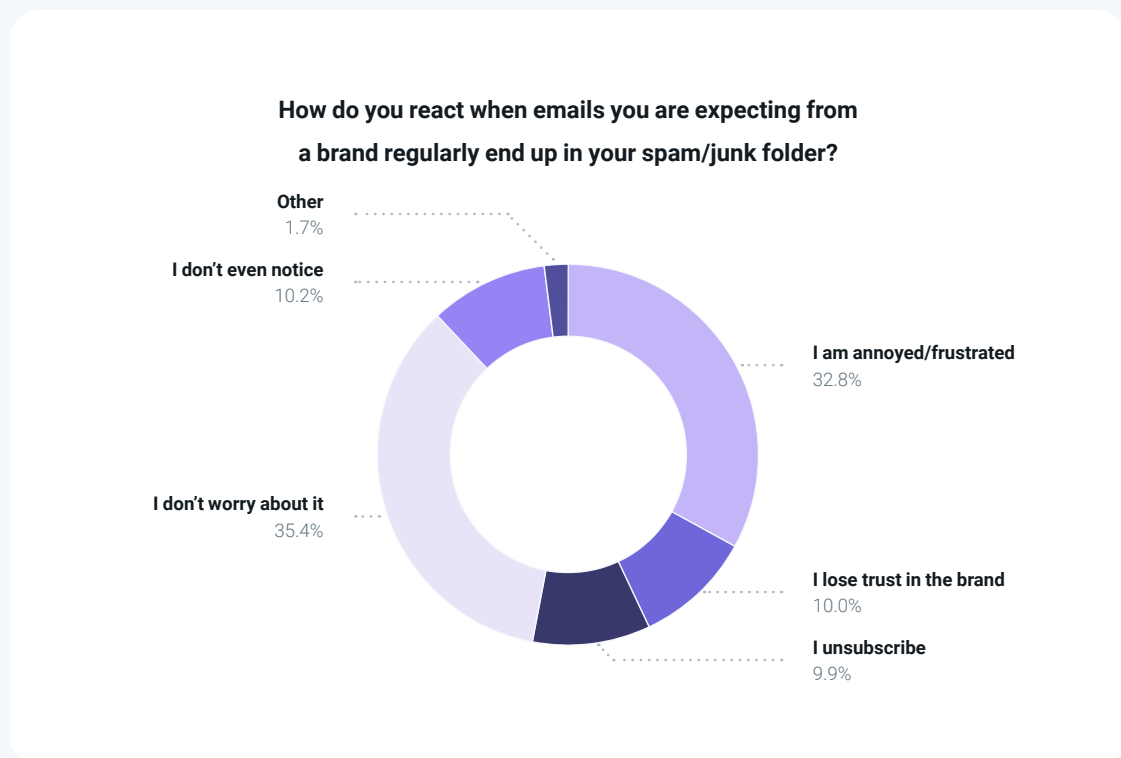
Watch Now

The importance of inbox placement

Finding a way to stand out in a crowded inbox is certainly a challenge, but the challenge of reaching the inbox in the first place is often underestimated. **If most consumers only open a few emails from brands every day, ending up in spam greatly reduces the chance your email will be one of them.**

Being filtered into the spam folder could also impact the way consumers feel about your brand. When asked about their reaction to emails from a brand regularly ending up in spam, nearly one-third (32.8%) said it would frustrate or annoy them. Meanwhile, another 10% would lose trust in a brand whose emails went to spam, and another 10% would unsubscribe.

How do you react when emails you are expecting from a brand regularly end up in your spam/junk folder?

Other
1.7%

I don't even notice
10.2%

I am annoyed/frustrated
32.8%

I don't worry about it
35.4%

I lose trust in the brand
10.0%

I unsubscribe
9.9%

The other half of consumers in the survey have a more complacent response to emails landing in spam. Around 10% said they wouldn't notice and more than 35% said it wouldn't worry them.

The problem here is straightforward. **If consumers don't notice or don't care, it's a sign your emails are not anticipated, personal, or relevant.** If they were, people would wonder what happened to your emails. Would your customers and subscribers miss your email campaigns if they didn't show up?

When emails from a brand regularly land in spam, a combined 52.7% of consumers say they would either feel frustrated, lose trust, or unsubscribe as a result.

Why deliverability and engagement go hand in hand

It should be clear that consumers won't engage with emails unless they reach the inbox. It's also true that **your emails are less likely to reach the inbox if your subscribers are unengaged**.

Mailbox providers pay attention to how often your emails are opened, read, and clicked. And we know they're monitoring spam complaints too. However, when your emails are passively ignored or deleted, that's another signal to mailbox providers that your emails are unwanted, which could mean more messages land in spam.

Email engagement is an important consideration connected to what's known as your sender reputation. Think of sender reputation like a credit score for email senders. Mailbox providers monitor a variety of factors that help them decide whether emails should be delivered and where they should land.

There are some technical aspects of inbox placement, which may be out of your hands. However, maintaining good engagement rates is primarily the responsibility of the marketing team. Find out more about how marketers impact email deliverability.

GUIDE

Email deliverability basics

While deliverability can be a complex topic, understanding the essentials helps marketers build a more successful email program. Get the details on improving inbox placement in a free guide from Sinch Mailjet.

Download The Guide

Omnichannel: The recipe for engaging communication

Marketers understand that the digital landscape is always transforming. **As new technologies and communication platforms emerge, there will be new opportunities to connect with consumers.** Innovative brands are already adapting to evolving consumer preferences and diversifying the ways they connect with people.
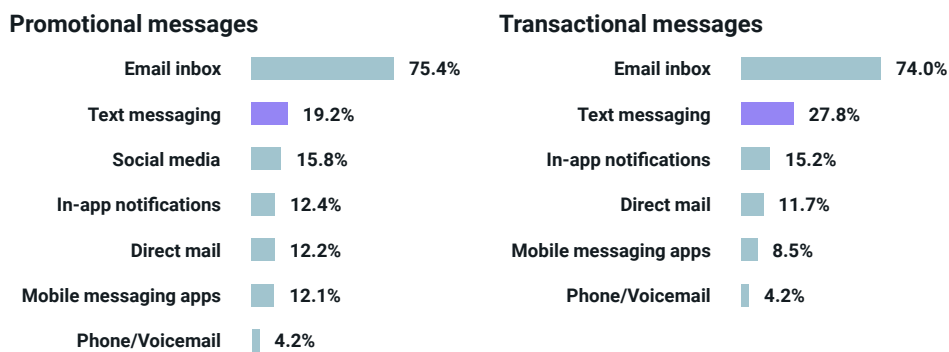
Email has many advantages, but it's also a preferred channel for brand communication because it is expected and familiar. Most consumers are comfortable receiving messages from brands in their inboxes, whereas people tend to view text messaging as a form of personal communication.

That, however, is starting to change…

For brands looking to adopt a multichannel strategy, the logical next step is expanding into SMS, which we called text messaging in our survey. Here's a side-by-side comparison of preferred channels for promotional and transactional communications. **There is a noticeable increase in consumer preferences for receiving transactional text messages.**

On which channels do you prefer to receive promotional/ transactional messages from brands?
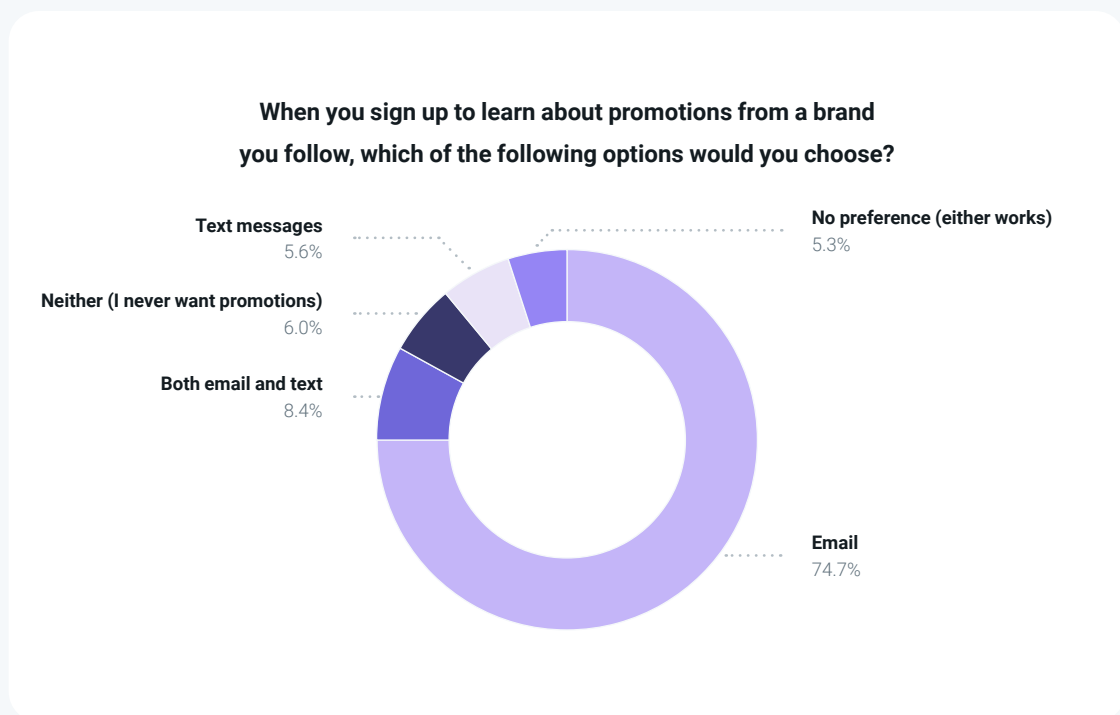
(Respondents selected all that applied)

Promotional messages

Email inbox	75.4%
Text messaging	19.2%
Social media	15.8%
In-app notifications	12.4%
Direct mail	12.2%
Mobile messaging apps	12.1%
Phone/Voicemail	4.2%

Transactional messages

Email inbox	74.0%
Text messaging	27.8%
In-app notifications	15.2%
Direct mail	11.7%
Mobile messaging apps	8.5%
Phone/Voicemail	4.2%

Consumers are more inclined to prefer transactional texts from brands for a good reason: Just like transactional emails, they are anticipated, personal, and relevant. The immediacy of an SMS notification also pairs well with the expectation that a transactional message should arrive quickly.

Many businesses deliver transactional messages to their customers via both SMS and email. So, why not both channels for promotions too?
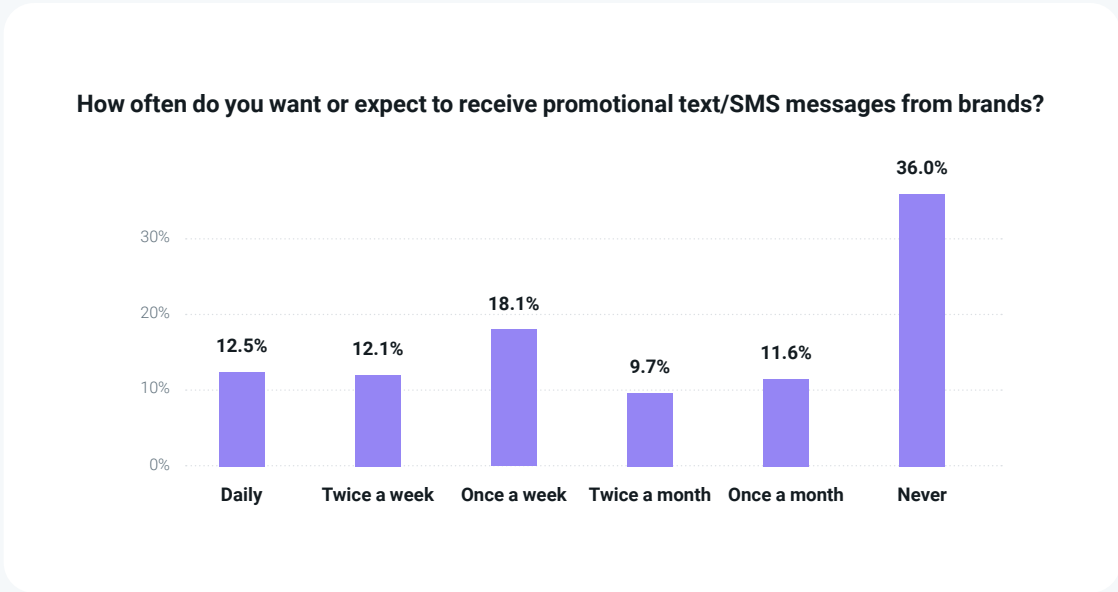
When we asked survey participants to choose between email, SMS, or a combination, the email inbox still came out on top. Yet there are signs people are warming up to promotional SMS. While nearly three-quarters of consumers selected email for promotional messages, **5.6% would choose text messaging over email, 5.3% would be open to either channel, and 8.4% would prefer both email and SMS promotions**.

**When you sign up to learn about promotions from a brand
you follow, which of the following options would you choose?**

Text messages
5.6%

No preference (either works)
5.3%

Neither (I never want promotions)
6.0%

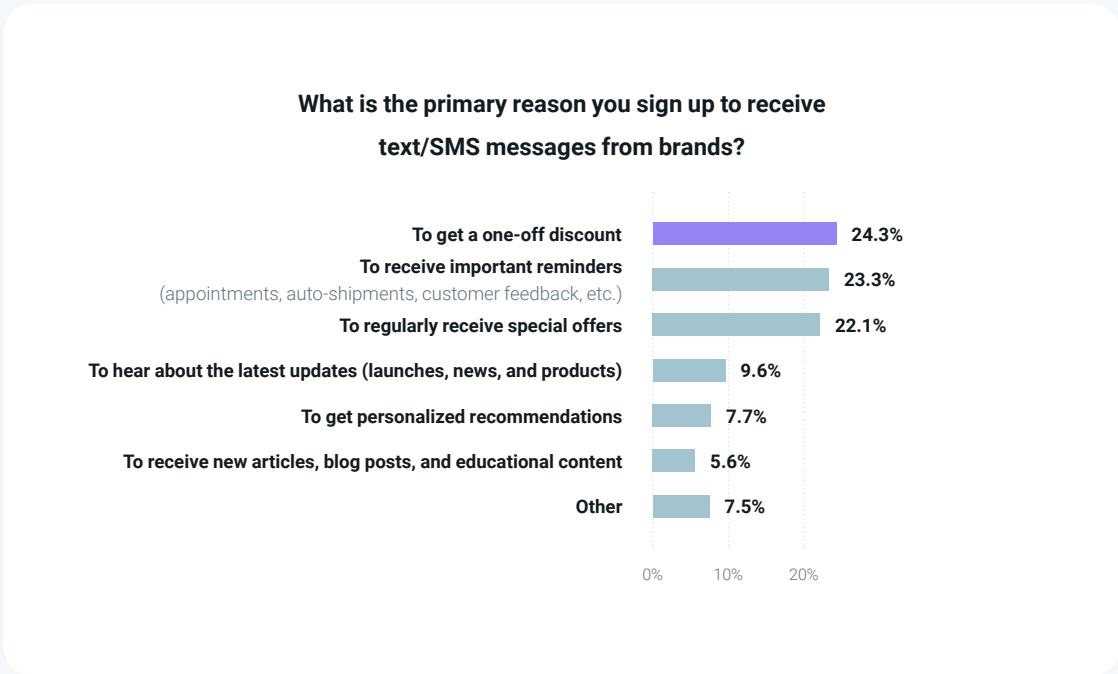**Both email and text**
8.4%

Email
74.7%

If we combine all the results that include SMS, it adds up to 19.3% of consumers who are open to receiving promotional messages via text. **That's nearly one out of five people who'd sign up for promotional texts.**

It's clear there is already a segment of the population that appreciates and prefers SMS for more than transactional information. While 36% of the 2,000+ consumers we surveyed say they don't ever want promotional texts, that leaves **64% who'd accept a promotional text from brands at least once per month**.

How often do you want or expect to receive promotional text/SMS messages from brands?

Daily	Twice a week	Once a week	Twice a month	Once a month	Never
12.5%	12.1%	18.1%	9.7%	11.6%	36.0%

Our research also found some consumers are motivated to opt in for text messaging because they want to hear about promotions. **Nearly a quarter of consumers (24.3%) sign up for texts to claim a discount, while more than 22% do so to receive special offers.**

What is the primary reason you sign up to receive text/SMS messages from brands?

To get a one-off discount	24.3%
To receive important reminders (appointments, auto-shipments, customer feedback, etc.)	23.3%
To regularly receive special offers	22.1%
To hear about the latest updates (launches, news, and products)	9.6%
To get personalized recommendations	7.7%
To receive new articles, blog posts, and educational content	5.6%
Other	7.5%

While email may be the highly preferred, traditional choice, text/SMS communication from brands is emerging as another top channel among consumers. **Making both email and SMS part of your marketing and customer communication strategy in 2024 is a smart move.** It's the best way to meet consumer expectations and keep people engaged with your brand.

Start by providing a multichannel option, such as SMS, at the point of sign up or following an initial purchase. You can also give your most engaged customers the opportunity to opt in for text communication. SMS is an effective signal booster during high-volume periods like Black Friday and Cyber Monday when email inboxes are overcrowded with offers.

Nearly 1 out of 5 consumers prefer text messaging for promotional messages. More than 1 out of 4 consumers prefer texts for transactional communications from brands.

Introducing MMS and RCS

As consumers become more accustomed to receiving brand communications through text and other mobile messaging channels, there will be opportunities to deliver more engaging experiences.

SMS messages are simple and somewhat restricted. They can include text and hyperlinks. Multimedia Messaging Service (MMS) is more advanced. MMS allows for imagery, graphics, animations, audio, and video. Brands use MMS combined with automation, personalization, and conversational messaging to build engaging promotional experiences.

Example of an MMS promotion

← 25554

Personalized .... Maria, we have some new styles for the season based on the fashions you love.

Compelling, clear imagery ....

Lifestyle Labels: Stop by our Main Street store to get ready for the season. .... **Concise, direct, and branded message**

Book your personalized fitting today: https://www.lifestylelabels.com/storefittings .... **Clear CTA**

Clear opt-out .... Reply STOP to opt out.

However, messaging can get even more engaging than an MMS campaign. What excites many brands is the opportunity to explore the possibilities of Rich Communication Services (RCS). An RCS message can be highly interactive and include dynamic content. Brands are using RCS to build experiences that function more like an application or web page inside the messaging app.

With RCS campaigns, consumers can play games, take quizzes, book appointments, and even make purchases, refunds, and exchanges without leaving the native messaging app that's built into their device.

For example, Sinch helped to power personalized, location-based RCS campaigns for Nissan Europe. The campaign included an interactive scratch-off game, two-way conversations, and the ability to book test drives at local dealerships.
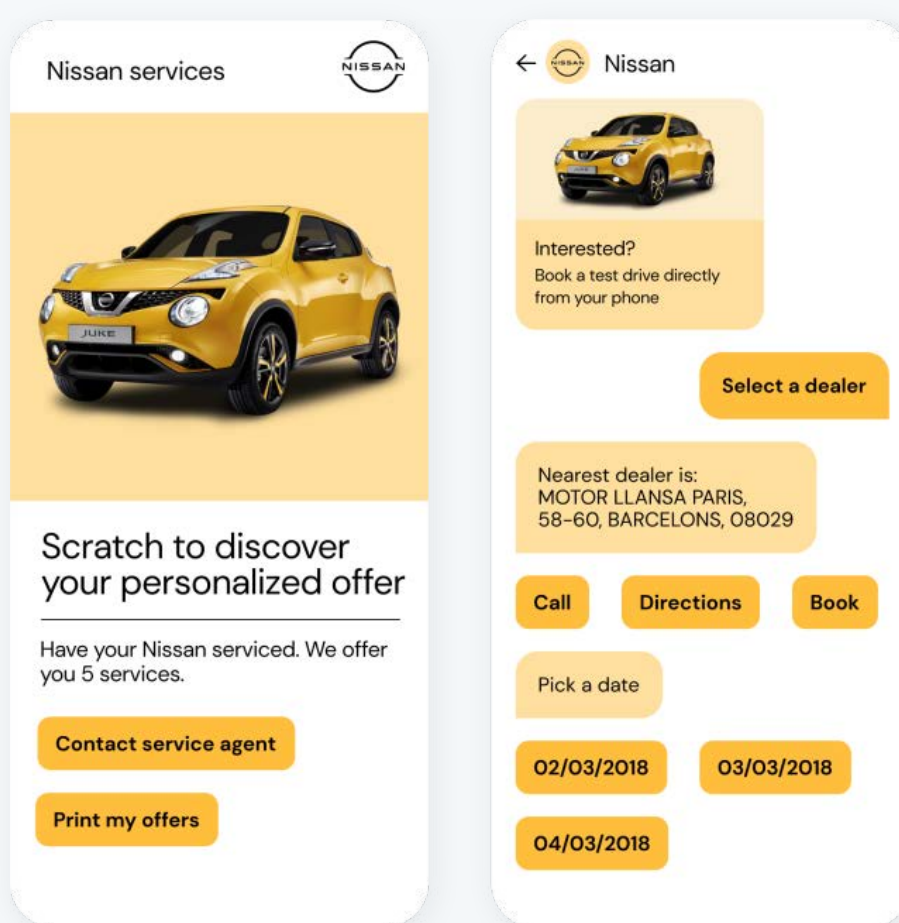
RCS includes many other useful features such as click-to-call, maps, image/product carousels and more. While RCS technology has only been available on Android devices, that is finally changing. Apple announced it plans to bring RCS to iPhone users in 2024.

Even though RCS for Apple devices may be constrained to peer-to-peer messaging at first, it's likely that it will be available for business messaging soon. Apple has been under pressure from consumers, competitors (like Google), and the European Union to support RCS. The experts at Sinch say it's time to get prepared.

"I remember the birth of RCS. I was extremely excited for it and have always been a big proponent of the concept. The actual execution of RCS, even today on Android only, is an amazing experience. Apple needs a full-featured messaging experience to stay on par with the experiences that already exist in the market. RCS will be a game-changer, and it is something that brands need a strategy for today."

Michael Ahearn, VP Customer Development and Strategy, Sinch

Sinch has conducted extensive research into messaging and its potential benefits. When Sinch surveyed consumers, it found the real power of messaging applications is in improving the customer experience with stronger communication.

What consumers want from messaging

89%
want two-way conversations with brands via messaging applications.

90%
want to ask follow-up questions and get support via text.

89%
want to use messaging to handle refunds, returns, and exchanges.

From Brave New World: Customer Experience in 2022, Sinch

Sinch's research also found that consumers say certain types of rich content are valuable to their experience. 83% of consumers in Sinch's survey would find a video tutorial on a recent purchase to be useful. Another 76% see value in a personalized buyer's guide based on their past purchases. **These are the kinds of campaigns brands can deliver to consumers' mobile devices with RCS business messaging.**

As the number of communication channels and customer touchpoints expands, brands need a strategy to manage and monitor these conversations and campaigns. That's where omnichannel communication comes into play.

The omnichannel marketing mix

Email is just one ingredient in a brand's customer communication mix. There are other ways to add flavors and increase your odds of getting people to engage with your brand's messages.

A strategy that includes email and SMS is a good place to start. You may also be running social media promotions or even communicating with customers on channels like WhatsApp and Messenger. But that's still not omnichannel, that's multichannel. So, what's the difference?

A multichannel communication strategy includes predetermined pathways for various channels. It is often product-focused and defined by what is most convenient and efficient for a company. Omnichannel is different. It's designed to meet consumers wherever they are through an **integrated experience on whatever channel is most convenient for the customer in that moment**.

In other words, everything in an omnichannel experience is connected and customer centric.
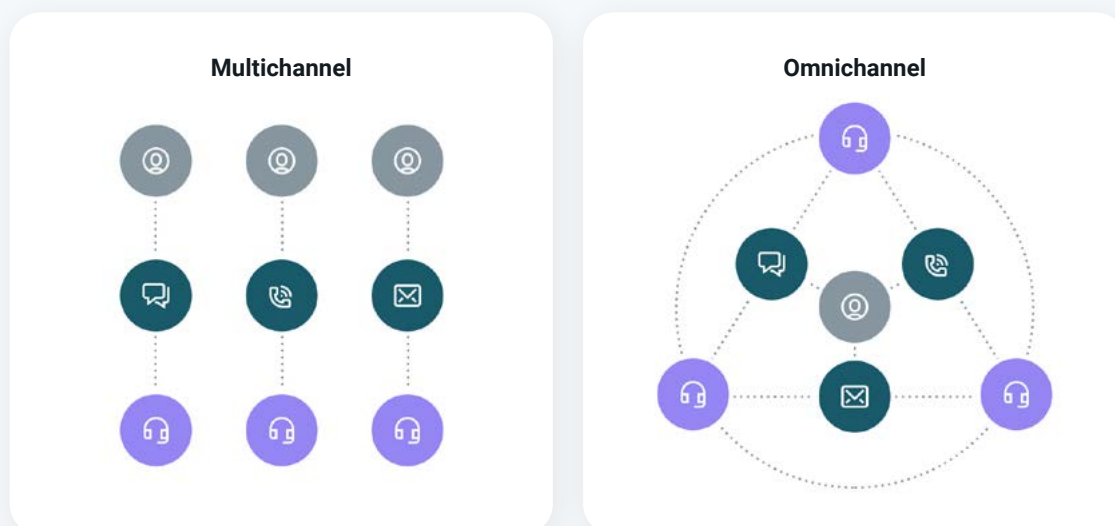
While multichannel lets customers communicate on their preferred channel, omnichannel enables customer communication across all channels. Plus, omnichannel is seamless. Data and information about the customer travels with them from channel to channel. For example, a conversation that begins with a chatbot on a website can continue with a human representative on the phone.

What enables this seamless omnichannel communication is what's known as a Communication Platform as a Service (CPaaS). With a CPaaS solution, brands use a cloud-based platform to connect the dots between various channels, integrating real-time communication into existing applications using APIs (Application Programmable Interfaces).

Of course, not every business requires an omnichannel strategy. For some, it may be an aspiration goal, while others may find a multichannel approach is appropriate. **What's most important is understanding how your customers and prospects want to communicate with your brand.**

"The ability to seamlessly connect through multiple channels isn't just a feature – it's at the center of meaningful connections, unlocking a world where businesses and customers engage effortlessly, breaking down silos and fostering a fully integrated communication experience."

Julia Fraser, EVP Americas, Sinch

Explore omnichannel opportunities

Omnichannel communication is the next big thing for many brands. For those interested in learning more about the possibilities, the experts at Sinch have plenty of articles, guides, and customer stories to explore:

Omnichannel vs multichannel – Get clarification on the pros and cons of these two approaches to customer communication. Find out if omnichannel is right for your organization.

What is omnichannel retail? – Discover how an omnichannel experience applies to retail customers. Use this comprehensive guide to build a cohesive shopping experience from start to finish with a bulletproof omni-channel retail strategy.

Omnichannel customer service – Seamless communication improves the experience for customers while boosting efficiency inside the organization. Find out more about how an omnichannel is a win-win.
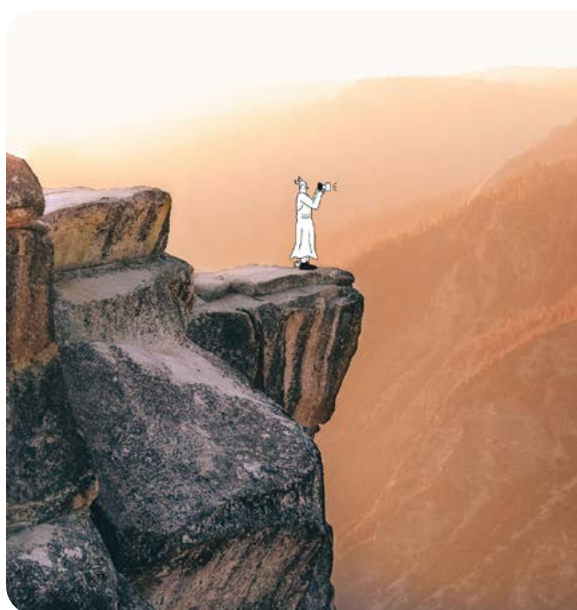
GUIDE

The omnichannel customer journey

What do your customers have in common with Luke Skywalker and Harry Potter? Both are heroes at the center of their own stories. Discover your brand's role in the journey as you guide them toward a happy ending using an omnichannel strategy.

Help Your Heroes

CONCLUSION

Final thoughts on email engagement

Now that you've got some insights into how consumers use email and other forms of brand communication, it's time to apply it to your strategy. Each business and brand are unique. Every email list responds in different ways. But there are also important best practices to follow. **As email marketers, it's our job to make sure everything we send is anticipated, personal, and relevant.**

Here's where to start:

1. Get permission when you build your email list

People who did not ask to receive your emails won't engage with them. Be sure to obtain consent from every contact you add before you send. Create email signup forms that convert site visitors into email subscribers and use a double opt-in to confirm they will engage with what you deliver.

2. Give consumers what they want

Our survey found the promise of deals and discounts are a major motivator for many consumers. Use them strategically to build your list, increase your open rate, and achieve higher click and conversion rates from email campaigns.

3. Stay connected in between purchases

While special promotions help boost sales, there are many ways to keep subscribers engaged in between purchases. Send a regular email newsletter featuring articles, company news, and more. Educate customers with helpful tips. Consumers also say they value contests and giveaways in their inboxes.

4. Prioritize inbox placement

Do everything you can to stay out of spam. Maintaining good email engagement is tough. Don't make it harder on yourself with poor deliverability. Remember that your engagement rates impact your sender reputation. Be sure your spam complaint rate stays below 0.1% to meet new sender guidelines.

5. A/B test your way to improved performance

Experiment with email design and copywriting to find out what gets better engagement. A/B testing of elements such as subject lines, calls to action, offers, and imagery help you optimize email campaigns.

6. Make emails relevant with segmentation and personalization

Your subscribers will be much more likely to engage with email campaigns that feel like they were meant just for them. List segmentation helps you target specific groups of consumers. Personalized emails are powerful, and going beyond names in subject lines delivers more relevant campaigns.

7. Meet your customers' communication needs

Think of your email program as a way to serve people and create an ideal customer experience. In addition to newsletters and promotions, email is an important channel for informational and transactional messages. A customer-centric communication strategy may also require looking beyond the email inbox for opportunities to connect.
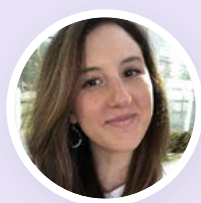
"Email marketing is one of the best ways to get to know your customers. Watching how people engage with what you send shows you so much about their needs, interests, and motivations. No matter what your email engagement rates look like now, you've got to work to improve them over time. The most effective way to accomplish that is to keep delivering value and keep learning from every send."

Julia Ritter, Sr. Email Marketing Manager, Sinch Mailjet

How we can help

Sinch Mailjet helps senders of all types connect with people through the inbox and beyond. We're more than just a platform for sending emails. Here are some of the many ways we power meaningful communications.

Grow your email list

Building an email list is one of the best ways to grow revenue, but there's a right way to do it. Sinch Mailjet's signup forms are designed to attract and convert, helping you capture the contact data you need with industry-leading security and compliance. Do it all with drag-and-drop functionality.

Discover Mailjet's Form Builder

Get assistance from AI

Need a little inspiration or a way to brainstorm ideas? Sinch Mailjet lets you harness the power of generative artificial intelligence to get the job done. Whether you want stronger subject lines or help crafting compelling email copy, our platform is equipped with an AI-powered creativity boost.

Learn More About Mailjet's AI Solutions

Build engaging emails

Whether you code emails from scratch or use one of our customizable email templates, Sinch Mailjet offers an intuitive solution for building email campaigns. Your responsive emails will look great on every screen, and you'll impress subscribers with eye-catching designs.

Check Out Mailjet's Email Editor

And the tools keep coming…

Sinch Mailjet also provides advanced features that help marketers optimize and measure email campaigns:

- Segmentation and Personalization to deliver relevant emails
- A/B Testing to improve email performance
- Email Automation to streamline communication
- Statistics to measure your success with email analytics

Ready to get going with Sinch Mailjet? Start for free and grow when you're ready.

Get Started With Sinch Mailjet

About the survey

Sinch Mailjet worked with the team at Alchemer to access a custom panel of consumers in the U.S., UK, France, Germany, and Spain. The survey was conducted on September 26 and 27, 2023, and garnered responses from 2,072 participants. Due to rounding, the sum of percentages in certain survey results may exceed or fall short of 100% by a difference of 0.1%.

Country

- United States: 28.9% (599)
- United Kingdom: 20.4% (429)
- France: 16.8% (349)
- Germany: 16.9% (351)
- Spain: 16.9% (350)

Gender

- Female: 57.8% (1,197)
- Male: 40.6% (842)
- Non-binary: 1.2% (24)
- Prefer not to answer: 0.4% (9)

Age

- 19 or younger: 2.4% (50)
- 20 to 29: 12.2% (253)
- 30 to 39: 22.4% (465)
- 40 to 49: 23.8% (493)
- 50 to 59: 19.4% (403)
- 60 or older: 19.7% (408)

SINCH
Mailjet

More than 40,000 companies around the world use Sinch Mailjet to strengthen connections with customers and subscribers while building their businesses through email marketing. Brands like Microsoft, Kia Motors, and Toast trust Mailjet to send billions of emails every year. Mailjet combines an intuitive, drag-and-drop email campaign builder with easy-to-use deliverability features to help businesses create and send beautiful emails without touching a single line of code.

Founded in Paris in 2010, Mailjet has offices in tech hubs around the globe, including the UK, US, Spain, Germany, and France. Mailjet is proud to be part of **Sinch**, a leading Communication Platform as a Service (CPaaS) provider, offering messaging, voice, and video communication solutions to a large global customer base. Mailjet is both ISO 27001 certified and GDPR compliant, offering its clients the highest levels of data security and privacy.

For more information, please visit **mailjet.com**.

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