

# Email Marketing Trends and Predictions for 2022 and beyond!

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Our top partners share their predictions on the future of email marketing

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# Automation will boost customer engagement by leveraging behavioural data at scale

Email Marketing will see automation becoming smarter and even more focused on customer experience and behaviour.

We already know that this is the main purpose of automation, but today there is still too much manual work involved, and that's simply not scalable, especially for companies with a very extensive customer base or email list.

The future of email marketing is about simplifying further the whole experience and providing companies with more specific directions about what to do, what to say, how to say it, and when. Recommendations, both from a strategic and tactical perspective, will become more accurate as we'll be able to better leverage behavioural data at scale.

Automation will be able to inform companies about how specific segments of users are behaving and what it is that they need, want, and care about. And then, strategically, to act on that and provide the best possible experience, which is key to increasing customer engagement and satisfaction.



**Ross Paquette**  
Founder & CEO of Maropost

Ross Andrew Paquette is the founder and CEO of Maropost, North America's fastest growing marketing automation platform, as ranked by the Deloitte Technology Fast 500. Ross has led Maropost to double its annual growth each year since its inception in 2011, turning a one-man operation into an international business that simplifies customer engagement for B2C brands and retailers by providing an effective and unified customer experience. Ross is also passionate about using technology to power non-profits. He founded Maropost CARES in 2017, which is focused on the protection, conservation and education of global environmental issues. Ross studied Sociology, Criminology and Economics at the University of Ottawa.

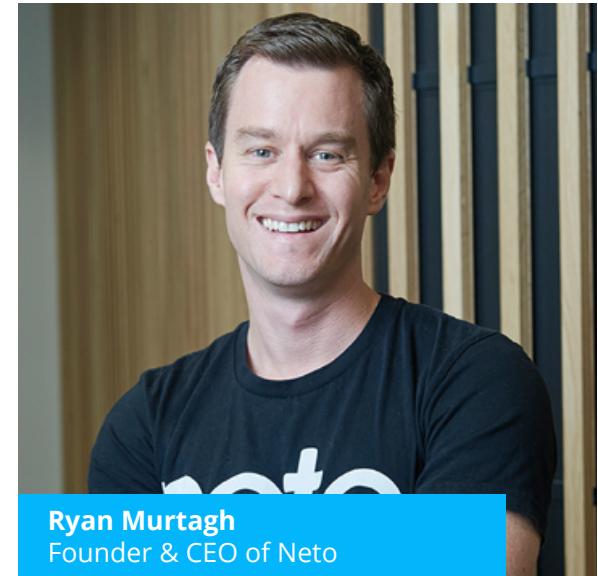


# Email and Ecommerce platforms will work together to deliver personalized experiences

The ecommerce boom of 2020 has fueled record competition online. More than ever before retailers and brands are having to compete for the attention of customers through an increasing number of increasingly crowded channels that are driving up the cost to acquire new customers. Email marketing however, despite its longevity, remains the most profitable, and often most reliable digital marketing channel for merchants.

In a world where a seamless and personalized omnichannel experience is the difference between winning and losing customers, email marketing continues to have an increasingly important role to play. With social media platforms making it harder to reach your customers, and marketplaces growing their market share, it is also one of the most dependable channels through which a business can deliver a customized experience.

Delivering personal experiences through email will become the new normal, achieved through rich integrations between ecommerce platforms and smart email marketing technology. Dynamically generated email content including product recommendations, and specific offers based on browsing behavior across channels, previous actions, prior purchase history, and other enriched data will drive relationships between consumers and brands. Coupled with a new era of interactive emails that will bring the purchasing experience to the inbox, email will become an even more integral channel for the omnichannel merchant, and a key driver for lifetime value, a key input into determining one's willingness to spend through other digital channels.



**Ryan Murtagh**  
Founder & CEO of Neto

Ryan Murtagh is the founder and CEO of leading ecommerce platform, Neto.

Established in 2009, Neto is a fully integrated ecommerce suite. Neto brings together everything that is required to build, optimize, and grow a successful B2B or multi-channel ecommerce business. Thousands of retailers across the world use the platform to sell their wares and cumulatively turn over more than \$3 billion in sales annually.

Ryan started his journey as an Australian multi-channel retailer, importing and distributing products on eBay, a webstore and a bricks and mortar location, establishing Neto after identifying the pain points of running a multi-channel retail business.

# Interactive emails will become part of the customer experience

Email as a medium has grown even more during 2021 - consumers are more open to receiving emails and acting upon them. Across all industries, subscriber lists have grown, from March and all the way through Q4. There are some great new advances in email that will arrive in the next few years.

One of the next frontiers in email marketing is to remove another barrier to entry for customers. Emails will become more interactive, with live surveys and potentially in email purchases becoming possible in just the next few years as Google, Microsoft and Apple update their inbox technologies to handle Accelerated Mobile Pages or AMP. It will be exciting to see these functions be implemented, improved upon and part of our customers regular experiences.

Another area where will see improvements will be how inboxes view Dark Mode emails. Dark mode has become incredibly popular for mobile users and even desktop users but has been an area of difficulty for email marketers as different inboxes render visuals in different ways. This dark mode trend will not be going away anytime soon and as such, email platforms should start to natively account for dark mode in order to prevent poor customer experience with color inversion in their inbox.

2022 and 2023 should turn out to be very exciting for email.



**Miles Bodie**

Associate Director of Lifecycle Marketing

Miles Bodie is one of the Associate Directors of the Lifecycle Marketing Department at Hawke Media. He helps campaign managers grow in their field while also creating robust and innovative strategies for his clients. He loves to use data driven insights to surprise and delight his clients' customers.

# Email Marketing will become more and more effective thanks for email-based retargeting

Email-based retargeting is going to be the big trend in email marketing in the next couple of years. A kind of hybrid between retargeting and remarketing, it's when you identify anonymous users on your site and instead of retargeting them with display ads — or in addition to showing them display ads — you send them an email. In other words, it combines the broad scope and behaviour-driven, proactive approach of retargeting, with the cost-effectiveness of remarketing.

It can be done by using an identity resolution technology which allows you to identify anonymous traffic on your website. You then re-engage those potential buyers with an email marketing campaign that takes advantage of the behaviour data recorded for each potential buyer.

This is the perfect strategy for our current times when internet traffic has actually increased because so many of us are quarantined at home — now is the time to keep customers engaged and build audiences so that you can come out strong post pandemic. You might think this would never work, people would find these emails intrusive, you'd be flooded with spam complaints and your email marketing program would ultimately suffer. But that's not the case. Believe it or not, companies using this strategy are seeing average open rates of over 20% and complaint rates less than 0.1%.



**Adam Robinson**  
Founder and CEO of GetEmails

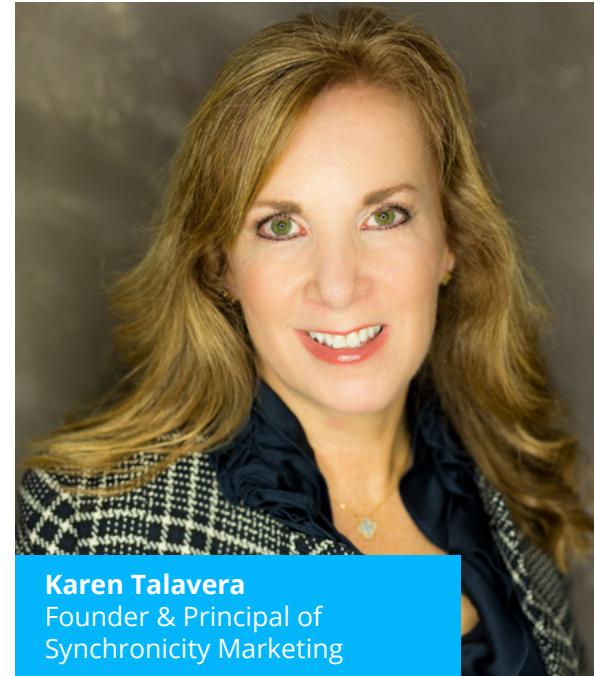
Adam is a tech entrepreneur and Amazon best-selling author. He has founded two tech startups in the email marketing space, first Robly Email Marketing in 2014 and most recently GetEmails, which he launched in November 2019.

# AI will drive a better, more scalable email customization and personalization

Although email marketers have been able to dynamically personalize message content at a 1:1 level for decades, machine-learning and advanced platform integrations will make it easier to do, and much more common. The ability for data-powered artificial intelligence to drive the process will power this leap forward. In other words, it'll become easier for the average marketing professional to automate and generate messages reflecting real-time relevancy to individual customers and subscribers. Advanced platform front-ends and better data integration and analysis between systems will mean more brands will tread into these once time- or tech-consuming waters.

Where in the past marketers needed to create rules-based workflows to generate distinct email message versions for different audience segments or members, in the future live cross-platform feeds of both subscriber digital marketing response and purchase behavior will be used to predict and inform the best, most relevant content for a specific message - which can be inserted on-the-fly. The result? "mind-reading" commercial email that looks truly 1:1, dynamically keeping pace as a customer or email subscriber's relationship to your brand evolves.

As martech grows more powerful and sophisticated, it empowers those of us in the drivers seat to improve the relevancy and value of email we send. And at the end of the day, that's what program success hinges on.



**Karen Talavera**  
Founder & Principal of  
Synchronicity Marketing

Karen Talavera is the founder and principal of Synchronicity Marketing, a data-driven digital marketing consultancy. As current Vice Chair of the Email Experience Council she is a recognized global expert, thought-leader, speaker and professional educator with 20 years' experience in email and digital marketing strategy. Karen has contributed to e-commerce performance improvements for countless brands in DTC, financial services, travel, healthcare, retail and tech including Google, Disney, Kendo Brands, City National Bank, AAA, Fidelity, Amway and many more.

# Email Marketers will rely more on first-party data for their email campaigns

With the demise of third-party cookies, marketers will rely on first-party data to learn about their customers and deliver the content they want. For some email marketers, this may mean turning to additional tools like CDPs, but many savvy marketers will try to better use the technology they already have.

I think more email marketers will be connecting Google Analytics (or whatever analytics tools they use) to their email marketing database. GA provides a wealth of historical data email marketers can use to tailor content, product recommendations, and even the frequency of their emails. Based on site behavior, marketers will opt folks into different email lists to send them more timely, relevant emails. This will increase clicks, opens, and revenue.

Almost every site in the world uses the free version of Google Analytics, and when connected to email, the power of Google Analytics becomes incredible. The modern customer expects personalized experiences, and the opportunity to tap into this first-party data and deliver on customer expectations is too good to pass up.



**Rishi Shah**  
CEO of Digioh

Digioh helps email marketers capture more emails with Pop Ups, Abandon Cart, Landing Pages, and Preference Centers

# Email notification banners will play a critical role to gain attention

2022 and beyond will bring the need for a more formalized email notification banner. 2021 has been a year of constant change and, as consumers, that meant not always knowing the most up-to-date information from brands. As marketers it meant many of us have been struggling to get that same information out. This will have a lasting impact on how we as marketers communicate to our audience.

Notifications exist widely on the web, but few have made the translation over to email. While email is the number one place you communicate with your audience, it hasn't always been the best place for your audience to find critical information. Email notifications that already exist are mostly done as one-offs. Incorporating formal email notifications will take template adjustments and consistency to essentially train your audience on where to find critical updates.

Getting your audience the most important information right away in an email, whether it's a sale or new store hours, is obviously one of your goals. If you add a notification banner to all your emails you can give this important information in real time and continue the email journey without altering your content or sending more emails than you'd planned.

Another lesson we have learned in 2021 is that there is a very real limit on digital consumption. To fight digital fatigue marketers can add the most important information to the top of all their emails in a banner, increasing the chances that it's seen.



**Cheyenne Ng**  
Director Of Marketing at Zembula

As the Director of Marketing at Zembula Cheyenne is in charge of all things marketing including website, email, content and demand generation. Her vision is to reach the Zembula audience where they are with valuable insights and powerful solutions that marketers need. She's worked at Zembula since 2015, and has spent her entire career in the email/content marketing space.

# Email will become even more important to improve customer service experience

In my opinion, providing an excellent customer service experience through email is going to be the number one email marketing trend over the next few years.

In the digital world, consumers are looking for immediate solutions to their problems and if they don't see the value almost instantly, they are going to continue searching elsewhere.

Brands have two opportunities when it comes to demonstrating value.

The first is great advertising paired with an optimized website that clearly demonstrates the benefits of their products in a matter of seconds so that the user feels confident in their purchasing decision.

The second and more common route is capturing an email address and sending your customer through a series of automated journeys that provide education, value, and ultimately drive conversion.

I believe email is hands down the best opportunity right now for brands to communicate regularly with their customers. Over the last 12 months, we've seen the power of a quality email list and now it's time to double down on strategy and optimize your email marketing efforts.

Brands that understand this and invest heavily in optimizing their email marketing are going to come out on top time and time again.



**Riley Burke**  
Director Of Email Marketing  
& Business Development

Business Administration and Marketing graduate with experience structured in strong leadership, innovative thinking and a passion for interpersonal relationships. Highly motivated, goal-oriented professional that thrives in a team environment as well as independently. Acknowledged for exceeding expectations and motivating team members to strive beyond set boundaries and goals. Seeking to begin a career in marketing, sales and general business practice for a reputable company that will allow me to demonstrate my ability to critically analyze situations, build relationships and drive results.

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