

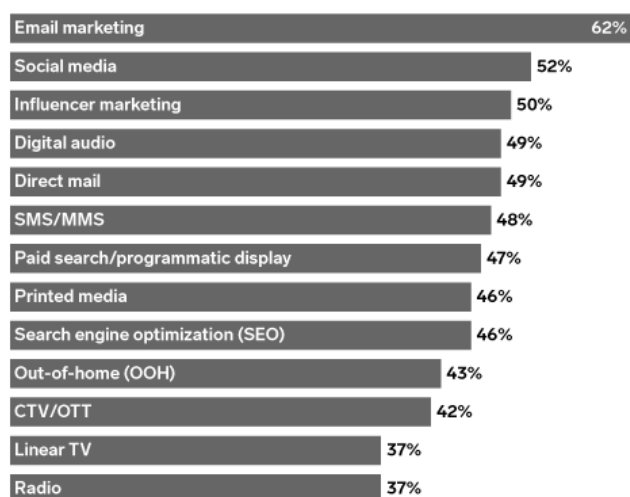
US marketers increase email marketing budgets as they seek ways to increase engagement

Article

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Areas of Their Direct Marketing Budget That Has Increased in the Past 12 Months According to US B2B and B2C Marketers, April 2023

% of respondents



Note: Respondents were asked, "How has your budget for the following direct marketing strategies changed in the last 12 months?"

Source: SeQuel Response and ISG, "The 2023 Direct Mail Marketing Benchmark Report," Aug 29, 2023

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Insider Intelligence | eMarketer

Key stat: Email marketing is the top area where US B2B and B2C marketers have increased their direct marketing budget in the past 12 months (62%), according to a survey from SeQuel Response and ISG.

Beyond the chart:

- Email marketing is favored by marketers because of its high return on investment—\$36 dollars for every dollar spent, **according to Litmus**.
- However, nearly half (48%) of US internet users always or often ignore/delete emails from brands without reading them, per a February Airship study.
- To combat that, brands are leaning on AI and automation tools to deliver more personalized, targeted messaging to their audiences.
- **Google's new email sender guidelines** could throw a wrench in marketers' email plans by making it easier to unsubscribe from bulk senders.

Use this chart:

- Identify the areas where marketers are increasing their direct marketing budgets.

- Plan your marketing media mix.

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