

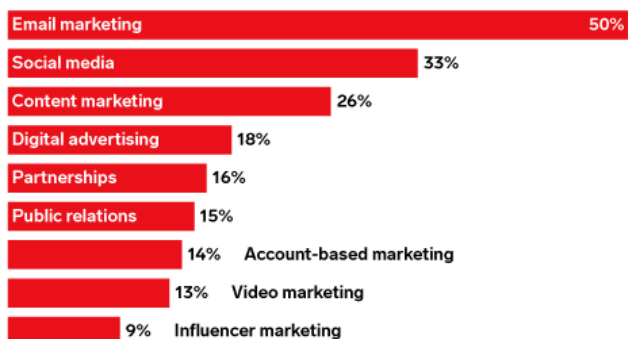
# Email marketing is the most impactful channel for B2B marketers

Article

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## Marketing Channels That Has the Most Impact on Multichannel Strategy According to US B2B Marketers, April 2023

% of respondents



Note: top 3 responses

Source: Ascend2, "B2B Perspective on Multi-Channel Marketing" in partnership with ZoomInfo, Oct 17, 2023

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Insider Intelligence | eMarketer

**Key stat:** Half of US B2B marketers say that email marketing is the channel that has the biggest impact on their multichannel strategy, outpacing social media (33%) and content marketing (26%), per April 2023 Ascend2 and Zoominfo data.

### Beyond the chart:

- Email marketing is the top area both US **B2B and B2C marketers have increased their direct marketing budget over the past year**, according to an April 2023 survey from SeQuel Response and ISG.
- **But recent changes from Apple and Google** have threatened the effectiveness of email marketing, forcing marketers to figure out which metrics matter most.
- "Opens are dead for all intents and purposes," though they can still show directional trends, said Ryan Phelan, managing partner at marketing company RPEOrigin. Instead, click-based activity is what marketers should be paying attention to.

### Use this chart:

- Identify which marketing channels B2B marketers find most valuable.
- Evaluate your multichannel strategy.

### More like this:

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

- US B2B marketing data spending growth remains sluggish amid economic pressures
- B2B marketers are taking a cautious approach toward data investments
- B2B marketing firms are spending less and focused on ROI for 2023 and 2024

*Note: Respondents were asked, "Which of the following has the most impact on your multi-channel strategy?"*

*Methodology: Data is from the October 2023 Ascend2 report titled "B2B Perspective on Multi-Channel Marketing" in partnership with Zoominfo. 101 US B2B marketers were surveyed during April 2023. Respondents were from companies with fewer than 50 employees (58%), 50 to 500 employees (23%), or more than 500 employees (19%) in a job role of vice president/director/manager (35%), owner/partner/C-level (52%), or non-management (13%).*