



**Welcome To The  
Future Of Email Marketing  
& Trends**

# Welcome!

Welcome!



**MARCOS DURAN**

**SERCANTE**

**MARKETING MANAGER**

Today we are going to hear from 3 Trailblazers who are here to share their experience with changes in the email marketing landscape.

In this session we will explore topics like:

- Market share shifts
- Privacy and regulation
- Design trends and changes
- AI usage in email
- And more...

Our goal is to **help you define what the future of marketing looks like for YOU!**

If you have any follow up questions, please use the chat or connect with us on LinkedIn.

# AUDIENCE

What is your biggest obstacle when it comes to email marketing?



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# Our Fabulous Panelists



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**FRONT-END DEVELOPER**



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**DIRECTOR, DEMAND  
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**TYLER MCCORD**

**NEW ERA TECHNOLOGY**

**PRACTICE AREA MANAGER,  
MARKETING AUTOMATION**



# Market Changes



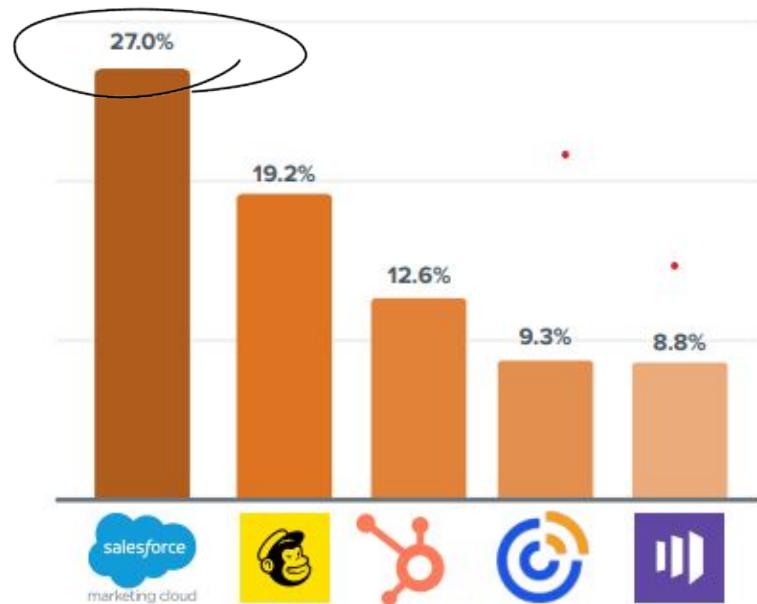
# 2023 ESP Market Share

Here are the top three Email Service Providers in 2022 from a 19 billion email send sample (based on sample data across ESPs) :

- Marketing Cloud (Combined)
  - 35%
- MailChimp
  - 19%
- Hubspot
  - 13%

Out of the ESP's collected across respondents, Salesforce Marketing Cloud has the highest customer satisfaction ratings.

## The most popular ESPs in use today



# Integrations With ESP's

Only **30%** of respondents mentioned their ESP was highly integrated with their martech. As a business leader, what can you do to ensure email is integrated more into your stack and your funnel? How does it impact your business when tech isn't integrated?



# 2022 B2C Email Client Market Share

Top 3 email clients in 2022 from a 19 billion email send sample (based on sample data across ESPs) yielded the following market share:

- Apple (combined)
  - 59.8%
- Gmail
  - 27.6%
- Outlook
  - 4%



# Email Clients

How can we determine which email clients to develop for?

Should we stop developing for Outlook?

# Design Considerations

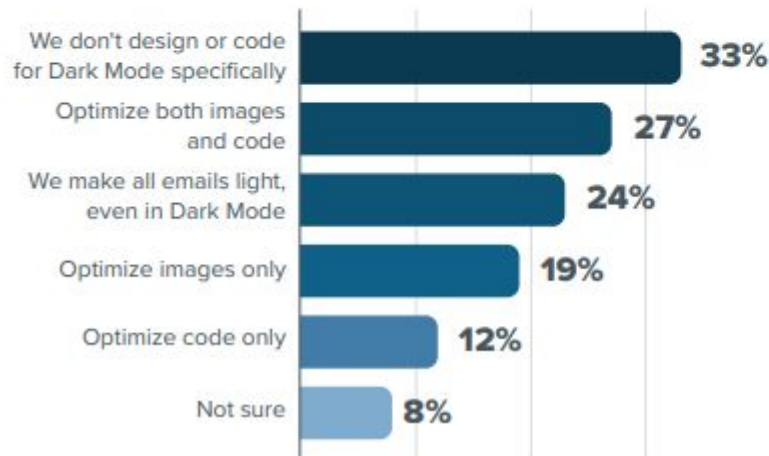


# Dark Mode Design

According to the Litmus report:

- **33%** email marketers don't care about Dark Mode
- **40%** of recipients across ESP's open your emails in Dark Mode

## Does Your Design Philosophy Account For Dark Mode?



# Dark Mode

How can someone tell if their company is developing for Dark Mode?

What resources can they use to start developing with this in mind?

# Personalization



# Personalization

**64%** of emails sent by companies **leverage personalization** using dynamic content.

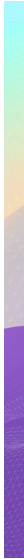
What are some interesting ways you see dynamic content being used IRL?

# Privacy





# Privacy

A vertical bar on the left side of the text area, with a gradient from light blue at the top to purple at the bottom.

With the changes in the way that email clients are recording opens, what would you recommend people do to report on their campaign performance?

# GenAI Usage



# AUDIENCE

Are you using AI technologies like ChatGPT, DALLE, etc., in your email creation or development?



# Benefits Of AI In Email

According to Adobe's What Is AI Marketing? Report (2022), the main benefit for leveraging AI in your email is:

“Increase in **click through rates in email**, which often lead to higher revenue generation.”

Others benefits may include: Shorter email development time and more personalization of email content.

# AI Usage In Email

**58%** of email marketers are not using AI in their email creation process, why do you think that is and how would you recommend they start?



# Predictions



# Our Predictions



**Data Privacy  
Will Get More  
Complex**



**Customer's  
Expectations Will  
Continue To Grow  
Around Personalization**



**AI Usage Will  
Vastly Increase**

# Coming Up Next In Email Marketing...



Data Privacy  
Future: Upgrading  
Your Reporting  
Strategy

[Natalie Jackson, CBIZ](#)



Crafting Impactful  
Customer  
Journeys In  
Marketing Cloud

[Rodrigo Daniel Garcia  
Santander, Orange Digital CX](#)



Creating Kick-Ass  
Lighting Email  
Templates in the  
Drag-and-Drop Editor

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**Thank You!**

