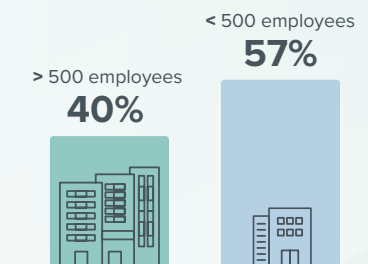
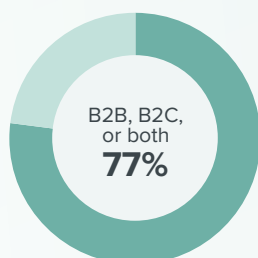




The State of Email in Lifecycle Marketing Report

Lifecycle marketing is no small feat—it's a wide-arching, multi-channel team effort. Oh, and it's really difficult to measure. Our latest State of Email survey revealed how marketers use email for activation, engagement, retention, and beyond, and some of the results surprised us. So, we asked marketing experts to weigh in.

Who took the survey?



Top Industries

Software +
Technology

Marketing/PR

Retail

Financial
services

Only 44% of marketers use lifecycle emails, and when you see our map of every goal and touchpoint in lifecycle marketing, you'll understand why it intimidates so many. We have ideas on how to use email to its full potential this year, though.

56%
of marketers have
untapped lifecycle
email potential

There's a misalignment between marketing goals and priorities

Survey respondents shared their top goals this year and ranked them by importance. But one top goal feels aspirational, not actionable. The experts share why they think there's a misalignment, and we share tips to overcome it.

Marketers' top priorities this year are all intertwined

Improving data management is the third most common priority this year for survey respondents. Yet, it might need to come before the strategies that took the first and second spots.

95%
of marketers use some
email personalization,
but merge tags might
not cut it anymore

Could bare-bones personalization actually hurt your emails? Possibly. A lack of data, resources, and technical skills keeps marketers from using more advanced personalization, but unique experiences might be more attainable than you realize.



What should you focus on right now?

Six lifecycle marketing experts from AppCues, Litmus, Oracle and more, shared what you should do in the next 12 months.

[Download the report](#)

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