



5 Ways

To Increase Email Marketing Performance

Email marketing is a mainstay of the digital mix—serving a critical role in both nurturing leads down the funnel and retaining existing customers. Discover why email is the most implemented tactic for 88% of digital marketers.

Email offers a massive 4400% ROI at \$44 for every \$1 spent.



01 // Leverage Automation

Marketing automation platforms offer advanced capabilities that exceed simple email marketing providers. **Increase conversion rates by 50%** with automated nurture streams.*



02 // Segment Your Database

Segmented and targeted emails **generate 58% of all revenue**.* Segment your list by industry, buyer persona, product interest, and more, to increase relevance and engagement.*



03 // Personalize Communications

Emails with personalized subject lines are **26% more likely to be opened**.* Add your prospects' names to subject lines, greetings, and CTAs for higher CTRs.



04 // Optimize for Mobile

More than **50% of all emails are opened on mobile devices**.* Make sure your subject lines, creative, and landing page experiences are optimized for mobile users.



05 // Tap into Transactional

Transactional emails (triggered by events like content downloads or webinar sign-ups) **generate 8x the clicks and 6x the revenue**.* Craft these emails thoughtfully with the funnel stage in mind.

PMG helps B2B tech and SaaS marketing organizations define their strategies, deliver on their objectives, and smash their KPIs. Read our eBook, the “Ultimate Guide to B2B Digital Marketing Strategies” and schedule your free 30-minute consultation today to get started.

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