

B2B Email List Strategy

How to build a better business-to-business email list.

Benchmark research to get the conversation going.

The logo for Delivra, featuring the word "Delivra" in a white, sans-serif font. A small red speech bubble icon is positioned above the letter 'i'.

Ascend2 Research Conducted in Partnership with Delivra

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How to build a better B2B email list

Email marketing effectiveness is driven by email list quality. Consequently, building a better B2B email list will positively impact overall email marketing performance.

But what are the most significant barriers to building a better email list, and how are marketers overcoming them?

To find out, Delivra, in partnership with Ascend2, fielded the Email List Strategy Survey and completed interviews with 245 marketing influencers.

This report titled *B2B Email List Strategy* exclusively represents the opinions of the 123 companies dedicated to the B2B marketing and sales channel. We thank these busy professionals for sharing their valuable insights with you.

This research has been produced for your use. Put it to work in your own marketing strategy. Clip the charts and write about them in your blog or post them on social media. Please share this research credited as published.



Methodology

Ascend2 benchmarks the performance of popular digital marketing practices using a standardized questionnaire and proprietary 3-Minute Survey format.

This survey was conducted online from a panel of more than 50,000 professionals. The following are represented in this report:

Role in the Company

Owner / Partner / CXO	36%
VP / Director / Manager	41%
Non-Management	23%

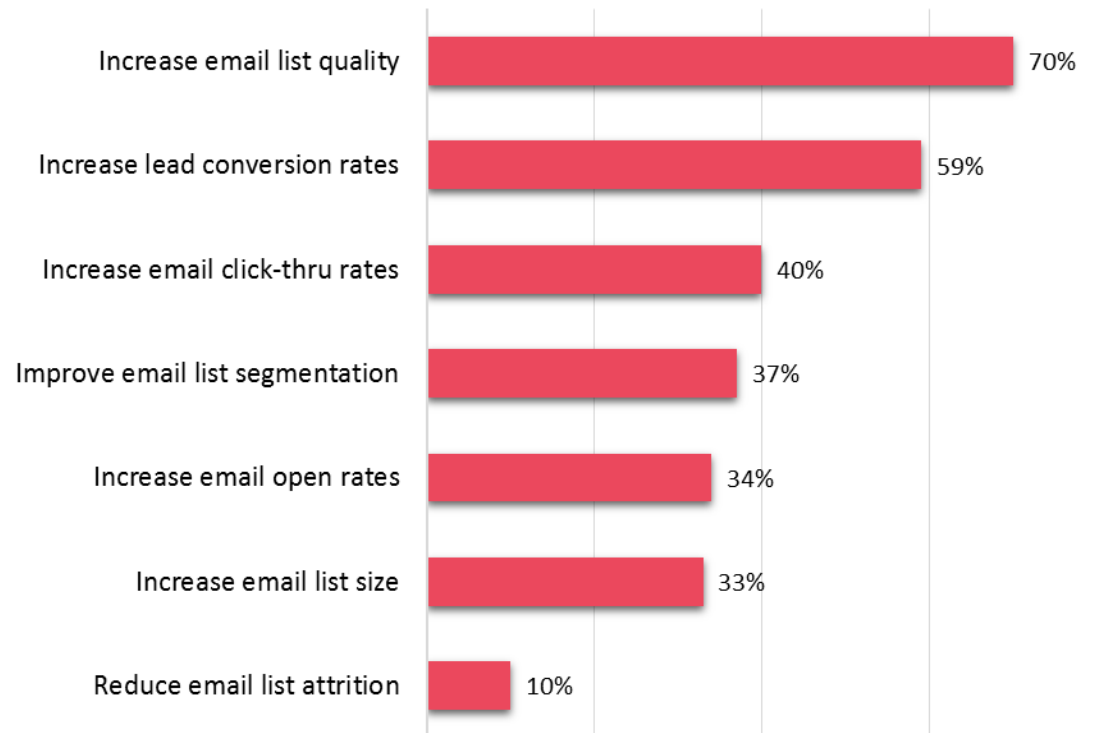
Number of Employees

More than 500	21%
50 to 500	24%
Fewer than 50	55%

Most important goals of an email list strategy

A top objective for 70% of B2B companies surveyed was increasing the quality of their email list data. 59% of B2Bs said an increase in lead conversion rates is also an important goal.

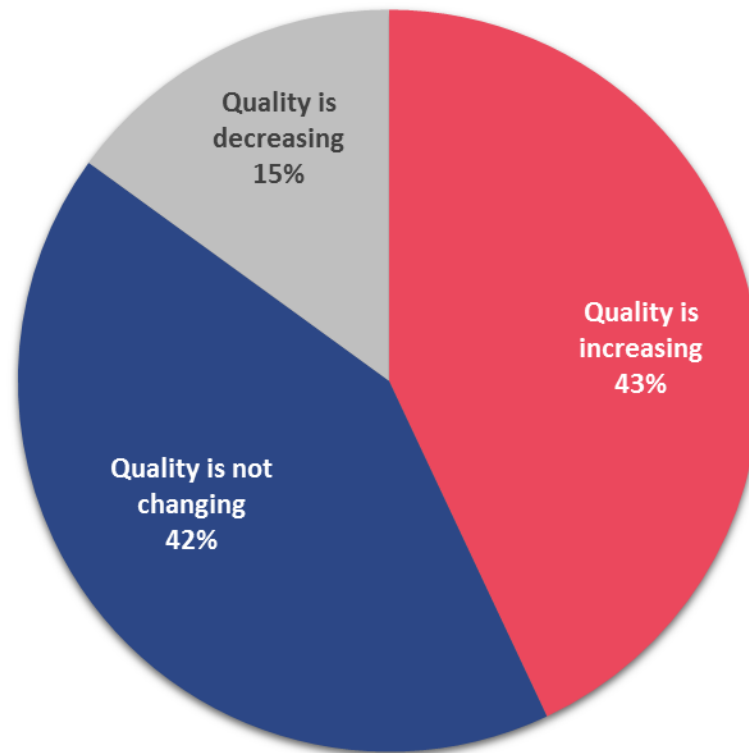
What are the MOST IMPORTANT GOALS of an email list strategy?



How email list quality is changing

Achieving the most important goal of increasing email list quality is having an impact. 43% of B2B marketers said email list quality is increasing, while quality is decreasing for only 15%.

Which best describes how EMAIL LIST QUALITY is changing?



Most significant barriers to email list success

Lack of an effective list strategy is the most significant obstacle to B2B email list success for 51% of B2B marketers. Inadequate list hygiene practices is a top problem at 39% of B2B companies.

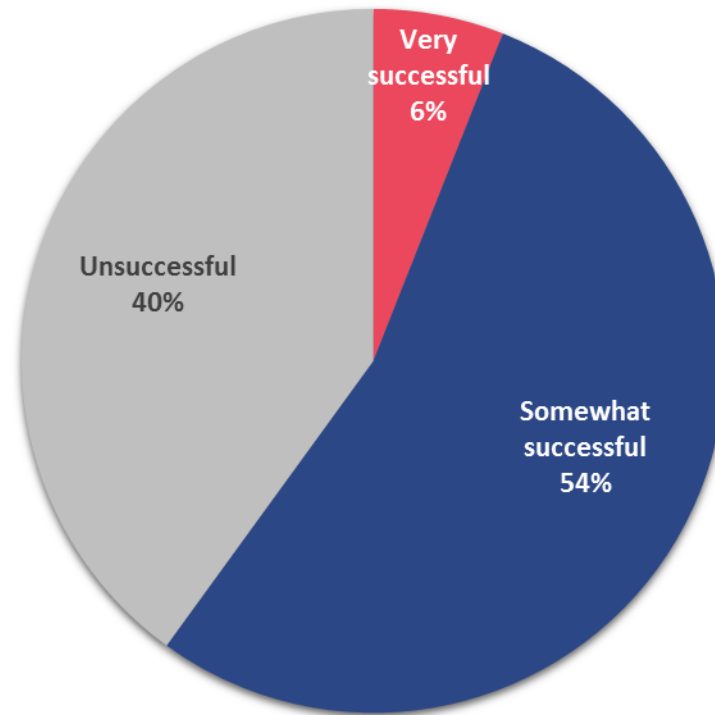
What are the MOST SIGNIFICANT BARRIERS to the success of an email list strategy?



How successful is your email list strategy?

Only 6% of B2B companies consider their email list strategy “very successful” at overcoming barriers and achieving goals while 54% settle for “somewhat successful”. 40% are “unsuccessful”.

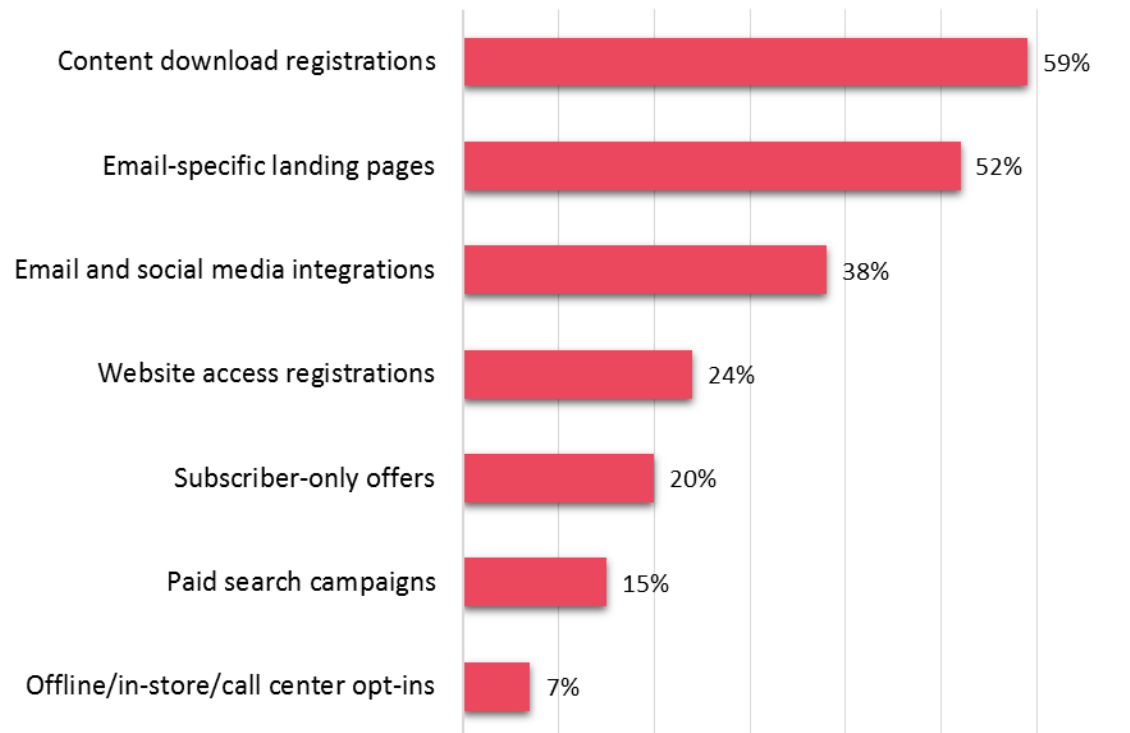
How SUCCESSFUL is your email list strategy at overcoming barriers and achieving goals?



Most effective email list tactics used

Content download registrations (59%) and email-specific landing pages (52%) are the most effective tactics used to achieve email list strategy success for B2B marketers.

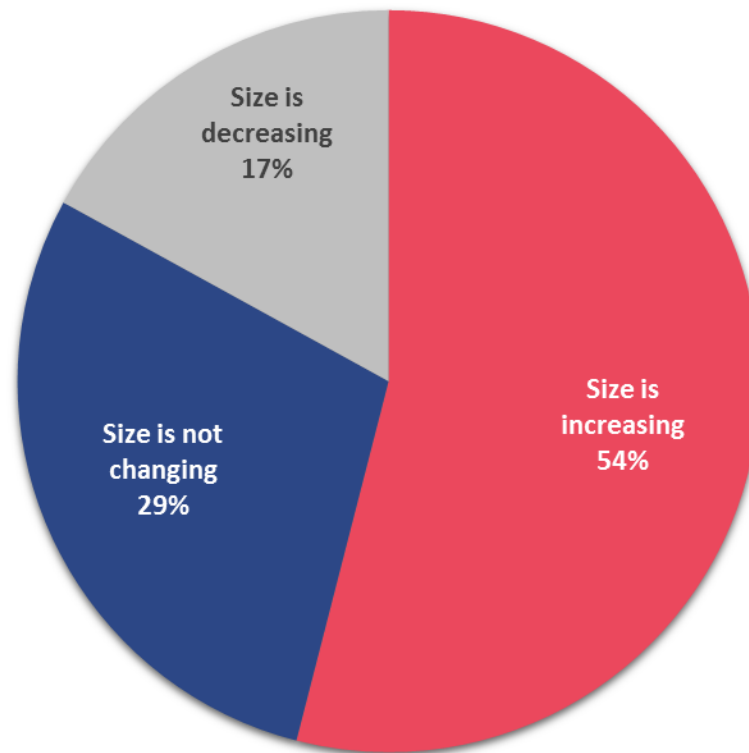
What are the MOST EFFECTIVE TACTICS used to achieve email list strategy success?



How tactics are changing the size of email lists

Increasing email list size, regardless of quality, is no longer a top priority for B2B marketers, yet email list tactics continue to drive an increase in email list size for a majority (54%) of companies.

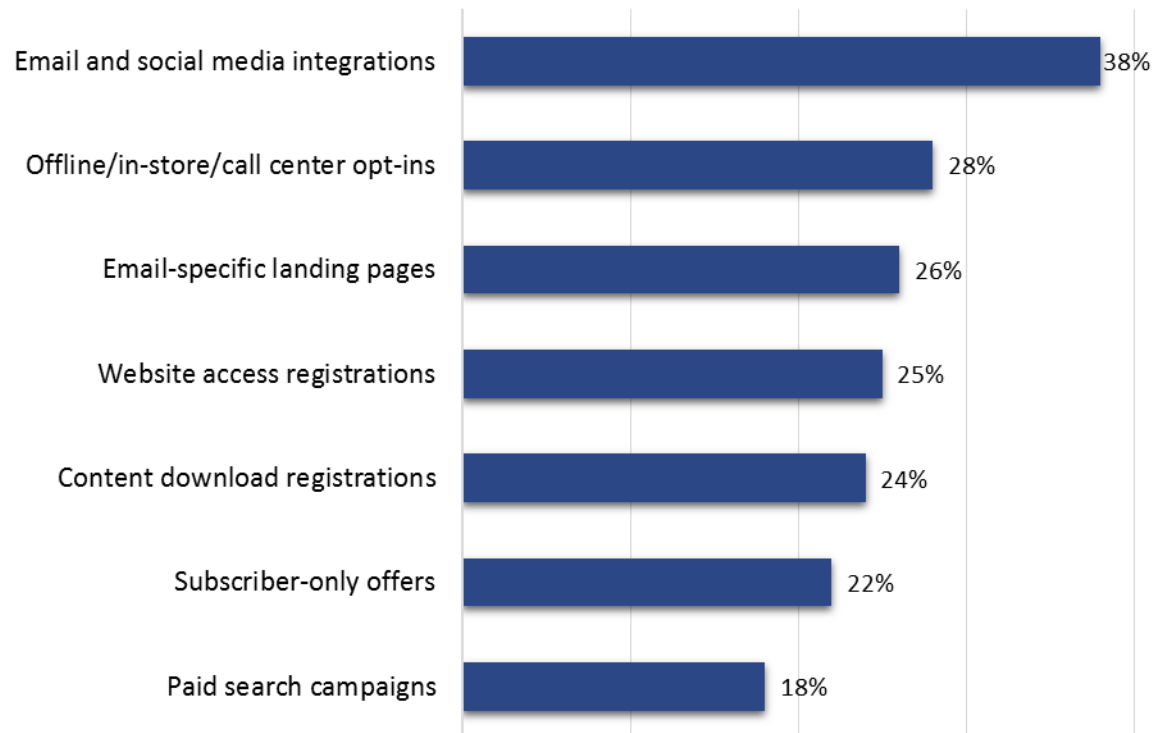
Which best describes how EMAIL LIST SIZE is changing?



Most difficult email list tactics executed

Integrating email and social media (38%) and executing offline tactics (in-store/call center opt-ins) for online purposes (email lists) are the most difficult tactics B2B marketers face.

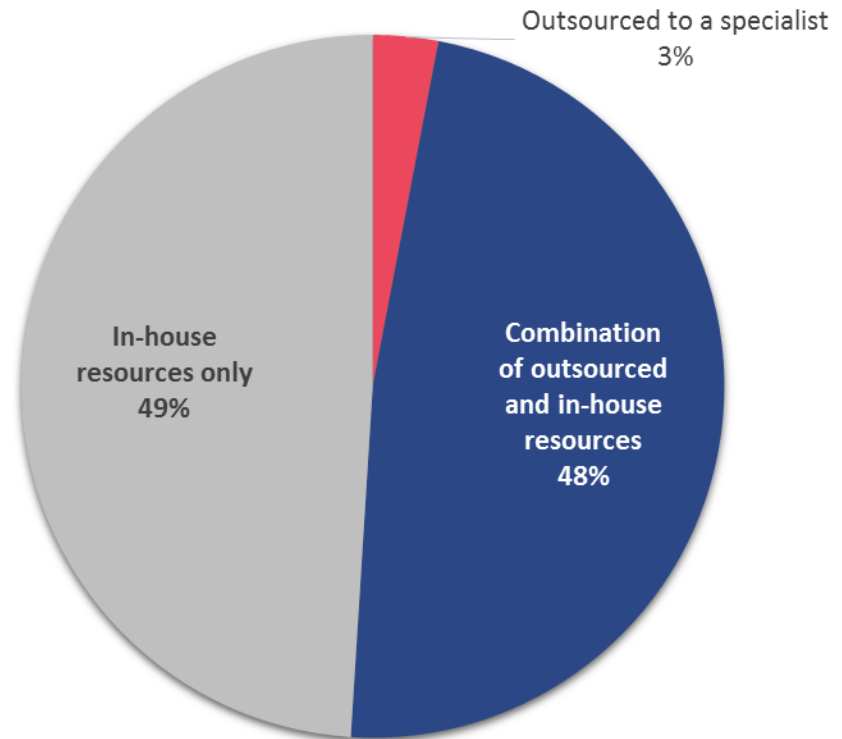
What are the MOST DIFFICULT TACTICS to execute in an email list strategy?



Resources used to execute email list tactics

The degree of tactical difficulty often defines the resources to execute them. This is the reason 51% of B2B companies outsource the execution of all or part of their email list tactics.

Which best describes the RESOURCES USED to execute email list tactics?



Comparing most effective and most difficult tactics

Content downloads and landing pages are at least twice as effective as they are difficult. Comparing effectiveness and difficulty are critical to the development of an effective strategy.

How the most effective and the most difficult tactics compare.



About the Research Partners

Delivra

The idea of giving clients a helping hand while navigating email marketing hasn't changed since Delivra opened its doors more than 15 years ago. The core of Delivra's mission is helping clients build email marketing campaigns that get noticed, get conversations going with recipients, and actually get results. It's just one of the things that makes Delivra different.

Learn more at Delivra.com

Ascend2

Marketing software and data companies, and digital marketing agencies partner with Ascend2 to reliably generate demand and supplement marketing content. Our Research Partner Programs are transparent – spotlighting your brand and the interests of your market.

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