

Email Marketing Self-Assessment



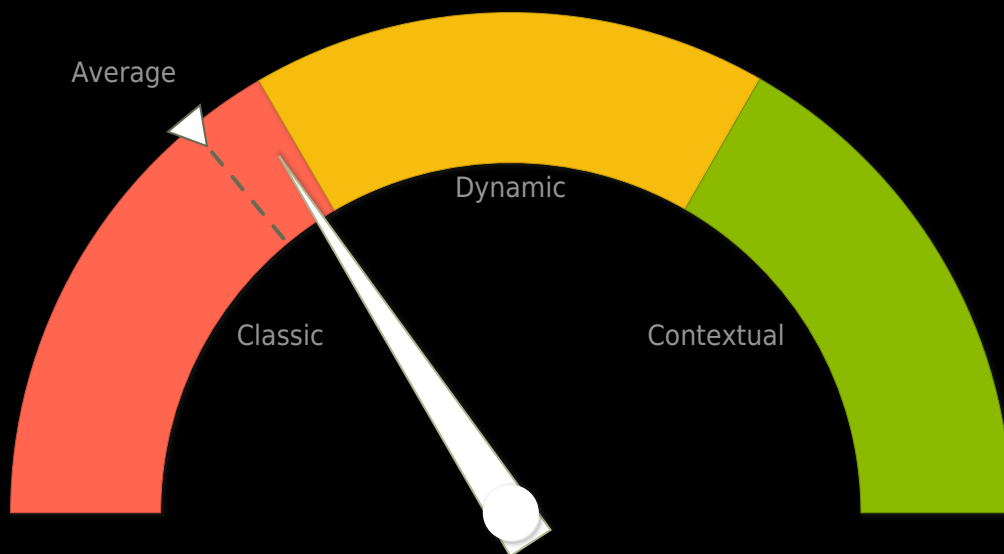
Results Summary

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Below are your results of the Email Marketing Self-Assessment. You are evaluated across each of the four areas: data, content, delivery, and strategy.

Your evaluation is also compared against benchmark data that Adobe collected of 220 email marketers in North America. The results determine whether your email practices can be currently considered as Classic, Dynamic, or Contextual. Download the benchmark data report [here](#). To learn more about how Adobe can help, go to: www.adobe.com/campaign.

Your Overall Level: **Classic**



Overall Analysis:







This score indicates your marketing organization has achieved some of the basic strategies of email marketing, such as emailing lapsed customers, including basic personalization fields, or cross-selling, but still has a lot of room to improve. Look to engage in deeper personalization and segmentation, leveraging dynamic content, and accessing more database fields about customers. [Adobe can help.](#)

Results Breakdown



Email Data







Email creates a tremendous opportunity to gather data and insight into customer behavior before, during, and after the click.

	<p>Analysis: You have a moderate proficiency in managing email data. Look to improve in areas such managing multiple data sources to enhance your email marketing database to increase maturity.</p>
	<p>Q1. We can easily access and manage our email marketing database.</p>
	<p>Q2. We can easily bring in various data sources, such as purchase info, CRM data, 3rd party data, etc.</p>
	<p>Q3. We have the ability to enhance our customer email marketing data over time, enriching insights.</p>
	<p>Q4. We can test, target and segment different areas of our customer base in real-time for email campaigns.</p>
	<p>Q5. We can easily manage, measure, and impact click, open, deliverability, and bounce rates.</p>



Email Content

Relevant and personalized content is key to designing effective email marketing campaigns.

	<p>Analysis: You have a basic proficiency in managing email content. Ensure you have access to tools that allow you to easily select, manage, and add content to emails to increase maturity.</p>
	<p>Q1. We can easily create and manage email content with drag and drop design tools.</p>
	<p>Q2. We can easily access an asset repository that allows us to upload and import images for emails.</p>
	<p>Q3. We have the ability to deeply personalize email content, leveraging customer database info.</p>
	<p>Q4. We can tap into contextual data such as location, date, time and weather to enhance emails as they are opened.</p>
	<p>Q5. We have the tools in place to easily collaborate with external agencies to create email content.</p>



Email Delivery

Being able to deliver emails to the inbox, in real-time, in conjunction with other channels is key to effective email marketing programs.

	Analysis: You have a basic proficiency in email delivery. Look to improve in areas such as investing in tools that help you build the email conversation in a single place, and measure and monitor deliverability.
	Q1. We currently execute specific marketing messages like email from within our own platform.
	Q2. We can easily automate and orchestrate a series of emails that flow together with other channels.
	Q3. We consistently have email deliverability rates over 95% with our ISPs.
	Q4. We can easily deliver real-time triggered or transactional emails based on events.
	Q5. We have the ability to build, automate, and deliver customer experiences from a single marketing tool.



Email Strategy

Having a comprehensive email strategy, including executive buy-in and clearly defined tactics are crucial for email program success.

	Analysis: You have a basic proficiency in email strategy. Ensure you have an email strategy and an executive sponsor supporting your email programs. This will help you get the support to deliver more engaging email experiences.
	Q1. We are very satisfied with the effectiveness of our email marketing programs.
	Q2. We have executive buy in on the progress and strategy around our email programs.
	Q3. Our email engagement tactics can be generally described as customer-centric (i.e. listening and reacting), not product centric (i.e. pushing offers).
	Q4. We are able to collaborate effectively with other channel owners in our organization to drive integrated marketing campaigns.
	Q5. We have a clearly defined email strategy for communicating and interacting with customers across channels and/or devices over time.

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