
HOLIDAY EMAIL ENGAGEMENT

SURVEY SUMMARY REPORT

A survey conducted to measure the success of holiday email marketing.



Introduction

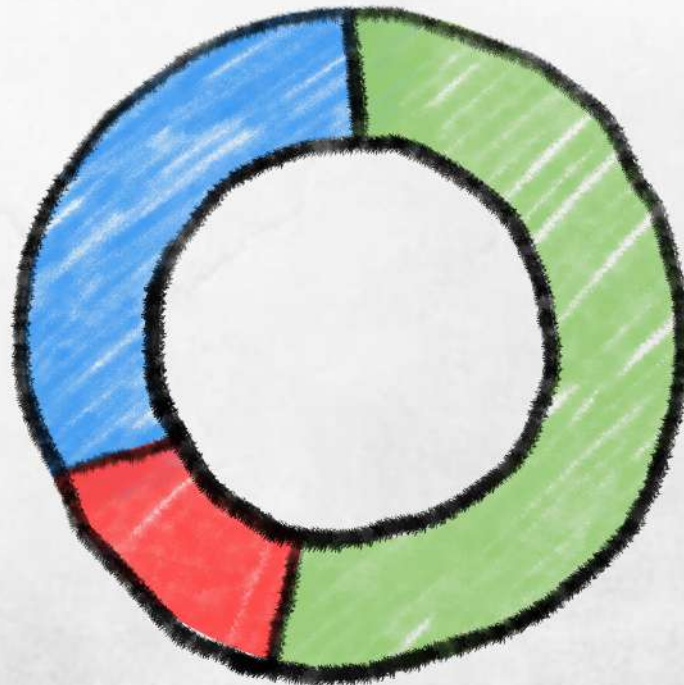
The holiday season is just the right time for an email marketer to embark on some **winning strategies** to earn more audience, drive brand awareness, and ultimately close more sales deals. We decided to understand what went behind every **holiday email planning**, and hence we came up with a short survey with questions that help a marketer recount their holiday email marketing experience.

The learning and insights from this survey report titled **“Holiday Email Engagement”** can be applied very well for this bright new year, helping you ramp up your 2019 email marketing by reflecting on your holiday season’s performance.



The Email Experience

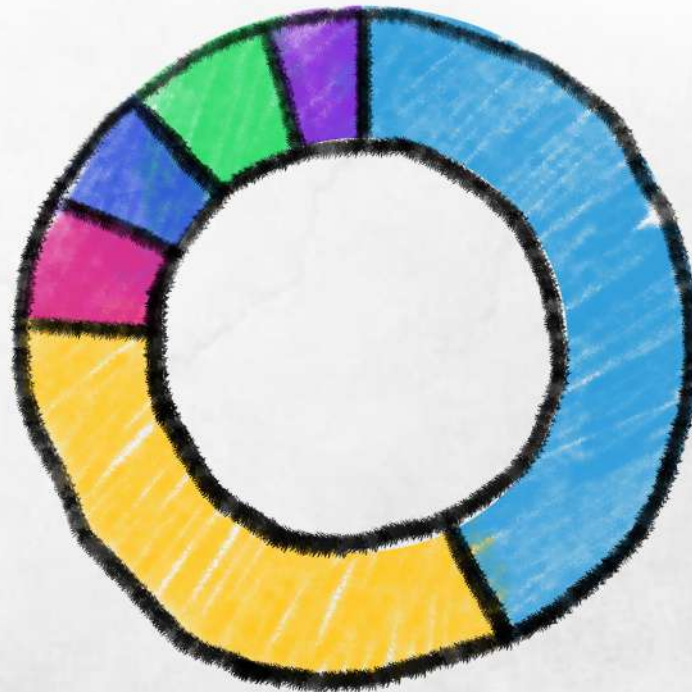
Email marketing is becoming an **increasingly popular channel**, thanks to its reliability and easy means of communication. From our survey, we see that emails continue to be alive and kicking—with **32.57%** of the people being newbies on the board, **14.4%** of them fairly using email as an engagement medium for about a year, and **53.03%** consistently engaging their customers through emails for a span greater than a year.



● Extremely Consistent (> 1 year) ● Fairly Consistent (> 6 months but < 1 year) ● Newbies (< 6 months)

Popular Holiday Occasions

With the holiday season being the prime time to reach out to customers, here's a snapshot of the top festivals and holidays for which people sent out emails:

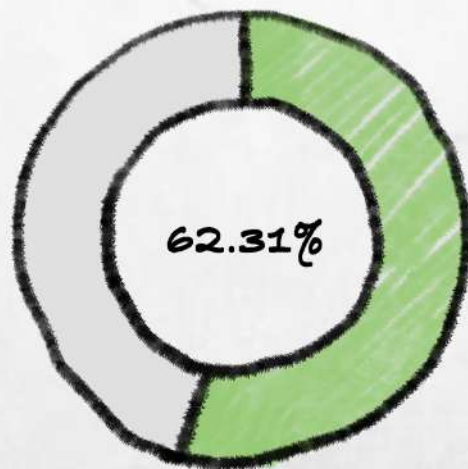


● Christmas ● Black Friday ● Cyber Monday ● Seasonal Wishes ● New Year ● Diwali

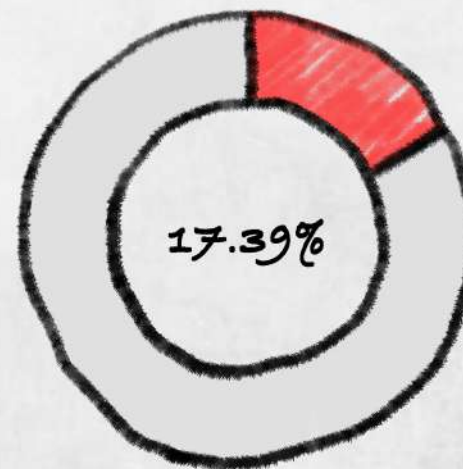
Holiday Email Promotions

Emails sent during the holiday season are opened at a rate that's standard during the other times for **62.31%** of people, while **17.39%** claim that their email open rates have increased around the holidays.

Email Open Rate



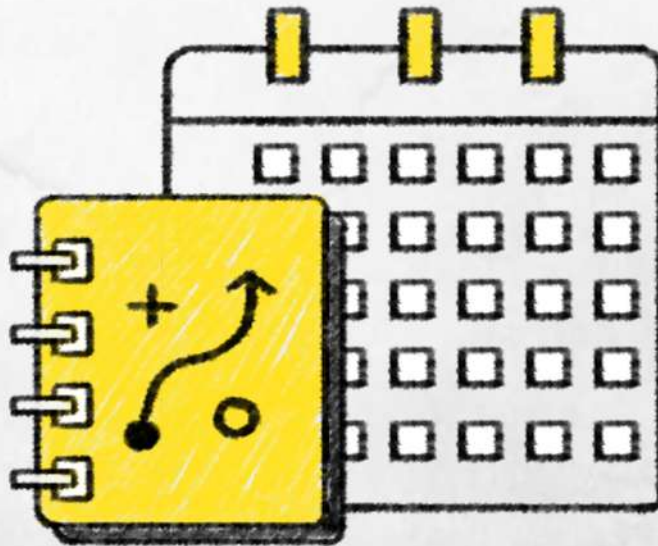
Standard



Increased

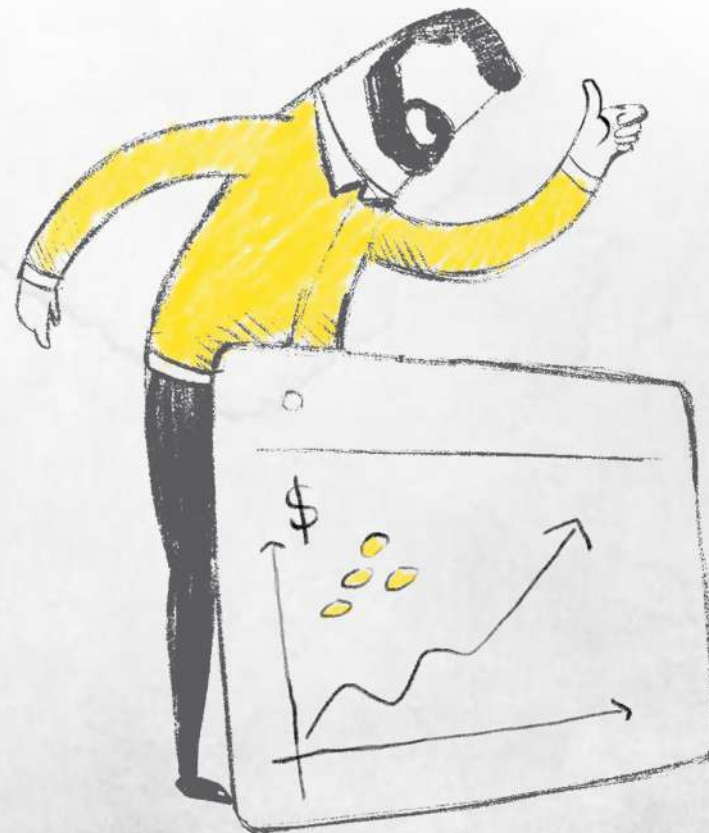
Crafting a plan

Creating an outline of the holiday email marketing activities in prior comes handy during the peak of the season. That said, around **31.34%** of email marketers admit that they carefully plan their steps and organize campaigns using a **marketing calendar**.



The Holiday Business

Holidays can help businesses in different ways—to enhance their engagement strategy, expand their subscriber base, and sometimes, increase the sales and revenue. Adding to this, **25.37%** of the marketers agree that most of their business happens during the holiday season.



Holiday Marketing Strategy

Every business can kickstart their efforts with a goal in mind, and the holiday season is the right time to realize that. These holidays pave the way for an accelerated growth during the new year too. Here's a complete picture of some of the email marketing goals undertaken by marketers for a better business growth:

Why did you engage with customers?

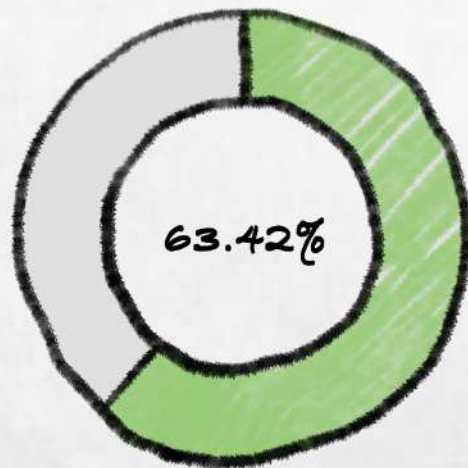
PROMOTING BUNDLES
ACQUIRE LEADS MORE SALES
MAXIMIZE EXPOSURE
LOYALTY BUILDING

How did you achieve this engagement?

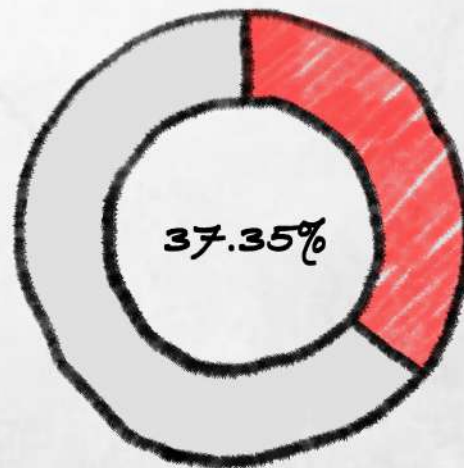
WEBINARS
SEASON'S GREETINGS FUNDRAISER CAMPAIGNS
HOLIDAY PROMOTIONS CUSTOMER ENGAGEMENT
MONTHLY NEWSLETTERS
EMAILS WITH POLLS INFORMATIVE CONTENT
DISCOUNTS EVENT REGISTRATIONS

Email Preference

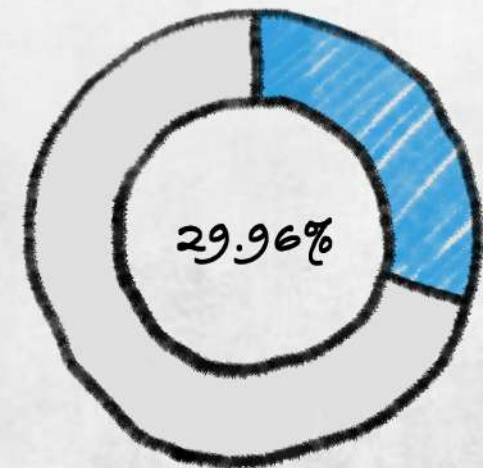
Holidays become the right time to experiment! Marketers can kindle their subscribers' interest by adding different flavors to their emails. From the survey conducted, it's seen that **63.42%** of the marketers prefer discounts and offers in the holiday emails from their favorite brands, **37.35%** of them want informative newsletters, and **29.96%** of them look out for event invites.



Discounts & Offers



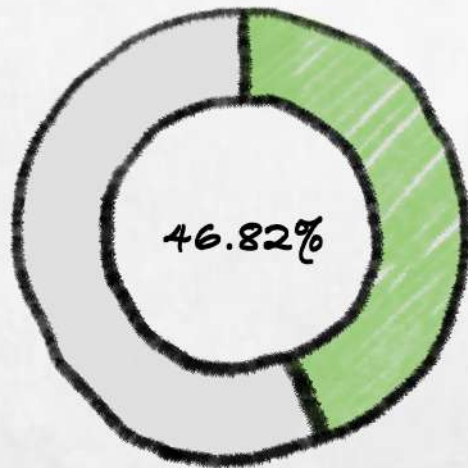
Informative Newsletter



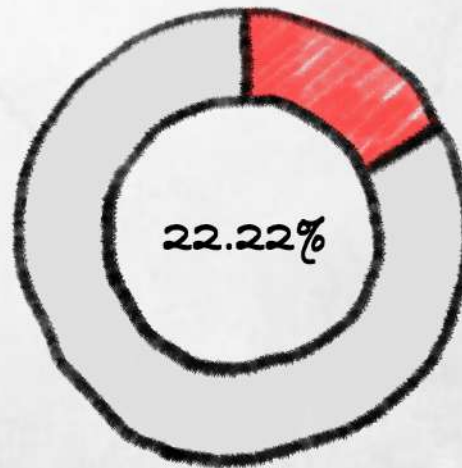
Event Invites

The Email Secret Sauce

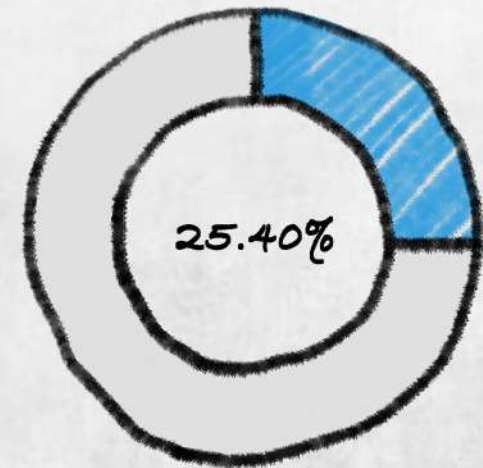
What's that one component that urges readers to open your holiday emails? While **46.82%** of people have a strong inclination towards the subject line being the element that attracts a reader, **22.22%** say it's the brand's content, and **25.4%** rely on the coupons and discount codes offered in emails. Despite being a small section, **5.55%** of them claim to open emails only from known senders, which shows the emerging need for the sender details to be credible and the sender domain to be reputed.



Subject Line



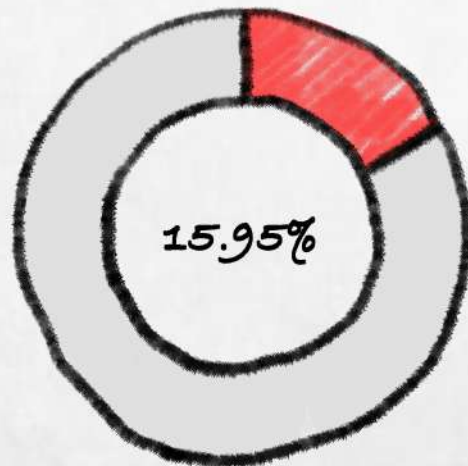
Email Content



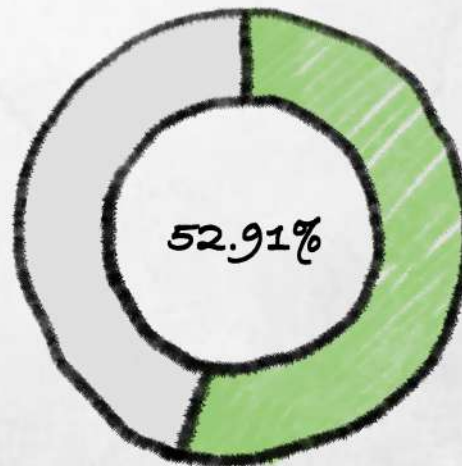
Coupons and Discounts

Count of Emails

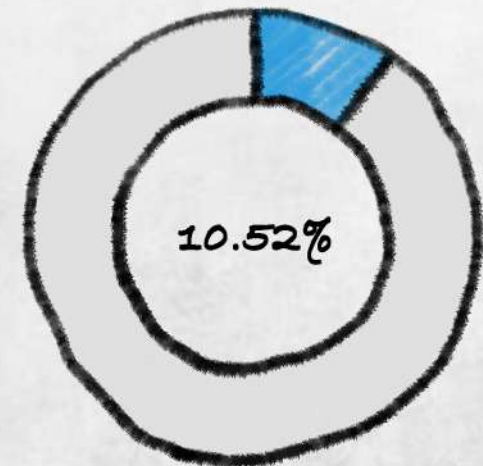
5, 10, 15, 20...? This number line keeps increasing when it comes to holiday emails. **15.95%** of email marketers say that they received less than five emails from the brands they've subscribed to, while **52.91%** of them say they received 10-15 emails. Don't be surprised when **10.52%** of marketers state that they received hundreds and sometimes thousands of emails during the season.



< 5 Emails



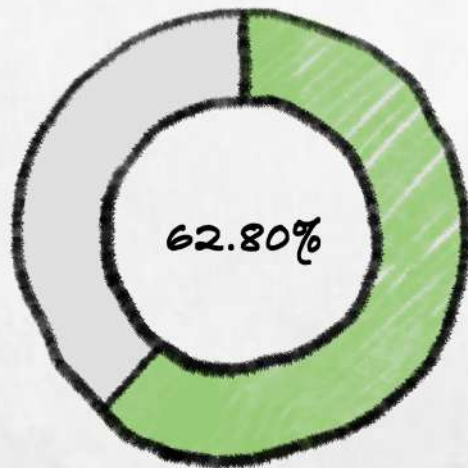
10 - 15 Emails



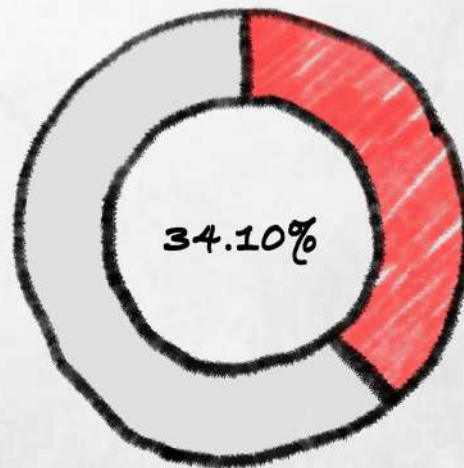
100 - 1000 Emails

The Easy Device

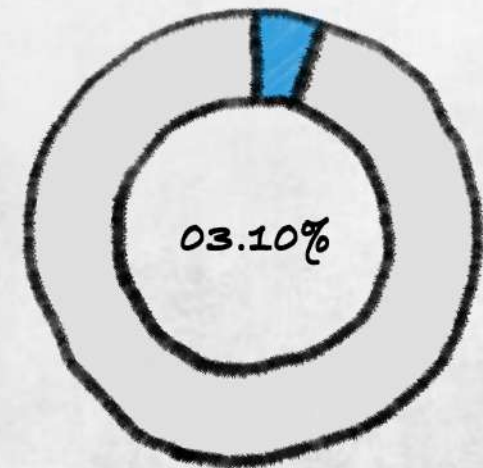
In line with the growing need for responsive emails, about **62.8%** of readers open the holiday emails on their mobile phones and **34.1%** of them still use laptops and personal computers.



Mobiles



Laptops & PCs



Tablets

Overall Holiday Experience

Considering all the aforementioned factors, most of the email marketers have rated their holiday experience to be good. **33.9%** of them have given three stars, **22.6%** gave 4 stars and **17.74%** of them have given a 5-star rating. Overall, the holiday email marketing experience is given an **average rating of 3.6 out of 5.**





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