



THE CUSTOMER SUCCESS PLATFORM

# Enhance Your Email Marketing Strategy with Advertising

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# Top Challenges For Email Marketers Today

## 1. Need to grow your email subscribers list

You are always working to grow your email subscribers, because every new subscriber is a potential revenue opportunity.

## 2. How to reengage the unengaged subscriber

Overall email open rates are below 30%, and every unopened email is a lost revenue opportunity.

## 3. Lots of content but limited space in emails

Email marketers are given tons of content from different teams, and have to prioritize what to include in each email campaign to maximize ROI but avoid subscriber inactivity.

## 4. Limited ability to test creative prior to launching campaigns

While you can do variant testing of your campaigns in the first few hours of their launch, this limits the ability to do more complex tests with copy and imagery.

*Advertising Can Help With Each Of These Challenges*

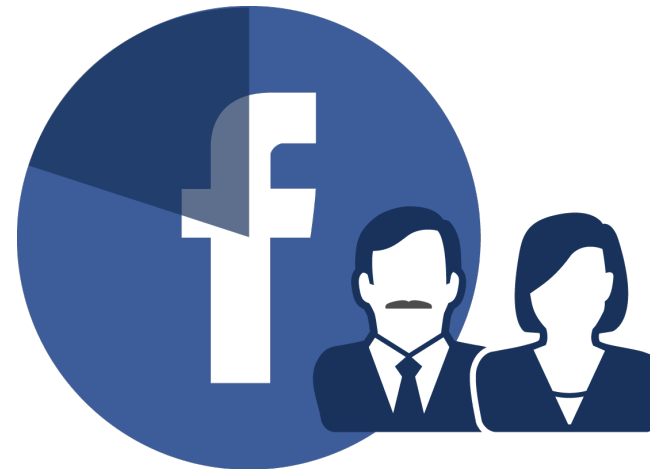
# 1. Need to grow your email subscribers list

Social advertising campaigns can directly grow your subscriber lists, with tactics like bid for conversions.

Facebook lookalike audiences are a way to target people who have not subscribed, but who are in the top one to 10% most similar to your (best) existing subscribers.

This allows you to very cost-effectively target potential subscribers.

**2/3 of consumers** use Facebook to find good deals and promotions, including 80% of Baby Boomers.



## 2. How to reengage the unengaged subscriber

If you have inactive email subscribers who have not opened your emails recently, you may suppress them from all future campaigns in order to improve your open rates.

If you serve these unengaged subscribers social ads, you can drive them back to your website and get them to login. This makes them active, and suitable for new email campaigns.

In a study, a leading online retailer coordinated emails and Facebook advertising for 925k subscribers. It found that the ads **increased the reach of the emails by 77%** by showing the ads to otherwise inactive email subscribers.

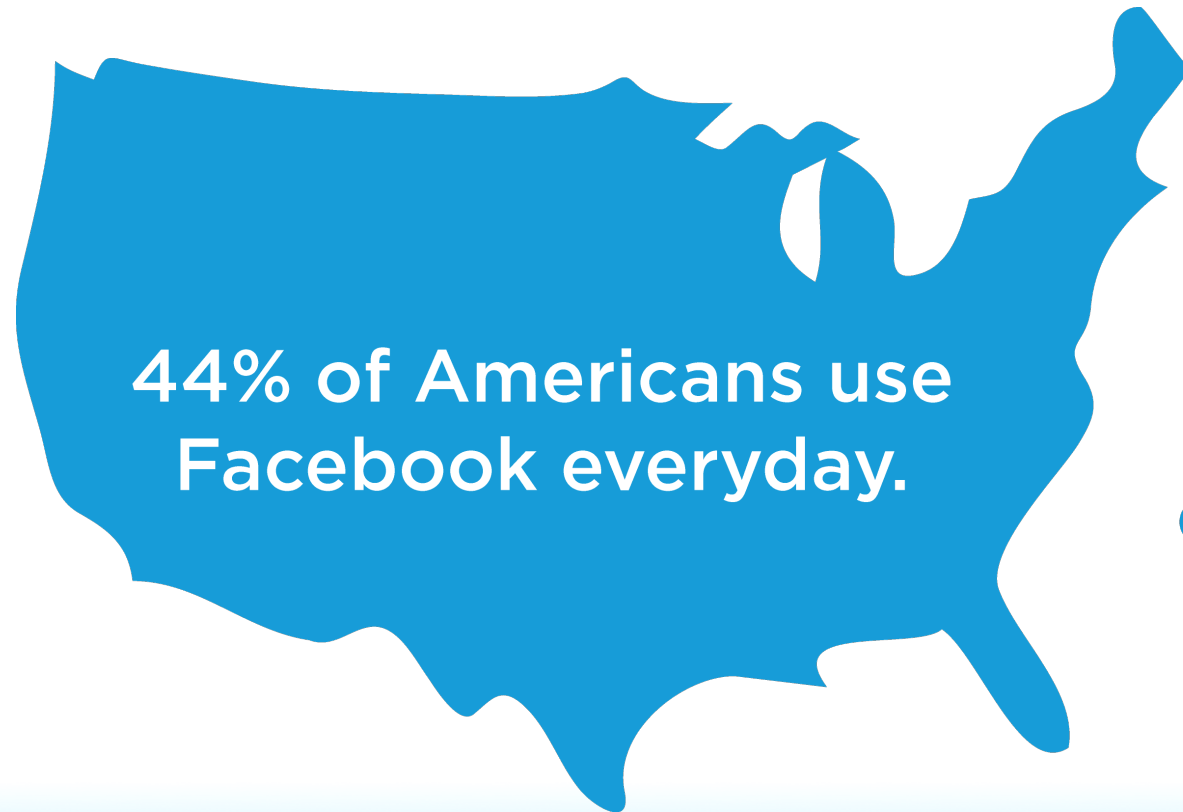
Ads increased reach by 77%

Subscribers were 22% more likely to convert when reached by both ads and email



### 3. Lots of content but limited space in emails

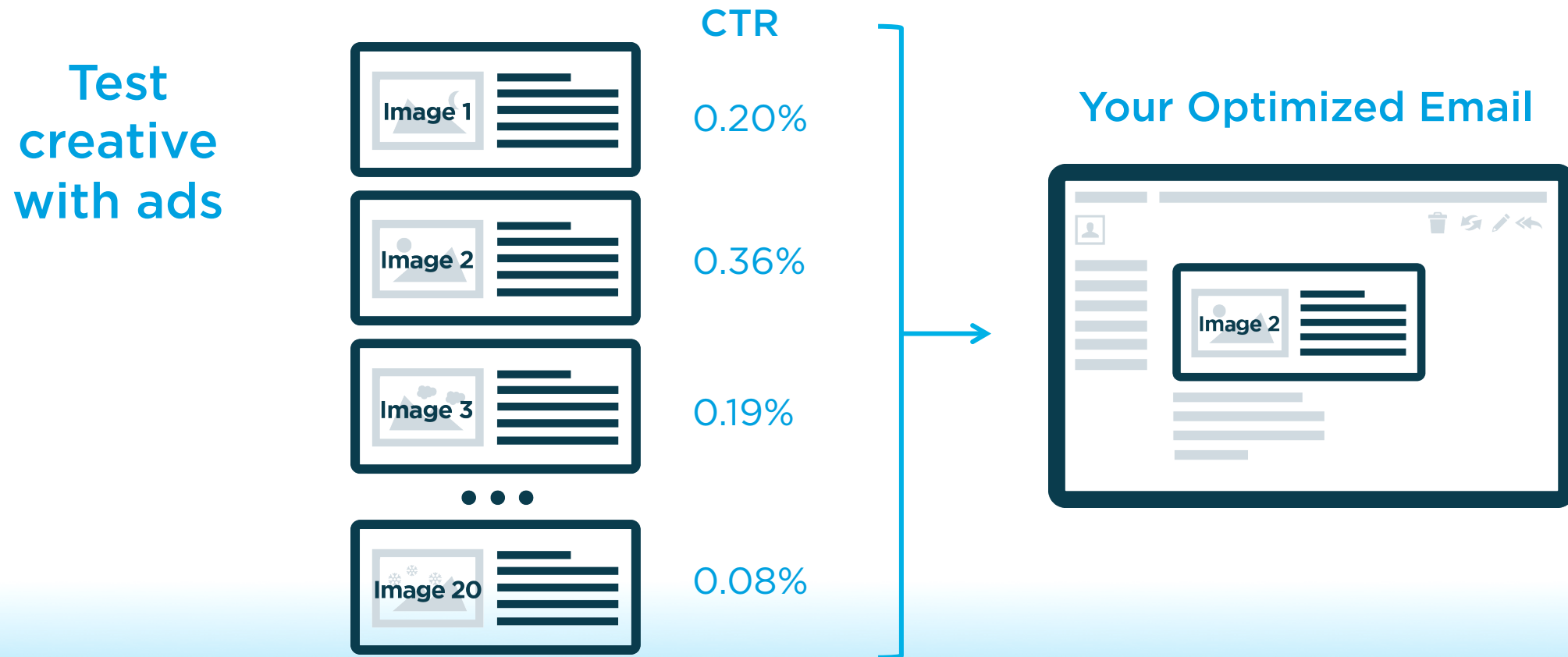
With social advertising, you can serve more of your great content to both your email subscribers and audiences who look and behave like your subscribers. These ads include detailed analytics and reporting from Facebook as a supplement to your email campaigns.



**29% of all Americans use it during work hours every day.**

## 4. Limited ability to test creative prior to campaigns

Social advertising can supplement your existing tests by allowing you to test both subject lines as ad headlines and creative images before your campaign launches in email. The best performing ads likely contain the best possible creative combinations for your emails.



# salesforce active audiences



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