



6 Epic Reasons Performance Email Marketing is Ruling in 2022



Introduction

In 2020, Campaign Monitor's Benchmark report called out a 13% increase in email open rates and an average click-through-rate of 2.6%*. Needless to say, while 2021 was an eventful year for many reasons, it also solidified the importance of email in our communications and cemented email's place as a core medium for direct marketing and advertising efforts.

But while email has secured its place among top marketing channels, there's a leaner, better email player in town — one that saves your money, gets you better ROI, and equips you with all the benefits of email marketing and then some. Who is this player? Performance email marketing.

As businesses get back on their feet and recover from 2020, performance email marketing will be the tool that skyrockets them back into the black and drives more new customers than ever, at a lower cost.

Don't believe us? **Check out the 6 epic reasons why performance email marketing is ruling in 2022.** →

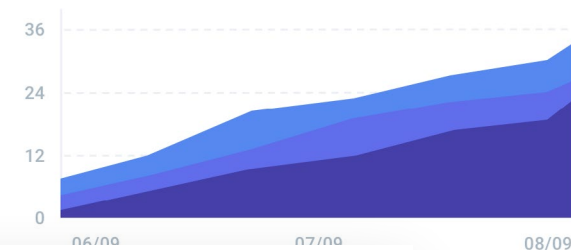


1 The Biggest Bang For Your Marketing Budget

Did your marketing budget grow or shrink in the wake of Covid? According to the February 2021 CMO survey*, marketing spending plummeted for many organizations but is expected to rebound significantly. With the unknowns regarding the pandemic and shifts in consumer shopping behaviors, wise spending of your budget, whether it's expected to increase or not, is crucial to the growth and revenue of your organization.

And that's simply one reason why performance email marketing is ruling in 2022. Performance marketing is a model that breaks the traditional agency mold and instead, allows large organizations/corporations to pay only for results. Meaning, you get the biggest bang for your buck, only paying for qualified leads or converted sales — using your budget for the most effective marketing tool available.

Customer growth insights



\$14,124.90	n/a	\$47,149.60	↑ 234%	\$67,903.20	↑ 45%	\$61,094.30	↓ 11%	\$73,073.96	↑ 20%
\$11,971.40	n/a	\$9,190.75	↓ 24%	\$10,793.30	↑ 18%	\$17,356.20	↑ 61%	\$12,316.70	↓ 30%
\$4,454.84	n/a	\$6,403.01	↑ 44%	\$5,464.71	↓ 15%	\$6,057.32	↑ 11%	\$4,736.62	↓ 22%
\$5,073.20	n/a	\$3,403.60	↓ 32%	\$3,322.15	↓ 5%	\$6,345.70	↑ 92%	\$3,992.75	↓ 36%
\$3,492.10	n/a	\$3,003.71	↓ 14%	\$5,184.47	↑ 73%	\$4,670.48	↓ 10%	\$4,095.49	↓ 13%
\$3,093.80	n/a	\$2,323.75	↓ 25%	\$946.05	↓ 60%	\$2,270.85	↑ 141%	\$2,696.90	↑ 19%
\$3,912.14	n/a	\$3,350.43	↓ 15%	\$579.95	↓ 85%	\$1,010.95	↑ 75%	\$403.69	↓ 61%
\$2,153.40	n/a	\$3,111.40	↑ 45%	\$1,346.85	↓ 57%	\$3,249.65	↑ 142%	\$2,386.05	↓ 27%
\$5,015.20	n/a	\$2,304.40	↓ 53%	\$1,565.50	↓ 35%	\$1,539.40	↓ 2%	\$1,336.70	↓ 14%
\$988.00	n/a	\$944.00	↓ 5%	\$1,712.00	↑ 82%	\$1,872.00	↑ 10%	\$1,919.50	↑ 3%
\$728.00	n/a	\$182.00	↓ 75%	\$0.00	↓ 100%	\$3,094.00	↑ 100%	\$2,275.00	↓ 27%
\$603.00	n/a	\$201.00	↓ 67%	\$58.00	↓ 72%	\$938.50	↑ 1519%	\$4,233.00	↑ 352%
\$790.68	n/a	\$1,086.47	↑ 38%	\$1,403.35	↑ 30%	\$460.36	↓ 68%	\$910.86	↑ 98%
\$2,471.60	n/a	\$421.80	↓ 83%	\$319.90	↓ 25%	\$240.50	↓ 23%	\$125.80	↓ 46%
\$659.01	n/a	\$658.03	↓ 1%	\$1,170.04	↑ 78%	\$1,246.53	↑ 7%	\$625.80	↓ 50%
\$276.00	n/a	\$413.25	↑ 50%	\$271.20	↓ 35%	\$447.90	↑ 66%	\$2,336.60	↑ 422%
\$1,717.00	n/a	\$1,159.40	↓ 33%	\$645.30	↓ 45%	\$409.25	↓ 37%	\$182.00	↓ 66%
\$261.00	n/a	\$1,228.00	↑ 371%	\$1,441.00	↑ 18%	\$771.00	↓ 47%	\$420.00	↓ 46%
\$956.40	n/a	\$956.80	↑ 1%	\$971.80	↑ 41%	\$644.20	↓ 33%	\$907.60	↑ 41%
\$411.29	n/a	\$731.43	↑ 78%	\$790.55	↑ 9%	\$992.51	↓ 26%	\$781.86	↓ 32%

2 Direct Access to New Customers

New customer acquisition by proxy creates an email list but what if you had direct email access to thousands of new customers? And we're not talking about buying junk leads but running campaigns through established and exclusive email platforms and directly targeting new customers who may have not been exposed to your product before.

Performance email marketing is a customer acquisition solution with targeted lists of potential customers that are just waiting to hear from you. And with the performance model, you have nothing to lose and everything to gain by this direct access to new customers.

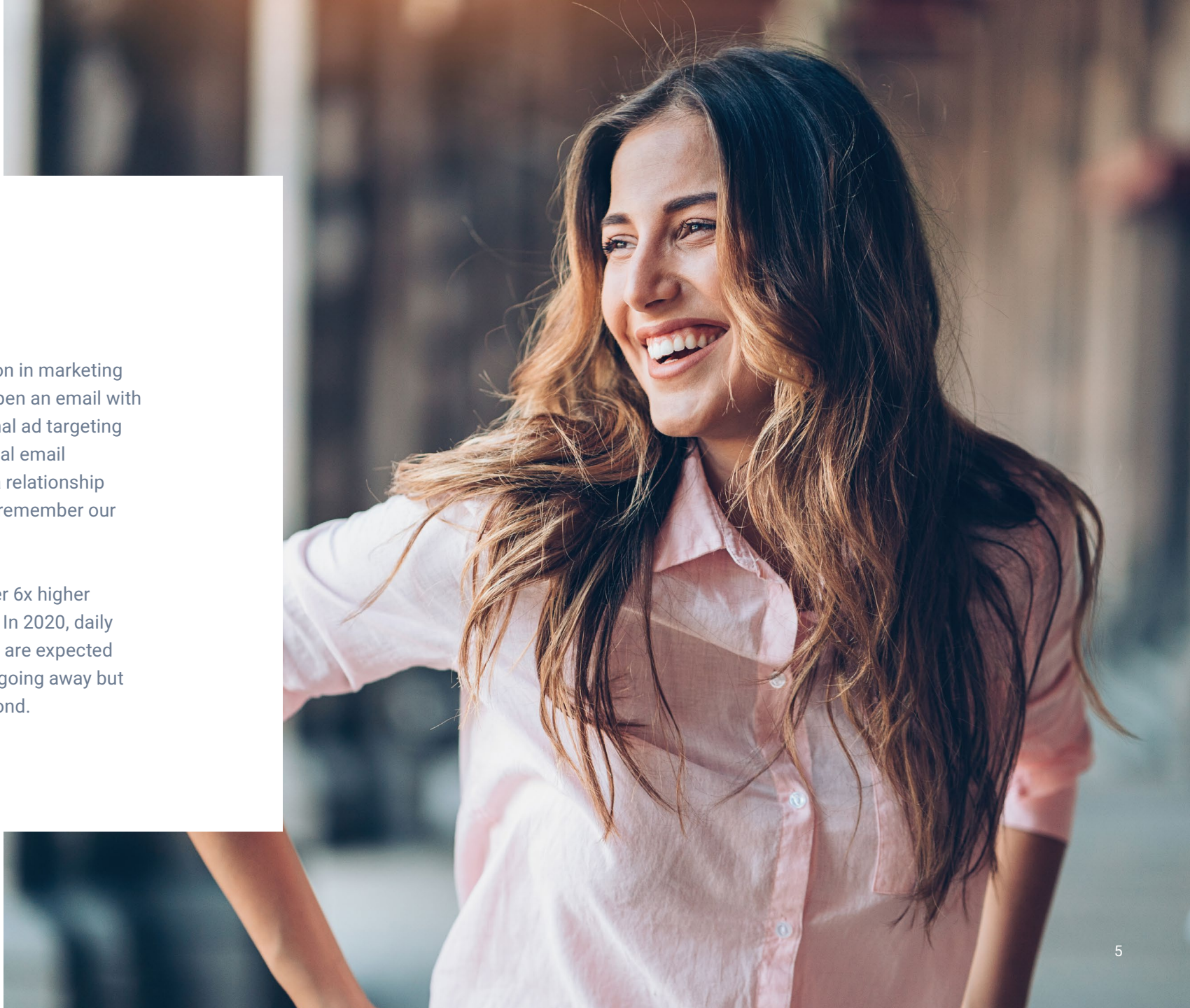
Oh, and if you're worried about your brand's reputation or being within email compliance, a credible performance marketing agency will have a legal brand review for every email or asset that is published on your behalf.



3 True Marketing Personalization

Study after study has shown that personalization in marketing wins every time. Users are 26% more likely to open an email with a personalized subject line*. And while traditional ad targeting addresses a user's interests and likes, a personal email accommodates those things as well as builds a relationship with your brand — we all like those people who remember our names, right?

In fact, personalized emails are proven to deliver 6x higher transaction rates with a 20% increase in sales*. In 2020, daily emails sent increased by 4% year-over-year and are expected to keep increasing to 22% by 2025*. Email isn't going away but personalizing it will help you rule 2022 and beyond.



4 A Creative Way Back To The Basics

For years we've heard that email is dying but more than ever, email is holding strong as a core marketing pillar for the smart brand. Email puts your brand right in your user's hand and according to SleepAdvisor.org, 17% of Americans check their email first thing when they wake up* — giving you a prime seat at the attention table.

Performance email marketing is a creative way to reach your users, grow your brand's visibility with an ideal audience, and only use your marketing budget for leads and converted customers. Email isn't going away and it can be a creative way to come back to the basics that work.

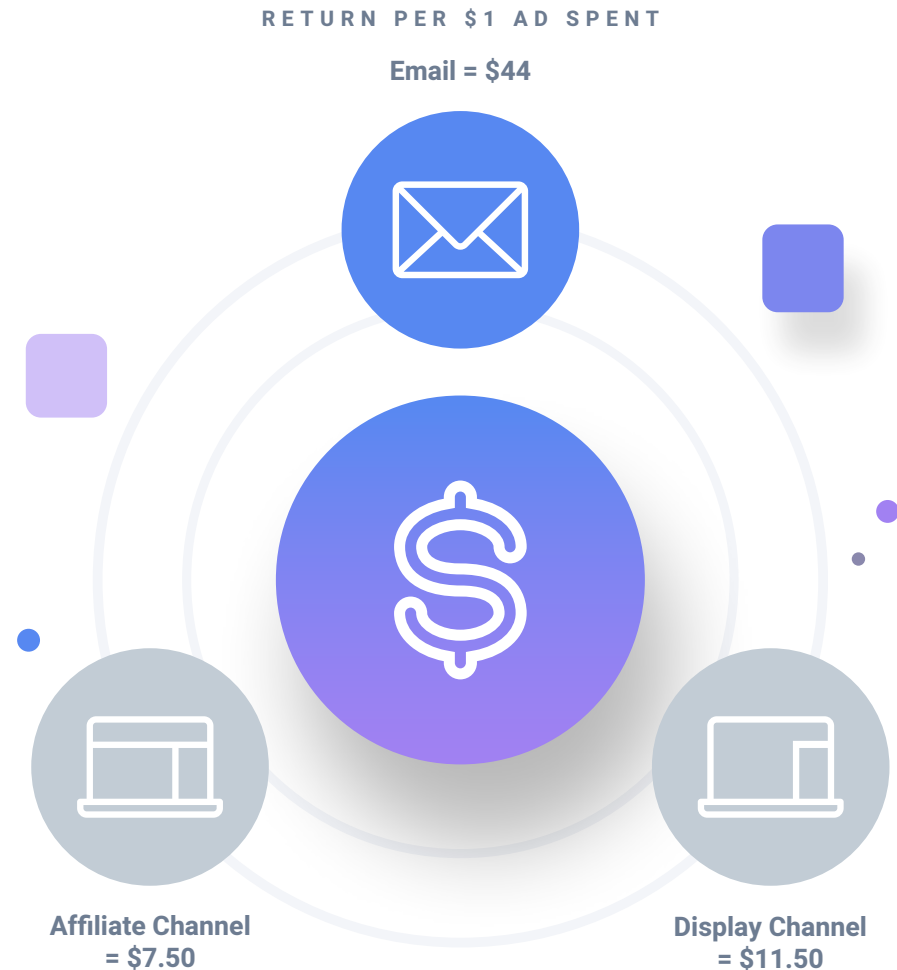


5 It's Where Your High Conversion Customers Are

Your customers are leaving social media platforms like Facebook in droves, 2M users quit the platform in Q3 of 2020 alone*. With worries over privacy and poor quality content, social media advertising will start to see the impact of this mass exodus in the coming quarters.

However, you can be ahead of the curve and start to distribute your budget to get guaranteed leads through performance email marketing. Email marketing provides the same ability to segment and personalize your brand touchpoints at a much lower cost and without bidding against your competitor's ads.


And with an expected \$44 ROI from your marketing efforts, you'll be bringing in the new leads and customers while getting a big ROI and circumventing the fallout we expect to see with social advertising.



6 Free Brand Visibility and Support for Remarketing Efforts

Did you know that the average CTR for retargeting ads is 10x higher than regular display ads*? It's no wonder why many brands spend money on ads to drive traffic to their site and then on ads to remarket and bring those users back. But what if, you could have the best of all worlds — expensive ads and an audience primed for retargeting?

With the pay-only-for-results performance email marketing model, it means driving qualified traffic to your site without paying for first-touchpoint ads. It also means you can initiate your remarketing campaigns right away. Free traffic, inexpensive remarketing without the upfront ad costs, and paying only for qualified actions, leads, or sales? Sounds like a winner to us.



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Yes, You Should Consider Performance Email Marketing

High converting leads are an email campaign away and it's up to you to find the right email marketing partner. Read the blog, ["3 ways your brand can gain market share, get results, and stay compliant"](#) to learn more about email marketing or [**connect with a member of our expert team**](#) to learn how you can utilize performance email marketing in your 2022 marketing today.

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