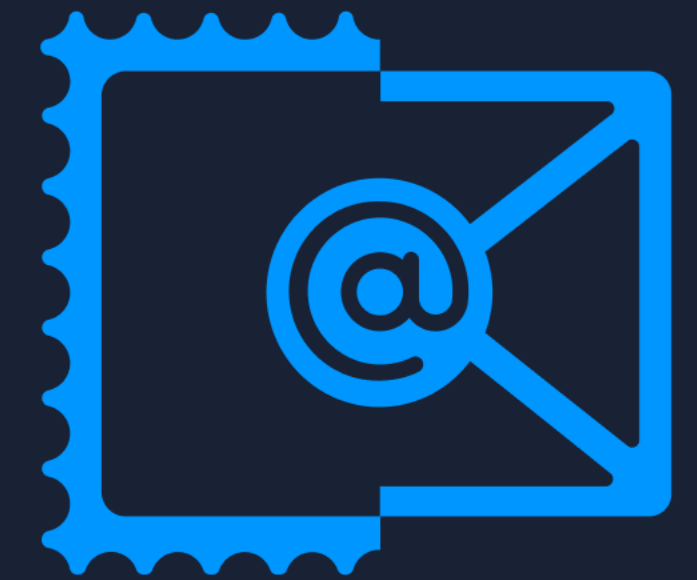


Report 2024

# The State of Business Email Marketing



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## Introduction

In the ever-evolving digital landscape, **email remains a powerhouse of professional interaction and marketing power.** We conducted a comprehensive survey of 200+ business owners, marketers, consultants, and industry leaders, and more to unlock its full potential. Their diverse perspectives, coupled with data from 10,000 Newoldstamp user accounts, illuminate emerging trends in email marketing and the strategic use of email signatures.

This report delves into the diverse landscape of communication channels and their impact on businesses. The data reveals that corporate email remains the dominant channel, securing 56.9% of respondents' votes, and emphasizing its enduring importance. Additionally, email marketing emerges as a powerful tool, with 30.4% considering it very critical to their company's success.

Nearly 31% acknowledge their influence "some of the time," signifying the power of catching consumers when they're relaxed and receptive.

Join us as we navigate the exciting world of email marketing, equipping you with the knowledge to transform your email signatures into silent ambassadors, driving brand value, trust, and marketing success.



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## Business communication channel

Corporate email is the dominant communication channel for interactions with customers and prospects, securing 56.9% of respondents' votes. Social media, phone calls, and video conferencing follow indicating a diverse range of communication methods.

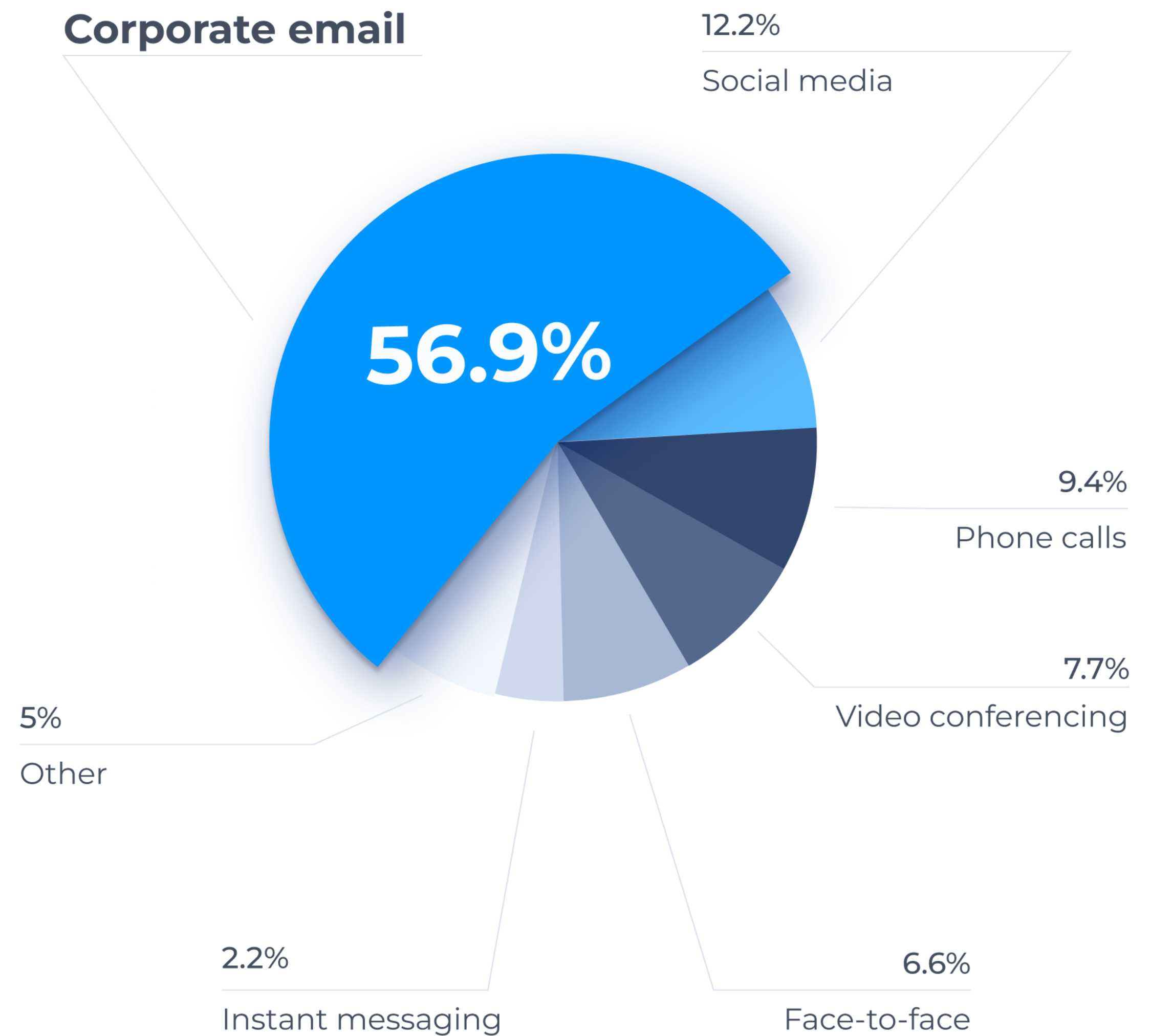
Face-to-face interactions, once the cornerstone of communication, now stand at 6.6%, reflecting the evolving nature of business interactions in the digital age.

This data underscores the enduring importance of email in fostering business relationships.

### What does this mean for you?

#### Embrace email's power.

Don't underestimate the reach and effectiveness of email. Invest in building a strong email list, crafting engaging content, and optimizing your campaigns for maximum impact.

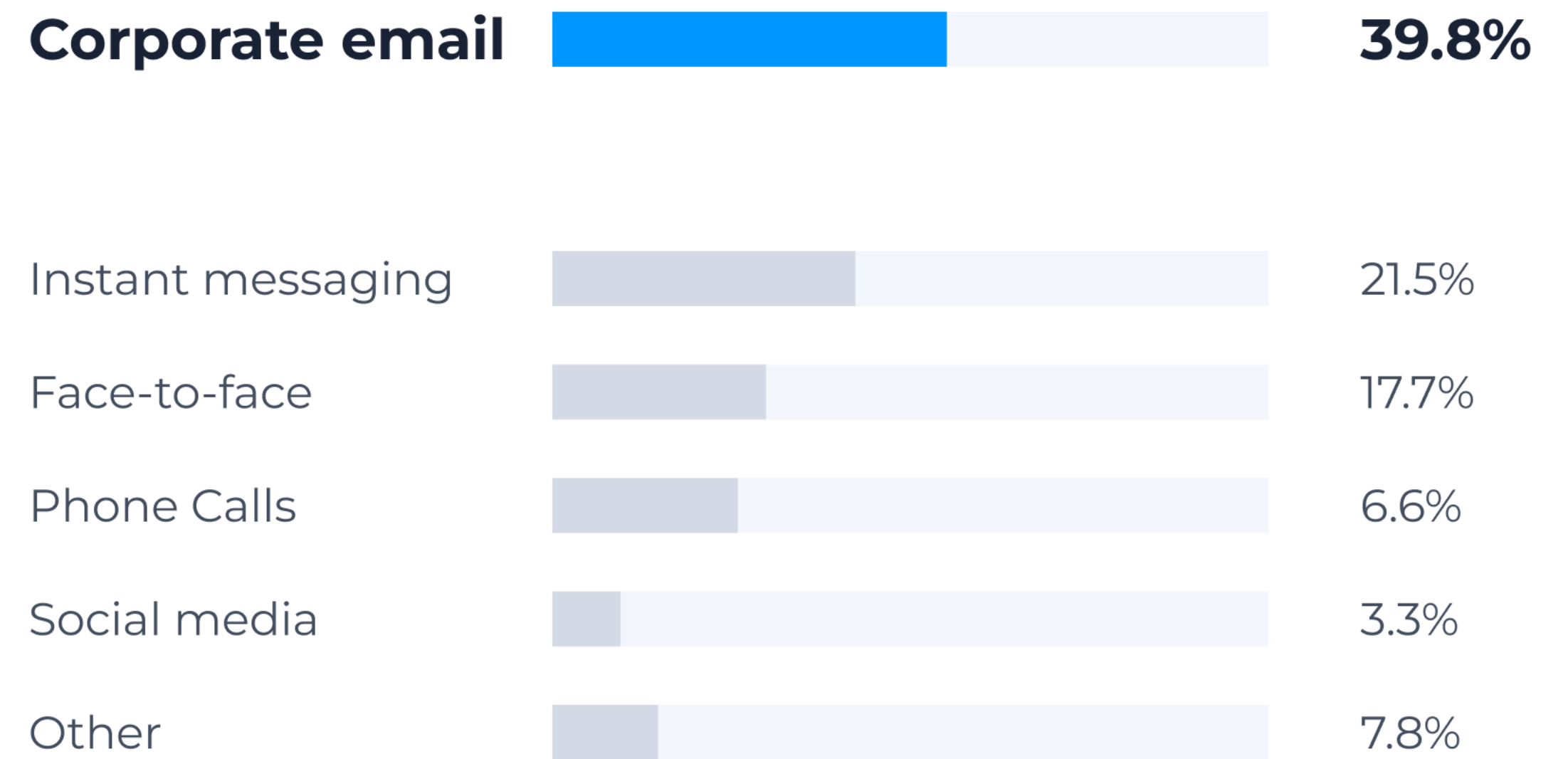




## Workplace communication channels

Corporate email continues to dominate workplace communication, with 39.8% of respondents preferring this channel.

Instant messaging at 21.5% and face-to-face meetings at 17.7% are the next most used channels, indicating a shift towards real-time communication.



### What does this mean for you?

#### Adapt to the changing landscape.

While email reigns supreme, real-time communication channels like instant messaging and video conferencing are gaining momentum. Consider incorporating these tools into your communication strategy to foster collaboration and agility.



## Marketing channel ROI ratings

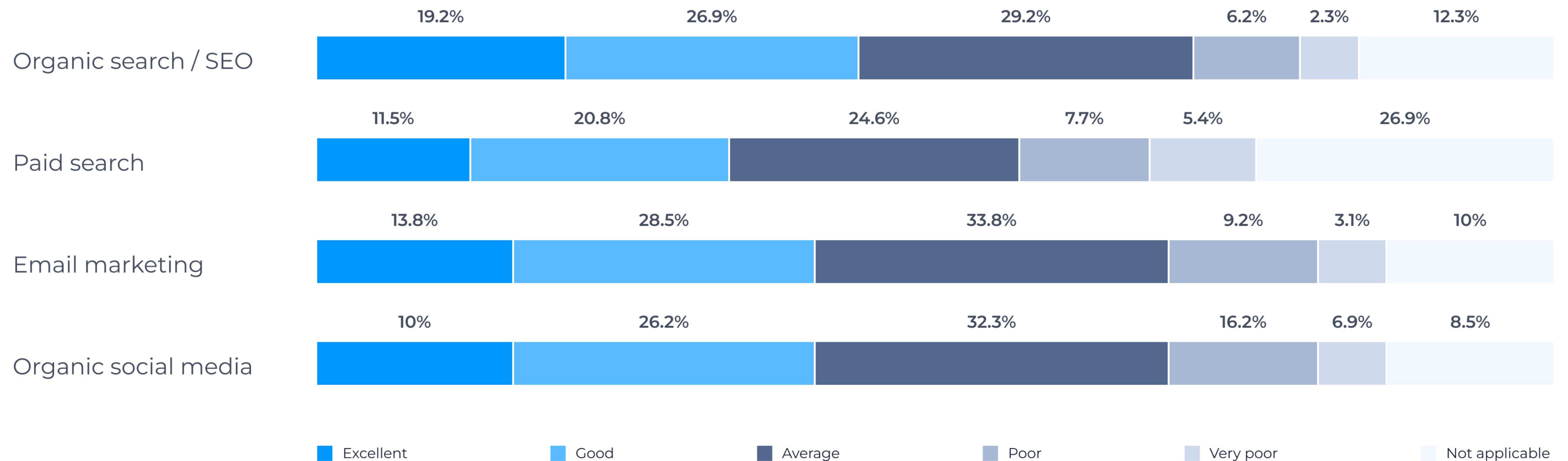
Organic search and email marketing stand out as the top-performing channels, with 46.1% and 42.3% excellent/good ratings, respectively. This underscores the enduring efficacy of these channels in delivering results and driving engagement.

Social media ads and display advertising face challenges, potentially indicating a need for optimization. Notably, podcasts/audio and video exhibit potential growth areas, though SMS/push remains a less favored channel.

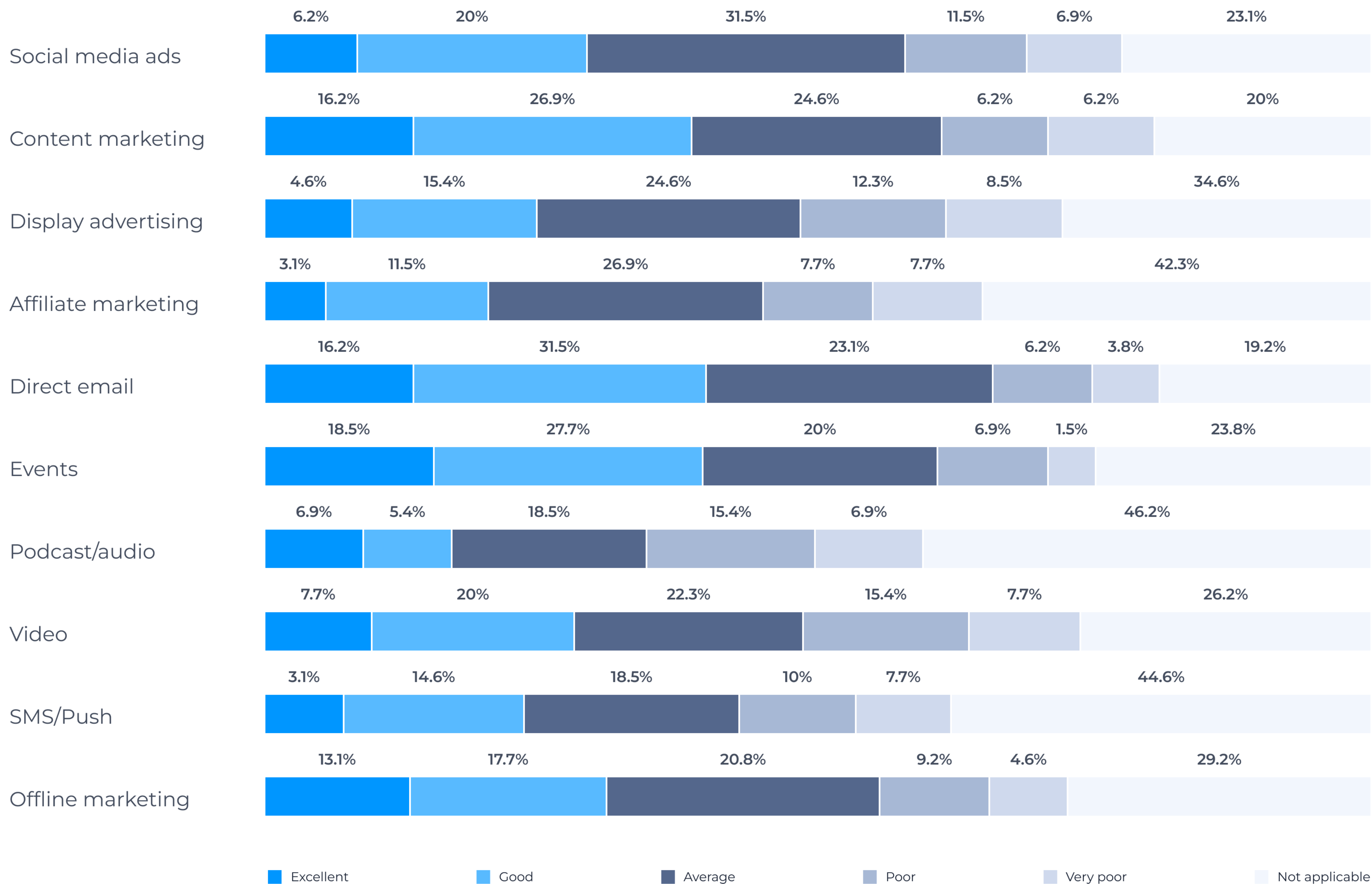
## What does this mean for you?

### Optimize your marketing mix.

Organic search and email marketing are proven winners, but don't neglect channels with potential like podcasts/audio and video. Experiment, analyze, and optimize your marketing mix for maximum ROI.









## Top 3 best-performing marketing channels in 2023

- Organic Search and SEO lead the way with 43.6% naming it a top performer, emphasizing the continuing importance of organic visibility.
- Email Marketing secures a strong position with 40.3%, showcasing its versatility and impact across industries.
- Direct Email, at 27.6%, underscores the strength of personalized, targeted communication in achieving marketing goals.

### What does this mean for you?

#### Invest in SEO!

Craft high-quality content that answers your audience's questions, optimize your website for relevant keywords and build backlinks to boost your authority. Organic traffic is loyal, targeted, and cost-effective – a marketer's dream come true.

#### Don't neglect email!

Build your email list with valuable opt-in incentives, craft engaging content that resonates with your audience, and segment your list for targeted campaigns. Remember, email automation can be your best friend, saving you time and maximizing results.

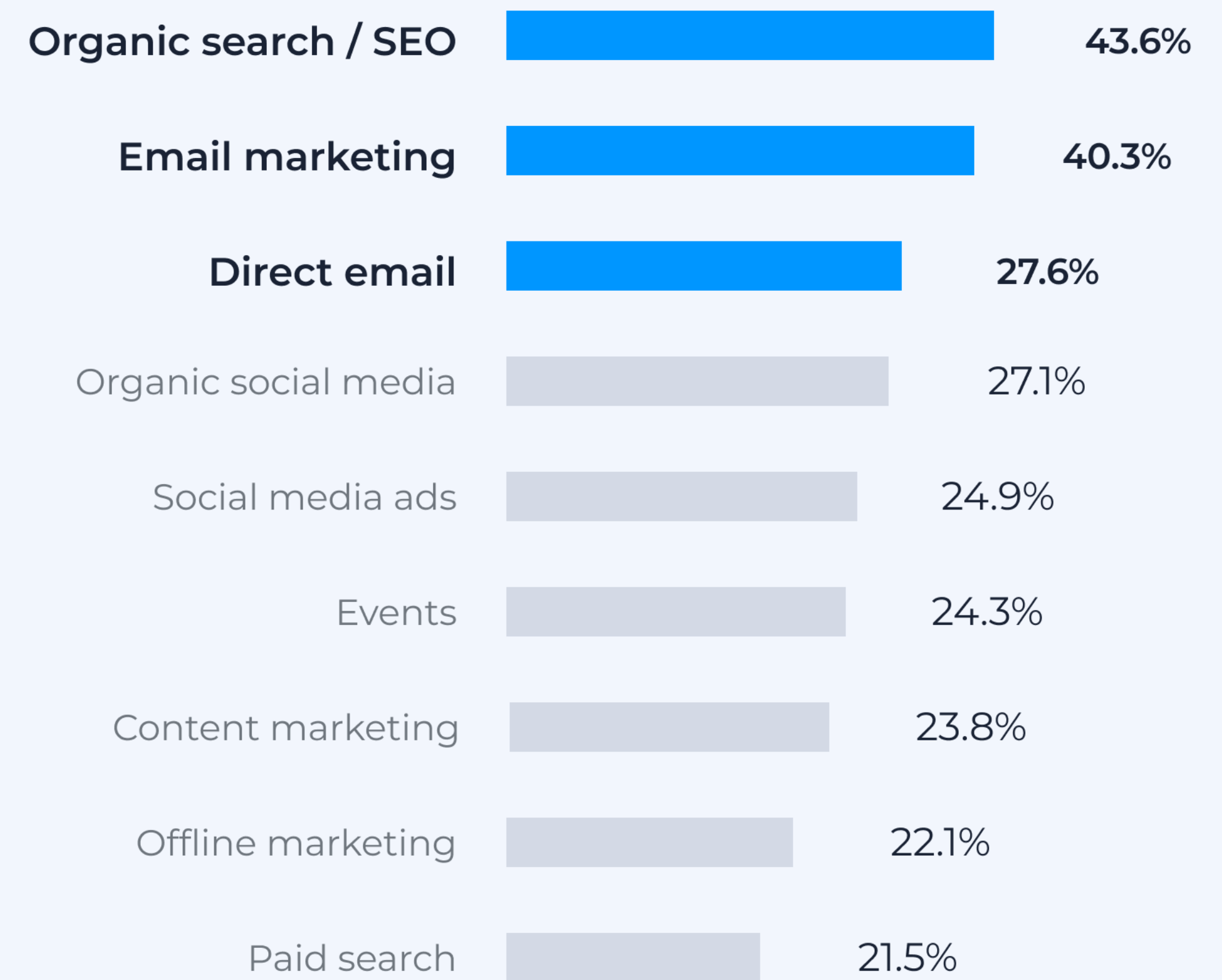
#### Leverage the power of personalization!

Utilize website tracking tools to identify interested visitors, segment your audience based on their behavior, and craft personalized email campaigns that address their specific needs. This targeted approach can work wonders for conversions and customer engagement.



## Beyond the Top 3

While these three channels reign supreme, the data also reveals promising contenders like organic social media and events. The marketing landscape is constantly evolving, so stay informed about emerging trends and experiment with different channels to find the perfect mix for your audience and goals.







## Email marketing insights

Our survey reveals 29.5% of businesses experiencing positive ROI growth from email marketing, with some skyrocketing by 4x.

The data paints a clear picture: **email marketing is alive and kicking**, and it's only getting stronger. In a world of fleeting trends and unstable platforms, email remains a steady titan, connecting brands with audiences in a way that's personal, measurable, and, importantly, effective.



## Email marketing significance

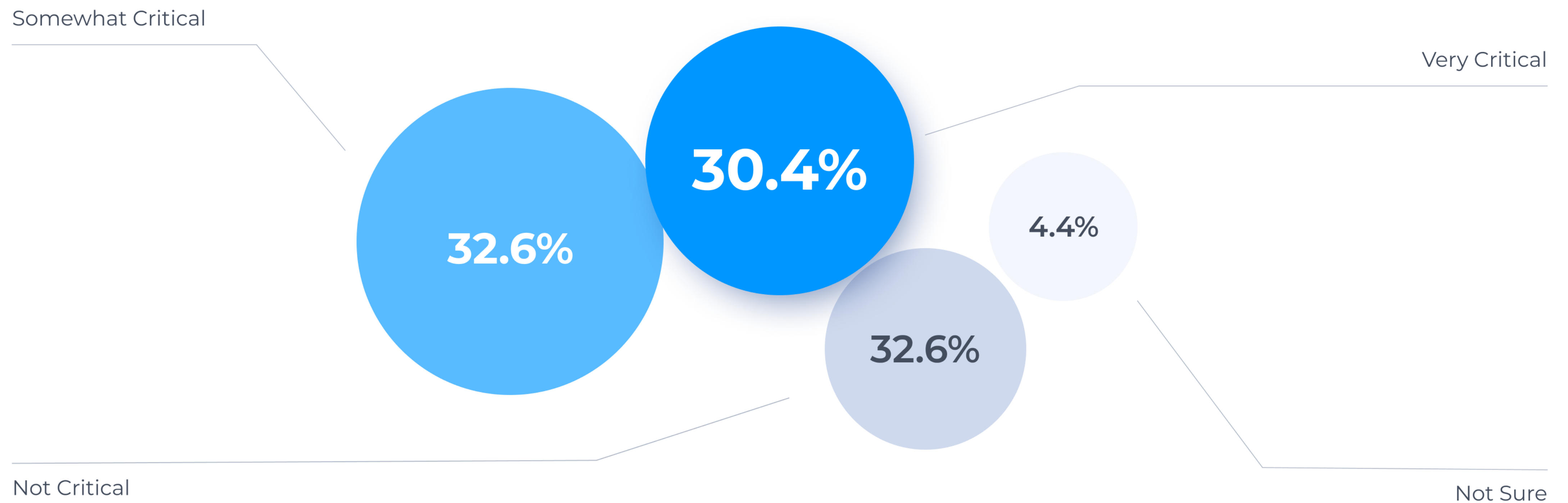
### Email is critical.

63% of businesses acknowledge its importance, and nearly a third consider it vital to their success. This isn't just hype; it's a testament to email's ability to reach, engage, and convert customers.

## What does this mean for you?

### Embrace the email revolution.

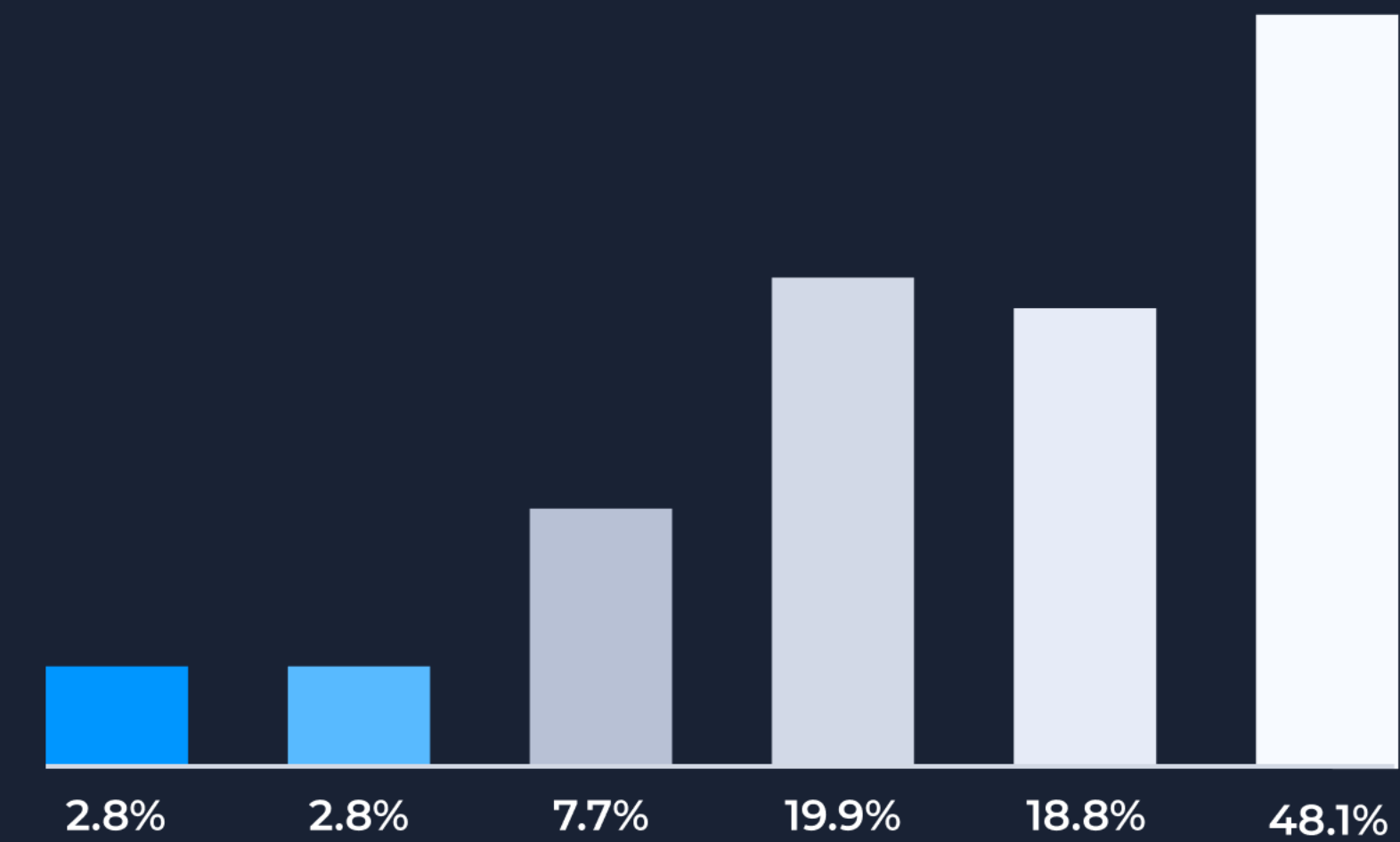
Don't let this opportunity pass you by. If you haven't already, invest in email marketing and watch your business flourish.





## Improvement in email marketing ROI in 2023

The landscape of email marketing ROI in 2023 presents both challenges and exciting possibilities. While 48.1% experienced no improvement, 29.5% experienced positive changes, with some reaching a remarkable 4x increase in ROI. This stark contrast reveals a crucial truth: **optimization is the key to unlocking email marketing's true potential.**



### What does this mean for you?

#### Optimization pays off.

Regularly evaluate your email marketing strategy, test different approaches, and adapt to evolving trends to unlock its full potential.

- 2.8% - More than 4x Improvement
- 2.8% - 4x Improvement
- 7.7% - 3x Improvement
- 19.9% - 2x Improvement
- 18.8% - 1x Improvement
- 48.1% - No Improvement

## Email marketing budget trends

Looking ahead, 2024 sees diverse spending plans for email marketing.

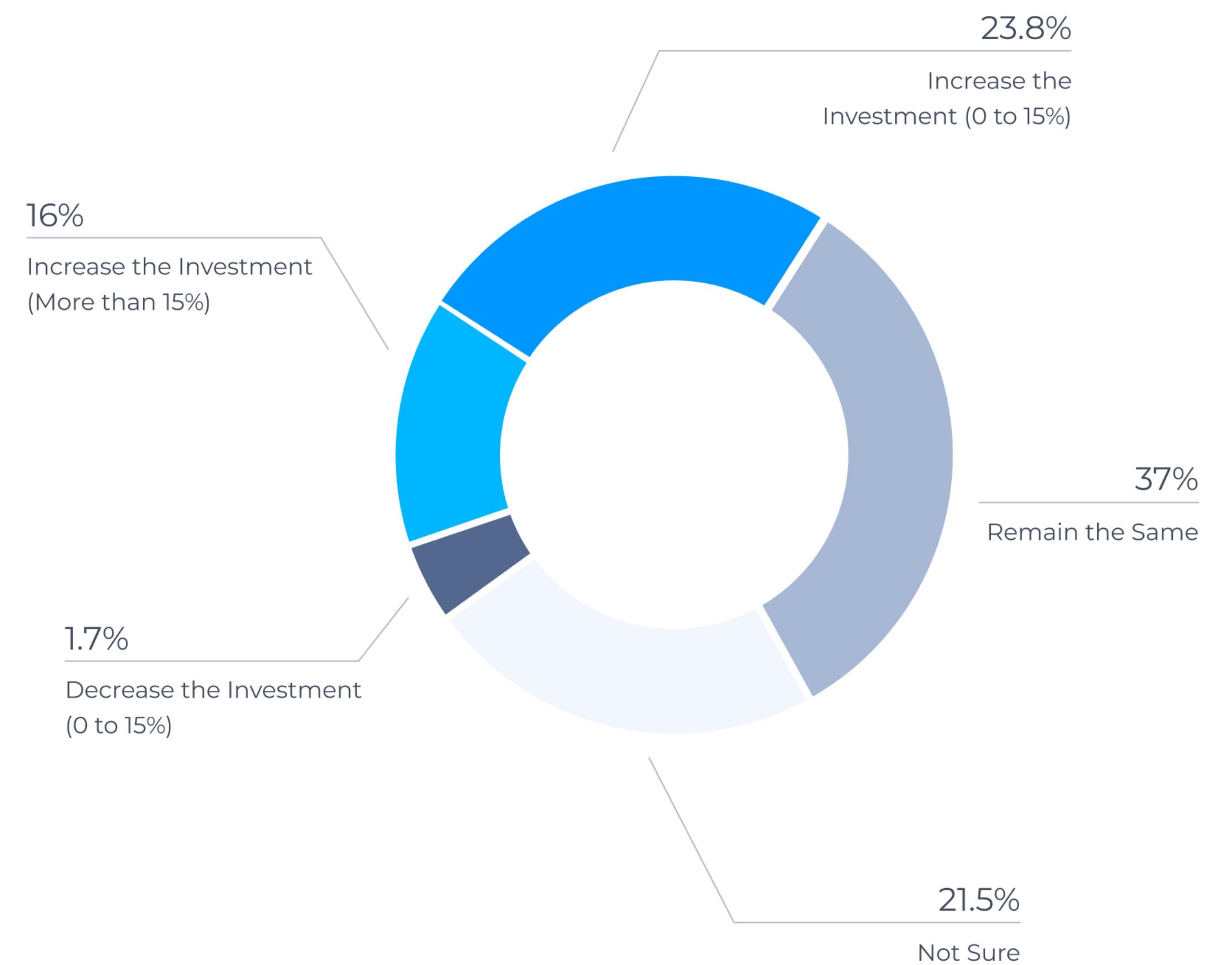
A noteworthy 23.8% plan to increase email marketing budgets by 0-15%. This reflects confidence in the channel's ability to deliver results.

16% are planning even bigger increases (over 15%). This is a clear signal that email marketing is a strategic priority for many.

### What does this mean for you?

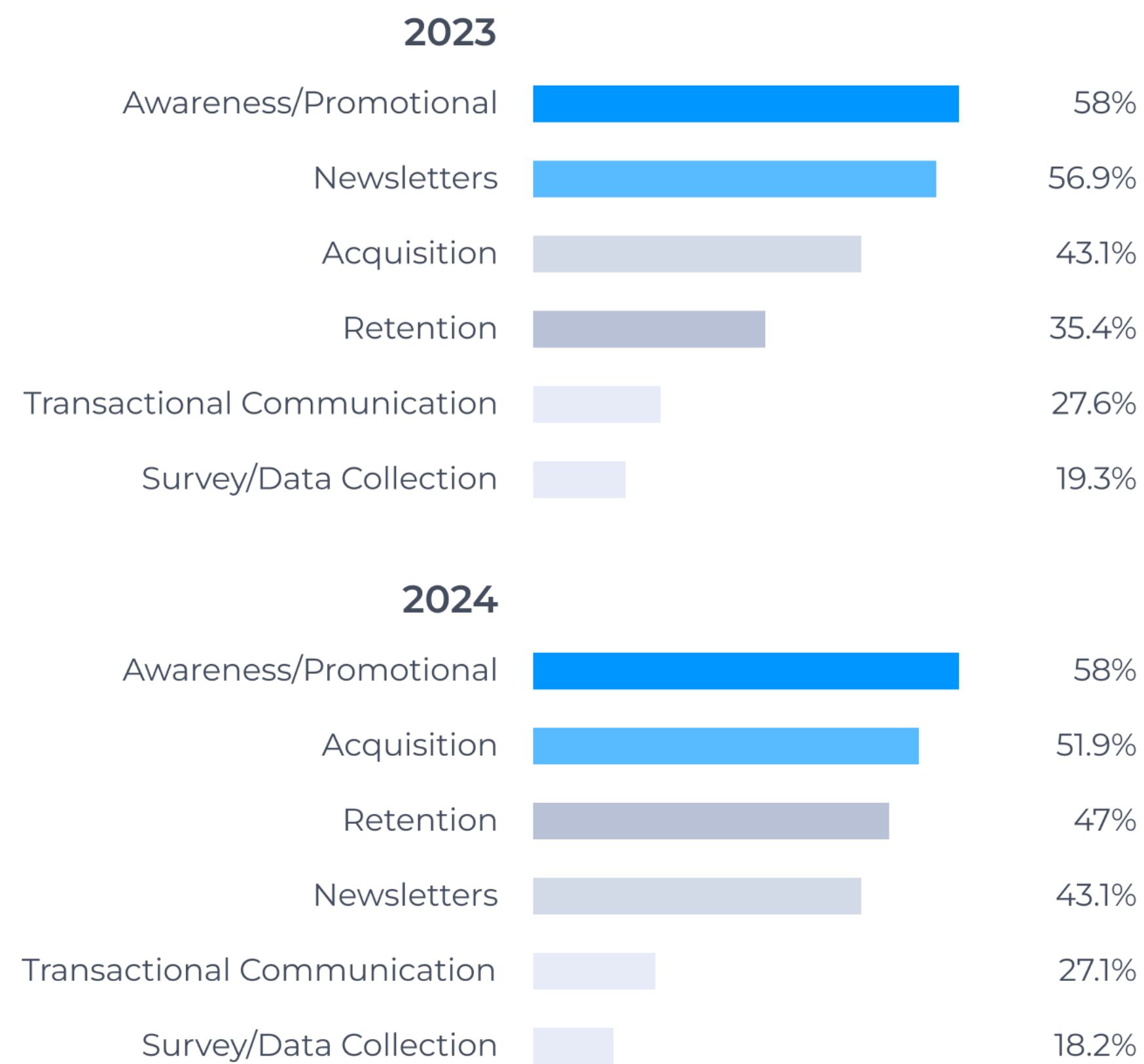
#### Increase your email marketing budget.

It's time to reconsider your own spending. Consider allocating more resources to email marketing, especially if you haven't seen significant progress yet. Even a moderate increase can yield notable improvements in reach and results.





## Objectives of email marketing in 2023 & 2024



In 2023, the primary objectives of email marketing were diverse, reflecting a strategic blend of brand promotion, audience acquisition, and customer retention.

Looking ahead to 2024, the landscape is shifting. Businesses continue to prioritize awareness and promotion, but there's a noticeable uptick in acquisition and retention efforts.

### What does this mean for you?

#### Shift your focus.

Go beyond awareness and promotion. Focus on building your subscriber base and nurturing existing relationships. Utilize targeted campaigns, personalized content, and loyalty programs to achieve this.

## Types of email campaigns used in 2023

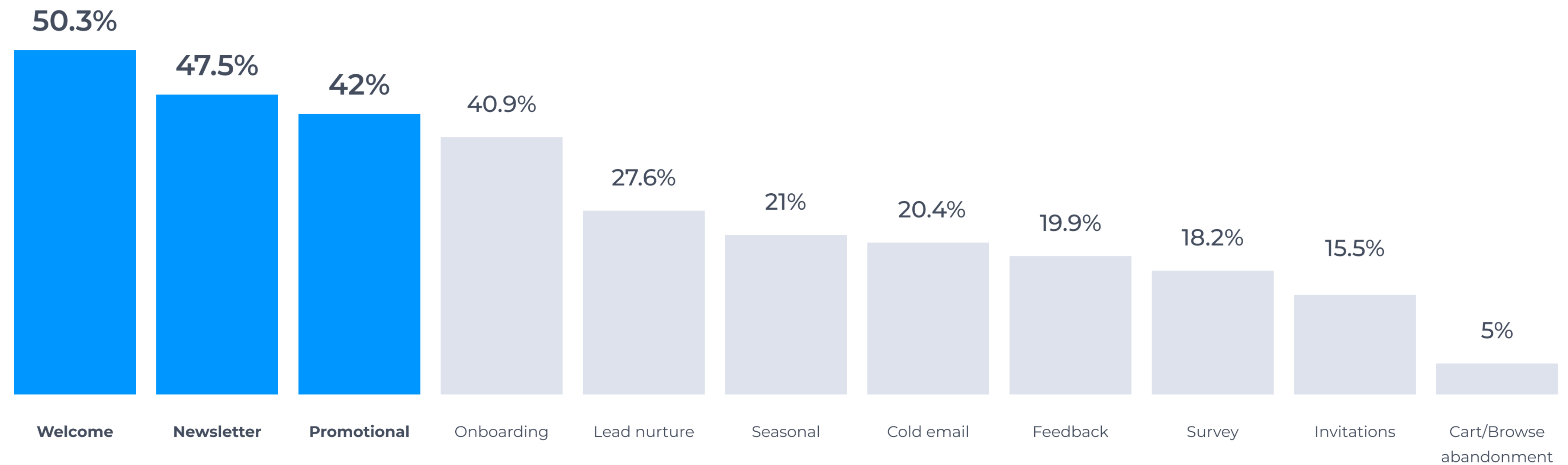
Newsletters remain the most popular format, but transactional emails and surveys are also important.

Welcome emails (50.3%), newsletters (47.5%), and promotional emails (42%) are the most frequently employed email marketing campaigns.

## What does this mean for you?

### Diversify your approach.

Use a mix of newsletters, transactional emails, and data collection campaigns to cater to different objectives and audience needs. Offer valuable information, personalize your messages, and make your emails visually appealing.





## Email checking frequency

A whopping **77.7%** check email more than 5 times a day, solidifying its role as a continuous companion. This underscores the **importance of real-time engagement**. Every email is an opportunity to connect and resonate with an audience constantly plugged in.

While frequent checking dominates, a diverse range of habits exists. 14.9% check 2-4 times daily, 7.2% once a day, and even 2.2% check only every few days. Recognizing this spectrum allows for tailored communication strategies. **Not everyone craves the same frequency of email interaction.**

### What does this mean for you?

#### Real-time relevance matters.

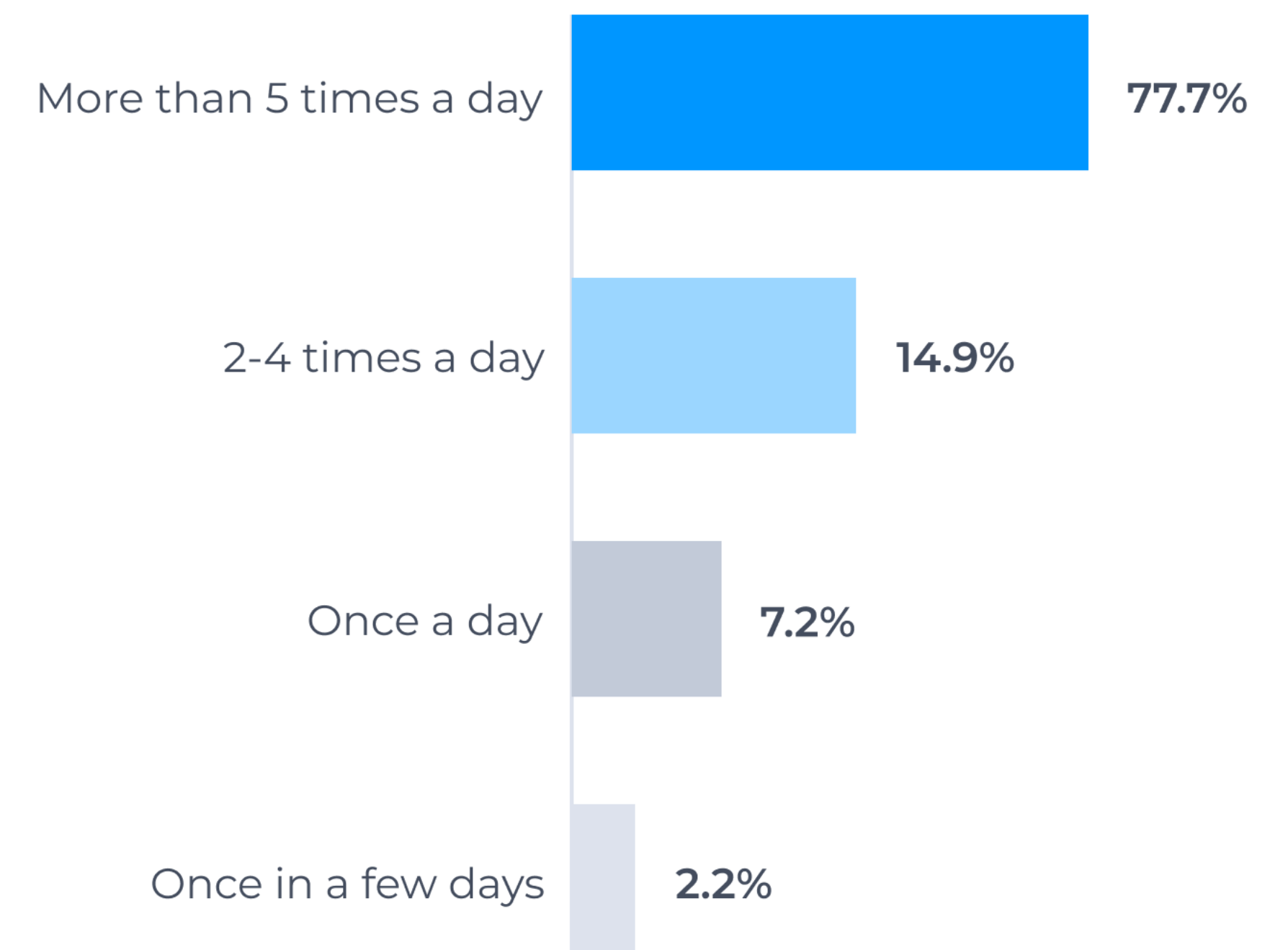
In a world of constant inbox refreshes, your message needs to grab attention quickly and offer immediate value. Craft concise, engaging emails that cut through the noise and resonate with users at the moment.

#### Embrace the immediacy.

Craft email campaigns that consider your audience's checking habits. For frequent checkers, prioritize real-time engagement and updates. For less frequent checkers, focus on impactful subject lines and valuable content to stand out.

#### Segment and personalize.

Understand the diverse checking habits and tailor your approach accordingly. Segment your audience based on frequency and personalize your messages to resonate with their individual preferences.



## Influence of cold sales emails on purchases

The impact of cold sales emails paints a mixed picture. 34.3% never make purchases based on them, while a mere 3.9% see them lead to purchases over 10 times a year. This highlights the need for **strategic cold emailing**. Effective subject lines, personalized content, and valuable offerings are crucial to cutting through the noise and sparking genuine interest.

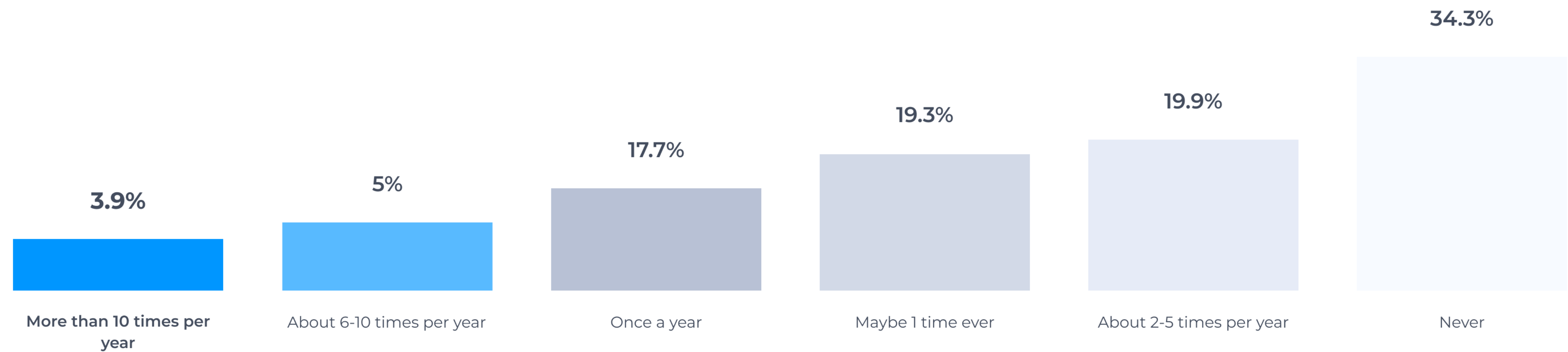
### What does this mean for you?

#### Quality over quantity.

Focus on crafting highly targeted, personalized cold emails that offer genuine value and build trust. Spam-like tactics will only alienate potential customers.

#### Value, not just promotion.

Offer something beyond just a sales pitch. Share insights, provide resources, or showcase expertise to position yourself as a trusted advisor.





## Impact of advertising channels on purchase decisions

Promotional emails emerged as a noteworthy channel, with 56.66% of respondents acknowledging their impact on purchase decisions, albeit with varying frequency. This underlines email's continued effectiveness but also hints at a need for personalization and targeted messaging.

Ads on social media networks impact purchase decisions for 40.44% of respondents, mostly "some of the time" and "on a few occasions." This suggests social media's role in influencing initial interest and consideration.

Nearly 31% acknowledge their influence "some of the time," signifying the power of catching consumers when they're relaxed and receptive.

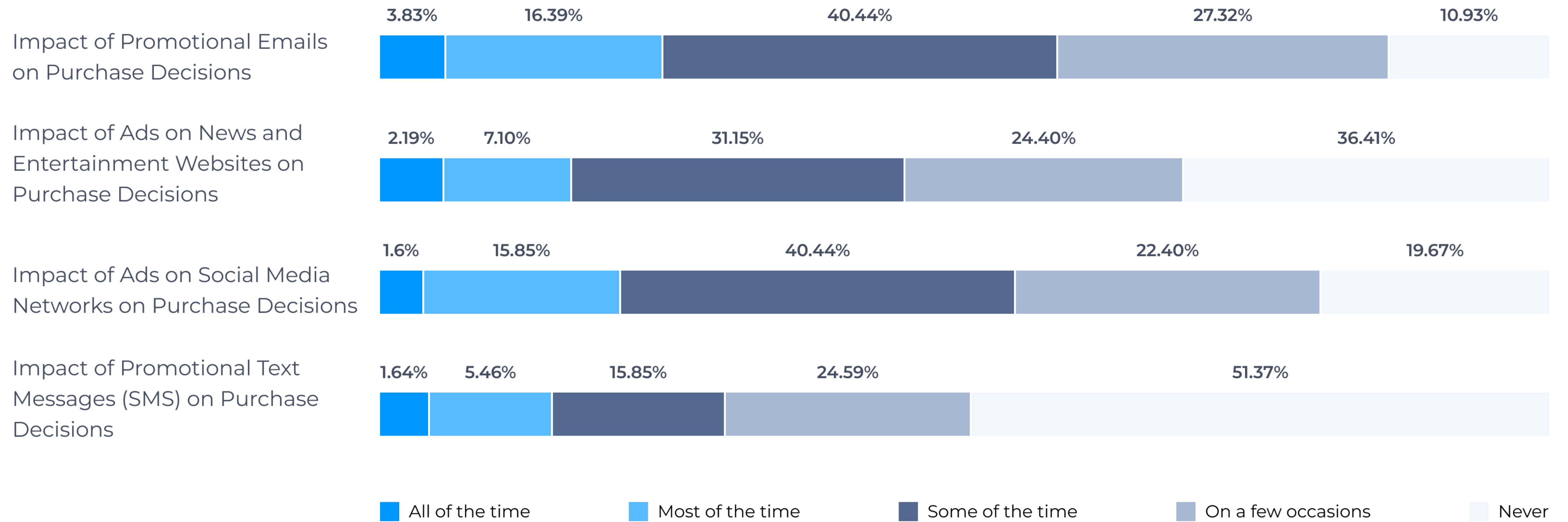
Promotional text messages (SMS) seem less influential, with over half (51.37%) reporting they "never" impact their purchases. This suggests SMS might be better suited for immediate engagement or promotions rather than driving initial buying decisions.

### What does this mean for you?

#### **Diversify your advertising arsenal.**

Don't put all your eggs in one basket. Utilize a mix of email, social media, and even targeted website ads to reach your audience across different touchpoints.







## Deep dive into email security: Adoption of email authentication protocols

A substantial portion of respondents reported employing email authentication protocols, with DKIM leading at 39.8%, followed by SPF at 37% and DMARC at 31.5%. BIMI, a relatively newer protocol, was adopted by a smaller percentage (1.7%). However, nearly half of the respondents admitted to not using any authentication protocols, signaling a potential area for improvement in email security practices.

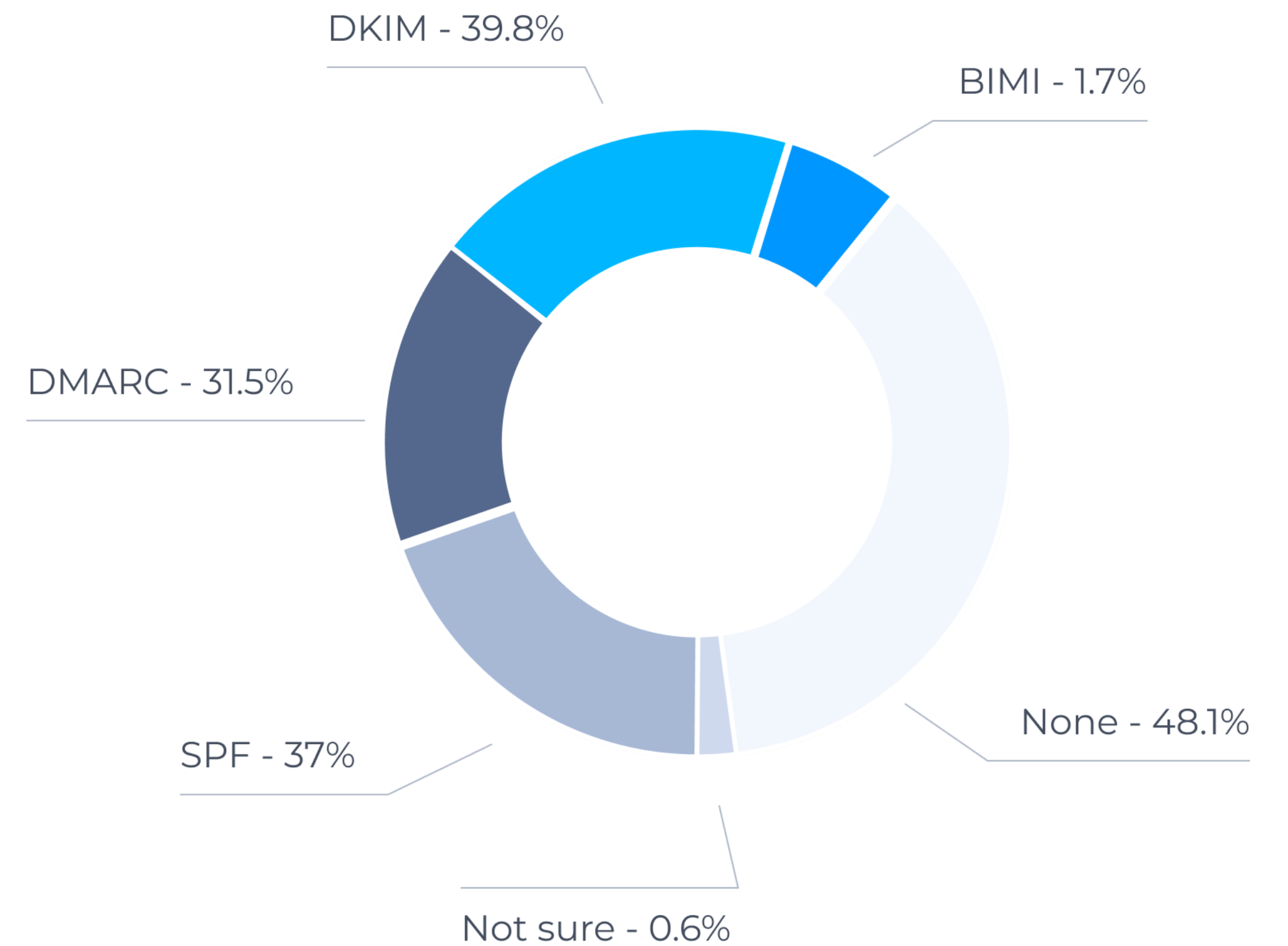
### What does this mean for you?

#### Prioritize email security.

Implementing at least basic SPF and DKIM authentication is crucial to protect your brand reputation and safeguard your sender domain. Consider adopting DMARC for even greater control over email delivery and authorization.

#### Build trust with recipients.

Employing email authentication protocols demonstrates your commitment to email security and protects recipients from phishing attempts. This builds trust and encourages them to engage with your emails.





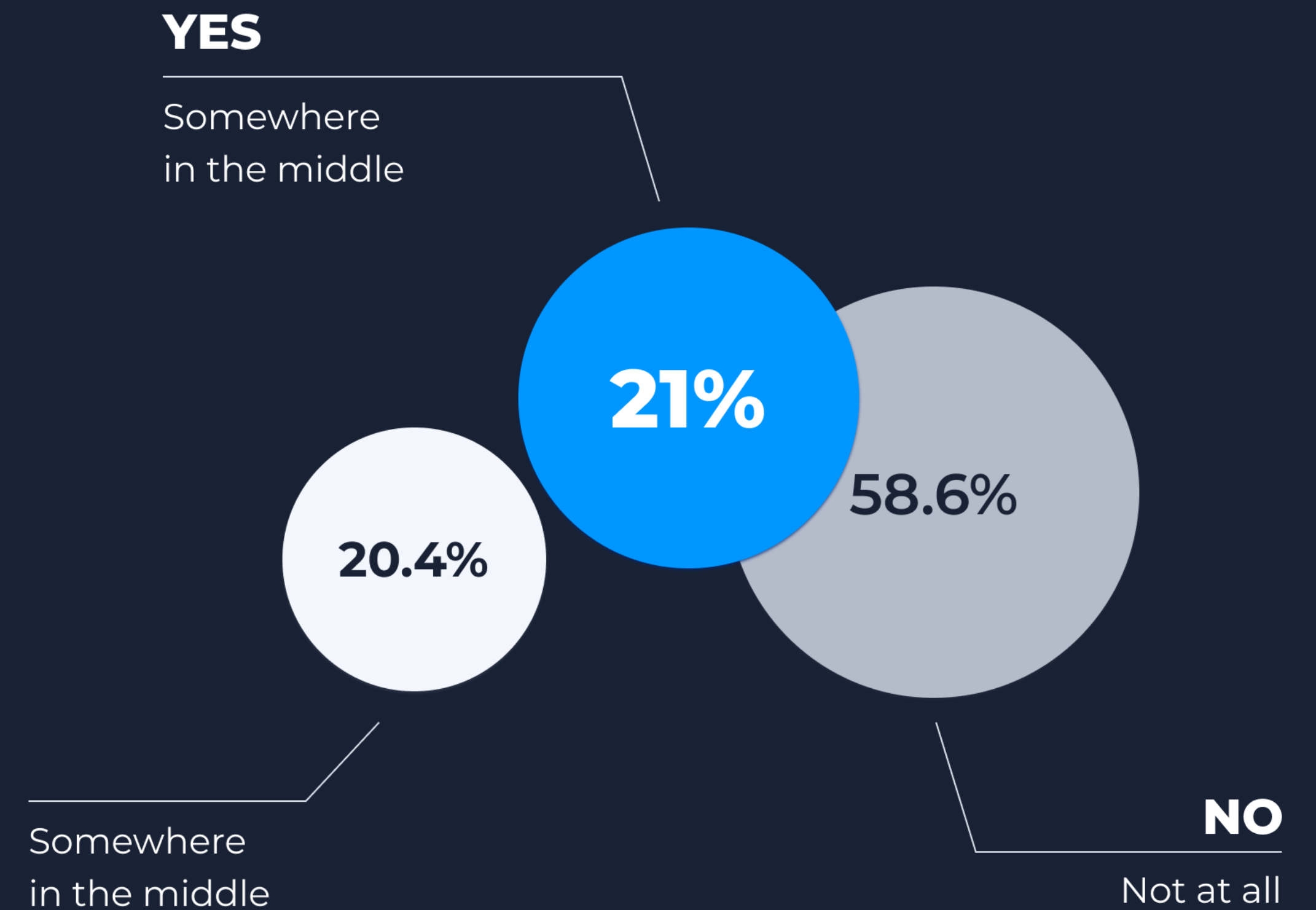
## Adoption of email Dark Mode

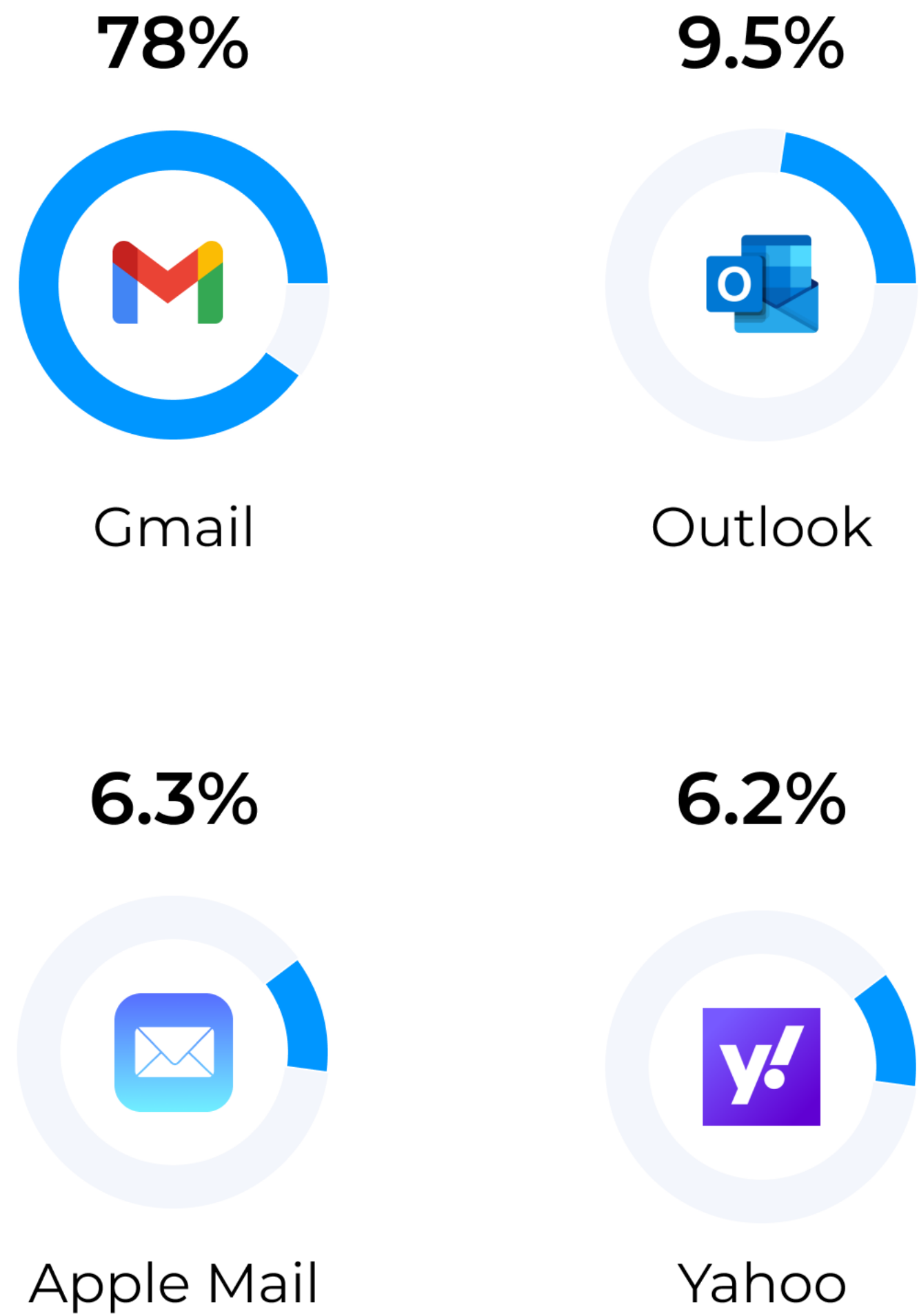
The adoption of Dark Mode in emails reflected a polarized landscape, with 58.6% not using it at all, while 21% embraced it fully. The remaining 20.4% fell somewhere in the middle. The near-even split between Dark Mode adopters and non-adopters indicates a need for flexibility in email design.

### What does this mean for you?

#### Cater to user preferences.

While not universally used, a significant portion of users actively seek Dark Mode options. Consider offering a Dark Mode option in your emails to cater to users who prefer it. This can improve user experience and engagement, especially for those who use Dark Mode across their devices.





## The most popular email clients among users

Gmail stands out as the unrivaled leader in the email client market, capturing an impressive 78% of the user base within Newoldstamp's database. This reflects its global reach and popularity as the go-to email platform for personal and professional use. Outlook follows at a respectable distance with 9.5%, highlighting its continued presence in corporate environments.

Apple Mail and Yahoo, holding 6.3% and 6.2% respectively, represent smaller but still relevant segments.



## Top 10 industries utilizing email signatures

Marketing and Sales take the top spot (19.9%), unsurprisingly, as email remains a crucial tool for lead generation and client communication. Real Estate and Construction (14.7%) follows closely, where visual signatures can showcase properties and boost trust.

### 1. Marketing and Sales - 19.9%

No surprise here! Email is a core communication channel for these professions, and signatures effectively showcase brand identity, promote offers, and connect with leads.

### 2. Real Estate and Construction - 14.7%

Visual impact is crucial in these industries, and professional signatures can showcase properties, display contact information, and build trust with potential clients.

### 3. Software and Internet - 7.1%

Tech-savvy businesses often adopt innovative solutions like email signatures to stand out in the competitive digital landscape.

### 4. Financial Services - 5.8%

Building trust and professionalism is paramount in this sector, and signatures can reinforce credibility and enhance client communication.

### The report also outlines the adoption of email signatures in other industries, including:

5. Media and Entertainment - 4.8%

6. Healthcare - 4.4%

7. Non-profit - 3.9%

8. E-commerce - 3.8%

9. Education - 2.4%

10. Retail - 2.2%

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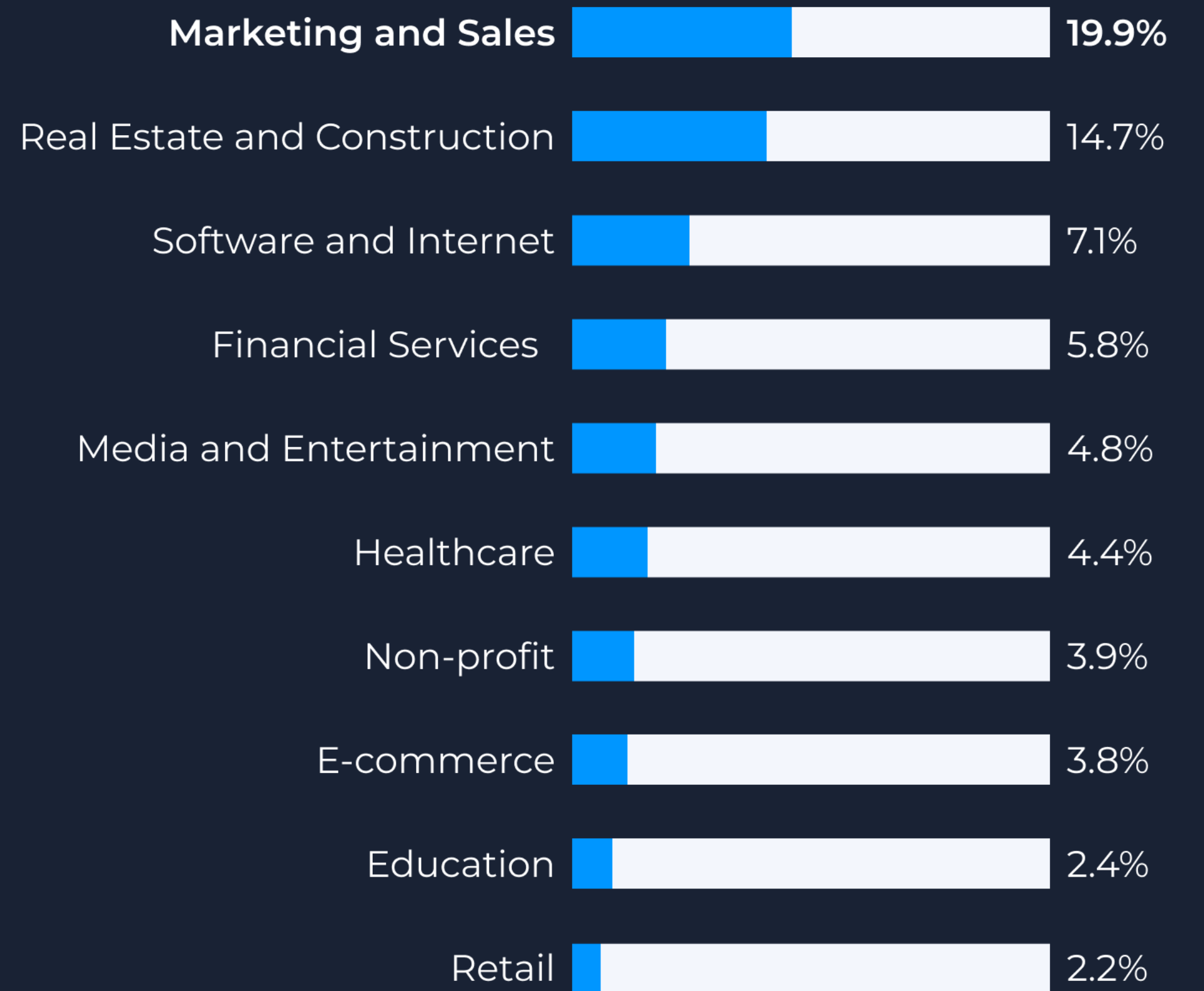
**site:** farrell.com

**email:** leonardo@farrell.com

**address:** 5th Avenue, NY 10017

**Want to book a meeting [Click here](#)**

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## Average daily business emails sent by sales/marketing employees

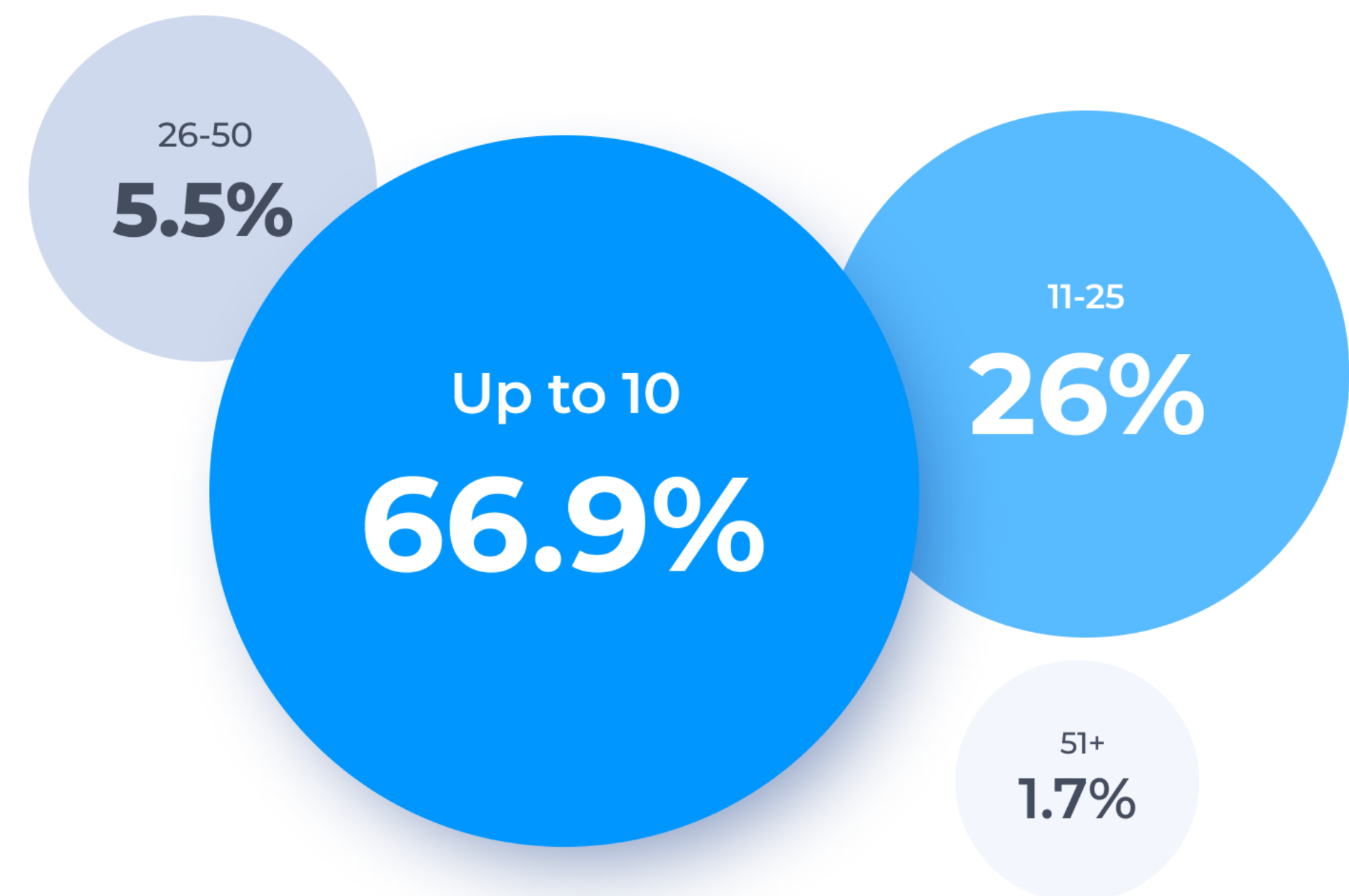
Sales and marketing professionals are email warriors, battling inboxes overflowing with messages. The data reveals a sobering fact: **over two-thirds (66.9%) send up to 10 business emails every day!** In this ocean of communication, it's easy for your message to get lost in the tide.

### What does this mean for you?

#### Attention within the inbox is a valuable asset.

With so many emails vying for attention, crafting messages that stand out is crucial. Compelling subject lines, clear calls to action, and visually appealing formatting can help your emails cut through the noise.

Additionally, don't underestimate the impact of a **well-designed email signature** – it's your brand's visual anchor that can make your messages instantly recognizable and enhance overall engagement.



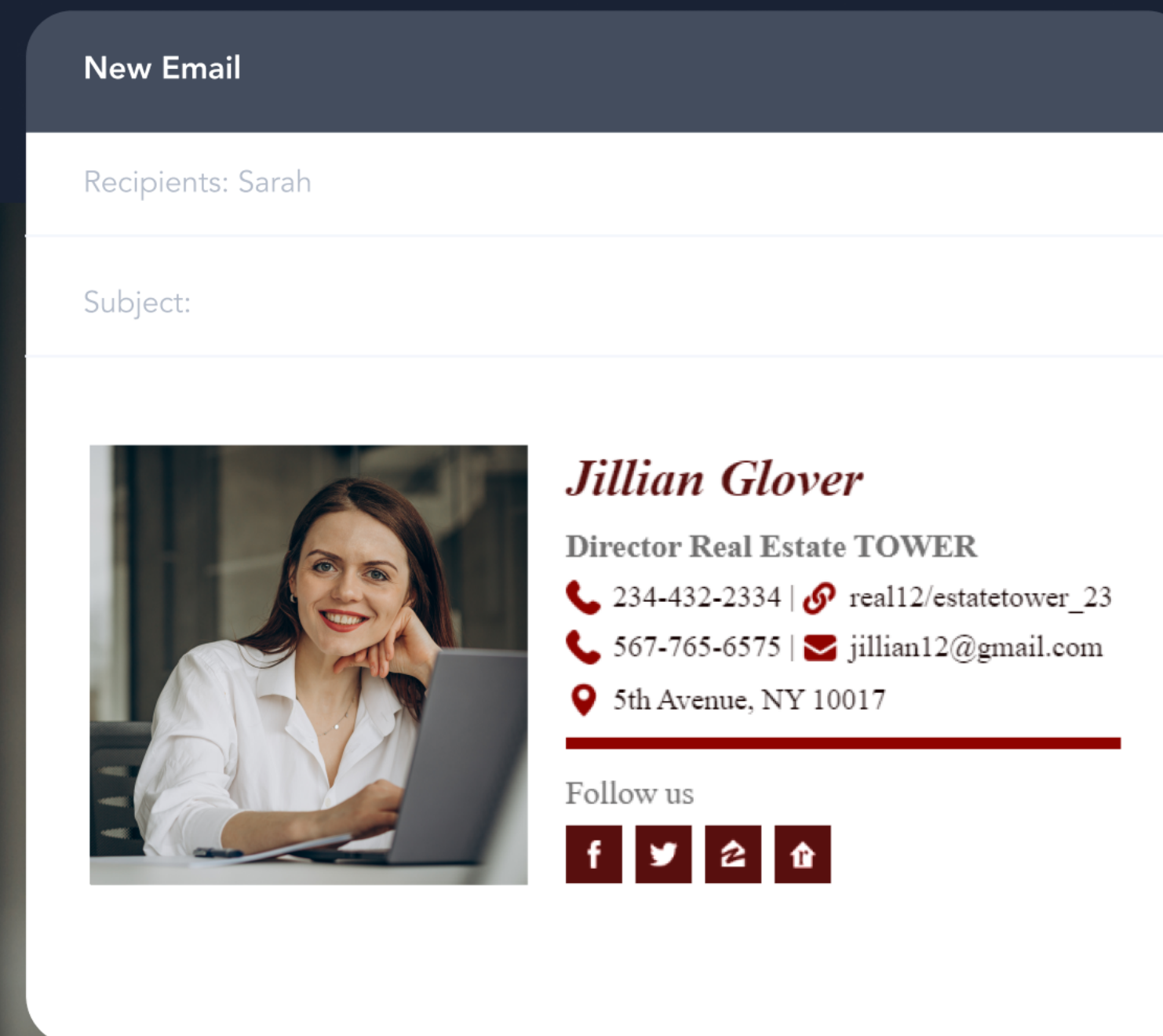


## Email signature usage and impact

77.3% of respondents believe email signatures contribute to a professional first impression, and 56.4% see signatures as a way to increase brand awareness.

The data is loud and clear: **email signatures are more than just a formality.** They're a powerful tool for grabbing attention, building brand awareness, and even driving marketing results.

Email signatures are your silent ambassadors, reaching countless recipients with every message sent. By embracing scheduled banner campaigns and optimizing your overall signature strategy, you can unlock their true potential as powerful tools for brand building, engagement, and marketing success.





## Effectiveness of email signatures in grabbing attention

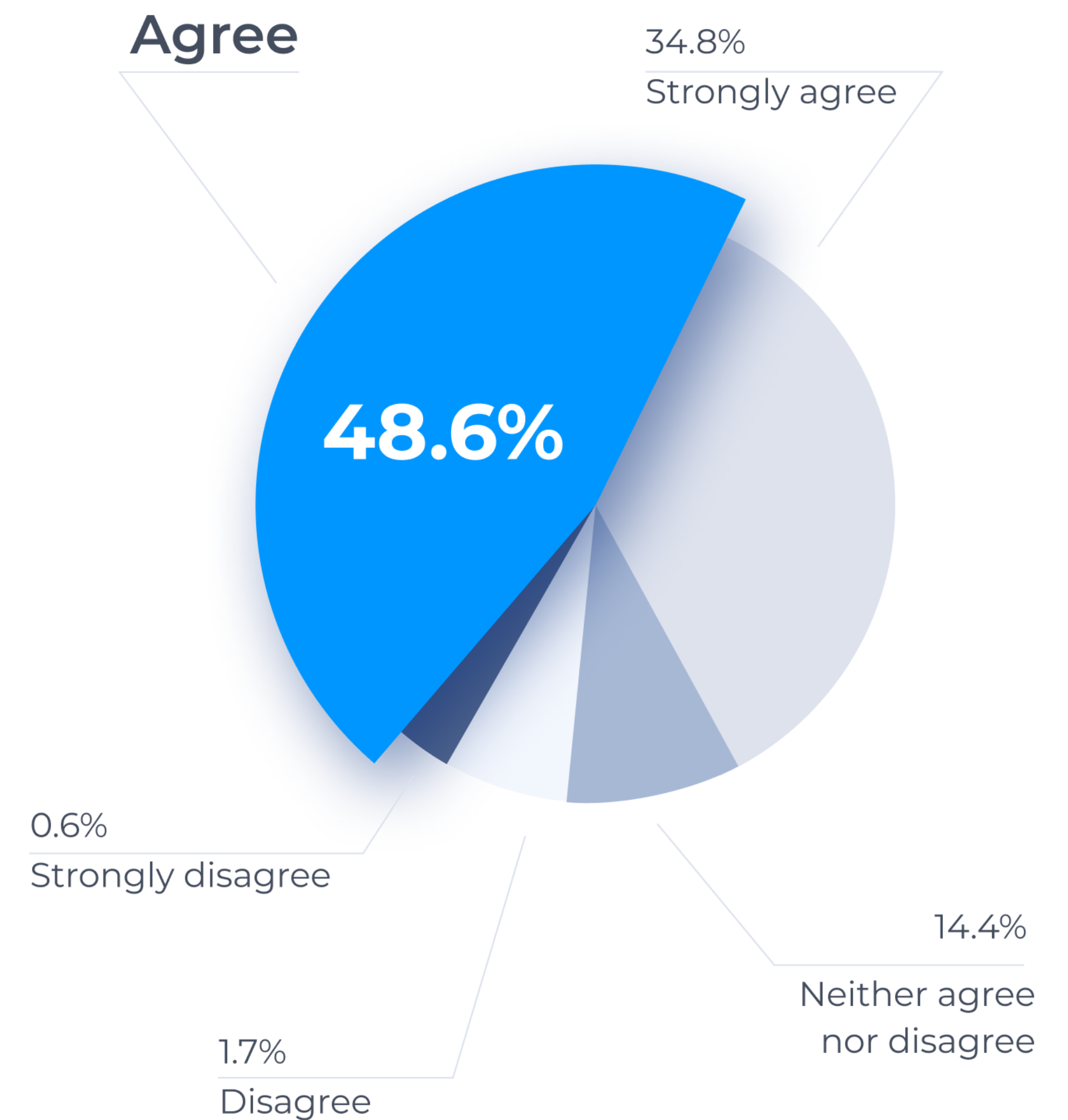
Our data reveals that an overwhelming 83.4% agree or strongly agree that an email containing a signature is effective, highlighting the potential of this often-overlooked aspect of communication.

This isn't just a minor detail – it's a game-changer. Every email you send is an opportunity to make a lasting first impression. **A well-crafted signature can transform your inbox from a black hole of messages into a personalized platform for branding, engagement, and lead generation.**

### What does this mean for you?

#### Stand out from the inbox clutter.

A visually appealing and informative signature can cut through the email noise and catch the eye of your recipient. Think of it as your mini-billboard, promoting your brand and key information.

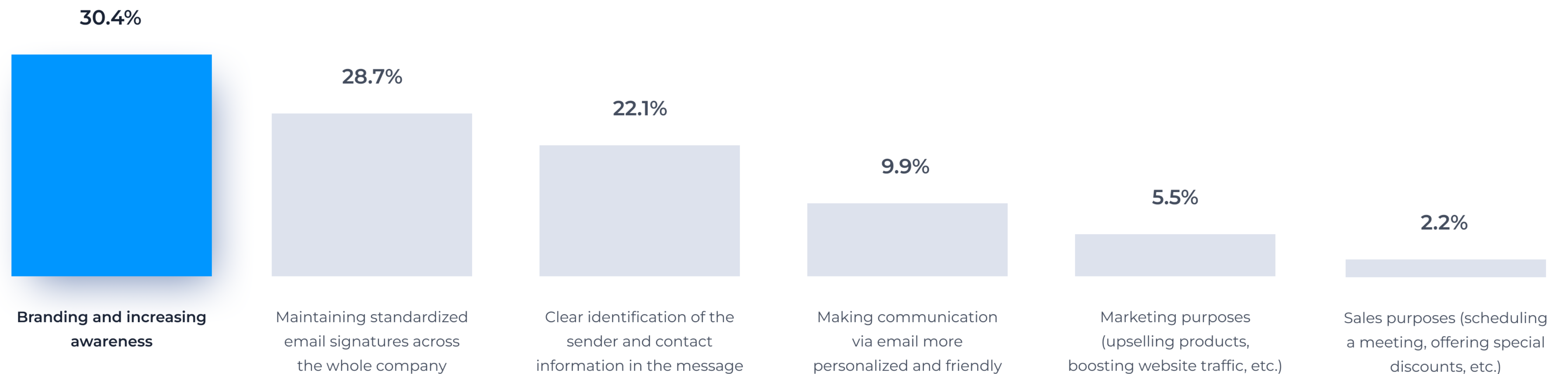


## Primary goals and objectives of using email signatures

When queried about the primary goals behind employing email signatures, respondents were clear in their intentions. Branding and awareness took the lead at 30.4%, followed closely by the desire for clear identification at 22.1% and the pursuit of standardized signatures across the company at 28.7%.

### Primary Goals:

- Branding and Increasing Awareness: 30.4%
- Standardized Company Signatures: 28.7%
- Clear Identification of Sender: 22.1%



## What does this mean for you?

### Don't underestimate the power of your signature.

30.4% of respondents prioritize using their signature to build brand recognition and stay top-of-mind. Craft a professional and visually appealing email signature that reflects your brand personality and reinforces your key messages.

### Make a clear first impression.

22.1% prioritize sender identification. Ensure your signature clearly displays your name, title, and company information. **A well-crafted signature ensures you're not just another nameless face in the inbox.**

### Maintain consistency.

28.7% value consistent company signatures. Implement branded templates to maintain professionalism and build brand recognition.



## Email signature usage for marketing

A noteworthy 37.6% of participants proudly declared the use of email signatures for marketing purposes, adding CTAs, promotions, and special offers directly into their emails.

Meanwhile, 25.4% occasionally infuse marketing elements into their signatures, while 37% remain steadfast in the simplicity of sender identification. This shows a spectrum of comfort with this emerging trend.

### What does this mean for you?

#### Go beyond identification.

Don't settle for just contact details. 30.4% use signatures for branding and 37.6% leverage them for marketing. Add a call to action, promote your latest blog post, or showcase a special offer.



## Email signature marketing use cases

39.2% leverage email signatures to boost their social media presence, highlighting a significant underutilized opportunity for brand building.

While promoting social media leads the pack, generating leads at 30.9% and distributing content at 17.1% also play key roles, demonstrating the versatility of email signatures for marketing goals.

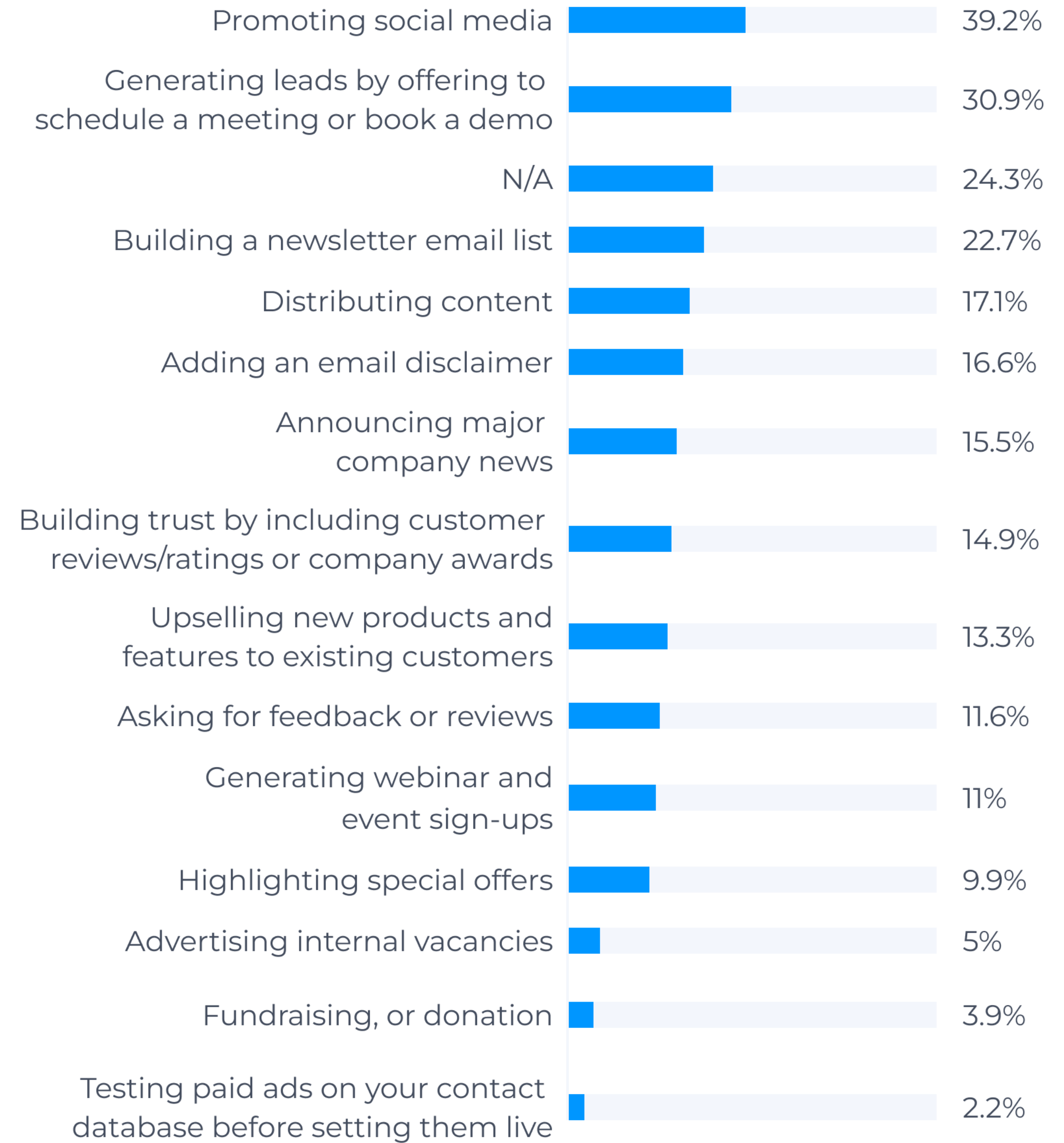
### What does this mean for you?

#### Social media's hidden potential.

Integrate your social media handles seamlessly into your email signature, encouraging recipients to follow and engage. Imagine every email sent boosting brand awareness and community growth.

#### Think beyond the obvious.

Go beyond just promoting social media. Use your signature to capture leads, nurture existing customers with valuable content, or announce exciting company news. Highlight awards, showcase exclusive content, or offer sneak peeks at new products. Newoldstamp's signature creation service can help you craft signatures for different segments of your audience.





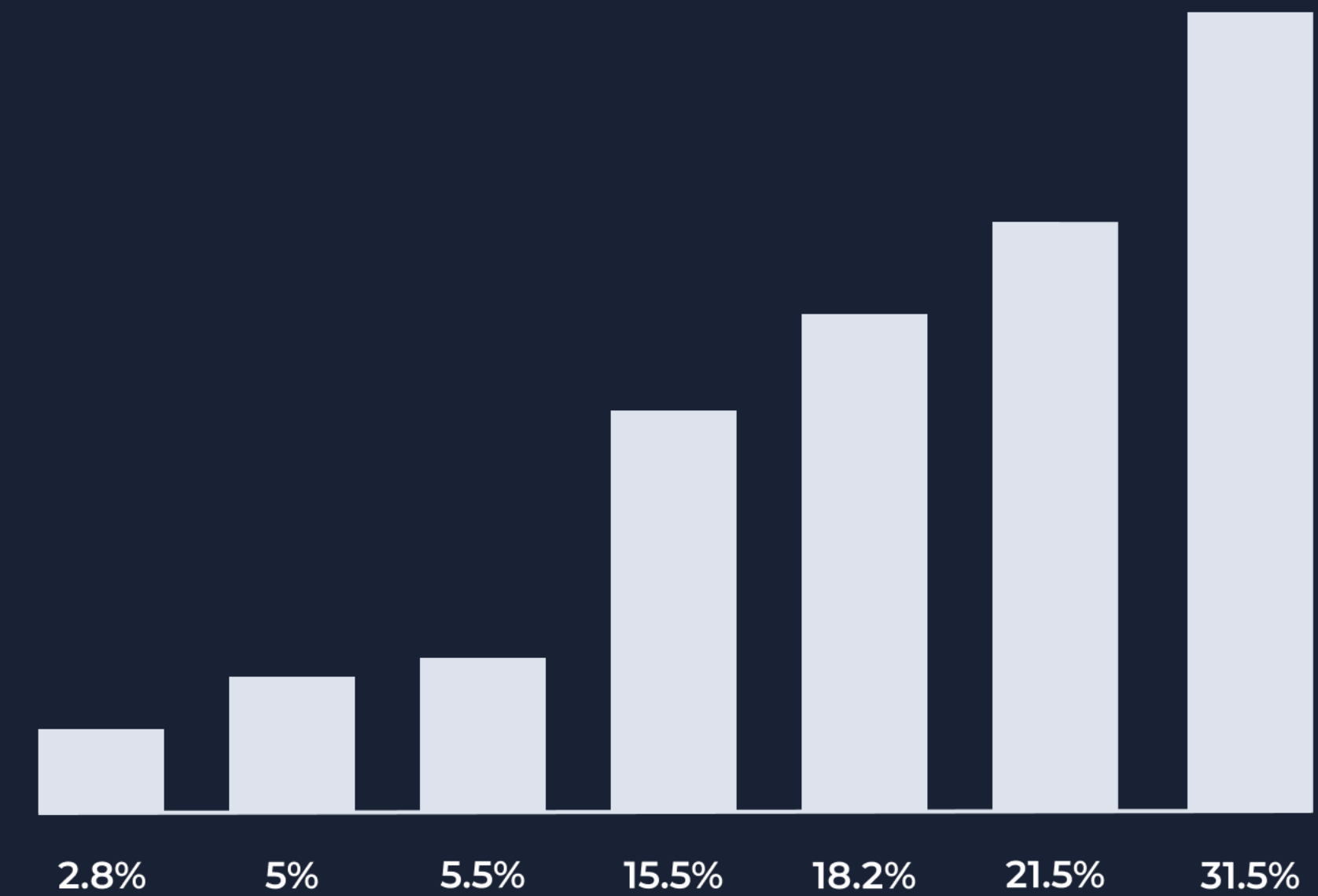
## Reasons for not using email signatures as an additional marketing channel

Measuring effectiveness (5%) and low conversion rates (15.5%) pose hurdles. In comparison, a surprising 18.2% confess to not knowing how to tap into email signatures' marketing potential.

### What does this mean for you?

#### Embrace knowledge, and conquer challenges.

Track your results with analytics tools, refine your strategies for better conversion rates, and invest in learning how to leverage email signatures for maximum impact. Newoldstamp can be your partner in this journey!



**2.8%** - legal issues and country advertising policies

**5%** - difficulties with measuring the effectiveness of email signature marketing campaigns

**5.5%** - other

**15.5%** - low conversion rate

**18.2%** - I don't know how to use email signatures for marketing

**21.5%** - lack of resources to manage promotional campaigns

**31.5%** - N/A (Not applicable or not specified)

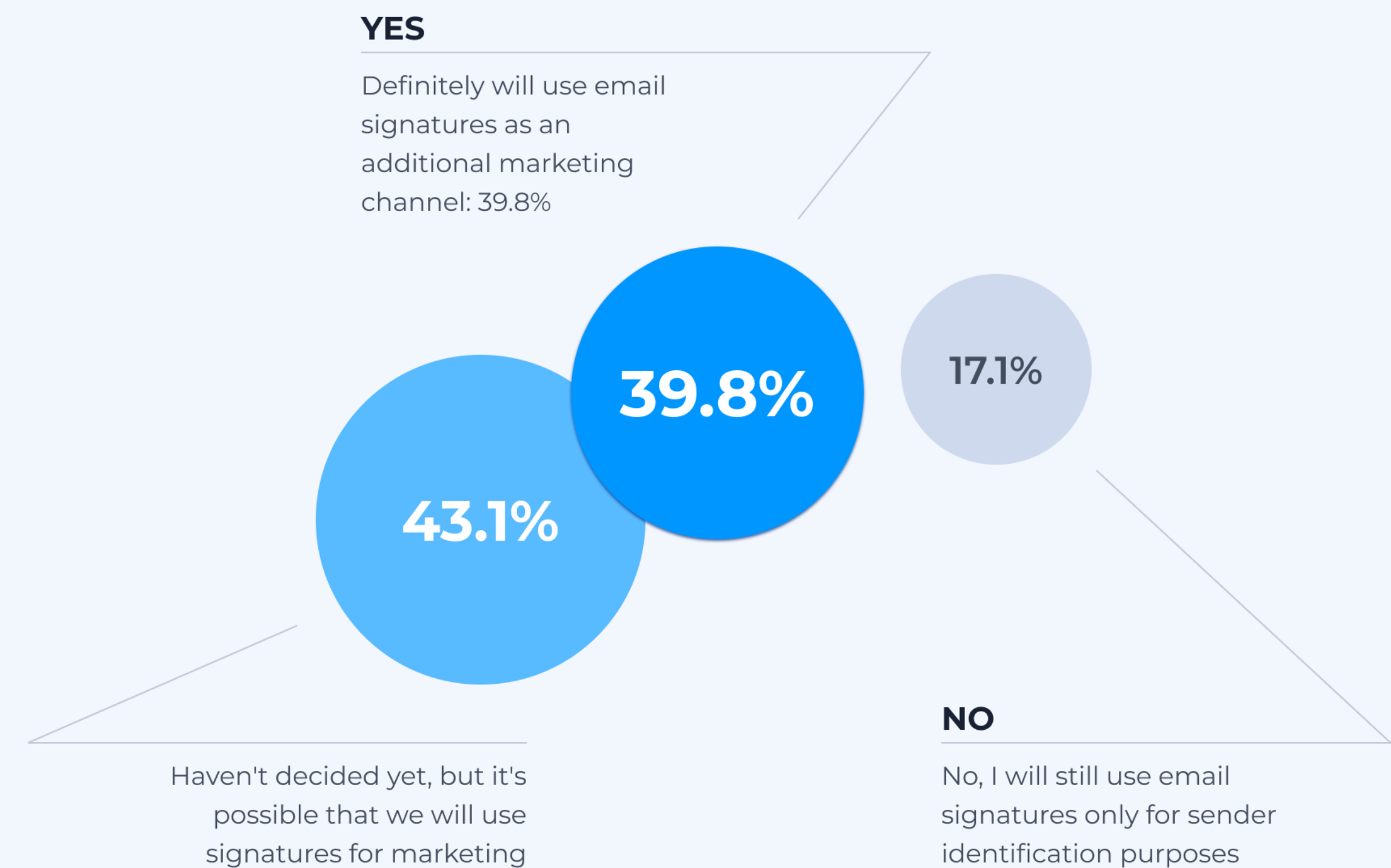
## Intent to implement email signatures in marketing strategy for 2024

Looking ahead, a significant 39.8% plan to integrate email signatures into their 2024 marketing mix, and 43.1% are considering it. This signals a rising awareness of their potential.

### What does this mean for you?

#### Join the wave.

39.8% plan to leverage email signatures in 2024. Don't be left behind! Start experimenting, and see for yourself the impact this powerful channel can have on your marketing efforts.





## Email signature content preferences

Name (94.5%), business website (91.2%), and company name (88.4%) – the holy trinity of email signatures – reign supreme, appearing in over 88% of signatures. These core elements ensure clarity and professionalism, establishing your digital identity with every email.

Headshots (44.8%) and promotional banners (25.4%) add a personal touch and can play a significant role in promoting your brand.

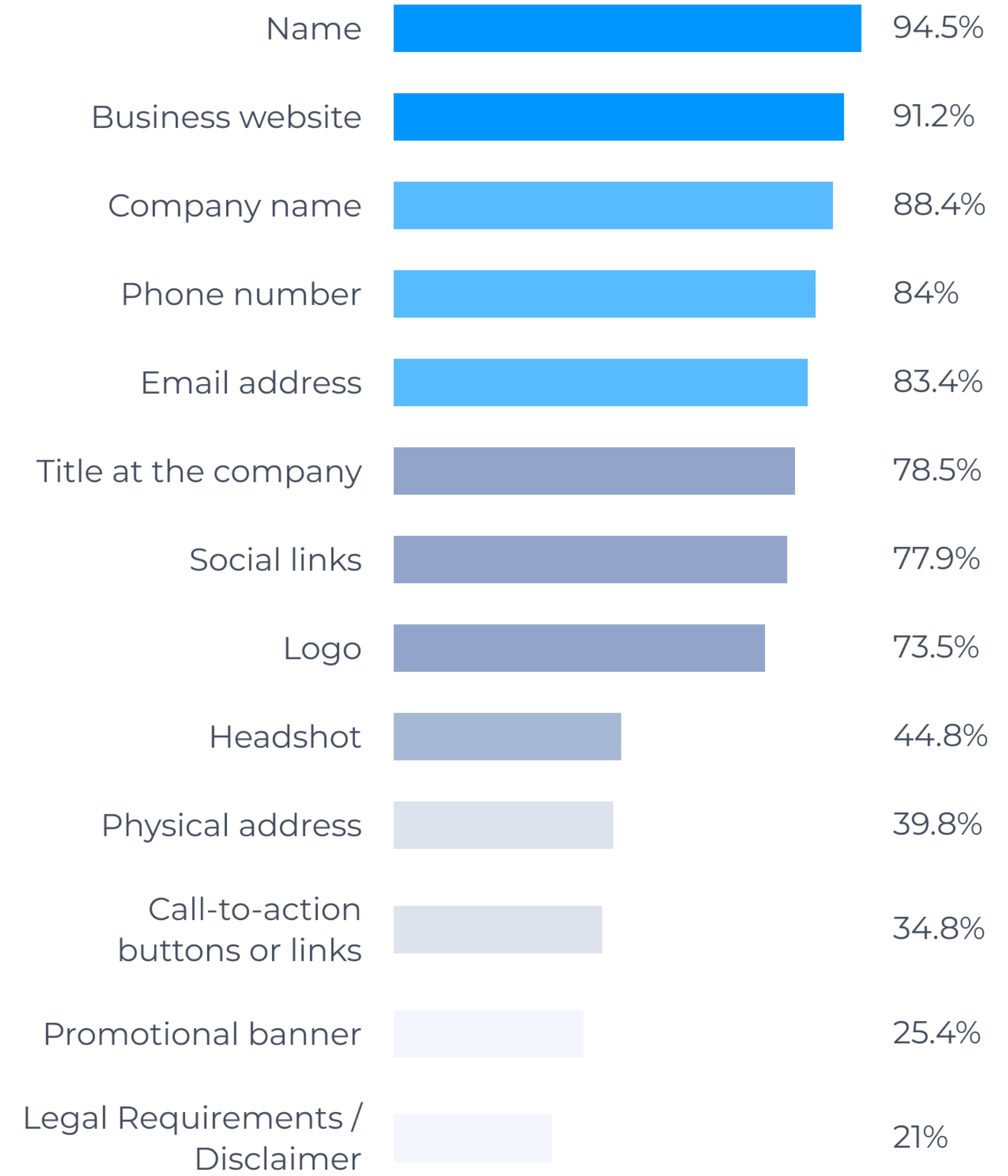
### What does this mean for you?

#### Craft a signature that reflects your brand.

Ensure your email signature is consistent with your overall branding and messaging. Prioritize essential elements, then personalize with headshots or logos. Maintain a clean, professional look while lightly injecting your brand personality.

#### Promotional potential.

A well-designed banner or CTA button can subtly promote offers or drive traffic to key landing pages. But remember, less is often more – avoid cluttering your signature.



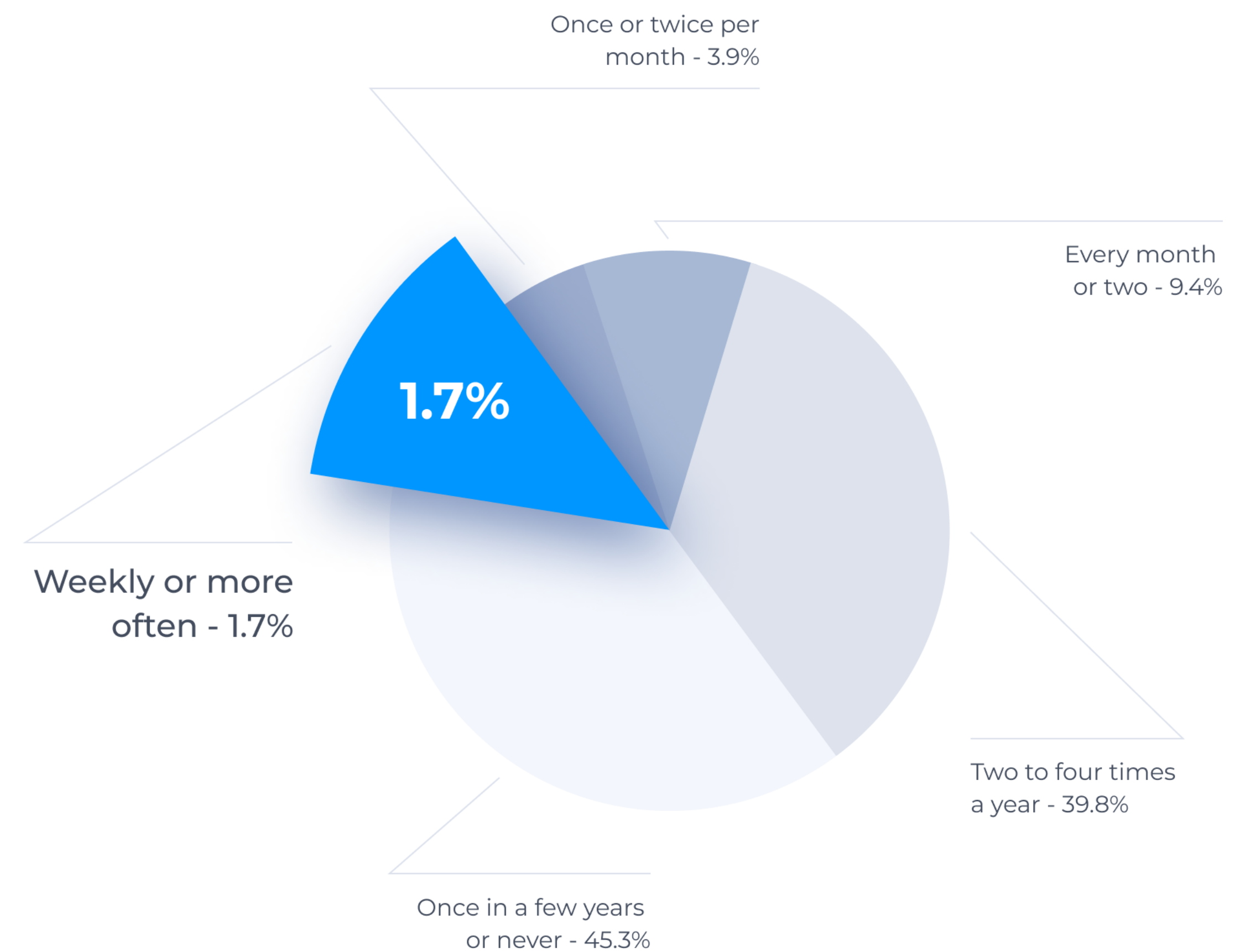
## Frequency of email signature updates

Unsurprisingly, the frequency of updating email signatures varies significantly. While 39.8% opt for updates every two to four times a year, a staggering 45.3% rarely or never update their signatures! This is a missed opportunity to showcase new offerings, promote events, and keep your brand fresh in people's minds. Aim for quarterly updates at least.

### What does this mean for you?

#### Update regularly.

Don't let your signature become a digital fossil! Keep it fresh with seasonal changes, new promotions, upcoming events, or even just a seasonal greeting.





# CTA formats in email signatures: User preferences

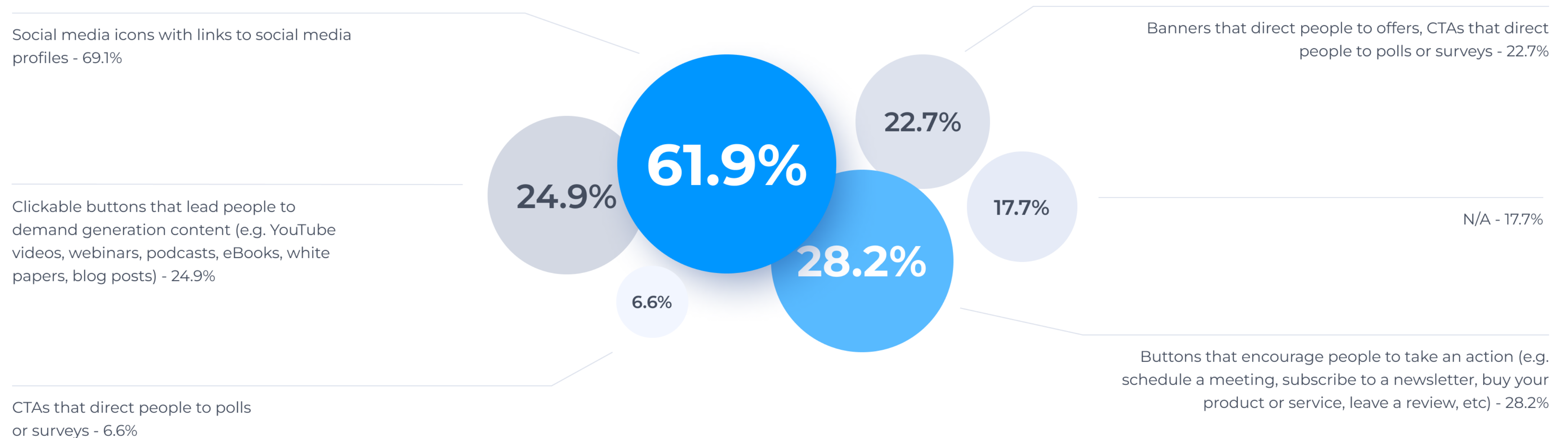
Respondents demonstrate a nuanced approach to CTAs in email signatures. Our data shows that social media icons with links (69.1%) are the CTA champions, highlighting the importance of building online communities and fostering social engagement.

But don't underestimate the power of clickable buttons (28.2%) that encourage specific actions, like scheduling a meeting or subscribing to your newsletter.

## What does this mean for you?

### Embrace the power of CTAs.

Use social media icons to connect with your audience on their preferred platforms. Craft strong, actionable CTAs that clearly communicate what you want them to do next, whether it's visiting your website, subscribing to your newsletter, or scheduling a call.



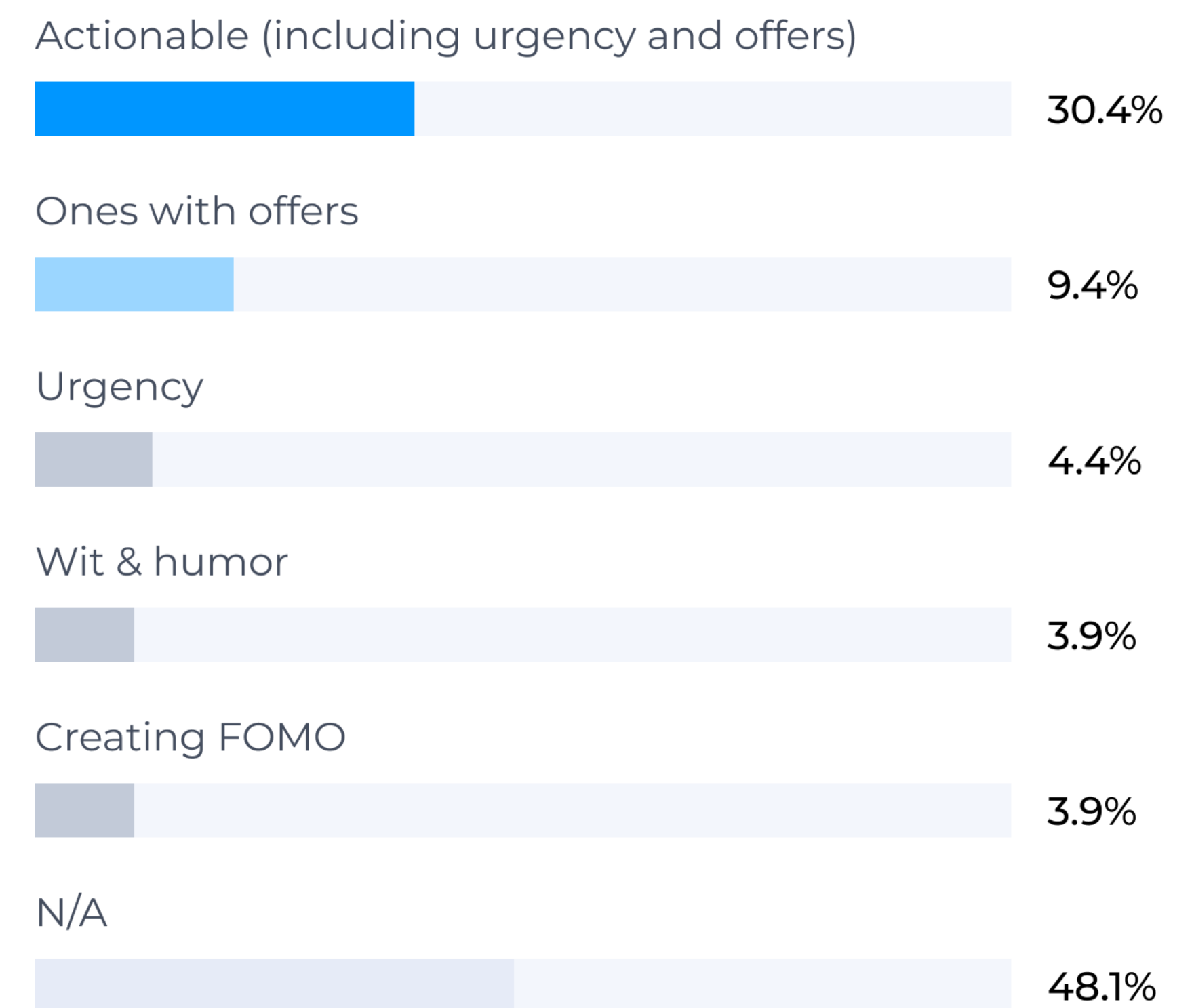
## The effectiveness of different types of call-to-action copies

In the realm of copywriting, actionable copies (30.4%) emerge victorious, proving that a dash of urgency and offers can significantly impact engagement. However, almost half (48.1%) haven't formed a clear preference, highlighting the need for testing and personalization.

### What does this mean for you?

#### Craft compelling CTAs.

Clear calls to action with urgency and offers outperform vague or non-existent CTAs. Experiment with different formats and test actionable language to see what resonates with your audience.





## The adoption of scheduled banner campaigns in email signatures

While email signatures are widespread, scheduled banner campaigns haven't quite reached peak adoption.

A significant 68% haven't yet explored the world of banner campaigns in email signatures. This hesitation could stem from unfamiliarity, concerns about effectiveness, or simply a lack of awareness. However, 17.7% are planning to dive in, suggesting a growing interest in unlocking this potential.

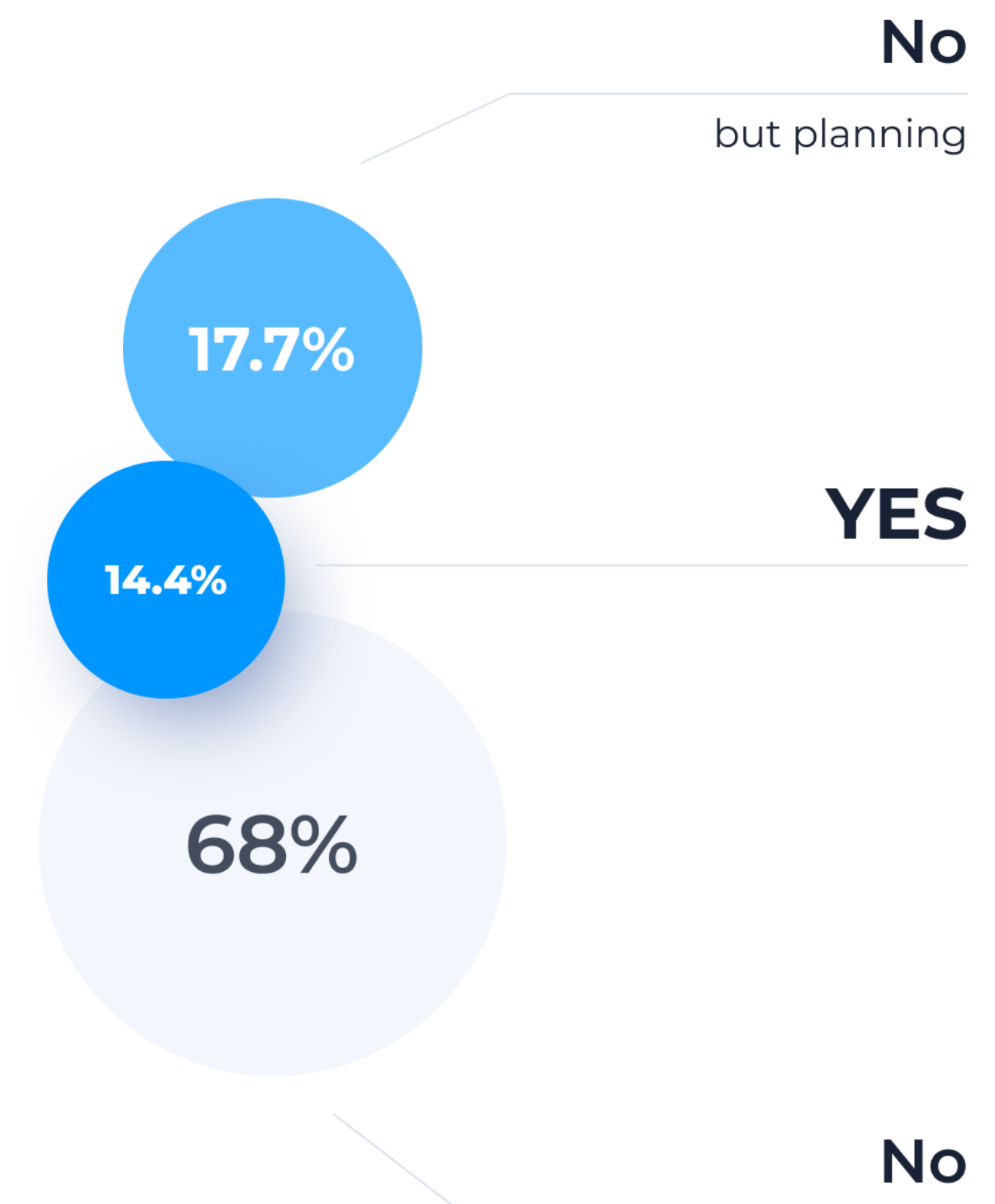
### What does this mean for you?

#### Don't ignore the banner buzz.

If you're among the 68%, consider stepping into the banner arena. With early adopters already reaping benefits, there's a chance to be a frontrunner in this emerging space. The potential of scheduled banner campaigns is undeniable. They offer a dynamic way to boost brand awareness, share promotions, and even drive sales.

#### Don't underestimate the power of information.

Use your banners to share valuable content, like upcoming webinars or industry insights. This positions you as a thought leader and builds trust.



## Motivations for banner adoption

### Brand builders

Nearly half (49.2%) see banners as brand ambassadors. They're raising the brand awareness flag high, using signatures as miniature billboards to solidify their presence in the recipient's mind.

### Information disseminators

An even larger group (53.6%) uses them to promote offers or share crucial updates, keeping their audience informed and engaged.

### Sales drivers

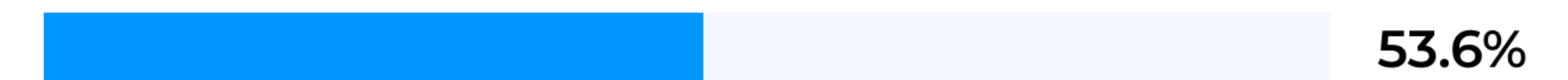
While not the dominant force, 21% leverage banners for direct sales, showcasing targeted offers or highlighting limited-time deals.

## What does this mean for you?

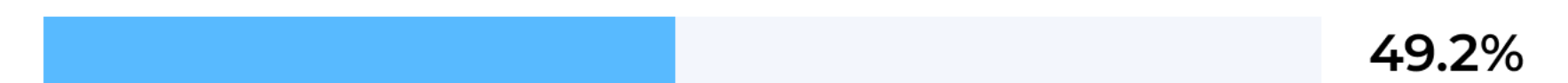
### Align your objectives.

Before crafting your banner masterpiece, be clear about your goals. Are you building brand love or aiming for conversions? Tailoring your message to your objective is key to success.

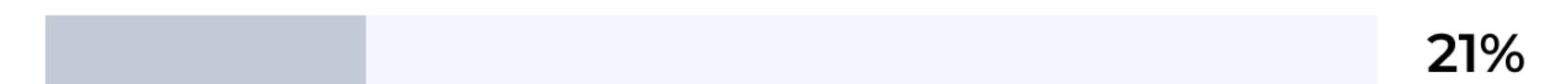
To promote & inform



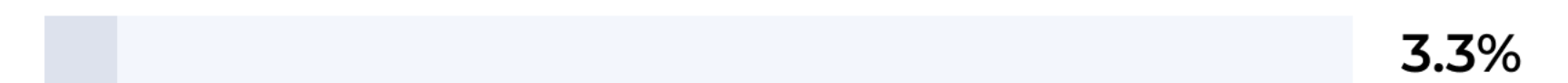
To build your brand



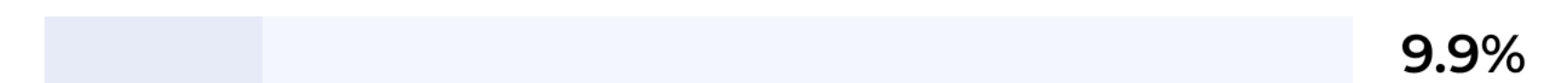
To drive sales



To run satisfaction surveys and generate reviews



N/A (Not applicable or no banners used)



### Think beyond banners.

While banners are a powerful tool, remember they're just one element of your email signature marketing strategy. Combine them with other elements like strong calls to action and relevant links to maximize impact.



## Objectives of using email signatures for marketing

When it comes to the broader goals of using email signatures for marketing, brand awareness remains the undisputed king at 75.1%. This makes perfect sense, as signatures offer a constant, subtle presence that reinforces your brand identity with every email.

Yet, driving website traffic (36.5%) and increasing sales (25.4%) are also high on the agenda. This underscores the undeniable potential of your signature as a valuable marketing tool.

### What does this mean for you?

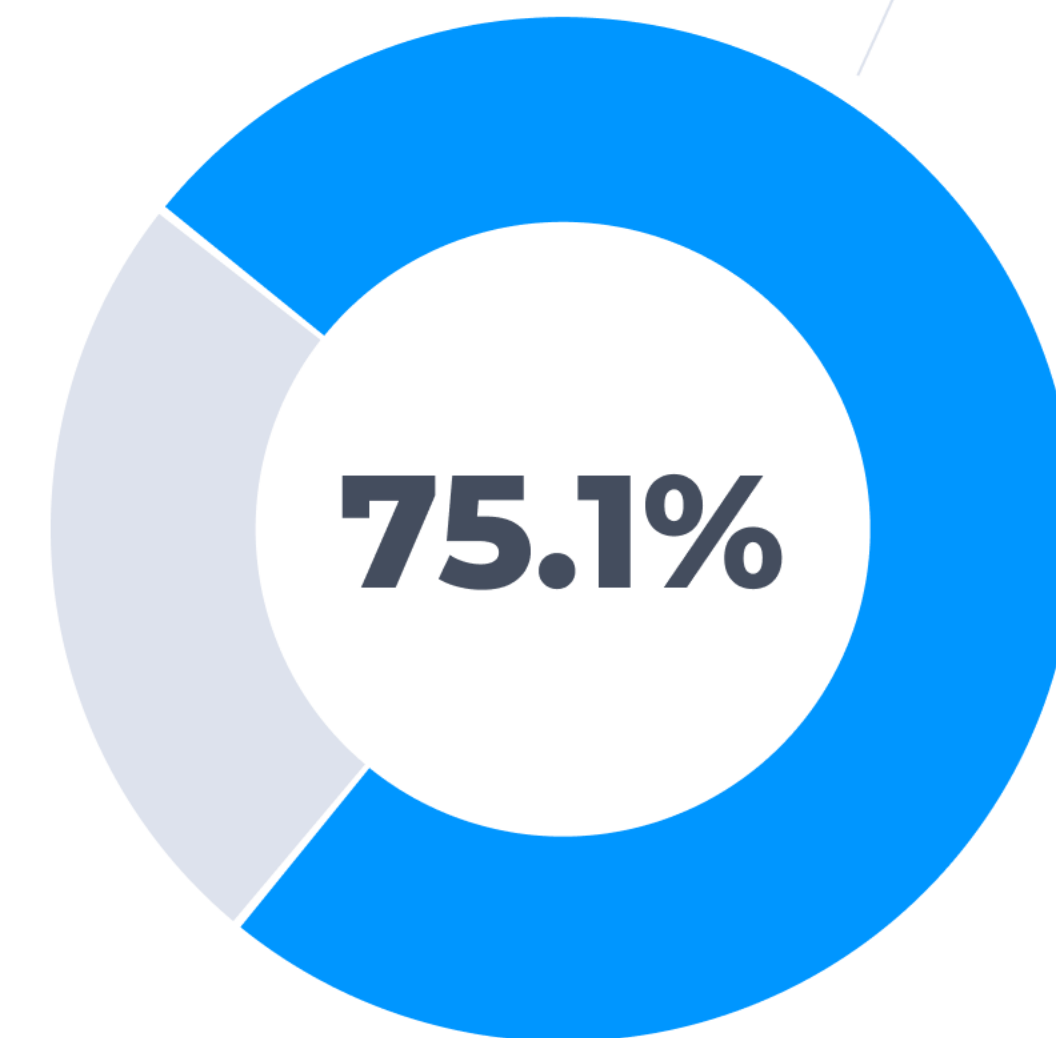
#### Think long-term.

While immediate conversions are tempting, remember that email signatures are a prime spot for long-term brand building. Use them to consistently reinforce your brand identity and message.

#### Newoldstamp can help.

Our signature management platform makes it easy to create, update, and track your email signatures across your entire organization. Leverage our templates, analytics, and integrations to make your email signatures a powerful marketing tool.

### Brand awareness



36.5%	Driving traffic to the website
29.8%	Lead generation
25.4%	Increasing sales
23.2%	Announcing new products or services
19.9%	Customer retention
18.2%	Promoting events
4.2%	Other

## Departments benefiting from promotional elements in signatures

**Sales reigns supreme with 50.55% seeing it as the most beneficial department.** No surprise here! Every email becomes a potential sales pitch, driving conversions. Promotional signatures can showcase new products, highlight special offers, and generate leads directly into the sales funnel.

Close behind at **37.91%**, **marketing teams leverage signatures to amplify brand awareness, promote campaigns, and nurture leads.** Promotional signatures are a marketing dream, offering a prime real estate right under every email sent. Showcase upcoming webinars, promote new content, drive traffic to landing pages, and directly connect with leads – all within a single glance.

With **18.68% ranking it as the most beneficial department**, Customer Support also recognizes the value of promotional elements. Personalized signatures can offer quick access to support resources, build rapport, and enhance customer satisfaction.

Public Relations, with **18.13% ranking it as the most beneficial**, can use signatures to spread brand messages, highlight company achievements, and promote positive media coverage. This can contribute to building brand reputation and fostering trust with stakeholders.

Interestingly, **Human Resources ranks lowest with 37.36%** seeing it as the least beneficial department. This suggests that they may not yet fully recognize the potential of signatures in their role. However, signatures can be useful for promoting internal initiatives, highlighting employee benefits, and fostering a positive company culture.

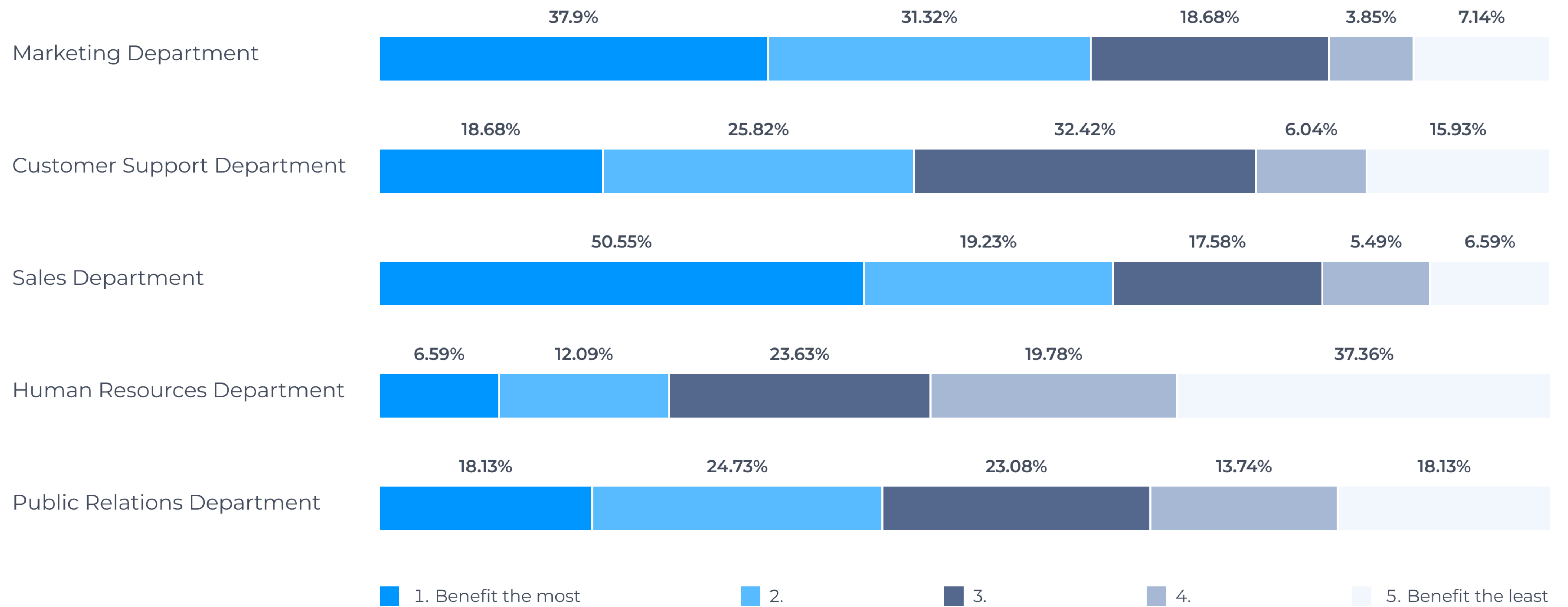
### What does this mean for you?

#### Tailor your approach.

Each department has unique needs and goals. Consider what would resonate most with their audience and the overall email purpose.



### Benefit Ranking



# Challenges in launching email signature marketing campaigns

While email's reign is undeniable, launching successful email signature campaigns can be challenging. The data reveals some key hurdles businesses face:

- 26.5% find it challenging to attract clicks and convert them into valuable leads, hindering the campaign's effectiveness.
- 18.2% face difficulty measuring the impact of their campaigns, leaving them unsure of what's working and what needs adjustment.
- 16.6% struggle to define clear objectives and key performance indicators (KPIs), making it difficult to assess success and track progress.
- 15.5% struggle to tailor their campaigns to the right recipients, resulting in missed opportunities and wasted effort.
- 10.5% encounter difficulties with choosing or using email signature generators, impacting the campaign's professionalism and effectiveness.

## What does this mean for you?

### Acknowledge the challenges.

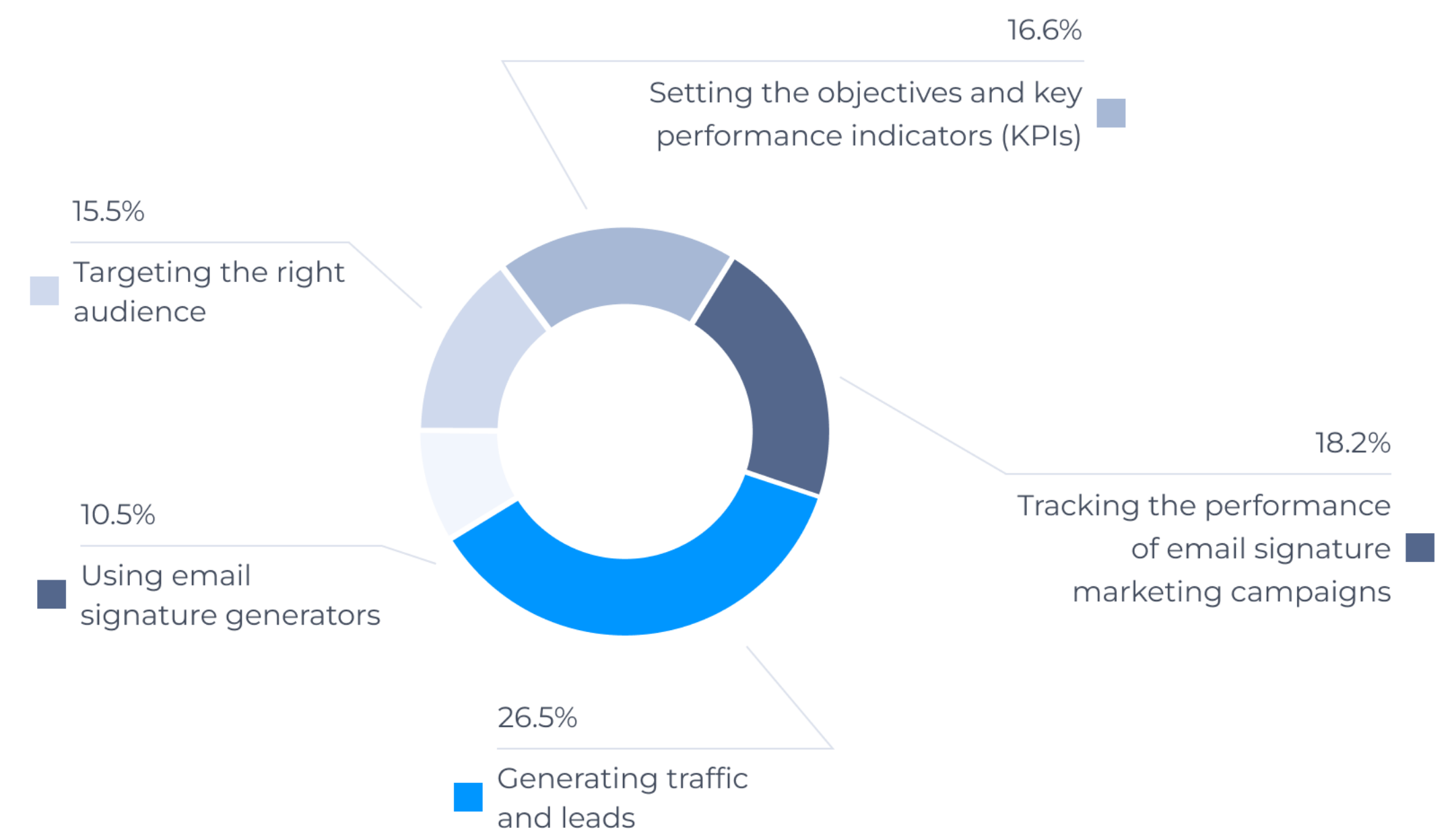
Launching effective email signature campaigns requires careful planning and execution. Be prepared to address the identified hurdles.

### A/B test different designs and CTAs.

Optimize your campaigns for maximum impact.

### Target the right audience.

Not every email reaches the right eye. Segment your employee signatures based on their roles and audiences to ensure targeted messaging.

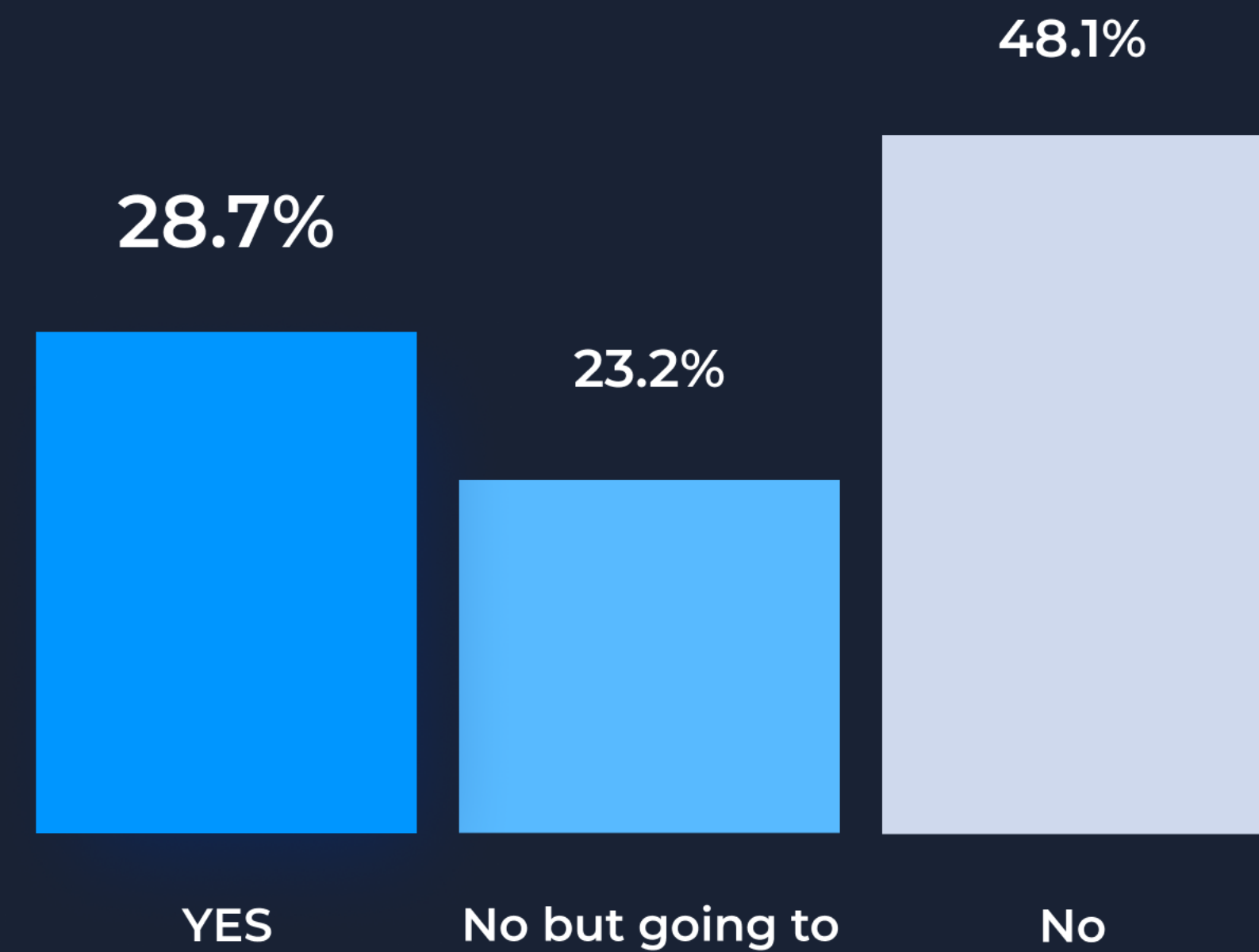




## Measurement of email signature performance

The data shows a startling gap in measuring email signature performance:

- 28.7% track their campaigns, reaping valuable insights and optimizing for success.
- 48.1% don't, missing out on crucial data-driven improvements.
- 23.2% plan to start, recognizing the importance of measurement.



### What does this mean for you?

#### Embrace data-driven decision-making.

Don't fall into the "no measurement" trap. Track key metrics and KPIs to understand your campaign's performance and optimize for better results.

## Tracked email marketing metrics and KPIs

When it comes to monitoring email marketing metrics and KPIs, a varied set of parameters is thoroughly examined.

**47% track clicks** - this top metric reveals a significant audience interaction with your signature elements.

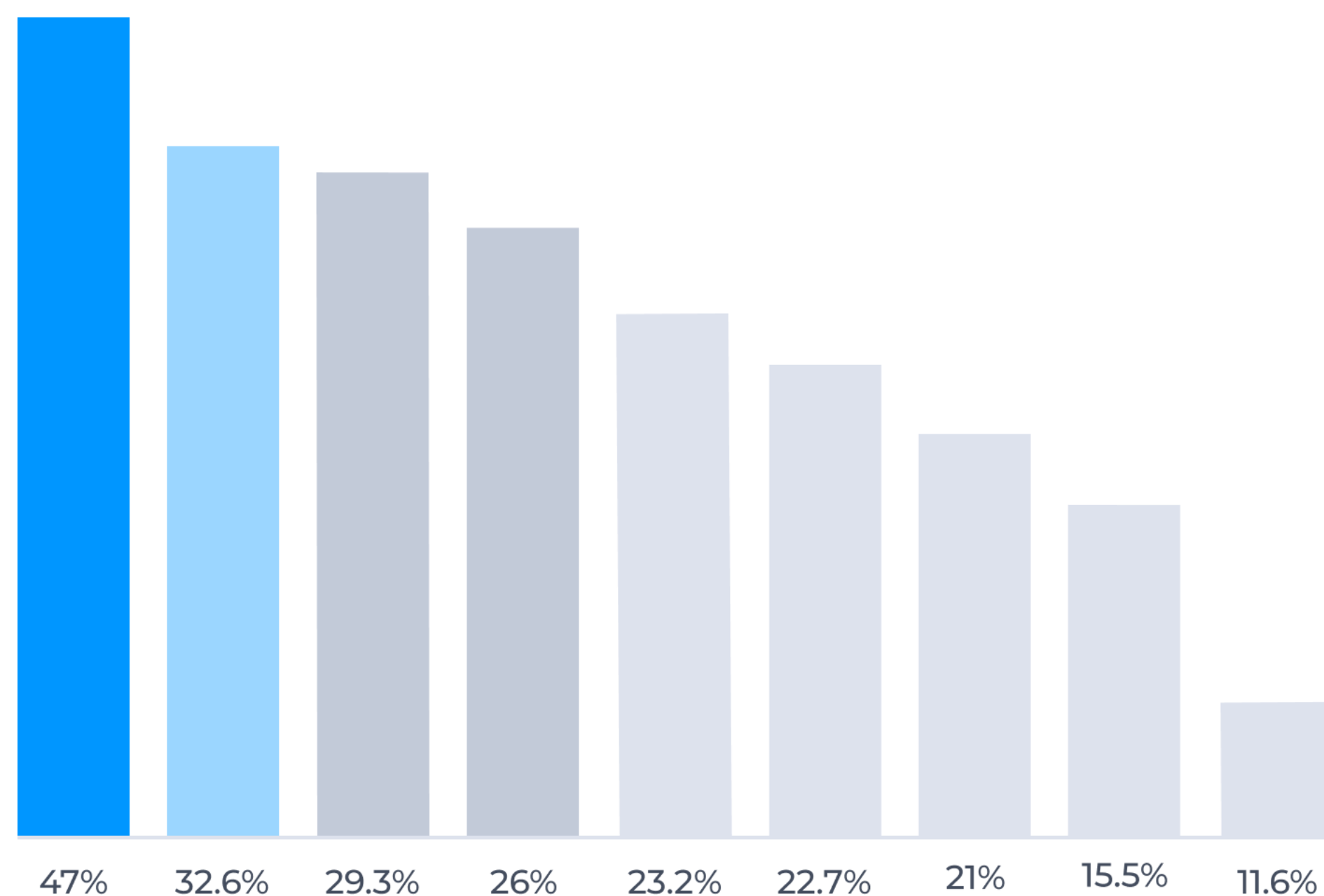
**26% monitor impressions.** Even if they don't click, your signature is making an impression. This awareness can translate into brand recall, trust-building, and future engagement.

Moreover, the data reveals that **website traffic, at 23.2%**, and leads generated, accounting for 21%, show email signatures can drive valuable results.

### What does this mean for you?

#### Track and measure.

Don't rely on gut feelings. Track key metrics like clicks, website traffic, and lead generation to understand what works and refine your campaigns for better results.



- 47% Clicks
- 32.6% Emails sent
- 29.3% N/A
- 26% Impressions
- 23.2% Website traffic
- 22.7% CTR
- 21% Leads generated
- 15.5% Revenue generated
- 11.6% Demos/calls booked



# Top benefits derived from using the Newoldstamp tool and email signatures

Our research reveals these compelling advantages of using Newoldstamp and crafting professional email signatures:

## First impressions matter

77.3% of respondents believe email signatures contribute to a professional first impression. In today's competitive landscape, making a strong initial impact is crucial, and Newoldstamp's visually appealing templates and branding integration help you do just that.

## Brand awareness boost

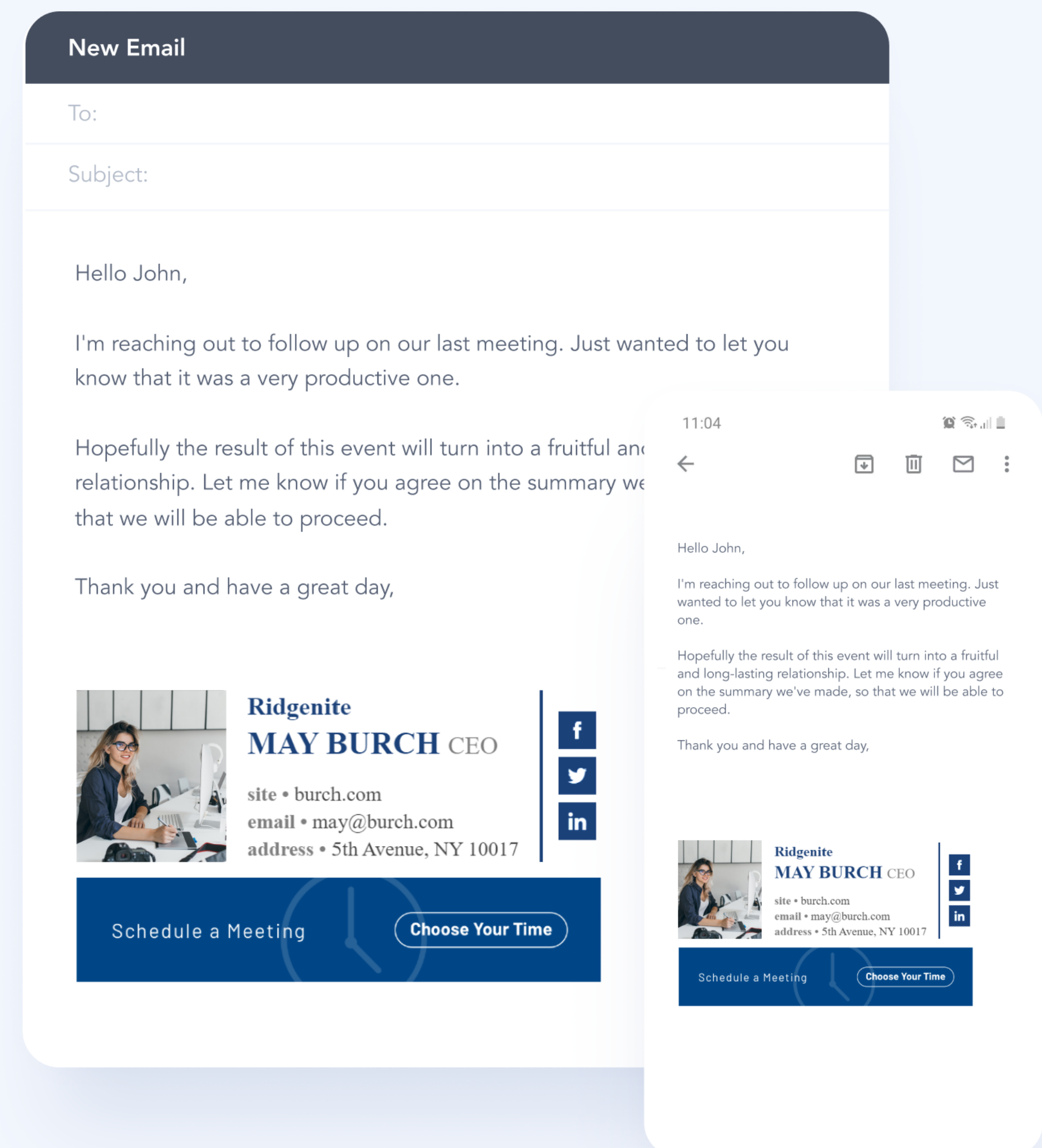
56.4% see signatures as a way to increase brand awareness. With Newoldstamp, you can seamlessly embed your logo, brand colors, and messaging into every email, subtly reinforcing your brand identity with every interaction.

## Alignment and consistency

20.4% value the ability to ensure consistency and brand alignment across the company. Newoldstamp's centralized signature management system guarantees everyone, from the CEO to the intern, presents a unified brand image.

## Beyond branding:

- 33.1% recognize the trust-building power of signatures.
- 16% leverage signatures to boost social media engagement.
- 9.4% see signatures as tools for improving marketing activities.



## What does this mean for you?

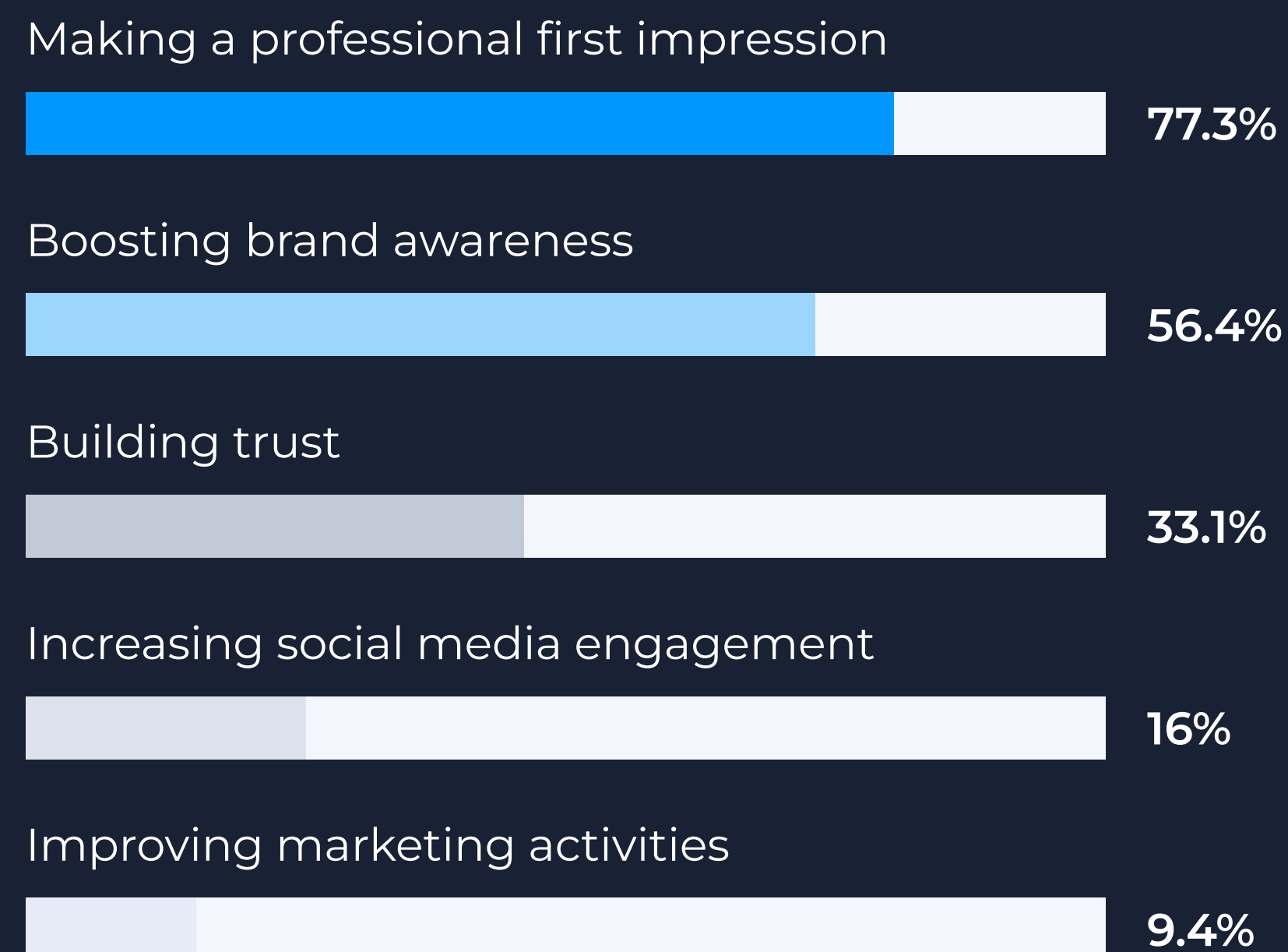
### Leverage the power of the email signature generator.

Newoldstamp can help you overcome challenges, track performance, and unlock the full potential of email signature marketing.

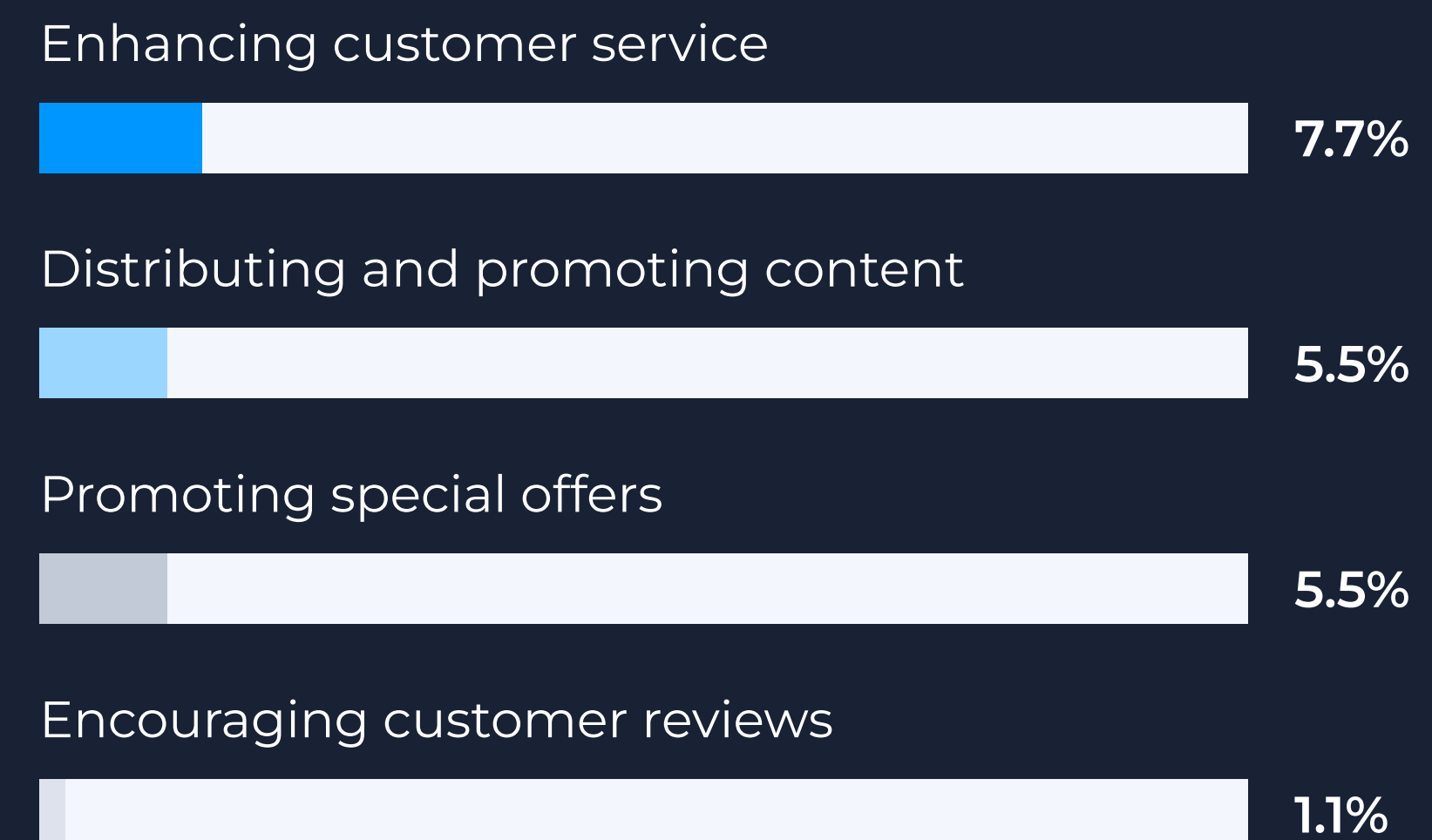
### Take the next step:

- [Get a 7-day free trial](#) of Newoldstamp and experience the benefits firsthand.
- [Book a demo](#) for a personalized consultation and discover how we can help you achieve your email marketing goals.

### Top reasons for using email signatures



### Secondary benefits of email signatures





# Conclusion

As the data reveals, email remains a powerful communication and marketing tool, but the landscape is constantly evolving. Understanding user preferences, optimizing email marketing strategies, and leveraging data-driven insights are key to success. This report serves as a compass, guiding businesses towards effective communication strategies and a future where email remains a vital asset in the digital realm.

The image is a composite of three elements:

- Email Interface:** A screenshot of an email client showing an email from Rex Hastings. The text includes a greeting "Hello John," a follow-up on a meeting, and a request for agreement on a summary. The interface includes a search bar with "in:sent", a sidebar with folders like "Inbox" and "Starred", and a "Forward" button at the bottom.
- Business Card:** A business card for Rex Hastings, Lawyer at NEUROTECH. It features the Neurotech logo, contact information (phone: 662-353-7899, email: rex@hastings.com, website: neurotech.com, address: 5th Avenue, NY 10017), and social media icons for Facebook, Twitter, Instagram, and LinkedIn. A "Learn How" button is also present.
- Analytics Dashboard:** A marketing analytics dashboard showing a bar chart of "Clicks" and "Impressions" over time (from 12 Jan to 20 Jan). A table shows data for a "Banner" source: Clicks: 654, Impressions: 2 987, CTR: 4%. A circular gauge shows a 28% conversion rate, with a breakdown of "All clicks" (20 689) and "Unique clicks" (5 792).

# Methodology

This report combines the insights of 200+ survey respondents with data analysis from 10,000 Newoldstamp user accounts. We designed the online survey to capture a broad spectrum of perspectives on email marketing, email signatures, and associated practices. This dual approach offers a robust understanding of current trends and provides a solid foundation for the comprehensive overview presented in this report.

## Respondents' demographics summary

### Roles

Predominantly CEOs/Founders, with notable representation from Digital Marketing Managers and Consultants.

### Company Sizes

The majority are from small businesses (up to 50 employees), reflecting entrepreneurial perspectives.

### Market Segments

A mix of B2B and B2C, with a substantial presence in both segments.

### Industries

Diverse representation, including Marketing and Sales, Agency/Consultancy, Software/Internet, and more.





## About Newoldstamp

This report is presented by Newoldstamp, an email signature management platform. At Newoldstamp, we empower businesses to elevate their email communication by creating professionally designed, interactive signatures. Clickable banners, branded social media icons, and eye-catching call-to-action buttons convert the emails sent by employees into a powerful highly targeted marketing channel.

To explore more about Newoldstamp, please visit [newoldstamp.com](https://newoldstamp.com).

