



Elevate Your Email Campaigns

Data-Driven Insights for 2025

Presenters



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Senior Advisor
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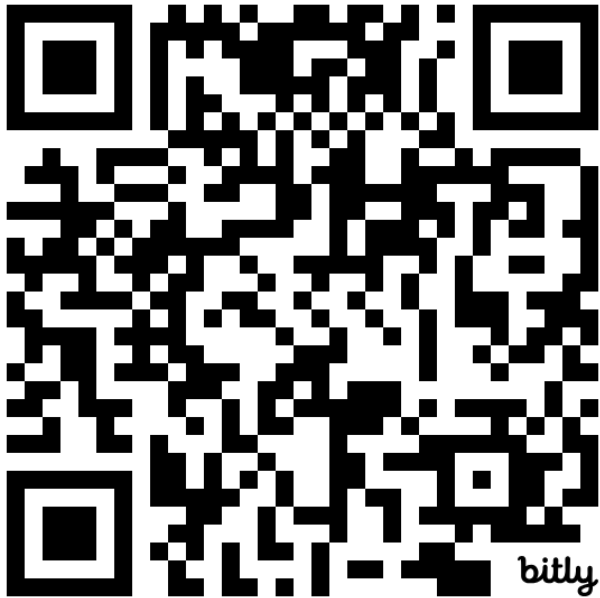


Kelly Whelan

Content Marketing Manager
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“Housekeeping”

- The recording will be available in HUG and on our Website
- Download the 2024 Association Email Benchmark Report



bit.ly/2024-email-benchmarks

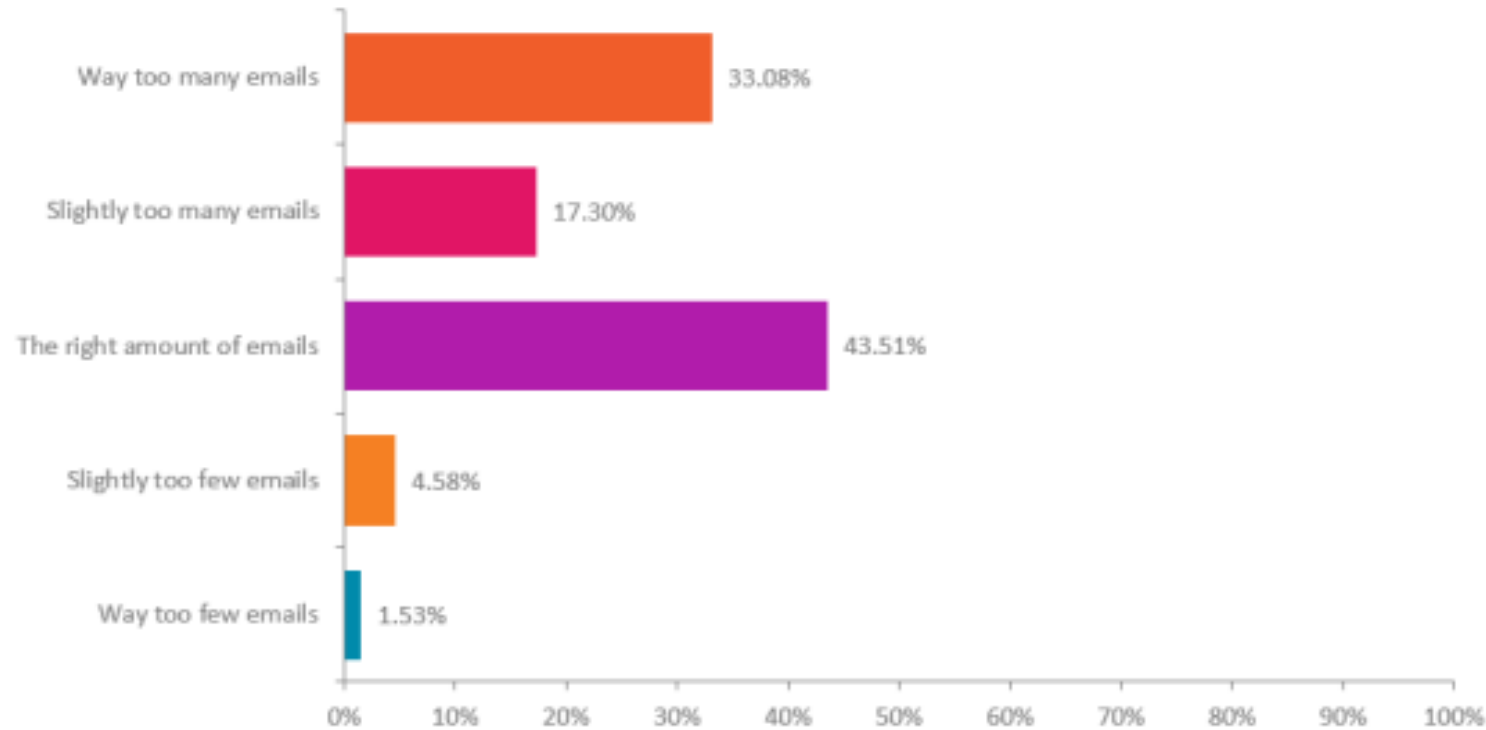
Agenda

- Email Deliverability
- Open and Click Rates
 - By Day of the Week
- Marketing Automation
- Personalization & Segmentation
- Overall Email Trends
 - AI
 - Email Client Changes
 - Privacy & Security
 - Email Design
 - Accessibility

*Throughout, we'll share tips for acting on what we learn from the report.

Too Many Emails

How do you feel about the amount of emails you receive from your association?

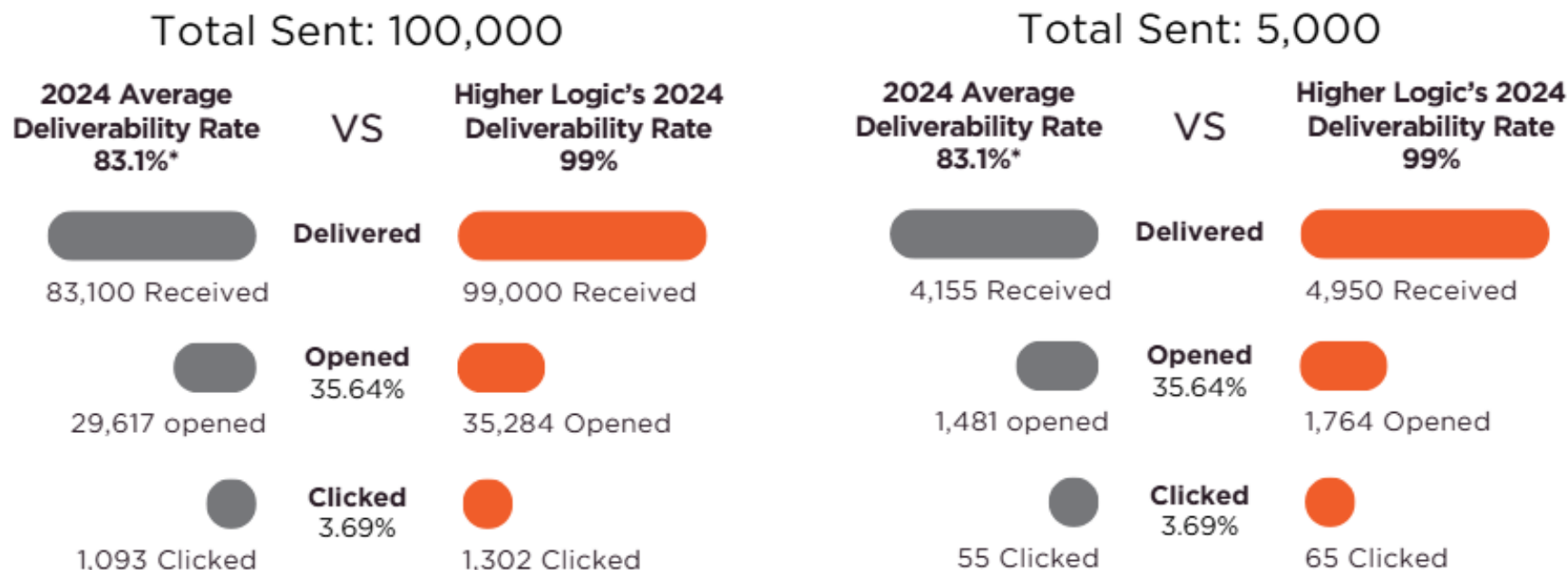


The number of association members who said they get too many emails **increased from 34% in 2023 to 50% in 2024.**

First Step: Getting to the Inbox

- Email deliverability rate = how many of your messages are actually delivered

Why does email deliverability matter?



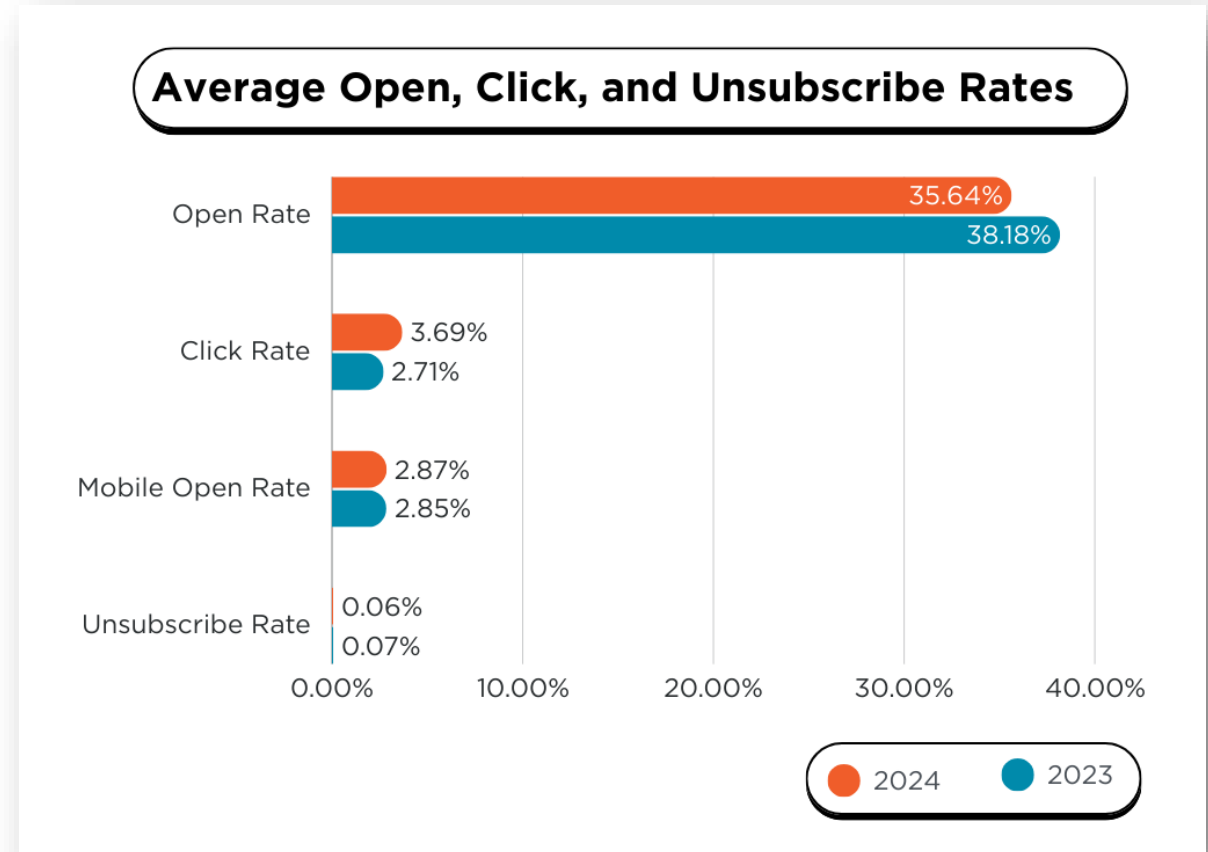
What Influences Email Deliverability?

- Authenticate your emails (SPF, DKIM, DMARC)
- Maintain a clean email list
- Improve engagement by optimizing your email content.
- Maintain a consistent sending schedule
- Maintain a strong sender score/sender reputation
- Use a reputable ESP/Marketing platform
- Provide easy unsubscribe options



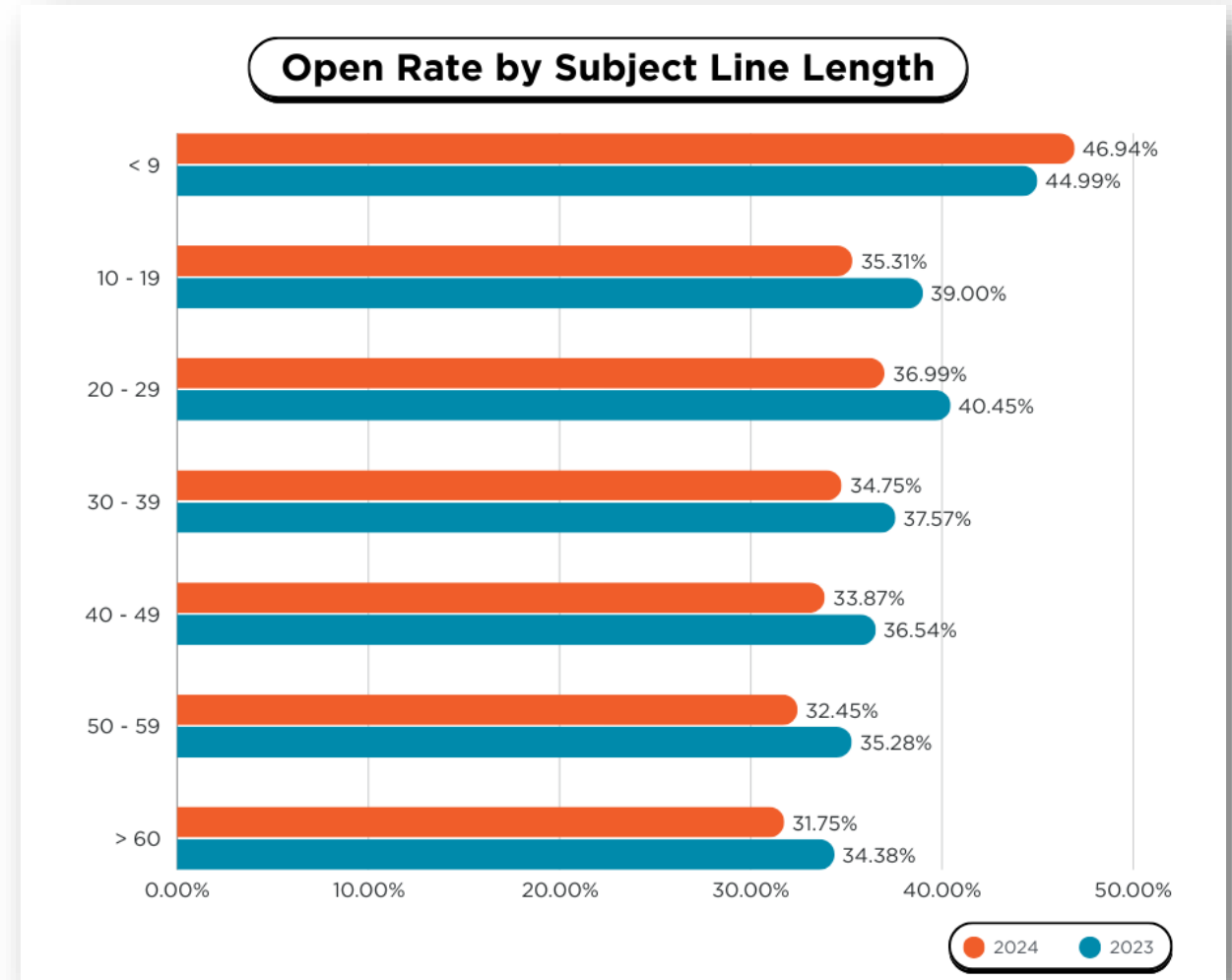
Next Step: Getting People to Open and Click

- **Average open rates decreased** from 38.18% in 2023 to 35.64% in 2024.
- **Average click rates increased** from 2.71% in 2023 to 3.69% in 2024.
- Why?
 - Apple MPP
 - Gmail & Yahoo requirements for bulk senders



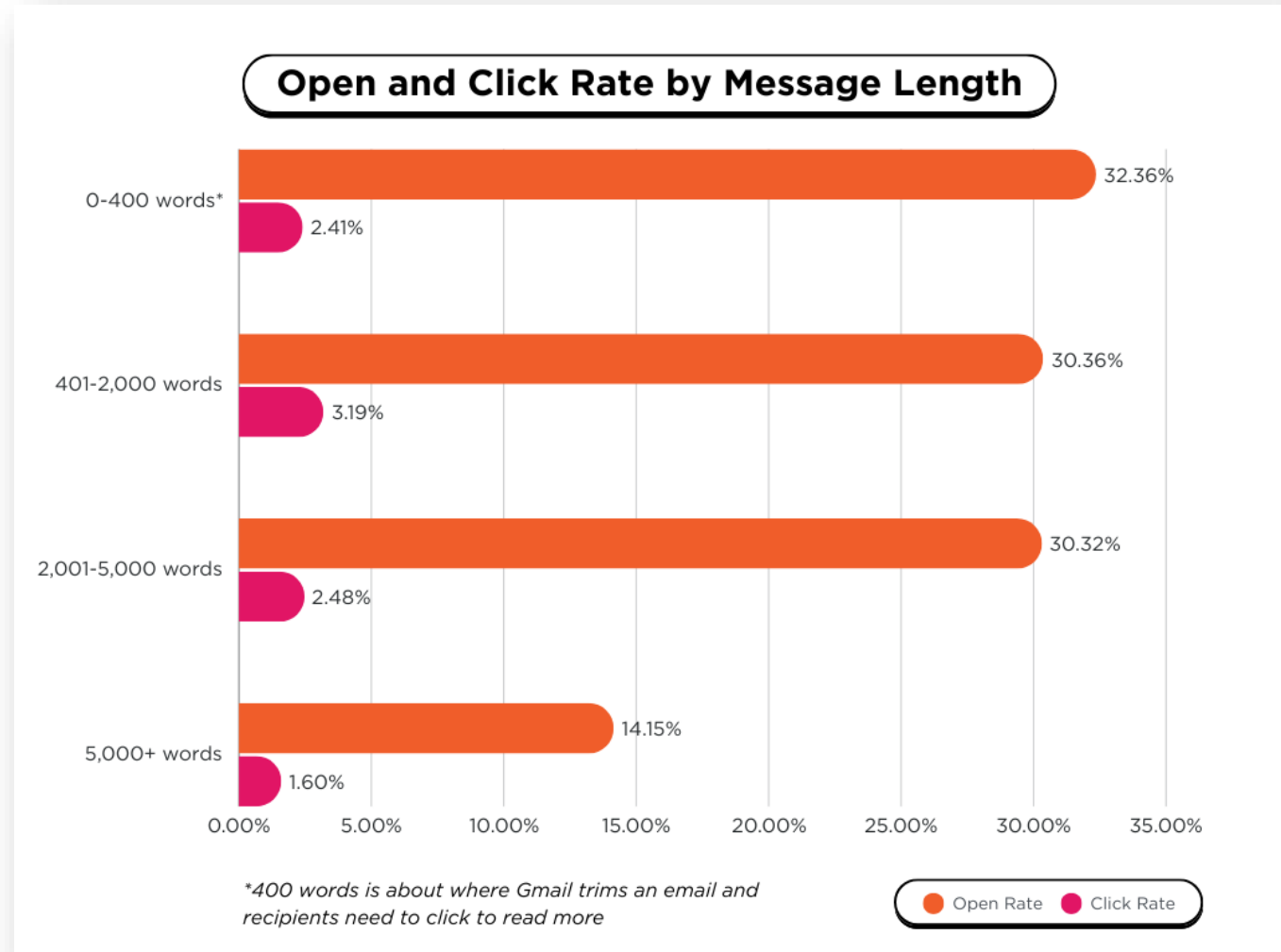
How to Improve Open Rates

- **Short, clear subject lines;** under 50 characters (under 9 performs best!)
- Use emojis strategically
- Consider personalization BESIDES first name
- Social proof and testimonials
- Create urgency
- Continuation preheaders (Plus, But, And...)



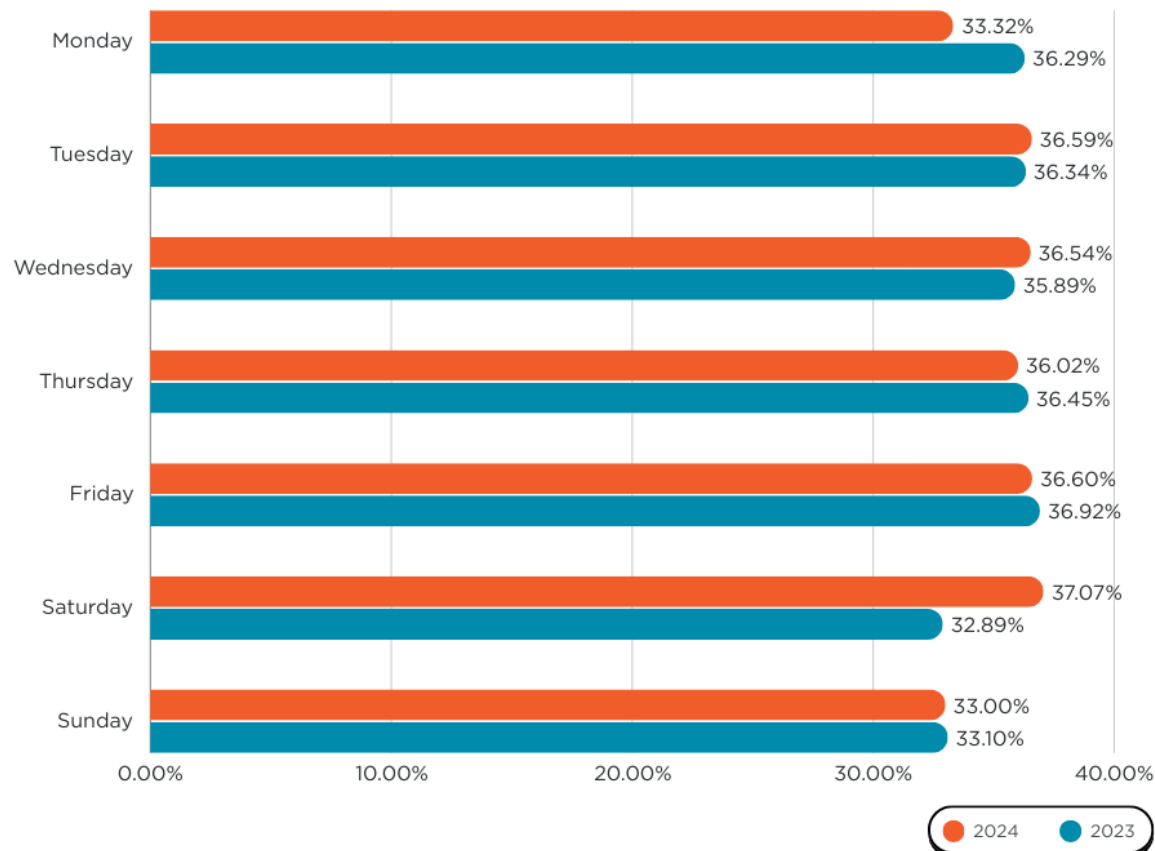
How to Improve Click Rates

- Clear Obvious CTAs
- Emails between 400 and 2,000 characters
- Keep email design simple and mobile friendly

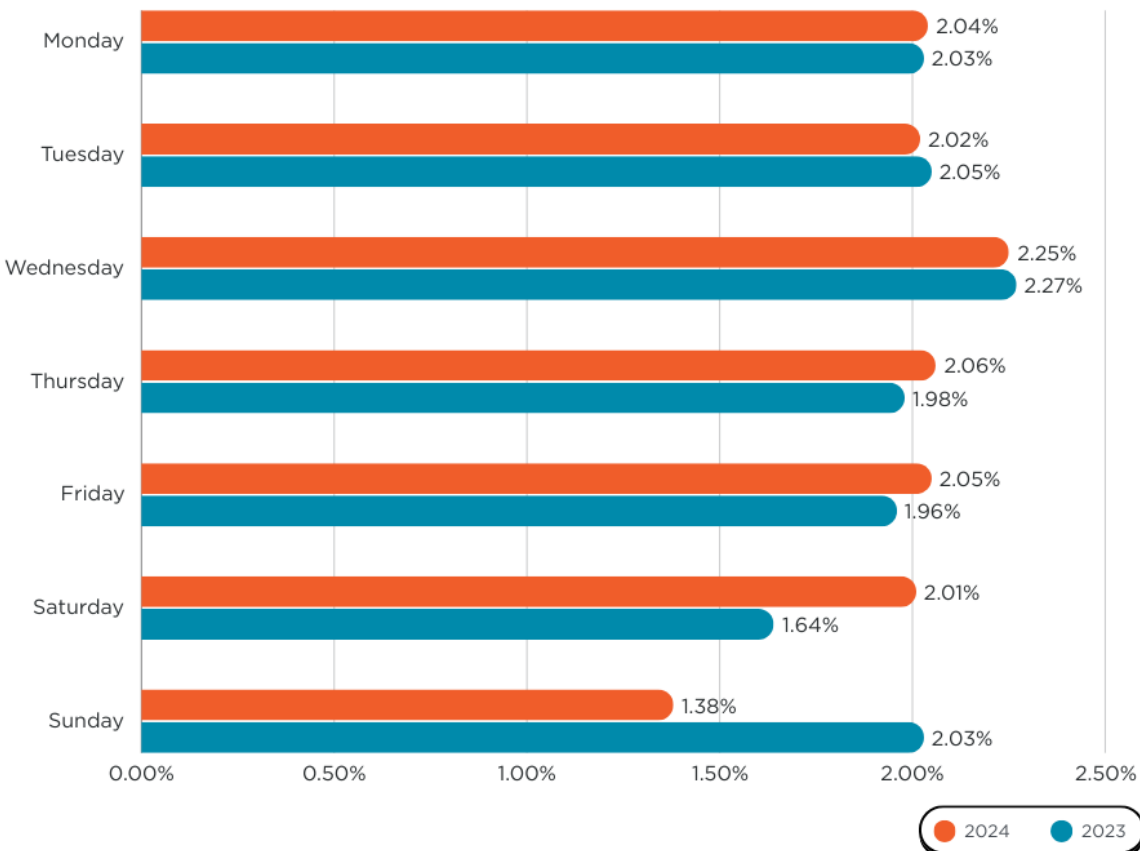


Open and Click Rates by Day of the Week

Open Rate by Day Sent



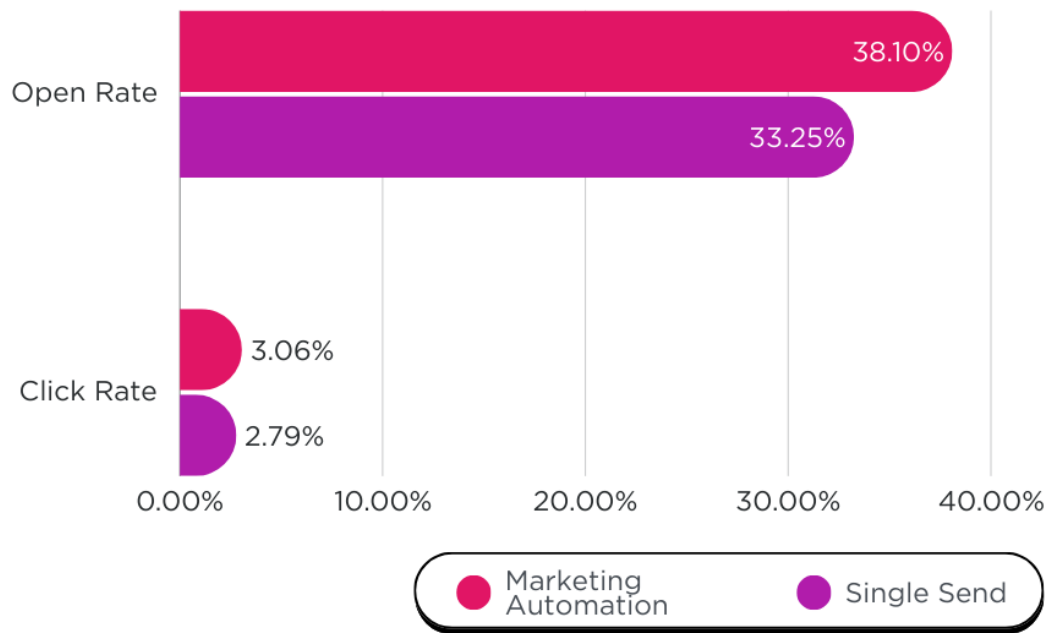
Click Rate by Day Sent



Leveling Up: Automation

Marketing Automation vs. Single Sends

Comparing the performance of messages sent as part of an automated campaign to messages sent as a single email blast.



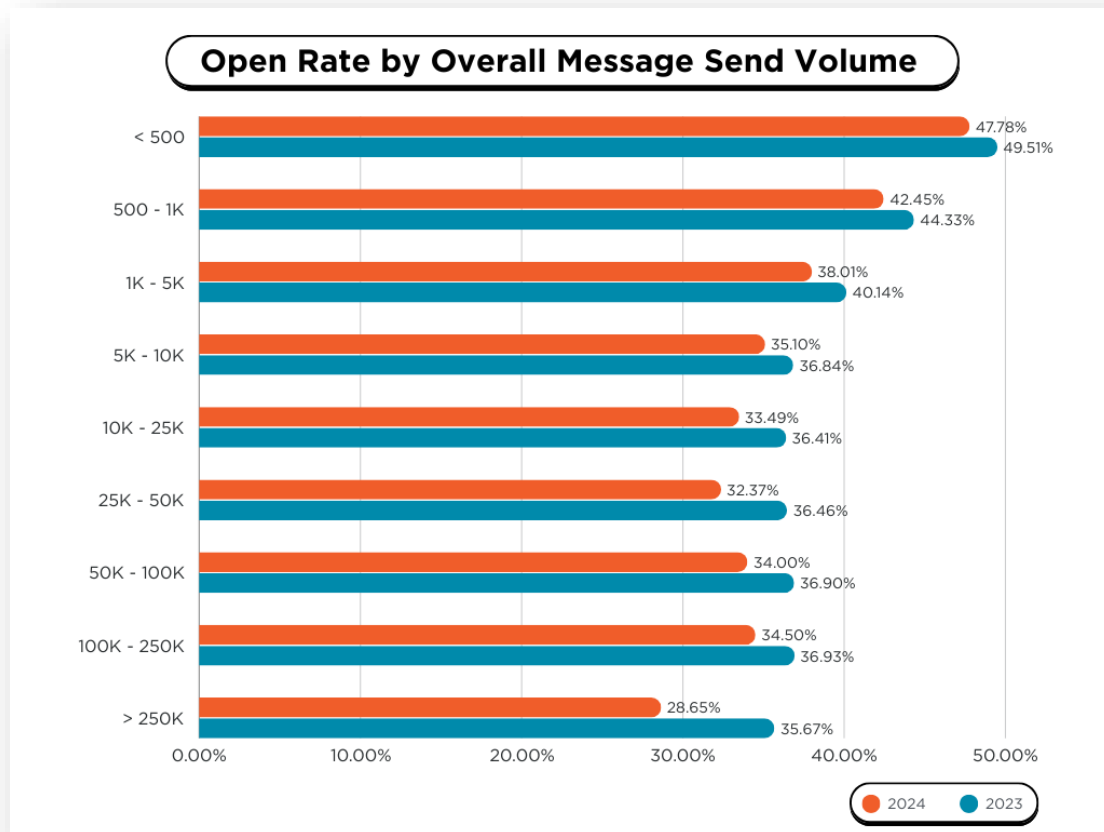
- Create cohesive campaigns
- Trigger specific outreach based on data and behavior
- Save time while making people feel like you KNOW them.
- Automatically filter people out once they've taken the desired action

Leveling Up: Personalization & Segmentation

71% of association members say they want a **personalized** member experience from their association...

And any data that you collect is something you can personalize on!

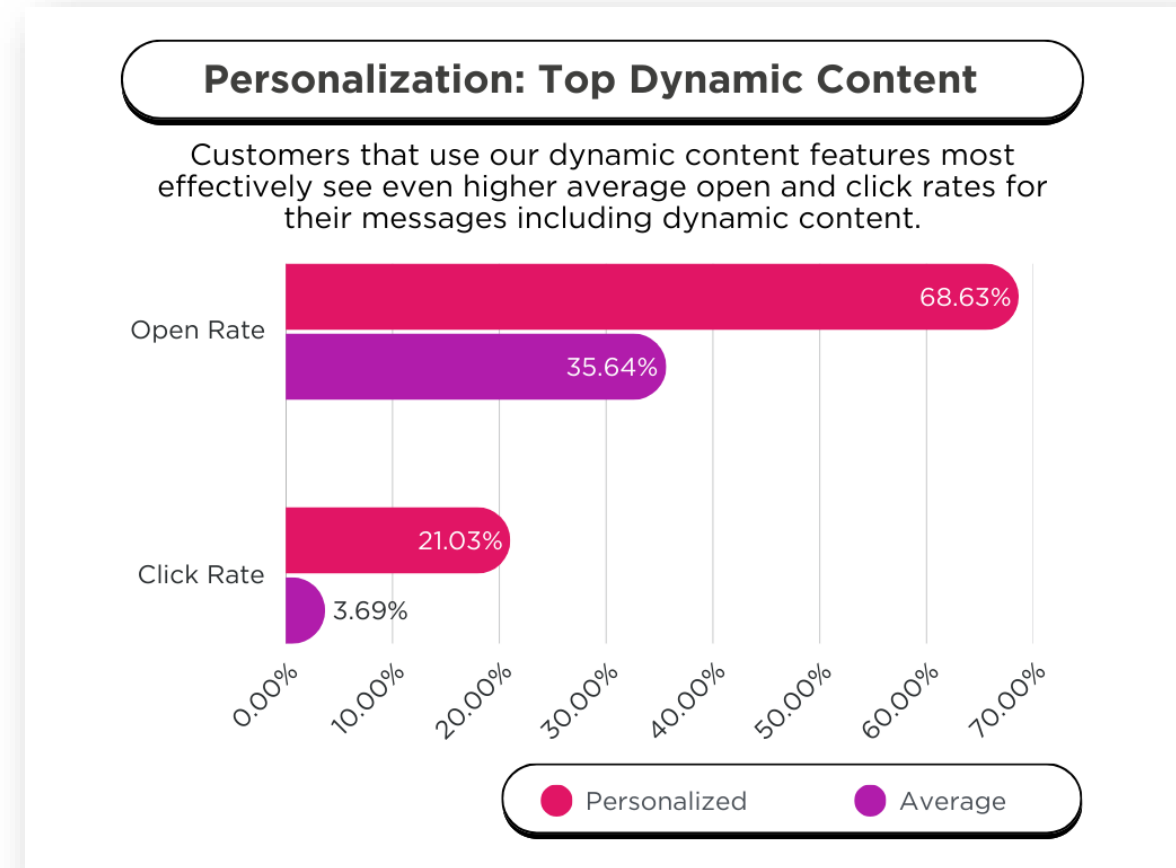
Leveling Up: Segmentation



- AMS information
- Demographic
- Behavioral
- Geographic
- Engagement level
- Participation history
- Web tracking
- Community Data
- Job role
- Career Level / Years of Experience

Leveling Up: Personalization

- Places you can personalize
 - Subject line
 - Message
 - Imagery
 - Send time
- Data you can personalize WITH
 - Job title
 - Company name or industry
 - Past purchases
 - Membership level
 - Join Date
 - Region/Location
 - Survey responses
 - Content preferences
 - Career stage





Other Email Trends

Email Trends: AI

- AI-generated content
- Hyper-personalization
- Real-time and predictive analytics
- Improved automation and dynamic content
- Behavioral segmentation
- Translation



Email Trends: Data and Analytics

- Focus on holistic tracking
- Centralize your data
- Collect zero- and first-party data



Email Trends: iOS 18 & Apple Mail

- Released September 2024; iOS 18.2 in December 2024.
- Changes:
 - Inbox sorting/tabs
 - AI-generated email summaries replaced pre-header text
 - Digested View
 - AI-generated suggested replies



Apple Mail

Email Trends: Gmail & Yahoo Mail

- Requirements for bulk senders went into effect in 2024:
 - Email authentication
 - One-click unsubscribe
 - Maintaining a specific spam rate
- September 2024 messages flagged as “suspicious” with a “images in this message are hidden” pop-up



Email Trends: Privacy & Security

- Data minimization
- Email opt-in, consent and permission
- Responsible data handling
- Careful email targeting and personalization
- Data breach notification plan
- Vet your third-party partners



Email Trends: Email Design

- Dark mode optimization
- Mobile-first design
- Minimalist design
- Interactive elements
- Visual personalization

Email Trends: Accessibility

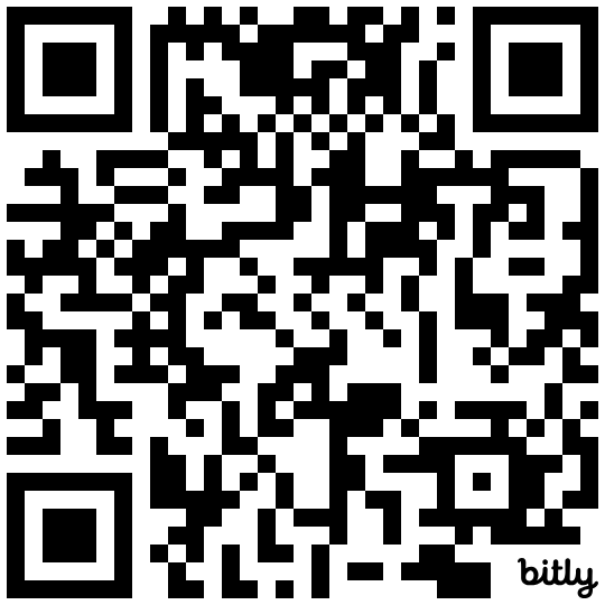
- **Font size and style:** Choosing legible fonts with a large enough size.
- **Color contrast:** Ensuring sufficient contrast between text and background colors.
- **Alt text:** Providing descriptive alt text for images.
- **Link text:** Using clear and descriptive link text.
- **Heading structure:** Utilizing proper heading tags for logical navigation.
- **Responsive design:** Making emails adaptable to different screen sizes.



Questions?

Recording & Report

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bit.ly/2024-email-benchmarks

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