

Why Emails and Calls are the *Perfect Match*



Email is essential

People love to say email is dead. Yet, with each passing year, we find ourselves reaffirming its value:



Email has the highest ROI of any digital channel with a **\$38 dollar return** for every \$1 spent.



73% of marketers agree email is core to their business.



Over 55% of marketers plan on increasing their email marketing budget in 2016.

But it's getting tougher

Email isn't going anywhere, but research shows it's getting tougher to stay competitive:

1.3% The median email click through rate in the U.S. is only 1.3%.

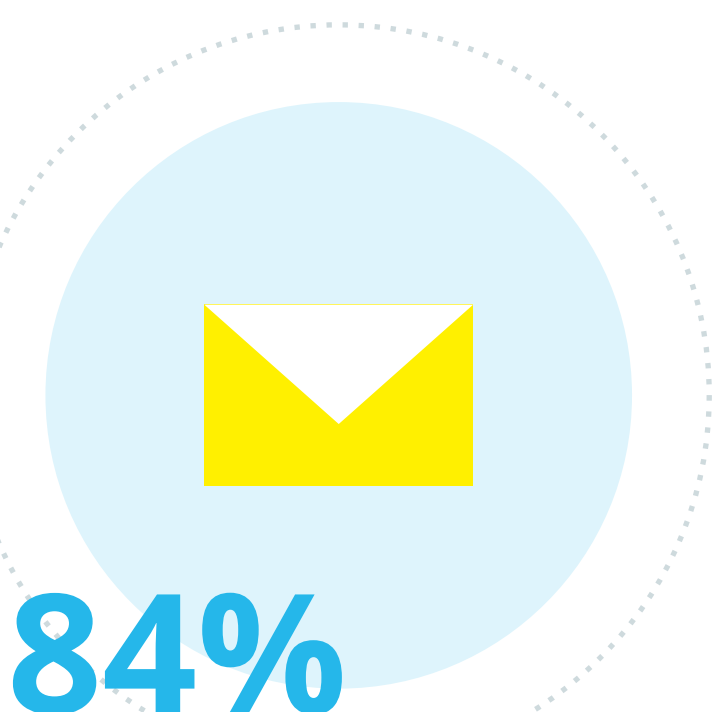
35% of marketers say increasing subscriber engagement is their #1 marketing initiative in 2016.



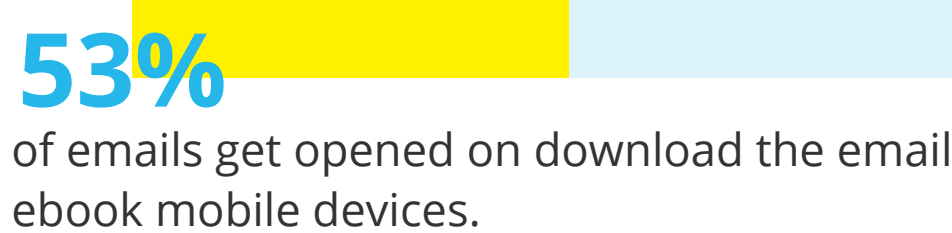
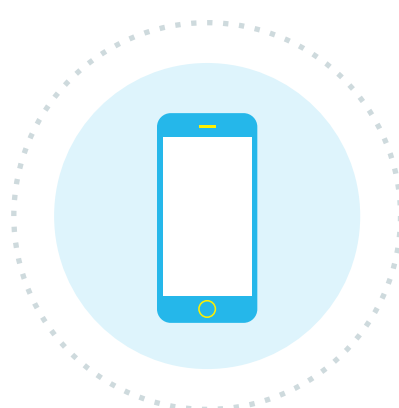
When asked about the biggest challenge with email marketing in a mobile world, marketers said **"Getting people to purchase/convert after opening and clicking."**

Mobile is the new battle ground

Mobile has given rise to the omnichannel customer who expects a 1:1 experience across channels and devices:



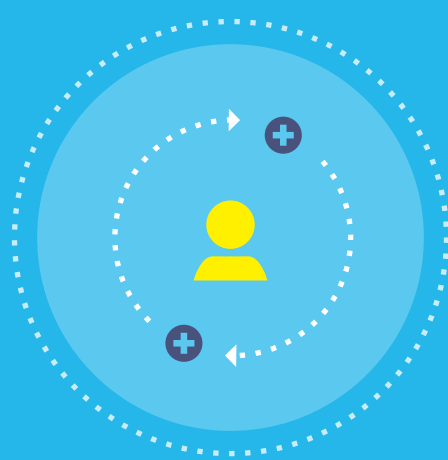
84% of high-performing marketers **align their mobile campaigns to email campaigns**, recognizing the cross-promotional opportunities between these two channels.



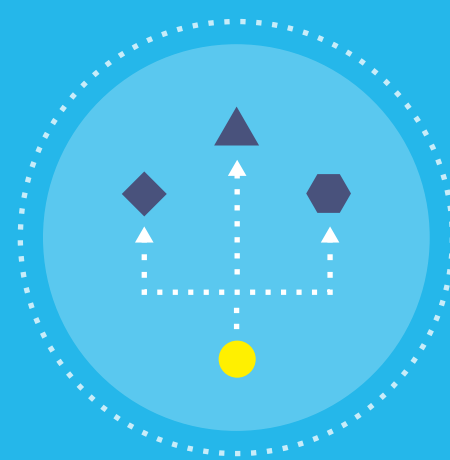
What phone calls can do for email



Attribution: Unique numbers for each customer provides 1:1 visibility into exactly which campaign and creative drove each call.



Profiles: Know what was purchased and what was said during phone calls. Use that data for segmentation and automation of personalized interactions over email and other channels like SMS, push, display, and the web.



Journeys: Trigger information based on a call, deliver a different experience based on purchases by phone, and even create journeys based on specific interests stated during conversations.

73% of marketers would more prominently feature phone numbers in their emails if they could make it easy for people to 'click to call' and collect data from those calls like they do with clicks.

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SOURCES:
Litmus | Salesforce | DMA | Selligent
Invoca survey data | IBM/Silverpop | BIA/Kelsey

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