



# Unleash the Power of Acquisition Email:

## 2024 Edition



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## Introduction to the 2024 Edition: What's Changed

As the old adage says, "The more things change, the more they stay the same." Although we have had an explosion of new marketing technology and a proliferation of exciting digital channels, email remains the beating heart that campaigns need to be built around. It is still one of the most reliable and profitable marketing channels, as well as the one consumers are likely to prefer, according to [our past research](#).

If you read the first edition of this whitepaper or checked out our vast amounts of [resources](#) devoted to acquisition email, you'll know we've proven that acquisition email provides a number of unique benefits within the context of brands' broader acquisition efforts. In addition to driving real performance in the form of new customer acquisitions, acquisition email's ability to be measured via matchback analysis enables marketers to understand exactly how the tactic fits into the larger omnichannel equation. At the same time, acquisition email has the power to drive incredible reach given the ubiquitous use of email across consumer segments. But how has the industry responded to this?

In this paper, we will provide an overview of acquisition email and describe how marketers can best use this tool to drive performance, transparency, and scale within omnichannel acquisition programs. We'll also discuss the current state of acquisition email and how it's evolved since 2022, as illuminated by recent Data Axle research.



## Methodology

For this research report, Data Axle fielded a survey with over 200 marketers tasked with customer acquisition and retention efforts, across both B2C and B2B brands. The survey, conducted through SurveyMonkey in March 2024, uncovered marketers' common misconceptions regarding acquisition email, while illuminating the vast opportunities for brands across all industries to up-level their acquisition efforts with this proven tactic.

## Scope

In this report, we'll explore the:

- Fundamentals of acquisition email and its role in omnichannel marketing
- Current state of acquisition email adoption among today's brands and compare and contrast it to our findings from 2022
- Common misconceptions regarding acquisition email and its capabilities
- Best practices for incorporating or expanding acquisition email's role in your broader acquisition program

## Key Findings

**75%**

of marketers believe that acquisition email can drive results and deliver a higher ROI when used as part of an omnichannel campaign.

**26%**

of marketers say their current email tactics aren't working well for new customer acquisition.

**55%**

of marketers would use acquisition email if their vendor could prove the emails are privacy compliant.



# 1 Let's Define Acquisition Email

[Acquisition email](#) in 2024 remains a vital strategy for reaching potential customers who have yet to engage with a brand's email marketing. Also known as prospect email, it involves sending permission-based emails to individuals with whom the brand lacks an existing relationship, often through addresses provided by partners authorized to send third-party solicitations. To ensure compliance, acquisition emails are typically dispatched via third-party vendors with proper permissions.

As the marketing industry adapts to the phasing out of third-party cookies, acquisition email is emerging as a pivotal tactic for customer acquisition. This method offers an effective and compliant means to address common challenges in acquiring new customers.

Many brands are encountering saturation in alternative acquisition channels such as social media and paid search. Moreover, the costs associated with traditional methods like direct mail are escalating due to increased material and postage expenses. Elevating the role of acquisition email within acquisition strategies enables brands to tap into new prospect pools, cut through the digital clutter prevalent in other channels, and mitigate the mounting costs associated with traditional approaches like direct mail.





# Smarter Targeting with Acquisition Email

The goal of acquisition email is to reach prospective customers who are most likely to be interested in a brand's product or service. But how is this achieved?

Let's say your company sells top-of-the-line sporting equipment. You might have a mailing list that you use to give certain preferred customers a sneak peek into new products and hot sales. The people on this list might differ in many ways, but you can draw some common threads: They tend to be between 25 and 45 years old, they share their homes with long-term partners, and many of them have country club or rock-climbing gym memberships. It's these types of commonalities that can be used to build a targeted list of permissioned email addresses for new prospects who closely resemble your best customers.

You can work with a partner to analyze your current customers or mailing lists to build a custom audience based on the findings. Then, you can target this list with a dedicated acquisition email campaign.

## So how do you make the most of your acquisition email sends?

We recommend the following:

- Customize your message to resonate with the unique characteristics of your targeted audience segment.
- Implement a sequence of at least three email communications tailored to these audiences, ensuring each message complements the previous one intelligently. Start with a broad introduction in the first email, provide an exclusive preview typically reserved for existing customers in the second, and entice first-time buyers with a discount in the third email.
- Maximize effectiveness by maintaining consistent quality in both content and design across your acquisition emails, matching the standards set by your traditional email marketing efforts.

When you're armed with a meticulously curated list aimed at an appropriate segment, acquisition emails have the power to connect you with individuals you've yet to encounter but who are a great fit for your product or services.





# 2 Trends: The Current State of Acquisition Email

Retaining customers is of utmost importance. However, attracting new customers is crucial to keep businesses thriving and growing. The onus falls on marketers to constantly nurture and acquire new customers—and it’s no small task. So why is email, a well-established channel known for its incredible ROI not always included in acquisition programs? What we’ve seen at Data Axle and what was confirmed in our recent survey is that [a lot of marketers simply aren’t as familiar with acquisition email as an opportunity](#) and don’t have it as a “top-of-mind” channel when it comes to acquisition.

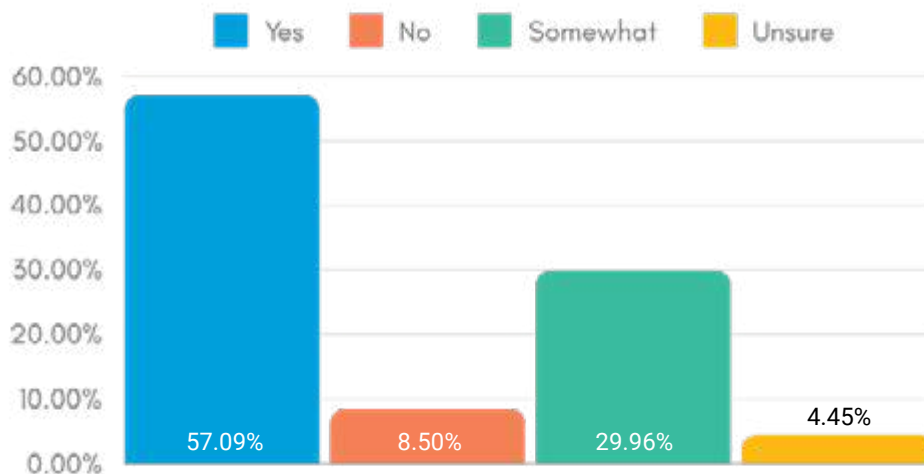
74% of the marketers we surveyed said that their primary job is to acquire new customers. However, not all of them are using this powerful tool to help them achieve their goals. And more than one in four marketers surveyed said that they aren’t hitting their KPIs. By not leveraging acquisition email, these marketers are leaving conversions on the table.

Let’s explore how your fellow marketers are viewing acquisition email within the context of their broader efforts and what changes of note there were between 2022 and 2024.



**According to our survey, only about half of marketers today (57%) say their current acquisition marketing efforts are enabling them to hit their goals, which holds steady from 2022.**

Is your current acquisition marketing strategy enabling you to hit your goals/KPIs?

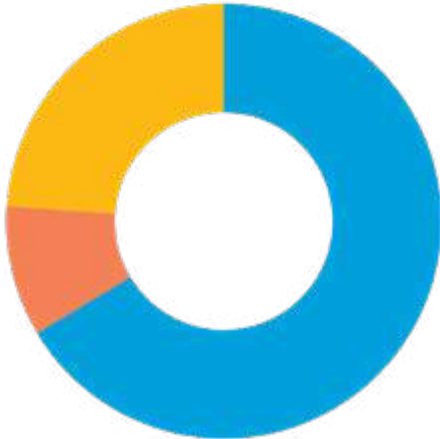




The number of marketers who say they're using email marketing to engage with existing customers has also remained stable at around 91%. However, 24% of them say their email strategy is not working well for them. By comparison, 87% of marketers are using email tactics to acquire new customers and 26% are saying it's not working well for them, which is down from 32% in 2022.

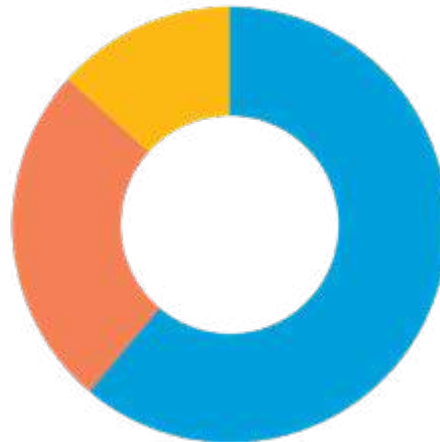


Does your company use email marketing to engage with your existing customers?



- 66.40% Yes, and it's working well
- 23.89% Yes, but it doesn't work well
- 9.72% No, I didn't know that was an option

Does your company use email tactics to acquire new customers?



- 61.13% Yes, and it's working well
- 25.51% Yes, but it doesn't work well
- 13.36% No, I didn't know that was an option



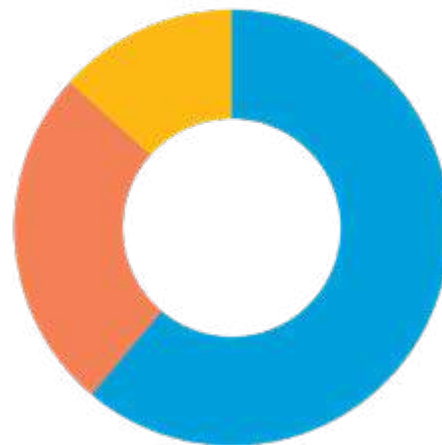
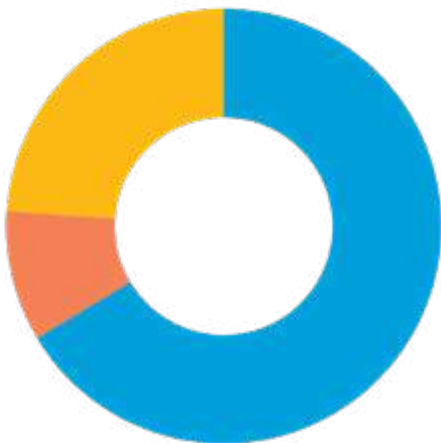
We can also see that there hasn't been any advancement in awareness of this channel, as 58% of marketers report that they are familiar with acquisition email as a way of emailing contacts who are not currently opted into their CRM system, compared to 59% in 2022.

We found that slightly fewer marketers are using acquisition email. 30% say they used it within the last month, down 5% from 2022. 31% say they haven't used it in over a year, up from 28% in 2022.



Are you familiar with "prospect email" or "acquisition email"—the ability to email contacts who are not currently opted into your CRM system?

Does your company use email tactics to acquire new customers?



- 66.40% Yes, and it's working well
- 23.89% Yes, but it doesn't work well
- 9.72% No, I didn't know that was an option

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# 3 Dispelling Acquisition Email Myths

Marketers in 2022 and 2024 both rated acquisition email as a powerful tool that can turn the tide of campaigns and drive ROI. However, many are still not using this channel to its full capacity. Let's look at the survey results to try to find the disconnect.



**MYTH: "Email is most effective for customer retention, not for acquiring new customers."**

It's time to leave this tired myth in the past. Acquiring new customers through email is indeed possible. When we examine the research, it's clear this misunderstanding stems from a lack of awareness in the industry. As highlighted earlier, not all marketers are familiar with the potential of acquisition email to engage contacts who haven't yet opted into a brand's CRM system.

Approximately 24% of marketers are uncertain or only moderately acquainted with this capability, while another 17% claim to be completely unaware of it, which is the same level of familiarity that we saw in 2022. Moreover, the fact that only 29% of marketers said they have utilized acquisition email in the past month suggests a broader lack of understanding regarding its role as a continuous element in acquisition strategies.

Upon further investigation into why some marketers have refrained from using acquisition email recently, we discovered a range of misconceptions about its capabilities. Significantly, 22% of marketers mentioned that they weren't aware of the possibility to email contacts not present in their CRMs.



Why haven't you used acquisition email recently?



- 22.09% I wasn't aware I could email contacts not in my CRM
- 19.28% I have heard of this channel but didn't think it was compliant
- 18.07% I have used it before but didn't get good results
- 16.87% It was too expensive
- 23.69% It's not a channel that's top of mind

**MYTH BUSTER:**

**Acquisition email provides a compliant avenue to connect with entirely new prospects. It bridges gaps in brand awareness and enhances lead generation by accessing a fresh segment of potential customers who may not have encountered your messaging yet. It enables proactive engagement with customers, rather than relying solely on their initiative to seek you out. Moreover, integrating acquisition email into broader acquisition strategies leads to a direct enhancement in ROI, according to the participants in this survey.**



**MYTH:** “Acquisition email does not align with today’s privacy regulations and compliance standards.”

The public’s growing awareness of data sharing and data privacy has resulted in a cultural overhaul of our digital interactions. Today’s marketers understand how important it is to respect consumer privacy and remain compliant with regulations. We are happy to report that we have seen a huge jump in the number of marketers who know acquisition email can be sent in a compliant way, as long as you work with reputable vendors. In 2022, 28% of marketers believed that this channel was uncompliant. Today, only 14% believe this channel is inherently problematic.

**MYTH BUSTER:**

When conducted in collaboration with a reputable partner, acquisition email can fully adhere to privacy regulations. To achieve this, it’s essential to engage with a vendor who has obtained explicit opt-ins from contacts for receiving third-party communications. With such measures in place, acquisition email campaigns not only meet regulatory standards but also increase their effectiveness by reaching individuals who have expressed an interest in hearing from brands via email.



Do you think acquisition email is compliant with privacy laws and regulations?



- 53.01% Yes
- 14.06% No
- 32.93% It depends



**MYTH:** “Acquisition email functions independently and cannot be integrated into broader acquisition strategies or omnichannel campaigns.”

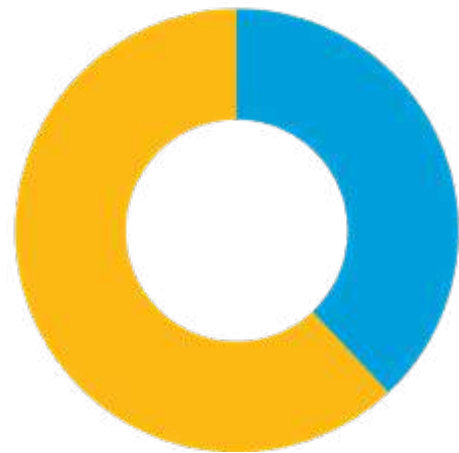
A marketer’s perspective on acquisition email often hinges on its utilization, whether as an independent strategy or as an integrated component within a broader acquisition campaign. Our survey revealed that an unexpected 38% of marketers employing acquisition email treat it as a stand-alone tactic rather than integrating it into comprehensive campaigns alongside display, social media, paid search, and other channels. This tendency to isolate acquisition email underscores why some marketers may not achieve their desired outcomes with this approach.

**MYTH BUSTER:**

Acquisition email serves as a potent complement to a brand’s comprehensive acquisition initiatives, which encompass various channels, both traditional and digital. By harnessing accurate data and strategic partnerships, brands can utilize acquisition email to enhance and prolong the impact of their acquisition endeavors across all channels, transcending the boundaries of email alone.



How do you leverage acquisition email?



38.01% As a stand-alone channel

61.99% As part of a larger acquisition campaign including display, social media, paid search, or other paid channels



**MYTH: "Acquisition email is too costly for me to invest in."**

In 2024, margins are tight and marketers are under pressure to bring in qualified leads. In 2022, 9% of marketers were concerned about cost; in 2023, that number has more than doubled to 19%. Despite this increase, 75% of marketers in 2024 believe that acquisition email delivers a higher ROI when used in an acquisition campaign. It's easy to see that there's a disconnect here.

**MYTH BUSTER:**

In contrast to numerous other acquisition channels, especially those like direct mail with escalating postage and material expenses, acquisition email offers a significantly more cost-effective approach to scaling acquisition campaigns while enhancing outcomes across all channels. The secret is finding the right solution provider. Collaborating with a reliable partner to strategically target acquisition email campaigns enables marketers to extend their acquisition endeavors economically, thereby achieving the necessary ROI to surpass set objectives.



**Why haven't you used acquisition email recently?**



- 22.09% I wasn't aware I could email contacts not in my CRM
- 19.28% I have heard of this channel but didn't think it was compliant
- 18.07% I have used it before but didn't get good results
- 16.87% It was too expensive
- 23.69% It's not a channel that's top of mind



### MYTH: "Acquisition email is an ineffective channel."

The question of effectiveness goes hand in hand with cost. In our 2022 survey, 24% of marketers said that they have used acquisition email before but had not achieved good results. In 2024, that number has shrunk to 18%. The industry is coming closer to using acquisition email correctly. With some guidance, marketers can start seeing even greater results.

In 2022, when we asked about marketers' confidence in acquisition email to drive results, 75% expressed average to high confidence that the channel could help them meet their KPIs. In 2024, that number jumped to 82%.

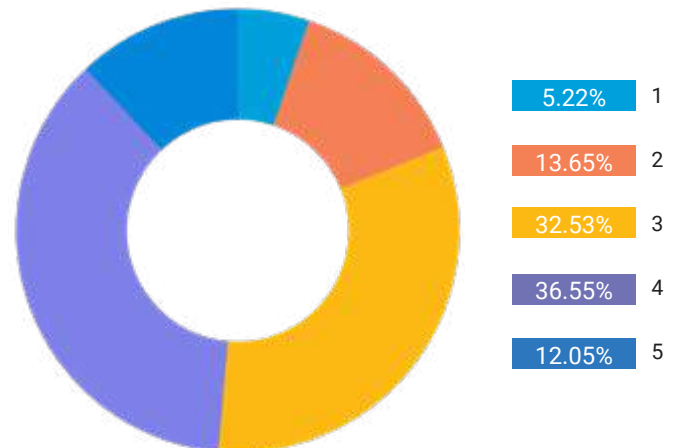
#### MYTH BUSTER:

The data shows that marketers are coming around on this channel. Our prediction is that in 2025, this myth will be completely dispelled. But we have to continue to set up these campaigns for success.

Thankfully, these factors are well within the control of marketers who choose to invest in acquisition email. Let's go over what you need to know to set your program up for success.



On a scale of 1-5, with 1 being the lowest and 5 being the highest, if you could use acquisition email, how confident are you it can drive results?





## The Compliance Conundrum in Acquisition Email Marketing

Compliance with data regulations is a paramount concern for both brands and their partners. Whether it's within our own data collection practices or through collaborations with vendors for campaign execution, maintaining adherence to applicable regulations is non-negotiable. This emphasis on compliance becomes even more pronounced when it comes to acquisition email campaigns, which often require brands to venture beyond their internal CRM or MAP systems.

For the 19% of marketers who have refrained from utilizing acquisition email due to compliance apprehensions, there's reassuring news: Acquisition email is far from being synonymous with spam or unethical tactics. When executed responsibly, it stands as a fully compliant strategy within today's privacy regulatory frameworks. This compliance hinges on partnering with reputable entities that ensure contacts used for acquisition campaigns have explicitly opted in to receive third-party communications.

While it's technically feasible for brands to undertake acquisition email campaigns independently, we strongly advise against it, primarily due to the intricate nature of compliance and privacy laws. Opting to collaborate with vendors who have obtained permission to email prospective leads on behalf of third parties is a prudent choice. Working with such partners offers additional benefits, including the ability to leverage their infrastructure for email delivery, thereby circumventing the use of our own domains—domains typically entangled in retention email efforts. By utilizing separate domains for acquisition initiatives, we safeguard our existing retention email programs from any unintended consequences.

So how can you be sure your acquisition emails are compliant?

Through communication with your solutions provider.

It's crucial to verify that all email addresses used in campaigns are permission-based and correspond to legitimate individuals. Additionally, ensuring your partners possess a thorough understanding of prevailing compliance requirements, encompassing regulations such as GDPR, DMA, CCPA, HIPAA, ISO, and SISA, is essential. Unsure if they are? Ask them before you enter into contract. If you are already contracted, ask them before you deploy your campaign.

In summary, acquisition email remains a potent tool for expanding reach and engaging new prospects, provided we uphold rigorous compliance standards. By forging alliances with trusted partners and staying abreast of evolving regulations, you can navigate the intricate realm of data privacy with confidence and efficacy.





# 4 Roadmap for Successful Execution



Acquisition email stands poised as a pivotal driver of a brand’s efforts to expand its customer base, akin to how CRM or MAP email fuels retention initiatives. To harness its full potential and ensure sustained returns on investment, brands must approach partnership and program setup with careful consideration. Let’s delve into our roadmap so you can learn how to set yourself up for success.

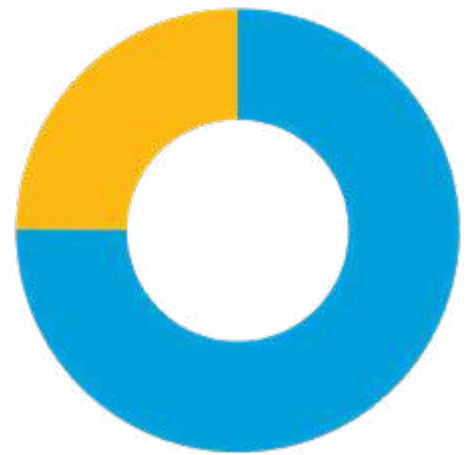
## 1. OMNICHANNEL INTEGRATION

Per our latest survey findings, over three-quarters (75%) of marketers assert that integrating acquisition email into their campaigns results in enhanced ROI. Effective integration into the omnichannel strategy stands out as one of the most effective methods for marketers to maximize the impact of their acquisition email budget.

Throughout the critical stages of building brand awareness, fostering consideration, and ultimately driving acquisition, marketers must ensure that they deliver relevant messages to consumers through channels where they are receptive to brand interactions. Our [past research](#) consistently highlights email as a preferred channel for brand engagement among many consumers. However, it’s essential to recognize that email should not function in isolation. By integrating messages across various touchpoints aligned with the consumer journey, brands can guide customers further down the conversion funnel. When acquisition email is harmoniously combined with other acquisition channels such as direct mail, display advertising, social media, and more, campaign performance sees enhancements across all fronts.



Do you believe when acquisition email is on an acquisition campaign it delivers a higher ROI?



75.10%	Yes
24.90%	No



**ACQUISITION PRO TIP:** Acquisition email frequently presents a cost-effective alternative to other marketing avenues and can yield significant outcomes when integrated with complementary channels. When email campaign is synchronized with channels like display or social media, we observe an average surge of 20% in engagement rates. Moreover, leveraging data sets, such as those provided by partners such as Data Axle, enables you to optimize campaigns while amplifying ROI. For example, our “match and deploy” approach involves targeting a brand’s prospective audience list for direct mail and concurrently sending targeted email communications to those individuals.



## 2. COMPLIANCE

As highlighted by our survey findings, compliance holds paramount significance for marketers regarding acquisition email practices. 55% of marketers expressed willingness to engage in acquisition email campaigns provided their vendor could furnish evidence of data compliance. Ensuring compliance should be considered fundamental for any email campaign.

### Here are the questions to ask:

- Are all of your emails permissioned in a way that people have opted in to receive third-party offers and messages?
- Is your data obtained, stored, and operationalized in a way that protects consumer privacy?
- Is your data compliant with GDPR, DMA, CCPA, HIPAA, ISO, and SISA?
- How do you ensure the security of your data?

If a vendor can't adequately answer and address all of the above questions, you should consider asking more questions—or looking elsewhere for a compliant partner.

## 3. THE IMPORTANCE OF DATA QUALITY AND CLEANLINESS

When it comes to fueling an acquisition email program, the quality of data plays a pivotal role. Marketers must scrutinize potential partners diligently, posing tough questions regarding data quality and hygiene.

### Here's what to ask:

- Where does your data come from, and how is it validated?
- How is your data cleaned, and how frequently is it refreshed?
- How is your data modeled?

In screening data for quality and cleanliness, marketers should look for high-quality databases where all files are properly permissioned, have passed through a diligent hygiene process, and are being updated and refreshed on an ongoing basis. In addition, marketers should look for partners that offer the ability to extend the power of their data beyond the email channel through mechanisms like postal code, IP address and behavioral model overlays.

High-quality data empowers brands to reach out to customers when their communication is most relevant. It allows brands to send emails to potential customers precisely when they're actively considering a purchase and are receptive to receiving information regarding discounts, promotions, or essential details that can aid in their decision-making process.



**ACQUISITION PRO TIP:** Marketers should seek acquisition email partners capable of providing the necessary reach. For instance, Data Axle boasts access to over 250 million emailable records.





## 4. THE ROLE OF CUSTOM AUDIENCES

When it comes to standing out in the inbox, delving beyond standard off-the-shelf audience options can yield results—and marketers are well aware of this fact. According to our findings, 46% of marketers are ready to adopt acquisition email if their vendor curates tailored audiences for them.

Custom audiences have the potential to significantly elevate a brand's acquisition email endeavors. To identify the ideal audiences, partners should have access to thoroughly vetted and emailable B2B and B2C records, encompassing both demographic and firmographic attributes.

Custom audiences afford the flexibility to craft tailored audience segments using diverse data sources and customer parameters. This enables targeting of specific business sizes, or particular age demographics, or leveraging of specialized data sources—such as unique business attributes, consumer transactional data, or donor information—to refine target selections.

Advanced email technology can then be harnessed to experiment with various attribute combinations, facilitating the discovery of the most effective audience lists possible.

## 5. LEVEL UP YOUR CREATIVE AND ENSURE SEAMLESS EXECUTION

Effective email targeting is undoubtedly crucial, but it's equally imperative to prioritize creative elements. Allocating the same level of design resources and support to acquisition email creative as one would for traditional email marketing is paramount. Similarly to traditional email campaigns, conducting tests on creative variations with a smaller audience segment before full deployment is advisable.

For optimal outcomes in acquisition email endeavors, we advocate for campaigns comprising at least three distinct emails, each with varied creative elements. Experimenting with different subject lines is particularly essential to discern what resonates best with your audience. Distribute these emails strategically over several weeks, allowing for intervals between sends and accommodating resend opportunities.

Due to the personalized nature of email communications, we advise incorporating two to three resend attempts for each creative iteration to ensure maximum inbox visibility during recipients' prime engagement windows.












## 6. HOW AND WHAT TO MEASURE

Email marketing is tremendously valuable in and of itself. But one of the features that up-levels that value to marketers is that it is measurable. Acquisition email attribution can deliver person-level visibility that you simply can't get in other channels.

From delivery and open rates to click-throughs and other engagements, there are a number of metrics that marketers can capture from their campaigns. And when looking at broader acquisition efforts, matchback analysis is perhaps the most powerful form of measurement a brand can employ. With matchback analysis, marketers are able to look at a brand's conversion file and determine whether those who converted received and engaged with acquisition emails somewhere along their journey. This helps marketers understand not only how effective their acquisition email campaigns are, but also how they bolster interactions elsewhere.

Matchback analysis has the power to give insight into not only overall revenue, but also average order value, net new customers, reactivation (bringing lapsed customers back), and retention (house records). These insights enable customization based on clients' KPIs, which can dramatically lift overall revenue for brands.

	Customer	Received acquisition email
	Alisha Smith	<input checked="" type="checkbox"/>
	Colin Hines	<input type="checkbox"/>
	Toby Marsh	<input checked="" type="checkbox"/>
	Laura Robertson	<input type="checkbox"/>
	Ray Shores	<input checked="" type="checkbox"/>
	Daniel McIvey	<input checked="" type="checkbox"/>
	Fiona Shields	<input checked="" type="checkbox"/>

# Acquisition Email in the Wild

Leading national optometry practice successfully acquires new customers with Data Axle's email expertise



## The Challenge

A leading national optometry practice with more than 600 offices around the country wanted to expand their prospect base within their markets. To do that, they needed to focus on acquisition.



## The Solution

Data Axle's Acquisition Email service was used to identify prospects who wear glasses or contacts and live within 5 miles of each targeted location. Data Axle then worked with the client to run a campaign with three unique drops to more than 4 million prospects to test a combination of factors that would optimize engagement with their future emails. A series of email deployments to the prospects were then sent each month with the goal of driving new patients to the stores.



## The Outcome

The campaign generated high email engagement for all three drops, and the optometry practice saw successful results in the following two years of the program.

## By the Numbers

**38%**

preliminary file  
match results

**\$68K**

campaign cost

**\$479K**

patient spend

**4.4m**

total emails  
delivered

**14.42%**

average total  
click/open rate

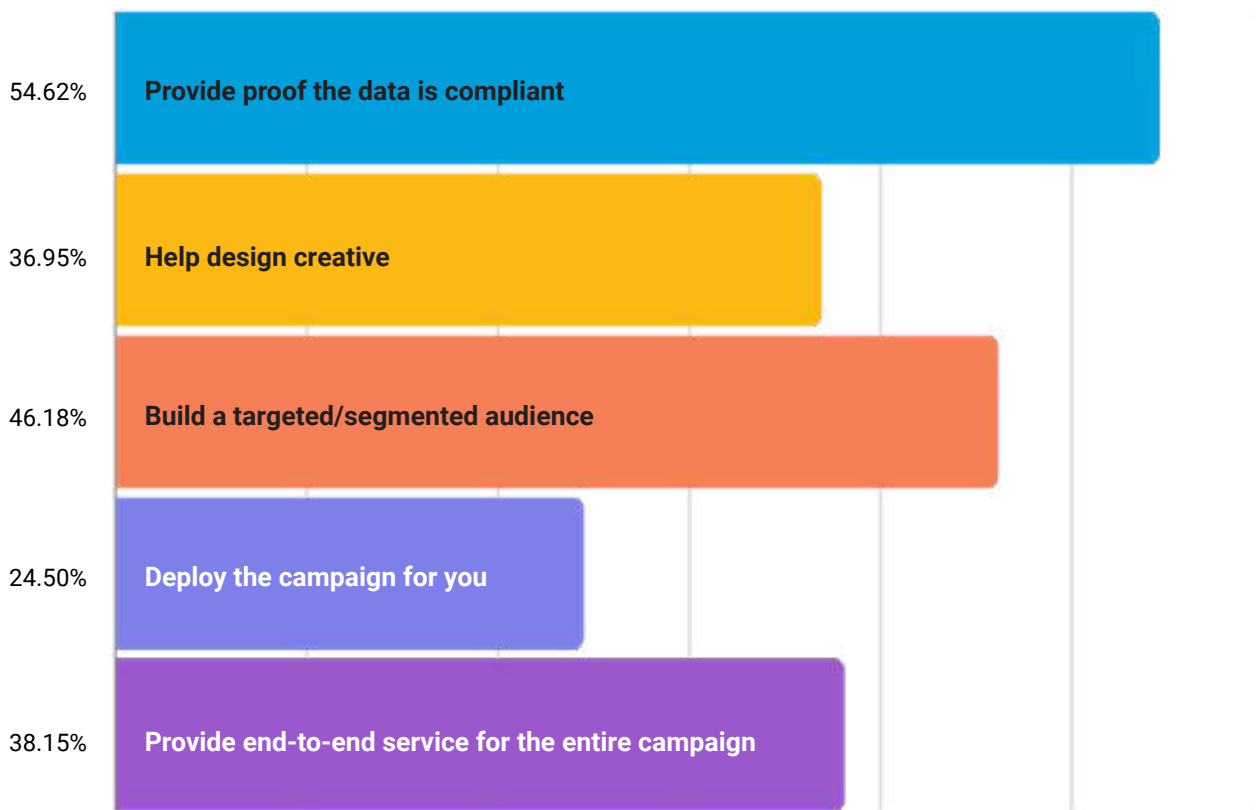


# 5 The Data Axle Difference in Acquisition Email

When it comes to acquisition email, the partner you choose to work with makes all the difference. According to our research, a significant portion of marketers are only interested in using acquisition email if the partner they work with can ensure data compliance, build targeted audiences, help design creative, deploy campaigns on their behalf and provide end-to-end service throughout the entire campaign.



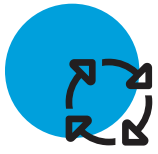
Would you be open to using acquisition email if the vendor you were working with could (select all that apply):



At Data Axle, we understand these needs and prioritize them within our product and service offerings. We're committed to helping brands succeed with their acquisition email efforts, but we don't stop there. We want to help ensure acquisition email is playing its optimal role in the broader marketing mix and delivering the transparency and measurability needed to drive constant improvement.



## Here's how we set ourselves apart:



### **Omnichannel Integration:**

The power of Data Axle's data extends well beyond email channels to encompass the full scope of marketers' omnichannel efforts. In fact, every consumer email in our database contains a full postal address for each record that is linked to the IP address of every single permission-based record. In other words, Data Axle knows how to leverage acquisition email as a part of your omnichannel campaign and can provide you with strategic guidance on everything from strategy to audience development, creative and execution. And the effort is worth it. As mentioned earlier, when email is combined with other channels, such as display or social, we see an average 20% increase in engagement rates.



### **Data Quality and Cleanliness:**

Data Axle sets the gold standard when it comes to maintaining data quality and cleanliness. Each and every Data Axle record must pass through our hygiene process, which includes both email and traditional postal hygiene, along with an overlay of Data Axle's proprietary behavioral models. Our processes and protocols have been refined and enhanced throughout our decades-long history of delivering quality data to drive results for brands.



### **Compliance:**

Our acquisition email offering is 100% compliant with privacy regulations because the contacts used for acquisition campaigns have opted in to receive third-party solicitations. In addition to being compliant with current regulations and guidelines (GDPR, CCPA, HIPAA, ISO, SISA, and others), Data Axle is constantly keeping an eye on legislative developments to ensure our solutions adapt alongside new privacy regulations.



### **Custom Audiences:**

Data Axle's acquisition email can be sent to a variety of target audiences, including your current prospect list, your deanonymized website visitors, or a custom-designed, modeled audience. Thanks to Data Axle's data science team, we can take your current audience profile and find traits and patterns that will uncover those who are most likely to be a customer.



### **Creative and Execution:**

At Data Axle, our services include not only a review of creative best practices that can guide clients' internal teams, but also access to a design team that can support the creation of email HTML and ensure messages are on-brand, memorable, and likely to inspire action. We've won countless awards for our email creative work and are eager to leverage our experience for your brand's benefit.



### **Measurement:**

Data Axle has a full analytics team to assist in evaluating performance to make ongoing campaign optimizations based on the data. At Data Axle, we emphasize the importance of matchback analysis in helping brands see if and when newly converted customers encountered a brand's acquisition email campaign during their journey—even if it wasn't the email itself that drove the final action.

Over the last 20 years, Data Axle has partnered with over 2,000 brands that can speak to our track record of deploying campaigns that drive results. In fact, Data Axle sends over 1.5 billion acquisition emails every year, with an average delivery rate of 97%. Our team draws on a vast well of knowledge to confidently lead a campaign that is privacy-compliant and successful.



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## Conclusion

In an era of budget constraints, marketers must maximize the effectiveness of every dollar spent, particularly in the realm of new customer acquisition. Customer acquisition costs have risen as much as 222%, according to one study, from 2013 to 2023.

Email stands out as a proven powerhouse, offering immense potential and unparalleled measurability. With customer acquisition costs rising, we would suggest that now is the time to invest in this channel. However, despite its track record, Data Axle's 2024 research unveils a concerning trend: Acquisition email remains significantly underutilized, undervalued, and often misunderstood within the broader context of omnichannel acquisition marketing. While the industry has made strides concerning becoming more educated on compliance and privacy issues surrounding acquisition email, we still have a lot to do in terms of researching pricing, ROI, and attribution, and incorporating this channel into an omnichannel program.

Now is the opportune moment for marketers to unlock new growth and elevate their acquisition efforts. By collaborating with trusted partners and ensuring that acquisition email campaigns are fueled by high-quality data, seamlessly integrated into the overarching omnichannel strategy, driven by compliant and customized audiences, and structured for comprehensive cross-channel measurement, marketers can realize substantial enhancements to their acquisition marketing ROI. This extends beyond the confines of the email channel, fostering improvements across all consumer touchpoints.



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