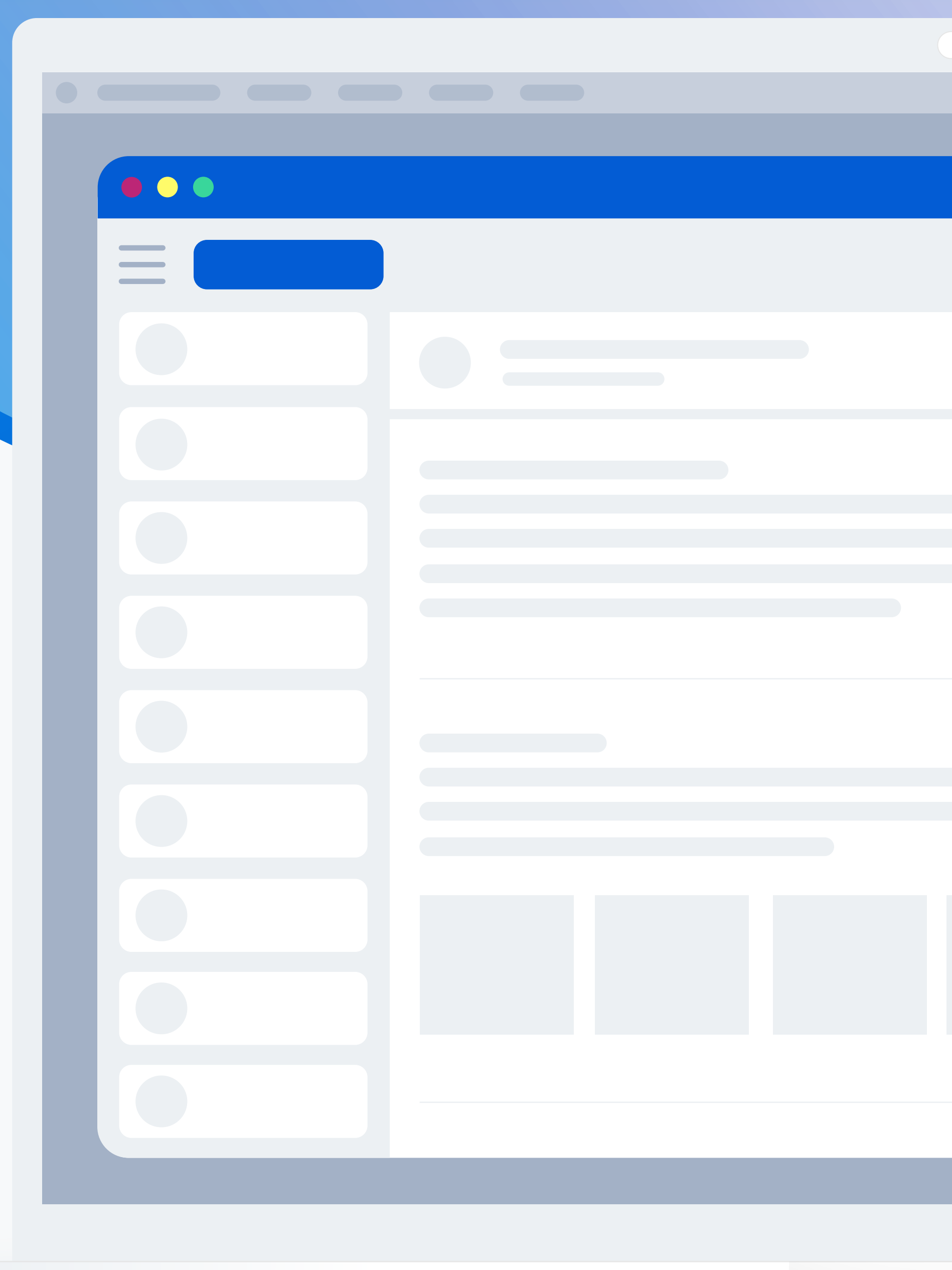


Email Marketing is Transforming

5 Key Trends to Watch

Email remains a top marketing channel in 2022, even outranking company websites and blogs. As the addressable market of email users is set to grow from more than **4.1 billion users in 2021** to **4.5 billion in 2025**, smart marketers must ensure their email strategies deliver relevant, timely communications to customers throughout the purchase funnel. Here are five ways Zeta sees email marketing evolving in 2022 and beyond.



01

Incorporate email into omnichannel

Email is often the gateway to omnichannel, and **marketing clouds with multiple interconnected capabilities**. Marketers will **integrate their efforts to better optimize and target**.



Today's **top marketers** know that true **omnichannel engagement** puts **email at the forefront**.

02

Enhance your email UX

Instead of static templates aiming to immediately drive action outside of the email, messages will have more **interactive, multimedia options** that keep customers in their inboxes.



03



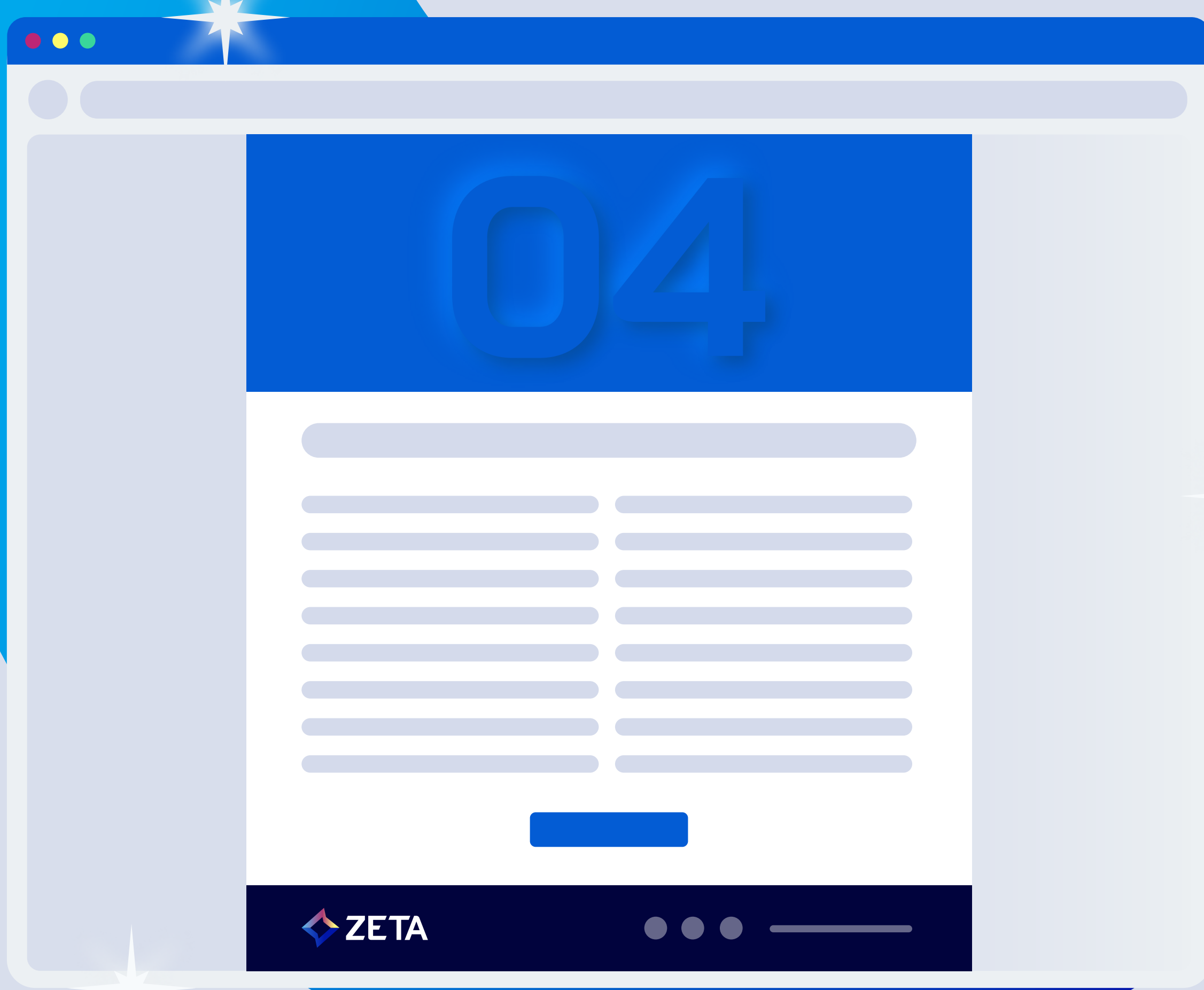
Engage email readers through AI

Marketers will soon be able to use **AI to automate the creation, sending, and optimization of hyper-personalized messages** at scale.

04

Consider cleaner email design

We will see the **email subject line become sharper and more concise** and the **overall look and feel of the email body become cleaner** as a way to quickly hook readers and more easily automate email delivery.

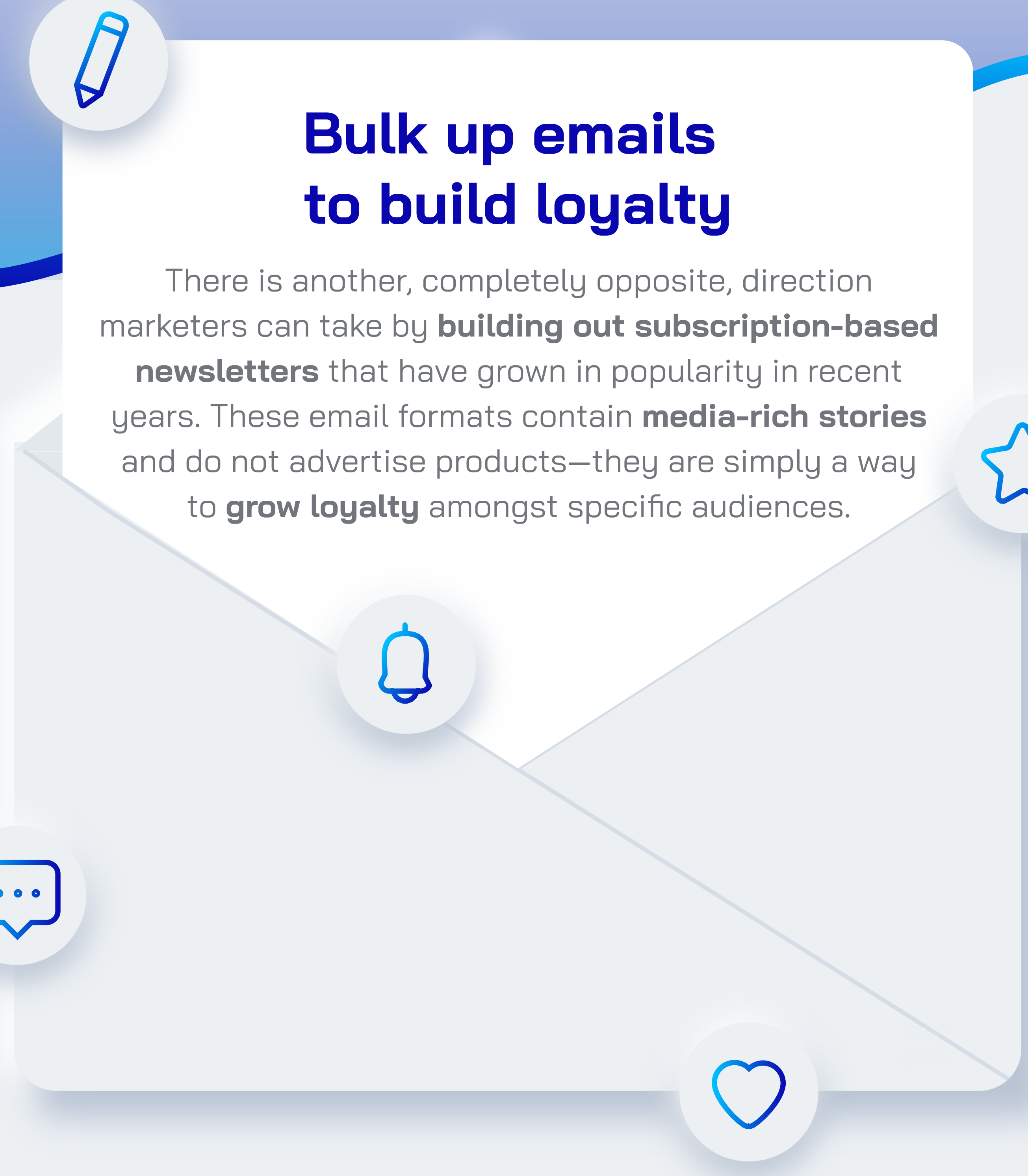


Bulk up emails to build loyalty

There is another, completely opposite, direction marketers can take by **building out subscription-based newsletters** that have grown in popularity in recent years. These email formats contain **media-rich stories** and do not advertise products—they are simply a way to **grow loyalty** amongst specific audiences.



05



Zeta is a Leader in the Forrester Wave™: Email Service Providers, Q1 2022.



Download the report to see why "Zeta leads with a solution that simplifies complex marketing."