

WHITEPAPER

2008 Email Marketing Trends

Overview

The new year is upon us, and it carries on its shoulders both challenges and exciting opportunities for email marketers. From the emergence of new one-to-one marketing technologies to the birth of the marketing widget, ExactTarget is pleased to deliver insight into the coming developments of 2008.

Our 2008 Trends in Email Marketing whitepaper is a compilation of predictions and recommendations from ExactTarget's thought leaders and innovators. We've taken the best from email marketing design, optimization, and deliverability and combined it with the latest in one-to-one marketing, industry research, and multi-channel marketing to deliver a wealth of information that will jumpstart your email marketing success in 2008.

Trend #1: Emergence of New One-to-One Mediums

Why is one-to-one marketing so crucial? Because your customers expect you to understand their needs and deliver information when — and more recently where — they want it. In 2008, one-to-one marketing will allow you to do just that within a vast framework of emerging mediums.

Email marketing once dominated the permission marketing channel. Although email is still at the core of permission marketing, it is being joined by the rapidly emerging SMS and Voice channels (Figure 1). Successful marketers have long understood the importance of sending the right message to the right subscriber at the right time. In 2008, it will become equally important to send that relevant message through the right medium.

2008 To-Do's

We anticipate managing subscriber permissions and delivering relevant communications across a range of digital mediums will be a 2008 challenge. Keep these points in mind:

- Your customers will determine the type of content you send them, but they will also now determine the medium through which it is sent.
- Using a single application to manage all your digital one-to-one communications will streamline this process and allow you to seamlessly segue into the mobile email marketing medium.

The Future of Email Marketing is Here.

Washington Post columnist George F. Will is credited with declaring, "The future has a way of arriving unannounced." We say, sound the trumpets and roll out the red carpet!



Figure 1

Emerging digital technologies join email to deliver successful one-to-one marketing.

Trend #2: Email Becomes Multi-Channel Marketing Cornerstone

Emerging digital technologies will continue to expand marketing potential by becoming a core player in your integrated, multi-channel marketing plan. In 2008, marketing will be an ever-changing, constantly evolving mix of strategy, art, and persuasion. Done well, marketing will motivate and engage individuals to take action. Done poorly, customers will defect, sales will decline, and brand equity will erode.

How can you increase your chance of success? The answer is multi-channel relationship marketing with email as the key component.

For example, by developing an integrated multi-channel approach to marketing, you can position yourself to experience a surge in revenue growth. According to Anna Chernis, Research Director for the Direct Marketing Association, email produces the highest response rate and delivers the highest ROI of all direct marketing tactics tested. In fact, the DMA predicts, "Commercial email's ROI will hit \$45.65 for every dollar spent in 2008,"* (Figure 2).

Marketers are already seeing astounding results from integrated multi-channel marketing. By engaging in an aggressive direct-to-consumer strategy that combined a highly-functional eCommerce website with the power of a print catalog program, Arizona-based Esscentual Brands** experienced an unprecedented lift in ROI.

Esscentual Brands' multi-channel strategy resulted in:

- Site-wide conversion rates as high as 7.27%.
- One month online revenue that surpassed total online revenue from the previous year.
- 500% gain in annual online revenue.

2008 To-Do's

If you're looking to achieve similar results, here are a few multi-channel marketing best practices to consider:

- Treat customers as they want to be treated based on their purchase behavior, attitudes, and needs.
- Develop a closed-loop marketing strategy for planning, executing, and measuring multi-channel marketing communications programs.
- Integrate your current and prospective customer data in a central repository.
- Develop metrics for measurement and analysis of marketing program performance.

Progressive companies realize the key to long-term success is the ability to attract, retain, and grow their customer equity. Using the data provided by your multi-channel marketing efforts to make every email marketing interaction personal, targeted, and relevant is the cornerstone of your building plan.

* Interview with DMA's Anna Chernis, *The eMarketer Daily*, October 30, 2007

** The Company now operates as Rich Brands

Email Remains Solid Investment

Commercial email's ROI will hit \$45.65 for every dollar spent in 2008.



Figure 2

The DMA predicts email will continue to produce impressive ROI compared to traditional marketing channels in 2008.*

Hungry for More?

Request the complete Esscentual Brands case study from ExactTarget to learn how other marketers have used multi-channel marketing to boost ROI and achieve 500% online revenue growth in just one year.

Trend #3: The Birth of the Marketing Gadget

You know multi-channel marketing will be vital in 2008. But have you considered adding an entirely new channel to the mix? Effective one-to-one marketing welcomes the birth of the marketing gadget (a.k.a. “widget”) and the ability to stream relevant and targeted product information directly onto your customers’ desktop or mobile phone. JavaScript mini-applications will allow you to bring your message straight to your customers in a fun and innovative way (Figure 3).

Here are four gadget solutions that are already at your fingertips:

- **Yahoo’s Widget Solution** (widgets.yahoo.com)
The only major desktop widgets platform that works on both Windows and Mac OS.
- **Microsoft’s Vista Powered Gadgets** (gallery.live.com)
Resides on Windows Sideshow, a new technology in Windows Vista.
- **Google Gadgets** (www.google.com/webmasters/gadgets/)
Created by Google users and powered by Google.
- **Mac’s Dashboard Widgets** (www.apple.com/downloads/dashboard)
Simple to program and download on your Mac.

You can also embed Gadgets into third-party websites, creating new opportunities for affiliate marketing. By adding a gadget to your website, you can track activity driven to your site with web analytics and target your email marketing communications based on resulting data.

2008 To-Do’s

If you decide to give gadgets a try, remember the following best practices:

- Be engaging and present your information in a unique way. Entice your prospective gadget users with interaction and usability.
- Keep your content fresh by updating it daily. Tie your gadget themes to the activities you’re already running across the rest of your channels such as catalogs, online promotions, and email promotions.
- Get creative. Gadgets are new, fun, and addictive. But remember to stay true to your brand and message.
- Don’t abuse their potential. Gadgets are meant to be useful and fun—not a hard sell.

Because gadgets can be embedded in websites, appended to various applications, and sent across multiple platforms, it’ll be easier than ever to get your message across in 2008.

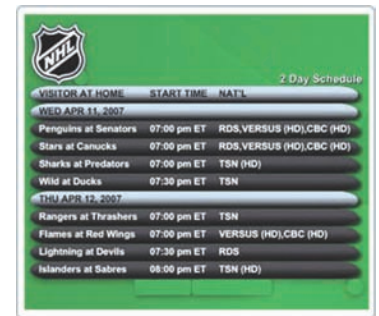


Figure 3

Users can download fun gadgets to their desktops like this Yahoo Widget (highlighted on widgets.yahoo.com) which displays an updated NHL team schedule.

Trend #4: Focus Shifts to Testing and Strategy

From tried and true print and email communications to cool new JavaScript gadgets, your program can always improve. But how do you know which levers to pull—and how much—to achieve that desired response? In 2008, testing and strategy will come to the forefront to help marketers determine just the right combination of effective and timely “lever-pulls.”

In anticipation of the need to identify areas that most affect future email marketing program growth, our Strategic Services team developed and released a new online tool in 2007: ExactTarget’s Email Marketing Quick eValuation (Figure 4). Over 1,000 email marketers have completed the evaluation so far, and the ongoing results helped us determine that in 2008, email marketers will make a shift in focus to testing and strategy to help improve program growth. A Forrester research study* supported these results as well by indicating that email marketing budgets over the next five years will be increasing primarily in strategic areas like testing, measurement, and optimization.

Whether you’re new to testing or looking to take your strategy to the next level, try focusing on these three different testing options to determine the most effective marketing approach:

- **Split.** Variations of a single element are compared (e.g., subject line text differences, A/B, A/B/C). Split testing is simple to execute and produces fast results, but has limited capabilities.
- **Multivariate.** A version is created for every combination (e.g., different offers, prices, and images). Multivariate testing combines multiple variables for full-interaction results that are easy to understand. A limited number of testing factors and length of analysis time are downsides to this method.
- **DOE (Design of Experiments).** Testing of multiple factors simultaneously (e.g., Taguchi testing). DOE testing is the most comprehensive form of testing, allowing a large number of factors to be tested simultaneously with fast “best recipe” results. Although this method includes a complex setup design and creative time requirements, our Strategic Services team can help you streamline the process and analyze your results.

2008 To-Do’s

The traditional rules of competition will no longer apply for email marketers. Success in 2008 won’t come from getting your message to the most people, but instead by delivering a more targeted, personalized, relevant message to the right people. A combination of intentioned testing and well-executed strategy will lead you down the proper path.

* Forrester Research, April 2007, “Email Marketing Comes of Age”

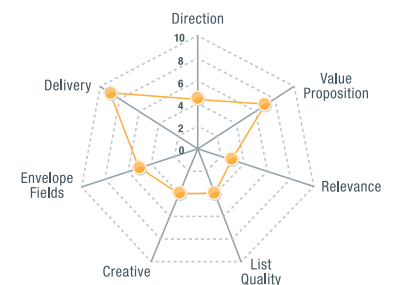


Figure 4
ExactTarget’s online Email Marketing Quick eValuation helps marketers identify the value of their email programs based on seven key components.

Hungry for More?

Learn how ExactTarget client CareerBuilder.com used Taguchi testing to drive an email redesign that sparked an 88% lift in email conversion. Download the complete case study today.

Trend #5: Simplicity is Key to Optimizing Email Design

As marketers increase their focus on strategy and testing in 2008, we believe the industry will see a revolution in email design. Subscribers will sigh with relief when that revolution results in simpler, strategic design that more effectively delivers the information they want. Streamlined and performance-driven design will deliver tremendous value as technology and design work together seamlessly and powerfully to deliver results.

Simplicity in communication is generally a good rule, but with email marketing design, simplicity is a strategic, iterative path. By following this prescribed path, email marketers will ensure their design is sufficiently focused on their message and easily understood and accessible by their current and prospective customers.

2008 To-Do's

Three critical elements to optimizing design performance include:

- **Engage.** Your email readers should see a branded subject line that clearly provides a motivation to read more. Ensure your subject line engages the subscriber relative to the communication promised when he or she opted in. Use brand synergy to communicate trust and recognition to your reader.

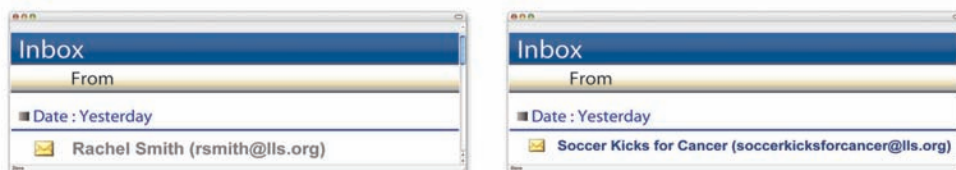


Figure 5

The Leukemia & Lymphoma Society revamped its subject line design to engage readers, ensure brand recognition, and decrease SPAM complaints.

- **Entice.** The preview pane is your “first impression.” Use both emotional and rational engagement techniques to strike an appealing balance for your reader. Quick judgments are made in the predominantly left quadrant view, so work it to your advantage. Focus on carefully selected background colors, borders, and bulleted lists to appeal to your readers’ senses.
- **Elicit.** Ask for a response “above the fold”—the area the subscriber sees in the browser window before scrolling—to close the deal. Ensure your primary “call-to-action” is positioned appropriately in the upper left quadrant to encourage a response. Avoid non-relevant or lengthy information that detracts from your message.

Email design can cut through the inbox competition if this simple, strategic, and streamlined process is used to seamlessly capture the subscriber’s eye.

Hungry for More?

Download the complete Leukemia & Lymphoma Society case study to learn how the organization combined engaging subject line design with deliverability and opt-in best practices to achieve a 111% increase in open rate.

Trend #6: Redesign for Rendering

It is crucial to design for the conventional inbox. But as mobile rendering becomes more prolific, a new wave of design will emerge in 2008. Smartphone adoption is rapidly increasing, and the demographic is shifting from young, affluent business users to a wider demographic of users as the cost of these devices decreases. 2008 will bring an entirely new demographic to Smartphone use. Savvy marketers will need to adjust their design for effective rendering so their messages remain clear and effective across various mobile devices.

Email marketers should consider the following:

- Smartphone users employ mobile email to stay informed, not necessarily to engage in two-way communication. Messages that are deemed urgent (rather than commercial emails) receive the users' attention.
- Email access on mobile devices isn't better—it's just more convenient. Most users still rely on their desktops and laptops to experience feature-rich communication and to act on the messages received via mobile email.
- There are no adopted standards for rendering of email on mobile devices. Therefore, we recommend the use of multi-part MIME and conscious optimization of text email versions to combat the current challenges of mobile email communication.

As Smartphone adoption increases, the email marketing industry will respond with best practices. ExactTarget conducted extensive research in anticipation of this growing trend and determined that nearly every combination of device, operating system, email client, and data provider rendered a different version of a test email. This testing provides insight into the overwhelming number of possible rendering combinations. It also provides identification of the following factors that most significantly affect wireless email delivery and rendering:

- **Manufacturer.** Smartphone manufacturers create devices with varying screen sizes, resolutions, and features which affect the viewing pane and the amount of scrolling.
- **Mobile Data Provider.** Each data provider offers varying network capabilities, affecting the speed and method with which the email can be received.
- **Operating System.** Each operating system manages email uniquely based on the email clients supported.
- **Email Client.** Subscribers can view their email on one of the major email clients or through ISP and freemail-based email clients resulting in varied renderings.
- **Text vs. HTML.** Subscribers can choose to have a text-only email sent to them from marketers, or they can choose to receive an email that displays HTML.

The Apple iPhone set the standard for rich HTML rendering in mobile devices at the end of 2007 (Figure 6). Expect to see other manufacturers follow suit in 2008. As the mobile device landscape changes, so must the way marketers design their mobile email communications.

Hungry for More?

Request ExactTarget's Email Marketing for the Third Screen Whitepaper to learn about the latest trends in mobile device email rendering.



Figure 6
Apple's iPhone set the standard for rich HTML rendering in 2007. What's next?

Thus we return to testing. Only persistent and thorough testing can ensure proper rendering. In this competitive email environment, you must make it simple for your subscribers to engage in and respond to your message.

2008 To-Do's

As optimal design continues to evolve in response to emerging digital communications, remember these tried and true best practices:

- Stay true to permission
- Be aware of the length and content of your sender and subject lines
- Send in multi-part MIME
- Avoid JavaScript on landing pages (it is not supported by mobile browsers)
- Get your message flagged for follow-up

Most importantly, stay aware of changes and innovations in the mobile device marketplace so you can continue to adjust your design for maximum impact and deliverability (Figure 7).

10 Major Smartphone / PDA Manufacturers	21 Top ISPs ~ 80% of market	5 Top Mobile Data Providers	5 Major Mobile OS
Apple, Inc. Dell Fujitsu Hewlett-Packard Motorola Nokia Palm Research in Motion Samsung Sony Ericsson	AOL AT&T Bellsouth Cablevision Charter Comcast Compuserve Cox Earthlink Gmail Hotmail Lycos Mail.com MSN NetZero / Juno RoadRunner USA Verizon Windows Livemail Yahoo / SBC	Alltel Wireless Cingular Wireless Sprint / Nextel T-Mobile Verizon Wireless	Apple OS Palm OS Research in Motion Symbian Windows Mobile

Figure 7
 In 2007, an extensive ExactTarget study of the mobile email rendering landscape estimated there were already thousands of possible rendering scenarios.

Be Watchful.

Email marketers must pay close attention to changes and advancements in the mobile device market in order to optimize mobile email rendering in 2008.

Trend #7: Subscriber Engagement Prevents the Ghost Town Analogy

Okay, now your emails look smart and render well. But are you sending them to the most effective subscribers? The most successful advertising campaigns in 2008 will bring an added focus to subscriber engagement.

When emphasizing the importance of list hygiene for effective email marketing, David Daniels of Jupiter Research often compares mailing to the portion of your list that hasn't opened or clicked on your emails in several months to "flying an advertisement over a ghost town."

In fact, our experience shows that many marketers realize quick benefits to their email programs simply by understanding which segments of their list are responding... and which aren't. The non-responsive segments waste your time and money by dragging down your deliverability, reputation, and ROI.

2008 To-Do's

ExactTarget's recent answer to the "ghost town problem" included additional application tools that help marketers learn more about the attributes of their responsive and non-responsive segments. With these kinds of tools, marketers can see:

- Which subscribers are most actively engaged with your email program
- Which subscribers have not been sent a message in a certain period of time
- The date and time of the last open or click for subscribers on a list

Thus, you end up with a wealth of actionable information about your subscriber list. The most responsive subscribers can then be nurtured and the "ghost town" segments can be reactivated, opted back in, or discarded.

What's Your Message?

Understanding which segments and attributes lead to higher response is critical to your one-to-one targeting efforts and relevance, too. In other words, 2008 is all about flying hundreds of planes towing just the right message over hundreds of small, populated cities.

Trend #8: Content is No Longer King. Long Live Reputation!

It will be more important than ever in 2008 to ensure that your diligent email marketing efforts aren't lost because of poor sender reputation. The most relevant, engaging email won't make a bit of difference if it never reaches the intended inbox.

ISPs (Internet Service Providers) are tasked with the job of trapping SPAM while allowing legitimate email through to the inbox. The good news is that technology is improving. Increasingly, ISPs are focusing on the reputation of senders (rather than their content) to determine whether or not a specific piece of email is spam.

What, exactly, is email reputation? It's the general opinion of the ISPs, the anti-spam community, and your own subscribers towards a sender's IP address, sending domain, or both. The "opinion" is a reputation score created by an ISP or a third party provider. If the sender's "score" falls within the ISP's thresholds, a sender's messages will be delivered to the inbox; if not, the sender's emails may arrive in the bulk folder, be quarantined, or be bounced back to the sender.

What does this mean for you? Becoming an effective email marketer requires constant list cleansing and hygiene. In fact, most lists shrink by 30% each year due to subscribers changing email addresses. Make sure you are diligent about maintaining a current opt-in list to achieve maximum deliverability via reputation.

2008 To-Do's

In 2008, it's time to utilize sender authentication. Why? As an email marketer, you simply cannot establish a strong reputation without it. While sender authentication doesn't explicitly prevent spam or phishing scams, it does allow ISPs easy detection of illegal activity, spoofing, and other harmful tactics spammers employ that can negatively affect your brand. Because a spammer can send an email that appears as though it was sent from your domain, your domain is at risk.

ISPs offer various sender authentication standards such as Sender ID, SPF, and DomainKeys. Using these standards in your email helps ISPs make more informed decisions regarding mail acceptance and disposition, thereby increasing your deliverability rate. If you're not currently authenticating, 2008 is the year to start.

It's All About Reputation.

A + B = C

A: Reputation is a key driver of deliverability.

B: ISPs are using authentication as a key factor when determining your sending reputation.

C: Authenticating your email is vitally important for delivery to the inbox.

Hungry for More?

Download The Reputation Equation, a whitepaper focused on achieving and maintaining a high-quality email reputation.

Trend #9: Packaged Integrations Increase

Aside from your email response data, what else do you know about your customers? Who is most engaged? What products are they interested in? How much time are they spending on interactions with your campaign? To answer these types of questions, 2008 will see increasing numbers of software companies developing packaged integrations between best-of-breed solution providers.

We've already seen evidence of this in 2007 with the launch of ExactTarget for Microsoft Dynamics™ CRM and WebTrends Marketing Lab™ with Microsoft Dynamics CRM. In combination, the ExactTarget and WebTrends integrations to Microsoft CRM allow a marketer to leverage data from within their CRM tool to drive highly personalized and relevant messages from ExactTarget with links that drive subscribers back to the marketer's website. Once the subscriber makes the jump from email to website, the WebTrends Marketing Lab takes over and funnels site activity—tied to a specific Account, Contact, or Lead record in Microsoft Dynamics CRM—back into CRM.

The result? A 360° view into both email and website activity for a subscriber and the resulting ability to use this data to better tailor more relevant email messages (Figure 8). With this rich customer information readily available, look for an increase in the utilization of design and strategic services teams to help marketers focus their efforts with precision.

Understand Your Subscribers.

Many marketers lack insight into how their email marketing efforts perform in comparison to other online marketing channels. By leveraging packaged integrations, that insight—and closed-loop marketing—can be achieved.

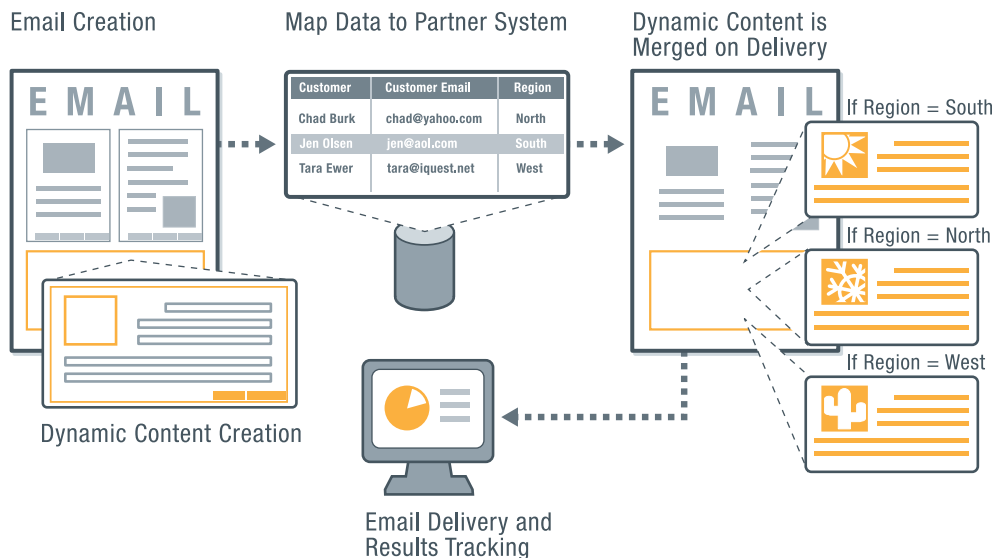


Figure 8
Packaged integrations, like those between email and CRM systems, help marketers effectively tailor subscriber messages.

2008 To-Do's

In 2008, the to-do's for packaged integrations rest in the hands of best-of-breed software vendors. Companies like ExactTarget, Omniture, Microsoft, Salesforce, WebTrends, Coremetrics, and a host of other software applications will join hands in delivering powerful integrated solutions directly to marketers.

This merging of technologies could mainstream a mechanism for dynamic generation, application, and optimization of customer modeling. Consequently, the benefits to customer management, merchandising, and targeted messaging are exponentially increased.

Trend #10: Email Becomes Embedded

As more and more software companies view email as a core business-critical infrastructure service that should be available off-the-shelf, we'll see industry-leading ESPs embedded within other applications. For example, software companies traditionally don't create new database software when creating their applications; instead they use Oracle, SQLServer, or MySQL to accomplish mission-critical tasks without heavy development costs.

Email is no different. Ten software companies currently embed ExactTarget within their applications. The beginning of 2008 will bring an increase in software applications embedding existing ESPs in their applications to meet their email marketing needs.

2008 To-Do's

If you are an ISV (Independent Software Vendor), social network, or other software developer trying to build and manage an email messaging infrastructure, we recommend the following for 2008:

- Make sure you maintain your sender reputation with a series of built-in tools and customer controls to monitor and diagnose any deliverability issues across your customer base.
- Use a single API to create, deliver, and track highly-personalized email communications and emerging digital technology messages.
- Why re-invent the wheel? Consider building industry-leading email functionality directly into your product. For example, ExactTarget Embedded lets you easily embed our leading email technology into your own application.

Bonus Trend #11: Use Video in Email

We couldn't help but include a note about the increased usage of video in email in 2008. As direct marketing relies increasingly on digital, on-demand mediums, combining video with personalized, relevant email marketing just makes sense.

Many marketers have already begun to include a link to a short video in their email marketing messages—and are reaping the rewards. In fact, a recent MarketingSherpa case study, "How to Add Video to Email on a Shoestring Budget & Double Conversions: 6 Steps + 6 Lessons Learned," found that even the inclusion of one short video message could increase click-through rates up to 25%. Conversion rates also benefit from video in email (especially for B2C senders) – and ultimately, so does overall subscriber engagement.



Hungry for More?

Download the Global Cloud case study to learn how Independent Software Vendor Global Cloud uses ExactTarget Embedded to offer powerful email marketing capabilities through a seamless integration with its DonorDrive™ internet software application.

2008 To-Do's:

Whether you've been using video in email for years or have yet to get started, here are some practical recommendations you should keep in mind this year:

- Always include a link to the video in your email message and host it on a streaming server outside the message. Embedding the video directly in the email can potentially cause deliverability and rendering issues with many ISPs.
- B2B email marketers can benefit from including customer testimonials, brief product demos, or messages from members of your organization to help further build a one-to-one relationship and strengthen your brand.
- Remember that many viewers watch videos for the "entertainment" value. Keep your videos short, light, and relevant.

Conclusion

The best thing about technology is that it never stops developing and evolving. The start of each year brings new opportunities for email marketers to hone their skills, sharpen their efforts, and improve their campaigns.

2008 will be no exception.

The power of one-to-one marketing increases as mobile technologies emerge. As a famous superhero was once told, "With great power comes great responsibility." The same adage holds true with email marketing. We must use the power granted to us to effectively communicate to our customers what they want, when they want it, and via their chosen medium.

We're anxious to see where your email marketing campaigns take you in 2008.

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Start 2008 on the Right Foot

Use the checklist on the following page to keep track of your yearly To-Do list. It'll help you remember what you've learned in this whitepaper, and make sure you start the coming year on the right foot.

2008 Email Marketing To-Do Checklist

If you're ready to make 2008 your best email marketing year yet, hang this checklist on your wall to track your progress.

- Trend #1: Emergence of New One-to-One Mediums**
Create a list of the top five scenarios where your organization would benefit from SMS and/or voice messaging. Then research on-demand applications that allow you to manage all your email and emerging digital one-to-one communications from a single console.
- Trend #2: Email Becomes Cornerstone of Multi-Channel Marketing**
Start using the data provided by your multi-channel marketing efforts (stored in a central repository) to make every email marketing interaction personal, targeted, and relevant. Talk to your customers based on their purchase behaviors, attitudes, and needs, and develop a set of metrics to measure and analyze your multi-channel marketing program performance.
- Trend #3: The Birth of the Marketing Gadget**
Try designing your own Google Gadget or Yahoo Widget and make it available on your website for download. Be unique, keep gadget content fresh, and tie your gadget into the promotions you're running across the rest of your channels.
- Trend #4: Focus Shifts to Testing and Strategy**
If you haven't tried split testing or simple multivariate testing, now is the time. Or, if you're ready for something more advanced, engage our Strategic Services Team to help you execute a more robust Taguchi multivariate test.
- Trend #5: Simplicity is Key to Optimizing Email Design**
Make sure your email design illustrates the "Three Es" outlined in Trend #5: Engage, Entice, and Elicit. From subject lines to preview panes, simple—yet effective—email design is a must.
- Trend #6: Redesign for Rendering**
Stay abreast of changes and innovations in the mobile device marketplace so you can adjust your message design for optimal impact and deliverability. Subscribe to industry newsletters on the topic and read the latest mobile device whitepapers.
- Trend #7: Subscriber Engagement Prevents the Ghost Town Analogy**
Communicate with your subscribers based on their level of engagement. Nurture your most responsive subscribers and devise a strategy to reactivate, re-opt in, or discard your "ghost town" segments.
- Trend #8: Content is No Longer King. Long Live Reputation!**
Utilize your Email Service Provider's sender authentication tools (like Sender ID, SPF, and DomainKeys) to increase deliverability and secure your ISP email reputation. If you need an extra hand, try engaging a team of deliverability consultants.
- Trend #9: Packaged Integrations Increase**
Use a packaged integration to increase the power of your email software. Whether you use Omniture, Microsoft, Salesforce, WebTrends, Coremetrics, or a host of other software applications, powerful integrated solutions should not be ignored.
- Trend #10: Email Becomes Embedded**
If you are an ISV, social network, or other software developer trying to build and manage an email messaging infrastructure, consider embedding industry-leading email functionality directly into your product.
- Bonus Trend #11: Use Video in Email**
It's time to use video in email, but make sure you include links to the videos and host them on your (or your vendor's) server. Try video customer testimonials or product demos, and make sure each clip is short, light, and relevant.