

ANA



Email Experience Council

2020 EMAIL EVOLUTION CONFERENCE

Bob Liodice

Chief Executive Officer



2020

A Tough Year

- COVID – 19
- Economy in free fall/partial recovery underway
- Racial Injustice
- **A time for healing and revival**



Be a force
for **good...**

and a
force for
growth.

MARC PRITCHARD

ANA Chairman & Chief Brand Officer



**“There is a human at the
end of whatever it is
you’re doing.**

**Always have the
human at the center
of whatever you do.”**

Amelia Dunlop
Chief Experience Officer

**Deloitte.
Digital**

ANA GROWTH AGENDA





HUMANITY FOR GROWTH

**“Bring the love...
bring the authenticity.**

**Put your heart on the
table as much as you put
your wallet on the table.**

**Treat the consumer like
you treat your brethren.”**



Olivier François
Global President, Chief Marketing Officer



BRAND PURPOSE / PURPOSEFUL MARKETING



ANA
CENTER FOR **BRAND**
purpose

IN PARTNERSHIP WITH



#SEE
HER

GROWTH
MISSION

To be the unifying
voice to champion
gender equality in
the advertising,
media, and
entertainment
industries



ANA

AIMM

**ALLIANCE FOR INCLUSIVE AND
MULTICULTURAL MARKETING**



ANA GROWTH AGENDA





EMAIL
DRIVES
GROWTH

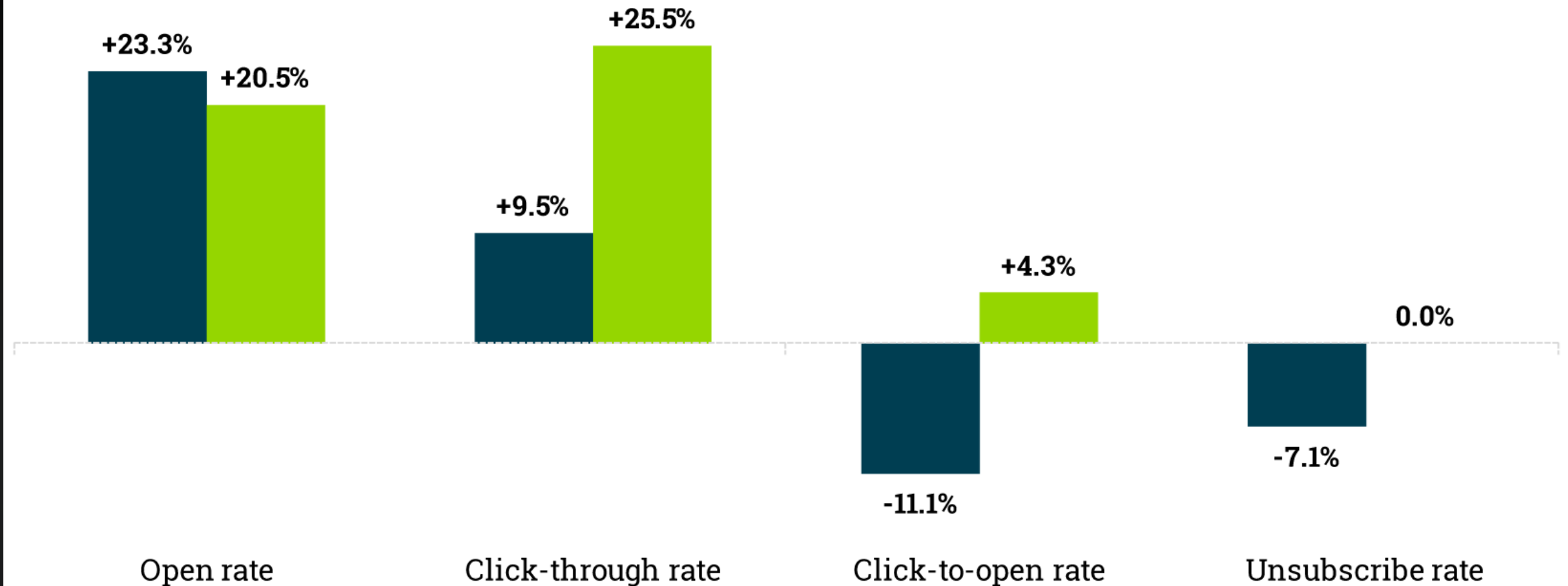
**Communicates
vital information**

- **Drives sales**
- **Generates new customers**
- **Boosts retention efforts**

Email Response Rate Trends During COVID-19



% change year-over-year in ■ March 2020 ■ April 2020



Published on MarketingCharts.com in June 2020 | Data Source: Campaign Monitor

Based on a global analysis of more than 6 billion emails sent out of Campaign Monitor in March and April 2020

79% of small businesses say email marketing is strategically important

64% of B2B marketers use a dedicated email platform

40% of B2B marketers say email newsletters are their most important vehicle

EMAIL STATISTICS

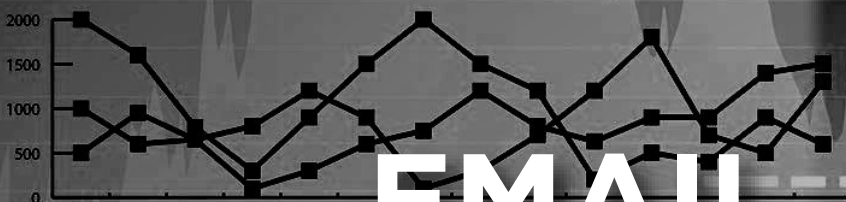


61% of consumers prefer to be contacted by brands through email

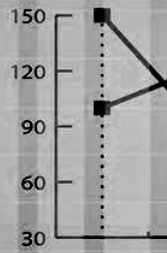
Consumers spend **2.5 hours** checking email each day

EMAIL STATISTICS

The background features a dark grey grid. In the lower right quadrant, there is a faint, light grey graphic consisting of a bar chart with several vertical bars of varying heights and a line graph with circular markers connected by a thin line, trending upwards from left to right.



EMAIL MARKETING ROI STATISTICS



The ROI of email marketing is **38:1**

Email marketing is **40 times more effective** at acquiring customers than Twitter and Facebook combined

EMAIL AND ANA GROWTH

- Email is a **vital growth engine** within the ANA
- The ANA leads the email marketing industry through the **ANA Email Experience Council**
- The EEC has a strong track record of success
- The EEC advances the interests and concerns of suppliers and brands

**EEC/ANA connects
the email universe**



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