

The Revenue Blueprint

Strategies for Performance-Obsessed Marketers



A Mailchimp Report

This report is based on a
commissioned survey conducted by

Ipsos

Table of Contents

Introduction	3
Today’s marketing tech landscape	3
What sets Performance-Obsessed Marketers apart?	5
Revenue Pillars	7
Email’s enduring relevance	8
Automation and the customer journey	21
Data-powered personalization	32
Investing in AI to drive business outcomes	42
Conclusion	53

Introduction

Today's marketing tech landscape: Why you need to be performance- obsessed to drive revenue

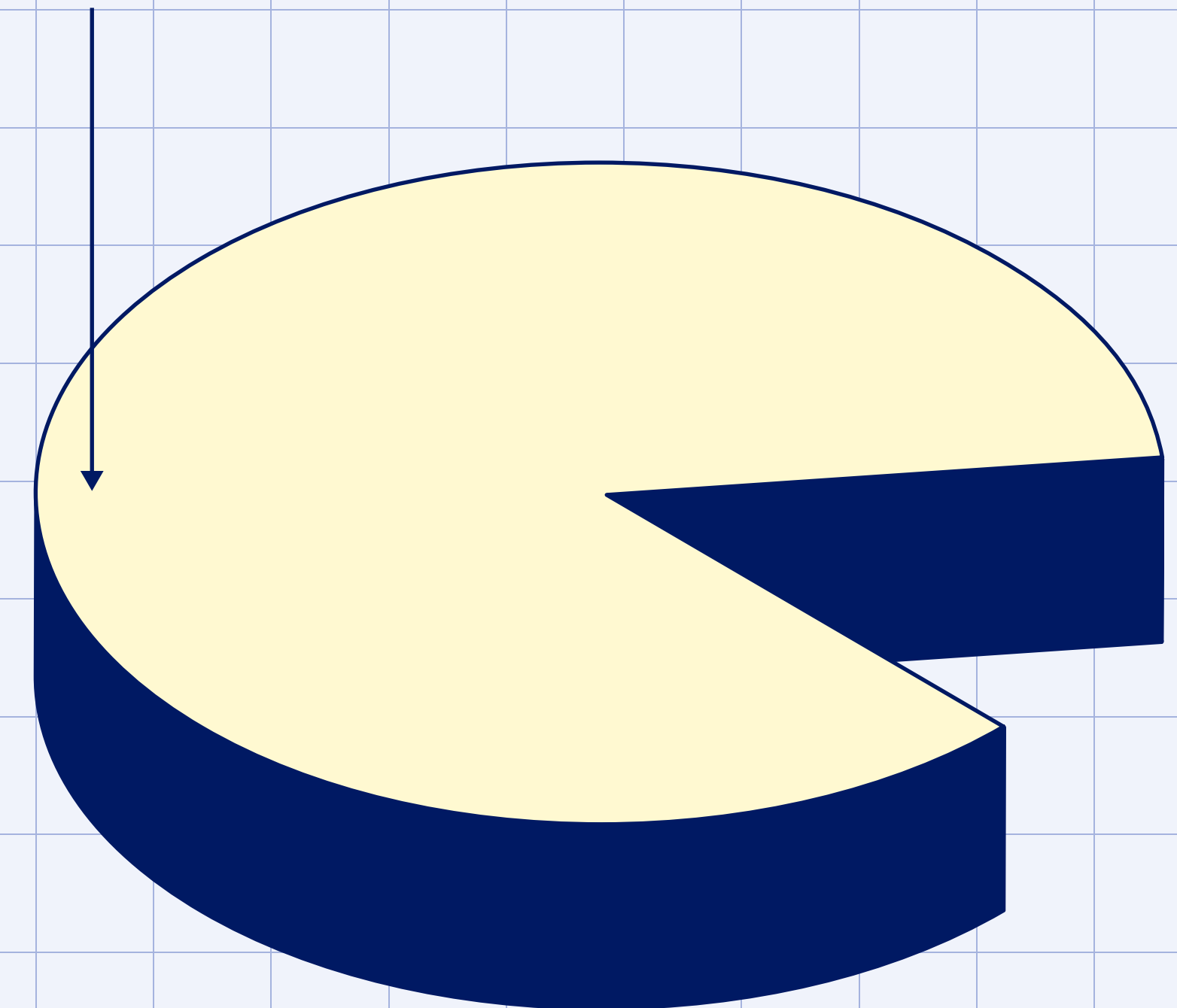
In today's fast-paced marketing world, staying on top of new technologies and changing customer behaviors is key to boosting performance, driving revenue, and scaling your efforts. Just a year ago, AI was an exciting, new thing to explore. Now, it's everywhere, becoming a must-have tool for performance-obsessed marketers.

As AI becomes a bigger part of marketing strategies, finding the right balance between long-term brand building and short-term results is getting trickier. Marketers are now juggling the challenge of balancing acquisition and retention while using AI to handle routine tasks. It's all about figuring out how to let AI take care of the basics without losing that creative spark and strategic thinking that drives innovation.

AT LEAST

85%

of Total Marketers surveyed have either plans to or have already integrated AI tools into their organization



The rise of e-commerce and social commerce has also changed the game, ramping up competition and raising the bar for consumer expectations. Marketers now have to navigate a wide array of channels—email, SMS, social media, their website, and digital advertising—and find the right tools and strategies to grow, scale, and drive business success.

To help you navigate this complex landscape, we conducted global research on how marketing professionals at mid-market e-commerce companies are driving growth and standing out. We've created a **Revenue Blueprint** from the results to help you benchmark your efforts, assess technologies and strategies, and improve business outcomes.

The Revenue Blueprint Study

All statistics and quotes are from an online survey conducted by Ipsos on behalf of Intuit Mailchimp from April 5 to May 20, 2024. The survey included 2,005 respondents, aged 18 to 65+, who are full-time or self-employed marketing professionals in mid-market companies (11-500 employees) across various industries. These professionals serve individual consumers and currently use email marketing online/software tools.

The survey covered 3 global regions:

- North America (United States and Canada): n=1,000
- Europe (United Kingdom, Norway, Sweden, Denmark, Netherlands, and Belgium): n=705
- Oceania (Australia and New Zealand): n=300



What sets Performance-Obsessed Marketers apart?

This research spotlighted a standout group of Performance-Obsessed Marketers who’ve pulled ahead of Baseline Marketers by making big strides in revenue, customer lifetime value, engagement, and growing their customer lists over the past year. Even though they come from different regions and industries, these marketers have achieved real business success. Digging into their strategies provides a Revenue Blueprint that you can model to fine-tune your approach and drive similar growth for your business.



Total Marketers

All survey respondents.



Baseline Marketers

Marketers who achieve steady, consistent results using standard marketing practices and widely accepted strategies.



Performance-Obsessed Marketers

Top-tier marketers who experience substantial growth across key metrics by leveraging innovative tactics, advanced strategies, and cutting-edge technologies.



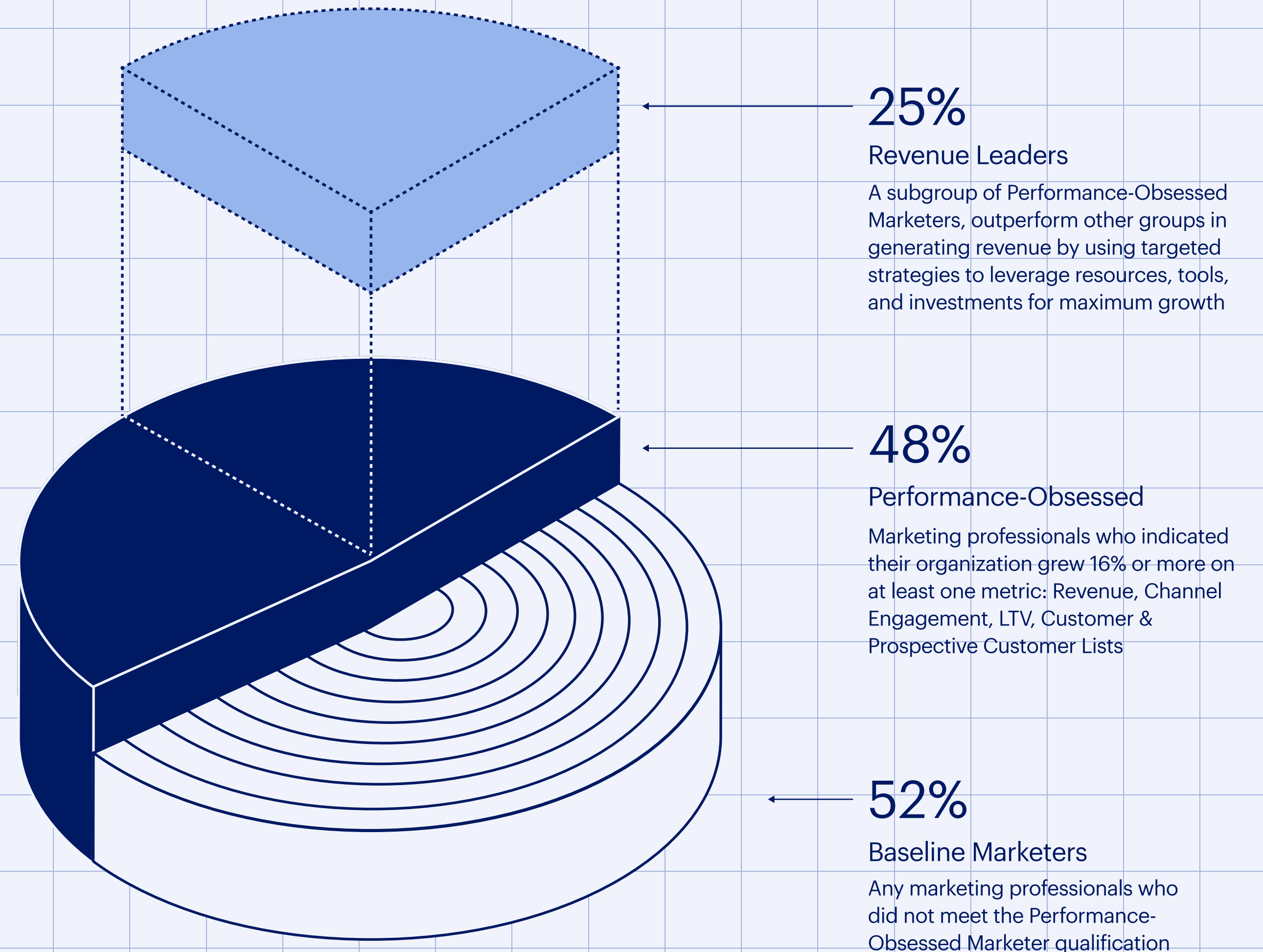
Revenue Leaders

Subgroup of top tier marketers who drive significant growth within high-revenue organization by utilizing optimal resources, tools, and investments.

Who are the Performance-Obsessed Marketers?

Within this group of **Performance-Obsessed Marketers**, there is a group of high-revenue generators—marketers in organizations that have shown significant growth while also being among the top tier in revenue. We'll call them **Revenue Leaders** to distinguish between companies with greater revenue, and, as the research concludes, a greater use of advanced strategies and tools than Baseline Marketers.

This Revenue Blueprint will distill the tactics and strategies used by both groups of leaders, pointing out the capabilities and tools that drive growth. You'll then be able to understand how successful marketers achieve results and learn how to enhance your performance in a competitive environment.



Revenue Pillars

By analyzing the strategies used by Performance-Obsessed Marketers and Revenue Leaders, we uncovered 4 key Revenue Pillars and themes pivotal to your company's tech-enabled growth:

01

Email's enduring
relevance

02

Automation and the
customer journey

03

Data-powered
personalization

04

Investing in AI to drive
business outcomes

Discover how these marketers are turning obstacles into catalysts for growth, cultivating deeper customer relationships, building brand recognition, and achieving real business results. As you read, consider how you can emulate a Performance-Obsessed Marketer. How can your organization transform challenges into opportunities for more customers, greater loyalty, and increased revenue?

01

Email's enduring relevance

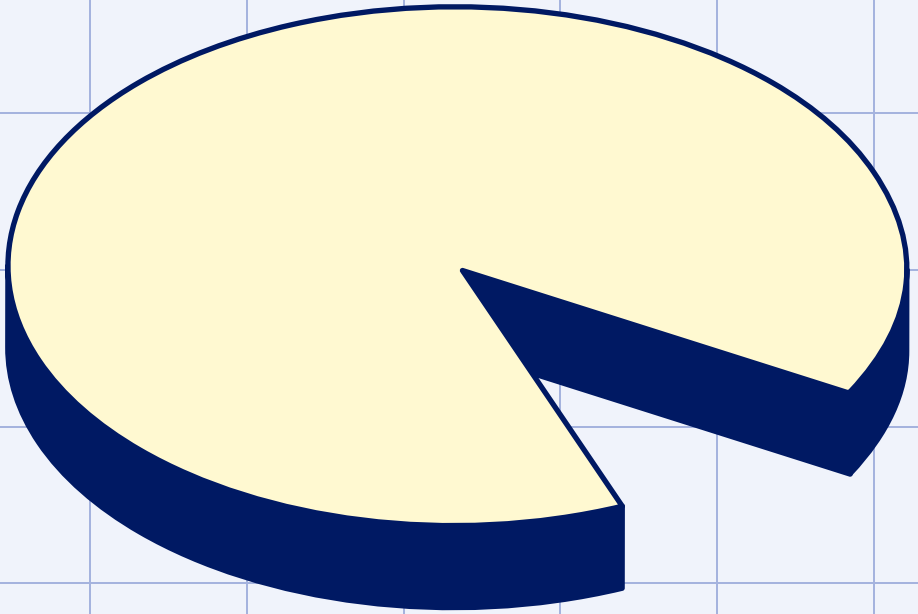
The challenge of juggling multiple channels is knowing the right channel to use to connect with the right customers.

And while optimizing your marketing channels for impact isn't easy, most marketers we talked to agree that email is still the backbone of their strategy and a key driver of customer engagement. Previously high-performing channels like search are gradually seeing less utilization over time.

The overall impact of strategic email marketing is multifaceted. By enhancing general awareness and gaining a deeper understanding of your audience, you can own the relationship rather than relying on the algorithms of other channels to connect you with your audience.

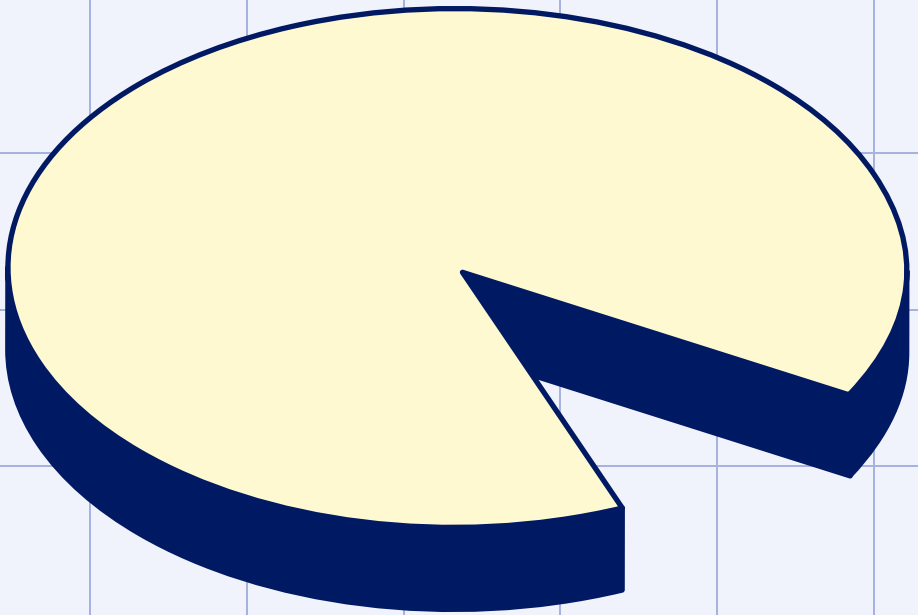
Email is direct, opt-in, and packed with valuable data. It gives you insights into open rates, click-through rates, and engagement levels, which creates a flywheel for you to fine-tune your approach based on how previous email campaigns performed. When you own your audience via email, you don't need to adjust your marketing to the whims of the often-changing environment of social media platforms. This can allow for increased sales opportunities, more personalized content, and improved communication. And remember that your email strategy doesn't only drive purchases; while that is certainly important, it can also help you learn more about your customers.

Email at the center drives results.



69%

of Total Marketers agree that email is the foundation of their organization's marketing strategy



59%

of Total Marketers state that as search becomes less utilized, email remains a necessary channel for customer engagement

While the majority of marketers we surveyed are using email, there are key distinctions between how Performance-Obsessed Marketers and Revenue Leaders use it compared to Baseline Marketers.

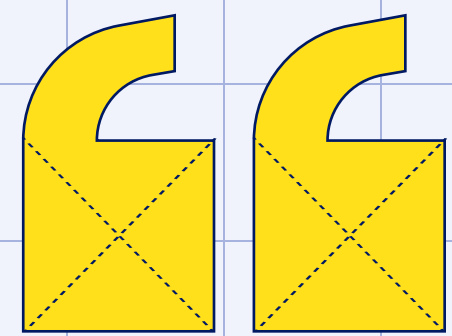
Let's walk through a few of these differences.

1 When it comes to generating awareness, **Performance-Obsessed Marketers make email marketing their primary focus** and use other channels to grow their list of prospective customers, driving audiences to landing pages featuring email sign-ups and promotions to create a connected funnel.

Baseline Marketers are more likely to use channels like social media, their website, and digital ads than Performance-Obsessed Marketers. They also have lower adoption rates of email marketing, which points to a different go-to-market channel mix. Since Baseline Marketers underperform compared to Performance-Obsessed Marketers, this could indicate these channels have less of a return compared to email.

2 **Performance-Obsessed Marketers also rely on more advanced applications of email.** For example, compared to Baseline Marketers, they rely more heavily on targeted emails and automated journeys. They also have higher adoption levels for transactional emails that respond to customer journey triggers.

3 **Performance-Obsessed Marketers' use of SMS outpaces Baseline Marketers.** They're more likely to combine email with SMS to reach their customers more effectively and build stronger connections through orchestrated messages across both owned, permission-based channels. When used in conjunction, email and SMS engagement data can provide even more insight into audience preferences.



Nowadays, it's so hard to
manage marketing activities
across **so many channels.**

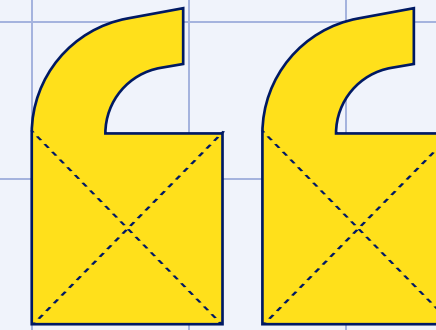
REVENUE LEADER, UNITED STATES, FITNESS AND SPORTS

Channels used to generate awareness

Performance-Obsessed Marketers are more likely to say that direct channels such as email, SMS, chat, and 1:1 messaging are generating brand awareness. Baseline Marketers use those channels as well, but their efforts are spread more evenly over channels including social media, digital ads, and the website to drive awareness.



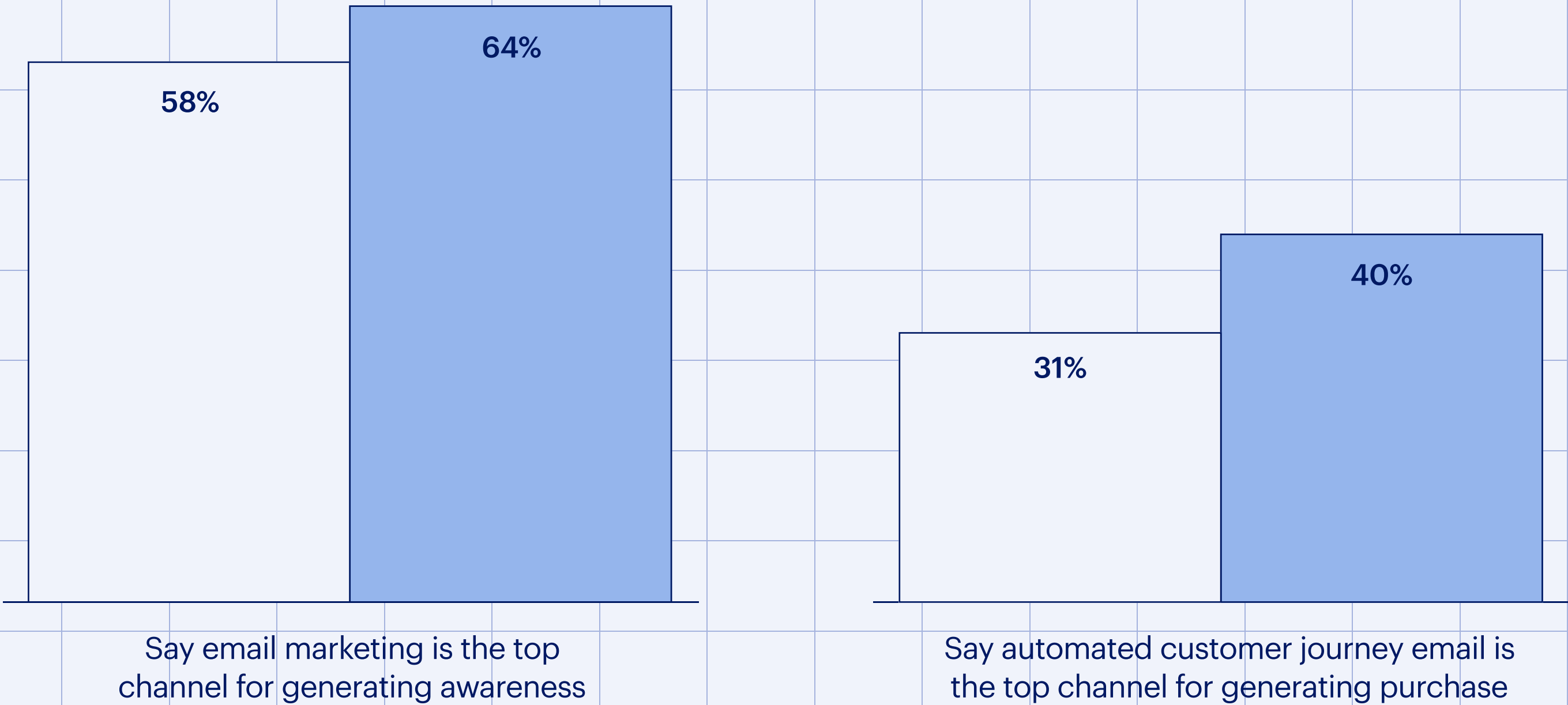
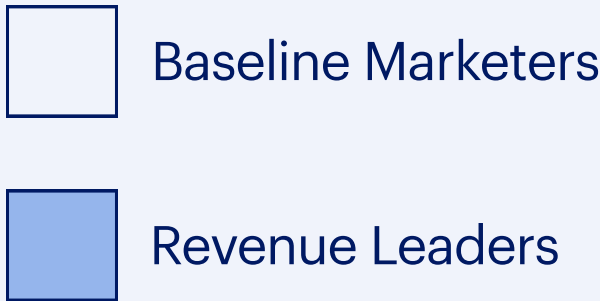
For both Performance-Obsessed Marketers and Revenue Leaders, email has an outsized impact on organizational growth compared to Baseline Marketers. Revenue Leaders are more likely than Baseline Marketers to say that email is a top channel across the funnel—from generating awareness to driving purchases. When they combine email marketing with the power of SMS messages, Performance-Obsessed Marketers and Revenue Leaders drive even more results, leading to increased awareness and purchases.



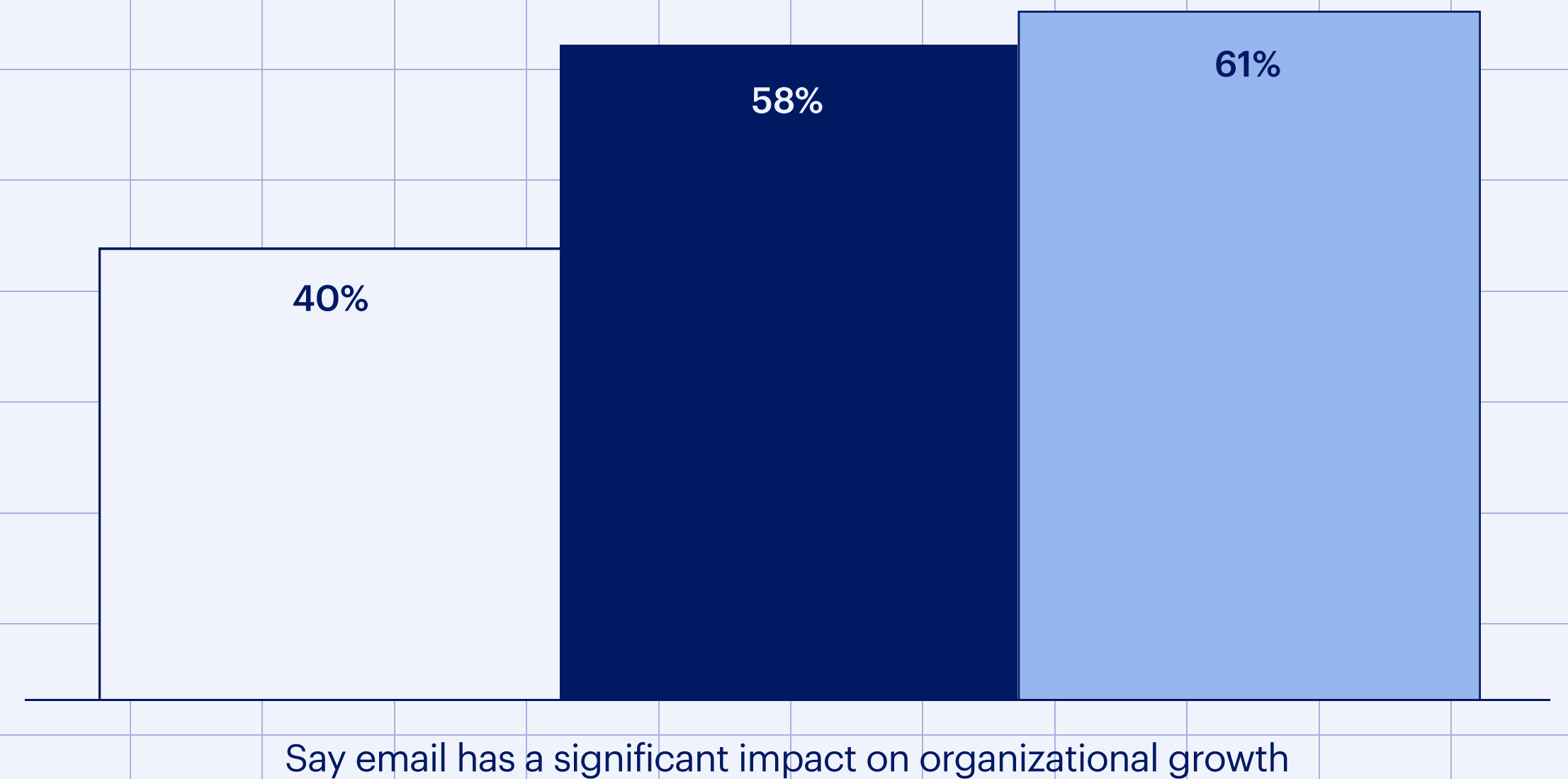
We would love to be able to build on social media by utilizing targeted digital ads which refer back to our website, where we would implement other services such as emails, push notifications, and SMS messages.

PERFORMANCE-OBSESSED MARKETER,
UNITED KINGDOM, EDUCATION & E-LEARNING

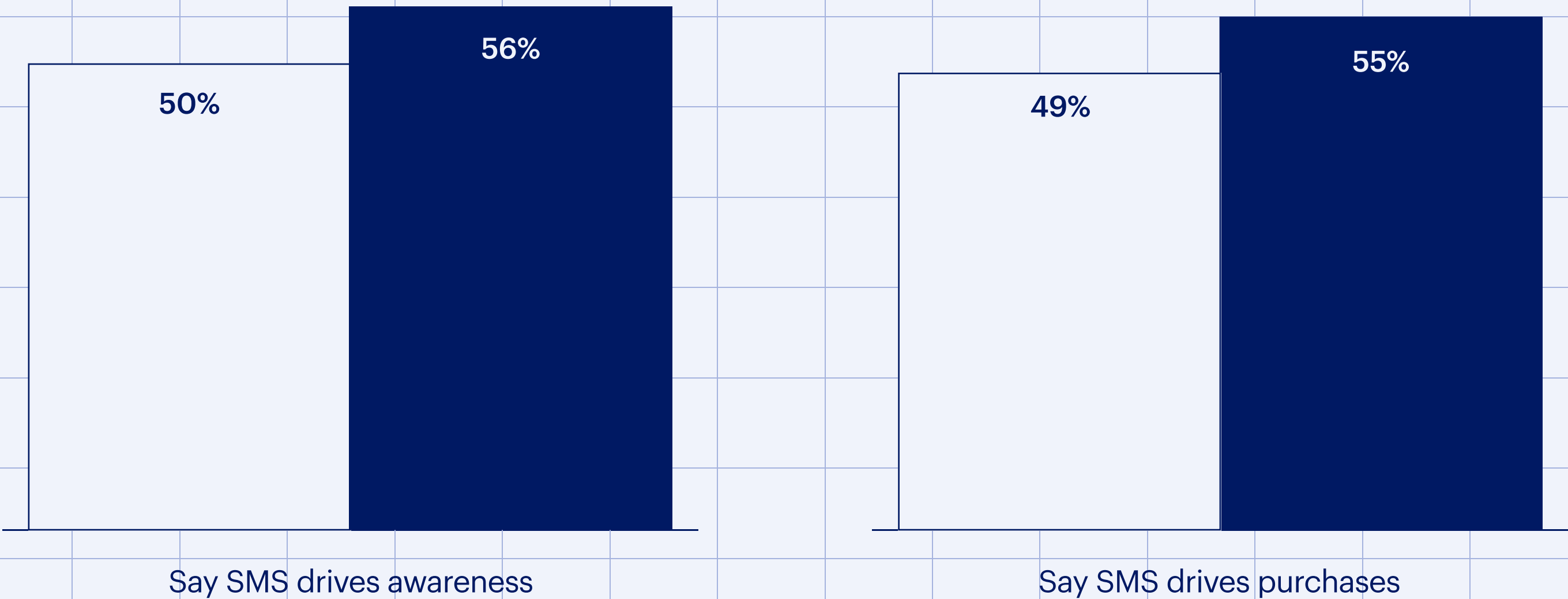
Email is the top channel
for generating awareness
and driving purchases
for Revenue Leaders

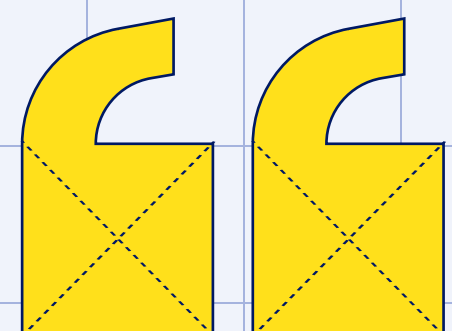


Revenue Leaders are more likely to say email has a **significant impact** on their organizational growth



For Performance-Obsessed Marketers, SMS is influential in driving awareness and purchases





The data we get from our email and SMS campaigns is what we use to understand what our customers want and how we customize each touchpoint to their liking.

PERFORMANCE-OBSESSED MARKETER, DENMARK, ENTERTAINMENT, PERFORMANCE & EVENTS

How to improve your email marketing strategy

Email outreach not only helps customers get to know your brand better, but it also helps you learn more about them. Whether they opened the email, when they opened it, how they interacted with it, and where they went next—all these details can help you map out a clearer picture of their unique journey. Tracking behaviors like open rates, click-through rates, and conversion rates can help you create better customer experiences.

To get the most out of email, start by capturing interest with targeted outreach, then guide your customers toward purchase through these tailored journeys. (You'll learn more about customer journeys and automation strategies in the next section of this report.) After the purchase, keep engaging with them through follow-up interactions and ask for feedback to build lasting relationships and keep improving. Consider emails that give tips on using the product, feature offers for similar purchases that might interest them, or provide well-timed alerts to stock up or order again.

To ensure you're sending effective emails, you can experiment with different versions of your emails through A/B or multivariate testing to discover what resonates most with your audience. For instance, you could test 2 different subject lines—one emphasizing urgency ("Last Chance to Save 20% Today!") and another focusing on product benefits ("Discover the Top Picks for Your Home"). By analyzing which subject line drives higher open rates, you can refine your approach.

To go a step further, you can benchmark your email's performance against industry standards and identify areas for enhancement. For example, if your open rates are lower than the industry average, tools like Mailchimp's benchmarking features can offer insights into optimal send times, such as sending emails on different days or a different time for better visibility. You can also use built-in suggestions that provide context on how your emails are performing, helping you identify trends and adjust your strategy accordingly. For example, if you notice that your click-through rates are lagging, you might experiment with different call-to-action placements or more engaging content.

Beyond testing and benchmarking, it's critical to measure the impact of your email on the metric that matters most: revenue! Make sure that you're measuring revenue-related metrics when evaluating your emails. For example, examine Average Order Value (AOV) to gauge how email promotions affect the size of purchases. Evaluate Lifetime Value (LTV) to measure the long-term revenue potential of customers acquired through email, and track repeat sales to see how well your campaigns convert first-time buyers into repeat customers. By analyzing these specific metrics, you can help ensure that your email efforts are not only enhancing customer engagement but also driving significant business growth and revenue.

Focusing on email marketing to boost awareness and drive sales can help you build stronger customer relationships, re-engage inactive subscribers, understand what they like, and respond to their needs right away. Revenue Leaders place email at the center of their multi-channel approach to help strengthen customer engagement, growth, and loyalty.



CASE STUDY

Building a community and growing revenue with email

Beverage brand Club Soda started as a small mailing list and now reaches tens of thousands of people across the world. Learn how email helps them connect to their audience.

[Read more](#)

Performance strategies

Make strategic email marketing a cornerstone of your approach.

Email is essential for Performance-Obsessed Marketers due to its direct link to purchase intent and valuable first-party data. A robust email strategy involves targeted campaigns and automations for various customer lifecycle stages, including audience segments, brand-building, and sales.

Build customizable popup forms.

Strategically implementing popups in value-add touchpoints on your website will allow you to gather more customer data, grow your list, and drive revenue. When you collect zero-party data in a privacy-compliant way, it can enable more well-rounded customer profiles and more personalized email and SMS campaigns.

Maintain list health.

Email performance tracking can contribute to maintaining list health when removing contacts who have opted out, and those who don’t re-engage after follow-ups, helping to keep your email strategy focused on engaged audiences and improving deliverability. To do this, you should regularly leverage tags and segments within the [audience tab in-app](#), promptly honor opt-out requests, update your lists every 3 months, and ensure all integrations are properly syncing.

Enhance integration with other channels.

Integrate email marketing with social media, Search Engine Marketing (SEM), and Search Engine Optimization (SEO) efforts. Consider the ways that campaigns across these channels can reinforce and support your email marketing strategy. For example, drive traffic from social media and digital ads to landing pages where email sign-ups, gated content, and promotions are featured.

Capitalize on SMS to complement your email strategy by understanding and utilizing each channel’s distinct purpose.

Integrate channels with your email campaigns for a cohesive multi-channel approach. Use email for detailed content and nurturing long-term relationships, while SMS can be best for immediate updates and urgent promotions. This allows you to create a well-coordinated and engaging customer experience.

Test, measure, and compare your email performance.

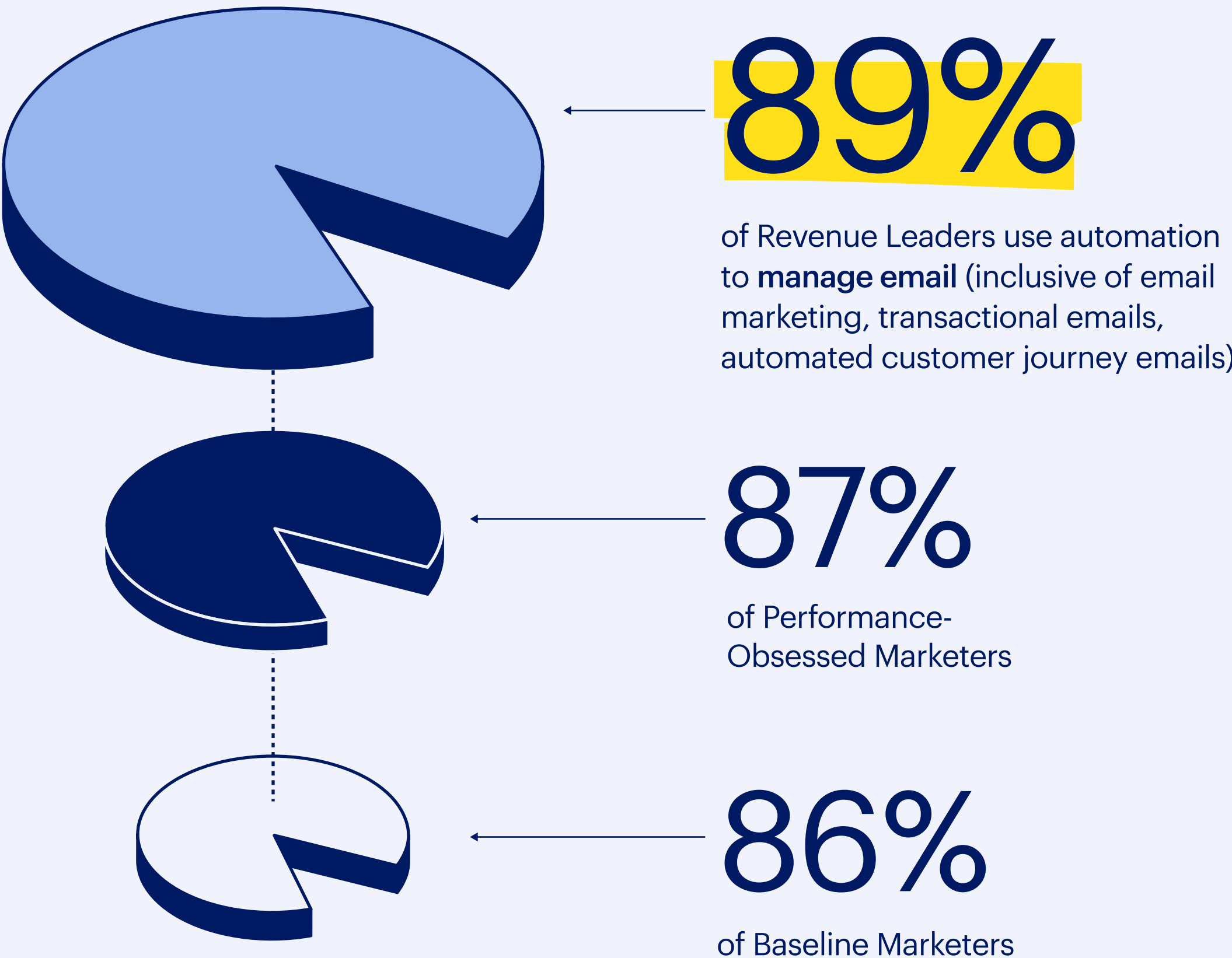
To maximize email performance, start with A/B testing to experiment with different versions of subject lines, content, or design. Then, benchmark your results against industry standards to see how your open rates compare and where to improve. Lastly, focus on revenue metrics to understand the full impact of your campaigns, going beyond opens and clicks to see how they influence revenue.

02

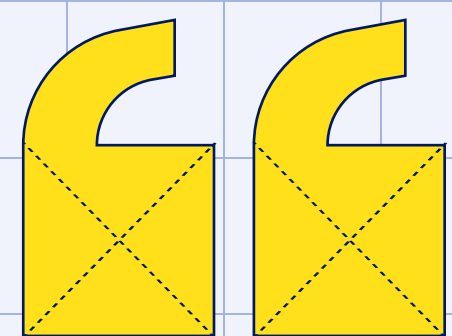
Automation and the customer journey

Having a solid email automation strategy is crucial for managing your customer interactions, from order confirmations to abandoned cart reminders. By automating communications across these touchpoints and more, you can help ensure that timely, relevant, and personalized messages reach your audience at the opportune time without manual intervention, improving the overall customer experience and helping to boost engagement.

CHANNELS MANAGED VIA AUTOMATION



Automation also extends to content creation, where AI can help you generate personalized subject lines or dynamic content based on customer behavior. This approach lets you scale your efforts efficiently, maintaining a personal touch without all the manual work. That's why nearly every marketer we talked to is using automation to enhance engagement and streamline their operations.



We automated content creation and optimization across multiple channels to enhance engagement and drive conversions.

PERFORMANCE-OBSESSED MARKETER, AUSTRALIA, NEWS, MEDIA, & CONTENT

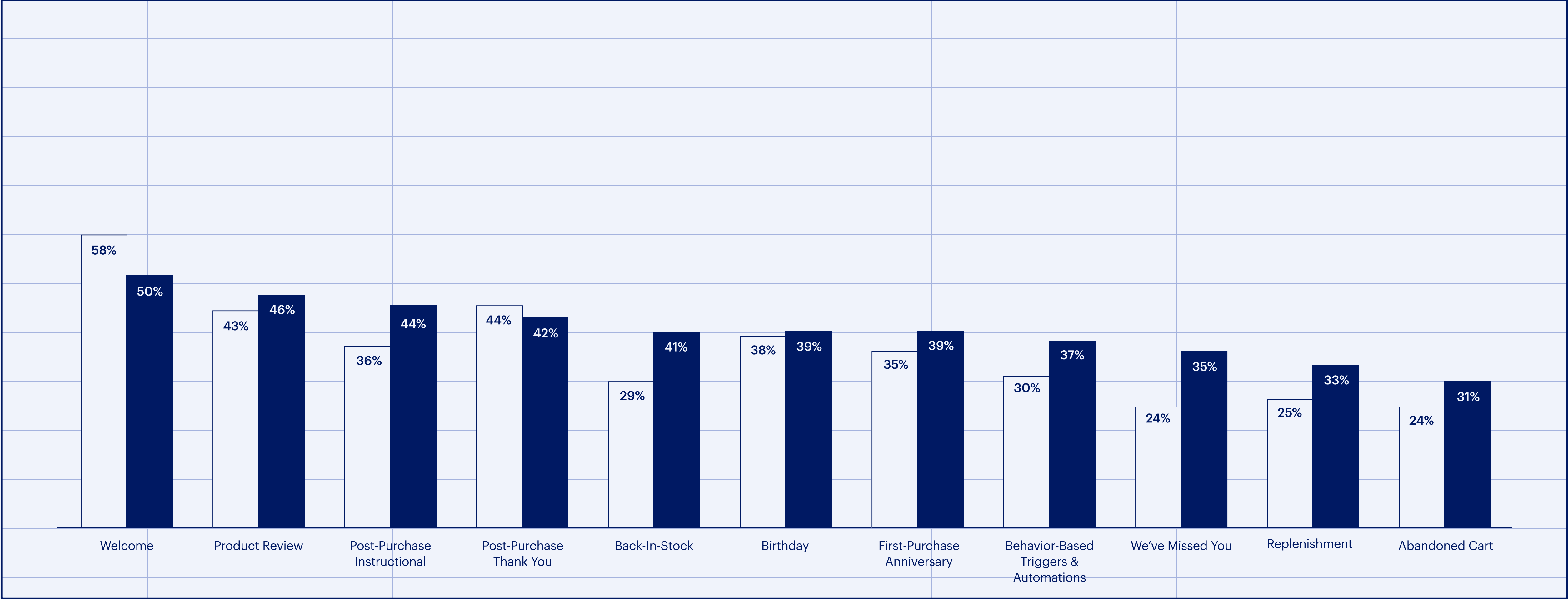
Automation across the customer journey

You can use email automations to respond to customer interest in a particular campaign, nudge folks back to your store after abandoning their cart, or re-engage with lapsed customers who haven't bought anything in a while. Consider these automation applications you can build as you audit and refine your automation strategy:

- Send personalized emails or SMS messages with additional information or discounts to re-engage customers that frequently visit specific product pages without purchasing.
- After a purchase, automated emails can recommend complementary products, offer loyalty discounts, ask for a review, or send content that can help make the most of their purchase.
- Trigger reminder emails/SMS messages or incentives for abandoned carts.
- Set up replenishment alerts to customers who have previously purchased an item and time them for when they are likely to be running out and need a replacement.
- Automate price-drop alerts based on customer browsing behavior to alert them that an item they are interested in is now available at a lower price.
- Follow up with more targeted email content based on email or SMS engagement.
- Send personalized email reminders and exclusive renewal offers as subscription dates approach.

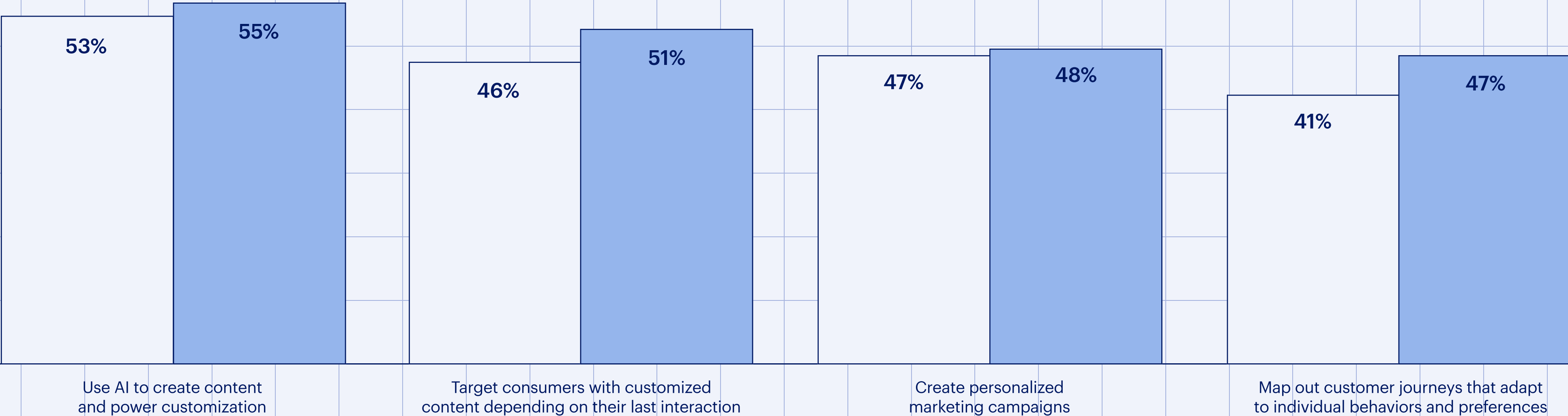
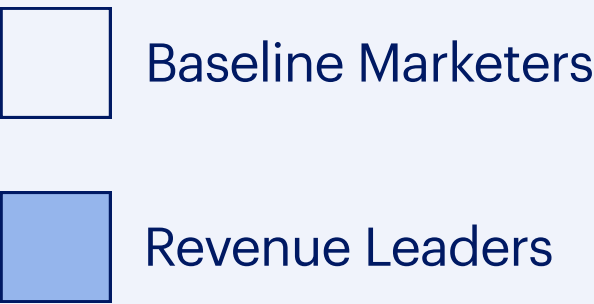
Types of automated email marketing

While Performance-Obsessed Marketers pay attention to more than just Welcome series automations—although those do create a good customer experience—they have more **robust automation strategies** that include different types of messages and key moments, like back-in-stock alerts, post-purchase instructional emails, and behavior-based triggers. By creating and updating your customer journey maps, you can spot important touchpoints, make interactions more personal, and fine-tune your messaging to match what your customers want.



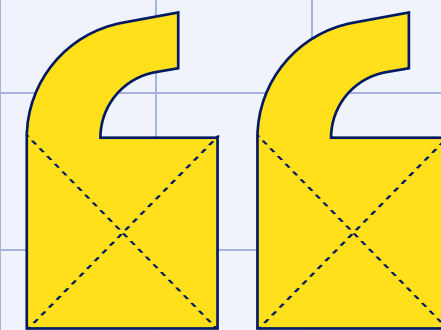
Top AI-driven use cases for scalable automation

Revenue Leaders use **AI to supercharge their automations**, giving them real-time insights and allowing them to adapt to each customer’s needs and preferences on a large scale. This means they can automate content creation and customize it even more, targeting customers with personalized messages based on their latest interactions.



Automation impact

Both Performance-Obsessed Marketers and Revenue Leaders say that automation brings a lot of benefits. It helps generate more leads, convert them into sales, and boost customer retention and loyalty over the long haul.



I want a **personalized push**: Customize personalized marketing content based on user behavior and preferences to increase user engagement and conversion rates.

REVENUE LEADER, UNITED STATES, BUSINESS SERVICES

(E.G., MARKETING AGENCIES, CONSULTING, BUSINESS LEGAL SERVICES, ETC.)

Associations with marketing automations

	Baseline Marketers	Performance-Obsessed Marketers	Revenue Leaders
Increases customer retention rate	38%	42%	46%
Helps generate more leads	35%	40%	43%
Increases the ability to personalize marketing efforts	36%	39%	42%
Enhances and supports marketing efforts	36%	38%	40%
Easy to implement	38%	37%	43%
Converts leads to sales	29%	37%	37%
Helps prioritize tasks and save time	37%	37%	39%
Helps generate more consistent revenue	33%	37%	41%
Automation usage is essential to maintain a competitive advantage	27%	36%	40%
Provides usable, visible data that my organization can act upon	33%	33%	34%
Ensures campaigns are generating desired outcomes quickly	28%	32%	37%
Needs proper strategy to be effective	26%	31%	31%
Reduces marketing overhead	30%	27%	29%
Can be viewed as spam by consumers	21%	25%	27%
Easy to forget	18%	19%	17%

Effective automation across all your channels boosts marketing efforts and enhances key customer touchpoints, from the initial contact to post-purchase engagement. Automated journeys ensure every interaction is timely and tailored to individual needs, driving engagement and conversions.

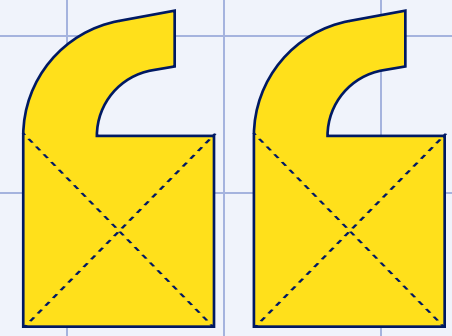


CASE STUDY

Building customer journeys

Learn how Dirty Girl Produce used the Customer Journey Builder to meet shoppers where they are and enhance their email strategy.

[Read more](#)



Automation helps us find our target audiences a lot quicker and provide continuous follow-ups to our subscribers at specific intervals.

REVENUE LEADER, AUSTRALIA, BEAUTY & WELLNESS

Performance strategies

Make your data work harder.

Map key customer journeys and design tailored automation workflows. Analyze performance data from automation flows like abandoned cart and post-purchase emails to test creative and copy changes. This helps identify missed opportunities and optimize workflows.

Use emails to enhance customer journeys.

Triggering emails with customer journey maps is just the start; use open rates, click-throughs, and site analytics to judge success and refine them. [Building and tracking journey maps](#) leads to more targeted email marketing and deeper customer insights.

Utilize advanced analytics.

Integrate marketing and ecommerce tools with your email platform to track interactions and performance, enabling data-driven decisions. For instance, if customers abandon carts at checkout, send targeted emails or SMS with assistance or incentives to boost conversions.

Monitor and adjust to ensure a good customer experience.

You have automations in place, but that doesn't mean you can just set it and forget it. Avoid overwhelming customers with excessive emails from overlapping journeys and ensure automations meet key priorities throughout the lifecycle. Use these insights to refine strategies and keep campaigns effective and aligned with business goals.

Leverage automated and transactional messages strategically.

Use automated messages for nurturing leads, setting expectations, and driving sales, while transactional messages should provide essential information like order confirmations and account updates. Clearly defining and using each type enhances the experience, satisfaction, and results across the customer journey.

Use Pre-Built Journey templates for inspiration.

Streamline your customer journey development with [Pre-Built Journey \(PBJ\) templates](#) from Mailchimp. These templates offer diverse journey ideas and a foundation for custom automation strategies, helping you quickly launch and optimize campaigns that connect with your audience.

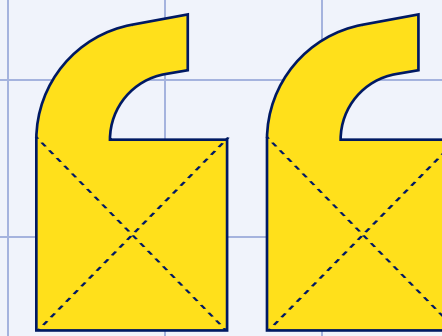
03

Data-powered personalization

You've seen how Performance-Obsessed Marketers use email and automation to improve interactions—but data isn't just for these strategies; it's also key for boosting personalization. With all the uncertainty around third-party cookies, it's even more important to harness your owned data sources and ensure you comply with privacy policies and applicable data privacy laws. Zero-party data—such as contact information provided by customers—and first-party data—from your site's sign-ups, customer preferences, reviews, email performance, and surveys—are the most valuable.

Customers expect personalization, like product recommendations on your site or emails tailored to their interests, age, or location. Effective personalization is about more than just adding a customer's first name to the email subject line—the content of the email should be designed for a specific attribute. For example, if a customer frequently searches for or buys a specific product, sending a tailored email with suggestions for related items can really boost engagement and satisfaction. Or you might also use tailored language or promote different products based on age.

But there's a fine line between feeling tracked and feeling valued. So, how can you ensure customers feel like they're getting a truly personalized experience that's valuable to them? For Performance-Obsessed Marketers, it all starts with managing data effectively.



We integrate accurate customer data analysis, build a customer information image through customer browsing data and social media interactions, and **implement highly personalized marketing activities.**

**PERFORMANCE-OBSSESSED MARKETER,
UNITED STATES, BUSINESS SERVICES**

(E.G., MARKETING AGENCIES, CONSULTING, BUSINESS LEGAL SERVICES, ETC.)

INVEST IN ADVANCED DATA TOOLS

Performance-Obsessed Marketers often use a customer data platform to **organize all of their data**,

which helps them get a complete view of their customers and personalize their approach. Unlike many Baseline Marketers, they're also using tools that regularly sync data sources, so they can see how all their marketing efforts are coming together.

For Revenue Leaders, managing customer data is all about getting a deep understanding of customer needs and behaviors. This allows them to provide highly personalized and tailored interactions, setting them apart from other top performers.

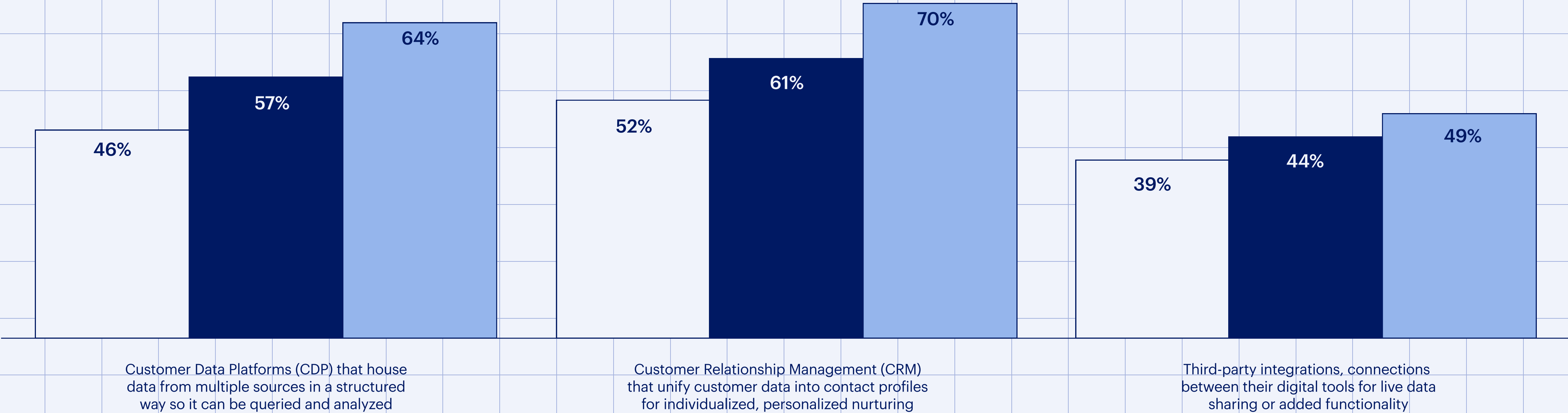
Revenue Leaders are taking their strategy to the next level by pinpointing their target audience and delivering their personalized content at the right moment. To get optimal results, they rely on advanced tools like predictive analytics to figure out the most effective data channels and the best time to hit send.

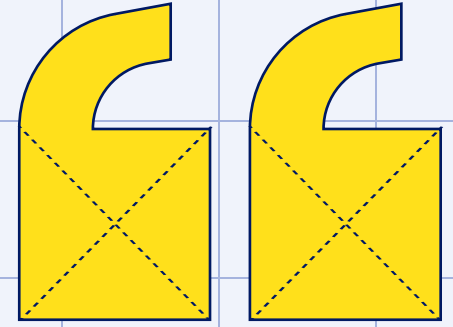
By using well-organized data, you can dig into important details like customer information, purchase history, and browsing habits to get a better understanding of what your customers like and need. This can help you spot patterns and trends you might miss if you only have basic insights. For example, you can figure out when customers are most active and what types of content they respond to best.

Tools used for data management

Compared to Baseline Marketers, Performance-Obsessed Marketers use data management tools to consolidate customer profiles from multiple sources and seamlessly integrate live data. By adopting these tools, you can unify your data for a comprehensive view of customer needs and behaviors—and how they’re linked.

- Baseline Marketers
- Performance-Obsessed Marketers
- Revenue Leaders





We apply data analytics and forecasting technologies to help marketers better understand market trends and customer behavior and anticipate future needs and opportunities.”

PERFORMANCE-OBSESSED MARKETER, UNITED STATES, APPAREL & ACCESSORIES

Creating detailed customer profiles is crucial for truly **understanding your audience**.

By analyzing how different groups engage with your content—such as their next steps, drop-off points, and purchase behavior—you can gain valuable insights that inform your strategies.

These connected profiles can allow for precise segmentation, to help ensure your campaigns and messages resonate with each group while optimizing resource use across channels. Integrating data from all touchpoints can keep you aligned with changing customer preferences, making your marketing more relevant and effective. Ultimately, investing in detailed profiles can provide a clearer, more actionable view of your audience, to help drive higher conversion rates and better address customer needs.

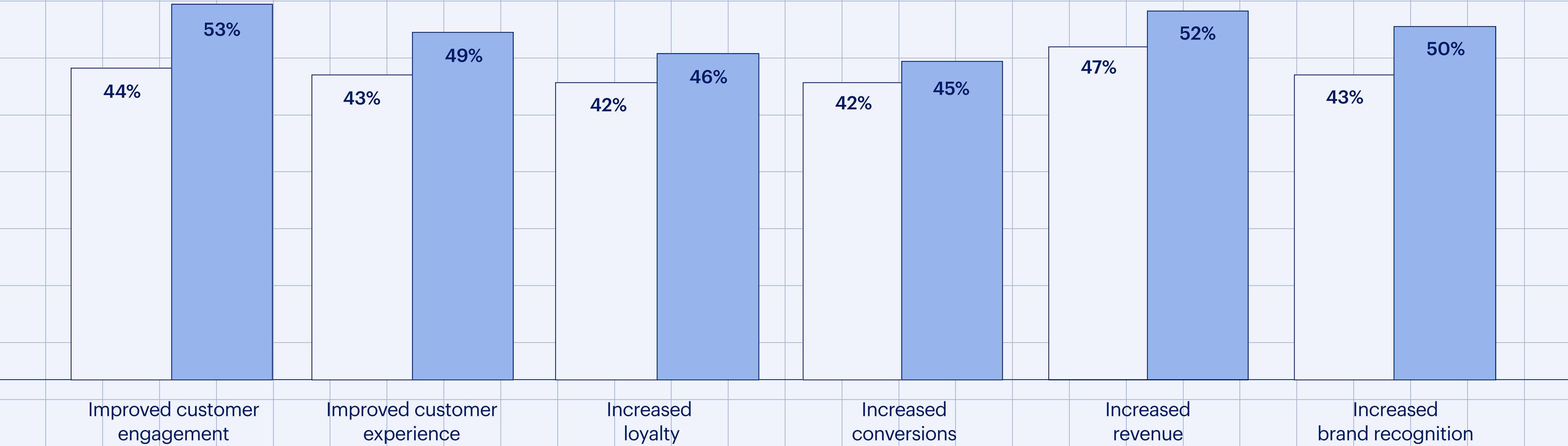
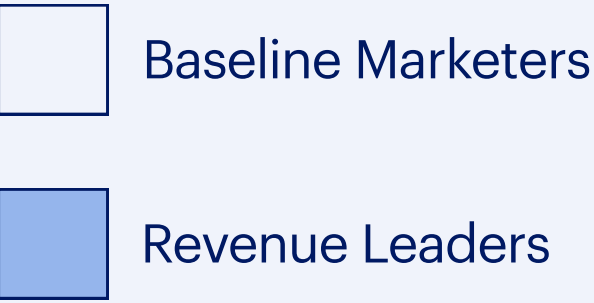
In email campaigns, personalized subject lines and content can help significantly boost open and click-through rates. Beyond just addressing individual preferences, this approach helps create meaningful experiences through tailored touchpoints, ultimately driving results and fostering lasting customer connections.

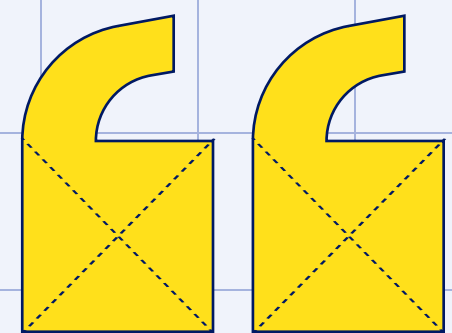
By customizing experiences, you can create more engagement, which can lead to more satisfied customers. This, in turn, helps build stronger relationships and can turn one-time buyers into **loyal fans**.

This impact is even more prominent for Performance-Obsessed Marketers and Revenue Leaders, who attribute their growth to strong customer relationships.

Benefits of personalization

For Revenue Leaders, personalization directly boosts both revenue and brand recognition. This success comes from their knack for creating targeted marketing efforts aimed at high-potential customer segments, which helps them get better results with their budgets.





I think it's because of the new AI technology; it's able to **customize** emails to the customers to their liking, so they're more likely to open it if it's targeted to them specifically.”

PERFORMANCE-OBSESSED MARKETER, UNITED STATES, APPAREL & ACCESSORIES

For Revenue Leaders, personalization directly boosts both revenue and brand recognition. This success comes from their desire for creating targeted marketing efforts aimed at high-potential customer segments, which helps them get better results with their budgets.

Using data for personalization is a game-changer for getting the most value, boosting campaign performance, making the most of your marketing budget, and building brand loyalty. By really understanding and meeting individual customer needs, marketers can nail precise targeting, see higher conversion rates, and experience continual growth.



CASE STUDY

Sending their audience the right message

Vacation Races offers 4 series of travel races across a variety of locations. Learn more about how the brand creates personalized messages for their customers.

[Read more](#)

Performance strategies

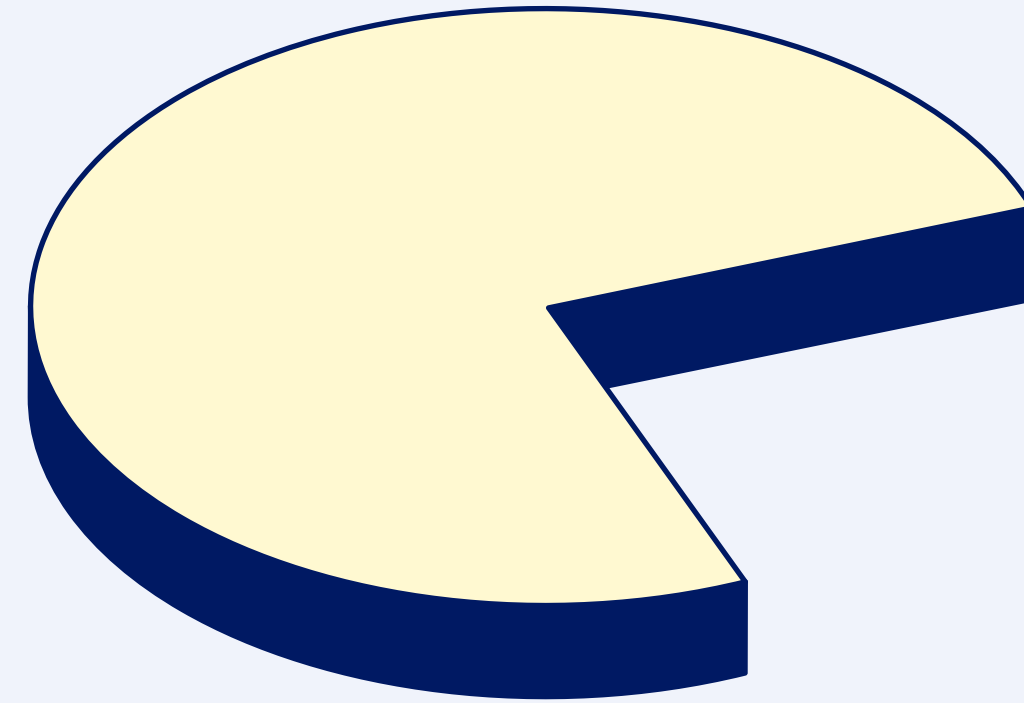
<p>Connect your data.</p> <p>You likely have data for personalizing your marketing efforts. The next step is to integrate your marketing tools and systems to create a cohesive strategy. This will streamline processes, enhance personalization accuracy, and deliver a tailored experience across all channels.</p>	<p>Build customer profiles.</p> <p>Start by collecting zero-party data through forms to capture customer preferences and needs. Use this data to build and regularly update detailed customer profiles. This helps you understand and anticipate customer needs, personalize their journeys, and deliver relevant content throughout their experience.</p>	<p>Test and optimize.</p> <p>Boost engagement by analyzing performance, using predictive analytics, and testing different timings and channels. Split your audience to compare message effectiveness and refine your approach based on real-time data. This helps optimize campaigns, enhance audience connection, and drive better results.</p>	<p>Survey your customers.</p> <p>Send surveys to gauge customer preferences for personalization versus privacy. Ask about their expectations and data-sharing comfort levels. Use this feedback to balance personalization and privacy, crafting campaigns that respect boundaries while delivering desired experiences. This approach builds trust, strengthens relationships, and fosters loyalty.</p>
<p>Personalize content and comms.</p> <p>Enhance your brand’s relevance by <u>tailoring content</u> and interactions using insights like demographics, interests, geography, and <u>purchasing patterns</u>. Use shopping behavior to offer personalized recommendations and craft messages based on the customer’s lifecycle stage. These strategies can help enable scalable personalization and impactful experiences.</p>	<p>Enhance personalization through advanced segmentation.</p> <p>Personalization is crucial for connecting with your audience. Implement <u>detailed segmentation</u>, such as tailoring recommendations for repeat customers and offers for first-time buyers. Use dynamic content to adapt emails based on user data, like abandoned cart products. This enhances relevance, boosting engagement and conversion rates.</p>	<p>Utilize predictive insights.</p> <p>Leverage AI to estimate customer attributes like LTV, demographics, and preferences to create hyper-personalized campaigns. This can help ensure your messages reach the right customers at the right time, boosting engagement, conversion rates, and customer value, while driving revenue growth and improving retention.</p>	

04

Investing in AI to drive business outcomes

AI, once just a buzzword, is now a driver of growth. It's helping Performance-Obsessed Marketers not just boost efficiency but also meet their business goals. They're using Generative AI, coupled with strategic human intervention, to integrate brand logos and fonts, and create fresh content in text, video, and audio—adding to human creativity rather than replacing it. They're also tapping into Analytical AI to dive into data, predict outcomes, and spot trends and patterns. By creating unique content, optimizing send times, and using predictive analytics like demographics and customer lifetime value, they're crafting more personalized, automated, and effective campaigns. Most marketers we spoke with are already using these tools to drive growth.

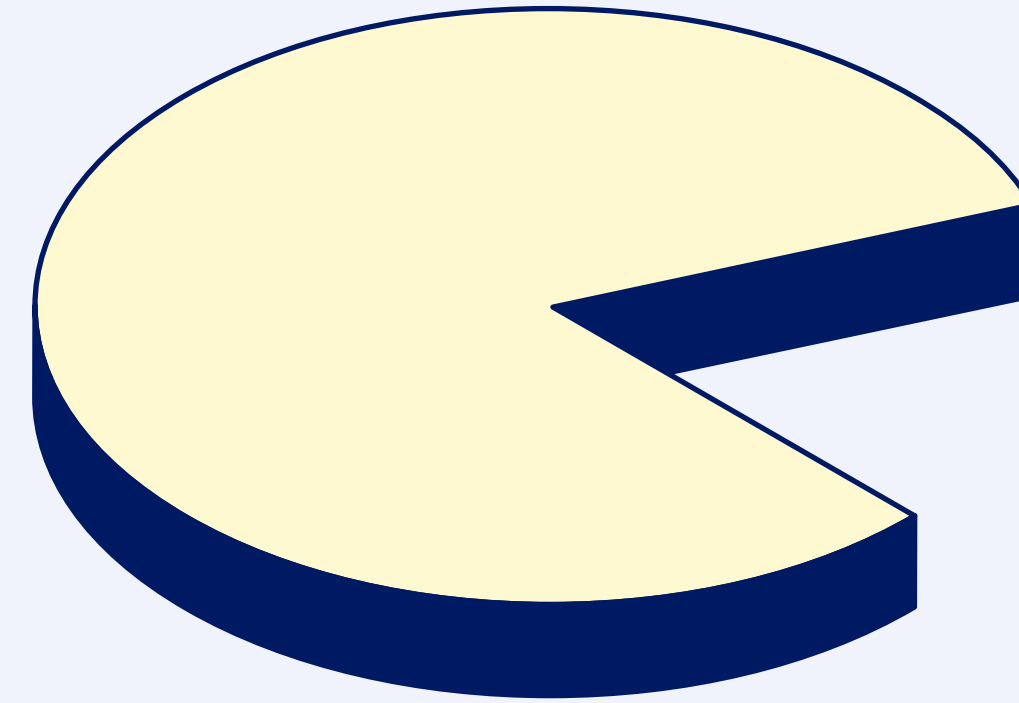
OF TOTAL MARKETERS USING AI



76%

use Generative AI

Generative AI is generating a lot of buzz for its ability to create entirely new content—such as text, images, audio, or video—based on user-provided prompts and existing data



82%

use Analytical AI

Analytical AI is just as powerful, however, and is used by these marketers to analyze existing data to make predictions about future outcomes; recognize and identify trends, patterns, and correlations; and utilize predictive segmentations, speech to text transcription, image analytics, and more

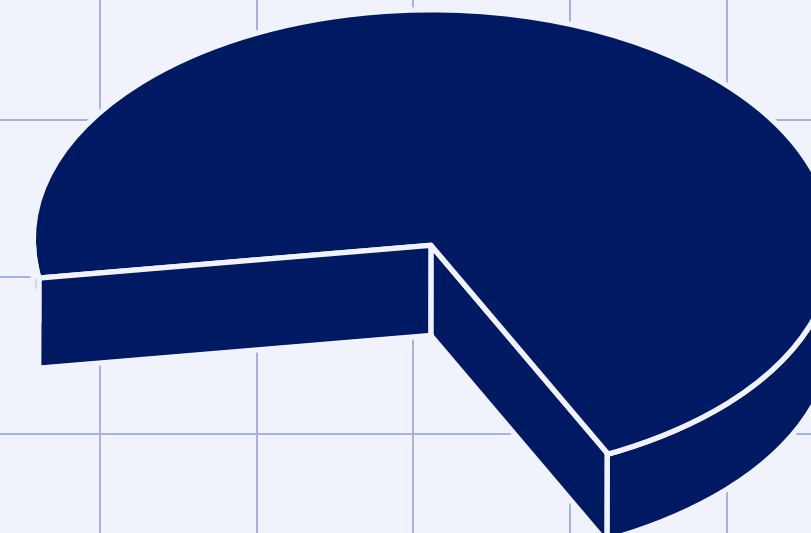
Baseline Marketers report similar levels of AI usage, but Performance-Obsessed Marketers differentiate themselves by using a combination of Generative and Analytical AI—and this is even more prevalent among Revenue Leaders.

	Baseline Marketers	Perfomance-Obsessed Marketers	Revenue Leaders
Currently using Generative AI	75%	77%	86%
Currently using Analytical AI	80%	85%	85%

AI outcomes: Beyond efficiency and cost savings

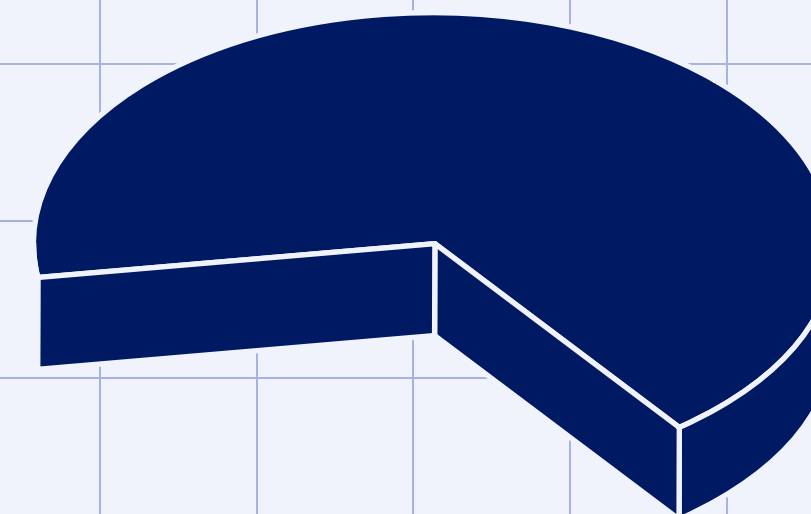
You might be curious about what Performance-Obsessed Marketers are getting out of these tools. It's not just about saving money and streamlining workflows (although that is a positive outcome). AI can act as an assistant, simplifying email marketing and handling data entry, letting Performance-Obsessed Marketers focus more on strategy instead of repetitive tasks. For them, AI is starting to make a real impact on growth by predicting trends, spotting audience behavior patterns, and optimizing product placement with data analysis. This kind of AI use helps them understand customer needs better, driving growth and fine-tuning their strategies.

HOW PERFORMANCE-OBSSESSED MARKETERS HARNESS AI



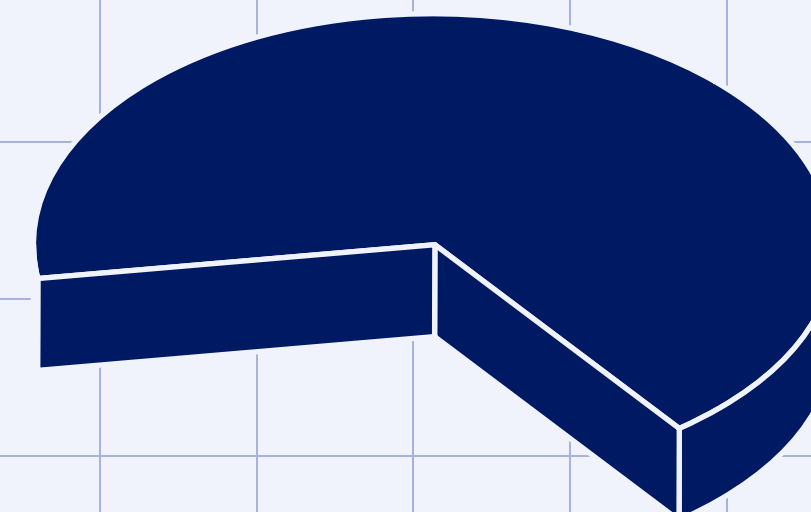
74%

of Performance-Obsessed Marketers say AI positively supplements marketing professionals' **creativity and development** of customer-facing output



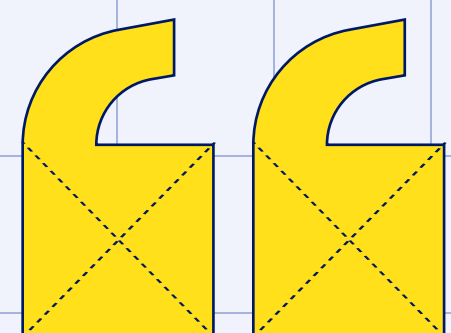
67%

of Performance-Obsessed Marketers agree AI will help their organization to build **stronger customer relationships**



67%

of Performance-Obsessed Marketers believe AI will help their organization **better understand their customers** and serve them relevant content and offers



As a marketer for my organization, artificial intelligence tools automate repetitive tasks like routine email campaigns and data entry, freeing me up to focus on the strategic aspects of marketing.

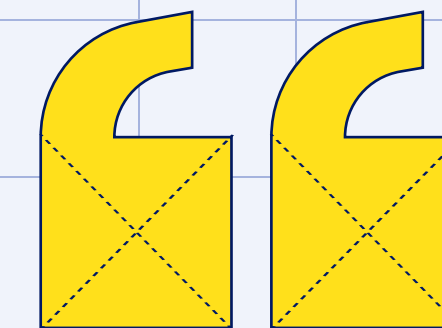
REVENUE LEADER, CANADA, BUSINESS SERVICES

(E.G., MARKETING AGENCIES, CONSULTING, BUSINESS LEGAL SERVICES, ETC.)

Using Analytical AI to improve timing and optimize channels

Predictive data and advanced AI analytics are changing the game for how marketers connect with customers, especially for Revenue Leaders. With AI, you can skip the manual segmentation because the algorithms learn and adapt with each interaction, improving over time and allowing you to scale strategies to win more revenue.

The real win is in automating and fine-tuning customer communication. AI takes this to the next level, making email, automation, and personalization much more powerful. AI-driven predictive analytics let you switch from reacting to being proactive, so you can optimize touchpoints with real-time data and evolving customer trends. This helps you spot potential revenue opportunities and see how different tactics might impact your results.

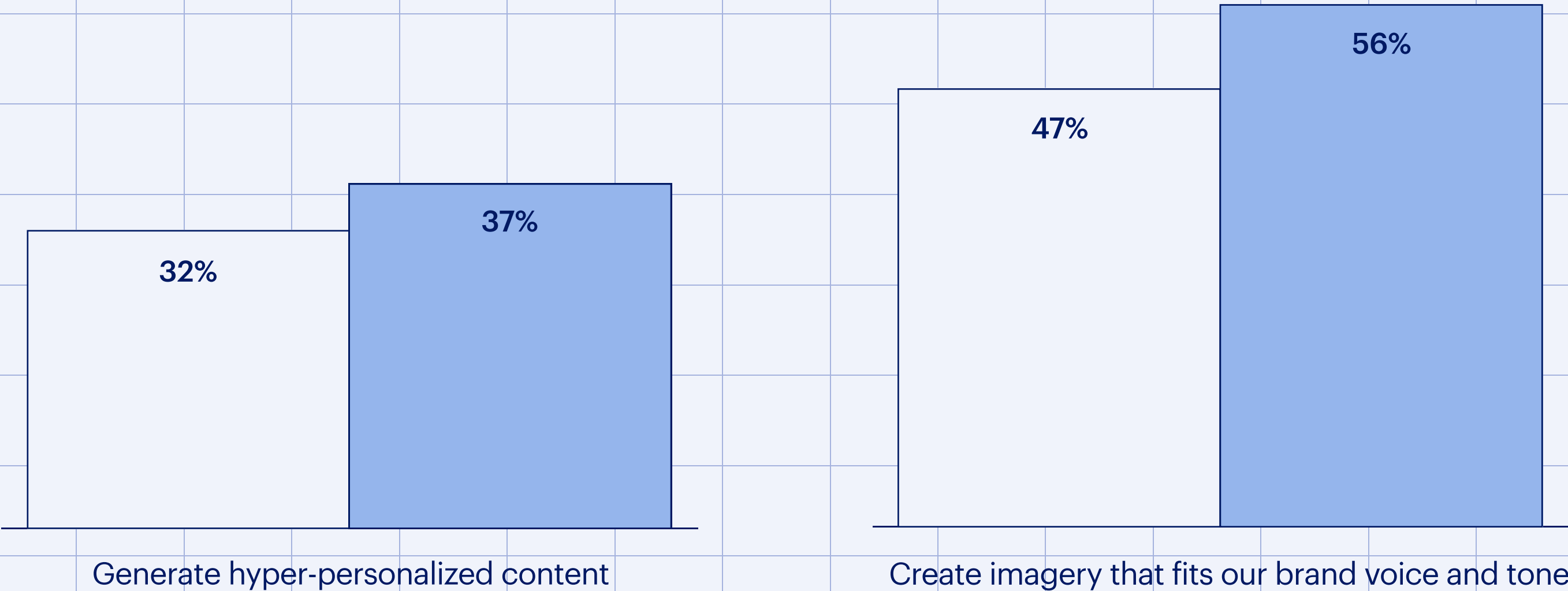
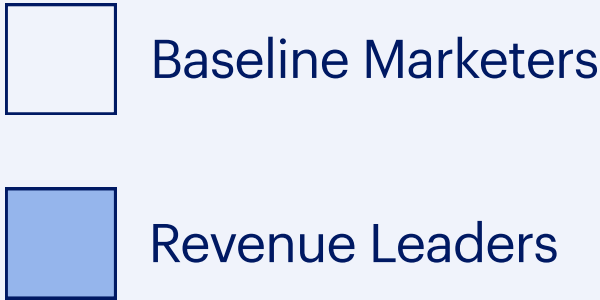


AI systems can **predict trends** and results in the future by using continuous observations and past data.

PERFORMANCE-OBSESSED MARKETER,
UNITED KINGDOM, APPAREL & ACCESSORIES

Use of Generative AI

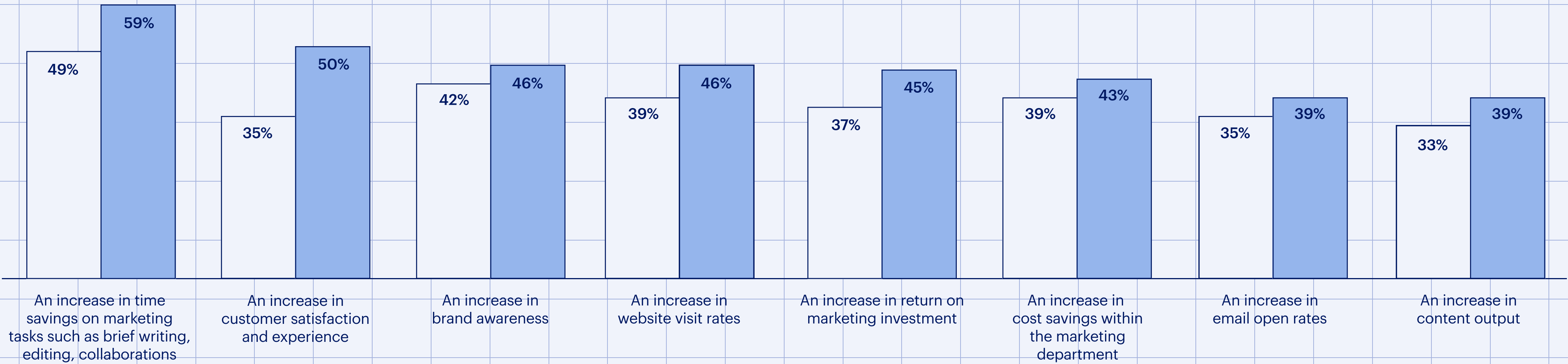
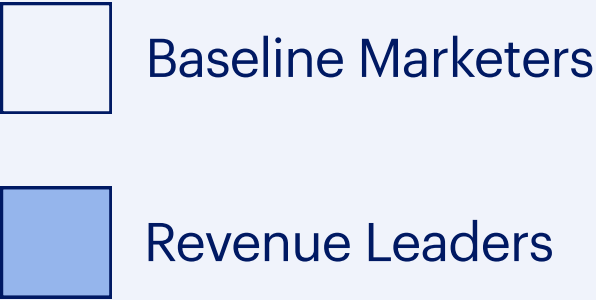
Generative AI for content creation is still pretty new, but Revenue Leaders are ahead of the curve. They're using AI more than other marketers to create images that match their brand's tone and voice, and they mix AI tools with their brand's look and feel to shape their content. Generative AI tools, coupled with a human touch, help them **build more relevant content faster**, and Analytical AI reviews how customers interact with that content, giving them actionable insights that optimize their messages.



The impact of using AI

AI-driven insights can guide the creation of targeted and innovative campaigns. Additionally, AI-powered content generators quickly produce and test various creative and copy variations, allowing you to build strategies and explore new ideas more effectively. This synergy between AI and human creativity can lead you to more impactful marketing.

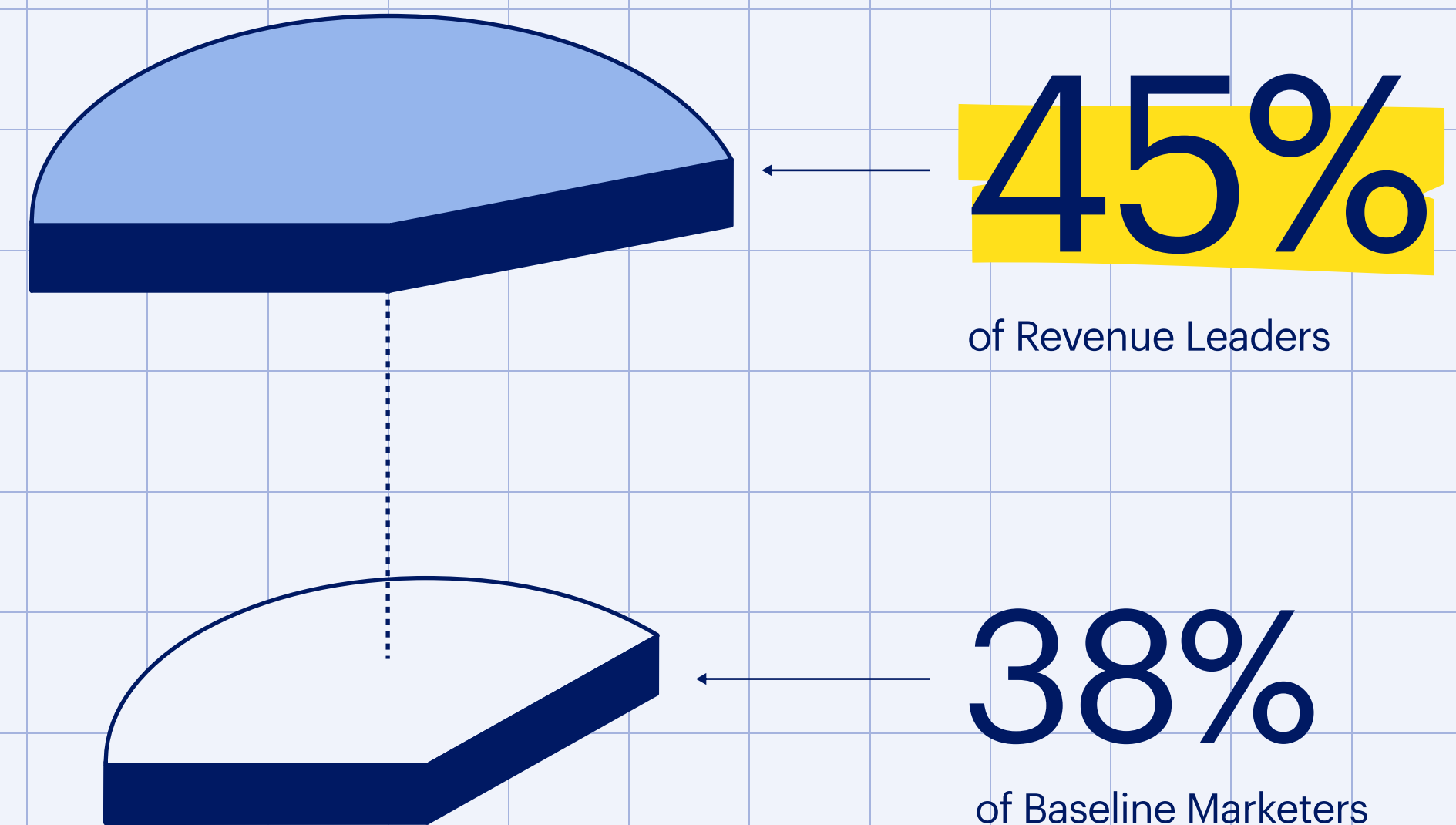
For Revenue Leaders, AI becomes a **trusted assistant** that consistently supports their efforts. They see concrete benefits, such as improved customer satisfaction, heightened brand awareness, and increased return on investment.

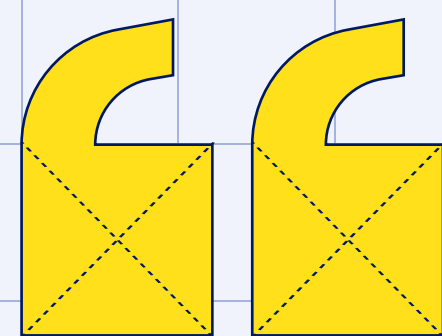


And it's Revenue Leaders who are thinking beyond AI's ability to drive efficiency and focusing on unlocking additional benefits, including greater order value and increased customer lifetime value.

Shifting your thinking about AI to focus on **business outcomes** is a crucial step on your AI marketing journey.

SAY INCREASED VALUE IS AI'S MOST IMPACTFUL BENEFIT





AI assists in the improvement of price decision, product placement, and prediction of demand.

REVENUE LEADER, UNITED STATES, APPAREL & ACCESSORIES



CASE STUDY

Boosting efficiencies with AI

Find out how jewelry brand Cambio & Co. uses the AI Email Content Generator in their content creation process to help develop the right messages for their audience.

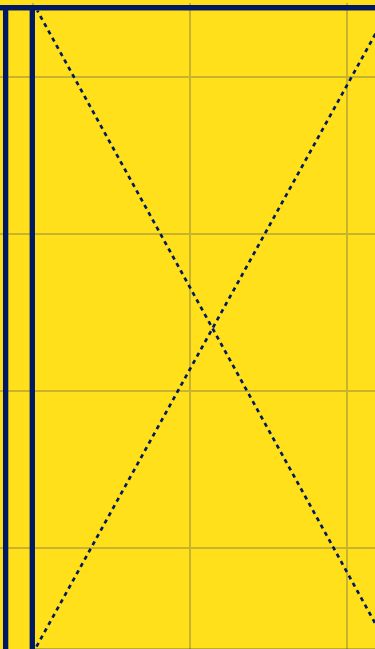
[Read more](#)

Performance strategies

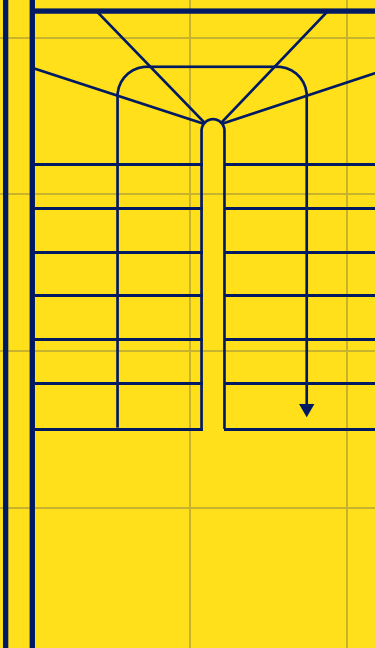
<p>Get hyper-specific about tailored content.</p> <p>Use <u>Generative AI to create branded and customized content</u> that adapts to customer actions and triggers, such as product recommendations in emails based on recent activity. Use pre-built customer journeys to recover abandoned carts, drive repeat purchases, and win back business. AI tools can also adjust communication in real-time, sending messages when customers are most likely to engage.</p>	<p>Shift the conversation from efficiency to revenue generation.</p> <p>To maximize AI's value, focus on driving revenue growth. Use AI to enhance customer acquisition, retention, and upselling by analyzing behavior, personalizing marketing, and tailoring recommendations. Measure its impact through increased sales and retention rates. Leverage predictive analytics to anticipate trends and outliers then refine strategies proactively.</p>	<p>Use AI to scale (email, automation, and personalization).</p> <p>AI can analyze customer data to craft dynamic, relevant content and provide real-time recommendations to refine your strategies based on performance metrics. Automating tasks like content distribution, audience segmentation, and scheduling with AI allows you to scale your efforts, ensuring your marketing is both impactful and aligned with your business goals.</p>	<p>View AI as a strategic partner.</p> <p>Integrate AI into your operations and strategy to achieve business goals. <u>AI can take on the manual parts of marketing</u> to allow you to scale the marketing actions that drive growth. This should be a partnership where human intervention and oversight still directs the AI to focus on key areas like customer service, marketing, analytics, and product development.</p>
--	---	--	--

Conclusion

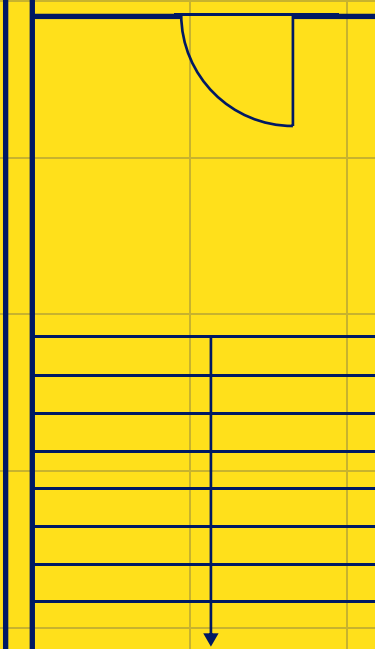
Businesses today face the challenge of keeping up with rapidly shifting customer expectations, sustaining engagement across various channels, and effectively utilizing data. To overcome these obstacles and drive growth, focusing on the 4 essential Revenue Pillars outlined in this report is critical. These strategies offer a comprehensive Revenue Blueprint for your business:



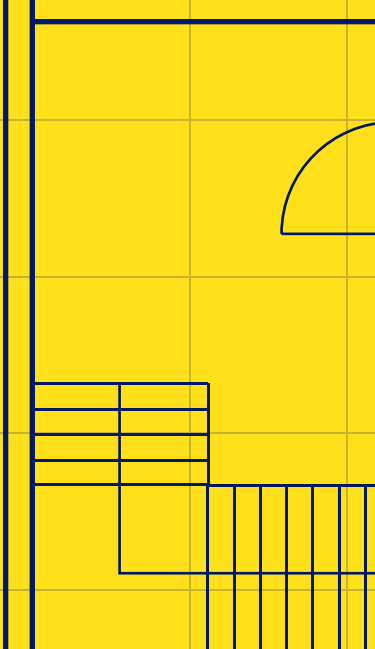
Email remains a powerful channel for personalized communication.



Automation streamlines and enhances the customer journey.



Data-driven personalization tailors interactions to individual preferences.

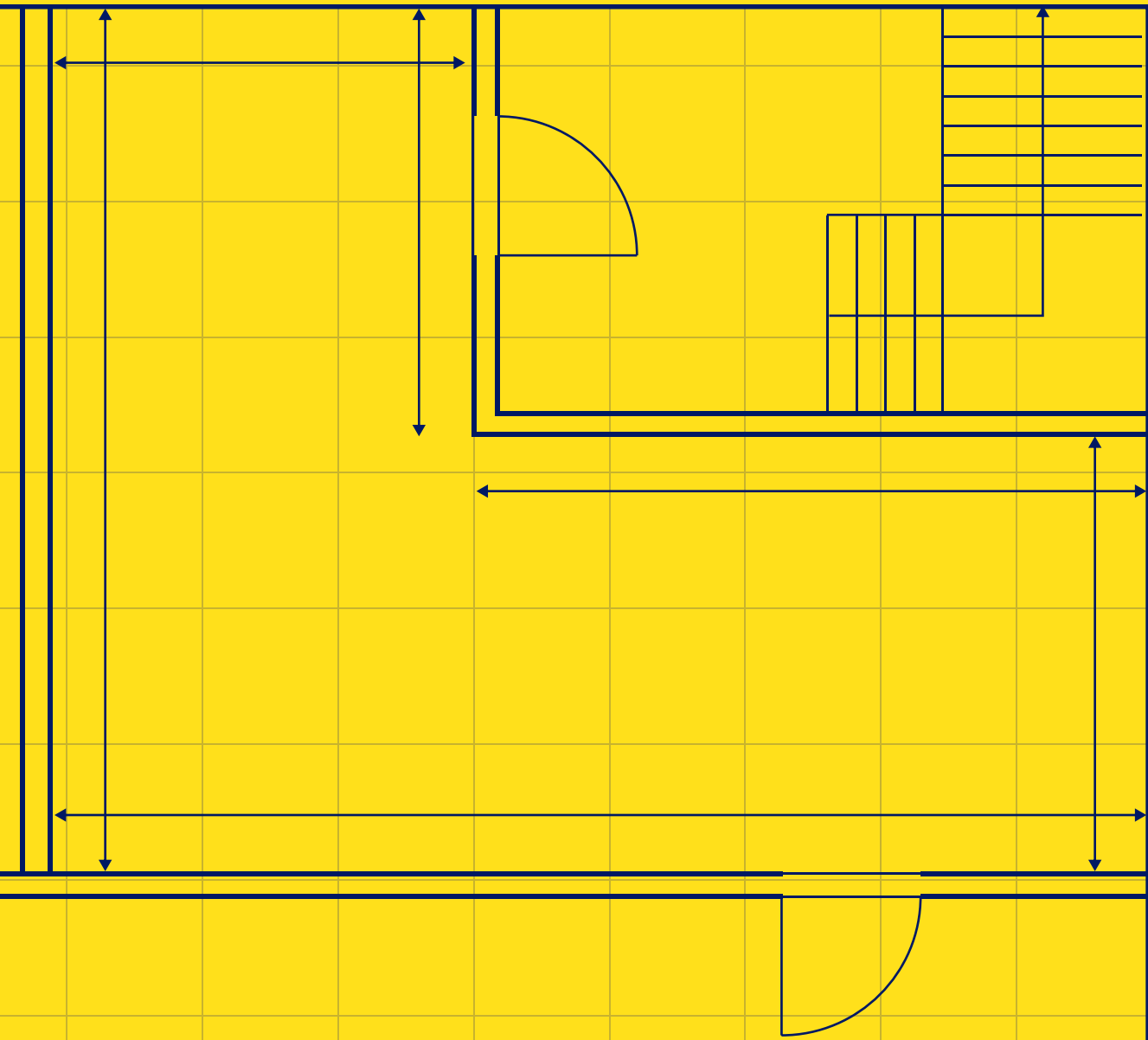


AI supercharges each strategy, providing advanced insights and optimization capabilities.

Together, these tools can
empower your marketing to
anticipate customer needs, build
lasting loyalty, and grow revenue.

Now is the time to embrace these strategies and make them part of your blueprint for increased revenue. Integrate them into your marketing efforts, and position your organization for performance-obsessed success.

Build your Revenue Blueprint



Intuit Mailchimp is an email and marketing automations platform for growing businesses. We empower millions of customers around the world to start and grow their businesses with world-class marketing technology, award-winning customer support, and inspiring content. Mailchimp puts data-backed recommendations at the heart of your marketing, so you can find and engage customers across email, social media, landing pages, and advertising—automatically and with the power of AI.

[Drive more revenue with Mailchimp →](#)

Ipsos

Ipsos is one of the world's largest market research and polling companies, operating in 90 markets and employing nearly 20,000 people. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative techniques, and our tagline "Game Changers" summarizes our ambition to help our clients navigate a rapidly changing world with confidence. Ipsos Strategy3, our in-house growth consultancy, has consistently been named one of the top management consulting firms worldwide and specializes in brand strategy, customer strategy, corporate strategy, innovation, trends, and foresight.