# Email Usage Trends and the Strategic Imperative of Video Email Marketing

## 1. Executive Summary

Email marketing remains a cornerstone of digital communication, evidenced by its consistent growth in user numbers and daily message volume.[1] However, the effectiveness of traditional text-based emails is increasingly challenged by inbox saturation and the difficulty in conveying nuanced communication.[1] This report explores the current landscape of email usage, highlighting the growing importance of video email marketing as a powerful solution to enhance audience engagement, improve communication efficacy, and ultimately drive superior marketing outcomes.[1]

## 2. The Evolving Landscape of Email Marketing

- 2.1 Current Email Usage Statistics and Growth Trends:
  The global email user base remains substantial and continues its upward trajectory, with projections indicating a reach of 4.6 billion individuals by the close of 2024.[1] This vast number underscores the immense potential audience that email marketing can tap into. Complementing this growth in users is the staggering volume of emails exchanged daily. In 2024, this figure is estimated to exceed 361 billion, with a further increase anticipated in 2025, reaching approximately 376 billion emails sent and received each day.[1] This immense volume highlights the critical need for marketers to employ innovative strategies to capture the attention of their intended recipients. Email continues to serve as a foundational channel for communication, maintaining its significance in both personal and professional spheres.[1] Indeed, a significant majority of online adults, around 92% in the United States, actively use email, demonstrating its widespread adoption as a primary mode of digital interaction.[5] Furthermore, the average individual maintains approximately 1.86 email accounts, suggesting a segmented approach to email usage for various purposes such as work and personal communication.[6] The consistent expansion of the email user base and the massive daily traffic, coupled with the high penetration rates among internet users and the tendency for individuals to manage multiple accounts, collectively affirm the enduring centrality of email in the digital communication ecosystem. However, the sheer volume of messages underscores the necessity for marketers to adopt novel and engaging methods to distinguish their communications and effectively connect with their target audience.
- 2.2 Challenges Faced by Traditional Text-Based Emails:
  One of the primary challenges associated with traditional text-based emails lies in

the difficulty of accurately conveying tone, which can often lead to misinterpretations and subsequent user frustration.23 The absence of non-verbal cues such as facial expressions and tone of voice, which are inherent in face-to-face communication, can result in unintended negative connotations or misread intentions. Furthermore, engagement levels with purely text-based emails can be notably low, particularly within the increasingly crowded landscape of users' inboxes.1 In an environment where users are bombarded with numerous emails daily, lengthy and monotonous blocks of text are often skimmed over or entirely disregarded. The lack of personalization in many traditional email marketing efforts further exacerbates this challenge, leading to emails that feel generic and irrelevant to the individual recipient, ultimately resulting in diminished open and click-through rates.75 In an era where consumers have grown accustomed to tailored digital experiences, a one-size-fits-all approach in email marketing is increasingly ineffective. Video, as a richer and more dynamic medium, offers a potential solution to the challenge of conveying tone by allowing senders to express themselves visually and audibly, thereby adding layers of context and emotion that are absent in text-based communication. This can lead to clearer understanding and a reduced likelihood of misinterpretations.

- 2.3 The Impact of Email Fatigue and Information Overload:
  A significant portion of email users report experiencing a state of being overwhelmed by the sheer volume of emails they receive on a daily basis, a phenomenon commonly referred to as "email fatigue".17 The constant influx of messages can lead to users feeling stressed and less responsive to email communications. In fact, some research suggests that a considerable percentage of the workforce might even contemplate leaving their jobs due to the stress and exhaustion associated with excessive email volume.85 Contributing to this challenge is the observed rise in unsubscribe rates across various industries in 2024. This increase can be attributed, in part, to the pervasive feeling of email fatigue and the introduction of more user-friendly mechanisms for opting out of email lists, such as one-click unsubscribe features now supported by major email providers like Gmail, Yahoo, and Apple Mail.17 These features have lowered the barrier for users to reduce the number of unwanted emails they receive, indicating a decreased tolerance for irrelevant or excessive communications. Furthermore, a notable segment of consumers admit to having a substantial backlog of unread emails in their inboxes.12 This accumulation of unread messages suggests that a significant portion of email marketing efforts may be failing to capture the attention of recipients, with many emails never even being opened or viewed. Video, with its inherently engaging and less text-dependent nature, holds the potential to cut through the noise of a saturated inbox and offer

a more appealing alternative to traditional text-based emails, thereby potentially mitigating the effects of email fatigue by providing a more digestible and captivating content format.

- 2.4 The Need for More Engaging and Personalized Communication:
  In response to the challenges posed by email fatigue and declining engagement, marketers are increasingly recognizing the critical importance of adopting more personalized and segmented communication strategies.1 The data consistently demonstrates that personalized emails achieve significantly higher open rates, with studies indicating an increase of 29% for emails containing personalized content.1 Similarly, click-through rates also see a substantial boost, with personalized content leading to a 41% higher likelihood of recipients clicking on links within the email.1 Moreover, segmented email campaigns, which involve tailoring messages to specific groups of subscribers based on shared characteristics or behaviors, have been shown to generate click-through rates that are a remarkable 94% higher than those of their non-segmented counterparts.1 This underscores the effectiveness of delivering content that is highly relevant to the interests and needs of the target audience. For a significant majority of marketers, over 50%, segmented emails have demonstrably resulted in improved open rates.92 These findings collectively highlight a clear imperative for marketers to move beyond generic, one-size-fits-all email blasts and instead focus on crafting messages that resonate with individual subscribers or specific audience segments. Video, as a rich and versatile medium, naturally lends itself to both personalization and enhanced engagement. Personalized video messages can be created to address individual recipients directly, while the dynamic and visual nature of video content can capture and hold attention in a way that static text often cannot, making it a powerful tool for overcoming the challenges of email fatigue and fostering more meaningful connections with the audience.

## 3. The Power of Visual Communication: Why Video in Email Matters

- 3.1 Statistics on Video Consumption and User Preferences:
  The digital landscape is increasingly dominated by video content, with projections indicating that online videos will account for over 82% of all consumer internet traffic by 2023.28 This overwhelming statistic underscores a fundamental shift in how individuals prefer to consume information and entertainment online, highlighting a strong and growing user preference for visual content. Furthermore, a significant majority of consumers, as high as 72% in some studies, indicate that they prefer learning about products or services through video rather than reading text-based descriptions.28 This preference suggests that video is not only a popular medium but also a highly effective one for conveying

information, demonstrating product features, and ultimately influencing purchase decisions. The ubiquity of smartphones has further amplified the importance of video, with a staggering 90% of consumers now watching videos on their mobile devices.28 This mobile-first trend necessitates that marketers optimize their video content for seamless viewing on smaller screens to effectively reach their target audience. Moreover, consumers are not only passively consuming video but are also actively seeking out more video content from the brands they follow, with over 90% of individuals expressing a desire for more brand videos in 2023.36 This expressed appetite for video content from brands presents a compelling opportunity for marketers to integrate video into their communication strategies, particularly within email marketing, to align with user preferences and foster deeper engagement.

- 3.2 Benefits of Incorporating Video in Email:
  The integration of video into email marketing campaigns has been shown to yield remarkable benefits, most notably a significant increase in click-through rates. Studies indicate that emails containing video can experience a surge in CTRs ranging from 200% to 300% compared to their text-based counterparts.31 This dramatic increase underscores the power of video to capture audience interest and compel them to take action. Even a simple tactic such as including the word "video" in the email subject line has been proven to boost open rates by as much as 19% 12, making emails more visible within crowded inboxes. Furthermore, video email marketing has demonstrated its ability to drive higher conversion rates and generate a greater return on investment compared to traditional email marketing methods, with some reports indicating a 300% higher ROI for video email campaigns.33 The visual and auditory nature of video content also significantly enhances brand recall, with viewers retaining a remarkable 95% of a message when watched in a video, in stark contrast to the mere 10% retention rate associated with reading text.33 This immersive experience fosters a stronger emotional connection with the audience.33 Notably, the inclusion of video in emails has been linked to a reduction in unsubscribe rates, with some studies showing a decrease of 26% when "video" is mentioned in the subject line.1 Furthermore, sales teams that have incorporated videos into their email communications have reported a 16% higher open rate and a 26% increase in reply rates.34

- 3.3 How Video Addresses the Challenges of Text-Based Emails:
  Video offers a powerful solution to the inherent limitations of text-based email communication. By incorporating visual and auditory elements, video can effectively convey tone and emotion, significantly reducing the risk of misinterpretations that often arise from the absence of non-verbal cues in text.23

Seeing a speaker's facial expressions and hearing their tone of voice can add layers of clarity and personality to the message that are simply not possible with written words alone. In the battle against inbox clutter and email fatigue, video content stands out as inherently more engaging than plain text.1 The dynamic nature of visuals and sound can break the monotony of text-heavy emails, making the content more appealing and easier to digest. Furthermore, video allows for more effective personalization of email communication. Tailored video messages can address individual recipients directly, reference their specific needs or past interactions, and create a more human and valued experience.37 In fact, personalized video emails have been shown to generate three times more replies compared to generic video emails.44 Finally, video is an exceptional medium for simplifying complex descriptions and demonstrations. The ability to show a product in action or explain a multifaceted concept visually and audibly makes information significantly easier to understand and retain, with retention rates being substantially higher for video compared to text.33

## 4. Understanding User Preferences for Email Content

- 4.1 Preferred Email Frequency and Length:
  While a definitive rule for email frequency remains elusive, sending emails on a cadence of 2 to 4 times per month appears to be a common practice among many brands.93 Research suggests that sending between 2 to 5 campaigns per month can strike a favorable balance, fostering engagement without overwhelming subscribers.18 Establishing a consistent schedule is often more critical than the precise number of emails, as it helps set expectations for the audience. Regarding email length, user preferences indicate a leaning towards shorter emails; however, relevance ultimately outweighs brevity.88 While concise messaging is generally appreciated, particularly for initial outreach or quick updates, content that is genuinely valuable and resonates with the recipient's interests can sustain engagement regardless of its length. For instance, a report focusing on associations found that messages ranging from 400 to 2,000 words actually yielded the best click rates 84, suggesting that in certain contexts, more detailed content is welcome. When it comes to subject lines, the consensus points towards brevity, with an optimal length of under 70 characters to ensure maximum visibility.110 In fact, the best-performing subject lines often consist of just 2 to 4 words, especially when considering the constraints of mobile viewing, where only the first 33 to 50 characters are typically displayed.111 Given that a substantial portion of emails are now opened on mobile devices 1, optimizing subject lines for mobile readability is of paramount importance.
- 4.2 The Role of Personalization and Segmentation:

The impact of personalization on email marketing performance is undeniable, with personalized emails consistently demonstrating significantly higher open rates and click-through rates compared to their non-personalized counterparts.1 For instance, emails incorporating personalized content have been shown to achieve 29% higher open rates and a remarkable 41% increase in click-through rates.1 Even a simple act like personalizing the subject line can lead to a doubling of email opens.75 Similarly, the strategic use of segmentation in email campaigns has proven to be highly effective in boosting engagement. Segmented email campaigns, which target specific groups of subscribers with tailored content, have been found to generate 94% higher click-through rates compared to campaigns that send the same message to everyone.1 Moreover, a significant majority of marketers, over 50%, report that segmentation has resulted in better open rates for their email communications.92 These statistics underscore the critical role of both personalization and segmentation as essential strategies for maximizing the effectiveness of email marketing efforts. By delivering content that is highly relevant to the individual interests and needs of subscribers, marketers can significantly improve engagement and ultimately drive better conversion rates.

- 4.3 User Expectations for Relevant and Valuable Content:
Understanding and meeting user expectations for email content is crucial for building trust, maintaining engagement, and minimizing unsubscribes. Primary reasons for subscribers opting out of email lists include receiving an excessive number of emails, encountering content that is irrelevant to their interests, or perceiving the content as overly promotional or spam-like.5 In fact, one survey indicated that as many as 69% of respondents cited receiving too many emails as their main reason for unsubscribing 5, while 40% pointed to the lack of email relevance.5 This highlights the importance of respecting email frequency preferences and ensuring that the content delivered aligns with what subscribers signed up for. Consumers often look to their inboxes for tangible value, such as discounts, relevant information pertaining to products they use, or special offers related to their leisure interests.109 Providing such benefits can significantly enhance engagement and foster a positive perception of the brand. Furthermore, with a substantial portion of emails being opened on mobile devices, ensuring that email content is optimized for mobile viewing is no longer optional. Studies reveal that as many as 50% of people will delete an email if it is not properly optimized for their mobile screen.5 A poor mobile experience can lead to immediate deletion and a lost opportunity to connect with the audience. Therefore, it is paramount for marketers to prioritize the delivery of relevant, valuable, and easily accessible content that is tailored to user preferences and

optimized for the dominant mobile consumption environment.

**5. Implementing Video Email Marketing Effectively**

- 5.1 Types of Videos That Perform Well in Email:
  Several types of videos have proven to be particularly effective when incorporated into email marketing campaigns. Product demos stand out as a powerful tool for showcasing the features and benefits of a product or service, often leading to increased user understanding and a higher likelihood of purchase.34 Seeing a product in action can be far more persuasive than simply reading about it. Explainer videos are also highly effective, particularly for simplifying complex concepts or introducing new products or services in a concise and engaging manner.28 These are especially useful for capturing initial interest and providing clarity. Customer testimonials offer a potent form of social proof, building trust and credibility by showcasing positive experiences from other users.29 Hearing from satisfied customers can be incredibly influential. Finally, behind-the-scenes videos can humanize the brand, offering a glimpse into the company culture, values, and the people behind the products or services, thereby fostering a stronger connection with the audience.37
- 5.2 Best Practices for Creating Engaging Video Content for Email:
  To maximize the impact of video email marketing, several best practices should be followed when creating video content. Keeping videos concise is paramount, with an ideal length of under 2 minutes to accommodate the typically short attention spans of email recipients.35 Shorter videos tend to maintain higher engagement and completion rates. Personalizing videos whenever feasible can significantly enhance their relevance and impact, addressing the specific pain points and needs of the audience.1 A strong opening is crucial to capture viewers' attention within the first few seconds 51, encouraging them to continue watching. Every video should include a clear call to action (CTA) to guide viewers on the desired next step, whether it's visiting a website, signing up for a newsletter, or making a purchase.5 Making the desired action obvious and easy to perform is key to driving results.
- 5.3 Strategies for Optimizing Video for Different Email Clients and Devices:
  Implementing video effectively in email marketing necessitates careful consideration of technical aspects to ensure broad compatibility and optimal performance across various email clients and devices. Since most email clients do not natively support embedded video playback, a common and reliable strategy involves using a static image of the video with a prominent play button, which then links to a landing page where the full video is hosted.48 This approach ensures that the video is accessible to all recipients, regardless of their email

client's capabilities. Another effective technique is to use animated GIFs as short video previews within the email body.37 These GIFs provide a dynamic visual element that can capture attention and encourage recipients to click through to the landing page to watch the complete video. Given the significant number of users who access their emails on smartphones and tablets, it is crucial to optimize both the video content and the landing page for mobile viewing.1 Employing responsive design principles for landing pages ensures a seamless and user-friendly experience across different screen sizes. Finally, it is important to keep video file sizes as small as possible to facilitate faster loading times and minimize the risk of deliverability issues.43 Optimizing video encoding for web and email helps reduce file size without significantly compromising video quality.

## 6. Video Email Marketing Platforms: A Comparative Analysis

- 6.1 Overview of Popular Platforms:
  A diverse range of email marketing platforms offer functionalities to integrate video into campaigns, catering to various needs and scales.131 Popular options include Omnisend, known for its e-commerce focus; Klaviyo, with robust automation; ActiveCampaign, offering advanced contact management; GetResponse, recognized for its webinar capabilities; MailerLite, praised for its user-friendliness; HubSpot, a comprehensive marketing hub; Brevo (formerly Sendinblue), valued for its CRM integration; Constant Contact, popular among non-profits; Campaign Monitor, appreciated for its template selection; Drip, tailored for e-commerce automation; and Mailchimp, a widely used platform for simple emailing. In addition to these general email marketing platforms, several specialized video email marketing platforms exist, such as Viewed, Dubb, Hippo Video, and Wistia.34 These platforms often provide more advanced features specifically designed for video, including enhanced personalization, detailed analytics on video engagement, and even tools for video creation and hosting.
- 6.2 Comparison of Features, Pricing, and Ease of Use:
  The features offered by various video email marketing platforms exhibit significant diversity. Some platforms provide basic capabilities for embedding videos via links or thumbnails, while others offer more sophisticated functionalities such as advanced video personalization, detailed analytics on video views and engagement, and even integrated AI-powered tools for video creation and optimization.138 Pricing models also vary considerably across different platforms. Some employ a pricing structure based on the number of contacts in the email list or the volume of emails sent per month, while others offer tiered plans that unlock different sets of features and usage limits as the price increases. Many platforms provide free plans or trial periods, allowing users to explore their capabilities

before committing to a paid subscription. Ease of use is another critical factor that distinguishes these platforms. While some are designed with intuitive, drag-and-drop interfaces and offer a shallow learning curve 133, others may present a more complex interface with a broader range of advanced features that might require a greater level of technical expertise. The availability of pre-designed email templates and user-friendly email builders can significantly simplify the process of creating video-enhanced email campaigns.

- 6.3 Recommendations for Different Business Needs and Budgets:
  For small businesses or individuals who are just beginning to explore the potential of video in their email marketing efforts, platforms such as MailerLite, Brevo, or Omnisend offer a compelling combination of affordable pricing plans, user-friendly interfaces, and essential video integration features.132 These platforms provide a solid foundation for incorporating video without requiring a significant investment or extensive technical expertise. Businesses with more advanced marketing needs, particularly those operating in the e-commerce sector, may find platforms like Klaviyo, ActiveCampaign, or Drip to be more suitable. These options offer robust automation and segmentation capabilities, including sophisticated features for integrating video into targeted email campaigns.132 For larger enterprises or organizations that require highly specialized video email marketing features, such as advanced video personalization at scale, in-depth video analytics, and potentially AI-powered video creation tools, platforms like Viewed, Dubb, or Wistia are worth considering.34 These platforms are often tailored to businesses that are heavily invested in video as a core component of their marketing strategy. For businesses seeking a comprehensive, all-in-one marketing solution that includes robust video integration capabilities, HubSpot presents a strong option with its integrated marketing hub.132 Ultimately, the optimal platform choice hinges on a careful evaluation of a business's specific requirements, budgetary constraints, and the level of technical proficiency within the marketing team.

## 7. Successful Video Email Marketing Campaigns: Case Studies and Examples

Numerous examples across various industries illustrate the effectiveness of video email marketing campaigns. For product launches, companies have used engaging videos to generate excitement and showcase key features, often leading to significant increases in sales.[47] Welcome emails incorporating introductory videos have proven successful in building brand awareness and fostering initial engagement with new subscribers.[47] Educational videos that provide valuable information, such as how-to guides or industry insights, can establish a brand as a thought leader and build trust

with the audience.[46] Customer testimonial videos serve as powerful social proof, enhancing brand credibility and influencing purchasing decisions by showcasing positive experiences from real users.[29] Behind-the-scenes videos offer a more personal glimpse into a company's operations and culture, helping to humanize the brand and build a stronger connection with the audience.[37] Successful campaigns often employ a combination of strategies, including personalization to tailor the message to the recipient, segmentation to target specific audience groups, compelling subject lines to encourage opens, and clear calls to action to drive desired behaviors. The reported results from these initiatives frequently include significant increases in open rates, click-through rates, conversions, and overall return on investment, demonstrating the tangible benefits of incorporating video into email marketing strategies.

## 8. Getting Started with Video Email Marketing

Initiating a video email marketing strategy involves a systematic approach. The first step is to clearly define the objectives of the campaign. Are you aiming to increase brand awareness, drive engagement, generate leads, or boost sales?[46] Once the goals are established, it's crucial to identify the target audience for the video email campaign. Understanding their preferences, needs, and where they are in the customer journey will inform the type of video content to create.[37] The next step involves the creation of engaging video content that aligns with the objectives and resonates with the audience. This could include product demos, explainer videos, testimonials, or behind-the-scenes glimpses.[46] Selecting the appropriate video email marketing platform is also essential, with options ranging from general email marketing platforms with video integration to specialized video email solutions.[131] Finally, designing the email to effectively showcase the video, often using a linked thumbnail or an animated GIF preview, is crucial for driving clicks. Measuring the success of video email marketing efforts involves tracking key metrics such as play rate, watch time, completion rate, click-through rate, and conversion rate.[43] Common challenges, such as video production costs and technical implementation, can be addressed by leveraging user-friendly video creation tools and selecting platforms that offer seamless integration. To maximize ROI, it is recommended to A/B test different video formats, content, and placement within emails to identify what resonates best with the audience.[46]

## 9. Conclusion: Future Trends and Opportunities in Video Email Marketing

In conclusion, the landscape of email marketing is continuously evolving, and video has emerged as a powerful tool to overcome the limitations of traditional text-based

communication. The data overwhelmingly supports the notion that incorporating video into email campaigns can lead to significant improvements in engagement, click-through rates, conversions, and brand recall. As technology advances, emerging trends such as the increasing use of personalized video, interactive video elements that allow for in-email engagement, and the rise of AI-powered video creation tools are poised to further revolutionize the way marketers connect with their audiences via email.[1] These advancements will enable even more tailored and captivating email experiences for subscribers. For businesses looking to gain a competitive edge in an increasingly crowded digital environment, embracing video email marketing presents a significant opportunity to enhance customer engagement, build stronger brand relationships, and ultimately drive substantial business growth. By strategically integrating video into their email strategies, companies can tap into a powerful medium that aligns with user preferences, overcomes the challenges of inbox fatigue, and delivers compelling results.

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