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# Email marketing strategy: A data-driven plan to boost ROI

# Email can earn \$76 back for every \$1 spent. But not without a plan.\*

It doesn't matter if you're just getting started or already sending millions of emails a month – there's something in this guide for you. These are 12 strategies that work, based on data from 150,000+ brands on Omnisend. You can apply them all together or pick the ones that just make sense for you right now.

\*Based on our internal analysis.

# The 12 strategies

1. Grow a high-quality email list
2. Set up must-have automations
3. Segment your customers
4. Offer value in every email
5. Write engaging subject lines
6. Send emails at the right time
7. Leverage omnichannel integration
8. Use email campaigns
9. Ensure deliverability & compliance
10. Optimize for mobile
11. Monitor & analyze
12. A/B test everything

# 1. Grow a high-quality list

**Don't buy a list. Just don't.**

A smaller list of people who actually want to hear from you will always outperform a giant one full of strangers.

**Grow it:**

Use popups, exit-intent overlays, embedded forms, landing pages, checkout opt-ins, and gated content.

**Stand out:**

Gamified forms like Spin-to-Win convert at up to 11% vs. 6.5% for regular pages

**Keep it healthy:**

Clean your list regularly – remove people who stopped engaging. Use double opt-in – it filters out the noise.

# 2. Set up must-have automations

**Set it up once. Let it sell while you sleep.**

Automations made up just 2% of email sends in 2025 but brought in 30% of revenue – that's 16× more per email than regular campaigns.

The ones you need:

**Welcome series.** Say hi properly. Brand story, social proof, something useful.

**Cart abandonment.** They almost bought. Remind them.

**Browse abandonment.** They looked around. Bring them back.

**Post-purchase.** Say thanks. Ask for a review. Suggest something else.

Also worth setting up:

**Back-in-stock alerts:** 6.46% conversion – highest of any automation.

**Birthday emails:** \$744 average order.

Real example: [Island Olive Oil's automations were just 1.22% of their sends but drove 39% of their email revenue.](#)

# 3. Segment your customers

**People change. Your segments should too.**

Labeling someone a "VIP" and leaving it there doesn't work. If they stop buying, they're not a VIP anymore – they're at risk. Your segments need to keep up with how people actually behave.

**VIPs:** Your best customers. Make them feel like it.

**At-risk:** Used to be active, went quiet. Time to bring them back.

**Window Shoppers:** Lots of browsing, no purchases. Show them reviews and offer a first-order deal.

**Start with a simple framework – RFM:** Recency (when they last purchased), Frequency (how often), and Monetary value (how much they spend)

But don't overcomplicate it. A few well-chosen segments will always beat hundreds of micro-groups.

With Omnisend, segments update on their own. And the AI Segment Builder lets you create them just by describing what you need.

# 4. Offer value in every email

If people only hear from you when you're selling something, they'll tune out. Give them a reason to look forward to your emails.

A good mix is about 80% helpful stuff, 20% selling.

**Share:** Tips, how-tos, behind-the-scenes stories

**Personalize:** Product recommendations based on what they've browsed

**Reward:** Early access, and exclusive codes

When people regularly open your non-sales emails, inbox providers start trusting you more. That means your actual sales emails are more likely to land where they should.

Real example: [To'ak Chocolate sends welcome emails about the story of dark chocolate, not a hard sell. Result: 47% open rate, 18% conversion.](#)

# 5. Write engaging subject lines

35% of people open an email based on the subject line alone, so it's worth spending a minute on.

**Keep it short:** Phones cut off after about 35 characters. Put the important part first.

**Use the preheader:** That little text next to the subject matters – don't leave it blank.

## **What tends to work:**

- Urgency: "50% Off – Expires Tonight"
- Curiosity: "Three Gifts She'll Love"
- Exclusivity: "For Our VIPs Only"

**What to skip:** \$\$\$, "FREE!!!", all caps, spam-sounding words.

Test different styles and see what your audience responds to. Try [Omnisend's free subject line tester](#) before you send.

# 6. Send at the right time

There's no universal "best time," but there are patterns.

[Our 2026 data:](#)

- Tuesdays get the most opens
- Fridays drive the most conversions
- Best times: 2 PM, 8 PM, 11 PM

Every audience is different though. The best move is send-time optimization, which figures out when each person tends to open and sends accordingly.

If your list is global, segment by time zone. "8 PM" should mean 8 PM for them, not for you.

And keep an eye on frequency. Too many emails and people unsubscribe. Too few and they forget about you.

# 7. Go omnichannel

Email is great on its own. With SMS and push, it's even better:

- SMS Volume grew 40% in 2025
- Automated texts earned 5× more per send than campaign texts
- Push notifications Automated push hit 22.9% click-to-conversion

Real example: [Vagari Bags combined email and SMS on Omnisend – 50% email open rates, £121 back for every £1 spent on SMS.](#)

# 8. Use email campaigns

Automations do the heavy lifting. Campaigns keep you visible.

Campaigns are the emails you plan and send – newsletters, promos, seasonal pushes. They fill the gaps between automated flows and can create nice revenue spikes when timed well.

2025 data: 30.7% open rate. Click-to-conversion went from 5.9% to 9%.

Key campaign types:

**Newsletters:** Share something useful between sales

**Promos:** When you have something worth promoting

**Seasonal sends:** Plan around key dates – BFCM, Valentine's, Mother's Day.

**Re-engagement:** Win back people who've gone quiet.

But remember – don't send the same thing to everyone – segment it. And stick to the frequency you promised.

# 9. Deliverability & compliance

None of this matters if your emails end up in spam. Make sure you have the basics covered:

**Authentication:** Set up SPF, DKIM, and DMARC – your domain trust basics.

**List hygiene:** Remove invalid and inactive contacts regularly.

**Monitoring:** Watch bounces and spam complaints. Catch problems early.

**Volume:** Ramp up gradually before busy seasons. No sudden spikes.

**Complaint rate:** Keep it under 0.1%.

On the compliance side – CAN-SPAM, GDPR, CASL – use real sender info, make unsubscribing easy, and include your address. It builds trust.

Real example: [AcreValue fixed their deliverability by working with Omnisend to segment better and move to a dedicated IP.](#)

# 10. Optimize for mobile

Most people read email on their phone. Design for that first:

**Layout:** Single-column that stacks nicely on small screens.

**Buttons:** Big, easy to tap, placed where thumbs naturally reach.

**Dark mode:** Check how it looks – logos on dark backgrounds can disappear.  
Use transparent PNGs.

**Preview:** Always check on mobile before you hit send.

**Testing:** Use a real segment, not just the "send test" button.

# 11. Monitor & analyze

Check the numbers. Then check them again next month.

**Click-through rate:** Are people actually engaging?

**Conversion rate:** Are they buying?

**Revenue per recipient:** How much is each send worth?

**Unsubscribe/spam rate:** If these spike, something's off.

One thing to know: Apple Mail can inflate open rates by preloading images.  
Don't rely on opens alone – clicks and conversions tell the real story.

# 12. A/B test everything

Guessing is expensive. Testing doesn't have to be.

Send two versions, see which one wins, send the winner to the rest.

**One variable at a time:** Subject line OR button, not both.

**Big enough sample:** Make sure the results actually mean something.

**Do it regularly:** Not just once. Make it part of how you work.

Real example: [SM Global Shop spent 6+ months testing their abandoned cart emails.](#)

[Result: 5% better open rate and \\$5,000 more per month in sales.](#)

*"Even a .2 or .3% increase can drastically improve revenue at scale."* – David Sung, SM Global Shop

# 13. B2B vs. B2C vs. SaaS

Same inbox – different approach.

## B2B:

- Longer sales cycles
- Educational content
- Webinars
- Nurture over time with smaller, focused lists

## Ecommerce:

- More frequent sends
- Flash sales, cart recovery, loyalty rewards
- Mobile-first everything, segmented by purchase history

## SaaS:

- Onboarding emails, feature updates, and "we noticed you haven't logged in" nudges
- Part marketing, part product

# The bottom line

Email's not going anywhere, but "we send newsletters sometimes" isn't going to cut it either.

**The brands seeing that \$76 return are the ones that are testing, adjusting, and paying attention to what their customers actually do.**

So keep it simple, keep it useful, and most importantly – keep it going.

# Ready to put this into action?

[Start free with Omnisend](#)

The logo for Omnisend, featuring a stylized person icon in a square followed by the word "omnisend" in a lowercase, sans-serif font. The entire logo is contained within a white rounded rectangular border.

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