

How to maximize email revenue like top marketing teams

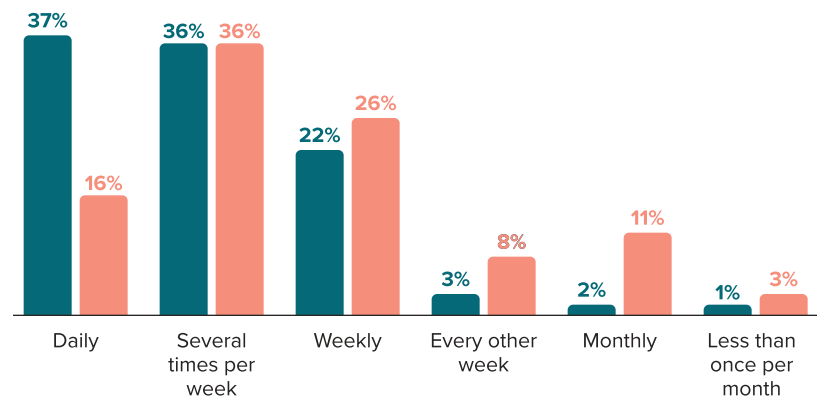
Teams that achieve 36:1 ROI or higher from email think strategically and know what moves the needle. Here's how they manage their email marketing programs in 2026, compared to low-ROI teams.

Send more, and send smarter

High-ROI teams are nearly 2x more likely to send emails daily. They're also more likely to lean on transactional emails and onboarding flows, meeting subscribers at high-intent moments.

How frequently does your company send marketing emails to subscribers?

● High-ROI (36:1+) ● Low-ROI (<36:1)



Measure what moves your business forward

High-ROI teams are more likely to track revenue generated from email campaigns and are more sophisticated in how they attribute revenue. They are:



28% more likely

to use multi-channel attribution models.



14% more likely

to tie email to marketing qualified leads (MQLs).



Proving ROI

and overall business impact as their #1 priority in 2026.

Prioritize compliance and data privacy

✔ Data privacy and consent are a focus

High-ROI teams rank strengthening compliance with data privacy and consent regulations as their #2 priority for 2026, compared to low-ROI teams that rank it as #4.

[Foundations of Data Privacy in Email Marketing guide](#) →

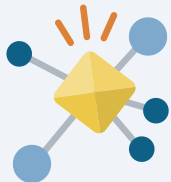
✔ Compliance is key

High-ROI teams are less likely to cite compliance as a top challenge. They've likely done the foundational work and understand the need to follow policies like GDPR and the EU AI Act.

[Compliance and accessibility for email marketers](#) →

Embrace AI

High-ROI teams are improving deliverability through predictive or automated adjustments (40% more than low-ROI teams), and automating customer journey or lifecycle email flows (50% more than low-ROI teams).



36%

of high-ROI teams report advanced AI adoption.

AI is deeply integrated into their email workflows and decision-making—compared to just 23% of low-ROI teams. High-ROI teams are 2x more likely to believe that over 75% of their email marketing operations will be AI-driven by the end of 2026.



Explore more new insights and benchmarks in the State of Email Report 2026.

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