



5 Reasons Why Email Isn't Dying

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With the rise of social media and other messaging platforms, how can email possibly sustain itself in being a dominant platform for effective and efficient communication?

Although, email is often thought of as obsolete, a 2016 Litmus study confirms that those email obituaries are premature. Millennials are the most bullish on email's future of any age-based demographic. 72% of those aged 25-34 believes that email will still be around in ten years.^[1] Need more proof? Keep scrolling...

Or gather a more in-depth understanding of habits around email, key challenges facing email providers and benefits of leveraging the open source community to accelerate innovation from the white paper, "**Email's Renaissance.**"

Image is from the white paper, "**Email's Renaissance**"

1. Email still functions as a digital passport

Think about how users sign up for any online service today. Whether creating a new Facebook account, subscribing to Netflix or signing up for daily updates from the New York Times, a prerequisite for registration is an email address. Email functions as a primary unique identifier, a digital fingerprint so to speak. Early email systems could not have predicted the evolution and explosion of human connections. The plethora of communication options we have forces email providers to alter emails functionality. Changing functionality does not equate to the death of email; after all, email is still the building block for any online service.

2. Marketing strategies through email are evolving, allowing inboxes to be less cluttered and more focused

Email is the preferred method for users to receive communications from businesses – more so than social media, messaging or phone. 82% of respondents to a 2014 Harris Interactive Study were willing to receive more emails from brands. However, users want interaction in the way they want it, when they want it, and how they want it. Marketing strategies, through email, are transforming from a transaction-driven to a relationship-driven approach. Email providers are beginning to put user experiences at the forefront, developing SPAM filters for example, to allow users to customize the messages they receive. Synacor offers intelligent advertising by partnering with consumers that deliver better performance for advertisers while improving user trust.

3. Security measures are the next step to restore trust between users and providers

Email has become deeply personal to users. Users value email as an extension of their personal realm – if their email is threatened, they are threatened. Thus, improving privacy and security is essential to maintaining the viability of email. Security measures are difficult and expensive, however they have proved to be critical to the development of email and user experiences. Email providers that deliver tight privacy and security are rewarded with enduring customer trust.

4. The rise of the cloud has allowed email and collaboration tools to be the most efficient and effective it's ever been

Cloud integration and cloud-based infrastructure have made user experiences more efficient across the ever-expanding array of devices. Email no longer has a one-on-one relationship with a device, but can be accessed through many different outlets. The cloud is transforming the future of email to be more collaborative and lower the costs of ownership.

Any email service of the near future will be natively rooted in cloud architecture, as the advantages are overwhelming positive.

5. Increased collaboration between companies like Synacor, and the open source community are resulting in product innovation.

Users demand more from their email providers, and that demand opens doors to engage consumers. A collaborative approach provides 4 important outcomes:

- Offers the promise and power to put enterprise-class communication tools in the pocket of the consumer,
- Increases security and privacy through the power of collaboration,
- Unlocks an enormous latent market for innovation,
- Opens the door to email as the digital communications dashboard.

[1] Lewkowicz, Kayla. "Surprise! Millennials Love Email Just As Much As Everybody Else." Litmus. April 27, 2016. <https://litmus.com/blog/surprise-millennials-love-email-just-as-much-as-everybody-else>.