Email Marketing Decarbonization Readiness Assessment

Email Marketing Decarbonization Readiness Assessment for Digital Marketers

Imagine your email campaigns driving engagement and reducing your brand's carbon footprint simultaneously. Decarbonizing email marketing is the next step in making digital communication efficient and environmentally responsible.

Leading brands are already taking action:

- **Canon Europe**: Reduced email size by minimizing attachments, reducing the carbon footprint and improving deliverability.

- **BEE (Beefree)**: Cut email emissions by 50% by optimizing HTML code, creating lighter emails that load faster and consume less energy.

- **OVO Energy**: Launched a campaign to reduce non-essential emails, saving thousands of tons of CO_2 annually.

By streamlining email practices, these brands have enhanced performance, reduced their carbon impact, and increased consumer loyalty.

What is Email Marketing Decarbonization?

Decarbonizing email marketing is about reducing the carbon footprint of email campaigns by optimizing content, frequency, and technology.

It involves sending smaller, more efficient emails and only targeting engaged users, which minimizes unnecessary data use and emissions.

Every email sent has a carbon footprint—averaging between 0.3 grams to 50 grams of CO_2. Multiply this by the billions of emails sent daily, and the impact is significant.

Every step of email marketing, from content creation to storage, transmission, and recipient interaction, requires energy, which often results in carbon emissions.

Decarbonizing email campaigns is a powerful way to contribute to sustainability goals while maintaining a high ROI.

"Research by the Carbon Trust reveals that a typical email emits approximately 4 grams of CO_2 – up to 50 grams for emails with large attachments – and over 300 billion emails are sent daily worldwide.

-Mailet

Why Removing Carbon from Email Matters

- **Environmental Impact**: The digital sector's emissions are comparable to the aviation industry, accounting for around 2-3% of global CO_2 emissions. Reducing email emissions helps brands contribute to global climate goals, like the Paris Agreement.

- **Consumer Expectations**: About 76% of consumers expect brands to demonstrate environmental responsibility. Sustainable email practices resonate with these values, building trust and loyalty.

- **Cost Efficiency**: Reducing the data intensity of email campaigns decreases energy use and may lower costs related to data storage and transmission.

- **Improved Engagement**: Optimized emails lead to higher engagement rates by delivering faster-loading, relevant content to engaged subscribers.

Why Do Brands Care About Reducing Emissions?

Embracing email decarbonization means recognizing that each interaction with your audience is also an interaction with the planet.

This shift isn't just a matter of minimizing emissions—it's about aligning with the values of a rapidly growing eco-conscious consumer base.

For brands, decarbonizing email marketing offers a way to connect on a deeper level with customers who value environmental responsibility, setting you apart as a leader in sustainable practices.

Reducing email carbon emissions doesn't mean compromising the effectiveness of your campaigns.

Instead, it's about refining your approach, focusing on delivering value and relevance to your audience, and adopting sustainable technology practices.

Our **Email Marketing Decarbonization Readiness Assessment** is designed to help you gauge your current practices and identify opportunities to make your email communications more sustainable.

Email Marketing Decarbonization Readiness Assessment

Evaluate how optimized your Email Marketing is for minimal carbon impact.

1. Is your Email Service Provider (ESP) eco-friendly?

1 Point	❏ No commitments to renewable energy
2 Points	❏ Basic environmental initiatives
3 Points	❏ Partial use of renewable energy
4 Points	❏ Mostly renewable energy, minimal carbon data
5 Points	❏ 100% renewable energy with transparent carbon intensity data.

2. Do you track email data usage and emissions per email?

1 Point	❏ No tracking
2 Points	❏ Minimal awareness of data usage impact
3 Points	❏ Inconsistent data tracking
4 Points	❏ Regular tracking with some emission data
5 Points	❏ Full data and emissions tracking per email sent

3. Are images and media optimized for minimal data usage?

1 Point	❏ No media optimization
2 Points	❏ Limited image optimization
3 Points	❏ Some media compressed but inefficiently
4 Points	❏ Most media optimized for data and emissions
5 Points	❏ All media optimized with efficient, low-carbon formats

4. Do you automate email sends based on user engagement?

1 Point	❏ No automation
2 Points	❏ Minimal automation
3 Points	❏ Some automation but inconsistently targeted
4 Points	❏ Targeted automation based on engagement
5 Points	❏ Fully optimized automation, only sending relevant emails

5. Are your subscriber lists regularly cleaned and segmented?

1 Point	❏ No list management practices
2 Points	❏ Basic list cleaning
3 Points	❏ Inconsistent segmentation
4 Points	❏ Segmentation based on user behavior and interests
5 Points	❏ Fully optimized list cleaning and segmentation

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Evaluate how optimized your Email Marketing is for minimal carbon impact.

6. Do you limit send frequency and consolidate messages?

1 Point	❏ High-frequency, non-targeted emails
2 Points	❏ Basic consolidation efforts
3 Points	❏ Mixed targeting with some consolidation
4 Points	❏ Regularly consolidated, targeted campaigns
5 Points	❏ Fully consolidated, highly targeted email frequency

7. Is your email code optimized and lean?

1 Point	❏ Heavy, unoptimized code
2 Points	❏ Inefficient frameworks
3 Points	❏ Some redundant code, partially optimized
4 Points	❏ Mostly efficient code with minimal frameworks
5 Points	❏ Fully optimized, lean code with no unnecessary frameworks

8. Are third-party scripts minimized in your emails?

1 Point	❏ Over 10 unoptimized scripts
2 Points	❏ 6-10 third-party scripts with limited optimization
3 Points	❏ 3-5 scripts, partially optimized
4 Points	❏ 1-2 optimized scripts
5 Points	❏ No or only one fully optimized, essential script

9. Do you use a CDN (Content Delivery Network) for efficient delivery?

1 Point	❏ No CDN
2 Points	❏ Limited CDN use for some assets
3 Points	❏ CDN for most content but only partially optimized
4 Points	❏ Extensive CDN usage
5 Points	❏ Fully optimized CDN for low-carbon delivery

10. Is digital sustainability part of your marketing strategy?

1 Point	❏ No sustainability goals
2 Points	❏ Limited sustainability focus
3 Points	❏ Some alignment with digital sustainability
4 Points	❏ Mostly aligned with sustainability goals
5 Points	❏ Full alignment with digital sustainability commitments

Interpreting Your Email Marketing Decarbonization Readiness Score:

41-50: Excellent – Your campaigns are highly optimized for sustainability. Continue monitoring for new sustainability technologies or practices that can keep your campaigns efficient and impactful.

31-40: Good – Many sustainable practices in place, but room for improvement. Identify and focus on improving lower-scoring areas, like media optimization or automation, to move closer to full sustainability.

21-30: Moderate – Some sustainable practices, but not yet fully optimized. Develop a structured plan to improve high-impact areas like email size and frequency to reduce emissions and enhance efficiency.

11-20: Needs Improvement – Minimal sustainability practices; prioritize enhancements. Conduct a technical audit to identify immediate changes, like switching to a green ESP and optimizing images, for a significant impact.

1-10: High Priority for Decarbonization – Urgent need for sustainable practices in your email campaigns. Start with foundational steps, like cleaning lists and reducing send frequency, and consider consulting with experts for a swift improvement path.

Next Steps:

Score of 41 – 50: Excellent – Keep Up the Good Work
Continue monitoring for new technologies and best practices to further optimize email sustainability. Share your email decarbonization achievements as part of your brand's sustainability messaging, which can enhance credibility with eco-conscious consumers and reinforce your environmental commitment.

Score of 31 – 40: Good – Targeted Improvements
Identify specific areas where your score was below 4, such as email frequency, media optimization, or list management. Focus on improving these elements, and consider regular performance audits to maintain efficiency. Engage your email marketing team in ongoing training about sustainable practices to stay ahead.

Score of 21 – 30: Moderate – Develop a Structured Decarbonization Plan
Create a decarbonization plan targeting lower-scoring areas like image compression, automation for engaged users, and green ESP (Email Service Provider) selection. Implementing these improvements can significantly reduce the carbon footprint of your email campaigns while boosting engagement and performance.

Score of 11 – 20: Needs Improvement – Comprehensive Audit
Conduct a full audit to decarbonize your email marketing, prioritizing high-impact areas like switching to a green ESP, optimizing image sizes, and cleaning your email list. Collaborate with the IT and design teams to make foundational changes, setting up a more sustainable email marketing strategy.

Score of 1 – 10: High Priority for Decarbonization – Immediate Action Required
Initiate an urgent decarbonization project. Start by switching to a green ESP, compressing images, reducing send frequency, and cleaning your list of inactive subscribers. Consider engaging external consultants who specialize in sustainable digital practices to achieve quick wins and set a long-term decarbonization plan for your email marketing.

FAQs About Decarbonizing Email Marketing

1. How can decarbonizing email marketing benefit a brand's image?

    Decarbonizing email marketing aligns your brand with sustainability, which resonates with environmentally conscious consumers. Demonstrating a commitment to reducing digital carbon emissions can enhance your brand's reputation and foster loyalty among consumers who prioritize eco-friendly practices.

2. Does reducing email send frequency lower the carbon footprint of campaigns?

    Yes, reducing the frequency of email sends can significantly lower the carbon footprint. By consolidating messages and focusing on high-value, relevant content, brands can decrease data usage and energy consumption associated with email storage and transmission, making campaigns more sustainable.

3. How does choosing an eco-friendly ESP contribute to email decarbonization?

    An eco-friendly ESP (Email Service Provider) that uses renewable energy or has carbon-neutral practices reduces emissions associated with email storage and delivery. This choice is especially impactful for high-volume senders, as each email saved in an eco-friendly data center generates fewer emissions over its lifecycle.

FAQs About Decarbonizing Email Marketing

4. **Why is optimizing images in emails important for decarbonization?**

    Optimizing images by compressing file sizes and using efficient formats reduces the data transferred with each email. This leads to lower energy consumption for sending, storing, and rendering the email, which directly contributes to a reduced carbon footprint.

5. **Can cleaning and segmenting email lists lower environmental impact?**

    Absolutely. By regularly cleaning email lists and removing inactive or unengaged users, brands can send fewer emails, which reduces the overall data load and energy use. Targeted and segmented lists also ensure emails are only sent to engaged audiences, maximizing impact while minimizing emissions.

6. **What tools can brands use to measure the carbon impact of their email marketing?**

    Brands can use tools like the **Email Carbon Calculator** by Cleanfox or the **EcoPing** platform to estimate the carbon footprint of their email campaigns. These tools calculate emissions based on data size, storage duration, and the number of recipients, helping brands track their impact and set measurable carbon reduction goals.

FAQs About Decarbonizing Email Marketing

7. **Are there specific design practices that can make emails more sustainable?**

   Yes, using simple layouts, compressing images, limiting fonts, and minimizing heavy media like GIFs or videos can make emails more sustainable. Lightweight design reduces the data load per email, which in turn lowers the energy needed for storage, transmission, and viewing.

8. **Does subscriber feedback play a role in email marketing decarbonization?**

   Absolutely. Inviting subscribers to manage their preferences and provide feedback on email frequency and content helps reduce unnecessary emails. Brands can use this information to focus on more relevant communications, ultimately reducing the volume and carbon impact of their email campaigns.

9. **What role does reducing third-party scripts play in email decarbonization?**

   Minimizing or eliminating third-party tracking scripts in emails reduces the data load and the processing power needed to render emails. This approach lowers the energy required for each email interaction, making campaigns more sustainable without compromising on essential analytics.

You've got this!

Whether you're just beginning to explore decarbonizing your email marketing or are ready to fully implement sustainable email strategies, you're taking a meaningful step toward creating a more sustainable, efficient, and impactful communication experience.

If you're interested in learning how to tailor these strategies for your email campaigns, we're here to guide you through the process.

Reach out to us at GOOD COMPANY, and we'll walk you through every step—from assessing your current email marketing footprint to implementing impactful, eco-friendly changes.

Good luck, and we're excited to see the positive impact you create by reducing the carbon footprint of your email marketing efforts!

About GOOD COMPANY

Alright, here's the scoop. GOOD COMPANY is the digital marketing agency for brands that actually care about the planet—yes, they exist, and yes, we love them. We're here to help you run digital campaigns that don't just look good but do good, too. We're talking lower carbon footprints, energy-efficient strategies, and eco-friendly everything.

Imagine your digital marketing that drives results without driving up emissions. SEO, paid ads, content, email marketing—we do it all, sustainably. And we're not just claiming it; we're bringing transparency to the table with reports on your digital carbon impact because, let's face it, everyone loves a hero.

So, if you're ready to get results *and* be kind to the planet, let's make some marketing magic. You bring the ambition; we'll bring the impact (and maybe a touch of humor).

GOOD COMPANY

Meet Brad Giddens—the guy who looked at the world of digital marketing and thought, "We can do better. A lot better."

With over fifteen years of experience in digital strategy, Brad leads GOOD COMPANY, a collective dedicated to one big mission: creating digital marketing strategies that don't just boost ROI but also shrink carbon footprints.

Brad's journey to eco-consciousness started small, just a few thoughtful choices here and there. But when he stumbled upon the ikigai philosophy—the idea of aligning purpose with passion—it all clicked. And when he found out that the internet's carbon footprint is almost as bad as the airline industry's, well, let's just say he was officially on a mission.

Brad went on to get certified as a Sustainability Excellence Associate (SEA) through the ISSP, giving him the expertise to help brands do the impossible: thrive while being kind to the planet. Now, he's all about decarbonizing digital media, from email marketing to programmatic ads, and showing brands that you can grow and be green at the same time.