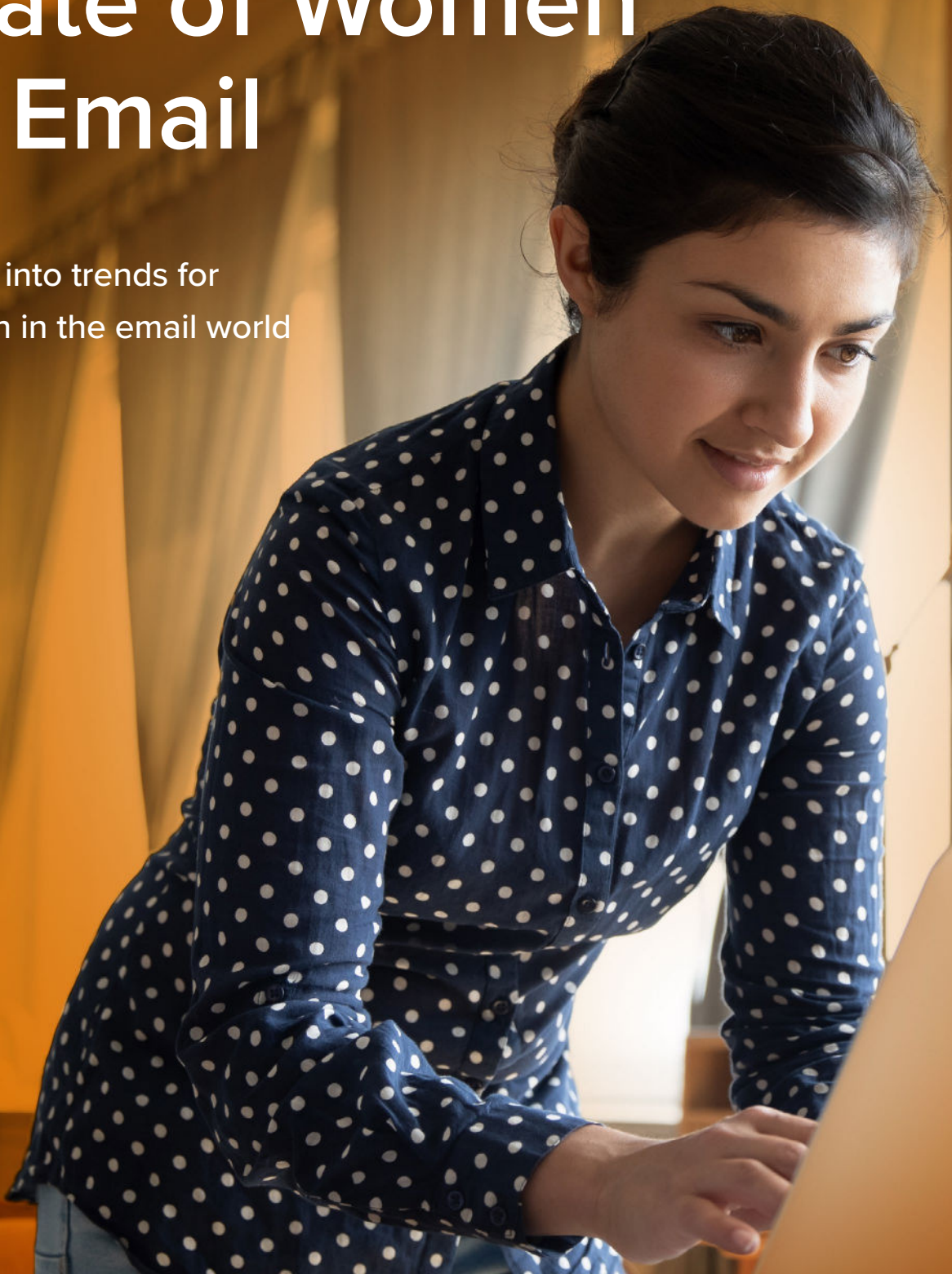


# State of Women in Email

Diving into trends for  
women in the email world



litmus

## INTRODUCTION

Women have made strides around the world, but the COVID-19 crisis has set back a lot of progress made in the workplace.

[According to Fortune](#), job losses have been disproportionate: 86% of U.S. job losses in December 2020 were women, and they also made up almost 80% of U.S. job losses in January 2021. [Research from Gallup](#) shows that even as employment rates pick up, women are still falling behind. This is due to a number of factors such as lack of flexibility at work, the burden of caregiving, and feeling burnt out by pre-pandemic expectations. [McKinsey's research](#) reveals that women have lost decades of labor force gains and are not expected to bounce back to pre-pandemic norms until a full two years after men.

Curious, we wanted to zoom in on the email industry and take a look at the slice of our data from women. What kind of progress has been made to lift women up in the workplace and reach gender parity?

In July 2020, we surveyed over 2,000 marketing professionals—65.6% of whom identified as a woman—on their roles and what's driving their email strategies. Respondents included email and marketing specialists, team leads, managers, directors, VP-level executives, and C-level executives all in the marketing field. Please note: We make some year-over-year comparisons, but it may not be perfect because previous survey questions and answer choices may not be exactly identical.

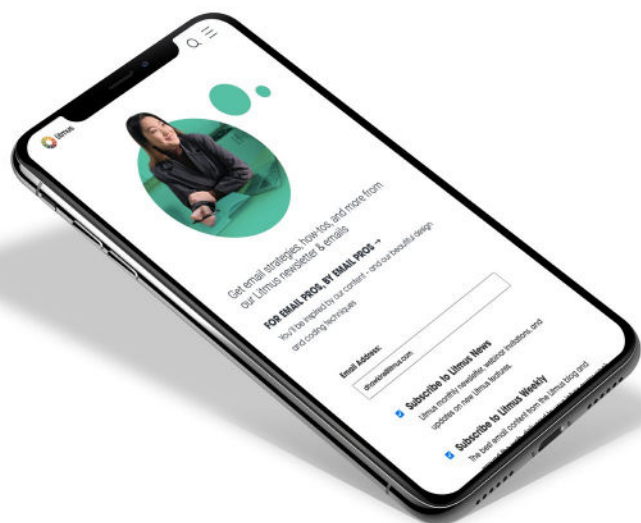
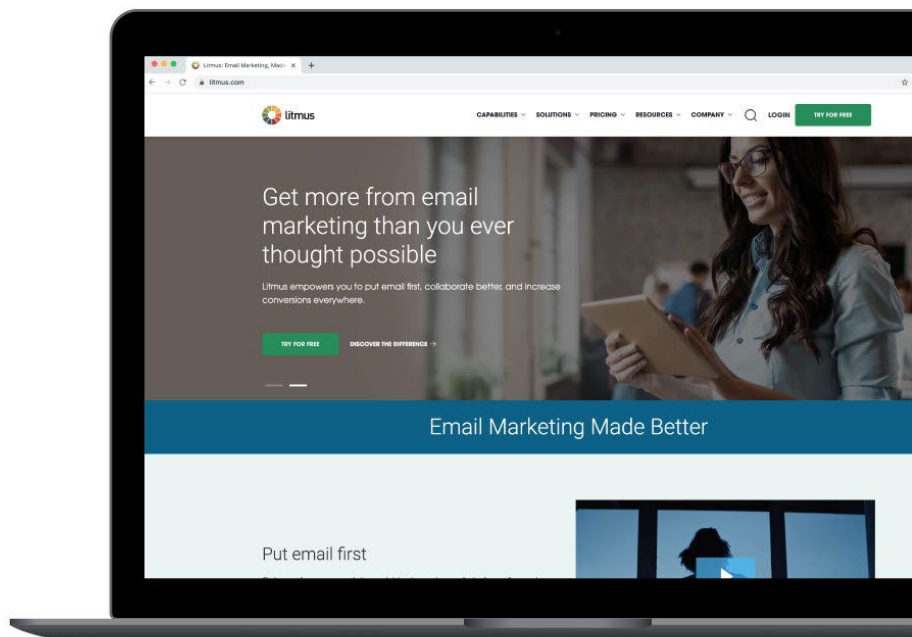
Let's see what the data is telling us.



# Meet Litmus

Here at Litmus, we're passionate about everything email marketing. We're on a mission to help brands access what they need to send better email, faster. Through our [blog](#), [Litmus Live conferences](#), [ebooks](#), [webinars](#), and more, we share best practices and trends to help your team stay at the forefront of the industry.

Another thing we're into? Software that makes creating high-performing email easy. Marketers pair Litmus with existing email service providers (ESPs) to ensure a consistently great brand experience for every subscriber, work more efficiently, accelerate campaign performance, reduce errors, and stay out of the spam folder. With Litmus by your side, you'll have the tools and insights you need to provide your customers with an incredible email experience—and an incredible ROI.



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## 5 insights about women in the email workplace

We uncovered several key findings in our survey revealing how women are progressing (or not) in the email workplace.

1. Women appear to hit a ceiling at manager level. A greater percentage of women than men hold specialist and manager job titles. Beyond that? It's a different story.
2. Nearly half of women have more than 8 years of marketing experience. Is there a connection between years of experience and job level?
3. Women are more likely to be email managers, strategists, or planners. Men, on the other hand, tend to be email designers, developers, or coders.
4. Improving overall email performance is the #1 skill to learn. And a majority are prioritizing personalization, automation, A/B testing, and quantifying success.
5. The average salary is \$75,000 USD. It's been growing since we started tracking this in 2017—but a gender pay gap still exists, especially at higher levels.

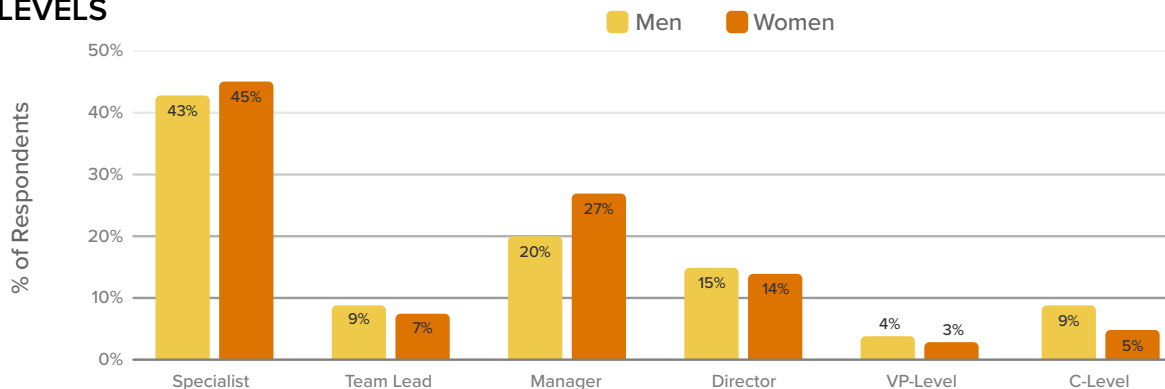
[Let's dig into the details](#) →

# 1

## Women have a harder time moving past manager level

While a greater percentage of women than men hold specialist and manager job titles, the reverse is true when looking at roles that are at director level and above.

### JOB LEVELS

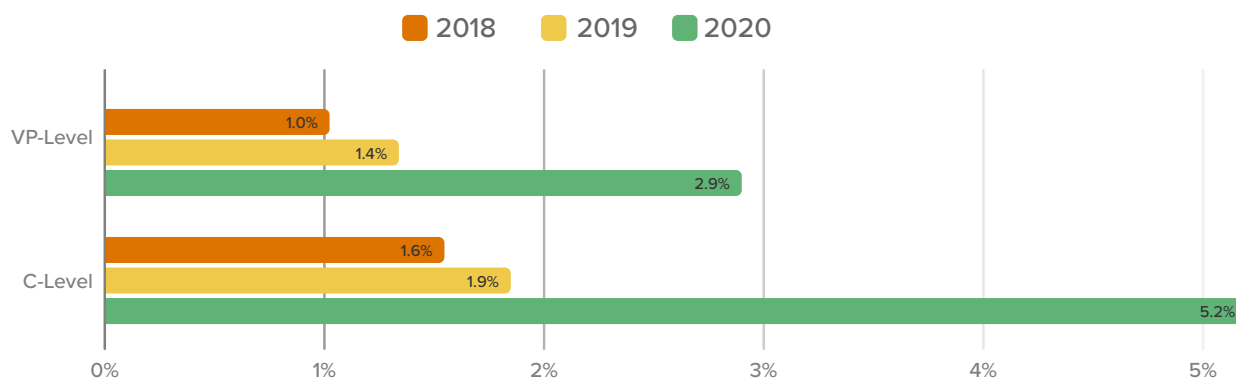


About 22% of women hold director or higher positions versus 28% of men. The gender gap is widest at vice president (VP) and chief (C) level positions: The percentage of women who hold these positions is about 25% and 44% less respectively than the percentage of men who hold these same positions.

There is a phenomenon called the “broken rung” on which many women struggle to gain senior leadership positions. This includes a delay in getting leadership opportunities which has a negative ripple effect throughout the rest of a woman’s career, like lower lifetime earnings.

On the upside, the number of female VPs and C-level executives has been growing since we started tracking this in 2018. The progress is small, but it’s a great sign.

### HOW WOMEN AT EXECUTIVE LEVELS HAVE GROWN



# 2

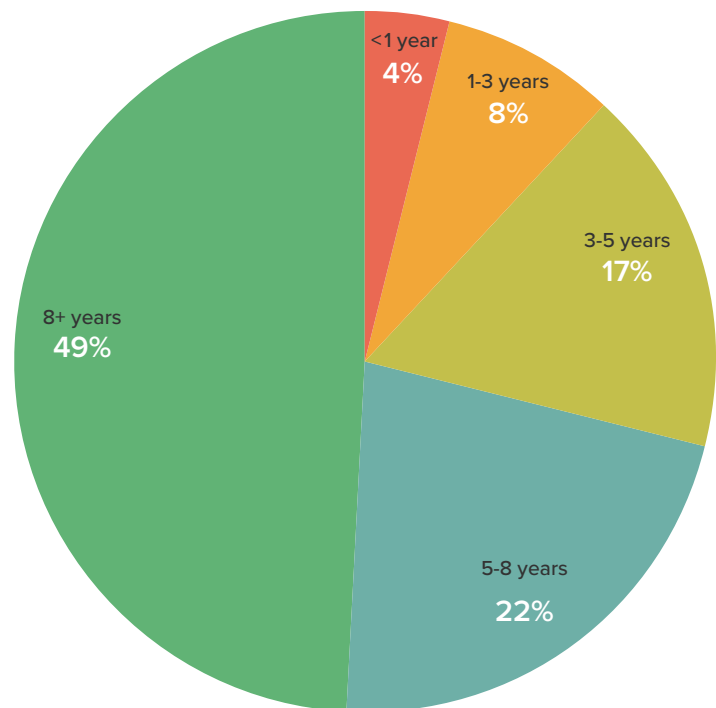
## Nearly half of women have 8+ years of marketing experience

A slight majority of women have less than 8 years of marketing experience—51% of them in fact. This means that 49% of women have *more* than 8 years of marketing experience.

Despite nearly half of women having more than 8 years of experience, though, less than 22% are in Director+ positions.

Looking at men, 57% of them have more than 8 years of experience—more than the percentage of women. So, you might be thinking if more women have less experience than men, it makes sense that fewer women are in senior leadership positions. But you'd be wrong. The job level gender gap at Director+ roles is about 21% compared to the 14% gender gap for 8+ years of experience. That's a 7-point disparity.

YEARS OF MARKETING EXPERIENCE



The gender gap in years of experience is lower than the gender gap in senior leadership roles.

Dialing into email-specific experience: Over a third (37%) of women with more than 8 years of marketing experience have less than that in email experience. Not surprising since most people in general tend to fall into email marketing versus start there.

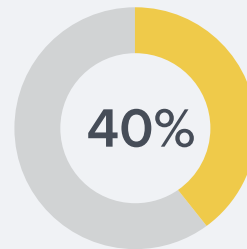
# 3

## Women tend to be email managers, strategists, or planners

When we take a closer look at job functions, these are the top three that women hold:

1. 40% are an email manager, strategist, or planner.
2. 20% are an email designer, developer, or coder.
3. 16% consider themselves a digital marketing professional with some oversight in or involvement with email.

About 40% of women are an email manager, strategist, or planner.



It's interesting to note that the top role for men is email designer, developer, or coder (30%). Like engineering, this seems to be a male-dominated line of work. That isn't to say women aren't interested in science, technology, engineering, and math (STEM). But [research from the American Association of University Women](#) shows there's a history of not creating enough STEM opportunities for women starting at a young age.



**20% of women** are an email designer, developer, or coder.

**30% of men** are an email designer, developer, or coder.

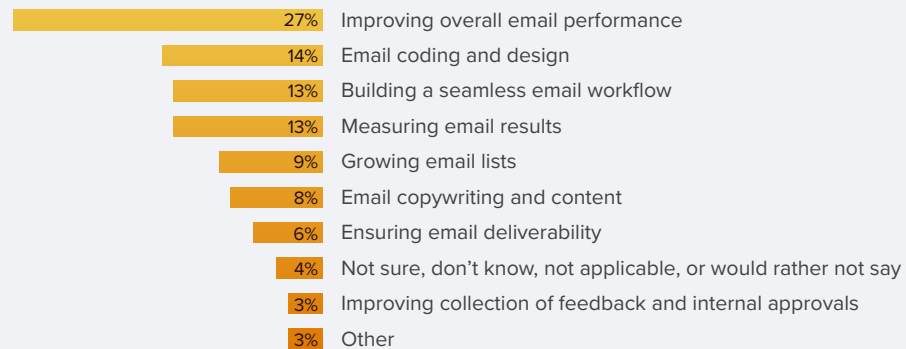
It's encouraging to see that more women are getting into email design and development, though, being the second highest role women in email have. Which leads to the next insight...

# 4

## Women want to focus on improving overall email performance

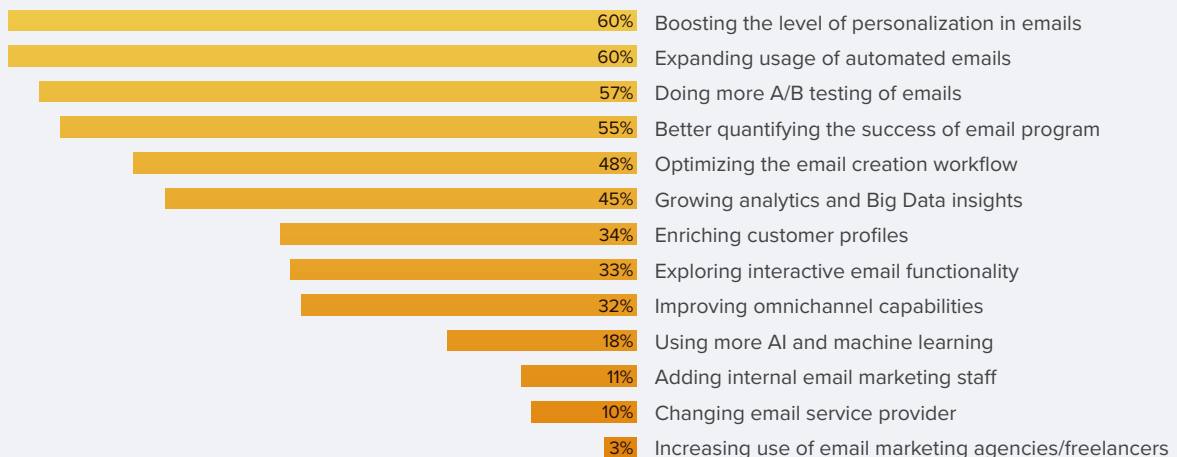
When it comes to increasing email know-how, the top priority falls to improving overall email performance (27% of women). In second place? 14% of women want to learn more about email coding and design.

### KNOWLEDGE OR SKILLS WOMEN ARE INTERESTED IN ADDING



And to grow their email marketing programs, over half of women are focusing on [personalization](#), [automated emails](#), [A/B testing](#), and [quantifying success](#).

### WOMEN'S PRIORITY FOR THEIR EMAIL MARKETING PROGRAM



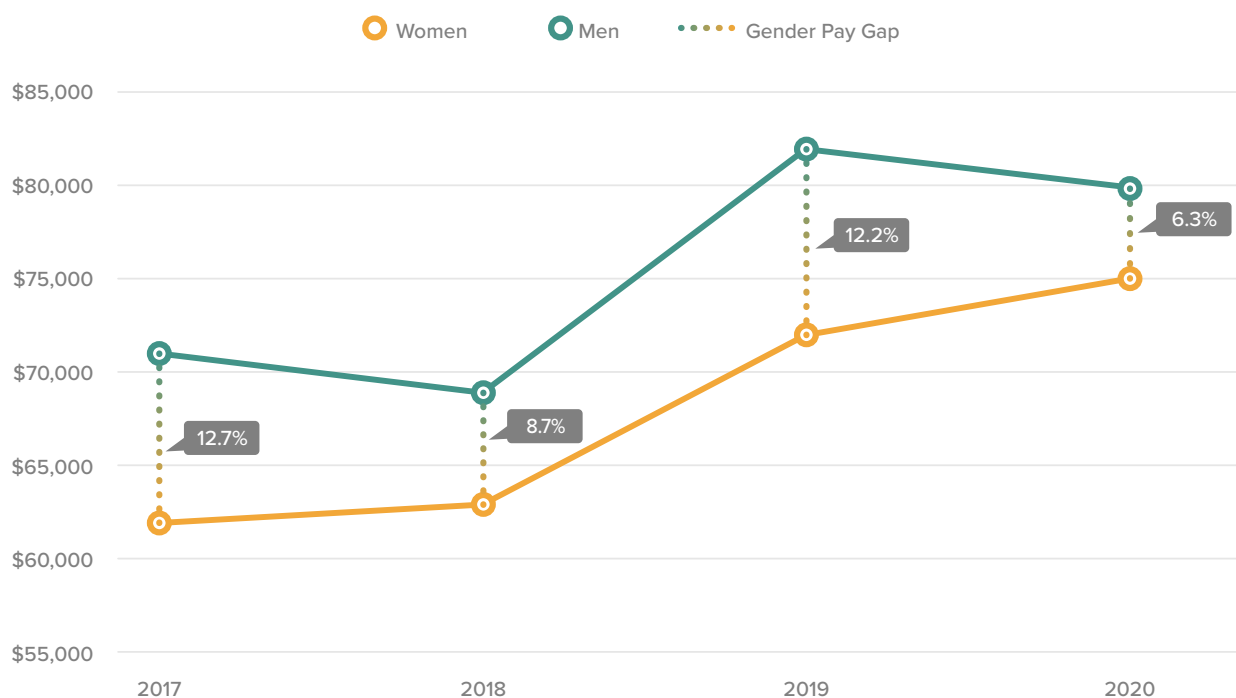
This is in line with women's main personal growth goal of learning how to improve overall email performance. [Email stats](#) show that personalized, segmented emails make subscribers 50% more likely to click while email automation saves time you can spend on A/B testing and fine-tuning your emails instead.

# 5

## Women have an average salary of \$75,000 USD

After looking at the years of experience women have, their roles, job levels, and email marketing strategy, what does that amount to in terms of an annual salary? \$75,000 in U.S. dollars (USD). This is a slight increase of 4% from the previous year.

### 2018-2020 AVERAGE ANNUAL SALARY (USD)



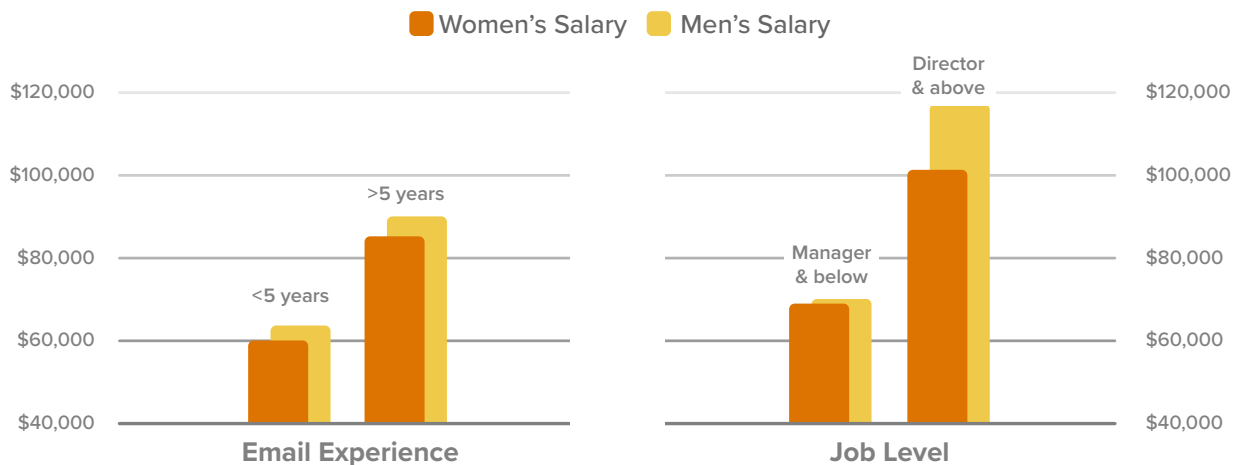
Keep in mind, this data doesn't adjust for inflation. So some of the growth you see might not *actually* be growth. And note: 32% of survey respondents live outside of the United States, but their salaries were converted to USD.



The average salary of men in email is currently \$80,000. Meaning women make almost **94 cents** for every dollar men make. Not quite closing the gender pay gap, but better than the average full-time working woman in the U.S. who earns 82 cents for every dollar men earn, [according to the U.S. Census Bureau](#).

But as shown in this report, there's gender disparity across years of experience and job levels. So let's break this down some more.

### 2020 AVERAGE SALARY (USD) BY EMAIL EXPERIENCE AND JOB LEVEL



Salaries are pretty close to parity—until you look at those with director, VP-level, or C-level job titles. Women have a harder time reaching these levels, and when they do, they don't get paid nearly as much as men.

If we look on the bright side, the email industry seems to be doing a better job at closing the gender pay gap than the U.S. in general.

Share this report with others on your email and marketing teams, and sign up for our emails to stay on top of what's happening in email today... and predictions for tomorrow.

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