



— PERSPECTIVE

5 Challenges for Email & CRM in 2025

MRM
MRM
MRM

5 Challenges for Email & CRM in 2025

— Email and CRM are having a reckoning. Once considered the workhorses of digital marketing, they now sit at the center of an evolving ecosystem shaped by privacy shifts, AI innovation, and rising consumer expectations. As third-party cookies disappear and inboxes grow more curated, brands must rethink their relationship strategies or risk irrelevance. The email inbox of 2025 is no longer just a communication tool — it's a dynamic, multimedia space where only the most personal, timely, and emotionally intelligent content will break through.

Here are five key challenges that marketers must navigate to future-proof their email and CRM efforts — and the opportunities that await brands who are willing to reinvent how they connect.

01 — Email's "Relational" Purpose Is Eroding

Consumers still value email to stay organized and informed, but they increasingly describe branded emails as “bombarding” and “tone-deaf.” When brands over-automate and prioritize transactions over conversation, email loses its value as a one-to-one connection.

What to do:

- Shift from quantity to quality—prioritize value and emotional resonance over frequency.
- Centralize preference management and use AI to personalize cadence.
- Build trust through better design, transparency, and relevance.

02 — Ensuring Deliverability Amid Privacy Shifts

With inbox privacy tightening (e.g., Google and Yahoo updates), deliverability is more fragile than ever. It's no longer just about avoiding spam—it's about trust.

What to do:

- Use authentication tools like BIMI to signal credibility.
- Keep subject lines clear, preheaders informative, and content spam-free.
- Embrace transparent, value-driven communication.

03 — Growing Data While Strengthening Relationships

Relying on sign-up data alone no longer cuts it. Consumers expect dynamic, contextual personalization—and many are willing to share more if there's value in return.

What to do:

- Embrace zero-party data strategies.
- Simplify data collection and explain the benefit.
- Use AI to anticipate needs and personalize across touchpoints.

04 — Combatting Email Fatigue

Attention spans are shrinking. The average read-time on emails has dropped by 33%. Static content gets ignored; interactive experiences keep users engaged.

What to do:

- Design for scanability and fast readability.
- Add interactive elements (polls, quizzes, carousels).
- Let users take action within the email itself.

05 — Rethinking Measurement

As open and click rates lose relevance, brands must adopt more nuanced measurement models. CRM impact spans far beyond inbox metrics.

What to do:

- Focus on conversion, CLV, and retention.
- Use multi-touch attribution and predictive analytics.
- Measure emotional resonance and long-term engagement.

5 Challenges for Email & CRM in 2025



Renee Triemstra

SVP, Strategy Director, MRM Detroit

Renee is a strategy and business leader that specializes in CX, CRM, and Loyalty and has over 25 years of experience guiding brands in the acquisition, engagement, and retention of customers. She has deep expertise in, and passion for, audience and customer understanding, and enjoys overlaying customer needs with business objectives to design connected, cross-channel experiences that drive symbiotic exchanges of value.

About MRM

MRM is a modern relationship marketing agency that builds enduring relationships between people and businesses.

MRM's core capabilities help grow relationship lifetime value, and span across CRM & Loyalty, Customer Experience, Commerce and MarTech, underpinned by Data & Analytics.

MRM operates in a borderless, integrated way, to allow for greater collaboration and velocity. MRM is part of McCann Worldgroup and the Interpublic Group of companies (NYSE: IPG), and spans 35 offices across North America, Latin America, Europe, the Middle East, and Asia Pacific.

For more information, please visit www.mrm.com