ESPC Survey Finds Low Support for AMP for Email, But Open-mindedness Too
By Chad S. White

Pioneered by Google, AMP for Email made a huge splash when it debuted, promising to bring standards-based interactivity and real-time content to inboxes. However, in the 3 years since its official launch, adoption has been slow among both email service providers and brand marketers. To better understand industry sentiment for AMP for Email, the Email Sender & Provider Coalition (ESPC) surveyed our email service provider (ESP) members from Mar. 23 to Apr. 4, 2022.

This first-of-its-kind survey shows that only around a quarter of ESPs have made the necessary changes to their platforms to support their users sending AMP for Email campaigns. Among those ESPs who don't currently support the standard, a large majority said the biggest reason they don't is because of a lack of interest in AMP for Email by marketers. However, despite this low interest, the vast majority of these ESPs are open to potentially supporting the standard in the future.

Here's a deeper dive into the results of the survey, which were first presented at the ESPC's spring conference on June 1.

Support for AMP for Email
Only 22% of survey respondents said their ESPs currently support sending AMP for Email campaigns. The remaining 78% said theirs don't.

Our survey collected responses from 9 major ESPs that represent a significant amount of industry market share. However, we wanted to validate our results by looking at a larger portion of the marketplace. To do so, we verified support for AMP for Email across 32 of the most popular ESPs, which together represent the vast majority of email marketing activity. The results were largely the same, with 28% of ESPs supporting AMP for Email and 72% not.

To better understand adoption levels, we asked followup questions about the usage of AMP for Email by marketers, the cost of platform changes to support the standard, and more.

Low Usage by Marketers
When the ESPC asked those who didn't currently support AMP for Email what the biggest impediment was, 71% said it is a lack of interest in AMP for Email by our customers and prospects. All other respondents said it was the expense of updating their platform that was holding them back, since AMP for Email campaigns are sent as a separate MIME part that's in addition to the HTML and plain text MIME parts of an email campaign. Competitive pressures appear to be a non-factor in support decisions, as none of the respondents said they didn't support AMP for Email because the ESPs they compete against most often don't support it.

Although not statically significant, both ESPC members whose platforms support AMP for Email said less than 5% of their users routinely send messages that use AMP for Email. That low usage is consistent with existing levels of usage of CSS-based interactivity and real-time

content, and it would certainly support the claims by the non-supporters that interest from marketers is low.

Open-minded about the Future

Despite the current low levels of usage among marketers and the significant expenses involved in enabling ESP platforms to send AMP for Email campaigns, most non-supporters are open to potentially supporting the standard at some point. When asked to rate their likelihood of their ESP to support AMP for Email in the future from 1 ("highly unlikely") to 5 ("highly likely"), the median response was 3 (neutral) and the average response was 3.4, indicating a slightly positive likelihood.

Chad S. White is the Head of Research for Oracle Marketing Consulting at Oracle, a member of the Email Sender & Provider Coalition. He's also the author of the book "Email Marketing Rules" and more than 3,000 blog posts and articles about digital and email marketing, and the ANA's 2018 Email Marketer Thought Leader of the Year.