Email Marketing
Benchmark Report 2008
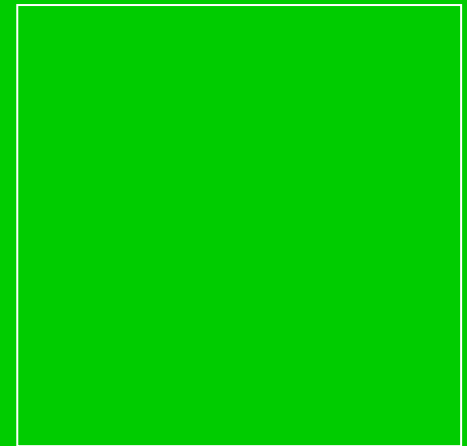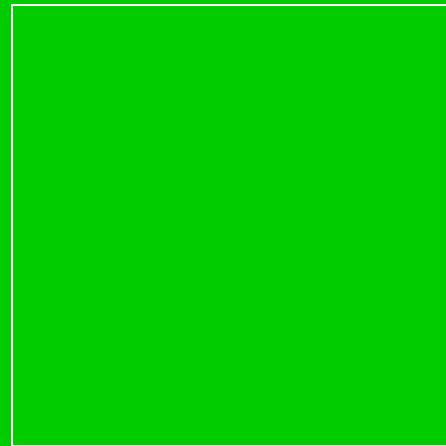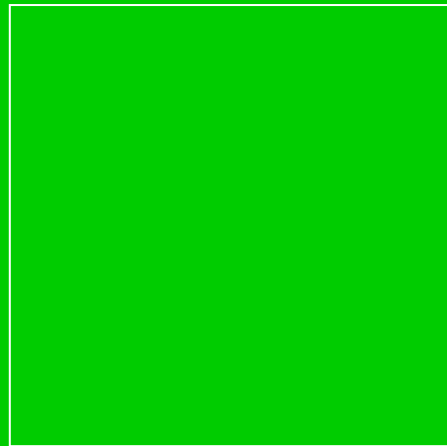
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Respondent Characteristics
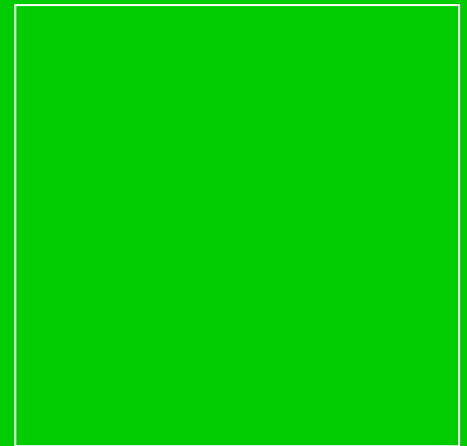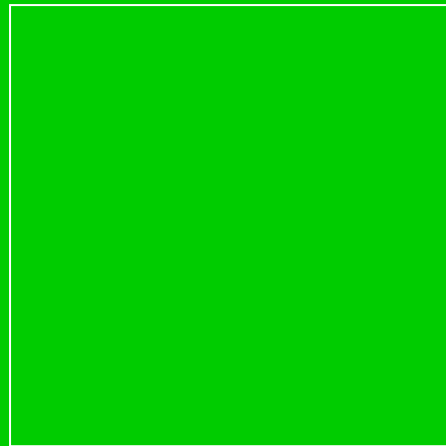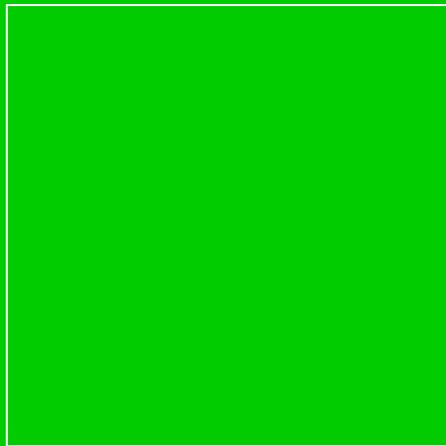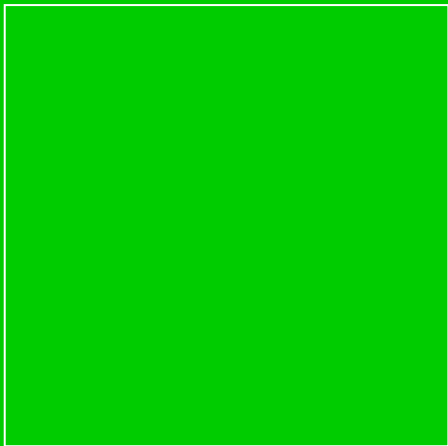
Mailings to Existing/Prospective Customers

The vast majority of respondents (75%) utilize email for campaigns to both prospective and existing customers. 20% use this vehicle for existing customers only.

Prospective customers only, 4%

Existing customers only, 20%

Both prospective and existing customers, 76%
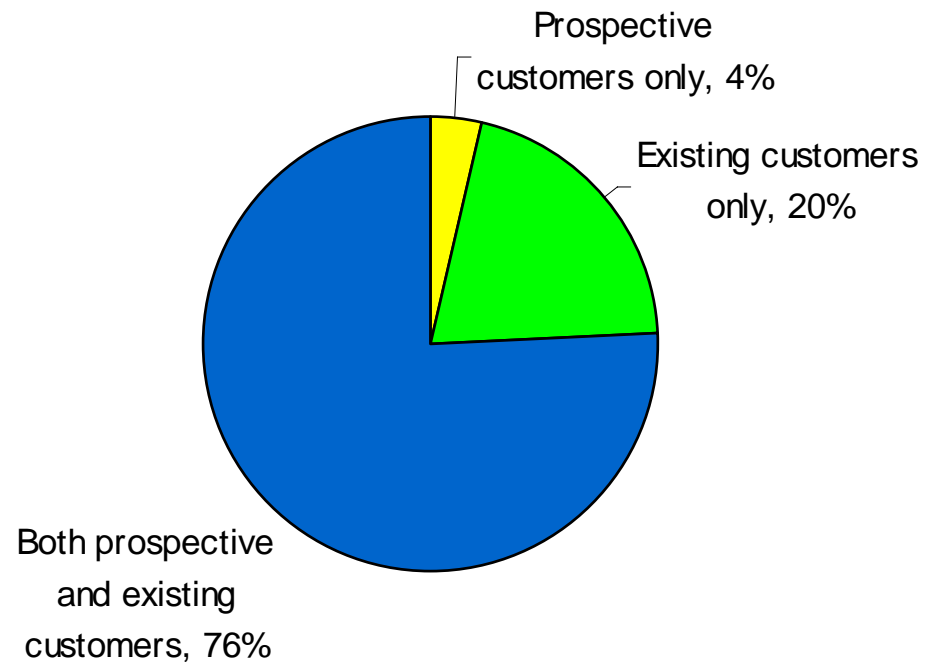
Total = 1,503 Respondents

Promotions/Sales Alerts versus Newsletters

In mailings to existing customers, 59% say they send both sales alerts or promotions and newsletters, while 27% send newsletters only.

Sales alerts/ promotions only, 14%

Both sales alerts/ promotions and newsletters, 59%

Newsletters only, 27%

Total Respondents - Mailings Sent to Existing Customers

Total = 1,447 Respondents

Systems Used for Existing Customer Mailings

Total Respondents - System Used for Existing Customer Mailings

In mailings to existing customers, respondents most often log into and use an ESP, a web-based email service provider (43%). Smaller proportions have either developed their own in-house software (16%), have purchased licensed software and brought it in-house (14%) or use a full-service provider (11%).

Category	Percentage
We have developed our own in-house software	16%
We have purchased licensed software and brought it in-house	14%
We use an ESP and log in to their facility	43%
We use a full-service provider	11%
Don't know/ Not sure of our system	15%
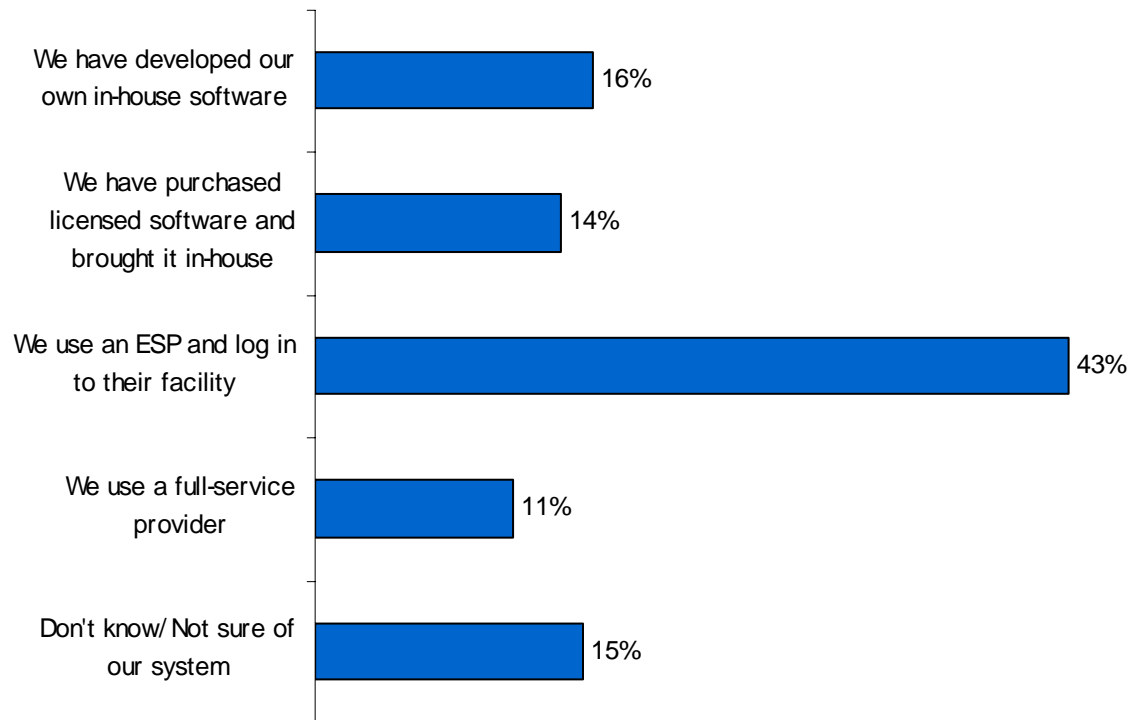
Total = 1,447 Respondents

Systems Used for Existing Customer Mailings by Revenue Size

Organizations with revenues under $100 million are significantly more likely to use an ESP than those with higher revenues. In contrast, larger organizations are significantly more likely to use a full-service provider.

Legend:
- ■ We have developed our own in-house software
- ■ We have purchased licensed software and brought it in-house
- ■ We use an ESP that we log into to use their facility
- ■ We use a full-service provider
- ■ Don't know/Not sure of our system

A. < $1 Million (N=445)
- 17%
- 12%
- 50% **CD**
- 9%
- 12% **b**

B. 1 Million - $9.9 Million (N=356)
- 18%
- 15%
- 47% **cD**
- 12%
- 8%

C. $10 Million - $99.9 Million (N=227)
- 13%
- 18% **A**
- 40% **D**
- 12%
- 17% **B**

D. $100 Million or more (N=139)
- 19%
- 19%
- 27%
- 19% **ABc**
- 17% **B**
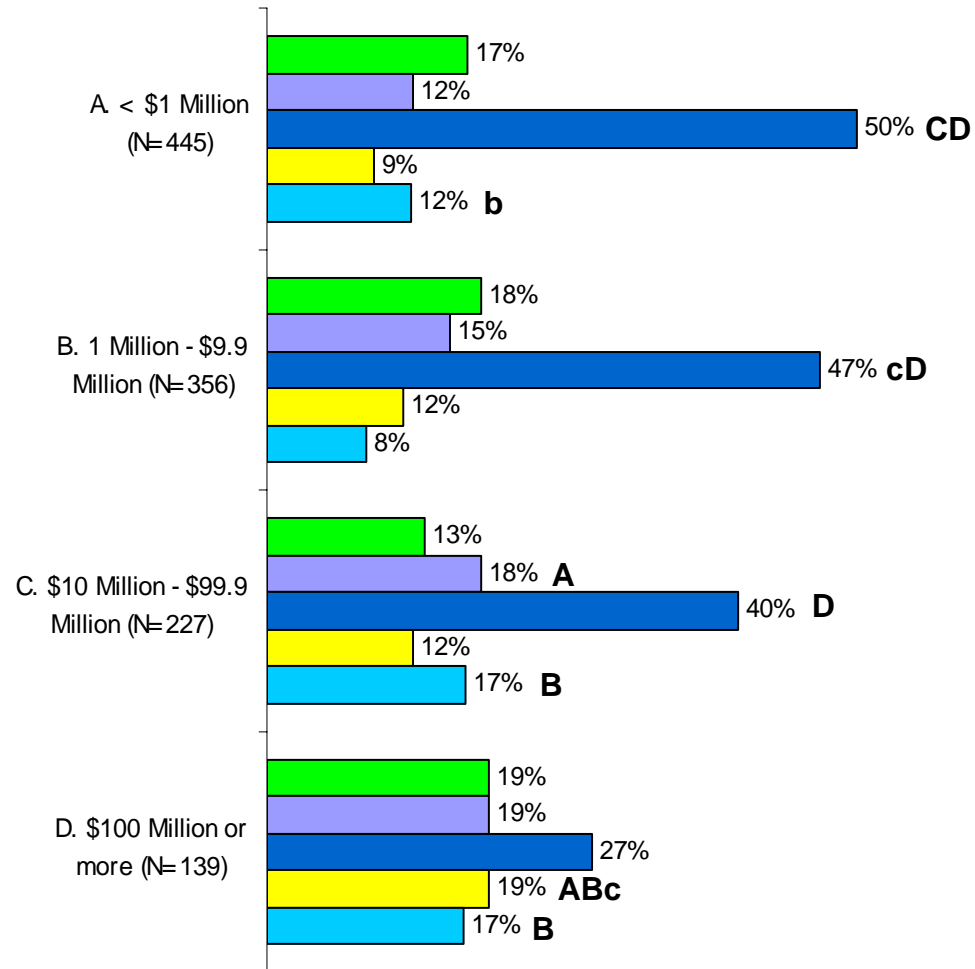
Total Respondents - System Used for Existing Customer Mailings

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Systems Used for Existing Customer Mailings by Percentage Spent on Email

Respondents who utilize more than 75% of their online budget for Email Marketing are significantly more likely to use an ESP facility than those who spend a smaller proportion

- □ We have developed our own in-house software
- □ We have purchased licensed software and brought it in-house
- ■ We use an ESP and log into their facility
- □ We use a full-service provider
- □ Don't know/Not sure of our system

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

A. 0-25% (N=587)
- 18% **D**
- 13%
- 45%
- 13%
- 11% **cD**

B. 26-50% (N=250)
- 14%
- 13%
- 50%
- 14%
- 9% **d**

C. 51-75% (N=96)
- 21% **bD**
- 13%
- 54%
- 8%
- 4%

D. 76-100% (N=157)
- 9%
- 13%
- 62% **AB**
- 11%
- 4%
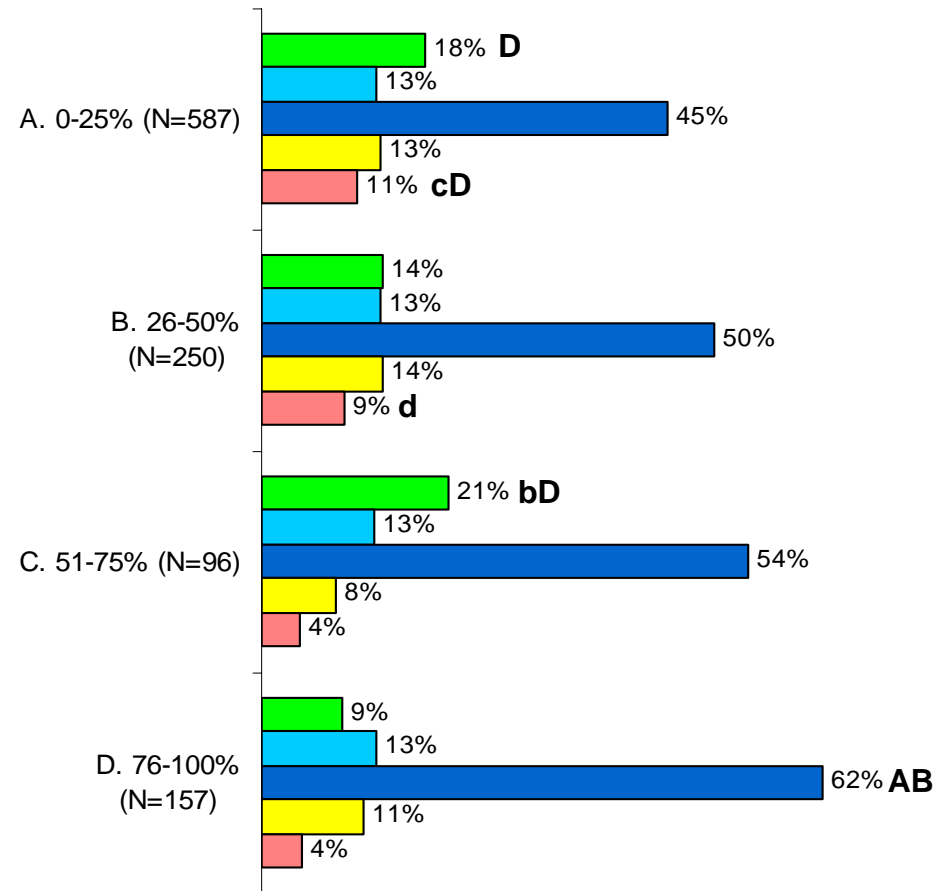
System Used for Existing Customer Mailings by Percentage of Budget Spent on Email

Email Marketing Budget
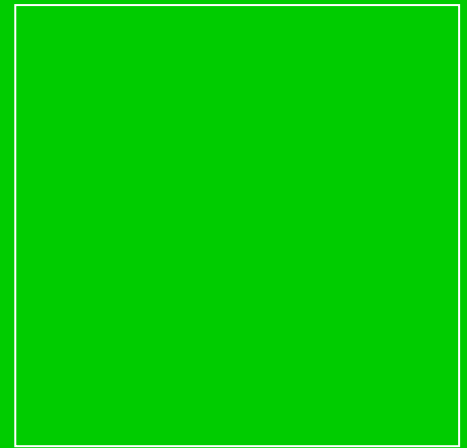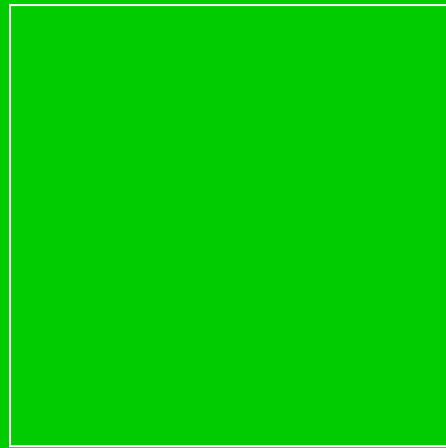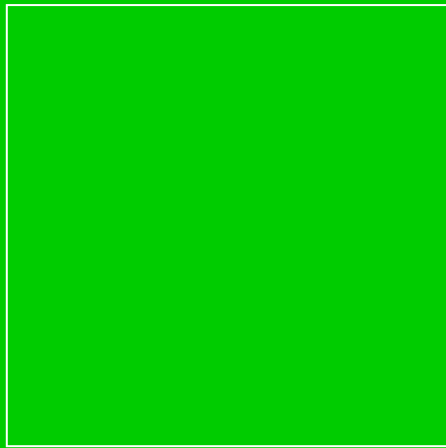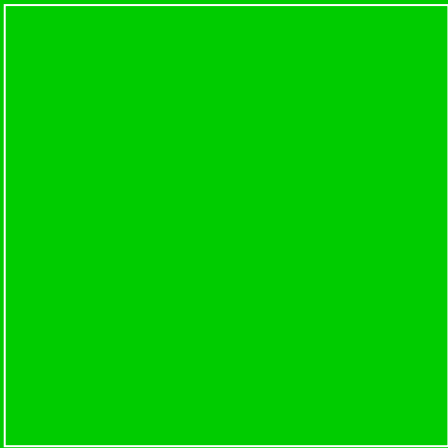
Spending on Email Marketing

On average, respondents say they spend 35.7% of their online budget on email marketing, with 44% spending less than 25% but more than 0.

Average - 35.7%

Percentage of Online Budget Spent on Email Marketing

Total = 1,042 Respondents

Spending on Email Marketing by Revenue Size

Respondents with higher revenues tend to spend a smaller proportion of their online budget on email marketing. Specifically, 63% of those with revenues greater than or equal to $100 million spend less than 25% of their resources on email marketing, compared with between 40-44% of those with lower revenues. In contrast, these smaller companies are more likely to devote anywhere from 50-100% of their budgets to email marketing.
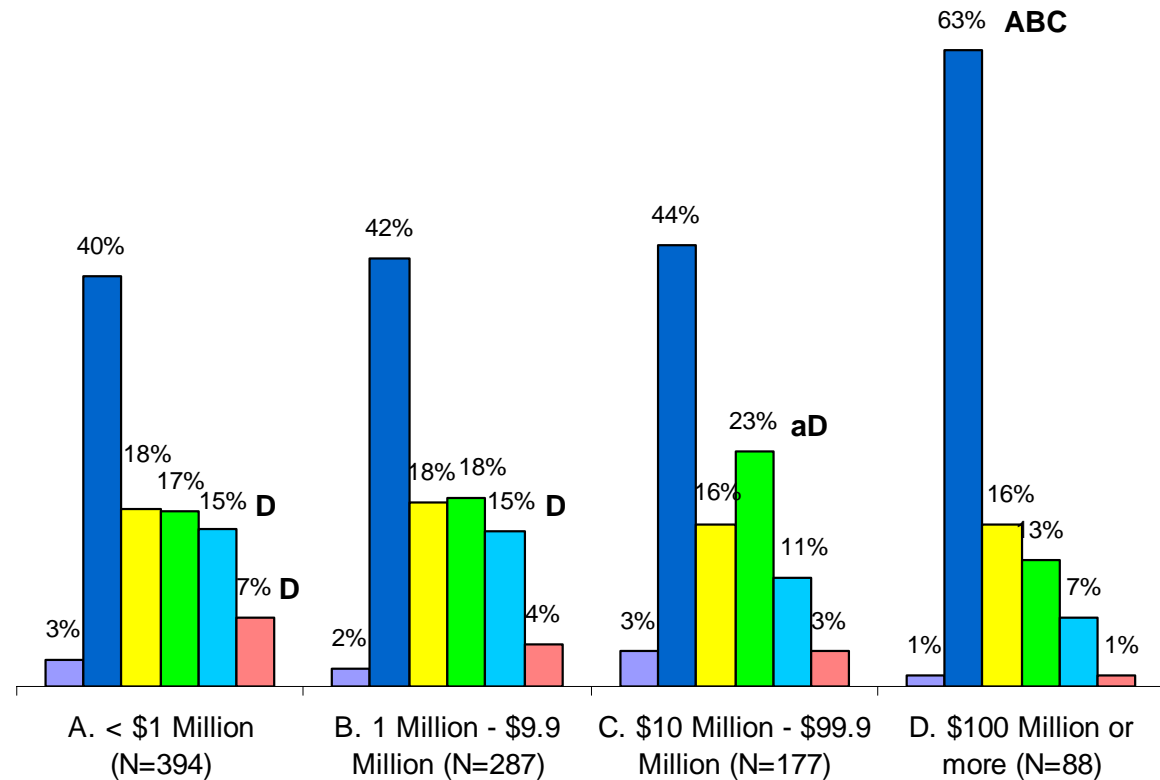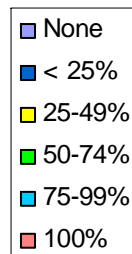
Legend:
- None
- < 25%
- 25-49%
- 50-74%
- 75-99%
- 100%

Percentage of Online Budget Spent on Email Marketing by Revenue Size

A. < $1 Million (N=394): None 3%, < 25% 40%, 25-49% 18%, 50-74% 17%, 75-99% 15% **D**, 100% 7% **D**

B. 1 Million - $9.9 Million (N=287): None 2%, < 25% 42%, 25-49% 18%, 50-74% 18%, 75-99% 15% **D**, 100% 4%

C. $10 Million - $99.9 Million (N=177): None 3%, < 25% 44%, 25-49% 16%, 50-74% 23% **aD**, 75-99% 11%, 100% 3%

D. $100 Million or more (N=88): None 1%, < 25% 63% **ABC**, 25-49% 16%, 50-74% 13%, 75-99% 7%, 100% 1%

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

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Average Spending on Email Marketing By Revenue Size

The average budget percentage devoted to email marketing is also significantly higher among those respondents with revenues of under $100 Million, compared with larger organizations.
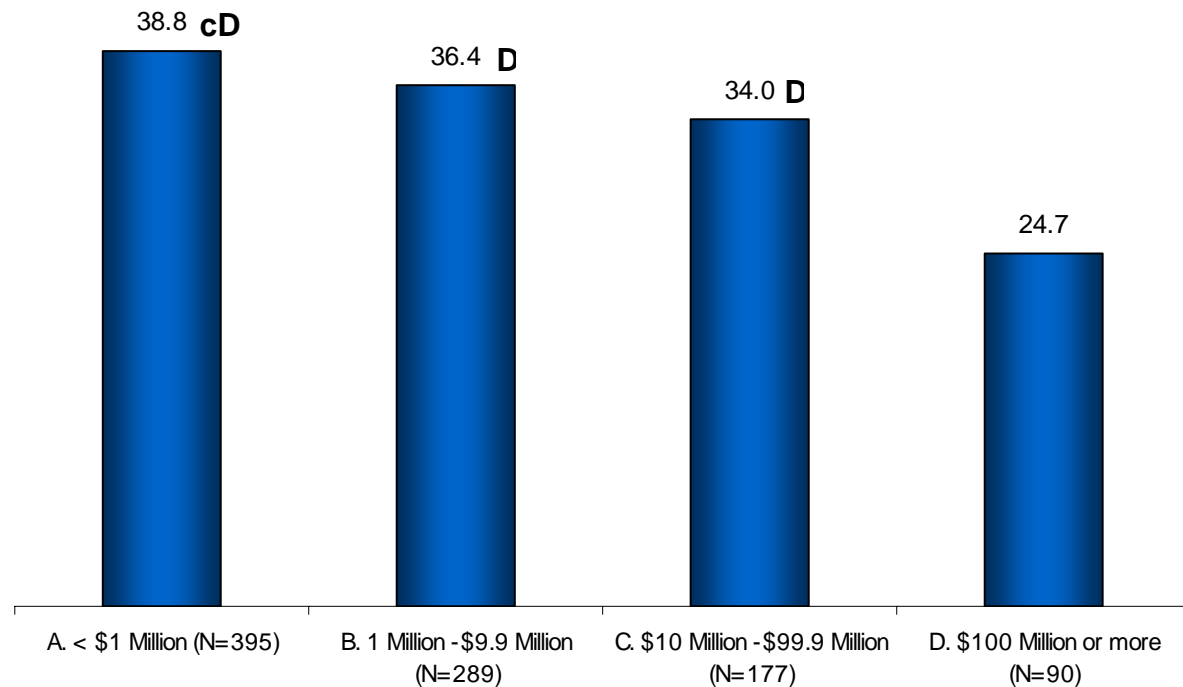
38.8 **cD** 36.4 **D** 34.0 **D** 24.7

A. < $1 Million (N=395)   B. 1 Million - $9.9 Million (N=289)   C. $10 Million - $99.9 Million (N=177)   D. $100 Million or more (N=90)

Average Online Budget Percentage Spent On Email Marketing by Revenue Size

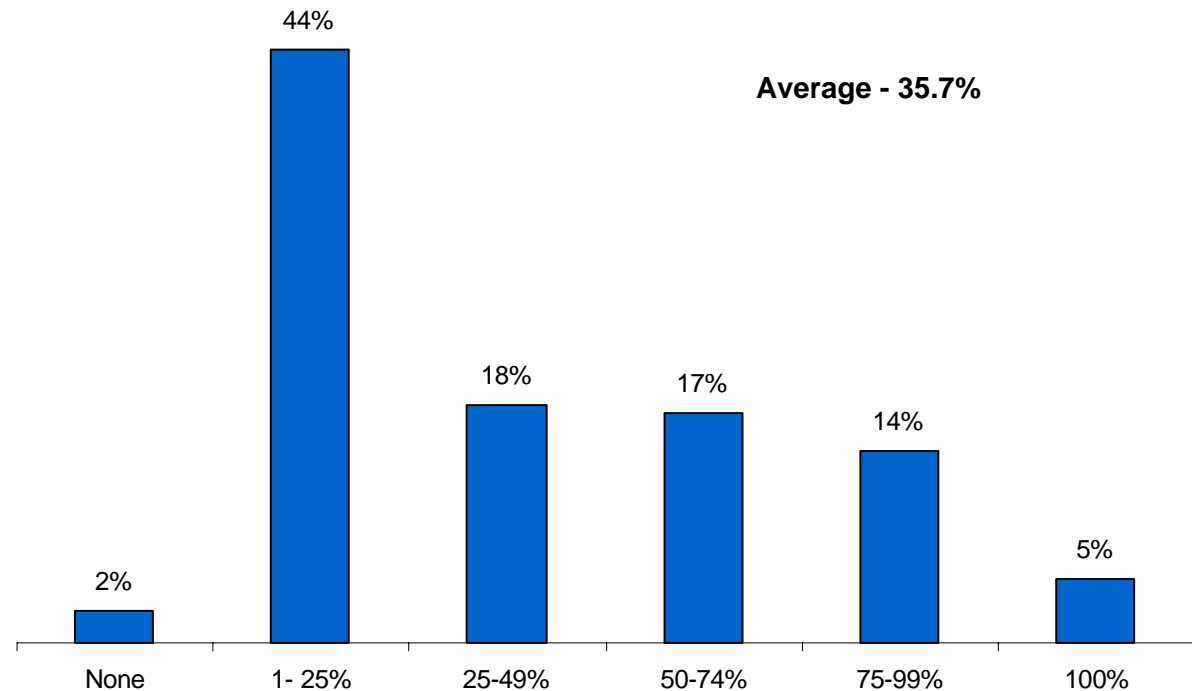*Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d*

Spending on Email Marketing by Budget Change

The percentage of online budget spent on Email Marketing does not vary significantly by any overall budget change that has occurred over the past two years, although it appears that the average proportion is slightly higher among those respondents who have experienced neither budget increase nor decline.

38.2

34.7

32.8

| A. Increased by 5% or more (N=579) | B. Decreased by 5% or more (N=109) | C. Stayed the same (N=359) |
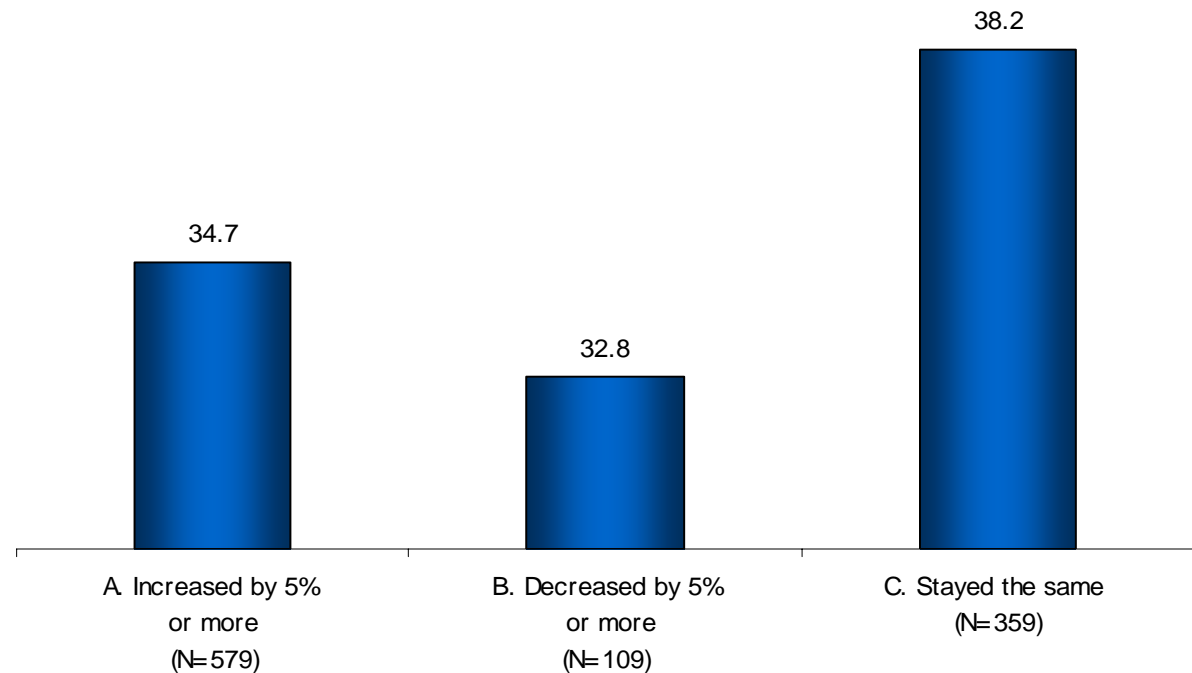
Average Online Budget Percentage Spent On Email Marketing by Budget Change Over Past 2 Years

Data statistically tested at the 95% level of confidence: A/B/C, 90% level of confidence: a/b/c

Spending on Email Marketing by Industry

Respondents who classify themselves as being in either Publishing/Media, Professional Services/Consulting, or Small Business General spend at least 40% of their online budget on email marketing, a higher proportion than those in other industries.
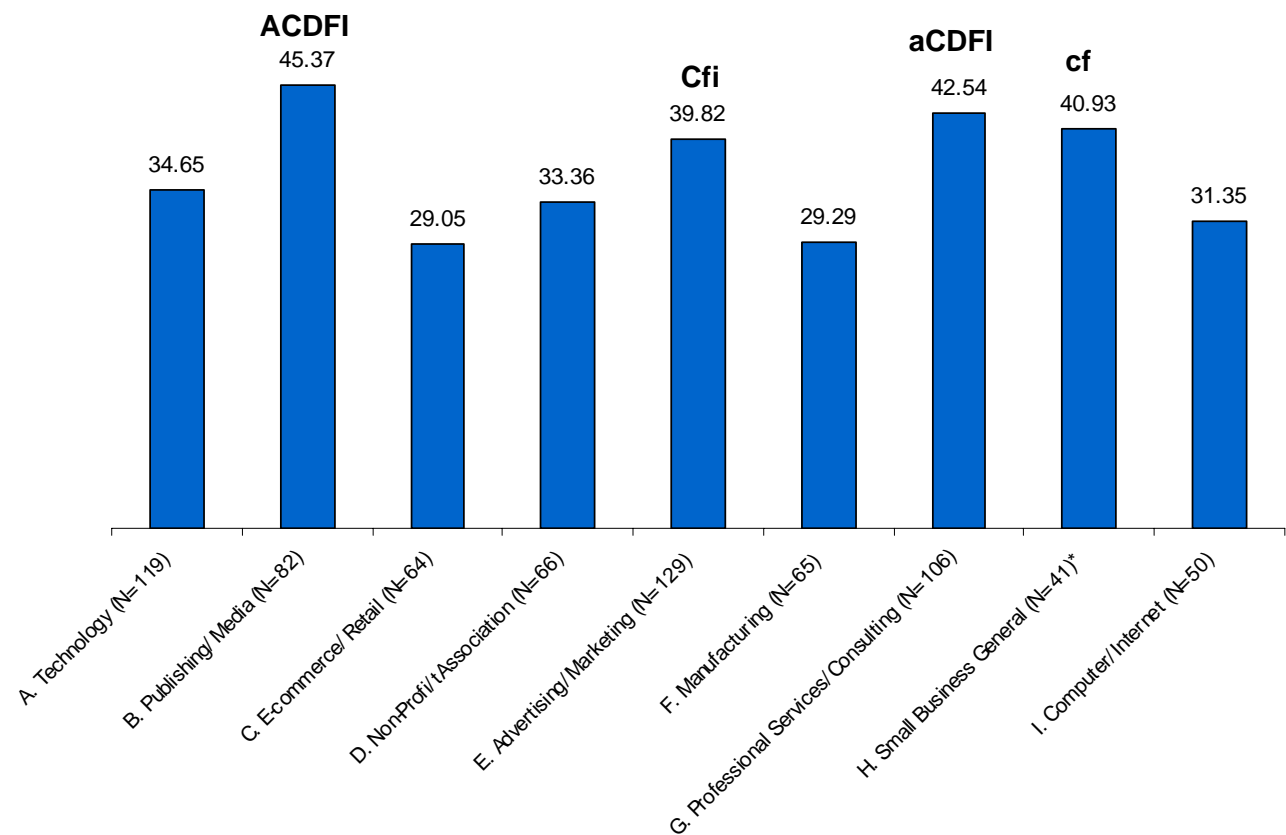
Average Online Budget Percentage Spent On Email Marketing by Industry

Industry	Value	Significance
A. Technology (N=119)	34.65	
B. Publishing/Media (N=82)	45.37	ACDFI
C. Ecommerce/Retail (N=64)	29.05	
D. NonProfit/Association (N=66)	33.36	
E. Advertising/Marketing (N=129)	39.82	Cfi
F. Manufacturing (N=65)	29.29	
G. Professional Services/Consulting (N=106)	42.54	aCDFI
H. Small Business General (N=41)*	40.93	cf
I. Computer/Internet (N=50)	31.35	

Data statistically tested at the 95% level of confidence: A/B/C/D/E/F/G/H/I, 90% level of confidence: a/b/c/d/e/f/g/h/i
*CAUTION: Small sample size

Staffing for Email Marketing

Respondents are about equally likely to say that they staff their email marketing efforts with 1, 2 or more individuals employed part-time (43%) as they are to dedicate 1-3 full-timers (43%).

No one	5%
1 part-time	21%
2 or more part-time	22%
1 full-time	23%
2-3 full-time	20%
4-5 full-time	4%
6-7 full-time	1%
8-10 fill-time	1%
More than 10 full-time	2%
Don't Know	1%
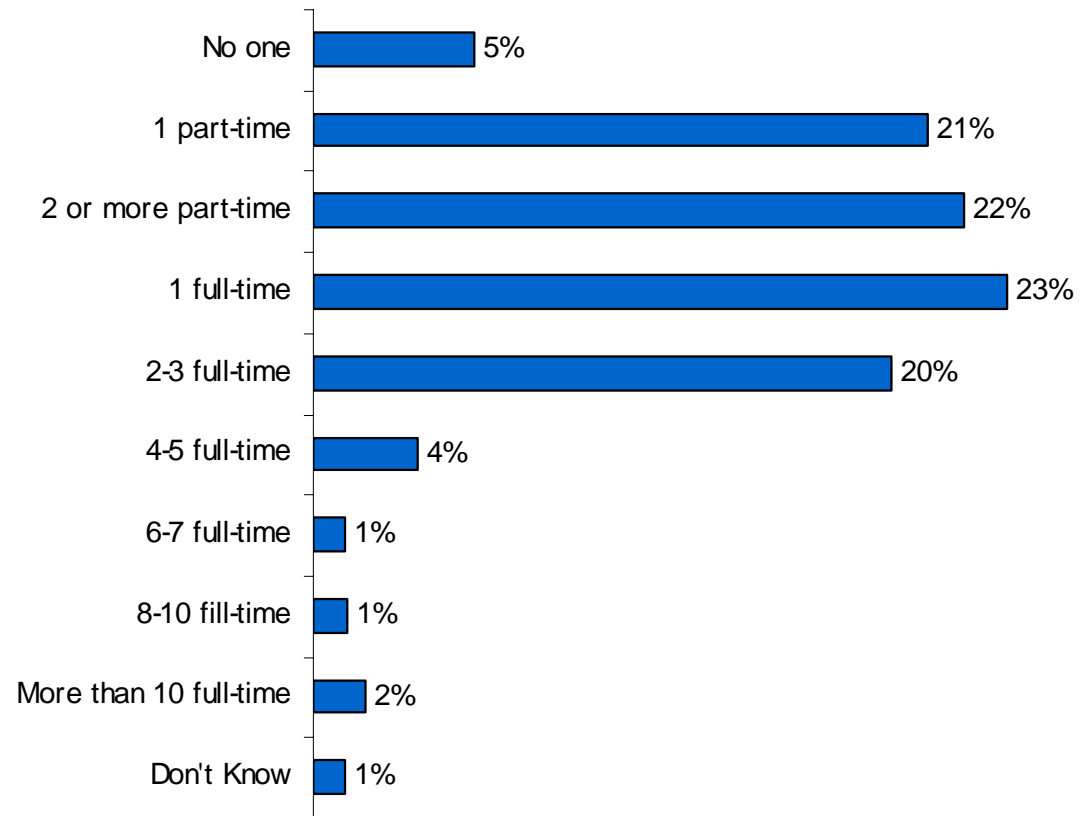
Total Respondents - Composition of Staffing for Email Marketing

Total = 1,124 Respondents

Staffing for Email Marketing by Revenue Size

Respondents from organizations with revenues of less than $1 Million are most likely to have 1 part-time individual dedicated to coordinating, managing and overseeing their email marketing efforts. Larger companies are significantly more likely to staff with either full-time employees, or additional part-time staff.

Legend:
- No one
- 1 part-time
- 2 or more part-time
- 1 full-time
- 2-3 full-time
- 4-5 full-time
- 6-7 full-time
- 8-10 full-time
- More than 10 full-time
- Don't Know

A. < $1 Million (N=395)
- No one: 8% B
- 1 part-time: 35% BCD
- 2 or more part-time: 21%
- 1 full-time: 22%
- 2-3 full-time: 13%
- 4-5 full-time: 1%
- 6-7 full-time: 0%
- 8-10 full-time: 0%
- More than 10 full-time: 0%
- Don't Know: 0%

B. 1 Million - $9.9 Million (N=289)
- No one: 3%
- 1 part-time: 15% cd
- 2 or more part-time: 22%
- 1 full-time: 28% AD
- 2-3 full-time: 24% A
- 4-5 full-time: 4% A / a
- 6-7 full-time: 1%
- 8-10 full-time: 1%
- More than 10 full-time: 1%
- Don't Know: 0%

C. $10 Million - $99.9 Million (N=177)
- No one: 4%
- 1 part-time: 9%
- 2 or more part-time: 24%
- 1 full-time: 23%
- 2-3 full-time: 28% A
- 4-5 full-time: 5% A / a
- 6-7 full-time: 1%
- 8-10 full-time: 2% A
- More than 10 full-time: 4% AB
- Don't Know: 1%

D. $100 Million or more (N=90)
- No one: 6%
- 1 part-time: 8%
- 2 or more part-time: 21%
- 1 full-time: 17%
- 2-3 full-time: 19%
- 4-5 full-time: 8% A
- 6-7 full-time: 4% Ab
- 8-10 full-time: 4% Ab
- More than 10 full-time: 8% AB
- Don't Know: 6% ABC

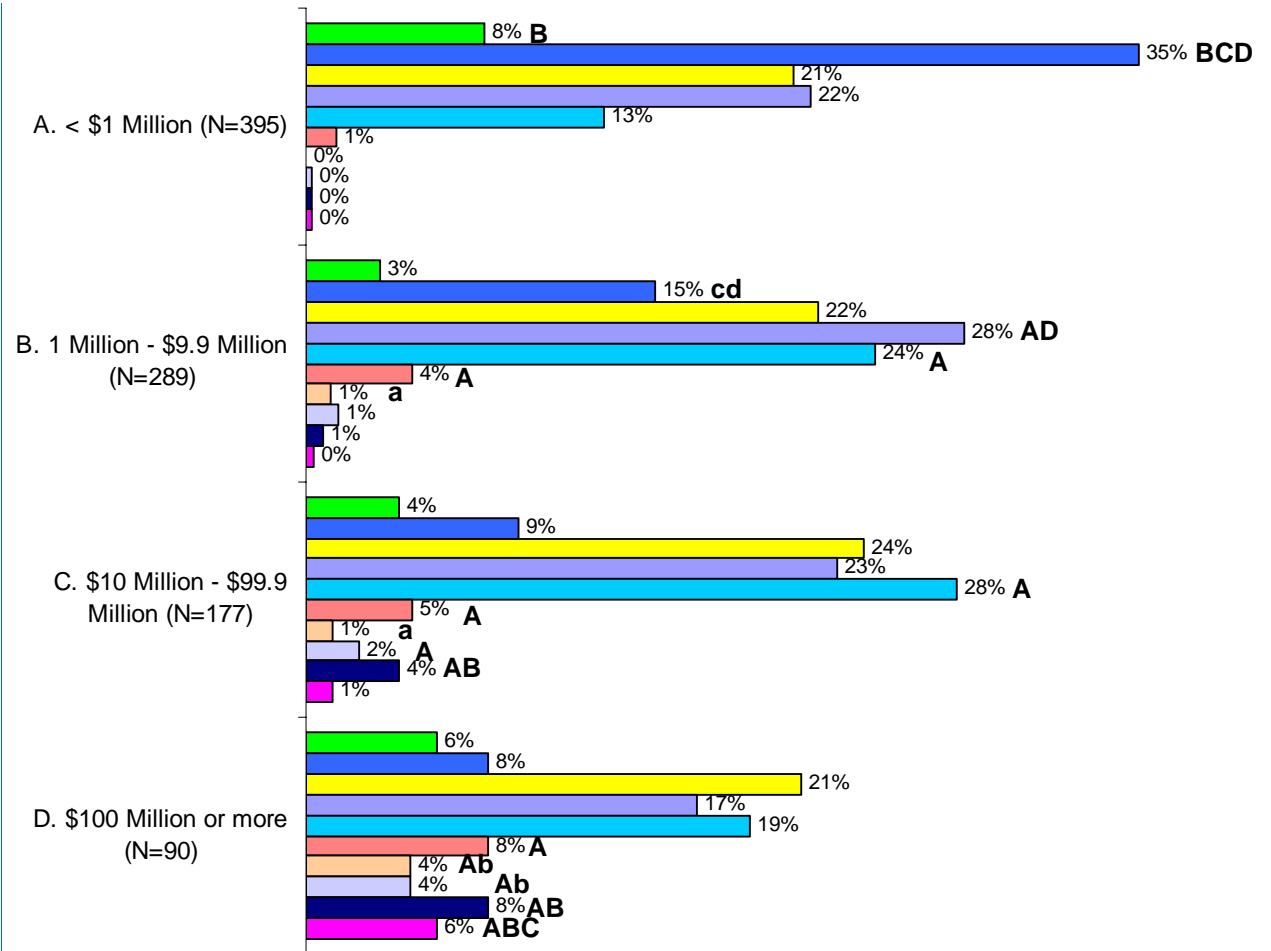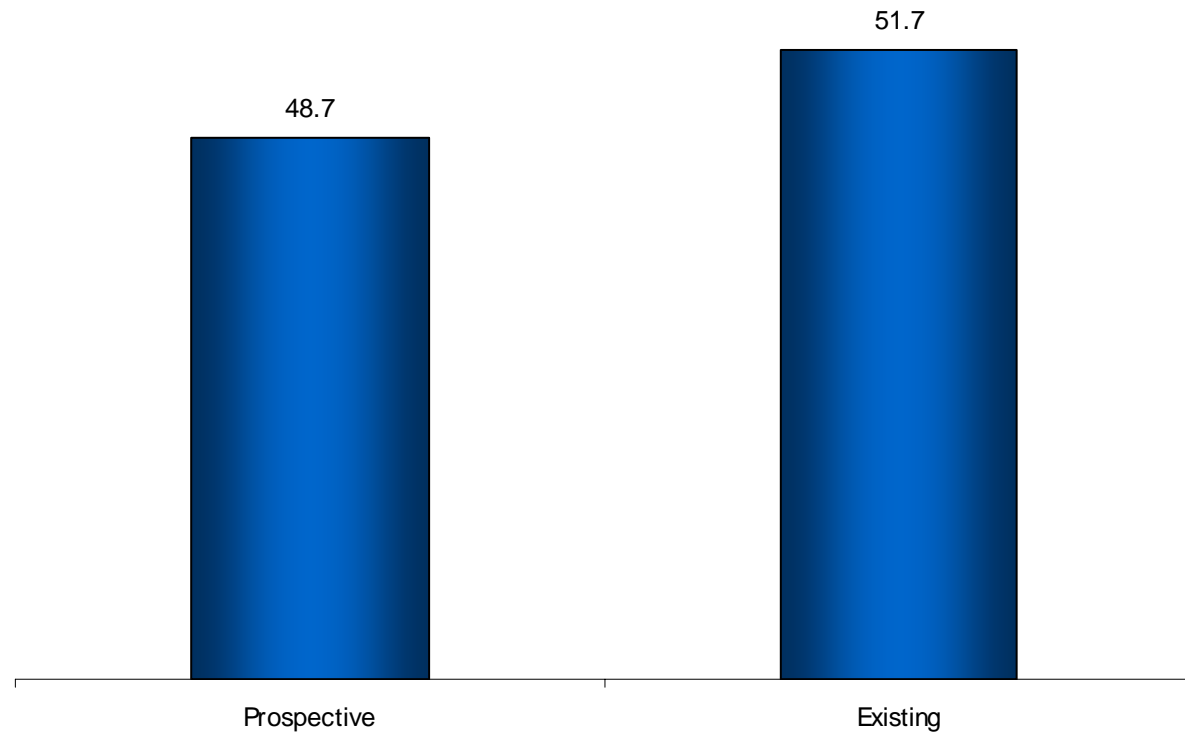**Composition of Staffing For Email Marketing by Revenue Size**

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

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Budget Split Between Mailing to Existing and Prospective Customers

Among those who conduct campaigns to both prospective and existing customers, a slightly greater proportion of the budget is dedicated to existing customers (51.7% versus 48.7%).
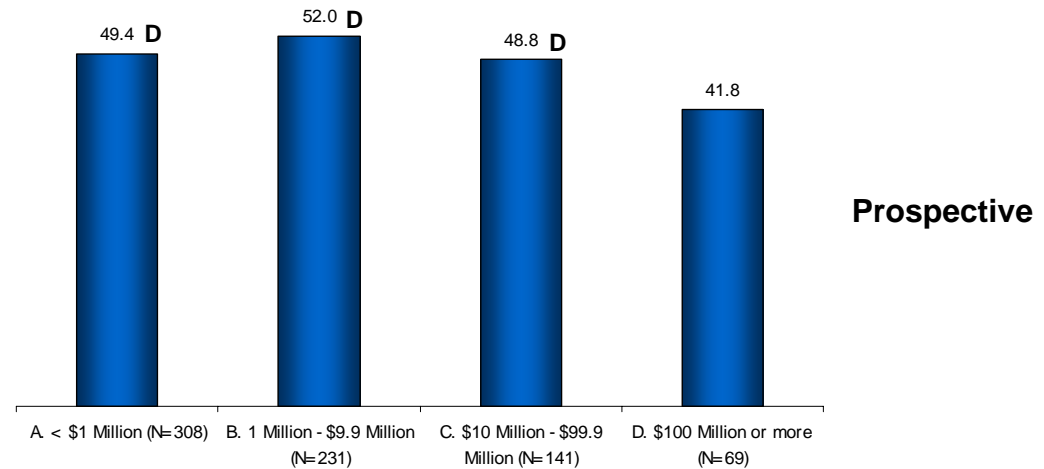
48.7   51.7

Prospective   Existing

Total Respondents - Percentage of Budget Split Between Existing and Prospective Customer Mailings
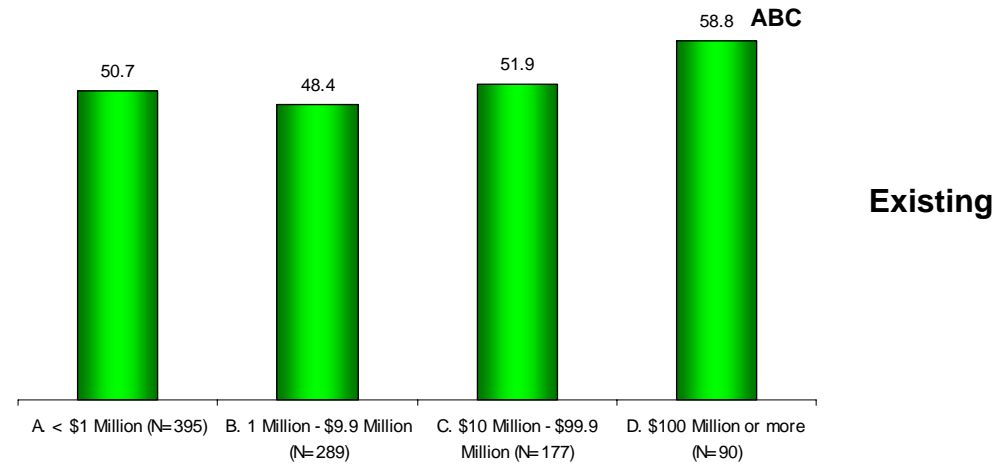
Total = 877 Respondents

Budget Split Between Mailing to Existing and Prospective Customers

On average, respondents from organizations with $100 Million or more in revenues devote a significantly greater percentage of their email budget to existing customers than other respondents.

49.4 **D**   52.0 **D**   48.8 **D**   41.8

Prospective

| A. < $1 Million (N=308) | B. 1 Million - $9.9 Million (N=231) | C. $10 Million - $99.9 Million (N=141) | D. $100 Million or more (N=69) |

Percentage of Budget Split Between Existing and Prospective Customer Mailings – by Revenue Size

50.7   48.4   51.9   58.8 **ABC**

Existing

| A. < $1 Million (N=395) | B. 1 Million - $9.9 Million (N=289) | C. $10 Million - $99.9 Million (N=177) | D. $100 Million or more (N=90) |

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d
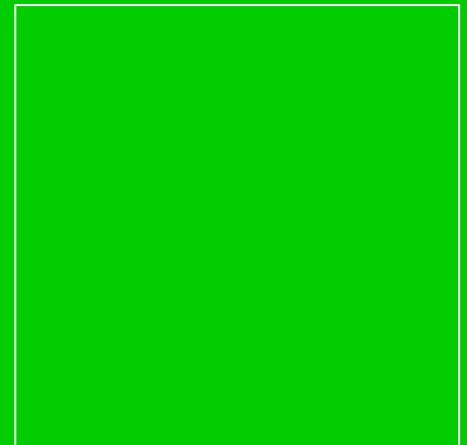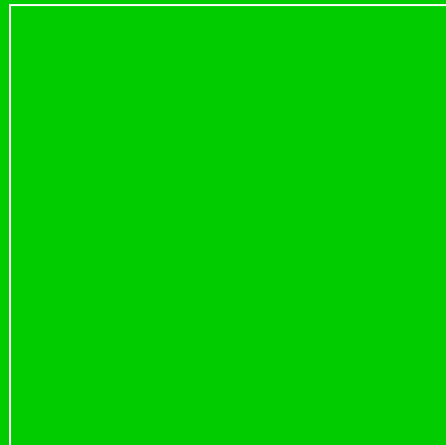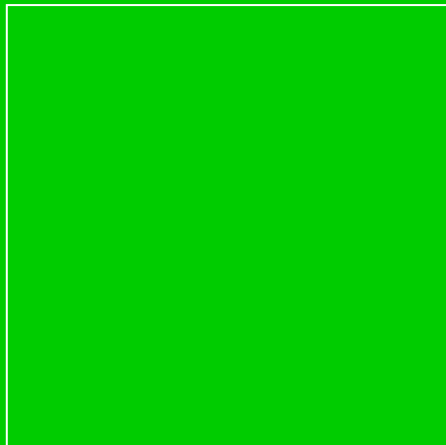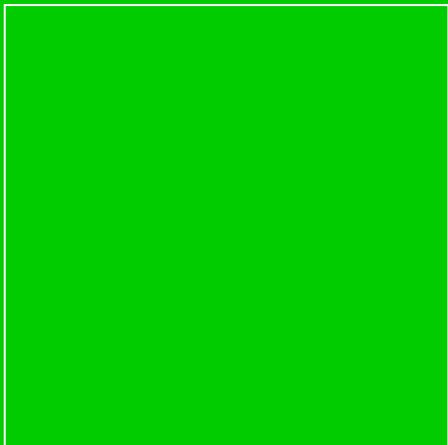
Cost Per Thousand Names – Prospective versus Existing

Respondents who mail to prospective customers incur a cost of $244.69 per thousand names. Those who mail to existing customers incur a cost of $183.66 per thousand names.
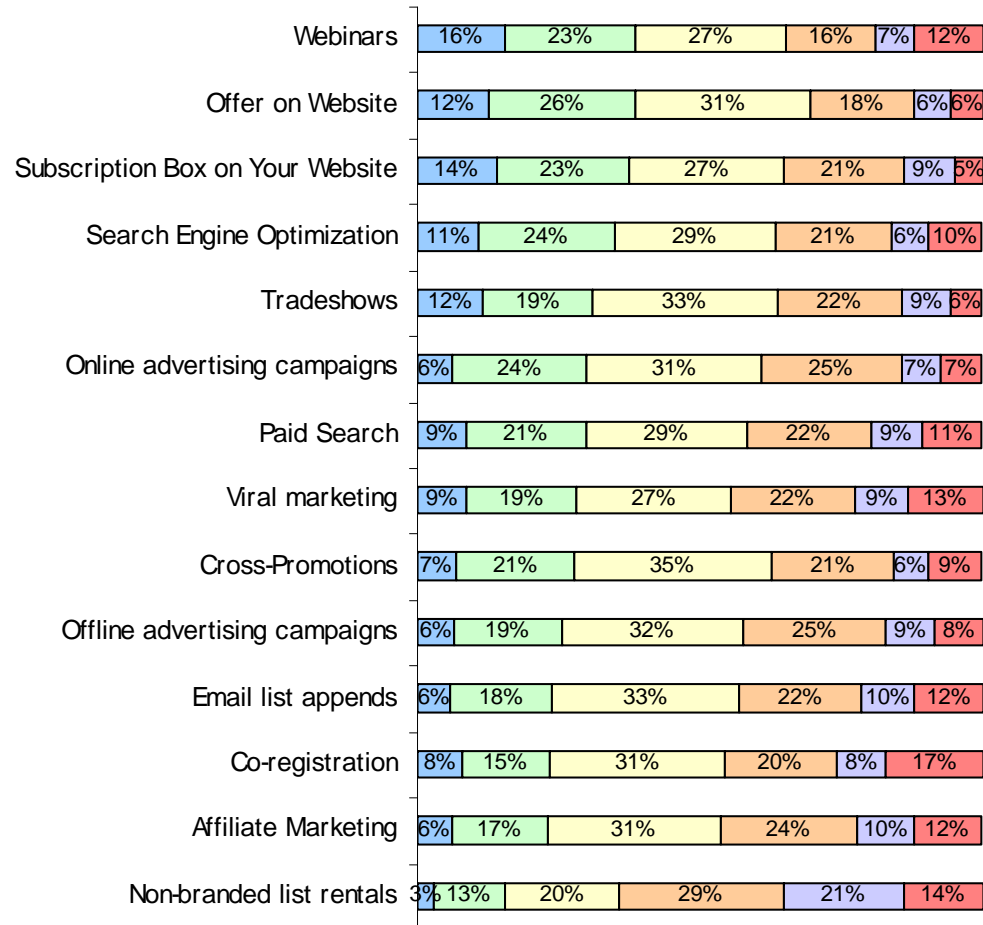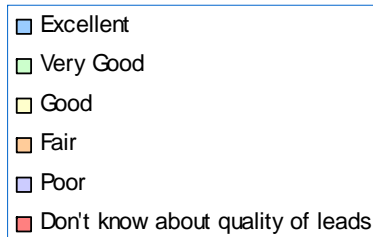

$244.69

$183.66

Prospective
(N= 891)

Existing
(N= 1068)
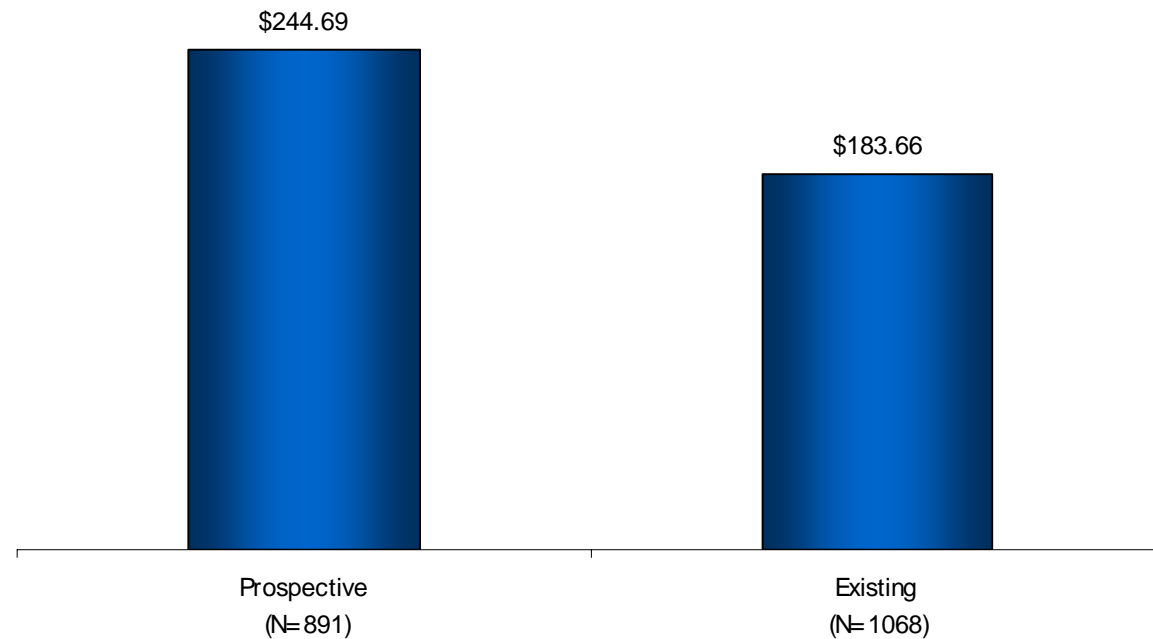
Total Respondents - Cost Per Thousand Names

Usage of Lead Generation

Quality of Leads

At the top two box level ("Excellent" and "Very Good"), respondents give top ratings to *webinars* (39%), *offer on website* (38%) and *subscription box on your website* (37%) for quality of leads generated for organizational email marketing campaigns. These tactics are followed closely by *search engine optimization* (35%) and *tradeshows* (31%).

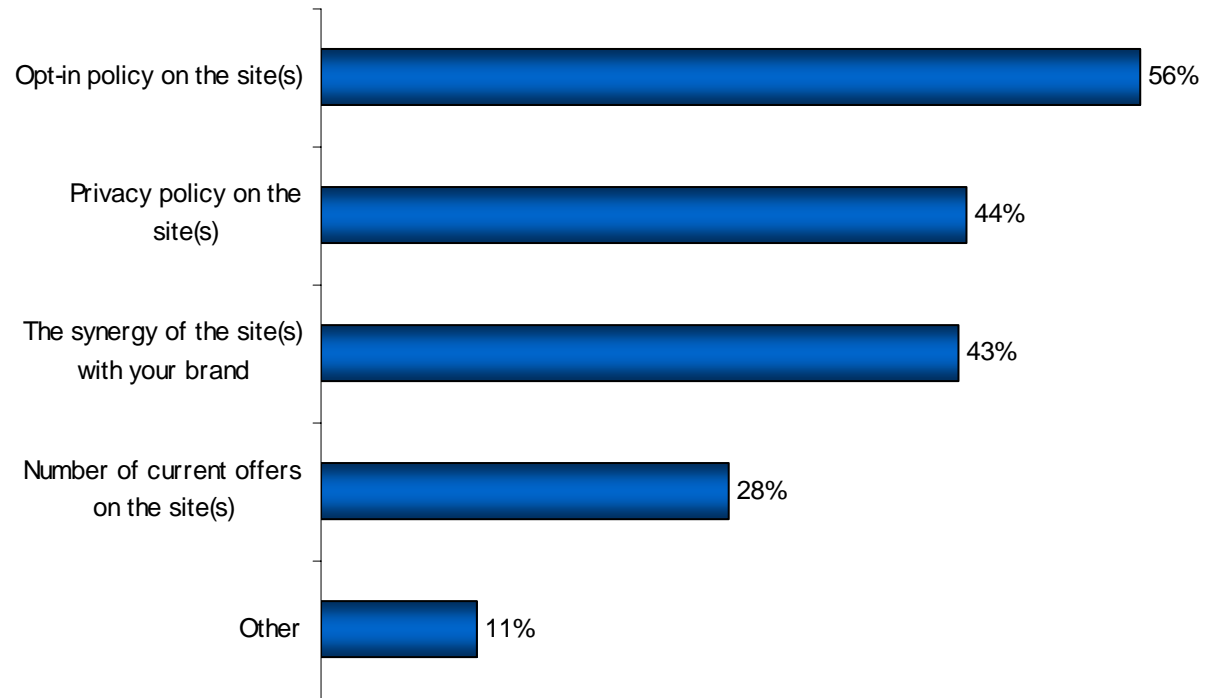|	Excellent	Very Good	Good	Fair	Poor	Don't know about quality of leads
Webinars	16%	23%	27%	16%	7%	12%
Offer on Website	12%	26%	31%	18%	6%	6%
Subscription Box on Your Website	14%	23%	27%	21%	9%	5%
Search Engine Optimization	11%	24%	29%	21%	6%	10%
Tradeshows	12%	19%	33%	22%	9%	6%
Online advertising campaigns	6%	24%	31%	25%	7%	7%
Paid Search	9%	21%	29%	22%	9%	11%
Viral marketing	9%	19%	27%	22%	9%	13%
Cross-Promotions	7%	21%	35%	21%	6%	9%
Offline advertising campaigns	6%	19%	32%	25%	9%	8%
Email list appends	6%	18%	33%	22%	10%	12%
Co-registration	8%	15%	31%	20%	8%	17%
Affiliate Marketing	6%	17%	31%	24%	10%	12%
Non-branded list rentals	3%	13%	20%	29%	21%	14%

Total Respondents - Quality of Leads by Tactic

Total Respondents – varies by tactic

Co-Registration – Site Monitoring

Respondents who use co-registration are most likely to check or monitor the sites used for their *opt-in policies* (56%), followed by their *privacy policies* (44%), and the *synergy of the site with their brand* (43%). A much smaller proportion monitors these sites for the *number of current offers* (28%).

|	
Opt-in policy on the site(s)	56%
Privacy policy on the site(s)	44%
The synergy of the site(s) with your brand	43%
Number of current offers on the site(s)	28%
Other	11%

Total Respondents - Sites Used for Co-Registration: Checking/Monitoring

Total = 499 Respondents

Co-Registration – Use of Autoresponder

Half of those respondents who indicate that they use co-registration use an autoresponder mechanism for names gathered through this tactic, such as welcome messages, while 30% do not.

Dont know/Not sure, 19%

Yes, 50%

No, 30%
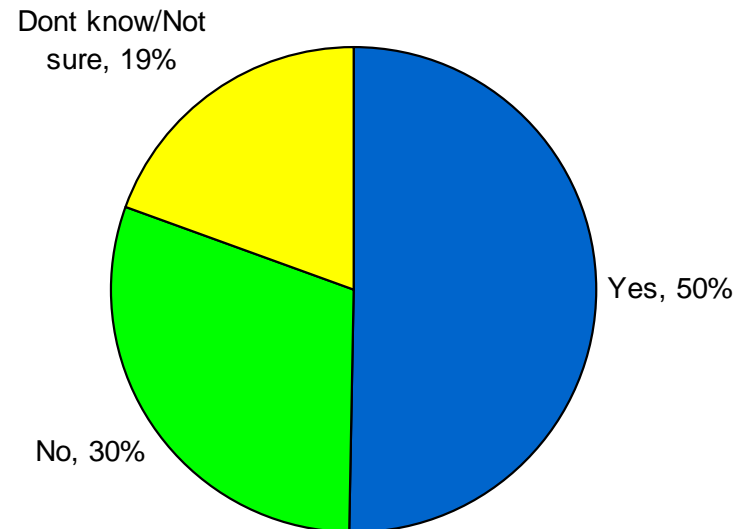
Total Respondents - Use of Autoresponder for Names Gathered Through Co-Registration

Total = 499 Respondents

Co-Registration – Database

33% of respondents using co-registration separate the names they gather in a different database, while 33% maintain them in the same database.
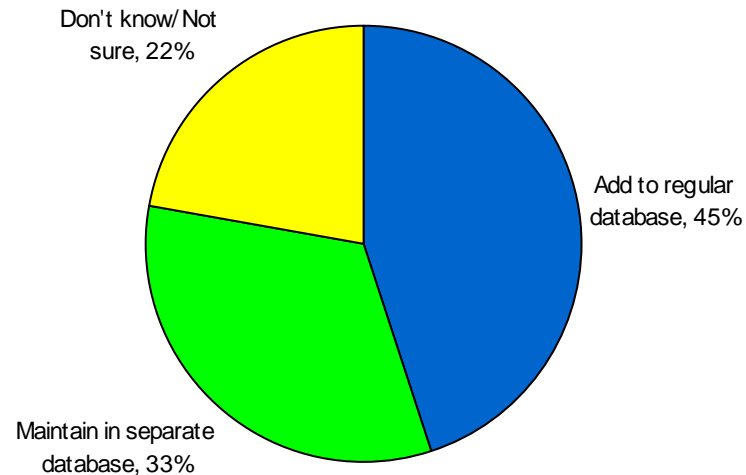
Don't know/Not sure, 22%

Add to regular database, 45%

Maintain in separate database, 33%

Total Respondents - Database Placement of Names Gathered Through Co-Registration

Total = 499 Respondents

Co-Registration – Treatment

79% of respondents who maintain co-registered names separately from other names treat them differently, most often in terms of segmentation (61%) or tracking (43%).

Total Respondents - Percentage Treating Co-Registered Names Differently

Don't treat co-reg differently, 21%

Treat co-reg differently, 79%

Segmenting	61%
Tracking	43%
Email frequency	33%
Email content	29%
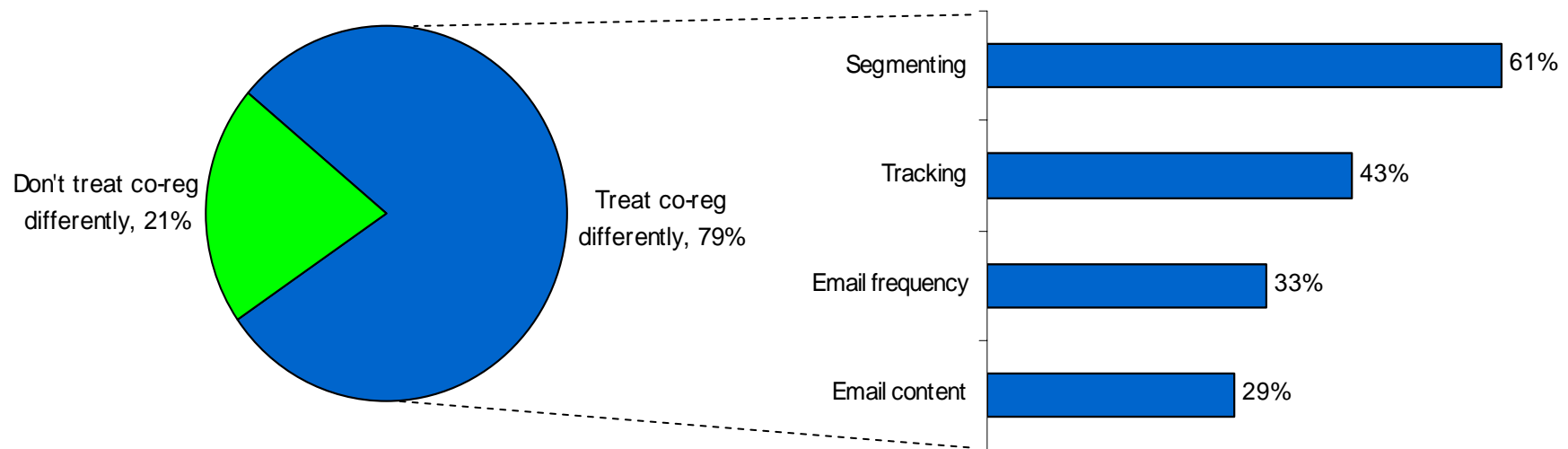
Total = 163 Respondents

Co-Registration – Measurement

63% of respondents who maintain co-registered names separately also measure them separately, particularly in terms of clickthrough rate (71%).

Total Respondents - Percentage Measuring Co-Registered Names Separately

Co-reg - don't measure names differently, 37%

Co-reg - measure differently, 63%

Clickthrough rate — 71%

Open rate — 52%

Time to convert — 40%
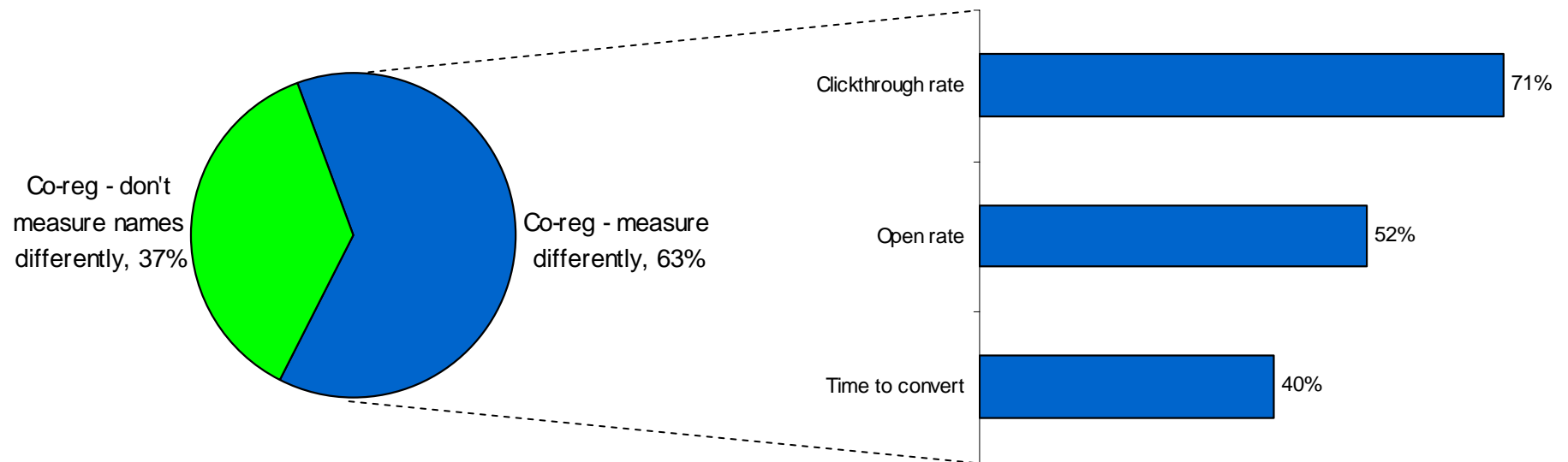
Total = 163 Respondents

Email Appends – Database

26% of those respondents who use email appends maintain them in a list separate from other names.

Don't know/Not sure, 27%

Add to regular database, 47%

Maintain in separate database, 26%
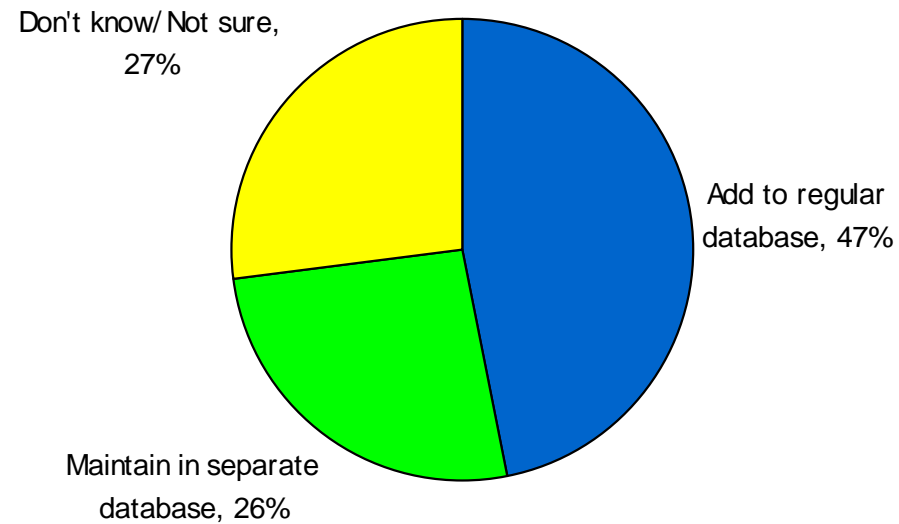
Total Respondents - Database Placement of Names Gathered Through Email Appends

Total = 659 Respondents

Email Appends – Treatment

72% of respondents who maintain email append names separately treat these names separately, most often in terms of segmentation (56%), followed by email content (46%) and tracking (45%).

Total Respondents - Percentage Treating Email Names Differently

Don't treat email appends differently, 28%

Email append treat differently, 72%

Segmenting 56%

Email content 46%

Tracking 45%

Email frequency 38%
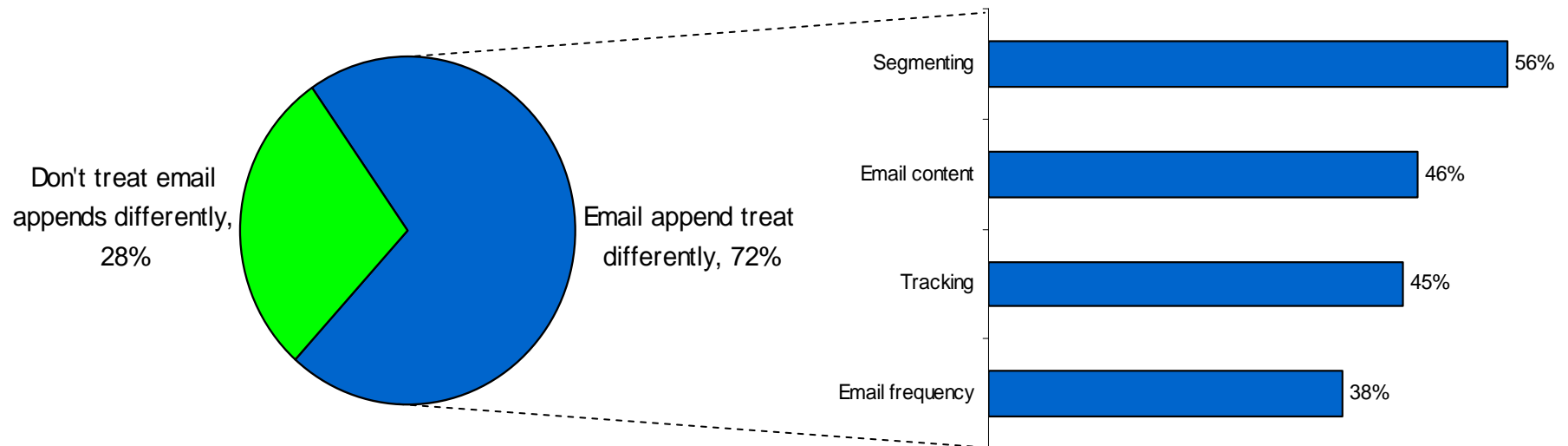
Total = 172 Respondents

Email Appends – Measurement

56% of respondents who segregate email append names measure them separately, most often by clickthrough rate (66%).

Total Respondents - Percentage Measuring Email Append Names Separately

Don't measure email appends separately, 44%

Measure email appends separately, 56%

Clickthrough rate	66%
Open rate	48%
Time to convert	47%
Other	2%
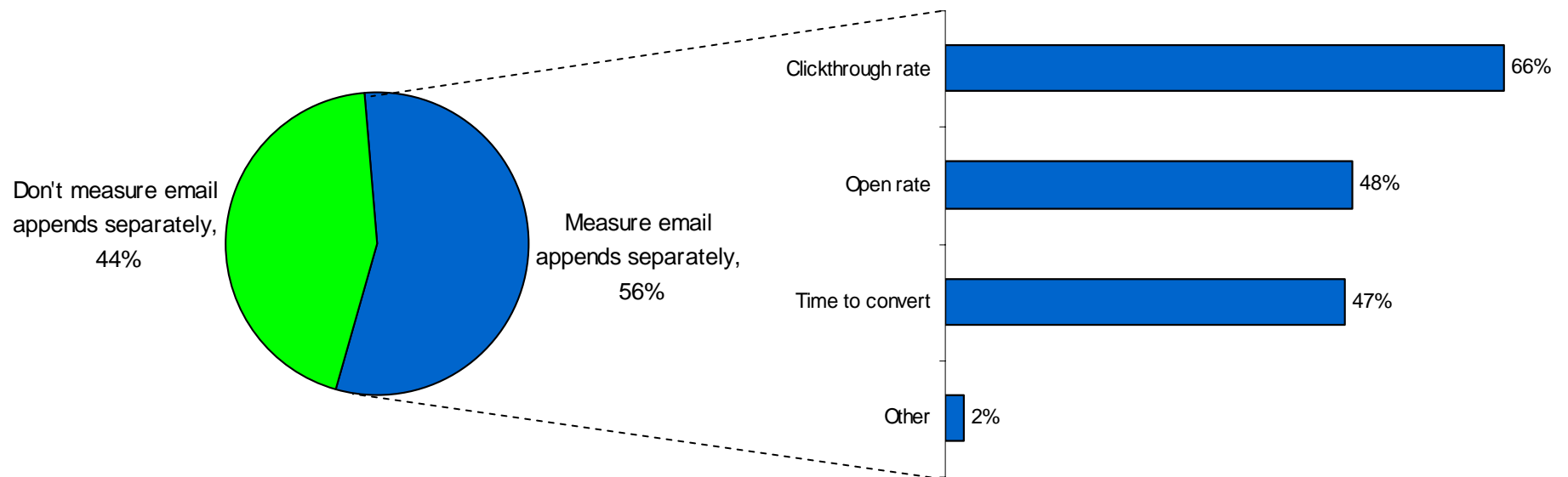
Total = 172 Respondents

Affiliate Marketing – Database

27% of respondents who use affiliate marketing separate names captured through this method in a database separate from others.

Add to regular database, 49%

Maintain in separate database, 27%

Don't know/Not sure, 24%
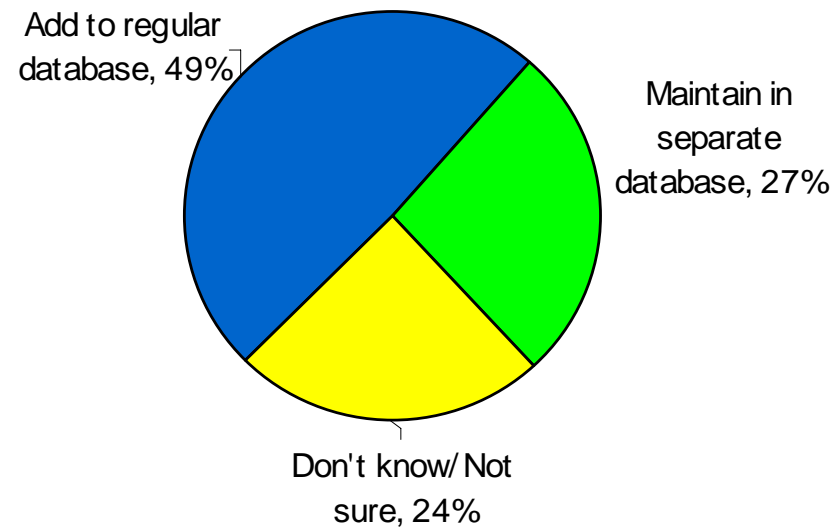
Total Respondents - Database Placement of Names Gathered Through Affiliate Marketing

Total = 574 Respondents

Affiliate Marketing – Database

Respondents from smaller organizations (<$10 Million in revenues) are significantly more likely than others to keep names gathered by affiliate marketing in the same database as other names they've captured.
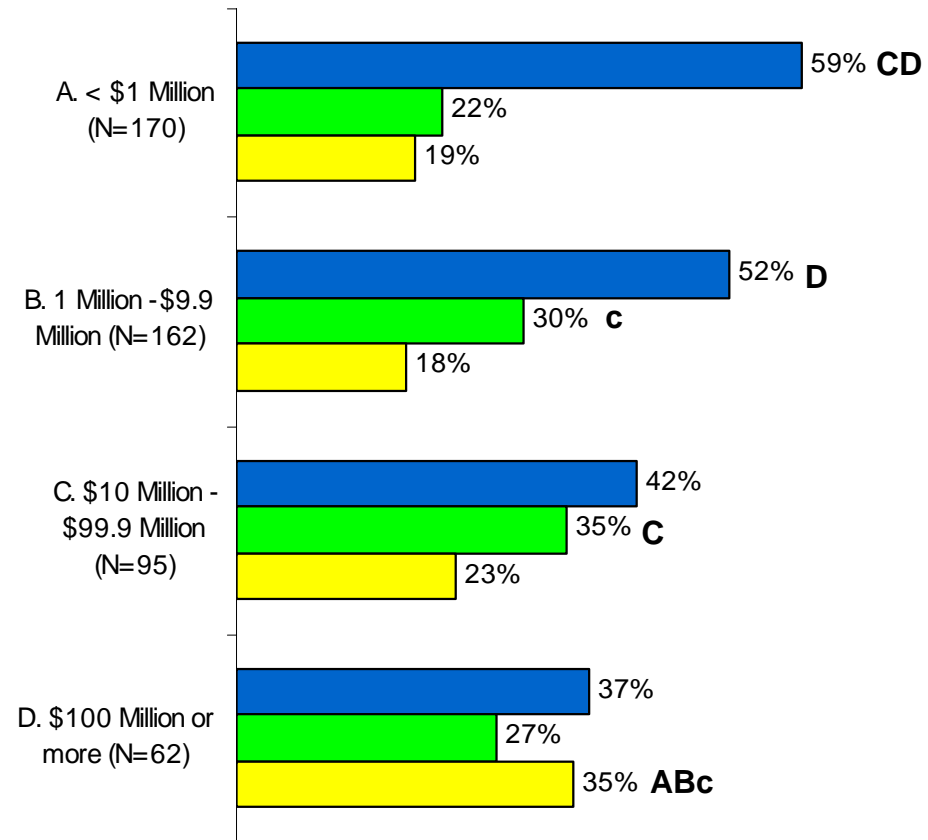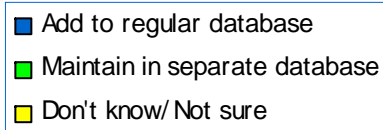
Legend:
- ■ Add to regular database
- ■ Maintain in separate database
- ■ Don't know/Not sure

A. < $1 Million (N=170)
- 59% **CD**
- 22%
- 19%

B. 1 Million - $9.9 Million (N=162)
- 52% **D**
- 30% **c**
- 18%

C. $10 Million - $99.9 Million (N=95)
- 42%
- 35% **C**
- 23%

D. $100 Million or more (N=62)
- 37%
- 27%
- 35% **ABc**

Database Placement of Names Gathered Through Affiliate Marketing – by Revenue Size

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Affiliate Marketing – Treatment

79% of respondents who separate names gathered through affiliate marketing treat them differently, with roughly the same proportions doing so by email frequency (47%), segmentation (46%), tracking (45%), or email content (44%).

Total Respondents - Percentage Treating Affiliate Marketing Names Differently

Don't treat affiliate marketing names differently, 21%

Treat affiliate marketing names differently, 79%

Email frequency	47%
Segmenting	46%
Tracking	45%
Email content	44%
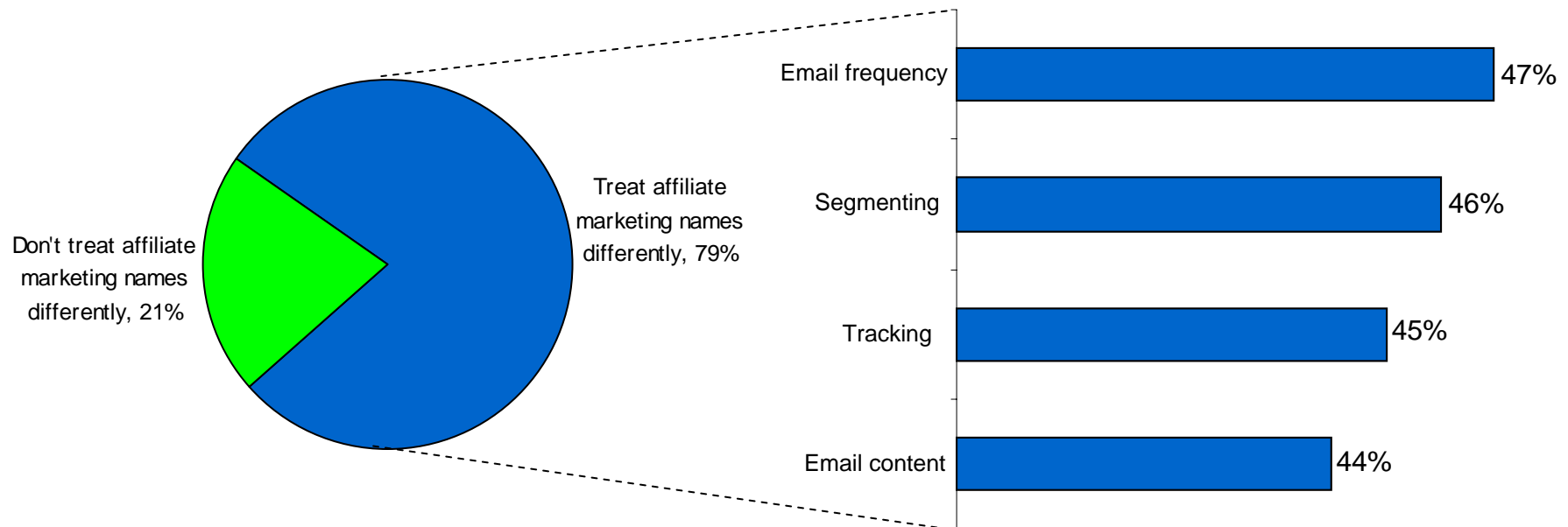
Total = 154 Respondents

Affiliate Marketing – Measurement

65% of respondents who maintain affiliate marketing names separately assign measurements separately from other names, most often in terms of clickthrough rate (58%) or open rate (56%).

Total Respondents - Percentage Measuring Email Affiliate Marketing Names Separately

Don't measure affiliate marketing names separately, 35%

Measure affiliate marketing names separately, 65%

Clickthrough rate 58%

Open rate 56%

Time to convert 41%

Other 4%
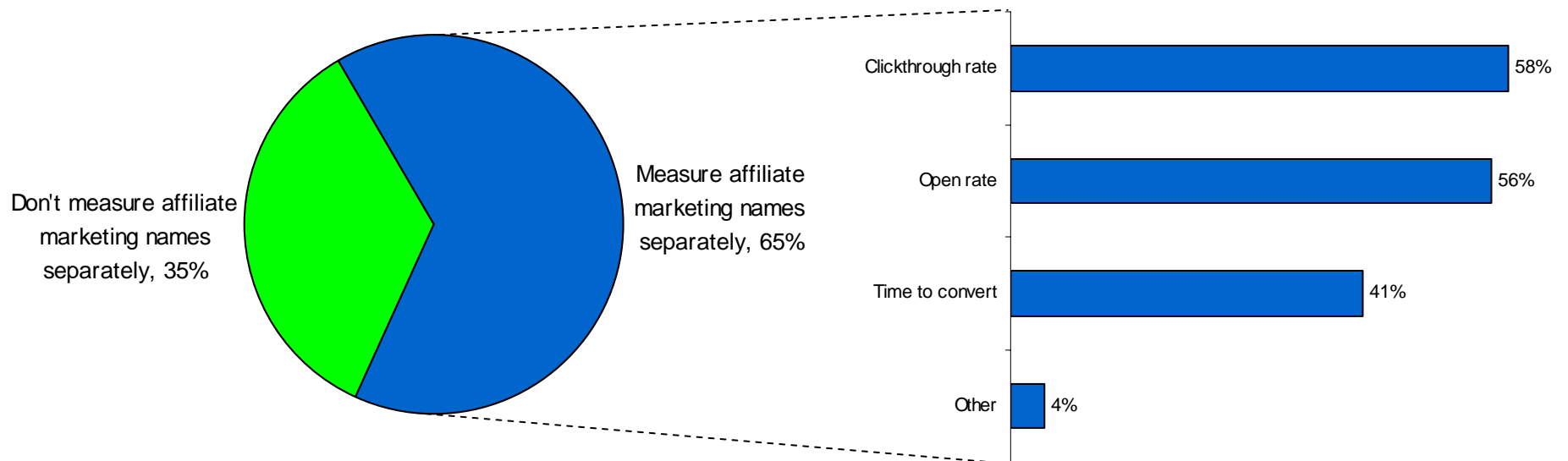
Total = 154 Respondents

Monitoring Deliverability/Relationship
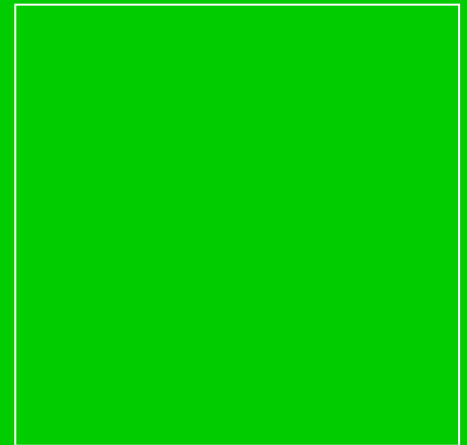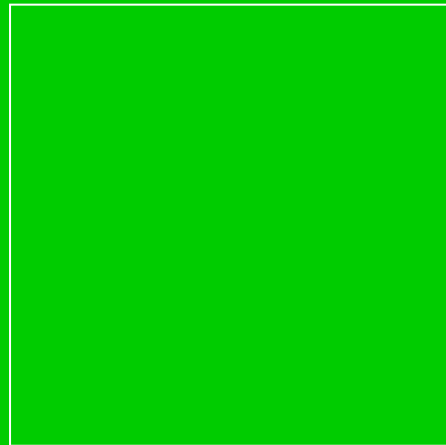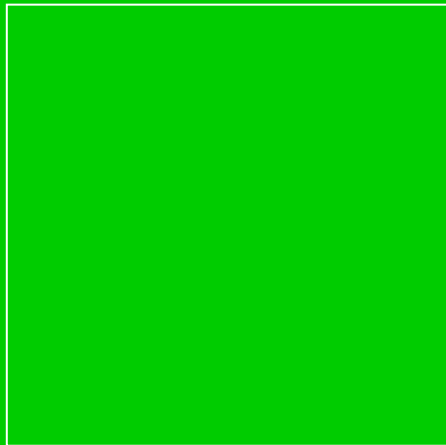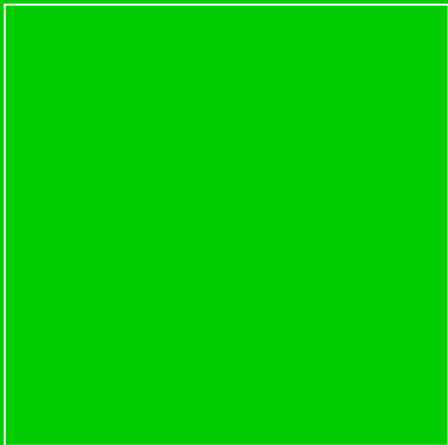
Establishment of "Feedback Loop"

22% of respondents have established a "feedback loop", in which they are notified of spam complaints. The email clients with which this loop has been established most frequently are AOL (48%) and Hotmail (47%), followed by MSN (39%).

Total Respondents - Percentage Establishing a Feedback Loop

Have not established feedback loop, 78%

Established feedback loop, 22%

AOL	48%
Hotmail	47%
MSN	39%
Juno	17%
Netzero	16%
Outblaze	10%
Other/Don't know which	38%
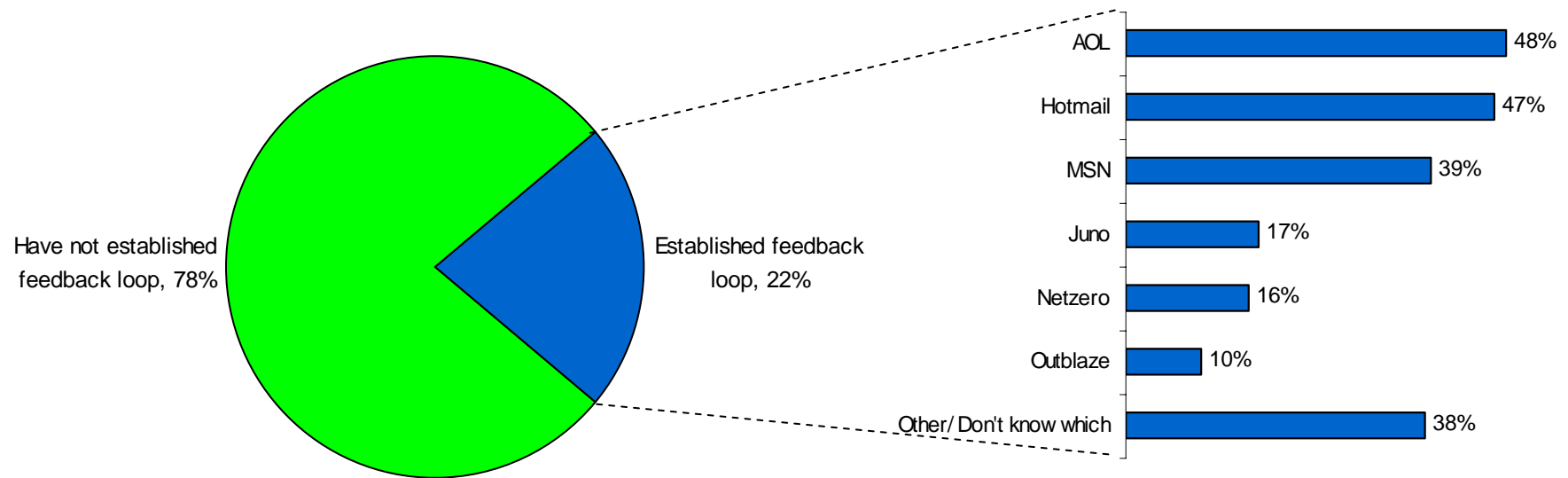
Total = 1,179 Respondents

Establishment of "Feedback Loop" By Revenue Size

Respondents from the largest organizations ($100 Million or more in revenues) are significantly more likely than others to have established this feedback loop.

A. < $1 Million (N=373) — 19%

B. 1 Million - $9.9 Million (N=312) — 23%

C. $10 Million - $99.9 Million (N=185) — 22%

D. $100 Million or more (N=111) — 35% **ABC**
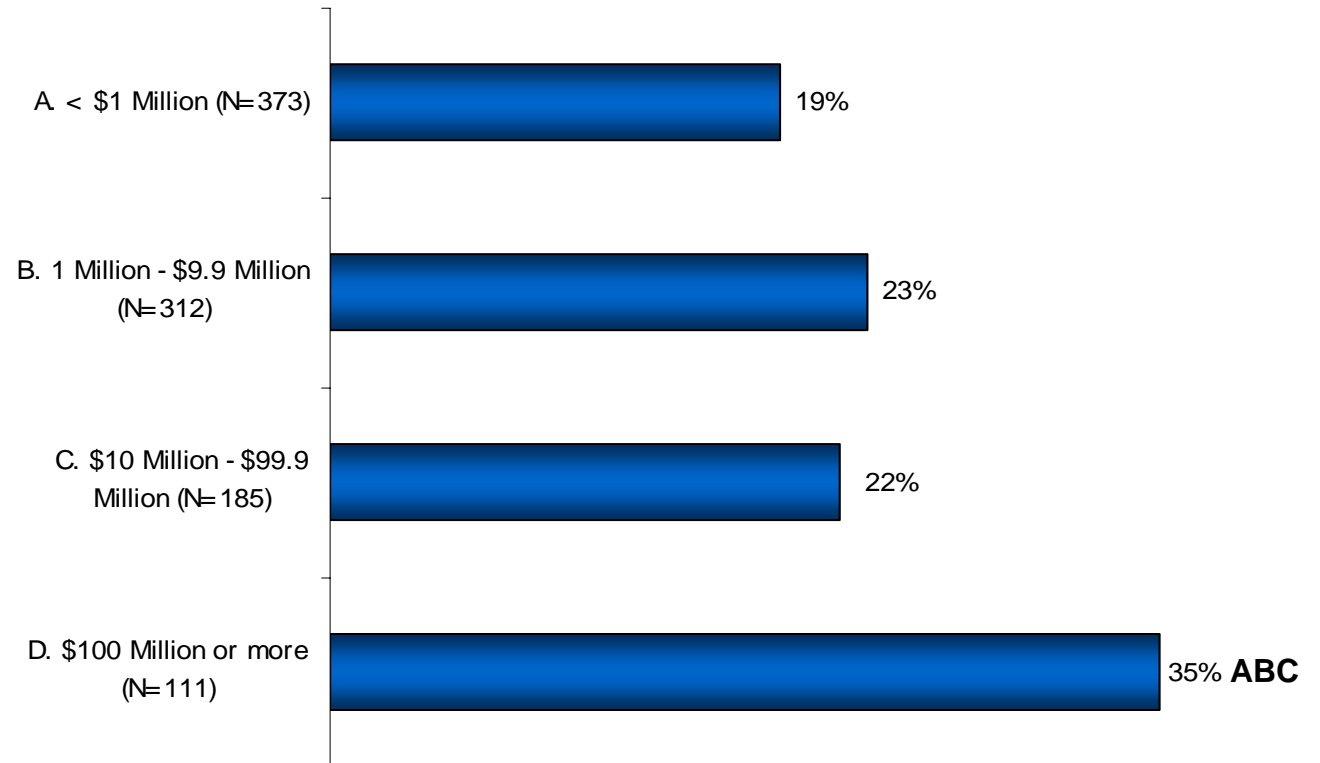
Percentage Establishing a Feedback Loop – By Revenue Size

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Establishment of Feedback Loop By Industry

Respondents in E-Commerce/Retail are significantly more likely than those in other industries to have established a "feedback loop."

A. Technology (N=127) 20% **f**
B. Publishing/Media (N=89) 29% **FG**
C. E-commerce/Retail (N=72) 38% **ADFGH**
D. Non-Profit Association (N=71) 18%
E. Advertising/Marketing (N=121) 26% **FG**
F. Manufacturing (N=79) 10%
G. Professional Services/Consulting (N=1114) 16%
H. Small Business General (N=40)* 18%
I. Computer/Internet (N=50) 28% **Fg**

Establishing a Feedback Loop – By Industry
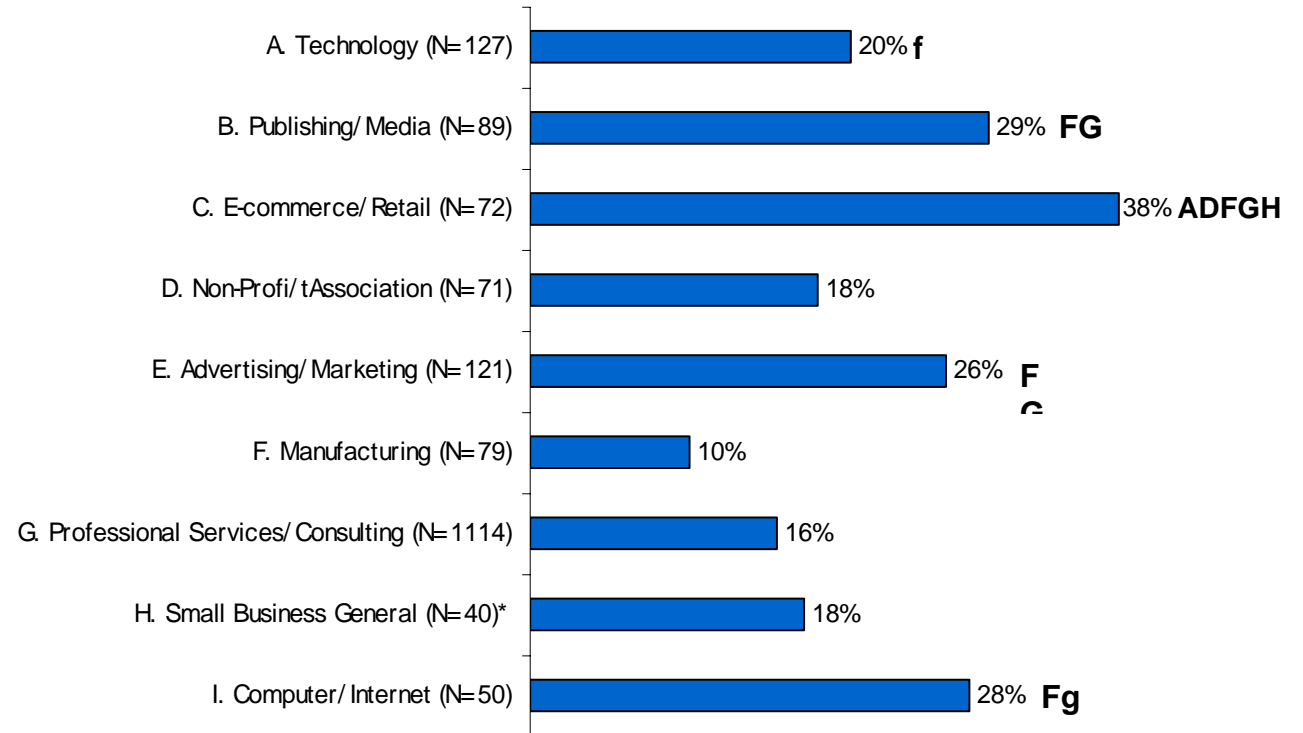
Data statistically tested at the 95% level of confidence: A/B/C/D/E/F/G/H/I, 90% level of confidence: a/b/c/d/e/f/g/h/i
CAUTION: Small sample size

Monitoring of "False-Positives"

23% of respondents currently have a mechanism in place to monitor "false-positives", or valid messages that are mistakenly rejected as spam. 50% of those who monitor use an outside source, while 30% use their own ISP.

Total Respondents - Percentage Monitoring "False-Positives"

Don't know/Not
sure, 29%

Yes, 23%

No, 48%

Don't know/ Not
sure, 21%

Outside source,
50%

Our own ISP,
30%
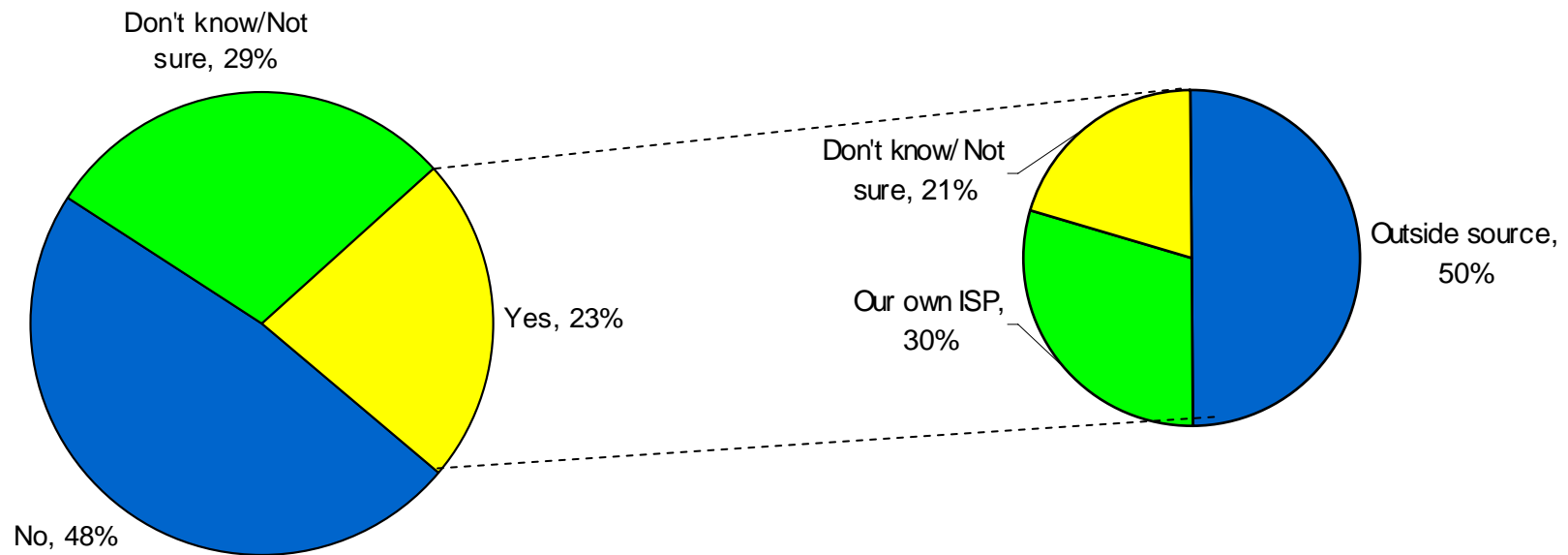
Total = 1,179 Respondents

Monitoring of "False-Positives" – Passalong Rate

Respondents who monitor "false positives" indicate having a significantly higher passalong rate than those who do not.

8.56 **BC**

4.94

3.99

A. Measure False Positives
(N=77)

B. Don't Measure False Positives
(N=81)

C. Don't Know/ Not Sure if
Organization Measures False
Positives
(N=57)
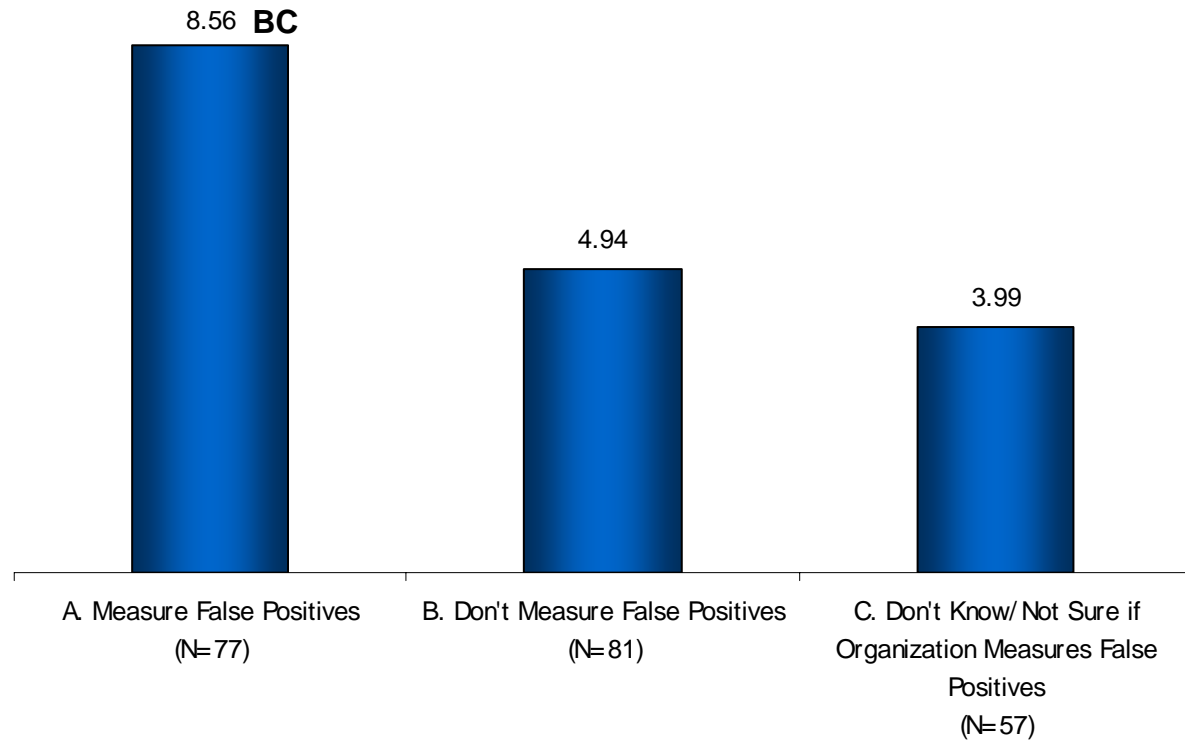
Passalong Rate by "False-Positives" Monitoring

Data statistically tested at the 95% level of confidence: A/B/C, 90% level of confidence: a/b/c

Authentication

31% of respondents use at least one method for authentication, 54% of which use SPF (Sender Policy Framework). Respondents are less likely to use DKIM (35%) or SIDF (33%).

Total Respondents - Usage of Authentication

Don't use anything for authentication, 69%

Use at least one method for authentication, 31%

SPF (Sender Policy Framework) — 54%

DKIM (Domain Keys Identified Mail) — 35%

SIDF (Sender ID Framework) — 33%
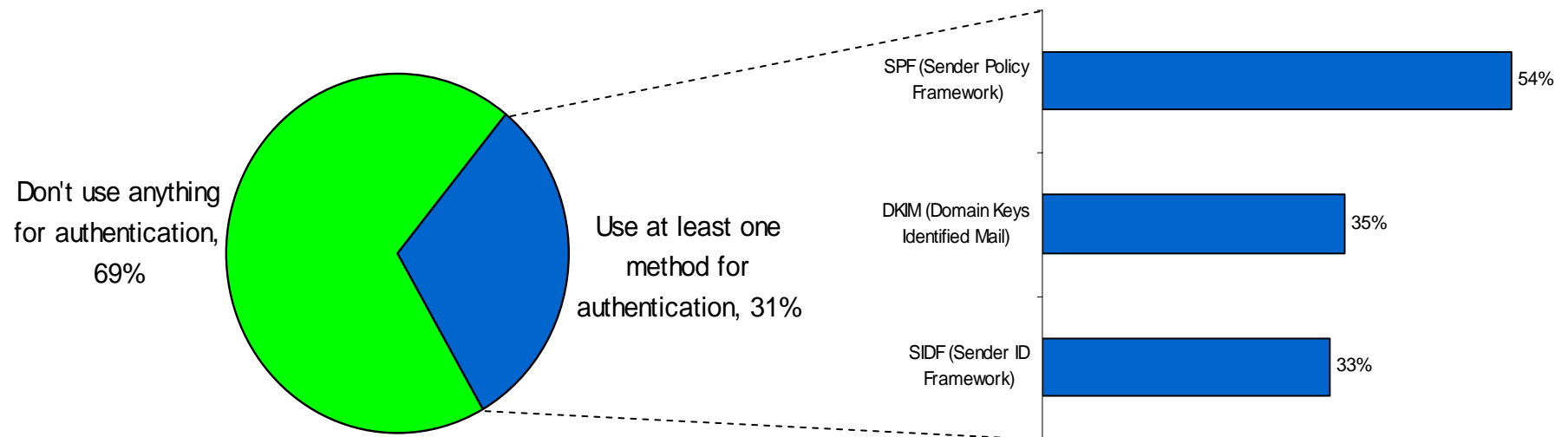
Total = 1,179 Respondents

Authentication – Revenue Size

Respondents from the largest organizations are significantly more likely to use at least one method for authentication (41%) than those from the smallest (29%).

A. < $1 Million (N=373) — 29%

B. 1 Million - $9.9 Million (N=312) — 34%

C. $10 Million - $99.9 Million (N=185) — 31%

D. $100 Million or more (N=111) — 41% **Ac**
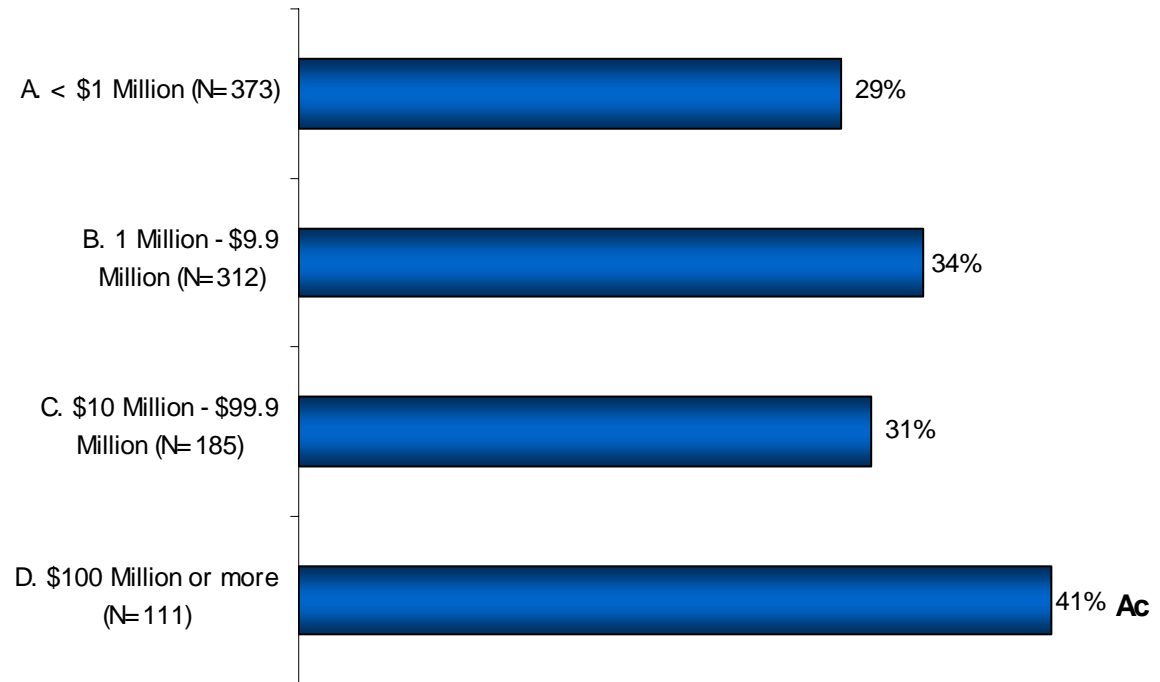
**Percentage Using at Least One
Authentication Method by Revenue Size**

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Authentication – Industry

Respondents in Advertising/Marketing are most likely to use at least one method for authentication, with 44% of those in that industry group indicating they do so.

A. Technology (N=127) — 35% **g**

B. Publishing/Media (N=89) — 37% **dg**

C. E-commerce/Retail (N=72) — 33%

D. Non-Profit Association (N=71) — 24%

E. Advertising/Marketing (N=121) — 44% **DFG**

F. Manufacturing (N=79) — 25%

G. Professional Services/Consulting (N=1114) — 25%

H. Small Business General (N=40)* — 35%

I. Computer/Internet (N=50) — 38% **dg**

**Percentage Using at Least One
Authentication Method – Industry**

Data statistically tested at the 95% level of confidence: A/B/C/D/E/F/G/H/I, 90% level of confidence: a/b/c/d/e/f/g/h/i
CAUTION: Small sample size

Sender Reputation

24% of respondents use a method to monitor their sender's reputation, with Return Path (30%) used most often.
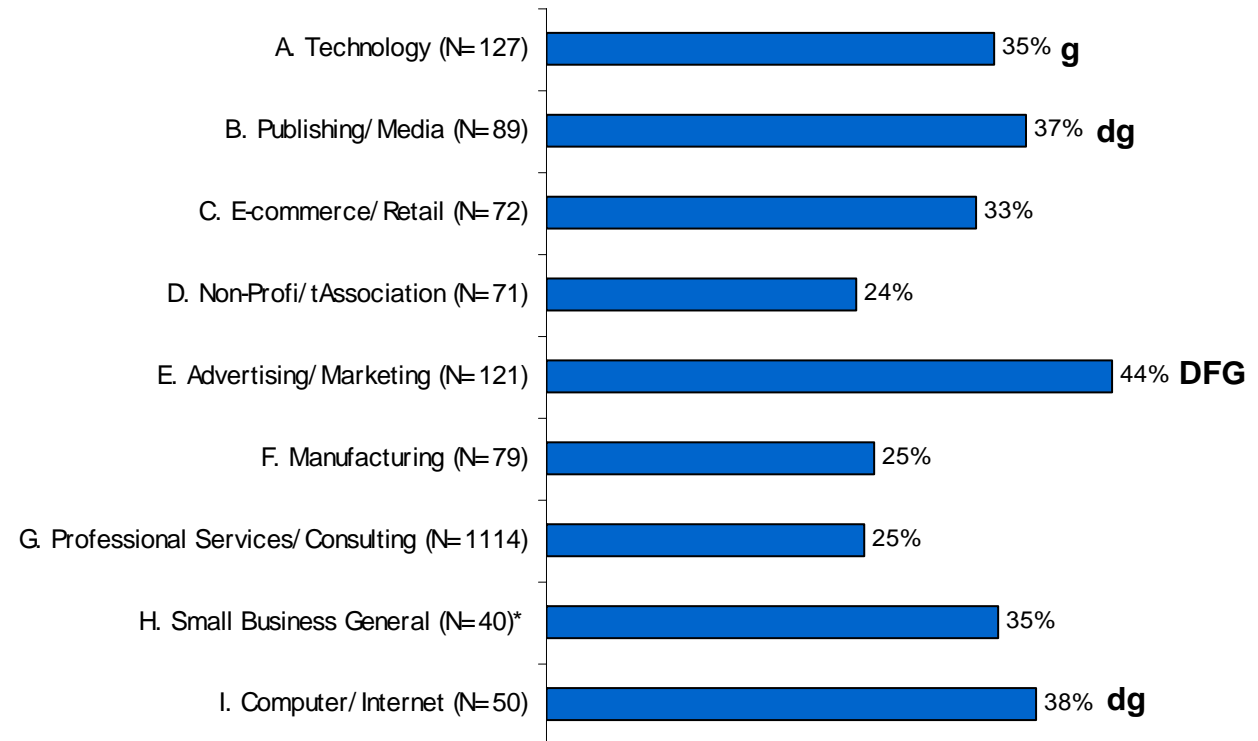
Total Respondents - Monitoring of Sender Reputation
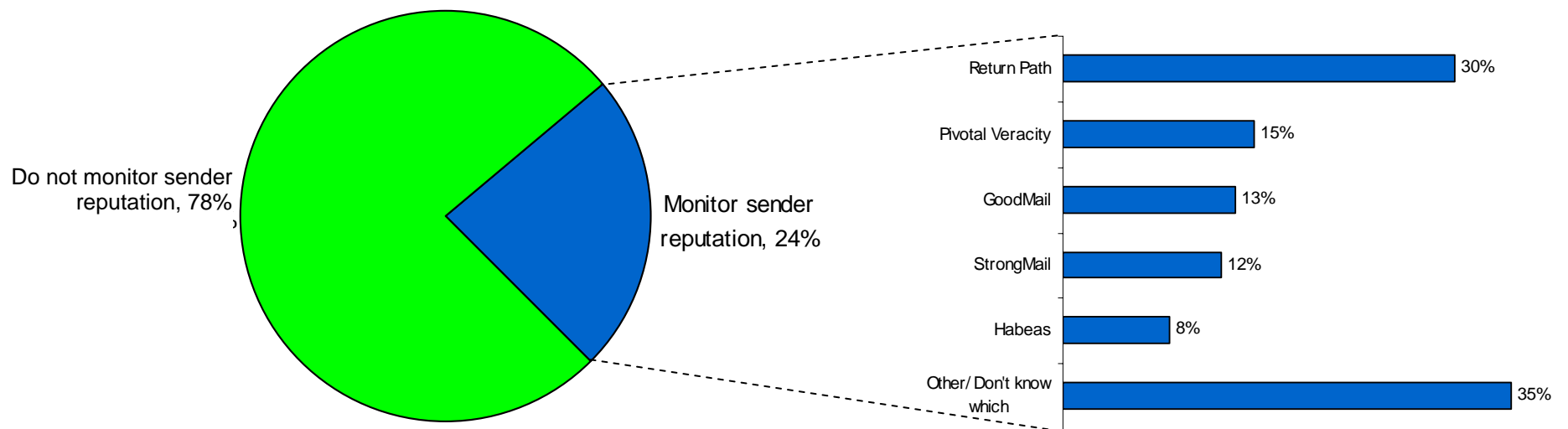
Total = 1,179 Respondents

Sender Reputation – by Revenue Size

37% of respondents from organizations with revenues of at least $100 Million monitor their sender reputation, a significantly larger proportion than those from smaller organizations.
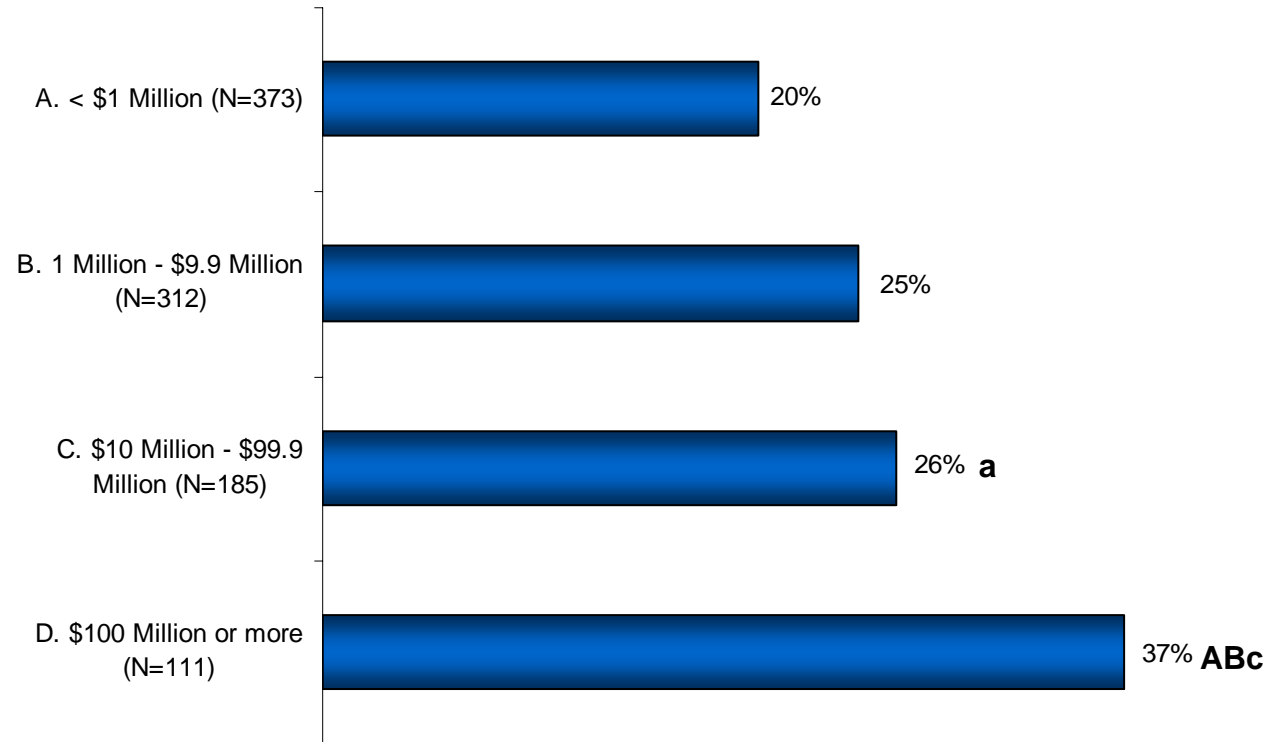
Monitor Sender Reputation – by Revenue Size

- A. < $1 Million (N=373): 20%
- B. 1 Million - $9.9 Million (N=312): 25%
- C. $10 Million - $99.9 Million (N=185): 26% **a**
- D. $100 Million or more (N=111): 37% **ABc**

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Sender Reputation – Average Clickthrough Rate

Respondents who monitor their sender reputation report higher average clickthrough rates than those who do not.
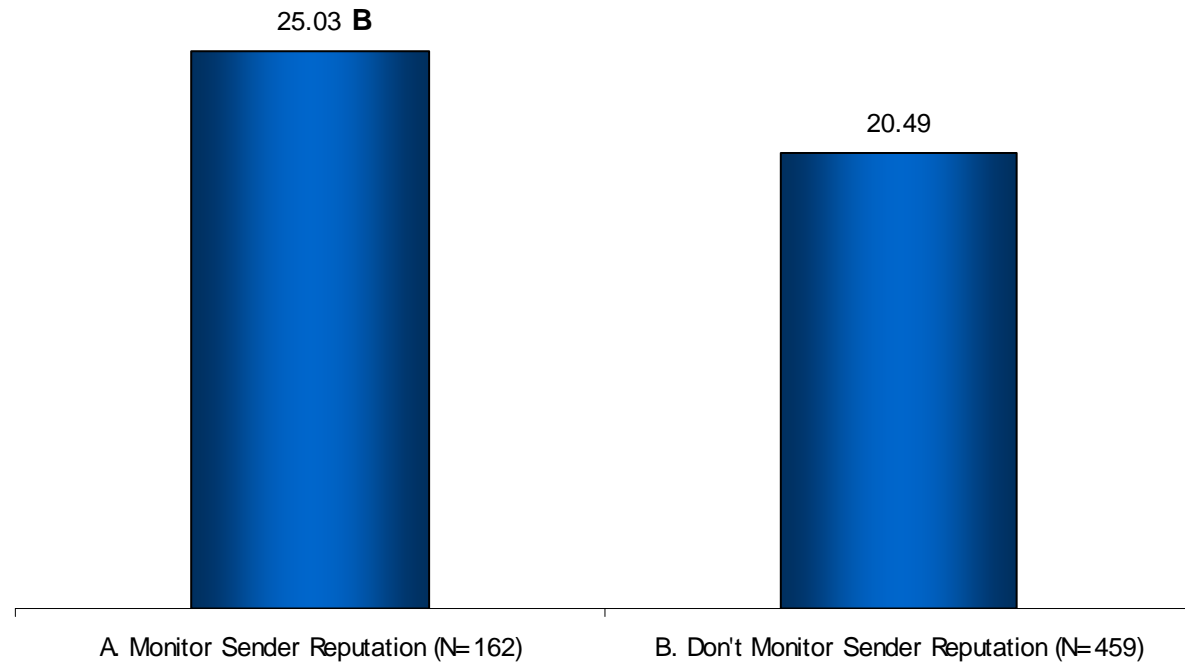
25.03 **B**

20.49

A. Monitor Sender Reputation (N=162)　　　　B. Don't Monitor Sender Reputation (N=459)

Average Clickthrough Rate by Sender Reputation

Data statistically tested at the 95% level of confidence: A/B, 90% level of confidence: a/b

Sender Reputation – Average Unique Clickthrough Rate

Similarly, respondents who use at least one service to monitor their sender reputation also experience significantly higher average unique clickthrough rates than those who do not.

23.80 **B**

18.57

A. Monitor Sender Reputation (N= 144)   B. Don't Monitor Sender Reputation (N= 363)

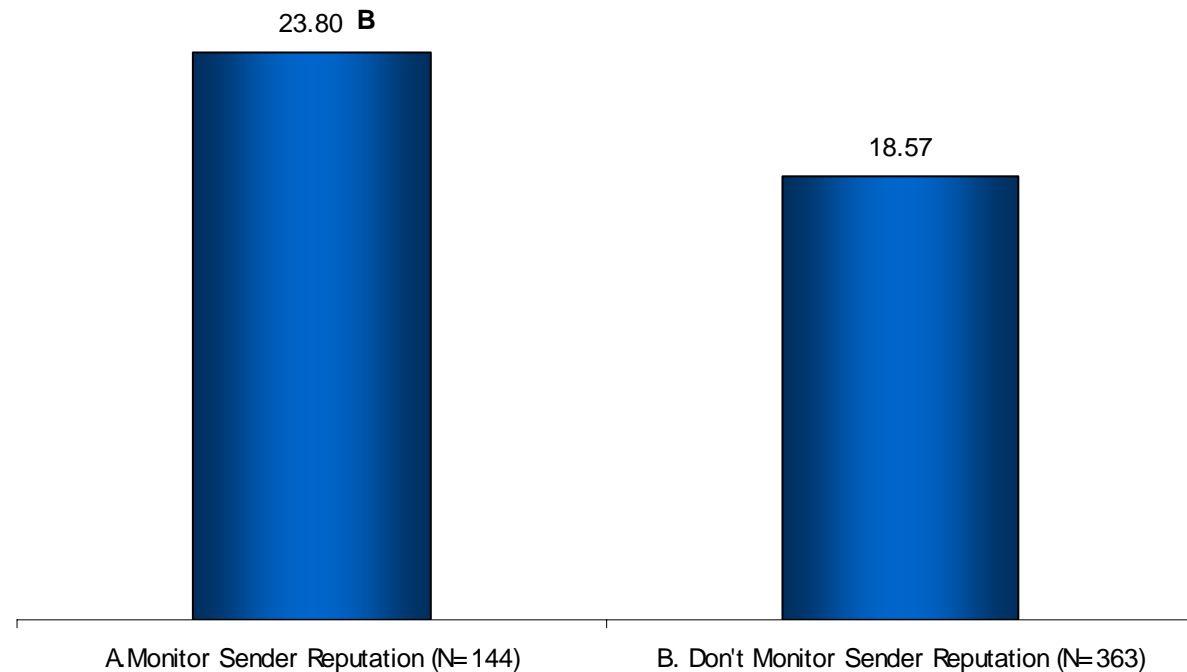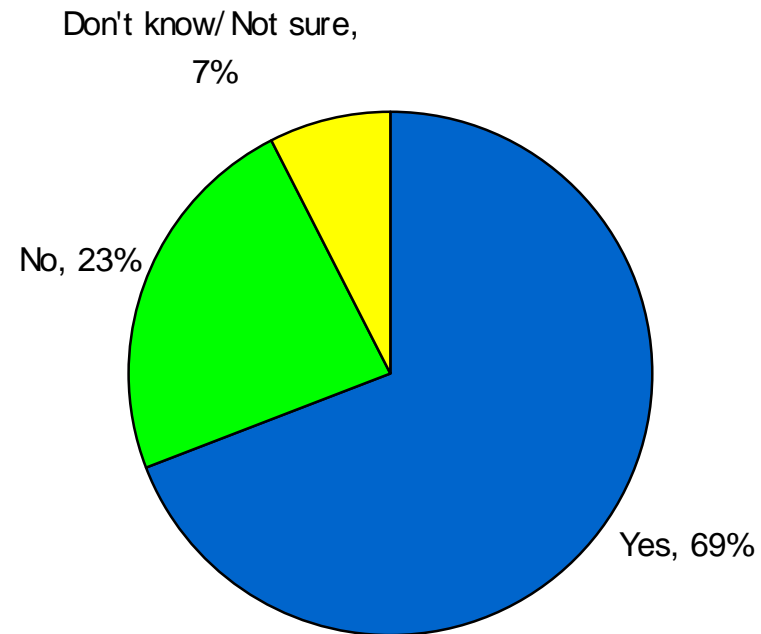**Average Unique Clickthrough Rate by Sender Reputation**

Data statistically tested at the 95% level of confidence: A/B, 90% level of confidence: a/b

Privacy Policy Link

The majority of respondents (69%) include a privacy link on their emails.

Don't know/Not sure, 7%

No, 23%

Yes, 69%

Total Respondents - Percentage Including Privacy Policy Link

Total = 1,179 Respondents

Privacy Policy Link By Industry

Respondents in Non-Profit/Associations and Manufacturing are significantly less likely than those in other industries to have a privacy policy link on their email messages.

A. Technology (N=127) — 73% **DF**

B. Publishing/Media (N=89) — 75% **DF**

C. E-commerce/Retail (N=72) — 69% **dF**

D. Non-Profit/Association (N=71) — 55%

E. Advertising/Marketing (N=121) — 70% **DF**

F. Manufacturing (N=79) — 46%

G. Professional Services/Consulting (N=1114) — 65% **F**

H. Small Business General (N=40)* — 65% **F**

I. Computer/Internet (N=50) — 72% **dF**
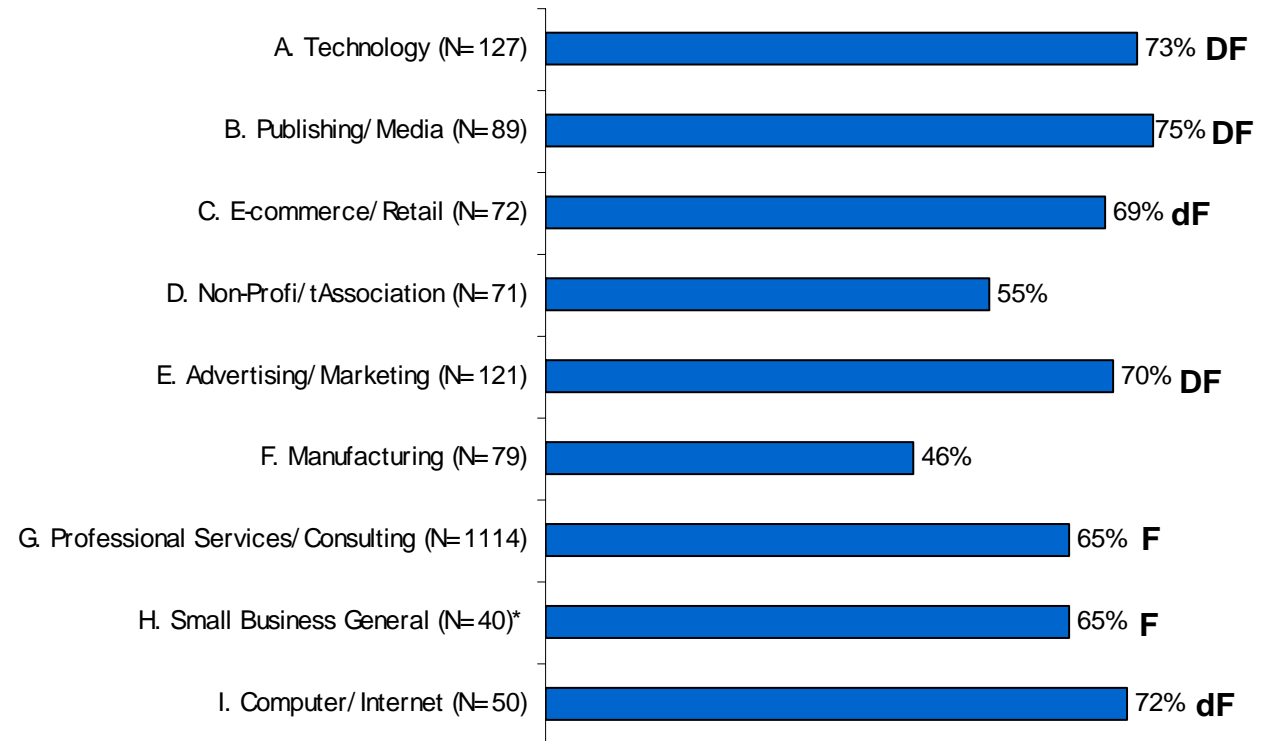
Percentage Including Privacy Policy Link – by Industry

Data statistically tested at the 95% level of confidence: A/B/C/D/E/F/G/H/I, 90% level of confidence: a/b/c/d/e/f/g/h/i
*CAUTION: Small sample size

Determination of Opt-Out Reason

62% of respondents say their
organization does not make an
effort to determine the reason for
opt-out.

Don't know if asked
for opt-out reason,
11%

Yes - find out reason
for opt-out, 27%

No - don't find out
reason for opt out,
62%
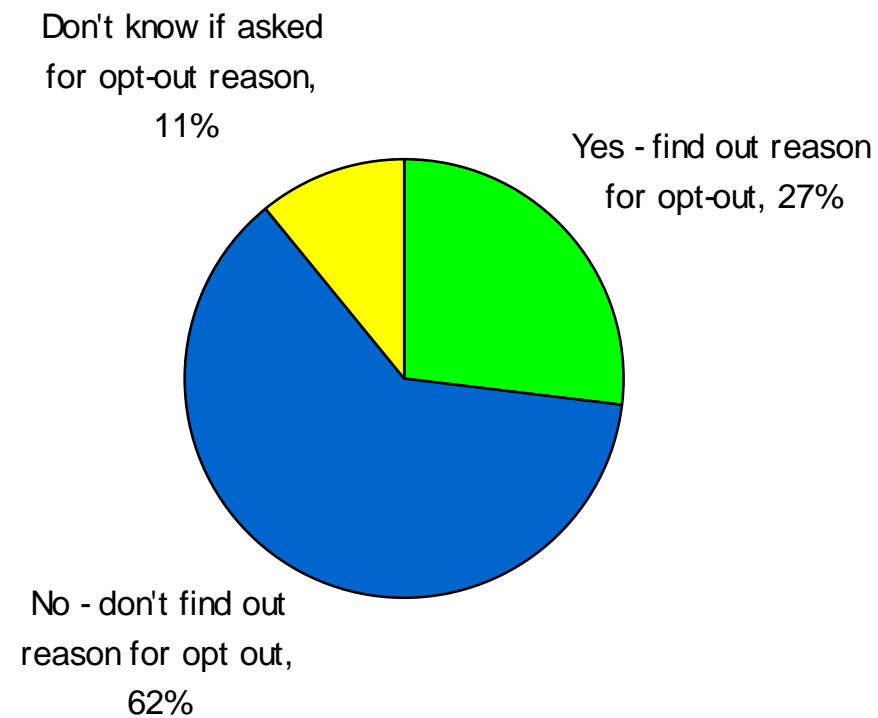
**Total Respondents - Percentage Making Effort
to Determine Opt-Out Reason**

Total = 1,296 Respondents

Determination of Opt-Out Reason – by Revenue Size

Respondents with revenues of under $10 Million are significantly more likely to say that they attempt to determine the reason for opt-out, when compared with respondents at organizations with higher revenues.

Category	Value	
A. < $1 Million (N=413)	33%	**CD**
B. 1 Million - $9.9 Million (N=336)	29%	**Cd**
C. $10 Million - $99.9 Million (N=199)	21%	
D. $100 Million or more (N=120)	21%	
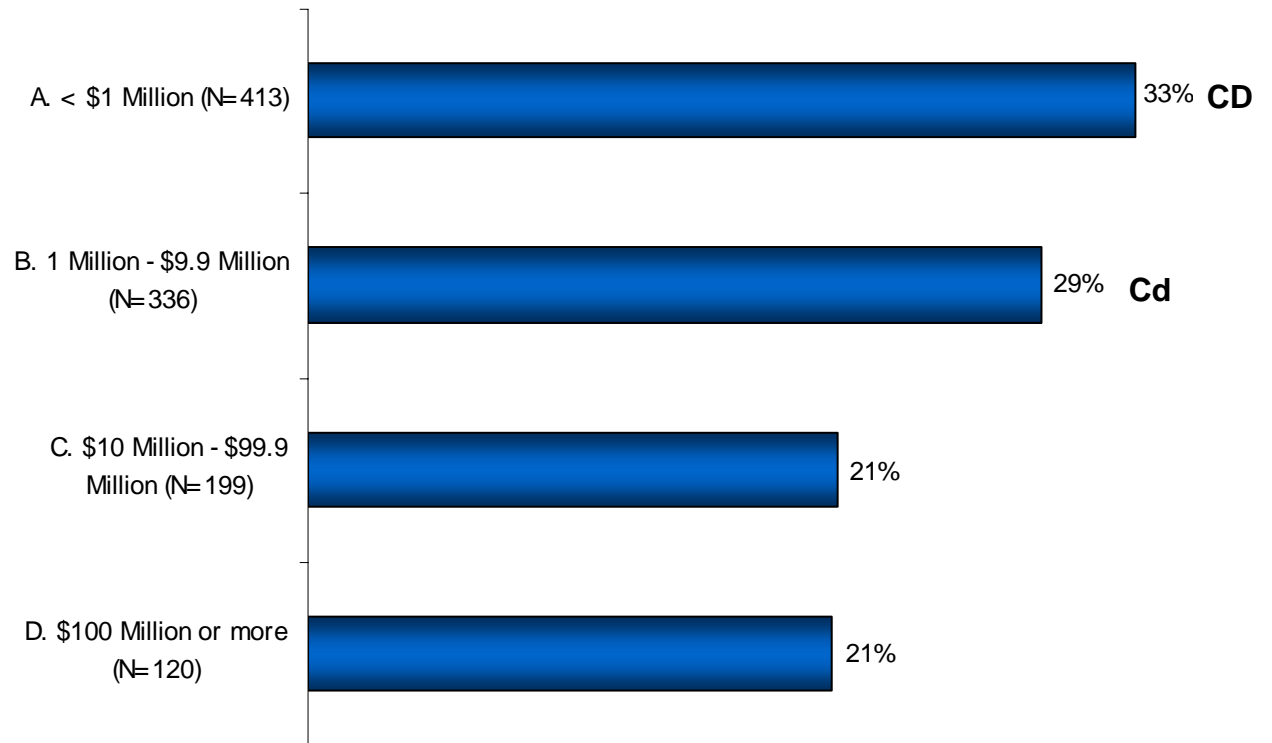
Making Effort to Determine Opt-Out Reason – By Revenue Size

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Determination of Opt-Out Reason and Average Unique Clickthrough Rates

Respondents who attempt to find out the reason for opt-out report a significantly higher average unique clickthrough than those who do not make this inquiry.

22.99 **B**

18.14

25.48

A. Attempt to Determine Reason for Opt-Out (N=146)

B. Don't Attempt to Determine Reason for Opt-Out (N=359)

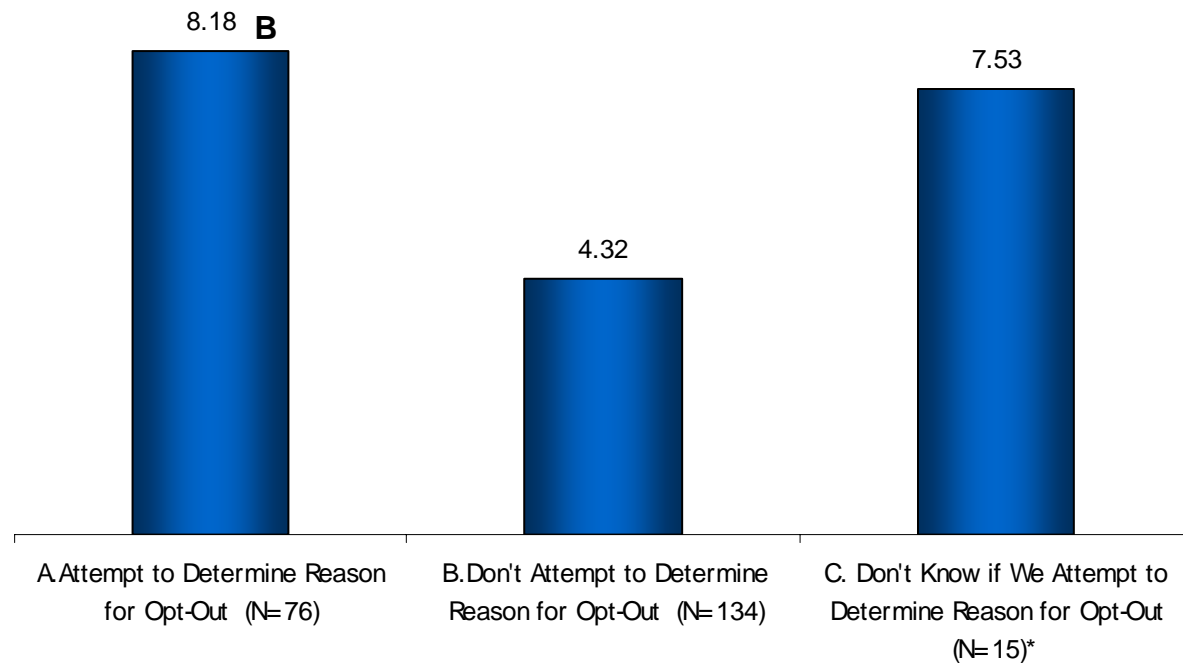C. Don't Know if We Attempt to Determine Reason for Opt-Out (N=36)*
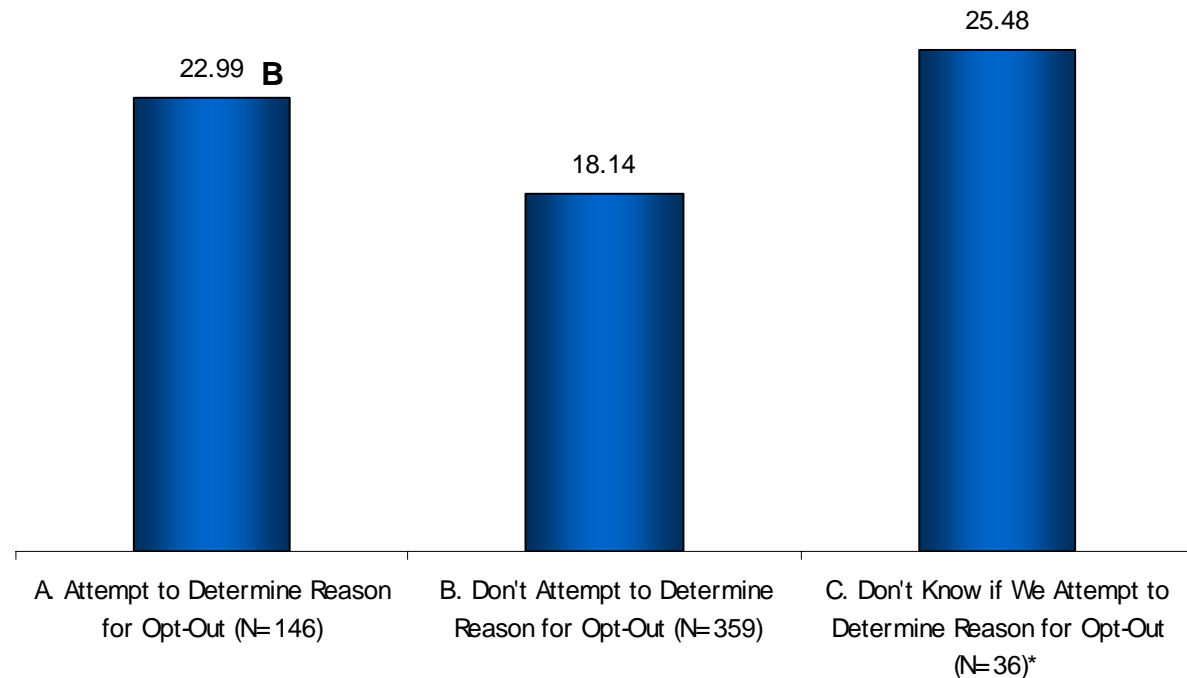
**Average Unique Clickthrough Rate
by Determination of Opt-Out Reason**

Data statistically tested at the 95% level of confidence: A/B/C, 90% level of confidence: a/b/c
CAUTION: Small sample size

Determination of Opt-Out Reason and Passalong Rate

On average, respondents who attempt to determine reason for unsubscribing also report higher passalong rates.

8.18 **B**

4.32

7.53

A.Attempt to Determine Reason for Opt-Out (N= 76)

B.Don't Attempt to Determine Reason for Opt-Out (N= 134)

C. Don't Know if We Attempt to Determine Reason for Opt-Out (N= 15)*
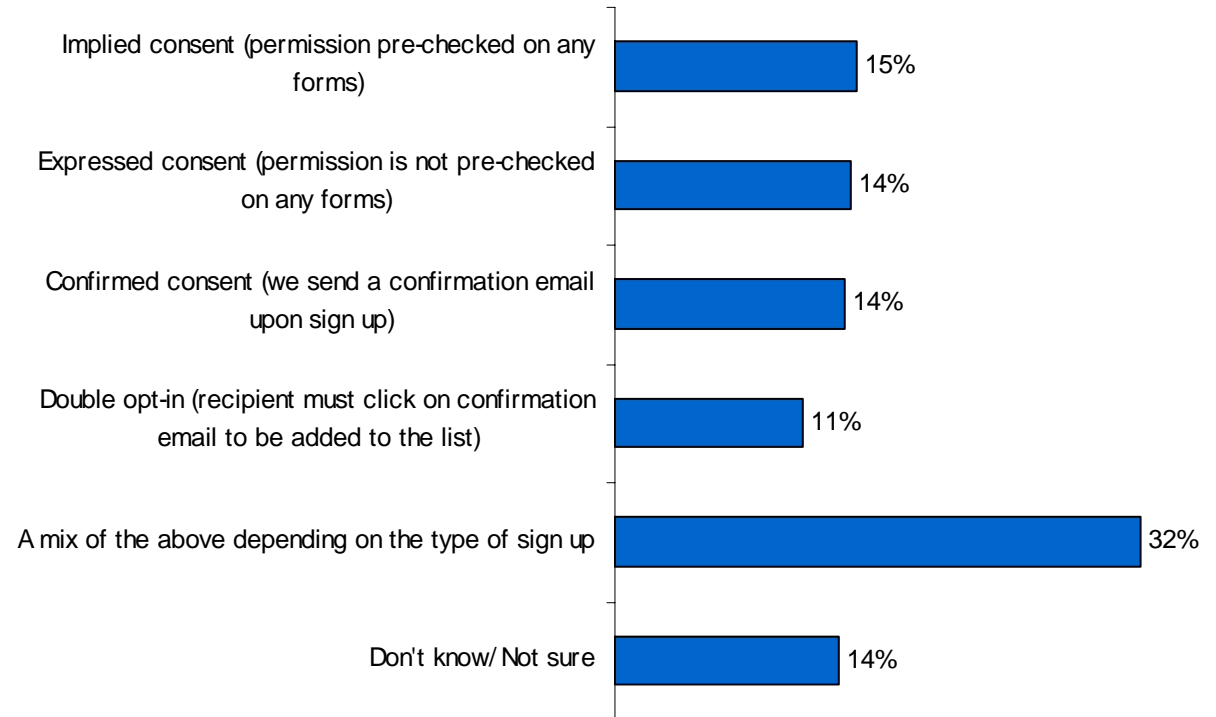
Average Passalong Rate by Determination of Opt-Out Reason

Data statistically tested at the 95% level of confidence: A/B, 90% level of confidence: a/b
Small sample size does not support statistical testing

Permission Type

32% of respondents claim to use a mixture of opt-in methods depending upon the type of sign-up. 15% use implied consent, 14% each use either expressed consent or confirmed consent, and 11% use double opt-in.

Implied consent (permission pre-checked on any forms) — 15%

Expressed consent (permission is not pre-checked on any forms) — 14%

Confirmed consent (we send a confirmation email upon sign up) — 14%

Double opt-in (recipient must click on confirmation email to be added to the list) — 11%

A mix of the above depending on the type of sign up — 32%

Don't know/Not sure — 14%

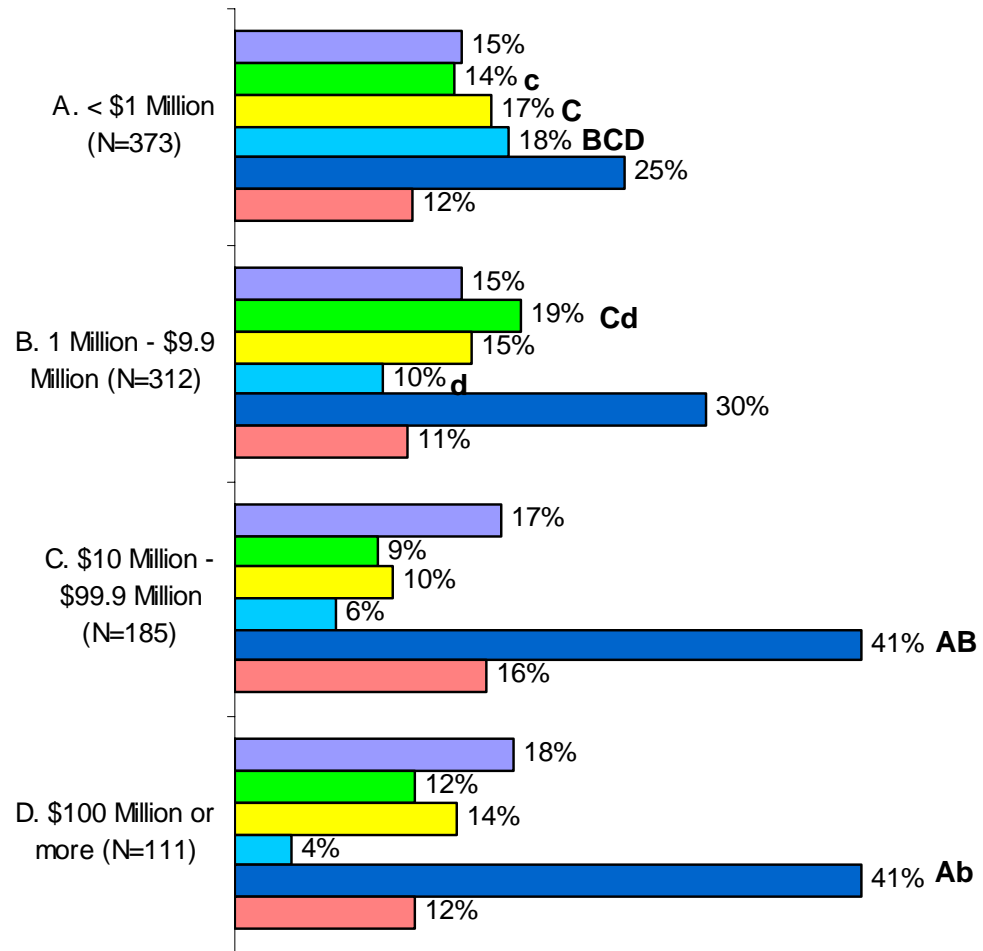**Total Respondents - Percentage Using Permission Types**

Total = 1,179 Respondents

Permission Type

Respondents from the larger companies ($10 million or more in revenues) are significantly more likely to vary the type of permission they use, depending upon sign-up type than smaller organizations. While companies with the lowest revenues use a mix more frequently than any individual method, they are significantly more likely than other organizations to use double opt-in.

- Implied consent (permission pre-checked on any forms)
- Expressed consent (permission is not pre-checked on any forms)
- Confirmed consent (we send a confirmation email upon sign up)
- Double opt-in (recipient must click on confirmation email to be added to the list)
- A mix of the above depending on the type of sign up
- Don't know /Not sure

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

A. < $1 Million (N=373)
- 15%
- 14% c
- 17% C
- 18% BCD
- 25%
- 12%

B. 1 Million - $9.9 Million (N=312)
- 15%
- 19% Cd
- 15%
- 10% d
- 30%
- 11%

C. $10 Million - $99.9 Million (N=185)
- 17%
- 9%
- 10%
- 6%
- 41% AB
- 16%

D. $100 Million or more (N=111)
- 18%
- 12%
- 14%
- 4%
- 41% Ab
- 12%

Percentage Using Permission Types – by Revenue Size

Prevention of Email Blocking

Just 26% of respondents report that their organization has attempted to send email in short spurts to prevent blocking. 55% have not attempted to use this strategy, and 19% are unsure.
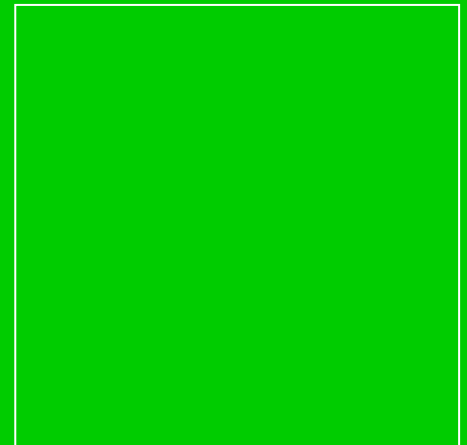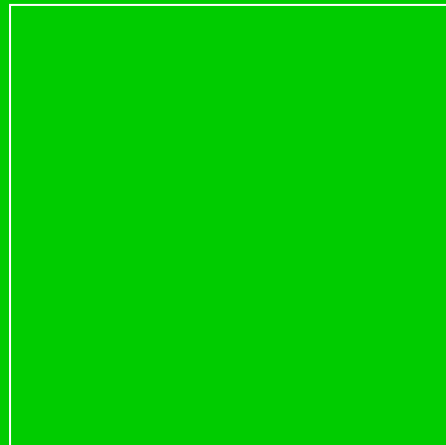
Don't know/not sure, 19%

Yes, 26%

No, 55%
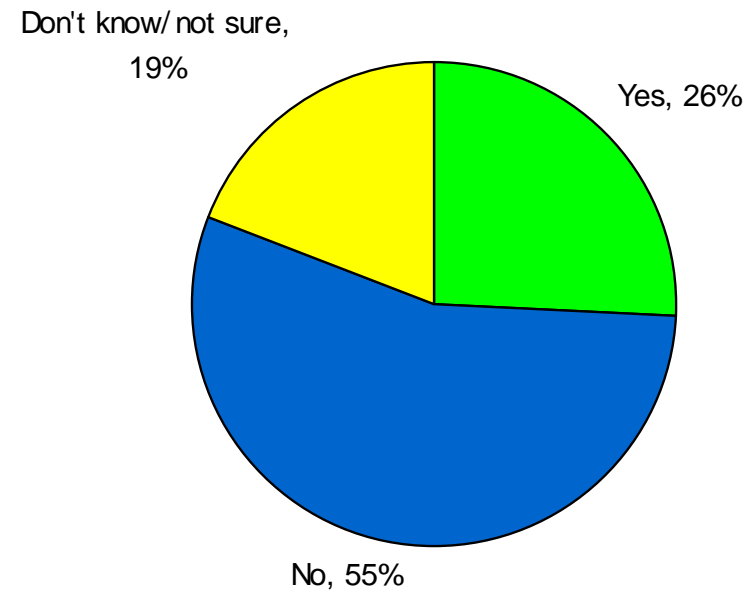
**Total Respondents - Attempt to Send Email In Short Spurts
to Prevent Blocking**

Total = 1,179 Respondents

List Management
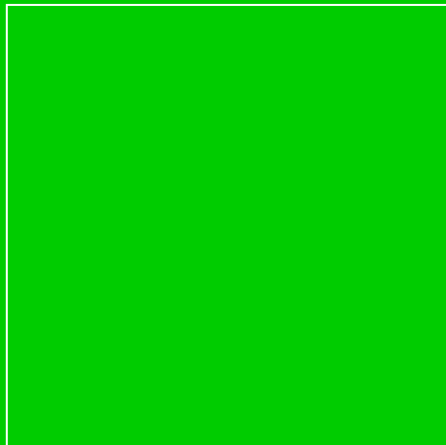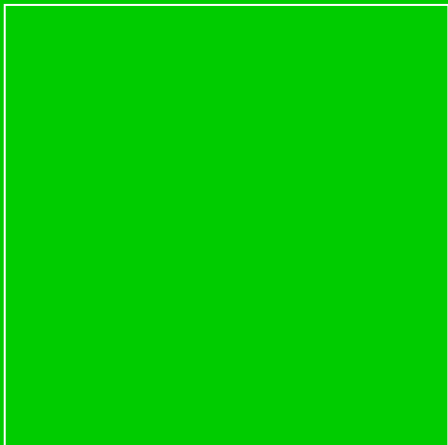
Annual Net Growth Rate in List Size

Over the past three years, the typical annual net growth rate in terms of list size has been 64.1%, although 55% of respondents report a growth rate of 25% or less.

Total Respondents - Growth Rate in List Size

Average = 64.1%

- 5% — No change
- 55% — Less than 25%
- 17% — 25-49%
- 10% — 50-74%
- 2% — 75-99%
- 11% — 100%+
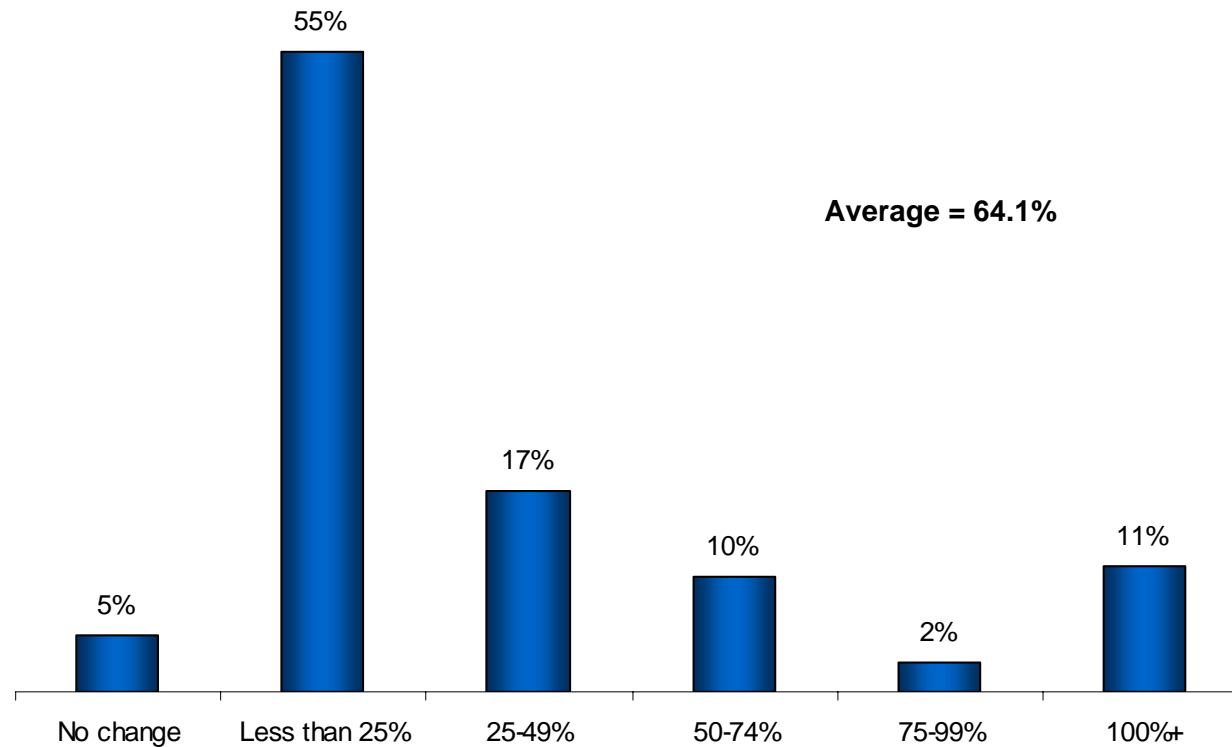
Total = 1,228 Respondents

Annual Net Growth Rate in List Size – Revenue Size

Respondents with revenues between $10 million and $99.9 million claim to have observed a much higher annual growth rate in terms of list size than respondents with either lower or higher revenues.

162.7

69.1

45.6

44.5

| A. < $1 Million (N=404) | B. 1 Million - $9.9 Million (N=323) | C. $10 Million - $99.9 Million (N=194) | D. $100 Million or more (N=103) |
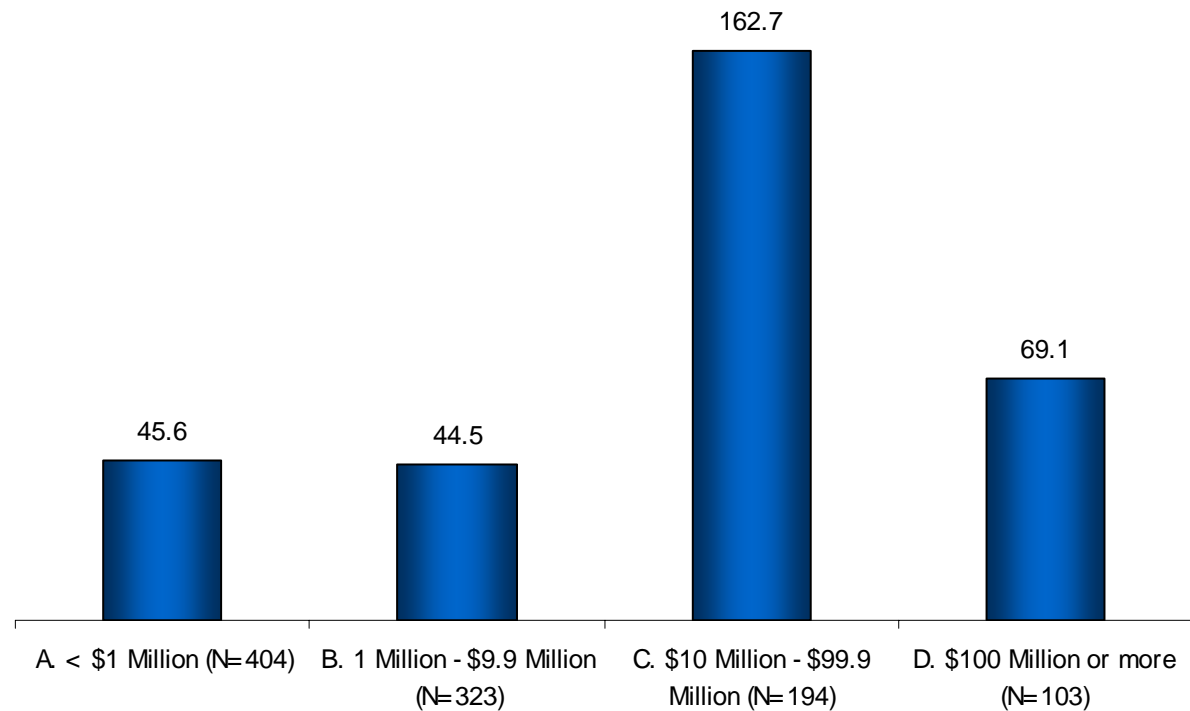
Average Annual Growth Rate in List Size – by Revenue Size

Statistical testing not available due to unequal variances

Deletion of Persistent Non-Opens

26% of respondents delete persistent non-opens, usually within 6 months or less (56%).

Total Respondents - Deletion of Persistent Non-Opens

Don't know/ Not sure, 20%

Yes, 26%

No, 54%

Don't know/ Not sure, 7%

1 year or more, 17%

3 months or less, 32%

10-12 months, 8%

7-9 months, 12%

4-6 months, 24%
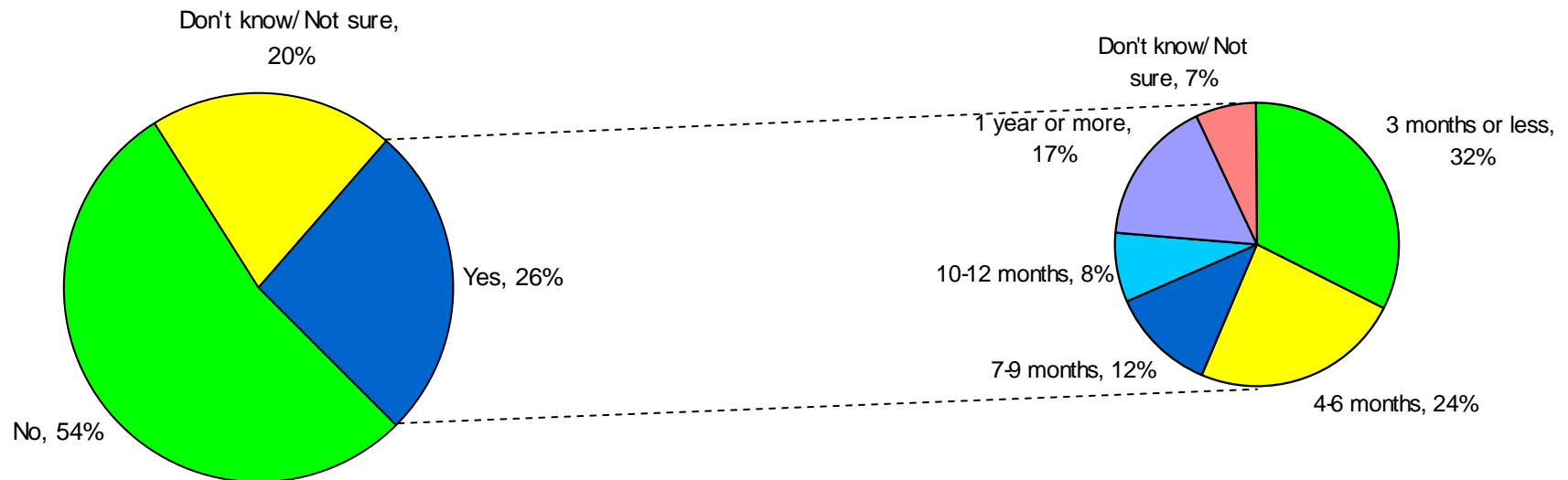
Total = 1,228 Respondents

Deletion of Persistent Non-Opens – by Industry

Respondents in the Publishing/Media industry are most likely to delete persistent non-opens, significantly so when compared with many other respondents.
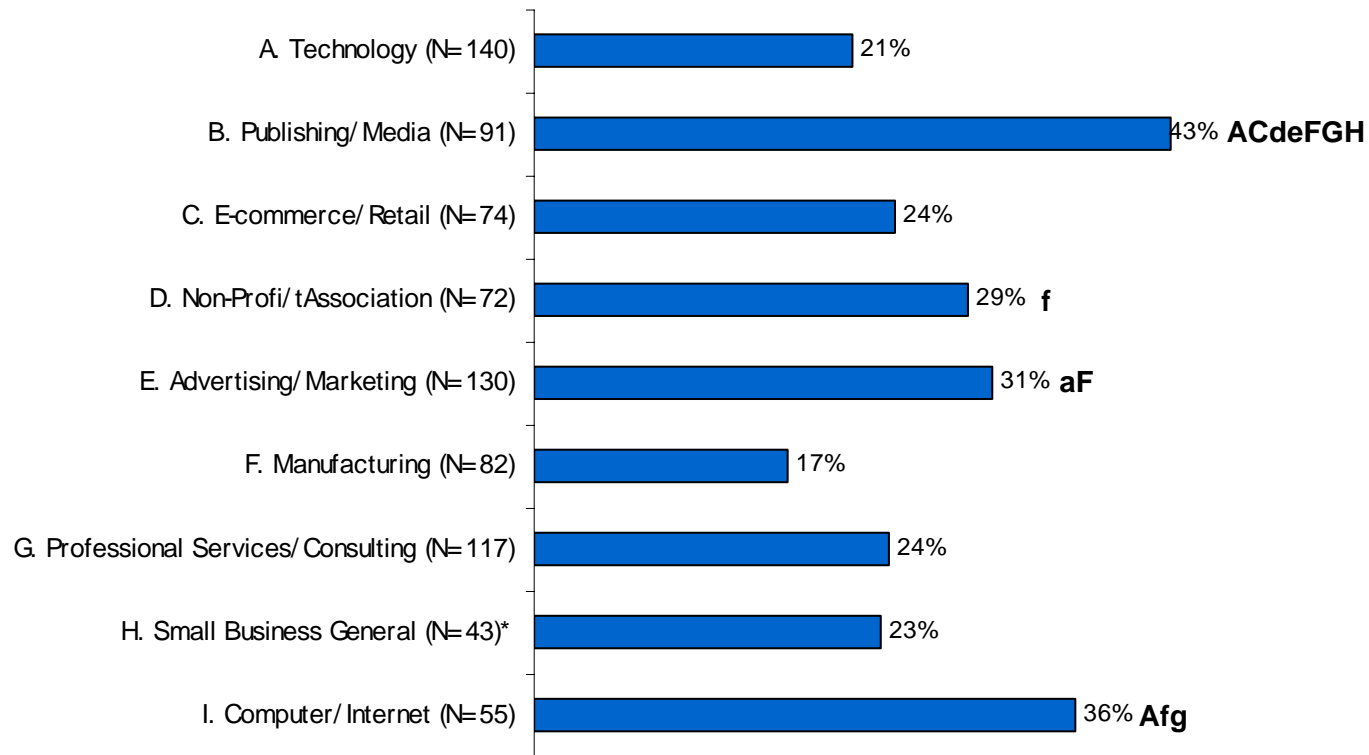
Industry	Percentage
A. Technology (N=140)	21%
B. Publishing/Media (N=91)	43% **ACdeFGH**
C. E-commerce/Retail (N=74)	24%
D. Non-Profi/tAssociation (N=72)	29% **f**
E. Advertising/Marketing (N=130)	31% **aF**
F. Manufacturing (N=82)	17%
G. Professional Services/Consulting (N=117)	24%
H. Small Business General (N=43)*	23%
I. Computer/Internet (N=55)	36% **Afg**

Data statistically tested at the 95% level of confidence: A/B/C/D/E/F/G/H/I, 90% level of confidence: a/b/c/d/e/f/g/h/i
*CAUTION: Small sample size

Deletion of Persistent Non-Buyers

Respondents display greater reluctance to delete persistent non-buyers, with just 7% saying they do so. In addition, they retain persistent non-buyers for a longer period of time, with 37% waiting at least a year before these subscribers are removed.

Total Respondents - Deletion of Persistent Non-Buyers
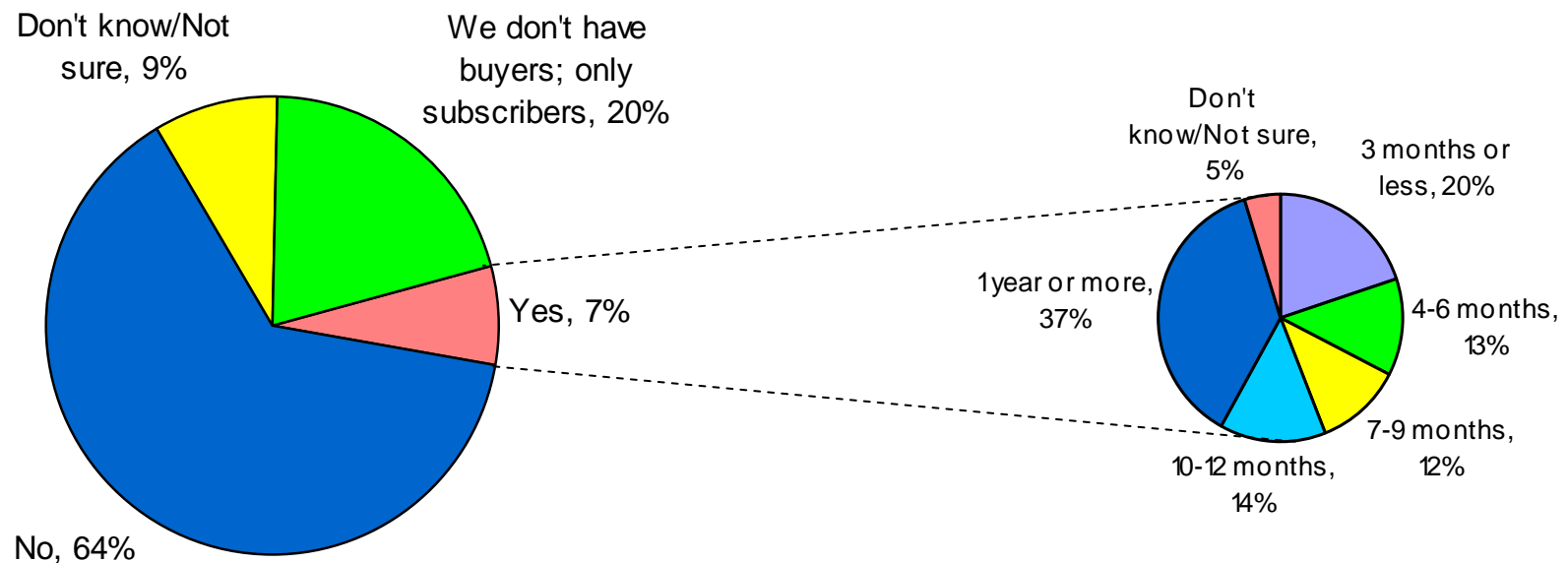
Total = 1,228 Respondents

Information Collected

Nearly all respondents collect email address (97%) and name (94%) when individuals register to receive email from the organization. Phone number and company name (57% each) are the next most frequently collected items, followed by street address (49%) and title (45%). Delivery and content preferences are collected relatively less frequently.

Category	Percentage
Email address	97%
Name	94%
Phone number	57%
Company name	57%
Street address	49%
Title	45%
Industry	26%
Lead source	25%
HTML text preference	21%
Content preferences	18%
Frequency of delivery preference	7%
Date of delivery preference	3%
Other	8%
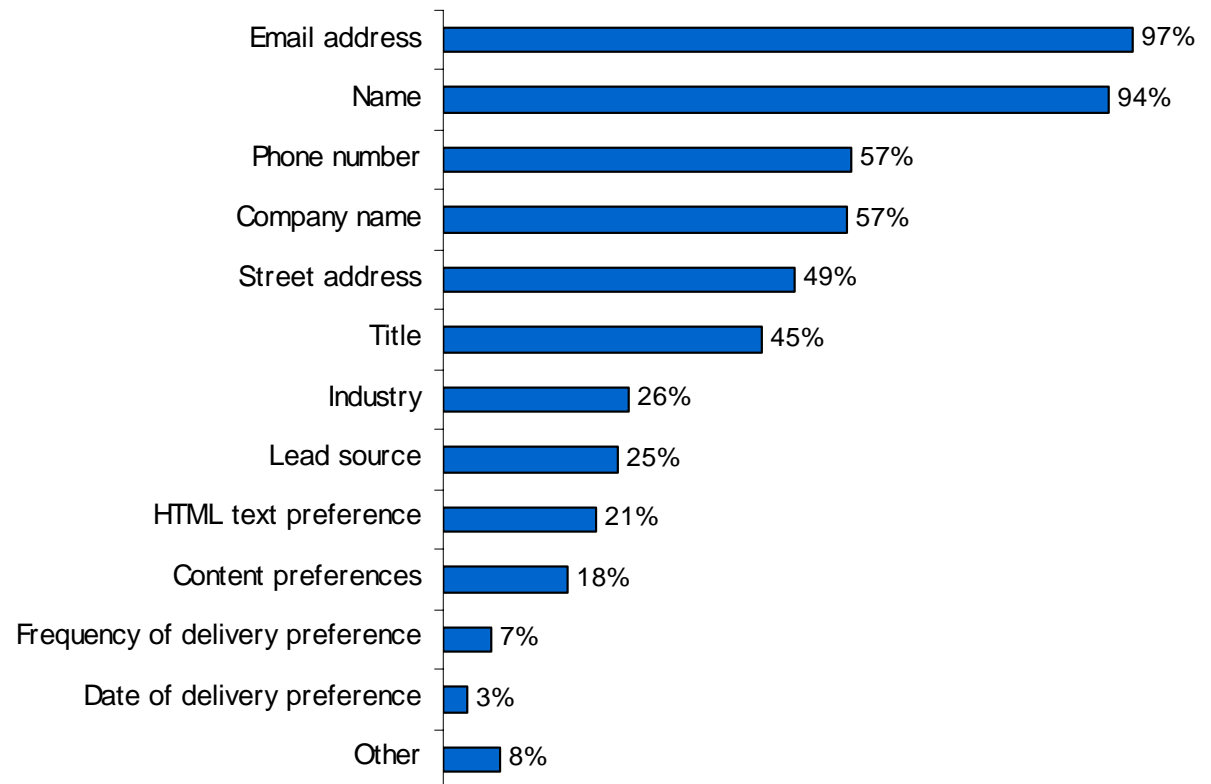
Total Respondents - Percentage Collecting Information Items

Total = 1,228 Respondents

Number of Pages Involved in Registration

The vast majority (86%) of respondents include one page in their registration process.
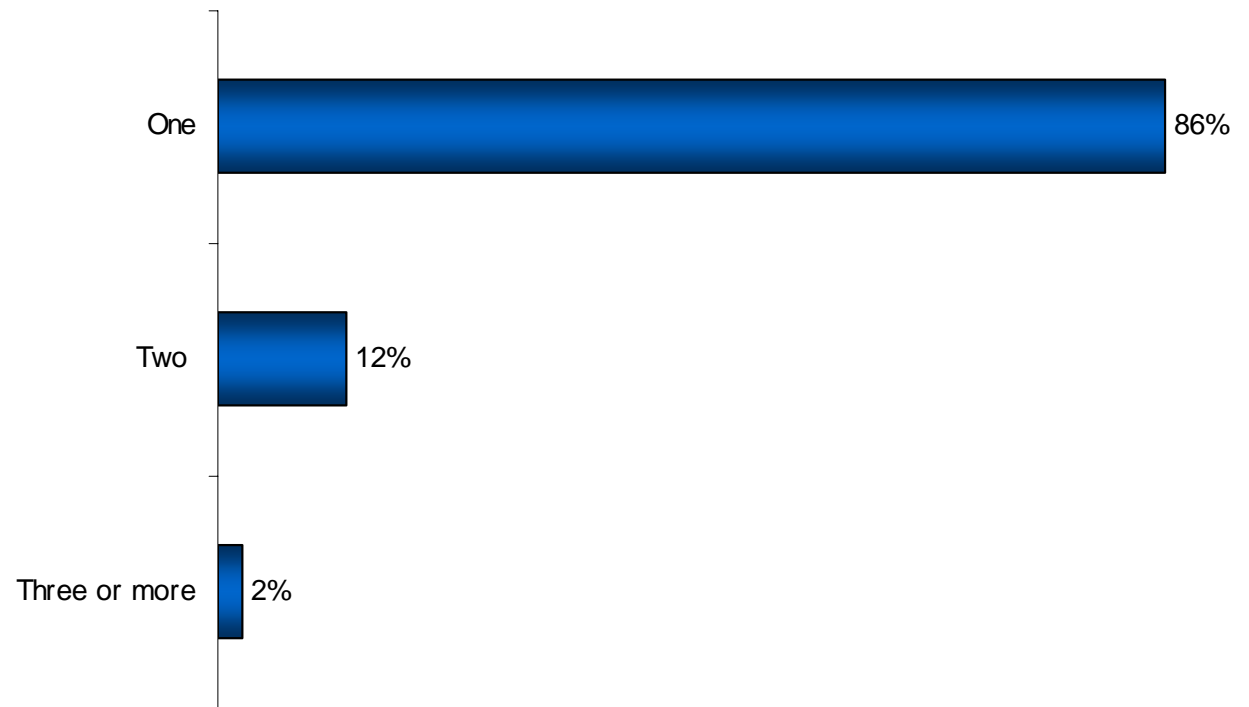
**Total Respondents - Percentage Using
Number of Pages in Registration**

One — 86%

Two — 12%

Three or more — 2%

Total = 1,228 Respondents

Number of Fields in Registration Form

Respondents are most likely to include 2-10 fields in the registration form (83%).
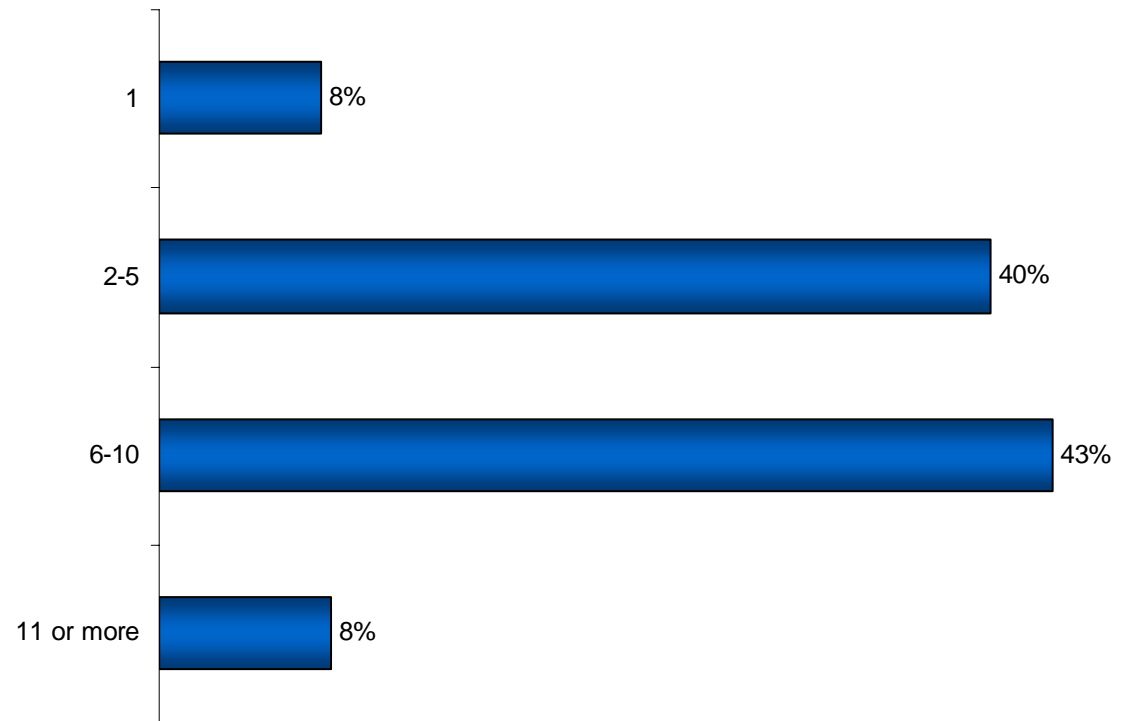
Total Respondents - Percentage Reporting Number of Fields in Their Registration Forms

1	8%
2-5	40%
6-10	43%
11 or more	8%

Total = 1,228 Respondents

Number of Fields in Registration Form by Revenue Size

Respondents from organizations with less than $1 Million in revenues typically use fewer fields in the registration form (48% having 2-5) when compared with other companies (46%-55% having 6-10 fields).

Number of Fields in Registration Forms – by Revenue Size
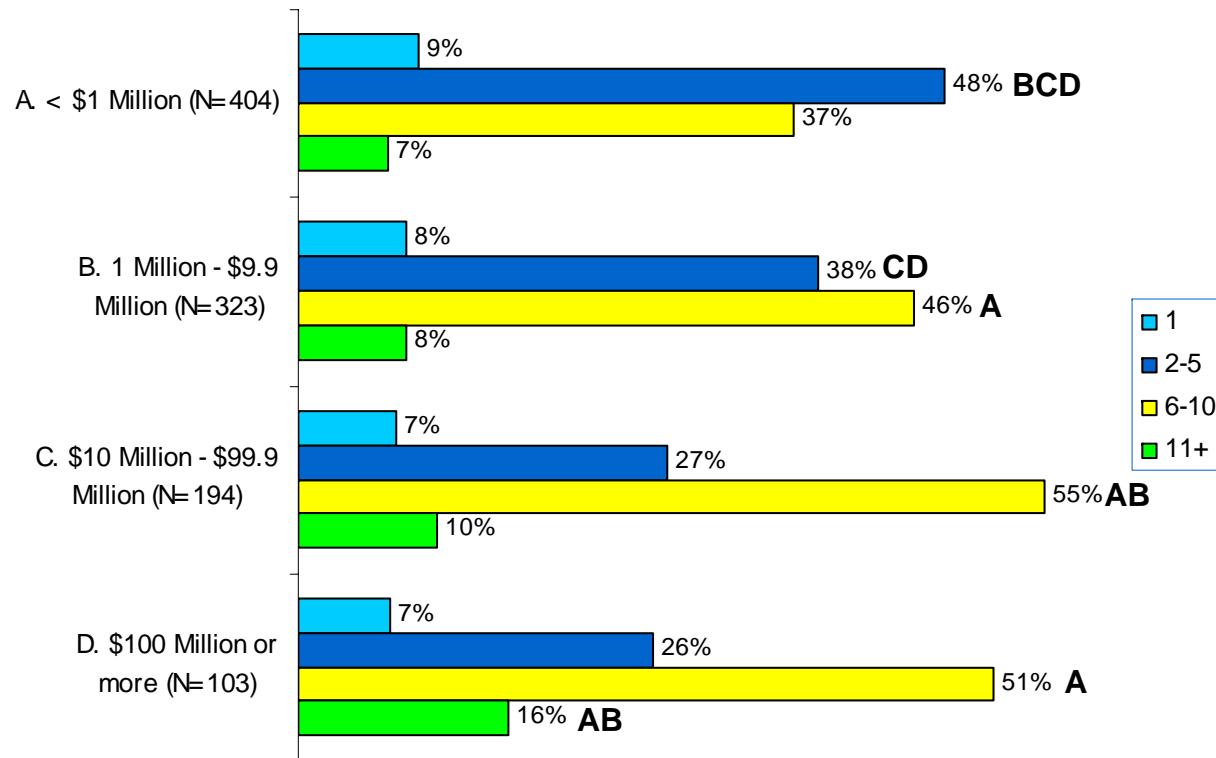
Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Number of Fields in Registration Form and Open Rates

The average open rate appears to increase with number of fields on registration form,k but falls off when the number of fields exceeds 10.

34.31 **a**

30.50

28.25

25.78

A. 1 (N=40)*   B. 2-5 (N=91)   C. 6-10 (N=291)   D. 11 or more (N=56)

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d
CAUTION: Small sample size

Average Open Rate and Number of Fields in Registration Forms

Preference Center

34% of respondents include a preference center link in their emails through which individuals can update their preferences.

Don't know/ Not
sure, 13%

Have preference
center, 34%

Don't have
preference
center, 53%
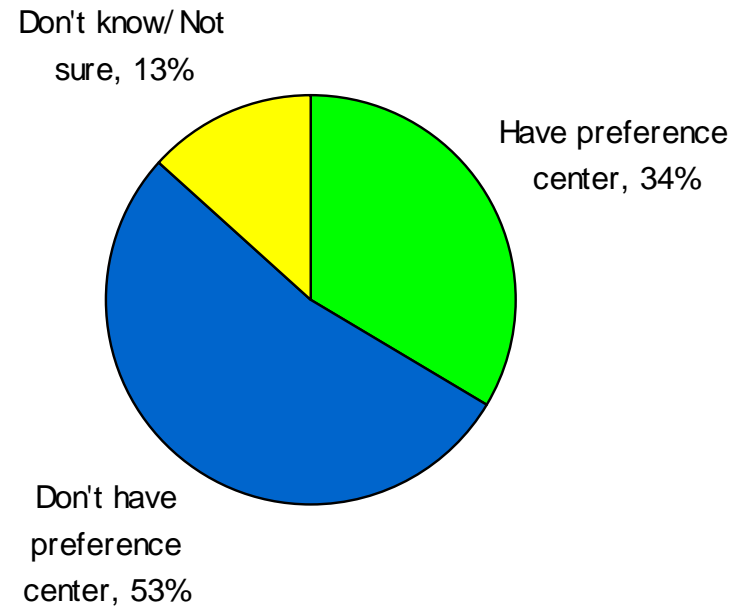
**Total Respondents - Percentage Including
Preference Center Link in Email**

Total = 1,235 Respondents

Preference Center by Revenue Size

Respondents from the largest organizations are significantly more likely to have a preference center than others.

A. < $1 Million (N=404)	32%
B. 1 Million - $9.9 Million (N=327)	32%
C. $10 Million - $99.9 Million (N=195)	33%
D. $100 Million or more (N=104)	46% **ABC**
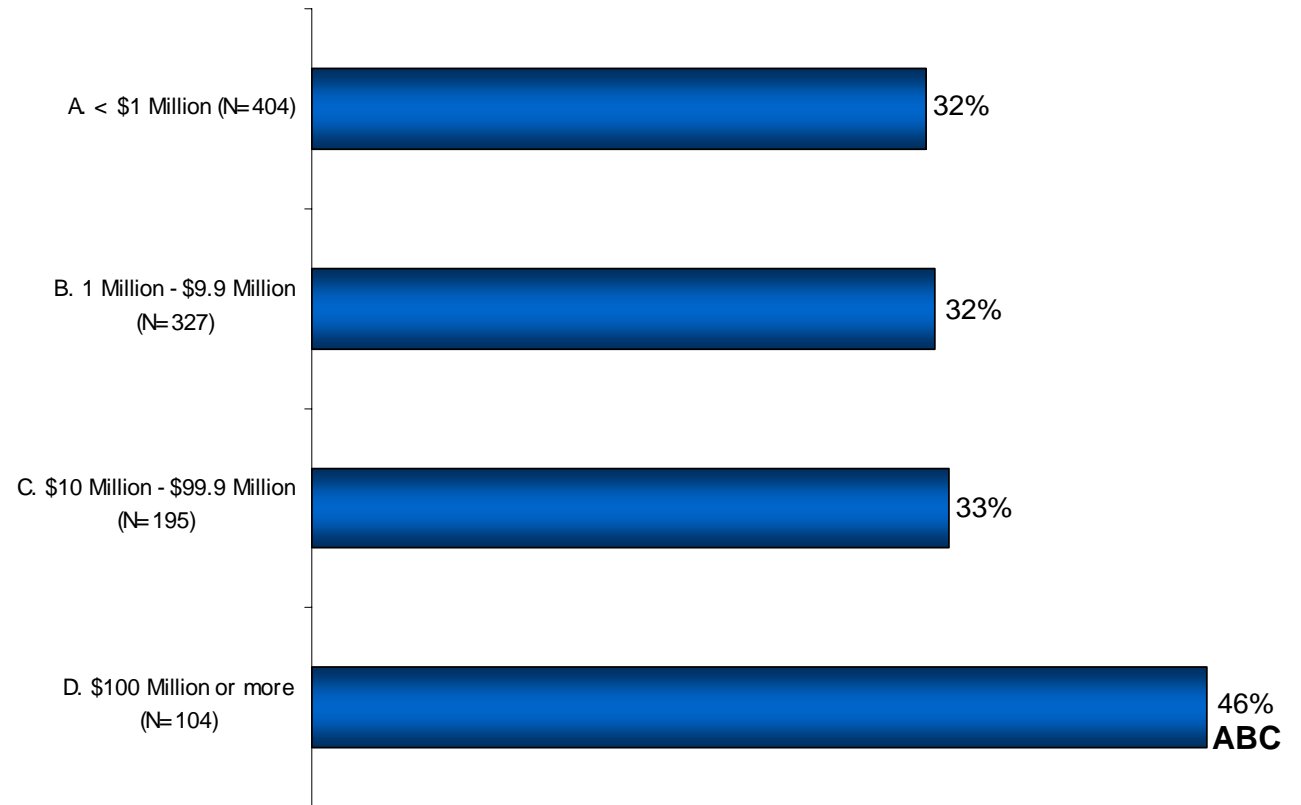
Percentage Including Preference Center Link in Email by Revenue Size
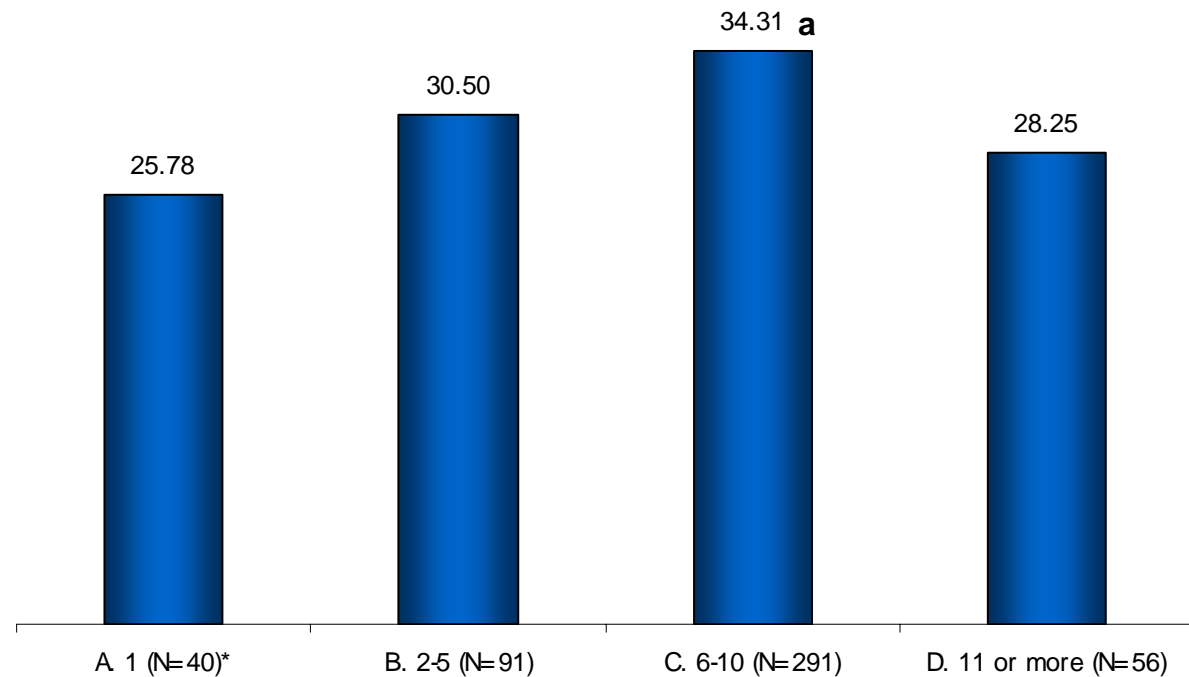
Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Preference Center and Passalong Rate

Respondents who include a preference center link in their emails claim to achieve a significantly higher passalong rate than those who do not include this type of link.

8.14 **B**

5.37

4.13

| A. Have Preference Center Link (N=90) | B. Don't Have Preference Center Link (N=99) | C. Don't Know if We Have Preference Center Link (N=26)* |

Passalong Rate by Percentage Including Preference Center Link in Email

Data statistically tested at the 95% level of confidence: A/B, 90% level of confidence: a/b
*Small sample size insufficient to support statistical testing

Choices Offered In Preference Center
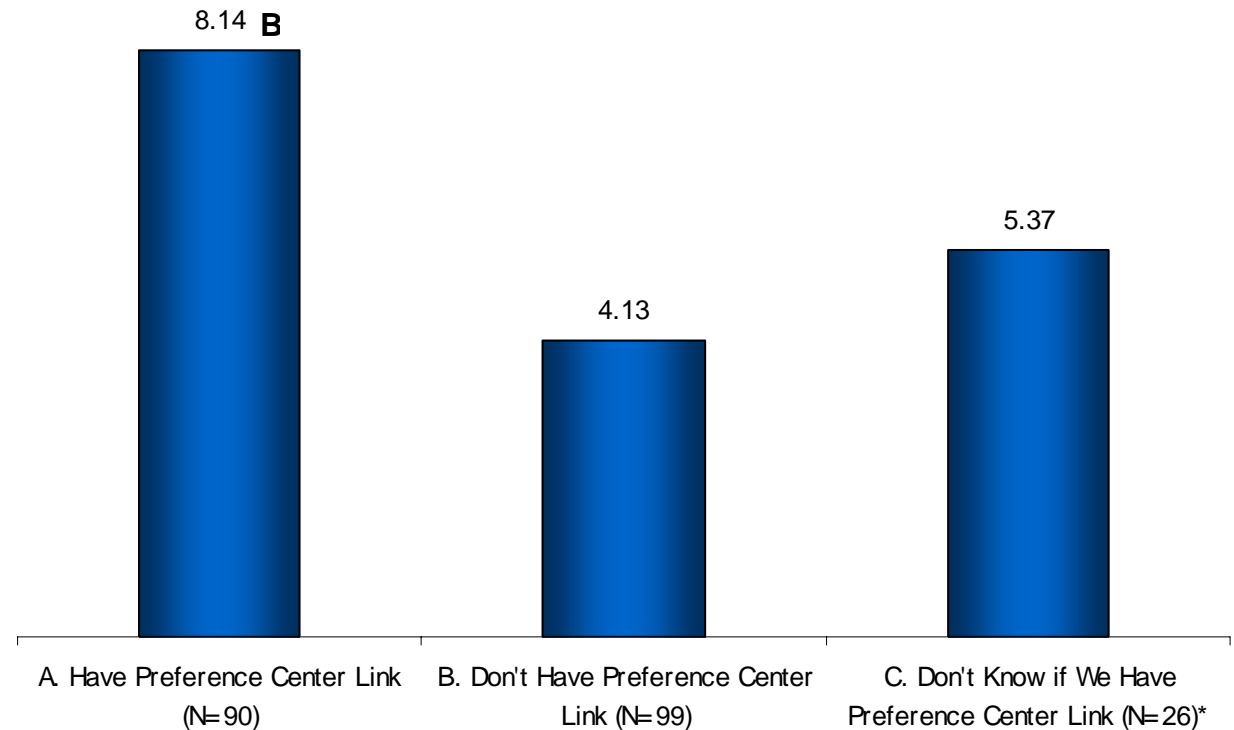
85% of respondents include the ability for individuals to change their email address in the preference center. The next most frequently offered choice is to update address information (59%), followed by update content preferences (51%). Just 16% say they offer respondents the ability to modify their frequency of email message receipt.

Choice	Percentage
Change email address	84%
Update address information	59%
Update content preferences	51%
Sign up for other email programs offered by your company	42%
Change frequency of receipt	16%
Other	4%
Don't know/Not sure	8%
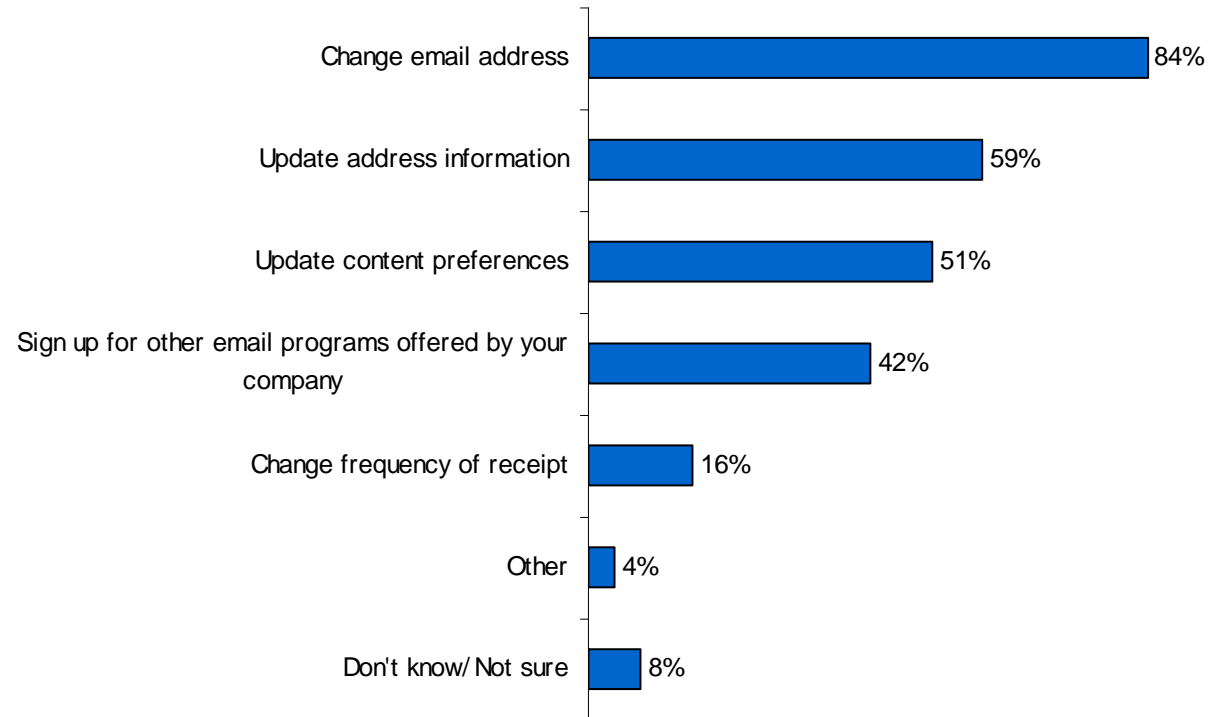
**Total Respondents - Percentage Offering
Preference Center Choices**

Total = 409 Respondents

Campaign Management
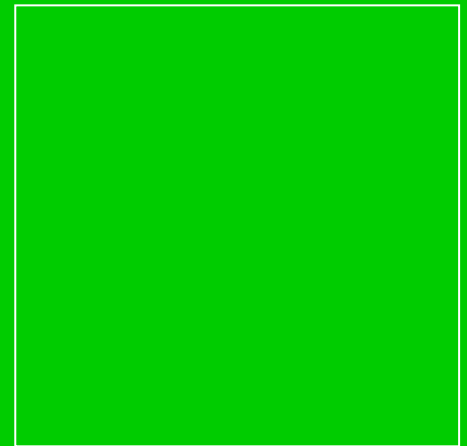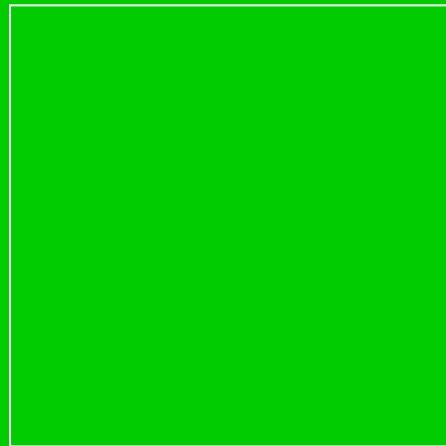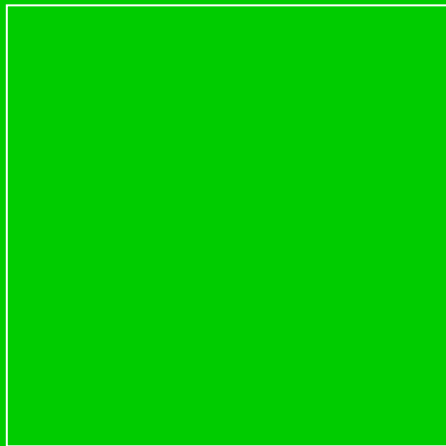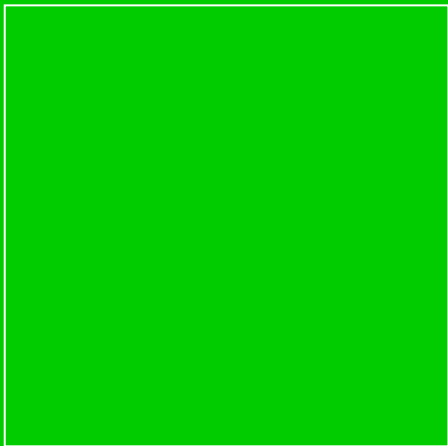
Offers/Aspects Of Email Content

64% of respondents include an unsubscription/opt-out link in their email messages. 28% typically offer free download report/white paper, 24% include a percentage off discount, and 22% include brands that have high awareness. Just under 1 in 10 routinely offer free shipping.

Offer/Aspect	Percentage
Unsubscription/opt-out link	64%
Free download report/white paper	28%
Percentage off	24%
Brands that have high awareness	22%
Webinar	18%
Dollars off	18%
Prize drawing	16%
Free gift	15%
Free shipping	9%
Rebate	7%
Other	12%
Don't know/Not sure	9%
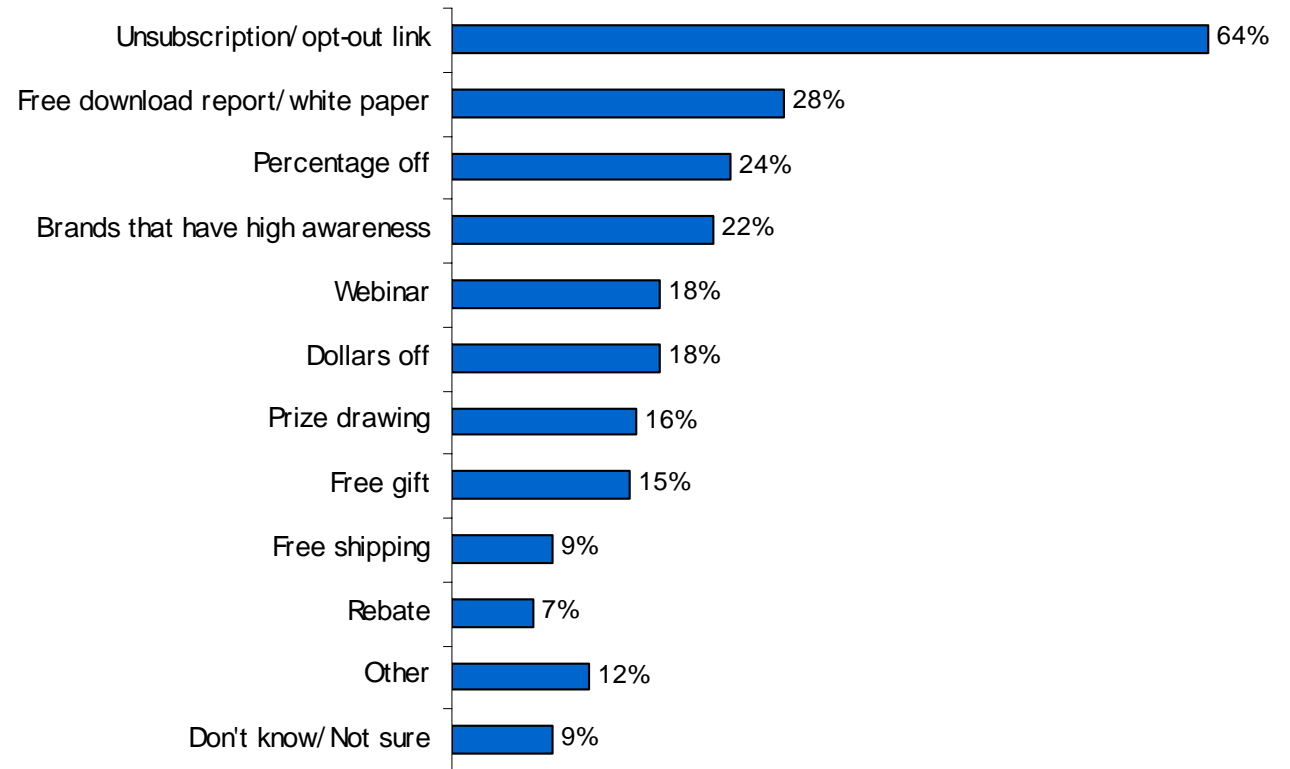
Total Respondents - Offers/Aspects of Email Content

Total = 1,338 Respondents

Number of Clicks to Unsubscribe

Just over half (52%) of respondents say users only need to complete one click to unsubscribe, while 44% require two clicks.

One ████████████████████ 52%

Two ████████████████ 44%

More than two █ 3%
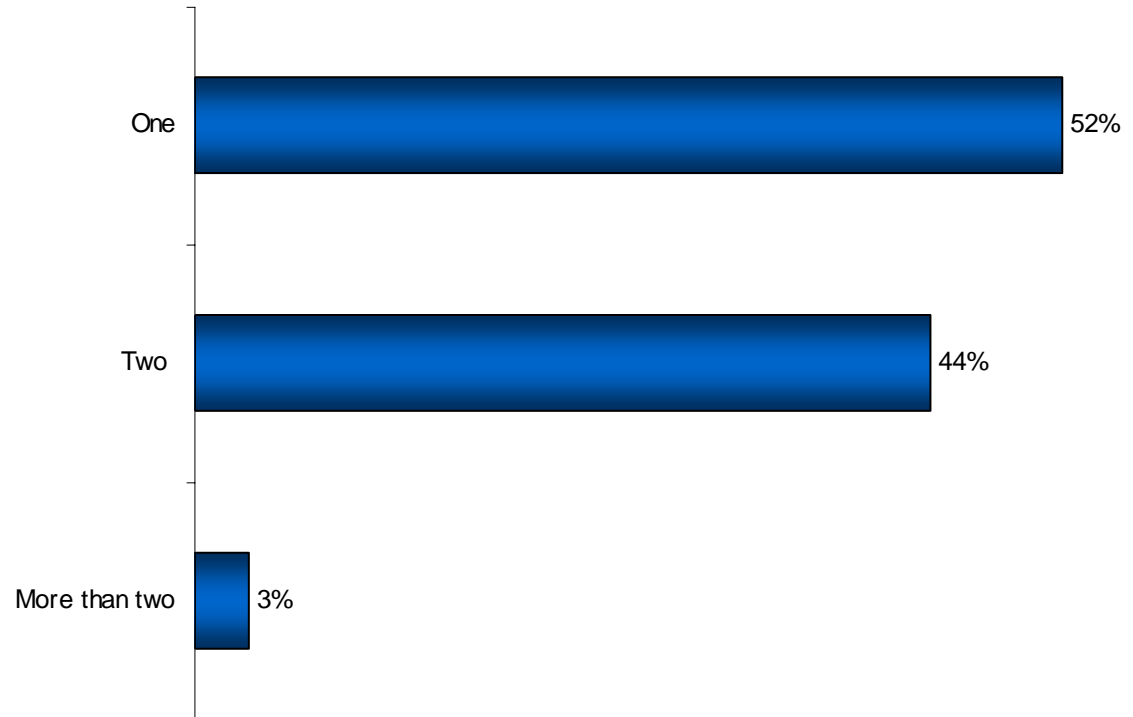
Total Respondents - Number of Clicks to Unsubscribe

Total = 861 Respondents

Timing of Email Messages – Day of the Week

Most often, respondents do not pick any individual week day to send out email campaigns with 44% saying they don't focus on any one day. The most popular individual day chosen is Tuesday (26%).
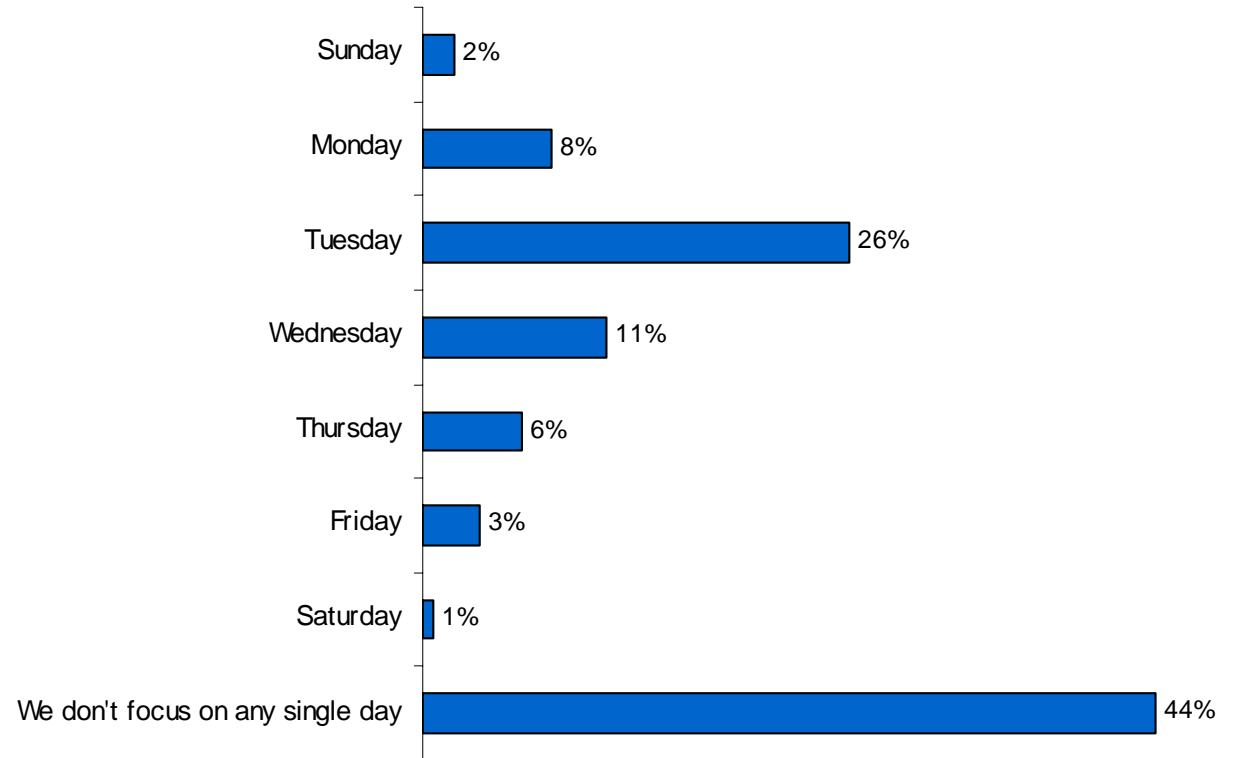
**Total Respondents - Preferred Day of the Week
for Email Campaigns**

Total = 1,338 Respondents

Timing of Email Messages – Day of the Week By Revenue Size

The largest organizations in terms of revenue tend to vary their email campaigns by day of week more often than their smaller cohorts.

Respondents with revenues between $1-$9.9 Million are most likely to prefer Tuesday for email blasts.

Legend:
- ☐ Sunday
- ☐ Monday
- ☐ Tuesday
- ☐ Wednesday
- ☐ Thursday
- ☐ Friday
- ☐ Saturday
- ☐ We don't focus on any single day

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

A. < $1 Million (N=432)
- Sunday: 2%
- Monday: 9%
- Tuesday: 25%
- Wednesday: 10%
- Thursday: 5%
- Friday: 3%
- Saturday: 0%
- We don't focus on any single day: 44% **B**

B. 1 Million - $9.9 Million (N=341)
- Sunday: 1%
- Monday: 8%
- Tuesday: 31% **cD**
- Wednesday: 13%
- Thursday: 6%
- Friday: 5% **d**
- Saturday: 1%
- We don't focus on any single day: 36%

C. $10 Million - $99.9 Million (N=207)
- Sunday: 1%
- Monday: 8% **a**
- Tuesday: 24%
- Wednesday: 13%
- Thursday: 8%
- Friday: 3%
- Saturday: 0%
- We don't focus on any single day: 43%

D. $100 Million or more (N=124)
- Sunday: 3%
- Monday: 9%
- Tuesday: 21%
- Wednesday: 8%
- Thursday: 5%
- Friday: 1%
- Saturday: 1%
- We don't focus on any single day: 52% **Bc**

Preferred Day of the Week for Email Campaigns – By Revenue Size

Timing of Email Messages – Time of Day

While 27% of respondents don't consider the time of day for their email campaigns, 35% prefer 7:00 AM -11:59 AM and 22% typically send between 12 noon and 4:59 PM. 7% of respondents say they vary the timing depending upon the time zone of their recipients.
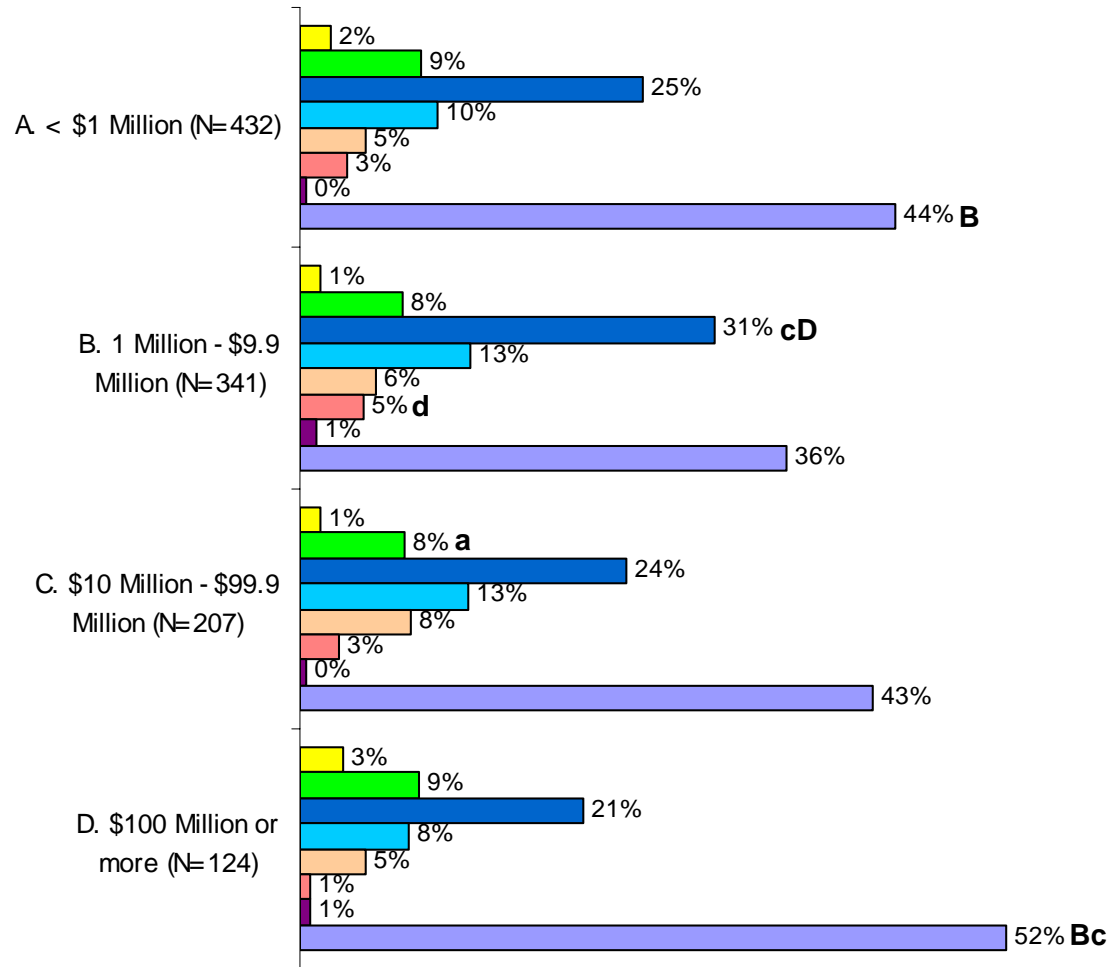

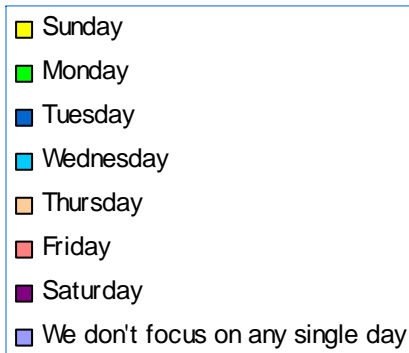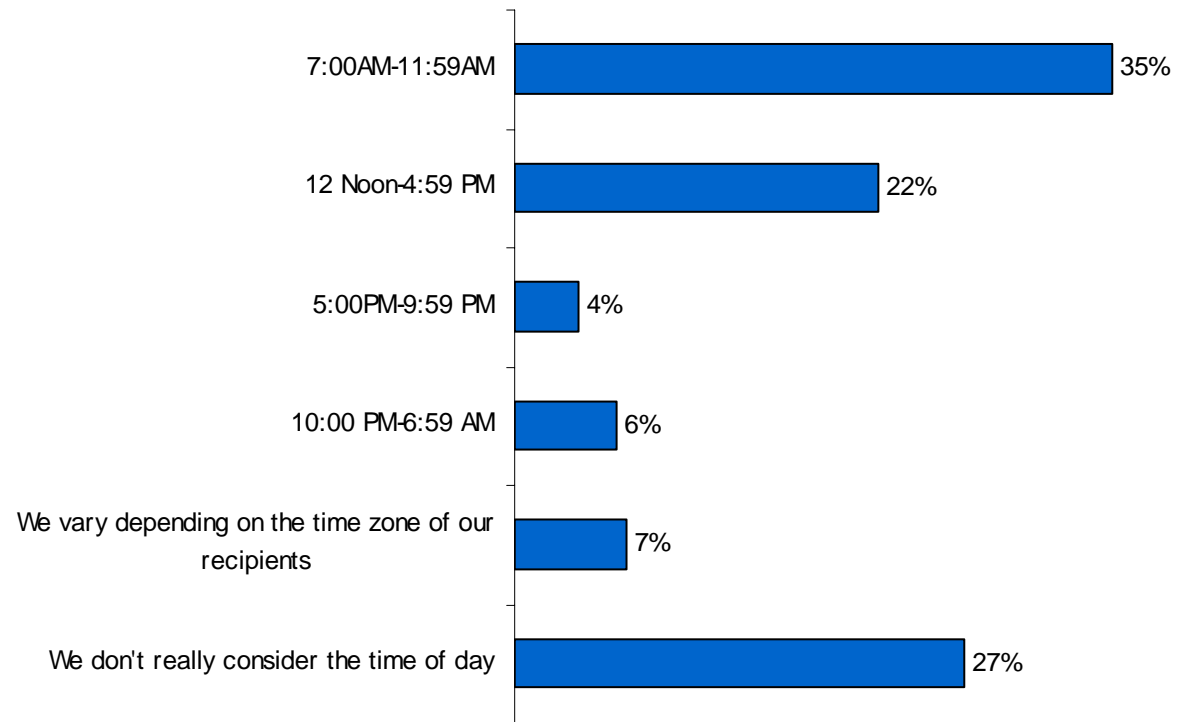
Total Respondents - Preferred Time of Day for Email Campaigns

Total = 1,338 Respondents

Timing of Email Messages – Time of Day By Revenue Size

Overall, the proportion of respondents launching campaigns is highest between 7:00 AM – 11:59 AM. However, respondents at either end of the revenue spectrum are more likely to disregard the time of day than those in the middle. Instead, these respondents with revenues between $1 Million and $99.9 Million are more likely to blast their campaigns in the early-mid afternoon hours.
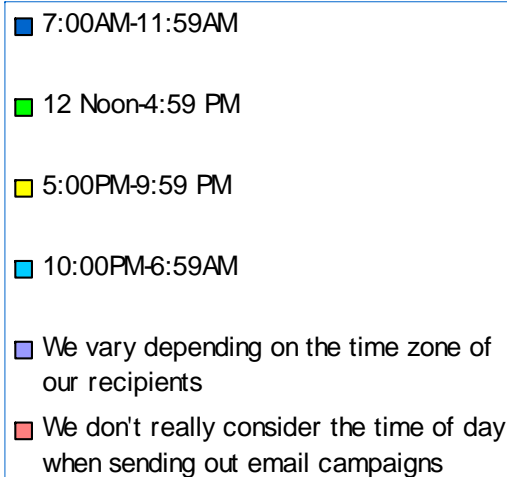
Legend:
- 7:00AM-11:59AM
- 12 Noon-4:59 PM
- 5:00PM-9:59 PM
- 10:00PM-6:59AM
- We vary depending on the time zone of our recipients
- We don't really consider the time of day when sending out email campaigns

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

A. < $1 Million (N=432)
- 35%
- 19%
- 4%
- 7%
- 5%
- 30% **BC**

B. 1 Million - $9.9 Million (N=341)
- 40% **d**
- 22% **D**
- 5%
- 7%
- 6%
- 21%

C. $10 Million - $99.9 Million (N=207)
- 36%
- 26% **AD**
- 2%
- 5%
- 9% **A**
- 22%

D. $100 Million or more (N=124)
- 31%
- 14%
- 2%
- 7%
- 15% **Abc**
- 30% **Bc**
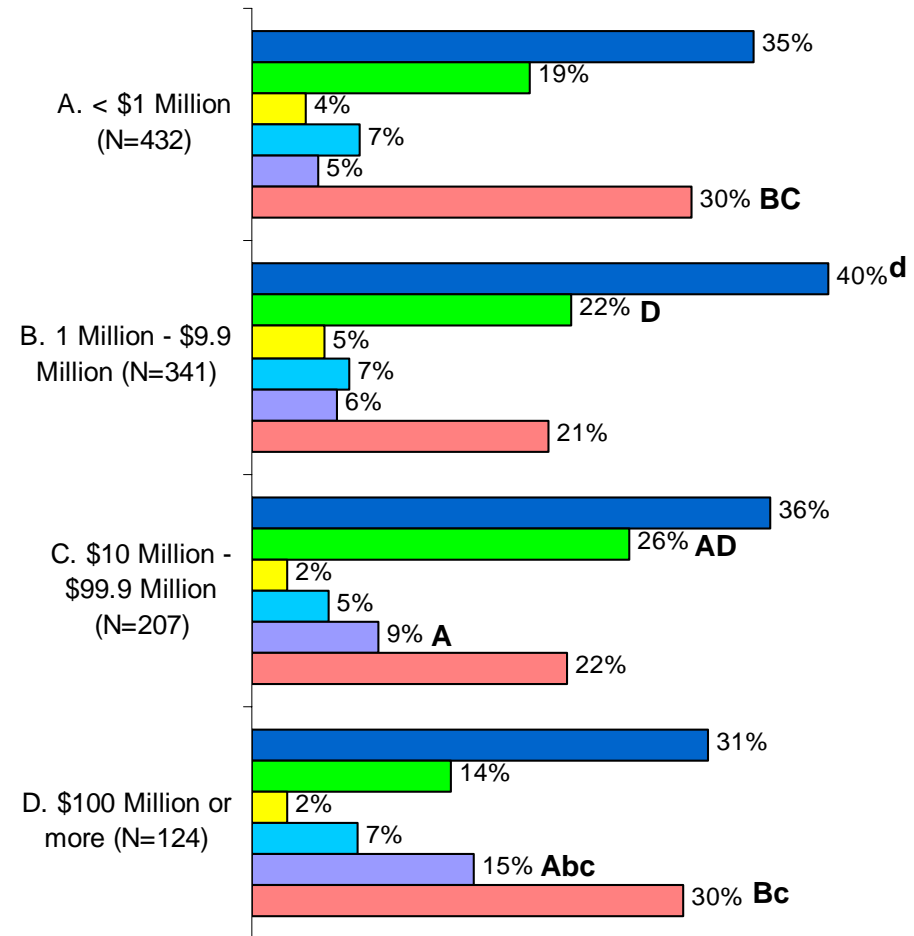
Preferred Time of Day for Email Campaigns by Revenue Size

Frequency of Email Campaigns – Sales Alerts/Promotions

57% send out promotions or sales alerts monthly or less frequently, and 23% send these messages 2-3 times per month.

Category	Value
Daily	2%
2-6 times per week	8%
Once per week	11%
2-3 times per month	23%
Once per month	25%
Less than once per month	32%

Total Respondents - Frequency of Sales Alert/Promotional Message Email Campaigns

Total = 994 Respondents

Frequency of Email Campaigns – Sales Alerts/Promotions
Revenue Size

The largest organizations are more likely than others to send out daily sales alerts or promotions, although just 6% of these respondents indicate doing so.

Legend:
- Daily
- 2-6 times per week
- Once per week
- 2-3 times per month
- Once per month
- Less than once per month

A. < $1 Million (N=309)
- Daily: 1%
- 2-6 times per week: 6%
- Once per week: 11%
- 2-3 times per month: 21%
- Once per month: 27% C
- Less than once per month: 34% b

B. 1 Million - $9.9 Million (N=255)
- Daily: 2%
- 2-6 times per week: 9%
- Once per week: 11%
- 2-3 times per month: 25% d
- Once per month: 27% C
- Less than once per month: 27%

C. $10 Million - $99.9 Million (N=167)
- Daily: 2%
- 2-6 times per week: 11% a
- Once per week: 11%
- 2-3 times per month: 21%
- Once per month: 19%
- Less than once per month: 37% B

D. $100 Million or more (N=99)
- Daily: 6% AB
- 2-6 times per week: 11% a
- Once per week: 11%
- 2-3 times per month: 15%
- Once per month: 25%
- Less than once per month: 31%
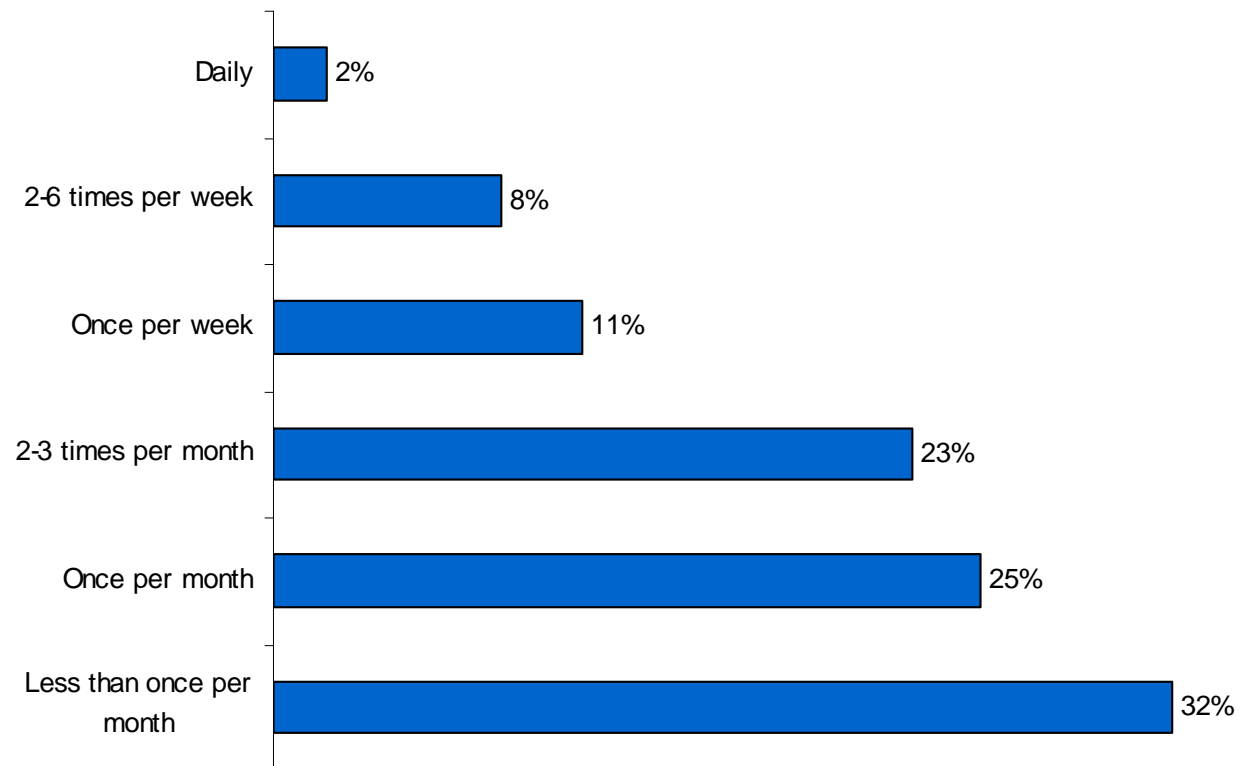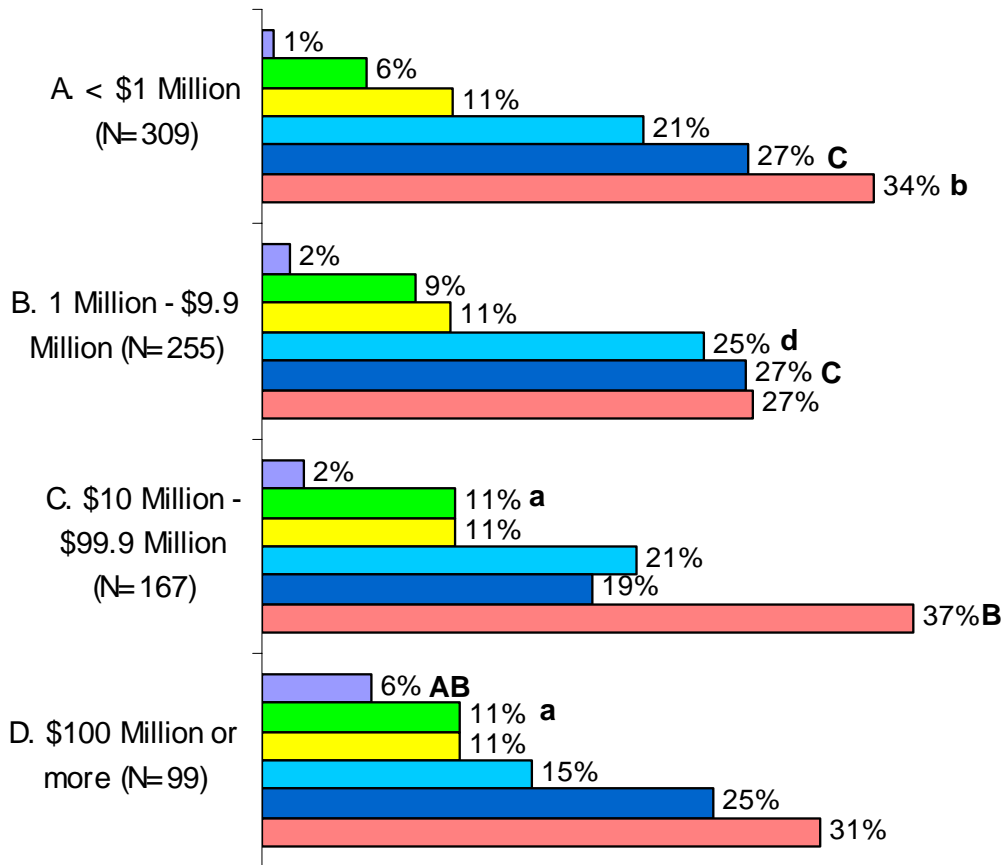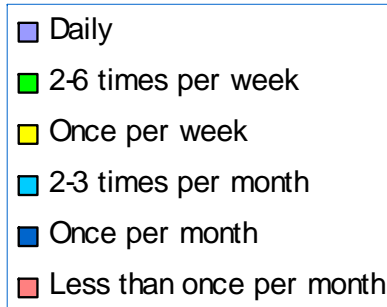
Frequency of Sales Alert/Promotional Message Email Campaigns

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

79

Frequency of Email Campaigns – Newsletters

71% send out newsletter campaigns once a month or less frequently.

Daily 2%

2-6 times per week 5%

Once per week 9%

2-3 times per month 14%

Once per month 42%

Less than once per month 29%
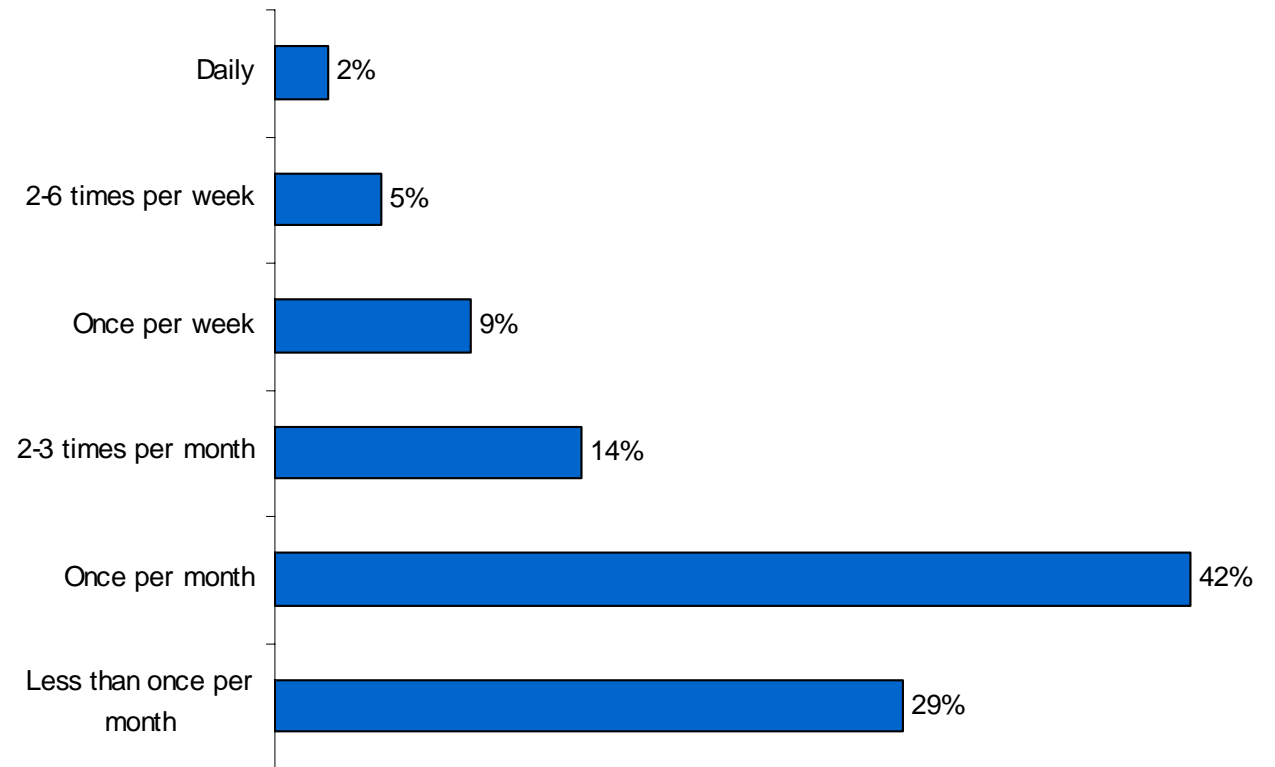
Total Respondents - Frequency of Newsletter Email Campaigns

Total = 1,125 Respondents

Frequency of Email Campaigns – Newsletters By Revenue Size

Usually, respondents say they send out a monthly newsletter. Respondents with revenue in the $10-$99.9 Million range, though, are just as likely to email a newsletter on a less frequent basis as they are to send it once a month.

Legend:
- ☐ Daily
- ☐ 2-6 times per week
- ☐ Once per week
- ☐ 2-3 times per month
- ☐ Once per month
- ☐ Less than once per month

A. < $1 Million (N=350)
- 3%
- 4%
- 11%
- 17% **c**
- 41%
- 25%

B. 1 Million - $9.9 Million (N=291)
- 1%
- 5%
- 8%
- 14%
- 43%
- 30%

C. $10 Million - $99.9 Million (N=177)
- 4% **B**
- 5%
- 7%
- 11%
- 37%
- 37% **Abd**

D. $100 Million or more (N=102)
- 5% **B**
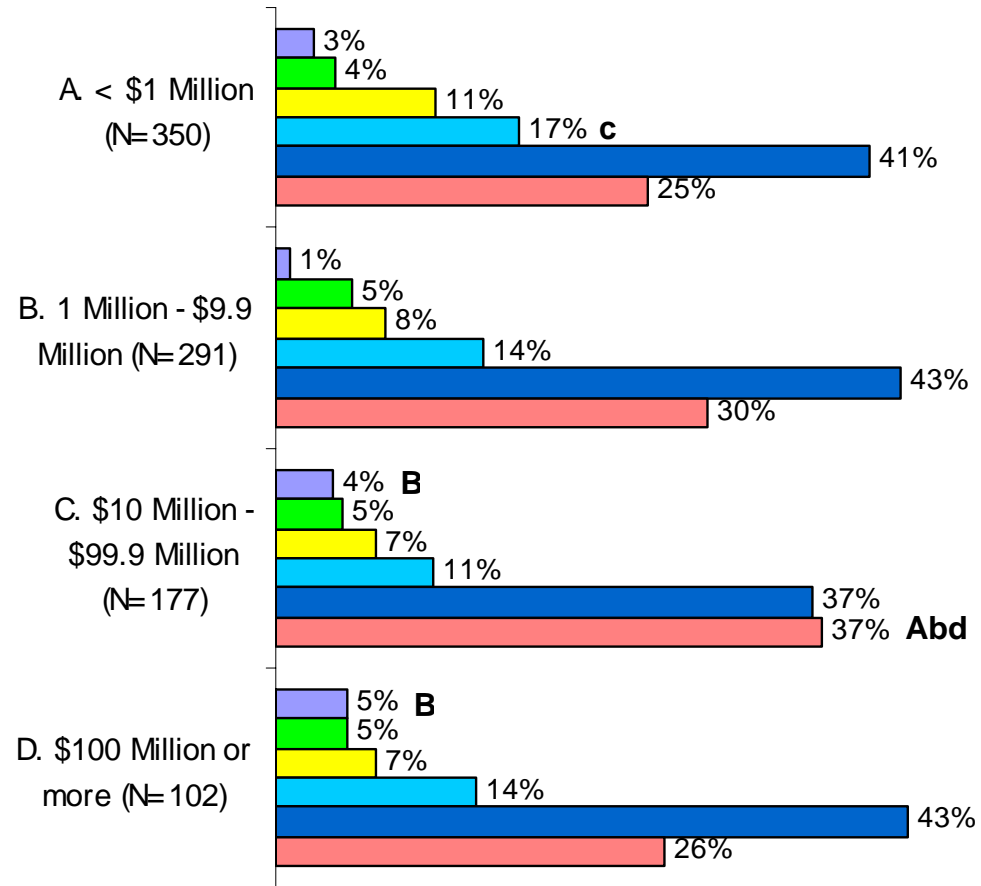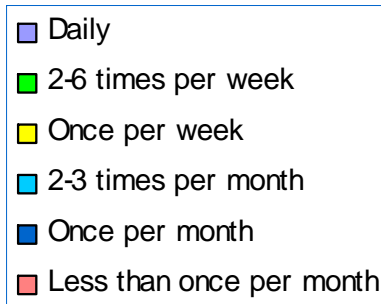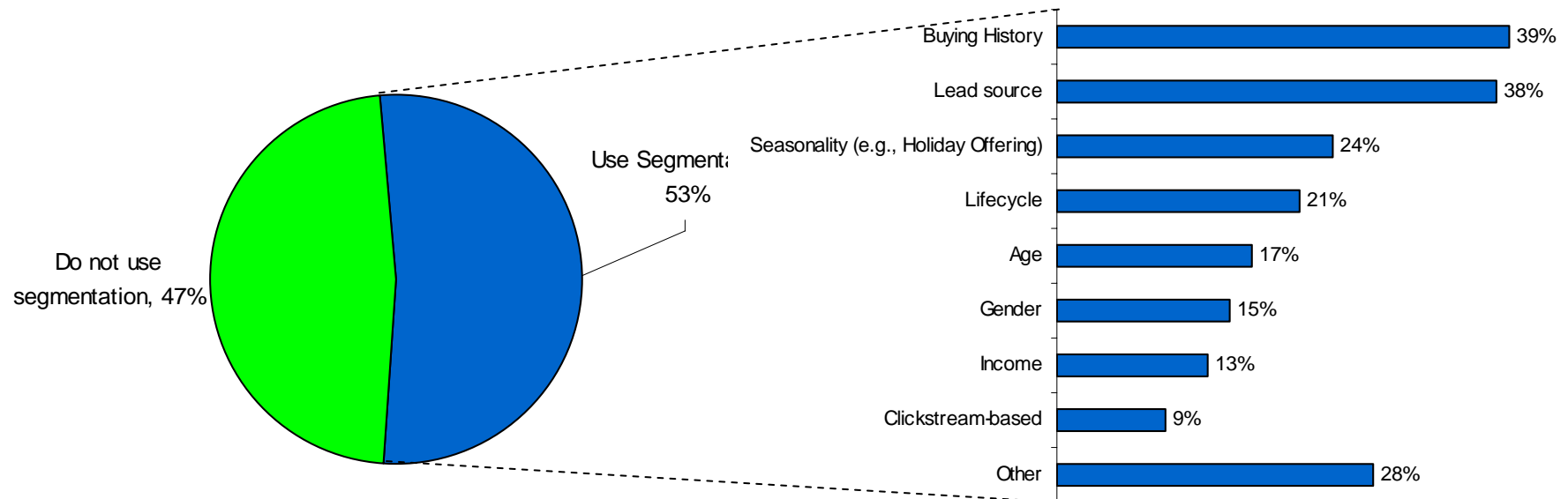- 5%
- 7%
- 14%
- 43%
- 26%

Frequency of Newsletter Email Campaigns – by Revenue Size

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Use of Segmentation

53% of respondents use some sort of list segmentation and segmented content creation. Buying history (39%) and lead source (38%) are the most frequently used criteria on which to segment, followed by seasonality (24%), and lifecycle (21%). Respondents are far less likely to perform clickstream-based segmenting (9%).

Total Respondents - Percentage Using Segmentation and Criteria

Total = 1,338 Respondents

Use of Segmentation by Revenue Size

Respondents with revenues of less than $1 Million are significantly less likely than others to use segmentation.

A. < $1 Million (N=432) — 41%

B. 1 Million - $9.9 Million (N=341) — 59% **A**

C. $10 Million - $99.9 Million (N=207) — 61% **A**

D. $100 Million or more (N=124) — 70% **Abc**
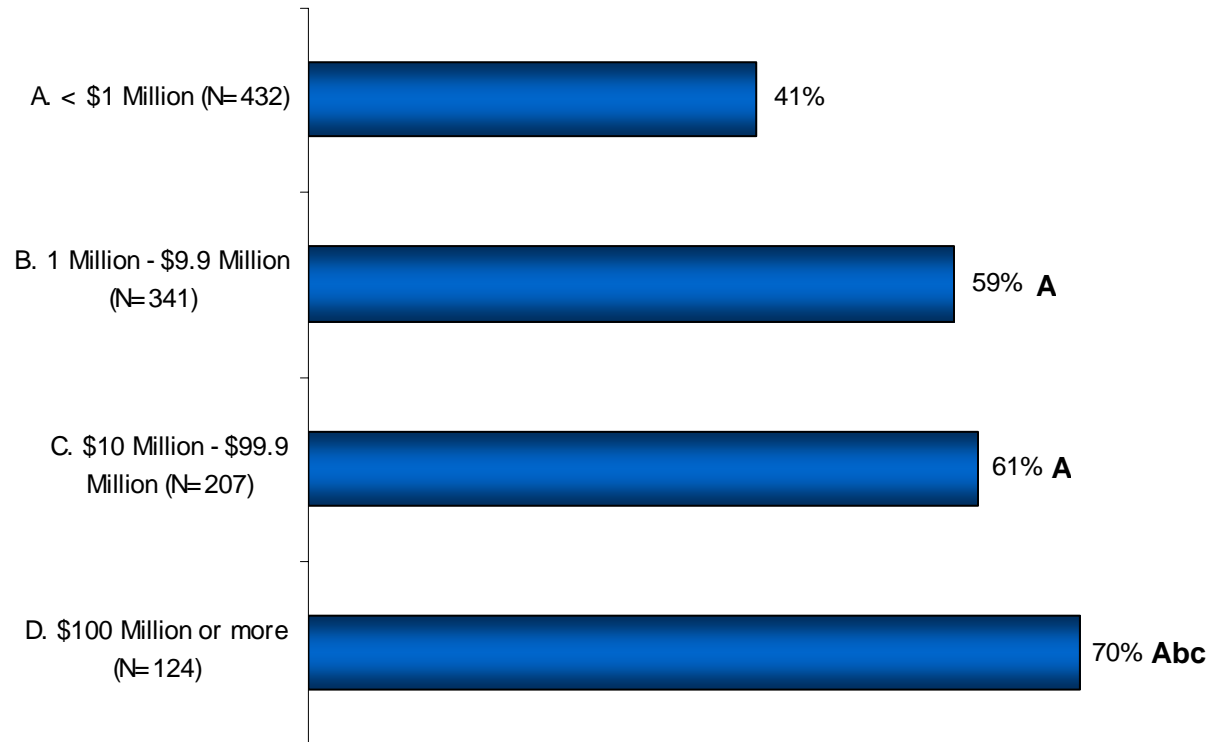
Percentage Using Segmentation – by Revenue Size

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Sending "Triggered" Email

53% of respondents report sending email based on a "triggered" event. The most common trigger is a welcome message sent to new subscribers (64%). 36% send an email for order confirmation and 30% send an email for a new account created. The triggers used least frequently are shopping cart abandonment, product recall, and time lapsed since last order, with 6% reporting email send based on each.
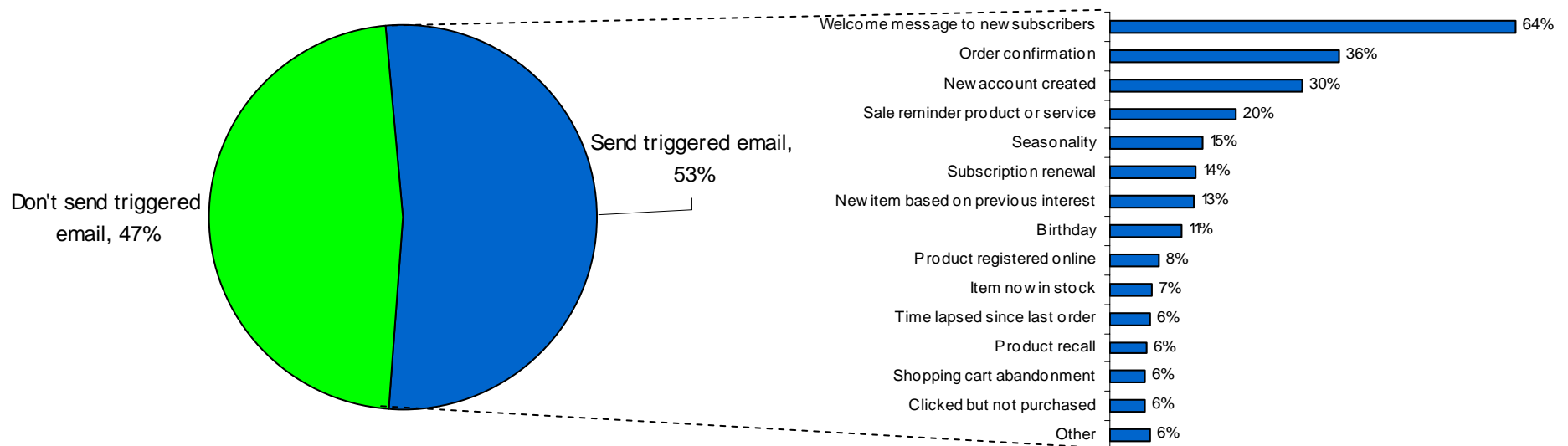
Total Respondents - Percentage Using Triggers and Trigger Types

Total = 1,338 Respondents

Sending "Triggered" Email by Revenue Size

The largest companies ($100 Million or more in revenue) are significantly more likely than smaller organizations to use "triggering" for email.

A. < $1 Million (N=432) ▬ 50%

B. 1 Million - $9.9 Million (N=341) ▬ 57% **ac**

C. $10 Million - $99.9 Million (N=207) ▬ 49%

D. $100 Million or more (N=124) ▬ 65% **AbC**
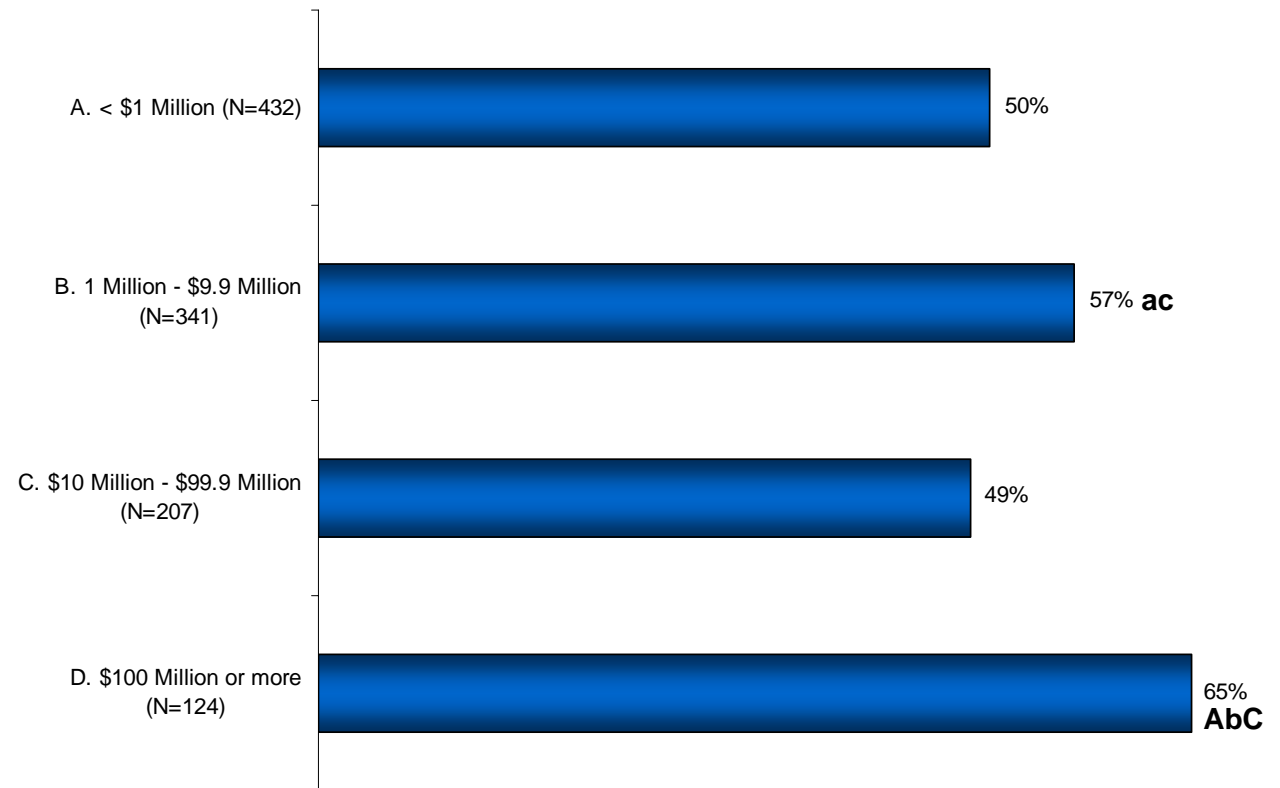
Percentage Using Triggers by Revenue Size

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Sending "Triggered" Email by Industry

Respondents in Publishing/Media, E-Commerce/Retail, and Computer/Internet industries are significantly more likely to send "triggered" email than those in other industries.
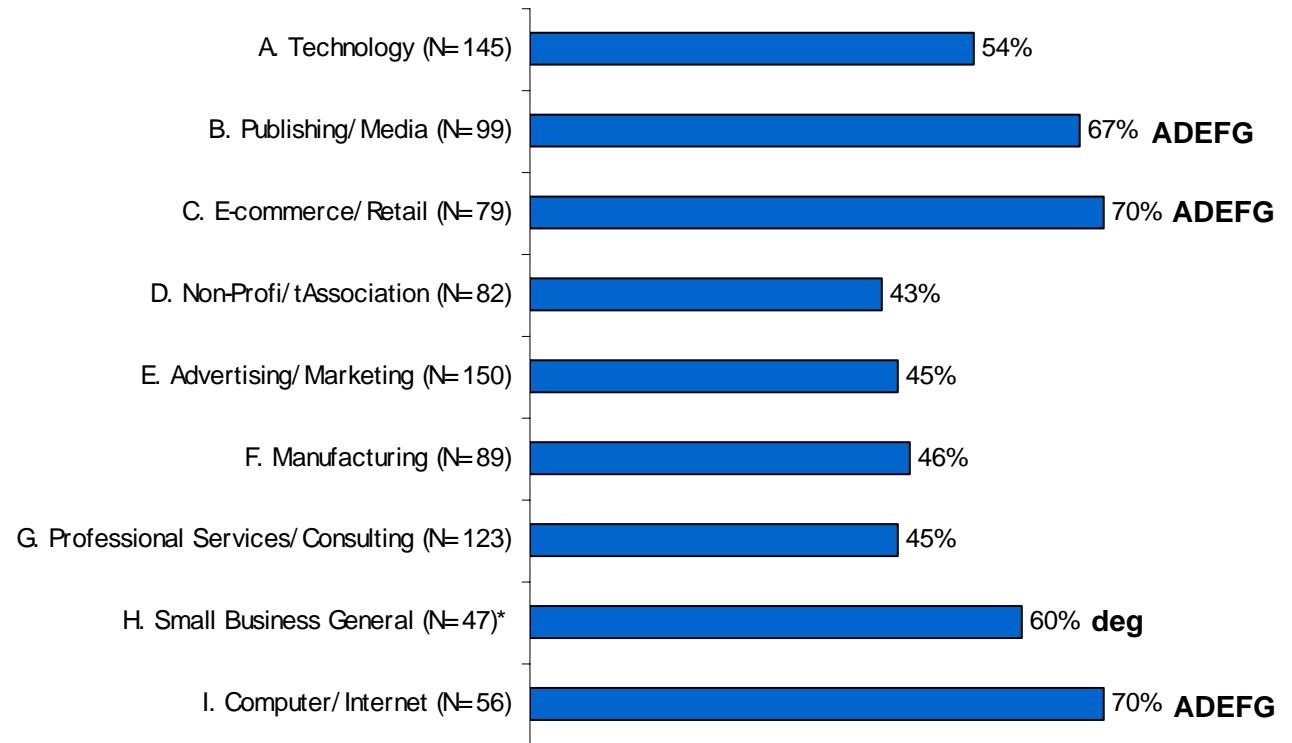
| Industry	Percentage	
A. Technology (N=145)	54%	
B. Publishing/Media (N=99)	67%	**ADEFG**
C. E-commerce/Retail (N=79)	70%	**ADEFG**
D. Non-Profit/Association (N=82)	43%	
E. Advertising/Marketing (N=150)	45%	
F. Manufacturing (N=89)	46%	
G. Professional Services/Consulting (N=123)	45%	
H. Small Business General (N=47)*	60%	**deg**
I. Computer/Internet (N=56)	70%	**ADEFG**

Percentage Using Triggers by Industry

Data statistically tested at the 95% level of confidence: A/B/C/D/E/F/G/H/I, 90% level of confidence: a/b/c/d/e/f/g/h/i
*CAUTION: Small sample size

Sending "Triggered" Email and Open Rates

Respondents who do not send "triggered" email report significantly higher open rates than those who do use this tactic.
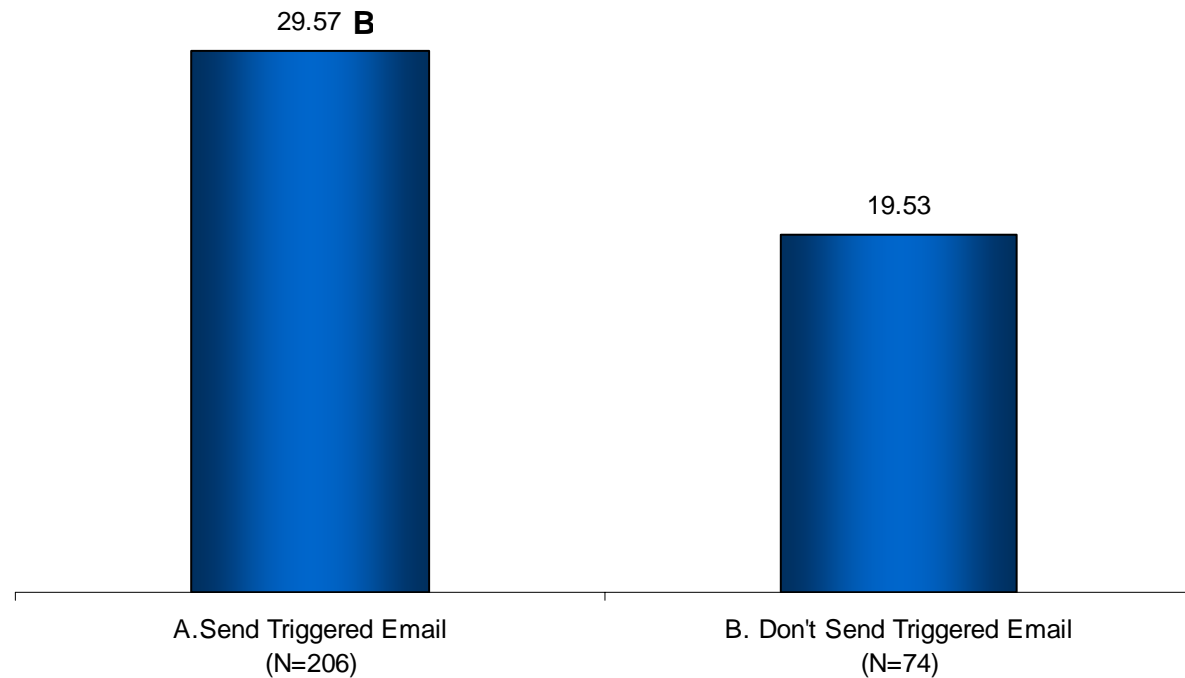
30.17

33.68 **A**

| A. Send Triggered Email | B. Don't Send Triggered Email |
| (N=400) | (N=295) |
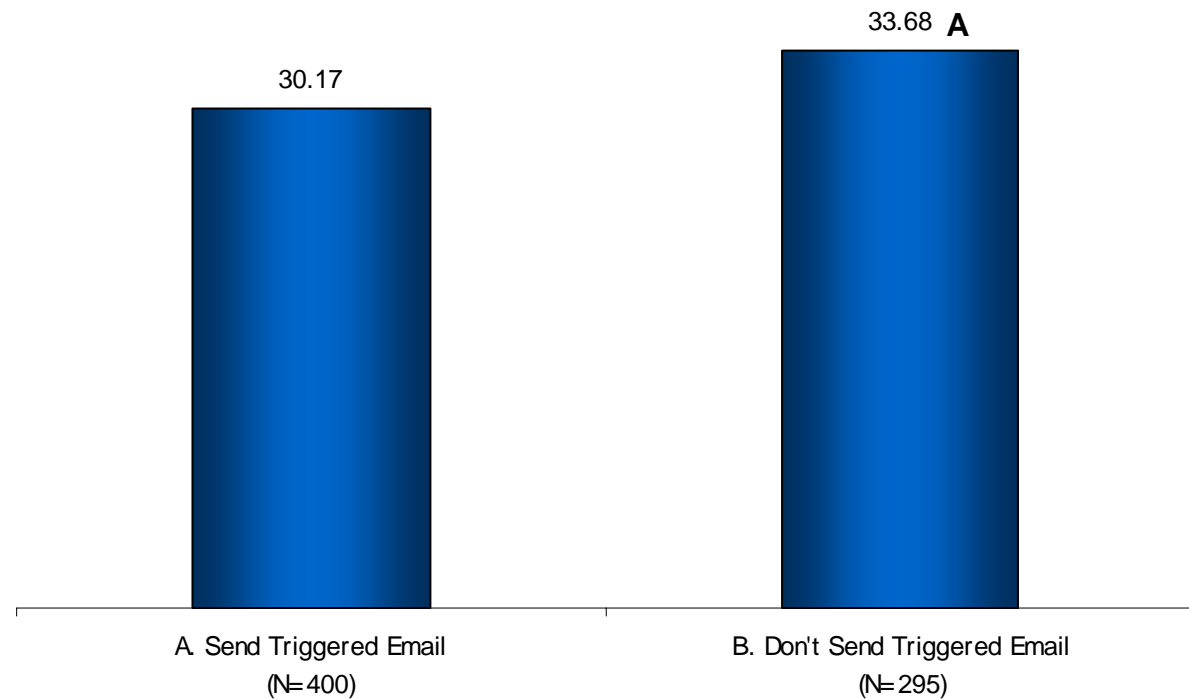
Open Rate by Use of Triggers

Data statistically tested at the 95% level of confidence: A/B, 90% level of confidence: a/b

Sending "Triggered" Email and Percent of Online Sales Attributed to Email

Respondents who use "triggered" email indicate a significantly higher proportion of online sales that can be attributed to email, when compared with those who don't use such a system.

29.57 **B**

19.53

A.Send Triggered Email
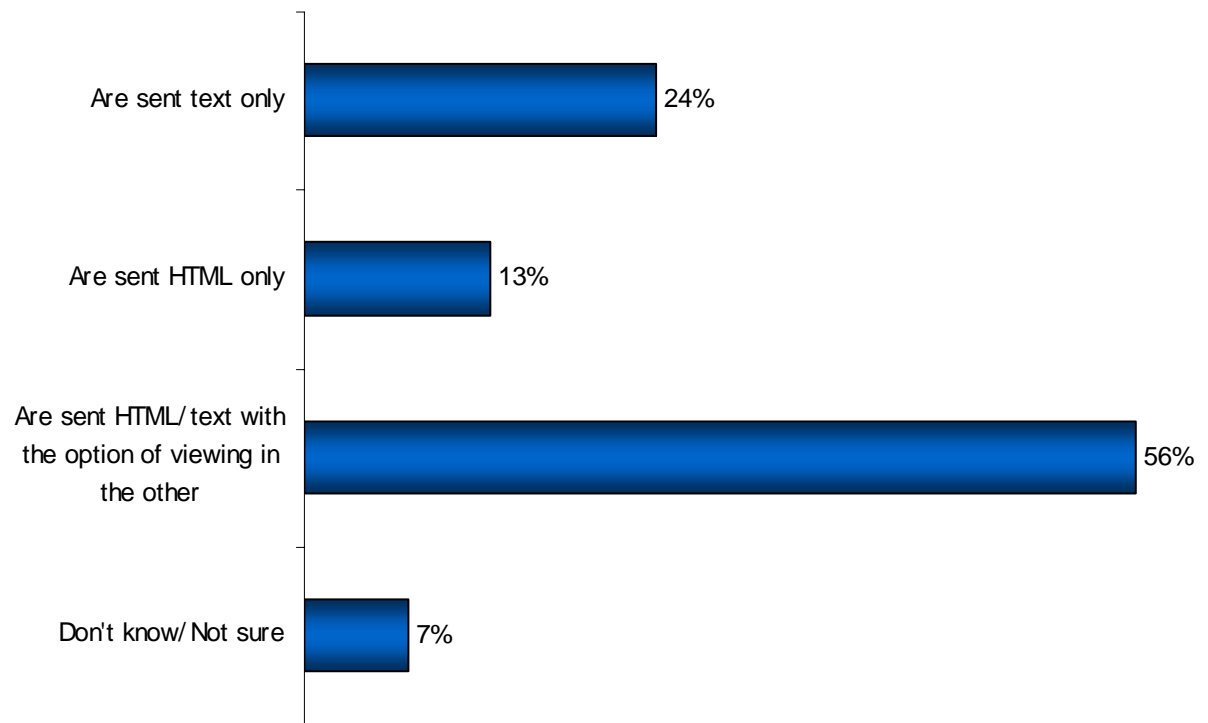(N=206)

B. Don't Send Triggered Email
(N=74)

Percent of Online Sales Attributed to Email by Use of Triggers

Data statistically tested at the 95% level of confidence: A/B, 90% level of confidence: a/b

HTML/Text Usage for Triggered Welcome/New Account

56% of respondents send triggered welcome/new account email in either HTML format or text, with the option of viewing in the other. 24% send these messages in text format only, and 13% limit format of these messages to HTML.

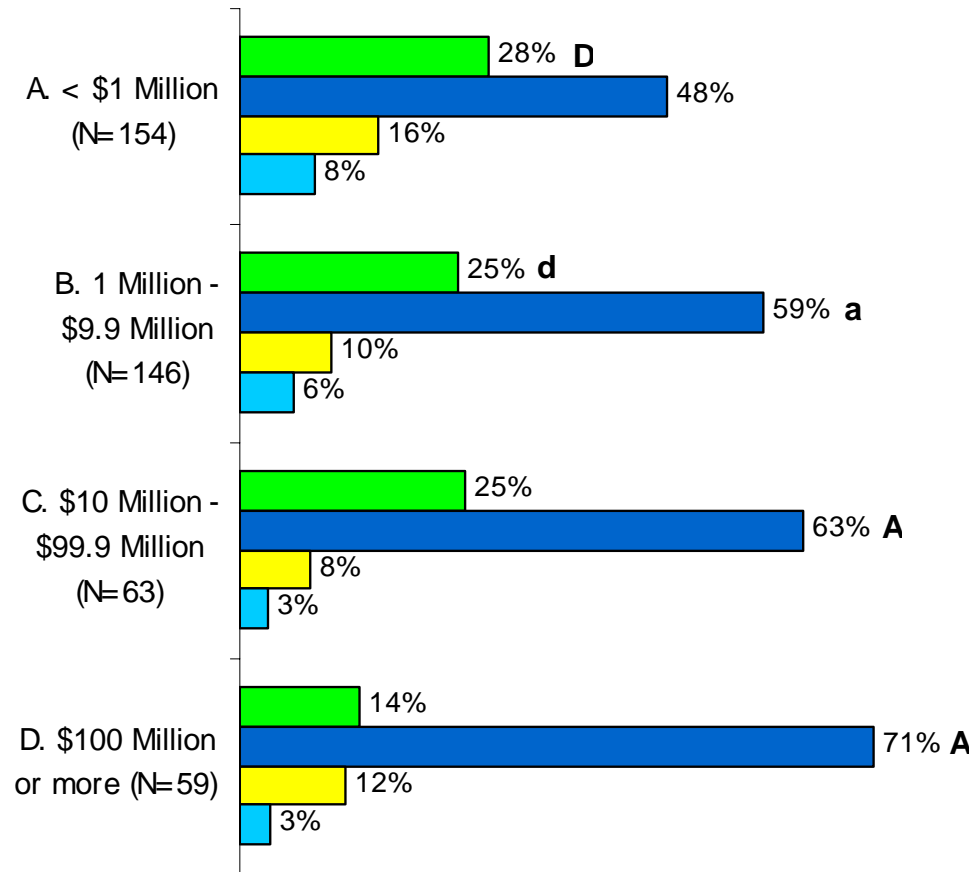**Are sent text only** — 24%

Are sent HTML only — 13%

Are sent HTML/text with the option of viewing in the other — 56%

Don't know/Not sure — 7%

Total Respondents - Welcome/New Account Text/HTML Usage

Total = 507 Respondents

HTML/Text Usage for Triggered Welcome/New Account By Revenue Size

Regardless of revenue size, respondents are most likely to send out triggered welcome/new account messages in HTML or text with the option to view in the other, although the tendency to do so increases significantly with higher revenues. Further, organizations with under $1 Million in revenues are significantly more likely than their large cohorts to send these messages in text only.

Legend:
- ☐ Are sent text only
- ☐ Are sent HTML/text with the option of viewing in the other
- ☐ Are sent HTML only
- ☐ Don't know/Not sure

A. < $1 Million (N=154)
- 28% **D**
- 48%
- 16%
- 8%

B. 1 Million - $9.9 Million (N=146)
- 25% **d**
- 59% **a**
- 10%
- 6%

C. $10 Million - $99.9 Million (N=63)
- 25%
- 63% **A**
- 8%
- 3%

D. $100 Million or more (N=59)
- 14%
- 71% **A**
- 12%
- 3%

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Welcome/New Account Text/HTML Usage by Revenue Size

Options Included in Triggered Welcome/New Account Messages

60% of respondents who use triggered welcome/new account messages include their contact mailing address in these messages. Smaller proportions ask the subscriber to add the respondent to their email address book (47%) or include product images or links (38%). Respondents are far less likely to add an offer discount, reward or incentive in these messages (21%).

| Option	Percentage
Include our contact mailing address	60%
Ask the subscriber to add us to their email address book	47%
Include product images or links	38%
Offer discount reward or incentive	21%
None of the above	10%
Don't know about these options/ Not sure	8%
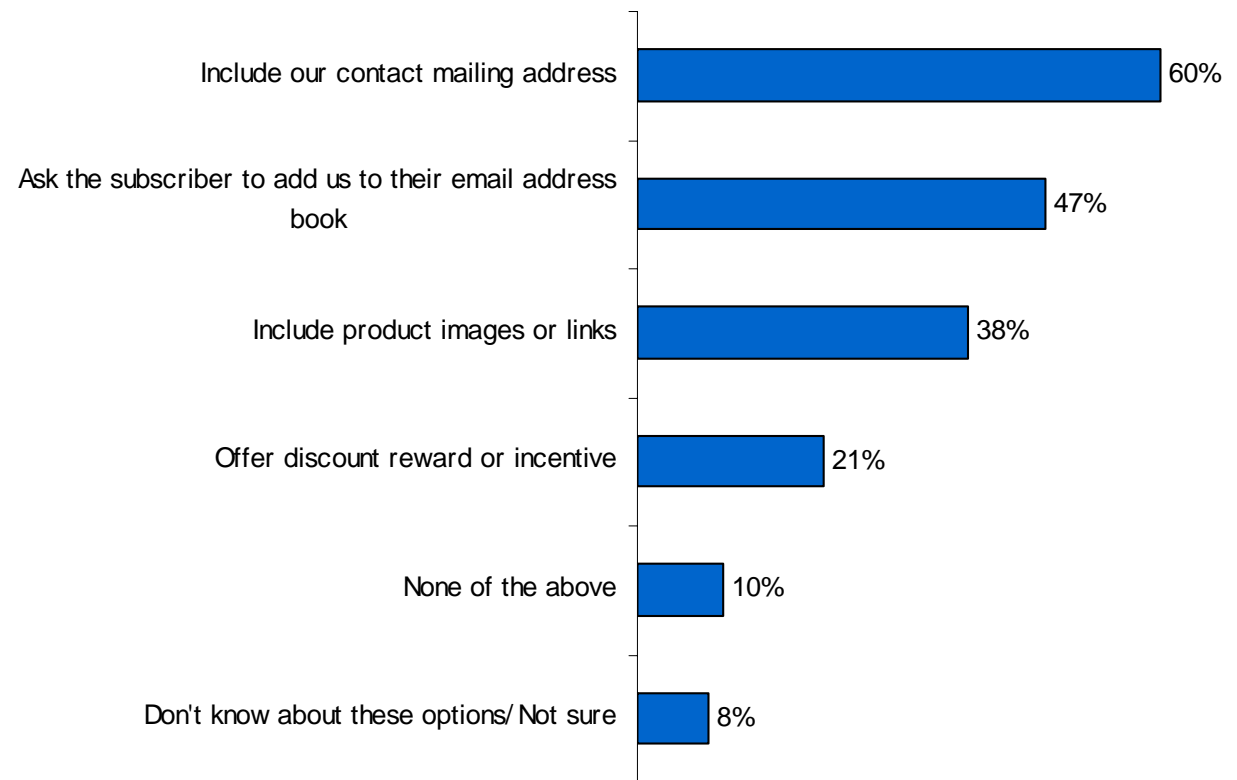
**Total Respondents - Percentage Including
in Triggered Welcome/New Account Messages…**

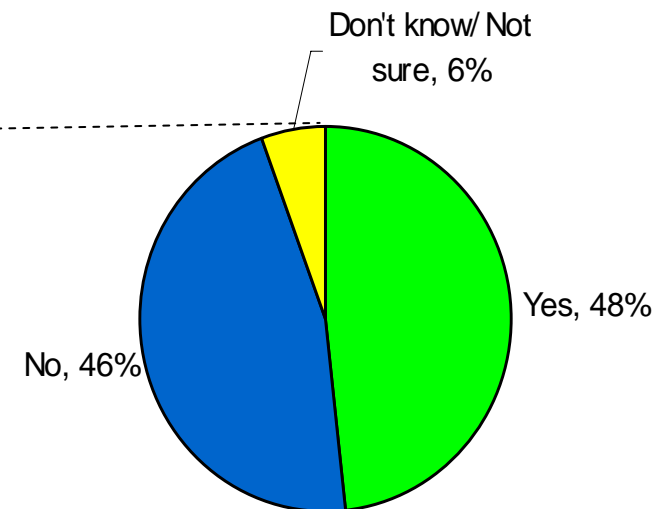**Total = 507 Respondents**

Physical Retail Locations/Inclusion of Store Locator Link

28% of respondents have physical retail locations, 48% of which contain a store locator link in their welcome messages.

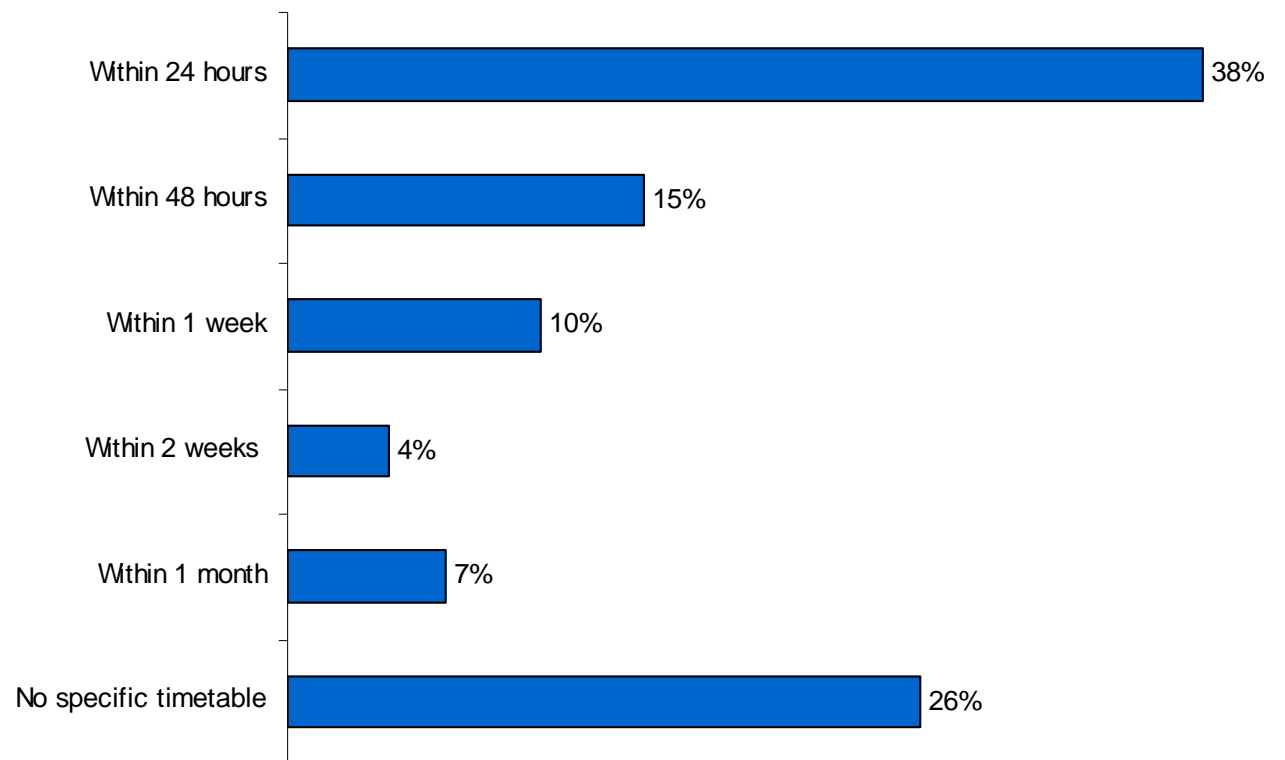**Percentage Have
Physical Retail Locations**
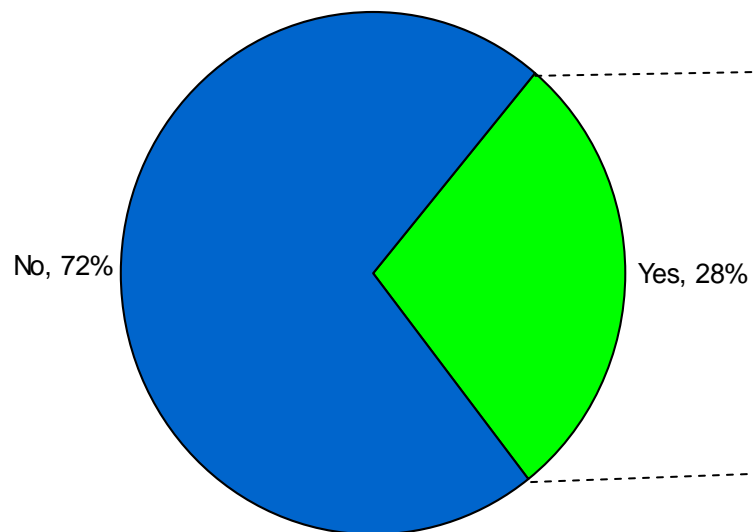
**Have Store Locator Link
in Welcome Messages**

Don't know/ Not
sure, 6%

No, 72%

Yes, 28%

Yes, 48%

No, 46%

Total = 507 Respondents

Time Elapsed Between First Subscriber/Customer Contact and Initial Email Communication

38% of respondents claim to send out their initial email communication within 24 hours of the initial contact by the subscriber or customer, and 15% respond within the first 48 hours. 11% say the time elapses can exceed one week, and 26% do not have any specific timetable.

|	
Within 24 hours	38%
Within 48 hours	15%
Within 1 week	10%
Within 2 weeks	4%
Within 1 month	7%
No specific timetable	26%

Total Respondents - Time Elapsed Between First Subscriber/Customer Contact and Initial Email Communication

Total = 1,338 Respondents

Forwarding/Printing Options

53% include forwarding/printing options in their email messages, of which 89% contain the option to forward to a friend, and 43% include a print-option link to a printer-friendly version.

Total Respondents - Printing and Forwarding Options

No forwarding or printing options, 47%

Include forwarding and printing options, 53%

Forward to a friend — 89%

Print-option link to printer-friendly version — 43%
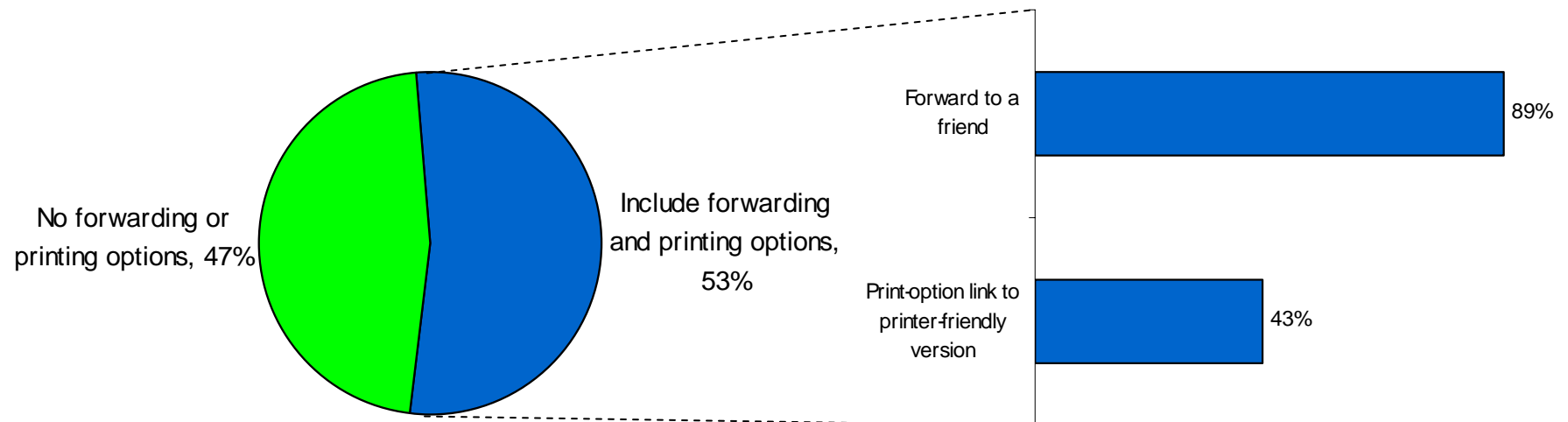
Total = 1,338 Respondents

Creative Content and Development
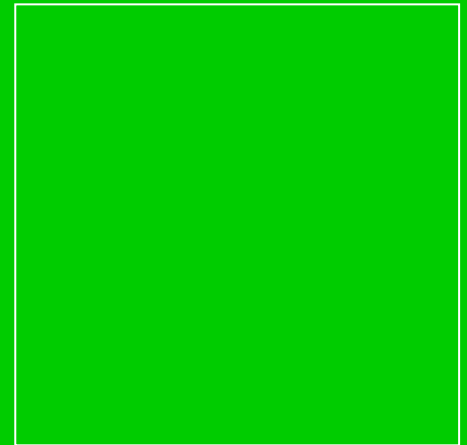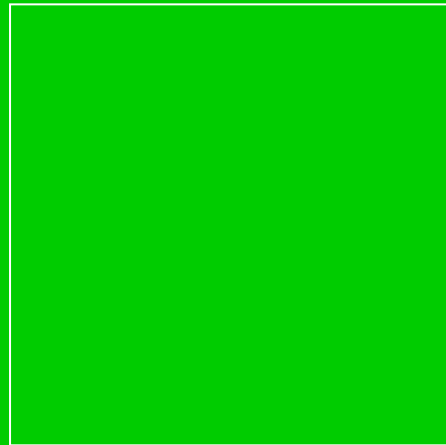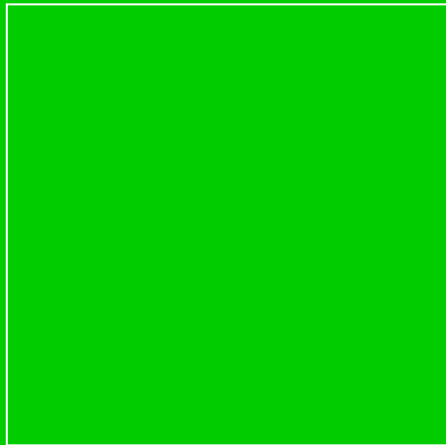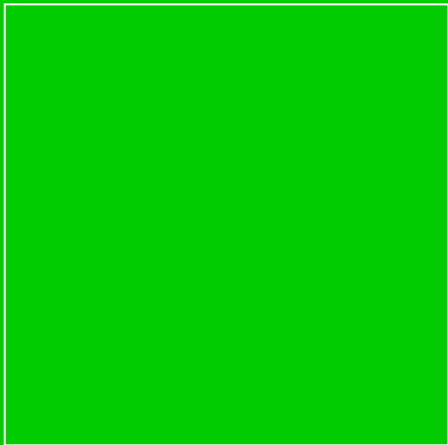
Creative Content and Strategic Development – In-House versus Outsourcing

Respondents are most likely to handle all creative and strategic development in-house (72%) for their email campaigns.

We handle creative and strategic development entirely in-house — 72%

We use a mix of in-house and outsourcing for creative and strategy development — 25%

All of our creative and strategic development is outsourced — 3%
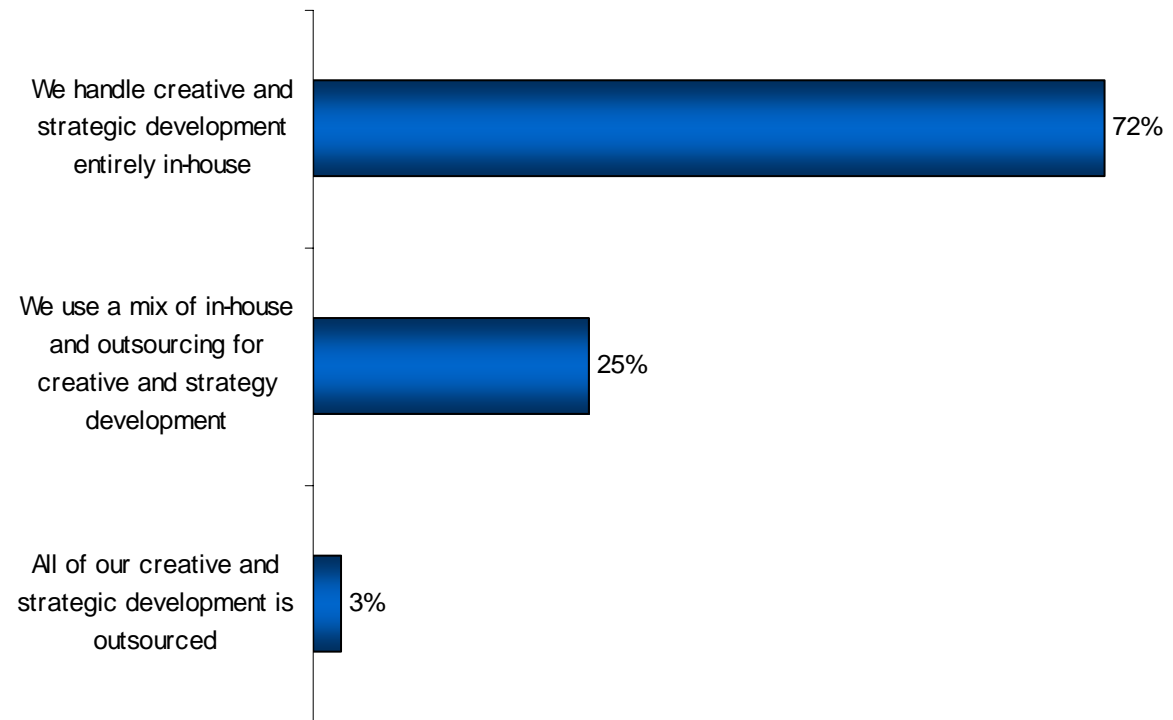
Total Respondents - Percentage In-House versus Outsourcing

Total = 1,340 Respondents

Creative Content and Strategic Development:
In-House versus Outsourcing By Revenue Size

The tendency to use a mix of outsourcing and in-house creative increases with revenue size, while smaller organizations are significantly more likely to handle this work entirely in-house.

Legend:
- We handle creative and strategic development entirely in-house
- We use a mix of in-house and outsourcing for creative and strategy development
- All of our creative and strategic development is outsourced

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

A. < $1 Million (N=430)
- 78% **CD**
- 20%
- 2%

B. 1 Million - $9.9 Million (N=343)
- 74% **D**
- 24%
- 2%

C. $10 Million - $99.9 Million (N=212)
- 68% **D**
- 29% **A**
- 3%

D. $100 Million or more (N=112)
- 54%
- 42% **ABC**
- 4%
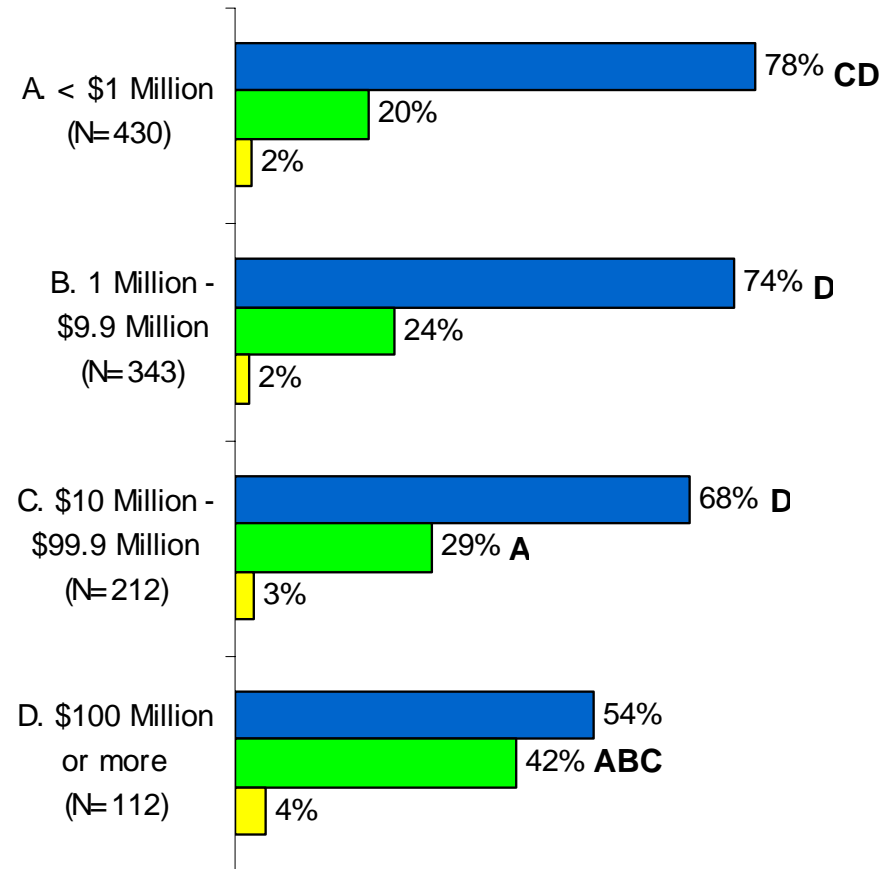
Usage of In-House versus Outsourcing by Revenue Size

Inclusion of Personalization Elements

69% of respondents say they include personalization elements in their email campaigns. Most frequently they include the recipient name (81%) and least frequently, customized advertising (16%).

Total Respondents - Inclusion of Personalization Elements

No personalization elements, 31%

Contains personalization elements, 69%

Element	Percentage
Recipient name	81%
Personalization in body of message	43%
Customized content	36%
Personalization in subject line	36%
Customized advertising	16%
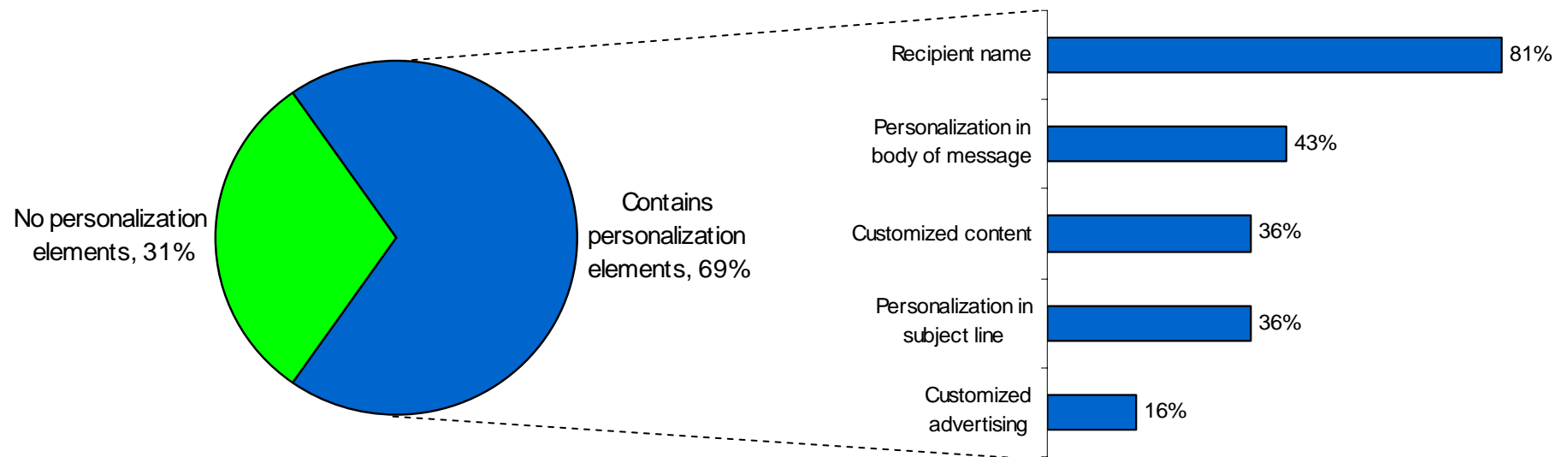
Total = 1,340 Respondents

Inclusion of Personalization Elements by Revenue Size

Respondents with highest revenue are significantly more likely to use personalization than other respondents.
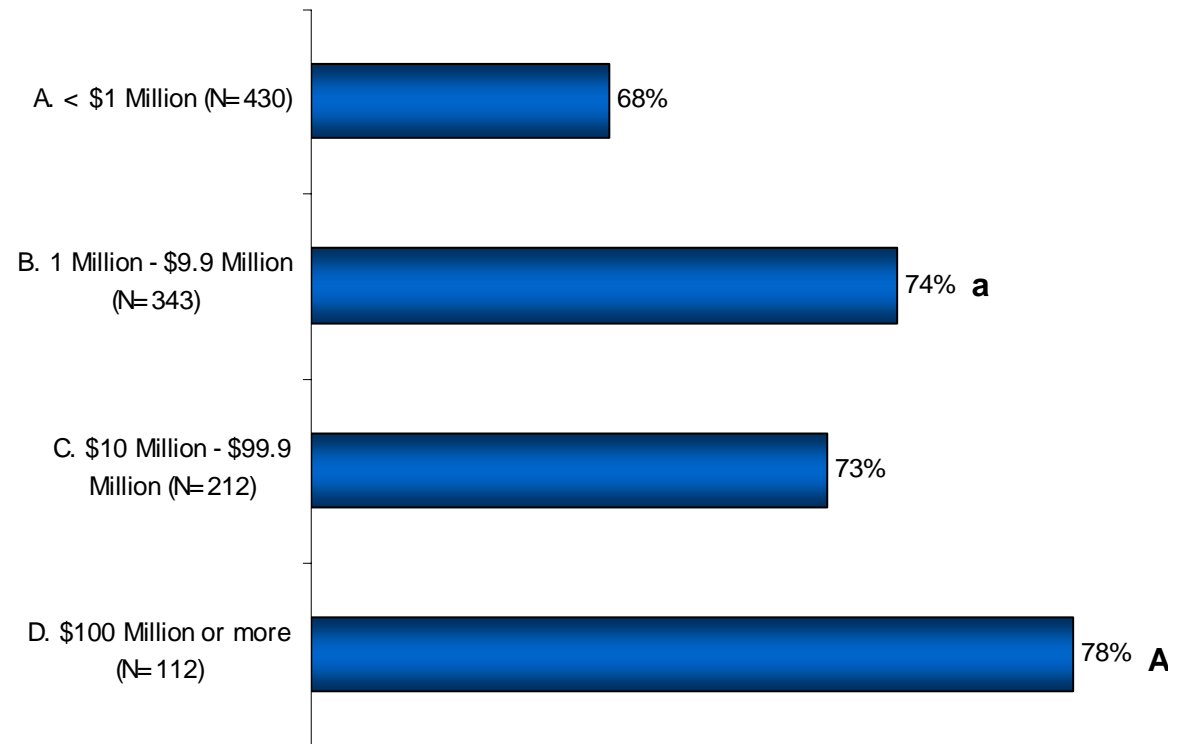
Include Personalization Elements by Revenue Size

Category	Percentage
A. < $1 Million (N=430)	68%
B. 1 Million - $9.9 Million (N=343)	74% **a**
C. $10 Million - $99.9 Million (N=212)	73%
D. $100 Million or more (N=112)	78% **A**

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Inclusion of Personalization Elements by Industry

Respondents in the Computer/Internet industries are most likely to use some personalized elements, followed by those in Advertising/Marketing.
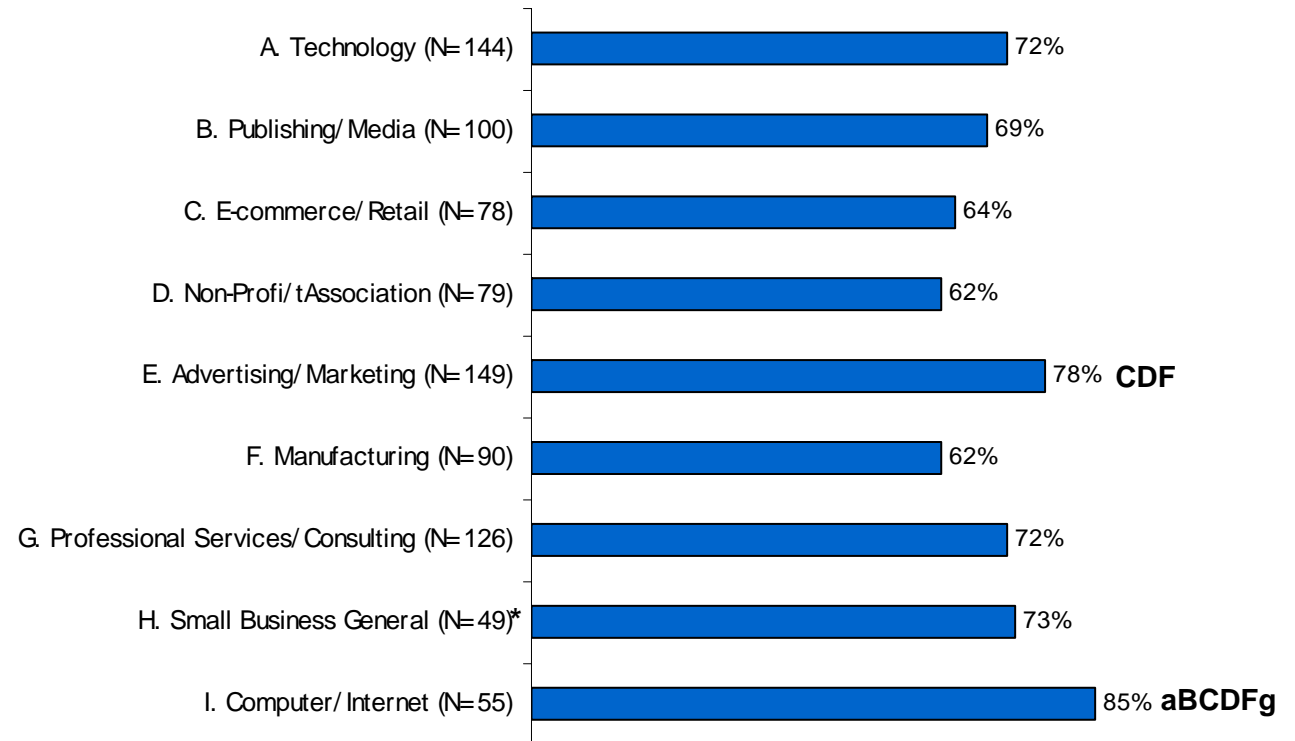
Include Personalization Elements by Industry

- A. Technology (N=144) — 72%
- B. Publishing/Media (N=100) — 69%
- C. E-commerce/Retail (N=78) — 64%
- D. Non-Profit Association (N=79) — 62%
- E. Advertising/Marketing (N=149) — 78% **CDF**
- F. Manufacturing (N=90) — 62%
- G. Professional Services/Consulting (N=126) — 72%
- H. Small Business General (N=49)* — 73%
- I. Computer/Internet (N=55) — 85% **aBCDFg**

Inclusion of Text/Images

47% of respondents typically use an equal division of text and images in their email messages, although a proportion nearly as large (45%) uses mostly text.

Mostly text — 45%

Mostly images — 5%

All text — 3%

About an equal division between text and images — 47%
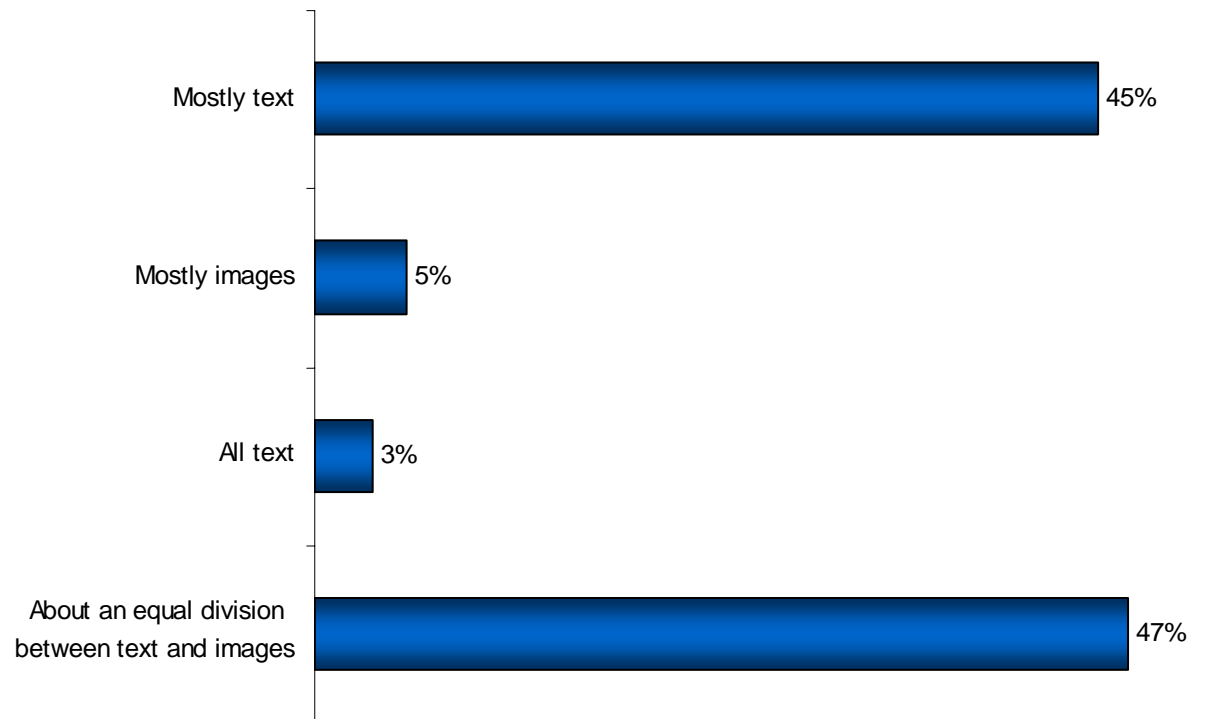
Total Respondents - Inclusion of Text/Images

Total = 1,340 Respondents

Inclusion of Text/Images By Revenue Size

Respondents who work for organizations generating more than $1 Million in annual revenues are significantly more likely than these smaller companies to use a mixture of text and images. In contrast, organizations in this lowest revenue category are significantly more likely to use mostly text.

Legend:
- ■ Mostly text
- ■ Mostly images
- □ All text
- □ About an equal division between text and images

A. < $1 Million (N= 430)
- 51% **BCd** | 3% | 5% **bc** | 40%

B. 1 Million - $9.9 Million (N= 343)
- 41% | 7% **A** | 3% | 49% **A**

C. $10 Million - $99.9 Million (N= 212)
- 40% | 9% **A** | 2% | 49% **A**

D. $100 Million or more (N= 112)
- 42% | 5% | 4% | 49% **A**

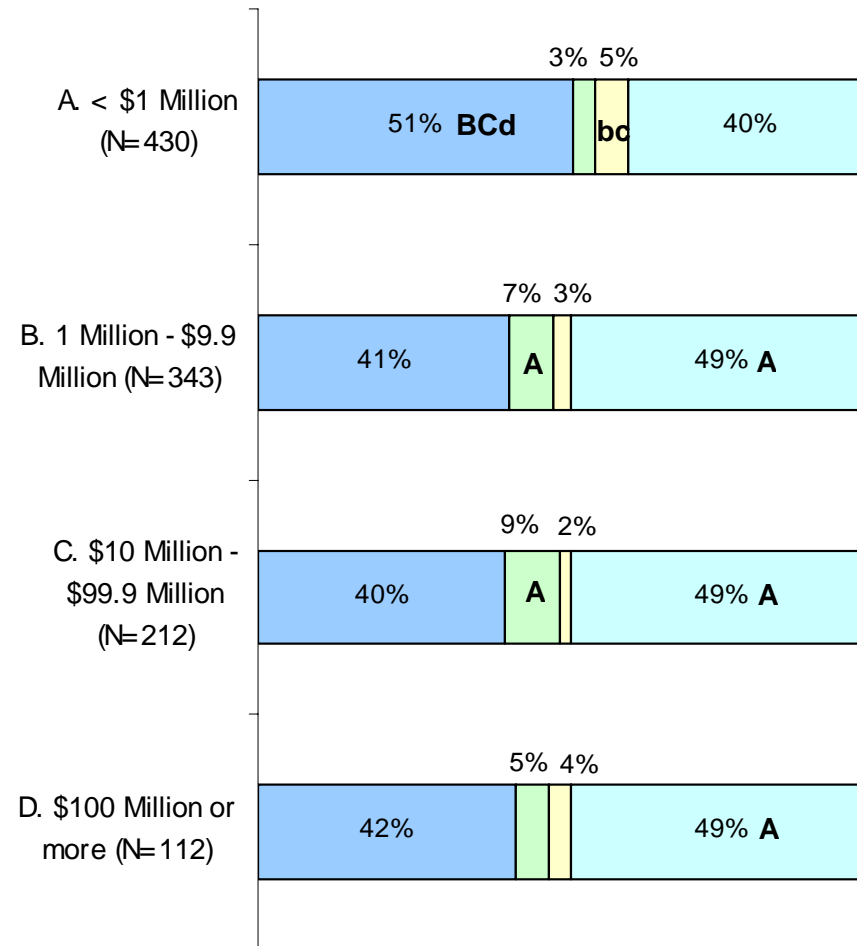**Inclusion of Text/Images – By Revenue Size**

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Inclusion of Organization Name in "From" Line

The vast majority of respondents (84%) include the organization name in the "from" line.

Yes — 84%

No — 12%

Don't know/Not sure — 4%
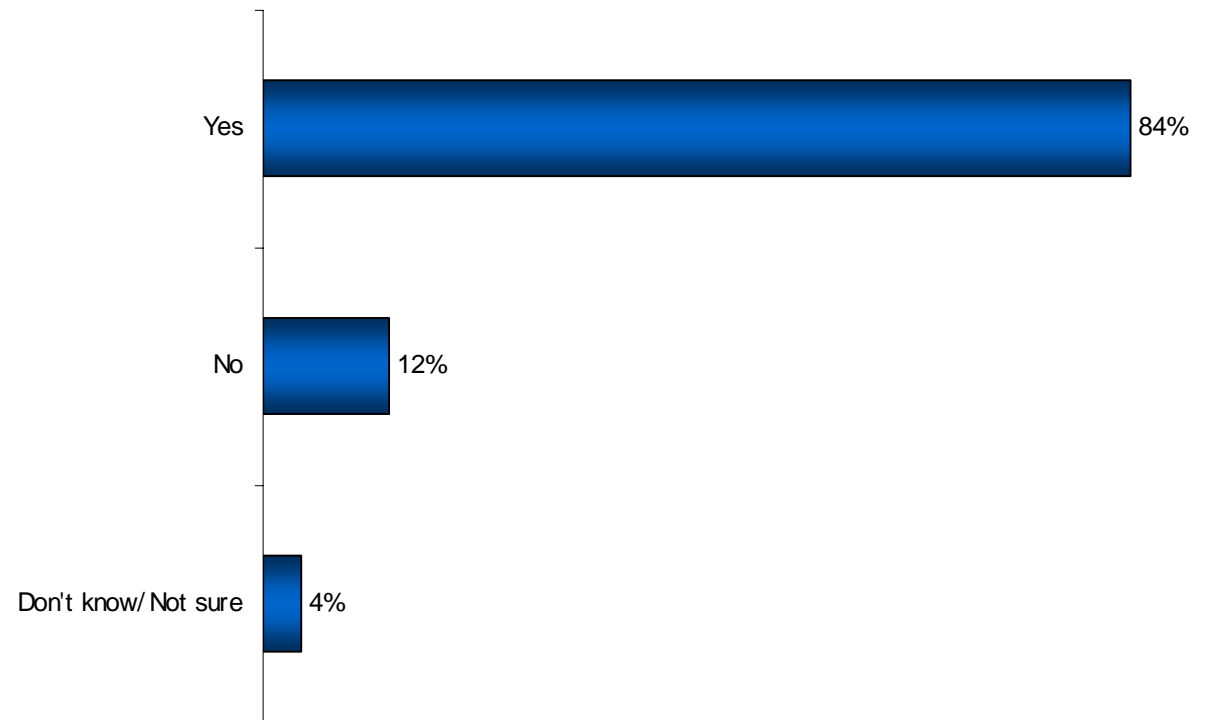
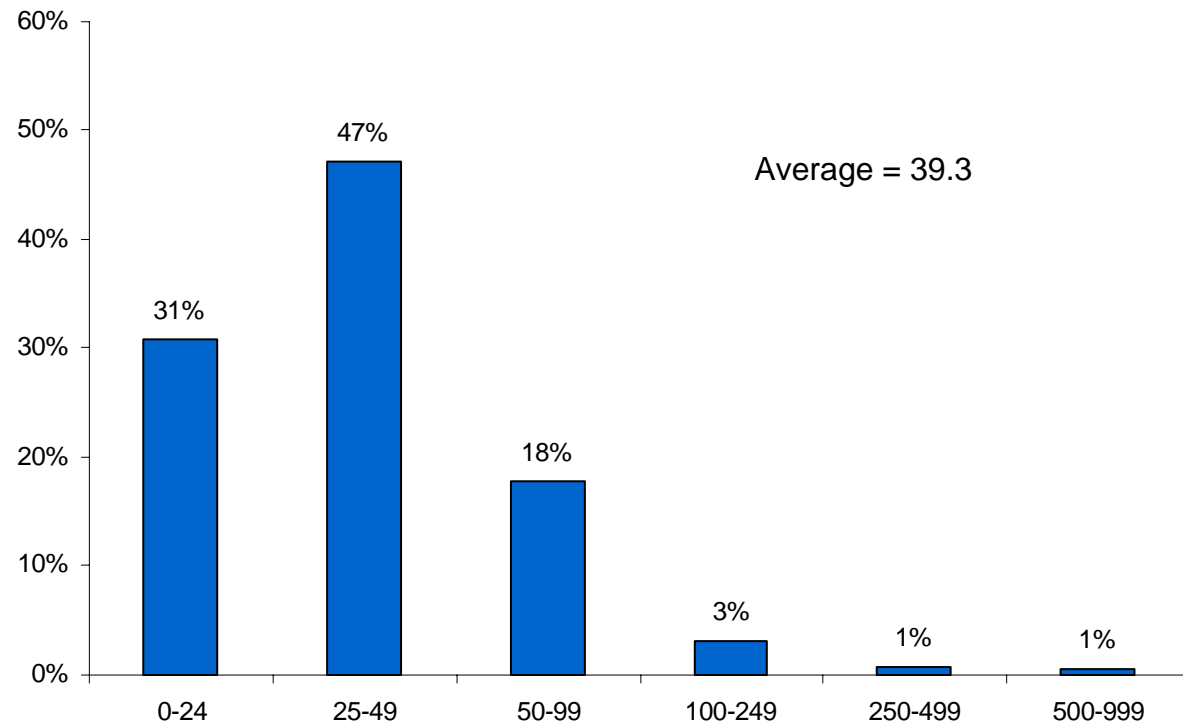**Total Respondents - Include Name of Organization in "From" Line**

Total = 1,340 Respondents

Number of Characters in Subject Line

Overall, respondents have an average of 39.3 characters in their email message subject lines, with 47% having between 25-49. Just 5% have 100 or more.

Average = 39.3

Total Respondents - Number of Characters in Subject Line

Total = 1,340 Respondents

Inclusion of Navigation Bars

48% of respondents include navigation bars in their email messages. 44% of these respondents say the bars appear across the top, and 32% say they appear on the left.

Don't know/ Not sure
if navigation bars
are included, 13%

We include
navigation bars, 48%

We do not include
navigation bars, 39%

Top — 44%

Left side — 32%

It varies/ not
consistent — 25%
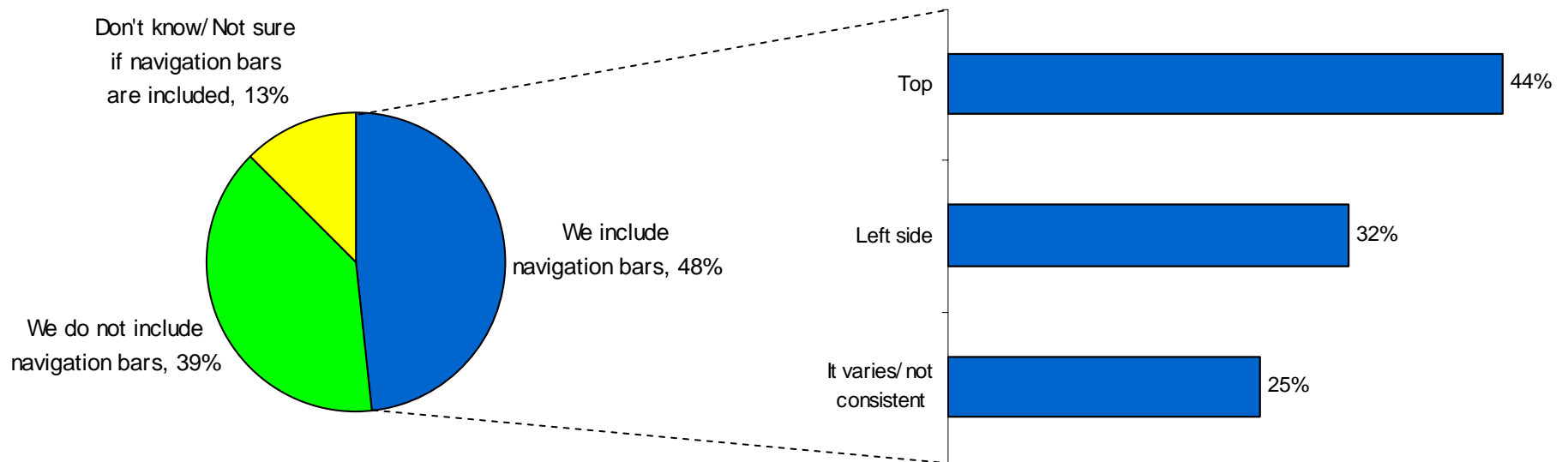
Total = 1,340 Respondents

Inclusion of Navigation Bars by Revenue Size

The tendency to include navigation bars increases with revenue size.
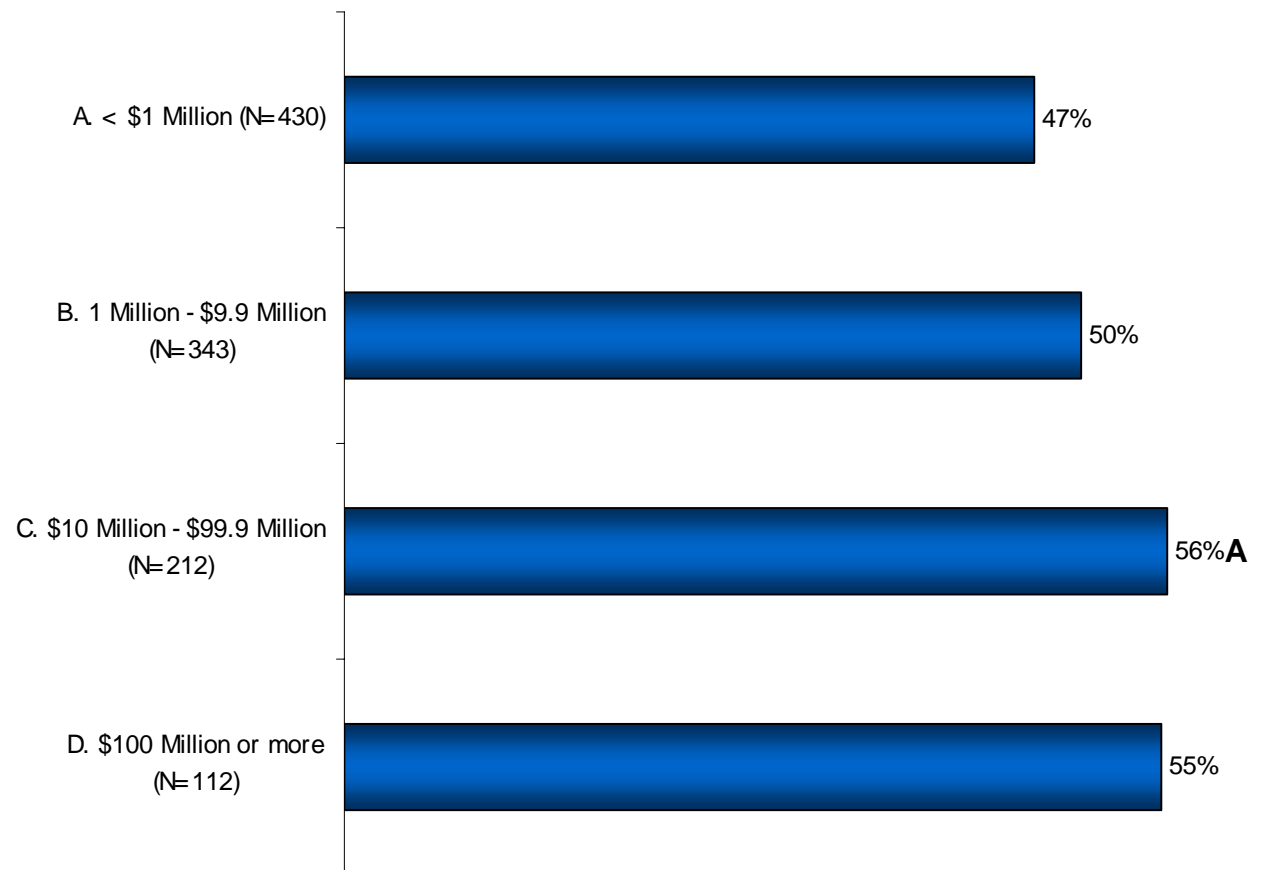
Inclusion of Navigation Bars – By Revenue Size

Revenue Size	Percentage
A. < $1 Million (N=430)	47%
B. 1 Million - $9.9 Million (N=343)	50%
C. $10 Million - $99.9 Million (N=212)	56% A
D. $100 Million or more (N=112)	55%

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Position of Navigation Bars By Revenue Size

Respondents at the low and high end of the revenue spectrum tend to have navigation bars placed most often at the left side.

Variation in navigation bars appears to increase with revenue size, but drops off among the highest revenue group ($100 Million or more).

Legend:
- ■ Top
- ■ Left side
- □ It varies/not consistent

A. < $1 Million (N=201)
- Top: 44%
- Left side: 36% **C**
- It varies/not consistent: 20%

B. 1 Million - $9.9 Million (N=171)
- Top: 45%
- Left side: 29%
- It varies/not consistent: 26%

C. $10 Million - $99.9 Million (N=118)
- Top: 42%
- Left side: 23%
- It varies/not consistent: 36% **AbD**

D. $100 Million or more (N=62)
- Top: 39%
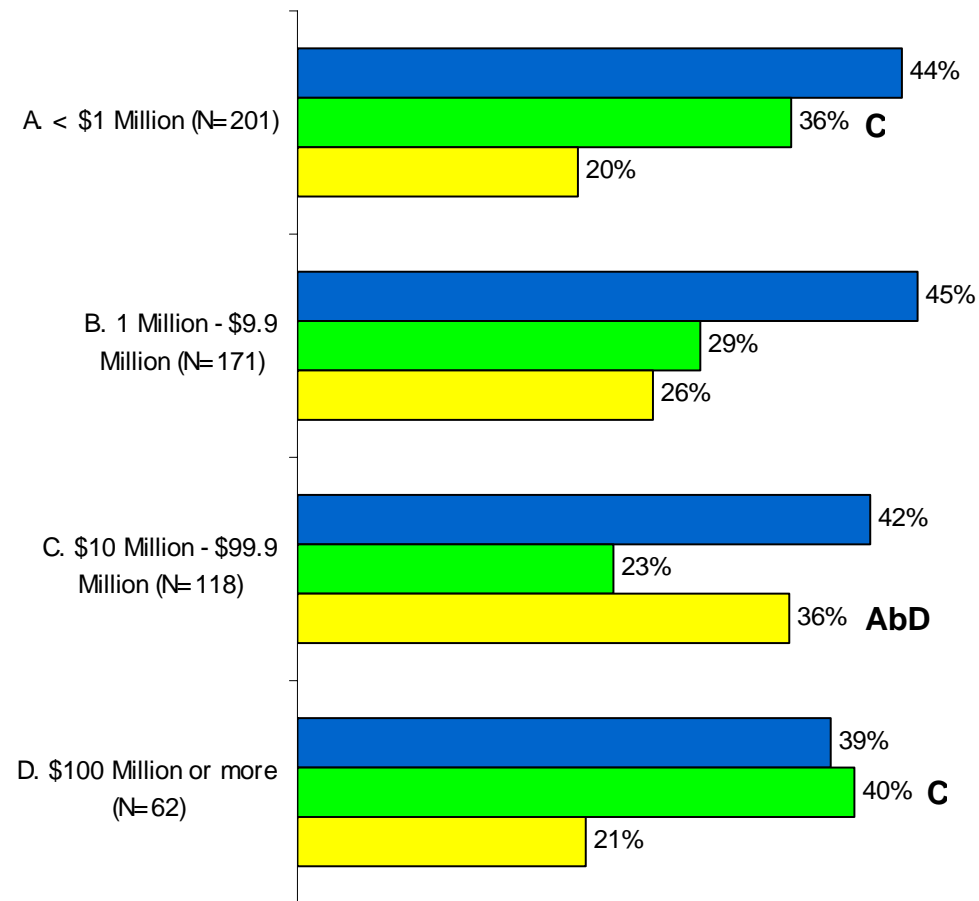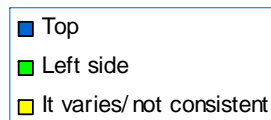- Left side: 40% **C**
- It varies/not consistent: 21%

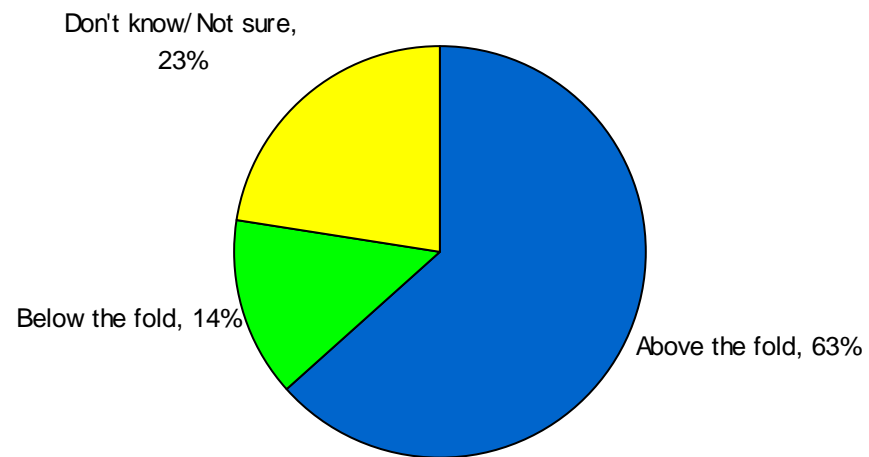**Position of Navigation Bars – by Revenue Size**

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Location of First Call to Action

63% of respondents say the first call to action appears above the fold.

Don't know/ Not sure, 23%

Below the fold, 14%

Above the fold, 63%

Total Respondents - Location of First Call to Action

Total = 1,340 Respondents

Format of Email Messages

The format used most frequently is newsletter format (40%), but 32% vary the format of their messages. Just 8% typically use a postcard format.
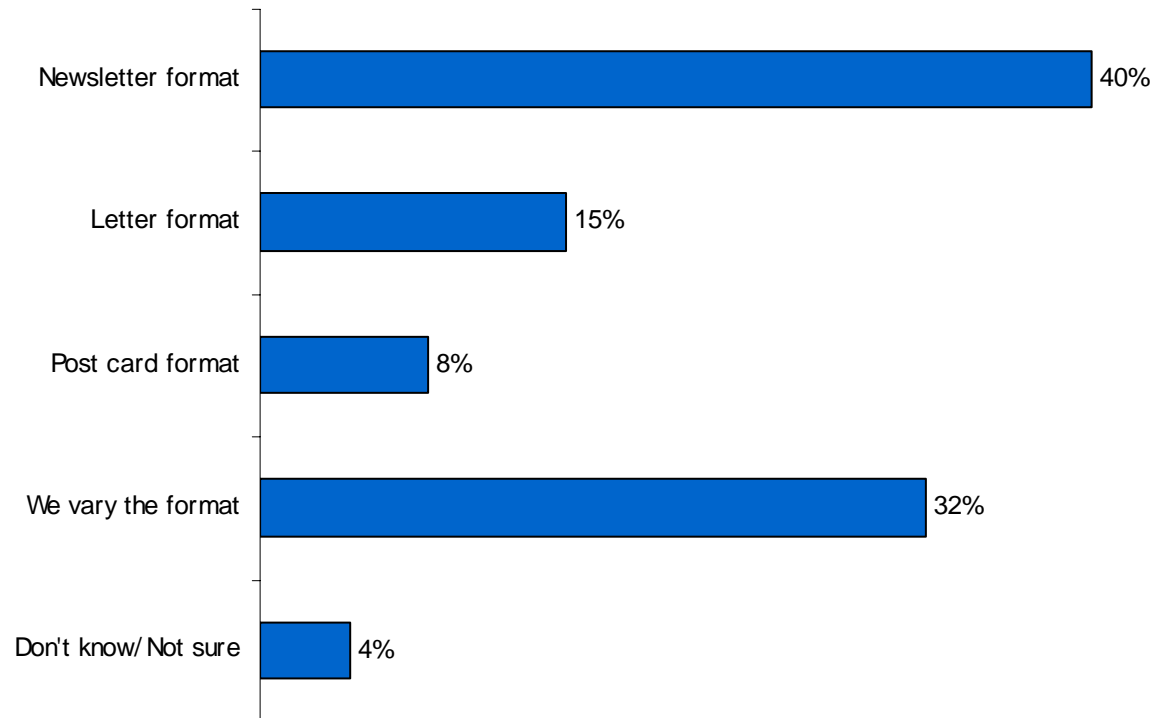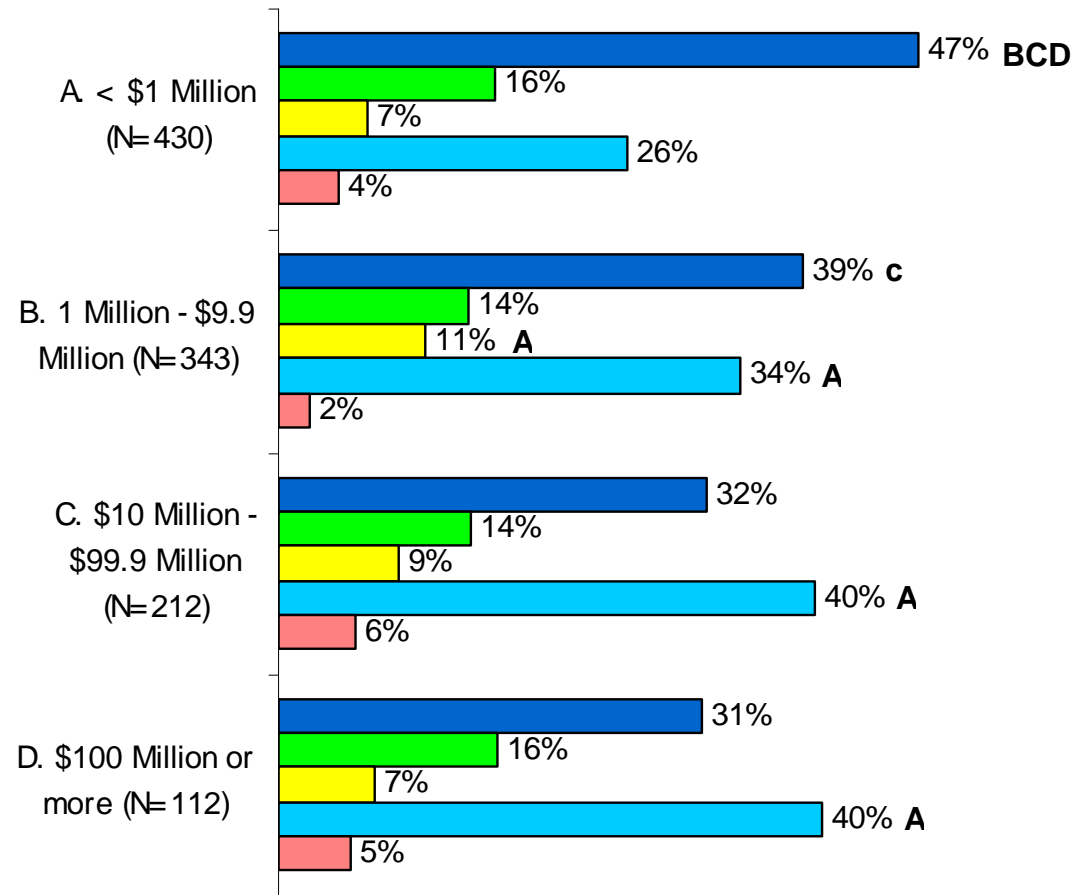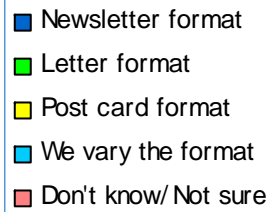

Total Respondents - Format of Email Messages

Newsletter format — 40%
Letter format — 15%
Post card format — 8%
We vary the format — 32%
Don't know/ Not sure — 4%

Total = 1,340 Respondents

Format of Email Message By Revenue Size

Organizations with revenue greater than $1 Million are significantly more likely to vary the format they use in email messages, while these small organizations tend to rely exclusively on newsletter format.

Legend:
- ■ Newsletter format
- ■ Letter format
- ■ Post card format
- ■ We vary the format
- ■ Don't know/ Not sure

A. < $1 Million (N=430)
- Newsletter format: 47% **BCD**
- Letter format: 16%
- Post card format: 7%
- We vary the format: 26%
- Don't know/Not sure: 4%

B. 1 Million - $9.9 Million (N=343)
- Newsletter format: 39% **c**
- Letter format: 14%
- Post card format: 11% **A**
- We vary the format: 34% **A**
- Don't know/Not sure: 2%

C. $10 Million - $99.9 Million (N=212)
- Newsletter format: 32%
- Letter format: 14%
- Post card format: 9%
- We vary the format: 40% **A**
- Don't know/Not sure: 6%

D. $100 Million or more (N=112)
- Newsletter format: 31%
- Letter format: 16%
- Post card format: 7%
- We vary the format: 40% **A**
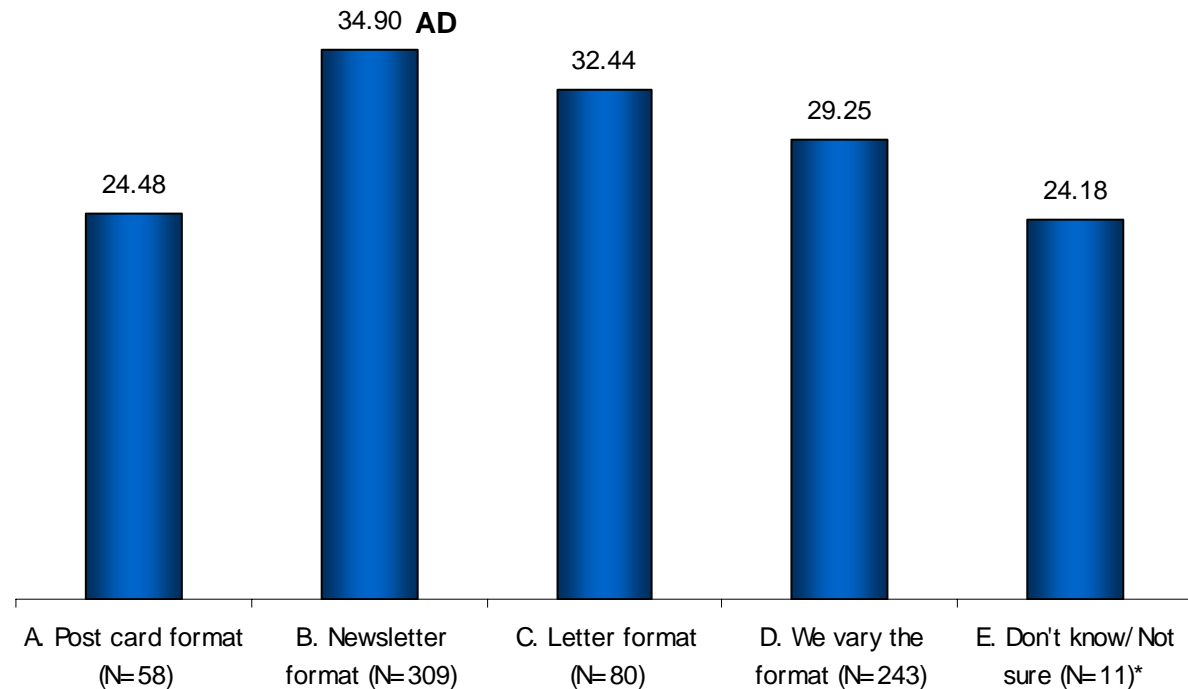- Don't know/Not sure: 5%

Format of Email Message - By Revenue Size

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Format of Email Message and Open Rate

Respondents who use a newsletter format report the highest open rate, a statistically significant difference when compared with either those who postcard format or those who vary their format.

Open Rate by Format of Email Message

24.48 — A. Post card format (N=58)
34.90 **AD** — B. Newsletter format (N=309)
32.44 — C. Letter format (N=80)
29.25 — D. We vary the format (N=243)
24.18 — E. Don't know/Not sure (N=11)*

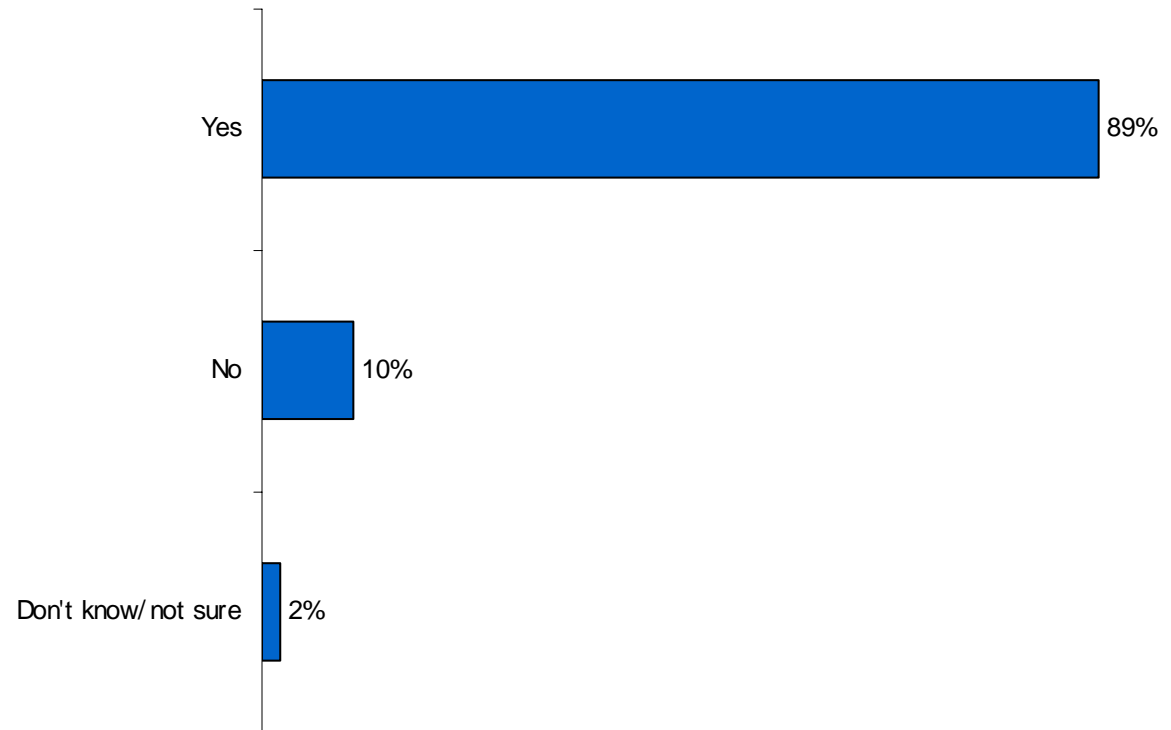*Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d*
*Small sample size does not support statistical testing

Usage of Organization Logo

Respondents overwhelmingly say that their organization's logo appears in their email messages (89%).
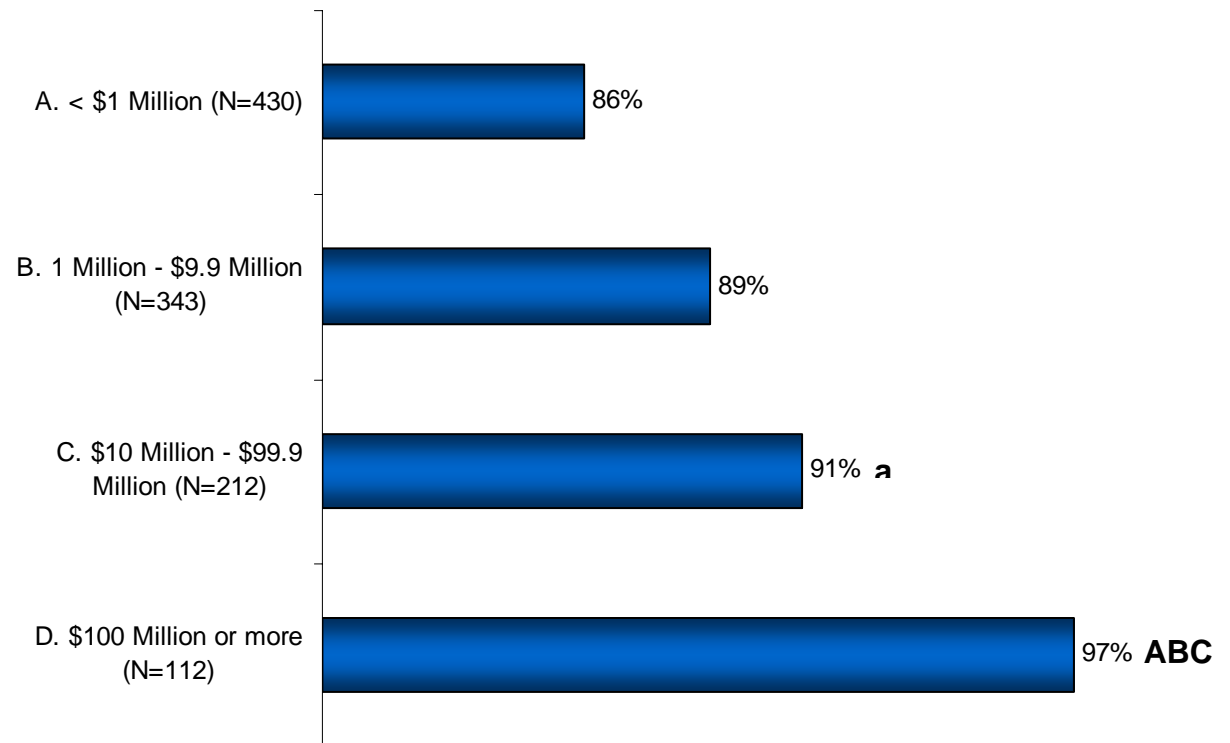

Total Respondents - Usage of Organization Logo

Total = 1,340 Respondents

Usage of Organization Logo By Revenue Size

The largest organizations ($100 Million or more in revenues) are significantly more likely than others to feature their logos in email campaigns.

A. < $1 Million (N=430) — 86%

B. 1 Million - $9.9 Million (N=343) — 89%

C. $10 Million - $99.9 Million (N=212) — 91% **a**
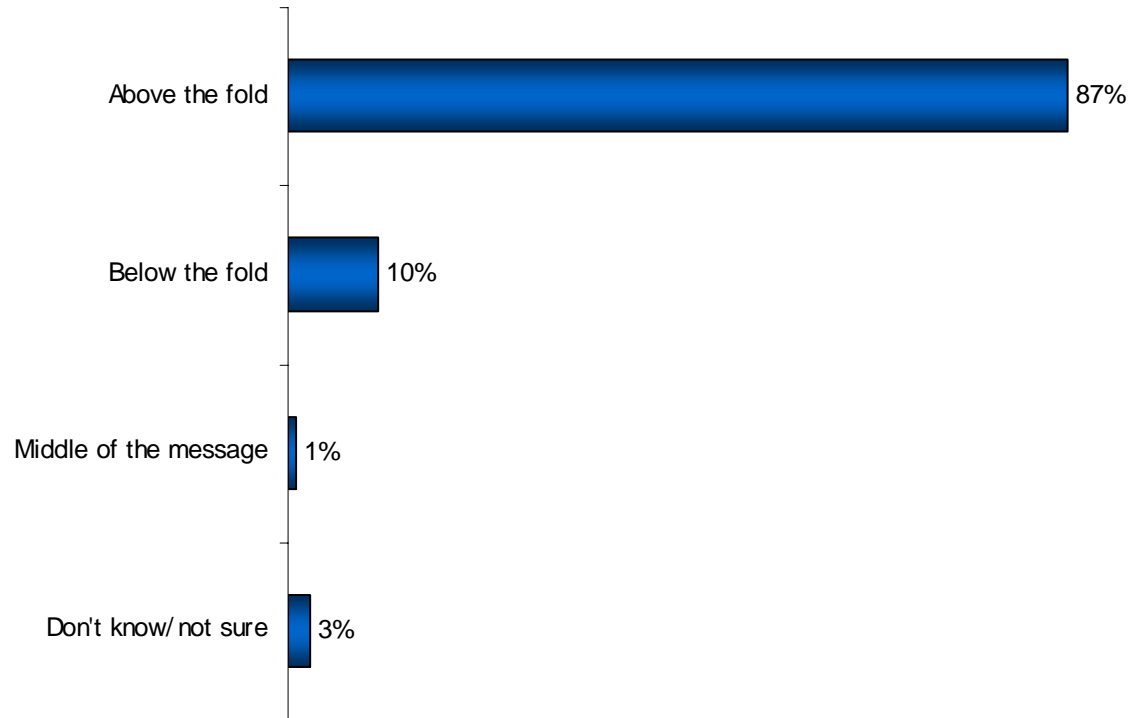
D. $100 Million or more (N=112) — 97% **ABC**

Usage of Organization Logo - By Revenue Size

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Placement of Logo Relative to Fold

Of those respondents who include a logo, 87% say it appears above the fold.

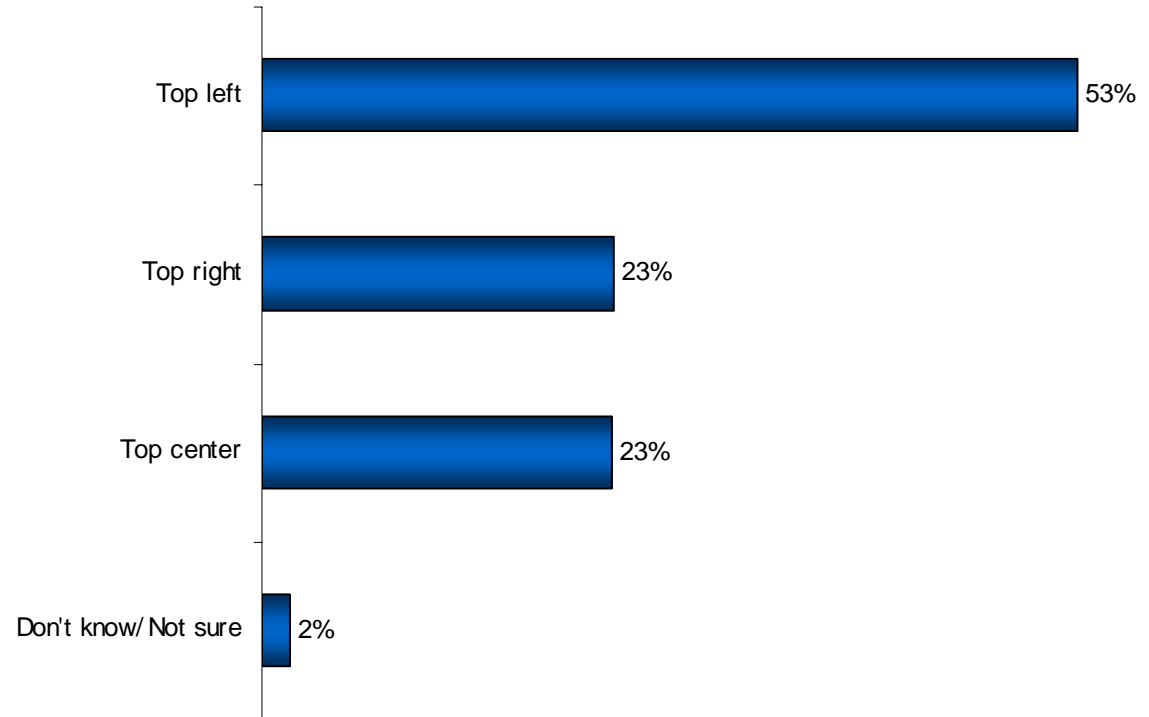|	
Above the fold	87%
Below the fold	10%
Middle of the message	1%
Don't know/ not sure	3%

Total Respondents - Placement of Logo Relative to Fold

Total = 1,186 Respondents

Placement of Logo Relative to Top of Page

Of those who place the logo above the fold, 53% say it appears at the top left, while 23% each say it appears at the top right or the center.
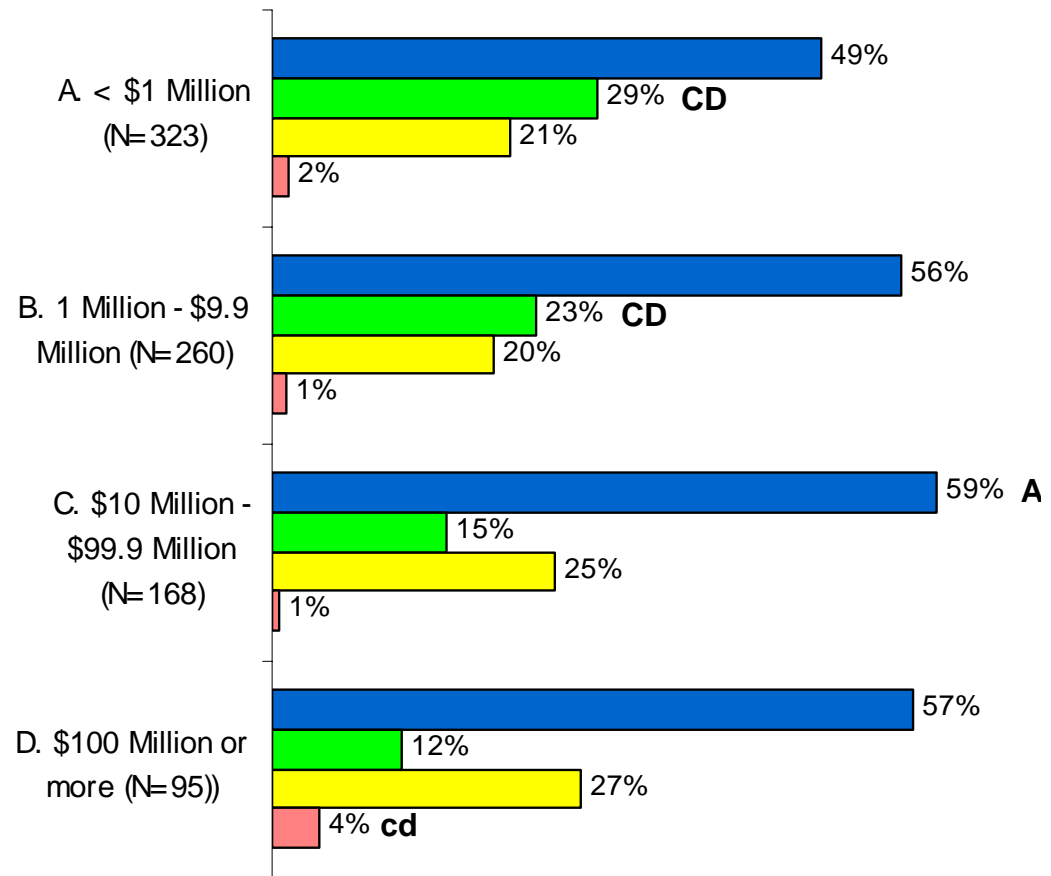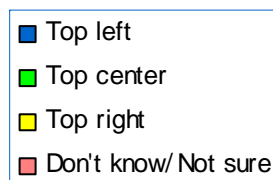

Total Respondents - Placement of Logo Relative to Top of Page

Total = 1,028 Respondents

Placement of Logo Relative to Top of Page By Revenue Size

While organizations tend to position their logo at the top left regardless of revenue size, those with revenues of over $10 Million do so more often, while smaller companies are more likely to use the top center area.

Legend:
- Top left
- Top center
- Top right
- Don't know/Not sure

A. < $1 Million (N=323)
- Top left: 49%
- Top center: 29% **CD**
- Top right: 21%
- Don't know/Not sure: 2%

B. 1 Million - $9.9 Million (N=260)
- Top left: 56%
- Top center: 23% **CD**
- Top right: 20%
- Don't know/Not sure: 1%

C. $10 Million - $99.9 Million (N=168)
- Top left: 59% **A**
- Top center: 15%
- Top right: 25%
- Don't know/Not sure: 1%

D. $100 Million or more (N=95))
- Top left: 57%
- Top center: 12%
- Top right: 27%
- Don't know/Not sure: 4% **cd**

Placement of Logo Relative to Top of Page - By Revenue Size

Email Message Layout

Most often, respondents indicate that their email messages are laid out in a single-column (40%), followed by 2 columns, varied in size (26%) and varied cell blocks (25%). It is far less common to use two columns, equal in size (9%).

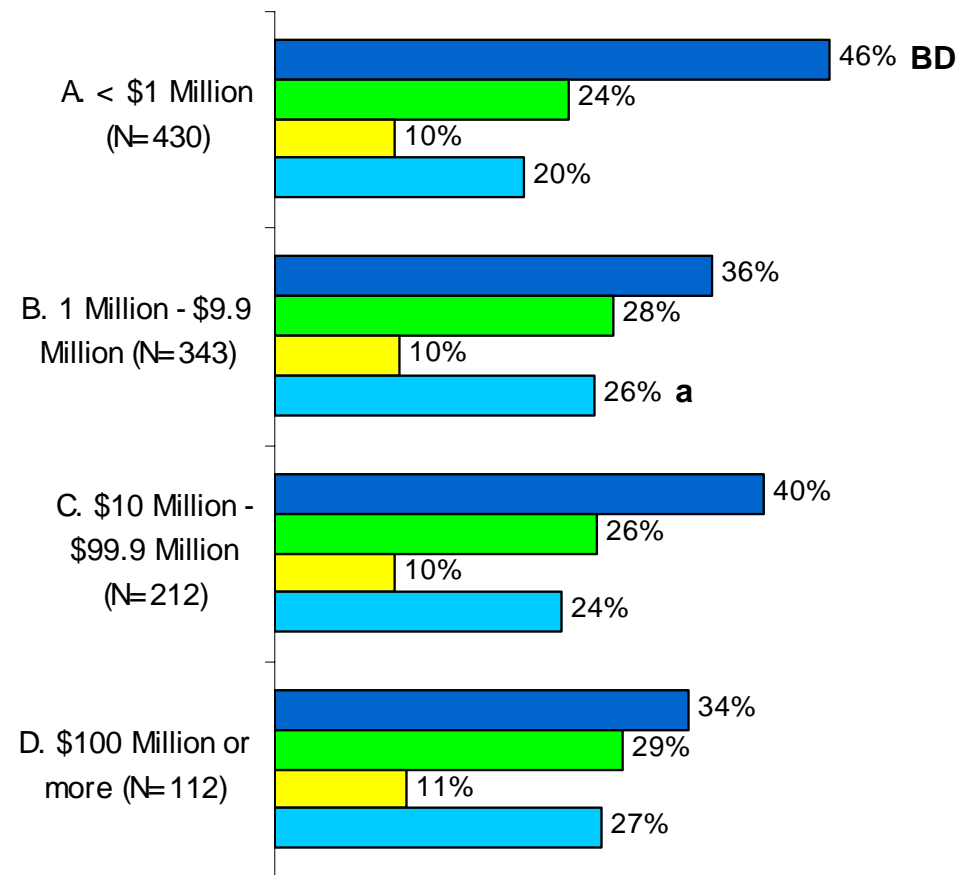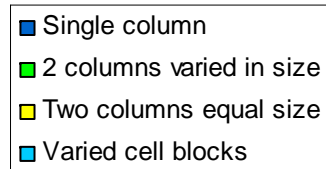| Layout	Percentage
Single column	40%
Two columns varied in size	26%
Varied cell blocks	25%
Two columns equal size	9%
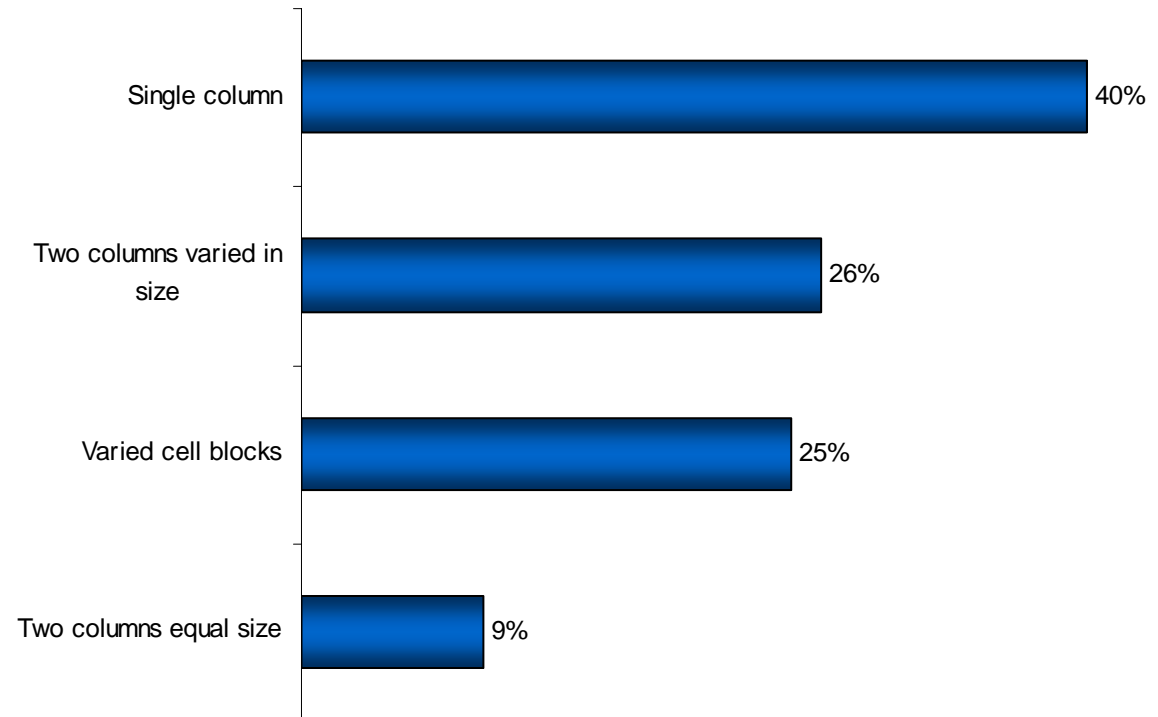
Total Respondents - Email Message Layout

Total = 1,340 Respondents

Email Message Layout by Revenue Size

Single-column layout is predominant regardless of revenue size, although organizations with less than $1 Million in revenues are most likely to use this format.

Legend:
- Single column
- 2 columns varied in size
- Two columns equal size
- Varied cell blocks

A. < $1 Million (N=430)
- 46% BD
- 24%
- 10%
- 20%

B. 1 Million - $9.9 Million (N=343)
- 36%
- 28%
- 10%
- 26% a

C. $10 Million - $99.9 Million (N=212)
- 40%
- 26%
- 10%
- 24%

D. $100 Million or more (N=112)
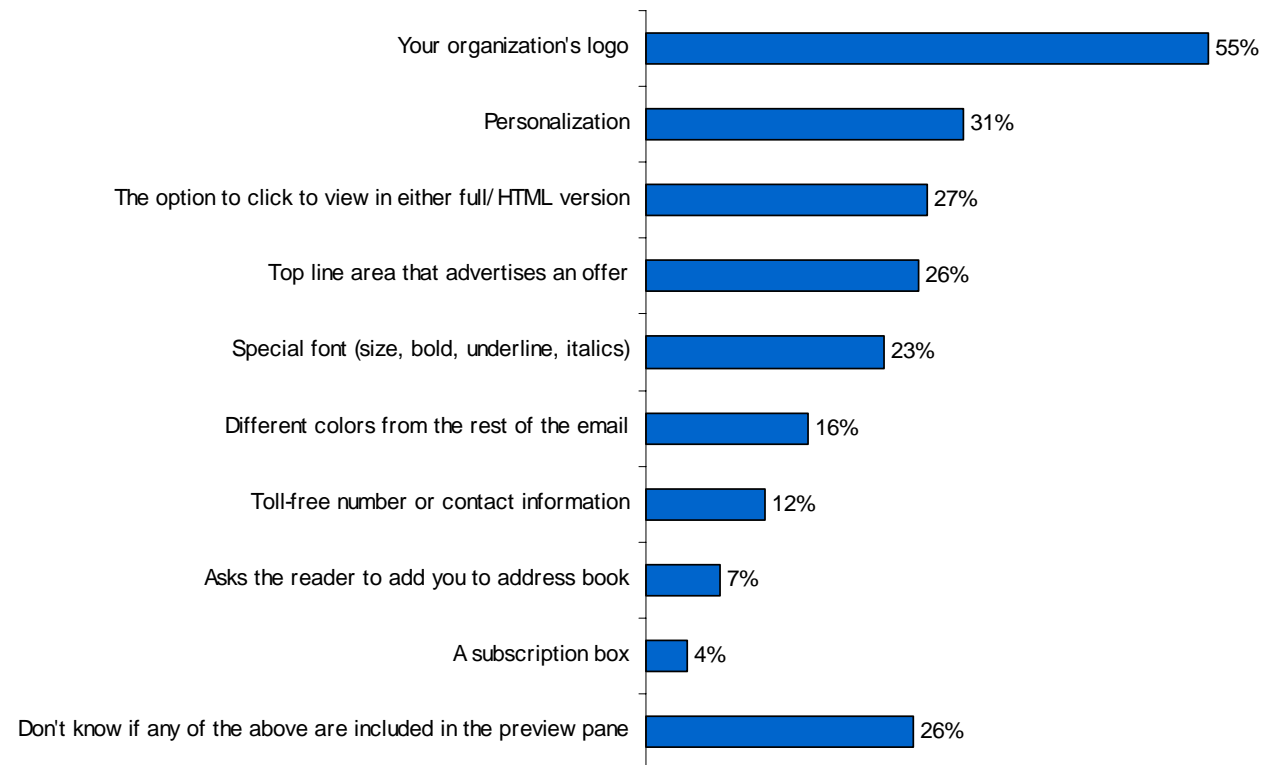- 34%
- 29%
- 11%
- 27%

Email Message Layout - by Revenue Size

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Elements That Appear in the Preview Pane

Respondents include a variety of elements in the preview pane, most often their logo (55%). More than one-quarter also display personalization (31%), the option to click to view in either full/HTML version (27%), and a top line area that advertises an offer (26%). It is much less common to show a subscription box (4%) or toll-free number of contact information (12%) in the preview pane area.

Element	%
Your organization's logo	55%
Personalization	31%
The option to click to view in either full/HTML version	27%
Top line area that advertises an offer	26%
Special font (size, bold, underline, italics)	23%
Different colors from the rest of the email	16%
Toll-free number or contact information	12%
Asks the reader to add you to address book	7%
A subscription box	4%
Don't know if any of the above are included in the preview pane	26%

Total = 1,340 Respondents

Total Respondents - Elements That Appear in the Preview Pane

Design to Handle Image Blocking

43% say they design the contents of their email to handle image blocking. 28% do not and an equally-sized proportion say they don't know.
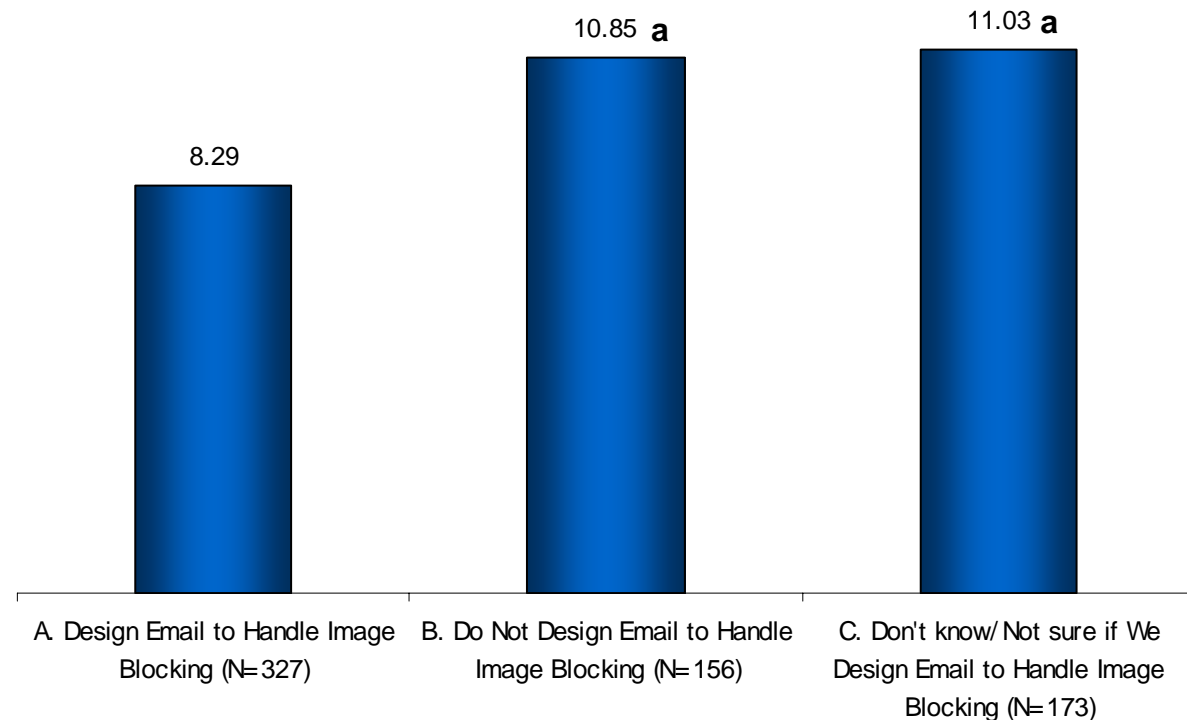
Yes — 43%

No — 28%

Don't know/ Not sure — 28%
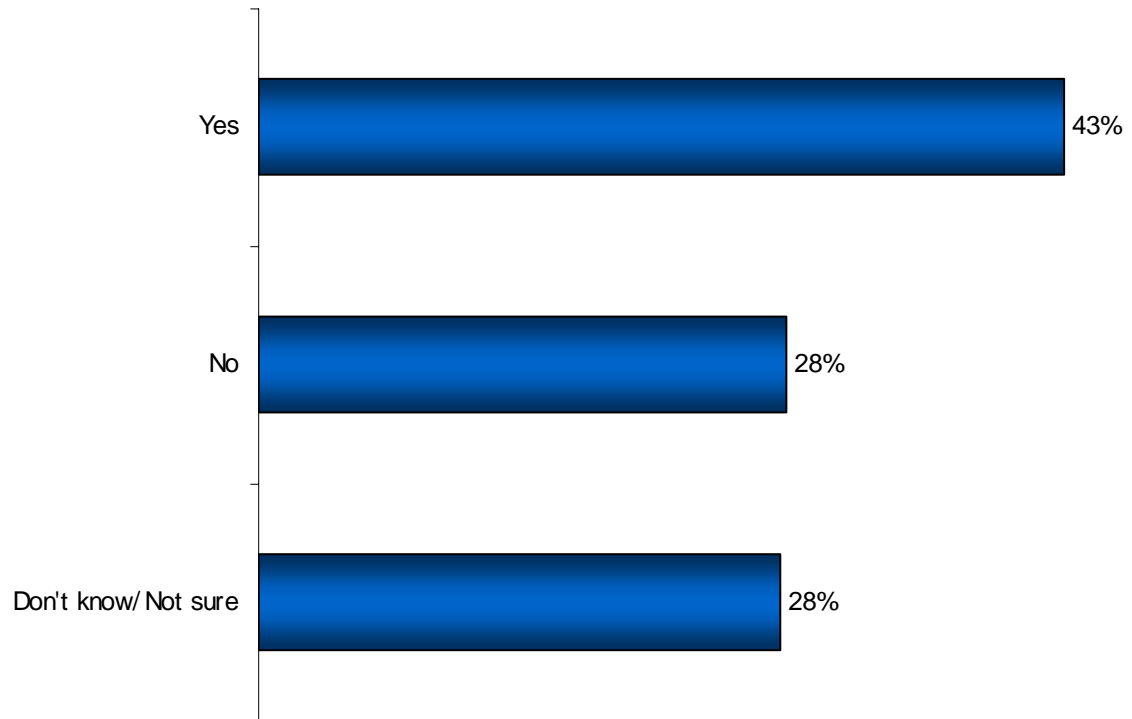
Total Respondents - Design to Handle Image Blocking

Total = 1,340 Respondents

Design to Handle Image Blocking and Bounce Rates

Respondents who have not designed their emails to handle image blocking appear to experience a higher bounce rate than those who do.
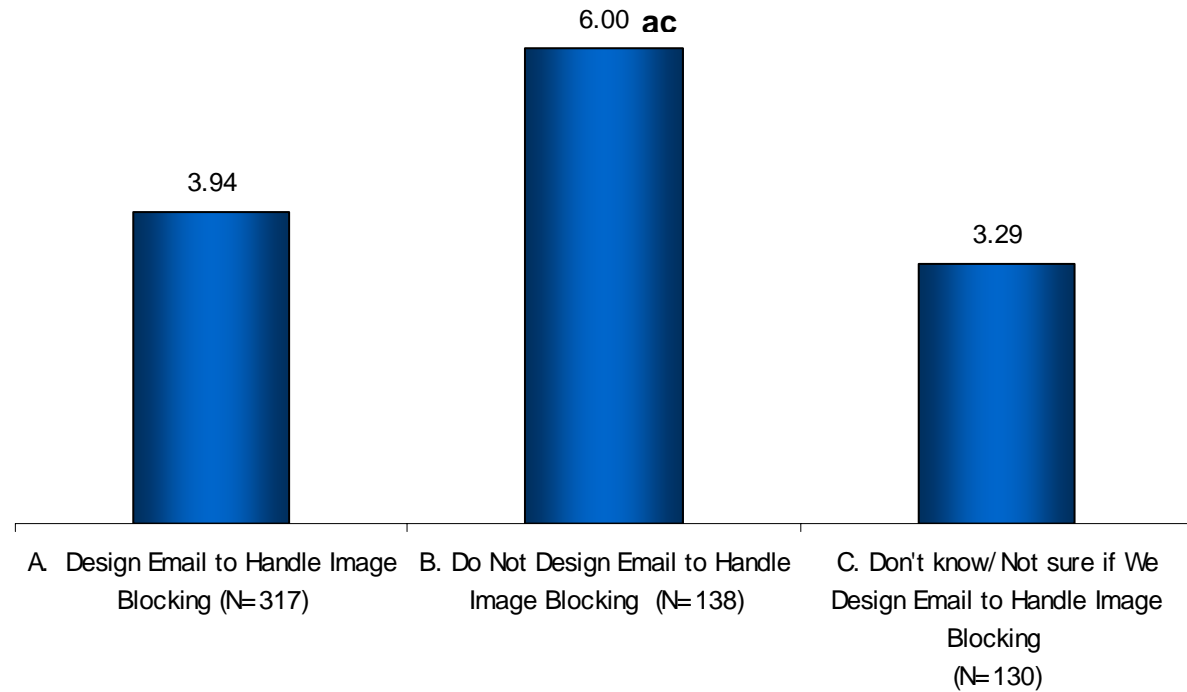

10.85 **a**

11.03 **a**

8.29

A. Design Email to Handle Image Blocking (N=327)

B. Do Not Design Email to Handle Image Blocking (N=156)

C. Don't know/ Not sure if We Design Email to Handle Image Blocking (N=173)

Bounce Rate by Use of Design for Handling of Image Blocking

Data statistically tested at the 95% level of confidence: A/B/C, 90% level of confidence: a/b/c

Design to Handle Image Blocking and Unsubscription Rates

Respondents who have yet to incorporate handling of image blocking also seem to have higher unsubscription rates than those who utilize this strategy.

6.00 **ac**

3.94

3.29

A. Design Email to Handle Image Blocking (N=317)

B. Do Not Design Email to Handle Image Blocking (N=138)

C. Don't know/Not sure if We Design Email to Handle Image Blocking (N=130)

Unsubscription Rates by Design for Handling of Image Blocking

Data statistically tested at the 95% level of confidence: A/B/C, 90% level of confidence: a/b/c

Number of Links Included

40% of respondents include 3-5 links in their email messages, and an additional 22% include 2.
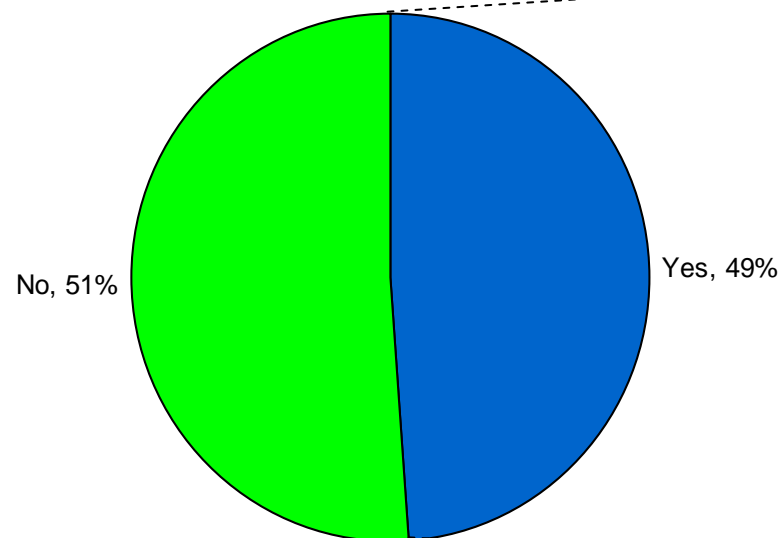

Category	Percentage
0	2%
1	10%
2	22%
3-5	40%
6-10	13%
More than 10	7%
Don't know/Not sure	5%
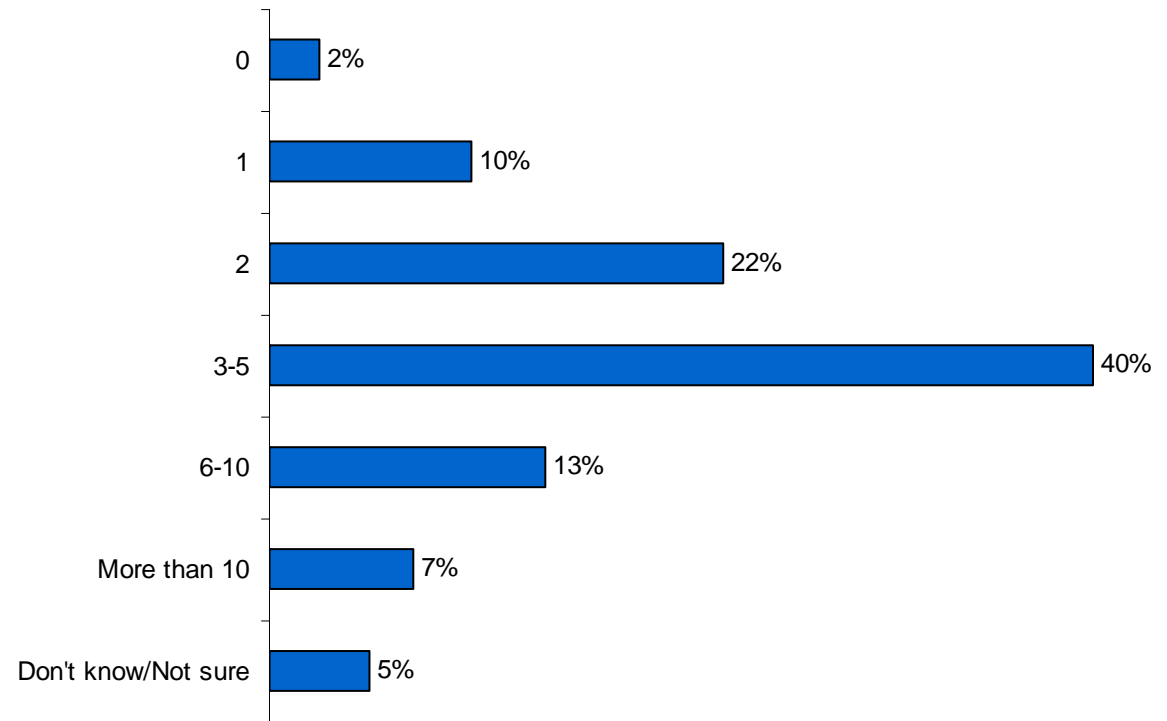
Total Respondents - Number of Links Included
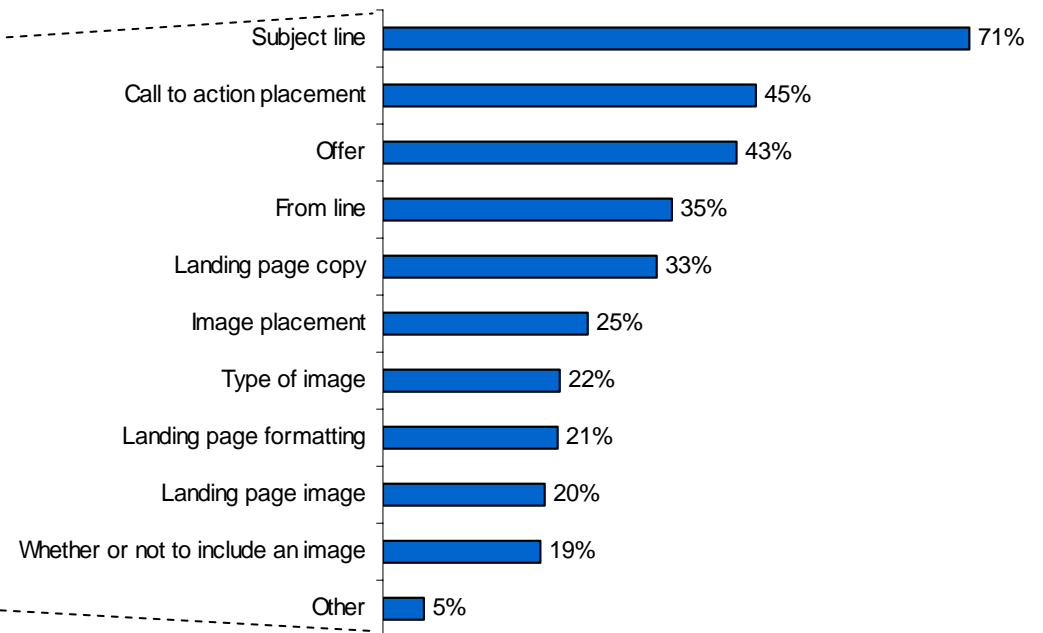
Total = 1,340 Respondents

Conduct Testing and Specific Elements Tested

Approximately half of respondents say they conduct some type of testing of at least one element for its impact on results, most often the subject line (71%), followed by call to action placement (45%) and the offer (43%). Respondents who test are less likely to measure the impact of whether or not to include an image (19%), landing page image (20%), landing page formatting (21%) or type of image (22%).
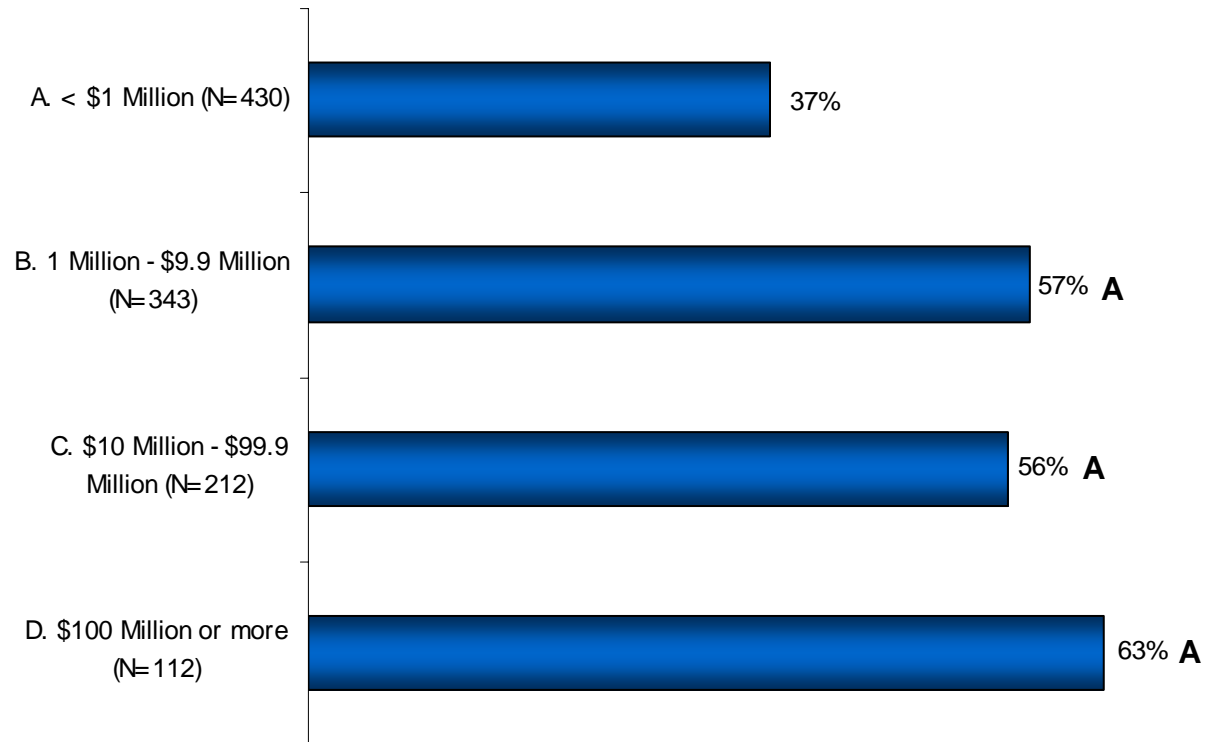
Total Respondents - Conduct Testing

No, 51%

Yes, 49%

Total Respondents - Elements

Element	%
Subject line	71%
Call to action placement	45%
Offer	43%
From line	35%
Landing page copy	33%
Image placement	25%
Type of image	22%
Landing page formatting	21%
Landing page image	20%
Whether or not to include an image	19%
Other	5%

Total = 1,340 Respondents

Conduct Testing by Revenue Size

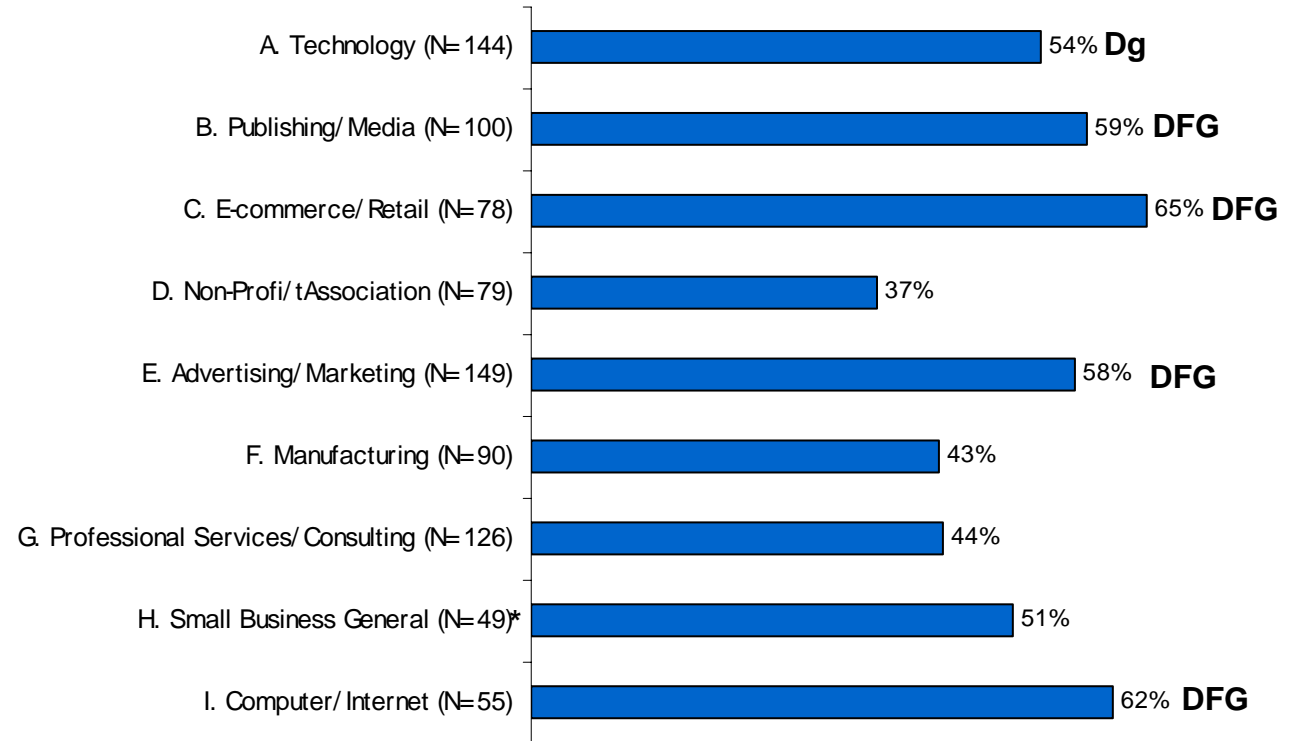The tendency to test elements for their impact on results increases with revenue size.

A. < $1 Million (N=430) — 37%

B. 1 Million - $9.9 Million (N=343) — 57% **A**

C. $10 Million - $99.9 Million (N=212) — 56% **A**

D. $100 Million or more (N=112) — 63% **A**

Conduct Testing - by Revenue Size

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Conduct Testing by Industry

Respondents in Publishing/Media, E-Commerce/Retail, Advertising/Marketing, and Computer/Internet are significantly more likely than those in Non-Profit/Associations, Manufacturing and Professional Services/Consulting to test message elements for their impact on results.

Industry	Percentage
A. Technology (N= 144)	54% **Dg**
B. Publishing/Media (N= 100)	59% **DFG**
C. E-commerce/Retail (N= 78)	65% **DFG**
D. Non-Profit Association (N= 79)	37%
E. Advertising/Marketing (N= 149)	58% **DFG**
F. Manufacturing (N= 90)	43%
G. Professional Services/Consulting (N= 126)	44%
H. Small Business General (N= 49)*	51%
I. Computer/Internet (N= 55)	62% **DFG**

Conduct Testing – By Industry

Data statistically tested at the 95% level of confidence: A/B/C/D/E/F/G/H/I, 90% level of confidence: a/b/c/d/e/f/g/h/i
*CAUTION: Small sample size

Type of Testing Used

Respondents who test are split between the type used. 29% use single A/B test, while 19% use multiple versions. 27% vary the type of testing used.
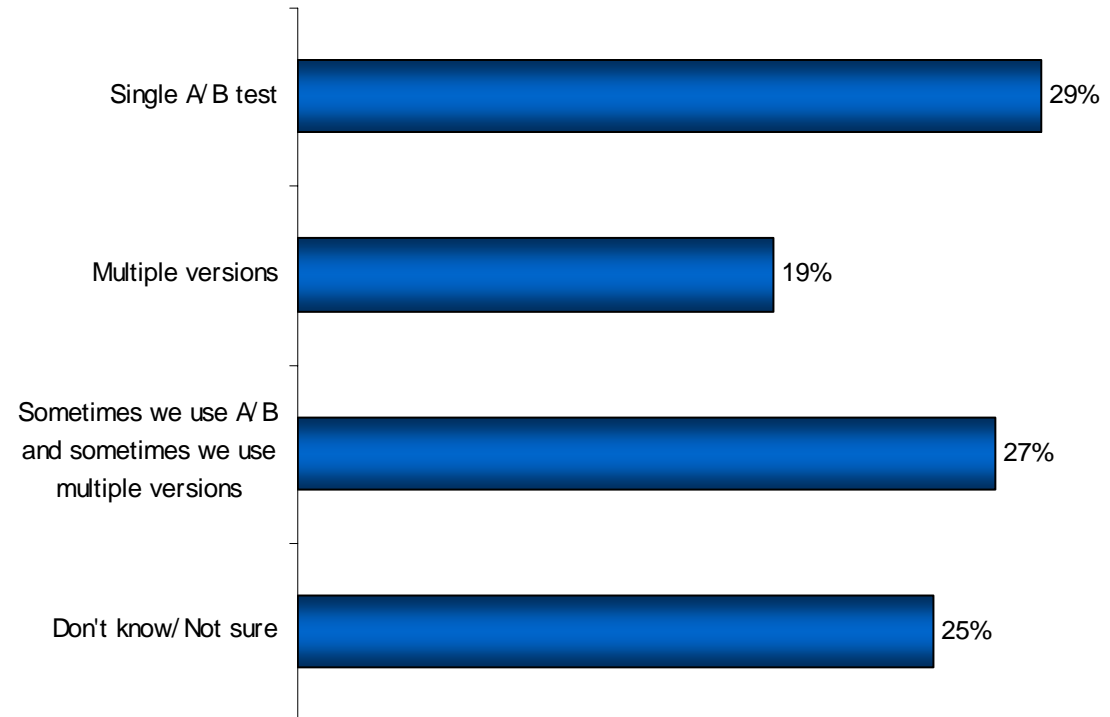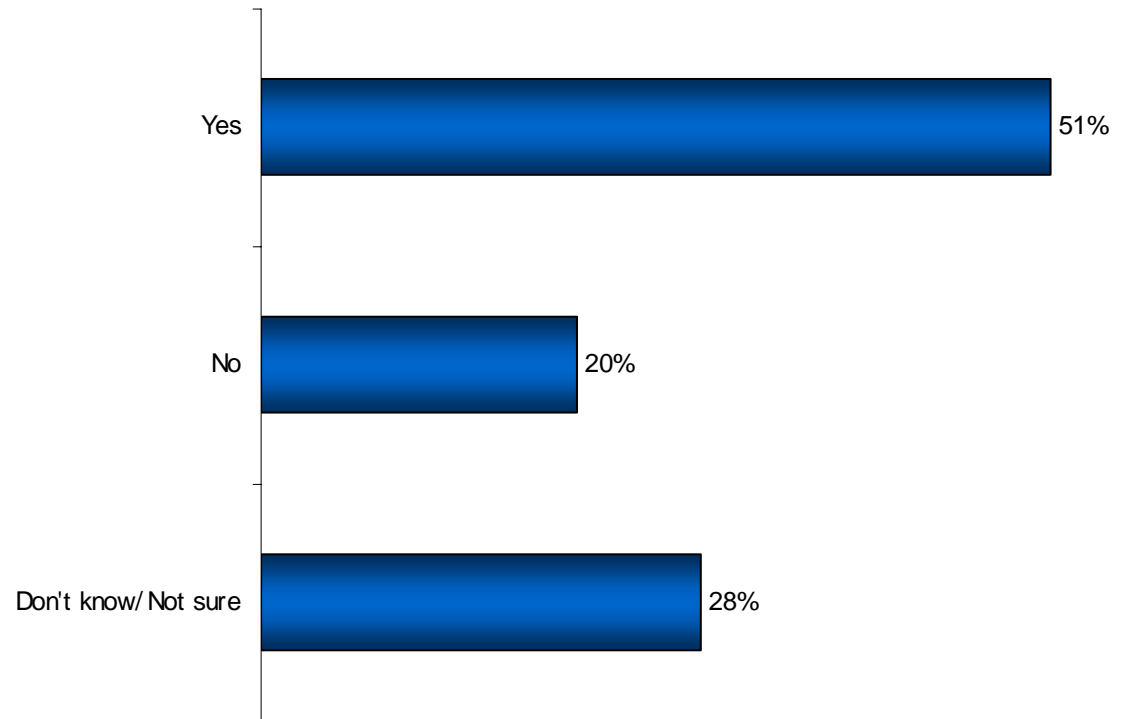

Total Respondents - Type of Testing Used

Total = 655 Respondents
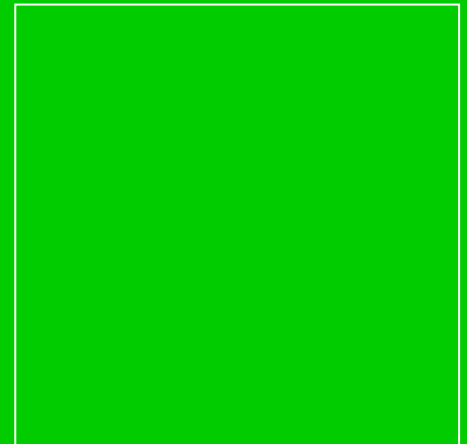
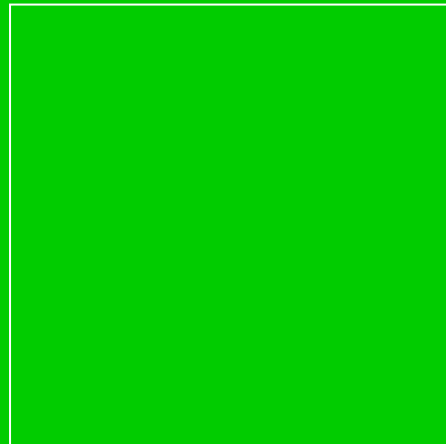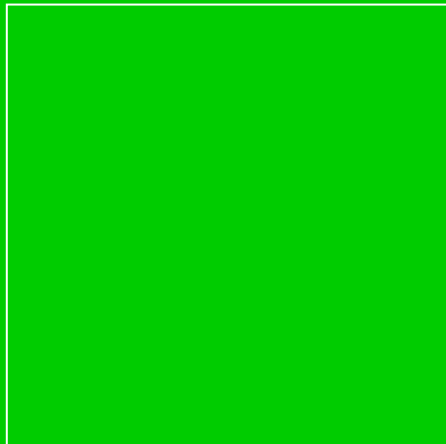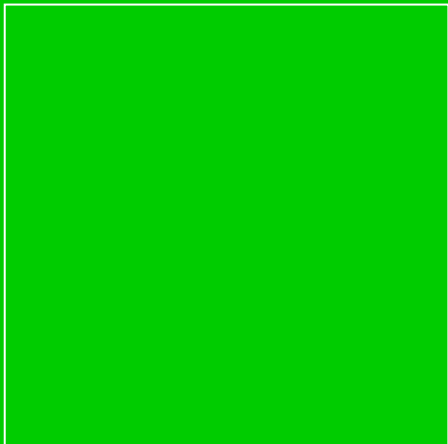# Use of MIME (Multi-purpose Internet Mail Extensions)

Just over half (51%) send out their messages in MIME, in which both text and HTML versions are sent out in the same deployment. 20% do not use MIME and 28% are unsure.

Yes — 51%

No — 20%

Don't know/Not sure — 28%

Total Respondents - Usage of MIME
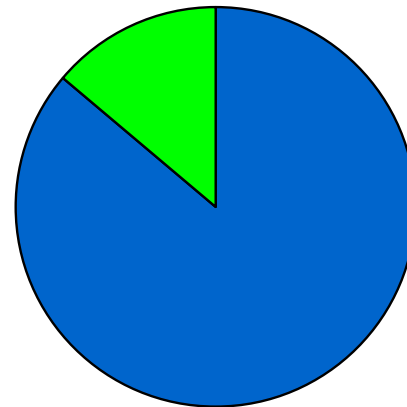
Total = 1,340 Respondents

Results Measurement

Measurement of Metrics

86% of respondents measure at least one metric listed.

Do not measure any of the named metrics, 14%

Measure at least one named metric, 86%

Total Respondents - Percentage Measuring At Least One Metric

Total = 1,244 Respondents

Measurement of Metrics – By Revenue Size

Respondents with revenues of under $1 Million tend to be less likely than others to measure at least one metric.

A. < $1 Million (N=396) — 84%

B. 1 Million - $9.9 Million (N=322) — 88%

C. $10 Million - $99.9 Million (N=205) — 90% **A**

D. $100 Million or more (N=111) — 86%
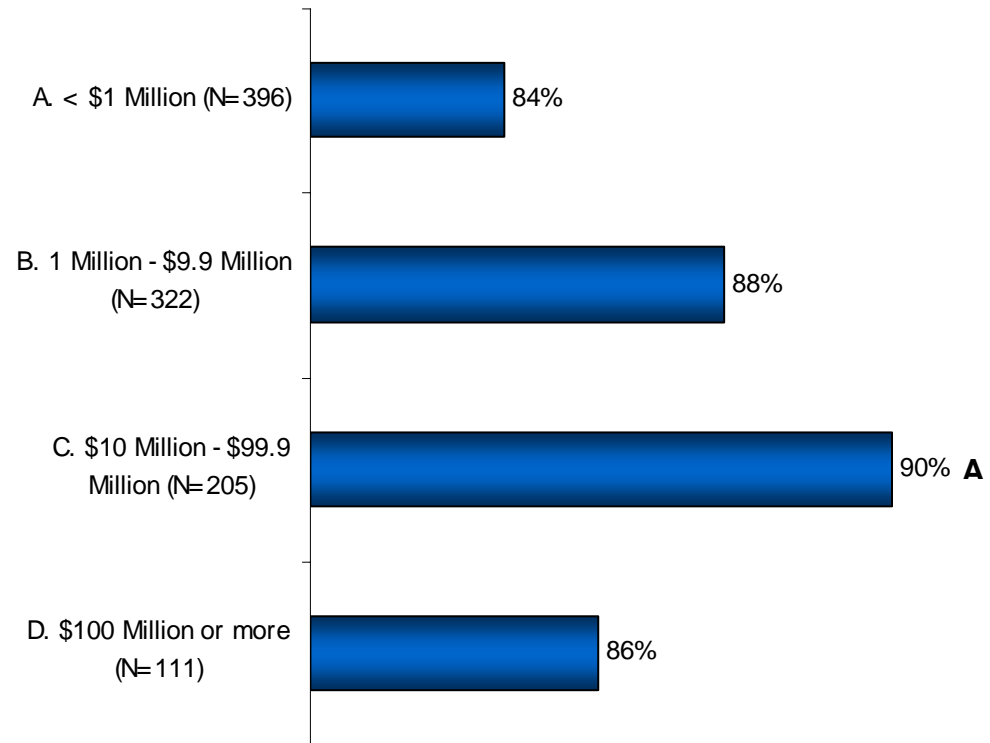
Measuring At Least One Metric – by Revenue Size

Data statistically tested at the 95% level of confidence: A/B/C/D, 90% level of confidence: a/b/c/d

Measurement of Metrics By Industry

Respondents in Publishing/Media and E-Commerce/Retail are the most likely to measure at least one metric, and do so at significantly higher rates than those in Manufacturing and Professional Services/Consulting.
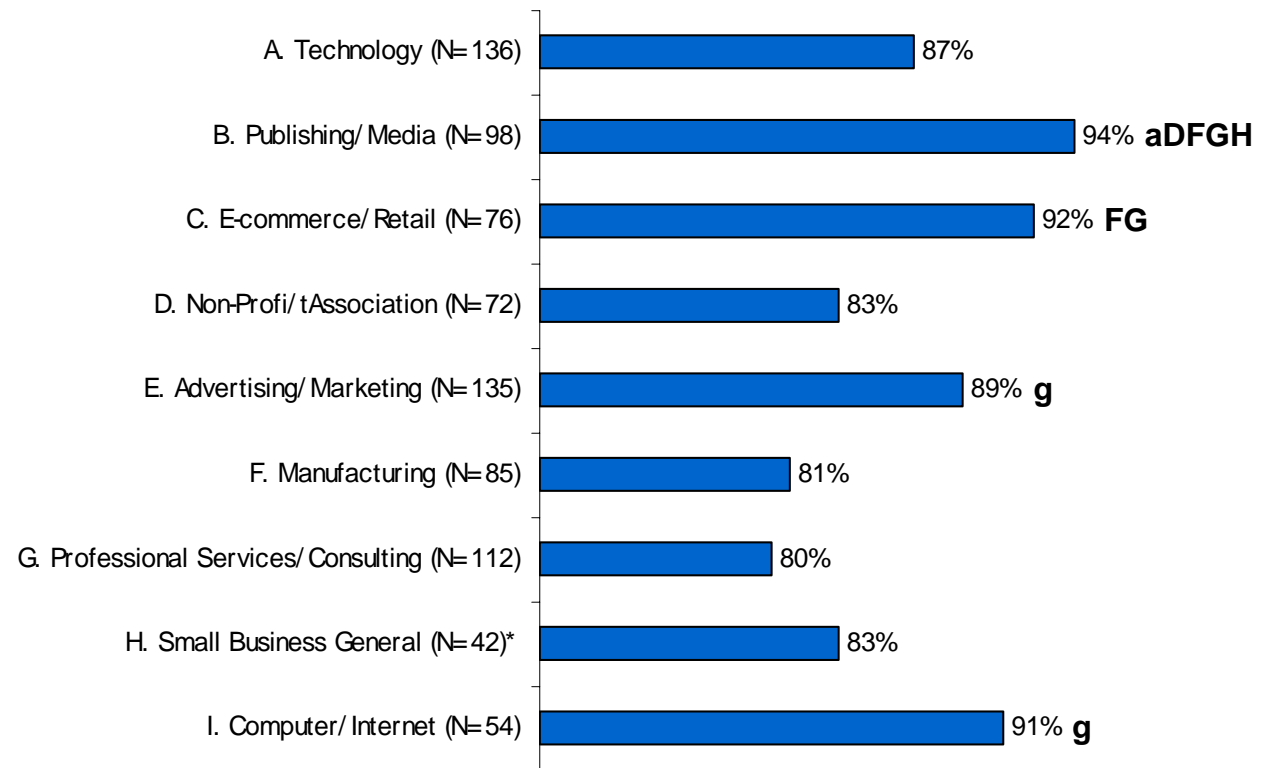
A. Technology (N= 136) 87%

B. Publishing/ Media (N= 98) 94% **aDFGH**

C. E-commerce/ Retail (N= 76) 92% **FG**

D. Non-Profi/ tAssociation (N= 72) 83%

E. Advertising/ Marketing (N= 135) 89% **g**

F. Manufacturing (N= 85) 81%

G. Professional Services/ Consulting (N= 112) 80%

H. Small Business General (N= 42)* 83%

I. Computer/ Internet (N= 54) 91% **g**

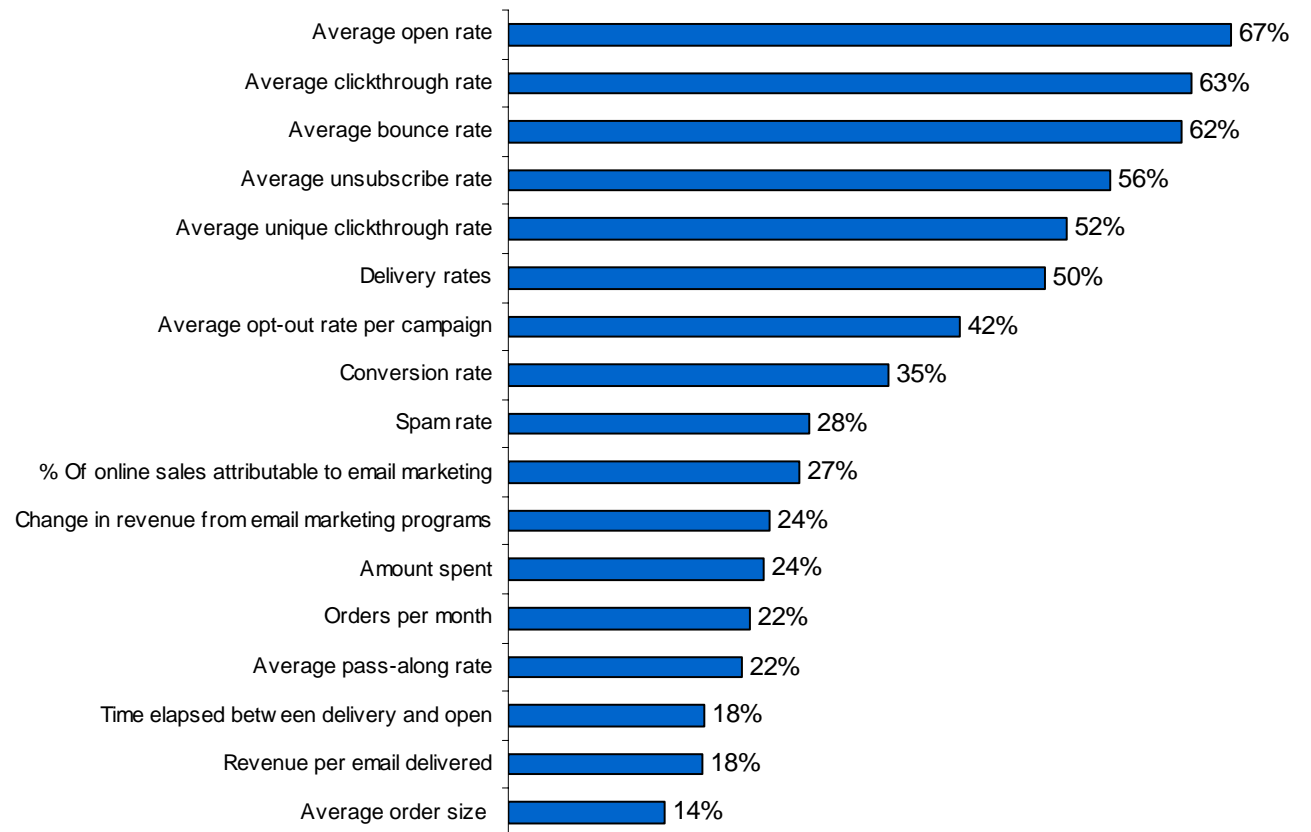**Measuring At Least One Metric – by Industry**

Data statistically tested at the 95% level of confidence: A/B/C/D/E/F/G/H/I, 90% level of confidence: a/b/c/d/e/f/g/h/i
*CAUTION: Small sample size

Specific Metrics Measured

Most often, respondents measure the average open rate, with 67% of respondents doing so, followed by the average clickthrough rate (63%) and the average bounce rate (62%). Half or more also measure the average unsubscribe rate (56%), the average unique clickthrough rate (55%), and delivery rates (50%).

Respondents are least likely to measure average order size (14%), revenue per email delivered (18%) or time elapsed between delivery and open (18%).

Total = 1,071 Respondents

Metric	Percentage
Average open rate	67%
Average clickthrough rate	63%
Average bounce rate	62%
Average unsubscribe rate	56%
Average unique clickthrough rate	52%
Delivery rates	50%
Average opt-out rate per campaign	42%
Conversion rate	35%
Spam rate	28%
% Of online sales attributable to email marketing	27%
Change in revenue from email marketing programs	24%
Amount spent	24%
Orders per month	22%
Average pass-along rate	22%
Time elapsed between delivery and open	18%
Revenue per email delivered	18%
Average order size	14%

Total Respondents - Percentage Measuring Each Metric

Specific Metrics Measured by Revenue Size

The metrics most frequently tracked, regardless of revenue size are average open rate, average bounce rate, and average clickthrough rate.

Overall, the tendency to measure each metric increases with revenue size, particularly for some of the less frequently measured statistics.

	A. < $1 M (N=333)	B. 1 M - $9.9 M (N=282)	C. $10 M - $99.9 M (N=185)	D. $100 M or more (N=95)
average open rate	60%	67%	72%	74%
average bounce rate	59%	62%	68%	59%
average clickthrough rate	55%	65%	66%	69%
average unsubscribe rate	51%	62%	60%	53%
average unique clickthrough rate	47%	49%	57%	57%
delivery rates	43%	48%	56%	55%
average optout rate per campaign	36%	45%	48%	40%
conversion rate	29%	40%	39%	41%
% of online salesattributable to email marketing	26%	29%	25%	34%
spam rate	25%	30%	28%	25%
orders per month	24%	26%	22%	18%
average passalong rate	22%	23%	25%	17%
amount spent	20%	23%	31%	34%
time elapsed between delivery and open	20%	17%	17%	23%
change in revenue from email marketing programs	19%	30%	29%	22%
revenue per email delivered	15%	20%	23%	25%
average order size	14%	15%	14%	22%

Statistical testing not available

Specific Metrics Measured by Industry

Average open rate, average bounce rate, and average clickthrough rate also appear to be the key measures tracked regardless of industry.

	A. Tech- nology (N=118)	B. Publishing/ Media (N=92)	C. E-commerce/ Retail (N=70)	D. Non-Profit/ Association (N=60)	E. Advertising/ Marketing (N=120)	F. Manu- facturing (N=69)	G. Prof. Serv./ Consulting (N=90)	H. Sm. Business General (N=35)*	I. Computer/ Internet (N=49)*
average open rate	75%	71%	76%	63%	65%	75%	73%	46%	69%
average clickthrough rate	66%	73%	70%	65%	62%	72%	62%	49%	61%
average bounce rate	65%	64%	54%	70%	63%	67%	66%	57%	76%
average unsubscribe rate	58%	61%	49%	57%	59%	52%	62%	54%	73%
average unique clickthrough rate	57%	53%	59%	48%	58%	57%	58%	34%	59%
delivery rates	53%	61%	61%	45%	53%	54%	49%	37%	55%
average optout rate per campaign	44%	47%	41%	42%	43%	48%	43%	37%	45%
conversion rate	43%	37%	54%	20%	34%	30%	26%	31%	49%
% of online sales attributable to email marketing	25%	29%	53%	12%	25%	12%	21%	26%	37%
spam rate	24%	28%	33%	22%	29%	36%	21%	23%	39%
change in revenue from email marketing programs	22%	27%	49%	15%	23%	17%	14%	23%	27%
amount spent	22%	22%	56%	10%	22%	20%	13%	23%	22%
average passalong rate	20%	17%	23%	20%	29%	23%	24%	23%	20%
orders per month	18%	26%	49%	13%	14%	17%	10%	37%	35%
revenue per email delivered	14%	22%	43%	10%	15%	13%	8%	14%	31%
average order size	14%	18%	40%	5%	13%	7%	7%	17%	27%
time elapsed between delivery and open	14%	20%	7%	10%	24%	23%	24%	17%	29%

Statistical testing not available

Email Metrics

Because self reports of email results tend to be biased, we consulted with several email vendors and are instead presenting objective results from the email campaigns they manage.

Here we present general results from two email vendors who have accounts with a broad range of customers across a variety of industries.

Editor's Note: All outcome metrics (e.g., open rates, clickthrough rates, etc.) should be taken cautiously. The reasons for differences in metrics between email companies are numerous and most likely due to differences in the tactics used by their clients as well as the size of clients.

	MyEmma	Constant Contact
unique open rate	20.31%	16.39%
unique clickthrough rate	3.45%	2.30%
spam rate	.08%	
unsubscribe rate	.28%	

We thank MyEmma (www.myemma.com) and Constant Contact (www.constantcontact.com) for providing us with this data.

Email Metrics

Here we present industry specific results. These data are provided by Bronto (www.bronto.com)
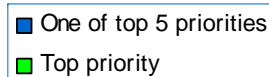
Editor's Note: As can be seen, email metrics vary across industries. But even within an industry (or a specific company), these metrics will vary widely depending on all the other factors in this report. For example, companies who do more testing will likely have much higher open rates than those who do not.

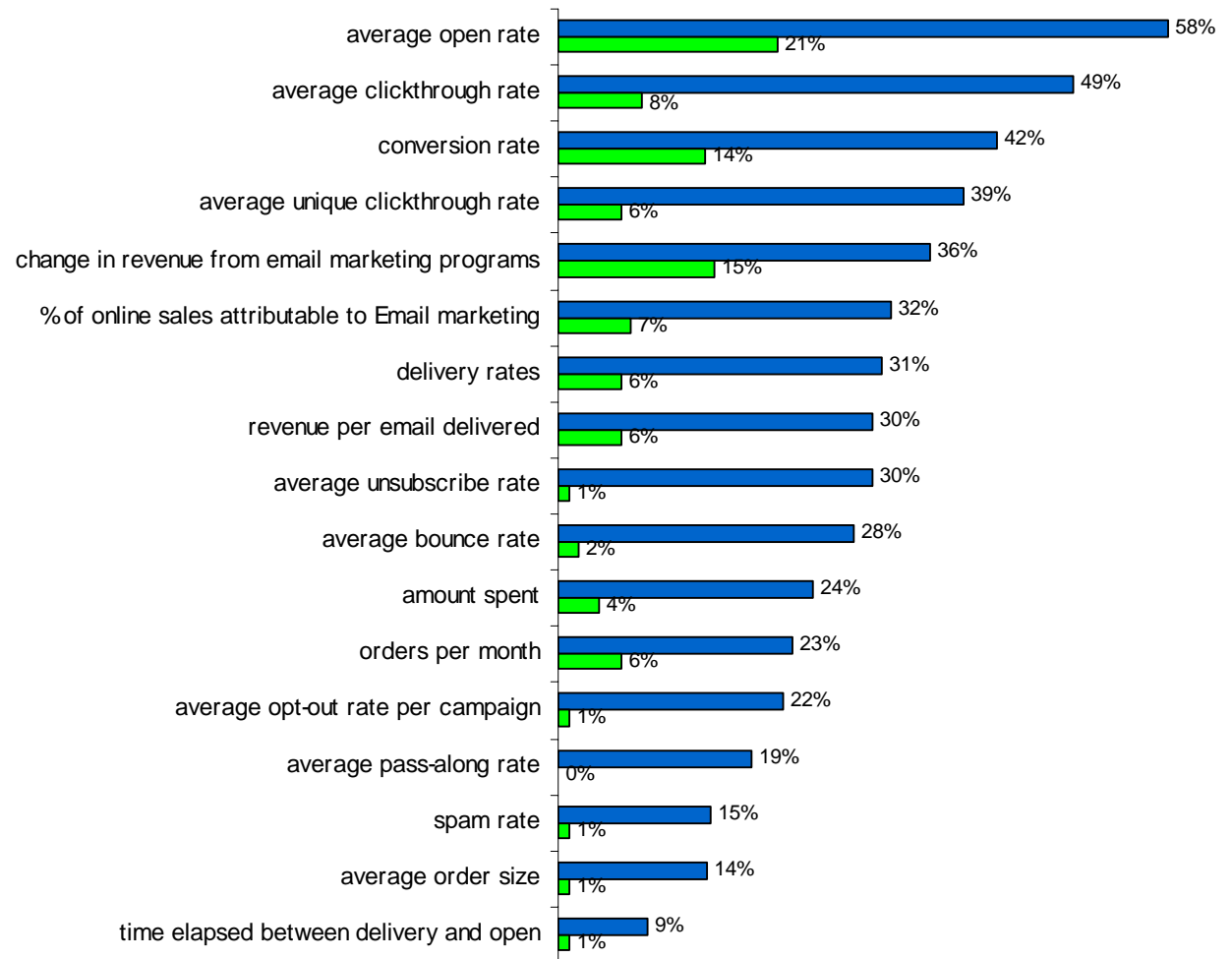|	Delivered	Opened	Clickthrough
Travel/Hospitality	99.0%	30.3%	10.6%
Publishing/Media	98.1%	21.5%	5.3%
Entertainment	98.1%	18.7%	1.5%
Education	97.7%	27.3%	5.8%
Non-Profit/Association	97.7%	34.2%	6.5%
Healthcare/Insurance	97.5%	39.3%	3.9%
Advertising/Marketing	97.3%	20.6%	3.3%
Financial Services	97.1%	26.9%	2.0%
E-Commerce/Retail	96.7%	15.9%	3.6%
Government	96.3%	37.5%	8.3%
Services/Consulting	96.1%	21.1%	4.3%
Manufacturing/Distribution	96.1%	46.3%	9.5%
Unknown	96.0%	49.9%	5.8%
Legal Services	95.5%	61.8%	6.5%
Real Estate	95.2%	23.3%	3.5%

Priorities for Future Campaign Measurement

In terms of future campaign measurement, respondents are most likely to say that the average open rate is both among their top 5 priorities (58%) and is also their top priority (21%). In terms of top five future priorities, average clickthrough rate (49%), conversion rate (42%), average unique clickthrough rate (39%) and change in revenue from email marketing programs (36%) are named more frequently than other metrics.

Respondents are least likely to prioritize time elapsed between delivery and open (9%), average order size (14%) and spam rate (14%) for future measurement preferences.

- One of top 5 priorities
- Top priority

Total = 1,224 Respondents

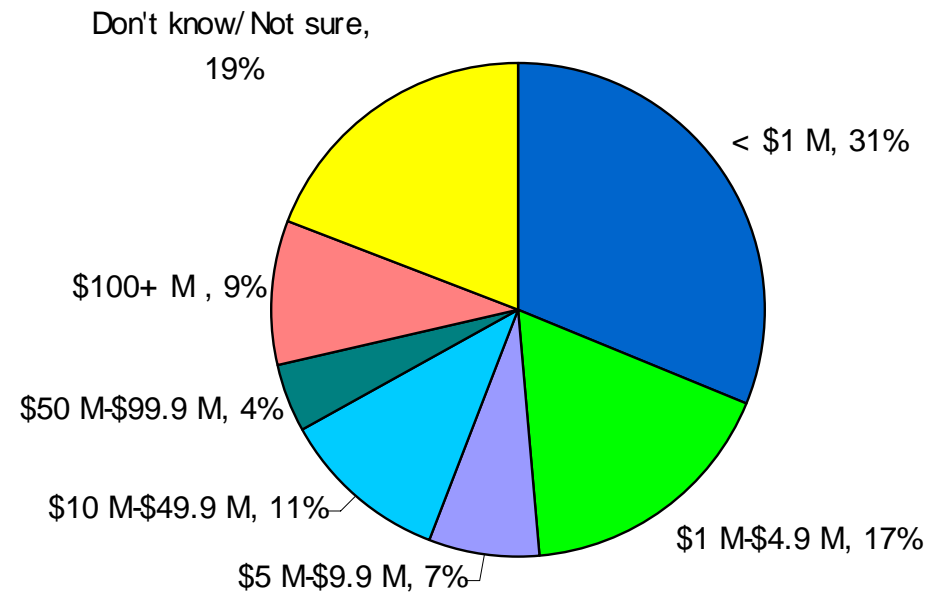| Metric	One of top 5 priorities	Top priority
average open rate	58%	21%
average clickthrough rate	49%	8%
conversion rate	42%	14%
average unique clickthrough rate	39%	6%
change in revenue from email marketing programs	36%	15%
% of online sales attributable to Email marketing	32%	7%
delivery rates	31%	6%
revenue per email delivered	30%	6%
average unsubscribe rate	30%	1%
average bounce rate	28%	2%
amount spent	24%	4%
orders per month	23%	6%
average opt-out rate per campaign	22%	1%
average pass-along rate	19%	0%
spam rate	15%	1%
average order size	14%	1%
time elapsed between delivery and open	9%	1%

Total Respondents - Priorities for Future Campaign Measurement

Demographics
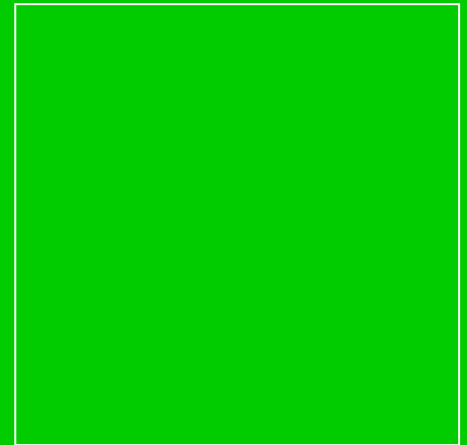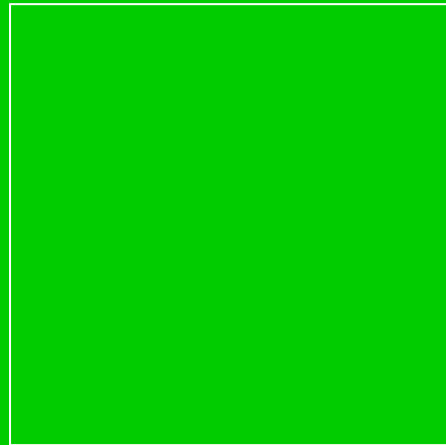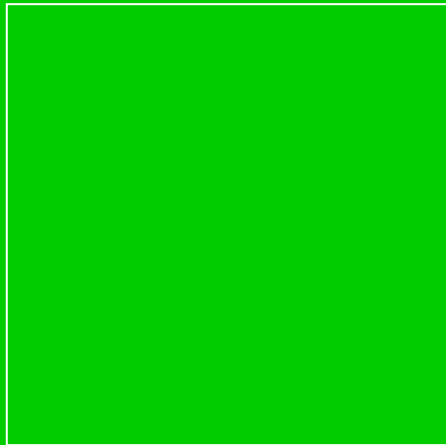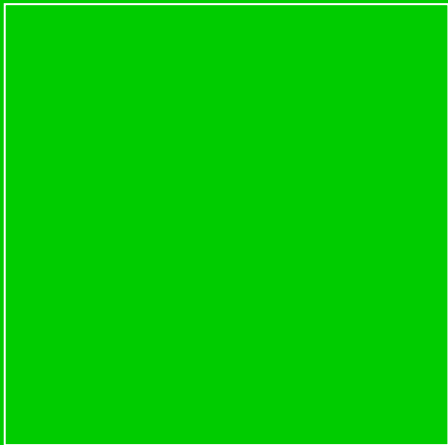
2007 Fiscal Year Revenues

31% of respondents say their fiscal year revenues were under $1 Million, and an additional 17% say they ranged between $1-$4.9 Million. 7% had revenues ranging between $5 Million and $10 Million, and 23% claim a higher revenue level.

Don't know/Not sure, 19%

< $1 M, 31%

$100+ M , 9%

$50 M-$99.9 M, 4%

$10 M-$49.9 M, 11%

$5 M-$9.9 M, 7%

$1 M-$4.9 M, 17%

Total Respondents - 2007 Fiscal Year Revenues

Total = 1,503 Respondents

Target Audience

49% of respondents indicate that their target audience is best defined primarily as Business to Business, while 33% are Business to Consumer. The remaining 17% are a combination of the two targets.
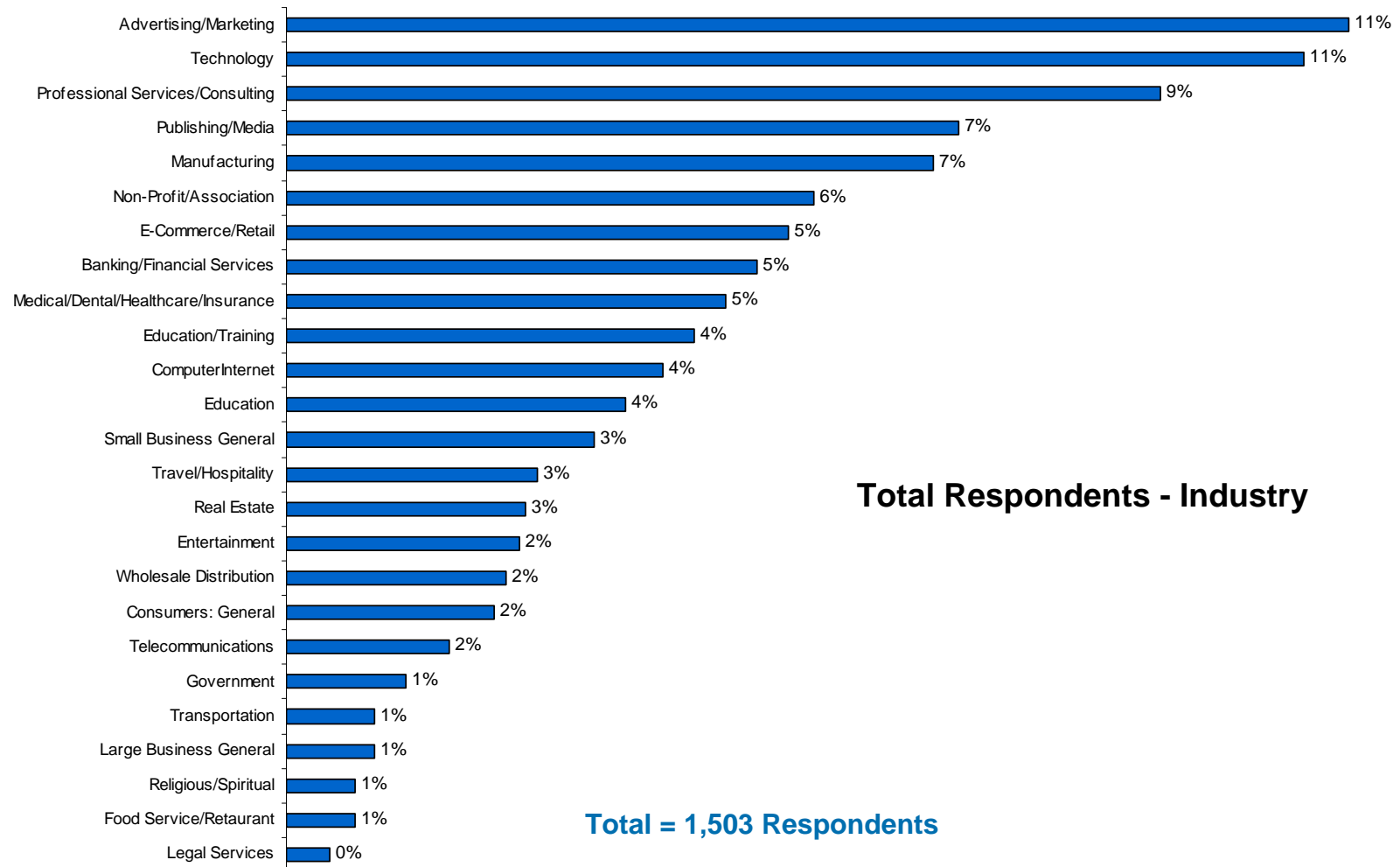
Roughly split between Business to Business and Business to Consumer, 17%

Primarily Business to Consumer, 33%

Primarily Business to Business, 49%
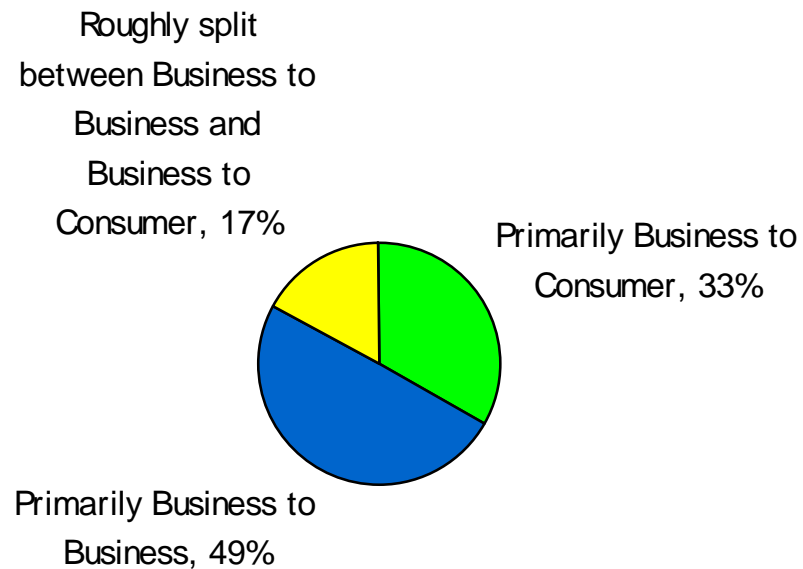
Total Respondents - Target Audience

Total = 1,503 Respondents

Industry

The industries most frequently represented by respondents are Advertising/Marketing (11%) and Technology (11%), followed by Professional Services/Consulting (9%).

Industry	Percentage
Advertising/Marketing	11%
Technology	11%
Professional Services/Consulting	9%
Publishing/Media	7%
Manufacturing	7%
Non-Profit/Association	6%
E-Commerce/Retail	5%
Banking/Financial Services	5%
Medical/Dental/Healthcare/Insurance	5%
Education/Training	4%
ComputerInternet	4%
Education	4%
Small Business General	3%
Travel/Hospitality	3%
Real Estate	3%
Entertainment	2%
Wholesale Distribution	2%
Consumers: General	2%
Telecommunications	2%
Government	1%
Transportation	1%
Large Business General	1%
Religious/Spiritual	1%
Food Service/Reataurant	1%
Legal Services	0%

Total Respondents - Industry

Total = 1,503 Respondents

List Size

Respondents most often claim to have a list size of between 1,000 – 4,999 recipients (23%). 30% have a smaller list size and 40% claim to have a list that is larger.
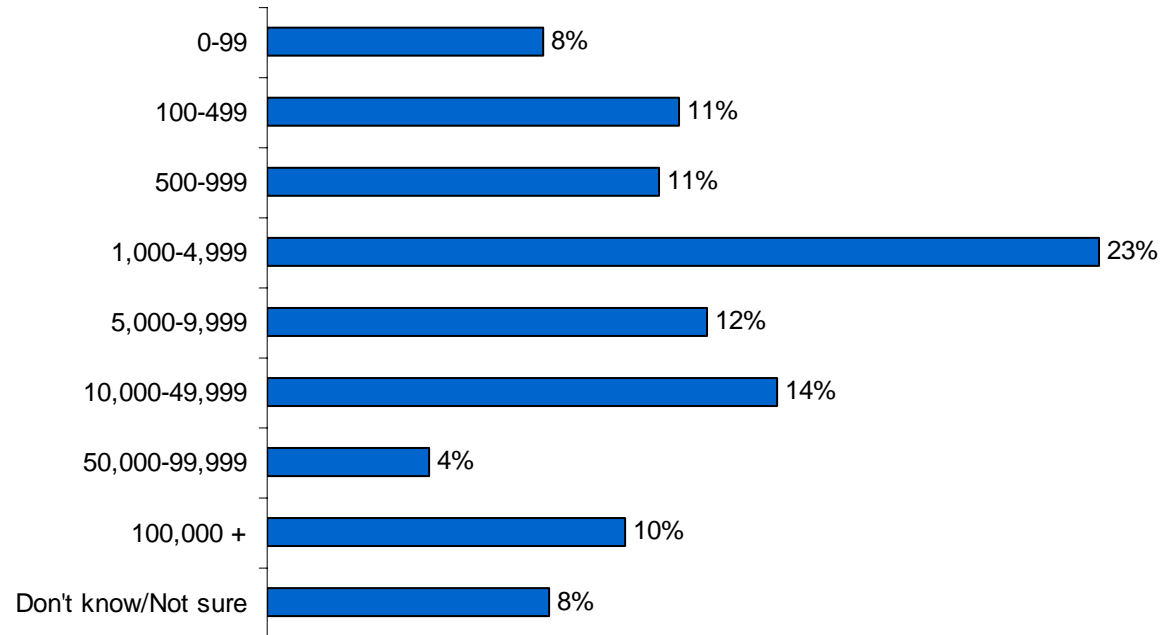
Total Respondents - List Size

Total = 1,503 Respondents
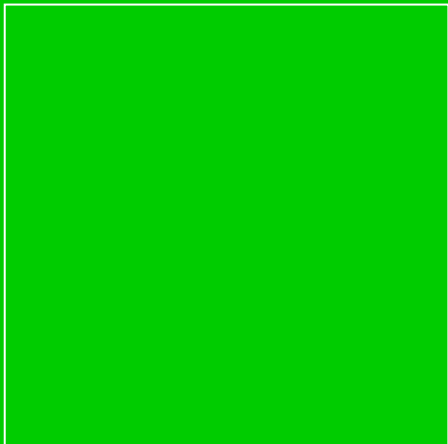
Channels Used

Respondents use direct mail more than any of the other channels listed (69%), followed by Public Relations (56%) and Tradeshows (54%). They are least likely to use Outdoor Media (15%), Yellow Pages (18%) and Broadcast Advertising (18%).

| Channel	Percentage
Direct mail	69%
Public Relations	56%
Tradeshows	54%
Search marketing	45%
Sponsorships	37%
Online display advertising	36%
Payperclick	31%
Executive Events	28%
Blogs	27%
Affiliate marketing	26%
Webinars	25%
Offline display advertising	23%
Telemarketing	22%
Broadcast advertising	18%
Yellow pages	18%
Outdoor Media	15%
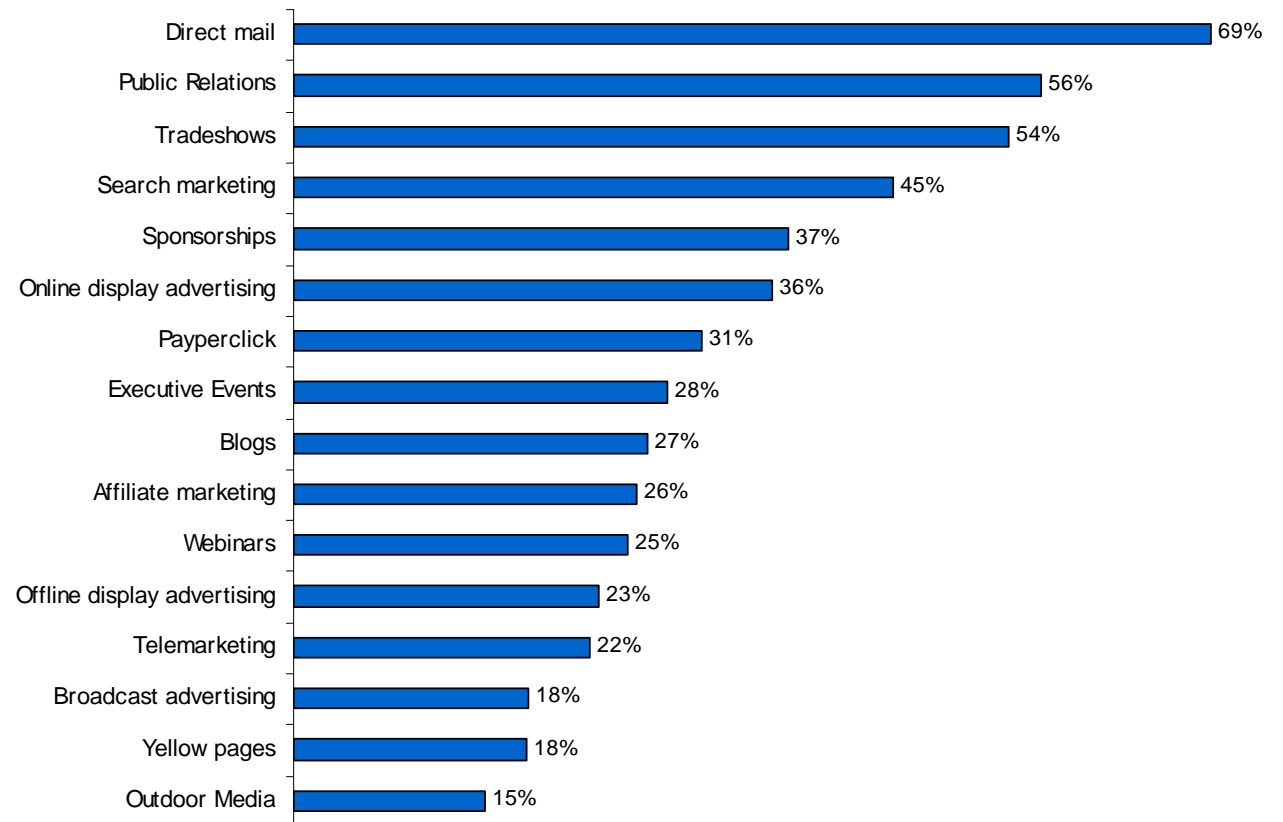
Total Respondents - Channels Used

Total = 1,503 Respondents

Overall Marketing Budget
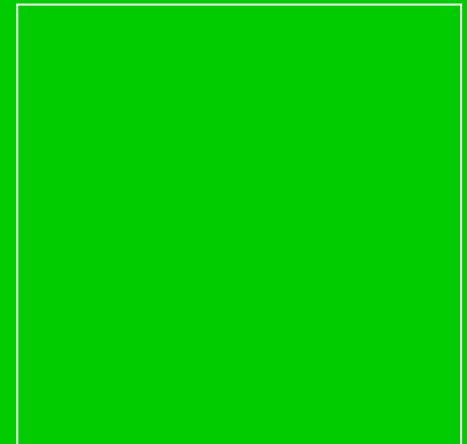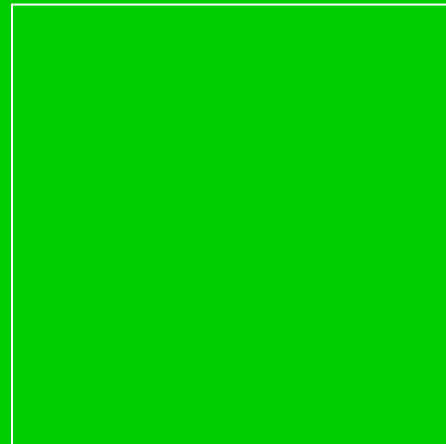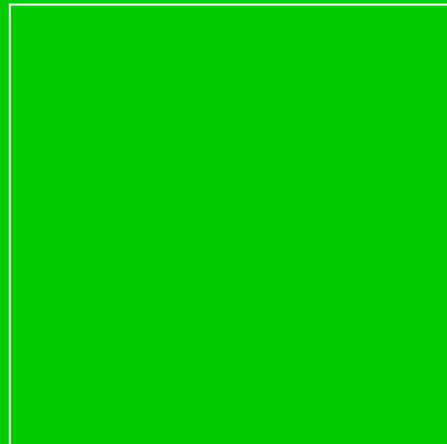
Change in Overall Marketing Budget

Just over half of all respondents (54%) say their overall marketing budgets have increased by 5% or more over the last two years. 35% have observed flat budgets during the same period, and 11% have seen a decrease of 5% or more.
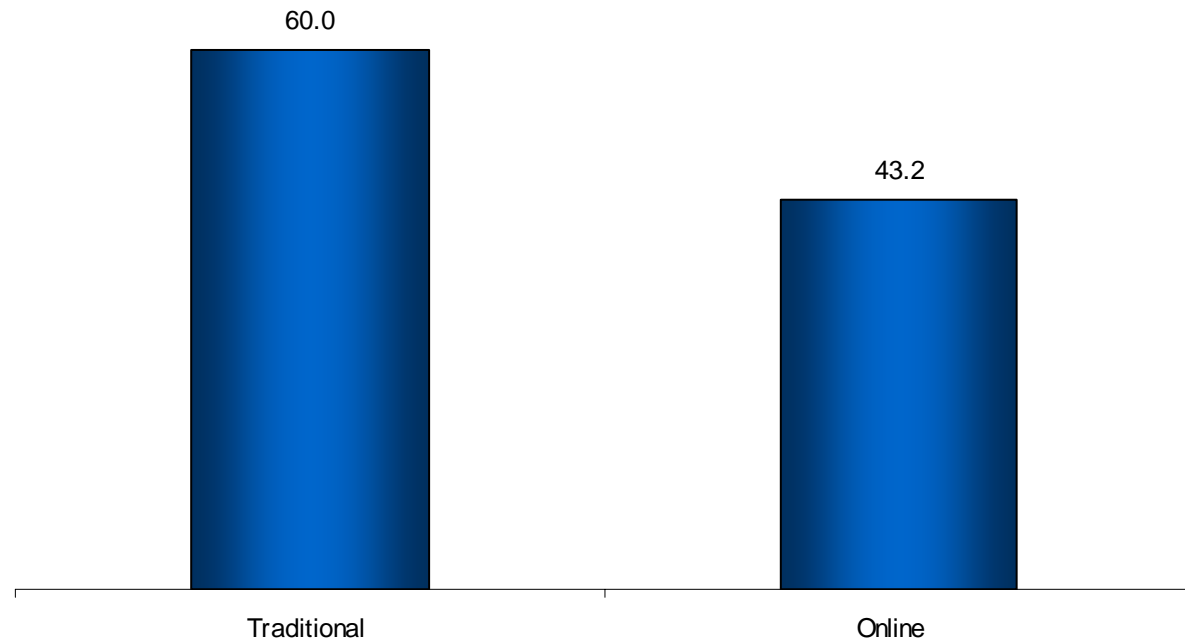

Total = 1,157 Respondents
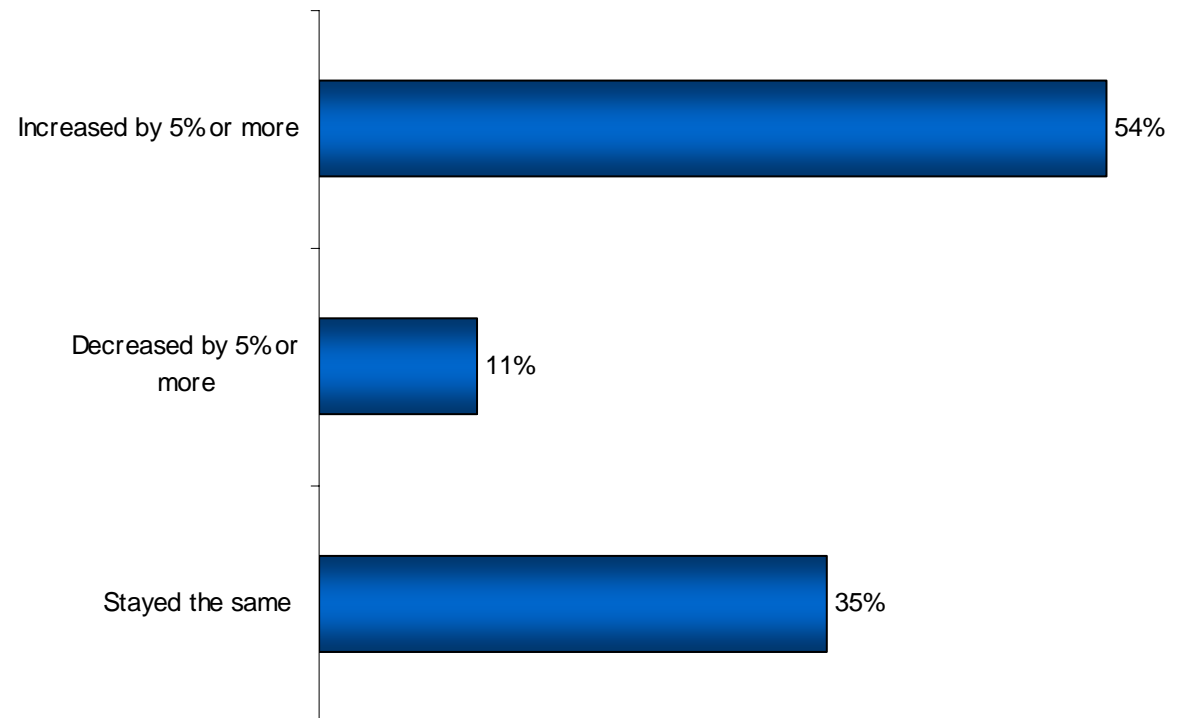
Total Respondents - Marketing Budget Change Over The Past Two Years

Percent of Budget Spent on Traditional versus Online

On average, respondents claim to split their budgets between traditional marketing and online marketing at a roughly 60-40 ratio.

60.0

43.2

Traditional

Online

Total Respondents - Marketing Budget Percentage Spent on Traditional versus Online Methods
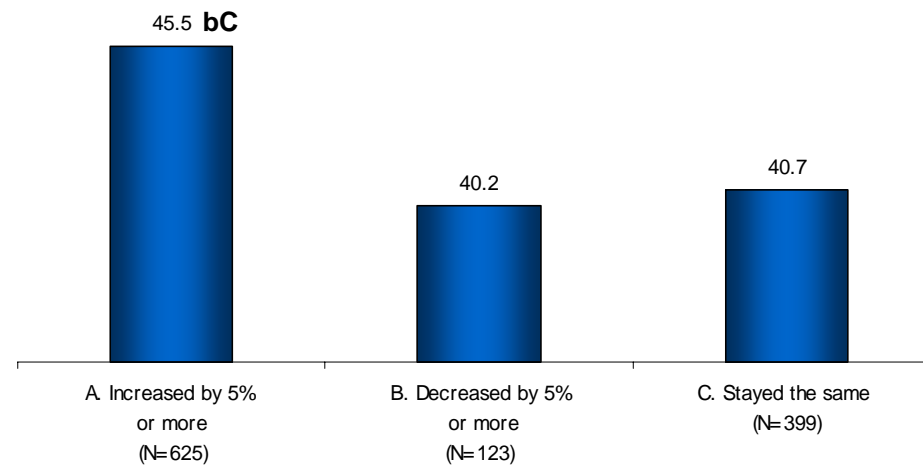
Total = 1,147 Respondents

Budget Change Percent of Budget Spent on Traditional versus Online

Respondents who have experienced budget increases are significantly more likely than others to spend a greater proportion of their resources on online marketing methods.

**Percentage Spent on Traditional Methods by Budget Change**

57.3	63.5 A	63.2 A

A. Increased by 5% or more (N=598)   B. Decreased by 5% or more (N=119)   C. Stayed the same (N=384)
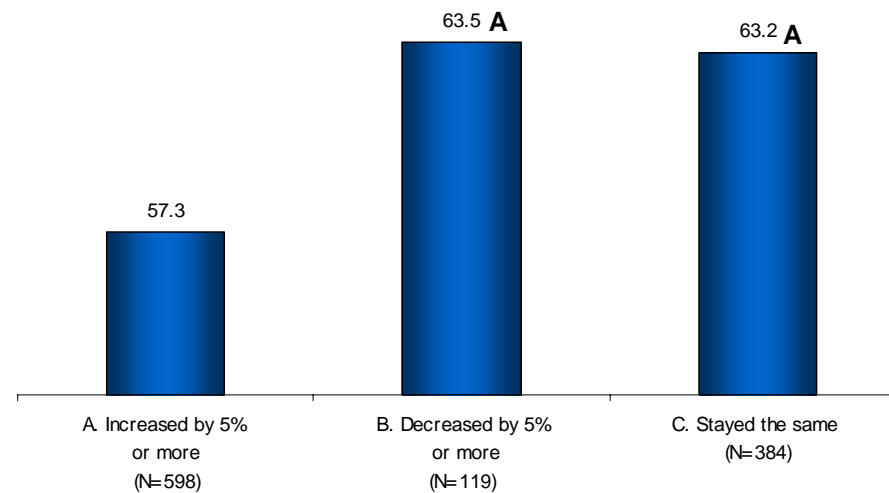
Percentage Spent on Online Methods by Budget Change

45.5 bC	40.2	40.7

A. Increased by 5% or more (N=625)   B. Decreased by 5% or more (N=123)   C. Stayed the same (N=399)

Data statistically tested at the 95% level of confidence: A/B/C, 90% level of confidence: a/b/c

Methodology and Further Help
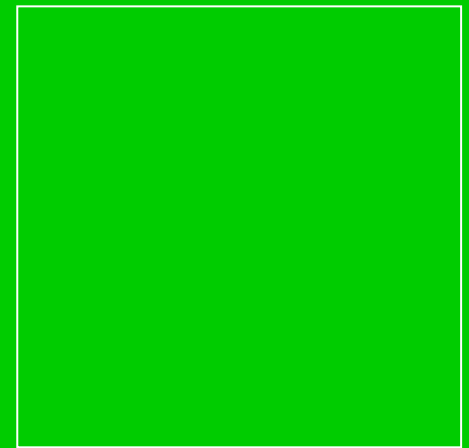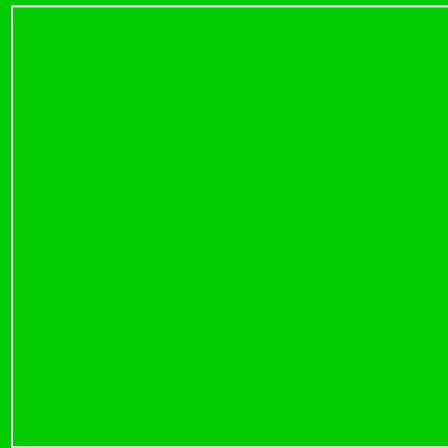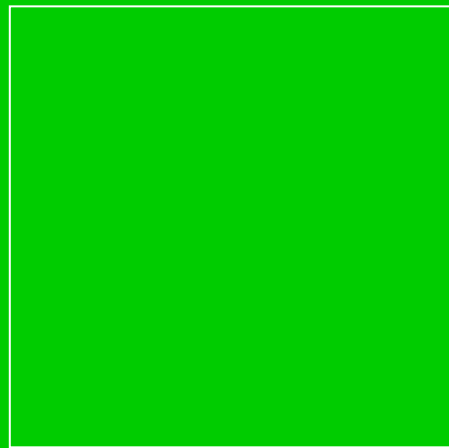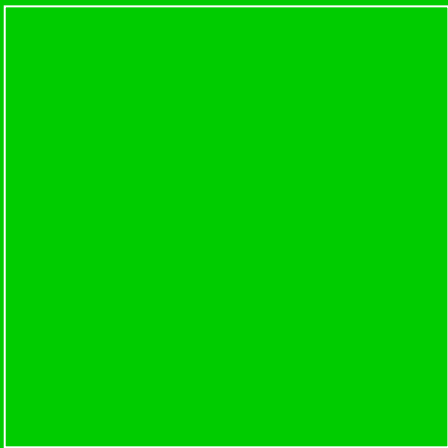
Methodology

To understand how marketers are using email as part of their overall marketing effort, MarketingProfs conducted a survey of marketers who are members of MarketingProfs and used email as part of their marketing strategy. The survey instrument was sent to a random sample of MarketingProfs members, over a period of 2 months (April-June 2008). Since the membership of MarketingProfs is diverse in size, industry and other demographics, the results are sufficiently generalizable and no systematic biases are evident.

Need More Stats?

While we tried to provide you with a wide range of statistics that could help you in planning for your 2009 email marketing budget, we know the data we obtained can be sliced and diced in many different ways. You may find you need a table that slices the data differently than we presented. If that is case, please send us email at reports@marketingprofs.com with your specific request and we will do our best to send you the table that will help you most.

You can also use that address to provide any other feedback that would help us as we plan for gathering data for our next email marketing benchmark report.

Finally, if we provide any enhancements to this report, we will contact you to let you know where you can download the most updated report for 2008.