







Email Marketing Benchmark Survey 2004




1. What percentage of your total marketing budget is currently devoted to email marketing?

		Response Total	Response Percent
<1%		928	34%
1%-5%		808	30%
5%-10%		359	13%
10%-15%		197	7%
15%-25%		166	6%
>25%		233	9%
Total Respondents		2690	
(skipped this question)			90




2. Over the next year, how much do you expect your email marketing budget to increase?

		Response Total	Response Percent
Decrease Significantly		27	1%
Decrease Slightly		64	2%
No Change		665	25%
Increase Slightly		1397	52%
Increase Significantly		556	21%
Total Respondents		2708	
(skipped this question)			72





3. Do you expect the **revenue** from your email marketing programs to:

		Response Total	Response Percent
Increase		2063	76%
No Change		612	23%
Decrease		26	1%
Total Respondents		2700	
(skipped this question)			80



4. Which kind of email messages does your company **mainly** send out?

		Response Total	Response Percent
E-Newsletters with Original Content		1607	60%
Sales Alerts		554	21%
Other, please specify VIEW		502	19%
Total Respondents		2662	
(skipped this question)			118





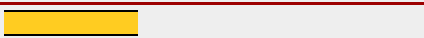



5. What are currently the one or two primary goals for your email marketing activities?

		Response Total	Response Percent
Acquire New Customers		1119	41%
Engage and Build Relationships with Existing Customers		1627	60%
Sell Products and Services		870	32%
Provide Information		833	31%
Up- and Cross-Sell Existing Customers		483	18%
Build Brand		662	25%
Drive Clicks to a Web Site		558	21%
Other, please specify VIEW		64	2%
Total Respondents		2699	
(skipped this question)			81

6. For the majority of your email marketing campaigns, which type of list do you use?







		Response Total	Response Percent
House List		2409	90%
3rd Party or Rented List		258	10%
Total Respondents		2666	
(skipped this question)			114

7. If you primarily use a house list, how do you grow this list? Which of the following techniques do you find the most valuable?






		Response Total	Response Percent
Co-Registration		515	21%
Trade Shows		710	29%
Ad Campaigns		513	21%
Promotions (quizzes, games, etc.)		483	20%
Subscription Box on your site		1254	51%
Search Engine Optimization		404	16%
Promote Reader Referrals		510	21%
Other, please specify VIEW		503	20%

Total Respondents	2448
(skipped this question)	332

8. How often do you clean the list of recipients in house email list?

		Response Total	Response Percent
In Real Time		631	24%
Daily		130	5%
Weekly		227	9%
Monthly		781	30%
Yearly		423	16%
We Don't Clean Our List		409	16%
Total Respondents		2600	
(skipped this question)		180	

9. What methods do you use to clean your list?

		Response Total	Response Percent
Delete persistent bounces		1754	76%
Delete persistent non-opens		323	14%
Delete persistent non-buyers		137	6%
Notify recipients and ask for reconfirms		460	20%
Use Multiple Opt-In Procedures		597	26%
Total Respondents		2279	
(skipped this question)		501	

10. Who handles the various aspects of your email campaigns?

	In House	Outsourced	Response Total
Technology	70% (1815)	30% (791)	2606
Content	94% (2444)	6% (168)	2612
Total Respondents			2663
(skipped this question)			117








11. In which, if any, ways do you personalize your email campaigns?

	Yes	No	Response Total
Recipient Name	71% (1824)	29% (753)	2577
Customized Content	46% (1125)	54% (1304)	2429
Customized Advertising	25% (567)	75% (1745)	2312
Total Respondents			2634
(skipped this question)			146





12. Before sending out your email, in what ways do you test it?

	Yes	No	Response Total
Test with Different Subject Lines	39% (957)	61% (1523)	2480
Test with Different Offers	27% (644)	73% (1754)	2398
Test with Different Copywriting	32% (777)	68% (1661)	2438
Total Respondents			2580
(skipped this question)			200










13. Which day of the week do you typically send out your email campaign?

		Response Total	Response Percent
Monday		317	15%
Tuesday		869	42%
Wednesday		422	20%
Thursday		227	11%
Friday		153	7%
Saturday		19	1%
Sunday		52	2%
Total Respondents		2058	
(skipped this question)			722

14. What part of the day do you typically send out your email messages?










		Response Total	Response Percent
Morning		1160	45%
Afternoon		778	30%
Evening		354	14%
Middle of the Night		252	10%
Total Respondents		2543	
(skipped this question)			237

15. What is the average "bounce rate" that you are getting in your email campaigns?




		Response Total	Response Percent
0%		119	6%
2%		602	28%
4%		335	16%
6%		231	11%
8%		163	8%
10%		357	17%
12%		58	3%
14%		49	2%
16%		29	1%

>16%		157	7%
		Total Respondents	2099
		(skipped this question)	681




16. What is the average "open rate" that you are getting in your email campaigns?

		Response Total	Response Percent
<10%		170	10%
20%		213	12%
30%		264	15%
40%		237	13%
50%		227	13%
60%		207	12%
70%		159	9%
80%		87	5%
>80%		194	11%
		Total Respondents	1757
		(skipped this question)	1023

17. What is your average unique click-through rate for your current campaigns?

		Response Total	Response Percent
<1%		111	7%
2%		182	11%
4%		227	14%
6%		189	11%
8%		126	8%
10%		261	16%
12%		112	7%
14%		66	4%
16%		42	3%
>16%		303	18%
		Total Respondents	1618
		(skipped this question)	1162

18. Why do people act on your email message? What about it has proven to be compelling enough for people to take action?

		Response Total	Response Percent
The offer		1327	53%
The copywriting		690	28%
The specifics of the message (timing, delivery vehicle)		956	38%
		Total Respondents	2458
		(skipped this question)	322

19. What is your average unsubscribe rate for your current campaigns?

		Response Total	Response Percent
<1%		748	42%
1%		276	15%
2%		262	15%
3%		134	7%
4%		82	5%
5%		146	8%
6%		37	2%
7%		13	1%
8%		15	1%
>8%		60	3%
		Total Respondents	1772
		(skipped this question)	1008








20. What is the average pass-along rate for your email messages?

		Response Total	Response Percent
0		841	40%
1		698	33%
2		354	17%
3		73	3%
4		29	1%
>4		69	3%
		Total Respondents	2063
		(skipped this question)	717











21. Going forward, to what extent will you be using the following formats in your email marketing campaigns?

	Less of this format	About the same of this format	More of this format	Response Total
Text	43% (1055)	48% (1172)	9% (232)	2459
HTML	8% (193)	46% (1144)	47% (1165)	2502
Rich Media	29% (651)	40% (910)	31% (703)	2264
				Total Respondents
				2578
				(skipped this question)
				202

22. What are your biggest email marketing challenges?

		Response Total	Response Percent
Spam		1438	55%
Personalization		865	33%
Coordination with other Marketing Channels		700	27%
Providing Relevant Content		1169	44%
Handling Campaign Response		473	18%
Technical Challenges		610	23%
Retention and Loyalty		685	26%
Other, please specify VIEW		202	8%
Total Respondents		2604	
(skipped this question)			176

23. Approximately what percent of the email messages you send never reach their recipients because the messages are interpreted as spam?

		Response Total	Response Percent
0%		255	17%
5%		576	38%
10%		270	18%
15%		126	8%
20%		113	7%
25%		56	4%
30%		28	2%
35%		21	1%
40%		10	1%
>40%		34	2%
Total Respondents		1488	
(skipped this question)			1292