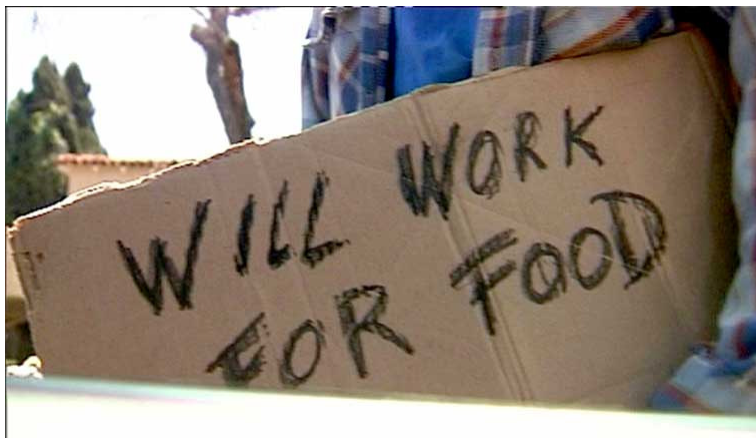




What Your Customers *Really* Think of Your Email Program

Marketing Profs Digital Mixer

Who Cares What They Think?!





A Plethora Of Surveys

**Not So
Many
Insights.**





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Today's Approach

- ✓ Highlight a statistic
- ✓ Discuss how it applies to B2C & B2B email marketing
- ✓ Share ideas for optimizing your program

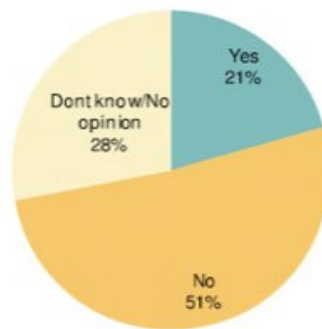




What Is Spam?

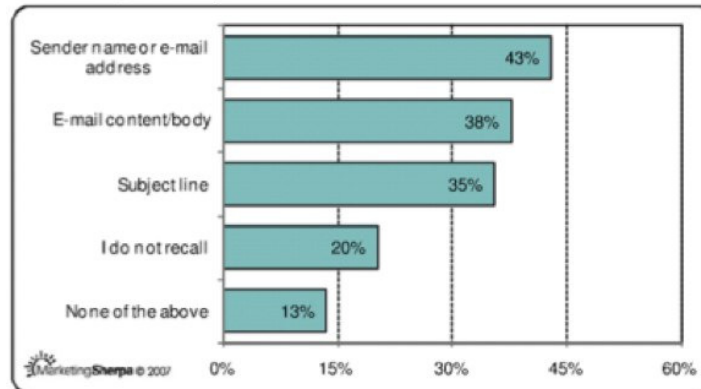
3.32 Chart: Consumers Reporting Emails That Aren't Spam

21% knowingly report email that is not spam as such



MarketingSherpa © 2007

3.34 Chart: Why Click the Spam Button?



A black and white illustration of a man in a suit and glasses sitting on a bench, looking towards a pink sign that reads "looking for love and fun?". The sign is tilted and has a white border. Below the sign, the words "SUBJECT LINES" are written in large, bold, black capital letters.

looking for love and fun?

**SUBJECT
LINES**

Subject Lines

69% said they report as spam or junk based on subject line (*Email Sender and Provider Coalition, 2007*)

35% of email users open messages because of what's contained in the subject line (*Jupiter Research, 2007*)



DELIVERABILITY

Deliverability

IPs that appeared on even one of the top 12 public blacklists had a delivered rate 25 points below those not listed (*Return Path, 2008*)

IPs with an unknown user rate below 10% had 67% of their email delivered, on average, versus 44% for senders with rates greater than 10% (*Return Path, 2008*)



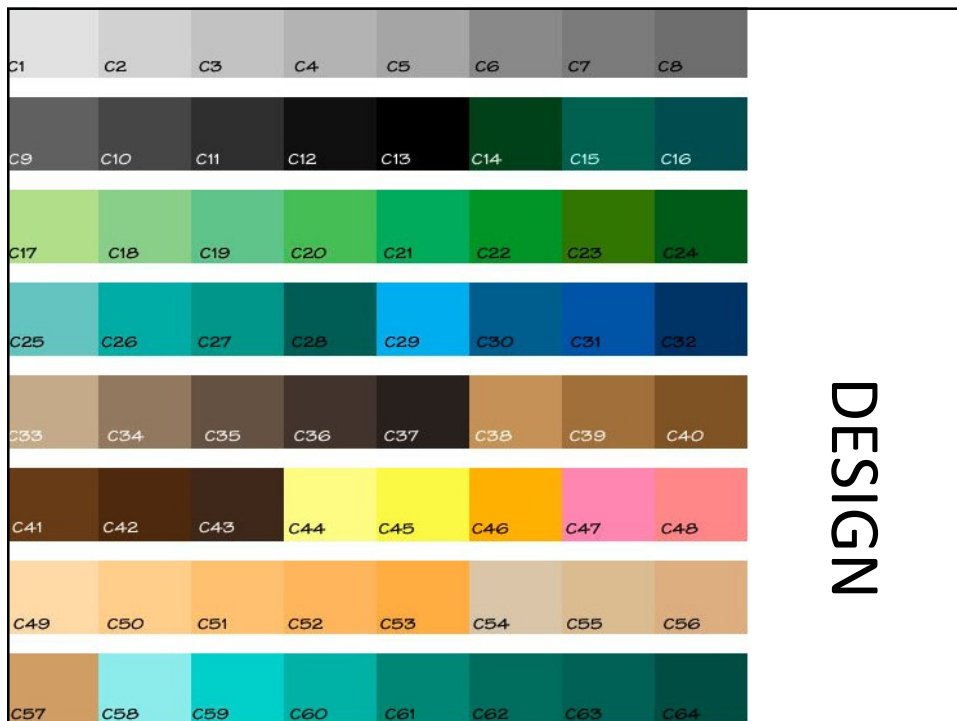
LIST
CHURN



List Churn

17% of Americans create a new email address every six months (*Jupiter Research, 2008*)

30% of subscribers change email addresses every year (*Return Path, 2007*)



Design

If marketers optimized their email for image blocking, ROI would increase 9+%

(Email Experience Council, 2008)

84% of people ages 18-34 use a preview pane *(Jupiter Research, 2007)*



EMAIL
COMMERCE



Email Commerce

Those who buy products marketed through email spend 138% more than non-readers of email *(Forrester Research, 2008)*

44% of email recipients made at least one purchase in the past year based on a promotional email *(Jupiter Research, 2007)*



OTHER
MESSAGING
SYSTEMS



Other Messaging Systems

Subscribers below age 25 prefer SMS to email (*ExactTarget, 2008*)

35% of business professionals check email on their mobile device (*ExactTarget, 2008*)

80% of social network members have received unsolicited friend invites or other messages (*Harris Interactive, 2008*)



Thank You

