

## B2C MARKETING BENCHMARKS

### 3.1 Overview

Conducted by Duke University's Fuqua School of Business ([www.fuqua.duke.edu](http://www.fuqua.duke.edu)) and sponsored by the American Marketing Association ([www.marketingpower.com](http://www.marketingpower.com)) and McKinsey & Company ([www.mckinsey.com](http://www.mckinsey.com)), *The CMO Survey* ([www.cmosurvey.com](http://www.cmosurvey.com)) is a semi-annual poll of chief marketing officers (CMOs) from B2B and B2C companies.

### 3.2 B2C CMO Survey

The following are responses by CMOs in B2C products and B2C services companies in the February 2015 survey:

<b>Change in Company Performance, Prior 12 Months</b>	<b>B2C Products</b>	<b>B2C Services</b>
• Sales:	2.2%	5.5%
• Profit:	1.8%	4.2%
• Marketing ROI:	2.7%	3.1%
• Customer acquisition:	2.2%	4.5%
• Customer retention:	0.7%	1.5%
• Brand value:	0.8%	2.7%

  

<b>Distribution of Expected Growth, Next 12 Months</b>	<b>B2C Products</b>	<b>B2C Services</b>
• Growth from within organization:	75.0%	74.0%
• Growth from partnerships:	12.0%	11.0%
• Growth from acquisitions:	7.0%	10.0%
• Growth from licensing:	7.0%	5.0%

  

<b>Expected Sales Via the Internet, Next 12 Months</b>	
• B2C Products:	13.2%
• B2C Services:	21.7%

  

<b>Marketing Spending as a Percentage Of Sales</b>	
• B2C Products:	9.1%
• B2C Services:	9.3%

### **Expected Change in Marketing Budget, Next 12 Months**

- B2C Products: 5.0%
- B2C Services: 13.4%

### **Distribution of Marketing Budget**

	<b>B2C Products</b>	<b>B2C Services</b>
• Domestic markets:	88.1%	94.0%
• International markets:	11.9%	6.0%

### **Expected Change in Digital Marketing Spending, Next 12 Months**

- B2C Products: 10.0%
- B2C Services: 18.0%

### **Expected Change in Social Media Spending**

	<b>B2C Products</b>	<b>B2C Services</b>
• Current:	9.5%	12.9%
• Next 12 months:	11.7%	16.3%
• Next five years:	20.5%	27.7%

### **Integration of Social Media With Marketing Strategy**

	<b>B2C Products</b>	<b>B2C Services</b>
• Very effectively:	27.5%	12.0%
• Somewhat effectively:	57.5%	68.0%
• Not effectively:	15.0%	20.0%

### **Impact of Social Media On Business**

	<b>B2C Products</b>	<b>B2C Services</b>
• Have proven the impact quantitatively:	15.0%	12.0%
• Good qualitative sense of impact, but not quantitatively:	42.5%	44.0%
• Have not been able to show the impact yet:	42.5%	44.0%

### **Percentage Of Marketing Budget Spent On Mobile**

	<b>B2C Products</b>	<b>B2C Services</b>
• 2015:	5.5%	3.2%
• 2018:	11.4%	9.9%

### **Percentage of Marketing Budget Spent On Analytics**

	<b>B2C Products</b>	<b>B2C Services</b>
• 2015:	6.8%	6.6%
• 2018:	11.0%	11.0%

### **Percentage of Projects Using Marketing Analytics**

- B2C Products: 46.9%
- B2C Services: 30.6%

### **Evaluation of Quality of Marketing Analytics**

	<b>B2C Products</b>	<b>B2C Services</b>
• Yes:	40.5%	16.7%
• No:	59.5%	83.3%

**Expected Change in Marketing Hires, Next 12 Months**

- B2C Products: 0.7%
- B2C Services: 1.3%

**Expected Change in Outsourcing of Marketing Activities, Next 12 Months**

- B2C Products: 4.0%
- B2C Services: 3.5%

**3.3 Market Resources**

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## **PART II: ADVERTISING**

## ADVERTISING SPENDING

### 4.1 Overview

ZenithOptimedia ([www.zenithoptimedia.com](http://www.zenithoptimedia.com)), Kantar Media ([www.kantarmedia.com](http://www.kantarmedia.com)), and eMarketer ([www.emarketer.com](http://www.emarketer.com)) publish annual assessments of U.S. advertising spending. This chapter presents a summary of the most recent assessments.

### 4.2 Total Media Advertising and Marketing Services Spend

ZenithOptimedia estimates total U.S. major media and marketing services spending in 2015 at \$407.1 billion.

Advertising and marketing spending in 2015, change from 2014, and forecast for 2016 are assessed as follows:

	2015 (change from 2014)	2016 Forecast
<b>Major Media</b>		
• Television:	\$ 67.0 billion (0.0%)	1.6%
• Internet:	\$ 51.6 billion (18.2%)	1.9%
• Newspapers:	\$ 19.9 billion (-7.0%)	-7.0%
• Radio:	\$ 17.6 billion (1.0%)	0.0%
• Magazines:	\$ 17.4 billion (-2.0%)	-2.0%
• Outdoor:	\$ 8.6 billion (4.0%)	4.0%
• Cinema:	\$ 0.8 billion (5.0%)	5.0%
• Total media advertising:	\$182.8 billion (3.7%)	4.0%
<b>Marketing Services</b>		
• Direct mail:	\$ 49.8 billion (0.5%)	-0.8%
• Telemarketing:	\$ 54.5 billion (3.0%)	3.0%
• Sales promotion:	\$ 74.7 billion (3.0%)	3.5%
• Public relations:	\$ 4.6 billion (5.0%)	7.4%
• Event sponsorship:	\$ 32.6 billion (8.0%)	7.4%
• Directories:	\$ 8.1 billion (-0.8%)	-0.6%
• Total marketing services:	\$224.3 billion (3.0%)	2.9%

### **4.3 Measured and Unmeasured Media Ad Spend**

According to Kantar Media, measured media advertising spending has been as follows (change from previous year in parenthesis):

- 2007: \$156.4 billion, an all-time high
- 2008: \$143.6 billion (-9.2%)
- 2009: \$125.0 billion (-12.3%)
- 2010: \$134.2 billion (6.5%)
- 2011: \$135.2 billion (0.8%)
- 2012: \$139.6 billion (3.2%)
- 2013: \$140.2 billion (0.1%)
- 2014: \$141.2 billion (0.7%)

Total advertising spending includes measured and unmeasured media. Unmeasured media includes direct response, local media, and other media sources not tracked by Kantar Media.

Measured media advertising, as defined by Kantar Media, includes multi-media ad expenditures for the following: network TV (5 networks); spot TV (125 DMAs); cable TV (71 networks); syndication TV; Hispanic network TV (4 networks); consumer magazines (204 publications); Sunday magazines (8 publications); local magazines (29 publications); Hispanic magazines (18 publications); business-to-business magazines (304 publications); local newspapers (108 publications); national newspapers (3 publications); Hispanic newspapers (46 publications); network radio (5 networks); national spot radio (205 markets); local radio (32 markets); Internet search (Google search engine, excluding mobile); Internet display (1,911 sites monitored at least once a year); and outdoor advertising. Beyond these specific media platforms, there are thousands of small and local media in the U.S. which attract advertising dollars.

For the top 100 advertisers, which represent 42% of total U.S. measured advertising spending, Kantar Media assesses that measured advertising spending is 52% of total advertising spending. Applying this percentage for the total U.S. advertising market suggests that total U.S. advertising spending in 2014 was approximately \$270 billion.

Measured advertising spending by media in 2014 was as follows (change from previous year in parenthesis):

- Total TV: \$78.1 billion (5.6%)
  - Broadcast network TV: \$28.3 billion (5.1%)
  - Cable TV networks: \$27.8 billion (6.9%)
  - Broadcast spot TV: \$16.8 billion (5.7%)
  - National syndicated TV: \$ 5.2 billion (0.6%)
- Consumer, Sunday, B2B, and local magazine: \$22.4 billion (-5.1%)
- National and local newspaper; free-standing insert: \$16.7 billion (-9.2%)
- Internet display (desktop only): \$12.9 billion (0.9%)
- Network, national spot and local radio: \$ 6.7 billion (-3.9%)
- Outdoor: \$ 4.4 billion (-0.2%)

Measured advertising spending by sector in 2014 was as follows (change from previous year in parenthesis):

• Retail:	\$15.74 billion (-2.2%)
• Automotive:	\$15.45 billion (-6.6%)
• Telecommunications, Internet services, and ISP:	\$10.55 billion (-2.2%)
• General services:	\$ 9.48 billion (4.7%)
• Medicine and remedies:	\$ 8.82 billion (7.8%)
• Food, beverages and candy:	\$ 8.25 billion (-3.3%)
• Financial services:	\$ 7.48 billion (-2.3%)
• Personal care:	\$ 6.93 billion (-2.1%)
• Restaurants:	\$ 6.38 billion (0.5%)
• Insurance:	\$ 5.87 billion (7.7%)
• Airlines, hotels, car rental and travel:	\$ 4.39 billion (0.3%)
• Media:	\$ 4.35 billion (-2.6%)
• Movies, recorded video and music:	\$ 3.95 billion (0.7%)
• Government, politics and religion:	\$ 3.68 billion (66.5%)
• Apparel:	\$ 3.30 billion (5.4%)
• Computers and software:	\$ 2.27 billion (-15.0%)
• Education:	\$ 2.18 billion (no change)
• Beer, wine and liquor:	\$ 2.01 billion (-1.3%)
• Home furnishings, appliances and electronics:	\$ 1.84 billion (3.0%)
• Home supplies and cleaners:	\$ 1.83 billion (-9.3%)

#### **4.4 Market Forecast**

eMarketer assesses total media advertising spending and forecasts spending through 2018 as follows (change from previous year in parenthesis):

• 2012:	\$165.0 billion (4.3%)
• 2013:	\$171.0 billion (3.7%)
• 2014:	\$180.1 billion (5.3%)
• 2015:	\$189.4 billion (5.1%)
• 2016:	\$200.0 billion (5.6%)
• 2017:	\$209.7 billion (4.8%)
• 2018:	\$220.6 billion (5.2%)

The distribution of total U.S. media advertising spending is assessed as follows:

	2012	2013	2014	2015	2016	2017	2018
• TV:	39.1%	38.8%	38.1%	37.3%	36.9%	36.2%	35.7%
• Digital:	22.3%	25.2%	28.2%	30.9%	33.2%	35.3%	37.3%
- Mobile:	2.6%	5.7%	9.8%	14.0%	18.7%	22.6%	26.4%
• Print:	20.7%	19.0%	17.7%	16.5%	15.5%	14.7%	14.0%
- Newspapers:	11.5%	10.2%	9.3%	8.6%	8.0%	7.5%	7.1%
- Magazines:	9.2%	8.8%	8.4%	7.9%	7.5%	7.2%	6.9%

• Radio:	9.3%	8.9%	8.6%	8.2%	7.8%	7.5%	7.1%
• Outdoor:	4.0%	4.1%	4.0%	3.9%	3.8%	3.7%	3.6%
• Directories:	4.5%	4.0%	3.5%	3.1%	2.8%	2.5%	2.3%

#### **4.5 Market Resources**

*Advertising Age*, 711 Third Avenue, New York, NY 10017. (212) 210-0100.  
([www.adage.com](http://www.adage.com))

eMarketer, 11 Times Square, New York, NY 10036. (800) 405-0844.  
([www.emarketer.com](http://www.emarketer.com))

Kantar Media, 100 Park Avenue, 4<sup>th</sup> Floor, New York, NY 10017. (212) 991-6000.  
([www.kantarmedia.com](http://www.kantarmedia.com))

ZenithOptimedia, 299 West Houston Street, 11<sup>th</sup> Floor, New York, NY 10014.  
(212) 859-5100. ([www.zenithoptimedia.com](http://www.zenithoptimedia.com))



# 16

## EMAIL

### **16.1 Email Spending**

Forrester Research ([www.forrester.com](http://www.forrester.com)) estimates annual email marketing spending at \$4.4 billion.

One of the most appealing aspects of email marketing is that sending an email is free – marketing costs are essentially all related to campaign administration. The Direct Marketing Association ([www.thedma.org](http://www.thedma.org)) reports that email campaigns have a 4,300% return-on-investment (ROI) and earn \$42.08 for each dollar spent.

*2015 Marketing Trends Survey*, by StrongView ([www.strongview.com](http://www.strongview.com)) found that 60.7% of marketers increased email budgets in 2015; 4.3% decreased spending.

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**“As mobile devices have become indispensable, marketers have started to effectively adjust to the mobile preference expressed by their consumers over the past few years. By incorporating responsive design in their emails, building adaptive landing pages, or optimizing the mobile path-to-purchase, marketers have set an intention to truly cater to their mobile audience.”**

Center For Media Research  
*Research Brief, 4/8/15*

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### **16.2 Mobile Viewing Of Email**

Yesmail ([www.yesmail.com](http://www.yesmail.com)) reported the following trends in email performance for mobile devices compared with desktop:

- Mobile clicks accounted for 40% of all email clicks in 2014, a 10% increase from 2013. Mobile conversion rate (i.e., purchase resulting from an email click) grew by 70% in 2014 while desktop conversion rate declined by 4%.
- Mobile revenue share grew by a third and made up 20% of all email-generated revenue in 2014.
- In 2014, the share of orders completed on mobile devices grew by 21% of all email-generated orders.
- Average order value (AOV) for mobile grew by 28% in 2014, doubling the annual growth of desktop AOV.

### **16.3 Email Marketing Trends**

A May 2015 survey of marketing and sales professionals by Ascend2 ([www.ascend2.com](http://www.ascend2.com)) explored strategies for email marketing trends. The following is a summary of the findings of the survey (percentage of respondents):

#### **Most Important Objectives Of Email Marketing Strategy**

- Increase engagement: 63%
- Increase lead generation: 51%
- Improve acquisition/retention: 43%
- Improve lead nurturing: 35%
- Increase brand awareness: 32%
- Increase email list size: 14%
- Improve list segmentation: 13%
- Improve analytics and reporting: 11%

#### **Most Important For Measuring Email Marketing Performance**

- Click-through rate: 73%
- Conversion rate: 71%
- Email ROI: 42%
- Open rate: 40%
- Opt-out rate: 13%
- Social shares: 9%
- Inbox delivery rate: 9%
- Bounce rate: 8%

#### **How Click-Through Rates Are Changing**

- Increasing significantly: 6%
- Increasing modestly: 33%
- Not changing: 34%
- Decreasing modestly: 22%
- Decreasing significantly: 5%

### **Most Effective Methods For Increasing Click-Through Rates**

- Meaningful call-to-action offer: 65%
- List segmentation for targeting: 47%
- Message personalization: 42%
- Testing and optimization: 35%
- Mobile-friendly design: 33%
- Drip/event-triggered campaigns: 22%
- Video email: 10%
- Social sharing: 6%

### **Most Difficult Methods To Execute For Increasing Click-Through Rates**

- List segmentation for targeting: 41%
- Meaningful call-to-action offer: 35%
- Drip/event-triggered campaigns: 32%
- Message personalization: 31%
- Testing and optimization: 31%
- Video email: 28%
- Social sharing: 20%
- Mobile-friendly design: 17%

### **Most Challenging Obstacles To Email Marketing Success**

- Low click-through rates: 53%
- Lack of an effective strategy: 41%
- Lack of quality content: 32%
- Lack of internal resources: 31%
- Lack of list hygiene: 28%
- Inability to segment lists: 22%
- Budget constraints: 15%
- Mobile device use: 9%

## **16.4 Email List Growth**

A January 2015 survey of marketing and sales professionals by Ascend2 explored strategies for email marketing trends. The following is a summary of the findings of the survey (percentage of respondents):

### **Most Important Objectives Of Email Marketing Strategy**

- Increase conversion rates: 57%
- Improve lead generation: 51%
- Increase email list size: 48%
- Increase open/click rates: 40%
- Improve email relevance: 22%
- Improve list hygiene/accuracy: 21%
- Improve brand loyalty: 19%
- Improve social integration: 9%

### **How Email List Size Is Changing**

- Growing rapidly: 15%
- Growing slowly: 61%
- Not changing: 16%
- Shrinking slowly: 6%
- Shrinking rapidly: 3%

### **Most Effective Tactics For Email List Growth**

- Website access: 43%
- Content downloads: 42%
- Upcoming events: 30%
- Social media sharing: 29%
- Purchase process: 22%
- Paid search campaigns: 20%
- Email forward-to-a-friend: 14%
- Call center/in-store email capture: 11%

### **Most Difficult Tactics To Execute For Email List Growth**

- Social media sharing: 40%
- Paid search campaigns: 39%
- Email forward-to-a-friend: 31%
- Content downloads: 22%
- Call center/in-store email capture: 21%
- Purchase process: 21%
- Website access: 16%
- Upcoming events: 12%

### **Most Challenging Obstacles To Email Marketing Success**

- Content relevance/value: 44%
- List growth expertise: 43%
- Email list hygiene/accuracy: 40%
- Strategy effectiveness: 39%
- Externally sourced list quality: 23%
- Social audience conversion: 19%
- Spam regulatory compliance: 17%
- Unsubscribe rate: 12%

## **16.5 Segmentation And Targeting**

According to *Digital Optimizer Report*, by Lyris ([www.lyris.com](http://www.lyris.com)), 85% of email marketers segment their lists. Marketers said the following are the most effective methods used to segment email marketing lists (percentage of respondents):

- By demographics: 39%
- By purchase history: 28%
- By open rates: 26%
- By click-through rates: 25%
- By type of purchase: 20%
- By website activity: 11%
- By amount of purchase: 10%
- By social media activity: 6%

In a February 2015 survey, The Relevancy Group ([www.relevancygroup.com](http://www.relevancygroup.com)) found customer data attributes used by marketers to segment audiences as follows (percentage of respondents):

- Demographics: 41%
- Geographic: 39%
- Customer satisfaction: 34%
- Click through on email offers: 33%
- Customer spending: 31%
- Frequency of purchase, conversion: 29%
- Customer lifetime profitability: 28%
- Transaction purchase behavior: 27%

## **16.6 Factors Influencing Email Open Rate**

According to Yesmail, the number of emails sent by marketers increased 9% in 2014; the open rate decreased by 3%. These trends are driving marketers to intensify efforts to get recipients to open promotional emails.

A survey by Campaigner ([www.campaigner.com](http://www.campaigner.com)) asked U.S. Internet users the primary influence for reading promotional emails. Responses were as follows (percentage of respondents):

- Familiarity of sender name: 24%
- Email subject line: 16%
- It depends on my email reading device: 10%
- Email body length: 6%
- Awareness of a deal or promotion: 6%

Blue Hornet Networks ([www.bluehornet.com](http://www.bluehornet.com)) reported consumers are most likely to open the following types of emails (percentage of respondents):

- Emails from brands whose products I often purchase online: 70%
- Emails from brands whose products I often purchase in-store: 70%
- Emails from brands that I don't usually purchase from but I like to get inspiration from their styles and products: 18%
- Emails that contain news and content, not specifically product-related: 16%

People typically scan the subject lines in their inbox before deciding what messages are worth their time and attention. A study of 24 million emails by MailChimp (<http://mailchimp.com>) looked at response rates for various subject lines. The metric of assessment was the standard deviation from the mean open rate for a user/list. Words with positive impacts resulted in increased open rates, and words with negative impacts hurt those same rates. The following is a summary of findings:

### **Name Personalization**

Though the use of both first and last names in a subject line is less common than the use of either alone, it has the largest positive impact on open rates. The impact of name personalization on open rate in standard deviations is as follows:

- First and last name: 0.33
- Last name only: 0.17
- First name only: 0.09

### **Free vs. Freebie**

While including “free” in the subject line entices potential readers to open the message, use of the word “freebie” was found to result in a much larger increase in open rates. The impact of these words on open rate in standard deviations is as follows:

- Freebie: 0.26
- Free: 0.02

### **Words That Imply Time Sensitivity**

Attention-grabbing words like “urgent” and “important” result in open rates that are much higher than normal. The impact of these words on open rate in standard deviations is as follows:

- Urgent: 0.79
- Breaking: 0.68
- Important: 0.55
- Alert: 0.31

### **Announcements, Invitations and Cancellations**

Recipients are much more intrigued by announcements and event invitations than cancellations and reminders. The impact of these words on open rate in standard deviations is as follows:

- Announcement: 0.46
- Invitation: 0.34
- Invited: 0.34
- Announcing: 0.32
- Invite: 0.28
- Invites: 0.28
- Announced: 0.26
- Announces: 0.21
- Announce: 0.21

- Reminders: 0.12
- Announcements: 0.10
- Reminder: -0.29
- Cancelled: -0.40

### **Words Associated with Charity**

Words related to charitable actions and donations had a generally negative impact on open rates. The impact of words associated with charity on open rate in standard deviations is as follows:

- Helping: 10.12
- Fundraising: 0.13
- Raffle: -0.14
- Fundraiser: -0.17
- Charity: -0.18
- Donate: -0.56

### **Frequently Used Word Pairs**

Frequently used word pairs often have significant impacts on open rates. Sometimes two words can provide context that a single word can't convey. The impact of word pairs on open rate in standard deviations is as follows:

- Thank you: 0.57
- Supreme Court: 0.51
- Appeals Court: 0.32
- Sneak peek: 0.08
- Sign up: -0.18
- Breast cancer: -0.27
- Last chance: -0.45

A 2015 survey by Howling Mad ([www.howlingmad.com](http://www.howlingmad.com)) found marketers split-test email campaign subject lines as follows (percentage of respondents):

- All campaigns: 7%
- Most campaigns: 21%
- A few campaigns: 49%
- Never: 22%

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**“All email marketers want opens, clicks, and conversions, but to get there they need something to draw in readers – that’s were subject lines come in.”**

eMarketer, 1/13/15

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## **16.7 Personalization**

A January 2015 survey by Listrak ([www.listrak.com](http://www.listrak.com)) found attitudes toward retail email as follows:

- Find it useful when a retailer sends me emails featuring recommended products based on what I've previously purchased: 80%
- Find it useful when a retailer sends me emails based on what I've looked at online, but not purchased: 71%
- Like it when retailers personalize my emails by using my name in the subject line or the body of the email: 68%

Silverpop ([www.silverpop.com](http://www.silverpop.com)) found that 71% of consumers are more likely to make a purchase if an email from a retailer or brand has been tailored to them based on their likes and preferences following previous shopping behavior.

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**“Research has found that personalized email offers are what consumers really want, and they’re more likely to make a purchase after receiving personalized emails.”**

eMarketer, 3/17/15

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A January 2015 report by Yes Lifecycle Marketing ([www.yeslifecyclemarketing.com](http://www.yeslifecyclemarketing.com)) suggested the following ways that marketers can make each email personal for each individual:

- Consider personalizing emails when the reader opens them rather than solely based on past behaviors or when the email is sent. Discount countdown clocks, live social feeds, and changing hero images can all be optimized at the moment reader opens an email.
- The elements that a marketer uses depends on the device. It's important to recognize when and where the customer will receive a message to determine the approach with personalized content.
- An effective way to personalize an email is by using predictive analytics. With that, marketers can embed the right calls-to-action, make videos more personal, and even tailor the right frequency of emails for each person. Even frequency is a form of personalization, so it's important to recognize how often a person wants to communicate with you.
- Email marketers should consider location as they personalize their messages, and match the culture, look, and feel of a reader's location.



## **16.8 Time-Of-Delivery Effectiveness**

Responses to promotional emails vary with the time of delivery. The following is a summary of studies that show response variations.

GetResponse ([www.getresponse.com](http://www.getresponse.com)) assessed email marketing open and click rates as follows:

	<b>Open Rate</b>	<b>Click Rate</b>
• Monday:	18.2%	4.2%
• Tuesday:	19.9%	4.6%
• Wednesday:	19.0%	4.5%
• Thursday:	18.9%	4.7%
• Friday:	19.6%	4.9%
• Saturday:	16.9%	4.4%
• Sunday:	17.1%	4.5%

Experian Marketing Services (<http://www.experian.com/marketing-services/>) reports the following day-of-week analytics:

	<b>Unique Open Rate</b>	<b>Unique Click Rate</b>	<b>Transaction Rate</b>	<b>Revenue Per Email</b>	<b>Average Order</b>
• Monday:	17.3%	2.5%	0.08%	\$0.11	\$186
• Tuesday:	17.9%	2.5%	0.07%	\$0.10	\$193
• Wednesday:	17.2%	2.2%	0.07%	\$0.09	\$181
• Thursday:	17.3%	2.3%	0.07%	\$0.09	\$184
• Friday:	16.9%	2.2%	0.07%	\$0.10	\$187
• Saturday:	18.3%	2.5%	0.09%	\$0.12	\$201
• Sunday:	17.5%	2.7%	0.09%	\$0.13	\$174

An assessment by Docstoc ([www.docstoc.com](http://www.docstoc.com)) reported the following open rate (OR) and click-through rate (CTR):

	<b>Pct. of Emails</b>	<b>OR</b>	<b>CTR</b>
• 12 a.m. to 6 a.m.:	5.9%	6.3%	2.2%
• 6 a.m. to 12: p.m.:	38.7%	7.0%	1.5%
• 12 p.m. to 6 p.m.:	25.8%	10.6%	2.2%
• 6 p.m. to 12: a.m.:	29.6%	8.3%	2.3%

MailerMailer ([www.mailermailer.com](http://www.mailermailer.com)) provides the following assessment:

- Open rates fluctuate marginally throughout the week, with Sundays, Tuesdays, and Fridays generating the highest open rates.
- Email messages that are scheduled to be delivered between 1:00 a.m. and 5:00 a.m. can expect higher volumes of email opens and clicks. Emails delivered between 6:00 p.m. and 7:00 p.m. also experience a considerable jump in their open and click rates. There is a notable drop off during the middle of the day in which email opens and clicks tend to be stagnant for several hours.

According to SimpleRelevance ([www.simplerelevance.com](http://www.simplerelevance.com)), most consumers have limited windows of time allocated for responding to emails. While people open email several times throughout the day, 62% only click through to a commercial website during one single hour per day. Email use varies by gender and income as follows:

- Men tend to open email an average of eight time-periods throughout the day, while women average seven.
- Men click more frequently in the early morning, 4:00 a.m. until 9:00 a.m., while women click more frequently in the afternoon to evening, 10:00 a.m. until 9:00 p.m.
- For all hours in which men and women open their email, 57% of men and 66% of women prefer one single hour per day in which they actually click through. Twenty-two percent (22%) of men and 19% of women have two one-hour time-periods per day to click through an email.
- People earning \$150,000 or more are more likely to click in the early morning from 5:00 a.m. until 8:00 a.m., while people earning \$75,000 or less are more active from 9:00 a.m. until 8:00 p.m.

*Experian Cheetahmail* ([www.experian.com/cheetahmail.com](http://www.experian.com/cheetahmail.com)) reported the following email marketing campaign statistics:

	Unique Open Rate	Unique Click Rate	Transaction Rate	Revenue Per Email	Average Order
12 a.m. to 4 a.m.:	17.6%	3.2%	0.20%	22¢	\$135
4 a.m. to 8 a.m.:	16.2%	2.5%	0.15%	18¢	\$164
8 a.m. to 12 p.m.:	16.1%	2.4%	0.13%	17¢	\$174
12 p.m. to 4 p.m.:	17.6%	2.8%	0.13%	15¢	\$188
4 p.m. to 8 p.m.:	18.2%	2.9%	0.15%	16¢	\$182
8 p.m. to 12 a.m.:	21.7%	4.2%	0.34%	48¢	\$246

In a survey by StrongMail ([www.strongmail.com](http://www.strongmail.com)), U.S. marketing professionals identified the following benefits of having their promotional emails arrive during a set delivery window (percentage of respondents):

- Increased engagement: 55%
- Ability to run more time-sensitive promotions: 52%
- Increased revenue: 33%
- Improved customer service: 25%
- Increased competitive advantage: 23%
- No benefits: 9%

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**“In everyday life, most people don’t want to be bothered late at night. But the opposite seems to be true when it comes to email.”**

eMarketer

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### **16.9 Email Marketing Services**

Email marketing services provide campaign management, database management, analytics, reporting, and tracking.

The following are website links for major email marketing services providers:

- Acxiom Corp. ([www.acxiom.com](http://www.acxiom.com))
- Anchor Computer ([www.anchorcomputer.com](http://www.anchorcomputer.com))
- Applied Information Group ([www.appliedinfogroup.com](http://www.appliedinfogroup.com))
- Arial Software ([www.arialsoftware.com](http://www.arialsoftware.com))
- AWeber Communications ([www.aweber.com](http://www.aweber.com))
- Blue Hornet Networks ([www.bluehornet.com](http://www.bluehornet.com))
- Boomerang ([www.boomerang.com](http://www.boomerang.com))
- Bridgeline Digital ([www.bridgeline.com](http://www.bridgeline.com))
- Bronto Software ([www.bronto.com](http://www.bronto.com))
- Campaigner Email Marketing ([www.campaigner.com](http://www.campaigner.com))
- ClickSquared ([www.clicksquared.com](http://www.clicksquared.com))
- Concep ([www.concep.com](http://www.concep.com))
- Constant Contact ([www.constantcontact.com](http://www.constantcontact.com))
- CoolerEmail Inc. ([www.coolermail.com](http://www.coolermail.com))
- Dynamic Network Services (<http://dyn.com>)
- eBay Enterprise ([www.ebayenterprise.com](http://www.ebayenterprise.com))
- EchoMail Inc. ([www.echomail.com](http://www.echomail.com))
- Email Answers ([www.emailanswers.com](http://www.emailanswers.com))
- Emailvision ([www.emailvision.com](http://www.emailvision.com))
- Ennect ([www.ennect.com](http://www.ennect.com))
- Epsilon ([www.epsilon.com](http://www.epsilon.com))
- ExactTarget ([www.exacttarget.com](http://www.exacttarget.com))
- Experian CheetahMail ([www.experian.com/marketing-services/cheetahmail.html](http://www.experian.com/marketing-services/cheetahmail.html))
- FreshAddress ([www.freshaddress.com](http://www.freshaddress.com))
- GetResponse ([www.getresponse.com](http://www.getresponse.com))
- Global IntelliSystems ([www.gliq.com](http://www.gliq.com))
- IBM Enterprise Management (<http://www-01.ibm.com/software/marketing-solutions/email-marketing-solution>)

- iContact ([www.icontact.com](http://www.icontact.com))
- IMN Inc. ([www.imninc.com](http://www.imninc.com))
- Infogroup ([www.infogrouplistservices.com](http://www.infogrouplistservices.com))
- iPost ([www.ipost.com](http://www.ipost.com))
- Lift Network ([www.liftmysales.com](http://www.liftmysales.com))
- Listrak Inc. ([www.listrak.com](http://www.listrak.com))
- MailChimp (<http://mailchimp.com>)
- Merkle ([www.merkleinc.com](http://www.merkleinc.com))
- Message Systems ([www.messagesystems.com](http://www.messagesystems.com))
- Net Atlantic ([www.netatlantic.com](http://www.netatlantic.com))
- NetProspex, a Dun & Bradstreet company ([www.netprospex.com](http://www.netprospex.com))
- PulsePoint ([www.pulsepoint.com](http://www.pulsepoint.com))
- Puresend ([www.puresend.com](http://www.puresend.com))
- Q Interactive ([www.qinteractive.com](http://www.qinteractive.com))
- Reach Marketing ([www.reachmarketing.com](http://www.reachmarketing.com))
- Real Magnet ([www.realmagnet.com](http://www.realmagnet.com))
- Return Path ([www.returnpath.com](http://www.returnpath.com))
- Sailthru ([www.sailthru.com](http://www.sailthru.com))
- Savicom ([www.savicom.net](http://www.savicom.net))
- SDL International ([www.sdl.com](http://www.sdl.com))
- Silverpop ([www.silverpop.com](http://www.silverpop.com))
- Socket Labs ([www.socketlabs.com](http://www.socketlabs.com))
- SourceLink ([www.sourcelink.com](http://www.sourcelink.com))
- StreamSend Email Marketing ([www.streamsend.com](http://www.streamsend.com))
- SubscriberMail ([www.subscribermail.com](http://www.subscribermail.com))
- TailoredMail ([www.tailoredmail.com](http://www.tailoredmail.com))
- Topica ([www.topica.com](http://www.topica.com))
- VerticalResponse ([www.verticalresponse.com](http://www.verticalresponse.com))
- WhatCounts ([www.whatcounts.com](http://www.whatcounts.com))
- Xert Communications ([www.xert.com](http://www.xert.com))
- Xtenit (<http://xtenit.com>)
- Yesmail ([www.yesmail.com](http://www.yesmail.com))
- Zeta Mail Solutions ([www.zetamailsolutions.com](http://www.zetamailsolutions.com))

### **16.10 Market Resources**

Email Experience Council, 1615 L Street NW, Suite 1100, Washington, DC 20036. (888) 804-4521. ([www.emailexperience.org](http://www.emailexperience.org))

*Email Insider*, MediaPost Communications, 15 East 32<sup>nd</sup> Street, 7<sup>th</sup> Floor, New York, NY 10016. (212) 204-2000. ([www.mediapost.com/publications/email-insider/](http://www.mediapost.com/publications/email-insider/))

*Email Marketing Reports* ([www.email-marketing-reports.com](http://www.email-marketing-reports.com))