2013 Email Marketing

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VOCUS Marketing Software

Detailed charts on responses from 1,095 marketers...

Page 149  Email produces ROI which affects budgets
Page 186  Marketers are tracking the standard metrics but may be overlooking some important ones
Page 191  Marketers are integrating email into channels but mobile is presenting a problem
Vocus believes in the power of email marketing to engage and retain customers and prospects. As email marketing continues to mature, however, the competition for attention in already-crowded inboxes is increasing.

To improve effectiveness and audience engagement, marketers should take a special interest in the metrics that track the success of their email marketing campaigns. Comparing your performance to industry benchmarks is also a best practice in email marketing effectiveness.

This Marketing Sherpa Benchmarking Report will give you the tactics, benchmarks and in-depth analysis you need to improve your email marketing performance for a higher ROI.

Marketing success today means creating and sharing content through email, search, social, and publicity. Vocus is here to help you deliver. We wish you every marketing success.

Enjoy!

The Vocus Team
2013 Email Marketing Benchmark Report

- The volume and reach of email being sent
- Cultural, technical and regulatory factors that will affect email marketers in the coming year
- The changing perceptions of email marketing in organizations
- The ROI of email as a marketing channel
- Email’s role in, and share of, marketing budgets for 2013
- The primary email goals and challenges facing marketers in the coming year
- Marketers’ involvement with tracking, analyzing and/or reporting email metrics
- The types of email marketing metrics tracked by surveyed organizations
- Average rates for selected email marketing metrics
- The types of automated email messages deployed by organizations
- Email list growth trends from 2012
- Expected email list growth tactics for 2013
- The difficulty and effectiveness for various list growth tactics
- Tactics used to increase and improve email engagement and deliverability
- The effectiveness of different email send times
- Other marketing channels integrated into email programs
- Customers’ mobile email adoption
- Email optimization techniques and testing practices
2013 Email Marketing Benchmark Report

Use this data to gain approval, win clients, and help fellow marketers

At MarketingSherpa, our goal is to give marketers the instructions, statistics, and inspiration to improve their results. To that end, you are free to share any five (5) charts from this book in presentations to clients, business leadership, and at events as well as in blog posts, videos and other public and private venues, without written permission, as long as you attribute MarketingSherpa and link to MarketingSherpa.com (where applicable).

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2013 Email Marketing Benchmark Report

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Dear Marketer,

Is email marketing more (or less) effective than social media? How often should I send an email to my prospects? What tactics are working for email list growth? How should I be segmenting my email lists? What are the most effective strategies for email copy?

These are just few of the questions addressed in the new 2013 Email Marketing Benchmark Report. Some of the most compelling findings may surprise you:

• Email produces ROI, which is affecting budgets

• Marketers are tracking the standard email metrics but they may be overlooking some important ones

• Marketers are integrating email with other channels but mobile is presenting a problem

In this 209-page report, our researchers have distilled the most essential insights from more than 1,095 surveys with companies from all over the world. There are 143 charts in total – all of which are designed to arm you with precisely what you need to run successful email marketing campaigns.

We have tried to cover the most pressing questions facing email marketing in 2013. However, we know that there is always more to learn and discover. As you read this book, I would love to hear your suggestions for our next edition. Please send us your thoughts.

Together, we can keep expanding our knowledge of this essential digital medium.

Thank you for your trust,
Flint McGlaughlin

P.S. For me, some of the most compelling findings are on pages 149, 186, and 191.
EXECUTIVE SUMMARY
Takeaway #1 Email is no longer limited to computers and workstations
Takeaway #2 Email produces ROI, which is affecting budgets
Takeaway #3 Marketers are tracking the standard email metrics... but they may be overlooking some important ones
Takeaway #4 Email lists are growing, albeit slowly... and difficulty of list growth tactics may be the culprit
Takeaway #5 Marketers are integrating email with other channels... but mobile is presenting a problem

CHAPTER 1: THE MARKET
Points to Consider

Volume of emails sent in average month

What volume of emails does your organization send in the average month?

Chart 1.1 All responses
Chart 1.2 Manufacturing or Packaged Goods
Chart 1.3 Marketing Agency or Consultancy
Chart 1.4 Media or Publishing
Chart 1.5 Nonprofit and Education
Chart 1.6 Professional or Financial Services
Chart 1.7 Retail or E-commerce
Chart 1.8 Software or Software as a Service
Chart 1.9 Technology Equipment or Hardware
Chart 1.10 Under 100 employees
Chart 1.11 Over 100 employees
Chart 1.12 Business-to-consumer (B2C)
Chart 1.13 By business-to-business/government (B2B and/or B2G)
Chart 1.14 By both B2B and B2C

New developments affecting email marketing programs

What new developments will affect your email marketing program in the next 12 months?

Chart 1.15 All responses

New development with greatest overall impact on email marketing

Which new development listed previously will have the most impact on your email marketing program?

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Organization perception of email marketing ROI during budget appropriations

Which statement best describes your organization’s perception of email marketing’s ROI (return on investment) at budget time?

Chart 1.24 All responses
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Chart 1.26 By business-to-business/government (B2B and/or B2G)
Chart 1.27 By both B2B and B2C

CMO perspective on value factors in email marketing programs

As CMO or the senior marketing executive in your organization, how important are the following factors in helping you determine and communicate the value of email marketing programs?

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What is the estimated ROI from email marketing programs for your organization?
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Marketing tactics budget forecast

How do you foresee the percentage of your total marketing budget allocated to the following marketing tactics changing over the next year?
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Chart 1.31 Business-to-consumer (B2C)
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Chart 1.33 By both B2B and B2C
Chart 1.34 Nonprofit and Education
Chart 1.35 Marketing Agency or Consultancy
Chart 1.36 Professional or Financial Services
Chart 1.37 Retail or E-commerce
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Organization email marketing goals

Which goals does your organization want to achieve through email marketing in the next 12 months? Please select all that apply.
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Chart 1.42 By both B2B and B2C

Barriers to top challenges

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Chart 1.44 By business-to-consumer (B2C)
Chart 1.45 By business-to-business/government (B2B and/or B2G)
Chart 1.46 By both B2B and B2C

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Points to Consider

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Chart 2.1 All responses

Email analytics tracking

Which of the following email marketing metrics does your organization track?
Chart 2.2 All responses
Chart 2.3 Business-to-consumer (B2C)
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Email marketing metrics averages

Please estimate your average rates for the following metrics for ALL of your email marketing communications?
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Chart 2.7 Business-to-consumer (B2C)
Chart 2.8 By business-to-business/government (B2B and/or B2G)
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Chart 2.13 By both B2B and B2C
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Please estimate your average rates for the following metrics for each type of email message?
Chart 2.17 All responses

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Points to Consider
Email list growth trends
Which statement best describes your organization’s email list growth trend for past 12 months?
Chart 3.1 All responses
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Chart 3.3 Marketing Agency or Consultancy
Chart 3.4 Professional or Financial Services
Chart 3.5 Retail or E-commerce
Chart 3.6 Software or Software as a Service

Email list growth tactics
Which of the following tactics is your organization using to drive email list growth? Please select all that apply.
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Chart 3.8 Marketing Agency or Consultancy

Email list growth tactics difficulties
Please indicate the degree of DIFFICULTY (time, effort and expense) for each of the email list growth tactics your organization is using.
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Email list growth tactics effectiveness
Please indicate the degree of EFFECTIVENESS for each of the email list growth tactics your organization employs.
Chart 3.13 All responses

Email list growth tactics difficulty and effectiveness
Please indicate the degree of DIFFICULTY (time, effort and expense) and level of EFFECTIVENESS for each of the email list growth tactics your organization is using.
Chart 3.14 Email to a friend
Chart 3.15 Online events
Chart 3.16 Offline events
Chart 3.17 Paid search
Chart 3.18 Co-registration programs
Chart 3.19 Registration during purchase
Chart 3.20 Website registration page
Chart 3.21 Blog registration page
Chart 3.22 Social media sharing buttons in email
Chart 3.23 Facebook registration page
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Which form data do you collect in the registration process for your email program?

Chart 3.24 All responses
Chart 3.25 Business-to-consumer (B2C)
Chart 3.26 Business-to-business (B2B and/or B2G)
Chart 3.27 By both B2B and B2C

Effective tactics for registering new email subscribers

What has been the most effective tactic for your organization to register new email subscribers?

Chart 3.28 All responses
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Tactics utilized to improve email relevance and engagement

Which of the following tactics is your organization using to improve the relevance and engagement of email content delivered to subscribers?

Chart 3.30 All responses
Chart 3.31 Business-to-consumer (B2C)
Chart 3.32 Business-to-business (B2B and/or B2G)
Chart 3.33 By both B2B and B2C

Subscriber segmentation attributes

Can you segment subscriber data into separate lists based on the following attributes?

Chart 3.34 All responses

Email deliverability improvement tactics

Which of the following tactics is your organization using to improve deliverability rates?

Chart 3.35 All responses

Email deliverability tactics difficulty and effectiveness

Please indicate the degree of DIFFICULTY (time, effort and expense) and the level of EFFECTIVENESS for each of the email deliverability tactics your organization is using.

Chart 3.36 Launch reactivation campaigns
Chart 3.37 Monitor inbox placement rate
Chart 3.38 Measure and remove hard bounces
Chart 3.39 Evaluate soft bounces
Chart 3.40 Remove inactive subscribers
Chart 3.41 Sign up for feedback loops
Chart 3.42 Request to be whitelisted
Chart 3.43 Subscribe to a blacklist monitoring service
Chart 3.44 Learn reputation score
Chart 3.45 Authenticate sender ID, SPF, or DKIM

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Points to Consider

Daily email effectiveness

How effective are emails sent each day of the week?

Chart 4.1 All responses
Chart 4.2 Business-to-consumer (B2C)
Chart 4.3 Business-to-business (B2B and/or B2G)
Chart 4.4 By both B2B and B2C
Chart 4.5 Marketing Agency or Consultancy
Chart 4.6 Professional or Financial Services
Chart 4.7 Retail or E-commerce
Chart 4.8 Software or Software as a Service
**Email campaign use for customer lifecycle management**

Which of the following types of email campaigns does your organization use to manage your customer’s lifecycle? Please select all that apply.

<table>
<thead>
<tr>
<th>Chart</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.9</td>
<td>All responses</td>
</tr>
<tr>
<td>4.10</td>
<td>Business-to-consumer (B2C)</td>
</tr>
<tr>
<td>4.11</td>
<td>Business-to-business (B2B and/or B2G)</td>
</tr>
<tr>
<td>4.12</td>
<td>By both B2B and B2C</td>
</tr>
</tbody>
</table>

**Marketing channel email integration**

Which marketing channels does your organization integrate with your email program?

<table>
<thead>
<tr>
<th>Chart</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.13</td>
<td>All responses</td>
</tr>
<tr>
<td>4.14</td>
<td>Business-to-consumer (B2C)</td>
</tr>
<tr>
<td>4.15</td>
<td>Business-to-business (B2B and/or B2G)</td>
</tr>
<tr>
<td>4.16</td>
<td>By both B2B and B2C</td>
</tr>
</tbody>
</table>

**Email subscribers utilizing mobile**

Approximately what percentage of email subscribers read your organization’s email on mobile phones?

<table>
<thead>
<tr>
<th>Chart</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.17</td>
<td>All responses</td>
</tr>
</tbody>
</table>

**Mobile email design**

Are you designing your emails to render differently on mobile devices?

<table>
<thead>
<tr>
<th>Chart</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.18</td>
<td>All responses</td>
</tr>
<tr>
<td>4.19</td>
<td>Business-to-business (B2B and/or B2G)</td>
</tr>
</tbody>
</table>

**Techniques utilized for email optimization**

What email optimization techniques were utilized by your organization in 2012? Please select all that apply.

<table>
<thead>
<tr>
<th>Chart</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.20</td>
<td>All responses</td>
</tr>
</tbody>
</table>

**Email campaign element testing and optimization**

Which of the following email campaign elements do you routinely test to optimize performance? Please select all that apply.

<table>
<thead>
<tr>
<th>Chart</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.21</td>
<td>All responses</td>
</tr>
<tr>
<td>4.22</td>
<td>Business-to-consumer (B2C)</td>
</tr>
<tr>
<td>4.23</td>
<td>Business-to-business (B2B and/or B2G)</td>
</tr>
<tr>
<td>4.24</td>
<td>By both B2B and B2C</td>
</tr>
</tbody>
</table>

**Testing and optimization budget used on email**

What percentage of your optimization budget is used to test and optimize emails?

<table>
<thead>
<tr>
<th>Chart</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.25</td>
<td>All responses</td>
</tr>
</tbody>
</table>

**Testing practices implemented**

How routinely does your organization implement the following testing practices?

<table>
<thead>
<tr>
<th>Chart</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.26</td>
<td>All responses</td>
</tr>
<tr>
<td>4.27</td>
<td>Business-to-consumer (B2C)</td>
</tr>
<tr>
<td>4.28</td>
<td>Business-to-business (B2B and/or B2G)</td>
</tr>
<tr>
<td>4.29</td>
<td>By both B2B and B2C</td>
</tr>
<tr>
<td>4.30</td>
<td>Under 100 employees</td>
</tr>
<tr>
<td>4.31</td>
<td>Over 100 employees</td>
</tr>
</tbody>
</table>
Welcome to the 2013 Email Marketing Benchmark Report. Inside, you will find the latest, most thorough collection of email marketing data and insights we’ve offered to date.

As has been discussed numerous times in MarketingSherpa articles, blog posts, Special Reports and Benchmark Reports, email is a venerable tactic that is often dismissed as being too rudimentary for today’s focus on real-time information. Yet, email continues to endure, and even thrive, under such scrutiny, continually proving its worth through better delivery practices, more advanced design, and strategic integration with other channels.

With the growth of HTML-5 video email, more sophisticated triggered sends, and better email implementation into mobile platforms, this “tried and true” tactic is not only surviving, but evolving to serve marketers’ needs.

We are excited to bring you MarketingSherpa’s annual email benchmark study in our new, streamlined PowerPoint presentation format. For those who have not yet experienced these changes in our publications, our goal is to allow you to take these slides and use them for your own email marketing efforts, adapt these findings to your own planning, and make the best possible decisions for your needs.
Additionally, as has become standard in our publications, we have included questions asked by our authors when viewing these charts. We encourage you to answer these questions when reviewing the data, and ask your own in public forums, to broaden the scope of this research, and to better learn from your peers.

We hope you find this streamlined delivery more helpful for your email marketing in the months and years to come. As always, we look forward to hearing about your success.

Best,
The MarketingSherpa Team
Email is no longer limited to computers and workstations

What new developments will affect your email marketing program in the next 12 months? Please select all that apply.

<table>
<thead>
<tr>
<th>Development</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pervasiveness of mobile smartphones and tablets</td>
<td>58%</td>
</tr>
<tr>
<td>Social media</td>
<td>57%</td>
</tr>
<tr>
<td>Use of engagement metrics by webmail clients to deliver and place messages in users' inboxes</td>
<td>40%</td>
</tr>
<tr>
<td>Location-based marketing</td>
<td>29%</td>
</tr>
<tr>
<td>Modifications to privacy policy regulations</td>
<td>20%</td>
</tr>
<tr>
<td>Gamification of marketing programs</td>
<td>10%</td>
</tr>
<tr>
<td>Cyber attacks on corporate and ESP subscriber databases</td>
<td>5%</td>
</tr>
<tr>
<td>Other</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N=1,095
Email produces ROI, which is affecting budgets

Which statement best describes your organization's perception of email marketing's ROI (return on investment) at budget time?

- Email marketing is producing a ROI: 60%
- Email marketing will eventually produce a ROI: 32%
- Email marketing is unlikely to produce a ROI: 4%
- Other - Write a response below: 3%

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N=957
Email produces ROI, which is affecting budgets

Which statement best describes your organization's perception of email marketing's ROI (return on investment) at budget time?

- Email marketing: 64% (Percentage will increase), 30% (Percentage will not change), 4% (Percentage will decrease), 2% (Not applicable or don't know)
- Website: 69% (Percentage will increase), 24% (Percentage will not change), 2% (Percentage will decrease), 5% (Not applicable or don't know)
- Social media marketing: 63% (Percentage will increase), 24% (Percentage will not change), 3% (Percentage will decrease), 10% (Not applicable or don't know)
- SEO/paid search/Google Adwords: 58% (Percentage will increase), 26% (Percentage will not change), 4% (Percentage will decrease), 12% (Not applicable or don't know)
- Online display ads: 51% (Percentage will increase), 27% (Percentage will not change), 6% (Percentage will decrease), 16% (Not applicable or don't know)
- Live events/tradeshows: 26% (Percentage will increase), 39% (Percentage will not change), 12% (Percentage will decrease), 23% (Not applicable or don't know)
- Mobile marketing: 48% (Percentage will increase), 26% (Percentage will not change), 2% (Percentage will decrease), 25% (Not applicable or don't know)
- Direct mail: 25% (Percentage will increase), 33% (Percentage will not change), 15% (Percentage will decrease), 26% (Not applicable or don't know)
- Print ads: 35% (Percentage will increase), 24% (Percentage will not change), 29% (Percentage will decrease), 12% (Not applicable or don't know)
- Teleprospecting: 17% (Percentage will increase), 29% (Percentage will not change), 7% (Percentage will decrease), 46% (Not applicable or don't know)
- Place-based advertising: 6% (Percentage will increase), 23% (Percentage will not change), 12% (Percentage will decrease), 58% (Not applicable or don't know)
- Television/Radio ads: 7% (Percentage will increase), 23% (Percentage will not change), 11% (Percentage will decrease), 59% (Not applicable or don't know)
- Product placement: 4% (Percentage will increase), 19% (Percentage will not change), 6% (Percentage will decrease), 70% (Not applicable or don't know)

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N≥821
Marketers are tracking the standard email metrics... but they may be overlooking some important ones

Are you involved with tracking, analyzing or reporting on email metrics for your organization?

- **17%** No
- **83%** Yes

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N=698
Email lists are growing, albeit slowly... and difficulty of list growth tactics may be the culprit

Which statement best describes your organization's email list growth trend for the past 12 months?

- Very positive, our list is rapidly growing: 17%
- Somewhat positive, our list is slowly growing: 50%
- Neutral, the gains balance out the losses: 26%
- Somewhat negative, our list is slowly shrinking: 6%
- Very negative, our list is rapidly shrinking: 1%

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N=602
Email lists are growing, albeit slowly... and difficulty of list growth tactics may be the culprit

*Please indicate the degree of DIFFICULTY (time, effort and expense) for each of the email list growth tactics your organization is using.*

<table>
<thead>
<tr>
<th>Email list growth tactic</th>
<th>Very easy</th>
<th>Somewhat easy</th>
<th>Somewhat difficult</th>
<th>Very difficult</th>
</tr>
</thead>
<tbody>
<tr>
<td>Website registration page</td>
<td>45%</td>
<td>40%</td>
<td>13%</td>
<td>3%</td>
</tr>
<tr>
<td>Social media sharing buttons in email</td>
<td>49%</td>
<td>37%</td>
<td>12%</td>
<td>3%</td>
</tr>
<tr>
<td>Offline events</td>
<td>19%</td>
<td>40%</td>
<td>35%</td>
<td></td>
</tr>
<tr>
<td>Registration during purchase</td>
<td>50%</td>
<td>2%</td>
<td>40%</td>
<td>9%</td>
</tr>
<tr>
<td>Online events</td>
<td>28%</td>
<td>3%</td>
<td>41%</td>
<td>29%</td>
</tr>
<tr>
<td>Facebook registration page</td>
<td>29%</td>
<td>45%</td>
<td>24%</td>
<td>2%</td>
</tr>
<tr>
<td>Email to a friend</td>
<td>58%</td>
<td>5%</td>
<td>27%</td>
<td>9%</td>
</tr>
<tr>
<td>Paid search</td>
<td>16%</td>
<td>4%</td>
<td>44%</td>
<td>36%</td>
</tr>
<tr>
<td>Blog registration page</td>
<td>48%</td>
<td>36%</td>
<td>12%</td>
<td>4%</td>
</tr>
<tr>
<td>Co-registration programs</td>
<td>15%</td>
<td>9%</td>
<td>28%</td>
<td>49%</td>
</tr>
</tbody>
</table>

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N≥47
Marketers are integrating email with other channels... but mobile is presenting a problem

*Which marketing channels does your organization integrate with your email program?*

- **Website**: 75%
- **Social media**: 56%
- **Events (e.g. tradeshows, webinars)**: 40%
- **Blogs**: 35%
- **SEO/ PPC**: 31%
- **Direct mail**: 29%
- **Mobile**: 21%
- **Print/catalog**: 16%
- **Public relations**: 15%
- **Teleprospecting**: 13%
- **SMS (text)**: 8%
- **In-store advertising**: 6%
- **Broadcast**: 4%
- **Outdoor advertising**: 2%

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N=579
Marketers are integrating email with other channels... but mobile is presenting a problem

Are you designing your emails to render differently on mobile devices?

Yes: 42%
No: 58%

Source: ©2013 MarketingSherpa Email Marketing Benchmark Survey
Methodology: Fielded December 2012, N=145
About MarketingSherpa LLC

MarketingSherpa is a primary research facility, wholly-owned by MECLABS, dedicated to determining what works in marketing via exclusive case studies, surveys, and results data analysis. Then we publish what we learn so our community of marketers and weekly readers can improve their results and train their teams.

Praised by The Economist, Harvard Business School’s Working Knowledge Site and Entrepreneur.com, MarketingSherpa is distinguished by offering practical, results-based marketing information researched and written by a staff of in-house reporters.

MarketingSherpa features:

• **Best Practices:** 1,000+ brand-side marketer case studies and 3,500+ creative samples
• **Research:** 2,000+ marketing and research abstracts
• **Instruction:** 800+ how-to articles
• **Newsletters:** 230,000+ marketers read weekly case studies on topics such as email, search, social, lead generation, lead nurturing, optimization and content marketing
• **Training:** 100+ live, hands-on training sessions providing practical and proven solutions
• **Summits:** 3 annual vendor-neutral, research-based marketing events

About MECLABS

MECLABS is a science lab that uses real-world research and training to help business leaders get better use out of sales and marketing technology and resources, including Internet marketing, website optimization, and lead management. We have been involved in direct research partnerships with companies throughout Europe and North America since 2001.

MECLABS deploys a rigorous methodology to conduct research. This research is compiled from:

• More than **10 years** of research partnership with our clients
• **1,300** experiments
• Over **1 billion** emails
• **10,000** landing pages tested
• **5 million** telephone calls
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