

Email Marketing

Benchmark Guide 2008

272 Charts & Tables
+ 9 Heatmaps

Note: This is an authorized excerpt from the full 328-page Email Marketing Benchmark Guide. To download the entire Guide, go to: <http://www.SherpaStore.com> or call 877-895-1717

Editor's Letter

We speak with marketers using email every day and have yet to find someone who is 100% satisfied with their current programs and campaigns. All admit that they could do better.

Maybe they've been putting off a template redesign. Maybe they need to do a few more A/B tests. Maybe they simply need to raise their heads above the daily grind and seek some inspiration. Maybe a new reader survey might help them create more pertinent newsletter issues. Everyone has something they'll admit they could do better.

That's why we publish this annual Benchmark Guide ... to help the working marketer do better by providing useful data for budgeting, forecasting, results comparisons and tactical decisions.

If you're willing – and able – to do a better job than average, your results will show for it. It's not impossible for your email campaigns to stand out in those crowded in-boxes. Strong writing skills, better graphic design, an obsession with permission email and a willingness to test regularly will result in higher response rates. Yes, even if your budget is tiny compared to your competitors.

Remember, email success is still more about marketing brains than technology. Great technology can help – especially for segmented and auto-triggered campaigns, but your own skills and passions are what really counts.

This Guide is a result of years of research and email tests by thousands of professionals. In it, you'll find:

- 260 charts, 12 images and nine heatmaps filled with real-life data as reported by 1,210 marketers in our official annual Email Benchmark Survey, conducted in October and November 2007.
- More real-life data as reported by thousands more marketers in other MarketingSherpa studies of various niches, including mobile, advanced B-to-B and affiliate marketing.

- Commissioned private studies conducted by MarketingSherpa in conjunction with top email service providers, including Eyetools and KnowledgeStorm, with real-life aggregate data across hundreds of clients.
- ‘Best of’ data from published third-party studies and other researchers, such as EmailLabs, ReturnPath, Quris and Worldata.

Plus, this year’s Guide features several Special Reports, including:

- A look at the impact of segmentation
- Eyetracking results of how to optimize ad positions in email newsletters
- How false positives are affecting your email
- How emailers are managing email: what they like (and don’t like) about their email management systems
- Plus, all the stats on delivery, open, clickthrough and conversion rates

If your results don’t match the averages reported in this Guide, don’t despair. Sometimes, given the offer, the frequency and the list, a 10% open rate may be great. Sometimes, 50% may be lousy.

If you aren’t achieving what you think you should be getting, we recommend that you immediately put your email program through an audit. Delve into lifetime value per name, average name lifetime, creative test results, database practices, etc. You may find that you’re doing better than you thought.

Finally, contact us if you have a question about anything in this Guide or if you have ideas for data that you would like us to research for next year’s edition. Email us at Feedback@MarketingSherpa.com, and, yes, live human beings reply to that email address every business day.

The best of luck in your email marketing in 2008!



Tad Clarke
Editorial Director, MarketingSherpa Inc.

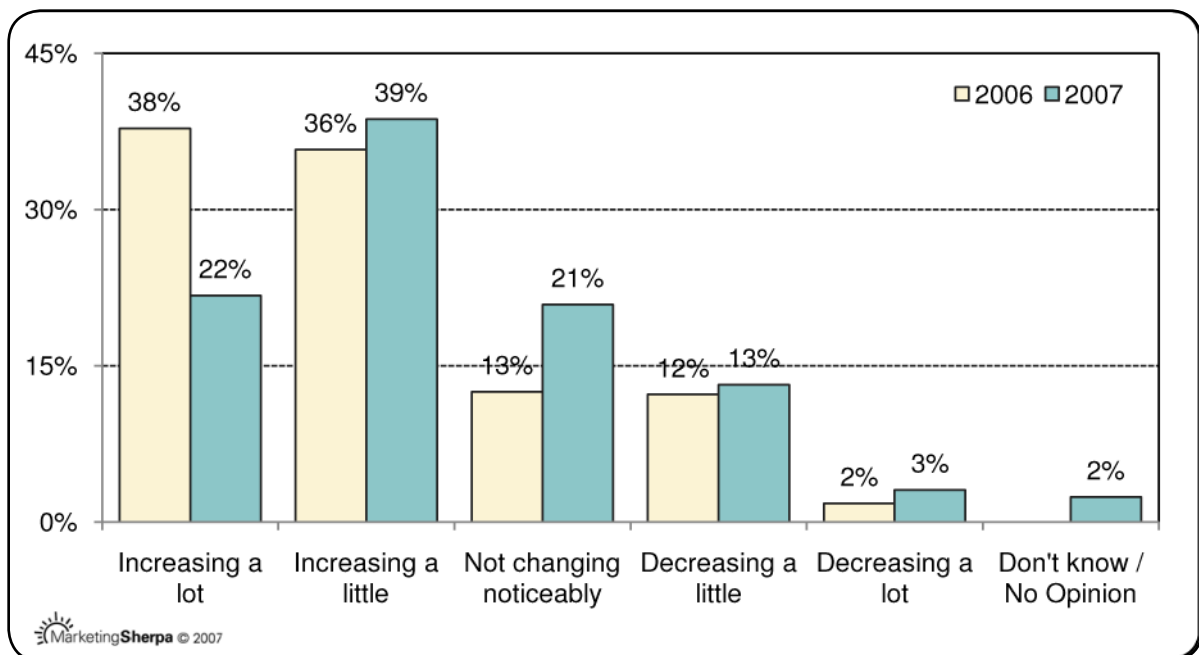
Executive Summary

2008 Key Email Marketing Alerts for 2008

Before you dive into the 260 charts and tables, 12 images and nine new eyetracking heatmaps included in MarketingSherpa's Email Marketing Benchmark Guide 2008, here is a quick overview of some the key studies and findings contained in the book.

Alert #1. Emailers Are Still Enthusiastic, But ...

Chart 1: Impact of Email Marketing, 2006 vs. 2007



Source: MarketingSherpa, Email Marketing Benchmark Survey, November 2007

Methodology: This fifth annual survey was opened to selected MarketingSherpa reader lists on Oct. 23, 2007, and closed on Nov. 2, 2007. 1,210 total responses were collected from in-house email marketers and employees at agencies/ESPs working with email. Any respondents not directly involved with email marketing were screened.

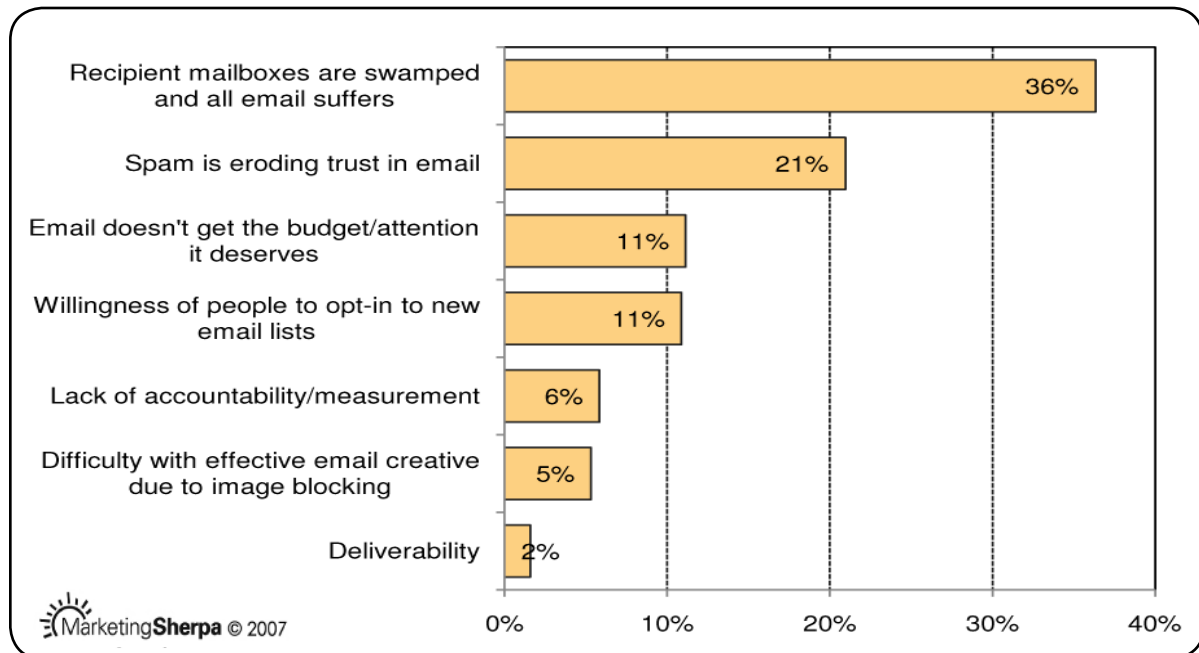
In each of the last five years, we've asked the email marketing industry high-level opinion questions designed to take its temperature. Generally speaking, marketers are bullish about email. But this year we saw a real drop in those who are seeing email's effectiveness 'increasing a lot' and a bump in those who say it's 'not changing noticeably.' Optimism in 2007 was more guarded than in previous years.

Why? Inbox overload. That's the No. 1 concern on the minds of marketers — dwarfing factors like delivery and tracking. There's also a general impression that email is getting left behind in the media mix — that it can't maintain its dominance in digital communication in the face of so many competitors for user attention and marketing dollars.

Those who see email as static or getting worse are 50% more concerned about inbox overload — while concerns on the part of those who are more positive are spread around among spam, image blocking, tracking and budgets. Those who are positive are far more likely to see their organization's ability to track and measure email's impact in a positive light — 70% say this capability is improving compared to only 38% of those who are bearish. Those who are negative also are twice as likely to say that their deliverability is getting worse.

Alert #2. Competition Is Healthy ... Isn't It?

Chart 2: Biggest Challenges Facing Email Marketing



Source: MarketingSherpa, Email Marketing Benchmark Survey, November 2007

Methodology: This fifth annual survey was opened to selected MarketingSherpa reader lists on Oct. 23, 2007, and closed on Nov. 2, 2007. 1,210 total responses were collected from in-house email marketers and employees at agencies/ESPs working with email. Any respondents not directly involved with email marketing were screened.

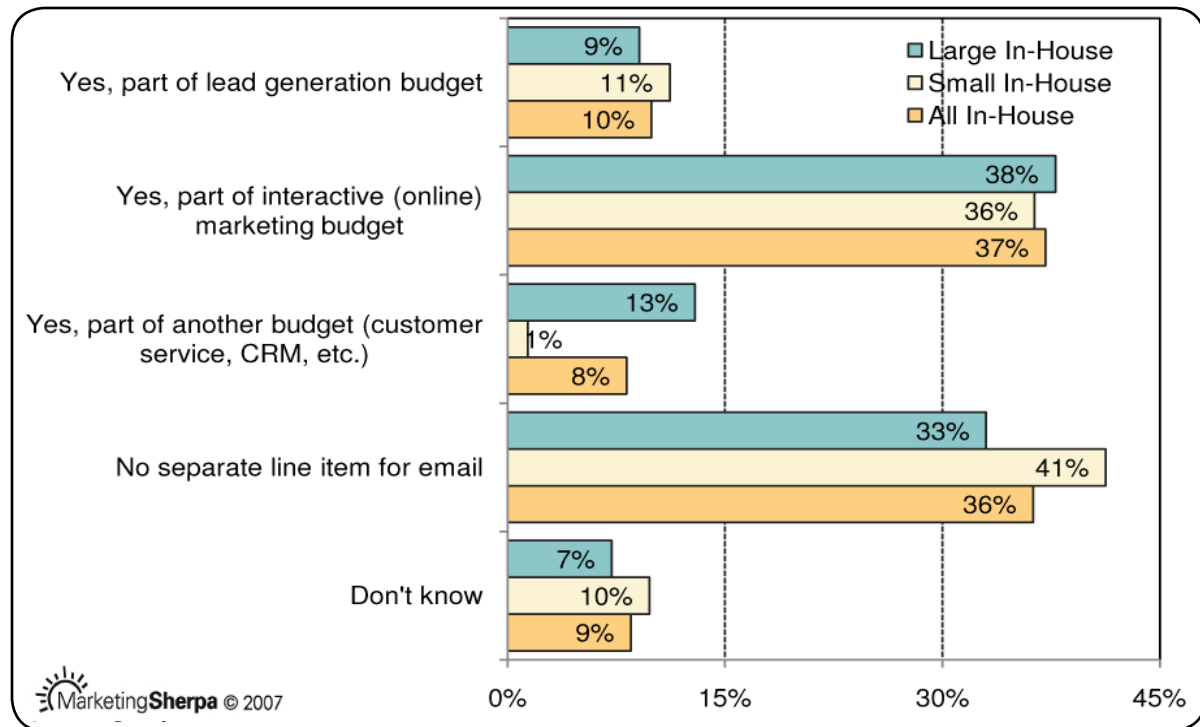
Despite all the noise about deliverability of email, a mere 2% of email marketers rated it as the biggest challenge facing them. Overwhelmingly, the intertwined issues of too-full email inboxes and a lack of trust among

email recipients due to spam are the issues keeping email marketers up at night. The obvious take-away for email marketers faced with this scenario is that your subject line is probably the most important part of your email and deserves quite a bit of attention.

The not-so-obvious take-away is that increasing trust is central to increasing open and conversion rates. Increasing trust is a little bit art and a whole lot of science, but it starts with listening to your customers. Consumer research in this year's Benchmark Guide points repeatedly to the benefits of gaining trust and the dangers of losing it.

Alert #3. More Than One-Third of Organizations Lack an Email Line Item

Chart 3: Where Does the Email Budget Live?



Source: MarketingSherpa, Email Marketing Benchmark Survey, November 2007

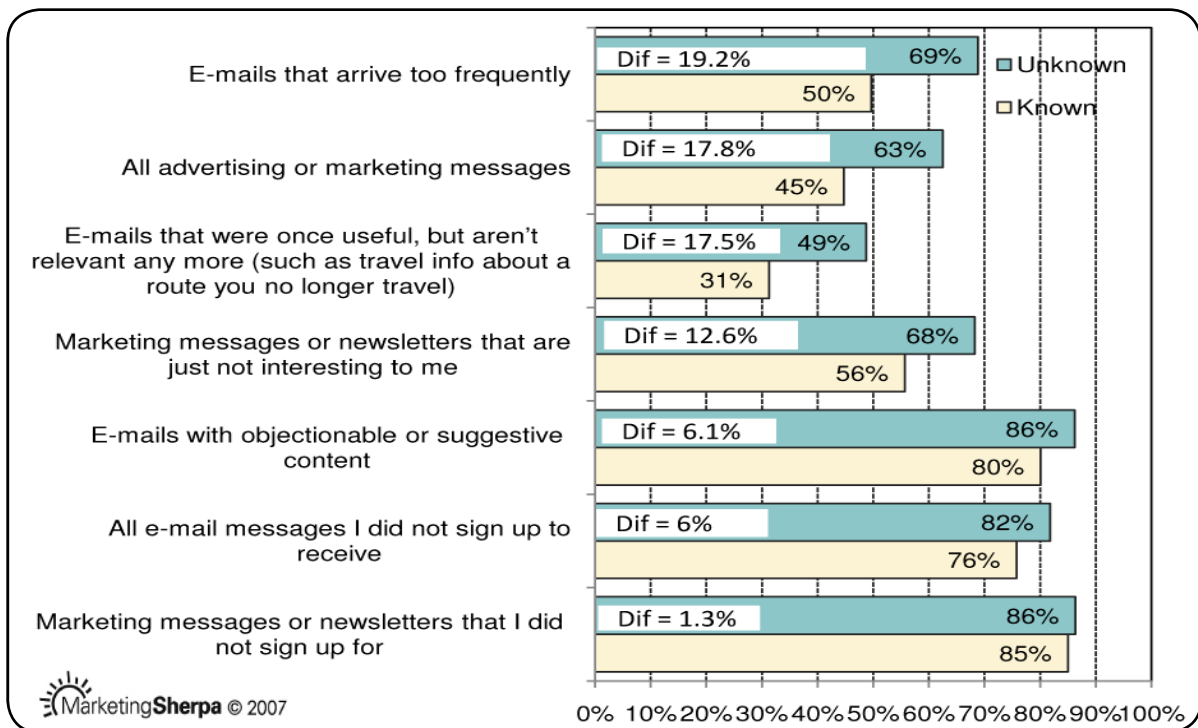
Methodology: This fifth annual survey was opened to selected MarketingSherpa reader lists on Oct. 23, 2007, and closed on Nov. 2, 2007. 1,210 total responses were collected from in-house email marketers and employees at agencies/ESPs working with email. Any respondents not directly involved with email marketing were screened.

Email is the most used of the online marketing tactics and routinely garners the highest return on investment. It's remarkably important and, yet, more than one-third of in-house emailers don't have a separate line item for email marketing.

Those with no separate line item aren't necessarily the small companies you might suspect. Almost 68% are organizations with more than 100 employees, and 23% are organizations with more than 2,000 employees. Those with defined budgets in online marketing or lead generation are 30% more likely to say that their ability to measure and prove the impact of email marketing is improving. They're also much more likely to say the impact of email marketing is increasing.

Alert #4. Spam Is in the Eye of the Beholder – Your Customer

Chart 4: What Consumers Consider to Be Spam, Known vs. Unknown Senders



Source: MarketingSherpa and Q Interactive, September - November 2007

Methodology: 3,063 responses were collected from consumers who had recently reported spam (complainers), 1,118 responses were collected from a random sample of consumers (control).

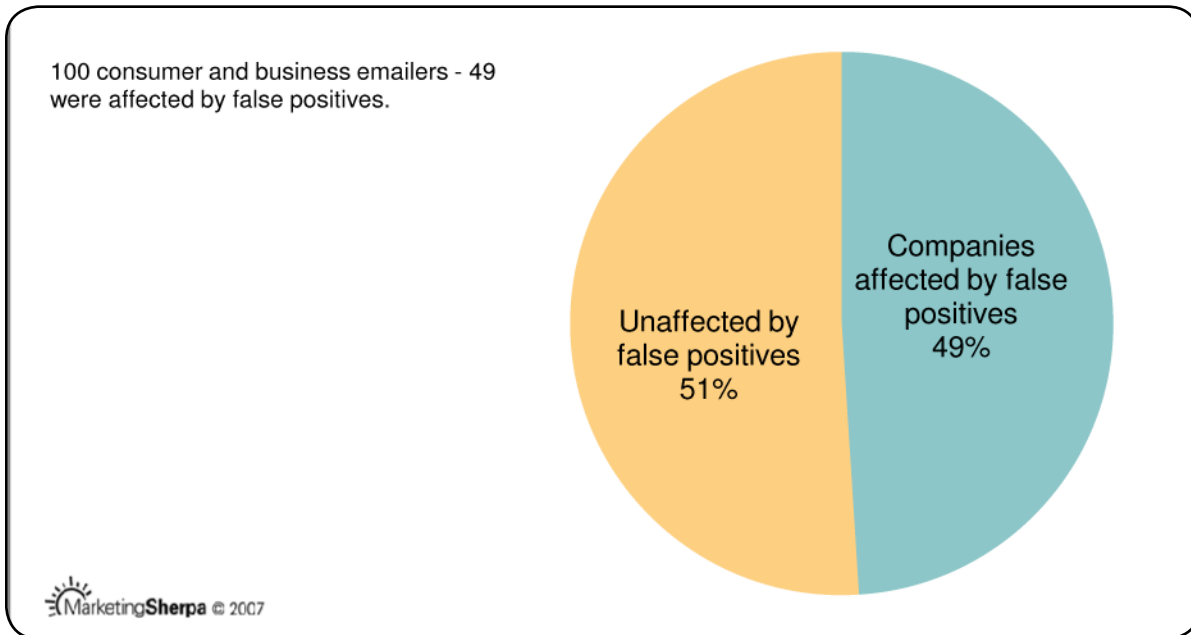
One of the special reports we conducted this year was a survey of more than 3,000 consumers who had recently hit the 'spam' button in their free email clients. This group was compared to free email users as a whole.

The previous chart shows what makes consumers report an email as spam and has been sorted by the difference, or delta, between known vs. unknown senders. You can clearly see that consumers judge companies they are familiar with less harshly than those that are new to them. That said, even

among emailers they know or have found useful in the past, if the emailer crosses a certain line, they become a spammer in the eyes of their customers.

Alert #5. Good Reputation Scores No Cure-All for False Positives

Chart 5: Percentage of Companies Affected by False Positives



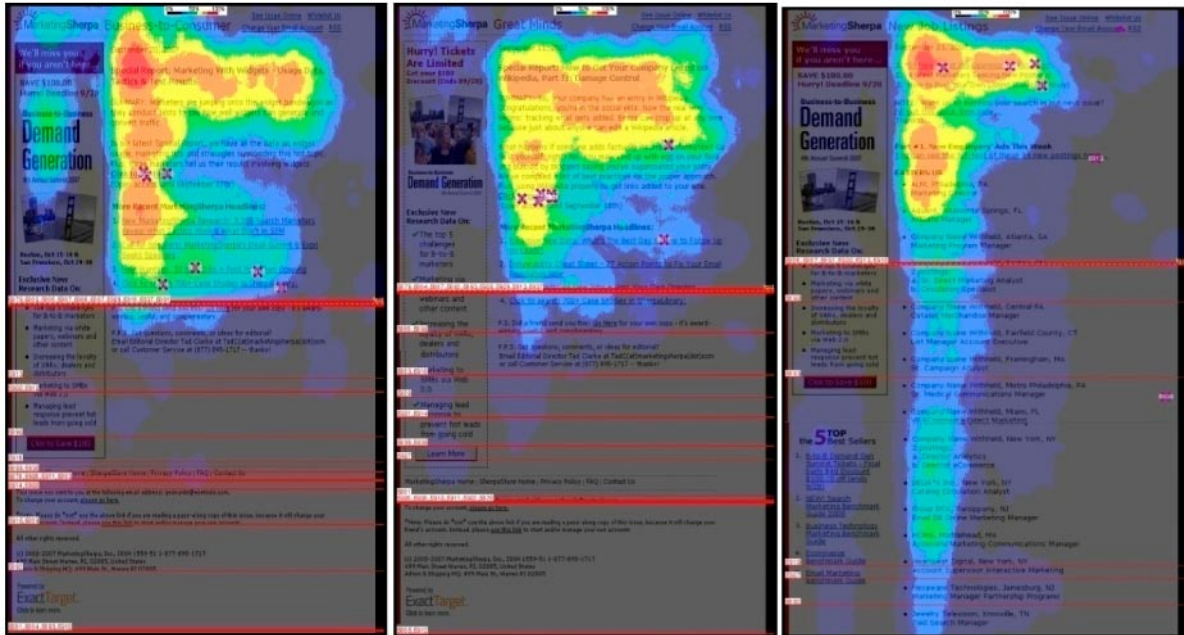
Source: MarketingSherpa and Pivotal Veracity, *Mailer Practice and False Positive Study*, November 2007
 Methodology: The emails of 100 top publishers, retailers and business-to-business companies were monitored for 90 days via seeds accounts established with Yahoo!, AOL and Hotmail/WindowsLive.

In this updated study of how false positives (emails mistakenly identified as spam by ISPs and free email clients) affect top emailers, we were disappointed to see that there hasn't been any improvement since the original study back in 2005. We were expecting that the move toward reputation-based filtering would have a positive affect for top emailers with stellar reputations. Unfortunately, that wasn't the case.

Positive reputation scores weren't necessarily a ticket to delivery, nor was the use of one or more authentication protocols. ISPs, it seems, continue to use distinct and unique formulae to determine delivery. Reputation is vital, but 'unique' in the eye of the service provider, and content continues to play a role in filtering.

Alert #6. Ads Get Stale Fast, but Don't Have to Stay That Way

Heatmaps: Declining Attention After Repeat Views of Similar Ads



Source: MarketingSherpa and Eyetools, Email Eyetracking, Year Three, November 2007

In this year's round of email eyetracking tests, we wanted to explore how people view ads in newsletters and the different elements that could positively (and negatively) affect their attention. We led test groups through several rounds of newsletter changes, each time trying to introduce variations to test their effect on how people view and move through the page.

One of the most telling visual findings is illustrated above — in the heatmaps from the first round of testing. In these unmodified emails, attention on the top left ads dropped steadily each time the audience viewed them. By the third viewing, attention had dropped to almost zero. We're all aware of 'banner blindness' but it's telling that this occurred so quickly, and to ads that were highly relevant to the context of the surrounding content.

Fortunately, there are methods to positively change attention, and we explored a number of them. The bottom line is to change things up. Ad rotation isn't necessarily enough — if ads are in the same location and are the same size, blindness occurs quickly. In several subsequent tests, we found that changing ad position and format can jumpstart attention.

Table of Contents

| | |
|---|-----------|
| Table of Contents | 1 |
| Editor's Letter | 9 |
| Executive Summary | 11 |
| <i>Key Email Marketing Alerts for 2008</i> | 11 |
| Chart 1: Impact of Email Marketing, 2006 vs. 2007 | 11 |
| Chart 2: Biggest Challenges Facing Email Marketing | 12 |
| Chart 3: Where Does the Email Budget Live? | 13 |
| Chart 4: What Consumers Consider to Be Spam, Known vs. Unknown Senders | 14 |
| Chart 5: Percentage of Companies Affected by False Positives | 15 |
| Heatmaps: Declining Attention After Repeat Views of Similar Ads..... | 16 |
| Email Marketing Glossary | 17 |
| Chapter 1. The Business of Email Marketing | 39 |
| 1.01 Chart: Impact of Email Marketing, 2006 vs. 2007 | 39 |
| 1.02 Chart: Impact of Email Marketing, B-to-B vs. B-to-C | 40 |
| 1.03 Chart: How Many Email Staffers in the Marketing Organization? | 41 |
| 1.04 Chart: How Many Email Staffers in the Marketing Organization? B-to-B vs. B-to-C..... | 42 |
| 1.05 Chart: How Many Email Staffers in the Marketing Organization? Industry Focus..... | 43 |
| 1.06 Chart: Marketers' Primary Email Objectives..... | 44 |
| 1.07 Chart: Marketers' Primary Email Objectives, B-to-B vs. B-to-C | 45 |
| 1.08 Chart: Marketers' Primary Email Objectives, Industry Focus | 46 |
| 1.09 Table: What Metrics Should Marketers Be Tracking? | 47 |
| <i>Industry Issues</i> | 48 |
| 1.10 Chart: Biggest Challenges Facing Email Marketing | 48 |
| 1.11 Chart: Biggest Challenges Facing Email Marketing, In-House vs. ESP Mailers..... | 49 |
| 1.12 Chart: Biggest Challenges Facing Email Marketing, B-to-B vs. B-to-C | 50 |
| <i>Budgeting</i> | 51 |
| 1.13 Chart: How Is Email Perceived at Budget Time? | 51 |
| 1.14 Chart: Online Budget Percentage | 52 |
| 1.15 Chart: Share of Online Budget Spent on Email | 53 |
| 1.16 Chart: Yearly Spend on Email — All Respondents | 54 |
| 1.17 Chart: Email Spend, In-House Mailers & Agencies..... | 55 |
| 1.18 Chart: Email Spend, B-to-B vs. B-to-C | 56 |
| 1.19 Chart: Email Spend, Industry Focus | 57 |
| 1.20 Chart: Change in Spending on Email Marketing, 2006 vs. 2007 | 58 |
| 1.21 Chart: Change in Budget Spending, In-House Marketers | 59 |
| 1.22 Chart: Change in Budget Spending, B-to-B vs. B-to-C | 60 |
| 1.23 Chart: Which Budget (If any) Pays for Email Marketing? | 61 |
| 1.24 Chart: Email Budget Allocation, B-to-B, B-to-C | 62 |
| 1.25 Chart: Email Budget Allocation, Industry Focus | 63 |
| <i>Management — Technology & Email Outsourcing</i> | 64 |
| 1.26 Chart: Email Management, In-House Marketers..... | 64 |
| 1.27 Chart: Email Management Solutions Used, B-to-B vs. B-to-C | 65 |
| 1.28 Chart: Email Management Solutions Used, Industry Focus..... | 66 |
| <i>Email Tech — How Is It Performing?</i> | 67 |
| 1.29 Chart: Emailers Rate Their ASP Solutions..... | 67 |
| 1.30 Chart: Emailers Rate Their In-House Solutions | 68 |
| 1.31 Chart: Emailers Rate Their Full-Service ESPs | 69 |
| 1.32 Chart: Emailers Rate Their Deliverability Solutions | 70 |
| Chapter 2: Lists — Laying the Groundwork for Success | 71 |
| 2.01 Chart: What Registration Data Are Emailers Collecting? | 71 |
| 2.02 Chart: What Registration Data Are B-to-B and B-to-C Emailers Collecting?..... | 72 |
| 2.03 Chart: What Information Are Marketers Collecting for Segmentation? | 73 |
| 2.04 Chart: Is Sending Newsletters Still Paying Off? | 74 |
| 2.05 Chart: Tracking the Sources of List Growth..... | 75 |
| <i>List Maintenance & Growth</i> | 76 |
| 2.06 Chart: B-to-B Rating of Opt-in Techniques; Volume, Quality, and Usage | 76 |
| 2.07 Table: B-to-B Rating of Opt-in Techniques; Volume, Quality, and Usage | 77 |
| 2.08 Chart: B-to-C Rating of Opt-in Techniques; Volume, Quality, and Usage | 78 |
| 2.09 Table: B-to-C Rating of Opt-in Techniques; Volume, Quality, and Usage | 79 |

| | |
|--|-----------|
| <i>List Size</i> | 80 |
| 2.10 Chart: In-House List Size..... | 80 |
| 2.11 Chart: Email List Size, B-to-B vs. B-to-C..... | 81 |
| <i>Frequency</i> | 82 |
| <i>Third-Party (Rented) Lists</i> | 83 |
| 2.12 Chart: Use of Rented Lists by Emailer Type..... | 83 |
| 2.13 Chart: Performance of Rented Lists..... | 84 |
| 2.14 Table: Issues in Rented List Execution | 85 |
| 2.15 Table: List Price Fluctuation 2006-2007, Cost Per Thousand Emails | 86 |
| 2.16 Chart: Performance of Ads in Third-Party Newsletters | 87 |
| <i>Co-Registration</i> | 88 |
| 2.17 Chart: Performance of Co-Registration | 88 |
| 2.18 Chart: Performance of Trading for Co-Registration Generated Names..... | 89 |
| <i>Coupons</i> | 90 |
| 2.19 Chart: Online Shopping and Couponing Are Ordinary..... | 90 |
| 2.20 Table: Types of Online Coupons | 91 |
| <i>Coupon Metrics — Basic Redemption Data</i> | 92 |
| 2.21 Table: Coupon Redemption Rates..... | 92 |
| <i>Permission Levels & Registration Practices</i> | 93 |
| 2.22 Table: Levels of Permission — Pros and Cons | 93 |
| 2.23 Chart: Email Permission Types | 94 |
| 2.24 Chart: Email Permission Types, B-to-B vs. B-to-C | 95 |
| 2.25 Table: Websites Miss Common Invalid Addresses | 96 |
| <i>Inactivity of List Members</i> | 97 |
| 2.26 Chart: Actions Taken to Combat List Inactivity..... | 97 |
| Chapter 3: Getting in the Inbox—Deliverability, Filtering & False Positives..... | 99 |
| <i>Delivery Rates</i> | 99 |
| 3.01 Chart: How Emailers Define ‘Delivery Rate’? | 99 |
| 3.02 Chart: Delivery Rates | 100 |
| 3.03 Chart: Delivery Rates, B-to-B vs. B-to-C | 101 |
| 3.04 Chart: Delivery Rates, Large Company vs. Small Company In-house Marketers | 102 |
| 3.05 Chart: Tracking Delivery by Emailer Type | 102 |
| <i>Spam</i> | 103 |
| 3.06 Chart: Swamped Mailboxes the Top Challenge to Email Marketing..... | 103 |
| 3.07 Chart: Email Marketers Rating Deliverability as the Biggest Challenge to Email..... | 104 |
| 3.08 Chart: Email Marketers Rating Volume as the Biggest Challenge | 105 |
| 3.09 Chart: Email Marketers Rating Spam as the Biggest Challenge | 106 |
| 3.10 Chart: How Has Spam Affected Consumers’ Use of Email, 2004-2007 | 107 |
| 3.11 Chart: How Consumers Perceive the Issues of Spam, False Positives, etc..... | 108 |
| 3.12 Chart: The Consumer’s Perspective — a New Wave of Spam | 109 |
| 3.13 Chart: A Difference of Opinion — Spam Evaluated by Email Users vs. Anti-Spam Pros..... | 111 |
| 3.14 Chart: Changes in Spam Complaint Levels, B-to-B vs. B-to-C | 112 |
| 3.15 Chart: Changes in Bounce Rates, B-to-B vs. B-to-C..... | 113 |
| 3.16 Chart: Changes in Opt-Out Rates, B-to-B vs. B-to-C | 114 |
| 3.17 Chart: Willingness of Individuals to Subscribe, B-to-B vs. B-to-C | 115 |
| 3.18 Chart: Steps Taken to Combat Deliverability Issues in Past 12 Months | 116 |
| 3.19 Chart: Steps Taken to Combat Deliverability Issues, In-House vs. Agency Users..... | 117 |
| 3.20 Chart: Top 10 US Domains by Gross Deliverability..... | 118 |
| 3.21 Chart: Top 10 US Domains by Inbox Deliverability | 118 |
| 3.22 Chart: Top 10 US Domains by Junk Mail Deliverability..... | 119 |
| 3.23 Chart: How Corporations Filter Spam | 120 |
| 3.24 Chart: Use of Commercial Filtering Applications/Appliances..... | 121 |
| 3.25 Chart: Organizational Attitudes Toward Email Filtering..... | 122 |
| 3.26 Chart: Business Email Users Rate the Impact of False Positives | 123 |
| 3.27 Chart: How Often Do Business Recipients Check Their Bulk Folders? | 124 |
| 3.28 Chart: Why Don’t Business Recipients Check Bulk Folders? | 125 |
| 3.29 Chart: Have Business Recipients Alerted Their Anti-Spam Teams to False Positives? | 126 |
| Special Report: Spam Complainers Survey..... | 127 |
| Survey Objective..... | 127 |
| Summary Definitions | 127 |
| <i>Demographics and Email Usage</i> | 128 |
| 3.30 Chart: Have You Ever Clicked the ‘Report Spam’ or ‘Junk’ Button? | 129 |
| 3.31 Chart: Why Have You Clicked the ‘Report Spam’ or ‘Junk’ Button? | 130 |
| 3.32 Chart: Consumers Reporting Emails That Aren’t Spam..... | 131 |

| | |
|--|-------------|
| 3.33 Chart: How Often Do You Use the 'Report Spam' or 'Junk' Button? (Check One) | 132 |
| 3.34 Chart: Why Click the Spam Button? | 132 |
| 3.35 Chart: Why Haven't You Clicked the 'Report Spam' or 'Junk' Button? | 133 |
| <i>Consumer Definitions of Spam</i> | 134 |
| 3.36 Chart: What Do Consumers Consider to be Spam From Known vs. Unknown Senders | 134 |
| 3.37 Chart: What Did Consumers Think Would Happen When They Clicked 'Spam'? | 136 |
| 3.38 Chart: After Clicking 'Spam' — Do Consumers Expect More Email? | 137 |
| 3.39 Chart: What Do Consumers Do When They Want Off the List? | 138 |
| 3.40 Chart: What Consumers Do When They're Not Getting Email They Signed Up for? | 139 |
| 3.41 Chart: Spam Is Forever | 140 |
| 3.42 Chart: People Prefer Letting Filters Determine What Is Spam | 141 |
| 3.43 Chart: Why Did Consumers Choose Their Email Service Provider? | 142 |
| 3.44 Chart: How Often Does Spam Make It to the Inbox? | 143 |
| 3.45 Chart: How Often Do Legitimate Emails Go to the Spam Folder? | 144 |
| <i>False Positives</i> | 145 |
| 3.46 Chart: Tracking ISP Response Variations by Emailer Type | 145 |
| 3.47 Chart: Are Anti-Spam Pros Hearing About False Positives? | 146 |
| 3.48 Chart: IS/IT Responses to False Positives | 147 |
| 3.49 Chart: Anti-Spam Pros Look Ahead on False Positives | 148 |
| Special Report — False Positive Study | 149 |
| 3.50 Chart: Percentage of Companies Affected by False Positives | 149 |
| 3.51 Chart: False Positive Rates by ISP | 151 |
| 3.52 Chart: Overlap of ISP False Positive Filtering | 152 |
| 3.53 Chart: Which Authentication Tools Are Emailers Using? | 153 |
| 3.54 Chart: Which Authentication Tools Are Emailers Using? | 154 |
| 3.55 Table: Free Reputation Scoring and Effect on False Positive Rates | 155 |
| 3.56 Chart: Permission Levels of Tested Companies | 156 |
| 3.57 Chart: Correlation Between HTML/Text Option and False Positives | 157 |
| 3.58 Chart: Correlation Between Third-Party Permission Practices and False Positives | 158 |
| 3.59 Table: False Positive Study — Tested and Affected Emailers | 159 |
| Study Methodology | 162 |
| <i>Whitelisting</i> | 163 |
| 3.60 Chart: Availability of Whitelisting Systems to Corporate Email Users | 163 |
| 3.61 Chart: Are False Positives Changing Attitudes Toward Whitelisting? | 164 |
| 3.62 Chart: Do Corporations Offer Whitelisting Through Internal Systems? | 165 |
| 3.63 Images & Instructions: Whitelisting for Popular Email Clients | 166 |
| <i>Authentication & Reputation</i> | 168 |
| 3.64 Table: Email Authentication Techniques | 168 |
| 3.65 Chart: Monitoring of Reputation Issues | 169 |
| 3.66 Chart: Monitoring of Reputation Issues, In-House Emailers | 170 |
| 3.67 Chart: Monitoring of Reputation Issues, B-to-B vs. B-to-C | 171 |
| 3.68 Table: Issues in Email Reputation | 172 |
| 3.69 Table: Impact of Reputation on Content Filtering by ISP | 173 |
| Chapter 4: Getting Noticed—Rendering and Open Rates | 175 |
| 4.01 Chart: An Open Rate by Any Other Name | 175 |
| 4.02 Chart: How Open Rate is Calculated, In-House Marketers | 176 |
| 4.03 Chart: Tracking of Open Rate by Emailer Type | 177 |
| 4.04 Chart: House List Open Rates | 178 |
| 4.05 Chart: House Newsletter Open Rates, B-to-B vs. B-to-C | 179 |
| 4.06 Chart: Sales Blast Open Rates, B-to-B vs. B-to-C | 180 |
| 4.07 Chart: Open Rates by Industry | 181 |
| <i>Timing Delivery for Open Rates</i> | 182 |
| 4.08 Chart: When Emails Get Opened and Clicked by Day of Week | 182 |
| 4.09 Chart: Total Messages Opened by the Hour, H1 2007 | 183 |
| <i>Design and Messaging</i> | 184 |
| 4.10 Chart: What's in an Email? Use of Best Practices | 184 |
| 4.11 Chart: Subject Line Testing, Usage by Emailer Type | 185 |
| 4.12 Chart: Success of Subject Line Testing by Emailer Type | 186 |
| 4.13 Chart: Testing of Email Offers, Usage by Emailer Type | 187 |
| 4.14 Chart: Success of Email Offer Testing by Emailer Type | 188 |
| <i>Rendering — Preview Panes and Image Blocking</i> | 189 |
| 4.15 Chart: If They Can Use Preview Panes ...They Do | 189 |
| 4.16 Chart: How Consumers Configure the Preview Pane | 190 |
| 4.17 Image: Option #1 — Horizontal with Small Preview | 191 |
| 4.18 Image: Preview Pane Option #2 — Horizontal with Large Preview | 4.19 Image: |

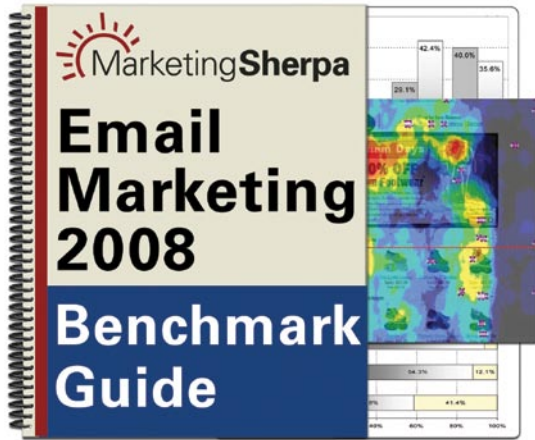
| | |
|--|------------|
| <i>Preview Pane Option #3 — Vertical with Small Preview</i> | 191 |
| 4.19 Image: Preview Pane Option #3 — Vertical with Small Preview | 192 |
| 4.20 Image: Preview Pane Option #4 — Vertical with Large Preview | 193 |
| 4.21 Table: Display Statistics | 194 |
| 4.22 Table: Color Depth | 194 |
| 4.23 Table: Operating System | 194 |
| 4.24 Chart: Retail Email Layout Formats | 195 |
| <i>Image Suppression — What's Getting Seen?</i> | 196 |
| 4.25 Chart: Do Consumers Activate Images in Marketing Emails? | 196 |
| 4.26 Table: How Email Clients Show Images (or Don't) | 197 |
| 4.27 Table: Email Clients Technology Compatibility by ISP | 199 |
| <i>Business-to-Business Email</i> | 200 |
| 4.28 Chart: Technology Marketers Compare Effectiveness of Email Tactics | 200 |
| 4.29 Chart: Email Tactics Rated 'Very Effective' by Size of Targeted Organizations | 201 |
| 4.30 Chart: Email Targeting and Personalization Variables Rated | 202 |
| 4.31 Chart: What's the Best Business Newsletter Content? | 203 |
| Chapter 5: Making the Sale—Response and Conversion Rates | 205 |
| <i>Clickthrough Rates</i> | 205 |
| 5.01 Chart: Not Everyone Is Measuring Clicks | 205 |
| 5.02 Chart: Only a Third of Emailers Are Measuring Click Rates Correctly | 206 |
| 5.03 Chart: How Clicks Are Measured by Organization Size | 207 |
| 5.04 Chart: Clickthrough Rate Ranges — Business-to-Business Newsletters | 208 |
| 5.05 Chart: Clickthrough Rate Ranges — Business-to-Business Offer Blasts | 209 |
| 5.06 Chart: Clickthrough Rate Ranges — Business-to-Consumer Newsletters | 210 |
| 5.07 Chart: Clickthrough Rate Ranges — Business-to-Consumer Offer Blasts | 211 |
| 5.08 Chart: Clickthrough Rates for B-to-B Offers to Third-Party Lists | 212 |
| 5.09 Chart: Clickthrough Rates for B-to-B Offers in Third-Party Newsletters | 212 |
| 5.10 Chart: Clickthrough Rates for B-to-C Offers to Third-Party Lists | 213 |
| 5.11 Chart: Clickthrough Rates for B-to-C Offers in Third-Party Newsletters | 213 |
| 5.12 Chart: Testing Email Creative, Usage by Emailer Type | 214 |
| 5.13 Chart: Success of Testing Email Creative by Emailer Type | 215 |
| 5.14 Chart: Testing Text-Only Emails, by Emailer Type | 216 |
| 5.15 Chart: Success of Text-Only Testing, by Emailer Type | 217 |
| <i>Conversion Rates</i> | 218 |
| 5.16 Chart: What Is Your Primary Definition for a Conversion for Your Website? | 218 |
| 5.17 Chart: Primary Conversion Definition, B-to-B, B-to-C | 219 |
| 5.18 Chart: Conversion Definitions by Vertical | 220 |
| 5.19 Chart: Conversion Metrics Collected | 221 |
| 5.20 Chart: Conversion Metrics Collected, by Emailer Type | 222 |
| 5.21 Chart: Conversion Metrics Collected, B-to-B vs. B-to-C | 223 |
| 5.22 Chart: B-to-B Conversion Rates — Email Offer Blasts to House List | 224 |
| 5.23 Chart: B-to-B Conversion Rates — Email Offers in House Newsletter | 224 |
| 5.24 Chart: B-to-C Conversion Rates — Email Offer Blasts to House List | 225 |
| 5.25 Chart: B-to-C Conversion Rates — Email Offers in House Newsletter | 225 |
| <i>Landing Pages and Email: Raising Conversion</i> | 226 |
| 5.26 Chart: Usage of Landing Page Creative Testing by Emailer Type | 226 |
| 5.27 Chart: Success of Landing Page Creative Testing by Emailer Type | 227 |
| 5.28 Chart: Usage of Landing Page Copy Testing by Emailer Type | 228 |
| 5.29 Chart: Success of Testing Landing Page Copy, by Emailer Type | 229 |
| <i>Segmentation & Personalization</i> | 230 |
| 5.30 Chart: Segmentation by Emailer Type | 230 |
| 5.31 Chart: Use of Segmentation & Personalization | 231 |
| 5.32 Chart: Impact of Segmentation | 232 |
| 5.33 Chart: Information Collected for Segmentation | 233 |
| 5.34 Chart: Taking Advantage — Emailer Use of Agency Email Features | 234 |
| 5.35 Chart: Taking Advantage — Emailer Use of ESP Features | 234 |
| 5.36 Chart: Technology Buyers' Preference for Control Over Email | 235 |
| <i>Ecommerce and Email</i> | 236 |
| 5.37 Chart: Tracking Revenue Per Email | 236 |
| 5.38 Chart: Tracking Click-to-Purchase Conversion Rate | 237 |
| 5.39 Chart: Product Marketers Evaluate Ecommerce Marketing Tactics | 238 |
| 5.40 Chart: Email Merchandising Tactics Rated by Product Marketers | 239 |
| 5.41 Chart: How Many Commercial Email Relationships Do Consumers Maintain? | 240 |
| 5.42 Chart: Do Online Shoppers Still Subscribe to Retailer Email? | 241 |

| | |
|--|------------|
| <i>Timing of Delivery to Maximize Conversion</i> | 242 |
| 5.43 Chart: Length of Emailer Sales Cycles | 242 |
| 5.44 Chart: Are Business Marketers Matching Their Emails With the Purchase Cycle? | 243 |
| 5.45 Chart: Likelihood of Matching Messages With Buying Cycle by B-to-B Mailers | 244 |
| <i>Special Report: Impact of Segmentation</i> | 245 |
| 5.46 Chart: Impact of Segmentation on Open Rates — Average | 245 |
| 5.47 Chart: Impact of Segmentation on Open Rates: Advertising-Oriented Lists | 246 |
| 5.48 Chart: Impact of Segmentation on Click Rates: Advertising-Oriented Lists | 246 |
| 5.49 Chart: Impact of Segmentation on Open Rates: Finance-Oriented Lists | 247 |
| 5.50 Chart: Impact of Segmentation on Click Rates: Finance-Oriented Lists | 247 |
| 5.51 Chart: Impact of Segmentation on Open Rates: Publishing Lists | 248 |
| 5.52 Chart: Impact of Segmentation on Click Rates: Publishing Lists | 248 |
| 5.53 Chart: Impact of Segmentation on Open Rates: Retail Lists | 249 |
| 5.54 Chart: Impact of Segmentation on Click Rates: Retail Lists | 249 |
| <i>Affiliate Email</i> | 250 |
| 5.55 Chart: Merchants Rate Challenges in Affiliate Marketing | 250 |
| 5.56 Chart: Do Merchants Connect Affiliate Email Practices with Their Own Reputations? | 251 |
| 5.57 Chart: Merchant Policies Toward Affiliate Email in B-to-C | 252 |
| 5.58 Chart: Merchant Policies Toward Affiliate Email in B-to-B | 253 |
| 5.59 Chart: How Merchants' Policies on Affiliate Email Are Changing | 254 |
| 5.60 Chart: Breakdown of Affiliate Revenue Contributions | 255 |
| Chapter 6: Making the Most of a Proven Address — Email Relationships | 257 |
| 6.01 Chart: Online Consumers Rely on Email and Prefer It | 257 |
| 6.02 Chart: Use of Triggered Messages | 258 |
| 6.03 Chart: Impact of Triggered Emails | 259 |
| <i>Long-Term Email Relationships</i> | 260 |
| 6.04 Chart: Are Marketers Tracking the Lifetime Value of Their List Members? | 260 |
| <i>Special Report: Transactional Email Study</i> | 261 |
| 6.05 Chart: One-Third of Consumers Maintain a Special Account for Commercial Emails | 261 |
| 6.06 Chart: Not All Retail Service Messages Are Created Equal | 262 |
| 6.07 Chart: Younger Users More Comfortable With Emailed Bills | 263 |
| 6.08 Chart: Service-Related Emails Are Opened & Read | 264 |
| 6.09 Chart: Consumer Reaction to Marketing in Service Emails | 265 |
| 6.10 Chart: Marketing/Service Mix — Factors That Influence Consumer Opinion | 266 |
| 6.11 Image: Marketing/Service Mix — Low-Intensity Example | 267 |
| 6.12 Image: Marketing/Service Mix — Medium Intensity Example | 268 |
| 6.13 Image: Marketing/Service Mix — High-Intensity Example | 269 |
| 6.14 Chart: Marketing/Service Mix — Did Consumers Notice the Marketing? | 270 |
| 6.15 Chart: Marketing/Service Mix — Did Consumers Find the Marketing Appropriate? | 271 |
| 6.16 Chart: Marketing/Service Mix — Did Consumers Find the Marketing Relevant? | 272 |
| 6.17 Chart: Customer Loyalty Tactics — Online Retailers | 273 |
| <i>Opting Out</i> | 274 |
| 6.18 Chart: Actions Taken by Technology Buyers to End the Email Relationship | 274 |
| Chapter 7: Email Testing & Analytics | 275 |
| <i>Choosing or Designing a Reporting Infrastructure</i> | 275 |
| <i>Tracking — Enabling Analytics</i> | 276 |
| 7.01 Chart: Metrics Tracked by Email Marketers | 276 |
| 7.02 Chart: Metrics Tracked by How Email Is Managed | 277 |
| 7.03 Chart: Metrics Tracked, B-to-B vs. B-to-C Marketers | 278 |
| 7.04 Chart: Metrics Tracked by Vertical | 279 |
| 7.05 Chart: Tracking of Financial Metrics — Revenue per Email | 280 |
| 7.06 Chart: Tracking of Financial Metrics — Click-to-Purchase Conversion Rate | 280 |
| <i>Testing — Extracting Insights</i> | 281 |
| 7.07 Table: What Variables to Test | 281 |
| 7.08 Chart: Success of Email-Related Tests | 282 |
| 7.09 Chart: Percentage of Agency Clients Who Take Advantage of A/B Testing Capability | 283 |
| 7.10 Table: Success Metrics of Email Campaigns | 284 |
| 7.11 Table: Diagnostic Metrics for Email Campaigns | 285 |
| Special Report: Email Eyetracking Study — Year Three | 286 |
| <i>Test Methodology</i> | 286 |
| Eyetracking | 287 |
| Heatmaps Explained | 287 |

| | |
|--|------------|
| 7.12 Heatmaps Round One: Viewers Quickly Acquire Banner Blindness | 290 |
| 7.13 Heatmaps Round Two: Changing Ad Position to Increase Attention | 291 |
| 7.14 Image: Ad Element Changes — Round Two | 292 |
| 7.15 Heatmap: Ad Element Changes — Round Two | 293 |
| 7.16 Images: Round Three — Tested Emails..... | 293 |
| 7.17 Heatmaps: Round Three | 295 |
| Conclusions Summary | 296 |
| Chapter 8: Email Innovation | 297 |
| 8.01 Chart: Most People Checking More Than One Email Address | 297 |
| <i>Media Mashups — Video Email.....</i> | <i>298</i> |
| 8.02 Chart: Online Video Advertising Generally Performs Better Than Standard Ads | 298 |
| 8.03 Chart: Online Video Ads Getting More Clicks Than Image Ads | 299 |
| 8.04 Image: Video Email with Link to Web Page | 300 |
| 8.05 Image: Web Page Hosting Video Player | 300 |
| The All-Important Play Button | 301 |
| Coding and Rendering for Deliverability..... | 301 |
| <i>Mobile Email vs. SMS, When Where Is as Important as What.....</i> | <i>302</i> |
| 8.06 Chart: Plans for Mobile Marketing 2008 | 302 |
| 8.07 Table: How Mobile Subscribers Use Their Mobile Devices | 303 |
| 8.08 Chart: Usage and Purchase Behavior of Mobile Email Users | 304 |
| 8.09 Chart: Commercial Emails Less Likely to be Read on Mobile Device..... | 305 |
| 8.10 Chart: Majority of Mobile Email Readers Mentally Flag Email to Open Later on Desktop | 306 |
| 8.11 Chart: Mobile Email Readers Are No More Likely to Delete Email on Mobile Than on Computer | 307 |
| 8.12 Table: How Pages Appear on Mobile Browsers I | 308 |
| 8.13 Table: How Pages Appear on Mobile Browsers II | 309 |
| Mobile Glossary | 310 |
| About the Survey: Methodology..... | 313 |
| M.01 Chart: Survey Respondent Roles | 313 |
| M.02 Chart: Respondents' Primary Marketing Target | 314 |
| M.03 Chart: Survey Respondent Organizations | 315 |
| M.04 Chart: Survey Respondents' Organization Size | 316 |
| M.05 Chart: Respondents' Business Area | 317 |
| Research Partners..... | 319 |
| Referenced Resources | 322 |



Get PDF + Print Copy for Price of One



328 pgs
Published December 2007
ISBN: 978-1-932353-72-3

Complete with all new research, Marketing Sherpa's fifth annual Email Marketing Benchmark Guide delivers the fact-based data you need to compare your Email campaigns with others.

New edition includes:

- Results from in-depth survey of 1,210 marketers with hands-on Email experience
- 328 pages that includes 260 charts, 12 images and 9 new eyetracking heatmaps
- 4 new special reports

YES!

I want to improve my email marketing with practical data from MarketingSherpa's Email Marketing Benchmark Guide 2007. Please email me my PDF instant download, plus ship my bonus printed-and-bound 328 page copy via Priority Mail. I'll pay \$347 plus \$6.80 shipping and handling (\$22 shipping if outside the US). My order is risk-free because it's covered by MarketingSherpa's 100% satisfaction guarantee.

BONUS OFFER - SAVE \$50.00

In addition to the Email Marketing Benchmark Guide 2008, also send me the newly updated Marketing Sherpa Landing Page Handbook and improve landing page conversions by up to 55%. I'll pay ~~\$844~~ \$794 for both Guides, plus \$11.20 shipping (\$28.00 outside the US). All are risk-free guaranteed.



273 pgs
Published November 2007
ISBN: 978-1-932353-70-9

- Page Design & Copy Instructions
- 54 Stat & Data Charts
- 114 Samples of Landing Pages to Copy
- Help for Search, Email, B-to-B, Ecommerce, Blogs & Lead Generation Conversions

About MarketingSherpa

Praised by The Economist, Harvard Business School's Working Knowledge Site, and Entrepreneur.com, MarketingSherpa is a research firm publishing benchmark data and how-to guidance for marketing professionals.

237,000 marketers read our exclusive Case Study newsletters every week, and thousands attend our annual Summits on email, subscription sales, and b-to-b marketing.

100% SATISFACTION GUARANTEE

MarketingSherpa guarantees your satisfaction. If anything we sell doesn't meet your satisfaction, return it for a 100% hassle-free refund immediately!

MarketingSherpa, Inc.
499 Main Street, Warren, RI, 02885
Phone: 877-895-1717
(if outside the US call 401-247-7655)
Fax: (401) 247-1255

First email my PDF copy to: _____
(we respect your privacy)

Then mail my printed copy to:

Name _____ Title _____

Organization _____

Address _____

City _____ State/Prov _____ Country _____ Zip/Postal _____

Phone (in case of questions) _____

Charge my: MasterCard Visa AMEX

Card# _____ Exp. Date _____

Print Cardholder Name _____

Signature _____

OR Bill Me* Check Enclosed to MarketingSherpa Inc.

* Billing: I understand I will not receive the Guides until payment is received

Fax form to: (401) 247-1255

