



silverPOP Teleconference:

Email Metrics: Top Trends for 2006

December 13, 2005

Anne Holland, Publisher, MarketingSherpa

Stefan Tornquist, Research Director, MarketingSherpa

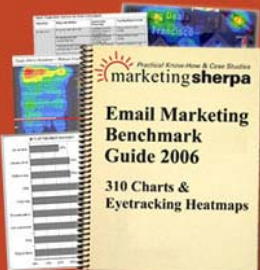
Bill Nussey, CEO, Silverpop

Facts not Opinion: MarketingSherpa Methodology

✓ Data for our reports, case studies and newsletters is gathered from the following research sources:

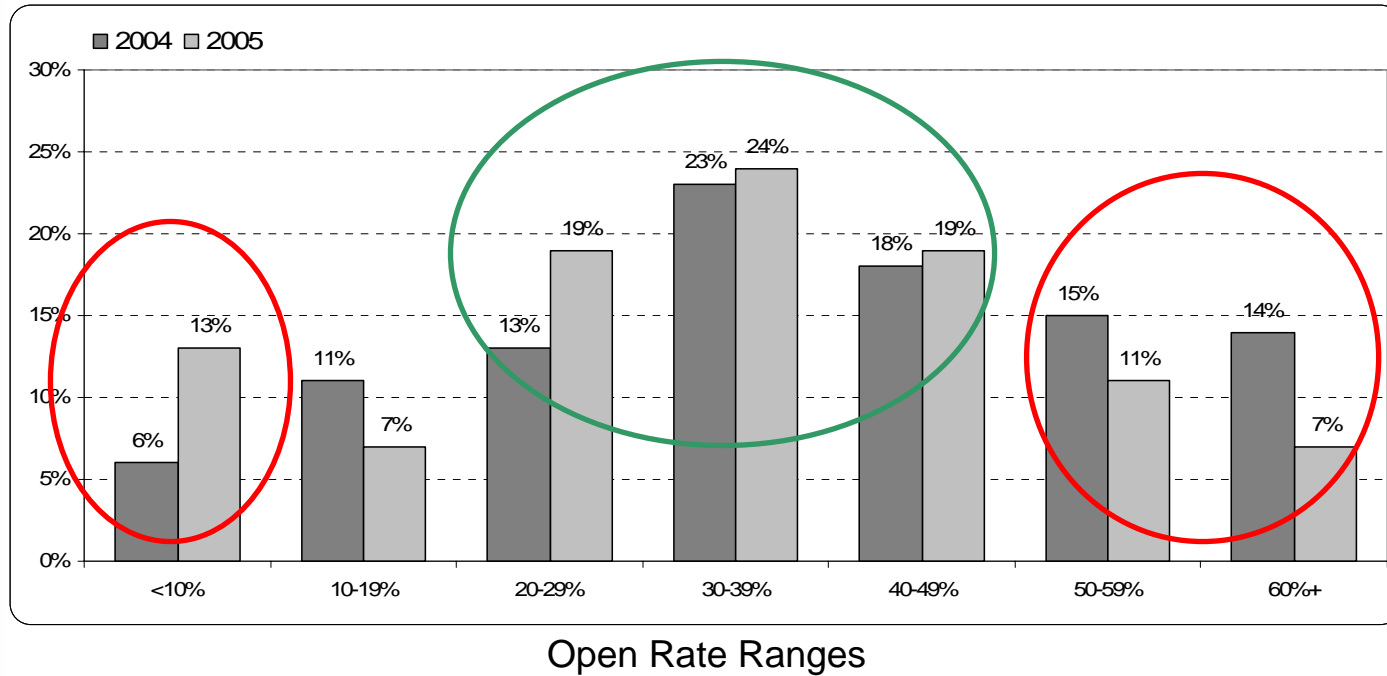
1. In-depth interviews for case studies – 500+
2. Survey from B-to-B Marketers - 5,000+ per year
3. Lab tests
4. “Best of” research from dozens of expert sources including Research firms, Usability labs, Analytics software vendors, etc.

Research drawn from:

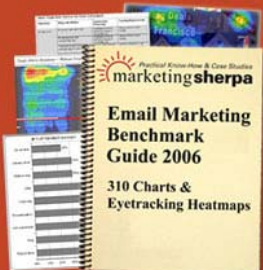


Open Rates Are Falling

Open Rates



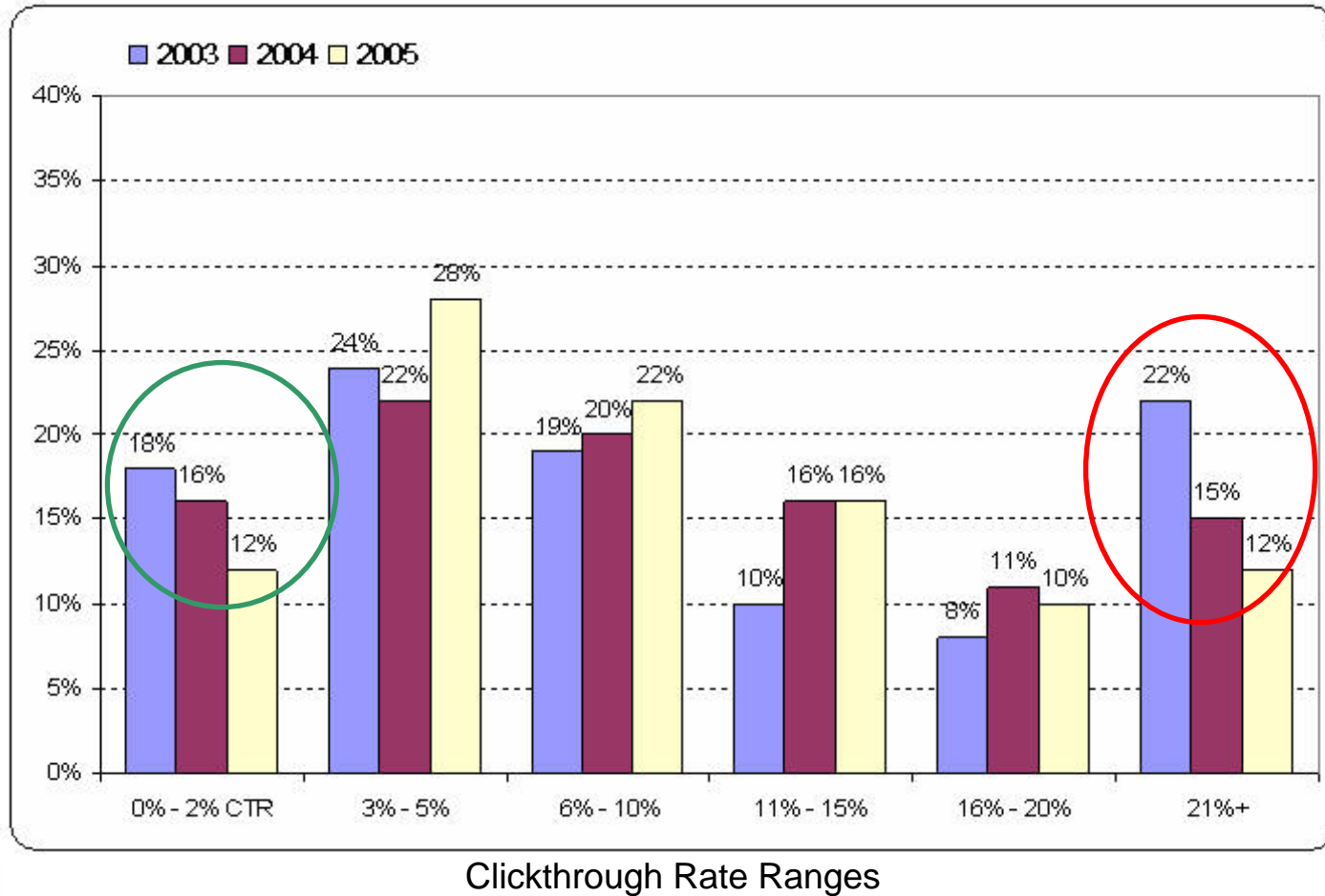
Research drawn from:



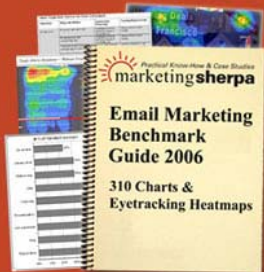
Source: MarketingSherpa, October 2005

Clickthrough Rates Are Stable

Clickthrough Rates



Research drawn from:



Source: MarketingSherpa, October 2005

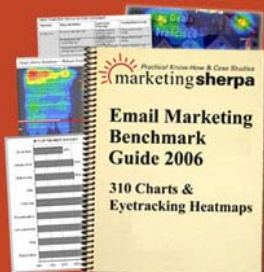
Conversion Rates Are Up

Click to purchase – UP 28%

Orders per email delivered – UP 18%

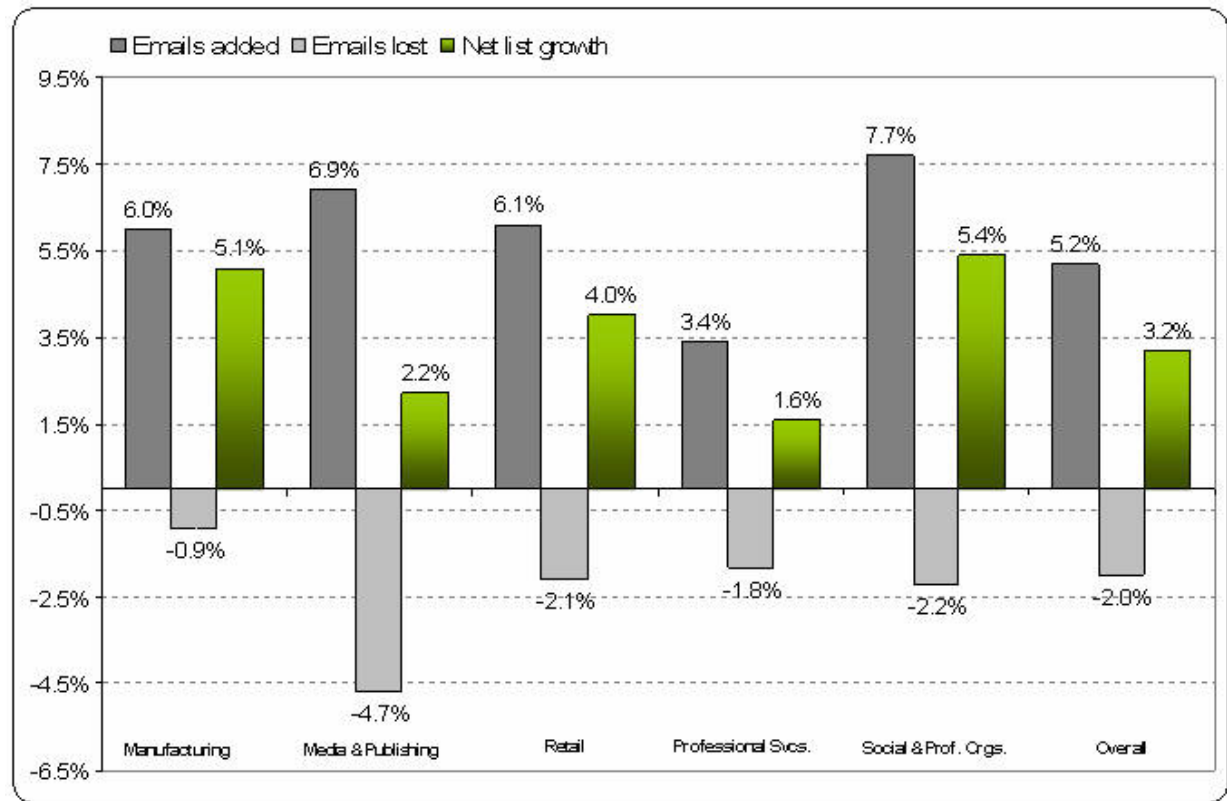
Reported conversion rates – UP slightly

Research drawn from:

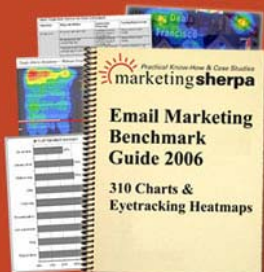


Source: MarketingSherpa, October 2005 and DoubleClick Q2 Email Trends Report

The Email Audience Hasn't Peaked

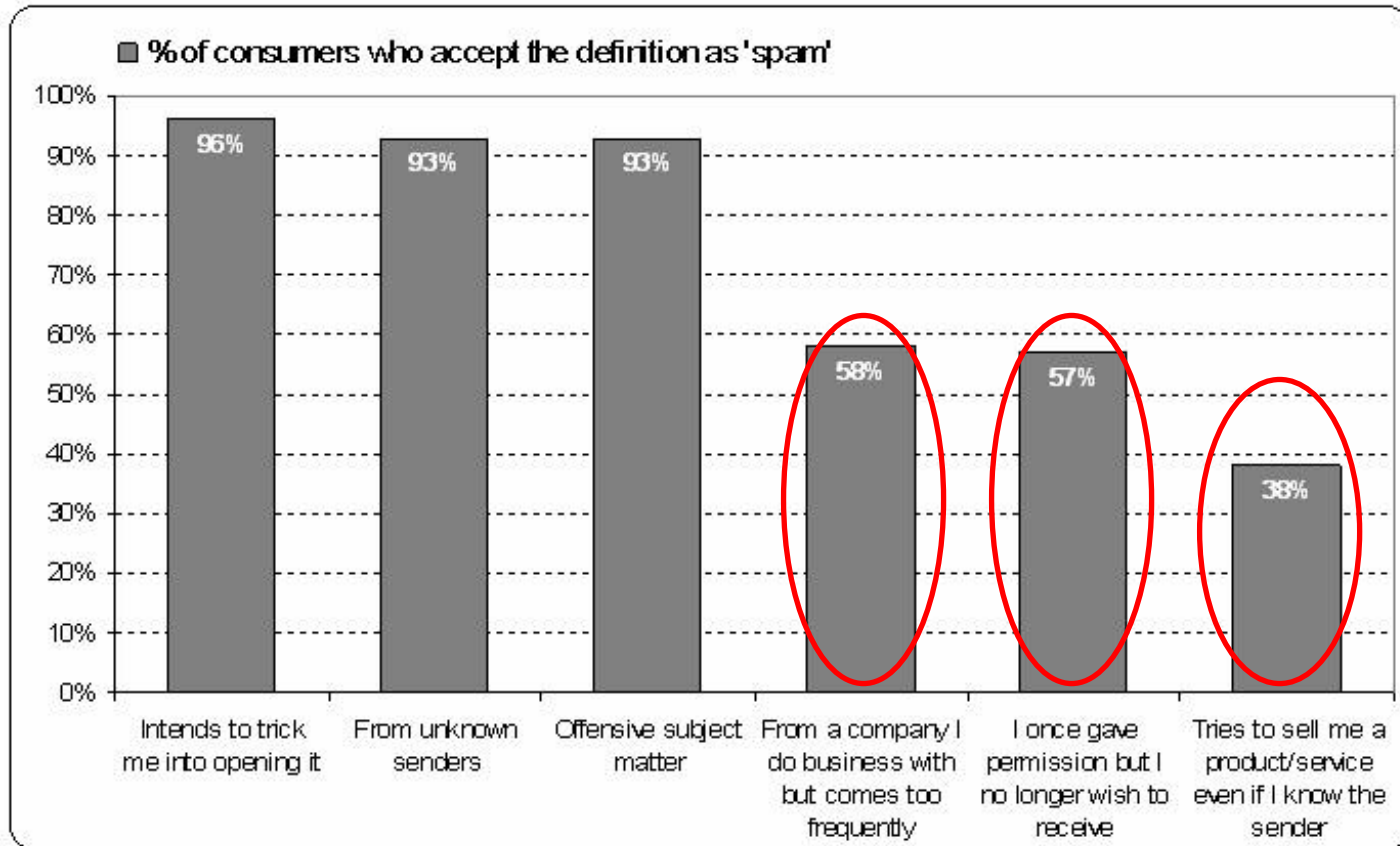


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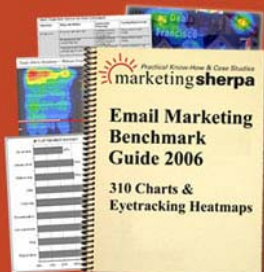


Source: ExactTarget, October 2005

How Do We Define Spam?



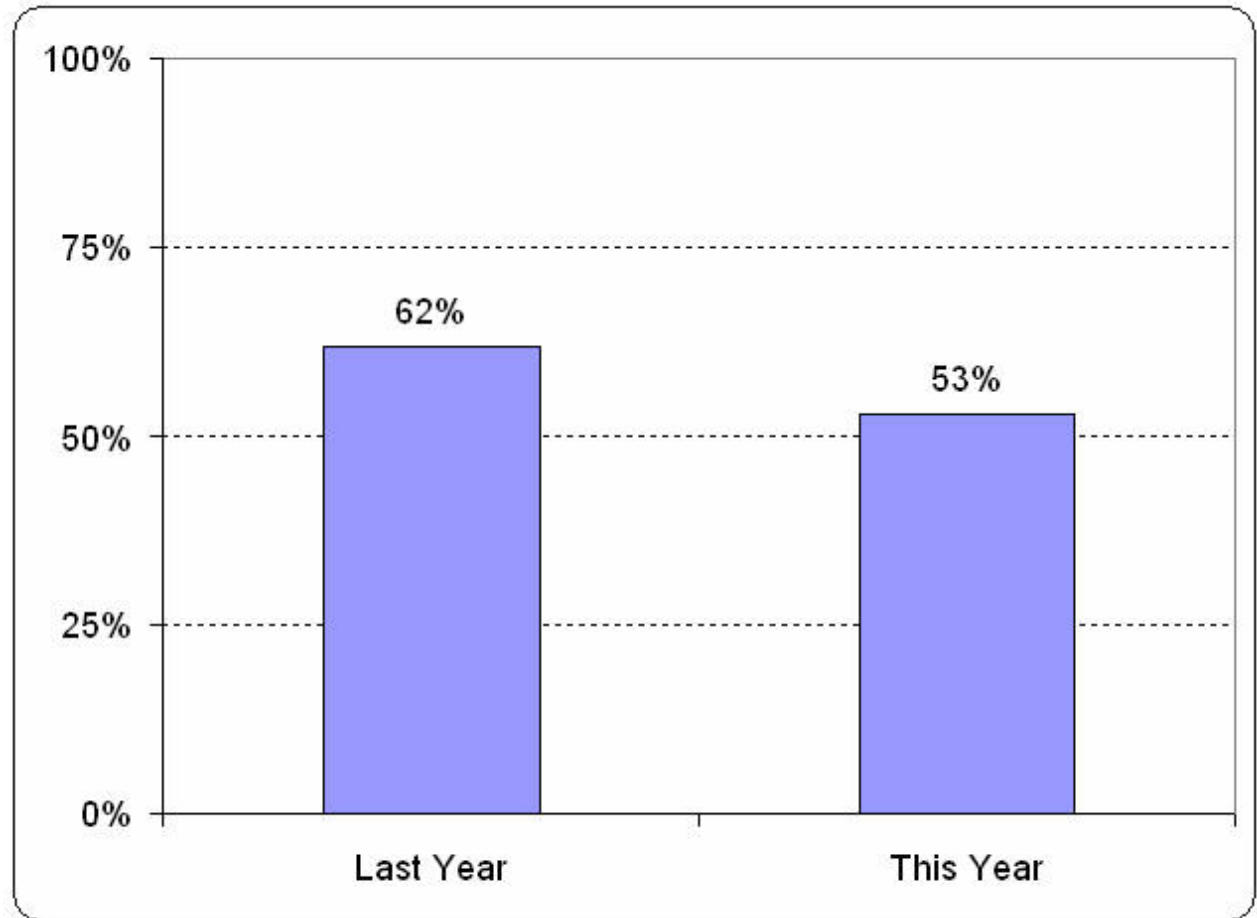
Research drawn from:



Source: DoubleClick, June 2005

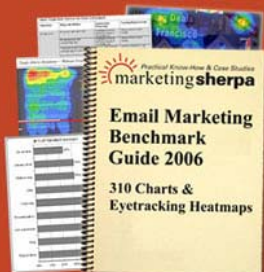
How Much Does Spam Bother Us?

‘Are you less trusting of email because of spam?’



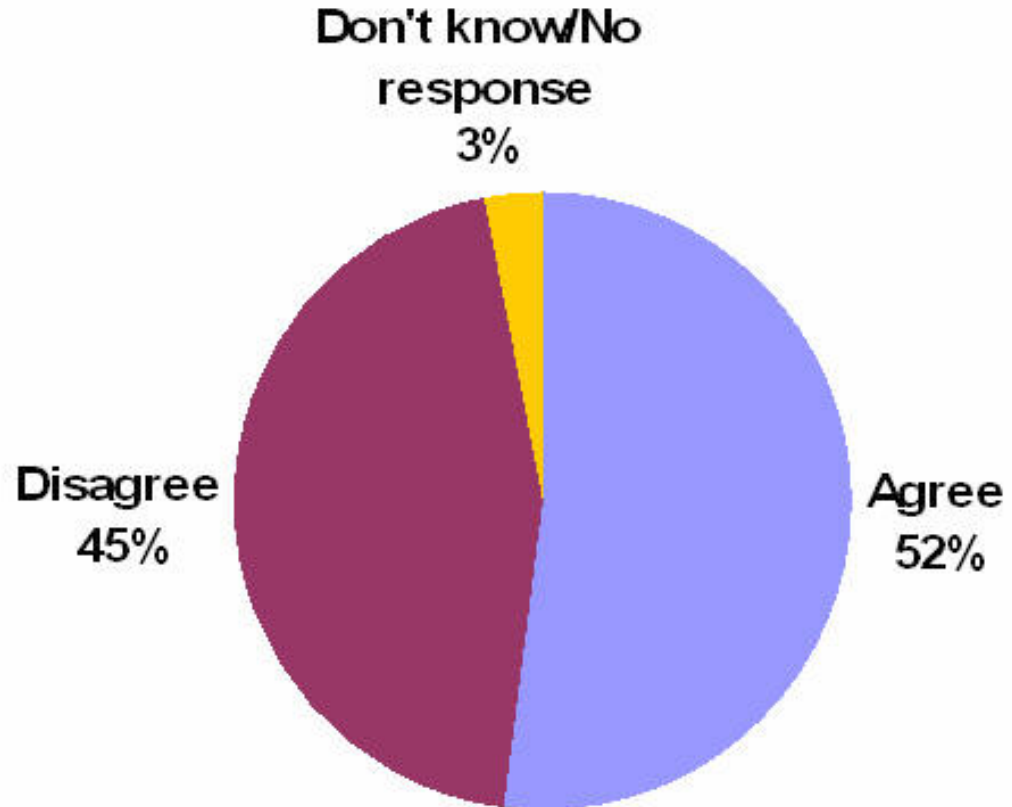
Source: Pew Internet & American Life Project 2005

Research drawn from:



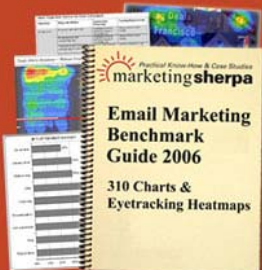
Are People Aware Of False Positives?

‘I routinely check my spam/junk folder for legitimate messages.’

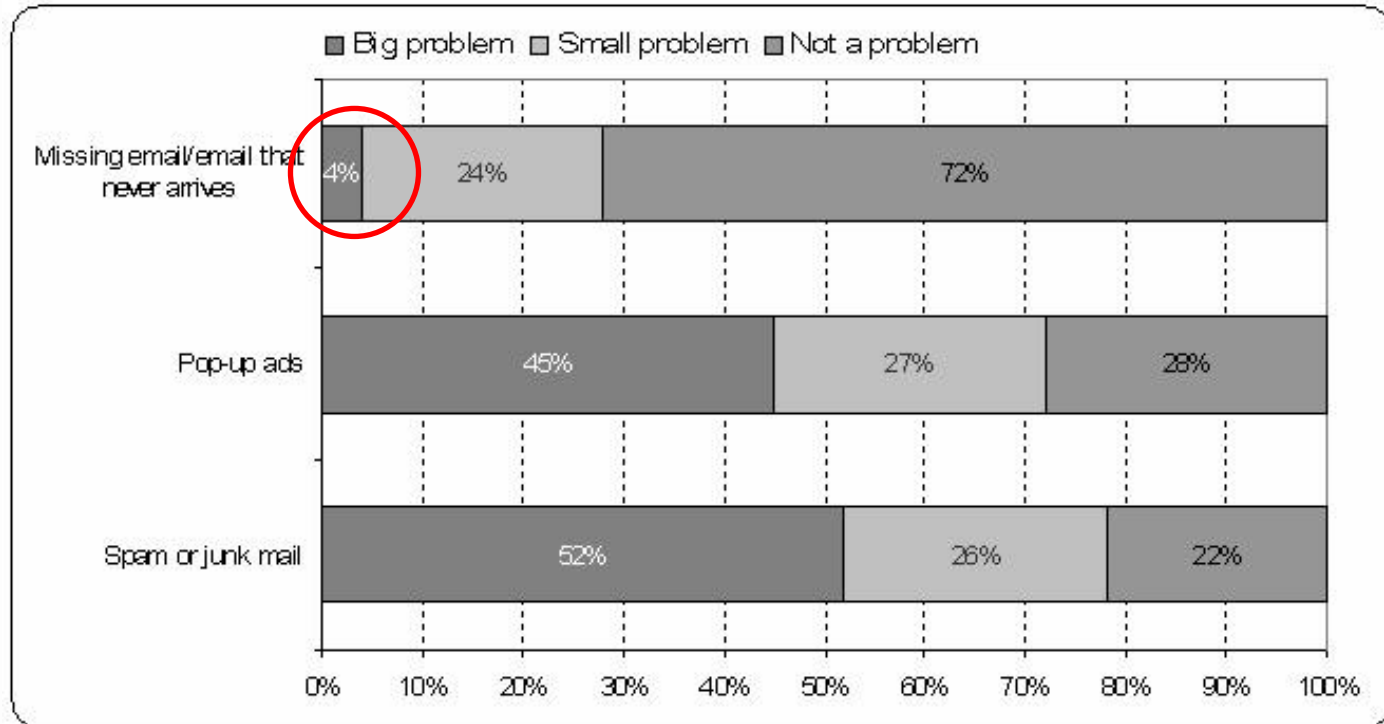


Source: Bigfoot Interactive, August 2005

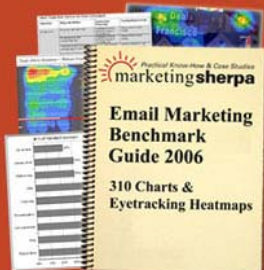
Research drawn from:



Are False Positives An Issue for Consumers?

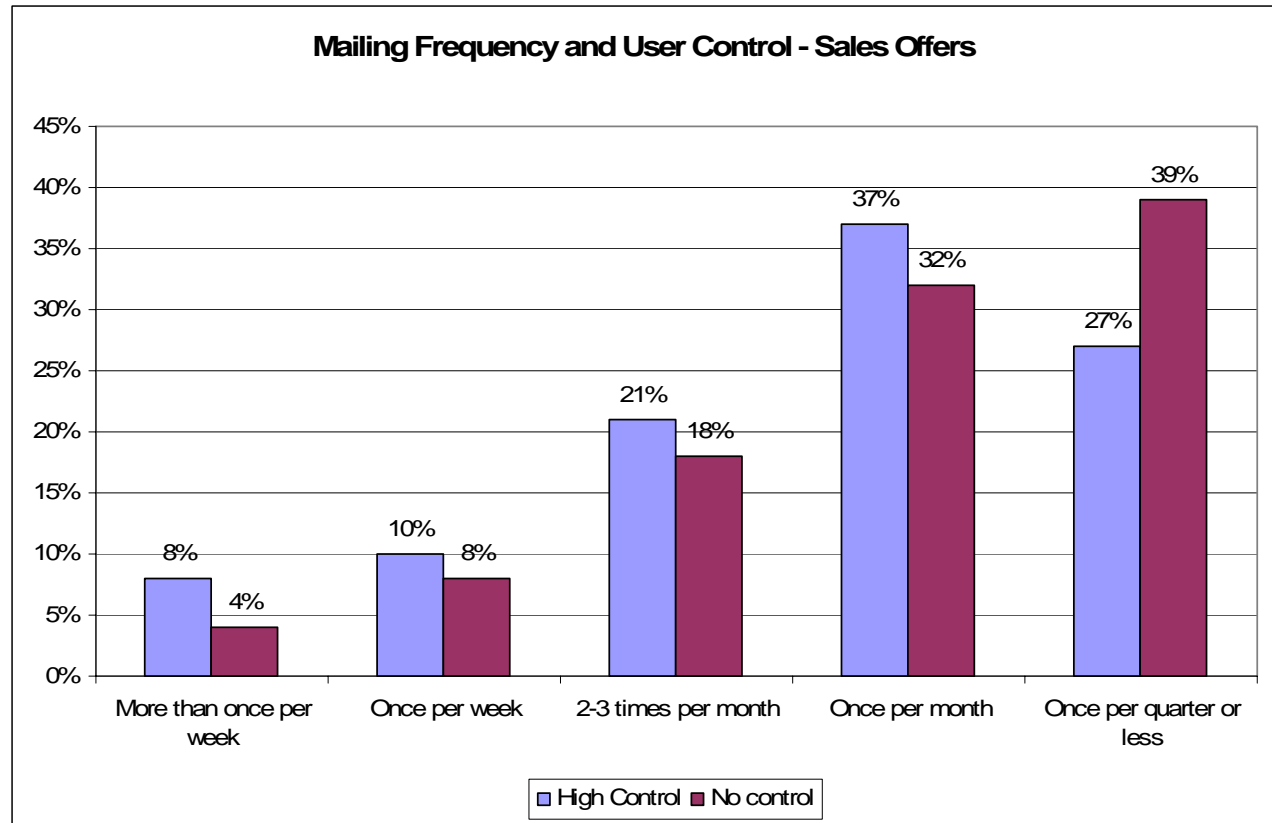


Research drawn from:

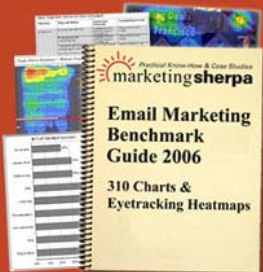


Source: Pew, February 2005

We Mail Too Often! Or Do We?



Research drawn from:

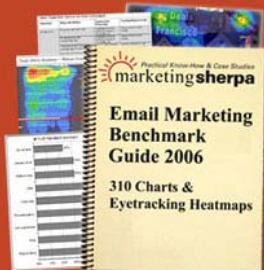


Source: MarketingSherpa, October 2005

Tip #1: Test Frequency

1. Test frequency on your best/worst segments
2. If you have a preference center, do not allow specific control of frequency
3. Don't send too infrequently

Research drawn from:



Tip #2: Design Matters

Housing Deals in San Francisco
Discover hidden real estate bargains in the heart of San Francisco

"Everyone wants a good deal. But, good deals are few and far between in the many low-inventory markets around the country."

Recently a couple was trying to buy a starter home in El Cerrito, a hot housing market in the San Francisco Bay area. They lost out over and over again in multiple offer competitions. So they decided to try a new strategy. Rather than continue making offers on hot new listings in their price range, they made an offer on an over-priced listing that had been on the market awhile and hadn't sold.

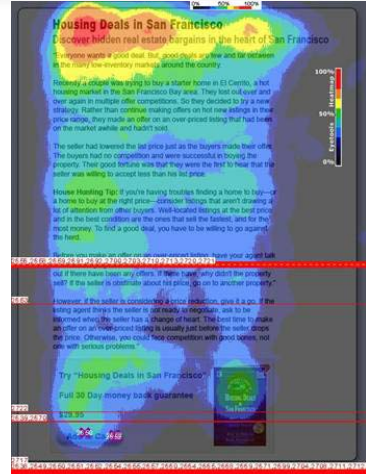
The seller had lowered the list price just as the buyers made their offer. The buyers had no competition and were successful in buying the property. Their good fortune was that they were the first to hear that the seller was willing to accept less than his list price.

Home Hunting Tip: If you're having trouble finding a home to buy—or a home to buy at the right price—consider listings that aren't drawing a lot of attention from other buyers. Well-located listings at the best price and in the best condition are the ones that sell the fastest, and for the most money. To find a good deal, you have to be willing to go against the herd.

Before you make an offer on an over-priced listing, have your agent talk with the listing agent and try to determine the seller's motivation. Find out if there have been any offers. If there have, why didn't the property sell? If the seller is obstinate about his price, go on to another property.

However, if the seller is considering a price reduction, give it a go. If the listing agent thinks the seller is not ready to negotiate, ask to be informed when the seller has a change of heart. The best time to make an offer on an over-priced listing is usually just before the seller drops the price. Otherwise, you could face competition with good bones, not one with serious problems.

Try "Housing Deals in San Francisco"
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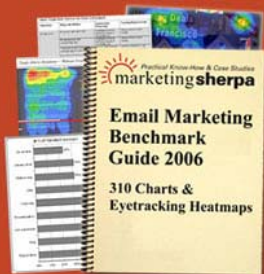
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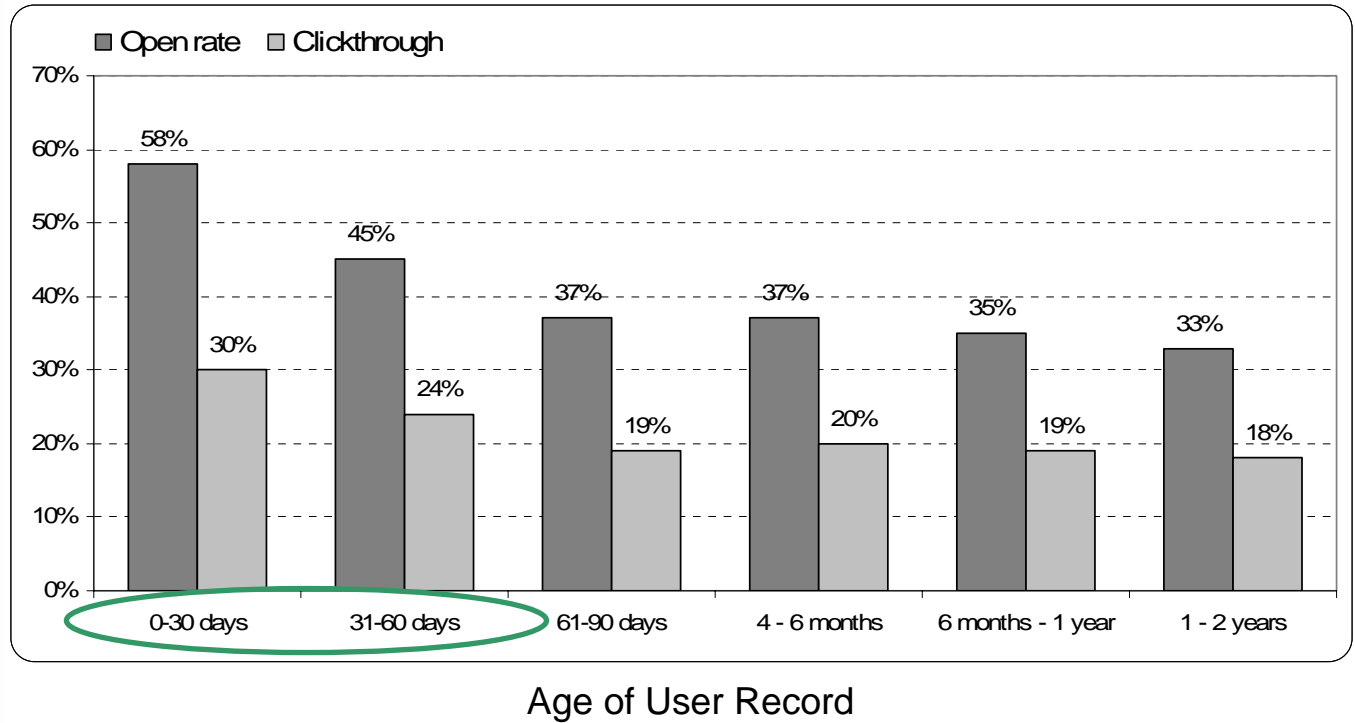
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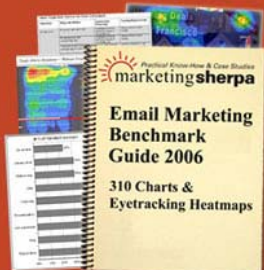


Source: MarketingSherpa and Eyetools, October 2005

Tip #3: Start Strong

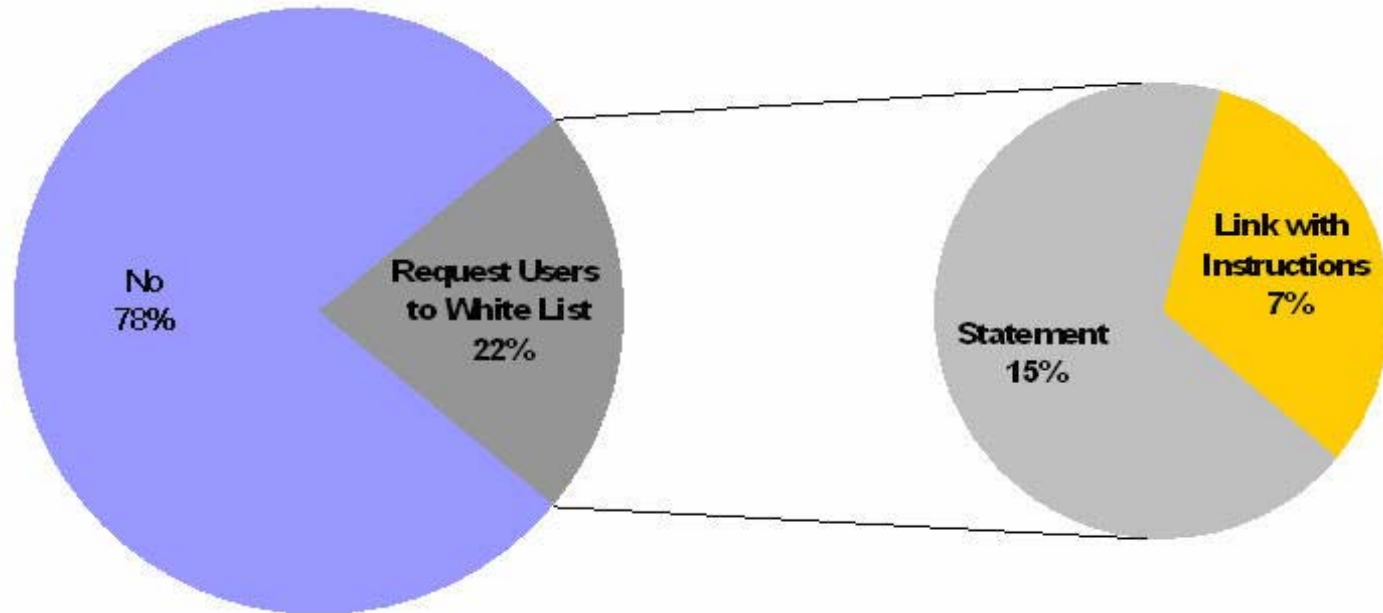


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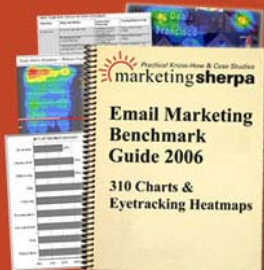


Source: InformZ for MarketingSherpa, October 2005

Tip #4: Whitelisting



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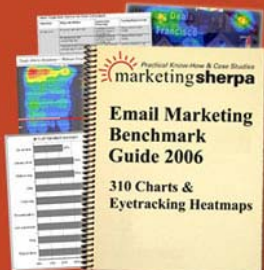
Source: Silverpop, September 2005

Tip #5: Fight list churn

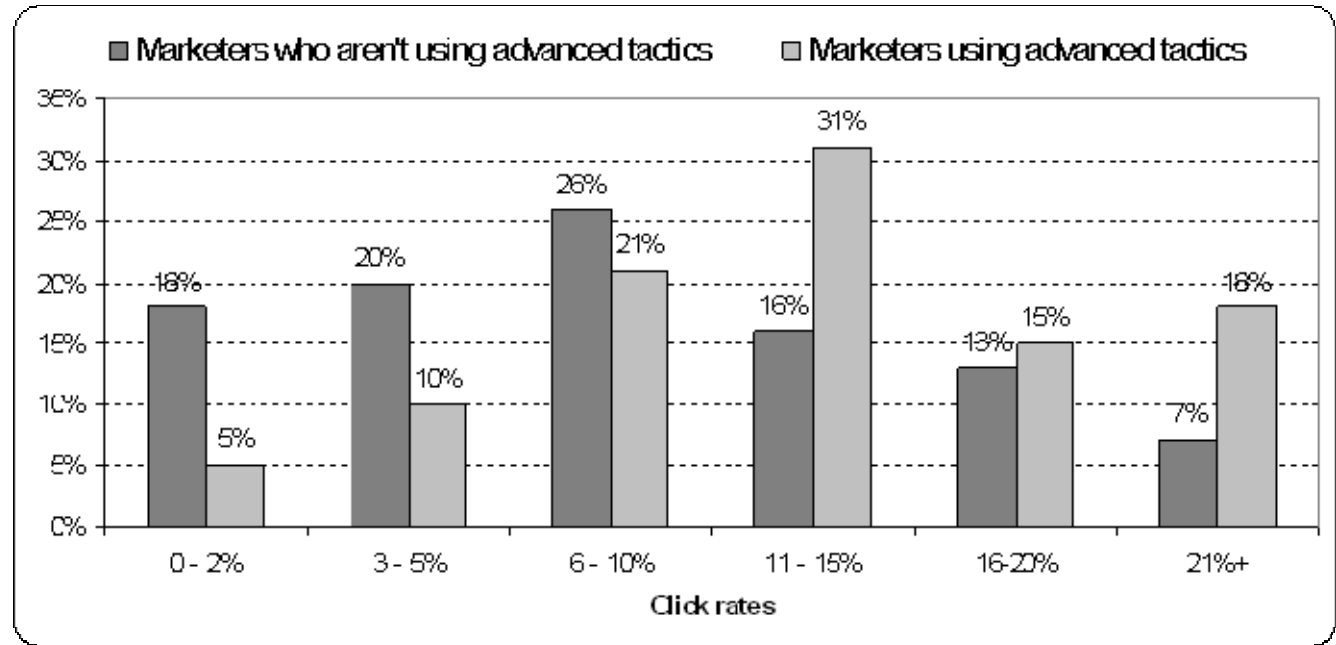
Suggestions:

1. Request alternate address at paid sign-up
2. Screen pop-up (try DHTML)
3. Go offline

Research drawn from:



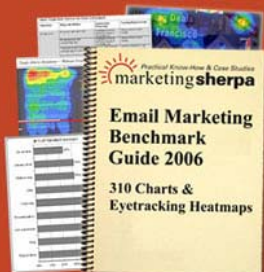
Is Email The Problem?



'Advanced' tactics: dynamic content, A/B offers testing and segmentation by user details

Source: MarketingSherpa, October 2005

Research drawn from:

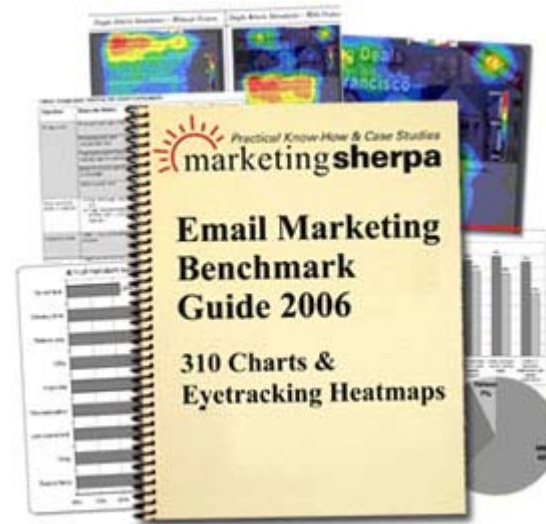


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welcomes feedback
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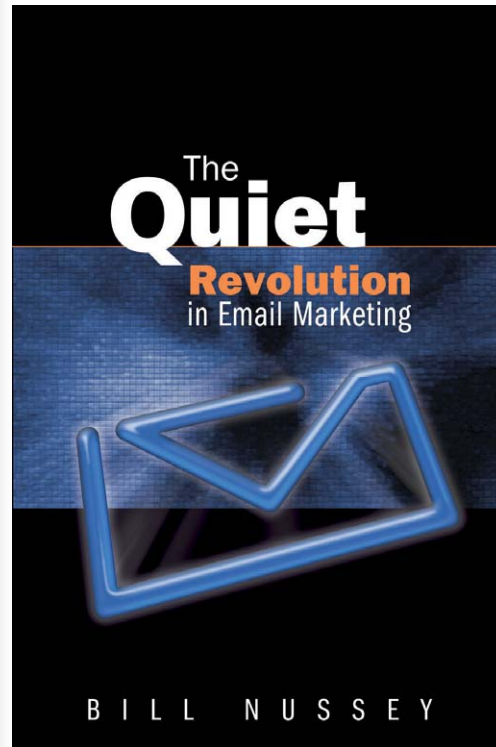
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Additional Resources for Email Best Practices



The Quiet Revolution in Email Marketing

- A first-of-its-kind resource that details the shift in email from a simple mass media tactic to a savvy marketing and customer communications channel
- More than a dozen case studies and actionable answers from leading brands (including CNN, Staples and The Bombay Company)
- An online community featuring an ongoing blog, quarterly events, a companion workbook to the book and more.

www.QuietRevolutioninEmail.com

Additional Resources for Email Best Practices

Silverpop Resource Library - Complimentary white papers on the latest industry topics, including:

- Deliverability: What the Pros Already Know
- Give Customers What They Want with Preferences

“The Digital Marketer” Silverpop monthly newsletter:

- Tips and top email marketing news so you stay ahead of the latest trends
- Analysis of new technologies and legislative developments in a marketer-friendly format

www.silverpop.com/preferences

