



New Study Results: Email Marketing Lists, Design, Tests & Deliverability for 2007

Tuesday, December 19, 2006



Anne Holland, President
MarketingSherpa, Inc.

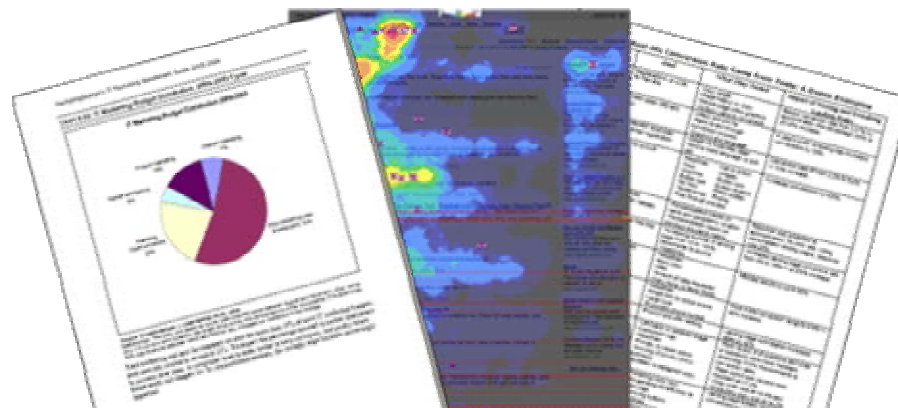


Stefan Tornquist, Research Director
MarketingSherpa, Inc.

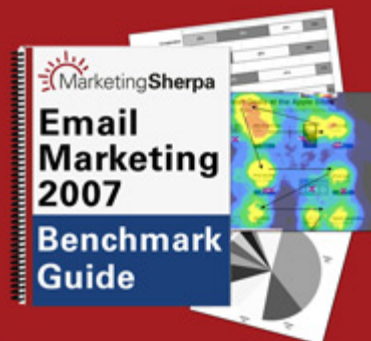
Facts not opinion: MarketingSherpa Methodology

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

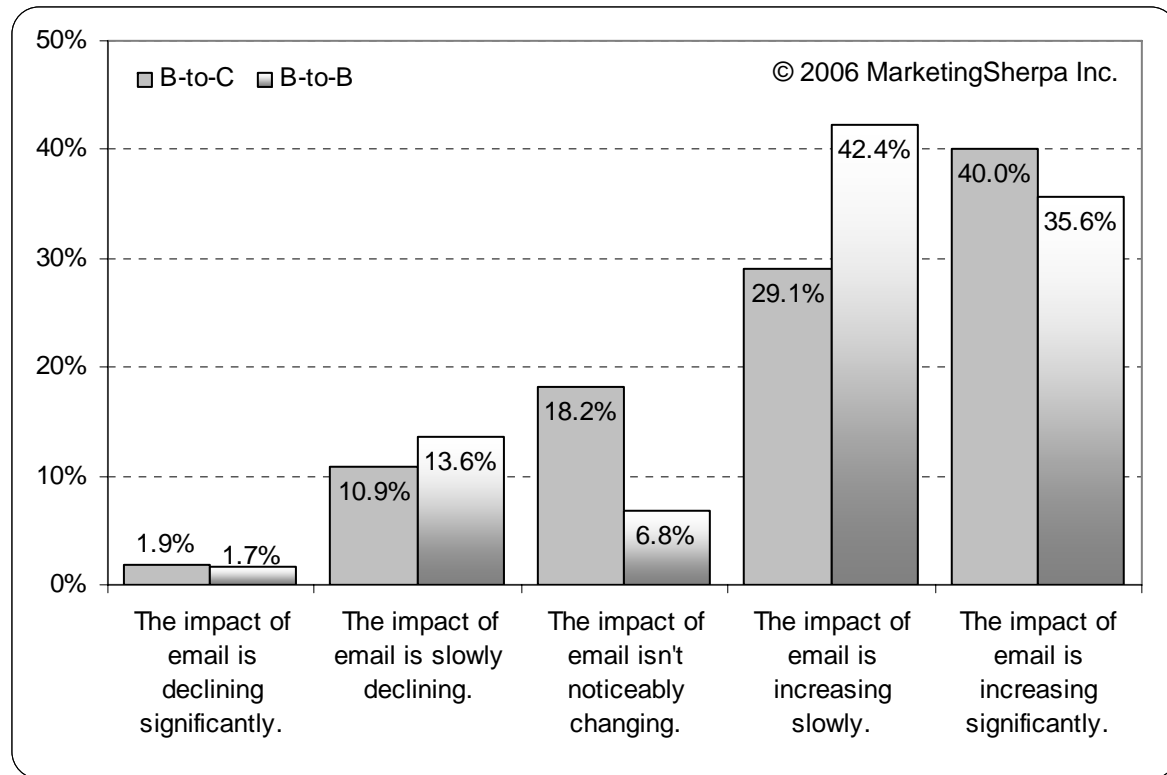
1. Survey of Email Marketers – 3,637 in November 2006
2. Lab tests and partnered research
3. “Best of” research from dozens of expert sources including research firms, usability labs, elite vendors, etc.
4. In-depth interviews for case studies – 600+



Research Drawn From:



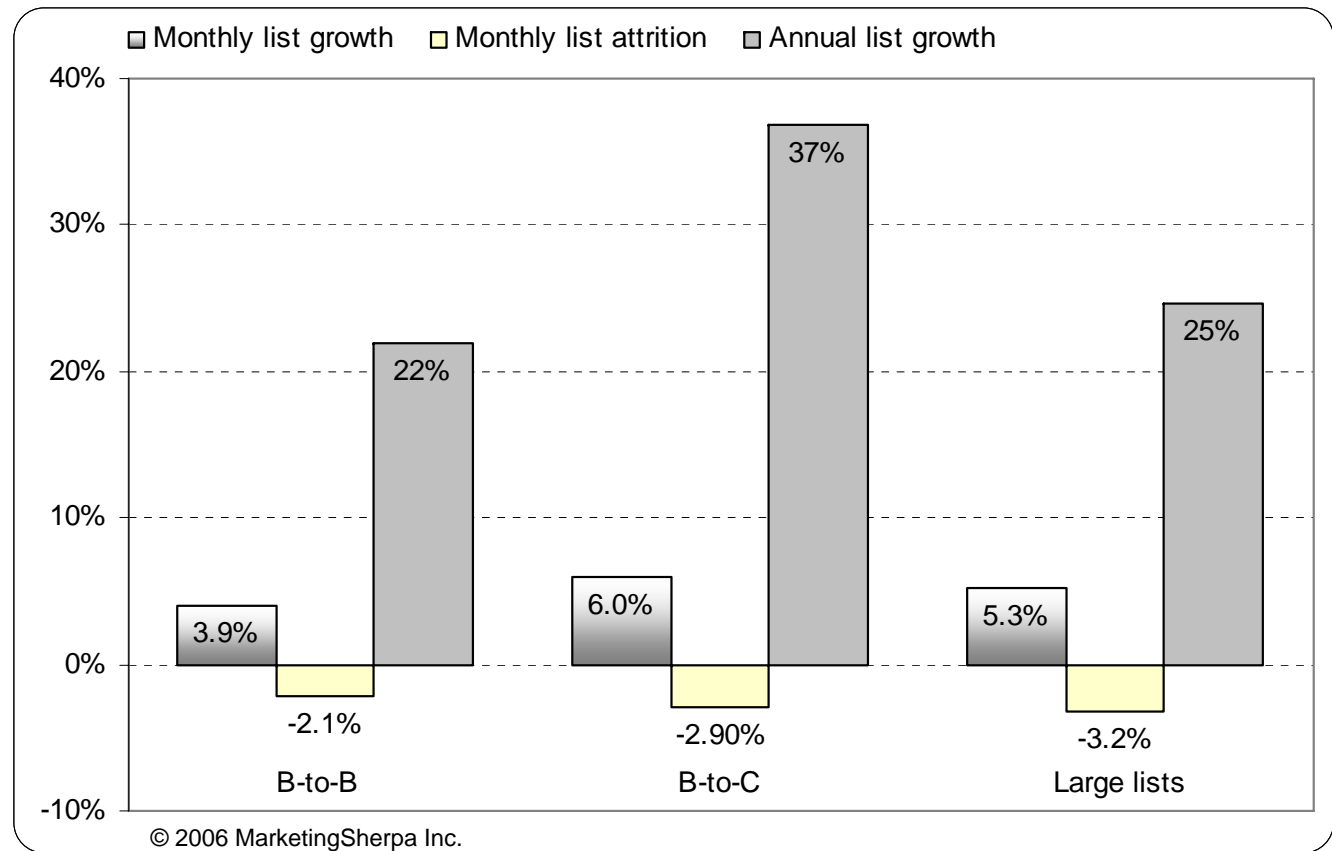
First the good news...



Research Drawn From:



#1. Growing Your List



Research Drawn From:



Test Registration/Opt-In Forms

Country: [United States](#) | [United Kingdom](#) | [Canada](#) | [Other](#)
Title:

First Name: <input type="text"/>	Last Name: <input type="text"/>
Address: <input type="text"/>	Apt/Suite/Business: <input type="text"/>
City: <input type="text"/>	State/Province: <input type="text" value="select"/>
Zip/Postal Code: <input type="text"/>	Home Phone: <input type="text"/>
E-mail Address: <input type="text"/>	Confirm E-mail Address: <input type="text"/>

Country: [United States](#) | [United Kingdom](#) | [Canada](#) | [Other](#)
Title:

First Name:

Last Name:

Address:

Apt/Suite/Business:

City:

State/Province:

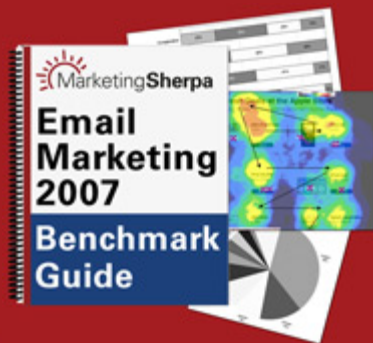
Zip/Postal Code:

Home Phone:

E-mail Address:

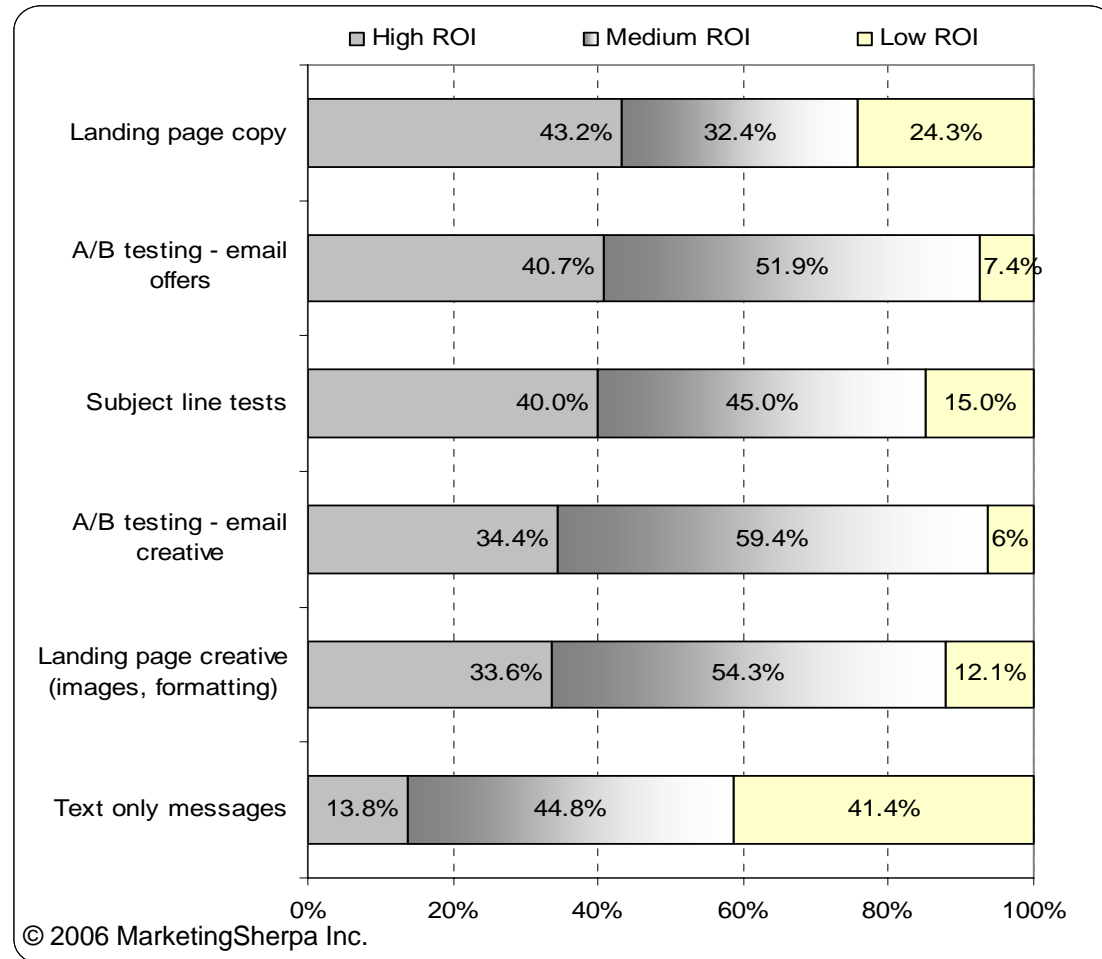
Confirm E-mail Address:

Research Drawn From:



Source: Optimost for MarketingSherpa, November 2006

#2. Tests That Work Best



Research Drawn From:



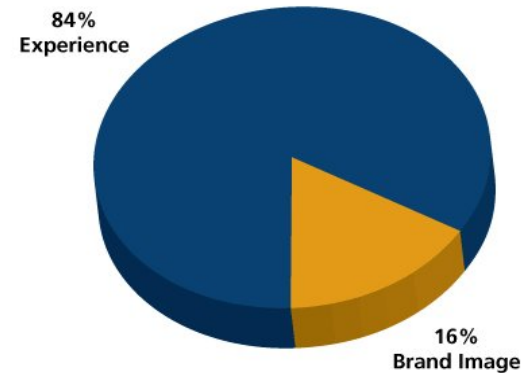
#2. Landing Page Test Example

New US study says contact still key

A brand new study released June 30 by J.D Power and Associates says that for investment firms, "personalized attention and knowing when to contact clients builds attachment." It says the "right" amount of contact averages "three to four times a year." Clients that have a higher level of commitment, whether achieved through frequent contact or through the quality of their relationship with the investment representative, are more valuable and generate more referrals.

And here's some good news for advisors who may worry about the effectiveness of their brand. As the chart shows, the client experience is paramount. And there is still lots advisors can do to make sure that experience is a good one!

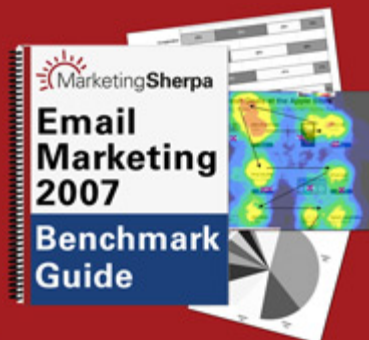
Drivers of client commitment for the full service investor industry



Source: J.D. Power and Associates, 2006 Full Service Investor Satisfaction Study.
Publisher: J.D. Power and Associates.

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Research Drawn From:



#3: Improving Delivery

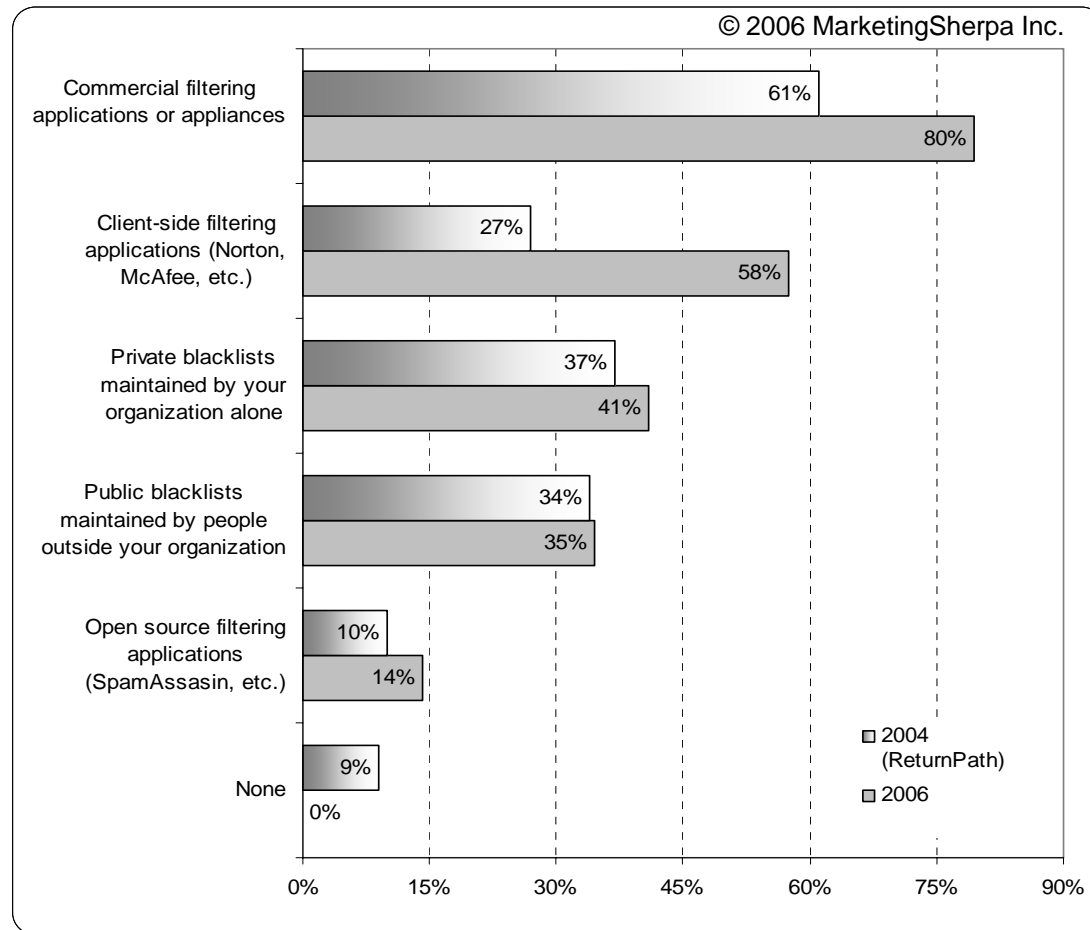
Adelphia Reputation 44% Content 56%	CompuServe Reputation 100% Content 0%	Mail.com Reputation 100% Content 0%	USA.net Reputation 78% Content 22%
AOL Reputation 100% Content 0%	Cox Reputation 50% Content 50%	MSN Reputation 32% Content 68%	Verizon Reputation 86% Content 14%
ATT Reputation 90% Content 10%	Earthlink Reputation 77% Content 23%	Netscape Reputation 88% Content 12%	Yahoo! Reputation 80% Content 20%
Bell South Reputation 97% Content 3%	Gmail Reputation 100% Content 0%	NetZero Reputation 90% Content 10%	
Cablevision Reputation 79% Content 21%	Hotmail Reputation 40% Content 60%	RoadRunner Reputation 100% Content 0%	
Comcast Reputation 85% Content 15%	Mac.com Reputation 83% Content 17%	SBC Reputation 79% Content 21%	

Research Drawn From:



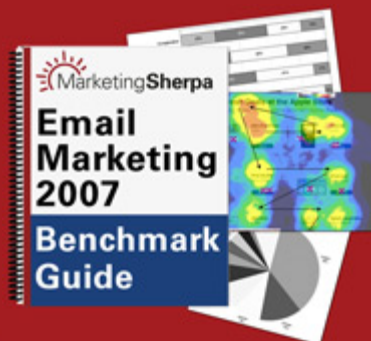
Source: ReturnPath, Sender Reputation Causes Email Delivery Issues 83% of the Time, September 2006

The B-to-B Delivery Challenge



Source: MarketingSherpa and KnowledgeStorm, Behind the Firewall: B-to-B Email, November 2006 and ReturnPath, Corporate Spam Filter Monitor Industry Study, July 2004.

Research Drawn From:



Email Reputation Management & Affiliate Marketing

Compliance Failures by Category	Total Failures	CAN SPAM Failure Rate
From Line Accuracy	574	57.40%
No Postal Address Provided	229	22.90%
Bad Unsubscribe Option	158	15.80%
Subject Line Relevancy	80	8.00%
Sent through Open Relay	1	0.10%
Sent to Harvested Email	0	0.00%
Sent to Forged Email Headers	3	0.30%

Source: Lashback Inc. for MarketingSherpa, November 2006

Research Drawn From:



#4. Improving Design

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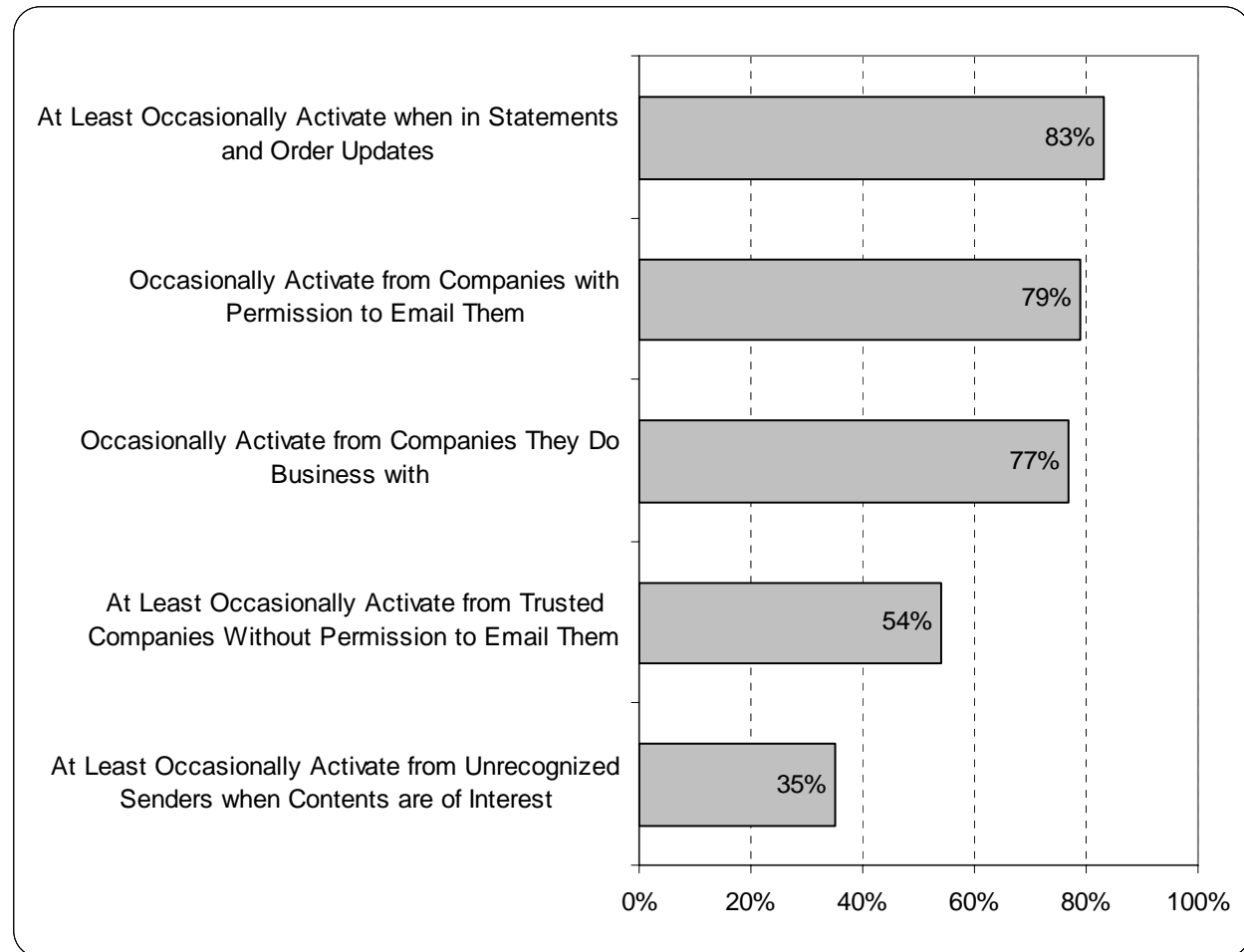
Research Drawn From:



Source: MarketingSherpa and Eyetools, November 2006

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Are Consumers Viewing Images?

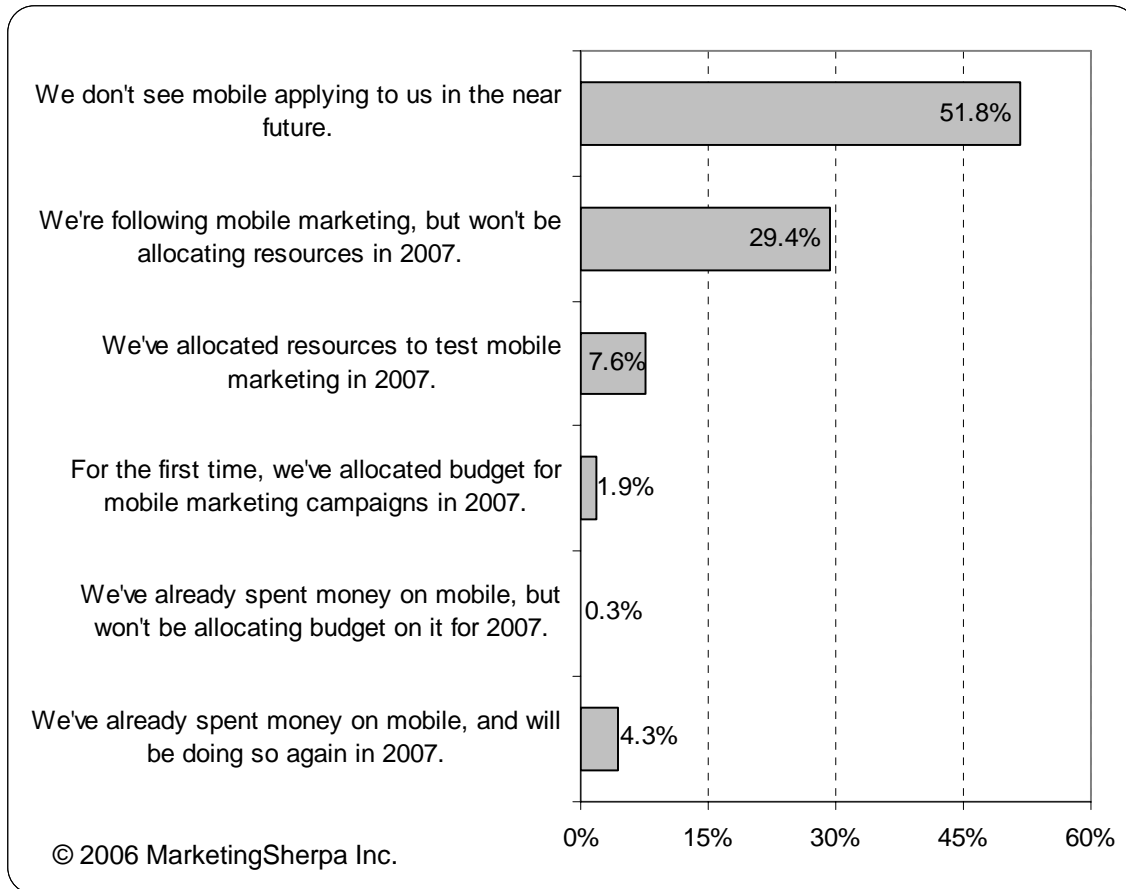


Research Drawn From:



Source: Epsilon, Default Image Suppression's Effect on Consumers and Marketers, September 2006

#5. Is Mobile Marketing in Your Near Future?



Research Drawn From:



#5. Deep Fried Mobile Goodness



Research Drawn From:

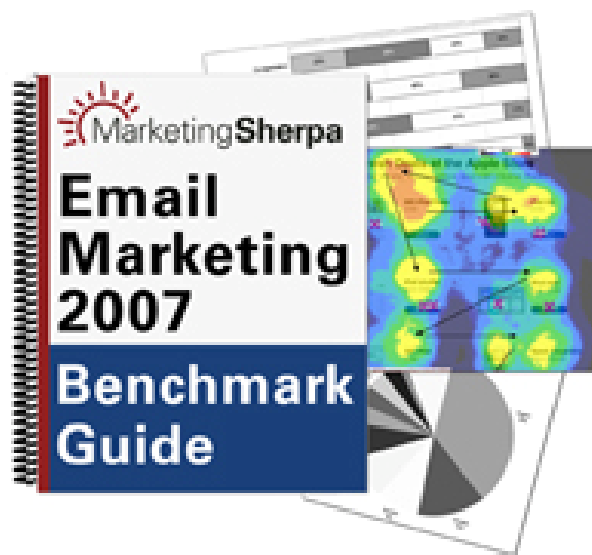


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