

MarketingSherpa Annual Teleseminar:  
“New Email Marketing Research Results”

February, 2006

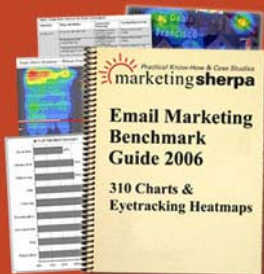
Anne Holland, Publisher, MarketingSherpa  
Stefan Tornquist, Research Director, MarketingSherpa

# Facts not Opinion: MarketingSherpa Methodology

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

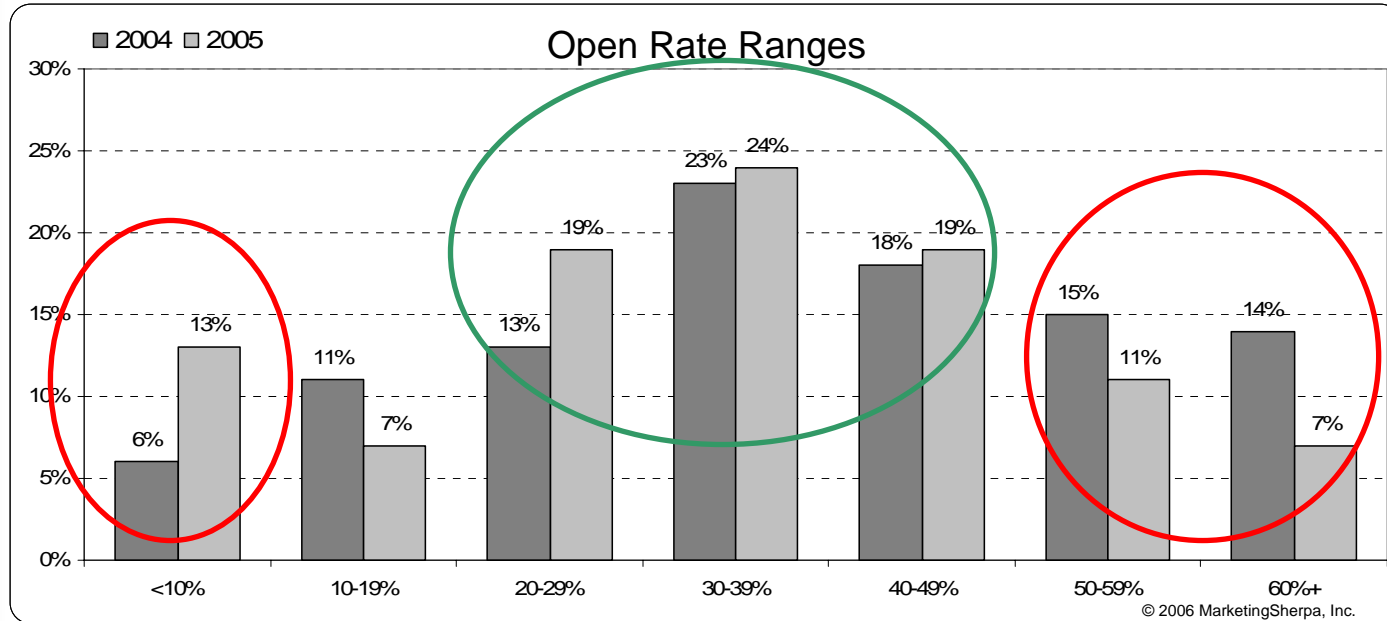
1. Survey of Email Marketers – 1,927 in October 2005
2. In-depth interviews for case studies – 500+
3. Lab tests and partnered research
4. “Best of” research from dozens of expert sources including research firms, usability labs, elite vendors, etc.

Research drawn from:



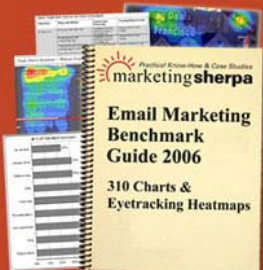
# Open Rates Are Falling

## Open Rates



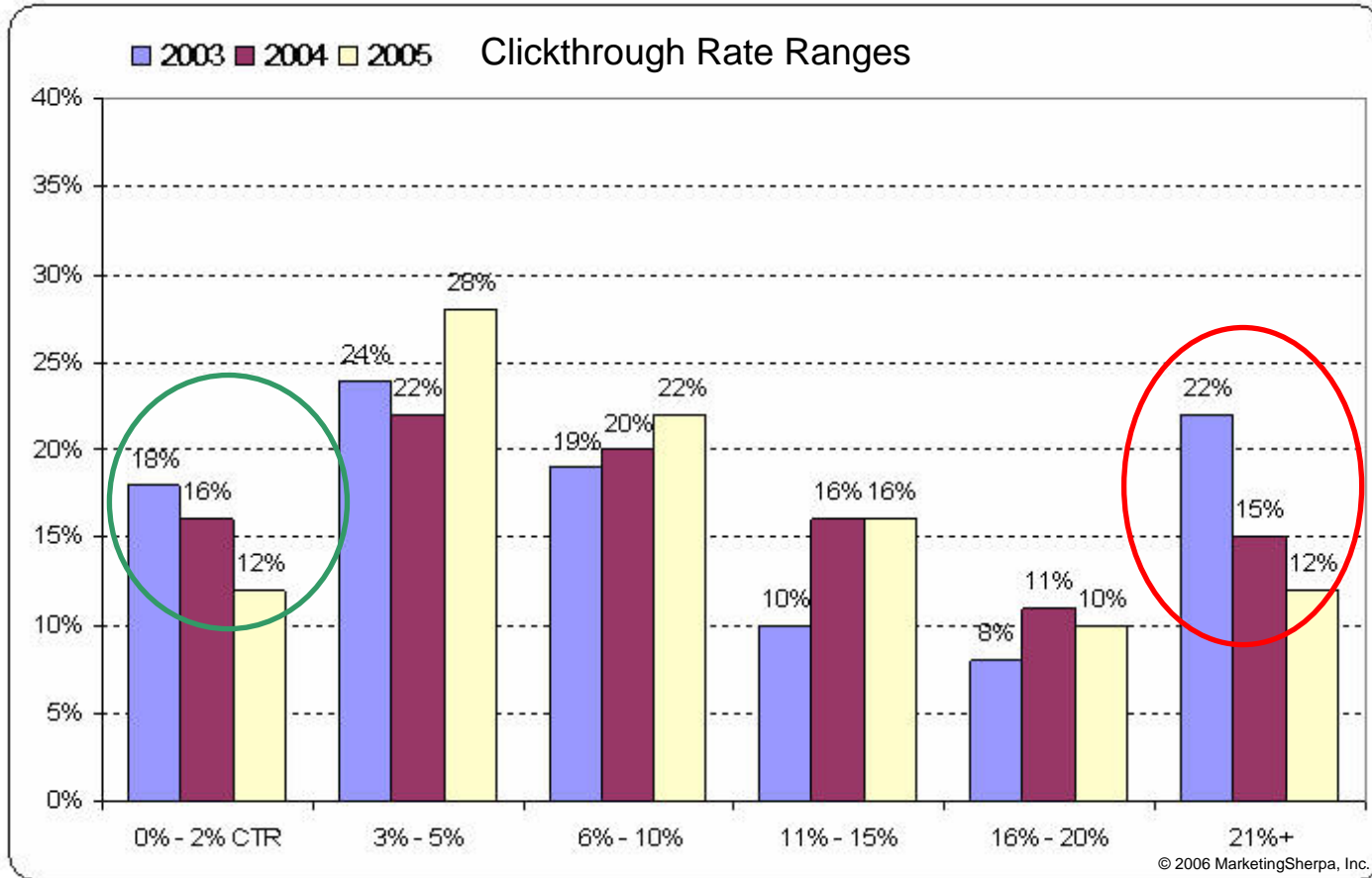
Source: MarketingSherpa, October 2005

Research drawn from:



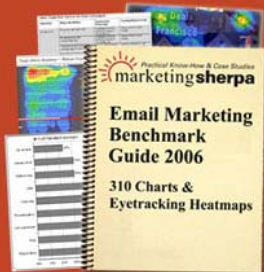
# Clickthrough Rates Are Stable

## Clickthrough Rates



Source: MarketingSherpa, October 2005

Research drawn from:



# Conversion Rates Are Up

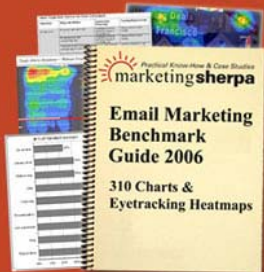
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Click to purchase – UP 28%

Orders per email delivered – UP 18%

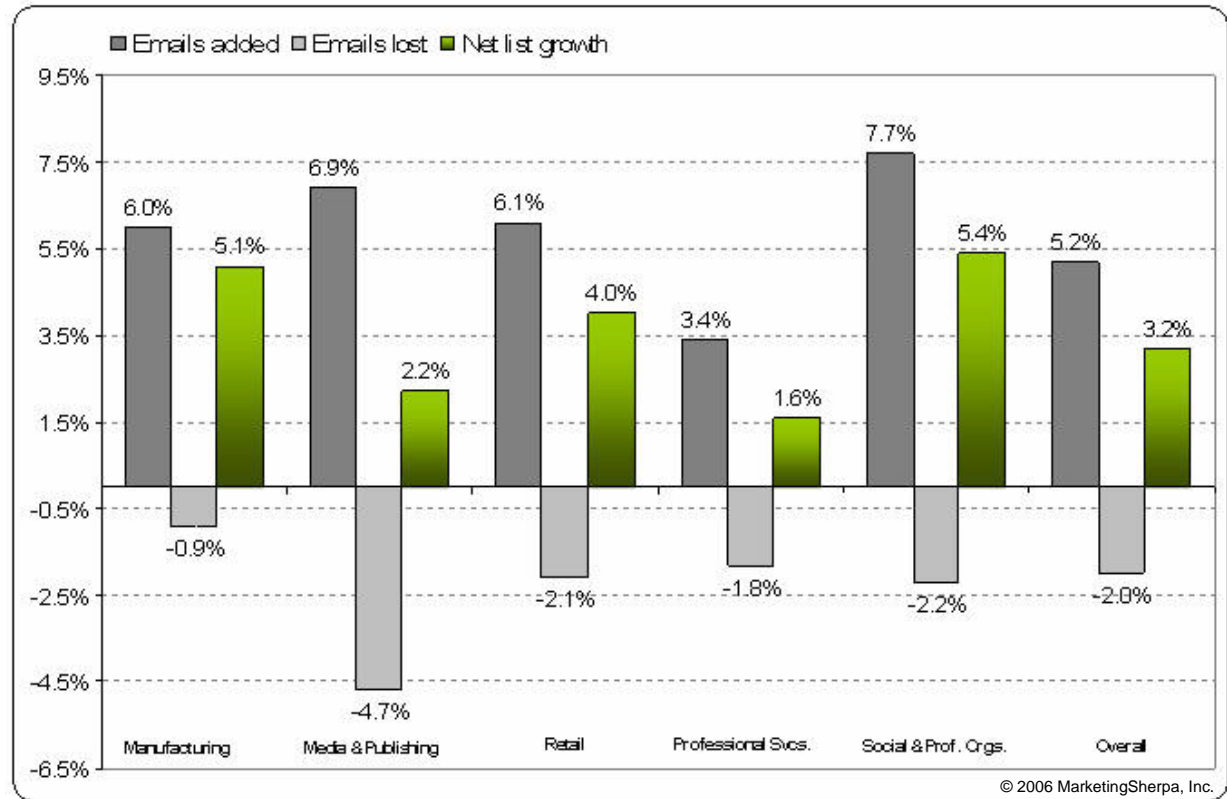
Reported conversion rates – UP slightly

Research drawn from:



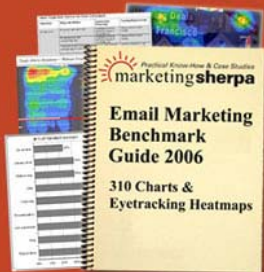
**Source: MarketingSherpa, October 2005 and DoubleClick Q2 Email Trends Report**

# The Email Audience Hasn't Peaked

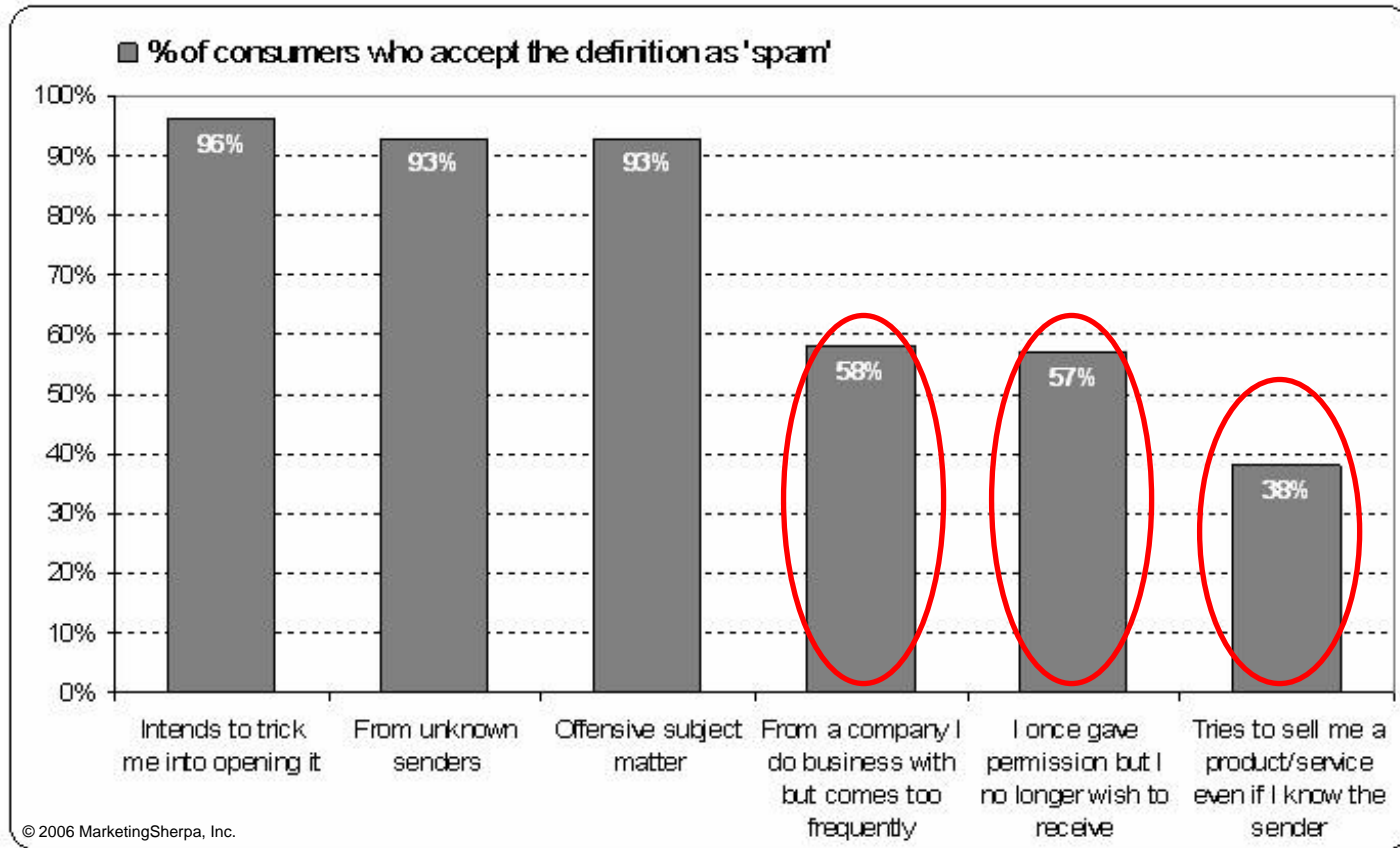


Source: ExactTarget, October 2005

Research drawn from:

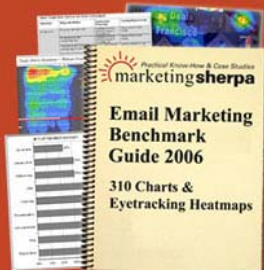


# How Do We Define Spam?



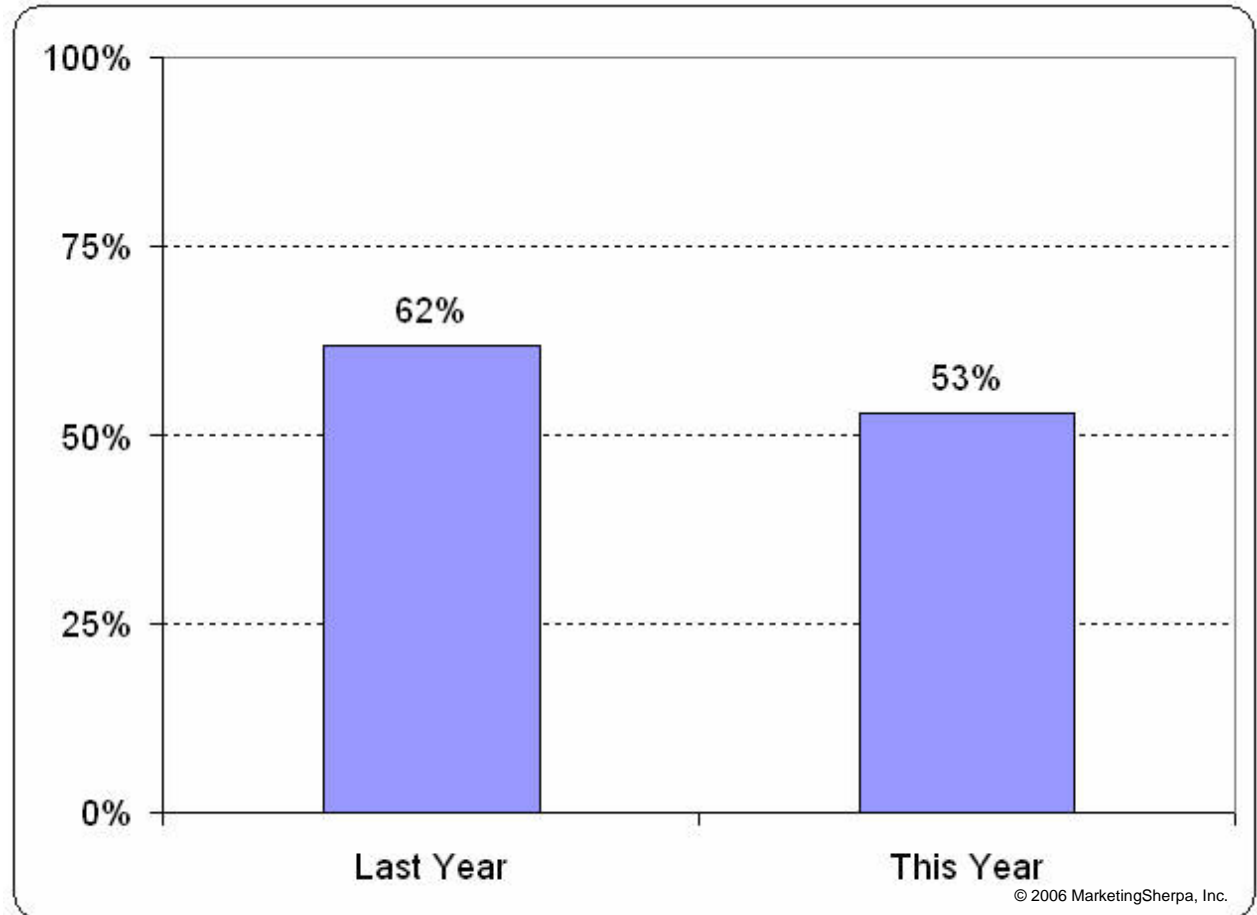
Source: DoubleClick, June 2005

Research drawn from:



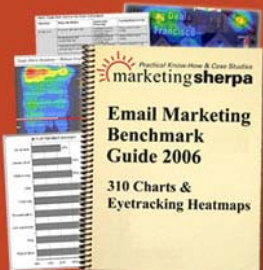
# How Much Does Spam Bother Us?

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



Source: Pew Internet & American Life Project 2005

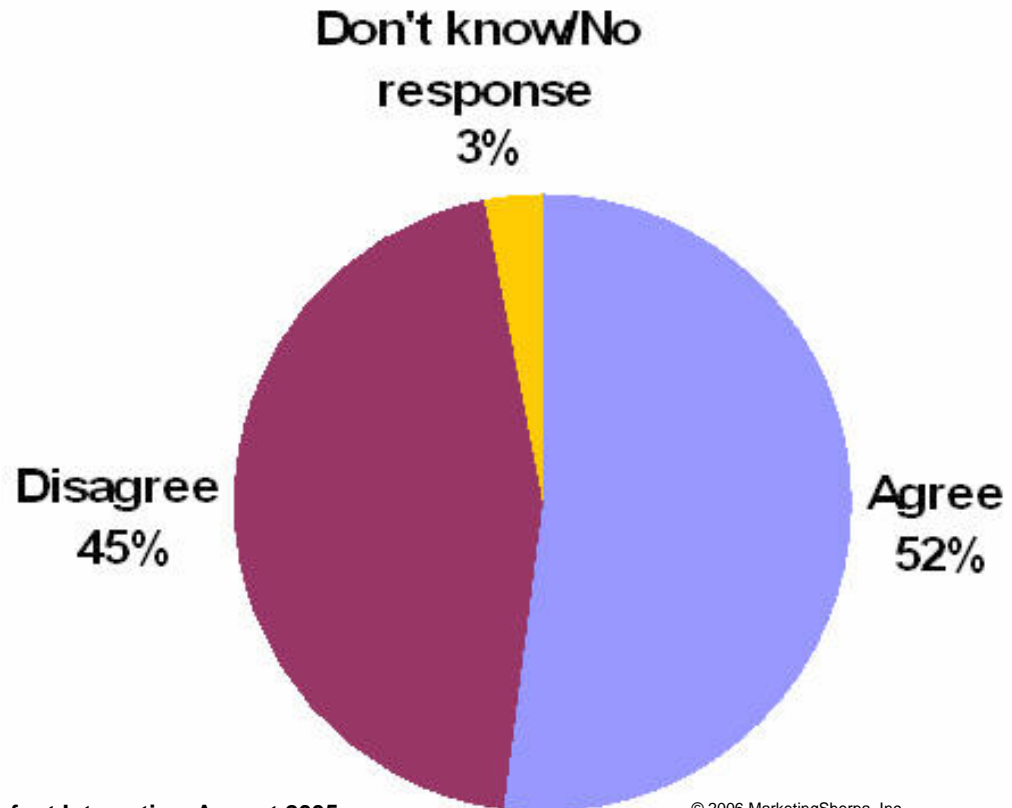
Research drawn from:





# Are People Aware Of False Positives?

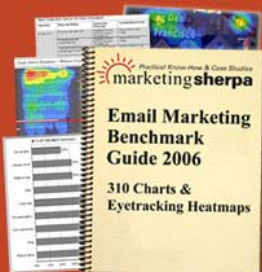
‘I routinely check my spam/junk folder for legitimate messages.’



Source: Bigfoot Interactive, August 2005

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Research drawn from:



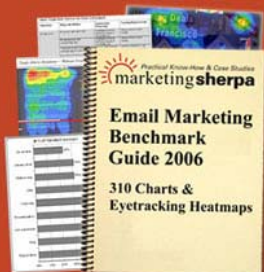
# Impact of Segmentation

Audience Size	Segmented		Not Segmented	
	Opens	Clicks	Opens	Clicks
< 5K	50.50%	11.70%	5.60%	0.60%
5K – 10K	48.80%	9.00%	3.90%	0.30%
10K – 50K	28.50%	7.60%	4.00%	0.50%
50K – 100K	13.40%	4.00%	3.70%	0.80%
> 100K	13.10%	1.10%	3.50%	0.20%
Averages	30.86%	6.68%	4.14%	0.48%

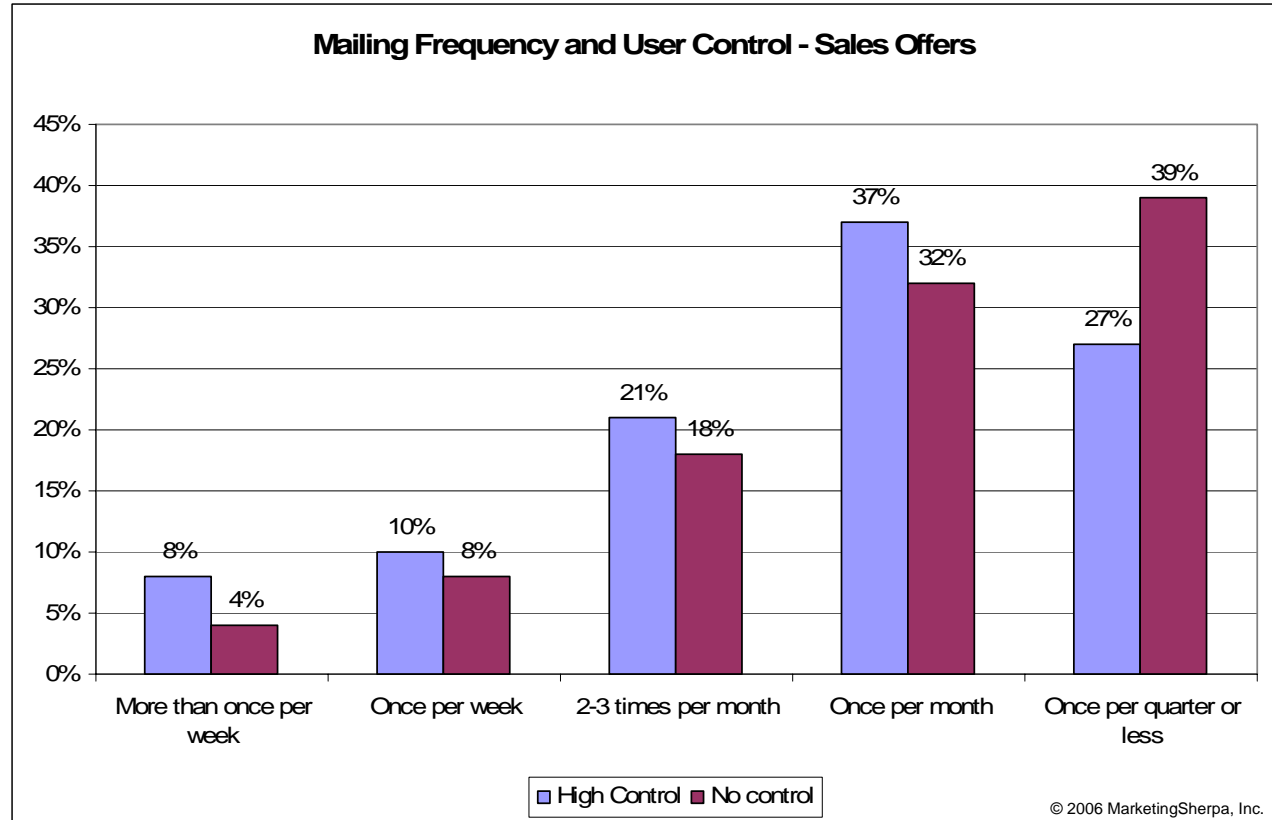
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**Source: Topica for MarketingSherpa, October 2005**

Research drawn from:

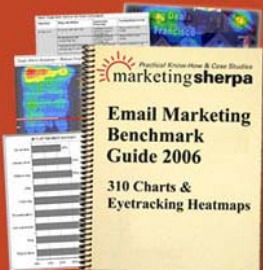


# We Mail Too Often! Or Do We?



Source: MarketingSherpa, October 2005

Research drawn from:

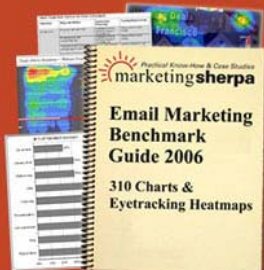


## Tip #1: Test Frequency

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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.

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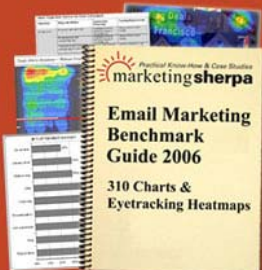
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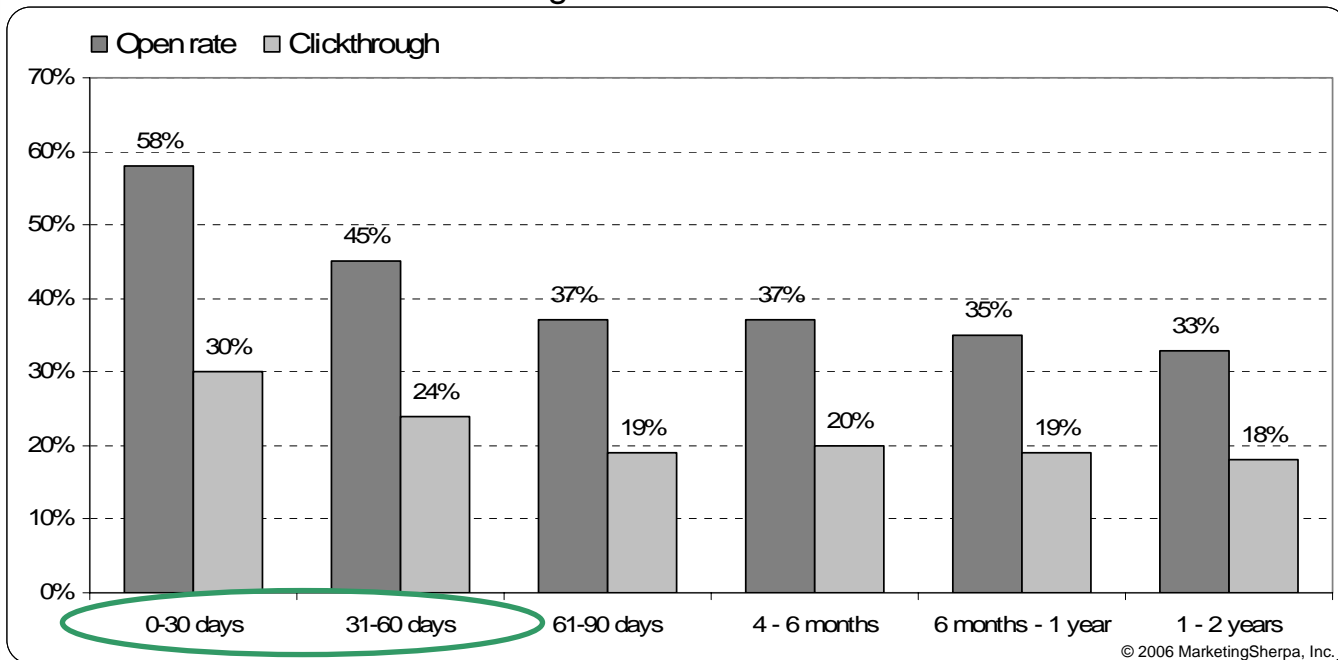
Research drawn from:



Source: MarketingSherpa and Eyetools, October 2005

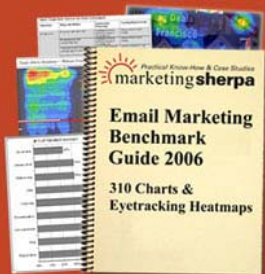
# Tip #3: Start Strong

Age of User Record

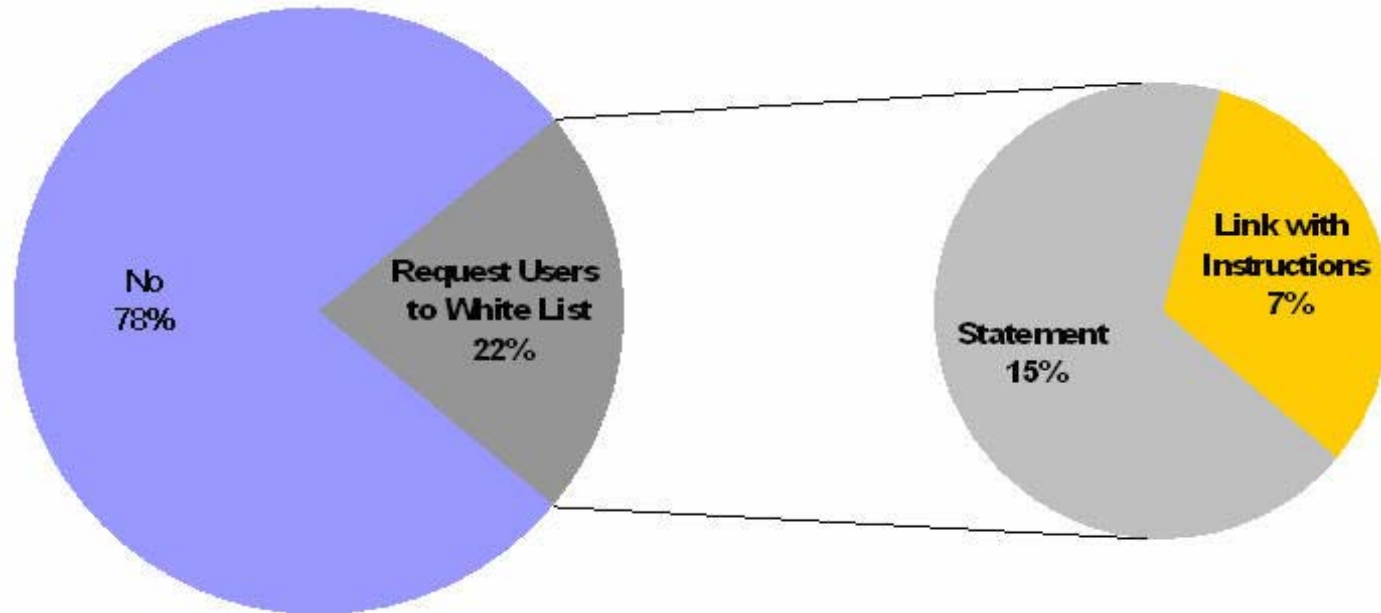


Source: InformZ for MarketingSherpa, October 2005

Research drawn from:



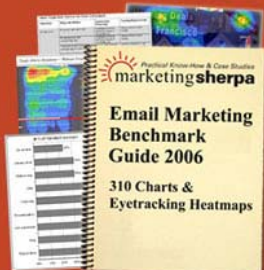
# Tip #4: Whitelisting



Source: Silverpop, September 2005

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Research drawn from:



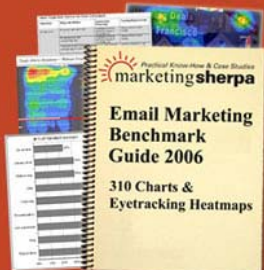
## Tip #5: Fight list churn

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### Suggestions:

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

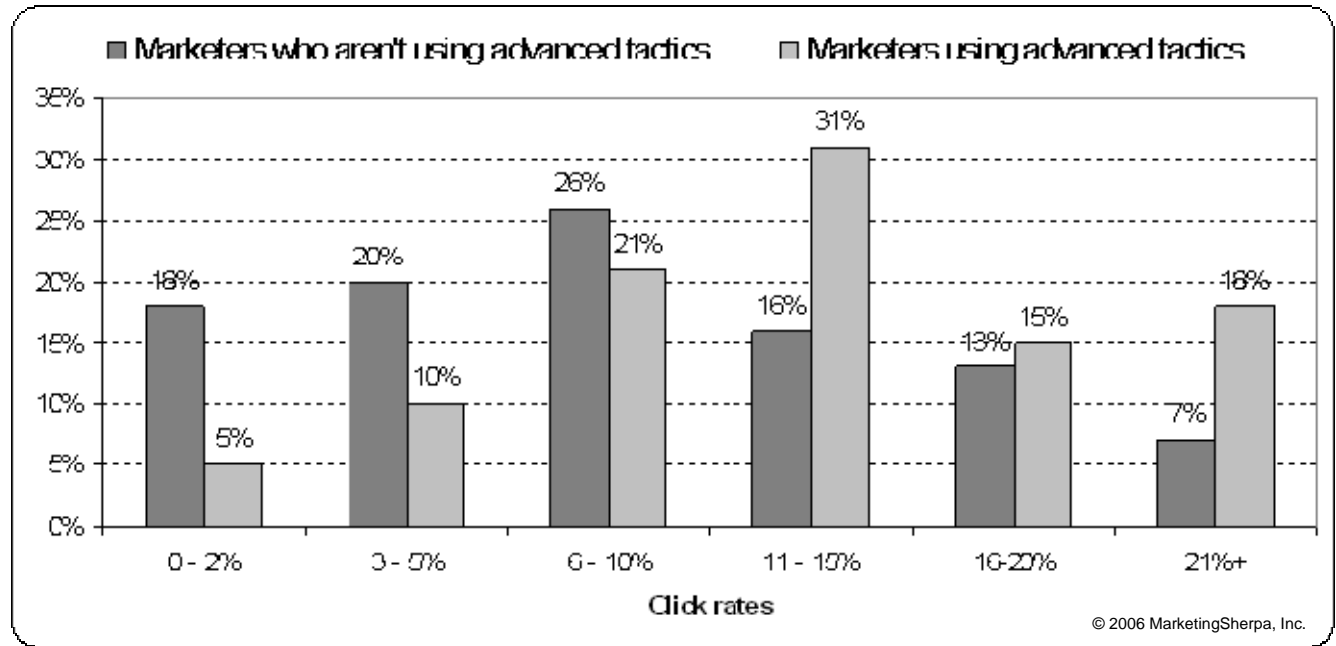
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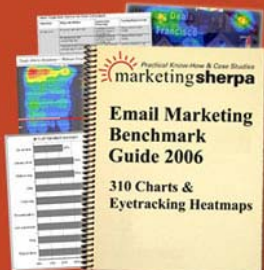
# Is Email The Problem?

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



Source: MarketingSherpa, October 2005

Research drawn from:

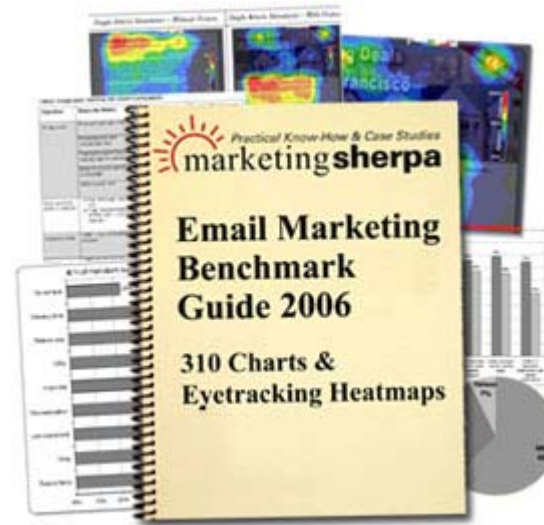


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Our research team  
welcomes feedback  
and/or questions.

Stefan Tornquist,  
Research Director  
[StefanT@Marketing  
Sherpa.com](mailto:StefanT@MarketingSherpa.com)

MarketingSherpa, Inc.  
499 Main Street  
Warren, RI 02885  
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  - Best Personalized 'Triggered' campaign
  - Best Viral Email
  - ... and even Best SIG!

Your deadline — March 31<sup>st</sup>:  
<http://EmailAwards.MarketingSherpa.com>



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