

# Email 2008: Top 10 Research Findings and Practical Ways to Increase Email Performance

December 19<sup>th</sup>, 2007



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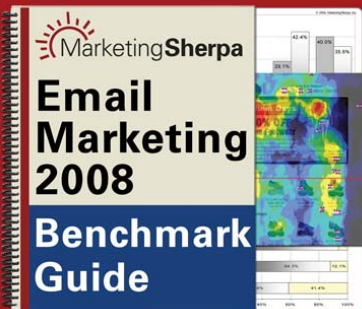
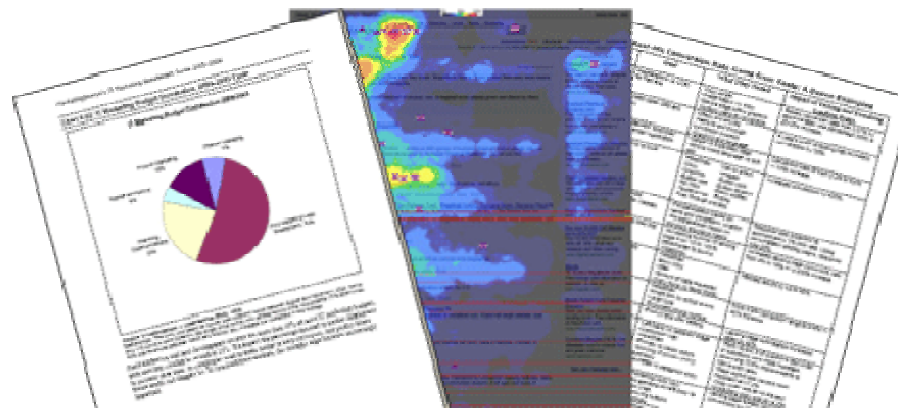


**Tim McAtee**  
Senior Analyst, MarketingSherpa, Inc.

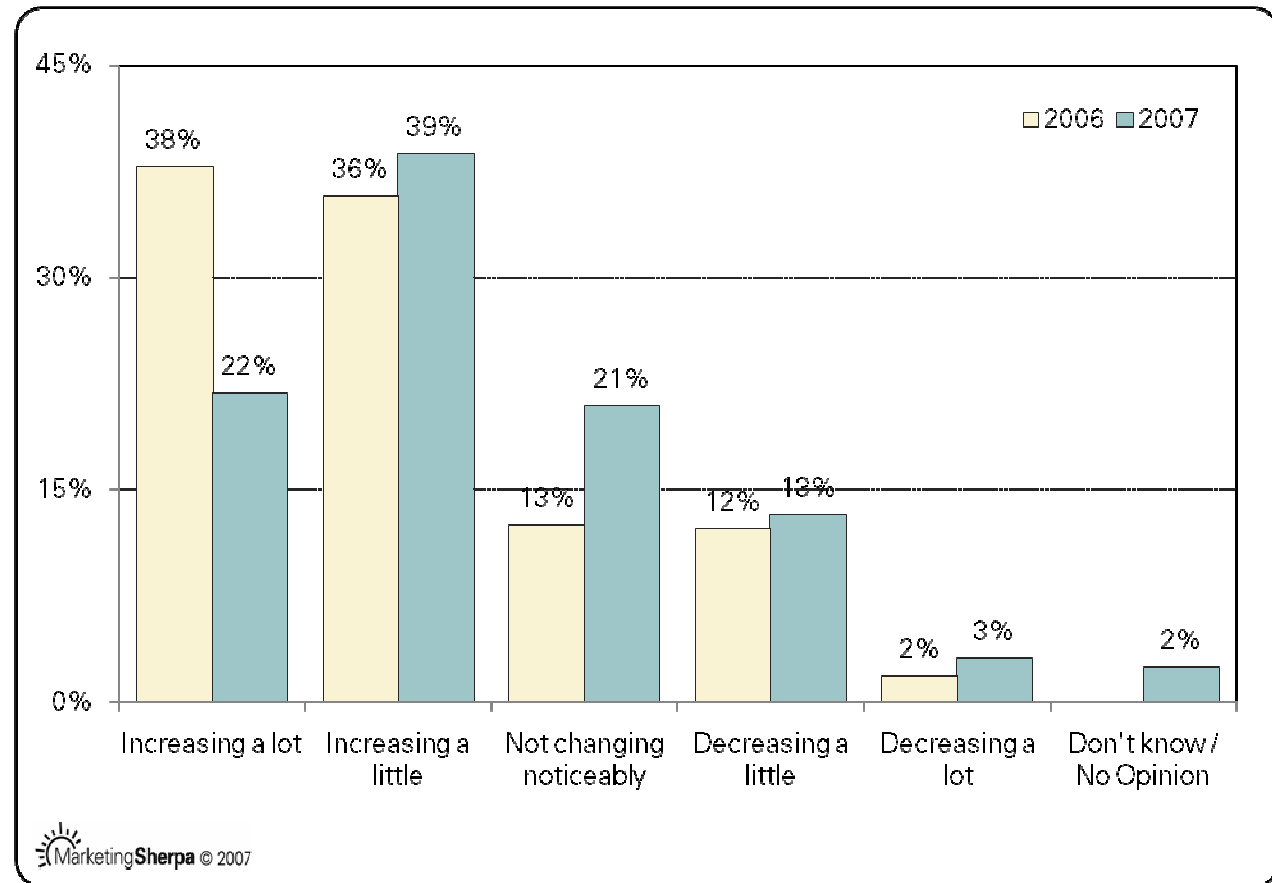
# Based on Real-life Data: MarketingSherpa Methodology

Our research comes from 5 sources:

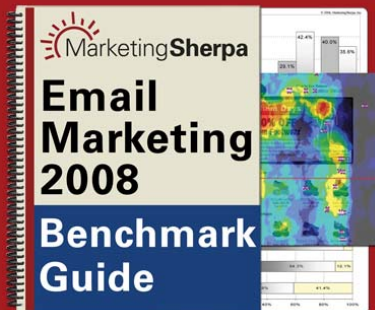
1. Survey of 1,210 Email Marketers & Agency Pros
2. Surveys of Consumers & Biz Execs
3. Lab tests and Partnered Research
4. Sherpa Case Studies – 800+
5. “Best of” Data from 500+ Research Orgs.



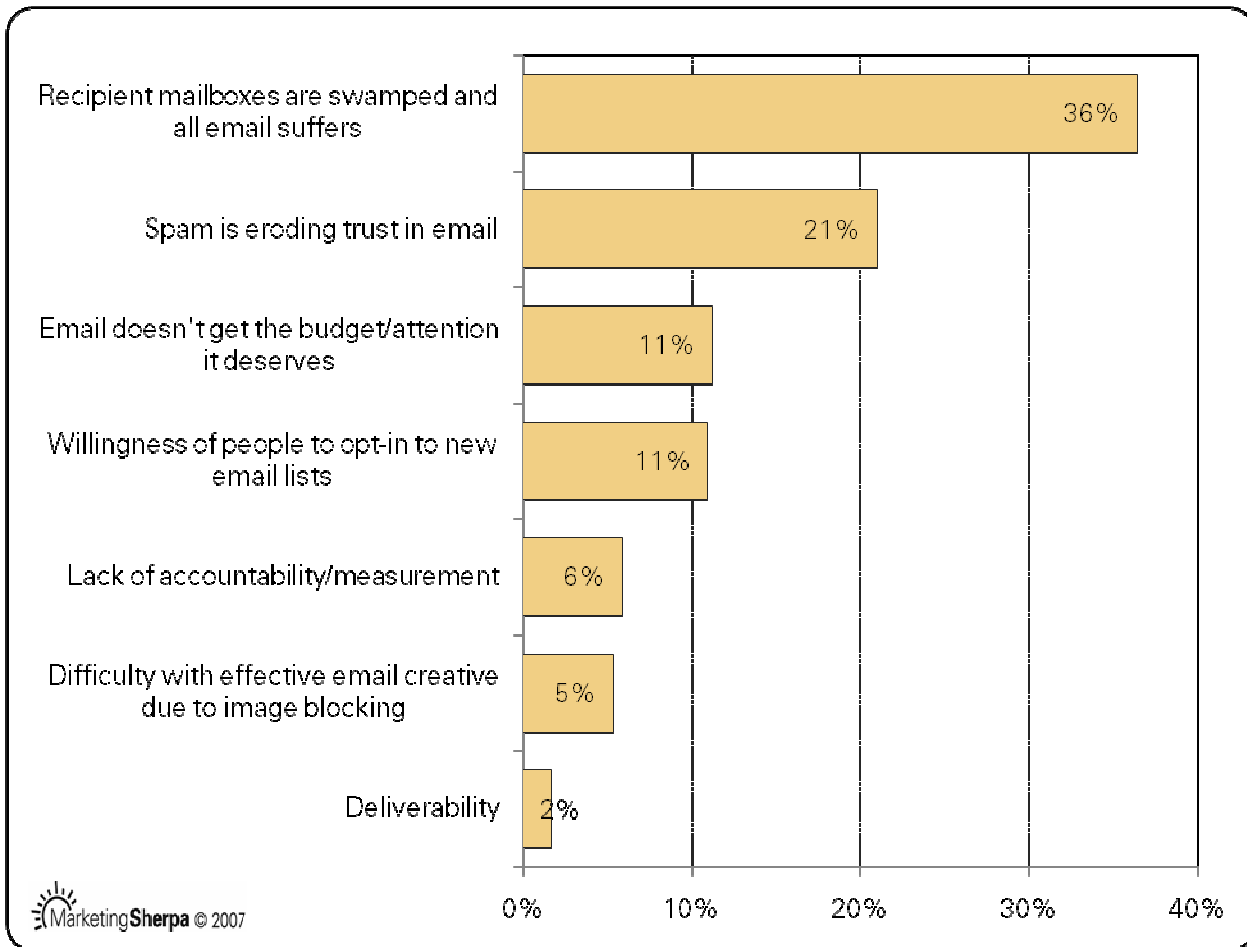
# 1. The Changing Impact of Email



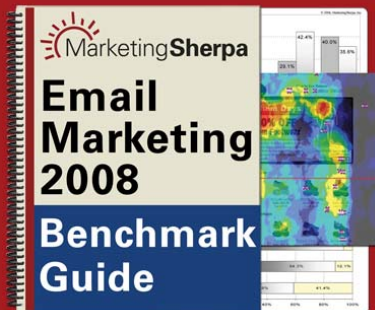
Source: MarketingSherpa, Email Marketing Benchmark Survey, November 2007



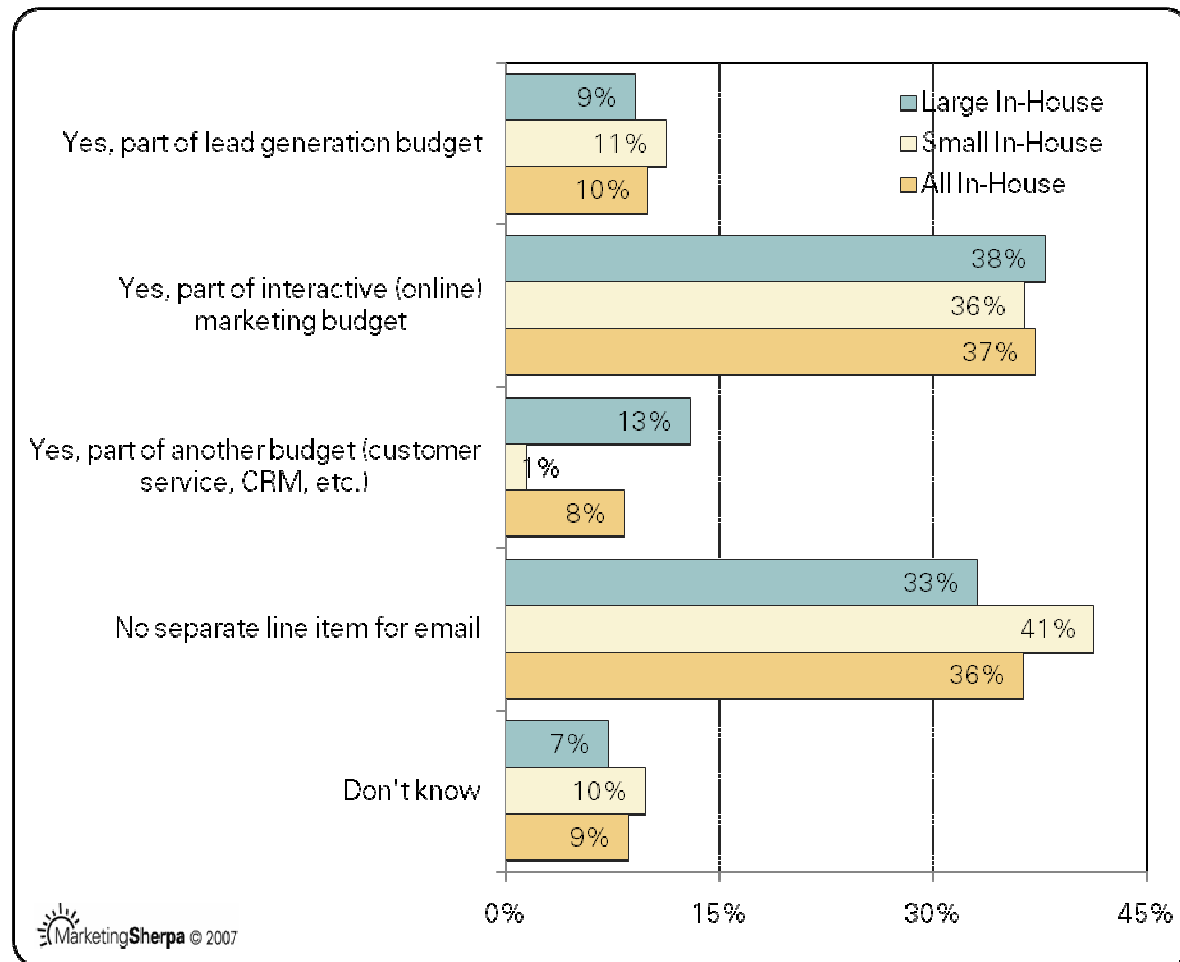
## 2. Top Challenges to Email



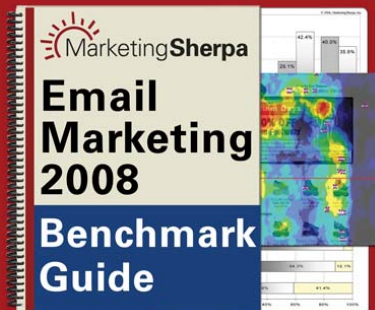
Source: MarketingSherpa, Email Marketing Benchmark Survey, November 2007



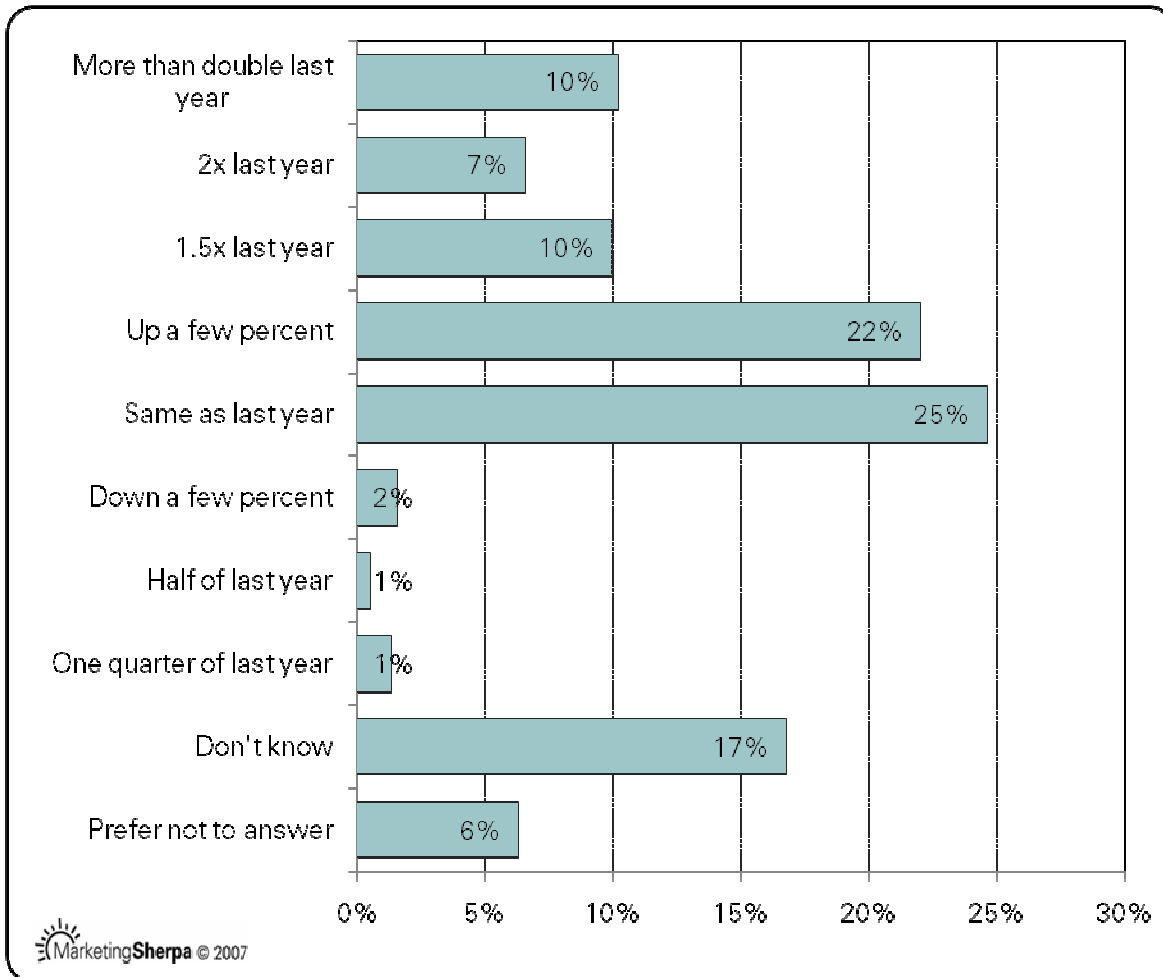
# 3. Where Does Email Live?



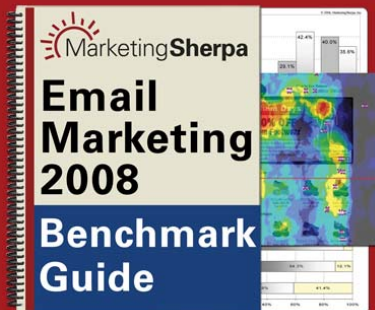
Source: MarketingSherpa, Email Marketing Benchmark Survey, November 2007



# 4. Email Spending 2008

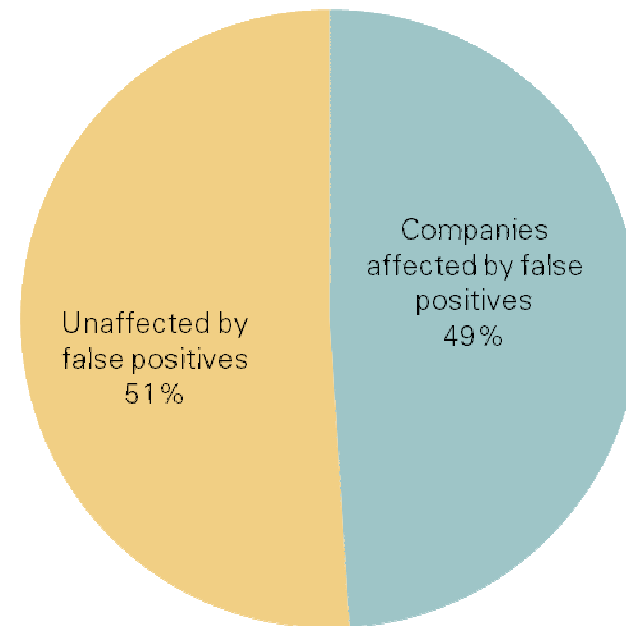


Source: MarketingSherpa, Email Marketing Benchmark Survey, November 2007



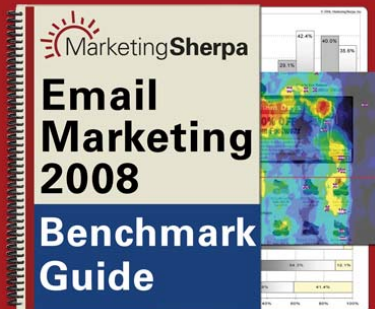
# 5. Avoiding False Positives

100 consumer and business emailers - 49 were affected by false positives.

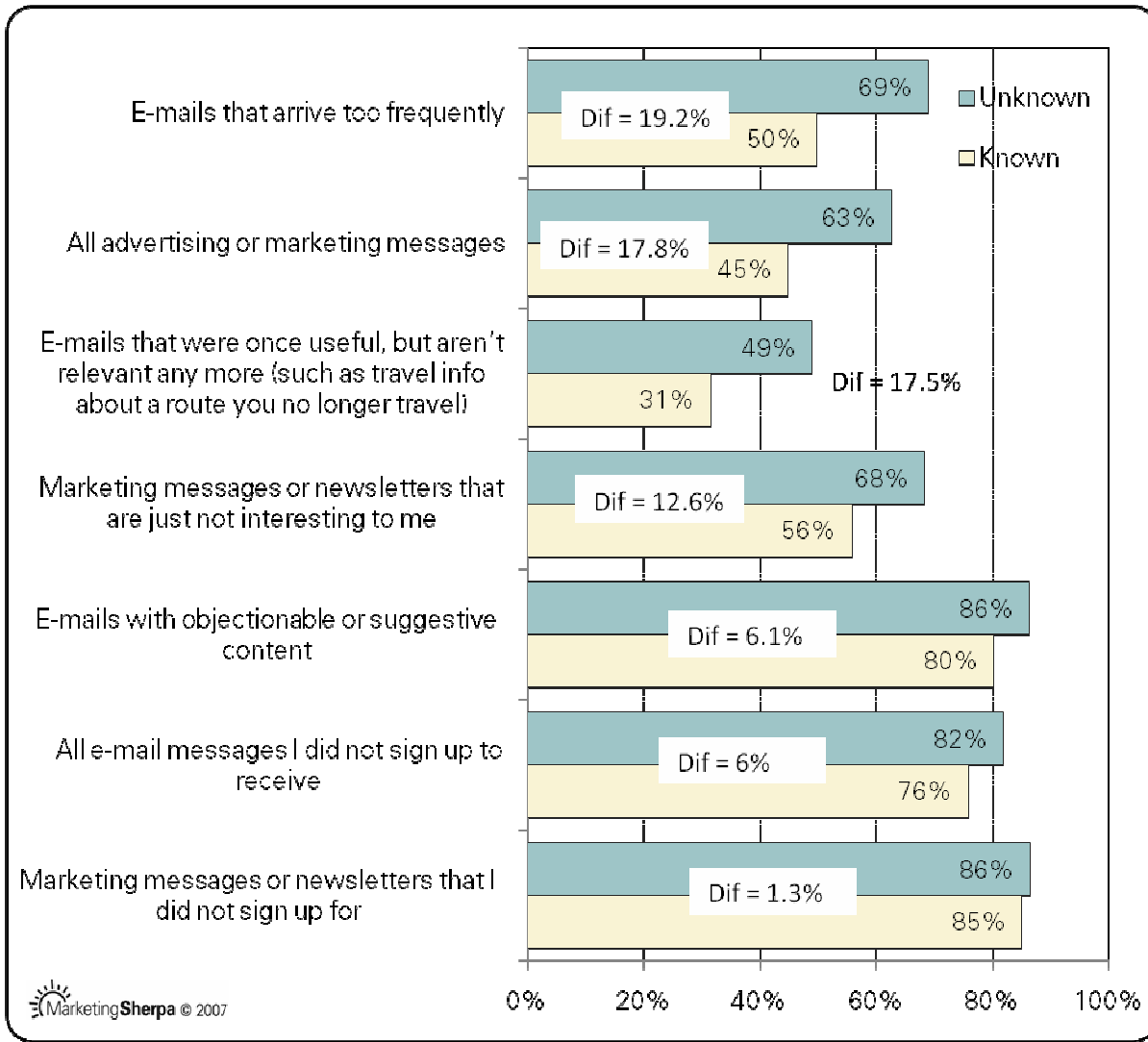


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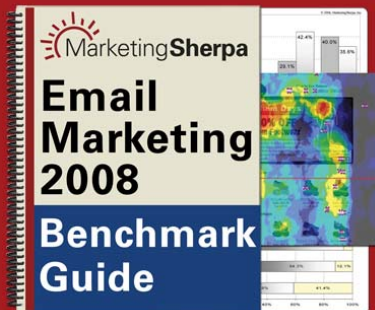
Source: MarketingSherpa and Pivotal Veracity, *Emailer Practice and False Positive Study*, November 2007



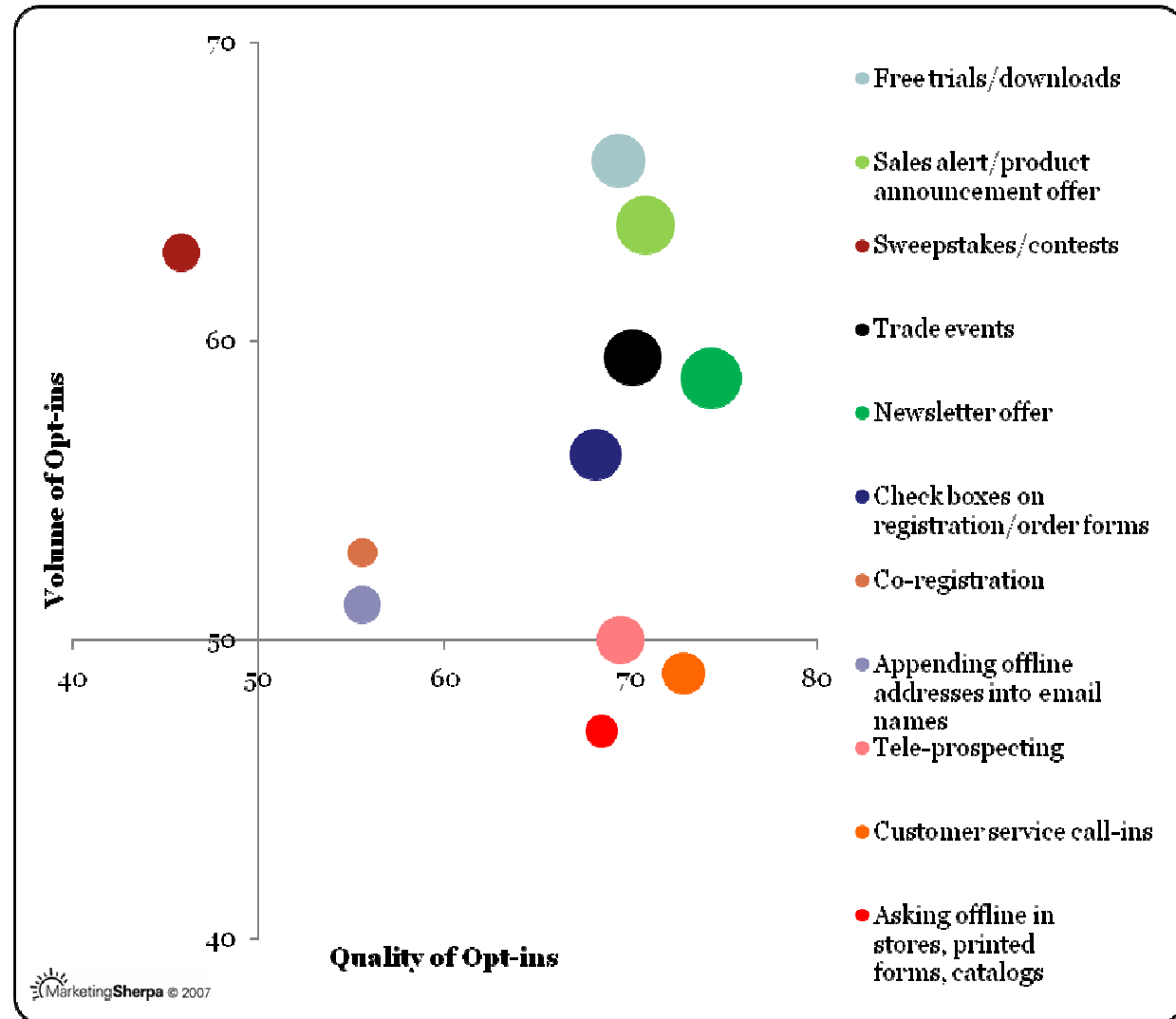
# 6. What's in an Email? Spam?



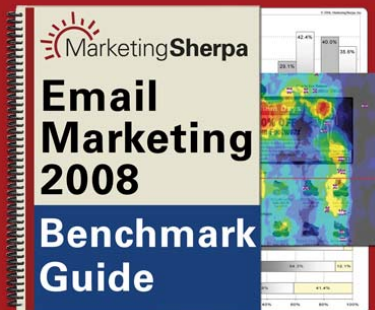
Source: MarketingSherpa and Q Interactive, September - November 2007



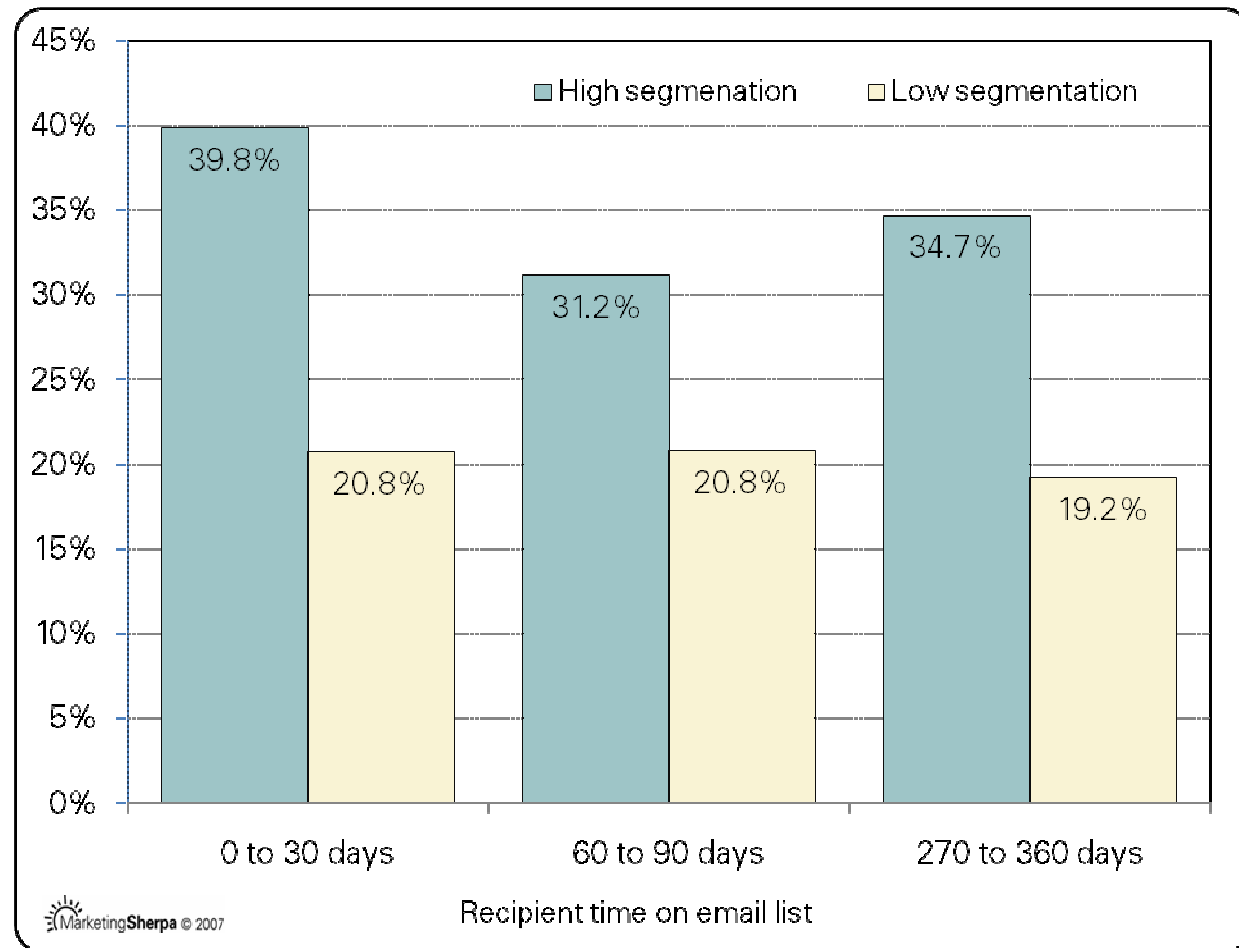
# 7. Opt-in Sources: Volume v Quality



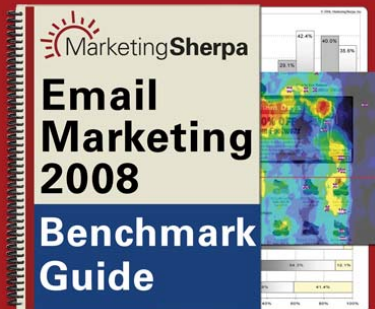
Source: MarketingSherpa, Email Marketing Benchmark Survey, November 2007



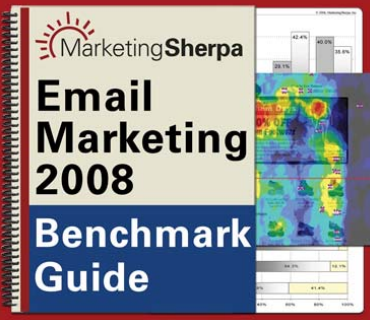
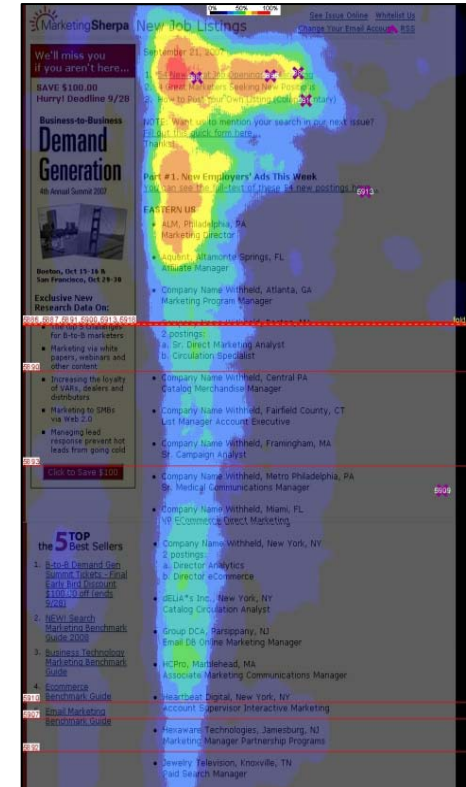
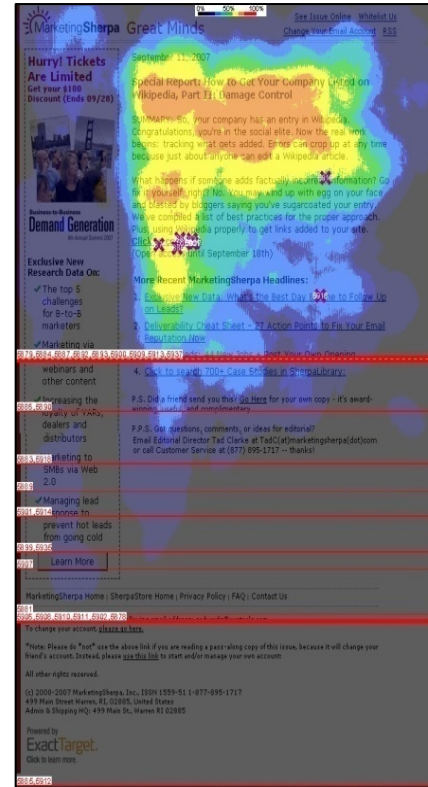
# 8. The Impact of Segmentation



Source: MarketingSherpa and EmailLabs, November 2007

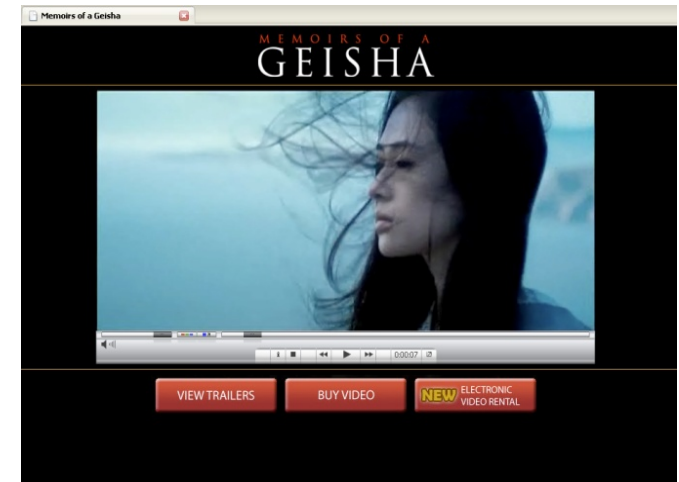
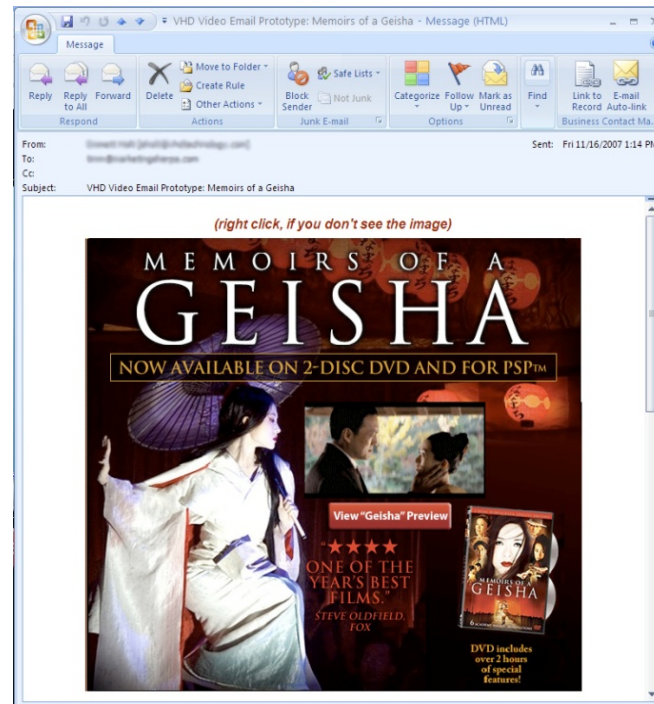


# 9. Avoiding Banner Blindness in Email

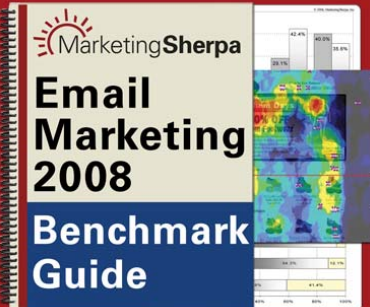


Source: MarketingSherpa and Eyetools, November 2007

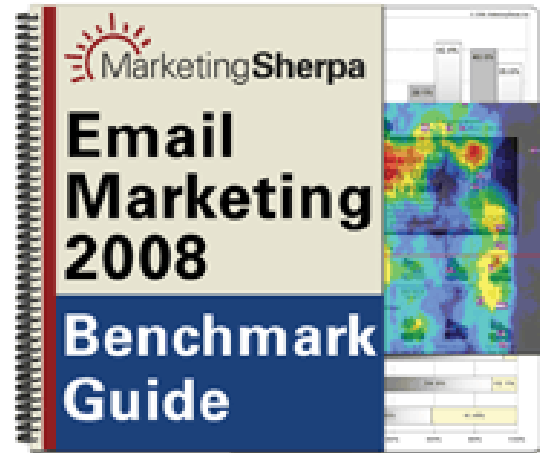
# 10. Rich Media Email? Sort of.



Source: Image courtesy of VHD Technologies, November 2007



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