



Q2 2006 Email Statistics

Breaking Down Email Behaviors and Trends

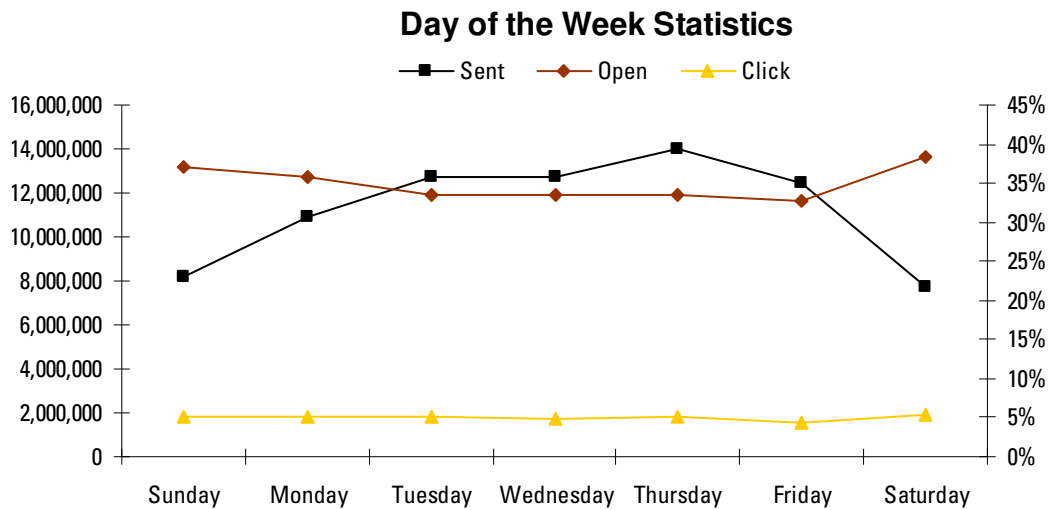


Day of the Week General Trends

Q2 of 2006 yielded open and click rates similar to that of Q1. Of note this quarter, Saturday and Sunday had the highest open rates, while Thursday and Saturday lead the way in click rates. Monday had the highest week-day open rate with 35.7%. Across the board, open and click rates were more even this quarter than in previous ones, with open rates between 32.7% and 38.3% and with click rates between 4.4% and 5.4%.

	Open	Click
Sunday	✓37.1%	5.2%
Monday	35.7%	5.2%
Tuesday	33.6%	5.0%
Wednesday	33.4%	4.8%
Thursday	33.5%	✓5.2%
Friday	32.7%	4.4%
Saturday	✓38.3%	✓5.4%

Chart 1.1

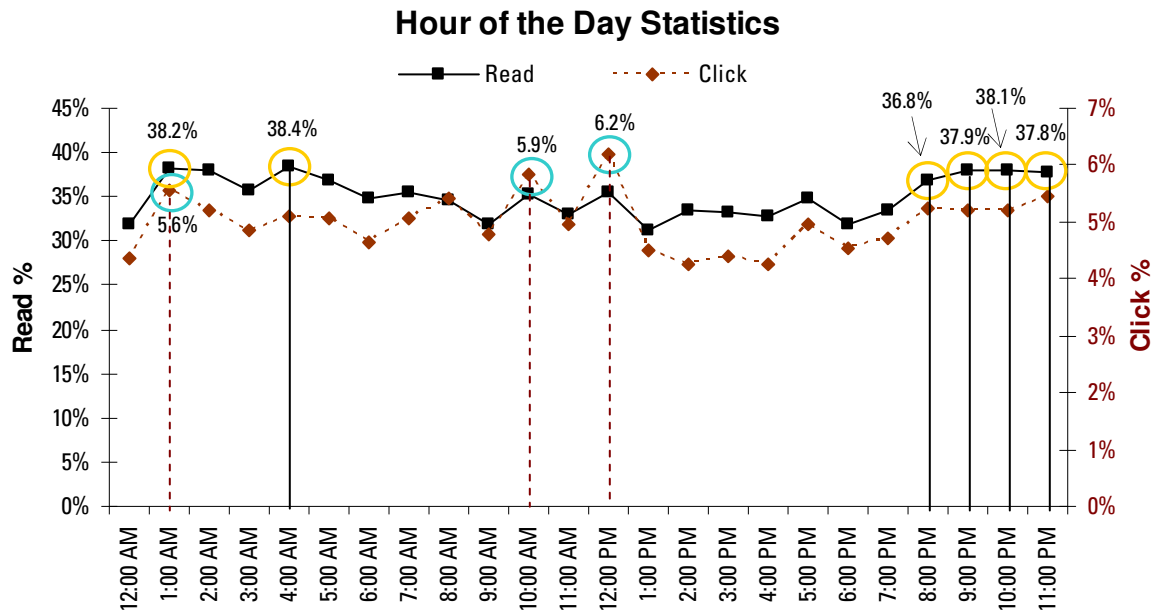




Hour of the Day Trends

In the past we have taken the approach of looking at day of the week information on a granular level – breaking things down by list size. However, besides “What day of the week should I send my email?”, the most common question we come across is, “What time should I send my email?” Therefore, while list size can make for a very interesting statistic, we thought it might be beneficial to see what time of day people are opening and clicking on emails. The graph below shows read and click rates by hour. In it, we can see that the times that perform the best for read rates bookend the work day, which is not overly surprising if you are a B2C marketer, as it’s typical to see increased click-through rates after your customers get home from work. However, in Q2 we see the highest percentage of click rates take place around the lunch hour, with a 6.2% click through rate at noon.

Chart 2.1





Introduction

This quarter we did a study based on email usage. We sent out a survey and received over 300 responses, giving us a fairly accurate depiction of the market as a whole. While we do not guarantee these numbers are the same or even similar to those of other studies, they do reveal some very interesting answers.

We encourage you to learn more about eROI, email marketing and this study, by visiting www.eroi.com.

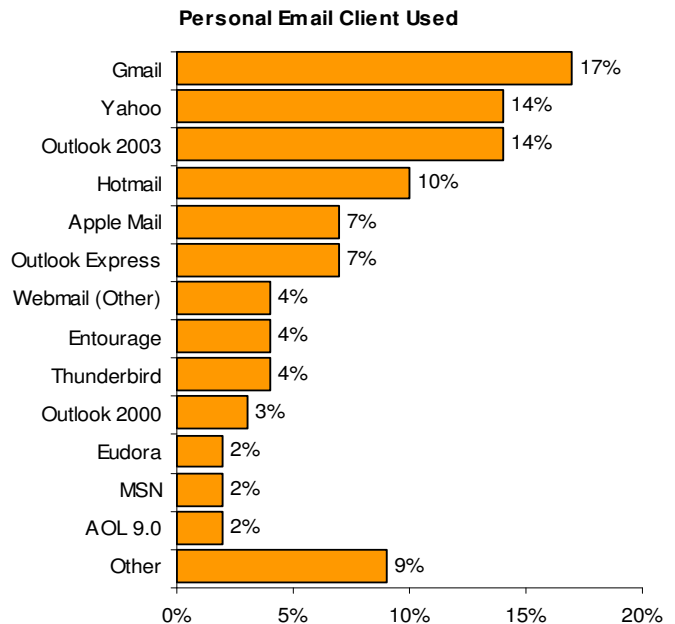
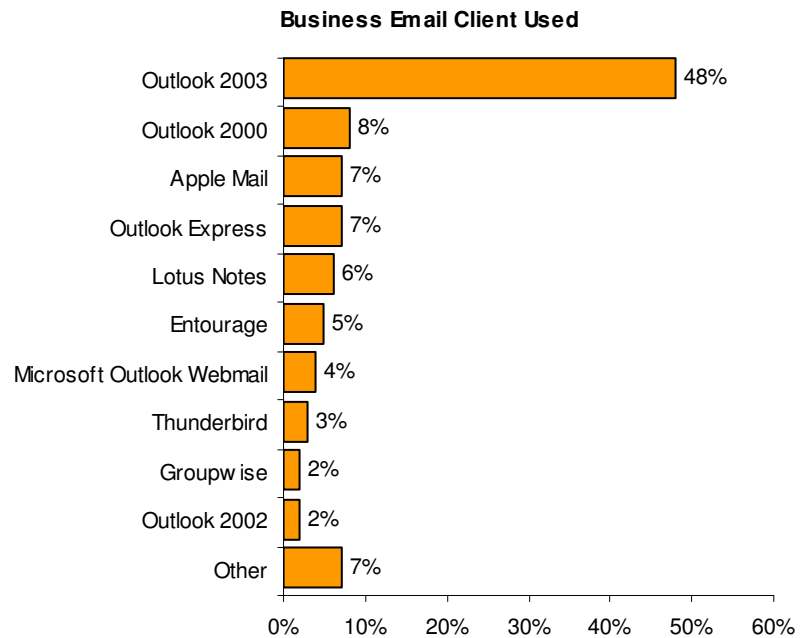


Email Client Used

It is not surprising that Microsoft Outlook is the email client of choice for nearly 60% of the business email population. However, we do notice that Apple Mail (Mac Mail), Lotus Notes, Entourage and Thunderbird (a component in the Firefox family) do account for about 20% of business email users. Make sure you take these platforms into consideration when designing and planning your B2B emails.

On the personal email front, Gmail takes the largest share (17%) and Yahoo, Outlook 2003 and Hotmail are close behind.

Charts 3.1 – 3.3





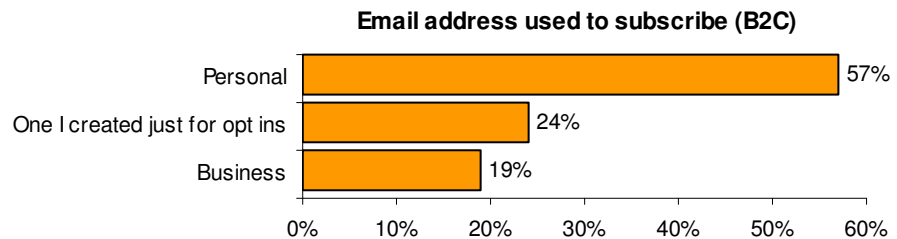
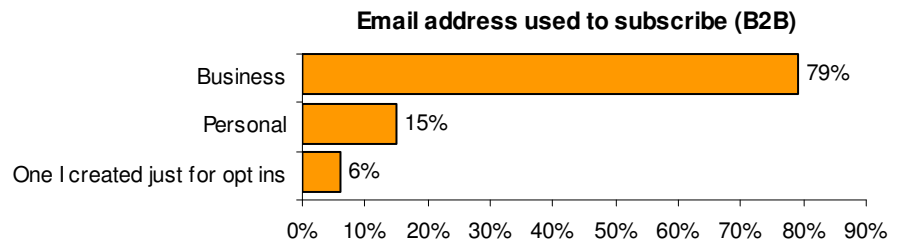
What email address do people use to receive email?

Most marketers figure that consumers use their home accounts and that business users use their business addresses. While this holds much truer for B2B recipients, with 79% using a business address, this is not as clear cut for B2C recipients.

Nearly one-quarter of all consumers use an email address that is specifically created for opt-in emails and that is separate from their personal email address. This may mean that this email address is not checked as often, and that it is subject to more noise (junk email) than their personal email address. You will see how important this fact is later in the study when we look at email relevance. Almost 20% of these recipients use their business address to receive consumer-related messages.

Now, we don't plug our services or products in these studies, but this is an ideal situation wherein your Email Service Provider should be able to give you the ability to look at your statistics on a domain-by-domain basis. emailROI gives you the flexibility to look at your tracking reports in just that way. We suggest reviewing those reports with POP3 accounts (business addresses), as well as with ISP and free email accounts such as Gmail, Yahoo, Hotmail, etc., to see what variations exist. Consider segmenting out those people believed to be using business email addresses and test different sending times for those emails.

Charts 4.1 – 4.2





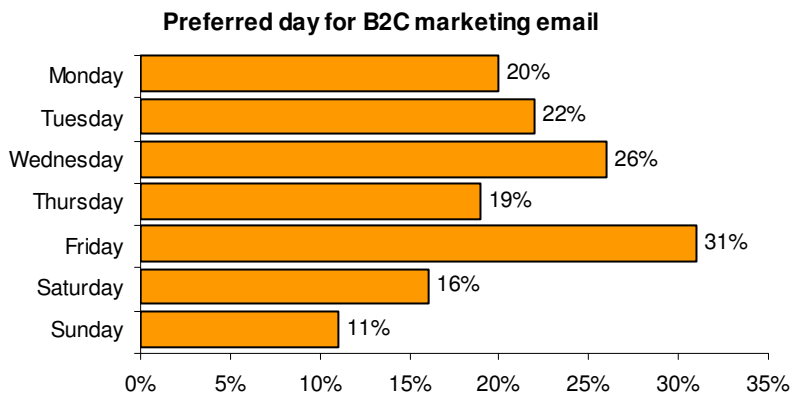
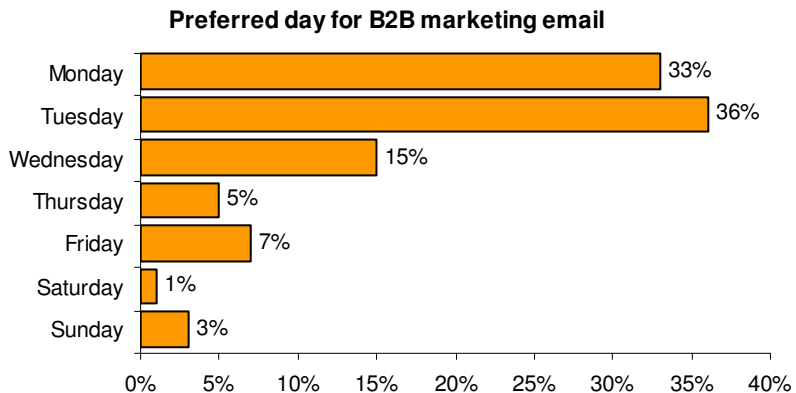
What is the preferred day of email?

Since the beginning of 2004 we have been giving you day-of-the-week statistics on when email is read and clicked, but do you ask your recipients when they want to receive your email? We thought we would try to make your life easier by doing some of the legwork for you.

B2B recipients overwhelmingly prefer email on Monday and Tuesday; this is most likely attributed to the fact that the week gets busier as it wears on. If you want to reach your business clients, consider the beginning of the week, don't wait till the end of the week to ask your subscribers to take time out of their already busy schedules to spend a few moments with your brand. Try emailing them on their terms.

Consumers are much more varied as to when they want email. Friday and Wednesday lead the way. In a couple of follow up emails we asked why and found out that Wednesday helps consumers plan their weekends especially if the email drives them to a shopping experience. Also, Friday is a much more top-of-mind time to talk to them about weekend shopping, and users are typically in the mood to think about the weekend. Therefore, getting last-minute shopping emails in front of them on this day is important.

Charts 5.1 – 5.2





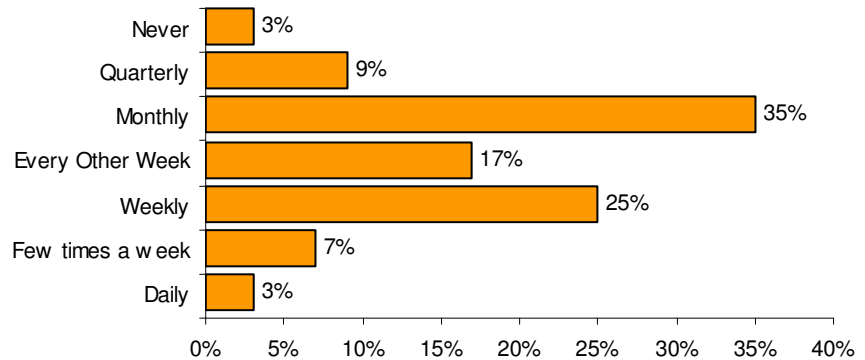
What frequency do people prefer?

So you think you know for sure that consumers want a weekly specials email? You think your business clients don't want to be updated more than once a month? Well, think again. It is true that many B2B recipients want to see a monthly newsletter, but a full 25% of them would like weekly updates.

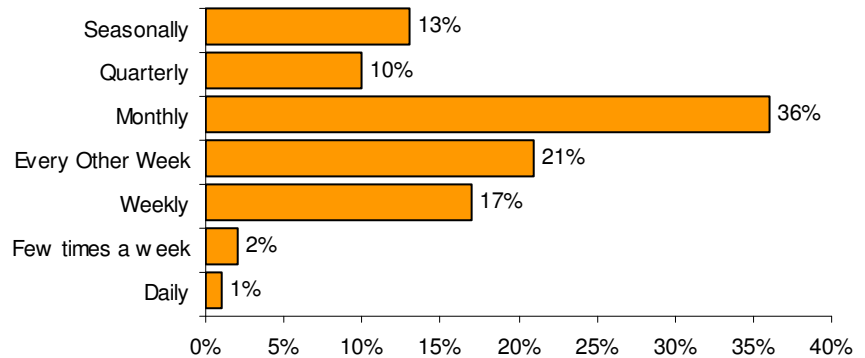
B2C consumers get so bombarded with marketing-related emails that are often so poorly thought out that they seem like regurgitated information. It might be a good idea to scale some of the frequency back and consolidate those weekly emails into either bi-weekly, monthly or even seasonal emails. Some consumers are not attached to a brand enough to want to take weekly action. 36% feel that a monthly email is sufficient and is in fact the frequency that they prefer. Consider moving lower activity subscribers into a monthly email model instead of your weekly update.

Charts 6.1 – 6.2

Preferred B2B frequency



Preferred B2C frequency





What marketer mistakes cause people to unsubscribe?

How many marketers out there wonder why people unsubscribe? We purposefully left this question to only frequency and relevancy because of the common misconception by marketers that unsubscribes can be attributed to something more than these reasons.

Irrelevant (65%) and too frequent emails cause most subscribers to become lost customers. We found it interesting, however, that 13% of subscribers don't like overly relevant emails, as they feel watched. The KISS methodology (Keep It Simple Stupid) might just be one of the best approaches to take. Just because you have the data, it does not mean you have to let every email subscriber know you have it. This does not mean that you should stop sending relevant emails, but it does mean that you should use common sense in your sophisticated marketing plans. Instead of sending an email about the new blue jeans they just looked at, for example, try a blanket offer on jeans (or pants). It is a fine line, but it opens up the opportunity for cross-selling while at the same times remaining relevant.

Charts 7.1

