



Q2 2007 EMAIL MARKETING SURVEY

→ *A look at how marketers perceive email design and coding and how it compares to agencies*

eMarketing Empowered



METHODOLOGY

We surveyed 211 email marketers on their perceptions and experiences of email including:

- What they deem is important when creating an email
- How they design emails
- How they test deliverability and rendering

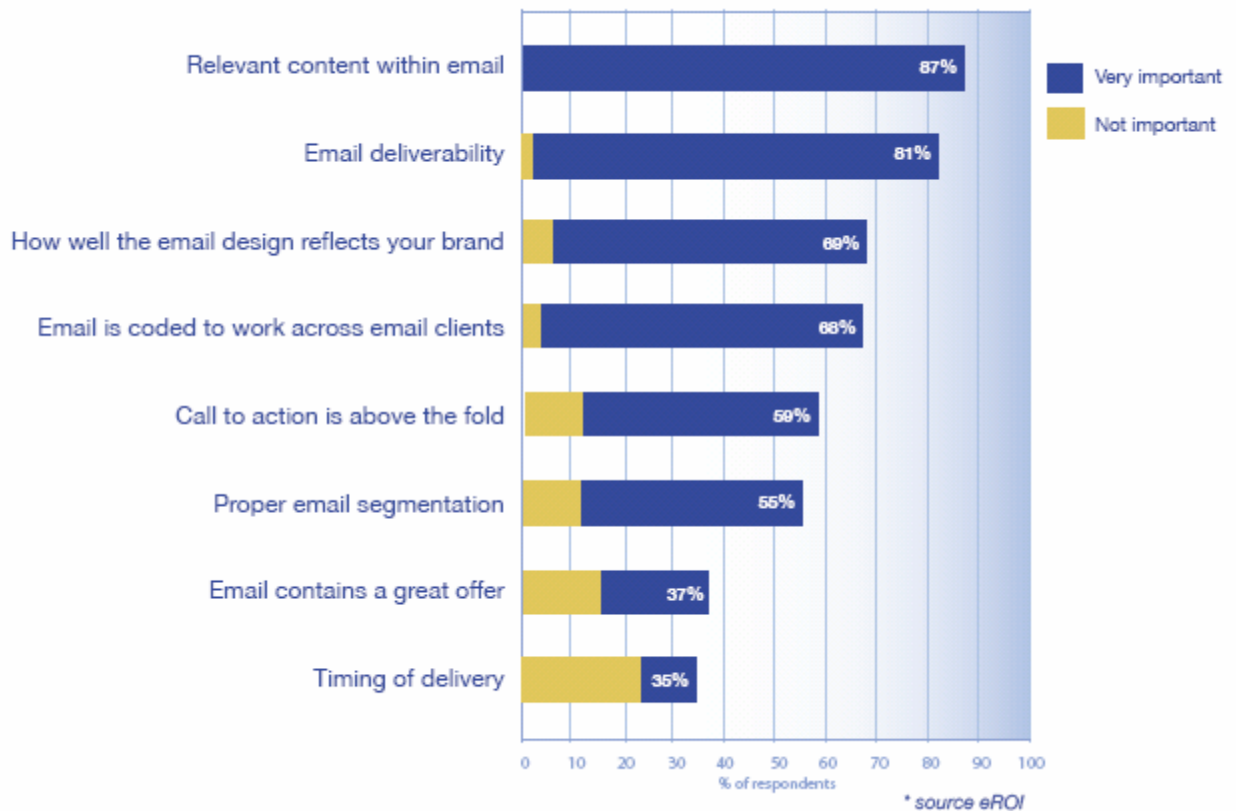
We then compared those marketers that handle all creative and design in house vs. using an agency



OVERALL IMPORTANCE IN EMAIL

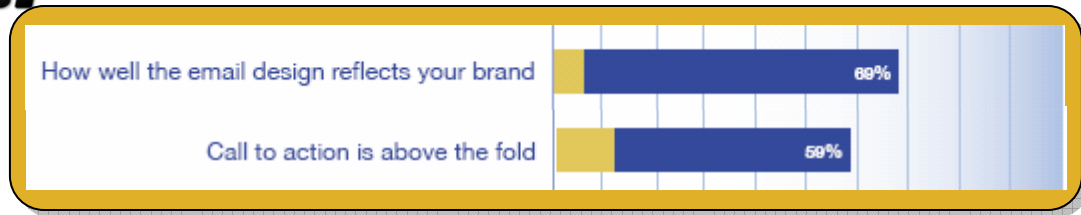
We asked marketers, what they feel is important when creating an email. 87% feel that relevant content within the email is very important and email deliverability is second at 81%, however, it is interesting to note that only 68% of respondents feel that it is very important that email is coded to work across email clients.

Deliverability has been a hot topic for awhile now and it shows in the graph below, however, rendering has not caught up to this same level. With all of the talk around image blocking and Outlook 2007 not supporting styles properly, it is interesting to find that only two-thirds of respondents feel rendering is important. Secondly, it is age-old email marketing wisdom that calls to action above the fold help increase email's efficiency, especially with preview panes. With only 59% of respondents saying this is important, there is a lot of room for improvement for marketers in this area.





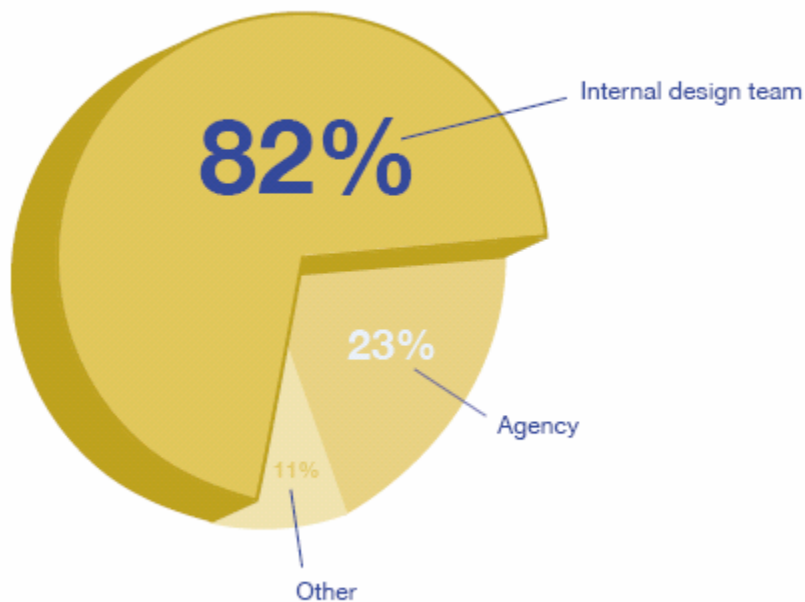
EMAIL DESIGN



Email design is an often overlooked element in email marketing. Many marketers feel that if you just get it out the door or to the inbox, it will work. There are many elements that go into email marketing. In this case we focused on two that have been echoed by clients many times – on brand and location of the calls to action.

With 69% of respondents feeling that email on brand and 59% stating that calls to action above the fold are important elements of email marketing it is interesting to see that when we broke down those marketers that use internal teams to create their own emails vs. those that use agencies, the percentage of marketers that feel calls to action above the fold and how the brand is reflected in the email is approximately 50% more important. This shows that there is a more conscious effort for internal teams to get the design right vs. using agencies that implement these best practices.

How do you design emails?



* source eROI



DELIVERABILITY AND CODING

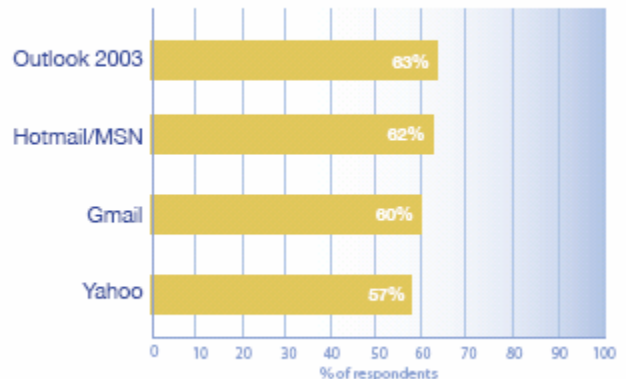


One hot topic that the industry as a whole has been focusing on is that of email delivery and rendering. We can see by the graph above that both elements are important to the majority, but we strongly feel that how email is coded should be on the same plane as email delivery.

The graph to the right shows that people are focusing mainly on four email clients, Outlook 2003, Hotmail/MSN, Gmail and Yahoo. While this is safe when looking at rendering, it is not giving marketers a holistic view of all the major email clients and how they will react to the email.

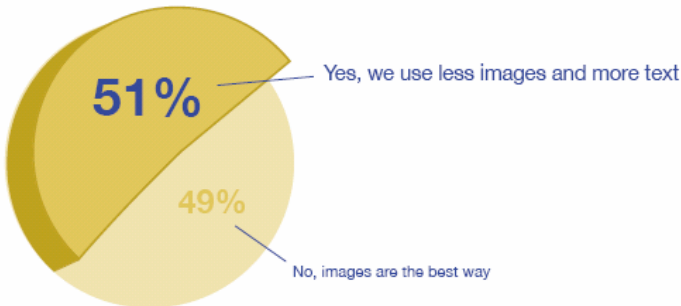
Image blocking is being rapidly adopted by email clients as new versions roll out, but only half of marketers are adjusting how they design emails in favor for "branding." With this decision 49% of marketer's customers are potentially not getting the whole picture when it comes to their messages.

When coding emails, which email clients do you take into consideration?



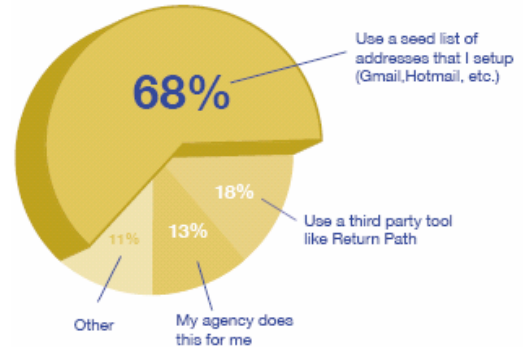
* source eROI

With image blocking, are you changing how you design emails?



* source eROI

How do you check content rendering across email clients?

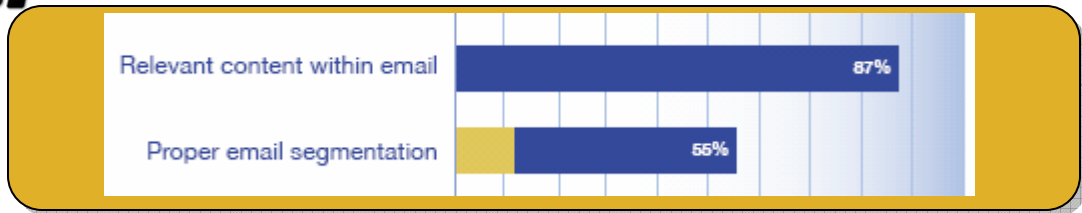


* source eROI





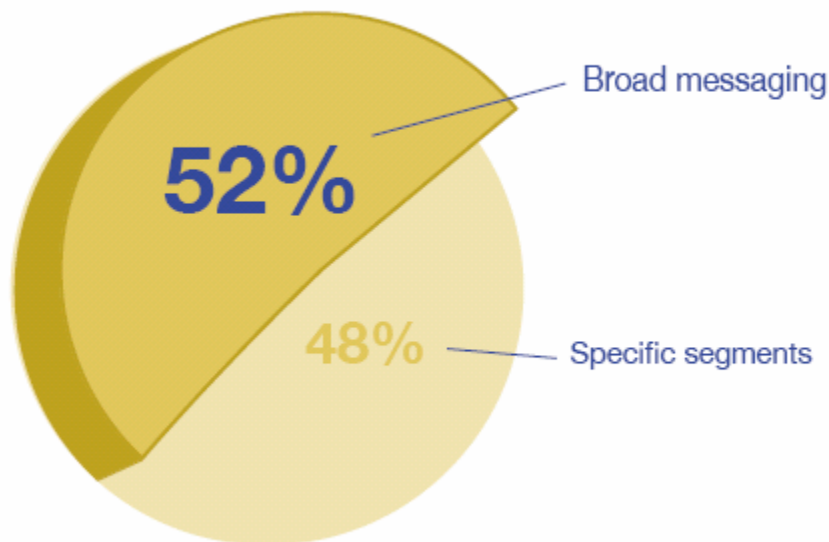
TARGETED CONTENT AND SEGMENTATION



The most important aspect to respondents was relevant content in their email, however over half of marketers send broad-based messages to their entire lists and do not talk to specific segments of their list or focus content on the individuals. This decision is, however, echoed in the fact that only 55% of marketers feel proper email segmentation is a very important aspect of email marketing.

This leaves a massive opportunity for marketers to improve the effectiveness of their marketing campaigns. Relevant content is in the eye of the beholder, for example, if you are hotel, and you send me emails about your hotel, but your right, that email is relevant to me as a customer. However, as the customer, reading about group rate or restaurant specials is not relevant to me, because I travel and stay at your hotel for business purposes. As you can see there is a natural disconnect between what marketers feel is relevant and what consumers feel is relevant.

How do you target your emails?



* source eROI



AGENCY ESP VS. IN HOUSE + ESP

At the beginning of this survey, we had a hypothesis that email created by an agency is more effective than email created in house by clients. Without looking at the data first, we developed the survey that precedes this page. After we compiled the results, we analyzed our user base in to two distinct categories, self service or client managed, and agency or full service. While we did not analyze this data by industry or client size, we feel the overall theme is very revealing and we feel is an accurate representation of the general email marketing industry.

When analyzing these numbers we see a 50% decrease in bounces. This is mainly due to more proactive list cleaning, checking content and using third-party deliverability tools to test message delivery before distribution. Read rates see a 56% lift for those full-service clients – read rate increases are mainly due to timing of message, appropriate and intriguing friendly names and subject lines. Finally, for full-service clients we saw an increase of 42%. Click rates are mainly driven, by effective email design, relative content, strong copy and concise calls to action that still get the point across when images are blocked.

We have seen a significant need for agency services in the email marketing industry. With most email systems becoming so similar pure ESPs are having a hard time differentiating themselves and providing key additional services for their clients. The two graphs below show a significant improvement in campaign effectiveness and find that many in-house marketing teams can increase the effectiveness of their email marketing by leveraging an outside party to evaluate your email programs, analyze your data and review your creative.





ABOUT eROI

eROI was founded on a basic principle: all companies should have the ability to communicate with their customers efficiently and effectively. We believe there is a need in today's market for an affordable, high-value provider of e-marketing services and email database marketing services. Unlike other technology-centric software providers that try to sell you a specific set of products and services, we take a consultative approach where our technology is seamless and tertiary to the overall marketing objective.

We encourage you to check out our approach to better understand our philosophy. We help our clients generate and capture qualified leads online through email marketing, and web site development. eROI's unique approach transforms clients' web sites into effective vehicles for capturing leads.

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