



Q3 2005 Email Statistics

By List Size



Table of Contents

Table of Contents	2
Day of the Week General Trends	3
Overall By List Size	4
Micro-Mailers	5
Small Mailers	6
Midsized Mailers	7
Large Mailers	8



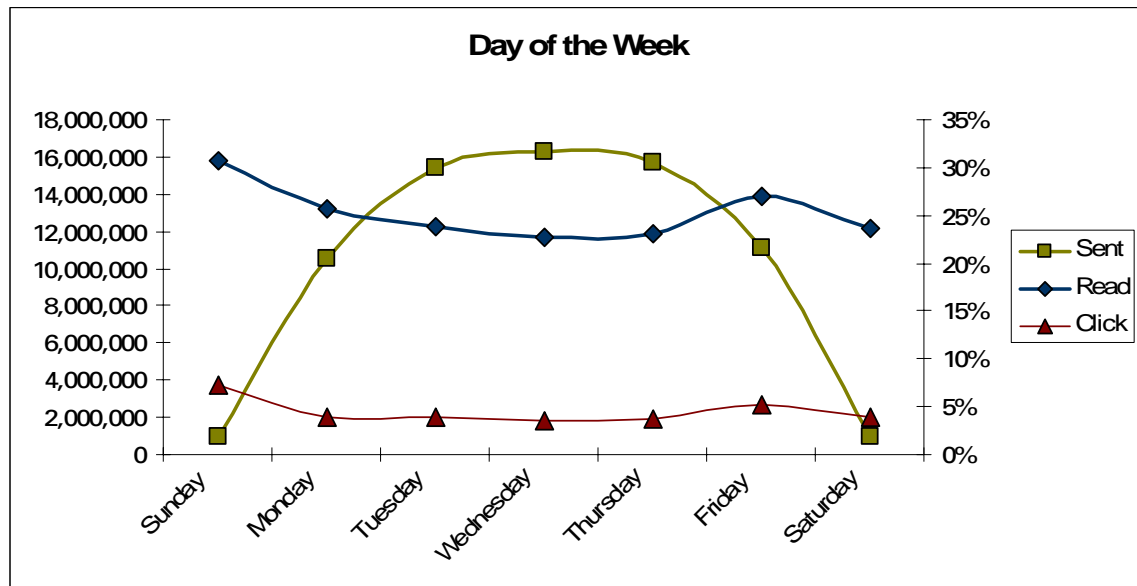
Day of the Week General Trends

In Q3 of 2005 we notice that the middle of the week is the low point, as far as read and click statistics go. Noticeable high points in the week occur on Sunday and Friday for both stats. So from this quarter we reaffirm again that sending volume is inversely related to how reads and clicks are going to react with the one exception of Saturday.

	Sent	Read	Click
Sunday	954,570	✓30.8%	✓7.2%
Monday	10,501,562	25.6%	3.9%
Tuesday	15,414,657	23.9%	3.9%
Wednesday	16,257,590	22.8%	3.5%
Thursday	15,725,986	23.1%	3.7%
Friday	11,105,552	✓27.0%	✓5.3%
Saturday	918,268	23.7%	3.9%

Why is this shift in behavior occurring? As we close in on the holidays, consumers are beginning to think more of how they are going to spend their money this holiday season. While we anticipate these stats to start even out more as we come closer to December and through the new year, this behavior shows marketers are getting an early start and secure the consumer awareness and solidify a place in their, *um*, *your*, wallet.

Chart 1.1





Overall By List Size

This quarter eROI takes a different look at day of the week stats. When looking at aggregate stats we see less dramatic changes in read and click statistics and they are not always applicable to large and small senders. eROI decided to take a look at day of the week statistics by list size. We broke down lists into:

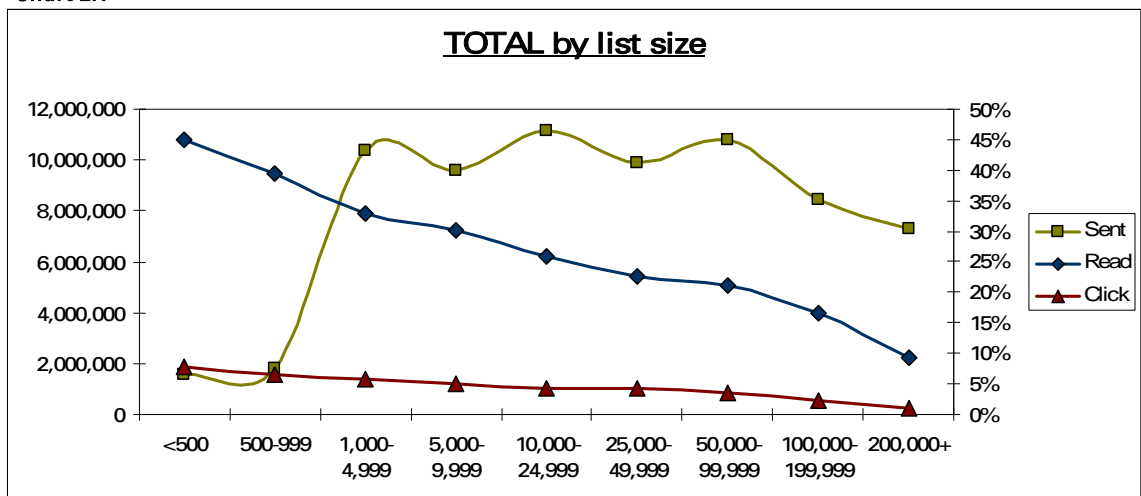
- <500
- 500-999
- 1,000-4,999
- 5,000-9,999
- 10,000-24,999
- 25,000-49,999
- 50,000-99,999
- 100,000-199,999
- 200,000 and higher

We found many expected themes that reads and clicks decline and bounce rate increases. The reasons for this are simply that of list management, larger lists require more maintenance and make individual accuracy more difficult. Smaller lists are easily managed by marketing managers.

It is useful to look at creating smaller segments of customers to treat differently or, even better, utilize dynamic data to address your customers. Consider removing individuals that are not reading your emails or separate them out into a different segment and mail to them less frequently and see how that affects your overall successfulness of your campaigns. To learn more about eROI, email marketing and this study, visit www.eroi.com.

Some more interesting items that we found may help you determine effectiveness in your campaigns.

Chart 2.1

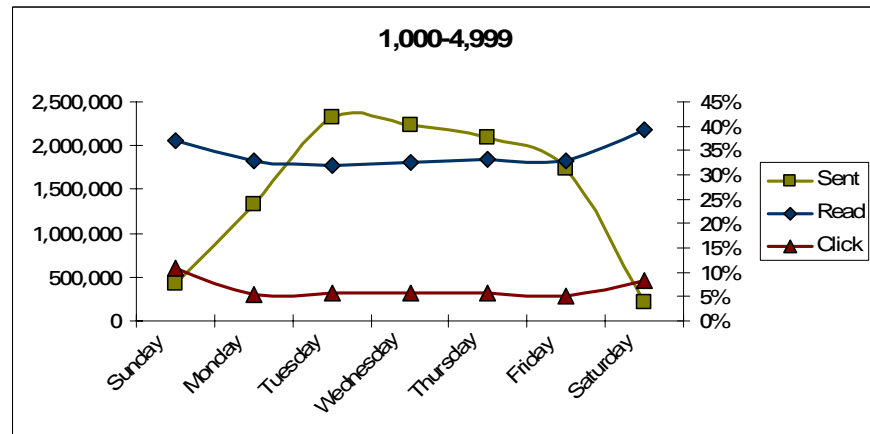
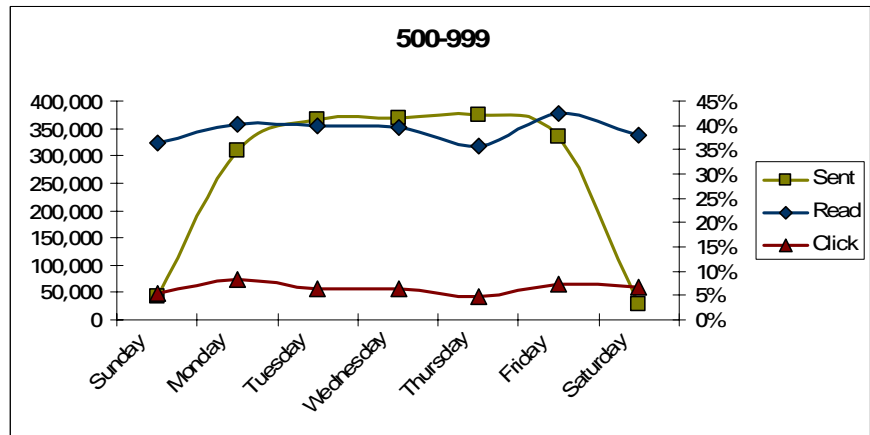
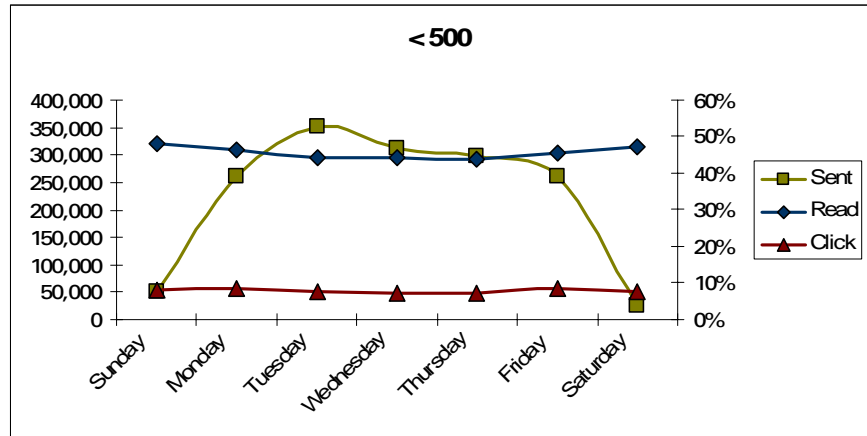




Micro-Mailers

Micro-Mailers, those less than 5,000 recipients tend to perform similarly - read rates in excess of 35% and click rates between 5% and 9%. These Micro Mailers tend to be more intimate businesses and lower volume/higher value based business models. Those which do not have large prospect lists, but spends more time on creative, marketing plan, dollar per prospect.

Charts 3.1 – 3.3

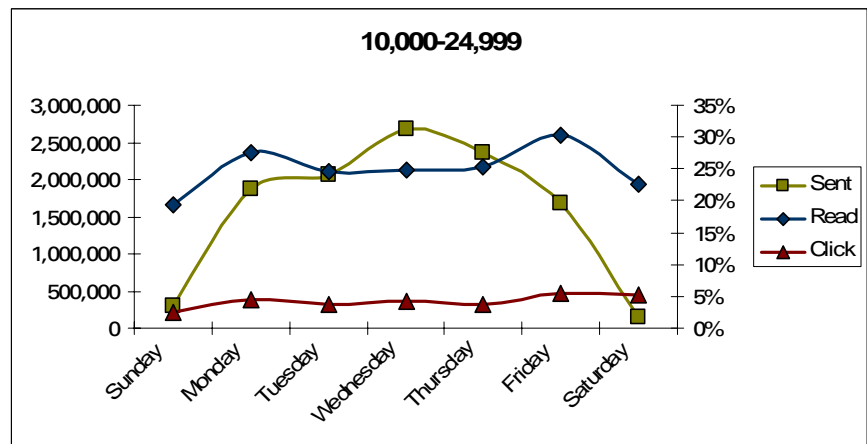
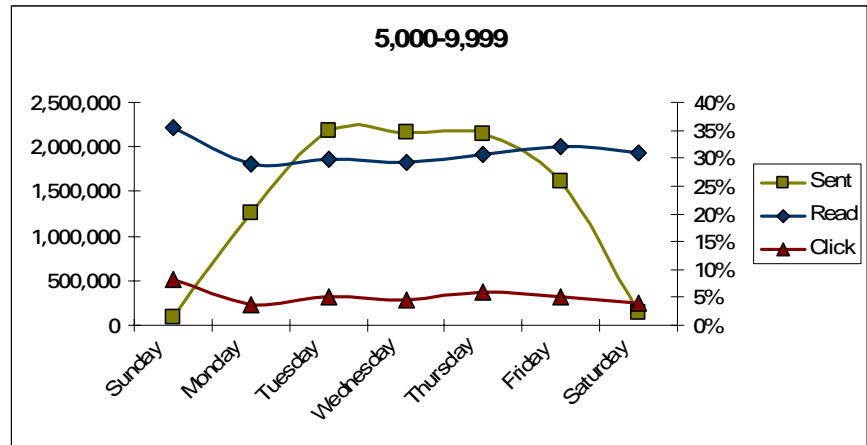




Small Mailers

Small senders, those between 5,000 and 24,999 senders start to see dramatic fluctuations in behavior and middle of the week mailings (Tuesday through Thursday) become the prominent times email are sent compared to smaller senders.

Charts 4.1 – 4.2

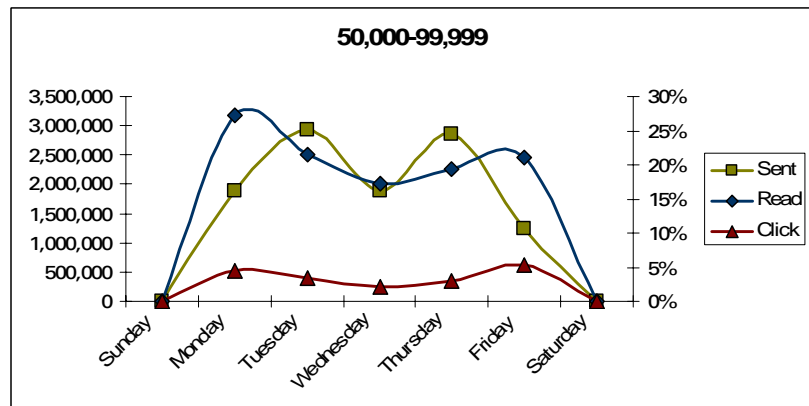
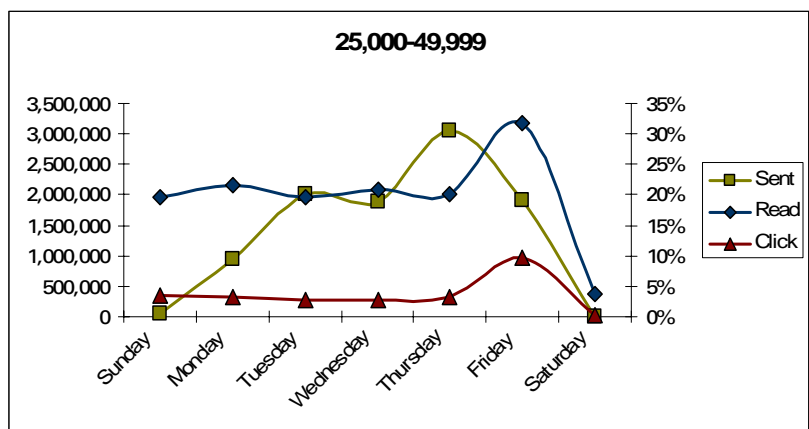




Midsize Mailers

Mid-size senders 25,000-99,999 too notice wide swings in read and click behavior with Monday and Friday being the most productive days for those mailers both registering the highest percentage of reads on those two days and clicks following suit. On Friday reads register a 60% increase over the average for the week for those list sizes and clicks post a staggering 169% premium over the average for 25,000 to 49,999 recipients.

Charts 5.1 – 5.2





Large Mailers

Large senders Monday through Wednesday are still king with the highest percentage of Reads and Clicks taking place on those days. Monday through Wednesday post a 32% increase in reads and just over twice as many clicks compared to the remaining days of the week. The one anomaly is that list sizes of over 200,000 recipients see a large spike in read rates on Saturdays, this is due to the fact that most of these lists are B2C and target consumers when they are likely to make shopping decisions.

Charts 6.1 – 6.2

