

# Email Trends Report Q1 2007



Prepared by:



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## Introduction

A new year, a new company! Since card was acquired by Sitebrand during Q1 2007, we've been going through major changes. For this report we are sticking to our old methods, but expect to see big changes over the next few reports.

As was the case in Q1 '06, Q1 is the slowest quarter for email. Perhaps subscribers are fatigued after the pre-Christmas email onslaught. Also, the new release of many popular email clients (Outlook 2007, Windows Live Mail, Yahoo! Beta) has made image-blocking even more prevalent - which can affect open rates substantially.

**2007 will be all about renderability** - if you want to compete in the inbox it's time to optimize your email design for the big challenges - image-blocking and preview panes.

## Key Definitions

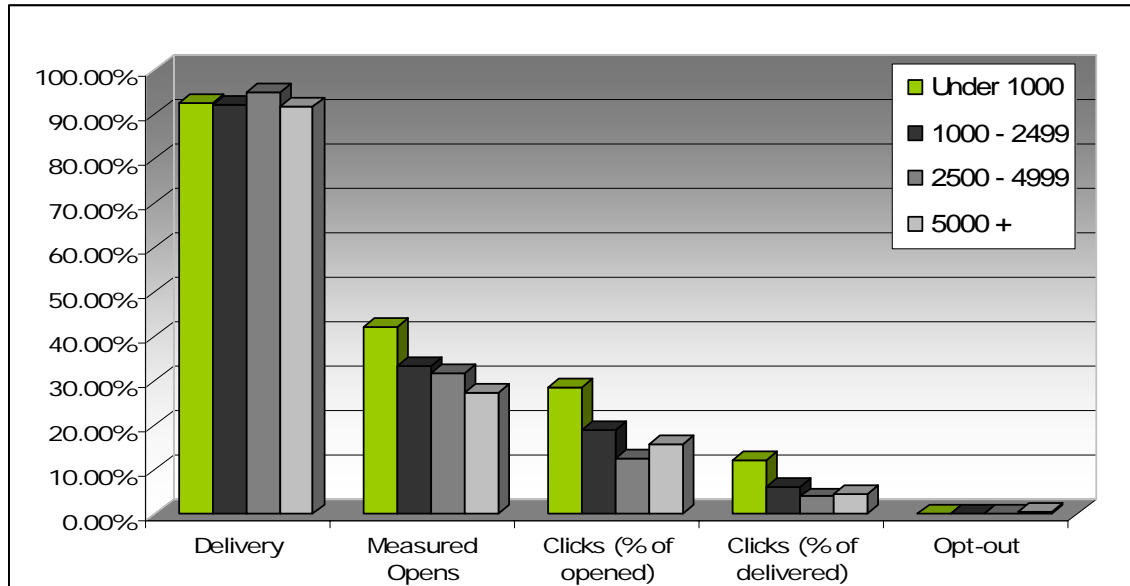
**Delivery Rate:** The total number of emails sent (which is always 100%) minus the total number of email bounces (*includes both hard and soft bounces*)

**Measured Open Rate:** The unique percentage of times an email was opened by a recipient. It is very important to note that open rates vary by subject line, type of list (customer list vs. prospect list), from name (is the from name recognized), along with day of week sent, time of day sent, etc. Emails to opt-in house lists always outperform compiled or third-party lists when it comes to opens. It is also important to note that measured open rates are just an indicator of actual opens. For example, it is impossible to track opens on a text email since open tracking tags cannot be included. Also, there are tracking open challenges due to the adoption of image blocking filtering mechanisms by several major ISPs and email programs (such as Outlook). Image blocking systems are a response to protect readers from potentially graphical or offensive spam messages. However when an image is blocked, it is also impossible to identify the email as opened making the side effect appear to be an apparent reduction in open rates.

**Click-Through Rate:** The unique percentage of times a recipient clicks on a link (URL) in an email. It is very important to note that click-through rates vary by industry, type of offer, day of week sent, time of day sent, etc. Some awareness emails have low click-through rates while emails with compelling offers have much higher click-through rates.

Since different Email Service Providers calculate click rates differently, we've included two formulas: clicks as a percentage of all mail opened, and clicks as a percentage of all mail delivered.

## Summary of Results: List Size

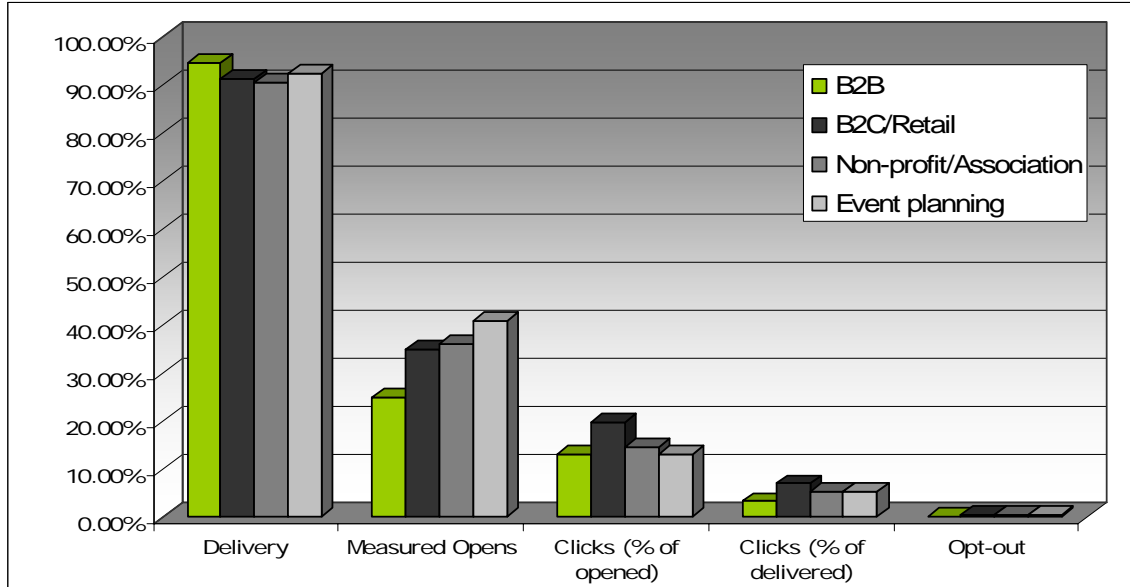


List size	Delivery	Measured Opens	Clicks (% of opened)	Clicks (% of delivered)	Opt-out
<b>Under 1000</b>	92.75%	42.28%	28.72%	12.14%	0.32%
<b>1000 - 2499</b>	92.42%	33.24%	18.95%	6.30%	0.33%
<b>2500 - 4999</b>	95.06%	31.65%	12.48%	3.95%	0.24%
<b>5000 +</b>	91.76%	27.46%	15.94%	4.38%	0.44%

### Key Findings - By List Size

- › As seen before, smaller, segmented lists perform better than larger lists.

## Summary of Results: By Industry



Industry	Delivery	Measured Opens	Clicks (% of opened)	Clicks (% of delivered)	Opt-out
B2B	94.55%	25.07%	13.19%	3.31%	0.20%
B2C/Retail	91.42%	35.12%	19.91%	6.99%	0.44%
Non-profit/Association	90.56%	36.15%	14.53%	5.25%	0.39%
Event planning	92.33%	41.07%	12.96%	5.32%	0.36%

## Key Findings - By Email Type

- > B2B email saw the highest deliverability, but lowest open rates and low click rate.
- > Event planning sees high open rates, but low click rates.
- > Non-profits achieved lower results across the board this quarter, compared to all other quarters.

## Analysis and Conclusions

- **Smaller lists lead to higher results in deliverability, open and click-through rates.** We've seen this in past reports. Segmentation is crucial to compete in today's crowded inboxes. No surprise here!
- **B2B emails saw the highest deliverability, but lowest open rates and low click rate** - this had us a little stumped... We will have to see in future reports whether this is a trend or just a freak occurrence!
- **Event planning sees high open rates, but low click rates.** Event planning emails, usually formatted as an e-vite come in a short postcard format with all information contained in the email, so a low click-through rate is neither surprising nor a bad sign. However, we recommend building an online RSVP function into event emails to capture those impulsive email lovers and track interest.
- **Non-profits achieved lower results across the board this quarter,** compared to all other quarters. As far as fundraising goes, after Christmas is the slowest season of the year. The non-profit industry also sent out the fewest emails this quarter.

## Methodology

- Deliverability is measured as 100 minus bounce per cent (the number of bounced emails divided by the number sent). Opens are the number of opened emails divided by the number delivered; Clicks are the number of click-throughs divided by the number opened AND the number of click-throughs divided by the number delivered.
- Campaigns were sent from small, medium and large organizations in a variety of industries. All individual client results are confidential. All reported statistics are collected through our technology partner, Constant Contact.

## About cardcommunications

Cardcommunications is a division of [Sitebrand Corp.](#) Before being acquired in 2007, card was an email marketing service provider offering solutions ranging from blended to fully outsourced email services, specialized training and customizable programs that meet clients' specific needs. Visit [www.cardcommunications.com](http://www.cardcommunications.com) for more details.