

# Email Trends Report

## Q3 2006



Prepared by:



### Table of Contents

Introduction .....	1
Key Definitions.....	1
Summary of Results: List Size .....	2
Key Findings - List Size.....	2
Summary of Results: By Industry.....	3
Key Findings - By Industry .....	3
Summary and Conclusions .....	4
Methodology.....	4
About cardcommunications.....	4

## Introduction

### **We've skewed the results!**

Because July and August are our slowest months, we like to take the time to analyze each client's progress, make recommendations and changes to optimize results. For example, you may notice we no longer have a 9000+ breakdown in list size - this is because from our previous results, we've identified the need for further segmentation and we've split up those big nasty lists into smaller efficient ones! The good news for us is it seems to be working judging by the increases in deliverability, opens and click-throughs!

One interesting observation that is not obvious in this report is that we've found emails deployed in July and August actually out-perform those deployed in September - even in the B2B industry! We often hear (and have been guilty of saying it ourselves) that you can expect lower results in the summer because of vacations, time off, nice weather, etc., but it seems people are hooked on email - whether they are at work or not! Perhaps because they aren't AS busy with work in the summer, people actually have the time to read more email. Whatever it is, it goes to show that people love their email!

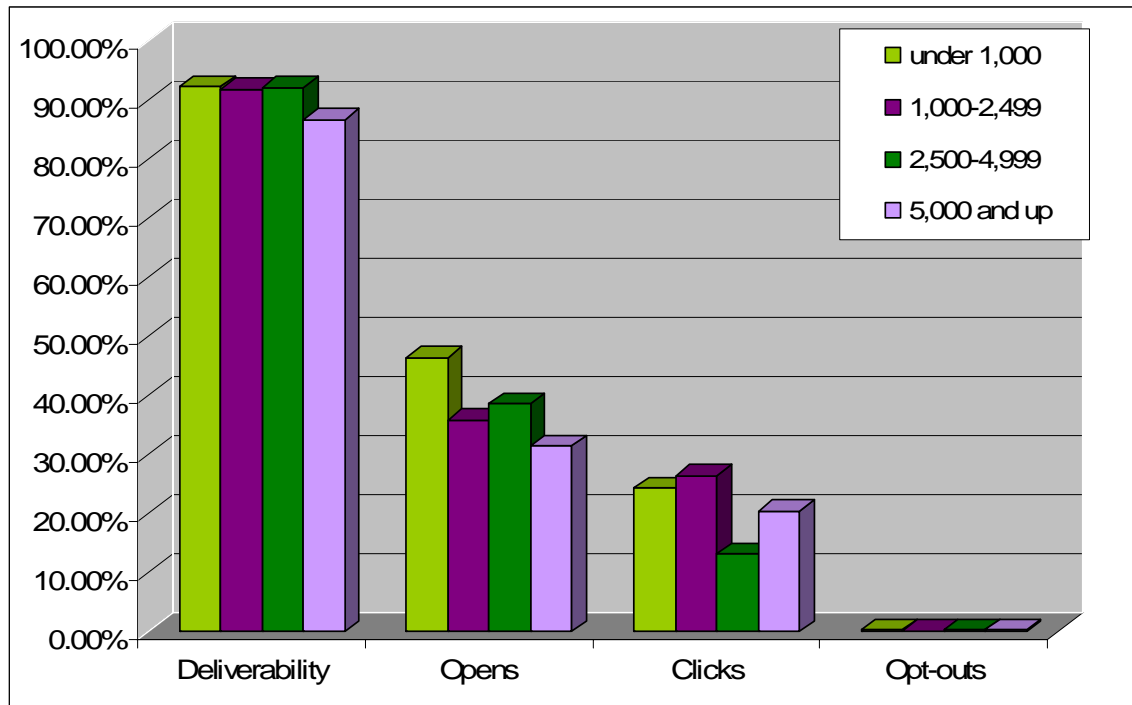
## Key Definitions

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

**Open Rate:** The unique percentage of times an email was opened by a recipient.

**Click-Through Rate:** The unique percentage of times a recipient clicks on a link (URL) in an email.

## Summary of Results: List Size

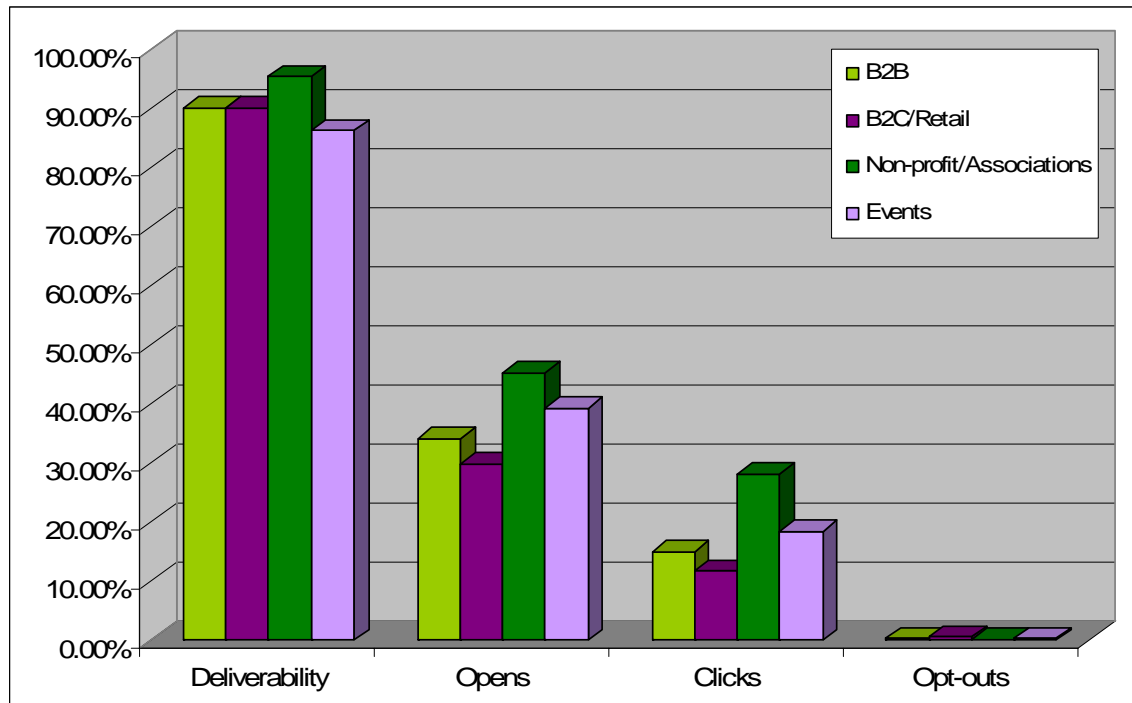


List Size	Deliverability	Opens	Clicks	Opt-outs
under 1,000	92.18%	46.43%	24.28%	0.38%
1,000-2,499	91.80%	35.90%	26.47%	0.24%
2,500-4,999	92.12%	38.60%	13.14%	0.28%
5,000 and up	86.65%	31.38%	20.42%	0.38%

### Key Findings - List Size

1. Smaller lists achieve higher deliverability rates.
2. Smaller lists achieve higher open rates.
3. Smaller lists achieve higher click-through rates.

## Summary of Results: By Industry



Industry	Deliverability	Opens	Clicks	Opt-outs
B2B	90.11%	34.07%	15.02%	0.29%
B2C/Retail	90.12%	29.86%	11.73%	0.53%
Non-profit/Associations	95.43%	45.25%	28.16%	0.16%
Event Planning	86.30%	39.32%	18.40%	0.28%

### Key Findings - By Industry

- Non-profit organizations and associations enjoy the best results across the board.
- Event planning achieved high open and click-through rates but lagged in deliverability.

## Summary and Conclusions

- **The smaller the list, the higher the deliverability, open and click-through rates.** We've seen this in past reports, put deeper segmentation into action and the results are obvious! Segmentation is crucial to compete in today's crowded inboxes.
- **Non-profit organizations and associations are a natural fit for email marketing** – Speaking from our clients' experiences, non-profits and associations have the best relationship with their databases, and they are rewarded with great results from email!
- **Event Planners have a lower-than-average deliverability rate this quarter** - This may be due to dormant periods between events or a less active time of year for events, in general. It makes sense that this quarter, including the summer months, may be a trickier time of year to maximize event participation.

## 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.
- 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 an Ottawa-based email marketing service provider focused on creating emails people love to open. Started in 2001, cardcommunications offers solutions ranging from blended to fully outsourced email services, specialized training and customizable programs that meet client's specific needs. Visit [www.cardcommunications.com](http://www.cardcommunications.com) for more details.