

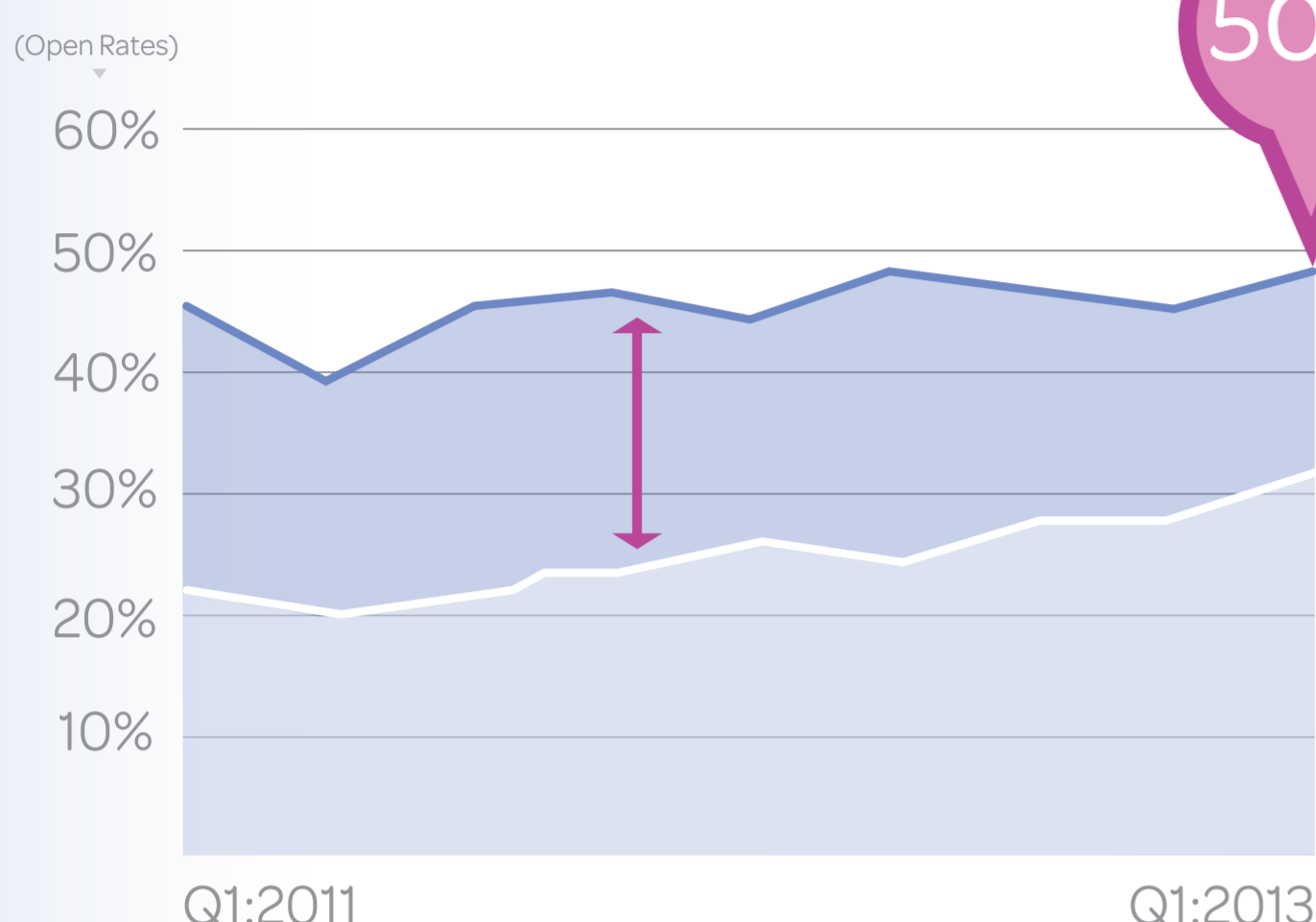
EMAIL MARKETING Is Changing

Email marketing has been used for years to keep in contact and maintain relationships with customers. Lately, with the increasing use of smartphones, we've seen the effectiveness continue to rise.

EMAIL OPEN RATES

EMAILS VERSUS TRIGGERED EMAILS

Triggered emails are behavioral based. For example, if a customer leaves items in a shopping cart, the ecommerce company will send an email reminding them to finish their order.



HIGHER OPEN RATES

TIP #1 : EYE CATCHY SUBJECT

To ensure people open your emails, make the subject:

- * SHORT
- * CATCHY
- * CURIOSITY PROVOKING

TIP #2 : TRIGGERED EMAILS

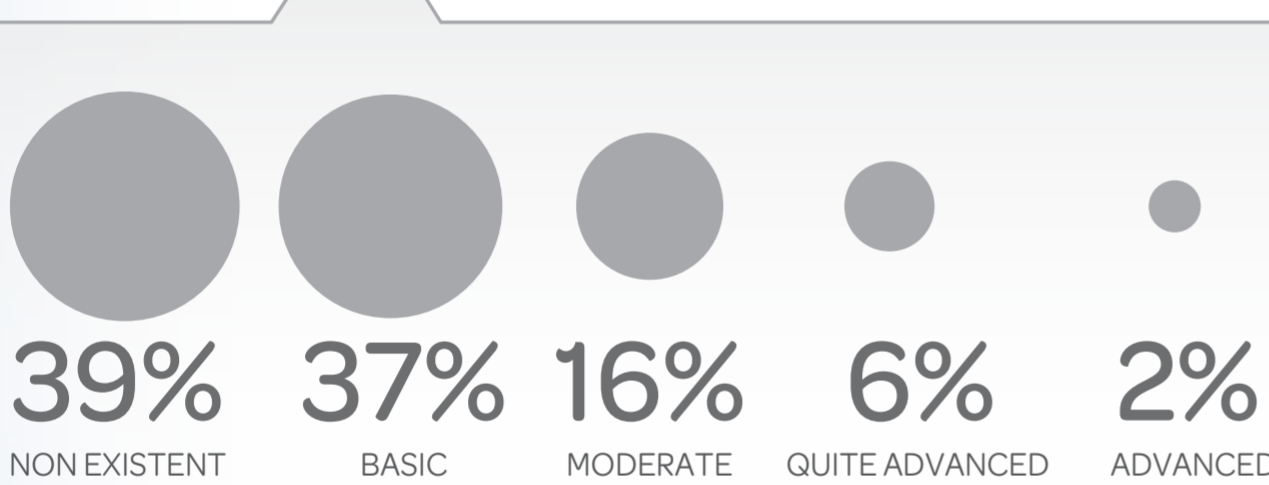
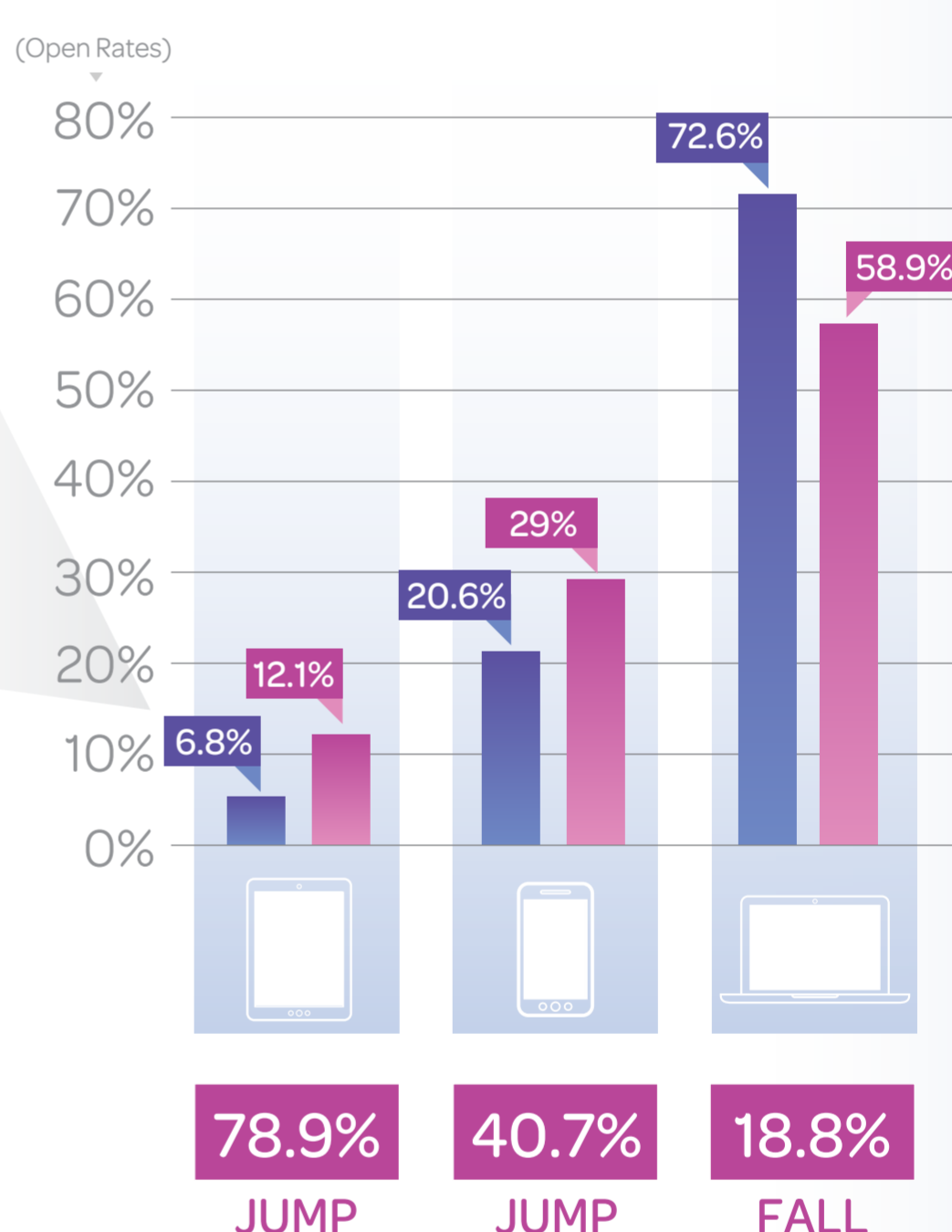
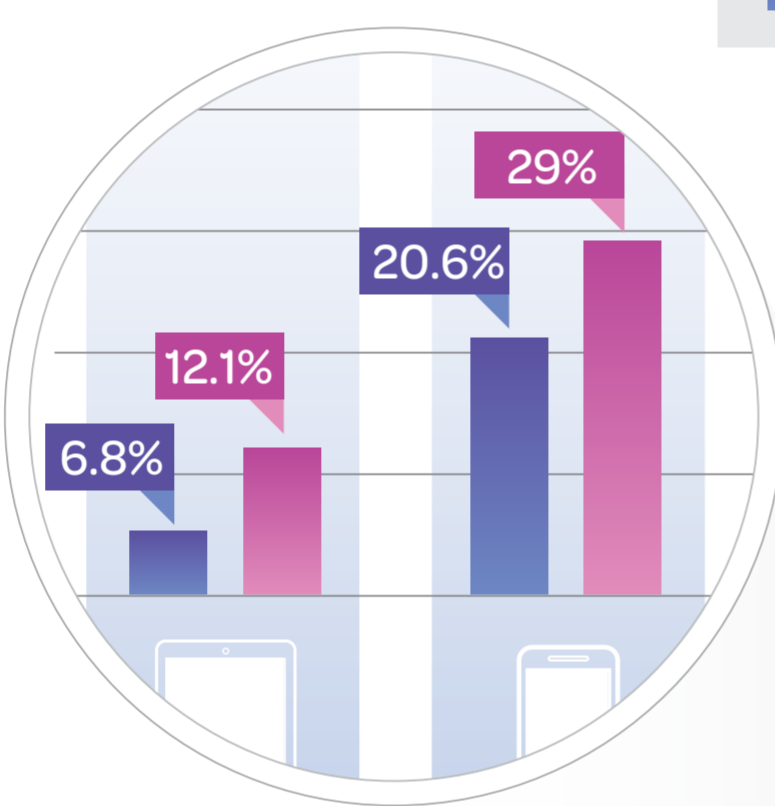
To ensure people open your emails, send emails that are based off their action(s) such as :

- * OPENING AN ACCOUNT
- * PUTTING ITEM IN A SHOPPING CART
- * VIEWING A PRODUCT
- * COMPLETING AN ORDER

EMAIL OPEN RATES

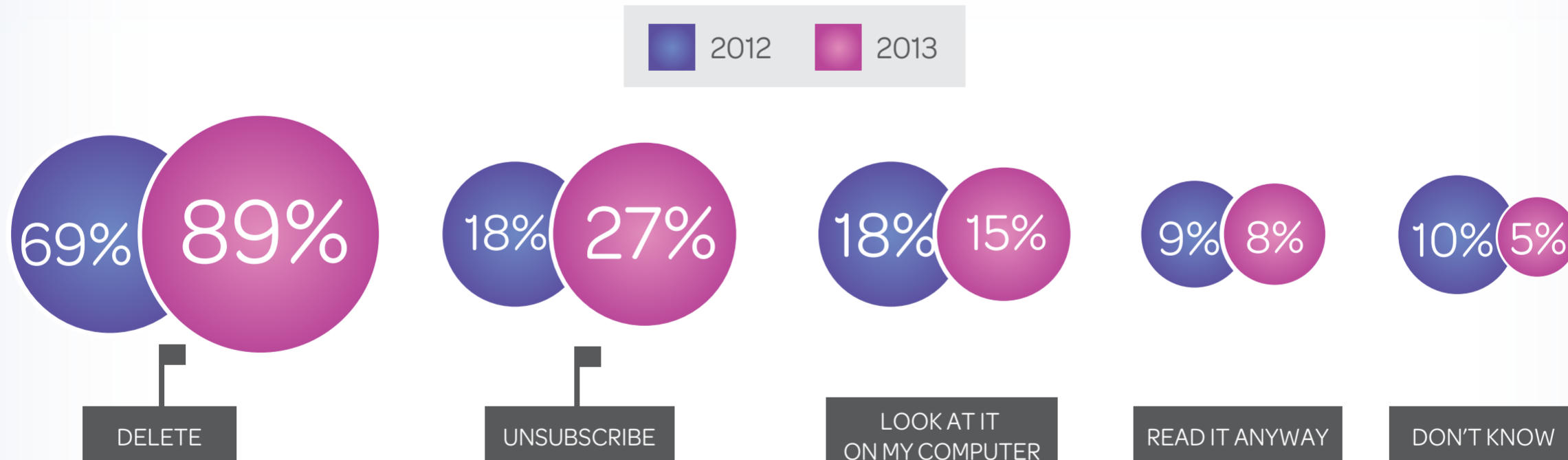
THE RISE OF MOBILE

Despite this rise in mobile usage, only 2% of companies have an advanced mobile email marketing strategy.



CONSEQUENCES OF HAVING A POORLY FORMATTED MOBILE EMAIL

Consumers were asked what they do if they get an email on mobile that doesn't look good. These were their responses:



How To Reduce Email Deletes And Unsubscribes

TIP #1: FORMAT EMAILS FOR MOBILE

Always keep in mind how your email will appear on mobile.

- * KEEP THE DESIGN SIMPLE
- * NEVER GO OVERBOARD WITH GRAPHICS

TIP #2: WRITE EMAILS FOR MOBILE

Think about the environment in which people will read your emails.

- * GET TO THE POINT QUICKLY
- * PLACE CTA CLOSE TO TOP OF THE MESSAGE BODY

SOURCES

- <http://www.emarketer.com/Article/Mobile-Targeting-Drive-Up-Email-Opens/1010111>
- <http://www.bluehornet.com/news/full/new-survey-reveals-shifting-consumerviewson-email-marketing>
- <http://www.econsultancy.com/us/blog/62486-marketers-still-need-to-work-on-mobile-email-stats>

Epsilon Sampling Data for Open Rates:

Q1 2013	6.1 Billion Emails
Q4 2012	7.3 Billion Emails
Q3 2012	6.4 Billion Emails
Q2 2012	7.3 Billion Emails
Q1 2012	7.1 Billion Emails
Q4 2011	8.5 Billion Emails

Epsilon Sampling Data for Triggered Emails:

Q1 2013	360 Million Emails
Q4 2012	360 Million Emails
Q3 2012	166 Million Emails
Q2 2012	193 Million Emails
Q1 2012	165 Million Emails