

# 2013 Email Market Study

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How today's email marketers are connecting,  
engaging and inspiring their customers

December 2013



# 2013 Email Market Study

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# How today's email marketers are connecting, engaging and inspiring their customers

## About this study

Email continues to reign as one of the most profitable channels for marketers and a valuable touchpoint in the path to purchase. However, as most marketers today know, customers don't see in channels, they engage with a brand. The ability for customers to access information anytime and anywhere, share their own brand experiences and influence the purchase decisions of others has elevated the expectations of how brands market to their customers.

Last year Experian Marketing Services' [2012 Email Market Study](#) provided insight into how leading brands were using specific email tactics. This year, we surveyed marketers across nine different verticals about their marketing initiatives to shed light on the ways they are continuing to evolve their email marketing tactics to create more integrated, customer-centric programs. Specifically, the study will provide you with benchmarks to gauge your own programs and examples of how today's marketers are using email as the hub for cross-channel marketing programs.

## Key highlights

As customers grow more accustomed to using different devices and channels to access information and communicate in their everyday lives, they fully expect brands to intelligently respond and react, in real-time, to their needs. For email marketers, this requires a deeper understanding of their customers and the ability to deliver the most relevant, timely and optimized messages based on all that they know about each customer.

By evoking data-driven strategies leveraging a mix of channels, today's email marketers are able to make more informed decisions and develop intelligent ways to connect and engage with their customers, while inspiring them to become loyal brand advocates.

The following are the highlighted trends, proven tactics and areas for improvement in email marketing that we've measured and observed over in the past year.

## Growing trends

- **Popup windows:** Forty-five percent of marketers use pop-up windows on their Website to collect email addresses. This number more than doubled from last year (a 107 percent increase).
- **Responsive design:** Brands are looking for ways to deliver the most optimal experience to mobile customers. This was exemplified by the use of responsive design in 2013, which more than doubled from the previous year.

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- **Social influence and brand advocacy:** Promoting social networks in email increased in 2013, with Pinterest having the biggest increase of use, followed by Instagram, which is now being promoted by 39 percent of brands surveyed.

## Proven tactics

- **Activity segmentation:** The majority of today's marketers (83 percent) segment their email campaign audiences by past activity data, such as open and click activity.
- **E-receipts:** Of all e-receipts, those with up-sell and cross-sell features have the highest click and transaction rates.
- **Real-time triggering:** Second abandon cart reminders (a follow up abandon cart message to an initial email) garner an average 54 percent lift compared to just sending one abandon cart message, while browse emails that are based on products or categories a customer has surfed achieve a 3.4x increase in revenue compared to other promotional mailings.
- **Reactivation:** Confirmed opt-in mailings have 3.3 times higher click rates than other reactivation emails.
- **Customer loyalty:** Brand loyalist (customers who usually buy more, eliminate competing brands and products from purchase considerations, and tell others about their positive brand experiences) click significantly more on surveys, review requests and "follow us" links for social websites, than non brand-loyalists.

## Room for improvement (what marketers could be doing better)

- **Customer preferences:** Sixty percent of marketers do not give customers the option to select the types of emails they want to receive, and only 30 percent of marketers let their customers decide how often they want to be mailed. While actively asking for customers' preferences is a step in the right direction, it is also important for brands to monitor and record how customers are interacting on websites, via email, and on mobile devices, and ensure they are sending relevant and engaging messages based on that information.
- **Customer data hygiene:** The majority (80 percent) of retail brands collect email addresses through a point of sale (POS) system entered by a sales associate, which is a method that has a high potential for error. However, there has also been an increase in the use of technology to collect email addresses, with increases in the use of the iPad® and the start of mobile SMS, as well as utilizing data hygiene tools to mitigate and correct email typo errors at POS. Marketers should continue to find and improve upon customer data collection and hygiene methods to avoid the negative impacts of inaccurate data on email deliverability and overall effectiveness of marketing campaigns.

# How today's email marketers are connecting, engaging and inspiring their customers

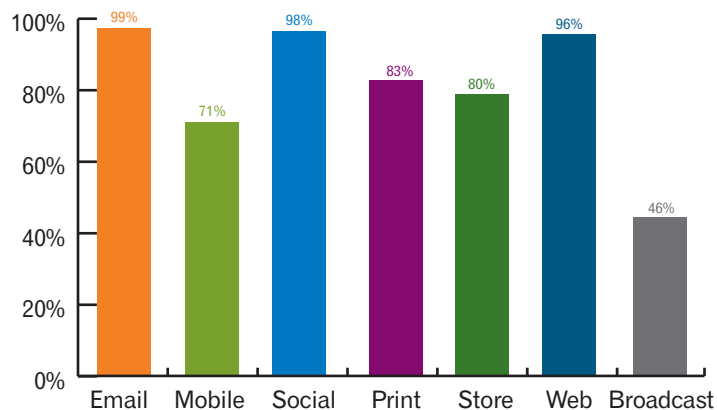
- **Personalization:** The majority of marketers ask customers for data, but then don't use it to personalize their emails. In fact, 70 percent of brands are not personalizing emails sent to subscribers. Remember that your customers are offering you access to this personal information and expect you to use it to send more targeted, relevant and personalized messages to them.

## Connect

The increasing volume and variety of available channels gives marketers the means to connect with customers in more meaningful and relevant ways than ever before. For example, more channels equate to more data collection opportunities — data that can be used to better understand their customers and fine-tune marketing over time to reach the largest number of high-value consumers. With the increase of customer data available, it is becoming more important for email marketers to understand how their customers are engaging with their brand across all channels.

Not surprisingly, of the brands surveyed, the large majority market in multiple channels, with almost 100 percent active in email, Web and social.

## In which channels does your company currently market?



Source: Experian Marketing Services

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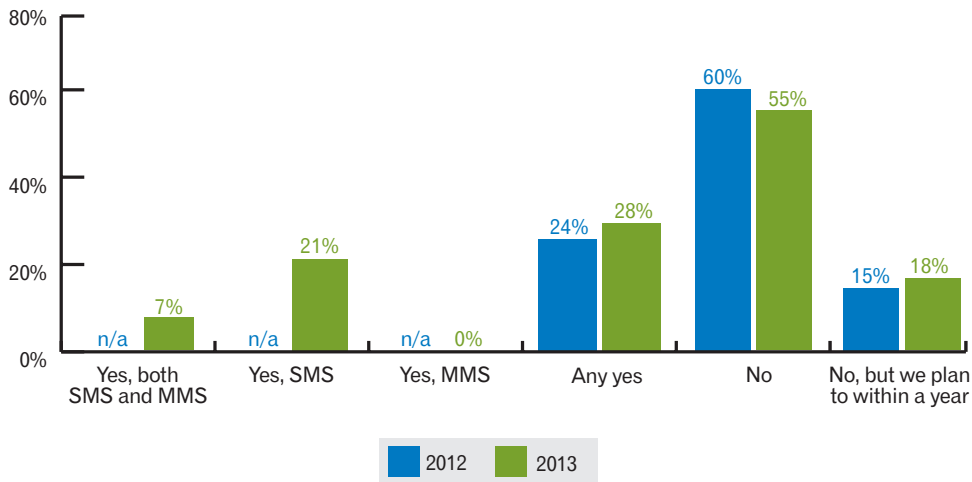


Did you know?

**Mobile adoption increased moderately in 2013 (17 percent); SMS or MMS are still only being used by 28 percent of brands.**

While 71 percent of brands market in the mobile channel, the majority are not optimizing the potential to connect and engage with their customers through a range of different mobile marketing tactics. This is often the case for how brands are interacting in other channels as well, email included. Marketers need to not only be present in the various marketing channels available, but really start to engage with every customer touch-point and continuously learn more about their customer behaviors and preferences through each channel.

## Do you currently send SMS or MMS campaigns?



Source: Experian Marketing Services

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## Data collection tactics

We surveyed marketers regarding their data collection tactics. In 2013, more brands collected additional customer information beyond email address and are using a variety of channels and devices to capture data.

- Marketers collecting birth dates, in addition to email addresses, increased by 54 percent over 2012 survey results.
- Twenty-nine percent more brands are collecting customers' ZIP codes.
- The majority of marketers (45 percent) acquire mobile customers via a form on a Website.
- Ninety-eight percent of brands use Websites to acquire customers' email addresses, while only 62 percent of brands use social media for email acquisition.
- Of the 97 percent of marketers that collect email addresses in store, 80 percent are collecting through a sales associate entering the data into a POS system.
- There was an overall increase in the use of technology to collect email addresses in 2013, with increases in the use of the iPad (six percent) and the beginnings of acquisition through mobile SMS.



## Trend alert

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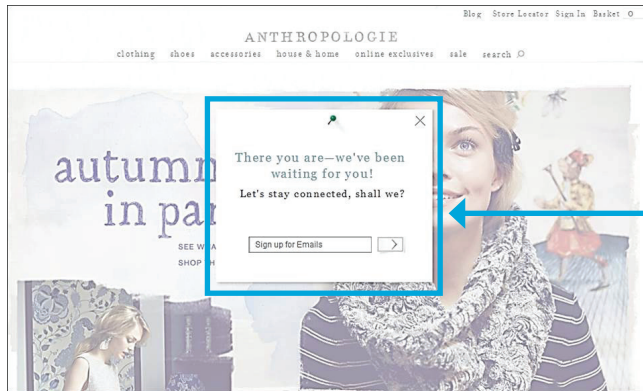
### Collecting email addresses through Website pop-ups

Email address collection points on Websites saw year-over-year increases, with the largest changes seen in headers and pop-up windows.

Forty-five percent of marketers use pop-up windows on their Website to collect email addresses. This number more than doubled last year's survey results with a 107 percent increase. In addition, 28 percent of marketers are now collecting email addresses in Website headers — an 89 percent increase over last year.

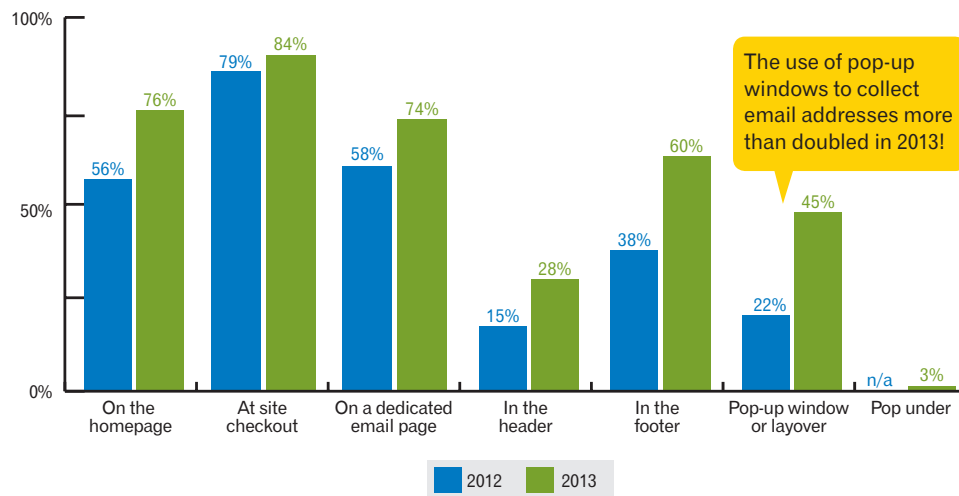
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Example:



Anthropologie displays a pop-up to all new visitors inviting them to sign up to receive promotional emails.

## Where do you collect email addresses on your Website?



Source: Experian Marketing Services



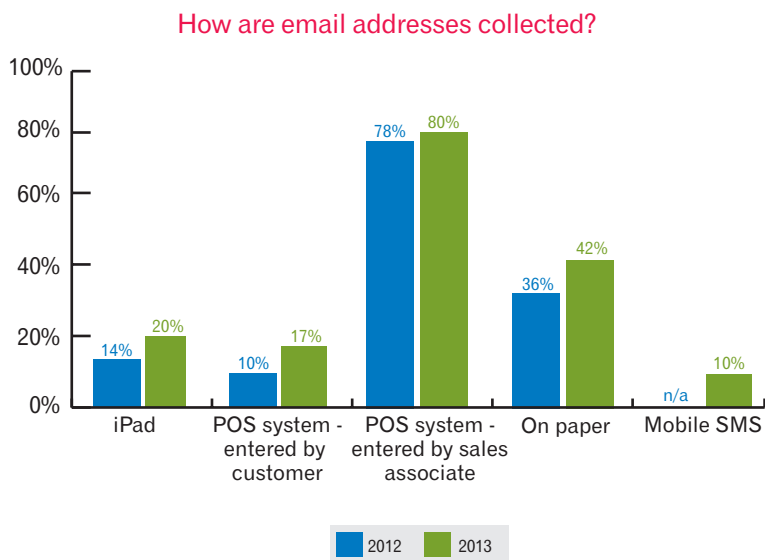
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Trend alert

## Using technology to collect email addresses in store

More brands are using technology to collect email addresses in store in 2013 compared to 2012 survey results, with increases in the use of the iPad (six percent) and the start of the use of mobile SMS (ten percent) over the last year.



Source: Experian Marketing Services

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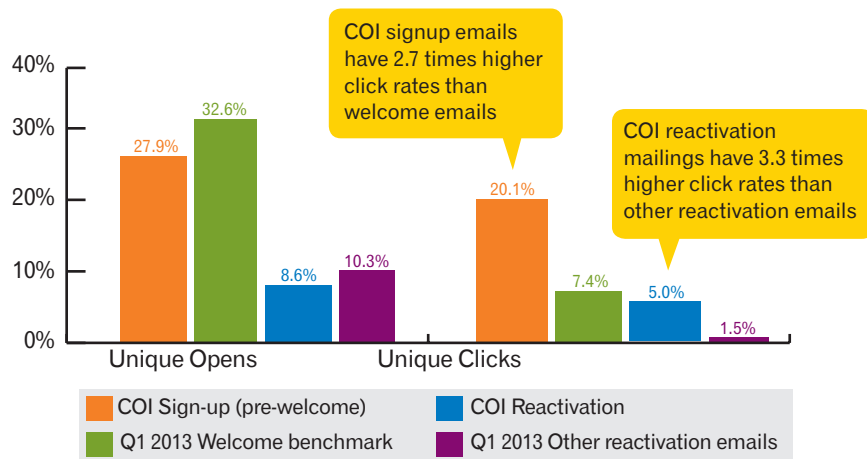


Did you know?

## Confirmed opt-in (COI) mailings have high response rates

In today's email environment, we have seen increasing concerns about list health, list hygiene and deliverability. COI mailings is one method that a number of brands use to enhance the quality of their lists.

Experian Marketing Services conducted a study on COI mailings sent by 10 brands between January 2012 and March 2013. The study compared initial sign-up and reactivation COI mailings to Q1 2013 benchmarks and found that both types of COI mailings have lower unique open rates, but much higher unique click rates than the benchmarks.



Source: [Confirmed Opt-in \(COI\) Mailings Study, Experian Marketing Services](#)

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## Best practices

### COI mailings

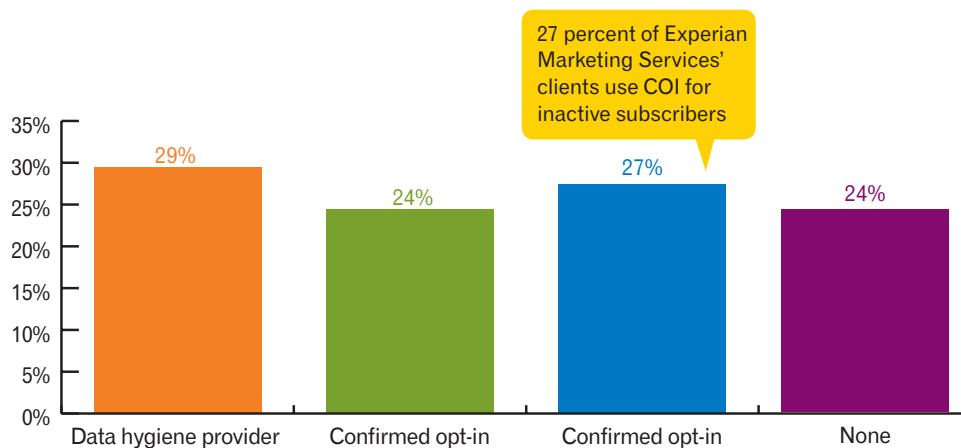
COI mailings are a best practice after POS sign-up to ensure address accuracy, or for any brand that is choosing to be extra cautious about its list health and growth, regardless of source.



American Eagle Outfitters® sends emails to inactive subscribers asking them to “click to confirm” their subscription. This is a good example of a COI mailing designed to re-engage inactive subscribers and ensure continued deliverability.

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Which of the following processes do you use for data hygiene?



Source: Experian Marketing Services

Check out Experian Marketing Services' [ebook](#) on Confirmed Opt-In for more examples of ways you can improve list hygiene and deliverability with COI mailings.



Did you know?

**Using a data hygiene service like [data quality](#) from Experian Marketing Services on email address can:**

- Catch and correct syntax errors
- Verify a mailbox exists
- Suppress spam traps and risky email addresses

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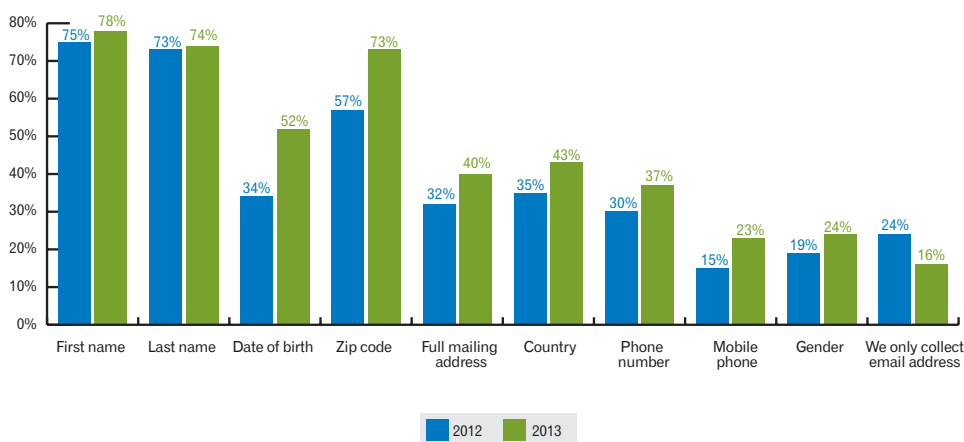


## Trend alert

### Asking customers for more information

Marketers are requesting more information from their customers to improve their brand experiences. This year, 18 percent more marketers collected customers' birth dates, and 16 percent more marketers collected customers' ZIP® codes than last year.

#### What pieces of data do you collect in addition to email address?



Source: Experian Marketing Services

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## Customer preferences

We surveyed marketers on how they collect customer preferences to enable more relevant messaging:

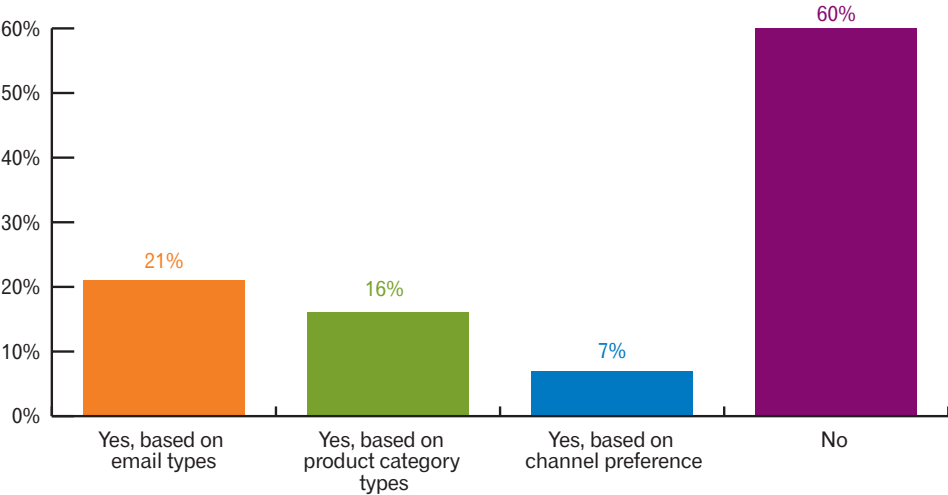
- While the majority of marketers market in multiple channels, only 7 percent market based on customers' channel preferences
- Only 35 percent of marketers ask their customers how often they would like to be mailed
- Seventy percent of brands are not personalizing emails sent to their subscribers

### Did you know?

Sixty percent of marketers do not give customers the option to select the types of emails they want to receive.

While actively asking for customers' preferences is a step in the right direction, it is also important for brands to monitor and record how customers are interacting on Websites, via email, and on mobile devices, and ensure they are sending relevant and engaging messages based on that information.

### Can your customers select the types of emails they want to receive?



Source: Experian Marketing Services

# How today's email marketers are connecting, engaging and inspiring their customers

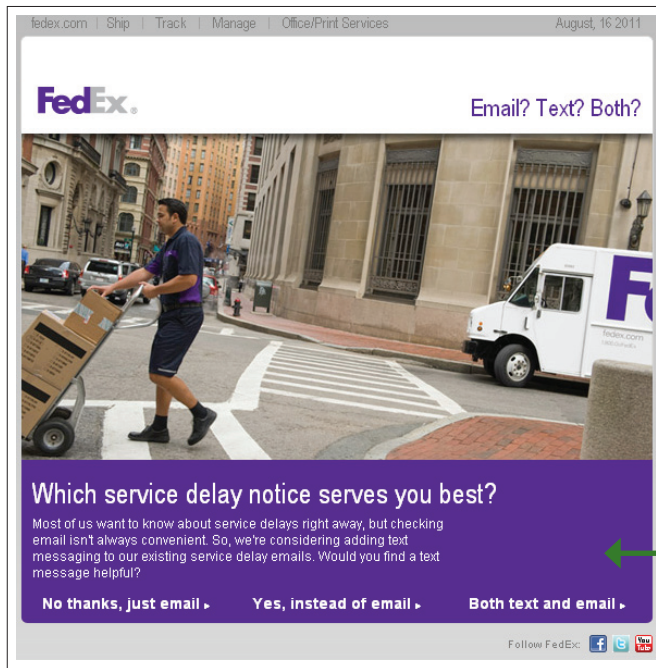


Best practices

## Ask for customers' channel preferences

Today's customers are constantly bombarded by marketing messages and are continuing to tune out those that are not meaningful and relevant to their everyday lives at an alarming rate. Lifting response, therefore, cannot be achieved and maintained solely by increasing frequency. Lift can only be generated by engaging customers with intelligent interactions that take into account their personal information and preferences.

Example:



FedEx® offers customers the choice of receiving notices about service delays by email and/or text message.

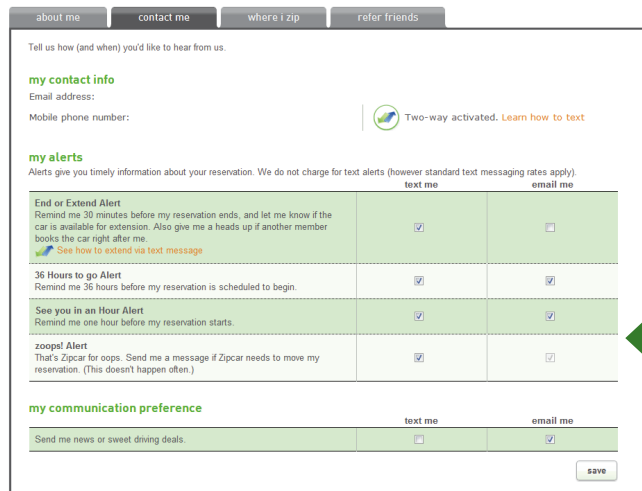
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## Frequency: Ask subscribers how often they want to be emailed

Only 35 percent of marketers let their customers decide how often they want to be mailed. By collecting customers' message frequency and channel preferences, brands can:

- Drastically increase customer engagement
- Decrease spend
- Avoid subscriber Spam complaints

Example:



The screenshot shows a user interface for managing communication preferences. At the top, there are navigation tabs: 'about me', 'contact me', 'where i zip', and 'refer friends'. Below the tabs, the user is prompted to 'Tell us how (and when) you'd like to hear from us.' There are input fields for 'Email address:' and 'Mobile phone number:'. A 'Two-way activated' status is shown with a 'Learn how to text' link. The 'my alerts' section lists several alert types with checkboxes for 'text me' and 'email me':

	text me	email me
<b>End or Extend Alert</b> Remind me 30 minutes before my reservation ends, and let me know if the car is available for extension. Also give me a heads up if another member books the car right after me. <a href="#">See how to extend via text message</a>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>36 Hours to go Alert</b> Remind me 36 hours before my reservation is scheduled to begin.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>See you in an Hour Alert</b> Remind me one hour before my reservation starts.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>zooper! Alert</b> That's Zipcar for oops. Send me a message if Zipcar needs to move my reservation. (This doesn't happen often.)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

Below the alerts is the 'my communication preference' section with a 'text me' and 'email me' column:

	text me	email me
Send me news or sweet driving deals.	<input type="checkbox"/>	<input checked="" type="checkbox"/>

A 'save' button is located at the bottom right of the form.

Zipcar® gives its customers the option of receiving different types of email and/or text alerts based on how and when the customer wants to hear from the company.



# How today's email marketers are connecting, engaging and inspiring their customers



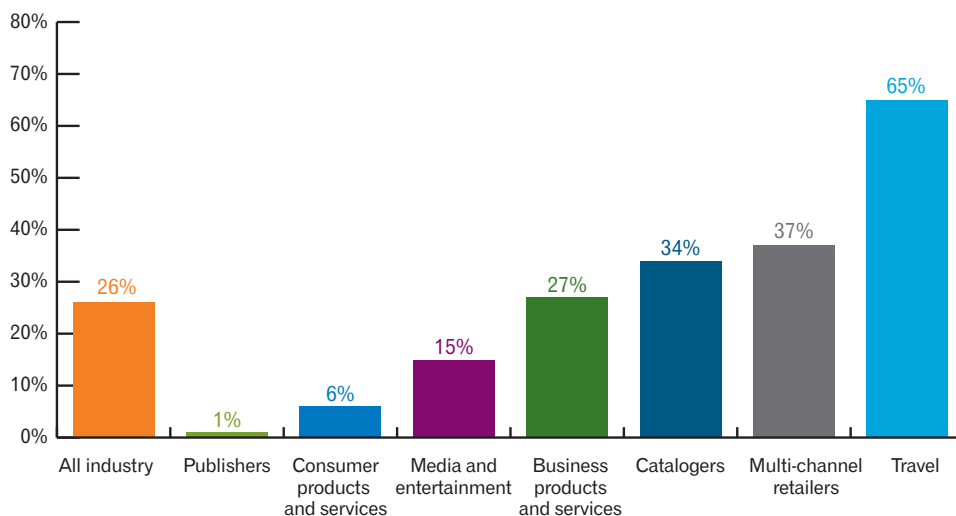
Did you know?

## The majority of marketers ask customers for data, but then don't use it to personalize their emails.

In fact, 70 percent of brands are not personalizing emails sent to subscribers. Remember that your customers are offering you access to this personal information and expect you to use it to send more targeted, relevant and personalized messages.

For example, emails with personalized subject lines have 26 percent higher unique open rates than non-personalized emails (19.4 percent with personalization compared to 15.4 percent without). The lift from personalization, however, varies by industry. Personalized subject lines have provided the biggest boost in unique open rates for travel companies (unique open rates of 28.5 percent with personalization compared to 17.3 percent without).

### Personalized subject lines have provided the largest lift in unique open rates for travel and multi-channel retail emails



Source: Experian Marketing Services

Note: If you are concerned about data integrity (users entering inaccurate information), we suggest using personalization with data from sources, such as rewards programs, where a user is more likely to accurately enter his or her name.

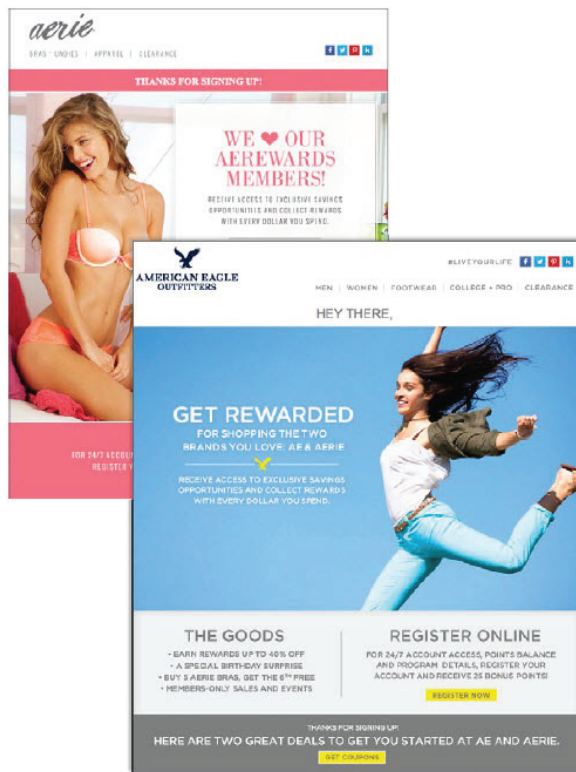
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## Best practices

### Ask customers to complete their online profiles

Start by welcoming new reward program members and reiterating the program value proposition in a series of welcome messages. Once you have collected members' online profile information, use that information to enable relevant messaging in future emails.



American Eagle Outfitters® (AEO) and Aerie® (a sub-brand of AEO that carries women's intimates, swimwear and other accessories) execute a special life cycle campaign to form a deeper relationship with the brands' customers, educate them about the loyalty programs and drive conversion.

### 360-degree sign-up process (email, mobile, Web and in-store)

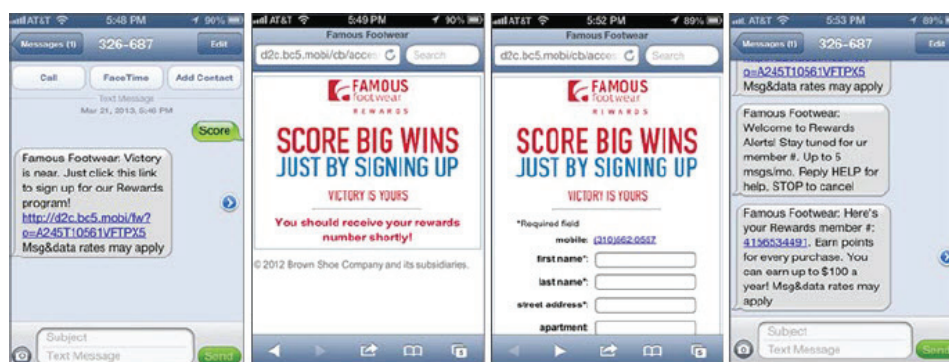
Take advantage of online data capture and welcome email messages to convert online customers to loyal members. In the examples below, Famous Footwear leverages online account registration forms to ask its customers for basic demographic information and answers to “golden” questions that allow the brand to gain insight into its customers' shoe interests and channel preferences.

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## 360-degree sign-up process (email, mobile, Web and in store) — mobile

Take advantage of mobile usage growth and allow customers to enroll in rewards programs through their mobile phone. The mobile sign-up example below enables enrollment for Famous Footwear's rewards program through a quick, easy and convenient experience.



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## Activities

From strategic email program planning to one-to-one message personalization, data has long been used to help email marketers make more intelligent decisions. What is changing so dramatically today, and creating massive opportunity, is the rapidly growing quantity of activity data, particularly across digital channels. While the scale and unstructured nature (e.g., Tweets, posts, reviews) of new data sources can be daunting, this real-time activity and behavioral data is opening up new avenues of opportunity for email marketers to engage their customers with more coordinated and relevant interactions.

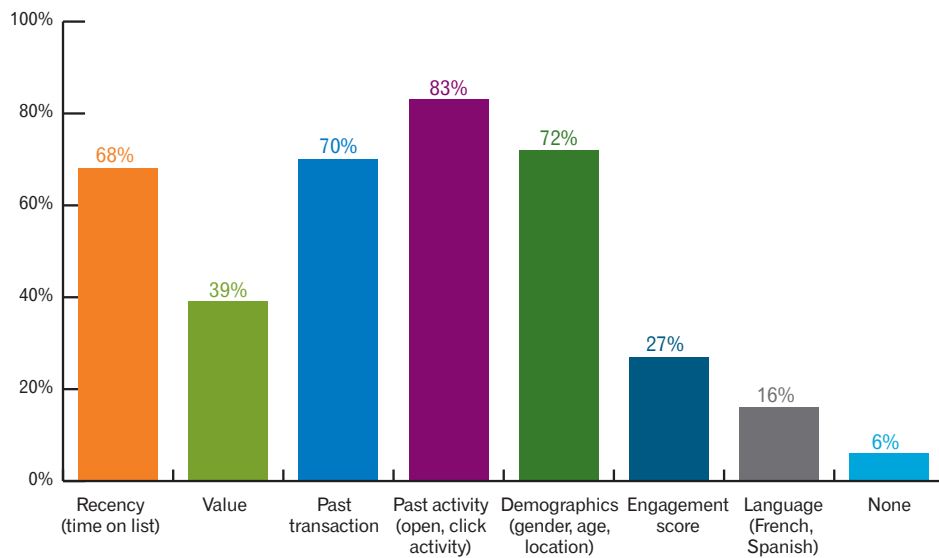


## Trend alert

## Segmentation

The majority of today's marketers (83 percent) segment email campaign audiences by past activity data, such as open and click activity.

### What type of email segmentation do you use?



Source: Experian Marketing Services

# How today's email marketers are connecting, engaging and inspiring their customers



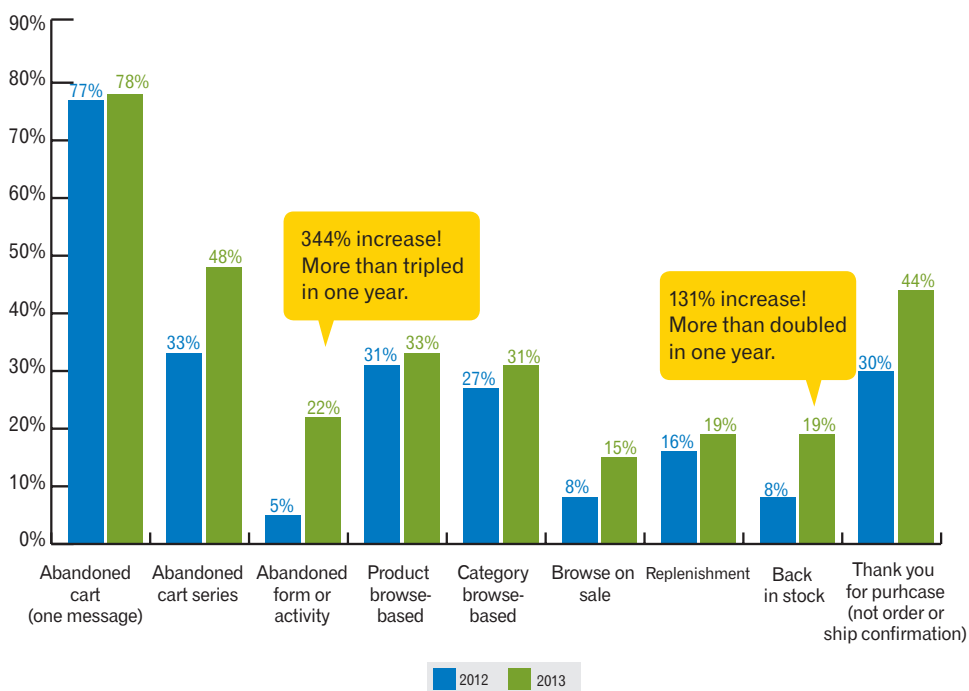
Trend alert

## Activity-based remarketing campaigns

All types of remarketing campaigns increased in 2013, with significant increases in customer activity and browse-based campaigns.

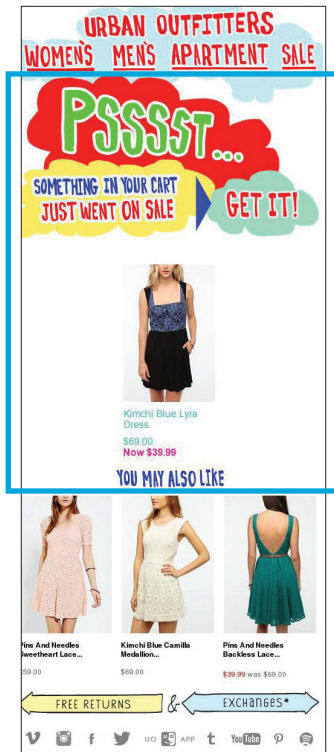
Abandon form or activity remarketing campaigns more than tripled this year compared to last year.

### What types of remarketing campaigns does your email program include?



Source: Experian Marketing Services

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Urban Outfitters remarkets to customers based on items in abandoned carts that have gone on sale, while serving up personalized recommendations based on items in each customer's own cart.



## Engage

From both a customer satisfaction and a deliverability standpoint, it is imperative that marketers continuously seek out new ways to improve upon email engagement. By capitalizing on data-driven email tactics and new trends in creative optimization, email marketers can delight and enchant their customers with optimal brand experiences that inspire more meaningful and profitable long-term relationships.

## E-receipts

[Experian Marketing Services' Q1 2013 email benchmark study](#) reported the continuation of a new trend in transaction-based emails: the offering of e-receipts. An electronic receipt (e-receipt) is an alternative to paper receipts that customers traditionally have been given at the POS. As consumers become more environmentally conscious, more digitally savvy and more mobile, the e-receipt has gained in popularity.



# 2013 Email Market Study



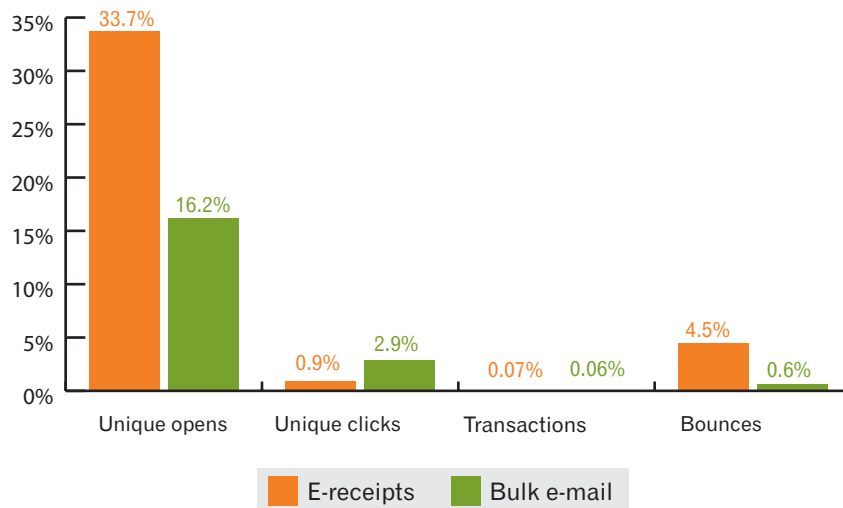
## Fast facts

### E-receipts further customer engagement

E-receipts provide an opportunity to further engage customers with your brand and extend the relationship. To identify early trends in the growing practice of e-receipts, Experian Marketing Services' study looked at 12 brands that regularly deployed e-receipt emails in 2012:

- Trends show e-receipts achieve higher open rates and revenue per email than bulk promotional mailings
- Of all e-receipts, those with up-sell and cross-sell features have the highest click and transaction rates

E-receipts have higher open rates, but lower click rates than bulk emails



Source: [Experian Marketing Services' 2013 Q1 Email Benchmark Study](#)



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## Best practices

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**E-receipts can be enhanced to go beyond “basic receipts” by providing up-sell and cross-sell opportunities as part of the e-receipt layout.**

E-receipt enhancements may include:

- Website navigation and shop online links
- Colorful layouts and sections for promotional images
- Links to related brands
- Links to social media sites
- Product recommendations
- Dynamic sale or inventory banners
- Opt-in to promotional emails
- Surveys

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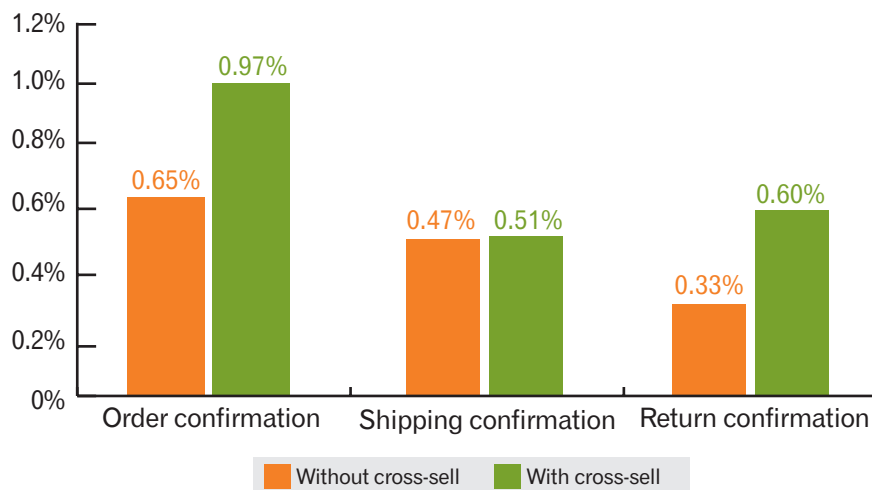


Did you know?

**Although customers have just made a purchase, transactional emails (eg. order confirmations, shipping confirmations and return confirmations) are a great means of garnering an additional sale.**

According to [Experian Marketing Services' Q3 2013 Email benchmark study](#), the highest transaction rates (for transactional mailings) were seen in those emails that included upsell or cross-sell sections.

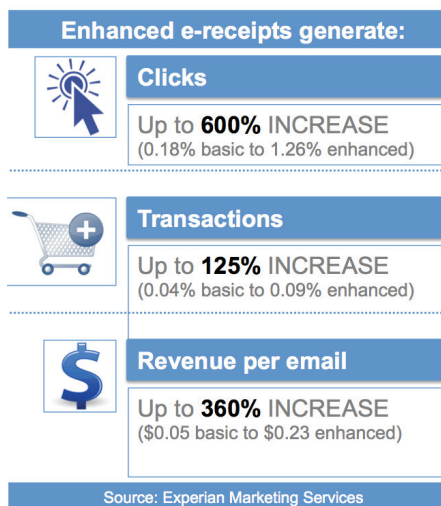
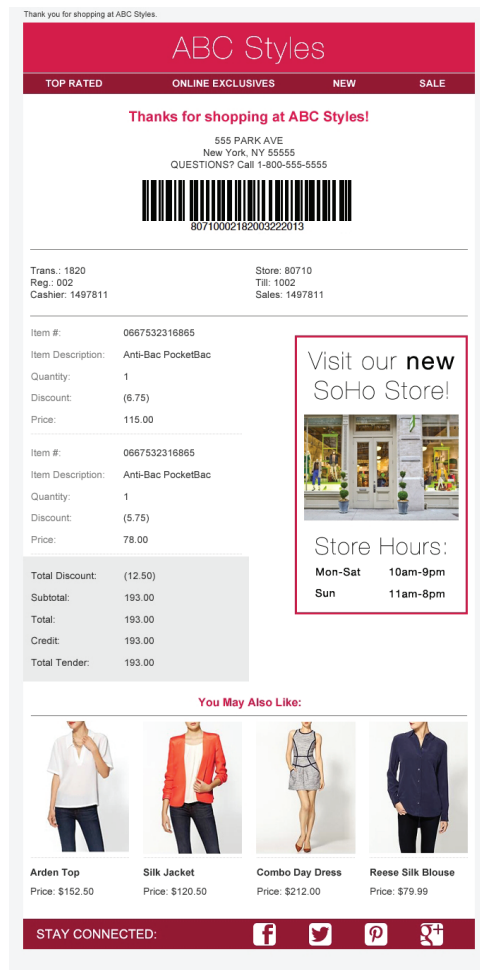
Mailings with cross-sell sections had higher transaction rates



Source: [Experian Marketing Services' 2013 Q3 Email Benchmark Study](#)

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Example:



Source: [Experian Marketing Services' Q1 2013 Email Benchmark Study](#)

Note: When designing e-receipts, it is imperative to follow current CAN-SPAM Act regulations in place for transactional emails. The Experian Marketing Services' white paper, "[Point of sale email: Managing compliance, privacy and deliverability with in-store email acquisition](#)", has specific recommendations for making sure your e-receipts are compliant.

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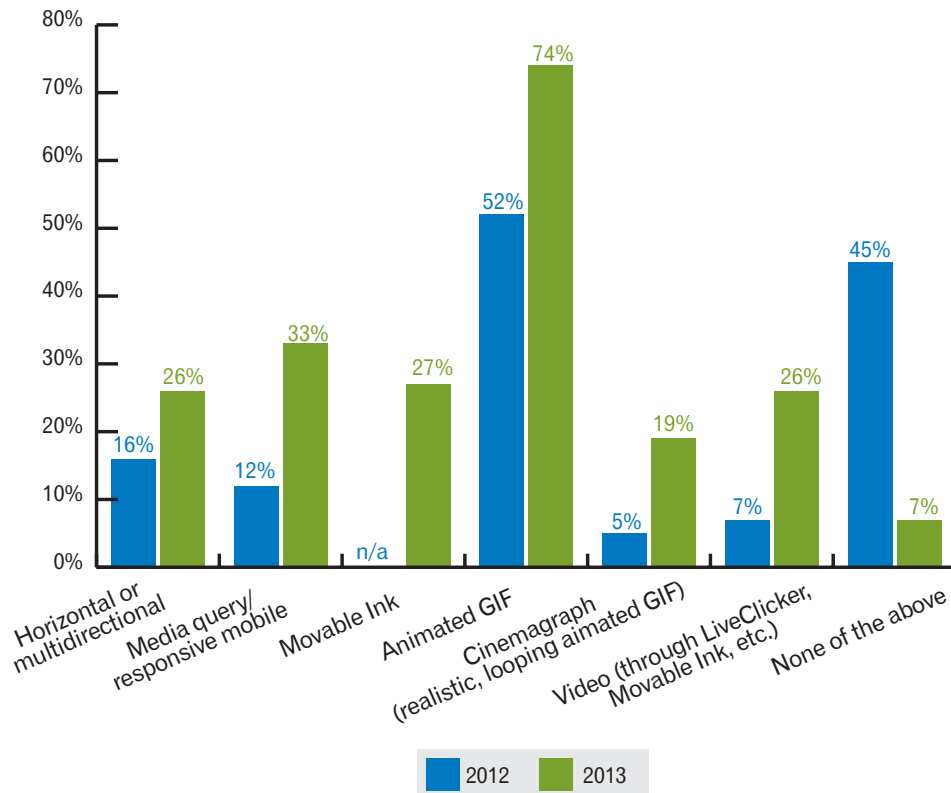
## Creative trends

Brands are always looking for the best way to deliver an optimal and engaging customer experience. As such, emails are becoming more active, with the use of animations and videos more than doubling since 2012. Additionally, the use of responsive design, which ensures emails render optimally on all devices, also more than doubled.

### Tips for email animation:

- Animations in emails are comprised of three components: the number of frames, color, and actual overall size of the animation (the size it will appear onscreen)
- The key is to keep the video or animation as small as possible; you don't want it to take up the entire width of the layout
- Smaller is always better, so when considering adding animation in email, keep those file sizes down

### Which of the following features have you used in your email creatives?



Source: Experian Marketing Services

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## Fast facts

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### **It is important to make sure that your email creative is designed for mobile.**

Mobile opens are on the rise, and there's no indication of the trend slowing down. The following data is taken from Experian Marketing Services' 2013 client survey and the [2013 Email plus mobile report](#):

- Half of all unique email opens occur on mobile devices
- The majority of unique clicks (39 percent) occur on mobile devices
- Twenty-four percent of brands have done no email optimization for mobile devices, but 24 percent of those respondents are planning to in the next year



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## Best practices

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### **Optimizing for mobile**

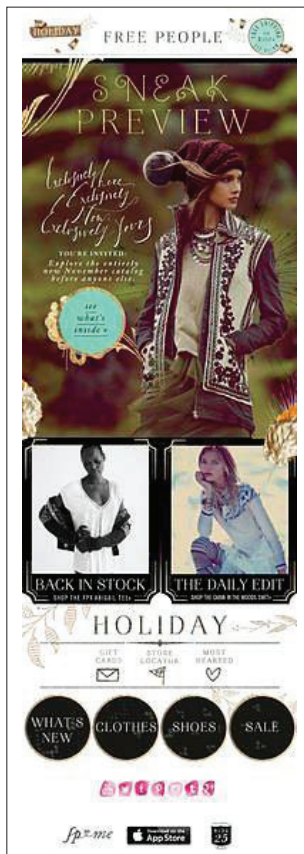
Make sure your emails are as visually appealing and as user-friendly as possible — think about how they will look on a smaller screen and how customers might interact with touch keypads.

The email from Free People below is good example of the mobile optimization features and tactics brands can leverage to deliver their on-the-go customers a more mobile user friendly experience, such as:

- Streamlined navigation
- Slimmer design
- Larger copy
- Mobile app call-outs
- Larger, tap-friendly calls to action

# 2013 Email Market Study

Example: Mobile friendly email design



Trend alert

## Responsive design

Responsive design templates can automatically adjust email layouts or (grids) to deliver a consistent experience for customers across platforms. Case studies of brands testing responsive design have shown increases of up to 63 percent in click rates and 18 percent in transaction rates when using responsive design.

Brands testing responsive design have seen up to a

**63 percent increase**  
in click rates

and an

**18 percent increase**  
in transaction rates

Source: [Experian Marketing Services Email plus mobile interactions report](#)

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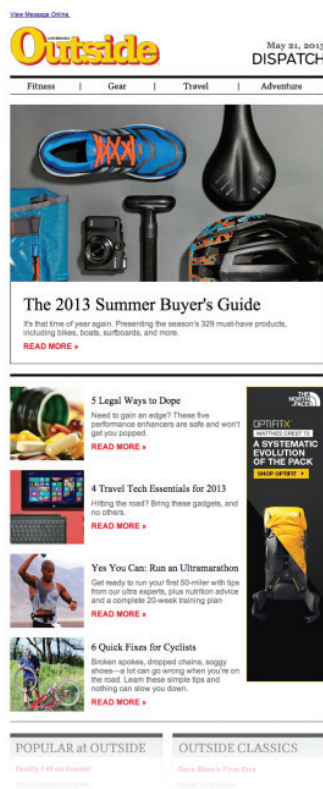


## Best practices

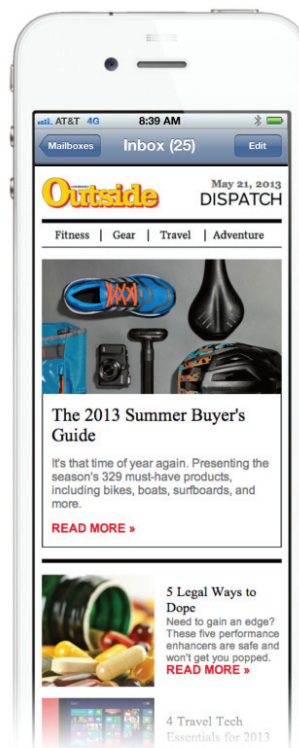
### Optimizing emails for mobile with responsive design

There are still some “traditional” email marketers that feel that making a design adhere to a mobile template or grid is cause for creative compromise. However, if you look at the following side-by-side comparison of a desktop and mobile email using responsive design, you can easily see that both versions maintain artistic integrity, while optimizing for the viewing platform. Responsive design does take longer to code, so you should always plan extra development time, but the final results can make the extra time worthwhile.

Responsive desktop email



Responsive mobile email



# 2013 Email Market Study



Did you know?

**Responsive design works on all iOS and Android devices, as long as the message is opened on the device's native email app.**

Problems arise when using Web-based apps, such as Gmail and Yahoo. These apps don't always recognize the additional CSS coding that is needed in order for these emails to be responsive and will open the desktop version instead. Gmail is starting to show some compatibility, but rendering issues persist. As mobile opens rise in popularity, we may see an increase in responsive recognition.



Best practices

## Optimizing Websites for mobile

Sixty-five percent of brands currently have a mobile site, and 19 percent more plan on having one within the next year. Remind customers of the online mobile experience through email, social media and in store.

The Limited entices customers to visit and shop on their mobile site with exclusive email offers.

THE LIMITED

NEW ARRIVALS TOP LOOKS APPAREL SALE SHOP MOBILE

FREE SHIPPING ON ALL ORDERS OF \$125 OR MORE  
\$7.95 FLAT-RATE SHIPPING ON ALL ORDERS UNDER \$125\*

SHOP MOBILE from wherever you're celebrating!

ONLINE ONLY!  
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**SCORE BIG  
47% OFF**  
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Use promotion code SUPER47 at online checkout.

SHOP NOW ▶

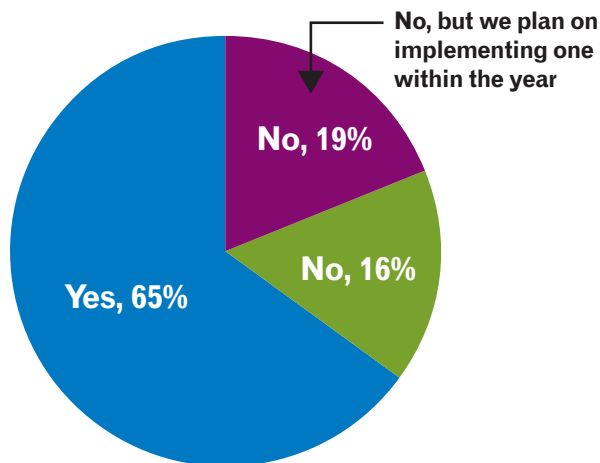
eloqui OUR SISTER BRAND IS PARTICIPATING TOO! SHOP ELOQUII ▶

FIND A STORE PRIVACY POLICY GIFT CARDS THE LIMITED CARD UNSUBSCRIBE



# How today's email marketers are connecting, engaging and inspiring their customers

Do you currently have a mobile site?



Source: Experian Marketing Services



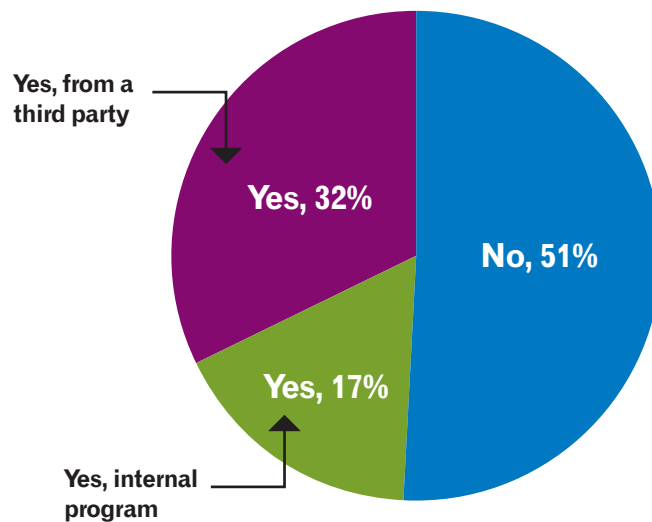
Trend alert

## Recommendation engines

Overall use of recommendation engines increased from 40 percent in 2012 to 49 percent in 2013. While most brands (66 percent) use recommendation engines on Websites, 41 percent are also using the tool to enhance transactional emails (order/ship confirmation, etc.)

# 2013 Email Market Study

Do you use a recommendation engine?



Source: Experian Marketing Services



## Fast facts

Personalized mailings can drastically increase engagement and transaction rates.

- Personalized promotional mailings have 29 percent higher unique open rates and 41 percent higher unique click rates than non-personalized mailings
- Personalized, triggered mailings have similar lifts, with 25 percent higher unique open rates and 51 percent higher unique click rates
- For promotional mailings, personalized emails generate transaction rates and revenue per email that is more than six times higher than nonpersonalized emails
- Personalized, trigger campaigns result in more than double the transaction rates of nonpersonalized, trigger mailings

# How today's email marketers are connecting, engaging and inspiring their customers



Did you know?

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## **Cross-channel dynamic content**

True cross-channel marketing platforms allow you to create a dynamic content object once and apply it to an email message, as well as messages in other channels. Check out our [ebook](#) for more information on how marketers can use cross-channel dynamic content to create more personalized messages that are coordinated and consistent across channels.

## **Real-time message triggering**

One issue that's often overlooked by marketers is making sure email programs are optimized with triggered messages based on customer interactions or insights. Although triggered messages may be slightly more time intensive at the outset, they're the workhorses of an optimized email program.



Fast facts

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## **Triggered email messages are extremely effective and also help to engage customers and keep them active on your list.**

- Second abandon cart reminders (a follow up abandon cart message to an initial email) garner an average 54 percent lift compared to just sending one abandon cart message
- Browse emails that are based on categories or products a customer has surfed achieve a 3.4x increase in revenue compared to other promotional mailings
- Thank-you-for-purchase emails achieve a 13x increase in revenue compared to other promotional mailings

# 2013 Email Market Study



## Best practices

### Personalized automated emails that drive loyalty and conversion

Marketers can often get so caught up trying to get promotions out the door that they ignore longer-term programs that can, ultimately, contribute more to their bottom line and can help avoid the coupons and promotions scramble. To customers, triggered response messages based on their actions are often very timely and relevant.

Example:

The image displays two email templates from Bare Necessities. The left template is a thank-you email with a 20% off promotion. The right template is a 'Look what you left behind' email highlighting a Calvin Klein product. A green arrow points from the 'Look what you left behind' section to a large purple banner at the bottom.

**Left Email:**

20% Off Your Next Order

Thank you for your purchase.

Here's **20% off** on amazing select brands when you shop through this email.

▶ SHOP NOW

GET INTIMATE WITH US AND NEVER MISS A DEAL OR NEW ARRIVAL!

**Right Email:**

LOOK WHAT YOU LEFT BEHIND!  
These items are meant for you! Checkout Now!

Calvin Klein Cotton Classic Knit Boxers 3-Pack  
In Stock  
CHECKOUT NOW

We'll save the items in your shopping cart for 30 days

GET INTIMATE WITH US AND NEVER MISS A DEAL OR NEW ARRIVAL!

Get **FREE SHIPPING\*** on the items YOU LEFT BEHIND! (and everything else on our amazing site!) when you shop through this email. **Checkout Now!**

# How today's email marketers are connecting, engaging and inspiring their customers



Did you know?

## Welcome series

A welcome series provides a unique opportunity to acknowledge, educate, and engage your subscribers. Such programs begin with an email expressing a sincere “thank you” for joining the program and often contain a special offer. The series continues with educational information, such as tips, best practices, links to how-to videos, as well as special offers that keep your brand top-of-mind and rewards subscribers for their continued interest.

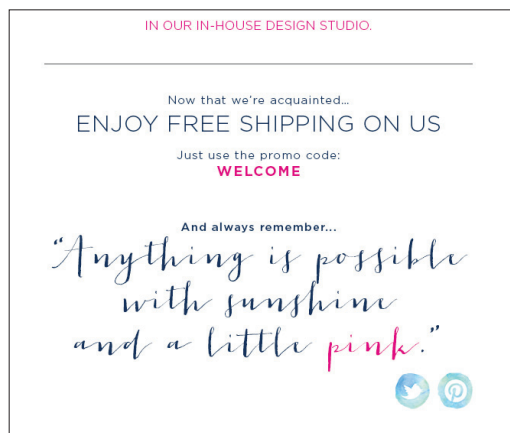


Fast facts

## Emails that are part of a welcome series outperform standard promotional emails in terms of response and revenue earned.

According to Experian Marketing Services' primary research across multiple verticals:

- Standard promotional emails have a 0.06 percent response rate and earn \$0.06 in revenue per email
- “Thanks for joining us” emails that kick off a welcome series have a 0.95 percent response rate and earn \$1.29 in revenue per email



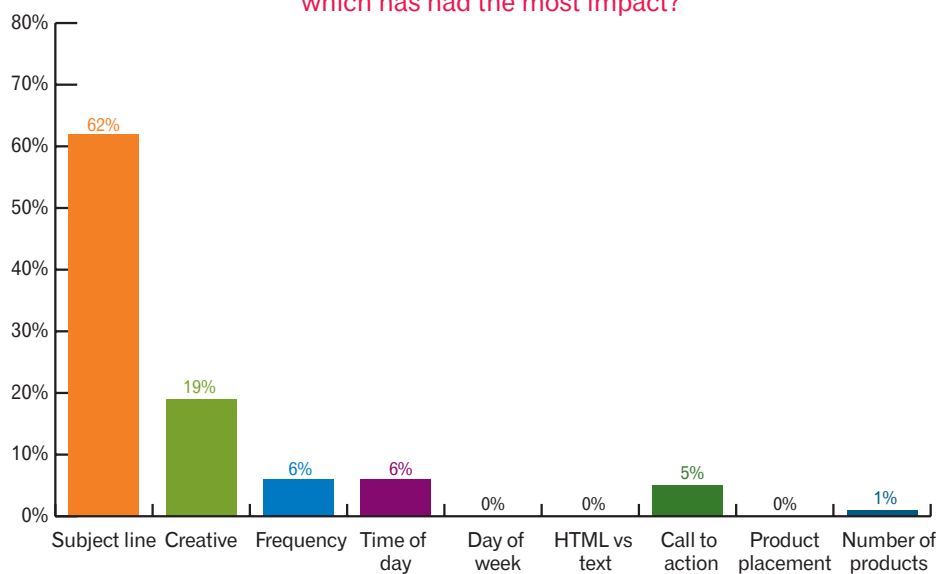
Lilly Pulitzer® welcomes its customers with a fun and simple, mobile friendly email that tells the story of how the brand came to be and an offer for free shipping on their next purchase using the promo code: Welcome.

# 2013 Email Market Study

## Testing

- Ninety-four percent of brands perform testing on email campaigns
- All types of testing saw increases in usage in 2013
- Subject line and creative tests are the most popular among marketers surveyed and are also seen as having the most impact (as shown in the charts below)

Of the tests you perform on your email campaigns,  
which has had the most impact?



Source: Experian Marketing Services

# How today's email marketers are connecting, engaging and inspiring their customers

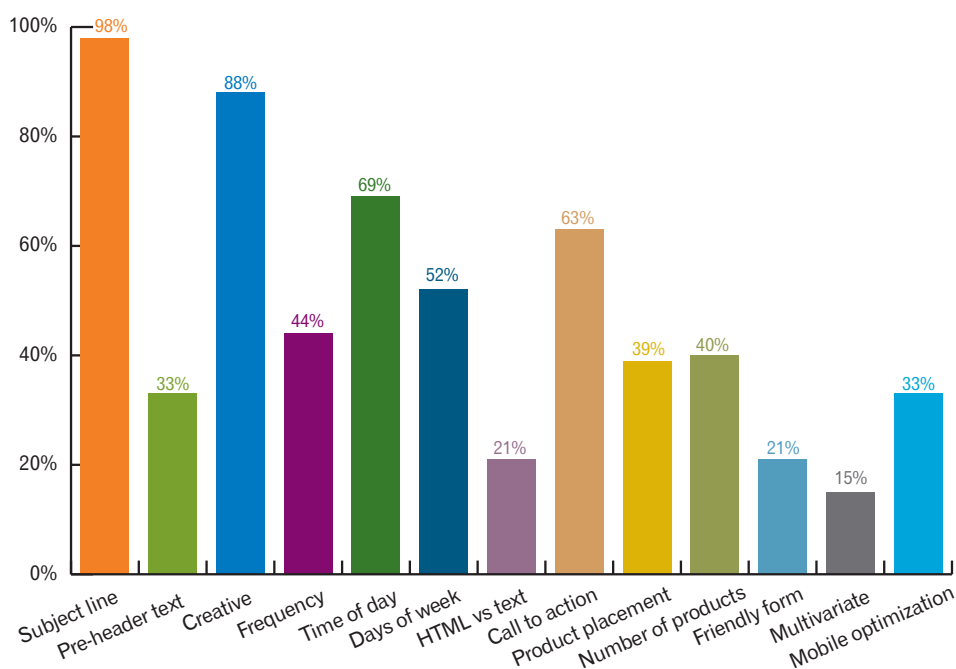


Trend alert

## Creative testing

While creative testing is the second most frequently used testing parameter, there are many different dimensions of email creative that could possibly affect subscriber engagement: layout, main image, call to action, color, size, etc.

What types of testing do you perform on your email campaigns?



Source: Experian marketing Services


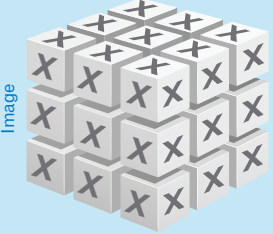
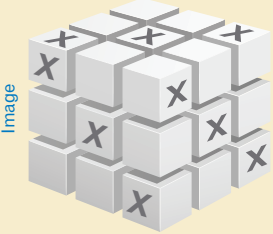
## Multivariate testing for creative

Depending on the number of factors you are interested in testing and the amount of variations you have to test for each factor, the overall number of potential creative combinations can quickly become rather daunting. Through the use of multivariate testing, it is possible to reduce the number of combinations to test down to a much more reasonable figure.

For example, if you are interested in assessing the effects of two different layouts, two different main images, five different calls to action, two different background

# 2013 Email Market Study

colors and two different sizes, you are left with 80 different email combinations to test. In fact, a properly designed multivariate test can reduce the number of combinations to test from 80 down to as few as 16, a much more manageable situation.

Single factor A/B	Full factorial design	Fractional factorial design
<p>Call to action</p>  <p>Buy now Act now Get more info</p>	<p>Layout</p>  <p>Image Call to action</p>	<p>Layout</p>  <p>Image Call to action</p>
Easy to manage, but slow and narrow	Broadest learning, but expensive and often infeasible	Complex to design, but most efficient and effective

Source: [Multivariate Testing: Understanding multivariate testing techniques and how to apply them to your email marketing strategies](#), Experian Marketing Services

Multivariate testing gives marketers the ability to easily identify which factors have a significant effect (and conversely, which factors show little to no effect) on user engagement, along with the identification of what the optimal settings of the email factors should be in order to maximize subscriber response/engagement.

For testing techniques and ideas to apply them to your email marketing strategies, view our white paper; [Multivariate testing: Understanding multivariate testing techniques and how to apply them to your email marketing strategies](#).

## Inspire

Customers today are more vocal and influential than ever before. In fact, 77 percent of adults on social media have shown support for a product, service or company through their networks. It is important for email marketers to understand who their brand advocates and loyalists are as well as what drives them, so that they can continuously build upon that advocacy and strengthen relationships. For example, results from a recent Experian Marketing Services' survey show that loyalists engage more with emails that include invitations to become a fan of a brand on social media sites. By effectively leveraging the power of social communities and vocal brand advocates, email marketers can gain new opportunities to expand their reach, while building a loyal customer base.



# How today's email marketers are connecting, engaging and inspiring their customers

## Customer loyalty

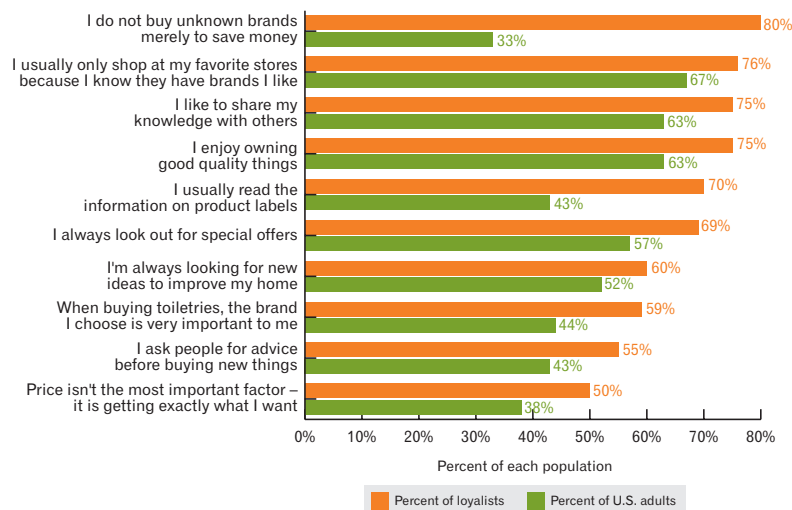


Did you know?

**A recent study by Experian Marketing Services found that 34 percent of the U.S. population consider themselves to be loyal to at least one brand.**

The study also revealed that loyalists are more likely to respond to mobile campaigns and to purchase products that are advertised on social media sites, highlighting the importance for marketers to create loyalty programs that span the customer journey, across all channels.

### Brand loyalists mobile and social network attitudes



Source: [Building customer loyalty in a cross-channel world, Experian Marketing Services](#)



## Fast facts

### Four quick facts about brand loyalists

- Thirty-four percent of the U.S. population can be defined as brand loyalists (customers who usually buy more, eliminate competing brands and products from purchase considerations, and tell others about their positive brand experiences)
- Eighty percent of brand loyalists claim they don't purchase from unknown brands merely to save money
- Loyalists welcome new ideas and respond with double the transaction rates on campaigns highlighting new loyalty program benefits
- Loyalists provide significantly higher click rates on surveys and review requests, as well as invitations to become a fan of a brand on social media sites

Source: [Building customer loyalty in a cross-channel world, Experian Marketing Services](#)

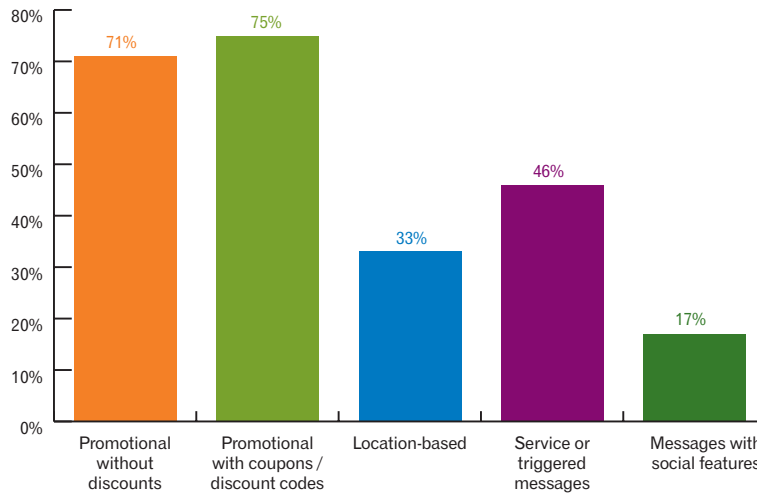
# 2013 Email Market Study



## Trend alert

Mobile campaigns with coupons grew in popularity, as did location-based messages, which more than doubled since 2012 survey results.

What type of mobile campaigns do you currently send?



Source: Experian Marketing Services



## Best practices

### Location-based mobile campaign

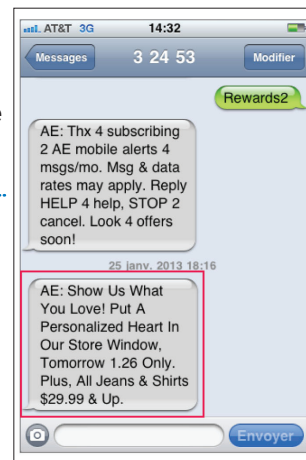
Case study: American Eagle Outfitters®

#### Strategy

- Involve loyalty members in in-store window decorations, turning the relationship collaborative
- Tie mobile SMS to stores

#### Execution

- Use SMS to drive members to local stores
- Provide customers with an opportunity to have a voice through their stores (Valentine's Day). The message mostly focuses on the possibility of having a personalized heart in the store window.



# How today's email marketers are connecting, engaging and inspiring their customers



## Best practices

### Ratings and reviews using social voices

Case study: Product review test by American Eagle Outfitters®

#### Strategy

- Test to assess how displaying customer reviews or both ratings and reviews actually influences performance and response
- Leverage other customers' voices to promote the benefits of a service by product
- Social communities are strong influencers, creating a "viral" effect
- Asking customers to review is a form of customer recognition, showing that the brand values their feedback

#### Execution

- Ratings and reviews were powered by Experian Marketing Services' partner, Bazaarvoice
- Experian Marketing Services deployed the email test

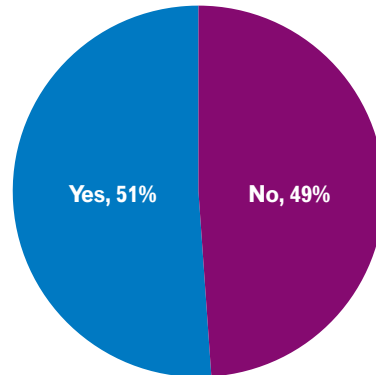


#### Results

- Ratings and reviews email received the best results
- Revenue per email: 16 percent increase
- Open rate: 3 percent increase

# 2013 Email Market Study

Do you solicit ratings and reviews via email?



Source: Experian Marketing Services

## Social influence and brand advocacy

Many of today's marketers are leveraging the power of social communities to increase customer engagement and expand their brand's reach. For example, the following is a list of the percentage of Experian Marketing Services' clients that are using social tools and tactics in their various marketing campaigns to encourage and enable social sharing.

- 33 percent of clients have used "pin it" buttons in emails
- 43 percent of clients have used "like it" buttons in emails
- 21 percent have used "tweet this" buttons in emails
- 15 percent of clients allow social sharing at checkout

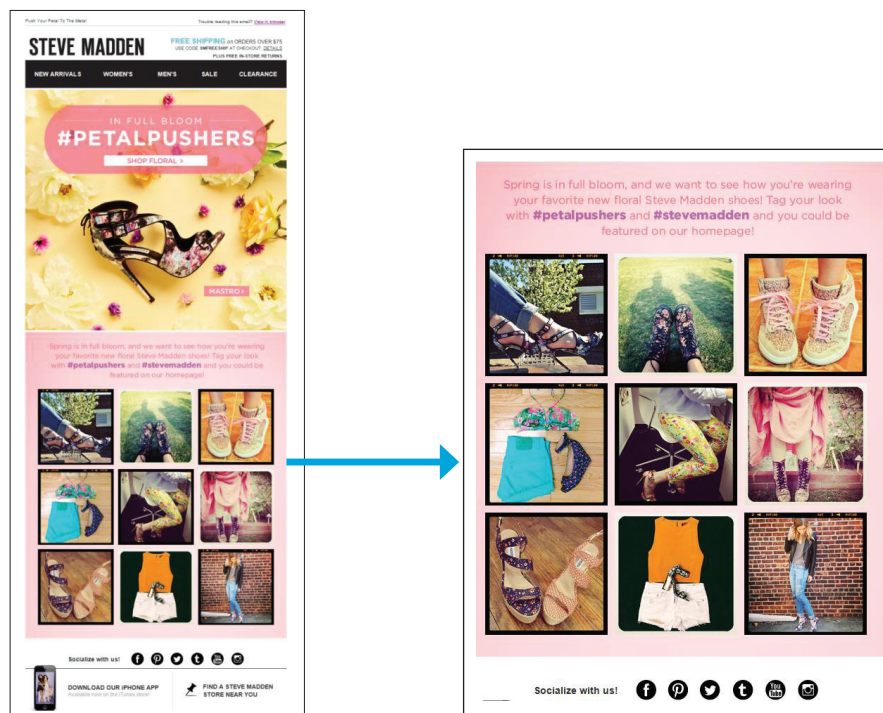


Trend alert

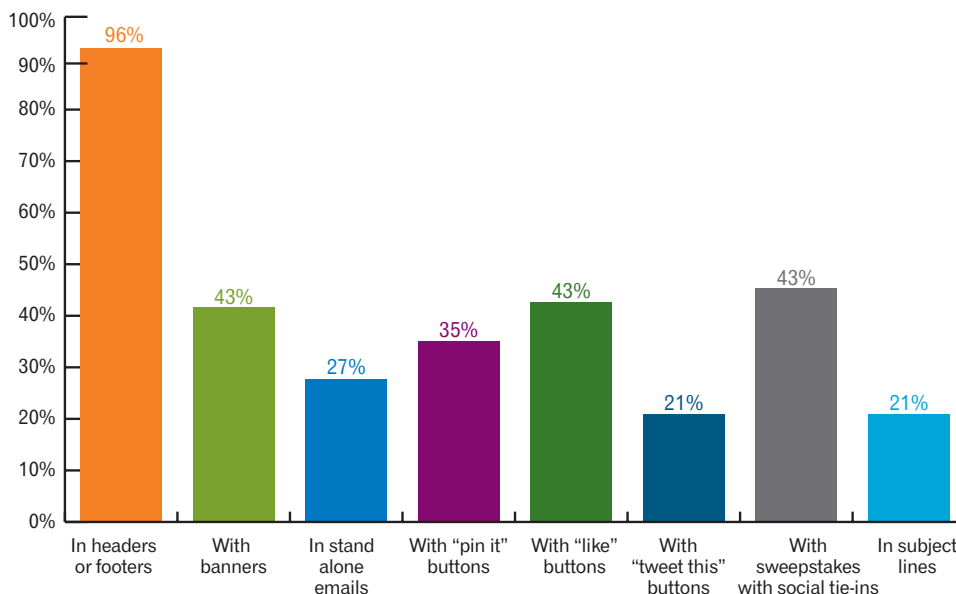
## Promoting social media in emails

Ninety-six percent of marketers promote social media in headers and footers. For example, the email on the next page from Steve Madden® prominently displays an Instagram hashtag in the header and a call to action for customers to tag photos of their floral looks with the hashtag to be featured on the brand's home page. Hashtag campaigns such as this one are a fun and effective way to engage customers that are active on social media and organically expand the reach of new products through the advocacy of fans and followers.

# How today's email marketers are connecting, engaging and inspiring their customers



## How do you display or promote social media in emails?



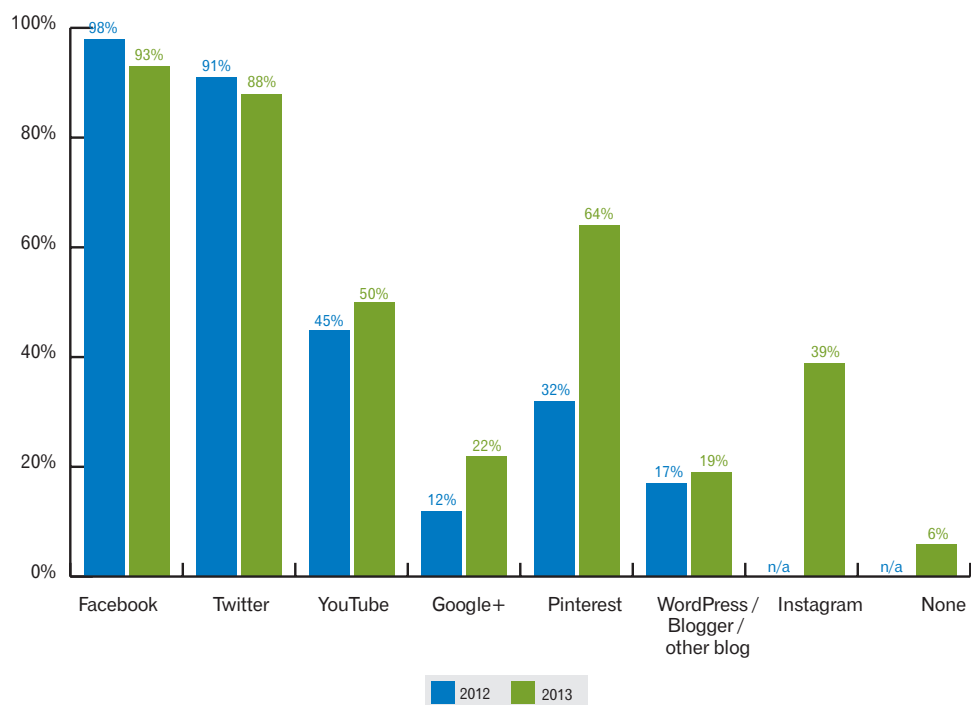
Source: Experian Marketing Services

# 2013 Email Market Study

## Promoting Pinterest and Instagram

When asked which social networks brands display or promote in emails, Pinterest had the biggest increase compared to 2012, while Instagram is now being promoted by 39 percent of brands.

Which social networks do you display or promote in emails?



Source: Experian Marketing Services

# How today's email marketers are connecting, engaging and inspiring their customers

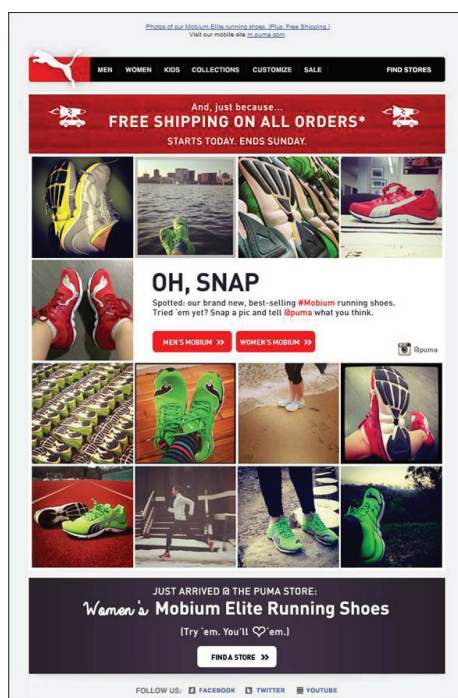
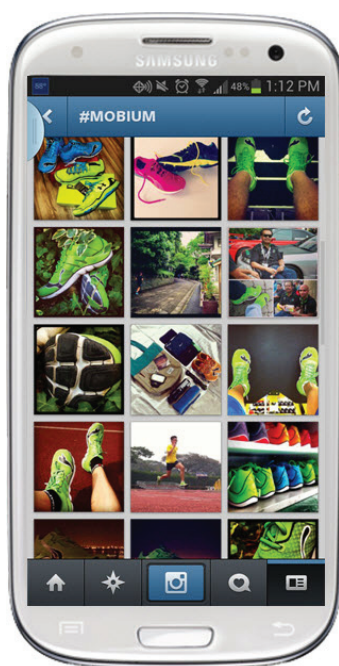


Did you know?

## Forty million photos are uploaded to Instagram every day.<sup>2</sup>

Photos are hot! Use photographic visuals to tell your story, engage your audience and draw customers to your brand. Don't have great photos? Let your users tell the story.

Example:



Puma® sends emails to customers promoting interaction with the brand on Instagram. By incorporating eye-catching Instagram photos in the body of the email and a call to action to send photos of its “brand new, best selling #Mobium running shoes” to its Instagram handle, Puma® entices customers to spread awareness of its new product through organic brand advocacy.

<sup>2</sup>Source: *The State of Social Sharing in 2013*, WebHostingBuzz

# 2013 Email Market Study

## Conclusion

Whether you are looking for ways to collect and harness more customer data, or engage and inspire your customers with more optimized campaigns, this study gives marketers a current look at strategies and tactics brands are using to improve email engagement and leverage email to drive cross-channel marketing.

Survey results should provide you with benchmarks which you can reference to evaluate your own email programs or use as a factor when determining new ways to leverage your mix of data and channels to create more intelligent interactions with your customers.

If you are looking for strategic or tactical guidance to create more intelligent interactions with your customers through [integrated email marketing](#), contact your Experian Marketing Services account team, call 1 866 626 6479, or visit us online at <http://www.experian.com/marketingservices>.





## About Experian Marketing Services

Experian Marketing Services is a global provider of integrated consumer insight and targeting, data quality and cross-channel marketing. We help organizations from around the world intelligently interact with today's dynamic, empowered and hyperconnected customers. By coordinating seamless interactions across all marketing channels, marketers are able to plan and execute superior brand experiences that deepen customer loyalty, strengthen brand advocacy and maximize profits.

## Intelligent interactions. Every time.

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