

E-mail marketing

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e-mail marketing is nog steeds
een zeer krachtig
communicatie-instrument

* Waarom luisteren?

*Kan tot 20x efficiënter zijn
dan andere marketing kanalen.*

* Waarom luisteren?

« E-mail marketing is het gebruik van elektronische mail om commerciële boodschappen naar een doelgroep te sturen. »

Eénmalige mails

Nieuwsbrieven

Bevestigingsmails

Persoonlijke mails

Ads in externe mail communicatie

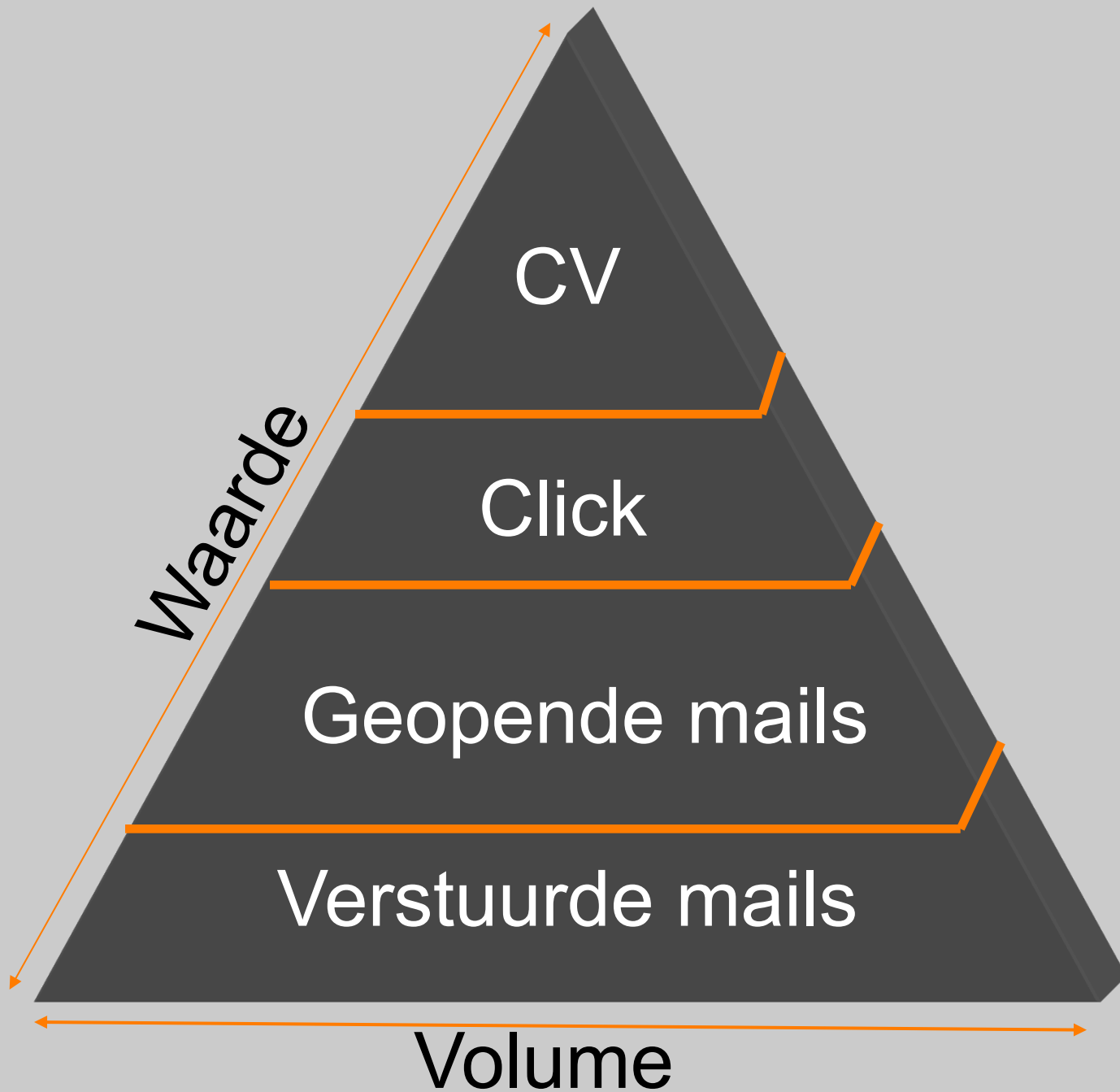
Opt-in wetgeving

Enkel commerciële mails naar bestaande contacten en duidelijk aangegeven dat het om een commerciële boodschap gaat.

Gebruiker moet zich actief inschrijven (= opt-in) en via 1 klik vanuit de mail zich kunnen uitschrijven

Uitzonderingen

- Algemene adressen van rechtspersonen (vb. info@) mag men aanschrijven
- Adressen waarvoor men een specifiek akkoord heeft



2015 EMAIL MARKETING METRICS BENCHMARK STUDY





Open Rates

Overview

The open rate works best as an in-house benchmark to track over time, because it can signal progress or problems with engagement. It's also not a completely accurate metric because it doesn't capture all opens due to image blocking and other factors.

In other words, track your open rate for comparison to your other messages, but don't use it as a sole measure of campaign success.

UNIQUE OPEN RATE (by Country/Region)

Open Rate (Unique)	Mean	Median	Top Quartile	Bottom Quartile
Overall	21.0%	17.4%	41.3%	7.0%
U.S.	20.7%	16.7%	40.9%	7.5%
EMEA	20.4%	17.9%	40.3%	5.3%
United Kingdom	22.2%	19.4%	39.9%	9.3%
Canada	19.8%	11.4%	48.5%	3-4%
APAC	26.1%	21.5%	49.5%	9.9%

■ Strongest performer
 ■ Weakest performer



OBSERVATIONS

APAC and U.K. countries outperformed all other regions on this benchmark, although not consistently across the board. While APAC countries had the highest unique open rate on all four measurements, top performers in the United Kingdom actually registered the lowest open rate of all five global regions.

Canada posted markedly lower mean and median open rates as well as the lowest in the bottom quartile by a wide margin. However, Canadian brands in the top quartile performed better than three of the other four regions, behind only APAC.



TWEET THIS!

Email click-through rate among top companies is **3X greater than the average** per @Silverpop study.

Click-Through Rates

Overview

The click-through rate is a process metric that measures recipient action on an email message. It's a more reliable metric than the open rate but still doesn't substitute for output goals such as conversions, revenue or order value.

The click-to-open rate (CTOR), also known as the "effective rate," sheds more light on engagement than a simple click rate because it measures click-

through rates as a percentage of messages opened instead of simply messages delivered.

Clicks per clicker captures actions by recipients who click more than one link in the email message. Email messages with higher clicks per clicker usually reflect content that gives recipients several options to generate multiple unique clicks in a single message, or useful content they want to retain and review more than once.

CLICK-THROUGH RATE (by Country/Region)

Click-Through Rate (Unique)	Mean	Median	Top Quartile	Bottom Quartile
Overall	3.2%	1.4%	9.4%	0.2%
U.S.	3.0%	1.3%	9.0%	0.2%
EMEA	3.8%	1.9%	10.7%	0.3%
United Kingdom	3.5%	2.0%	9.2%	0.3%
Canada	2.6%	0.6%	8.7%	0.0%
APAC	4.6%	2.0%	13.2%	0.4%

■ Strongest performer
 ■ Weakest performer

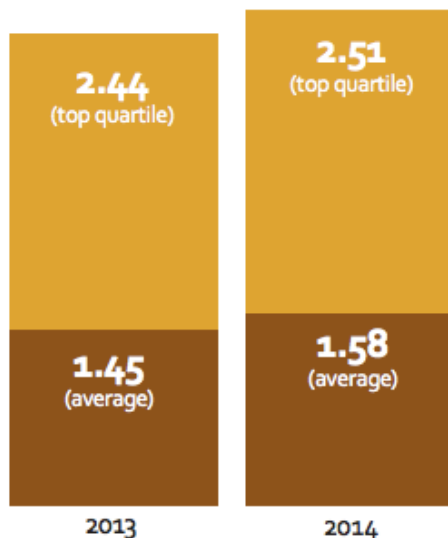


OBSERVATIONS

Top-quartile performers had click-through rates that were more than six times higher than the median CTR of 1.4 percent. In contrast, bottom-quartile performers mustered CTRs of 0.2 percent.

APAC brands once again led the pack on the mean CTR, which you'd expect because they also posted the highest open rates. On the median, APAC, the United Kingdom and EMEA regions ranked within a scant tenth of a point of each other. While APAC brands also ruled the top quartile, bottom performers were comparable with their global peers.

Clicks per Clicker, 2013 vs. 2014



CLICKS PER CLICKER (by Country/Region)

Clicks per Clicker	Mean	Median	Top Quartile	Bottom Quartile
Overall	1.58	1.36	2.51	1.08
U.S.	1.64	1.37	2.69	1.09
EMEA	1.45	1.33	2.06	1.07
United Kingdom	1.46	1.33	2.08	1.08
Canada	1.4	1.27	2.06	1
APAC	1.8	1.45	3.11	1.13

■ Strongest performer
 ■ Weakest performer



OBSERVATIONS

Brands in APAC countries once again claimed the lead on all measurements of this metric, which measures the number of links clicked or times a link is clicked per individual and indicates reader interest.

We had expected to see clicks fall as readers transition from desktop to mobile email reading, a move which could introduce more friction because the smaller screens make old-style email formats difficult to read and act on.

Instead, we're seeing the opposite. Perhaps the simplicity of offering only two or three calls to action in a streamlined or responsive design takes the friction out of reading and clicking and is leading to more clicks on average.



TWEET THIS!

Unsubscribe rates in Canada are **less than ½ the worldwide average** per @Silverpop's Email Benchmark Study

UNSUBSCRIBE RATE (by Country/Region)

Unsubscribe Rate	Mean	Median	Top Quartile	Bottom Quartile
Overall	0.130%	0.021%	0.00000%	0.452%
U.S.	0.131%	0.021%	0.00000%	0.454%
EMEA	0.159%	0.030%	0.00000%	0.546%
United Kingdom	0.124%	0.028%	0.00000%	0.414%
Canada	0.060%	0.000%	0.00000%	0.234%
APAC	0.113%	0.014%	0.00000%	0.416%



OBSERVATIONS

Mean unsubscribe rates are fairly close across the regions except for the outlier Canada. As with the lower hard bounce rate, many Canadian companies deployed re-opt-in campaigns that required recipients to click a link to re-confirm their subscription. This would dramatically reduce database size but also reduce subscriber-driven opt-outs.

With even bottom-quartile performers averaging an unsubscribe rate less than 0.5 percent, you might be tempted to downplay this metric, but make sure you understand how unsubscribes impact your database growth. Improving your unsubscribe rate just 0.1 percent would save 1,000 subscribers every time you send to a database of 1 million people. That's more than 100,000 contacts retained over the course of a year if you're sending four emails per week.



Succesfactoren



Werk met een strategie

Denk na over...

doelgroep

doelstelling (waarom)

meerwaarde voor geadresseerde



Stel een **planning** op



Maak iemand **verantwoordelijk**



Kwaliteit van adressenlijst



Segmenteer



Personaliseer



Automatiseer



3 seconden regel



Timing van de mail



SPAM gehalte



Geef uitschrijvers een **alternatief**



Flexmail



- Breedte tussen 500 & 650 pixels
- Responsive (beelden fluid max 480px)
- Geen scripting
- Vergeet de ALT-tags niet
- Gebruik veel hyperlinks
- Schrijf persoonlijk & onderteken
- Unsubscribe
- Plaats een link naar online versie
- Denk aan compatibiliteit



CoffeeCup

STORE

SOFTWARE

SERVICES

COMMUNITY



Sign In or Up

RESPONSIVE EMAIL DESIGNER

Custom crafted email and newsletter creations that display nicely everywhere.

Watch the Video

Buy or Try Free

Checkout our pricing options.



The screenshot shows the email designer's interface. At the top, there's a toolbar with icons for Campaign settings, Add images, Preview, Preview on..., Export, and Send test. Below this is a preview window showing a light green email template with the text: "Thanks for shopping with us, [name]!" and "As you requested, please find your receipt below." To the right of the preview is a sidebar with various text and image editing options like Heading 1, Paragraph, Button, Blockquote, Text Link, Text, Image, Compound, Unordered List, and Image + Text. A play button is overlaid on the preview window. At the bottom right, there's a mobile device preview showing the email in a Gmail inbox with the text "Thanks for shopping with us, [name]!"

- Breedte tussen 500 & 650 pixels
- Niet zwaarder dan 150 Kb
- Geen scripting
- Vergeet de ALT-tags niet
- Gebruik veel hyperlinks
- Schrijf persoonlijk & onderteken
- Unsubscribe
- Plaats een link naar online versie
- Denk aan compatibiliteit

Het onderwerp veld:

- Maximaal 50 karakters ;-)
- Denk aan de kranten
- Informeer & intrigeer
- Ken de 'Harry Potter' marketing
- Test & vraag mening van anderen

Hoe adressen verzamelen?

Gebruik **ALLE** mogelijke kanalen

Samenwerken met **partners**

‘Gewone’ mail contacten

PS in standaardmail

Via verkregen naamkaartjes

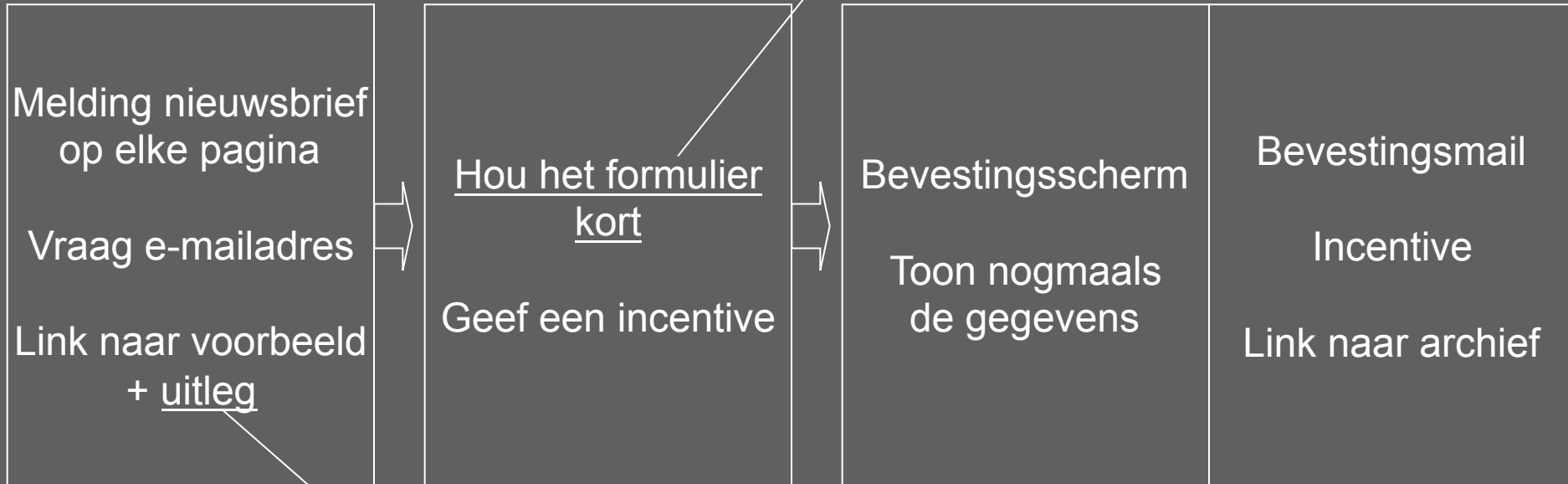
Opvolging telefoongesprekken

Beurzen, events, seminars,...

Facturen, folders,...

Via uw website

Naam, voornaam, voorkeur formaat



Voordelen, timing, frequentie,...

Vragen na **elke** mail...*

* En wat eraan te doen

Geopende mails...*

* Lijst & onderwerp

Bounced mails...*

* Verwijderen,...

Click-through...*

* Succesverhalen, inhoud, opmaak

Conversie...*

* Evolutie, succesverhalen,...

Groei / evolutie van abonnees...

* Ook uitschrijven

« THX »

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