

DIRECT FROM THE FIELD: IRISH EMAIL MARKETING RESULTS (2007-2009)

What is the average open rate?

You've got two types of lists here - those who know their list very well and those who know their list not so well. Please note that clients are always asked to confirm that they are legally compliant on the lists they supply.

- Know list well + personalised: 35.6%
- Know list well + non personalised: 28.0%

Conclusion: people are more likely to open your email if you address it to them.

- Know list vaguely + personalised: 22.1%
- Know list vaguely + non personalised: 22.0%

Conclusion: when people don't know you that well, it doesn't matter if you personalise or not. You're going to get slightly less than 1 in 4 opening.

What is the average click rate?

- Know list well + personalised: 41.6%
- Know list well + non personalised: 30.5%

Conclusion: people are more likely to click links in your email if you've engaged them by addressing it to them.

- Know list vaguely + personalised: 26.5%
- Know list vaguely + non personalised: 34.0%

Conclusion: if you're sending to a list you don't know well you're better off sending it without personalisation.

The Initial Buzz

In our experience, there's often a fall-off in open and click rates for service companies after the initial send. When managing email campaigns, we're more interested in the *average* click and open rates from the second send onwards. It's easier to identify trends when you exclude the initial send.

For ecommerce sites however, open rates stay more or less the same, but clicks rise. If you're an ecommerce site and you're not actively emailing, you should!

	Open Rate	Click Rate
Businesses that sell services	↓ 2.7%	↓ 14.3%
Businesses that sell product (ecommerce)	↓ 0.01%	↑ 11.0%

Importance of List Cleaning

We're always banging on about the importance of list cleaning. See here for more info: <http://url.ie/1imt>

It's worthwhile to look at your bounces every couple of sends and either convert them back to live email addresses or remove them from your list. What's the point of marketing to people who are 'dead addresses'?

Some clients partake of this service and the results are positive.

- Open rates on lists that have been cleaned increase by 6.8% from the first send to the second send.
- Click rates on cleaned lists still go down from send 1 to send 2 by 11.2%.