

# DIGITAL DELIVERY

Trends  
2010 - 2011

93% of U.S. online consumers subscribe to marketing emails



Half of consumers receive less than 25 emails per day



Marketing messages are 25% of consumer's daily emails



The average consumer receives 44 emails per day



In one year, a consumer will receive 4,015 opt-in emails

67% of all emails sent in Q1 2011 were for marketing



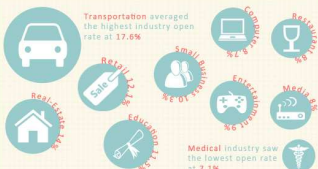
## OPEN RATE TRENDS

Email open rates have fallen 18% since 2007. Email volume per subscriber increased 61%

$$\text{OPEN RATE} = \frac{\text{OPENS}}{\text{DELIVERIES}}$$



### AVERAGE INDUSTRY RATES



### AVERAGE LIST OPEN RATES



Lists with fewer than 1000 recipients tend to have higher open rates than the larger lists

This tends to occur as a result of smaller lists being more targeted to the consumer's interests

## CLICK RATE TRENDS

Average click rates fell 45% between 2007 and 2009, but grew 100% to a rate of 3.2% in 2010.

$$\text{CLICK RATE} = \frac{\text{CLICKS}}{\text{RECIPIENTS}}$$



### AVERAGE INDUSTRY RATES



### AVERAGE LIST CLICK RATES



Click rates varied only slightly by size, with lists under 500 recipients performing best

Lists with 1000+ recipients tend to show below-average click rates overall

## DELIVERY DETAILS

### OPEN INSIGHT



Open rates peak within the first 2 hours of delivery, at just over 12%

12 hours after delivery, open rates average less than 2%

### OPEN & CLICK



Sundays average the highest volume of opens (12.2%) and clicks (4.4%)

Emails sent between 1 am and 5 am have the highest O&C rates

### CLICK INSIGHT



Industries with lists of 500-999 recipients had higher average rates overall

Average click rates are up 3.2% year over year

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Source: Email Marketing Metrics Report - July 2011 Edition - MailerMailer.com  
Source: Email Marketing in 2011: Industry Facts and Statistics - May 2011 - Email-List.com  
Source: 5 Factors Push Email Past SoCnets - June 2010 - MarketingCharts.com  
Source: ExactTarget  
Source: CoTweet