APPENDIX A

Recommended sites, newsletters, and blogs

The email marketing world has many great minds and as a result excellent blogs, Web sites, and newsletters. I've listed here some of my most frequented Web-based stops as I look to my peers for learnings, case studies, and ideas.

- **Email Experience Council**—The DMA's email arm has an interactive site with surveys, white papers, reports, and a good newsletter. www.EmailExperien.org

- **Email Marketing Reports**—This is where I send marketing professionals looking for a catalog of email resources. www.email-marketing-reports.com/

- **EmailStatCenter.com**—This is the place to find any email-related metric or kill a few hours perusing the plethora of email stats. www.EmailStatCenter.com

- **eMarketer**—This site has interesting statistics and more covering many interactive topics, including email marketing. www.emarketer.com

- **MarketingSherpa**—This site contains case studies, case studies, and more case studies, with a strong emphasis on email marketing. www.marketingsherpa.com/email-marketing-category.html

All these sites have their own free email newsletters, and I would recommend subscribing to all.

Newsletters

- **BtoB Email Marketer Insight**—This newsletter offers tips and news related to business-to-business (B2B) email marketing. www.btobonline.com/apps/pbcs.dll/section?category= emailinsight

- **ClickZ.com**—This is a nice collection of various email marketing–focused newsletters from copywriting to deliverability. www.clickz.com/showPage.html?page=experts/em_mkt

- **DM News—Email Marketing Weekly**—This newsletter is a nice wrap-up of email partnerships, client wins, and news and notes. www.dmnews.com/E-mail-Marketing/section/223/

- **Direct Magazine**—Magilla Marketing is widely followed and known for its blunt take on the email marketing industry. http://directmag.com/disciplines/email/
- **iMediaConnection.com**—This newsletter features a daily interactive marketing newsletter that often features strong email content (including my own articles). www.imediaconnection.com/email/index.asp
- **MediaPost.com Email Insider**—High-level email pros give you their take on issues of the day. http://blogs.mediapost.com/email_insider/

Blogs

There are dozens of email marketing-related blogs, but the following are favorites I continue to visit. Explore for yourself, as new and intelligent blogs are seemingly added every week to the blogosphere.

- **BeRelevant**—This is a one-stop collection of the most relevant articles, case studies, and more. www.b2bemailmarketing.com
- **The BrightWave Blog**—This is my take on things that are not headlines in the email world but are just as meaningful. http://brightwave.blogspot.com/
- **Denise Cox's blog - email matters**—This blog offers views from a European email executive. www.newsweaver.co.uk/emailnewsletters/
- **Email Days**—This blog offers a unique view into the growing pains and successes of an email marketing firm. www.emaildays.com
- **Email Marketing Insight**—An email veteran offers up trends and tips. www.strongmail.com/resources/blogs/email_marketing_insights/
- **Email Marketing Strategy**—This blog is a high-level view on the big picture and how it impacts email marketing and professionals who practice it. emailmarketing.silverpop.com/
- **The Email Wars**—This blog has strong opinions on email campaigns, trends, and technology. www.theemailwars.com

- **MineThatData**—The approach is multichannel, and the take on email is often contrarian. http://minethatdata.blogspot.com/

- **No Man Is an Iland**—This blog is often updated with the latest opinions, news, and links covering the email world so you don't have to. www.email-marketing-reports.com/iland/

- **RetailEmail.Blogspot**—For anyone who works for a retailer, this blog is a great Web site that tracks email campaigns of the top retailers and offers interesting reports. http://retailemail.blogspot.com/

- **The Thinking Inbox**—This blog often discusses less-covered areas like transactional emails and RSS. www.blueskyfactory.com/blog/

APPENDIX B

Glossary

A/B split—A method of testing in which a small, random sample of an email list is split and sent as two different emails, allowing marketers to test the effectiveness of each and determine which works best and should be sent to the rest of the list.

Above the fold—A design term referring to the top half (when discussing email) of an email. The majority of effective emails contain the most important elements above the fold, which often is viewed by more recipients.

Authentication—An automated process used by Internet service providers (ISPs) and email service providers (ESPs) to verify an email sender's identity.

Autoresponder—An email message that is automatically generated and sent to new subscribers, inquiries, unsubscribers, and so on.

Black list—A list of IP addresses or domains of email senders that are thought to be sending spam. The list can be created by ISPs, third-party sources, or corporations. It allows them to block email from blacklisted sources, thereby reducing spam in the inbox.

Bounce—A message that does not get delivered. There are several reasons for a bounce. There are two categories of bounces: hard bounces and soft bounces. A hard bounce occurs when the email address no longer exists or is invalid. A soft bounce is most likely a temporary setback (that is, due to a server problem on the recipient's end) and occurs when there is a problem with delivery to an active email address.

Campaign—One or more email messages that are sent to a selected group of recipients.

CAN-SPAM—U.S. legislation governing commercial email marketing. The full title is "Controlling the Assault of Non—Solicited Pornography And Marketing Act of 2003."

Click-through—The act of a recipient clicking on a link in an email message.

Click-through rate—A metric comparing the number of clicks (or number of individuals clicking on at least one link) to the number of emails sent out or delivered.

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Conversion—When the recipient of an email takes the desired action, such as downloading a white paper or registering for an event.

Commercial email—Defined by the Federal Trade Commission (FTC) as any electronic mail message with the primary purpose of commercial advertisement or promotion of a commercial product or service (including content on an Internet website operated for a commercial purpose).

Deliverability—Measures your success at getting email delivered to the recipient. Also refers to the issues around the process of getting email from the source to the recipient.

Dictionary attacks—Type of spam in which a spammer distributes thousands (or more) of emails to randomly generated addresses by using combinations of letters to, ultimately, reach some existing email addresses at a particular domain.

Domain name system (DNS)—The system that translates domain names into IP addresses on the Internet. Often referred to as the "phone book of the Internet."

Domain keys—An authentication scheme developed by Yahoo in an effort to curb phishing and spam.

Double opt-in—An opt-in process that requires the subscriber to take another action. For example, a recipient subscribes or "opts in" to a list. Then a confirmation email is sent to the address requiring the recipient to take action to activate the subscription usually by clicking on a link in that email.

Email append—The process of merging a database of customer information (where the email addresses are missing for those customers) with a service provider's database of email addresses in an attempt to match the email addresses with the information in the initial database.

Email client—Any type of software that recipients use to read email. Examples are Microsoft Outlook and Lotus Notes.

Email service provider (ESP)—A vendor that sends email messages on behalf of others and normally provides list management and campaign reporting tools.

False positive—A legitimate email message that is mistakenly filtered as spam.

Filter—Software that categorizes incoming email messages based on criteria, such as content or sender, to identify and then block spam or viruses.

Forward—When the recipient of an email message sends it on to someone he or she thinks might find it interesting or benefit from.

Frequency—The interval at which email messages are sent (daily, weekly, monthly, and so on).

Hard bounce—Occurs when the email address no longer exists or is invalid and delivery is not available.

Header—In an email message, refers to the lines that precede the body and include information on the sender, recipient subject, sending time, receiving time, and so on. Also used to indicate the top part of the email message itself, particularly in email newsletters (masthead, table of contents, and so on).

HTML/text—The two predominant formats that emails are created and delivered in. HTML stands for Hypertext Markup Language and most notably differs from text in that it can feature images, fonts, and colors as well as code that can provide additional reporting to the sender.

IP address—A number that indicates the physical location of any device connected to the Internet. (IP stands for Internet protocol.)

Image suppression—When images in an incoming email are "turned off" or blocked by an email client and are not displayed to the intended recipient.

Internet service provider (ISP)—Providers of Internet connection services and email address services. Some examples are AOL and Yahoo!.

List hygiene—The act of keeping an email list clean by removing bounces appropriately and honoring unsubscribes.

Open rate—Metric measuring the number of recipients who trigger a tracking image in the email. Often used as a (relatively loose) indication of how many people viewed the email.

Opt-in—When someone asks to receive email and grants permission to the sender by providing an email address to be added to a list.

Opt-out—See unsubscribe.

Permission—Approval granted by a recipient who wants to receive email.

Personalization—Method of making email messages more targeted by adding information, such as a first name, to each outgoing message to make it more relevant to the recipient.

Phishing—A type of spam where the person sending it attempts to extract personal (often financial) information from the recipient by sending emails that seem to be authentic. This type of spam usually results in identity theft.

Preference center—The place on a website where subscribers can control how they want an email sender to communicate with them. (This includes frequency, type of message, and so on.)

Preview pane—Component of some email programs (notably Microsoft Outlook) that allows users to preview part of an email message without clicking or opening the entire message. Most marketers should design their emails with this in mind.

Privacy policy—Clearly demonstrates how a company or email sender intends to use the information provided by an individual during the email subscription process.

Relevancy—Describes how pertinent, useful, or applicable the content of an email message is to a recipient.

Renderability—The ability of an email message to display as the sender intended.

Reply—A response to an email message.

Segmentation—Dividing a list into smaller lists (segments), where each segment shares one or more common characteristics, such as "lives in Baltimore, Maryland" or "bought from us in the past 30 days." Emails sent to each segment can thus be adjusted to account for these characteristics.

Sender ID—Verifying that the source IP address of the email is authorized to send email on behalf of the domain alleged to be the sender.

SMTP—Simple Mail Transfer Protocol, also known as the protocol for sending email messages between servers.

Soft bounce—When an email is not delivered due to a temporary setback (that is, due to a server problem on the recipient's end) and occurs when there is a problem with delivery to an active email address.

Spam—Unsolicited commercial email. In other words, email that the recipient did not ask to receive or no longer wants to receive.

Subject line—A key part of an email message that is prominently featured in all email readers/clients. Marketers use the Subject line to gain attention and interest.

Suppression list—A list of email addresses that have been removed from one or more mailing lists because the person has unsubscribed or the email address was inactive.

Test—An action taken to ensure an email will perform properly before it is sent. A test message is sent to several "testing" accounts and allows marketers to identify problems such as broken links or images and rectify them before sending the email to an entire list as well as a means of comparing the results of different versions of an email.

Transactional email—An email message that is sent with the primary purpose of completing or relaying information about a transaction. An example would be an order confirmation email.

Unsubscribe—When a recipient requests to have his or her name removed from an email list.

White list—A list of authorized email addresses. The email coming from addresses on these lists allows preferential treatment, which usually (but not always) includes guaranteed delivery to the inbox. A white list can be created by individuals, ISPs, or other email inbox providers.

APPENDIX C

Useful Statistics

Please note that email metrics change frequently. This appendix is meant to be a general guide and should not be used for definitive benchmarks.

■ Click-Through, Open, and Delivery Rates. Source: Bronto, March 2008.

- **Click-through rate**—4.4% overall

- **Open rate**—18.4%

- **Delivery rate**—98.7%

■ Email has reached almost universal penetration, with 97% of consumers and 94% of marketers using the channel. Source: Forrester Research, 2007.

■ 87% of consumers' online time is spent reading their emails. Source: David Daniels, vice president JupiterResearch, December 2007.

■ 82% of marketers surveyed chose email marketing as the most important advertising media they planned to use in 2008. Source: Datran Media, 2008.

■ 81% of marketers planned to increase spending on email marketing in 2007. Source: Alterian, 2007.

■ U.S. spending on email advertising will grow to $2.1 billion by 2012 from $1.2 billion in 2007. Source: JupiterResearch, 2007.

■ People who buy products advertised in emails spend 138% more than those who don't. Source: Forrester Research, 2007.

■ 50% of consumers who open and read email marketing messages are also likely to purchase other items on impulse. Source: Forrester Research, 2007.

■ 47% of consumers who think email is a great way to find out about new products or promotions are willing to pay a premium for products that save them time and hassles. Source: Forrester Research, 2007.

- For every dollar spent on email marketing in 2007, marketers can expect an estimated $48.29 return on investment (ROI). Source: DMA, 2007.

- 83% of marketers surveyed said that they thought 2007 ROI for email would increase over last year. Source: Datran Media Research, "The 2007 Email Marketing Survey: Looking Forward."

- 94.5% of retailers surveyed are building bigger opt-in lists, and 64.7 percent are conducting more email campaigns than a year ago. Source: Internet Retailer, 2007.

- 6.5% of retailers have no plans to add to their email marketing staffs in the next 12 months. Source: Internet Retailer, 2006.

- 62 of 63 commercial email efforts scored failing grades. Source: Forrester Research, 2006.

- Fewer than 50 percent of marketers create emails that render appropriately. Source: Email Experience Council, 2007.

- 59% of online customers routinely block images. MarketingSherpa, 2007.

- One in five emails are invisible and ineffective due to blocked images. Source: Email Experience Council, 2007.

- 34% of marketers surveyed said that creative optimization had the most impact on email campaigns. Source: Datran Media Research, 2007.

- 70% of respondents said they apply basic or no analysis to any of their email campaigns. Source: Alterian, 2007.

- EmailStatCenter.com First Annual State of Email Metrics Survey, November 2008 reported the following: List development and time constraints are the biggest challenges for email marketers. Source: EmailStatCenter.com First Annual State of Email Metrics Survey, November 2007.

- Strategy and measurement are the top two areas for near-term focus for email marketers. Source: EmailStatCenter.com First Annual State of Email Metrics Survey, November 2008.

- 95% of email marketers measure results. Source: EmailStatCenter.com First Annual State of Email Metrics Survey, November 2008.

- 56% measure immediately after campaigns, while 48% and 44% measure weekly and monthly, respectively. Only 18% measure annually. Source: EmailStatCenter.com First Annual State of Email Metrics Survey, November 2008.

- Survey respondents said it was very important to measure email campaigns to improve results. Source: EmailStatCenter.com First Annual State of Email Metrics Survey, November 2008.

- Respondents ranked email metrics by importance. Source: EmailStatCenter.com First Annual State of Email Metrics Survey, November 2008.

    1. Click-through rate
    2. Deliverability
    3. Conversions
    4. ROI
    5. Open rate
    6. Revenue
    7. Total subscribers
    8. Forwards

- Only one-half of email marketers are using email metrics for budgeting/forecasting purposes. Source: EmailStatCenter.com First Annual State of Email Metrics Survey, November 2008.