A background image showing a close-up of a hand holding a smartphone. The image is overlaid with a semi-transparent purple filter. On the left side of the image, there is a vertical bar composed of 15 teal horizontal lines of varying lengths.

# GUIDE TO **BEST PERFORMING EMAILS**

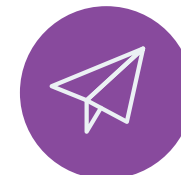
## PART 2: CLICK RATES

Everlytic recently released the **Guide to Best Performing Emails: Opens**. In Part 1, we examined emails that achieved exceptional open rates of more than 40%, exceeding the South

African benchmark of 15% to 20%.

The **Guide to Best Performing Emails: Clicks**<sup>1</sup> looks at how great calls-to-action can be used successfully in email campaigns. We identified the top five mailers that achieve click-through-rates of 10% or more (the SA benchmark is on average 3%). Everlytic's email marketing experts weigh in once again why these top performers did so well and attracted such outstanding click-through-rates (CTRs).

1. Our research samples are based on emails sent to a database of 10 000 contacts and more.



# LEARNING 1: SPECIALISED CONTENT FOR NICHE AUDIENCES

**Client :** Ironman South Africa

**Headline :** November Newsletter

**Sent To :** 10 304 contacts

**Unique Click Rate :** 10.8%

**Online Version :** [Click Here](#)

I receive tons of email every day, across several email clients. Part of what I do to stay on top of what's happening in the email industry is to sign up to a range of email newsletters. In this way, I'm able to compare, analyse and review them. While a majority of these newsletters are work related, there are, what I call, my "treat" emails. Those are the newsletters I have signed up for because it is directly linked to my interests and hobbies. I love reading these.

Ironman South Africa is a treat email for a lot of athletes. It speaks to a community of triathletes that share the same interest and passion. The 10.8% click-through is an excellent result, due to relevant, specialised content served by the mailer. When you look at the content engagement stats, the heatmap displays a good click engagement from top to bottom with two particular articles achieving high click rates.



**Jodine Landman**

Everlytic **Client Services Manager**



# LEARNING 1: CONTINUED

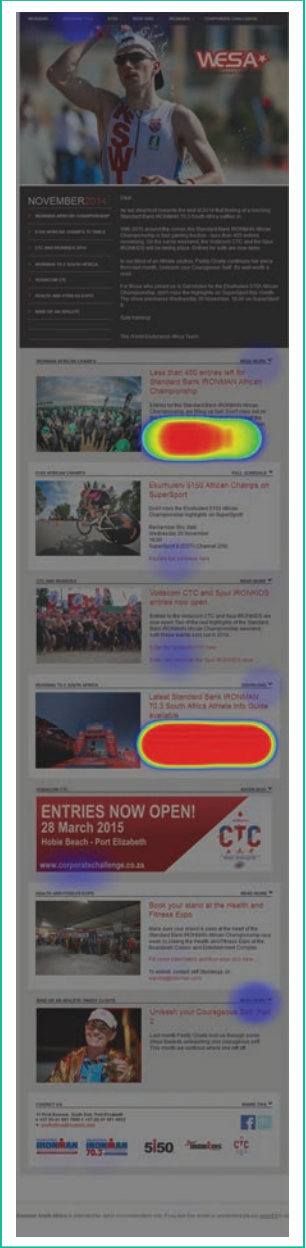
One is a preview of what athletes can expect from the Ironman race and directs subscribers to a video clip that inspires and motivates them for the event. The other is a link to an info guide, which athletes can download for the upcoming Ironman 70.3 event.

This mailer achieved fantastic results because of two key areas:

- A quality database of contacts that are interested in the brand.
- An email communication with relevant content.

It is as simple as that. If you have a brand, industry or interest that people love and share, give them the opportunity to sign up for your newsletter. Keep sharing relevant communications with them and you can achieve the same fantastic results.

Online Mailer



Everlytic heatmap showing click activity on the Ironman mailer



## LEARNING 2: INCENTIVISE CAMPAIGNS TO BOOST RESPONSE RATES

**Client :** Specialised Exhibitions

**Headline :** Win R 1000 by completing the Markex Survey!

**Sent To :** 10 732 contacts

**Unique Click Rate :** 10.9%

**Online Version:** [Click Here](#)

It's important to obtain feedback on areas of excellence and improvement from event delegates and exhibitors, when operating in a competitive environment such as the event industry. Feedback is invaluable and plays a pivotal role in the success of your next event.

But getting delegates to participate in a survey can be challenging. In their minds the event has become a thing of the past. Specialised Exhibitions motivated Markex 2014 visitors to complete a post-event survey by using an incentive: complete the survey and be entered into a competition to win R 1000. This resulted in a click-through-rate of 10.9%, a rate that is TEN times the event industry average of 1.9%.<sup>2</sup>

There is no question that offering an incentive will increase participation and people are more likely to engage if they believe their input will affect change. The size of your incentive should be high enough to peak interest but low enough so as to not influence the answers.



**Kudzai Mapfinya**

Everlytic **Account Manager**



# LEARNING 2: CONTINUED

Online Mailer

It doesn't even have to be monetary –  
a giveaway to a spa (who doesn't love those)  
or a hamper, just to say 'Thank You'.

Used correctly, incentives can elicit the right  
number of responses to meet your objectives  
when obtaining feedback.

2. The South African benchmark for a good click-through-rate is 3%. The benchmark for the click-through average in the Eventing Industry is 1.9%



Everlytic heatmap showing click activity on the Specialised Exhibitions mailer



## LEARNING 3: TRIED, TESTED AND REAL EMAIL MARKETING STRATEGIES

**Client :** Tsogo Sun Suncoast

**Headline :** Just R 199 for a night out for TWO!

**Sent To :** 13 604 contacts

**Unique Click Rate :** 11.2%

**Online Version :** [Click Here](#)

The key to successful email marketing, as part of a greater communication strategy, is dependent on tailor making communication that connects to a specific audience. It also helps if you have a special offer that sounds too good to be true. But how do you ensure customers keep opening your emails and further click on the links inside?

One way is by trusting tried and tested email marketing strategies that have produced good results over and over again. That's exactly what Suncoast did when they used a previously successful special offer as the headliner in their next monthly email newsletter.

Part of the Tsogo Sun group, Suncoast's communication strategy was to use a short, to the point subject line to promote the return of a popular offer that had worked well in the past. The promotion, "Real Deal", offered a night out for two people that included a two course dinner, movies and drinks within the respective month and kept customers coming back for more.



**Wilene van Greunen**

Everlytic **Account Manager**

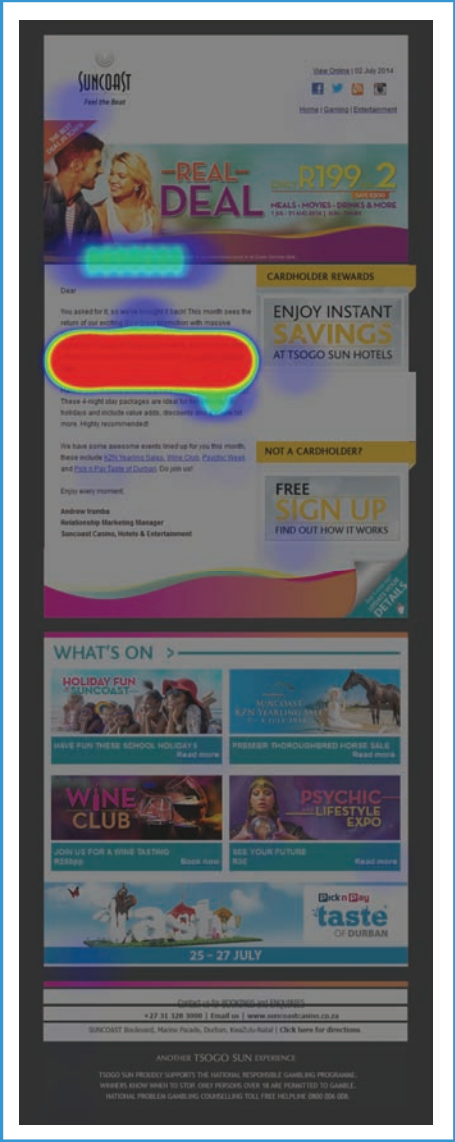


# LEARNING 3: CONTINUED

Suncoast understood their audience’s needs and created a message that grabbed their attention. The key campaign element was the offer and a call-to-action banner was placed within the top half of the message, introducing the promotion and its benefits.

The most relevant information was highlighted, easy to understand and the value proposition was explained in one sentence.

Online Mailer



Everlytic heatmap showing click activity on the Suncoast mailer



## LEARNING 4: CONTENT AND AUDIENCE: KEY TO HIGH CLICK-THROUGH-RATES

**Client :** Jacklin Enterprises

**Headline :** Experience the magic of reading with the Disney Book Club!

**Sent To :** 13 507 contacts

**Unique Click Rate :** 14.9 %

**Online Version :** [Click Here](#)

Regardless of the industry you are in, it is pretty difficult to get outstanding email marketing results that distinguish you from the rest of the crowd, let alone exceed your industry's benchmarks. Jacklin Enterprises' 15% click-through-rate superseded their publishing industry's benchmark of 4.7% by three times.

Jacklin Enterprises' fantastic results are a result of the following:

- Niche – A targeted audience
- Value – A reason for your audience to interact with your mail
- Calls-to-action – An action for readers to engage with your valuable content

This communication invited a niche target market to be a part of the Disney Book Club experience.



**Denise Jackson**

Everlytic Account Manager

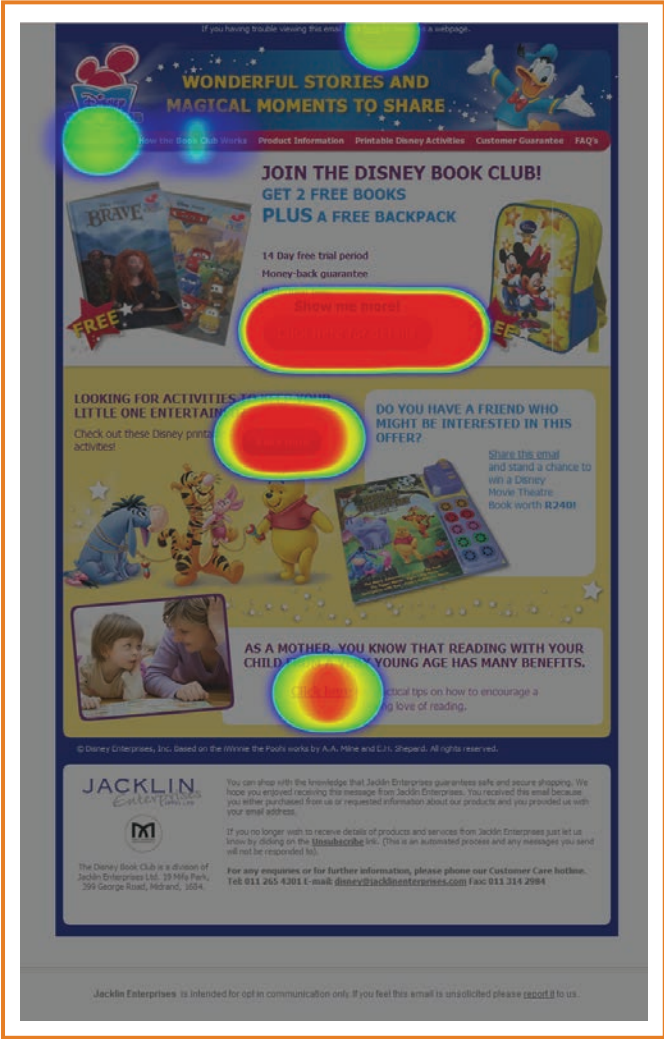


# LEARNING 4: CONTINUED

The email campaign was a well-planned one. They used an enticing subject line, the copy and design presented clear calls-to-action, making it easy for readers to interact with the content. The invitation to experience the magic and adventure was represented by well-known and loved fictional characters, enhanced by complementary gifts, a wonderland of games and activities and helpful parenting advice.

Because the audience was specifically targeted, the content directly related to their interests and automatically created value for the reader. The design and copy were purposefully laid out for great navigation to encourage click-throughs and content engagement.

Online Mailer



Everlytic heatmap showing click activity on the Disney Club mailer



## LEARNING 5: TARGETED CAMPAIGNS EQUAL HIGH CLICK-TO-OPEN RATES

**Client :** Property24.com

**Headline :** Is estate agent commission too high?

**Unique Click Rate :** 18.8%

**Online Version :** [Click Here](#)

When it comes to analysing email marketing campaign success, the importance of open and click rates is in identifying what works and what does not, in order to plan equally successful campaigns.

In today's 'content-is-king' marketing world, where engagement and relevance are all critical, an often under utilised statistic is the click-to-open-rate (CTOR). This measures the percentage of people that open your email and of those, the percentage that continues to click on links in the email. The CTOR is a good overall indicator of email campaign success. It measures how effectively the message subject, content and design, work together to drive engagement and clicks from email recipients.

Property24 got all of these elements right in an email campaign directed at estate agents. Bordering on controversial, the subject line, "Is estate agent commission too high?" naturally attracted attention, resulting in a good open rate (35%) from the target audience.



**Ashley Ward**

Everlytic **Account Manager**

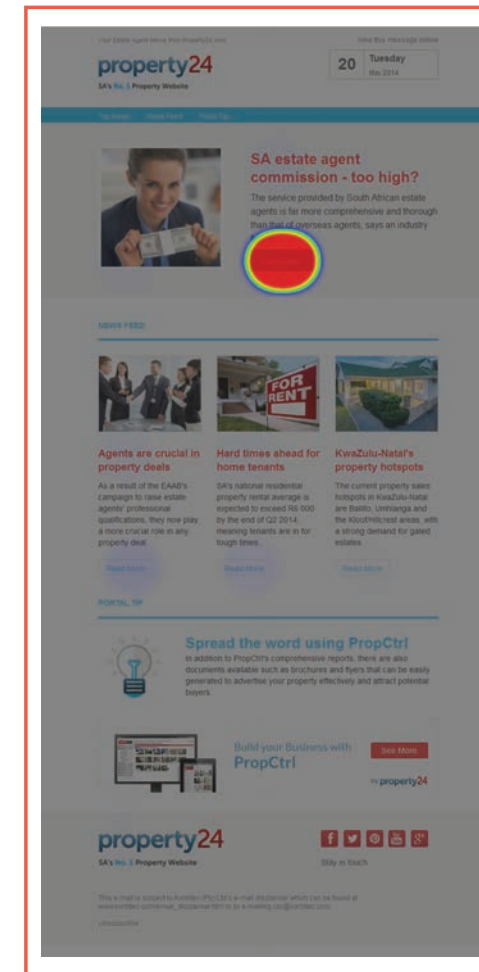


## LEARNING 5: CONTINUED

The main article spoke directly to the subject line showing relevant content, a prominent headline, some enticing snippet text and a strong call-to-action which encouraged a huge click rate (19%) and CTOR of 54%!

The objective of driving traffic to their website and allowing engagement to continue via the comments section and social media pages was indeed achieved. Agents, buyers and sellers all had a lot to say. All of this is evidence that carefully tailored message content to a well-targeted and segmented audience will give you the results that you are looking to achieve.

Online Mailer



*Everlytic heatmap showing click activity on the Property24.com mailer*

