

DEMYSTIFYING THE INBOX

CUTTING THROUGH THE CLUTTER



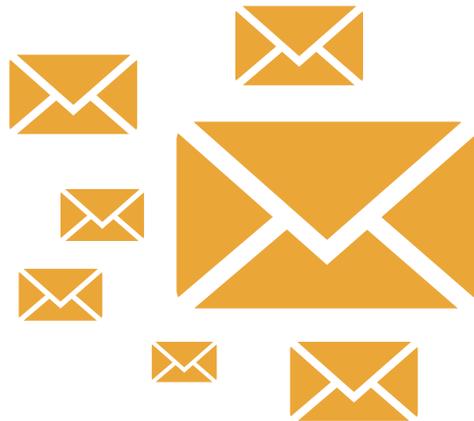
Introduction

In part one we looked at why email is the ultimate digital communication channel. We found out when, where and how South Africans use email. Our research confirmed that email still outperforms social media as the premier channel for sharing information online, and engaging customers and subscribers.

Mobile has made email ubiquitous. People engage with email continuously every day and everywhere they go, whether in the office or on the go. Part one of our research was a business case on why email marketing cannot be ignored. In part two we look at how subscribers engage with commercial emails, newsletters and spam.

We put paid to the myth of the unmanageable inbox, focusing on the amount of emails South Africans have to contend with; how many newsletters they're subscribing to; how they deal with unnecessary mail, and how they follow through on emails that actually do interest them.

Our research shows that while South Africans receive a fair amount of emails, they're subscribing to numerous email newsletters and are using commercial emails to inform their purchase decisions. We confirm what's been long suspected: more people would subscribe if only they were sure you wouldn't abuse their privacy.



This study was done in conjunction with Effective Measure who surveyed almost 2,000 random South Africans across a multitude of local websites. A process of simple random sampling was used over a full week to ensure accurate representation of the online South African audience. Once the data had been collected sense checks were applied to ensure quality. The margin of error for a 95% confidence interval is 2.25%. This means that with 95% certainty the actual population value would be within plus or minus 2.25% of the quoted figure from this analysis.

The average South African receives between 120 and 200 emails per week

On average, how many emails do you receive a week?



The more someone earns the more emails they receive. Someone that earns R70, 000 per month receives more than 3 times the amount of emails than someone who earns R3, 000.

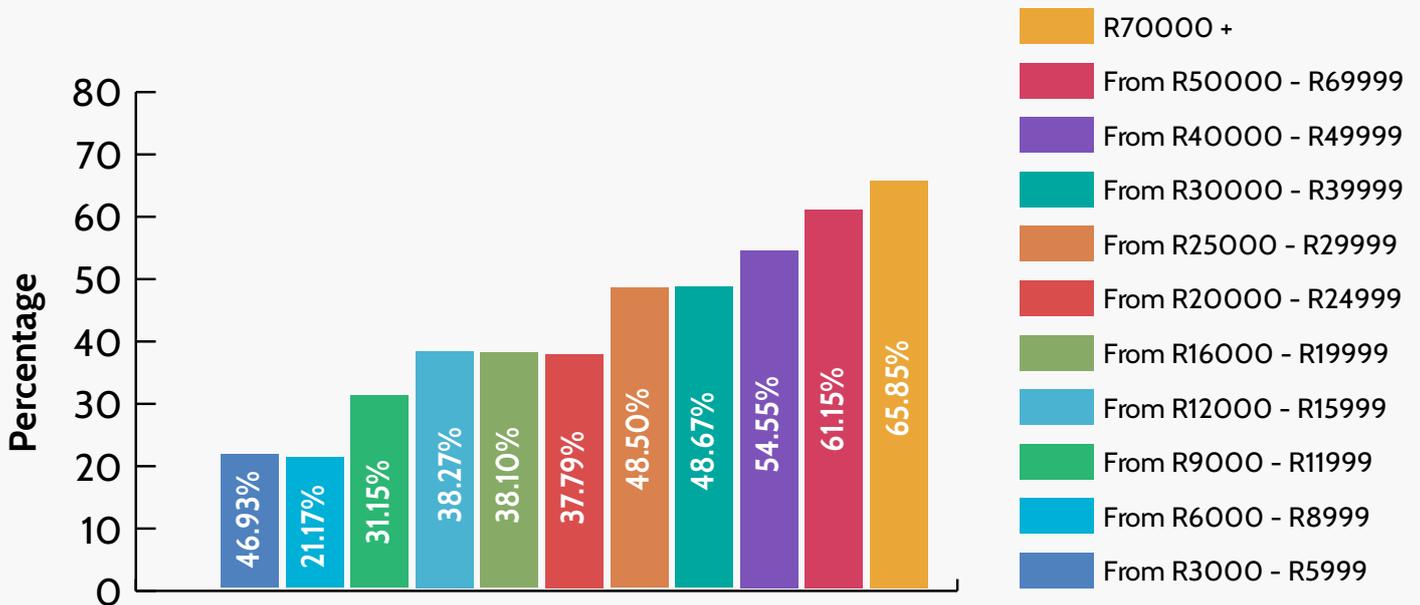


Consider:

Email is a productivity tool, hence the correlation between the amount of emails received and income. Likewise, higher income jobs are generally occupied by graduates and professionals who do much of their work on computers. If your target market includes people in this bracket - your communication needs to be direct, succinct and stand out as it competes for attention in the inbox

People who receive 100 or more emails per week by income

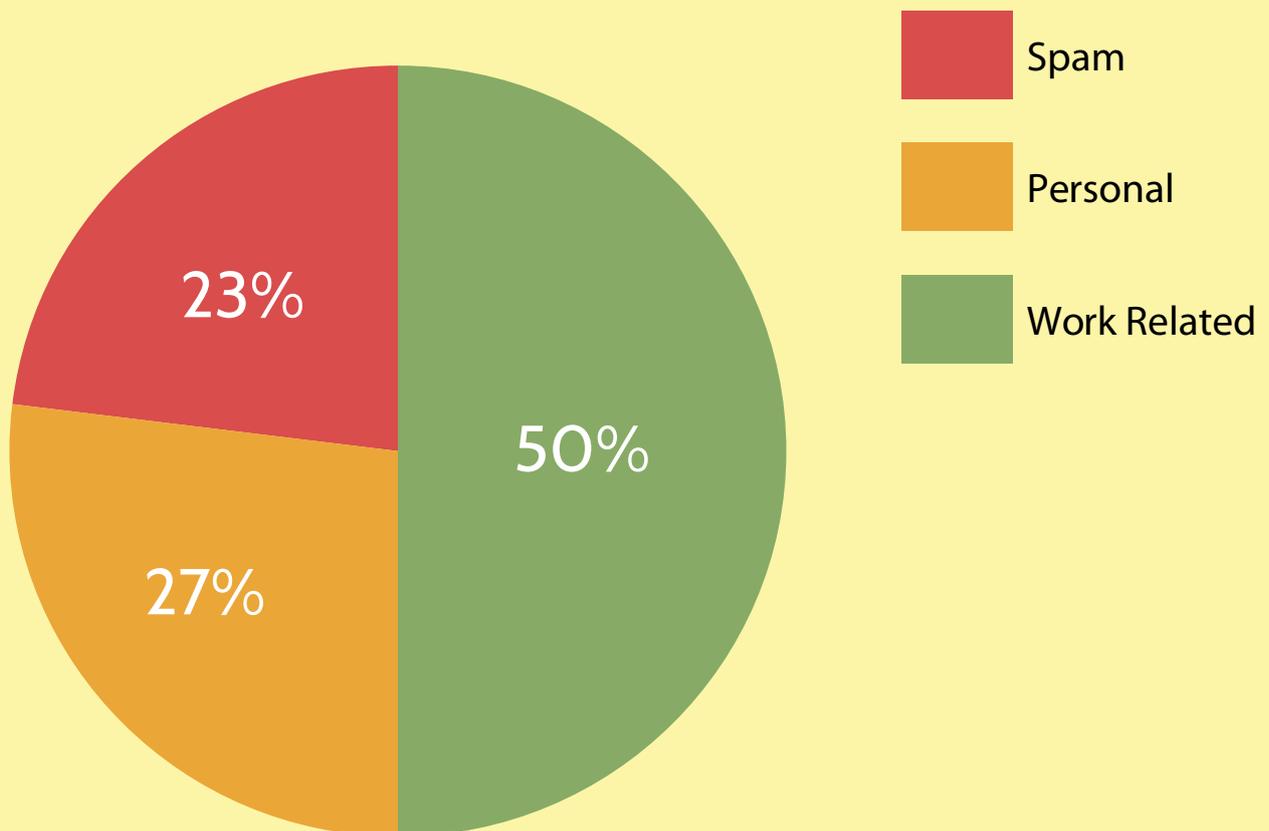
Monthly Income





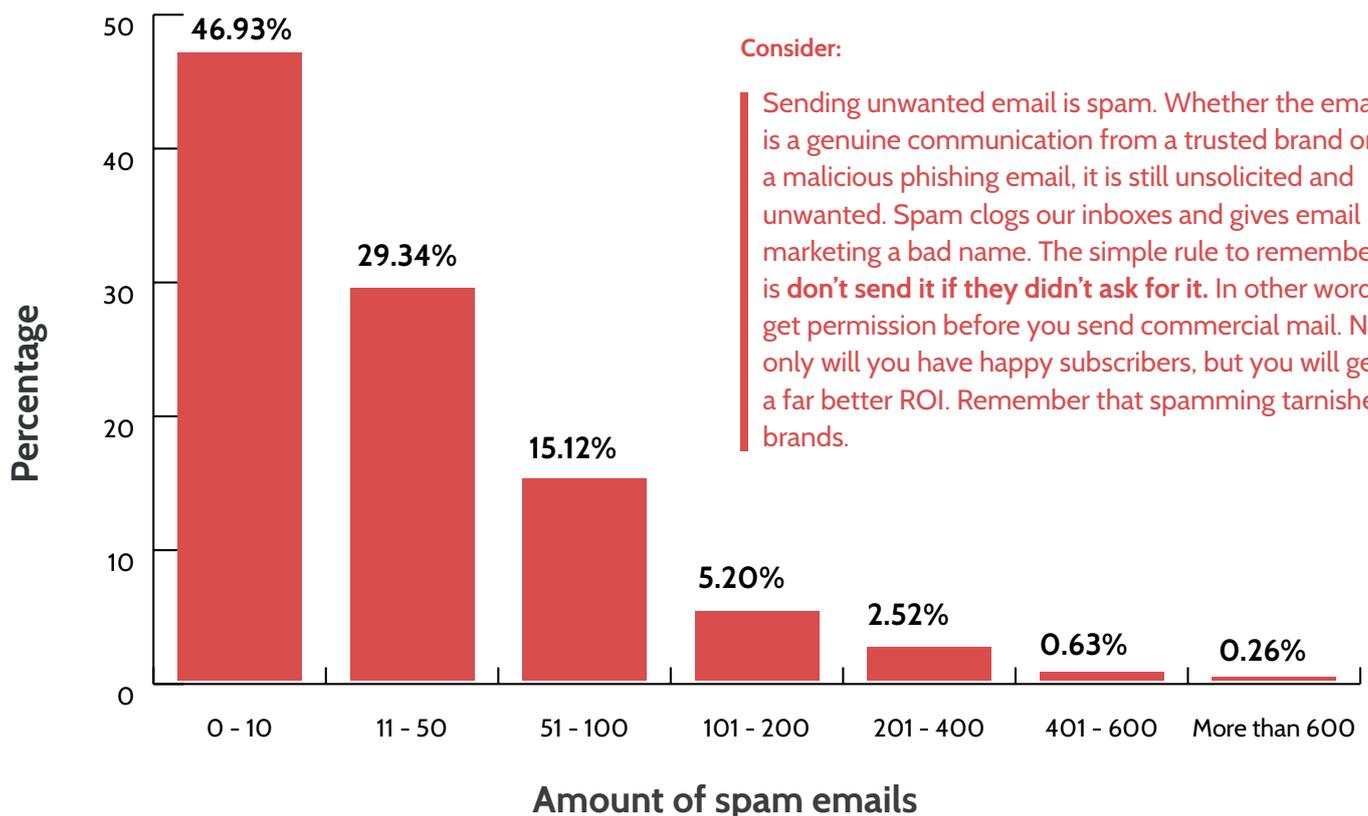
1 in every 5 emails in our inbox is spam

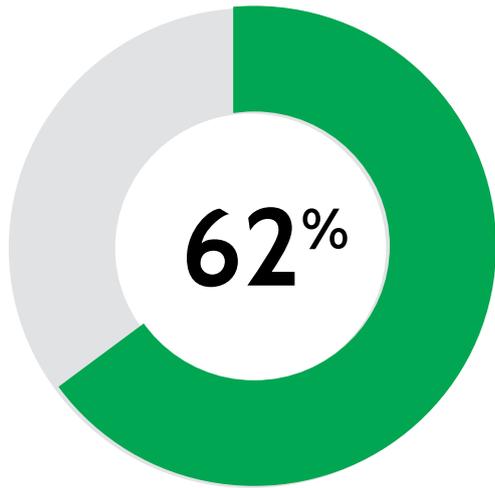
Type of email we receive



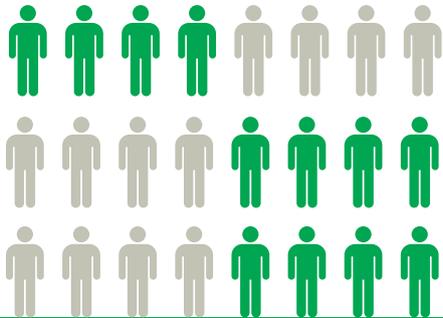
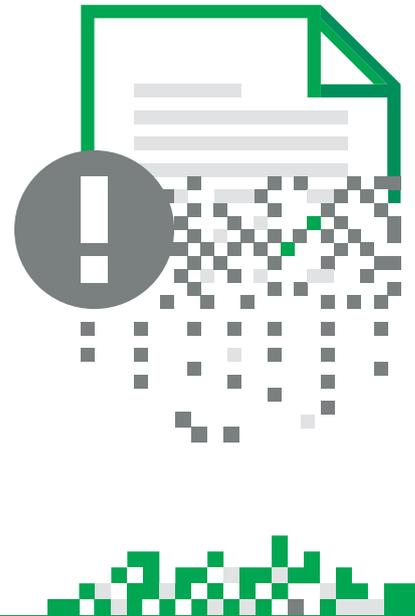
The majority of online South Africans receive at least 10 spam emails a week, but some receive significantly more. Just over 8% of people receive over 100 spam emails a week.

Of the emails you receive every week how many would you consider to be unsolicited bulk email (Spam)

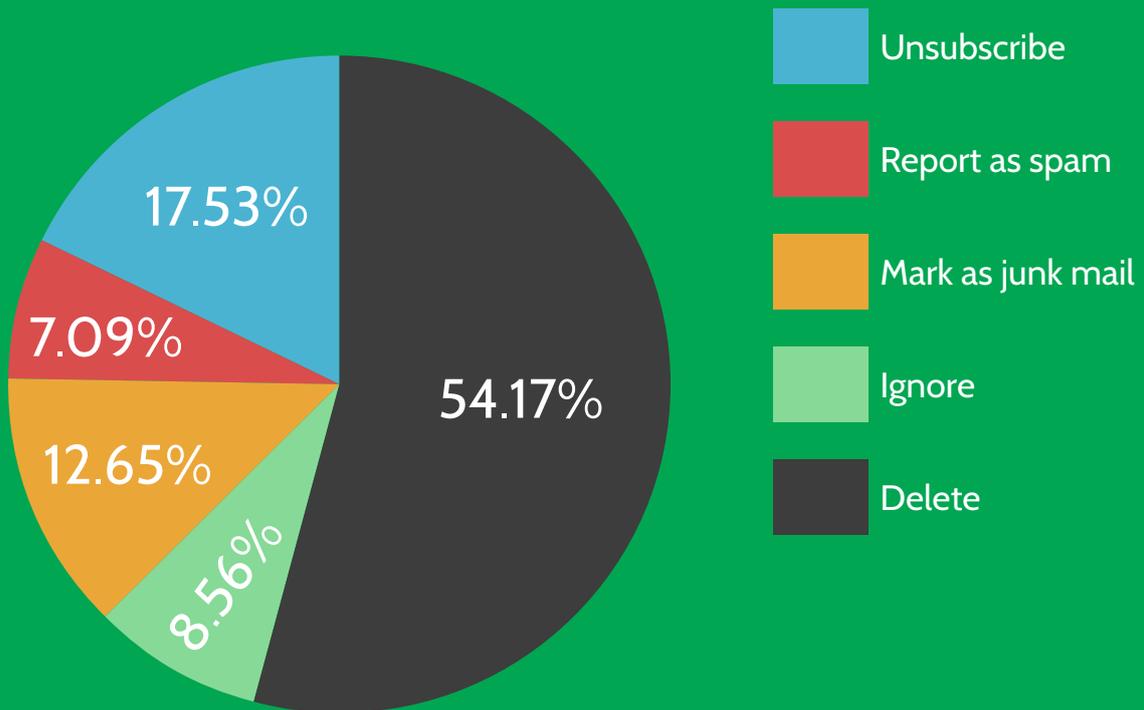




of people delete or simply ignore spam



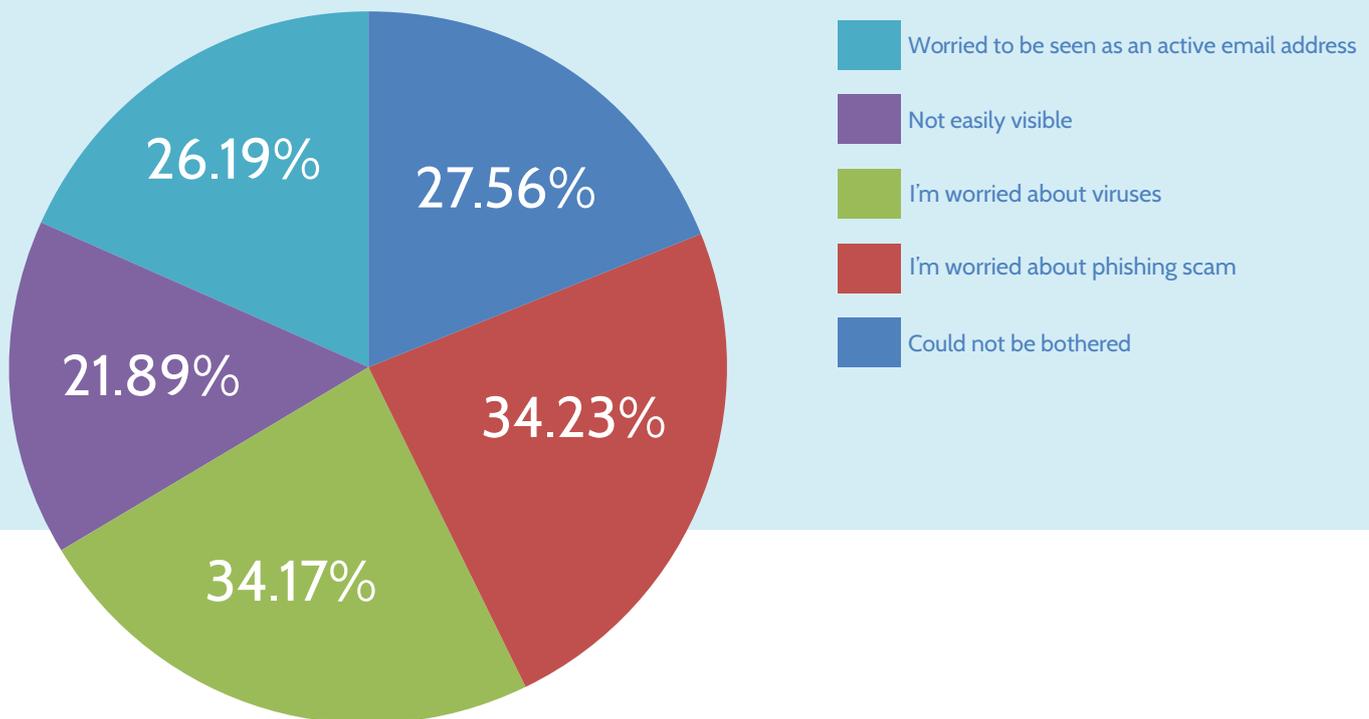
When I receive an unsolicited email I...



SOUTH AFRICANS DON'T TRUST THE UNSUBSCRIBE LINK

We all hate spam, but most of us don't do anything about it. By deleting or simply ignoring spam, you are guaranteed to receive another email from the sender.

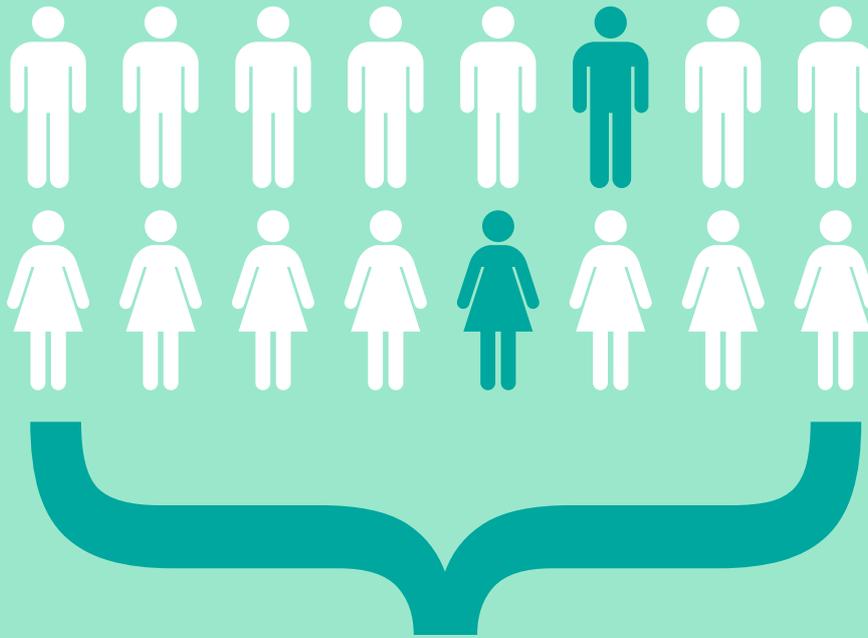
Why would you NOT click on an unsubscribe link?



Apathy and fear seem to play a large part in the reasons why people aren't prepared to unsubscribe. A full 26% of people think that by unsubscribing they are admitting their email address is real and will receive more spam. This is interesting, especially since the purpose of email marketing is to get engagement and ROI; if someone doesn't want to receive your mail, why would you keep sending it?

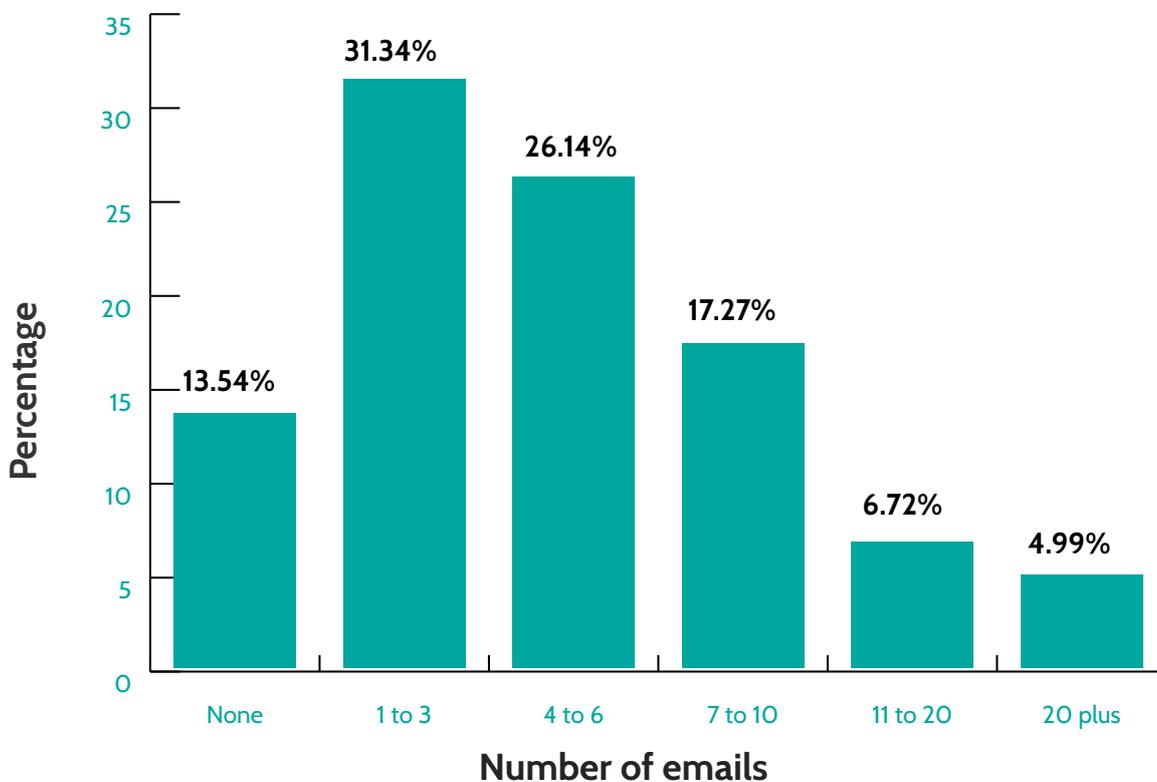
Consider:

Make your unsubscribe link obvious and visible. Don't view the unsubscribe link as a necessity to comply with law, think of it as a valuable part of streamlining your campaigns and getting better results. Use a reputable email service provider with a trusted brand name so that people who want to unsubscribe can do so without fear.

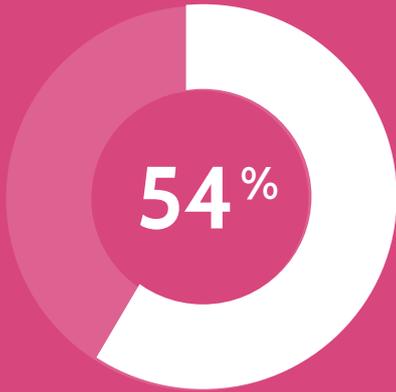


The average South African subscribes to between 4 and 6 newsletters

How many newsletters do you subscribe to?

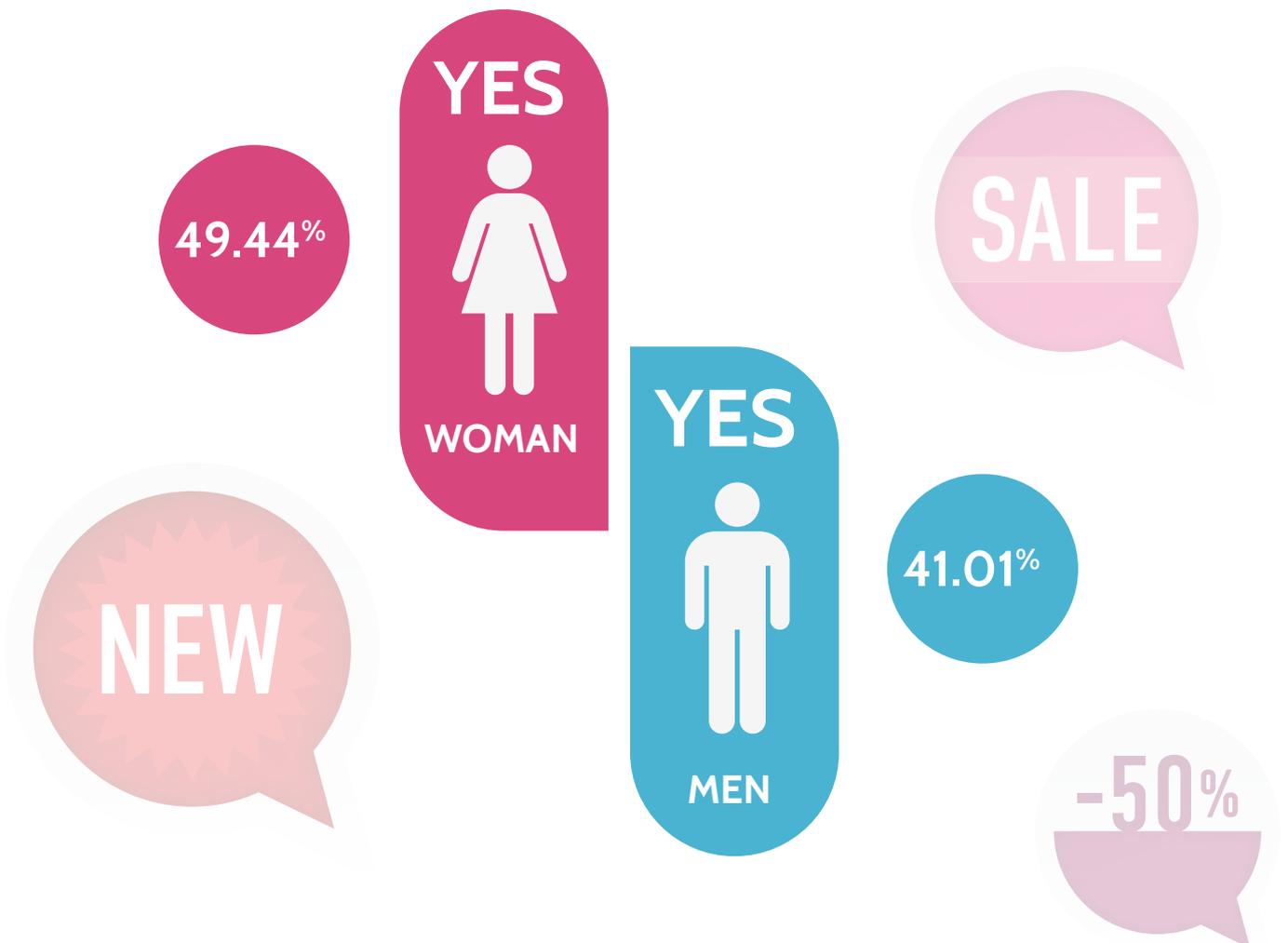


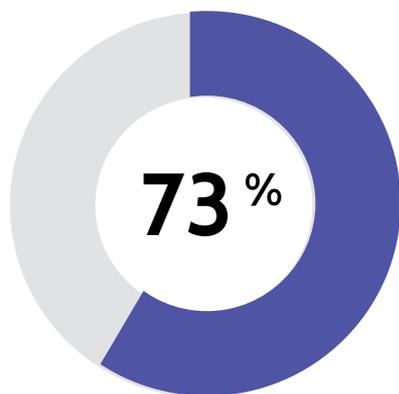
People with higher income tend to subscribe to more newsletters. On average people earning above R30, 000 per month subscribe to between 5 and 7 newsletters. Almost 38% of people earning more than R70, 000 per month subscribe to more than 7 newsletters.



of online South Africans
have purchased something
they've seen in an email

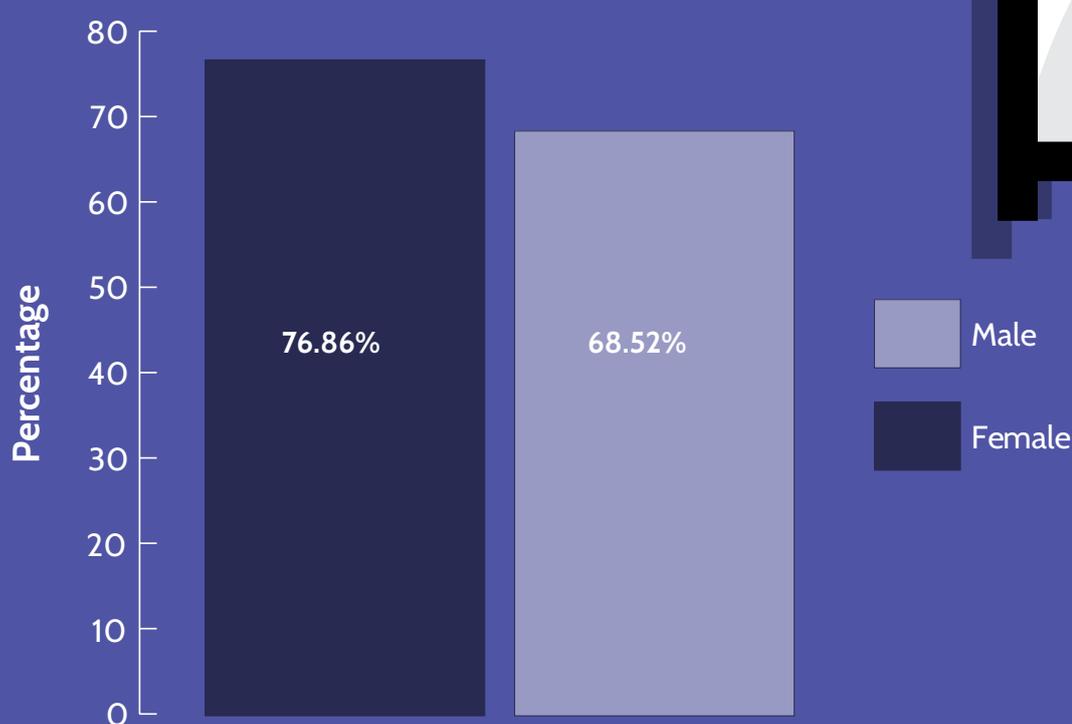
Have you ever purchased something you have
seen in an email?





of online South Africans have engaged with advertising in an email

Have you ever clicked on an advert or promotion inside an email?



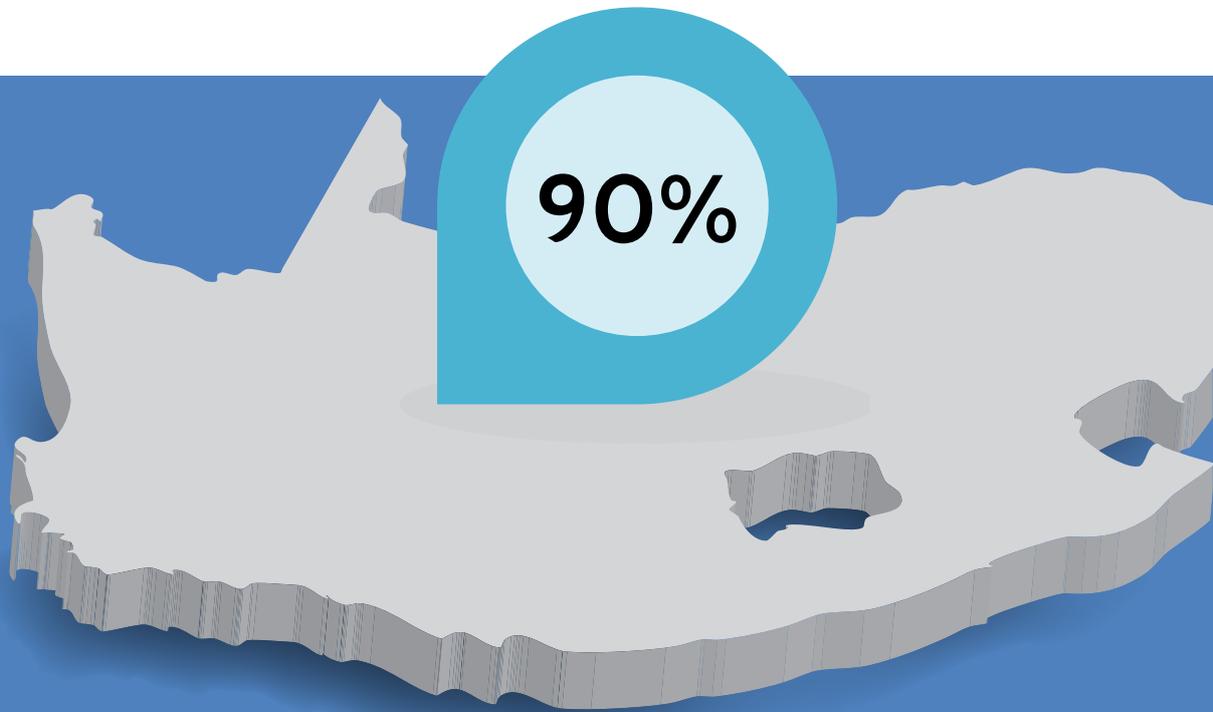
Our conclusion: Email newsletters can influence purchasing behaviour and email advertising works.

Women tend to be slightly more receptive to promotions and adverts in email and more likely to buy something they have seen in an email.

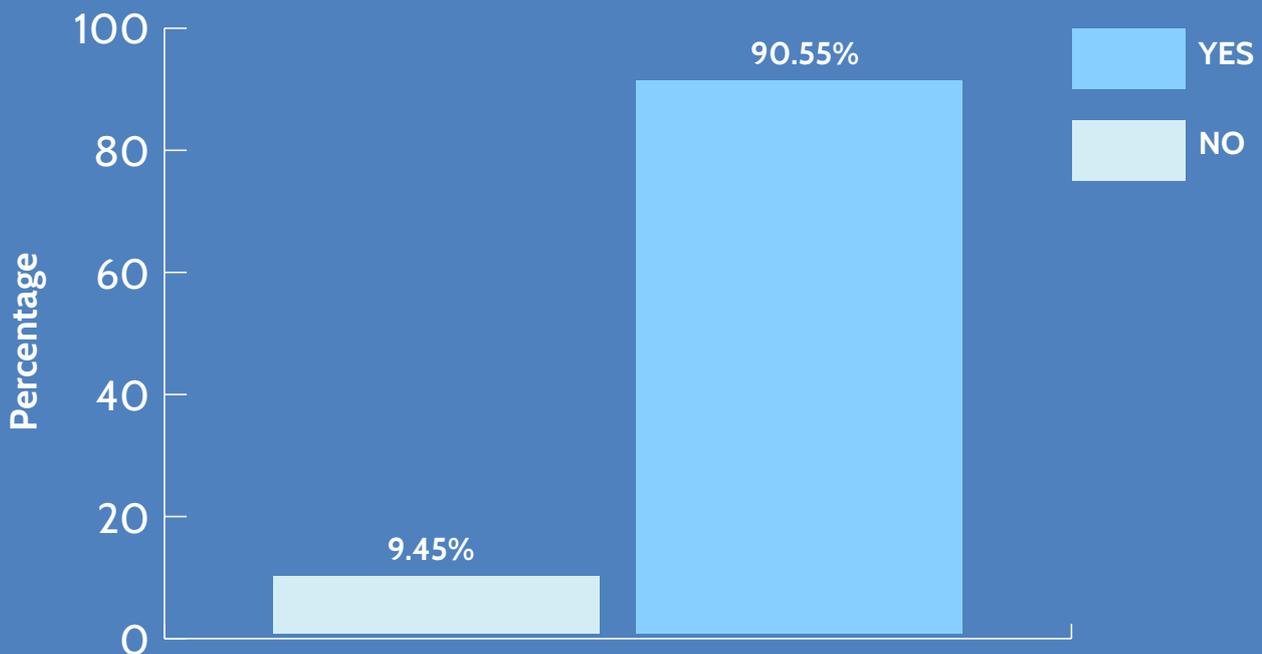
Consider:

Great email marketing is all about segmentation. Track your subscribers' engagement with different email campaigns and tailor content suited to their interests to increase the likelihood that they will click or buy. Collect as much demographic information from your subscribers as possible and where you can't, segment by behaviour instead. Don't underestimate the power of email advertising. Publishers in general don't pay enough attention to monetising their email channel.

Despite large volumes of email South Africans receive, more than 90% of people still find their inbox manageable



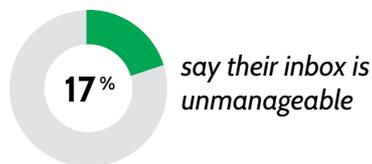
Is the size of your inbox manageable?



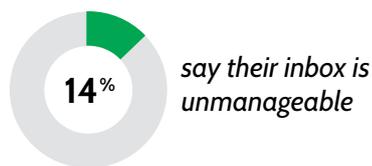
The common assumption is that the inbox is so cluttered that no-one can get through all their mail in a day and that marketers have no chance of cutting through the clutter to get their message across. Well, this myth is now officially busted. For most of us, our inboxes are indeed manageable.

Who struggles to manage the inbox?

Top management:

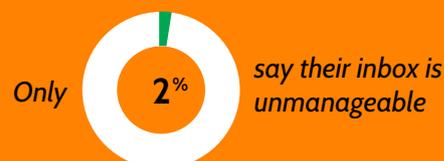


Professionals:



Who doesn't struggle?

Housewives:



Conclusion

The research has shown that most South Africans find their inboxes manageable and enthusiastically subscribe to commercial emails that appeal to their interests. What they do feel strongly about is unsolicited commercial email of any kind; they expect their privacy to be respected and if they don't recognise the sender, they simply delete the email.

Email has proven to be the most cost effective digital marketing channel and has a high return on investment relative to the cost of campaign implementation. The inbox seems to be pivotal for making purchase decisions, with many South Africans purchasing products based on email marketing campaigns. If you are not using email marketing as part of the digital marketing mix, then you are missing out on a key channel.

Potential buyers will click on adverts in emails and make purchases based on how relevant the content is to their interests. So as a marketer you not only need to be playing in the email marketing space, but you need to be doing it the right way by using opt-in permission based campaigns that appeal to the interests of your target audience.

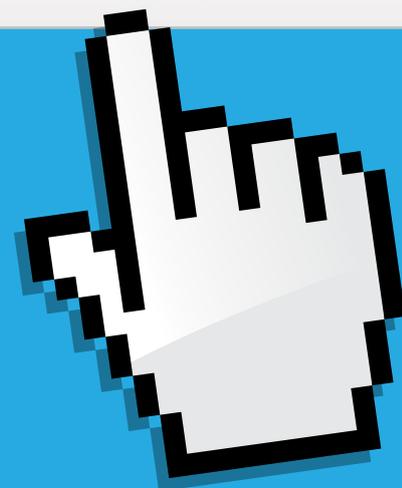
Know your subscribers, segment and send targeted emails that they actually want to receive and your returns on investment will start to show. We'll be releasing part three of Demystifying the Inbox in the next few weeks. Here's what you can look forward to:

What makes people subscribe and unsubscribe from newsletters?

When do they prefer to receive and read newsletters?

What affects the open rate of any commercial email?

**SIGN UP NOW TO RECEIVE THE
PART 3 OF 3 VIA EMAIL**





Everlytic is a digital messaging platform for sharing content via email, mobile and social. Every day we send millions of messages for some of the leading brands in South Africa. Our rich analytics help you to understand how your subscribers are engaging with your content and our segmentation tools allow you to send targeted content to recipients.

We integrate with some of the most popular content management systems such as Wordpress and Drupal and have a rich API for integration into your existing CRM system. Everlytic is an enterprise level web-based platform made for big business and publishers, but any business can sign up for free at www.everlytic.com



With Everlytic's excellent reporting functionality and built-in analytics, we can link each marketing action to its results in a very concrete way - FNB



Everlytic is a truly world class product with a great support team." - Alistair Fairweather, Digital Platforms Manager at Mail & Guardian



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