

# DEMYSTIFYING THE INBOX 2015



## INTRODUCTION

### EMAIL MARKETING IS MORE ALIVE THAN IT HAS EVER BEEN.

Tried and tested over decades, email has remained not only reliable, but also a constant marketing channel. It remains one of the most affordable, effective and targeted promotional tools in the marketers arsenal.

What other type of advertising communication tool allows you to call each customer by name and pull through relevant content based on their spending and searching habits. Everlytic believes that only email marketing gives you a true one-to-one relationship with your customers.

Following on from our initial research in 2012, Everlytic and Effective Measure again joined forces in 2015 to "Demystify the Inbox".

This year we surveyed 5190 people, a fully representative sample of South Africa's 27 million strong online population, to bring you insights into how local people behave in the inbox.

The research not only looks at when, where and how people use email in South Africa, but also provides in-depth knowledge of the inbox as we discover more about the volume and mix of emails people receive every day and how they engage with commercial emails, newsletters and spam.

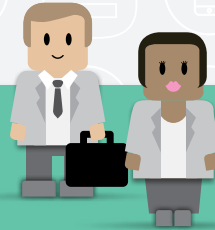
The results again uncovered interesting facts that are invaluable for anyone trying to engage an audience via email.



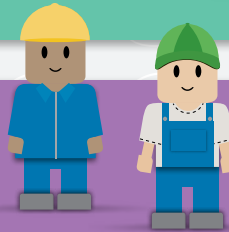
## WHO WAS SURVEYED?

### OCCUPATION

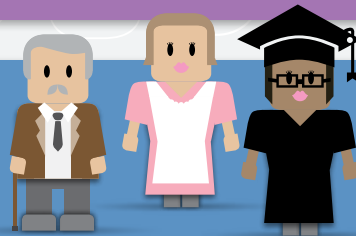
**65%**  
OF THE  
**ONLINE**  
POPULATION  
ARE EMPLOYED



**36.1%**  
Managers,  
Professionals



**33.4%**  
Employed,  
Non-managerial



**30.5%**  
Housewife/  
Househusband,  
Not working, Retired  
and Students

### HOUSEHOLD



### EDUCATION

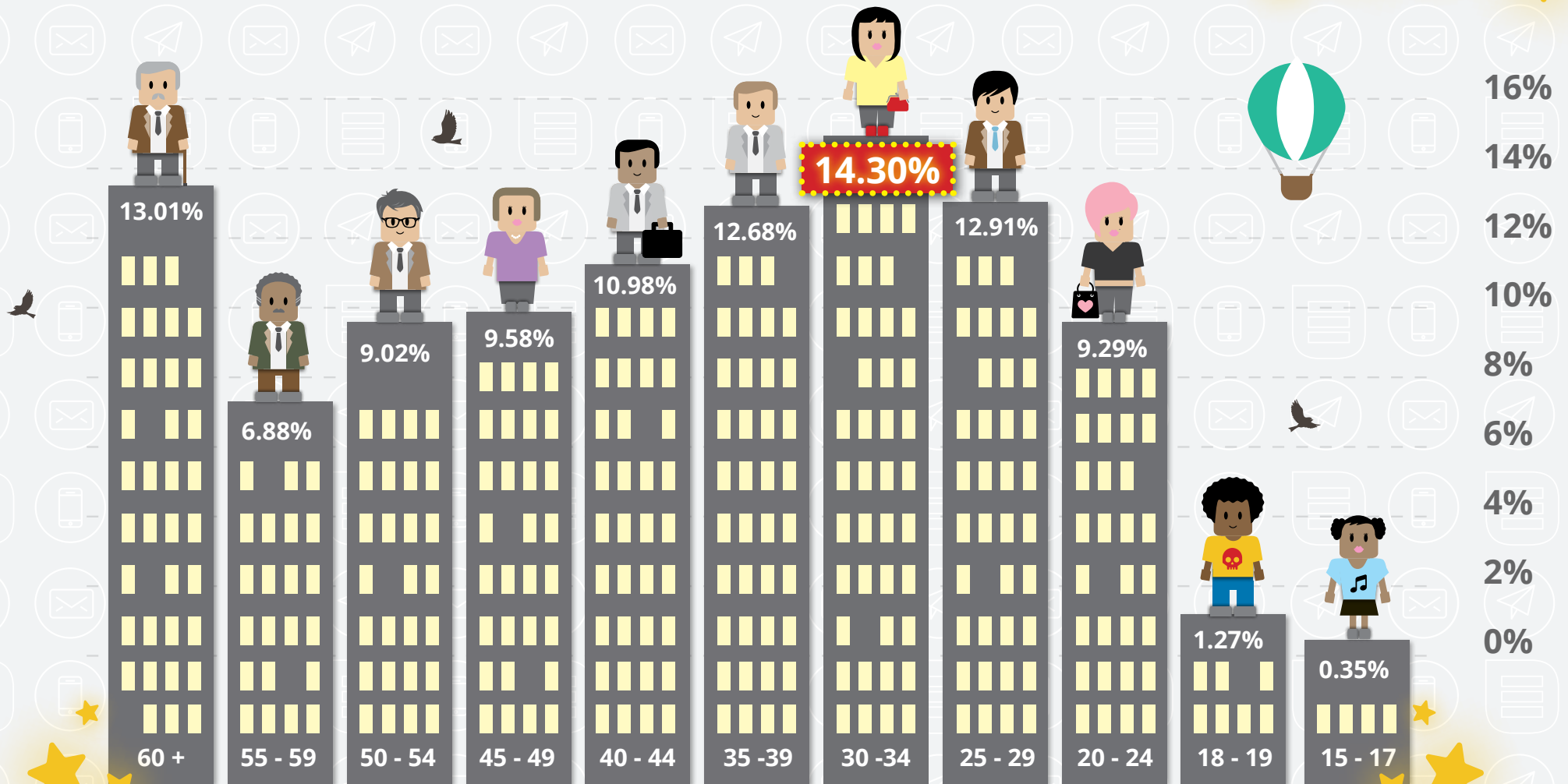
**72%** OF SOUTH AFRICA'S  
**ONLINE USERS**  
**HAVE ATTAINED A**  
**TERTIARY EDUCATION**



**43%**  
EARN MORE THAN  
**R12 000**  
PER MONTH.

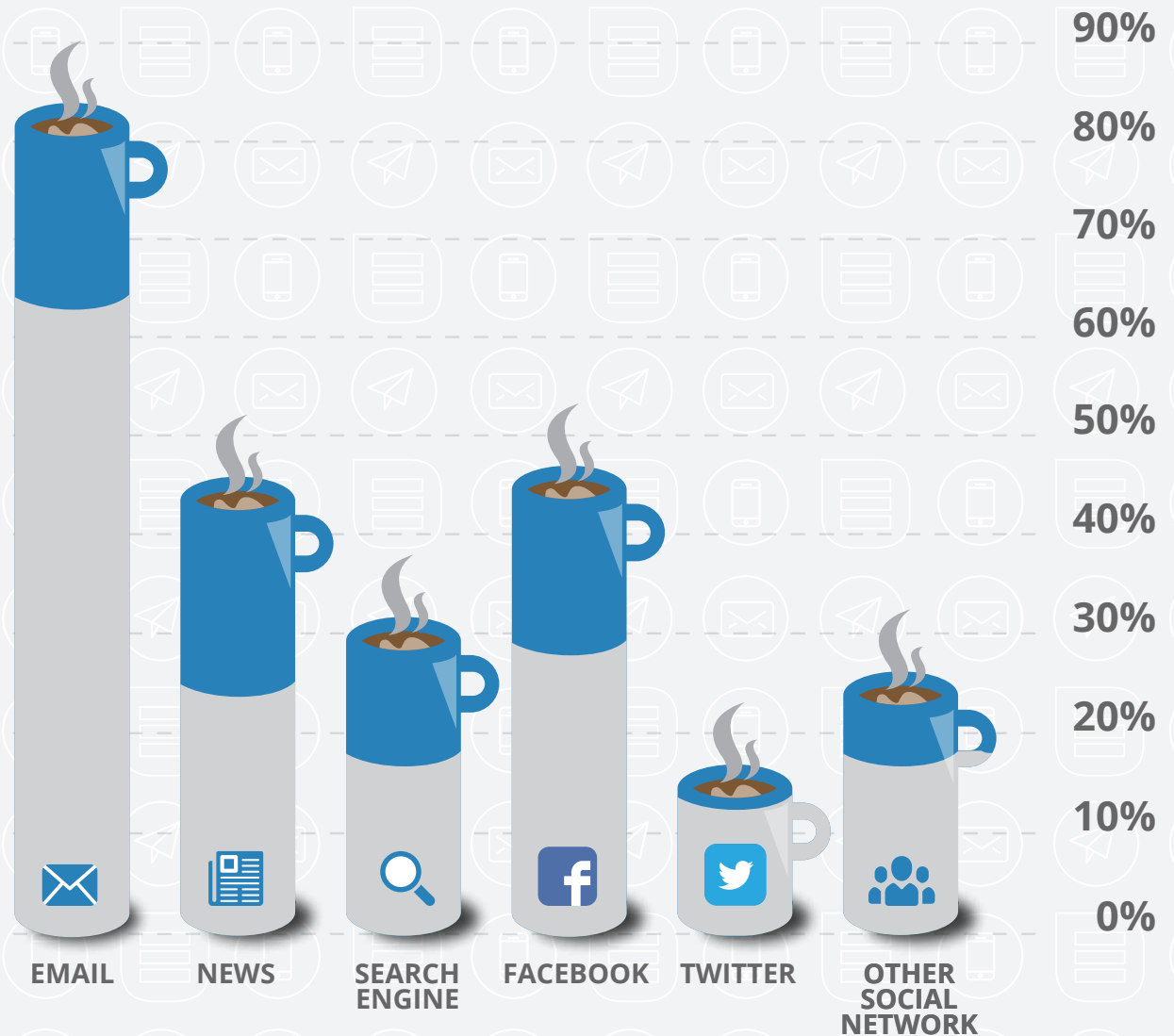
## AGES OF SA'S ONLINE POPULATION

**14%** OF THE PEOPLE THAT WERE SURVEYED  
WERE AGED BETWEEN **30 TO 34 YEARS**



**84%**  
OF PEOPLE READ THEIR  
**EMAILS FIRST**  
**OR SECOND**  
**WHEN GOING**  
**ONLINE.**

FACEBOOK HAS OVERTAKEN NEWS AS  
THE SECOND MOST POPULAR THING  
THAT PEOPLE LIKE TO DO FIRST OR  
SECOND WHEN GOING ONLINE.



WHAT IS THE FIRST THING THAT  
YOU DO WHEN YOU GO ONLINE?



WHAT IS THE SECOND THING THAT  
YOU DO WHEN YOU GO ONLINE?



## OUR DISCOVERIES

**65%** OF PEOPLE USE EMAIL  
TO SHARE INFORMATION

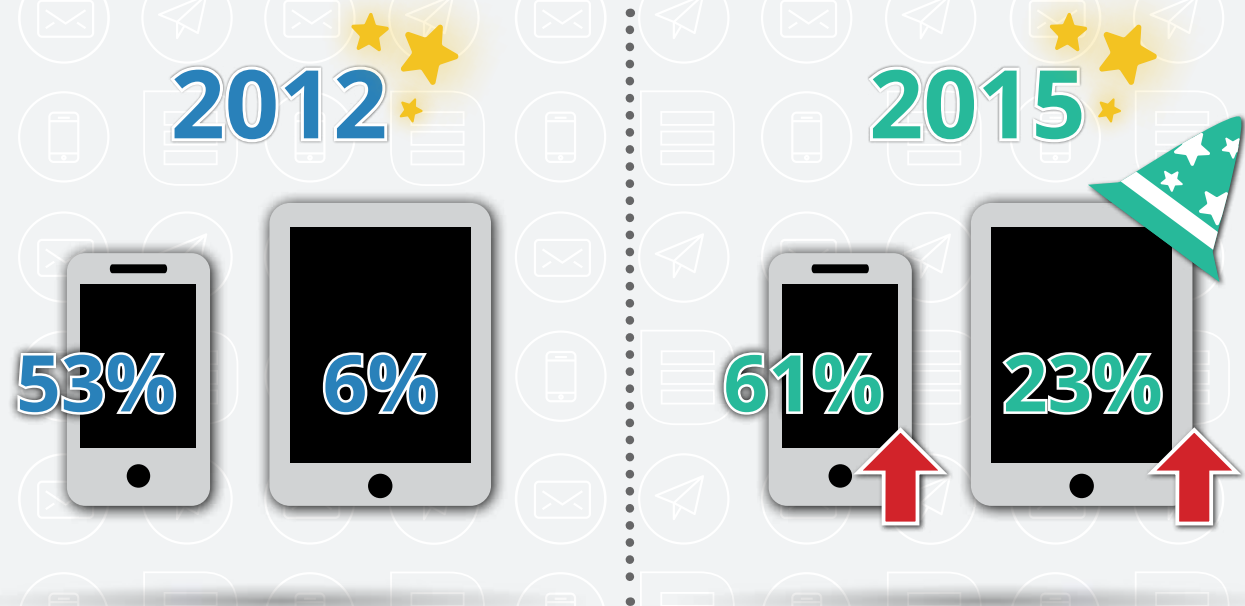
FACEBOOK (47%) AND MOBILE MESSENGERS LIKE WHATSAPP (50%) ARE OTHER  
WAYS THAT PEOPLE LIKE TO SHARE INFORMATION ONLINE.



**60%** OF THE ONLINE  
POPULATION  
IN SOUTH AFRICA  
PREFER TO GET THEIR  
**NEWS**  
VIA EMAIL.



**IN THREE YEARS  
(2012 TO 2015)  
THERE HAS BEEN A  
STEADY INCREASE  
IN THE AMOUNT OF PEOPLE  
THAT USE A MOBILE DEVICE  
OR TABLET TO READ  
THEIR EMAILS.**



EMAILS DON'T RENDER THE SAME ON ALL DEVICES SO TAKE THIS INTO CONSIDERATION WHEN DESIGNING YOUR EMAILER. ALSO KEEP IN MIND THAT THE KEY TO MOBILE EMAIL MARKETING IS SIMPLICITY CONSIDERING THE AMOUNT OF SPACE AVAILABLE ON THE USER INTERFACE. DO NOT LADEN THE SPACE YOU HAVE WITH IRRELEVANT COPY OR IMAGERY. MAKE THE MOST OF THE SPACE AVAILABLE TO GET YOUR CORE MESSAGE ACROSS. LASTLY, TEST, TEST, TEST. ENSURE THAT THE EMAIL IS COMPATIBLE ACROSS A VARIETY OF DEVICES AND EMAIL CLIENTS.



IN 2012 **91%** OF PEOPLE FELT THEIR INBOX WAS MANAGEABLE. IN 2015, THIS INCREASED TO **93%.**



91%

93%

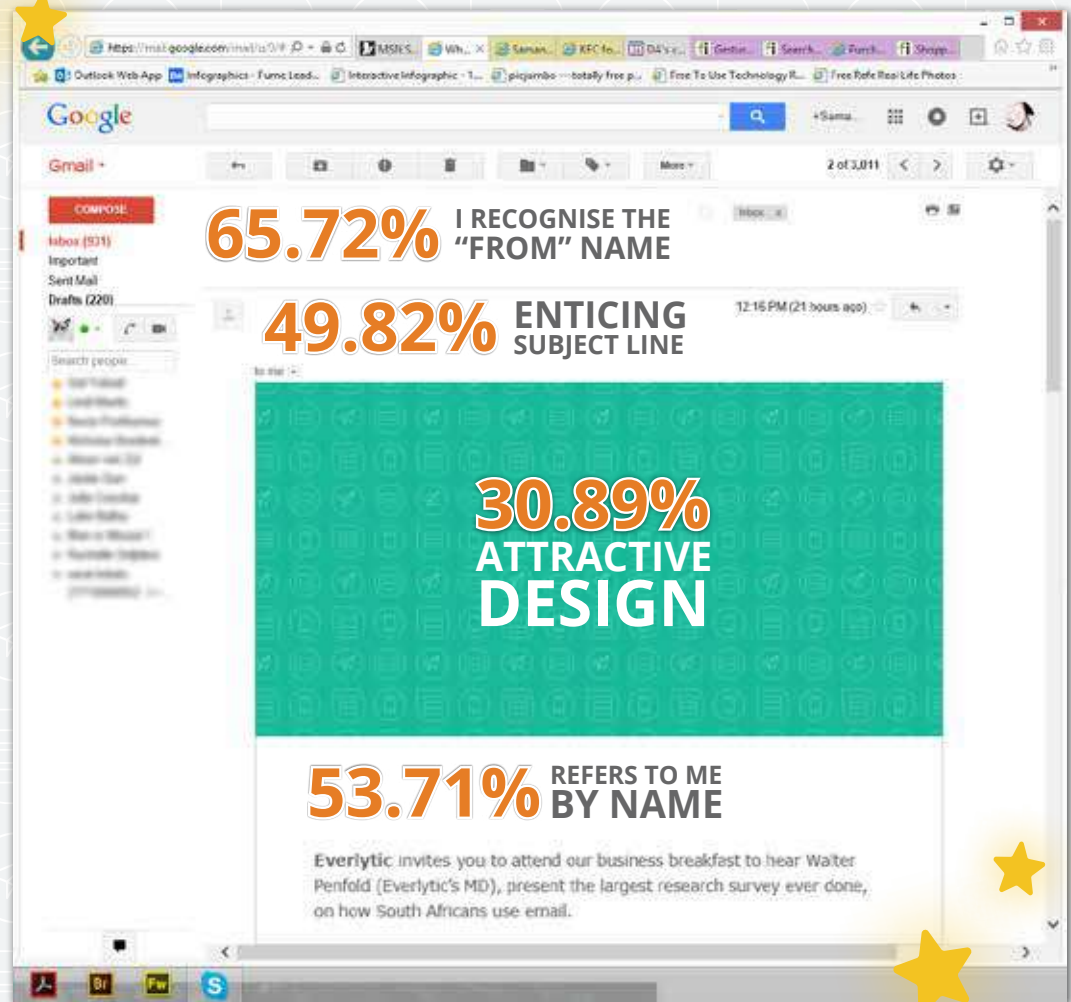


**MANAGERS AND PROFESSIONALS SEEM TO BE FINDING THEIR INBOXES MORE MANAGEABLE IN 2015 THAN THREE YEARS AGO.**



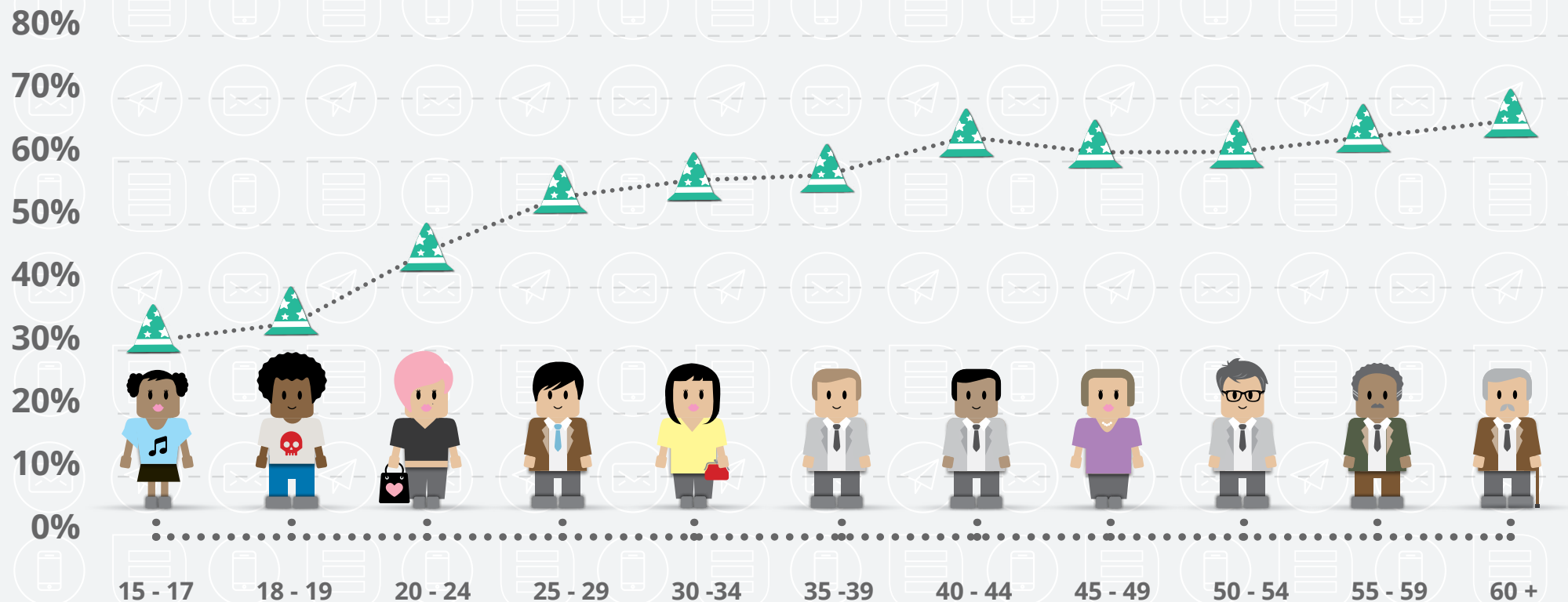
**YOUR EMAIL**  
IS MOST LIKELY TO  
BE **OPENED** SHOULD  
**THE RECIPIENT**  
RECOGNISE THE  
**"FROM NAME"**  
AND IF THE  
**RECIPIENT**  
IS REFERRED  
TO BY **NAME**.

THE **TOP TWO REASONS** THAT WOULD  
MAKE PEOPLE **MORE LIKELY TO OPEN**  
**A NEWSLETTER/COMMERCIAL MAIL.**

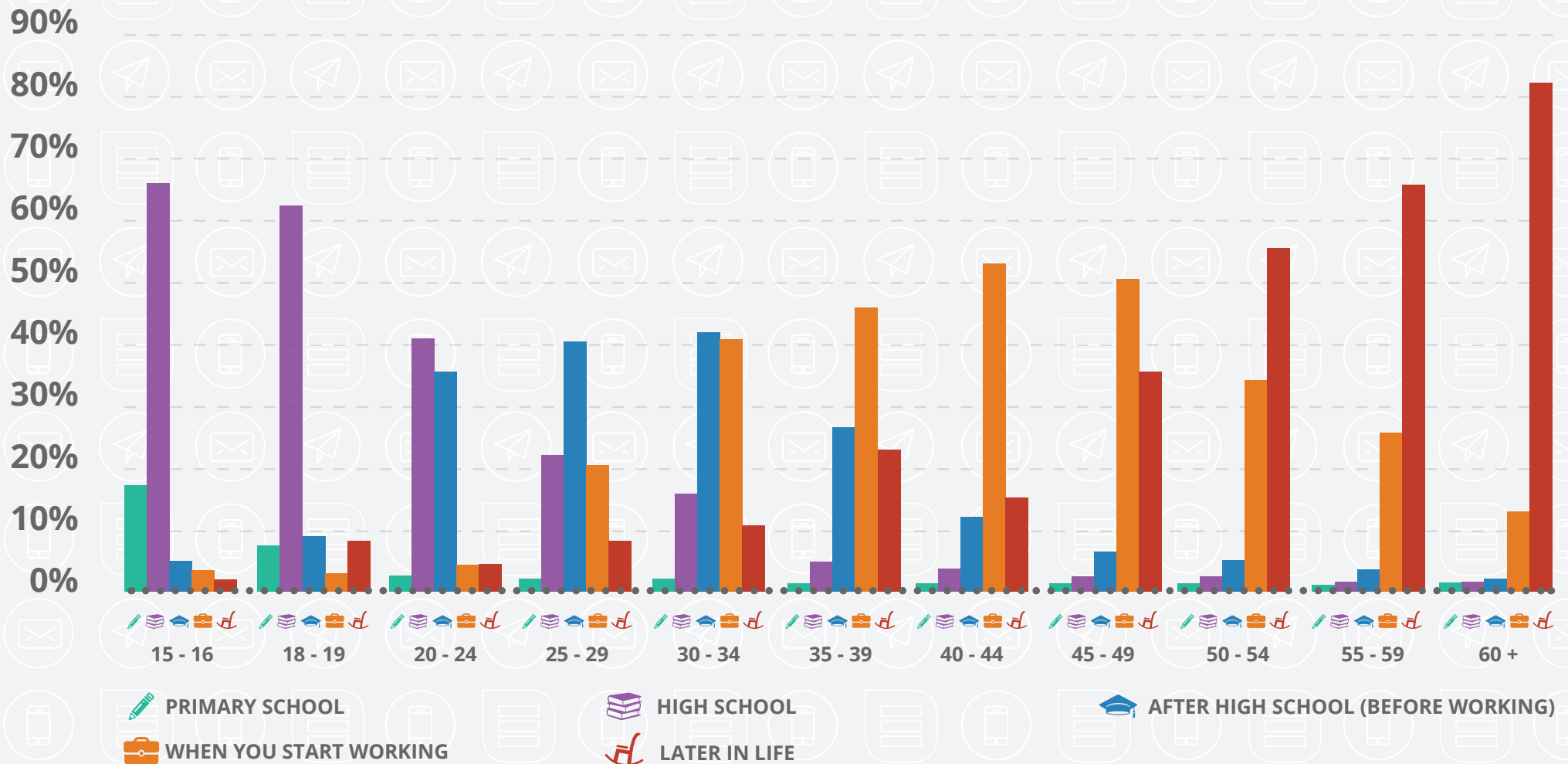


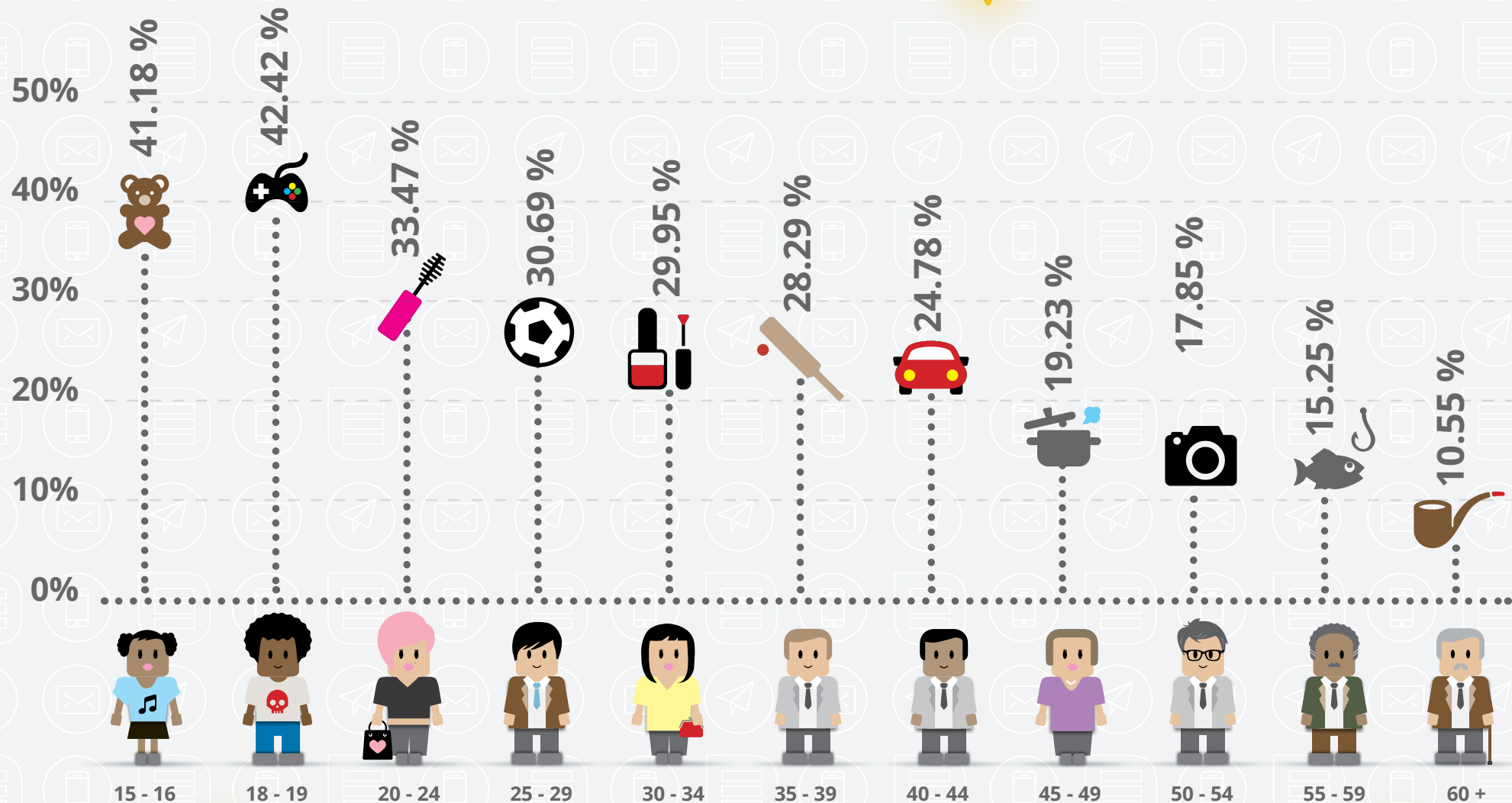
# 63% OF PEOPLE PREFER TO RECEIVE THEIR PROMOTIONAL MESSAGES VIA EMAIL.

6% INDICATED FACEBOOK, 8% INDICATED MOBILE MESSAGES AND 12% INDICATED SMS. WE ALSO NOTED THAT AS ONE GETS OLDER THERE IS A STEADY INCREASE IN PREFERRING TO RECEIVE PROMOTIONAL MESSAGES VIA EMAIL.

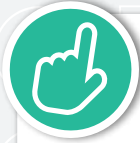


PEOPLE ARE STARTING TO GET CONNECTED TO EMAIL AT A MUCH YOUNGER AGE THAN WAS SEEN IN PREVIOUS YEARS. AN AVERAGE OF **65%** OF PEOPLE UNDER THE AGE OF 20 NOW USE EMAIL REGULARLY.





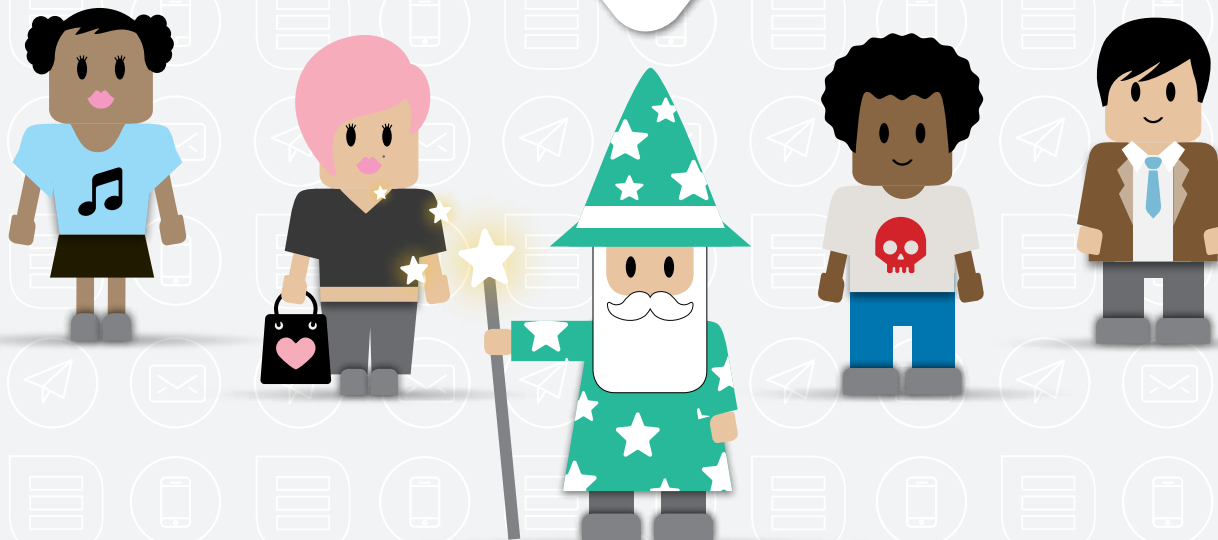
AND WHAT DO THEY USE EMAIL FOR?  
TO STAY UPDATED WITH FUN AND ENTERTAINMENT.



FOR TODAY'S YOUTH IT IS NOT SO MUCH ABOUT THE CONVERSATION AS IT IS ABOUT THEIR EXPECTATIONS TO HAVE FUN AND ENTERTAINMENT, GET A GOOD DISCOUNT OR PERHAPS A WINNABLE COMPETITION.

KEEP IN MIND THAT WITH THE INFORMAL YOUTH A COMPANY'S FORMAL FACE WILL NOT APPEAL, SO INSTEAD OF APPROACHING THEM AS A BRAND RATHER APPROACH THEM AS A TEAM OR A PERSON. SHARE ANECDOTES OR OPINIONS. INCLUDE SIGNATURES AND PICTURES – LET THEM GET TO KNOW YOU. ALSO, TRY TO ENHANCE THE SENSE OF COMMUNITY BY RELATING MARKETING EMAILS TO EVENTS OF THE MOMENTS, AND SHARING THE EXPERIENCES WITH THEM.

MOST IMPORTANTLY BRING THE SOCIAL ELEMENT – FACEBOOK, TWITTER, INSTAGRAM – INTO YOUR APPROACH. INCLUDE SOCIAL SHARING BUTTONS IN ALL YOUR EMAILS.





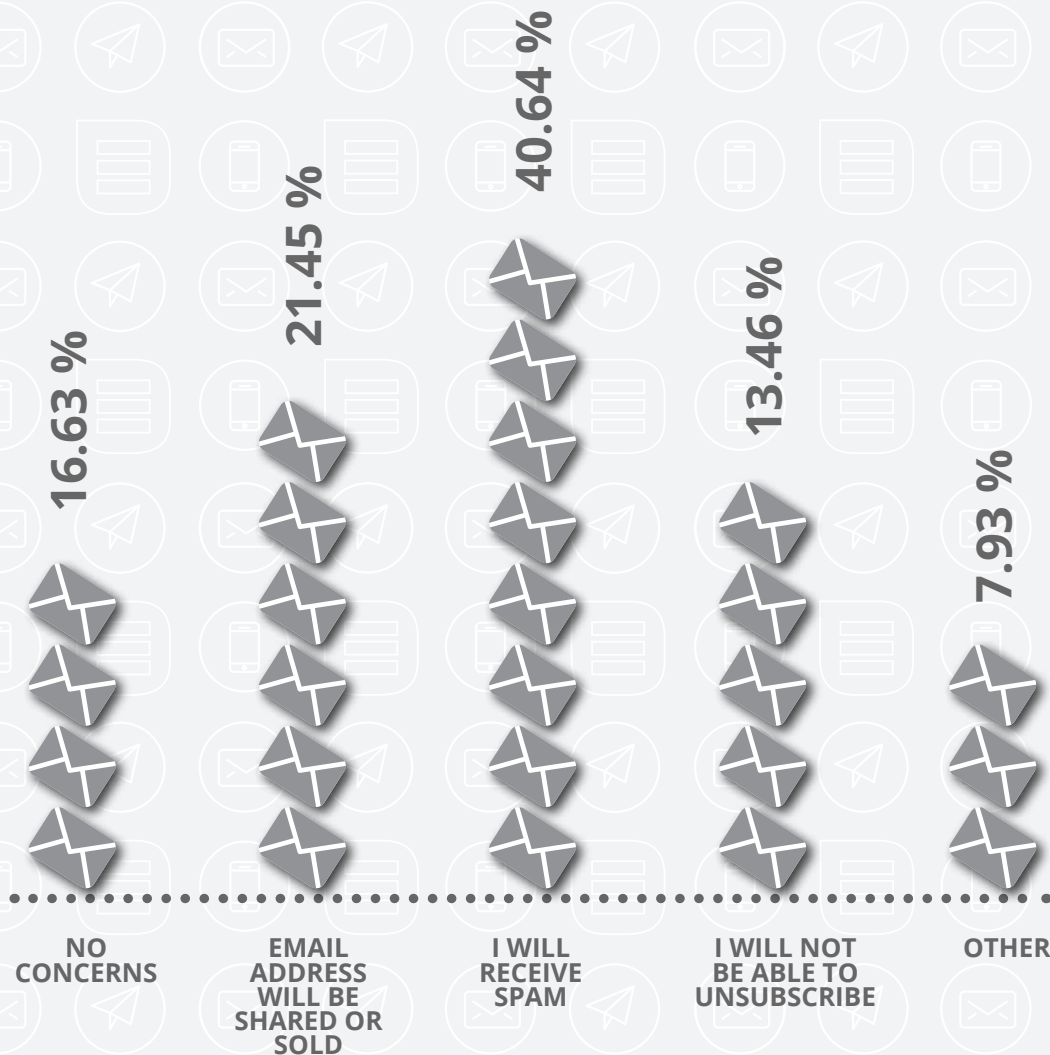


58%

OF PEOPLE WILL NOT CLICK ON AN

**UNSUBSCRIBE**

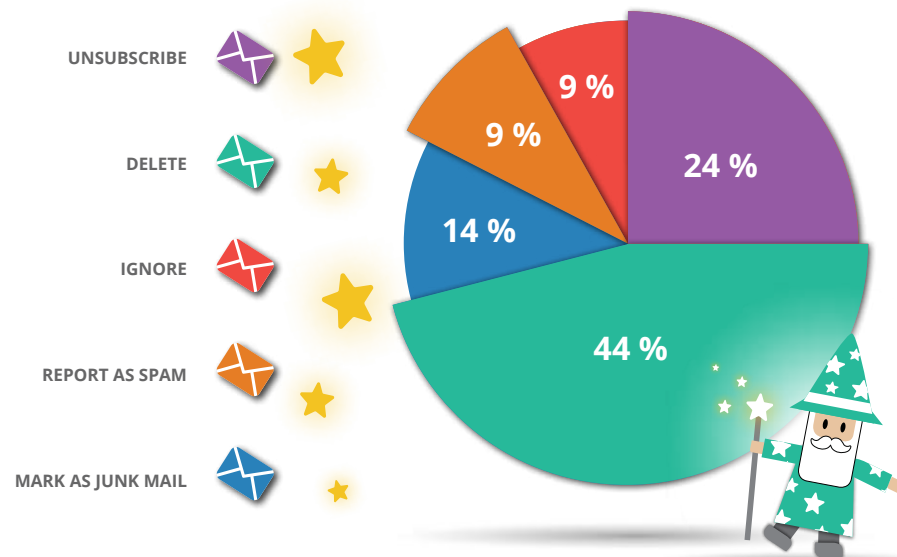
LINK AS THEY ARE CONCERNED ABOUT  
**PHISHING SCAMS OR VIRUSES.**



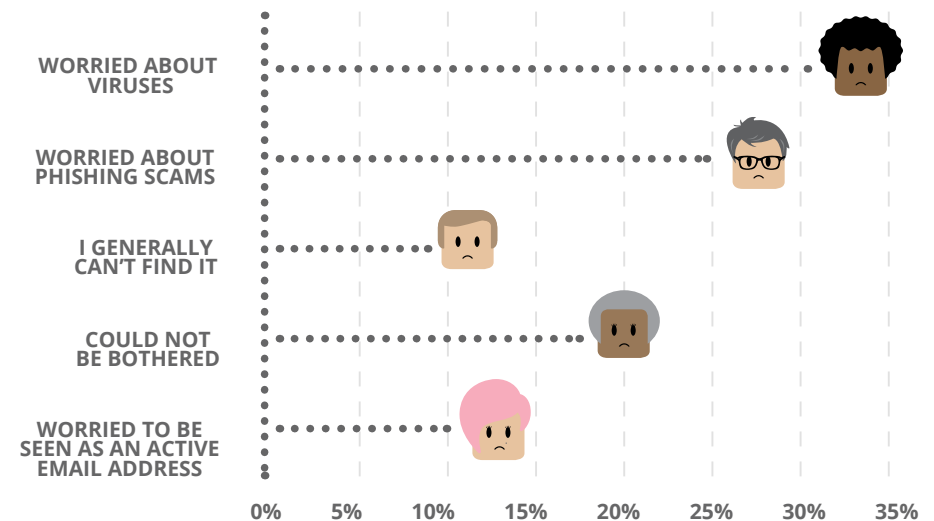
**40%** OF SOUTH AFRICANS ARE STILL CONCERNED THAT **SHARING THEIR EMAIL ADDRESS ONLINE WILL RESULT IN SOME FORM OF SPAM MAIL.** HOWEVER, IN PREVIOUS STUDIES THIS **NUMBER WAS CLOSER TO 60%.**

**IT IS THEREFORE ENCOURAGING TO SEE THE GAIN IN CONFIDENCE IN SHARING ONE'S EMAIL ADDRESS.**

## WHEN PEOPLE RECEIVE AN UNSOLICITED EMAIL THEY...



## MAIN REASONS WHY PEOPLE WOULDN'T CLICK ON AN UNSUBSCRIBE LINK.

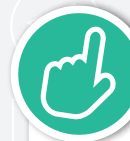


THOUGH MOST SOUTH AFRICANS ARE STILL MORE LIKELY TO DELETE AN UNSOLICITED EMAIL RATHER THAN TO UNSUBSCRIBE, IT MUST BE NOTED THAT THE PERCENTAGE OF PEOPLE OPTING TO UNSUBSCRIBE HAS RISEN BY 9% IN THE PAST THREE YEARS. PEOPLE THAT ARE STILL CHOOSING TO SIMPLY DELETE ARE DOING SO AS A RESULT OF APATHY AND FEAR: MANY STILL FEARING PHISHING SCAMS OR VIRUSES.

THREE YEARS AGO **46%** OF PEOPLE INDICATED THAT THEY HAD PURCHASED SOMETHING AS RESULT OF **SEEING IT IN A MAIL.**

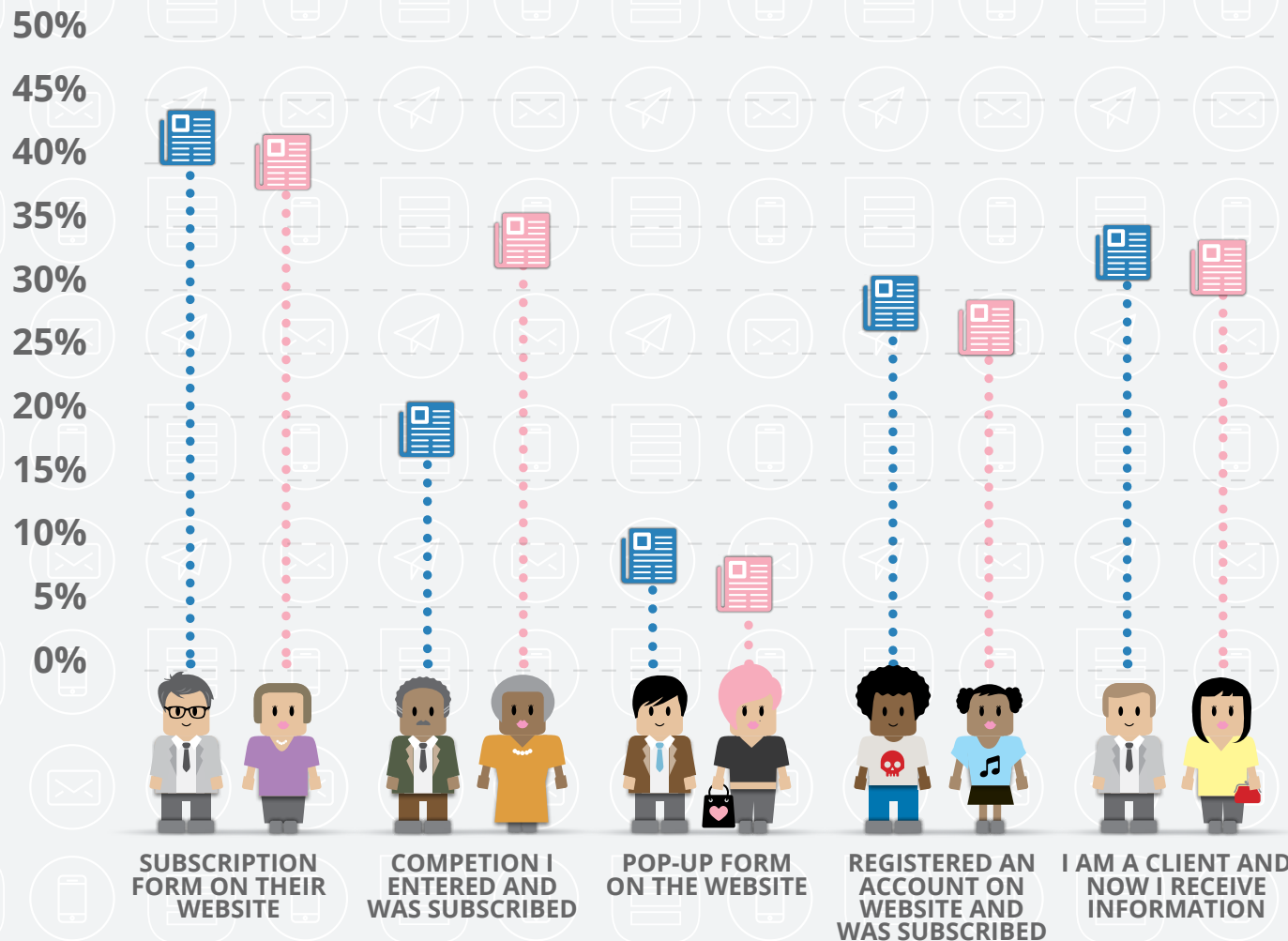


TODAY **64%** OF PEOPLE WHO RECEIVE NEWSLETTERS OR OTHER COMMERCIAL COMMUNICATIONS HAVE INDICATED THAT THEY HAVE BEEN **INFLUENCED TO BUY A PRODUCT** BY SOMETHING THEY READ IN THE COMMUNICATION.



IN PREVIOUS YEARS, WE SAW THAT WOMEN TENDED TO PURCHASE MORE THAN MEN AS A RESULT OF AN EMAIL. IN 2015, THIS HAS CHANGED WITH MEN AND WOMEN NOW PURCHASING EQUALLY.

**43%** OF WOMEN AND **44%** OF MEN  
SIGNED UP FOR A NEWSLETTER BECAUSE  
OF A SUBSCRIPTION FORM ON A WEBSITE.



BUT, WE ALSO  
NOTICED THAT  
WOMEN JUST  
**LOVE**  
COMPETITIONS.

**37%**  
OF WOMEN  
SUBSCRIBED TO  
A NEWSLETTER  
AS A RESULT OF  
A COMPETITION  
THAT THEY  
ENTERED VERSUS  
**22%** OF MEN.





REGARDLESS OF WHAT KIND OF WEBSITE YOU HAVE, OR WHAT INDUSTRY YOU ARE IN, IF YOU WANT TO TURN YOUR VISITORS INTO RETURNING CUSTOMERS, THEN YOU NEED TO GET THEM ONTO YOUR EMAIL LIST.

KEY POINTS TO KEEP IN MIND FOR BETTER WEB FORMS INCLUDE: KEEP IT INFORMATIVE, OFFER ASSISTANCE, CONSIDER DIFFERENT LANGUAGES, LET THE USER DECIDE WHAT THEY WANT TO RECEIVE, HIGHLIGHT MANDATORY FIELDS TO AVOID FRUSTRATION, OFFER CLEAR FEEDBACK AFTER DATA SUBMISSION, BUT MOST IMPORTANTLY..

# KEEP IT SIMPLE.



GROW YOUR DATABASE THROUGH SEGMENTATION. PROMOTE AN ONLINE CONTEST, LIKE A FREE GIVEAWAY, AND HAVE ENTRANTS SIGN UP OR SUBMIT USING THEIR EMAIL ADDRESS. REMEMBER TO ALWAYS KEEP THE OPTION OPEN TO SHARE WITH A FRIEND TO FURTHER INCREASE YOUR CHANCES OF GROWING YOUR DATABASE.



**87%**  
**OF PEOPLE TRUST  
EMAIL TO RECEIVE  
THEIR INVOICES  
AND STATEMENTS.**



HAS YOUR ORGANISATION GIVEN THOUGHT TO MOVING OVER TO ELECTRONIC INVOICES AND STATEMENTS? WITH SOUTH AFRICA'S POSTAL SYSTEM BEING PLAGUED BY INDUSTRIAL ACTION AND THE AFTERMATH RESULTING IN MONTHS' WORTH OF BACKLOGS, CHANCES ARE YOUR CUSTOMERS ARE NOT RECEIVING THEIR INVOICES AND STATEMENTS. THUS CAUSING FRUSTRATIONS FOR ALL PARTIES.

A FURTHER CONSIDERATION FOR MARKETERS IS THE OPPORTUNITY TO USE THE SPACE AVAILABLE IN AN INVOICE EMAIL FOR A MARKETING MESSAGE. CONSIDER UPSELLING AND CROSS-SELLING PRODUCTS OR USE IT SIMPLY AS A COMMUNICATION TOOL TO KEEP CLIENTS IN THE LOOP OF ONGOING EVENTS OR CHANGES.

