

DEMYSTIFYING THE INBOX

Introduction

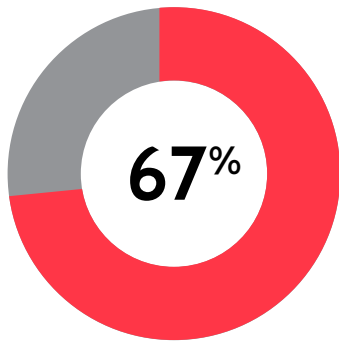
In part one we looked at factors that make email the ultimate digital communication channel. We got insights on when, where and how South Africans use email. Our research confirmed that email still outperforms social media as the premier channel for sharing information online and engaging customers and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

In part two, South Africans clearly indicated that their inboxes are manageable and that they enthusiastically subscribe to commercial emails that appeal to their interests. Results indicated an overwhelming intolerance towards unsolicited email.

In part three we look at what makes users subscribe, open and read commercial mails. We look at different demographics and age groups of our respondents and how they specifically deal with issues related to subscribing and unsubscribing. The research indicated that women are more likely to subscribe to newsletters for discounts and promotions, top management are least likely to be influenced by brand reputation in their decision to subscribe and people under the age of 30 are more likely to subscribe to fun and entertainment newsletters. Let's look at the numbers.

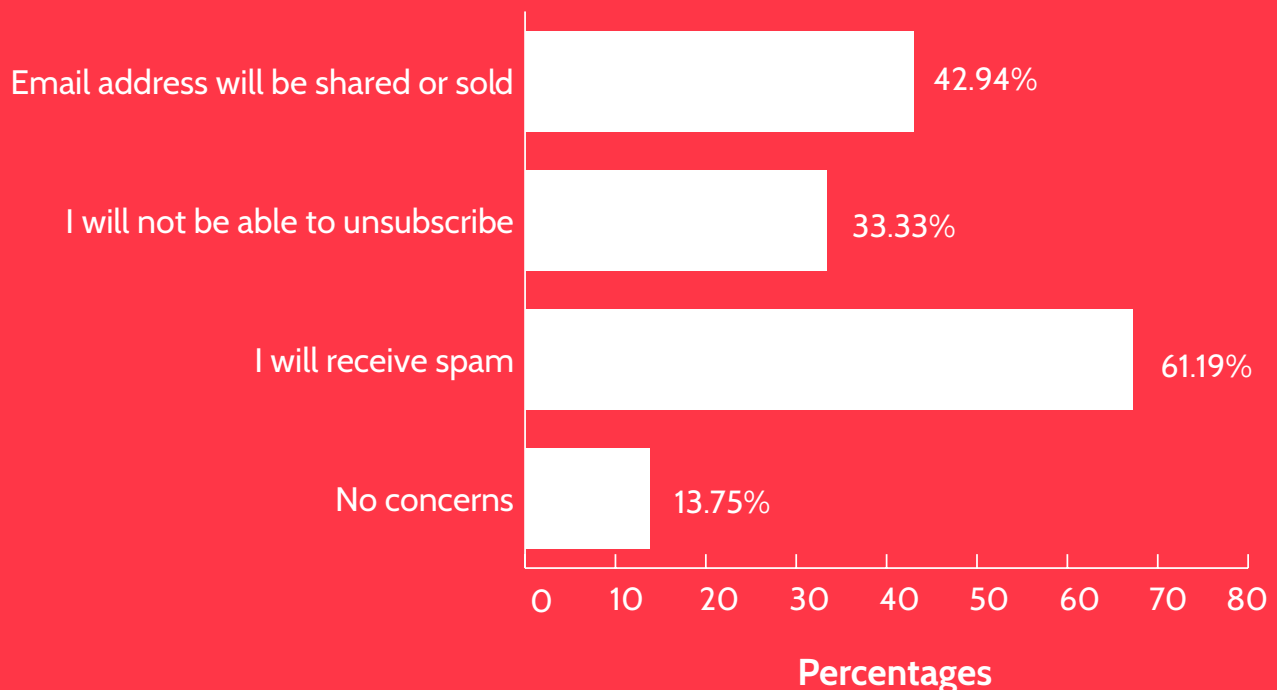


This study was done in conjunction with Effective Measure who surveyed almost 2,000 random South Africans across a multitude of local websites. A process of simple random sampling was used over a full week to ensure accurate representation of the online South African audience. Once the data had been 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.



of people will not share their email address online because of spam

What are your biggest concerns about sharing your email address online?



Consider:

Your online subscription form needs to allay the fears of potential subscribers by informing them that you respect their personal information and will not abuse their privacy. The most effective tool for this is a privacy policy which explains how you will use the email address and how you will protect your subscriber's personal information. Show them that they can trust you, and then do what you say.

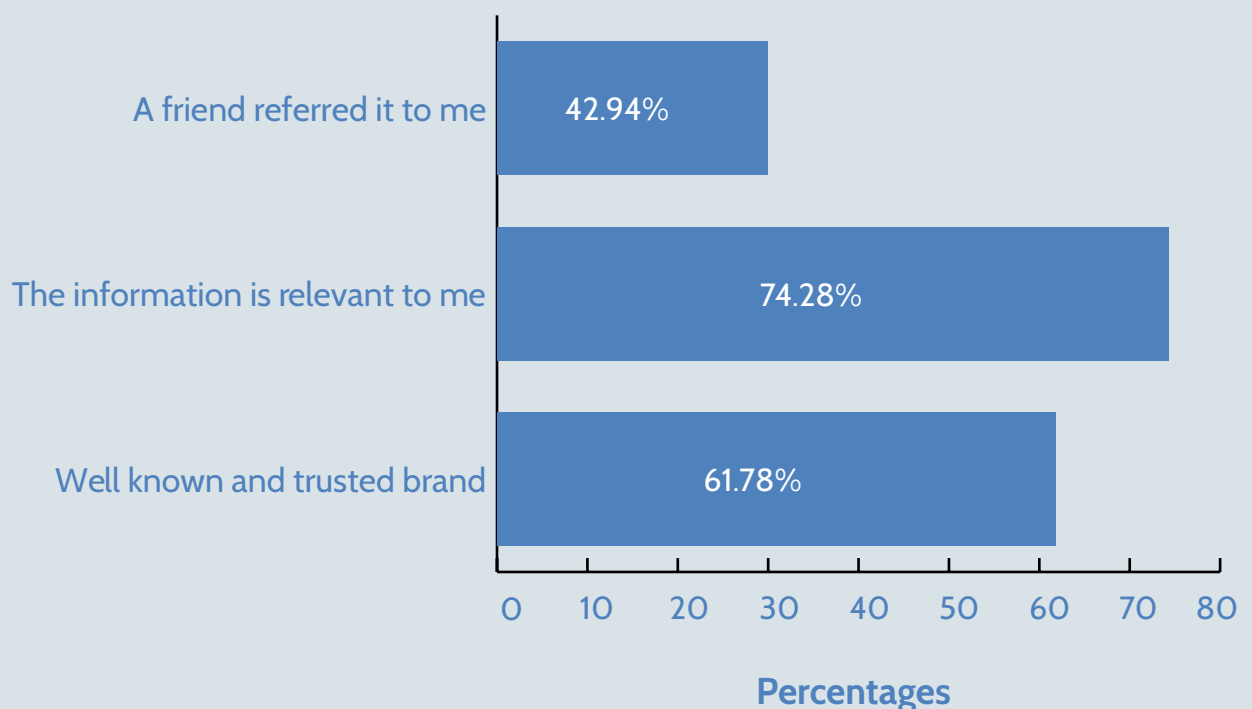
People want to receive content that is relevant to them. It also helps to have a trusted brand.



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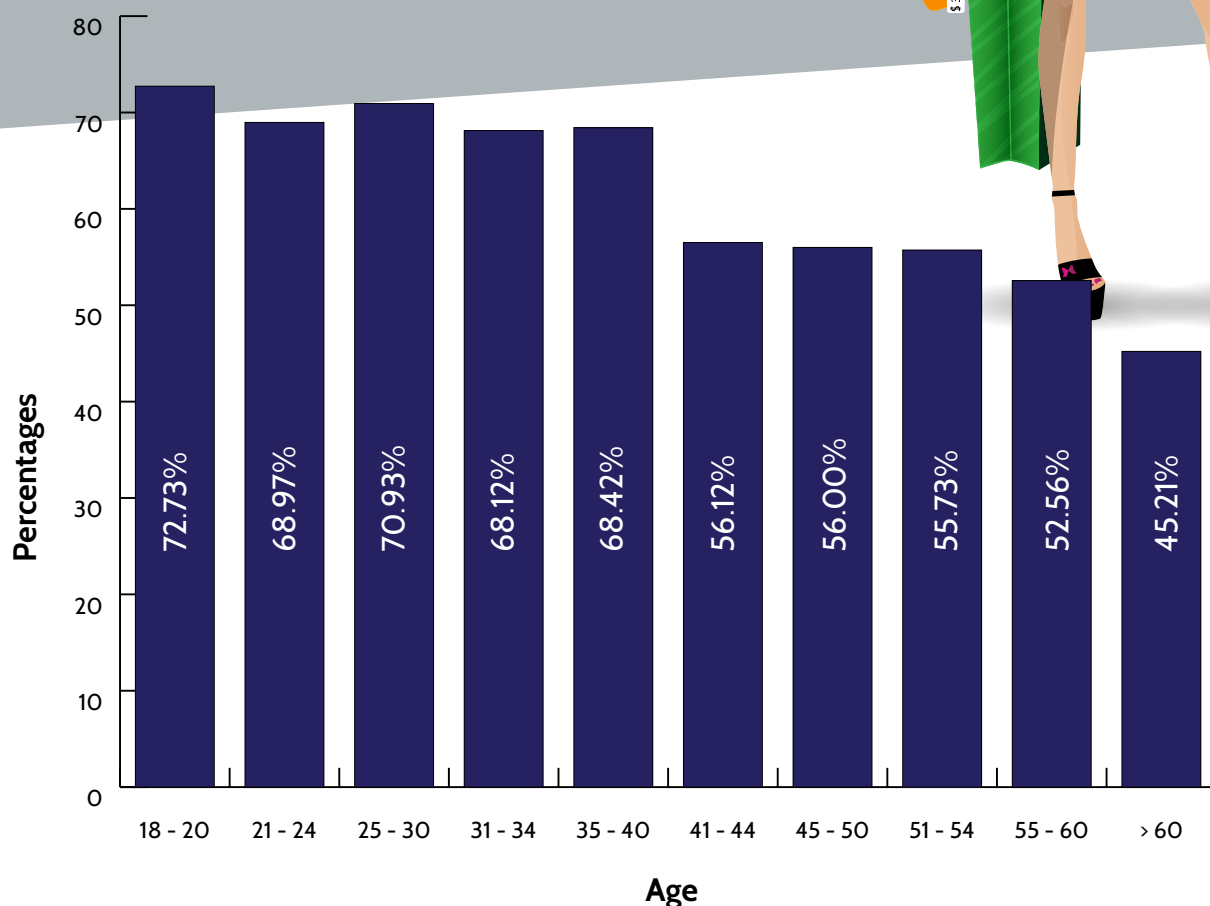
**“Oh, the usual stuff. Spam from the Joker,
another e-mail virus from the Penguin,
an illegal chain letter from Cat Woman....”**

Which of the following would make you more likely to subscribe to a newsletter / commercial mail



Younger people are more likely to be influenced by the sender's brand reputation

I am more likely to subscribe to newsletters from a well known and trusted brand

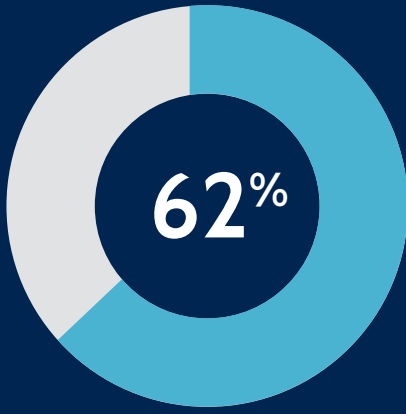


Closely correlated to age position for example also affects how subscribers are influenced by brand reputation. Top management are least likely to be influenced by brand reputation with only 47% being more likely to subscribe to newsletters from a trusted brand.

Consider:

The universal truth about email marketing is that subscribers want information that is relevant to them. Ensure that your content is suitable for your target recipient by analysing who opens your newsletters and how they engage with the content. Remove unengaged subscribers from your list, or ask them what information they would rather receive. At the same time build brand trust by respecting your subscriber's privacy and avoiding the ultimate email marketing sin: buying databases.

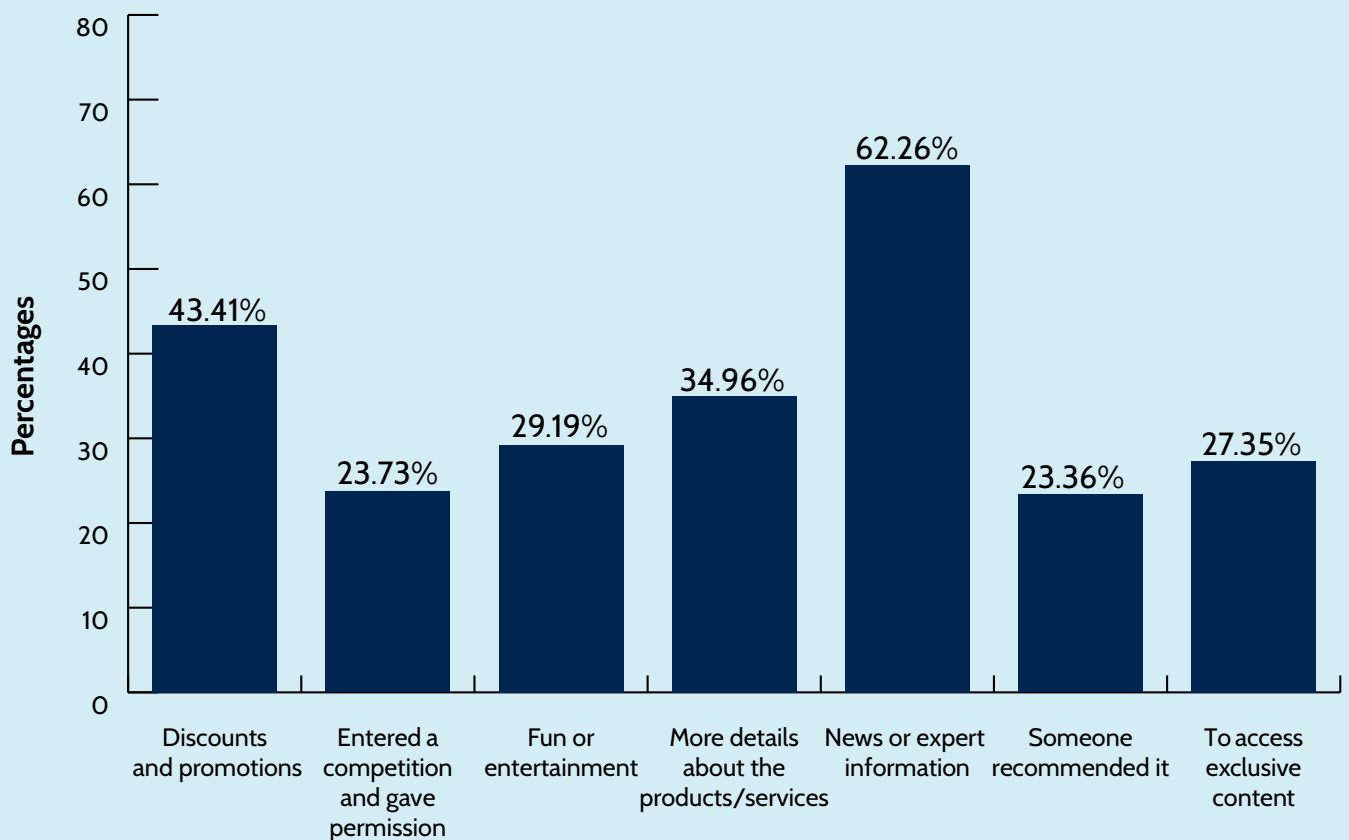




of people subscribe to newsletters for news or expert information



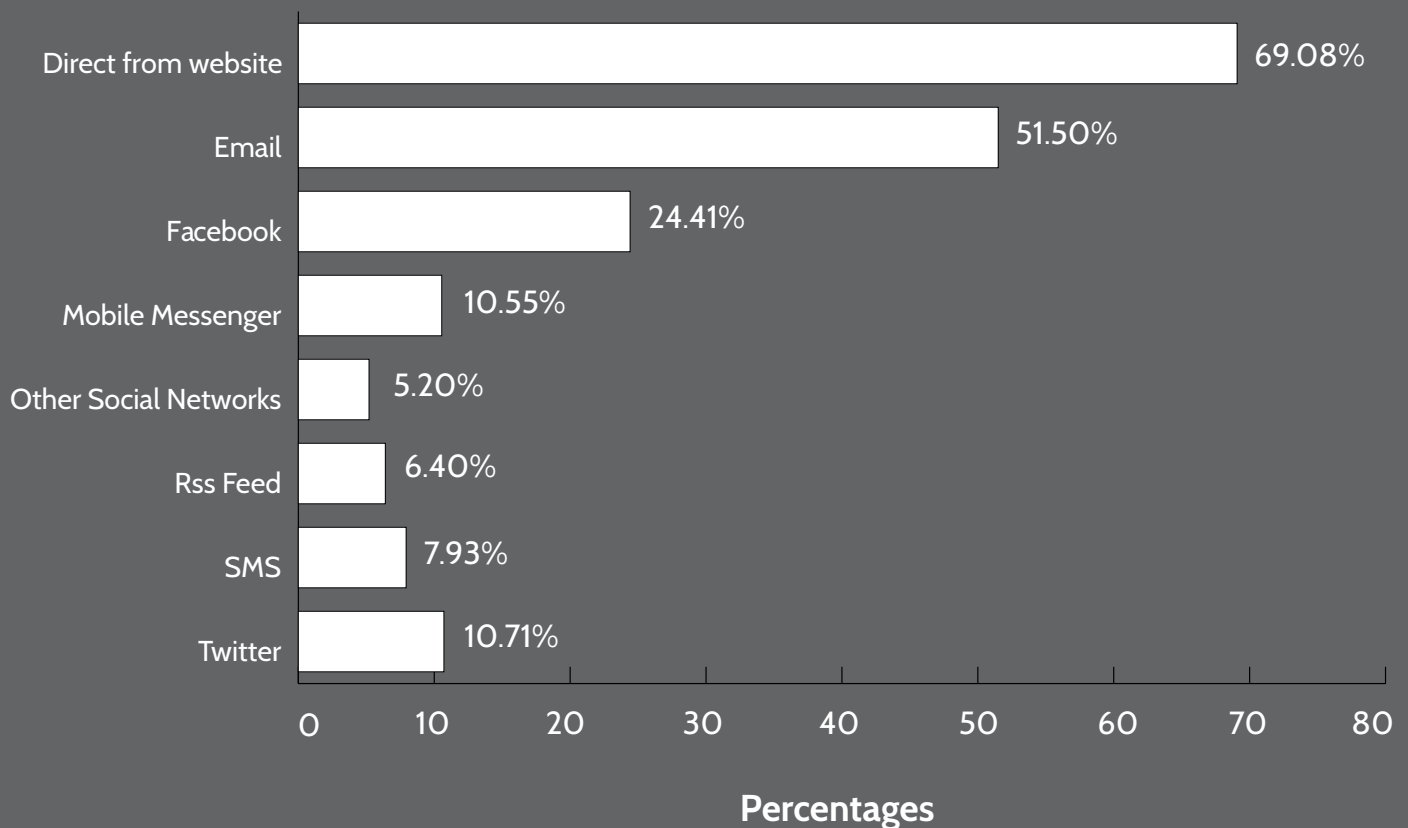
Reasons for subscribing to a newsletter / commercial mail



People are twice as likely to read news on email rather than social media



How do you read your news from your favourite publications ?

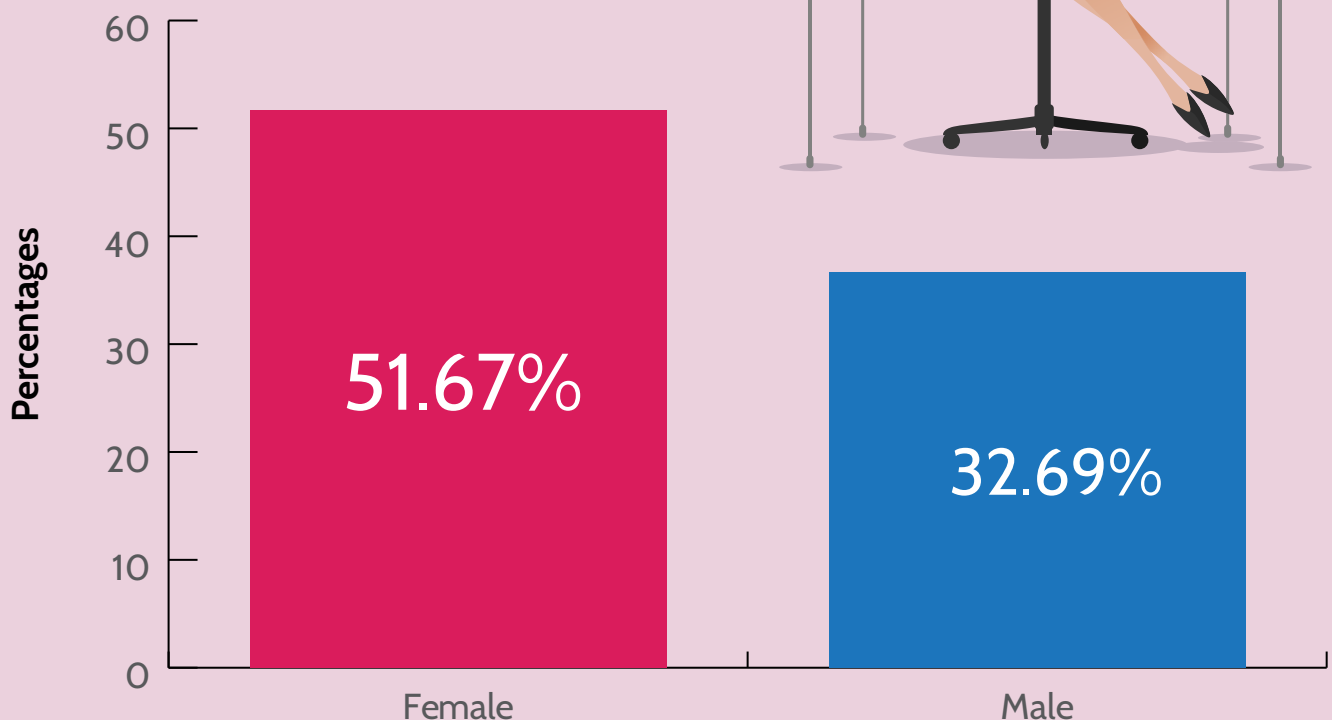


Women are more likely to subscribe to newsletters for discounts and promotions

Honey ?.....mmm
Can i borrow your credit card?

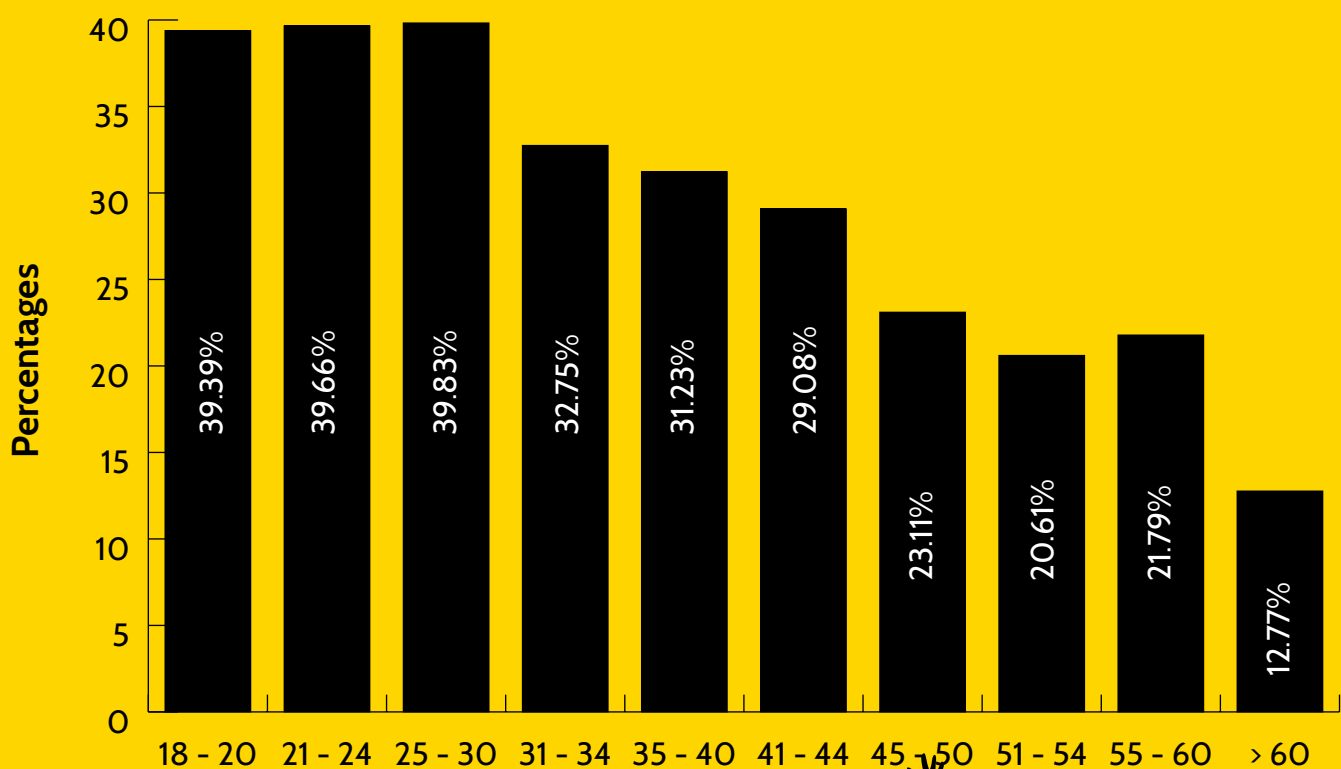


I subscribe to newsletters for discounts and promotions



People under the age of 30 are more likely to subscribe to newsletters for fun and entertainment

Reasons for subscribing to a newsletter / commercial mail



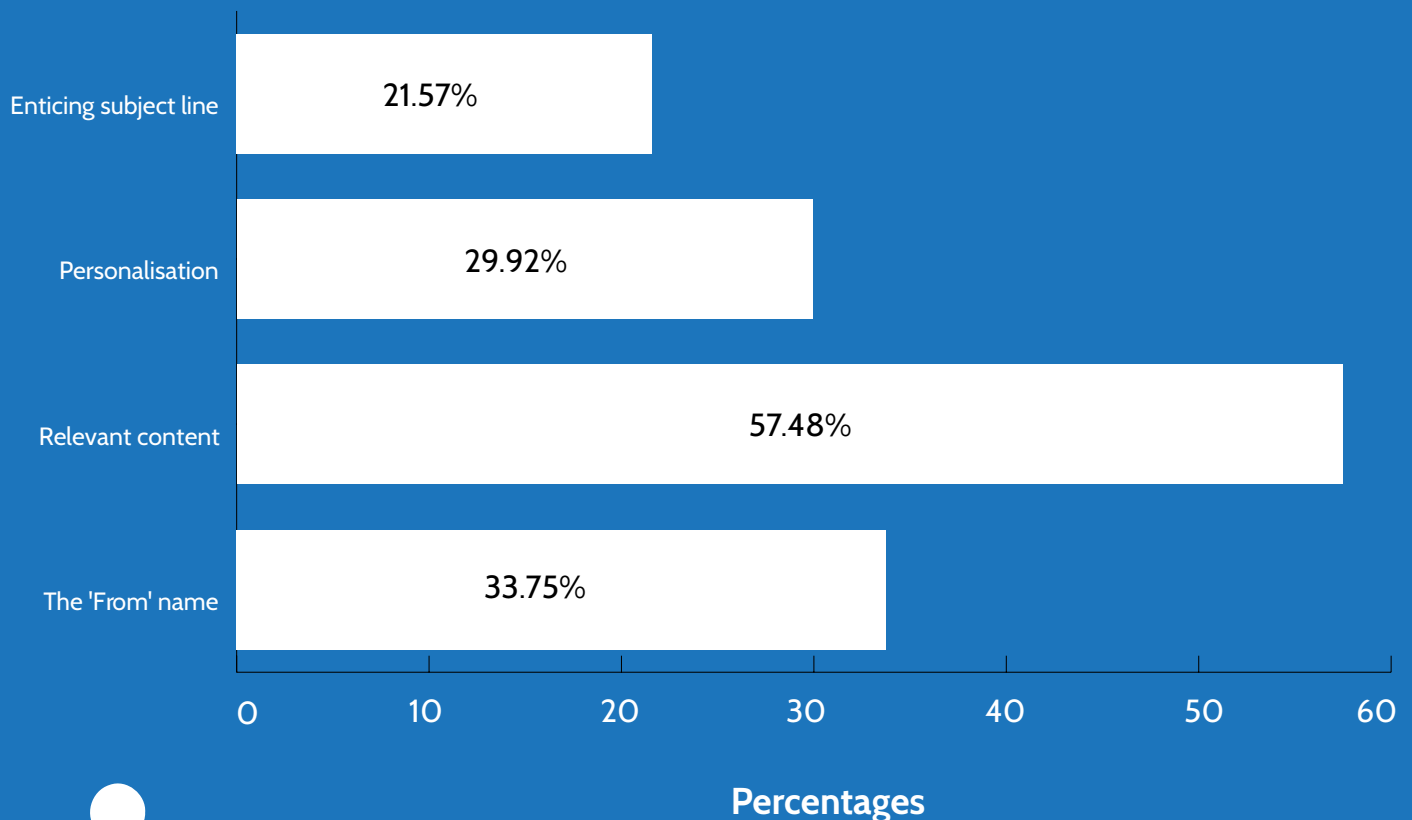
Consider:

Understanding the demographics of your target audience is essential to get subscribers engaging with your content. Tailor your content accordingly and you are more likely to get better results.

People care more about the “from name” of an email than the subject line



Which of the following would make you more likely to open a newsletter / commercial mail ?



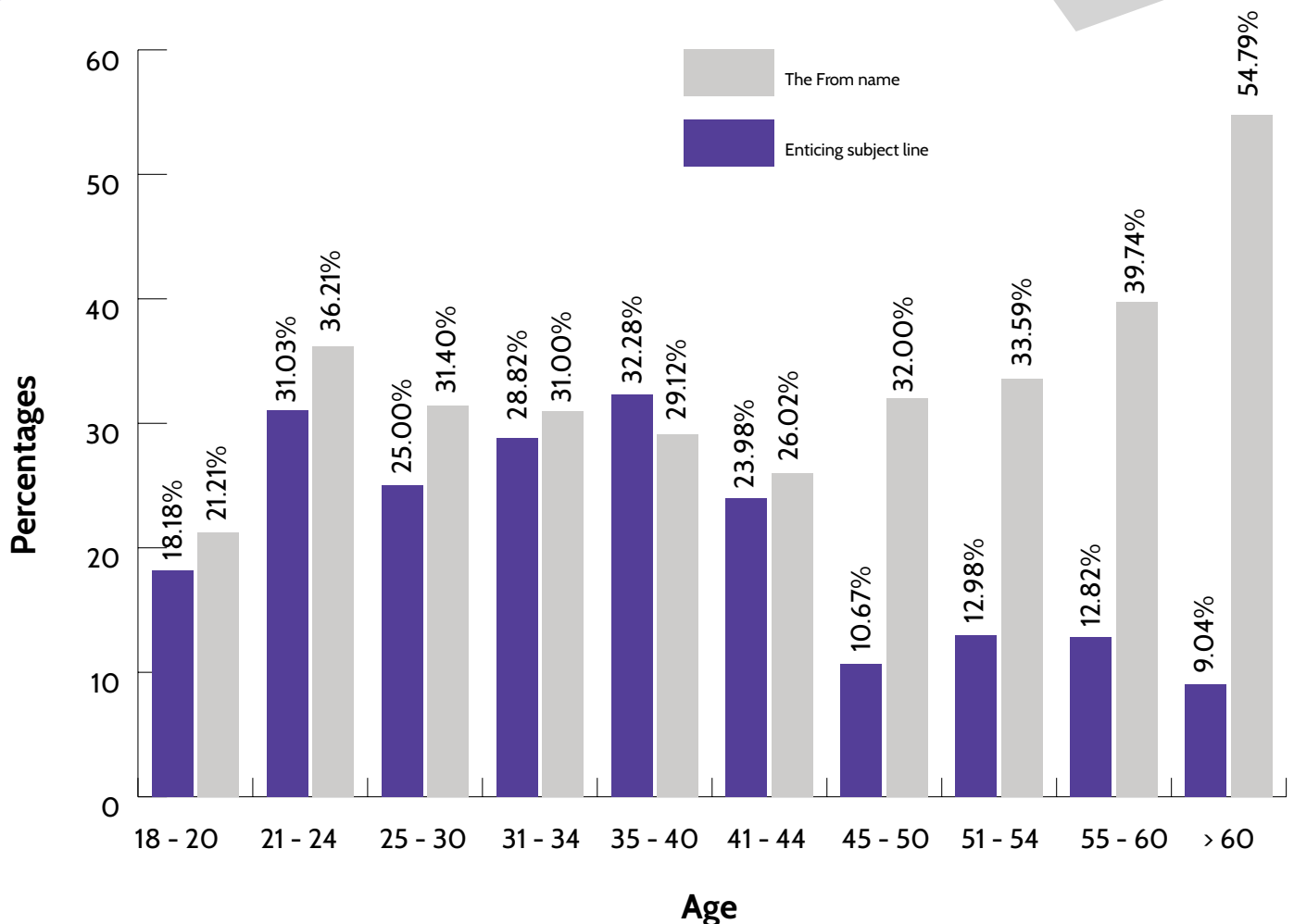
Older subscribers are far less likely to be influenced by an enticing subject line



**RELEVANT
CONTENT IS
KING.**

**IT ALSO HELPS TO HAVE
A TRUSTED BRAND.**

Which of the following would make you more likely to open a newsletter / commercial mail ?



Consider:

We aren't saying that enticing subject lines don't work, but don't forget the basics. Having a legitimate "from name" with a valid email address is essential. The email address and especially the domain name should match the intent of the mail as well as your brand.

People don't open mail if they:

69%

Do not recognise the
source

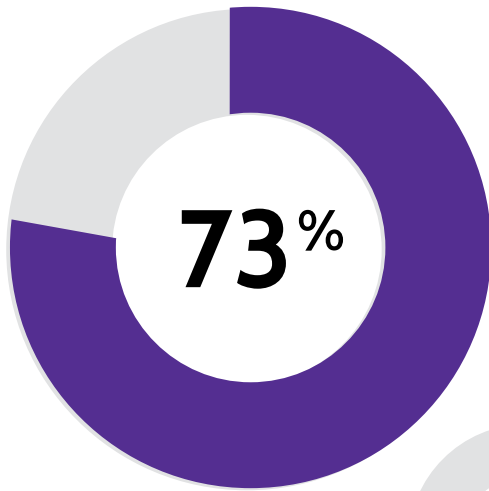
52%

Because they are scared of
viruses / phishing scams

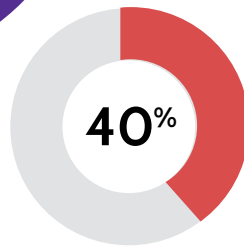
64%

If it looks like spam

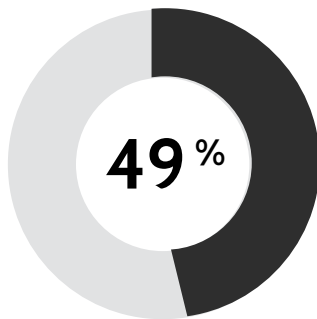
People will unsubscribe from newsletters if



The content is not relevant

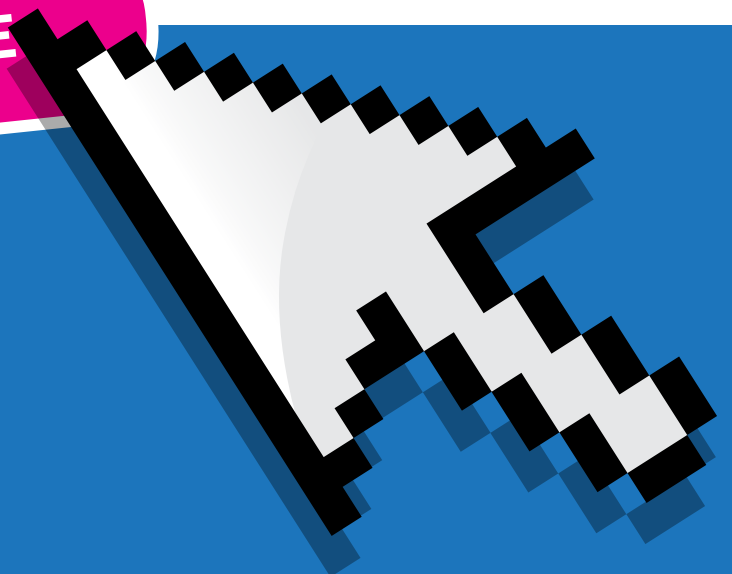


The information is different to what they signed up for



They receive too many mails from the company

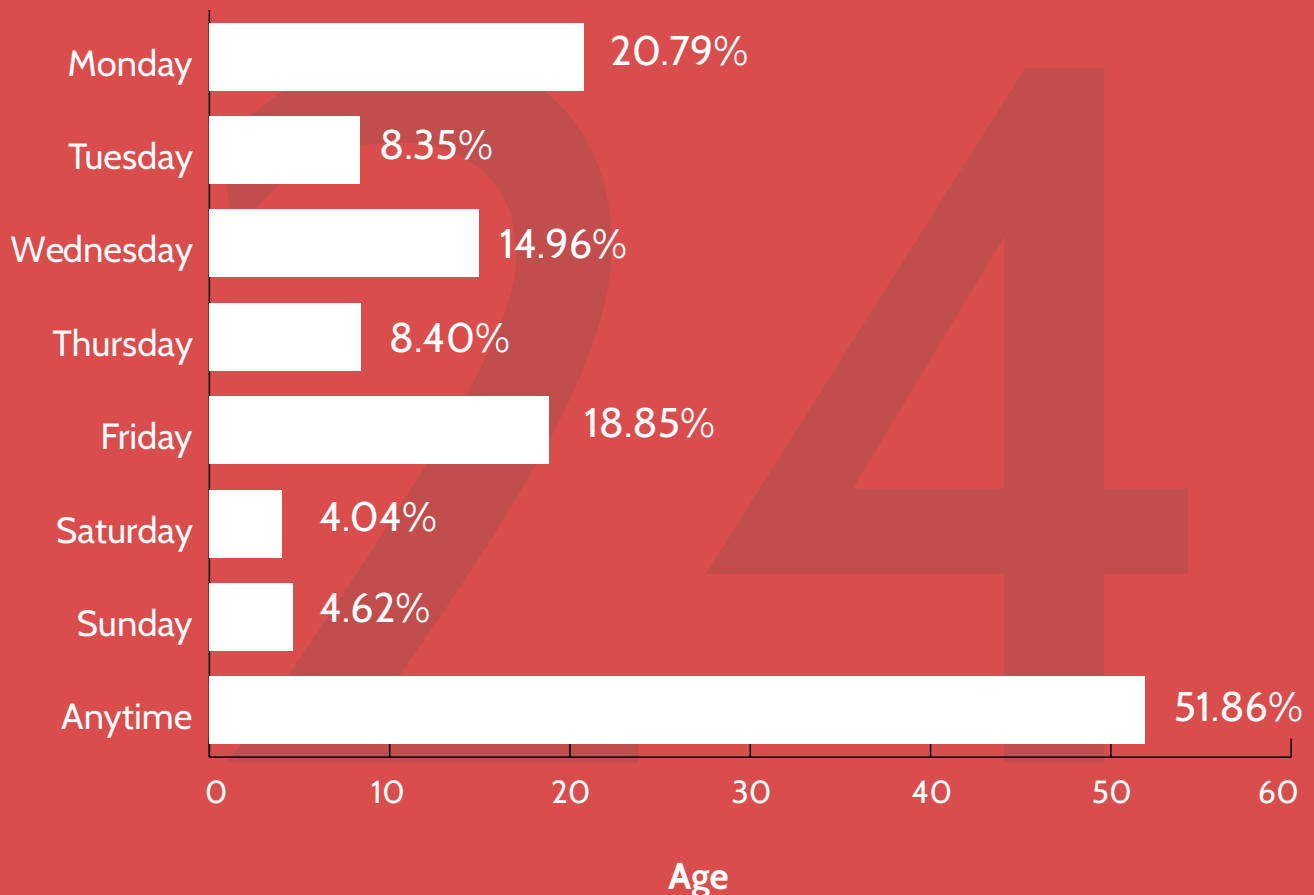
UNSUBSCRIBE ME



CALENDAR

Favourite days for receiving newsletters are Mondays or Fridays

Which days of the week would you prefer to receive newsletters / commercial mails that you have subscribed to?



The majority of subscribers have no preference as to when they receive newsletter, but for others the timing matters.

Consider:

We aren't saying that enticing subject lines don't work, but don't forget the basics. Having a legitimate "from name" with a valid email address is essential. The email address and especially the domain name should match the intent of the mail as well as your brand.

Conclusion

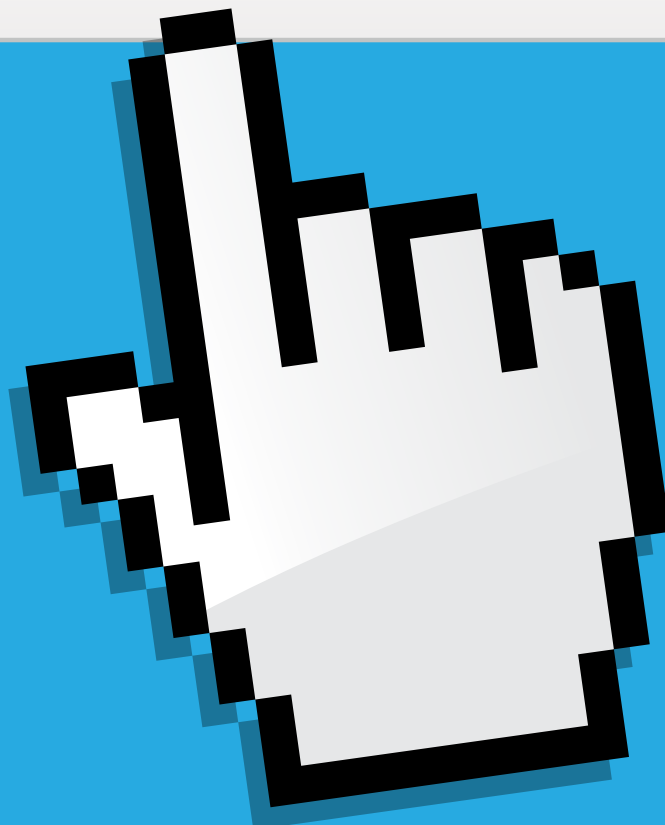
The research has shown that people are still highly engaged with email as a communication channel, provided they receive relevant content as far as commercial mail is concerned. Subscribers want to receive exactly what they signed up for. Anything less and they're gone for good.

As much as an enticing subject lines elicit higher open rates, having a recognisable and legitimate "from name" with a valid email address is essential.

Brand identity, content and audience segmentation inform subscribers choices to subscribe or unsubscribe. The importance of understanding the demographics of your target audience in order to increase engagement with your content is reinforced here.

Email has proven beyond doubt that it is the most cost effective digital marketing channel. Understanding what makes your subscribers open and read your emails in order to optimise your campaigns is what maximizes email as a marketing channel. We hope this research has helped you do just that.

RECIEVE PART 1 AND 2





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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