



# GUIDE TO **BEST PERFORMING EMAILS**

## PART 1 : OPEN RATES

# Welcome to 2015!

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At Everlytic, we kick off the year by casting a look back at the best performing email marketing campaigns of 2014. Our research samples are based on emails sent to a database of approximately 10 000 contacts and more.

South Africa's accepted average for email opens is 15% to 20% and 3% for clicks. To achieve anything above those stats is something to be proud of and for others to take note of.

Everlytic's email marketing experts panel weigh in on some of the exceptional emails that ranked higher than the average open and click rates last year.



# LEARNING 1: KNOW YOUR AUDIENCE NEEDS

**Client :** University of Stellenbosch

**Headline :** Welcoming Programme for 2015 first year students.

**Sent To :** 10 505 contacts

**Unique Open Rate :** 59% (6 187 opened this mail)

Not so long ago I attended a social media conference. One of the speakers boldly proclaimed the death of email and that “young adults (18 to 25) don’t read emails.” He was right, but only partially. Young adults are digital natives, exposed and adapting to technology like no other generation before them.

It’s not that they don’t read emails; it’s just that they’re selective about WHAT emails they read. A mailer sent out by the University of Stellenbosch welcoming their 2015 first years had an open rate of almost 60%. In email marketing circles, that’s huge “jump in the air and high five” stuff! The bilingual (English and Afrikaans) email content contained essential information students needed to know about varsity life and that all important first year. This speaks to knowing your audience’s needs. With a 60% open rate, I would say young adults are most definitely still reading emails.



**Vera Romano**



[To see the full mailer kindly click here](#)

Everlytic Marketing Manager



## LEARNING 2: BE RELEVANT, AUTOMATICALLY CREATE THE VALUE

**Client :** Sage VIP

**Headline :** Budget Speech 2014 - The latest legislative changes.

**Sent To :** 18 473 contacts

**Unique Open Rate :** 45.69% (8 442 opened this mail)

I'm not one to keep up with legislative changes; most of my exposure comes from the vantage point of my couch as I soak in some Law and Order. But for key decision makers the national budget speech has implications for financial legislation which impacts the running of companies as well as the country.

Sage VIP emailed their clients (key decision makers) a link to a copy of the budget speech and information on the implications it may have for their Sage VIP product. The results: a 45.7% open rate.

Consider that 17% of top management generally find their inbox unmanageable. With this in mind, Sage VIP's 45.7% open rate becomes a measure of how relevant and valuable readers found the email content. With a high open rate like theirs, I'm sure Sage VIP will be using this year's budget speech to roll out more relevant content again on the day.



[To see the full mailer kindly click here](#)



**Kudzai Mapfinya**

Everlytic Account Manager





# LEARNING 3: PEOPLE WANT TO RECIEVE INFORMATION VIA EMAIL

**Client :** Sanlam Investments

**Headline :** Your Will: Debit Order for Safe Custody Fee.

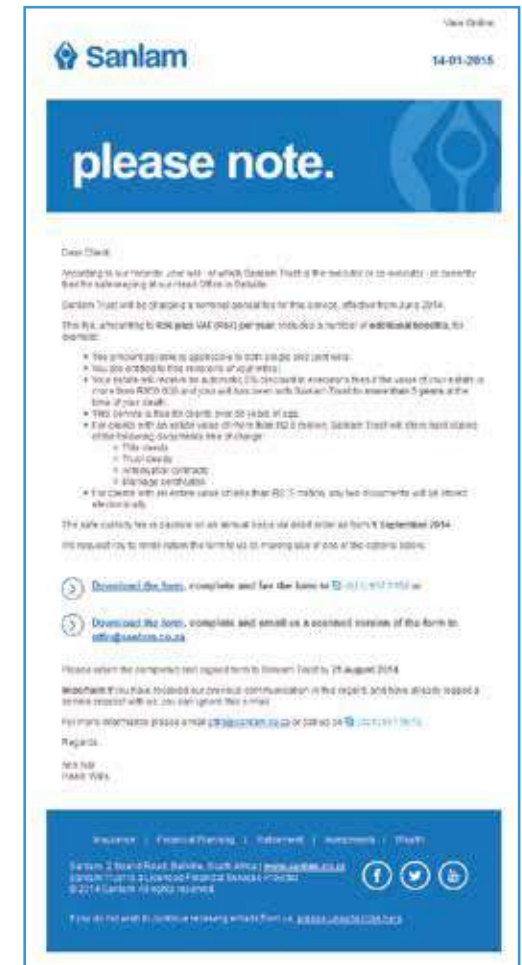
**Sent To :** 83 564 contacts

**Unique Open Rate :** 43% (35 995 opened this mail)

Being certain only of death and taxes in life, means there'll always be change and we'll always need to adapt to it. When a business changes its processes and policies, it's often met with resistance and frustration from its customers - even more so when it comes to price increases or additional costs. This is where an effective client communication strategy becomes crucial to managing change, retaining customers and having good relationships with them.

Sanlam Trust added an annual fee for the safekeeping of its clients' wills. An additional challenge was that the fee was payable via debit order, so authorisation was required and needed to be obtained. Emails were sent to clients in both English and Afrikaans, effectively communicating the reasons for the added fee and more importantly, the benefits associated with the fee.

They attracted an open rate of over 43% and a whopping 33.3% click rate. Given that the average click rate is 3%, it's important to highlight that having 33% of readers click to download the debit order authorisation document is a huge result. This is proof that customers want to receive important information via email, that valued content gets the desired action and that highly targeted, transactional communications can result in high engagement rates.



[To see the full mailer kindly click here](#)



**Ashley Ward**

Everlytic Account Manager



## LEARNING 4: GET THE BASICS RIGHT

**Client :** Strata Healthcare Management

**Headline :** Medihelp: Spesialisnetwerke om bybetalings te verminder.

**Sent To :** 40 060 contacts

**Unique Open Rate :** 40.5% (16 232 opened this mail)

The primary aim of this campaign was to provide members with expert advice. A strategically placed call-to-action within the subject line ensured that members knew right off the bat what type of content to expect when opening the message. The call-to-action: identify specialists in your province and minimise co-payments.

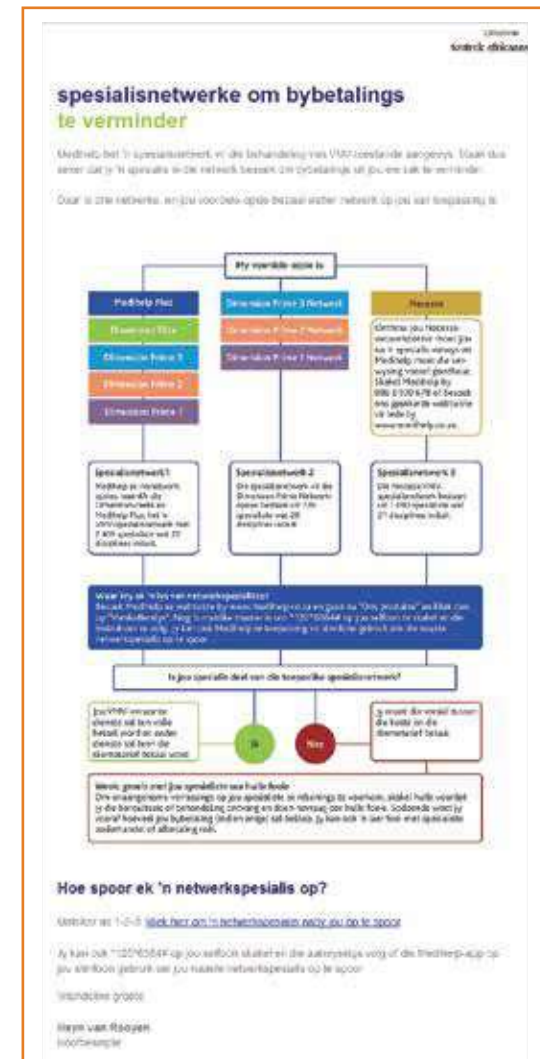
By accessing members' data, Strata Healthcare was able to personalise the campaign according to basic preferences, such as addressing members in their preferred language (English or Afrikaans).

The campaign was well received because getting the basics right wasn't underestimated and thus achieving a fantastic open rate.



**Wilene van Greunen**

Everlytic Account Manager



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## LEARNING 5: ADD REAL SUBSCRIBER VALUE

**Client :** Media 24 Nuus

**Headline :** Gratis digitale toegang vir Die Burger se intekenare.

**Sent To :** 9 833 contacts

**Unique Open Rate :** 44.4% (4 373 opened this mail)

Whilst email marketers use several tactics to increase open rates all the time, the ones that really stand out for me are those that not only successfully entice the subscriber to open the mail, but actually have real value in it.

A really good example is this mailer from Media24. Each subscriber - of the hard copy newspaper version - was provided with free access to the digital portal equivalent, which contains additional content (videos, user commentary, etc.)

This message succeeded with a clear and concise subject line and email content that spoke to the subject. Media24 was not trying to upsell or cross-sell, but provide additional value to already paying subscribers.

“We thought that the personal letter style of this design would result in better conversion rates than generic email marketing designs that some readers were starting to categorise as spam,” explains Johan Nel, Marketing Manager for Media24 News Subscriptions. They also made the whole process easy: subscribers were provided with a personalised password including instructions for login. It was quick, simple and to the point. Not only did 45% of subscribers open the mail but 55% of them clicked on the link to the digital portal, which exemplifies phenomenal user engagement.

There are many ways of adding value to email communications for your subscribers/readers: whether it's free content, a voucher, expert advice or even a video they will appreciate, ensure it is relevant and you will be pleased with the user engagement results.



[To see the full mailer kindly click here](#)



**Jodine Landman**

Everlytic Client Services Manager

