

**epsilon**

Marketing As Usual. Not A Chance.™

RESEARCH OCTOBER 2009

# Epsilon Q2 2009 Email Trends and Benchmarks

## Executive Summary

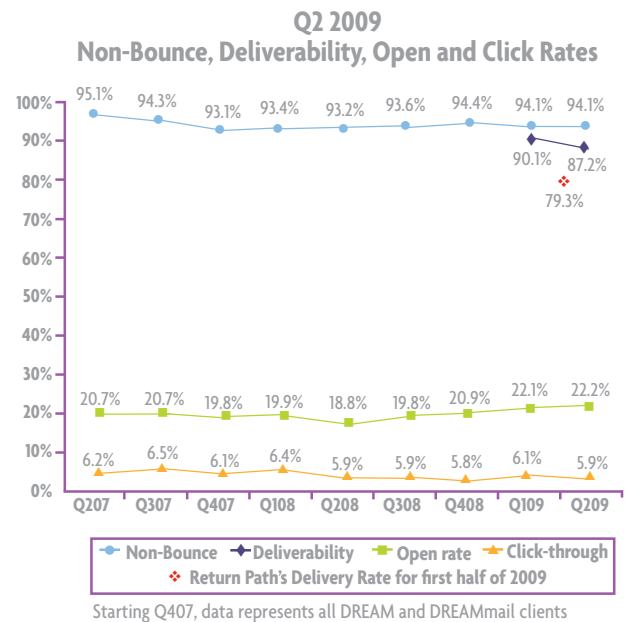
The *Epsilon Q2 2009 Email Trends and Benchmarks* study shows an increase in open rates and steady click-throughs year over year. These findings reveal that email continues to be a valuable component of the multichannel marketing mix and additional research shows that Epsilon clients' deliverability is significantly higher than the industry average.

In addition, a study from Return Path, a leader in email reputation services, showed that only 79.3% of permission-based emails sent in the US and Canada during the first half of 2009 reached inboxes. Return Path also showed that Epsilon clients had significantly higher inbox delivery with 90% in Q1 and 87% in Q2 of 2009. Return Path conducted the study by monitoring data for more than 500,000 campaigns that used the Mailbox Monitor seed list system from January to June 2009. The study tracked the delivery, blocking and filtering rates and reviewed data from 45 Internet Service Providers (ISPs) in the US and Canada.

The *Epsilon Q2 2009 Email Trends and Benchmarks* study compiled from 6.5 billion emails sent by Epsilon in Q2 (April – June) 2009, across multiple industries and approximately 200 clients. This benchmark data is used only as a guideline – specifics for each company drive results.

## Q1 2009 Overall Performance

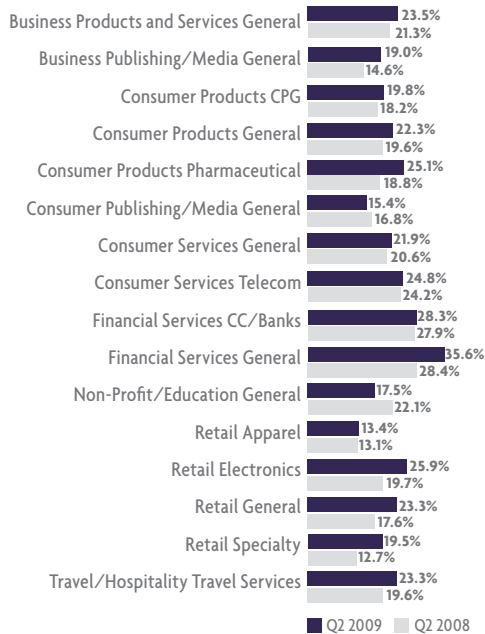
- Open rates increased for the fourth quarter in a row, with 14 of 16 industries measured seeing an increase over Q2 2008.
- Open rates increased 18.2% from the same time last year.
- Average volume per client is up 10% from last quarter and 20% from this same time last year.
- Epsilon's client base had 87% deliverability, 10% higher than Return Path's reported deliverability of 79% in a recent study done across a sample of US and Canada commercial emails.



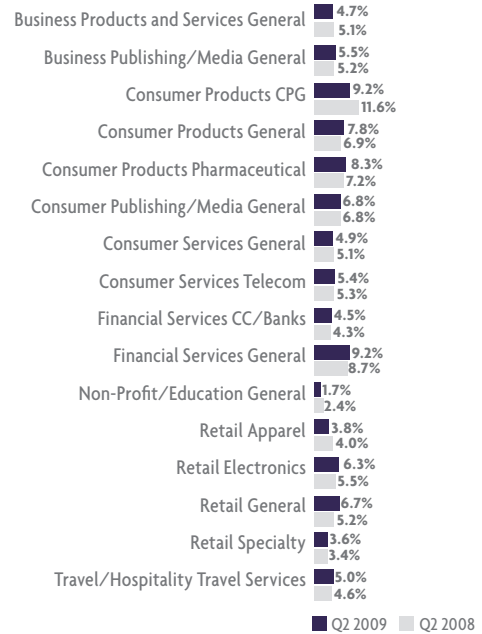
## Industry Performance

Business Publishing/Media General, Consumer Products General, Pharmaceutical, Telecom, General Retail, Specialty Retail and Travel/Hospitality Travel Services all saw an increase in all three major metrics – deliverability, opens and clicks – compared to last year. None of the industries measured saw a decline in each of those same metrics.

**Open Rate Comparison**  
(Q2 09 vs Q2 08)



**Click Rate Comparison**  
(Q2 09 vs Q2 08)



## Conclusions

Email marketers compete for inbox space and consumer attention not only with their industry peers but also with email marketers across all types of industries and senders. In order to stand out above the rest, today's email marketers must incorporate best practices to better target and better communicate with their constituents. Email marketing strategies need to take into account everything from subject lines to the collection of consumer preferences to testing and analytics.

Email should not be thought of as a standalone channel and strategy. Rather, email marketing should fit into a broader, multichannel marketing strategy that complements each touchpoint including direct mail, the web, email, point-of-sale and more. With a targeted and consistent message across channels, marketing goals can be achieved and can drive consumer behavior both on- and off-line.

## For More Information

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