

**epsilon**

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RESEARCH JULY 2009

# Epsilon Q1 2009 Email Trends and Benchmarks

## Executive Summary

The *Epsilon Q1 2009 Email Trends and Benchmarks* study shows an increase in open rates and deliverability from Q1 2008 and a slight decrease in click rates from Q1 2008. These findings reveal that email continues to be an effective marketing vehicle and additional Epsilon research shows that performance extends well beyond the channel.

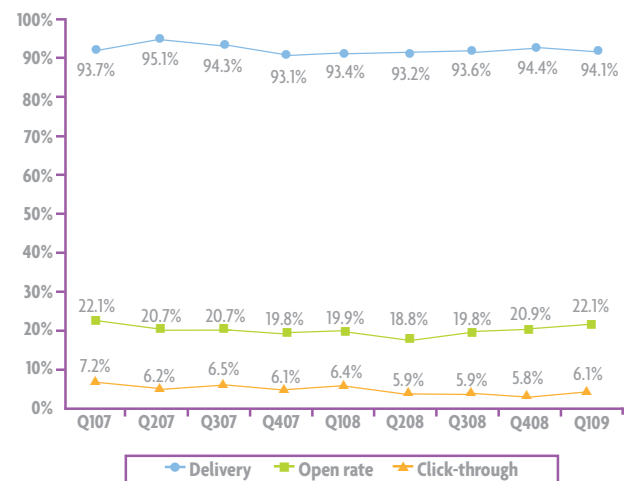
Epsilon's recent *Global Consumer Email Study* revealed consumers are taking a variety of offline actions as a result of permission-based email communications. These trends are apparent around the globe with 59% of Asia Pacific consumers making an offline purchase as a result of email communications, followed by 53% in North America and 37% in Europe. Based on this research and the latest quarterly Email Trends and Benchmarks, email marketing continues to drive strong results. Sophisticated marketers are incorporating triggers, transactions, preferences, segmentation and other advanced analytics to produce more successful campaigns.

The *Epsilon Q1 2009 Email Trends and Benchmarks* study compiled from 6 billion emails sent by Epsilon in Q1 (January – March) 2009, across multiple industries and more than 200 clients. This benchmark data should be used only as a guideline – specifics for each company will drive results.

## Q1 2009 Overall Performance

- Deliverability continues to remain stable at 94.1%, up from 93.4% in Q1 2008.
- Open rates increased for the third quarter in a row, with 12 of the 16 industries measured seeing an increase over Q1 2008.
- Click rates increased slightly to 6.1% from 5.8% in Q4 2008, yet are down slightly compared to Q1 2008 when rates were 6.4%.
- Average volume per client is up 12% from this same time last year.

Q1 2009 Deliverability, Open and Click Rates

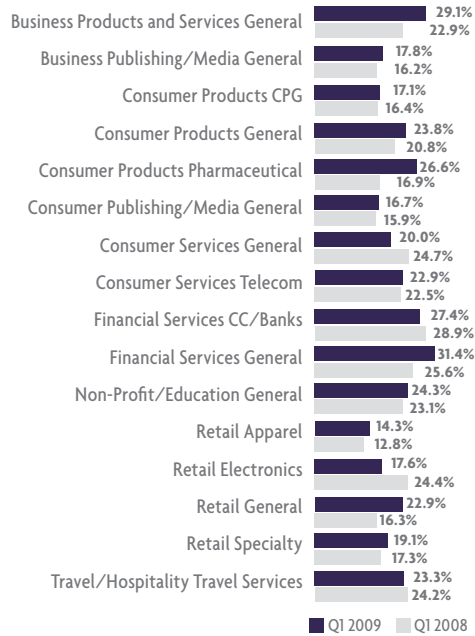


Starting Q407, data represents all DREAM and DREAMmail clients

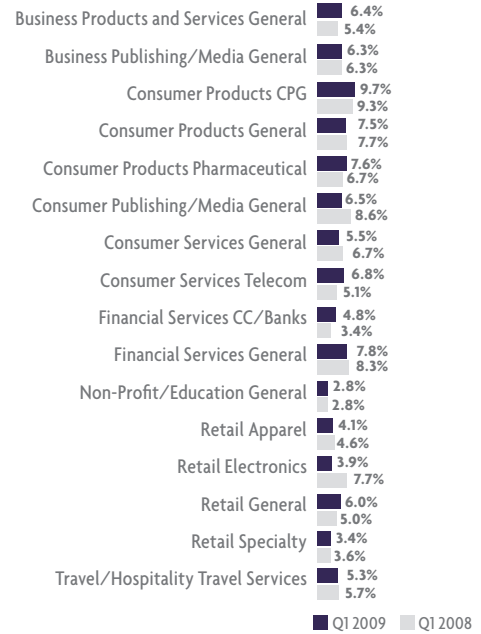
## Industry Performance

Business Products and Services, Consumer Packaged Goods, Pharmaceutical, Telecom and General Retail 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**  
(Q1 09 vs Q1 08)



**Click Rate Comparison**  
(Q1 09 vs Q1 08)



## Conclusions

As the *Epsilon Global Consumer Email Study* showed, the marketing landscape is increasingly complicated, consumers are savvier than ever and email inboxes are often oversaturated. To effectively execute a permission-based email marketing program, it is important to incorporate consumer preferences such as frequency of communication, channel of communication and format as well as behavioral and other consumer data. Today's consumer has limited tolerance for irrelevant messages so targeted campaigns are clearly more successful than the batch-and-blast approach. Testing campaigns can ensure success and save time and resources.

# For More Information

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