6 THINGS YOU NEED TO KNOW FROM 80,000 EMAIL MARKETERS

80,000 Brands tracked by EDS daily

Search 3 billion email campaigns

Custom e-mail Analyst Reporting

2 years of historical data

Sourced from 1.3 million consumers

Real-Time Reporting as new campaigns are mailing

90% e-mail campaign creative accessible

Who is eDataSource?

Our Platform, Process and Data

eDATA s o u r c e

6 things

1. **Deliverability** Trends

2. *Mobile Readiness and Engagement*

3. **Targeting**

4. *Subject Lines*

5. **Email Subscriber Overlap**

6. Presidential Campaign Emails

eDATAsource

NEGATIVE Deliverability Trends

◦ Emails that never reach an inbox can't be opened and can't drive revenue.

◦ If you have 10 million email subscribers, and their average annual value is $1.50, for every 1% loss in inbox placement, you may leave $150,000 on the table.

◦ **Deliverability has deteriorated significantly, just in the past twelve months**.

◦ Why? Best practice lapses

  ◦ Sketchy email address acquisition/opt-in

    ◦ List maintenance/hygiene

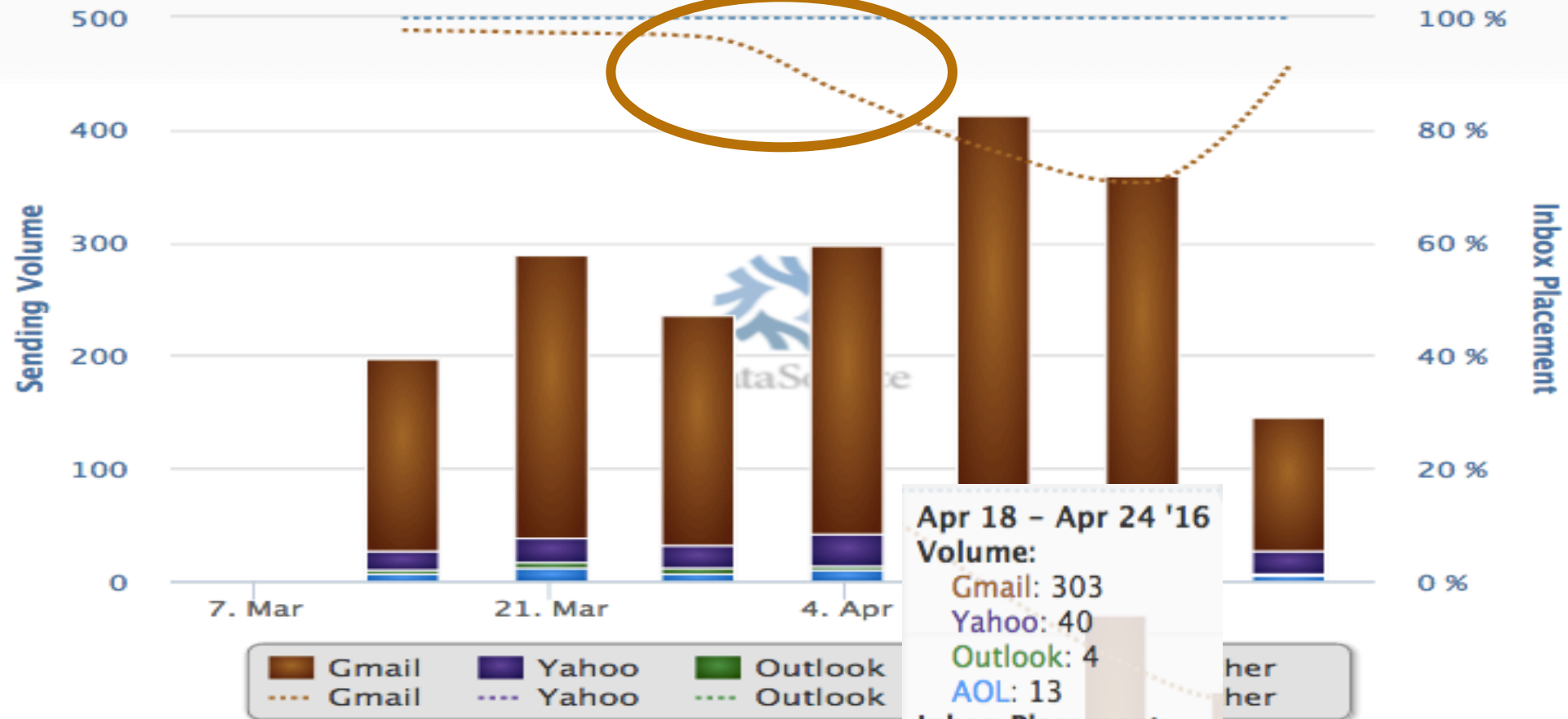   ◦ Mailing inactives

    ◦ Irrelevant mail

30 Day Period Ending May 2	% of Total Retail/Dept Store Emails	
	2016	2015
<90% Inbox	20%	11%
<70% Inbox	4%	2%
<50% Inbox	2%	1%

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◦ Metrics

  ◦ Current **mobile opens now as high as 76%** of total for Retail (Apparel)

  ◦ Mobile conversions as high as 63% for Retail (Apparel).

◦ The performance upside is CLEAR, YET brands still do not sufficiently mobile optimize their emails.

◦ **Only 35%** of all recent retail emails were mobile ready

◦ **But for emails with read rates greater than 20% , 51% are mobile-ready**

Q1 Consumer Device
Preference for Email

Movable Ink

INDUSTRY	OPENS		CONVERSIONS	
	Desktop	Mobile	Desktop	Mobile
Financial Services	34%	66%	85%	15%
Internet Services	31%	69%	62%	38%
Media/Entertainment/Publishing	35%	65%	75%	25%
Non-Profit	47%	53%	69%	31%
Retail (Apparel)	24%	76%	37%	63%
Retail (Non-Apparel)	31%	69%	59%	41%
Travel & Hospitality	35%	65%	70%	30%

eDATA
source
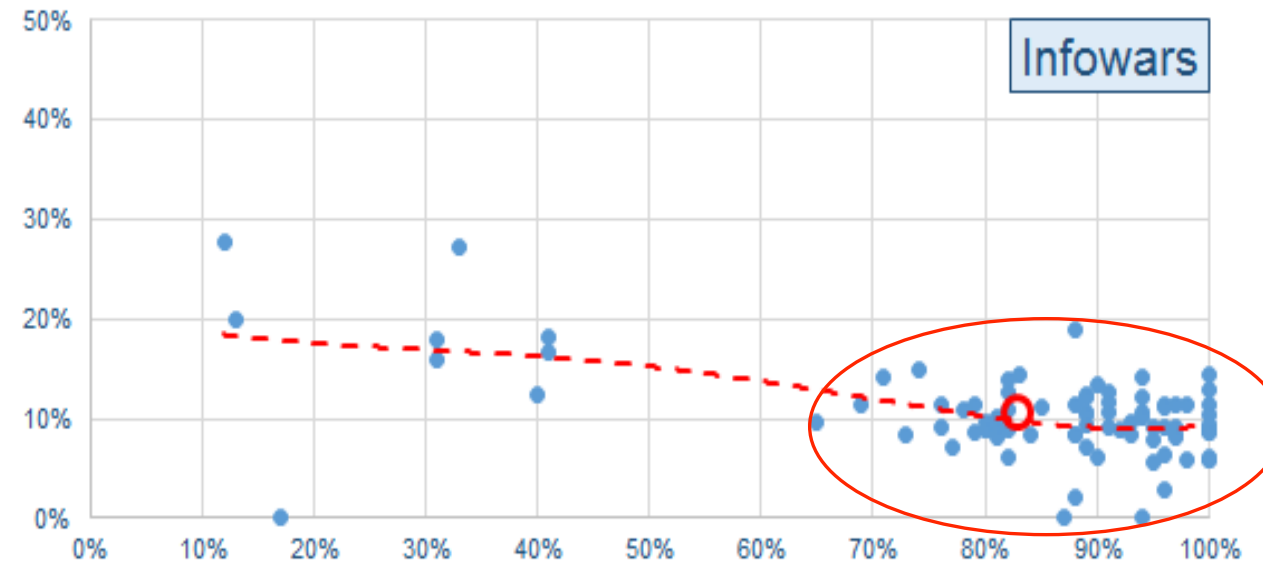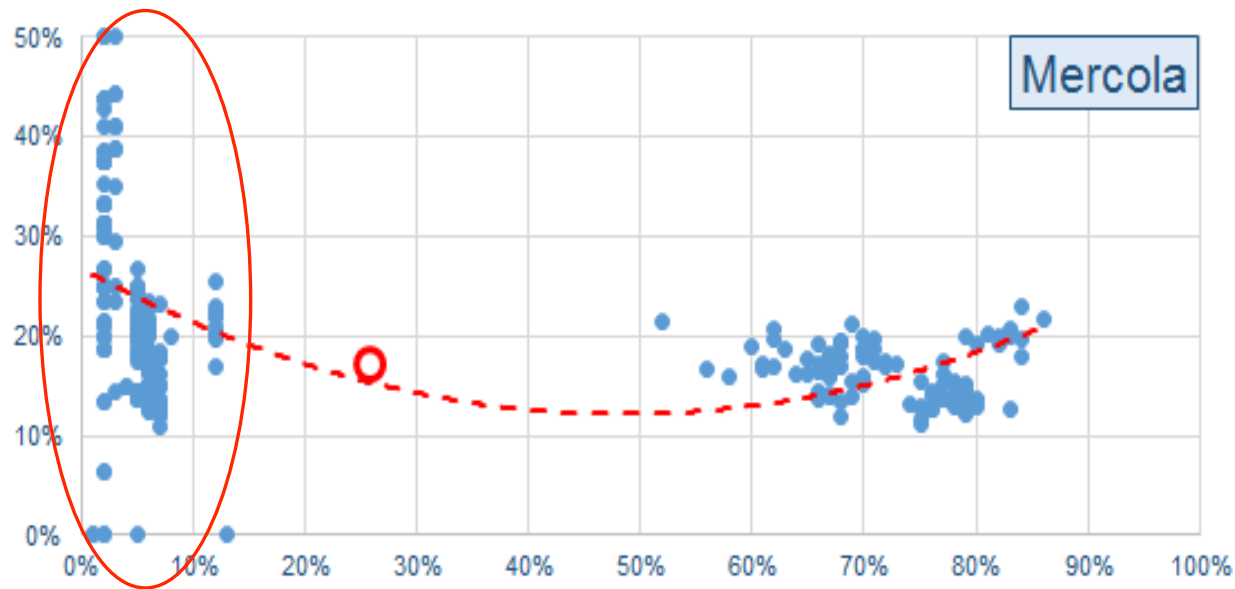
Mercola

Infowars

◦ These graphs relate a brand's targeting average depth of file for each mailing) to that mailing's read rate.

◦ For Mercola (left), the higher read rates are all associated with the more targeted mailings. For Infowars (right) most of the mailings are untargeted and have lower read rates.

◦ Targeting best practice: Segmentation based on customer:
  ◦ Preference
  ◦ Status
  ◦ Browse
  ◦ Purchase

	eBags	Amazon	Macy's	Nordstrom	Nordstrom Rack
Estimated List Size	○ 1,675,897	● 70,530,546	◐ 19,764,345	◑ 8,939,110	◔ 5,904,135
Targeting Average	◢ 33%	◢ 3%	◢ 16%	◢ 9%	◢ 56%
Mailings	◕ 1?9	● 1,2?6	◑ 3??	● 5??	○ 9?
Δ from Previous Period & Year	⬆ 72% ➡ ?7%	⬆ 141% ⬆ ?6%	⬇ -30% ➡ ?9%	⬆ 30% ⬆ 2?%	➡ 2% ⬆ 4?%
Weekly Average	?0.5	1?3.0	3?.1	6?.0	1?.8
Mailing Distribution by Targeting Decile					
Mail Volume	○ 96,467,?26	● 1,547,537,?75	◐ 989,492,?91	◑ 419,519,?84	◔ 305,774,?80
Δ from Previous Period & Year	⬆ 89% ➡ ?1%	⬆ 1126% ⬆ 1?8%	⬆ 53% ⬂ -?3%	⬆ 40% ⬂ -?7%	⬆ 25% ➡ ?9%
Weekly Average	11,070,?21	177,586,?68	113,548,?42	48,141,?15	35,088,?29
Volume Distribution by Targeting Decile					
Weekly Chart					
Max Mailing Size	1,363,?04	56,424,?37	17,860,?53	6,489,?13	5,667,?66
Δ from Previous Period & Year	⬂ -15% ⬂ -?6%	⬆ 906% ⬂ -?5%	⬇ -20% ⬇ -?8%	⬂ -12% ⬇ -?0%	➡ 0% ⬂ -?7%
Inbox Placement	◢ ?3%	◢ ?8%	◢ ?4%	◢ ?2%	◢ ?4%
Δ from Previous Period & Year	➡ 1% ➡ ?2%	➡ 0% ➡ ?0%	➡ -1% ➡ ?1%	➡ -1% ➡ ?3%	➡ 1% ➡ ?2%
Weekly Chart (V axis: 50% - 100%)					
Weekly Contact Frequency	6.6-to-1	2.5-to-1	5.7-to-1	5.4-to-1	5.9-to-1
Read Events	○ 11,702,?86	● 244,618,?14	◐ 161,014,?30	◑ 84,125,?66	◔ 43,362,?27
Δ from Previous Period & Year	⬆ 75% ➡ ?9%	⬆ 791% ⬆ 1?2%	⬆ 45% ⬂ -?2%	⬆ 33% ⬂ -?1%	⬈ 12% ➡ -?0%
Weekly Average	1,342,?97	28,070,?31	18,477,?66	9,653,?88	4,976,?39
Weekly Chart					
Read Rate	◢ 12.1%	◢ 15.8%	◢ 16.3%	◢ 20.1%	◢ 14.2%
Δ from Previous Period & Year	⬂ -7% ⬆ 11%	⬇ -27% ⬇ -10%	⬂ -5% ➡ 0%	⬂ -5% ⬈ 7%	⬇ -11% ⬂ -1%
Weekly Chart (V axis: 0% - 20%)					
Weekly Read Frequency	0.8-to-1	0.4-to-1	0.9-to-1	1.1-to-1	0.8-to-1

OPEN ME

EMAIL Subject Lines

- Key factors in email opens

- **Short vs long?**   **No correlation with opens**

- **Best performers /promotional or not?**
those referencing merchandise/services relevant to message recipient

- Subject line examples from highly read emails

- *Incredible prices on coats, sweaters and more.***"** (Macy's)

- "*Textured bucket bags for her, from Vince Camuto.*" (Nordstrom)

- "*Get ready for back-to-school with the write stuff & free shipping.*" (Oriental Trading Company)

- "*Descendants costumes are here."* (Party City)

- "*We've waited all year for this.*" (LongHorn Steakhouse)

- "*The tastiest email you'll open all day."* (Outback Steakhouse)

- "*Fall 2015 Collection: Now in-store and online."* (Coach)

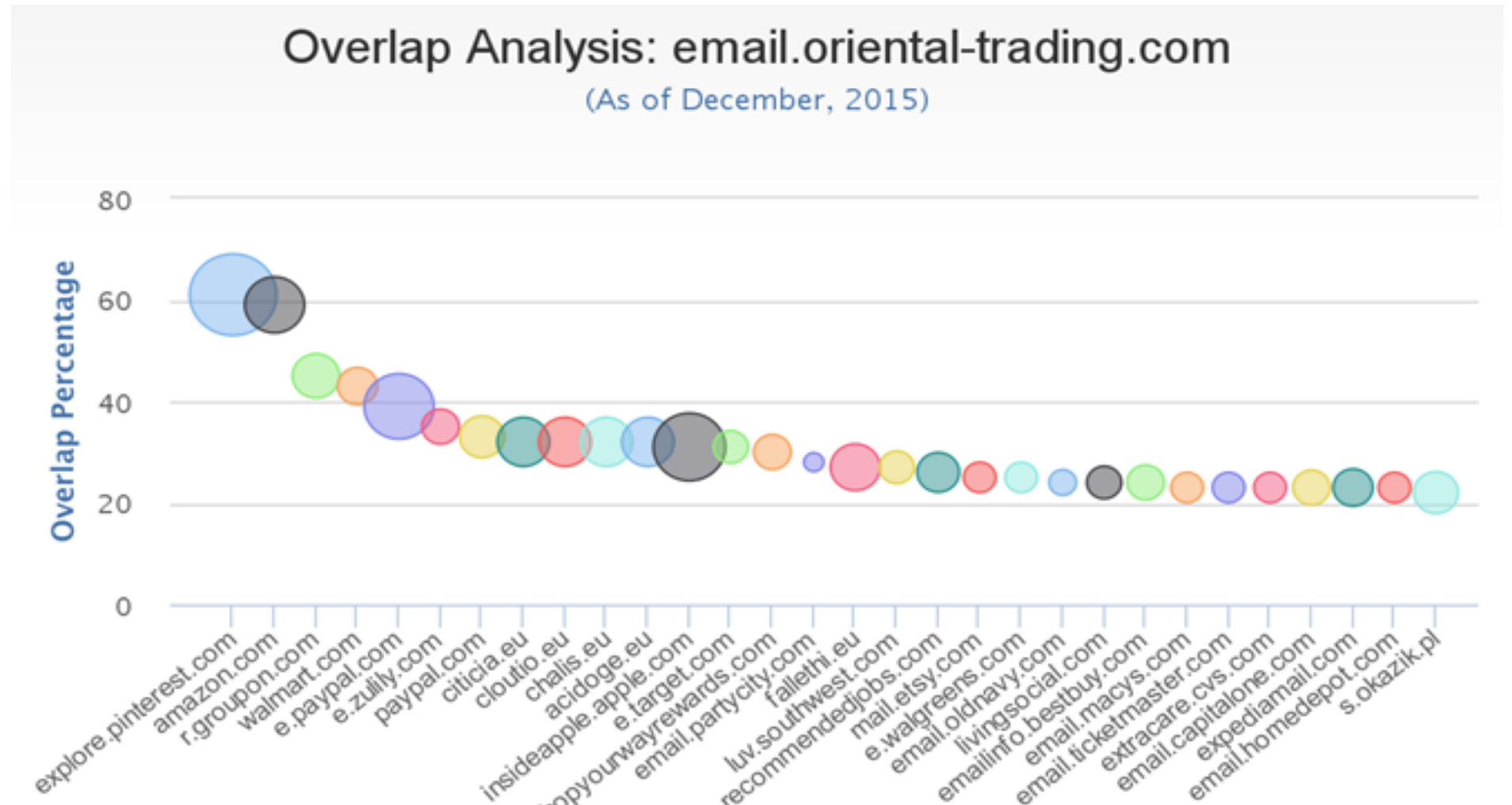- "*The power of the patterned t-shirt."* (Tory Burch)

- Provides an '**interest profile**' of your current customers. Helps to
  - **Locate lookalikes for acquisition**
  - Tailoring email content and promotional partnerships to reflect these customer interests.

- Specific opportunities:
  - Amazon
  - PayPal
  - Social media
  - Other retailers

Email Subscriber Overlap

Overlap Analysis: email.oriental-trading.com
(As of December, 2015)

PDF ⬇ CSV ⬇

	Projected Panel Reach	Overlap	Percentage	Read Rate
amazon.com	104.2M	2.9M	43%	28.27%
r.groupon.com	64.6M	2.7M	41%	9.11%
email.toysrus.com	15.8M	2.4M	36%	9.34%
walmart.com	36.2M	2.4M	35%	12.72%
explore.pinterest.com	222.4M	2.2M	33%	13.02%
adducto.ro	93.7M	2.2M	33%	-
e.paypal.com	111.9M	2.2M	32%	19.04%
e.twitter.com	489.6M	2.1M	32%	7.05%
deutent.ro	84.2M	1.9M	29%	-
beauty.sephora.com	12.9M	1.9M	28%	16.51%
rewards.shopyourwayrewards.com	27.8M	1.9M	28%	9.53%
insideapple.apple.com	225.4M	1.8M	27%	24.97%
e.target.com	23.7M	1.8M	26%	10.78%
em.biglots.com	11.1M	1.7M	26%	6.91%
addoring.ro	75.4M	1.7M	26%	-
luv.southwest.com	25.0M	1.6M	25%	23.63%
sales.overstock.com	27.8M	1.6M	24%	8.80%
ebay.com	125.3M	1.6M	24%	34.32%
emailinfo.bestbuy.com	29.8M	1.6M	23%	17.61%
e.walgreens.com	19.4M	1.5M	22%	13.24%

•**_Clinton_**: **Largest email audience,** mailing with extremely high frequency. About 16 messages per week going to each of her email subscribers. That's **more than two per day**. Read rate **engagement is 12%, with deliverability over 90%.**

•**_Sanders_**: Second largest audience; emails almost as **frequently as Hillary, but drives higher engagement --- 15% read rates**. He too has reasonably strong deliverability.

•**_Trump_**: Very **small email program, (less than one million** email subscribers; **74 email campaigns in March), but very high engagement and strong deliverability**. Being the undisputed king of earned media hasn't hurt Trump here.

•**_Cruz_**: Much more extensively developed email program (**4 million** subscribers; 248 March email campaigns), but engagement (15% read rates) about half of Trump's, and **fairly serious deliverability issues; i.e**., only about 60% of Cruz's email is actually reaching his subscriber's inboxes.

•**_Kasich_**: Relatively small program (2 million subscribers; 120 email campaigns), and lowest engagement **(10% read rates)**, and **catastrophic deliverability**. Not much more than one-third of Kasich's email is actually reaching his audience's inboxes --- usually a sign of untidy email address acquisition.

60 Days Ending	Republicans				Democrats	
3/29/2016	Trump	Cruz	Kasich		Clinton	Sanders
Panel Reach	819K	4.0M	2.0M		7.1M	5.0M
Inbox %	91	68	38		93	91
Read %	24.1	14.1	10.2		12.6	14.7
Campaigns	168	453	202		1,472	652
Volumes	16.9M	237.6M	41.7M		926.6M	506.1M

eDATA source

https://vimeo.com/142105814