



Email Marketing

2005 Response Rate Study



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Is based on data collected for emails delivered during 2005 calendar year. The study analysed twelve months of historical data from more than 4,000 organisations across the USA, who operated 230,000 campaigns with 2.7Billion email messages. Open rates were calculated by dividing the number of unique opens by the total number of messages delivered.

Summary overview – KEY POINTS

- Open rates are declining, while click-through rates remain stable. This has been the case for the past two years. Open rates are affected by image blocking used by many email clients and ISP's. This in turn negatively affects click-through rates. Two groups, however, have helped stabilize click-through rates: late email adopters and companies leveraging re-engagement strategies for consistent non-responders.
- Smaller lists generate a higher response. B2B marketers get the greatest benefit from this phenomenon since their email lists are typically smaller. B2C organisations also benefit from this trend by segmenting their audience into smaller groups.
- Organisations with a B2B focus can expect to see higher open and click rates than their B2C counterparts.
- The smaller the targeted audience, the more organisations can specify their message to this audience. This is a sure way to increase responses to your email communications.
- The larger the list, the more important it is to have compelling creative offers in order to generate high click rates. Unfortunately, with larger lists, it is much more difficult to drive significantly higher opening rates than normal.
- Average B2B campaigns are sent to lists of less than 1,000 and only 5.6 percent of B2B campaigns are sent to lists of more than 10,000.
- Friday was the best day for email opens. Click-through rates were strong for Friday as well.