

Email Addiction

Research Report



This looks like a good spot to check my email.



As an email marketer. . .

As an email marketer spending hours working on email, it is easy to stop seeing email the way consumers see it.

You hear claims from industry people of marketing and email overload, yet see people happy to sign up for your list. And you might see email being one of the strongest marketing channels and bringing in revenue.

You work hard to create great emails, yet might find 70% or even 80% of your audience ignored them. So why is that? And is it good or bad?

Hence the Email Addiction report. During many years of helping Brands with their email strategy, we have found that knowing how your customers interact and perceive your emails is key for successful email marketing.

But you need to ask the right questions to gain those insights. This study is the result of a consumer survey. A research taking a unique angle by asking the questions not previously asked.



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So what did we discover?

- The reason why many of your subscribers do not open your emails is probably not what you expect.
- An often cited statistic says 71% of people delete emails on mobile that are broken. But how often is that happening? We found the real issue in mobile email today.
- If you are looking at growing your email list, now might be the right time to reconsider your tactics.

As you go through the research, you can find an insight like that on every next page.

Thank you for your interest in the Email Addiction Research Report. We hope you find it insightful and that it sparks some reconsideration of your previous conceptions,

Jordie and Tim.



JORDIE VAN RIJN

EmailMonday

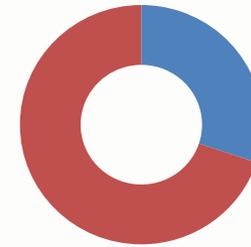
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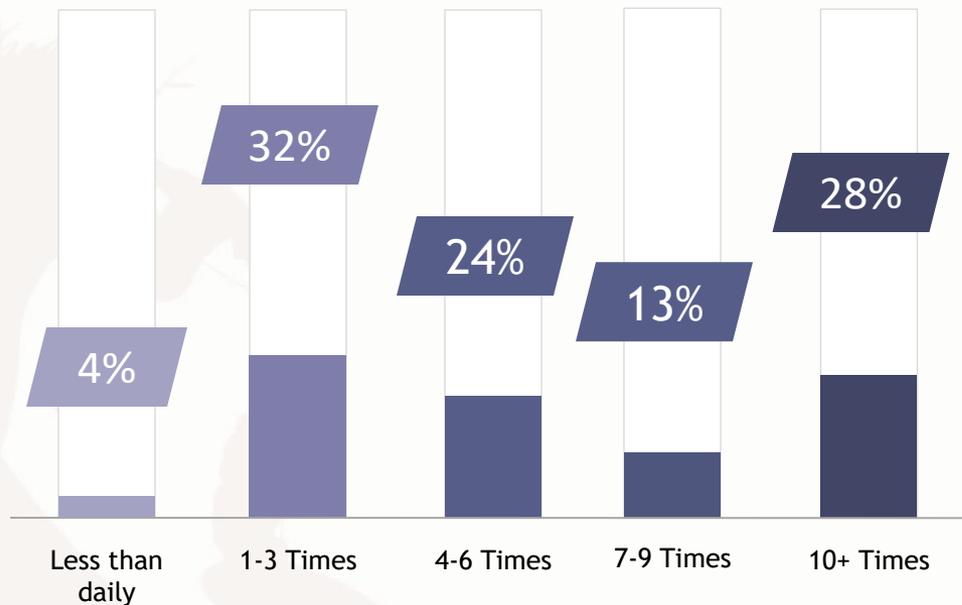
How often do you check your emails?

Select one answer



- 28% of people are strong email addicts
- 65% of people are checking email more than 3 times a day

Number of times checked per day



Email Addiction Research



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The odds of an email being seen on a timely basis are high.

This makes last minute urgency driven emails attractive, emailing a few hours before a closing sale or starting webinar will still be seen before the event.

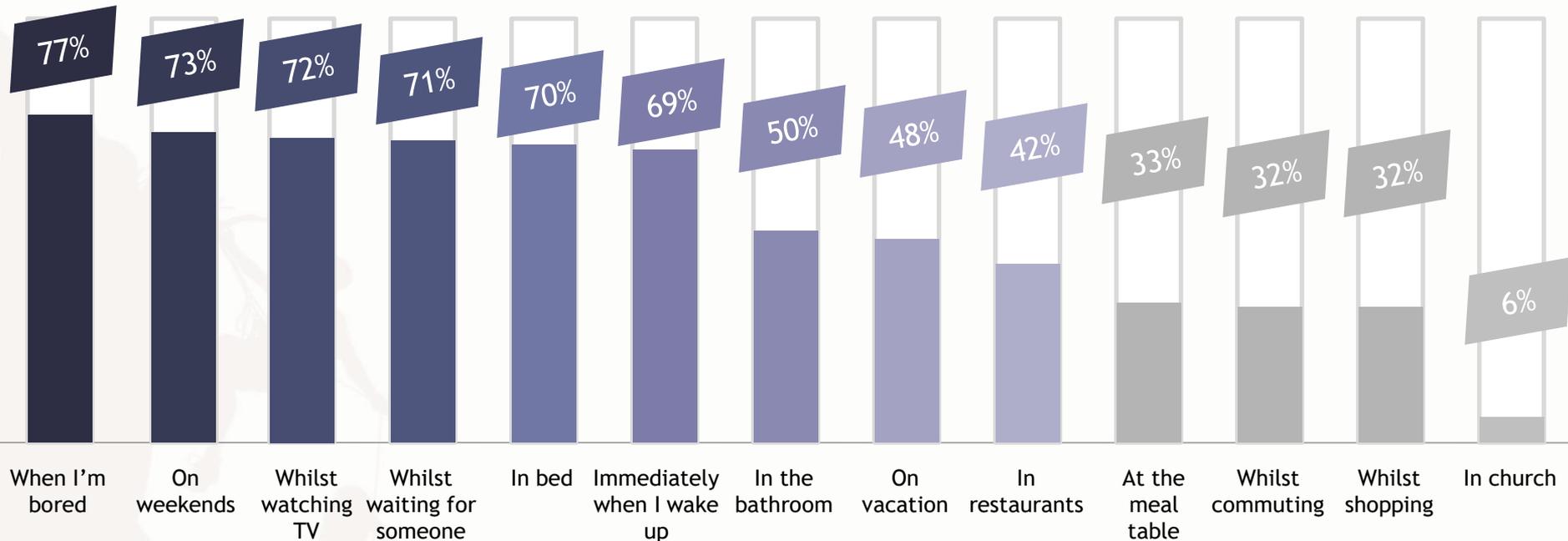
Does timing matter? In terms of the email being seen, timing is less important than used to be the case. Timing test gains can be marginal. However keep in mind when people are likely to act rather than when they might read. For example reading news in the morning and shopping in the evening.



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When have you checked your emails ?

Select all that apply



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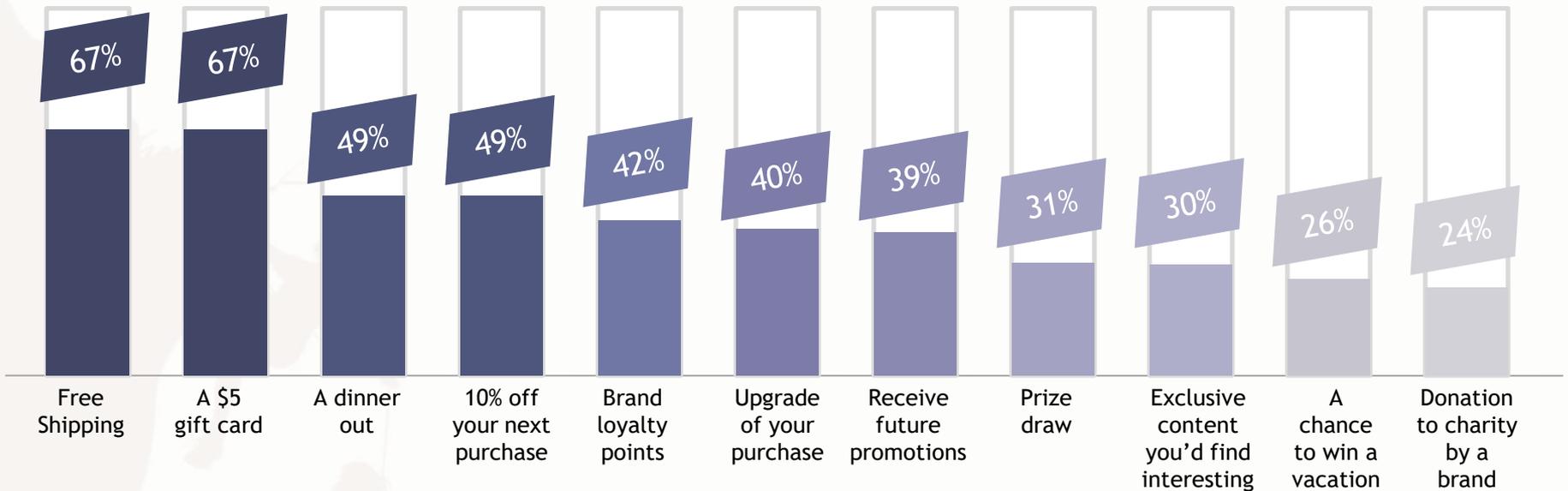
If there is one thing that's clear, that there is no normal. There is little you can assume about the context of the reader, they could be out shopping or just bored when they read your email. 70% checks their emails in bed and almost equally as many immediately when waking up.

They could even be in Church, hopefully waiting for a service to start and not during.

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What would you exchange your email address for with a reputable brand ?

Select all that apply



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Free shipping and a \$5 gift card persuade more than 2/3 of consumers to give an opt-in. As suspected, direct ways to get or save money sound attractive to a lot of people. The research shows that Competitions or Prize Draws are still interesting to 31% of consumers. So if your target audience are likely to be “competition-fans” this is not a bad idea per se.

Once we change Prize Draw (generic) for A Chance to win a vacation (Specific) the interest is a bit less. The key learning here is not to give generic prizes from here on, but rather pick the right prize(s). A prize that excites but still has a tie in to your brand and audience.

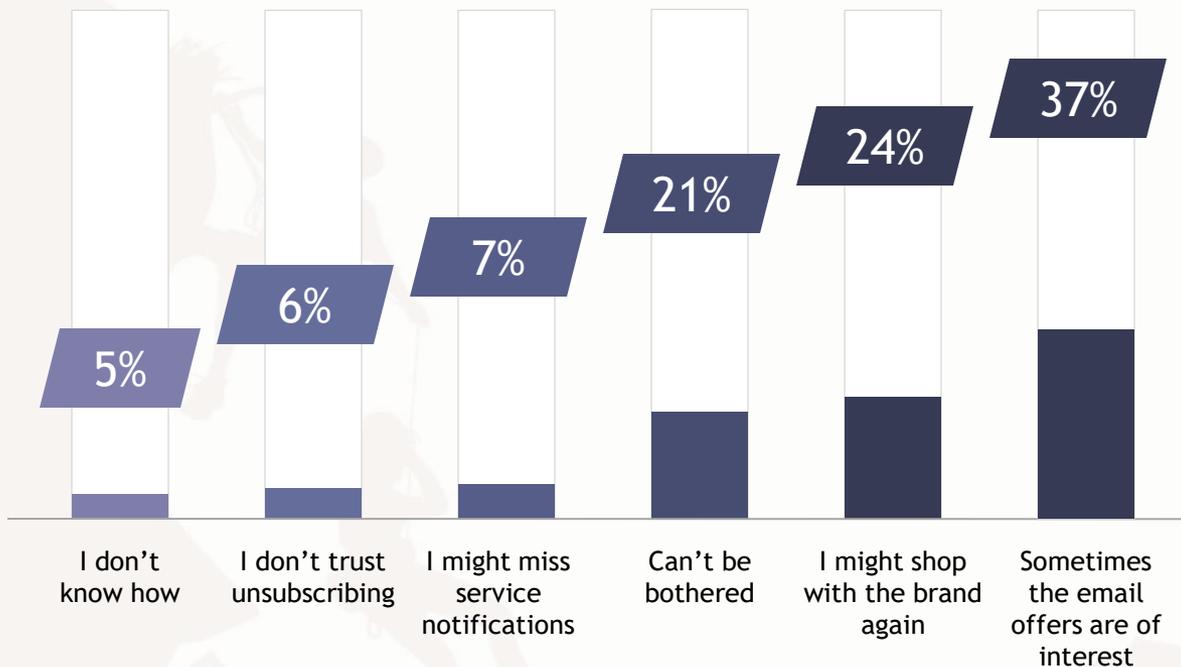
Interestingly a \$5 gift card could capture more subscribers than 10% discount. If your average order value is over \$50 this might mean not only do get more subscribers but it costs you less.

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Why don't you unsubscribe from brand emails

you opted-in for and mostly ignore?

Select one answer



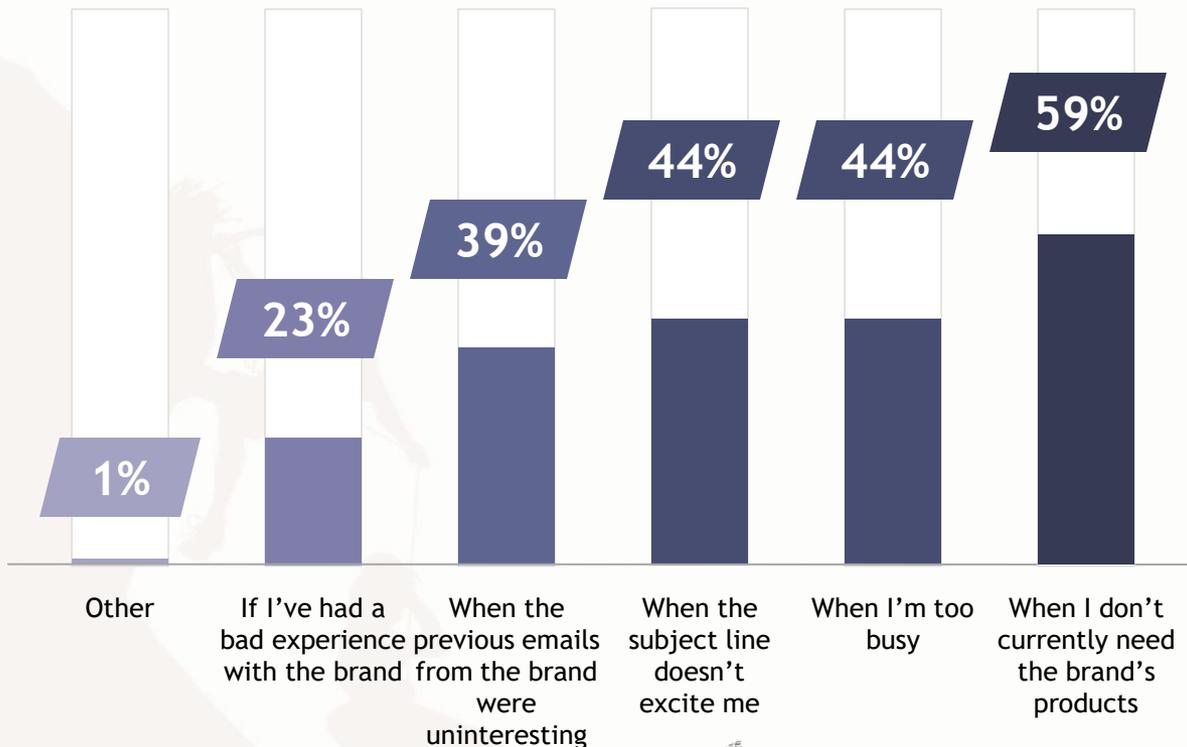
Brand engagement rather than email engagement are big factors in the decision to unsubscribe.

Very possibly the classic question that is asked when doing win-back or before removing long term dormant of “Are you still interested in our emails?” should be “are you ever going to buy from us again?”

The 11% in the don't trust and don't know how are more troubling. The unsubscribe process needs to be better signposted and language used to build trust.

What are reasons for you to not open brand newsletters ?

Select all that apply



If the importance of subject lines was ever in doubt then this shows just why it's so important.

But what is less considered is the impact of previous emails and use of open bait subject lines. Using subject lines that are exciting might get someone to open but if the email contents don't honour and satisfy the reader there is a negative kicker to future campaigns.

Abuse people's time too often and your next email will be ignored, not because it was bad... but because the last one was.



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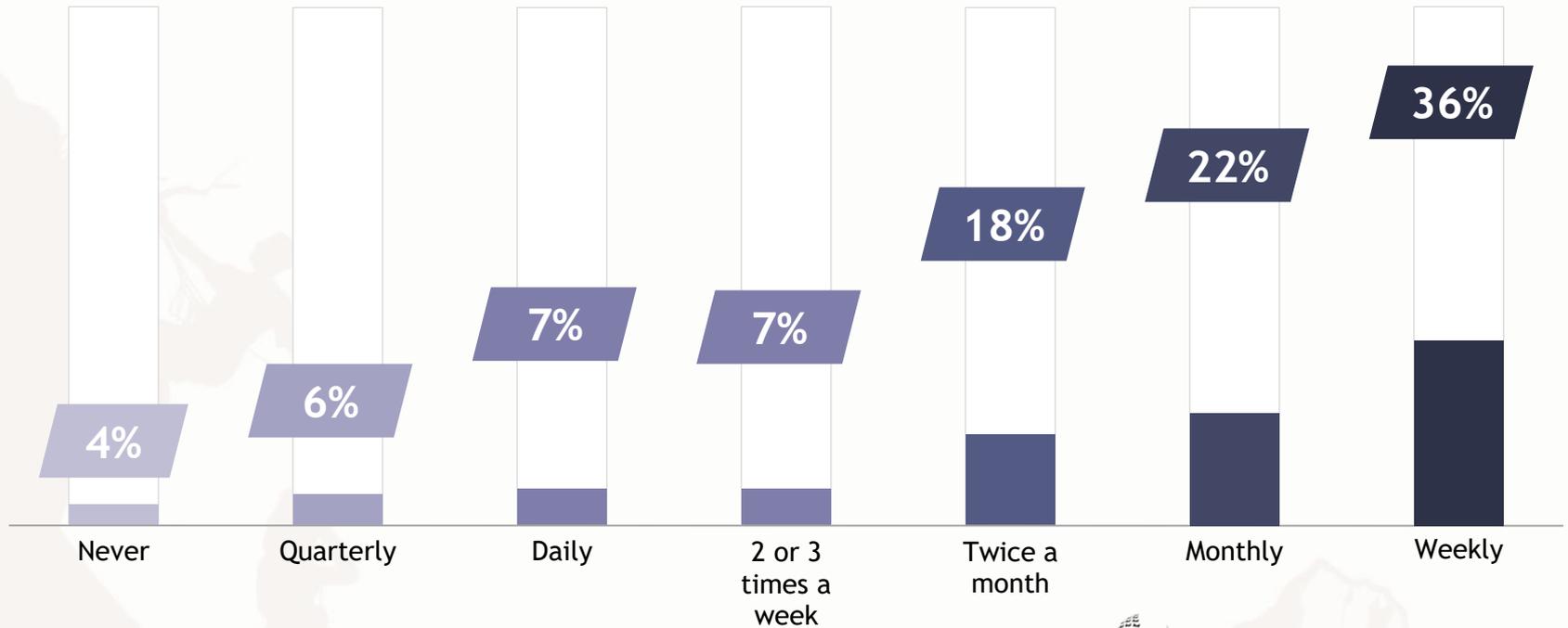


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How often do you want

offers from brands from whom you buy ?

Select one answer



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If you're sending emails less than weekly you might want to consider increasing your frequency. Within the limits of a survey it's not possible to include the context of the brand and product in the question, so factor this into your thinking. If you're selling cars the perfect frequency will look very different to selling coffee.

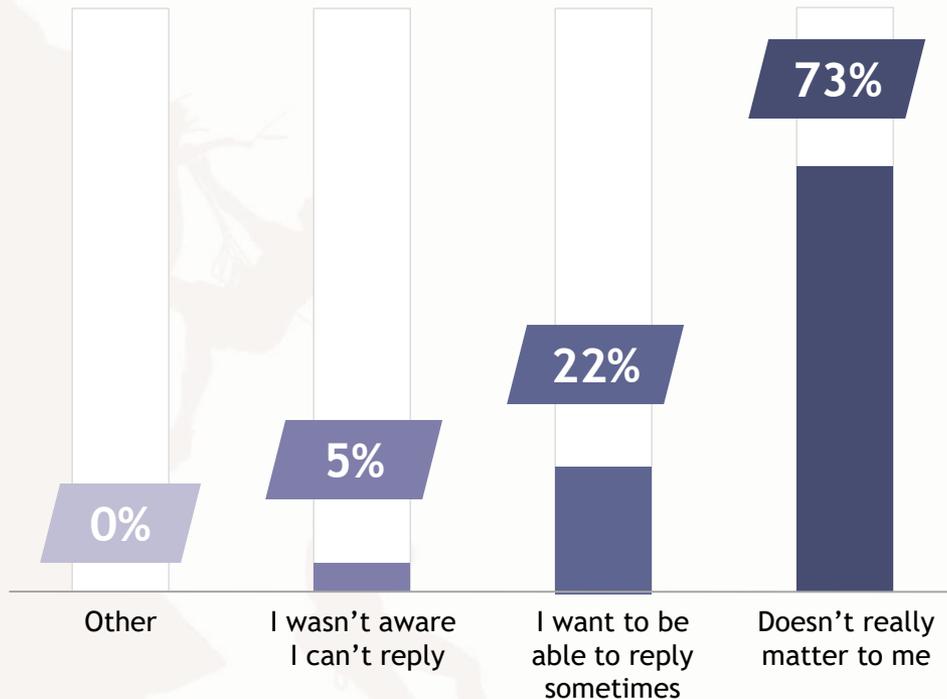
Only 4% didn't want to get emails at all, showing an extremely high acceptance rate for marketing emails.

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Brands often say “ Don’t reply to our newsletter emails”.

How do you feel about that ?

Select one answer



73% of subscribers indicate that a brand indicating “don’t reply” doesn’t matter to them and 5% isn’t even aware that such practice exists. In some countries the reply address and send email address is required to work technically (not bounce) according to law, but it doesn’t say anything about replying.

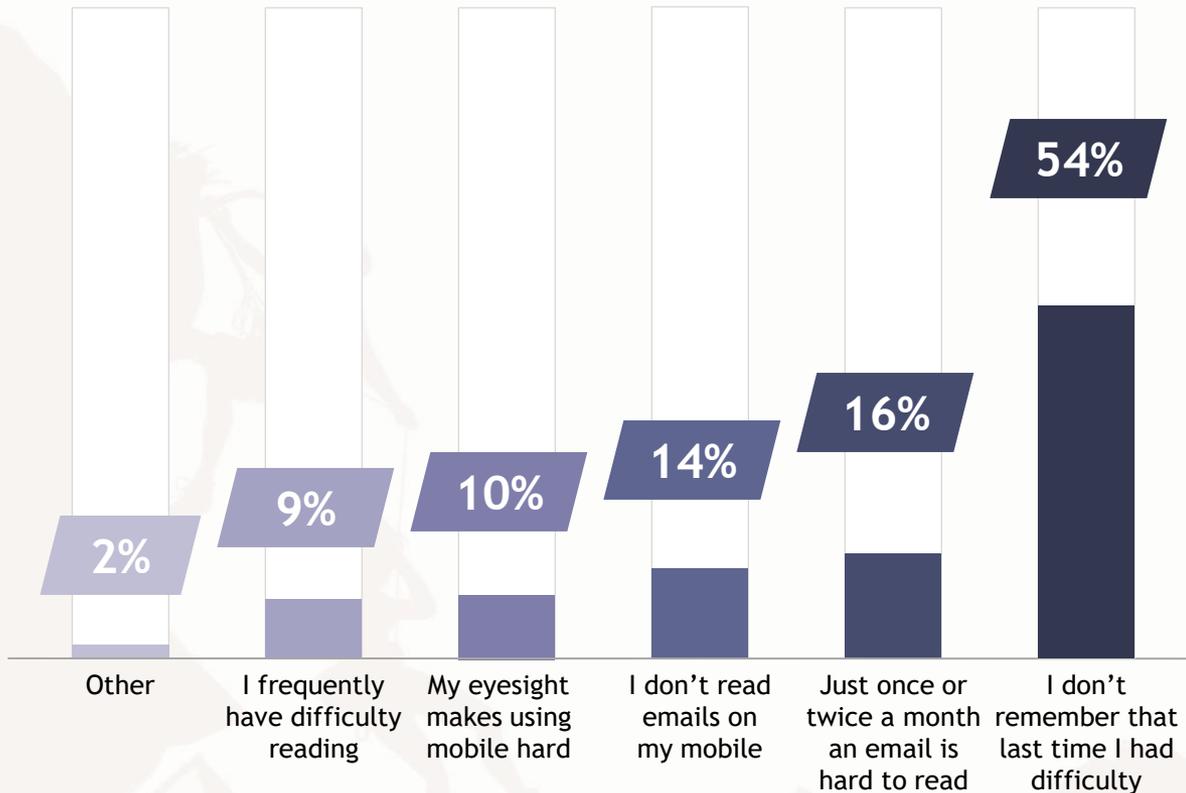
A sizable portion (22%) of people do sometimes want to reply, but a different method like a contact form or chat, for instance, should work for that. There is no technical challenge to offer email replies, many Email Systems will be able to put the replies into a separate mailbox or ticket system.

A brand should ask itself if they want to stimulate replies and which kind. Because if you stimulate and ask for replies, you’ll increase the number of replies you get.

Is reading email newsletters

on your smartphone generally easy ?

Select one answer



16% indicate that the frequency of trouble with reading is limited to once or twice a month and 54% can't even remember when last having trouble reading email on a mobile device. Considering the average email volume people receive, that is quite astounding.

With 9% of people saying they have trouble frequently, for what we can assume are various reasons, email rendering on mobile seems to be no longer a big problem. Most mobile inboxes automatically scale and present proper rendering. A part of your subscribers might have trouble with their eyesight, so make sure your emails confirm accessibility standards.

With email rendering on mobile no longer a big problem, Mobile email optimisation should now be all about the whole journey and conversion optimisation.



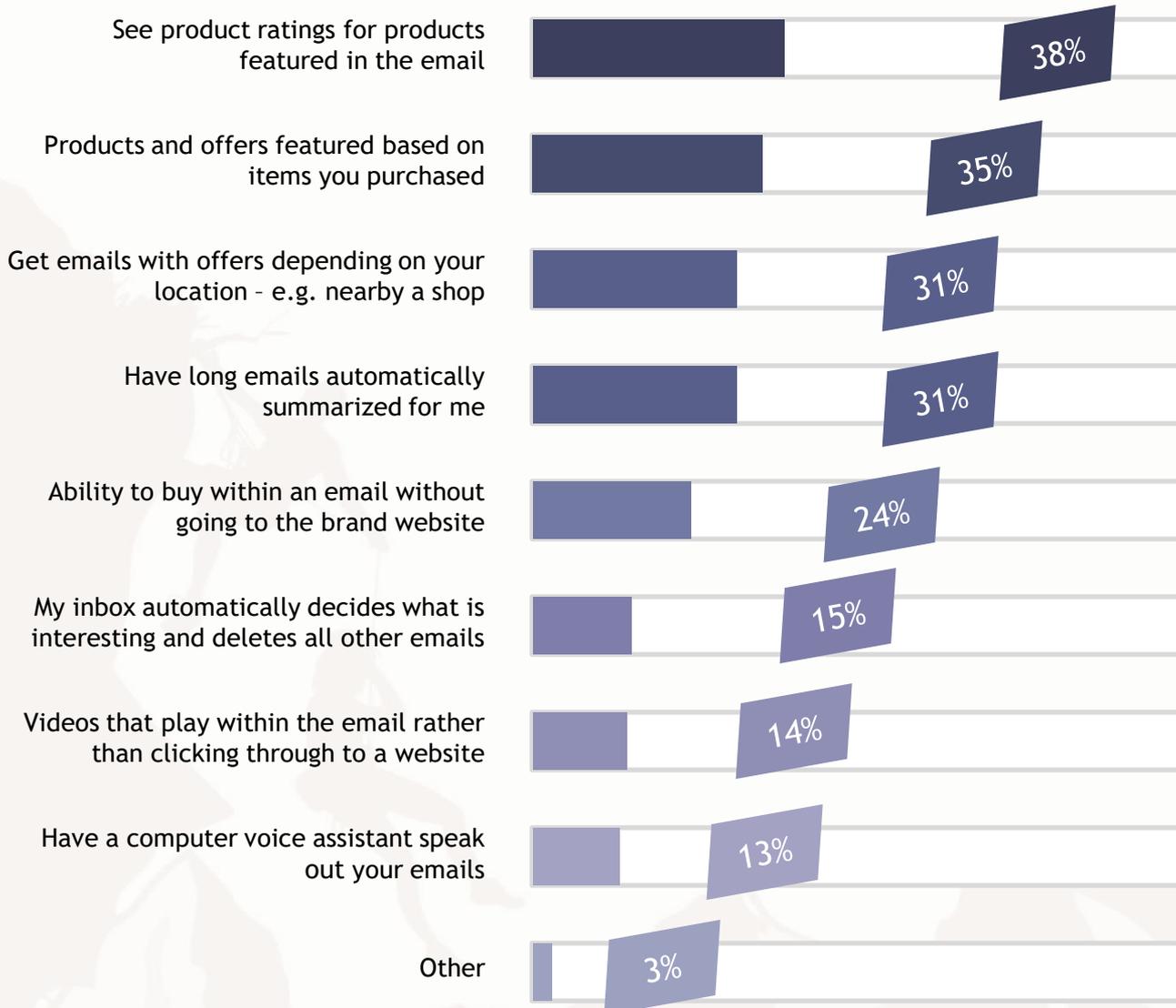
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What new email innovations would interest you ?

Select all that apply



With 38% rooting for product ratings and 35% on offers based on past purchases consumers are looking for qualification and relevance to help the decision to click.

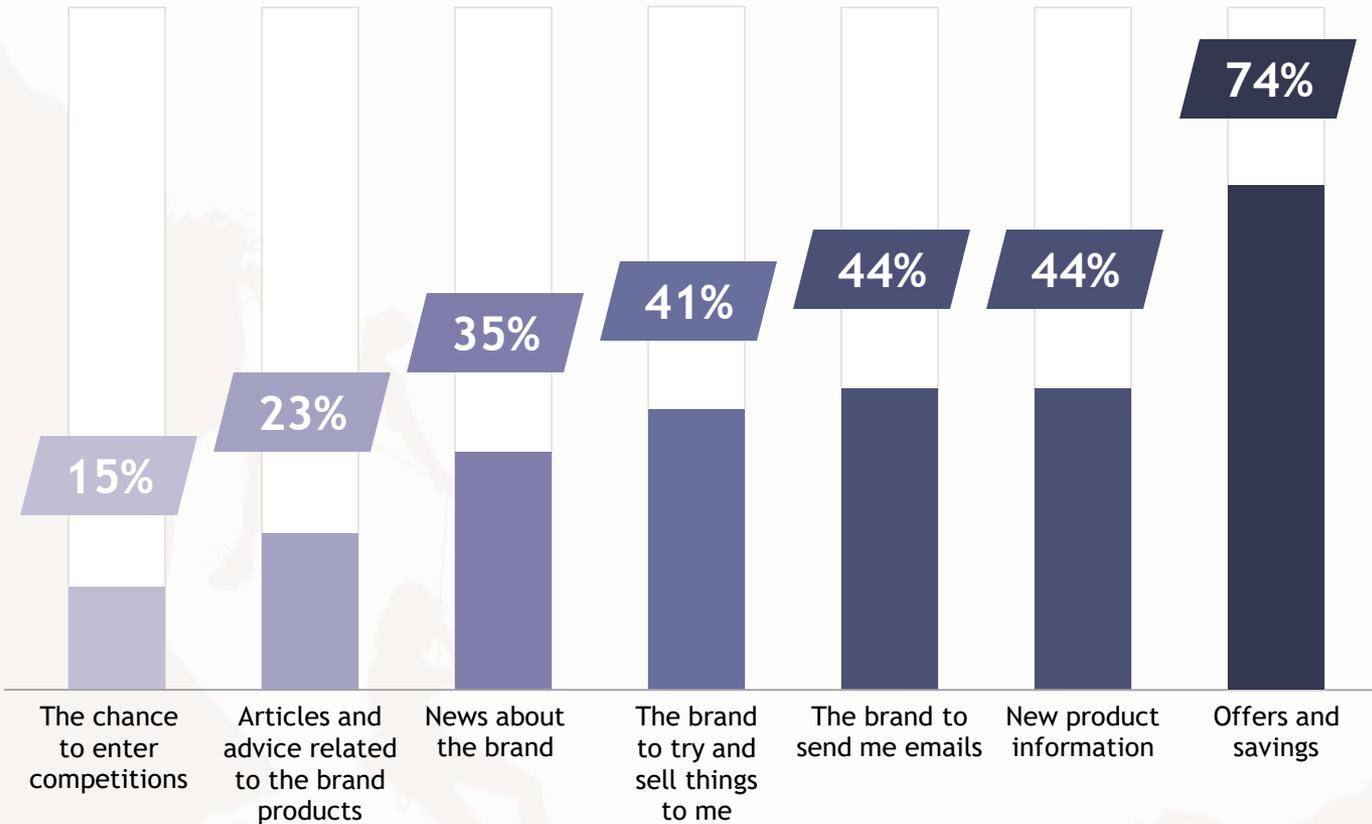
Surprisingly the enthusiasm for location based email is high with 31%. There isn't a big concern of brands being too intrusive.

Native video in email, with 14% is generally not thought of as most interesting innovation. Email marketers have been raving about video being the trend. But compared to a good relevant offer with supporting information it is not a winner.



What do you expect after you sign up to receive emails ?

Select all that apply



People are expecting Offers and Saving with almost three quarters ticking that in their mental checklist of what to expect.

News (35%) and advice related to brand products (23%) however, are less often expected. Inform people what they can expect and it could be a way to stand out.

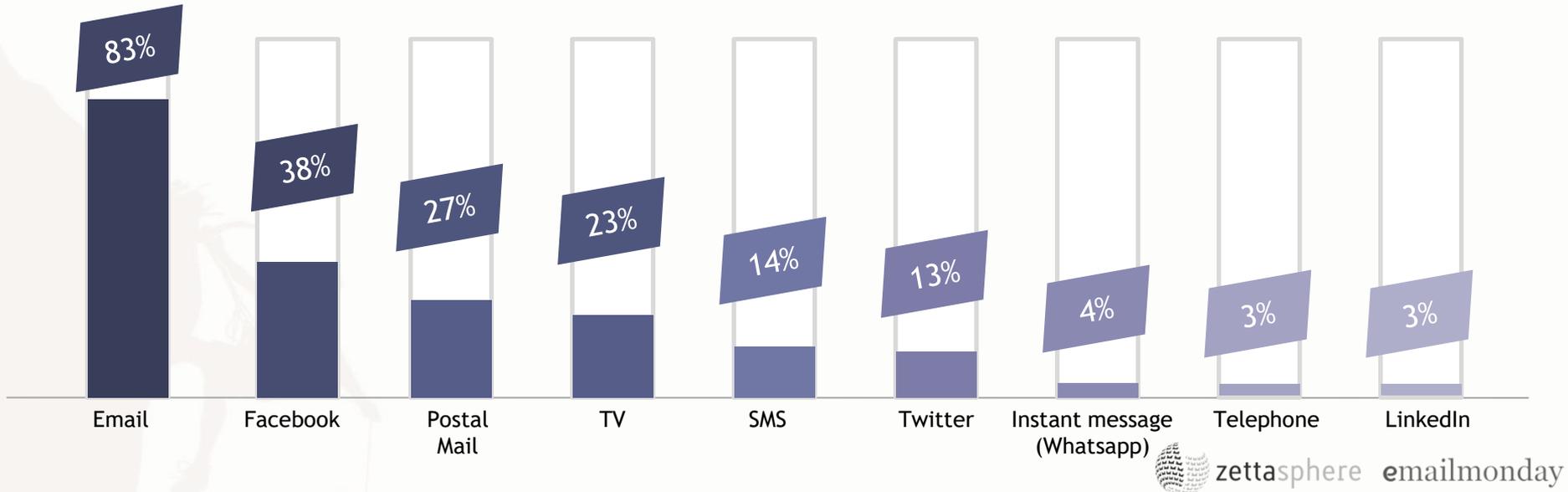
Competitions are at the bottom of the expectancy arc with only 15% indicating they'd find it logical to show up in their inbox.

Subscribers expect offers and brands to sell to them. So offer it. If you have savings and offers, but not a newsletter yet: get to work! Explain to new subscribers what they can expect.

Which channels do you prefer

to get promotions from brands you trust ?

Select all that apply



Email is #1, standing above all other channels with 83% saying it is one of their preferred methods of communications with brands. Facebook is accepted as well, with 38% as is postal mail still, with 27%. Remarkable is the top three all being direct media which can have a one-to-one character.

Phone is not preferred, but Instant messaging (for instance WhatsApp) is not in grace either, with only 4% preferring that as a channel. We suspect the interruptive nature of those channels, demanding almost direct response is why these are bottom of the list. LinkedIn scores surprisingly low as well.

Email is often referred to as the digital passport, because it is a personal Identifier and used for logins, to group together profile data and even creating accounts on social media.

Going from these results, the email is a solid channel to invest in. Cross promotion between Facebook and email could be a good idea for many trusted brands and an email as ID gives to option to re-target your email audience on Facebook.

What next?

We hope you found this research enlightening. Research like this gives helpful pointers. To really understand *your* audience, research your own customers and prospects - looking for the conversion blockers.

If you'd like our help improving your email marketing we'd be delighted to hear from you.

We provide consultancy on all aspects of email marketing. From strategy to deliverability, from automation to technology selection.

Go ahead and reach out to either, or both, of us.



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Methodology

This research was based on a survey of 417 predominately North American consumers sampled at random and representing all demographics.

The survey was conducted using Centiment (<https://www.centiment.co/>).

