

Email marketing keeps working; click rates rise

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ADOTAS — The [demise](#) of emailing marketing has long been predicted, but it's still kicking.

Open rates seem to have remained consistent over the past year ranging between 19-21%, [according](#) to Epsilon, which released its Q3 2008 U.S. Email Trends and Benchmarks Results. Click rates also rose 27.6% from the previous quarter, and the average volume per client increased 13%. Email is currently driving an average of \$0.14 in revenue per email delivered, Epsilon reports.

“Despite concerns about the declining effectiveness of advertising and the challenging economy, email continues to perform consistently in 2008,” said Kevin Mabley, Senior Vice President of Strategic Services, Epsilon. “Our clients view email as a valuable and cost-effective marketing tool. We anticipate increased reliance on this highly measurable and engaging method of customer

interaction as we enter the New Year.”

Business Publishing/Media, Consumer Publishing/Media, Retail General and Travel Services all saw an increase in all three major metrics – deliverability, opens and clicks – compared to last quarter. There were no industries that saw a decline in each of those same three metrics.

The quarterly analysis is compiled from aggregate data from the more than 6.2 billion emails sent by Epsilon in July, August and September 2008, across multiple industries and more than 200 clients.

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