



The Powerful Potential of Permission-Based E-Mail

FEBRUARY 24, 2009

The majority of customers who receive e-mail from a company have a more positive image of that company.

Really?

According to "Beyond the Click: The Indirect Value of Email," from [Epsilon](#) and [ROI Research](#), 57% of consumers had a more positive impression of companies they had purchased from when they received e-mail from them—and 40% said such e-mail made a future purchase from the company more likely.

Attitudes of US E-Mail Users* Toward E-Mail Sent by Companies, 2005 & 2008 (% of respondents)

I like receiving e-mail from companies I've registered with; even if I don't always read it, it's good to know it will be there when I'm ready for it



My impression of companies from which I purchase products/services is positively improved when I receive e-mail from them



It would be OK for companies that I know and trust to send me e-mail more frequently than they currently do



I often remember e-mail I've received from a company while making a purchase online at their Website**



■ 2005 (n=1,000)

■ 2008 (n=1,517)

Note: *who receive permission-based e-mail; **question not asked in 2005 study

Source: Epsilon, "Beyond the Click: The Indirect Value of Email" conducted by ROI Research, February 2009

101835

www.eMarketer.com

Getting consumers to sign up for permission e-mails may be difficult, but the effort is worth it when 84% said they *liked* receiving e-mail from companies they had registered with—and more than one-half saved the messages for later review.

Attitudes of US E-Mail Users* Toward Saving E-Mail Sent by Companies, by Gender, October 2008 (% of respondents in each group)

Review e-mail from companies they know, even after days or weeks



Regularly save e-mail from companies/stores to review later when purchasing



■ Male (n=804) ■ Female (n=713)

Note: *who receive permission-based e-mail

Source: Epsilon, "Beyond the Click: The Indirect Value of Email" conducted by ROI Research, February 2009

101836

www.eMarketer.com

Even when consumers have to wade through hundreds of spam messages, they appreciate receiving relevant information.

"E-mail builds loyalty and brand awareness and drives on- and off-line behavior," said Kevin Mabley, senior vice president of Epsilon Strategic Services.

To test this thesis, Epsilon looked more closely at one particular category in its "Flying High: Measuring the Value of Email Marketing for the Travel Industry" report.

"In the travel industry where so much activity has moved to the online arena, it's crucial that companies communicate effectively and efficiently with their customers," said Mr. Mabley.

In fact, recipients of travel e-mail showed even higher loyalty than retail, consumer packaged goods, pharma or finance category recipients, with 63% saying in October 2008 that they were more likely to buy from companies that sent them e-mail.

US E-Mail Users* Who Are More Likely to Buy from Companies that Send Them E-Mail, by Industry, October 2008 (% of respondents)



Note: *who receive permission-based e-mail

Source: Epsilon, "Flying High: Measuring the Value of Email Marketing for the Travel Industry" conducted by ROI Research, February 2009

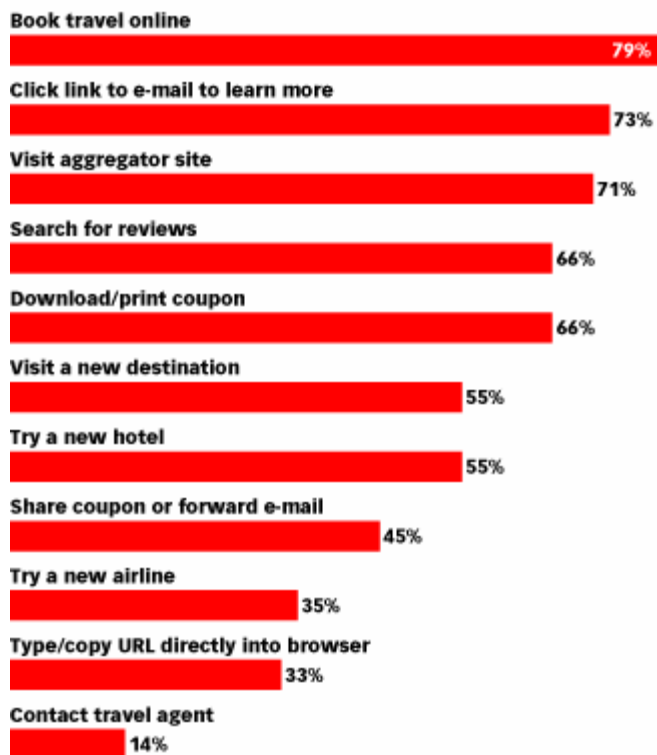
101837

www.eMarketer.com

A whopping 92% of respondents who received travel e-mail thought it was a "great way" to learn about new products and offerings.

More importantly, consumers often took easily measurable actions such as booking online, clicking links and downloading coupons after receiving e-mail from a travel company.

Actions Taken by US E-Mail Users* as a Direct Result of Receiving an E-Mail from a Travel Company, October 2008 (% of respondents)



Note: n=636; *who receive permission-based e-mail

Source: Epsilon, "Flying High: Measuring the Value of Email Marketing for the Travel Industry" conducted by ROI Research, February 2009

101838

www.eMarketer.com

If you want more points of view on what lies ahead for e-mail marketing, download the new eMarketer report, [Retail E-Mail: Online Marketing Strategies](#), today.

©2009 eMarketer Inc. All rights reserved. www.emarketer.com