



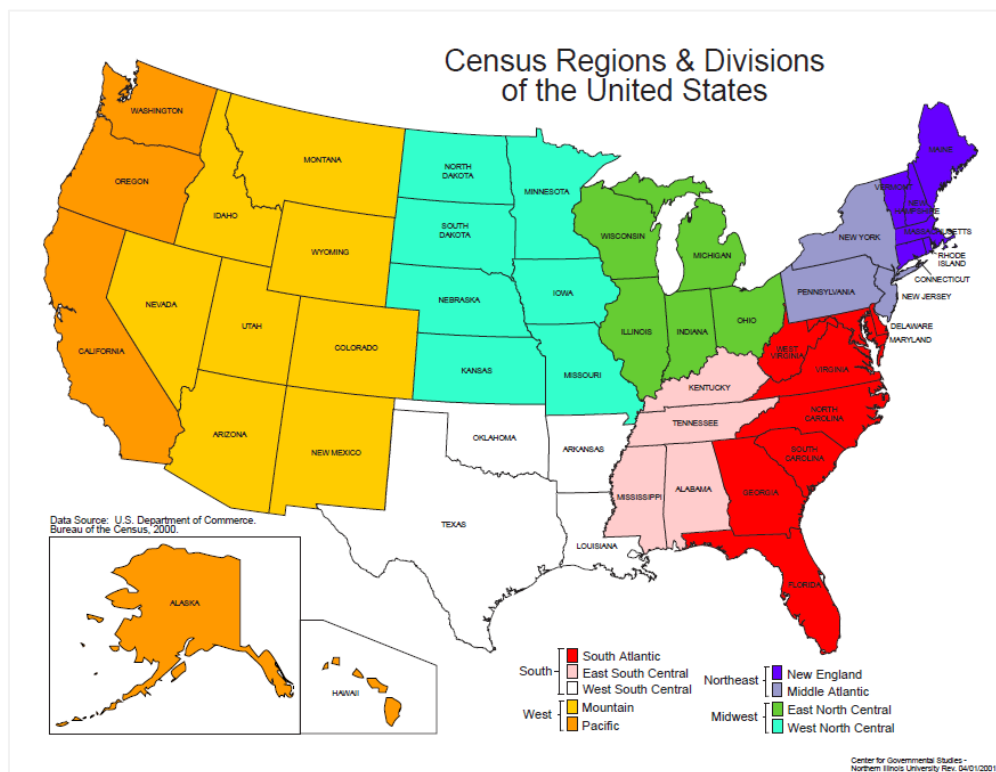
The Effectiveness of US Email Campaigns by Region.

Introduction

Email marketing keeps growing in popularity every day, but not all marketers are using it with the same effectiveness. The GetResponse Team thought it would be interesting to study our US users to see what responses their messages receive.

To make it more targeted and useful to users often thousands of miles apart, we decided to divide the study into 9 major US regions:

- Pacific
- Mountain
- West North Central
- East North Central
- West South Central
- East South Central
- South Atlantic
- Middle Atlantic
- New England



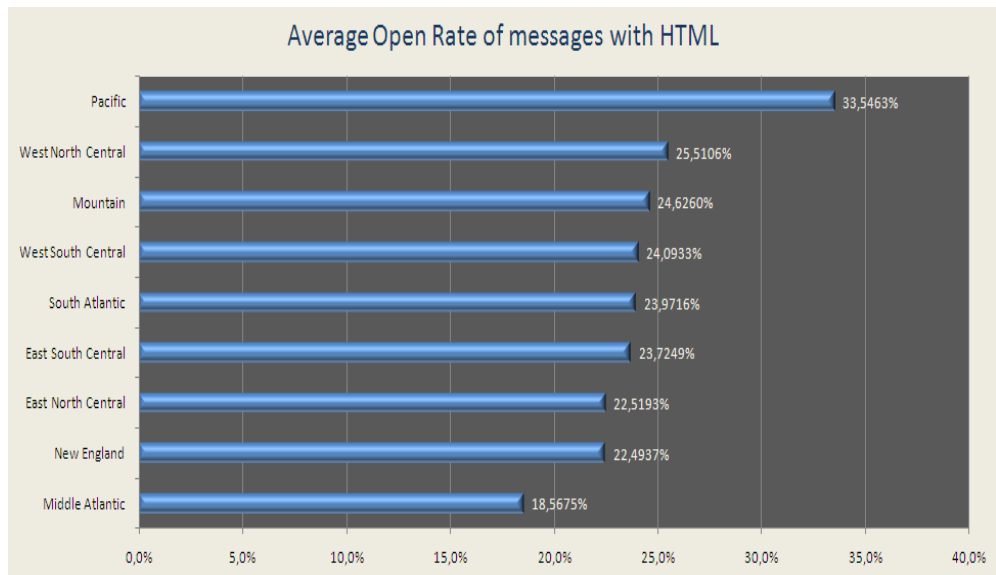
Some of the results may surprise you, some may be obvious. Take a look at these stats and maps to see how your region performed!

Study Findings

Average Open Rate of HTML Messages

We calculated the average Open Rate (OR) as the number of email “opens”, divided by the total number of HTML emails sent.

Note: to track open rates, HTML emails contain a piece of code requesting the display of a tiny, transparent (i.e. invisible to the viewer) image. When a message is opened and images are enabled, the image calls the server and the message is then counted as an open.



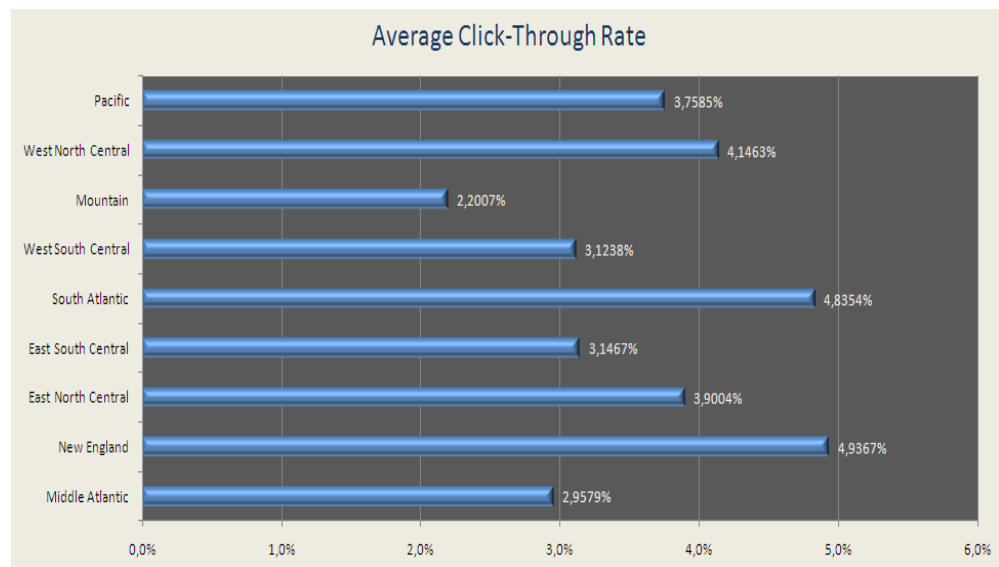
Observations

The Pacific region took 1st place with a 33.55% OR. Coming in 2nd place was North West Central with a score of 25.51%. Most US regions scored between 22-24%, but the Mid-Atlantic came in a distant last with 18.57%.

What do these rates tell our customers? If as many as 1 out of 3 messages sent from the Pacific region is opened, but only 1 out of 5 from the Mid-Atlantic is opened, there may be some branding, value, or engagement issues that require closer attention.

Average Click-Through Rate

The Click-Through Rate (CTR) is the number of clicks on links in the email message, divided by the number of email messages sent in a campaign.

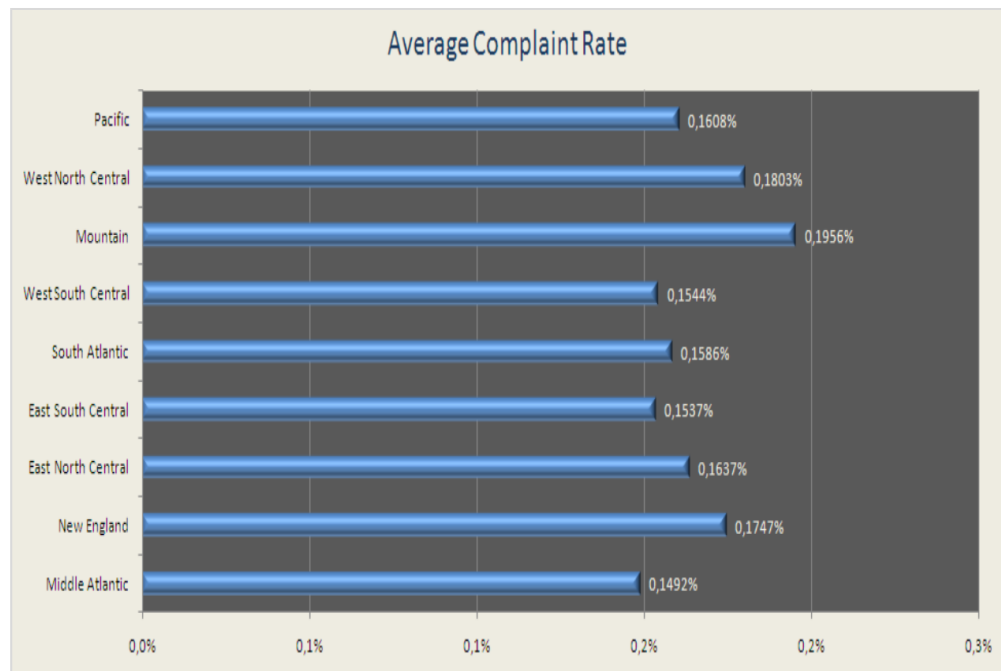


Observations

If we take a look at the average CTR for each region, New England is the winner with a score of 4.94% – more than 40% higher than the Mountain region with the lowest result at 2.20%. Next comes the South Atlantic with a score of 4.83%, pretty close to the #1 position.

Average Complaint Rate

The Complaint Rate (CR) is the percentage of delivered email messages that generate spam complaints. It means that when a recipient reports your email as spam, his/her email address will be immediately removed and blacklisted from your account.

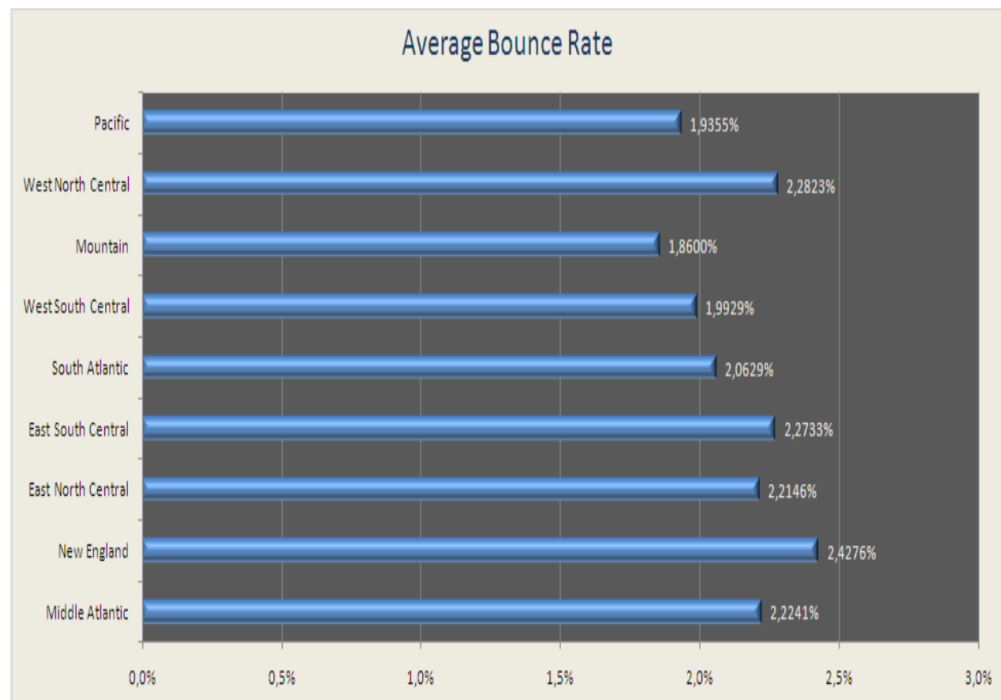


Observations

The highest CR was returned by the Mountain region. The 0.20% CR means that 1 person out of every 500 who received a message reported it as spam. Mid-Atlantic did very well in this area, returning the lowest CR of all the regions – 0.15%.

Average Bounce Rate

The Bounce Rate (BR) measures how many emails were returned to the sender because they were undeliverable for some reason, i.e. the address was invalid, mailbox was full, or mail server temporarily unavailable, etc.



Observations

New England returned a 2.43% BR – the highest bounce rate of all the regions. 3 of the regions ranked below 2.00%: West South Central with a 1.99%, Pacific with 1.93%, and Mountain with a healthy 1.86% – the best overall result.

Survey Methodology

This email marketing study examined almost 2.2 billion emails sent by GetResponse users from the USA between 03/10/2008 and 03/10/2010. The research pulled only messages sent to at least 50 subscribers.

About GetResponse

GetResponse is an easy-to-use email marketing platform designed to increase email marketing ROI faster than any other medium for SOHO and SMB marketers. It is the first SOHO/SMB email marketing solution to offer Email-to-Speech, audio and video recording, storage and delivery, Social Media integration, and an iPhone® application. The solution includes email analytics, unlimited follow-up messages, 300+ HTML templates, online surveys, and professional-level training and support. Launched in 1998, GetResponse has grown to over 130,000 users from 172 countries, delivering 5 billion permission-based emails per year.