

The Aussie Email Newsletter Survey 2007 Results



Email newsletters (eNewsletters) are fast appearing in our in-boxes yet it seems if we go looking for research on how people use this form of advertising, we can only know find data on how “Americans” read and use eNewsletters.

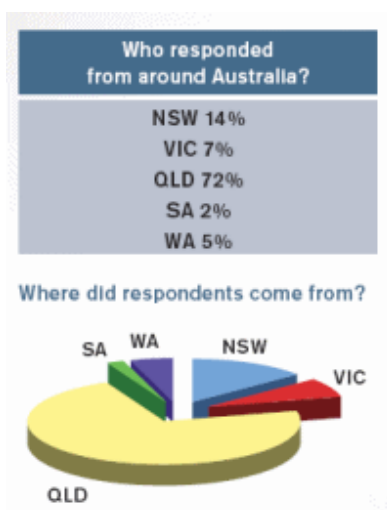
You see there are many unanswered questions about email newsletters. Yes, sure we can track results of the actual newsletter, and tell you how many get delivered, how many opened, how many forward the newsletter, even who opens each issue but with our strive for excellence we wanted to know things from the end users perspective. So we conducted our own survey on how we “Aussies” use and read eNewsletters to make eNewsletters a better communication tool for the receiver, the sender and especially our clients.

How did we get the information?

It seemed obvious that if the survey was on how people read eNewsletters, we used various newsletters to post the survey link.

Interestingly we put the link on three eNewsletters distributed in Queensland (with a total database of 5600 – a 4.8% response rate was achieved.) Interestingly, we ended up with 28% of respondents coming from outside of Queensland. That’s the power of email.

268 people from around Australia responded. 37% were male and 63% were female.



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Who were they?

Respondents were business people with three quarters of respondents reading their emails at work. One of the reasons why B2B (Business to Business) type industries are getting the best results from eMarketing.

85% use Microsoft products to read their emails - 66% use Outlook and 19% Outlook Express. But so far only 9% have upgraded to the NEW Outlook 2007 and 61% have noticed no difference viewing their email newsletters.

Pretty as a picture

92% prefer HTML (the pretty ones with pictures) rather than the plain text version. This means you need to cater for this 8% who chose the text version.

Almost half view their emails in the preview pane which means when designing your newsletter you remember that only a portion of the whole design is going to be seen.

Personalisation is still a winner with 35% liking a personalised greeting i.e. "Hi John". This one surprised me, I thought it no longer mattered but it seems even though we know it is computer generated we still like to hear, and see, our own name.

Saving trees

Only 4% print eNewsletters and 44% sometimes but 21% never. Saving trees is also a reason why people will subscribe to your newsletter (9%).

Which days are you most likely to read an eNewsletter?

Every week day was the rated about the same 8% or 9%. The weekend got 4% but the most interesting is that 18% said that it "didn't matter" and a whopping 34% said it "depends on the topic or sender".

Do you download images to read an email?

A very high 25% "Always download graphics" as their email is set to automatically download. 22% said "Depends on sender or content" and 27% said "Very often". With almost three quarters of eNewsletter readers surveyed being readily willing to download graphics it's easy to over dose on the graphics. This still leaves many that do not download so willingly so a compromise needs to be met between graphics and text. Enough text to make sense of what is about and who it is from, yet enough graphics to entice them to want to see the entire email in detail. Also note that unless people download their graphics tracking will not work.

Also note that if a reader sees mostly BOXES in an eNewsletter (where the graphics are meant to be) 12% say they will delete it. And for many (37%) the downloading pictures is all too hard and they choose to use the 'read on-line' link or 'web link' to view eNewsletters which means you must provide a link where people can read your newsletter in their browser. This is often seen as a hyperlink at the top of an eNewsletter saying something like – "Having trouble viewing this email? Click here to view on-line."

Spam Filters

With most people using Spam filters it's not surprising that 63% said they had had legitimate eNewsletters caught in their Spam filter but a surprisingly high 79% check the spam folder for legitimate emails so even if your newsletter gets snabbed by the filter, seems people will go looking for it if you have built a good relationship with them.

Other interesting facts from this survey

Viewing eNewsletters and emails

- More females prefer HTML format (95%) than males (83%), whereas more males prefer plain text format (15%) than females (5%).
- Marginally more males DON'T view their eNewsletters in preview pane (46%) than females (38%).
- 20% of the 41-55 age group stated that they always view graphics, compared with 34% of the 26-40 age group and 30% of the 56+ age group.

Content and features – Gender based

- 77% of males enjoy Industry News features in eNewsletters, as opposed to only 65% of females.
- 67% of males like updates on products and services in their e-newsletters, as opposed to only 55% of females.
- Females enjoy attractive design and layout, and interesting or motivational quotes in their eNewsletters (63% and 53% respectively) whilst males are not as concerned (52% and 46% respectively).
- Events and conventions appear to be a female-dominated area of interest, with 51% stating this as their favourite or most useful industry, as opposed to 35% of males.
- Conversely, accounting and financial planning appears to be most interesting to males, with 65% stating it is their favourite or most useful, compared with only 28% of females.
- Personal Growth and PR or Media were both areas dominated by females, with 37% and 27% listing as favourite or most interesting industry respectively, compared with 25% and 15% respectively.

Content and features – Age based

There is a definite age distinction evident in some of the favourite or most useful industries. In particular:

- Only 22% of the 56+ age group listed business coaching as favourite or most useful, compared with 45% of the 41-55 age group and 40% of the 26-40 age group.
- Accounting or financial planning had a heavy representation in the 56+ age group, with 57% listing it as a favourite or most useful industry compared with 36% of the 26-40 group or 45% of the 41-55 group.
- Marketing was most heavily represented in the younger groups, with 45% of the 26-40 age group listing it as a favourite or most useful industry, compared with 34% of 41-55, or 22% of the 56+.

These differences are most likely due to the nature of the respondents, some of whom in the 56+ category may no longer be working, and possibly more interested in travel and leisure.

Validity of results

- Results are skewed towards females (61% of responses) compared with males (37% of responses)
- Results also significantly skewed towards 41-55 age group (46% of responses).

Other Data Collected

Viewing preferences

Do you prefer Text (plain writing) or HTML (pretty ones with pictures)?

8%	Text
92%	HTML

Do you view emails in a preview pane?

10%	Not sure
41%	No
48%	Yes

Which eNewsletter type do you prefer?

46%	Read more links – article titles, sometimes a summary, with a link to read the full articles
54%	All in the one email – scroll down to read the full articles

Do you like personalisation i.e. "Hi John"?

7%	No
35%	Yes
58%	Doesn't matter

Do you print eNewsletters?

4%	Yes
21%	No
30%	Rarely
44%	Sometimes

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Which days are you most likely to read an eNewsletter?

3%	Sunday
4%	Saturday
8%	Monday
8%	Thursday
8%	Friday
9%	Tuesday
9%	Wednesday
18%	Doesn't matter
34%	Depends on the topic or sender

Pictures

Do you download images to read an email?

7%	I read the text without downloading pictures
9%	Sometimes
11%	If it is necessary to view email
22%	Depends on sender or content
25%	Always – my email is set to automatically download graphics
27%	Very often

If you see mostly BOXES in an eNewsletter are you more likely to ...

12%	Delete it
21%	Download the images to view it
66%	Depends on the sender/ content

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Do you use the 'read on-line' link or 'web link' to view eNewsletters?

28%	I don't know what this is
35%	No
37%	Yes

Features

What features do you enjoy in an eNewsletter?

2%	Gossip
2%	Social pictures
3%	Jokes
4%	Competitions
4%	Surveys
4%	Cartoons
5%	Community or local news
6%	Special offers
7%	Inspirational or motivational quotes
7%	Case studies
8%	Attractive design and layout
8%	Updates on products or services
9%	Useful website links
9%	Industry news
11%	Quick tips
12%	Interesting articles

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Which industries are your favourite, or most useful, eNewsletters from?

1%	Telecommunications
1%	Mortgage Broker
1%	Recruitment / Employment
1%	Business Brokers
2%	Counselling
2%	Hair and Beauty
2%	Industrial Relations
2%	Legal
2%	Website Services
2%	Local Councils
2%	Retailers
2%	Restaurants
3%	Fitness
3%	Superannuation
4%	Health Care
4%	IT
4%	Real Estate
4%	Leisure Activities
4%	PR or Media
6%	Personal Growth
6%	Airlines
6%	Education or Training
6%	Marketing
7%	Business Coaching
7%	Tourism or Travel
8%	Accounting or Financial Planning
8%	Events or Conventions

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What makes you subscribe to an eNewsletter?

3%	Link in prominent spot on website
8%	Special offers
9%	Environmentally friendly – saves trees
10%	Unobtrusive marketing
13%	Recommendation [forwarded from a friend]
28%	Interesting articles
29%	Keep informed/ updated

What makes you "UN" subscribe - remove yourself to stop getting it?

6%	You don't unsubscribe – you just don't open them
13%	Too long
16%	Poorly formatted – hard to read
17%	Too frequent
18%	Too salesy
26%	Content not relevant

Why do you click on links in eNewsletters?

9%	Make a purchase
10%	Contact the sender
19%	Book an event
27%	Visit a website
34%	Read an article in full

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Purchasing

Have you ever purchased something ON-LINE via an eNewsletter?

36%	No
64%	Yes

Have you purchased something OFF-LINE (e.g. by phone or in person) after receiving an eNewsletter?

47%	No
53%	Yes

What makes you want to forward an eNewsletter?

10%	Competitor in the same industry
14%	Humorous content
32%	Know someone who needs the advertised service/ product
41%	Interesting information

If you forward, do you ...

4%	Other
25%	Click on a 'Send to a friend' function in the eNewsletter
67%	Forward using the forward button in your email program e.g. Outlook

Deliverability

Do you "whitelist" or add to "safe senders" eNewsletters to ensure deliverability?

19%	I don't know what this is
21%	Sometimes
29%	Yes
31%	No

Do you use a spam filter?

7%	No
93%	Yes

If you use a spam filter, have legitimate eNewsletters been caught in it?

37%	No
63%	Yes

If you use a spam filter, do you check the spam folder for legitimate emails?

21%	No
79%	Yes



Company Profile

Great Look Pty Ltd is a boutique email marketing specialist that offers a no fuss and hassle free individual service. Simply put - we do it for you. Our clients enjoy the professional and efficient service that we offer of managing their email marketing for them, so they can focus their time and energy on their business.

Email marketing is an exceptional mechanism that creates and builds client relationships. Whether you have a large database, or you are just starting out, Great Look Email Newsletter Specialists can design your email marketing to have the look and feel you desire to help you make the most of every contact.

We strive for excellence and are dedicated to achieving results! Our clients enjoy above average open/read and forwarding rates compared to the current industry average. With real time email tracking, detailed reporting and analysing, there is no other form of marketing that will give you such immediate and measurable results.

About Us

Who is Great Look?

Established in 2002 by Managing Director, Helen Bairstow, who having been in business for over 20 years understands the importance of marketing at a grass roots level. In the 90's email marketing was unknown but Helen investigated this new and innovative advertising medium before implementing it for Commerce Queensland Cairns. Today Great Look Email Newsletter Specialists produce eNewsletters for clients nationwide, ranging from law firms and financial advisers to chambers of commerce and tourism operators, even hair salons and spas.

Helen Bairstow is a regular contributor to business magazines, writing articles on email marketing and a speaker at the EMSA 2007, Australia's first dedicated email marketing summit.

