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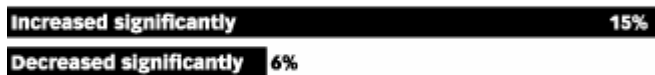
## Making E-Mail Marketing Work

17 September 2003

A recent survey of US marketers from [MarketingSherpa](#) indicates that while a vast majority of respondents say their e-mail marketing campaign open rates and click-through rates (CTRs) have remained the same over the past year, 15% say their open rates have "increased significantly."

In fact, 18% of marketers say their e-mail marketing CTRs have also risen over the year.

### Changes US Marketers Have Seen in E-Mail Marketing Open Rates, September 2003 (as a % of respondents)



Note: n=2,327  
 Source: MarketingSherpa; iMediaConnection, September 2003  
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### Changes US Marketers Have Seen in E-Mail Marketing Click-Through Rates, September 2003 (as a % of respondents)



Note: n=2,327  
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Reporting on actual open rates, DoubleClick found that between Q2 of last year and Q2 2003, e-mail marketing open rates rose from an average 37.6% to 38.8%.

### E-Mail Marketing Open Rates, Q2 2002-Q2 2003



Source: DoubleClick, August 2003  
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MarketingSherpa surveyed 2,327 marketers for its study, and also found which e-mail marketing tests

respondents thought were most worthwhile. Over 70% told MarketingSherpa that landing page tests and subject line tests were worth an investment, and over 60% cited name personalization tests.

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**E-Mail Marketing Tests US Marketers Think Are Worthwhile, 2003 (as a % of respondents)**

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<b>Landing page tests</b>	<b>74.0%</b>
<b>Subject line tests</b>	<b>73.5%</b>
<b>HTML vs. text tests</b>	<b>70.0%</b>
<b>Personalization with name testing</b>	<b>63.0%</b>
<b>Long copy vs. short copy testing</b>	<b>59.0%</b>

Note: n=2,327

Source: MarketingSherpa; iMediaConnection, September 2003

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Get more analysis on making e-mail marketing work with eMarketer's 2003 *Online Advertising Tactics* report.

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