

E-Mail Click-Through Rates Rise

May 18, 2004

According to new analysis by [Bigfoot Interactive](#), click-through rates (CTRs) for permission based e-mails maintained or bettered their levels from the fourth quarter of 2003, including CTRs for the media sector, which increased by 96% from last quarter to reach 4.9%.

Overall, most segments did well. Retail, financial services and media campaigns achieved 14%, 3% and 2% gains in delivery rates, respectively, with media campaigns managing a delivery rate of 93.3%, and financial services coming in at 92.4%. In terms of CTRs, the automotive sector boasted the best rate from promotional e-mails, followed by the retail and media sectors.

Click-Through Rate (CTR) for Promotional E-Mails in the US, by Segment, Q1 2004



Source: *Bigfoot Interactive, May 2004*

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Financial services e-mail campaigns alerting customers to online services in particular had CTRs increase from 17.6% to 22.1%, a 21% rise quarter-to-quarter. Bigfoot attributed this increase to consumer interest in year-end statement alerts from credit card companies and banks, along with a generally increasing interest by the public in banking online. eMarketer estimates that over 32 million US households will be banking online by the end of 2004.

Click-Through Rate (CTR) for Financial Services E-Mail Campaigns in the US, Q4 2003 & Q1 2004



Source: *Bigfoot Interactive, May 2004*

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These findings are good news for e-mail marketers, especially considering continued challenges from spam and associated laws.

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