

# Email Delivery Insights



## 2013 Survey Result:

Small and Midsize Businesses in NORTH AMERICA Spend Majority of their Marketing Budgets ON EMAIL.



**83%**

of the general population would open RETAIL/MARKETING EMAILS.



**47%** of adults would open an email indicating an "ORDER CONFIRMATION".

**41%** OF US ADULTS made a purchase IN RESPONSE TO a retail email.



**41%** of females attributed a retail email FOR A PURCHASE THEY MADE.

**92%** OF COMPANIES using email marketing SAY THEY USE IT FOR SHARING NEWS ABOUT NEW PRODUCTS OR SERVICES

**30%** OF MALES attributed a retail email FOR A PURCHASE THEY MADE.

## HOW TO Improve Your IP REPUTATION TO INCREASE YOUR OPEN RATES.

**1 REDUCE SPAM COMPLAINTS**

**GOAL:** LESS THAN **<1** complaint PER 1000 emails delivered.

Spam Complaints Graph: 2011 (90), 2012 (72), 2013 (18)

**GREAT LIST QUALITY** | **CLEAR UNSUBSCRIBE LINK**

**2 LIST HYGIENE**

**GOAL:** LESS THAN **<5** HARD BOUNCES

Monitor every list you send CONSTANTLY. CLEANING IN PROGRESS

Remove **HARD BOUNCES**

UNSUBSCRIBERS and SPAM COMPLAINERS IMMEDIATELY

**3 IMPROVE INFRASTRUCTURE**

SELECT a good EMAIL MARKETING SOFTWARE PROVIDER with a solid IP network.

PROPER DKIM, SPF, SMTP HEADERS, DNS settings

RATE LIMITING

**4 MANAGE IP, DOMAIN REPUTATION**

AVOID BLACKLISTS | REGISTER WITH FEEDBACK LOOPS

MAINTAIN SENDERSCORE >90

**5 CONTENT STILL MATTERS**

LOW SPAM SCORE

**GOAL:** score <4.0

AVOID thousands OF SPAMMY PHRASES

RUN PINPOINTE SPAM CHECKER

**6 AVOID SPAMTRAPS, HONEYPOTS**

ALWAYS GET PERMISSION

DON'T BUY OR RENT LISTS

VERIFY ADDRESSES

**6 SEND CONSISTENTLY**

SENDING 300,000 EMAILS A MONTH

30-50K / day VS all at once 300K

**7 INCREASE USER ENGAGEMENT**

The message is: MORE clicks + MORE open → BETTER INBOX PLACEMENT!

GET PERMISSION | SEND GREAT CONTENT

## HOW TO Improve Your IP REPUTATION OR CALL TO ACTION ENGAGEMENT

CLICK? | READ? | OPEN? | SHARE? | WHITE LIST?

## KNOW WHEN TO SEND your emails

**1** Most effective time to send emails for MOBILE users is **6AM TO 8AM.**

**13%** of all opens or clicks on a mobile device OCCUR IN THE MORNING before heading out to school or work.

**2** Second most effective time for sending emails is **6PM TO 8PM.**

**12%** of users open or click emails at this time. THIS IS AFTER WORK OR DINNER, just before typical primetime TV shows.

**3** Third most effective time to send emails is **12PM TO 2PM.**

**9%** of users open or click emails during LUNCH TIME.

**4** Fourth most effective time to send emails is **AT 10PM.**

**7%** of users open or click emails right before going to BED.

Lastly, ask your subscribers to "ADD YOU TO THEIR ADDRESS BOOK"! This prevents your emails from going to the spam folder.

Get Started Today

For more information, visit us at: [WWW.PINPOINTE.COM](http://WWW.PINPOINTE.COM)

Business Class Email Marketing Automation

(800)920-7227 | Pinpointe

sales@pinpointe.com

For tips on improving your marketing results, visit [WWW.PINPOINTE.COM/BLOG](http://WWW.PINPOINTE.COM/BLOG)

TO GET STARTED **CLICK HERE**

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