

Economics of Email

Email marketing lowers costs and increases profits!

Compared to traditional media, email is fast, personal, interactive and extremely cost effective. ExactTarget expands on these benefits through our easy-to-use solution that brings together all the critical elements required to create, deliver and track email marketing campaigns.

Reduce Marketing Costs

Whereas offline direct marketing solutions require a significant investment, email marketing provides cost-saving benefits, such as:

- No printing, mailing or media expenses.
- Allows for more frequent customer contact, which translates into higher revenues.
- Average costs of 3 to 10 cents per email, versus \$2 for direct mail and up to \$3 for telemarketing. (Source: McKinsey & Company)
- Customer acquisition costs average only \$24 for email versus \$82 for PR, \$958 for print ads, and \$1,457 for radio ads. (Source: Fiore & Collins)

Retain More Customers

The reduction of costs and timelines associated with email marketing allows businesses to communicate with customers more frequently.

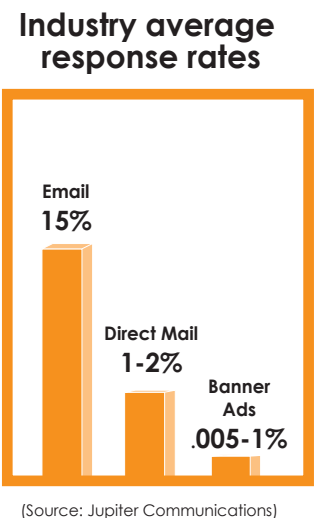
Other pluses include:

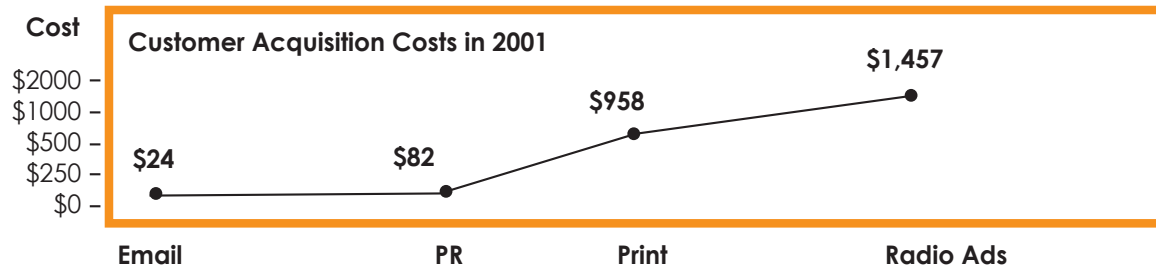
- Frequent permission-based email newsletters and other communications reduce customer attrition rates.
- Regular email marketing to existing customers generates a 15 - 50% increase in total online business.
- Engage your customers in a two-way dialogue to increase customer satisfaction and yield faster feedback.

Achieve Higher Response Rates

ExactTarget increases response rates due to its ability to target customers closely, and deliver engaging graphical and interactive content. Industry sources show similar benefits for email:

- Email provides higher response rates than direct mail or online banner advertising.
- Industry average response rates average 5 - 15% for email vs. 1 - 2 % for direct mail and .005 - 1% for banner advertising. (Source: Jupiter Communications)
- Email marketing creates a positive effect on your branding efforts.





Harness the Growth of Email

Email is rapidly becoming the most popular way consumers and companies communicate and do business. Recent studies show email is on the rise. For example:

- In a fall 2001 survey, 88 percent of respondents said they have clicked on an opt-in email during the past year and ultimately made a purchase because of that email. (Source: DoubleClick, NFO Worldgroup)
- Email driven revenues will grow from \$3 Billion in 2000 to \$250 Billion by 2002. (Source: Forester Research)

Shorten Production Cycle

ExactTarget makes producing high-quality graphic communications far quicker and easier than with other media. Benefits include:

- Takes only Minutes, not months to produce customer communications.
- ExactTarget puts the capabilities of an experienced HTML programmer in your hands.
- Image and content libraries streamline the email production process.

Measure Results Instantaneously

ExactTarget's online tracking gives you instant access to email deliveries, opens, and click-throughs.

- Evaluate results in real time, rather than waiting 1 - 3 months for direct mail results.
- Test pricing, offers, and copy. Send follow-up mailings using winning elements in just hours.
- Adjust future email content based on knowledge gained by tracking open rates and click-through data.

Want to learn more?

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