



## WHEN TO SEND

**Contrary to what some marketers assume**, people generally don't open commercial e-mail at work during their lunch hours, according to a new study by U.K.-based e-mail service provider Pure360.

In a study of 660,000 messages sent by 34 companies, Pure360 reports that just 9% of e-mails were opened between noon and 2 p.m., and 62% of those messages were news or magazine alerts.

However, according to Pure360, almost half, or 48%, of marketing e-mails in the study were opened outside office hours.

People are also apparently receptive to marketing e-mails during the first hour of their work day. Pure360 reports 16.5% of e-mails in the study were opened between 9 a.m. and 10 a.m.



Restaurant and live-events e-mails fared particularly well during this hour, with 27% of the former and 19% of the latter being opened between 9 a.m. and 10 a.m., according to Pure360.

Also, 42.6% of financial e-mails were opened after lunch, indicating that workers are more receptive to so-called bigger-picture or life-changing messages in the afternoon. —KEN MAGILL

**TIP: DON'T MAKE ASSUMPTIONS ABOUT WHEN IT'S BEST TO SEND YOUR PARTICULAR OFFERINGS VIA E-MAIL. IT'S DIFFERENT FOR EVERYONE. TEST. ALSO, RELEVANT, COMPELLING CONTENT ALWAYS TRUMPS TIMING.**

## Helpful Hints

follow up trigger e-mails based on these actions.

- 5.** How often can you communicate with prospects without causing them to opt-out?
- 6.** What actions will stop the triggers altogether?

▶▶ **Once you've gone through this exercise**, select two or three questions that will enable you to send prospects relevant, timely and personal e-mail communications. Add them to your lead capture forms so that you can base your e-mail triggers on the information you capture.

And your existing database is just as important. However, the information you might want to gather for your prospects could be slightly different from your customers. You can capture new information for your existing database by sending an e-mail survey or asking customers to update their information when they log in to their accounts. —Yael Penn, founder and CEO, Imagine 360 Marketing

Got an e-mail tip to share? Contact Ken Magill at kenmagill@penton.com

## TRIGGER HAPPY

When planning a lead generation campaign with an event-based or behavioral trigger component, be sure to take the time to ask the following:

- 1.** What information do you need to capture so you can send relevant, timely and personal e-mails?
- 2.** How are your prospects and customers already interacting with your company and/or Web site?
- 3.** What are the critical moments during your sales cycle that determine whether or not you are going

to make a sale? How can a strategically timed e-mail help?

- 4.** How might a recipient respond to each triggered e-mail? Think of

### TIP:

E-mail's a quirky channel that is most effective for marketing to customers on an opt-in basis. **And just because it's wildly profitable doesn't mean you should send more mail. \* INCREASE RELEVANCE, NOT VOLUME. \***

## E-MAIL TOPS IN ROI

It's no secret that e-mail's profitable. But just how profitable?

■ **Commercial e-mail returned a whopping \$43.62 for every dollar spent on it in 2009**, according to the Direct Marketing Association's recently released Power of Direct economic-impact study. ■ **For comparison's sake, the second highest marketing ROI came from Internet search advertising**, which returned a healthy **\$21.85 for every dollar spent on it in 2009**, according to the study, done by financial-analysis-and-forecasting firm Global Insight on behalf of the DMA. ■ **Meanwhile, non-catalog direct mail returned \$15.22 for every dollar spent in 2009**, while **catalogs returned \$7.32**, according to the study. ■ **E-mail's ROI is down from \$44.93 for every dollar spent in 2008**, and is projected to dip slightly again in 2010 to \$42.08.

However, while e-mail far outshines other channels in terms of ROI, it is still a rounding error in most marketers' budgets. ■ **Marketers spent \$600 million on the channel in 2009 and are expected to spend \$700 million on it in 2010**, according to the DMA. ■ —KM

