

# eMail Frequency & Customer Contact BEST PRACTICES

## Engagement

Consumers expect to receive a welcome email when signing up.



\* Source: BlueHornet Networks, Inc.

- 1 Ask your audience what they prefer — they'll tell you what they care about and provide an indication of their tolerance level.
- 2 Let your audience know how often you plan to email them: daily, weekly, or monthly... Setting expectations from the get go will reduce fatigue.
- 3 Keep things consistent. If you're going to do something, do it well and do it regularly. Familiarity and expectation lead to higher engagement and happier subscribers.
- 4 Find the gaps and fill them: Autoresponders are a great way to stay current with new subscribers to your mailing list and a way to not leave them waiting for days or weeks for your next send. Doing so will keep your brand top of mind and if you're sending great content you begin building value from day one.
- 5 Monitor unsubscribes and look for patterns that tie to frequency. Conduct a one-question unsubscribe survey that lets your customers tell you why they're leaving.

\* Sources: Optify, Hubspot and BlueHornet Networks, Inc.

## Opt-Out

69%

Percentage of U.S. email users who unsubscribe because the organization sends too many emails



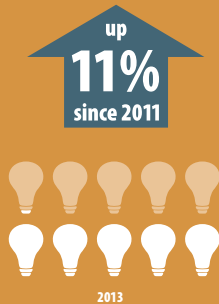
\* Source: CMB

## Strategy

51%

Number of marketers with a contact strategy in place for the maximum amount of times each address is contacted

\* Source: DMA



2013



2011

## AN EXAMPLE OF A GOOD PREFERENCE COMMUNICATION

### Subject:

*Best Practices for Email Frequency Preference Communication from Hubspot*

“If you ever decide you'd like to receive emails about new marketing content more frequently, you can change your email frequency preferences at any time here <links to a preference center>. You have the option of receiving instant notifications or a daily roundup instead.”

\* Source: Hubspot

## Loyalty

40%



The open rate for emails targeted to customer loyalty programs

\* Source: Experian

## Frequency

35% number of companies that contact an address on their list 2-3 times in 1 month

20% number of companies that contact an address on their list 4-6 times in 1 month

7% of marketers send 6-8 emails to an address on their list in 1 month

\* Source: DMA

2-3X

4-6X

6-8X

\* Source: DMA

## Content

80%

Number of email marketers that send the same content to all subscribers



\* Source: Experian

## Frequency

33% of organizations have a maximum of six emails a month

6MAX

14% of organizations never send more than one email a month to subscribers

1MAX

Source: DMA

## Trust

66%

Percentage of consumers who are resentful of a brand that bombards them with emails



\* Source: EmailVision

## Frequency

26% Read rate for subscribers with less than weekly communications



20% Read rate for more than once-a-week communications



Source: ReturnPath

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