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**DoubleClick's Q3 2004 Report Shows Bulk Email Marketing Efficiency Increase**

**By Iulia Pascanu**

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**Pascanu**

Internet marketing company DoubleClick published its final report over the bulk email marketing evolution this year. The

figures show year-over-year increase in delivery rates (cleaner emailing lists), and a decrease in open rates and

click-through rates. The variations are light, proving a steady and maturing environment. DoubleClick's metrics

The data analyzed were based on more than 2 billion messages sent by hundreds DARTmail customers, measuring bouncebacks, open

rates, click-throughs and conversions (open to sales, or click to sales ratio). The results were reported for 2004 and

compared to 2003.

DoubleClick used unweighted averages for all analyzed categories. This helps eliminating the influence that large email

marketers could have over category averages, as the report states.

The email marketing categories considered in the study were:

\* Business Products & Services

\* Consumer Products

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- \* Consumer Services
- \* Financial Services
- \* Travel
- \* Retail&Catalog
- \* Publisher – Business
- \* Publisher – Consumer

### Email marketing performances

The bounce rates show a slight decline overall, and a more consistent decline in the Travel category, down 54.5% from 14.3%

to 6.5%.

Business Publishers was the only category that increased open rates, however slightly, from 38.2 to 38.3. For other

categories, open rates declined. The open rates' decline in most categories is possibly owed to SPAM increase and reveals

people's reticence to open messages they are not highly interested in.

Click through rates increased in only two categories, Consumer Publisher and Travel.

More interestingly, email–productivity has shown better figures in number of orders per email sent: 0.28% in 2004; but the

average revenue per email sent declined 26.9 percent. The average email order throughout 2004 was \$89, in a year–over–year

declining trend.

### Conclusion

About the overall productivity of bulk email marketing the report concludes: "email marketing is a maturing and relatively

stable marketing tool. Improvements in list hygiene and address collection processes seem to have improved bounce rates, but

flagging response rates suggest subscriber files are beginning to mature."

## **Bulk Email, Spam, and Email Marketing**

**By Steve Lillo**

Excerpted from PlanetLink's Enews – an email newsletter delivered for FREE to your computer. To subscribe, go to [www.planetlink.com](http://www.planetlink.com)

This issue focuses on the effective use of email lists and bulk email for website and business promotion. Bulk email essentially consists of sending the same message to some number of recipients at the same time. Spam is characterized as sending bulk mail to recipients whom you have had no prior contact or permission.

The issue of whether or not to send Spam can be summed up in three words – "don't do it." While it's not currently illegal under Federal law, (although sending bulk non-approved faxes is), it is generally not permitted by Internet Service Providers under their "terms of service" agreement (PlanetLink's terms of service can be found at

Most ISPs will issue a warning

on the first occurrence and cancel a client's service on the second. The reason for zero tolerance is that while the responsible party can literally send millions of messages almost for free, the costs associated with sending, delivering and receiving spam are incurred by the recipient whose time is spent processing unwanted mail as well as the ISPs that transport and store email. A recent European Commission report found that the world wide cost is \$9.36 billion per year.

The other reasons for not sending Spam are the impact it has on the reputation of the company and the risk of interruption or cancellation of service. The other issue of importance for ISPs whose client's repeatedly send spam is that mail sent from their network can be blocked by other ISPs trying to stop spam from reaching their clients; potentially affecting thousands of customers. Under California Bus. & Prof. Code Section 17538.45, sending spam through a mail server based in California is illegal and allows for damages of \$50 per message.

So, if we can't send Spam, what can we use bulk email for?

Bulk email is great tool for keeping in touch with your clients and customers, sending newsletters, service messages, announcing special offers and more. It can also be used to keep in contact with prospects on an ongoing basis and is an effective sales tool for generating new business. Systems can be implemented that make it easy to send automated messages on a regular basis. Systems can also be implemented which make it easy for visitors to subscribe to your list. Subscriber management features also make it easy for you to add, delete, schedule and send messages as required.

PlanetLink can assist you in setting up an effective email list system for your business and can implement anything from a fully automated system to a manual system. For more information, call us at 415-884-2022 or email [info@planetlink.com](mailto:info@planetlink.com).

**Important Tips:** Create an opt-in email list on your website. Don't buy a database of email addresses

and send them bulk email – this is Spam. Spam can be reported to

Collect

email addresses on a "sign up sheet" at public events, trade shows and presentations. Let them know

on the form that they will be added to your email list and give them a check box to confirm their participation. If you send bulk email to your list, make it easy for them to unsubscribe. In the bulk message that you send, remind them of how and/or why they are on your list. Be sensitive to your list – people are busy and they get lots of email.

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