

Title:

Advertising Through Email

Word Count:

356

Summary:

During a email campaign address to your clients, members or mailing list subscribers it is also

Keywords:

advertising, email campaign, email advertising

Article Body:

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The "Email Marketing Use and Trends Report: H1 2004" created upon the information collected from

1. Email checking

The same day you send the email - This is when most of your targeted audience ( 80% ) will receive

2. Failed Email

Sending out a email can fail : when one of your subscribers changed his/her's email address with

A recent study proved that the failure rate when sending the first 5 emails to your subscribers

Sending an email to government institutions will have a smaller failure rate ( 2,41% ), e-commerce

3. Opening and viewing the email

It is already know and proved that sending an email to government institutions, telecommunication

Also, emails sent on Monday's have a bigger receiving & reading rate compared to the other days

4. Link clicking

Emails containing links were accessed in a proportion of 4,27%.

Even if a small number of emails are send during the weekend, the ones that were sent on Saturday

Be smart when sending out emails. Creating and maintaining a mailing list can be a very effective

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