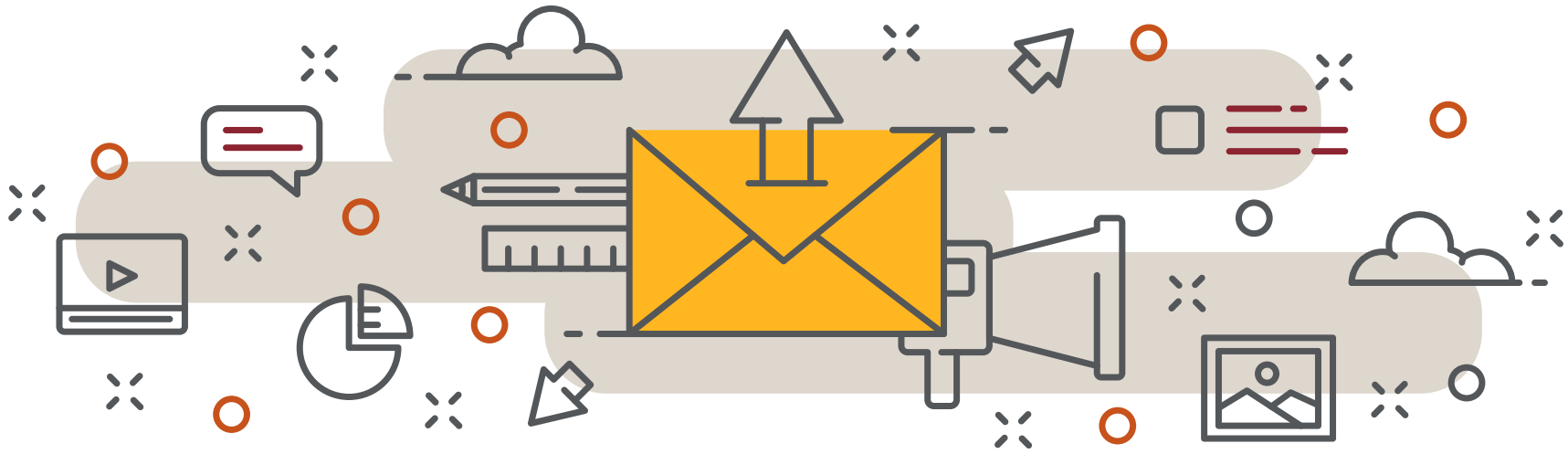


Email Marketing

Power and Pitfalls





The Power of Email

Email has been the engine behind virtually every online marketing campaign for decades (the first commercial email message was sent in 1978). Why has email had such staying power?

Because it works.

Over 90 percent of American consumers check their email daily. In a 2015 survey by BlueHornet Networks, 60 percent of consumers were influenced by an email campaign to make a purchase—and 78 percent make purchases at least once a month based on email.¹ In addition, email is thought to be responsible for about one-third of nonprofits' online fundraising revenue.²

However, the landscape for commercial email has changed rapidly in the last few years.



Commercial email volume has grown steadily, making it harder to get your donors' attention.



The rise of mobile technology has changed the way consumers interact with email, and it has created a demand for new design. It has created new ecosystems; desktop users, Android users and Apple users all interact very differently with email.³



New spam-filtering tools and inbox designs have reduced the number of emails that actually reach targeted inboxes.

Given recent changes in email marketing—and the stakes involved—it makes more sense than ever to rely on experienced, proven email marketers.

Mobile Email Marketing



Over two-thirds of American consumers now check their email on a tablet or smartphone.⁴



In 2011, only **8 percent** of all emails were opened on a mobile device. By the end of 2014, **over half** of all emails were opened on a mobile device.⁵



Nearly a third only read email via their mobile device.⁶

These numbers will only grow in coming years—by 2020, the number of mobile devices worldwide will go from 8 billion to 12 billion, and mobile traffic will increase eight times from its current level.⁷

The spread of mobile email creates challenges for anyone planning an email campaign:

- + Android and Apple users have different reading times, design expectations and response rates. You should factor account of these differences in your planning.⁸
- + Almost half of mobile users will delete emails that are not correctly formatted for mobile viewing.⁹
- + While click-through rates are lower for mobile users, a majority of people who click will click again on a desktop computer. This affects click-through statistics *and* offers an opportunity to more deeply engage your audience.¹⁰

Commercial Email Volume

It's harder to demand attention from today's audience. The average smartphone user engages with their phone for nearly two hours a day—and email takes up only nine minutes of that time.¹¹

The volume of commercial email is up 7 percent from 2014, and 16 percent from 2013¹², with the average person receiving 76 email messages per day.¹³ This distracts your audience and divides their attention. It has also spurred a new problem for email delivery; the rise of new, stronger email filters.



Declining Delivery Rates

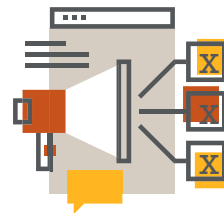
After decades of use, email is still the most common and reliable way to reach your audience—but getting to their inboxes is getting more and more difficult.

Worldwide, **less than 80 percent** of commercial email reaches an inbox—down from **83 percent** in 2014. The decline in the United States is even sharper—in the same period, inbox delivery has fallen from **87 percent** to **76 percent**.¹⁴

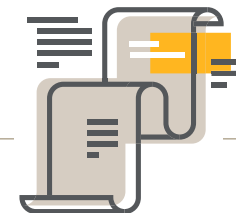
While the decline is slower in industries that rely heavily on customer relationships, such as charity, it is real. Even seemingly well-designed campaigns can fall afoul of spam filters and never reach their intended audience:



Sending email too frequently or with content seen as irrelevant to your readers can cause fatigue. **One in four email** campaigns has a low read rate. Low interaction can raise red flags and mark your campaign as spam.¹⁵



If recipients complain that a campaign appears to be spam, or mark your communications as spam, this can affect how filters view you—and seriously damage future campaigns.



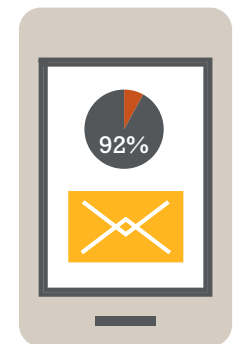
Email is often seen as an inexpensive way to communicate with your entire database. This practice can actually prove to be very costly if your lists are not clean. Sending to inactive accounts from unmaintained lists can get you added to spam filters.

At Stelter, we have the experience and expertise to help you design a truly effective email campaign.

We have a dedicated design staff, a team of writers, editors and digital experts, and years of experience. We know what works in crafting a message and delivering it via email—and we have the technical know how to get it into the inbox. Partnering with best of breed digital platforms, Stelter stays ahead of the curve with the ever-changing digital landscape.

While deliverability has fallen across industries over the last few years, Stelter's email campaigns have stayed strong. We delivered **92 percent** of our emails to their intended audience in 2015, even as the average U.S. campaign fell to 76 percent deliverability by the end of 2014.¹⁶ The first and most important step in reaching your audience is being heard. Stelter has a proven track record of getting our clients' messages where they need to go.

To learn more about how Stelter can help you craft a powerful and successful email campaign, please contact us today at 800-331-6881 or at stella@stelter.com.



Endnotes

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In business since 1962, The Stelter Company is the strategic partner nearly 2,000 leading nonprofits nationwide depend on most to provide expertise on cultivating valuable, long-term donor relationships through a unique combination of industry insight, customer focus and creative services.

Industry Insight / Customer Focus / Creative Services

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