



2009/10

E-Marketing Benchmark

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Introduction

Effectively using e-marketing to drive your sales online is a more cost effective way of communicating with your audiences, and an up-to-date and responsive email list will be a core element of any successful e-marketing strategy.

Open and Click Through rates are two key indicators of how effective your e-marketing activity is. (Other indicators include sign-up, subscribe and unsubscribe rates and of course ticket purchase or other actions you are hoping to stimulate.)

It can be difficult to assess whether your organisation's Open and Click Through rates are 'good' or could be improved without some sort of comparison. So we've put together this benchmarking report, based on the activity we've undertaken for our members. It is specific to Northern Ireland and the arts sector.

Even if you send your own campaigns out through a different system, this arts specific benchmark will allow you to compare and contrast your own statistics against other Northern Ireland organisations.

Methodology

Between 1st April 2009 and 31st March 2010, Audiences NI sent out 193,000 emails to members of the public, as part of 53 campaigns on behalf of 12 different arts organisations, ranging from touring theatre companies to larger venues.

These emails were sent out using Audiences NI's Patronmail e-marketing software, which automatically tracks each email sent as part of a campaign, recording how many emails are first opened, and then subsequently Clicked on by the recipient.

This benchmark is based on this e-marketing activity and the results are presented anonymously, with organisations ascribed a letter A-P.



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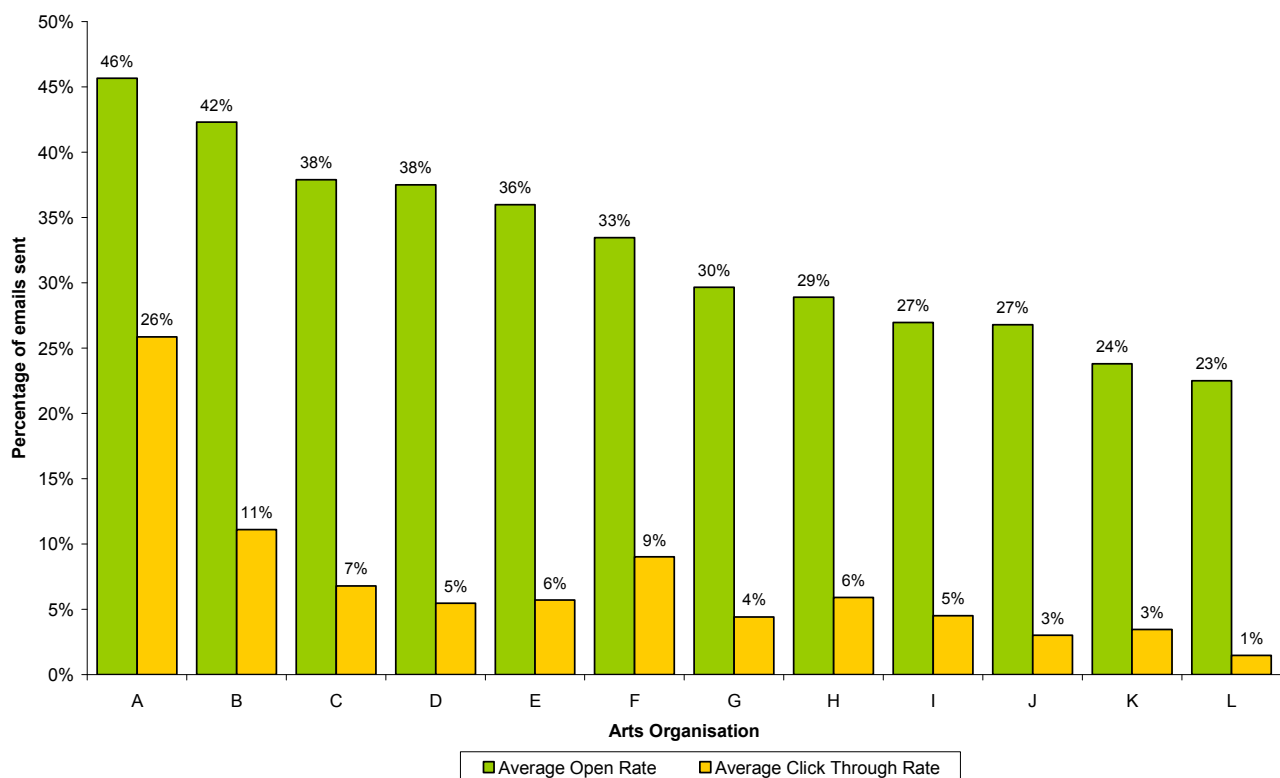
Analysis of response rates

By campaign:

- Open Rates per campaign were 30% on average, ranging between a minimum of 20% and a maximum of 51%.
- Click Through Rates per campaign were 6% on average, ranging between a minimum of 1% and a maximum of 37%.

By arts organisation:

- Average Open Rates per arts organisation ranged from a maximum of 46% at Arts Organisation A to a minimum of 23% at Organisation L.
- Average Click Through Rates per arts organisation ranged from a maximum of 26% at Arts Organisation A to a minimum of 1% at Organisation L.



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- On average higher Click Through rates highlight an email list which is already willing to engage with you online, and are clearly interested in your product.
- A lower open rate on average may be indicative of an email list that is out of date or of a list where the recipients are not used to receiving electronic communications from you yet.
- A lower Click Through rate could be indicative of needing clearer calls to action within your emails, the need to streamline the design of your e-cards or for you to send out more targeted mailings to specific segments of your e-list.

NB: some e-communications still give an option to ring the box office directly, so additional interaction with customers may have been stimulated offline by these campaigns which would not be acknowledged within the Click Through statistics.

What next?

Compare your own statistics against the figures on page 2 to see how engaged your mailing list is compared to other arts organisations.

If you don't currently use e-marketing, or your software doesn't provide you with figures on Open and Click Through Rates, contact marketing@audiencesni.com for advice.

How can we help? Audiences NI currently provides a complete package from sign up forms for your website, e-mail design, campaign delivery, full management of bounces and unsubscribe requests and provision of statistics on open and Click thru rates to assess campaign effectiveness.

GLOSSARY

OPEN RATE: The open rate is calculated by dividing the number of e-mails opened by the total e-mails sent. *(NB: This rate is based only on those patrons who receive HTML e-mails, not text only versions.)*

UNIQUE CLICK THROUGH RATE: This is the number of patrons who Clicked on at least one link in a campaign. Dividing the number of unique Clicks by the total number of e-mails sent gives you the Click Through rate. *(NB: The Unique Click Through rate has been used here, because the majority of campaigns sent out were e-cards with only one link included.)*