Opt-in to **engagement:**

A look at the average email file

Marketers rely heavily on the email channel as a means to connect and enhance the **consumer experience**. But many are realizing that **customer engagement** and **loyalty** are a continual process, not a one-off campaign. As **EPSILON'S EMAIL ACTIVITY SEGMENT EVALUATION** (EASE) shows, obtaining initial opt-in is just half the battle.

710 million non-bounced and opted-in email addresses contacted from January 1, 2012 through December 31, 2012 across multiple industries and approximately 150 clients.

The NEW SEGMENT

RISING STARS
Subscribers who have both opened and/or clicked on an email

QUESTION MARKS
Subscribers who have been inactive for the previous 3 months

The MATURE SEGMENT

SUPERSTARS
Subscribers who have opened or clicked within the most recent 3 months
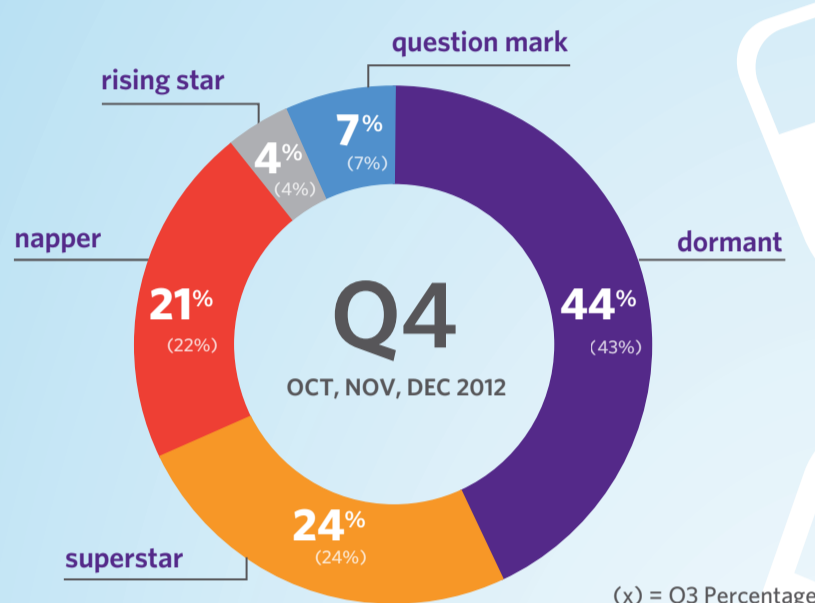
NAPPERS
Subscribers who have opened or clicked emails more than 3 months ago

DORMANTS
Subscribers who have been inactive for the past 12 months

Rising Stars, Superstars and Nappers are considered active segments.
Question Marks and Dormants are considered inactive segments.

Percentage of segments in the AVERAGE EMAIL FILE

Q4 OCT, NOV, DEC 2012

- question mark 7% (7%)
- rising star 4% (4%)
- napper 21% (22%)
- superstar 24% (24%)
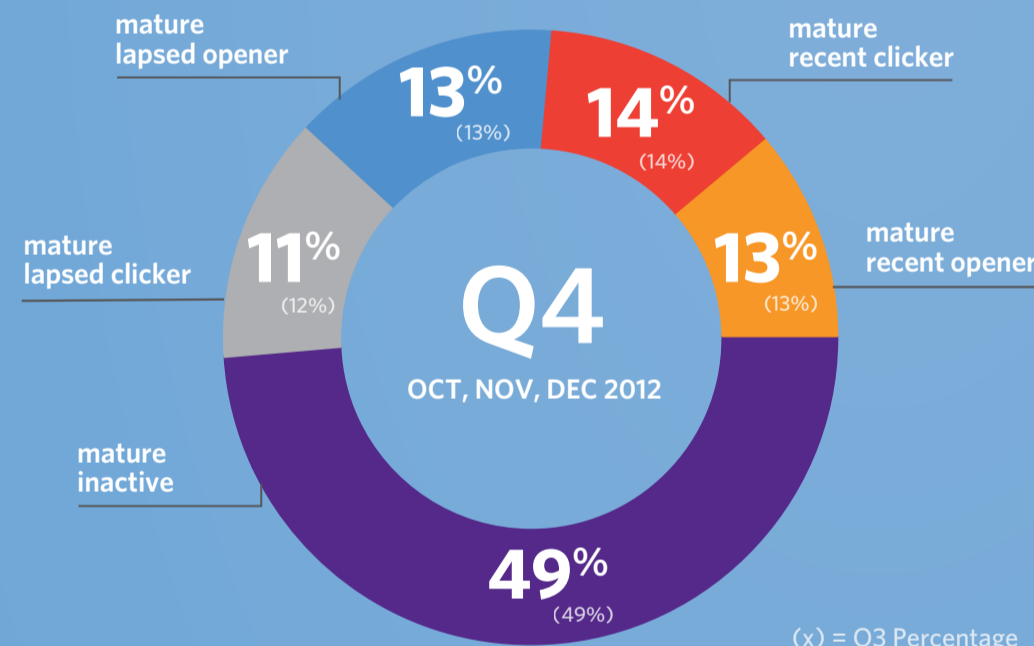- dormant 44% (43%)

(x) = Q3 Percentage

Understanding subscribers' behavior can help marketers develop models based on consumer triggers or identifiers to create better engagement strategies for new subscribers.

NEW SUBSCRIBER BEHAVIOR

Q4 OCT, NOV, DEC 2012

- new opener 26% (23%)
- new clicker 11% (11%)
- new inactive 63% (66%)

(x) = Q3 Percentage
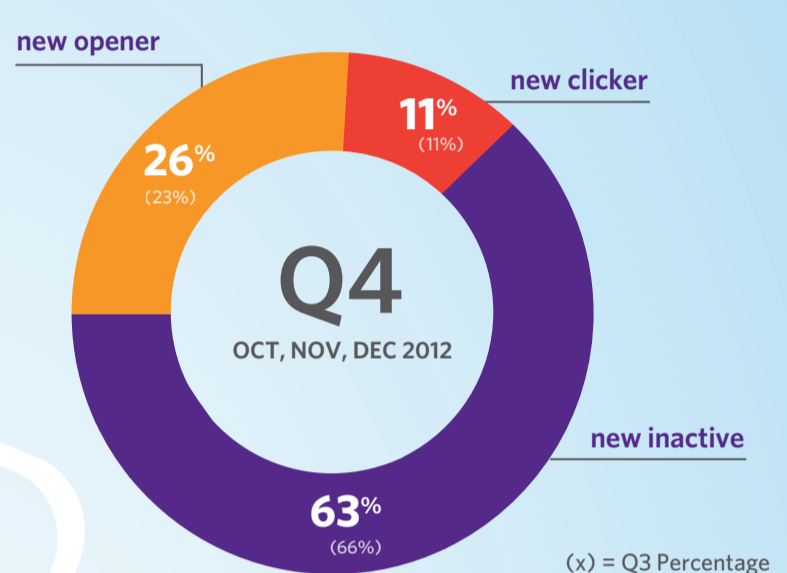
37% of new subscribers are active after initial opt-in to an email program. Meanwhile 63% are inactive, creating a tremendous opportunity for marketers to maintain subscriber engagement.

MATURE SUBSCRIBER BEHAVIOR

Q4 OCT, NOV, DEC 2012

- mature lapsed opener 13% (13%)
- mature recent clicker 14% (14%)
- mature recent opener 13% (13%)
- mature lapsed clicker 11% (12%)
- mature inactive 49% (49%)

(x) = Q3 Percentage

Research has consistently shown it's more cost efficient to maintain a current customer than aquire a new one. To continue to drive long-term value from email subscribers, marketers must constantly work to engage them.

INDUSTRY PERFORMANCE

Retail Apparel again had the highest amount of engaged subscribers, with 36% of their file categorized as Superstars. Financial Services CC/Banks outperformed the other industry categories in regard to onboarding new customers, as shown in the percentage of Rising Stars. How does your brand compare to these industry benchmarks?

INDUSTRY	SUPERSTAR Q4	Q3	NAPPER Q4	Q3	DORMANT Q4	Q3	RISING STAR Q4	Q3	QUESTIONS MARK Q4	Q3
Retail Apparel	36%	37%	26%	31%	26%	24%	8%	6%	4%	3%
Travel/Hospitality	34%	34%	25%	24%	29%	29%	5%	6%	6%	8%
Retail General	34%	31%	25%	24%	30%	27%	6%	9%	5%	9%
Consumer Products	32%	28%	19%	20%	44%	45%	2%	2%	3%	4%
Business Publishing/ Media General	31%	35%	22%	23%	39%	36%	2%	2%	6%	5%
Financial Services CC/ Banks	29%	26%	22%	26%	25%	38%	9%	3%	15%	7%
Consumer Publishing/ Media General	26%	24%	25%	24%	43%	47%	3%	2%	3%	3%
Retail Specialty	23%	27%	22%	27%	37%	33%	5%	5%	13%	7%
Consumer Services Telecom	23%	23%	22%	23%	48%	48%	2%	2%	6%	4%
Business Products and Services General	22%	21%	20%	20%	49%	48%	2%	2%	7%	8%
Financial Services General	20%	23%	22%	22%	45%	46%	3%	3%	11%	7%
Consumer Services General	19%	17%	17%	18%	55%	52%	4%	2%	7%	11%
Consumer Products Pharmaceutical	8%	10%	17%	18%	53%	54%	5%	5%	17%	13%
OVERALL	**24%**	24%	**21%**	22%	**42%**	43%	**4%**	4%	**9%**	7%

For more information download the Q4 2012 Email Trends and Benchmarks report.