



## Press Release

*For immediate release*

### **IMN Reveals Results of Benchmark E-Marketing Research, Based on Data From Over 100 Million E-Mails**

***Study Provides Insights on Readers' Favorite Content and Navigation Habits***

**NEWTON, MA, September 29, 2003**—An IMN, Inc. (formerly iMakeNews) study of data from over 100 million e-mailed newsletters provides insights and benchmarks for e-marketers in a variety of areas—including editorial planning and response rate projection.

IMN, a major e-marketing firm, has just completed research on the impact of its cumulative e-marketing programs. Since 2000, the firm has e-mailed nearly 109 million newsletters to approximately eight million active subscribers and developed data on readers' content preferences and readership patterns. The research is in line with IMN's strategy of Informative Marketing™—which relies on continuous feedback about readership behavior to strengthen the interest of individual subscribers from one e-mail to the next.

IMN is announcing its findings in conjunction with the launch of its new corporate name. The firm—which has more than 800 clients such as Shell Oil, Scudder and Enterprise Rent-A-Car—was formerly known as iMakeNews.

“IMN’s research calls attention to the inherent advantages that e-marketers enjoy,” said Kathleen Goodwin, CEO of IMN. “Today’s technological advances give them instant access to behavioral data on every e-mail recipient—what they’re reading first, what kind of content they read, where they spend the longest time on a page, what they click to next, and which articles they pass along. The more marketers rely on this type of information, the smarter they become—and the better chance they have of sending information that customers want, value, expect and open to read.”

Following are findings of the IMN study, based on mailings by nearly 4,000 clients over three years:

### **Open Rates Vary by Industry**

In industry-by-industry comparisons, marketing communications companies (advertising, marketing, public relations, etc.) and retailers appear to be most successful at engaging their subscribers. Marketing communications firms achieve an average unique open rate\* of 63.2 percent, followed by retailers with a 55 percent open rate. Other benchmarks by vertical industry include:

- Financial services—47.6 percent open rate
- Manufacturing—43.4 percent open rate
- Nonprofit organizations—41.1 percent open rate
- Software development firms—40.9 percent open rate

Overall, the average unique open rate for IMN mailings is 39.4 percent.

### **Readers Value Product Information**

Once they open their e-mails, subscribers actively seek out product-oriented content. Across industries, articles containing information on companies’ products receive 29 percent of readers’ “unique clicks-throughs”\*—followed by

company news (18 percent), industry news (14 percent), “tips and tricks” (11 percent) and other topics.

The IMN study shows that on average, active e-newsletter subscribers read 64 percent of the content in each issue.

“These results present an important opportunity for marketers,” said Ms. Goodwin. “Customers and prospects truly want and value product information. What’s critical is the ability to provide the right product information to the right readership segments—and to continually analyze resulting data to make sure that the content captures individuals’ unique interests and needs.”

### **Reaching Recipients’ Inbox**

On average, 97.4 percent of recipients receive their client emails. Only 0.3 percent bounce due to full mailboxes, and another 2.3% due to incorrect addresses.

“Informative Marketing is a powerful tool for increasing customers’ brand recognition and loyalty, as well as their propensity to buy,” said Ms. Goodwin. “By continually engaging readers, marketers can develop e-newsletters that subscribers not only open, but look forward receiving. This improves branding, retention and customers’ propensity to purchase.”

*\*Note: A unique open rate refers to the percentage of subscribers who click the subject line of an e-mail to open and read it. If an individual opens the e-mail multiple times, only his/her initial click to open is counted. A unique click-through rate refers to the percentage of subscribers who not only open and start to read their e-mail, but then click an inside link for additional information. If an individual clicks multiple inside links, only his/her initial click-through is counted.*

## **About IMN**

*IMN, Inc. empowers organizations to develop and maintain profitable relationships with their customers and stakeholders through e-marketing programs. IMN has pioneered Informative Marketing, an approach that is based on the continuous measurement of responses to content and offers for an improved return on investment (ROI). The company's e-marketing services include e-newsletters, e-marketing campaigns and e-mailed blogs. Founded in 1999 and funded by Brook Ventures, the company offers its services to more than 800 customers globally, including Scudder Investments, Enterprise Rent-A-Car, Shell Oil, Evergreen, Pharmaton and Nelson Bach USA. IMN is based in Newton, MA. More information can be found at [www.IMNinc.com](http://www.IMNinc.com) or by calling 617-964-4400.*

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