

RESPONSE RATES

Know What to Expect

Starting an email campaign can be daunting if you don't know what to expect. Here are some average response rates for email and direct mail so you can have an understanding of what results you may see from your campaign.

EMAIL

There are a number of variables that could affect the success of an email campaign. These include: audience, message relevance, from line, subject line, clarity of message, timing of the campaign, creative/design, use of links and methods of contacting the marketer.

InfoUSA has conducted numerous campaigns for many types of clients. Although we cannot guarantee specific results, the statistics below reflect our recent campaign experience.

CONSUMER EMAIL DEPLOYMENTS

✔ Hi/Low Ranges

Bounce 10% - 35%

Opens 0% - 8%

Click-throughs 0% - 2%

✔ Average

Opens 3% - 4%

Click-throughs .25% - 1%

BUSINESS EMAIL DEPLOYMENTS

✔ Hi/Low Ranges

Bounce 5% - 20%

Opens 0% - 20%

Click-throughs 0% - 5%

✔ Average

Opens 5% - 12%

Click-throughs .25% - 2%

DIRECT MAIL

These stats are from the DMA's Response Rate Trend Report released in April 2012:

✔ Direct mail response rates now stand at 3.40% for letter-sized envelopes mailed to a house list and 1.28% for a prospect list.

✔ Response rates for B2B campaigns were generally higher than for B2C campaigns. Lead generation and high-end average sale campaigns also had better response rates.

✔ Nearly 60% of direct mail campaigns in financial services aimed to produce a direct sale. The average response rate was a comparatively low 2.66% when sent to a house list and 1.01% when sent to a prospect list.

For more information on how to estimate your response rates, or information about InfoUSA email or direct mail campaigns contact an InfoUSA marketing expert.

CALL US TODAY 888.297.0899

