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# The Postfuture Index™

## January – June 2006 E-mail Response Metrics

### Executive Summary

The Harte-Hanks Postfuture Index™ January-June 2006 E-mail Response Metrics reveal highest e-mail open and click-through rates with dynamic personalization, print-at-home incentives and behavior-driven delivery.

### Overview

The Harte-Hanks Postfuture Index™ for January through June 2006 provides comparative e-mail metrics in aggregate, including business and consumer e-mail campaigns as tracked by the Harte-Hanks Postfuture® Enterprise Edition e-marketing suite. First half 2006 data represents more than 4,300 broadcast and transactional e-mail campaigns across 13 industry sectors, including Automotive, Conference Events, CPG/ Manufacturing, Entertainment, Financial, Government, Insurance, Pharmaceutical, Publishing, Restaurant, Retail, Technology and Travel/ Hospitality. Each report is based on unweighted averages for delivered, opened and clicked for each sector total.

*Harte-Hanks e-mail response rates are typically higher than industry standards due to extensive use of 1:1 personalization, print-at-home incentives and behavior-driven messaging programs.*

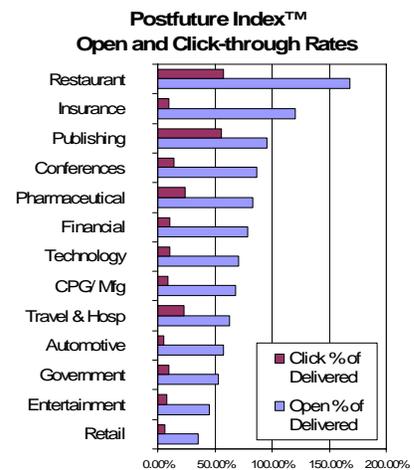
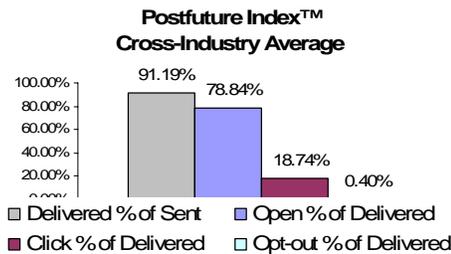
*Harte-Hanks clients access the Postfuture Index™ as an automated benchmark report to measure and optimize e-mail performance.*

### January - June 2006 Cross-Industry Metrics

- Overall delivery rates across all industry sectors and campaign types averaged 91.20% during first half of 2006.
- Open rates averaged 78.84% of all delivered messages primarily due to content relevancy and incentive programs.
- Click-through rates across all industry sectors averaged 18.74% in aggregate of all delivered messages with highest click rates again related to print-at-home coupon offers, individualized e-mail content and behavior synchronized delivery timing.

### Industry Sector Metrics

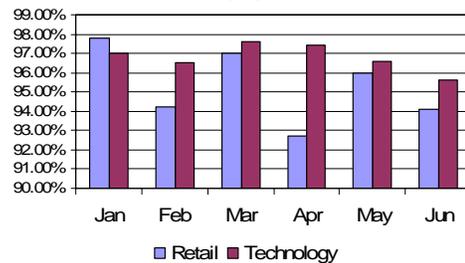
The restaurant sector fared best during the first half primarily due to frequent use of print-at-home coupons to drive in-store redemption. Publishers fared nearly as well due to strong audience affinity to subscription content. Lowest response rates were found in the retail sector.



### Delivery Rates by Industry Sector

- Top delivery rates were in Retail, Entertainment, Publishing and Government sectors ranging from 96.50% to 97.30%.
- Lowest delivery rates were in Insurance and Tech sectors ranging from 79.65% to 85.03%.
- Delivery rates for Retail sector was highest in Jan/Mar while Technology was lowest in June.

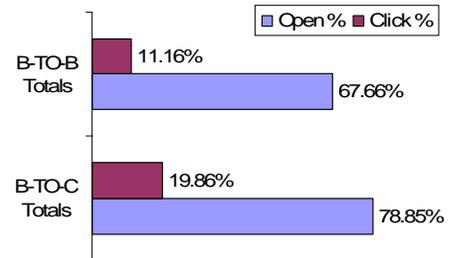
Retail / Technology Comparison  
Delivery by Month



### B-TO-B and B-TO-C Audience Comparison

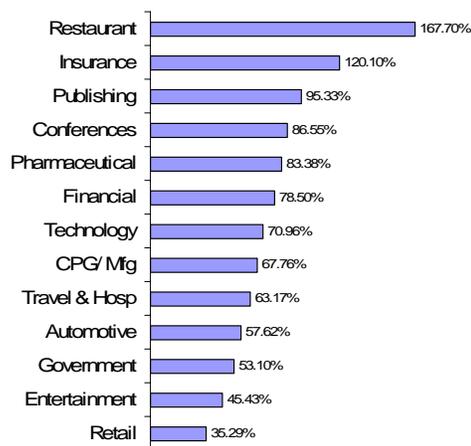
- B-to-c e-mail delivery rates (92.20%) were slightly higher than b-to-b (91.60%).
- B-to-c e-mail opens as a percentage of delivered also averaged 16% higher at 79% compared with a b-to-b view rate of 68%.
- B-to-c click through rates were also higher at 20% compared with about 11% for b-to-b.

B-TO-B vs. B-TO-C Comparison



*Transactional marketing messages consistently demonstrate a 280% better open rate and 430% better click-through rate than ordinary broadcast e-mail.*

### Open Rates by Industry Sector



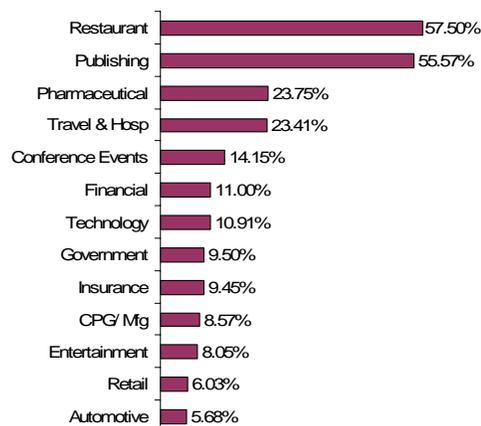
While b-to-c response rates were significantly higher than b-to-b, unsubscribe requests were higher for consumer e-mail campaigns at 0.41% compared with 0.29% for business oriented messages.

### Relevant Content and Timing Works Best

The best performing e-mail campaigns combine personalization and behavior-synchronization:

- Behavioral Messaging: large retailer averaged 74.20% opens, 24.10% click-through and very low 0.10% opt-out by synchronizing offers with in-store activity.
- Transactional Cross-sell: account status e-mails with dynamic product recommendations produced 148.80% opens and outstanding 20.40% click-through rate.

### Click-through Rates by Industry Sector



### Impact of Incentives

When print-at-home coupons were included in consumer promotional e-mails, print rates were over 4% of e-mails delivered. However, when print-at-home certificates were sent as part of a transaction-based loyalty program, print rates approached an impressive 20% of delivered.

*For information on Harte-Hanks Postfuture® e-mail marketing solutions, please call (972) 889.2226 in the USA..*

*The Postfuture Client Services Group is available to review your organization's e-mail marketing results against industry sector metrics.*

*For more information, contact support@postfuture.com.*

**Conclusion**

During the first half of 2006, marketers accelerated rollout of customer-centric e-mail strategies, including personalized product recommendations, behavior-driven messaging dialogues and print-at-home incentives to deliver individualized marketing offers. Likewise, momentum towards the outsourcing of transactional and customer service e-mail delivery continues to increase as marketers realize the value of transactional e-mail messages for cross-sell/up-sell marketing. Those companies using e-mail as part of a multi-channel, customer lifecycle strategy continue to see above average customer retention and response rates with improved ROI results across all channels.

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