



Email Marketing Benchmark Study Newsletter Subscription & Welcome Emails

Part 2: The Welcome Email



Study

TERADATA INTEGRATED MARKETING APPLICATIONS: DIGITAL MESSAGING

TERADATA

Contents

Executive Summary

Starting Point

Approach

- 5 Methodology

The initial emails after sign-up

Reach customer inboxes in minimum time

- 6 Quick response for good recognition
- 8 The waiting time before the first regular newsletter is received
- 8 The first contact after the sign-up - what is sent?
- 10 Teradata Expert Tips

The content of the welcome email

- 11 Good recognition as a sender
- 12 Whitelisting - the way into the recipient's address book
- 13 The subject line - the junk mail filter
- 14 Corporate information in the first email
- 17 The use of customer data in welcome emails
- 20 Cross media linking, social media and viral elements
- 22 Teradata Expert Tips

Conclusion

Appendix

- 24 List of companies
- 26 List of images
- 26 List of diagrams



The welcome email - the first impression counts

Executive Summary

Address quality and mailing list expansion are the two fundamental success factors in email marketing. Welcome emails (i.e. the emails which a new newsletter subscriber receives directly after registration) are particularly important in this context. This is an excellent opportunity for every email marketing manager to impress new subscribers with their own brand and to involve them more. In general, welcome emails have the highest opening rates of all email campaigns. They ideally reach the customer straight after sign-up when their attention is at its greatest and they are awaiting a direct response from the company.

The European Benchmark Study Newsletter Sign-up & Welcome Emails examines the registration processes of 80 of the biggest European e-commerce retailers, including Ikea, OBI, Decathlon and Esprit. During the first part of the study, (which is available separately) the registration process up to "Subscribe Confirmation" is analysed. Here in the second part of the study, we analyse the welcome programme in detail. It is surprising that many email marketing managers do not seem to have taken the old saying "You never get

a second chance to make a first impression" on board when it comes their own email communication. All too often, the welcome email is still treated as a purely technical confirmation email and valuable potential is consequently wasted.

One of the most interesting results of the second part of the study is, for example, the misunderstanding between collected and used data. For instance in Germany, only 35% of the companies used data obtained during the registration process to personalise the welcome emails. E-commerce providers from the UK show how things can be done better. Here, 70% of companies personalise the emails which form the customer's first impression. German companies also have some room for improvement in advertising their newsletters: all 20 retailers examined advertise their newsletter on their website homepage, however the sign-up area box is difficult to find in almost 40% of the companies.

The German e-commerce retailers are the front runners in terms of the speed at which the customer receives the welcome emails.

However in the UK, a welcome email was still not sent by 25% of the companies one day after registration and 15% of the French customers had to wait over a week for an initial sign of life from the company. Germany secured the top marks with 100% of the companies

sending the confirmation or welcome email within 10 minutes of registration.

However, only a few providers were really able to impress when it came to sending welcome emails. Many failed to take advantage the “welcome programme” trend, which arouses customer curiosity for the subsequent newsletter by repeating the key benefits, and offers the user the opportunity to directly express their preferences. Of the German retailers examined only 5% provide a welcome programme. The front runners are France and the UK with 15% respectively. The most commonly provided information during the registration process are the unsubscribe link/ unsubscription instructions, followed by the benefits, a picture/link to the current newsletter, details about the frequency of the newsletter and customer service contact details or company information. It is also interesting that only a small proportion of companies use the last page of the registration process (i.e. the confirmation page) to arouse curiosity for the first email or the first newsletter. Fewer than 15% of companies repeat the benefits at this very important point for user navigation.

Starting Point

An email marketing campaign’s effectiveness increases by the distribution of relevant content to the recipients. This was confirmed by over half of the companies questioned by MarketingSherpa in 2010¹.

To create relevant content, the newsletter subscriber must be convinced (as described in Part 1 of the study) to provide information about him/herself and his/her preferences.

Do e-commerce companies really use this data for the segmentation of the subsequent emails? Are emails really tailored to customer needs and how are spam complaints prevented?

Part 2 of the study examines the emails sent following registration up to the sending of the regular newsletter and also provides answers to important questions about welcome and confirmation emails.

¹Marketing Sherpa, Email Marketing Benchmark Report, 2010.



Approach

The study is based on 320 registrations to various e-commerce retailers in Germany, France, Italy and the UK and has been conducted by Teradata.

Methodology

In Part 1 of the study (Newsletter Subscription Process), the registration forms and input fields (the fields which need to be completed to subscribe to a newsletter) were highlighted.

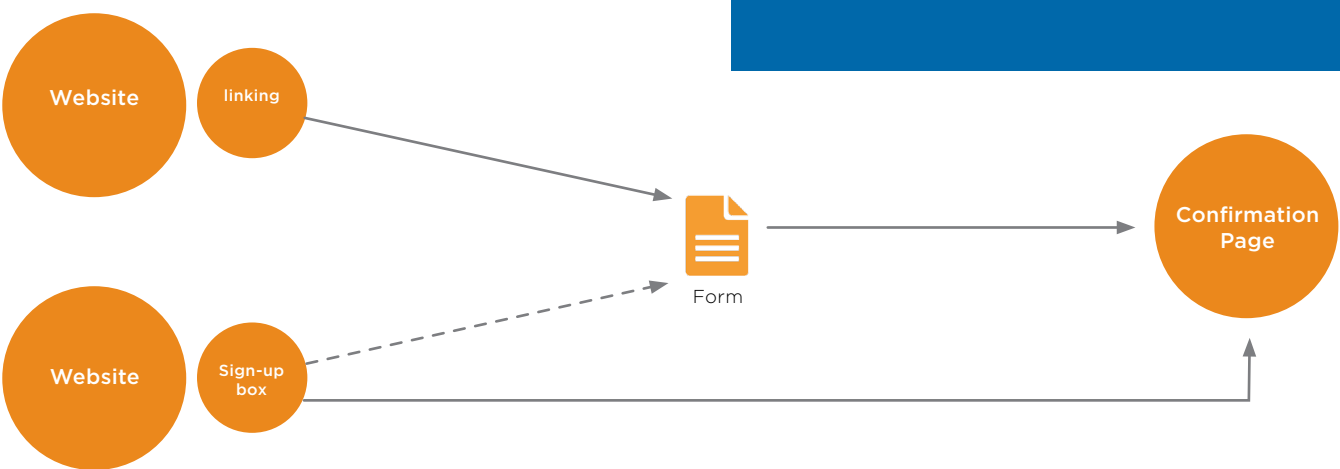


Fig. 1: The newsletter registration process examined by Teradata

In the following study, we analysed the emails sent following registration up to the first newsletter. For this purpose, the 20 e-commerce retailers (from the 4 countries examined in Part 1) and their websites were used in order to request newsletters.

Therefore, within the scope of the investigation, the emails sent by 80 companies or country subsidiaries were compared, both nationally and internationally. In the test for each company, four registrations were sent at different times and conducted using different personal data. Through this, differences in the newsletter design (changed subject line, different offers) which are not directly recognisable to the customer are included in the evaluation.

A registration was carried out for a female and a male subscriber. The second registration took place several weeks later with a new name and a separate email address.

Info

DMA research predicts that commercial email generates sales of around 21.9 billion dollars.

And rather impressively, for every dollar spent on commercial email, over 48 dollars is generated in sales.

– Direct Marketing Association, Retail Email Subscription Benchmark Study, 2007

The initial emails sent, through to the receipt of the regular newsletter were then evaluated. Both the personalisation and general approach were considered in the evaluations, as was the brand communication.

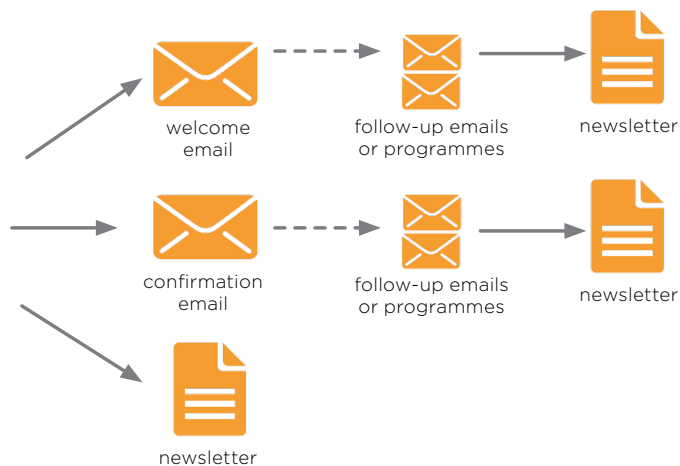
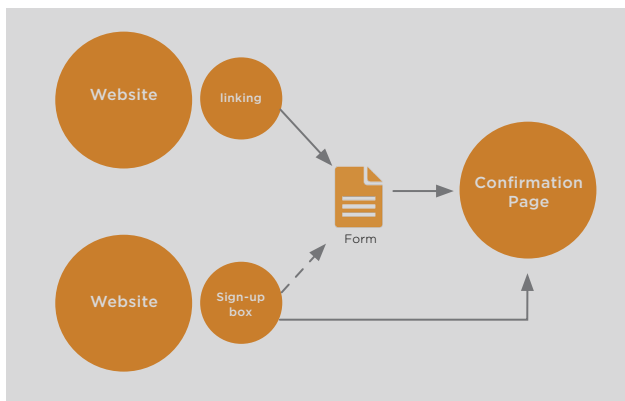


Fig. 2: The newsletter registration process examined by Teradata

The initial emails after sign-up are crucial to the customer’s ongoing willingness to show interest with the information being sent to them. A customer’s interest is still high and the conversion rate of these emails is also good. Furthermore, transaction confirmations were considered as worthy reading by 64% of the addresses¹.

This means that the opening rate of the welcome or confirmation emails is much higher than that of subsequent newsletters.

Therefore, a memorable welcome email is the first step towards a sustainable customer relationship. Even if the welcome emails are mainly automated, they should be regularly optimised and reviewed.

Even if there are legal limitations which prevent numerous adverts and offers in the first email, the initial customer contact should be more than just a sign-up confirmation.

Reach customer inboxes in minimum time

A prompt response to the registration of a new subscriber is a generally well established finding. The quicker a newsletter is sent following sign-up, the more willing the customer will be to read the received email. Due to the number of emails sent everyday, it is crucial to use this phase of heightened attention in the best way possible.

¹Marketing Sherpa: Email-Marketing Benchmark Guide, 2009

Quick response for good recognition

In the majority of the studied registrations, a confirmation or welcome email was sent immediately. The first email was usually sent within 10 minutes of registration. With the confirmed opt-in, the quick reaction is understandable, as the active co-operation of the recipient is required for the actual newsletter delivery. Therefore, the confirmation link for registration was sent by all of the retailers within the first 10 minutes.

With other registration processes, delayed responses were found regardless whether the process adopted the single opt-in or a double opt-in method.

A quarter of the UK and French retailers had a response time of a week or more, by which time one has to assume that many customers had lost interest.

Quote

For Volker Wiewer (Vice President International, Marketing Applications at Teradata), long waiting times are incomprehensible:

“In the era of professional email marketing systems, response times of severable days are inexcusable. The challenge of email marketing is no longer in prompt responses, but in a professional introduction to the offer and a higher conversion rate.”

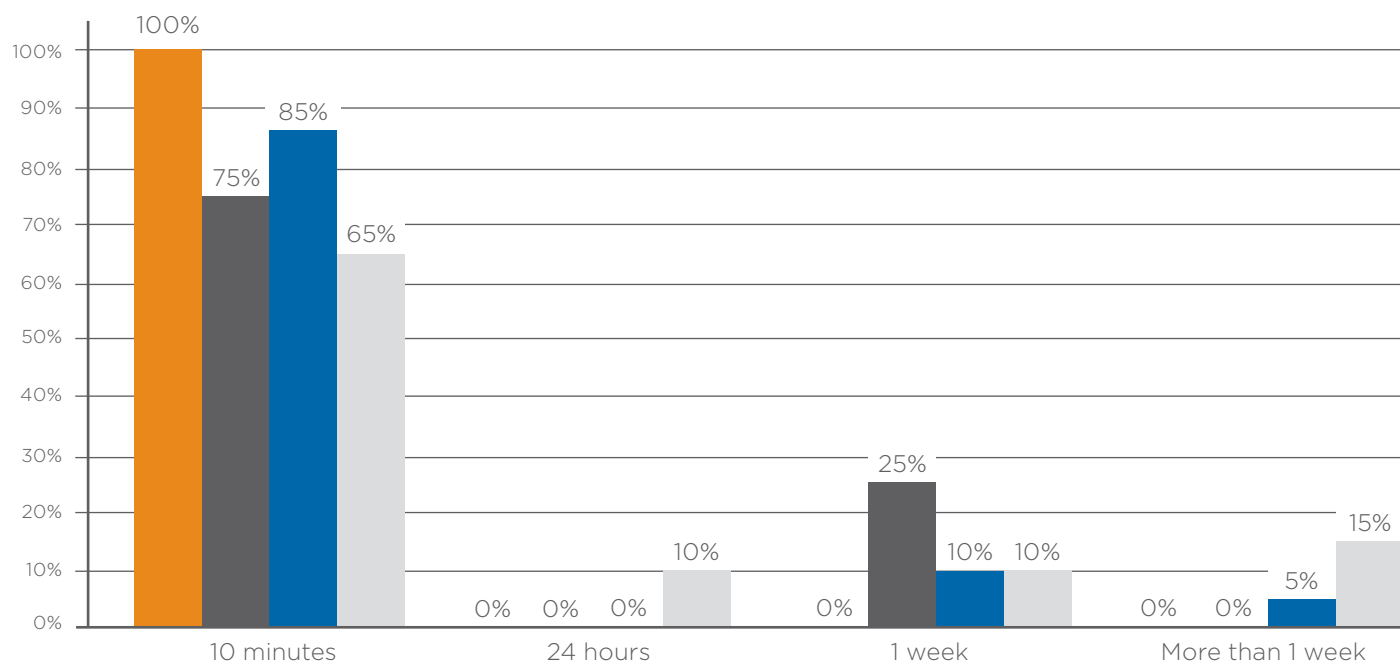
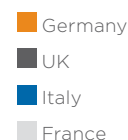


Diagram 1: Time between the initial registration and receipt of the first email



The waiting time before the first regular newsletter is received

Even if the first email arrives in the customer's inbox quickly, the following newsletter will sometimes face significant delays.

In extreme cases, the waiting time for the first newsletter was up to three months. If there is going to be a significant delay in the customer receiving the first newsletter, then a corresponding welcome programme is required to fill in the time before the first newsletter is sent.

However, often no further contact was made between the confirmation or welcome email and the receipt of the newsletter. Due to the substantial gap, the subscriber has generally forgotten about their registration by the time they receive the first newsletter.

Info

Customer engagement is at its highest at the start of the contact.

– Marketing Sherpa, Email Marketing Benchmark Guide, 2009

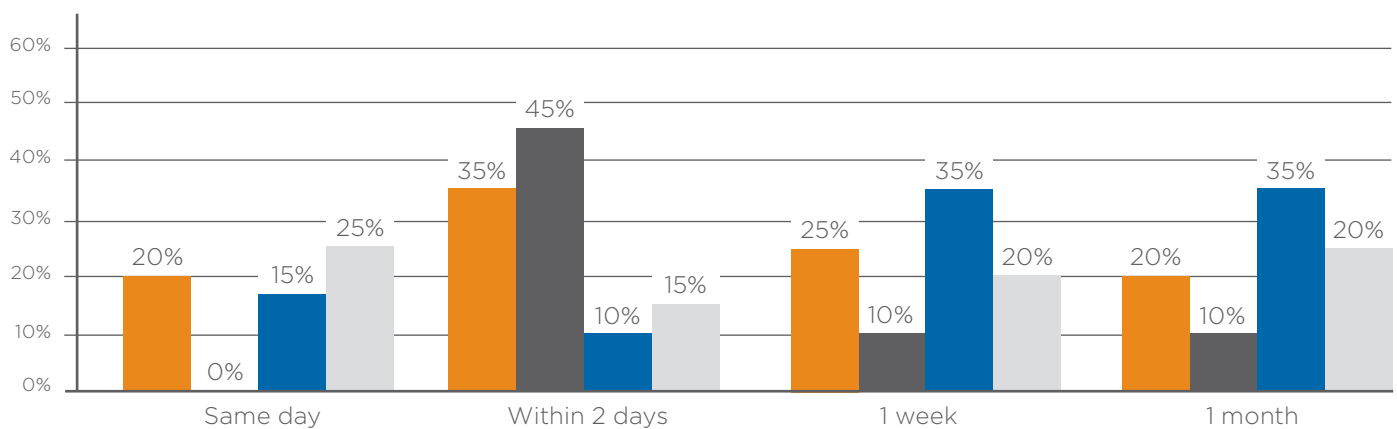
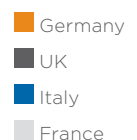


Diagram 2: Time before the regular newsletter is sent



The first contact after the sign-up - what is sent?

At the other extreme is the sending of the current newsletter directly after the sign-up. This direct introduction to the regular newsletter is always connected with single opt-in processes and is most notably used in France and the UK. Even if the customer does receive the requested information immediately, the opportunity to use the heightened attention of the customer for special offers or individual introductions is lost.

Through the restrictive procedures in German law, none of the retailers have confidence in the single opt-in process. Therefore, the newsletter is never sent directly after registration.

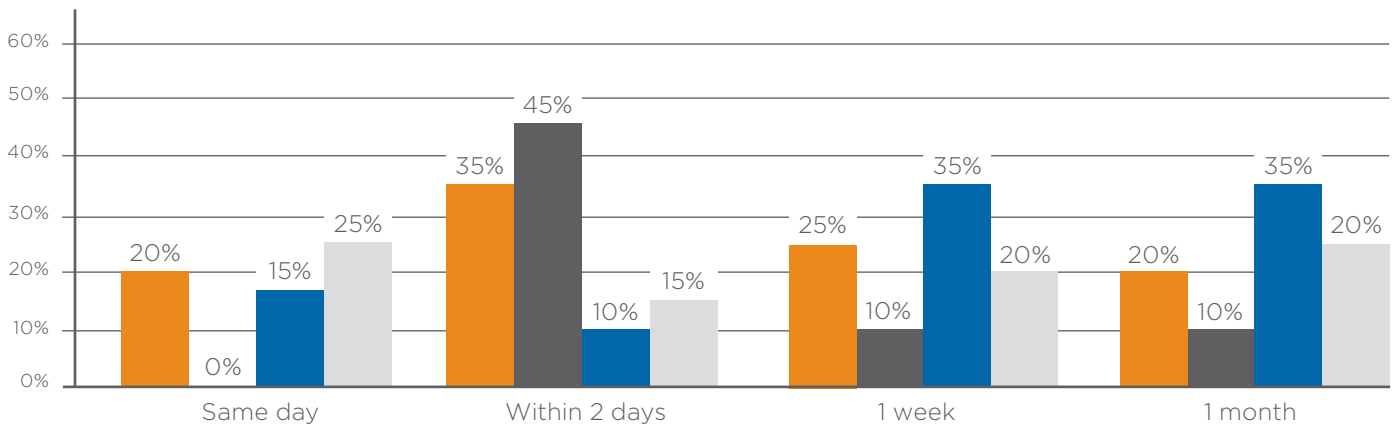


Diagram 3: The first email: programme, regular newsletter, welcome email or confirmation

- Germany
- UK
- Italy
- France

It should be remembered that most confirmation emails only contain the link for the final newsletter registration, which means in 45% of the confirmation emails there is still some improvement potential with regards to the design of a more appealing confirmation programme.

In other countries, the confirmation emails contain a significantly higher proportion of advertising content, as evaluations in the chapter “The content of the welcome email” show. Thus, the need for further specific emails for new customers is partially lower here.

Quote

“After the newsletter sign-up, welcome programmes are the best strategy to successfully turn a newsletter subscriber into a customer. Unfortunately, few online retailers currently exploit this potential.”

– Jasmin Altenhofen, Teradata



Despite everything, with the welcome or confirmation programme, it is preferable to make reference to the brand and the advantages of signing up in a targeted way.

In Germany, 40% of retailers respond with the corresponding programme, where the majority are sent a relatively simple confirmation programme (i.e. as emails which do not contain any incentives or offers with which the customer is welcomed). Welcome programmes which contain special offers or links to particular services were only found in 5% of the German emails for new customers. The situation is better in the UK and Italy where at least 15% of emails were enhanced in this way.

Teradata Expert Tips:

- Check the delivery settings of your email programme. Confirmation emails should reach subscribers within 10 minutes.
- Ensure subsequent information follows the first email as soon as possible. The registration process should be completed within one week of initial contact with the customer and the customer should have already received information such as the current newsletter.
- Design welcome or confirmation programmes which familiarise the new customers with your offers.

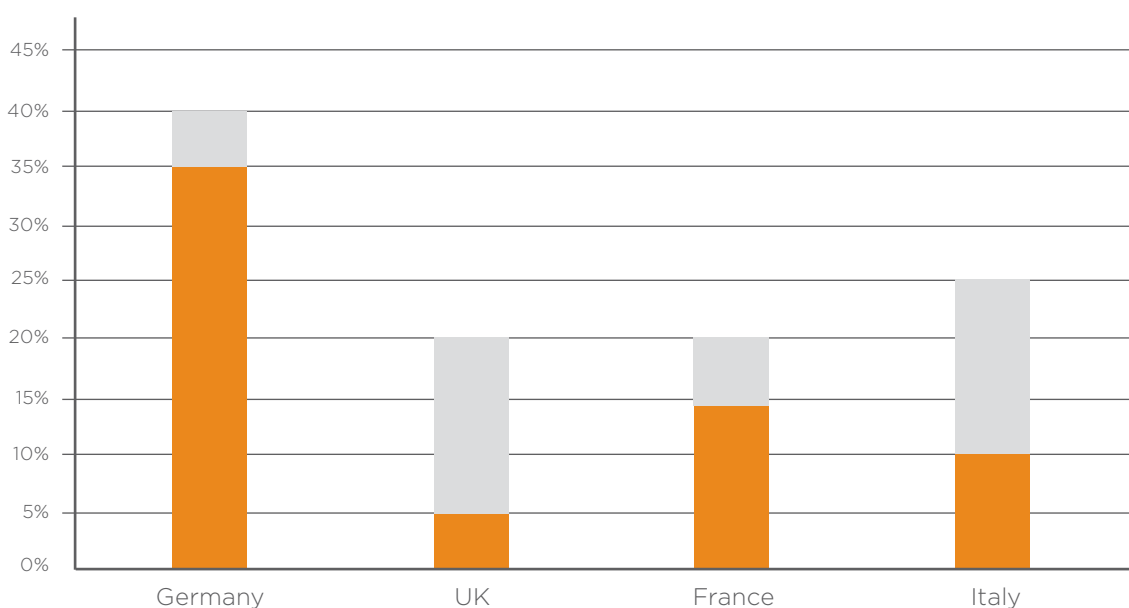


Diagram 4: Welcome programme versus confirmation programme

■ Welcome programme
■ Confirmation

The content of the welcome email

The content of the first email is largely affected by legal conditions in the respective countries. If restrictive legal practice is normal, few advertising promotional elements are incorporated into the confirmation or welcome email. From an advertising perspective, the initial contact can be extremely limited (as it is in Germany). Nonetheless, even these emails with a very narrow scope for design should contain a basic level of personalisation and recognition or brand communication elements.

The legal restrictions should lead to the increased sending of a confirmation programme. Emails sent following the first confirmation email will then be able to contain the promotional elements which were not able to be sent immediately.

By contrast, e-commerce companies in other countries already send their advertising message with the first email.

Good recognition as a sender

The company name must be specified in the subject line, the sender address or in the additional address information.

The design of the newsletter should be designed to reflect the corporate branding so that it is recognised by the recipient and reduces the risk of spam complaints.

It should be noted that the sender address is often masked in the inbox and only the additional address information is shown. Thus, specifying a name here or in the subject line makes the email more important. Around 30% of retailers forget to specify their own brand here. In the worst case scenario, “do not respond” or “do not reply” are shown in the “from” line. This is not recommended.

Warning

The inclusion of “do not respond” or “no reply” in the sender address means that the dialogue unintentionally becomes an advertiser monologue:

Jasmin Altenhofen, Teradata, advises:

“Dialogue marketing without searching for the dialogue is a contradiction in itself. Don’t give the impression that you are just interested in sales. Your customers are looking for dialogue.”

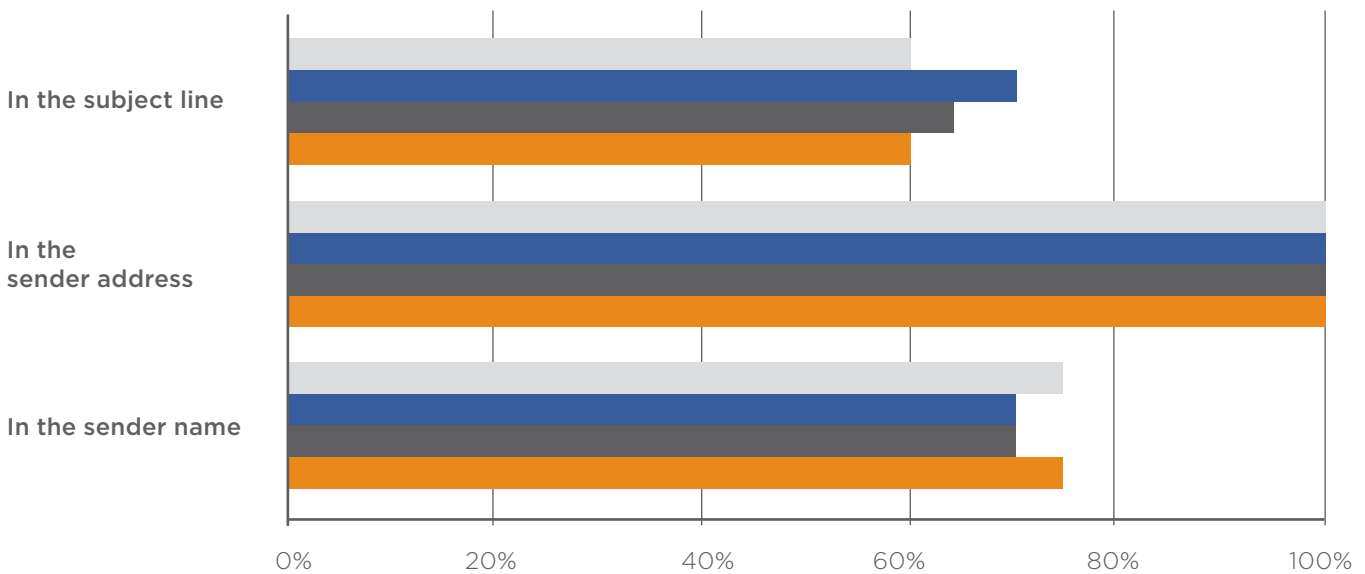
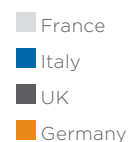


Diagram 5: Newsletter branding



The furniture retailer Ikea plays it safe by incorporating its name into all of the necessary places for recognition.

Whitelisting – the way into the recipient’s address book



Fig. 3: IKEA’s sender address, email address and subject line

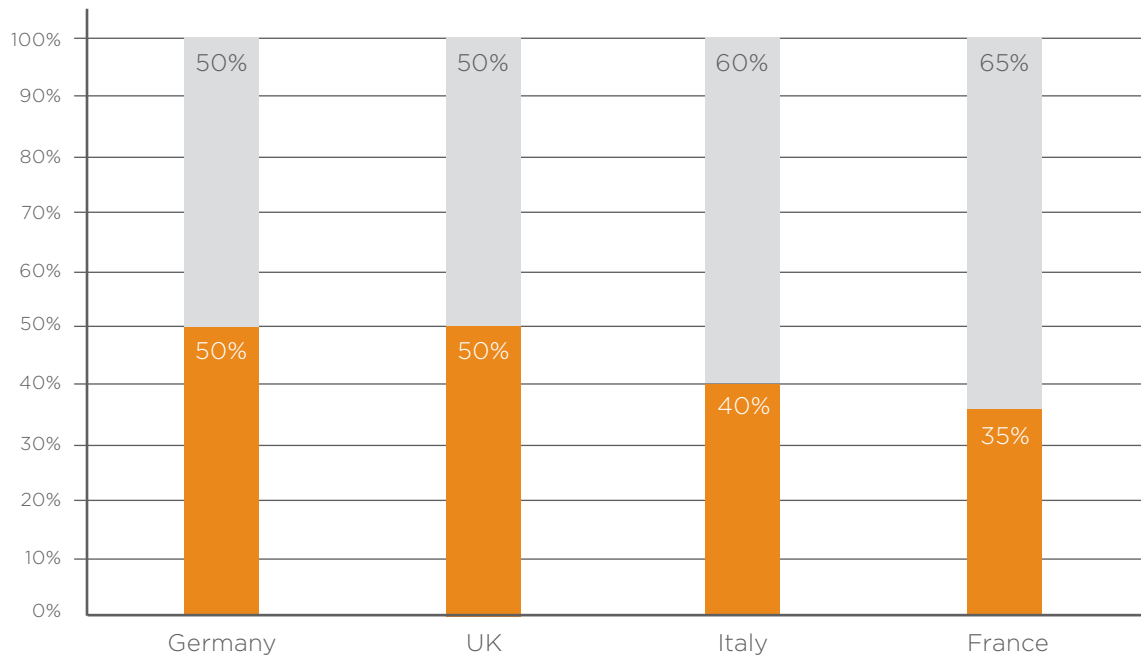


Diagram 6: Identical sender addresses with first email and regular newsletter

■ Different addresses
■ Identical addresses

The sender of a welcome email should enable the customer to transfer the address into their personal contacts list. This guarantees that the email will not be filtered from the customer’s inbox as spam without reaching the intended recipient.

However, saving the address is only really useful if the address used for sending the welcome email is identical to the general newsletter address. In Germany and the UK, this was considered by half of examined companies. In Italy and France, this quota decreases again to 10 or 15 % respectively.

Quote

“Whitelisting is becoming more and more important with the increasing number of emails in customer inboxes. In addition to a link on the sign-up pages or in the email, the email address used for delivery should also not be forgotten.”

– Volker Wiewer, Vice President International, Marketing Applications at Teradata

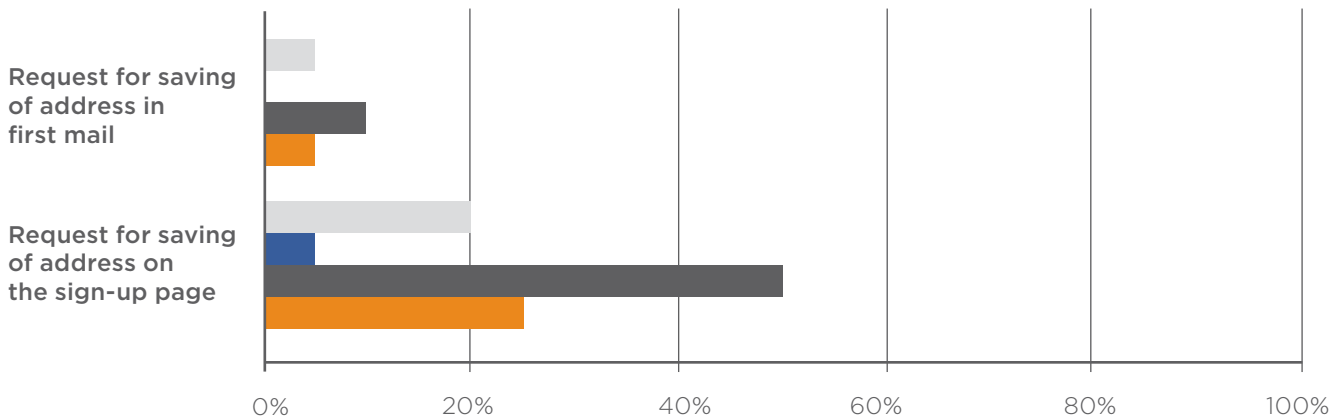
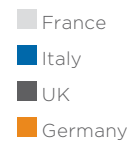


Diagram 7: Explicit request for whitelisting



A special link in the email which directly indicates that the address of the retailer should be transferred into the contacts list is mainly provided in the UK. In the other European countries, this opportunity to design the email to ensure that it is delivered is rarely used. Comparably, requests for saving sender address are also rarely included in the registration process.

The subject line – the junk mail filter

If the brand has not been specified in the sender name, this must be made up for in the subject line. Hence, the largest amount of brand naming in all of the tested welcome emails was found in the subject line. Double mentions, both in the subject line and also in sender name, are quite normal (but by no means necessary) to draw attention to the brand.

When sending registration confirmations, it needs to be highlighted that this is not the regular newsletter. With a confirmed opt-in process, action requests such as “please confirm” or “confirm” in the subject line can be used to draw attention to other promotions.

The subject line was also earmarked with phrases such as “registration confirmation”, “welcome email” or “registration” in the newsletters studied within the scope of the study. This way, the subscriber is informed that it was sent as a response to actions which he/she previously started and the newsletter clearly distinguishes itself from junk emails.

Info

Including the company name in the subject line increases the opening rate from 32% to 60% compared to non-branded subject lines.

– Jupiter Research 2007

Another elegant way of sending the sign-up confirmation also involves an explicit thank you for the customer’s registration. Here you are also showing that you are directly responding to the actions of the newsletter subscriber and are at the same time using the opportunity to express your gratitude for the new contact. Mentioning the subscriber by name is only used in France and Italy and is an exception in the design of the emails.

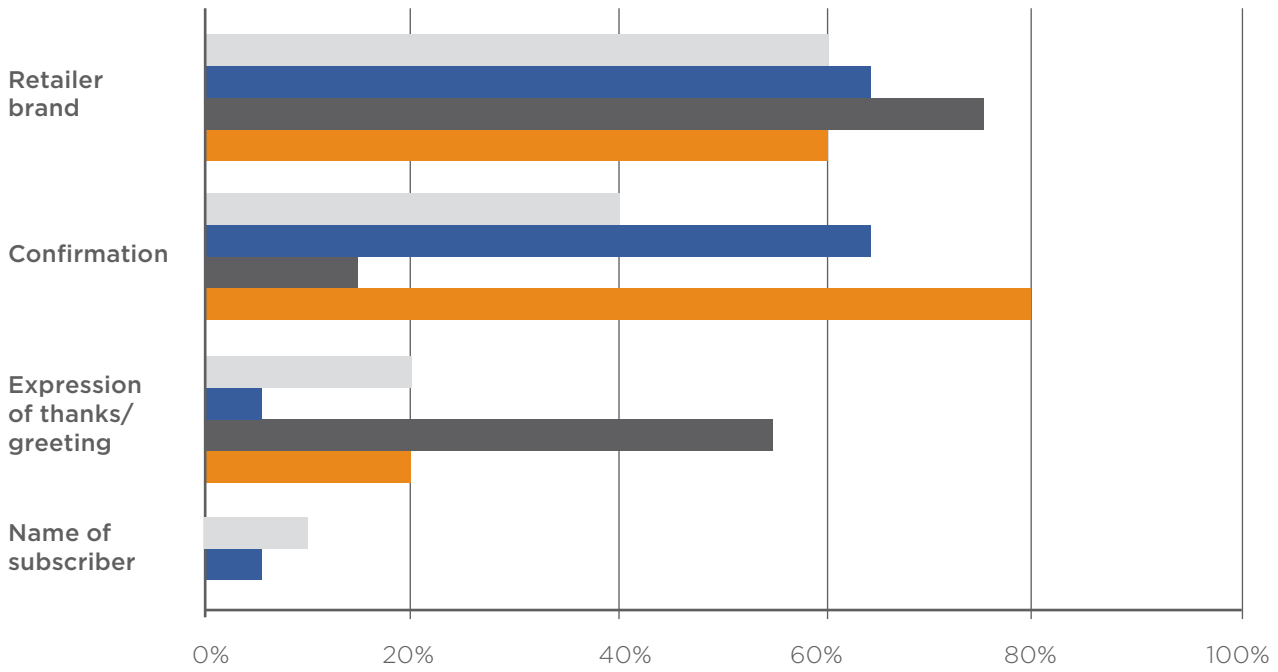
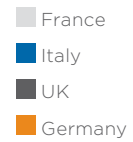


Diagram 8: Subject line content



Corporate Informationen in the first email

According to surveys carried out by Forrester Research, the main reason for newsletter sign-ups to online retailers are special offers and reductions.³ But up-to-date and informative content is also a reason for requesting a newsletter.

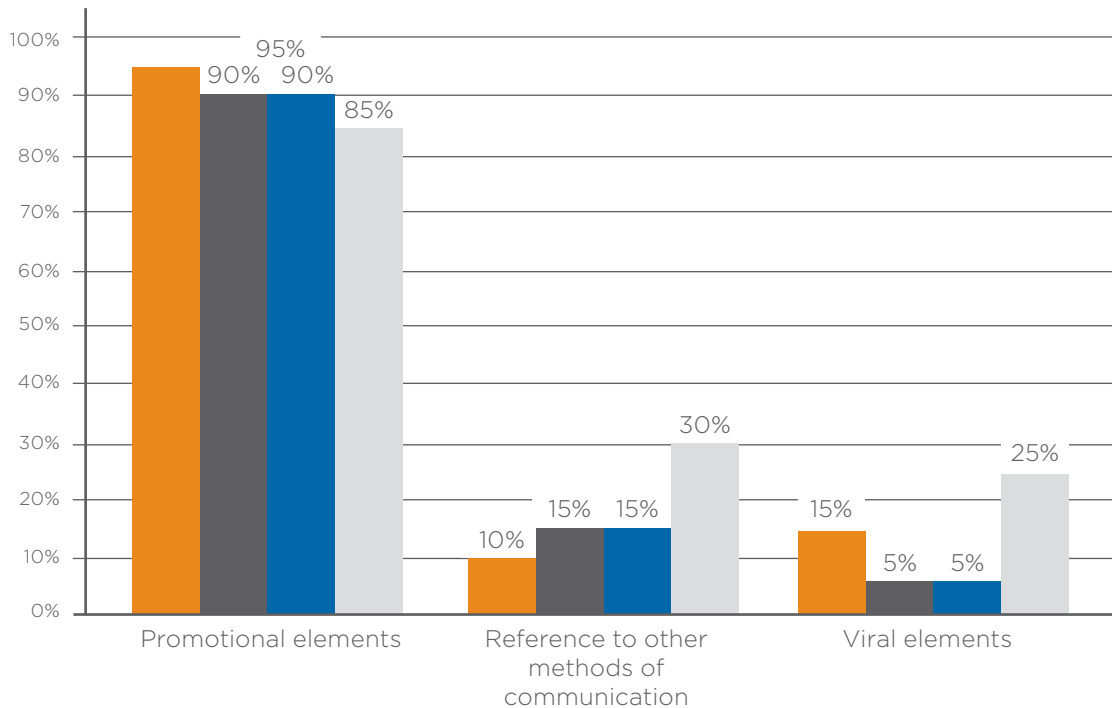
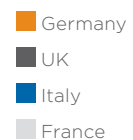


Diagram 9: Promotional elements in the first email



³Forrester Research, Why Consumers subscribe for email sing-ups, 2009

Among 90% of the European providers, offers are already tailored to interests in the welcome email through the inclusion of promotional elements. Despite the strict legal conditions, even in Germany only 5% of the companies avoid promotional elements. However, in the first email, these are often only links to the homepage or the specification of the benefits in the confirmation of the newsletter subscription.

Info

Italian online users are more interested in brands (less so in prices or easy-to-find information) than any other comparison group in Europe.

- Forrester Research, How to Win Over European Online Shoppers, 2009

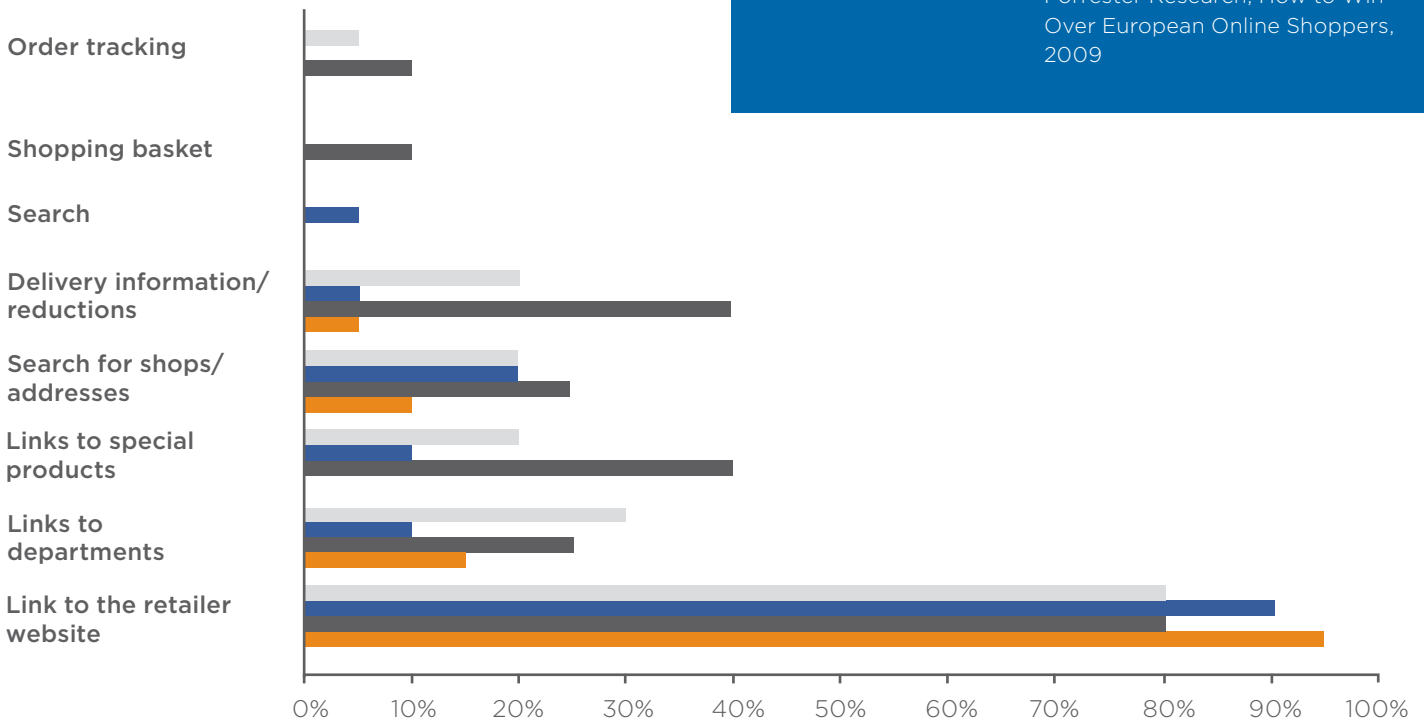


Diagram 10: Promotional elements in the first email

France
Italy
UK
Germany

Yet a link to the homepage of the online retailer is also the most common promotional element in the following emails.

The other countries have a slightly higher number of initial emails without promotional elements. The promotional inclusions among the remaining emails are significantly more striking in their design.



Fig. 4: Registration confirmation from the online shop of the fashion retailer Mexx

Personalised information, such as a reference to suitable products or a link to the closest shop, are only used to a noteworthy degree in the UK and France. The UK also uses the largest variety of different promotional elements in its welcome email.

Germany is overall extremely careful in incorporating advertising, as the low percentage for the promotional elements used indicates.

In the other countries, the first email is also somewhat reserved when it comes to advertising. Offers such as free delivery are most notably seen in the UK.

Kaleidoscope offers, for example, reductions on the next online purchase. Through the HTML email design, the layout can be closely adapted to the appearance of the homepage. Through this, practically all of the website navigation options are also accessible via the newsletter.

The order process is also described in more detail in the first email to reduce any potential fears and uncertainties concerning the online order.

The direct inclusion of ordering options (linking a shopping basket) and order tracking are mostly incorporated with the creation of a user account during registration among other retailers. This, however, was not the case with Kaleidoscope.

Buying was pushed to the forefront in the welcome email without even having to create a user account.

Info

Text-only welcome emails are becoming increasingly more old-fashioned. In 2008, over 89% of retailers sent HTML welcome emails, this in comparison with 78% in 2007 and 69% in 2006.

– Chad White: Retail Welcome Email Benchmark



Fig. 5: Welcome email from Kaleidoscope



The use of customer data in welcome emails

As already shown in Part 1 of the study, the data collected for an online sign-up varies significantly. This creates anticipation for individual email campaigns even from the initial customer contact. It is surprising to note that in Italy half of the emails sent are not enhanced by any of the numerous items of information requested.

Some of the information gathered at sign-up is most often used for personalising the first email in the UK with a rate of 70%. In France, 40% of online retailers send the first email without using the contained information for special personalisation and in Germany up to 35% of all welcome emails are still not enhanced by customer data.

Info

Segmented campaigns have a 30% higher opening rate and 50% higher click rate than undifferentiated campaigns.

– Marketing Sherpa, Email Marketing Benchmark Guide, 2009

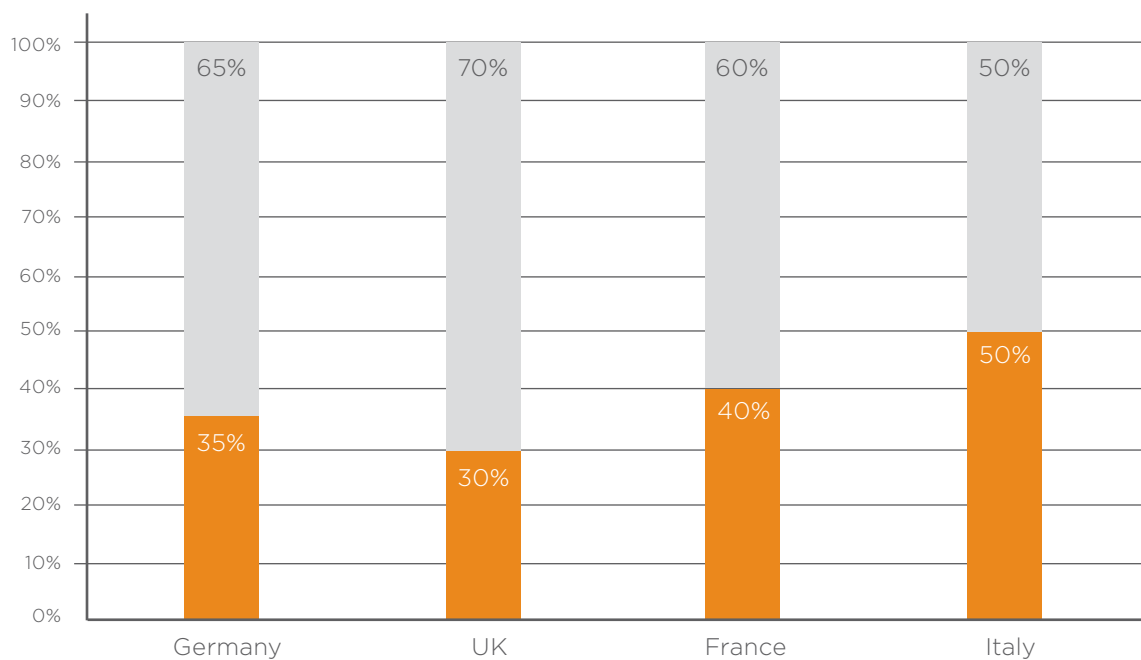


Diagram 11: Data collected for personalisation

■ Personalised
■ Non-personalised

Names are not always used for personally addressing customers, even though both first names and surnames were requested by most e-commerce retailers. In Germany, first names are not usually used for contact by email. This differs in English speaking countries where emails are usually personalised with first names.

France and Italy use either first names or surnames for email contact. The trend in the UK varies between using first name or surname in the salutation. Another variant is personal address using first and surname, which is unknown for postal correspondence. This form of address is detrimental to the goal of greater brand loyalty.

Info

Many companies do not use the opportunity to design their initial customer contact more successfully in a very simple way. According to a study by Newsmarketing in 2009, the performance value increased with personalised content in an email by at least 19%.

- Newsmarketing: Email Study 2009: Performance Values for Commercial Email Marketing Campaigns

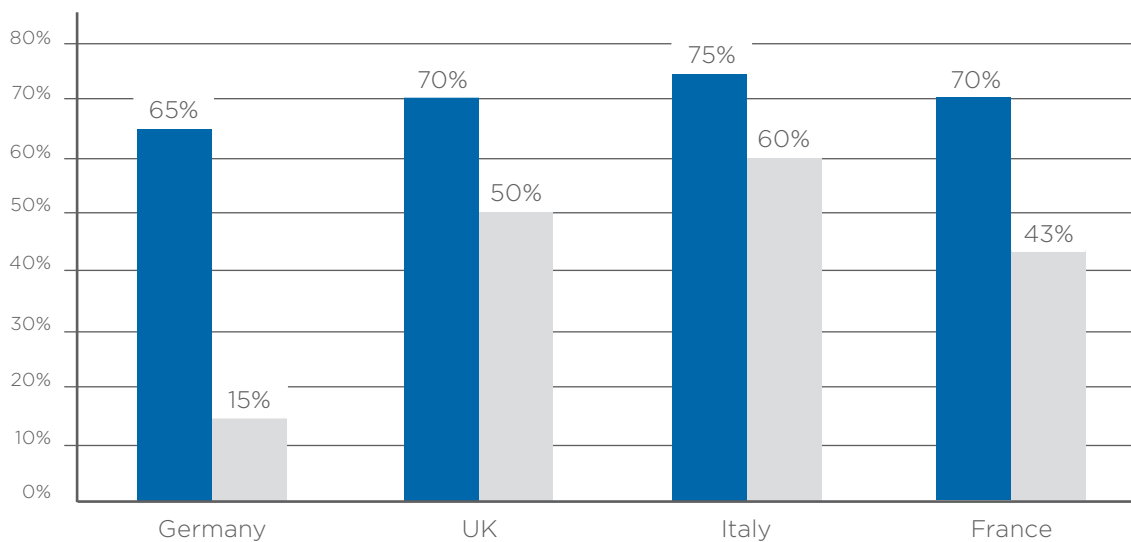


Diagram 12: Collection and use of first names

■ Requested
■ Used for personalisation

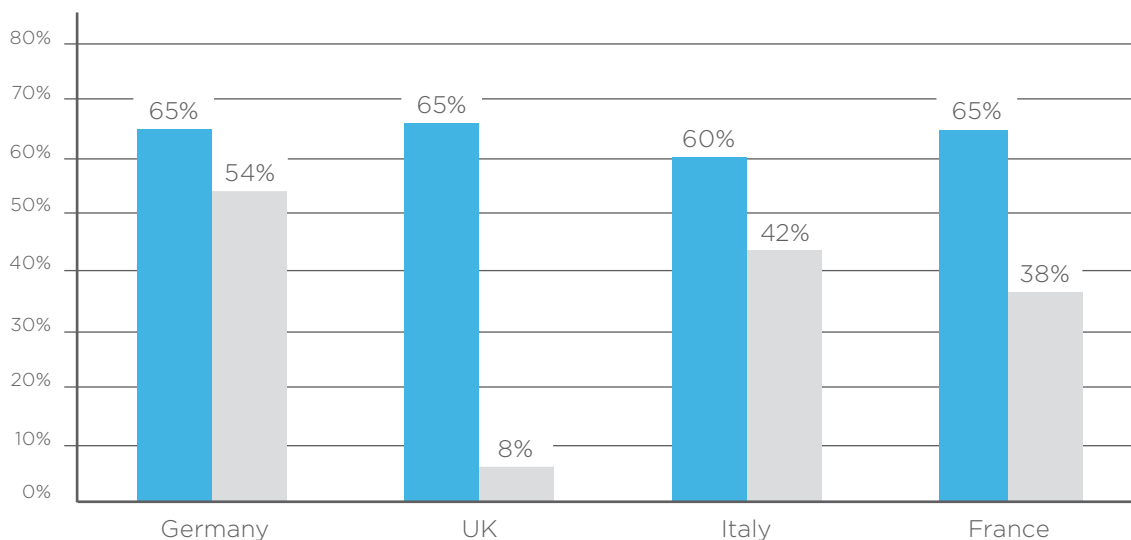


Diagram 13: Collection and use of surnames

■ Requested
■ Used for personalisation

In Italy saving postal addresses and telephone numbers is common practice and even collecting tax numbers is not unusual. This means that Italian customer data and its validity can be verified with the responsible authorities with regards to gender, names and birthday. However, it may be questioned whether the customer is willing to provide such sensitive information about him/herself.

In around a quarter of the Italian suppliers, a data sheet with all of the information collected after registration was sent to the subscriber. This email is often sent following registration which is associated with the creation of a customer account. Through this, data such as the tax number or customer number is also sent with the full postal address in the welcome email.

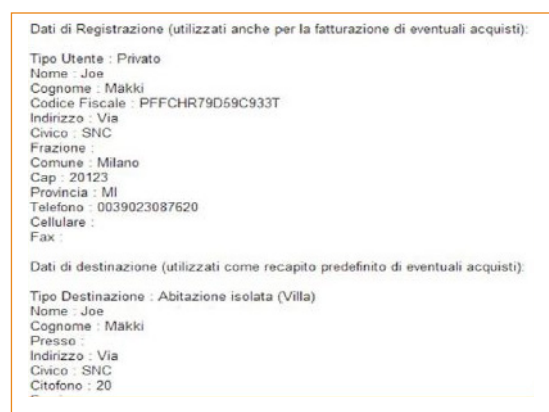


Fig. 6: Italian registration confirmation

Info

According to Forrester Research, email recipients are concerned about the use of their personal data. Therefore, apart from names, no important information such as telephone numbers, complete addresses etc. should be included in the welcome email, unless this is absolutely necessary.

– Forrester Research, How to Win Over European Online Shoppers, 2009

It's worth mentioning here that under these circumstances there is a risk that the email could be intercepted by a third party who could obtain access to all of the customer data. Italy's leading role across Europe in enhancing emails with customer data also remains questionable in this context. The data is used to verify the correct entries not to individually address customers.

This also explains why 40% of Italian retailers request a telephone number during the newsletter sign-up and why 38% also use this for personalisation. No other country used this data for email contact.

In France and Germany, only half as many providers were interested in this data. In the UK, this figure was only around 15%.

This was practically identical with the postal address, which was only requested slightly more often across Europe. Here the data was also only verified in the registration confirmation but was not, however, used to personalise the email.

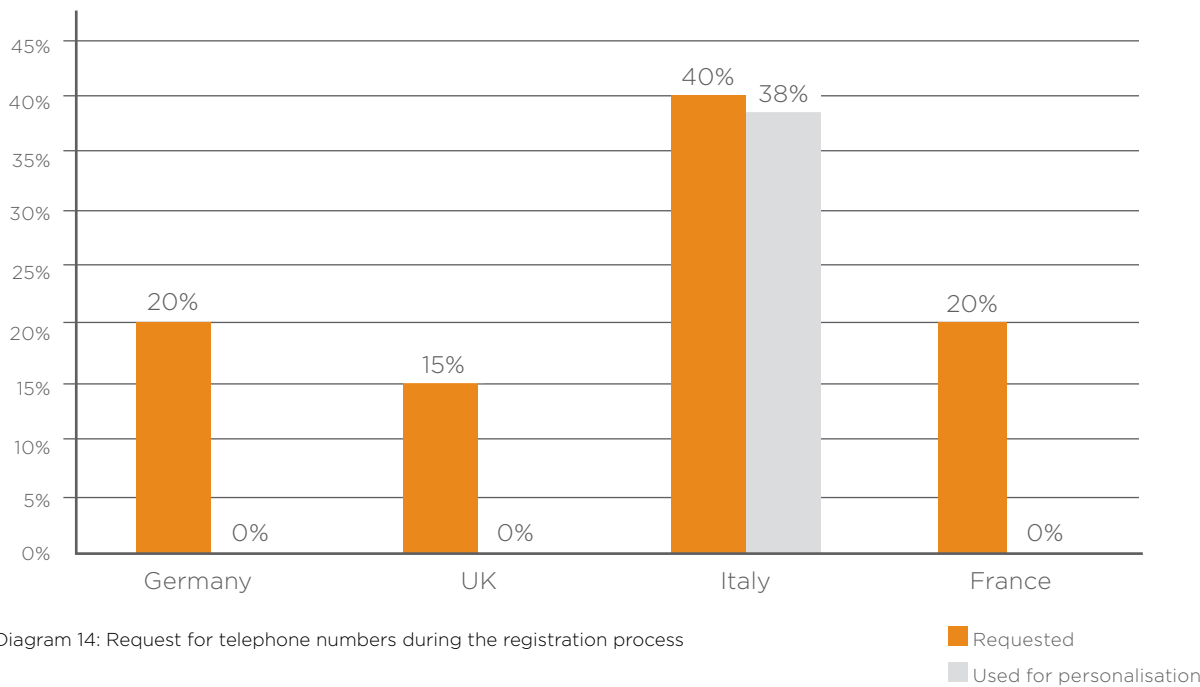


Diagram 14: Request for telephone numbers during the registration process

Cross media linking, social media and viral elements

The desire for special conditions and a strong affinity with the brand are other reasons for subscribing to a newsletter.

This search for information can be served in the first email with links to additional sources of information such as blogs, special work tools (e.g. mobile telephone applications) or informative articles.

Hoepli, an Italian online book retailer, offers its customers both additional work tools and a link to the catalogue search function.

The online dictionaries encourage customers to visit the website again and to even bookmark them. The link to the search and the integration of the catalogue act as an incentive to order products.

Only around 10% of the retailers refer to such or similar offers in the initial emails. In Germany, the rate even decreases to 5%. It is even more rare that a link to an up-to-date catalogue is provided. In Germany, the catalogue is not mentioned at this point in time. In the other countries, only a marginal proportion of 5% of the retailers used this opportunity to link to the catalogue and therefore to the products to be sold.

Info

20% of Facebook, MySpace and/ or Twitter users have already posted or shared content from the confirmation email on their profile using the option “share with friends”.

– Merkle, View from the Social Inbox, 2010

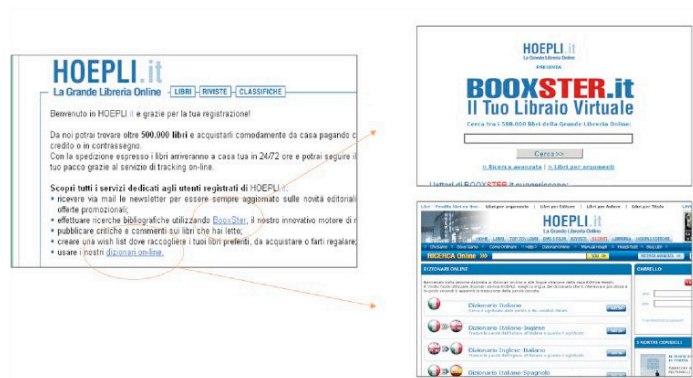


Fig. 7: Hoepli – Link provided to the catalogue and online dictionaries

Partner registrations for other brands are also possible elements during the approach. In France, this was at least offered by 20% of the companies. In the UK, this opportunity to generate addresses for partners is not used.

The generally rare use of the opportunity to generate further addresses with welcome emails is surprising. Requests to forward an email to friends are only used to any degree in Germany and France. Social media inclusions, which are indeed linked in the standard newsletters, are not used across Europe. It is by an announcement on Twitter or Facebook that subscribers could effectively advertise for the brand and contribute to the process of gaining subscribers.

Quote

“Competitors or Collaborators?”

The question of competition is usually raised first when email marketing is discussed in connection with social media. However, both channels complement one another superbly in order to increase the coverage of campaigns.”

– Volker Wiewer, Vice President International, Marketing Applications at Teradata

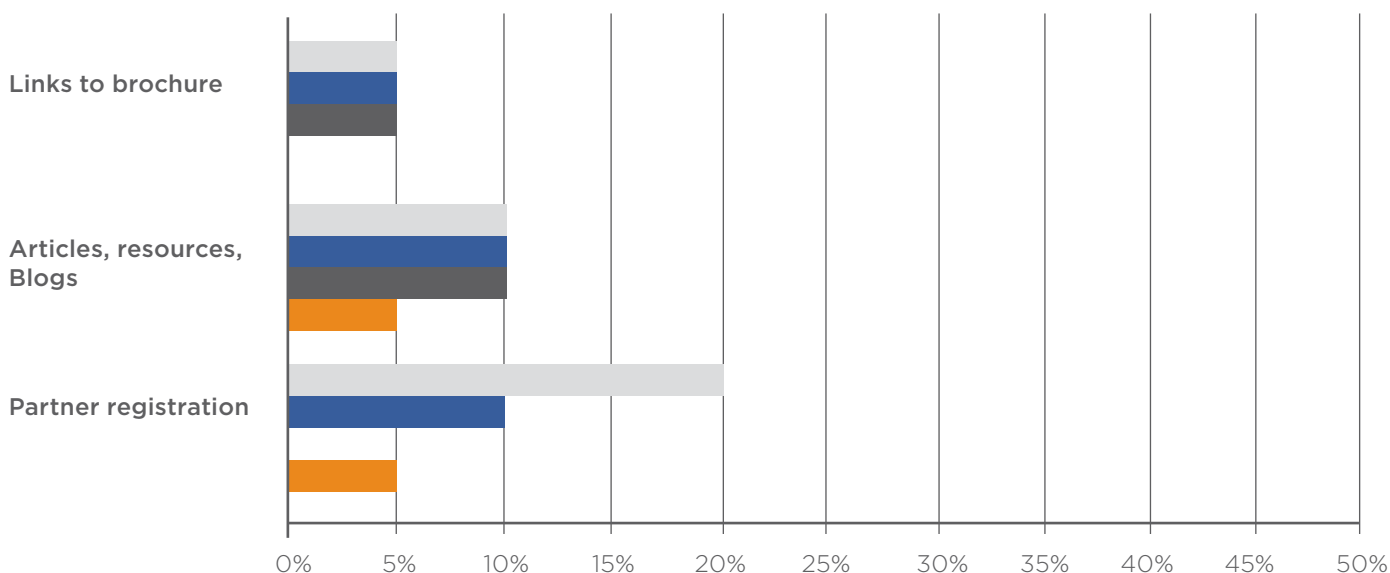


Diagram 15: Information content of the first email

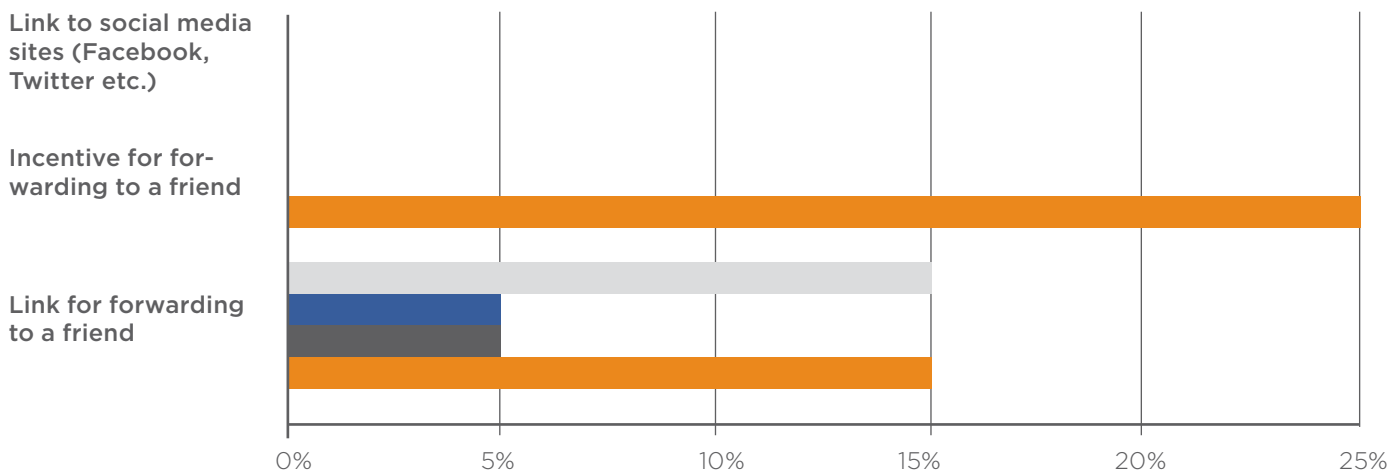
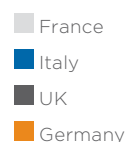


Diagram 16: Viral elements in the first email



Teradata Expert Tips:

- Verify the branding of your newsletter. It is useful to position the brand name in the sender name field. Mentioning the brand name several times should also be carefully considered.
- Use the subject line to distinguish the welcome email. Thank new subscribers for their interest in the newsletter and consider whether to address the customer directly in the subject line.
- Encourage the subscriber to save the newsletter address in their contact list. In addition to a clear link, sending the newsletter from a permanently valid sender address is the best way to achieve this.
- Find out legally correct ways to include promotional elements in the initial emails after registration.
- Pay attention to content – even promotional elements can be combined with links to interesting content. A search function for the nearest shop is an elegant way to combine information and advertising.
- Incorporate (if legally possible) links to products which correspond to the subscriber's profile. This way, you will prolong the subscriber's curiosity beyond the welcome email.
- Check the registration form. Data collected can already be used for personalisation when addressing the subscriber for the first time and can significantly increase the opening rate.



Conclusion

The high opening rate of the welcome emails and the heightened attention at the start of the customer relationship suggest that the initial emails from the e-commerce companies are well thought-out and nicely designed.

In addition to numerous excellent examples, the study also shows that there is still a need for action with regards to the design and implementation of appealing welcome or confirmation programmes.

Whether it be technical topics such as sending the confirmation email from the subsequent email address, distinguishing the email with the brand name, creating appealing HTML emails or content issues (such as the incorporation of additional offers and incentives) the potential for overall improvement was able to be found.

The study clarifies that the initial emails sent to subscribers are neglected by a large number of e-commerce retailers and the opportunity to retain subscribers and convert them into customers is often wasted.

This is particularly clear when customer data, for instance, the name, is collected but the greeting line only begins with "Hello" or "Welcome" without any signs of personalisation. Other striking examples include missing the incorporation of links with a request to be included in the customer's contacts list, or the use of an email address for the sending of the confirmation email which does not correspond with the subsequent newsletter sender email address.

Additionally it seems that not all of the companies have done their homework when it comes to delivery speed. The majority of companies responded within 10 minutes, but some forgot their customers for up to three months rather than responding to them immediately by directly sending the newsletters following registration.

A welcome programme to introduce the customer to the product or the brand are absent in most companies. Several separate messages which are specially tailored

Info

We have found that 80% of those that become buyers make a purchase within the first 90 days of registration in the case of a B2C focused company.

– Mequoda Daily, Reporting Strategy for Content Marketing, 12.05.2009

to the needs of new customers provide the unique opportunity to make up for the legal restrictions of the first email and to convert the subscriber into a customer step-by-step. The legal situation of the individual countries is particularly reflected in these evaluations. Only 20% of the UK retailers send welcome or confirmation programmes, however, in Germany, only 40% of the companies use this opportunity.

An unused feature in welcome emails is the inclusion of social media such as Twitter or Facebook. There is an unlimited amount of potential for distinguishing one company from others. From the 80 e-commerce retailers considered at the time of the study, none of them used the opportunities arising from the inclusion of a "Forward to a friend" or "Share with your network" (SWYN) function in the newsletter.

New and exciting solutions are sure to be seen in future investigations of this particular area.

Appendix

List of companies

Germany:

- C&A Online GmbH
- Conrad Electronic SE
- Esprit Retail B.V. & Co. KG
- FRONTLINE GmbH
- Görtz GmbH
- Globetrotter Ausrüstung Denart & Lechhart GmbH
- Inter IKEA Systems B.V.
- Media Markt TV-HiFi-Elektro GmbH Schwentimental
- Mexx Direct GmbH & Co. KG
- OBI GmbH & Co. Germany KG
- Otto GmbH & Co KG
- Parfümerie Douglas GmbH
- Quelle GmbH
- Rossmann Online GmbH
- Media-Saturn-Holding GmbH
- SportScheck GmbH
- Swarovski Crystal Online AG
- Tchibo direct GmbH
- TOM TAILOR Retail GmbH
- Verlagsgruppe Weltbild GmbH

UK:

- Apple Inc.
- Argos Ltd.
- Currys - DSG Retail Limited
- Dell Inc.
- Ebuyer Ltd.
- eCards Media Ltd. - trading as eCards.co.uk
- Freemans PLC
- Grattan PLC
- HMV UK Limited
- Homebase - Teil der Home Retail Group PLC
- John Lewis PLC
- Kaleidoscope PIC
- Marks & Spencer PLC
- Maybelline New York - L'Oréal Ltd.
- Next Retail Ltd.
- Oli Ltd.
- Principles Retail Ltd.
- River Island Clothing Co. Limited of Chelsea House
- Tesco PLC
- Ticketmaster UK Limited

Italy:

- Auchan S.p.A.
- Arnoldo Mondadori Editore S.p.A
- Benetton Group S.p.A
- BOL - Mondolibri S.p.A.
- Bottega Verde S.r.L.
- Castorama - Leroy Merlin Italia S.r.l.
- Decathlon SA - OXYCOM S.r.L.
- ePlaza (Terashop S.p.A.)
- Fnac Italia S.p.A.
- Gruppo Carrefour Italia GS S.p.A.
- HOEPLI S.p.A.
- Inter IKEA Systems B.V.
- laFeltrinelli.com S.r.l.
- Leroy Merlin Italia S.r.l.
- McDonald's Development Italy, Inc.
- Monclick S.r.l.
- Mr.Price - Terashop S.p.A.
- OVIESSE S.p.A.
- Sugarmusic S.p.A
- YOOX S.p.A.

France:

- ACHATVIP - OLFO S.A.
- Aquarelle.com SAS
- Boulanger S.A.
- Cdiscount.com - Société anonyme à conseil d'administration
- Darty S.A.
- Decathlon SA - OXYCOM S.r.L.
- Delamaison.fr - Elbee S.A.S.
- Electromust.com - Art Menagers Services S.A.
- FNAC DIRECT S.A.
- La Redoute S.A.
- MISTERGOODDEAL S.A.
- Mypix.com - Pixmania S.A.S.
- PriceMinister S.A.
- Rue du Commerce S.A.
- Showroomprive.com S.A.R.L.
- Smartbox Experience Ltd
- 3 Suisses France S.C.S.
- Vente-unique.com S.A.S.
- VERTBAUDET SADAS S.A.S.



List of images

Fig. 1:	The newsletter registration process examined by Teradata	05
Fig. 2:	The emails examined by Teradata before the regular newsletter	06
Fig. 3:	IKEA's sender address, email address and subject line	12
Fig. 4:	Registration confirmation from the online shop of the fashion retailer Mexx	15
Fig. 5:	Welcome email from Kaleidoscope	16
Fig. 6:	Italian registration confirmation	19
Fig. 7:	Hoepli Link provided to the catalog and online dictionaries	20

List of diagrams

Diagram 1:	Time between the initial registration and receipt of the first email	07
Diagram 2:	Time before the regular newsletter is sent	08
Diagram 3:	The first email: programme, regular newsletter, welcome email or confirmation	09
Diagram 4:	Welcome programme versus confirmation programme	10
Diagram 5:	Newsletter branding	11
Diagram 6:	Identical sender addresses with first email and regular newsletter	12
Diagram 7:	Explicit request for whitelisting	13
Diagram 8:	Subject line content	14
Diagram 9:	Promotional elements in the first email	14
Diagram 10:	Promotional elements in the first email	15
Diagram 11:	Data collected for personalisation	17
Diagram 12:	Collection and use of first names	18
Diagram 13:	Collection and use of surnames	18
Diagram 14:	Request for telephone numbers during the registration process	20
Diagram 15:	Information content of the first email	21
Diagram 16:	Viral elements in the first email	21

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