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'eMail Marketing : Facts and Figures'

Presentation at
 '123 forum' on Thurs. Nov. 22, 2001

By

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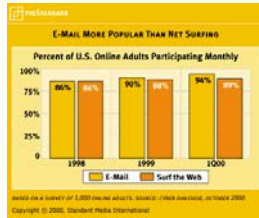
E-Mail Outpaces the Web – Why ?

- The popularity of e-mail continues to blossom as more people go online and electronics manufacturers add e-mail capabilities to wireless devices.
- According to a new report from IDC, there will be 452 million e-mail accounts worldwide this year;
- That will grow to almost 1 billion e-mail accounts five years from now.



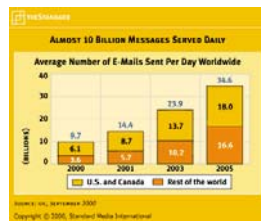
E-Mail Outpaces the Web – Why?

- There are people online who don't use e-mail, but not many.
- In fact, 94 % of American adults online - 73 million people - access their e-mail at least once a month, according to market researcher CyberDialogue.
- Only 89 % of online adults say they surf the Web that often.



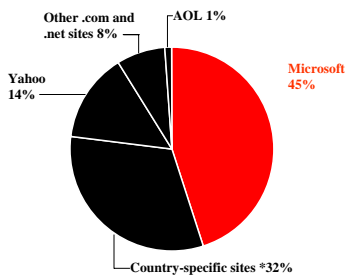
E-Mail Outpaces the Web

- In 1998, the average number of messages sent per day worldwide was about 3 billion.
- In 2000, Net surfers will send almost 10 billion nonspam e-mail messages daily, according to IDC.
- By 2005, an estimated 35 billion e-mail messages will be sent daily; that's roughly 6 messages per world citizen daily.



Microsoft Has 45 Percent Of the World's Top Sites

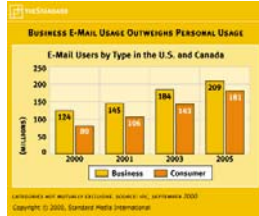
Ownership of Top Five Sites in 26 Countries



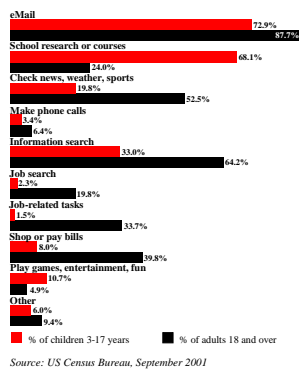
Based on an analysis of the top sites visited by at-home Internet surfers in 26 countries in June. *Excluding those affiliated with AOL, Microsoft and Yahoo. Source: *The Standard* from Nielsen NetRatings, July 2001

E-Mail Outpaces the Web

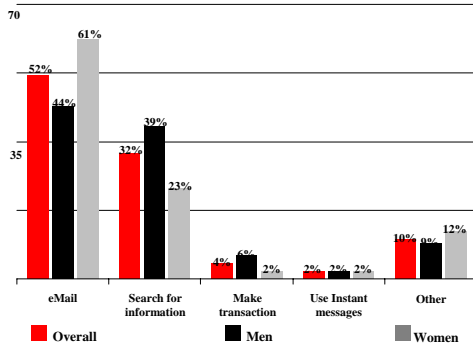
- 55% of all e-mail boxes are created by people in the U.S. and Canada, according to IDC.
- Most people accessing these inboxes do so for business.
- Business needs drive 124 million Americans and Canadians to use e-mail, while 80 million people use it for personal reasons.



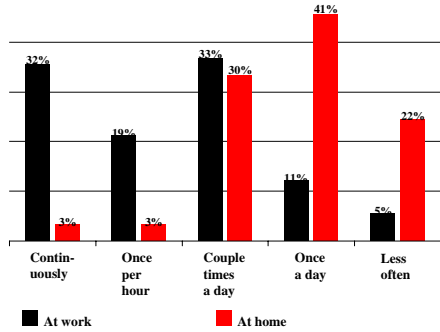
Specific Uses of the Internet at Home by adults and Children in the US in 2000



Online Activities of US eMail Users, 2001



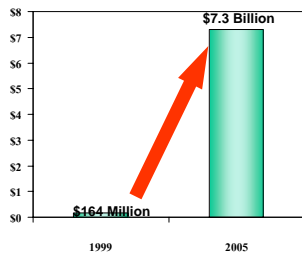
How Often US eMail Users Check their eMail, 2001



Note: *391 e-mail users
Source : Gallup Poll, July 2001

Email Marketing Revenues to Reach \$7.3 Billion by 2005

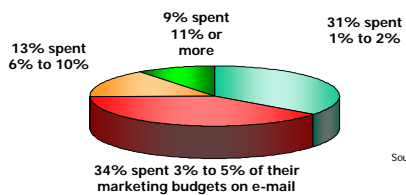
Projected Growth of Email Marketing



Source: Jupiter Communications

More Marketing Dollars Spent on Email Endeavors

Jupiter's recent "Executive Survey" reveals that more marketing money is being spent on email, based on online responses of 32 high-level executives in 1999.



Source: Jupiter Communications

Survey Shows Positive Response to Email Marketing

- Key findings from a recent survey of 1,000 Net users (NFO Interactive)
 - 94% of consumers opt in for permission-based email.
 - 89% of those surveyed indicated that email is their preferred means of receiving information about products of specific interest to them.
 - 71% said they usually click through to a company's Website.

Unsolicited eMail Message Volume in the US, 1999-2003 (In billions)



Source : eMarketer, 2000

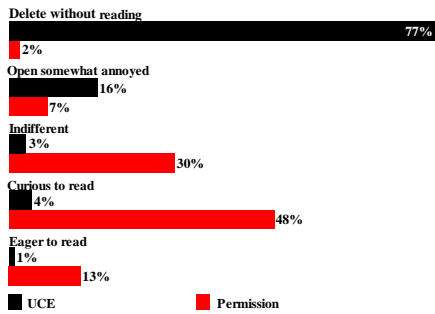
'eMail Marketing : Facts and Figures'

Unsolicited eMail Message Volume in the US, 1999 - 2003

	1999	2000	2001	2002	2003
As % of Commercial	49.2%	45.7%	38.2%	30.3%	25.0%
As % of Total	9.8%	10.0%	9.2%	8.2%	7.3%

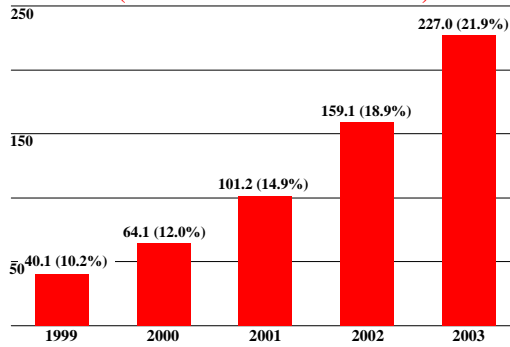
Source : eMarketer, 2000

US Consumer Reaction to Unsolicited Commercial E-Mail (UCE) versus Permission E-Mail, 2001 (as a % of consumers)



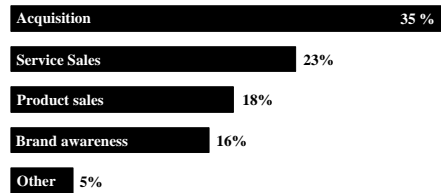
Source : IMT Strategies, September 2001

Permission eMail Message Volume in the US, 1999-2003 (in billions and as a % of total)



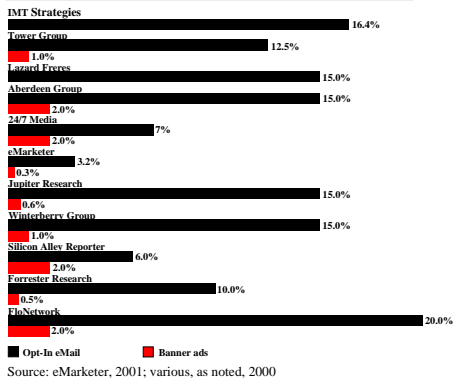
Source: eMarketer, 2001

Opt-in eMail Marketing Campaign Objectives by Advertisers, 2001

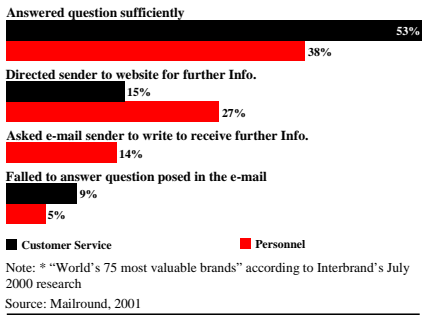


Source: Opt-in News, August 2001

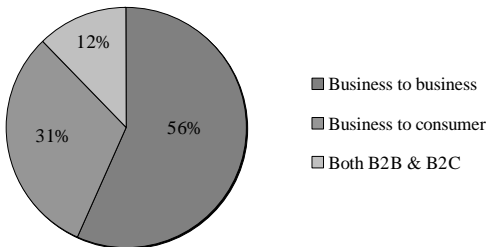
Comparative Estimates: Average Opt-In eMail and Banner Ad Click-Through Rates in the US, 2001



Quality of eMail Responses from Customer Service and Personnel Departments of Global Corporations, July 2001 (as a % of companies surveyed*)

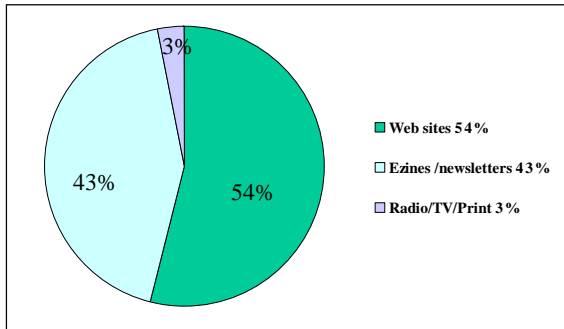


Which best describes your target audience?



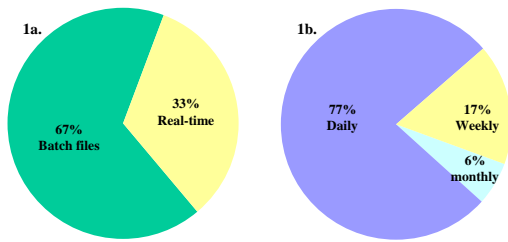
Source : PriceWaterCooper 2001

Media Buyers - Prime Sources for Email Marketing News & Info
 Source : www.opt-in-news.com 2001



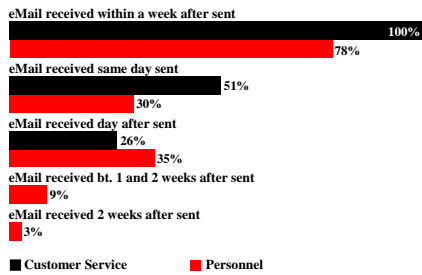
2001 Opt-in News Co-Registration Study

CO-REGISTRATION DATA TRANSFER



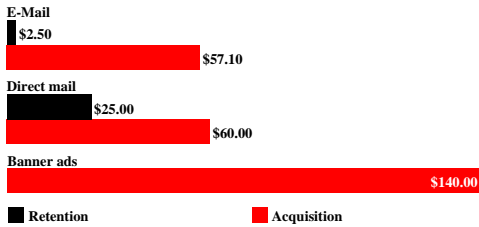
Pie Chart 1a - Data Transfer type. Pie Chart 1b - Batch file frequency
 Source : www.opt-in-news.com 2001

eMail Response Rates from Customer Service and Personnel Departments of Global Corporations, July 2001 (as a % of companies surveyed*)



Note: * "World's 75 most valuable brands" according to interbrand's July 2000 research
 Source: Mailround, 2001

US Advertising Conversion Costs, by Retention and Acquisition for On- and Offline Medium, 2001



Source : IMT Strategies, September 2001

Email Marketing Wins Over Direct Mail in all Key Areas

Metrics	Retention		Acquisition			
	E-mail	Direct Mail	E-mail	Direct Mail	Sponsorships	Banner
Variable Prod.	\$0	\$50	\$0	\$50	\$0	\$0
Media CPM	\$0	\$0	\$200	\$110	\$25	\$15
Deliver CPM	\$30	\$500	\$0	\$500	\$0	\$1
CTR	10%	N/A	7%	N/A	1.5%	0.5%
Conversion	5%	3%	2.5%	1%	2.5%	2.5%
Cost/Conversion	\$6	\$18	\$114	\$66	\$67	\$128
Execution Time	3 Weeks	3 Month	3 Weeks	3 Months	3 Weeks	3 Weeks
Response Time	48 Hours	3 Weeks	48 Hours	3 Weeks	48 Hours	48 Hours
Up-front Creative Costs	\$1K	\$20K	\$1K	\$20K	\$1K	\$3K

Source: Jupiter Communications.
(CPM=cost per 1,000, CTR=click through rate)

'eMail Marketing : Cheap n Effective'

What's It Gonna Cost Me?

Despite its increasing sophistication, e-mail is still one of the cheapest marketing tools out there. Here's out it compares with other options.

Type of Marketing	Cost per Thousand (CPM)
E-mail to in-house customer list	\$ 5
E-mail to rented list of customers	\$ 150
Banner Ad	\$ 10
Direct Mail to in-house customer list	\$ 761
Direct Mail to rented list of customers	\$ 875

*Source Forrester Research

2.4 Million Permission Based Email

Top 10 Segments	Subscribers	\$250 CPM
ZDNet Announce	1,421,941	Minimum order: 5000 names
Technology	1,246,845	Source: 100% Internet
Business	884,028	Permission Based
Internet News	784,031	Daily Updates
Business : Internet	62,170	
Internet Technology	33,082	Selection Charges
Development Tools	18,734	Recency: \$50/M
Desktops	15,567	
Windows 2000	15,427	
Internet Security	13,323	

205,784 Double Opt-in Email

Top 10 Categories	Subscribers	\$350 CPM
Computers-Desktops And Laptops	62,149	Minimum order: \$1000
Windows 98	56,346	Source: 100% Internet
Microsoft	53,636	100% Double Opt-In
Computers-Digital Cameras	53,375	Daily Updates
Computer Software	51,711	
Windows 2000	51,414	Selection Charges
Software Deals	48,717	State: \$50/M
Computer Software-Operating System	48,592	SCFZip: \$50/M
Applications	48,368	Age: \$50/M
Website Design	45,969	Gender: \$50/M
		Job Title/Function: \$50/M

F-1 Driver is in the making from www.taipan123.com



END

see you next time

[I love emails.

Please, send me comments or advises at
pongsak@hoontrakul.com]
