**netCORE**

# EMAIL MARKETING REPORT

*How India Reads Emails*

- A study of **4 billion emails** / month -

# MESSAGE FROM THE CEO

*A Time to Reflect. A Time to Look Ahead.*

As we welcome 2016, it's important for email marketers to reflect on the trends that defined the past year and start mapping email marketing strategies for the New Year.

To help you plan for 2016, we share with you - Email Marketing Report: How India Reads Emails. The report presents insights on email marketing across various industry verticals that we gathered when we recently hit a big milestone of delivering 4 billion emails a month. These insights will give you true understanding of email reading patterns of your subscribers and provides a roadmap towards a successful 2016.

Happy reading!

Kalpit Jain
CEO, netCORE Solutions

# WHAT'S IN THE REPORT

### INDUSTRY OVERVIEW

Covers everything from industry wise email metrics to what time do readers open emails and on which device

**01**

### EMAIL CONTENT

What content performs best? Includes insights on optimal subject line length, best performing call-to-action buttons and much more

**05**

### MATURITY OF EMAIL MARKETER

How many marketers have responded to reader's changing preferences and adopted new techniques in email?
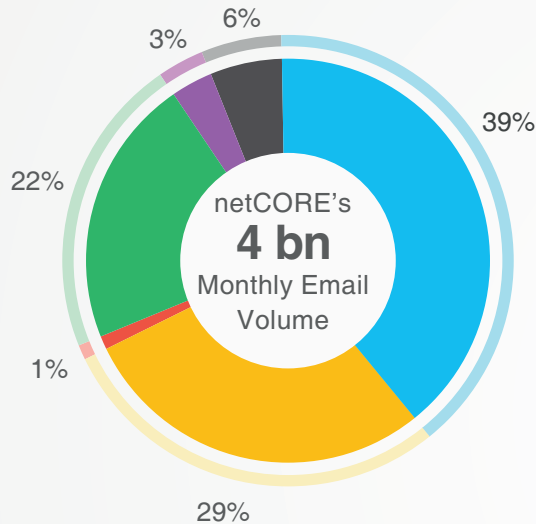
**09**

### TOP 5 INSIGHTS FOR 2016

Key learnings from 4 billion emails for email marketers into developing a successful strategy for 2016

**12**

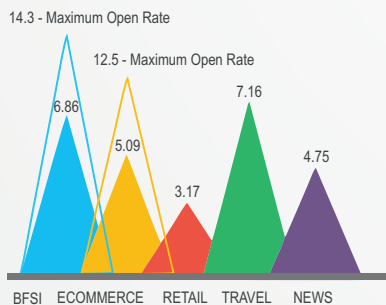## INDUSTRY WISE EMAIL VOLUME DISTRIBUTION



6%
3%
39%
22%
1%
29%

netCORE's
**4 bn**
Monthly Email
Volume

- BFSI
- ECOMMERCE
- RETAIL
- TRAVEL
- NEWS
- OTHERS

The top 3 sectors
(BFSI, Ecommerce & Travel)
account to close to **90%**
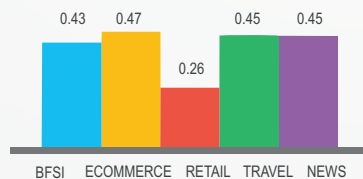of the total email volume

## INDUSTRY WISE EMAIL PERFORMANCE METRICS



14.3 - Maximum Open Rate
12.5 - Maximum Open Rate
6.86
5.09
3.17
7.16
4.75

BFSI  ECOMMERCE  RETAIL  TRAVEL  NEWS

**OPEN RATES**

Total unique email opens %
Total emails delivered



0.43  0.47  0.26  0.45  0.45

BFSI  ECOMMERCE  RETAIL  TRAVEL  NEWS

**CLICK THROUGH RATES**

Total unique email clicks %
Total emails delivered



6.63  9.85  7.02  7.23  10.17

BFSI  ECOMMERCE  RETAIL  TRAVEL  NEWS

**CLICK-TO-OPEN RATES**

Total unique email clicks %
Total unique email opens

Travel and BFSI sectors
have good open rates
as they have content
driven emails

Retail can improve
click rates by integrating
email with social

BFSI has low CTOR
as emails are
very informative

**2015 sees a slight increase in average open rates** across
**industries to 5.5% compared to 5% in 2014**
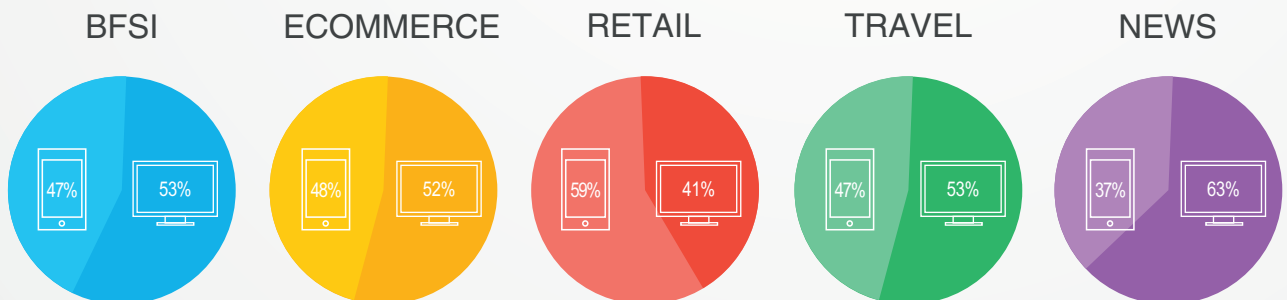
## EMAIL READING BEHAVIOUR

47%   53%
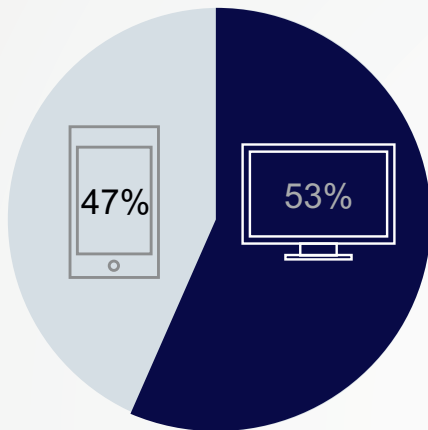
### Mobile is the way
*A significant shift towards mobile.*
Yet marketers should not ignore desktop users as emails from certain sectors (News, Events and to an extent BFSI) are still predominantly ruled by desktop

*We were close in our prediction of 50% mobile email users by 2015 end*

## EMAIL READING BEHAVIOUR - INDUSTRY WISE

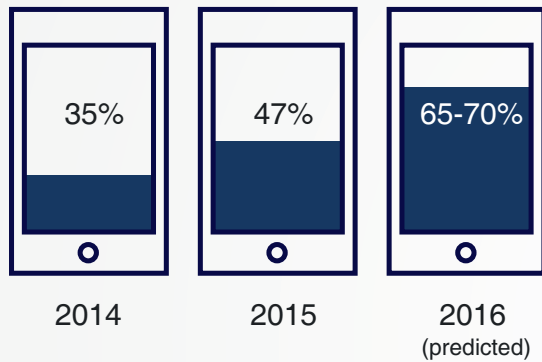| BFSI | ECOMMERCE | RETAIL | TRAVEL | NEWS |
|------|-----------|--------|--------|------|
| 47% 53% | 48% 52% | 59% 41% | 47% 53% | 37% 63% |

### Say it quick, say it well

**Mobile is the way across industries.** Improving mobile user experience includes not just **going responsive** but having compelling email content that keeps up with user's **short attention spans**
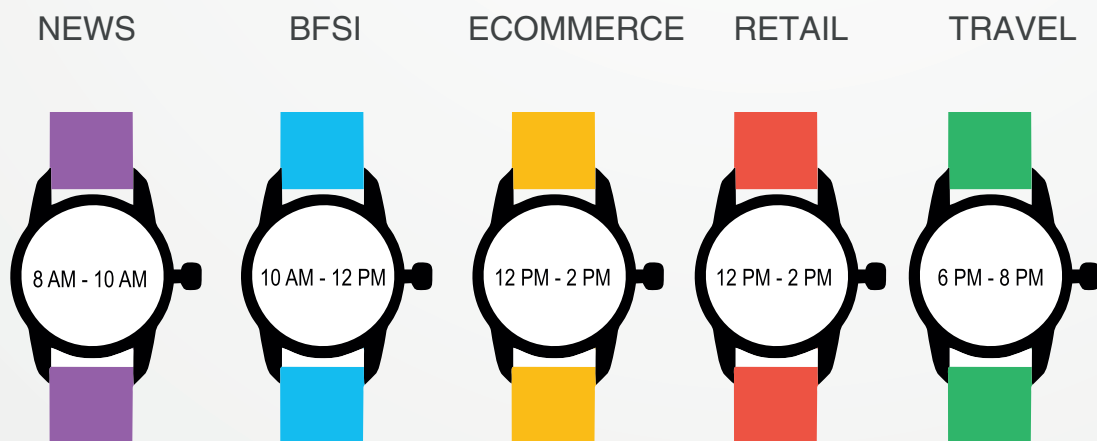
## MOBILE EMAIL USERS IN INDIA - PREDICTION FOR 2016

35%

47%

65-70%

2014

2015

2016
(predicted)

netCORE predicts **65-70% of users** will **open email on mobile devices** by end of 2016

## BEST TIME TO SEND EMAILS – INDUSTRY WISE

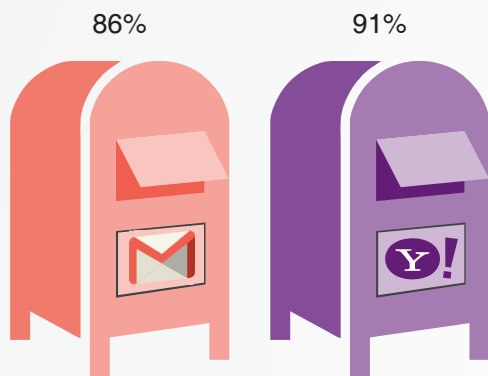| NEWS | BFSI | ECOMMERCE | RETAIL | TRAVEL |
|---|---|---|---|---|
| 8 AM - 10 AM | 10 AM - 12 PM | 12 PM - 2 PM | 12 PM - 2 PM | 6 PM - 8 PM |

Brands sending emails at these times see the **best open rates**

## INBOX PLACEMENT RATE (IPR)
(No. of emails delivered in inbox/No. of emails sent)

86%          91%

With **72% Gmail Users** in India, it's very important for brands to stay updated on Gmail's changing algorithms and **focus on user engagement** for Inbox delivery

### TIPS TO IMPROVE INBOX PLACEMENT RATES

1. Run **Engagement campaigns** (Reply based) through contests or surveys

2. Automations based on **subscribers behaviour**

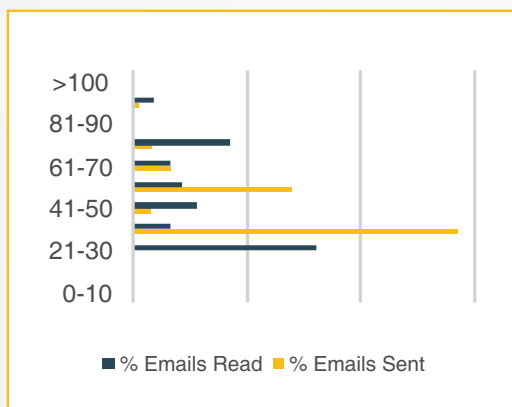3. **Define frequency** of emails based on user engagement

## SUBJECT LINE LENGTH – INDUSTRY WISE
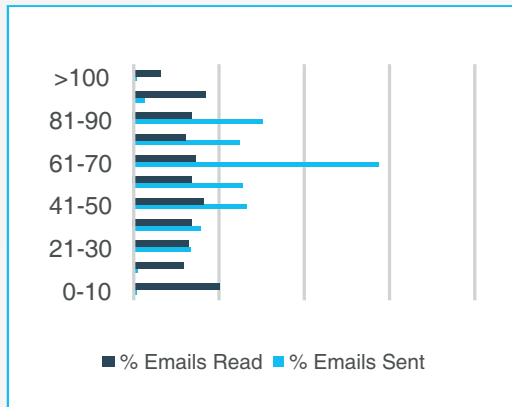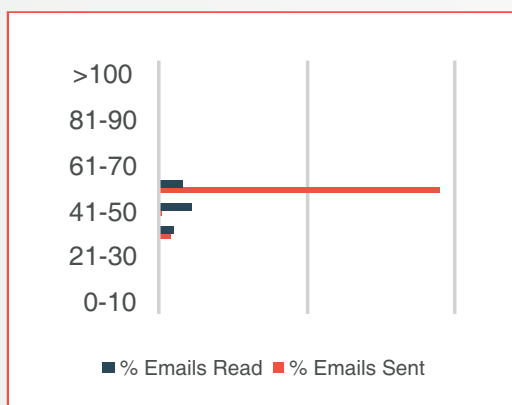


### BFSI

### Good Going!

BFSI experiments with different length subject lines and sees good open rates



### ECOMMERCE

### Short doesn't always work

Really short subject lines (which is the trend in Ecommerce) might not always get good opens. Subject lines of length 51-60 characters see better results
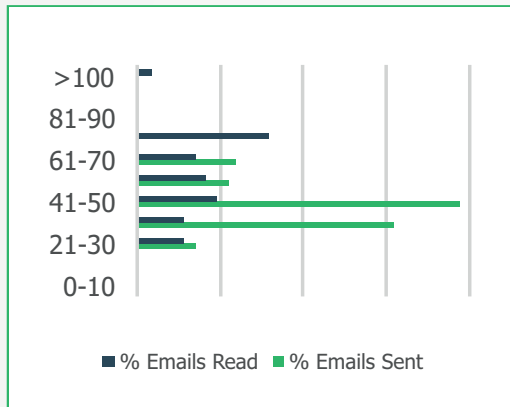


### RETAIL

### Keep Experimenting

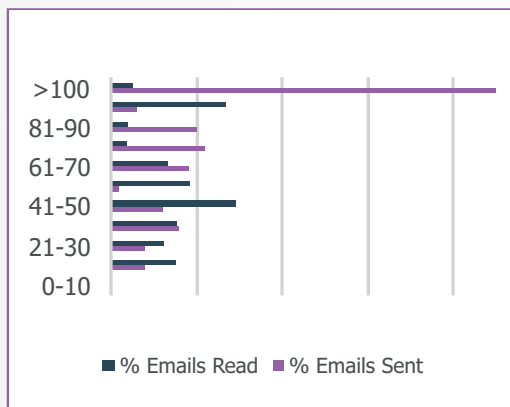Retail sector seen to be sending repetitive subject lines without experimenting subject line length

## SUBJECT LINE LENGTH – INDUSTRY WISE



Chart categories (vertical axis): >100, 81-90, 61-70, 41-50, 21-30, 0-10

Legend: ■ % Emails Read  ■ % Emails Sent

### TRAVEL

**Surprise yourself**

This sector that always experiments with innovative eye catching subject lines can do better by sending 71-80 character subject lines



Chart categories (vertical axis): >100, 81-90, 61-70, 41-50, 21-30, 0-10

Legend: ■ % Emails Read  ■ % Emails Sent

### NEWS

**Get the basics right**

News sector needs to get its subject line strategy in place and follow subject line best practices to get better engagement from subscribers

**Across industries, we see that subject lines of length 50-70 characters perform best**

**Sender Name and Snippet are also important** elements other than subject line which help improve the **Open rates**



Labels: Sender name, Subject line, Snippet
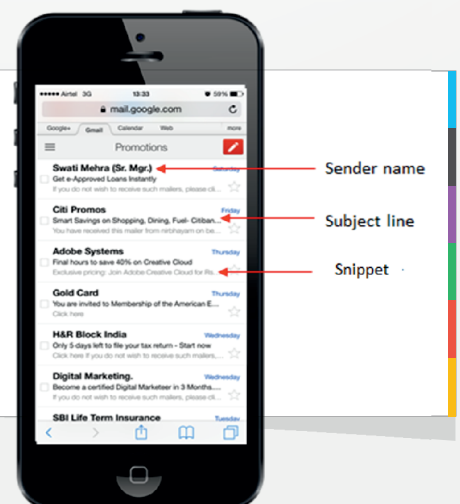
## SYMBOLS IN SUBJECT LINE
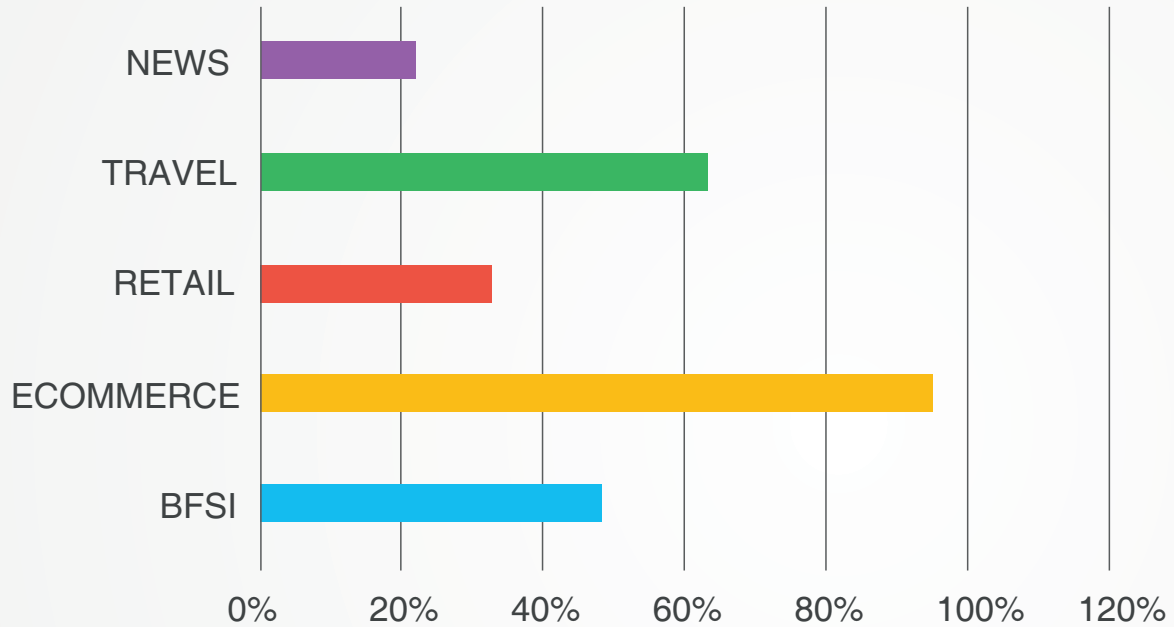


**Try & see the difference**

Having symbols in subject lines **improves the email performance by 20%**

## TOP 5 CALL-TO-ACTION BUTTONS

### BFSI

KNOW MORE   TRADE NOW   EXPERIENCE NOW   SUBSCRIBE NOW   CLICK HERE

### ECOMMERCE

SHOP NOW   BUY NOW   START SHOPPING   CLICK TO SHOP NOW   VIEW RANGE

### RETAIL

SHOP NOW   EXPERIENCE NOW   GET CASHBACK   AVAIL NOW   VISIT NOW

### TRAVEL

BOOK NOW   GO LOCATION   DOWNLOAD NOW (APP)   EXPLORE   GET DETAILS

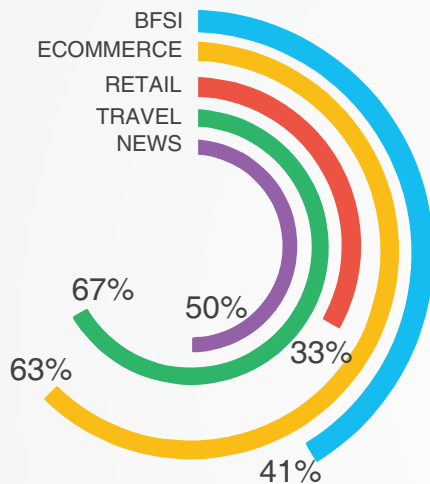### NEWS

FOR MORE NEWS CLICK HERE   KNOW MORE   SUBSCRIBE NOW   READ MORE

EXCLUSIVE NEWS: CLICK HERE

**Including 'Now' in Call-to-action** added an element of **urgency** and saw better performance across industries
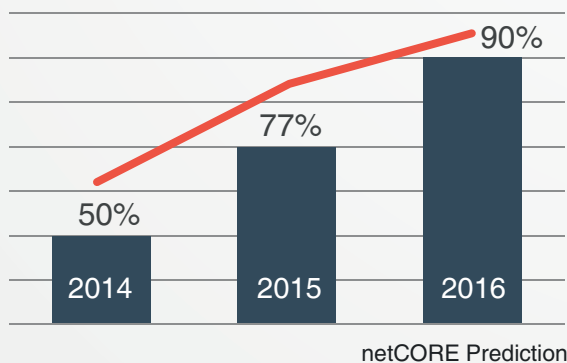
# MATURITY OF EMAIL MARKETER

## PERCENTAGE BRANDS EXPERIMENTING WITH SPLIT A/B TEST IN EMAILS

BFSI
ECOMMERCE
RETAIL
TRAVEL
NEWS

67%

50%

63%

33%

41%

**Test to win**

BFSI sector must **experiment more** to see better results

## SEGMENTATION IN INDIA – PREDICTION FOR 2016

90%

77%

50%

2014

2015

2016

netCORE Prediction

With marketers deriving value from even basic type of segmentation, we predict that **90% of marketers will start segmenting by 2016**

# MATURITY OF EMAIL MARKETER

## DIFFERENT WAYS OF SEGMENTATION

ACTIVITY BASED
SEGMENTATION

**57%**

(FOR PROMOTIONAL
EMAILS)

DEVICE
SEGMENTATION

**16%**

**4%**

SEGMENT
ON WEB BEHAVIOUR

**23%**

DO NOT SEGMENT
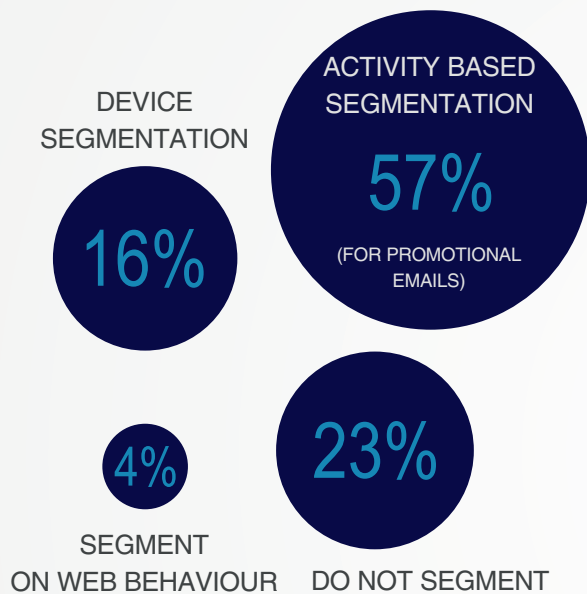
Brands should start focusing on segmentation based on **Device & Web Behavior**

## LIVE CONTENT IN EMAIL
(VIDEO EMAILS, COUNTDOWN TIMER, LIVE FEEDS)

ECOMMERCE

**10%**

BFSI

**8%**

**4%**

TRAVEL

**1%**

NEWS
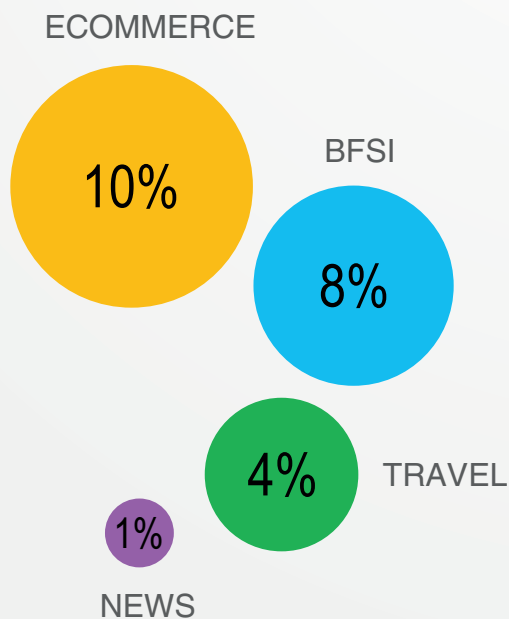
**Live Content puts life in emails**
Very few brands send emails with live content. But those that do have **top-of-the-mind recall** and also saw improvement in performance
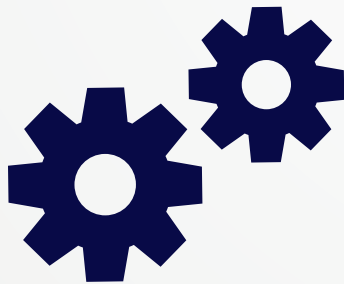
# MATURITY OF EMAIL MARKETER

## LIVE CONTENT THAT BRANDS PREFER
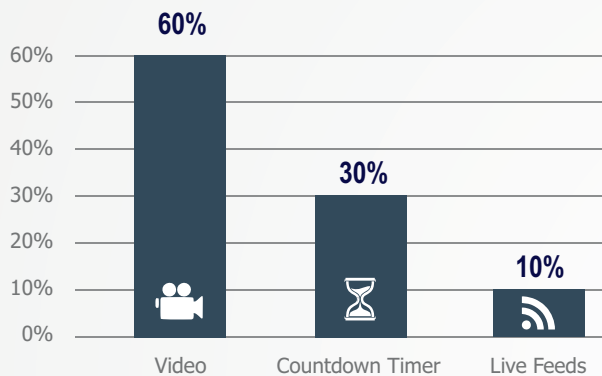
**Video emails most preferred**

**60%** of the brands that do live content in emails prefer video emails. Live feeds (social and web) in email is still at a nascent stage

Chart data:
- Video: 60%
- Countdown Timer: 30%
- Live Feeds: 10%

## 1:1 PERSONALIZATION WITH AUTOMATION

**What it means**

Delivering the **right content** to **right users** at the most appropriate time on the **channel preferred** by your users so as to **amplify your ROI** and **improve customer relations**

**Less than 5% brands** do personalization with automation. Yet the ones that do **find multi fold increase in response and revenue**

## TOP 5 INSIGHTS FOR 2016

**1** Segmenting based on user engagement will help brands improve Inbox Delivery

**2** Experimentation (Subject lines, A/B Testing) is the key to better metrics

**3** Mobile users need to be targeted differently – Subject, Content & Time

**4** Live Content, which is still unexplored by majority of the brands has top-of-the-mind recall

**5** Multi-channel Automated emails help brands improve performance by 2-3 times

# ABOUT netCORE

netCORE is India's largest Email & Mobile Marketing technology provider, offering solutions for Enterprise Communication & Digital Marketing. Some of the biggest and best brands in India have been successfully delivering effective email marketing programs by using netCORE's Email Marketing tools EMM & FALCONIDE. With more than 4 billion emails sent monthly through Email Marketing platform, the company is at a unique advantage of being the storehouse of data to observe trends and deliver valuable insights on email marketing.

# netCORE

**www.netcoremarketingcloud.com**