

BEST PRACTICES

Email Deployment

Here at Stirista we want you to have the best possible response to your email campaigns. For your benefit, we've compiled a list of best practices when planning an email deployment for the best results possible.

WHEN TO SEND

We don't recommend deploying in the late afternoon, especially with B2B campaigns, since many potential customers leave their offices between 3 and 5 p.m. It's also necessary to consider time zone differences if your campaign is national or international. You may need to deploy two or more batches at different times to reach the largest possible customer base.

Concerning what day of the week is best for deployment, in-house testing by Stirista during a T-Mobile deployment suggested that Friday's open/click rates were higher than the average. However, these rates were higher just by a small percentage. In general, we've found that the day of the week doesn't have a great effect on open/click rates.

There are no particular months when open/click rates tend to increase or decrease. But it's important to consider adjusting your campaigns during the holidays. Due to the inundation of email advertisements during the holiday months, many emails are lost or ignored, so make sure yours stand out from the pack.

HOW OFTEN TO DEPLOY

It's always a good practice to have re-blasts or follow-up campaigns to drive

activity and customer response. Suggested numbers for most blasts, including promotional and event-centered campaigns, are two to three emails per campaign. In some cases, such as intensive B2B campaigns, it's helpful to have to up to four progressive but distinct emails. This method ensures that a person received your email and that it's not an automated response.

Stirista suggests scheduling a full week as a waiting period between emails. If the offer is time-sensitive, you can shorten this week to three to four days, but in most cases one week provides the best follow-up results.

HOW MANY EMAILS TO DEPLOY

There are several factors that contribute to your email campaign segment numbers. When choosing deployment populations, you need to consider your business needs. Below are Stirista's open/click rates and suggestions for segmentation numbers.

Open Rate: 4-6% B2C | 8-12% B2B

Click Rate: .75% B2C | 1-2% B2B

There are two ways you can segment your audience: based on quality or based on quantity.

Quantity Segmentation:

The more customers you reach with your campaign, the better your response rates will be. Even if your campaign is highly targeted, it's still important to ensure there are at least a certain number of recipients in the campaign for better open/click rates.

For example: you send a B2C campaign and want at least 10 customers to click your link. The average rate for B2C clicks is about 0.75 percent. So you would need to send just over 1,000 emails to expect 10 possible customer clicks.

The best advice Stirista can offer regarding quantity segmentation is that it's better to over-perform than to underperform.

Quality Segmentation:

The amount of emails deployed shouldn't be determined just by the database's volume. You could, in theory, send to Stirista's entire database—almost 100 million people. But including everyone won't necessarily improve your open/click rate. Although it's prudent to have a large segment, it's also necessary to carefully target your customers.

For example, if you're an apartment-finder in San Antonio, you would be wasting your resources by sending your campaign to residents in New York. Without special targeting, you could risk turning away large populations from your product and being flagged as spam.

COUNTING THE RESULTS

After deploying your campaign, it's important to set up a system to track responses. You'll receive feedback in the form of new customers, but there are other systems at your disposal that can be helpful for tracking responses.

It's helpful to have something in your email that confirms that you've gained a new customer. For instance, you can create a code for a sale or free gift that's only available through the email to keep track of new business. Other types of deployment tracking include the open/click rates. Deployment tracking tallies open/click rates as well as information about who opened or clicked. It's also important to carefully monitor unsubscribe buttons to formulate a better strategy.

A well-planned deployment strategy and a review method for future campaigns will ensure that your emails reach your potential customers with the best possible results.