

E-mail marketing not sophisticated despite popularity

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Alterian's Online Assessment reveals over 60 percent of respondents only operating at "Basic" or "Intermediate" e-mail marketing levels

Bristol, UK – 29th April 2008 – Alterian (LSE:ALN), the leading global enterprise marketing platform provider, today released the results of its free online interactive assessment (www.alterian.com/quiz), measuring the level of sophistication of over 700 marketers, agencies and marketing services providers' e-mail strategies and activities. It included an in-depth look at how marketers personalise, automate, segment, track and report on e-mail campaigns.

Room for Improvement

Based on responses to 10 multiple choice questions, Alterian scored participants and provided them with a ranking in one of the five following categories: Basic E-mail Marketer, Intermediate E-mail Marketer, Advanced User, Expert User and Pacesetter. Out of the over 700 respondents, only five percent qualified as an Expert User – those most likely to be generating results that are significant and easily quantifiable, and none achieved the level of Pacesetter – those pushing e-mail marketing to new realms of effectiveness and relevance. These results demonstrate that many marketers have an opportunity to greatly improve the returns of their e-mail marketing investment.

Thirty-two percent were found to be operating at an advanced user level, putting them in a position to expand e-mail beyond traditional marketing use and fully leverage the channel as a strategic business application. Most participants, 59 percent, fell into the Intermediate User category; although their e-mail marketing programs are more advanced than most, these marketers can make many improvements to increase ROI and improve the customer experience. Four percent have not surpassed the Basic User level, where they have just begun experiencing the power of e-mail marketing.

A separate indicator, Alterian's fifth Annual Marketing Survey, a comprehensive analysis of spending and investment priorities for the industry based on responses from almost 900 marketers, agencies, marketing services providers and systems integrators, reveals that 81 percent of participants plan to increase marketing spend on e-mail efforts in the next 12 months.

Forrester Research also report similar trends. "In the coming year, we expect email marketers to make a priority of improving email sophistication by investing in analytics, customising message frequency, and using email data to inform other marketing efforts," commented Forrester Research Analyst Julie Katz, in the report titled *How To Move Email Marketing Forward In 2008*, February 2008.

"With this assessment, we hope that participants will gain a new level of insight into their current level of e-mail marketing proficiency," said David Eldridge, Alterian's Chief Executive Officer. "In addition to ranking respondents, we provide them with actionable advice on how they can increase their e-mail marketing ROI. We also provide participants with tips on how they can use Alterian applications, like Dynamic Messenger, part of the Alterian Marketing Services Platform, to grow from the Basic User group to the Expert and Pacesetter levels."

“Marketers are on a digital journey, striving to become more sophisticated, advanced users. Along this journey there are many factors to consider, most importantly: deliverability.” commented David Fowler, Alterian’s newly appointed Vice President of Deliverability and Privacy. “To increase deliverability, marketers need to become analytically led, increasing the relevancy of their e-mails and, consequently, decreasing spam. By utilising an integrated platform, marketers can sustain this boost in deliverability long term.”

To take the quiz please visit www.alterian.com/quiz.

About Alterian

Alterian (LSE: ALN) helps marketers improve results through its enterprise marketing software platform and global partner community of over 70 leading marketing services providers, agencies and systems integrators. By combining database, digital, and operational marketing applications on a shared data infrastructure, the Alterian Marketing Services Platform makes it practical and cost effective for marketers to gain actionable insight and use this to execute an integrated marketing strategy across online and offline channels.

Over 70 global partners including Accenture, Acxiom, Allant Group, Carlson Marketing, Experian, Epsilon, InfoUSA, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own value-added services to market leaders like Princess Cruises, General Motors, Zurich, HSBC, Limited Too, Dell, Amnesty International and Vodafone, empowering them to drive competitive advantage through improved marketing performance and customer satisfaction. For more information about Alterian, our Partner Network or the Alterian Marketing Services Platform please visit, www.alterian.com.

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