

# The Magic Word That Can Boost Your Email Marketing Campaign

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## This Word Can Boost the Performance of Your Brand's Email Campaign

As marketers flood inboxes with promotions, sales updates and other messages, how do **brands** entice consumers to open up an email instead of relegating it to spam?

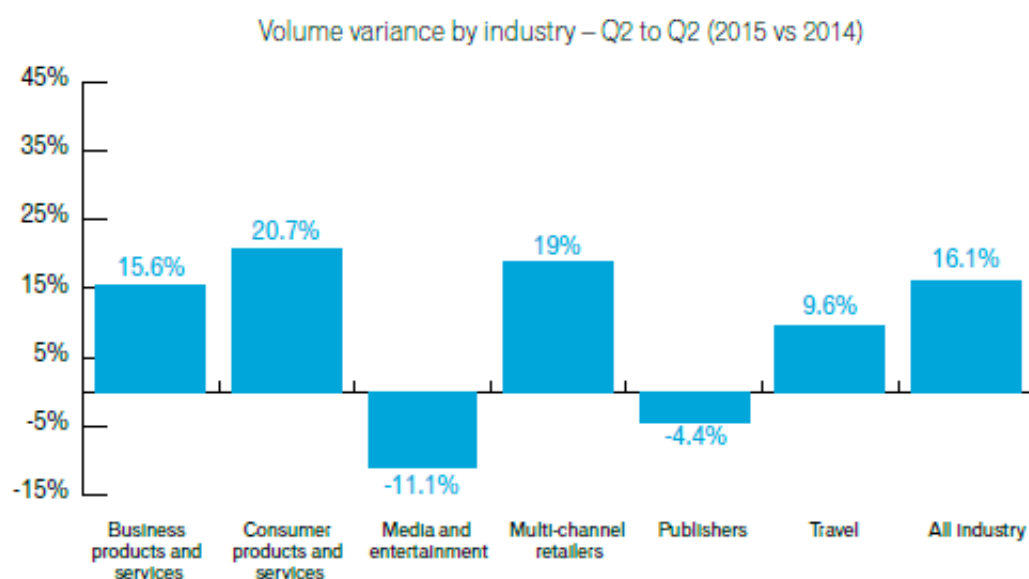
It might come down to the right words in the subject line. According to a new study from **marketing** technology company Experian **Marketing** Services, email campaigns with the word "choice" or "choose" in the subject line generated 22% more revenue per email than on average and 46% higher transaction rates.

Subject lines such as "Choose your gift today" and "Final call: Choose your deal" indicate to customers that they have options in products or offers. Emails with a customer's first name in the subject line had a 20% above average open rate, Experian **Marketing** Services' data also shows.

“Marketers know that consumers are the ones in control of their relationship today,” said **Spencer Kollas**, Experian **Marketing Services**’ vice president of global deliverability services. “Consumers are responding to **brands** that explicitly give them that control.”

Experian **Marketing Services**’ quarterly report on email **marketing** is based on an analysis of campaigns in the business products and services; consumer products and services; media and entertainment; multichannel retail; publishing and travel sectors. The analysis included 300 **brands** and 21 billion emails from the second quarter. Metrics in the report reflect average revenue or transaction rates in the seven days after the emails were sent.

#### Volume variance YOY Q2 2015 versus Q2 2014:



Overall, the report found that the volume of email **marketing** campaigns rose 16% in the second quarter from a year earlier, with the biggest increases from consumer products and services **brands** and multi-channel retailers. But sending more emails doesn’t seem to have paid off. Unique open rates and unique click rates for those campaigns were about the same as last year’s at 17% and 2%, respectively.

Revenue per email was eight cents in the latest period, a penny below the year-ago quarter and on par with the first quarter, according to the report.

Of the **marketing** emails that were opened in the second quarter, 52% were opened on a mobile device. And 38% of clicks on the message in the email also occurred on a mobile device, Experian **Marketing Services** found.