



## **Recency Marketing**

Clearly the biggest bang for your buck!

The key to successful email marketing strategies lies in the combination of recency and frequency. The frequency concept is easy to understand send campaigns as frequently as makes sense based on response rates, including opens, clicks, signups, purchases, and most importantly unsubscribes and complaint rates. When unsub and complaint rates rise, it does not take long before deliverability is negatively impacted as well as a company's email reputation.

The recency concept isn't quite a clear cut, yet it might be the most powerful tool in any company's email arsenal. The importance of recency is underscored as it relates to new sign-ups. Tracking hundreds of companies across our platform we see that the very first email sent to a new subscriber, when sent within minutes or seconds of the sign-up, has the highest open rate, click rate, and purchase rate of any email a company ever sends to its list. For e-commerce and catalog companies we see purchase rates for new subscriber emails as much as 20 times higher than any other campaign the company sends over the life of the customer. Yet many companies still foolishly throw away their introductory email with a simple "Thanks for signing up" no call to action, no special new subscriber offer, often not even html.

In addition, studies show that not only is e-mail the most valuable channel a company uses, but that in a well-designed welcome e-mail sequence, a company can send as many as 10 messages to new subscribers that outperform campaigns sent once a subscriber has been added to their main list. The boost to performance is seen even in cases where companies employ advanced segmentation tactics as part of their overall e-mail strategy. In fact, even the tenth email in a well-designed strategic new subscriber series, often performs twice as well as regularly scheduled campaigns sent to the overall list. The key to success is maintaining the new subscriber recency advantage, and understanding that your frequency strategy and creative needs to be different for new subscribers than it is for the overall list.



The recency factor is NOT isolated to new subscribers. Other actions subscribers take offer companies the opportunity to take advantage of the recency boost in performance. The most important is when your subscribers visit your website. Using our website reengagement technology and strategies, companies send e-mails to subscribers soon after they leave the site - communications that perform almost as well as the welcome e-mail. When your opt-in subscribers visit your website (likely more often than you expect), and don't make a purchase during the time they spend on your site, a reengagement e-mail generates open rates in excess of 50% and purchase rates as much as 10 times greater than regularly scheduled campaigns. These e-mails need not, and in fact should not, offer incentives greater than those being offered on your web site, or in your regular e-mails, at the time of the site visit.

Other opportunities to take advantage of the recency boost in e-mail include subscribers making calls to your sales or service department, instances where people open e-mails and take no additional action, and follow up e-mails sent to subscribers based on time of receipt of offline mailings.

A well-defined and executed recency strategy gives you more bang for your buck than most other e-mail tactics, including testing, segmentation, and landing page optimization. Best of all, it costs almost nothing to put into action.