

Email Delivery Performance Survey 2012

Arrival Time of Email Campaigns Plays Integral Role in Driving Engagement and Revenue

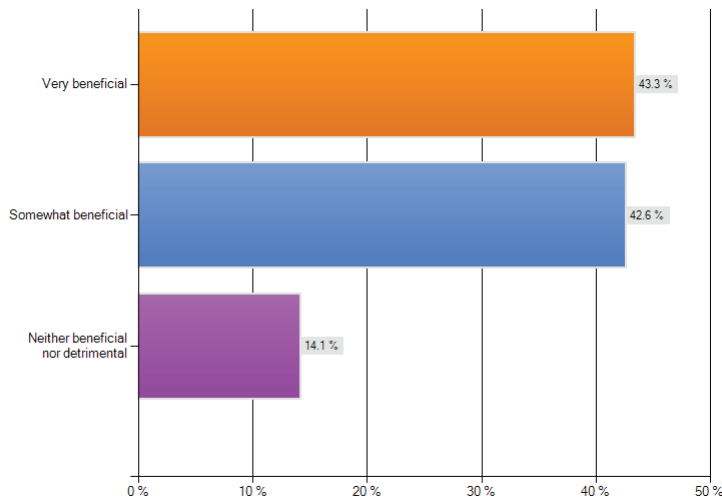
A new StrongMail survey conducted by Zoomerang from September 14 to 24, 2012 reflects the attitudes of 743 business leaders in regards to the impact that arrival time has on email campaign performance and the ability for marketers to control it.

The data reveals that 80% of respondents have seen a performance increase for emails delivered during a particular time of day. This correlates with 61% who report that there is a decrease in performance when emails do not arrive at their scheduled time. The survey also finds that increased engagement (65%), ability to run time-sensitive promotions (54%) and increased revenue (34%) are the top benefits. Despite that impact that arrival time can have on email campaigns, 53% are not currently testing for an optimal delivery window and 61% are not currently doing any segmentation of email campaigns by time of day.

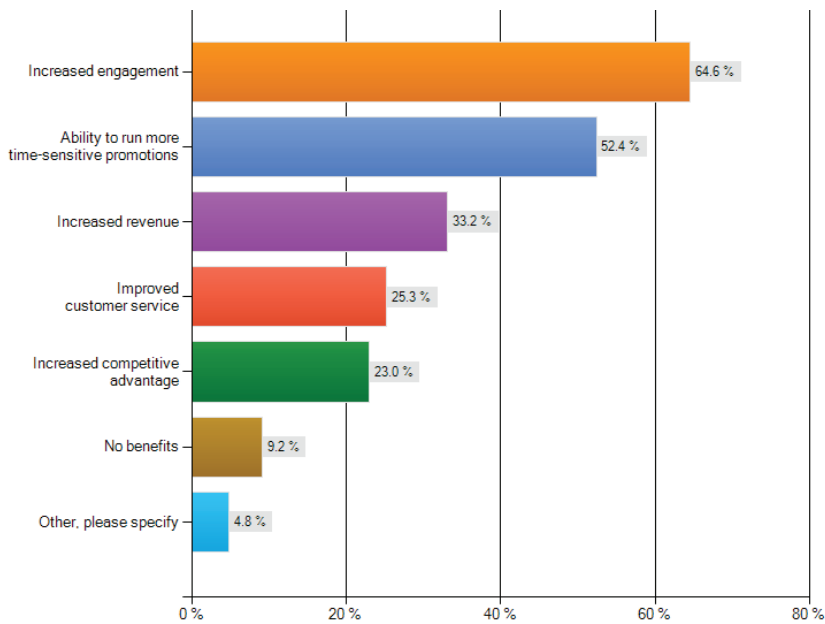
The following charts highlight the most relevant and significant data points from the survey. More information on the survey can be found in the following press release distributed on October 3, 2012

www.strongmail.com/emaildeliversurvey201

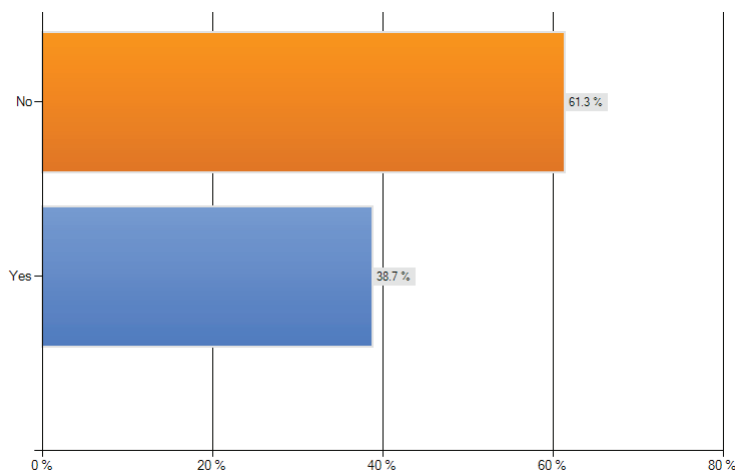
1. How beneficial do you believe it would be to have your promotional emails arrive during a set delivery window (e.g. every Monday at 9am)?



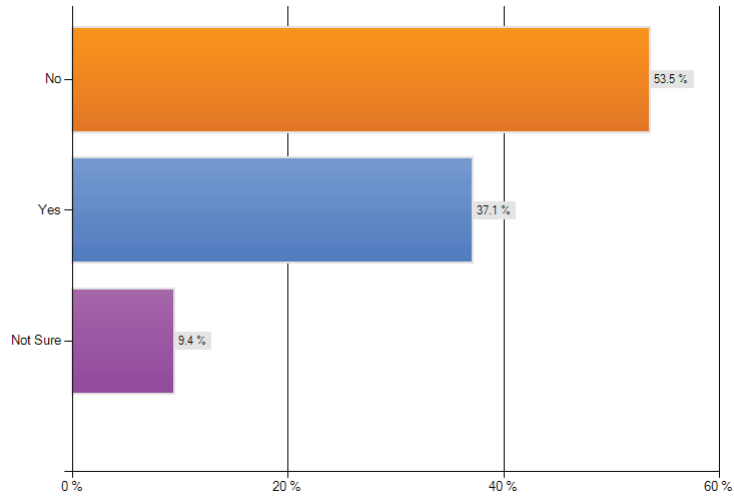
2. What types of benefits do you believe your business would receive from having your promotional emails arrive during a set delivery window? (choose all that apply)



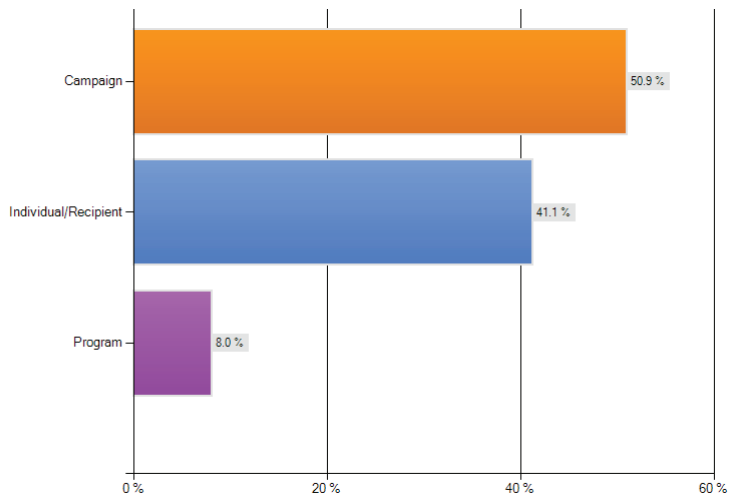
3. Do you currently do any segmentation of email campaigns by time of day?



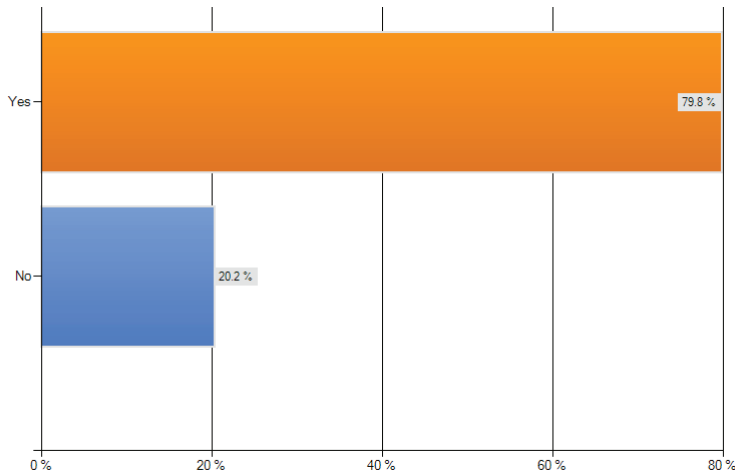
4. Are you currently testing for an optimal delivery window for your email? campaigns?



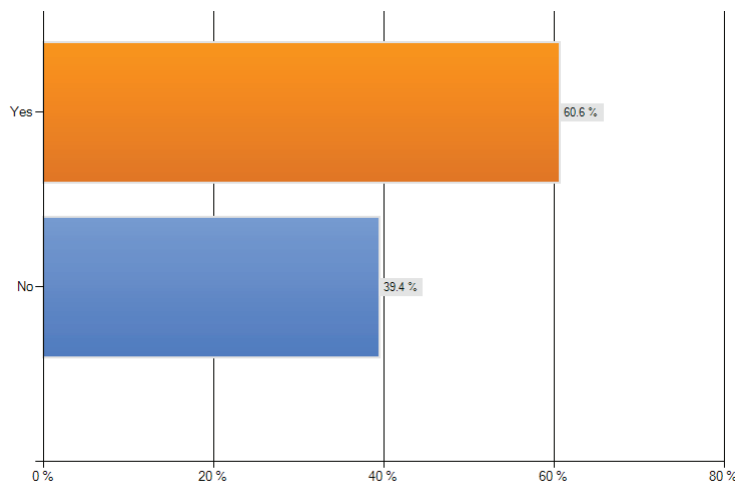
5. At what level are you able to track performance?



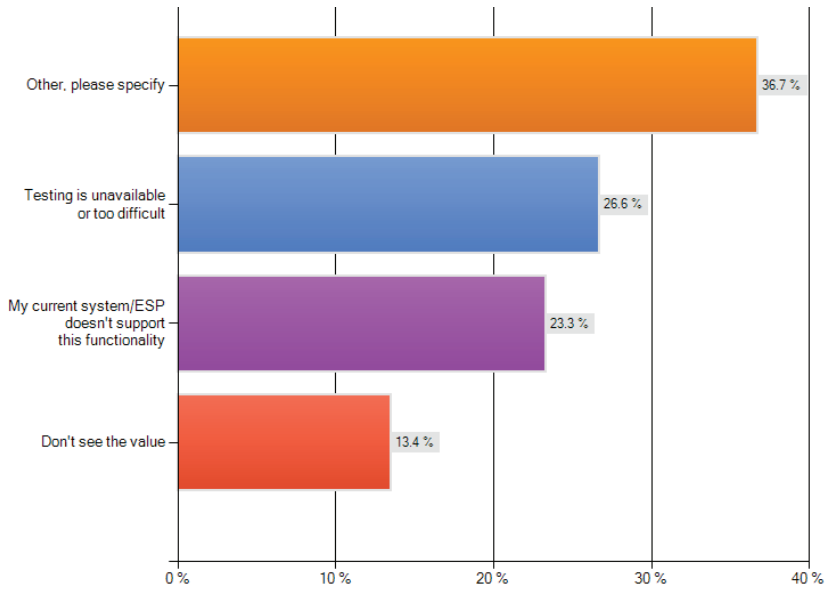
6. Have you seen performance increases for emails delivered during a particular time of day?



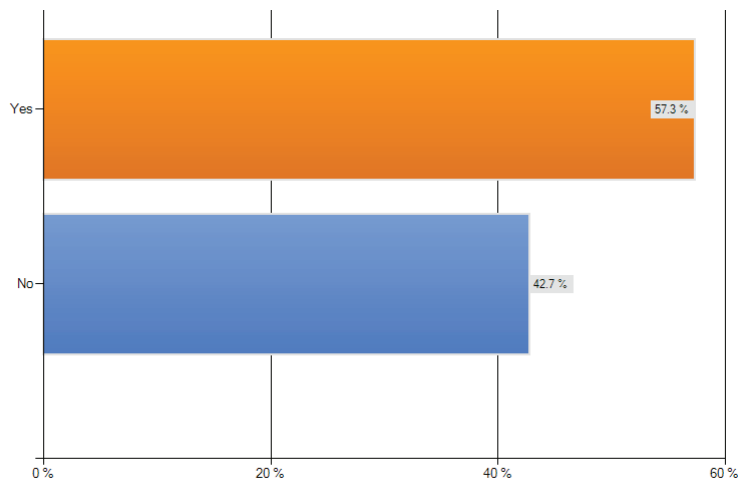
7. Is there a decrease in campaign revenue when emails do not arrive during their scheduled delivery window?



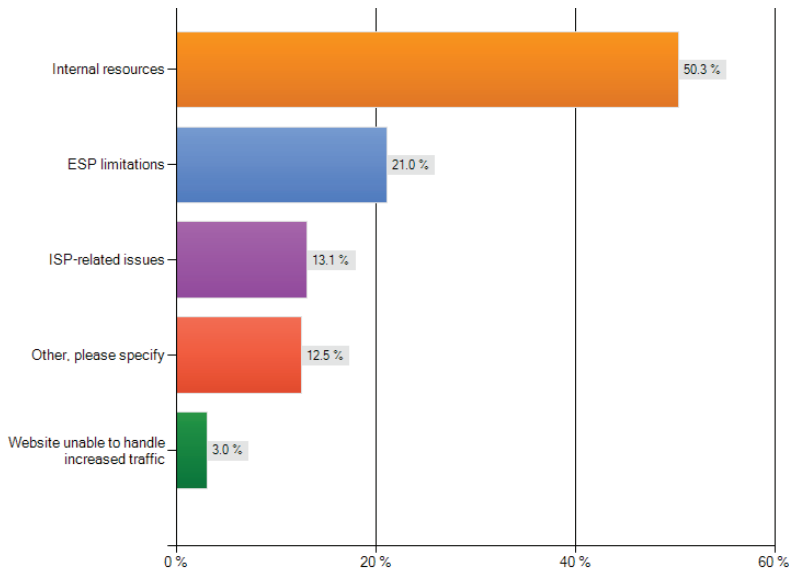
8. Why are you not testing to determine an optimal delivery window?



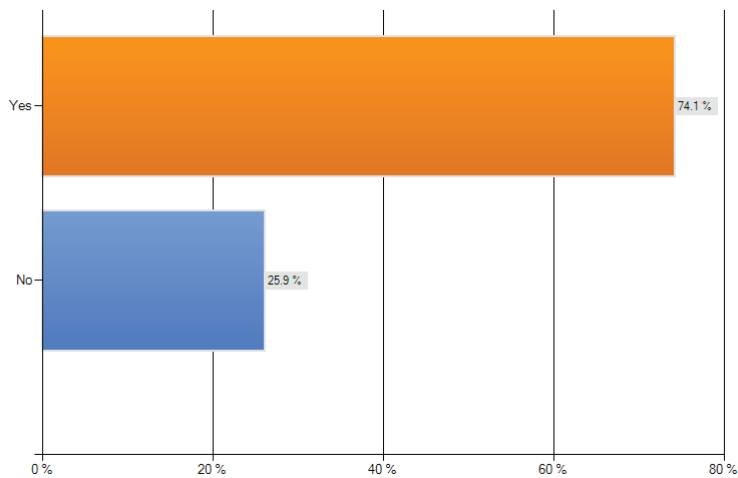
9. Are you able to consistently deliver promotional messages during an optimal delivery window?



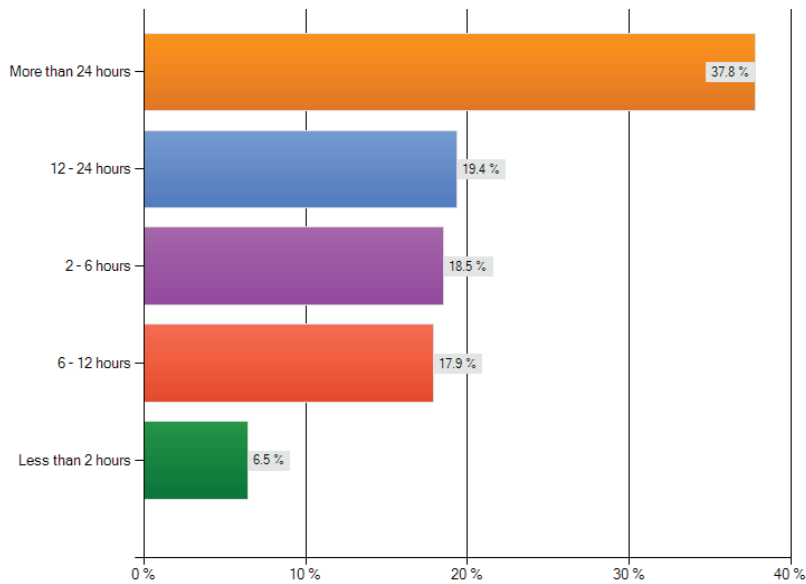
10. What's the biggest inhibitor?



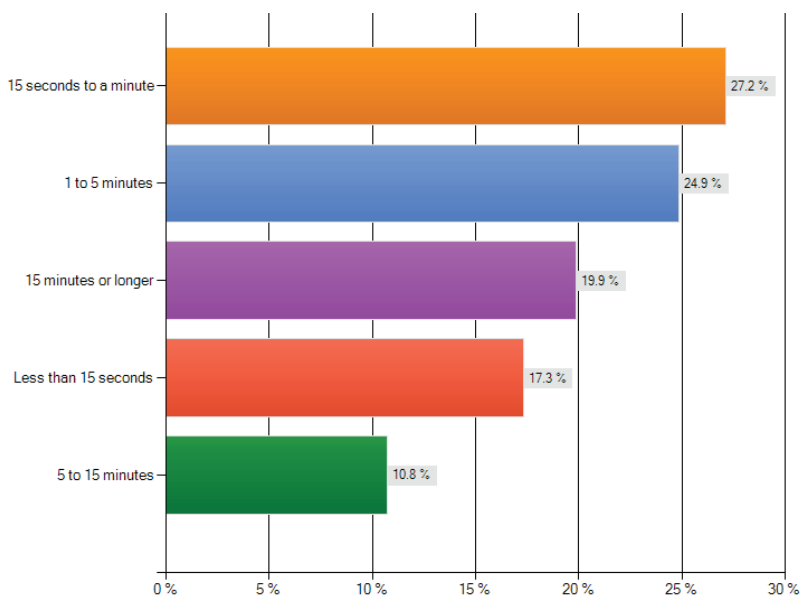
11. Would you like to have more control over the arrival time of your campaigns?



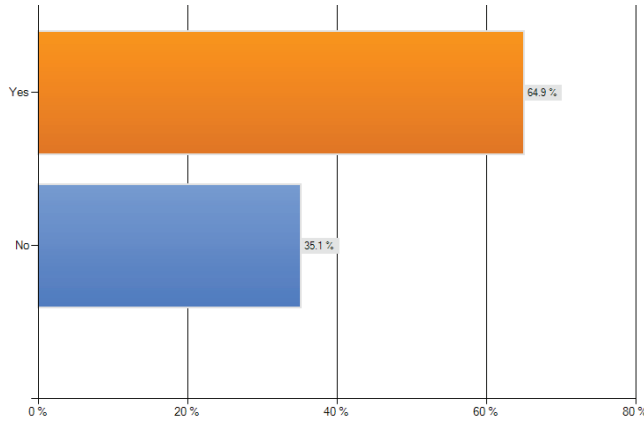
12. In what period of time after deployment do you experience a substantial drop-off in conversions?



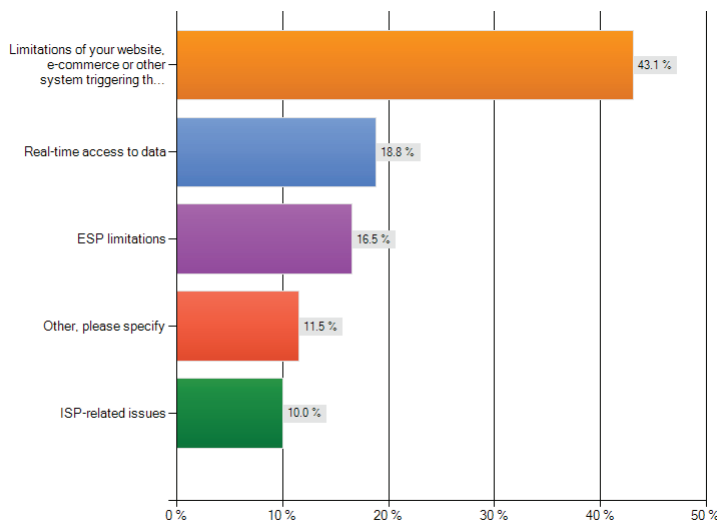
13. What is your current timing goal for having transactional or other triggered messages (purchase confirmation, password resets, etc.) arrive after being generated by a customer action or attribute?



14. Are you currently able to meet your internal timing goal for transactional emails?



15. What's the biggest inhibitor?



About the Survey

The "StrongMail Email Delivery Performance Survey 2012" was conducted in conjunction with Zoomerang. The poll, which gathered feedback from 743 business executives in a wide range of industries, was conducted from September 14 - 24, 2012.

About StrongMail

We're StrongMail. We cater to forward-thinking enterprises that are looking for more than just a "me-too" email marketing solution. As our name implies, we're all about helping our clients create *strong* email marketing programs – ones that are impactful, effective and efficient. We believe that email provides the foundation for great interactive marketing, and that social media and mobile marketing serve to strengthen that foundation. While StrongMail was recently identified by a leading independent research firm as one of only six ESPs suited for enterprise marketers alongside vendors like ExactTarget, Responsys and Cheetahmail, our solutions and approach are very different (which is why enterprises and high-volume senders like us). Talk to us. See how StrongMail is different, and how that difference can help your business grow. Learn more at www.strongmail.com or call us at (800) 971-0380.