Everlytic’s Email Marketing Benchmark report analysed over one billion emails to help marketers benchmark their own campaign success rates, and compare to other brands in their industry. In light of these benchmarks, Everlytic has compiled the best performing email campaigns sent by our clients in 2015. These campaigns meet the following criteria:

- Email campaigns that have been sent to a database of 10 000 contacts and more.
- Campaigns either exceed the open rate average of 24.86%, or
- Exceed the click rate average of 3.28%.

In this mini-report we look at the anatomy of a successful email and our email marketing experts highlight why these campaigns have achieved such excellent results, surpassing the accepted averages for South African open and click rates as based on the Benchmark report.
COMBINED TACTICS IMPROVE YOUR OPEN RATES

With the assistance of their digital agency - Now Boarding - Snymans Incorporated sent out their first email newsletter to great success. This newsletter performed extremely well because Snymans used a combination of email marketing tactics we often advise our clients to use: Database hygiene, subject line and design and content layout.

Database Hygiene:
This message was clearly sent to a legitimate database of people who have done business with Snymans Incorporated.

Subject Line:
The subject line included a relevant topic that demanded interest.

Who of us hasn’t wondered about what happens once you have signed your offer of purchase? Can you cancel it?

Design, Content, and Layout:
The newsletter design was well thought through. It has a good balance between minimal, relevant text and images, and includes four relevant content sections:

- A Personal Note
- Property News
- #AskSnymans
- Property Advice

Client: Snymans Incorporated
Industry: Property & Real Estate
Subject line: 2015 in Review | Cancelling an Offer to Purchase
Open rate: 46.2%

Jodine Landman - Everlytic Account Manager

Click to view the online version of this email.
SENDING TO A SEGMENTED BASE IMPROVES OPEN RATES

Retaining loyal, paying customers for as long as possible is important for any business. From an email marketing perspective, it is imperative that businesses communicate the right message to customers at the right time during this lifecycle. Cybercellar used Everlytic’s filters to send this email as a reactivation campaign to all clients that had not made a purchase for six months.

This mail was specifically sent to those clients who had been inactive for 6 months.

The header image effectively communicates the incentivised offer upfront, linking the subject line to the message.

Drive purchases with discounts, encouraging a positive click rate and clever use of codes to track effectiveness.

A clear and present call-to-action button in the design to re-engage lapsed customers. For Cybercellar, this translated into 4 191 inactive clients now re-engaging with the brand.

All due to sending an effective message to a target group at the appropriate stage in the customer lifecycle.

Client: Cybercellar  
Industry: E-commerce  
Subject line: Your R75 voucher will Expire Soon  
Open rate: 30.3%  

Click to view the online version of this email.

Ashley Ward - Everlytic Account Manager

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YOUR SUBJECT LINE AFFECTS EMAIL DELETION

One of the most effective aspects of the NetFlorist email, aside from its colourful design and easy to navigate format, is the subject line. A subject line is the one thing that lies between an email being opened or deleted. NetFlorist’s subject line aims to pique interest and offer value, whilst being brief. This is the trifecta of an effective subject line.

The subject line: “Your anniversary’s on Thursday - pay with eBucks!” is doubly effective in that
• It piques the reader’s interest.
• It offers additional value in highlighting the fact that you can pay for anything at NetFlorist with your eBucks.

The target audience is also key to the relevance to how effective your subject line is. Sending an email to clients who don’t use eBucks at all may not have the same effects on the open rate.

Client: NetFlorist
Industry: E-commerce
Subject line: Your anniversary's on Thursday - pay with eBucks!
Open rate: 37.6%

Kudzai Mapfinya - Everlytic Account Manager

Click to view the online version of this email.

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PERMISSION-BASED SENDING IMPACTS OPEN RATE

Email marketing is an essential part of targeting prospects online, and getting people to actually open your email is a hurdle many marketers face. A deep understanding of their client’s needs and purchase habits is the basis of Vox’s email segmentation, which has shown great open rate results.

Vox’s subject line poses a dilemma, to which Vox has a solution.

The implication is that if you do worry about losing everything, you’ll open the mail to find out more.

Because Vox has access to customer’s purchasing history, they could segment the communication as a way of upselling and cross-selling to existing clients who would be interested in such a solution to begin with.

The email campaign created awareness amongst Vox clients about a new product in Vox’s stable of solutions.

Client: Vox Telecom
Industry: Technology & Science
Subject line: What would you do if you lost everything?
Open rate: 27.8%

Monica Rodrigues - Everlytic Account Manager

Should you want any more information visit us at www.everlytic.co.za or click here to request a demo.
Hyundai provides just enough information in their mailers to keep their customers interested and clicking through for more. Call-to-action buttons are crucial when engaging with your readers. They give a clear indication of where your reader’s interests lie, whether your mails are too long, or whether you have too much text above the fold.

In Hyundai’s instance, the majority of the clicks happened above the fold which is where their main article was inserted.

The second most clicks were found at the logo which redirected readers to Hyundai’s home page.

A very well laid out mailer.

Client: Hyundai Automotive
Industry: Automotive
Subject line: The Latest 2015 Hyundai News
Click rate: 8.6%

Denise Jackson - Everlytic Account Manager
VALUE-ADDED COMMUNICATION PROMOTES ENGAGEMENT

The Ackermans newsletters do more than just advertise products and specials to their consumers, they also feature valuable articles that tie in with the products being promoted. Ackermans's email marketing messages use value-added content that supports decision making around purchases, drives traffic to the Ackermans website, and promotes in-store purchases.

The heatmap clearly identifies popular top line navigation items (in this instance, Ladies clothing).

Each item in the email links back to a corresponding section of the Ackermans website and is tracked using Google Analytics.

Each item has a call-to-action for more information to encourage engagement. The results: 4,298 people clicking through to the website.

The content sections in the email tell a story.

The newsletter is highly visual, with imagery and content that leads subscribers from the “why” of the purchase, to product listing and gifting ideas, to after sales garment care.

Client: Ackermans
Industry: Retail & Wholesale
Subject line: Beautiful affordable lingerie+ Valentine’s gifting ideas
Click rate: 8.1%

Mandisa Maphango - Everlytic Account Manager

Click to view the online version of this email.
ENGAGED SUBSCRIBERS OPEN MORE EMAILS

Stellenbosch University understands the importance of keeping new students informed and engaged; using newsletters to provide information to students with relevant subject lines to prompt email opens. Stellenbosch University sent the email below to 10 708 contacts and received a phenomenal open rate of 64.4%, more than half of their database has actively engaged and opened the email.

This is the English language version of the email.

Afrikaans language readers have access to this Afrikaans version of the mailer by clicking on the link below the header.

Client: University of Stellenbosch
Industry: Education
Subject line: First-year of 2016: your Matie welcoming programme
Open rate: 64.4%

Alana Major - Everlytic Account Manager

Click to view the online version of this email.

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ALIGNING EMAIL INTENT TO AUDIENCE

This Discovery Insure mailer stands out in the way it has aligned the email’s intent (providing information) to the audience it was sent to. When readers have subscribed to a company’s newsletter, they are not only kept up to date with information, but they are also following the brand’s story.

Once subscribers open the email, the email is further strengthened by its structure and content, which is specific and designed to inform.

The content speaks to the award, product excellence and how the technology is beneficial to consumers.

Furthermore, the mail keeps consumers in the loop with Discovery Insure’s achievements, as well as added perks, and upcoming developments.

Client: Discovery Insure
Industry: Financial Institutions
Subject line: Discovery Insure wins two awards at the 2015 Gartner Financial Cool Business Awards in Barcelona
Open rate: 46.6%
A STRONG BRAND PRESENCE ENCOURAGES CLICK-THROUGH

Sanlam used the iconic “Rumble in the Jungle” to reflect on the group’s approach to financial investments—cautious and strategically bold. The email campaign announced their new ad campaign and achieved a phenomenal 20.8% click-through-rate. An 18.9% increase in click-through-rates distinguished them from the rest of the industry players.

Sanlam exceeded their industry benchmark for click-through rates by identifying a selective audience with an established and immediate connection to Sanlam.

With a strong focus on brand presence, Sanlam included a prominent pre-header that summarised the content of the email.

The main call-to-action link was immediately visible when scanning through the email’s content, and placed above the fold within the preview pane for desktop emails, which contributed immensely to the success of this campaign.

Sanlam fully understood that the design should simply be about engagement, and compelling the reader to take the next step in clicking on the call-to-action link of the email campaign.

Client: Sanlam
Industry: Financial Institutions
Subject line: Taking investments to market with a knockout advertisement
Click rate: 20.8%

Wilene van Greunen - Everlytic Account Manager

Click to view the online version of this email.

Should you want any more information visit us at www.everlytic.co.za or click here to request a demo.
YOU CAN’T GO WRONG WITH A WELL PLACED CTA

Property24’s aim is to communicate industry critical information to consumers, their clients, estate agents, and those listing their property. The primary aim of this email was to provide their segmented subscribers (only estate agents) with key information and how it would have real-world implications on their role.

The clean content layout and design succeeded in highlighting the new labour law as the central focus of the email.

This is a classic email marketing strategy that still works very well.

It makes it easier for readers to follow through, as justified by the 18% click-through-rate - more than triple the industry average for click-throughs.

Client: Property24
Industry: Property and Real Estate
Subject line: New labour law and estate agent employment contracts
Click rate: 18%

Ashley Ward - Everlytic Account Manager

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