

FEDMA Pan European Email Benchmark 2010

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A. Introductions/welcome by:

1. Alastair Tempest - *Understanding how to engage through email marketing*
2. Michael Leander - *The first ever European Email Marketing Benchmark is here*

Sponsor space:

- Alterian
- Telefaction
- Fokus Integrated
- PAR
- Opt-4

B. Introduction to the survey

C. Main Survey:

- C1. Geographical distribution of respondents
- C2. Represented industries/segments
- C3. Number of employees (in company, in marketing department and working with email marketing)
- C4. Use of promotional emails as part of marketing mix
- C5. Number of years since the company started using email marketing
- C6. Target groups
- C7. Handling of email campaigns
- C8. Campaign frequency (How often are email campaigns sent)
- C9. The use of transactional emails
- C10. Main motivation for the use of email marketing
- C11. Expenditure prediction for the next 12 months
- C12. Targets prediction for the next 12 months (deliverability rates, unique open rates, click through rates, opt-out rates, volumes)
- C13. Strategic importance of email marketing
- C14. The allocation of marketing budgets for email marketing
- C15. Compliance with legislation

D. Campaign metrics:

- D1. Regular newsletter
- D2. Sales/product service campaigns
- D3. Customer/Product surveys
- D4. Win-back campaigns

E. Email Service Providers (European averages):

- E1. Geographical distribution of respondents

- E2. Average delivery rates
- E3. Average hard bounce rates
- E4. Average opt-out rates
- E5. Average unique click through rates
- E6. Average unique open rates
- E7. Volume prediction for the next 12 months
- E8. Volumes for April, May and June 2009
- E9. Preferred days of the week for sending campaigns

Part II:

2010 Legal Overview – Email Marketing in Europe

Data Protection and Regulations in:

Austria	Germany	Poland
Belgium	Greece	Romania
Bulgaria	Hungary	Slovenia
Denmark	Ireland	Spain
Estonia	Italy	Sweden
Finland	The Netherlands	United Kingdom
France	Norway	

Up to date guidelines for professional marketers, including detailed information on:

- **Current Data Protection Laws and Regulations**
- **Registration of marketing lists with the National Data Commission (cost, duration)**
- **Common legal ground for the use of electronic messages for marketing purposes**
- **Rules on electronic communication for B-to-B marketing purposes**
- **Collection of data (opt-in, opt-out, soft opt-in)**
- **Notification when Collecting Data**
- **Time limits on holding data**
- **Purposes for processing personal data (main guidelines)**
- **Wording of notice when collecting data**
- **Penalties for breaching the rules on unsolicited Email messages**
- **Online Collection & Processing of Data**
- **Additional rules for on-time collection of data on the internet**
- **Access and rectification of data**
- **Codes of Practice & Preference Services (Robinson Lists)**

F. Final remarks

About FEDMA

Sponsors (ESP's and DMA's)

(Alterian Ad)