

ENGAGED

EMAIL READERSHIP STATISTICS

How well does your email perform in comparison to the financial service sector? At MARQUIS, we studied the results of over 500,000 emails promoting financial service products specifically. Messages varied across alerts, events, promotions, newsletters, surveys, service messages and Reg-E. We compared our results to those of national financial email provider (and our partner) CLICK RSVP for the first 6 months of 2010.

When using the email channel with MARQUIS, we've consistently delivered better-than-sector results. Here's a summary of our findings.

How many people opt out of receiving email?

Less than one in 100 recipients of a MARQUIS email opt out as compared with three out of 100 (compared to our financial peer group). A substantial improvement!

Percent of recipients that no longer want to receive email.

Item	MARQUIS percent	National standard
Opt out of email	0.01%	3.0%

How many people read the email?

In this category, we are slightly above peer group. This statistic represents the total of those who view the email at least once (as opposed to a cumulative count).

Percent of those who looked at the email at least once.

Item	MARQUIS percent	National standard
Unique views	32.99%	29.0%



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How many people click on the email to additional content?

A MARQUIS email generates 100% more activity than its peers. This statistic represents recipients who click on any content button at least once.

Percent of those that clicked on any button at least once.

Item	MARQUIS percent	National standard
Unique clicks	18.1%	9.6%

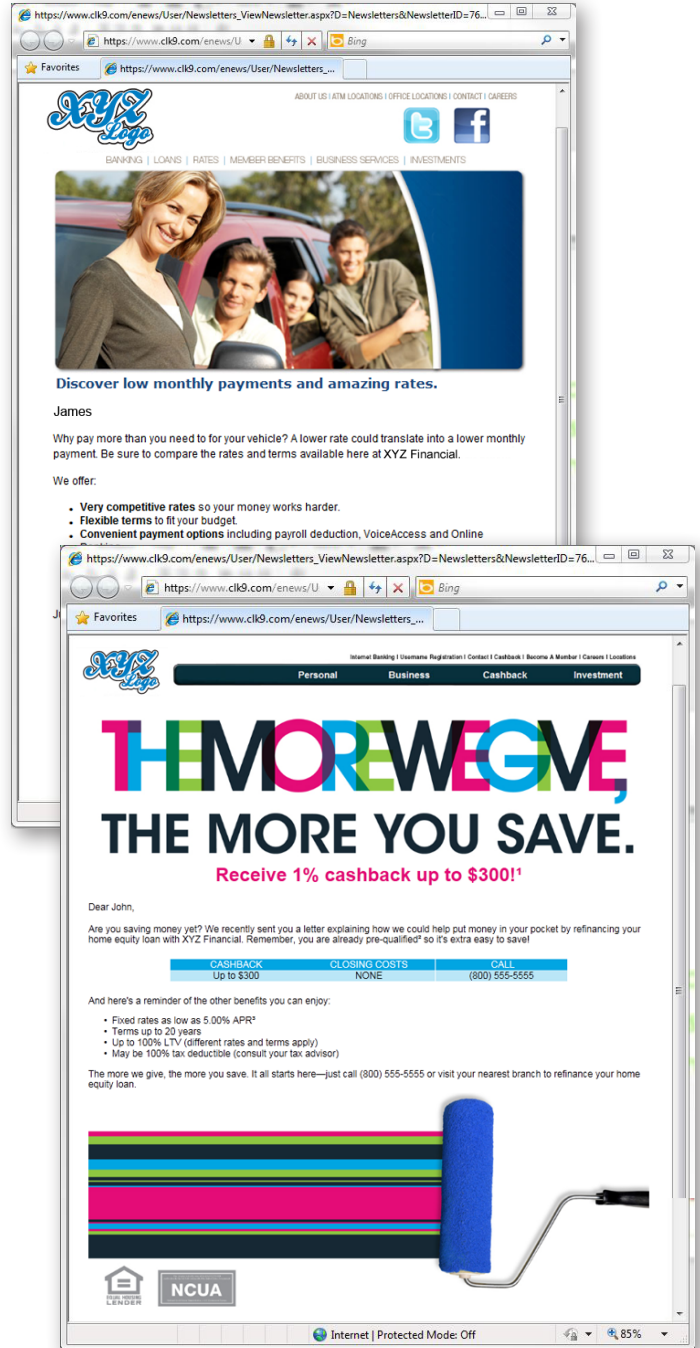
Why?

Most likely this is because of two factors that drive our unique marketing strategy.

1. We do not mass-email a message. We focus on likely responders using predictive models, demographics and psychographics. We don't believe that just because you have an email address means you should use it.
2. We complement most of our email messages with an additional marketing channel (direct mail, point-of-sale, collateral). This means the recipient has seen our message elsewhere and is more open to the message as opposed to a "cold call" email.

34% lift!

Sending the same email more than once, yields an increase of 34% in readership.



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National standards are from CLICK RSVP for the first 6 months of 2010.

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