

## Leader of the Brand

The numbers are in – Email is a powerful branding medium.

**E**ffective branding creates and maintains relationships with customers; it's very much an ongoing, dynamic process. Email's place in that cycle must be one of regular and relevant communication in order to develop a connection with the consumer (frequency) and to ensure that messages don't languish in the recipient's in-box (relevance).

In fact, this degree of effectiveness has made Email a top tactic for marketers. A 2006 survey conducted by Outsell, Inc., found that, while 64 percent of U.S. advertiser respondents cited Email as effective for branding, retailers also employ targeted messages to sell products to their customers. From this research, it's easy to conclude that branding and e-commerce go hand in hand.

### It's easy to conclude that branding and e-commerce go hand in hand.

In a 2006 marketing benchmark study, Forrester Research found that 97 percent of enterprise marketers were already using, piloting or planning to pilot Email marketing campaigns. In addition, Forrester's U.S. Interactive Marketing Forecast, 2007 to 2012, released October 2007, predicted Email advertising will reach \$4 billion by 2011.

Well-executed Email marketing can lift brand awareness by as much as 58 percent and purchase intent by 66 percent, according to a study conducted in 2005 by Insight Express on behalf of Datran Media.

Digital marketers of all stripes, but especially performance marketers, have come to the same conclusion: Increased brand awareness and purchase intent is a valuable by-product when marketers engage in pay-for-performance marketing. Email marketing is one of the strongest tools for performance-minded advertisers, fulfilling a panoply of marketing needs. Publishers use Email marketing to promote multiple advertisers in a targeted newsletter or to build targeted Email databases as broad or narrow as desired for sending out pinpointed messages only to the most likely

One leading online dating network – and devotee of direct-response TV – pays on a performance basis (a click-per-action model) for its Email customer acquisition efforts, mitigating risk and tying ROI to growth. Within four months of launching its initial Email acquisition campaign through Datran Media, that channel became its largest generator of new customer leads. Within nine months, Email was driving more leads than all sources of paid search traffic combined. In conjunction with its considerable TV buy, the company's Email outreach acted as the perfect sales closer. A wave of top brands in vertical industries better known for off-line activity – such as insurance, health & wellness, mortgage, automotive, retail and financial services – are also finding performance marketing to be one of the most efficient, effective and scalable acquisition channels.

respondents. Harris Interactive research conducted in 2007 revealed behavior of U.S. adults upon receiving an Email marketing solicitation: 30 percent were prompted to respond, and 30 percent were prompted to purchase.

The stage is set for a dramatic shift in the marketplace. Just as they discovered and leveraged direct-response television in the '90s, and search in this decade, brands and brand stewards have today found an incremental, efficient and scalable channel in Email. Concerns around performance, branding, privacy and compliance have been addressed head-on by results, respected experts, research and advanced technologies. ■

by Jason Oates, Datran Media



In his role as vice president of media services, JASON OATES oversees client services and leads the development and growth of NetMargin, one of the industry's most successful online media networks. He has earned frequent recognition for his contributions to the interactive media industry, specifically in the online advertising and media development arena. Mr. Oates previously worked for JMCP, Integrated Media Solutions, Avenue A and D'Arcy Masius Benton & Bowles, providing outstanding value to clients such as Procter & Gamble, GM, and MasterCard.