

## *From the blog*

### Customer crunch and email equity

As the economic downturn continues, 2009 will lead to a more companies focussing on how they recruit and retain their customers.

The 2008 Christmas retail figures highlight the increased dependence consumers place upon the internet and its importance in any companies marketing communication mix. Whilst the internet and the digital space have provided companies with a wealth of data and enhanced capability to communicate directly with their prospective market **has this capability been reflected in the experience of consumers?**

*"Advances in technology have meant that never before has it been*  
*- so easy for companies to communicate with and target*  
*- so many customers*  
*- so fast with new and exciting offers .....*

*.....That are entirely inappropriate in their target, timing and execution such that they **destroy and damage** any brand equity or customer value rather than enhance it."*

For example email marketing has evolved over the past few years and whilst companies have adopted it have they really embraced and using it effectively

The Direct Marketing Association (DMA) National Benchmarking report 2007 [proposed the value of £9.11 for each \(permission\) email address.](#)

In 2008 monitoring the promotional emails from 24 UK businesses across a range of companies received in 2008 has highlighted a range of email practice. Some companies adopting an ad-hoc send now and then whatever the outcome, with others believing the shout load and often to ensure submission approach.

Who	2008												Total	Average
	1	2	3	4	5	6	7	8	9	10	11	12		
	Jan-2008	Feb-2008	Mar-2008	Apr-2008	May-2008	Jun-2008	Jul-2008	Aug-2008	Sep-2008	Oct-2008	Nov-2008	Dec-2008	YTD	
Company 1	2	1	-	-	-	-	-	-	-	-	-	-	4	0.3
Company 2	4	1	3	-	3	4	-	1	6	2	2	-	26	2.2
Company 3	1	6	3	2	5	3	4	5	3	3	4	5	44	3.7
Company 4	4	4	4	5	5	3	5	5	5	5	4	7	56	4.7
Company 5	8	9	9	7	7	10	9	9	9	8	10	10	106	8.8
Company 6	1	-	1	-	-	-	-	-	-	-	-	-	2	0.2
Company 7	1	2	-	1	-	1	-	1	-	-	1	1	8	0.7
Company 8	8	3	7	5	9	4	6	4	7	6	4	1	64	5.3
Company 9	1	1	-	-	-	-	-	-	-	-	-	-	2	0.2
Company 10	1	7	1	-	-	-	-	-	-	-	-	-	9	0.8
Company 11	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Company 12	6	5	6	6	8	7	5	7	6	8	7	8	79	6.6
Company 13	5	4	5	4	5	4	6	4	4	5	5	3	54	4.5
Company 14	5	8	5	5	8	4	4	5	4	8	4	7	67	5.6
Company 15	3	2	2	2	1	1	1	-	2	2	2	3	22	1.8
Company 16	2	4	-	-	-	-	-	-	-	-	-	-	6	0.5
Company 17	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Company 18	-	-	-	-	-	-	-	2	2	2	2	1	7	0.6
Company 19	-	-	3	-	-	1	-	-	1	5	7	7	24	2.0
Company 20	-	-	-	1	-	4	3	5	4	6	5	8	36	3.0
Company 21	-	-	-	-	-	2	10	12	11	13	8	10	66	5.5
Company 22	2	4	3	2	3	3	2	5	6	3	5	8	45	3.8
Company 23	-	-	-	-	-	-	-	-	1	-	-	-	1	0.1
Company 24	-	-	-	-	-	-	-	-	-	-	-	1	1	0.1
Others	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	54	61	52	46	54	51	56	64	71	76	71	80	729	60.8

Despite not opening 105 emails from them over 2008 one company is optimistic if they believe the 106th is going to be the clincher! Is this a case of “never mind the quality Feel the width” and begs the question has relevance actually evolved beyond just a buzz phrase.

At number 5 in recent Revolution article the value of £20 per email was put forward – 2009 being the year of Retention!

On the basis of an email list of 25,000, are organisations really managing this **£1/2 million Asset** effectively?

Without recognising, valuing and treating their data as an asset rather than a list companies will continue to spray and pray. The companies who Recognise, Understand and most importantly develop their **email equity** are the ones who will succeed in the Customer Crunch.

Sometimes holding a mirror up to your organisation helps to identify where you are on the spectrum and most importantly what you can do about it.

If you need help with this topic or any other aspect of digital marketing for your business you can call us on **(0115) 837 2663** or email us at **help@6sm.co.uk**, we’re just around the corner.