

### Retailers missing a trick with email communications

**London, 19<sup>th</sup> May 2010.** A study led by eCircle has found that a number of leading retailers are making a wealth of mistakes when it comes to communicating with their consumers online. eCircle, one of Europe's largest digital direct marketing companies, signed up to all available newsletters from the Top 100 Hot Shops/Websites as listed by the IMRG and Hitwise, in order to analyse how effectively the brands used email as a method of communication.

Out of 100 brands 85% offered a newsletter sign up option but 29% of those didn't live up to users expectations and failed to regular frequent email communication. Even worse: almost 20% had a sign up option but never sent a single email out following subscription.

**Simon Bowker, Managing Director of eCircle said of the study:** "It is astonishing just how many top retailers in the UK aren't making the most out of their online communications."

Additional findings include: 10% of top retailers not having a newsletter sign up at all, 60% failing to send a welcome message upon sign up and 6% demanding a mobile number or credit card to sign up to a newsletter.

**Bowker continues:** "This study shows that not only are brands not making the most out of email, but they are failing to even get the basics right. Regular communications and easy sign up options are essential for a brands online success. Email plays a huge role in the communication before, during and following a purchase."

The results were recorded over a three month period. IMRG and Hitwise published the Top 100 Hot Shops and Websites and aims to provide a unique perspective on how the retail market leaders are performing in terms of attracting visitors to their websites:

[http://www.imrg.org/8025741F0065E9B8/\(httpPages\)/F12FE7C6C47BE03F802575C4002AB52F?OpenDocument](http://www.imrg.org/8025741F0065E9B8/(httpPages)/F12FE7C6C47BE03F802575C4002AB52F?OpenDocument)

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## Notes to the Editors

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### About eCircle

eCircle is one of the leading providers of online marketing services, providing state-of-the-art technology, permission marketing databases and professional services for email marketing to the world's biggest brands. Since 1999 eCircle has stood for innovative and efficient email marketing for customer acquisition and retention. Leading organisations including Argos., HBOS and Samsung trust our consistent customer care, our long-term experience and not least our highly motivated and professional employees. The company has more than 200 employees, with headquarters in Munich and additional offices in London, Paris and Milan.

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