



email data source

Email Presence & Quality Ranking of Top Internet Retailers in Books/Music/Video Market Sector

Email Data Source, the leading provider of email competitive intelligence data, has introduced a new ranking of effective email marketing based on the efforts of the Internet Retailer top 500 e-retailers. This report is the first in a series of studies that compares the email presence and quality between top e-retailers across fourteen different market sectors.

The continual growth of email marketing has increased the competition between e-retailers to improve and insure inbox deliverability and consumer engagement. With this increase, email marketers have begun to invest and change their strategy and tactics to gain consumers' attention, keep their attention and ultimately convert consumers to loyal customers. In an effort to provide insight into these efforts, Email Data Source has created an Email Presence and Quality Index to rate the email marketing efforts of e-retailers.

The index was created by measuring and analyzing the email marketing campaigns associated with each e-retailer in the Internet Retailer 500. We examined in-house email campaigns as well as campaigns involving third parties to get a comprehensive view of email marketing activity for each. We also examined the quality of the email marketing campaigns using a number of factors including the number of faulty links and bad redirects contained in each message.

For this report we looked at the top e-retailers in the Book/Music/Video market sector and ranked them according to their EPQ Index Score.

Rank	Company	Presence	Quality Score	EPQ Index Score
1	BarnesandNoble.com, Inc.	553	89	321
2	BordersDirect	275	118	197
3	Blockbuster Inc.	91	141	116
4	eMusic.com Inc.	68	144	106
5	TimeLife.com	118	75	96
6	Powell's Books Inc.	53	130	92
7	DVD Empire	38	139	89
8	Indigo Books & Music Inc.	57	112	85
9	Alibris Inc.	20	136	78
10	Netflix	61	82	71
11	Christian Book Distributors Inc.	23	112	68
12	Shop PBS	53	77	65
13	Scholastic Inc.	45	83	64
14	FYE.com	45	66	56
15	A&E Television Networks	27	65	46
	Books/Music/Video Market Sector Avg	63	78	71
	Internet Retailer 500 Index	100	100	100

The results place BarnesandNoble.com at the top of the ranking due to the number of partnerships the company has in place for email marketing and the balanced ratio of emails per sender. While the quality score for Barnes & Noble.com was slightly below the index average, the overall magnitude of their email marketing efforts outweighed the quality score. Based on our analysis of Internet Retailer 500 companies, the average number of email campaigns that link back to each retailer is 47 during a given month, and on average the number of senders is 5.5, including in-house and third party emails. For e-retailers in the Books/Music/Video market sector the average is 22 campaigns per month by 4 senders. For Barnes & Noble, the monthly average was 155 campaigns from 29 senders demonstrating a very high number of partners but fewer campaigns per partner per month. The majority of email campaigns linking to Barnes & Noble were from affiliate partners promoting specific titles.

The e-retailers with the highest email quality scores were eMusic and Blockbuster. Among other factors, the email campaigns related to these companies showed few broken links and bad redirects. By contrast emails linking to FYE and A&E Television Networks were more likely than average to have broken links and bad redirects. On average, 42 email marketing campaigns per month linked to Blockbuster and eMusic. Of those 42 emails, 10% had broken links and 5% had faulty redirects. In comparison, FYE and A&E Television Networks had on average 36 email campaigns per month linking to them, with 86% of those emails having broken links and 28% with faulty redirects.

What's surprising from this ranking is seeing Netflix, the number one e-retailer in this market sector, ranked tenth. Netflix has both a low email presence and the percentage of email campaigns with links to Netflix that have quality issues is relatively high. Email Data Source found on average 16 email campaigns per month promoting Netflix. These involved acquisition campaigns through programs such as MyPoints as well as emails from partners such as Tivo, and the reward programs of American Airlines and Delta. Netflix does have an affiliate program but there were few campaigns found from major affiliate marketers. Of the Netflix related email campaigns analyzed by Email Data Source, 56% percent of them had broken links. Campaigns linking to Netflix make up only 2.3% of the email campaigns related to the Books/Music/Video market sector. Based on the information gathered on Netflix's promotional emails, it can be assumed the contrast between Netflix's high earnings and low email activity is likely due to the fact Netflix runs a subscription based business.

Overall, e-retailers in the Books/Music/Video market sector account for 5.4% of the companies that comprise the Internet Retailer 500. By contrast, only 3.3% of the email marketing campaigns that contain links to the Internet Retailer 500 link to the major players in this market sector. This indicates either that email marketing is not as effective a channel for this market sector as it is for other e-retailer sectors, or that the players in this category are missing out on a substantial opportunity by not devoting more resources to their email marketing efforts.

Next month, Email Data Source will release its second EPQ Index ranking. For more information about this report or future Email Data Source EPQ Index Reports, please contact Kelly Higginbotham, Marketing Manager, at kelly@emaildatasource.com or 212-514-8900.

About Email Data Source, Inc.

Based in New York City, Email Data Source collects, analyzes, organizes and archives millions of marketing messages, providing competitive intelligence and analytics to the email marketing community. The company has provided email marketing data as well as actionable insights and the intelligence behind them since 2003. Email Analyst™, the company's core product, monitors the world of email marketing for advertising agencies, brand marketers, direct marketers and their affiliates and vendors. For more information about Email Data Source, Inc. visit www.emaildatasource.com.