



Goodmail™
CREATING TRUST IN EMAIL™

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CASE STUDY

Internet Marketing Center

Industry: Business Services

Email Type: Promotional / Marketing

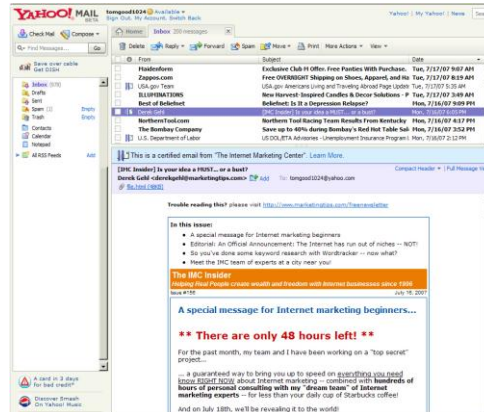


Customer

The Internet Marketing Center (IMC) has led the field of online marketing since 1996, with online sales totaling \$60 million. IMC develops resources and strategies that small and medium-sized online businesses can use to market themselves successfully on the Internet. Core products such as *The Insider Secrets To Marketing Your Business on the Internet* and *The Insider Secrets To Email Marketing* are revised and updated every year to reflect the changing dynamics of the online environment. Before recommending any product or marketing technique to its customers, IMC test it; as a result its email campaigns are already highly effective. The company wanted to find out if CertifiedEmail would make a difference to its AOL conversion rates and if it would be a practical option for the smaller online marketers who make up its clientele.

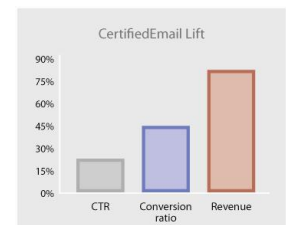
CertifiedEmail Test

IMC tested two emails promoting a new product: reprint rights to four eBooks featuring well-known business experts. Recipients in both tests were given a link to the product landing page. Half of the emails were sent via CertifiedEmail and the other half were sent without certification.



Results

The response rates for the CertifiedEmail recipients as compared to the non-certified email recipients showed the following increases:
Click-through rate: 22%
Site login: 44%
Revenue per email: 81%



“We were frankly astonished that the CertifiedEmail icon could make such a difference in click-throughs, conversions, and revenues.”

Derek Gehl, CEO, The Internet Marketing Center and Author: *Insider Secrets to Email Marketing*

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Analysis

These mailings tested only one variable: the appearance or absence of CertifiedEmail's unique trust icon indicating that the message was authentic and trustworthy. IMC's emails consist entirely of text, with no images or attachments, so no one was required to click to view the message. The control and test groups saw messages in their inboxes that were identical except for the trust icon. Therefore it can be concluded that the trust icon alone was responsible for the notable increases in click-throughs, conversions, and revenues. The return on investment for IMC was 1,646%.

Click-Through Rate

The number of emails that were clicked-through to the website over the emails received as a percent. A single email clicked-through more than once is counted as a single click-through (unique click-through).

Conversion Rate

The number of emails that resulted in a sale, over the total number of emails sent, as a percent. A single email that resulted in multiple sales is counted as a single conversion (unique conversion).

Revenue Per Email

Per customer, the average revenue generated per email.

Return On Investment

Profit generated by a marketing campaign less than the cost of the campaign (return), over the cost of the campaign, expressed as a percent. A positive ROI is one where the profit generated exceeds the cost of the campaign.

For More Information:

Please contact sales@goodmailsystems.com

“The clear increases and excellent ROI convinced us that CertifiedEmail is an option any professional e-mail marketers should consider.”

Derek Gehl, CEO, The Internet Marketing Center and Author: Insider Secrets to Email Marketing