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CREATING TRUST IN EMAIL™

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CASE STUDY

# Time, Inc

Industry: Media

Email Type: Transactional

**Time Inc.** | TIME INC.

**“Trusted, authenticated CertifiedEmail messages resulted in higher click-throughs, and improved program response rates.”**

Ernie Vickroy, Marketing Director,  
Time Consumer Marketing, Inc.

## Customer

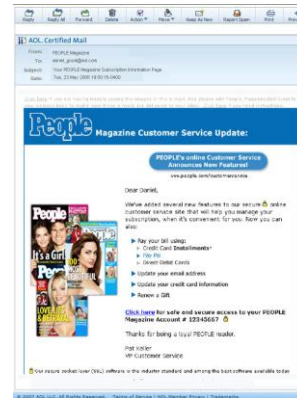
Time Inc, is the world’s leading magazine publisher, with more than 150 titles that are read more than 200 million times worldwide on a monthly basis and account for nearly a quarter of the total advertising revenues of U.S. consumer magazines. Time Consumer Marketing Inc. launched a new online customer service site for these magazines and they wanted to encourage subscribers to use this site to manage their subscriptions, choosing various options such as renewing, paying bills, and making changes to their account information. Although deliverability was good, their messages were often presented without links and images.

## CertifiedEmail Test

Time sent email describing their new customer service site to active readers of several magazines, including Time, Fortune, Business 2.0, People Sports Illustrated and Entertainment Weekly. Users were told of the various subscription management options and provided a link to the site. Half of the emails were sent CertifiedEmail, and the other half was sent non-certified email.



Non-CertifiedEmail



CertifiedEmail

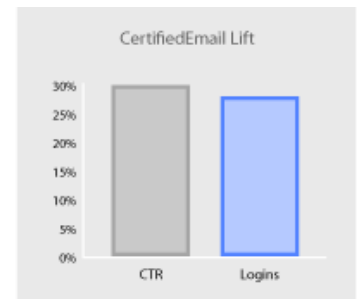
**Click-through rate increased 30% while site login increased 28%**

## Results

The response rates for the CertifiedEmail recipients as compared to the non-certified email showed the following increases:

Click-through Rate: 30%

Site login: 28%





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**“The business benefits of CertifiedEmail – assured delivery of messages to our subscribers with all links and images presented intact – had a clear impact on results.”**

Ernie Vickroy, Marketing Director,  
Time Consumer Marketing, Inc.

## Analysis

All variables between the CertifiedEmail messages and the non-certified emails were tightly controlled, leaving two primary differences between the populations, Firstly, as a secure, trusted message, the CertifiedEmail messages were presented with links and images rendered intact by default. Secondly, the CertifiedEmail messages were presented with a unique trust icon indicating to the recipient that the message was authentic and trustworthy. It is concluded therefore that these characteristics were responsible for the positive lift on metrics. Time's return on investment (ROI) was calculated to be extremely positive.

## 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).

## Site Login

The number of people that logged into the website over the emails received, as a percent. Multiple logins driven from the same email are counted as a single login (unique login).

## 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 example, an ROI of 180% means an investment of \$1.00 generated a return of \$2.80.

## For More Information

Please contact [sales@goodmailsystems.com](mailto:sales@goodmailsystems.com)