

Better together

EMAIL and SOCIAL



The number of brands promoting or displaying social networks in their email has grown over the past few years. The value of these emails presents itself in different ways depending on the network. We've taken a closer look at emails promoting these networks.

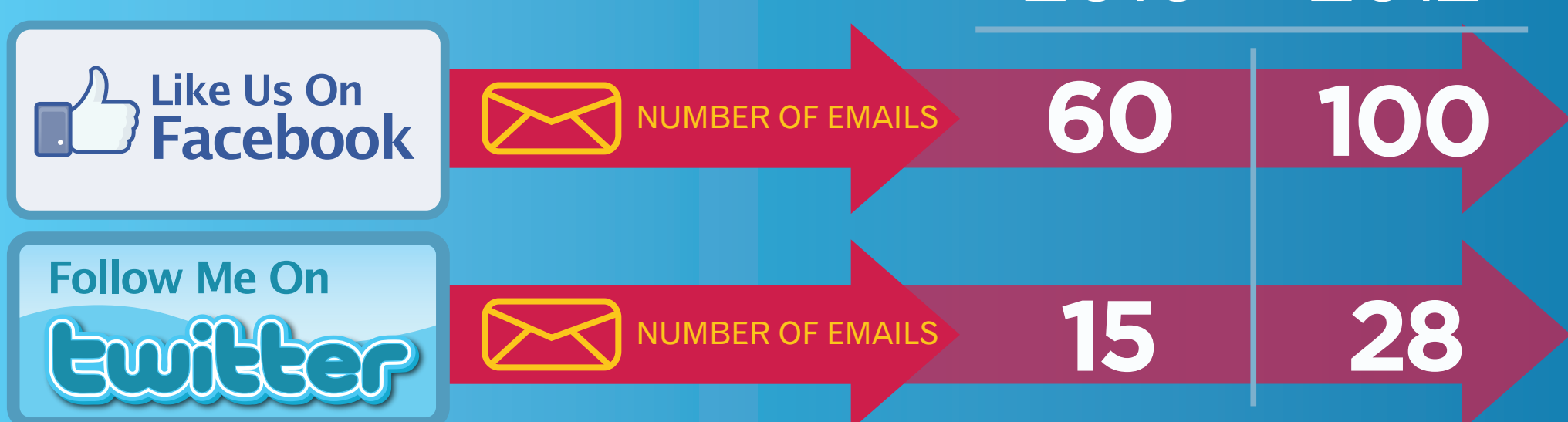
TOP SOCIAL NETWORKS DISPLAYED OR PROMOTED IN EMAIL



Facebook 97% Twitter 91% YouTube 45% Pinterest 32%

GROWTH NUMBERS

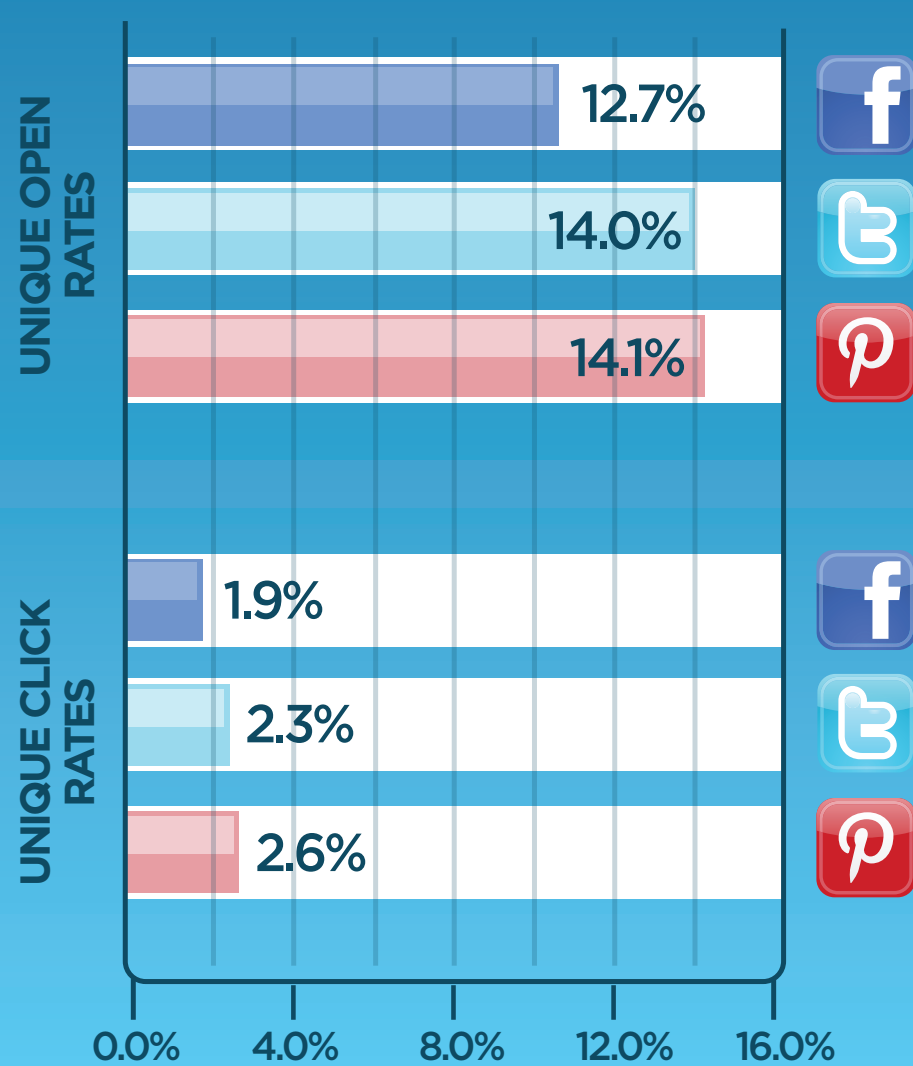
Since 2010, the number of brands using email subject lines to encourage customers to like or follow has grown about 70% for each site.



★ COMPARING OPEN AND CLICK RATES OF SOCIAL-PROMOTION EMAILS

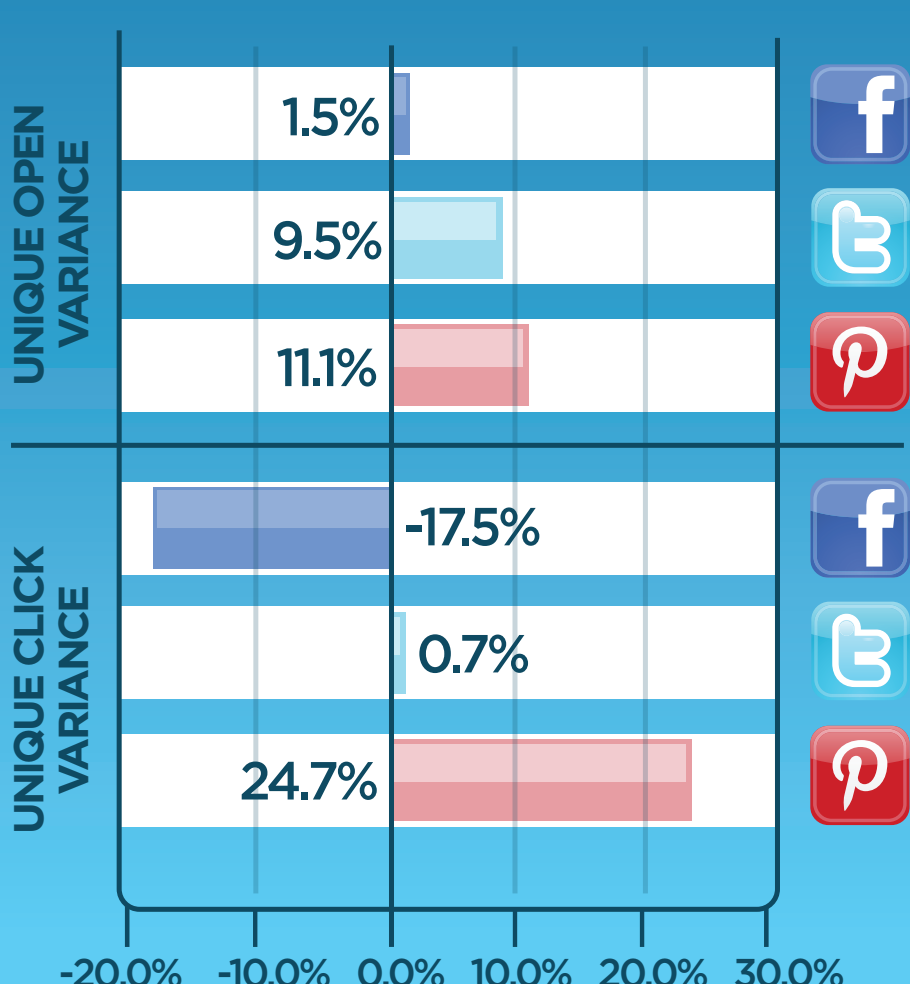
Pinterest creates buzz

Open and click rates are higher for emails promoting Pinterest than those for Facebook & Twitter.



Social-promotion emails vs. other promotion emails

The variance between 'like us' emails and other mailings varies by social media type.



FACEBOOK BOOSTS A BRAND'S SITE TRAFFIC

60% of brands that sent emails with "Facebook" in the subject line averaged a 27% increase in traffic to their website from Facebook the week following deployment.

EYES ON TWITTER

Unique open rates for Twitter 'Follow us' mailings are 9.5% higher than those for their other mailings

NEW KID ON THE BLOCK

Mailings promoting Pinterest are generating open rates 11% higher than other mailings, and unique click rates almost 25% higher

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