

DEMYSTIFYING THE INBOX

PART
1/3

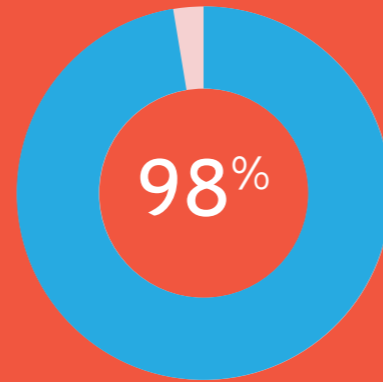
Email, the original social channel



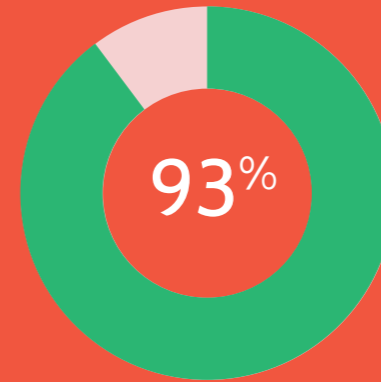
September 2012

Introduction

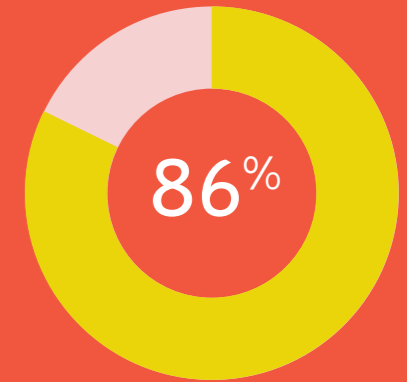
There are over **8 million** people online in South Africa and more than **99%** of them use email.



of them check their email at least once a day.



of them use email to share content online.



of email users subscribe to at least one permission-based email newsletter.

At Everlytic, we believe that email is the most important digital communication channel for engaging your customers and subscribers. It is the thread around which every good marketing campaign revolves, and the channel that gives the best return on investment of all marketing channels.

Our research shows that South Africans are very attached to their email and spend a lot of time using it.

If your target audience includes South Africa's online community, you need to be where they are: in the inbox.

We surveyed almost 2,000 people to find out more about their email behaviour and how they view newsletters and commercial emails. As far as we know this is the biggest survey of its kind in South Africa and is statistically representative of the entire SA online population. The results uncovered some surprising facts that are invaluable for anyone trying to engage an audience via email.

In part 1 we find out when, where and how people use email in South Africa. Part 2 and 3 will delve deeper into the inbox as we discover more about the volume and mix of emails people receive every day and how they engage with commercial emails, newsletters and spam.

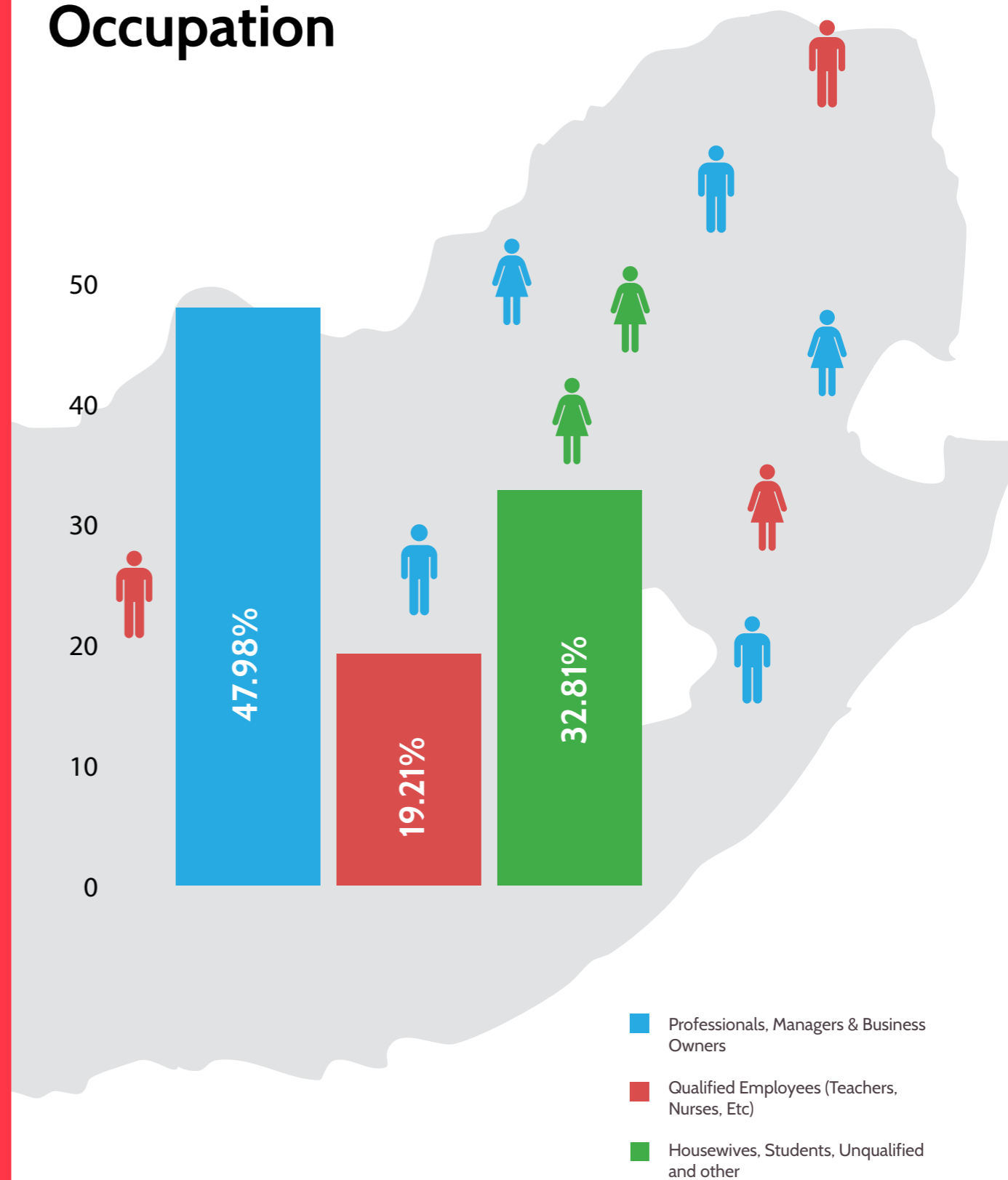
This study was done in conjunction with Effective Measure who surveyed almost 2,000 random South Africans across a multitude of local websites. A process of simple random sampling was used over a full week to ensure accurate representation of the online South African audience. Once the data had been collected sense checks were applied to ensure quality. The margin of error for a 95% confidence interval is 2.25%. This means that with 95% certainty the actual population value would be within plus or minus 2.25% of the quoted figure from this analysis.

Demographics of the online population in South Africa

The demographics of our online population are quite different to the population as a whole. Generally people are more educated and have higher education than the average South African.

Professionals (doctors, lawyers), managers and business owners made up 48% of our respondents. Qualified employees such as teachers or nurses made up another 19%. The remainder were housewives, students and unqualified workers.

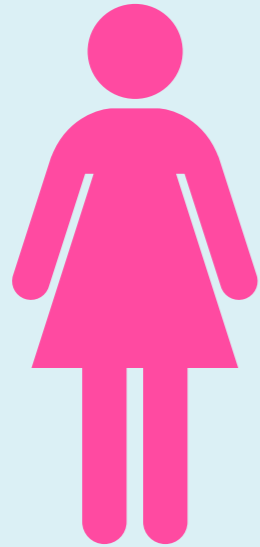
Occupation



58% of South African online users have a degree or diploma with a further 36% having matric or post matric.

37%
earn more than
R12,000 P/M

40%
earn more than
R30,000 P/M



FEMALE

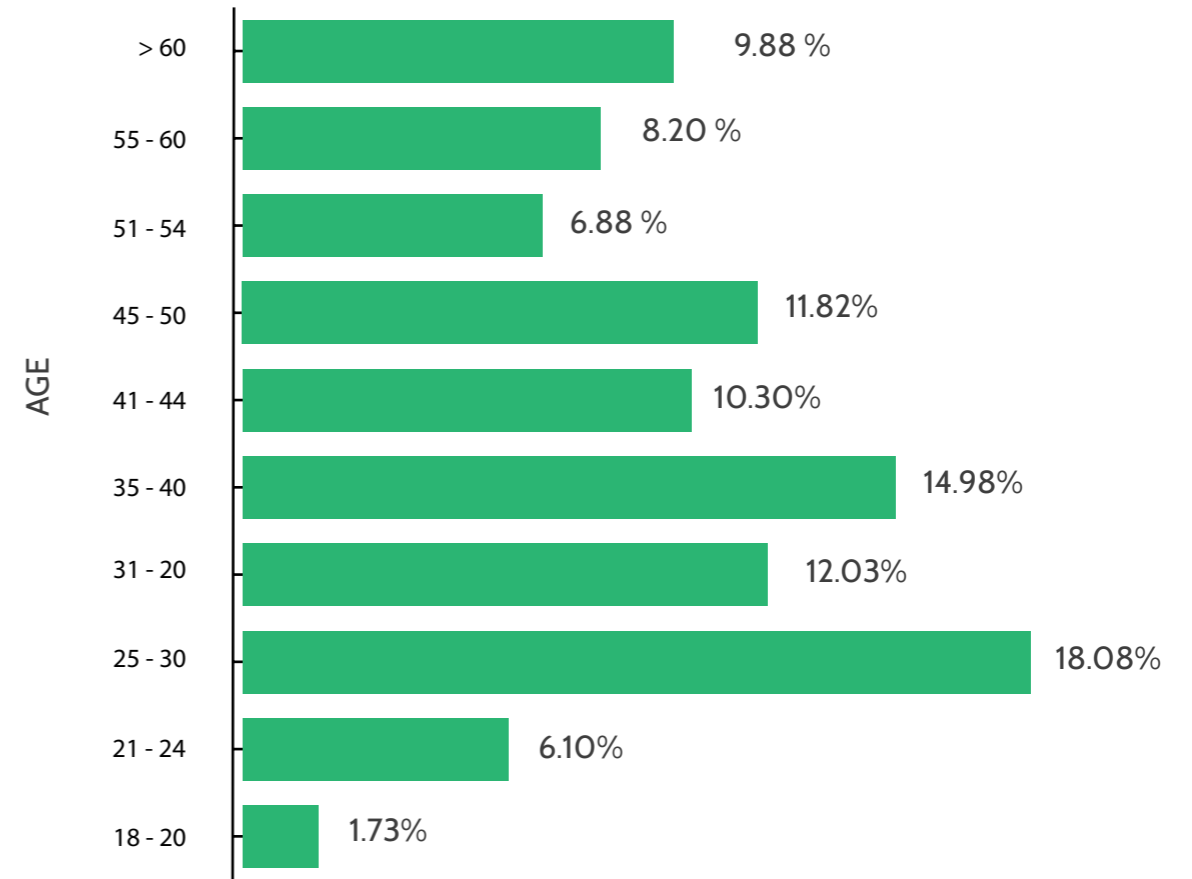


57% of our respondents were female and 43% male. 45% were between the age of 25 and 40, but there was a wide array of age groups including almost 10% over 60 years of age.

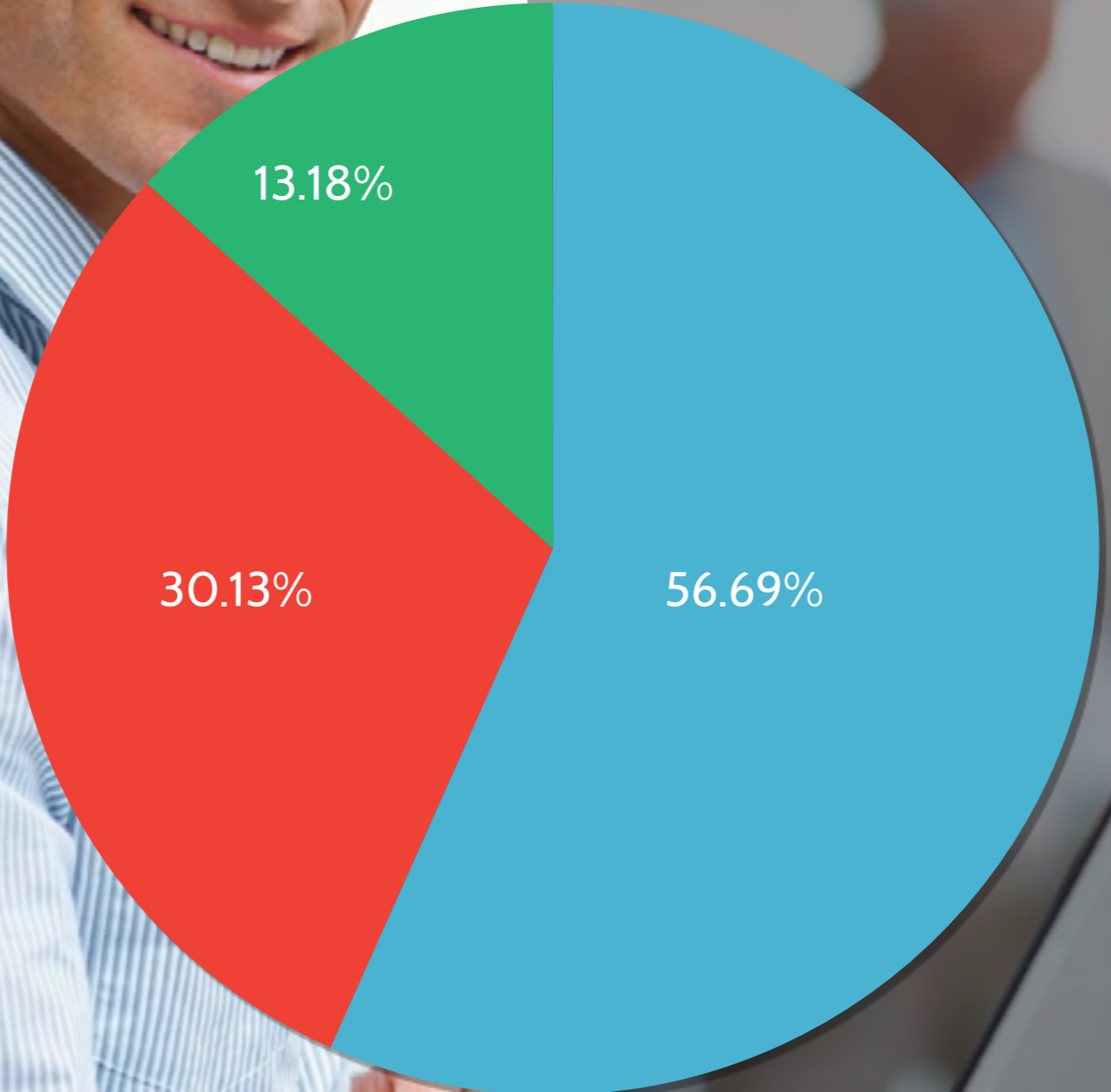


MALE

Ages of SA Online Population



Email only really became mainstream in South Africa in the early 1990s. Our survey found that 57% of South Africans started using email before 2000 with a further 30% having used it for more than 6 years.

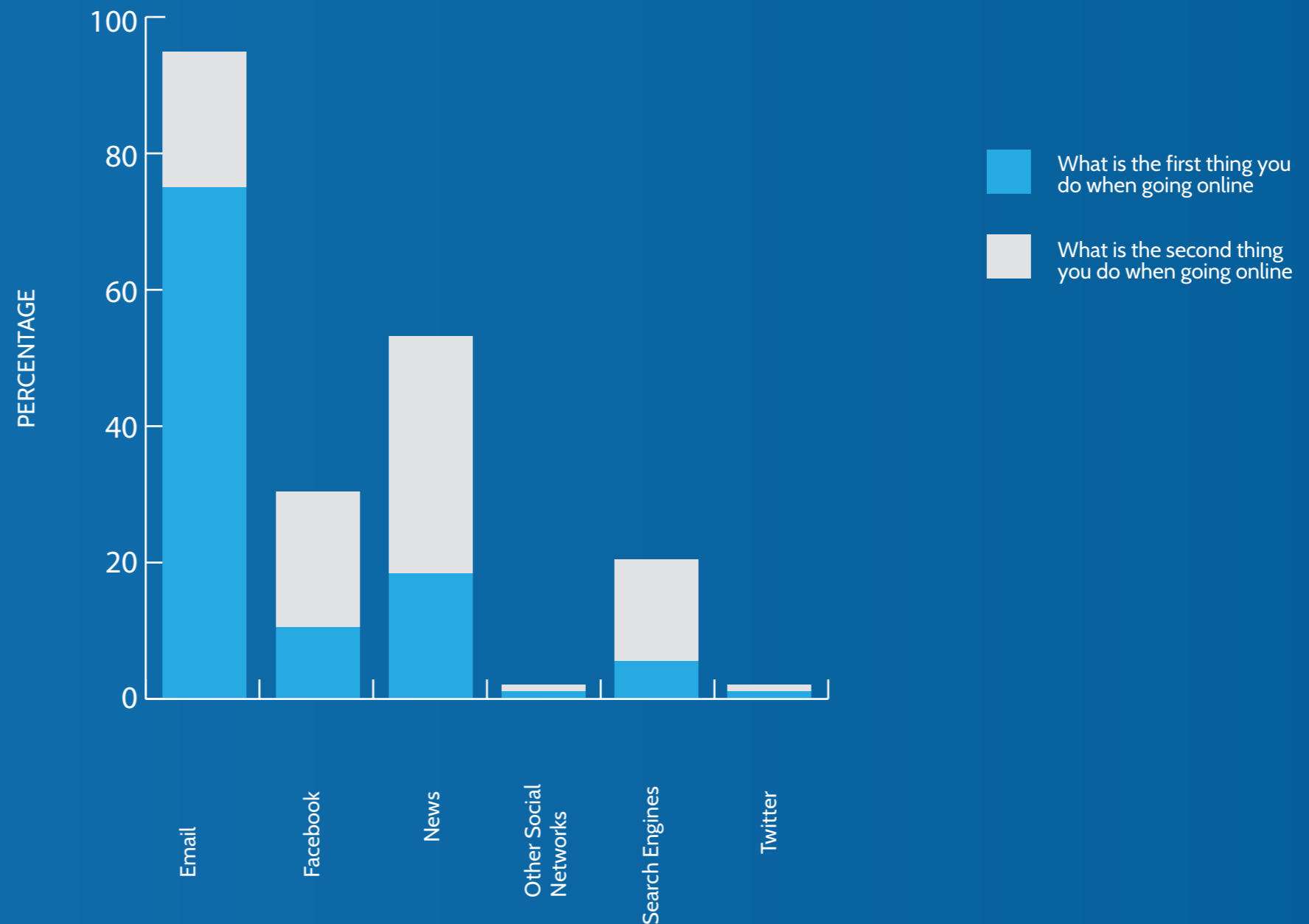


What year did you start using email?

- Before 2000
- 2000 - 2005
- 2006 - Current

88% of people read their emails first or second thing they do when going online

Even with the proliferation of social networks, email is still the first stop for most people when going online, followed by reading news and then social networks.

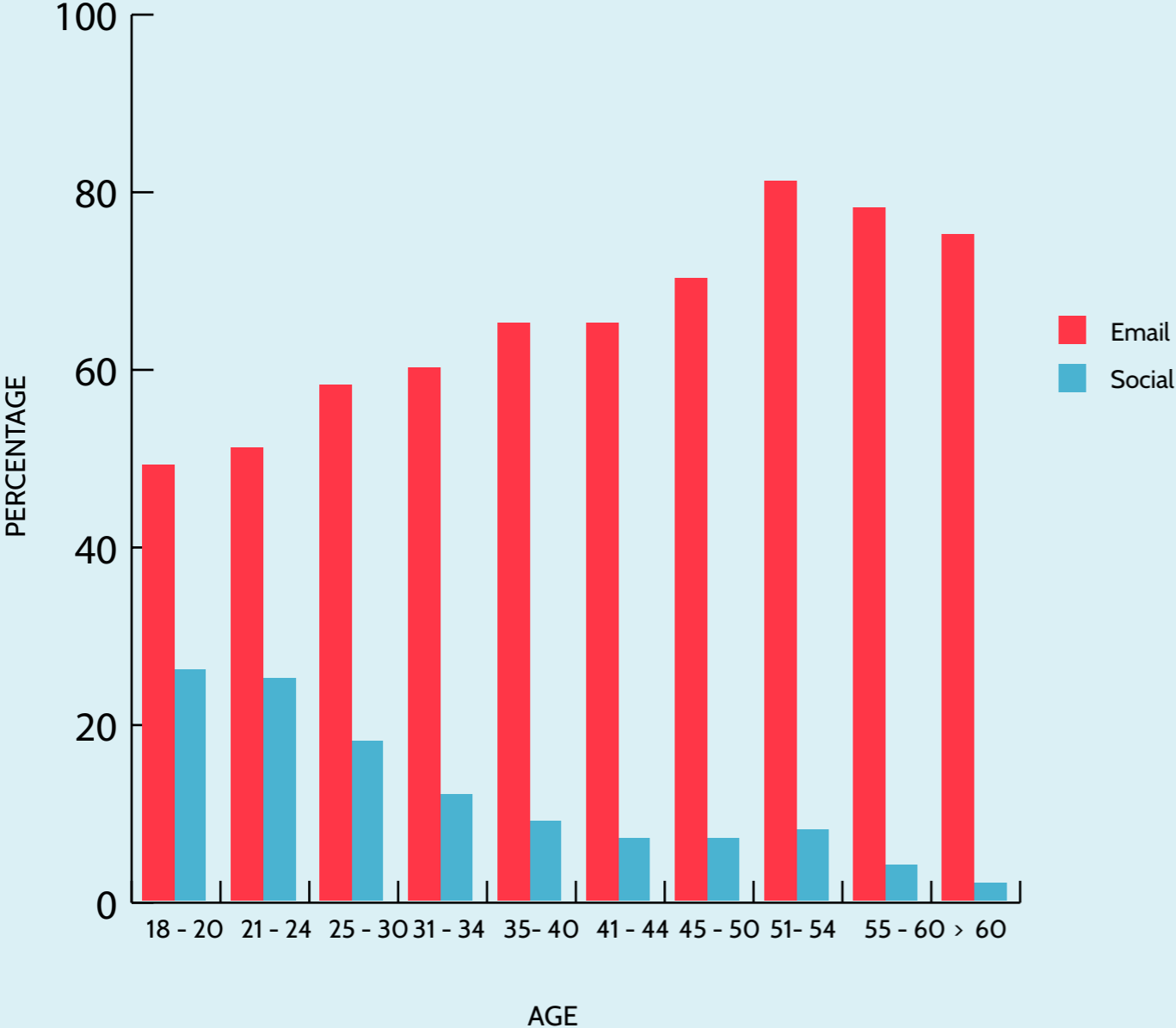


When we take a view by age we see that there is a significant difference in the way that older and younger people act online. Younger people are more likely than older people to first check social networks before email.

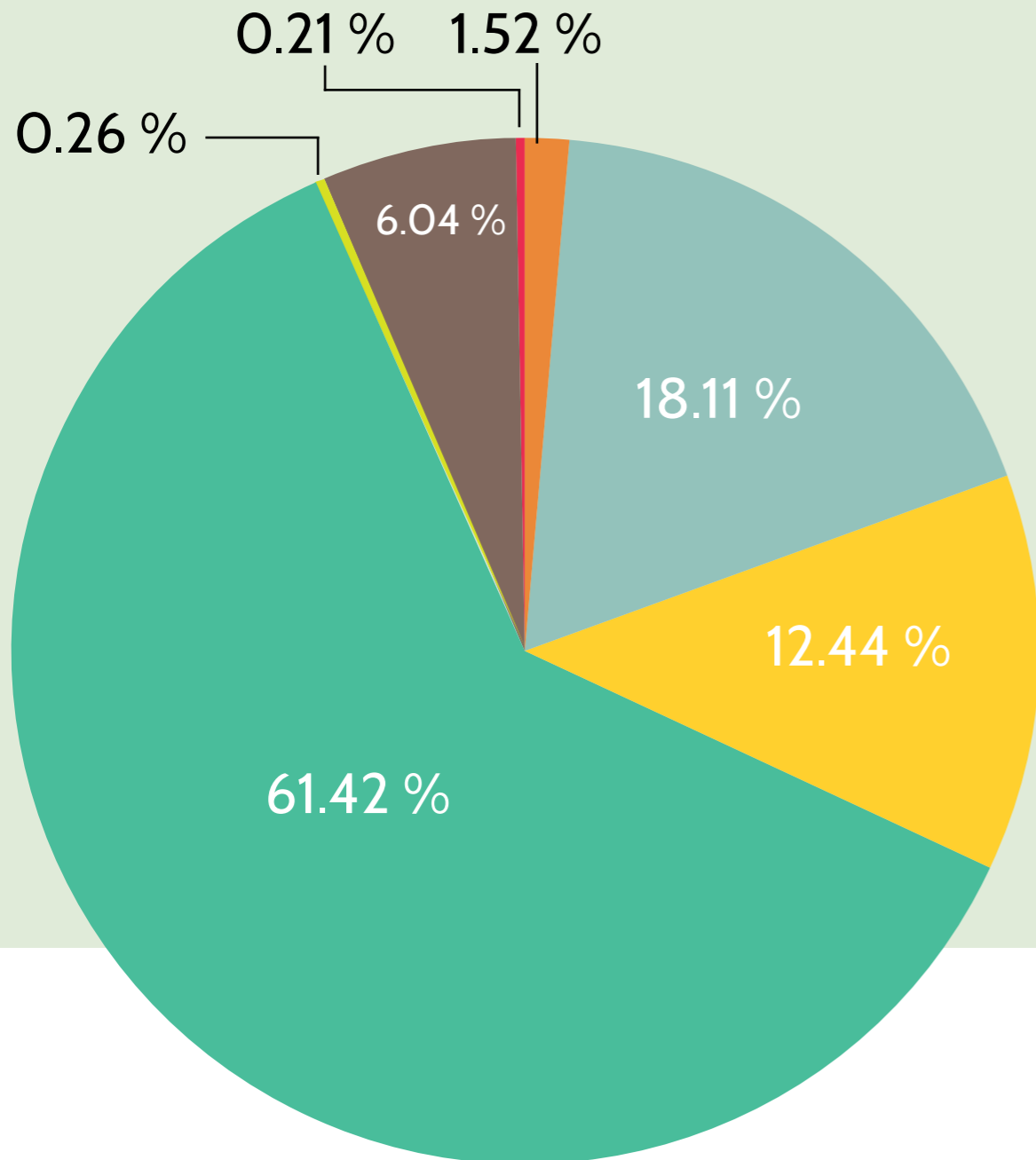
Consider:

Perhaps the obvious reason for this phenomenon is that younger people are more tech savvy and have grown up with social networks while older people are slower to adopt. A more interesting explanation may be that because email is the preferred business communication medium, students moving into the workplace find themselves being more engaged on email by virtue of their job requirements.

First thing that people do online by age



61% of people constantly check their email



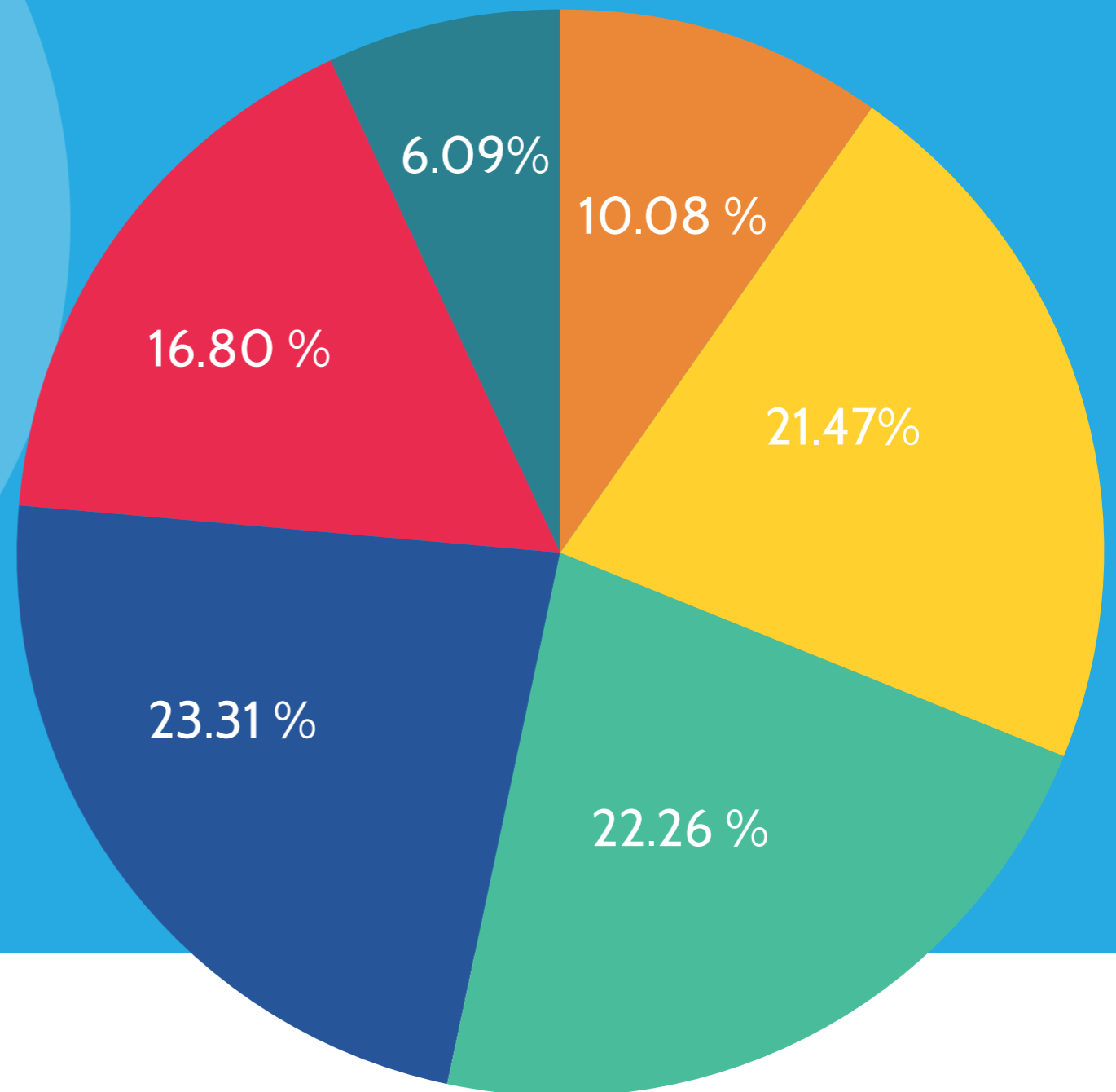
Email may be the ultimate sticky app. Is there any other social medium that so many people are constantly engaged with? If you are looking to be where your audience is, then look to the inbox.

- 2 - 4 times a day
- 5 - 10 times a day
- I constantly check
- Never
- Once a Day
- Once a month
- Once a week

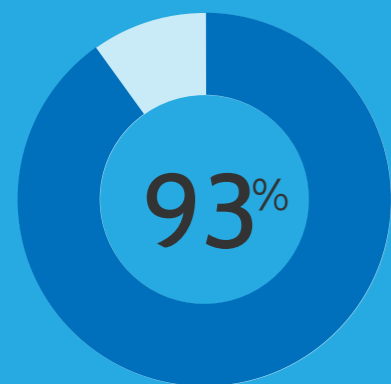
How many hours a day do you spend reading or writing emails ?

On average people spend between 1 and 2 hours on email every day with some stuck in the inbox for significantly longer periods of time.

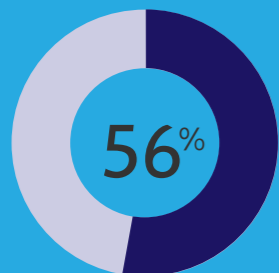
- Less than 15 minutes
- 16 - 30 minutes
- 31 minutes - 1 hour
- 1 - 2 hours
- 3 - 5 hours
- More than 5 hours a day



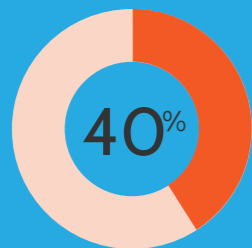
South Africans also use email more than other social media to share information with others.



of people use email to share information online



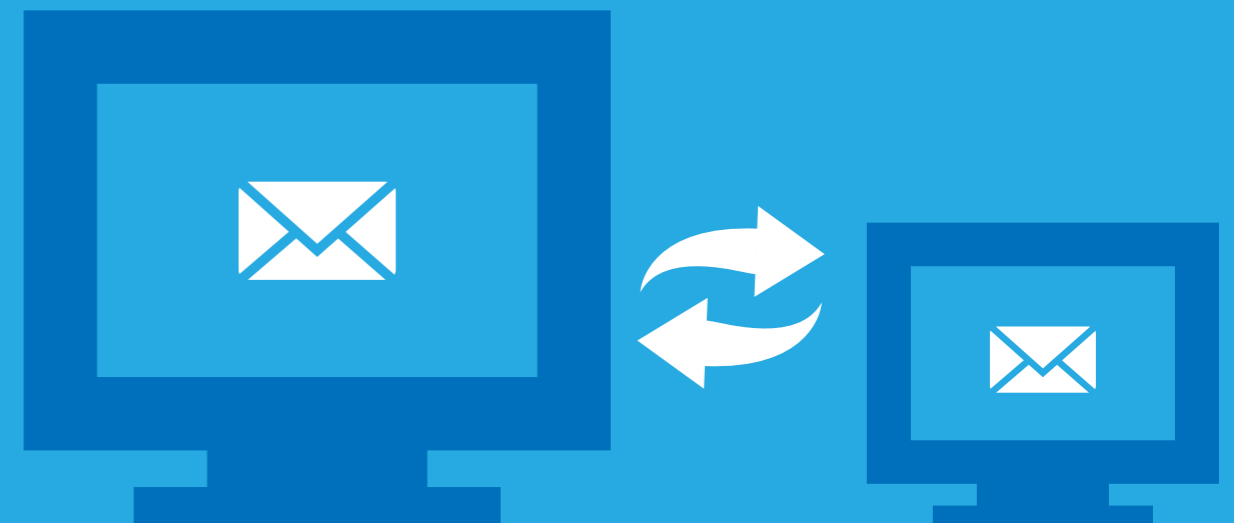
share information via Facebook



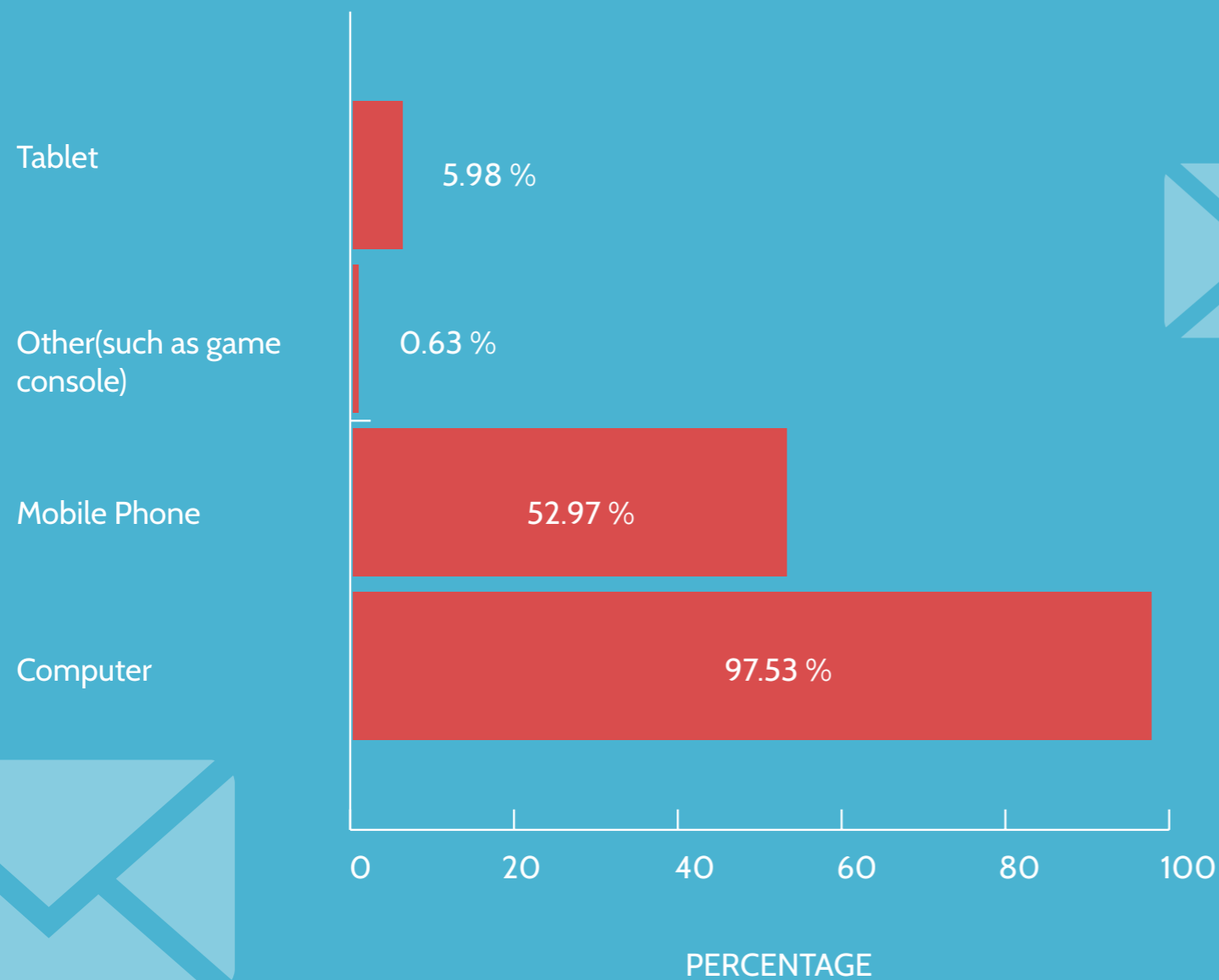
share information via SMS

Consider:

Because email is used for business and other “transactional” messages people spend a significant amount of their day reading and writing emails. Unlike Twitter or Facebook where you can choose to log on and participate, you cannot ignore emails. To keep your inbox manageable you need to check each email even if it is just for a couple of seconds before you delete it. This may be one of the reasons why the ROI on email marketing is better than other social media. The other reason could be because people are more willing to engage with commercial offers via email because they are already in a business frame of mind whereas Twitter and Facebook are used for more frivolous non-transactional purposes.



What devices do you use to read you emails ?

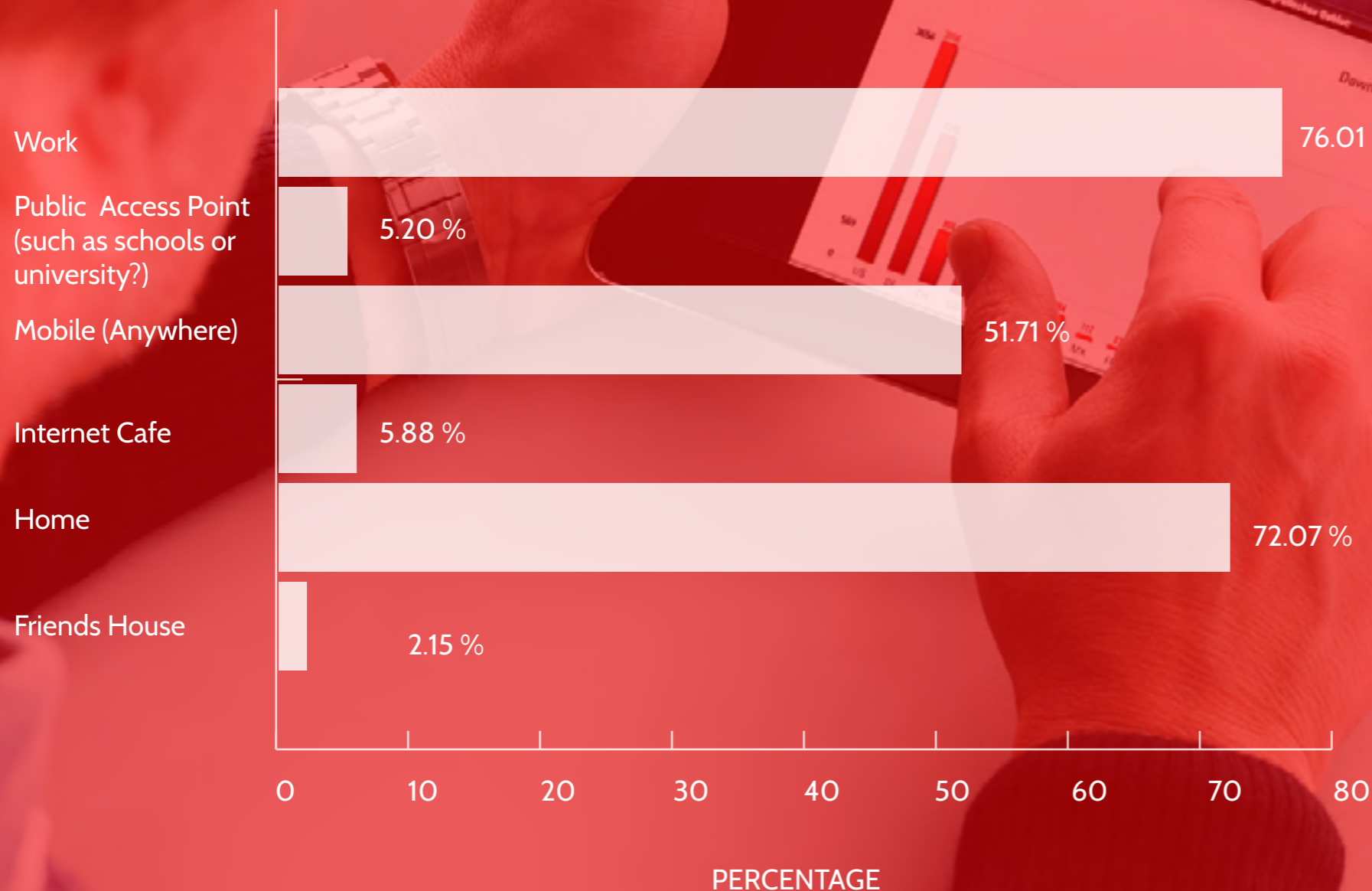


More than 50% of people are now reading emails on mobile devices

You cannot ignore mobile, especially in Africa. While almost all of online South Africans still use a computer to read emails, more than half of them also read emails while on the go. As the tablet market grows we expect this percentage to increase even more.



People read their emails wherever they are at work, home or on the go.



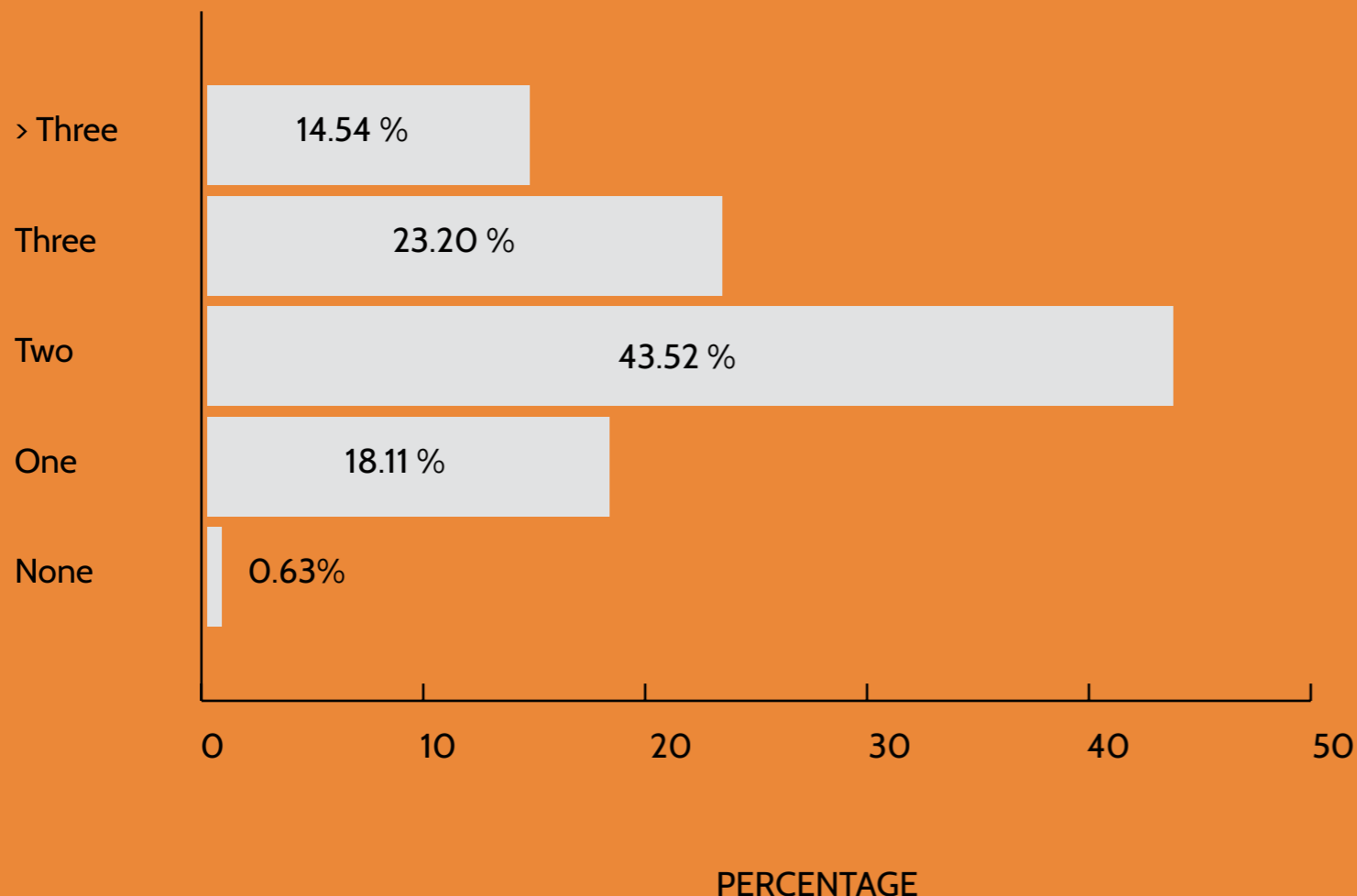
Consider:

What does your email newsletter look like when it pops up on a mobile device? People tend to flip through emails fairly quickly and if you cannot catch your reader's attention at first glance or there is a formatting problem because of the small screen they are most likely to skip straight past or delete your email. Mobile matters. You cannot afford to ignore it.

81% of people have more than one active email address

Are you sending to the correct email address?

How many active email addresses (inboxes) do you have ?



Consider:

Which email address are you using to communicate with your subscriber? If they are using multiple email clients they may be spending all their time in Microsoft Outlook while you are sending your newsletter to Gmail. Or maybe they don't want to be interrupted at work and would rather get their newsletters from you at a personal email address. Have you asked them their preference?



Conclusion

Online South Africans spend a lot of time using email every day. It is the first thing they do when going online and they use it to share content more than Facebook and Twitter. They spend hours every day reading and writing emails and most people are constantly checking their inbox wherever they are. The online population is well educated and earn higher than average salaries. They make up a large portion of senior managers, entrepreneurs and professionals in the South African business world. This makes them a very attractive market for many businesses. They are also used to receiving permission-based newsletters in the inbox and actively subscribe to them to get the content they want.

If you are trying to figure out where your target audience is when they go online, look to the inbox. No matter what else they do online, whether reading news, searching or socialising, they are still using email every day. Email is a very effective medium to tie other aspects of a marketing

campaign together. It can connect your web and social strategies together and is the perfect medium for a call to action or to complete a transaction. Combine this with traditional marketing strategies to build a powerful marketing campaign.

Part 2 and 3 of this research will be released over the next couple of weeks. We answer a number of additional questions such as:

- Email inboxes are unmanageable: myth or fact?
- What volume of emails do people deal with every day?
- What makes people subscribe and unsubscribe from newsletters?
- When do they prefer to receive and read newsletters?
- How do they deal with spam?



Everlytic is a unified messaging platform for sharing content via email, mobile and social. Every day we send millions of messages for some of the leading brands in South Africa. Our rich analytics help you to understand how your subscribers are engaging with your content and our segmentation tools allow you to send targeted content to recipients.

We integrate with some of the most popular content management systems such as Wordpress and Drupal and have a rich API for integration into your existing CRM system. Everlytic is an enterprise level web-based platform made for big business and publishers, but any business can sign up for free at www.everlytic.com



With Everlytic's excellent reporting functionality and built-in analytics, we can link each marketing action to its results in a very concrete way - FNB



Everlytic is a truly world class product with a great support team." - Alistair Fairweather, Digital Platforms Manager at Mail & Guardian



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