

DECLARED TOO **EASY FOR** MARKETERS

BAROMETER 2022

Take a look at the data of emailing for e-retailers



AGENDA



What data did we use?

01

Lexicon

02

Average performance by sector

03

The most profitable scenarios

06



Average performance per day

04

Sales & calendar events

08

7 tips to create THE perfect email template

11



How can you increase your client's subscription?

13



What data did we use?

The following statistics are based on emailing campaigns from our 467 clients (free or paid membership) in 2021.

Our clients are mostly e-retailers.

Lexicon



Opening rate

The amount of contacts who, upon reception, open your email.

Opening rate = (number of opened emails) / (the total number of emails sent)

Click rate

The proportion of your contacts who open and click on a link in the email sent.

Click rate = (number of clicks) / (the total number of emails sent)



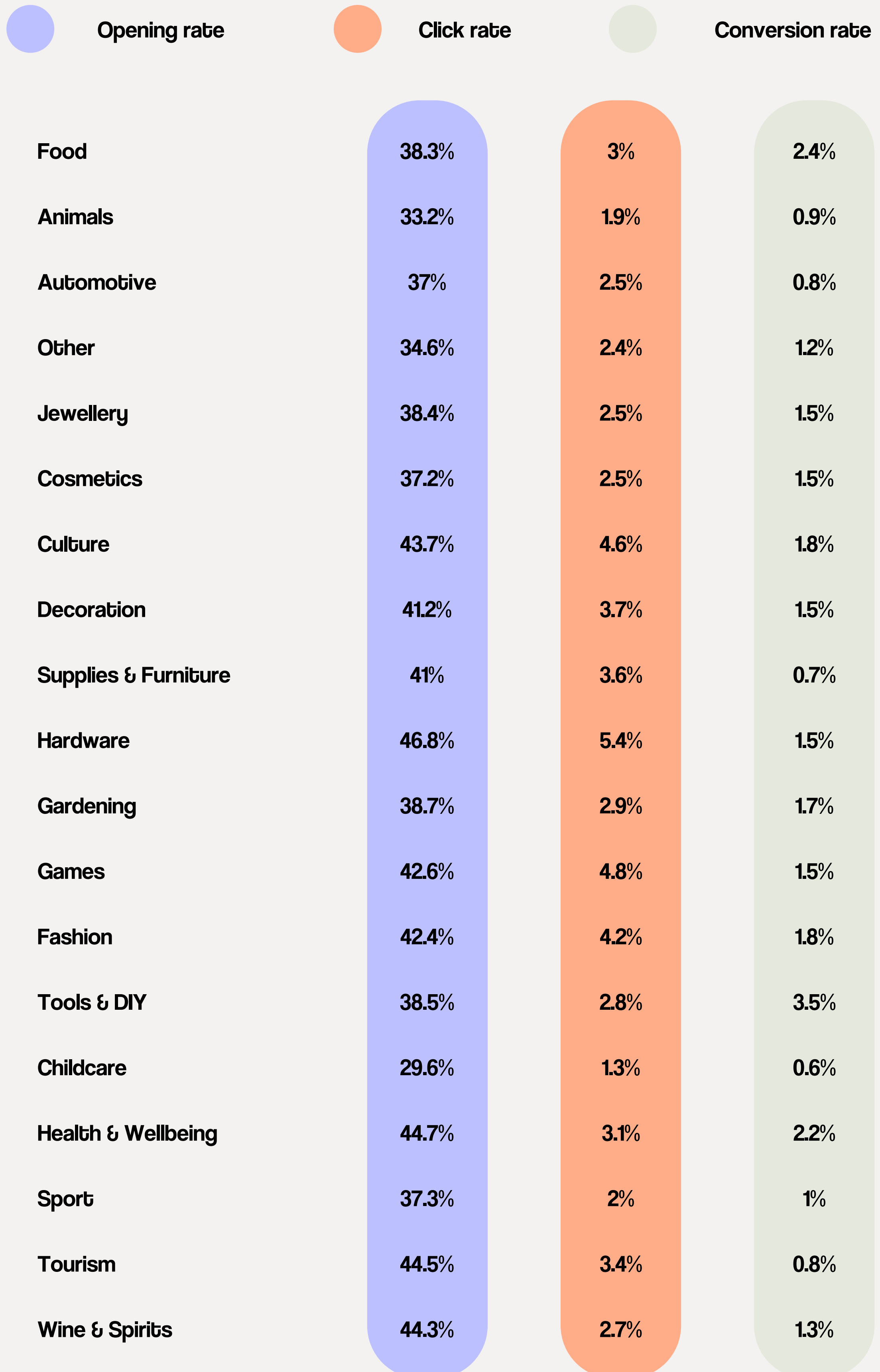
Unsubscription rate

Your contacts that unsubscribed from your email campaigns or newsletters following one of these emails.

Unsubscription rate = (number of unsubscription) / (the total number of emails sent)

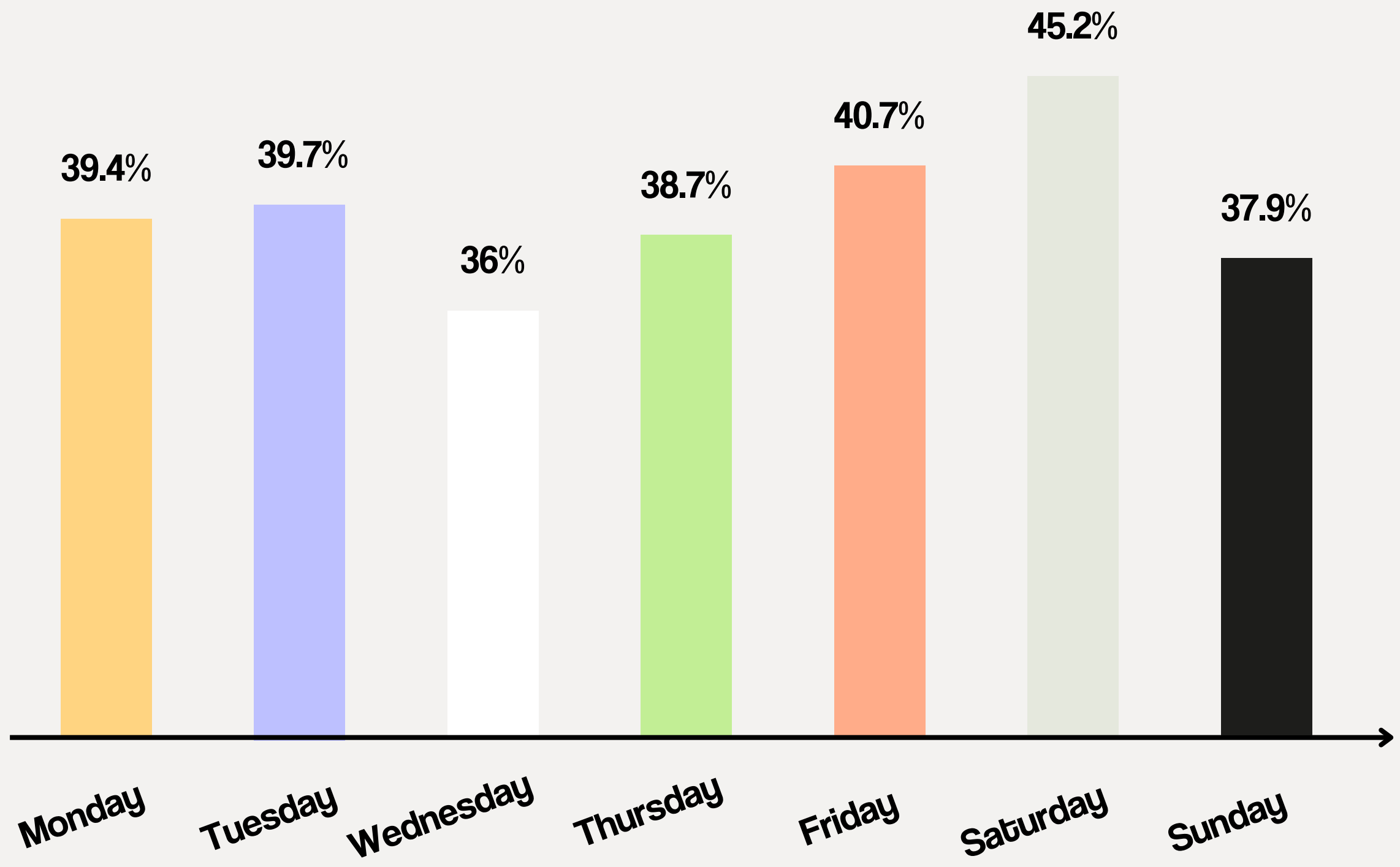


Average performance per sector

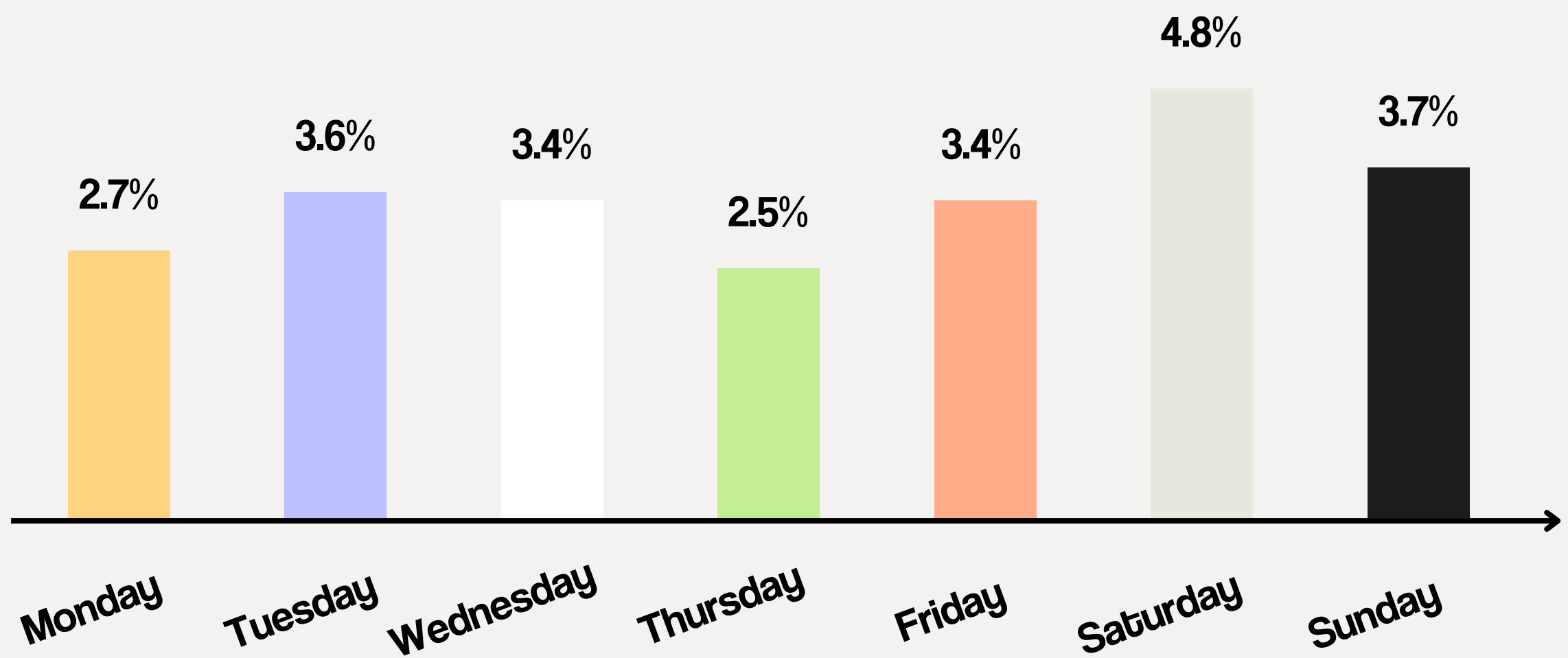


Average performance per day

Opening rate



Click rate



Brief summary



According to Ptidigital*, here is the average data in 2021 for emailing in France :

- Average opening rate : 18%
- Average click rate : 2,6%



Nos chiffres

- Kiliba's opening rate :

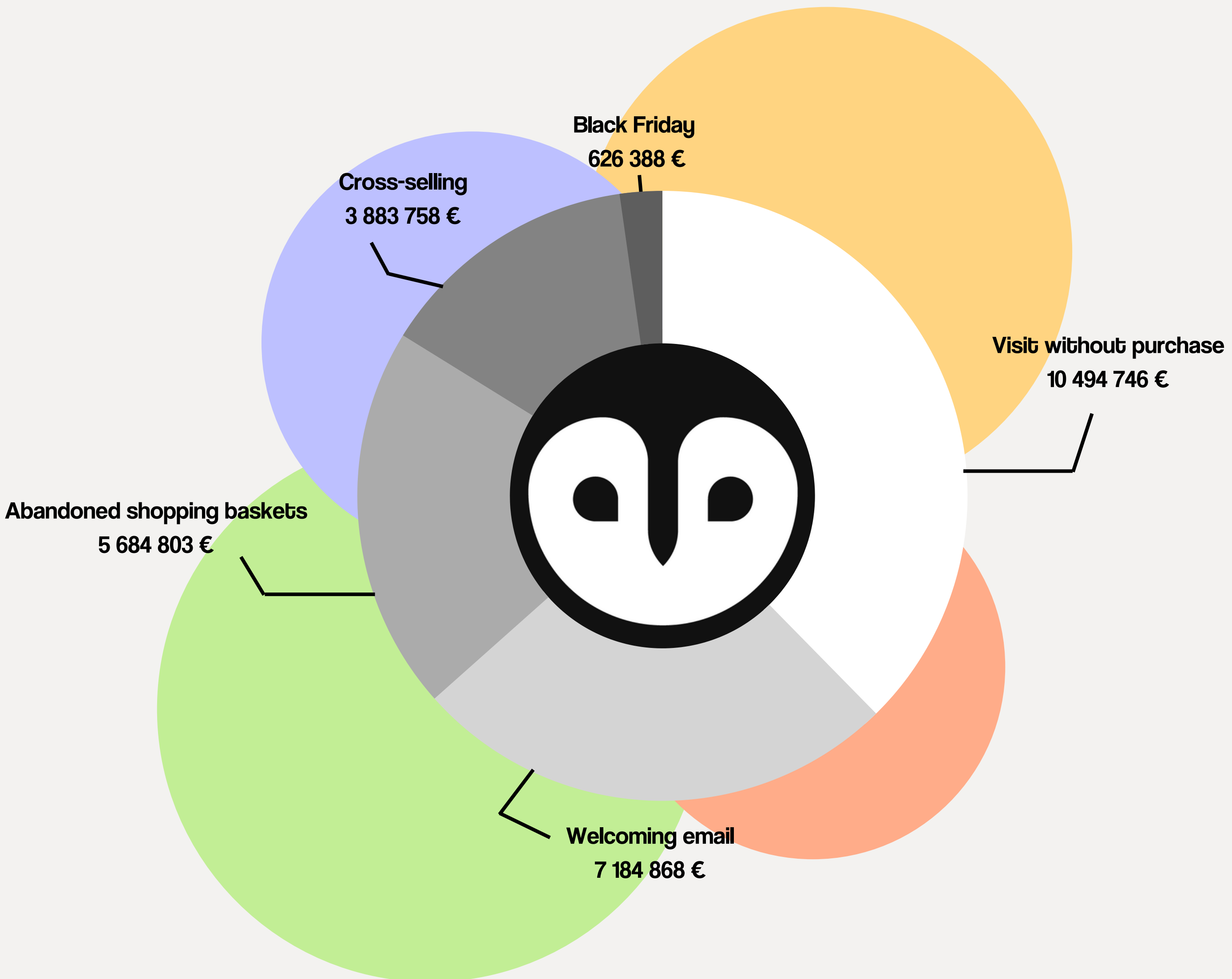
Hardware industry presents the best opening rate with an average of 46.8%. Regarding day of sending, Saturdays appear to be the best day to send an email with an average opening rate of 45.2%.

- Kiliba's click rate :

As the opening rate, Hardware industry has the highest rate with 5.4% ; it keeps its 1st position. But what's the best day for the highest click rate? Again, Saturdays appear to be the best with 4.8%.

*<https://www.leptidigital.fr/emailing/kpi-statistiques-emailing-17250/>

What are the most profitable scenarios?



Brief summary

We have created the best automated marketing email workflows for our clients.

The campaigns can be directly activated from your Kiliba space or scheduled in relation to your sales, depending on the calendar events. The automatic emailing provides your customers with personalised product recommendations.

Here are our most popular scenarios:

Black Friday: Attract Black Friday buyers to your shop.



Customer's birthday: Email a personalised note to your customers for their birthday.



Welcoming email: Warmly welcome your new customers.



Cross-selling: Suggest products which compliment each customer's purchase.

Abandoned shopping basket: Email your clients that have not completed the purchase process.



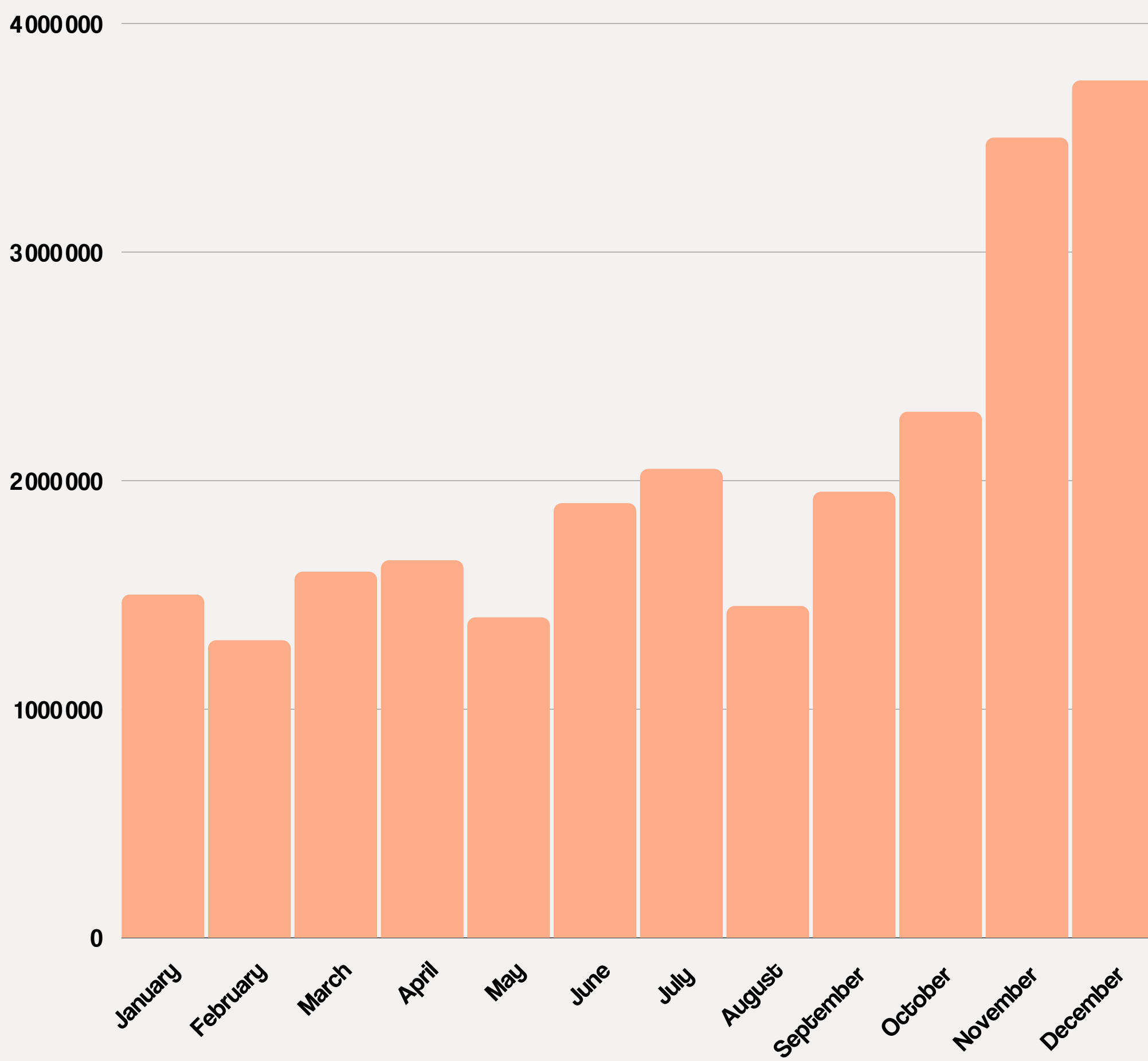
New products: Email your new products to customers that are excited by novelty.



Visit without purchase: Send a special email to the visitors that didn't buy anything on your website.



What is the most profitable time for e-retailers?



What you should know...

The most profitable scenario is "visit without purchase".



A visit on one of your pages shows the interest the customers have in your website. It is essential for you to make the most of this qualified traffic by supporting it through the buying process. Thanks to the well analysed workflows of scenarios, Kiliba helps you by sending email campaigns over a long period of time in order to turn these visitors into buyers.

This scenario brought more than 10,000,000€ for our clients in 2021.

What comes next?

- "Welcoming" scenario: 7 184 868€
- "Abandoned shopping basket" scenario : 5 684 803€



The most profitable time of the year for e-retailers is around december ; since it is largely influenced by the Christmas period.

At Kiliba, what data should you not forget?



8.581.995

The total amount of people reached by Kiliba's campaigns

318.451

The total number of campaign emailed by Kiliba's partners to their clients



8€

The average profit generated by each email sent

7 tips to create a perfect email template

1 Use the colours of your brand

To create an email that reflects your brand identity it is important to use the colours in your graphic charter.

Use these colours in moderation: a simple reminder of the main colours in small touches in the email is more than enough to convey the essence of your brand.

Avoid framing and coloured backgrounds, the current trend is for clean emails!

2 Use the tone of your brand

Use a tone of voice as close as possible to your brand to create an email that feels like you. This is particularly important when you communicate with your customers!

If you have a fun B2C e-commerce site, opt for a light tone!

On the other hand, if you have a B2B e-commerce site, choose a more professional register.

3 Personalise your emails

By personalising your emails, you give the recipient the impression that you know them well and that the email is made for them only.

To go further: start the subject line with the recipient's first name. This will increase your opening rate.

Another idea: send emails at key moments in your contact's life (birthday, anniversary, etc.).

The email will then be dedicated to them.

4 Send the right content

The right email content is one that makes your contact want to visit your website and turn this visit into a purchase.

Most of the software on the market only allows a partial and a somewhat rigid integration of content. Most of the time, segmentation of your contact base is not possible.

Although accompanied by images of your products, content addressed to a contact base that is not segmented and without personalisation is unlikely to interest the recipients.

7 tips to create a perfect email template

5 Join your social networks

Include your social media links in your emails so your contacts can easily follow you there.

7 Track your links in Google analytics

Now that you know how to create a perfect html email template, try remembering to add an UTM tracking link to each outgoing link from your email (hyperlink, call to action).

It will help you tracking the performance of your campaigns in Google Analytics by identifying the source and the adapted support.

6 Do not forget adding an unsubscribe link

Don't forget to add an unsubscribe link in the footer of your email to give your customers the possibility to stop receiving your emails. This is a legal obligation under the RGPD.



How can you link to your customers?



Many opportunities exist through the year to send communication campaigns to your contacts. It is more likely to be profitable for your turnover! Here are few tips to help you personalising all your campaigns and make them relevant to your marketing strategy.

1. Use your audience data to know what your customers want

Everybody wants to feel special! Emailing personalised contents helps building this feeling. You must know all your customers to communicate on a personal level with them.

Using a CRM, for instance, analyse your database to better target your contacts. These datas, based on specific criteria, allow you to have a closer overview to customise your emailing campaigns.

If you have an e-business website, take a look at the keywords used on the web to know best what people are looking for when visiting your website.



2. Use thematic images

Different times of the year (Christmas, Valentine's Day, Black Friday, etc.) are associated with different images and emotions! The aim is to be as creative as possible while remaining professional. If you use product photos in your campaigns, there are a few simple tricks that will make them look fun and professional:

- Less is more: use clean backgrounds and natural light
- Don't clutter the image with too many props
- Bring your image to life by adjusting the light with a reflector

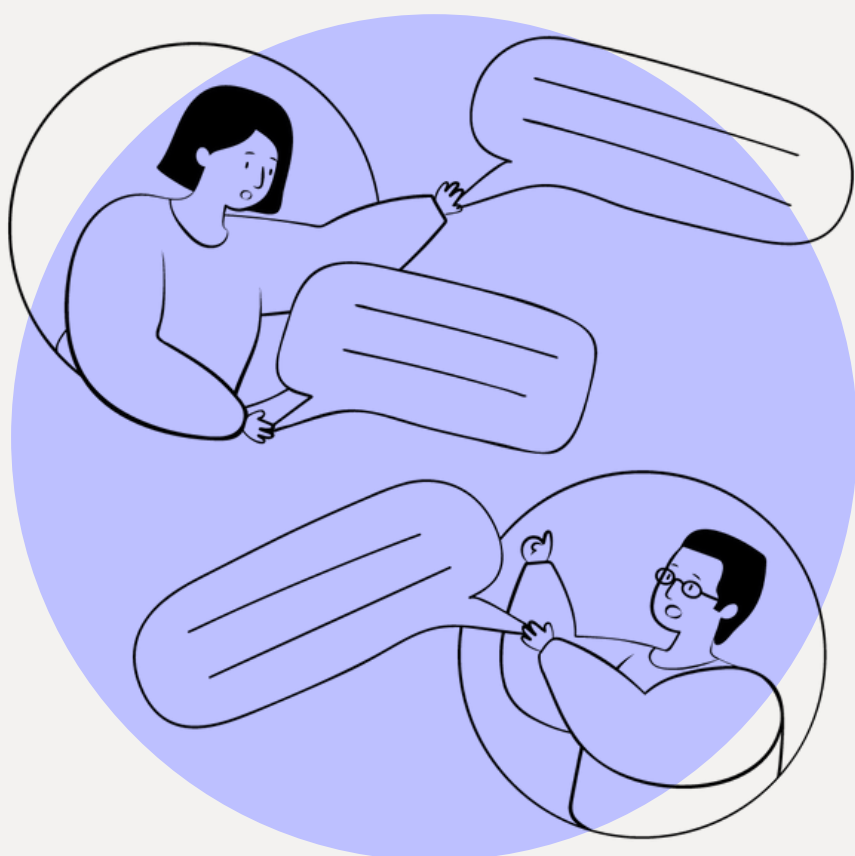
Use Canva, an "easy, fun and intuitive" online editing tool.

3. The right product at the right time

Promote your best products on all your communication channels based on the accumulated data of your audience and the pictures of your products:

- Share content at the right time on your social media platforms.
- Send automated and highly personalised emails that present your products according to the recipients' tastes.
- Add your new products to your homepage.
- Create a landing page especially for them.

Keep in mind that people are not easily convinced when buying a product. Once you have identified the best products to promote, you can set up automated reminders of abandoned shopping baskets when your subscribers remove these products from their basket.



4. Send the right message on social media

Key periods in the e-retailers' calendar generate more interaction on social media. It is important for your company to participate! Your participation should send positive signals, through your brand, to your audience and potential customers. You have to show them that you are involved in their daily lives. However, it is important to be authentic on social media. Manage each social network separately and think about the right message for your brand. If in doubt, you can do a little research to see what your competitors are doing:

- What did they do last year?
- How do you want to differentiate yourself?

Kiliba, what is that?

At Kiliba, we have decided to build the first 100% automated marketing email solution to support you in:

- Increasing your sales
- Winning your customers' loyalty
- Enhancing your opening rates

Kiliba offers you 22 automated email scenarios in 5 different languages.

With the use of artificial intelligence we can personalise emails depending on the behaviour of each client and send them at the right time.

All this thanks to our package which takes less than 3 mins to set-up! Easy and reachable.

Ask for a free trial and access the true power of marketing automation with Kiliba.

