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DECLARED TOO **EASY FOR** MARKETERS

BAROMETER 2023

Take a look at the emailing data for
e-retailers

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What data did
we use?

The following statistics are based on emailing campaigns from our 555 customers (free or paid membership) in 2022.

Our clients are mostly e-retailers.

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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) * 100

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) * 100

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) * 100

Conversion rate
The ratio between your defined actions and the actual visitors to your online shop.
CONVERSION RATE = (NUMBER OF ACTIONS / NUMBER OF REAL VISITORS) * 100

Average performance per sector

● Opening rate   **○** Click rate   **●** Conversion rate

Sector	Opening rate	Click rate	Conversion rate
Alcohol	55%	6,1%	3,6%
Bodycare	45,9%	5,4%	3,6%
Carparts	44,4%	5,7%	2,4%
Child	43,8%	3%	2,2%
Clothing	50,3%	6,6%	3,3%
Construction	46,7%	4,5%	10,9%
Culture	47,7%	5,8%	2,9%
Decoration	51,5%	5,6%	3,4%
Food	46,8%	5,6%	6,2%
Furniture	49,7%	6,9%	3,6%
Games	48,6%	5,7%	3,7%
Gardening	47.7%	6,1%	4,2%
General	51,4%	5,6%	5,2%
Hardware	44,1%	3,8%	2,8%
Jewellery	47,6%	6,1%	4%
Medical	42,9%	3,4%	4,6%
Office	49,3%	4,3%	4%
Other	46,3%	5,7%	3,7%
Pets	45%	5,2%	3,6%
Sport	48,8%	5,2%	3%
Tourism	51,6%	7,2%	2,1%

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What about the revenues?
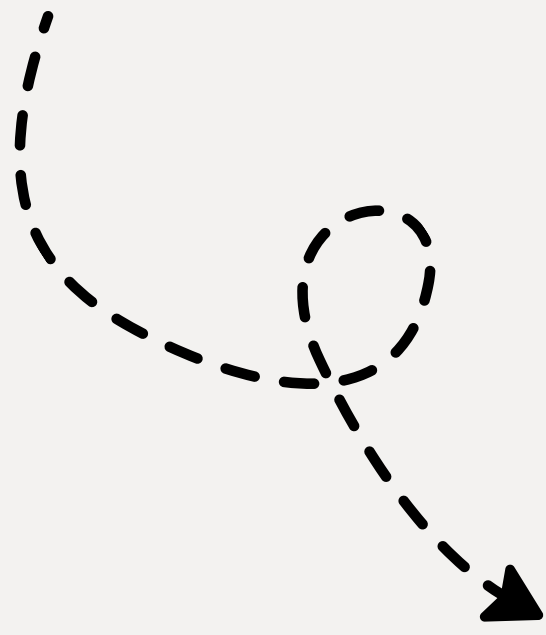
	Turnover	Average shopping basket
Alcohol	18,2€	516€
Bodycare	8,8€	120€
Carparts	7,3€	191€
Child	1,8€	75€
Clothing	7,1€	135€
Construction	118,3€	413€
Culture	6,1€	118€
Decoration	8,8€	208€
Food	34,5€	259€
Furniture	29,2€	587€
Games	13,9€	261€
Gardening	63,3€	487€
General	5,2€	97€
Hardware	24,7€	682€
Jewellery	8€	161€
Medical	12,7€	172€
Office	10€	150€
Other	7,8€	126€
Pets	4,4€	82€
Sport	12,7€	224€
Tourism	4,1€	145€

Average performance per day

● B2B ● B2C

Opening rate

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
B2B	44,9%	44,9%	46%	45,2%	45,4%	45,5%	44,9%
B2C	49,1%	49%	48,8%	48,6%	48,6%	49,1%	48,8%

Taux de clic

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
B2B	4,3%	4,5%	4,1%	4%	4,5%	4,5%	5,9%
B2C	5%	5%	4,9%	5,1%	4,8%	5,2%	5,2%

Taux de conversion

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
B2B	38%	19%	29%	22%	26%	15%	33%
B2C	17%	11%	15%	17%	18%	14%	18%
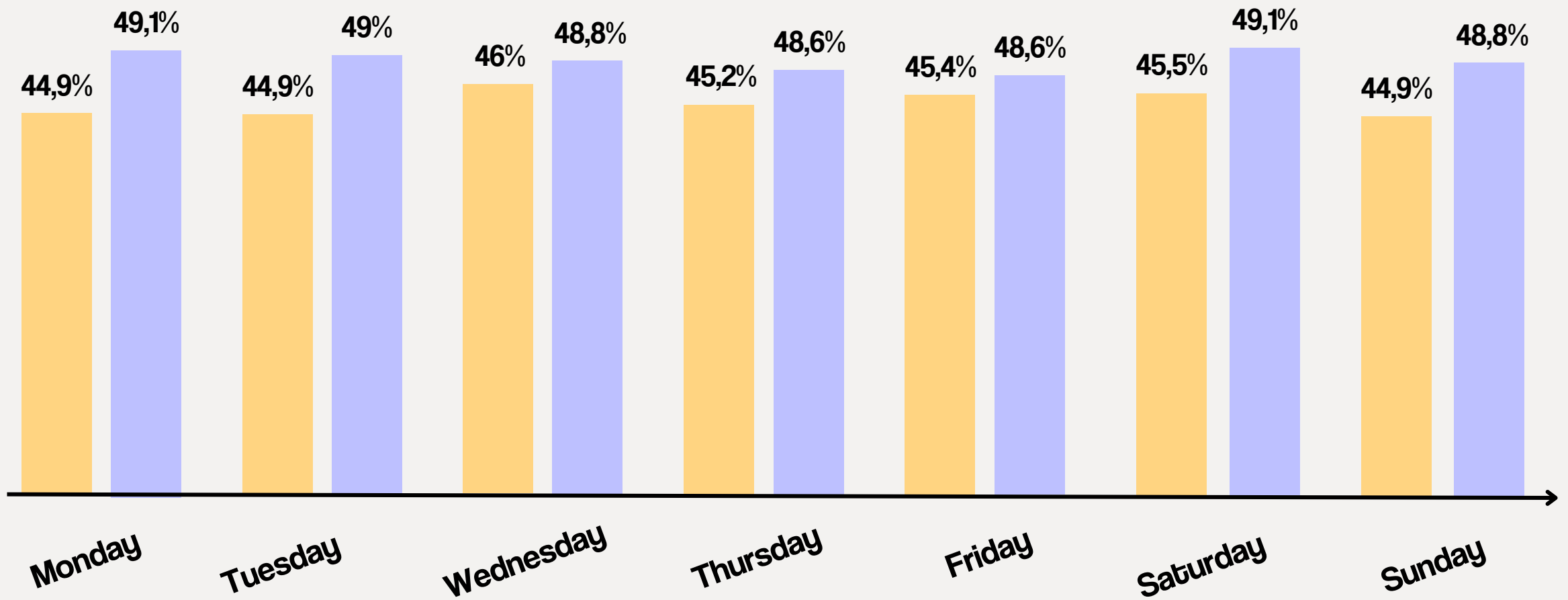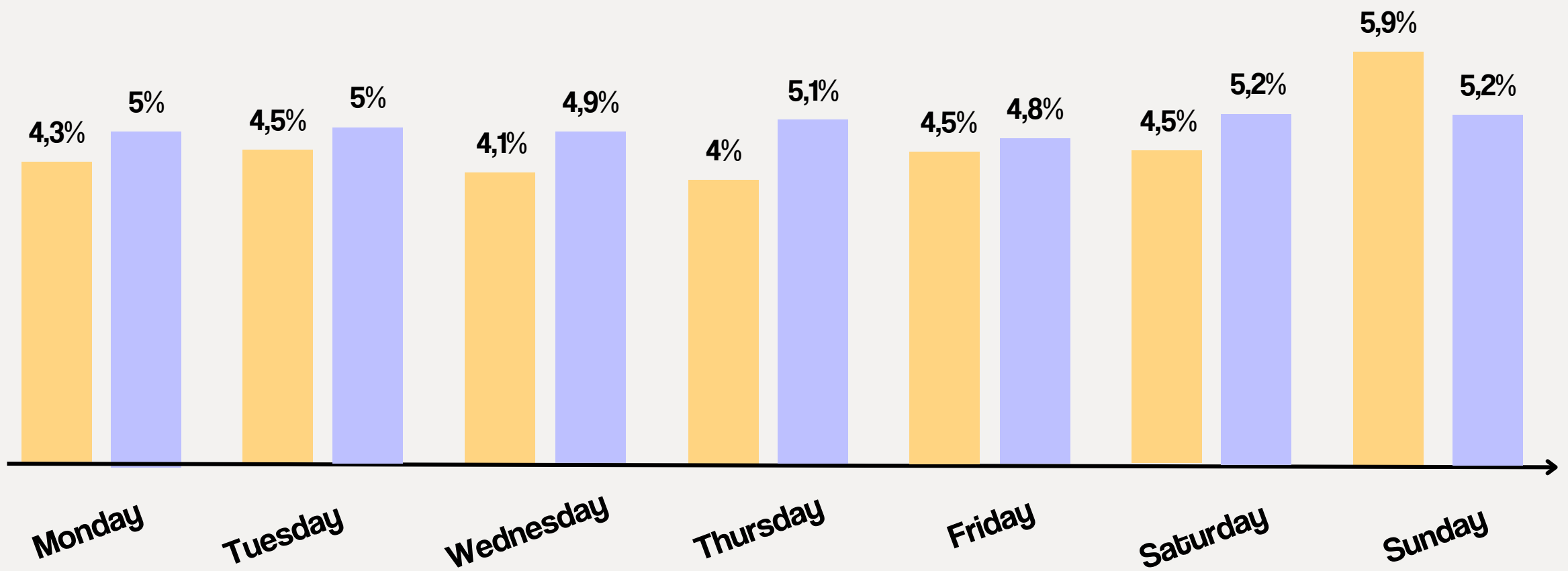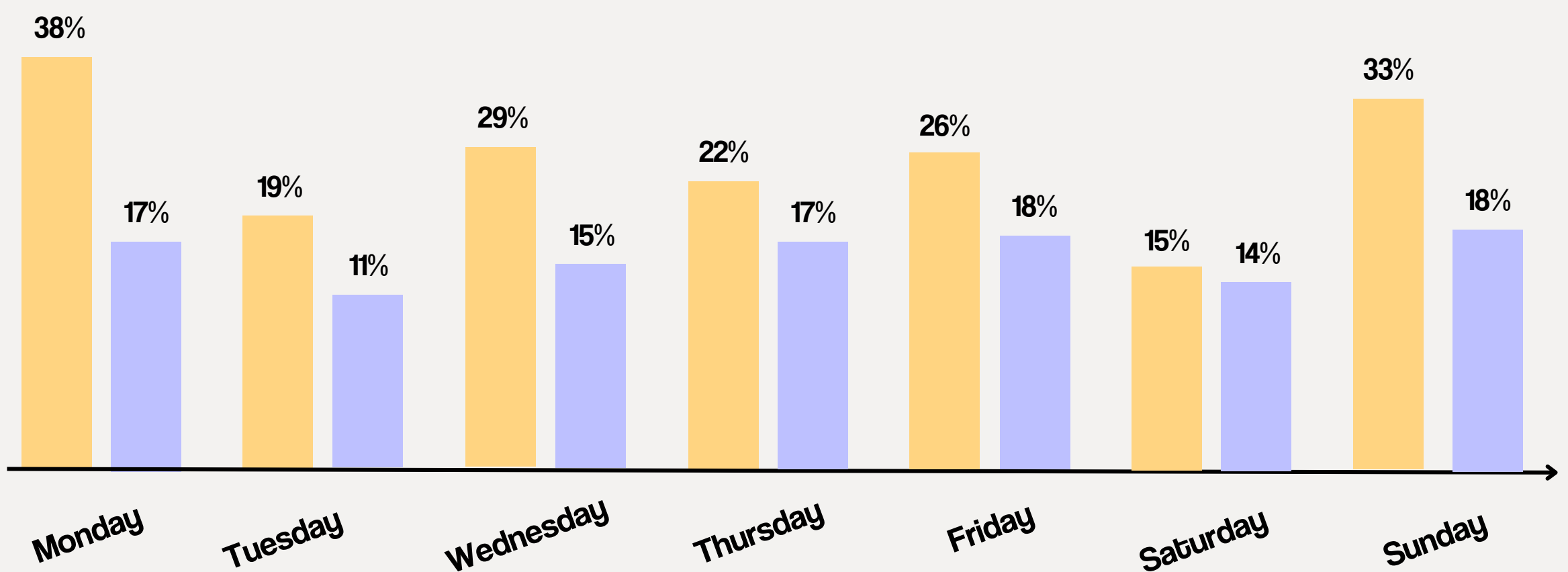
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Brief summary

According to Monde du Mail*, here is the average data in 2021 for emailing in France:

- Average opening rate: 17,8%
- Average click rate: 4,3%
- Average conversion rate: 1,22%

Our numbers

- Opening rate at Kiliba:

Alcohol industry displays the highest opening rate with 55%. We find out that a B2C business obtains better opening rates, with peaks of 49.1% on Mondays and Saturdays, than a B2B business.

Click-through rate at Kiliba:

The tourism sector scores 7.2%, which puts it at the top of the ranking. We can observe a very slight difference between B2B and B2C businesses in terms of click rate. However, a difference of 0.7 percentage points is shown on Sundays between these two activities, which puts B2B in the first place.

Conversion rate at Kiliba:

The construction sector has a record rate of 10.9%. Furthermore, B2B businesses convert better than B2C businesses with a high conversion rate of 38% for Monday. This means that an email sent on Monday converts better than an email sent on Saturday in the B2B sector.

![Kiliba logo]

- **Turnover generated**

On average, we help our customers generate €16 of turnover within 30 days of receiving an email from us. This is why we find amounts ranging from €4.1 to €118.3.

- **The average shopping basket**
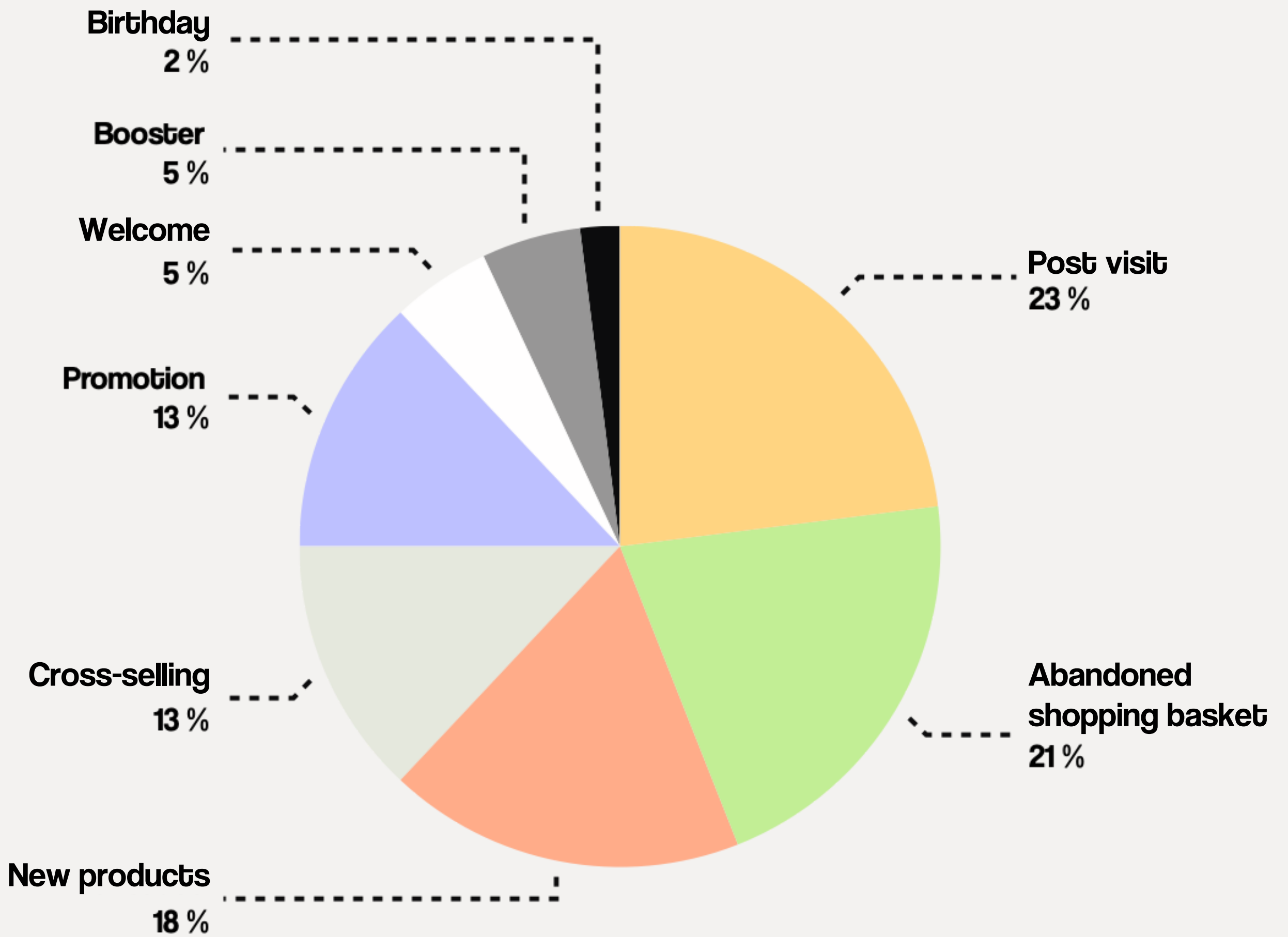
The average shopping basket of our customers is 208€. This amount is explained by the customer loyalty achieved through the customisation of the emails sent. As a result, we can find average amounts of up to 682€ depending on the sector.

You may not realise it yet, but Kiliba's figures are twice as high as the market!

What are the most profitable workflows?

Here is the share in the turnover generated by our customers, 7 days after opening one of our emails

Birthday
2 %

Booster
5 %

Welcome
5 %

Promotion
13 %

Cross-selling
13 %

New products
18 %

Post visit
23 %

Abandoned shopping basket
21 %

For two years in a row, we have the visit without purchase workflow as the most profitable! This means that your visitors need time before purchasing.

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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 depending on your sales and the calendar events. The automatic emailing provides to your customers customised product recommendations.

Here are our most popular workflows:

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

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

Welcoming email: Warmly welcome your new customers.

Best customers: Retain your best customers #retention.

Abandoned shopping basket: Email your clients that have not completed the purchase process.
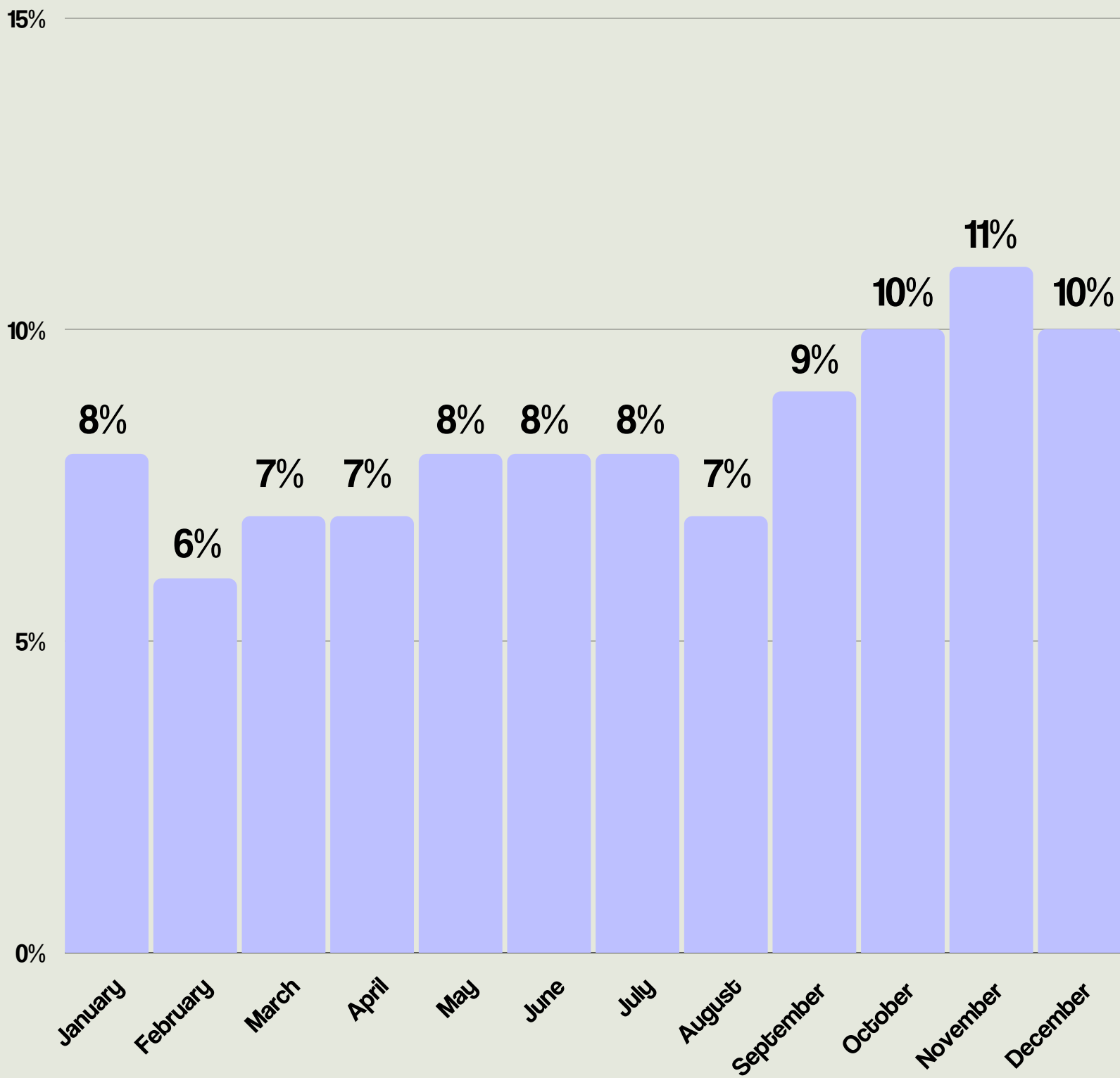
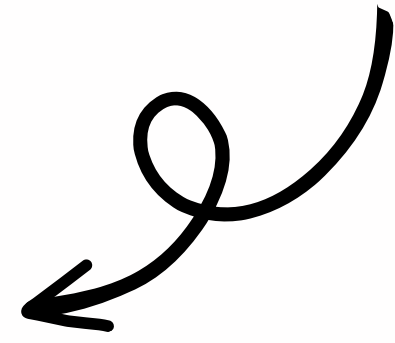New products: Email your new products to customers that are excited by novelty.

Visit without purchase: Send a special email to the visitors that didn't buy anything on your website.
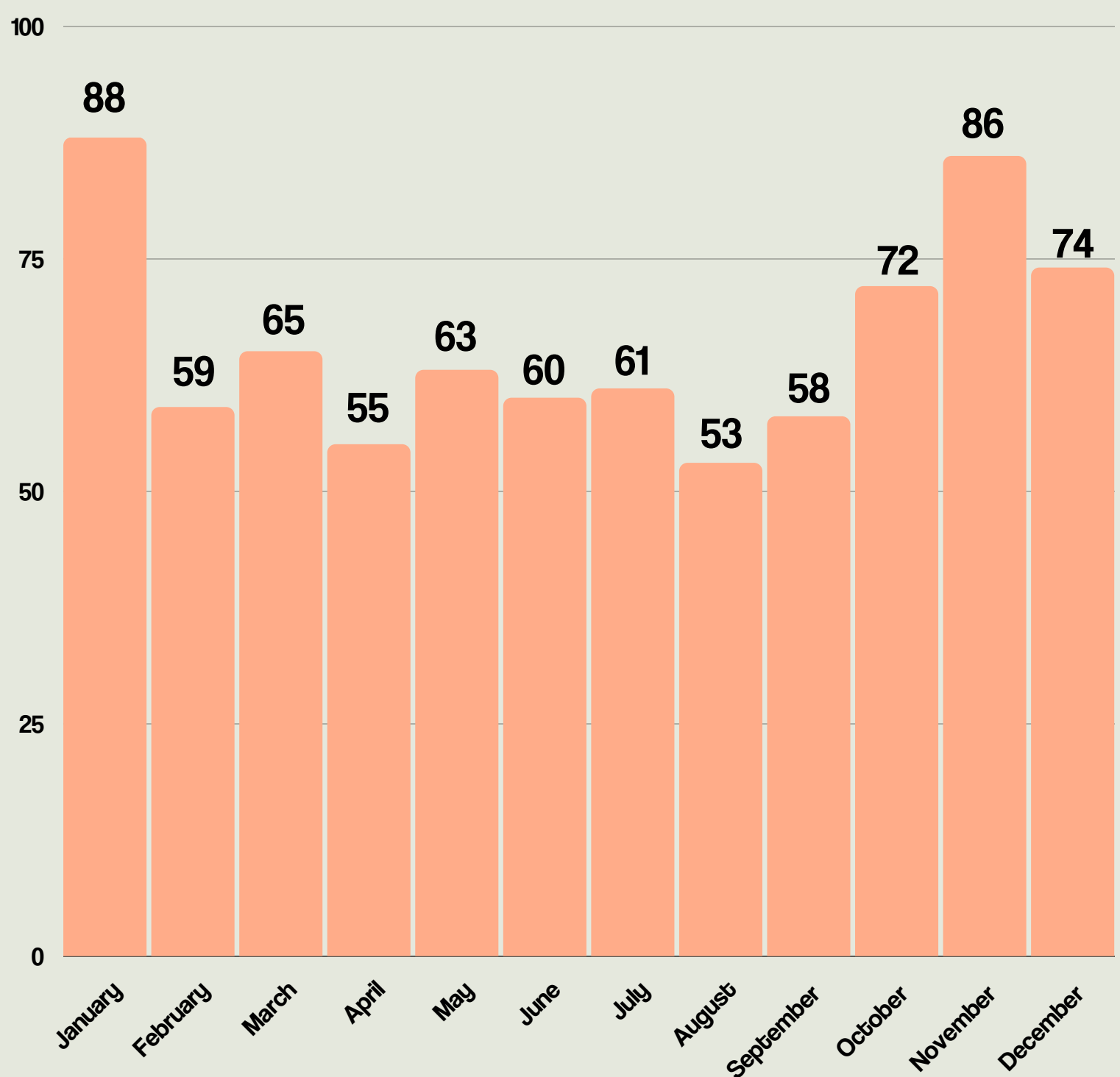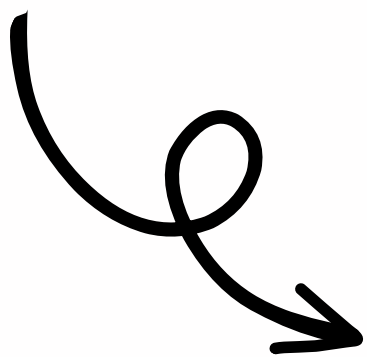
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What is the most profitable time for e-retailers?

The share of turnover generated thanks to Kiliba per month (7 days after opening)

Month	%
January	8%
February	6%
March	7%
April	7%
May	8%
June	8%
July	8%
August	7%
September	9%
October	10%
November	11%
December	10%

ROI generated by Kiliba per month (7 days after opening)

Month	Value
January	88
February	59
March	65
April	55
May	63
June	60
July	61
August	53
September	58
October	72
November	86
December	74

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What you should keep in mind...

The most profitable workflow 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, 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 12,000,000€ for our clients in 2022.

Kiliba has a deliverability rate of 95.9%!

On average the ROI - Return on Investment - is 66 to 7 days. That means that for every €1 invested, you multiply your investment by 66. Impressive, isn't it?
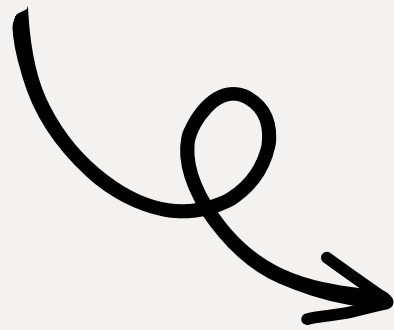
The most profitable time of the year for e-retailers is around November, because of the Black Friday and the beginning of the festive period.

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Why should you automate your emailing campaign?
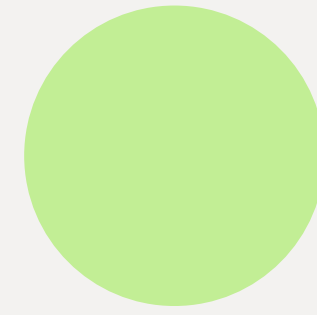
The intersection of marketing automation and emailing is a formidable strategy, ideal for promoting conversion in the long run.

Why do you need email marketing campaigns?

From all the studies conducted by different agencies or consulting firms, a statistical convergence emerges: emailing remains a very profitable digital communication channel. Moreover, it is important to understand that it is especially adapted to lead conversion.

In 2018, a study conducted by Disruptive Advertising noted that emailing has a heavy impact on the amount of the average basket.

Indeed, a contact buying from a promotional email would spend on average 138% more than the average customer coming from another source of traffic on the web (AdWords campaigns, social networks …).

It is believed that this effectiveness is due to the special relationship that email marketing allows to establish with the subscribers of a newsletter.

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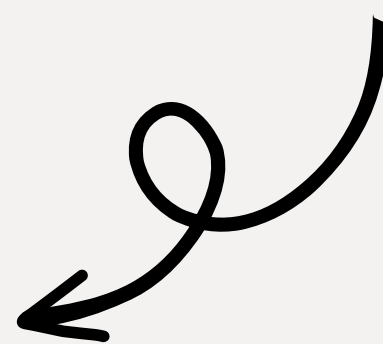
Have a more precise segmentation from your email list

Professional email marketing software captures many statistics that regular email servers don't. For example, you can know the opening rates and click rates of each campaign. This data, once accumulated, allows you to understand which offer each subscriber of your newsletter is most sensitive to. Therefore, you will be able to send more customised campaigns to your contacts.

Easier to get through spam filters

Emailing software makes easier the creation of messages with a responsive design (especially when 43% of emails are opened on a smartphone nowadays). Responsive design contributes to create a positive brand image, necessary to get through spam filters.

Moreover, by offering your audience to sign up via your forms, you ensure that they consent to receive your emails, to not end in spams.

What are the perks of using an email marketing management tool for your business?

Send more customised campaigns, therefore more efficient

With the data collected on each segment of your email list, you can send different campaigns, testing different parameters to optimise open rates.
For example, each segment may be receptive at a different time or frequency of sending. You can also vary the length of the messages, the subject of the messages, to get closer to the optimal version on each of these points.

How can you reduce your churn rate?

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1 Split your emailing lists

It can be a game changer. When you segment your customers, you can send targeted emails that are much more likely to be relevant and engaging. As a result, you'll see higher open and click-through rates, and your customers will be more likely to make a purchase.

2 Use double opt-in

It is a great way to ensure that your contacts are actually interested in hearing from you. Moreover it can also help you avoid spam complaints along the way. So setting up a double opt-in process is the perfect solution!

3 Optimise loading time

To save loading time, you must avoid including images that are too big or elements that are not made for mobile devices.

Any other "clutter" can make reading your email a bad experience. By taking these steps, you ensure that your emails will be appreciated by the recipients and will lead to successful campaigns.

4 Offer a customised sending frequency

Ideally, a subscriber should have control over the frequency of content they receive from their favorite brands. A customised sending frequency would allow them to get the content they want, when they want it, without having to churn because a brand is sending emails too often.
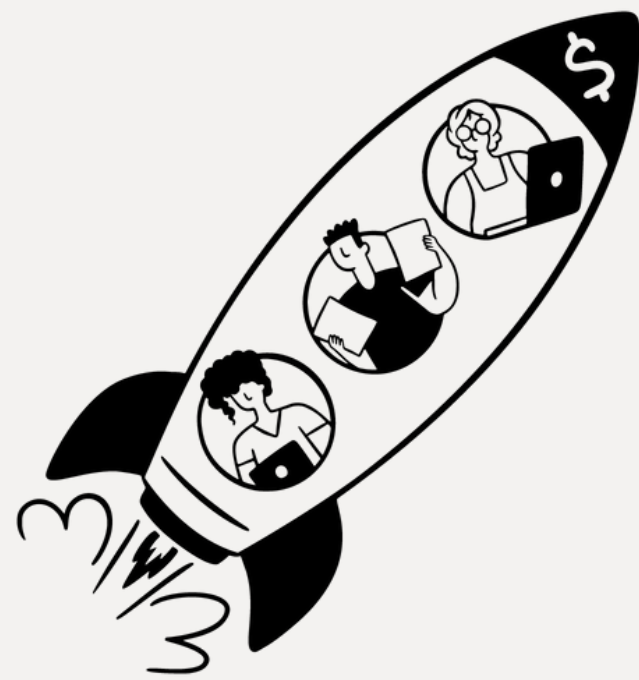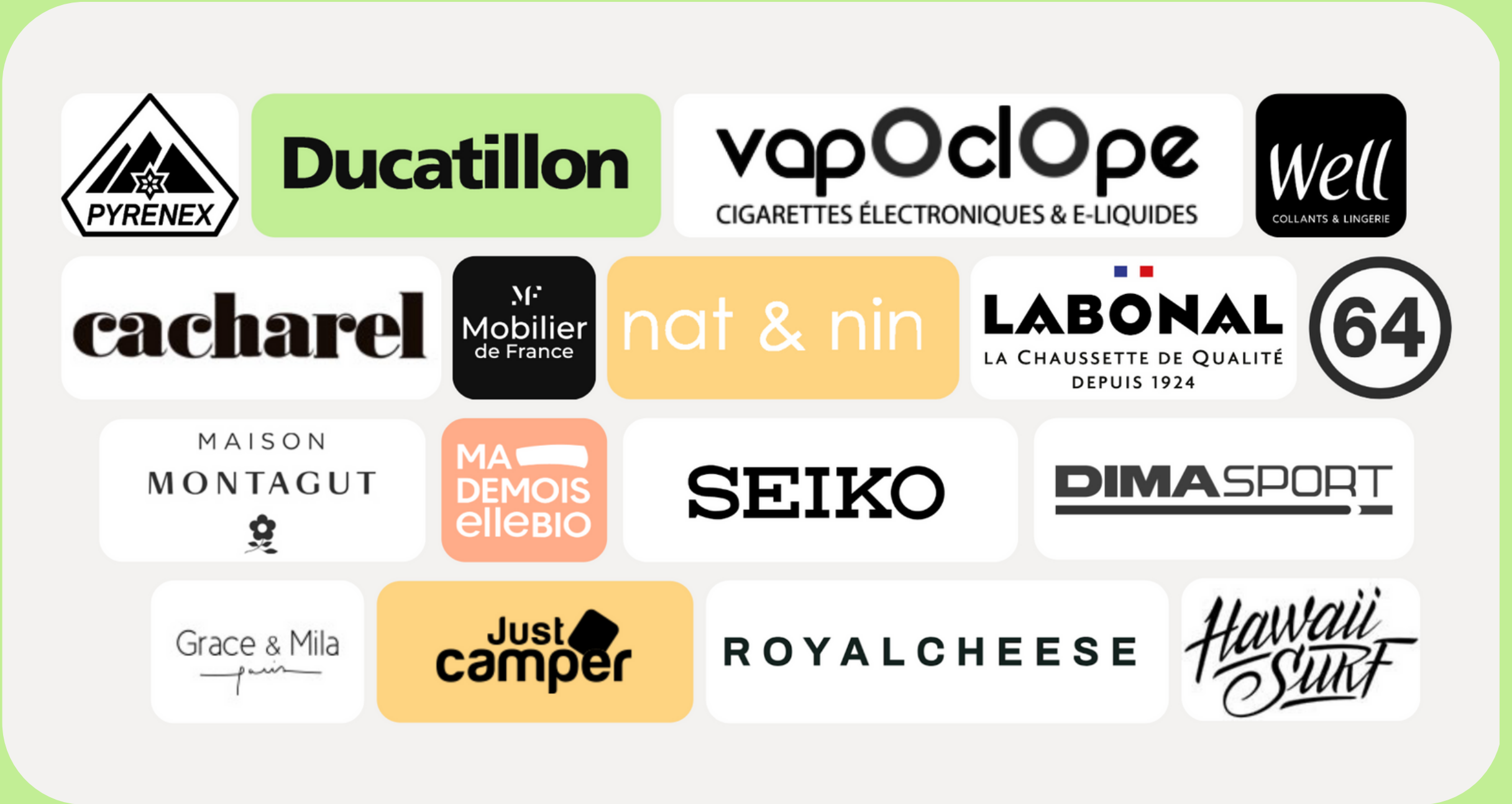
5 Send the right content

The secret : Try, try, try! Content is the most important thing you can give while sending emails. It has to be an exclusive content attached to your emails that your contact has never seen anywhere else.
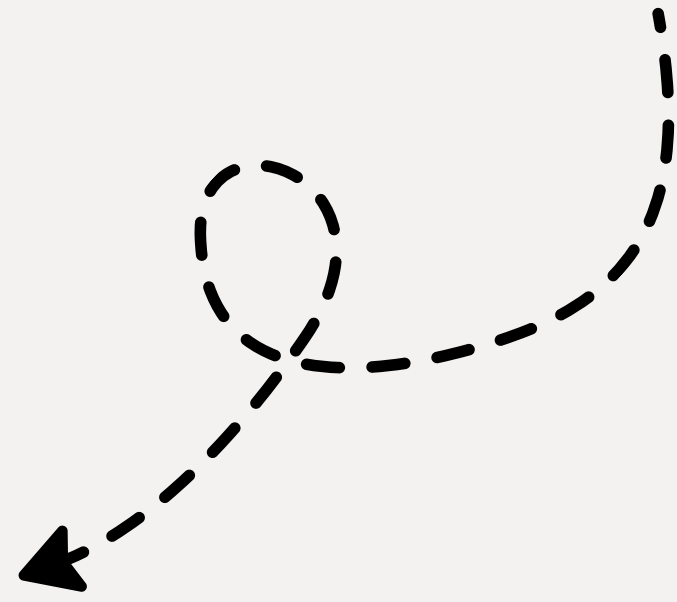
6 Identify reasons for unsubscribing

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They trust us

PYRENEX

Ducatillon

vapOclOpe
CIGARETTES ÉLECTRONIQUES & E-LIQUIDES

Well
COLLANTS & LINGERIE

cacharel

Mobilier de France

nat & nin

LABONAL
LA CHAUSSETTE DE QUALITÉ
DEPUIS 1924

64

MAISON MONTAGUT

MA DEMOIS elleBIO

SEIKO

DIMASPORT

Grace & Mila
paris

Just camper

ROYALCHEESE

Hawaii Surf

Your logo would look good in the middle, right?

What is Kiliba?

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

Here are our numbers, if you are still doubting us 😉

10 min.
to activate your workflows

16€
generated by email

6%
conversion rate
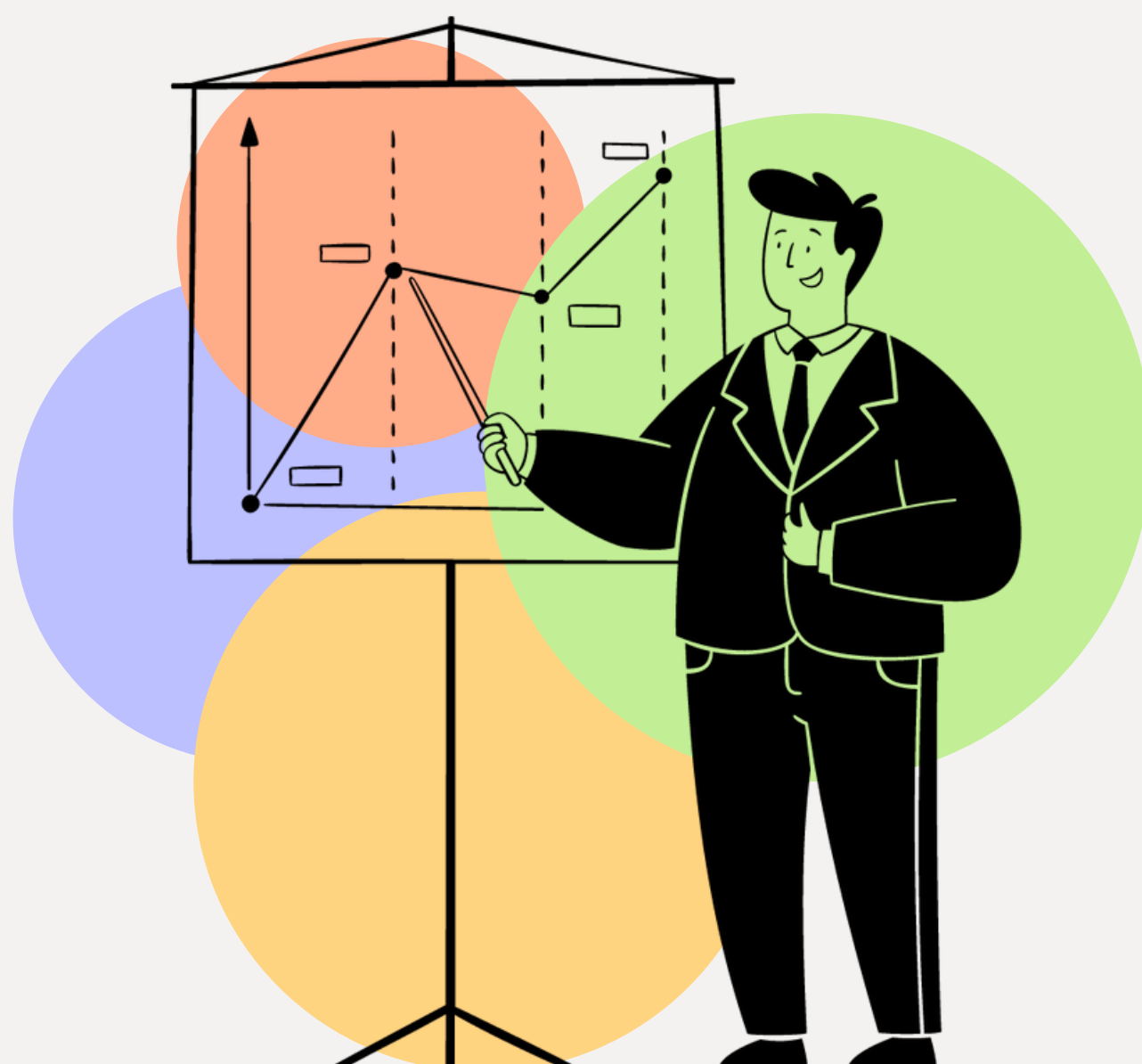
208€
average basket

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

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

All this thanks to our module which takes less than 10mins to set-up! Easy and reachable.

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

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Don't hesitate to follow us!

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