

<http://technologyweekly.mad.co.uk/Main/Home/Articlex/316dfe1857b2468ebd87b12e6ec69662/>



[Jobs](#) [News](#) [Logon](#) [Subscribe](#)

[web](#) [site](#)

TECHNOLOGY

WEEKLY

the technology newsletter for marketing professionals

Home

Search Engine Marketing

E-mail Marketing

Internet Issues

Mobile & Wireless

E-mail of the Week

Top Viruses

Social Media


Search

About us

Contact us

Feedback

Registration



The real-time opportunity

Published: 21 January 2008 00:00



If organisations are to continue to maximise the value of real-time consumer, partner and supplier communication, there is a need for a solution that can guarantee delivery rates in excess of 90 per cent and within 30 seconds every time, insists Steve Morris, CEO at elertz.

Email marketing continues to be the cheapest and most effective online tool. But with escalating costs and falling results, it is becoming ever harder to retain high success levels. Increasing use of email blocking tools is compromising time-critical communication, affecting not only marketing teams but also key applications across logistics, retail and insurance.



New! Independent Analyst Report

Forrester Wave™ Email Marketing Service Providers, Q4 2007

[Download FREE Report \(December 2007\)](#)



Calling customers

Online marketing continues to gain increasing allegiance as organisations leverage the inherent measurability of pay per click, banner ads, affiliate and email campaigns to demonstrate tangible return on investment.

Marketers continue to reallocate huge amounts of budget to online campaigns. Internet advertising expenditure in the UK broke the £2 billion barrier in 2006, with a 41.2 per cent surge in growth, according to figures from the Internet Advertising Bureau (IAB) and PricewaterhouseCoopers (PwC).

But as budgets and competition increases, life is becoming more difficult. While email marketing remains the method of choice for driving web site interaction, organisations are increasingly facing escalating costs to achieve diminishing returns. Delivery rates are dropping, even via specialist third party agencies, and click through rates are also falling.

From pop up blockers to spam filters, users are increasingly adopting tools that block the traditional push-based approach of online marketing campaigns. Furthermore, users are increasingly unwilling to share personal data such as email, mobile phone numbers or other forms of ID to organisations, fearing everything from identity theft to a spam deluge.

Phished-out

So how can organisations retain excellent customer interaction when upwards of 93 per cent of email is now classified as spam? Today, too many campaigns are either blocked by good spam filters or ignored by customers feeling 'phished-out' by information overload.

At best, organisations are attaining a 70 per cent delivery rate on email campaigns; of these, 20 per cent click-through rates are typical. While still delivering a good return on investment, the returns are diminishing. Having enjoyed good success and increasing budgets in recent years, this shift is beginning to prompt many marketing directors to look for a more efficient and reliable customer communication method.

Key to achieving the excellent response of early email campaigns is the need to embrace a delivery mechanism that is a genuine broadcast: one million subscribers receive an identical message simultaneously, rather than each receiving an individual message over a period of time that can last days.

Furthermore, by allowing customers to set up a quick and reliable alerting system providing up-to-the-minute information when it is updated, the online relationship is

Jobs

Business Development Manager
Xchangeteam
 They have invested a significant sum in their brands and are now looking for a confident presenter with excellent commercial acumen to develop relationships with external partners. This is a newly created role so is a great chance to make your mark!

Flash Developer - Digital
abrs Ltd
 We are looking for creative people with a good eye for design, team players that will also use their experience to help and mentor others. If you want to work in this fun and creative environment then get in touch NOW!

SEO Online Marketing Manager
Piranha Group
 The SEO Online Marketing Manager will lead a team of search engine optimisation specialists and develop market leading strategies to gain maximum visibility and ROI for clients.

Search Engine STRATEGIES 2008 CONFERENCE & EXPO

SES London

19-21 February

Use 10MAD save 10%

Register today»

Job Alerts

Click here to set-up your job alerts

Interested in direct marketing?

DM WEEKLY

Would you like FREE

Looking for top professionals?

Job ALERTS

Set your 5 FREE job alerts

click here >>>

<http://technologyweekly.mad.co.uk/Main/Home/Articlex/316dfe1857b2468ebd87b12e6ec69662/>

transformed. End users stay in control and manage the information, and so are more likely to respond positively to businesses providing relevant services or innovative products.

Effective communication

Indeed, figures suggest that online alerting systems attain delivery rates well in excess of 90 per cent, and click-through rates in the same range. When customers are alerted to the availability of the new message they can immediately access the relevant page of the web site, minimising the number of required clicks and further enhancing the experience.

Critically, the approach is anonymous, requiring no personal information from the customer. From a user perspective, this is key to delivering the expected quality, relevance and anonymity of service.

Of course, real-time communication offers commercial benefits far beyond online marketing. Organisations as disparate as logistics, retail and insurance services are looking to use real-time alerts to inform staff, customers or suppliers of a change in status or activity. From the distributors updated immediately when a new product is available to the quality assurance manager required to check a new delivery, real-time alerting is a more robust and reliable option than traditional email or SMS.

Unlike RSS services which update news feeds every 30 minutes or so, the alert service is updated every 30 seconds. While this enables marketers to increase their use of time sensitive offers to boost customer loyalty programmes, it also supports a streamlined supply chain and provides immediate communication with suppliers or customers making an insurance claim. Customers can also opt for an SMS service to deliver text alerts when they are offline.

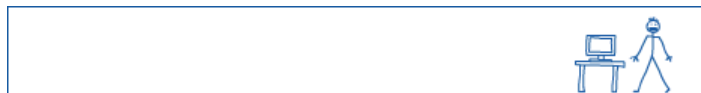
New Opportunities

Email marketing campaigns have been in use for a decade, with great success. But with increasing volumes of marketing budget going online, return on investment is diminishing. User resistance to the email deluge is getting stronger and spam filters are improving; user ability to manage their own black and white email lists will ensure increasing volumes of email marketing are effectively blocked.

Yet from online marketing onwards, organisations are placing increasing faith – and investment – in email communication. There is a growing recognition of the value of instantaneous communication in building loyalty, boosting response and forging tighter relationships. The failure of email to deliver consistently and on time jeopardises such strategies.

If organisations are to get any value from their rapidly increasing online investment, they need to wake up to the declining returns offered by email marketing. Direct response technology is a fantastic way of driving up customer value and boosting revenue but it has to be reliable and trusted. Email marketing remains a strong online option but the arrival of real-time alert technology may just offer marketers a new edge in the competitive online environment.

 [Printer Version](#)



access to:



[://mad.co.uk](#) [://madjobs](#) [://madcomments](#) [://madsearch](#) [://madspace](#) [://madpresents](#)



Copyright © 1995-2008 Centaur Communications Ltd. All rights reserved. Read our [Terms and Conditions](#).
Registered in England No. 1595235. Registered office: 50 Poland Street, London W1F 7AX, UK

Powered by: [Origin Content Manager](#)

