

Outsell, LLC Releases New iBase Email Marketing Study

Results of a new email marketing study released by Outsell find direct link between the repetition and depth of consumer email engagement and sales.

Minneapolis, MN, June 11, 2009 - www.outsell.com - Outsell, one of the fastest-growing digital marketing firms in America, has announced the results of a [new iBase research study](#) intended to assist retailers in understanding the role of digital media engagement to drive sales and profits. The results indicate that there is a strong link between the repetition and depth of consumer email engagement as measured by clicks on message content (verses merely opening a retailer's email message) and the likelihood of purchase.

The Outsell iBase study was conducted by matching new retail delivery records from over 200 automotive dealers to consumer email records in Q1 2009.

The major findings from the study were:

- Consumers that clicked on an article or link in an automotive retailer's email bought at 1.5 times the rate of those that only opened the email
- Consumers with repeated open and click behavior over an extended period of time bought at a 2.7 times higher rate
- Integration of multiple channels of communication via live interactive marketing campaigns produce 2 to 5 times greater ROIs than direct mail and basic email campaigns

"The overall message this study is delivering to the industry, is that maintaining high quality, consistent email contact with consumers maximizes sales," said Mike Wethington, CEO of Outsell. "By leveraging personalized and targeted digital communication, market leaders are able to engage their consumer base at a deeper level, giving them the immediate, meaningful consideration they need to guide them into the store to buy."

In order to increase the effectiveness of digital retail communication, Outsell recommends a focus on repeated and meaningful email contact with consumers via consistent, high-quality digital marketing messages that are tailored to the needs of specific consumers. Providing avenues for direct consumer response from the marketing messages like Live Chat and Click-to-Talk will also drive greater ROIs for retailers, helping them to engage and build a relationship with their consumers.

In the context of this study, in March 2009, Outsell delivered Email Newsletters and ePromotions to well over 3 million U.S. households, generating over 600,000 consumer email interactions. These interactions resulted in over 120,000 active automotive shoppers engaging in buyer-related activities online, impacting all areas of dealership operations including new and used sales, F&I and service.

Download the entire study '*The Importance of Digital Engagement*' at:
www.outsell.com/site/ibase/iBase_DigitalEngagement.pdf

About Outsell LLC

Outsell (www.outsell.com) is a digital marketing firm that helps market leaders effectively engage consumers. We execute intelligent, data-driven digital marketing campaigns that change consumer perceptions, drive incremental measurable sales and deliver more revenue per ad dollar spent.

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