



950 Winter Street, Suite 3200  
Waltham, MA 02451  
www.getsugar.com

---

# Email Marketing Drives Highest Responses Results and Findings from the 2006 getsugar Gift Certificate Giveaway and Sweepstakes November 6-17, 2006

By Ben Tregoe, President  
getsugar

Table of Contents:	
Overview/Highlights .....	2
Participating Merchants/Summary of Results .....	3
Conclusions .....	4
getsugar/Advertising and Direct Selling Options....	6

---



## Overview

getsugar's 2006 Gift Certificate Giveaway and Sweepstakes launched on Monday, November 6, 2006 and finished Friday, November 17, 2006. The objectives of the promotion were three-fold: first, to significantly increase the email lists for the participants; second, to expand the awareness and reach for each participating merchant leading into the holiday selling season; third, to drive actual traffic into the participating merchant locations.

We created a two-pronged promotion that was designed to get people talking to friends and we made people aware of the promotion using multiple advertising channels and properties. Women were encouraged to visit a landing page hosted by getsugar where they could sign up for a free gift certificate from each participating merchant and enter to win a sweepstakes prize of \$500 retail value or greater from that merchant. By checking the box for that merchant, the person was also signing up for that merchant's email list. People could check as many or as few boxes as they liked. Only one email address was allowed per gift certificate / sweepstakes entry. The opt-in was explicitly and clearly stated up front and in several places on the landing page. And in addition, a double opt-in process was used with a confirmation email sent announcing the lists the person had signed up for. For example, when a person checked the box for Jean Therapy, they would receive a gift certificate that allowed them to take \$20 off on any purchase of \$100 or more and be entered to win a shopping night for 5 with each participant receiving a free \$100 gift certificate to the store.

The combined value of the gift certificates from the 21 participating merchants was \$540. There were 56 total prizes including a Grand Prize sponsored by getsugar where the winner would receive a \$5,000 gift certificate to any store in Boston. The Grand Prize winner ended up choosing to split their prize between Bloomingdales (who did not participate) and Grettacole (who did). The total retail value of the 56 prizes was \$15,760.

The promotion achieved strong results in increasing merchants' email lists and awareness, while driving less gift certificate redemptions than expected.

**The purpose of this whitepaper is to compare the various media and properties used in the advertising campaign in order to see which were most effective and most cost effective in driving the online actions of (i) visiting the promotion landing page and (ii) signing up.**

In order to get the word out to Boston area women, getsugar combined a significant radio campaign on the station with best reach of women in the mornings and a multi-property online and email campaign over the two weeks. All advertising started on Monday, November 6, 2006 and ended Friday, November 17, 2006. Below is a breakdown of the different mediums and then specific actions and properties used within those mediums along with the dates, results and costs.

## Highlights

- 21 local area merchants participated.
- We achieved over 1 million total impressions.
- We estimate over 974,000 of the impressions were on the target audience of women.
- During the promotion, there were 7,450 unique visitors to the landing page with 9,360 page views.
- 2,878 email addresses signed up with 49,518 new subscriptions added to the 22 lists.
- The average number of gift certificate distributions/email sign ups was 2,254 per merchant.
- We distributed a total of 47,335 gift certificates on behalf of the 21 participating merchants.
- The total advertising cost to getsugar for the sweepstakes was \$27,227.



## Participating Merchants

Betsys	Holiday	SkinHealth Centers
dresscode	Jean Therapy	Stil
French Dressing	Jeans Addiction	Temper Chocolates
Glee	Long's Jewelers	The Ruby Door
Grettacole	Maggie Taylor	Trappings
G Spa	Moxie	turtle
Hazel & Grace	Second Time Around	Wish

## Summary or Results

ADVERTISING	DATES	# OF WOMEN REACHED/CONVERTED	COST
<b>Radio</b>			
<b>Kiss 108 -</b> 38 - :30 second and :05 second spots voiced by Lisa Roach(co-host of the #1 for women morning show 'Matty in the Morning')	11/6/06 - 11/17/06	➤ 183,100 women between ages of 21 and 44 w/ 3.8 frequency per woman ➤ 692,400 GI's ➤ 242,300 Cume Persons	\$11,300
<b>Online Banner Ads</b>			
<b>getsugar.com</b> home page and ROS placement	11/6/06 - 11/17/06	➤ 10,625 banner impressions ➤ 8,257 unique visitors to site over promotion period	\$400
<b>Boston.com</b> Banners served only to women (based on their boston.com registration profile)	11/8/06- 11/14/06	➤ 205,557 top of page banner impressions ➤ 172 click-thrus	part of email buy (see below)
<b>Bostonist.com</b>	11/8/06 - 11/16/06	➤ 20,297 banner impressions ➤ 14 click-thrus	\$167
<b>Email</b>			
<b>getsugar email</b> (dedicated email sent to entire email list at time of send – list has grown significantly since promotion)	11/7/06	➤ Delivered to 2,808 email addresses. ➤ 1,932 total opens (open rate of 69%) with 298 click-thrus (15% of opens). ➤ Our list is over 95% female.	Cost at time of send: \$200
<b>Boston Magazine email</b> ("411 Email" – sent to entire email list )	11/7/06	➤ Delivered to 25,450 email addresses. ➤ 3,745 total opens (open rate of 15%) with 571 click-thrus (15% of opens). ➤ Approximately 60% of their list is female.	\$950
<b>Daily Candy email</b> (right sponsored link – listed in the right margin of their daily email, sent to half their list)	11/7/06	➤ Delivered to 28,817 email addresses. ➤ Daily Candy does not share open rates. We have assumed a 50% open rate, so this results in 14,409 impressions. ➤ There were 102 click-thrus (they do share click data) for an assumed click-thru rate of 0.71%.	\$679



SOURCE	DATE	# OF WOMEN REACHED/CONVERTED	COST
<b>Stuff@Night email</b> ("co-sponsor" banner ad in email newsletter sent to their entire email list)	11/7/06	<ul style="list-style-type: none"> <li>➤ Delivered to 1,877 email addresses.</li> <li>➤ 711 opens (open rate of 38%) achieving 35 click-thrus (click-thru rate of 5% of opens).</li> <li>➤ Assumed list is 60% women based on their audience.</li> </ul>	\$250
<b>Boston.com email</b> ("Boston Shops" dedicated email sent to entire email list)	11/8/06	<ul style="list-style-type: none"> <li>➤ Delivered to 33,082 email addresses.</li> <li>➤ 7,351 opens (open rate of 22%) achieving 1,405 click-thrus (click-thru rate of 19% of opens).</li> <li>➤ Based on conversations with Boston.com, we have assumed the list is 60% female.</li> </ul>	\$2,500
<b>Shecky's email</b> (Dedicated Email – sent to their entire email list)	11/8/06	<ul style="list-style-type: none"> <li>➤ Sheckys' data is unavailable.</li> <li>➤ Based on conversations, we assume their list is approximately 3,500 email addresses.</li> <li>➤ We assumed a 15% open rate for 525 opens and a 12% click-thru rate for 63 click-thrus.</li> <li>➤ We assume their list is 90% women.</li> </ul>	Trade with assumed cost of \$250
<b>Kiss 108 email</b> (footer banner - sent to entire email list)	11/9/06	<ul style="list-style-type: none"> <li>➤ Delivered to approximately 64,000 email addresses.</li> <li>➤ Kiss 108 does not track email data, so we have assumed conservative performance of 15% open rate for 9,600 opens and assume 1% click-thru rate for 96 click-thrus.</li> <li>➤ Kiss 108 estimates that 60% of their list is female.</li> </ul>	\$1,000
<b>ThePhoenix.com</b> (Dedicated Email sent to entire list)	11/10/06	<ul style="list-style-type: none"> <li>➤ Delivered to 8,387 email addresses.</li> <li>➤ 1,288 opens (open rate of 15%) and achieving 336 click-thrus (click-thru rate of 26%).</li> <li>➤ Assumed list is 60% female based on conversations.</li> </ul>	\$750
<b>Boston.com email</b> ("Boston Shops" dedicated email sent to entire email list)	11/14/06	<ul style="list-style-type: none"> <li>➤ Delivered to 32,719 email addresses .</li> <li>➤ 6,972 opens (open rate of 21%) achieving 829 click-thrus (click-thru rate of 12% of opens).</li> <li>➤ Based on conversations with Boston.com, we have assumed the list is 60% female.</li> </ul>	\$2,500
<b>Daily Candy</b> (right sponsored link – listed in the right margin of their daily email, sent to remaining half their list)	11/14/06	<ul style="list-style-type: none"> <li>➤ Delivered to 28,211 email addresses.</li> <li>➤ Daily Candy does not share open rates.</li> <li>➤ We have assumed a 50% open rate, so this results in 14,106 impressions. There were 62 click-thrus (they do share click data) for an assumed click-thru rate of 0.44%.</li> </ul>	\$679
<b>Kiss 108 email</b> (footer banner - sent to entire email list)	11/16/06	<ul style="list-style-type: none"> <li>➤ Delivered to approximately 64,000 email addresses.</li> <li>➤ Kiss 108 does not track email data, so we have assumed conservative performance of 15% open rate for 9,600 opens and assume 1% click-thru rate for 96 click-thrus.</li> <li>➤ Kiss 108 estimates that 60% of their list is female.</li> </ul>	\$1,000



SOURCE	DATE	# OF WOMEN REACHED/CONVERTED	COST
<b>Participating Merchants' Emails</b> (in-house email lists of participating merchants)	Sent between 11/7/06 - 11/14/06	<ul style="list-style-type: none"><li>➤ Prior to the promotion, some had large list sizes (Grettacole and G Spa had a list of 14,000+ email addresses) and others had lists of less than 50.</li><li>➤ Based on feedback from participants, we estimate that emails from the merchants were sent to 22,818 email addresses and achieved 5,712 opens (open rate of 25%).</li><li>➤ We estimated a 15% click-thru rate which generated 822 click-thrus.</li></ul>	N/C

## Conclusions

We believe the advertising achieved some impressive results. Adding the radio, banner ad and email impressions together, we achieved over 974,000 impressions on the target audience of women. While there is no way to know how many of those impressions reached the same person twice, if we assume that each woman was reached 3 times on average, we reached approximately 325,000 individual women.

Traffic to the gift certificate giveaway and sweepstakes webpage reflects the large reach. Over the course of the promotion, there were 7,450 unique visitors to the page with 9,630 page views.

2,878 email addresses were signed up and completed the double opt-in to become active with 49,518 new subscriptions added to the 22 lists. The number of active email addresses was 39% of the total unique visitors. 39% does not represent the true conversion rate however as some people likely signed up two or more email addresses. The average number of gift certificate distributions / email sign ups per merchant was 2,254. The merchant with the most sign ups had 2,402.

It is clear that email was far and away the most effective and most cost effective medium employed.

**For instance, between the two online mediums of banner ads and email, there was no comparison with email generating 96% of all the measured click-thrus or 4,715 in total.**

Overall, email **directly drove 63% of the unique visitor traffic to the landing page.** Email, along with the other mediums, contributed to word of mouth. So when you attribute some of the directly navigated visitors to email, email's impact on traffic increases above 63%.

Of the types of emails, the dedicated emails were the most effective medium. While email as a whole generated 96% of all the measured click-thrus, **dedicated emails generated 88% of the total click-thrus. Dedicated emails were responsible for 58% of the total unique visitors traffic to the landing page.**

**In terms of cost effectiveness, dedicated emails were again the stars.** Using only the reported, not the assumed data, shows that all the online mediums had an average cost per impression of \$.23 and cost per click of \$5.12. The dedicated emails were more expensive on a per impression basis, averaging \$.33 per impression, but incredibly cost effective on a per click basis with an average per click price of \$1.87.

How did email do versus the radio spots? There were 2,549 unique visitors to the landing page who did not click-thru from a banner or email. If we attribute a third of these to radio, the cost per impression for radio was \$.016, but the cost per click was \$13.30. Even attributing all the unmeasured visitors to radio, which is unrealistic, but interesting for the sake of argument, yields a cost per click of \$4.43 which is over 2 times higher than the dedicated emails.



## Who is getsugar?

getsugar is the best way to reach Boston-area women to promote your business or directly sell your products or services. **Over 5,000 women have signed up for getsugar** and our rapidly growing audience of women is interested in shopping, fashion, beauty, eating out, going out, traveling and more. They look to getsugar for great offers, deals and information. We reach our audience through email and our website. Founded in August 2004, getsugar has worked with over 75 of Boston's best stores, spas, salons and restaurants including Saks Fifth Avenue, Grettacole, Wish, Holiday, Moxie, Grettaluxe, G Spa, Stil, Jean Therapy, H.E. Piper, The Dotted I, injeanius, I Soci, Union Bar and Grille and The Sports Club/LA.

## You can promote your business through our:

### Dedicated Emails

#### Monday Emails

- Quick announcements of sales, events, new merchandise in stores, special in-store or on-site offers, and more.

#### Friday Emails

- Upcoming weekend events, last minute bookings at restaurants, spas, travel, sales and special offers.

#### getsugar Banner Ads

- At top of Monday and Friday emails
- On [getsugar.com](http://getsugar.com) home page
- Top of [getsugar.com](http://getsugar.com) Calendar page

#### FREE getsugar Calendar Listings

- Submit your special events to be posted in our calendar for free. Further gain exposure by using one of the emails or banners above

#### FREE getsugar Directory Listings

- We have a directory of stores, spas & salons and restaurants with free listings. Submit your information for free.
- Search engines frequently return getsugar Directory pages at top of listings, so increase your reach and ability for people to find your business on-line.

## You can sell your products or services directly through getsugar:

We place your offer in our on-line catalog and people click through to our e-commerce site where they can purchase directly through getsugar. We handle the credit card processing and transmit the shipping information to you. You can offset the cost of advertising by selling products or services. We make our audience aware of your offer through:

### Dedicated Emails / Daily Feature Email

#### Tuesday Catalog Email

## Contact and more information

For more information, please visit [www.getsugar.com](http://www.getsugar.com) or contact Ben Tregoe at [btregoe@getsugar.com](mailto:btregoe@getsugar.com) or 617 833 8515.