

June 2004

www.doubleclick.com/emea

DoubleClick Q1 2004 Email Trend Report - EMEA

Executive Summary

Q1 2004 DoubleClick DARTmail data shows improved year over year performance with increases in both open and click-through rates. Although delivery has declined slightly year over year EMEA Marketers saw improved delivery performance over Q4. This report is designed to give marketers a better understanding of the effectiveness of email as a marketing vehicle and also provide benchmarks they can measure their campaigns against.

Overview of Data

The DoubleClick Q1 2004 EMEA Email Trend Report contains aggregate data from DoubleClick's DARTmail email delivery technology. The Q1 data is based on billions of emails from hundreds global clients. Results are presented US vs. EMEA

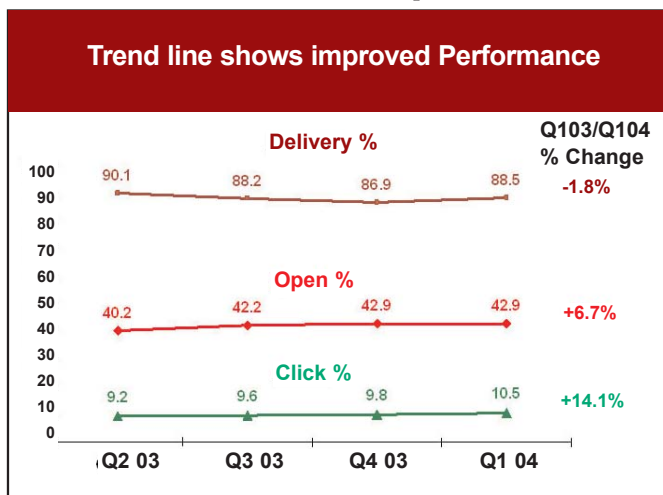
and further broken down by country. (UK, France, Germany and Rest of EMEA).

Q4 2003 Overall Performance

This Quarter saw steady open rates across the region as a whole (42.9%). US marketers, although experiencing lower open rates than their EMEA counterparts, saw an increase for the first time since Q2 03 of 1.4 points over the same period (36.8% vs. 38.2%).

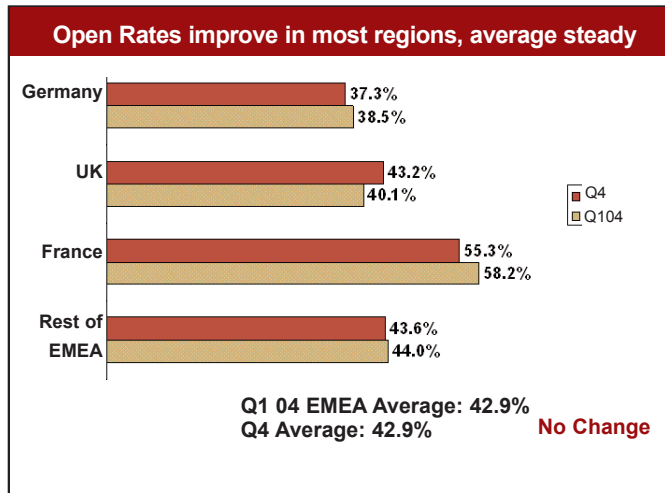
EMEA consumers are also interacting with emails more than their US counterparts, marketers saw higher Click Rates again in Q1 (10.5% vs. 8.4%).

Delivery rates (emails sent minus the bounce-back rate) rose slightly to 88.5%, an increase of 1.6 points over Q4. US rates



DoubleClick Q1 2004 Email Trend Report - EMEA

also rose slightly 1.3 points to 88.8% in the same period. As with previous reports, performance is very specific to the country reported and likely reflects localised marketer objectives and consumer usage patterns.



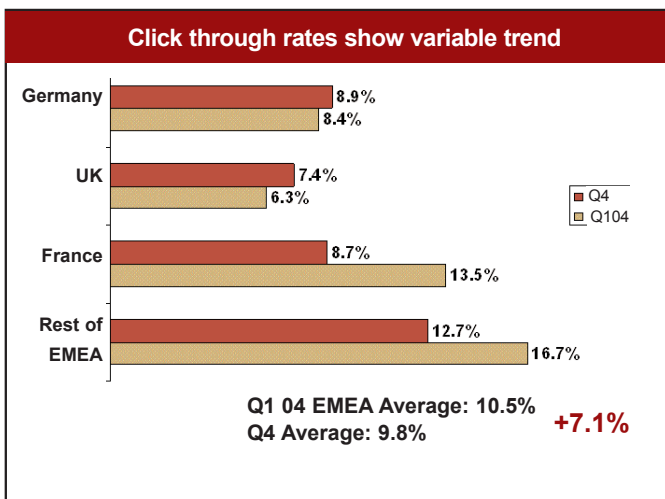
Open Rates

Open rates continue to improve in all countries, with the exception of the UK where there is a slight decline, which results in the EMEA average being steady over Q4.

The most noticeable improvement is again in France with open rates of 58.2%! This is +52% greater than open rates in the US (38.2%) and +35% greater than average EMEA open rates (42.9%).

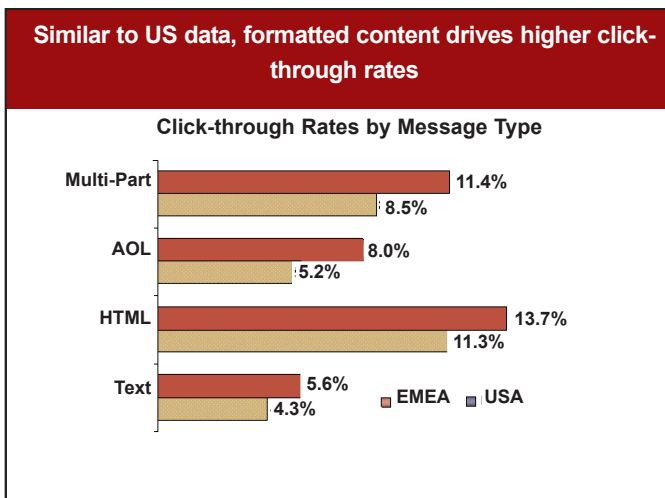
Although Germany still has the lowest open rates in EMEA, there was a slight improvement again this quarter with a 1.2 point increase (38.5% vs. 37.3%).

The UK has seen a -3.1 point decrease (-7.18%) which brings it down below the EMEA average for the first time.



Click Rates

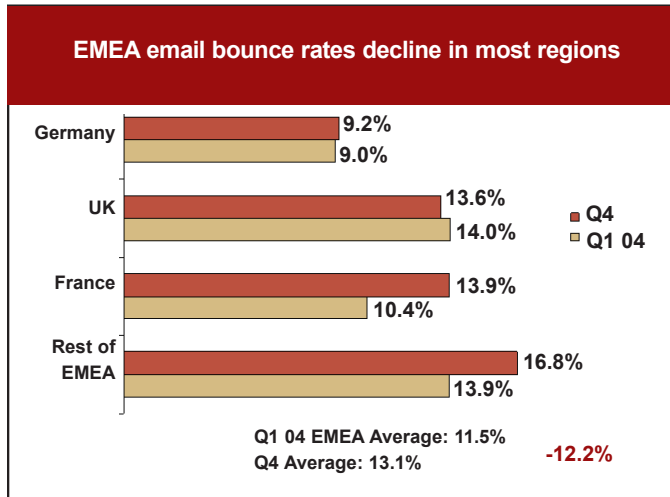
Overall Interaction within emails has improved with a +7.1% increase across EMEA over Q4. This varies between the regions with France and the "Rest of EMEA" seeing significant increases (+55%, + 31%) and UK and Germany (-5.6%, -14.6%) slight declines.



Content

This quarter sees a continued increase in both Text (23.1% vs. 21.5%) and HTML formatted emails (53.7% vs. 52.2%) and for the first time, an increase in AOL (9.4% vs. 8.8%) Multipart was the only format to see a reduction this quarter (13.8% vs. 17.5%) Similar to the US, formatted content continues to drive higher click rates, with HTML and Multi part performing the best for click through (13.7% and 11.4%) AOL format saw the greatest change this quarter up 3.4 points over Q4.

DoubleClick Q1 2004 Email Trend Report - EMEA



Deliverability

Email deliverability has improved in most regions except the UK (86%). On average across EMEA 88.5% of all emails deployed are delivered, Germany continues to lead the other countries with exceptional delivery rates of +91%. France has seen the greatest improvement with a +4% (89.6% vs. 86.1%) improvement in delivery over Q4.

The DoubleClick strategic services group is available for email marketing audits that include benchmarking your own results against category performance. For more information contact strategicservicesemea@doubleclick.net

Conclusions

In conclusion, as usual performance differs by country - Germany is showing steady improvements quarter over quarter, suggesting general consumer acceptance of the medium while French marketers are seeing astounding reaction to eMail as a marketing channel, suggesting they are leveraging personalisation and segmentation very effectively.

Steady open rates overall suggest a maturing of the market. The fact that deliverability rates have started to improve for the first time since Q3 03 is a positive sign for the industry, which has been concerned with the increasing use of email filtering.

The better performing companies are making significant efforts to improve list hygiene and data collection processes (as evidenced in reduced bounce rates), as well as conducting better targeting based on mailing segment characteristics and historical response to email.

A note on the data included

1. Open Rate is defined as HTML opens divided by (Html delivered + Multipart)
2. Click-Through rate is total clicks divided by emails delivered
3. Bounce Rate is soft bounces plus hard bounces divided by emails sent.
4. Delivery Rate is emails sent minus the bounce back rate.
5. EMEA = Europe, Middle East and Africa

For information on DoubleClick or this report, please call UK free phone 0800 912 1344 or email sdeegan@doubleclick.net

DoubleClick clients receive a quarterly account review with includes access to all this data.

For more DoubleClick research and trend reports, visit our resource centre at emea.doubleclick.com/uk/resource_centre