



email data source

Email Presence & Quality Ranking of Top Internet Retailers in Office Supplies Market Sector According to Email Data Source

Email Data Source, the leading provider of email competitive intelligence data, has released a new ranking of effective email marketing based on the efforts of the Internet Retailer top 500 e-retailers. This report compares the email presence and quality between top e-retailers in the Office Supplies market sector. The companies are ranked according to their EPQ Index Score.

Email Presence and Quality Ranking of Top Internet Retailers in Office Supplies Market Sector (Information Provided by Email Data Source)				
Rank	Company	Presence Score	Quality Score	EPQ Score
1	Staples Inc.	310	70	190
2	Office Depot Inc.	210	75	142
3	Franklin Covey Products LLC	129	109	119
4	Office Max Inc.	113	98	105
5	OvernightPrints.com	53	131	92
6	123inkjets.com	27	142	84
7	PrintingForLess.com Inc.	8	153	80
8	ReStockIt.com	44	94	69
9	DataBazaar.com	23	76	40
10	National Business Furniture	4	76	40
Office Supplies Market Sector Average		56	64	60
Internet Retailer 500 Index		100	100	100

The results place Staples at the top of the ranking due to their email presence. The number of monthly email campaigns in this market sector linking back to Staples is 27%. Staples has a lower quality score than most companies in this market sector, however their presence outweighs the quality of their emails giving them a higher EPQ score.

Based on our analysis of Internet Retailer 500 companies, the average number of email campaigns that link back to each retailer is 47 during a given month, and on average the number of senders is 5.5, including in-house and third party emails. For e-retailers in the Office Supplies market sector the average is 19 campaigns per month by 4 senders. For Staples, the monthly average was 99 campaigns from 16 senders demonstrating a high number of partners and more campaigns per partner per month.

The e-retailers with the highest email quality scores were PrintingForLess.com, 123inkjets.com and OvernightPrints.com. Among other factors, the email campaigns related to these companies showed few broken links and bad redirects. By contrast emails linking to Office Depot and Staples were more likely to have broken links and bad redirects. On average, 23 email marketing campaigns per month linked to PrintingForLess.com, 123inkjets.com and OvernightPrints.com. Of those 23 emails, 13% had broken links and 8.5% had faulty redirects. In comparison, Office Depot and Staples had on average 158 email campaigns per month linking to them, with 59% of those emails having broken links and 47% with faulty redirects.

Overall, e-retailers in the Office Supplies market sector account for 3.8% of the companies that comprise the Internet Retailer 500. Though this market sector is a small part of the Internet Retailer 500, it's interesting to note that three companies in this market sector (Staples, Office Depot and Office Max) are ranked in the Top Ten Internet Retailers. Additionally these three companies account for 15.8%, the third largest percentage, of web sales of the Top 100 Internet Retailers.

On average 64% of monthly email marketing campaigns in the Office Supplies market sector link back to Staples, Office Depot or Office Max. The other sixteen companies that together make up 84% of this market sector are not highly engaged in email marketing and should look to Staples, Office Depot and Office Max for best practices of successful email marketing to this market sector's target audience.

About Email Data Source EPQ Index Reports

The continual growth of email marketing has increased the competition between e-retailers to improve and ensure inbox deliverability and consumer engagement. With this increase, email marketers have begun to invest and change their strategy and tactics to gain consumers' attention, keep their attention and ultimately convert consumers to loyal customers. In an effort to provide insight into these efforts, Email Data Source created an Email Presence and Quality Index to rate the email marketing efforts of e-retailers.

The index was created by measuring and analyzing the email marketing campaigns associated with each e-retailer in the Internet Retailer 500. We examined in-house email campaigns as well as campaigns involving third parties to get a comprehensive view of email marketing activity for each. We also examined the quality of the email marketing campaigns using a number of factors including the number of faulty links and bad redirects contained in each message.

For more information about this report or future Email Data Source EPQ Index Reports, please contact Kelly Higginbotham, Marketing Manager, at kelly@emaildatasource.com or 212-514-8900.

About Email Data Source, Inc.

Based in New York City, Email Data Source collects, analyzes, organizes and archives millions of marketing messages, providing competitive intelligence and analytics to the email marketing community. The company has provided email marketing data as well as actionable insights and the intelligence behind them since 2003. Email Analyst™, the company's core product, monitors the world of email marketing for advertising agencies, brand marketers, direct marketers and their affiliates and vendors. For more information about Email Data Source, Inc. visit www.emaildatasource.com.

Wednesday, August 26, 2009
Email Data Source, 65 Broadway, Suite 601, New York, NY, 10006
www.emaildatasource.com