



BSM Media

Email Marketing's Impact with Moms

October 2004

Conducted and prepared by
Lucid Marketing & BSM Media

Key Findings

Lucid Marketing and BSM Media conducted a study to learn more about the impact of marketing through commercial email to Moms. Our findings are intended for consideration when evaluating the potential of email marketing as a means to reach Moms.

Moms are active email users. Email is now a part of her regular routine and no longer delegated as entertainment. Mom is checking her email account throughout the day and spends nearly one and a half hours doing so. Almost half of Moms surveyed value email as their preferred means of communication, nearly tied with the phone!

Commercial email marketing is a significant influencer for purchase decisions. When a Mom receives a message she finds valuable, she is likely to share it with others. More than half the time Mom will choose to make a purchase through an off-line channel as a result of receiving an email message that she found valuable. The inverse implies that Mom is comfortable purchasing on-line when presented with appealing offers and will do so almost half the time.

Moms exhibit considerable discontent with the email messages received from some companies of which they are customers. They want and expect messages that are relevant and specific to their personal and families' needs. Half of those surveyed stated that companies would gain more purchases if they sent a regular email that made their lives easier. In fact, two thirds say they spend more money with companies that send useful & relevant email messages that meet their needs!

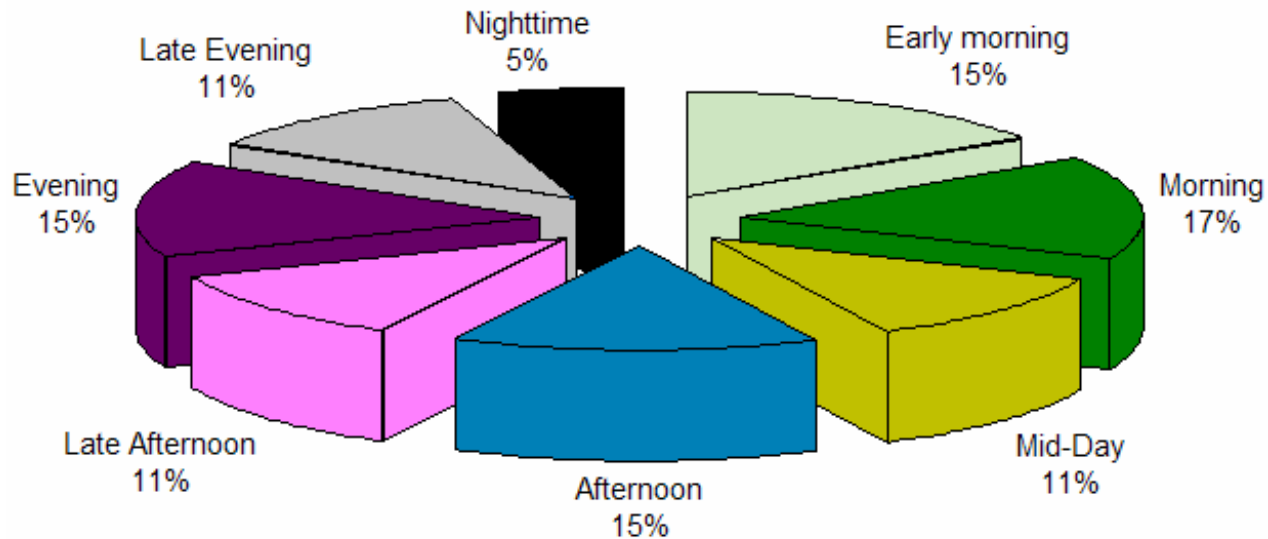
We believe that opportunities exist for savvy marketers who can effectively use email marketing to deliver resources and relevant information to Moms. It is clearly indicated that when Mom feels she is receiving value through personalized email, she will better appreciate the brand and spend more money with that company.

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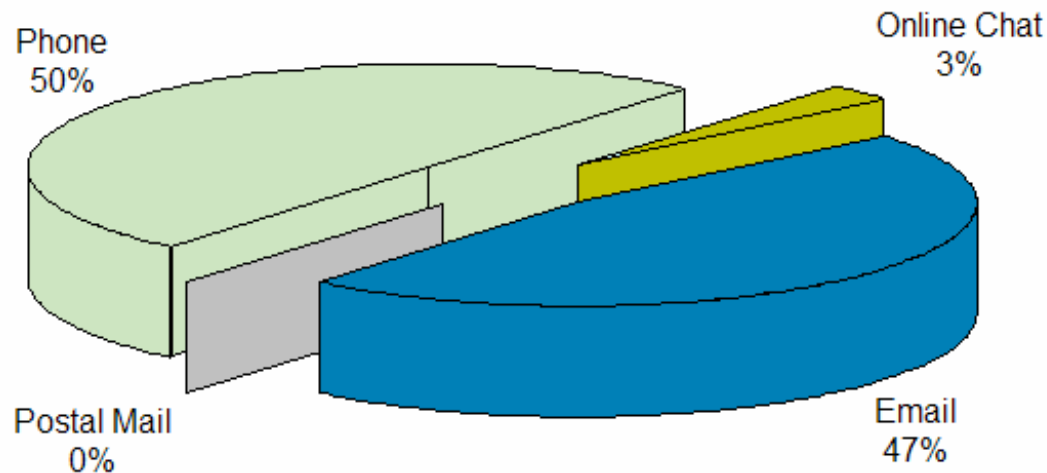
When do you check your email?

- Moms spend on average 86 minutes per day reading and sending email messages. * 80% have both personal and business email accounts.
- 67% of Moms check email 3-4 times per day or more.
- Moms check email all day long!



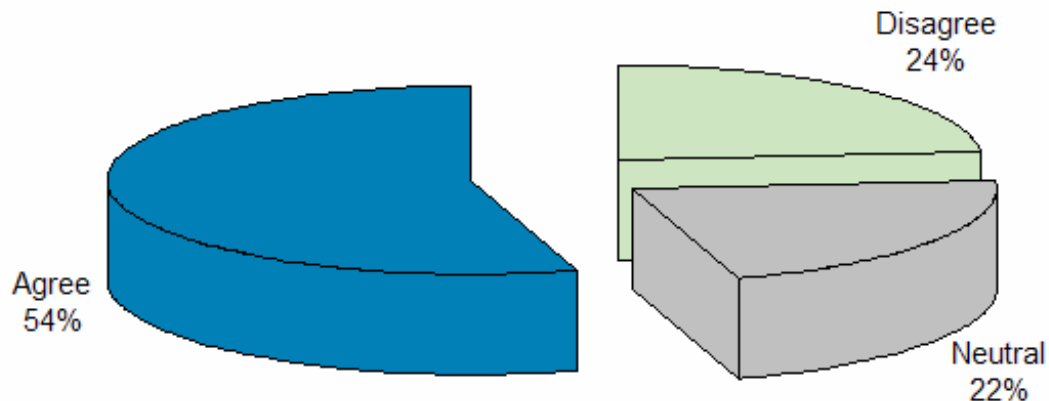
If stranded on a desert island and had only one source of communication, which would you choose?

- Nearly half of Moms chose email as their preferred method of communication. The other half choose the telephone.



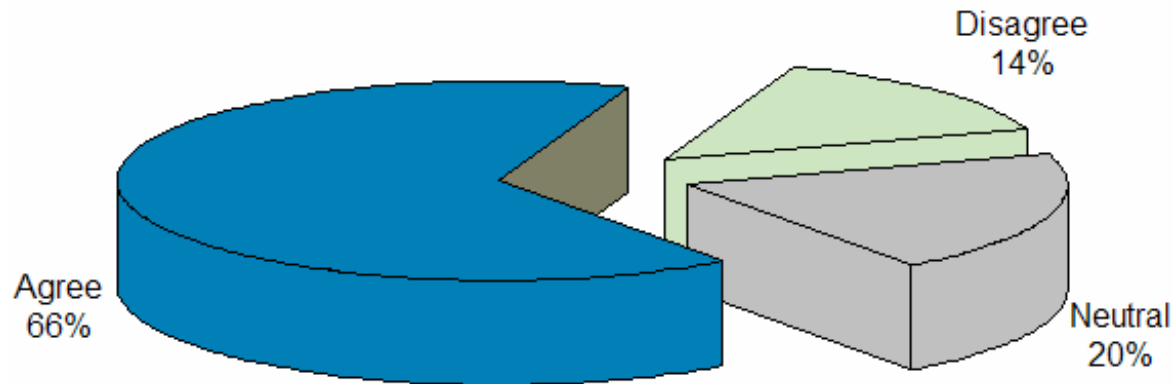
Moms on companies of which they are customers...

- 56% state that companies can do a better job of sending email messages that are more specific and relevant to their needs & family.
- 54% state that companies only have their own self interests in mind when they send email messages.



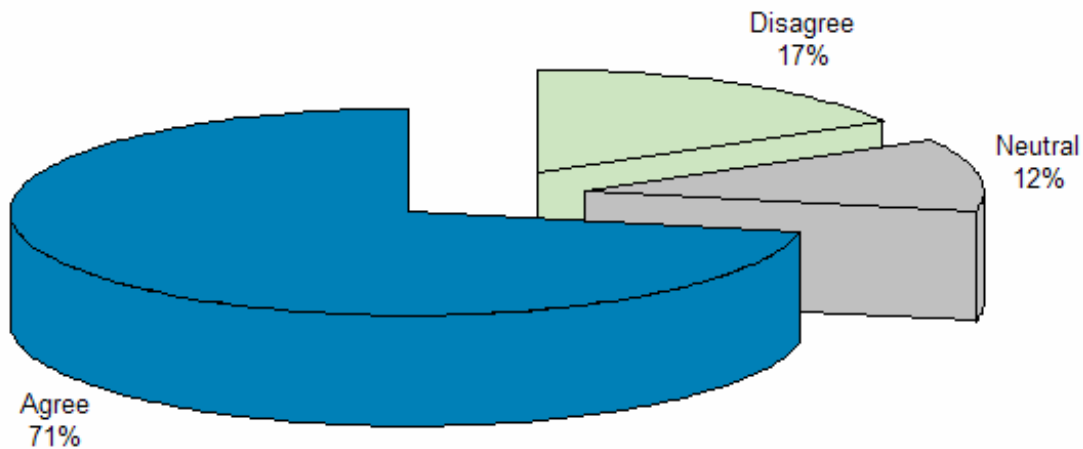
Moms on companies of which they are customers...

- 50% state that companies would gain more purchases if they sent a regular email that made their lives easier.
- 66% state they spend more money with companies that send useful & relevant email messages that meet their needs.



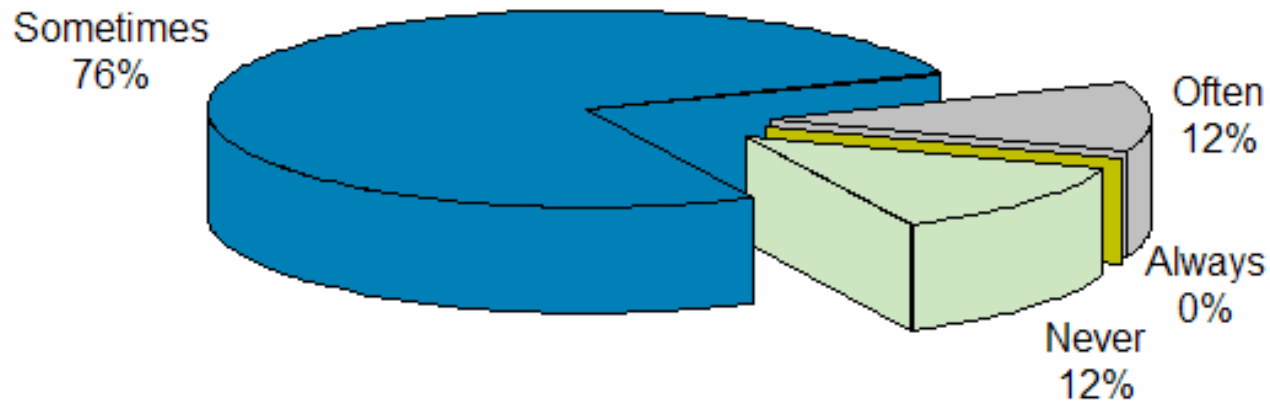
Do email messages influence your buying decisions?

- 71% of moms say email messages influence their buying decisions.



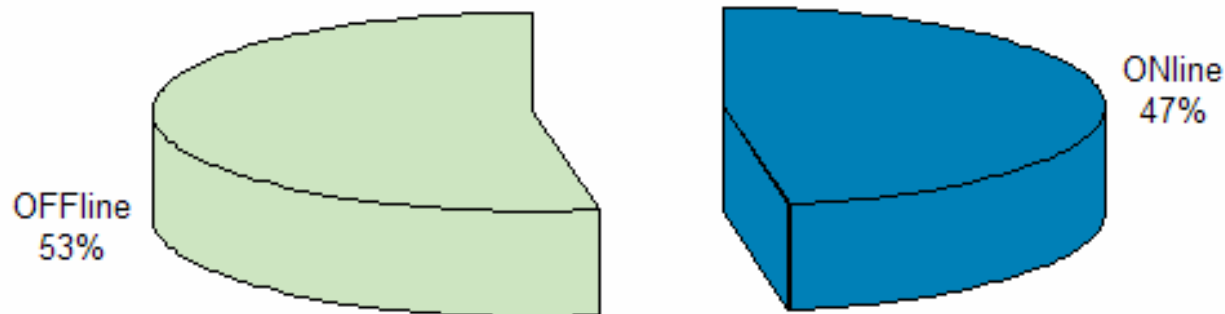
Do you make purchases based on commercial email messages, not including SPAM, you receive?

- 88% of Moms make purchases based on email messages.



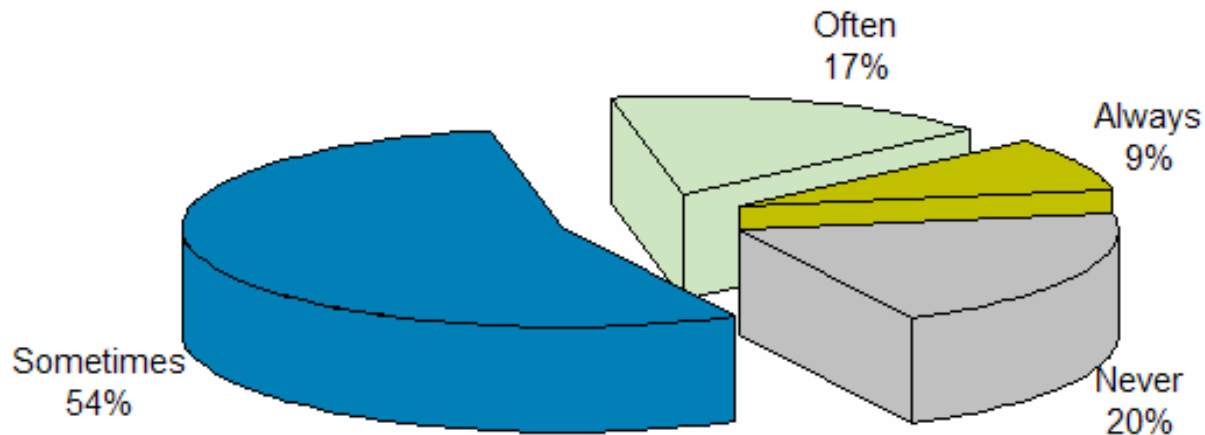
If you make purchases based on commercial email messages, what percentage of time do you buy online vs. offline?

- When deciding to make a purchase as a result of receiving an email message, Moms say that 54% of the time they choose to buy offline.



Do you tell your friends about commercial email messages that you find to be valuable?

- 80% of Moms tell friends about commercial email messages that they find to be valuable.



Methodology

The survey was conducted in August of 2004. An email invitation was sent to subscribers of the Blue Suit Mom newsletter requesting participation in the survey. The opportunity to win a \$250 Amazon.com gift certificate was provided as an incentive to participate. The survey was hosted online and data was collected through a web page.

One-hundred and thirty-nine Moms responded and completed the survey in full. Survey response data was collected between August 15 and September 8, 2004. The survey took approximately ten-minutes to complete.

Moms responding averaged having 1.8 children living in the household with the majority of children being between the ages of two and five years.

About Researchers

Lucid Marketing

Lucid Marketing brings companies closer to Moms. We are a world-class interactive direct marketing services provider that creates personal relationships with customers for the worlds' premier brands. Since 1998, we've helped consumer brands build millions of lasting relationships with their customers by putting the customer's needs and emotions first. Our talented team brings together a vital combination of technical expertise, strategic reasoning, and creative savvy.

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BSM Media

The team at BSM Media has a passion for marketing to moms. It's what we know and what we do best. We enjoy sharing our expertise with clients.

BSM Media is a full service marketing and multimedia firm nationally recognized for exceeding the expectations of its clients in tapping the mom market. It is our unique combination of market knowledge and results oriented approach that allows us to help companies reach their goals and beyond. We don't just rely on yesterday's buying trends.

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