

Microsoft Outlook is still the most popular email reader ... world wide



Great Look Email Reader Survey

Which email reader do you use?

Email newsletters (eNewsletters) are not static, how you send them might not be how they arrive in the receivers in-box. One of the many factors deciding how your email marketing will look is the email program that the receiver uses. While here at Great Look eMail Marketing we use software that enables us to tell what program your receivers are using, we also wanted to 'ask' the general population "Which email reader do you use?".

Who responded from around Australia?

233 people from around Australia responded. We put the link on several eNewsletters distributed in Queensland and interestingly, we ended up with a quarter of respondents coming from outside of Queensland. That's the power of email.

Where did they come from? NSW 16%; VIC 6%; QLD 75%; SA 2%; WA 1%

28% of respondents were male and 72% were female. Seems that females may be more likely to fill in on-line surveys? Or could it be that this survey happened to be sent to more females? Over three quarters were between the ages of 26 and 55.

What did we find out?

Two thirds of respondents mainly read their emails at work. This is one of the reasons why B2B (Business to Business) type industries are getting the best results from eMarketing.

At work 77% of surveyed respondents use Microsoft products to read their emails (down from 85% when we surveyed in June 2007). 66% use Outlook and 11% Outlook Express. 28% are using Outlook 2007 compared to only 9% in June 2007. This means that people sending email marketing need make sure that their emails are rendered as intended in Outlook 2007 as the rendering rules are different in Outlook 2007 and 2010 to other email readers, even different to Outlook 2003.



Of interest was that the "Other webmail" being used – 'At home' 8% (2% at work) are using another webmail other than the listed Hotmail or Yahoo – could it be that Gmail is on the increase? (Next survey we will ensure Gmail is a choice).

Most popular hand held email device

When asked "which handheld device do you use, or plan to use?", the most popular by far was Black Berry with 38%. The second most popular being iPhone and Palm Treo, both with 11%. Although our prediction is that the iPhone is going to become more popular.

Great Look's prediction is that the iPhone is going to become more popular. Reading emails on hand-held devices is on the increase with 12% currently doing so, but a further 9% planning to do so soon. That will mean a fifth of emails will be read on mobile devices, so that's another thing to keep in mind when designing your email marketing.



The number one Internet activity,
is checking email !
Second is searching or surfing the web



The Raw Results of the "Which email reader do you use?" Survey

Where do you MOSTLY read your emails?

Work 67% Home 28%

Which email reader do you use at WORK?

Outlook 2003 38%
Outlook 2007 28%
Lotus Notes 3%
Outlook Express 11%
Apple Mail 5%
Hotmail 2%
Yahoo 0%
Other webmail 2%
Don't know 1%
Other not listed 7%

Which email reader do you use at HOME?

Outlook 2003 30%
Outlook 2007 19%
Lotus Notes 0%
Outlook Express 15%
Apple Mail 7%
Hotmail 9%
Yahoo 4%
Other webmail 8%
Don't know 0%
Other not listed 6%

Do you read emails on a handheld or mobile device?

Yes - 12%; No - 79%; No, but I plan to soon - 9%

Age

Under 25 4%
26-40 37%
41-55 42%
56+ 16%



“It is five to ten times more costly to acquire a new client than retain a current one.” PricewaterhouseCoopers



What is GLEMS?

Or rather, “who”? GLEMS is short for Great Look Email Marketing Specialist. An international group of email marketing professionals licensed to Great Look eMail Marketing dedicated to making your email marketing happen for you.

Who is Great Look?

GLEMS own and operate their business “The Email Marketing Business” under license to Great Look Email Marketing which was established by Helen Bairstow in 2002 and specialises in creating, sending and tracking email marketing for small business.

Managing Director Helen Bairstow owned her first business for over 20 years so she understands the importance of marketing at a grass roots level. Helen now has a handful of clients with her main focus on training GLEMS, R & D and promoting email marketing internationally via workshops, seminars, webinars and of course ... email marketing. Head office is in Cairns, Queensland, Australia yet today there are GLEMS around the world producing email marketing for clients internationally.

Companies who have chosen to use GLEMS:

