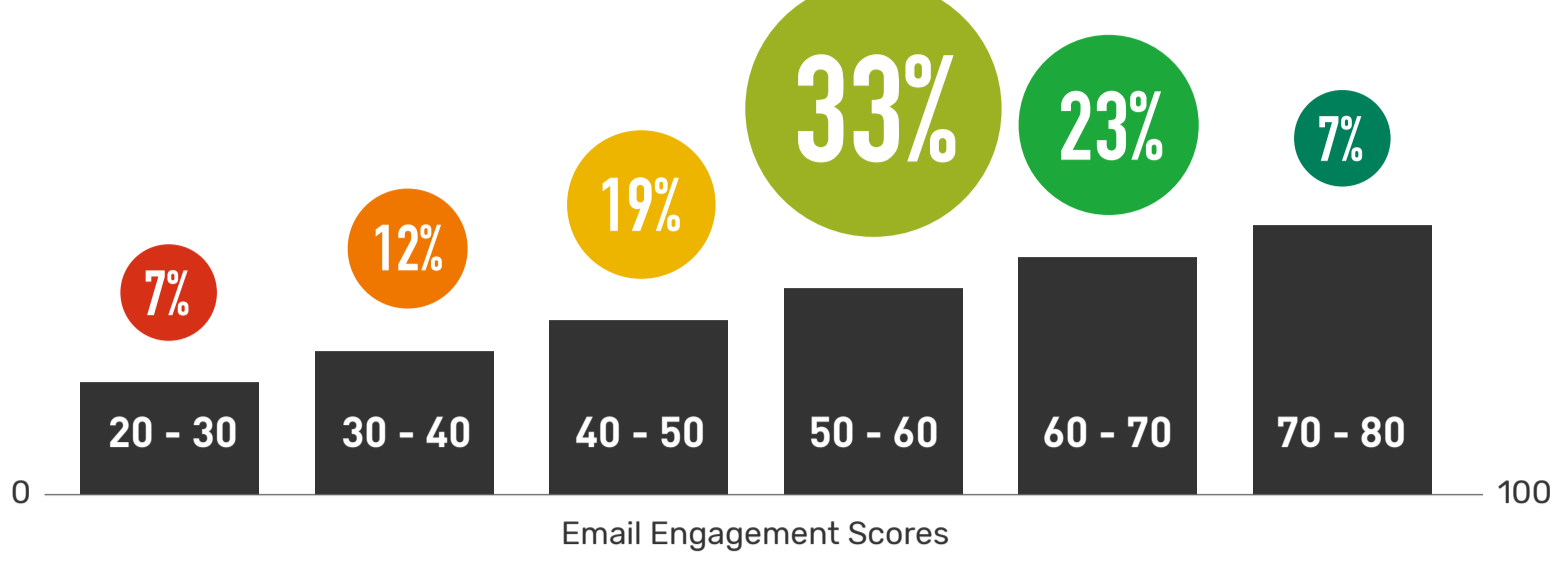




THE STATE OF EMAIL IN RETAIL

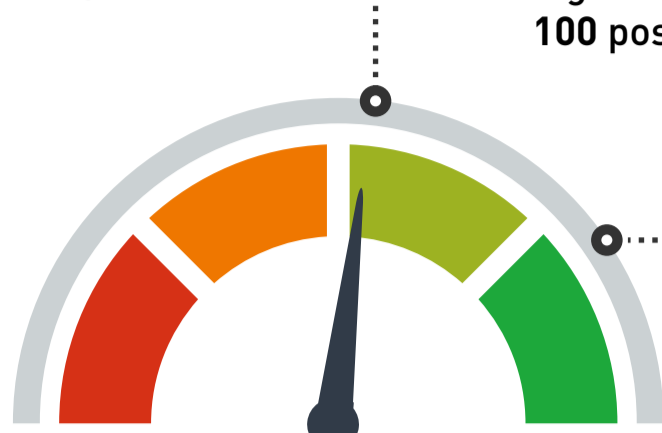
Coherent Path, in partnership with RSR Research, evaluated a year of emails that **138 top retailers** sent to an unknown, generic user. The rankings and scores are based on the average of values across 3 main criteria - **Catalog Exposure, Email Content, Email Frequency** - and how far from the average each retailer placed.

Summary of Email Engagement Scores



The average score across all retailers **51.7**

No retailer scored higher than **80** out of 100 possible points



Average Lowest
43.3 Health & Beauty Retailers

Average Highest
57.6 Apparel Retailers

71% of the retailers evaluated scored a failing grade

57% of all Apparel retailers are in the Top 50

ONLY 12% Health & Beauty retailers are in the Top 50

TOP 5 WINNERS

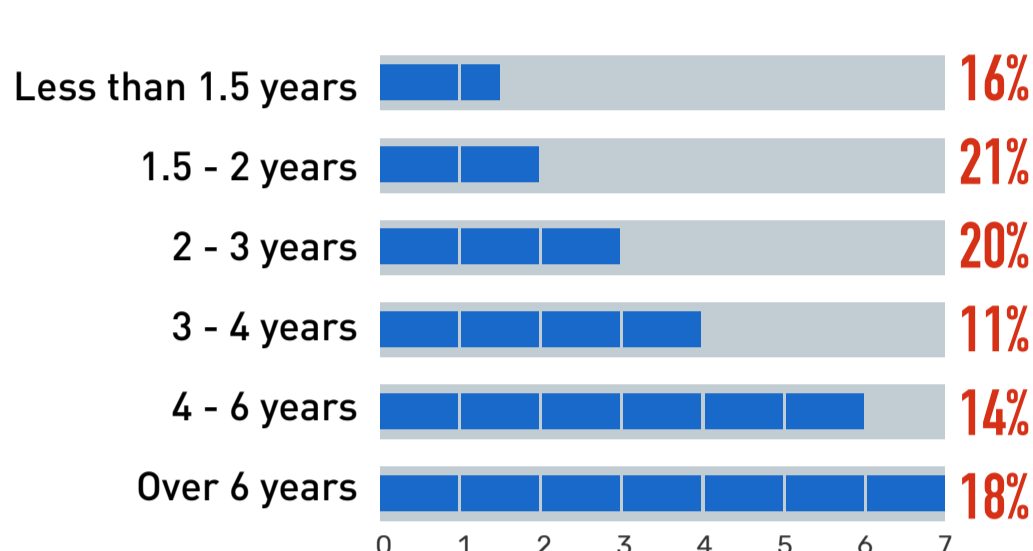
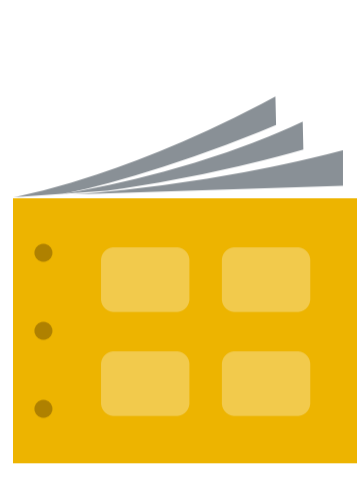
Overall Score

Club Monaco	79.9
Crabtree & Evelyn	76.8
BCBG Max Azria	76.0
Hudson's Bay	75.1
Hanes	74.7

CATALOG EXPOSURE

Retailers who feature only a small subset of categories across all their emails risk never having the chance to figure out what attracts a consumer.

Years to Expose Entire Product Catalog

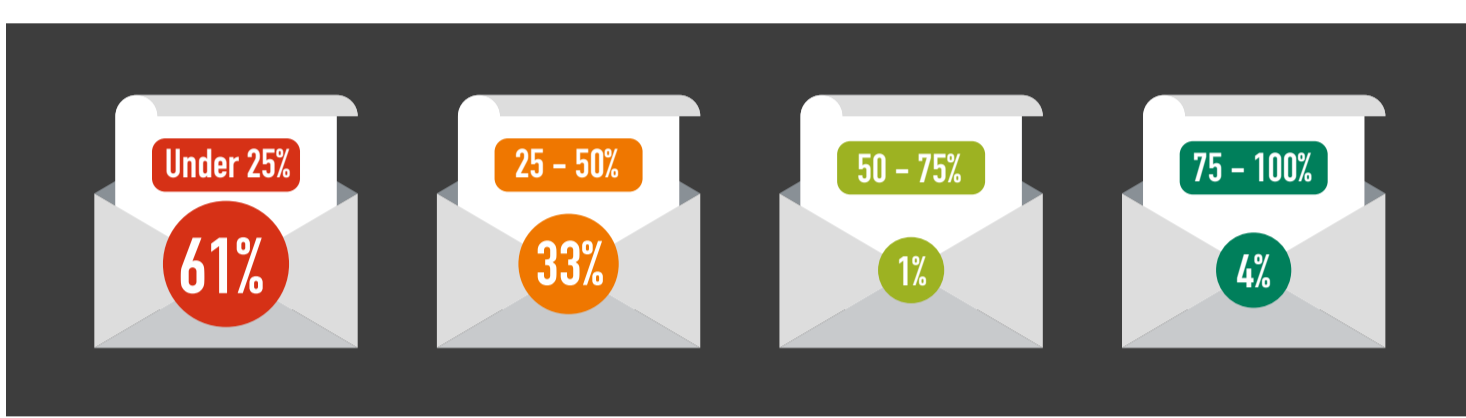


25 retailers maximized catalog exposure in their emails

45 retailers exposed none of their catalog in emails

2.6 YEARS is the median across all retailers to ensure full catalog exposure to an unknown, unresponsive shopper

Percent of Emails that Contain Categories in the Subject Line



ONLY 25% Average time that retailers include categories in their emails

53% Department Store retailers scored in the top 50, followed by 48% of Big Box Specialty

88% Health & Beauty retailers scored in the bottom 50 and none appeared in the top 10

TOP 3 WINNERS

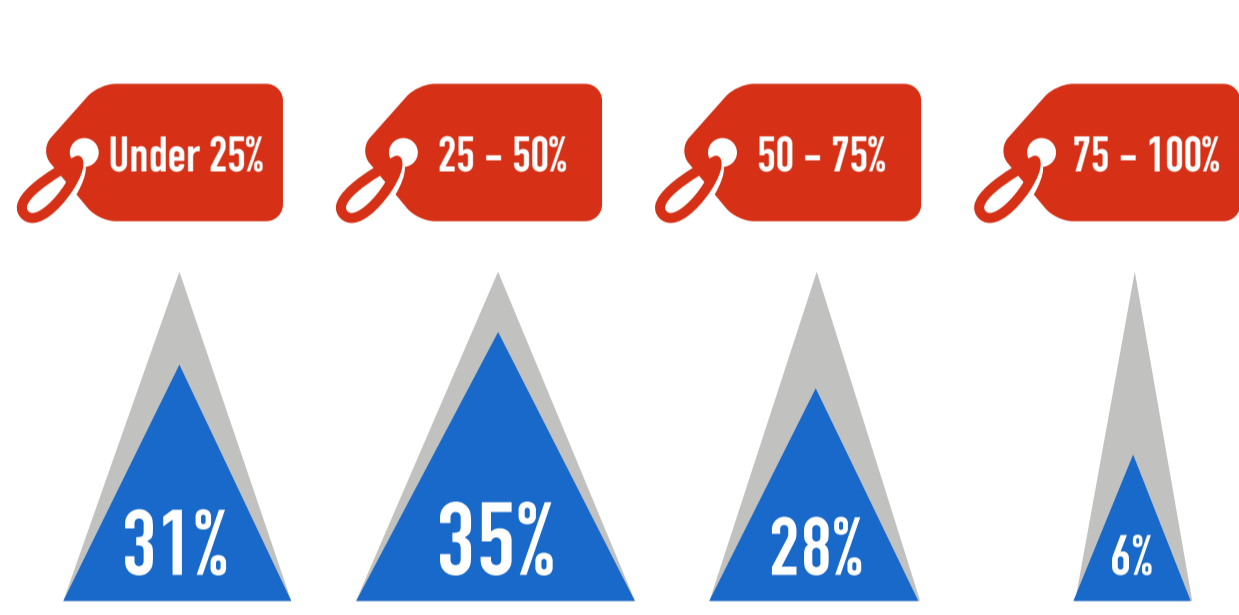
Catalog Exposure

Hudson's Bay	A perfect 33.3 / 33.3
Joss & Main	A perfect 33.3 / 33.3
Neiman Marcus	30.0 / 33.3

EMAIL CONTENT

From subject lines that match featured content, to the offers within and the channels in which consumers open them, content is extremely important.

Percent of Emails with Promotions in the Subject Line



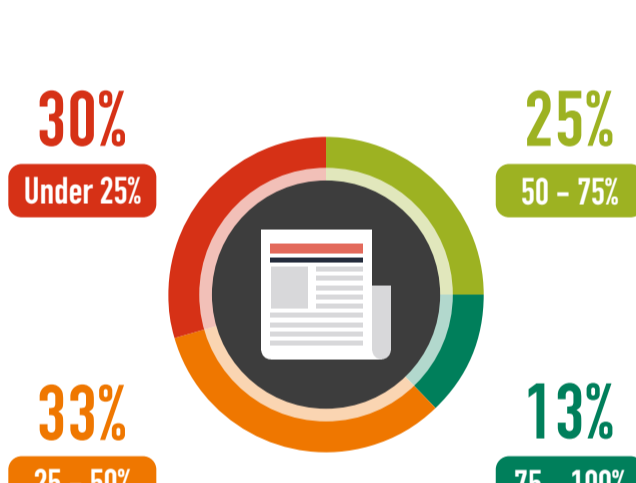
42% Emails had a match between subject line and main content

ONLY 17 retailers had subject lines that matched the email content at least 75% of the time

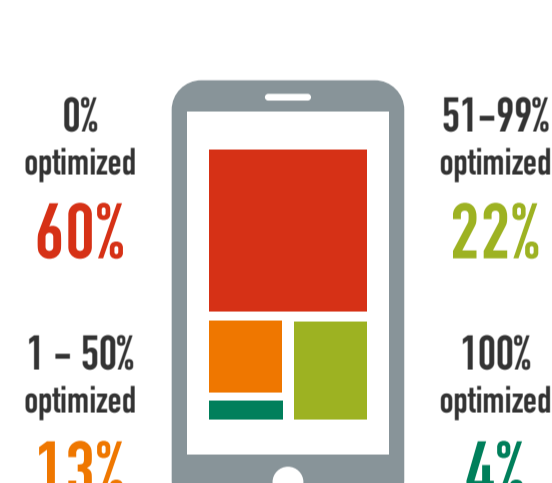
29% Home Goods & Furnishings retailers had matches more than 70% of the time, more than any other vertical

ONLY 4% Big Box Specialty retailers had matches more than 70% of the time

Percent of Emails Whose Subject Line Matches Hero Image



Percent of Emails Mobile Optimized



TOP 3 WINNERS

Email Content

Fingerhut	31.6 / 33.3
Sport Chek	30.4 / 33.3
GNC	30.4 / 33.3



On average, **39%** of emails contained some type of promotional language.

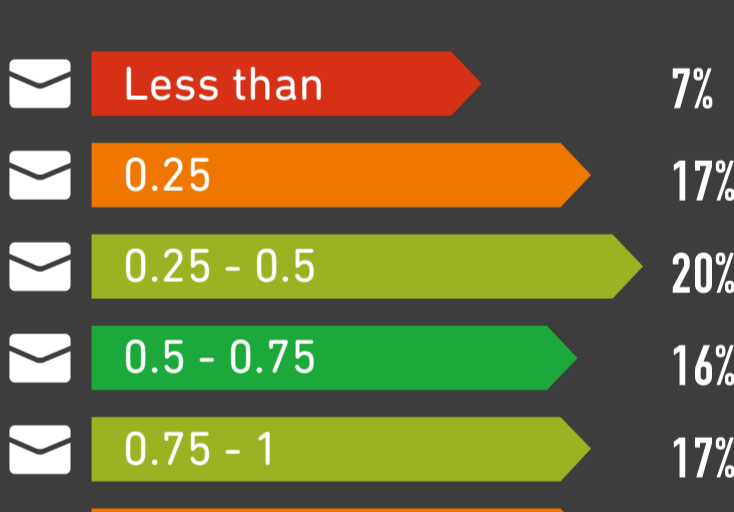
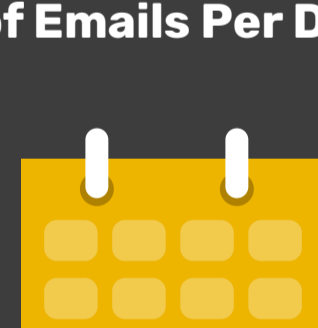


53% of Home Goods & Furnishings retailers send emails with promotions in their subject line more than 50% of the time.

EMAIL FREQUENCY

Too many? Too few? While there's no magic number, the scores are based on a comparison of how retailers ranked against the average of all evaluated.

Average Number of Emails Per Day



0.95

The average is just slightly less than one email per day.



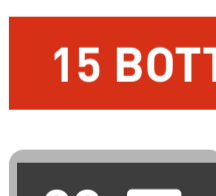
90% of Sporting Goods retailers send less than 1 email a day.

TOP 3 WINNERS

Email Frequency

Old Navy	32.8 / 33.3
Dick's Sporting Goods	32.7 / 33.3
Hanes	32.7 / 33.3

15 BOTTOM SCORERS



33

A consumer subscribing to the 15 bottom scorers would be signing up for **11,960** emails over the course of the year, or nearly **33** emails per day.

15 TOP SCORERS

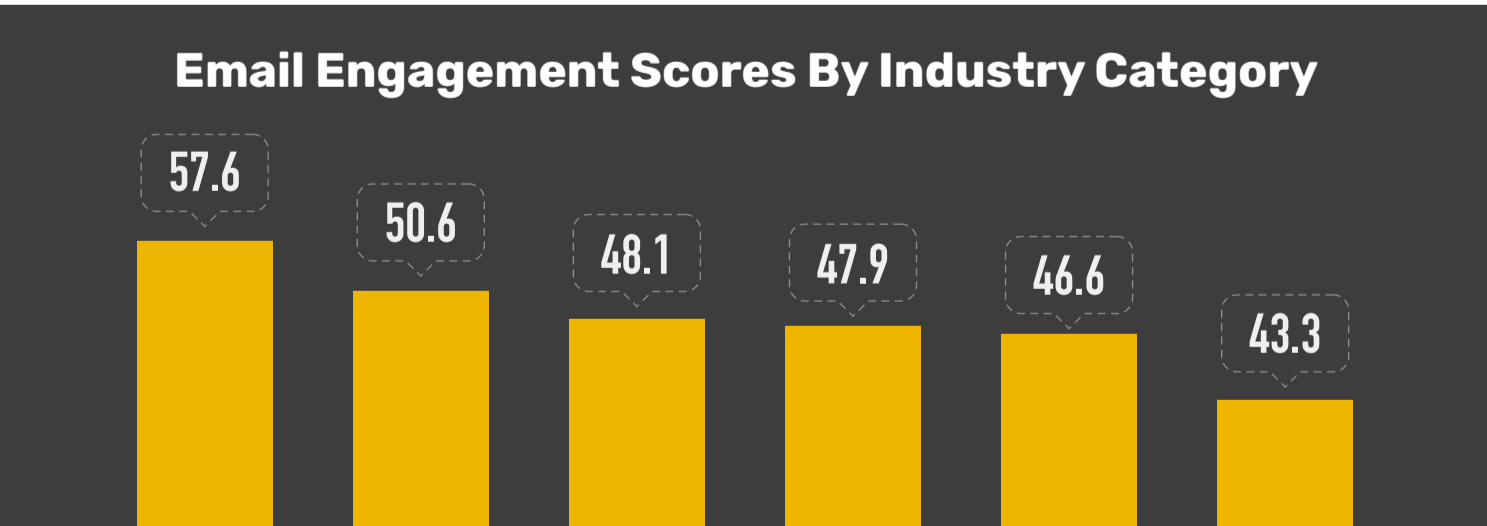


14

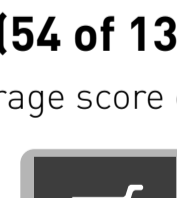
By contrast, the top 15 retailers send on average a total of **5,242** emails combined, or slightly more than **14** per day.

WINNERS BY INDUSTRY CATEGORY

Email Engagement Scores By Industry Category



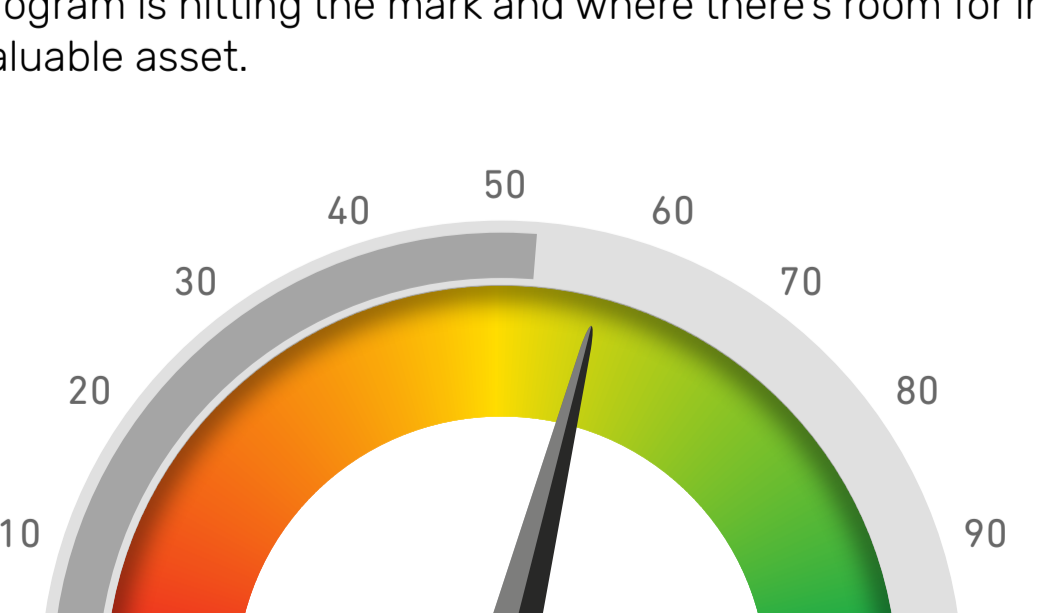
Across all the verticals evaluated, Apparel represented the largest number of retailers (**54 of 138**) and had the highest average score of **57.6**.



Pure-play Etailers expose their catalog at a slower rate, **3.51** years vs. **2.53** years for multichannel retailers.

GET YOUR GRADE

Email remains one of the most valuable marketing tools for today's retailers. Understanding where an email program is hitting the mark and where there's room for improvement is the first step in strategically leveraging this valuable asset.



Get Your Grade to Evaluate the Health of Your Email Program

www.coherentpath.com



CATALOG EXPOSURE



EMAIL FREQUENCY



EMAIL CONTENT

coherent path

Coherent Path is the email marketing calendar company for top retailers seeking to transform their email program into a modern data-driven channel focused on revenue. The company's machine learning solution empowers retailers with the relevant themes and categories they should feature in today's campaigns while continuously learning to inform the campaigns of tomorrow.

www.coherentpath.com



Retail Systems Research ("RSR") is the only research company run by retailers for the retail industry. RSR provides insight into business and technology challenges facing the extended retail industry, providing thought leadership and advice on navigating these challenges for specific companies and the industry at large.

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