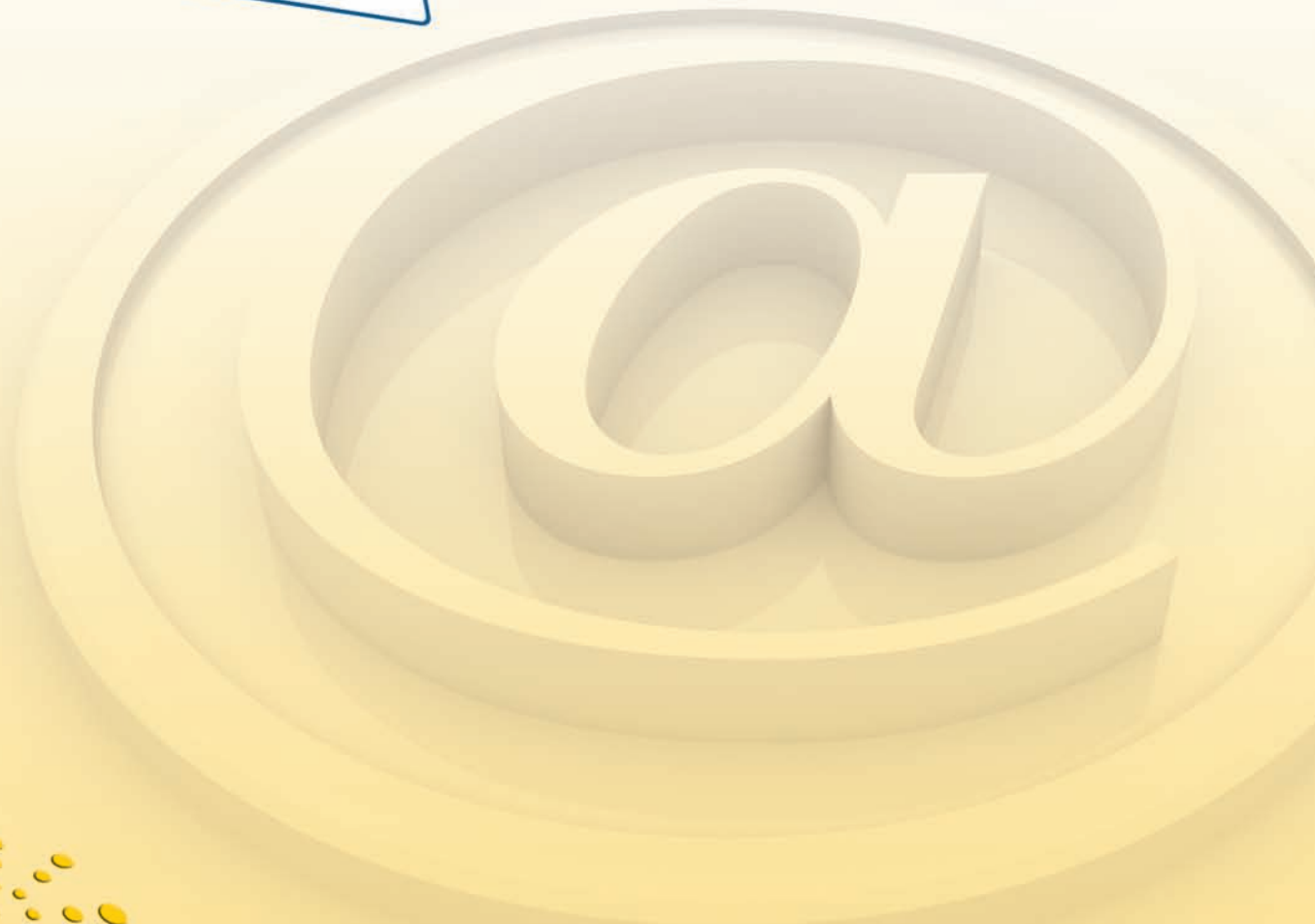


Email Trends

in the Education Market 2007:

**A Comprehensive Analysis
of the 2006-2007 School Year**

By Gretchen W. Rigol and Christopher Ziemnicki



Email Trends in the Education Market 2007: A Comprehensive Analysis of the
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Introduction

As a leading U.S. provider of sales and marketing services for the education market, MDR has a rich database of information about schools, districts, libraries, and colleges and universities. Through continuous outreach to these markets, MDR has compiled detailed mailing lists, including email addresses at more than 70% of the U.S. public school and 73% of the higher education universe. Many companies with products and services for education markets utilize MDR's full-service e-marketing solutions to reach prospective customers and to augment their customer files with email data from MDR's database.

This report summarizes information about education marketers' use of MDR's email database to reach various segments of K-12 and collegiate markets during the 2006-2007 school year. Chapter 1 provides information about prospecting campaigns deployed by MDR through its E@quire service on behalf of education marketers. Chapter 2 describes campaigns launched to clients' customers through MDR's E@ppend service. Campaign size and timing (month and day of the week), Open and Click-Through rates, and other data are summarized.

To augment these summaries, MDR conducted an email survey of education marketers to gather their views on marketing techniques, how various marketing approaches have changed, and their forecast of future marketing efforts. Results from this survey are described in Chapter 3.

Finally, a number of additional analyses were performed on the database of prospecting campaigns to analyze the technical characteristics of the components of these email campaigns, as well as their purposes and the specific content. These supplemental summaries are provided in Chapter 4.

The goal of this report is to provide benchmark data about how education marketers utilize email, effectiveness data (in terms of Open and Click-Through rates), and other information about the characteristics of email campaigns. Also included are suggestions about future trends and specific recommendations to help companies providing services to the educators make the best use of e-marketing as an integral part of their overall marketing efforts.

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