

2013 predictions for Marketers by MailPerformance

By Sandra Jezo, Marketing Director of the NP6 Group

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Live data and analytics: "Providing live data or dynamic content are two data trends that marketers will be unable to ignore in 2013. Embedding countdowns for time sensitive offers in mailouts or even updates on stock availability add a vital call to action that improves click through and conversion when the email lands. Other dynamic data such as customer account records, adjustable maps, or other interactive apps can also be embedded in emails to engage users."

Responsive design: "This year we've seen a huge divergence in the kind of devices that people are using to read emails or access sites. In 2013 this will only increase and it leads to a new challenge for markets looking to prepare campaigns that can be delivered across all channels. With changing screen size and form factor marketers need to ensure their designs can adapt to the end-point they are accessed on."

Video: "Viral video has become the proverbial golden goose for marketers and in 2013 we'll see this sort of content delivered more frequently and in myriad ways. Videos playing automatically when an email is opened and links to YouTube videos will become more prevalent in 2013. However marketers need to ensure these are as accessible as possible through mobile or desktop email."

Spam: "The average prospect is sent a deluge of marketing messages each day with many being filed immediately into the spam folder or deleted straight away. Avoiding interception by spam filters or being blacklisted by ISPs is a must for all marketers so messages must remain relevant at all times. Top email services like Gmail, Hotmail, and Yahoo are prioritising and displaying emails according to set criteria. These content-quality tools have changed the game in email services and marketers need to offer only highly relevant content."

ABOUT MAILPERFORMANCE

MailPerformance is part of the NP6 Group which achieved excellent results in 2012 with turnover in excess of 10 million Euros. Recognised as an expert in email deliverability, NP6 Group with its solution, MailPerformance, remains the only Email Marketing solution in Europe to carry [ISO 9001 quality-certification](#). The [MailPerformance](#) brand and technology is owned entirely by NP6 Group. Founded in France in 1999 NP6, as an emarketing solutions provider, it has become one of Europe's largest Email and SMS broadcasters.

NP6 Group now offers its expertise and email broadcasting platform to the UK market from their offices in London's Soho. With over 50 employees in the UK and France NP6 is able to offer a number of services, including: Email and SMS broadcasting, Self Service or Full Service Management of Campaigns, Full API platform integration, Deliverability consultation, White-listing accreditation, Behavioural and Dynamic Segmentation, Advanced personalisation, A/B Split testing, Personalised barcodes in emails, Form and questionnaire building and Anti-Phishing certification.

With a customer satisfaction rate as high as 95%, MailPerformance strives to serve its clients with the



highest quality and performance possible. Customers include Microsoft, Total, Natixis, Endsleigh Insurance, Qsoft Consulting Ogilvy, American Express...

For further details, please visit: www.mailperformance.co.uk

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