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The importance of e-mail marketing in e-commerce

Martin Hudák^{a,*}, Eva Kianičková^a, Radovan Madleňák^a

^a*University of Zilina, Univerzitna 1, 010 26 Zilina, Slovakia*

Abstract

Online marketing is an integral part of e-commerce nowadays and includes many different ways of company's presentation, such as e-mail marketing, content marketing, social media, affiliate marketing and so on. The aim of the article is to highlight the importance of e-mail marketing due to the fact, it is considered as one of the most effective communication tools. The part of the article are also fundamental metrics used in e-mail marketing such as delivery rate, open rate and click through rate. In the end of the article are recommendations and suggestions for creating of successful e-mail. The eyetracking technology was also used to analyze the gaze of Internet users at mailbox.

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Keywords: E-mail marketing; e-commerce; newsletter; eyetracking.

1. Introduction

Internet can be characterized as a global network of networks to which you can access via computer, mobile phone, PDA, digital TV and so on. The number of Internet users continues to grow and communication through the Internet has become a daily routine. The use of the Internet by companies for their presentation and brand building has become commonplace, even inevitable phenomenon [12]. The associated electronic marketing (e-marketing) refers to the use of digital media such as web, e-mail, wireless media, but it also includes electronic management of customer relationship management as well as management of digital customer data [3, 14]. E-mail marketing, as part of e-marketing, is used to increase site traffic and sales support [5]. It can be defined as a targeted sending of commercial and non-commercial messages to a detailed list of receivers respectively e-mail addresses. Newsletter as a tool of e-

* Corresponding author. Tel.: +421 41 513 31 44.

E-mail address: martin.hudak@fpedas.uniza.sk

mail marketing can be also referred to as electronic newsletter. These are the e-mails, usually in HTML format, which are regularly sent to registered customers [1]. Newsletter is now a modern, cheap and popular marketing tool [10].

2. Objective and methodology

The main objective of the article is to highlight the importance and effectiveness of e-mail marketing and newsletter in conditions of electronic commerce. To fulfill the objectives of article carried out an analysis of essential elements necessary for the implementation of marketing activities in the Internet environment (the number of Internet users, the percentage of made electronic purchases, the number of e-mail users, etc.). A secondary objective are recommendations how to implement and measure the success of e-mail marketing campaigns.

Experimental user testing using the eye camera has been implemented to meet set goals. Fourteen respondents age 23 - 45 participated on the user experience testing. The participants were shown sixteen different advertising e-mails of Slovak companies, in terms of content, structure and layout of the template. As a method for user testing was selected a free observation method and Testing was realized in The Human-Machine Interaction Laboratory worked within University Science Park of University of Zilina. The testing was split in two basic stages, namely testing of e-mail inbox and testing of the body of the e-mail itself. The selected results of user testing by eyetracking technology is described in the end of the article.

3. Analysis

One of the most significant changes in recent years is the development of the Internet, which dramatically changed the way business itself. The number of Internet users is growing since its beginning and its actual status is shown in Table 1. The statistics are reported to 30. 11. 2015.

Table 1. Internet usage statistics in selected countries [4]

Country	Population	Internet users	Penetration (% of Pop.)
Slovakia	5 421 349	4 507 849	83,1
Czech Republic	10 538 275	8 400 059	79,7
Austria	8 584 926	7 135 168	83,1
Hungary	9 849 000	7 498 044	76,1
Poland	38 005 614	25 666 238	67,5
Europe Union	507 970 816	402 937 674	79,3

Improving the quality and coverage of the Internet network, either in Slovakia or abroad also demonstrate annual growth of e-commerce [11]. The number of Internet users who use it for online purchases is shown in Table 2. The table shows the percentage of the population in selected countries, who have made at least one online purchase in a given year.

Table 2. The percentage of the population who made a purchase via the Internet [4]

Country	2015 (%)	2014 (%)	2013 (%)	2012 (%)	2011 (%)
Slovakia	50	48	44	45	37
Czech Republic	45	43	36	32	30
Austria	58	53	54	48	44
Hungary	36	33	29	25	22
Poland	37	34	32	30	30
Europe Union	53	50	47	44	42

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