



Dela Quist: CEO Alchemy Worx

How to be relevant and get your timing right



# Email marketing is hard work

# Why is it so difficult?

- Project Management
- Email Delivery Platform
- Email Design
- HTML Production
- Content
- Testing
- Campaign Deployment
- Reporting and Analysis
- Strategy

# So much negativity!

- Spam
- Email is Dead
- Over mailing
- Deliverability
- Images

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# When is the best time to send?

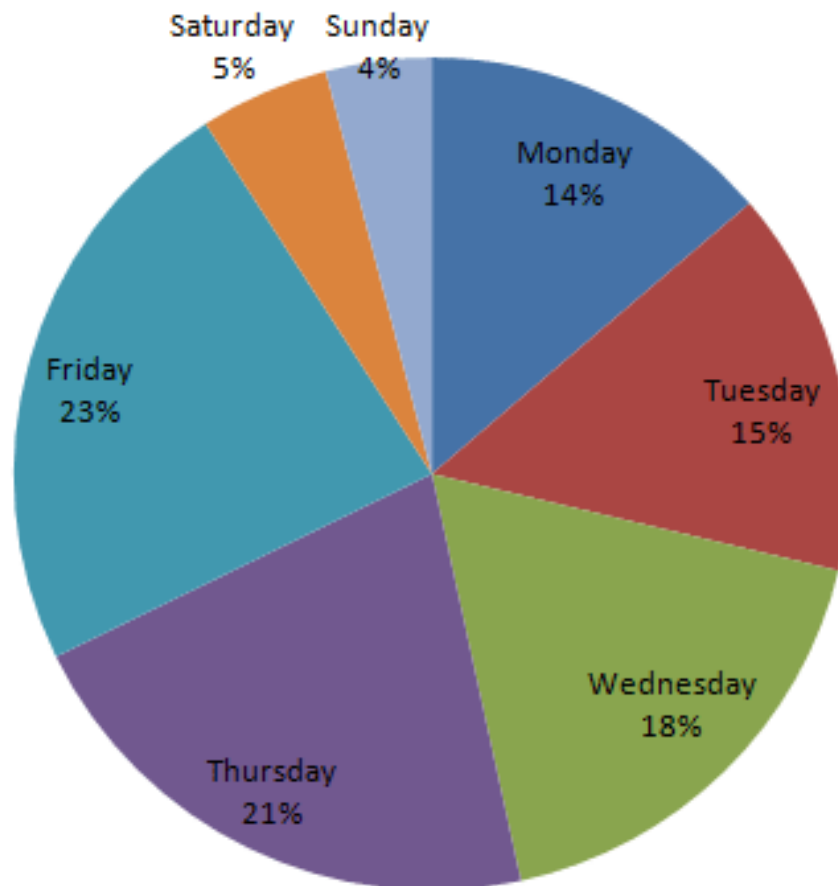
7

## AWCM Index – What really happens

The Alchemy Worx Consumer Mailbox Index  
How often and when are email marketers in  
the UK sending?

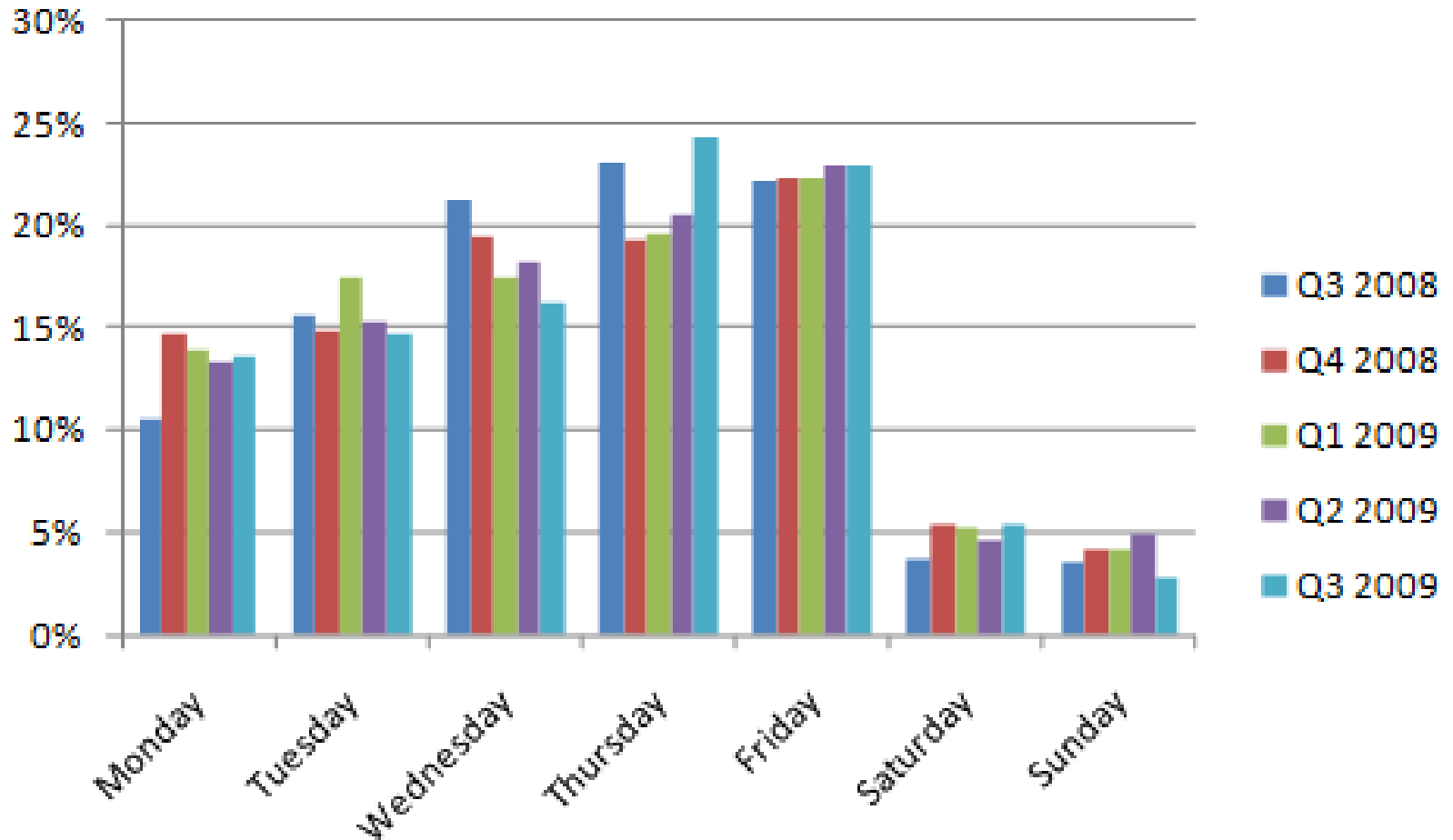
# AWCM Index – Day of the Week

□ Day of the Week Recieved



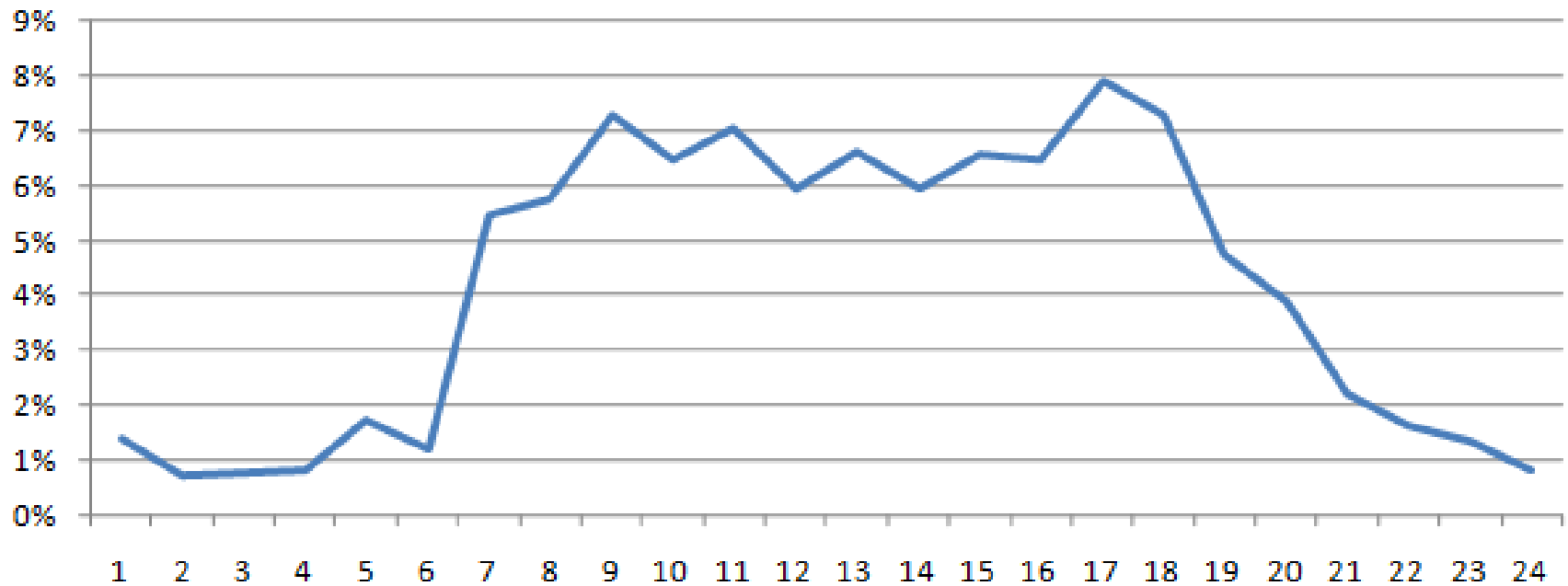
# AWCM Index – Day of the Week

□ Day of the Week Received by Quarter



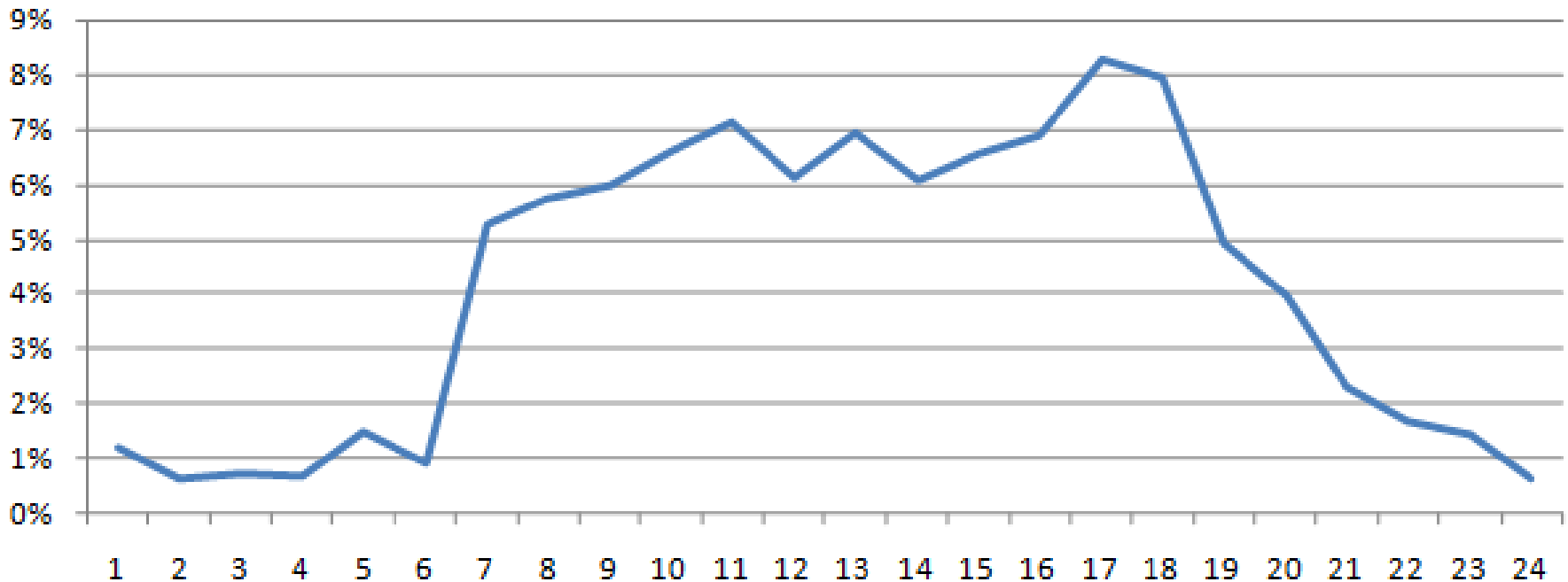
# AWCM Index – Time of Day

□ Time of Day Messages Received (all days)



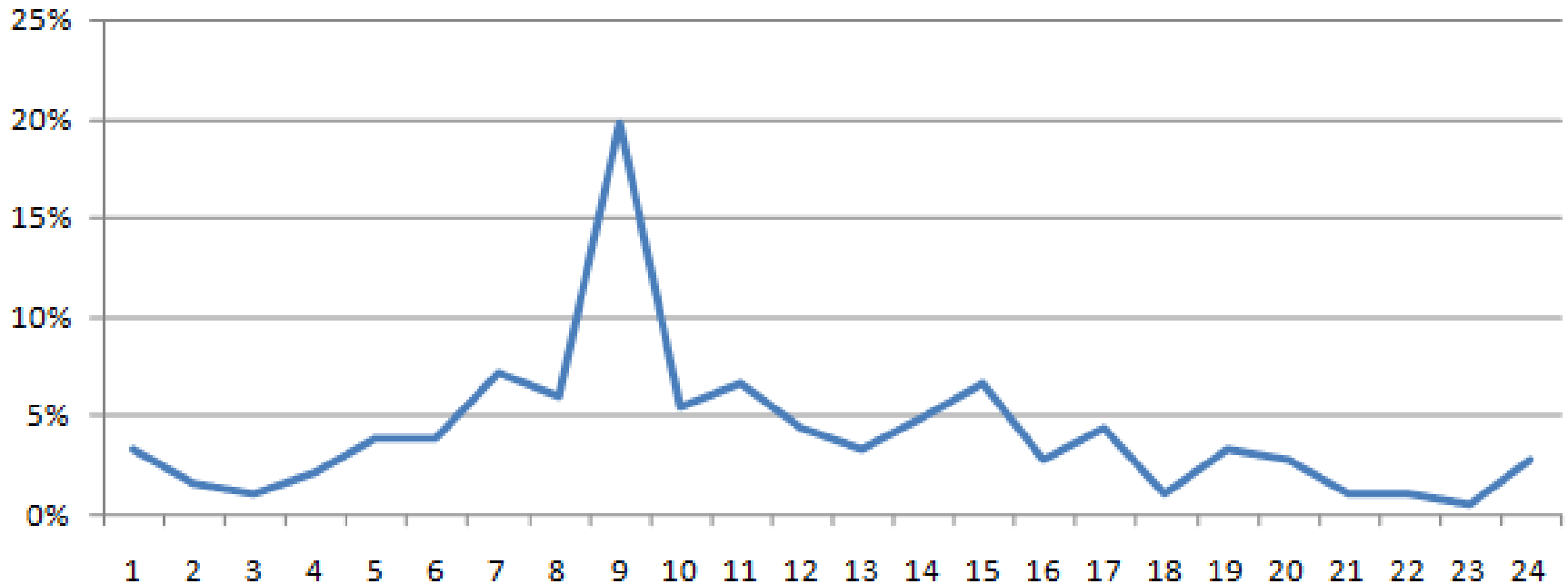
# AWCM Index – Time of Day

□ Time of Day Messages Received (Mon-Fri)

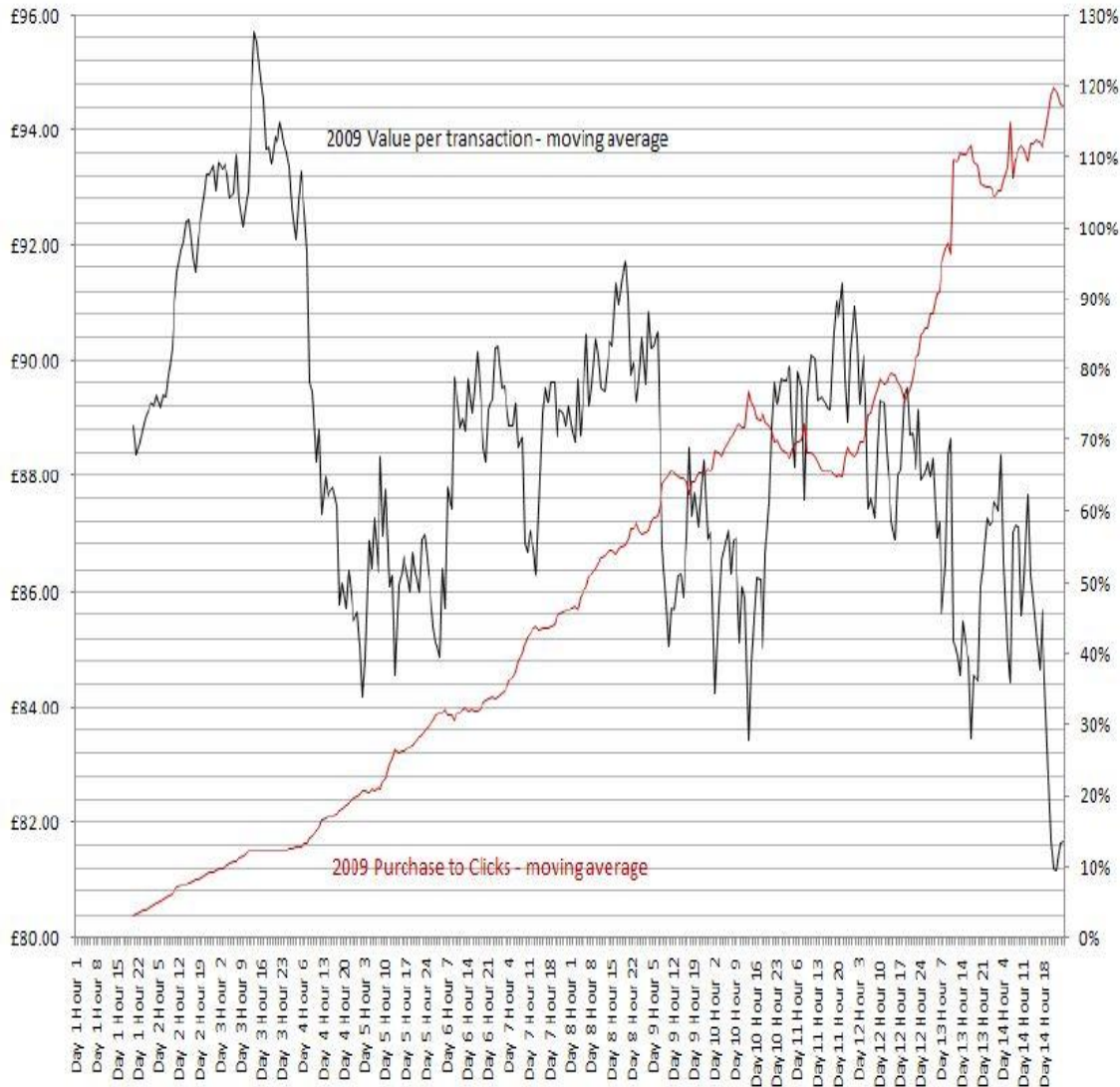


# AWCM Index – Time of Day

□ Time of Day Messages Received (Sat & Sun)



# Purchase to Click rate – a new metric?

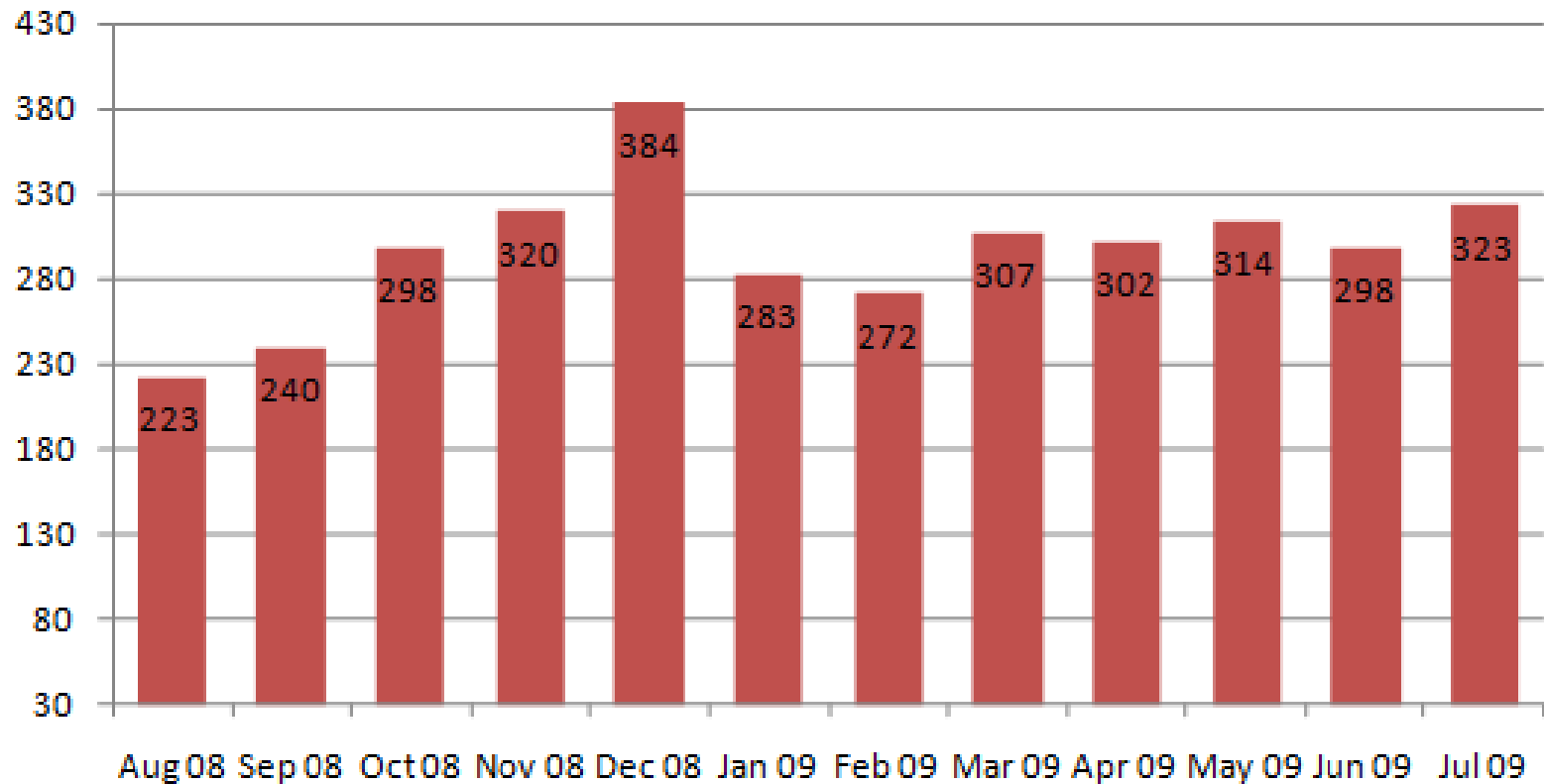


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# How often should I send?

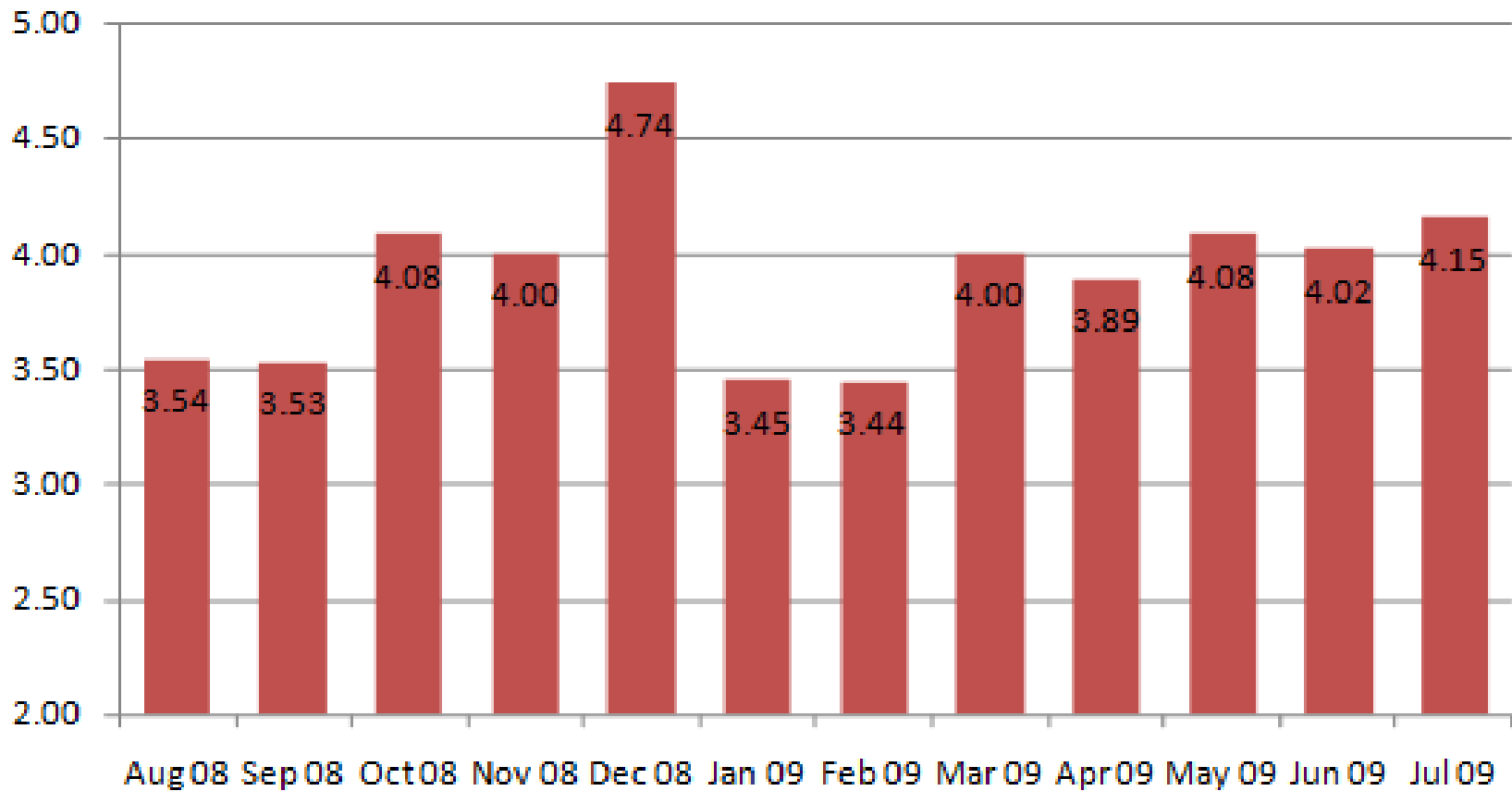
# AWCM Index – Monthly Volume

□ Monthly Volume Received



# AWCM Index - Frequency

□ Average Frequency per Brand



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## Be More Relevant!

Why is something so easy to say  
so difficult to do?

# Derren Brown Video Break

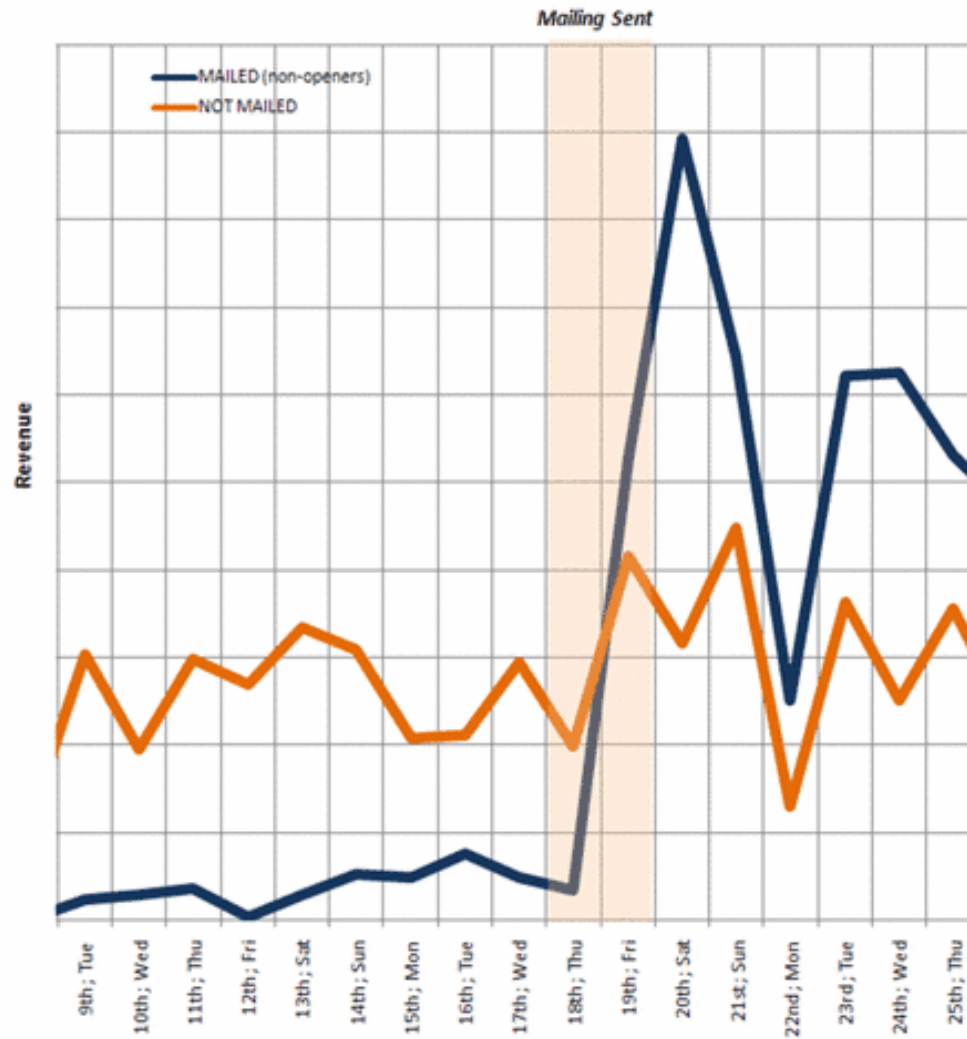
With thanks to Jim Sterne

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# The Nudge Effect

Why is Email is the only channel where  
Frequency is a dirty word?

# Impact of Mailings on Non openers



# Additional Resources

Email-Worx: Weekly newsletter for email marketers

[Archive](#)

[Subscribe](#)

Articles and blog posts by Dela Quist

[What to do about inactive subscribers](#)

[Maximising ROI without overmailing – how to determine the right send frequency for your email campaigns](#)

[Lies, Damn Lies and Statistics relating to Email](#)

[The Nudge Effect in Email Marketing](#)

Video Blog

[Everything you need to know to get your frequency right](#)