



Return to Sender – Most Companies Receive Failing Grade in Responding to Their Email Campaigns

In an article published by iMedia Connection ([imediaconnection.com](http://www.imediaconnection.com)), Simms Jenkins of BrightWave Marketing examines how companies field responses to their email campaigns and discovers a glaring hole in their total email strategy as most companies failed to accept or reply to responses of their opt-in emails and newsletters.

ATLANTA, GA (September 17, 2007)-- iMedia Communications published an article written by Simms Jenkins, Principal of Atlanta-based Email Marketing and Customer Relationship Services firm BrightWave Marketing, on the failure of most companies in responding to inquiries to their own email communications. The article can be found on the web at <http://www.imediaconnection.com/content/16630.asp> (© iMedia Communications, 2007).

An informal study conducted by email marketing expert Jenkins and his firm BrightWave Marketing revealed only 15% of companies that sent opt-in email messages over the span of a week answered subscriber responses to their own emails; 63% failed to reply at all and 15% of the replies immediately bounced as the sender did not have a valid return email address. The remaining 7% of email messages had an automated message that said they did not accept email messages.

"These results were quite shocking. We analyzed a wide range of companies and the majority failed to reply to our inquiries to their own marketing and promotional email campaigns. Lost in all of these replies are sales opportunities, not to mention unsubscribe requests which are a required part of the CAN-SPAM Act," according to Jenkins. "The bottom line is most companies are either not aware of these missed opportunities and failures or care to believe that the replies to their campaigns are not important. This is a major wake up call for most email marketers."

The article provides specifics on the study, including what companies actually responded to the replies as well as tips and best practices to avoid falling into this trap. To read the article, please visit <http://www.imediaconnection.com/content/16630.asp>

About BrightWave Marketing

BrightWave Marketing (www.BrightWaveMarketing.com) is a specialized marketing firm focused on creating and managing exceptional strategic and tactical online acquisition and retention programs that drive revenue, cut costs and build relationships. BrightWave Marketing offers targeted and measurable solutions leveraging the flexibility and economy of Email Marketing, search engine keyword buys and other online customer relationship tools.

The company's primary areas of service are Email Marketing, Creative Services, eMarketing Strategy & Planning, Legislation & Customer Privacy Expertise, Data Services & List Hygiene/Management and Search Engine Keyword Buy Management. Headquartered in Atlanta, GA, BrightWave Marketing has done work for a blue chip client roster including ACS, BellSouth, CoreNet Global, Floor & Décor, GMAC Insurance, Lowe's and Whole Foods as well as leading advertising and marketing firms. For more information, please visit www.BrightWaveMarketing.com or visit BrightWave's sister site www.EmailStatCenter.com, the Leading Authority on Email Metrics.

About iMedia Communications

iMedia Communications, Inc. is a trade publisher and event producer serving interactive media and marketing industries. The company was founded in September of 2001 and is a subsidiary of dmg world media. You can learn more about iMedia and subscribe to its newsletter, published four times per week, at www.imediaconnection.com.

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