Subscribers Eager To Open Daily Deal Emails

Contributed by eMarketer

Most read deal emails and newsletters every day

The hype around daily deal websites and mailings, and the rush of established online companies like Google and Facebook to get into the space, has some industry watchers wondering whether consumers will quickly tire of the offers.

Research from Yahoo! Mail and Ipsos OTX MediaCT suggests that’s not happening yet.

The February 2011 survey found that US adult internet users subscribe to an average of almost three daily or weekly shopping emails or newsletters, and 56% of internet users subscribe to at least two of the emails.

Subscribers also say they regularly read the emails. Among those who subscribe to at least two, 61% said they read all of the messages. And most access the emails at least once a day.

Most recipients of daily deal emails also pass along the messages to friends and family, though with less frequency. Less than a quarter passed messages along every day, and 45% did so at least weekly.

More than six in 10 respondents reported subscribing to more of these emails now than last year, and nearly half were still excited enough about them that they said they “can’t wait” to see the latest deals in the messages.

The survey also found that for most consumers, daily deal emails are appearing in their main inbox.

Just 27% of internet users said they had a separate email account for such offers, further reinforcing the perception among subscribers that these emails are desirable and relevant.

In March, BIA/Kelsey predicted US daily deal site revenues would reach $1.25 billion this year.

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