

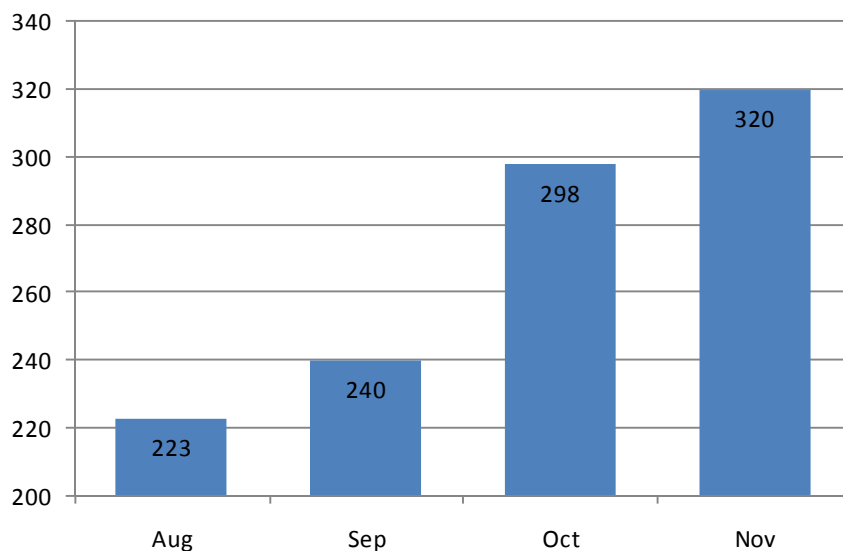
The AWCM Index

Welcome to the AWCM Index. Every month we'll report on different aspects of B2C emails received by our monitor, including volumes, frequency, send days, from addresses, subject line lengths, spam folder delivery, and anything else we think you might find interesting.

The index is made up of subscriptions to over 100 free email newsletters or offer programs. The companies represented in the survey cover a broad range of consumer goods and services, including travel, retail, supermarket, comparison sites, DIY / furniture, fashion, health, jewelry, mobile phones, movies, music, photography and electrical goods. For a full list of companies, please [email us](#).

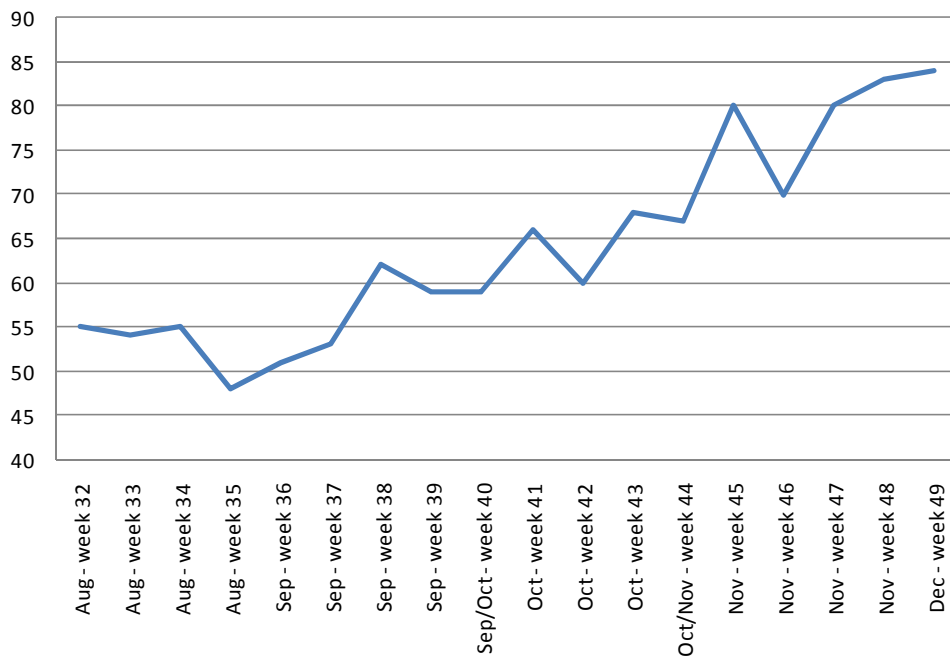
The AWCM Index reveals a 43% increase in the total volume of emails received by the AWCM index between August and November 2008, from 223 to 380 (See **Figure 1**). October saw a much larger monthly increase (+24%) than either September (+8%) or November (+7%).

Figure 1: Monthly volume received



Weekly volumes have been steadily increasing over the same period, from 48 emails received in the last week of August, to 84 in the first week of December - a 75% increase (see **Figure 2**).

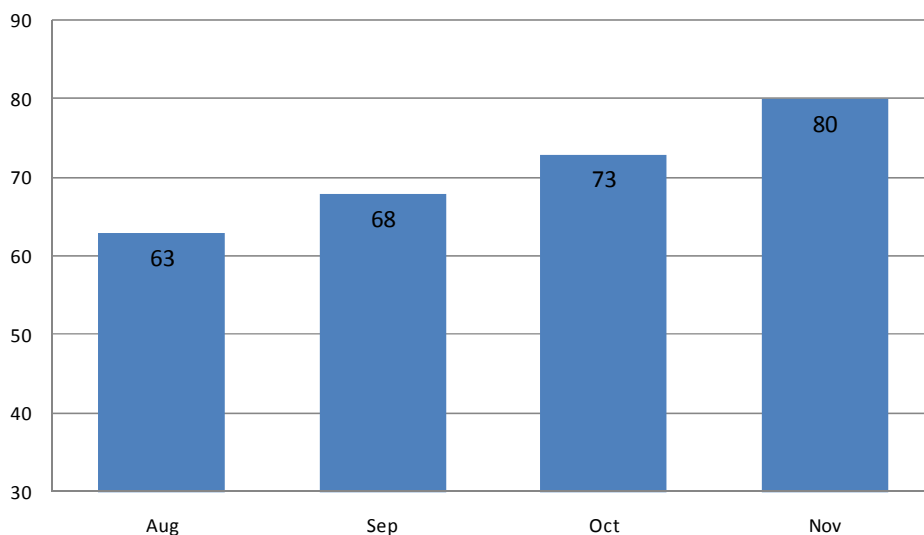
Figure 2: Weekly volume received



Over the next 12 months, we will be looking to identify what percentage of this increase is attributable to seasonality, and the current economic climate.

Not only have the total monthly volumes of emails increased over the last 4 months, but the number of companies sending emails also rose (by 27%), from 63 (58%) of the 107 companies on the AWCN Index in August, to 80 (75%) in November (see **Figure 3**).

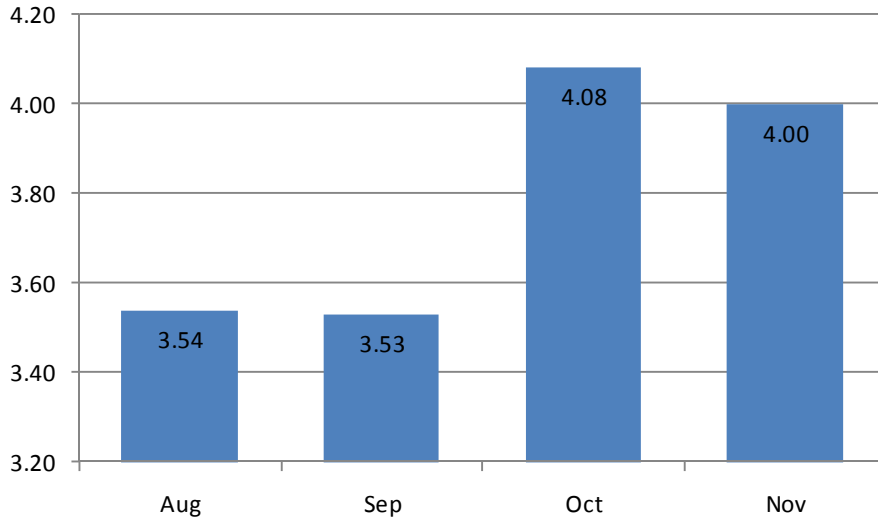
Figure 3: Number of Companies Mailing per Month



The higher rate of increase in volume of emails received (+43%) compared to the number of companies sending emails (+27%) means that the average number sent per active company

must also have risen. Indeed, the average frequency grew from around 3.5 e-mails per active company in August and September, to around 4 in October and November (see **Figure 4**).

Figure 4: Average Frequency



Across the four month period, the majority of messages (91%) were received in the monitor on week days. Tuesdays appear to be the least popular send day during the working week, with an average of 12% of mailings, while Monday and Friday were the most popular, each accounting for an average of 25% of mailing volume.

Figure 5: Day of the Week by Month

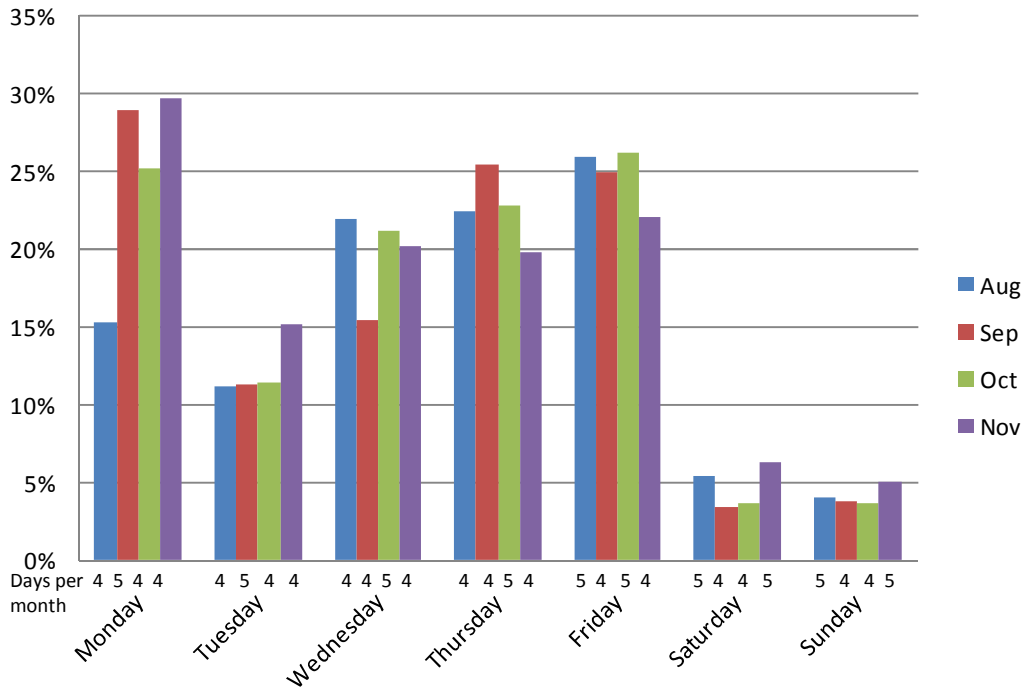
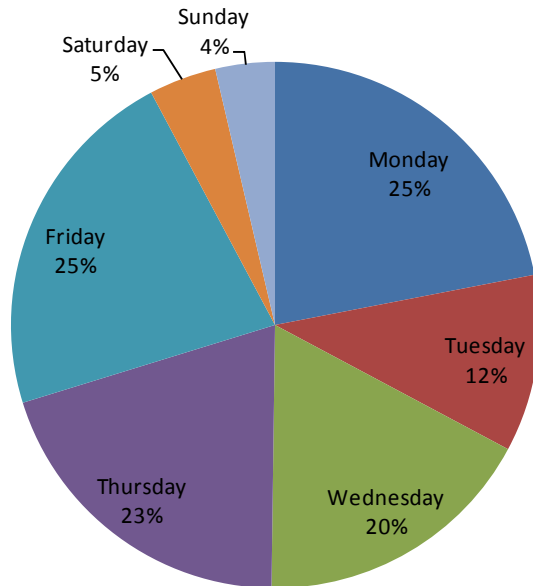


Figure 6: Average Day of the Week
(Aug-Nov 08)



Each month we will report on these base metrics and other, relevant topics. If you would be interested in receiving weekly updates or analysis by industry sector please [email us](#).

Notes

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Analysis has been undertaken by Alchemy Worx and the independent Research agency BML (www.bookmarketing.co.uk)