

# Hunter and Associates

## Newsletter

November/2002

### EMAIL

September 2002: One out of three emails is spam. This is a 15% increase over last year.

- source: *Radicati Group*

September 2002: 35% of email will be unsolicited spam by end of 2002. Most online users maintain two email accounts or more.

- source: *Jupiter Research*

September 2002: Consumers are still able to distinguish spam from legitimate email marketing.

- source: *Harris Interactive*

September 2002: Permission email campaigns have yielded results of up to 25% clicking through to the website, 15% making a purchase.

- source: *Digital Marketing*

September 2002: 90% of companies surveyed plan to try out email marketing next year.

- source: *emedia*

October 2002: Email has always been classed with direct marketing, but can now be shown to affect branding also: the model of impulse buying is not necessarily the correct one for permission email marketing.

- source: *Quris*

October 2002: 60% of consumers open emails based on the "From" field. The sender has an important impact on consumers' willingness to open emails - hence the success of "forward to a friend" functions in websites.

- source: *DoubleClick*

October 2002: Almost one third of all email addresses in the US are changing annually. The greatest reasons are changing ISPs, job changes, and deliberate efforts to avoid spam.

- source: *NFO WorldGroup*

### Who's on The Web?

September 2002: One-tenth of the world's population is now online, with an estimated world total of 605 million.

- source: *NUA Surveys*

October 2002: 35 percent of Americans go online every day. 77 million US adults buy products online throughout the year.

- source: *GartnerG2*

October 2002: 1 out of 4 online households in the US will subscribe to a broadband service by the end of this year.

- source: *In-Stat/MDR*

### Advertising

October 2002: 60% of US consumers regularly visit local websites, and local content is the third most popular website destination. Local online ad spending is dominated by classifieds rather than media buys.

- source: *Jupiter Research*

[COMMENT: a large percentage of classifieds are employment oriented. Classifieds are a growing and very successful online venture.]

October 2002: A study showed that 82% of visitors who admired a specific website believed the site carried high-quality advertising, while only 36% of those without particular affinity for the site believed the same. Similar parities were obtained across a variety of tests.

- source: *Online Publishers Association*



**More Analysis Online**, with some tips on sending email that works, in the Market Analysis area... [www.hunterhost.com](http://www.hunterhost.com)

## Fiduciary

October 2002: Two out of three online consumers in the US believe that personal and transaction data in ecommerce is neither private nor secure.

- source: *Consumer Internet Barometer*

October 2002: As banks take more personal and financial information online, consumers will increasingly depend on them - over Internet Service Providers - to be the real guardians of information.

- source: *Gartner*

September 2002: Promotion of bill payment is surging upwards: more companies are offering incentives to start paying bills online.

- source: *Gómez Inc.*

September 2002: 50 million US households will view consumer bills online by 2006, up from 18 million in 2001.

- source: *Jupiter Research*

October 2002: US households banking online will reach 34 million in 2005.

- source: *eMarketer*



**More Analysis Online:**  
read more about Trust,  
Money, and Online Billing in  
the Market Analysis area...  
[www.hunterhost.com](http://www.hunterhost.com)

## SEARCH ENGINES

October 2002: Google commands 51% global usage share. Yahoo! has 20%, MSN has 9.4%, AOL has 3.5%. All are rising. Lycos, in fifth place, is falling, down to 3%.

-source: *OneStat*

[COMMENT: Google runs the ex-directory searches for Yahoo and AOL also. MSN alone of the big players is powered by Inktomi now, still responding to meta tags, while Google doesn't index them. In terms of promotion, it becomes ever more necessary to build a Google-friendly website.]

October 2002: Inktomi will spider Amazon's entire product catalog into its pay-for-inclusion search index. Inventory will be updated in real time through a direct XML feed. Amazon is the most notable of several such merchant partnerships recently.

- source: *Inktomi*

[COMMENT: Inktomi was once the innovative technical wonder that Google currently is, but sidestepped into revenue models servicing commerce. It was always a technology provider to brand name front ends, never a presence itself.]

## SHOPPING

October 2002: 74% of US consumers have little confidence in an economic recovery for at least 6 months. Consumers do not intend to increase spending this holiday season, but expect to spend proportionately more on the Web.

- source: *BIGresearch, NRF*

September 2002: The Internet economy will continue to expand, even as the general economy contracts. In a tough economy, the time- and money-saving benefits of online shopping become necessary.

- source: *BizRate.com*

October 2002: Consumers are much more accustomed to the Web, and e-commerce has improved its service. Fourth quarter online sales will be at least 30% increased over Q4 2001 in the US. Global sales will increase 48%, to \$38 billion in Q4.

- source: *GartnerG2*