

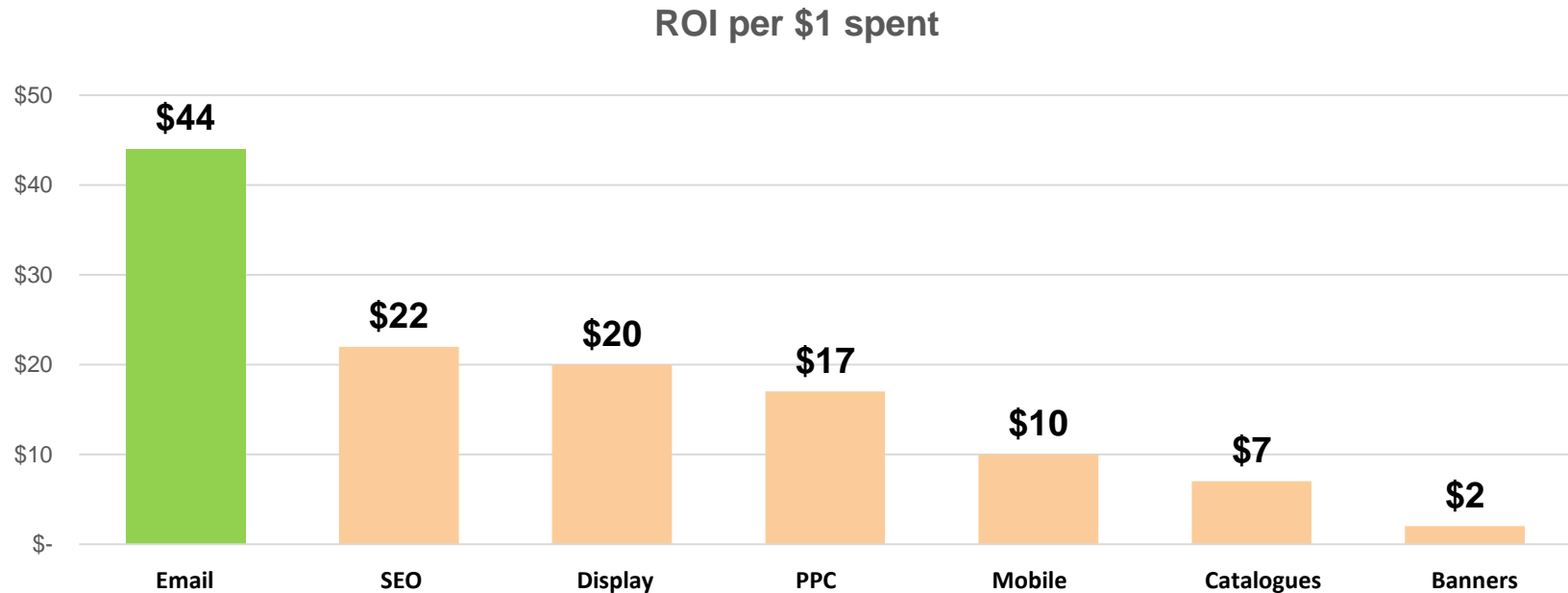
Why Investor Email Communication Works



Benefits of Email

Best Digital ROI

Highest ROI per digital \$1 spent



Source:

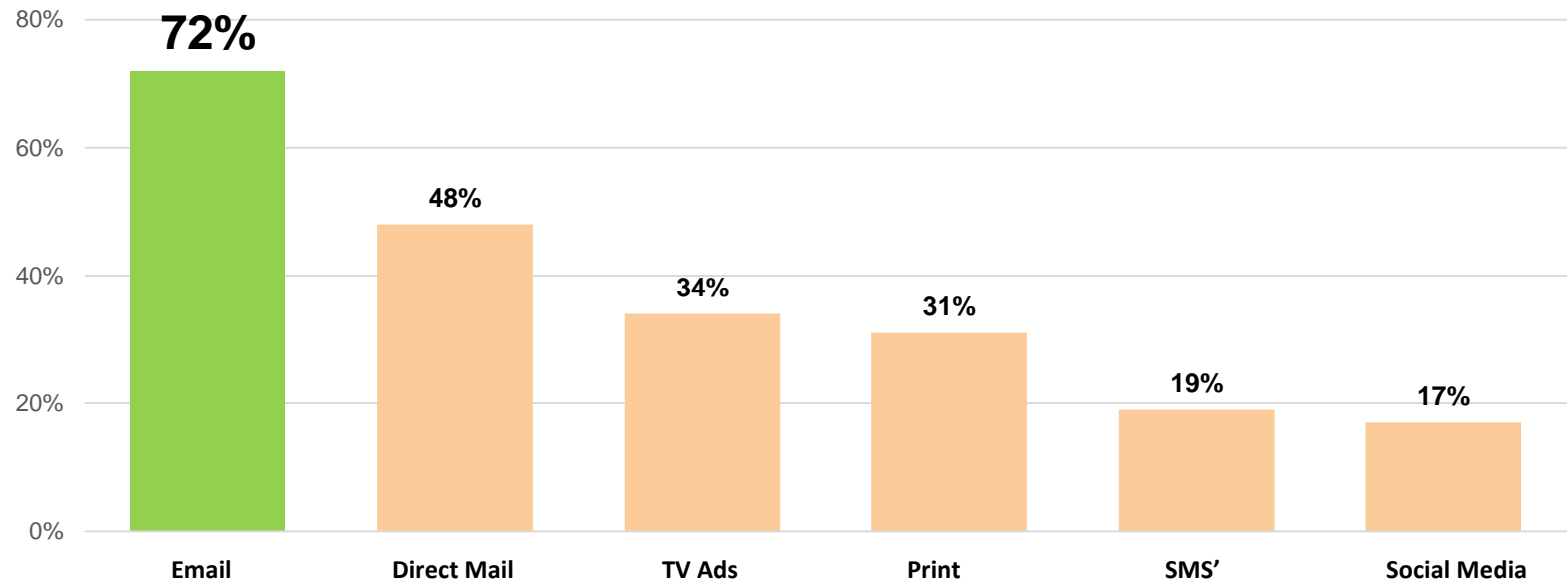
[Email Marketing Statistics](#) (October 2015) by eTargetMedia

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Benefits of Email

Preferred Communication

How individuals prefer to hear from and about companies



Source:

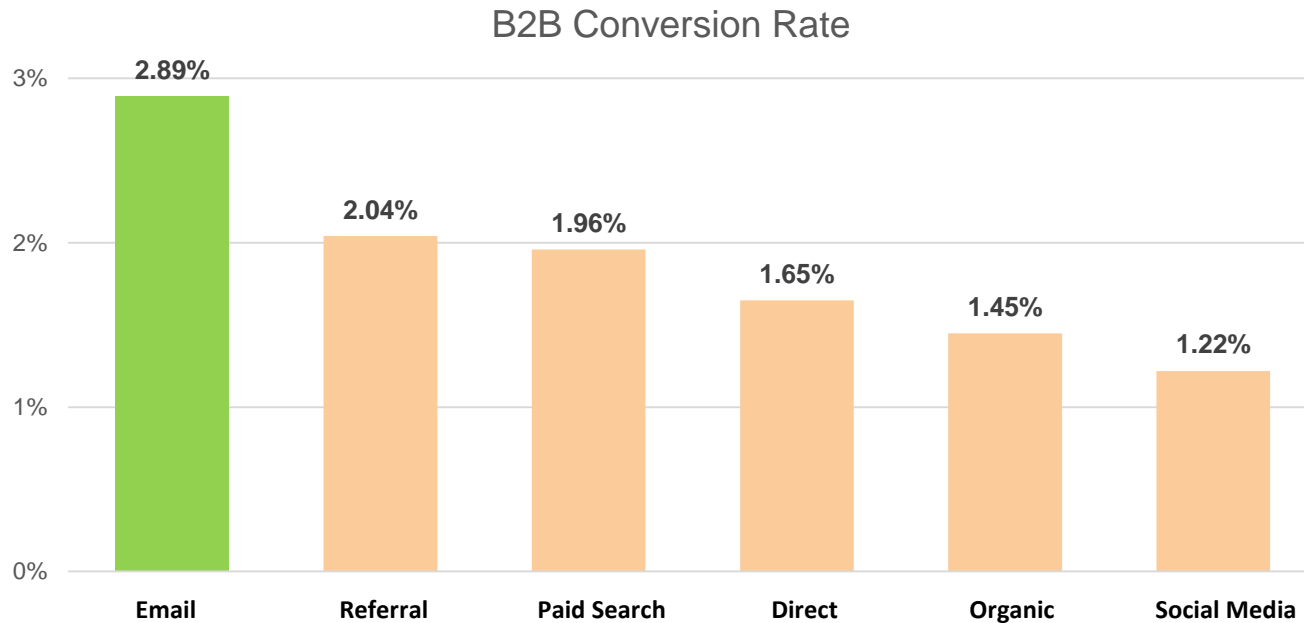
[Marketing Research Chart](#) (Feb 2015) by **MarketingSherpa**

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Benefits of Email Communications

High B2B Conversion

B2B Conversion Rates Compared

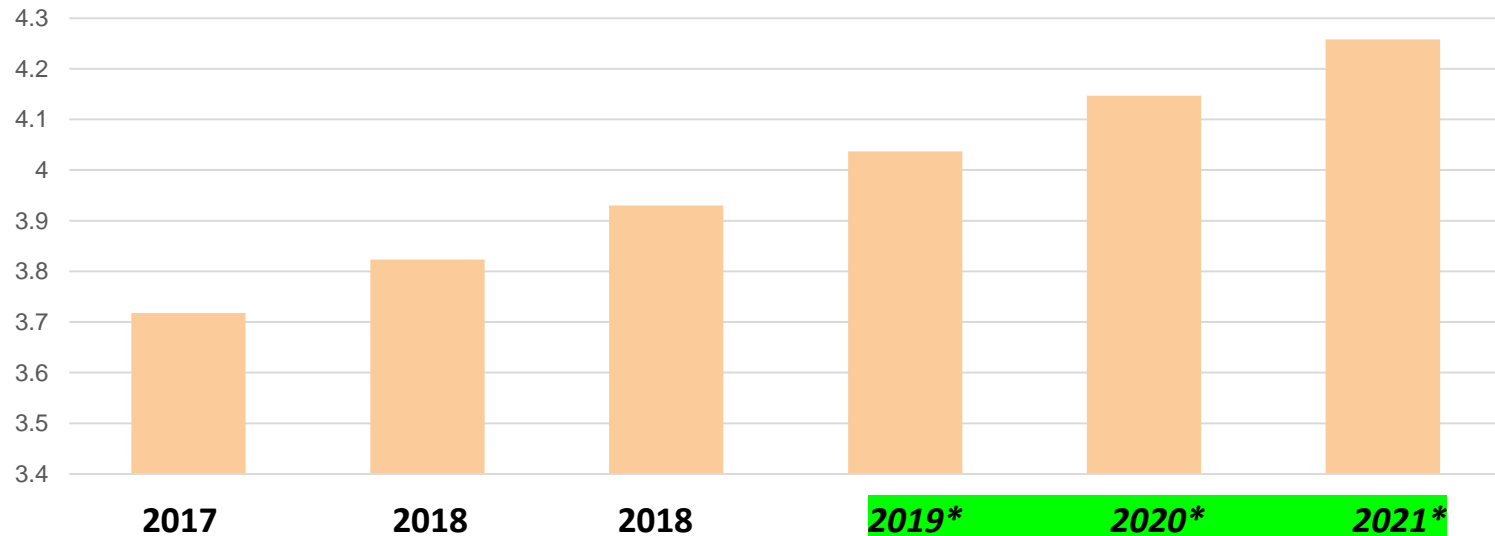


Source:

[Email's Conversion Rate Outperforms](#) (2013) by MarketingCharts

Email Marketing Trends

Worldwide Email Users (*in Billions*)



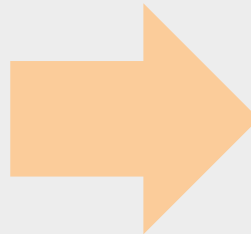
* **Estimated**

Test, Measure & Amend

Keep track of campaign
results

Understand your investors

Create targeted investor
messages



Optimised Email Strategy

- Appealing subject lines
- Relevant, personalised content
- Best sending times
- Optimal send frequency

Email Communication Hacks

Are You Doing This?

Smart Device Sensitivity



Mobile devices account for more than a half of all opened mails with an increasing trend

Integration of Social Media



Linking your Emails with Social Media extends the reach of your Communications

Animation and Videos



Including video in an email can lead to open rate increases of 19% and click-through rate increases upwards of 50 percent

Source:

[Email Marketing Best Practices](#) (2018) by **FulcrumTech**
[How to Use Video in Your Email Marketing Campaign Monitor](#)

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