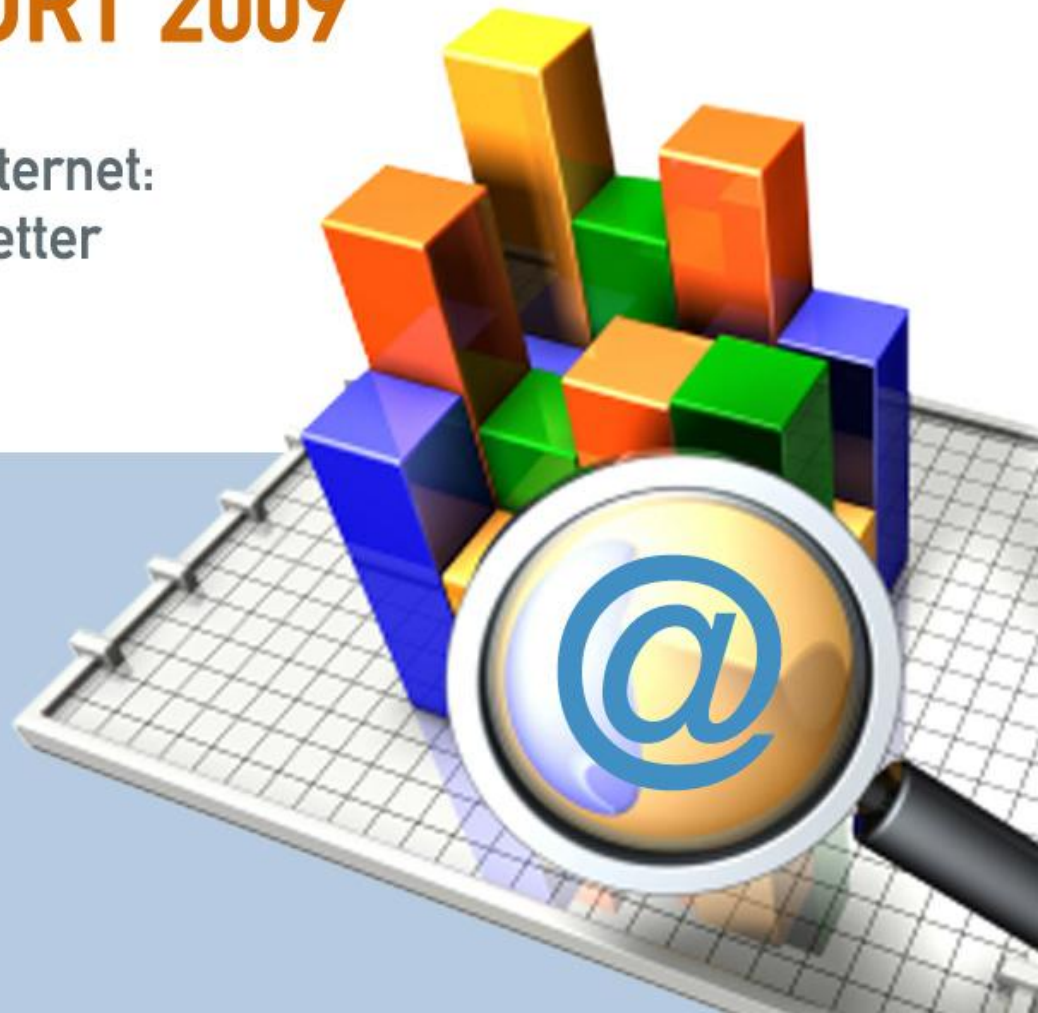


E-MAIL MARKETING CONSUMER REPORT 2009

Italians, Spaniards and the Internet:
comparing e-mail and newsletter
habits and behaviour

EXTRACT OF RESEARCH RESULTS

International research project conducted by
Human Highway on behalf of **ContactLab**



ContactLab is the leading Italian provider of solutions and consultancy relating to **e-mail, text messaging** and **digital direct marketing**.

Since 2000, the company has developed its expertise in managing over **800 Clients** in all sectors, to enable it to offer a complete mix of technology and consultancy, from "turnkey" products to advanced customised solutions for 360° management of international campaigns.

ContactLab provides:

- digital marketing consultancy (producing newsletters and DEM campaigns);
- technology for managing e-mail campaigns (over 15 million e-mails sent each day), sms, mms, fax and surveys with statistical, comparative and performance analysis;
- consultancy for creating campaigns to increase user take-up, competitions and online games to expand database registrations, incentivisation and loyalty programmes.

ContactLab has a team of more than 40 professionals, experts in information technologies and systems, communication and marketing, business development, Internet and e-mail strategies.



The survey universe

The sample used in this research represents weekly **Italian Internet use** by users fifteen years of age and upwards. This definition involves selecting individuals with the following characteristics:

1. individuals who are resident in Italy and were born before 1993
2. individuals who state that they use the Internet regularly, at least once a week, regardless of which device they use and the location of their Internet connection
3. who use the Internet on their own

Based on the above definition, the Internet penetration for the Italian population in this age range is 42.4%, or **21.4 million people overall** (Source: Human Highway Basic Research on 4,000 CATI interviewees, July 2008 updated February 2009)

The initial sample was selected by gender and in five age bands, as indicated in the Basic Research

The research is designed to describe an important feature of online activity, distinguished in particular by the **intensity of usage** of the resource. The sample of respondents is therefore treated statistically, taking into account the **frequency of their connection** to the Internet in addition to the age and gender structure

The research was carried out with individuals belonging to the Human Highway OpLine panel



The survey universe

The sample used in this research represents weekly **Spanish Internet use** by users fifteen years of age and upwards. This definition involves selecting individuals with the following characteristics:

1. individuals who are resident in Italy and were born before 1993
2. individuals who state that they use the Internet regularly, at least once a week, regardless of which device they use and the location of their Internet connection
3. who use the Internet on their own

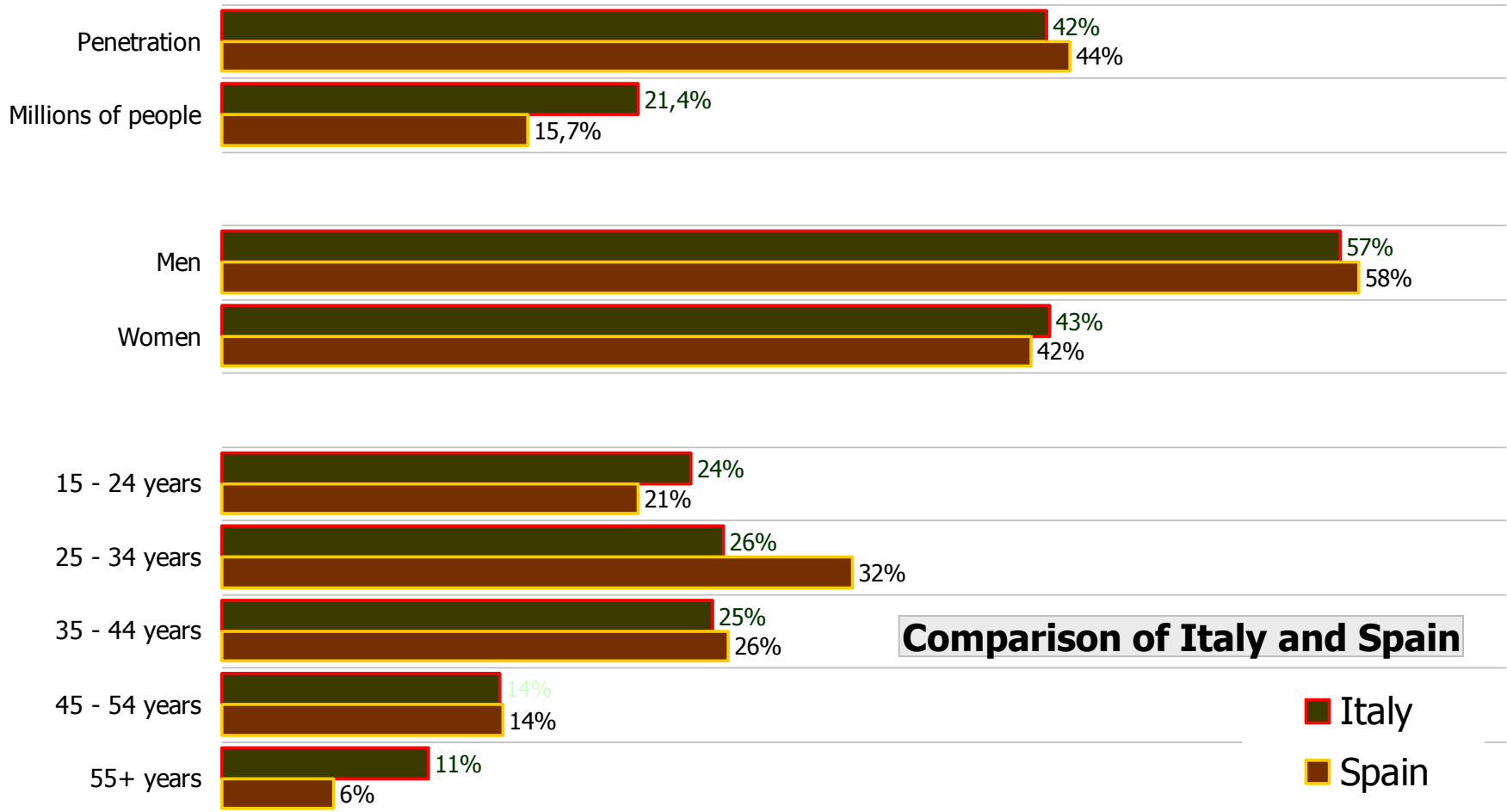
Based on the above definition, the Internet penetration for the Spanish population in this age range is 43.6%, or **15.7 million people overall**.

The starting sample was selected by gender and age groups.



Internet use in Italy and Spain

Dimensions and socio-demographic profile

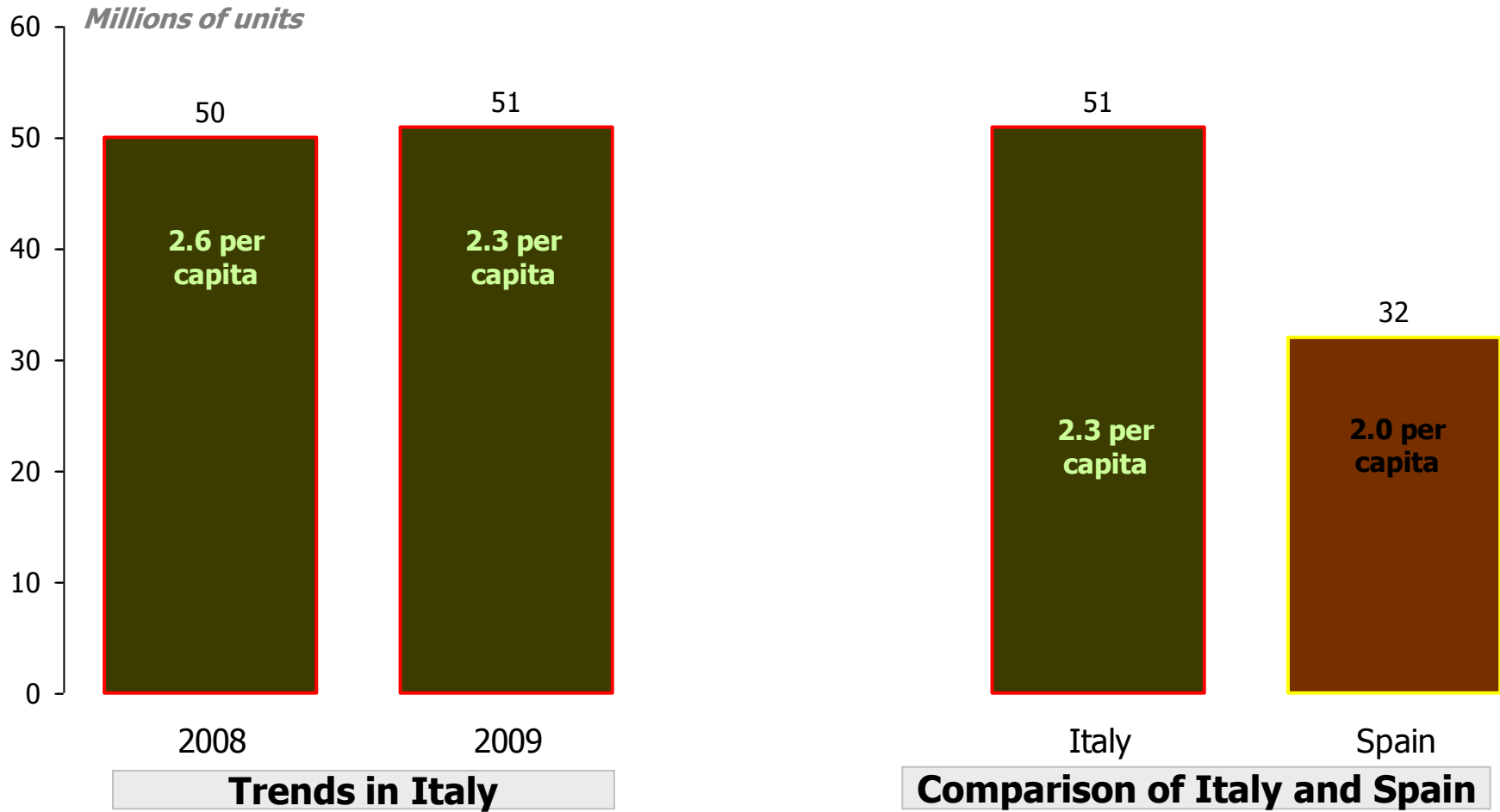


The two countries show very similar gender and age profiles and a similar penetration profile. The overall number of users is lower in Spain due to the total number of inhabitants being 30% lower than in Italy.



Regular use of e-mail

Number of electronic mailboxes used

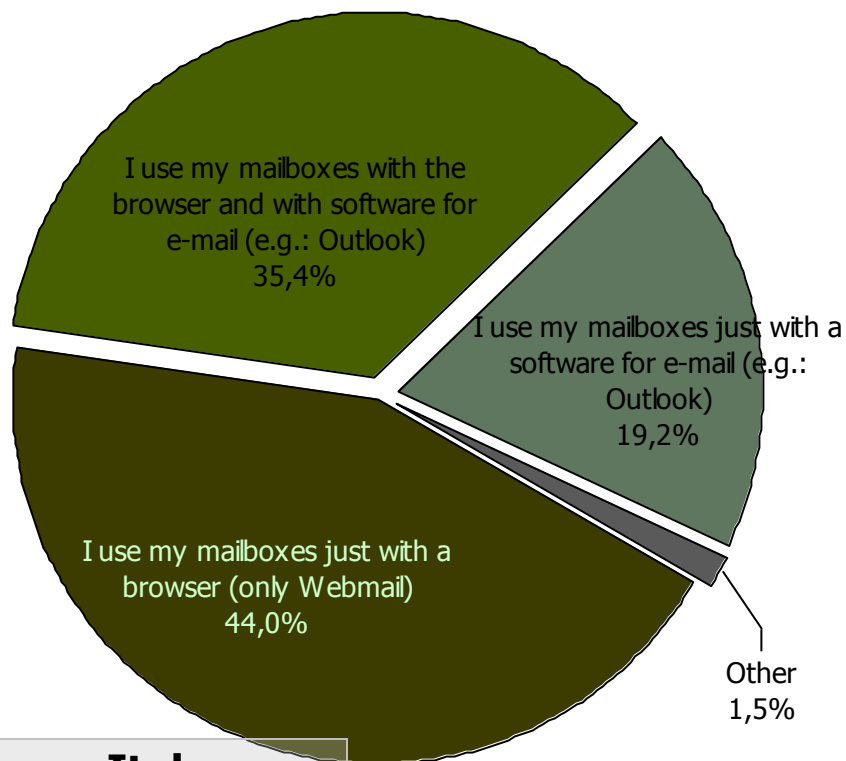




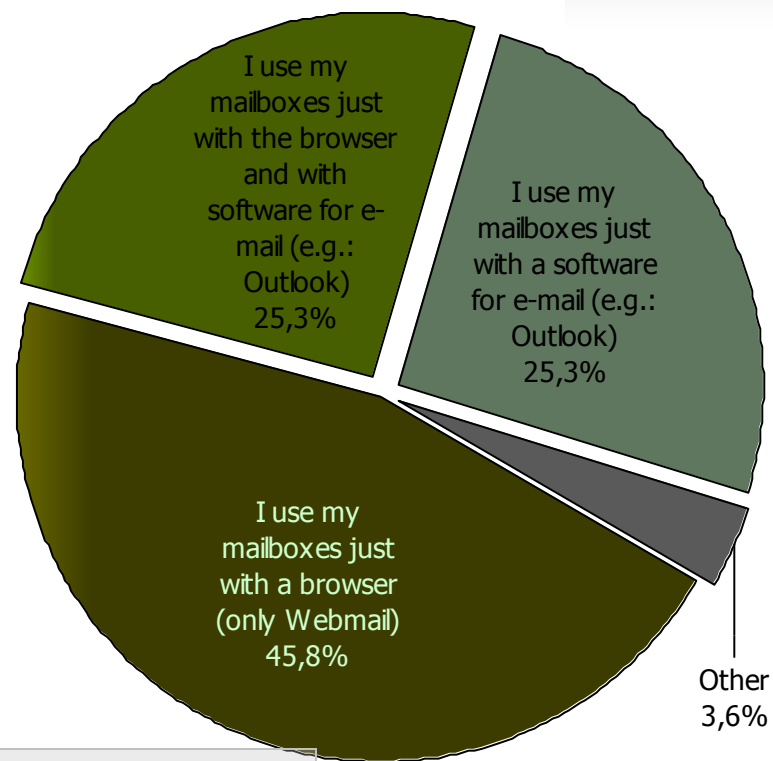
Regular use of e-mail Method of checking electronic mailbox

Which of these procedures is the nearest to your normal practice in using an electronic mailbox?

Base: total sample IT 914, ES 769



Italy



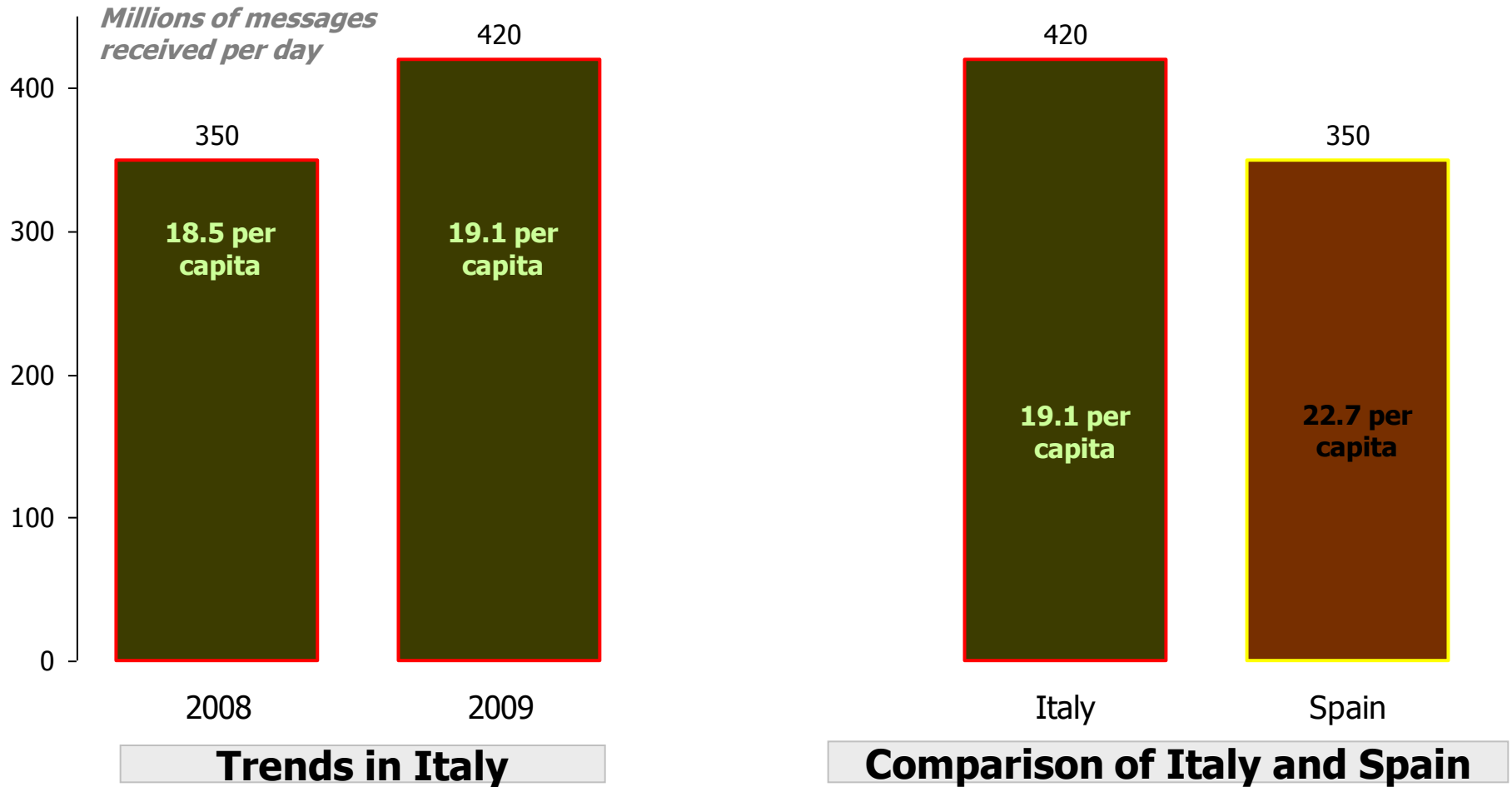
Spain

In Italy, a mere 20% use only an e-mail client (e.g. Outlook) to check their e-mail. Webmail is used by 80% of people, over half of whom say that they only check their e-mail on the Web. In Spain, a slightly higher percentage use only an e-mail client (e.g. Outlook) to check their e-mail (25%). Over 70% of Spanish users also prefer to use Webmail.



Regular use of e-mail

E-mail messages received on an average day



The per capita traffic in Spain is slightly higher than that in Italy. The overall volumes for e-mail in Italy are 20% higher than those in Spain because of the higher number of users.

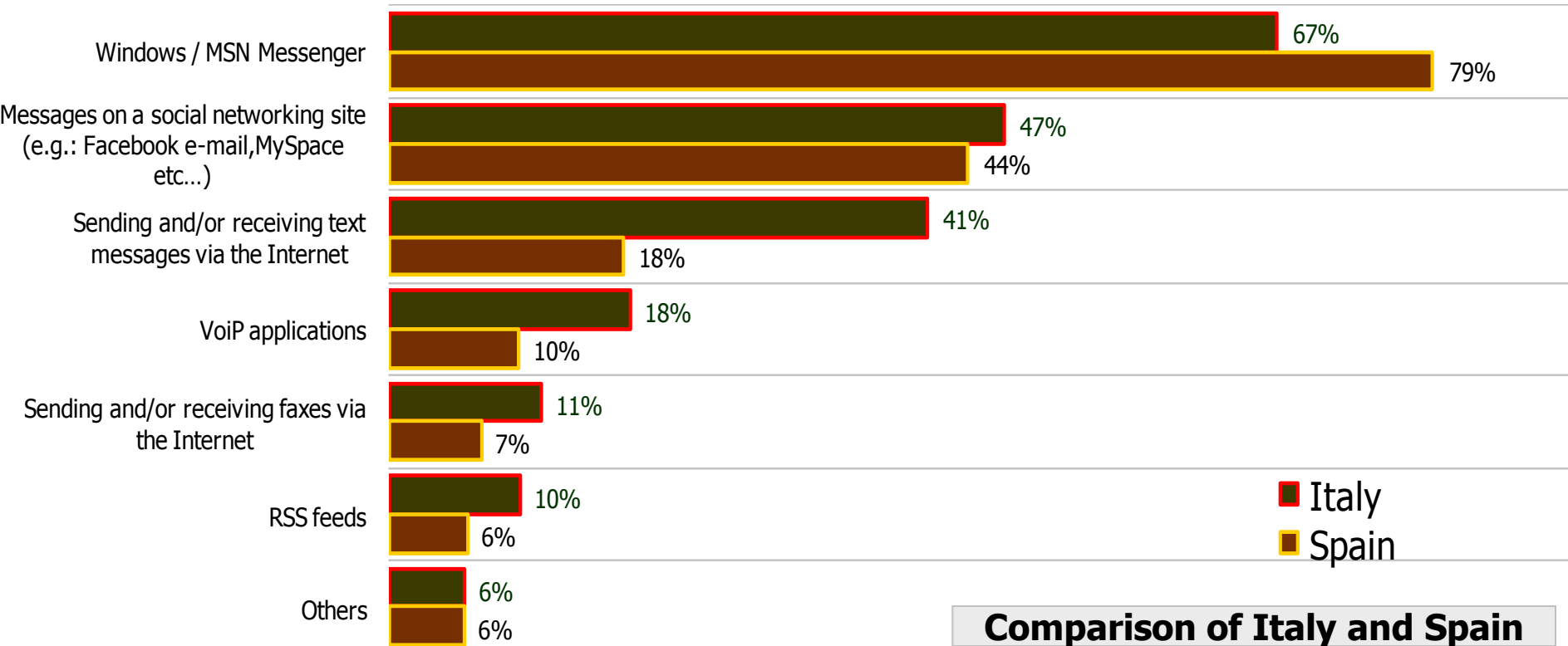


Messaging and communication systems

Use of solutions other than e-mail

Apart from e-mail, which of the other messaging and communications systems do you normally use on the Internet?

Base: sample subscribed to at least one newsletter: IT 863, ES 724



Comparison of Italy and Spain



E-mail Marketing Consumer Report 2009 – Italy and Spain

The Italians, the Spanish and the Internet

100 pages - 90 images - more than 1.600 interviews held

The complete study that compares Italy and Spain with full details on the e-mail and newsletter habits and behaviour of Internet users is available for free download.

[Please click here.](#)

Thank you for your interest.

E-mail Marketing Consumer Report 2009

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