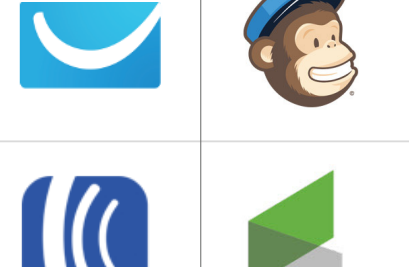


# THE TOP 4 Email Marketing SERVICES

## ...And The Secrets Found In Their Traffic

Let's face it, options can seem overwhelming when looking for an email marketing service. Fortunately, there are clues to help determine **which company's customers are the most satisfied** in comparison to the competition.

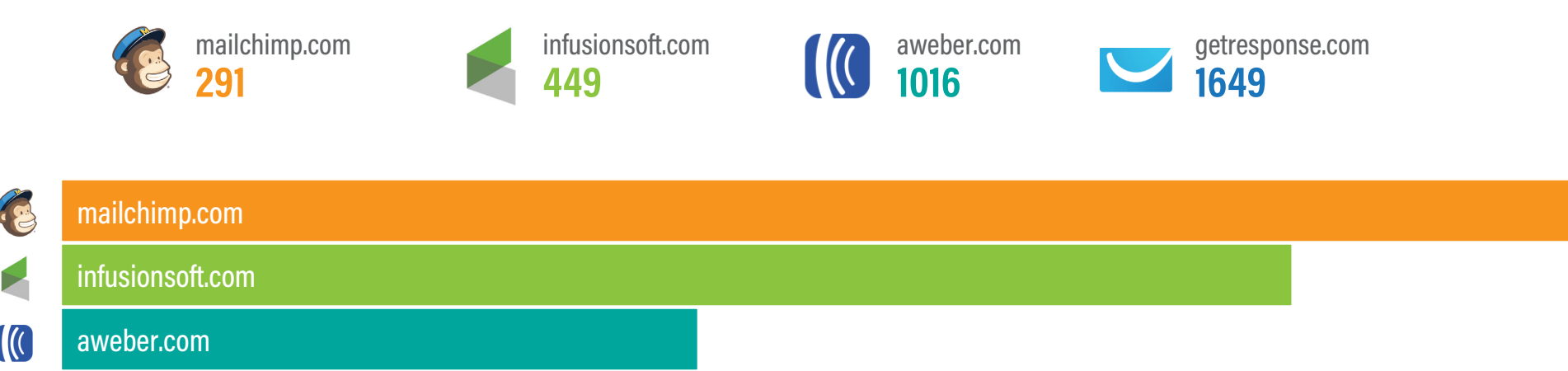
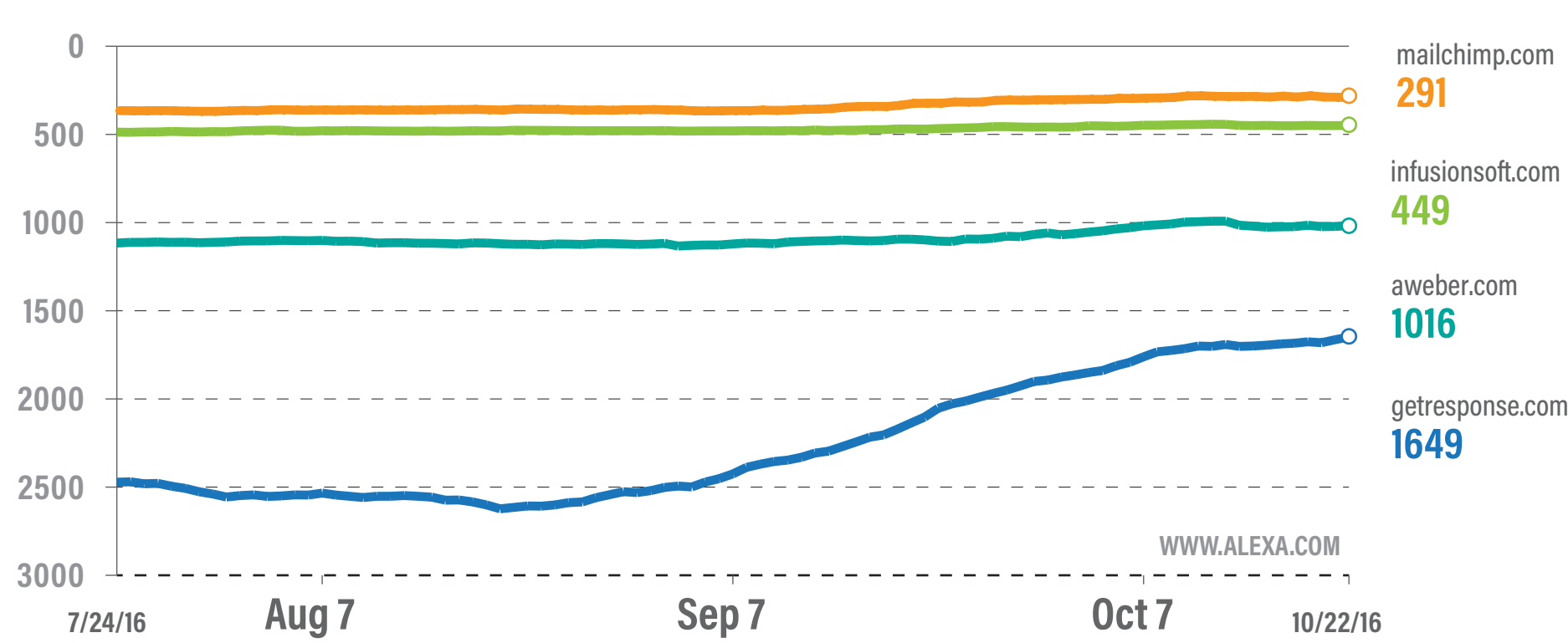
We recently **compared twelve of the leading email marketing companies**. This infographic provides details of four of the most popular brands with the highest customer satisfaction ratings. They are **GetResponse, MailChimp, AWeber & InfusionSoft**.



### WE LEARN A LOT FROM THE BEHAVIOR OF TRAFFIC

The first metric we consider is **Historical Traffic**. This gives a general picture of which brands are the being used the most over the last three months in comparison to each other.

#### HISTORICAL TRAFFIC TRENDS: ALEXA TRAFFIC RANK (Lower Number = Higher Traffic)



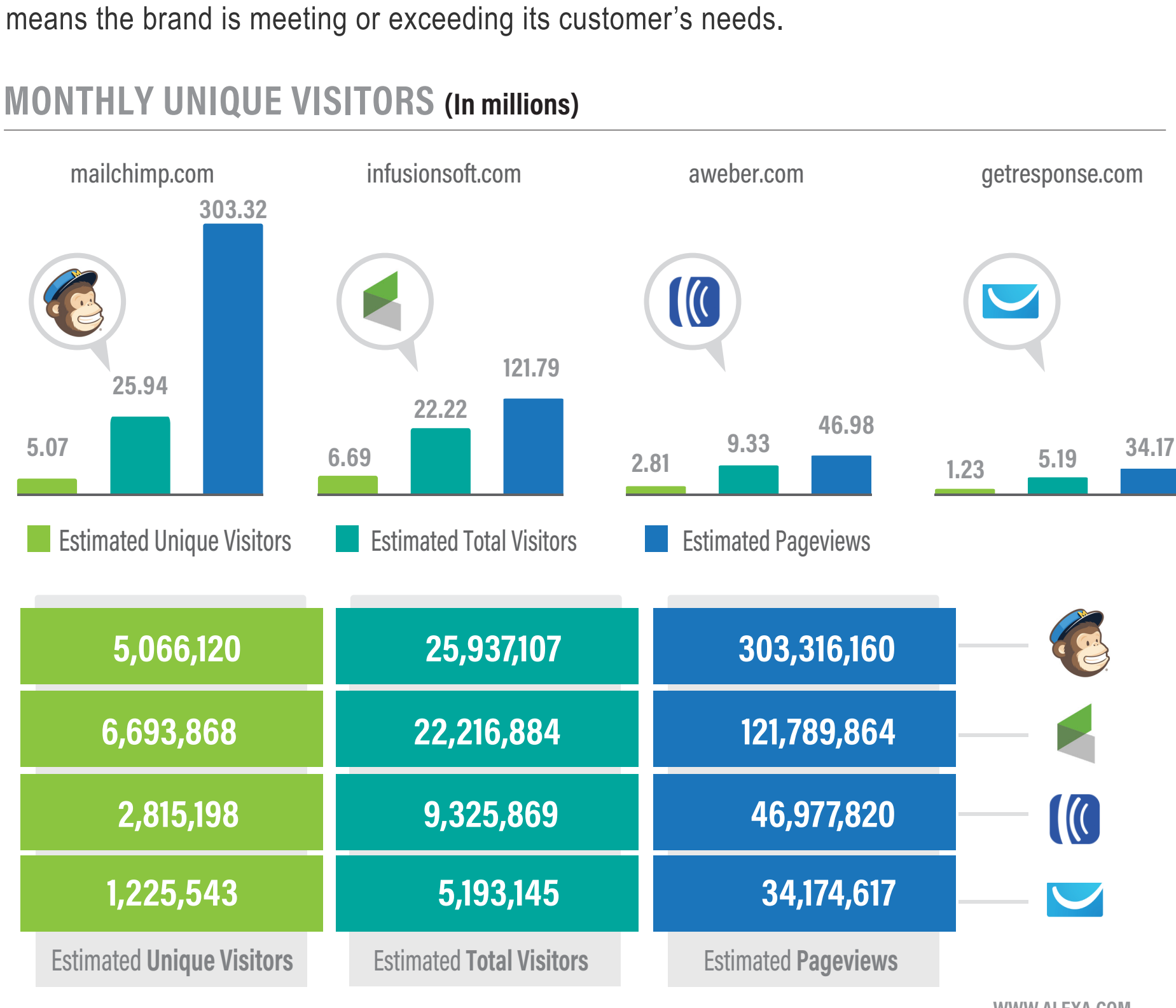
### MONTHLY METRICS

Being able to visualize a trend is helpful, but once traffic to the sites are broken down to a monthly basis, a clearer picture begins to emerge. **Unique Visits** are individual visitors counted one time each month regardless of how many times they returned.

Estimated **Total Visits** on the other hand, include every visit to the site even if it is same person returning multiple times. Higher Total Visits compared to Unique Visitors for each company is a sign of more frequent use of the service by its customers (typically a good sign).

Estimated **Pageviews** is an even more granular look into the behavior of a service's users. Similar to Total Visits, Pageviews are a clear indication of active use of the service and most likely means the brand is meeting or exceeding its customer's needs.

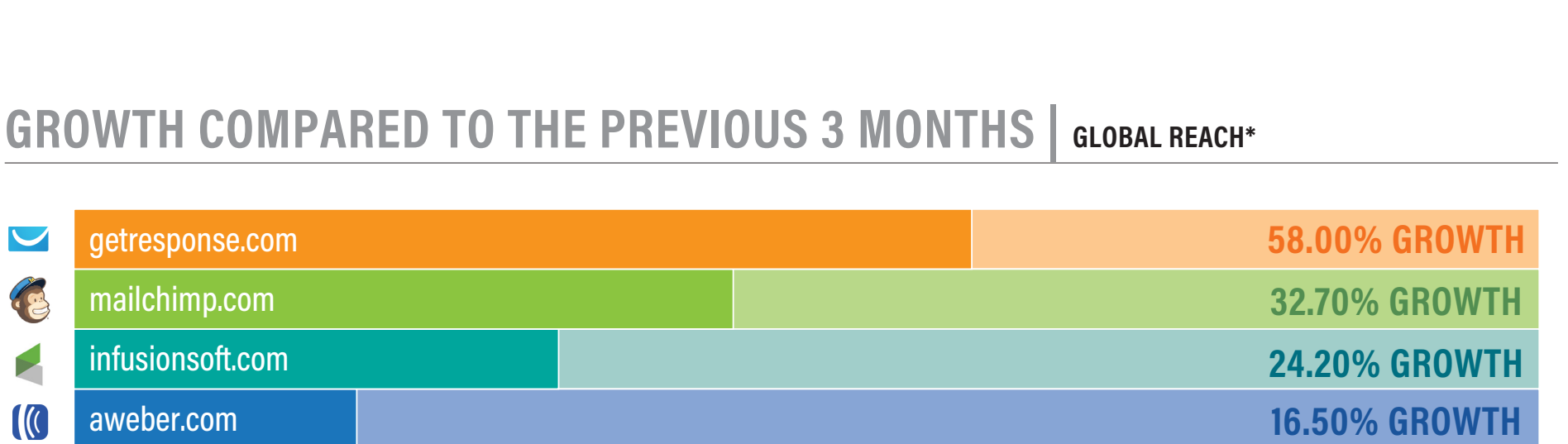
#### MONTHLY UNIQUE VISITORS (In millions)



### GROWTH IN COMPARISON TO COMPETITORS

Another measurement that helps us **identify the BEST company** (which is not always the most popular one) is to see which are experiencing the greatest increase in overall traffic. To help visualize this, the chart below shows growth for each brand over the last three months.

#### GROWTH COMPARED TO THE PREVIOUS 3 MONTHS | GLOBAL REACH\*

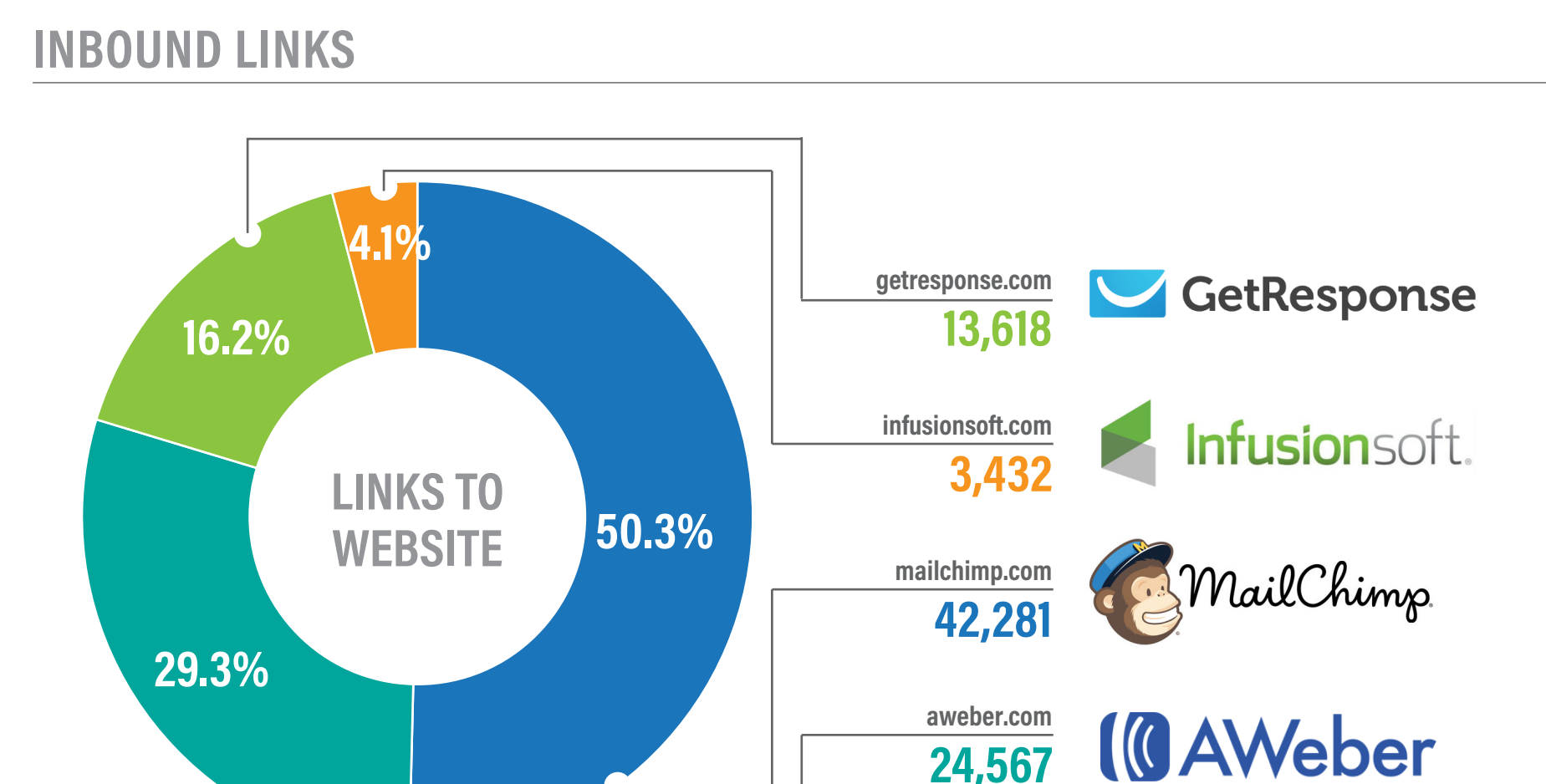


\* Estimated percentage of daily global internet users who visited the site over the past 3 months. WWW.ALEXA.COM

### REPUTATION METRICS

It is well documented that search engines give considerable weight to the number of **inbound links** pointing to a particular site. These are considered votes of confidence that the site is an authority on the subject. The graph below shows the number of inbound links pointing to each corresponding brands website.

#### INBOUND LINKS



WWW.ALEXA.COM

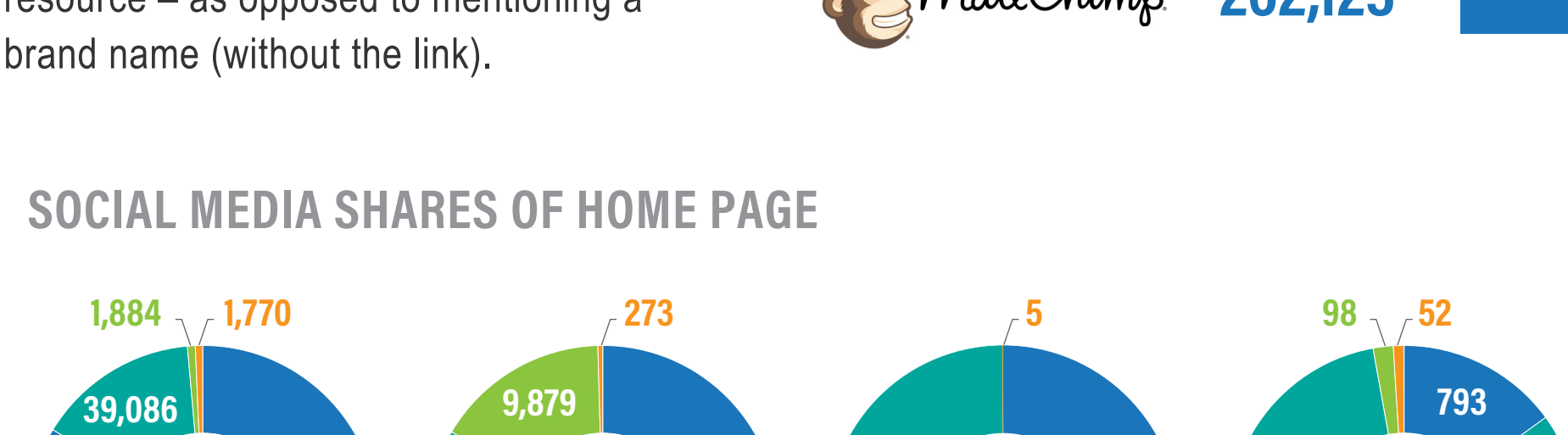
### User Endorsements

The final metric we consider are **recommendations by each brands customers**.

The graph below shows the number of times the home page of a brands website has been shared on social media. While not scientific, this is the type of share that would occur when someone **recommends** a resource – as opposed to mentioning a brand name (without the link).



### SOCIAL MEDIA SHARES OF HOME PAGE



Facebook Google+ LinkedIn Pinterest

### CONCLUSION

Given the importance of email marketing in today's Internet and mobile device environment, a little research in advance can help you find the best service for your specific needs. **MailChimp currently leads in most metrics**, however, of these four leading companies, **GetResponse has seen the greatest percentage of growth** over the last three months.

For detailed reviews and comparisons of these and other companies, visit: <http://www.comparisonshop.com/top-email-marketing-services/>

#### SOURCES:

<http://www.alexa.com/comparison/mailchimp.com?#sites=infusionsoft.com&sites=aweber.com&sites=getresponse.com&sites=iccontact.com&sites=benchmarkemail.com&sites=sendlane.com&sites=campaigner.com&sites=mailgen.com&sites=pinpointe.com>

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