

REVEALED

The Staggering Stats
About How Teachers
Are Viewing Your Emails



Sprint Education 

Sprint Education...

is an award-winning digital agency that has pioneered digital and inbound marketing to the UK education sector since 2007.

We create over 48 million teacher connections for our clients every year through delightful digital marketing plans and our education marketing software (Campus); attracting teachers, school staff and educational establishments to our clients' brands.

This report was created by Jen.

"I'm Jen, Lead Coder at Sprint Education, where I've coded and built hundreds of email campaigns for clients such as BBC, Tesco, University of the Arts London, and Roald Dahl's Children's Charity.

I'm here to help you understand the basics of responsive HTML emails and the steps our technical team go through to get your email mobile-optimised. "



Jen Elliott

Lead Coder Sprint Education

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The biggest research project in our history...

This Summer and Autumn, Sprint Education completed the most comprehensive research project in marketing to schools history; analysing our clients' email campaigns over a sustained period in order to build up a detailed picture of which email clients teachers and school offices are using to view your marketing. The results are astonishing and will have a profound impact on your education marketing.

How did we do it?

We were able to track the opens of these email campaigns using a piece of unique code which can determine which email client is being used to open the email. This is calculated by the length of time it takes for the images in the campaign to download.

Why this information is so crucial...

Long gone are the days when you could design your email campaigns safe in the knowledge that they would be viewed on full-

sized computer monitors. More teachers than ever before are choosing to open your email on a mobile device and this means there is a very good chance that the email will look different, and sometimes even broken, if you do not build the email in a responsive format.

This report will reveal the percentage of teachers that are opening your emails on a mobile device, and even tell you which ones so that you can ensure your emails render perfectly in these. It will also show how the level of engagement differs between teachers opening your email on mobile vs. desktops in order to demonstrate just how crucial it is for your emails to be fully responsive.

Why we've broken the report into 3 sections...

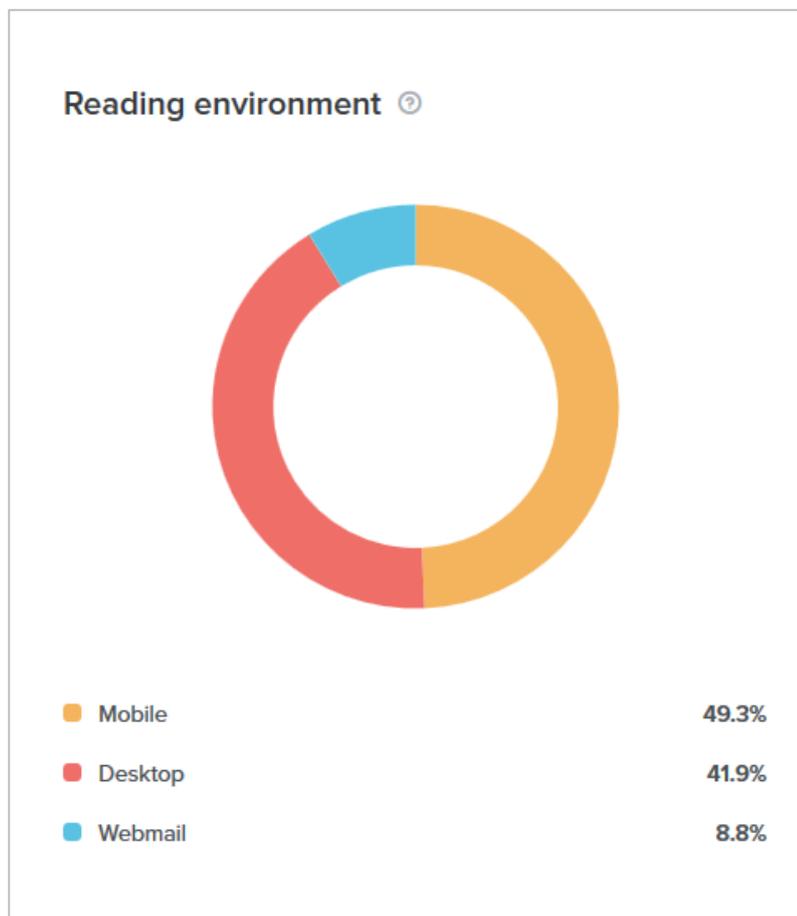
Broadly speaking, there are two types of email marketing to schools: email campaigns that you send direct to the inboxes of teachers and email campaigns that are sent via the school office. We think it's beneficial to treat these separately as our analysis shows these two audiences differ significantly in terms of the email clients they are using.

Then, at the end of the report, we'll look at the actions your business needs to take as a result of our findings.

Part 1: Emails sent to teachers' inboxes



Mobile opens vs desktop clients:



Note: Webmail email clients are viewed in a web browser (Internet Explorer, Firefox, Chrome etc.) and generally provide email services to the public free of charge. This includes Gmail, Outlook.com, Yahoo!, and AOL. Webmail opens made on smartphone browsers have been classified under the mobile category in the chart above.

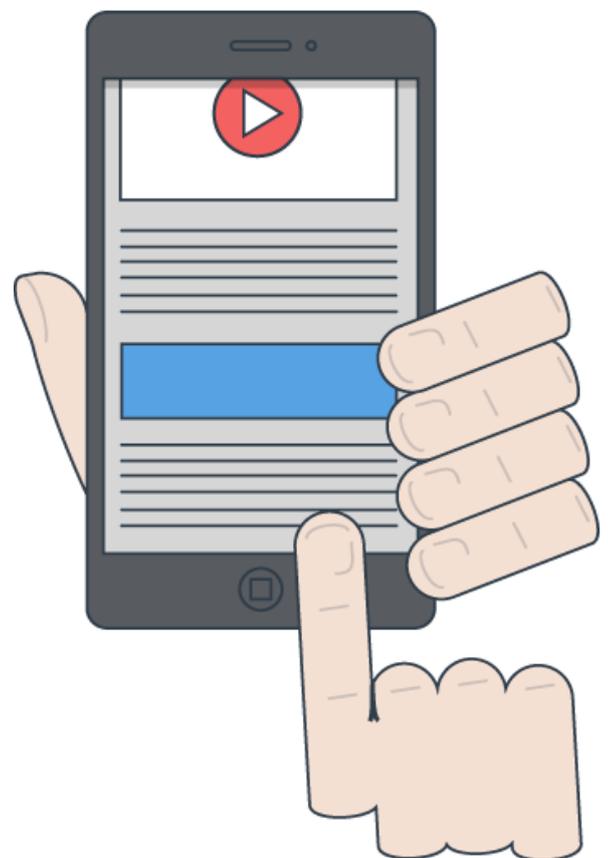
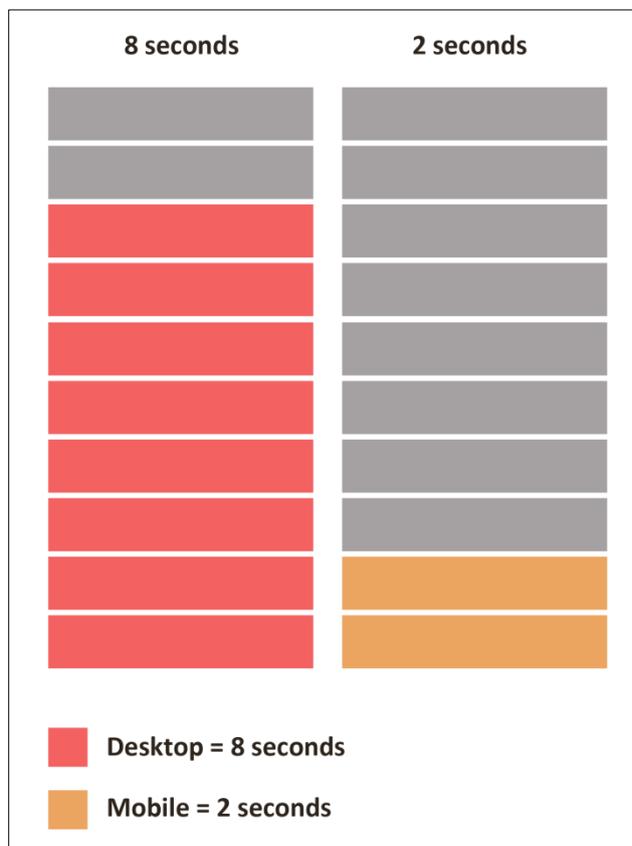


More of your emails are opened on mobile than desktop!

When it comes to consumer marketing, mobile has been of fundamental importance for some time. However, up until this point, marketing to schools has generally bucked the trend (after all you'd be forgiven for thinking that teachers rarely use mobile phones to check their emails during school time).

However, these staggering statistics show that designing fully responsive emails for mobile is now crucial for your education marketing (a responsive email has the ability to adapt its format and layout depending on the viewing screen size/device so that a teacher will see the email in a suitable layout).

Mobile engagement vs desktop engagement:



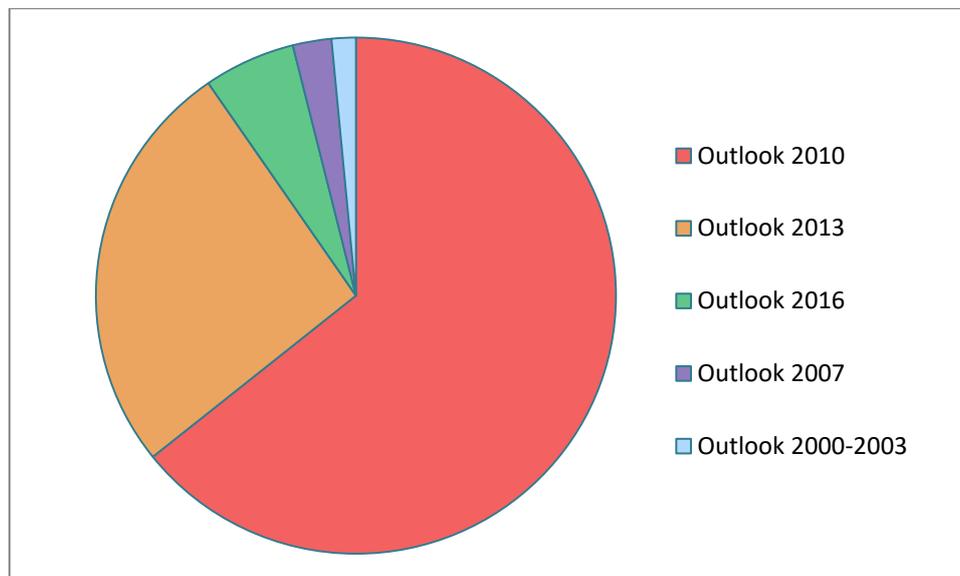
The engagement analysis from this research project also shows that the majority of teachers who opened an email on a mobile device spent under 2 seconds looking at the email before they deleted it. This stacks up extremely poorly against the more than 8 seconds that teachers spent reading emails opened on desktop. In fact the number of mobile users who glanced at and then deleted the email doubled when compared to desktop.

This stark contrast in engagement levels can be explained by the fact that so few sellers to schools are putting enough importance on ensuring their email campaigns are responsive. Consequently, these emails would have rendered poorly on mobile devices and so instantly alienated around 50% of their audience – a thought that should send chills shooting up your spine!

Top 5 desktop clients being used:

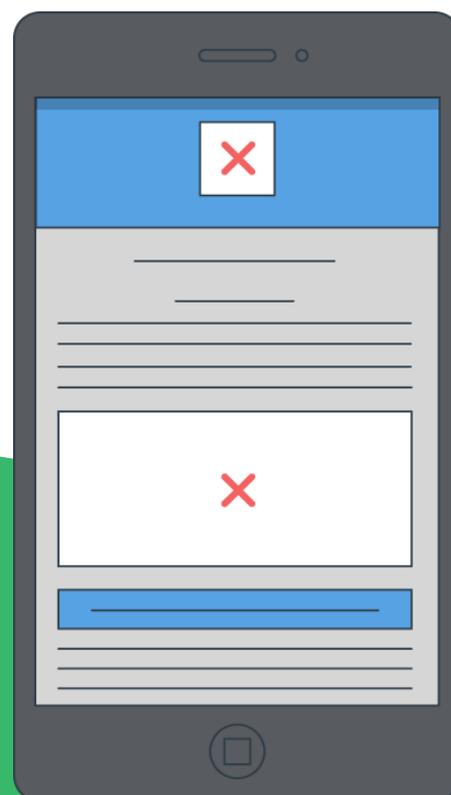
1. Outlook 2010
 2. Outlook 2013
 3. Apple Mail 9
 4. Outlook 2016
 5. Apple Mail 8
- 

Breakdown of Outlook opens:

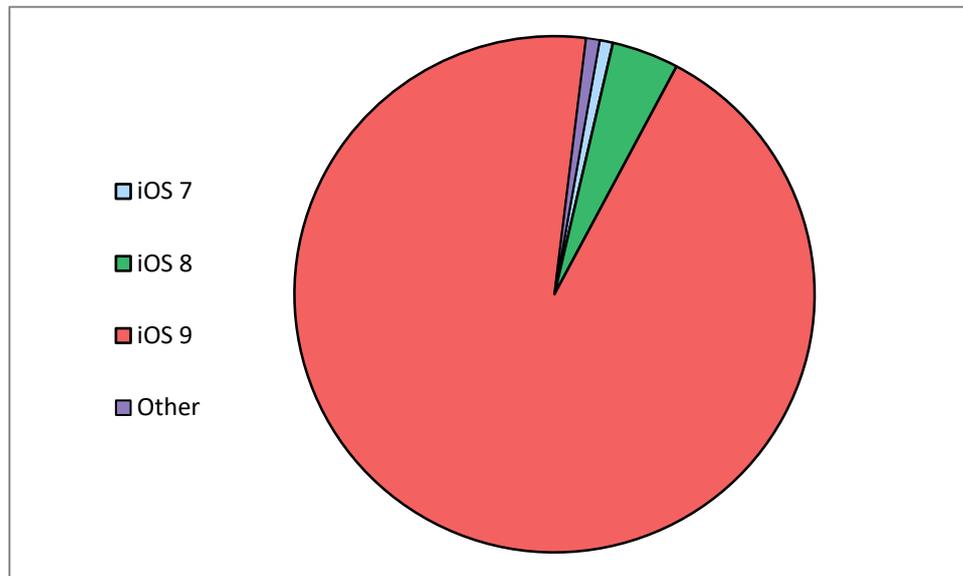


Top 5 mobile email clients being used:

1. The Apple iPhone on iOS 9
2. Google Android version 6
3. The Apple iPhone on iOS 8
4. The Apple iPhone on iOS 7
5. The Apple iPhone on iOS 6

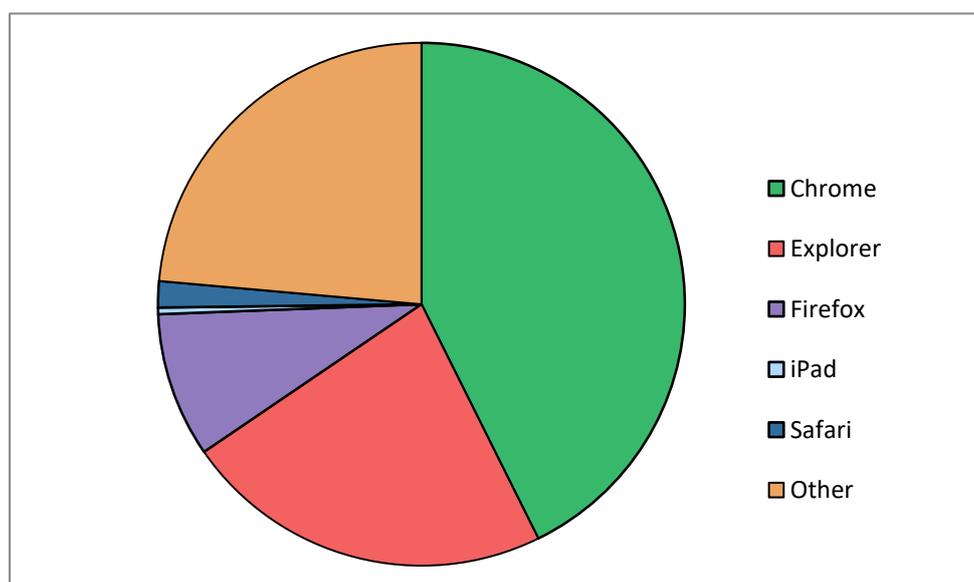


Breakdown of iPhone opens:



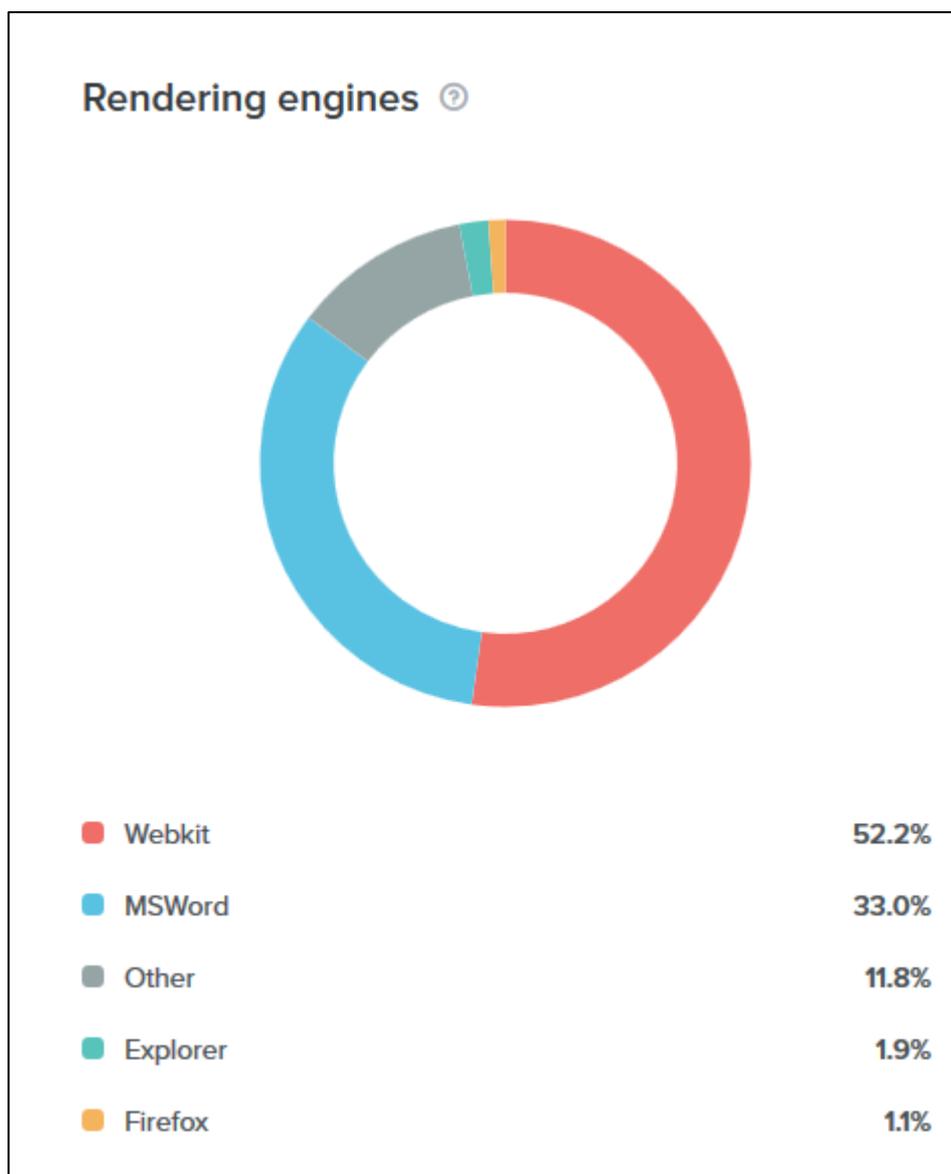
These stats show how quickly teachers upgrade to the latest operating system, demonstrating that when testing your emails you can pretty much focus solely on the latest release, rather than worry about how your emails will render in previous versions.

Breakdown of Web Opens:



A web open is typically registered when a teacher views the email on their browser, most commonly by clicking on the 'View Online' link in the body of the email. The graph above shows that Internet Explorer, although considerably outdated, came second in preferred browser usage to Chrome, with Apple's Safari lagging way behind.

Most popular rendering engines:



A rendering engine helps determine the look of your emails when they have been passed through a pre-processor and delivered to any webmail client.

Before an email can be rendered it must first pass through a pre-processor, any problems triggered by the pre-processor will determine how the email looks and acts when rendered by the webmail client. Elements such as Javascript, Flash and some head styling can be removed at this stage to uphold the integrity of the email client – this can change the form of the email. It is after this stage that the stripped down HTML email is sent to the browser which acts as an engine to render your emails (hence the term rendering engine).

Webmail clients like those shown in our graph above look to the pre-processors and their hosting browser's rendering engine (e.g. the Firefox's rendering engine is 'Gecko') to help them determine how the email is rendered when delivered to your recipient's inbox.

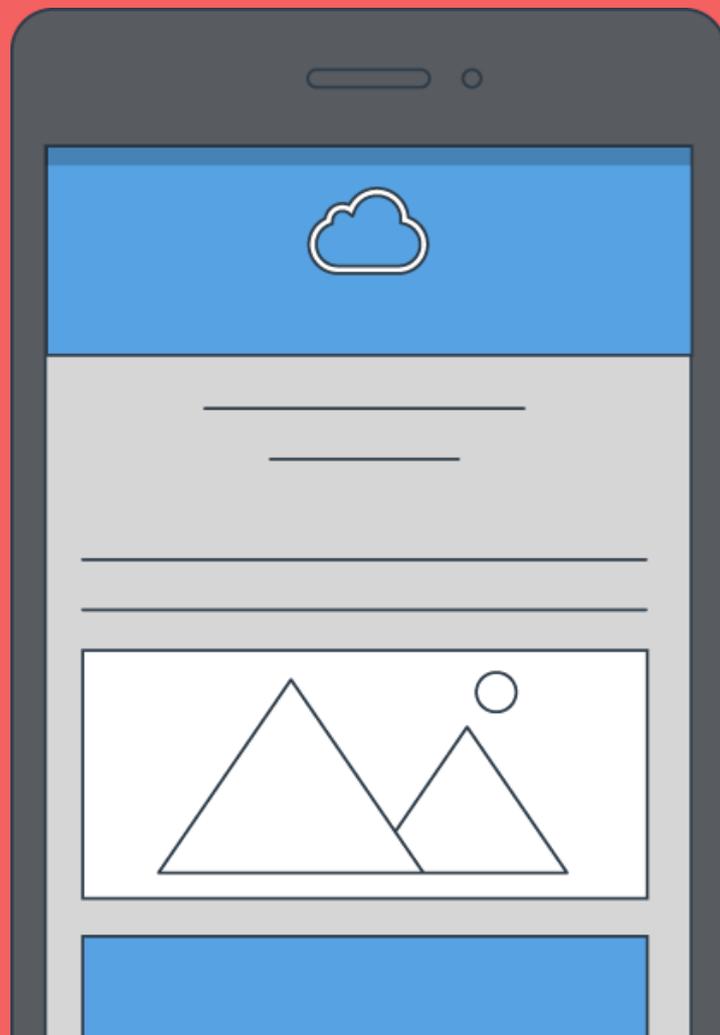
Our study shows the most popular rendering engine is 'Webkit'. This rendering engine aids Chrome and Safari which shows most teachers are viewing their emails using these browsers (this is great news as they tend to render emails well with little need for coding hacks!).



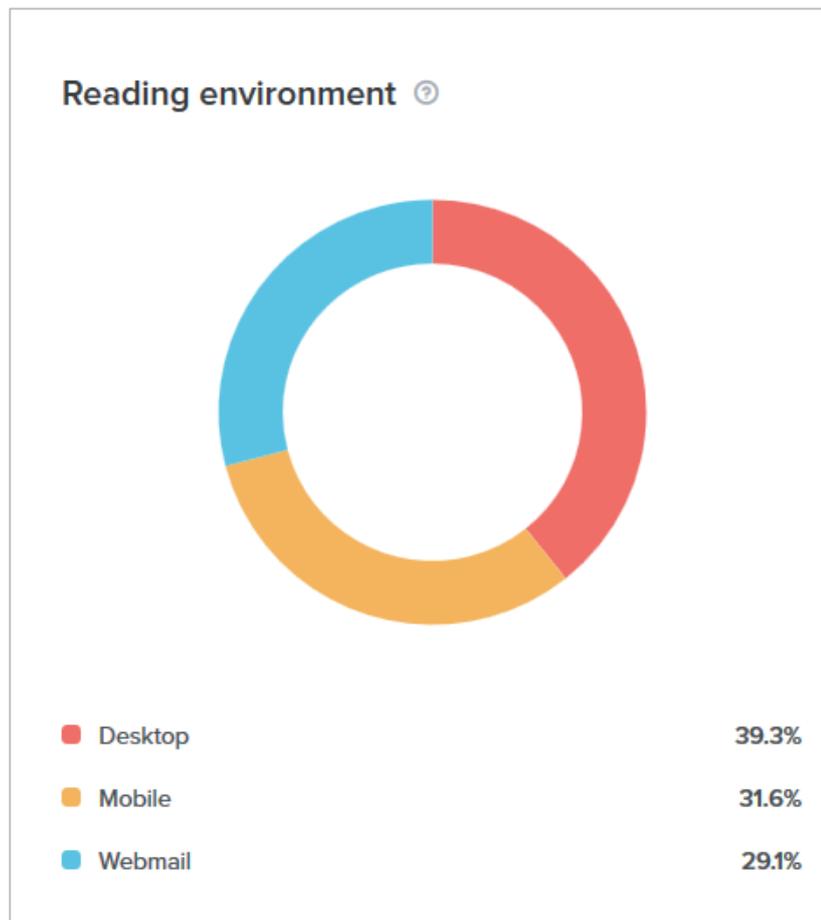
Complete table of teacher email client data:

% Opens	Email Client	Version	Platform
21.43	Apple iPhone	iOS 9	mobile
19.78	Outlook	Outlook 2010	desktop
17.29	Apple iPad	iOS 9	mobile
9.14	Outlook	Outlook 2013	desktop
5.19	Apple Mail	Apple Mail 9	desktop
3.48	Web version	Using Chrome	webmail
3.22	Other	Other	desktop
2.89	Apple iPad	iOS 8	mobile
2.69	Outlook	Outlook 2016	desktop
1.70	Google Android	6.x	mobile
1.57	Apple Mail	Apple Mail 8	desktop
1.57	Google Android	5.x	mobile
1.24	Web version	Using Explorer	webmail
1.18	Web version	Other	webmail
0.85	Apple iPhone	iOS 8	mobile
0.85	Apple iPad	iOS 7	mobile
0.79	Outlook	Outlook 2007	desktop
0.72	Web version	Using Firefox	webmail
0.65	Gmail	Via Gmail's Image Cache	webmail
0.60	Windows Mail	Windows 10 Mail	desktop
0.53	Outlook	Outlook 2000-2003	desktop
0.39	Apple iPhone	iOS 7	mobile
0.33	Outlook.com	Using Chrome	webmail
0.27	Apple iPhone	Other	mobile
0.27	Outlook.com	Using Firefox	webmail
0.19	Apple iPad	iOS 6	mobile
0.14	Apple Mail	Apple Mail 7	desktop
0.14	Web version	Using iPad	mobile
0.14	Google Android	4.x	mobile
0.14	Yahoo! Mail	Using Firefox	webmail
0.14	Yahoo! Mail	Using Chrome	webmail
0.07	Apple iPhone	iOS 6	mobile
0.07	Apple iPad	Other	mobile
0.07	Apple Mail	Apple Mail 5	desktop
0.07	Web version	Using Safari	webmail
0.07	Outlook.com	Using iPad	mobile
0.07	Office 365	Using Explorer	webmail
0.07	Windows Live Mail	Live Mail 2008	desktop

Part 2: Emails sent to school office inboxes



Mobile opens vs desktop clients:



Note: Webmail email clients are viewed in a web browser (Internet Explorer, Firefox, Chrome etc.) and generally provide email services to the public free of charge. This includes Gmail, Outlook.com, Yahoo!, and AOL. Webmail opens made on smartphone browsers have been classified under the mobile category in the graph above.

Desktop email clients beat mobile opens (but only just!):

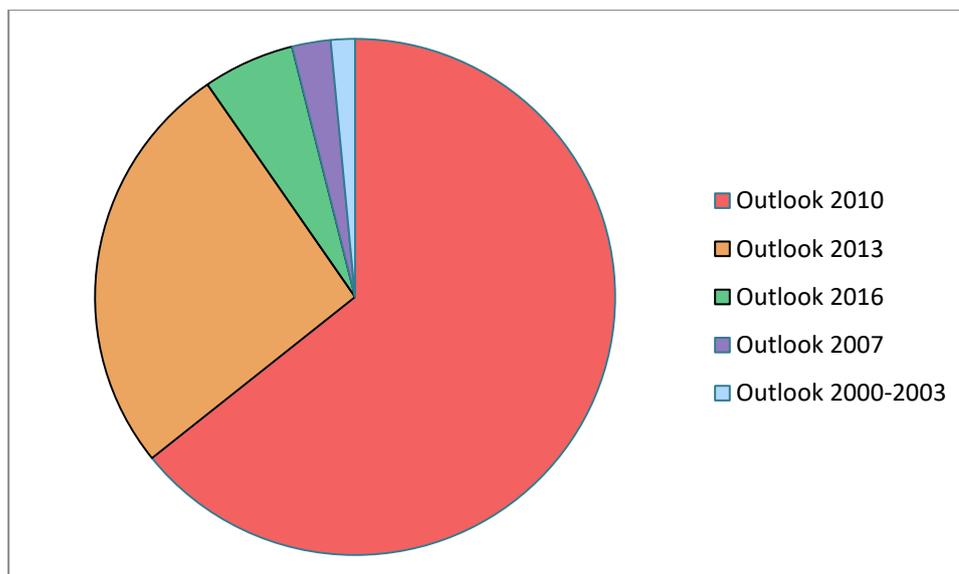
As you would expect, the majority of emails sent to the school office (info@, admin@, office@ etc.) are opened on desktop clients. However, the number of admin staff opening on a mobile device is far greater than we might have expected and shows that ensuring your emails are responsive shouldn't only be a consideration when emailing teachers direct.

Web-based email clients also make up a far larger percentage of school office opens (29% compared to 8% when emailing teachers direct). This shows that ensuring your emails render well on webmail email clients is particularly important when sending to the school office.

Top 5 desktop clients:

1. Outlook 2010
2. Outlook 2013
3. Other
4. Apple Mail 9
5. Outlook 2016

Breakdown of Outlook Opens:



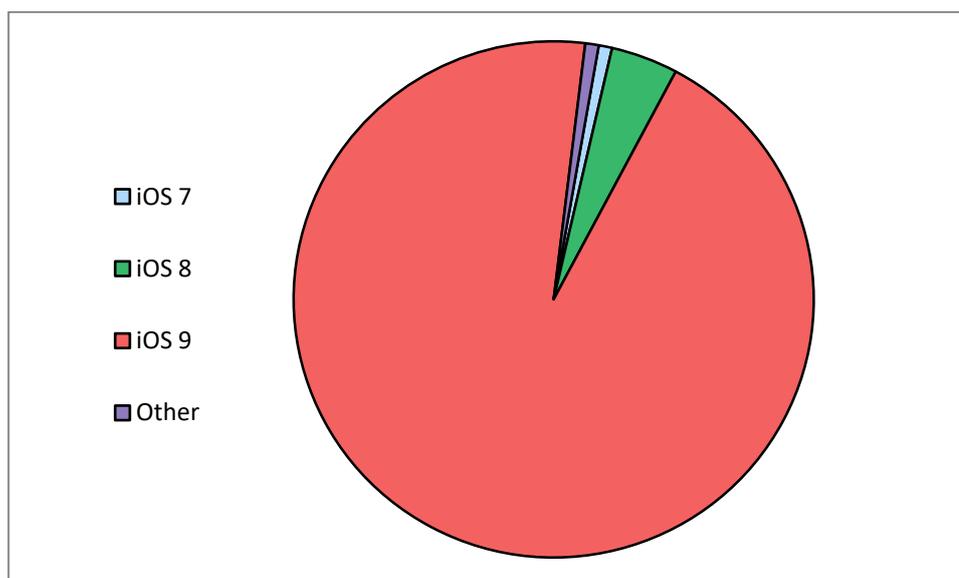
As we might have expected, Outlook 2010 tops the list of desktop email clients being used by school offices. More interestingly, Outlook 2016, comes in at number 5 which demonstrates that a

significant number of schools do have the budget to proactively upgrade their communication platforms.

Top 5 mobile email clients:

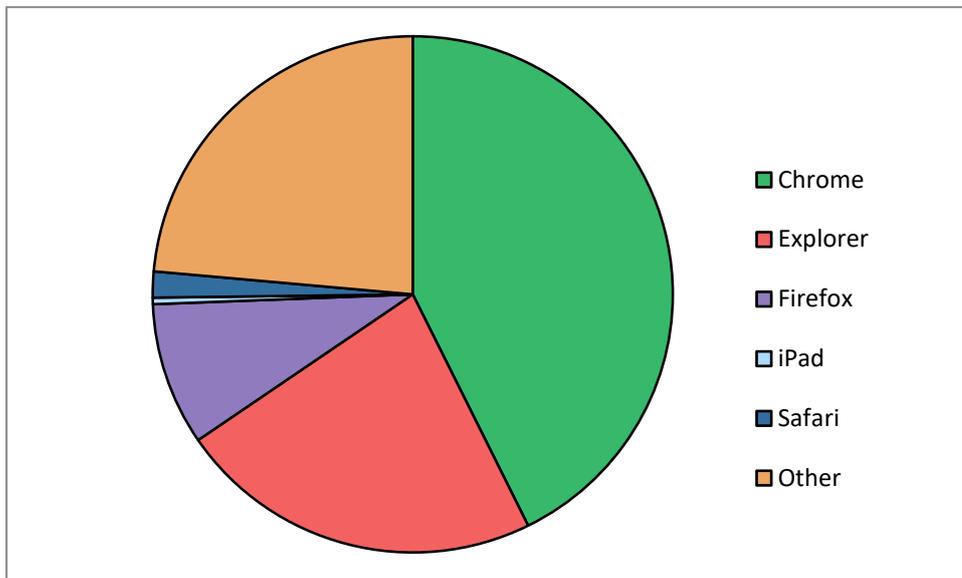
1. Apple iPad iOS9
2. The Apple iPhone on iOS 9
3. Google Android x6
4. Google Android x5
5. Apple iPad iOS8

Breakdown of iPhone opens:

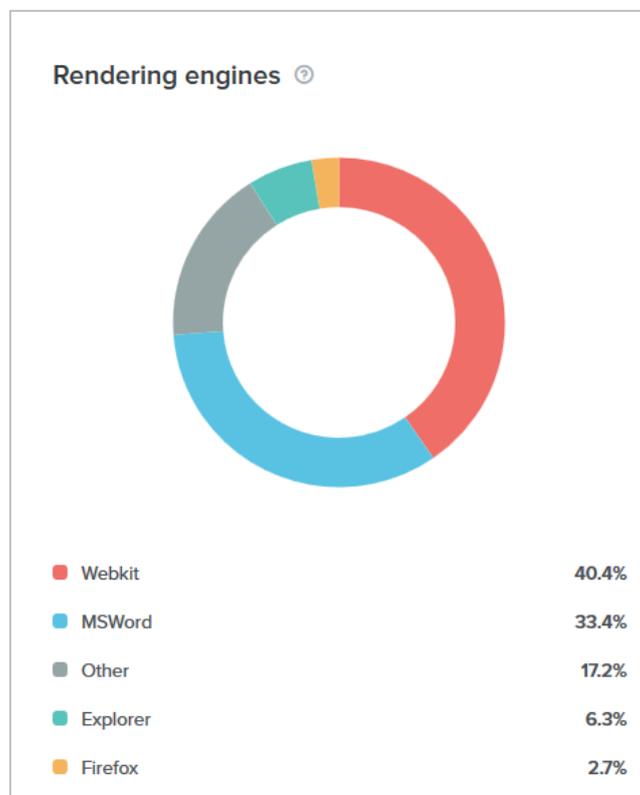


The percentage of admin staff opening emails on mobile devices is unexpectedly large. In fact, the Apple iPad and Apple iPhone rank second and third in most common email clients being used, actually accounting for nearly a quarter of total opens between them!

Breakdown of web opens:



Most popular rendering engines:



Complete table of school office email client data:

Open %	Email Client	Version	Platform
21.39	Outlook	Outlook 2010	desktop
12.91	Apple iPad	iOS 9	mobile
11.26	Apple iPhone	iOS 9	mobile
10.50	Web version	Using Chrome	webmail
8.73	Outlook	Outlook 2013	desktop
5.94	Other	Other	desktop
5.82	Web version	Other	webmail
5.56	Web version	Using Explorer	webmail
2.15	Web version	Using Firefox	webmail
1.89	Apple Mail	Apple Mail 9	desktop
1.26	Outlook	Outlook 2016	desktop
1.26	Google Android	6.x	mobile
1.13	Google Android	5.x	mobile
1.13	Apple iPad	iOS 8	mobile
0.88	Apple iPad	iOS 7	mobile
0.75	Gmail	Gmail's Image Cache	webmail
0.63	Outlook	Outlook 2007	desktop
0.63	Apple Mail	Apple Mail 8	desktop
0.50	Windows Mail	Windows 10 Mail	desktop
0.50	Outlook	Outlook 2000-2003	desktop
0.50	Web version	Using iPad	mobile
0.50	Apple iPhone	iOS 8	mobile
0.50	Office 365	Other	webmail
0.37	Web version	Using Safari	webmail
0.37	Outlook.com	Using Firefox	webmail
0.12	Web version	Using Android	mobile
0.12	Web version	Using iPhone	mobile
0.12	Apple iPhone	iOS 7	mobile
0.12	Apple iPhone	Other	mobile
0.12	Apple Mail	Apple Mail 10	desktop
0.12	Apple Mail	Apple Mail 7	desktop
0.12	Office 365	Using Explorer	webmail
0.12	AOL Mail	Using Explorer	webmail
0.12	Yahoo! Mail	Using Firefox	webmail

Part 3: What this report means for your education marketing

Responsive design is no longer a 'nice to have':

In the past most education businesses have looked upon responsive email design as a luxury; something that would be nice to have but not essential. What this report shows above everything else is that this mind-set has to change. If you're sending out unresponsive email campaigns then it's very likely that you're losing around 50% of your audience before they've even had chance to hear what you have to say. Just think of all those potential lost sales!

We're here to help all businesses go responsive:

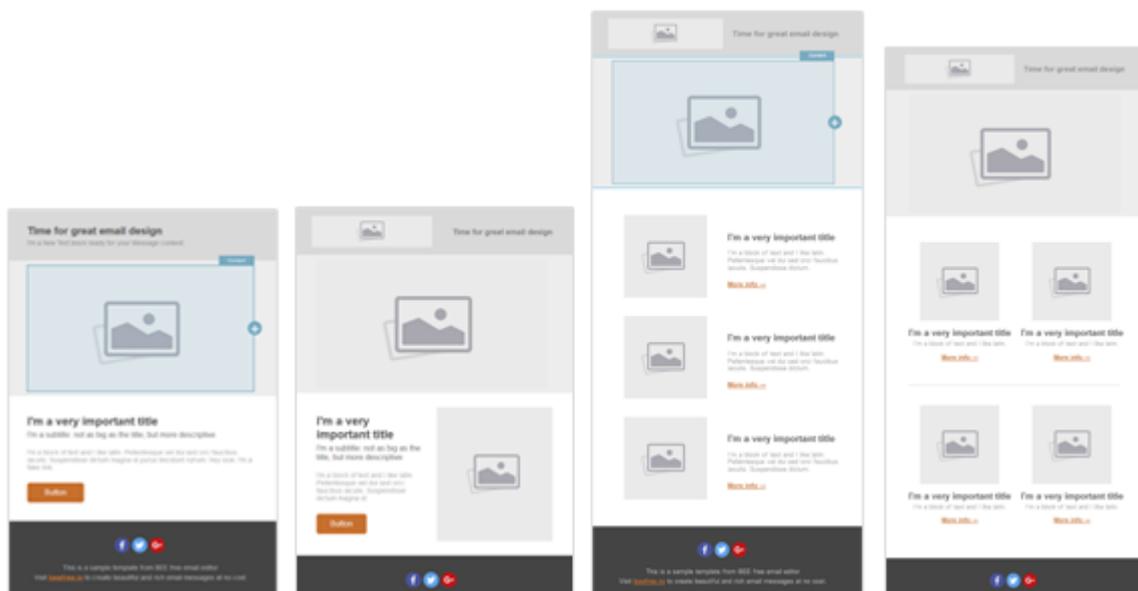
Designing and building fully responsive emails is a huge and complex task so it could easily become something that only businesses with huge marketing budgets can afford. That's why we've invested

heavily in ensuring that our Coding Team has the expertise to create fully responsive email designs for clients that use our managed strategies for just an additional £99 more per email.

An affordable solution for non-experts

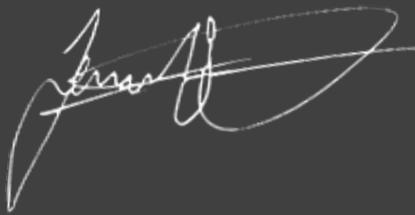
We understand that it's just not feasible for every education business to invest in the emailing software and HTML coding expertise that is required in order to ensure your in-house email marketing is beautifully responsive. That's why we've created a solution that will put responsive email design at the fingertips of all.

As part of our investment, we have completely redeveloped the Email Marketing Module of Campus; our education data, marketing, and sales software. It's now a simple to use but totally cutting-edge Drag 'n' Drop Responsive Email Builder that gives you the flexibility to build responsive emails only the most seasoned email geeks could have dreamed of before. But not only that, you can do it in just a matter of minutes and without any training whatsoever!



What next?

If you'd like to experience Campus's Drag 'n' Drop Responsive Email Builder please get in touch with us at info@sprint-education.co.uk or call us on 01684 297374 and we'll be happy to set you up with a short trial or provide a live walkthrough.



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Sprint Education

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