

2020 Email Marketing Report

TOURISM IRELAND

A wide-angle landscape photograph showing a rugged cliffside on the left, a grassy hillside in the foreground, and the ocean on the right. The sky is filled with heavy, grey clouds, with some light breaking through. The overall mood is dramatic and atmospheric.

160,792

TOTAL SUBSCRIBERS

10% GROWTH YOY

BOOST ATTRIBUTED TO WILLIAMS SONOMA CAMPAIGN

22%

AVERAGE OPEN RATE

+7% YOY

2%

AVERAGE CLICK RATE

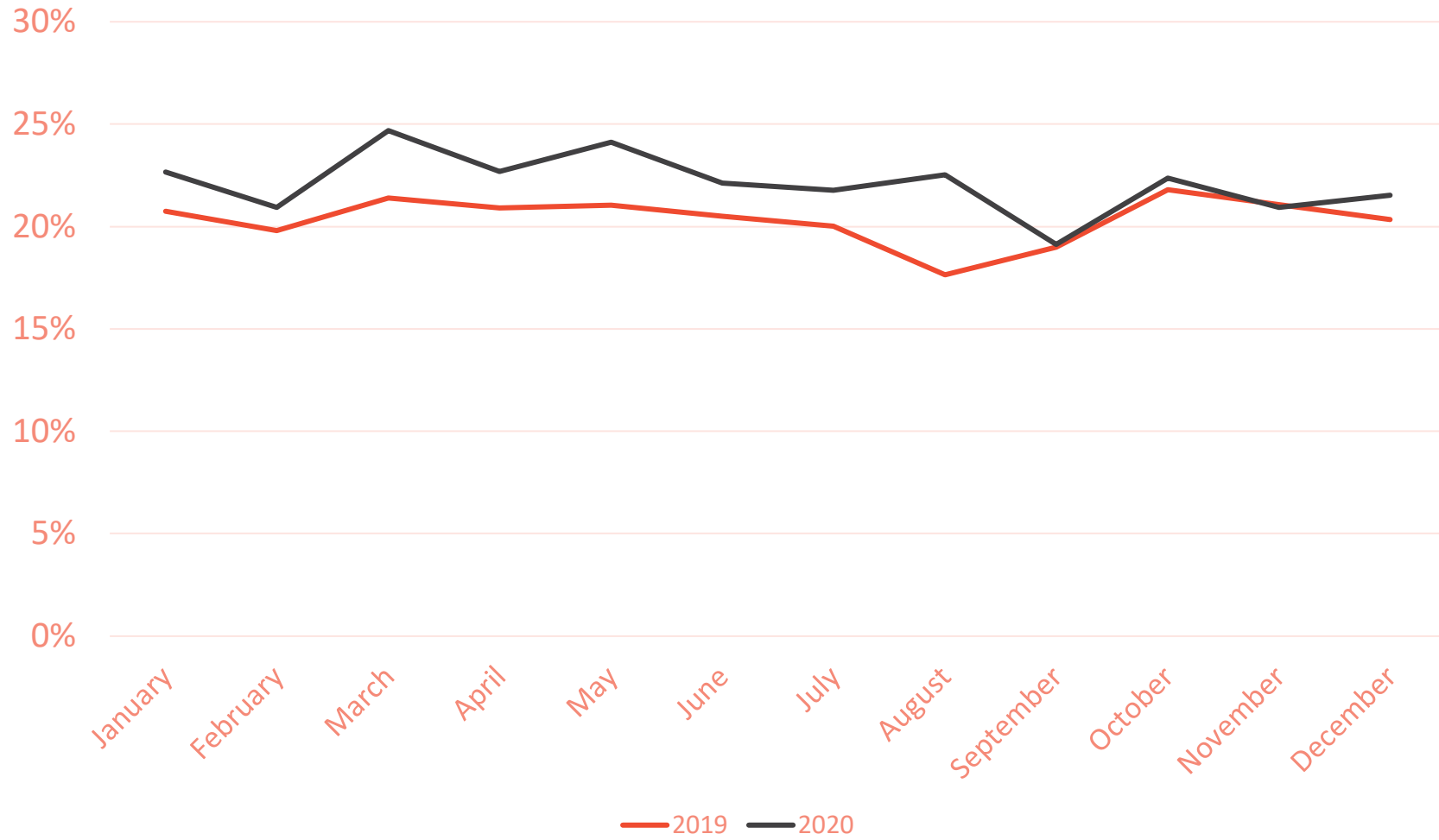
+25% YOY

9%

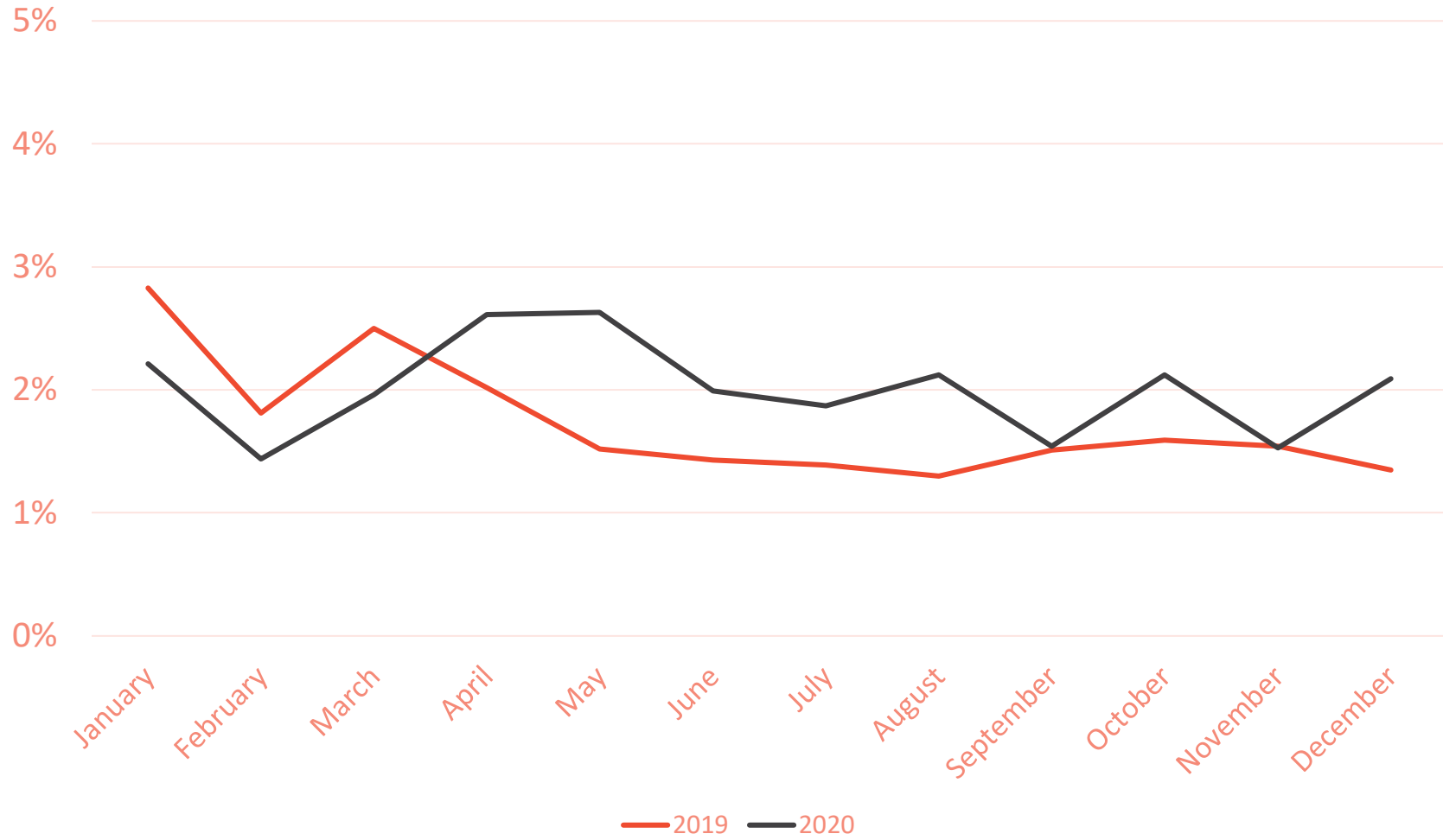
AVERAGE CLICK-TO-OPEN RATE

+17% YOY

Open Rate YOY

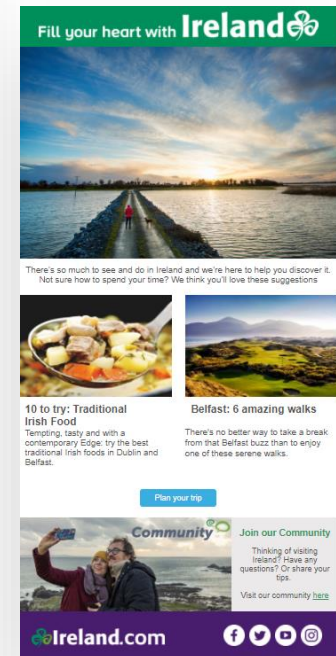
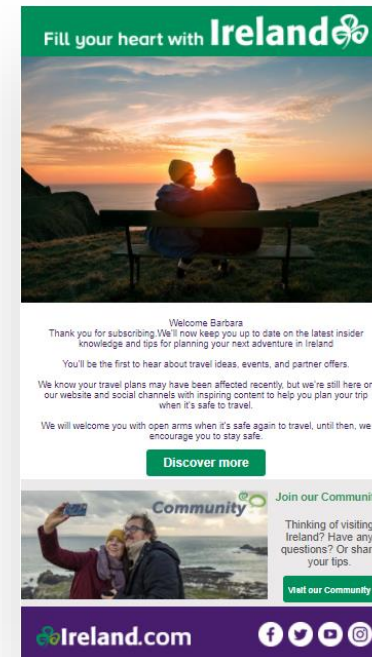


Click Rate YOY



2020 Welcome Series

- Email 1 Open Rate: 41%
 - Email 2 Open Rate: 34%
 - Email 3 Open Rate: 30%
- Email 1 Click Rate: 8%
 - Email 2 Click Rate: 9%
 - Email 3 Click Rate: 5%



Most Opened Email Campaigns

- March 30 (First message prior to COVID-19 lockdowns)
 - Open Rate: 28.7%
 - Subject line: A Message from Your Friends in Ireland
- May 6
 - Open Rate: 25.3%
 - Subject line: Crafted in Ireland
- May 27
 - Open Rate: 25%
 - Subject line: Trace Your Irish Heritage

INDUSTRY AVERAGE – OPEN RATE: 16.4%

Least Opened Email Campaigns

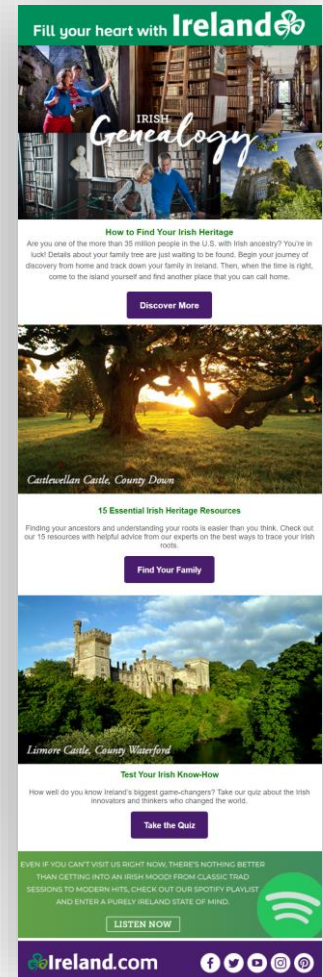
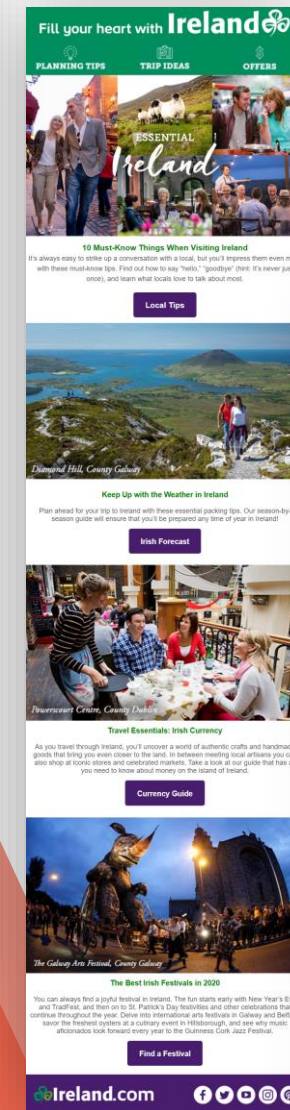
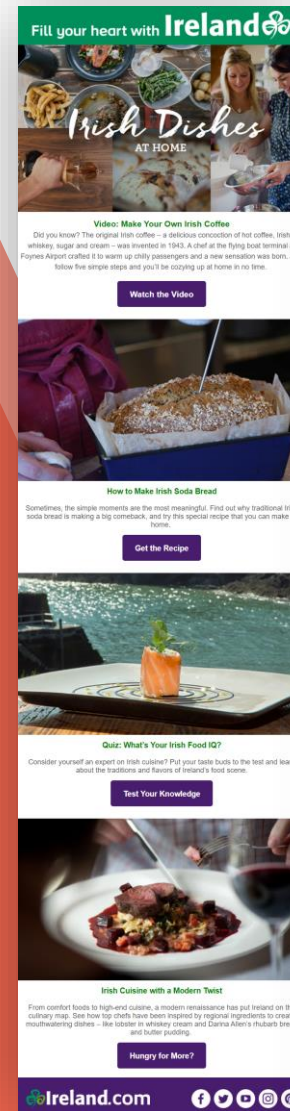
- April 1
 - Open Rate: 18%
 - Subject line: Your Guide to Ireland's Literary Side
- Feb 6
 - Open Rate: 20.1%
 - Subject line: You'll Love These Ireland Vacations
- Feb 27
 - Open Rate: 20%
 - Subject line: Start Planning for St. Patrick's Day

INDUSTRY AVERAGE – OPEN RATE: 16.4%

Most Clicked Email Campaigns

- April 15 - A Taste of Ireland at Home
 - Click Rate: 3.5%
 - Content: Irish Coffee video, Soda Bread recipe, Irish Food Quiz, Irish Dishes
- Jan 16 - Ireland 101: Your Must-Have Guide
 - Click Rate: 3.5%
 - Content: 10 Things to Know, Weather, Money, Festivals
- May 27 - Trace Your Irish Heritage
 - Click Rate: 3.4%
 - Content: Tracing Family Tree, Genealogy Resources, Irish People Quiz, Spotify Playlist

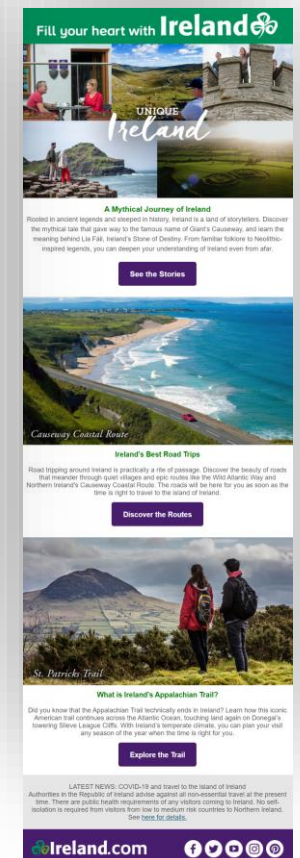
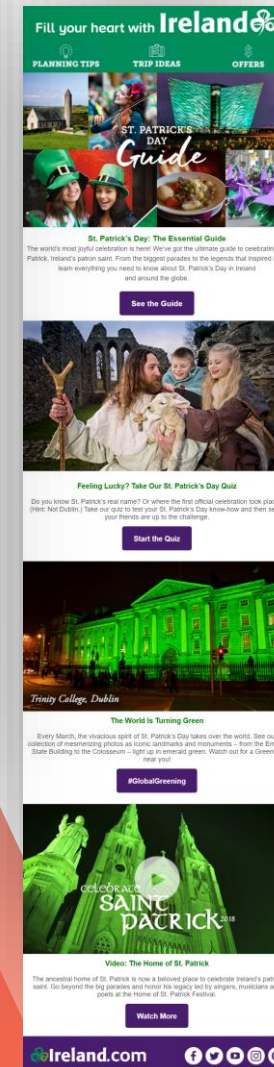
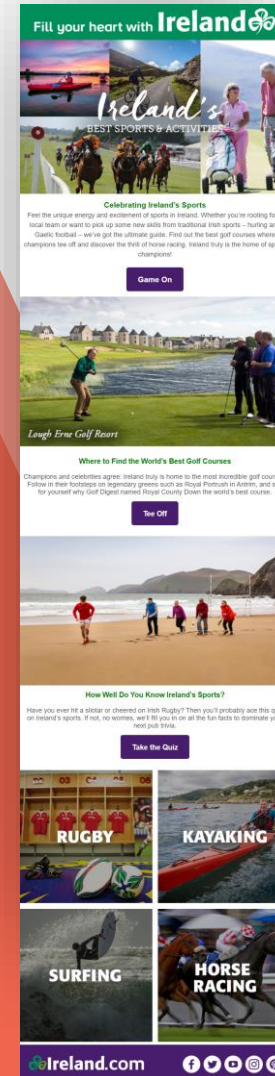
INDUSTRY AVERAGE – CLICK RATE: 1.7%



Least Clicked Email Campaigns

- July 8 - The Ultimate Guide to Sports in Ireland
 - Click Rate: .7%
 - Content: Sports homepage, Golf, Sports Quiz, Other categories
- Feb 27 - Start Planning for St. Patrick's Day
 - Click Rate: 1.2%
 - Content: St. Patrick's Day homepage, Quiz, Global Greening, Home of St. Patrick video
- Dec 2 - True Ireland Experiences
 - Click Rate: 1.3%
 - Content: Myths + Legends, Road Trips, Appalachian Trail

INDUSTRY AVERAGE – CLICK RATE: 1.7%



Testing Results – Subject Lines

- A/B Testing – When testing subject lines, we saw an overall above average open rate.
- First name personalization – Tested once for our Thanksgiving email. Received the highest open rate that month.
 - Subject line: Happy Thanksgiving, Name
- Emojis – Inclusion of emojis did not increase open rates.
 - Only incorporate emojis when they add substantial value to the subject line.

Testing Results – Content Areas

- Content areas tested in order to maintain subscriber engagement.
- It was determined that content areas with no sentences of description did not perform as well as those with.
 - For example, the circle, square and rectangle pods along the right side didn't garner as high of a click rate as the sections along the left.



Valentia Island, County Kerry

SECRET ISLANDS

Scattered throughout the waters surrounding Ireland, even the smallest islands are teeming with life. Shipwrecks full of lore, uninhabited natural landscapes and remote local communities are just a few ways you can plan for future island-hopping adventures.

Discover the Islands



Rostrevor Inn, County Down

WARM WELCOMES FROM



A Glimpse Into Dublin

It's no wonder Dublin is consistently named Europe's friendliest city! Always warm, always welcoming, Dublin is a city full of discoveries. Get inspired to travel again with our go-to city guide, whether you're in the mood to learn about farm-fresh dining, modern fashion or enchanting coastal villages.

Inside Dublin


Great Escapes in Northern Ireland

Discover a place where untamed beauty meets local charm. Imagine yourself stepping into inspirational landscapes, hearing crashing waves along the Causeway Coastal Route and feeling the upbeat energy of Belfast and Derry-Londonderry on this virtual journey through Northern Ireland.


Go North




Dream of Ireland with These Videos




Unleash Your Wanderlust in Dublin




Your Wildest Dreams on the Wild Atlantic Way




One Look and You'll Love Ireland's Ancient East



Up-Close Views of the Cliffs of Moher



Slow Down, Take a Breath in Northern Ireland



County Waterford: Viking Heritage and Coastal Treasures



RUGBY



KAYAKING



SURFING



HORSE RACING



Ardmore Cliffs, County Waterford



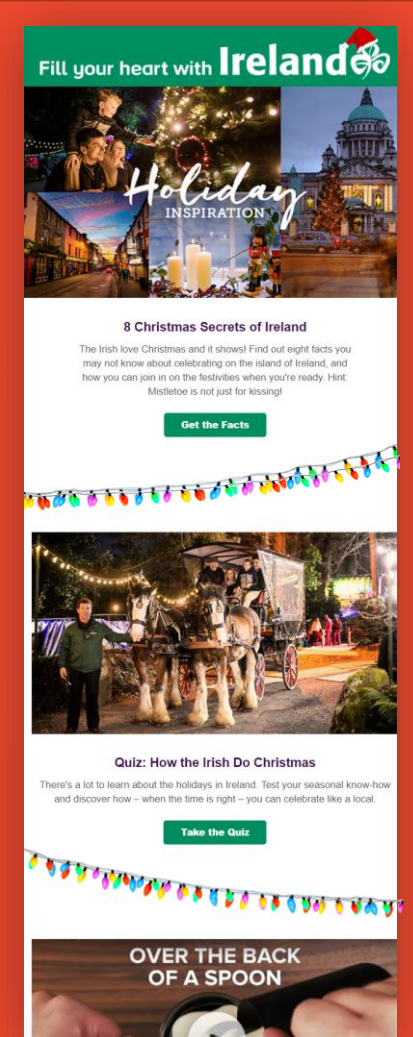
Newgrange, County Meath



Cloughoughter Castle, County Cavan

Testing Results – Gifs

- In sends where gifs were included, we saw the lowest unsubscribe rates but an inconsistent result in click rate.
 - Our Christmas email featured a gif and garnered a 125% higher click rate than last year's Christmas email.
 - The map gif was the top piece of content clicked in the email it was incorporated into.
 - When gifs were incorporated as hero images, there was a lower click rate than usual.



Testing Results – Full Layouts

- The original layout has been running for 1.5+ years. The new layout was tested against the original template and received 96% more clicks.
- The 2021 layout incorporates the new layout content areas in order to continue positive click activity. Plus, additional sections were added to align with the new website.

ORIGINAL LAYOUT

Fill your heart with Ireland

8 Amazing Moments in Ireland

Start Exploring

8 Picture-Perfect Views of Ireland

Picture This

Welcome: Ireland in Fall

Fall in Love

LATEST NEWS: COVID-19 isn't travel to the island of Ireland. Authorities in the Republic of Ireland advise against all non-essential travel at the present time. There are public health requirements of any visitors coming to Ireland. No restrictions are required from visitors from low to medium-risk countries to Northern Ireland. See [here for details](#).

Ireland.com

NEW LAYOUT

Fill your heart with Ireland

Nature Inspires, Ireland Delivers

NATURAL WONDERS

Discover Your Irish Roots

FIND YOUR ROOTS

TRADITIONAL BEEF STEW

Watch: Cozy Up with Irish Beef Stew

COOK IT UP

Get More Inspiration

2021 LAYOUT

Fill your heart with Ireland

Watch: When You're Ready to Get Back...

LET'S GET BACK

Céad Míle Fáilte!

DISCOVER MORE

Walk on air against your better judgement

Seamus Heaney, poet

Disconnect and Reconnect in Ireland

FIND YOUR MOMENT

Key Takeaways

Key Takeaways

- While 2020 required a shift in strategy from our typical trip planning content to inspirational content, it allowed us the opportunity to test different areas of our emails – from subject lines to layouts - in order to be prepared to achieve the best results in 2021.
- Our open and click rates for the year were consistently above our YOY results (and overall industry standards). With this success, we determined what content suits our audience the best.
 - Recipes, genealogy, and experiencing Ireland through videos were our top performing content for the year, while sports and literature were our lowest.
- We consistently had a lower unsubscribe rate this year than previous years. Our subscribers want to hear from the brand in order to learn how COVID-19 is being handled.
 - As we move into 2021, we will look to promote overall safety of the island, precautions in place, and why Ireland is the perfect place for their first international trip after the pandemic.

Key Takeaways

- With understanding our audience's preferences on subject lines, creative layouts, and overall content, we can move into 2021 setting ourselves apart from other brands. This time will be crucial to providing subscribers with the information they are seeking.
- Once the climate allows, we will look to set in place new email campaigns that take the consumer on a journey related to content that best suits their interests.

Thank you!