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New Research Details the Impact of Facebook Messages on Email Marketing

Spring Lake, NJ – The Relevancy Group, the leading authority on the imperative tactics to foster trust with consumers and improve organizational relevance, today released ***The Social Inbox: The Impact of Facebook Messages on Email Marketing***, which is based on a survey of over 1,000 consumers. Authored by David Daniels, among the most influential experts in email marketing, the report finds that nearly half of online consumers would switch their personal email address to Facebook or create a new address. These behaviors are trending higher for younger demographics.

This first-of-its-kind research on the impact of Facebook Messages and Facebook Email unveils market-shaking implications about digital communication behaviors. The research reports focuses on email switching behaviors and provides detailed information about mobile email adoption.

“Persistent consumer switching behavior and increases expected to be driven by Facebook Messages will have an impact in the number of dormant email accounts, requiring marketers to exert more effort in understanding subscriber engagement and reactivating subscribers” said Daniels, CEO of The Relevancy Group.

Included is information about consumer attitudes towards relevancy trends, tactics, and market implications, and ponders such questions as:

- What is the current state of email use, including mobile email inbox adoption?
- Will consumers adopt a Facebook email address and which demographics are most likely to switch?
- What are current email address switching drivers and behaviors?
- What are the implications of Facebook Messages on the online economy, including Webmail Providers and Email Marketing Service Providers?
- Which strategies and tactics are necessary for marketers to mitigate risks and maximize Facebook Messages opportunities?
- How many consumers share email marketing content on Facebook or Twitter and how does relevancy play a role in advocacy?

Consumers are clearly poised to adopt the social inbox. Facebook’s message privacy controls allow consumers to have complete control over who can get into their inbox, which creates new implications for marketers and other ISPs alike.

“As consumers begin to spend more time on Facebook and in Facebook Messages, they will be less attentive to their other email accounts,” adds Daniels. “The survey data indicates staggering implications for Gmail and Yahoo. Even if users maintain a separate account for their marketing messages and they move to @Facebook for personal communication only, they will be spending less time in their traditional email account - even if they don't abandon it.”

The report is available at www.relevancygroup.com/thesocialinbox.htm as a digital publication powered by Zeta NextPage, which is optimized for the iPad and Flash-equipped computers.

For more information or to receive a complimentary copy of the report for members of the news media, contact Jennifer Reed Fiorentino at (508) 944-4884.

About The Relevancy Group, LLC

Founded by long-time market research veterans from JupiterResearch and Forrester, The Relevancy Group is dedicated to educating the market on the imperative tactics needed to foster trust with consumers and improve an organization's relevance within the broader online economy. Learn more at www.relevancygroup.com.