

# Case Study: American Lung Association (ALA)

## Background

The American Lung Association (ALA) is a national, non-profit, voluntary health organization dedicated to working to save lives by improving lung health and preventing lung disease through education, advocacy and research.



In their philanthropic work, they provide resources to help countless Americans manage lung diseases such as asthma, COPD, lung cancer and pulmonary fibrosis.

This large organization must communicate efficiently with their legions of advocates, friends, peers, constituents, researchers, advocates, and especially donors.

A recent research analysis by eDATAsource ( <https://edatasource.com/> ) measured their email performance and provided informative data. Unfortunately, their report showed that according to their tracking methods 38.4% of their outbound email was going to spam / bulk folder. [See chart below. Analysis continues next page.]

*We maximize the profit potential of every email you send.*

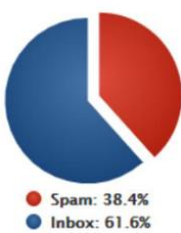
### An Instructive Example

#### The American Lung Association


- Send ~ 24,000,000 Fundraising emails/year
  - Potential Revenue @ 100% delivery: \$ 960,000
  - **Impact of 38.4% SPAM:** - \$ 364,800
  - **Net Revenue with current ESP:** \$ 595,200
  - **Net Revenue with Net Atlantic:** \$ 654,720

*On average, in a scenario like this, our clients can expect to see a **10% increase** in Inbox Placement & revenue.*

#### Overall Inbox Placement



|          |        |
|----------|--------|
| Gmail:   | 61.77% |
| Yahoo:   | 65.38% |
| Outlook: | 25.63% |
| AOL:     | 99.51% |



**American Lung Association**  
61 Broadway  
6th Floor  
New York, NY 10006

*Fundraising figures based on M+R Benchmark Study of 133 non-profits.*

Continued, next page

## Email Marketing Delivery Analysis

Their email to AOL properties and mailboxes delivered and inboxed the best, with a strong 99.51% rating. However, delivery to Gmail was quite poor, with only 61.77% of email reaching the inbox. Yahoo inboxed at a rate of 65.38%. Delivery to Microsoft Outlook fared the worst, with only 25.63% of mail reaching the inbox. (See chart detail on right side of graph.)

This kind of uneven performance can be terribly harmful for companies and organizations who rely so much on email communications.

This is of course unfortunate, as the American Lung Association attempts to communicate helpful lung health information to their thousands of email subscribers. Their email should be better received and treated by these email mailbox providers. This problem is far too commonly seen among email marketers who come to Net Atlantic for assistance.

Net Atlantic performed a financial analysis of what this uneven email delivery means to the financial return on ALA email marketing. The analysis is based on the eDATASource report results, and also statistics provided by M&R Benchmark Study [ <https://mrbenchmarks.com/> ] of 133 peer Non-profit organizations.

## The Numbers, Explored

In a typical year, the American Lung Association will send about 24,000,000 emails.

The potential revenue of these emails at .04 cents donation per email = \$960,000 annually.

The impact of 38.4% of email going to the spam folder = \$364,800 lost opportunity.

American Lung Assn. estimated net annual revenue by email with current provider = \$595,200.

## Annual Improvement Possible

By investigating, researching, addressing and repairing the many causes of poor email delivery, Net Atlantic can in many cases improve email delivery and engagement by at least 10%. For some clients, the percentage improvement is far higher.

In this example, with just a 10% improvement, the American Lung Association would see their annual revenue increase to a minimum level of \$654,720 from their email marketing, an increase of \$59,520 each year!

## Conclusion

If you rely on email communications to run your business or organization, you owe it to yourself and your constituents to achieve the highest levels of performance possible. Look to Net Atlantic to help you achieve your highest returns with your email marketing. Reach out to let us show you how we can help you better Monetize Your Email.