



US vs. UK RETAILERS:

The State of Email Sign-Ups



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INTRODUCTION

As markets shift and digital marketing evolves, retailers are increasingly relying on email marketing to build and nurture relationships with both prospects and customers. Email marketers are taking notice, with about 80% of marketers reporting an increase in email engagement in the past 12 months (HubSpot, 2020) (Source: <https://www.hubspot.com/marketing-statistics>). This is especially true for retailers in the US and the UK, where changes in online shares of retail trade have increased the most worldwide since 2012 (Source <https://www.smartinsights.com/digital-marketing-strategy/online-retail-sales-growth/>).

Furthermore, email marketing has proven to be one of the highest ROI-driving channels (at an average of \$42 for every \$1 spent), which is critical for brands to consider as the cost-per-lead across industries becomes more expensive.

To better understand and analyze best practices that can be applied to email marketers across industries, we examined the email sign-up process of 100 retailers, 50 US and 50 UK (see the full list here) in these increasingly-digitized markets. By opting in to these top-of-funnel forms and examining their opt-in processes, we aimed to gain a better understanding of practices employed across retailers that can be adopted or improved upon by email marketers, regardless of industry or vertical.

Key Takeaways

- 14% of retailers only allowed you to sign-up for email as part of the account creation process
Pop-ups were used by 22% of US retailers compared to just 12% of UK retailers.
- Just 11% of retailers had 2 ways to sign-up on their website and 1% had 3 ways.
- 81.6% of email-only sign-ups listed the future benefits of subscribing to receive emails, 8.1% offered a percent age (%) off your purchase, 5.8% a monetary sum off (£/\$) and 3.5% free postage/shipping.
Through the account creation process, this rose to 25% offering a % discount or free postage/shipping.
- Of those email-only sign-up forms we analyzed, 48.8% collected an email address only, 17.4% 2 pieces of data and 33.7% 3 or more pieces.
 - On the whole, US retailers collected 22.13% less data than UK retailers.
 - Where the opt-in was part of the account sign-up process, 57.1% of those forms collected 8+ pieces of data, and 28.6% 2-4 pieces and 14.29% 2 pieces; with the US collecting 78% less data.
- As part of the account creation process 13.33% offered a yes/no opt-in option rather than just a non-checked, pre-checked or soft opt-in option.



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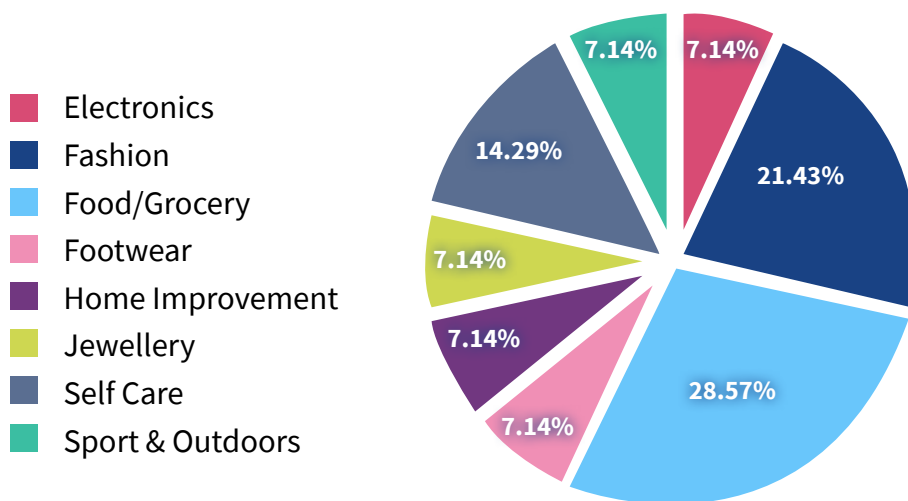


- 76.74% of those email-only sign-ups consisted of just 1 step to collect the data and 23.26% included 2 steps – none of the retailers we looked at used more than 2 steps.
- 91% of the forms allowed for mistyped email addresses to be entered and submitted during the sign-up process.

Sign-Up Form Placement

We found that **14% of all the retailers we looked at ONLY allowed an email sign-up as part of an account creation process** – meaning that unless prospects were ready to buy or take that account step, these brands are missing the opportunity to start building a relationship with subscribers and nurture them to an initial sale using email.

Of these, we saw this occur most often for “Food & Grocery” and “Self-Care” retailers (42.8% combined); where perhaps people are more likely to create an account and retailers less likely to use email as an acquisition channel.

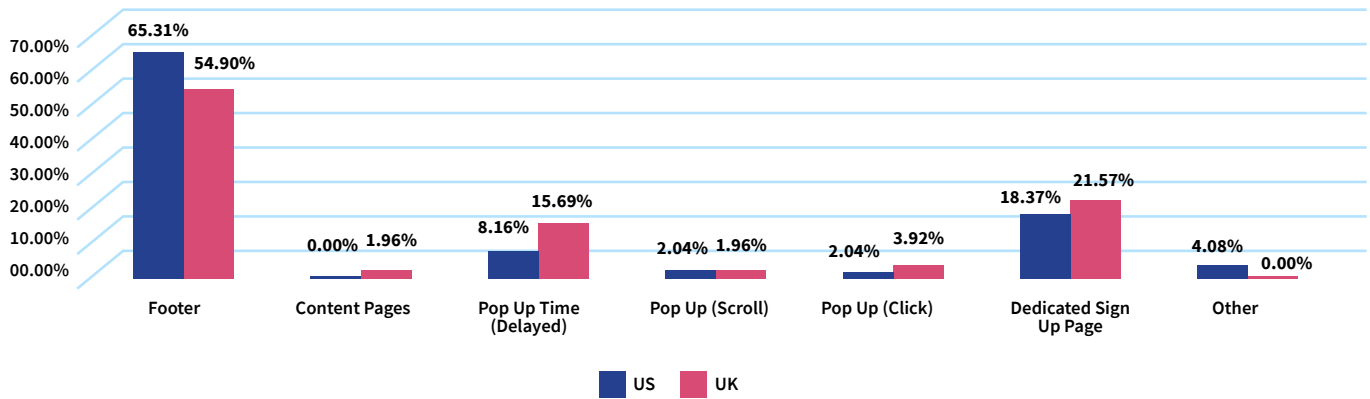


Stats show that as many as 95% of visitors to your website will leave and never return.

Missing the opportunity to back up your other marketing channels driving this traffic and subsequently present an email sign-up (so that you have the opportunity to continue to nurture the user and drive them to the initial sale), results in a waste of marketing resources and potential revenue left on the table.

Of the remaining 86% of retailers who did offer an email-only sign-up (including all of the “Combined Retailer” brands we looked at), there was a minimal split in terms of where those forms were placed; **with 60% having an email call-to-action or pod in their website footer area, 20% had a dedicated sign-up page, 12% used a time delayed pop-up, 2% used a scroll pop-up, 3% an on-click pop-up and 3% on page pods.**

There was a pretty even split between how different areas of the website were utilized for this purpose between the US and the UK, but we did find that when it came to the use of pop-ups, **22% of US retailers had them in place compared to just 12% of UK retailers.**



Out of the retailers we analyzed, none were using their blog areas (where blogs were available on their websites) to drive sign-ups, the top half of the homepage or on-exit triggered pop-ups; showing key gaps in email subscriber engagement and acquisition strategies on websites.

Just 13.95% of companies with email-only sign-ups had 2 places advertising a sign-up opportunity and 1.16% had 3 places.

Utilizing the touchpoints you have with your prospects to gain an opt-in is critical to ensure your email list is growing and that you are able to reach new people and use your email marketing as a source of new purchasers.

When it comes to the website in particular, real estate is in high demand for retailers. Consider where and in how many different places you currently have your email opt-in placed. How does this compare to the customer journey taken on your website and how users are interacting? Where else could you place your opt-in to increase your conversion rate to sign up without harming direct sales?



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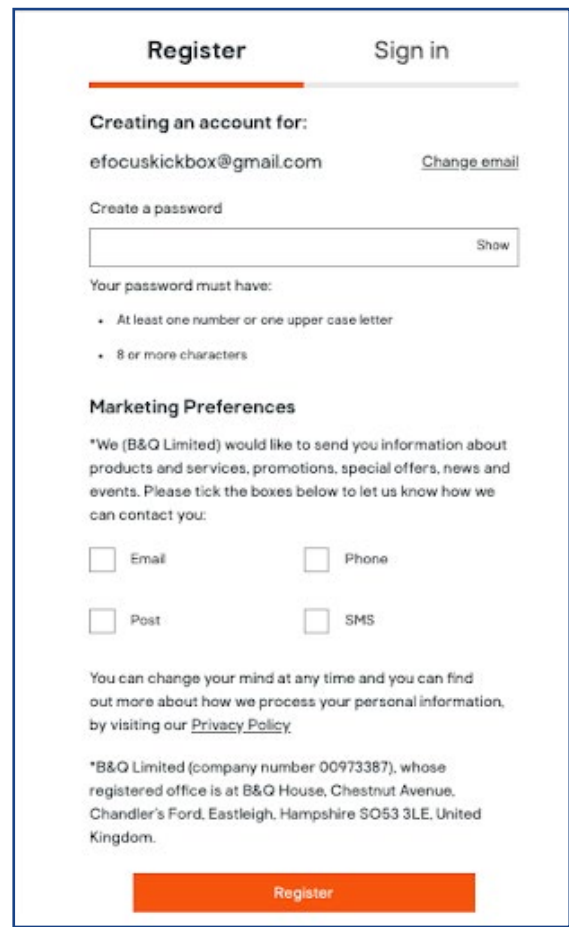
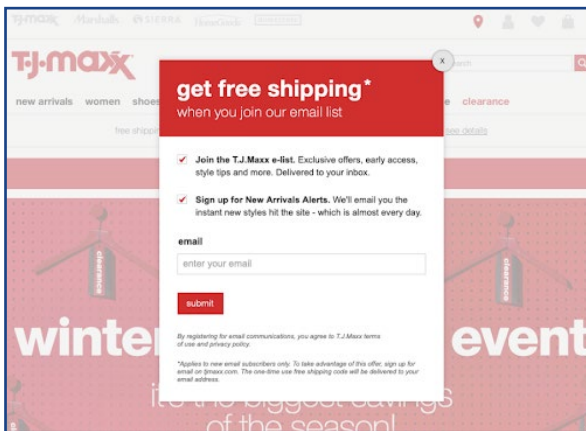
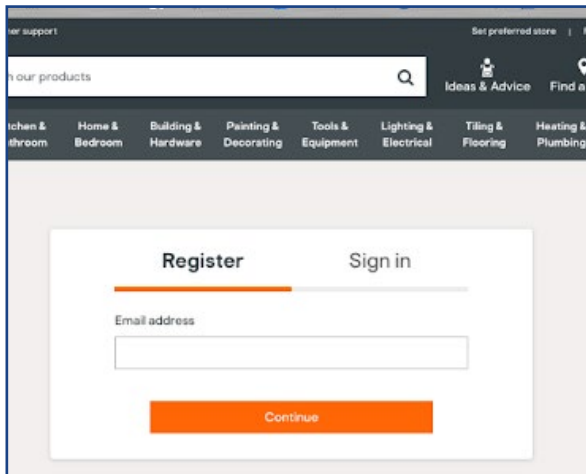


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SIGN-UP FORM DESIGN AND OPTIMIZATION

What's in a Name?

Across all ways that someone could subscribe to receive emails from a brand without making a purchase, we looked at the wording used to describe this process. We found that 19% called it a 'newsletter' whilst many others simply termed it as joining their email list.



Having a descriptive name for your email sign-up can often be beneficial – it can help to drive a sense of community for example, with terms like 'Join our Club' or serve as social proof 'Join 100,000 other members'.

More importantly though, is the description of exactly WHAT someone is going to receive once they sign-up - what content will be in those emails that you'll send (for example, discounts or sales offers, editorials, etc.) that will be worth their time to receive, open, read and interact with.



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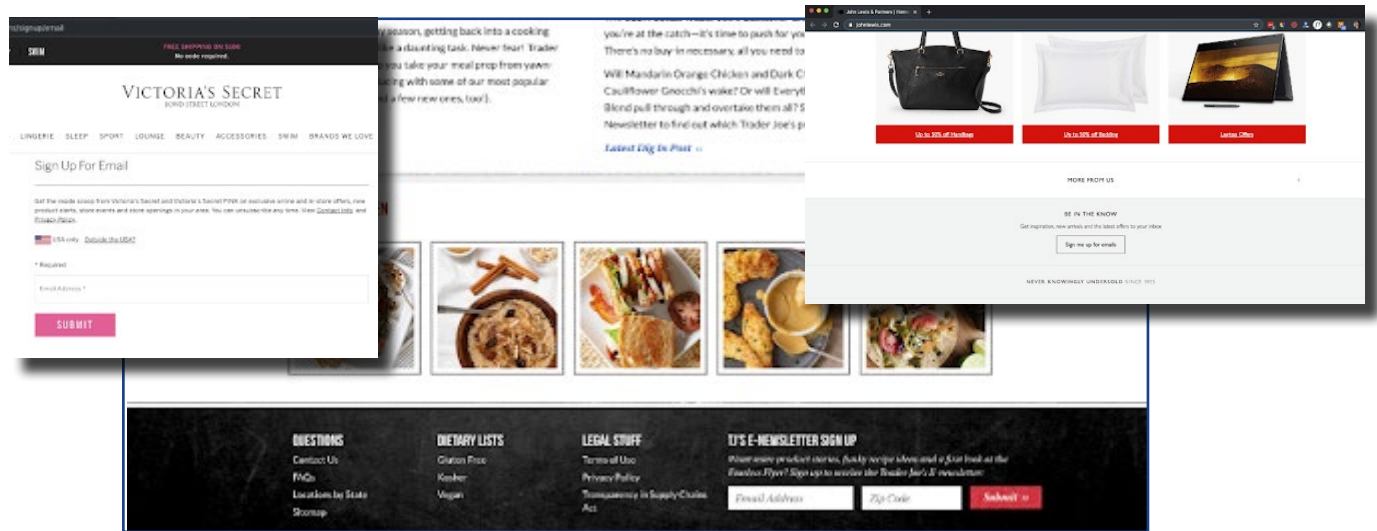
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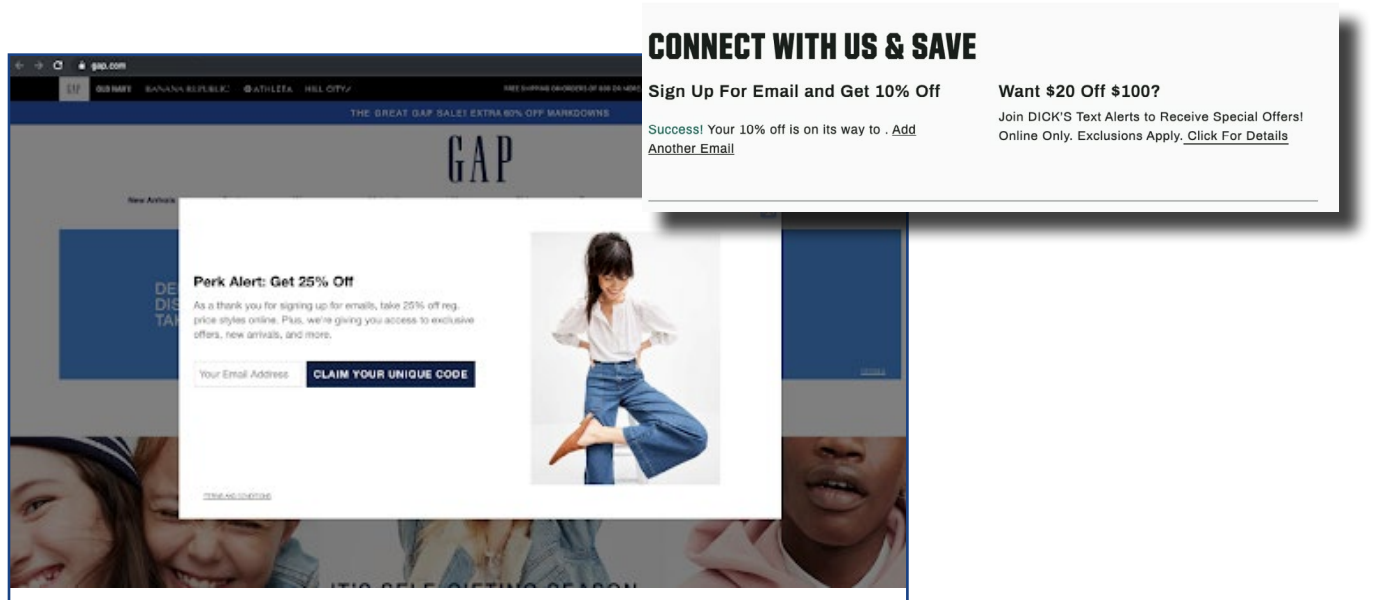
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It's also critical to set expectations about how often you might contact them via email, if you'll be using their email address for anything else (for example, to manage their account), or if you'll be sharing their information with other parties.

We found that 81.61% of the email-only sign-ups we analyzed listed future benefits of subscribing to their emails, whilst 8% offered a percentage (%) off your purchase, 5.8% a monetary sum off (£/\$) and 3.5% free postage/shipping (1.15% offered some other incentive specialized to their business).



Interestingly, **50%** of those offering a sign-up through the account creation process only **offered future email benefits** as an incentive, whilst 25% offered a percentage (%) off your purchase or free postage/shipping, and 25% another specialized incentive for their business specifically.



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It makes sense for the number of companies offering an incentive as part of the account creation process to be much higher; at this point the prospective customer is much closer in the funnel to making a purchase, but isn't quite there yet. If you're a company that offers discounts, this could be the thing that gets them over that line and making their first purchase with you.



Don't Cause a Barrier

When it comes to registering for your email program, we know that we have to make the process as easy as possible, alongside touting the benefits of receiving and subsequently opening our emails.

There are 2 elements that can get in the way of this.

1. Asking for too much information on sign-up

It's common knowledge that the more data you ask for at the point of sign-up, the fewer people will complete the action, but keep in mind that those who do will be more highly qualified. That's why we often see B2B sign-up forms (where subscribers are often simultaneously being prospected, with a sales team following up on the hot leads) and account sign-up processes being much more lengthy forms to complete; to sign-up for an account, it makes sense that you generally need more information from someone to complete the action.

Of those sign-up forms we analyzed, **48.8% collected an email address only, with 17.4% collecting 2 pieces of information and 33.7% asking for 3 or more data points.**



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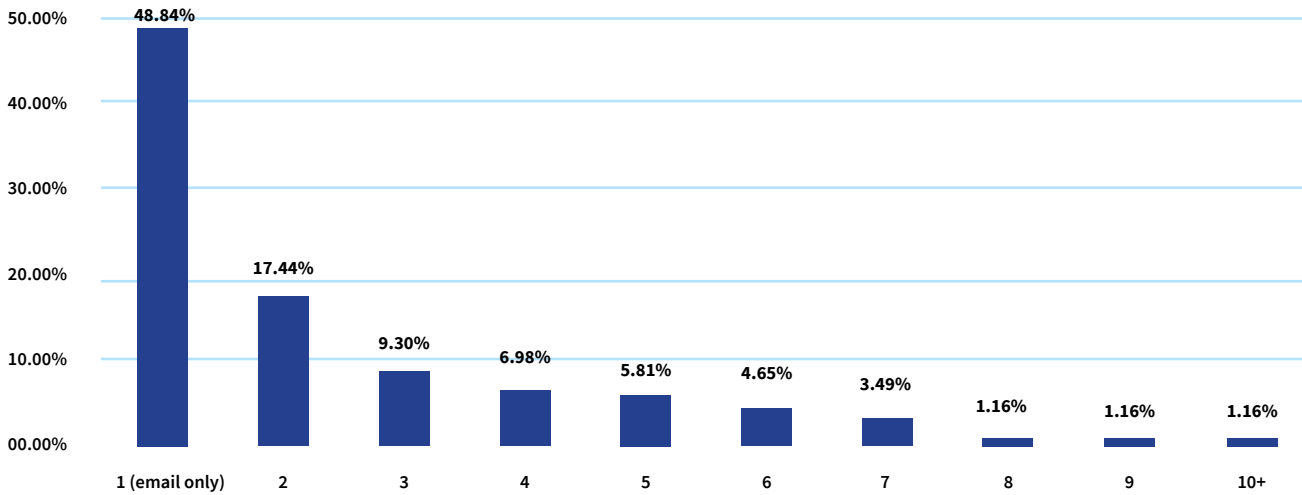
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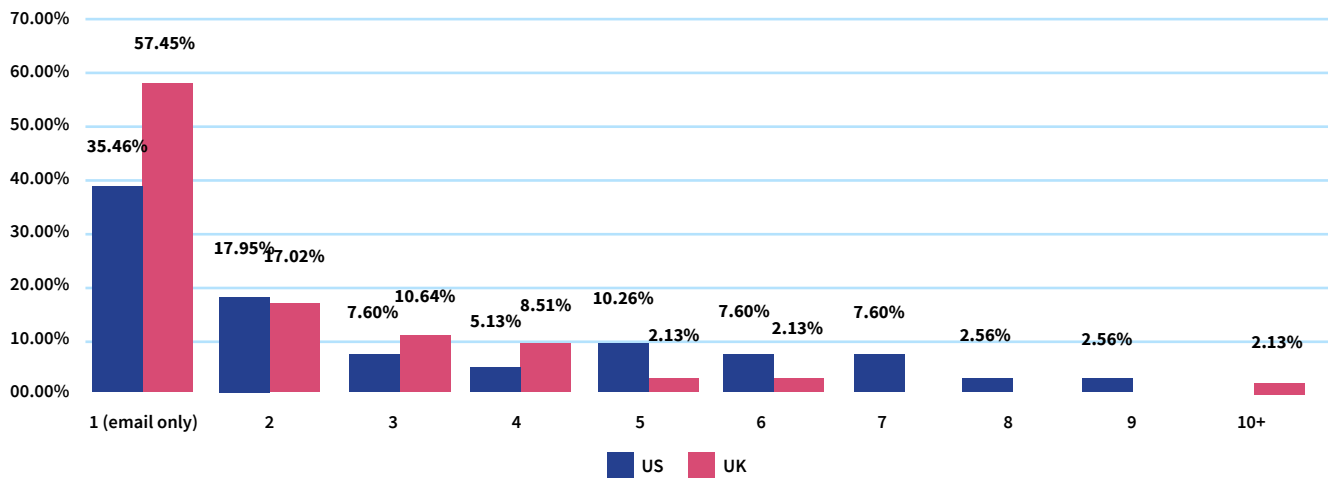
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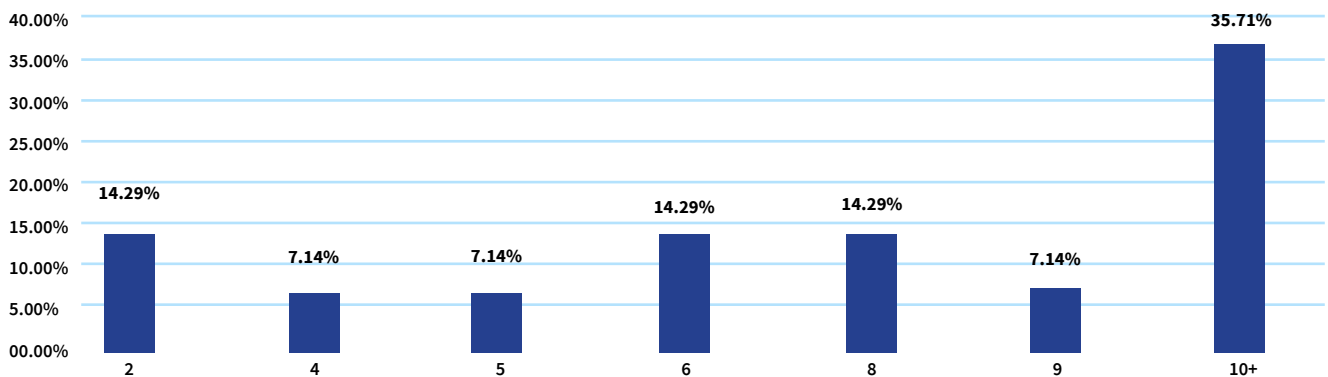
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On the whole, US retailers collected 22.13% less data than UK retailers.



Where the opt-in was part of an account sign-up process, 57.1% of those forms collected 8+ pieces of data. 28.6% collected between 2-4 pieces, and 14.29% asking for 2 pieces; with the US collecting 78% less data here.



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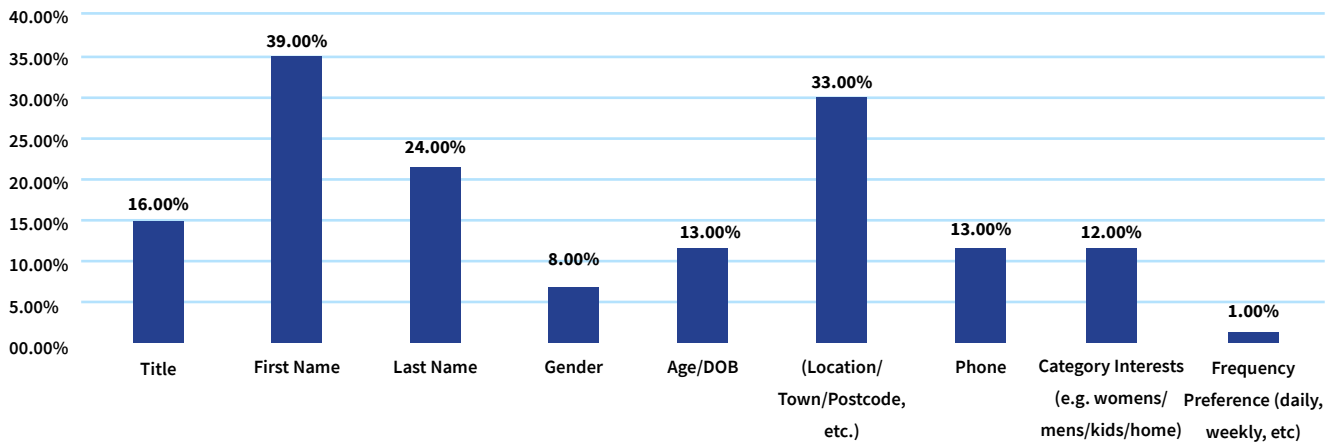
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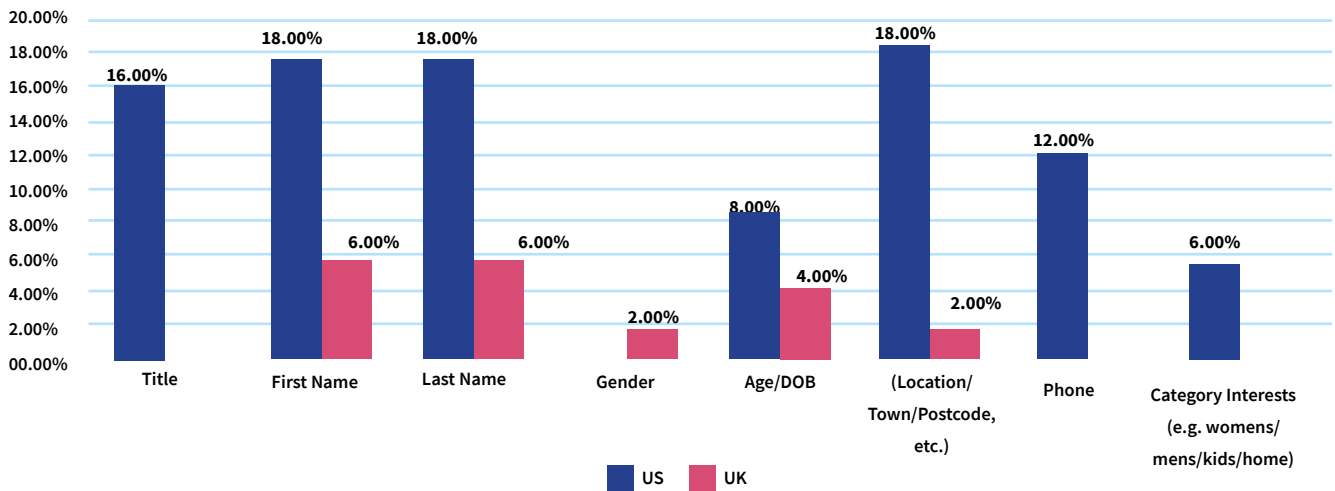
Of the data collected overall, **39% asked for the subscribers' first name**, 24% their last name (but only 16% their title, suggesting many weren't collecting last names in order to address them as "Mrs. Smith").

33% also asked for a location.



Only **12% collected any interest data**, which could be particularly useful in starting to target and personalize content from the start of the relationship. Looking at this by country, we can see that none of the US brands collected this interest data; and actually **only 20% collected anything other than email addresses!**

Although asking for too much information can hinder a sign-up process, analysing what would be 'business-critical' information to help you start to personalise the customer experience from the start of the relationship and collecting some of that data on sign-up (known data), is important to provide a much more targeted messaging strategy alongside other forms of information you may have (such as behavioural data).



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2. Not presenting an opt-in in an optimal way to encourage conversion

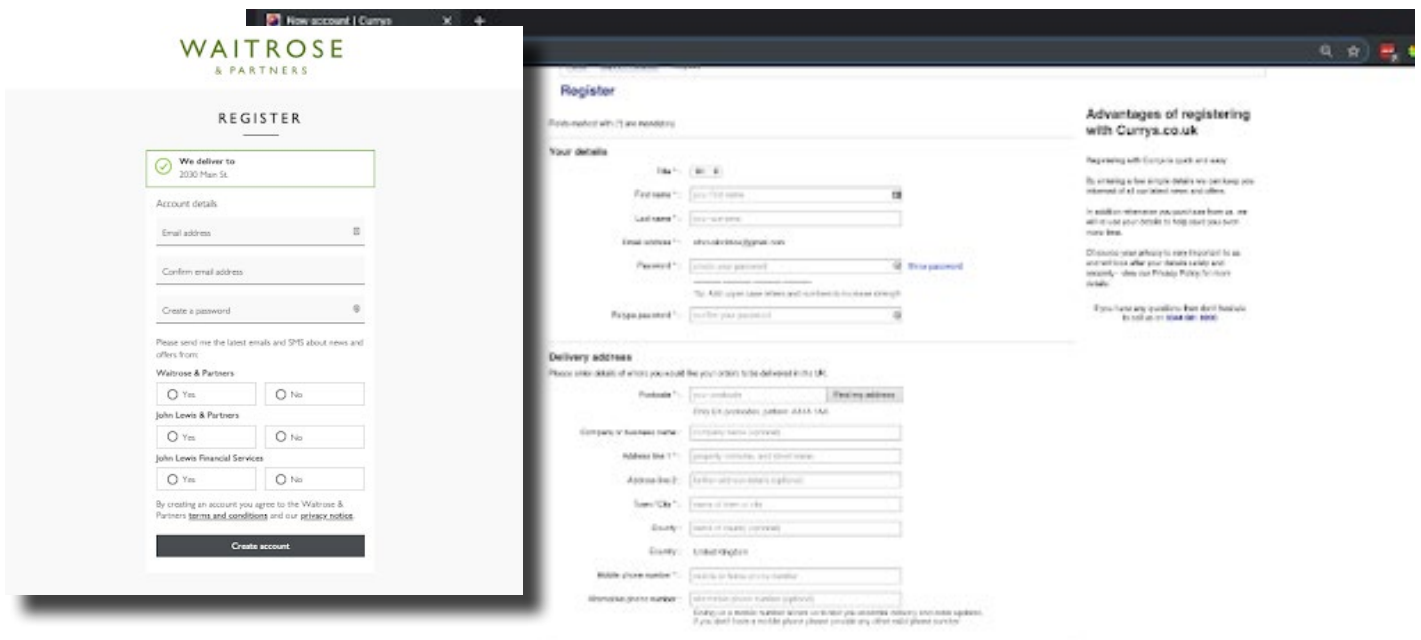
The wording you use on your forms, and the incentive you offer, can have a massive impact on your conversion rates to opt-in. But how you physically ask for that opt-in, especially when it's part of a bigger process such as an account sign-up, is absolutely critical.

There are three ways to do this:

1. Bundled consent with other marketing channels (not allowed in the UK under GDPR)
2. Unbundled consent with separate check-boxes for different marketing types (where applicable – or one check box for email, at least)
3. A yes/no option for each marketing channel, to gather separate consent

Of the businesses we analyzed for email-only sign-ups, 62.35% didn't have a checkbox on the form; perfectly acceptable and valid when it's an email-only form, and no other action but signing up to your emails is being taken. **41.18% confirmed the action with a non-checked opt-in box - in 16% of these cases, other marketing channels (such as SMS) were given as an option**, providing users the choice to opt-in only for the channel(s) they preferred.

As part of the account creation process, **66.67% offered a non-checked positive opt-in** (where the user has to explicitly say "yes" to receiving marketing communications), with **13.33% offering a yes/no option**.



As explained by the psychology principle, Zeigarnik Effect, people who are interrupted during a task with something that requires them to think and focus can improve their ability to remember it afterwards – offering a yes or no option that has to be chosen, does this. We also see that people are more likely to opt-in if they feel they have a choice.

Data shows that offering a yes/no option can lead to an increase in conversion by as much as 18%.

We saw the effect of using a non-checked opt-in as a default in action in Sunstain’s 2015 book ‘Choosing Not to Choose: Understanding the Value of Choice’. People tend to accept defaults as a recommendation, choosing not to choose; so, offering a non-checked opt-in that needs to be ticked **will in effect, drastically reduce your opt-in conversion rate as it is the default option**. Sunstain documents many instances of where switching the sense of defaults has had dramatic effects.

This was backed up by Eric Johnson’s study “Defaults, Framing, Privacy: Why Opting In-Opting Out”. Here, Johnson tested the results of offering opt-in and out; where one of the tests performed looked at **not providing any default option** so the customer must make a conscious choice – provide **both** a yes and no choice, with **neither pre-checked**.

Question	Percent Participating
(1) Do NOT notify me about more health surveys. <input type="radio"/> Yes <input checked="" type="radio"/> No	76.9
(2) Do NOT notify me about more health surveys. <input type="radio"/> Yes <input type="radio"/> No	70.8
(3) Do NOT notify me about more health surveys. <input checked="" type="radio"/> Yes <input type="radio"/> No	44.2
(4) Notify me about more health surveys. <input type="radio"/> Yes <input checked="" type="radio"/> No	59.9
(5) Notify me about more health surveys. <input type="radio"/> Yes <input type="radio"/> No	88.5
(6) Notify me about more health surveys. <input checked="" type="radio"/> Yes <input type="radio"/> No	89.2

The result for test (5), the version with a yes and no option neither of which was pre-checked, saw **88.5% give a positive permission**; in this version the user had to answer in order to complete the form - continuing with neither yes or no selected was not an option.



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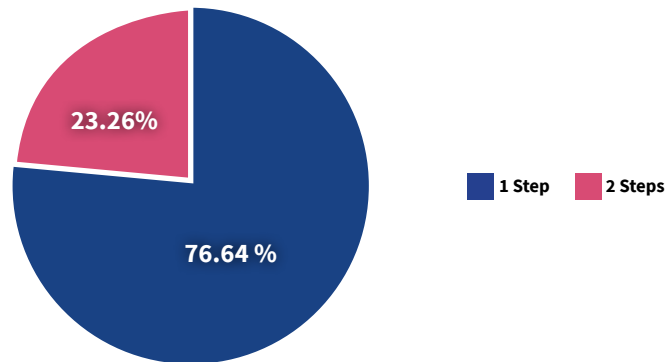
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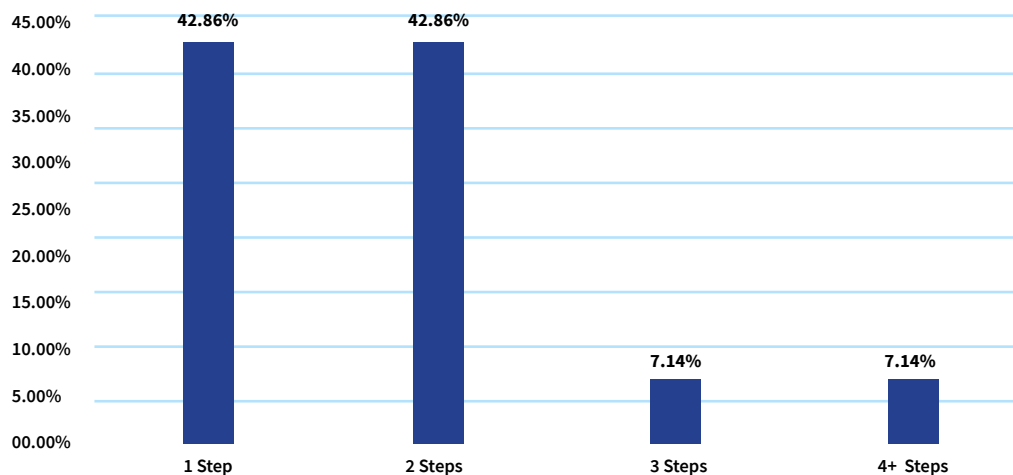
WHEN we collect our data is also key.

One way to counteract any negative drop-off experienced as a result of collecting more than a few pieces of data upon sign-up, is to use a **chained (multi-step) sign-up approach**; this involves asking for a little more information along a gated sign-up process, with each stage submitting independently of the next.

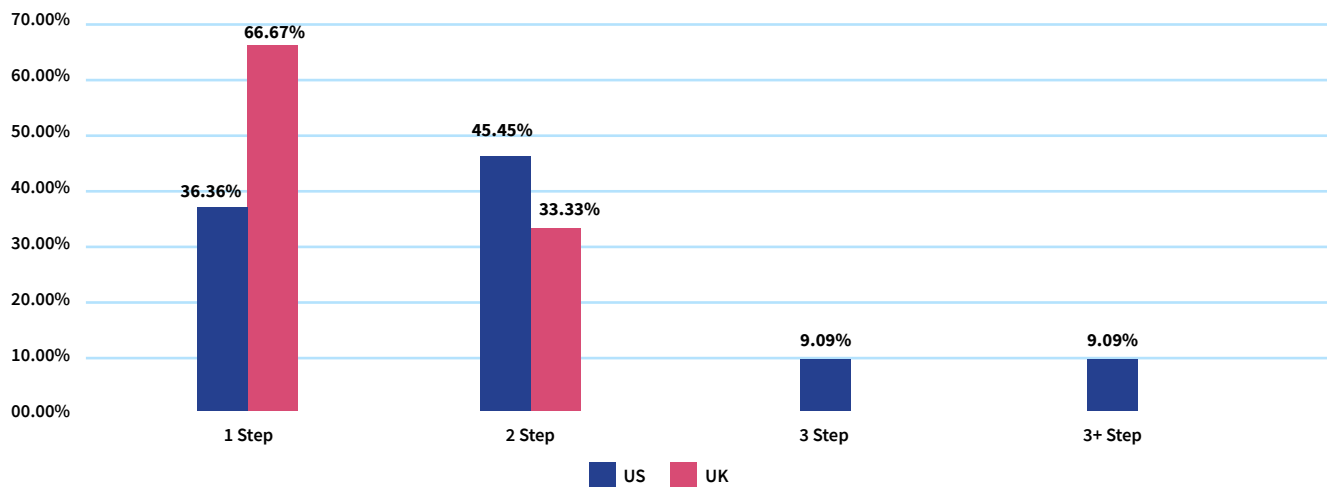
Of our retailers, **76.74% of those email-only sign-ups consisted of just 1 step to collect the data, and 23.26% included 2 steps** – none of the retailers we looked at used a process with more than 2 steps.



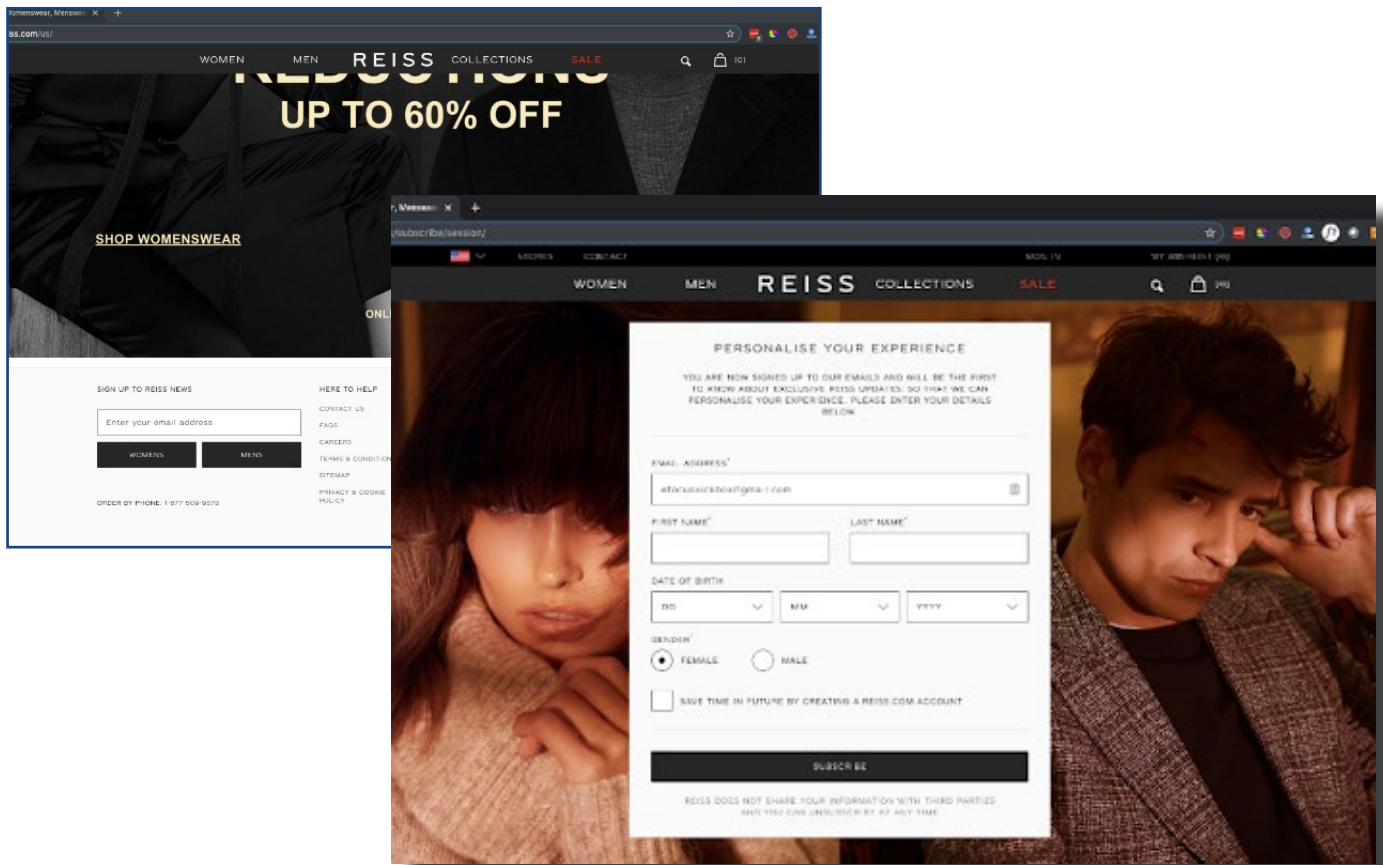
Overall for both regions, as part of the account sign-up process, this was mostly the same (85.71% used 1 or 2 steps – with an even split between them), but 14.28% used 3 or 4+ steps to complete the process and collect the data required; with both of these longer processes occurring for brands in the UK market.

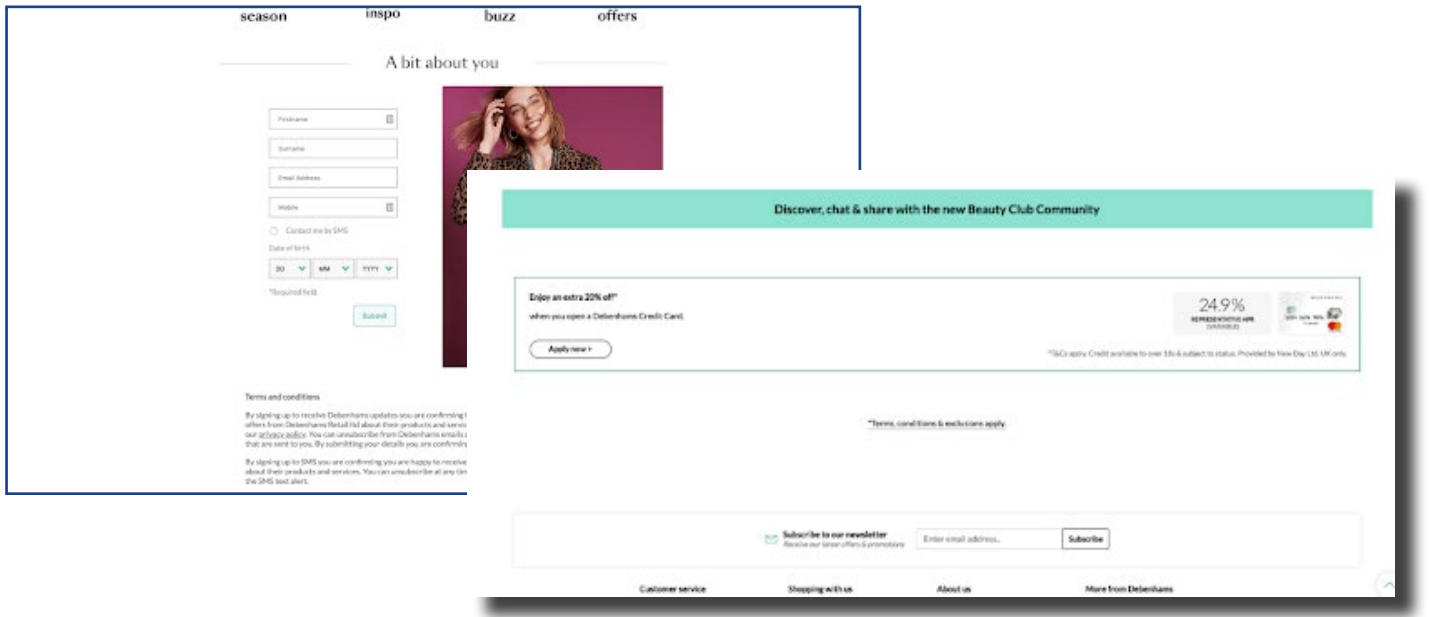


For each region individually, here's the stats looked:



Two-step sign-up forms often collect minimal data in step one (such as email address, as in the examples shown here) and then go on to ask for more information from the new subscriber in step 2.





Ensure Accuracy Of Your Data

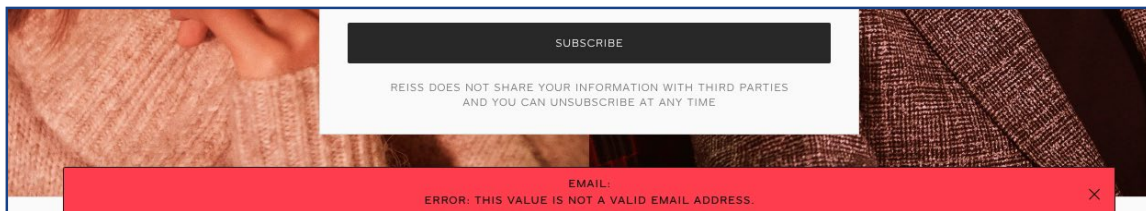
We need to ensure that the data we do collect is as accurate as possible – especially when it comes to the most important piece of information; the email address!

The majority of customers visit your website or your physical store location only once, and we know that it can cost, on average, five times more to attract a new customer than it does to retain an existing one.

Increasing your customer retention rates by just 5% increases profits by 25% to 95%, according to research done by Frederick Reichheld of Bain & Company. So making sure that you have a prominent sign-up form that encourages these one-time visitors to engage with you further; one that collects a valid email address allowing you to do so, is critical.

Shockingly, we found that 91% of the forms allowed for mistyped email addresses to be entered and submitted.

This equated to 90.7% of all the email-only sign-up options and 92% of the account creation types of sign-ups. Even worse, 2% of all forms we tested couldn't be submitted because they either required a payment method to open an account, or the form did not work at all!



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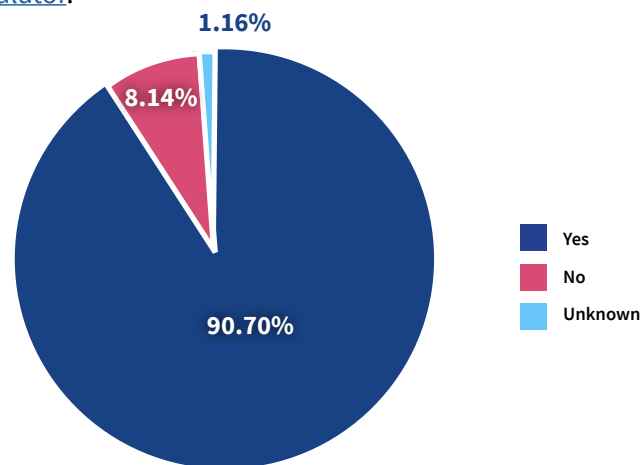
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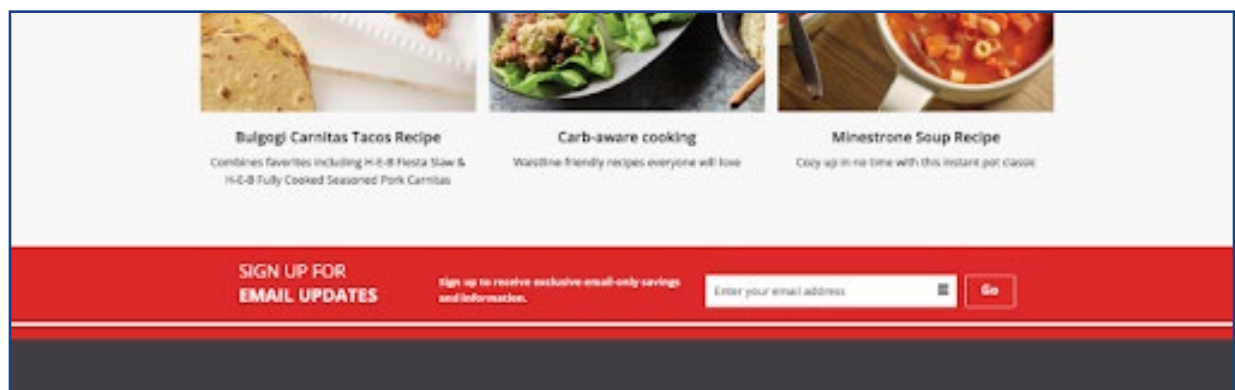
If each subscriber is worth on **average £41 (or approx. \$51) to a B2C business in Lifetime Value** (Source: DMA Marketer Tracker 2019), and on **average 0.24% of email sign-ups hard bounce** (Source: Mailchimp benchmarks – Retail Industry) because the email address has been mistyped and doesn't exist, then on a database of 1,000,000 subscribers, **this is a loss of around £98,000 / \$122,000!**

Not to mention the potential impact on your overall deliverability if your bounce rate is higher - it's very common for sign-up programs and welcome emails to generate hard bounce rates between 5-10% - this would equate to as much as £4.1m / \$5.1m on these values! That's an enormous amount of revenue just left on the table that could be easily saved.

To calculate the potential revenue saved based on your organization's list size and value per email, check out Kickbox's [email verification calculator](#).



Implementing an email address confirm option, as 13% of ecommerce retailers in our study are doing (where there is a second prompt to again enter your email address, as shown in the example below, and this cannot be copied over but has to be retyped), or even better, using a real-time address verification tool (such as Kickbox, of course!), you will prevent many of these incorrect addresses from being entered into your form.



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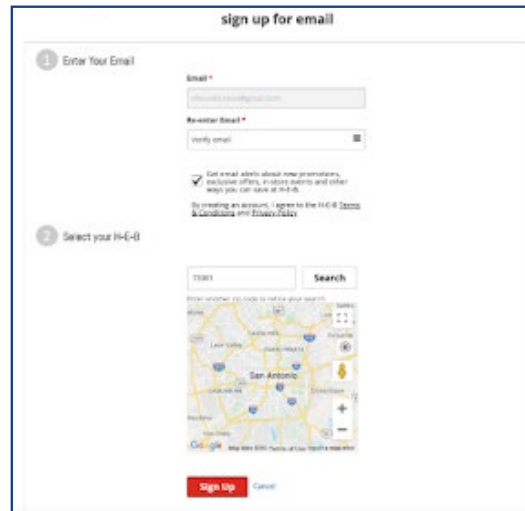
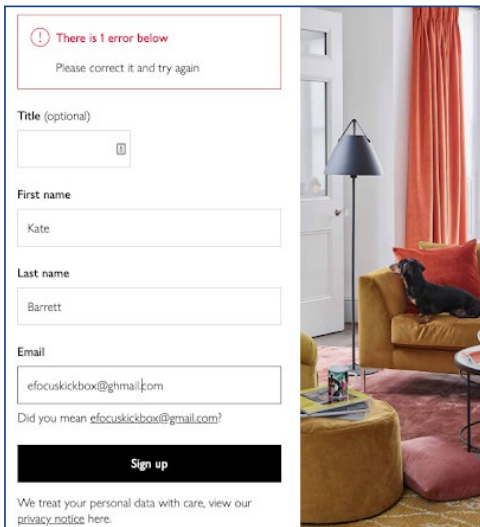


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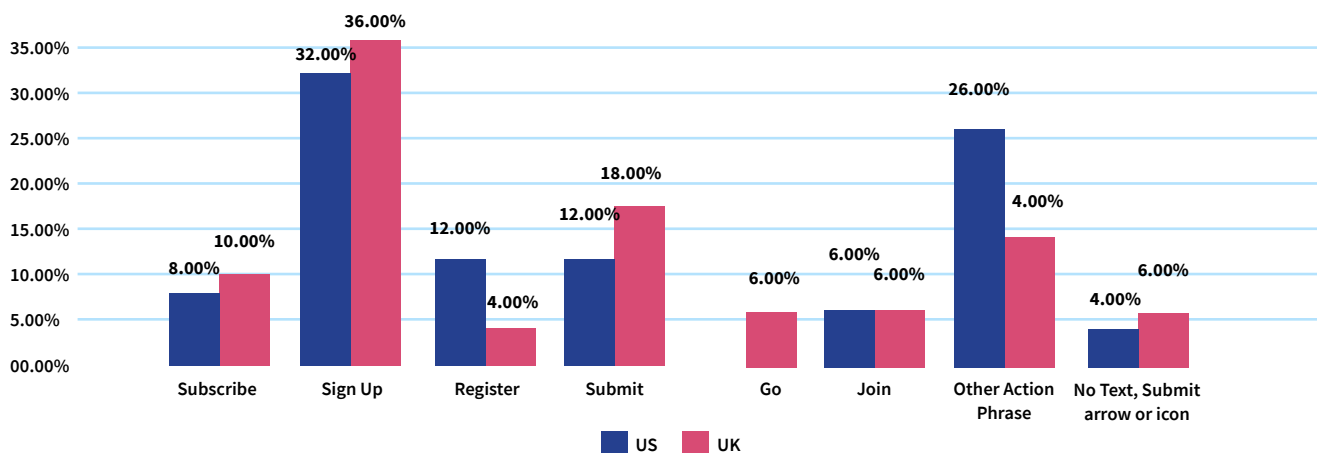


Real-time email address verification in action, ensuring a sign-up who had mistyped their gmail address can be successfully added to your list.

With real-time verification, you can also set your sign-up process to not allow things like role addresses or disposable email addresses, which can be risky for deliverability.

We found that **15% of brands are still using the generic ‘Submit’ call-to-action button wording** for their email/account sign-ups. **34% have transitioned to ‘Sign-Up’, 17% went with ‘Subscribe’ or ‘Register’, and 20% use a variety of other phrases.**

Click Me! Click Me!



The remaining 5% aren't using any words at all, instead opting for a submit arrow or icon.



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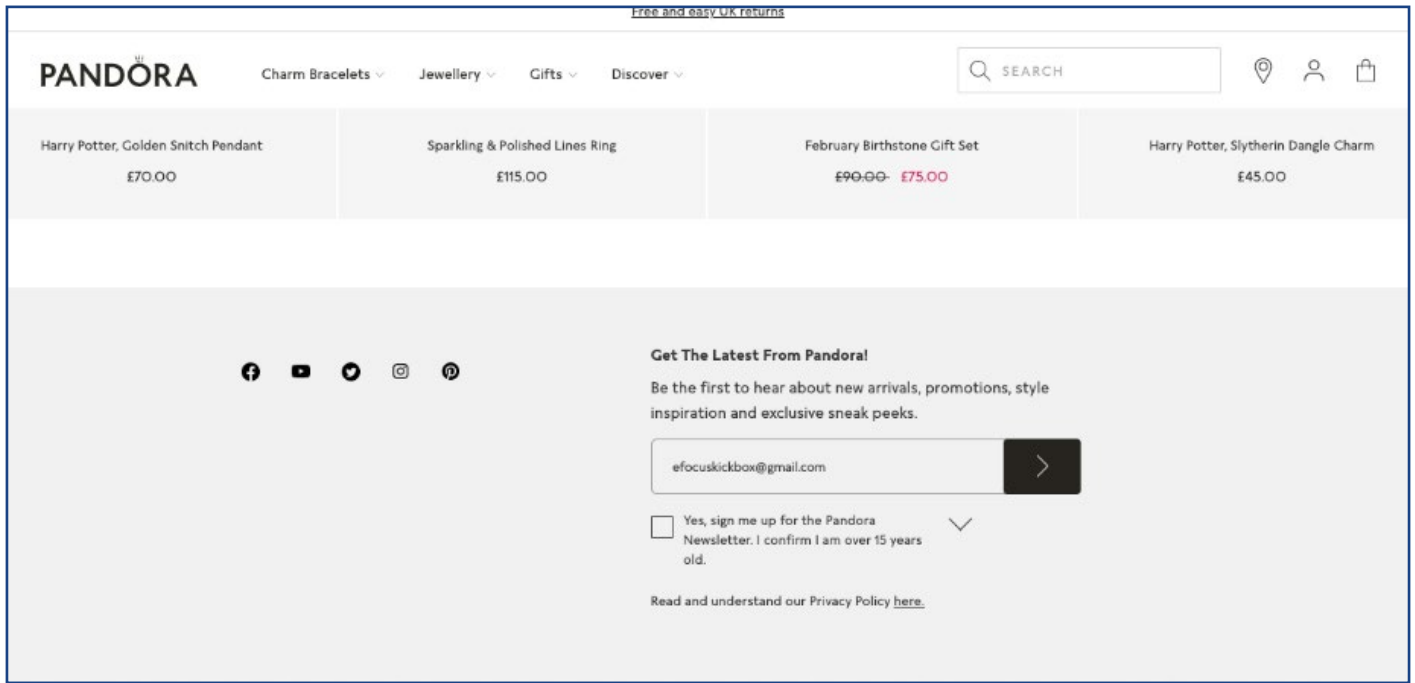
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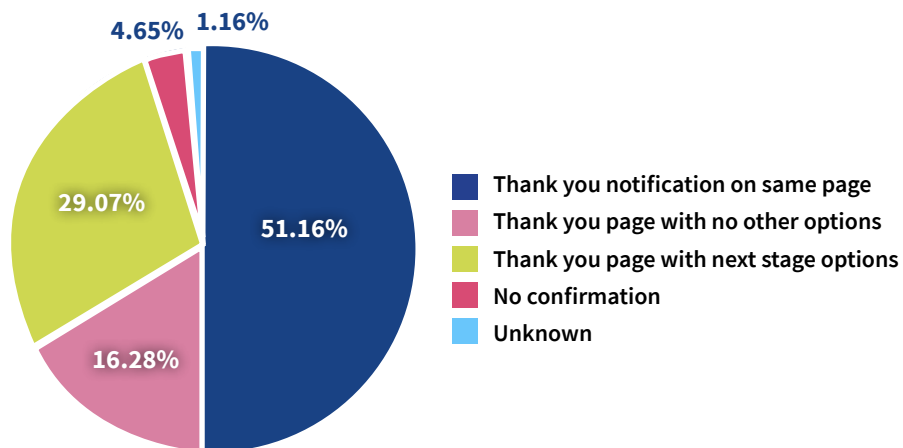


THE POST SIGN-UP BLUES

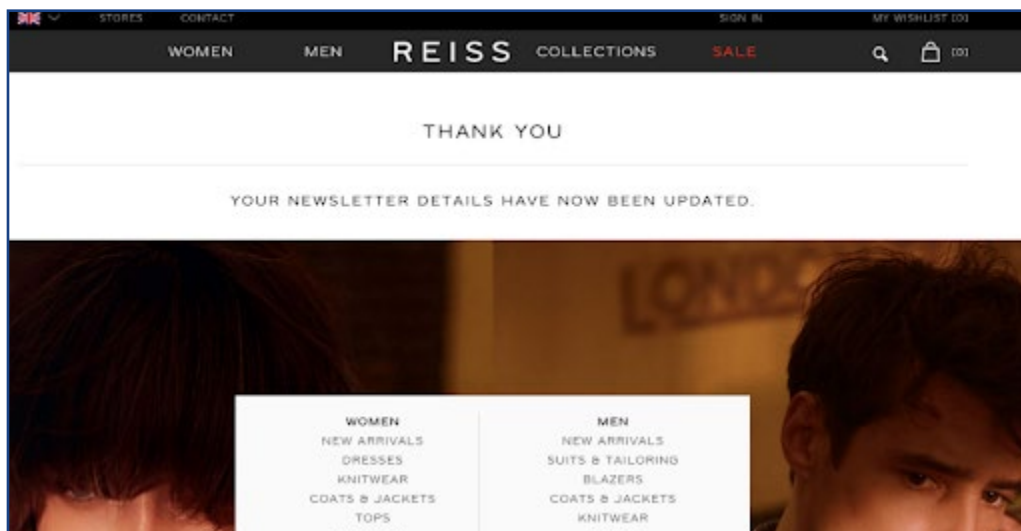
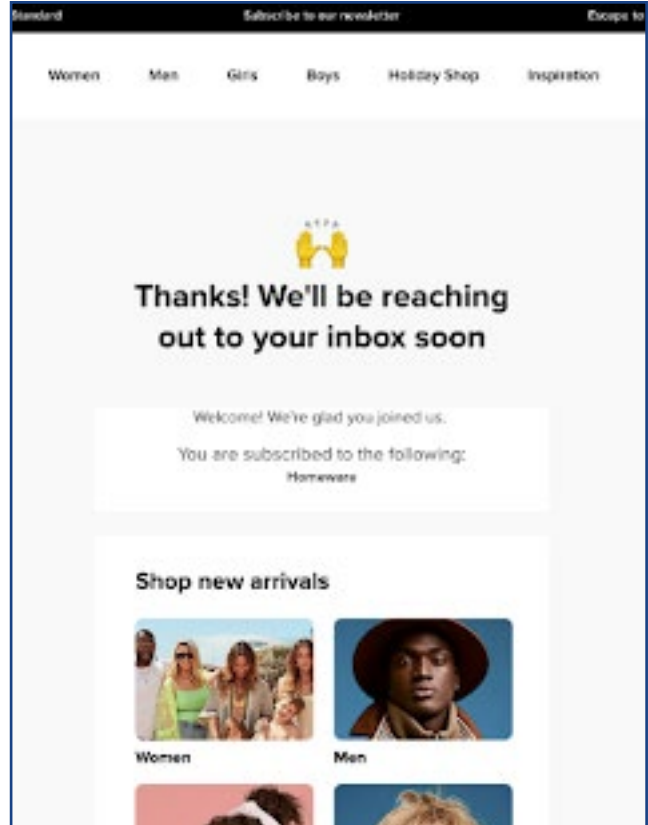
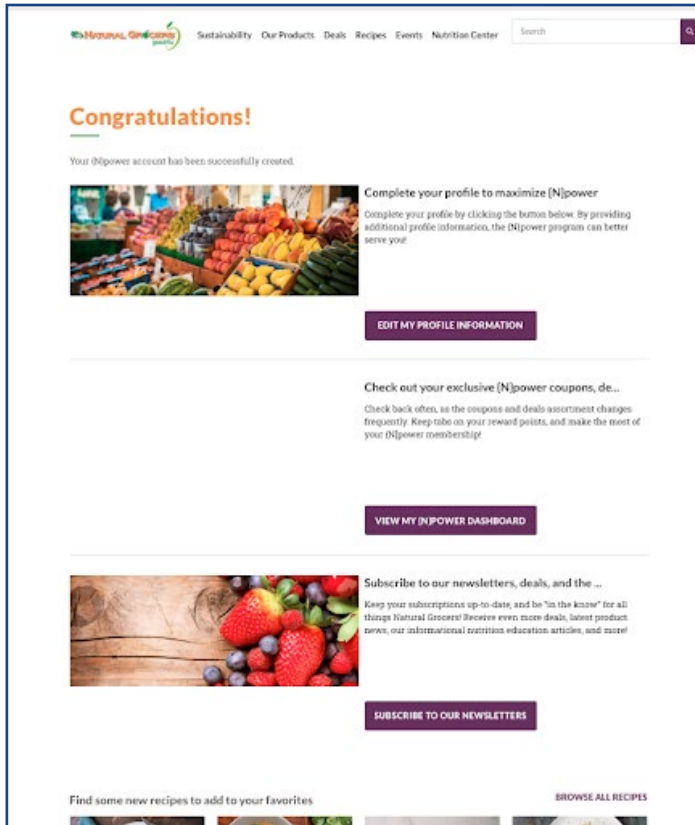
Post email sign-up, **51.16%** of the companies we looked at kept a **‘thank you’ notification on the same page**, and left the subscriber to their own devices, whilst **16.28% did the same, but on a specific landing page**.

This is a real missed opportunity for brands to communicate with a prospect at a point when they are extremely engaged with your company.

We recommend leading them through to the next action you want them to take; whether that be to explore key categories or popular products or to read inspirational blog posts. Don't just leave them hanging after they sign up!



Promisingly, **29% did offer next-stage options** (almost twice as many in the US as the UK) – but many of these were just the basics; e.g. “return to homepage”.



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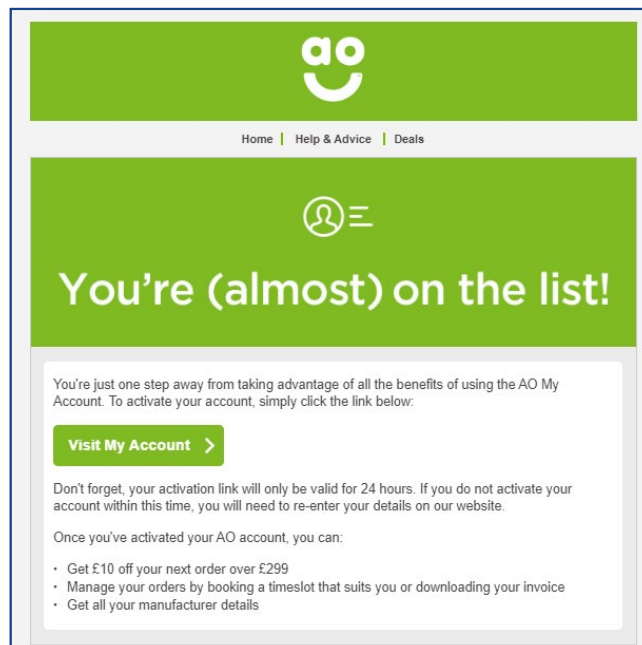
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We saw only 6% of brands utilizing double opt-in to confirm an account or email sign-up; two thirds of which were from UK brands and 25% of them were associated with account creation confirmations - as illustrated in the example from AO below.



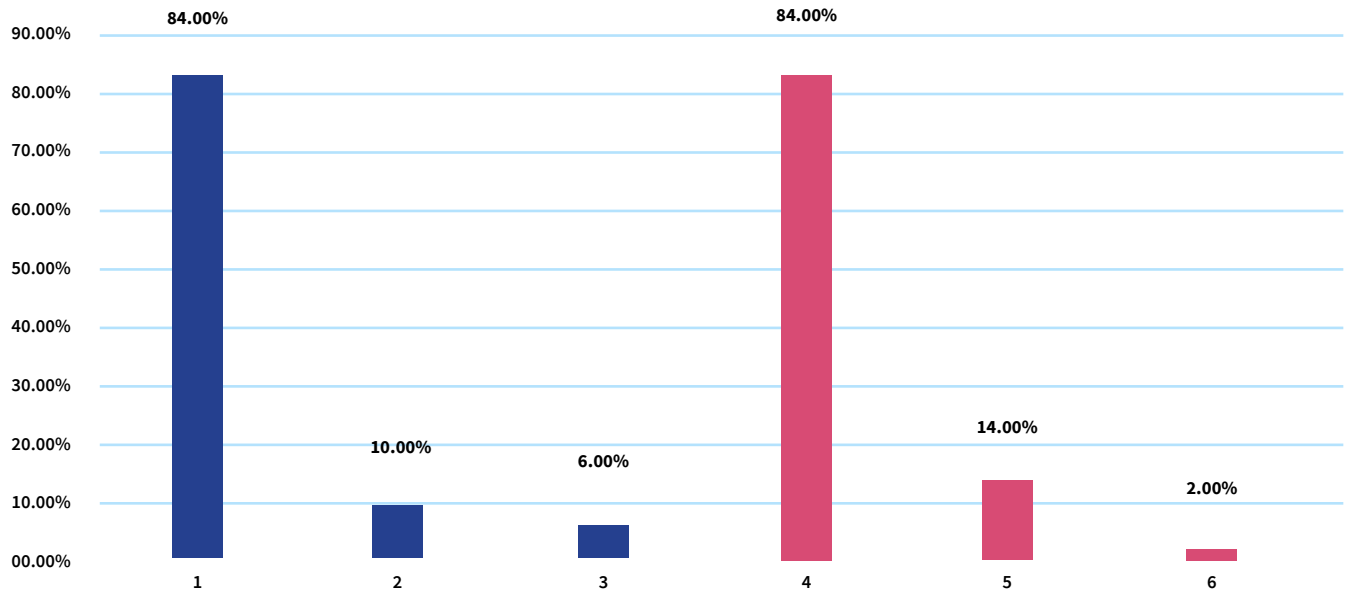
Asking subscribers to double opt-in can be a good way to confirm they have used a real email address and are engaged before you start sending any other email communications. But in most instances, double opt-in isn't necessary for good-quality sign-ups; especially if you have real-time verification in place on your forms to minimize incorrect email address format entries. It just adds another step into the process and you'll see a drop off in your confirmed email subscribers' numbers.

However, the way AO have used this technique is a good example of confirming the email address for an account creation process. They are doing a great job of reiterating why this step is necessary and the benefits of doing so. Think of this as the "quality over quantity" approach.

It all started with Hello...

Making a good first impression is something we strive for in real life, and should also do online. After all, you only get one chance to make a first impression.

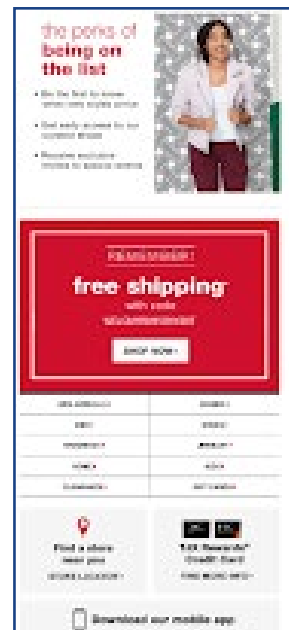
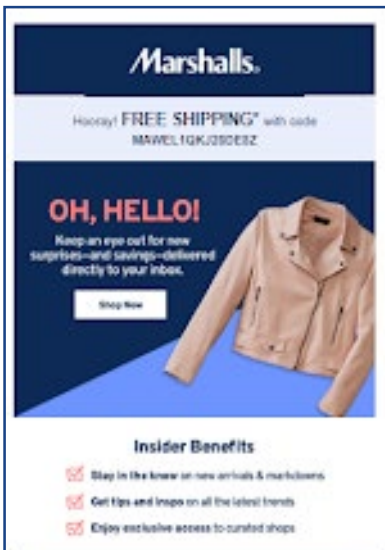
- **Welcome emails have 86% higher open rates than other marketing emails. (Source: optinmonster)**
- **74% of new subscribers expect to receive a welcome email. (Source: myemma)**
- **Subscribers who receive welcome emails show 33% more long-term brand engagement than those who don't. (Source: myemma)**



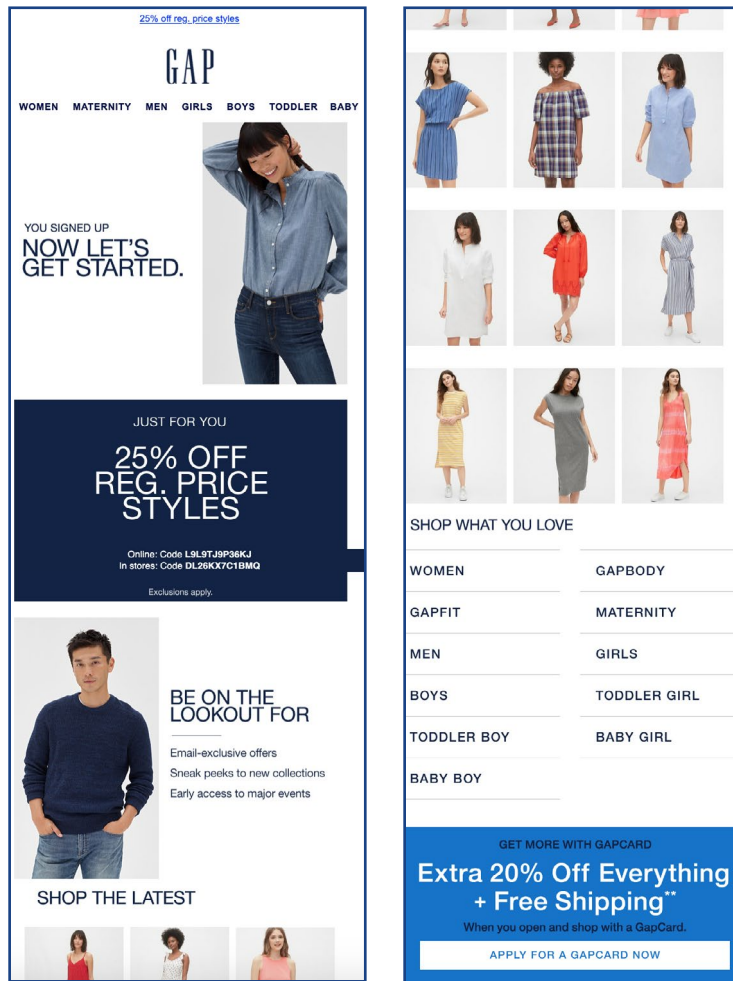
And the brands we looked at certainly didn't disappoint: 84% of both the UK and US brands alike sent us a welcome email. Fantastic!

3 examples of these included:

Marshalls & T.J.Maxx – not only do they both deliver the expected opt-in incentive that was promised (a free shipping code), they reiterate the benefits of signing up, lead you to explore the 3 ways to shop with them and highlight their key product category areas.



Gap US goes one step further, also offering a selection of products to inspire the subscriber.



CONCLUSION

The ways in which you drive visitors to your website to opt-in to your email list, then present them with an opportunity to do so, and the data you collect as part of that process, are all critical to kicking off the relationship with your subscribers in the right way, and maximizing your acquisition opportunities.

There are a lot of good processes that we've seen during this review, but there is also a lot of room for improvement in the way we are treating customers at the beginning of their journey with our brands in many cases; in order to set the scene for future interactions.

Making sure you regularly test and optimise your sign-up process and then the initial stages for your post sign-up interaction with your subscribers is imperative to gain the best results.

HOW THE REPORT WAS CONDUCTED

We signed up to the email programs of 50 US and 50 UK-based retailers in a variety of sectors and analyzed the sign-up process of each in a number of different areas.

The brands we looked at were:

US retailers analyzed

Category	
Fashion	10
Combined Retailer	9
Food & grocery	7
Sports & outdoors	4
Shoes	4
Self-Care	4
Jewellery	4
Home improvement	4
Electronics	4
Grand Total	50

Name	URL to opt-in form	Category
Target	https://www.target.com/c/exclusive-offers-ways-to-shop/-/N-4so35	Combined Retailer
Walmart	https://www.walmart.com/	Combined Retailer
Amazon	https://www.amazon.com/	Combined Retailer
Costco	https://www.costco.com/	Combined Retailer
BJ's Wholesale	https://www.bjs.com/	Combined Retailer
Dollar General	https://www.dollargeneral.com/	Combined Retailer
Marshall's	https://www.marshalls.com/us/store/index.jsp	Combined Retailer
T.J.Maxx	https://tjmaxx.tjx.com/store/index.jsp	Combined Retailer
Bed Bath & Beyond	https://www.bedbathandbeyond.com/	Combined Retailer
Newegg	https://www.newegg.com/	Electronics
Best Buy	https://www.bestbuy.com/	Electronics
H.H. Gregg	https://hhgregg.com/	Electronics
Fry's	https://www.frys.com/workflow/AcctMaint/fryspromocom/subc.jsp https://secure.nordstrom.com/signin?returnUrl=https://secure.nordstrom.com/my-account/rewards	Electronics
Nordstrom	https://www.macys.com/account/createaccount?cm_sp=my_account--sign_in--create_account	Fashion
Macy's	https://www.macys.com/account/createaccount?cm_sp=my_account--sign_in--create_account	Fashion
Zara	https://www.zara.com/us/	Fashion
H&M	https://www2.hm.com/en_us/customer-service/newsletter.html	Fashion
Victoria's Secret	https://www.victoriasecret.com/subscriptions/signup/email	Fashion



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Gap	https://www.gap.com/	Fashion
Banana Republic	https://bananarepublic.gap.com/	Fashion
Urban Outfitters	https://www.urbanoutfitters.com/	Fashion
American Eagle Out-fitters	https://www.ae.com/us/en	Fashion
Men's Wearhouse	https://www.menswearhouse.com/	Fashion
H.E.B	https://www.heb.com/	Food & grocery
Food Lion	https://www.foodlion.com/shop-and-earn/	Food & grocery
Whole Foods	https://www.amazon.com/wholefoods/email	Food & grocery
Aldi	https://www.aldi.us/en/about-aldi/sign-up-for-email-newsletter/	Food & grocery
Save-A-Lot	https://savealot.com/save-lot-email-sign	Food & grocery
Trader Joe's	https://www.traderjoes.com/fearless-flyer	Food & Grocery
Natural Grocers	https://www.naturalgrocers.com/join	Food & grocery
Home Depot	https://www.homedepot.com/	Home improvement
Lowe's	https://www.lowes.com/	Home improvement
Ace Hardware	https://www.acehardware.com/	Home improvement
Tractor Supply Co	https://www.tractorsupply.com/	Home improvement
Pandora	https://us.pandora.net/	Jewellery
Tiffany & Co	https://www.tiffany.com/	Jewellery
Blue Nile	https://www.bluenile.com/	Jewellery
Zales	https://www.zales.com/fashion-homepage	Jewellery
Sephora	https://www.sephora.com/	Self-Care
Scentbird	https://www.scentbird.com/	Self-care
CVS	https://www.cvs.com/	Self-Care
Walgreens	https://www.walgreens.com/	Self-Care
Zappos	https://www.zappos.com/	Shoes
Aldo	https://www.aldoshoes.com/us/en_US/crew/join	Shoes
Rack Room Shoes	https://www.rackroomshoes.com/trendshop	Shoes
Famous Footwear	https://www.famousfootwear.com/	Shoes
Gander Outdoors	https://www.ganderoutdoors.com/	Sports & outdoors
Academy	https://www.academy.com/	Sports & outdoors
Cabela's	https://www.cabelas.com/user/subscribe_dispatch.cmd	Sports & outdoors
Dick's Sporting Goods	https://www.dickssportinggoods.com/	Sports & outdoors



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UK Retailers Analyzed

Category	Number
Fashion	10
Food & Grocery	7
Self-Care	5
Sports & outdoors	4
Jewelery	4
Home Improvement	4
Shoes	3
Electronics	3
Grand Total	50

Name	URL to opt-in form	Category
Argos	https://www.argos.co.uk/	Combined Retailer
Debenhams	https://www.debenhams.com/	Combined Retailer
John Lewis	https://www.johnlewis.com/	Combined Retailer
Marks and Spencer	https://www.marksandspencer.com/	Combined Retailer
Fortnum and Mason	https://www.fortnumandmason.com/	Combined Retailer
House of Fraser	https://www.houseoffraser.co.uk/	Combined Retailer
Matalan	https://www.matalan.co.uk/	Combined Retailer
Littlewoods	https://www.littlewoods.com/	Combined Retailer
Oliver Bonas	https://www.oliverbonas.com/	Combined Retailer
Amazon UK	https://www.amazon.co.uk/	Combined Retailer
Dixons Carphone	https://www.dixonscarphone.com/	Electronics
AO	https://ao.com/	Electronics
Currys PC World	https://www.currys.co.uk/	Electronics
Reiss	https://www.reiss.com/	Fashion
River Island	https://www.riverisland.com/	Fashion
Missguided	https://www.missguided.co.uk/	Fashion
BooHoo.com	https://www.boohoo.com/	Fashion
French Connection	https://www.frenchconnection.com/	Fashion
Farfetch	https://www.farfatch.com/uk/	Fashion
New Look	https://www.newlook.com/uk	Fashion
ASOS	https://www.asos.com/	Fashion
Next	https://www.next.co.uk/	Fashion
Asda	https://www.asda.com/	Food & Grocery



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Tesco	https://www.tesco.com/	Food & Grocery
Sainsburys	https://www.sainsburys.co.uk/	Food & Grocery
Waitrose	https://www.waitrose.com/	Food & Grocery
Lidl	https://www.lidl.co.uk/	Food & Grocery
Iceland	https://www.iceland.co.uk/	Food & Grocery
Co-operative	https://www.coop.co.uk/	Food & Grocery
Wickes	https://www.wickes.co.uk/	Home Improvement
Screwfix	https://www.screwfix.com/	Home Improvement
B&Q	https://www.diy.com/	Home Improvement
Homebase	https://www.homebase.co.uk/	Home Improvement
Claire's	https://www.clares.co.uk/	Jewellery
Pandora	https://uk.pandora.net/en/	Jewellery
Swarovski	https://www.swarovski.com	Jewellery
Boots	https://www.boots.com/	Self-Care
Superdrug	https://www.superdrug.com/	Self-Care
Savers	https://www.savers.co.uk/	Self-Care
Lloyds Pharmacy	http://www.lloydspharmacy.com/	Self-Care
Schuh	https://www.schuh.co.uk	Self-Care
Shoezone	https://www.shoezone.com/	Shoes
Kurt Geiger	https://www.kurtgeiger.com/	Shoes
Office	https://www.office.co.uk/	Shoes
Saltrock	https://www.saltrock.com/	Sports & outdoors
Sports Direct	https://www.sportsdirect.com/	Sports & outdoors
JD Sports	https://www.jdsports.co.uk/	Sports & outdoors
Shein	https://www.shein.co.uk	Sports & outdoors
Zalando	https://www.zalando.co.uk/	Fashion
HSamuel	https://www.hsamuel.co.uk/webstore/jewellery.do	Jewellery

REPORT CONTRIBUTORS



ABOUT EFOCUS MARKETING

eFocus Marketing is a leading specialist email marketing agency providing a dedicated resource to companies looking to optimise, automate and grow their email marketing.

From strategic consulting to full-service management and training, we address every aspect of an email programme to produce successful campaigns.

If you want to boost your conversions, fix deliverability problems or increase response rates, eFocus Marketing can help. Our team of experts will work out the best options for your business and offer solutions in bite-size pieces so that you can focus on quick wins as well as longer term changes to become a better sender and increase your results.

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ABOUT KICKBOX

Kickbox is a white hat service provider, whose team has been building email technology for more than a decade -- from anti-spam to email encryption. This knowledge and experience comprises the foundation on which Kickbox is built and has helped us become the leader in the email verification industry.

Kickbox provides technology that promotes email best practices and improves deliverability. Our mission: ensure customers with opt-in contacts get their message to the inbox and to prevent all the rest from hitting Send.

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