NextoFriends

# Premium social networking systems

* **Match.com** - **$29.99** a month ($12.99 if you sign up for six months)
* **EHarmony.com** - **$60** a month or $250 per year.
* **JDate.com** - **$34.99** a month
* **Lavalife.com –** Member browsing credits **$14.99** for 50, **$39.99** for 200
* **Matchmaker.com -** **$24.95** per month or $95.95 per year
* **Friendfinder.com** - standard membership **$22.94** a month, or **$99.94** for Gold
* **Perfectmatch.com** - **$99.95** for three months or **$249.95** per year.
* **Personals.yahoo.com** - **$24.95** for "casual" or **$39.95** for advanced features

Top 11 countries by mobile phone subscribers

1. China  - **350 Million**
2. USA  -  **170 Million**
3. Japan  - **89 Million**
4. Germany - **68 Million**
5. Russia - **65 Million**
6. UK - **58 Million**
7. Italy - **58 Million**
8. France  - **45 Million**
9. Spain - **39 Million**
10. Mexico - **37 Million**
11. Poland - **21 Million**

# Email Marketing Statistics and Metrics

The following outlines statistics for email marketing campaigns  
  
**Click to open**

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| |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | --- | | **Email Sample** | **B2B Newsletter** | | | **Ecommerce Email** | | | | **ISP/Domain** | **Open** | **CTR** | **CTOR** | **Open** | **CTR** | **CTOR** | | AOL | 12.0% | 3.2% | 26.7% | 14.4% | 8.2% | 56.9% | | Earthlink | 42.1% | 2.6% | 6.2% | 47.4% | 14.6% | 30.8% | | Hotmail | 30.0% | 7.5% | 25.0% | 24.8% | 8.9% | 35.9% | | Yahoo! | 21.2% | 5.8% | 27.4% | 23.5% | 9.2% | 39.1% | | All Other Domains | 42.5% | 10.6% | 24.9% | 40.9% | 11.2% | 27.4% | | Total | 39.6% | 9.9% | 25.0% | 33.6% | 10.9% | 32.4% | | Variance: Low-High | 30.5% | 8.0% | 21.2% | 33.0% | 6.4% | 29.5% | | Source: EmailLabs | | | | | | | |

Time of Day Online Users Check Personal Emails at Work

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| |  |  | | --- | --- | | **Time of Day** | **% of Users** | | Sporadically Throughout The Day | 47% | | First Thing When They Arrive | 25% | | At Lunchtime | 18% | | During Afternoon Break | 8% | | Right Before They Head Home | 2% | |  | | |

# Most Important Advertising Tactics for 2007

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| |  |  | | --- | --- | | **Advertising Tactic** | **Percentage** | | Email Marketing | 83.2% | | Search Marketing | 61.7% | | Display Ads | 36.2% | | Ad Networks | 31.9% | | Contextual Targeting | 27.7% | | Traditional Direct Marketing | 27.7% | |