Another highly successful year for Springer’s online marketing activities:

- Springer has a database of more than 1.1 million users and customers on springer.com
- Springer.com, our marketing platform, received more than 20 million visits in 2009
- 53% of springer.com users come from Google and other search engines
- Springer sent out close to 19 million promotional eMails in 2009 with a Click Through Rate of 7–18%
- Springer books received 74 million book visits on Google’s Book Search platform

Springer.com: Page Views & Visits

Over 20 million Visits (+25% over 2008) resulted in over 60 million Page Views (+13%)

Delivered eMailings and eAlerts

Close to 19 million eMails were delivered (+35%)

Click Through Rates (CTRs) – All Campaign Types

eCampaigns resulted in Click Through Rates between 7% and 18%


74 million Book Visits (+85%) and 782,000 Buy Clicks (+77%)

Banner Ads on SpringerLink (Generated by Springer Marketing)

Over 480 million Page Views on SpringerLink resulting in 340,000 Click Throughs to springer.com

Glossary

- Visits: A series of requests from the same uniquely identified client. A visit is expected to contain multiple page views
- Page Views: A page view or page impression is a request to load a single page of an Internet site
- Click Through Rate: Obtained by dividing the number of users who clicked through an eMail by the total number of delivered eMails
- Book Visits: A book visit on Google is registered each time a unique user views a Springer book
- Buy Click: Each time a user clicks on a Buy Link on Google, a “Book Visit with Buy Click” is registered
- Direct Load: Users visiting springer.com directly without coming from referrer URLs such as Google