Reviewer’s report

Title: Do personalised e-mail invitations improve recruitment of breast cancer survivors into a web-based behaviour change intervention?

Version: 3 Date: 20 April 2015

Reviewer: Annie Lau

Reviewer’s report:

This report provides the evidence that an email invitation that addresses participants by first and last name will more likely result in a positive recruitment rate compared to a generic email. The manuscript is well-written. Although the findings are very straight-forward, they re-affirm the importance of doing that "extra" step when attempting to recruit participants using online means.

For clarification, authors should consider providing in Appendix the actual email template that was used in both groups. They should also consider providing a simple flowchart diagram of how participants were contacted for recruitment, and the way personalised email were generated according to their surname order.

For future research, authors could consider investigating the question of whether sending participants such personalised email during the study will result in lower study attrition rate compared to using generic email.

Level of interest: An article whose findings are important to those with closely related research interests

Quality of written English: Acceptable

Statistical review: Yes, and I have assessed the statistics in my report.

Declaration of competing interests:

I declare that I have no competing interests