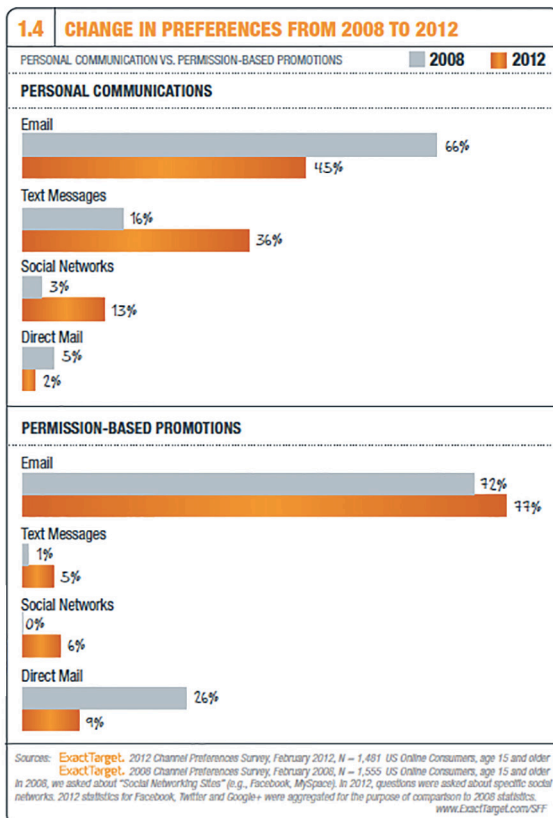


## Email is the leading direct channel in terms of daily use and consumer preference for both personal and marketing communications.

Email marketing has a massive potential reach and most consumers have indicated that they prefer to be contacted by brands through email communications. According to a recent email study, 64 percent of marketers indicated that their company's spend on email marketing were set to increase. Email is a great and cost-effective way to reach a high volume of consumers and through correct targeting, it can generate more leads than any other marketing channel.

Social media, text messaging, likes, shares and tweets, have become increasingly popular but email still remains the most effective way to engage customers with targeted marketing communications. Mobile devices have also allowed consumers to receive email messages anytime, anywhere. Email clearly still plays a huge role in marketing communications.

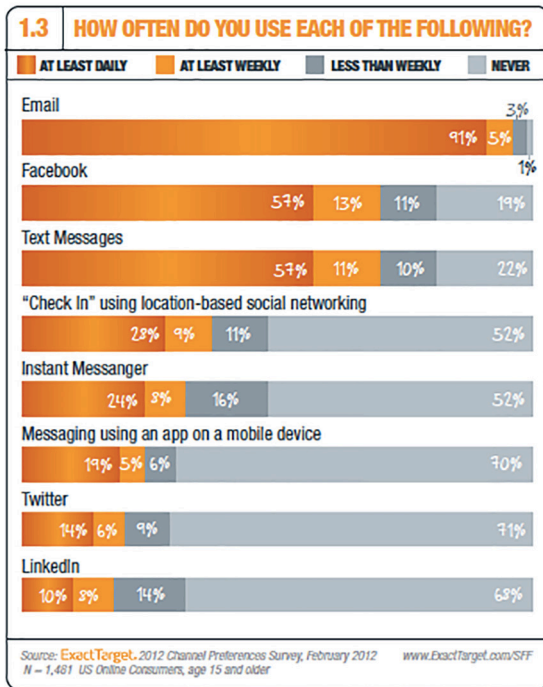


### Results from a recent marketing study:

77 percent of consumers listed email as their preferred channel for receiving opt-in marketing communications. Only 6 percent chose social media and 5 percent chose text messages.

For every \$1 spent on email marketing, the average return on investment (ROI) is \$44.25, according to the Direct Marketing Association (DMA).

Around a quarter of email accounts are corporate accounts, making email marketing well suited to B2B as well as direct consumer marketing.



Consumers use email more frequently than any other media channel.

91 percent of consumers stated that they checked email at least once a day.

Only 57 percent of consumers stated that they use Facebook daily, 14 percent stated they check Twitter daily and only 10 percent checks LinkedIn daily.

Only 57 percent said that they use text messaging daily.

The chart to the left shows that email is used more frequently than social media, text messaging, and instant messaging on a daily basis.

A targeted email marketing campaign can help you reach new customers, generate leads, maximize your ROI and increase revenue. Integrate your email campaigns with your social media and online advertising campaigns and you have far more chance of engaging each customer and maximizing your marketing dollars. Contact us today to find out how we can help you.

## About eTargetMedia

eTargetMedia has the knowledge and experience to implement a comprehensive email marketing strategy that will produce measurable results in traffic, customer acquisition, and revenues. eTargetMedia's services include online and offline direct marketing, including; Targeted Email Lists, Postal Lists, Email Append and Creative Services.

Our service and commitment to excellence means that not only will you see vast improvements, but you will have the benefit of utilizing our ongoing support and services to further enhance and develop your email marketing presence.

**Contact us to see how we can help you plan and manage a successful email campaign:**

**Phone: 888.805.3282**

**Email: [info@eTargetMedia.com](mailto:info@eTargetMedia.com)**

**Web: [www.eTargetMedia.com](http://www.eTargetMedia.com)**

**Learn more at [www.eTargetMedia.com](http://www.eTargetMedia.com)**