

How Mobile Is Giving New Life to Email Marketing

By: eTargetMedia

Email marketing has been around a long time but it is more powerful today than it has ever been. Mobile usage trends have brought new life to email marketing and have made the email inbox portable. Today, no one is ever really offline. Over *90% of US adults check their email from mobile devices* and now email can be checked on the go 24/7 from any location. That reason alone has propelled email as the top performer in the digital marketing space.

Mobile Devices and Email

More consumers are opening marketing emails via mobile devices every day. According to Litmus, desktop represents 19% of all email opens, webmail 26% and mobile email 55%. Brand marketers are getting better at delivering email messaging that is optimized for mobile devices so retailers are starting to see *strong conversion rates* tied to this trend. Recent surveys have found an increasing number of conversions are now coming from mobile devices. With the resurgence of email marketing, it is possible to deliver the right message at any time.

Online Shopping and Mobile Devices

Online shopping is more convenient than ever before. In a recent study by Zeta Global, over 70% of online shoppers said they were willing to purchase products on whatever device was convenient. *M-commerce is expected to become a major channel for shopping this year* and this is going



to help email become even more powerful. Mobile and email have both shown strong growth over the past year and shopping on mobile devices has developed into an approved way for customers to make their purchases. Mobile traffic represents well over a third of retail site visits and with daily increases in mobile orders and mobile email opens there is no sign of mobile or email's growth easing.

With a growing mobile market, it is becoming more and more important to integrate mobile trends into your email marketing campaigns. Give your customers the best experience possible by making sure all of your email campaigns are optimized for mobile devices.