

Email Continues to Deliver Strong ROI and Value for Marketers

Median ROI for Select Channels / Formats According to US Marketers, June 2016

Email	122%
Social Media	28%
Direct Mail	27%
Paid Search	25%
18%	Online display*

Note: *return on ad spending

Source: Direct Marketing Association (DMA) and Demand Metric, "2016
Response Rate Report," July 28, 2016

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www.eMarketer.com

The email audience is growing, engaged and increasingly mobile

Despite whisperings of its decline in recent years, email remains a growing, go-to channel for marketers. A June 2016 survey of US marketers conducted by the Direct Marketing Association (DMA) and Demand Metric found that email had a median ROI of 122%—more than four times higher than other marketing formats examined, including social media, direct mail and paid search.

Source eMarketer.com

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.

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

Phone: 888.805.3282

Email: info@eTargetMedia.com

Web: www.eTargetMedia.com