

8 Statistics that Prove Email Marketing is Alive and Growing



Email marketing has been around a long time and it's success continues to grow year after year. According to the latest Email Statistics Report from the Radicati Group, people will send and receive 281 billion emails per day this year and 3.8 billion email users are expected worldwide by the end of the year. According to the DMA, more than 85% of US adults use email and 99% of those users use it everyday. Email is the preferred communication tool for both marketers and consumers with consumers stating that they prefer email for communicating with the brands that they do business with over all other marketing channels. Email marketing is evolving and email marketers will continue to see great performance and opportunities ahead of them.

Here are our top 8 statistics that prove email marketing is alive and growing.

1 Email Marketing Delivers a Strong ROI

According to a report by the DMA and Demand Metric, email delivers a median ROI of 122%, which is more than four times higher than other marketing channels including social media at 28%, direct mail at 27%, paid search at 25% and display advertising at 18%.

2 Email Has the Lowest Cost Per Acquisition

According to the DMA's Statistical Fact Book, email has the lowest CPA per dollar spent at \$10.23. Email's CPA also beat social media at \$21.95, direct mail at \$23.75, paid search at \$21.50 and display advertising at \$19.50.

3 Email Open Rates Are Increasing Steadily Year After Year

Email open rates have increased steadily over the past six years. Email open rates are the strongest they have ever been at 28.8%, according to the North American Email Benchmarks and Trends Report.

4 Email Is an Important Tool for Attracting New Customers

Email marketing is the single most important channel for attracting new customers. Email has the highest acquisition rate of all digital and offline marketing channels at 87%, according to a study from NAPCO Research & Target Marketing

5 Email Has the Highest Customer Retention Rates of All Digital and Offline Marketing

Email marketing delivers the highest customer retention rates at 90%, out-performing all other marketing channels including TV, radio, direct mail, mobile marketing, search, digital media and social media marketing, according to NAPCO Research & Target Marketing.

6 Millennials Prefer Email When Connecting with Brands

Over 73% of millennials chose email as their preferred communication method when connecting with the brands they do business with. Millennials even stated that they prefer connecting with brands through email over social media, according to a study from Adestra.

7 Mobile Email Opens Have Grown by 180% in the Past Three Years

The increase in smart phone use is helping email to evolve and stay relevant in today's mobile world. More email is read on mobile devices than on desktop email clients. Over 55% of email opens occur on smart phones and tablets which is an increase of over 180% in the past three years.

8 Email Has the Largest Reach

Over 3 Billion email accounts are in use today and email is used across all generations. There's no marketing channel with a wider reach than email.

Email is getting smarter everyday and shows no signs of slowing down. Email will continue to improve and continue to deliver strong ROI and results in the future. As more investments are made in the technology, email will get even better and be even more effective for both marketers and consumers.