



Email Marketing Ranked as the Top Digital Marketing Channel for ROI for the Third Consecutive Year

Email marketing is the **top ranking digital marketing channel for producing Return on Investment (ROI)**, according to a new study released by Adestra and eConsultancy. Over 1,200 global marketers were polled in the study and for the third year in a row, email and brand marketers ranked email marketing as the top digital marketing channel for ROI.

Email marketing beat out search marketing, display advertising and even social media marketing to be the top ROI producer. Over 75% of global marketers stated that email was either an “excellent” or “good” channel for revenue and 76% of agency marketers stated that their email marketing campaigns generated successful return on investment. The majority of marketers stated that they track opens, clicks, and conversions to determine ROI. More comprehensive email tracking could produce even greater returns if marketers tracked and measured the success of their campaigns to implement on future campaigns.

Email continues to be the most effective marketing channel and email marketers who embrace successful email tactics including email marketing automation, email personalization, mobile responsive email design and email interactivity are seeing the best results. Email marketers who implement a comprehensive email strategy that focuses on targeting the correct audience through email segmentation and continuous email tracking, testing and optimization will reap the rewards of email marketing including a positive ROI.

Visit eTargetMedia online to learn more about how we can help you plan and implement an effective email marketing strategy at www.etailermedia.com.

Source: MediaPost - <https://www.mediapost.com/publications/article/299475/study-email-king-of-revenue-but-lacking-resource.html>