



# 10 Email Marketing Statistics That You Need to Know Now

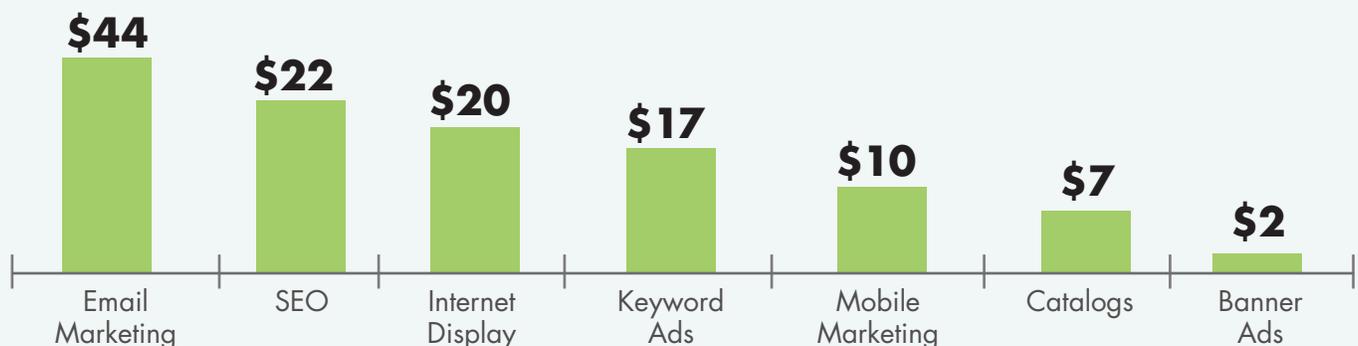
The rise of social media and mobile marketing have had a big impact on digital marketing but Email Marketing continues to deliver the highest returns on investment of any marketing channel. Email data proves that successful email marketing continues to grow and is leading all other digital marketing strategies. The rise in use of smart phones, tablets and mobile devices has given every consumer immediate, on-the-go access to emails which is helping to drive the success of email marketing. In addition, social media has given marketers a new space to promote their email newsletters, increase email subscribers and offer special marketing campaigns that combine social media with email marketing. The following statistics prove that email marketing is thriving and delivers the highest engagement, sales and conversion rates of all digital channels.

01

## Average Email ROI is Over 44:1

According to the Direct Marketing Association (DMA), for every \$1 marketers spend on email, the average ROI is \$44.

### ROI PER \$1 SPENT



**02 Email Delivers More Leads Than Any Other Marketing Channel**

42% of businesses listed email marketing as the top digital marketing channel for lead generation.

**03 Most People are Reading Emails on Smart Devices**

More people are reading email on their phones than on desktop computers (over 85% of them are using a smart device).

**04 Email Open Rates Are Growing**

Email open rates are the highest they've been since 2005 and are growing month-over-month.

**05 Integrating Social Media Sharing with Email Helps Increase Click Through Rates**

E-mail messages that include a social sharing button generate 30% more click throughs than emails without a social sharing button.

**06 Email Effectiveness is Increasing**

43% of email marketers say email effectiveness is increasing and that they expect it to increase even more in the future.

**07 Over 70% of Consumers Read Email on their Phones Everyday**

Over 70% of US consumers read email on their phones everyday (that's over 100 million people) and that number is increasing daily.

**08 The Number of Email Accounts is Projected to Grow to Over 5 Billion**

The number of worldwide email accounts is projected to grow from over 4 billion accounts in 2014 to over 5 billion email accounts by the end of the year.

**09 Email's Customer Acquisition Rates is 40 Times Higher than Social Media**

Email is 40 times more successful at acquiring new customers than either Facebook, Twitter or any social media site.

**10 Email Drives Online and Offline Purchases**

81% of online shoppers said they were likely to make purchases (online or at a store) as a result of a targeted email campaign.