



# 10 Impressive Email Marketing Statistics that Prove Email is the Leading Marketing Channel

By: eTargetMedia

The total number of worldwide email users, including both business and consumer email users is exploding every day. There are currently over 3.9 billion email accounts in use and the email audience is forecasted to grow to 4.9 billion by 2017. Over 91% of consumers check their email at least once per day. This gives marketers a tremendous opportunity to reach new and existing customers through targeted, email marketing communications.

Email marketing provides a better Return On Investment than any other marketing channel including, Pay Per Click advertising, social media, content marketing, affiliate marketing, offline direct marketing, online display advertising, and mobile marketing. Email marketing is thriving and businesses are continuing to see very high ROI returns from their targeted and opt-in email marketing campaigns. Integrate email with your overall marketing mix and see your ROI soar.

Contact eTargetMedia to develop an email marketing plan that's fully integrated into your overall marketing mix and will increase your ROI.

# 10 email marketing statistics that you need to know

01

## The number of email accounts is exploding every day

There are nearly 3.9 billion email accounts worldwide. That number is expected to increase to 4.9 billion by the end of 2017. That's tremendous growth over the next few years. With email usage increasing around the world, you need to make sure that your email marketing messages are highly targeted, personal and relevant to your customer's preferences.

02

## 95% of online consumers use email

95% of online consumers use email and 91% of those consumers reported checking their email at least once a day, with many checking their email many times throughout the day. US internet users average 3.1 email addresses, including personal and business email addresses. This gives you an opportunity to target customers for both consumer and business product and services.

03

## Mobile access to email is exploding

An impressive 72% of US online adults send and receive personal and business emails via smartphone everyday, according to Forrester Research. User access to email via mobile devices is also increasing tremendously. Mobile email allows marketers to send targeted email messages to consumers on the go and on the one device they have with them at all times.

04

## Email is better at acquiring customers than social media

A recent study found that email is 40 times better at acquiring new customers than social media including Facebook and Twitter combined. The rate at which email motivates purchases is three times that of social media and the average order value is also 17 percent higher. Email marketing is a better investment and generates higher ROI than social media marketing campaigns.

05

### **Consumers spend more time with email than any other digital activity**

A survey of US internet users showed consumers spent more time per week with email than any other digital activity including social media such as Facebook and Twitter, texting, digital gaming, watching online videos and more.

06

### **Email couponing and special offers work**

A recent study showed that 7 in 10 people use coupons or special offers from marketing emails on a regular basis. Sending special offers, discounts or email coupons to your customers is a great way to create brand loyalty and motivate your customers to purchase products and services from your business.

07

### **Consumers like targeted email marketing messages**

A survey conducted by Harris Interactive found that people actually like targeted email marketing messages especially when they are based on previous shopping behaviors. 81% of US online shoppers said they were likely to make additional purchases as a result of targeted emails.

08

### **Consumers say email is their preferred form of communication**

48% of consumers say email is their preferred form of communication with brands and 70% of consumers say they always open emails from their favorite companies. Sending targeted email messages is a great way to increase sales from loyal customers and reach potential new customers.

**09****Email is effective for lead generation**

62% of businesses say email is their most effective lead generation channel with 88% of Business-to-Business marketers citing email as the most effective lead generation marketing tool. Email is not only effective, but by far the most widely used tool for B2B marketers in generating leads. Nine in ten (88%) marketers make use of email marketing.

**10****Email delivers great returns**

MarketingSherpa found that companies sending over 100,000 emails per month see a 94% return on investment. Companies sending under 100,000 emails per month also see a very high ROI. Leverage the power of email marketing and you can increase sales, maximize your ROI, reach new customers and keep your current customers loyal to your brand.

## About eTargetMedia

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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.

Our service and commitment to excellence means that not only will you see vast improvements, but you will have the benefit of utilizing our ongoing support and services to further enhance and develop your email marketing presence.

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

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