

## 20 Powerful Email Marketing Statistics for 2017

Email marketing remains one of the top marketing channels for driving sales, increasing traffic and customer engagement. Smart phones and mobile devices have become a great catalyst for email marketing giving email marketing even more power. Here are 20 strong email marketing statistics that prove email marketing is thriving.

1. Email Marketing has an ROI of 4,300%.
2. Over 60% of email marketers say their email campaigns produce a positive ROI.
3. For every \$1 spent on email marketing, the average ROI is \$44.25.
4. 70% of consumers said they used a coupon or discount from a marketing email.
5. 82% of consumers open emails from companies they do business with.
6. This year, there will be an estimated 4.3 billion email addresses.
7. A recent study concluded that email is 40 times better at acquiring new customers than Facebook and Twitter.
8. 77% of email marketing ROI comes from segmented and targeted email campaigns.
9. Over 90% of consumers check their email at least once a day.
10. US consumers interact with over 10 brands daily through email marketing.
11. 48% of consumers stated that they like to communicate with brands through email.
12. Over 40% of email recipients made at least one purchase last month based on a promotional email.
13. 56% of businesses say they plan to increase their use of email marketing in 2017.
14. 27% of consumers said their favorite companies should invest in more email marketing.
15. Email marketing spend grows 10% every year.
16. 64% of consumers read their email via mobile devices.
17. 48% of emails are opened on a mobile device.
18. Email is the most popular activity on smartphones.
19. Over 70% of mobile purchasing decisions are influenced by promotional emails.
20. The number of mobile e-mail users is predicted to grow 23% this year.

Email marketing is truly effective, delivering high ROI, increased traffic, brand loyalty and consumer engagement. Email is more successful than social media when it comes to interaction and consumers have stated that they prefer to interact with brands through email. Now is the time to invest your marketing budget in targeted email marketing campaigns.

**Contact eTargetMedia to find out how we can help you target your email campaigns to maximize your campaign results.**

**Contact us at:**

**Phone: 1-888-805-3282 (DATA)**

**Email: info@eTargetMedia.com**

**Web: www.eTargetMedia.com**

