

Email Marketing

8 THINGS YOU NEED TO KNOW



8 things about email marketing you need to know

Email Marketing continues to prove its superiority in today's modern marketing armoury - fighting off strong challenges from social media and a resurgent direct marketing channel.

Here are some fun email marketing stats you can impress your friends with.

Fertile Ground

Worldwide, market research firm the Radicati Group forecasts the email audience will grow from 2.42 billion in 2014 to 2.76 billion by 2017.

New Customers Step This Way

Email is almost 40 times better at acquiring new customers than Facebook and Twitter, McKinsey & Company found.

Hitting The Target(ed)

A survey conducted by Harris Interactive found that people actually like emails based on previous shopping behaviours and preferences. In fact, 81% of US digital shoppers surveyed said they were at least somewhat likely to make additional purchases, either online or in a store, as a result of targeted emails.

Checking In To Check It Out

Consumer reports from ExactTarget.com indicates that 91% of consumers check their email at least once a day.

Many Happy Returns (On Investment)

emailxpert.org report that for every \$1 spent on email marketing the average return is \$44.25

Hey Big Spenders

According to Convince and Convert, consumers marketed through email spend 138% more than people who don't receive email offers.

Upwardly Mobile

Emails opened on smartphones and tablets now account for 48% of total opens according to Litmus.

Interactive by Design

On a daily basis, US consumers interact with about 11 brands through email, compared to less than 9 brands via Facebook and less than 8 brands via Twitter, say Email Stat Center.

For more information on getting the most from your NewZapp account, visit our [Knowledge Base](#) or contact us on support@newzapp.co.uk.