

IDEAS AND METRICS THAT CAN INCREASE YOUR MARKETING SUCCESS

Consider these statistics as you determine which marketing tactics can help you reach your company's marketing and business objectives:

- Personalized email messages improve click-through rates by 14% and conversions by 10%. *(Campaign Monitor, 2021)*
- Personalized subject lines increase email open rates by 26%. *(Campaign Monitor, 2021)*
- Transactional emails have eight times more opens and clicks than any other type of email and can generate six times more revenue. *(Source: Experian)*
- The open rate for emails with a personalized message is 18.8%, as compared to 13.1% without any personalization. *(Source: Statista)*
- 21.5% of an email campaign's opens occur within the first hour after the email is being sent. By the sixth hour post-send, half (50.6%) of opens have occurred, while nearly three-quarters (73%) of opens take place within 24 hours. *(GetResponse, 2021)*
- 15 years ago the average consumer typically used two touchpoints when buying an item, and only 7% regularly used more than four. Today's consumers use an average of almost six touchpoints, with nearly 50% regularly using more than four. *(Source: Marketing Week)*
- Campaigns integrating four or more digital channels will outperform single- or dual-channel campaigns by 300%. *(Source: Gartner Research)*
- About one-third (34%) of U.S. consumers follow brands they like on social media, while about one in five (18%) follow brands they're thinking of buying something from. *(GWI, 2021)*
- More than three-quarters (76%) of consumers indicate that reaching out to customer service or support is one of the actions they take when they follow brands on social media. *(Sprout Social, 2021)*
- Google says 61% of users are unlikely to return to a mobile site they had trouble accessing, and 40% visit a competitor's site instead. *(Source: McKinsey & Company)*

<https://www.business2community.com/marketing/50-statistics-on-the-latest-marketing-trends-and-strategies-02423628>

