



Email Marketing Stats

From the Digital Marketing Association



Best Email Content

- ★ Discounts — **38%**
- ★ Content from Brand — **36%**
- ★ Advanced Notice for New Products — **27%**
- ★ Competitions — **23%**
- ★ User Guides — **22%**



Best Use of Email

- ★ Retention — **59%**
- ★ Brand Promotion — **57%**
- ★ Conversion — **52%**

For B2C businesses, brand promotion is #1 at **63%**



Average Value of an Email Address

B2B Businesses	B2C Businesses
\$30	\$35.29
General Average Value	
\$32.14	



Best Way to Get Sign-Ups

- ★ Discounts — **30%**
- ★ Content from Brand — **26%**
- ★ Competitions — **21%**
- ★ Loyalty Program Rewards — **14%**
- ★ Free Samples/Gifts — **14%**



Best Time to Send

The best times to send vary by industry; General best times below:

- ★ Best Day — **TUESDAY**
- ★ Best Times — **10AM OR 8PM - 12AM**

If sending 2 emails a week, send the 1st on Tuesday and 2nd on Thursday