

37 EMAIL MARKETING Stats to Blow Your Mind!

Email marketing is one of the most powerful and effective forms of lead generation and business in the world today. Through the use of leading data management and marketing companies in the industry today, we are highlighting 37 mind-blowing stats that every brand, business, and marketer needs to know.

Email Automation

Transactional emails have **8x** more opens and clicks than any other type of email, and can generate **6x** more revenue.

Experian

Mobile Emails

About **53%** of emails are opened on mobile devices.

Campaign Monitor

Email marketing technology is used by **82%** of B2B and B2C companies.

Acadentz

Campaign Monitor

23% of readers who open an email on a mobile device open it again later.

Email Personalization

Personalized email messages improve click-through rates by an average of **14%** and conversions by **10%**.

Aberdeen

Engage

95% of companies using marketing automation are taking advantage of email marketing.

Personalized emails deliver

6x higher transaction rates.

Experian

McKinsey

40 times more effective at acquiring new customers than Facebook or Twitter.

Email ROI

Email marketing has an ROI of **3800%**.

Radicati

A message is **5x** more likely to be seen in email than via Facebook.

DATA

OPEN RATE is highest when companies send less emails per month.

Business Marketing Institute

92% of online adults use email, with **61%** using it on an average day. *Pew Research*

TechCrunch

75% of Gmail's users access their accounts via mobile devices.

Marketers have noted a **760%** increase in revenue from segmented campaigns. *Campaign Monitor*

Monetate

Email marketing drives more conversions than any other marketing channel, including search and social.

Employees spend **13x** more of their working hours each week in their email inbox on average. *Marketing & Careers*

QuickSprout

Email subscribers are **3x** more likely to share your content via social media than visitors from other sources.

Chief Marketer

Email's ROI was **28.5%** compared to 7% for direct mail.

DMA

50% of marketers anticipate their company's spend on email to increase during 2016.

Castro

Only **39%** of online retailers send personalized product recommendations via email.

emarketer

50% of B2C marketers who leverage automation have seen conversion rates as high as **50%**.

Campaign Monitor

Including a call to action button, instead of a text link, can increase conversion rates by as much as **28%**.

consultancy

74% of marketers say targeted personalization increases customer engagement.

Business Marketing Institute

83% of B2B marketers use email newsletters for content marketing.

Chiron

57% of email subscribers spend 10-60 minutes browsing marketing emails during the week.

Monetate

Marketers see an average increase of **20%** in sales when using personalized web experiences.

Demandbase

53% of marketers say ongoing, personalized communication with existing customers results in moderate to significant revenue impact.

Statista Email Institute

Automated email messages average **70.5%** higher open rates and **152%** higher click-through rates than "business as usual" marketing messages.

DMA

Emails triggered by behavior were responsible for **30%** of revenue in 2016, up from 17% in 2013.

Experian

Personalized promotional emails had **29%** higher email open rates and **41%** more unique click-through rates in 2015.

VerticalScope

56% of companies currently use an email marketing provider and are **75%** more likely to buy payments of marketing automation software over the next year.

emarketer

81% of online shoppers who receive emails based on previous shopping habits were at least somewhat likely to make a purchase as a result of targeted email.

MarketingSherpa

People prefer to receive promotional content through email, **72%** compared to **17%** who prefer social media.

TechCrunch

Though the number of new Internet users is growing at less than **10%** per year, the number of new smartphone subscribers is growing at a **20%+** rate.

Monetate

4.24% of visitors from email marketing buy something as compared to **2.49%** of visitors from search engines and **0.59%** from social media.

Forrester Analytics

90% of email gets delivered to the intended recipient's inbox, whereas only **2%** of your Facebook fans see your posts in their News Feed.

Radicati Group

General Email Statistics
The total number of worldwide email accounts is expected to increase to **4.3 billion** accounts by year-end 2016.