

{Email} Strength in Numbers

Marketers sent

838 billion

emails in 2013

Source: Forrester

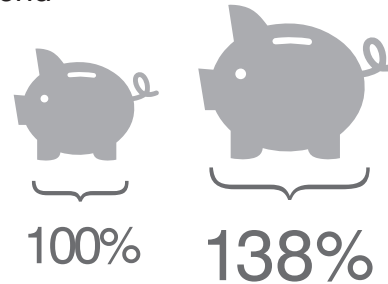


People who buy products marketed through email spend

138%

MORE than people that don't receive email offers

Source: Convince & Convert



91%

of consumers check their email daily

Source: ExactTarget



66%



of consumers have made a purchase online as a result of an email marketing message

Source: Direct Marketing Association



There are **FOUR billion**

email accounts in the world

Source: Radicati

1/2



of all emails are opened on a **mobile phone**

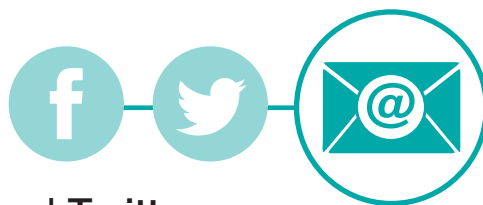
Source: Litmus

Email conversion rates are

40x

that of Facebook and Twitter

Source: Kissmetrics



58%



of adults check email first thing in the morning

Source: Ezanga

74%

of consumers

prefer to receive commercial communications via email

Source: Merkle



Email marketing has an ROI of

4,300%

Source: Direct Marketing Association

