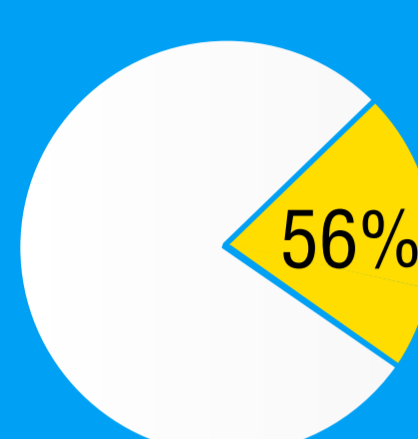


# How to make Email Marketing Successful?



## Augmentation of businesses through email marketing



**56%** of businesses had plans of using their email marketing programs by 2014

By 2016 there will be

**4.3 billion** email accounts



## Facts and Figures on successful email marketing

- ▶ 20% higher open rates on an average with a subject line within 6 to 10 words
- ▶ 129% higher click rate with personalized greetings
- ▶ 24% higher clicks with a less promotional and more emotional touch



- ▶ 82% people pay more attention to emails with images
- ▶ 50% more clicks for demographic and gender based targeted offers

## ROI through email marketing

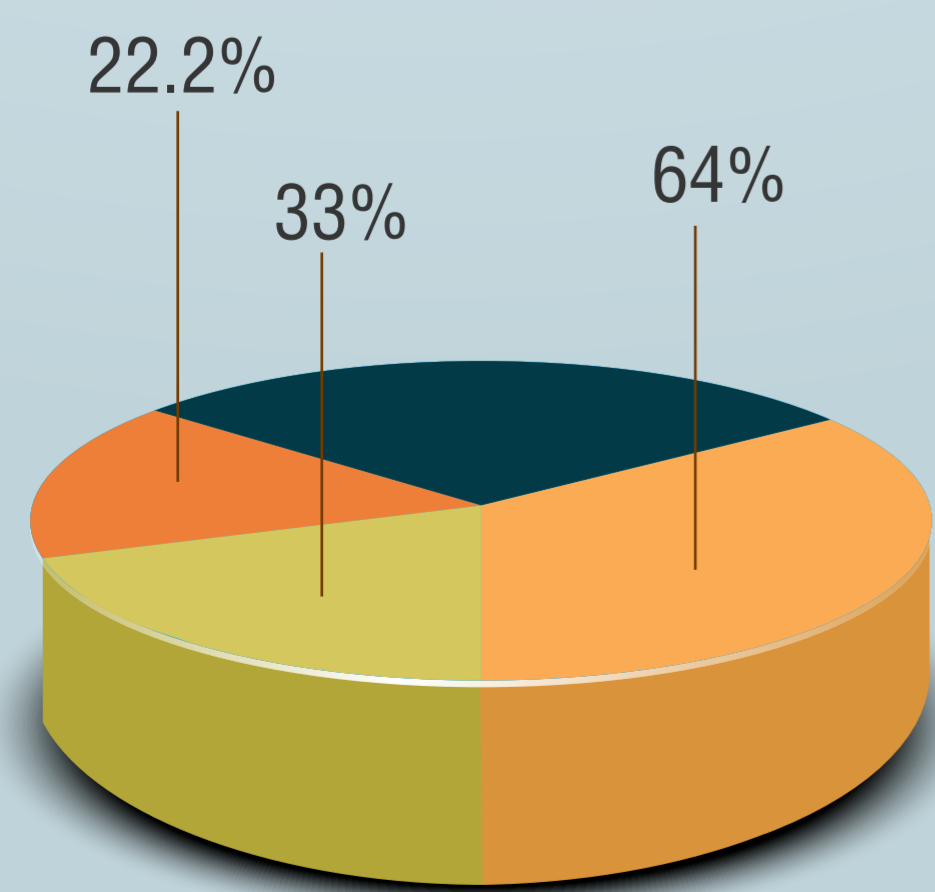
For every \$1 spent **\$ 44.25** is the average return on email marketing investment

- 70% of recipients say they made use of a coupon or discount from marketing email in the prior week



- 44% of email recipients made at least one purchase last year based on a promotional email
- 40% of the B2B marketers rated the leads generated by email marketing as high quality

## Things to be kept in mind



- ▶ 64% of decision makers read their email via mobile devices- top rank blog
- ▶ Personalized subject lines are 22.2%
- ▶ 33% of email recipients open email based on the subject line alone

### References

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