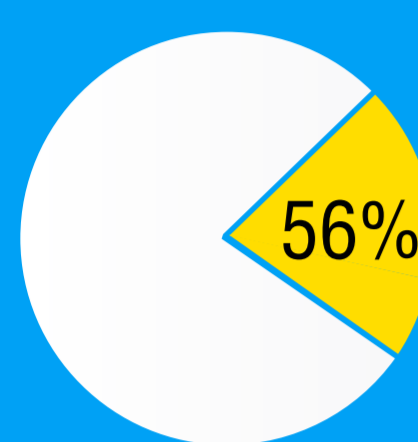


How to make Email Marketing Successful?



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

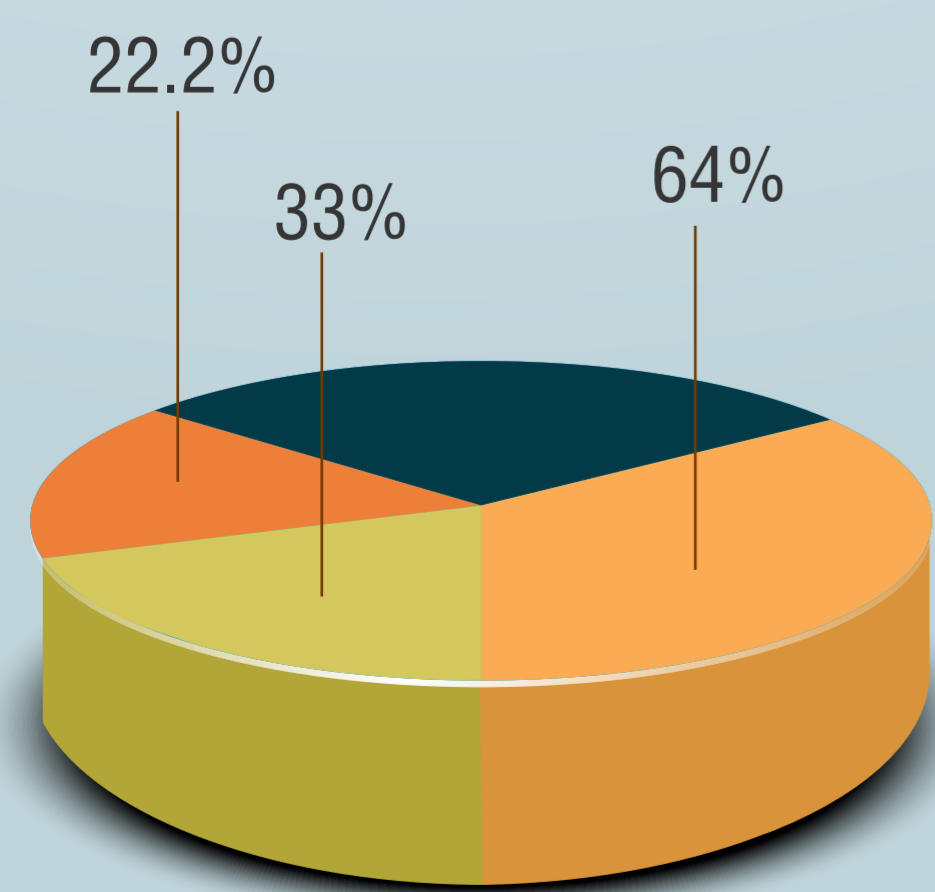
• **70%** of recipients say they made use of a coupon or discount from marketing email in the prior week



• **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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