

EMAIL MARKETING STATISTICS AND FUTURE TRENDS

POWERED BY



“The evolution of email marketing was started in **1978**, and it resulted in **\$13 million** in sales”

40 times more leads into customers than Facebook and Twitter combined.

The average newsletter open rate is 20.81%. It is **20** times higher than the engagement on Facebook.

1/3rd of people that subscribe to a retailer's newsletter end up making a purchase.



80% of marketers have reported an increase in email engagement over the past 12 months.

86% of consumers are obnoxious and irritated with Facebook, TV commercials and display ads. They prefer email-based marketing messages over these ads.

45% of consumers find social media ads are annoying. They do not like to go on Social Media Channels to see Ads.

89% marketers consider email marketing as their primary lead generation channel

58% of adults check their email first thing in the morning

91% of consumers check their email on their phone at least once in a day

77% of B2B companies use an email marketing newsletter as part of their content marketing strategy

37.5% of all desktop users spend at least **15 seconds** of reading an email

62% of email campaigns are being opened on a mobile device, compared to **10%** on desktop in 2019

EMAIL CLICK THROUGH RATE STATS

1 Click-through Rate personalization is the number one tactic used by email marketers to improve **42%** of performance

2 The more images an email has, the more the clickthrough rate tends to **DECLINE**

3 Including videos in your email can increase clickthrough rates by up to **300%**



In 2019, the number of global email users amounted to **3.9 billion**. And the number of global email users is set to grow to **4.48 bn** users by 2024

Mobile-friendly email is the **second most-used** tactic email marketers use to improve their performance

Email automation campaigns are among the **top three tactics** which trigger and bring **50%** conversions

Email Marketing has an excellent **ROI** as for every \$1 you spend on email marketing, **you will earn \$44.25**

69% of recipients report an email as spam based on the poor subject line. **Spam** email cost businesses **\$205 billion** every year.

Email subject lines with an emoji increased open rates by **56%**, as compared to **text-only** subject lines.

EMAIL BEHAVIORS

Only **6.9%** of email subject lines contain an emoji.

Employees spend an average of **13 hrs** a week in their email inbox.

Emails with social buttons increase clicks by **158%**

Emails with personalized subject lines get a **26%** boost in open rates.

B2B marketing emails see a **23%** higher click-to-open ratio than B2C emails

Email subscribers are **3.9x** more likely to share your content on social media.

Blunders to Avoid in Email Marketing Campaign

Only the **first 30 characters** of a subject line are visible on the iPhone email app

64% of email recipients say they would open an email based on if they **trusted brand**

71.2% of recipients immediately **DELETE** emails that don't display properly

14.5 bn spam emails are sent every day. For every **12.5mn** spam emails sent, only **1** will get a response

45% of all emails sent are considered spam

1 Not sure if you're sending too many emails? Companies see the highest open rates when sending **2 mails** per month

Nearly **67%** of people say they prefer HTML and image-based emails, but when it comes to performance, plain-text emails result in **higher open and click-through rates**

The top **3 reasons** unsubscribe from an email list are:
 > too many emails (**59%**)
 > info no longer relevant (**43%**)
 > don't recognize brand or remember signing up (**43%**)

The words "**free**", "**help**", "**percent off**", and "**reminder**" in a subject line have been found to **negatively impact open rates**

OUR SOURCES

- McKinsey, Statista, AdWeek, HubSpot, MailChimp, eMarketer, QuickSprout
- TechRadar, Content Marketing Institute, Campaign Monitor, Spam Laws, AWeber
- Convince & Convert, Adestra, Yola, Martech Advisor, Unbounce, SuperOffice
- Disruptive Advertising, Demand Gen Report, OptinMonster

Created with ❤️ by

