

10 Email Marketing Statistics You Need to Know

When you invest in marketing, you want to know that every dollar you spend is making a difference. With more digital marketing options than ever before, does email still hold its value when it comes to generating revenue? YES. Email marketing is worth the investment.

Ready to get started? Contact us today!



Devine
Jamz

- 1 For every \$1 you spend on email marketing, you can expect **an average return of \$42**.
- 2 **306 billion** emails go out each day and that number is expected to reach 361 billion by the end of 2024.
- 3 Email is used by **over 4 billion people** – that is over half the world's population.
- 4 **According to 80% of professionals**, email marketing drives customer acquisition and retention.
- 5 **60% of consumers** say they've made a purchase as a result of a marketing email they received.
- 6 **21% of opened emails** are opened within the very first hour of delivery – by the end of hour 3, it is up to 41%.
- 7 **30% of professionals** said the biggest benefit of marketing automation was the time it saved them.
- 8 **61% of consumers** enjoy receiving promotional emails weekly – 38% even want MORE emails.
- 9 Segmented emails make readers **50% more likely to click a link** – leading to more sales.
- 10 Email open rates from mobile devices have grown by **more than 100% since 2011**.