

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.

As a Constant Contact Partner, we can manage your email marketing every step of the way to get you real results, fast.

Learn more today at constantcontact.com.

- 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**.



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