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Email Marketing Stats

There is Gold In Your Email List

Here are a few stats, we thought you might find interesting:

1. Email marketing yields an average of 4300% ROI ~ *Direct Marketing Association* -- in fact, for every \$1 spent on email marketing, the return on average is \$45.86.
2. The average revenue per transactional* email is 2x-5x higher than standard bulk email ~ *Experian Email Benchmark Report*
3. Companies using email to nurture leads generate 50% more sales-ready leads at 33% lower cost ~ *HubSpot*
4. 66% of consumers have made a purchase online as direct result of an email marketing message ~ *Direct Marketing Association*
5. Email marketing databases naturally degrade by about 22.5% every year ~ *HubSpot*
6. 17% of consumers create new email addresses every 6 months and 30% change email addresses annually ~ *Return Path*
7. Unengaged subscribers mark your emails as spam 9x more than engaged subscribers
8. You have 3-4 seconds to grab attention and interest your readers enough to open and read your email ~ *Litmus*
9. Just 79% of commercial emails land in the inbox ~ *ReturnPath Deliverability Benchmark Report*
10. An unengaged subscriber is 9x as likely to complain (mark as spam)

Contact us to show you how to increase sales through our proven email marketing and automation strategies.

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