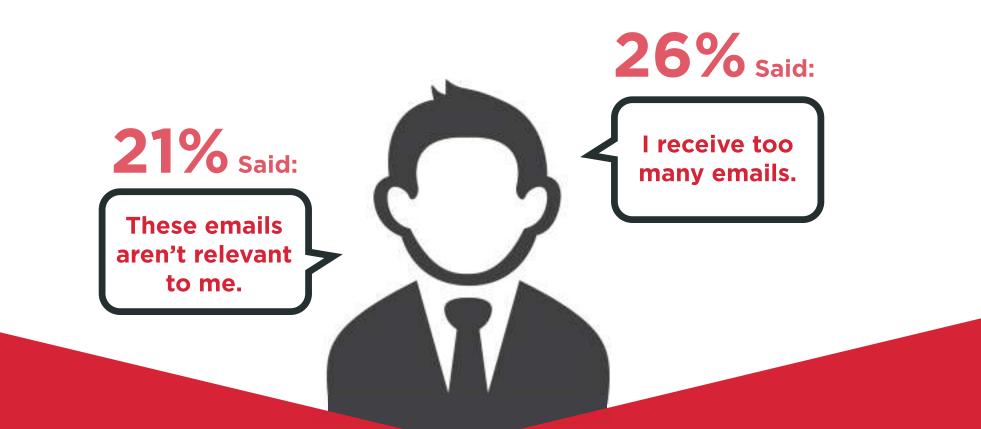
3 SIMPLE RULES that will make you a BETTER EMAIL MARKETER

The Problem = Email Fatigue

Employees receive an average of **121 emails per day.** When unsubscribing, recipients made their voices loud and clear:



Avoid Email Fatigue With These

3 Simple Solutions



Personalize Your Emails

Segmented Campaigns yield a

760%

35%

of Recipients Open Based On the Subject Line Alone

Personalized Messages get

29%&41% Higher Opens Higher Clicks

20%

Average Increase in Sales When Marketers Use Personalized Web Experiences



Optimize for Mobile Devices

91% of Consumers Check Their Email at Least Once Per Day On Their Phone 31% of Recipients Open an Email on their Phone and Follow 54% of Email Opens are on Mobile Followed by Webmail at 27% and Desktop Clients at 19% 78% of Users Say Opening Email is the Activity they Perform

Optimize for Conversions





More Revenue

Email Marketing ROI is 01

Up on a PC

of Email Revenue is Generated by Triggered Campaigns

Most Often on Their Phones

81%

of Online Shoppers Who Receive an Email Based on Past Shopping Habits Were More Likely to Buy Again Transactional Messages have

8X &

More Opens



massmailer.io

References:

http://expandedramblings.com/index.php/email-statistics

https://www.emarketer.com/Article/ Please-Dont-Unsubscribe-Why-Consumers-Email-Fatigue/1015219

http://www.emailstatcenter.com/Segmentation.html

http://www.convinceandconvert.com/convince-convert/ 15-email-statistics-that-are-shaping-the-future/

http://www.business2community.com/infographics/ 37-email-marketing-stats-cant-afford-miss-infographic-01649370

http://www.emailmonday.com/mobile-email-usage-statistics

http://www.copyblogger.com/email-marketing