

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

1

Personalize Your Emails

Segmented Campaigns yield a

760%

Increase in Revenue

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

2

Optimize for Mobile Devices

91%

of Consumers Check Their Email at Least Once Per Day On Their Phone

54%

of Email Opens are on Mobile Followed by Webmail at 27% and Desktop Clients at 19%

31%

of Recipients Open an Email on their Phone and Follow Up on a PC

78%

of Users Say Opening Email is the Activity they Perform Most Often on Their Phones

3

Optimize for Conversions

Email Marketing ROI is

4300%

75%

of Email Revenue is Generated by Triggered Campaigns

81%

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

8x & 6x

More Opens More Revenue

MASS MAILER

massmailer.io

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