Resulticks

14 facts.
Why email marketing is still critical.

Email, admittedly a legacy channel in the age of omnichannel personalization, remains as vital as ever. Here are 14 facts reaffirming that consumers still choose email as a preferred channel for marketing communications.

Segmentation & personalization

Segmented emails have **+14%** open rates.

Personalized email content produces **6x** revenue and transactions.

Engagement

Email is the most widely used channel in Europe, North America, and APAC

Best day to send emails: Tuesday, Thursday, and Wednesday

Email on mobile

49.1% of emails worldwide are read on mobile devices.

Over **40%** of people will likely delete emails not optimized for mobile.

Subject line

+56% Open rate for emails with an emoji in the subject line

Hi John

+20% Open rate for emails with recipient's first name in the subject line

Clickthrough rate

Emails that include videos can increase CTR by up to **300%**

Personalized email campaigns boost CTR by **14%**

Spam score check

14.5 billion spam emails are sent every day, adding up to **45%** of all emails sent.

Only one out of **12.5** million spam emails gets a response.

Marketing ROI

Email marketing produces **4400% ROI**

People influenced by email marketing spend more on purchases **138%**

Learn what Resulticks can do for your brand.

REQUEST A MEETING

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