

## 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 why consumers still choose email as a preferred channel for marketing communications.

### Segmentation and Personalization



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



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



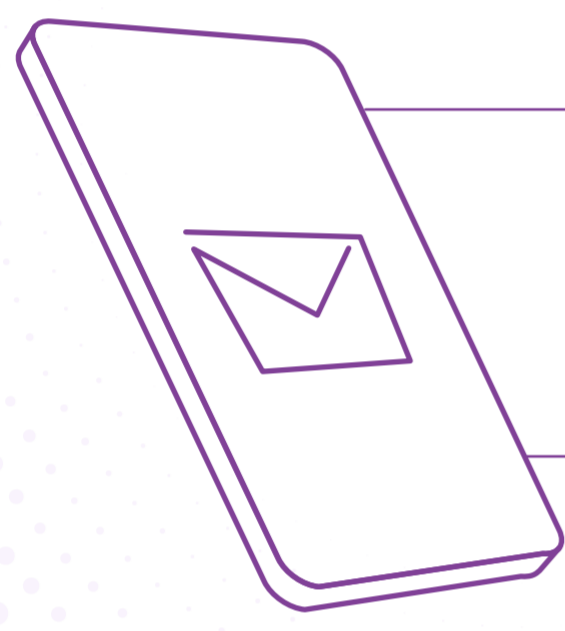
### Engagement

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



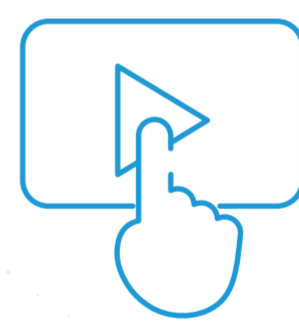
**+20%** Open rate for emails with recipient's first name in the subject line

Hi John

### Clickthrough rate



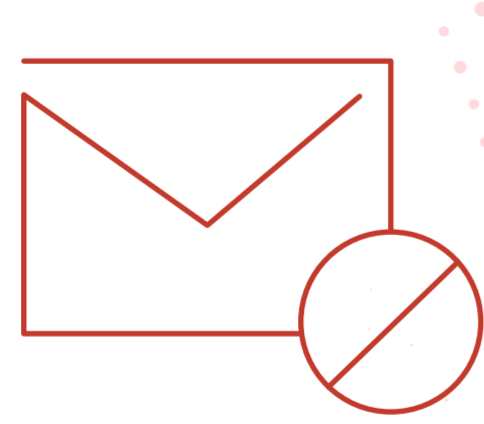
Emails that include videos can increase CTR by up to **300%**



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%**



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