

EMAIL MARKETING IN

THE AGE OF MOBILE

We are now in the age of mobile where more than 50% of all emails are opened on a mobile device. You as an email marketer must strive to give your subscribers the best email experience possible across all devices if you want to maintain engagement and drive browsing and sales.

4 OUT OF 5
INTERNET USERS



OWN A **SMARTPHONE**



91% OF MOBILE USERS USE
SMARTPHONES TO
CHECK EMAIL *

* AT LEAST ONCE A DAY!

50.3%  OF ECOMMERCE WEBSITE TRAFFIC
ORIGINATES FROM A MOBILE DEVICE

IN THE
2014
HOLIDAY
SEASON

MOBILE DEVICES GENERATED
22.6% OF ONLINE SALES

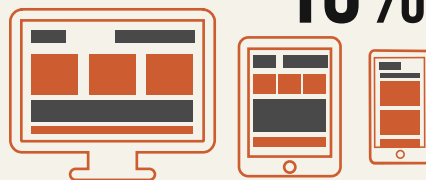
AND **45%** OF DIGITAL TRAFFIC

54% OF EMAIL OPENS ON MOBILE DEVICES OCCURED WITHIN 4 HOURS
COMPARED TO **46%** OF OPENS ON DESKTOPS AND **40%** ON TABLETS

MOBILE PAYMENTS ACCOUNTED FOR
17% OF TRANSACTIONS IN 2014



RESPONSIVE DESIGN
RESULTS IN A **15%**



INCREASE IN UNIQUE CLICKS
FOR MOBILE USERS

70% OF CONSUMERS



DELETE EMAILS IMMEDIATELY
THAT DON'T RENDER WELL
ON A MOBILE DEVICE.

68%
OF **GMAIL AND YAHOO**
OPENS ARE COMING FROM
MOBILE DEVICES

MOBILE OPEN
BREAKDOWN

