

THE POWER OF EMAIL

A SUMMER EMAIL MARKETING INFOGRAPHIC BY FreshAddress®

2014 STATISTICS



THERE ARE NOW OVER
4.1 BILLION
EMAIL ACCOUNTS

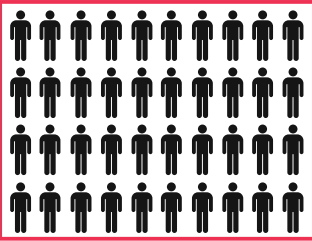
THIS # IS ESTIMATED
TO INCREASE TO
5.8 BILLION
IN 2018



SEGMENTED EMAIL
LISTS GENERATE **3.6X** MORE
ROI

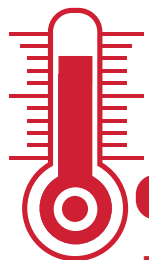


EMAIL IS
40X
BETTER



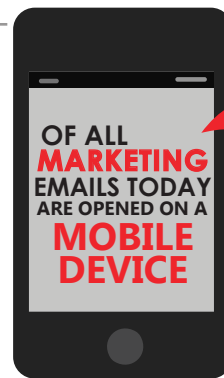
AT ACQUIRING NEW CUSTOMERS
THAN **facebook** & **twitter**

COMPANIES LOSE
30%
OF THEIR EMAIL LISTS
EVERY YEAR DUE TO ATTRITION



81%

OF ONLINE SHOPPERS
ARE LIKELY TO MAKE
A PURCHASE \$\$\$
AS A RESULT OF
TARGETED EMAIL



45%

OF ALL
MARKETING
EMAILS TODAY
ARE OPENED ON A
MOBILE
DEVICE

SOURCE: FreshAddress - FreshAddress.com, Business2community.com - 10 Amazing Email Marketing Statistics For 2014
www.business2community.com/email-marketing/10-amazing-email-marketing-statistics-2014-0920030#!bcpmre, Tailing Group:
4th Annual Consumer Insights Survey Zoll, Forrester. & McKinseyCompany: Why Marketers Should Keep Sending You E-Mails

TO FIND OUT HOW TO IMPROVE YOUR EMAIL MARKETING CAPABILITIES VISIT: FRESHADDRESS.COM

 **FreshAddress**
THE EMAIL ADDRESS EXPERTS