

State of Email Marketing 2017

20 Email Marketing Facts Every Business Owner Should Know

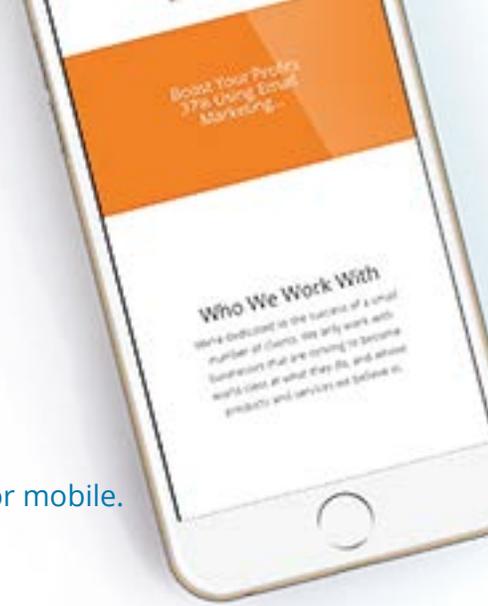
BIG PICTURE

1. On average, companies are attributing 23% of their total sales to their email marketing channel. [Adestra](#)
2. Email is 40 times more effective at acquiring new customers than Facebook and Twitter combined. [IDC](#)
3. 91% of consumers check their email daily. [Optinmonster](#)
4. 66% of consumers have made a purchase as the result of an email they received, while only 20% have made purchase as a result of Facebook, and only 6% as a result of Twitter. [Optinmonster](#)
5. 72% of consumers say that email is their favored conduit of communication with companies they do business with. 61% say they like to receive promotional emails weekly, and 28% want them even more frequently. [Marketing Sherpa](#)
6. Email popularity and usage is on the rise, with 2.9 billion email users forecasted in 2019. [Statista](#)
7. 70% of brands are not personalizing emails sent to their subscribers, yet personalized subject lines are 22.2% more likely to be opened. [Adestra](#)
8. 10% of companies employ individuals who are dedicated to email marketing. The responsibility for email marketing falls to an individual as part of their wider marketing responsibilities for 40% of companies and 44% of agencies surveyed. [Adestra](#)
9. The lifetime value of customers acquired through email is 12% higher than average. (Twitter is 23% lower than average.) [Custora](#)
10. The average email open rate for Retail is 20.96%. E-commerce: 16.75%. Professional services: 20.89%. Real Estate: 20.84% Travel and Transportation: 20.69%. [Smart Insights](#)



MOBILE

11. 78% of Americans primarily check their email on a smartphone or tablet. [Fluent](#)
12. 65% of email users worldwide access their email via a mobile device. [Radicati](#)
13. 56% of emails sent in 2016 were opened on a smartphone. [Litmus](#)
14. Only 21% of marketers have an advanced strategy for optimizing email for mobile. [Adestra](#)



STRATEGY & EXECUTION

15. Nearly two-thirds (64%) of responding companies are spending at least two hours on design and content for a typical campaign. In comparison, only 38% of companies are spending at least two hours on strategy & planning. [Adestra](#)
16. Only 29% percent of consumers list *discounts* as their reason for subscribing to a brand's email list. [Fluent](#)
17. B2C marketers who take advantage of automation (including everything from cart abandonment programs to birthday emails) have seen conversion rates as high as 50%. [SnapApp](#)
18. Email marketers have found a 760% increase in email revenue from segmented campaigns. [Email Monday](#)
19. Each year, typical email lists without a retention strategy experience attrition as high as 25% due to bounces, unsubscribes, and inactive users. [FulcrumTech](#)
20. Only 25% of companies have an employee (or team of employees) dedicated exclusively to email marketing, despite 42% of companies seeing 21% or more of their total sales as a result of email marketing. [Adestra](#)



You don't have to become an email marketing expert to benefit.

We have the full service email marketing expertise to get the most out of your email campaign so you can stay focused on your business.

