



Email Marketing Growth Continues in 2017

Email marketing has seen strong growth over the past few years and a new survey by Email On Acid shows that marketers will continue to devote additional resources to the digital marketing industry's strongest performer in 2017. Email on Acid surveyed over 3,000 email marketers including email developers, account managers and marketing managers to evaluate how they will spend their time and money on email marketing this year. **87%** of the email marketers that were polled in the survey said they plan to **invest more money** in email marketing this year while **74%** said they planned to **increase the time** they spend on email campaigns in 2017.

How Additional Budget Will Be Spent

Over **50%** of companies surveyed said they would **spend the additional email budget on email technology and tools**. Email design and development, email list growth and adding staff to the email marketing team are additional areas that would see increased investments. A majority of the email marketers stated they would increase their email budgets to develop more personalized and dynamic email content so they could make their email campaigns more engaging to their audience.

Reap the Rewards of Email Marketing

Email is still the most preferred method of communication for many businesses as well as consumers who prefer to be contacted by companies through email. Email is easy to implement, accessible from any device, direct, timely, and trackable. In addition, **email has the highest ROI** of any digital marketing channel, but the lowest spend and email remains a strong revenue driver in 2017.