

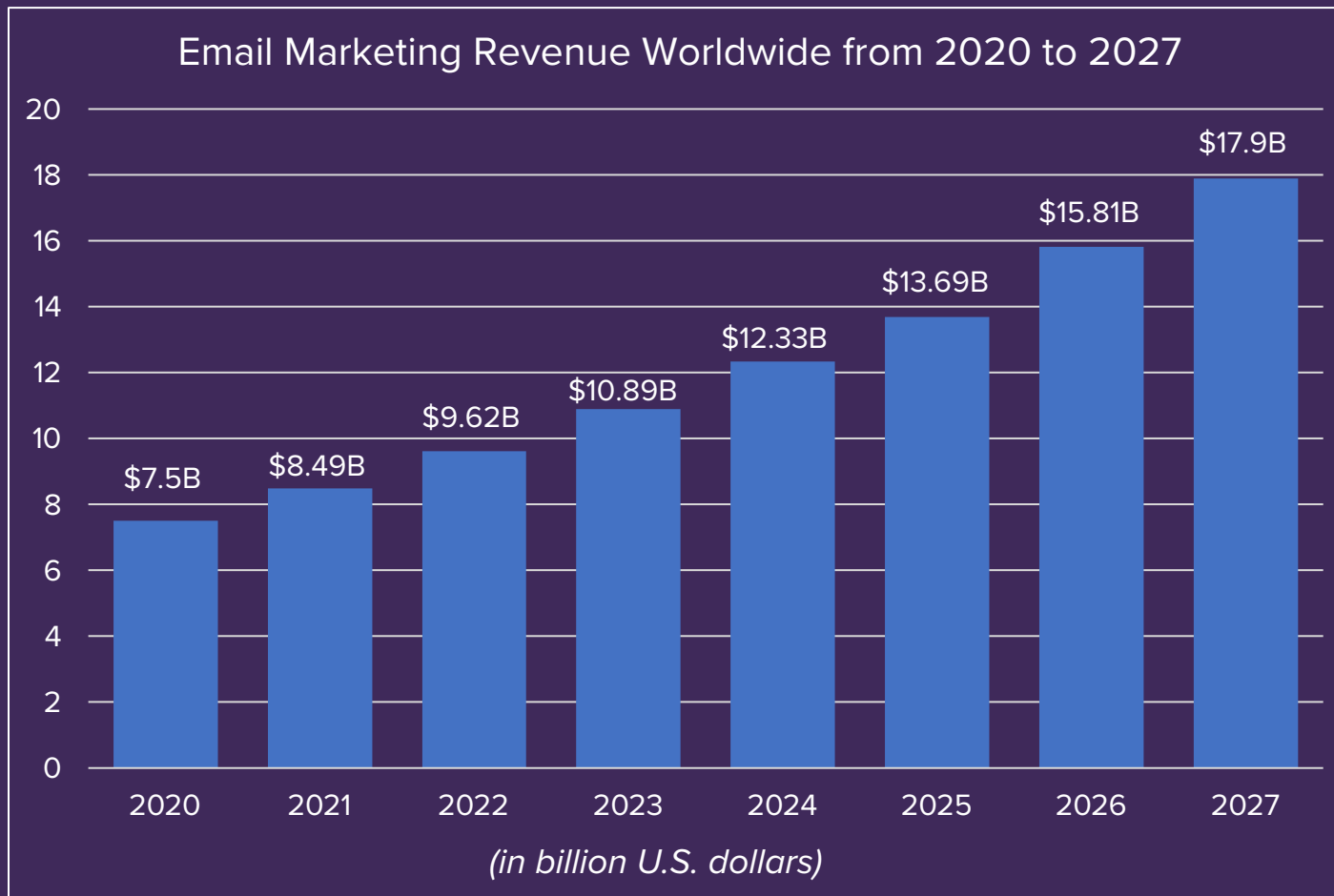
Email Marketing Stats & Trends

The State of Email Marketing



Email Marketing is **BOOMING**

Email volume has tripled since 2020 began but engagement remains high — resulting in a projected **\$13.69 Billion** in email marketing revenue worldwide by the end of 2025.



Email Usage is **GROWING**

E-mail is one of the most widely used digital tools for communication, organization, and marketing.



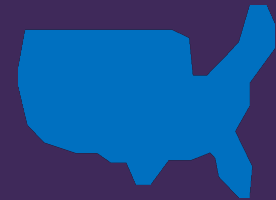
4.03B

Number of
Email Users
Worldwide



319.6B

Number of emails
sent and received
everyday worldwide



90.3%

Email usage
penetration in the
United States

Email Marketing **TRENDS**

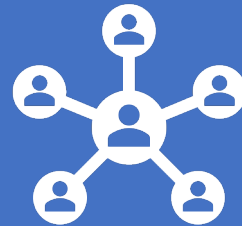


Email marketing is essential and critical to business success

90%

of marketers say email marketing is somewhat critical to the overall success of their company

**Litmus 2021 State of Email Report*

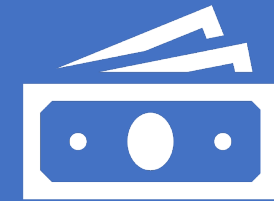


Personalization and automation are driving email success

76%

of customers are willing to share their data to create a more personalized brand experience

**Merkle 2021 Consumer Experience Sentiment Report*



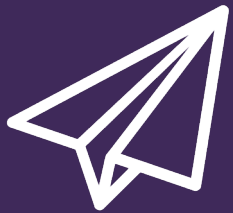
Email is very cost effective and delivers the highest ROI

\$45

email drives an average ROI of \$45 for every dollar spent, higher than any other channel

**Litmus: Email Marketing ROI Report*

Top Marketing Channels by **EFFECTIVENESS**



Email tops the list for **most effective marketing channel** with almost **80%** of marketers placing email in their top 3.

Top Marketing Channels

- 1) Email Marketing
- 2) Paid search/ads
- 3) Organic search
- 4) Social media
- 5) Events
- 6) Direct mail
- 7) SMS
- 8) Video
- 9) TV and radio
- 10) Outdoor media

What Makes Email Marketing **SO EFFECTIVE?**

Email marketing remains a crucial channel for many organizations because:



Email is accessible to every business and consumer



Email is easy to use and cost effective

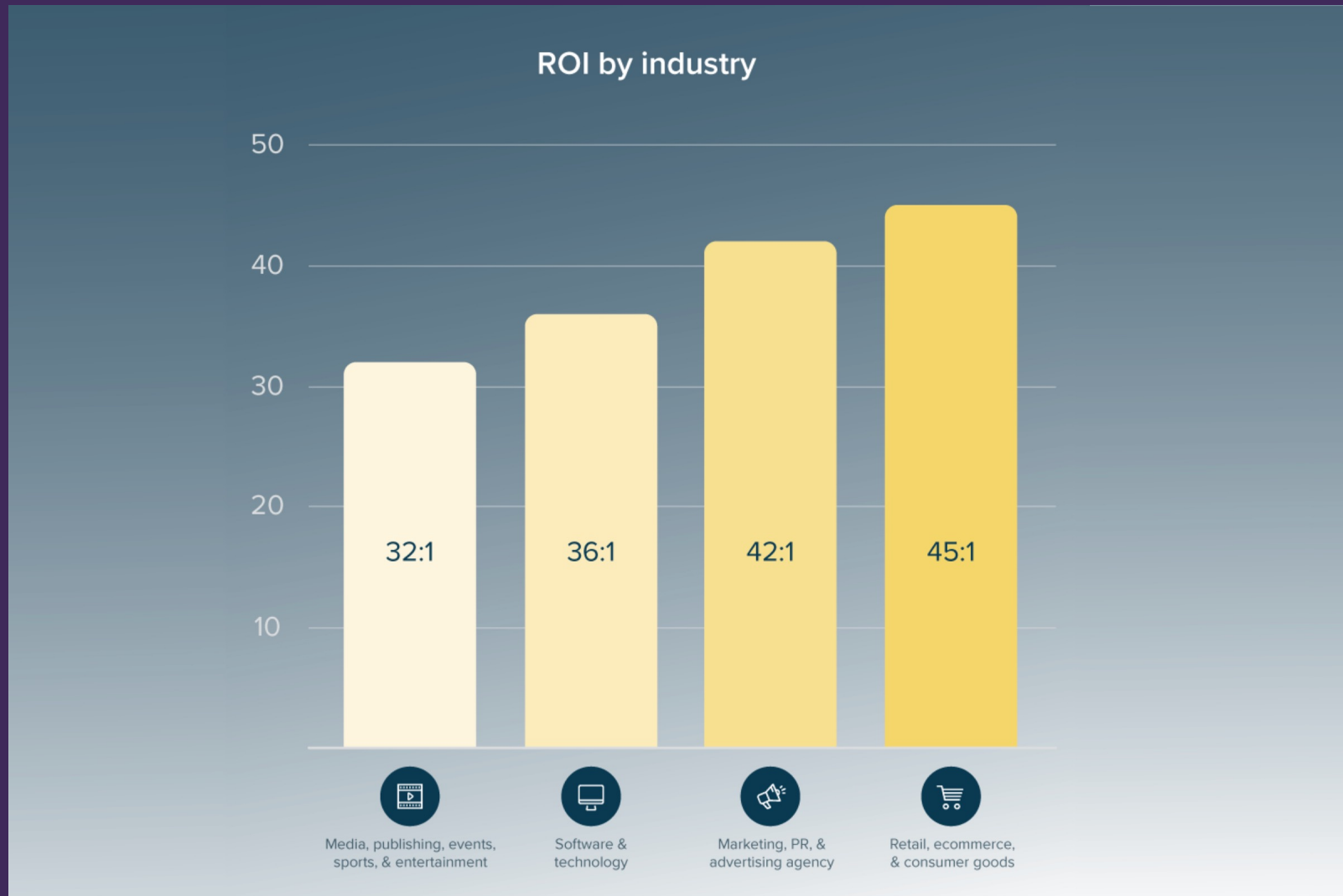


Email reaches the right target audience



Email delivers the highest Return on Investment (ROI)

Email Marketing Delivers the **HIGHEST ROI**



Top Reasons Consumers are Willing to **SHARE DATA**

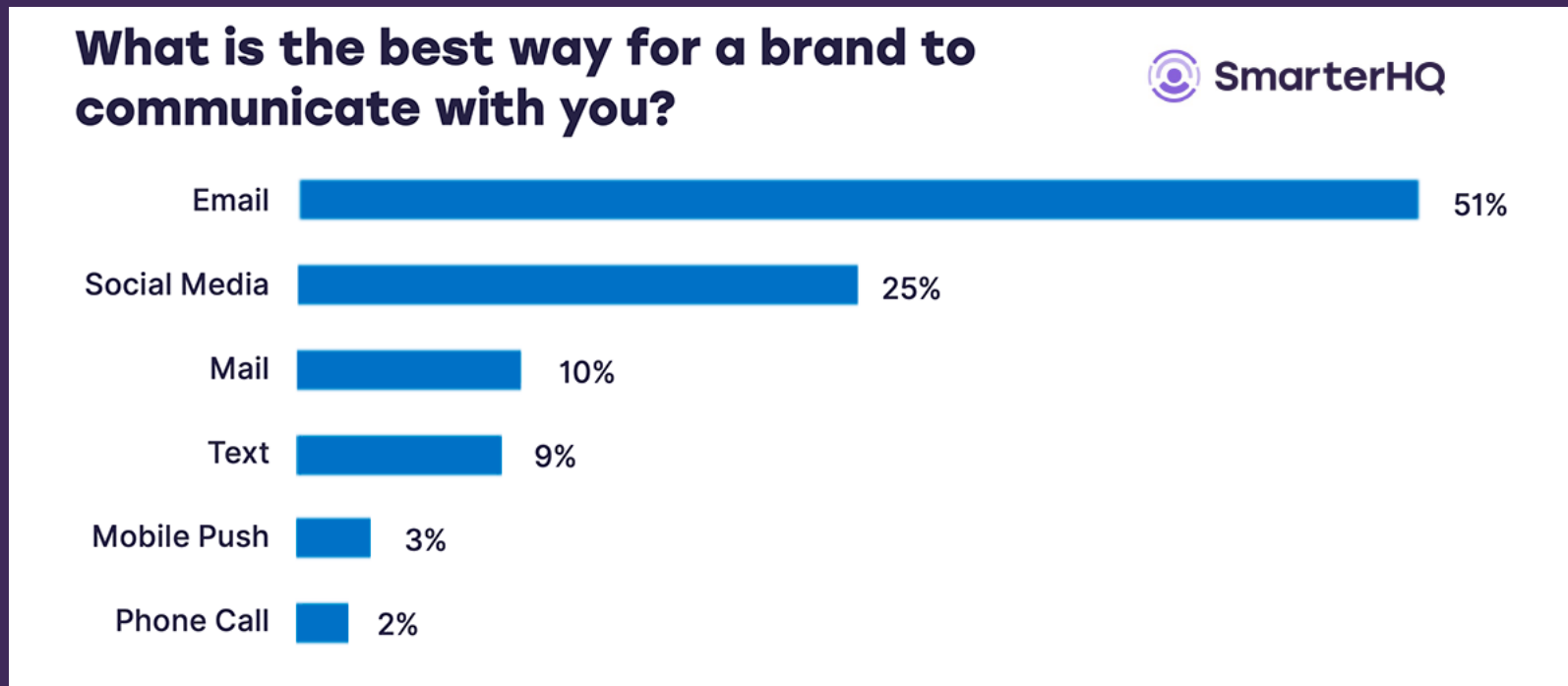
90% of consumers are willing to share their behavioral data with brands if it means a cheaper and easier shopping experience.

Reasons consumers are willing to share their data:



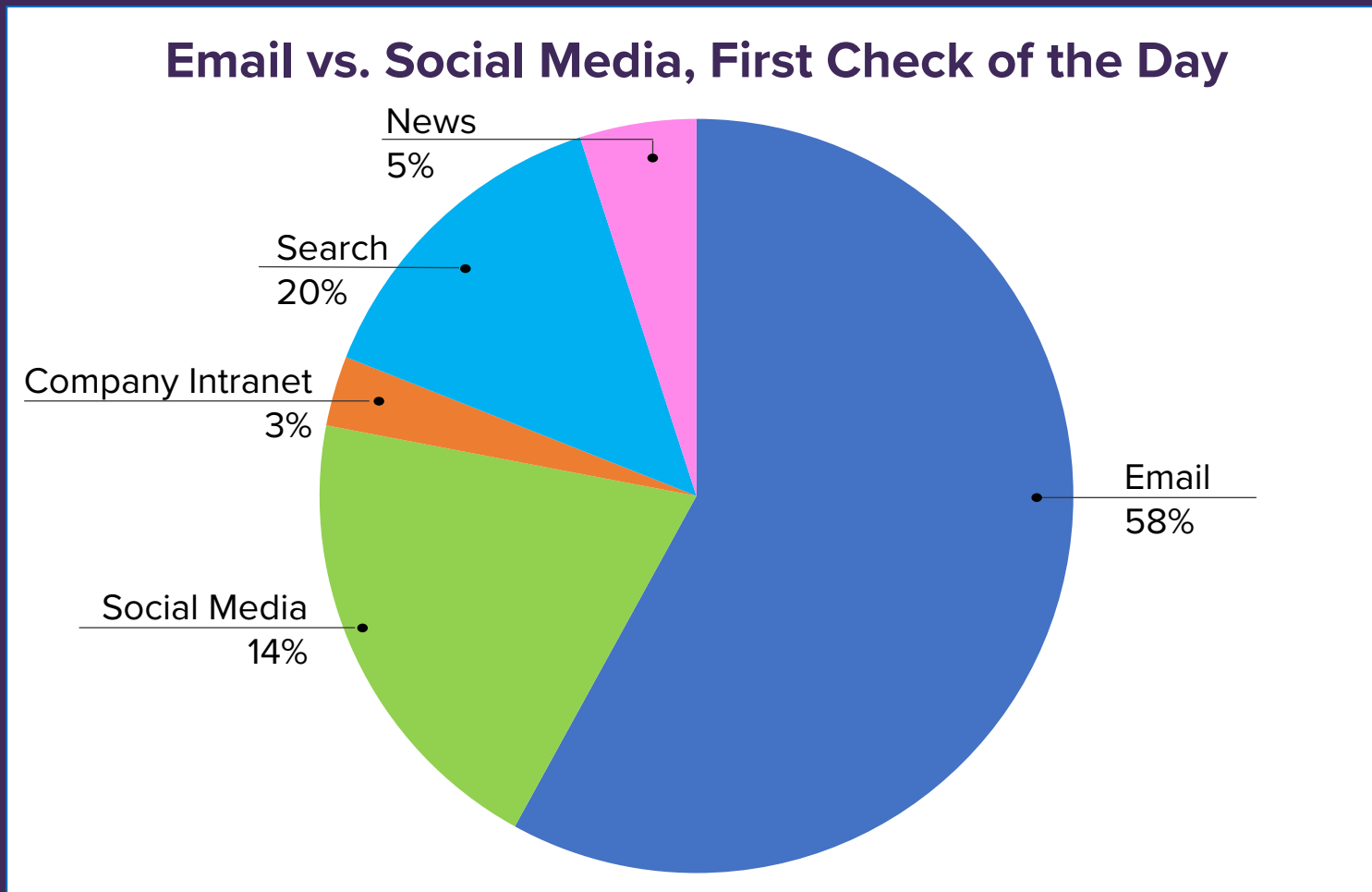
Top Ways Consumers Want to **COMMUNICATE WITH BRANDS**

51% of consumers say email is the best way for a brand to communicate with them.



Consumers are **MORE ENGAGED WITH EMAIL** than all other Media

58% of consumers say email is their first check of the day



Increase Your Email ROI
Contact eTargetMedia
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eTargetMedia.com
info@eTargetMedia.com

