

Email is not dead. But email IS changing.

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Email facts



There are over **6.32 billion email accounts** **accounts**. This figure is predicted to reach **7.71 billion** by 2021 which is a growth of more than 22% - Radicati Group (2017)

There are 3.7 billion email users worldwide who send and receive about 269 billion emails per day. - Radicati Group (2017)

3,104,450,712 legitimate emails are sent every hour. - Internetlivestats (2017)

People prefer email for commercial communications

81% of US online shoppers are more likely to make additional purchases, either online or in a store, as a result of emails based on previous shopping behaviors and preferences. - Harris Interactive

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. - MarketingSherpa (2015)

68% of consumers find email to be their #1 preferred channel for receiving commercial messages - CG Selections "Nationaal Email Onderzoek" (2013)

66% of consumers have **made a purchase online** as a direct result of an email marketing message - Direct Marketing Association (2013)

One in five (19%) of consumers said **they read every email newsletter they receive** just to see if something's on offer. - Forrester Research "North american technographics survey" (2014)

In 2014 consumers delete less promo emails without looking, down 25,4% relative to 2010. - Forrester Research "North american technographics survey" (2014)

Email is going mobile



By the year 2017 **1.779 Million people** will access email via their mobile device. - The Radicati Group "Email Statistics Report 2013-2017"

Mobile email will account for **15 to 70% of email opens**, depending on your target audience, product and email type. - eMailmonday "the Ultimate mobile email stats" (2014)

30% of consumers now read their email **exclusively on mobile devices** –

Yesmail "Email Compass: The Mobile Effect" (2013)

More useful [mobile email marketing statistics here](#).

And email marketing?

80% of content marketers use email marketing - CMI "B2B Content Marketing Research" (2014)

55% of companies **generate more than 10 percent of sales** from email - Econsultancy "Emailmarketing census"(2014)

marketers consistently **ranked email as the single-most-effective tactic** for awareness, acquisition, conversion, and retention. - Gigaom Research "Workhorses and dark horses: digital tactics for customer acquisition" (2014)

Email is almost **40x better at acquiring new customers** than Facebook and Twitter - McKinsey & Company (2014)

42% of businesses say email is one of their most effective lead generation channels. And for B2B marketers, 88% say email is the most effective lead generation tactic – Circle Research (2012)

DMA research puts the ROI of email marketing in 2014 at **US\$24,93**, almost double that of search advertising and better than any other direct marketing channel - DMA UK "National client email survey 2014".

Email Marketing is the **biggest marketing channel on Black Friday**, driving 25.1% of orders. Email marketing was the biggest in sales on Black Friday. While sometimes behind online search (free and paid), on Black Friday email marketing was the primary channel. - Custora E-Commerce Pulse (2015)

88% of marketers say emailmarketing is bringing them a positive ROI. – ExactTarget
“2014 State of Marketing”

... but why not [calculate your own email marketing ROI](#)