

10 Email Marketing Statistics You Need to Know

When you invest in marketing, you want to know that every dollar you spend is making a difference. With more digital marketing options than ever before, does email still hold its value when it comes to generating revenue? YES. Email marketing is worth the investment.

As a Constant Contact Partner, we can manage your email marketing every step of the way to get you real results, fast.

Learn more today at constantcontact.com

1

For every \$1 you spend on email marketing, you can expect an average return of \$42.

2

306 billion emails go out each day and that number is expected to reach 361 billion by the end of 2024.

3

Email is used by over 4 billion people — that is over half the world's population.

4

According to 80% of professionals, email marketing drives customer acquisition and retention.

5

60% of consumers say they've made a purchase as a result of a marketing email they received.

6

21% of opened emails are opened within the very first hour of delivery — by the end of hour 3, it is up to 41%.

7

30% of professionals said the biggest benefit of marketing automation was the time it saved them.

8

61% of consumers enjoy receiving promotional emails weekly — 38% even want MORE emails.

9

Segmented emails make readers 50% more likely to click a link — leading to more sales.

10

Email open rates from mobile devices have grown by more than 100% since 2011.

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