

244.5  
MILLION  
USERS

By the end of 2017, there will be approximately 244.5 million email users. This number will grow to 254.7 million by 2020.

17.6% vs 11.4%

Dear ~~Customer~~ Hello Rob ✓

Emails with personalized messages have an average open rate of 17.6%, compared to 11.4% without personalization.

53%



53% of emails are opened on mobile devices.



The time with the highest email clickthrough rates is 11 a.m. ET.



40.5%

Email notifications about abandoned carts have a 40.5% open rate.

## EMAIL MARKETING STATISTICS *every marketer* SHOULD KNOW

**ROI ONLINE**  
an internet marketing agency.

624%  
HIGHER  
CONVERSION



Triggered emails drive 624% higher conversion responses as compared to "batch and blast" emails. They also have a 382% higher click rate and an 180% higher post-click conversion rate.

78% **UNSUBSCRIBE**

78% of consumers have unsubscribed from emails because a brand was sending too many emails.

133%

Companies that send automated emails are 133% more likely to send relevant messages that correspond with a customer's purchase cycle.

As the number of images in an email increases, the clickthrough rate of the email tends to decrease.

14.32%

Segmented email campaigns have a 14.32% higher open rate than non-segmented campaigns.

86%



86% of consumers would like to receive promotional emails from companies they do business with at least monthly, and 15% would like to get them daily.

15%



8X MORE OPENS  
6X THE REVENUE

Transactional emails have 8x more opens and clicks than any other type of email. They can also generate 6x the revenue.

### SOURCES

www.statista.com - www.campaignmonitor.com - www.hubspot.com  
www.experian.com - mailchimp.com - www.lenskold.com