JUST THE FACTS

BRAND EXPERIENCE

• 79% of consumers are more likely to provide personal information to a trusted brand. – MarketingProfs

• 70% of customers who stopped doing business with a particular brand say it wasn’t due to bad products, but a poor customer experience. – Pew

• 74% of people say they trust content aimed to educate. – PRNewser

• 85% of people don’t place greater trust in materials from companies they buy from regularly. – PRNewser

• 70% of customer brand perception is determined by experiences with people. – WeRSM

• 78% of people perceive an actual relationship between themselves and a company that’s using custom content. – Demand Metric

• 64% of people say the customer experience is more important than price. – Gartner

• 15% of people trust recommendations from brands, while 84% trust recommendations from people they know. – WeRSM

• 80% of people would be more willing to share personal information if companies were upfront about the data they were collecting and why. – ItWorld

THE POWER OF EMAIL

• 94% of people say they get online to check email. It’s the #1 activity. – Marketo

• The average office worker checks their email 30 times an HOUR. – B2B Marketing Insider

• 66% of online consumers have made a purchase as a result of an email. – Direct Marketing Association

• The ROI of email has been and remains more than double that of every other online channel. – Direct Marketing Association

• Over half of B2B marketers say that email is their most effective channel for generating revenue. – BtoB Magazine
• Email marketing is cited as the most effective digital channel for
customer retention. – eMarketer

• 58% of people check their email first thing in the morning.
  – Marketo

• People spend on average 2.6 hours a day checking, reading, and
  sending email. – McKinsey Global Institute

EMAIL CONTENT

• User-generated content is 50% more trusted by users than
  traditional media. – Ipsos Millennial Social Influence Study

• The two biggest factors influencing open rates are the organization
  the email is from (64%) and the subject line (47%). – Chadwick
  Martin Bailey

• Personalized subject lines are 22.2% more like to be opened. –Adestra

• Subject lines that create a sense of urgency and exclusivity can give
  you a 22% higher open rate. – Email Institute

• 46% of B2B customers consider tailored offers as extremely
  significant activities in terms of maintaining or growing the
  relationship with the business provider. – Gartner

• Sending a personalized promotional email with a discount coupon
  can increase the number of people that convert into leads by as
  much as 20%. – Venture Beat

• Nearly 74% of online consumers get frustrated with websites when
  content appears that has nothing to do with their interests.
  – Janrain & Harris Interactive

• 61% of consumers feel better about a company that delivers custom
  content, and are more likely to buy. – Demand Metric

• 62% of adults under 34 are willing to share their location for more
  relevant content. – jiwire

• Using pictures of people with the facial expressions you want your
  readers to feel will actually influence how they feel. – Journal of
  Marketing Research

• “Above the fold” real estate is still responsible for capturing 80% of
  our attention in an email. – Kissmetrics

• Lists are our brains preferred method of organizing words on a page
  because our brains like to process information spatially. – The New
  Yorker
- Increased white space improves reading speed by 14% and comprehension by 20%. – Fast Company
- 80% of your audience is scanning the email. – Email on Acid

### AUTOMATION

- Triggered email messages have a 151.9% higher click-through rate than “business as usual messages.” – Epsilon
- B2C marketers who automate emails see conversion rates as high as 50%. – eMarketer
- 63% of marketers surveyed said that re-engagement campaigns are “very effective,” but only 34% were actually using them. – Salesforce
- Nurtured leads make 47% larger purchases than non-nurtured leads. – The Annuitas Group
- The average open rate for welcome emails is a whopping 50%, making them 86% more effective than email newsletters. – MarketingSherpa
- Welcome emails can increase a subscriber’s long-term brand engagement by 33%. – chiefmarketer.com
- Triggered birthday emails can lift conversion rates by 60% over non-birthday email messages with the same offer. – ClickZ

### MOBILE OPTIMIZATION

- People check their phones up to 150 times a day. – Epsilon
- 53% of all email is opened on a mobile device. – Litmus
- 71% of mobile purchasing decisions are most influenced by emails from companies. – Adobe
- 88% of online consumers are less likely to return to a site after a bad experience. – econsultancy
- 40% percent of the people who are having bad experiences visit a competitor’s site instead. – Google’s Mobile Playbook
- Design buttons that are at least 44 x 44 pixels squared because that’s roughly the size of the average human fingertip. – Apple