

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*
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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 likely 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*
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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*
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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*