

7 Fast Facts: Why Email Is Still King

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Email marketing has been around for two decades, and research shows it's still the most effective way to connect with customers online. **Take a look at these statistics to understand why you should consider it for your small business:**



4.3 billion email accounts

are estimated to be in use by 2016.



91% of consumers

check email at least once a day.



82% of consumers

open email from companies.



66% of consumers

have made a purchase online as a result of an email marketing message.



64% of Americans online

have printed a coupon from an email.



74% of consumers

prefer to receive communications from businesses and brands via email.

85% of U.S. retailers

consider email marketing one of the most effective customer acquisition tactics.



Sources:

<http://www.webmarketingpros.com/blog/10-stats-email-marketing-is-still-worthwhile/>
<http://time.com/3548793/reasons-email-marketing-works/>

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