

WHY EMAIL MARKETING?

IS IT RIGHT FOR YOUR COMPANY?

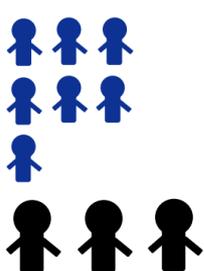
EMAIL MARKETING HAS BEEN DRASTICALLY GROWING IN POPULARITY. MANY BUSINESS OWNERS ARE LEFT WONDERING IF THIS IS SOMETHING THEY SHOULD TAKE ADVANTAGE OF.

44% OF RECIPIENTS MADE AT LEAST ONE PURCHASE BASED ON A PROMOTIONAL EMAIL

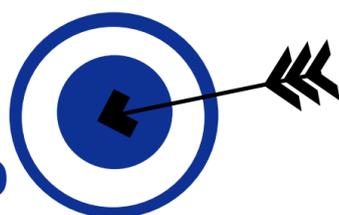


\$44.25 IS THE AVERAGE RETURN FOR \$1 SPENT ON EMAIL MARKETING

7 OUT OF 10 CONSUMERS USE A COUPON FROM AN EMAIL CAMPAIGN



OVER 80% OF CONSUMERS OPEN EMAILS FROM COMPANIES



MARKETING AUTOMATION

INCREASES CONVERSATION RATES BY **50%**

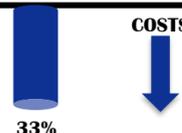
55% MORE SALES-READY LEADS



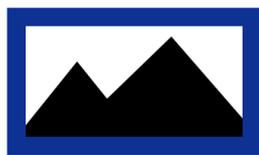
EMAIL AD REVENUE REACHED **\$156 MILLION** IN 2012



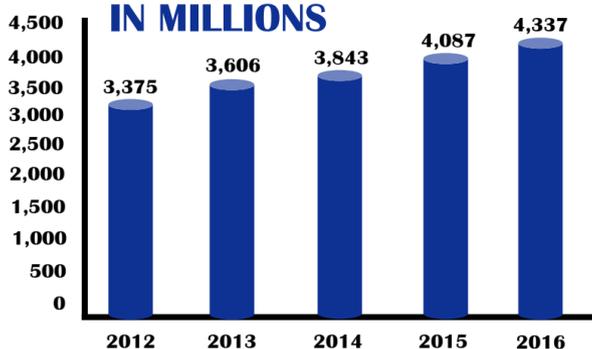
WITH 33% LOWER COSTS



91% OF CONSUMERS CHECK THEIR EMAIL DAILY



EMAIL ACCOUNTS IN MILLIONS



66% OF PURCHASE ARE RESULT OF AN EMAIL MARKETING MESSAGE

AN EMAIL MARKETING CAMPAIGN CAN BE USED TO DRASTICALLY BOOST SALES



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LET US HELP

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