

11

interesting email facts that you cannot afford to miss



64%

of people say they open an email because of the subject line.

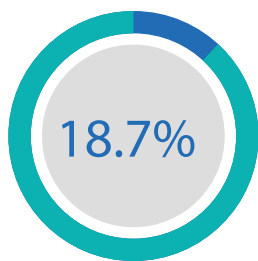
40%

of emails are opened on mobile first

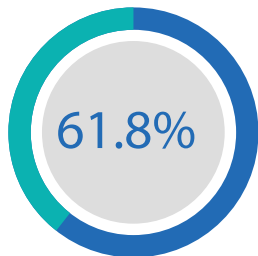
82%

of consumers open emails from companies

What influences open rates?



decrease in open rate with "NEWSLETTER" in subject line

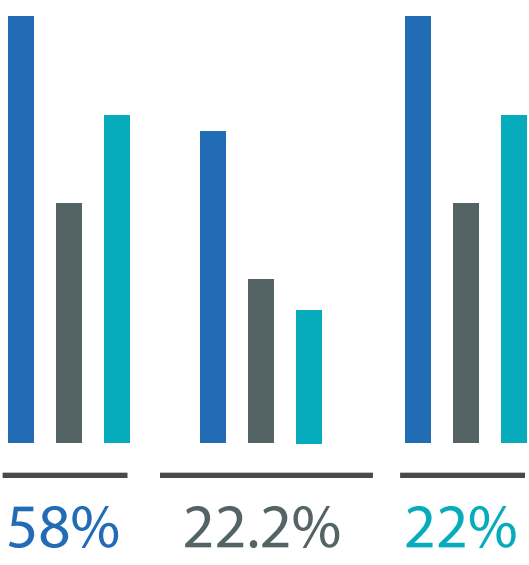


increase when "ALERT" is used



Using words like "Sale," "New," or "Video"

Types of subject lines

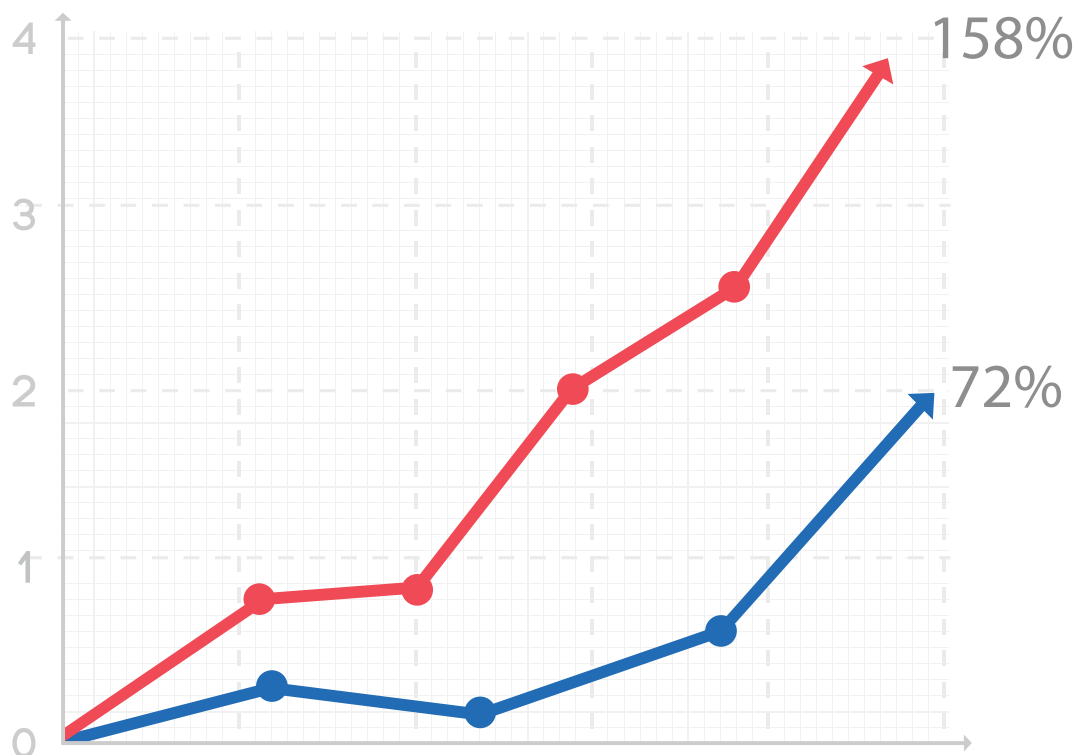


Subject lines fewer than 10 characters long had an open rate of 58%.

Personalization increases open rates 22.2% more

Urgency and exclusivity gives 22% higher result

What boosts sharing



72% of B2B buyers are most likely to share useful content via email

Emails that include social sharing buttons have a 158% higher click-through rate.

