

Is Email Dead?

Here lies
Email

Delivery
Failed

74% of consumers
prefer to receive
commercial
communications via
email

66% of consumers
have made a
purchase online as
a result of an email
marketing message

69% of mobile users
delete emails that
aren't optimized for
mobile

48% of emails are
opened on mobile
devices

Only 11% of
emails are
optimized for
mobile

The average
clickthrough rate for
B2B marketing
emails in Q2 2013
was 1.7%

Not dead. Just different.