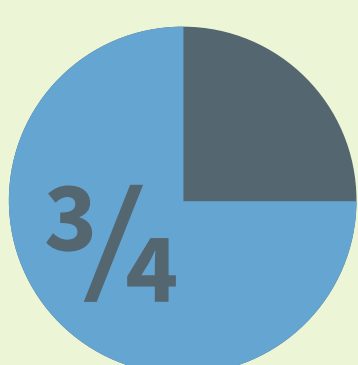


USING EMAIL TO DRIVE SALES AND INCREASE REVENUE



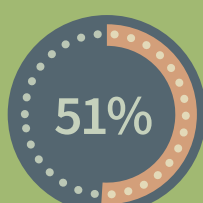
of companies agree that email offers "EXCELLENT" to "GOOD"

ROI



of consumers would like to receive promotional emails from companies they do business with at least monthly.

The ability to segment email lists and individualize email campaign messaging are the **MOST EFFECTIVE** personalization tactics for



of marketing influencers respectively.

Segmented email campaigns have an **OPEN RATE** that is



than non-segmented campaigns.

TRIGGERED EMAILS DRIVE



624 percent higher conversion

responses for the same number of sends as compared to "batch and blast" emails.



180 percent

higher post-click conversion rate.



THIS IS DRIVEN BY A



381 percent higher click rate

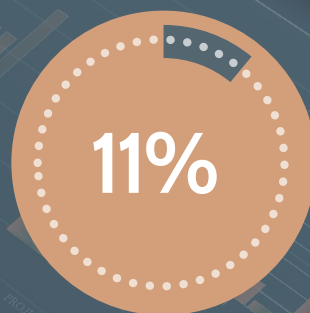
and a

Brands that personalize promotional marketing emails experience ...



27% higher unique click rates

11% higher open rates



... than those that do not personalize.

Sources:

Back to Email Marketing: <http://headsupresults.com/email-marketing/>

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5. <https://venturebeat.com/2016/10/14/study-shows-triggered-push-notifications-are-2770-better-than-batch-messages/>

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