

ADAPT MOBILE FRIENDLY EMAILS OR PROVIDE BAD EXPERIENCE TO MORE THAN 50% OF YOUR EMAIL SUBSCRIBERS!

The Challenge:

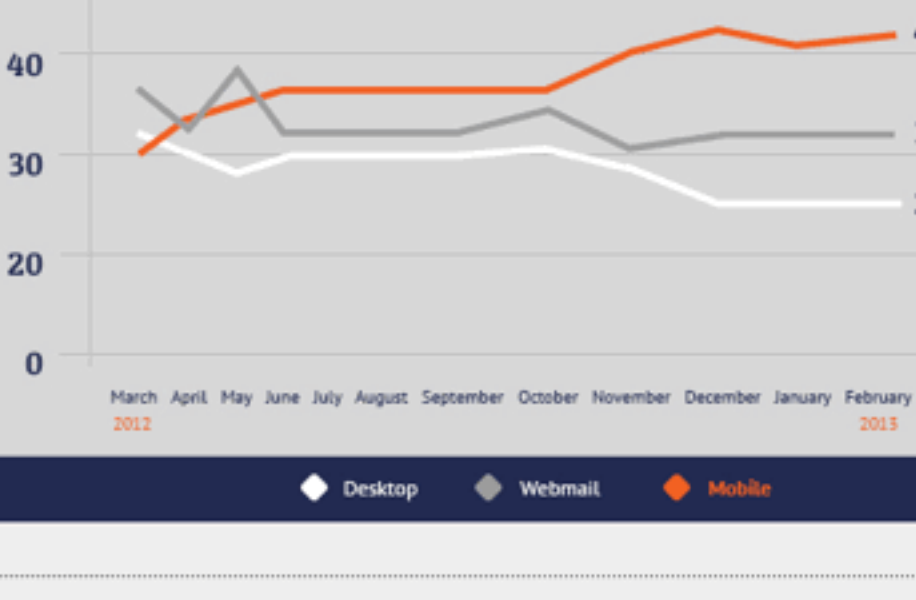
Marketers are battling out to create and launch successful mobile friendly email communications.

Why it is critical?

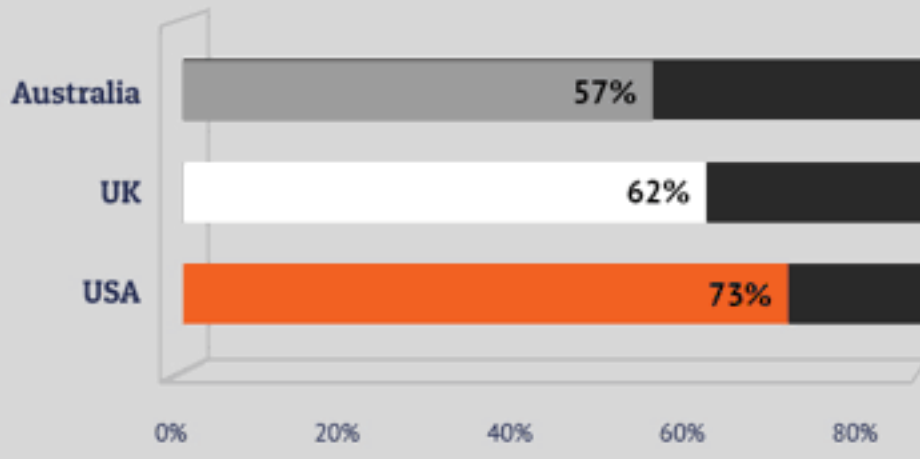
Because the use of mobile phone to read and respond to emails is growing rapidly.

43% of emails are read over mobile devices and this is expected to rise to more than 50% by the end of 2013!

% Of People Who Use Desktop, Webmail And Mobile To Read And Respond To Their Emails



% Of People Who Check Their Emails Via Smartphone On The Daily Basis



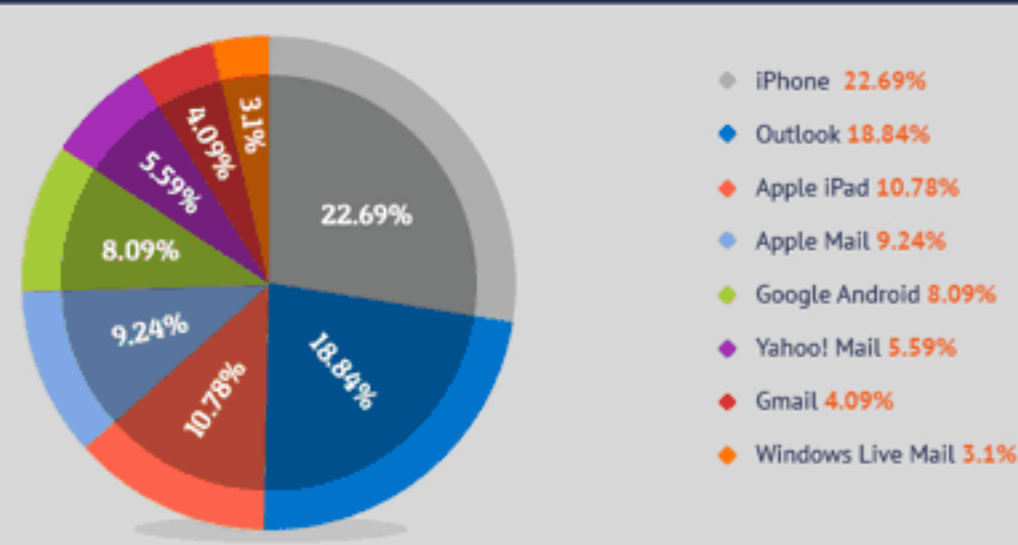
These stats clearly indicate that if you are launching a campaign targeting USA, UK or Australia, ensure your emails are optimised for smartphone users.

43% of mobile email users check email four or more times per day, compared to only 29% of those who do not use mobile email.



iPhone leads amongst all the email clients especially for email opens:

% Of Overall Email Opens By Email Clients



Email Opens: There is no second chance!

Just 3.5% of users have viewed a single email in more than one environment. (both mobile and either desktop or webmail)

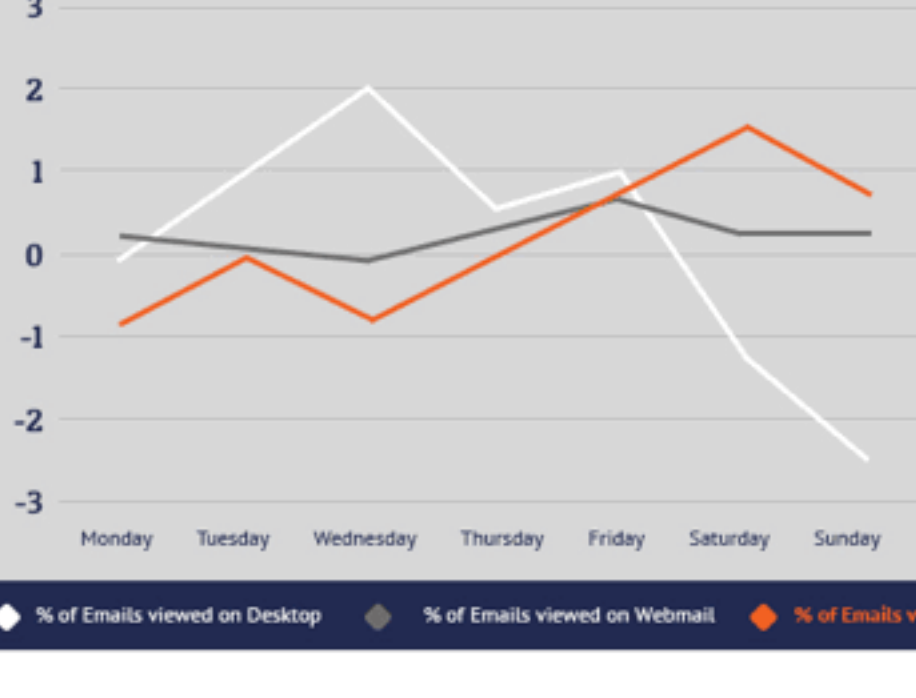
Users who have recently read email on their mobile will do so again about 45% of the time.

This means that nearly 97% of emails are viewed just once and there is no second chance!

Consumers are adapting mobiles for routine email communications!

Mobile is the most preferred device for checking out emails during weekends.

How Day Of Week Affects Where Email Is Viewed

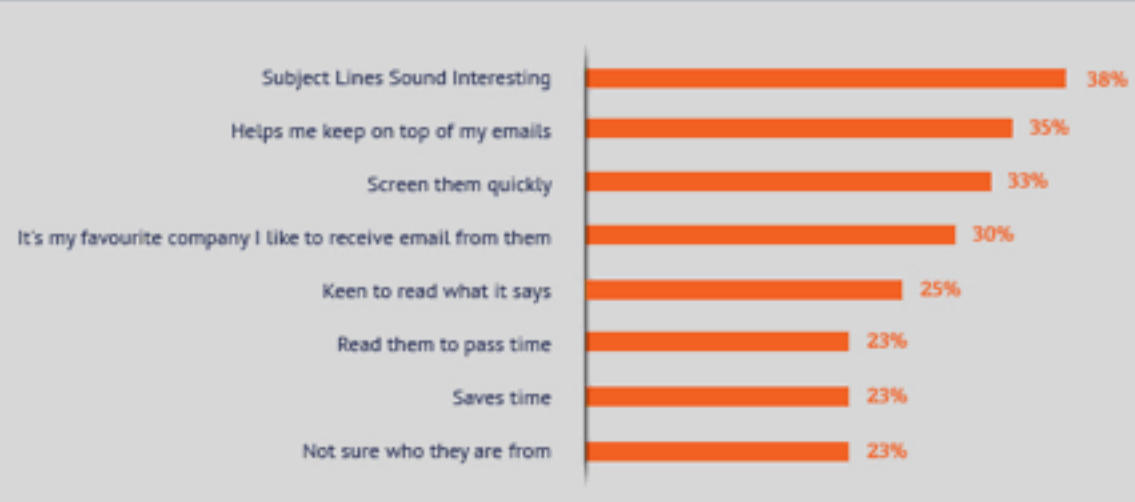


Also, let's understand which devices are most used throughout the day for Emails.

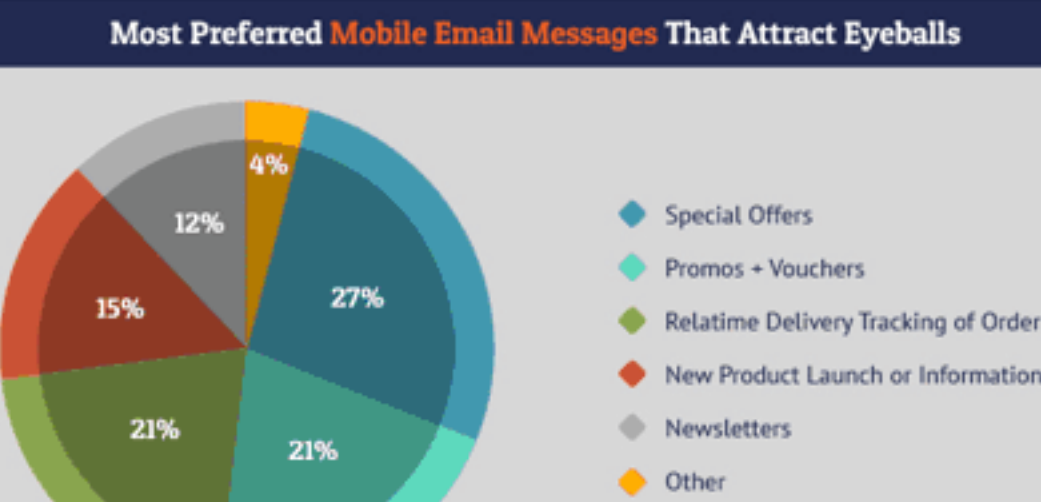


Mobile or smartphone usage is more prevalent in the morning and evening hours.

What Motivates People To Read Emails On The Mobile Devices?



Most Preferred Mobile Email Messages That Attract Eyeballs



Savings attract! Promotional emails with special offers, promos & vouchers attracts eyeballs the most, followed by delivery and order information.

THE SAD PART

75% of the companies do not create mobile friendly emails and continue to lose out on the ROI.

There are responsive mobile design and coding techniques in place with which creating mobile friendly emails is hassle free, leading to a better ROI on your email campaigns.

DIVINE SOLUTION

What is Responsive Mobile Email?

Responsive email design uses CSS3 media queries to display different layouts of an email depending on the size of the viewing screen. You can display or hide elements for a true mobile experience.



Pinpointe

Pinpointe is a feature-rich, cloud-based email marketing software solution for B2B companies. With a focus on robust features, and ease-of-use, Pinpointe makes it easy for Business-to-Business ("B2B") companies to create, automate, target, analyze and track their email communications.

Visit: www.pinpointe.com Call: (800) 920-7227 Email: sales@pinpointe.com

Email Monks

Email Monks is a superfast yet cost effective mobile friendly email design and coding services provider. Responsive email html coding starts at \$70/month.

Visit: www.emailmonks.com Call: +1 213 674 MONK Email: hello@emailmonks.com



Infographic is developed in collaboration with **Email Monks**

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