

Mobile Email Growth



is the **TOP** smartphone ACTIVITY

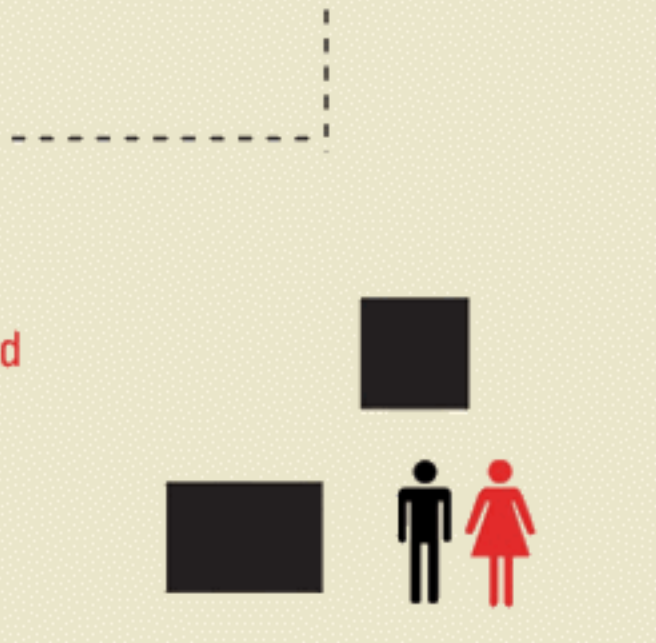
GROWTH OF MOBILE DEVICES AND MOBILE E-MAILS

AS OF TODAY

there are **91.4 MILLION** smartphone users IN THE UNITED STATES ALONE.



50% of the population will adopt or use tablets BY 2016



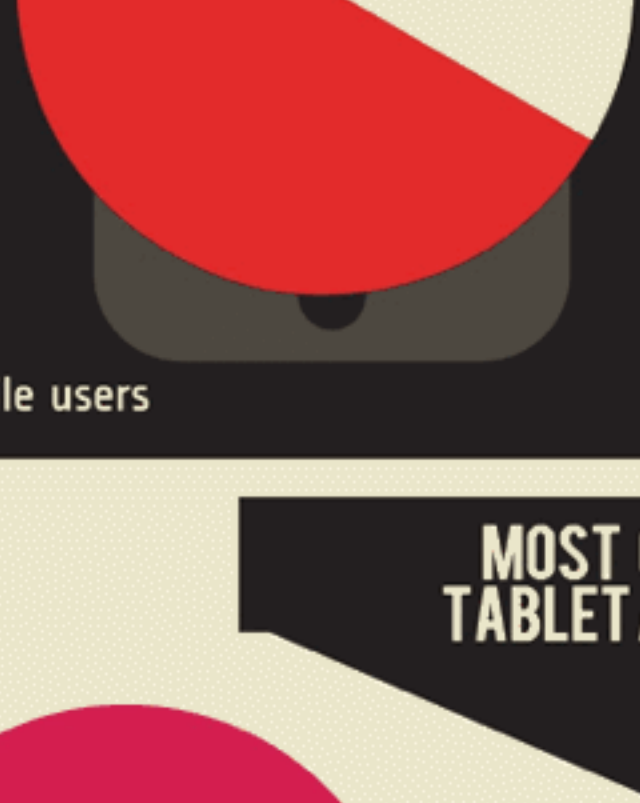
97% of 18 - 29 yrs. old and **92%** of 30 - 49 yrs. old used smartphone



TO SEND TEXTS AND OPEN EMAILS



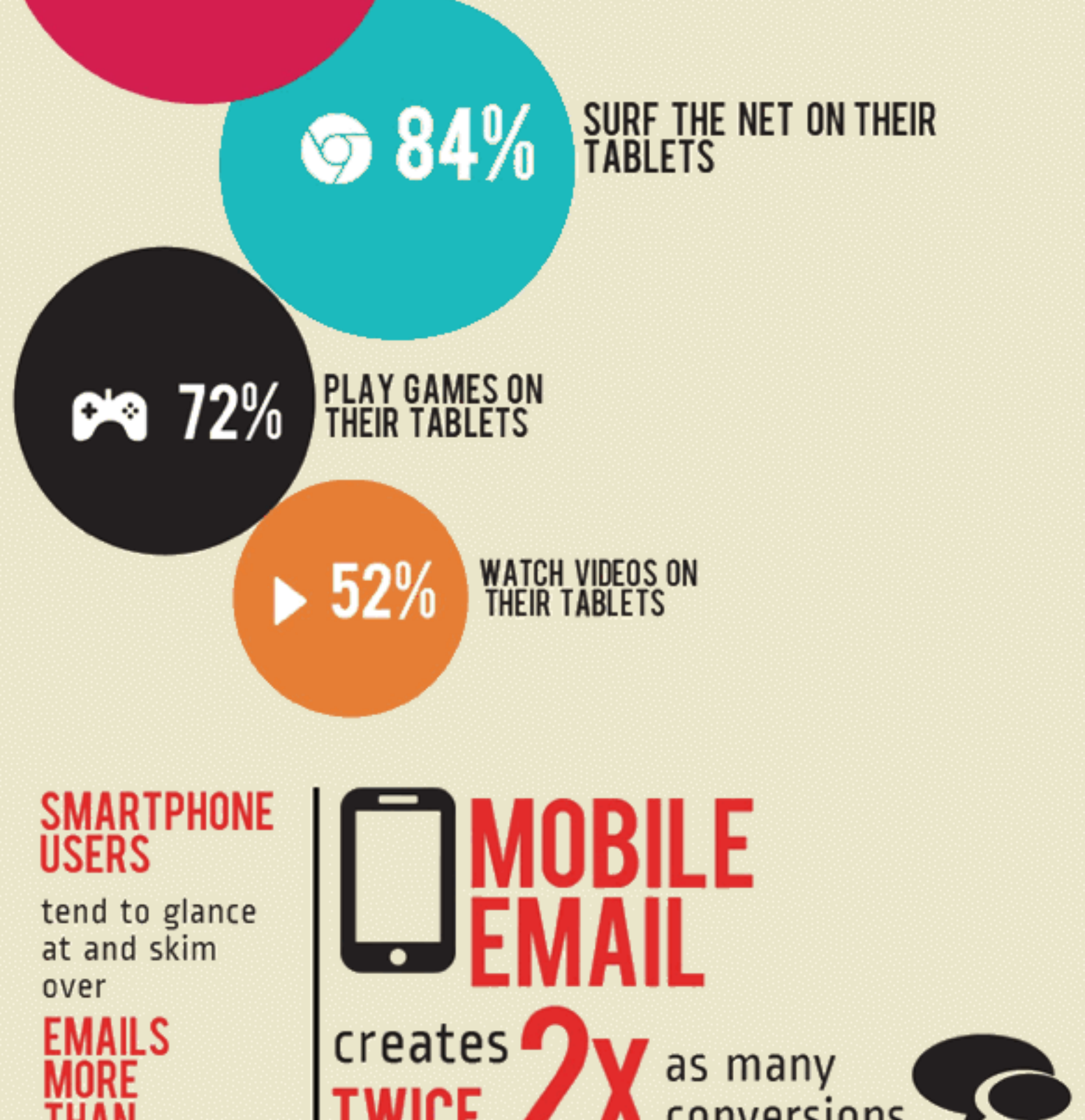
as of 2013



30% of all blog visits CAME FROM TABLETS or MOBILE DEVICES

mobile users

MOST COMMON TABLET ACTIVITIES



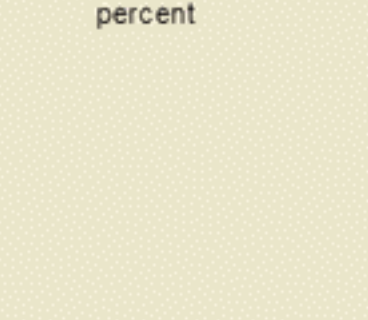
SMARTPHONE USERS tend to glance at and skim over **EMAILS MORE THAN** desktop users.



MOBILE EMAIL creates **TWICE 2X** as many conversions as **SOCIAL** and **SEARCH**



and **SEARCH**



MOBILE EMAILS BRING:

- 1. Convenience and Accessibility.**
Mobile devices are generally more suitable to bring than desktops.
- 2. Greater Responsiveness.**
In e-mail marketing, such use of devices can reduce time and effort in reaching the consumers.
- 3. Increased Productivity.**
Easier, faster marketing. Companies nowadays produce mobile strategy in order to increase investment.

MOBILE E-MAIL INDUSTRY

Statistics Show that..



FOR SMARTPHONE USERS: (Pew Research Center, October 2012)

- 61%** check e-mails daily
- 80%** check e-mails weekly

MARKETING EMAILS: (Knotice, February 2012)

41% of marketing e-mails were opened on a mobile device in the second half of 2012. That's up from 36% in the first half of 2012.



MOBILE EMAILS: (Litmus, January 2013)

Mobile opens represent **43%** of all e-mail opens. That's a 138% increase in the last 18 months and a 48% increase in 2012.

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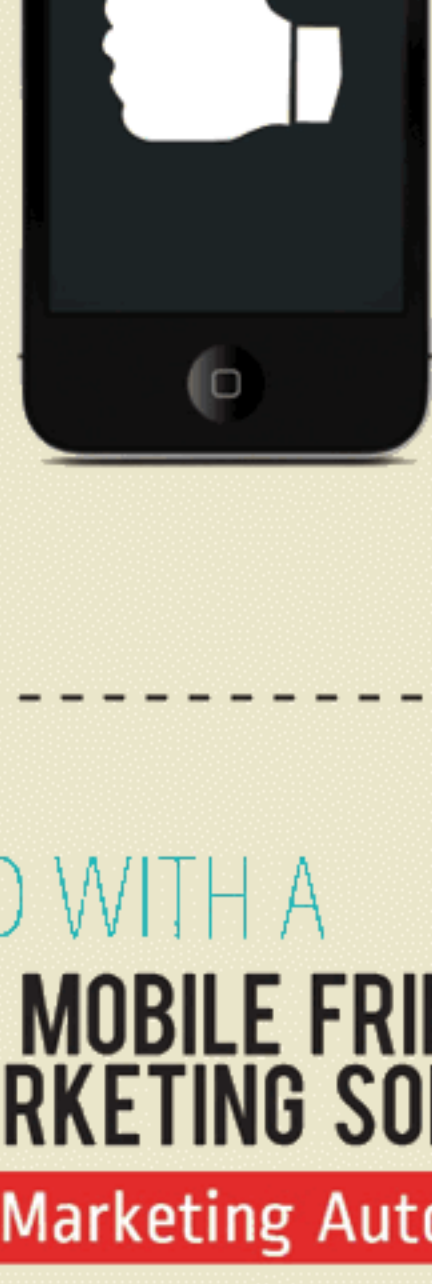
EMAIL OPENS: (Knotice Survey, 2013)

By the end of **2013**, of email opens will be on **MOBILE DEVICES.**



WHAT NOW? ?

MAKE SURE YOUR EMAILS ARE MOBILE FRIENDLY



AND GET STARTED WITH A **MOBILE FRIENDLY E-MAIL MARKETING SOLUTION**

Business Class Email Marketing Automation

CLICK HERE