



3.375 BILLION people worldwide use email.

consists of:
Corporate: 851 Million
Consumer: 2.525 Billion

Based on Chief Marketing Officer Council

67% of marketers all over the world rated email marketing as the most effective marketing method IN 2013.

According to Direct Marketing Association, Email Marketing has a whopping **4300% ROI**.

Using EMAIL MARKETING in conjunction to other marketing campaigns

YouTube, LinkedIn, Facebook, Google+, Twitter makes your **EVEN HIGHER!**

WHY EMAIL is an effective tool?

People who **READ EMAIL ADS** are **MORE** likely to visit a company's website

Over the last 4 YEARS, **EMAIL Advertising** **INCREASED SALES** roughly by **7%**

Nearly **60%** of all internet users **CHECK EMAIL** before doing anything else online.

94% of email users **SUBSCRIBE** to email marketing lists, which translates to more **SALES**

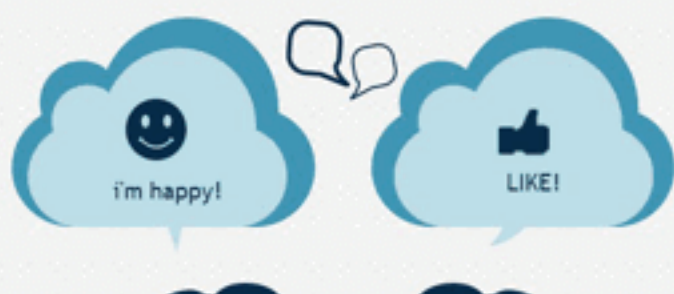
EMAIL MARKETING brings messages **STRAIGHT TO THE CONSUMERS** **WITHOUT** requiring them to do extensive research.

WHY EMAIL is undervalued?

Response rates to marketing content in **SOCIAL MEDIA** are significantly **LOWER THAN EMAIL** response rates.



SOCIAL MEDIA has been touted as one of the greatest ways to communicate online.



All businesses need a social media presence to succeed, and many people go directly to social circles.



Statistics show that

37% of consumers **prefer** **EMAIL ADVERTISING** to personalize content.

30% of consumers **TRUST** referrals from a website they trust.

Get Started Today

For more Information, visit us at: **WWW.PINPOINTE.COM**

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