



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

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?

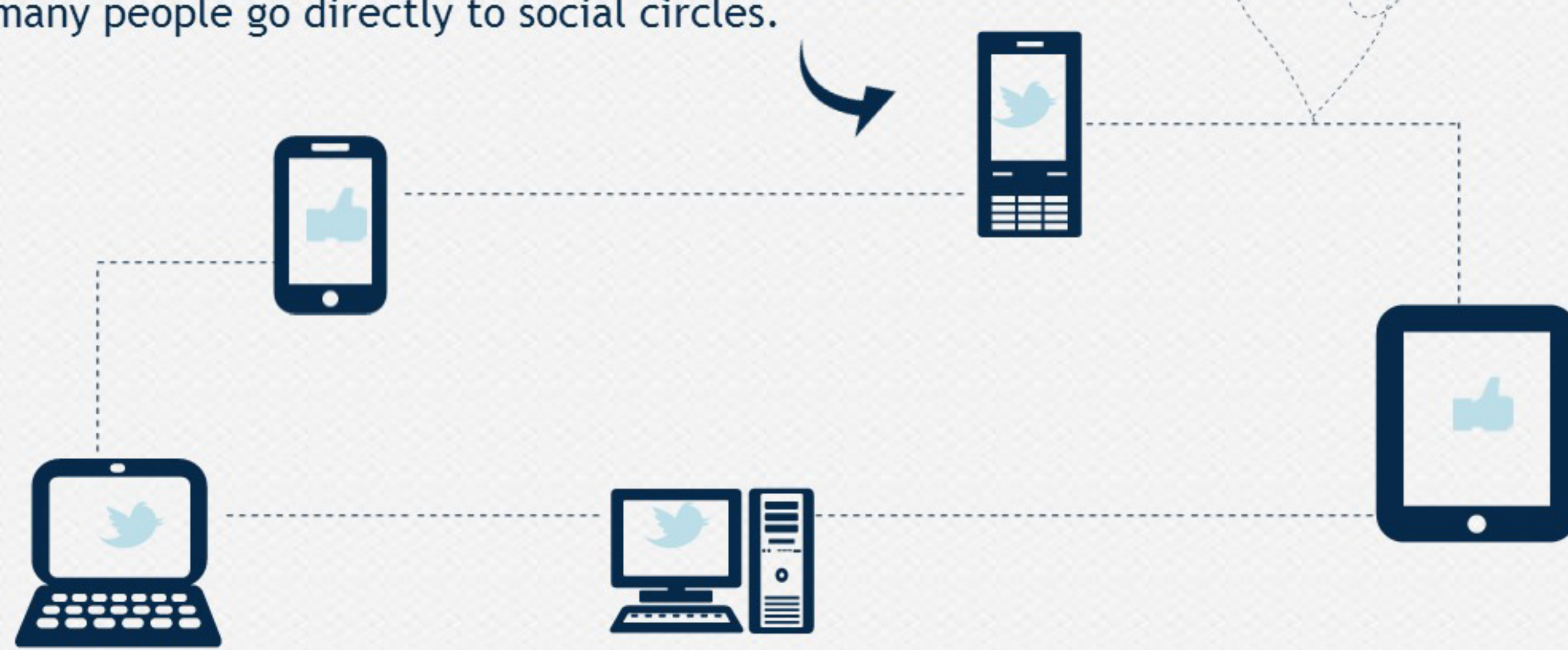
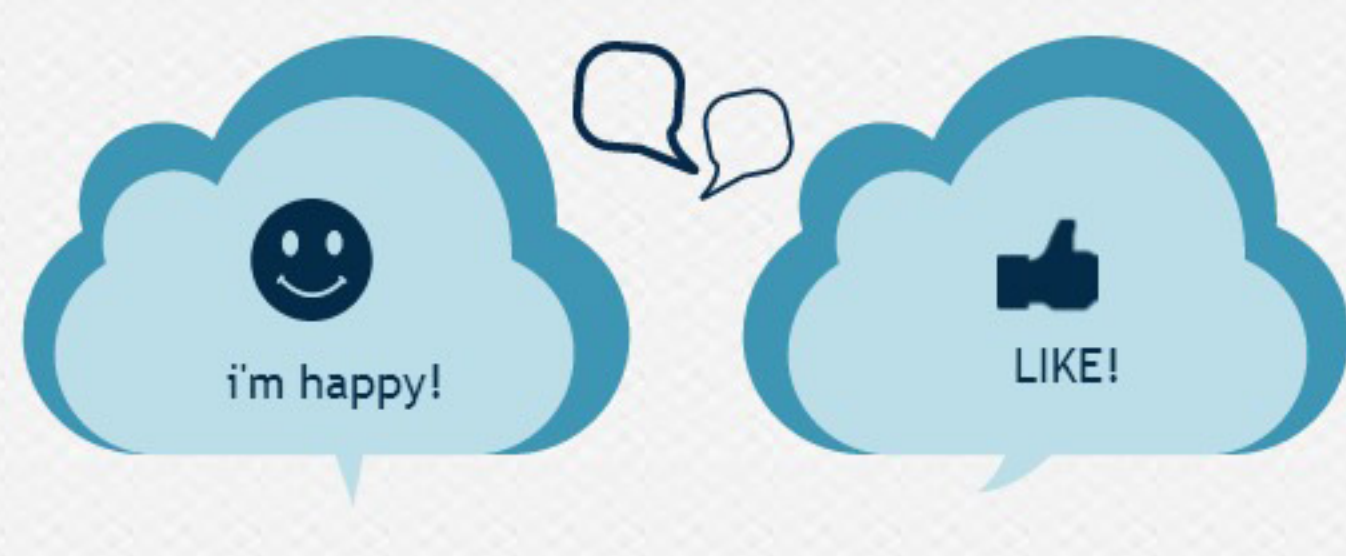
Response rates to marketing content in **SOCIAL MEDIA** are significantly **LOWER THAN EMAIL** response rates.



Lower Than EMAIL response rates.

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

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



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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