

SEND **BETTER** EMAIL

1 **START WITH SEGMENTATION.**

Study after study shows a significant lift in engagement—some as much as 170 percent—yet only 30% of marketers personalize their email content (Adestra).



2 **MAKE A GOOD FIRST IMPRESSION.**

An estimated 93 billion marketing emails are sent each day (Radicati Group) and 33% of email recipients open email based on subject line alone (Salesforce).

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3 **USE A RESPONSIVE TEMPLATE.**

66% of emails are opened on a mobile device (Movable Ink) and 70% of smartphone users say they delete emails immediately that don't render properly (Acxiom).



4 **SIMPLIFY & OPTIMIZE YOUR CONTENT.**

You have 8.25 seconds to capture someone's attention and marketers rank email content and design as the most important element of a campaign (Pardot).

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5 **STICK THE LANDING (PAGE).**

35% of online revenue can be sourced to a direct email appeal (M+R), yet only 48% of marketers create a new landing page for each of their campaigns (Marketing Sherpa).

