

Origin Eight (O8)

The Importance of E-mail Marketing



Any serious digital marketing strategy should contemplate the use of e-mail as a vital component.

How many users?



By the end of 2019, there will be over 4 billion e-mail users around the world.

How many messages?



An estimated 250 billion e-mails are sent daily. That's right: every single day.

What makes e-mail marketing so useful?



Most likely to elicit engagement



Easy to automate and measure



It is inexpensive



Can be personalized



High rate of acquisition



Higher rate of engagement due to increased mobile usage



Constant communication with audience

E-mail connects the world

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www.origineight.net

