

# 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).



## 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 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).



## 5 Have a 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).

