Insightful Email Marketing Stats for Small Businesses

A great way to build, and sustain, strong relationships with your customers is through emailing.

- [ ] 80.8% of users report reading EMAIL on mobile devices

- [ ] "Secrets" is the most clicked lead nuturing subject line word

- [ ] 88% prefer to receive HTML EMAILS vs. 12% who prefer PLAIN TEXT

- [ ] "POSTS" & "JOBS" are the most clicked subject line words

- [ ] Saturday has the HIGHEST CTR at over 9%, Sunday is the SECOND HIGHEST

- [ ] 65% PREFER EMAILS that contain mostly IMAGES vs. 35% who prefer mostly TEXT

- [ ] "CLICK HERE" buttons get highest percent of clicks over "GO" and "SUBMIT"