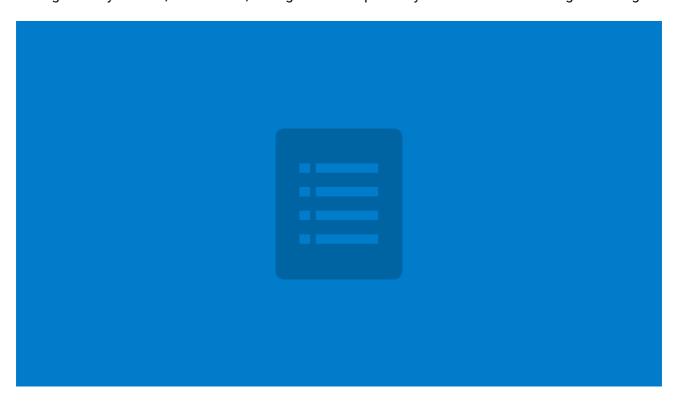
## **Insightful Email Marketing Stats for Small Businesses**

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"