



# WHY CHOOSE EMAIL MARKETING?

## LET THE STATS SPEAK FOR THEMSELVES

- According to VentureBeat, email marketing has the highest ROI of all digital marketing efforts. For every \$1, email marketing generates \$38 in ROI
- Email also outperforms every other digital channel in reach and conversion
- Responsive design ensures emails are formatted properly for desktop and mobile
- Email is the preferred method of communication, with 72% of people saying they prefer to receive content through email
- Analytics are readily available and it's easy to access benchmarks to see how you're performing in your industry
- Email Marketing systems provide the perfect balance between customization and consistency so brands can remain consistent and professional while allowing easy customization features like editable layouts with drag and drop elements