



The Power of Digital Messaging Across the Globe

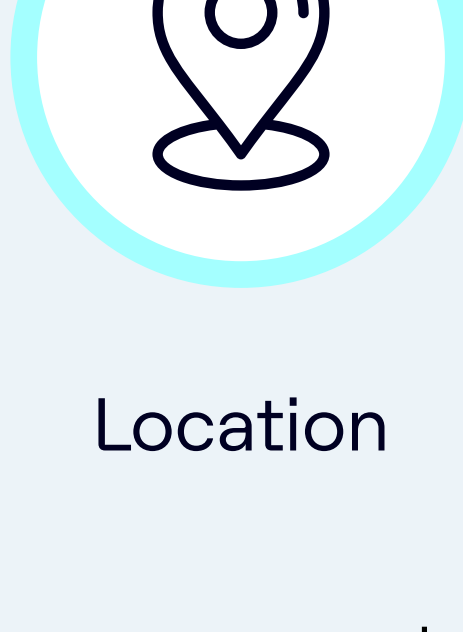
Now more than ever, digital messaging is paving the way for businesses to communicate directly and effectively with their consumers across various industries and demographics.



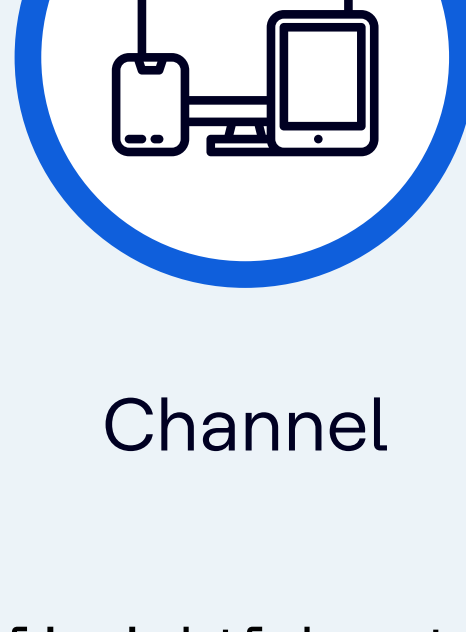
Industry



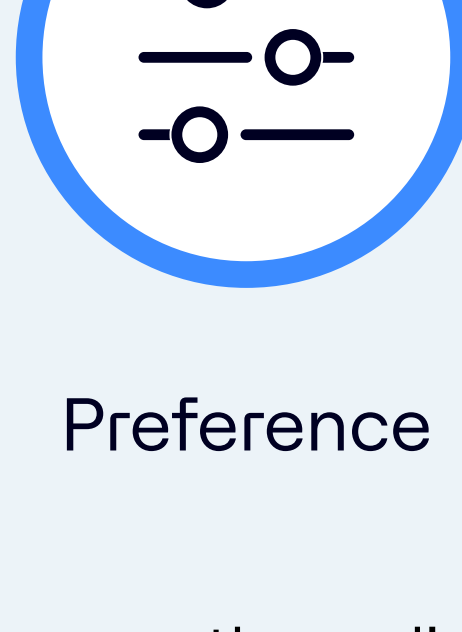
Demographic



Location



Channel

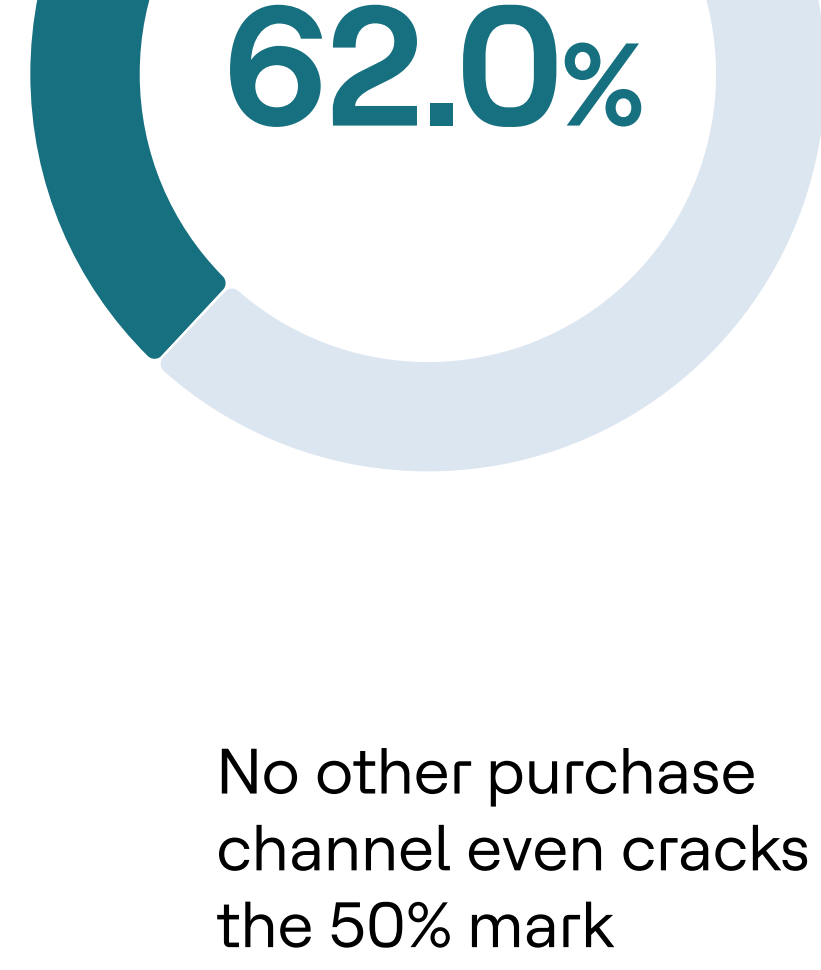


Preference

The compelling data points presented below are a snapshot of insightful metrics across these diverse categories mentioned above. These figures primarily focus on industry trends, geographical variations, and demographic factors, providing a comprehensive view of the marketing landscape.



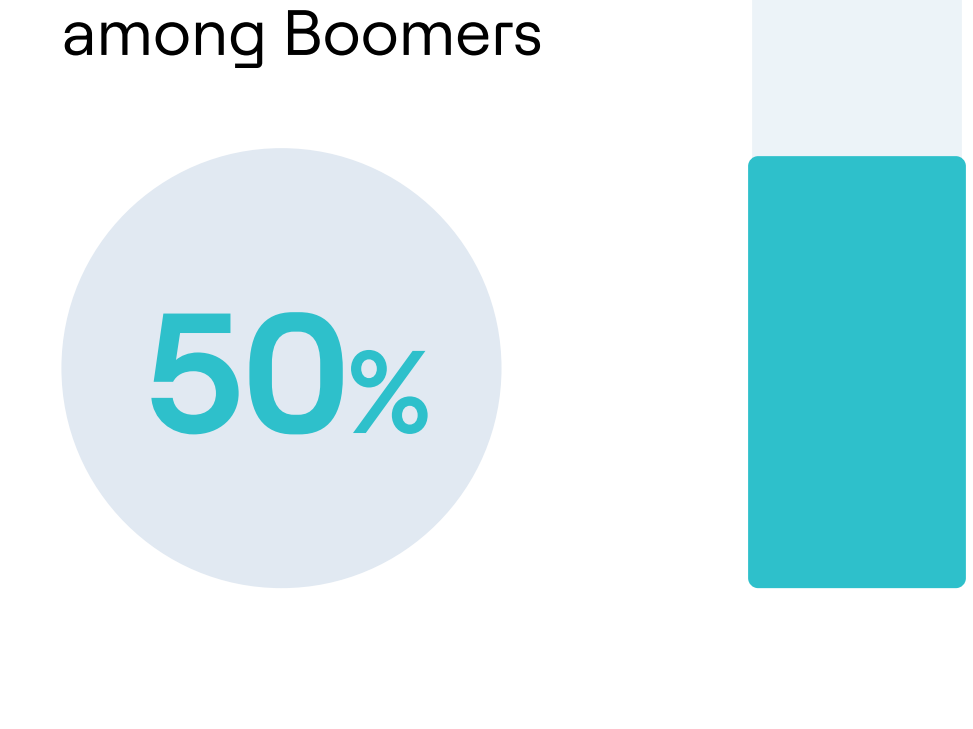
The average click rate for e-commerce that sells apparel, small electronic devices, books or household pieces.



According to Marigold's 2023 U.S. Consumer Trends Index,

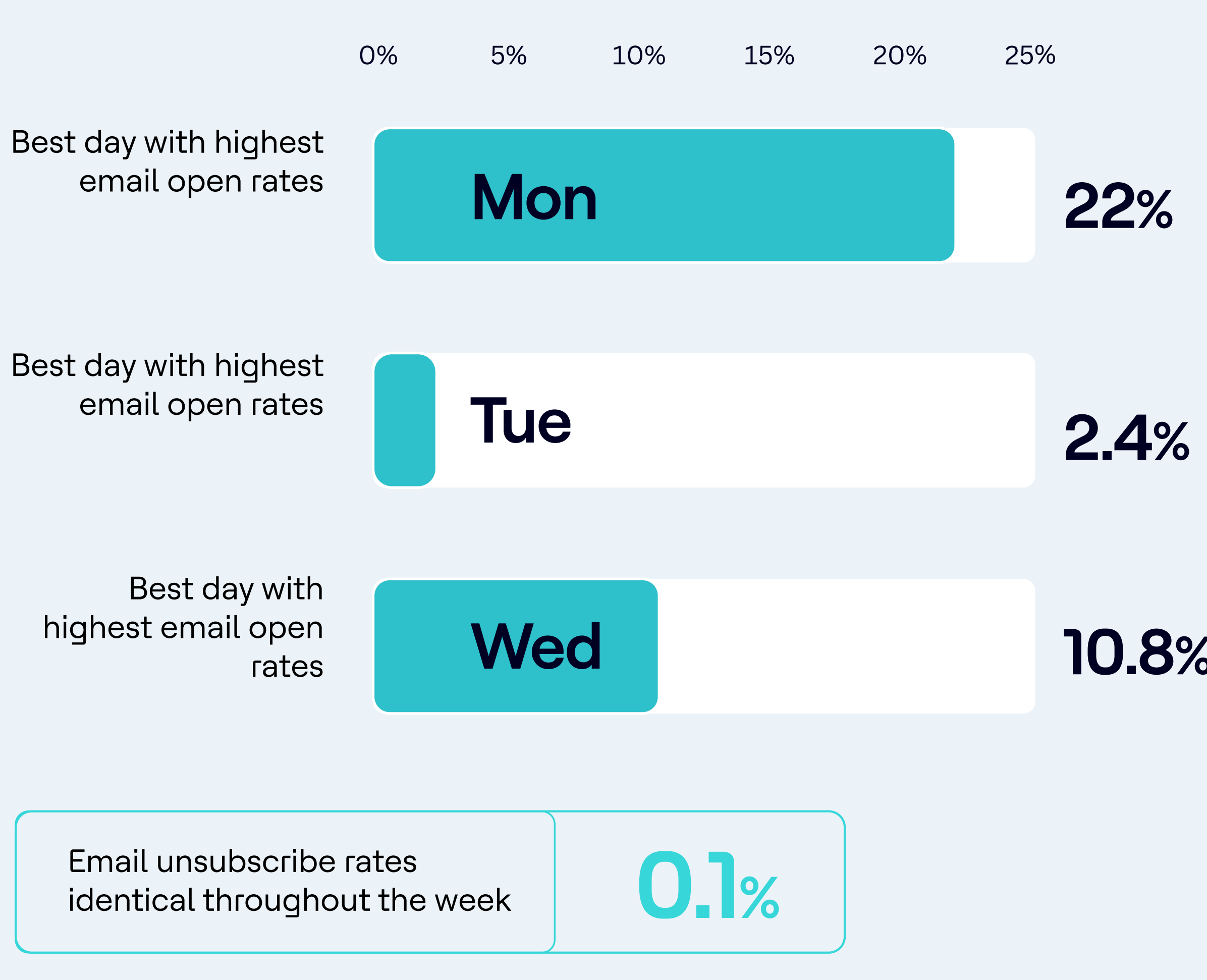
This is the percentage of boomers who have made a purchase from an email in the last year

In Europe, North America, and APAC, email marketing* is the most widely used technology to engage with customers. *(77.6% compared to 62% for content management and 61% for social media).



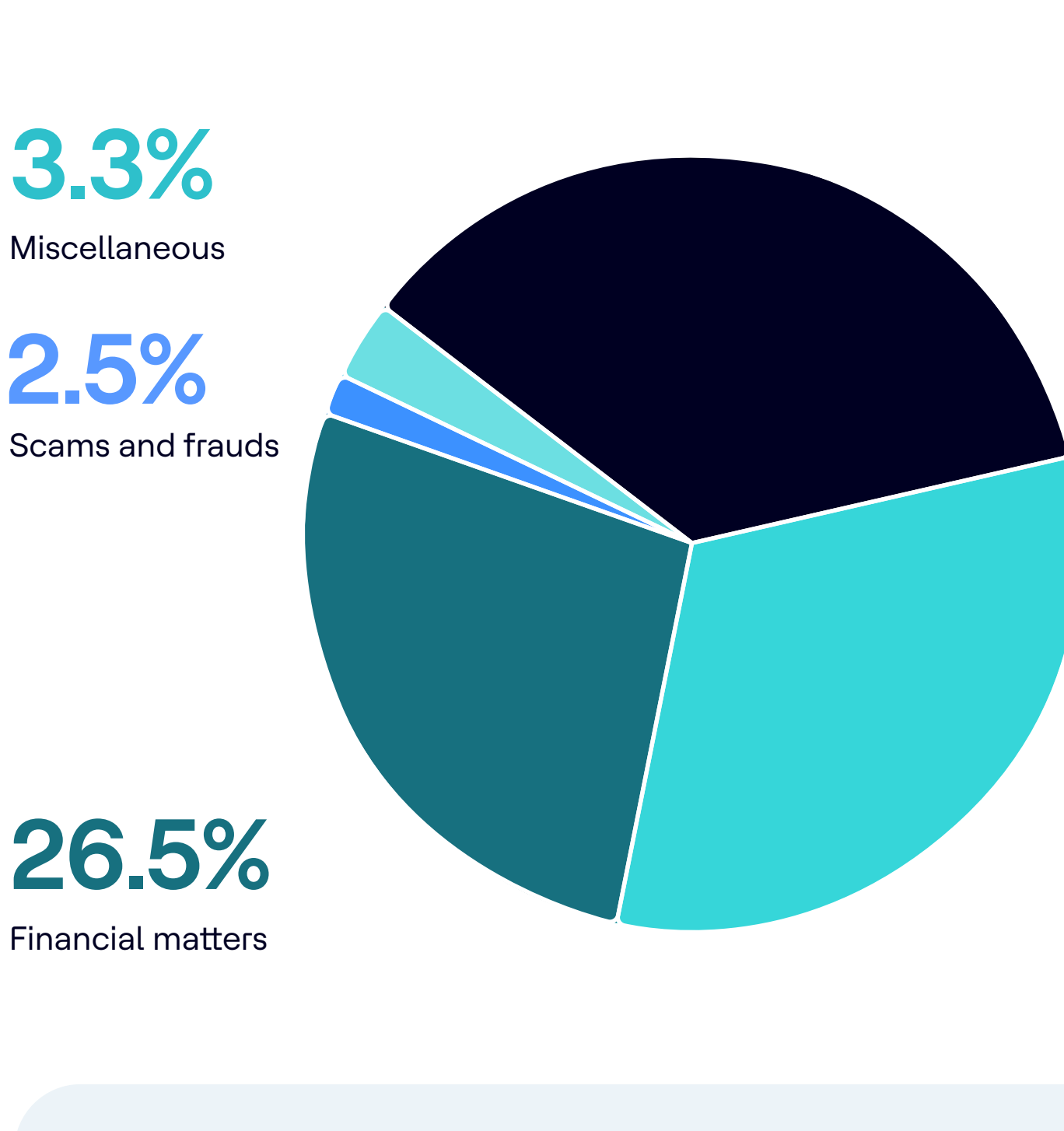
No other purchase channel even cracks the 50% mark among Boomers

50%



Email unsubscribe rates identical throughout the week

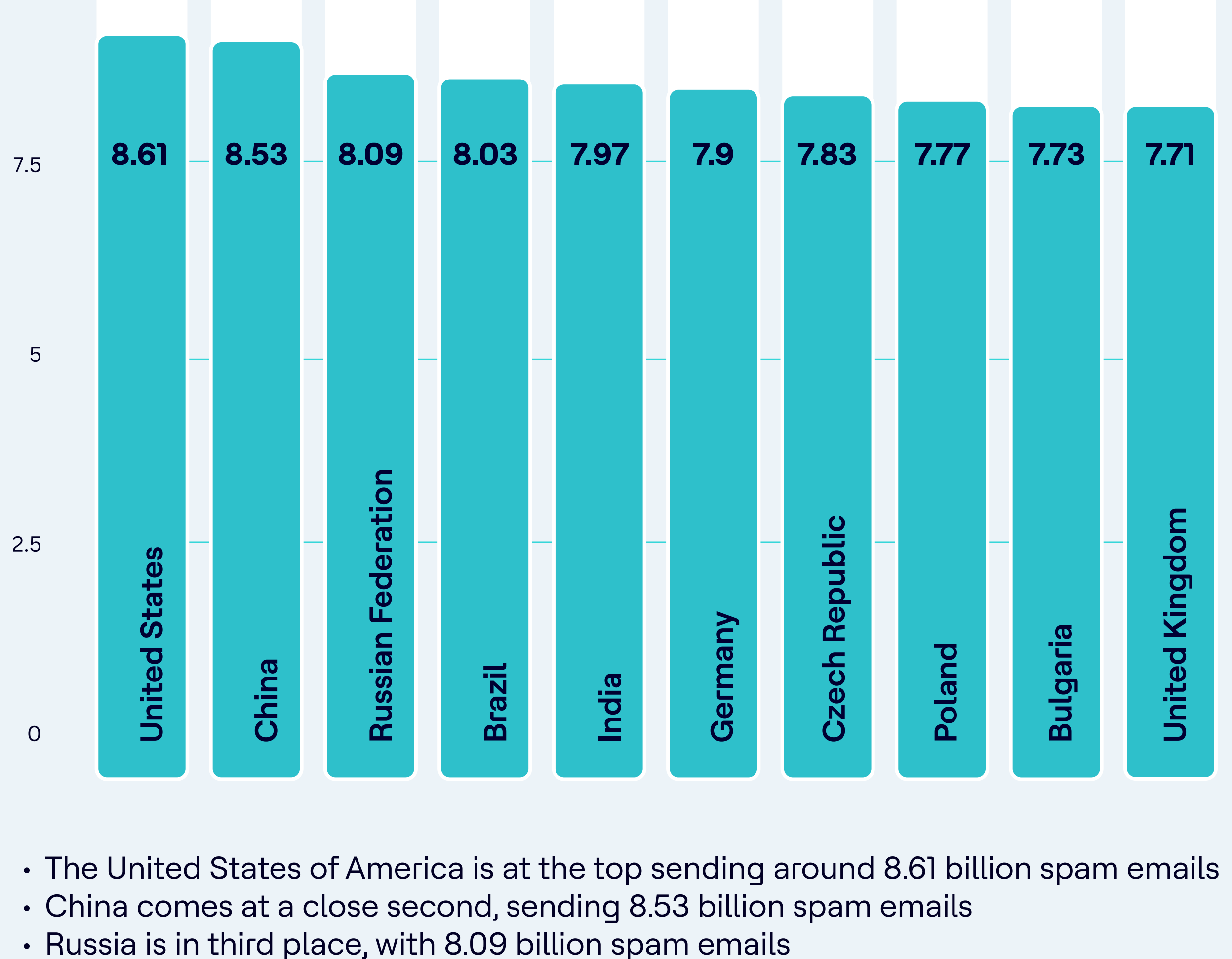
0.1%



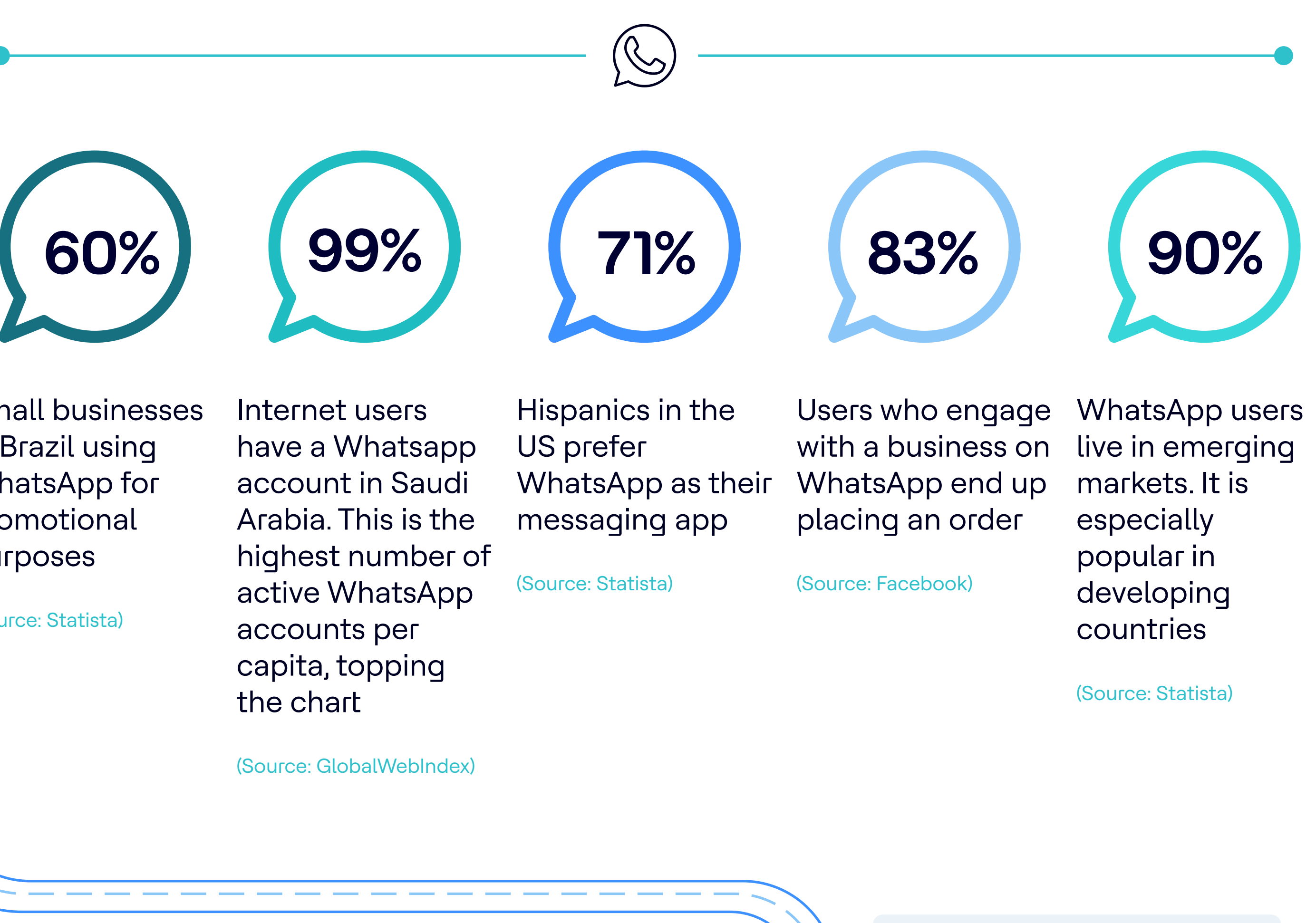
The most common type of spam is marketing/advertising emails which account for nearly 36% of all spam emails.

The second most predominant type of spam is emails with adult content which makes up around 31.7% of all spam.

Emails associated with financial matters are the third most common type of spam, making up about 26.5% of all spam emails.

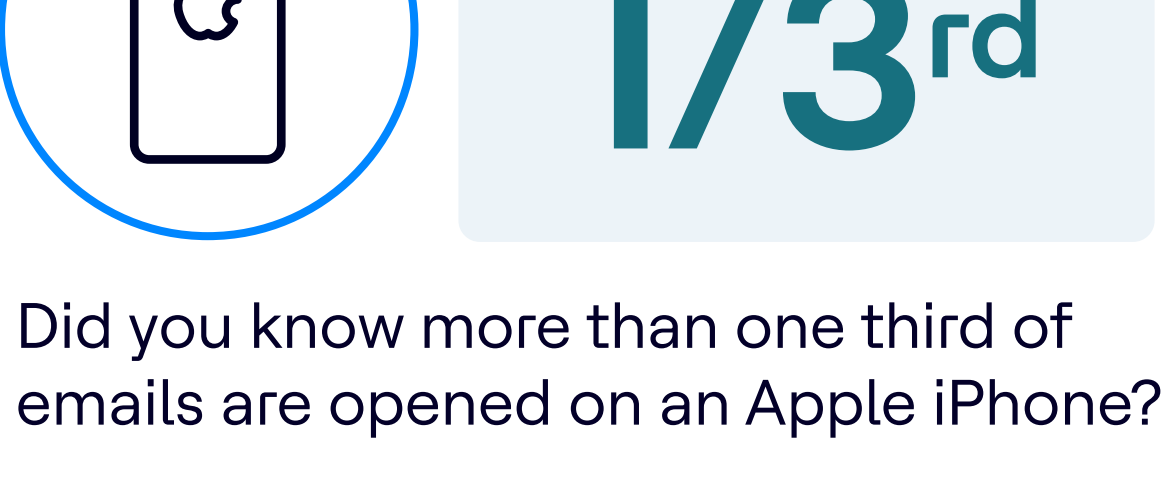


The United States of America is at the top sending around 8.61 billion spam emails. China comes at a close second, sending 8.53 billion spam emails. Russia is in third place, with 8.09 billion spam emails. Brazil comes fourth, sending around 8.03 billion spam emails. India comes after that in fifth, sending 7.97 billion spam emails. Germany is sixth with 7.9 billion spam emails. The Czech Republic is close to Germany at seventh, sending 7.83 billion spam emails. In the last three places comes Poland, Bulgaria, and the UK, sending 7.77, 7.73, and 7.71 billion emails, respectively.



In 70% of cases, if the message doesn't display correctly, it's likely to be deleted within three seconds.

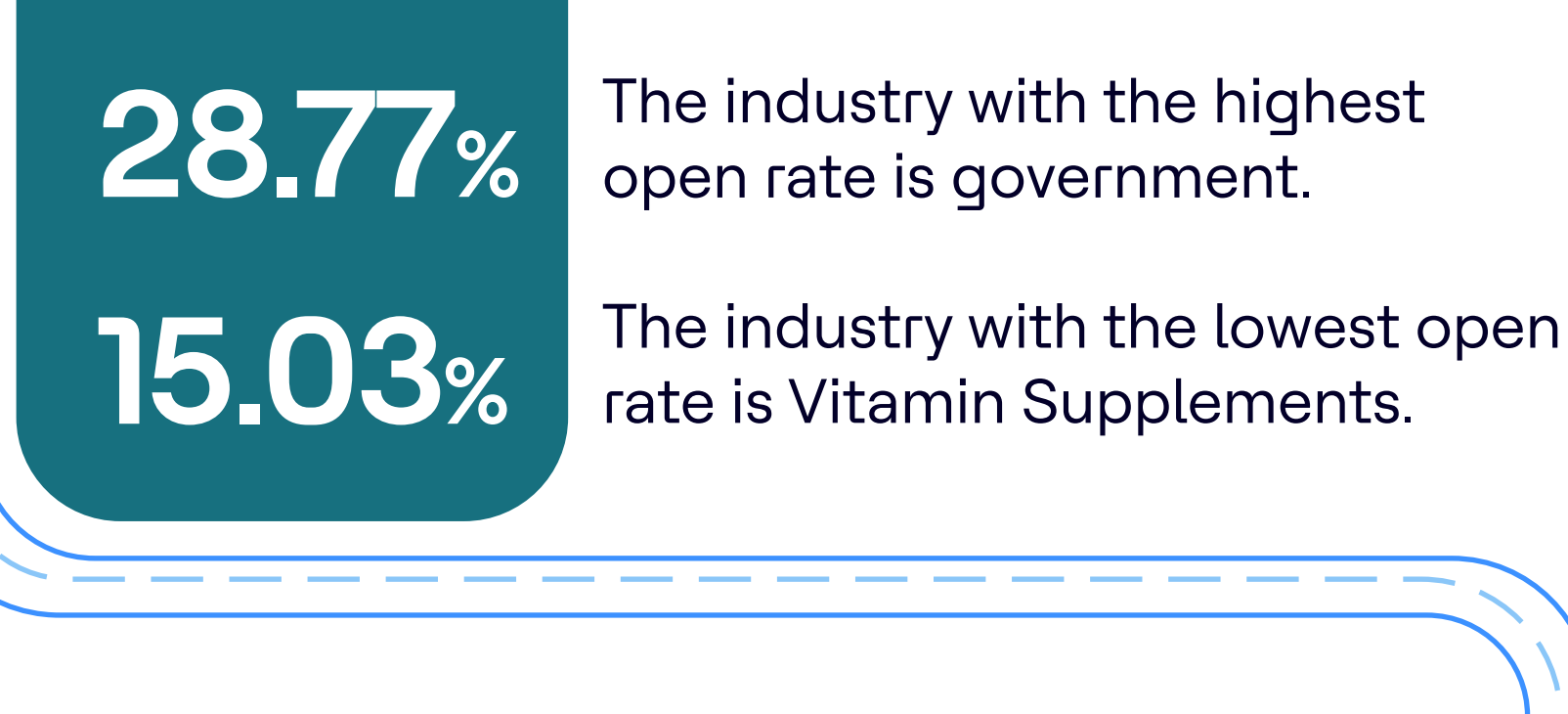
Source - Campaign Monitor



1/3rd

Did you know more than one third of emails are opened on an Apple iPhone?

Source - Litmus



The average email open rate across all industries.

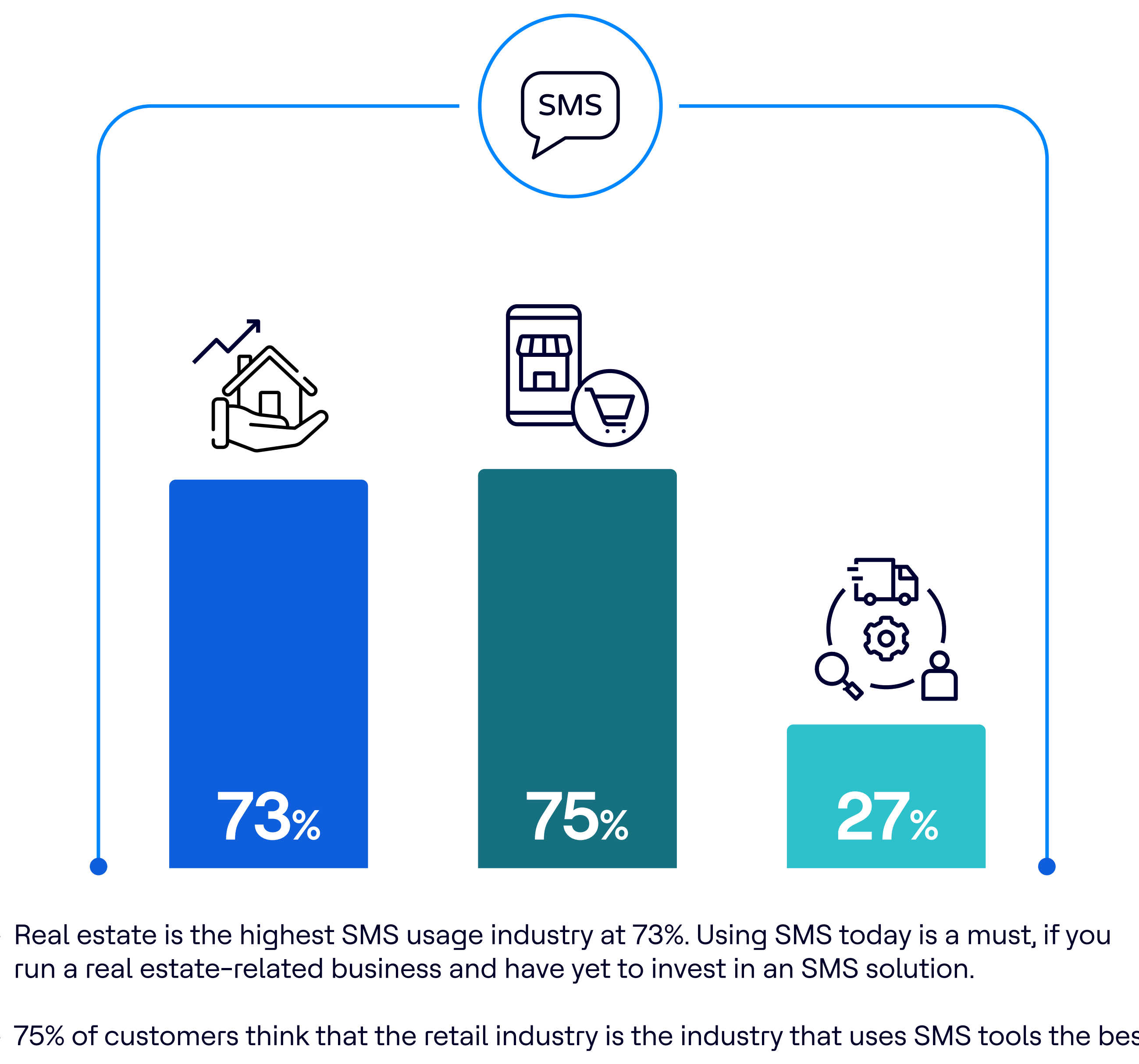
The industry with the highest open rate is government.

The industry with the lowest open rate is Vitamin Supplements.



More women pay attention to email marketing messages as compared to men.

Source - Disruptive Advertising

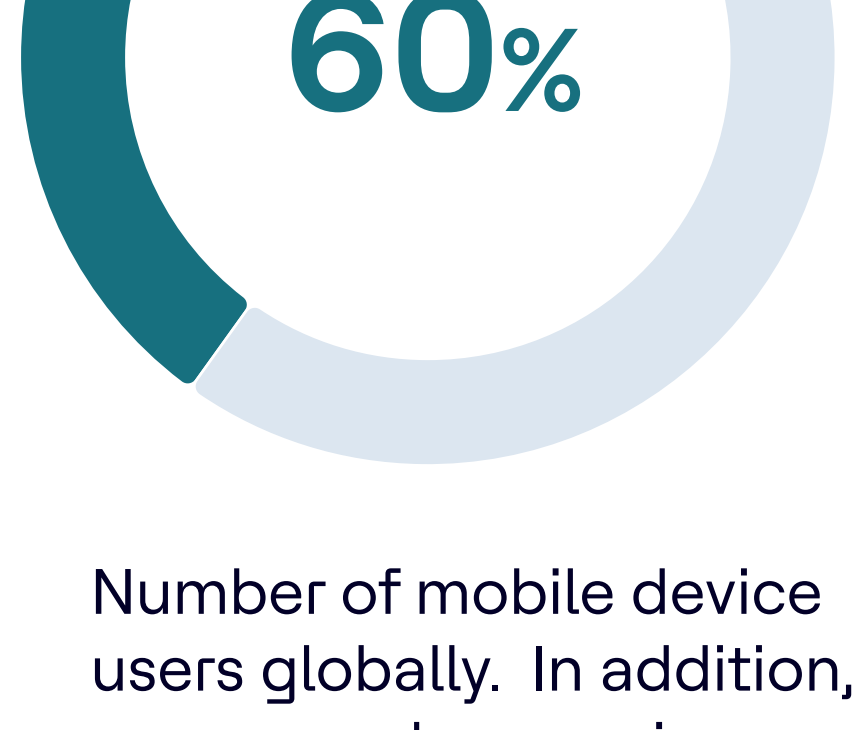


Real estate is the highest SMS usage industry at 73%. Using SMS today is a must, if you run a real estate-related business and have yet to invest in an SMS solution.

75% of customers think that the retail industry is the industry that uses SMS tools the best.

27% of logistics businesses use SMS for internal communications and customer support.

Sources - finances online



60% of Internet traffic is due to mobile devices

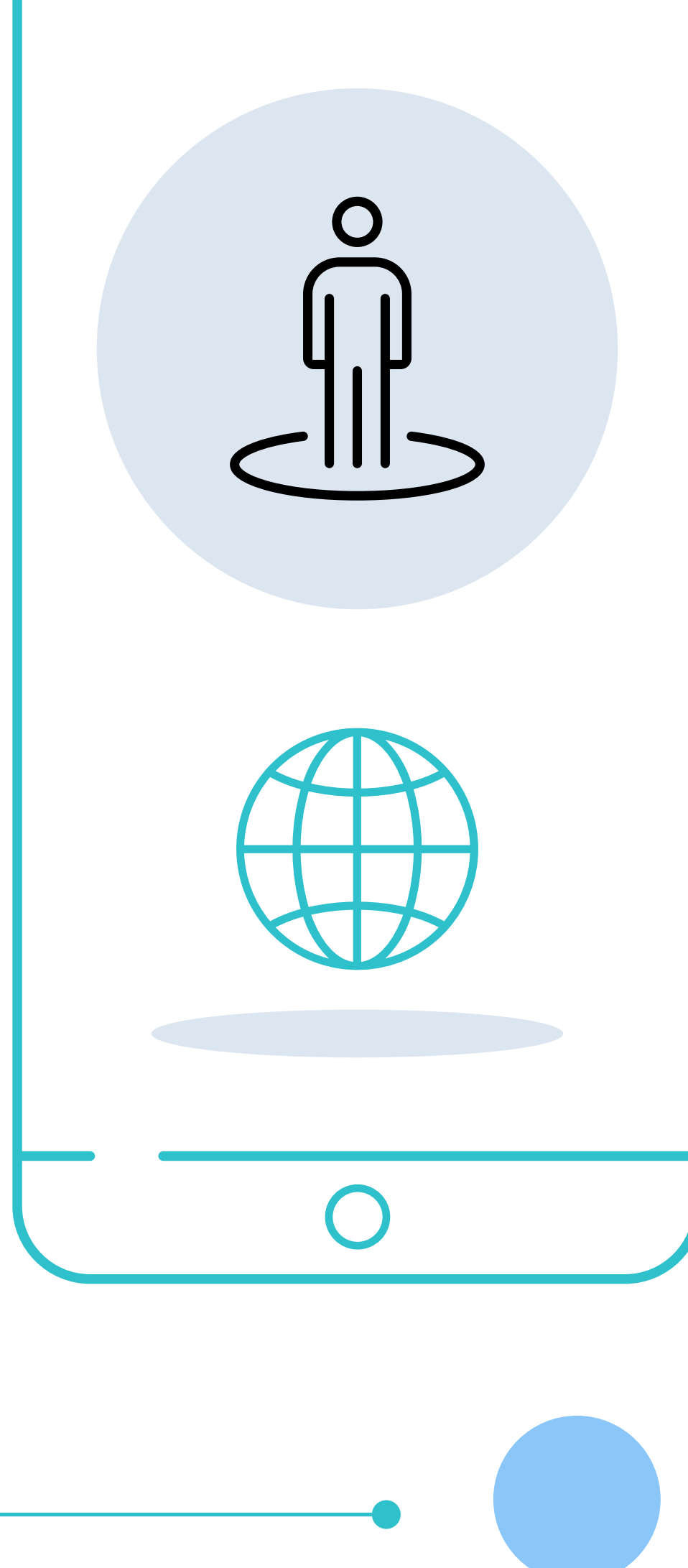
Number of mobile device users globally. In addition, more people are using mobile devices to hop across platforms.

5.48B



92% of Internet users worldwide use mobile phones.

Source - <https://datareportal.com/global-digital-overview>



These words in a subject line have been found to negatively impact open rates.

Source - Unbounce

• Help

• Free



• Reminder

• Percent Off