

# The Secrets to Email Marketing Unveiled

## Attitudes toward email marketing



Each year, fewer consumers report deleting email marketing messages without reading them.

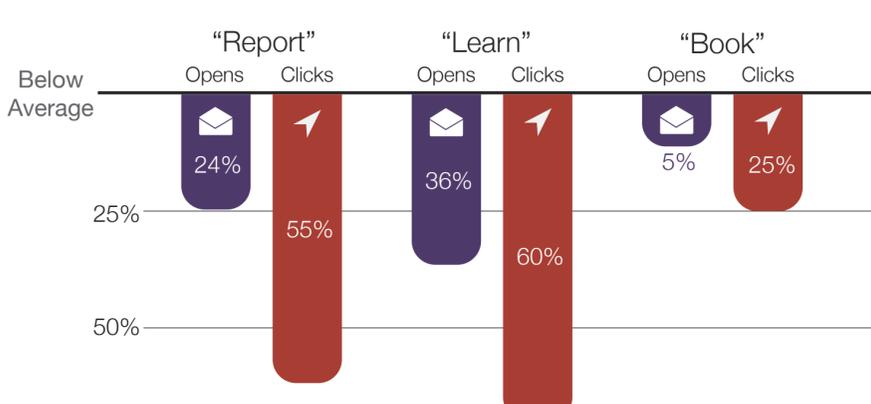


A whopping 74% of online adults prefer to receive corporate communications via email instead of social media, direct mail, text messaging, or phone.

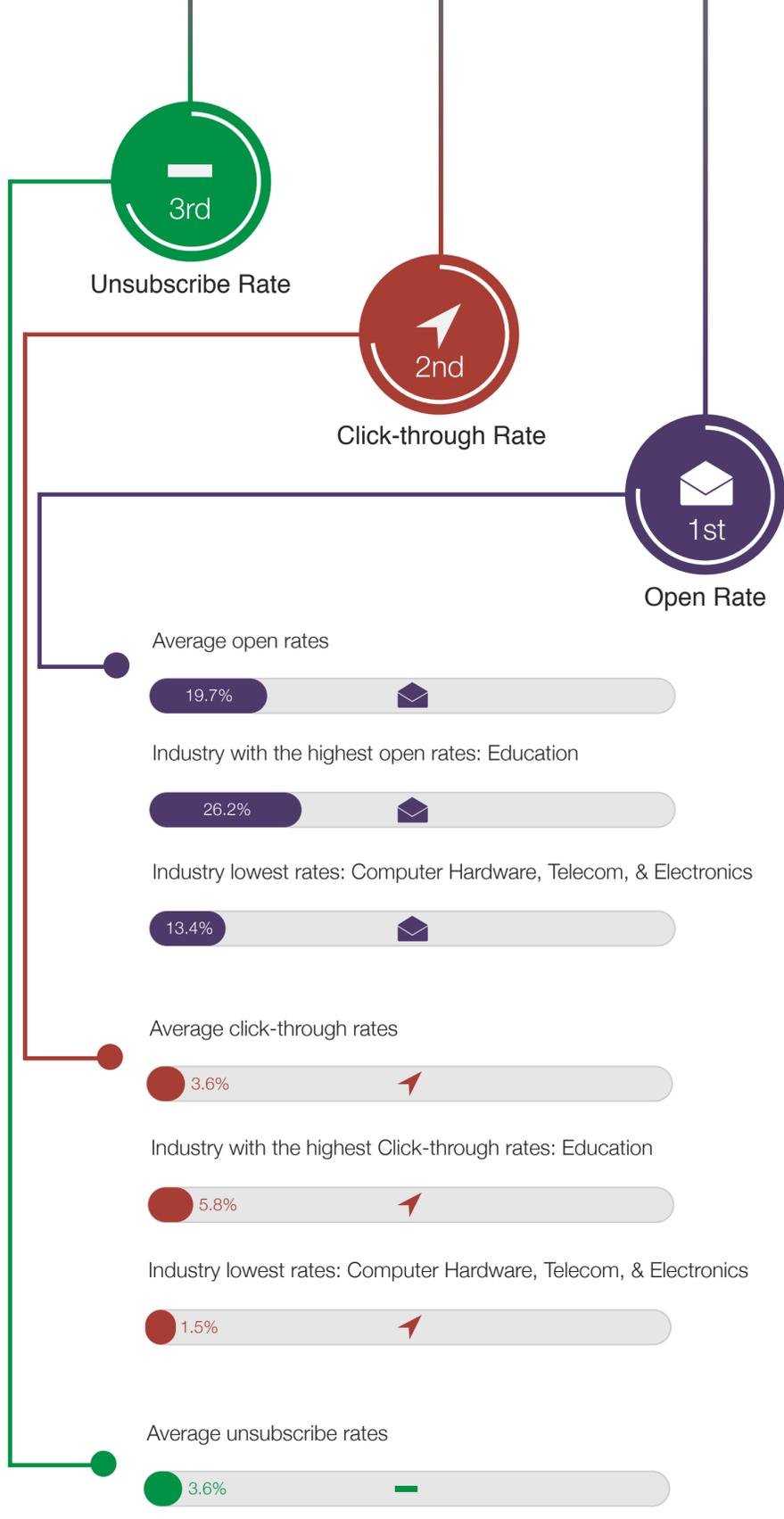
## Subject lines



B2B marketers are all about offering educational content, but research shows that recipients may have become desensitized to some common keywords referencing these materials in subject lines.



## Top Tracked Metrics

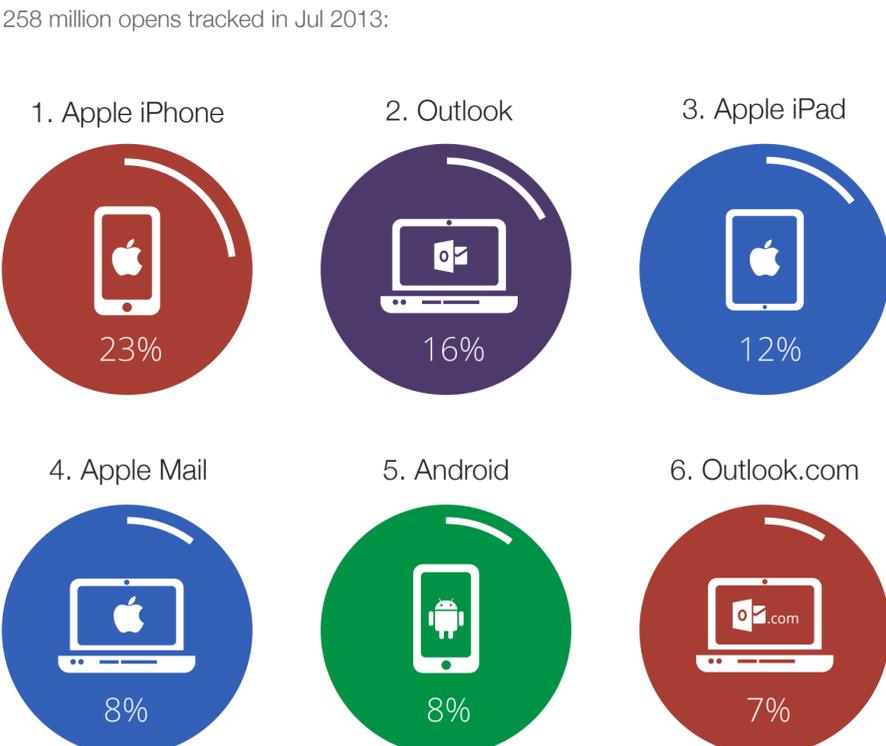


Email marketing receptiveness varies across industries. Knowing your audience will not only boost your engagement, but will equip you with a better understanding of the results you should strive for.

## Email opens by device



Stats from Litmus show the increasing importance of mobile email based on 258 million opens tracked in Jul 2013:



Email marketing isn't going anywhere soon, but requires an ever-evolving approach in order to remain effective. Marketers need to be conscious of target buyers' changing needs while adapting to advances in technology that impact how they are reached. Industry statistics can serve as a good starting benchmark while you fine tune your operations.

## About salesfusion

Salesfusion's mission is to help marketers attract new opportunities, convert them into customers and nurture them into lifetime relationships. With Salesfusion, some of the best marketers today are not only driving quality leads into the sales funnel, they are automating the lead to revenue process. Salesfusion is more than marketing automation, it is the only lead to revenue platform you will ever need.

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## Sources

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