

WHAT DO PEOPLE THINK OF SPAM?

The more "ROBOTIC" your emails are, the more they look like **SPAM EMAILS.**



SPAM

ELECTRONIC JUNK MAILS
UNSOLICITED BULK EMAIL (UBE)

also known as **UNWANTED E-MAIL**



ORIGIN

Email spam has steadily grown since the early

1990'S.

BOTNETS, networks of virus-infected computers, are used to send about

80% OF SPAM.

QUICK FACTS



72% of emails are SPAM as of

2012

THERE ARE

2.2 BILLION email users



WORLD WIDE



40%

of US and UK internet users say they don't check emails regularly because of Spam emails.



37% of people have LOST IMPORTANT EMAILS in the Spam folder.



36% OF PEOPLE open spam emails BECAUSE OF CATCHY SUBJECT LINES.

★ ★ *Click Me!*



20% OF PEOPLE admit to using the

REPORT SPAM

button to unsubscribe.

19%

of people download a file from a SPAM EMAIL.



16%

of people change email addresses DUE TO SPAM.



IN 2010

183 BILLION

SPAM EMAILS WERE SENT

per day

Spam sent!



51%

of all spam WAS ABOUT PHARMACEUTICALS, THE TOP CATEGORY of all spam.

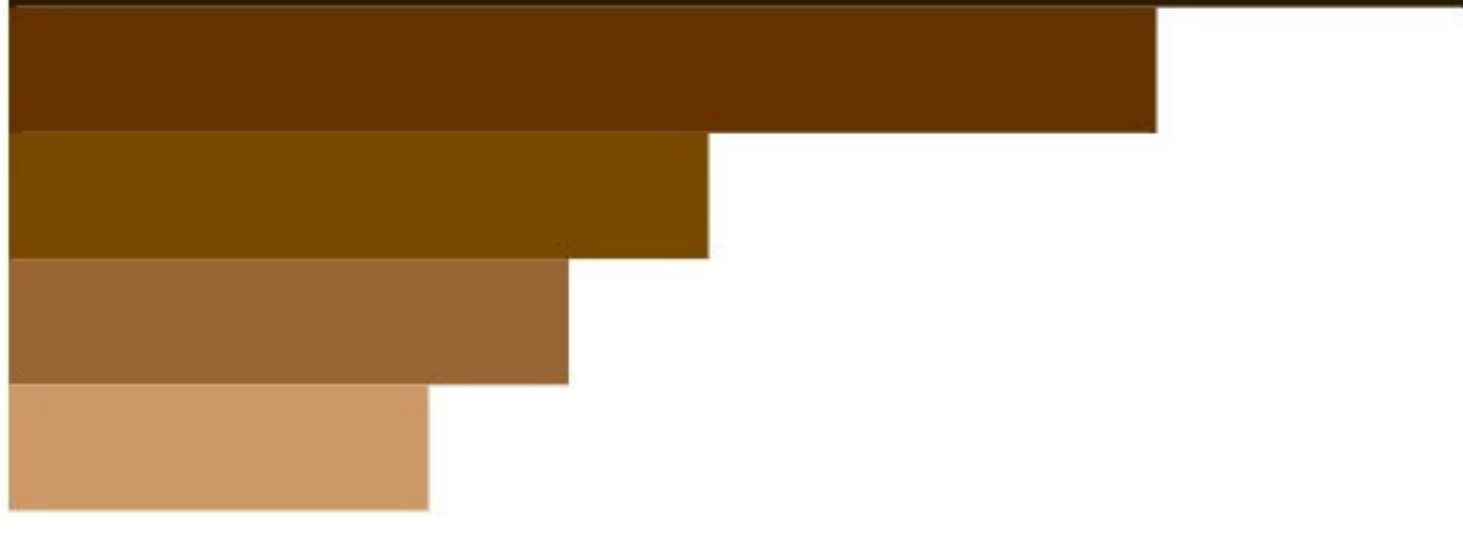
0.22%

share of worldwide emails COMPRISED SOME FORM OF PHISHING ATTACK.



TOP REASONS RECIPIENTS CLICK 'REPORT SPAM' BUTTON:

Source: emarketer survey



- DIDN'T SIGN UP TO RECEIVE E-MAIL FROM SENDER - 52%
- E-MAIL RECEIVED WAS NOT OF INTEREST - 41%
- RECEIVE TOO MUCH E-MAIL FROM SENDER - 25%
- RECEIVE TOO MUCH E-MAIL FROM SENDERS IN GENERAL - 20%
- FOUND E-MAIL OFFENSIVE - 15%

THE LARGEST NUMBER of email antivirus detections in

→ **2012** was recorded in the **US. GERMANY** came in second.

Third place goes to the **UK.**

WHEN YOU EMAIL TOO MUCH,



subscribers will grow tired. They'll eventually just see your emails

AS "SPAM"

emails and not open them anymore.



HOW DO PEOPLE DEFINE SPAM?

72%

answers

"IT IS AN EMAIL I DIDN'T REQUEST."



SPAM EMAILS ARE SUCH A WASTE OF TIME!



It takes 5 seconds to delete each Spam message.

This means

9.22 HOURS

of lost productivity per employee PER YEAR.

and

57.3 DAYS

of productivity are lost in an entire company PER YEAR.

DUE TO SPAM EMAILS

IMPROVE YOUR EMAIL MARKETING

STRATEGIZE

Strategize your email campaigns carefully.

WHITELIST

You need to be on your subscribers' whitelist, so ask your subscribers to add you to their address book.

Whitelist is a list of email addresses that a mail server or email client program is configured to accept as valid incoming email.

WHAT PUNISHMENT SHOULD BE DEALT TO PERSISTENT SPAMMERS?

Source: Blue Kangaroo survey, 2012; 1,090 respondents

MILD FINES

34%

responded yes



PERMANENT BLOCK ON INTERNET ACCESS

65%

responded yes



SEIZE BUSINESS ASSETS

44%

responded yes



JAIL SENTENCE

14%

responded yes



REMOVAL OF THEIR TYPING FINGERS

8%

responded yes



BRING BACK THE MEDIEVAL RACK

7%

responded yes



GET STARTED TODAY!

USE A REPUTABLE EMAIL MARKETING SOFTWARE

To Get Started,

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For tips on improving your marketing results, visit www.pinpointe.com/blog

(800)920-7227

sales@pinpointe.com



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