



# Marketers Undervalue Email and Overvalue Personalization

Roughly **2.2 billion** people worldwide use **EMAIL**

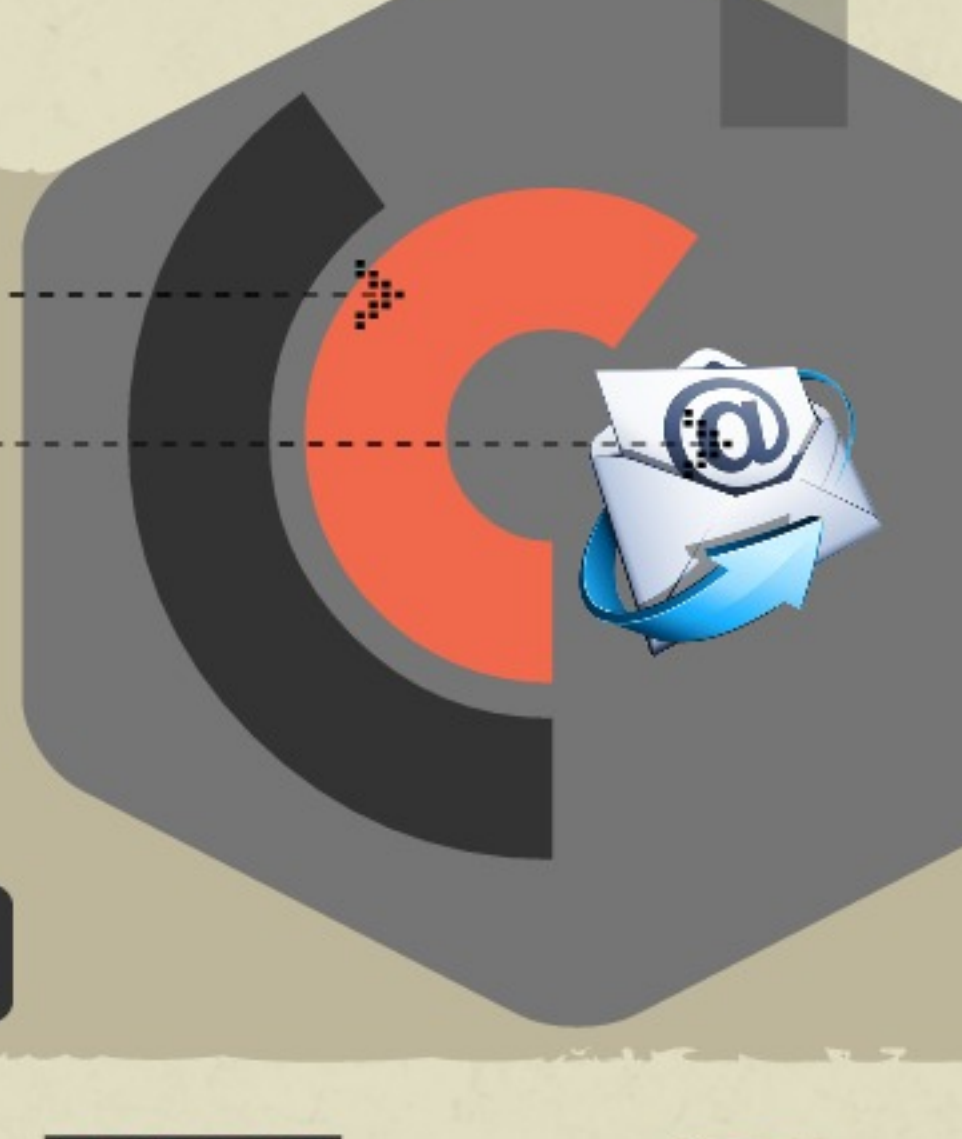


## Why Email is an effective tool?

People who **READ EMAIL ADS** are **MORE** likely to visit a company's website

Over the last **4 YEARS**, **EMAIL** advertising **INCREASED SALES** roughly by **7percent**.

Nearly **60%** of all internet users **CHECK EMAIL** before doing anything else online.



**94%** of email users **SUBSCRIBE** to email marketing lists, which translates to more **SALES**.

**EMAIL** brings **MARKETING** messages straight to **CONSUMERS** without requiring them to do extensive research.

Email is used more frequently than social media for product consumption. People don't want to spend long periods of time reading extensive content.

## Why Email is undervalued?

Response rates to marketing content in **SOCIAL MEDIA** are significantly lower than **EMAIL** response rates.



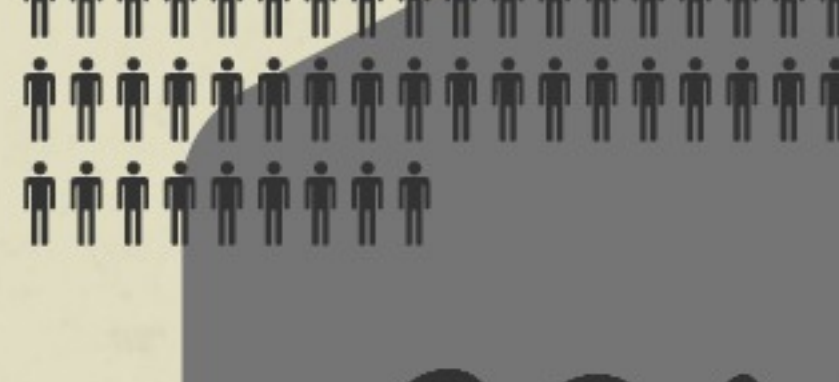
**SOCIAL MEDIA** has been touted as one of the greatest ways to communicate online.

All businesses need a social media presence to succeed, and many people go directly to social circles.

**Statistics** show that **37%** of consumers prefer

email advertising

TO personalized content.



**30%** of consumers trust referrals from a website they trust.

**30%** of consumers trust referrals from a website they trust.

## Challenges for personalized CONTENT

**SOCIAL MEDIA** has created an **UPSURGE** in the amount of **PERSONALIZED CONTENT** online but **FEW PEOPLE** actually read **PERSONALIZED CONTENT**.

**1** Only **7%** of mobile users

**2** People don't have time to read large amounts of personalized content.

**3** **It takes TOO LONG** to read.

**4** A **SMALL** percentage of marketers have a **CMS** that **SPEEDS UP** personalization.

**5** **PERSONALIZED CONTENT** tends to get **LOST** among the millions of pages online.

**Wordpress**, **Joomla**, **Drupal**, **Expression Engine**

**TL;DR**

**What DO marketers do with PERSONALIZED CONTENT?**

Aim to please and draw in customers.

Reach a targeted audience.



Encourage consumers to make multiple purchases.

Attract attention to other products and services.



Personalized content seeks to engage and turn leads into sales.

Email advertising has customers right in front of ads, making people more likely to buy.



## Get Started Today

For more information, visit us at:

[WWW.PINPOINTE.COM](http://WWW.PINPOINTE.COM)

Business Class Email Marketing Automation (800) 920-7227 **Pinpointe** sales@pinpointe.com

For tips on improving your marketing results, visit [WWW.PINPOINTE.COM/BLOG](http://WWW.PINPOINTE.COM/BLOG)

TO GET STARTED **CLICK HERE**

END

