

EMAIL MARKETING AUTOMATION BOOSTS YOUR ROI



52%

of companies most effectively use email marketing automation tools.

25%

are planning to start in the coming year.

COMPANIES USE EMAIL MARKETING AUTOMATION TOOLS TO



Mass personalize the messages

Create an email from scratch

Use different templates

Run A/B tests

Schedule emails

Monitor success



“The number one reason marketers of top-performing companies use email automation is to increase revenue.”

BUSINESSES ACHIEVE A VARIETY OF GOALS FROM EMAIL AUTOMATION SOFTWARE



Reply rate increases by **250%** by automating follow-up emails.



10% or a more significant increase in ROI by automating lead generation with well-timed emails.



It gives **152%** higher click rates and **70.5%** higher open rates than any broadcast message.



64% of marketers witnessed the benefits of marketing automation within the **6** months of its implementation.



Companies using email automation are **133%** more likely to send relevant content.



It helps marketers in repurposing **61%** content that would have been wasted otherwise.

BOOST YOUR ROI WITH EMAIL MARKETING AUTOMATION



Relevant emails generate **18X** more ROI than general ones.

Segment your customer's list and create automated engaging content.

Personalized emails drive **6X** higher revenue than non-personalized content.

Use automation to personalize the content and the timing of your email.

Transactional email increases ROI by **1-3%** long run.

Create automated emails in motion and provide an option to buy from you.

Birthday emails increase conversion rates by **60%** than promotional emails.

Utilize email automation tools to delight customers with birthday greetings.

Welcome emails are **86%** more effective than newsletters.

Start welcoming your subscribers using email automation tools.

Nurtured leads make **47%** larger purchases than any non-nurtured ones.

Build a series of automated emails to engage your audience until they buy from you.

Email marketing automation isn't just a trend. It's a robust set of tools that are capable of boosting your company's ROI rapidly.

SOURCE: Experian, Experian Social Research, United Kingdom, 2014. MarketingSherpa, The Growth Edge, Performance Marketing, September 2014

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