TOP **10** REASONS to Love Email

10 ## It's So Easy to Fall in Love
"We reach new customers faster and keep existing customers abreast of new products, specials, events, etc." *Tammy Z., Swiftpage Connect User – Publication Industry*

9 ## Love Makes the World Go Round
Over the next four years the total number of email accounts worldwide is expected to increase from 3.3 billion to 4.3 billion, representing an average annual growth rate of 6% over the next four years. (*Source*)

8 ## Spread Love Everywhere
2013 is expected to be the first year mobile online access will surpass desktop and laptop online access (*Source*). As a result, recipients will be accessing email wherever their mobile devices go.

7 ## Find True Love
Email benefits companies by providing, "Easier, consistent communication with current customers as well as prospects." *Holly W., Swiftpage Connect User – Technology Industry*

6 ## Match Made in Heaven
Marketers who use email in combination with social segmentation drive six times the amount of revenue than those marketers who do not connect social and email segmentation. (*Source*)

5 ## It Takes Two to Tango
Email and social media marketing go hand in hand and provide, "More involvement from customers on our social networking pages." *Alicia W. Swiftpage Connect User – Technology Industry*

4 ## Cupids Arrows
A survey of 1,000 US adults released by Wanderful Marketing showed that 60% of respondents had gone into a store as a direct result of an email they received about a special price or promotion. (*Source*)

3 ## Email Completes Me
59% of B2B marketers say email is the most effective channel in generating revenue. (*Source*)

2 ## When We Love, We Grow
According to the Direct Marketing Association, firms made an average of $40 for every dollar spent on email marketing in 2011. (*Source*)

1 ## If Loving Email is Wrong, I Don't want to be Right
MarketingSherpa's research showed that more than 89 percent of email marketers find email to be an effective tactic for increasing sales revenue, improving customer retention and driving website traffic. (*Source*)

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