

Statistiques, recherches et déclarations d'expert

Statistiques, recherches et déclarations d'expert sur l'efficacité des envois courriels

"Email is second only to search in companies online marketing budgets today, with 80% of marketers using, piloting, or planning email marketing programs and 88% expecting email effectiveness to increase in the next three years."

Forrester Online Marketing Research / December 22nd, 2005

" According to Forrester Research, a Broadcast Email Advertisement is up to 15 times more likely to result in a sale than a banner ad. "

" Targeted direct email advertising is the wave of the future. By no other means can you effectively reach your market so quickly and inexpensively. " - ONLINE PROFITS NEWSLETTER

" Many business people are finding out that they can now advertise in ways that they never could have afforded in the past. The cost of sending mass e-mail is extremely low, and the response rate is high and quick. " - USA TODAY

" IMT Strategies reports an average of a 16.4% click-through-rate from users that have received a broadcast email advertisement. "

A EUROPEAN BENCHMARK STUDY REPORTS:

" 41% of consumers believe email is a good way to find out about new products. "

" 36% of consumers in 13 countries read most of the promotional email they receive and 9% forward the email to a friend because they think it is valuable. "

" According to Digital Impact, 85% of broadcast email offers are responded to within the first 48 hours."

" When you reach people with e-mail, they're in a work mode, even if they're not at work. They are sitting up, they are alert. You catch them at a good moment, and if you do it right, you have a really good shot of having them respond. " -

WILLIAM THAMES / REVNET VP

" An Arthur Anderson Online Panel reveals that 85% of online users say that broadcast email advertisements have led to a purchase. "

" According to FloNetwork, US consumers discover new products and services 7+ times more often through an email advertisement, than through search engines, magazines and television combined. "

" United Messaging reports there are 890+ Million Email Users. "

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