



## Master the Essentials of Email Marketing Analytics (Paperback)

By Himanshu Sharma

Blurb, 2018. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.Marketers globally rate email marketing as the most powerful online marketing strategy and the one which delivers the best return on investment (ROI). Email marketing has very low cost per acquisition. In other words, it is very cheap to acquire and retain customers through emails compared to other marketing channels. There is a reason, your inbox is always full of emails. Email marketing works and it works wonders, provided you know how to deliver your emails in your subscribers inbox. However the problem is, one in five emails do not reach the inbox. They are either sent to spam folders or are blocked. The percentage of emails that were sent to mailboxes and did not bounce is called the Delivery rate . But Delivery rate does not measure the ability of your email to get into your subscriber s inbox. Therefore, there can be a situation where you have a 99.99 delivery rate and still the majority of your emails are ending up in a spam folder and hence not being opened. The percentage of delivered emails that land in a subscriber s inbox is...



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