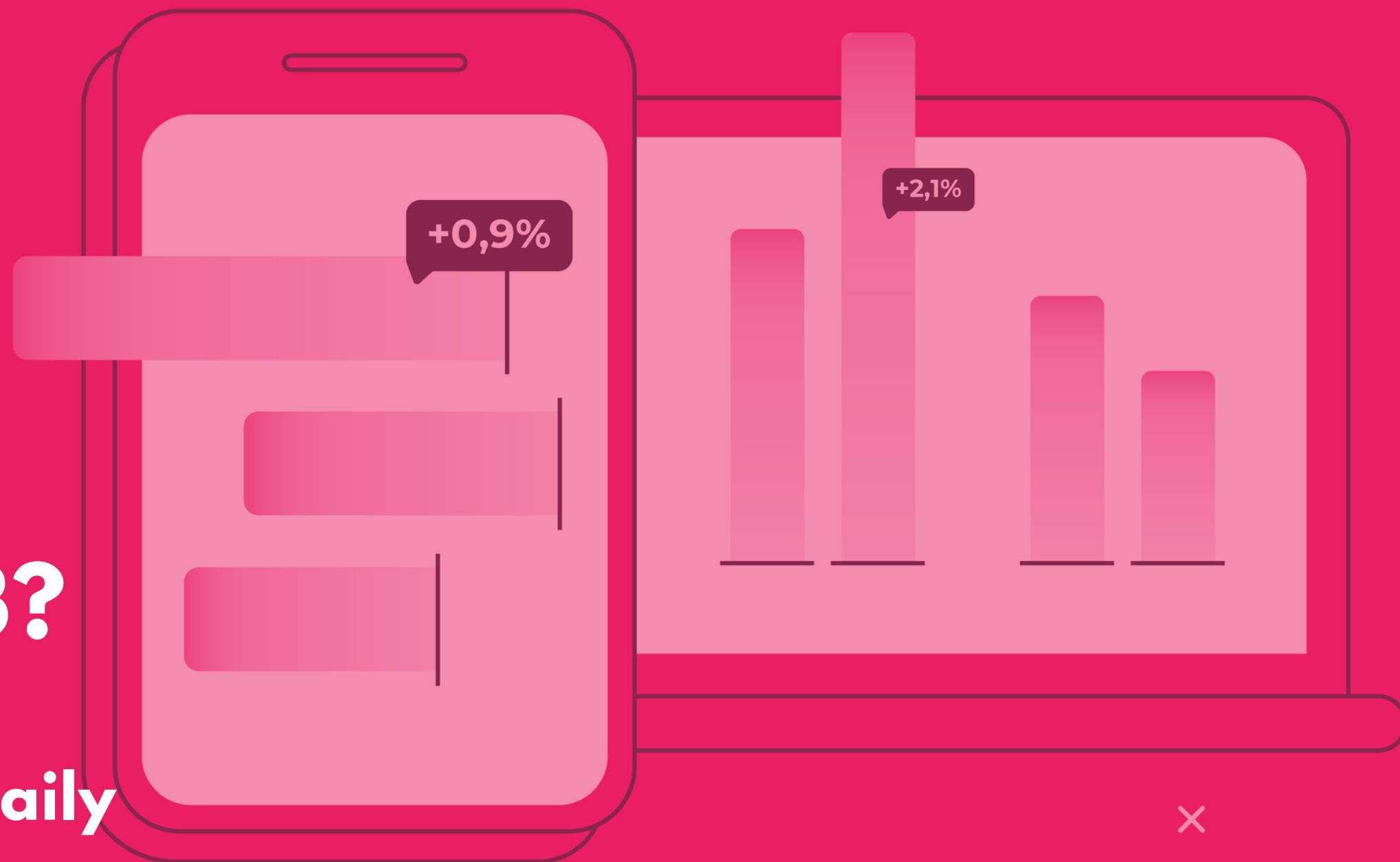




# Is email marketing still relevant in 2023?

Erkki Markus, Tanel Rand / Smailly

22.03.2023 Masters of Email Marketing  
8 Hours of Email Marketing



# Smaily

General numbers

**18 000**

users

**150 M**

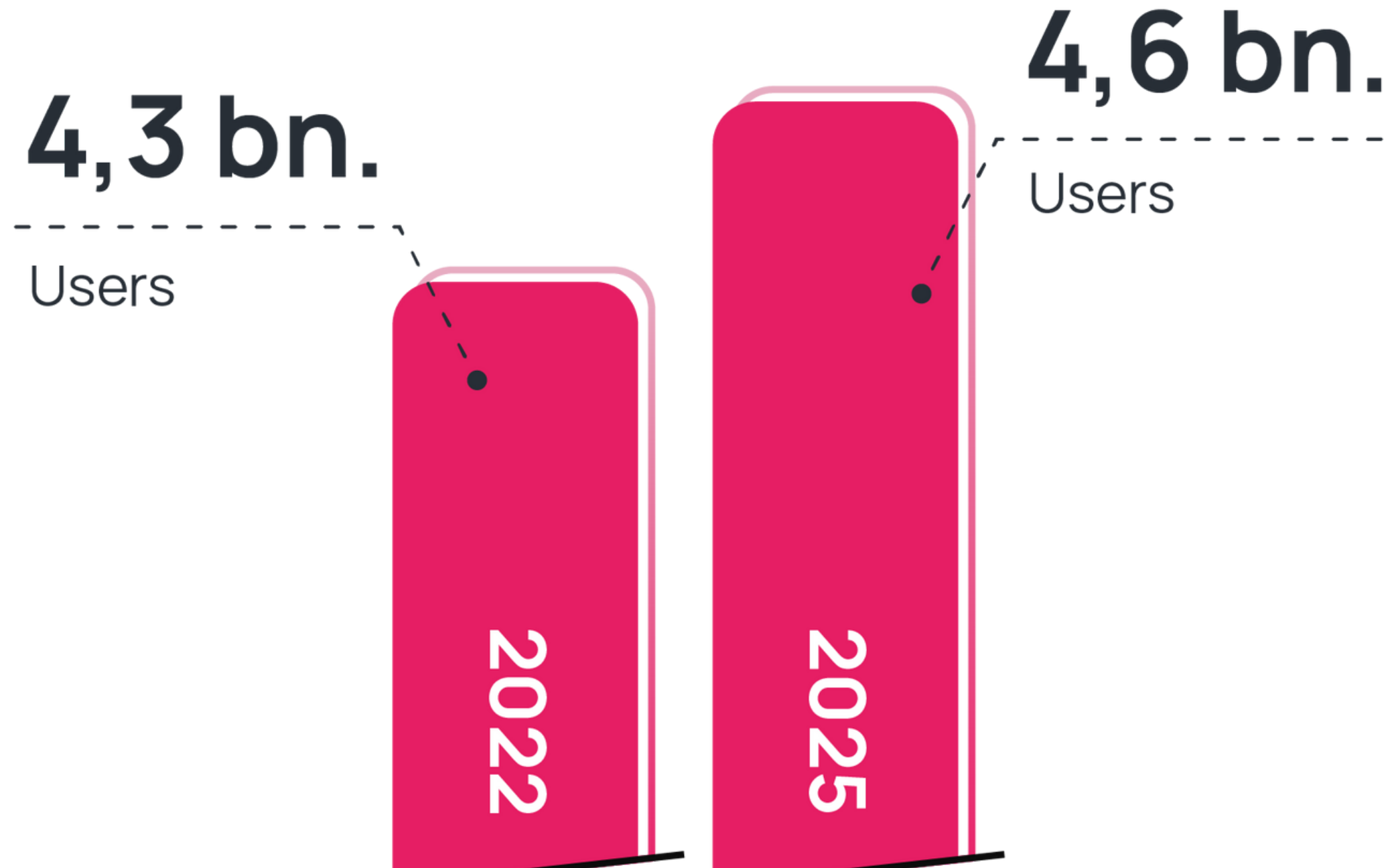
e-mails per month

**85%**

market share in Estonia

# **Email marketing in numbers**

# Widespread around the world



## Number of email users

In 2022, there were **4.3 billion**

By 2025, it will increase to **4.6 billion**

# Billions of emails are sent every day

333,2 bn.

Emails

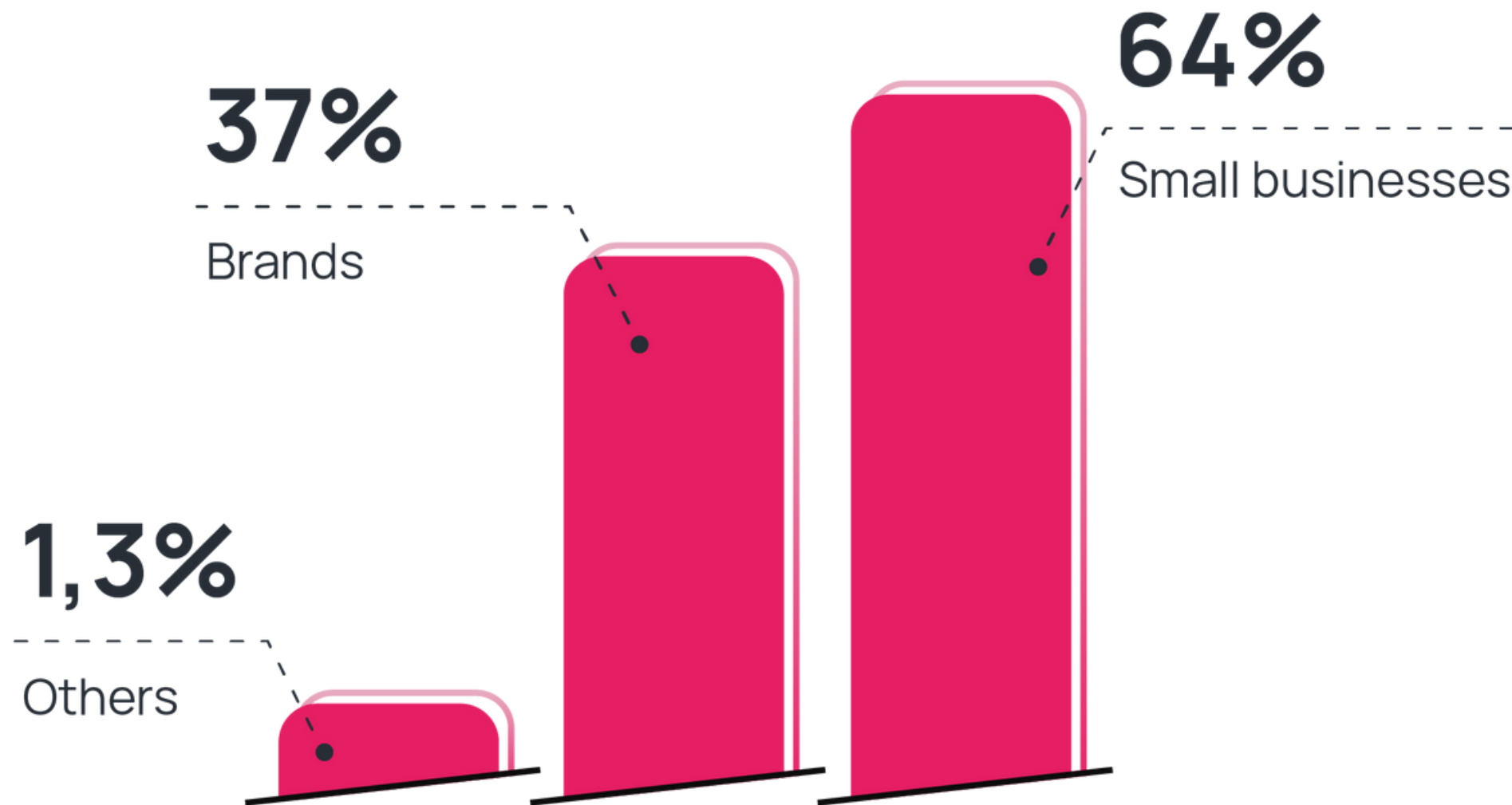


376,4 bn.

Emails

1. In 2022, **333.2 billion** emails were sent every day
2. By 2025, it will grow to over **375 billion**

# Keep in mind



1. **64%** of small businesses use email marketing
2. **37%** of brands are increasing their budget
3. Revenue will be **11 billion by 2023**

# Move together with the mobile world



1. **41%** of emails are opened on mobile
2. **39%** are opened on a computer

# **New directions in email marketing – a compass for 2023**



# **Segmentation and personalization**

- 1) Microsegmentation, smaller segments, big engagement**
- 2) Hyper-personalization, personalization on overdrive**
- 3) 1:1 personalization at scale**

# **Automation**

**1) Growth of automated email marketing**

**2) Brands that fail to take advantage of automation are likely to suffer**

**3) smarter automation that leverages a wider array of triggers across channels.**

# **Artificial Intelligence**

- 1) AI will automate and enhance many parts of email planning and management**
- 2) you can Send, Segment, Recommend better with AI**
- 3) AI can clean email lists, predict effective subject lines, and identify inefficiencies in your campaigns.**

# **Email as a rich interactive medium**

- 1) Interactive email to close the deal**
- 2) Animated product displays**

# **Is email marketing dead?**

- 1) You get more attention**
- 2) You control who sees what**
- 3) Personalization and segmentation bring better results**
- 4) The possibility of testing**
- 5) Customers expect marketing emails**
- 6) An unbeatably high ROI**
- 7) It belongs to you**

**[smaily.com/newsletter](https://smaily.com/newsletter)**

