

Email Marketing



QUICK SUMMARY

Email marketing may not have the real-time immediacy and appeal of social media marketing, but smart marketers are finding new uses for email campaigns and integrating them into their overall marketing strategies. If you're methodical about building and maintaining high-quality, targeted email lists, and you write compelling, value-added content, take the time to measure results.

➡ **STRATEGY TO GET MORE OPENS**

➡ **TECHNIQUES TO BUILD & MAINTAIN AUDIENCES**

➡ **IMPRESSIVE INCREASE ON ROAS**

— IGNITE YOUR — EMAIL CAMPAIGNS

96%

Deliverability Rate

In 2019, the average inbox placement was only 83%

Ringo Average Open Rate

28.3%

In 2019, the average open rate was 22.15%
according to get response.com

Ringo Average CTR

20.7%

In 2019, the average CTR was 3.43%
according to get response.com

Ringo Average CTOR

25.2%

In 2019, the average CTOR was 15.49%
according to get response.com

*All data is pulled from clients with E-commerce stores

