



14:23

97%

The average email marketing message is 434 words.

Personalized subject lines are 22% more likely to be opened.

47% of emails are opened or discarded based solely on their subject line.

A message is 5x more likely to be seen in email than via Facebook.

Email subject lines with 6-10 words have the highest open rate.

57% of email subscribers spend 10-60 minutes browsing marketing emails during the week.

88% of smartphone users actively check email on their phones.

