



# EMAIL MARKETING FOR THE IT MARKETER

## THE TOP 3 USER OF EMAIL MARKETING AS PER INDUSTRY



**10%**  
RETAIL



**7%**  
RETAIL



**37%**  
RETAIL



**57% OF IT MARKETERS**  
will increase Email Marketing Budget in 2016

**60% OF EMAIL MARKETING**  
Budget will be spent on Technology & Tools

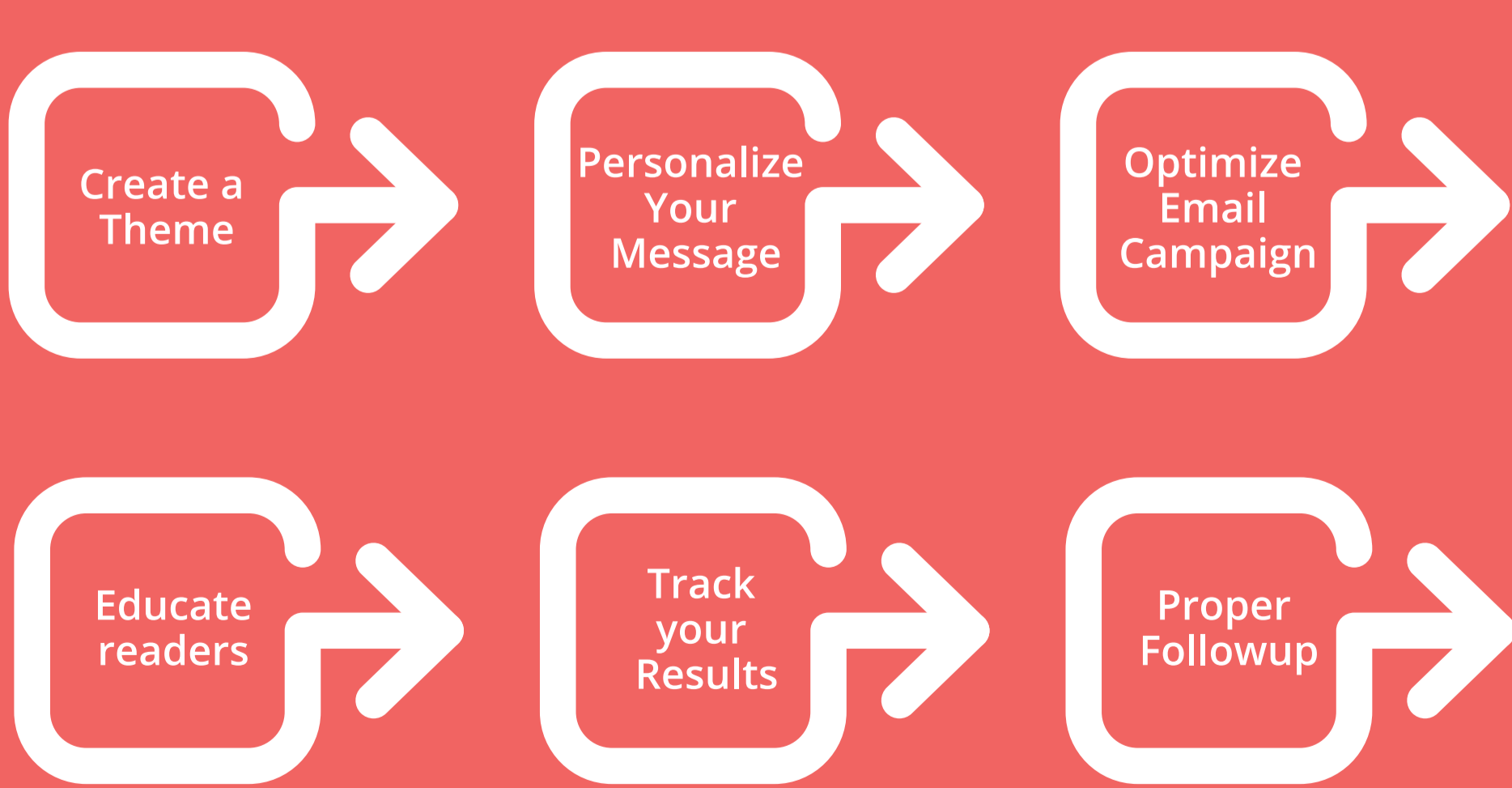


Email Marketing Delivers the Highest Overall ROI to **THE IT MARKETERS**

## BENEFITS OF EMAIL MARKETING TO IT BUYERS



## EMAIL MARKETING BEST PRACTICES FOR 2016



Looking for a customer database?  
Connect with us today and roll out your marketing campaigns to stay ahead of competition.

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