

97% of consumers use email marketing

The vast majority of consumers and marketers are now using email marketing, according to a new study.

A report by Forrester analyst Shar VanBoskirk has revealed that 97 per cent of consumers and 94 per cent of marketers now use the channel, confirming that email marketing is still a powerful tool.

The researcher commented: "There has been a lot of concern that email has lost its effectiveness because it has not grown rapidly, but the aggressive interest in email has only normalised."

Ms VanBoskirk insisted that marketers should not be concerned about its effectiveness as it is still "very powerful".

"It's just that it's become like direct mail, which is still an effective marketing tool, but people aren't as excited about it," she claimed.

The report, entitled Email Marketing Comes of Age, also revealed that click-through rates have remained at around five per cent since 2003, while 29 per cent of all online consumers admit to impulse buying when they see an attractive email marketing offer.