Bullseye Interactive GROUP

Research

3 Reasons Why Responsive Email Really Matters to Marketers

Today, buyers consider their mobile devices and their email accounts as inseparable. Here are 3 reasons why creating better mobile email experiences should be central to all your email efforts:

1. **Your buyers have gone mobile. Your emails should, too**.
Nearly half of all emails are now being opened on mobile devices. That's up 330% in the last two years. Desktop email client engagement has dropped 44% over the same period. So if your emails are not optimized for mobile, you are not maximizing the email experience for people nearly 50% of the time.

2. **Give your brand the shot it deserves**.
You might think people use their mobile devices to skim and bookmark emails for later reading on their desktop. Think again. ***97% of all email interactions (opens, clicks etc.) happen on the device upon which the email is first opened***. In other words, you have to create great brand experiences for both mobile devices and desktops – and everything in between! There are no second chances. Email can be a one-shot opportunity to make-or-break your brand. Consider this: after receiving an email that's not optimized for mobile viewing, 63% of people delete the email immediately.

3. **Stand out from your competition**.
Mobile email engagement is a trend that's not going away, but marketers have been slow to respond. If you're looking for a way to distinguish your customer experience from that of your competitors, now would be a great time to take the lead on mobile email optimization — and leave your competitors in the dust.