

Every Market Media Releases Successful Engagement Statistics for Recently Delivered Campaigns

CHICAGO, IL, USA, February 28, 2014 /EINPresswire.com/

-- Every Market Media bucketed responses from 166 campaigns and 1.4 million delivered records in sixteen offer categories. Average open rate was 3.11%, with particularly strong performances by Education & Seminars (6.32%), Hobbies & Sports (9.03%) and Technology (6.68%).

Digital direct response marketing firm Every Market Media just published its latest email prospecting [open and click rate statistics](#). Every Market Media bucketed response information from 166 separate campaigns and 1.4 million delivered records in sixteen distinct offer categories. The average open rate across these categories was 3.11%, with particularly strong performances by Education & Seminars (6.32%), Hobbies & Sports (9.03%) and Technology (6.68%).



Business and consumer direct mail, telemarketing and email marketing as well as data hygiene, append services, modeling, brokerage and other digital marketing techniques and practices.

Every Market Media's COO Amanda Kohl says, "When we're better able to identify what baseline performance is, we're more capable during testing to know when we've found an offer that will work with a client's metrics."



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The response data was compiled from six different commercially available email service providers, each of which is 100% [CANSPAM compliant](#). All records mailed by Every Market Media are deliverability and threat-reduction processed, prior to mailing, using proprietary methodology.

To download a copy of the full analysis, please click the downloadable file below. For further inquiries, please contact us at 1-855-475-0258.

About Every Market Media

Founded in 2013 by three seasoned data services professionals, Every Market Media opened its doors to provide a combination of agency services that are unique to their customer base. Services include business and [consumer direct mail](#), telemarketing and email marketing as well as data hygiene, append services, modeling, brokerage and other digital marketing techniques and practices. With over 20 years of combined experience in Data Services, EMM has expertise in data quality, data transparency, unique demographics, and exceptional customer service.

Press Release courtesy of Online PR Media: <http://bit.ly/1khS2hA>

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This press release can be viewed online at: <https://www.einpresswire.com/article/192953796>

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