

eTargetMedia Predicts Email Growth Will Continue in 2018

eTargetMedia is offering a free email marketing consultation and 20% off list orders to customers who mention this press release.

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/EINPresswire.com/ -- [eTargetMedia](#), a leading provider of [Email Lists](#), Postal

Lists, Data Append and Creative Solutions announced their email predictions for 2018 and the company continues to see strong growth in the digital industry's top performing marketing channel. Email opens are up across all email service providers and email personalization as well as more engaging email content have led to stronger conversion rates this year. Email continues to be the



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Harris Kreichman

most popular way for retailers to communicate with their audience and consumers have also chosen email as the top way to communicate with brands. eTargetMedia is offering a free consultation and 20% off new email list orders to customers who mention this press release.

In 2018, email will reign as the leader in the multi-channel marketing experience. eTargetMedia predicts that growth in email personalization, email automation, interactive email

content, mobile email messaging, and more sophisticated email targeting and tracking systems will propel email as the top performer in the digital marketing space and will give marketers the ability to deliver engaging content to a mass audience but in a personal way.

“Consumers today are more in control of the marketing content that is delivered to them and consumers are always on. They are engaging with marketing messages across multiple devices and they can control what they want to see and when they want to see it,” said Harris Kreichman, Managing Partner of eTargetMedia. “Delivering the right message to the right audience at the right time is the key to email success. As email marketing companies get more targeted, personalized and sophisticated with their campaigns, email marketing will continue to remain strong and be the top choice among smart brand marketers.”

eTargetMedia has 20 years of experience in the industry and has [built successful email campaigns](#) for some of the top brands in the world including Mercedes Benz, Alcon, MetLife, Marriott, AARP, P&G, TGI Fridays, Anthem, Sony and more. eTargetMedia's leading edge technology, smart and dedicated campaign managers and high quality database comprised of responsive prospects can help companies improve their email campaigns, generate revenue, increase brand loyalty and build strong relationships with customers.

eTargetMedia, based in South Florida, provides Email Lists, Postal Lists, Data Append and Creative

Solutions to a wide variety of direct marketing customers. eTargetMedia is a member of the Direct Marketing Association. You can download the report and visit eTargetMedia online at <http://www.eTargetMedia.com>.

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

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