

**EMAIL ENGAGEMENT
METRICS OF
DIFFERENT DEVICES
HERE ARE THE METRICS TO NOTE**

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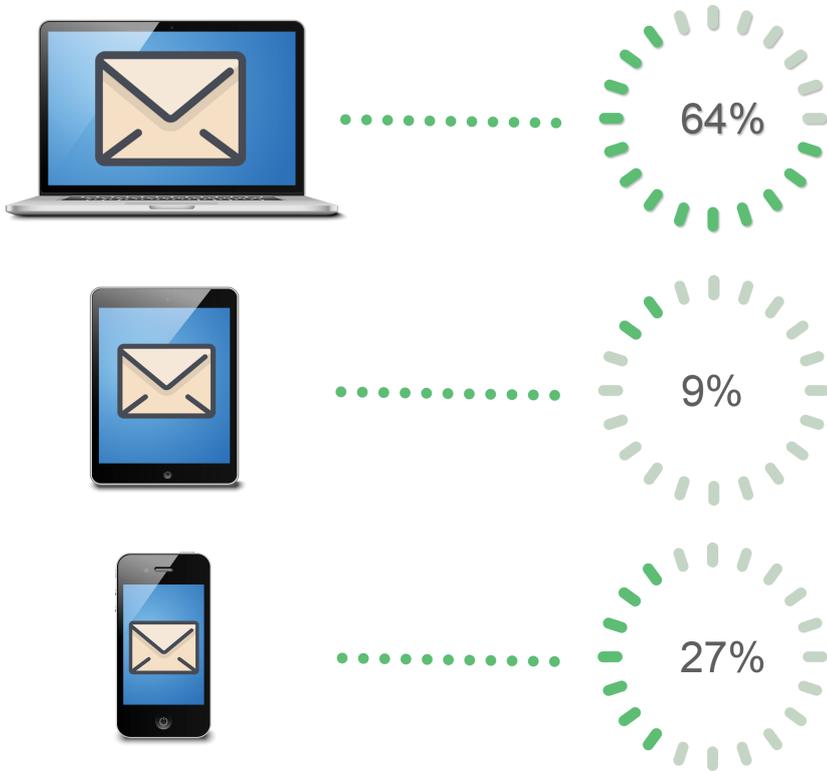
Introduction

Digitalization has impacted every sphere of life. From making life advanced to causing security issues, digital tools are a mixture of good and bad at the same time. At present, people of all generations are addicted to using mobile. A life without mobile is unimaginable today. According to the Ericsson Mobility report, the use of smartphone and the traffic each phone generates are likely to witness an annual growth rate of 15% and 20% by the year 2020. These facts are not shocking based on the present scenario.

Even businesses are developing more and more apps to better connect and engage with their audience. From mHealth apps to shopping apps, B2B and B2C companies across various industries are leveraging mobile to increase traffic to their website. Especially in the healthcare industry, use of smartphones has seen a considerable increase in the recent past. Patients are using mobile apps to book doctor's appointment, order medicine online, and chat with physicians about their health issues.

This increasing trend of mobile usage has been found impacting email engagement also. People have shifted from using PC to smartphones when it comes to checking emails. Hence, with this changing situation, email marketers are trying to find out how mobile usage is impacting email engagement rate. And to answer this, MailChimp developed a report based on the analysis of a set of email addresses from their database. They collected the send and click rate of the emails sent to these addresses to find out which preferred device impacts email engagement.

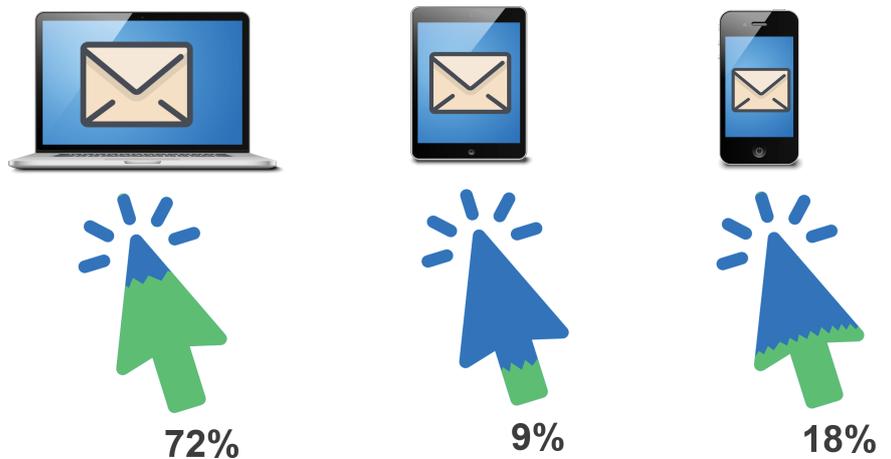
Percentage of Email Addresses for Each Device Type



When it comes to accessing email addresses, users prefer PCs (64%) more than other devices like tablets (9%) and mobile (27%). Below is the statistical representation:

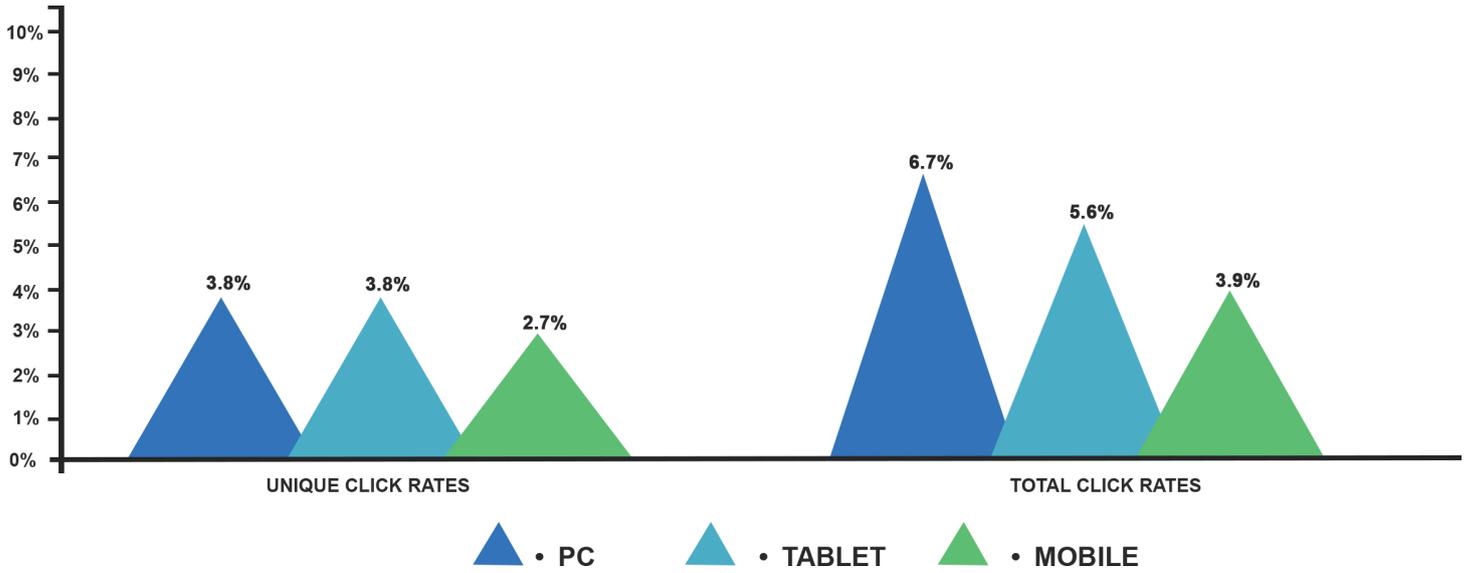
Percentage of Email Clicks Based on the Type of Device

The email clicks rate varies from device to device. With 72% PCs top the list leaving behind mobile with 18% and tablets with 9% of email clicks. Here is the representative diagram:



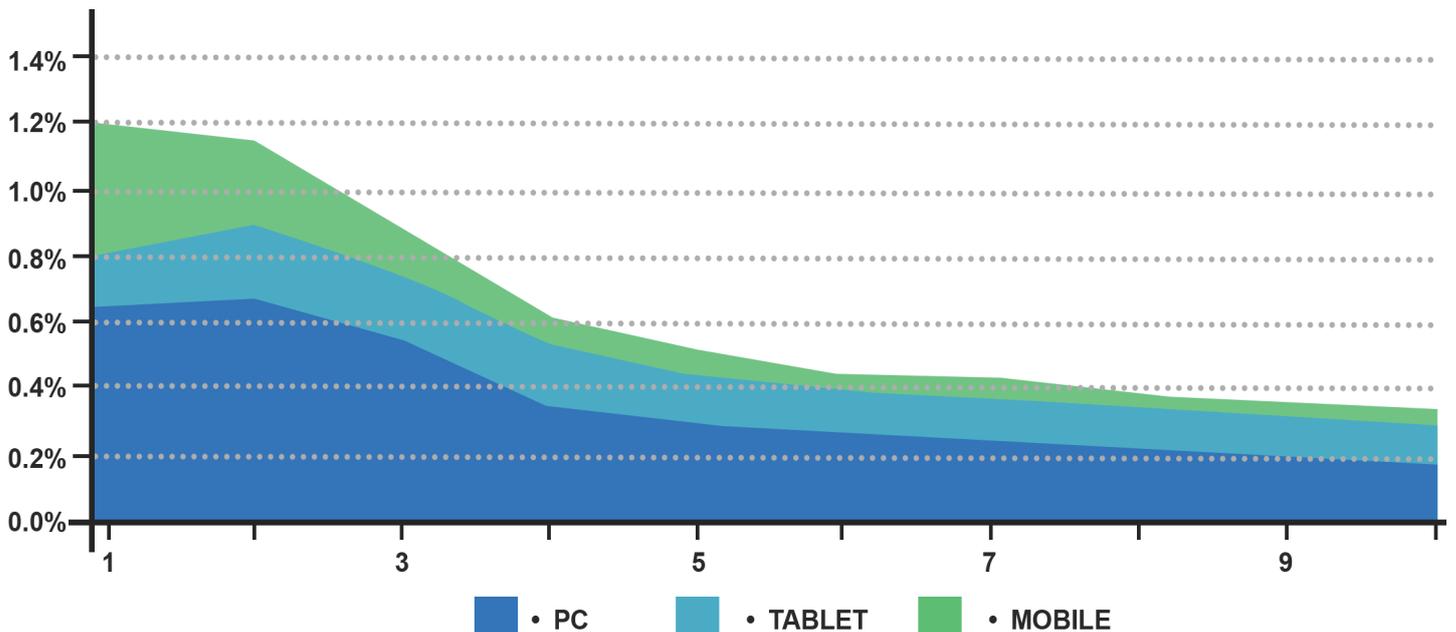
Percentage of Total and Unique Click Rates by Device Type

When it comes to the percentage of unique click rates, PCs and tablets share the same 3.8% while mobile lags behind with 2.7%. On the other hand, PCs are leading with 6.7% of total click rates as compared to tablets (5.6%) and mobile (3.9%).



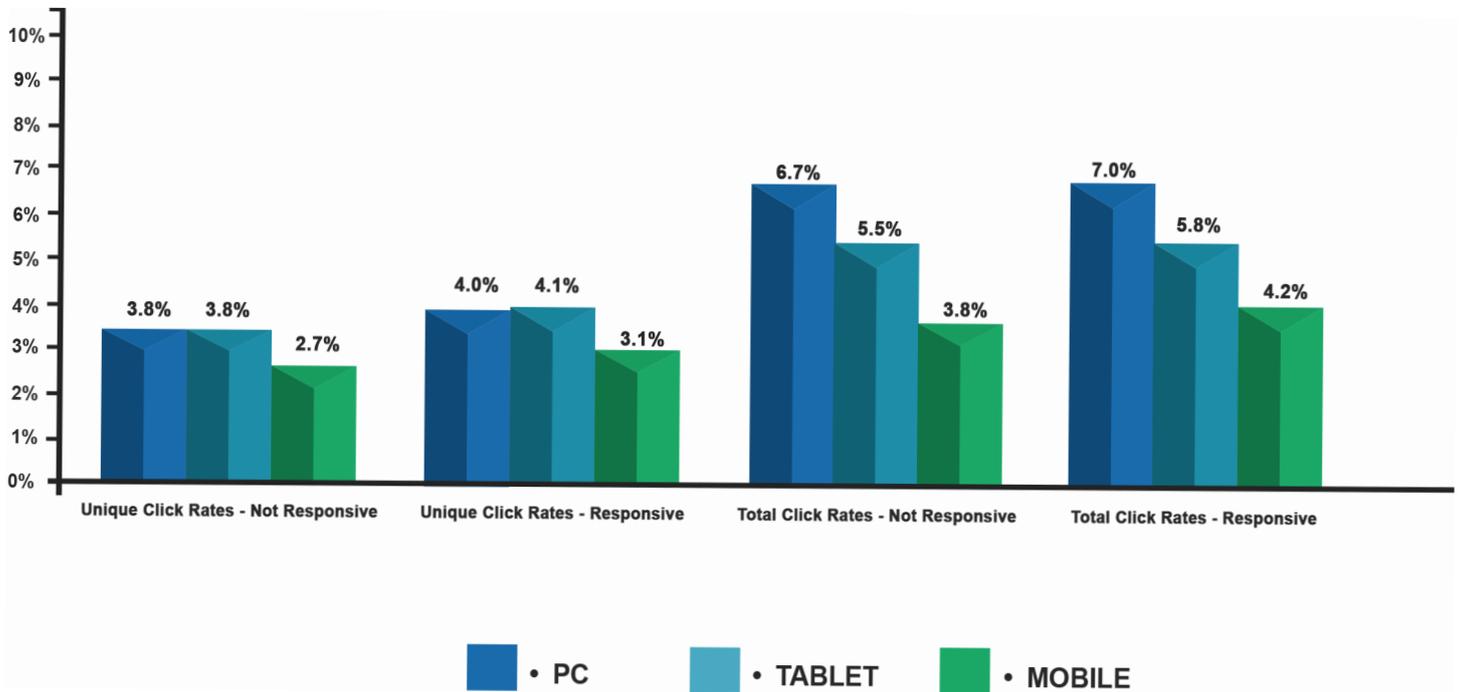
Click Rate by Link Depth of Different Devices

The click rate based on link depth also differs in every device. Here is a representation of the statistical findings of the click rate of different device type based on link depth.



Unique and Total Click Rates of Responsive Templates by Device Type

The responsiveness of an email template affects the unique and total click rates of every device. The below bar graphs throw light on the statistics based on which one can identify the difference in performance of each device.





About MedicoReach

MedicoReach is a leader in the field of healthcare marketing. We provide accurate and quality data to support the multichannel campaigns of healthcare organizations.

Our data solutions are designed with utmost perfection and expertise. With a dedicated team and best-in-class healthcare email and mailing lists, we help marketers connect with prospects efficiently.



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