

# You've got mail: Are email newsletter ads effective?

## ARTICLE |

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### **Does the endless flood of email ads filling consumers' inboxes influence shopping decisions?**

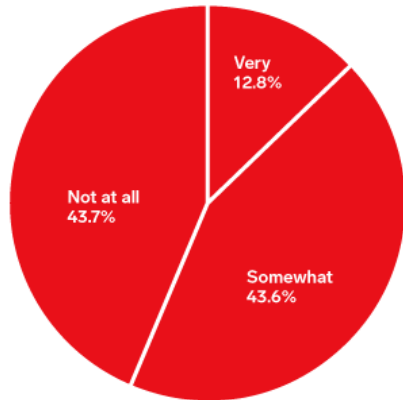
- **Nearly 44% of US adults say absolutely not**—in fact, only **12.8%** of those surveyed say that the email newsletter ads cluttering their inboxes have an influence on what, when, and from whom they choose to buy.
- So, before big brands decide to hit “reply all,” they may want to reconsider their email marketing strategies.

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## How Influential Are Email Newsletter Ads on US Adults' Shopping Decisions?

% of respondents, Dec 2020

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*Note: numbers may not add up to 100% due to rounding*  
*Source: What If Media Group as cited in company blog, Jan 11, 2021*

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- [How marketers and service professionals use SMS messages](#)
- [Audio: What makes a best-in-class email program, Nielsen's ID graph, and measuring video ads](#)