


Email newsletters rank high with marketing professionals

Article

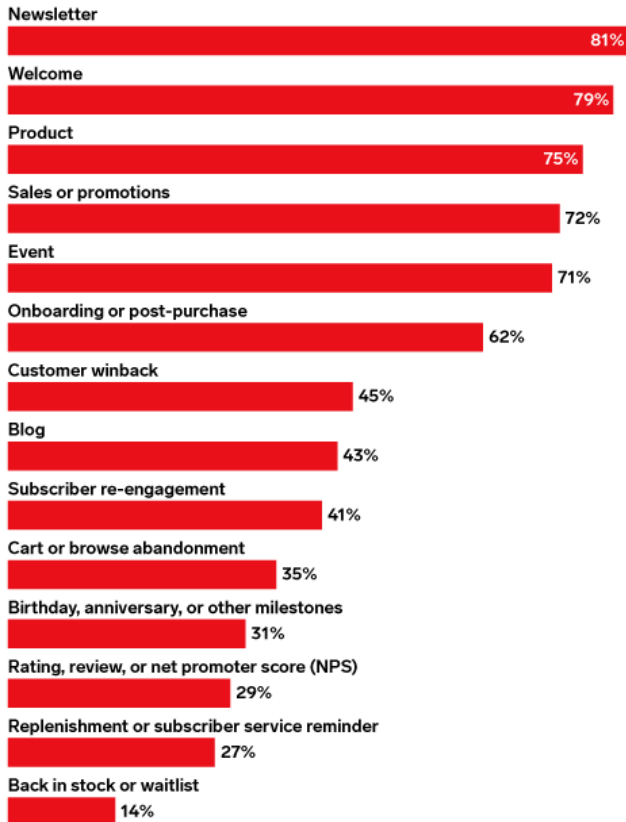


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Among marketing professionals worldwide, **81%** send newsletter emails, which may not be surprising if you've taken a look at your inbox recently. Nearly as many marketers email their subscribers welcome messages (**79%**) and product information (**75%**).

Types of Emails Marketing Professionals Worldwide Currently Send, July 2021

% of respondents



Source: Litmus, "2021 State of Email Report", Oct 27, 2021

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