
MARKET FACTS!

MARKET FACT #32

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4B

**is the impressive number of ACTIVE
e-mail users nowadays**

DATE: September 6, 2023

COMMENT: If you're a businessperson then you should also know that **over 70% of content is being shared on Dark Social Channels**. This means that your links are being shared on SMS, Whats App / Telegram, and mainly E-mail. Because on top of that last stat, CEOs and the rest of the C-level executives tend to share content only by e-mail, especially their work e-mail. **Furthermore, around 350 million messages are sent daily**. That's the channel that many companies should focus on first. E-mail is still King.

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