

Everlytic to present at Madex 2018

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Email marketing remains one of the most reliable and lucrative digital channels generating higher ROIs than instant messaging, social media, or mobile advertising.



With people spending more and more time using email as their primary communication tool, marketers have now come to realise its true potential.

“Database accuracy, content or design - marketers are constantly trying to find out what the hidden gem behind email marketing is and how to create campaigns that not only increase engagement but also drive the right quality of leads,” says Katherine Marriott, Sales Manager from Everlytic.

Communications have moved away from longer form into shorter, simpler, single focused messages which drive an increase in conversions.

When chatting to Karyn Strybos, Brand Manager at Everlytic, she stated: “Email Marketing is still very much alive, and we continue to see increases in both open and engagement rates. Brands are sending more and more email but the fact that they are focusing on much more personalised journeys has made a huge impact on their ROI.”

Everlytic will once again be exhibiting at the [Marketing, Advertising and Design Exhibition \(MADEX\)](#) in Johannesburg and both Kate and Karyn look forward to unpacking these topics a bit more in their knowledge sharing sessions. [Click here](#) for more information on their topics.

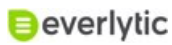
Visit the Everlytic stand (F35) to learn more about how they have helped top SA brands communicate effectively with their target market.

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▪ **Everlytic demystifies new email authentication protocols** 11 Mar 2024

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Everlytic



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