

GETTING STARTED

1 Search

Quickly find the data and insights you need on virtually any digital topic

- Search over 50,000 sets of data aggregated from thousands of research sources.
- Results include all of eMarketer's analysis and metrics.
- Answer research questions for your team, colleagues or clients.

Ad Trends | Mobile | Marketing | Open Rate | Traditional Media Advertising | TV Ad Spending

2 Explore our Coverage

Dive deep into a wide range of digital topics.

Discover regional content for over 40 countries.

In-depth analysis and insights that go beyond the data.

Topics | Countries | Numbers | Reports

Coverage Explorer | Topic Shortlist | Latest | Recently Viewed

Ad Formats ▶	Search	Display	Social	Traditional
Demographics	Engines	CPM	Mobile	Cinema
Industries	Local	Ad Trends	Spending	Classified
Media Channel	Marketing	Impressions	Marketing	Directory
Device Type	Mobile	Programmatic	Usage trends	Magazine
Retail & Ecommerce	Paid	RTB	Benchmarks	Newspaper
	SEO	Spending	Word-of-Mouth	Out-of-Home
	Spending			Radio
	CPC	Video	Email	Total Media Ad Spending
		Ad Trends	Marketing	Traditional Media Advertising
		Mobile	Open Rate	TV Ad Spending
		Spending	CTR	
		Video		

3 Tell Your Story with Data

Topics Countries **Numbers** Reports

eMarketer Numbers | My Numbers | Comparative Estimates | Create a Custom Chart

Email Ad Spending
United States, 2014-2018

Year	Email Ad Spending (Millions)	Email Ad Spending Growth
2014	\$247.0	5.1%
2015	\$268.1	8.5%
2016	\$290.7	8.4%
2017	\$312.0	7.3%
2018	\$332.6	6.6%

Source: eMarketer, 2015 (see below for notes and methodologies). www.emarketer.com

	2014	2015	2016	2017	2018
Email Ad Spending (Millions)	\$247.0	\$268.1	\$290.7	\$312.0	\$332.6
Email Ad Spending (% of Total Digital Ad Spend)	0.5%	0.5%	0.4%	0.4%	0.4%

4 Sign Up for eMarketer Newsletters

Start your day with info you can trust and data you can use.

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<https://www.emarketer.com/Newsletters>


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Job Title:

Business Email:

Verify Email:

-- Select country --

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- eMarketer Daily | [View Today's Issue](#) - A daily briefing on digital marketing and media trends. Also includes eMarketer FYI - partner webinar announcements, whitepaper offers, best practices guides, and research briefs.
- Retail Weekly - Latest articles and interviews covering retailer performance and consumer spending. Also includes Retail FYI.
- Marketing Technology Weekly - Research and data about the converging worlds of marketing and technology. Also includes Marketing Technology FYI.

QUESTIONS?

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