

# Insights from 5 MILLION EMAILS

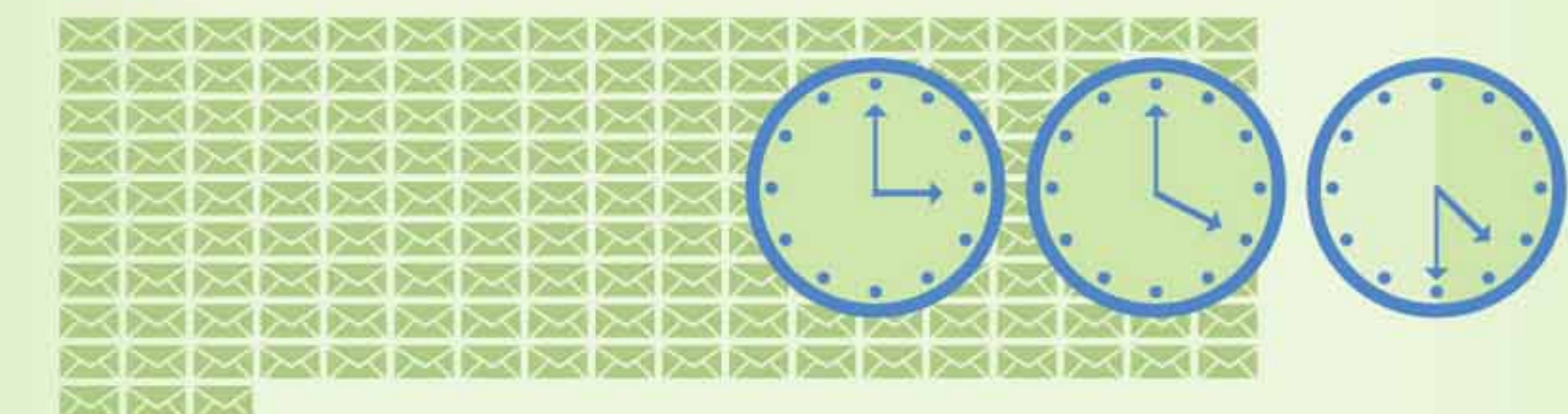
Drowning in email? You're not alone. We spent more time in our inboxes last year than ever before.

But what were we actually doing during all those hours? And how can we use that time more effectively?

Here's the real story.



## THE TRUTH ABOUT EMAIL



The average email user receives **147** messages every day, and spends more than **2 1/2 hours** on email a day



On average, we delete **71** of those, which takes just under **5 minutes**

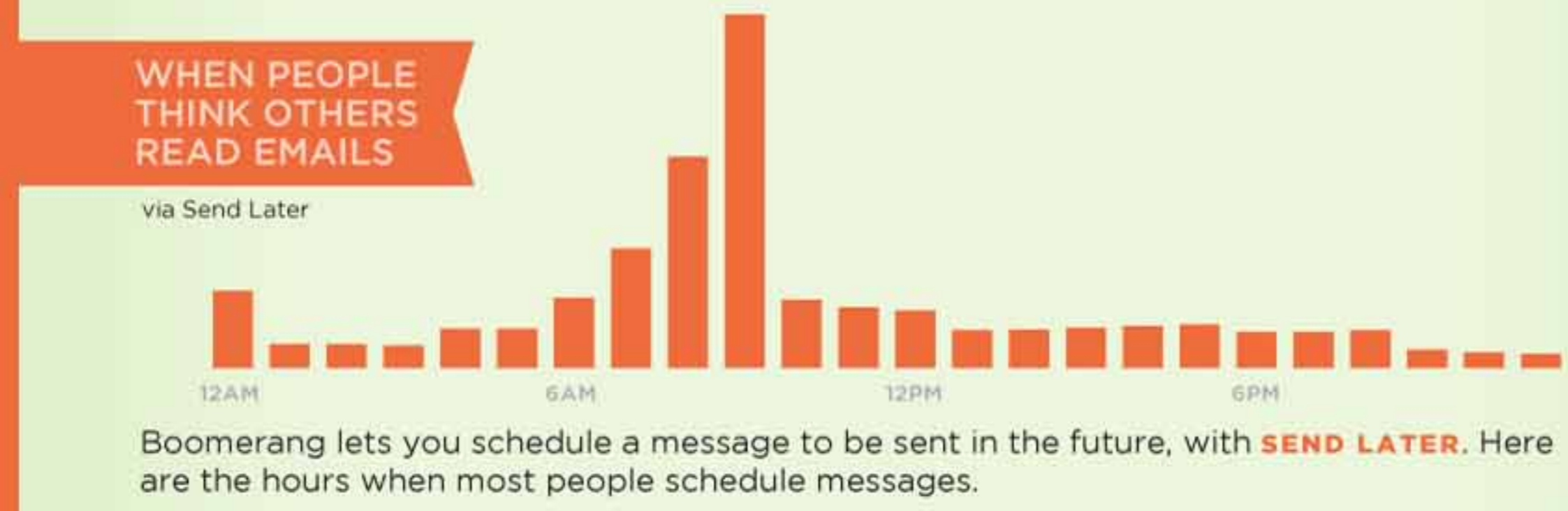
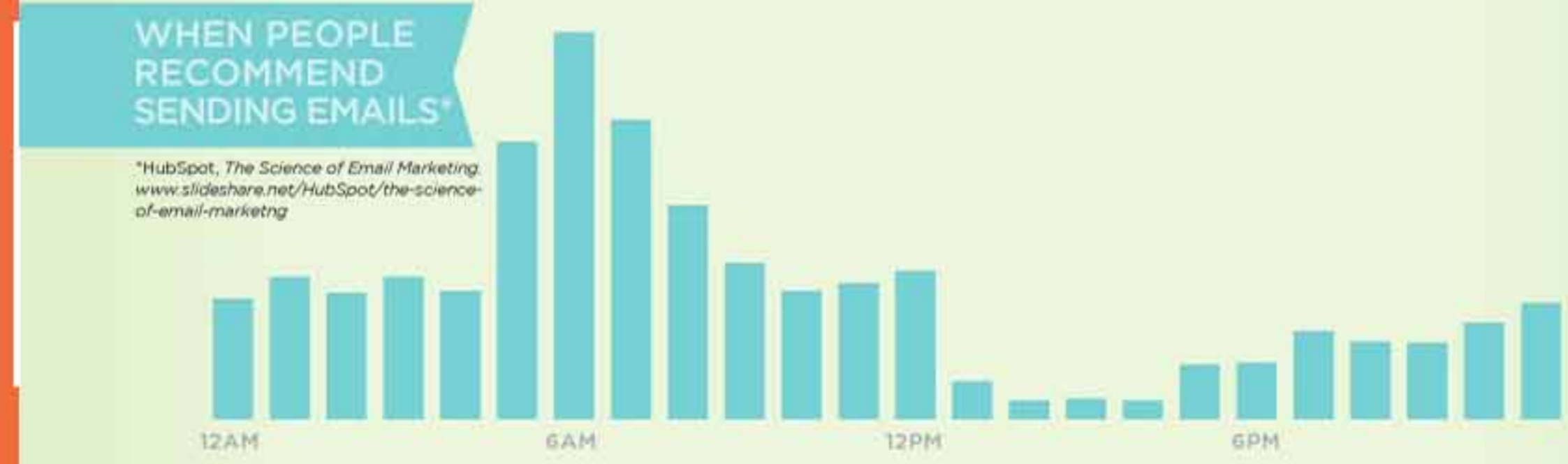


On average, we get **12** messages a day that require substantial work. Just those messages take up almost **90 minutes** per day!

## Average time per task...



## WHEN WE EMAIL



## GET A RESPONSE

The best words to use in email titles

WORDS TO USE	WORDS NOT TO USE
Apply	Confirm
Opportunity	Join
Demo	Assistance
Connect	Speaker
Payments	Press
Conference	Social
Cancellation	Invite

## 3 WAYS TO MASTER EMAIL

<p>Learn to say no and decide quickly.</p>	<p>Send non-marketing emails before work &amp; during lunch</p>	<p>Reply quickly to important emails <small>*77% of tracked messages expect a response within 2 days</small></p>
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## How Do We Know This?

We analyzed our database of over five million messages to find insightful trends and data! Through those five million messages, we've saved our customers thousands of hours and helped them boost sales, stay organized, and learn to love their Inboxes.



Email smarter with [www.boomeranggmail.com](http://www.boomeranggmail.com)

created by lemon.ly

Article by Sara Kessler at <http://mashable.com>