



Email Marketing By the Numbers: How to Use the World's Greatest Marketing Tool to Take Any Organization to the Next Level

Chris Baggott

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Praise for EMAIL MARKETING by the NUM8ERS

"At last—a book that marketers can use to gain real respect from CFOs and CEOs who care about the bottom line. Baggott, author of the award-winning blog 'Email Marketing Best Practices,' clearly explains how to make your campaigns perform measurably better. The secret's in your test results."

—Anne Holland, President, MarketingSherpa

"Despite its proven power, email marketing receives a fraction of the attention given to other, fancier media. This week you'll probably hear far more about mobile videocasting (or some such fashion) than you will about email marketing. You can help correct this imbalance by reading this book."

—Rory Sutherland, Vice Chairman, Ogilvy Group, London, UK

"Baggott's wonderful new direct marketing book is loaded with practical advice and recommendations from some of the best minds in the industry. *Email Marketing by the Numbers* should be read by everyone in the industry who wants to profit from acquiring and retaining customers."

—Arthur Middleton Hughes, Vice President/Solutions Architect, Knowledge Base Marketing, and author of Strategic Database Marketing

"Amidst the confusion and changing landscape of the Web, Baggott is one of the clear thinkers who can cut through the hype and help you understand how to drive revenues through the use of marketing technology."

—Scott Burkey, Business Development Executive, Definition 6

"Baggott is the ultimate Web 2.0 entrepreneur who takes Email 2.0 to a new level. In *Email Marketing by the Numbers*, he gives marketers instructions for creating one-to-one conversations with prospects and customers. This book should be on the desk of every marketer in every company, big or small."

—Scott Maxwell, founder, OpenView Venture Partners

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