

WEBMAIL USERS



Plus de la moitié des emails sont lus sur un mobile

Litmus a pu analyser l'ouverture de 6 millions d'email, et déterminer quelles sont les habitudes de lecture des internautes.

L'information première est que dorénavant le support de lecture majoritaire est le mobile.

Il se confirme donc que la conception de messages au format responsive design est obligatoire. Le message doit être lu correctement quel que soit le support.

Ce qu'il faut retenir :

- 39% des emails sont ouverts sur iOS : 26% sur iPhone, 13% sur iPad.

iPhone = 26%

Android : 22%

iPad : 13%

Outlook.com : 10%

Yahoo mail : 7%

Outlook : 6%

Apple mail : 5%

Gmail : 3%

Windows Live Mail : 3%

Windows Mail : 2%

Other : 2%

AOL Mail : 1%

- 61% des internautes utilisent leur mobile pour accéder à leur messagerie.

- 68% des utilisateurs de Gmail consultent leurs messages sur mobile.

- Les logiciels de bureau les plus utilisés sont Outlook (34%) et Apple Mail (29%).

WORLD WEBMAIL USERS

WHERE DO WEBMAIL USERS OPEN EMAIL?

39% of webmail users open email on a mobile device.

THE COUNTRY OF WEBMAIL ACCOUNT

Device usage: Smartphone (39%), Desktop (59%), Tablet (2%).

Country distribution: US (15%), UK (10%), Canada (8%), Australia (7%), India (6%), Brazil (5%), Mexico (4%), France (3%), Germany (3%), Spain (3%), Italy (3%), Japan (2%), South Korea (2%), China (2%), Russia (2%), Other (40%).

WEBMAIL USERS PREFER MOBILE

HOW DO WEBMAIL USERS OPEN EMAIL?

61% of webmail users open email on a mobile device.

WEBMAIL USER MOBILE

WEBMAIL USER DESKTOP

WEBMAIL USER TABLET

WEBMAIL USER MOBILE BY COUNTRY

Device usage: Smartphone (61%), Desktop (37%), Tablet (2%).

Country distribution for mobile: US (18%), UK (12%), Canada (10%), Australia (9%), India (8%), Brazil (7%), Mexico (6%), France (5%), Germany (5%), Spain (4%), Italy (4%), Japan (3%), South Korea (3%), China (3%), Russia (3%), Other (30%).

YAHOO!

WHERE DO YAHOO! WEBMAIL USERS OPEN EMAIL?

22% of Yahoo! webmail users open email on a mobile device.

68% of Yahoo! webmail users open email on a desktop device.

18% of Yahoo! webmail users open email on a tablet device.

YAHOO! USER MOBILE

YAHOO! USER DESKTOP

YAHOO! USER TABLET

Hot Mail

WHERE DO HOT MAIL WEBMAIL USERS OPEN EMAIL?

29% of Hot Mail webmail users open email on a mobile device.

56% of Hot Mail webmail users open email on a desktop device.

15% of Hot Mail webmail users open email on a tablet device.

HOT MAIL USER MOBILE

HOT MAIL USER DESKTOP

HOT MAIL USER TABLET

Outlook.com

WHERE DO OUTLOOK.COM WEBMAIL USERS OPEN EMAIL?

33% of Outlook.com webmail users open email on a mobile device.

47% of Outlook.com webmail users open email on a desktop device.

20% of Outlook.com webmail users open email on a tablet device.

OUTLOOK.COM USER MOBILE

OUTLOOK.COM USER DESKTOP

OUTLOOK.COM USER TABLET

Gmail

WHERE DO GMAIL WEBMAIL USERS OPEN EMAIL?

20% of Gmail webmail users open email on a mobile device.

68% of Gmail webmail users open email on a desktop device.

12% of Gmail webmail users open email on a tablet device.

GMAIL USER MOBILE

GMAIL USER DESKTOP

GMAIL USER TABLET

Other

WHERE DO OTHER WEBMAIL USERS OPEN EMAIL?

18% of other webmail users open email on a mobile device.

72% of other webmail users open email on a desktop device.

10% of other webmail users open email on a tablet device.