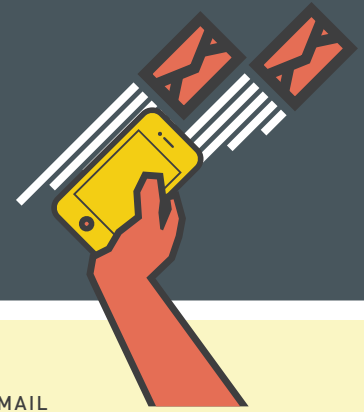


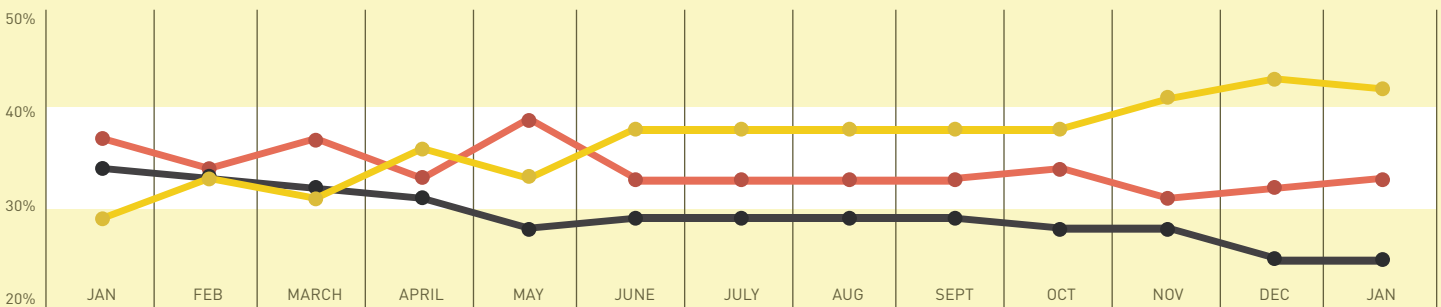
EMAIL CLIENT MARKET SHARE REPORT



WHERE ARE SUBSCRIBERS OPENING EMAIL?

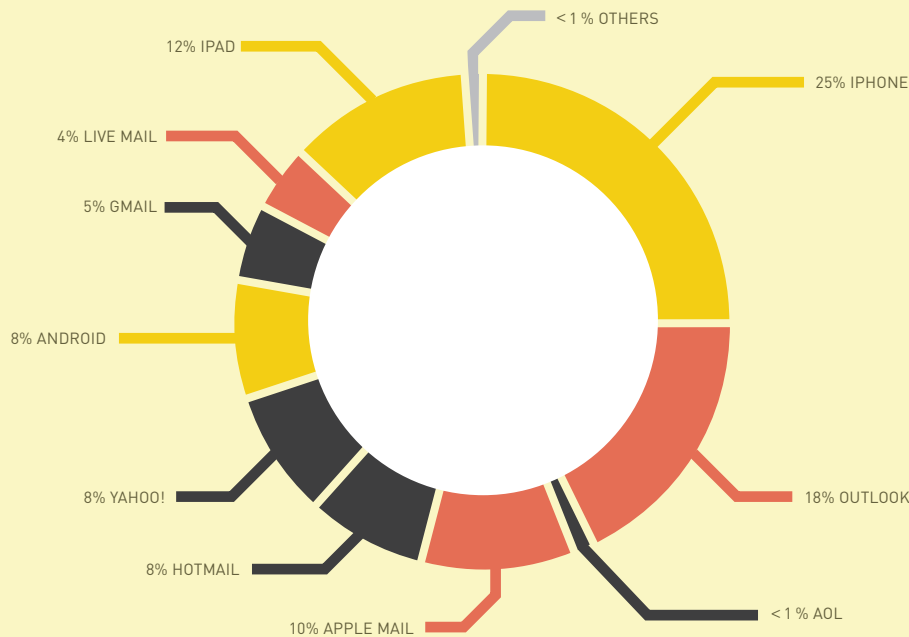
● DESKTOP ● MOBILE ● WEBMAIL

Mobile email opens have skyrocketed, seeing a **120% increase** in the last eighteen months. The number of opens tracked in desktop, mobile and webmail programs converged in February before mobile opens pulled ahead in April. Email opens on mobile devices continue to dominate at **42%** of total opens for January 2013.



OVERALL OPENS BY EMAIL CLIENT

WITH 37% MARKET SHARE, IOS ACCOUNTS FOR MORE THAN A THIRD OF EMAIL OPENS



DO YOU HAVE A MOBILE AUDIENCE?
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