

# a.nthonygreen

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EMAIL, HOTELS, IPHONE, MOBILE, NEWSLETTER, SMARTPHONE

## Mobile Email — are 20% of your users getting it?

*In General on August 3, 2010 at 19:16*



Posted today on the **Keen** blog about the huge number of people using their **mobile phones to read email newsletters**. It's crucial that your email newsletters are formatted so that they are readable on mobile devices, because on a hotel company's list of over 60,000 users I looked at, over 20% were reading on their iPhones — only Hotmail was more popular, and Outlook was a distant third. Make sure you're not missing out on this opportunity, and test your email newsletters on mobile devices whenever possible!

<http://www.discoverkeen.com/idea/Emails-for-mobile-are-you-ignoring-20-of-your-users-.php>

Anthony Green — August 2010

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