



To  From

Subject

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Dear Email!

We've had more than **20 years together**. You've gone from being a repository of chain emails and correspondence with friends overseas to a major fixture in my daily life. There are some people that say "you're dead," but **I did some research, and odds are those people are just as crazy about you as I am.**

**I KNOW I HAVEN'T MADE IT EASY, HAVING SEVERAL ACCOUNTS OVER THE YEARS**



**66%** OF INTERNET USERS HAVE MORE THAN 1 EMAIL ACCOUNT

**BUT YOU DON'T MAKE IT EASY EITHER.**

**27% OF US HAVE LOST SLEEP OVER YOU. PROBABLY BECAUSE I CHECK YOU...**



FIRST THING IN THE MORNING



RIGHT BEFORE I SLEEP



COMPULSIVELY

**YOU DEMAND A LOT OF MY ATTENTION, EVEN WHEN I SHOULD BE RELAXING**

**AND WHERE DID MY MANNERS GO?**



DURING MOVIES



WHILE I'M WATCHING THE GAME



WHEN I'M TALKING TO PEOPLE



AND RIGHT AFTER SEX I KNOW, I KNOW...

**I CHECK EMAIL FOR A LOT OF REASONS:**

**TO COMMUNICATE**

**TO GET INFORMATION**



ON PERSONAL PURPOSES



ON BUSINESS PURPOSES



ABOUT PRODUCTS THAT I'M INTERESTED IN



ABOUT DISCOUNTS



GETTING NEWS

**I GET A TON OF EMAILS EVERY DAY AND I'VE BECOME PRETTY CRAFTY AT ORGANIZING MY INBOX**



OF INTERNET USERS USUALLY GET MORE THAN 21 EMAILS A DAY



SHOOT FOR "INBOX ZERO"



CREATE FOLDERS



MARK AS UNREAD



USE LABELS AND FILTERS

**SINCE YOU'RE ON MY PHONE, YOU'RE EVERYWHERE I GO. WE SPEND A LOT OF TIME TOGETHER**

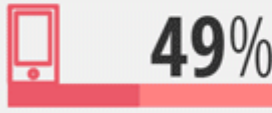


READ EMAILS



WRITE EMAILS

FOR MORE THAN 1 HOUR A DAY



CHECK ON PHONE



IN FACT, I CHECK YOU ONLY ON MY PHONE

And that's how I like it! I want to be alerted to every new message with push notifications, and **67% of internet users do, too.** Seems we'd also hate to miss our most important messages, so **47% of us adjust our notification settings.**

**AND I'M NOT ALONE**



Email, you're not dead. **You're alive and kicking. Keep doin' what you're doin'.**

Love, myMail

Sources: My.com Email usage research, n=1001. Yes Mail Interactive <http://www.radicati.com/wp/wp-content/uploads/2013/04/Email-Statistics-Report-2013-2017-Executive-Summary.pdf>

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