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8 Reasons Why Email Marketing Works Better

People loved emails ever since the internet was in its nascent stage. However, over the years, their perception has changed about email marketing. With the advancement in technology, many have concluded that email marketing is dead & irrelevant in today's world compared to other digital marketing channels. But wait, truth be told, email marketing still works and can be an essential part of your marketing strategy. Here we list down eight different reasons as to why email marketing works.