

Everlytic to present leading-edge email marketing research at IMC

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On August 3 and 4, marketers are set to hit the Mother City as the IMC Conference returns to Cape Town for a fifth time.

Taking place at the Cape Town International Convention Centre, Everlytic will again have a significant presence at the conference.

Participating as workshop hosts, on August 3, Everlytic is set to present Demystifying the Inbox, the largest survey ever done showcasing how South Africans use and engage with email. The workshop offers insightful research findings on the state of email marketing in South Africa that distinguishes email as the ultimate digital communication channel.

In addition, Everlytic carried out an analysis on over one billion emails that it sent out on behalf of its clients across multiple industries. The resulting Email Marketing Benchmark Report provides insights into what people do with marketing emails when they receive them.

Workshop times for the Demystifying the Inbox workshops are as follows:

- Session 1 11:05 - 11:50
- Session 2 12:00 - 12:45
- Session 3 13:45 - 14:30

This year's IMC theme, The State of Marketing Address (SOMA), will see marketing and agency thought-leaders report on the current state of South Africa's marketing nation and how to build a world-class marketing programme using consumer insights.

"We regard IMC as the marketing event of the year that has a good balance between speaking to marketers both at a strategic and tactical level. Making this an ideal platform for us to engage with marketers," says Vera Romano, Marketing Manager at Everlytic.

Everlytic will be running an #IMCSOMA ticket give-away in the weeks leading up to the event. Follow [@Everlytic](#) on Twitter for details on how to enter and you could win two tickets to the Cape Town event.

Visit IMCConference.com for more information on the conference.

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Everlytic



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