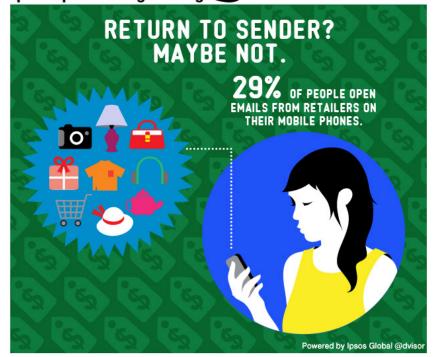
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Retailers' emails are getting noticed by mobile phone users. This is especially true in the Middle East/Africa and BRIC regions, where 42% and 41%, respectively, are opening these emails on their mobile phones. Importantly, with more than one in four opening retail emails worldwide, marketers have a good opportunity to touch customers with enticing offers and, better yet, score sales using this medium. Get the message?

About Ipsos Open Thinking Exchange:

Ipsos Open Thinking Exchange (Ipsos OTX) is Ipsos' global innovation center. This multi-disciplinary team of researchers, strategists, digital natives and design technologists is blending advancements in technology and a cultural shift toward social interaction to create the future of research, one that is immersive, collaborative, authentic and relevant. Socialogue™ is an ongoing publication from Ipsos OTX which features proprietary, global infographics and commentary on social media trends and behavior. For more information on the current suite of Ipsos OTX social media research tools, to find more about our Futures initiatives or to obtain social media details by country, contact us at ipsosopenthinkingexchange@ipsos.com.

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