

Marketing's Hidden Phishing Tax

Email is the most valuable marketing channel. It's also the least secure. Every day, marketers pay a hidden phishing tax.

Below, we explore the toll it takes on the business.

The Value of Email

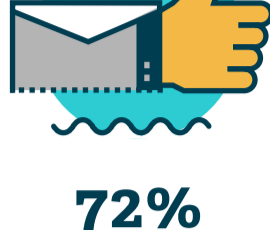
Email drives more leads, conversions, and revenue for the business than any other marketing channel.



\$38

of ROI is generated for every \$1 spent on email marketing.

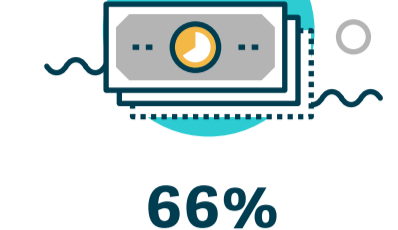
(Venture Beat)



72%

of customers rate email as the most preferred method of communication.

(Marketing Sherpa)



66%

of consumers make a purchase directly after receiving an email marketing message.

(Direct Marketing Association)

The Vulnerability of Email

Inherently insecure, email is also the weapon of choice for cybercriminals around the world.



97%

of people around the globe cannot identify a sophisticated phishing message.

(Intel)



12%

of users will click on malicious attachment or link during a phishing scam.

(Verizon)



45%

of people will offer up personal information during a phishing scam.

(Google)

The Hidden Phishing Tax

Email fraud impacts brand trust, legitimate email program performance, and ultimately, marketing ROI.



Lost Brand Trust

Customers are **42% less likely** to interact with your brand after being phished or spoofed.

(Cloudmark)



Reduced Email Deliverability

One in five phishing attacks negatively impacts the deliverability of a brand's marketing emails.

(Return Path)



Diminished Email Marketing ROI

One in three phishing attacks results in reduced subscriber engagement.

(Return Path)

Marketers Know Phishing Is a Problem...

According to a recent Return Path survey, the majority of marketers know that phishing can wreak havoc on legitimate email programs and sender reputation.



91%

of marketers believe fraudulent emails can impact the effectiveness of their legitimate email programs.

(Return Path Survey)



81%

of marketers would be concerned or extremely concerned if customers received a malicious email appearing to come from their brand.

(Return Path Survey)

...But They Aren't Taking Action to Fight Email Fraud

While concerned, most marketers don't know how to defend their brand against cybercriminals.



76%

of marketers have little to no visibility into phishing attacks spoofing their brand.

(Return Path Survey)



68%

of marketers say that securing the email channel is not a top priority in 2016.

(Return Path Survey)

Marketers Unite!

As guardians of the brand and owners of the email channel, marketing must partner with security and IT teams to help fight phishing. Learn how by downloading our latest ebook, *"Phishing: The Cost of Doing Nothing for Marketers."*

[Get the Ebook](#)

Methodology

Return Path surveyed more than 220 marketers in May 2016 on The Value of Trust in Email Marketing. 45 percent of respondents had a title of manager while 26 percent had a title of Director and above. 33 percent of surveyed companies employed over 1,000 people.