

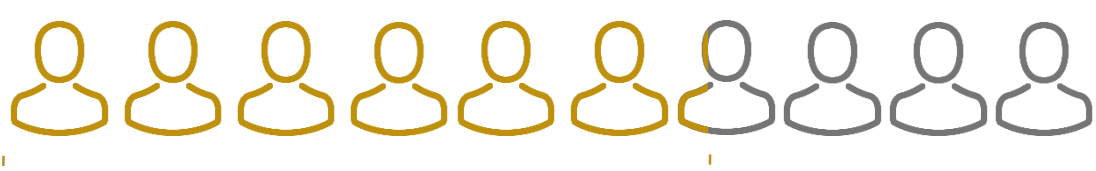
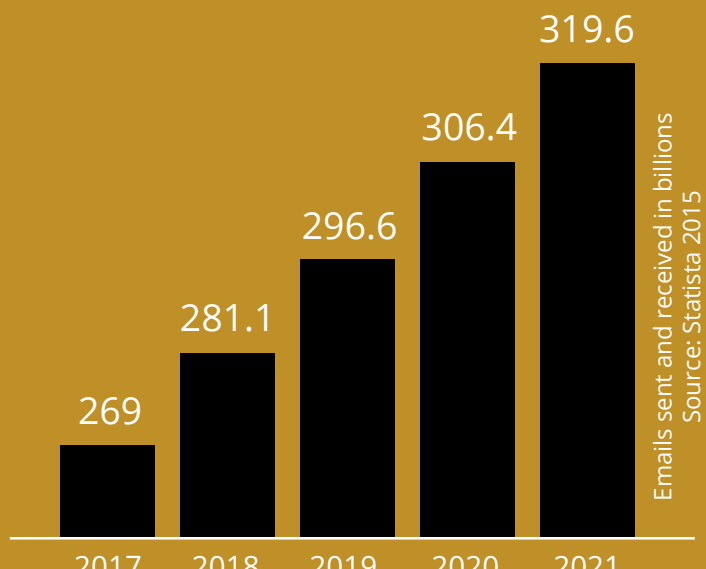
Insights into written communication by email

By 2021 we will send 320 billion emails on a daily basis. Unfortunately, currently 64% of receivers have received an email that resulted in unintended anger or confusion. That is a lot of frustration, especially since email is the #1 preferred communication tool and we spend over 15 hours per week on it. We check our emails in front of the TV, while in bed, commuting and even in the bathroom! Let the numbers dazzle and impress you...



320 billion emails sent daily in 2021

52.8% Business
47.2% Personal



64%

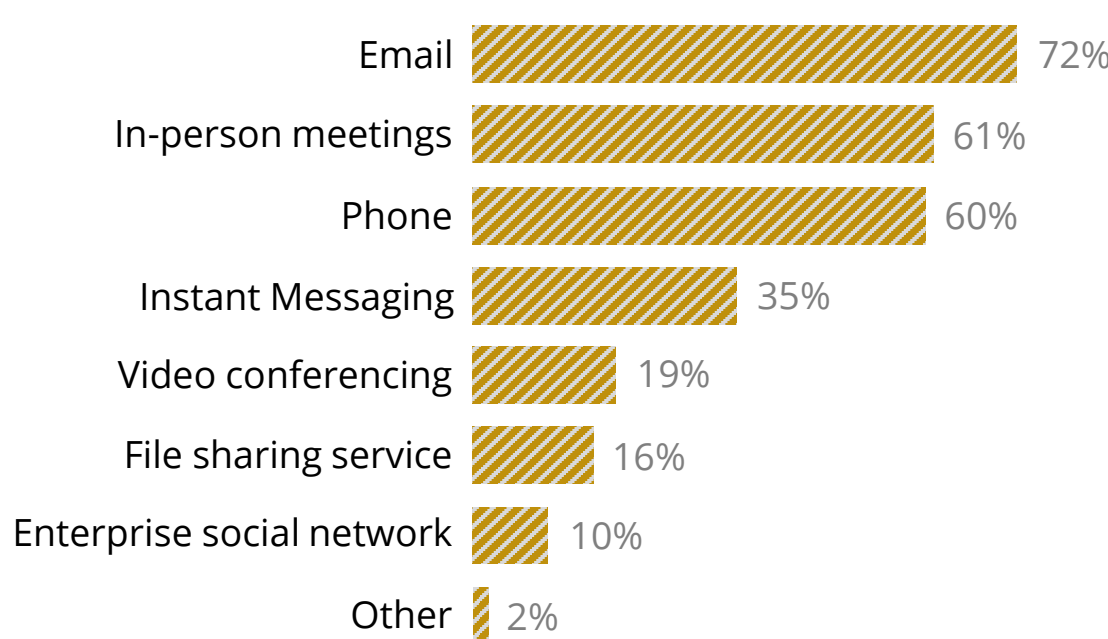
Received an email that resulted in unintended anger or confusion.

“Unfortunately, we believe that **everyone** has experienced receiving an email that resulted in anger or confusion. We are here to change just that!”

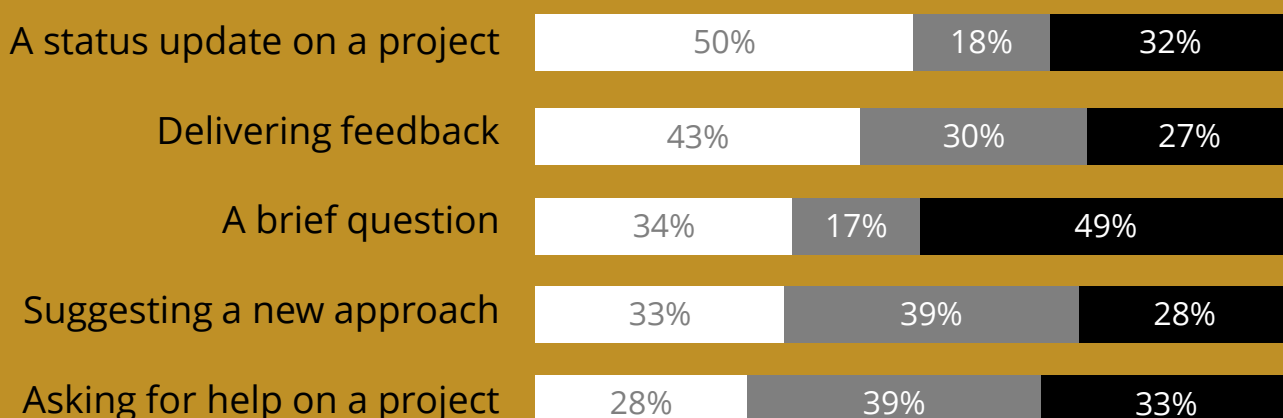
Joanna
CEO & Co-founder SMYL



#1 Method for communication with colleagues



Email vs In-person meetings



Time spent on checking work email

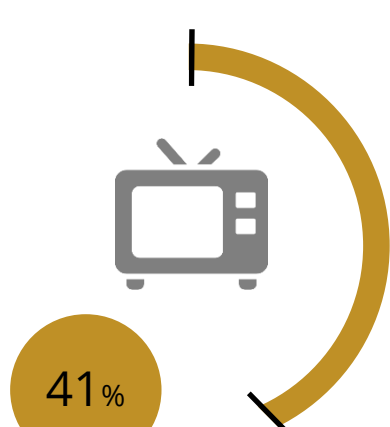
3.1 hr per day

15.5 hr per week

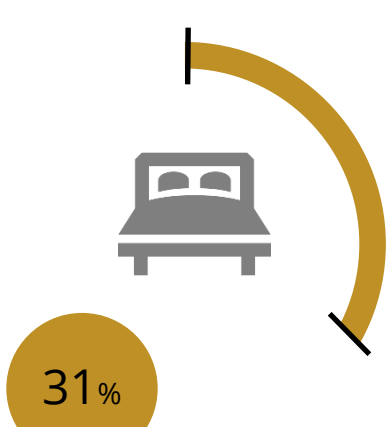
39% of a 40hr work week is spent on email.



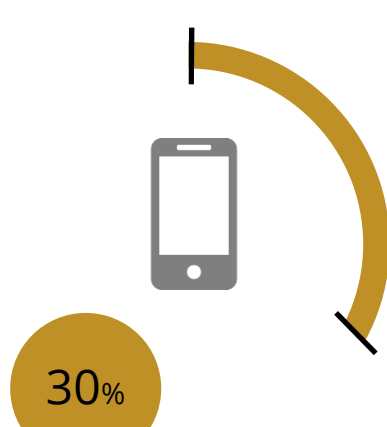
Situations where work email has been checked in the past month.



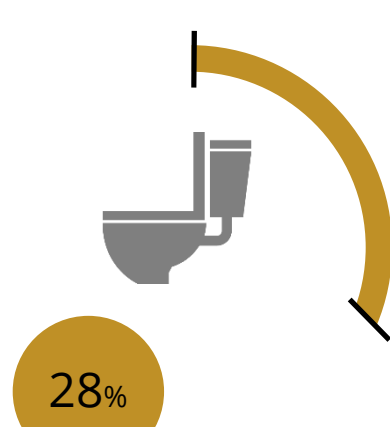
While watching TV/movie



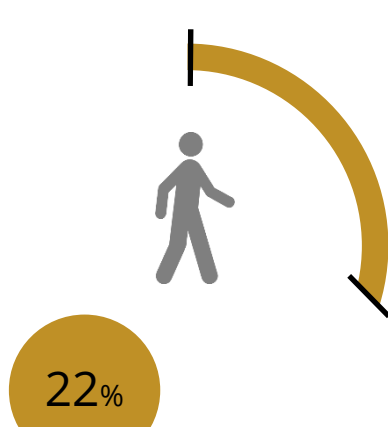
While in bed



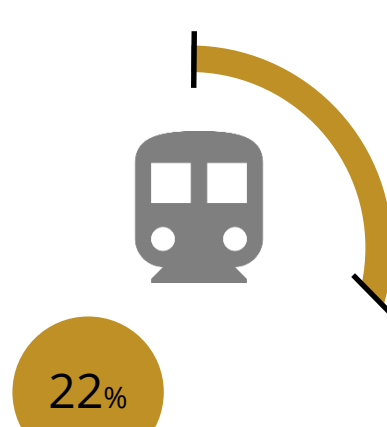
While on the phone



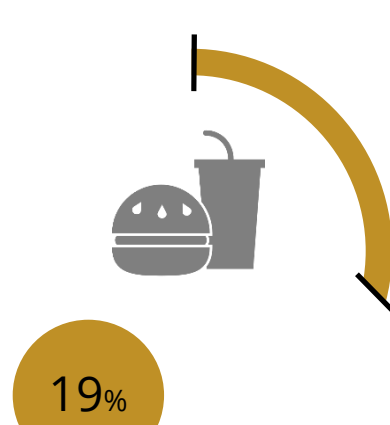
While in the bathroom



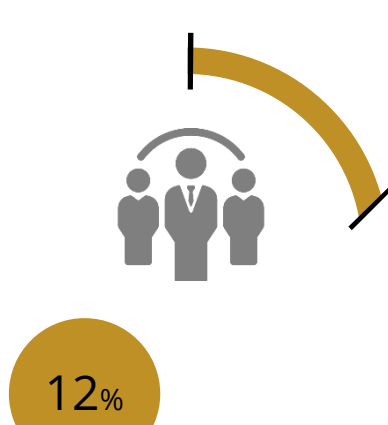
While walking



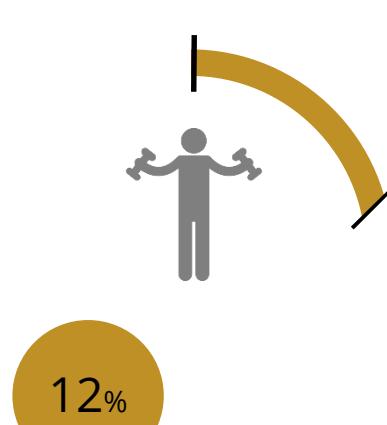
While commuting to/from work



During a meal with others



While in an in-person meeting/conversation



While working out

Situations where work email has been checked in the past month. Source: Adobe System Incorporated 2018.

SMYL has software for you and your colleagues that provides real-time business and language suggestions so good emails turn into great ones and day-to-day communications improve. SMYL emails will have a positive impact no matter where, when and the amount you receive and send.

Visit us at www.smyl.com

