

# Pros & Cons of Email Marketing in the Emerging Horizon of Commerce

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**Abstract:** *This essay largely discusses the functions of email marketing and online shopping. One of the most cutting-edge tactics and marketing strategies used nowadays is email marketing. Modern information and communication technologies also make it easier to send and circulate electronic communications with the greatest level of accuracy and quality. Email marketing efforts also aid in boosting sales in electronic stores and effectively and lawfully targeting clients. Even yet, there are a number of drawbacks to email marketing that make it difficult to sell and promote using this communications platform. In order to analyse the success aspects of this marketing by avoiding these drawbacks and gaining from all of them, this study focuses on examining the most significant benefits and disadvantages of email marketing*

**Keywords:** online shopping, communication, targeting efforts