# Email Marketing
# Benchmark 2021

Mailpro, the Email Experts

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By Mailpro, MAXONY Group

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# Introduction

Ever wonder how you are doing compared to others in your industry? In your region?

At Mailpro we see millions of emails pass and we have gathered some metrics for you to study how you are doing compared to others.

We try to give you precise statistics for your campaigns but sometimes our customers don't know exactly what to compare it to. This benchmark is made just for that. For you to have an idea about what is going on around and what kinds of metrics you should expect to have on your own campaigns.

What is a normal opening rate for a transactional message? Which day of the week has better opening rates? Does it really make a difference to personalize your messages?

You need to compare your metrics to measure your own success. Analyzing Metrics and Data is crucial any marketer and we have put a great deal of effort doing to provide you with the data necessary for you to measure your own success, and to improve it.

This benchmark will also provide you with tips and insights about how to improve and make the most out of this metrics.

Feel free to make a free appointment with one of our customer service representitives to discuss your metrics and how to improve them by writing us at support@mailpro.com

# The benchmark Data

We compared 100,000 customers, which we chose randomly between yearly subscribed accounts, free accounts, and prepaid accounts.  It's important to notice that most of our customers are European, followed by South and North America. We haven´t include Asia on this benchmark because our accounts are not representative enough to show numbers.

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# Opening Rates

The [opening rate of an email campaign](#) is the percentage of the number of your subscribers who opened your email. It is an important metric to study as it shows you how efficient your email marketing campaign is, or if you email marketing strategy is working.

The average opening rate should be between 12% to 25%. Anything below that could suggest that you are either targeting the wrong kind of audience, or that your content is not interesting enough for your audience to open your emails. Read below for some tips about how to improve your opening rate.

But how do we know who opens your email?

Well, to know exactly who opens an email, we will insert an invisible picture with a link inside each email you send. In this way, every time someone opens one of your emails, we will see it. This works very well for Mac and iOS users because they open images by default. However, this method works less well for PC/Outlook as images are not automatically downloaded. Therefore, a PC/Outlook user could have read the email without downloading the images, and it won't count as an opening.
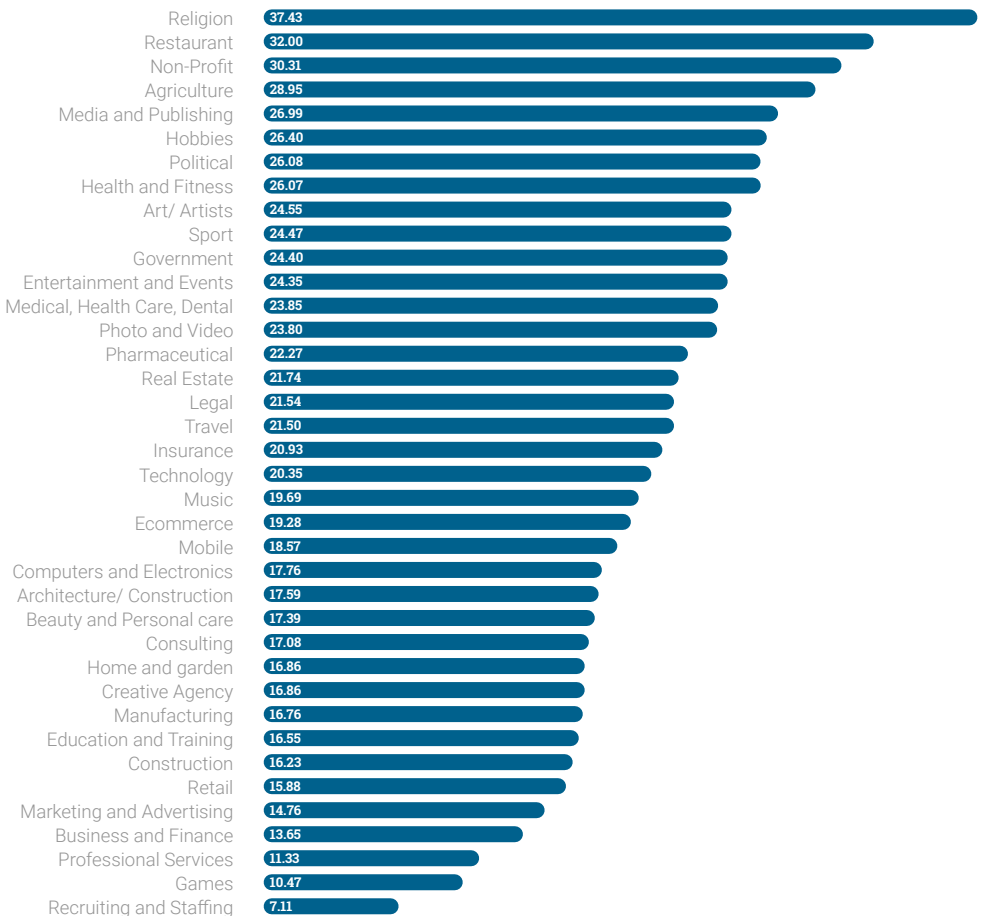
# Opening Rates by Industry

The industries that did the worst were the recruiting and staffing industry, with a 7.11 % opening rate, the gaming industry with a 10.47% opening rate, and professional services with a 11.33% opening rate. People seemed to be way more interested in opening religious email, with religion having a 37.43% opening rate.

If we look back at what a strange year 2021 was with COVID-19, these numbers make some sense.

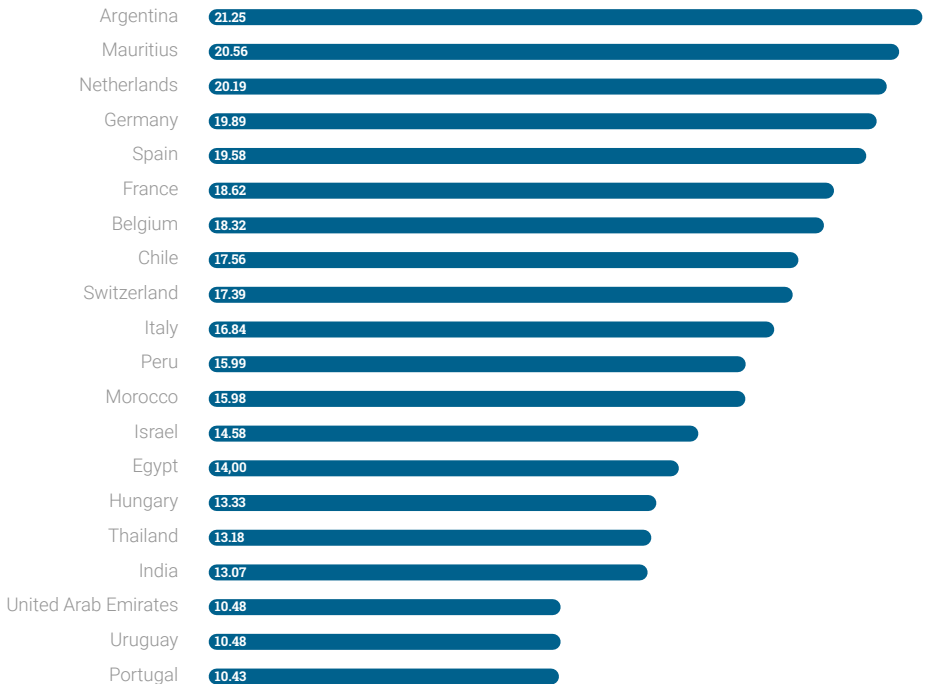| Industry | Rate |
|---|---|
| Religion | 37.43 |
| Restaurant | 32.00 |
| Non-Profit | 30.31 |
| Agriculture | 28.95 |
| Media and Publishing | 26.99 |
| Hobbies | 26.40 |
| Political | 26.08 |
| Health and Fitness | 26.07 |
| Art/ Artists | 24.55 |
| Sport | 24.47 |
| Government | 24.40 |
| Entertainment and Events | 24.35 |
| Medical, Health Care, Dental | 23.85 |
| Photo and Video | 23.80 |
| Pharmaceutical | 22.27 |
| Real Estate | 21.74 |
| Legal | 21.54 |
| Travel | 21.50 |
| Insurance | 20.93 |
| Technology | 20.35 |
| Music | 19.69 |
| Ecommerce | 19.28 |
| Mobile | 18.57 |
| Computers and Electronics | 17.76 |
| Architecture/ Construction | 17.59 |
| Beauty and Personal care | 17.39 |
| Consulting | 17.08 |
| Home and garden | 16.86 |
| Creative Agency | 16.86 |
| Manufacturing | 16.76 |
| Education and Training | 16.55 |
| Construction | 16.23 |
| Retail | 15.88 |
| Marketing and Advertising | 14.76 |
| Business and Finance | 13.65 |
| Professional Services | 11.33 |
| Games | 10.47 |
| Recruiting and Staffing | 7.11 |

# Opening Rates by Country

Opening rates differ greatly from country to country and it´s important to study your opening rates according to your country to see where you stand. Different countries have different cultures and their differences in behavior can easily be seen in these numbers.

If you don't see your country in this stats, don´t hesitate to contact us as support@mailpro.com and we will be glad to give you the percentage for your country.

We see the countries with the highest opening rates are Argentina, Mauritius, Netherlands, Germany, and Spain.

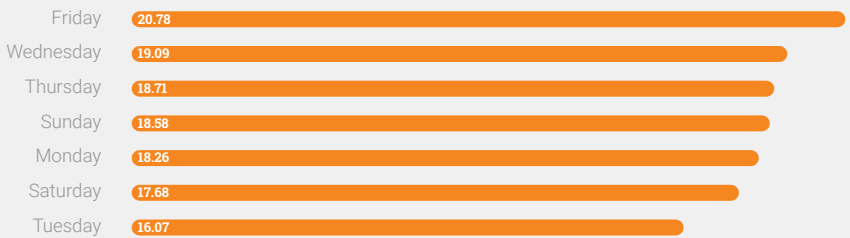| Country | Opening Rate |
|---|---|
| Argentina | 21.25 |
| Mauritius | 20.56 |
| Netherlands | 20.19 |
| Germany | 19.89 |
| Spain | 19.58 |
| France | 18.62 |
| Belgium | 18.32 |
| Chile | 17.56 |
| Switzerland | 17.39 |
| Italy | 16.84 |
| Peru | 15.99 |
| Morocco | 15.98 |
| Israel | 14.58 |
| Egypt | 14,00 |
| Hungary | 13.33 |
| Thailand | 13.18 |
| India | 13.07 |
| United Arab Emirates | 10.48 |
| Uruguay | 10.48 |
| Portugal | 10.43 |

# Opening Rates by Day of the Week

Interesting, isn't it? Did you know that Friday was the best day of the week to send your newsletter? Could it be that people start letting go of the week's stress and find the time to actually read and open newsletters on Fridays?

Fridays turned out to be the day of the week with the best opening rates, 20.78 %, followed by Wednesday with a 19.09% and Thursday with a 18.71% opening rate.

| Day | Opening Rate |
|-----------|--------------|
| Friday | 20.78 |
| Wednesday | 19.09 |
| Thursday | 18.71 |
| Sunday | 18.58 |
| Monday | 18.26 |
| Saturday | 17.68 |
| Tuesday | 16.07 |

# Opening Rates for: Personalized vs Non-Personalized Emails vs Automatic Emails

Personalized emails have an opening rate of 20.9% while non-personalized emails have an opening rate of 9.68% and automatic emails have a 29. 57% opening rate.

Personalized emails are those which use dynamic fields to insert information specifically directed to a customers or receiver and, therefore, they tend to have a higher opening rate than the average non-personalized email.

Automatic emails also include transactional emails. Transactional and automatic emails  are highly personalized and can be emails such as lost passwords, bills, and subscription emails. Therefore, these types of emails tend to have the highest opening rates.

Overall, we can see that personalized emails have increased opening rates of 50%, demonstrating that readers appreciate having theirs emails personalized.

This tells us that we need to invest in knowing our audience and personalizing each email. Here are some other advantages of personalizing your newsletters

- Avoid falling into spam folders
- Built customer loyalty
- Increase opening and click through rates

| Automatic Emails | 29.572 |
| Personalized | 20.949 |
| Non personalized | 9.684 |

# Tips to Improve Opening Rates

Do you feel like your opening rate is too low or has been constantly decreasing? It is probably time to change a couple of things inside your strategy. Here are some tips to help you

## 1 Make sure your subject line is catchy and is personalized

No one likes to open a boring or uninteresting email. Your title should have a catchy phrase without going overboard with spam words such as Sale or Free on it. A newsletter with a good subject line will not only increase your opening rates, but it will improve your chances of passing anti-spam filters. Check our full list of Spam Words to avoid.

Also, make sure your subject line is personalized. People love feeling special, and personalizing your subject line does this for you. This will automatically increase your opening rates. With Mailpro, you can easily personalize your subject line as well as your content with our dynamic fields.

## 2 Write quality content every time

In our opinion it is better to send newsletters less often, but to only send newsletter with great content in them. Over-sending newsletters can backfire, making customers delete your newsletters or mark you as a not-wanted sender. Make sure you send only when necessary and when you have something of good quality that you want to communicate to customers. Customers appreciate receiving good information and will therefore look forward to receiving your newsletters.

When creating a great content newsletter, take into consideration

— Using call to action buttons in newsletters to convert better

— Personalize your newsletter to make your customers feel special

— Have a good image/text ratio for your newsletter

### 3  Find out what's the best day and hour of the week to send your newsletter

Study which days are better for sending newsletters. Some days of the week have horrible opening rates compared to others. Make sure you study the opening rates of several of your newsletters. With a newsletter software such as Mailpro, you can see your opening rates for each of your campaigns and study them all.

### 4  Avoid Spam Filters

This might sound overrated, but you won't have good opening rates if your newsletters finish in the spam folder. Make sure you follow some simple tips to avoid falling into the spam folder. Also, before sending your newsletter, you can audit your spam content with Mailpro´s Spam Check

### 5  Make sure your newsletter is mobile friendly

# Click Rates

Click-through rates compare the number of people who have clicked on a link inside an email campaign.

This is such an important metric because you can see if you are getting through to your audience. Are you communicating efficiently enough so that they are convinced to click?

The average CTR should be between 2 and 5 %.

If your CTR is lower than that, you should start questioning your strategy. Are you communicating the right content to the right audience? What can you do to make sure they click? Are you segmenting your email contacts? Are you using the right call to action?

We calculate click rates by dividing the total number of people who clicked by the number of emails delivered and multiply this result by 100.

# Click Rates by Industry

According to our information, the leading industries for click through rates are the Media and Publishing industry with a CTR of 7.49 %, followed by the Manufacturing industry at 7.3% and the Travel industry with 5.48%.

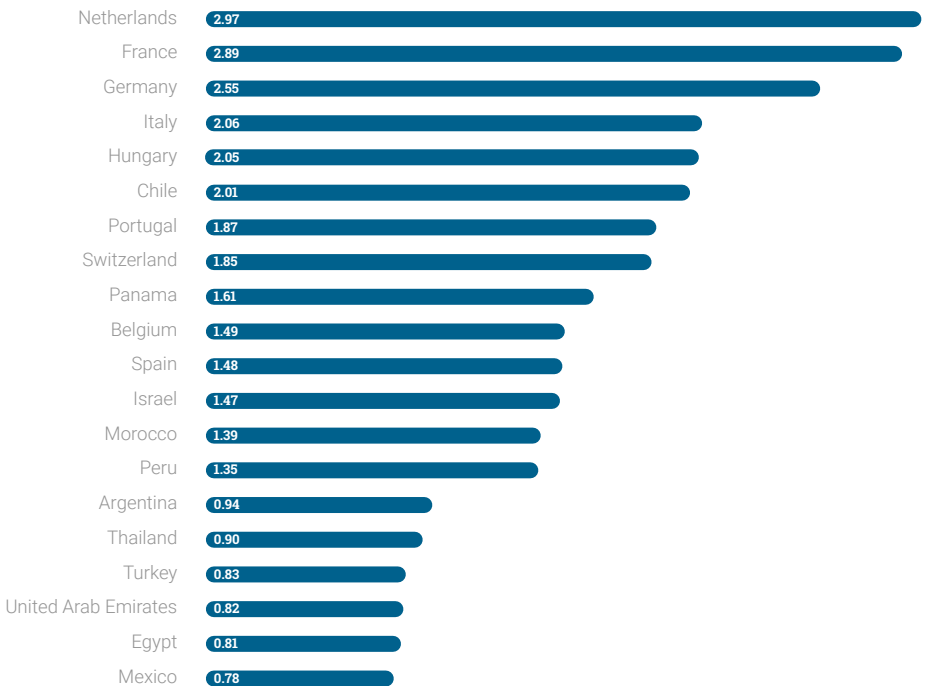| Industry | CTR |
|---|---|
| Media and Publishing | 7.49 |
| Manufacturing | 7.30 |
| Travel | 5.48 |
| Business and Finance | 5.35 |
| Construction | 4.60 |
| Restaurant | 4.44 |
| Non Profit | 3.97 |
| Photo and Video | 3.27 |
| Hobbies | 2.77 |
| Entertainment and Events | 2.66 |
| Agriculture | 2.66 |
| Government | 2.46 |
| Home and garden | 2.42 |
| Beauty and Personal care | 2.42 |
| Recruitting and Staffing | 2.33 |
| Technology | 2.28 |
| Architecture/ Construction | 2.22 |
| Consulting | 2.22 |
| Ecommerce | 2.20 |
| Computers and Electronics | 2.13 |

# Click Rates by Country

The Netherlands leads with a 2.97% CTR followed by France with a 2.89% CTR and Germany with a 2.55% CTR. The countries with the lowest CTR are Mexico, Egypt, and the United Arab Emirates.

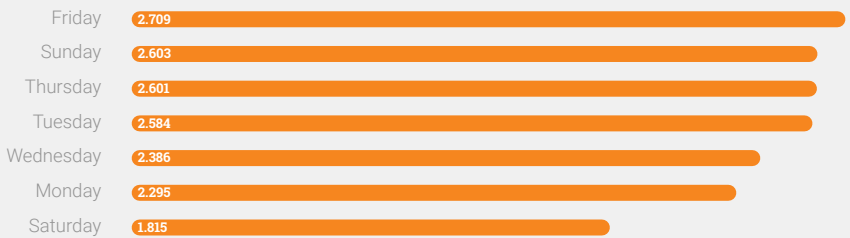Could it boil down to the effective way in which European countries communicate with their audience?

It is very important to have less of a marketing email and more valuable content for your audience in order for them to engage. Personalizing emails also goes a long way to improving your CTR.

| Country | CTR |
|---|---|
| Netherlands | 2.97 |
| France | 2.89 |
| Germany | 2.55 |
| Italy | 2.06 |
| Hungary | 2.05 |
| Chile | 2.01 |
| Portugal | 1.87 |
| Switzerland | 1.85 |
| Panama | 1.61 |
| Belgium | 1.49 |
| Spain | 1.48 |
| Israel | 1.47 |
| Morocco | 1.39 |
| Peru | 1.35 |
| Argentina | 0.94 |
| Thailand | 0.90 |
| Turkey | 0.83 |
| United Arab Emirates | 0.82 |
| Egypt | 0.81 |
| Mexico | 0.78 |

# Click Rates by Day of the Week

Fridays are without a doubt the best day of the week to send newsletters. Fridays not only have the best opening rates, but also the best click rates at 2.709%, followed by Sundays at 2.603% and Thursdays at 2.601%.

| Day | Rate |
|---|---|
| Friday | 2.709 |
| Sunday | 2.603 |
| Thursday | 2.601 |
| Tuesday | 2.584 |
| Wednesday | 2.386 |
| Monday | 2.295 |
| Saturday | 1.815 |

# Click Rates for: Personalized vs Non-Personalized Emails vs Automatic Emails

Personalized newsletters have a click rate of 1.394% while non-personalized emails have a click rate of 0.613%. Automatic emails have a click rate of about 3.138 %.

Once again, this date shows us that it is essential to personalize emails. Personalized emails make the audience feel more comfortable and, therefore, click more on your links. Did you know that most email marketers struggle with click-through rates?

Automatic emails, which include transactional emails, have the higher click rates because of the nature of emails. Transactional emails often include lost passwords, subscription emails, and highly personalized content, therefore having the highest CTR of all.

Automatic Emails — 3.138
Personalized — 1.394
Non personalized — 0.613

# Tips to Improve Click Rates

## 1 Chose the right time to send your campaign

Send your email marketing campaign when your audience expects you to send it.

You need to make sure you send your campaign when your customers have the time and have shown to previously engage in your newsletters. You can easily schedule a newsletter to be sent on a specific time with Mailpro.

## 2 Send only relevant content to your previously segmented audience

It is so common to see email marketing send the wrong content to the wrong audience. You need to make sure you have a segmented list and that you are sending pertinent information to it.

Segmenting your list is one of the most important parts of email marketing. There is nothing more annoying than receiving emails not relevant for you.

## 3 Make sure to have a clear and eye-catching Call to Action (CTA)

Always make sure you are being clear about what you expect your audience to do. Don't suppose your audience will know what you want them to do.

Make sure to be using the right call to action for the email you are sending.

The best way to have clear call to action is using our Mailpro buttons.

## 4 Make them curious, use a sense of urgency or emotional trigger to interest your audience

A great technique is to make your audience curious about what will happen when you click, for example, on a button. Emotional triggers or creating a sense of urgency can also help improve your CTR. With Mailpro, you can use our countdown to create a sense of urgency easily.

# Unsubscribe Rates

Your newsletter unsubscribe rate is the rate of people who click on the unsubscribe link on your newsletters. This is such an important metric because it will definitively show you the quality of your newsletter. If you have tons of people unsubscribing from your newsletter, then you really need to start thinking about changing your strategy!

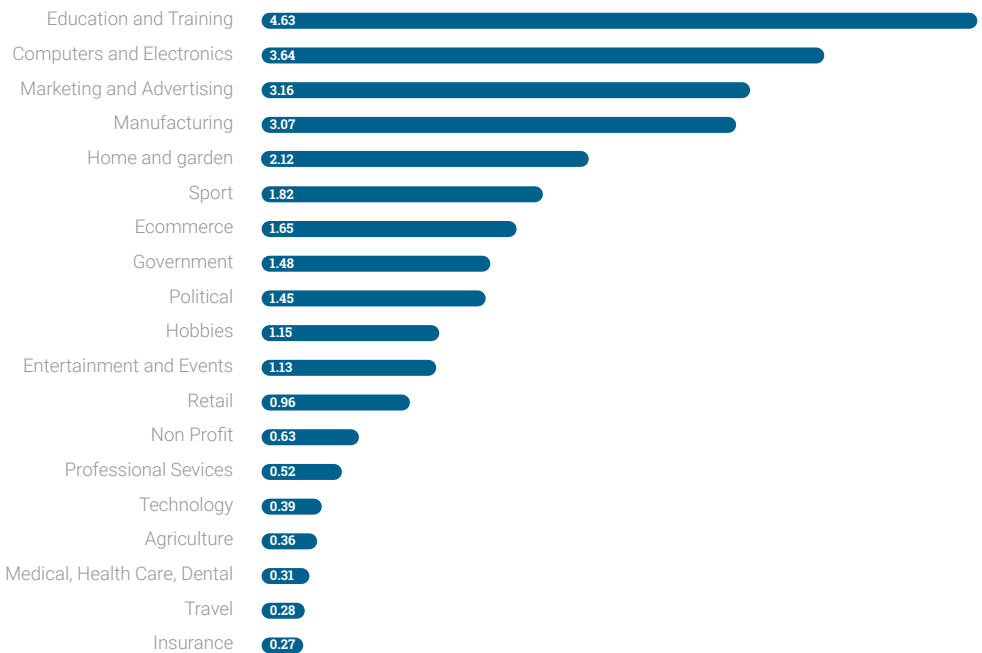In Europe, GDPR Laws have made it mandatory to have an unsubscribe link in every newsletter that is sent.

We calculate the unsubscribe rate by taking the total number of unsubscribes and dividing it by the total number of emails that were actually delivered. We then multiply the result by 100.

# Unsubscribe Rates by Industry

Education and training have the highest unsubscribe rates, with 4.63%, followed by the computer and electronic industry at 3.64% and marketing and advertising with a 3.16% unsubscribe rate.

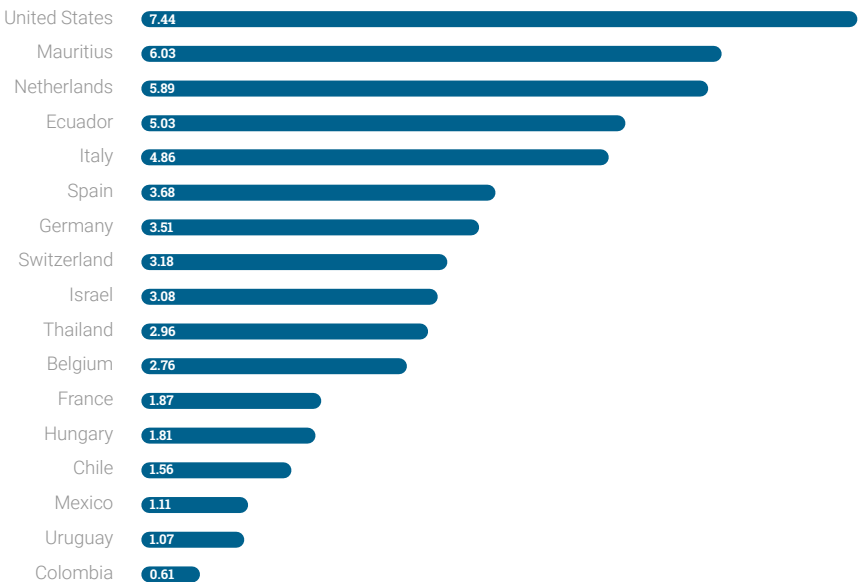| Industry | Rate |
| --- | --- |
| Education and Training | 4.63 |
| Computers and Electronics | 3.64 |
| Marketing and Advertising | 3.16 |
| Manufacturing | 3.07 |
| Home and garden | 2.12 |
| Sport | 1.82 |
| Ecommerce | 1.65 |
| Government | 1.48 |
| Political | 1.45 |
| Hobbies | 1.15 |
| Entertainment and Events | 1.13 |
| Retail | 0.96 |
| Non Profit | 0.63 |
| Professional Sevices | 0.52 |
| Technology | 0.39 |
| Agriculture | 0.36 |
| Medical, Health Care, Dental | 0.31 |
| Travel | 0.28 |
| Insurance | 0.27 |

# Unsubscribe Rates by Country

The United States leads with the highest unsubscribe rate of 7.44%, followed by Mauritius with 6.03%, the Netherlands with 5.89%, and Ecuador with 5.03%

If your unsubscribe rate seems too high you might immediately think there is a problem with your newsletter. However, there might be more of a problem with your email list or to whom you are sending your newsletter.

| Country | Rate |
|---|---|
| United States | 7.44 |
| Mauritius | 6.03 |
| Netherlands | 5.89 |
| Ecuador | 5.03 |
| Italy | 4.86 |
| Spain | 3.68 |
| Germany | 3.51 |
| Switzerland | 3.18 |
| Israel | 3.08 |
| Thailand | 2.96 |
| Belgium | 2.76 |
| France | 1.87 |
| Hungary | 1.81 |
| Chile | 1.56 |
| Mexico | 1.11 |
| Uruguay | 1.07 |
| Colombia | 0.61 |

# Unsubscribe Rates by Day of the Week

Seems like most don't like receiving emails on Sundays. Even though Sundays have a great opening rate, it seems people tend to unsubscribe more on Sundays. Sundays have an unsubscribe rate of 0.314%. followed by Thursday and Friday, each with 0.194%.

The lowest unsubscribe rates seem to be on Saturdays, with a 0.124%.

Saturdays, however, have a bad opening rate and click rate. Therefore, it is an overall bad day to send emails.

Wednesdays seem to have an overall low unsubscribe rate, a high opening rate, and a high click rate.

| Day | Rate |
|-----|------|
| Sunday | 0.314 |
| Thursday | 0.194 |
| Friday | 0.194 |
| Monday | 0.185 |
| Tuesday | 0.184 |
| Wednesday | 0.178 |
| Saturday | 0.124 |

# Operating System & Email Software

It´s interesting to see which OS or Email client your subscribers use. With this, you can follow and test your emails according to how software evolves.
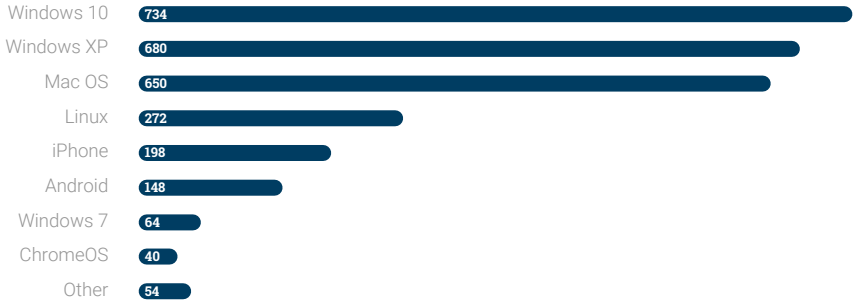
All of this is also available inside of your Mailpro campaign statistics under contact details, where you can see what OS and software your contacts use to open their emails.

We insert invisible images in each newsletter in order to see when someone opens an email. This tells us which OS and email software is used. Apple devices download images by default, unlike Outlook. Therefore, Apple tends to have a higher rate.

# Top Operating System (OS)

| OS | Value |
|---|---|
| Windows 10 | 734 |
| Windows XP | 680 |
| Mac OS | 650 |
| Linux | 272 |
| iPhone | 198 |
| Android | 148 |
| Windows 7 | 64 |
| ChromeOS | 40 |
| Other | 54 |

# Top Webmail and Email Software

| Software | Value |
|---|---|
| Firefox | 108 |
| iPhone Safari | 56 |
| Chrome | 39 |
| Android | 37 |
| Safari | 24 |
| Internet Explorer | 97 |
| Yahoo Mail | 93 |
| Outlook 2016 | 88 |
| Microsoft Outlook | 39 |
| Other | 31 |

# Summary of this benchmark

Through this benchmark, we can see that email marketing continues to be a reliable, engaging, cost effective way of communicating with your audience. Hopefully, this benchmark will show you where you stand compared to your industry or region, to then take actions and make changes. We will be improving our benchmark year after year for you to be able to compare yearly.

How are your opening rates or click rates compared to others in your industry? We advise you to test and redefine your strategy until you start seeing positive results for your campaigns.

By understanding your audience, you can perfect your email marketing campaign until you obtain the results you are seeking.

The tips and advice at the end of each of the benchmark sections are to help you make changes to start connecting and communicating more effectively. Always keep in mind that to have a healthy, clean, and segmented email list to send good quality content and to personalize your newsletters for great results!

Let us know how it went for you during 2021 and let's try improving your strategy together!

Looking forward to hearing from you.

# Thank You