Email Marketing Benchmark 2023

Mailpro, the Email Experts

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Join-CEO
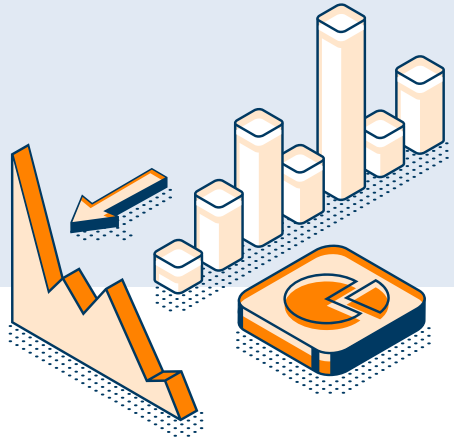**By Mailpro**
MAXONY Group

Introduction

Introducing the 2023 Email Marketing Benchmark - perfect for staying ahead of the competition and achieving your goals. With this intuitive benchmark, you can gain valuable and precise insights into how well your email campaigns stack up against industry standards and trends.

Our benchmark gives you clear, reliable metrics to help you measure the performance of individual campaigns or assess them holistically across all marketing efforts. On top of that, our data is always useful to understand what kind of results are possible with email marketing compared to other channels. This allows marketers to set realistic expectations for their own campaigns and track progress accordingly. With the Email Marketing Benchmark, you always have a clear vision of what success looks like across the board!

At Mailpro, we believe that data and metrics are essential for any marketer to evaluate their success and compete against the best in the industry. That's why we've created our cutting-edge benchmark for 2023, designed to provide professional marketers with detailed insights about their email campaigns.

Our comprehensive benchmark allows you to compare your performance against industry averages, giving you a clear view of where your current email efforts stand. With this approach, you'll be able to identify any potential improvement areas and maximize the impact of your strategies. On top of this, our benchmark also provides recommendations so you can quickly optimize your emails with actionable points.

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

The Benchmark Data

We compared 100,000 accounts, which we chose randomly between our customers worldwide. Countries with less than 5 million emails sent during the year have not been considered on this benchmark. 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.

Table of Content

Opening Rates

The open rate (also known as Open Percentage) is a metric used to measure the success of an email marketing campaign. This metric is calculated by dividing the total number of emails opened by the total number of emails sent.

Having a high opening rate in an email marketing campaign is essential and can be the difference between a successful campaign and one that falters. A good opening rate shows that your message has been noticed, read, and acted upon. It's also important to craft an engaging subject line so that readers will open the email instead of ignoring it completely. Additionally, providing interesting content that is relevant to your target audience will ensure readers stay engaged with your message until the very end.

The average opening rate should be between 12 to 25%. Anything above 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.. 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 good 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

Last year, the pharmaceutical and staffing industries had some of the worst email marketing opening rates of any industry with pharmaceutical industry having a 9.93% opening rate and the staffing industry having a 10.37% opening rate. This could be due to a variety of factors such as poor subject lines, lack of relevancy, or content that was too promotional in nature. It's essential for companies in these industries to set themselves apart from the competition and make sure their emails are tailored to their target audiences. People seem more interested in opening restaurant (34.42%) and political newsletters (34.07%).

Industry	Rate
Restaurant	34.42
Political	34.07
Religion	32.00
Agriculture	31.69
Health and Fitness	30.58
Non Profit	29.95
Hobbies	28.48
Government	28.45
Art/ Artists	27.57
Beauty and Personal care	26.72
Legal	26.48
Media and Publishing	26.06
Consulting	25.53
Entertainment and Events	24.60
Sport	24.40
Travel	23.60
Insurance	23.51
Ecommerce	23.38
Medical, Health Care, Dental	23.24
Retail	21.58
Music	21.31
Home and garden	20.43
Computers and Electronics	20.10
Education and Training	20.09
Manufacturing	19.79
Technology	19.65
Architecture/ Construction	19.45
Construction	19.37
Photo and Video	19.20
Marketing and Advertising	16.67
Creative Agency	16.42
Mobile	14.78
Real Estate	14.20
Professional Sevices	12.93
Business and Finance	12.50
Games	12.13
Recruitting and Staffing	10.37
Pharmaceutical	9.93

Open Rate by Country

It's important to keep in mind that newsletter opening rates can vary greatly from country to country. For example, some countries have higher open rates due to more tech-savvy audiences or better internet infrastructure. On the other hand, countries with lower internet usage rate may struggle to get their messages opened. It is essential for companies to take this into consideration when crafting their email campaigns and tailor content specifically to target certain countries or regions in order to maximize open rates.

Country	Rate
Norway	33.53
Greece	31.77
Kuwait	31.17
Costa Rica	29.43
Belgium	29.12
Germany	27.58
Guatemala	26.75
Switzerland	26.23
Italy	25.46
Spain	24.96
France	24.72
Argentina	24.49
Mauritius	24.19
Peru	24.00
Venezuela	23.57
Netherlands	21.92
India	21.26
Georgia	20.23
French Polynesia	19.40
Cote D'Ivoire	18.54
Mexico	18.37
Poland	18.32
Chile	17.81
Luxembourg	17.68
Morocco	17.43
Hungary	17.37
Thailand	14.99
Gabon	13.9
United Arab Emirates	13.79
Uruguay	13.29
Ecuador	13.05
Israel	12.97
United States	12.43
New Caledonia	11.52
Panama	11.40
Portugal	10.04
United Kingdom	9.83
Colombia	9.38
Tunisia	8.90

If you don't have your country on 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 Norway, Greece an Kuwait, while the lowest opening rates are found in Tunisia and Colombia.

Open Rate by Day of the Week

Interesting, isn't it? Did know that Saturday and Sunday 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 Sundays?

Saturdays and Sundays are excellent days for sending out email marketing campaigns. People tend to have more free time on the weekends, and so they may be more likely to open, clickthrough, and take action on emails that arrive in their inboxes during this time. Additionally, many people stay off their devices during business hours, meaning Saturday mornings or Sunday afternoons can be great times to catch them when they're online.

For these reasons and more, Saturdays and Sundays have some of the best opening rates for email marketers.

Saturdays and Sundays turned out to be the day of the week with the best opening rates of 25.723% followed by Fridays with a 25.157% opening rate.

Sunday
25.723%

Saturday
25.723%

Friday
25.157%

Thursday
23.329%

Monday
22.215%

Wednesday
21.987%

Tuesday
20.695%

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

Personalized emails have an opening rate of 15.181% while non personalized emails have an opening rate of 24.413% and automatic emails with a 51.367% opening rate.

Non-personalized emails are often more successful when it comes to open rates compared to personalized emails. This is because people tend to be less suspicious of non-personalized messages and may not take the time to read them thoroughly. Additionally, messages that don't contain personal information can run more quickly and effectively through spam filters, meaning they end up in the user's inbox instead of getting filtered out. For these reasons, non-personalized emails may have a higher opening rate than those that are personalized.

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.

Automatic Emails
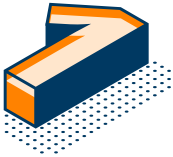**51.367%**

Non personalized
24.413%

Personalized
15.181%

Tips to improve Opening Rates

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

Make sure your subject line is catchy

Having a catchy subject line in your email can make all the difference when it comes to open rates. People tend to be drawn to eye-catching and interesting subject lines, so spending time crafting one that stands out will pay off in getting more people to click through and read your message. Additionally, your subject line should be informative but not too long – often people only read the first few words of the subject line before deciding whether or not to open an email. By putting thought into your subject lines, you can ensure that more people open your emails and engage with them.

Write quality content every single time

Quality content is essential in creating successful newsletters that have high open rates. Writing engaging and interesting content will draw people in, as well as making sure the information you are sharing is relevant to your subscribers. Additionally, by including visuals such as images or videos, you can capture attention and make your emails more visually appealing. Quality content will also keep readers engaged and encourage them to open future emails from you – so it's important to invest time and effort into writing compelling messages that people want to read.

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

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

Knowing the ideal time to send your newsletters is an important factor in increasing your open rates. Different audiences have different preferences, so it's essential to identify the best day and hour of the week for your particular audience. You can do this by testing out different times and gauging the response from your readers – look at metrics such as open rate, click through rate and bounce rate to track performance for each time period. By finding out when your readers are most likely to open emails, you can ensure that more people read what you're sending out, increasing engagement with your newsletter content.

Avoid Spam Filters

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 in the Spam folder. Also, before sending your newsletter you can check your spam content with Mailpro´s Spam Check.

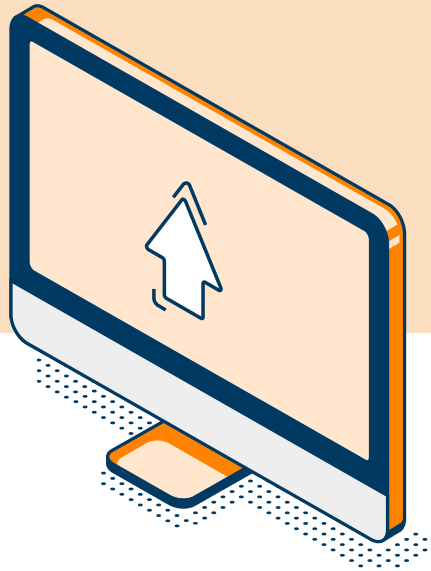## Make sure your newsletter is mobile friendly

Having a mobile responsive newsletter is essential in order to maximize your open rate. With the majority of emails being read on mobile devices, it's important that your newsletter looks just as good on a smartphone or tablet as it does on a desktop computer.

If your newsletter isn't optimized for smaller screens, readers may have difficulty viewing the content, or find it too much effort to zoom in and out of messages. Investing in creating a mobile friendly version of your newsletter will ensure that no matter what device readers are using, they get an optimal experience and are more likely to open emails from you.
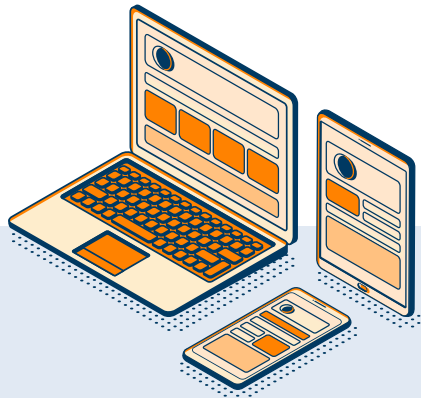
Click Rates

The click through rate (CTR) is an important metric when it comes to email campaigns. It's the percentage of people who click on a link, image or call-to-action in your emails after they've opened them. A higher CTR indicates that your message resonated with your readers and makes them more likely to take action. Tracking this rate can help you understand how successful your campaigns are and make adjustments accordingly for future messages. Knowing the click through rate also helps you identify areas for improvement such as adjusting the design, content or timing of emails to increase engagement from readers.
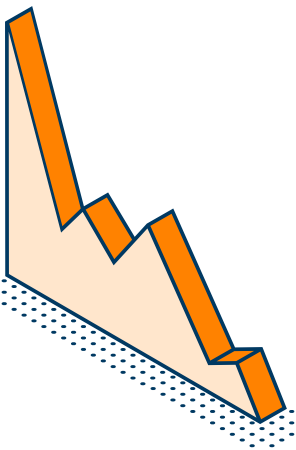
The average CTR should be between 2 and 5%.

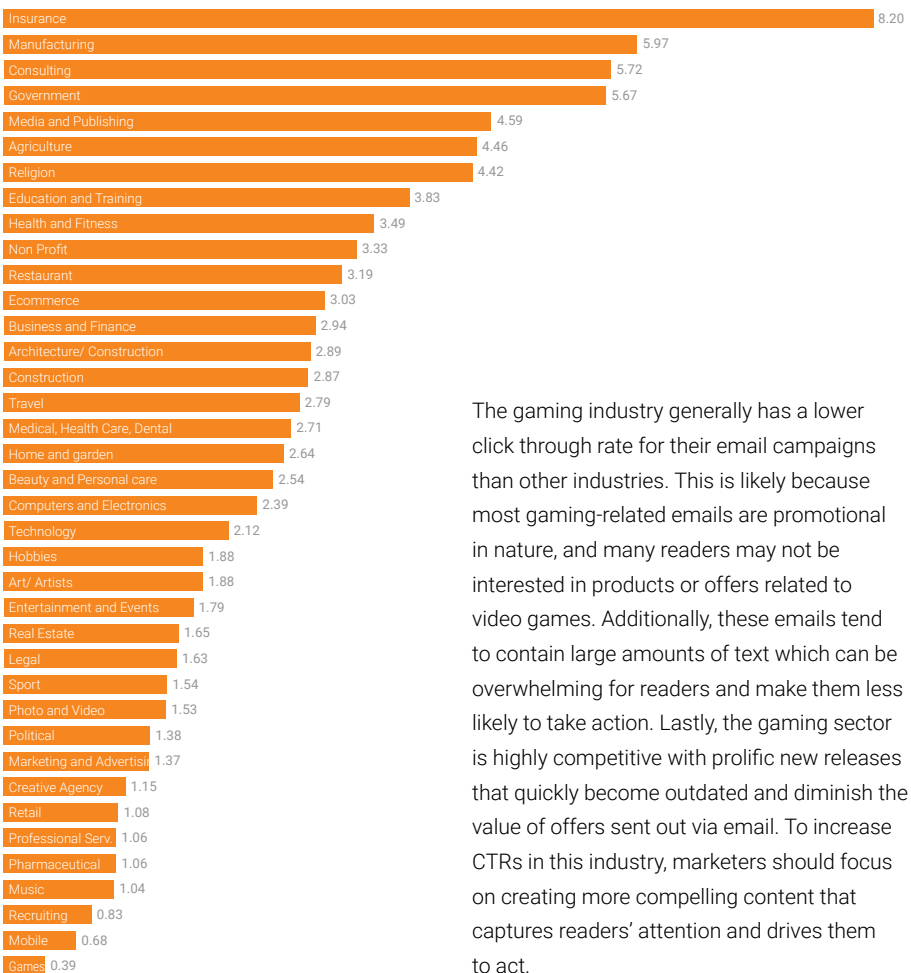If your CTR is lower than that then you should start questioning your strategy. Are you communicating the right content to the right audience? What can you do to make sure they click? Are you segmenting your email contacts? Are you using the right call to action?

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

The insurance industry consistently has some of the highest click through rates for their email marketing campaigns compared to other industries. This is likely due to the fact that insurance is a product that most people need, so readers are more likely to pay attention to messages about it. Furthermore, insurance products usually require more effort and research to purchase, so emails may contain valuable information that readers find useful and are likely to click on. Additionally, insurance companies often personalize emails with tailored offers or discounts which makes them more attractive. All of these factors make the insurance sector an ideal place for email marketers looking for high CTRs.

Industry	Click Rate
Insurance	8.20
Manufacturing	5.97
Consulting	5.72
Government	5.67
Media and Publishing	4.59
Agriculture	4.46
Religion	4.42
Education and Training	3.83
Health and Fitness	3.49
Non Profit	3.33
Restaurant	3.19
Ecommerce	3.03
Business and Finance	2.94
Architecture/ Construction	2.89
Construction	2.87
Travel	2.79
Medical, Health Care, Dental	2.71
Home and garden	2.64
Beauty and Personal care	2.54
Computers and Electronics	2.39
Technology	2.12
Hobbies	1.88
Art/ Artists	1.88
Entertainment and Events	1.79
Real Estate	1.65
Legal	1.63
Sport	1.54
Photo and Video	1.53
Political	1.38
Marketing and Advertising	1.37
Creative Agency	1.15
Retail	1.08
Professional Serv.	1.06
Pharmaceutical	1.06
Music	1.04
Recruiting	0.83
Mobile	0.68
Games	0.39

The gaming industry generally has a lower click through rate for their email campaigns than other industries. This is likely because most gaming-related emails are promotional in nature, and many readers may not be interested in products or offers related to video games. Additionally, these emails tend to contain large amounts of text which can be overwhelming for readers and make them less likely to take action. Lastly, the gaming sector is highly competitive with prolific new releases that quickly become outdated and diminish the value of offers sent out via email. To increase CTRs in this industry, marketers should focus on creating more compelling content that captures readers' attention and drives them to act.
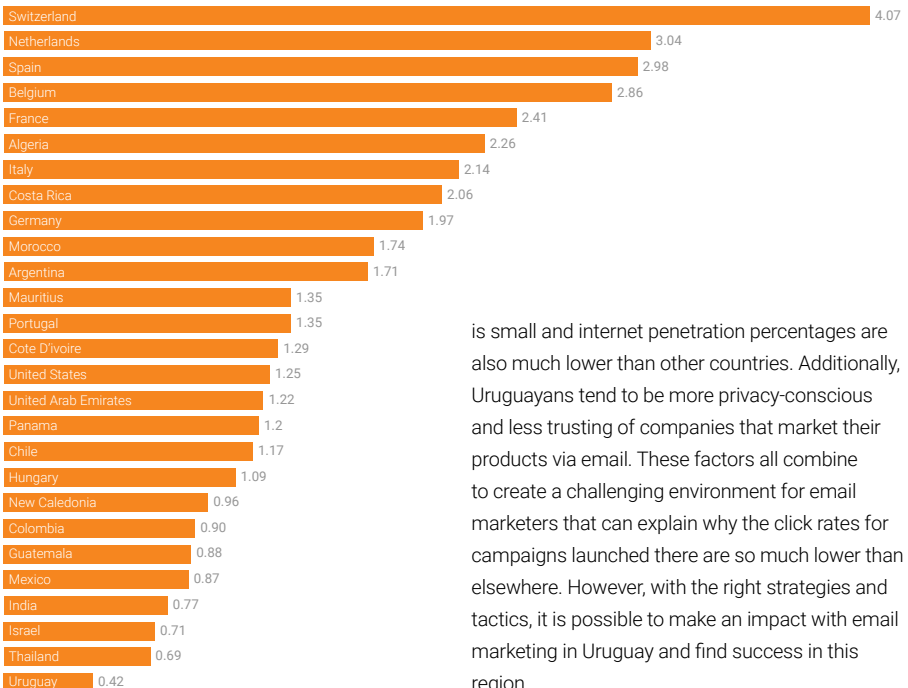
Click Rates by Country

Countries in Europe generally have higher email click through rates than other countries. This is likely due to the prevalence of well-established customer data protection laws in European countries, which increases consumer trust in emails they receive and makes them more willing to take action. Additionally, most people in Europe are used to interacting with companies over the internet, so they may be more adept at recognizing genuine messages from legitimate brands. Lastly, Europeans tend to be highly engaged online and have a strong preference for digital products and services, which makes them more likely to click on emails related to these topics. All of these factors contribute to significantly higher click through rates for email marketers based in Europe.

Switzerland has one of the highest email click

through rates in Europe, and this can be attributed to a few different factors. Firstly, Switzerland consumers are highly engaged online, with a large percentage of their population actively using digital media platforms on a daily basis. This leads to higher chances of interactions with emails they receive. Additionally, Switzerland´s close proximity to other European countries gives it access to the same data protection laws as many of its neighbors, boosting consumer trust in emails from brands. Lastly, Switzerland boasts strong economic growth and technological infrastructure, which allows companies to reach the general public more effectively with their email campaigns.

On the other hand, Uruguay's lowest click rates in email marketing, which is largely due to its low number of subscribers. The country's population

Country	Click Rate
Switzerland	4.07
Netherlands	3.04
Spain	2.98
Belgium	2.86
France	2.41
Algeria	2.26
Italy	2.14
Costa Rica	2.06
Germany	1.97
Morocco	1.74
Argentina	1.71
Mauritius	1.35
Portugal	1.35
Cote D'ivoire	1.29
United States	1.25
United Arab Emirates	1.22
Panama	1.2
Chile	1.17
Hungary	1.09
New Caledonia	0.96
Colombia	0.90
Guatemala	0.88
Mexico	0.87
India	0.77
Israel	0.71
Thailand	0.69
Uruguay	0.42

is small and internet penetration percentages are also much lower than other countries. Additionally, Uruguayans tend to be more privacy-conscious and less trusting of companies that market their products via email. These factors all combine to create a challenging environment for email marketers that can explain why the click rates for campaigns launched there are so much lower than elsewhere. However, with the right strategies and tactics, it is possible to make an impact with email marketing in Uruguay and find success in this region.

Click Rates by Day of the Week

Thursdays have great click rates of 2.59. However Fridays have a decent clickthrough rate of 2.586% and a great opening rate of 25.157% making it our favorite overall day to send newsletters.

Sunday
2.590%

Saturday
2.586

Friday
2.338

Thursday
2.233

Monday
2.104

Wednesday
1.965

Tuesday
1.885

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

Personalized newsletters have a click rate of 2.028% while non personalized emails have a click rate of 2.425%. Automatic emails have a click rate of about 5.768 %.

Automatic emails, which include transactional emails have the higher click rates because of the nature of emails.

Transactional emails often have significantly higher click through rates than promotional or newsletter emails. This is because they typically contain information that is essential for the recipient, such as account details and purchase confirmations. Therefore, recipients are more likely to open and read them due to the importance of the content. Additionally, since transactional emails usually come from a known sender and have only one

call-to-action, users are more likely to focus on this action and take it, resulting in higher click through rates. Furthermore, these kinds of emails usually do not contain distracting visual elements that can potentially sidetrack readers.
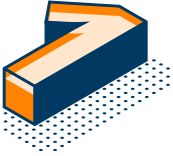
Automatic Emails
5.768%

Non personalized
2.425%

Personalized
2.028%

Tips to Improve Click Rates

Chose the right time to send your campaign

Choosing the right time to send an email can have a significant impact on click through rates. By sending emails when users are active and more likely to read them, businesses can increase their chances of getting clicks.

For example, studies suggest that weekday mornings and evenings tend to be more effective in terms of engagement than other times of the day. Additionally, timing emails to coincide with major events or holidays is also an effective strategy as people are more likely to pay attention during these periods. Furthermore, sending out emails at different times can help businesses get a better sense of which time slots generate the most clicks. All in all, making sure emails arrive in users' inboxes when they're most likely to read them is essential for improving click through rates.

Send only relevant content to your previously segmented audience

Sending only relevant content to a previously segmented audience can have a big impact on click through rates in email campaigns. By separating users into different categories based on their interests, businesses can send emails that are more likely to be of interest to the receiver. Additionally, segmenting audiences into smaller groups allows businesses to tailor the content of their emails in order to reach wider audiences and increase engagement. Furthermore, segmenting emails by interest enables marketing teams to keep track of how people are responding to each type of message, so they can adjust their campaigns accordingly. Ultimately, knowing who is receiving each type of content and making sure that it is tailored for them will help businesses get better click through rates from their email campaigns.
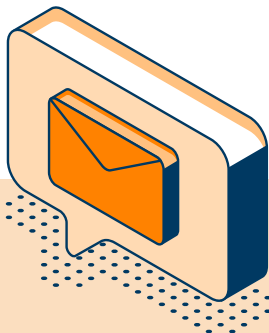
Make sure to have a clear and eye catching CTA (Call to Action)

Including a strong call to action (CTA) in email campaigns can be an effective way to increase click through rates. A CTA encourages people to take immediate action, such as subscribing, signing up for a newsletter, or making a purchase. By providing users with clear instructions of what they should do next, businesses can significantly increase the likelihood of them clicking on an email link. Furthermore, CTAs should be crafted in such a way that they stand out from the rest of the text so people can't miss it. Additionally, including relevant visuals next to CTAs can also be effective in boosting engagement. Ultimately, including well-crafted and visible CTA buttons are key for increasing clickthrough rates in email campaigns.

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

Make them curious, use a sense of urgency or emotional triggers to interest your audience

Making your audience curious and creating a sense of urgency can be an effective way to increase click through rates in email campaigns. Engaging people by piquing their curiosity can drive them to click on links or take further action. Additionally, using emotional triggers such as fear of missing out (FOMO) or limited time offers can also encourage people to act quickly. Furthermore, adding personalization features that use customer data can lead to more engaging emails, as users feel like the company is addressing them directly. By making emails look relevant, businesses will not only boost engagement but also get better click through rates. Ultimately, making use of curiosity, urgency or emotional triggers is a great way to interest your audience and increase clickthroughs in email campaigns.

Unsubscribe Rates

Unsubscribe rates in email marketing can vary depending on industry and strategy. On average, unsubscribe rates between 0.1-0.5% are considered good and anything higher than 1% could mean there is a problem with the content or targeting of emails. It is important to keep track of unsubscribe rate as it can indicate whether an email campaign is successful or not. Additionally, unsubscribing from emails could be due to other factors such as frequency, lack of personalization, outdated or irrelevant content etc. Thus, businesses should always strive to create better campaigns that improve user engagement and reduce their rate of unsubscription.

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

The unsubscribe rate of an email campaign can be calculated by taking the total number of subscribers that opted out and dividing it by the total number of sent emails. This percentage gives you an idea of how effective your campaign was in terms of user engagement. It is important to note that unsubscribe rate can vary depending on industry, type of content, personalization and other factors.

Unsubscribe Rate by Industry

The gaming industry generally has higher unsubscribe rates in email marketing compared to other industries. This is because the audience of gamers may have built up an aversion to emails due to the sheer number they receive from various game publishers, developers, and marketers. Additionally, some games are ephemeral and can quickly lose their novelty factor among gamers, causing them to opt out of campaigns or emails about those particular games. Moreover, outdated or irrelevant content in emails can also lead to high unsubscription rates as users may not find it useful. Lastly, having too many email campaigns going on at once can also cause high unsubscribe rates as users may become

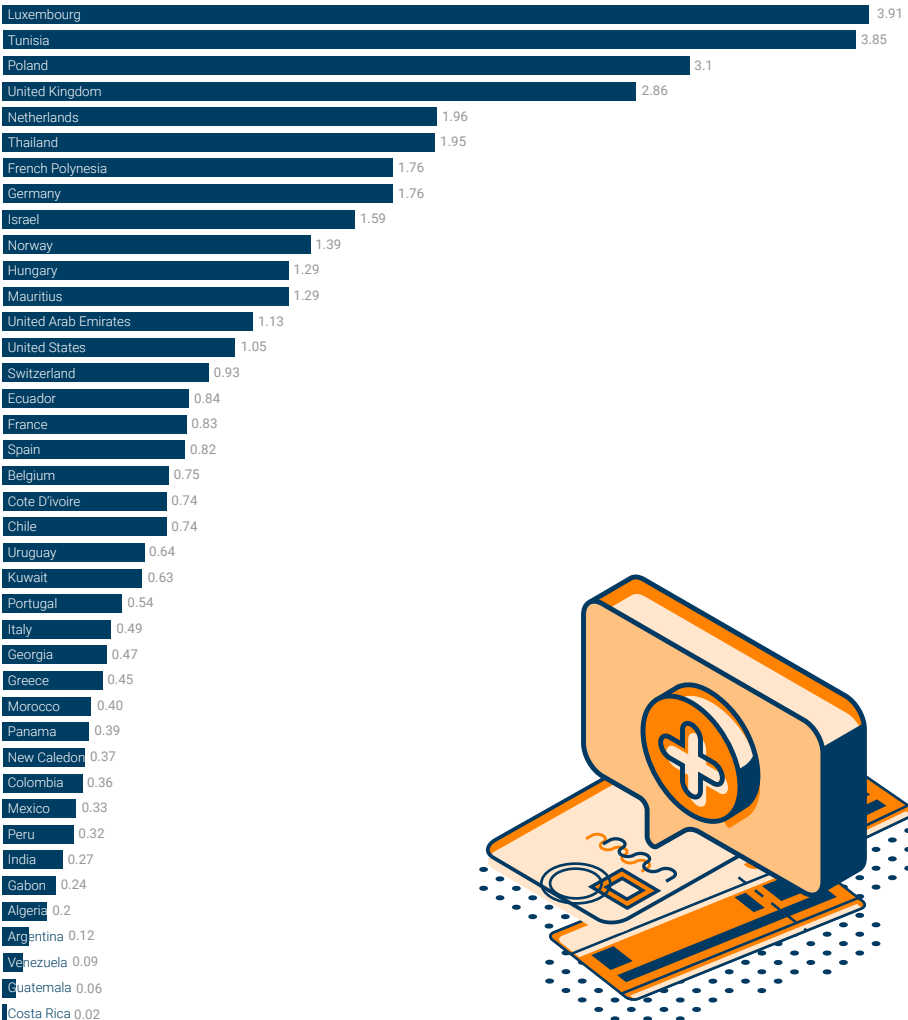| Industry	Rate
Games	3.48
Mobile	2.86
Real Estate	1.79
Business and Finance	1.70
Marketing and Advertising	1.68
Architecture/ Construction	1.51
Manufacturing	1.49
Creative Agency	1.32
Sport	1.29
Photo and Video	1.29
Ecommerce	1.26
Computers and Electronics	1.11
Recruitting and Staffing	0.98
Medical, Health Care, Dental	0.94
Education and Training	0.94
Beauty and Personal care	0.91
Pharmaceutical	0.91
Political	0.90
Restaurant	0.87
Construction	0.85
Entertainment and Events	0.81
Home and garden	0.81
Health and Fitness	0.76
Hobbies	0.71
Art/ Artists	0.69
Professional Sevices	0.68
Music	0.67
Agriculture	0.64
Retail	0.61
Media and Publishing	0.60
Travel	0.49
Consulting	0.41
Technology	0.41
Non Profit	0.39
Insurance	0.38
Governmen	0.28
Religion	0.25
Legal	0.10

overwhelmed by the amount of messages they are receiving. Companies within this segment should focus on creating better strategies that reduce their rate of unsubscription and improve user engagement.

The legal industry generally has a low unsubscribe rate for email campaigns compared to other industries. This is because the people subscribed to emails about legal topics are likely seeking more information and need for clarity on matters that require technical knowledge and expertise. Similarly, emails related to legal topics are often more complicated than those from other industries, making it less likely that subscribers will opt out of a campaign. Furthermore, people may be more inclined to stay subscribed if they are interested in specific topics or updates related to their area of law practice. As such, companies in this segment should focus on targeting their audience with more tailored emails and content based on their interests to maintain engagement and ensure a low unsubscribe rate.

Unsubscribe Rate by Country

Unsubscribe rate can vary from country to country, depending on the general audience size and type, as well as cultural and legal trends. For example, countries with a large number of email subscribers may have higher unsubscribe rates than smaller countries. Additionally, people from different cultures may respond differently to marketing emails and campaigns, causing variations in the rate of unsubscription. Likewise, email campaigns

| Country	Rate
Luxembourg	3.91
Tunisia	3.85
Poland	3.1
United Kingdom	2.86
Netherlands	1.96
Thailand	1.95
French Polynesia	1.76
Germany	1.76
Israel	1.59
Norway	1.39
Hungary	1.29
Mauritius	1.29
United Arab Emirates	1.13
United States	1.05
Switzerland	0.93
Ecuador	0.84
France	0.83
Spain	0.82
Belgium	0.75
Cote D'ivoire	0.74
Chile	0.74
Uruguay	0.64
Kuwait	0.63
Portugal	0.54
Italy	0.49
Georgia	0.47
Greece	0.45
Morocco	0.40
Panama	0.39
New Caledon	0.37
Colombia	0.36
Mexico	0.33
Peru	0.32
India	0.27
Gabon	0.24
Algeria	0.2
Argentina	0.12
Venezuela	0.09
Guatemala	0.06
Costa Rica	0.02

in some countries may be subject to more stringent regulations which can impact their unsubscribe rates compared to those in less-regulated areas. Keeping up with the changing trends across different markets is important for companies looking to deliver relevant content and maintain low unsubscribe rates in their campaigns.

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 who you are sending your newsletter to.

Luxembourg has some of the highest unsubscribe rates of any country in email marketing, which is a direct result of its low level of trust towards brands and marketers. This lack of trust is due to the country's unique cultural values, which are more focused on privacy and security than many other countries. Additionally, high taxation rates have caused companies to focus on high-value sales instead of building long-term customer relationships, leading to poor quality content and a lack of incentives for subscribers to remain subscribed. Finally, many consumers find it difficult to navigate through data protection laws while unsubscribing from emails, which further increases the rate of unsubscribers. In order to reduce the rate in Luxembourg, marketers must focus on developing deeper customer relationships and creating content that builds trust with subscribers.
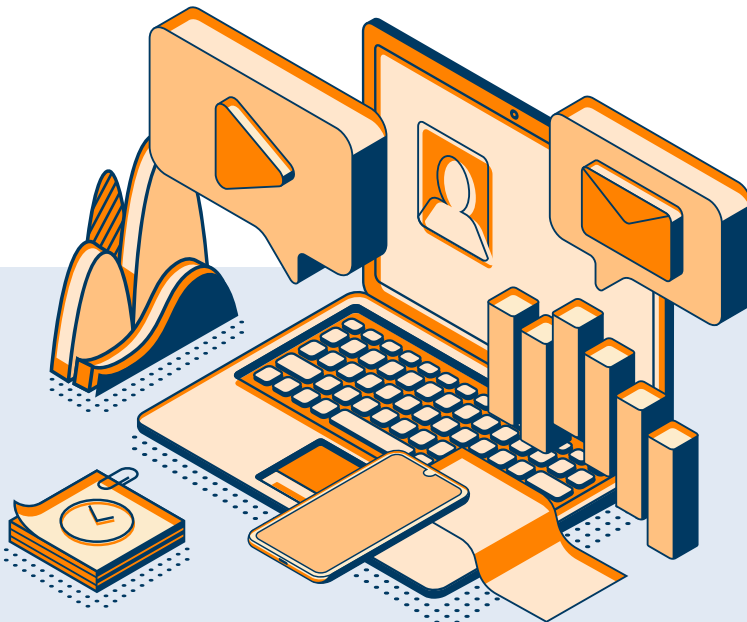
Unsubscribe Rate by Day of the Week

Seems like most don´t like receiving emails on Thursdays. And Even though Sundays have a great opening rate, it seems people tend to unsubscribe more on Sundays.

The lowest unsubscribe rates seem to happen on Saturdays with a 0.159.

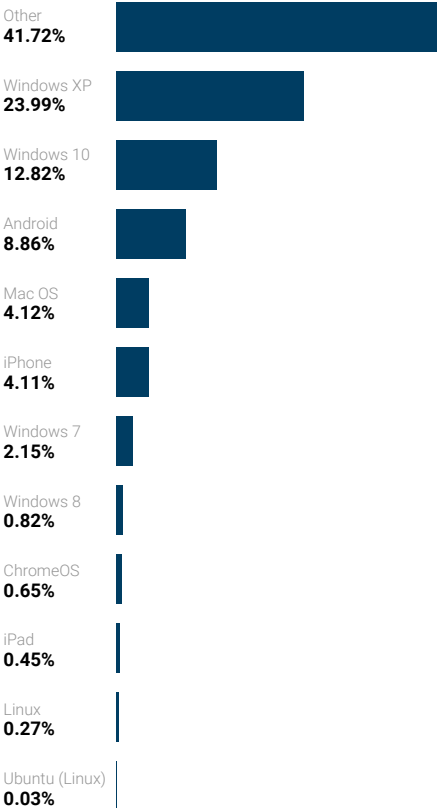|	
Thursday **0.197%**	
Sunday **0.194%**	
Friday **0.193%**	
Wednesday **0.190%**	
Monday **0.186%**	
Tuesday **0.171%**	
Saturday **0.159%**	

Operating System & Email Software

Knowing what kind of operating system and email software your customers use is incredibly important when it comes to effective email marketing. Different softwares have different compatibility levels, meaning that an email created for one OS or software may not render in another. Therefore, understanding the type of operating system and the preferences of each user can help ensure that all emails are properly formatted and seen b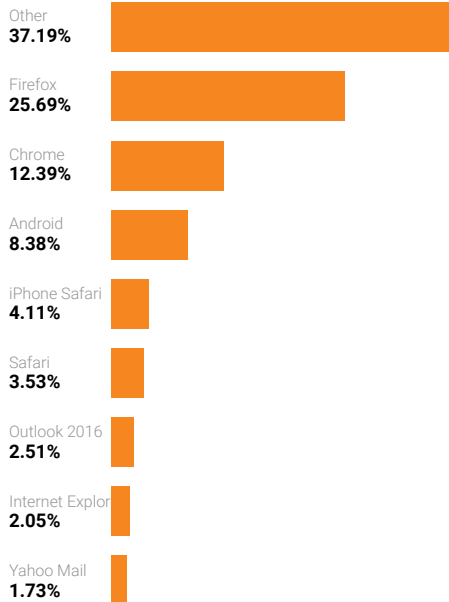y customers regardless of device used. Additionally, understanding user preferences can help you create targeted campaigns that address the specific needs and wants of each customer for better engagement results.

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 devises download images by default unlike oulook. Therefore, apple tends to have a higher rate.

Top Operating System (OS)

Other	**41.72%**
Windows XP	**23.99%**
Windows 10	**12.82%**
Android	**8.86%**
Mac OS	**4.12%**
iPhone	**4.11%**
Windows 7	**2.15%**
Windows 8	**0.82%**
ChromeOS	**0.65%**
iPad	**0.45%**
Linux	**0.27%**
Ubuntu (Linux)	**0.03%**

Top webmail and email software

Other	**37.19%**
Firefox	**25.69%**
Chrome	**12.39%**
Android	**8.38%**
iPhone Safari	**4.11%**
Safari	**3.53%**
Outlook 2016	**2.51%**
Internet Explor	**2.05%**
Yahoo Mail	**1.73%**

Summary of this benchmark

The past year has seen a great shift in the way email marketing is carried out. With more and more companies realizing the potential of personalized marketing and segmented campaigns, there has been an avalanche of new tools and strategies to aid in success. AI-powered personalization, automated workflows, dynamic content, comprehensive analytics - these are just a few examples of how email marketing has evolved to become even more effective than ever before. Furthermore, emerging technologies like chatbots and voice assistants have extended the reach of email marketing into new realms beyond simple inboxes. As we look ahead to the next year, it's clear that email will remain an essential part of every company's digital marketing strategy.

Email marketing continues to be a reliable, cost-effective way of engaging with an audience. Benchmarks are useful for assessing how your opening and click rates compare to those of other companies in your industry. It is important to test and refine your strategy until you achieve the desired results, as well as consider tips and advice contained within benchmark sections. To maximize success, focus on understanding your audience and segmenting your email list for targeted campaigns featuring relevant content that's personalized for each subscriber.