Whitepaper

Statistics

Statistics

Email marketing is still one of the most effective marketing tools digital marketers have at their disposal. On average a person has 1.9 email accounts, which are more immediately accessible with technology advances in connectivity and the use of smartphone devices. By the end of 2019, the number of worldwide email users is expected to increase to over 2.9 billion, with over one-third of the world using email by 2019. Therefore, it's important for the email marketer to keep up with email marketing statistics and metrics to improve their open, click through and lead generation tactics.

While email marketing metrics are hugely important, they can also be confusing. Even the word "metric" is more complex than it needs to be: metrics are simply measurements. For the ease of this whitepaper, we will now call them statistics.
We're interested in email statistics because they give us a way to find out if our emails are getting better or worse, and what we can do to improve them. They give insight into how current campaigns are performing and how they can improve the ROI on other campaigns and they also provide a good depiction of the targeted database quality.

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General Statistics

Open Rate (OR)

The open rate tells you how many people opened your email message and is often referred to as an impression. This sounds straight forward, but unfortunately, it isn't that simple. Because how does an email service provider (ESP) know when someone opened your email? Well, there are two ways to measure this:

First, when you look at an email in your inbox, you don't immediately see all the images in the email. Open rates are tracked with an impression pixel (a 1×1 pixel image). Only when the recipient clicks "download images", the registration of an open in the ESP is triggered. Here we have the first anomaly. Some email clients (Yahoo, Gmail and Apple Mail), automatically download the images when an email is opened, skipping that user interaction and thus providing a distorted picture. Aside from that, some emails can be read perfectly fine without downloading the images. In that case, the email isn't measured as having been opened. Again a distortion in the actual results.

The second way to measure an open rate is by the clicks in an email. A click on a link in the email is registered as an open. This is also easy to explain, namely because you can only see and click on a link in an email if you have opened it.

The open rate (OR) is expressed in a percentage and calculated as follows:

$$\text{Open Rate (OR)} = \frac{\text{Total number of opened emails}}{\text{Total number of send emails - Bounces}} \times 100$$

Because the emails that bounced can't be opened, this is not included in the open rate.

When a recipient receives your email in their inbox, it needs to stand out in order to be opened by the recipient. There are different ways to achieve this and to increase the open rate.

The subject line may be the most important one. When reading the subject line the recipient should become curious enough to open the email.

The sender name should also trigger the recipient to open de the email. This should be short and recognizable for the receiver. Other factors that affect the open rate are the preheader, sending time and segmentation in your email list. For more information and tips on how to improve your open rates with the help of these mentioned points, see one of our other whitepapers.

Click Through Rate (CTR)

The click through rate measures how many people have clicked on a link in the email, relative to the total number of sent emails (bounces are not included). Because we look at the total number of emails sent when measuring the click through rate, it is telling us something about the quality of the database. The higher the CTR, the better the quality of the data.

The click through rate is expressed in a percentage and calculated as follows:

$$\text{Click Through Rate (CTR)} = \frac{\text{Total number of clicks in the email}}{\text{Total number of send emails - Bounces}} \times 100$$

There are a number of ways to improve the CTR. The most obvious one is to make your email messages responsive/mobile friendly. There's no better way to kill your click through rates than to have your emails be unclickable or even unreadable. Another way to help improve click through rates is to make the buttons and links stand out more, by making them larger or make them in a contrasting color.

Click To Open (CTO)

Where the CTR looks at the total number of sent e-mails, the click to open ratio looks at the number of clicks in relation to the total number of *opened* e-mails. This tells us something about the quality of the email creative (design layout and content). The higher the CTO, the higher the quality of the email. If you've got a weak open rate, but a strong click to open rate, it suggests your email's subject line might be a bit weak.

The click to open rate is expressed in a percentage and calculated as follows:

$$\text{Click To Open Rate (CTO)} = \frac{\text{Total number of clicks in the email}}{\text{Total number of opened emails}} \times 100$$

Unsubscribe Rate

The unsubscribe rate measures how many people have unsubscribed from the email, relative to the total number of emails sent. A high unsubscribe rate can indicate a poor database quality or that the send frequency is too high. At the same time, a low unsubscribe rate can indicate the opposite. In regards to data, organic data will usually show a lower unsubscribe rate than purchased data.

This is because organic data is generally collected through a subscription form on the website. Here, the receivers actively sign themselves up for the emails and are interested in your product/service and the information that you send them. When sending emails to purchased data, there is a good chance that the recipients are less engaged with your product/service, which can lead to higher unsubscribe rates.

The unsubscribe rate is expressed in a percentage and can be calculated as follows:

$$\text{Unsubscribe Rate (CTO)} = \frac{\text{Total number of unsubscribes}}{\text{Total number of send emails - Bounces}} \times 100$$

Just as with the open rate, the unsubscribe rate also isn't a hundred percent reliable. Many subscribers who are tired of receiving email messages from your brand won't bother to go through the formal unsubscribe process. They'll just stop opening, reading, and clicking on your email messages or even worse, they will just click on SPAM.

SPAM Rate

The spam rate is a percentage of recipients who have clicked on the "SPAM" or "junk" button in the inbox. The spam complaints are registered through feedback loops provided by ISP's. A high spam rate can cause the emails to be blocked by certain email clients and lead to the poor deliverability of the emails.

The spam ratio is expressed in a percentage and can be calculated as follows:

$$\text{SPAM Rate (CTO)} = \frac{\text{Total number of SPAM complaints}}{\text{Total number of send emails - Bounces}} \times 100$$

Unsubscribe

response concepts
PERMISSION MARKETING™

Email Clients
Most ESP's have the ability to show you which email clients such as webmail, desktop or mobile are most used, to open emails.

Examples of web clients are:
AOL Mail, Gmail, GMX.de, office 365, Outlook.com or Yahoo Mail.

Examples of desktop clients are:
Apple Mail, Lotus Notes 8.5, Outlook 2000-2003, Outlook 2007, Outlook 2010, Outlook 2011 (Outlook for Mac), Outlook 2013, Outlook 2016, Thunderbird or Windows 10 Mail.
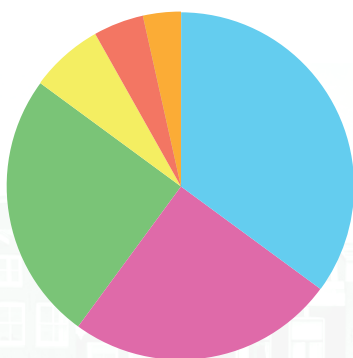
Examples of mobile clients are:
Android Email (4.4), Gmail (iOS and Android), AOL Mail (iOS and Android), Samsung Mail App (Android), Apple Mail (iOS 6. and up), Windows Phone 8, Yahoo! App (Android and iOS).

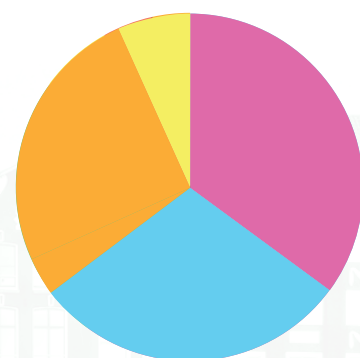| Clients	Percentage
Apple Mail	26%
Gmail	24%
Outlook App	7%
Samsung Mail	4%
Outlook.com	3%
Other	36%

Email Domains
The statistics also show you the top domains which are used to open emails. For example; gmail.com, yahoo.com or hotmail.com

Domains	Percentage
Gmail.com	26%
Outlook.com	24%
Thunderbird.com	7%
Yahoo.com	4%
AOL.com	3%
Orange.fr	36%

Devices
Here you can see which devices are most used to view your emails. For example; desktop, mobile or tablet.

Devices	Percentage
Desktop	36%
Mobile	28%
Tablet	26%
Unknown	10%

Extra Statistics

Analytics
There are different tools in the market to get more insight into your email marketing statistics. These tools can provide you with all sorts of information about the behavior of the email recipients once they have entered your website and give you more in-depth information on their email message reading behavior.

The most commonly used web analytics tool is Google Analytics. Other well-known web analytics tools are: Matomo (previously Piwik), Snowplane, Zap, Adobe analytics cloud, Chartbeat, Clicky, Parse.ly, Kissmetrics, Woopra and Open web analytics

Google Analytics
Google Analytics gives user insights into returning visitors, new visitors, the average time spent on a webpage, referrals, bounce rates and real-time visitor statistics. These are just a few of the statistics which the platform tracks.

Using Google Analytics in combination with email is done by adding UTM (*Urchin Tracking Module*) code in your campaigns. You can attach this UTM snippet to an URL in order to track the behavior of users who are visiting your website directly from that campaign. You can also see the transaction they are making and the associated value. All this information is very helpful to optimize your email campaigns.

Here are the five things you can track with UTM codes:
1. **Campaign:** Groups all of the content from one campaign in your analytics.
   Example: utm_campaign=15%discount
2. **Source:** Which website is sending you traffic.
   Example: utm_source=google
3. **Medium:** The type of marketing medium that the link is featured in.
   Example: utm_medium=emailmarketing
4. **Content:** Used to track the different types of content that point to the same URL from the same campaign, source, and medium codes. Often used when there are two identical links on the same page.
   Example: utm_content=sidebarlink or utm_content=headerlink
5. **Term:** Used to identify the keywords in a PPC ad
   Example: utm_term=marketing+software

What does an UTM code look like:
Url: http://www.responseconcepts.com
Utm code: ?utm_source=Newletter&utm_medium=email&utm_campaign=whitepaper_statistics

Complete url with utm code:
http://www.responseconcepts.com?utm_source=Newletter&utm_medium=e-mail&utm_campaign=whitepaper_statistics

More tracking tools

Litmus

There are no universal standards for coding emails among email clients. Therefore checking how your coded email template is displayed on different clients and devices is a necessary process. Litmus lets you test your template on 70+ email clients and devices in a matter of seconds and allows you to quickly identify broken links, images, or other bugs.

Litmus Analytics shows more statistics on the engagement of the subscribers with the email by adding a tracking code in the email source (HTML). In Litmus, you're able to track how many people have read the email (>8 seconds), how many have just skimmed the email (2 - 8 seconds) and how many have deleted the email (<2 seconds). You can also see the engagement rate per email client and how often the email is forwarded and printed. These statistics are a good addition to the regular statistics which the ESP provides.

250ok

250ok is a software that can be used to obtain statistics about campaigns which can't be provided by an ESP. They have a feature called "Inbox placement" with which they have distinguished themselves in the email marketing world. The inbox placement is used to find out how the different email clients are handling your campaign. Are your emails reaching the inbox or ending up in the spam folder? This information can be very useful. Other features offered by 250ok will give you insights in blacklisting, spam traps, DMARC and IP reputation. With all this information you are able to form a good picture about the deliverability of your campaign and resolve issues.

Average Statistics

When it comes to email marketing, the average campaign results can be very different depending on the industry. This is what the average statistics by industry are according to the latest research, April 2018:

Business Type	Total OR	Mobile OR	Tablet OR	Desktop OR	CTR	Bounce	Unsubscribe
Accommodations	17.15%	68.47%	17.97%	47.18%	7.37%	8.09%	0.03%
Accountant	16.29%	51.93%	15.53%	70.76%	7.70%	11.32%	0.01%
Animal Service	18.12%	67.87%	16.46%	49.26%	8.71%	6.40%	0.03%
Art, Culture, Entertainment	17.18%	57.86%	17.19%	52.69%	7.39%	7.18%	0.02%
Education	24.14%	73.50%	9.38%	56.52%	8.53%	7.27%	0.01%
Fitness/Nutrition	14.41%	73.81%	11.20%	39.04%	8.33%	6.84%	0.02%
Health & Social Service	22.03%	62.57%	14.10%	88.24%	8.27%	10.57%	0.02%
Insurance	15.29%	51.41%	7.74%	97.87%	8.21%	7.43%	0.03%
Non-profit	21.76%	63.87%	14.41%	68.29%	8.03%	9.73%	0.02%
Real Estate	16.86%	54.25%	8.69%	60.42%	5.76%	12.60%	0.02%

Please visit KnowledgeBase's "*Average Industry Rates for Email as of April 2018*" for more email statistics by industry:
https://knowledgebase.constantcontact.com/articles/KnowledgeBase/5409-average-industry-rates