



CEO Guide – Email Open Rates Comparison

Are your email campaigns working? Benchmark your Open Rates here

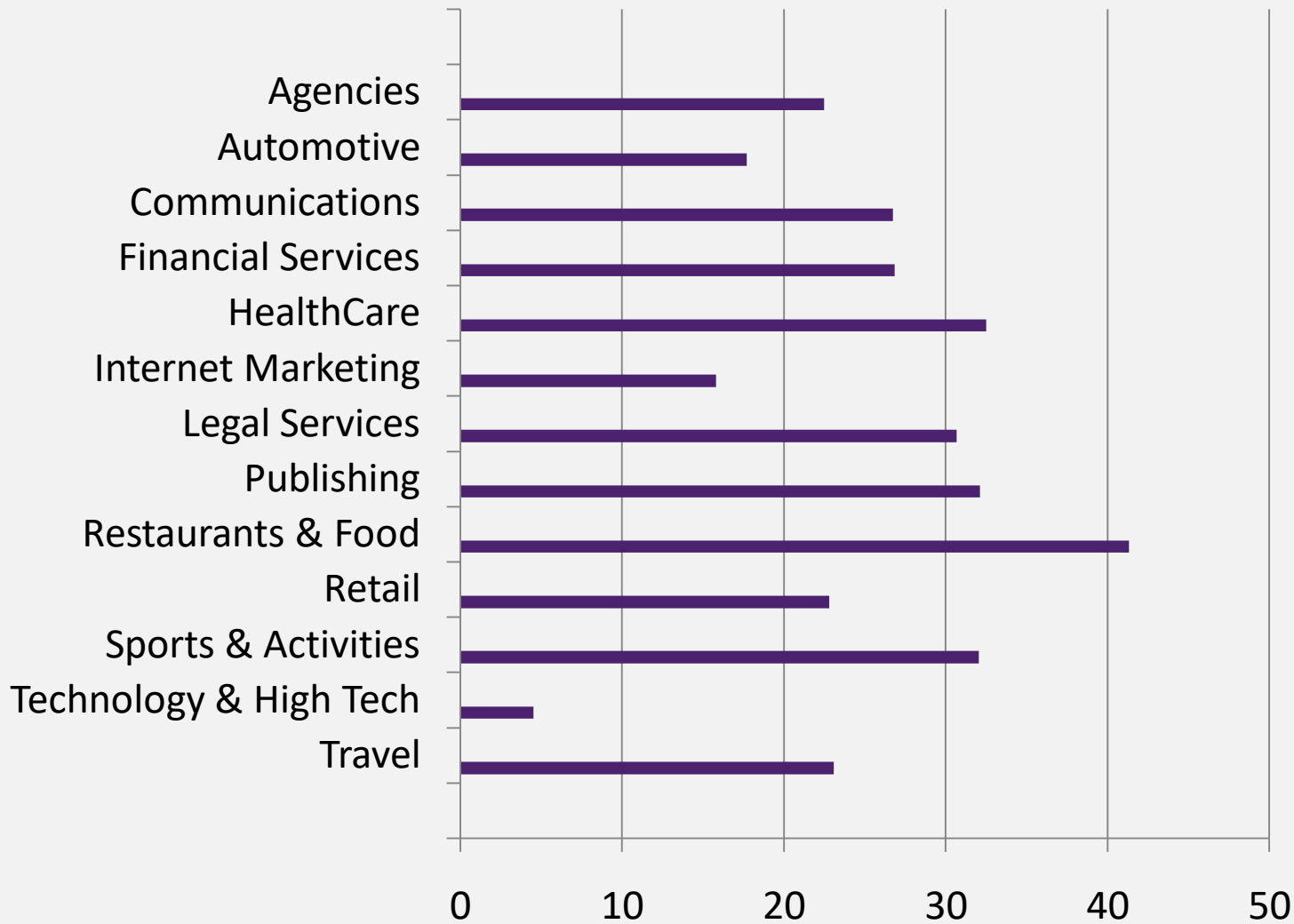
A good open rate (OR) is determined and influenced by many factors some of which that will be out of your control. The industry you're in, your target audience, and the type of campaign you're running all play a part in how high your open rate and click to read rates will be. However, looking at industry bench marks across the board is a great starting point to give you a good idea of how your emails should be performing:

- Your average email open rate should be between 12-25%.
- Your average click-through rate should be between 2-5%.
- Your average click-to-open rate should be between 10-22%.

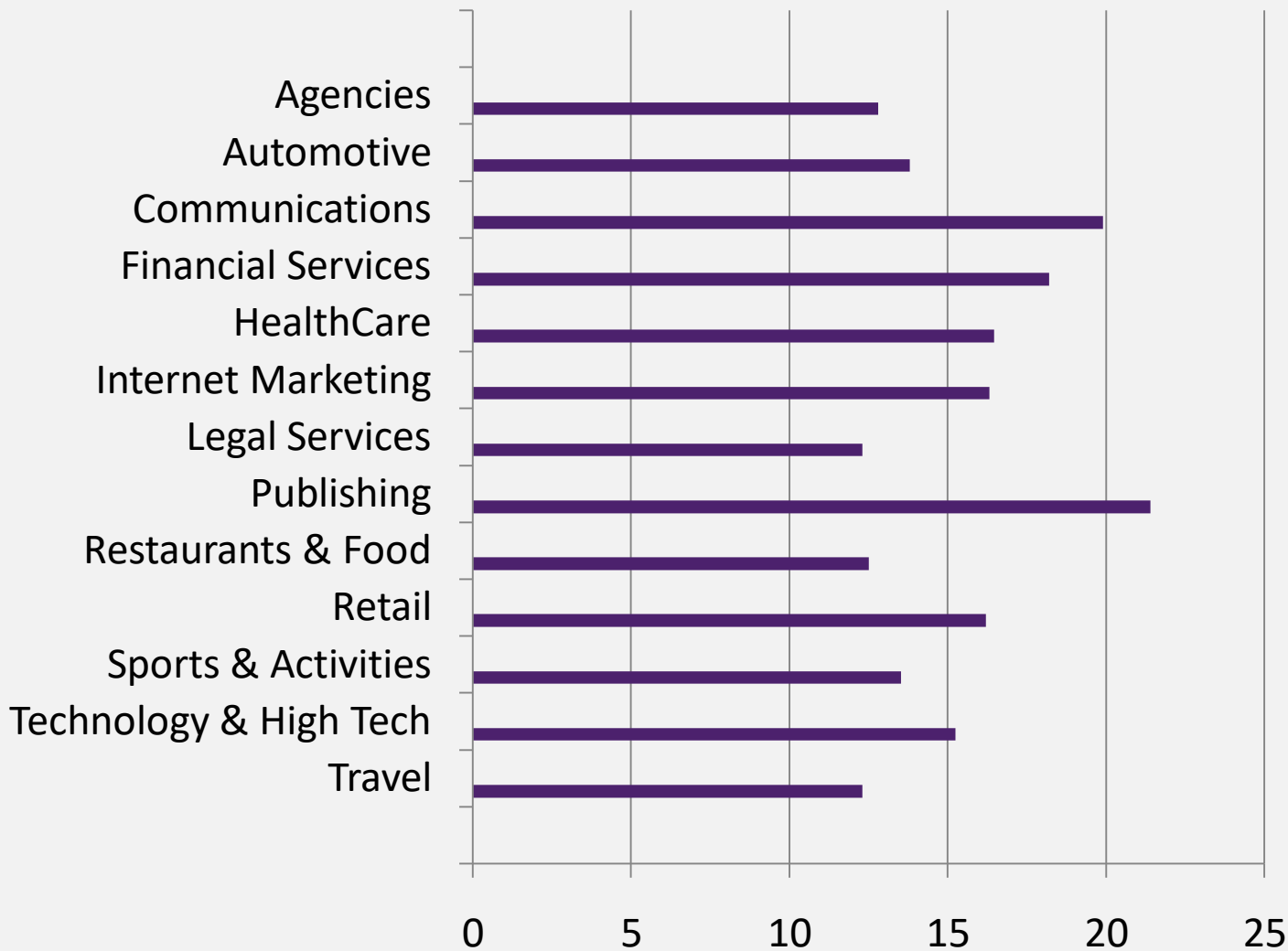
Over 80% of emails are now opened on mobile phones so make sure your email campaign and designs are tested on as many different mobile devices as you can to ensure they are formatted correctly for ease of viewing and impact

Segmenting your target audience mailing list data by selected criteria e.g. buying history, geographic location, average spending, etc. allows you to precisely target those allocated groups different emails that are more relevant and appealing to those groups. The better your targeting, the more efficiently your emails will convert.

(%) Average Email Open Rates by Industry



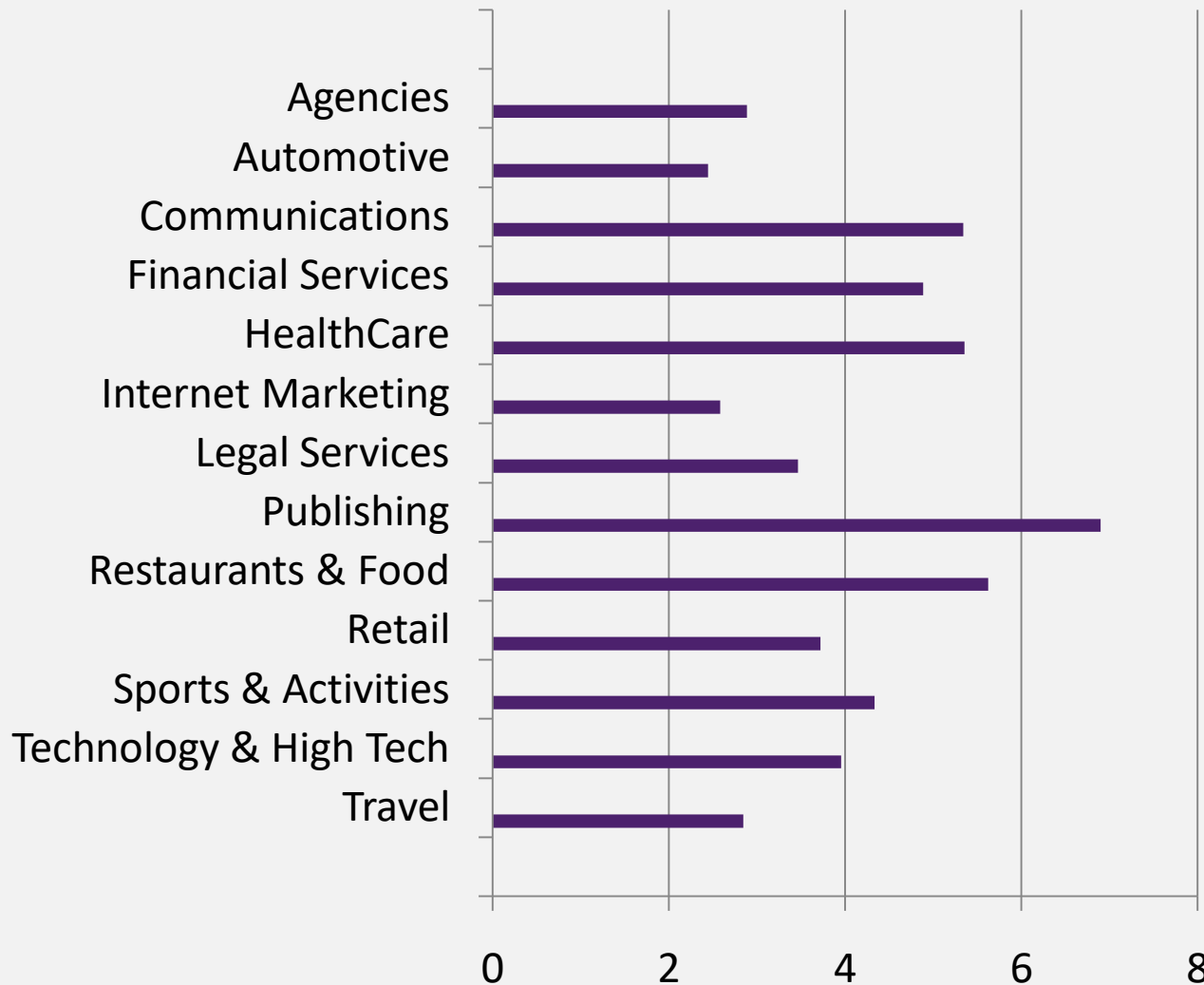
(%) Average Click-to-Open Rates by Industry



Click-to-open rates show engagement with the copy and creative content.

10-15% CTOR is suggested as a rule of thumb so you can compare your rates against this

(%) Average Click-through Rates by Industry



Free assessment of your emails?

We help clients improve their email campaigns; if you would like us to review your marketing emails, completely free of charge contact us on +44 (0) 207 138 1067 or info@sabreassociates.co.uk

We will provide a full report on areas of strength and where improvements would help to increase uptake.

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