

eMail Marketing
 UNLOCKED

NEILPATEL

Facts Sheet

How To Go **From Zero To 50,000** Subscribers
With Email Marketing

1. All industries had an overall average of 16.66% open rate of emails during 2020 as of October, as well as an 8.76% click-through rate and a 10.12% bounce rate. (Source: https://knowledgebase.constantcontact.com/articles/KnowledgeBase/5409-average-industry-rates?lang=en_US)
2. Education – Primary/Secondary (e.g., elementary, middle, and high schools) had the highest open rate of 2020 as of October. (Source: https://knowledgebase.constantcontact.com/articles/KnowledgeBase/5409-average-industry-rates?lang=en_US)
3. Transportation areas had the highest click-through rate of 2020 as of October. (Source: https://knowledgebase.constantcontact.com/articles/KnowledgeBase/5409-average-industry-rates?lang=en_US)
4. Legal services had the highest bounce rate of 2020 as of October. (Source: https://knowledgebase.constantcontact.com/articles/KnowledgeBase/5409-average-industry-rates?lang=en_US)
5. All non-labelled accounts had an overall average of 22.71% open rate of emails during 2020 as of October, as well as a 2.91% click rate and a 0.40% hard bounce rate, a 0.61% soft bounce rate, and a 0.25% unsubscribe rate. (Source: <https://mailchimp.com/resources/email-marketing-benchmarks/>)
6. The average email open rate for all industries, according to mailchimp, is 21.33% as of October 2020. (Source: <https://mailchimp.com/resources/email-marketing-benchmarks/>)
7. Emails sent by hobbies entities come in second, with a 27.74% open rate as of October 2020. (Source: <https://mailchimp.com/resources/email-marketing-benchmarks/>)
8. With a 27.62% open rate, emails about religion came in third as of October 2020. (Source: <https://mailchimp.com/resources/email-marketing-benchmarks/>)
9. In a 2017 survey, 44% of consumers said that personalized interactions made them likely to buy from the company again. (Source: <http://grow.segment.com/Segment-2017-Personalization-Report.pdf>)
10. In the same 2017 survey, 77% of consumers had high expectations for large online retailers in their emails, but only 23% reported a positive experience. (Source: <http://grow.segment.com/Segment-2017-Personalization-Report.pdf>)
11. Automation solutions are becoming more prevalent in digital marketing, and 86% of professionals say that automation makes them more efficient and productive. (Source: <https://www.smartsheet.com/marketplace>)
12. As of 2019 Q4, the best phrases to use in email subject lines are ‘Newsletter’ at 31.43% CTOR, ‘PDF’ at 30.31% CTOR, and ‘Ebook’ at 27.84% CTOR. (Source: <https://www.getresponse.com/resources/reports/email-marketing-benchmarks>)
13. As of 2019 Q4, GetResponse found that Agencies had the lowest average open rate of 16.10%. At the same time Non-profits, the industry with the highest result, observed an average open rate of 36.15%. (Source: <https://www.getresponse.com/resources/reports/email-marketing-benchmarks#faq>)
14. As of 2019 Q4, GetResponse found that Agencies had the lowest click-through rate of 16.10%. On the other hand, Publishing, which was the top performer, had the highest average CTR of 6.46%. (Source: <https://www.getresponse.com/resources/reports/email-marketing-benchmarks#faq>)
15. As of 2019 Q4, GetResponse found that the difference in the average email open rate between Europe and North America is 7.84 percentage points (26.84% vs 19%). For click-throughs it’s 1.37 percentage points (4.35% vs 2.98%). (Source: <https://www.getresponse.com/resources/reports/email-marketing-benchmarks#average-results-by-continent>)

26. In 2019, according to Get Response, most industries have seen a drop in conversions – especially travel and non-profits. (Source: <https://www.getresponse.com/resources/reports/email-marketing-benchmarks#landing-page-conversion-by-industry>)
27. When dealing with email campaigns, GetResponse data says there are two time slots that should be aimed for. The first is around 10 AM – shortly after people arrive at work and have their morning coffee. The second slot is around 1 PM. This could be because people are catching up on emails after lunch. (Source: <https://www.getresponse.com/resources/reports/email-marketing-benchmarks#results-by-hour-of-day>)
28. The results of the 2019 report from GetResponse, shows an increase in click-through rates later in the afternoon, around 6 PM when many of us return home. (Source: <https://www.getresponse.com/resources/reports/email-marketing-benchmarks#results-by-hour-of-day>)
29. GetResponse found, in 2019, that Monday and Tuesday continue to lead both in terms of average opens and clicks. (Source: <https://www.getresponse.com/resources/reports/email-marketing-benchmarks#results-by-day-of-week>)
30. GetResponse also found that, combined, Saturday and Sunday account for 18% of all email campaigns sent, while Tuesday on its own, accounts for 17%. (Source: <https://www.getresponse.com/resources/reports/email-marketing-benchmarks#results-by-day-of-week>)
31. In 2019, GetResponse found that the audience will reward emails with higher open and click rates if the company in question does not send more than five newsletters a week. (Source: <https://www.getresponse.com/resources/reports/email-marketing-benchmarks#number-of-newsletters-per-week>)
32. GetResponse found in 2019, that shorter autoresponder cycles tend to produce better results. In fact, the single message autoresponder cycle – often used as a welcome or thank you email with a link to download something – had an astonishing 88.7% open rate and a 35.07% click-through rate. (Source: <https://www.getresponse.com/resources/reports/email-marketing-benchmarks#number-of-autoresponders-in-a-cycle>)
33. In 2019, GetResponse found that almost 19% of all email campaigns are opened in the very first hour after sending. With each hour, your chances of getting more opens decrease. (Source: <https://www.getresponse.com/resources/reports/email-marketing-benchmarks#email-opens-over-time>)
34. In 2019, GetResponse found that Newsletters and one-off emails still work. But triggered emails bring the best results. (Source: <https://www.getresponse.com/resources/reports/email-marketing-benchmarks#average-results-by-message-type>)
35. Companies are predicted to invest more heavily in building their own databases of emails and enhancing their email programs in 2020. (Source: <https://www.theseventh sense.com/blog/email-marketing-trends-to-watch-in-2020>)
36. 2018 and 2019 were both predicted to see massive growth in the use of AI and machine learning technologies. While AI hasn't always landed as expected, it has taken on a greater role in marketers' day to day lives in 2019 and this is likely to continue in 2020. (Source: <https://www.theseventh sense.com/blog/email-marketing-trends-to-watch-in-2020>)
37. Marketers are writing higher converting emails and subject lines guided by AI and machine learning is helping marketers better time emails. (Source: <https://www.theseventh sense.com/blog/the-five-levels-of-send-time-optimization>)

38. On average, 24.16 percent of email — that’s one out of four messages — was delivered to spam folders monthly in 2017. That’s almost 6 percent higher than 2016 and 17 percent higher than in 2015. (Source: [https://cdn2.hubspot.net/hubfs/433841/2018-Email-Deliverability-Booklet%20\(3\).pdf](https://cdn2.hubspot.net/hubfs/433841/2018-Email-Deliverability-Booklet%20(3).pdf))
39. The average non-profit with a 100,000 person email list missed out on \$29,613.59 in 2019 due to spam filtering. (Source: [https://cdn2.hubspot.net/hubfs/433841/2018-Email-Deliverability-Booklet%20\(3\).pdf](https://cdn2.hubspot.net/hubfs/433841/2018-Email-Deliverability-Booklet%20(3).pdf))
40. The M+R’s 2018 Non-profit Benchmarks Study found that the spam rate affects the amount of emails that actually make it to the inbox, which then subsequently affects the total money raised. (Source: [https://cdn2.hubspot.net/hubfs/433841/2018-Email-Deliverability-Booklet%20\(3\).pdf](https://cdn2.hubspot.net/hubfs/433841/2018-Email-Deliverability-Booklet%20(3).pdf))
41. SendGrid found marketers across virtually all industries sent less email in 2017 than in 2016. (Source: <https://sendgrid.com/blog/announcing-sendgrids-2018-global-email-benchmark-report/>)
42. In 2017, the only industry that sent more email than in 2016 was online dating, and unlike most other industries, dating websites saw email engagement decline in 2017. (Source: <https://www.theseventhense.com/blog/email-marketing-trends-to-watch-in-2020>)
43. A survey of 2000 consumers conducted by Sailthru found 60% of consumers feel uncomfortable with brands buying and selling their data. (Source: <https://www.sailthru.com/marketing-blog/data-privacy-post-cambridge-analytica/>)
44. 60% also believe the U.S. government should regulate how companies use consumer data. Governments are responding and 2018 saw GDPR take effect in Europe and the passage of broad privacy regulations in the state of California. Regulations are likely to only get more stringent in 2020. (Source: <https://www.nytimes.com/2018/06/28/technology/california-online-privacy-law.html>)
45. In 2018, 33% of consumers say companies recommending products that don’t match their interests is a main reason they unsubscribe. (Source: <https://blog.adobe.com/en/2018/08/21/love-email-but-spreading-the-love-other-channels.html#gs.ok55z0>)
46. The Gartner 2018-19 CMO Spend Survey found martech spending, at 29%, is now larger than human labour costs at most companies. (Source: <https://www.gartner.com/en/marketing/insights/articles/8-top-findings-in-gartner-cmo-spend-survey-2018-19>)
47. Consumers are not very forgiving to brands who’s emails display poorly, so taking time to test and consider how your emails will display in dark mode across various devices will be key in 2020. (Source: <https://www.theseventhense.com/blog/email-marketing-trends-to-watch-in-2020>)
48. Interactive emails have been “trending” for the last few years as the next big thing in email. (Source: <https://www.litmus.com/blog/the-biggest-email-marketing-trends-in-2017-will-be/>)
49. The average conversion rate peaked in 2018 at 18.49%. While 2019 and 2020 had significant pullback, it is still a respectable 15.11% conversion in 2020. (Source: <https://www.barilliance.com/email-marketing-statistics/>)
50. According to Custora E-Commerce Pulse, email accounted for 19.8% of all transactions - trailing only paid search (19.9%) and organic traffic (21.8%). (Source: <https://www.custora.com/pulse>)

51. The lowest converting campaign type is browse abandonment. These emails convert at a 4.10%. (Source: <https://www.barilliance.com/email-marketing-statistics/>)
52. On a per email basis, Email My Cart campaigns generated 54.9% more revenue per email than the second highest converting campaign type (cart abandonment emails), and 168% better than the average. (Source: <https://www.barilliance.com/email-marketing-statistics/>)
53. Back to stock and post-purchase emails proved to be much less effective than the other campaign types. (Source: <https://www.barilliance.com/email-marketing-statistics/>)
54. Email My Cart represent less than 1% of total sent emails. (Source: <https://www.barilliance.com/email-marketing-statistics/>)
55. It was found that, like conversion rates, open rates increased slightly over the years. In 2017, email open rates reached an incredible 45.59%! (Source: <https://www.barilliance.com/email-marketing-statistics/>)
56. Hubspot found that 78% of its email recipients claim to have cancelled email subscriptions because they are receiving too many. (Source: <https://digitalagencynetwork.com/email-marketing-still-effective-strategy/>)
57. In 2019, according to The Radicati Group, the number of email users will grow to 3 billion in 2020. (Source: <https://digitalagencynetwork.com/email-marketing-still-effective-strategy/>)
58. Marketing Land found that two-thirds of emails are opened on smartphones or tablets, 75% of Gmail users access to it through them and emails that are responsive have a 40% opening rate. (Source: <https://digitalagencynetwork.com/email-marketing-still-effective-strategy/>)
59. In the first half of 2019, Communications sector marketing e-mails had the highest click-to-open rate, at 22.15 percent. (Source: <https://www.statista.com/statistics/942725/e-mail-marketing-click-to-open-rates-world/>)
60. There are 3.7 billion e-mail users in the world as of 2017. (Source: <https://www.statista.com/statistics/255080/number-of-e-mail-users-worldwide/>)
61. About 233 million email users are located in the United States. (Source: <https://www.statista.com/statistics/253790/number-of-e-mail-users-in-the-united-states/>)
62. E-mail is likely to remain one of the main marketing channels in America. (Source: <https://www.statista.com/statistics/257294/planned-changes-to-marketing-budgets-in-the-us-by-channel/>)
63. During a Statista survey, 48% of respondents reported intending to increase spending on e-mail marketing and that 29% intended to increase spending on online display ads. (Source: <https://www.statista.com/statistics/257294/planned-changes-to-marketing-budgets-in-the-us-by-channel/>)
64. E-mail advertising spending in the U.S. is expected to increase from 270 million U.S. dollars in 2015 to 350 million U.S. dollars in 2019. (Source: <https://www.statista.com/statistics/190338/us-online-email-ad-spending-forecast-2010-to-2015/>)
65. In 2019, the number of global e-mail users amounted to 3.9 billion and is set to grow to 4.48 billion users in 2024. (Source: <https://www.statista.com/statistics/255080/number-of-e-mail-users-worldwide/>)
66. In 2018, approximately 281 billion e-mails were sent and received every day worldwide. (Source: <https://www.statista.com/statistics/456500/daily-number-of-e-mails-worldwide/>)
67. The 2018 figure is projected to increase to over 347 billion daily e-mails in 2023. (Source: <https://www.statista.com/statistics/255080/number-of-e-mail-users-worldwide/>)
68. In December 2018, 43 percent of e-mail opens were via mobile. (Source: <https://www.statista.com/statistics/709596/most-used-e-mail-platform-by-market-share/>)
69. The iPhone e-mail app was the most popular e-mail client, accounting for 29 percent of e-mail opens. (Source: <https://www.statista.com/statistics/265816/most-used-e-mail-service-by-market-share/>)

70. Gmail was ranked second with a 27 percent open share. (Source: <https://www.statista.com/statistics/265816/most-used-e-mail-service-by-market-share/>)
71. Google reported 1.5 billion active Gmail users worldwide in October 2018. (Source: <https://www.statista.com/statistics/432390/active-gmail-users/>)
72. Many online users use e-mails for website and newsletter signups and brace themselves for the inevitable flood of spam and marketing communications. (Source: <https://www.statista.com/statistics/255080/number-of-e-mail-users-worldwide/>)
73. according to a global survey in February 2019, 45 percent of internet users reported that they avoided opening e-mails from unknown e-mail addresses. (Source: <https://www.statista.com/statistics/463380/protection-of-devices-and-internet-privacy-worldwide/>)
74. As of October 2019, it was found that the majority of responding marketers used e-mail marketing services of MailChimp and Salesforce, while 6 percent said their organization had an internally developed e-mail platform. (Source: <https://www.statista.com/statistics/960091/esp-used-for-email-marketing/>)
75. in Spain in 2019. According to the results of the survey conducted that year, notification emails, such as confirmation or cancellation emails, were the most popular advertising format among Spanish companies, followed by lead nurturing emails. (Source: <https://www.statista.com/statistics/778129/main-advertising-formats-used-during-email-marketing-campaigns-in-spain/>)
76. In Spain, approximately 28 percent of clients, however did not use any type of specialized email formats in 2019. (Source: <https://www.statista.com/statistics/778129/main-advertising-formats-used-during-email-marketing-campaigns-in-spain/>)
77. In 2020, it was deemed, You only have a couple of seconds (some reckon 3 seconds to be precise!) to make an impression before the reader moves on to the next one. So you have to make sure that the body of the email is quickly scannable, ideally with one or two pieces of strong visual content. (Source: <https://www.digitaldoughnut.com/articles/2016/march/your-marketing-email-has-only-3-seconds-to-capture>)
78. The amount of revenue from emails driven from mobile devices is increasing. (Source: <https://xtremepush.com/email-marketing-2020/>)
79. The number of email users is predicted to rise to 2.8 billion in the next 2 years. (Source: <https://inboundrocket.co/blog/6-reasons-why-email-marketing-is-important-for-internet-marketing/>)
80. In a study done by eMarketer in March 2016, 81% and 80% of respondents, respectively, said email marketing drives customer acquisition and retention. Source: <https://www.emarketer.com/Article/Email-Marketing-Double-Win-Customer-Acquisition-Retention/1014239>)
81. Email's usefulness was followed by that of other digital tactics like organic search at 62% for acquisition and social media at 44% for retention—both rated effective by far fewer respondents than chose email. (Source: <https://www.emarketer.com/Article/Email-Marketing-Double-Win-Customer-Acquisition-Retention/1014239>)
82. A joint study from Shop.org and Forrester Research found that 85% of US retailers consider email marketing one of the most effective customer acquisition tactics. (Source: <https://go.forrester.com/press-newsroom/>)
83. According to research by VentureBeat as well as the Direct Marketing Association (DMA), for every \$1 spent, email marketing generates \$40 in ROI. (Source: <https://www.ana.net/mkc>)
84. Segmented and targeted emails generate 58% of all revenue according to DMA. (Source: <https://dma.org.uk/uploads/ckeditor/National-client-email-2015.pdf>)

85. Marketers that use segmented campaigns, have noted a 760% increase in revenue, according to Campaign Monitor. (Source: <https://www.campaignmonitor.com/resources/guides/email-marketing-new-rules/>)
86. Even with the explosion of new technology, marketers keep coming back to email. (Source: <https://www.campaignmonitor.com/resources/guides/getting-started-with-email-marketing/>)
87. Email beats social by 40x for customer acquisition. (Source: <https://www.campaignmonitor.com/resources/guides/email-marketing-new-rules/>)
88. Email with a mobile-ready design is no longer nice to have: It's a must have. (Source: <https://www.campaignmonitor.com/resources/guides/email-marketing-new-rules/>)
89. According to research from [Campaign Monitor](#), emails with subject lines that include the recipient's name are 26% more likely to be opened. (Source: <https://www.campaignmonitor.com/resources/guides/email-marketing-new-rules/>)
90. Transactional emails have 8x more opens and clicks than any other type of email and can generate 6x more revenue according to Experian. (Source: <https://www.experian.com/marketing-services/>)
91. Email is the third most influential source of information for B2B audiences, behind only colleague recommendations and industry-specific thought leaders. (Source: <https://www.imaginepub.com/b2b/23-things-you-didn-t-know-about-b2b-content-marketing>)
92. 86% of business professionals prefer to use email when communicating for business purposes. (Source: <https://www.hubspot.com/marketing-statistics>)
93. CTRs are 47% higher for B2B email campaigns than B2C email campaigns. (Source: <https://emarketingplatform.com/email-marketing-benchmarks/>)
94. 59% of B2B marketers say email is their most effective channel in terms of revenue generation. (Source: <https://content.myemma.com/blog/9-sizzling-marketing-stats-from-this-summer>)
95. 73% of senior-level marketers believe email marketing is core to their business, as email is a critical touchpoint along the customer journey. (Source: <https://content.myemma.com/blog/9-sizzling-marketing-stats-from-this-summer>)
96. 56 percent of brands using emoji in their email subject lines had a higher open rate, according to a report by Experian. (Source: <http://www.experian.com/blogs/marketing-forward/>)
97. Tuesday is the best day of the week to send email (according to 10 email marketing studies). (Source: <https://coschedule.com/blog/best-time-to-send-email/>)
98. While 26% of SMBs polled use email marketing for sales, just 7% use email as a brand-building tool. (Source: https://dma.org.uk/uploads/National-Client-email-2015%20copy_5549bdf6a1ec.pdf)
99. Only about 30% of US retail email list subscribers have actually made a purchase from the retailer whose email list they subscribed to. (Source: <https://www.emarketer.com/Article/Most-Retail-Email-Subscribers-Not-Customers/1014292>)
100. 77% of people prefer to get permission-based promotional messages via email (versus direct mail, text, phone, or social media). (Source: <http://image.exct.net/lib/fe641570776d02757515/m/1/SFF14-The2012ChannelPreferenceSurvey.pdf>)