20th ANNIVERSARY EDITION

EMAIL BENCHMARK 2023

deployteq

Email Benchmark 2023

The last 20 editions of the Email Benchmark has served tens of thousands of marketers for their annual dose of campaign comparison and industry statistics. In this very special edition, we bring you the most complete stats of email marketing & marketing automation. We'll guide you through the way in which your email data has evolved over the last 20 years, as well as give you a glimpse into the future and what you should expect from your omnichannel campaigns over the next 12 months, including a bonus chapter on online ad benchmarking. Because we know your campaigns are about so much more than email.

About Deployteq

Deployteq, founded in 2000 and has undergone a growth and development process over the past 23 years with the employees and customers at the heart of our organisation. Our headquarters are still located in Zeist, near Utrecht, as was the case in 2000, but now Deployteq has passionate employees all over the world.

Our goal is to provide all our clients with the magic formula to drive growth. We do this by empowering marketers to easily build and deploy fully hyper-personalised omnichannel campaigns. Giving them the confidence that every message is delivered to the customer. Deployteq offers our customers the most powerful and reliable marketing automation platform, which integrates seamlessly into their tech landscape and is supported by first-class services, data and analytics.

Over 3.6billion messages analysed in 2023

A word from Sjuul van der Leeuw

Welcome to the Email Benchmark 2023, our most festive edition yet.

It's hard to believe that we've been producing this document for 20 editions, and there's never been a dull moment. The last year has been especially busy for us at Deployteq. We refined our tech focus, resulting in the merging of our software and services under one name to strengthen and simplify our proposition. Allowing us to provide the ultimate experience, service and powerful platform over the coming years.

You're here today for your annual fix of email marketing statistics – and this year, we certainly haven't skimped in that area , we've gone bigger and better than ever before! With the usual suspects: open rates, click through rates and click to open rates, we'll also deliver popular send times and days as usual. To take it one step further, we're going to take a trip back over the last 20 editions to celebrate this milestone.

Every year, we survey the Email Benchmark readers. In 2022, you asked for statistics on online ads. This year, we've teamed up with our friends at Traffic Builders, an online ad agency. Together, we'll provide data from various ad platforms broken down by sector and KPI, giving you a complete picture of all your marketing efforts in one place.

Our Deployteq platform has grown in more ways than one this year. Having reached an all-time high of over 3.6 billion transactions in 2023, including an incredible 2000% increase in mobile app messages. With every increase in growth, we can obtain more data to analyse and provide you with the most accurate representation of your industry in this Email Benchmark.

Over the coming pages, we'll learn from the past and develop the perfect strategy for the next 12 months. This document is your reference and starting point when curating the perfect omnichannel marketing strategy. Ask yourself the right questions and listen to your customers; your results will follow closely.

Finally, I would like to thank all marketers who participated in the survey. Thanks to you, we can report on some highly relevant statistics this year. Also to all Deployteq users. Thanks to you, so many companies can grow from the knowledge your data provides.
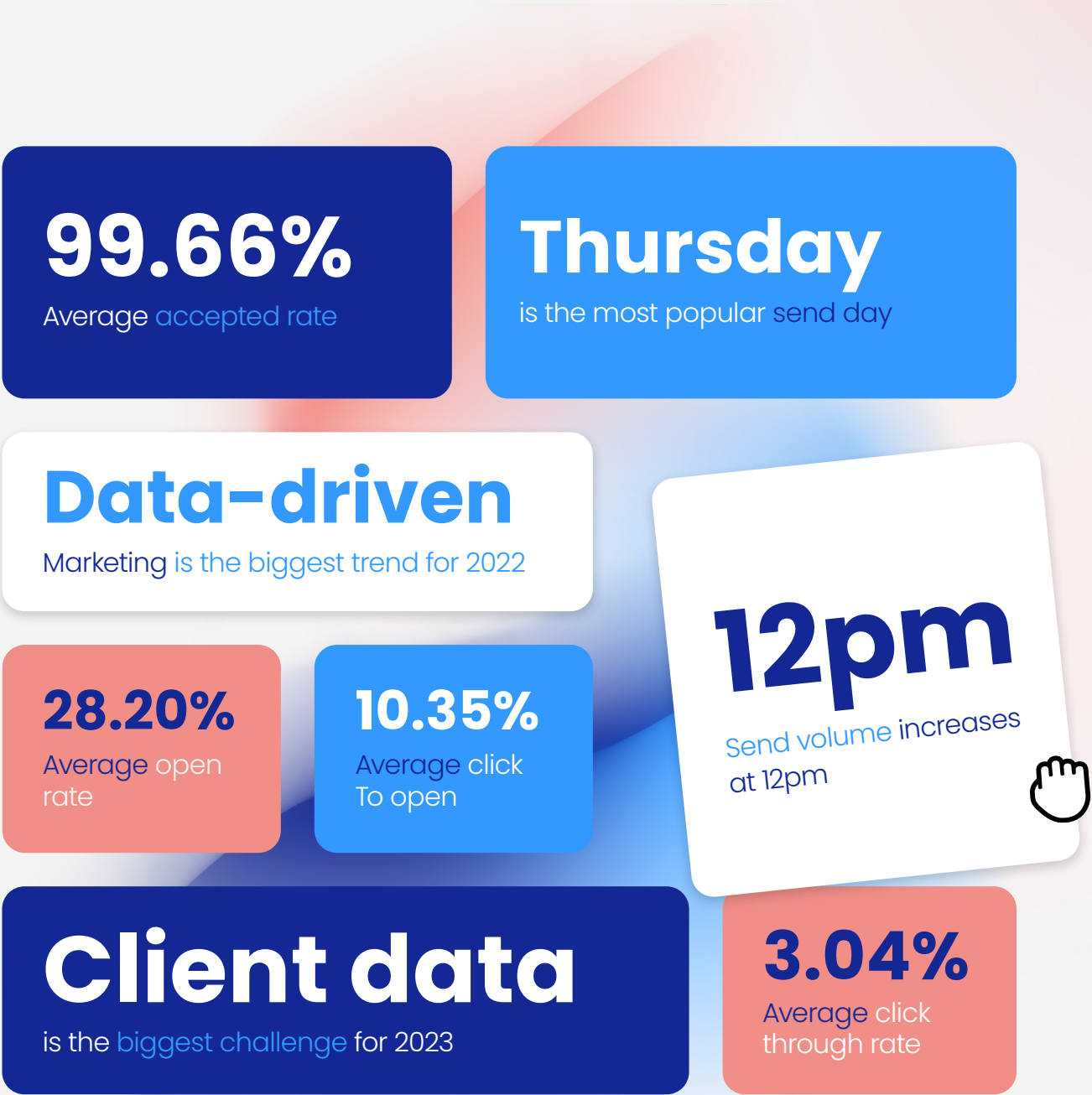
Sjuul van der Leeuw
CEO Deployteq

Table of contents

Summary

The key figures and statistics for the Email Benchmark 2023.

99.66%
Average accepted rate

Thursday
is the most popular send day

Data-driven
Marketing is the biggest trend for 2022

28.20%
Average open rate

10.35%
Average click To open

12pm
Send volume increases at 12pm

Client data
is the biggest challenge for 2023

3.04%
Average click through rate

THE RESEARCH

1. Respondent Profile

We researched over 100 marketers, decision-makers, and technical professionals to understand how organisations tackle their marketing processes. This chapter delves into the respondents' profiles, explores their marketing activities and discovers current trends and challenges..

FIG. 1

What is your current position?

Email Marketers and Marketing Managers (both 14%) are the top respondents in the research of 2023.

Position	Percentage
Email Marketer	14%
Marketing Manager	14%
Marketing Assistant	7%
Online Marketer	7%
Director	5%
Marketer	5%
Content Marketer	4%
Digital Communication Advisor	4%
Digital Marketeer	4%
Campaign Developer	3%
CRM Marketer	3%
Designer	3%
Email Automation Specialist	3%
Marketing Advisor	3%
Team Lead Email	3%
Email Consultant	1%
HR Manager	1%
Innovation Manager	1%
Manager Online Marketing	1%
Managing Partner	1%
Marketing Director	1%
Office Manager	1%
Omnichannel Lead	1%
Operations Manager	1%
Owner	1%
Partner Manager	1%
Salesman	1%
Senior Marketer	1%
Tax Assessor	1%
Other	1%

FIG. 2

In what sector do you work?

The majority of research respondents work in **both B2B & B2C sectors (39%).**

B2B
29%

B2B & B2C
39%

B2C
33%

FIG. 4

How many employees work in your organisation?

Most of the respondents work in organisations with **0 – 50 employees**. A large portion of the surveyed respondents also fall into the category 51-200.

Category	Percentage
0 - 50	29%
51 – 200	24%
201 – 500	11%
501 - 1,000	20%
1,001 - 5,000	9%
> 5000	9%

FIG. 3

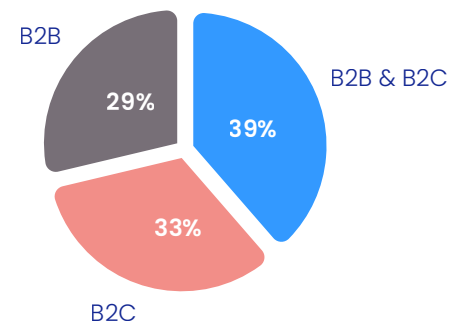## What industry do you work in?

Business Services & Agencies (13%) represent the most participants in the 2023 research. The travel and financial industries are also well represented. Overall, we see a great variety in the industries represented.
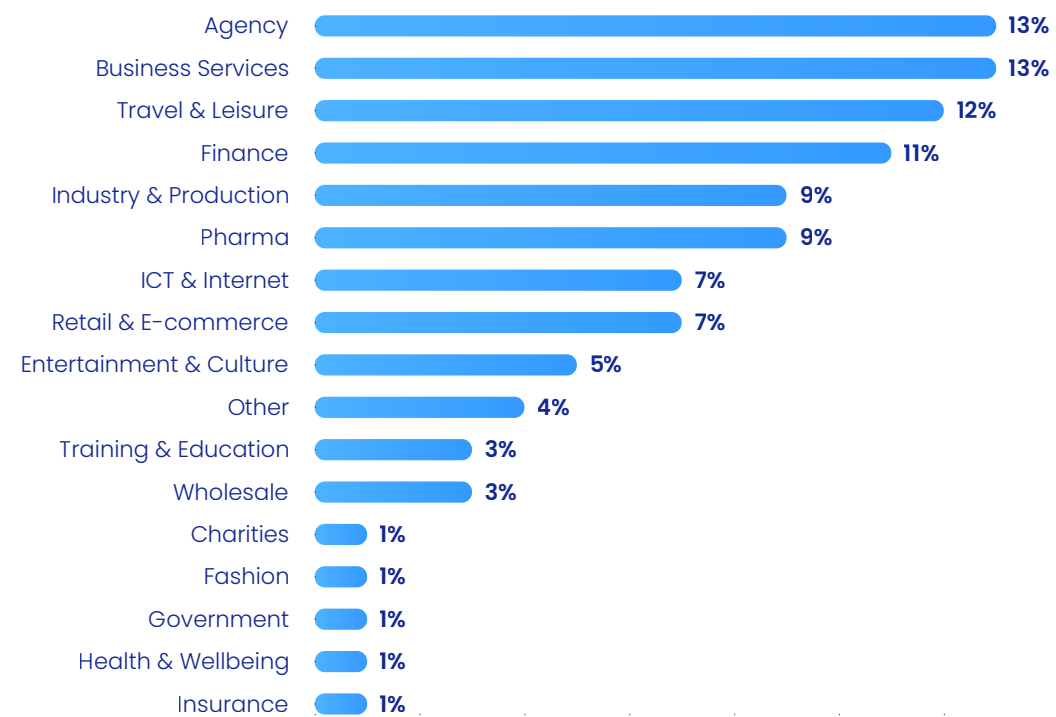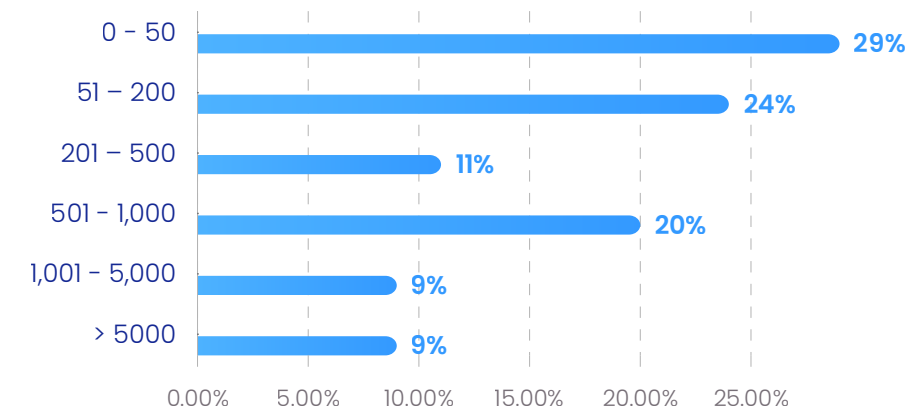
Industry	Percentage
Agency	13%
Business Services	13%
Travel & Leisure	12%
Finance	11%
Industry & Production	9%
Pharma	9%
ICT & Internet	7%
Retail & E-commerce	7%
Entertainment & Culture	5%
Other	4%
Training & Education	3%
Wholesale	3%
Charities	1%
Fashion	1%
Government	1%
Health & Wellbeing	1%
Insurance	1%

RESPONDENT PROFILE SUMMARY

In our 2023 survey, most respondents are employed in small to medium-sized agencies and business services organisations operating in the combined B2B and B2C sectors. Comparing our data with last year's, more respondents hold the position of Marketing Manager, which is up 4%.

Over 100 professionals took part in our research

2. Email marketing

How many contacts are in your database?

Most of our research group reported having **50,000 – 100,000 (23%)** contacts in their database.

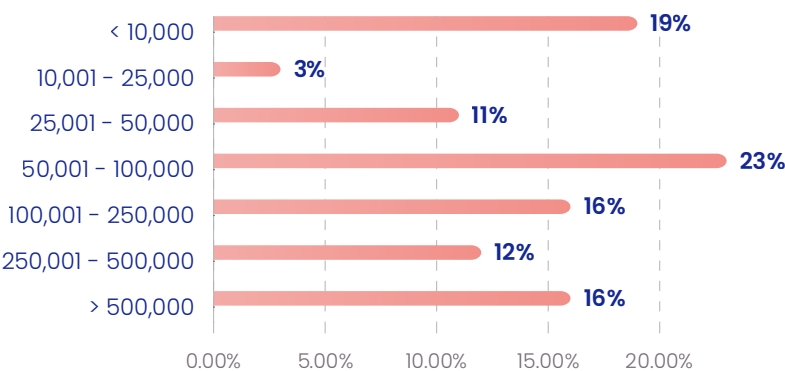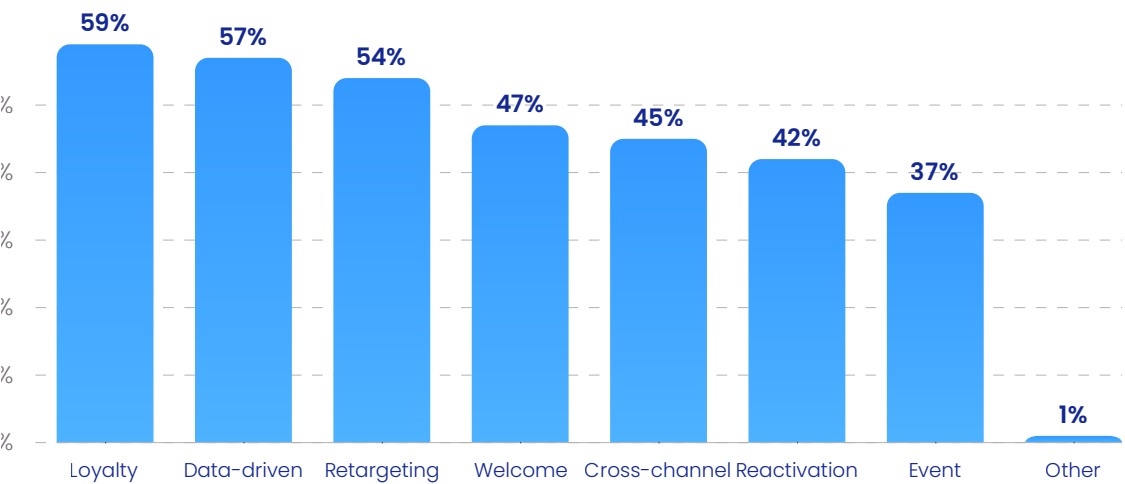|	%
< 10,000	19%
10,001 - 25,000	3%
25,001 - 50,000	11%
50,001 - 100,000	23%
100,001 - 250,000	16%
250,001 - 500,000	12%
> 500,000	16%

0.00% 5.00% 10.00% 15.00% 20.00%

What campaigns do you use for email marketing?

In keeping with trend reports for 2023, the most common campaign used in email marketing amongst respondents is **loyalty campaigns (59%)**.

Campaign	%
Loyalty	59%
Data-driven	57%
Retargeting	54%
Welcome	47%
Cross-channel	45%
Reactivation	42%
Event	37%
Other	1%

3. Budgets

What is your email marketing budget for 2023?

The large part of respondents in 2023 state they have **no specific budget for email in 2023 (22%)**. Another large part of the respondents had a budget of under €10,000.
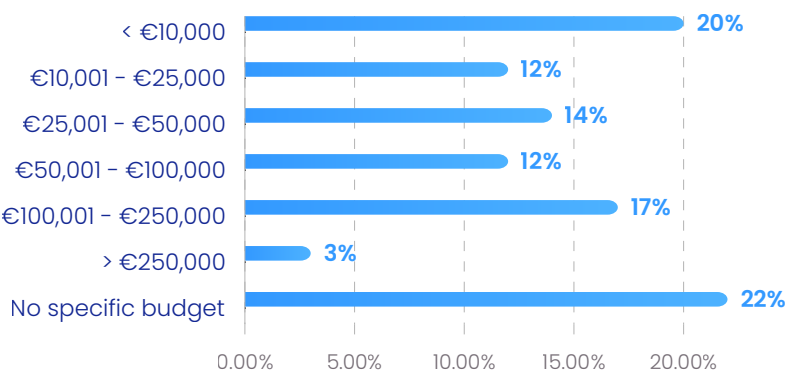
	%
< €10,000	20%
€10,001 - €25,000	12%
€25,001 - €50,000	14%
€50,001 - €100,000	12%
€100,001 - €250,000	17%
> €250,000	3%
No specific budget	22%

0.00% 5.00% 10.00% 15.00% 20.00%

What is your total marketing budget for all channels in 2023?

In total, 30% of participants have **over €250,000** allocated to their entire marketing budget.
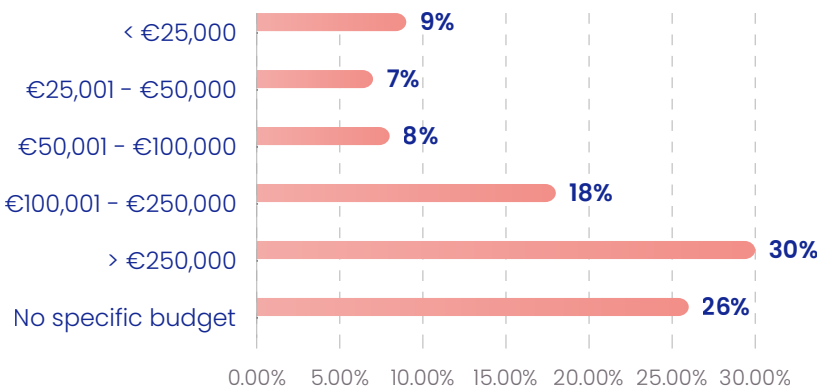
	%
< €25,000	9%
€25,001 - €50,000	7%
€50,001 - €100,000	8%
€100,001 - €250,000	18%
> €250,000	30%
No specific budget	26%

0.00% 5.00% 10.00% 15.00% 20.00% 25.00% 30.00%

FIG. 9

Has the inflation and cost of living crisis affected your budgets?

The cost of living crisis has not noticeably affected any of our survey respondents, with the majority stating **no (80%)**.
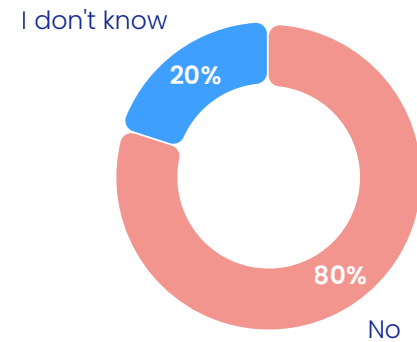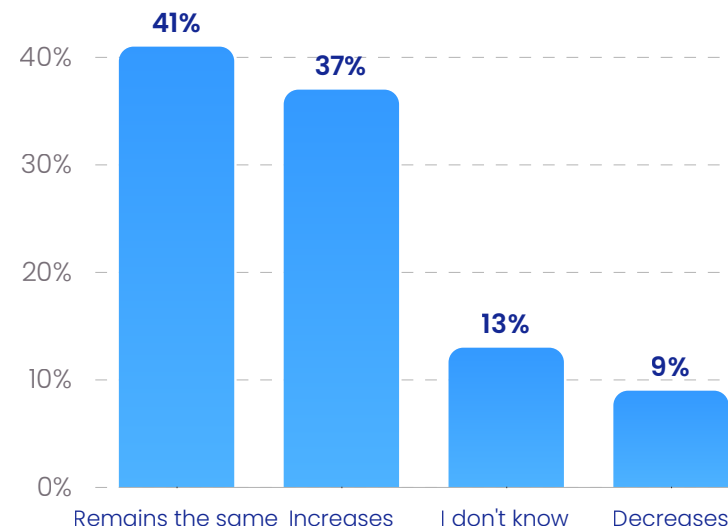
I don't know

20%

80%

No

FIG. 10

Do you expect your budget to change in 2023?

In 2023 participants expect to see budgets, on average, **stay the same (41%)**.

41%

37%

13%

9%

40%

30%

20%

10%

0%

Remains the same | Increases | I don't know | Decreases

4. Omnichannel marketing

FIG. 11

What channels are you using in your omnichannel marketing strategies?

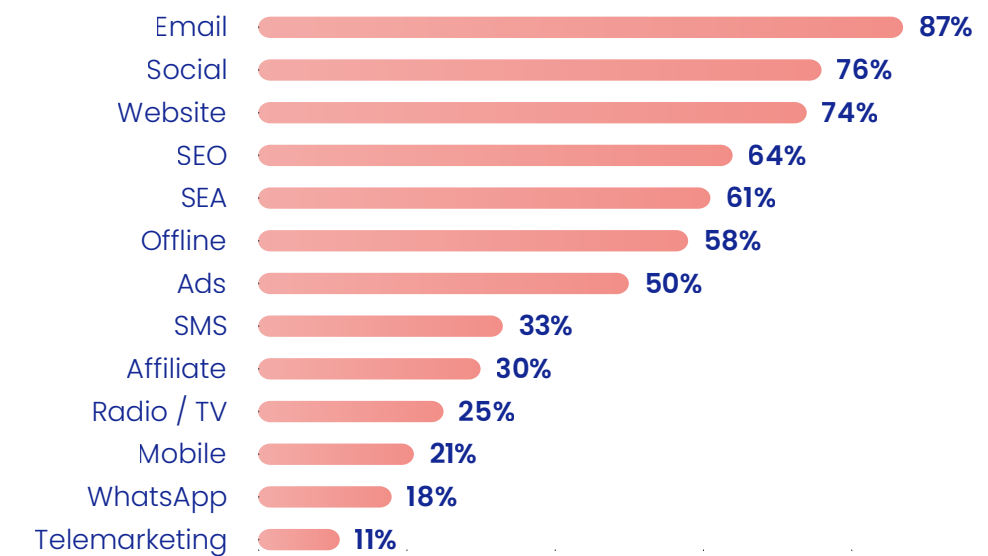**Email (87%), social (76%) and website (74%)** remain the most common marketing channels for 2023.

Email — 87%
Social — 76%
Website — 74%
SEO — 64%
SEA — 61%
Offline — 58%
Ads — 50%
SMS — 33%
Affiliate — 30%
Radio / TV — 25%
Mobile — 21%
WhatsApp — 18%
Telemarketing — 11%

FIG. 12

Do you have a mobile app?

Most surveyed organisations reported **not having an app (71%)**.

Yes

29%

71%

No
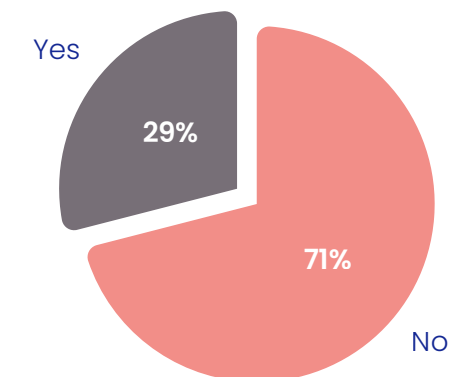
FIG. 13

Do you have an app strategy?

Most respondents **don't have a strategy for this channel (68%)**.

I don't know

9%

Yes

22%

67%

No
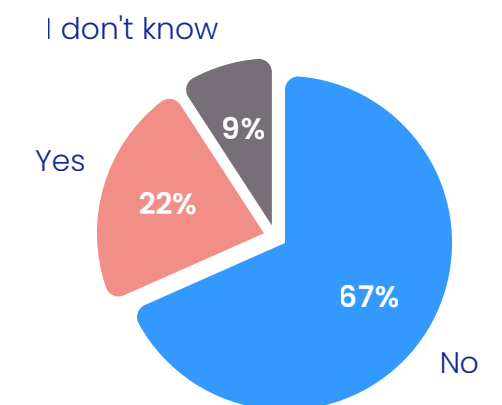
5. Your data

Are you using data-driven personalisation?

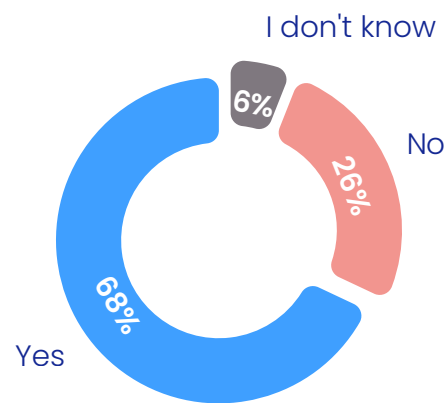Most surveyed respondents **are using data-driven personalisation** in their strategy (68%).

I don't know

6%

No

26%

68%

Yes

Where do you gather your data?

Email (87%) and website (74%) are the top-performing sources for data collection.

87%
74%
58%
17%
13%

80%
60%
40%
20%
0%

Email   Website   Offline   App   Other

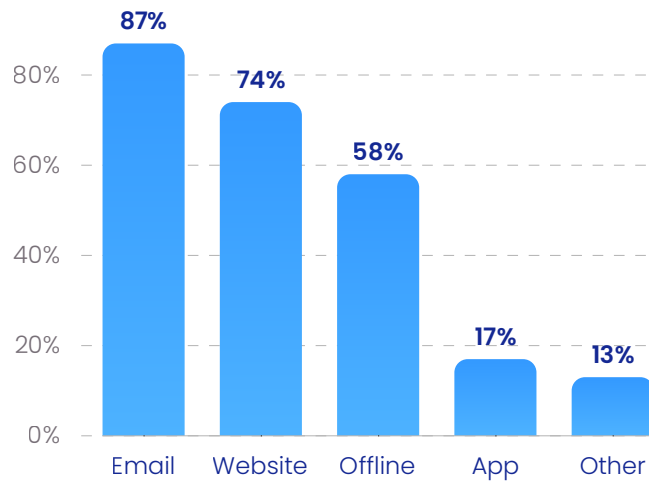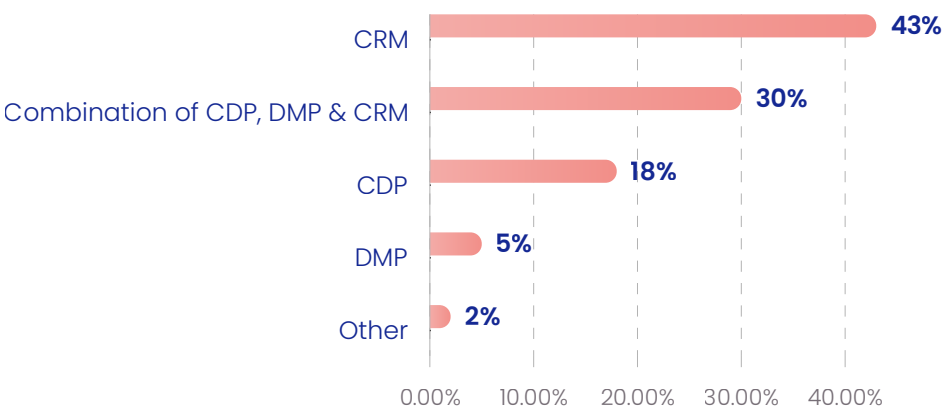## Do you manage your data on a separate platform?

A **CRM system (43%)** is still the respondents' most popular data management software. More than 30% also state they use a combination of platforms to manage their data.

CRM — 43%
Combination of CDP, DMP & CRM — 30%
CDP — 18%
DMP — 5%
Other — 2%

0.00%   10.00%   20.00%   30.00%   40.00%

Our surveyed respondents rated the quality of their data 6.7 out of 10

6. Measuring success

FIG. 17

What Key Performance Indicator (KPI) do you use to measure the success of your email campaigns?

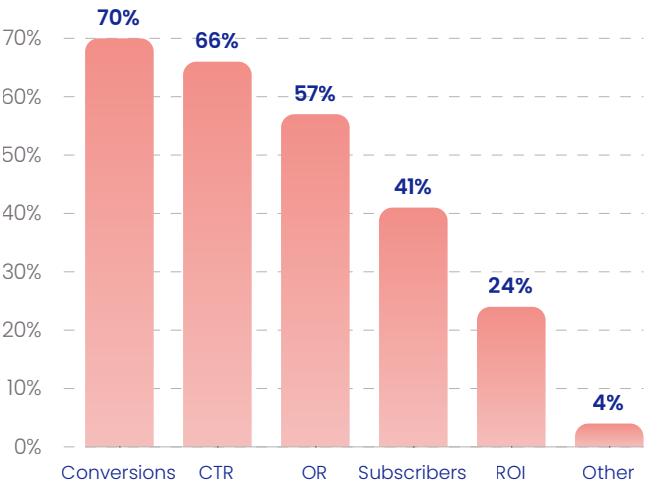In 2023, **conversions (70%)** are the most common indicator of campaign success.

Bar chart:
- Conversions: 70%
- CTR: 66%
- OR: 57%
- Subscribers: 41%
- ROI: 24%
- Other: 4%

FIG. 18

Do you expect to change how you measure success in 2023?

Most participants **will change** how they measure in 2023 (56%). If you haven't already, we would suggest amending your success KPI's to more concrete methods, such as conversions or engagement.

Pie chart:
- No: 42%
- Yes: 56%
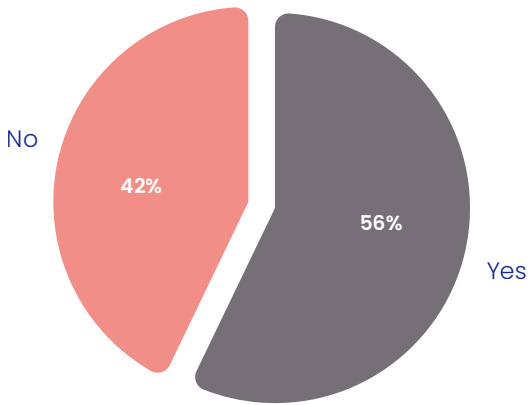
7. Online ads & cookies

FIG. 19

Are you using online ads?

Most of our respondents **are using online ads (85%)** as part of their omnichannel strategies.
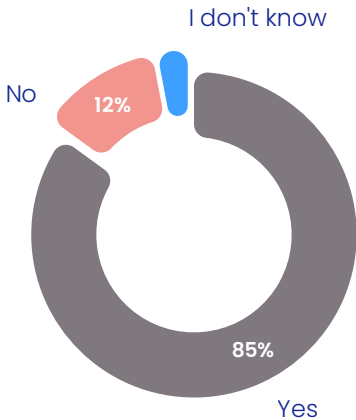

Donut chart:
- I don't know
- No: 12%
- Yes: 85%

FIG. 20

What is your main goal from online ads?

Website traffic (64%) and conversion generation (49%) are online ads' key goals.

Bar chart:
- Other: 4%
- Event promotion: 23%
- Product promotion: 36%
- Retargeting: 38%
- Service promotion: 44%
- Generate conversions: 49%
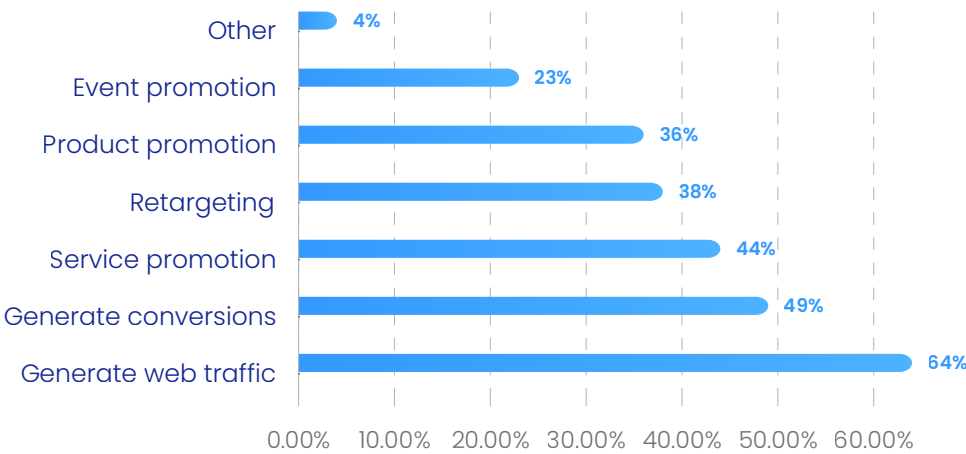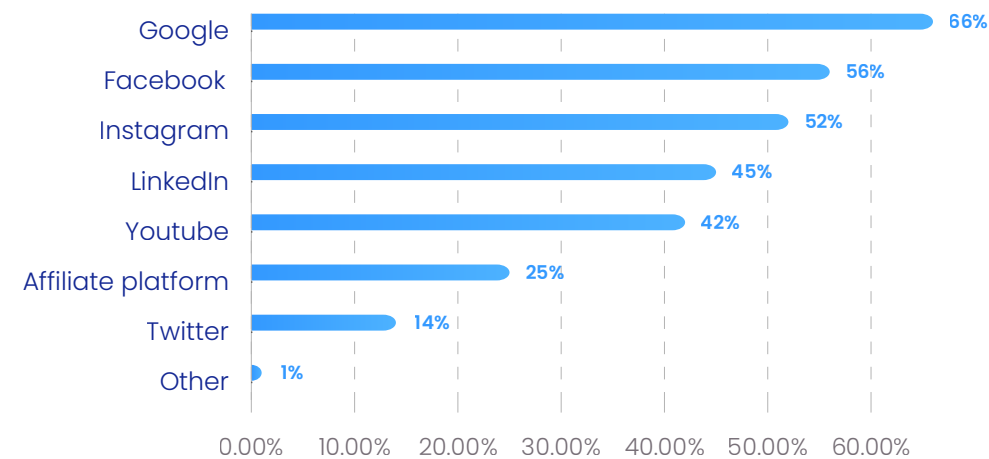- Generate web traffic: 64%

FIG. 21

On which platforms do you serve ads?

Google (66%) and Facebook (56%) are the most popular platforms for our respondents to serve ads.

Platform	%
Google	66%
Facebook	56%
Instagram	52%
LinkedIn	45%
Youtube	42%
Affiliate platform	25%
Twitter	14%
Other	1%

8. Trends for 2023

FIG. 22

What will be the biggest trends in 2023?

According to our survey respondents, they predict **data-driven campaigns (52%)** to be the biggest trend of 2023 once again.

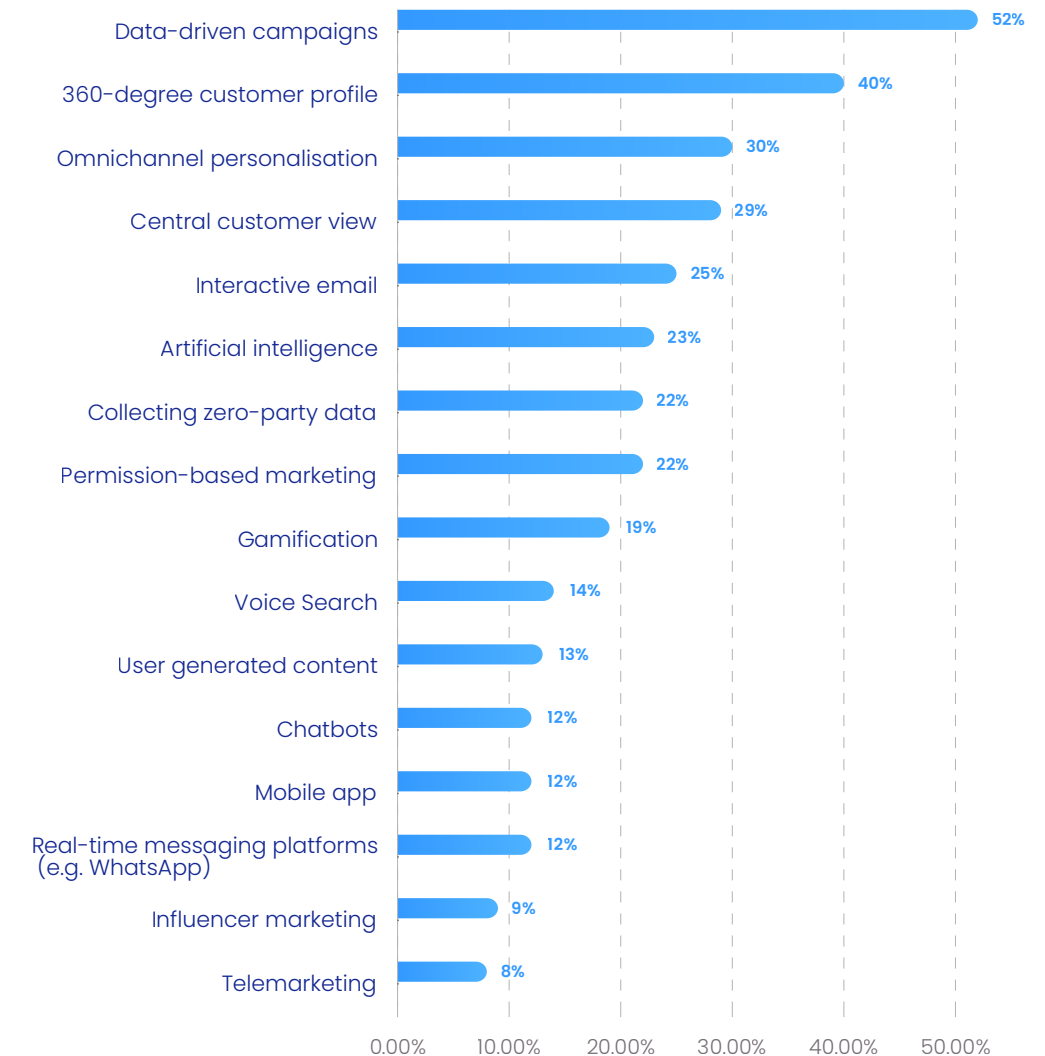| Trend	%
Data-driven campaigns	52%
360-degree customer profile	40%
Omnichannel personalisation	30%
Central customer view	29%
Interactive email	25%
Artificial intelligence	23%
Collecting zero-party data	22%
Permission-based marketing	22%
Gamification	19%
Voice Search	14%
User generated content	13%
Chatbots	12%
Mobile app	12%
Real-time messaging platforms (e.g. WhatsApp)	12%
Influencer marketing	9%
Telemarketing	8%

On average, our surveyed respondents scored their preparedness for the cookieless era 6.8 out of 10. Ten being the most prepared and one being the least.
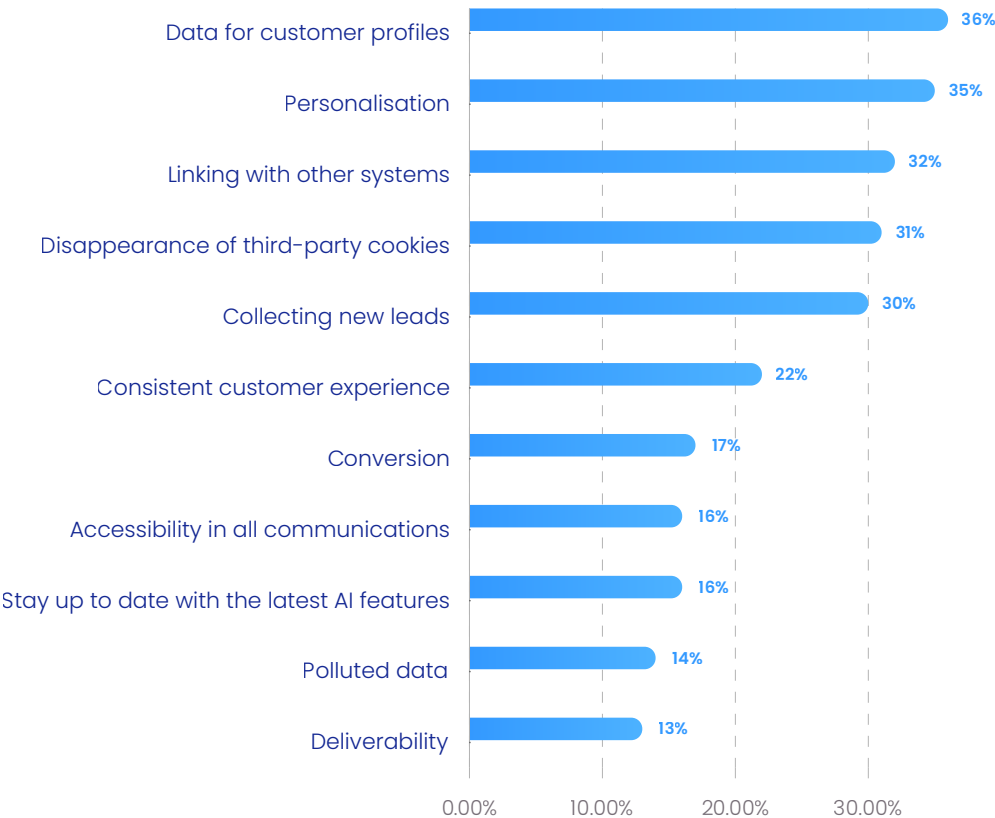
9. Challenges for 2023

FIG. 23

What will be your biggest challenge in 2023?

Data for client profiles (36%) and personalisation (35%) are the most predicted challenges for 2023.

|	
Data for customer profiles	36%
Personalisation	35%
Linking with other systems	32%
Disappearance of third-party cookies	31%
Collecting new leads	30%
Consistent customer experience	22%
Conversion	17%
Accessibility in all communications	16%
Stay up to date with the latest AI features	16%
Polluted data	14%
Deliverability	13%

20 EDITIONS OF THE EMAIL BENCHMARK

Surveyed respondents scored the email channel value 8 out of 10

1. Stats from 20 benchmarks

In case you missed it, it's important to note that this edition is officially our 20th Email Benchmark. To celebrate this glorious occasion, we've pulled together data from the last 20 editions to see how the world of email marketing has changed over the years. A sneak peek? Our deliverability has improved ;).

FIG. 24

Benchmark statistics from 20 editions

- OR
- CTR
- CTOR
- AR
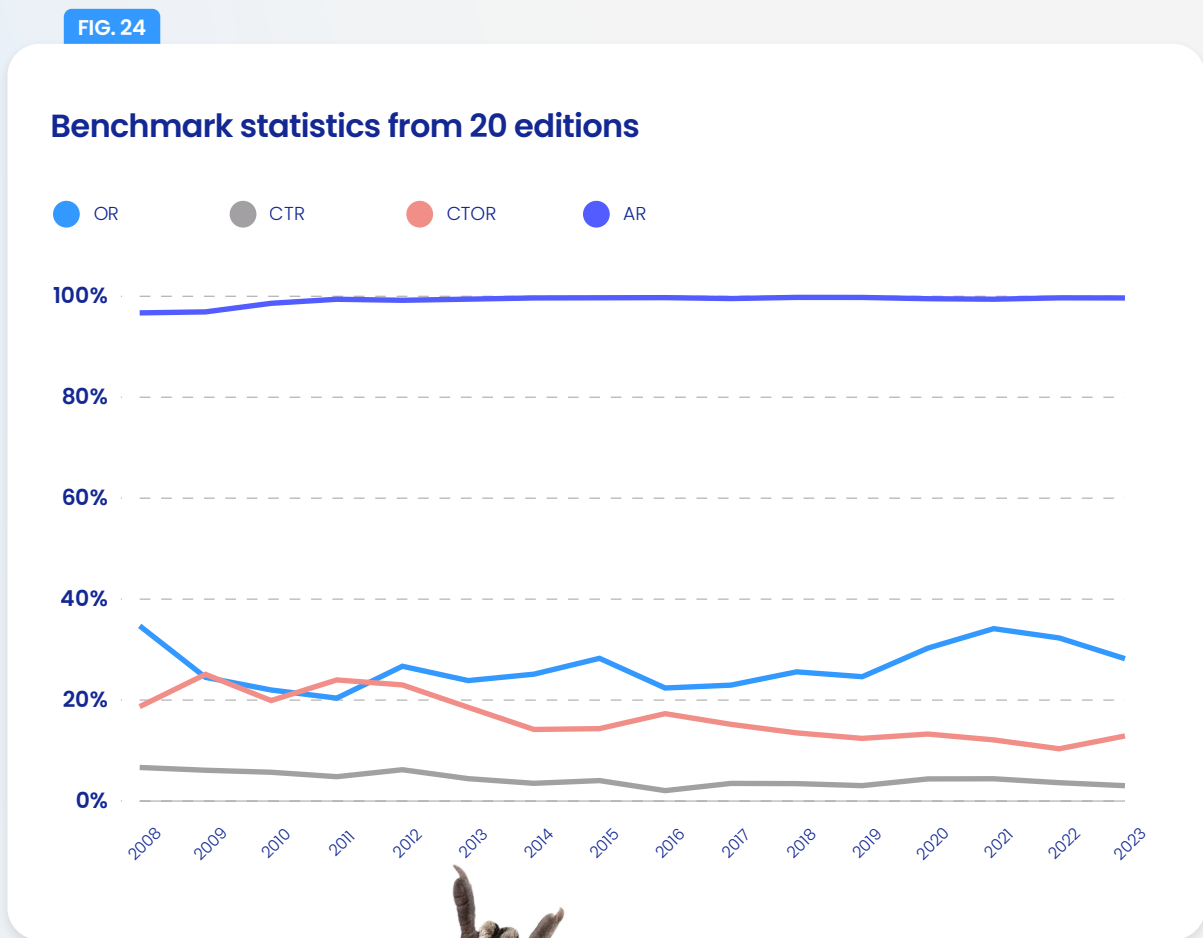
ACCEPTED RATE
We've become savvier in terms of the best way to be delivered over the years. From 2008 when we conducted our first research, to today, acceptance rates **have risen 2.96%** (96.70% in 2008 to 99.66% in 2023). Showing our best-in-class platform for deliverability.

OPEN RATE
The open rate has been on a roller coaster over the years, dipping down into the low 20's in 2016 to back up to the high 30's last year. Since the benchmark began, we've seen an overall decrease of 6.50% (34.70% in 2008 to 28.20% in 2023).
*It's important to note, in this benchmark we are reporting on the more concrete figures that exclude any opens performed by a machine rather than a user since the adoption of technology such as Apple iOS15.

CLICK THROUGH RATE
Click through rate over the last 20 editions has been cut in half. Decreasing from 6.65% in 2008 to 3.04% in 2023. While more emails are being delivered, therefore busier inboxes, less emails are being interacted with.

CLICK TO OPEN RATE
Click to open rates over the last 20 editions have also decreased. From 18.70% in 2008 to 12.89% in 2023. This is however an increase on last years benchmark figures.
*It's important to note, in this Benchmark we are reporting on the more concrete figures that exclude any opens performed by a machine rather than a user.

ACCEPTED RATES

1. Accepted rate

What is the Accepted Rate (AR)? The acceptance rate, also known as the delivery rate, is a metric that quantifies the number of emails that were not returned to the sender.

The success of an email marketing campaign is for a large part determined by the email acceptance rate. If you send emails on a regular basis but they don't make it to your recipients' inboxes, your email marketing efforts will struggle to generate new revenue. Our best tip? Less generic blasting, more targeted personal content.

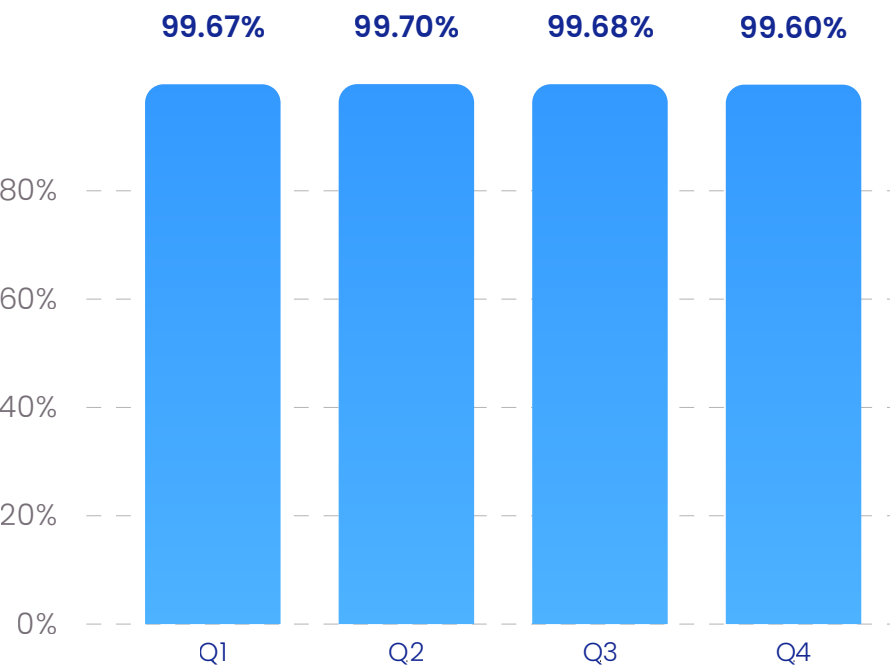> **The average accepted rate this year is 99.66%**

2. Accepted rate per quarter

FIG. 25

Accepted rate per quarter

The best quarter for accepted rates is **Q2 with 99.70%** of emails being accepted. The average for the whole year has decreased by 0.02%, meaning the average accepted rate this year stands at 99.66%.
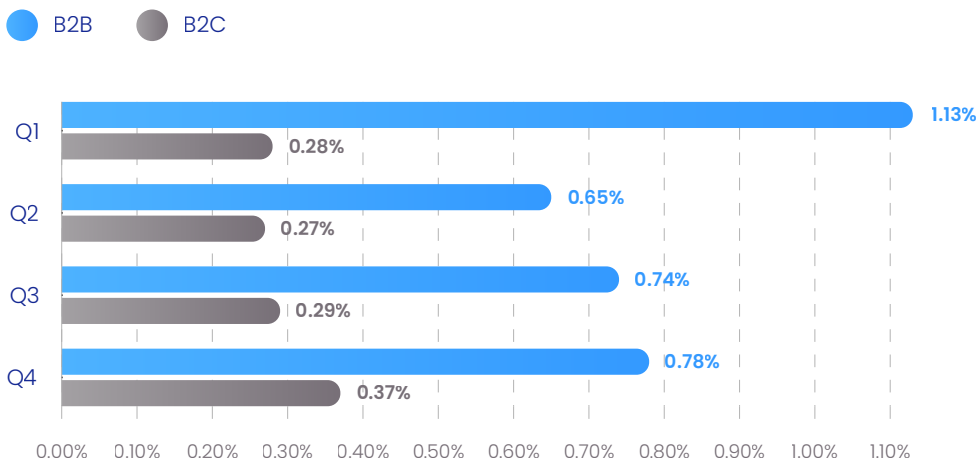
99.67%	**99.70%**	**99.68%**	**99.60%**

Bar chart: Q1, Q2, Q3, Q4 with y-axis 0%–80%

Highest accepted rate in Q2 of 99.70%

3. Bounce rate per sector

FIG. 26

Bounce rate per sector per quarter

We see the highest bounce rate in the **B2B sector (1.13%)** and thus the lowest in the B2C sector (0.27%). In all quarters, we find the highest bounce rate in the B2B sector.

● B2B   ● B2C

Quarter	B2B	B2C
Q1	1.13%	0.28%
Q2	0.65%	0.27%
Q3	0.74%	0.29%
Q4	0.78%	0.37%

x-axis: 0.00% 0.10% 0.20% 0.30% 0.40% 0.50% 0.60% 0.70% 0.80% 0.90% 1.00% 1.10%

"Bounces ultimately keep your list clean as well. You want to avoid sending emails to to an email address that is no longer in use. The bounce rate in combination with the delivery rate gives you a good idea of how your list hygiene is. If you feed your campaign with bad data, you are actually doing it for nothing. 'Shit in is shit out'."

Mark Kruisman
Sr. Email & CRM Marketer, Centraal Beheer
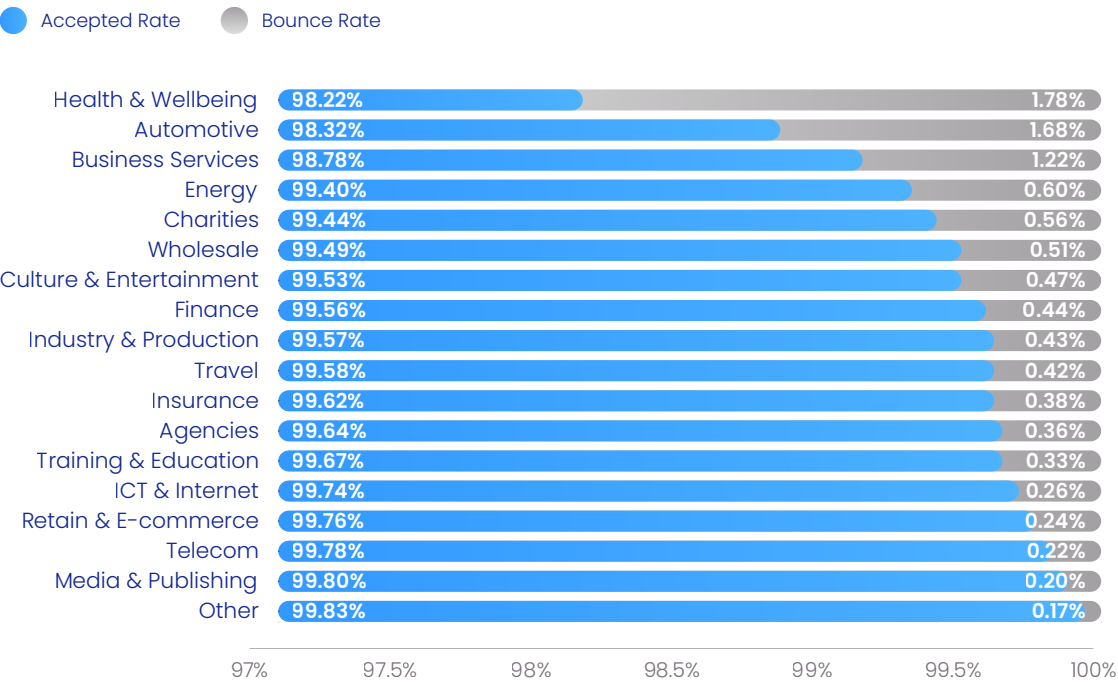& Mark Kruisman Digital Business Solutions

4. Accepted vs. bounce rate per industry

FIG. 27

Accepted rate vs. bounce rate per industry

The highest accepted rates can be found in the **Media and Publishing** industry (99.83%). The highest bounce rates can be found in the Health & Wellbeing industry (98.22%).

● Accepted Rate   ● Bounce Rate

Industry	Accepted Rate	Bounce Rate
Health & Wellbeing	98.22%	1.78%
Automotive	98.32%	1.68%
Business Services	98.78%	1.22%
Energy	99.40%	0.60%
Charities	99.44%	0.56%
Wholesale	99.49%	0.51%
Culture & Entertainment	99.53%	0.47%
Finance	99.56%	0.44%
Industry & Production	99.57%	0.43%
Travel	99.58%	0.42%
Insurance	99.62%	0.38%
Agencies	99.64%	0.36%
Training & Education	99.67%	0.33%
ICT & Internet	99.74%	0.26%
Retain & E-commerce	99.76%	0.24%
Telecom	99.78%	0.22%
Media & Publishing	99.80%	0.20%
Other	99.83%	0.17%

97%   97.5%   98%   98.5%   99%   99.5%   100%

Media & Publishing industry has the highest average accepted rates 99.83%

OPEN RATES

1. Average open rate 31
2. Open rate per quarter 32
3. Open rate per sector 34
4. Open rate per industry 36

1. Open rate

An Open Rate is a percentage of individuals within your mailing who officially accepted and opened your email. To calculate the open rate, we divide the number of unique opens by the number of emails accepted. This way, we exclude any undelivered emails from our statistics and reporting.

Despite earlier industry developments such as the introduction of iOS15, the open rate is still commonly used as a method of measuring email campaign success. At Deployteq, we've considered that open rates can be skewed by service provider intervention and introduced the ability to identify machine generated opens into our platform functionality. With this, you can exclude any opens that have not directly been performed by your customer but by their device (like Apple) instead. In this year's research, we've included two sets of graphs so you can see your average no matter how you measure.

The average open rate excluding machine opens is 28.20%

The average open rate including machine opens is 36.61%

1. Open rate per quarter

Open rate per quarter excluding machine generated opens

The average open rate for this year is 28.20%. In our research, the best performing quarter for open rates is **Q4 (30.49%)**.
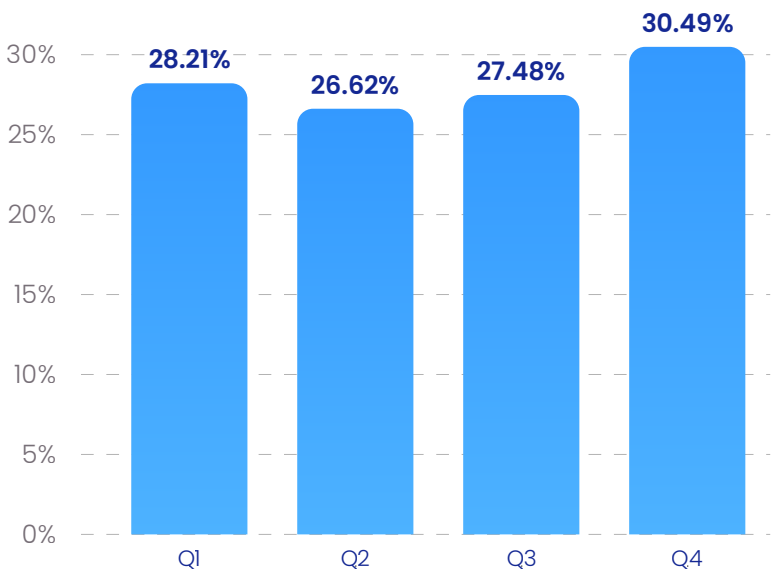

Quarter	Open rate
Q1	28.21%
Q2	26.62%
Q3	27.48%
Q4	30.49%

Open rate per quarter including machine generated opens

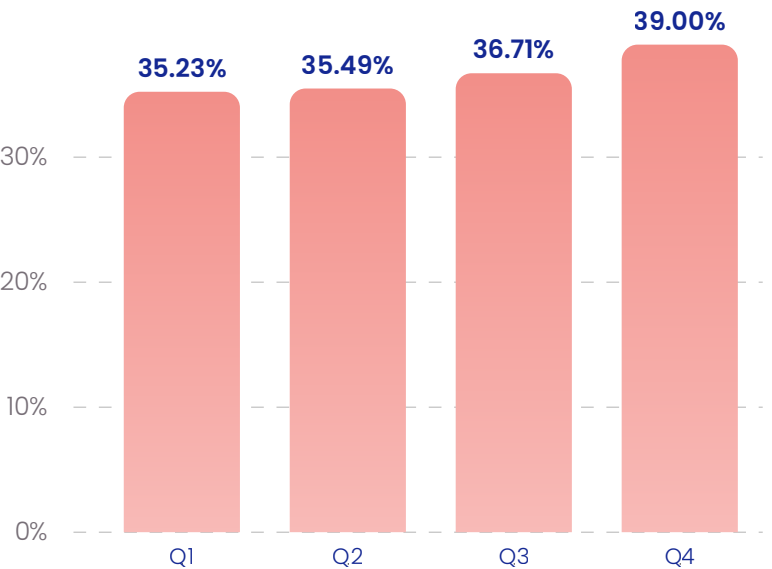| Quarter	Open rate
Q1	35.23%
Q2	35.49%
Q3	36.71%
Q4	39.00%

FIG. 30

Open rate per device excluding machine generated opens

Mobile devices account for twice as many opens as desktop.

● Mobile ● Desktop
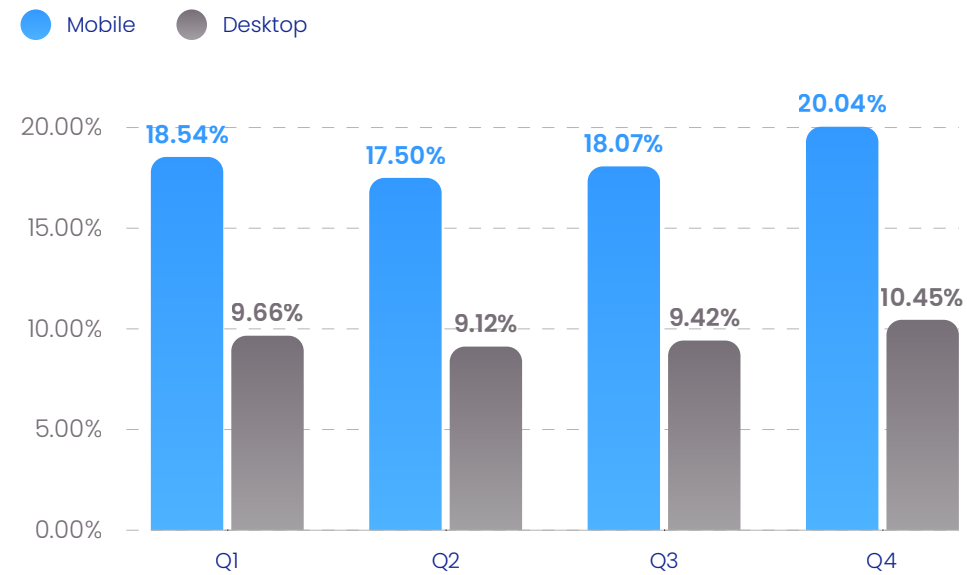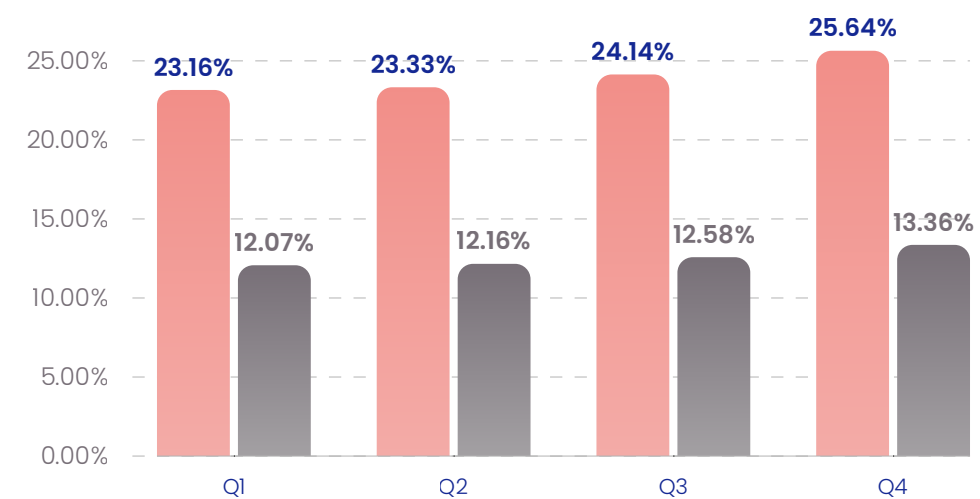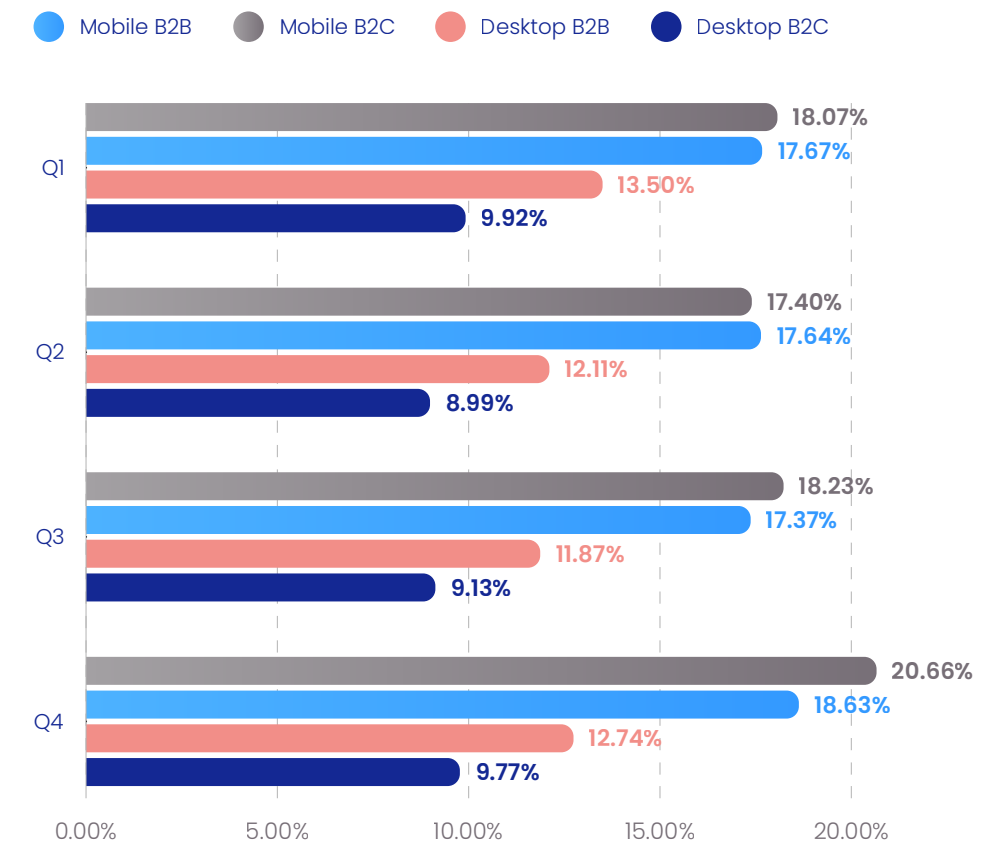

2. Open rate per sector

FIG. 32

Open rate sector per device excluding machine generated opens
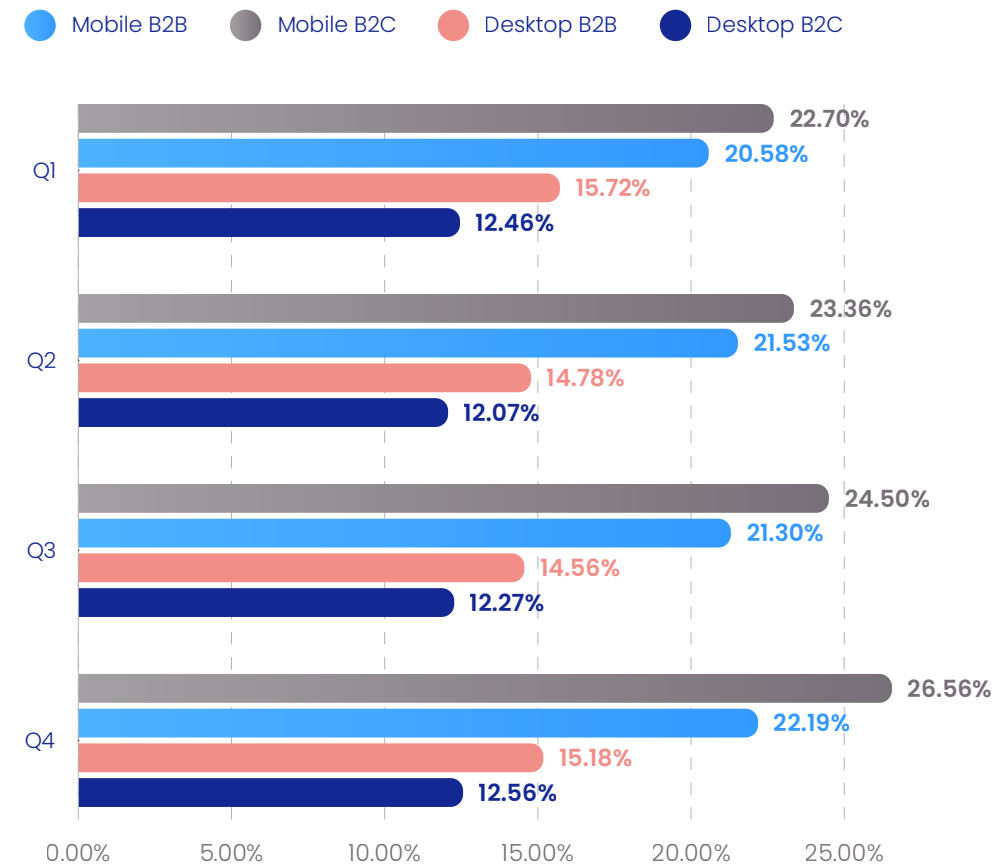
Mobile devices generates more opens across both B2B and B2C sectors. Desktop typically generates more opens in the B2B sector than B2C.

● Mobile B2B ● Mobile B2C ● Desktop B2B ● Desktop B2C

FIG. 31

Open rate per device excluding machine generated opens

● Mobile ● Desktop

Mobile generates the most opens across both sectors

33

FIG. 33

Open rate sector per device excluding machine generated opens

- ● Mobile B2B ● Mobile B2C ● Desktop B2B ● Desktop B2C

Q1
- 22.70%
- 20.58%
- 15.72%
- 12.46%

Q2
- 23.36%
- 21.53%
- 14.78%
- 12.07%

Q3
- 24.50%
- 21.30%
- 14.56%
- 12.27%

Q4
- 26.56%
- 22.19%
- 15.18%
- 12.56%

0.00% 5.00% 10.00% 15.00% 20.00% 25.00%

Would you like to discuss the results? Or would you like more information on the Email Benchmark? Send an email to **marketing@deployteq.com** or call us on **+ 31 30 698 80 80**.

Leon Pruijn
Deployteq Marketer

EMAIL LEON

3. Open rate per industry

FIG. 34

Open rate per industry excluding machine generated opens

The **Energy industry** sees the highest open rates for 2023 (57.04%) and the ICT and Internet industry shows the lowest with an average of 13.33%.
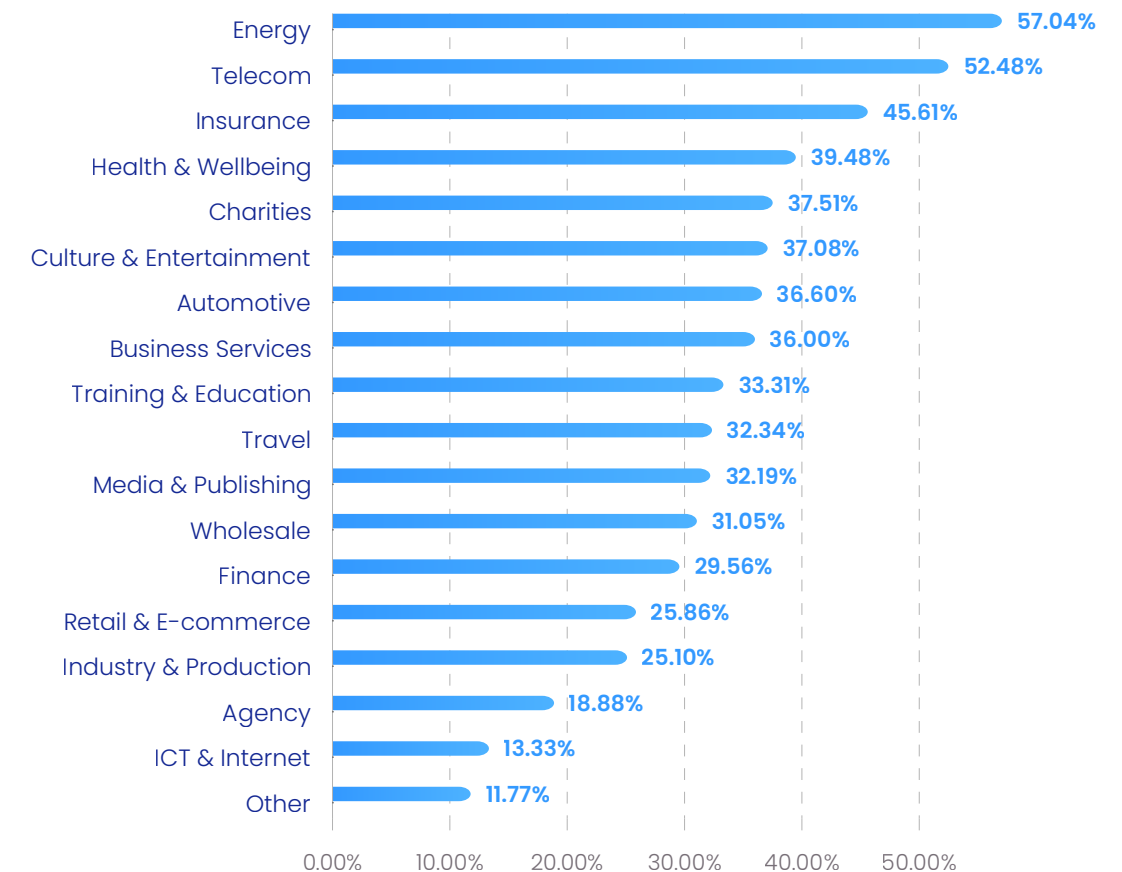
Industry	Open rate
Energy	57.04%
Telecom	52.48%
Insurance	45.61%
Health & Wellbeing	39.48%
Charities	37.51%
Culture & Entertainment	37.08%
Automotive	36.60%
Business Services	36.00%
Training & Education	33.31%
Travel	32.34%
Media & Publishing	32.19%
Wholesale	31.05%
Finance	29.56%
Retail & E-commerce	25.86%
Industry & Production	25.10%
Agency	18.88%
ICT & Internet	13.33%
Other	11.77%

0.00% 10.00% 20.00% 30.00% 40.00% 50.00%

FIG. 35

Open rate per industry including machine generated opens

Industry	Open rate
Energy	65.30%
Telecom	60.53%
Insurance	54.93%
Culture & Entertainment	48.10%
Healthy & Wellbeing	47.04%
Charities	46.92%
Automotive	45.63%
Business Services	41.73%
Travel	41.22%
Media & Publishing	41.21%
Training & Education	39.87%
Wholesale	39.63%
Finance	35.86%
Retail & E-commerce	35.46%
Industry & Production	31.99%
Agency	29.15%
ICT & Internet	20.71%
Other	15.58%

FIG. 36

Open rate per industry and device excluding machine generated opens

Mobile device generates the most opens across all industries.

● Mobile   ● Desktop

Industry	Desktop	Mobile
Energy	21.04%	35.99%
Telecom	21.23%	31.25%
Automotive	10.38%	26.23%
Culture & Entertainment	11.35%	25.72%
Health & Wellbeing	14.97%	24.51%
Insurance	21.21%	24.41%
Charity	14.13%	23.37%
Media & Publishing	9.14%	23.05%
Travel	10.37%	21.97%
Wholesale	9.77%	21.28%
Business Services	17.14%	18.86%
Training & Education	14.68%	18.64%
Retail & E-commerce	7.45%	18.41%
Finance	11.66%	17.90%
Agency	2.59%	16.29%
Industry & Production	8.90%	16.20%
ICT & Internet	2.99%	10.35%
Other	6.05%	5.72%

Virgin Media gained a 2.5x ROI with one single campaign.

Deployteq helped Virgin Media increase their ROI by 2.5%. Five million customers, five million unique conversations. See how they did it via the QR code.

INSPIRE

FIG. 37

Open rate per industry and device including machine generated opens
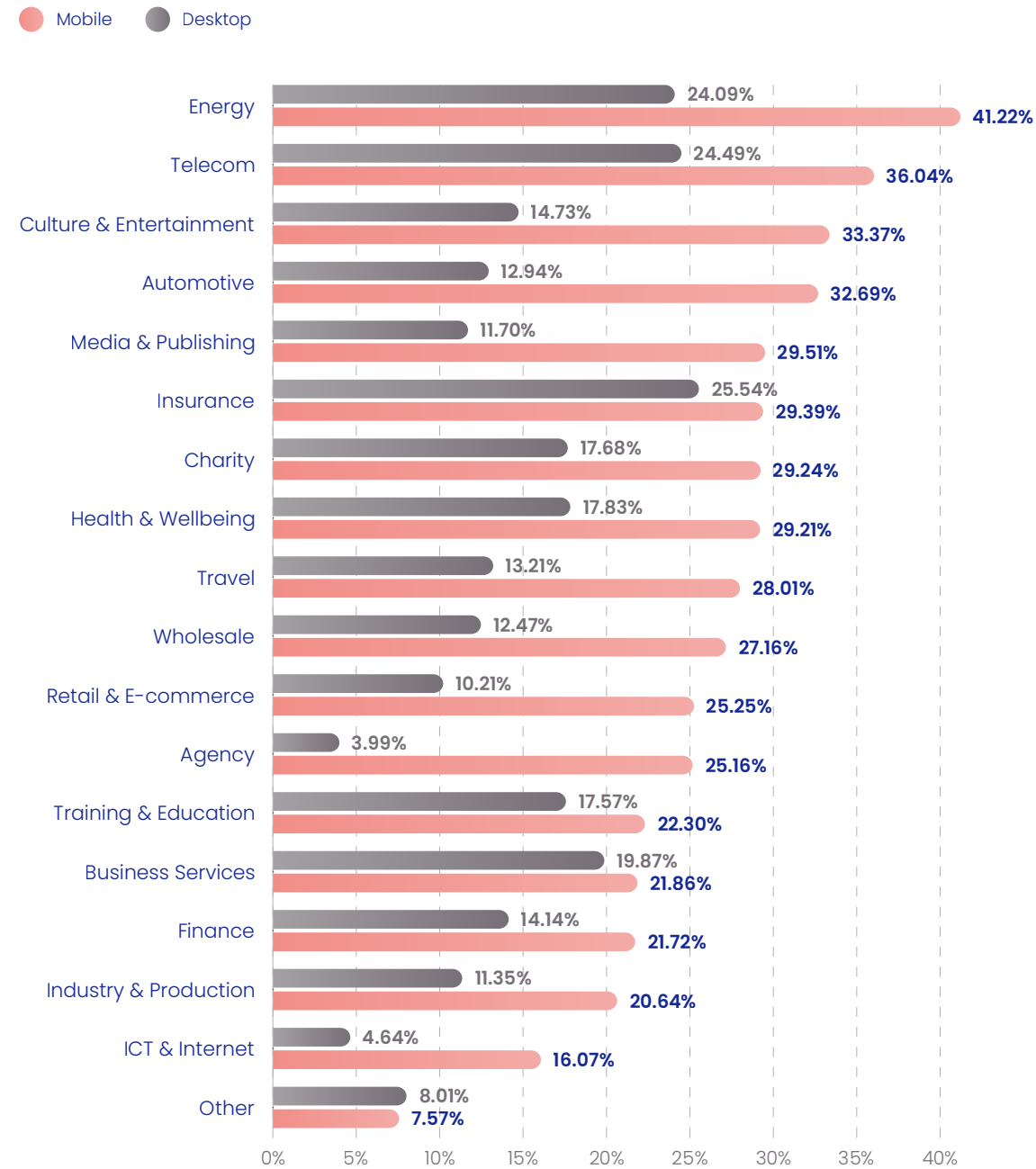
● Mobile ● Desktop

Industry	Desktop	Mobile
Energy	24.09%	41.22%
Telecom	24.49%	36.04%
Culture & Entertainment	14.73%	33.37%
Automotive	12.94%	32.69%
Media & Publishing	11.70%	29.51%
Insurance	25.54%	29.39%
Charity	17.68%	29.24%
Health & Wellbeing	17.83%	29.21%
Travel	13.21%	28.01%
Wholesale	12.47%	27.16%
Retail & E-commerce	10.21%	25.25%
Agency	3.99%	25.16%
Training & Education	17.57%	22.30%
Business Services	19.87%	21.86%
Finance	14.14%	21.72%
Industry & Production	11.35%	20.64%
ICT & Internet	4.64%	16.07%
Other	8.01%	7.57%

0% 5% 10% 15% 20% 25% 30% 35% 40%

CLICK THROUGH RATE

1. Click through rate

Your email's link clicks are divided by the number of successfully delivered emails to determine your CTR. This score indicates whether your audience finds your material relevant and intriguing. Your click through rate also offers insight into how many of your total subscribers are visiting your website or landing page and ultimately converting through email. Reviewing your open rates, click to open rates, and your click through rates with these benchmark statistics can reveal where your email marketing campaign is less strong.

The average click through rate this year is 3.04%

"The easiest way to increase the click through rate of your email newsletter, make it more valuable, and stimulate engagement? Remove the least interesting item. That's it. Works every time."

Jordie van Rijn
Email marketer & eCRM consultant

2. Click through rate per quarter

Click through rate per quarter

The average click through rate for 2023 is **3.04%**. In our research, the best performing quarter for click through rates is Q3 (3.10%).

Quarter	Rate
Q1	3.09%
Q2	2.89%
Q3	3.10%
Q4	3.09%
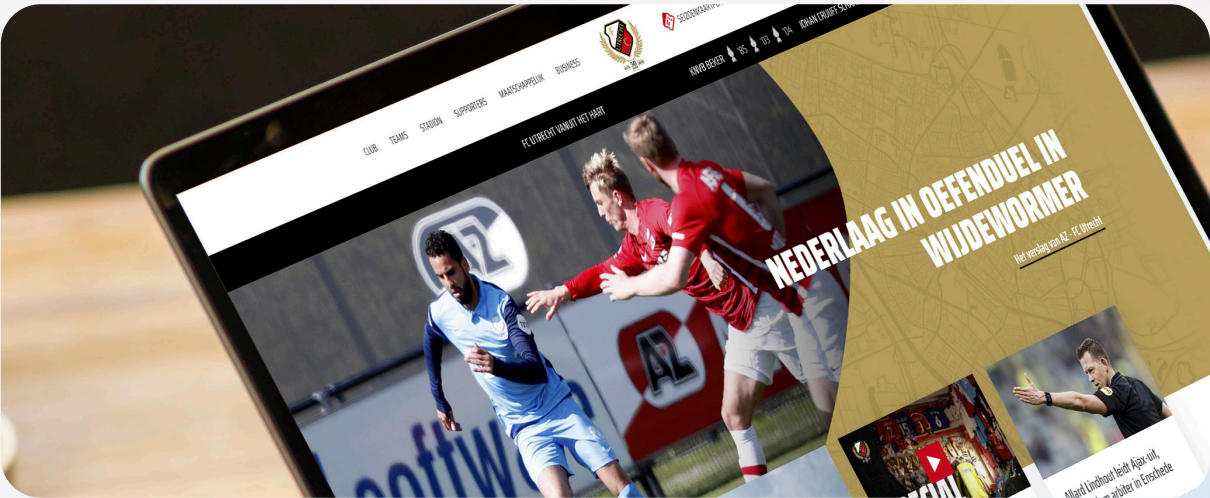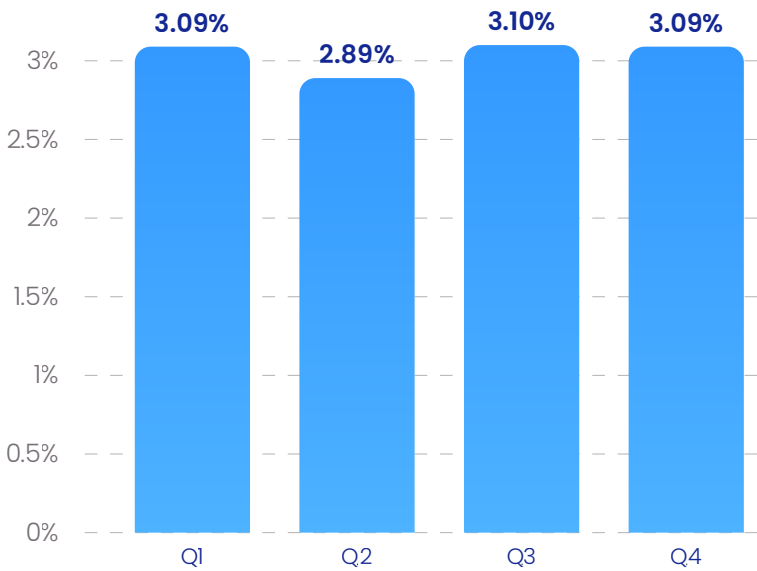
FIG. 39

Click through rate per device

Mobile devices almost twice as many clicks as desktop.
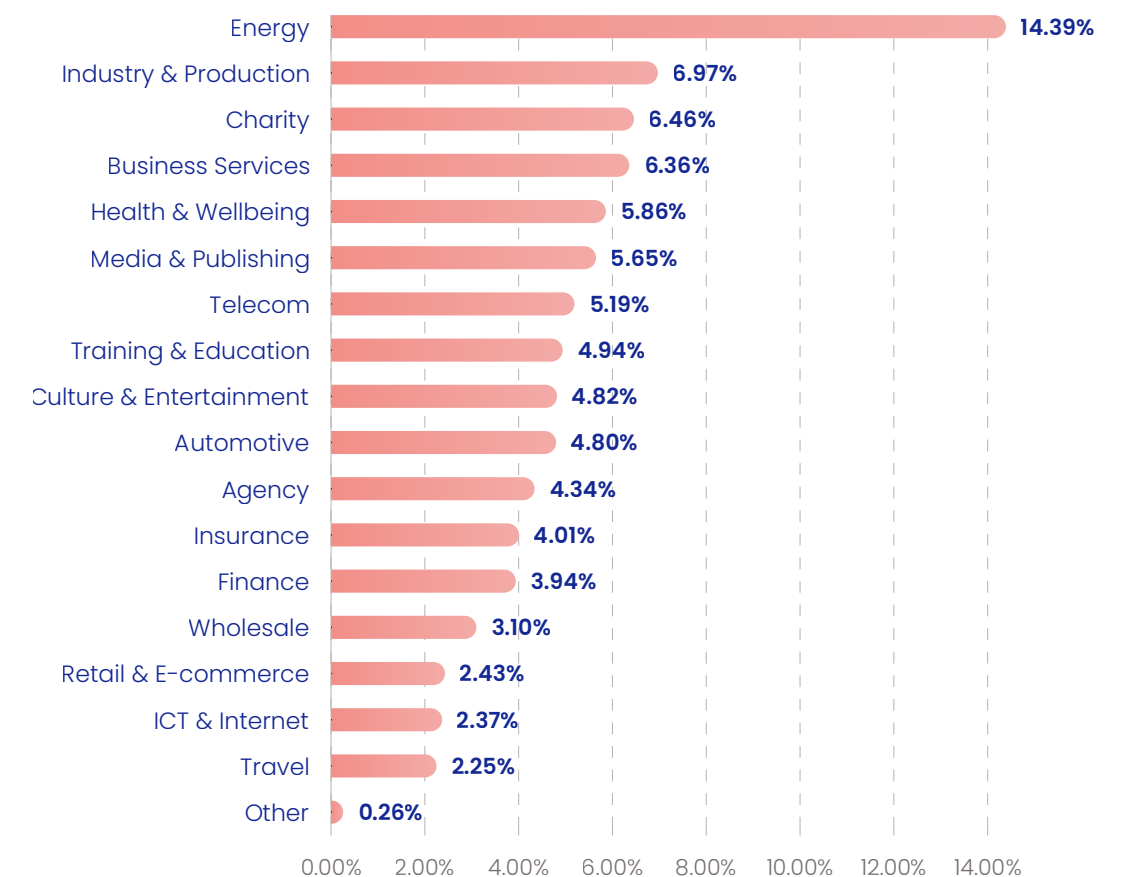
● Mobile ● Desktop

4. Click through rate per industry
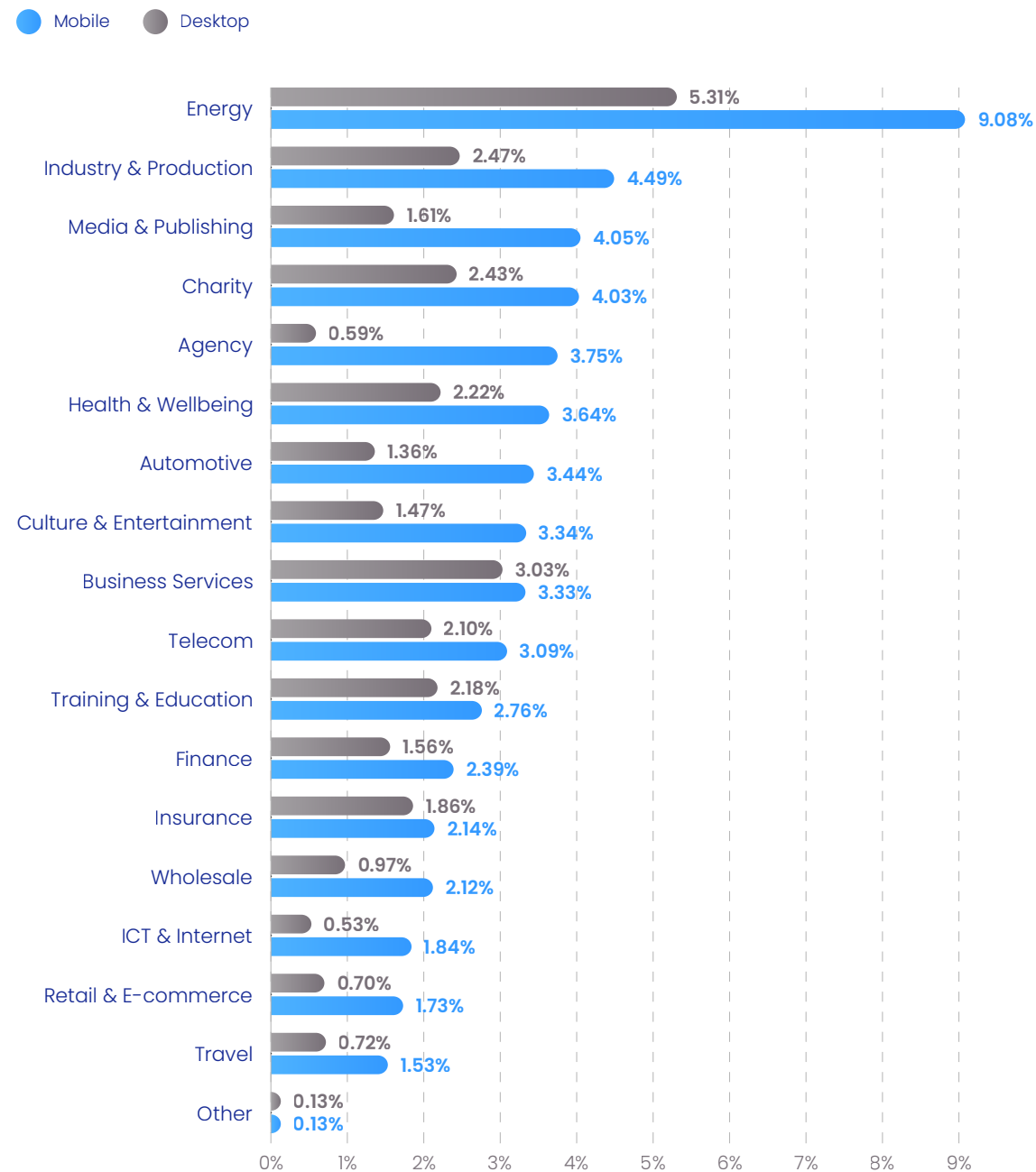
FIG. 41

Click through rate per sector per industry

The **Energy industry** sees the highest click through rates this year (14.39%) and the Travel industry shows the lowest rates of 2.25%.

Industry	Rate
Energy	14.39%
Industry & Production	6.97%
Charity	6.46%
Business Services	6.36%
Health & Wellbeing	5.86%
Media & Publishing	5.65%
Telecom	5.19%
Training & Education	4.94%
Culture & Entertainment	4.82%
Automotive	4.80%
Agency	4.34%
Insurance	4.01%
Finance	3.94%
Wholesale	3.10%
Retail & E-commerce	2.43%
ICT & Internet	2.37%
Travel	2.25%
Other	0.26%

3. Click through rate per sector

FIG. 40

Click through rate per sector per device

In B2B, mobile is responsible for an average 2.31% of the mailing's click through rate and desktop for 1.62%. For B2C, mobile is responsible for 1.97% and dekstop for 1.01%.

● Mobile ● Desktop

Energy industry generates click through rates of 14.39%!

FIG. 42

Click through rate per industry and device

● Mobile   ● Desktop

Industry	Desktop	Mobile
Energy	5.31%	9.08%
Industry & Production	2.47%	4.49%
Media & Publishing	1.61%	4.05%
Charity	2.43%	4.03%
Agency	0.59%	3.75%
Health & Wellbeing	2.22%	3.64%
Automotive	1.36%	3.44%
Culture & Entertainment	1.47%	3.34%
Business Services	3.03%	3.33%
Telecom	2.10%	3.09%
Training & Education	2.18%	2.76%
Finance	1.56%	2.39%
Insurance	1.86%	2.14%
Wholesale	0.97%	2.12%
ICT & Internet	0.53%	1.84%
Retail & E-commerce	0.70%	1.73%
Travel	0.72%	1.53%
Other	0.13%	0.13%

0% 1% 2% 3% 4% 5% 6% 7% 8% 9%

CLICK TO OPEN RATE

1. Average click to open rate — 47
2. Click to open rate per quarter — 48
3. Click to open rate per sector — 49
4. Click to open rate per industry — 51

1. Click to open rate

The click to open rate is a formula that looks at the number of unique clicks relative to the opens your email generates. This gives you an idea of how effective the content and design of your email is and whether the email prompts your recipients to take action.

To increase your CTO, you can use A/B testing. This provides insight into the type of content that drives your readers to action, so you can increase engagement and therefore conversions. The formula to calculate the click to open rate is simple: you first divide the number of unique clicks by the number of unique opens. Then you multiply this number by 100. The result is your CTO.

The average click to open rate, excluding machine generated opens, for 2023 is 12.89%

The average click to open rate, including machine generated opens, for 2023 is 10.77%

2. Click to open rate per quarter

FIG. 43

Click to open per quarter per device excluding machine generated opens

The average click to open rate for 2023 is **12.89%**. In our research, the best performing quarter for click to open rates is Q1 (15.34%).
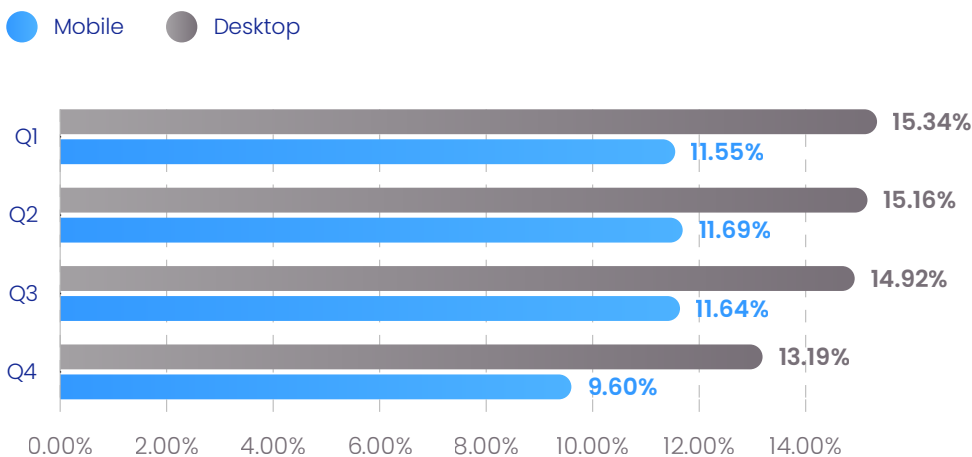
● Mobile   ● Desktop

- Q1: 11.55% / 15.34%
- Q2: 11.69% / 15.16%
- Q3: 11.64% / 14.92%
- Q4: 9.60% / 13.19%

FIG. 44

Click to open per quarter per device excluding machine generated opens

● Mobile   ● Desktop

- Q1: 10.10% / 13.17%
- Q2: 9.86% / 12.53%
- Q3: 9.77% / 12.18%
- Q4: 7.84% / 10.68%
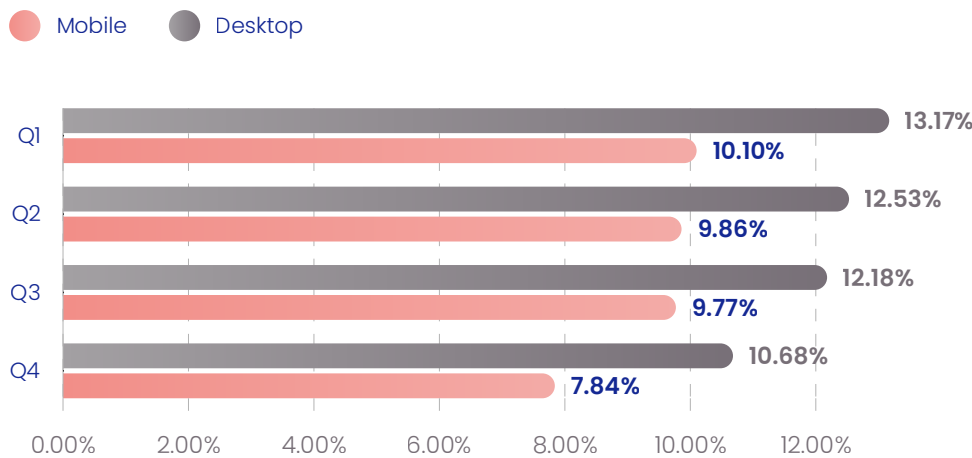
3. Click to open rate per sector

Click to open rate per device per sector excluding machine generated opens

For the B2B sector, there's a staggering difference, showing click to open rates higher on desktop (24.78%) versus only 5.04% on mobile. On average the mobile device generated a higher click to open rate (13.95%) in the B2C sector, but the CTO on desktop doesn't fall far behind with 11.56%.

● Mobile ● Desktop
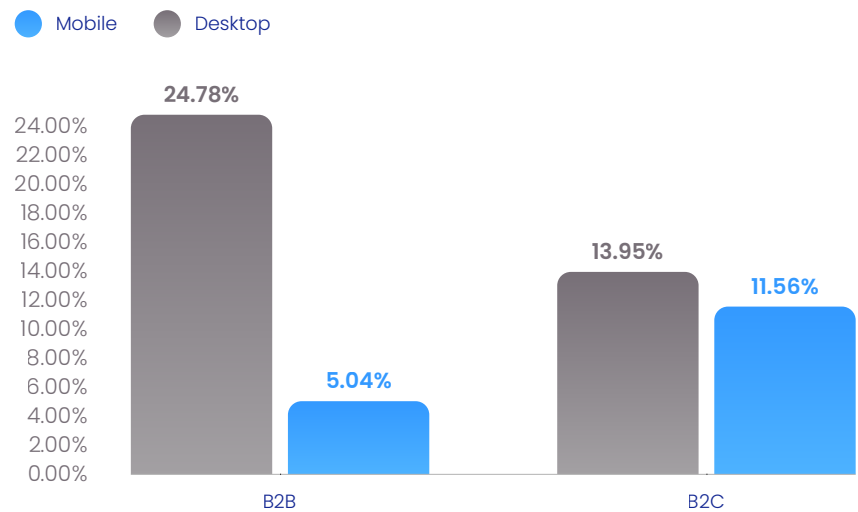
Free downloadable Marketing Calendar for 2023

Download our complete Marketing Calendar for 2023. With over 200 special dates and occasions for your marketing campaigns.

INSPIRE

Click to open rate per device per sector including machine generated opens

● Mobile ● Desktop
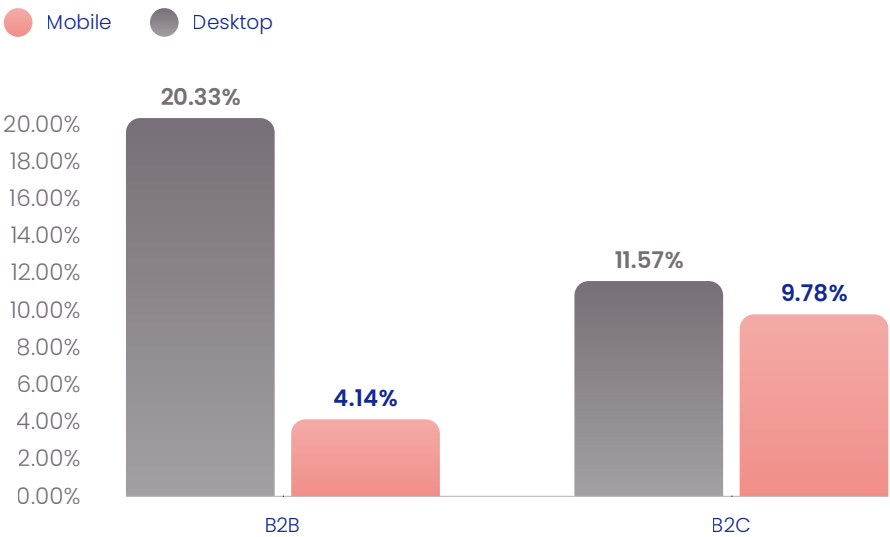
4. Click to open rate per industry

FIG. 47

Click to open rate per industry excluding machine generated opens

The **Industry & Production** industry sees the highest click to open rates for 2023 (26.01%) and the Travel industry shows the lowest rates with 7.99%.

Industry	Rate
Industry & Production	26.01%
Agency	25.54%
Energy	24.65%
Finance	21.80%
Business Services	16.76%
Charity	15.33%
Training & Education	14.25%
Retail & E-commerce	14.21%
Media & Publishing	13.71%
ICT & Internet	13.54%
Culture & Entertainment	12.39%
Health & Wellbeing	12.06%
Automotive	11.44%
Telecom	9.73%
Wholesale	9.60%
Insurance	8.39%
Travel	7.99%
Other	1.30%

FIG. 48

Click to open rate per industry including machine generated opens

Industry	Rate
Industry & Production	20.82%
Finance	18.80%
Agency	16.83%
Business Services	14.51%
Charity	12.70%
Retail & E-commerce	12.11%
Training & Education	12.00%
Media & Publishing	11.46%
Health & Wellbeing	10.52%
Culture & Entertainment	9.97%
Automotive	9.46%
ICT & Internet	9.16%
Telecom	8.41%
Wholesale	7.60%
Insurance	6.99%
Travel	6.72%
Other	1.02%

The Industry & Production industry see CTO's of 26.01%

FIG. 49

Click to open rate per industry per device excluding machine generated opens

We see the highest click to open on mobile the **Energy** industry at 24.51%. Agencies have the highest click to open rates on desktop devices (40.09%).

● Mobile   ● Desktop

Industry	Mobile	Desktop
Energy	24.51%	25.13%
Agency	24.23%	40.09%
Industry & Production	23.42%	30.60%
Finance	16.35%	26.86%
Retail & E-commerce	14.05%	15.28%
Charity	13.22%	18.64%
Culture & Entertainment	11.67%	14.14%
Media & Publishing	11.20%	19.66%
Telecom	10.41%	8.84%
ICT & Internet	9.48%	21.41%
Health & Wellbeing	9.28%	19.25%
Business Services	7.79%	26.13%
Travel	7.66%	9.55%
Automotive	7.28%	21.73%
Wholesale	7.18%	16.05%
Insurance	6.96%	9.42%
Training & Education	6.77%	26.51%
Other	1.48%	1.44%

FIG. 50

Click to open rate per industry per device including machine generated opens

● Mobile   ● Desktop

Industry	Mobile	Desktop
Energy	21.51%	22.02%
Industry & Production	18.63%	24.81%
Agency	15.88%	25.53%
Finance	14.06%	23.57%
Retail & E-commerce	12.03%	12.75%
Charity	10.95%	15.34%
Media & Publishing	9.50%	16.07%
Culture & Entertainment	9.42%	11.19%
Telecom	8.98%	7.67%
Health & Wellbeing	8.02%	17.32%
Business Services	6.59%	22.33%
Travel	6.52%	7.80%
Automotive	5.99%	17.81%
ICT & Internet	5.93%	15.26%
Insurance	5.76%	7.87%
Training & Education	5.68%	22.00%
Wholesale	5.62%	12.53%
Other	1.18%	1.12%

SEND DAY

1. Most popular send day

There's a ton of data and statistics out there to tell you the best day to send business emails. Every email list is made up of a different group of people with different habits and interests. So, your best send time may or may not be the same as other businesses.

While these benchmark figures give you a solid foundation to build on, there's no hard and fast rule for sending out emails. Instead, you need to understand YOUR audience and know what works for them.

That said, having an idea of the global standard of the best times to post is a great starting point. You can then test and tweak your schedule to send out emails at the perfect time. So first, let's look at some of the statistics that dominate the market for 2023.

The most popular send day for 2023 is Thursday

Would you like to discuss the results? Or would you like more information on the Email Benchmark? Send an email to **marketing@deployteq.com** or call us on **+ 31 30 698 80 80**.

Grace Roberts
Content Marketer

EMAIL GRACE

FIG. 51

Most popular send day

The most popular day to send emails in 2023 is **Thursday** (17.08%) and the least popular day to send emails is on Sunday (11.24%).
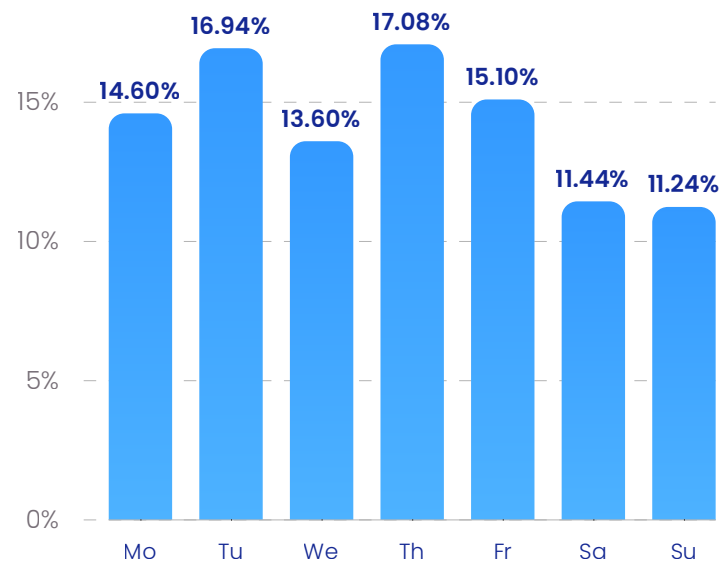
FIG. 52

Most popular send day per sector

The most popular day to send emails for both **B2B** and **B2C is Thursday**.

- ● B2B
- ● B2C
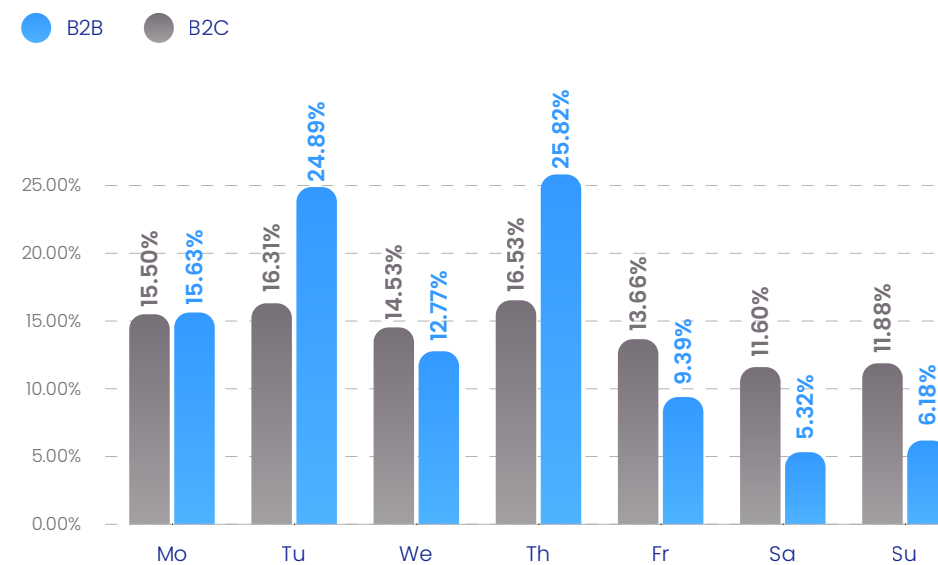
FIG. 53

Most popular send day per industry

Automotive has a very strong preference for a send day, with 35.85% of all emails within this industry being sent on Tuesdays. Industries such as Media & Publishing and Industry & Production have less preference, with both slightly over 16% of emails being sent on Thursdays.

Industry	Day
Automotive	Tuesday
Insurance	Thursday
Training & Education	Thursday
Health & Wellbeing	Tuesday
Finance	Thursday
Charity	Thursday
Business Services	Thursday
Other	Saturday
Telecom	Thursday
ICT & Internet	Wednesday
Agency	Sunday
Culture & Entertainment	Thursday
Wholesale	Thursday
Retail & E-commerce	Friday
Travel	Friday
Energie	Friday
Industry & Production	Thursday
Media & Publishing	Thursday

The Automotive industry sends most messages on a Tuesday

2. Open rate per send day

Open rate per send day excluding machine generated opens

The highest average open rate can be found on a **Thursday (29.24%)**. The lowest open rate we've seen is on a Saturday (25.13%).

Bar chart: Mo 28.21%, Tu 29.15%, We 28.74%, Th 29.24%, Fr 28.30%, Sa 25.13%, Su 27.39%
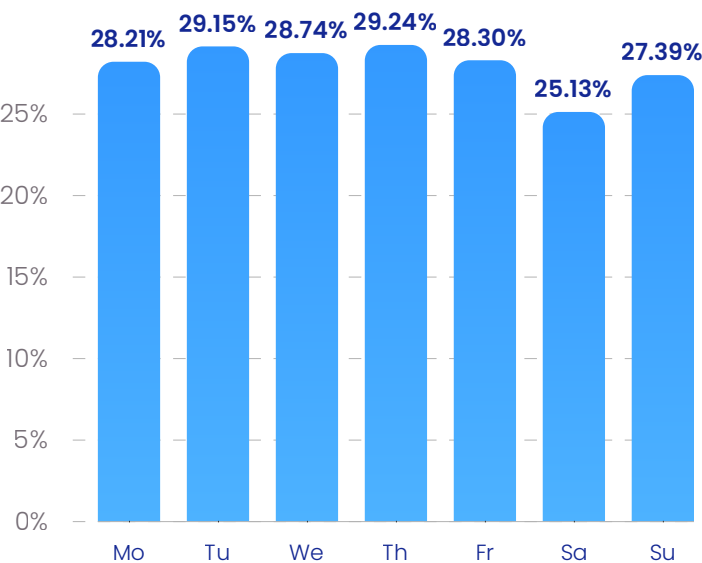
Average open rate of 29.24% on Thursdays

Open rate per send day including machine generated opens

Bar chart: Mo 36.49%, Tu 37.63%, We 36.92%, Th 37.85%, Fr 36.90%, Sa 33.04%, Su 36.05%
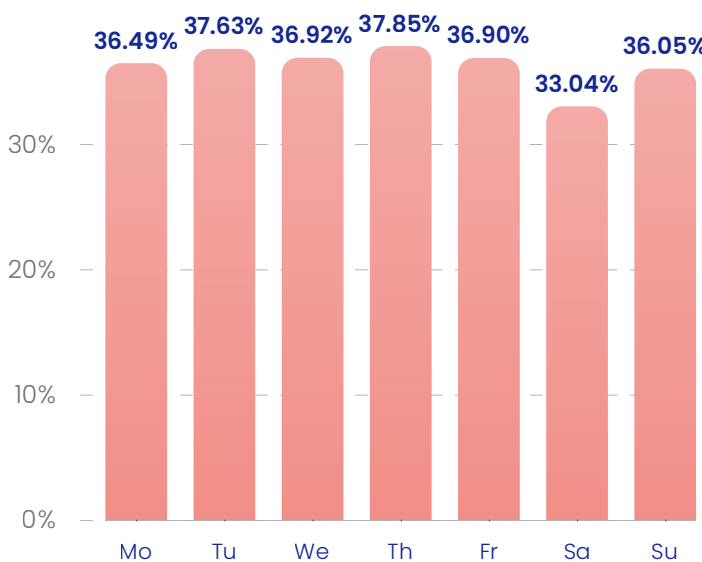
Open rate per day per sector excluding machine generated opens

The highest average open rate for **B2B is on Friday** (34.52%). The highest open rate for **B2C is on Thursday** (29.27%). It is striking that certainly in the B2C sector open rates are relatively close especially on weekdays. Within B2B, we see stronger differences.'

● B2B   ● B2C

Bar chart (B2B / B2C):
Mo 31.13% / 27.99%, Tu 28.33% / 29.24%, We 32.94% / 28.46%, Th 28.94% / 29.27%, Fr 34.52% / 28.03%, Sa 32.18% / 24.91%, Su 30.34% / 27.28%
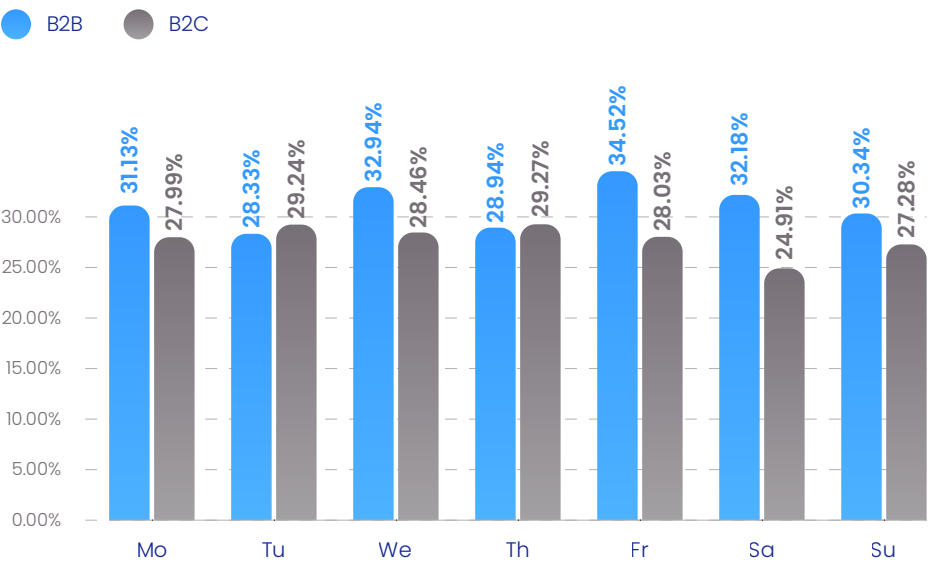
Open rate per day per sector including machine generated opens

● B2B   ● B2C

Bar chart (B2B / B2C):
Mo 36.71% / 36.47%, Tu 34.35% / 38.00%, We 39.14% / 36.77%, Th 35.10% / 38.15%, Fr 40.55% / 36.75%, Sa 38.89% / 32.85%, Su 36.57% / 36.03%
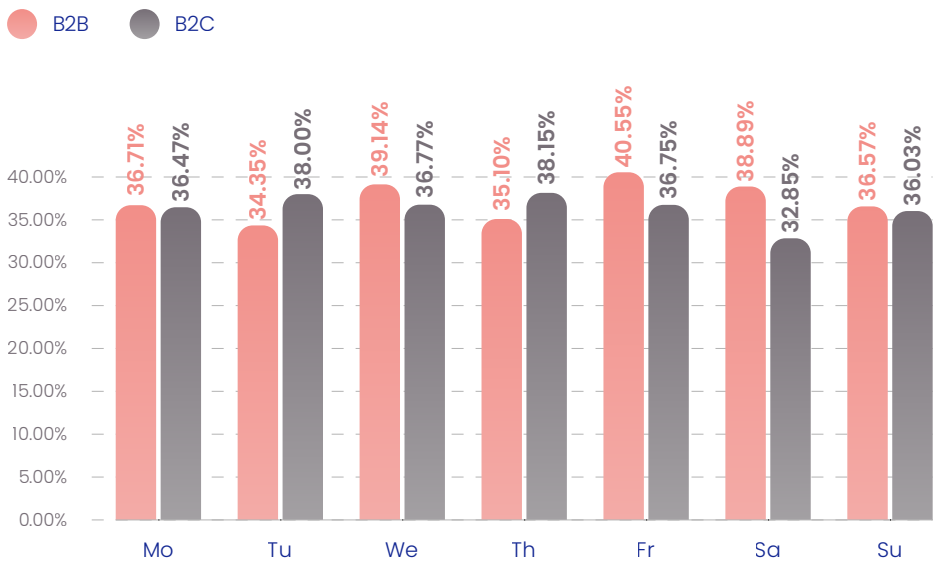
3. Click through rate per send day

Click through rate per send day

The highest average click through rate can be found on **Thursday (3.17%)** and the lowest average click through rate is seen on Saturday (2.69%).

Improve your statistics by enriching customer data

Download our free whitepaper, where you'll get to meet first-party data's lesser know brother, zero-party data. We'll give you hints and tips on collecting data and enriching your customer profiles for the ultimate email campaign success.

DOWNLOAD

Click through rate per sector per send day

The highest average click through rate for the **B2B sector is Friday** (5.01%), and for **B2C is Thursday** (3.11%).

Send on Thursday for the highest click through rate

4. Click to open rate per send day

FIG. 60

Click to open rate per send day excluding machine generated opens

The highest average click to open rate is seen on a **Sunday (13.73%)**. The lowest average click to open rate is on Saturday (10.74%).
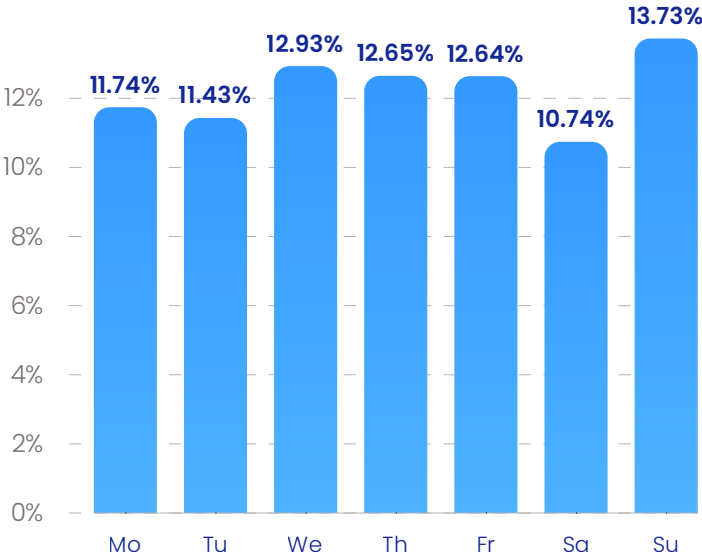
FIG. 61

Click to open rate per send day including machine generated opens
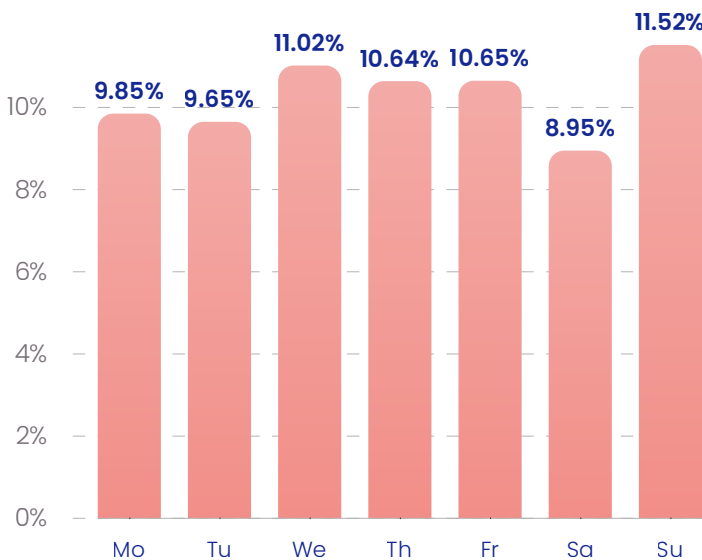
FIG. 62

Click to open rate per sector per send day excluding machine generated opens

The highest average click to open rate for the B2B sector is on Sunday (14.16%) and for B2C a Sunday (13.71%).
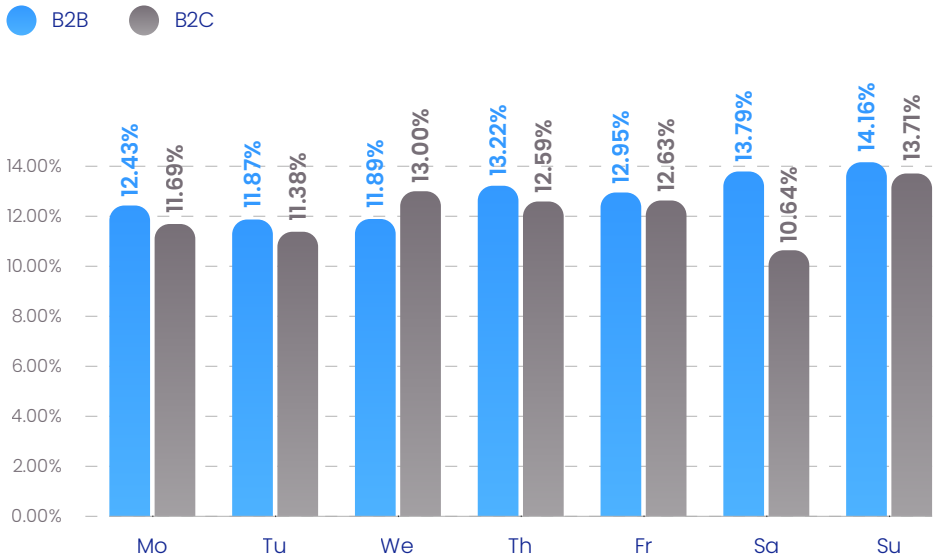
FIG. 63

Click to open rate per sector per send day excluding machine generated opens
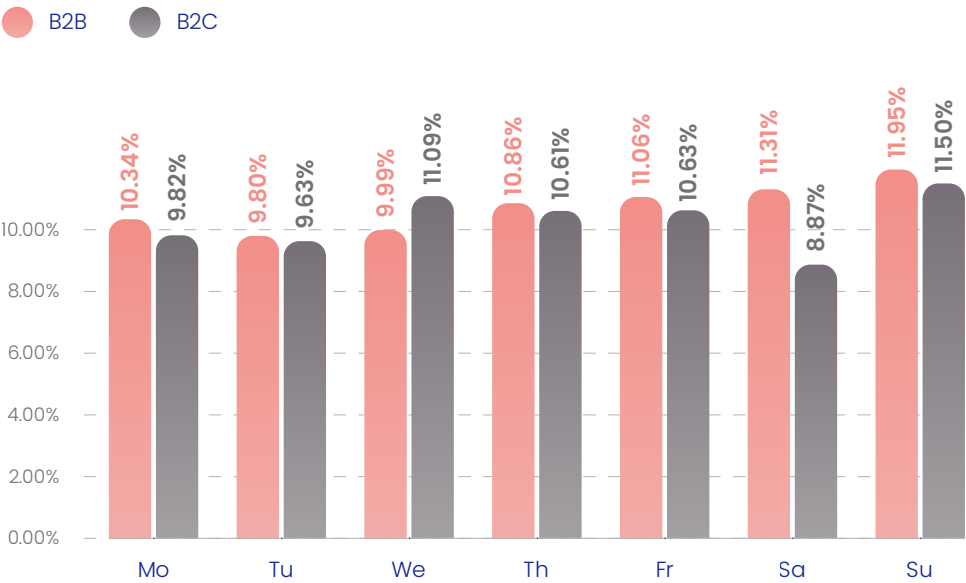
SEND TIME

1. Most popular send time

The most popular send time for this year is 12:00, and KPI success points towards success at 21:00, 23:00 or 05:00, depending on your desired metric. It's clear that there's no clear-cut rule on the best time to send you campaigns.

What applies to send day, also applies to send time. Each email list is made up of a particular collection of people with unique behaviours. As a result, your optimal send time may or may not be the same as that of other organisations. The coming results will give you a solid starting point to test from, to find the right fit for your audience.

The following figures are calculated on the time a mailing is sent rather than the specific person opening the email. For example, if a mailing is sent at 15:00 and receives the highest percentage of opens, that is the time we are reporting on.

> **The most popular send time for 2023 is 12:00**

> "There is no single best moment to send emails. Keep running tests to see how your database responds to certain sending periods and adapt to the results."

Nina van der Burgh
Teamlead Marketing & Digital Marketing Specialist

FIG. 64

Most popular send time

The most popular time to send emails is **12:00 (11.40%)** and the least popular time to send emails is on 01:00 (0.14%).
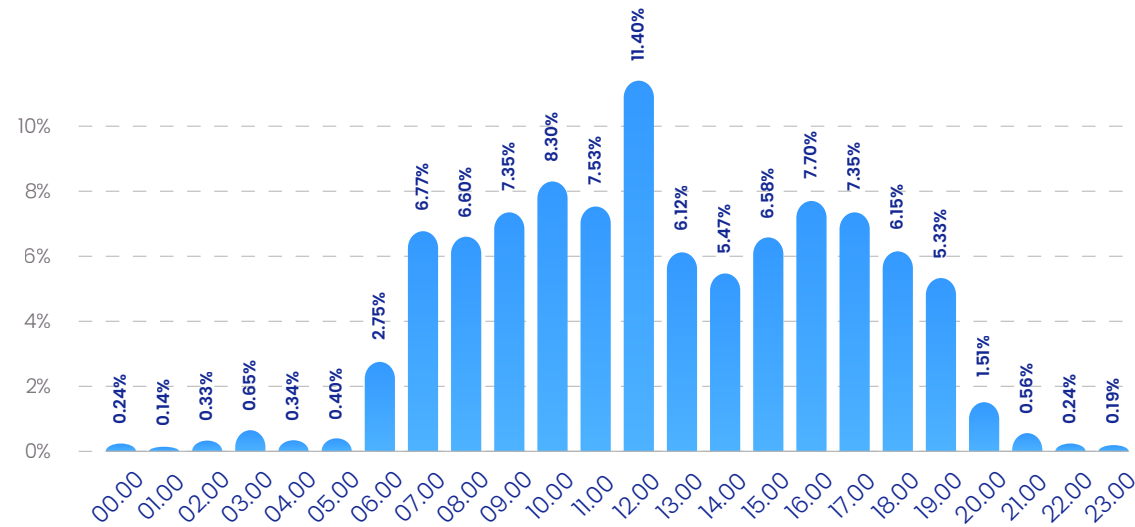
FIG. 66

Most popular send time for B2C

The most popular time to send emails for the B2C sector is **12:00 (11.71%%)** and the least popular time to send is 01:00 (0.15%).
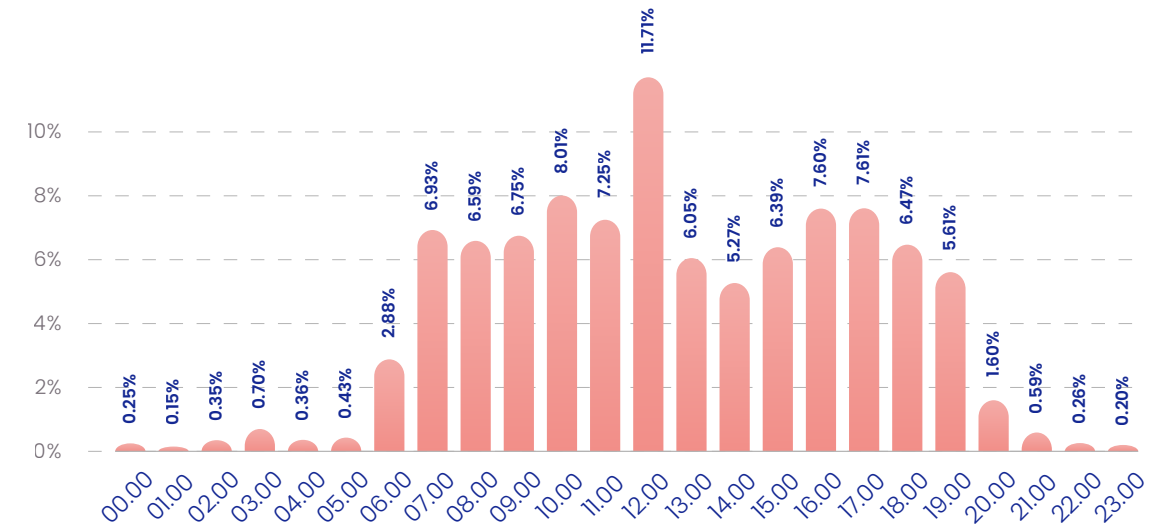
FIG. 65

Most popular send time for B2B

The most popular time to send emails for the B2B sector is **09:00 (15.91%)** and the least popular time to send is between 22:00 and 05:00.
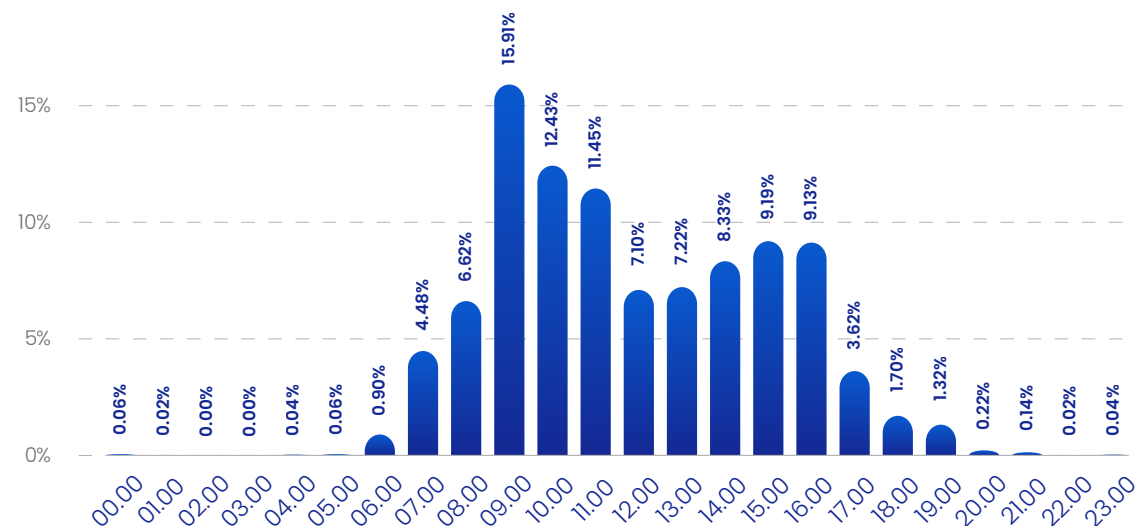
The most popular time to send for B2C is 12:00

67

2. Open rate per send time

FIG. 67

Open rate per send time excluding machine generated opens

The highest average open rate can be found at **05:00 (46.06%)**. The lowest open rate we've seen is at 01:00 (20.51%).
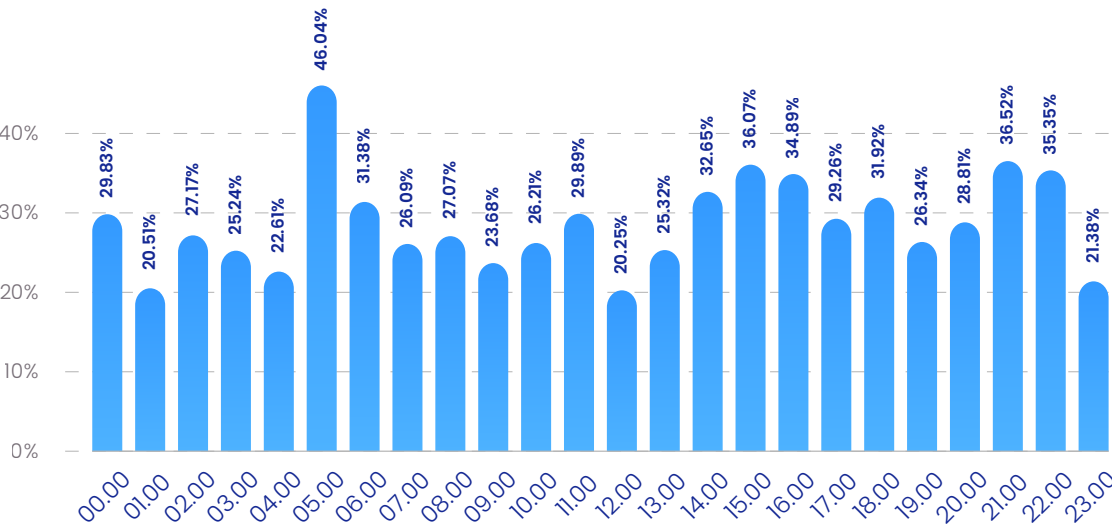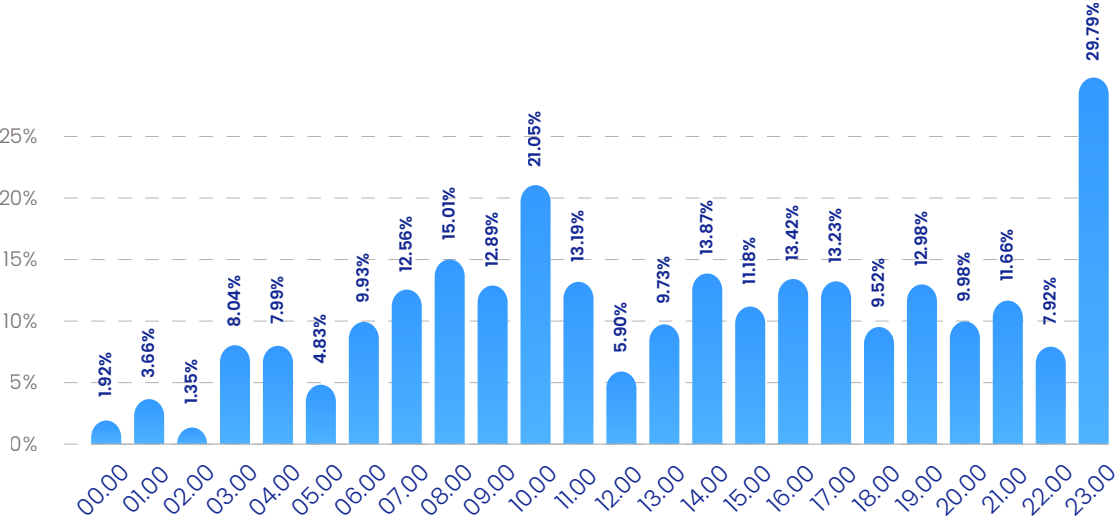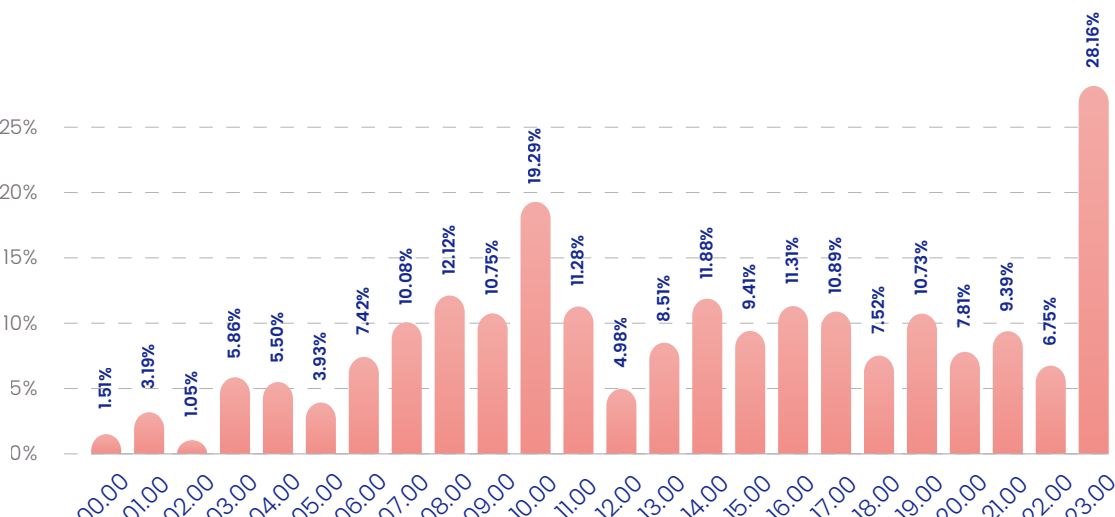

FIG. 68

Open rate per send time including machine generated opens
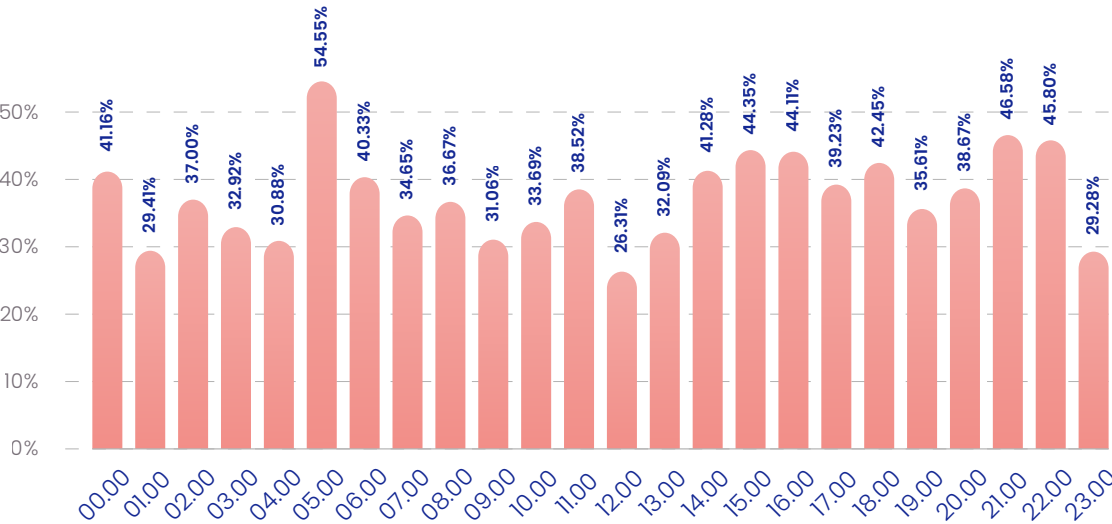
FIG. 69

Open rate per send time per sector excluding machine generated opens

The highest average open rate for the **B2B sector is at 04:00** (55.75%) and for the **B2C sector, 05:00** (46.17%).

B2B ● B2C ●
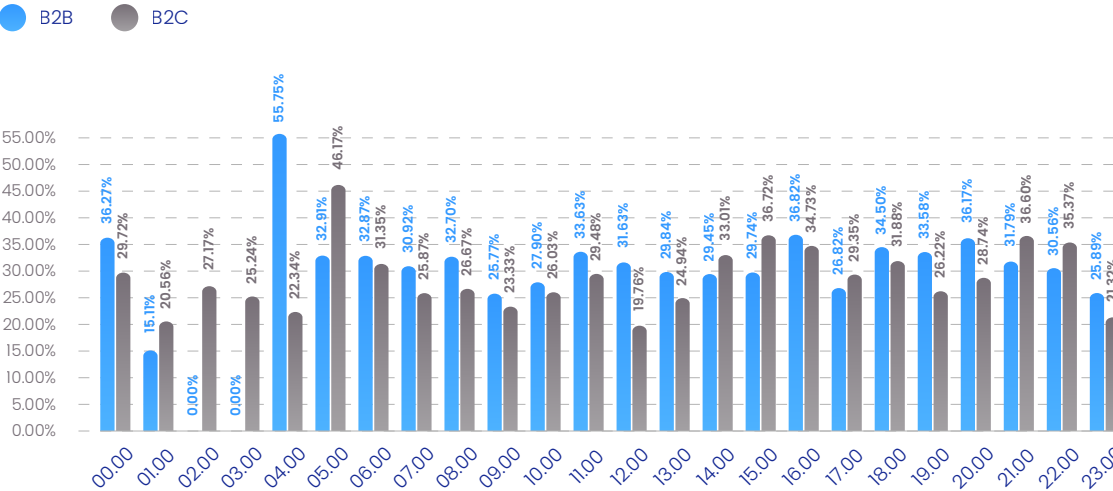
FIG. 70

Open rate per send time per sector including machine generated opens

B2B ● B2C ●

3. Click through rate per send time

Click through rate per send time

The highest average click through rate can be found at **21:00 (4.97%)** and the lowest average click through rate is seen at 00:00 (0.31%).
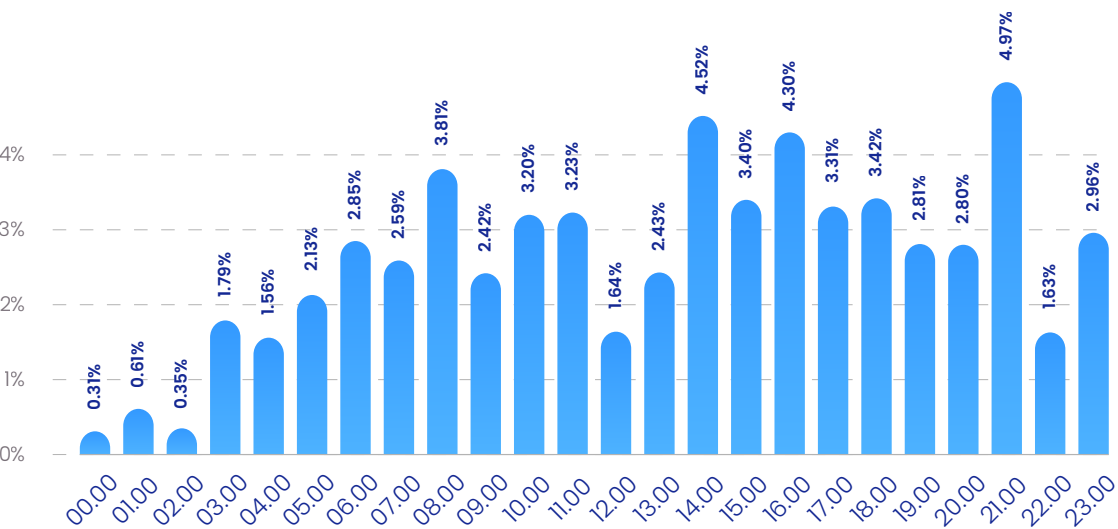
Click through rate per sector per send time

The highest average click through rate for the **B2B sector is at 20:00 (8.57%)**. The highest average click through rate for the **B2C industry is at 21:00** (4.99%).

● B2B ● B2C
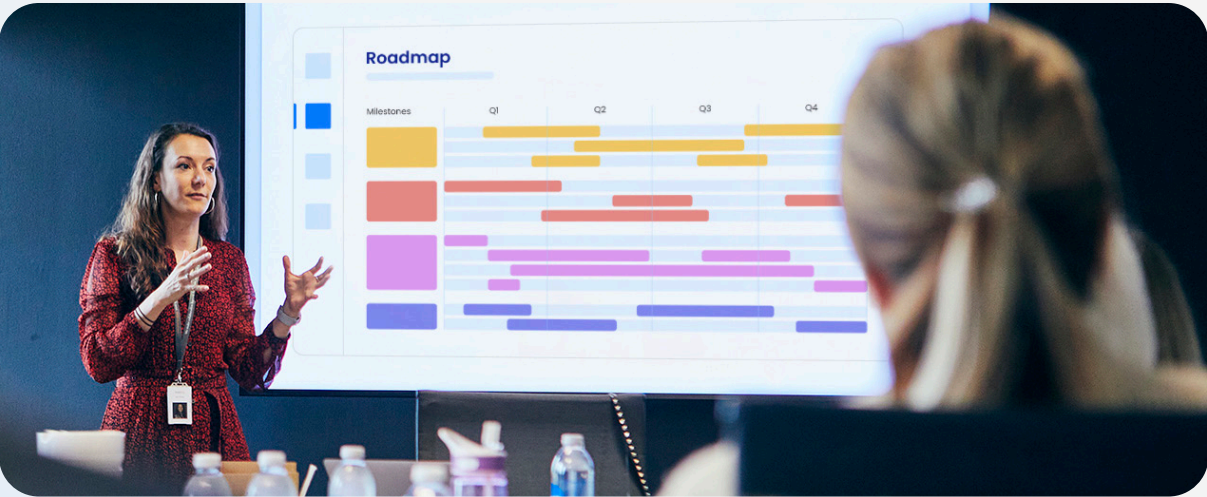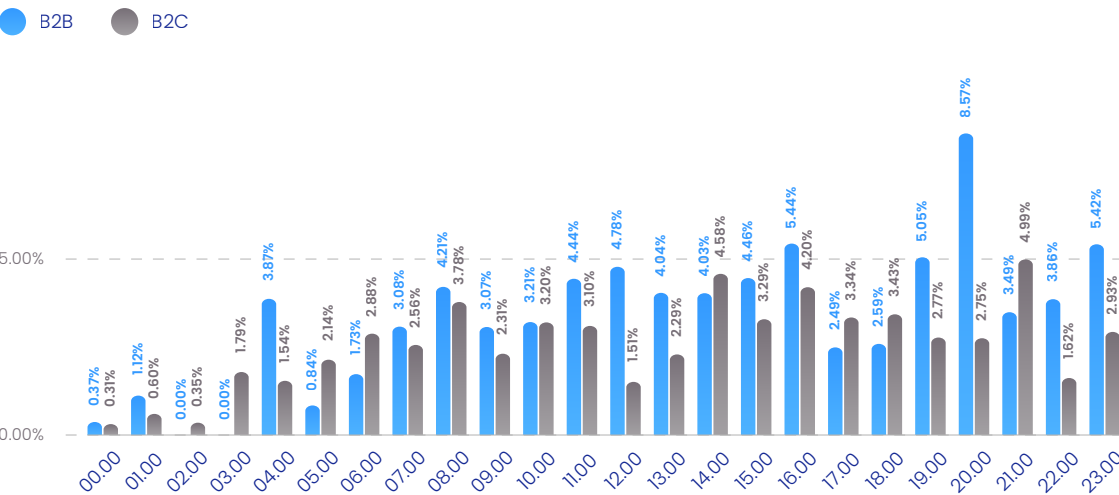
The highest click through rates are seen at 21:00

4. Click to open rate per send time

FIG. 73

Click to open rate per send time excluding machine generated opens

The highest average click to open rate is seen at **23:00 (29.79%)**. The lowest average click to open rate is seen at 02:00 (1.35%).

FIG. 75

Click to open rate per send time per sector excluding machine generated opens

The highest average click to open rate for the **for B2B (20.69%) & B2C (29.91%) sector is both at 23:00**.

- B2B
- B2C

FIG. 74

Click to open rate per send time including machine generated opens
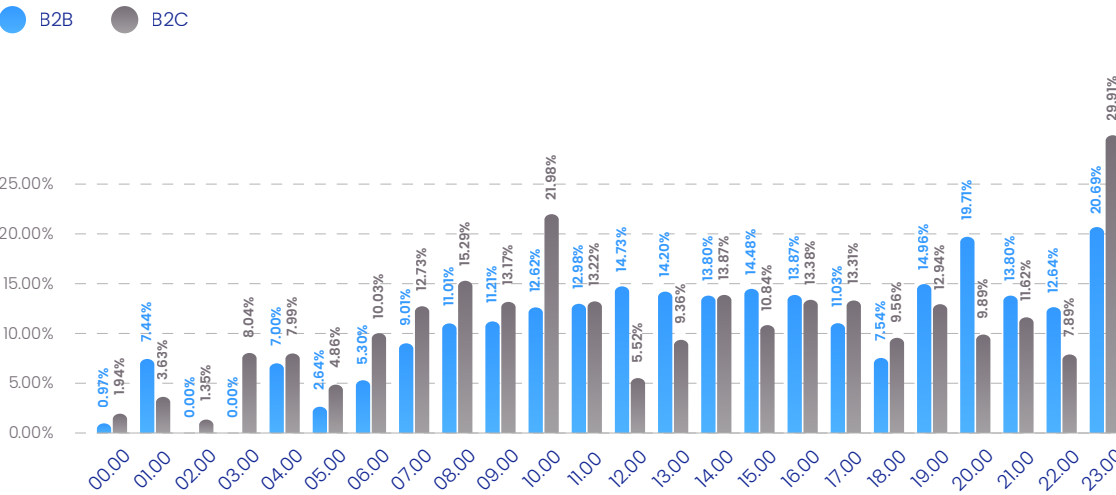
FIG. 76

Click to open rate per send time per sector including machine generated opens

- B2B
- B2C

73

74
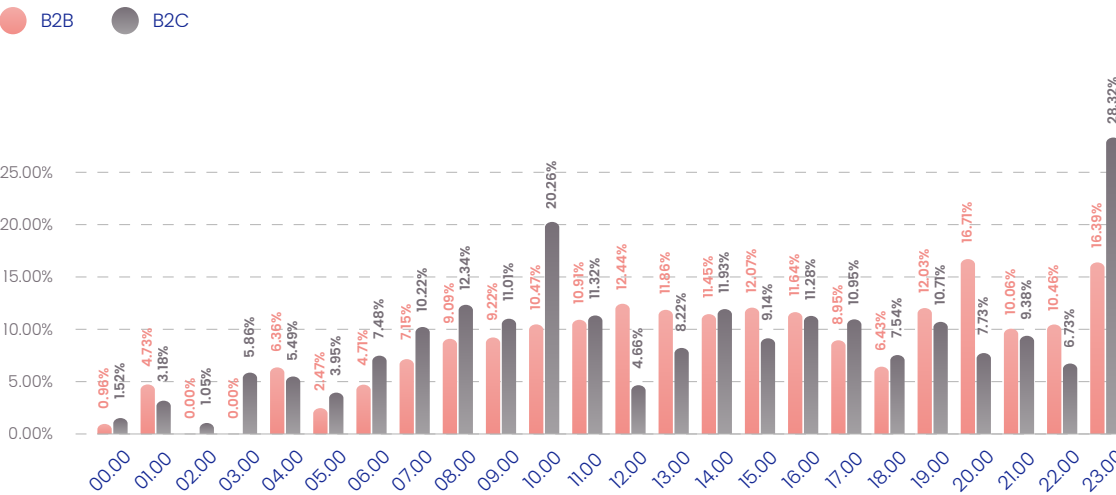
5. Send time per industry

In the following graphs, we've broken down each of our top industries. If you'd like to find out more about your industry. You can contact us at marketing@deployteq.com.

FIG. 77

Popular send times for Agency, Retail & E-commerce, Travel and Business Service industries

- Agency
- Travel
- Business Services
- Retail & E-commerce
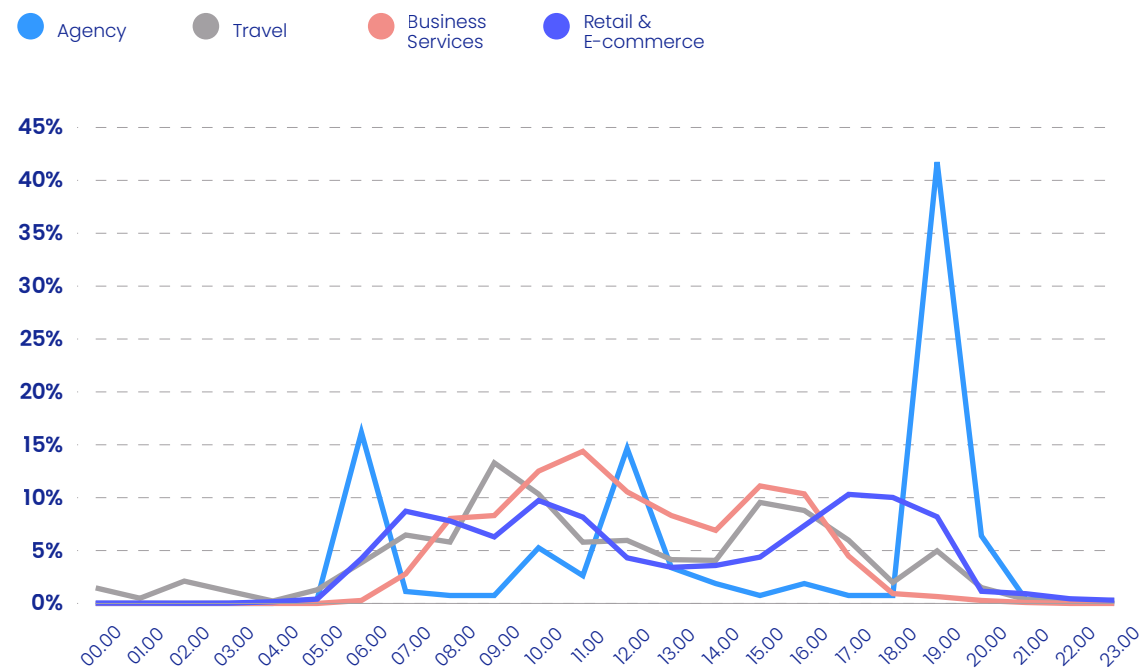
FIG. 78

OR, CTR & CTO per send time for Agencies

- OR
- CTR
- CTOR
- Volume sent
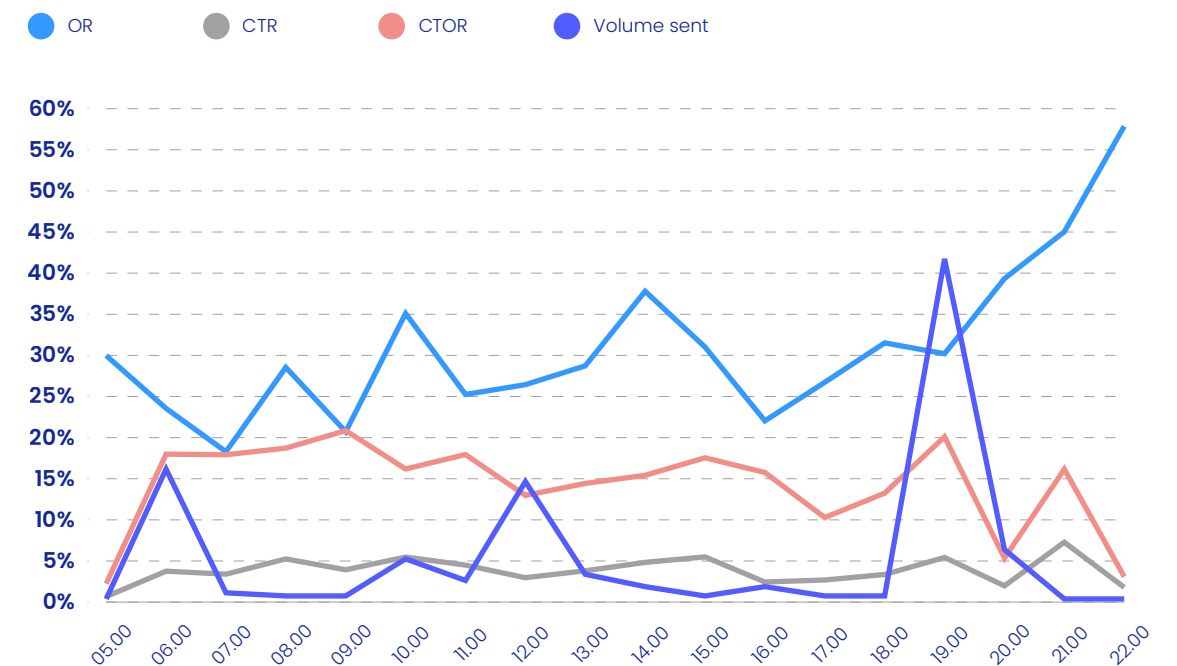
FIG. 79

OR, CTR & CTO per send time for Retail & E-commerce

- OR
- CTR
- CTOR
- Volume sent
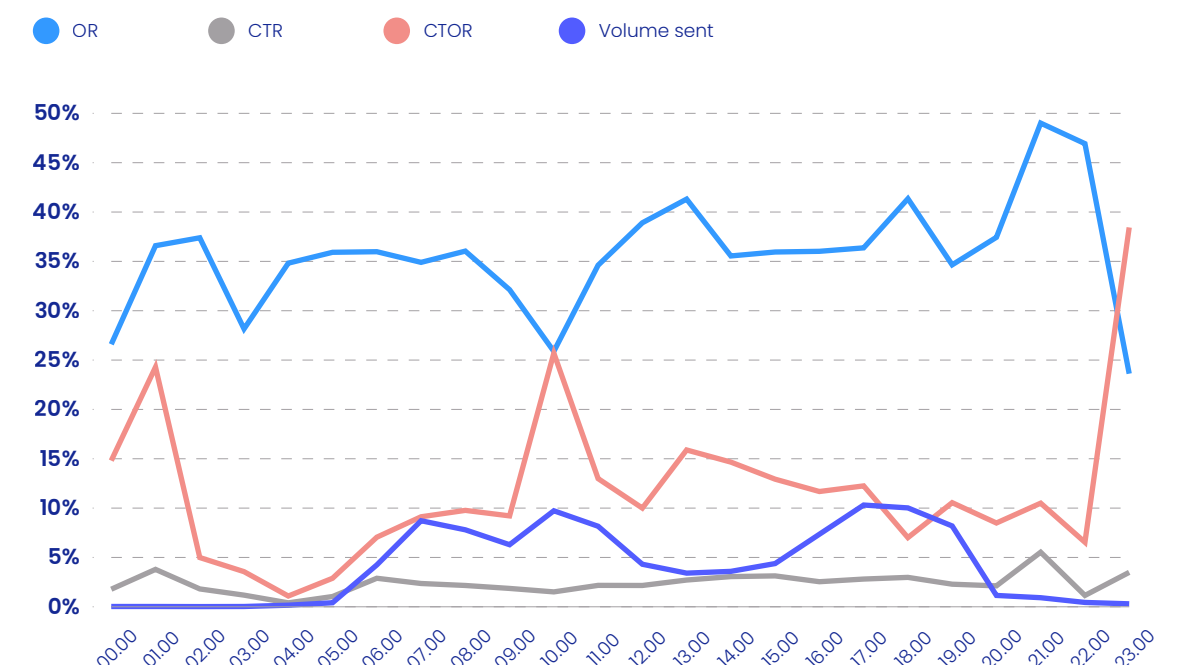
FIG. 80

OR, CTR & CTO per send time for Travel

● OR   ● CTR   ● CTOR   ● Volume sent
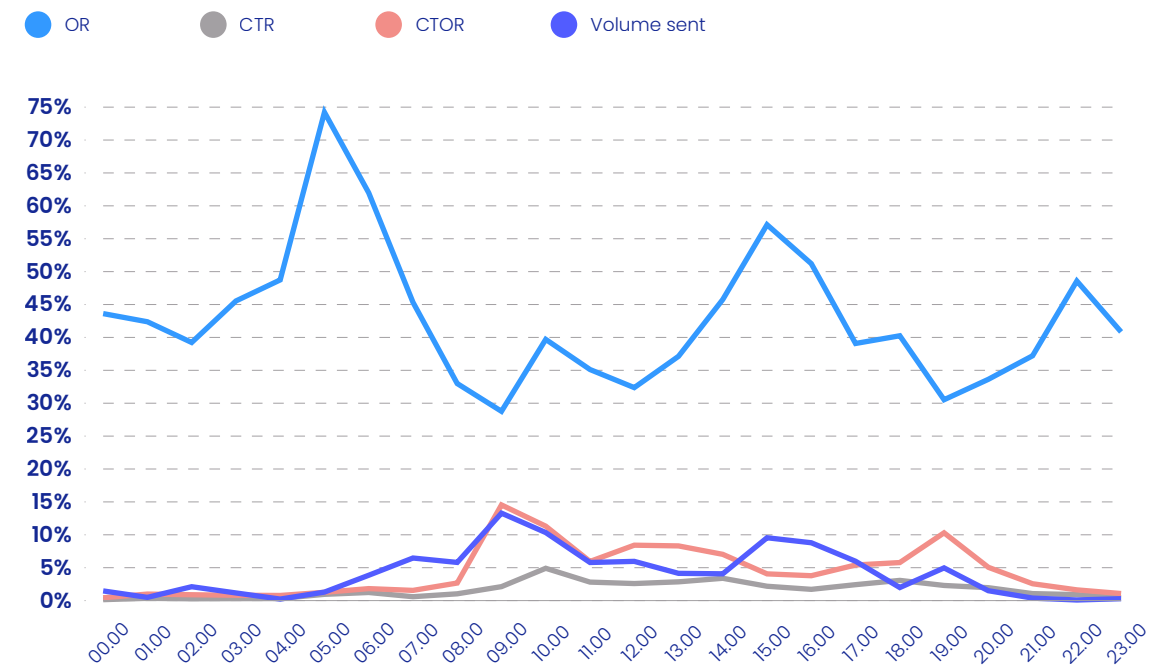
FIG. 81

OR, CTR & CTO per send time for Business Services
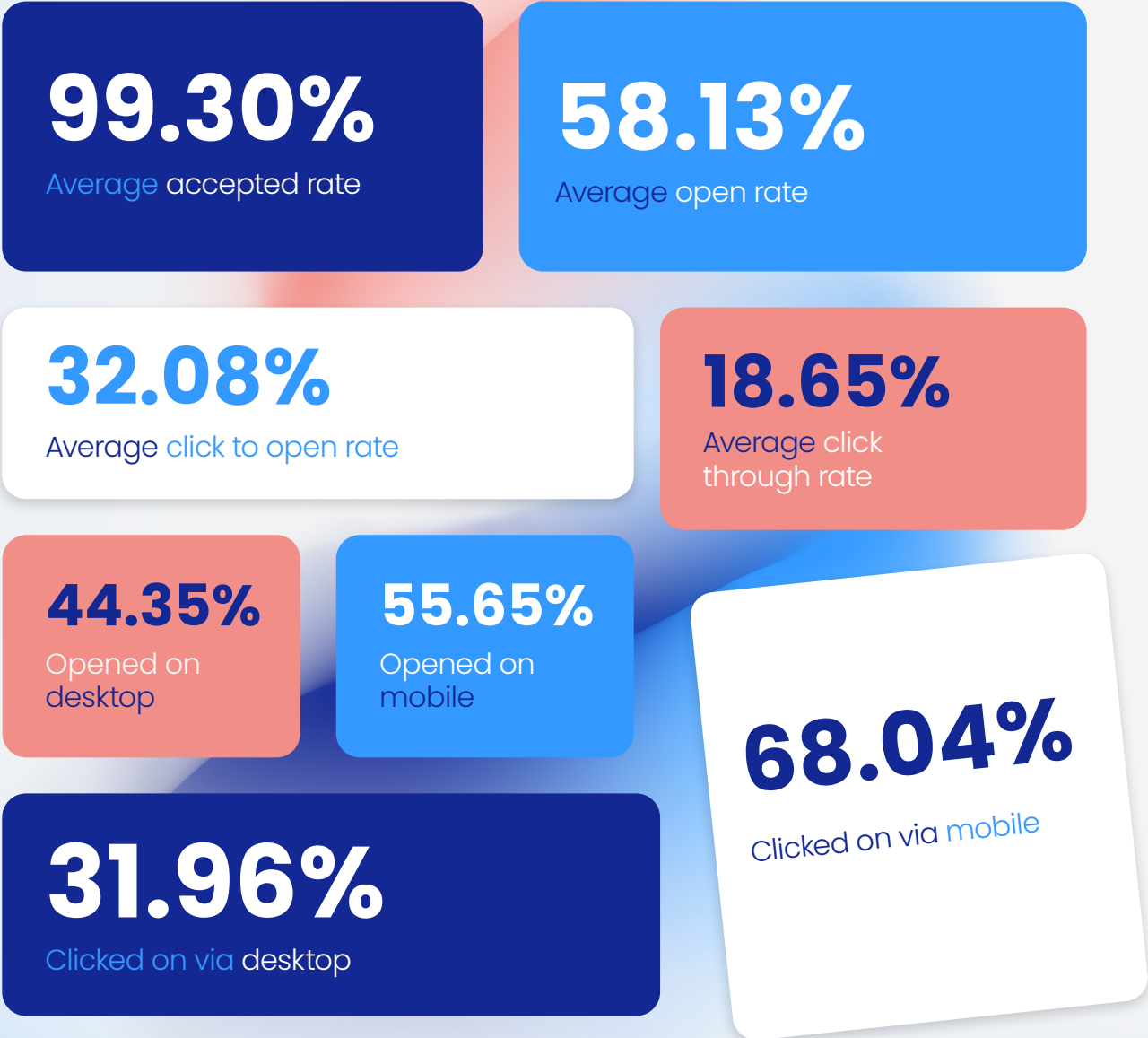
● OR   ● CTR   ● CTOR   ● Volume sent
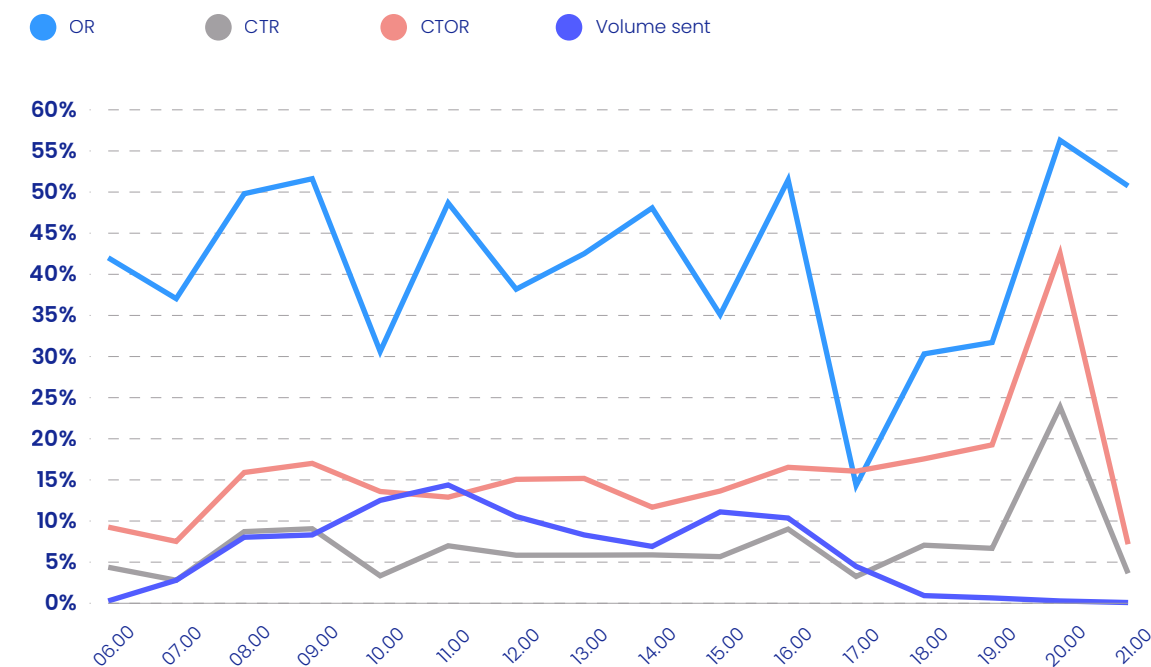
TRANSACTIONAL EMAIL

Transactional summary

Transactional emails are a marketer's best friend. They are typically the most relevant emails you send to your customers because they reflect your contacts behaviour – purchase confirmations, downloaded content, flight updates, insurance policies, signed up for a new account, entered a contest, etc.

The engagement metrics for transactional emails bear this out, with these messages driving off-the-charts performance. The below metrics are calculated excluding machine generated open rates. If you want to see the figures including machine generated opens, please contact us via **marketing@deployteq.com**.

99.30%
Average accepted rate

58.13%
Average open rate

32.08%
Average click to open rate

18.65%
Average click through rate

44.35%
Opened on desktop

55.65%
Opened on mobile

68.04%
Clicked on via mobile

31.96%
Clicked on via desktop

DIGITAL MARKETING

1. Digital advertising with Traffic Builders

With the removal of third-party cookies from Google and the rise in popularity of first- and zero-party data, online ads are on everybody's lips.

To give you an even more complete picture of your multichannel marketing mix for this special anniversary edition of the Email Benchmark, we teamed up with digital marketing agency Traffic Builders to get the scoop on benchmark statistics for this year. With over 20 years in digital marketing and top tier clients such as Greenpeace, Deloitte, Toyota and Refurbished, Traffic Builders is one of the top digital agencies. Their knowledge and insights support B2C and B2B to excel in digital advertising.

DEFINITIONS:

- – **CTR:** Click through rate is the number of clicks your ad generates divided by the number of times the ad is shown. CTR = clicks ÷ impressions.

- – **CPM**: Cost per mille is a marketing term for the cost an advertiser pays per thousand ad impressions on a web page. CPM = 1000 x cost ÷ impressions.

- – **CPC:** Cost per click shows what you pay per click on your ad. CPC = cost to advertiser ÷ number of clicks.

- – **VTR:** View through rate is the number of full views of an ad that can be skipped, divided by the total number of impressions. VTR = full views (not skipped) ÷ impressions (ad rendered).

- – **CR:** The conversion rate represents the contribution to the whole in a percentage. CR = conversions ÷ total number of conversions.

TRAFFIC BUILDERS
PUSHING MARKETING BOUNDARIES

FIG. 82

CTR per sector and channel

From our data we see that B2C performs better in CTR in social ads (1.13%) and the B2B sector performs better in terms of CTR in display advertising (1.01%).
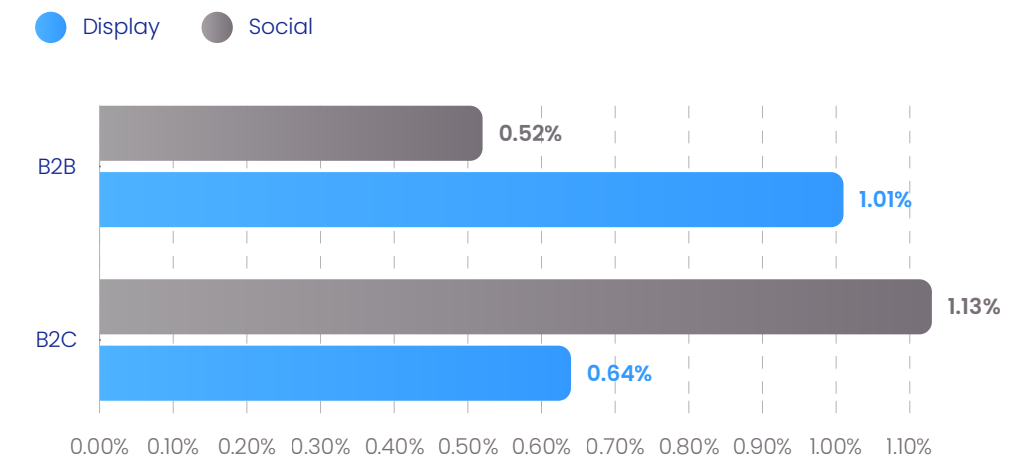

- ● Display
- ● Social

FIG. 83

CPM per sector and channel

On average, **CPM for the B2B sector is higher** than for the B2C sector. In both sectors, CPM is higher for social ads versus digital ads. For B2C, the difference is €9.86 for social ads and €6.69 for display ads. For B2B, the average CPM for social ads is €12.62 versus €8.68 for display.
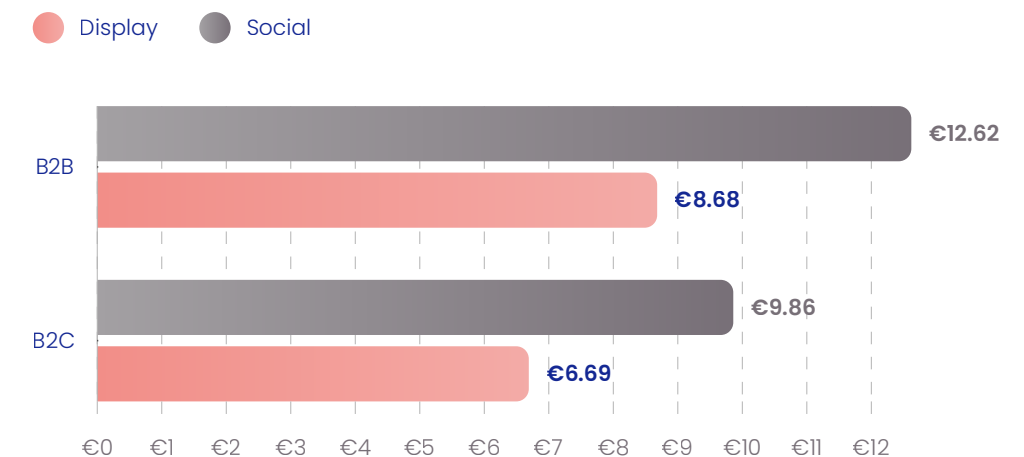

- ● Display
- ● Social

FIG. 84

CPC display per sector

By a small margin, **B2B has the highest CPC** (€ 0.54) for display.

€0.54

€0.43

€0.50
€0.40
€0.30
€0.20
€0.10
€0.00

B2B   B2C

The B2B sector sees a higher average CPC

FIG. 86

VTR social per sector

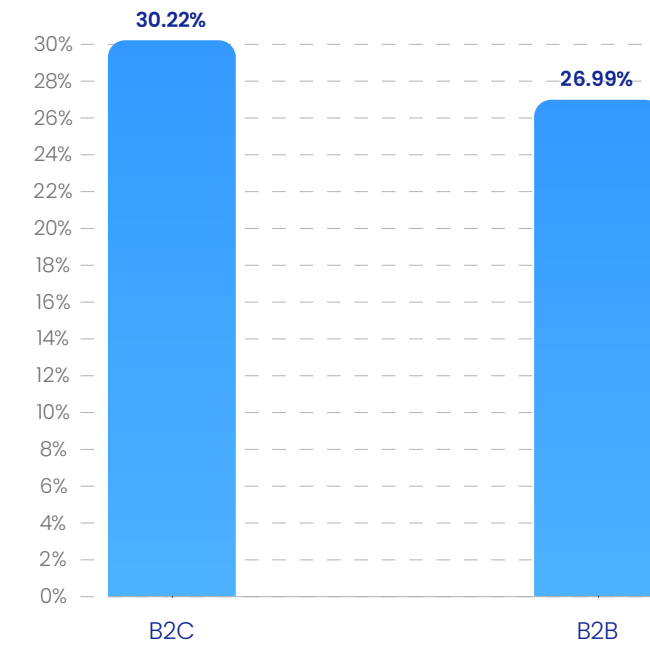The sector B2C sees higher VTR rates (30,22%) on social advertising than B2B (27,00%).

30.22%

26.99%

30%
28%
26%
24%
22%
20%
18%
16%
14%
12%
10%
8%
6%
4%
2%
0%

B2C   B2B

FIG. 85

CR per sector and channel

Social advertising overall sees much higher conversion rates than display in both B2B (14.29% for social versus 0.76% for display) and B2C (3.22% versus 0.95%).
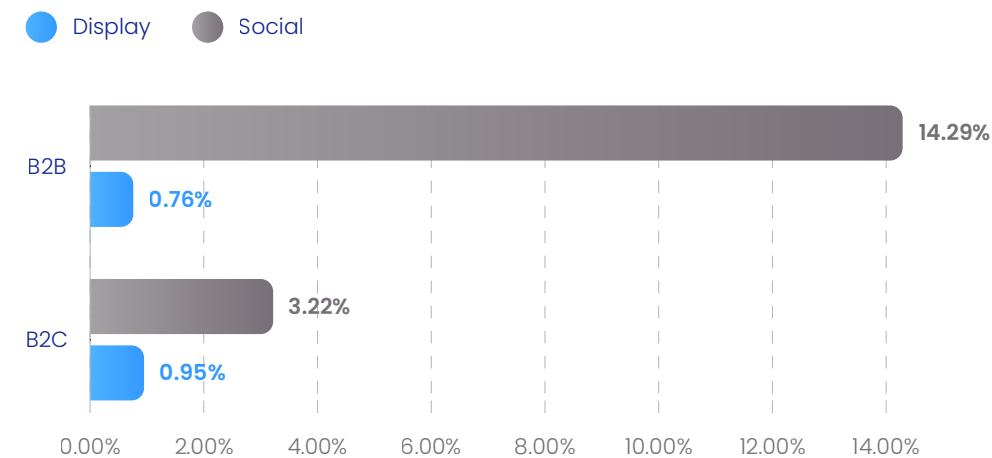
● Display   ● Social

B2B   14.29%
        0.76%

B2C   3.22%
        0.95%

0.00% 2.00% 4.00% 6.00% 8.00% 10.00% 12.00% 14.00%

FIG. 87

SEA CTR and conversion rate per sector

In the B2B sector, companies achieve an average **CTR of 9.17%** and average CR of 3.80%. In B2C, companies achieve an average CTR of 10.42% and an average CR of 5.30%.
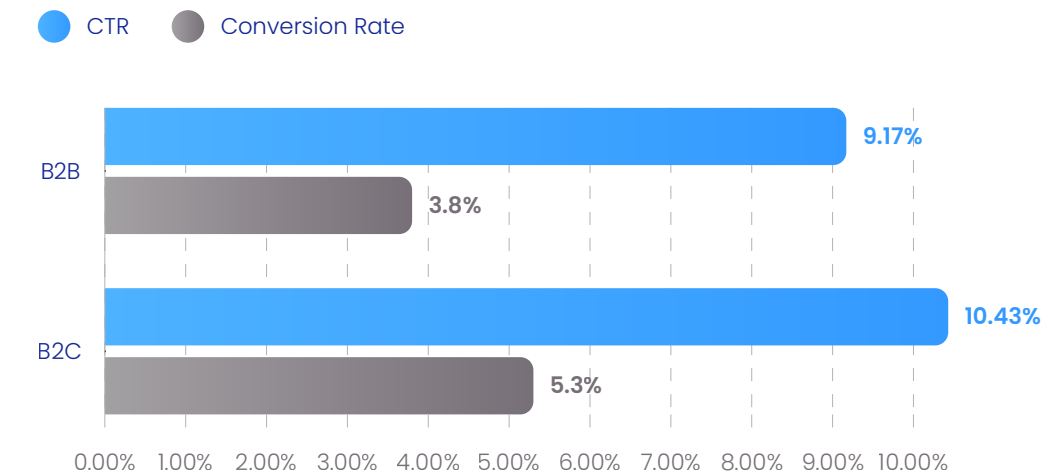
● CTR   ● Conversion Rate

B2B   9.17%
        3.8%

B2C   10.43%
        5.3%

0.00% 1.00% 2.00% 3.00% 4.00% 5.00% 6.00% 7.00% 8.00% 9.00% 10.00%

FIG. 88

SEA CPC per sector

On average, the B2B sector has a much higher SEA CPC (€2.18) than their B2C counterparts with only €0.75.
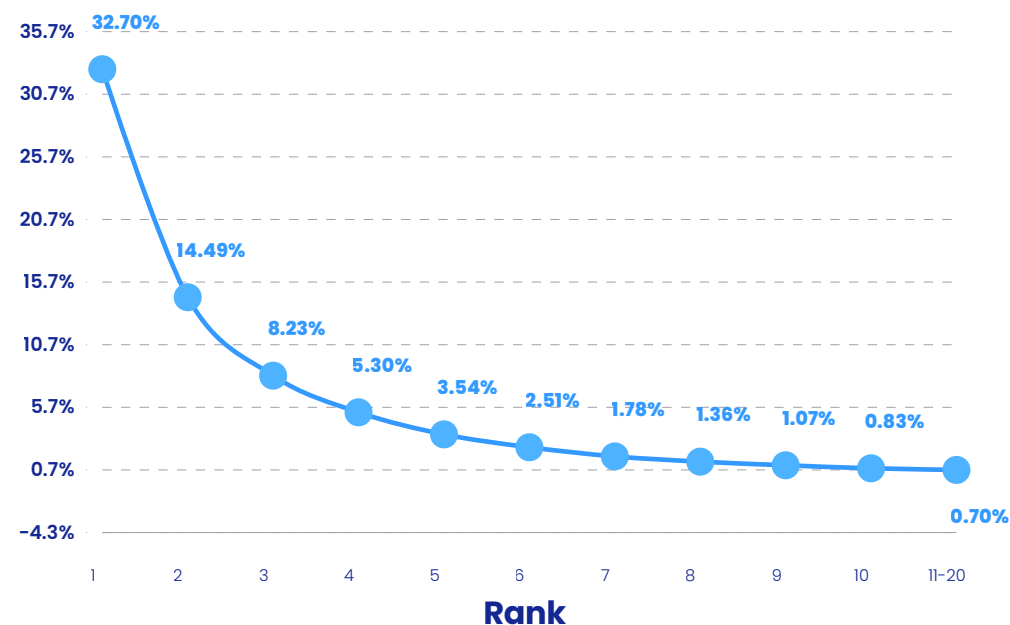

FIG. 90

B2C SEO ranking vs. CTR and branded vs. non-branded

The top end of the SEO ranking sees branded keywords perform better in terms of CTR (41.03%) whereas in the middle portion of the rankings, non-branded keywords perform better.

FIG. 89

B2B SEO ranking vs CTR

As expected, a higher position on Google achieves a much greater CTR, with 1st position gaining 32.70% CTR and positions 11-20 gaining a CTR average of 0.70%.
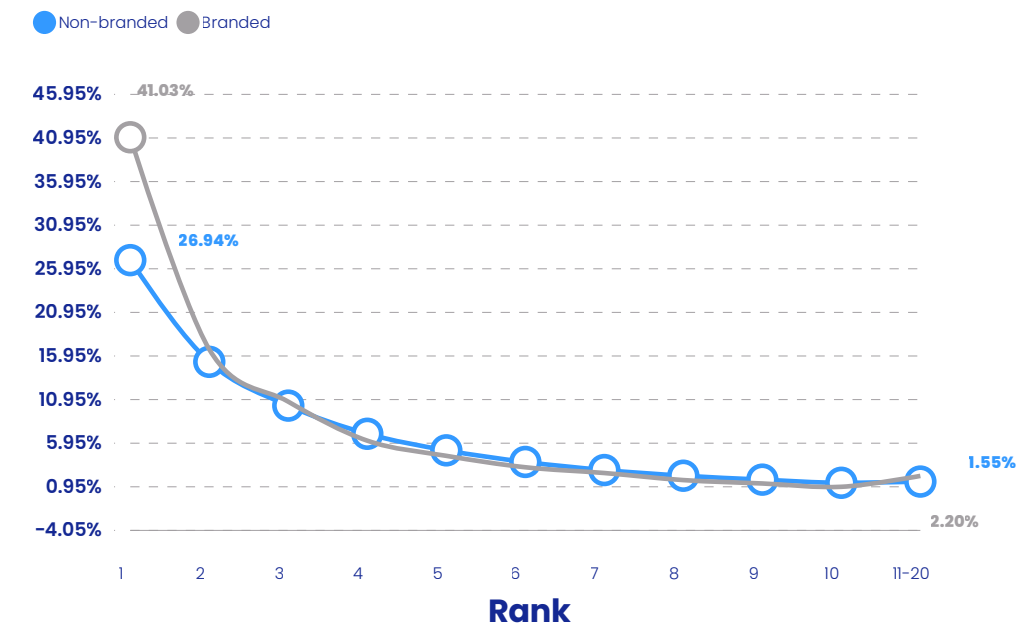
We'd like to extend a huge thank you to Traffic Builders for providing us with this insightful data! If you'd like to know more about the data, or simply want to see what Traffic Builders can do for you, you can contact Lotte Mol on lotte@traffic-builders.com

Lotte Mol
Marketing Communications
Manager Traffic Builders

EMAIL LOTTE

TRAFFIC BUILDERS
PUSHING MARKETING BOUNDARIES

MOBILE MARKETING

Mobile marketing

As we see from our research, mobile is the leading device when it comes to opens and clicks in our email campaigns. We at Deployteq know that there's a whole other world out there than email, and the customer journey often begins and ends in the palm of their hands. So, what is the best time to send an SMS or the best day to send a push notification? How high is the benchmark accepted rate for these channels? Keep reading to find out!

1. Push notifications

FIG. 91

Send day for push notifications

In the below graph we see the most popular day for push notifications to be sent is on a **Monday (18.43%)** with the least popular day being Wednesday (10.86%).
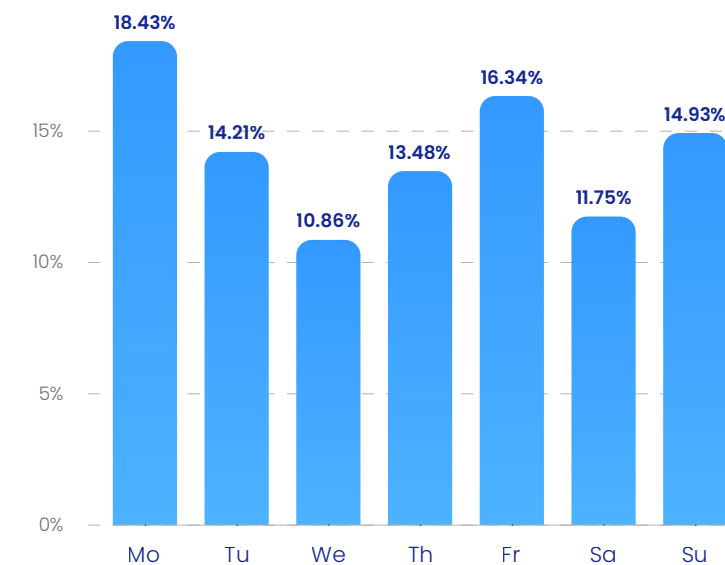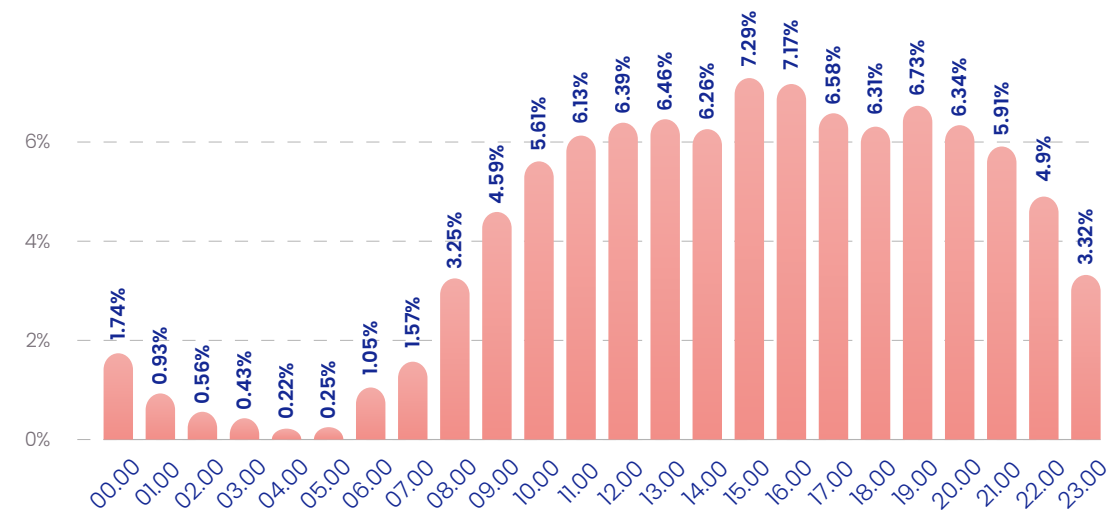
FIG. 92

Send time for push notifications

The most popular time for push notifications to be sent is at **15:00 (7.29%)** with the least popular time being 04:00 (0.22%).

2. SMS

SMS messages come in a multitude of different forms. Some with links and some containing information only. Due to the nature of SMS, we can't measure each and every open rate . However, if a link contains a clickable link, we are able to determine the CTR of this method or channel. Here's what came from our research:

CLICKS:

The average CTR per SMS sent was 22.87%. The broadcast with the lowest CTR was 11.23%. The highest CTR was 37.63%.

ACCEPTED RATE:

The average accepted rate per SMS campaign is 92.09%.

FIG. 93

Send day for SMS

This report highlights that the most popular day for organisations to send SMS messages is **Friday** with 29.52% of SMS's being sent on this day.
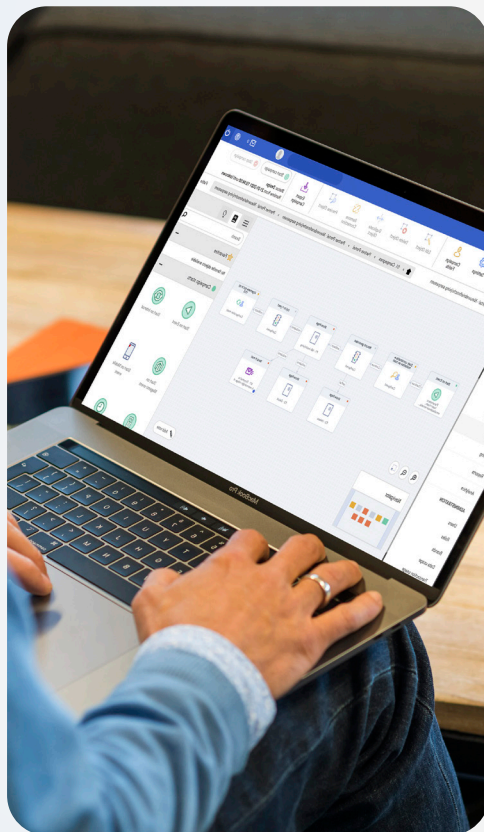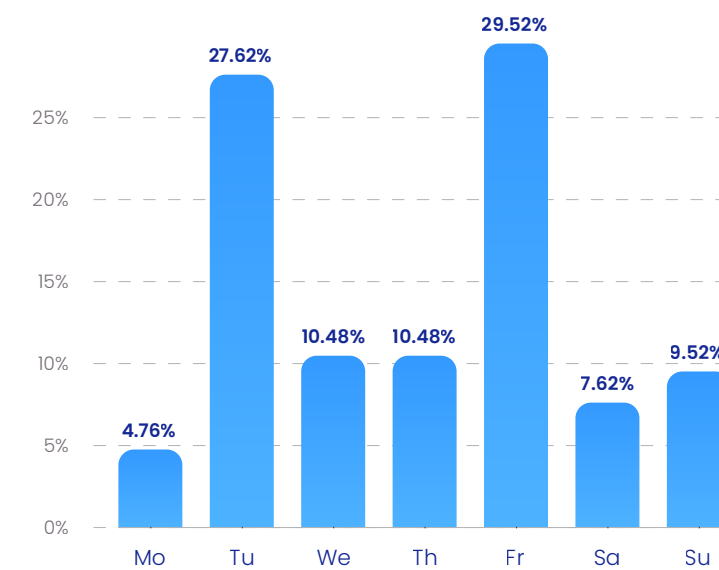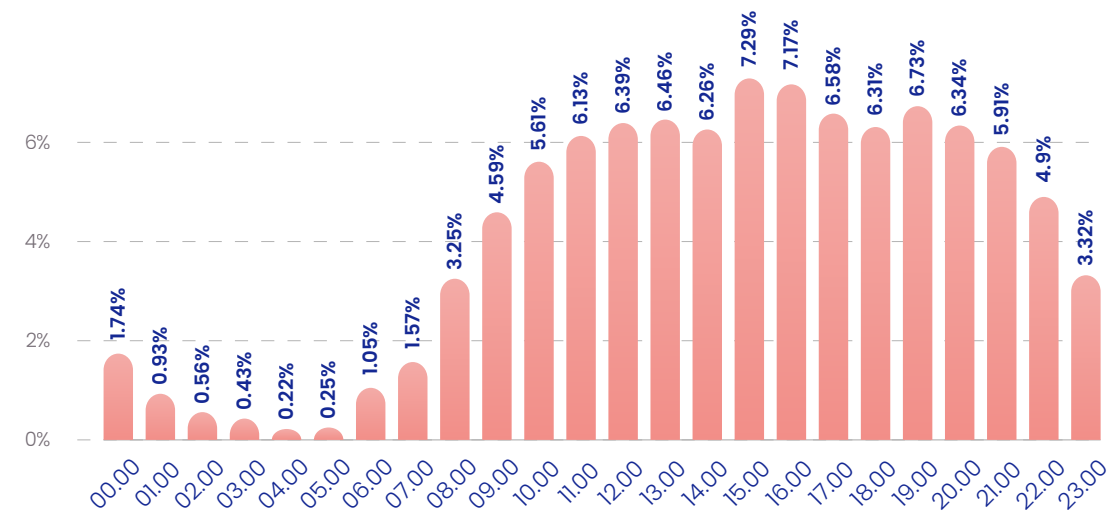
FIG. 94

Send time for SMS

The most popular time to send SMS messages is **06:00 (33.33%)** and the least popular time is 18:00 (0.95%).

CONCLUSION

Want to know more about creating a connected journey across all available devices?

Download our whitepaper 6 mobile channels for an inspired customer experience.

INSPIRE

1. Summary

EMAIL
The generic email KPIs are all down this year. The average accepted rate came in at 99.66%, the average open rate at 28.20%, the average click through rate at 3.04% and the average click to open rate at 12.89%. The energy industry has had a particularly good year in terms of these KPIs.

MOBILE MARKETING
With more messages to analyze than ever before, we can say that Friday is the most popular day to send SMS messages and Monday to send push messages. The average click through rate of SMS is 22.87%.

ADS
Within digital advertising, we see the B2B sector incurring much higher costs looking at CPC and CPM than B2C. However, we also see higher conversion across all channels for B2B. Regarding SEO ranking, we see a logical connection between position and conversions: the higher you rank, the higher your conversion ratio. The use of branded keywords are most effective at higher rankings, while non-branded keywords perform better at lower rankings.

Send time
The most popular send time for email this year is 12:00 pm. Depending on what your preferred KPI is, we would recommend testing sending at 12:00 for the highest open rate, at 09:00 for the highest click through rate and at 23:00 for the highest click to open rate. Our main tip is to use these benchmark results purely as a starting point to test the behavior and preferences of your own audience.

Send day
The most popular day to send emails this year is again Thursday. Depending on what your preferred KPI is, we would recommend testing sending on Thursday for the highest open rate and click through rate and on Sunday for the highest click to open rate. Our main tip is to use these benchmark results as a starting point for testing with your own target audience.

2. Thank you

At Deployteq, we'd like to extend a huge **thank you** to everyone who takes the time to read our research and an extension of our gratitude to everyone who took part again this year.

This very **special 20th edition** of this report researched more than 3.6 billion emails and mobile messages sent from our platform. With an aim to discover the latest, most innovative ways to optimise our campaigns. To stay ahead of the curve and be ready for anything to world of marketing throws our way. Here's to all the marketers who've changed their hat more times than they can count, we hope this research has provided you with the insight and inspiration you needed to face every challenge with confidence.

Would you like to discuss the results? Or would you like more information on the Email Benchmark? Send an email to **marketing@deployteq.com** or call us on **+ 31 30 698 80 80**.

Pauline Buil
Marketing Director,

EMAIL PAULINE

Email definitions

To calculate these email rates, Deployteq uses the DDMA's standard email definitions. These definitions are based on 'The S.A.M.E. Project' (Support the Adoption of Metrics of Email), which was successfully introduced in 2010 by the US DMA. The definitions most relevant to this benchmark are listed below.

ACCEPTED RATE (AR)

The total number of emails successfully delivered to the server, divided by the total number of sent emails.

$$AR = \frac{\text{Accepted emails}}{\text{Sent emails}}$$

BOUNCE RATE (BR)

Number of temporarily and permanently rejected emails, divided by the total number of sent emails. Temporarily rejected emails (soft bounces) are emails that cannot be delivered because the mailbox is full or the email server is unavailable, for example. Permanently rejected emails (hard bounces) cannot be delivered because the email address is not spelled correctly or does not exist.

$$BR = \frac{\text{Rejected emails}}{\text{Sent emails}}$$

OPEN RATE (OR)

The number of unique times that an email is displayed to a recipient, i.e. how often your email is opened. This can mean fully opened or viewed in a preview pane, and the process is traced by means of a tracking pixel or – if images are blocked – by a link clicked on by the recipient (including the unsubscribe link). And this is divided by the total number of successfully delivered emails. This statistic takes both HTML and plain text emails into account.

$$OR = \frac{\text{Unique confirmed opens}}{\text{Emails delivered}}$$

CLICK THROUGH RATE (CTR)

The number of times that a link in a message is clicked on, divided by the total number of successfully delivered emails. Although using the number of unique clicks is the preferred method, this rate can also be calculated using the total number of clicks.

$$CTR = \frac{\text{Unique clicks}}{\text{Emails delivered}}$$

CLICK TO OPEN RATE (CTO)

The number of times that a link in a message is clicked on, divided by the number of unique confirmed opens of that message.

$$CTO = \frac{\text{Unique clicks}}{\text{Unique confirmed opens}}$$