

HOW WE CALCULATE EMAIL BENCHMARKS

Understanding how email benchmarks are calculated is essential for interpreting performance accurately and comparing results across industries. In this section, we outline the methodology behind each metric, explain how data is processed, and clarify the definitions used throughout the benchmark. By using consistent measurement standards, we ensure that every metric reflects real engagement patterns and provides meaningful insights for your email strategy.

Note: All figures include machine-generated opens.

Metric	Definition
Acceptance rate:	The percentage of emails successfully accepted by recipients' mail servers out of the total emails sent.
Open rate (OR):	The percentage of recipients who open an email compared to the total number of emails delivered.
Click-through rate (CTR):	The ratio of users who click on a specific link to the number of total users who view the email.
Click-to-open rate (CTOR):	The percentage of recipients who click on a link after opening an email. It measures how effectively the email content engages those who actually viewed it.
Average acceptance rate:	The average percentage of emails successfully accepted by recipients' mail servers across a given period.
Acceptance rate per industry:	The percentage of emails successfully accepted by recipients' mail servers out of the total emails sent.
Bounce rate per industry:	The percentage of emails that fail to reach recipients' inboxes due to delivery issues. This includes both temporary problems (soft bounces) and permanent failures (hard bounces).

Average open rate:	The average percentage of recipients who open an email compared to the total number of emails delivered across a given period.
Open rate per (month/day/hour):	The percentage of recipients who open an email compared to the total number of emails delivered within a specific (month/day/hour).
Open rate per industry:	The percentage of recipients who open an email compared to the total number of emails delivered within a specific industry, shown as an industry-level average.
Average click-through rate:	The average ratio of users who click on a specific link to the total number of users who view the email across a given period.
Click-through rate per (month/day/hour):	The ratio of users who click on a specific link to the number of total users who view the email within a specific (month/day/hour).
Click-through rate per industry:	The ratio of users who click on a specific link to the number of total users who view the email within a specific industry, shown as an industry-level average.
Average click-to-open rate:	The average percentage of recipients who click on a link after opening an email across a given period.
Click-to-open rate per (month/day/hour):	The percentage of recipients who click on a link after opening an email within a specific (month/day/hour)
Click-to-open rate per industry:	The percentage of recipients who click on a link after opening an email within a specific industry, shown as an industry-level average. It reflects how effectively content engages audiences across different sectors.
% of emails per month:	The percentage of all emails sent that are distributed across each month of the year. It shows how email volume is spread throughout the year.
% of emails per day:	The percentage of all emails sent that occur on each day of the week. It highlights how email volume varies from Monday to Sunday.
% of emails per hour:	The percentage of all emails sent that take place during each hour of the day. It reveals hourly sending patterns and peak sending times