



Email Marketing Benchmarks 2018



What You'll Find Inside

Introduction.....	3
Research Methodology.....	4
Open Rates.....	5
Click-Through Rates.....	6
Click-to-Open Rates.....	7
Platform Rates.....	8
Unsubscribe Rates.....	9
Complaint Rates.....	10
Additional Resources.....	11
What You Can Do with Everlytic	12

Introduction

Every two years, we do a deep analysis of the billions of emails we send in South Africa, so we can give you real local data from which to benchmark your own marketing emails. Before 2015, when we started these reports, marketers had to rely on international stats that were often not applicable to a South African audience.

Our benchmarks have changed the local email-marketing game. May this year's figures do the same for your email messaging.

This report uses mean and median stats. This is because unusually large or small values can have a big impact on the mean, but not the median. When there is potentially skewed data, we consider the median to be a more accurate reflection of the midpoint.

Please consider them both when analysing your own data.

Research Methodology

The data for this report was compiled from nearly 4 billion emails sent by Everlytic on behalf of its South African clients between January 2017 to December 2018.

Campaigns with less than 100 recipients were removed from the data set and the median campaign size was 3 134 recipients with a mean (average) of 17 702. Campaigns were weighted the same regardless of their size to remove any potential skew from unusually large campaigns.

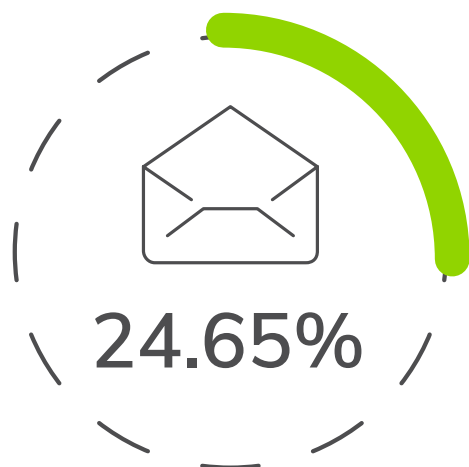
Open Rates

The email open rate shows the percentage of recipients that opened your email. In this report, we use the unique open rate – counting the first time a contact opened the email only. Even if a recipient reopened the same email more than once, only one open is counted.

The open rate is the most popular metric for email marketers as it's simple to use and understand. But it doesn't always tell the whole story. Combining open rates with other metrics like click-through rates gives a more holistic picture of your campaign's success.

Most top quartile performers are achieving open rates between 24% and 30%. Top marketers in financial institutions are getting a remarkable 36.82% open rate.

Average Email Open Rate



Unique Open Rates

By Industry	Mean	Median	Top Quartile	Bottom Quartile
Overall	24.65	22.41	30.06	17.11
Automotive	21.76	20.13	24.12	16.63
Business & Consulting	23.61	21.64	29.22	16.65
Education & Training	28.20	25.75	36.44	17.48
Financial Institutions	28.39	27.78	36.82	18.44
Hospitality, Travel & Tourism	24.80	23.34	29.70	18.84
Lifestyle, Arts & Entertainment	25.63	23.97	31.57	17.94
Logistical Services	22.58	19.10	30.65	13.78
Medical & Healthcare	28.12	27.20	33.48	20.23
NGOs	26.39	24.79	32.56	18.47
Property & Real Estate	22.66	19.14	29.02	14.68
Publishing & Media	21.09	19.24	24.45	15.40
Retail & Wholesale	23.85	21.73	28.85	17.19
Industry, Trade & Manufacturing	21.49	21.47	25.20	15.99
Technology & Science	24.76	22.80	28.65	17.24

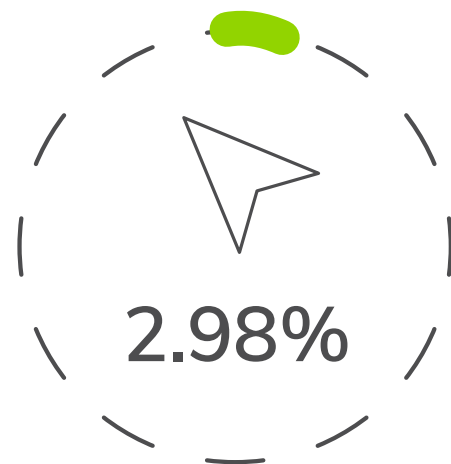
Click-Through Rates

The click-through rate (CTR) is the percentage of recipients that clicked on a link in the email. Again, we use the unique click-through rate – counting the first time a contact clicked a link only. Even if a recipient clicked on more than one link, or the same link more than once, the extra clicks weren't counted.

The CTR gives you insight into how valuable your recipients find your content and how impactful your calls to action are.

The medical and healthcare industry is receiving a top-quartile click-through rate of 4.73%; the highest across all industries.

Average Click-Through Rate



Unique Click-Through Rates

By Industry	Mean	Median	Top Quartile	Bottom Quartile
Overall	2.98	1.49	3.25	0.54
Automotive	3.17	1.84	2.87	1.15
Business & Consulting	2.57	1.20	2.52	0.11
Education & Training	3.80	1.88	4.09	0.72
Financial Institutions	4.59	2.43	4.56	0.35
Hospitality, Travel & Tourism	2.45	1.38	3.04	0.67
Lifestyle, Arts & Entertainment	3.16	1.53	3.74	0.53
Logistical Services	3.77	1.33	4.21	0.55
Medical & Healthcare	4.33	2.00	4.73	1.15
NGOs	1.78	0.77	1.37	0.19
Property & Real Estate	2.63	1.09	2.84	0.56
Publishing & Media	3.15	2.30	4.11	0.97
Retail & Wholesale	2.55	1.32	2.67	0.57
Industry, Trade & Manufacturing	1.80	0.98	1.84	0.29
Technology & Science	2.38	1.17	2.68	0.39

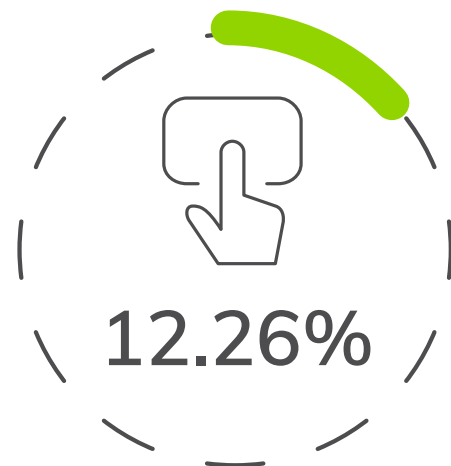
Click-to-Open Rates

The click-to-open rate (also known as the effective rate) tells you what percentage of the people who opened your email also clicked on a link in the email. Again, we only count unique clicks and opens, so even if multiple links were clicked, we only count it as one.

This rate also reveals how engaging your email is, but it goes beyond the click-through rate as it excludes the recipients who didn't open the mail.

The publishing and media industry continues to lead the way in the top quartile, with a very respectable click-to-open rate of 20.04%.

Average Click-to-Open Rate



Click-To-Open Rates

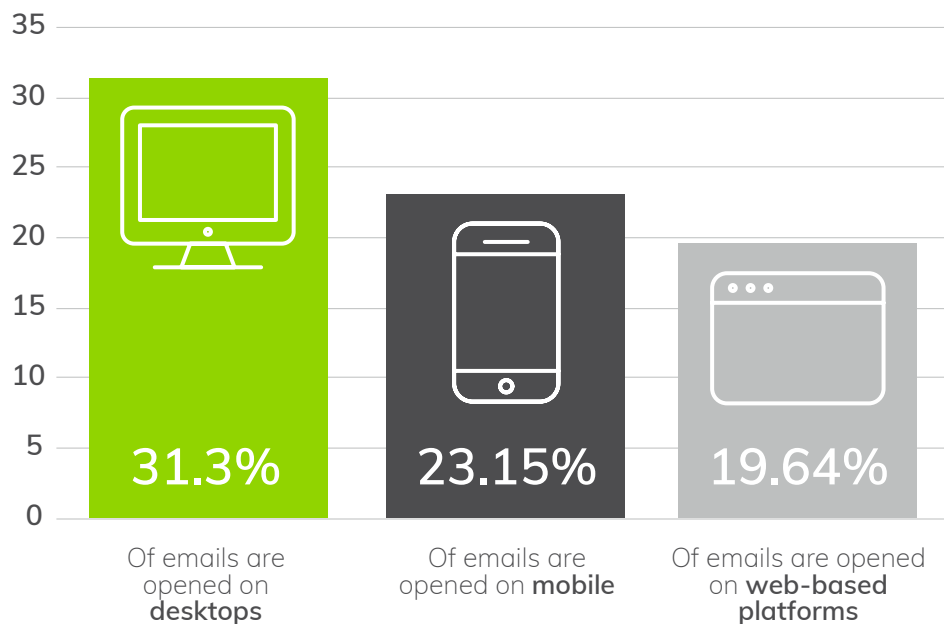
By Industry	Mean	Median	Top Quartile	Bottom Quartile
Overall	12.26	7.84	14.29	2.96
Automotive	13.48	8.08	15.22	5.44
Business & Consulting	11.78	6.86	11.86	0.85
Education & Training	11.86	8.53	15.51	4.86
Financial Institutions	19.68	9.25	18.68	1.78
Hospitality, Travel & Tourism	9.72	6.53	12.54	3.11
Lifestyle, Arts & Entertainment	10.84	7.50	13.86	2.86
Logistical Services	15.52	10.74	16.23	4.25
Medical & Healthcare	12.99	9.30	14.75	4.37
NGOs	6.78	3.33	6.34	0.80
Property & Real Estate	10.50	8.81	13.31	3.99
Publishing & Media	15.00	12.02	20.04	6.36
Retail & Wholesale	9.91	7.56	12.33	2.76
Industry, Trade & Manufacturing	8.04	3.99	8.67	1.52
Technology & Science	9.70	5.82	11.57	1.88

Platform Rates

Knowing which platforms and service providers your subscribers use to open your emails enables you to create content that's user-friendly, screen-responsive, and software compatible.

The property and real estate industry outperformed all others with 28.62% of all their emails being read on mobile devices.

Note: this metric tracks the platform on which subscribers **open** the email - not necessarily the one they use to read the email. Some subscribers, for instance, may open an email on mobile initially, but wait until later to read it on desktop.



Sometimes user privacy settings prevent us from detecting the platform used to open emails. In these instances, the percentage is marked as 'unknown'.

Platform Rates:

By Industry	Desktop	Web	Mobile	Unknown
Overall	31.30	19.64	23.15	25.91
Automotive	27.91	22.43	22.49	27.17
Business & Consulting	32.66	23.19	21.99	22.16
Education & Training	24.91	19.29	24.59	31.21
Financial Institutions	35.34	20.96	20.04	23.67
Hospitality, Travel & Tourism	32.77	19.93	24.74	22.56
Lifestyle, Arts & Entertainment	27.64	16.07	26.13	30.16
Logistical Services	36.99	22.00	20.18	20.84
Medical & Healthcare	28.51	16.10	25.20	30.20
NGOs	27.35	16.44	22.52	33.70
Property & Real Estate	28.29	16.20	28.62	26.89
Publishing & Media	33.40	18.08	23.08	25.44
Retail & Wholesale	29.27	17.21	25.95	27.56
Industry, Trade & Manufacturing	41.45	22.09	19.54	16.92
Technology & Science	36.17	26.10	18.71	19.02

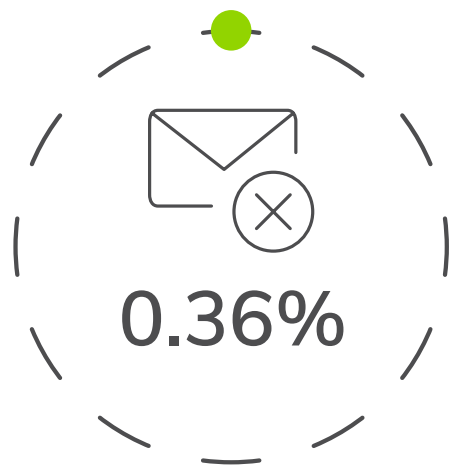
Unsubscribe Rates

That unsubscribe button at the bottom of your emails is a good thing. Seriously. Not only is this email best practice, it also maintains your brand integrity and means that the people who stay on your database are more engaged.

If your unsubscribe rate is significantly higher than industry averages, reassess your email content to make sure it's in line with your subscribers' expectations and interests.

Read our [Guide to Effective Email Marketing](#) for more email marketing tips, trends, and guidelines.

Average Unsubscribe Rate



Unsubscribe Rates

By Industry	Mean	Median	Top Quartile	Bottom Quartile
Overall	0.34	0.23	0.46	0.13
Automotive	0.46	0.39	0.64	0.15
Business & Consulting	0.39	0.25	0.50	0.12
Education & Training	0.22	0.18	0.29	0.09
Financial Institutions	0.18	0.07	0.18	0.01
Hospitality, Travel & Tourism	0.39	0.28	0.54	0.16
Lifestyle, Arts & Entertainment	0.42	0.37	0.52	0.14
Logistical Services	0.43	0.17	0.54	0.12
Medical & Healthcare	0.26	0.18	0.41	0.07
NGOs	0.24	0.17	0.32	0.06
Property & Real Estate	0.69	0.58	0.87	0.29
Publishing & Media	0.26	0.17	0.33	0.07
Retail & Wholesale	0.42	0.33	0.57	0.15
Industry, Trade & Manufacturing	0.40	0.31	0.66	0.13
Technology & Science	0.32	0.20	0.39	0.09

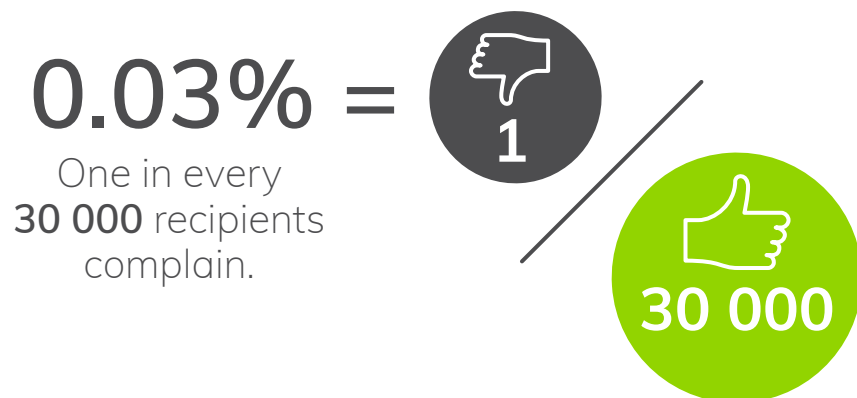
Complaint Rates

Complaints usually happen when recipients believe they're being sent unsolicited email, phishing scams, or unacceptable content. Thankfully, this rate is relatively low. It is probably the result of two things:

1. The improving quality of our clients' databases
2. Smarter spam filtering technologies in subscribers' email service providers

Are your legitimate emails being sent to junk mail?
Read our [Guide to Improving Email Delivery](#).

Average Complaint Rate



Complaint Rates

By Industry	Mean	Median	Top Quartile	Bottom Quartile
Overall	0.03	0.01	0.03	0.00
Automotive	0.06	0.04	0.07	0.01
Business & Consulting	0.03	0.01	0.03	0.00
Education & Training	0.02	0.01	0.02	0.00
Financial Institutions	0.01	0.00	0.01	0.00
Hospitality, Travel & Tourism	0.03	0.02	0.04	0.00
Lifestyle, Arts & Entertainment	0.03	0.01	0.04	0.00
Logistical Services	0.02	0.00	0.03	0.00
Medical & Healthcare	0.02	0.01	0.02	0.00
NGOs	0.02	0.01	0.02	0.00
Property & Real Estate	0.06	0.03	0.08	0.01
Publishing & Media	0.02	0.01	0.03	0.00
Retail & Wholesale	0.03	0.01	0.03	0.00
Industry, Trade & Manufacturing	0.04	0.01	0.04	0.00
Technology & Science	0.03	0.01	0.04	0.00

Additional Resources

POPI & GDPR: How They'll Impact Your Business

The whole world is talking about data privacy. In South Africa, it's mostly regarding the Protection of Personal Information Act (POPIA), but the rest of the world is focused on the EU's General Data Protection Regulation (the GDPR).

How will POPI and GDPR impact your business? In more ways than you may think.

Download this whitepaper for more info on:

- Both pieces of legislation
- How to determine if the GDPR applies to you
- Managing two compliance programmes
- The industries that will be most affected
- The risks of non-compliance

[Download Now](#)



What You Can Do with Everlytic

Everlytic is a digital messaging platform that helps your business communicate smartly, reliably, and automatically over email and SMS. At scale.



Email Marketing

[Read more](#)



SMS Marketing

[Read more](#)



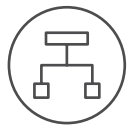
Subscription Forms

[Read more](#)



Database Management

[Read more](#)



Marketing Automation

[Read more](#)



Transactional Messages

[Read more](#)



Landing Pages

[Read more](#)



www.everlytic.co.za
marketing@everlytic.com

