

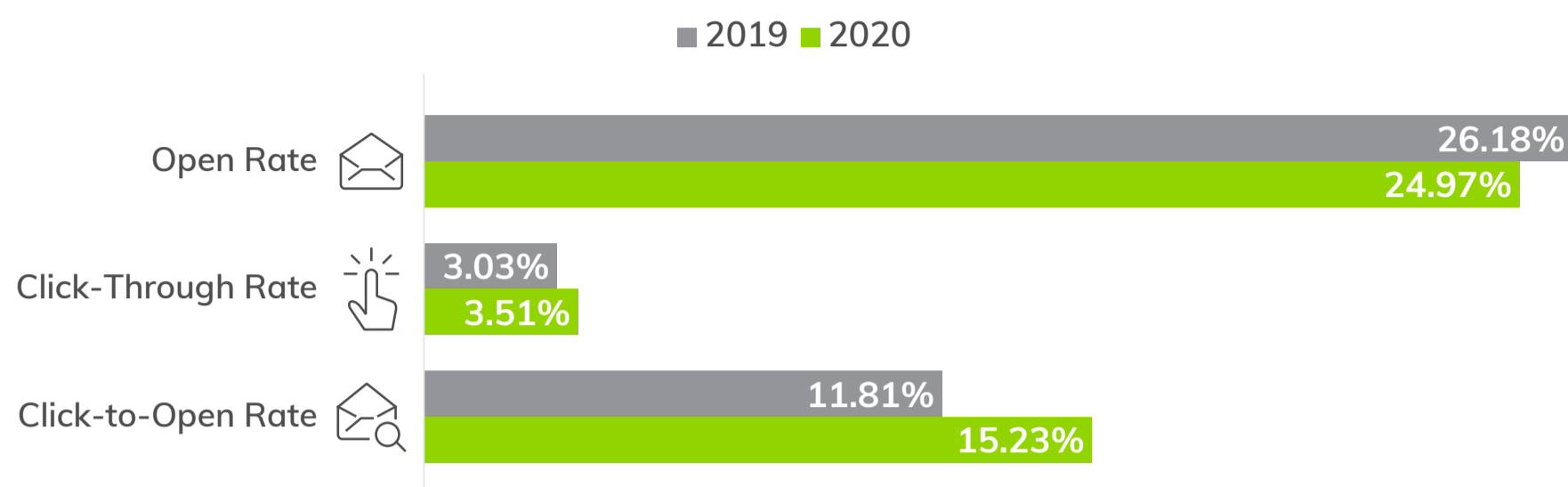
South African Email Marketing Benchmarks



2020

9 Billion+ Emails Analysed

2019 vs 2020 Averages



Lower open rates and higher click-through rates in 2020 suggest smaller, but more engaged audiences.

Click-to-Open Rates Over Time



Click-to-Open Rates

The percentage of contacts that click on links in your emails from the pool of contacts who opened them. It excludes people who didn't open the email, so you can analyse how engaging the content is once they've opened your emails.

Top Industries

With the best top-quartile results

Lifestyle, Arts & Entertainment



39.45%

Open Rate

Education & Training



5.38%

Click-Through Rate

Financial Institutions



21.49%

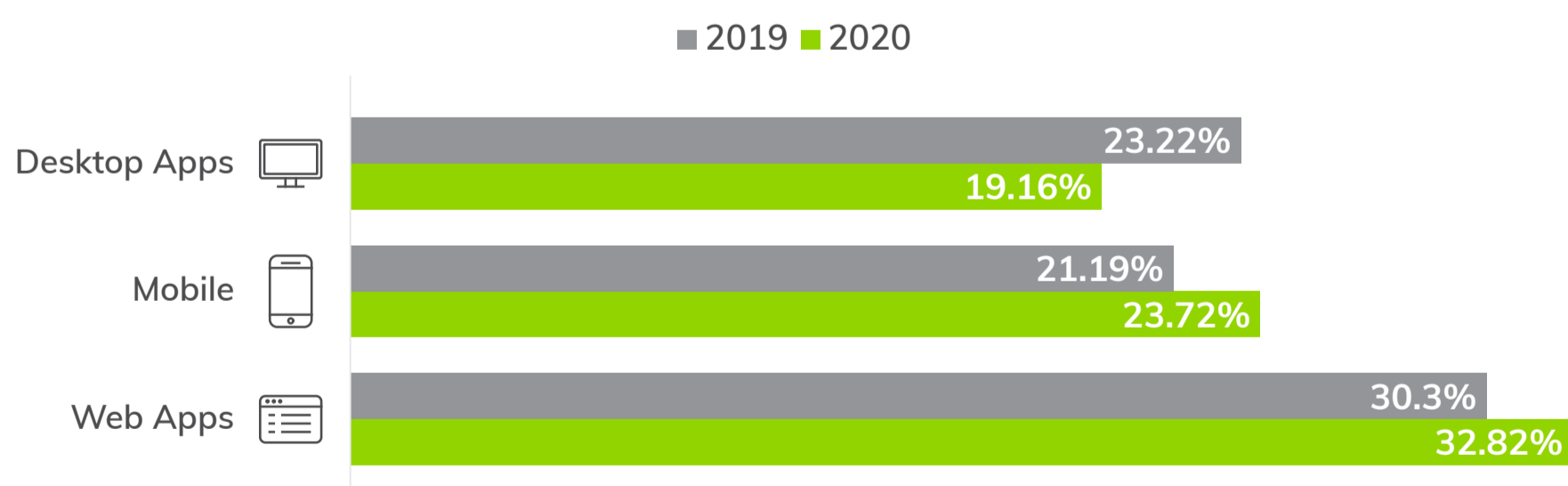
Click-to-Open Rate



Technology / science and education didn't follow multiple of the positive trends of the other industries in 2020, suggesting that email marketing took a knock in these industries.

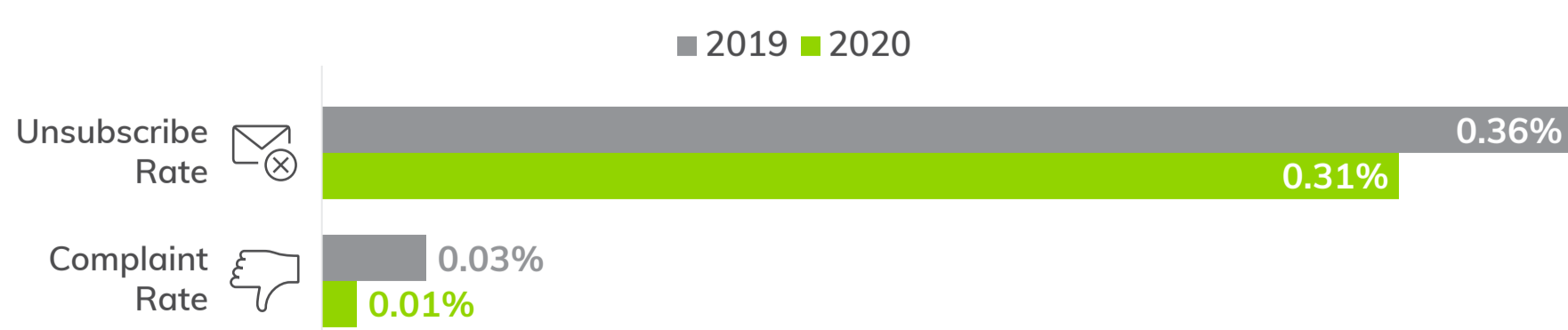


Platform Rates



The pandemic impacted which devices people use to view their emails, with desktop use dropping substantially and mobile and web picking up in response.

Unsubscribes & Complaints



Average unsubscribe and complaint rates dropped notably in 2020. This trend was seen across most industries.