



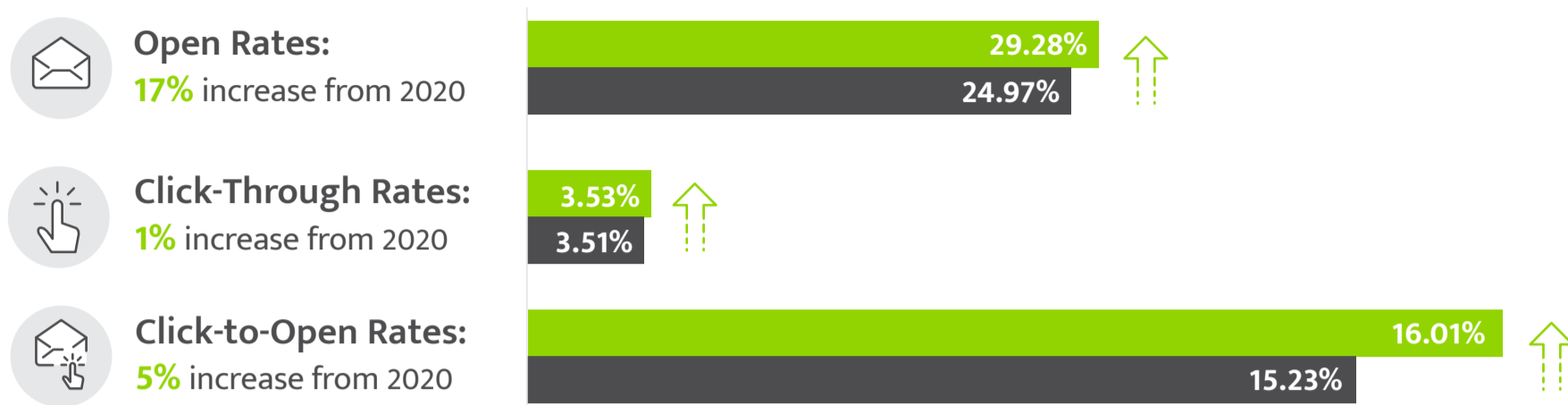
# South African Email Marketing Benchmarks

# 2022

## 10 Billion+ Emails Analysed

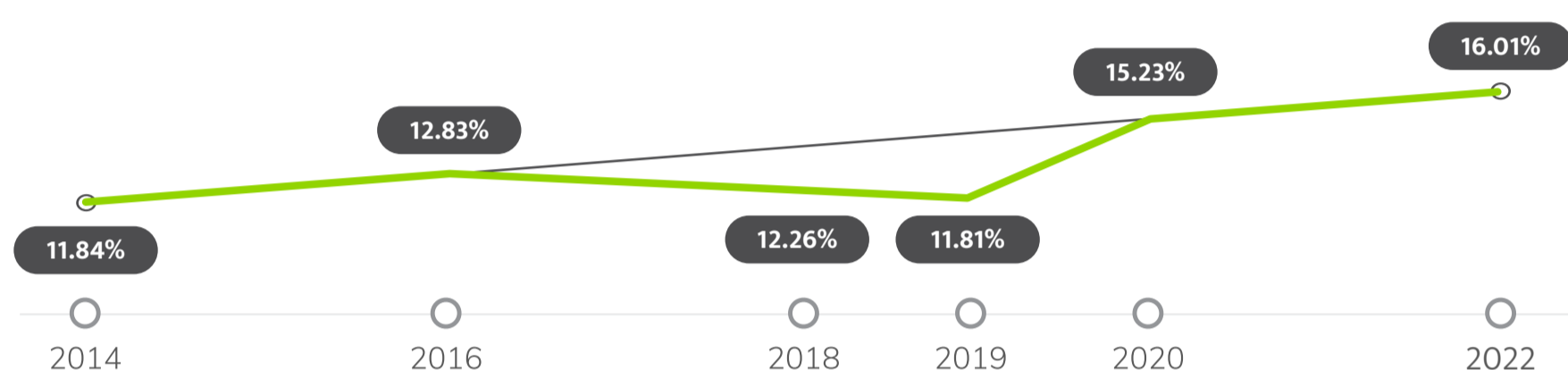
### 2020 vs 2022 Averages

■ 2020 ■ 2022



Open rates, click rates, and click-to-open rates are all up from 2020. This is a positive sign for email marketing.

### Click-to-Open Rates Over Time

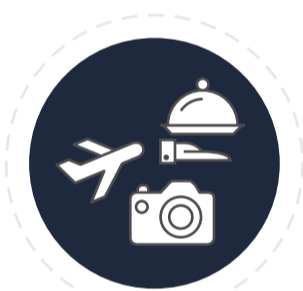


Click-to-open rates are considered by many email marketers to be the best way to measure the effectiveness of your email content as it excludes people who didn't open it.

### Top Industries

With the best average results in each category:

Hospitality, Travel & Tourism



**35.31%**  
Open Rate

Business & Consulting



**5.16%**  
Click-Through Rate

Business & Consulting



**45.76%**  
Click-to-Open Rate

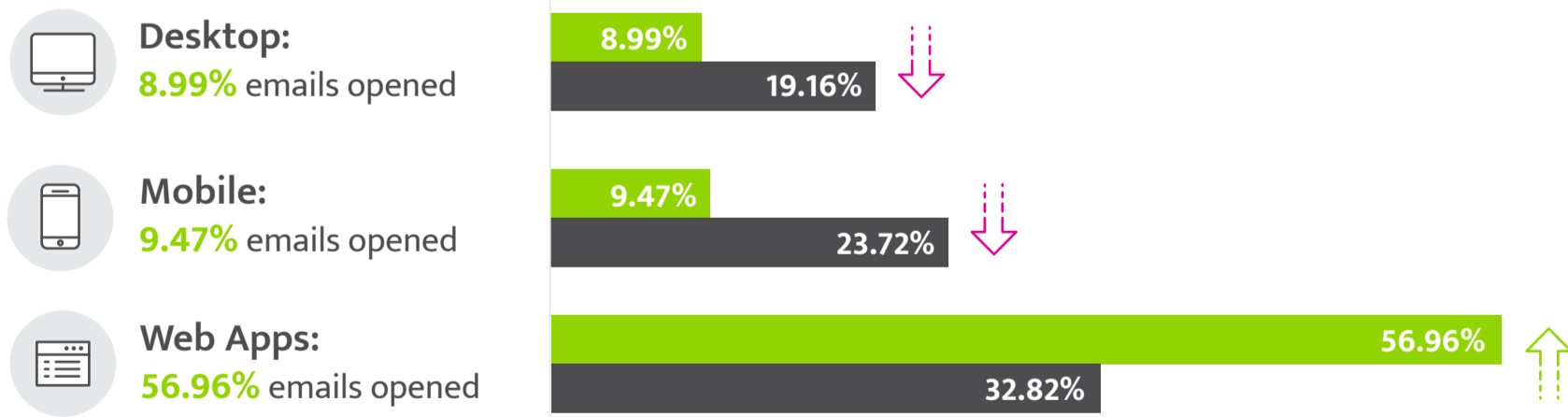


Business & Consulting had the highest click rate across the board and a 38% increase from 2020. Email marketing in this space appears to be booming.



### Platform Rates

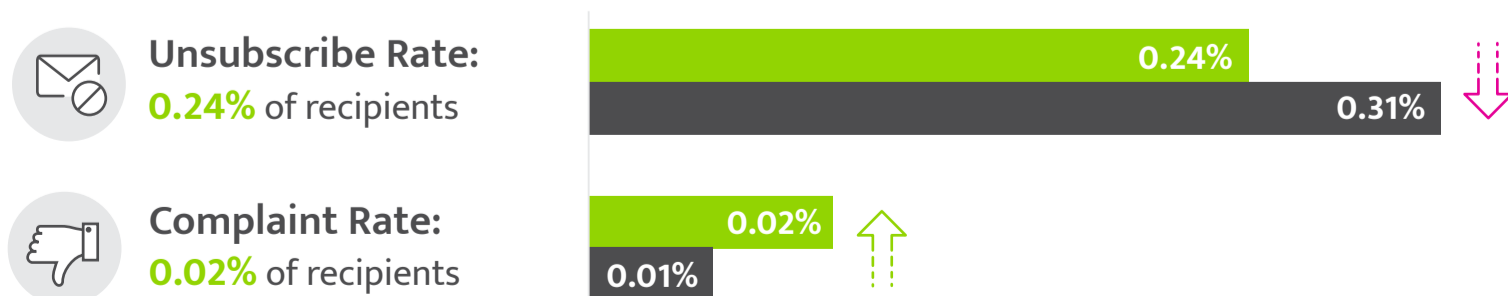
■ 2020 ■ 2022



These platform changes demonstrate the shifts in email privacy that we've seen on Gmail and Apple Mail and anchor in the importance of screen-responsive email design.

### Unsubscribes & Complaints

■ 2020 ■ 2022



The industries with the lowest unsubscribe rates are Education & Training and Financial Institutions, suggesting that these recipients are receiving content relevant to them.