Australian
Email
Marketing
Metrics
2020

Key Findings From the 2020 Global Email Marketing Benchmarks

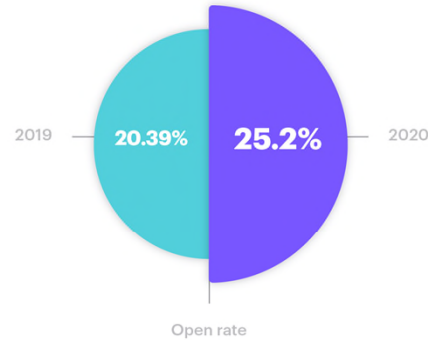| SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Su	M	T	W	Th	F	S

Tuesdays see the **highest open rates** but also the **highest unsubscribe rates.**

Many industries that **perform well in one area perform well across the board.**

Some of the **highest-performing metrics from 2019** saw the **biggest improvements for 2020.**

2019 **20.39%** 25.2% 2020

Open rate

Bounce and **unsubscribe rates improved** from 2019.

0.7%

Bounce rate

0.1%

Unsubscribe rate

The average **email benchmarks remained consistent** from last year.

2020

2019

0.7% — Bounce
0.1% — Unsub
14.3% — CTOR
2.6% — CTR
17.8% — Open

Campaign Monitor

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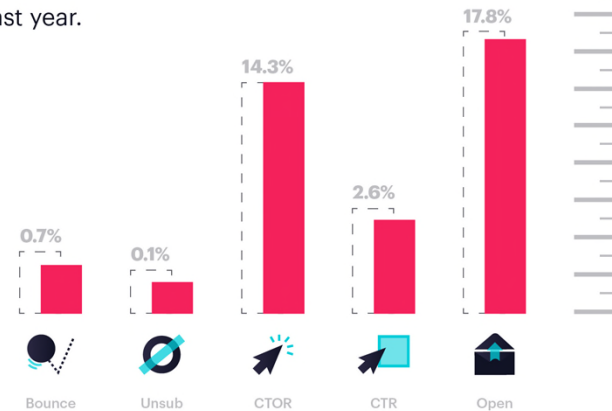
INDUSTRY AVERAGES

	OPEN RATE	CLICK-THROUGH RATE	CLICK-TO-OPEN RATE	UNSUB RATE	BOUNCE RATE
Advertising and Marketing Agencies	19.30%	2.60%	13.30%	0.20%	1.10%
Agriculture, Forestry, Fishing & Hunting	20.50%	3.50%	17.10%	0.20%	0.50%
Automative and Aerospace	12.60%	1.20%	9.80%	0.20%	0.80%
Construction, Contracting, and Manufacturing	22.40%	3.20%	14.00%	0.30%	2.20%
Consumer Packaged Goods	14.50%	1.60%	10.90%	0.10%	0.40%
Education	23.40%	3.00%	12.70%	0.20%	1.10%
Engineering, Architecture and Design	20.40%	3.00%	14.80%	0.20%	1.10%
Financial Services	20.20%	2.50%	12.40%	0.20%	1.20%
Food and Beverage	13.00%	1.20%	8.90%	0.10%	0.30%
Government	30.50%	4.10%	13.40%	0.20%	1.30%
Healthcare Services	19.70%	2.70%	13.70%	0.20%	1.00%
IT / Tech / Software Services	17.60%	2.50%	14.30%	0.20%	0.90%
Logistics and Wholesale	18.90%	2.20%	11.70%	0.30%	1.20%
Media, Entertainment, and Publishing	18.10%	3.10%	16.90%	0.10%	0.40%
Nonprofit	25.20%	2.60%	10.30%	0.20%	1.00%
Other	19.10%	2.40%	12.40%	0.20%	1.10%
Professional Services	18.00%	1.80%	9.90%	0.20%	0.80%
Real Estate, Design and Construction Activities	19.90%	3.60%	17.70%	0.20%	1.40%
Retail	13.90%	2.10%	15.20%	0.10%	0.40%
Travel, Hospitality, and Leisure	15.70%	1.60%	10.20%	0.10%	0.50%
Unknown	17.50%	2.70%	15.00%	0.20%	1.10%
Average	17.80%	2.60%	14.30%	0.10%	0.70%

2020 Global Email Benchmarks data

Open rates for all industries by day

This chart examines open rates specifically, showing rates by day of the week and industries globally.

OPEN RATE

📧 Campaign Monitor

	SUNDAY Su	MONDAY M	TUESDAY T	WEDNESDAY W	THURSDAY Th	FRIDAY F	SATURDAY S
Advertising and Marketing Agencies	18.90%	19.20%	19.70%	19.60%	18.60%	19.30%	19.50%
Agriculture, Forestry, Fishing & Hunting	18.50%	20.00%	21.10%	20.20%	19.60%	21.50%	20.80%
Automative and Aerospace	11.40%	12.90%	12.50%	13.80%	12.10%	12.60%	12.80%
Construction, Contracting, and Manufacturing	21.20%	22.50%	21.30%	26.00%	22.70%	22.00%	22.50%
Consumer Packaged Goods	15.90%	14.90%	14.20%	13.70%	15.70%	14.00%	14.90%
Education	25.70%	22.20%	24.90%	23.20%	24.90%	23.30%	20.20%
Engineering, Architecture and Design	21.20%	20.00%	21.50%	20.80%	19.50%	19.80%	20.30%
Financial Services	20.20%	20.50%	20.30%	21.00%	20.10%	19.90%	19.80%
Food and Beverage	12.00%	12.70%	13.20%	13.90%	12.10%	13.50%	13.10%
Government	30.40%	31.10%	30.40%	30.30%	31.90%	30.20%	29.20%
Healthcare Services	18.30%	20.10%	19.70%	20.90%	18.80%	19.70%	20.60%
IT / Tech / Software Services	17.30%	17.50%	17.90%	17.70%	17.80%	17.60%	17.50%
Logistics and Wholesale	16.90%	20.40%	18.40%	20.50%	18.70%	18.00%	20.70%
Media, Entertainment, and Publishing	18.50%	17.90%	18.80%	17.40%	18.70%	17.90%	17.30%
Nonprofit	24.90%	25.90%	25.00%	26.20%	24.90%	24.60%	25.60%
Other	16.80%	19.40%	20.10%	20.20%	18.60%	19.00%	19.40%
Professional Services	17.00%	18.20%	18.00%	18.70%	17.50%	18.20%	18.50%
Real Estate, Design and Construction Activities	19.70%	19.80%	19.80%	20.60%	19.20%	20.20%	19.60%
Retail	14.90%	13.50%	14.70%	13.00%	14.70%	13.70%	13.90%
Travel, Hospitality, and Leisure	15.40%	15.70%	16.00%	15.60%	15.50%	15.60%	15.90%
Unknown	17.20%	17.70%	17.70%	17.50%	17.40%	17.40%	17.20%
Average	17.90%	17.70%	18.30%	17.60%	18.00%	17.70%	17.50%

2020 Global Email Benchmarks data

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Click-through rates for all industries by day

This chart examines click-through rates specifically, showing rates by day of the week and industries globally.

CLICK-THROUGH RATE

	SUNDAY Su	MONDAY M	TUESDAY T	WEDNESDAY W	THURSDAY Th	FRIDAY F	SATURDAY S
Advertising and Marketing Agencies	2.30%	2.70%	2.60%	2.90%	2.40%	2.60%	2.70%
Agriculture, Forestry, Fishing & Hunting	3.40%	3.20%	3.60%	3.10%	3.50%	3.90%	3.50%
Automative and Aerospace	1.10%	1.30%	1.10%	1.50%	1.20%	1.20%	1.50%
Construction, Contracting, and Manufacturing	3.50%	3.00%	3.10%	3.20%	3.90%	3.20%	3.10%
Consumer Packaged Goods	1.60%	1.60%	1.60%	1.50%	1.70%	1.60%	1.60%
Education	3.40%	2.80%	3.10%	2.90%	3.50%	2.90%	2.60%
Engineering, Architecture and Design	3.30%	2.90%	3.20%	3.20%	3.10%	2.90%	3.10%
Financial Services	2.50%	2.60%	2.60%	2.60%	2.50%	2.50%	2.40%
Food and Beverage	1.10%	1.10%	1.20%	1.20%	1.30%	1.30%	1.10%
Government	4.10%	4.20%	4.50%	4.10%	4.60%	3.90%	3.70%
Healthcare Services	2.30%	2.80%	2.60%	3.10%	2.60%	2.80%	2.80%
IT / Tech / Software Services	2.50%	2.50%	2.60%	2.50%	2.50%	2.60%	2.50%
Logistics and Wholesale	2.00%	2.40%	2.30%	2.10%	2.40%	2.10%	2.30%
Media, Entertainment, and Publishing	3.10%	3.00%	3.10%	3.00%	3.20%	3.00%	2.90%
Nonprofit	2.50%	2.70%	2.60%	2.70%	2.50%	2.50%	2.60%
Other	2.20%	2.70%	2.20%	2.60%	2.60%	2.30%	2.40%
Professional Services	1.60%	1.90%	1.70%	2.00%	1.70%	1.90%	1.90%
Real Estate, Design and Construction Activities	3.40%	3.50%	3.50%	3.70%	3.40%	3.70%	3.50%
Retail	2.40%	2.00%	2.30%	1.90%	2.40%	2.10%	2.20%
Travel, Hospitality, and Leisure	1.60%	1.60%	1.70%	1.50%	1.60%	1.60%	1.70%
Unknown	2.60%	2.70%	2.70%	2.60%	2.60%	2.60%	2.60%
Average	2.60%	2.60%	2.60%	2.50%	2.60%	2.60%	2.50%

2020 Global Email Benchmarks data

Click-to-open rates for all industries by day

This chart examines click-to-open rates specifically, showing rates by day of the week and industries globally.
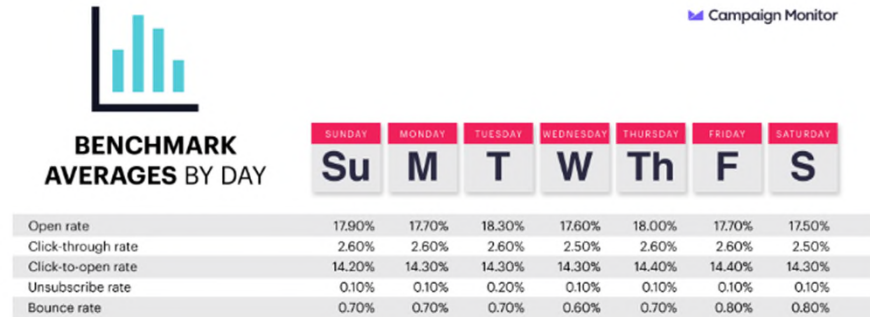
CLICK-TO-OPEN RATE

Industry	SUNDAY Su	MONDAY M	TUESDAY T	WEDNESDAY W	THURSDAY Th	FRIDAY F	SATURDAY S
Advertising and Marketing Agencies	12.10%	13.80%	13.00%	14.60%	12.90%	13.50%	13.60%
Agriculture, Forestry, Fishing & Hunting	18.50%	15.80%	17.10%	15.40%	17.60%	18.10%	16.70%
Automative and Aerospace	9.60%	10.10%	9.00%	10.90%	10.00%	9.50%	11.10%
Construction, Contracting, and Manufacturing	16.20%	12.90%	14.10%	12.10%	16.60%	14.30%	13.30%
Consumer Packaged Goods	10.30%	10.90%	11.00%	10.90%	10.70%	11.10%	10.70%
Education	13.10%	12.70%	12.20%	12.50%	14.00%	12.40%	12.90%
Engineering, Architecture and Design	15.50%	14.30%	14.70%	15.30%	15.50%	14.40%	15.20%
Financial Services	12.10%	12.30%	12.50%	12.30%	12.60%	12.60%	12.10%
Food and Beverage	9.10%	8.60%	8.70%	8.40%	10.40%	9.30%	8.10%
Government	13.40%	13.20%	14.50%	13.40%	14.20%	12.80%	12.60%
Healthcare Services	12.70%	13.70%	13.20%	14.90%	13.50%	13.90%	13.60%
IT / Tech / Software Services	14.30%	14.30%	14.40%	14.10%	14.20%	14.50%	13.90%
Logistics and Wholesale	11.80%	11.70%	12.20%	10.30%	12.50%	11.70%	11.20%
Media, Entertainment, and Publishing	16.80%	16.80%	16.70%	17.10%	17.20%	16.80%	16.80%
Nonprofit	9.90%	10.50%	10.50%	10.30%	10.10%	10.20%	9.90%
Other	12.80%	13.80%	10.90%	12.80%	14.10%	12.00%	12.10%
Professional Services	9.60%	10.10%	9.20%	10.50%	9.80%	10.10%	10.00%
Real Estate, Design and Construction Activities	17.10%	17.60%	17.60%	17.90%	17.60%	18.00%	17.50%
Retail	15.90%	14.70%	15.50%	14.20%	16.10%	15.20%	15.60%
Travel, Hospitality, and Leisure	10.40%	10.20%	10.50%	9.80%	10.10%	10.10%	10.50%
Unknown	15.10%	15.10%	14.90%	14.90%	15.00%	15.00%	15.10%
Average	14.20%	14.30%	14.30%	14.30%	14.40%	14.40%	14.30%

2020 Global Email Benchmarks data

Average email benchmarks by day

Taking averages across all campaigns sent globally—regardless of industry—you can see how these campaigns perform by day of the week.

BENCHMARK AVERAGES BY DAY

🔵 Campaign Monitor

	SUNDAY Su	MONDAY M	TUESDAY T	WEDNESDAY W	THURSDAY Th	FRIDAY F	SATURDAY S
Open rate	17.90%	17.70%	18.30%	17.60%	18.00%	17.70%	17.50%
Click-through rate	2.60%	2.60%	2.60%	2.50%	2.60%	2.60%	2.50%
Click-to-open rate	14.20%	14.30%	14.30%	14.30%	14.40%	14.40%	14.30%
Unsubscribe rate	0.10%	0.10%	0.20%	0.10%	0.10%	0.10%	0.10%
Bounce rate	0.70%	0.70%	0.70%	0.60%	0.70%	0.80%	0.80%

2020 Global Email Benchmarks data

Best days for email marketing

Based on the global averages by day shown above, these are the best days for sending based on specific metrics.

- Best day with highest email open rates: Tuesday (18.3%)

- Best days with highest click-through rates: Sunday, Monday, Tuesday, Thursday, and Friday (2.6%)

- Best days with highest click-to-open rates: Thursday and Friday (14.4%)

- Best days with lowest unsubscribe rates: Sunday, Monday, Wednesday, Thursday, Friday, and Saturday (0.1%)

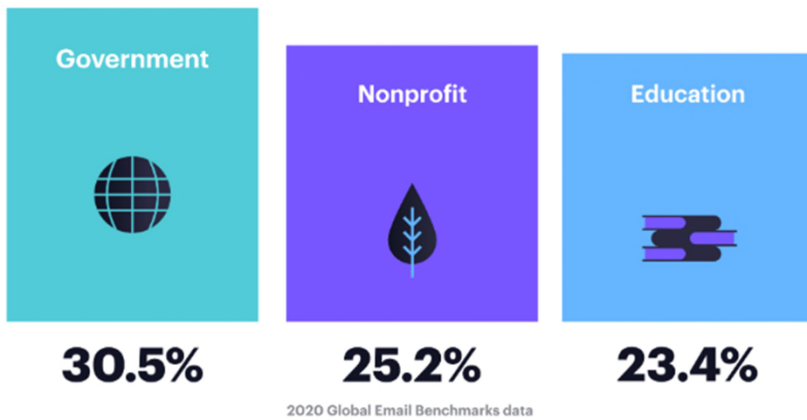- Best day with lowest bounce rates: Wednesday (0.6%)

2020 Global Email Benchmarks data

Worst days for email marketing

Based on the global averages by day shown above, these are the worst days for sending based on specific metrics.

- Worst day with lowest email open rates: Saturday (17.5%)

- Worst days with lowest click-through rates: Wednesday and Saturday (2.5%)

- Worst day with lowest click-to-open rates: Sunday (14.2%)

- Worst day with highest unsubscribe rates: Tuesday (0.2%)

- Worst days with highest bounce rates: Friday, Saturday (0.8%)

Top industries by open rates

1. Government (30.5%)

2. Nonprofit (25.2%)

3. Education (23.4%)

Explore more resources on open rates here.

Top industries by click-through rates

1. Government (4.1%)

2. Real Estate, Design and Construction Activities (3.6%)

3. Agriculture, Forestry, Fishing and Hunting (3.5%)

Explore more resources on click-through rates here.

Campaign Monitor

Government — **30.5%**
Nonprofit — **25.2%**
Education — **23.4%**

2020 Global Email Benchmarks data

Campaign Monitor

Government — **4.1%**
Real Estate, Design, and Construction Activities — **3.6%**
Agriculture, Forestry, Fishing and Hunting — **3.5%**

2020 Global Email Benchmarks data

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Email click-through rate

- The email click-through rate is the number of subscribers who click on a link or image in your email out of all the total emails you've sent, regardless of whether or not the subscriber opened the campaign.
- Your click-through rate will be smaller than your click-to-open rate since it's calculated using the larger number of total emails (versus just those who have opened).
- Your click-through rate offers insight into how many of your total subscribers are visiting your website and ultimately converting from email.
- Comparing your open rates, click-to-open rates, and your click-through rates can reveal where your email marketing campaign is weakest.
- You should be striving for a click-through rate of **2.60% or better.**

How to improve your click-through rate:

- Create stronger segments so you always send the most relevant content
- Maintain your brand voice throughout your messaging
- Improve your calls-to-action through clear copy and better design
- Offer strong incentives to capture subscribers' attention
- Ensure your subject line accurately reflects the content of your emails
- A/B test what works

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Email Open Rate

- Email open rate is the percentage of the total number of subscribers who opened an email campaign.
- These rates can vary depending on the subject line and the relevancy of the subject matter for subscribers.
- You should be striving for an Open Rate of approximately **18% or better**.

How to improve your email open rate:

- Improve your subject lines
- Test subject line length, tone and content
- Optimise for previews with preheader text
- Test sender name and email address (ex. company name vs. CEO's name)
- Test send day, send time, and send cadence (ex. daily vs. weekly)
- Ensure relevant content through personalisation and segmentation

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Mail Click-to-Open Rate

- The email click-to-open rate is the percentage of email viewers (those that open an email) who click on a link or image within an email.
- The email click-to-open rate may be considered a measure of the immediate response rate of an email.
- It's often a key metric used to measure the success—or lack of success—of a specific email campaign.
- We found an average email click-to-open rate of **14.30%**.

How to improve your email click-to-open rate:

1. Make sure your email renders well across devices
2. Collect the right data to segment and personalize
3. Optimize your email design and copy
4. Include an irresistible, easy-to-click call to action
5. A/B test each email element individually
6. Automate your emails to scale what works

Reference to Campaign Monitor that provided all the metrics and commentary.

https://www.campaignmonitor.com/resources/guides/email-marketing-benchmarks

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Thank you...

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- AML is a customer, client or donor acquisition specialist
- It is our job to use data driven campaigning to find new customers for you
- We do this through the use of lists, and other targeting techniques that reach new customers that look like your current customers
- The techniques involve the use of creative, channel and data to engage with the right audience
- Engagement only comes with the testing and roll out of the right offers, stories and content
- Results are then recorded, analysed and used to develop a better process