



Email Marketing  
Benchmarks Report 2022

See What Shifted in  
SA's Email Engagement  
Since We Went  
**'Back to Normal'**



# What's Inside?

Introduction.....	3
Executive Summary.....	4
Research Methodology.....	5
Open Rate Findings.....	6
Open Rate Statistics.....	7
Click-Through Rate Findings.....	8
Click-Through Rate Statistics.....	9
Click-to-Open Rate Findings.....	10
Click-to-Open Rate Statistics.....	11
Platform Rate Findings.....	12
Platform Rate Statistics.....	13
Unsubscribe Rate Findings.....	14
Unsubscribe Rate Statistics.....	15
Complaint Rate Findings.....	16
Complaint Rate Statistics.....	17
The Everlytic Growth Journey.....	18
Everlytic: The Multi-Channel Communication Platform.....	19

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# Introduction

Every two years, we **analyse the billions** of emails sent from our platform to see what the latest engagement benchmarks are. You can use these benchmarks to see how your email engagement compares to the averages in your industry and across the South African market.

Since the **pandemic changed the world** in 2020, we've also started using our historical benchmarks data to analyse the shifts that we see in the market. This reveals trends and insights cropping up in the data and may give direction on how to approach your email marketing if engagement in your industry is shifting.

In this year's report, we've analysed email engagement data from 2022 against the data shared in **our 2020 Benchmarks Report** and before. We hope it gives you clarity on how your email campaign performance is tracking in your industry and sheds light on where you can improve.

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# Executive Summary

Overall, open rates, click rates, and click-to-open rates are all up from 2020. This is a positive sign for email marketing and the economy in general. Since Covid restrictions lifted in 2022, [some of the impact we saw on email marketing](#) appears to be lifting too.

## The Impact of Email Privacy on Platform Stats

Email privacy adjustments on platforms like [Gmail](#) and [Apple Mail](#) have had a striking impact on platform rates. This is because platform opens are tracked using the same tracking tools we use to track email open rates; a metric that's becoming increasingly difficult to measure accurately. So, while mobile opens appear to be down and web-app opens up, we're moving into territory where we simply don't know which platforms people are using to open their emails anymore.

## Industries That Stand Out From the Trends

A handful of industries stood out across multiple metrics this year. We've seen repeated positive trends in *Technology, Business & Consulting, and Education & Training*. We've also seen downturns in some areas for *Logistics, and the Automotive industry*.

We can speculate that some of these trends are related to the changing market following email marketing's 'return to normal' post the pandemic. Others may just be a case of optimising content for the audience.

Have a look at the data and see what stands out for you.

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# Research Methodology

The **2020 and 2022 data in this report** was pulled from the **10 billion+ bulk emails** our clients sent and tracked via our platform between January and December in their respective years.

As we always do in our benchmarks analyses, we excluded automated and transactional emails, as well as any emails sent to fewer than 100 recipients. Emails were also weighted the same regardless of their audience size to remove any potential skew from unusually large campaigns.

## Scope of Data Analysed

	2020 Statistics	2022 Statistics
 Total emails analysed	4,661,834,919	5,432,713,849
 Total number of opens	829,809,771	1,313,107,163
 Mean number of recipients	24,230	21,385
 Median number of recipients	3,921	3,794

Included measurements are:

### Mean:

Average (sum of results divided by number of results)

### Median:

Midpoint between lowest and highest result

### Top quartile:

Midpoint between median and highest result

### Bottom quartile:

Midpoint between median and lowest result

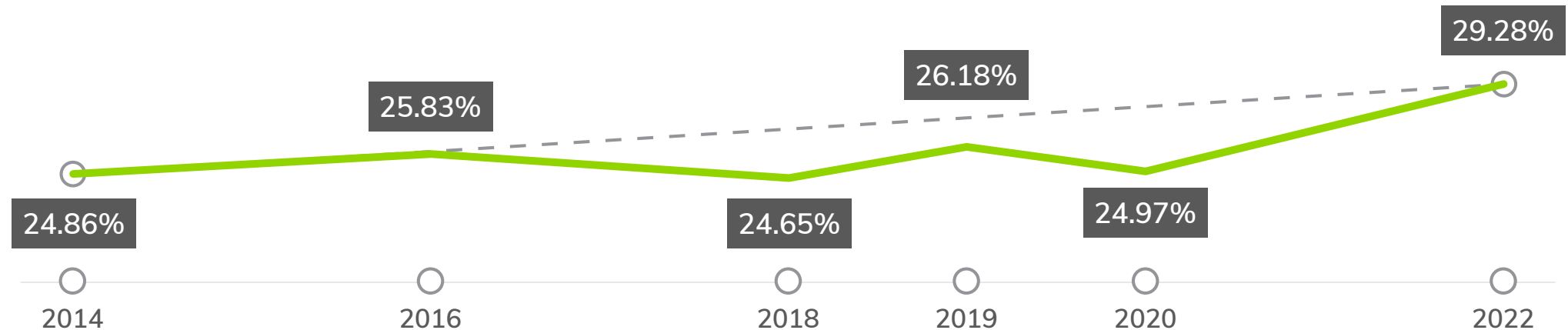
# Open Rate Findings

Open rates show the percentage of contacts who open your emails from the pool of contacts that you send the email to. Generally, open rates are a good measure of how enticing elements like your email subject line, email preview text, and from name / address are.

**NB** It's important to remember that email privacy rules in platforms like **Gmail** and **Apple Mail** have had a big impact on the accuracy of open rates. While email platforms like Everlytic do everything technically possible to get the most accurate data from these email providers, we can never be fully certain how close to reality these stats are now.

To be safe, we recommend using open rates as a guideline and rather using the click rate as your go-to metric for analysing the success of your email campaigns.

## Average Open Rate From 2014 - 2022



**Open rates are up** across the board to Everlytic's all-time high of **29.28%**, so it's a good time for sending emails. The highest increases are in *Hospitality*, *Technology*, and *eCommerce*. Industries with the highest rates are *Hospitality* again, followed by *Medical & Healthcare*, *Finance*, and *Education*.

The **open rate spike** in **Hospitality, Travel & Tourism** aligns with the '**revenge travel**' trend the industry has seen since Covid restrictions have eased. However, click and click-to-open rates in this industry are down this year **compared to 2020**, so it looks like South African travellers are window shopping via email rather than converting.

**Technology open rates** are also **up by 43%** from 2020's 20.62% to **29.58%**. With the huge shift to digital environments during Covid, it makes sense that tech industries are starting to feel the come-back.

**eCommerce** has also seen an **upward trend to 24.39%** from around the 17% mark in 2019 and 2020. However, clicks in this space are only slightly up, suggesting that people aren't necessarily converting via email in this space, but like in *Hospitality*, they're window shopping. With the impact that Covid had on the economy, people may just not have the funds to buy.

See our benchmarks from [2014](#), [2016](#), [2018](#) and [2020](#).

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# Open Rate Statistics

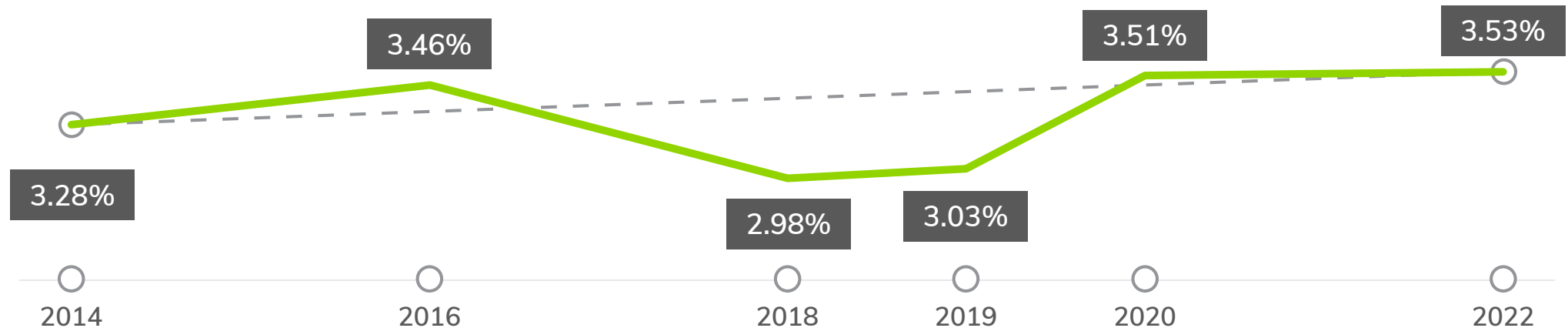
By Industry	Mean			Median			Top Quartile		Bottom Quartile	
	2020	2022	% Change	2020	2022	% Change	2020	2022	2020	2022
Overall	24.97	29.28	17% ▲	22.90	27.13	18% ▲	31.45	36.78	16.31	19.32
Agriculture & Environmental	25.02	26.54	6% ▲	24.72	27.44	11% ▲	28.29	31.17	20.81	23.28
Automotive	25.41	28.10	11% ▲	26.13	25.10	-4% ▼	31.63	33.94	18.53	21.35
Business & Consulting Services	23.40	29.19	25% ▲	21.05	28.65	36% ▲	29.47	36.12	14.91	20.21
E-commerce	17.58	24.39	39% ▲	16.55	22.71	37% ▲	23.63	30.21	10.06	16.29
Education & Training	30.97	33.01	7% ▲	32.41	33.31	3% ▲	38.79	42.30	19.66	20.52
Financial Institutions	29.14	33.02	13% ▲	28.36	30.97	9% ▲	37.05	42.21	20.25	23.32
Hospitality, Travel & Tourism	23.75	35.31	49% ▲	21.79	33.87	55% ▲	28.55	46.77	16.46	24.25
Industry, Trade & Manufacture	20.33	22.48	11% ▲	18.60	21.99	18% ▲	22.14	27.41	14.31	16.86
Lifestyle, Arts & Entertainment	31.29	31.52	1% ▲	26.00	28.51	10% ▲	39.45	39.12	18.05	21.48
Logistic Services	27.80	28.52	3% ▲	24.07	25.60	6% ▲	33.35	34.87	17.59	19.47
Medical & Healthcare	28.71	33.72	17% ▲	26.27	32.35	23% ▲	33.00	40.03	21.38	26.28
NGOs	25.76	29.48	14% ▲	24.38	25.79	6% ▲	33.04	37.05	16.73	18.54
Property & Real Estate	24.19	30.57	26% ▲	24.06	26.53	10% ▲	30.23	39.90	16.37	21.75
Publishing & Media	20.23	23.33	15% ▲	18.02	20.13	12% ▲	23.98	28.45	13.48	15.94
Retail & Wholesale	22.57	25.05	11% ▲	20.29	23.27	15% ▲	28.08	32.16	14.94	17.93
Technology & Science	20.62	29.58	43% ▲	19.90	25.74	29% ▲	24.81	32.86	14.09	19.22

# Click-Through Rate Findings

Click-through rates are calculated by dividing the number of contacts who clicked a link in an email by the number of contacts you sent the email to and converting it to a percentage.

This engagement metric shows you how many of your emails result in clicks through to your website and can be a good one to look at alongside your open rate, as they're both calculated from the same pool of emails sent.

## Average Click-Through Rate From 2014 - 2022



Click-through rates are **up slightly** overall, with a **substantial 73% increase** in **Technology**. This is interesting considering the industry's all-time click-rate low in 2020. We can speculate that **Covid created a kind of tech incubator** in the market and now those little babies are starting to grow. There could also be a higher interest in tech-based projects post the pandemic.

Another notable industry when it comes to clicks is **Business & Consulting**, with the **highest click rate** across the board and a **38% increase** from 2020. In **our last Benchmarks report**, we also saw the highest increase in clicks in this industry from 2019. All in all, email marketing in the **Business & Consulting** space appears to be booming.

The most **notable decreases in clicks** are seen in **Logistics and Lifestyle, Arts & Entertainment**. The **Logistics** industry, in particular, appears to have taken a knock engagement-wise, with not only **the lowest** open and click rates across the board compared to all other industries, but also the **biggest drop in clicks** since 2020.

This is strange considering that **engagement on ecommerce is up**. We speculate that perhaps receiving deliveries has become such a normal part of everyday life that people depend less on opening their email notifications. Also, perhaps communication between logistics companies, stores, and suppliers happens more on cloud-based systems. More research and analysis in these industries would be needed for a clearer picture.

See our benchmarks from [2014](#), [2016](#), [2018](#) and [2020](#).

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# Click-Through Rate Statistics

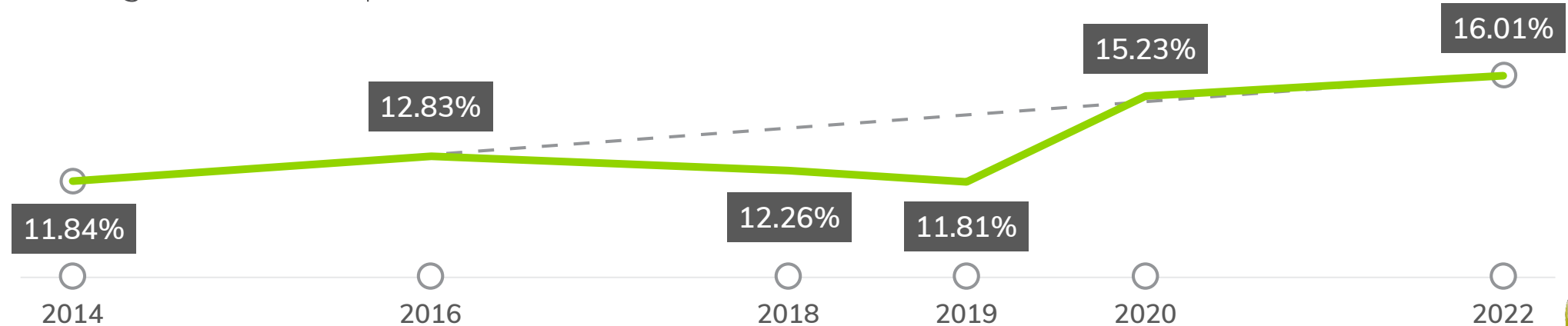
By Industry	Mean			Median			Top Quartile		Bottom Quartile	
	2020	2022	% Change	2020	2022	% Change	2020	2022	2020	2022
Overall	3.51	3.53	1% ▲	1.88	2.19	16% ▲	3.58	4.05	0.88	1.05
Agriculture & Environmental	3.75	3.42	-9% ▼	2.76	2.58	-7% ▼	4.67	4.65	1.66	2.20
Automotive	3.08	3.23	5% ▲	2.43	2.31	-5% ▼	3.80	3.74	1.30	1.29
Business & Consulting Services	3.75	5.16	38% ▲	1.84	3.09	68% ▲	3.75	5.25	0.95	1.48
E-commerce	2.18	2.21	1% ▲	1.33	1.33	0% ■	2.74	3.08	0.73	0.83
Education & Training	4.11	3.66	-11% ▼	2.85	2.75	-3% ▼	5.38	4.91	0.93	1.06
Financial Institutions	5.12	4.60	-10% ▼	2.40	2.94	23% ▲	5.34	5.39	0.83	1.21
Hospitality, Travel & Tourism	3.14	2.69	-14% ▼	2.07	2.22	7% ▲	3.36	3.09	1.11	1.36
Industry, Trade & Manufacture	2.16	2.33	8% ▲	1.04	1.67	61% ▲	2.06	3.43	0.13	0.85
Lifestyle, Arts & Entertainment	5.84	3.53	-40% ▼	2.66	1.92	-28% ▼	3.92	4.06	1.05	0.88
Logistic Services	2.80	1.08	-61% ▼	1.89	0.95	-50% ▼	2.21	1.63	0.00	0.10
Medical & Healthcare	3.54	4.34	23% ▲	1.81	2.00	10% ▲	3.00	4.40	0.95	1.14
NGOs	2.41	3.02	25% ▲	1.20	1.45	21% ▲	2.39	2.36	0.49	0.46
Property & Real Estate	3.32	3.37	2% ▲	1.80	2.08	16% ▲	3.95	3.72	0.57	1.28
Publishing & Media	2.88	2.66	-8% ▼	2.04	1.82	-11% ▼	3.15	3.32	1.20	1.16
Retail & Wholesale	2.68	2.59	-3% ▼	1.33	1.68	27% ▲	2.39	2.90	0.50	0.83
Technology & Science	2.05	3.55	73% ▲	1.46	1.80	23% ▲	2.53	3.20	0.54	0.75

# Click-to-Open Rate Findings

Click-to-open rates are different from click-through rates as they're calculated from the pool of contacts who actually opened your email – not the number of contacts you sent the email to. This is 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.

**NB** It's important to remember though, that with the new email privacy changes on platforms like **Gmail** and **Apple Mail**, open rates are harder to track and these click-to-open rates may not show us the full picture.

## Average Click-to-Open Rate From 2014 - 2022



Average click-to-open rates (CTOR) **are up by 5%** from **our last Benchmarks report**, suggesting that marketing emails have been more effective since 2020.

This engagement metric is also tied to clicks and opens, so it's common to see the same trends pull through here. For instance, like clicks, the **highest CTOR is in Business & Consulting**, where the industry saw a staggering **128% increase** in clicks-to-opens.

The **lowest CTOR** is in **Logistics** again, with the biggest drop in this industry as well. **Logistics** was up in 2020 from 8.19%, but this year's drop cuts the 2020 stats by nearly half to a new all-time low of 4.37%.

Click-to-open rates have also **spiked in the NGO and Medical & Healthcare** industries. Considering the rupture Covid had on people's wellbeing, it's no surprise that there's a higher focus on healthcare. It's also possible that people are pulling together to donate more to charitable causes. NGOs were up in 2020 too, suggesting a positive trend to giving. If you're in the NGO space, now may be a good time to ramp up your email campaigns.

See our benchmarks from [2014](#), [2016](#), [2018](#) and [2020](#).

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# Click-to-Open Rate Statistics

By Industry	Mean			Median			Top Quartile		Bottom Quartile	
	2020	2022	% Change	2020	2022	% Change	2020	2022	2020	2022
Overall	15.23	16.01	5% ▲	9.47	9.09	-4% ▼	15.70	14.97	5.06	4.63
Agriculture & Environmental	15.88	12.39	-22% ▼	11.71	9.97	-15% ▼	21.23	14.19	8.93	7.54
Automotive	12.60	12.27	-3% ▼	10.48	11.47	9% ▲	16.18	15.56	7.80	6.04
Business & Consulting Services	20.10	45.76	128% ▲	10.17	13.20	30% ▲	16.14	23.03	5.30	6.34
E-commerce	12.78	8.94	-30% ▼	11.23	6.92	-38% ▼	16.78	10.16	7.10	4.74
Education & Training	12.75	12.87	1% ▲	10.82	8.65	-20% ▼	16.08	14.24	4.97	4.42
Financial Institutions	21.14	17.27	-18% ▼	9.40	10.56	12% ▲	21.49	21.21	4.47	4.91
Hospitality, Travel & Tourism	17.58	13.24	-25% ▼	10.07	6.63	-34% ▼	14.84	11.19	5.79	3.34
Industry, Trade & Manufacture	11.28	11.33	0% ■	6.48	8.94	38% ▲	11.97	13.50	0.72	4.58
Lifestyle, Arts & Entertainment	17.28	10.12	-41% ▼	10.34	6.83	-34% ▼	16.47	11.99	5.57	3.84
Logistic Services	10.02	4.37	-56% ▼	5.98	4.33	-28% ▼	14.94	7.45	0.00	0.26
Medical & Healthcare	11.89	18.49	56% ▲	7.11	6.95	-2% ▼	12.51	12.56	4.14	4.19
NGOs	9.06	14.55	61% ▲	5.83	4.99	-14% ▼	9.42	11.16	2.61	2.17
Property & Real Estate	12.66	10.27	-19% ▼	9.15	8.20	-10% ▼	16.92	12.37	3.68	5.86
Publishing & Media	17.24	11.74	-32% ▼	12.44	9.90	-20% ▼	17.92	14.59	7.73	6.35
Retail & Wholesale	12.45	10.17	-18% ▼	7.91	7.79	-2% ▼	12.62	12.70	2.69	4.48
Technology & Science	10.45	11.79	13% ▲	8.44	7.46	-12% ▼	14.69	13.71	2.82	3.13



# Platform Rate Findings

At first glance, this one surprised us. Desktop and mobile opens have plummeted across all industries and the use of web apps has skyrocketed. We've never seen such a low mobile open rate.

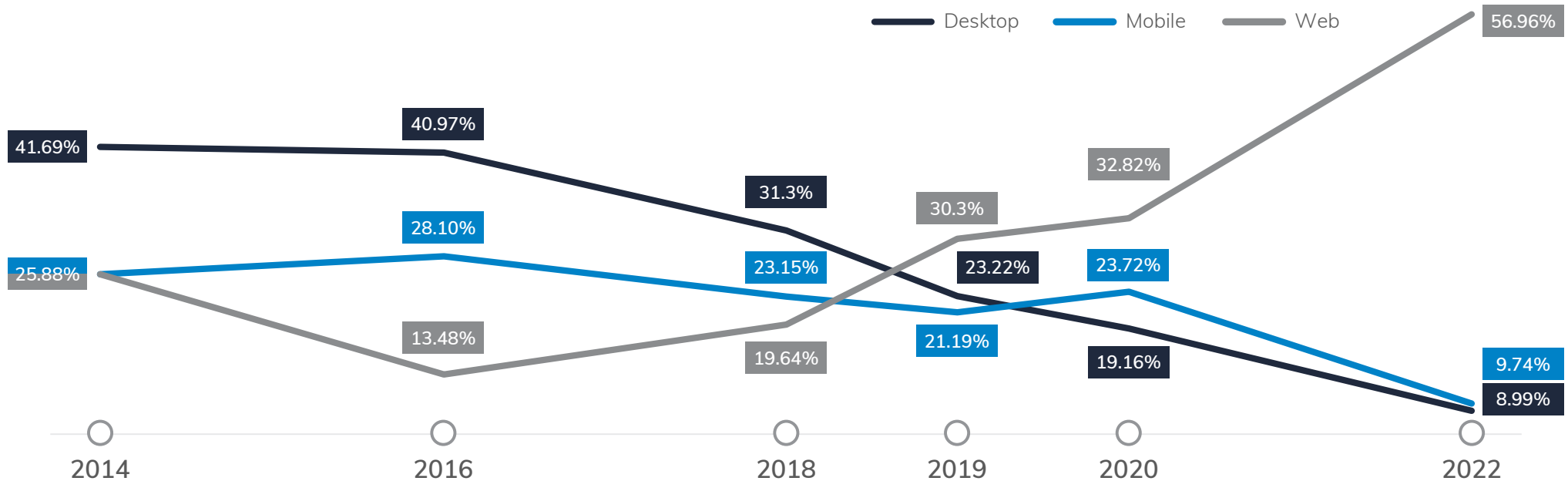
But on closer inspection, we realised that this change demonstrates the shifts in email privacy that we've seen in the last few years on platforms like **Gmail** and **Apple Mail**. Tracking metrics by opens is becoming increasingly unreliable and the email marketing space is very definitively moving to measuring engagement based on clicks instead.

These stats anchor in two important insights for us:

- 1 **The importance of screen-responsive email design**, as you just don't know where your emails will be opened anymore, and;
- 2 How necessary it has become to **prioritise tracking by clicks rather than opens**.



## Email Open Rate From 2014 - 2022



See our benchmarks from [2014](#), [2016](#), [2018](#) and [2020](#).

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# Platform Rate Statistics

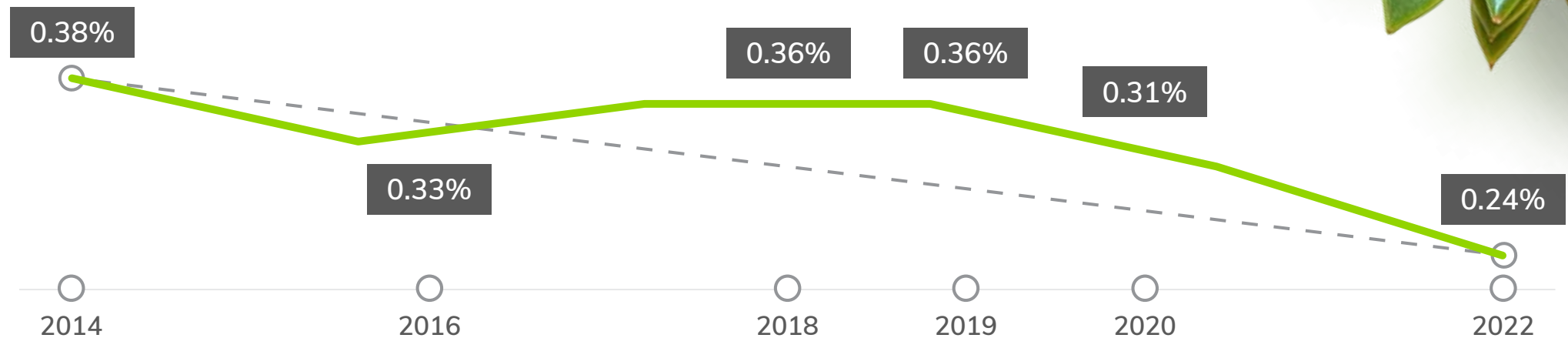
By Industry	Desktop			Web			Mobile			Unknown		
	2020	2022	% Change	2020	2022	% Change	2020	2022	% Change	2020	2022	% Change
Overall	19.16	8.99	-53% ▼	32.82	56.96	74% ▲	23.72	9.74	-59% ▼	24.30	24.32	0% ■
Agriculture & Environmental	22.69	10.82	-52% ▼	32.16	59.00	83% ▲	24.44	8.95	-63% ▼	20.71	21.24	3% ▲
Automotive	19.74	9.80	-50% ▼	29.70	50.29	69% ▲	24.48	10.85	-56% ▼	26.08	29.06	11% ▲
Business & Consulting Services	19.07	10.07	-47% ▼	42.55	63.81	50% ▲	20.62	9.50	-54% ▼	17.76	16.63	-6% ▼
E-commerce	16.28	5.88	-64% ▼	23.80	57.23	140% ▲	29.67	9.03	-70% ▼	30.25	27.86	-8% ▼
Education & Training	13.91	7.47	-46% ▼	29.73	48.58	63% ▲	25.91	13.63	-47% ▼	30.45	30.32	0% ■
Financial Institutions	17.44	7.07	-59% ▼	39.31	59.49	51% ▲	19.58	10.76	-45% ▼	23.67	22.68	-4% ▼
Hospitality, Travel & Tourism	21.02	8.03	-62% ▼	28.94	60.60	109% ▲	27.47	8.41	-69% ▼	22.57	22.96	2% ▲
Industry, Trade & Manufacture	24.26	13.26	-45% ▼	37.80	62.54	65% ▲	20.91	9.25	-56% ▼	17.02	14.95	-12% ▼
Lifestyle, Arts & Entertainment	19.34	9.71	-50% ▼	24.13	56.74	135% ▲	28.51	8.40	-71% ▼	28.02	25.16	-10% ▼
Logistic Services	20.76	14.66	-29% ▼	42.27	58.96	39% ▲	21.46	9.31	-57% ▼	15.51	17.07	10% ▲
Medical & Healthcare	19.35	10.01	-48% ▼	25.98	55.41	113% ▲	26.77	8.52	-68% ▼	27.90	26.06	-7% ▼
NGOs	18.13	10.65	-41% ▼	30.63	52.01	70% ▲	23.12	8.68	-62% ▼	28.13	28.66	2% ▲
Property & Real Estate	17.43	7.51	-57% ▼	26.23	55.30	111% ▲	29.05	9.49	-67% ▼	27.29	27.70	2% ▲
Publishing & Media	21.50	9.51	-56% ▼	31.20	53.89	73% ▲	22.75	9.70	-57% ▼	24.54	26.90	10% ▲
Retail & Wholesale	19.15	9.00	-53% ▼	28.77	56.63	97% ▲	26.13	10.07	-61% ▼	25.94	24.30	-6% ▼
Technology & Science	19.69	10.04	-49% ▼	44.24	62.53	41% ▲	19.22	9.12	-53% ▼	16.85	18.32	9% ▲

# Unsubscribe Rate Findings

Unsubscribe rates measure what percentage of your email recipients are unsubscribing from your messaging. It's normal, and even healthy, to see some unsubscribes from your email list, as it filters out any unengaged contacts. But if your unsubscribe rate is higher than average, you may want to assess if the content you're sending and the frequency at which you send it is what your recipients want.

Learn [Why People Unsubscribe & What You Can Do About It](#).

## Average Unsubscribe Rate From 2014 - 2022



Unsubscribe rates have **dropped in general**, apart from a handful of industries. Of the ones where we've seen an increase in unsubscribes, the most notable is the **Automotive** industry, because it has the **highest unsubscribe rate** compared to all other industries, and it's increased by the highest percentage too. Email messaging in this space, or the interests of its audiences, appears to have shifted since 2020.

The industries with the **lowest unsubscribe rates** are **Education & Training** and **Financial Institutions**. This suggests that recipients in this space are receiving content that speaks to their interests.

**Education** is particularly notable though as it shows the **highest drop in unsubscribes since 2020 (-59%)**. Interestingly, unsubscribes in this industry were at an all-time high in 2020 (0.34%) and now they're at an all-time low. This volatility suggests that either educational institutions have changed how they use email to communicate, or the learners themselves are responding differently due to shifts in the learning space.

See our benchmarks from [2014](#), [2016](#), [2018](#) and [2020](#).

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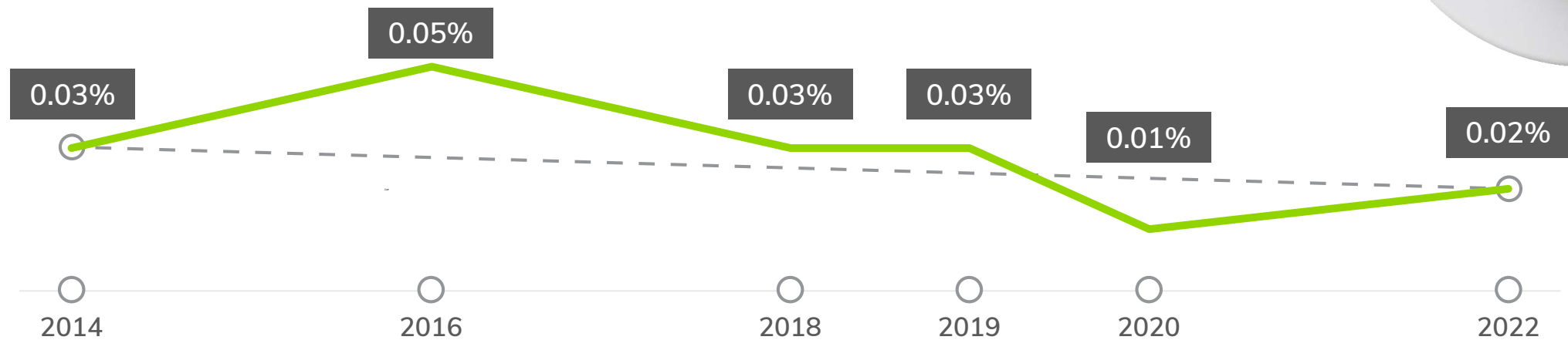
# Unsubscribe Rate Statistics

By Industry	Mean			Median			Top Quartile		Bottom Quartile	
	2020	2022	% Change	2020	2022	% Change	2020	2022	2020	2022
Overall	0.31	0.24	-23% ▼	0.22	0.12	-45% ▼	0.44	0.28	0.10	0.04
Agriculture & Environmental	0.22	0.19	-14% ▼	0.24	0.15	-36% ▼	0.32	0.23	0.15	0.09
Automotive	0.33	0.56	70% ▲	0.23	0.24	4% ▲	0.44	0.67	0.13	0.12
Business & Consulting Services	0.22	0.21	-5% ▼	0.13	0.11	-12% ▼	0.38	0.26	0.07	0.03
E-commerce	0.21	0.15	-29% ▼	0.15	0.09	-40% ▼	0.30	0.20	0.12	0.03
Education & Training	0.34	0.14	-59% ▼	0.22	0.08	-64% ▼	0.44	0.19	0.10	0.03
Financial Institutions	0.13	0.14	8% ▲	0.08	0.05	-33% ▼	0.14	0.15	0.01	0.00
Hospitality, Travel & Tourism	0.49	0.51	4% ▲	0.38	0.30	-21% ▼	0.55	0.63	0.20	0.10
Industry, Trade & Manufacture	0.25	0.24	-4% ▼	0.12	0.17	42% ▲	0.41	0.34	0.09	0.07
Lifestyle, Arts & Entertainment	0.41	0.26	-37% ▼	0.30	0.20	-33% ▼	0.55	0.37	0.16	0.03
Logistic Services	0.36	0.24	-33% ▼	0.12	0.08	-33% ▼	0.24	0.21	0.01	0.03
Medical & Healthcare	0.23	0.25	9% ▲	0.17	0.15	-9% ▼	0.29	0.32	0.02	0.05
NGOs	0.13	0.18	38% ▲	0.07	0.09	29% ▲	0.19	0.16	0.03	0.03
Property & Real Estate	0.54	0.43	-20% ▼	0.41	0.31	-24% ▼	0.67	0.64	0.25	0.16
Publishing & Media	0.20	0.15	-25% ▼	0.12	0.12	0% ■	0.24	0.20	0.05	0.05
Retail & Wholesale	0.37	0.26	-30% ▼	0.25	0.16	-36% ▼	0.50	0.32	0.07	0.07
Technology & Science	0.32	0.17	-47% ▼	0.19	0.11	-42% ▼	0.39	0.25	0.08	0.04

# Complaint Rate Findings

Complaint rates are the percentage of your email contacts who report your email as spam. Generally, this rate is relatively low, but it's a very important one to watch as it can have a detrimental impact on the deliverability of your future emails.

## Average Complaint Rate From 2014 - 2022



Complaint rates **have doubled across most industries** since 2020. This is concerning for email marketing overall and something to keep tabs on in your campaigns.

The most notable increase was in the **Automotive** industry, having shifted from 0.01% in 2020 to 0.05% in 2022. This is interesting considering that opens and clicks are up in this space. With **unsubscribes peaking** in this industry as well, automotive recipients may be receiving more email messaging than they want, or the content being shared may not be relevant to their interests. If you're in this industry, **consider sending more personalised messaging**.

On a more positive note, the high complaint rates that we saw in **Property & Real Estate** in 2020 appear to **have corrected considerably**, with a drop from 0.12% to 0.03%. We're also seeing impressive **below-average complaints** in *Agriculture, NGOs, and Publishing & Media*.

See our benchmarks from [2014](#), [2016](#), [2018](#) and [2020](#).

Visit us at [www.everlytic.com](http://www.everlytic.com) or [click here](#) to schedule a chat.

# Complaint Rate Statistics

By Industry	Mean			Median			Top Quartile		Bottom Quartile	
	2020	2022	Change	2020	2022	Change	2020	2022	2020	2022
Overall	0.01	0.02	1% ▲	0.00	0.00	0% ■	0.02	0.02	0.00	0.00
Agriculture & Environmental	0.01	0.01	0% ■	0.00	0.01	1% ▲	0.01	0.02	0.00	0.00
Automotive	0.01	0.05	4% ▲	0.00	0.01	1% ▲	0.01	0.05	0.00	0.00
Business & Consulting Services	0.01	0.02	1% ▲	0.00	0.00	0% ■	0.02	0.01	0.00	0.00
E-commerce	0.01	0.02	1% ▲	0.00	0.01	1% ▲	0.01	0.01	0.00	0.00
Education & Training	0.01	0.02	1% ▲	0.00	0.00	0% ■	0.01	0.01	0.00	0.00
Financial Institutions	0.00	0.02	2% ▲	0.00	0.00	0% ■	0.00	0.01	0.00	0.00
Hospitality, Travel & Tourism	0.02	0.03	1% ▲	0.02	0.01	-1% ▼	0.03	0.04	0.00	0.00
Industry, Trade & Manufacture	0.01	0.02	1% ▲	0.00	0.01	1% ▲	0.01	0.03	0.00	0.00
Lifestyle, Arts & Entertainment	0.01	0.02	1% ▲	0.01	0.01	0% ■	0.02	0.02	0.00	0.00
Logistic Services	0.02	0.02	0% ■	0.01	0.00	-1% ▼	0.02	0.02	0.00	0.00
Medical & Healthcare	0.01	0.02	1% ▲	0.00	0.00	0% ■	0.01	0.02	0.00	0.00
NGOs	0.00	0.01	1% ▲	0.00	0.00	0% ■	0.00	0.01	0.00	0.00
Property & Real Estate	0.12	0.03	-9% ▼	0.01	0.02	1% ▲	0.03	0.05	0.00	0.01
Publishing & Media	0.03	0.01	-2% ▼	0.01	0.01	0% ■	0.02	0.01	0.00	0.00
Retail & Wholesale	0.02	0.03	1% ▲	0.01	0.01	0% ■	0.02	0.02	0.00	0.00
Technology & Science	0.01	0.02	1% ▲	0.00	0.00	0% ■	0.01	0.02	0.00	0.00



# Maximise Your Messaging with the Everlytic Growth Journey

The Everlytic Growth Journey is a **skills-development framework** that guides you, step-by-step, on how to create and send the best bulk emails possible – and then how to maximise your messaging with personalisation and automation. By optimising your knowledge in this space, you can get more from your engagement with leads, clients, and other stakeholders.

Learn More



## Bulk Communicator

You create & distribute basic bulk emails, so you need a platform that helps you grow & manage your database easily & compliantly with tools to create, send, & schedule your communications.

1



## Message Personaliser

You're familiar with bulk email & are exploring personalisation. You're interested in segmenting lists, tagging contacts with group-related info, & in customising messages using personalisation tags & dynamic content.

2



## Communication Automator

You're an advanced email marketer who's familiar with personalisation & sees the value of maximising it across the full customer lifecycle via automated communication journeys & transactional messaging.

3



# Everlytic

## The Multi-Channel Messaging Platform

Better communication means better business. Get the all-in-one bulk email, SMS, voice broadcasting, and marketing automation software to make it happen.

Use these Everlytic features to maximise your:



### Email Marketing

Create effective email marketing campaigns that speak directly to your audience's needs. Then track everything as you go.



### SMS Marketing

Reach your audiences fast. Most SMSs are read in minutes – and none of them need mobile data to be delivered.



### Push Notifications

Keep your subscribers engaged with instant messaging from an internet browser or your mobile app.



### Database Management

Deliver triggered emails and SMSs, generate simplified reports, and send invoices, statements, and other system-generated messages automatically.



### Subscription Forms

Grow your database and collect user information effectively with Everlytic's drag-and-drop form builder.



### Marketing Automation

Send automated, multi-channel, customised communication journeys on specific dates and times or in response to contact behaviour and status changes.



### Voice Broadcasting

Send a recorded message to your subscribers as a direct phone call, getting your message across in minutes.



### Reporting Tools

Get insight into how your campaigns and messages are performing, so you can improve as you go.



### Transactional Messages

Deliver triggered emails and SMSs, generate simplified reports, and send invoices, statements, and other system-generated messages automatically.



### Landing Pages

Customise attractive landing pages that match your brand and speak to your audience's distinct interests.

[Get a Demo](#)



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Watch our Demo Video

