

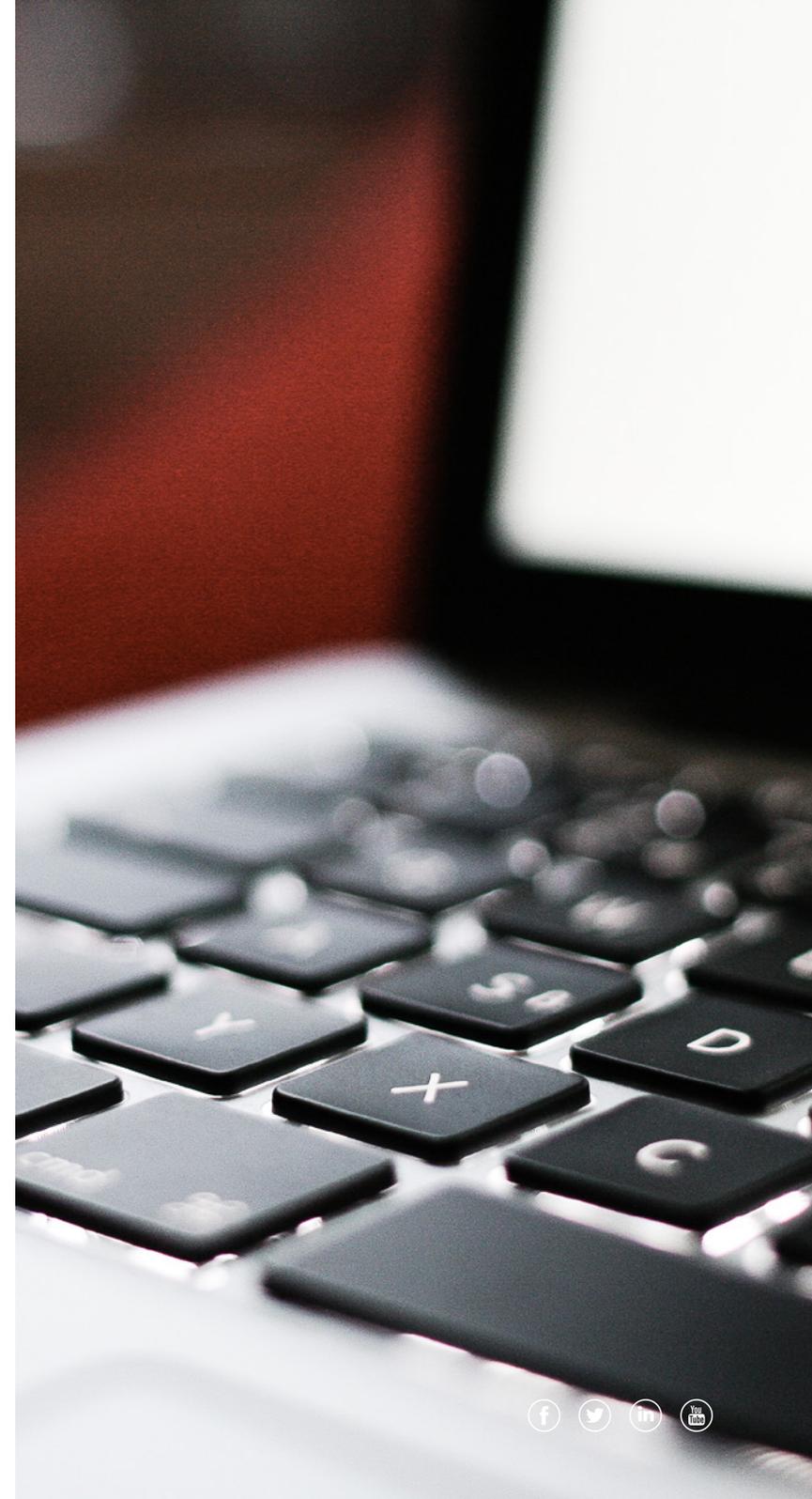
Email Marketing Benchmarks Report 2017



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Introduction: Benchmarks Report 2017

In 2015, Everlytic released its first ever Benchmarks Report that came about after hearing the frustrations of many marketers about the lack of local email marketing data that could assist them to benchmark their campaign success rates. Marketers previously needed to rely on international benchmark studies that were often not applicable to a South African audience.

The original Benchmarks Report has featured on the desks of email marketing professionals countrywide.

In this report we examine how email marketing metrics have changed over the past two years, and look at new benchmarks to strive for.

Research Methodology

The data used for this study was compiled from emails sent by Everlytic on behalf of its South African clients during the period of January 2016 to December 2016.

Over 2 billion delivered emails were analysed (an additional 1 billion from the 2015 report). Campaigns with less than 100 recipients were removed from the data set. The median campaign size was 2 553 recipients with a mean of 13 436.

Campaigns were weighted the same regardless of their size to remove any skew that unusually large campaigns may create.

Interpretation

In this report, we use both the mean and median in our observations. Where we talk about changes in metrics, we are comparing the equivalent 2015 metrics with current metrics.



The median is a more accurate reflection of the midpoint than the mean (average) when there is skewed data.

Very large or small values in the data set that are not typical (outliers) have a significant influence on the mean, but not the median.

Open Rates

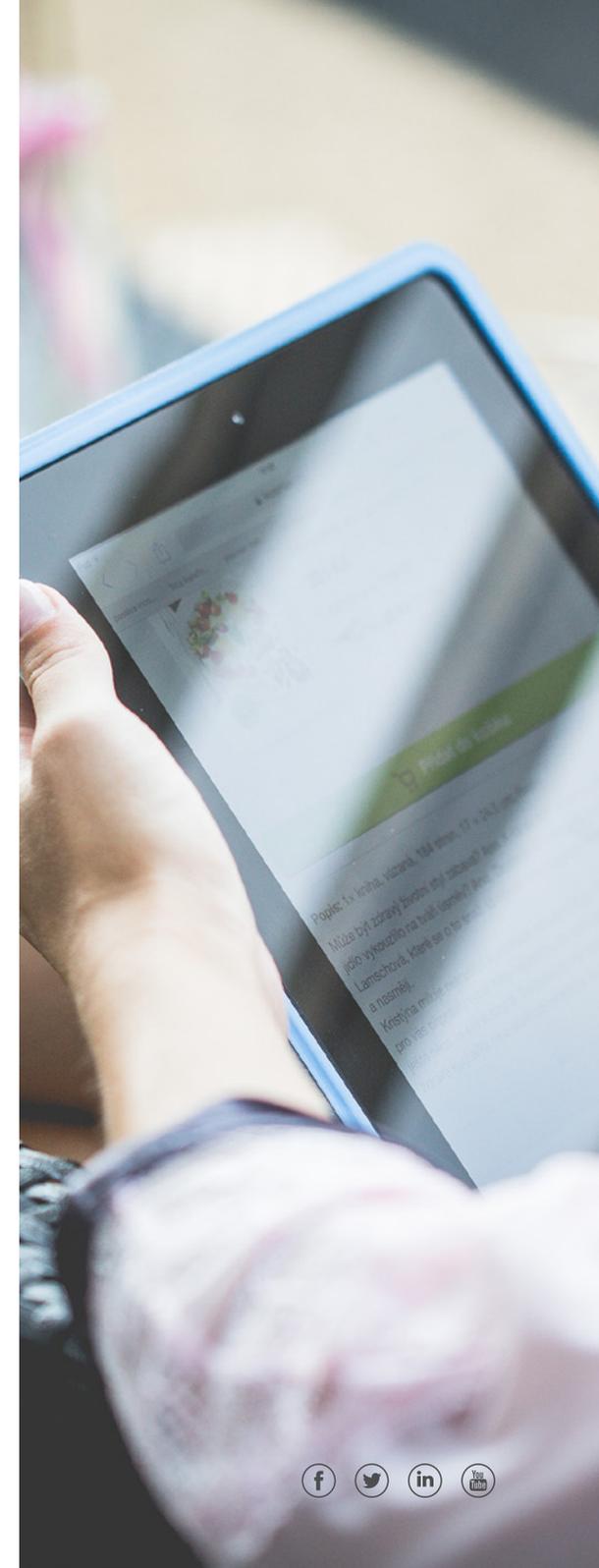
Observations:

Overall, the mean has increased from 24.86% to 25.83% and the median has increased from 23.61% to 23.86%.

Industry vertical medians show that Property and Real Estate (30.52%), Medical and Healthcare (28.24%) and Financial Institutions (27.79%) have outperformed other industries in this category.

The majority of the top quartile performers are achieving open rates of more than 30%. Top marketers in Property and Real Estate are getting a remarkable 40% open rate.

By Industry	Unique Open Rates			
	Mean	Median	Top Quartile	Bottom Quartile
Overall	25.83%	23.86%	32.10%	17.80%
Technology and Science	25.41%	23.32%	31.02%	17.02%
Retail and Wholesale	25.91%	23.79%	31.47%	18.71%
Publishing and Media	22.22%	21.00%	27.67%	16.06%
Property and Real Estate	30.62%	30.52%	40.00%	20.46%
NGOs	26.15%	25.20%	33.39%	19.38%
Medical and Healthcare	30.50%	28.24%	36.39%	21.34%
Logistical Services	19.30%	19.92%	26.26%	13.55%
Lifestyle, Arts and Entertainment	29.15%	25.59%	35.53%	20.83%
Industry, Trade and Manufacturing	23.54%	22.29%	28.12%	18.08%
Hospitality, Travel and Tourism	24.98%	23.77%	29.53%	18.58%
Financial Institutions	27.60%	27.79%	35.50%	17.68%
Education and Training	27.39%	25.60%	34.91%	18.51%
Ecommerce	18.80%	15.33%	23.07%	10.28%
Business and Consulting	22.35%	20.04%	27.55%	15.26%
Automotive	23.83%	23.86%	30.12%	17.07%



Click-Through Rates

Observations:

While the mean click-through rate (CTR) has increased slightly from 3.28% to 3.46%, we see that the median CTR has reduced from 1.88% to 1.57%.

This is due to a larger number of top performers, which skews the average. As seen in the Property and Real Estate industry that achieved an exceptional 7.71%.

By Industry	Unique Click-Through Rates			
	Mean	Median	Top Quartile	Bottom Quartile
Overall	3.46%	1.57%	3.95%	0.40%
Technology and Science	3.23%	0.80%	2.37%	0.22%
Retail and Wholesale	3.26%	1.44%	3.48%	0.21%
Publishing and Media	4.12%	3.32%	5.59%	1.35%
Property and Real Estate	5.72%	3.15%	7.71%	0.50%
NGOs	1.87%	0.65%	1.60%	0.11%
Medical and Healthcare	4.08%	2.39%	4.50%	1.04%
Logistical Services	2.25%	0.90%	2.84%	0.05%
Lifestyle, Arts and Entertainment	4.46%	2.20%	4.70%	1.04%
Industry, Trade and Manufacturing	2.30%	0.81%	2.06%	0.15%
Hospitality, Travel and Tourism	2.68%	1.50%	3.11%	0.38%
Financial Institutions	3.33%	1.35%	4.19%	0.10%
Education and Training	3.12%	1.69%	3.37%	0.51%
Ecommerce	2.50%	1.38%	2.43%	0.89%
Business and Consulting	2.71%	1.20%	2.76%	0.13%
Automotive	3.80%	3.26%	4.92%	0.29%

Click-to-Open Rates

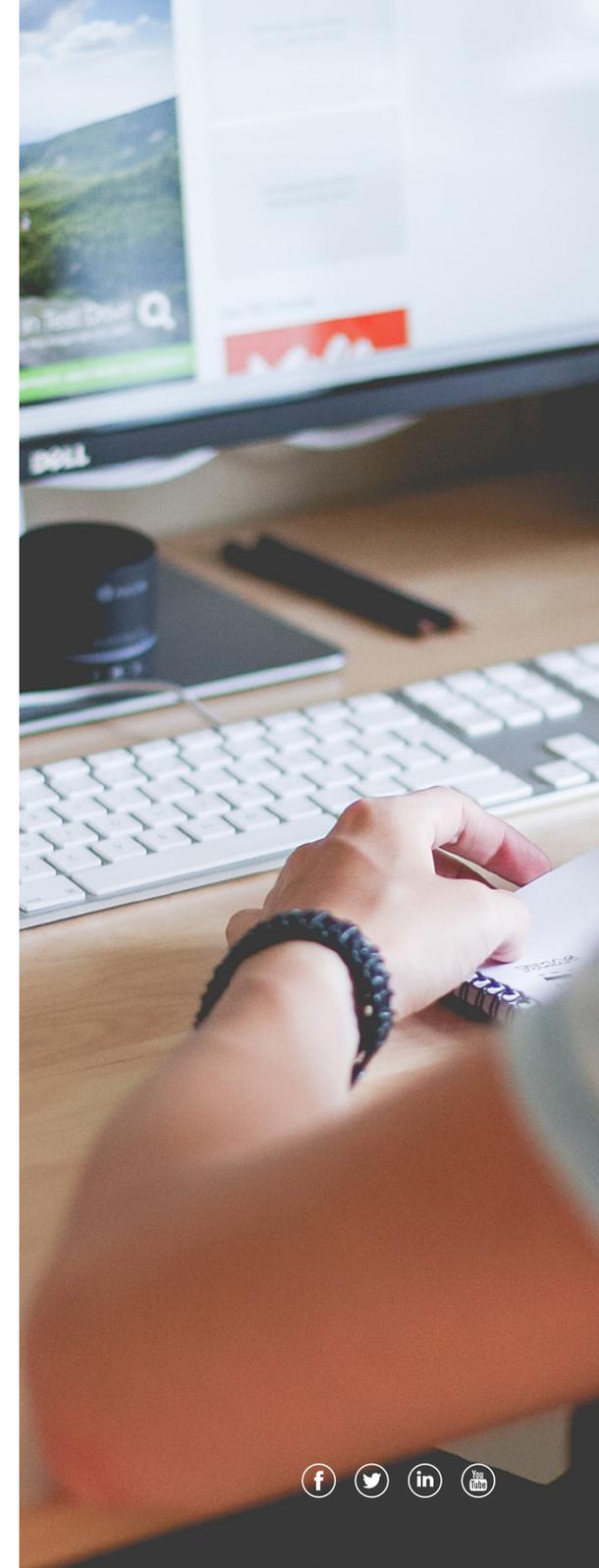
Observations:

Similar to the open rates we see that click-to-open rates, on average, have increased from 11.84% to 12.83% of people clicking on a link in the opened email.

However, the median has decreased from 8.87% to 7.53%. Again, due to a large number of top performers this is skewed.

The Publishing and Media industry continues to lead the way with the top quartile achieving a very respectable 25.90% rate.

By Industry	Unique Click-to-Open Rates			
	Mean	Median	Top Quartile	Bottom Quartile
Overall	12.83%	7.53%	15.46%	2.04%
Technology and Science	12.53%	3.35%	12.19%	1.11%
Retail and Wholesale	11.51%	6.67%	14.43%	1.51%
Publishing and Media	18.42%	16.84%	25.90%	7.18%
Property and Real Estate	16.85%	13.98%	22.06%	3.48%
NGOs	7.26%	3.220%	7.16%	0.55%
Medical and Healthcare	13.62%	9.16%	19.46%	4.22%
Logistical Services	11.30%	5.26%	12.72%	1.42%
Lifestyle, Arts and Entertainment	13.06%	9.11%	14.90%	4.35%
Industry, Trade and Manufacturing	9.06%	4.45%	8.01%	0.69%
Hospitality, Travel and Tourism	10.41%	6.65%	12.18%	1.76%
Financial Institutions	14.32%	7.20%	15.00%	0.53%
Education and Training	11.04%	7.21%	14.00%	2.32%
Ecommerce	11.58%	9.66%	11.47%	7.50%
Business and Consulting	11.48%	6.78%	14.81%	0.56%
Automotive	14.50%	11.46%	20.32%	3.63%



Platform Rates

Observations:

The percentage of emails read on a desktop has remained relatively unchanged, while mobile has increased from 25.88% to 28.10%. A few potential drivers of this is the continuing adoption of smartphones, improved mobile responsiveness of emails and larger mobile display screens.

The Lifestyle, Arts and Entertainment industry outperformed all others with 35.68% of all their emails being read on mobile devices. The nature of their content, which is well suited to this platform, is a likely explanation for this.

	Desktop vs Web vs Mobile			
By Industry	Desktop	Web	Mobile	Unknown
Overall	40.97%	13.48%	28.10%	17.45%
Technology and Science	50.09%	17.18%	20.58%	12.15%
Retail and Wholesale	37.08%	13.52%	29.87%	19.54%
Publishing and Media	40.87%	13.07%	27.01%	19.05%
Property and Real Estate	40.35%	13.12%	32.50%	14.03%
NGOs	36.34%	12.25%	28.08%	23.33%
Medical and Healthcare	34.81%	14.45%	30.66%	20.08%
Logistical Services	46.76%	13.93%	23.08%	16.24%
Lifestyle, Arts and Entertainment	35.17%	11.27%	35.68%	17.88%
Industry, Trade and Manufacturing	53.74%	13.16%	21.57%	11.53%
Hospitality, Travel and Tourism	43.59%	12.68%	29.45%	14.27%
Financial Institutions	42.65%	12.45%	27.62%	17.28%
Education and Training	35.50%	12.77%	29.09%	22.65%
Ecommerce	32.49%	13.05%	32.56%	21.90%
Business and Consulting	47.83%	15.70%	24.29%	12.18%
Automotive	40.21%	13.52%	30.42%	15.84%

Unsubscribe Rates

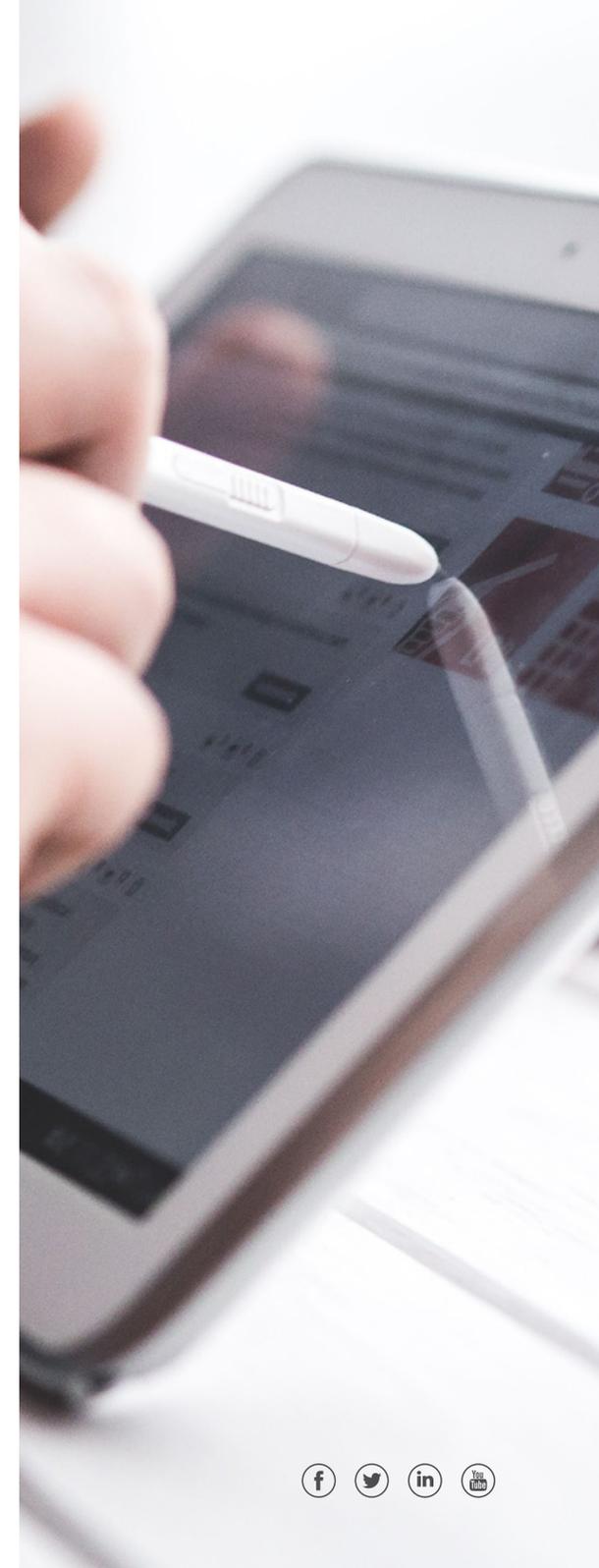
Observations:

While many marketers see unsubscribe rates as a negative, because it decreases the size of their databases, it is important to note that to allow people to easily and transparently unsubscribe is imperative to maintaining a healthy brand integrity.

Median unsubscribe rates have decreased from 0.253% to 0.220% which means that fewer people are opting out of emails than was recorded in 2015.

This could be as a result of marketers being better than ever before at sending more relevant and enticing content.

	Unsubscribe Rates			
By Industry	Mean	Median	Top Quartile	Bottom Quartile
Overall	0.330%	0.220%	0.091%	0.444%
Technology and Science	0.288%	0.216%	0.068%	0.429%
Retail and Wholesale	0.448%	0.310%	0.166%	0.589%
Publishing and Media	0.265%	0.198%	0.107%	0.332%
Property and Real Estate	0.424%	0.300%	0.130%	0.504%
NGOs	0.210%	0.156%	0.062%	0.286%
Medical and Healthcare	0.273%	0.124%	0.030%	0.386%
Logistical Services	0.431%	0.284%	0.111%	0.468%
Lifestyle, Arts and Entertainment	0.432%	0.289%	0.121%	0.529%
Industry, Trade and Manufacturing	0.322%	0.257%	0.100%	0.486%
Hospitality, Travel and Tourism	0.371%	0.285%	0.140%	0.513%
Financial Institutions	0.190%	0.077%	0.021%	0.188%
Education and Training	0.265%	0.195%	0.075%	0.321%
Ecommerce	0.246%	0.210%	0.101%	0.264%
Business and Consulting	0.351%	0.285%	0.106%	0.493%
Automotive	0.388%	0.245%	0.094%	0.417%



Complaint Rates

Observations:

The average number of complaints received has increased from 0.027% to 0.049%, while the median is now 0.010%. Meaning 1 in 10 000 people complain.

Poor quality databases are a major contributor to this percentage increase, but new technologies in web clients (Gmail, Outlook etc.) that make it easier to complain must also be factored in.

Added to this is increased subscriber awareness on dealing with unsolicited email, making it a much less spam cluttered channel.

Complaint Rates				
By Industry	Mean	Median	Top Quartile	Bottom Quartile
Overall	0.049%	0.010%	-	0.046%
Technology and Science	0.094%	0.009%	-	0.066%
Retail and Wholesale	0.063%	0.012%	-	0.047%
Publishing and Media	0.042%	0.014%	0.006%	0.047%
Property and Real Estate	0.050%	0.015%	-	0.065%
NGOs	0.022%	0.004%	-	0.024%
Medical and Healthcare	0.015%	0.001%	-	0.015%
Logistical Services	0.038%	0.002%	-	0.014%
Lifestyle, Arts and Entertainment	0.059%	0.014%	-	0.044%
Industry, Trade and Manufacturing	0.044%	0.008%	-	0.044%
Hospitality, Travel and Tourism	0.042%	0.014%	0.002%	0.057%
Financial Institutions	0.034%	-	-	0.012%
Education and Training	0.040%	0.014%	0.001%	0.038%
Ecommerce	0.034%	0.016%	0.007%	0.040%
Business and Consulting	0.049%	0.023%	-	0.073%
Automotive	0.071%	0.024%	0.004%	0.042%

Glossary

Open Rates

The open rate describes what percentage of recipients opened your email communication. In this report we use the unique open rate; if a recipient opens an email more than once, it is only counted once. The open rate has traditionally been the most popular metric for email marketers as it is simple to use and understand. However, it doesn't always tell the whole story. Combining open rates with other metrics such as click-through rates gives a more holistic picture of campaign success.

Click-Through Rates

The click-through rate (CTR) is the percentage of recipients that click on a link inside your mailer, counting unique clicks per contact. The CTR provides more insight into content and call to action effectiveness and how valuable recipients find your content.

Click-to-Open Rates

The click-to-open rate (also known as the effective rate) is the ratio of unique clicks, to the total number of unique opens of the email. This tells you of the recipients who opened the email, how many clicked on links. If multiple links in an email are clicked, we only count it as one. Thus unique click, per unique open, per contact.

This rate reveals more about engagement, as it doesn't look solely at the number of opens, but the amount of engagement within the open rate.

Platform Rates

Knowing which desktop email clients (Outlook, Thunderbird, Lotus Notes), webmail clients (Gmail, Yahoo, Hotmail), and mobile browsers (Safari, Blackberry, Android) subscribers use to open your emails, allows you to think more carefully and strategically about the design and layout of your campaigns. This insight helps you better understand your target audience and create marketing campaigns that are user-friendly, mobile-responsive and compatible wherever opened.

User privacy settings can prevent us from detecting the platform used to open emails and in those instances, the percentage is allocated as 'unknown'.

Churn Rates

Churn rates include the unsubscribe rate and the complaint rate. These rates describe by what percentage your list size decreases each time you send a campaign. The complaint rate is particularly important as it indicates the quality of your database. If you have a high complaint rate then it is extremely important to address this or risk damaging your brand. A high complaint rate could indicate that the recipients on your list have not knowingly subscribed to your communication and consider it spam.



Additional Resources

The State of Email Marketing

Everlytic surveyed local companies to find out how they approach email marketing. South African businesses are prepared for email marketing, are you? See how email marketing fits into your organisation and if you are ticking the same checkboxes.



[Go to Download](#)

How to Run a Successful SMS Campaign

Everlytic has compiled a guide containing the basic building blocks of an effective SMS campaign. If you're using SMS as part of your marketing efforts (and you should be), these steps give you a breakdown of the elements necessary for a successful marketing SMS.



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Famous Quotes to Guide your Email Marketing

Join us on a trip down memory lane, as we tribute 10 famous quotes as postcards, adapted to email marketing. Each quote is true to life and can be used when running your email campaigns. Whether you need help getting started or running higher-level, intricate campaigns, these postcards will stand any email marketer in good stead when it comes to formulating their strategy.



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The Anatomy of Awesome Emails

Everlytic looked at the email campaigns sent by our clients and have chosen some of the best performers for you. These handpicked campaigns have been dissected to provide you with insight into why they've outperformed competitors when it comes to South African benchmarks for open and click rates.



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Who We Are

Prefix Technologies (Pty) Ltd is the company behind Everlytic. Established in 2004, Prefix is a level 3 BEE contributor and our software is 100% built in South Africa by our team of talented software engineers. We strive to be the best in the world at what we do and benchmark ourselves against international competitors from across the globe. With our head office in Johannesburg and another office in Cape Town, we are in the hub of South Africa's big business districts. We are a team of young, dynamic and innovative people who ensure you have a top-notch piece of software and an excellent customer experience.

In 2016, Vox, an end-to-end technology provider, acquired a majority shareholding in Everlytic and so welcomed us to the Vox family. The acquisition by Vox is the next chapter in our story, as we work with them to bring our unique services to even more customers across the country.

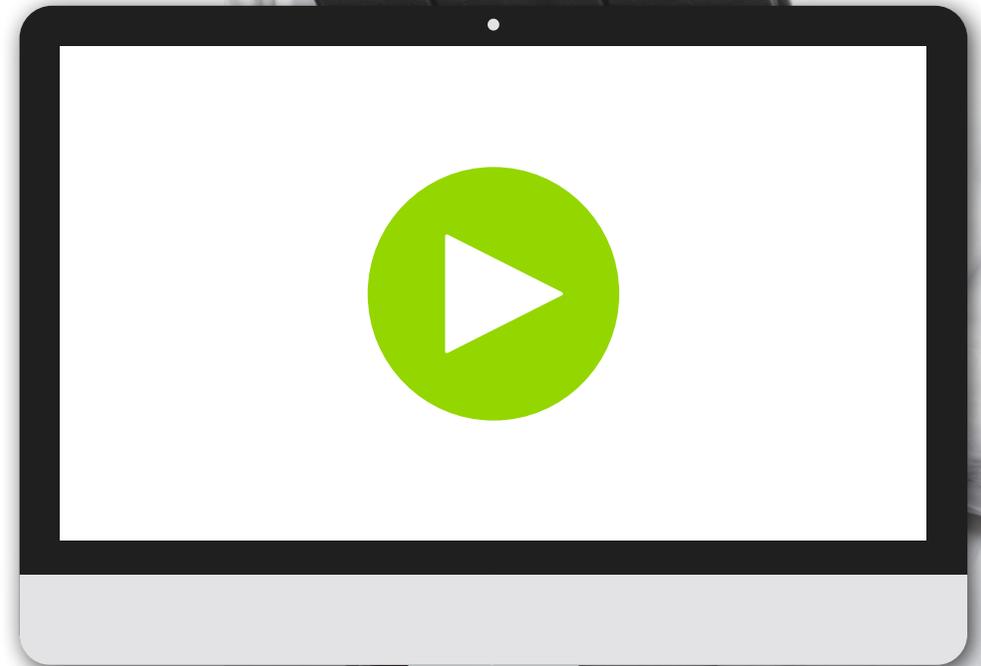
What We Do

Everlytic is an enterprise solution which provides your businesses with a simple, efficient and personalised way to build richer customer relationships by managing all of your email and SMS communications in one central point.

Our system gives you the ability to manage and segment your database, compose beautiful emails, send email and SMS campaigns with ease, and track everything as it happens. We go beyond just email and SMS marketing though, with our Transactional messaging engine you can power the delivery of any digital message from your organisation whether it is the sending of an invoice in a branded template, an order notification, or any other system generated email or SMS.

Why Choose Us?

Everlytic is the leading Marketing Cloud Software solution in South Africa. Every day hundreds of top South African and international companies use our software to send millions of messages to their customers and subscribers. With our bulk and Transactional email and SMS engines you can manage all of your digital communications from one central hub. Whether it be newsletters and notifications, statements and system generated messages, Everlytic is the leader in ensuring top delivery rates.





Should you want any more information
visit us at www.everlytic.co.za or
[click here](#) to request a demo.

