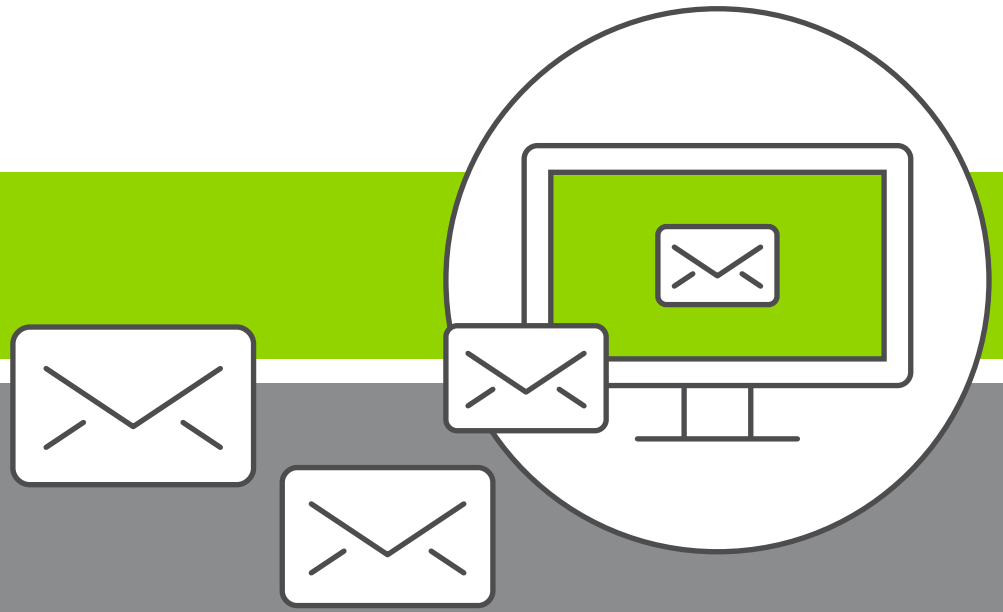


South African Email Marketing Benchmarks

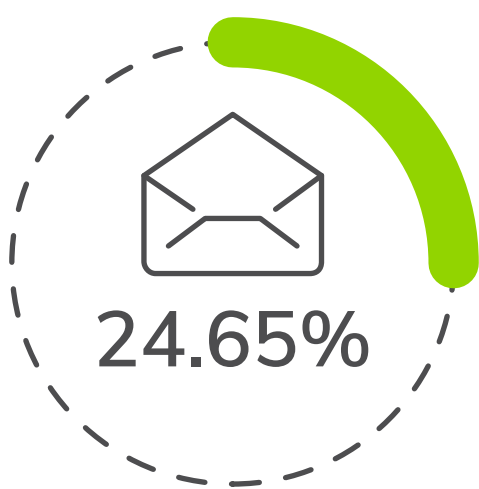


2018

4 Billion Emails Analysed



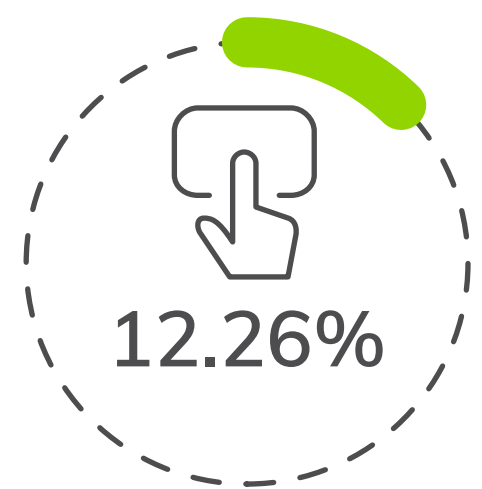
Average
Email Open
Rate



Average
Click-Through
Rate



Average
Click-to-Open
Rate



Top Industries

The following industries have outperformed the rest*:

Financial



36.82%

Open
Rate

Medical and
Healthcare



4.73%

Click-Through
Rate

Publishing
and Media



20.04%

Click-to-Open
Rate

*These are the best top-quartile performers in each metric.



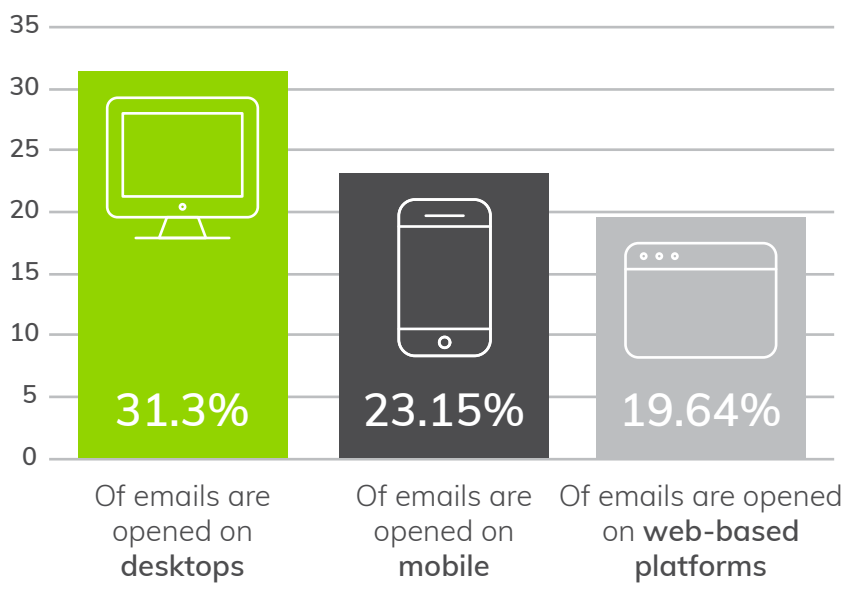
Tip: Improve open and click-through rates by creating relevant and engaging content that addresses a specific need.

Provide
valuable
resources

Address
a need

Make
it personal

Platform Rates



Tip: Mobile opens continue to thrive, so responsive emails are not negotiable anymore. Create content that's user-friendly, screen-responsive, and software compatible.

Average
Unsubscribe Rate



Average
Complaint Rate

0.03% =

One in every
30 000 recipients
complain.



Tip: If your unsubscribe rate is much higher than the industry average, reassess your email content to make sure it's in line with your subscribers' expectations and interests.