



Email Marketing 2020 Benchmarks

Analysing Trends in South Africa's Email Engagement

Open Rates

Unique Open Rates

By Industry	Mean			Median			Top Quartile		Bottom Quartile	
	2019	2020	% Change	2019	2020	% Change	2019	2020	2019	2020
Overall	26.18	24.97	-5% ▼	24.14	22.90	-5% ▼	32.19	31.45	17.09	16.31
Agriculture & Environmental	26.33	25.02	-5% ▼	27.34	24.72	-10% ▼	31.08	28.29	21.14	20.81
Automotive	27.26	25.41	-7% ▼	27.52	26.13	-5% ▼	32.85	31.63	20.15	18.53
Business & Consulting Services	25.55	23.40	-8% ▼	24.14	21.05	-13% ▼	31.91	29.47	17.48	14.91
E-commerce	17.89	17.58	-2% ▼	14.64	16.55	13% ▲	27.60	23.63	9.35	10.06
Education & Training	17.89	17.58	-2% ▼	14.64	16.55	13% ▲	41.30	38.79	18.31	19.66
Financial Institutions	29.22	30.97	6% ▲	28.46	32.41	14% ▲	37.42	30.71	21.02	16.00
Hospitality, Travel & Tourism	30.82	24.44	-21% ▼	30.16	22.18	-26% ▼	29.67	28.55	18.56	16.46
Industry, Trade & Manufacture	30.82	24.44	-21% ▼	24.12	21.79	-10% ▼	28.15	22.14	15.11	14.31
Lifestyle, Arts & Entertainment	25.36	23.75	-6% ▼	20.13	18.60	-8% ▼	39.19	39.45	28.10	18.05
Logistic Services	22.18	20.33	-8% ▼	28.10	26.00	-7% ▼	27.33	33.35	16.12	17.59
Medical & Healthcare	32.56	31.29	-4% ▼	20.39	24.07	18% ▲	33.10	33.00	20.93	21.38
NGOs	23.09	27.80	20% ▲	27.20	26.27	-3% ▼	31.76	33.04	18.04	16.73
Property & Real Estate	28.99	28.71	-1% ▼	27.20	26.27	-3% ▼	31.76	33.04	18.04	16.37
Publishing & Media	26.36	25.76	-2% ▼	25.87	24.38	-6% ▼	30.42	30.23	14.92	13.48
Retail & Wholesale	25.14	24.19	-4% ▼	23.25	24.06	3% ▲	25.49	23.98	14.92	14.94
Technology & Science	21.28	20.23	-5% ▼	18.54	18.02	-3% ▼	28.62	28.08	14.92	14.94
	22.94	22.57	-2% ▼	19.94	20.29	2% ▲	30.55	24.81	15.33	14.09
	26.71	20.62	-23% ▼	23.18	19.90	-14% ▼				

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Introduction

Every two years, we do a deep analysis of the billions of emails we send in South Africa, so we can give you real data from which to benchmark your own emails.

Our stats in this benchmarks report explore the difference between 2020 and the benchmarks before; a kind of before-and-after snapshot of what happened to email communication in 2020.

This is probably the sharpest year-on-year change we've ever seen to email marketing benchmarks. We hope you're as fascinated as we are by the findings.

Executive Summary

Overall, open rates went down in 2020 compared to 2019, but other than that, all engagement is up. Unsubscribes and complaints are also down across the board. This suggests that the contacts who have been opening emails during the pandemic have been engaged – as if 2020 unexpectedly showed all industries who their most engaged contacts were. This is an ideal time to practice email list hygiene.

Industries that Didn't Follow the Trend

The anomalies we've noticed tend to be industry-specific, with technology / science and education cropping up more than once across the data. This suggests that the pandemic had a larger impact on these industries – in terms of email marketing at least – than most others.

The Surprising Lack of Impact on Tourism

Surprisingly, even though the hospitality, travel, and tourism industries were impacted substantially by the pandemic in 2020, their email engagement has followed the same trend as the rest of the market.

We imagine this is because the lockdown not only left people unable to travel but, since they were not permitted to, may have boosted their aspiration to. Additionally, contacts may have kept engaging with travel and tourism emails in the hopes that there were updates to travel regulations or on trips they'd booked before lockdown.

Read the report to analyse the data in detail.

Research Methodology

With the dramatic impact the pandemic had on our lives in 2020, we decided to approach our benchmarks report differently this time. Traditionally, we'd compare the current benchmarks findings to those in the previous benchmarks report - in this case, it would have been 2018. Instead, we're looking at the difference between 2019 and 2020, analysing the change against the backdrop of the trends from our previous benchmarks. Our most comprehensive benchmarks analysis yet.

The 2019 and 2020 data was pulled from the nearly **10 billion bulk emails our clients sent and tracked** (this excludes all automated and transactional emails) via our platform between January 2019 and December 2020. As we've done in previous years, emails with less than 100 recipients were removed from the data set and emails were weighted the same regardless of their size to remove any potential skew from unusually large campaigns.

Scope of Data Analysed

	2019 Statistics	2020 Statistics
 Total emails analysed	4,598,424,170	4,661,834,919
 Total number of opens	884,056,349	829,809,771
 Total campaigns sent	147,040	141,169
 Average number of recipients	23,177	24,230
 Median number of recipients	3,582	3,921

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 in 2020 were down across the board compared to 2019; the opposite of what competitors have seen in other parts of the world. This local trend may be because of decreased morale and / or less financial security for spending on non-essential products and services.

The only industries that showed an increase in open rates in 2020 were education and logistics. We suspect this is due to increased homeschooling and home deliveries. Looking at the historical data, open rates in education and logistics have been increasing steadily Year-on-Year (YoY), so the pandemic may have supported an existing trend in these industries.

Interestingly, despite the general drop from 2019 to 2020, the 2020 average open rates are still slightly higher than the average open rates in our 2018 Benchmarks Report. Comparing this to our pre-2017 stats, opens appear to be somewhat stable around the 25% mark.

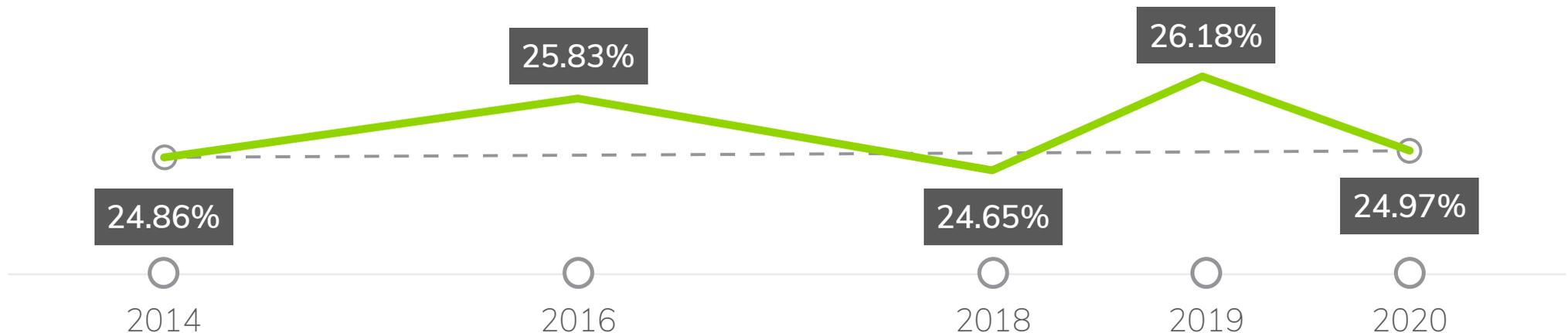
Tip:

If you're using email for marketing, you may need to tweak your strategy from a pure sales approach to a value-adding one. The economy has taken a knock and it'll take time for buying patterns to normalise.

Consider who your customers are, how they've been affected by the pandemic, and how your business can add unique value to their lives while they pick themselves up. Make supporting them and taking them on a journey the focus of your email subject line and content, and put marketing lower down, so your subscribers keep you in mind moving forward.

For more tips on communicating during COVID, read our blog post: [How & Why to Communicate During COVID-19](#).

Average Open Rate from 2014 - 2020



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

Open Rate Statistics

By Industry	Mean			Median			Top Quartile		Bottom Quartile	
	2019	2020	% Change	2019	2020	% Change	2019	2020	2019	2020
Overall	26.18	24.97	-5% ▼	24.14	22.90	-5% ▼	32.19	31.45	17.09	16.31
Agriculture & Environmental	26.33	25.02	-5% ▼	27.34	24.72	-10% ▼	31.08	28.29	21.14	20.81
Automotive	27.26	25.41	-7% ▼	27.52	26.13	-5% ▼	32.85	31.63	20.15	18.53
Business & Consulting Services	25.55	23.40	-8% ▼	24.14	21.05	-13% ▼	31.91	29.47	17.48	14.91
E-commerce	17.89	17.58	-2% ▼	14.64	16.55	13% ▲	27.60	23.63	9.35	10.06
Education & Training	29.22	30.97	6% ▲	28.46	32.41	14% ▲	41.30	38.79	18.31	19.66
Financial Institutions	30.82	29.14	-5% ▼	30.16	28.36	-6% ▼	37.42	37.05	21.02	20.25
Hospitality, Travel & Tourism	25.36	23.75	-6% ▼	24.12	21.79	-10% ▼	29.67	28.55	18.56	16.46
Industry, Trade & Manufacture	22.18	20.33	-8% ▼	20.13	18.60	-8% ▼	28.15	22.14	15.11	14.31
Lifestyle, Arts & Entertainment	32.56	31.29	-4% ▼	28.10	26.00	-7% ▼	39.19	39.45	28.10	18.05
Logistic Services	23.09	27.80	20% ▲	20.39	24.07	18% ▲	27.33	33.35	16.12	17.59
Medical & Healthcare	28.99	28.71	-1% ▼	27.20	26.27	-3% ▼	33.10	33.00	20.93	21.38
NGOs	26.36	25.76	-2% ▼	25.87	24.38	-6% ▼	31.76	33.04	18.04	16.73
Property & Real Estate	25.14	24.19	-4% ▼	23.25	24.06	3% ▲	30.42	30.23	18.04	16.37
Publishing & Media	21.28	20.23	-5% ▼	18.54	18.02	-3% ▼	25.49	23.98	14.92	13.48
Retail & Wholesale	22.94	22.57	-2% ▼	19.94	20.29	2% ▲	28.62	28.08	14.92	14.94
Technology & Science	26.71	20.62	-23% ▼	23.18	19.90	-14% ▼	30.55	24.81	15.33	14.09

Click-Through Rate Findings

Click-through rates have increased in general YoY, with a notable spike in 2020. This may be because there were more compelling offers for information and products that solicited higher engagement.

The only industry that showed an average decrease in click-throughs is technology / science. Historical data in this space shows us that click-throughs tend to go up one year and down the next. In 2020, it's down to its all-time lowest – accentuating what the trend suggests would have been a dip year after the 2019 high.

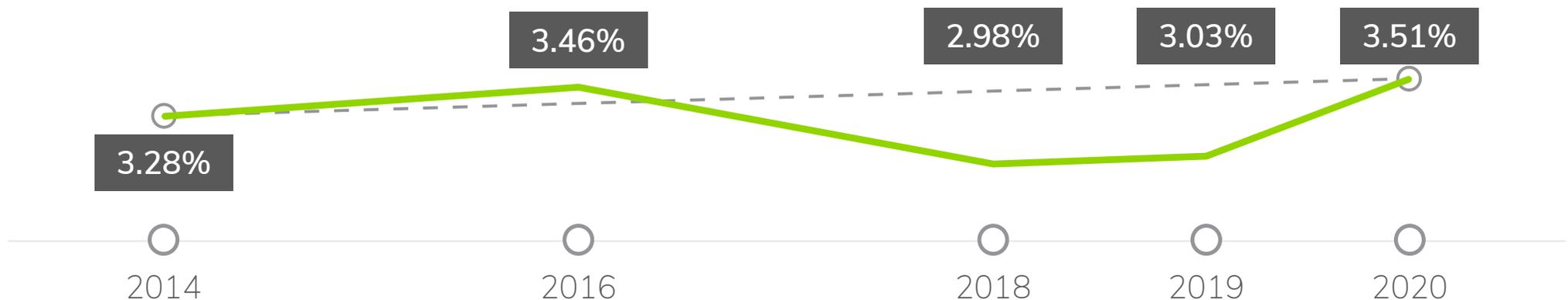
Tip:

The success of your emails boils down to the total number of engaged contacts. A smaller, engaged list could yield the same volume of engagement as a large, unengaged one.

This is why, counter-intuitively, it's worth practicing email list hygiene. Here, you select unengaged contacts from your database and send re-engagement messaging to them (like [Hyperli does in this case study](#)). If they repeatedly don't engage, remove them from your list. This way, you communicate regularly with people who enjoy your communication, work on re-engaging the rest, and clear out the 'dead wood'.

Interestingly, higher engagement like this also improves your email delivery – reducing your emails' chances of being marked as spam. Read more in our [Email Delivery Guide](#).

Average Click-Through Rate from 2014 - 2020



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

Click-Through Rate Statistics

By Industry	Mean			Median			Top Quartile		Bottom Quartile	
	2019	2020	% Change	2019	2020	% Change	2019	2020	2019	2020
Overall	3.03	3.51	16% ▲	1.58	1.88	19% ▲	3.27	3.58	0.60	0.88
Agriculture & Environmental	3.16	3.75	19% ▲	1.81	2.76	52% ▲	3.74	4.67	1.10	1.66
Automotive	2.98	3.08	3% ▲	2.57	2.43	-5% ▼	3.67	3.80	1.44	1.30
Business & Consulting Services	2.72	3.75	38% ▲	1.62	1.84	14% ▲	3.22	3.75	0.71	0.95
E-commerce	2.02	2.18	8% ▲	1.08	1.33	23% ▲	2.31	2.74	0.74	0.73
Education & Training	3.43	4.11	20% ▲	1.59	2.85	80% ▲	4.13	5.38	0.59	0.93
Financial Institutions	4.99	5.12	3% ▲	2.24	2.40	7% ▲	5.37	5.34	0.72	0.83
Hospitality, Travel & Tourism	2.59	3.14	21% ▲	1.73	2.07	20% ▲	3.27	3.36	0.98	1.11
Industry, Trade & Manufacture	2.14	2.16	1% ▲	1.00	1.04	4% ▲	1.75	2.06	0.35	0.13
Lifestyle, Arts & Entertainment	4.21	5.84	39% ▲	1.72	2.66	55% ▲	4.22	3.92	0.68	1.05
Logistic Services	2.30	2.80	22% ▲	0.84	1.89	126% ▲	1.24	2.21	0.11	-
Medical & Healthcare	2.85	3.54	24% ▲	1.46	1.81	24% ▲	2.65	3.00	0.57	0.95
NGOs	2.16	2.41	12% ▲	0.78	1.20	55% ▲	1.49	2.39	0.32	0.49
Property & Real Estate	2.45	3.32	36% ▲	1.16	1.80	55% ▲	3.62	3.95	0.42	0.57
Publishing & Media	2.69	2.88	7% ▲	1.86	2.04	10% ▲	3.44	3.15	0.93	1.20
Retail & Wholesale	2.48	2.68	8% ▲	1.13	1.33	18% ▲	2.21	2.39	0.33	0.50
Technology & Science	3.13	2.05	-35% ▼	1.24	1.46	18% ▲	2.79	2.53	0.24	0.54

Click-to-Open Rate Findings

Click-to-open rates show the percentage of contacts that click on links in your emails from the pool of contacts who opened them. It excludes people who didn't open the email, so you can analyse how engaging the content is once they've opened your emails.

Overall click-to-open rates also increased substantially between 2019 and 2020, with many industries seeing increases in the 20, 30, and 40 percentage ranges. Between the lower open rate and higher click-through rate, this is unsurprising and speaks to a smaller, but more engaged audience. Business and consulting services took the cake with a click-to-open rate increase of 70%. We imagine this may be a result of many businesses needing support during this time.

Compared to our 2018 benchmarks, it appears there was a decrease in 2019 click-to-open rates before the 2020 spike. So, while there was a slight reduction in overall opens, there was a solid uptick in engagement – potentially improving the quality of business leads.

The only industry that saw a decrease in average click-to-open rates was technology / science again, but historical data shows that these stats are still higher than the 2018 benchmarks. So, while this dip contrasts the increases in the other industries, the decrease doesn't appear to be huge in isolation.

Tip:

These stats are a great sign in these times. It shows that, while email opens may be lower than 2019, a greater percentage of the people who are opening your emails in 2020 are clicking through. Enjoy this.

You can use this to your advantage by working on your email subject lines, so you can improve opens. With these click-to-open rates, higher opens may bolster your email ROI. Read more in our blog post [How to Write Compelling Email Subject Lines](#).

Additionally, look at mastering your email content with our [Guide to Effective Email Marketing](#).

Average Click-to-Open Rate from 2014 - 2020



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

Click-to-Open Rate Statistics

By Industry	Mean			Median			Top Quartile		Bottom Quartile	
	2019	2020	% Change	2019	2020	% Change	2019	2020	2019	2020
Overall	11.81	15.23	29% ▲	7.68	9.47	23% ▲	13.56	15.70	3.30	5.06
Agriculture & Environmental	12.54	15.88	27% ▲	9.15	11.71	28% ▲	13.13	21.23	6.87	8.93
Automotive	11.77	12.60	7% ▲	10.31	10.48	2% ▲	14.38	16.18	7.18	7.80
Business & Consulting Services	11.79	20.10	70% ▲	7.98	10.17	27% ▲	15.15	16.14	3.75	5.30
E-commerce	11.35	12.78	13% ▲	9.09	11.23	24% ▲	13.14	16.78	6.90	7.10
Education & Training	10.37	12.75	23% ▲	6.13	10.82	77% ▲	12.98	16.08	3.83	4.97
Financial Institutions	18.29	21.14	16% ▲	9.70	9.40	-3% ▼	17.52	21.49	3.94	4.47
Hospitality, Travel & Tourism	15.61	17.58	13% ▲	8.55	10.07	18% ▲	13.38	14.84	4.42	5.79
Industry, Trade & Manufacture	8.90	11.28	27% ▲	5.13	6.48	26% ▲	9.76	11.97	2.10	0.72
Lifestyle, Arts & Entertainment	12.29	17.28	41% ▲	6.94	10.34	49% ▲	13.90	16.47	3.35	5.57
Logistic Services	8.19	10.02	22% ▲	3.61	5.98	66% ▲	5.46	14.94	0.51	-
Medical & Healthcare	8.74	11.89	36% ▲	6.00	7.11	19% ▲	11.45	12.51	2.11	4.14
NGOs	7.54	9.06	20% ▲	3.50	5.83	67% ▲	6.69	9.42	1.59	2.61
Property & Real Estate	8.85	12.66	43% ▲	6.26	9.15	46% ▲	12.76	16.92	2.14	3.68
Publishing & Media	13.36	17.24	29% ▲	10.20	12.44	22% ▲	18.28	17.92	5.35	7.73
Retail & Wholesale	9.44	12.45	32% ▲	6.28	7.91	26% ▲	10.45	12.62	2.03	2.69
Technology & Science	11.39	10.45	-8% ▼	6.79	8.44	24% ▲	12.31	14.69	1.24	2.82

Platform Rate Findings

The pandemic, unsurprisingly, impacted which devices people use to view their emails, with desktop use dropping substantially and mobile and web picking up in response – accentuating an already existing trend away from desktop. With many offices closing during lockdown and introducing a more flexible working environment, this is expected.

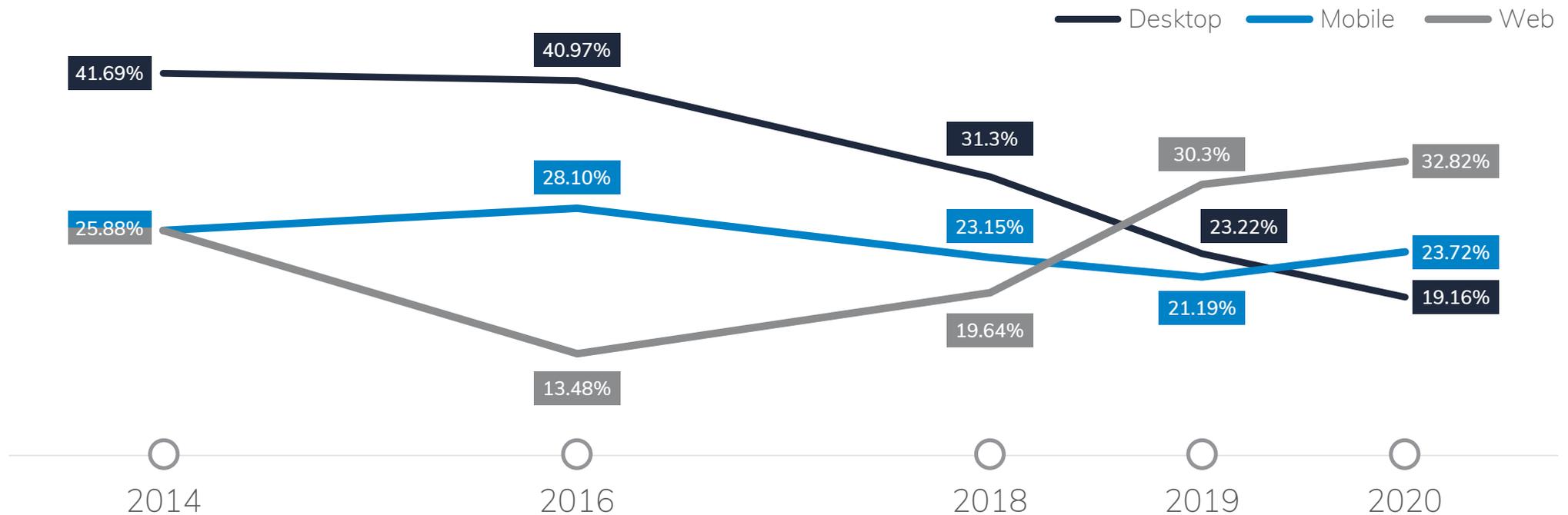
Additionally, this trend highlights the flexibility of email as a medium, as responsive layouts can tailor the content for any device size.

Tip:

We've said it before and we'll say it again: readers are moving away from reading emails on desktop. When using another device, they should not need to pinch-to-zoom or scroll side-to-side to read your emails. Optimise them for viewing on screens of any size.

Conveniently, when using email builders like in Everlytic, the platform optimises the layout for different-sized screens automatically.

Email Open Rate from 2014 - 2020



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

Platform Rate Statistics

By Industry	Desktop			Web			Mobile			Unknown		
	2019	2020	% Change	2019	2020	% Change	2019	2020	% Change	2019	2020	% Change
Overall	23.22	19.16	-17% ▼	30.30	32.82	8% ▲	21.19	23.72	12% ▲	25.29	24.30	-4% ▼
Agriculture & Environmental	27.20	22.69	-17% ▼	32.22	32.16	0% ■	20.33	24.44	20% ▲	20.25	20.71	2% ▲
Automotive	23.85	19.74	-17% ▼	28.24	29.70	5% ▲	22.74	24.48	8% ▲	25.17	26.08	4% ▲
Business & Consulting Services	24.30	19.07	-22% ▼	37.30	42.55	14% ▲	18.97	20.62	9% ▲	19.43	17.76	-9% ▼
E-commerce	18.34	16.28	-11% ▼	24.90	23.80	-4% ▼	25.03	29.67	19% ▲	31.74	30.25	-5% ▼
Education & Training	17.76	13.91	-22% ▼	27.82	29.73	7% ▲	21.42	25.91	21% ▲	33.00	30.45	-8% ▼
Financial Institutions	22.20	17.44	-21% ▼	36.07	39.31	9% ▲	18.32	19.58	7% ▲	23.41	23.67	1% ▲
Hospitality, Travel & Tourism	25.56	21.02	-18% ▼	27.32	28.94	6% ▲	24.26	27.47	13% ▲	22.86	22.57	-1% ▼
Industry, Trade & Manufacture	31.86	24.26	-24% ▼	33.97	37.80	11% ▲	17.56	20.91	19% ▲	16.61	17.02	2% ▲
Lifestyle, Arts & Entertainment	21.59	19.34	-10% ▼	24.58	24.13	-2% ▼	25.13	28.51	13% ▲	28.70	28.02	-2% ▼
Logistic Services	32.81	20.76	-37% ▼	32.50	42.27	30% ▲	17.14	21.46	25% ▲	17.55	15.51	-12% ▼
Medical & Healthcare	22.00	19.35	-12% ▼	23.84	25.98	9% ▲	24.27	26.77	10% ▲	29.89	27.90	-7% ▼
NGOs	20.49	18.13	-12% ▼	26.49	30.63	16% ▲	20.15	23.12	15% ▲	32.86	28.13	-14% ▼
Property & Real Estate	20.96	17.43	-17% ▼	25.75	26.23	2% ▲	25.62	29.05	13% ▲	27.67	27.29	-1% ▼
Publishing & Media	25.70	21.50	-16% ▼	29.32	31.20	6% ▲	20.39	22.75	12% ▲	24.58	24.54	0% ■
Retail & Wholesale	22.81	19.15	-16% ▼	27.16	28.77	6% ▲	23.53	26.13	11% ▲	26.51	25.94	-2% ▼
Technology & Science	23.64	19.69	-17% ▼	38.97	44.24	14% ▲	16.62	19.22	16% ▲	20.77	16.85	-19% ▼

Unsubscribe Rate Findings

Unsubscribe rates were stable from our 2018 benchmarks to 2019 and then dropped by half a percent in 2020. This reduction can be seen across most industries, with publishing and media seeing the biggest dip.

The two industries that showed an increase in unsubscribes are education and technology / science; echoing how these industries stand out for some other email metrics too. Historically:

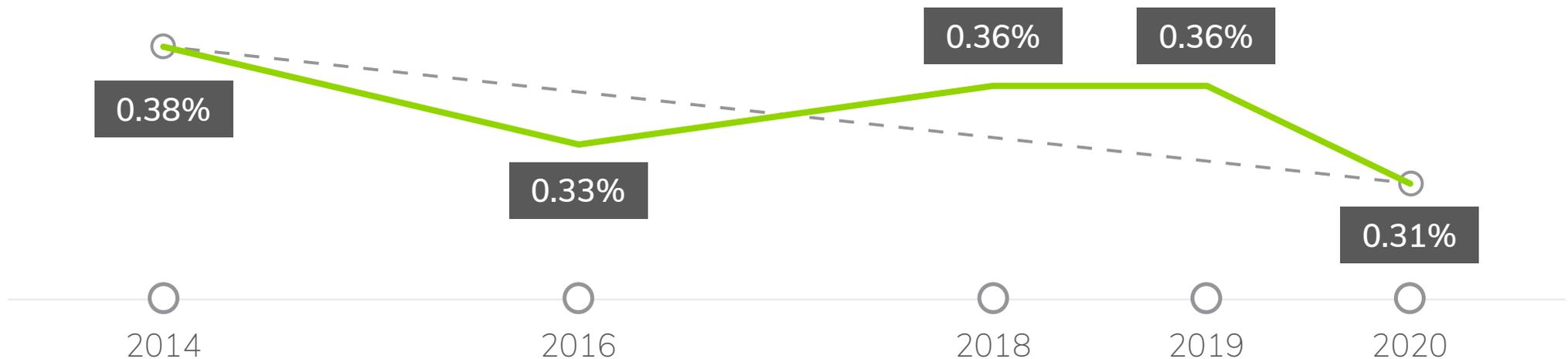
- **Education** unsubscribes dipped in our 2018 benchmarks and then increased in 2019 and again to an all-time high of 0.34% in 2020.
- **Technology / science** unsubscribes appear to fluctuate a lot – possibly due to the rapid evolution we tend to see in the industry. While there has been a 33% increase since 2019, the 2020 stats are on par with our 2018 benchmarks.

Tip:

The overall drop in unsubscribes appears to be good, but with decreased open rates, it may have just filtered out unengaged contacts. Look at this data holistically to understand what's happening in your industry.

For more tips on how to reduce your unsubscribe rate, read our blog post [Why People Unsubscribe & What You Can Do About It](#).

Average Unsubscribe Rate from 2014 - 2020



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

Unsubscribe Rate Statistics

By Industry	Mean			Median			Top Quartile		Bottom Quartile	
	2019	2020	% Change	2019	2020	% Change	2019	2020	2019	2020
Overall	0.36	0.31	-14% ▼	0.24	0.22	-8% ▼	0.52	0.44	0.13	0.10
Agriculture & Environmental	0.36	0.22	-39% ▼	0.37	0.24	-35% ▼	0.45	0.32	0.28	0.15
Automotive	0.35	0.33	-6% ▼	0.23	0.23	2% ▲	0.41	0.44	0.16	0.13
Business & Consulting Services	0.34	0.22	-35% ▼	0.23	0.13	-42% ▼	0.52	0.38	0.14	0.07
E-commerce	0.27	0.21	-22% ▼	0.18	0.15	-17% ▼	0.37	0.30	0.12	0.12
Education & Training	0.29	0.34	17% ▲	0.22	0.22	2% ▲	0.39	0.44	0.09	0.10
Financial Institutions	0.18	0.13	-28% ▼	0.06	0.08	33% ▲	0.31	0.14	0.01	0.01
Hospitality, Travel & Tourism	0.57	0.49	-14% ▼	0.48	0.38	-20% ▼	0.69	0.55	0.21	0.20
Industry, Trade & Manufacture	0.32	0.25	-22% ▼	0.22	0.12	-45% ▼	0.36	0.41	0.14	0.09
Lifestyle, Arts & Entertainment	0.44	0.41	-7% ▼	0.32	0.30	-6% ▼	0.47	0.55	0.16	0.16
Logistic Services	0.37	0.36	-3% ▼	0.16	0.12	-23% ▼	0.41	0.24	0.03	0.01
Medical & Healthcare	0.30	0.23	-23% ▼	0.25	0.17	-32% ▼	0.41	0.29	0.14	0.02
NGOs	0.13	0.13	0% ■	0.07	0.07	0% ■	0.25	0.19	0.04	0.03
Property & Real Estate	0.60	0.54	-10% ▼	0.17	0.41	141% ▲	0.75	0.67	0.03	0.25
Publishing & Media	0.35	0.20	-43% ▼	0.24	0.12	-50% ▼	0.44	0.24	0.17	0.05
Retail & Wholesale	0.49	0.37	-24% ▼	0.35	0.25	-29% ▼	0.62	0.50	0.16	0.07
Technology & Science	0.24	0.32	33% ▲	0.20	0.19	-5% ▼	0.35	0.39	0.06	0.08

Complaint Rate Findings

Complaints dropped substantially in 2020. This can be seen across most industries, except Property & Real Estate, which jumped by 300%. A stat of 1.2% doesn't sound like a lot but compared to the other industries and previous years' stats, something changed.

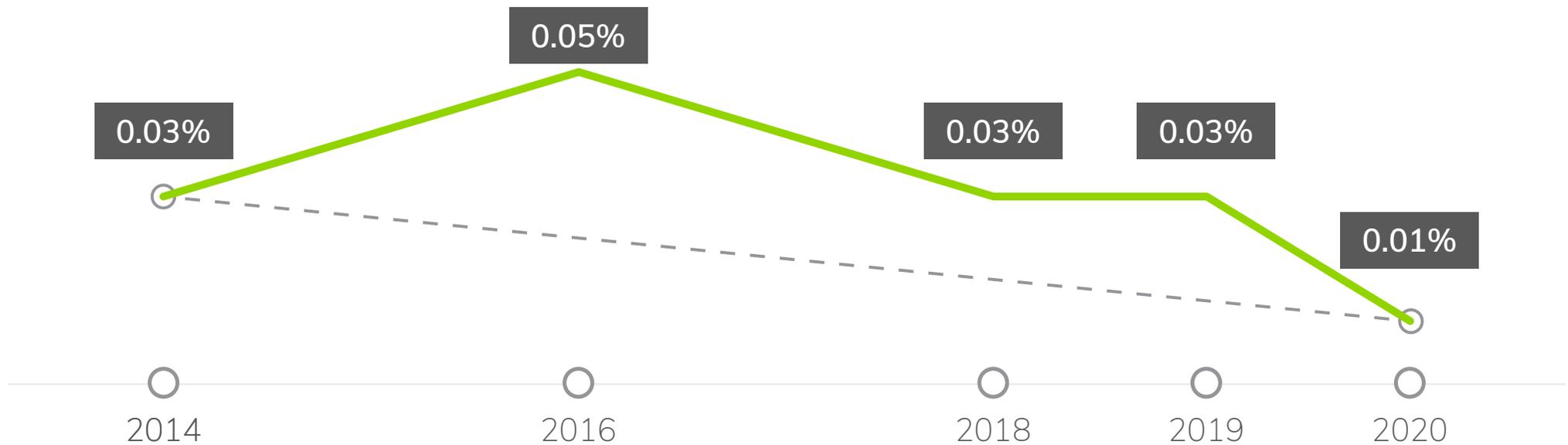
Historically, we see that complaints in Real Estate have increased steadily until 2019, where it dropped to 0.03% - the lowest on our records. This substantial spike this year has, regrettably, put the Property & Real Estate industry back on its previous trajectory.

Tip:

People usually only complain if they're receiving irrelevant or unsolicited email, or if they've tried to unsubscribe and you haven't removed them from your list – the latter of which often happens when you're not accurately managing your database.

Get tips on how to better manage your email list in our [Guide to Email List Hygiene](#).

Average Complaint Rate from 2014 - 2020



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

Complaint Rate Statistics

By Industry	Mean			Median			Top Quartile		Bottom Quartile	
	2019	2020	% Change	2019	2020	% Change	2019	2020	2019	2020
Overall	0.03	0.01	-67% ▼	0.01	0.00	-100% ▼	0.03	0.02	0.00	0.00
Agriculture & Environmental	0.06	0.01	-83% ▼	0.04	0.00	-100% ▼	0.06	0.01	0.03	0.00
Automotive	0.02	0.01	-50% ▼	0.01	0.00	-100% ▼	0.02	0.01	0.01	0.00
Business & Consulting Services	0.03	0.01	-67% ▼	0.01	0.00	-100% ▼	0.04	0.02	0.00	0.00
E-commerce	0.02	0.01	-50% ▼	0.01	0.00	-100% ▼	0.01	0.01	0.00	0.00
Education & Training	0.02	0.01	-50% ▼	0.01	0.00	-100% ▼	0.02	0.01	0.01	0.00
Financial Institutions	0.01	0.00	-100% ▼	0.00	0.00	0% ■	0.01	0.00	0.00	0.00
Hospitality, Travel & Tourism	0.03	0.02	-33% ▼	0.02	0.02	0% ■	0.03	0.03	0.01	0.00
Industry, Trade & Manufacture	0.01	0.01	0% ■	0.01	0.00	-100% ▼	0.01	0.01	0.00	0.00
Lifestyle, Arts & Entertainment	0.03	0.01	-67% ▼	0.01	0.01	0% ■	0.03	0.02	0.00	0.00
Logistic Services	0.02	0.02	0% ■	0.01	0.01	0% ■	0.03	0.02	0.00	0.00
Medical & Healthcare	0.02	0.01	-50% ▼	0.01	0.00	-100% ▼	0.02	0.01	0.00	0.00
NGOs	0.01	0.00	-100% ▼	0.00	0.00	0% ■	0.01	0.00	0.00	0.00
Property & Real Estate	0.03	0.12	300% ▲	0.00	0.01	N/A	0.01	0.03	0.00	0.00
Publishing & Media	0.04	0.03	-25% ▼	0.01	0.01	0% ■	0.05	0.02	0.01	0.00
Retail & Wholesale	0.07	0.02	-71% ▼	0.02	0.01	-50% ▼	0.04	0.02	0.01	0.00
Technology & Science	0.01	0.01	0% ■	0.00	0.00	0% ■	0.01	0.01	0.00	0.00

Additional Resources



Prepare for 2021 with the Everlytic Communication Guide

COVID-19 left many businesses blind-sided. Organisations had to adjust quickly, finding ways to survive while keeping customers and employees safe. Communication also became more important than ever... Not just with customers and shareholders, but, in this new flexible working environment, with employees too.



What impact will these changes have on business communication in 2021? In this guide, we explore the trends that have emerged from this new way of life and what that means for you.

What's in the Guide?

- What impact COVID-19 has on communicating with employees.
- The types of customer data that businesses are collecting.
- The unusual trend that marketers are adopting for long-term growth.
- What the new key brand differentiator is in these times.
- How to expand your team capacity to work on relevant, strategic comms.

Download Now

Guide to Advanced Communication Automation

Automated communication isn't just about automation anymore. It's grown into a fully integrated, omnichannel form of marketing and customer journeying that connects systems with people, pre-defined scenarios, and behavioural triggers driven by customer interaction.

In this guide, we explore why automated communications are so critical to business success and the three levels of communication automation. We'll also provide examples of how other businesses are using automation at these levels and look at what to consider when compiling your own automation workflows.



The Three Levels of Advanced Communication Automation

The three levels of advanced communication automation that we cover (with examples) in this guide are:

- **Level 1:** Using Your Contact Data
- **Level 2:** Customer Behaviour Tracking
- **Level 3:** Integration Across Systems

Download Now

Everlytic

The Multi-Channel Communication 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

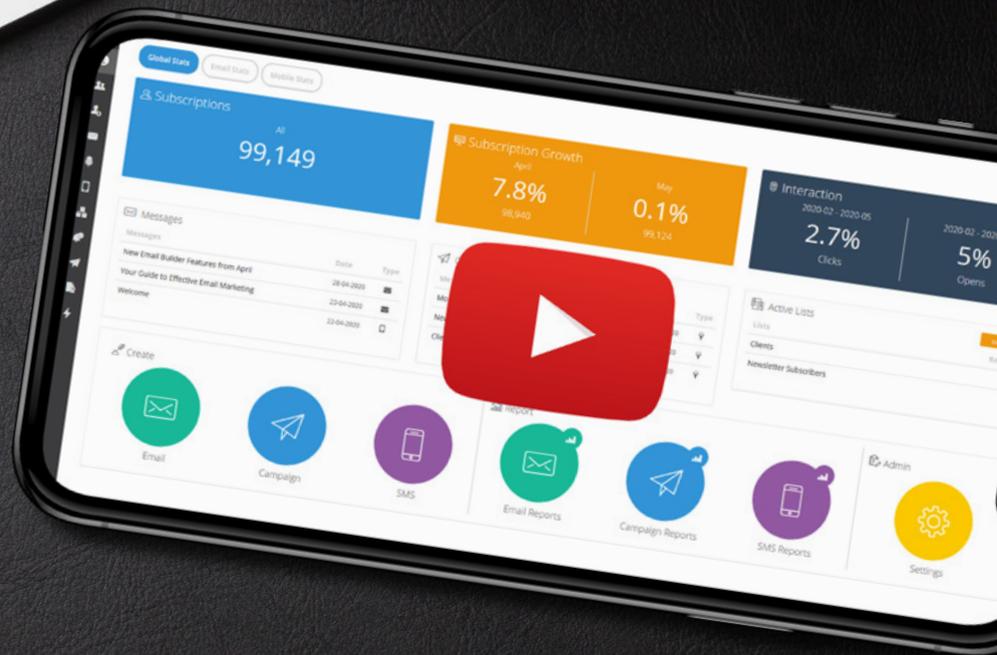
Deliver triggered emails and SMSs, generate simplified reports, and send invoices, statements, and other system-generated messages automatically.



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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