

AP SIS
an efficacy product • 

Email Marketing Benchmark Report 2024



Ever wondered what does it takes to stand out in the crowded landscape of email marketing?

Only in 2023, 347.3 billion emails were exchanged daily, which represents a 4.3% growth from the previous year. Out of this remarkable figure, our customers played a significant role by sending 3.9 billion emails themselves.

Despite the ever-evolving digital marketing landscape, email keeps its position as one of the most potent channels for marketers in all sectors.

Email marketing serves as a cornerstone of every customer journey, from the warmth of automated welcome messages to the precision of segmented content for diverse audiences.

This past year, our customers truly stood out by dominating the inbox. Let's delve into our 2024 Email Benchmark Report, where we dissect the metrics and unveil the strategies that drove our customers' success.

Success in numbers

3,874,368,784

emails were sent in **2023**, averaging an estimate of



10,614,709

emails sent per day – or every person in Sweden receiving one email every day in 2023.



Email Marketing: ROI champion

Email marketing remains one of the most cost-effective and ROI-driven strategies in digital marketing. Thanks to its ability to reach a wide audience at minimal cost, email marketing consistently delivers impressive ROI for businesses of all sizes.

For every 1€ spent on email marketing, marketers in these various industries receive a ROI of:



45€

Retail,
E-commerce, and
Consumer goods



42€

Marketing, PR,
and Advertising
agencies



36€

Software and
Technology



32€

Media, Publishing,
and Entertainment

Key Benefits of Email Marketing for ROI

Unparalleled segmentation capabilities:



Email marketing allows you to segment lists based on demographics, behaviours or past interactions.

Increased relevance and effectiveness:



Tailoring content to specific audience segments improves campaign performance.

Measurable results:



Marketers can track key metrics such as open rates, click-through rates and conversions in real time.

Data-driven optimisation:



Real-time data allows strategies to be refined for maximum impact.

Continuous communication:



Email facilitates constant interaction, fostering customer relationships and promoting customer loyalty.

Increased profitability:



Providing valuable content, personalised offers, and timely updates helps retain customers and increase revenue.

Email Marketing Benchmarks 2024

Email campaigns can re-engage customers and attract new ones. The best thing is that the people you're communicating with have already shown their interest by giving you their consent to contact them.

So how can you maximise the power of email campaigns in small yet effective ways? Let's take a look at the average figures from our customers in 2023 and find out how you can get inspired to improve your own email campaigns.

Top 3 months with the highest number of emails sent

Once again, the month with the highest number of emails sent was November. Customers are still looking for great deals. The week of Black Friday dominated the inbox with a whopping **413,893,983** emails sent by APSIS customers in one month.

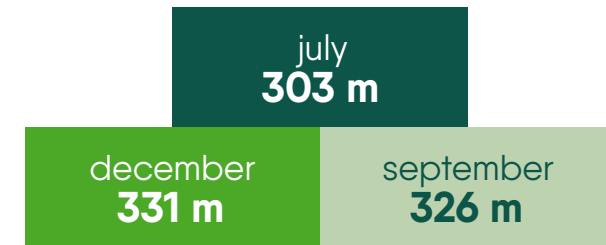


Top 3 months in 2023 with the most emails sent from APSIS customers.

Even though the week-long event has broken the Internet — and postal offices around the world — our customers found a way to turn this potential nightmare into wonderful sales opportunities.

Top 3 months with the least number of emails sent

The month with the least number of emails sent seems to have been July, mainly due to the summer. This is followed by September, when people are presumably recovering from summer getaways, and December, when most people are enjoying the holidays with their loved ones.



Top 3 months in 2023 with the least emails sent from APSIS customers.

One of the most pressing issues marketers face is deciding when to send an email. What we have discovered was that the majority of our customers favoured, perhaps unsurprisingly, **Thursday the 23rd, Friday the 24th, and Cyber Monday on the 27th of November.**

TIP!

Post-sales periods are opportunities to turn your campaigns into an engagement machine. Take advantage of automated communications to send triggered transactional emails. It makes your customer feel valued as an individual.

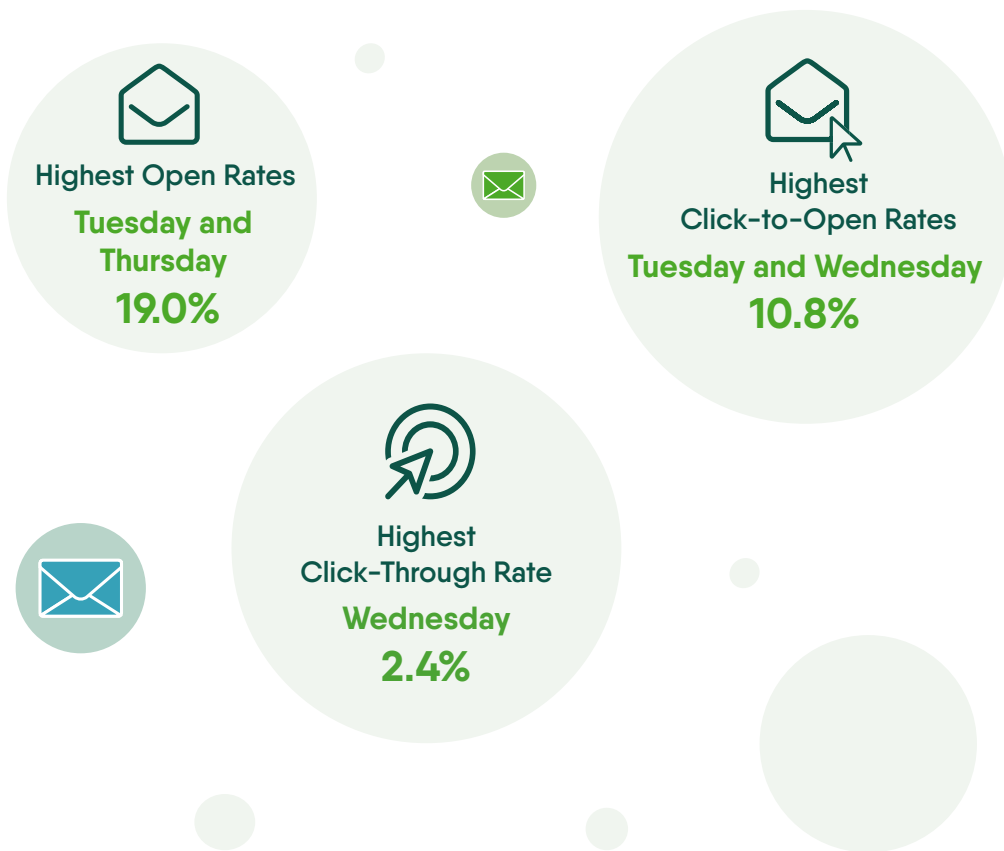


But don't be fooled by appearances. While retailers could benefit from sending a couple of emails on weekends, these are usually the days most businesses are least likely to use.

Looking at email statistics by day, weekdays — typically — tend to have the best results, while weekends have the lowest figures.

Email Marketing statistics - Per day

Higher engagement rates/day:



Higher engagement by industry/day:

Industry	Best Day to Send an Email Campaign
Ecommerce	Tuesday or Thursday
Software/SaaS	Tuesday or Thursday
Marketing Services	Wednesday
Offline Retail/Hospitality	Thursday
Professional Services (B2B)	Monday or Tuesday
NGOs (Nonprofits)	Tuesday or Thursday
Overall	Tuesday or Thursday

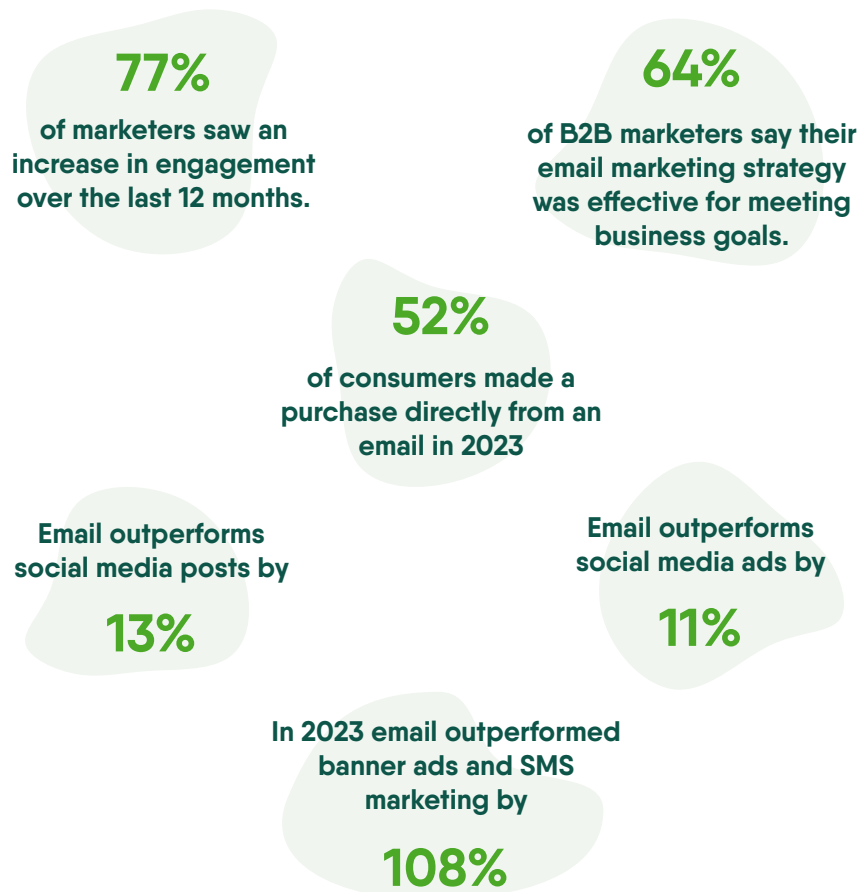
Email Marketing statistics - Per time

Higher engagement by industry/time:

Industry	Best Time to Send an Email Campaign
Ecommerce	10:00 AM
Software/SaaS	2:00 PM – 3:00 PM
Marketing Services	4:00 PM
Offline Retail/Hospitality	8:00 AM – 10:00 AM
Professional Services (B2B)	8:00 AM – 10:00 AM
NGOs (Nonprofits)	3:00 PM – 4:00 PM
Overall	10:00 AM or 3:00 PM

Still wondering if email marketing is really worth it?

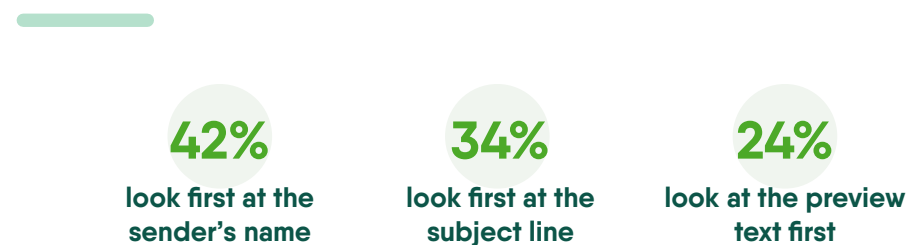
Here are some fact-based statistics demonstrating the value of email for your business:



However, **the content or the sender is not always the only factor that leads to high open or click-through rates.** To better understand when it is best to send an email, you need to know your audience. For example, who they are, where they live and when they will have time to read your email are some of the important questions you may want to ask yourself.

By combining what you know about your subscribers with A/B testing, you can put your theories to the test and get answers that are backed by data.

Subscribers look at 3 things when they decide to open an email:



You will need to optimise all 3 if you want to improve your email open rates.



Email Marketing metrics

Open rates

Open rate measures the percentage of subscribers who opened the email against the total number of receivers. It's meant to give you a better understanding of whether your subscribers look forward to your emails, if the content is relevant for that audience, and if your send outs are too frequent — or not frequent enough.

The **average open rate** of emails sent through APSIS over the last 12 months was:

40.83% — at least 2.3% higher

than our competitor's overall industry average:

Email open rate: 2023 overall industry average

38.49%

Hubspot

34.20%

Mailchimp

40.83%

AP SIS

The first indication of successful email marketing is that recipients **open** the email. But in the average cluttered inbox, this is easier said than done.

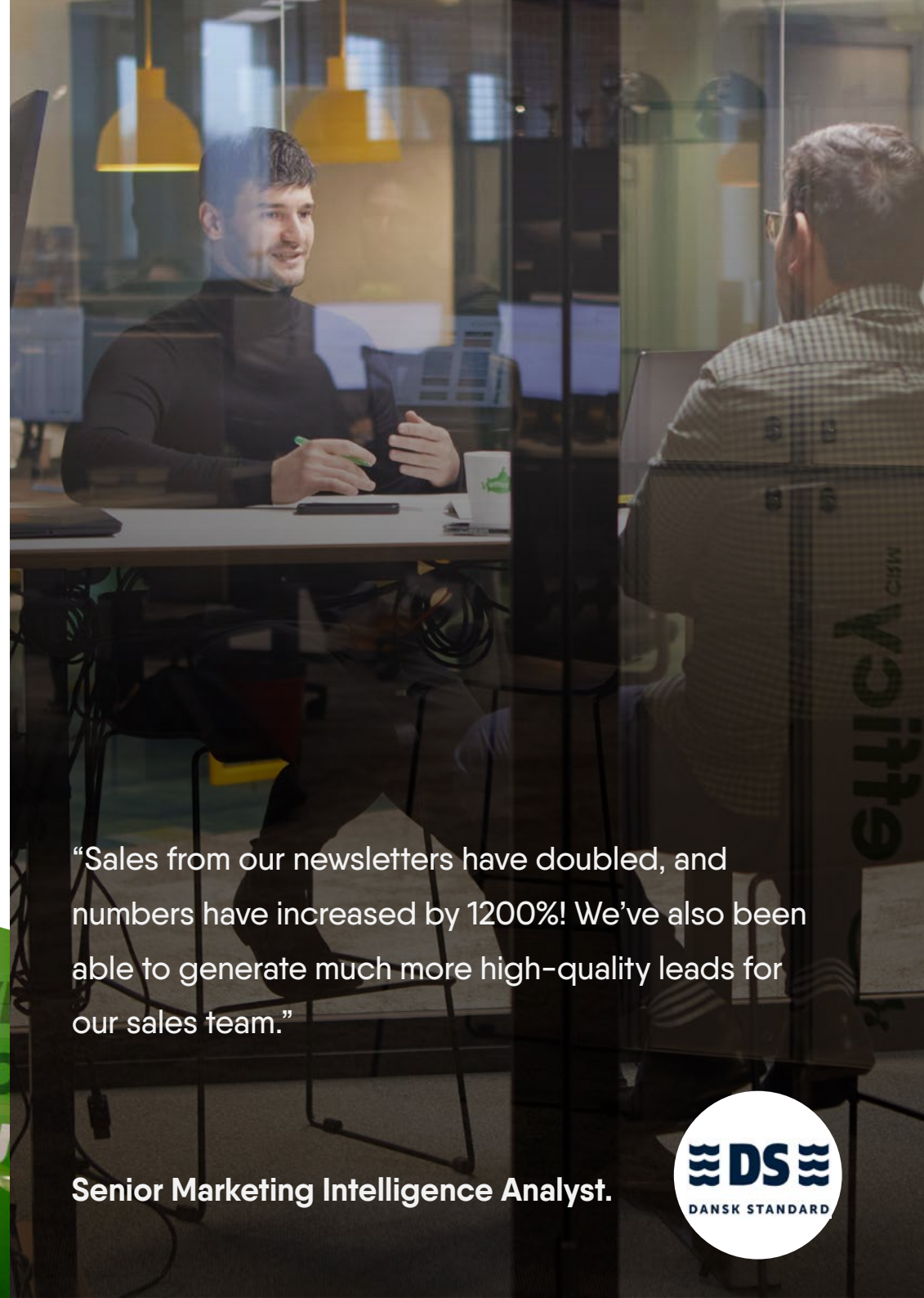
TIP!



Improve the open rate of your emails by:

- ✓ Improving your subject lines
- ✓ Testing subject line length, tone, and content.
- ✓ Optimising previews with pre-header text.
- ✓ Testing the sender's name and email address (e.g., company name vs. CEO's name).
- ✓ Testing the sending day, time and frequency (e.g. daily vs. weekly).
- ✓ Ensuring content is relevant through personalisation and segmentation.

Even though open and click rates are common points of measurement, they are not key KPIs for measuring a campaign's success.



“Sales from our newsletters have doubled, and numbers have increased by 1200%! We’ve also been able to generate much more high-quality leads for our sales team.”

Senior Marketing Intelligence Analyst.



Not one metric should determine your email marketing strategy. Knowing how valuable your subscribers find the content they received is just as, if not more important, if you want to keep them happy and engaged.

Here's a tip about bumping up your click rate from APSIS's very own email marketing expert:



“Understanding your audience and what they expect from you will get you to the core of relevant, impactful content for your newsletters.

Focus on creating and delivering content that brings value to the reader. Why did they subscribe to your newsletter? Start from there to gain loyal readers and to improve overall engagement.”

Samantha Savage

Click Rate

The click rate is how you gauge the rate of **engagement** from your subscribers, as it measures the activity for every hyperlink, call-to-action, or image, against **all the recipients** of that email. It gives valuable insight into what they are interested in content-wise.

2.31% — APSIS customers' average click rate

TIP!

Improve your click-through rate by:

- ✓ Creating stronger segments to always send the most relevant content.
- ✓ Improving your calls to action with clear copy and better design.
- ✓ Updating your templates.
- ✓ Making sure your subject line accurately reflects the content of your emails.
- ✓ Keeping your brand voice in all your messages.
- ✓ Testing what works.



Including content that matters to your subscribers is the key to relevance and ROI. Bringing us on to the topic of **segmentation**.

The purpose of segmenting content is to deliver more relevance to your subscribers based on, among other things, country, demographics, interests, and even purchase history, without the need to do extra work. Your click rate helps you figure out what is working and what isn't.

Segmentation puts the power of data in your hands. It helps you construct long-term and profitable relationships with your subscribers by targeting and personalising for different audiences while keeping your customers updated efficiently.

“We can personalise our messages to different kinds of customers. This enables us to provide more relevant content to our customers and as a result: increase customer satisfaction. We are getting more and better leads from our website and leads convert faster.”

Marketing Manager at Lounea.

The Lounea logo is displayed in a white circle with a green border. The word "Lounea" is written in a teal, sans-serif font.

Personalisation is the current and future wave for businesses.

Your prospects and customers expect you to anticipate their needs, make relevant suggestions, and bring value to their inbox once they share their data.

Click-to-Open Rate (CTOR)

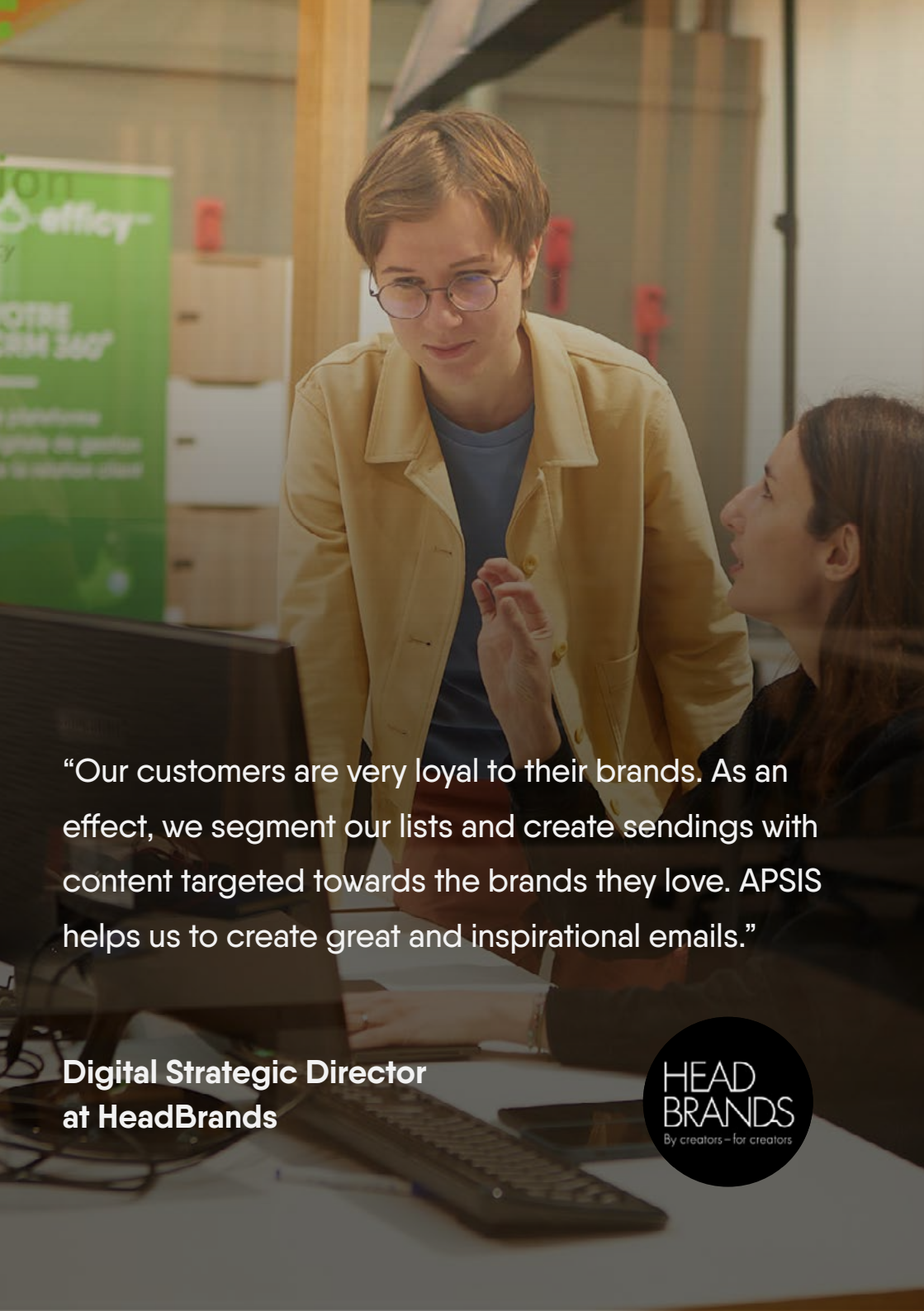
This next bit is where it might get a little confusing, so let us break it down for you. The CTOR is the *number of unique clicks ÷ unique opens*, meaning the clicks counted are only from people who have actually **opened** and **viewed** your email.

CTOR is a result of an interaction with the content in the email, and a good indicator of the effectiveness of your design, message, and content.

6% — APSIS customers' overall click-to-open rate

It's safe to say that the CTOR is one of the marketer's favourite metric for measuring how effective the messaging of an email campaign is.





“Our customers are very loyal to their brands. As an effect, we segment our lists and create sendings with content targeted towards the brands they love. APSIS helps us to create great and inspirational emails.”

Digital Strategic Director
at HeadBrands



TIP!



Improve the click-through and open rates of your emails by:

- ✓ Including an irresistible, clickable call to action.
- ✓ Making sure your email displays well on all devices.
- ✓ Performing A/B testing on every element of the email.
- ✓ Collecting the right data to segment and personalise.
- ✓ Automating your emails to scale what works.
- ✓ Optimising your email design and copy.

Ultimately, you want them to interact with the email, so keep a close eye on what **call-to-actions** work best for your audiences.

This is a process of fine-tuning elements to increase the chance of conversion. It's about working smarter — not harder!

An effective method is A/B testing. This will help you identify patterns that you can turn into best practices for your business.


Bounce Rate

Bounce rates compare the number of emails sent with those that did not reach a recipient. By definition, the bounce rate of an email reflects the number of emails rejected by the receiving server.

There is no one-size-fits-all method for preventing bounces, so it's important that you take the time — perhaps once a month — to check your bounce rates and take preventive action.


Hard bounces are the ones you should pay more attention to as it means that it was impossible to deliver the email. Once a hard bounce happens, most email service providers won't make another attempt to deliver to that email address and might even completely stop sending after a few failed attempts.

On the other hand, soft and technical bounces are usually temporary issues, and email service providers will attempt a resend within short periods of time.



Now that you are aware of your interactions, let's move on to how you control your bounce rates. Bounced emails are **bad for business**, they eat into your confidence in email marketing and affect your sender reputation with email service providers (ESPs) such as Gmail, Yahoo, Outlook, etc.

Fix this by paying close attention to the details of your reports, and you will have the opportunity to act accordingly.



TIP!



Reduce your email bounce rate by:

- ✓ Using confirmed opt-in.
- ✓ Never using free email addresses.
- ✓ Avoiding spam content.
- ✓ Suppressing past bounces.

- ✓ Not sending to outdated mailing lists.
- ✓ Never using purchased mailing lists.
- ✓ Deleting invalid email addresses.

Bounce rates 10% or higher?

Bounce rates of 10% and above are considered a bad sending, meaning there could be issues with the email addresses you've sent to, or perhaps there's a problem with your email authentication setup. We recommend that you contact your Support for assistance.

Hard Bounce

Many of our customers have been doing a great job with their email marketing footprint this year.

1.1% — AP SIS customer's overall average hard bounce rate

According to studies in different sectors, below 2% is considered a normal bounce rate. Between 2% and 5% is a warning level, while above 5% is critical.

As mentioned above, hard bounces are the ones to watch out for. They indicate that the email was undeliverable and is a **permanent error**.

Here are some of the causes behind hard bounces:

- ✘ The recipient's domain name doesn't exist.
- ✘ The recipient's email address doesn't exist.
- ✘ The email account is closed.
- ✘ A typo in the domain name and/or your subscriber's name.

Having either repeated or large volumes of email addresses turn out to be hard bounces may threaten the health of your deliverability rate. ESPs may direct your emails to spam folders or even block them.

Bounces will always happen when you send an email. All you have to do is minimise it by consistently maintaining your list's hygiene and ensuring your list acquisition tactics are secure and by the law. Take the time to review the statistics for the bounces – it tells you a lot about the state of your subscriber lists.

TIP!

The longer you go between sending emails, the higher the bounce rate will become. If you find unusual increases in bounces, check that the sources used to collect your subscribers' details are capturing correct email addresses in a secure manner.



Stick with these 3 best practices to win your ESP's love:

Clean up inactive profiles

Identify inactive profiles and unsubscribe or delete them regularly.

Double opt-in

Always set up double opt-in on your sign-up forms. People can confirm they signed up with the correct email address, and it's a great way to protect your list from bots!

Keep track of bounces and spam complaints

Don't send any more emails to subscribers who bounced, unsubscribed, or reported your emails as spam.

Key bounce takeaways

- ✓ Email bounce rate affects deliverability.
- ✓ To keep bounce rates low, you should avoid buying mailing lists and always conduct permission-based email marketing.
- ✓ Email list validation is a good way to reduce hard bounces.
- ✓ Email infrastructure influences bounce rates.
- ✓ It's important to develop an email marketing strategy and run high-quality campaigns.



Build and deliver successful emails every time.



It's not about length; it's about value.

Keeping your target audience in mind will help you plan your marketing communications successfully.

What are their problems, how exactly can you help them, what do they need to know to decide to buy your offering?

The answers will feed into your automated email campaigns and help you decide which format works best to reach them — and turn your prospects into satisfied customers.

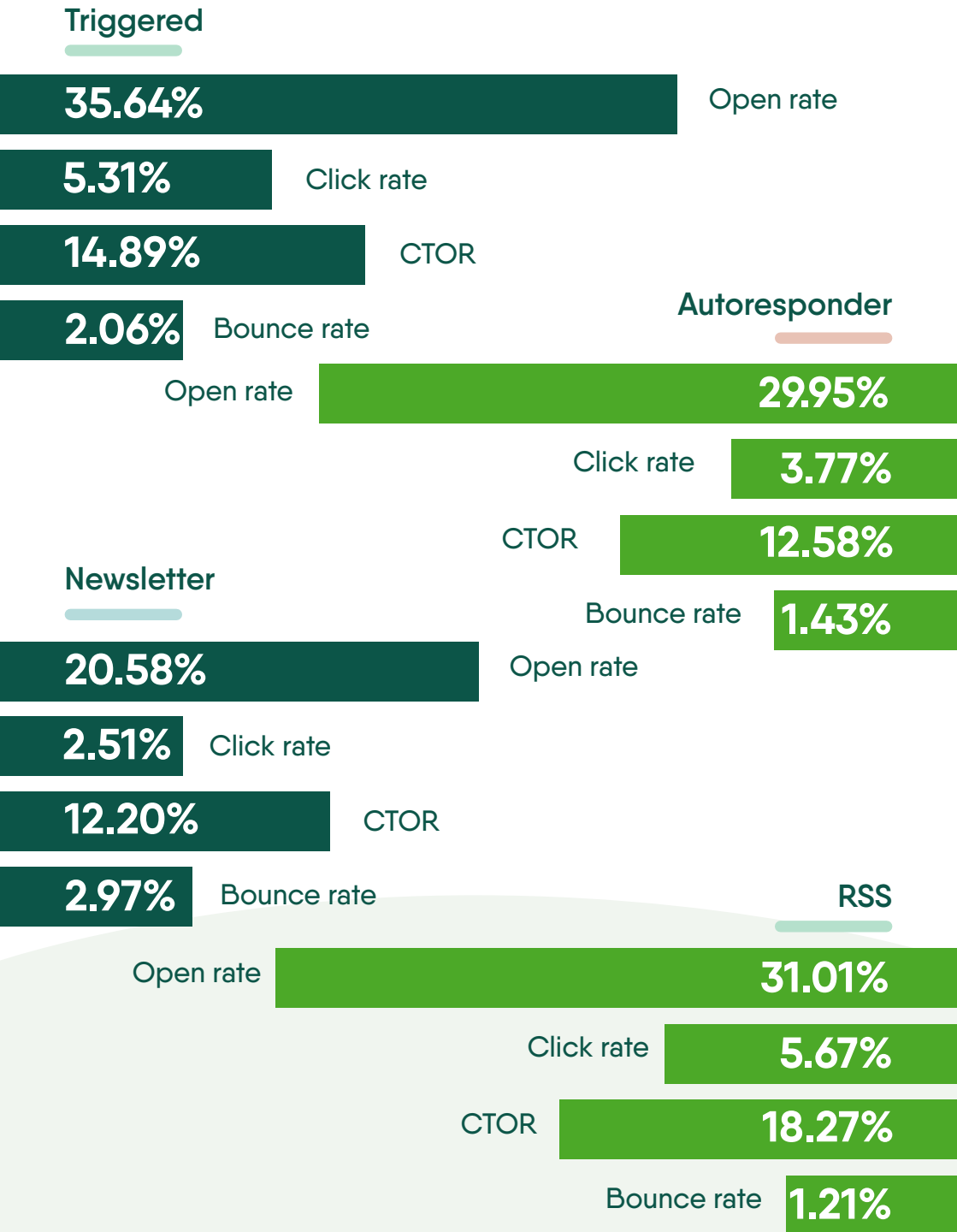
With APSIS's Marketing Automation, you can collect important data along the customer journey and use it to segment your list and personalise your content.

For example, you can add tags to your contacts based on the categories of products they buy. The more actionable data you have, the more relevant your messages and formats will be.

That's why marketing automation workflows deliver the best results.

Here are average metrics observed by marketers using different email marketing tactics:





Email is, as ever, very much alive and rocking.

Email marketing continues to deliver strong results and ROI for businesses across the globe. Controlling your data and engaging with customers where they are — their inboxes — can be a major factor in measuring the success of your marketing efforts.

82% of B2B and B2C companies use email marketing technology. With such a large chunk of your competitors already using an email solution to reach customers and subscribers, you'll need to be two steps ahead if you want to outshine the best in your industry.

Inspired to improve your email marketing strategy?

Doesn't matter if you're a beginner or an expert email marketer — effortlessly transform basic emails into data-driven, hyper-personalised messages that stand out in a crowded inbox with APSIS's email tool.

Achieve more without doing extra work, but don't just take our word for it, see for yourself by **booking your FREE personal demo today.**

No strings attached.

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an **efficy** product • 