Email Marketing Benchmarks and Metrics

0.79%
soft bounce rate

Email marketing tips to meet your business goals

A Mailchimp Report
A Mailchimp Report

34.20%
avg. open rate

2.66%
avg. click rate

0.22%
unsubscription rate

0.25%
hard bounce rate

INTUIT mailchimp

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Create an email marketing plan

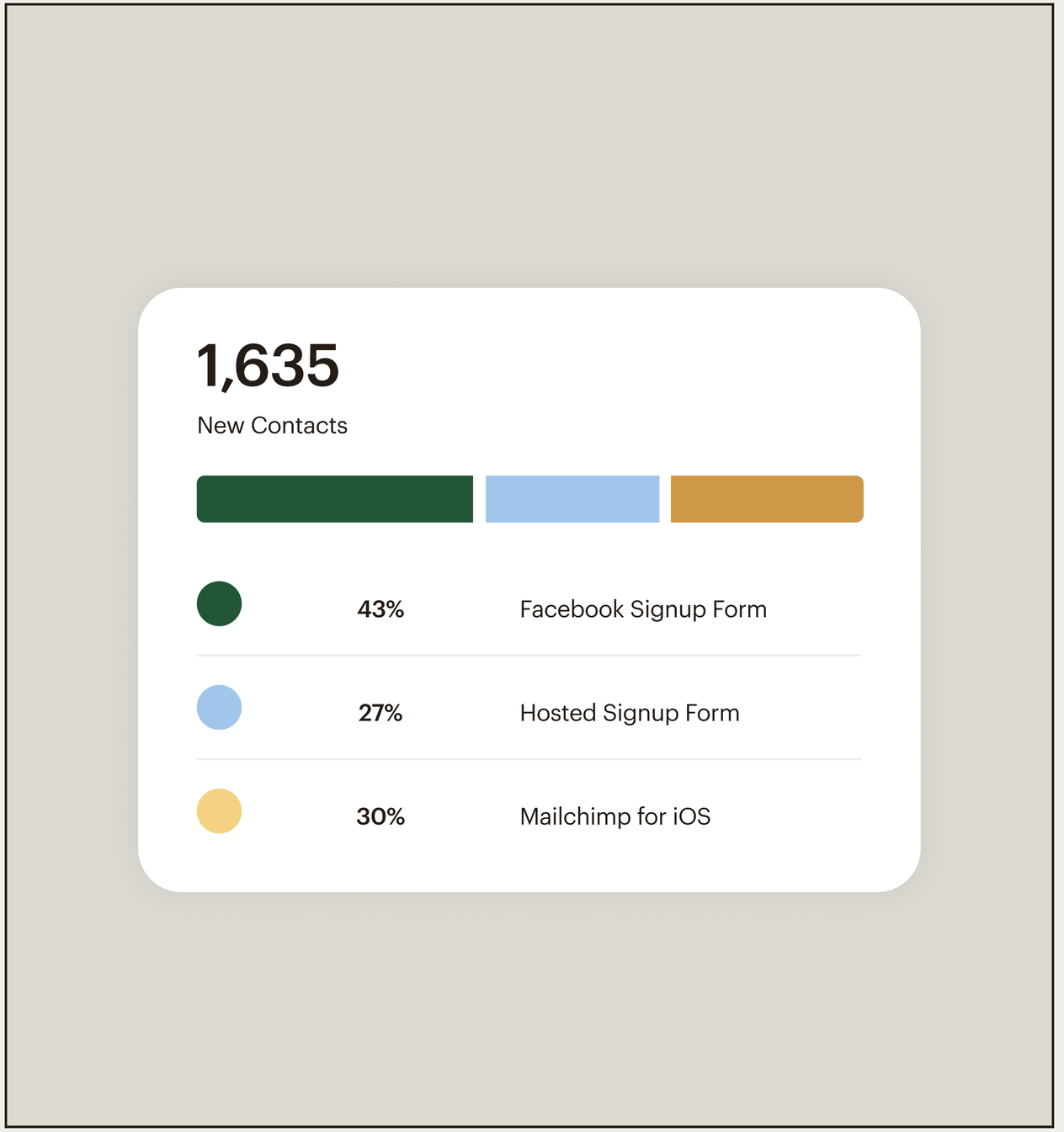
To make the planning part easier, we've highlighted some best practices you'll want to consider when devising a strategy for your email marketing.

Define your audience

No matter what you sell, you need to have a clear idea of who your audience is in order to effectively communicate with them. Mailchimp lets you dig a little deeper to segment users within your audience so you can send them personalized and targeted emails that help increase engagement, build trustful relationships and generate greater ROI.

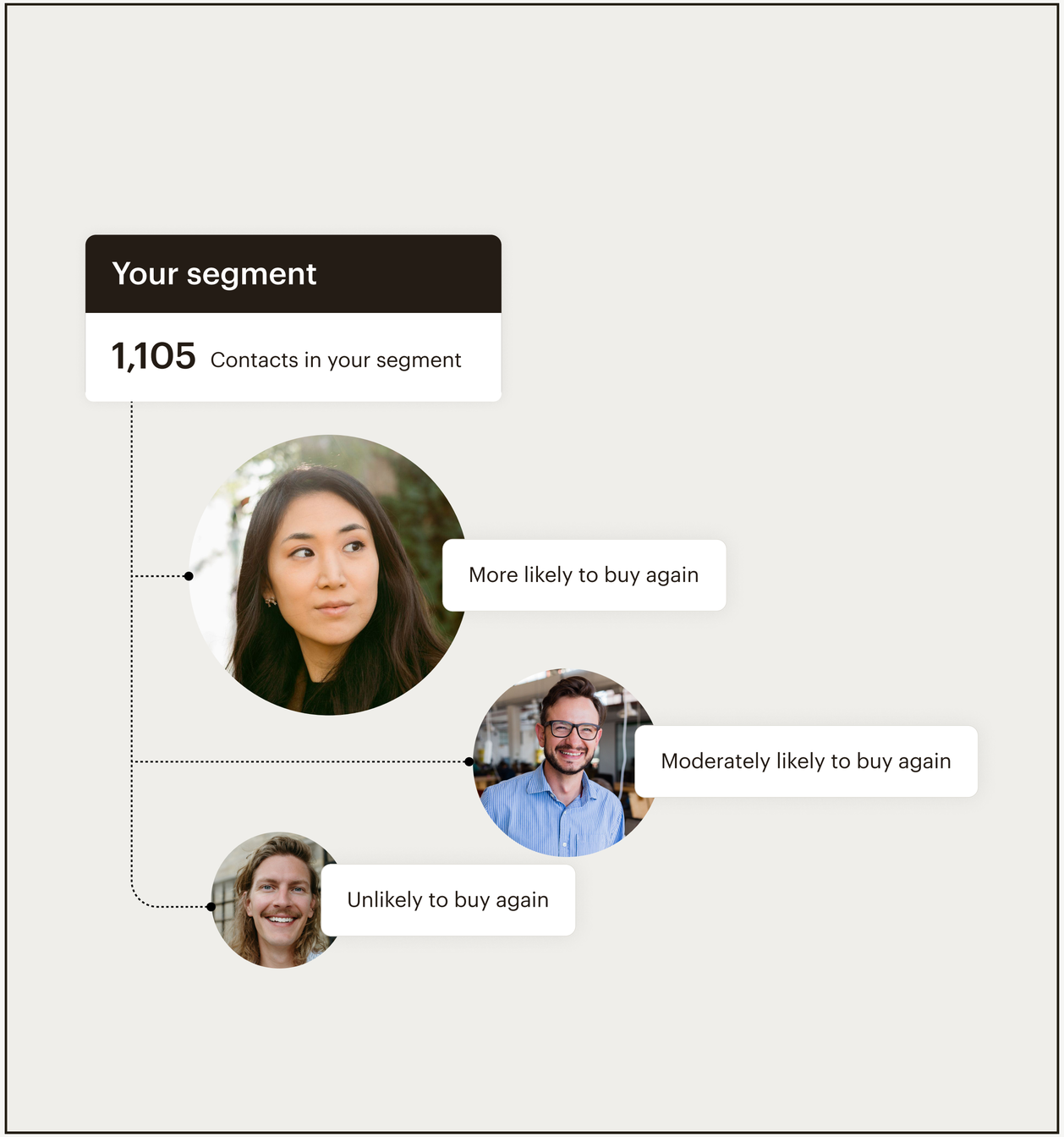
Signup sources

Some of the most valuable data your signup form has to offer is how and where subscribers sign up for your list. If you're an e-commerce business with your store connected to Mailchimp, knowing where your customers joined your list can give you a better idea of how to communicate with them and where you might want to focus your marketing efforts going forward.



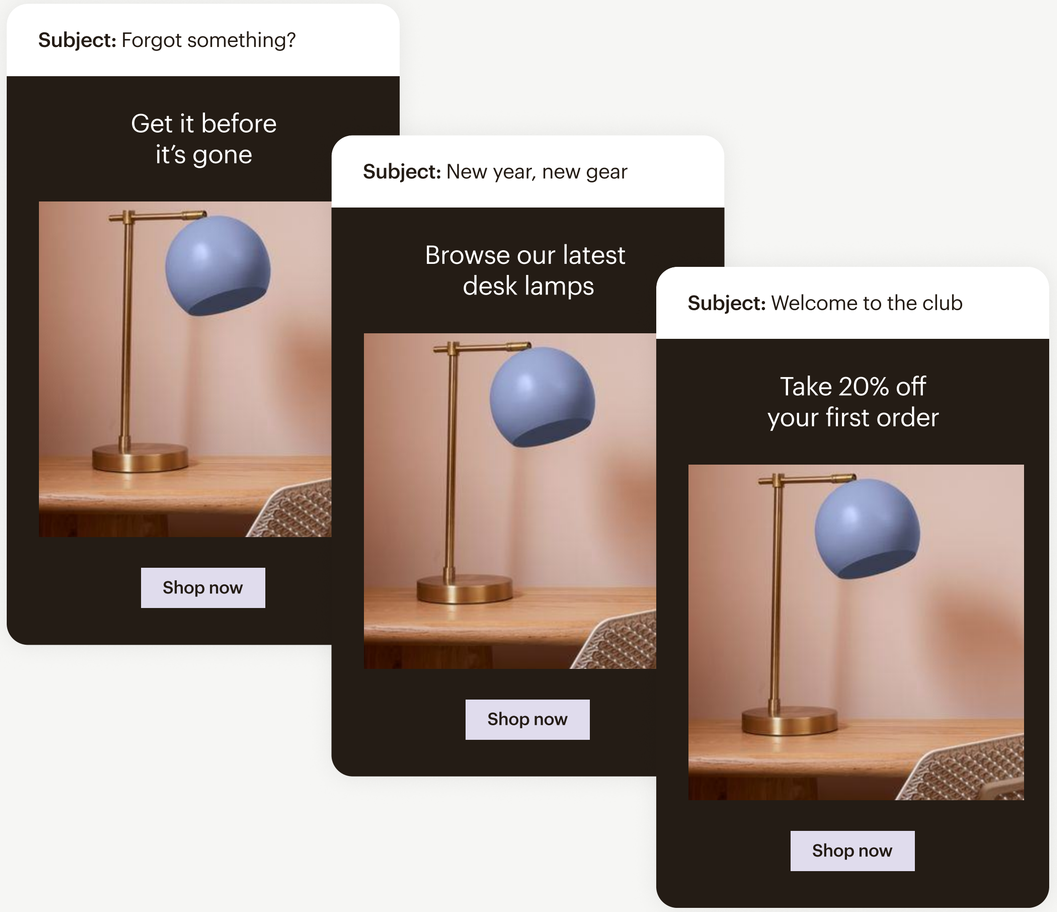
Segments and groups

Once you've identified smaller collections of people within your larger audience, you'll be able to create groups and segments to send more relevant and personalized emails to your recipients—and the more relevant the campaign, the better the results. There are times when you'll want to send to your entire list, but by segmenting users and taking advantage of Mailchimp's segmentation tools can significantly increase the click-through rates and e-commerce orders your campaigns generate.



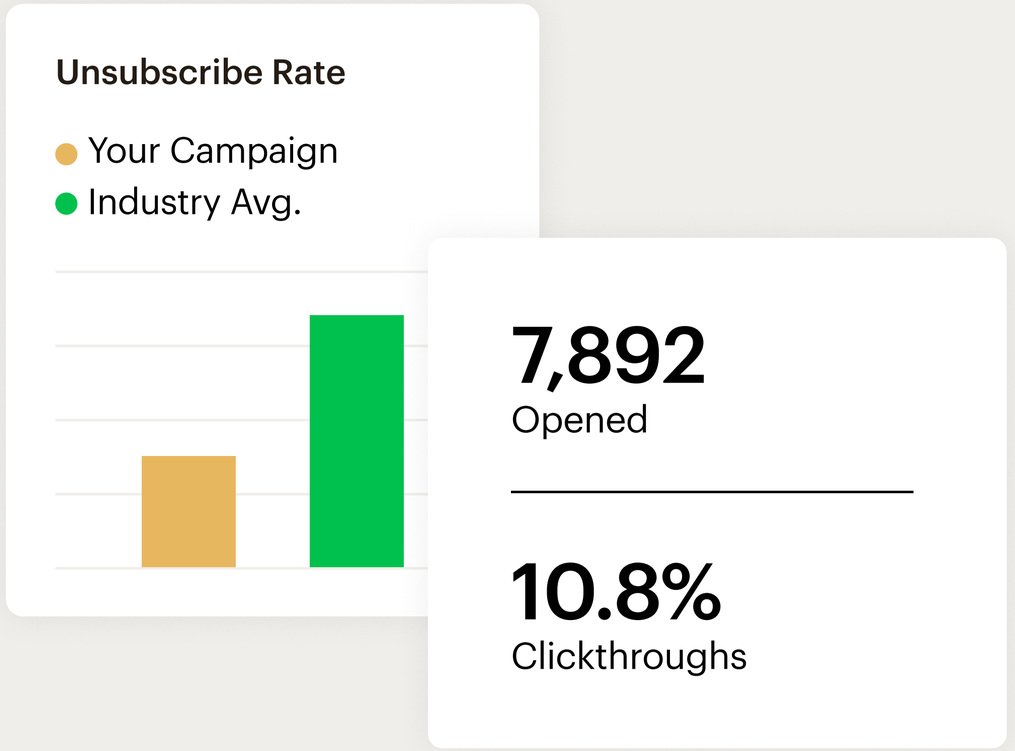
Decide what to write

Now that you know who you're writing to, it's time to think about your content. What do you want to say to your audience? What is your content marketing strategy? You'll want to send emails with purpose that really speak to your subscribers, so always keep in mind what they signed up for.



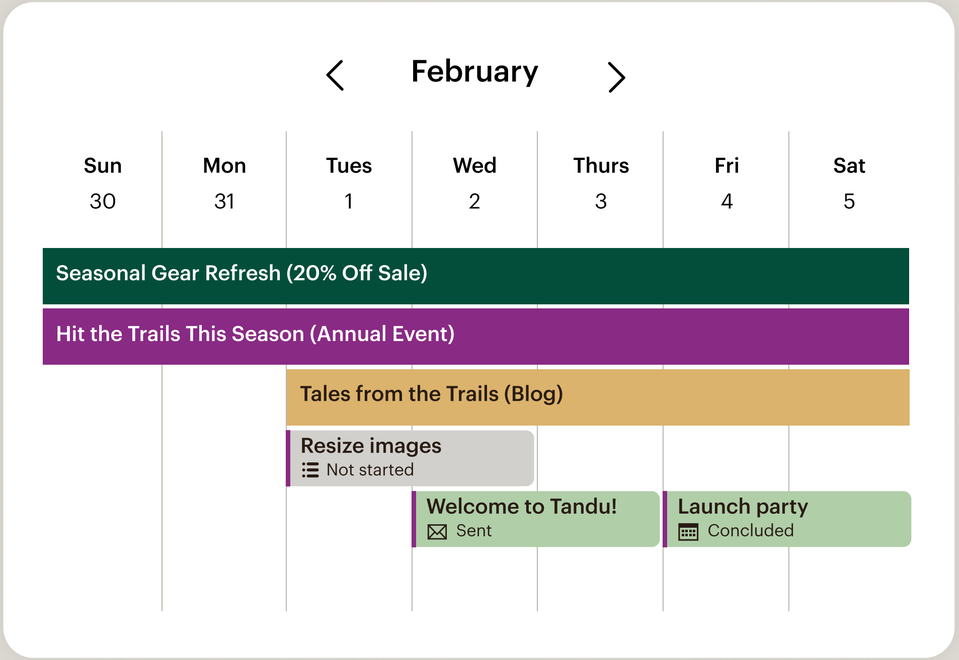
Establish your sending frequency and goals

There's nothing set in stone about how often you should email your customers, but if you send too often, your subscribers are likely to tune out what you have to say or unsubscribe altogether. Some users that run a blog or news website might choose to send daily updates to their subscribers, while other users only send twice a month so subscribers stay excited about their emails. Choose to send your email campaign at your own pace, and check the unsubscribe rates and the click through rates to adjust the frequency if needed.



Make a schedule

One way to make sure you're staying on track is to create a content calendar to schedule your campaigns, blog posts, social media posts, and more. Your email marketing schedule will depend on your industry, the types of content you send (content marketing strategy), and your sending frequency.

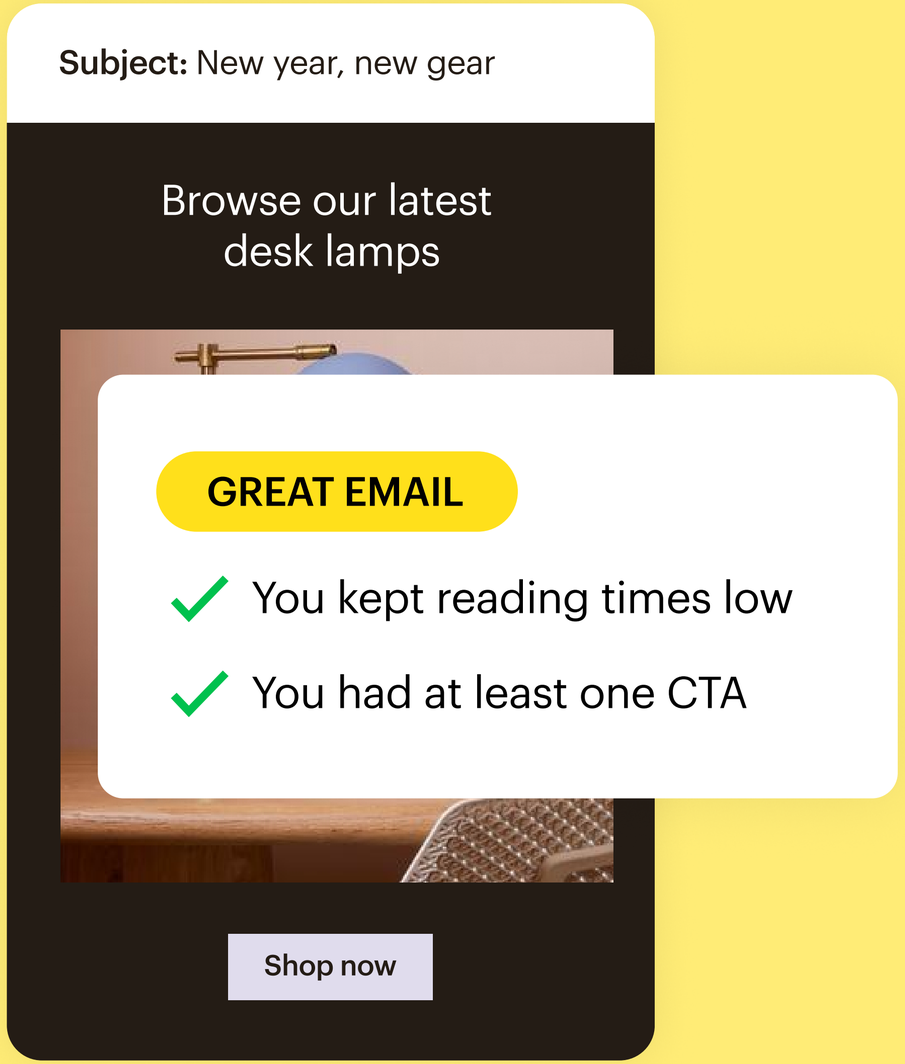


Design your emails

If you’re not quite sure how to design marketing emails, a few design tips can be a big help.

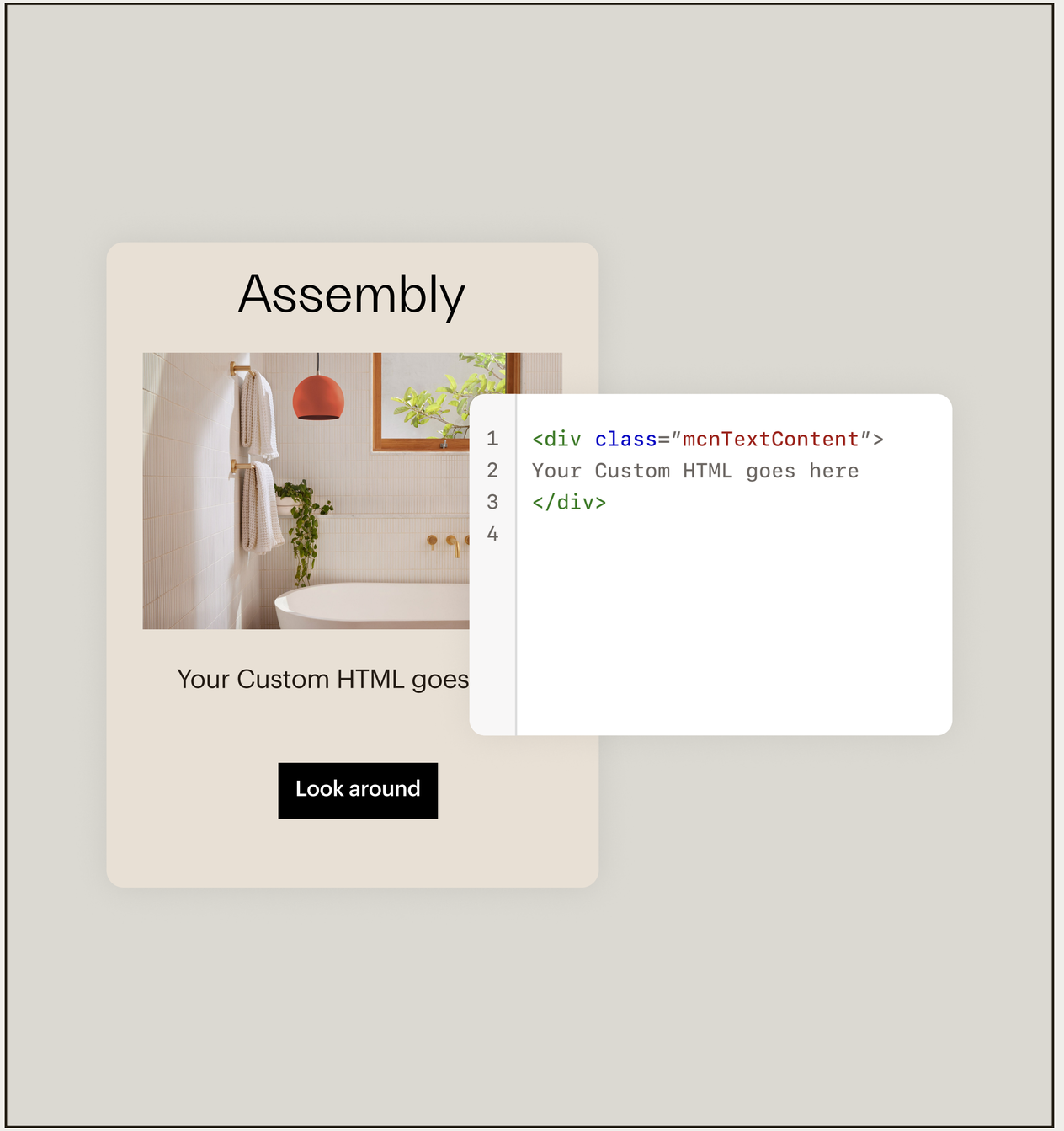
Design tips

When designing email campaigns, focus on your message and keep your design straightforward. We suggest laying out all the elements for your campaign in a hierarchy, putting your most important information or the main takeaway toward the top so people can quickly scan your email if they're short on time.



Code your own templates

Looking to have more control over your email design? You have the option to code your own HTML template and import it to Mailchimp.

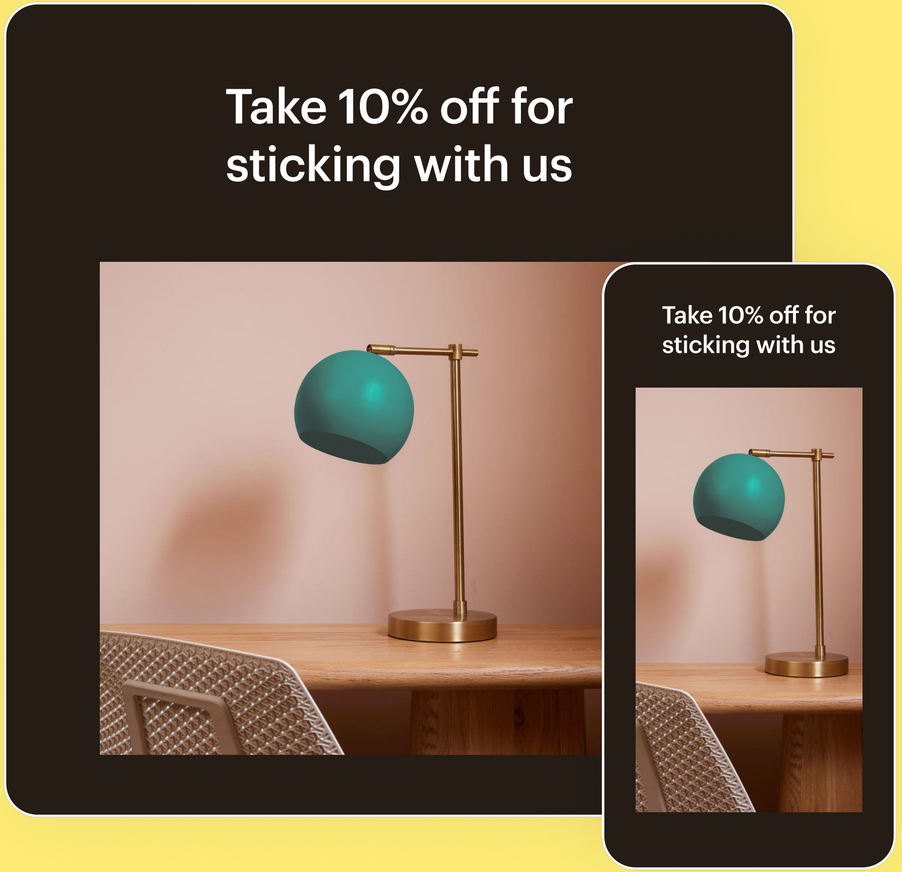


Test your emails

Catch potential problems with your campaigns before you send them to your customers.

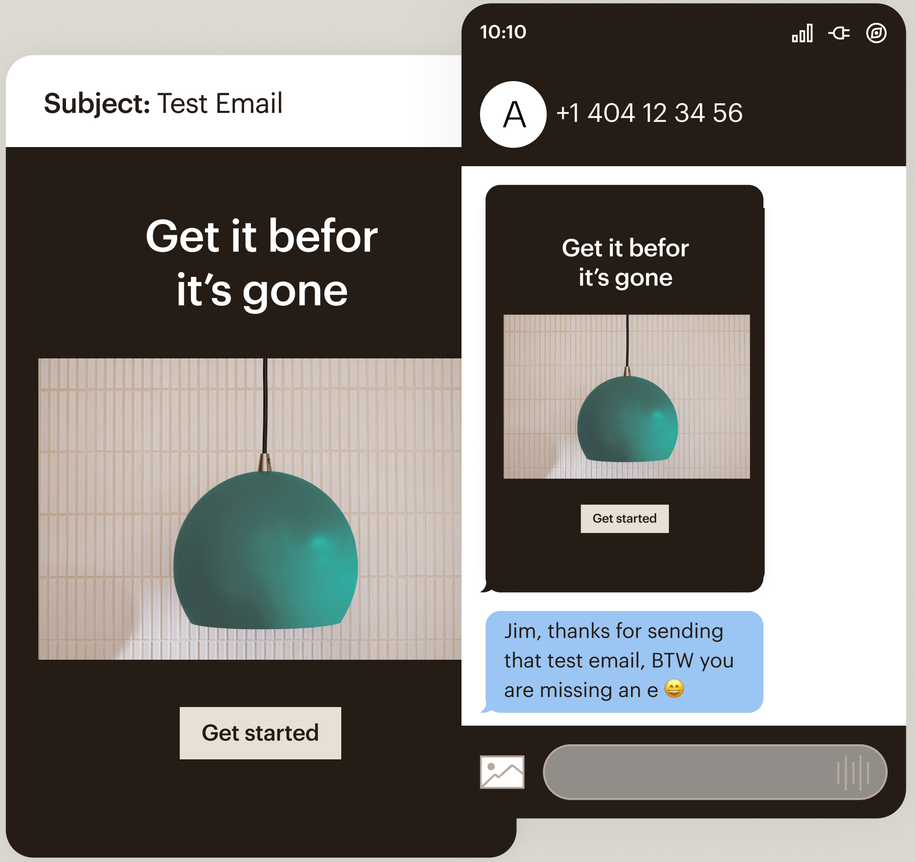
Test in different email clients and ISPs

All email clients are created differently, which means that the campaign you designed in Mailchimp might look slightly different in your subscribers' inboxes. Be sure to check the emails on mobile devices as well as they can look different in responsive designs.



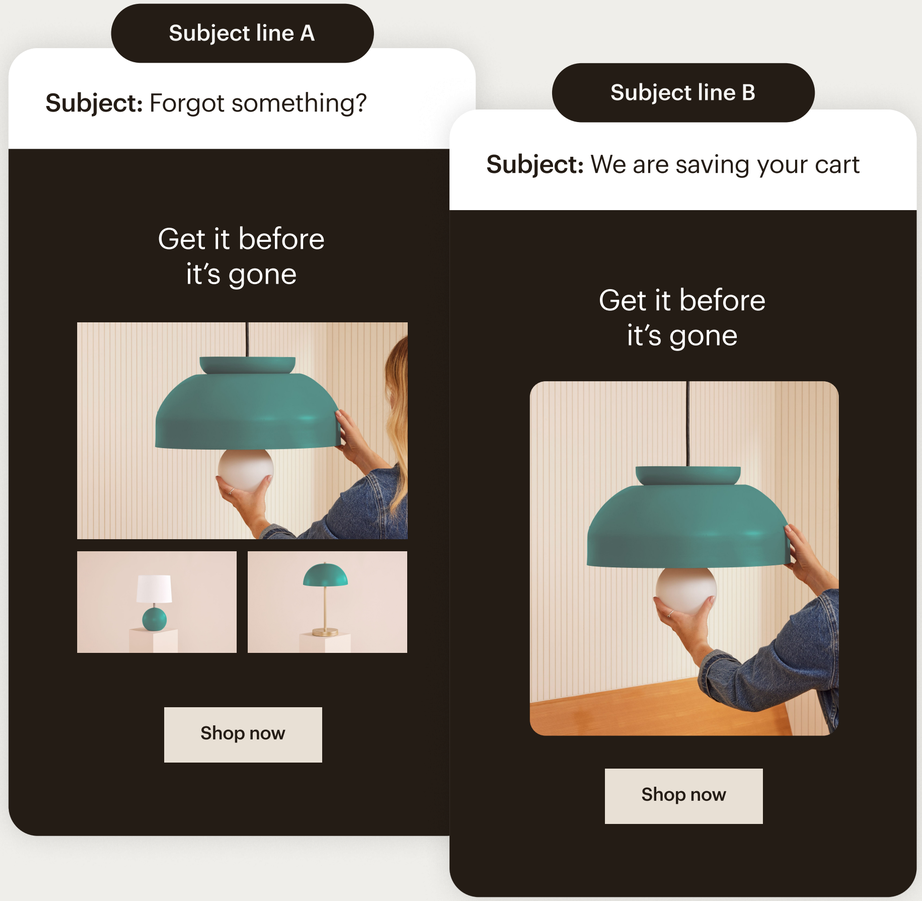
Send test emails to friends and coworkers

If you have any friends or coworkers who can check your email for typos and give you some feedback on the layout, you can send them a test email so they can preview the campaign directly in their inbox.



Find the best version with A/B Testing campaigns

Not sure which subject line will get the most opens and clicks? Think there might be a certain time of day your customers are most likely to make a purchase through your campaign? Running an A/B test lets you experiment with different versions of your emails to see how the changes you make impact your results.



What you can do with marketing automation

Mailchimp's advanced, automated multichannel tools will help you drive personalized marketing messages that scale alongside your business.

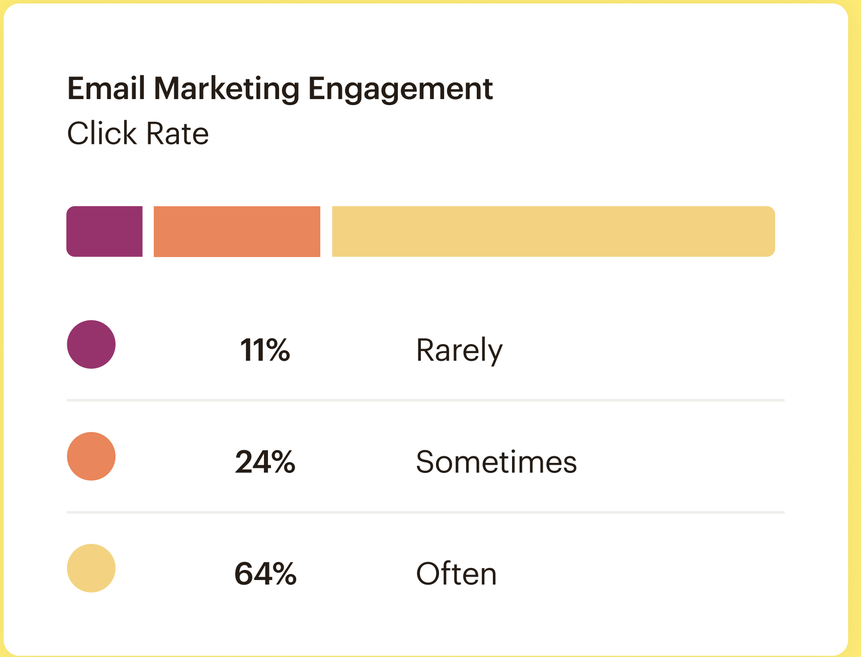
Unlike regular campaigns, an automation is a targeted email or series of emails that you can set and forget. From a welcome email series to follow up emails after a purchase to rewarding your customers with a special incentive, automation helps you streamline your communications with customers so you have more time to focus on creating content and increasing return on investment (ROI). Plus, you can design, send, and track order notifications to update customers on purchases they made from your store.

Measure your performance

The marketing analytics data collected in your Mailchimp reports will help you refine your marketing strategy going forward.

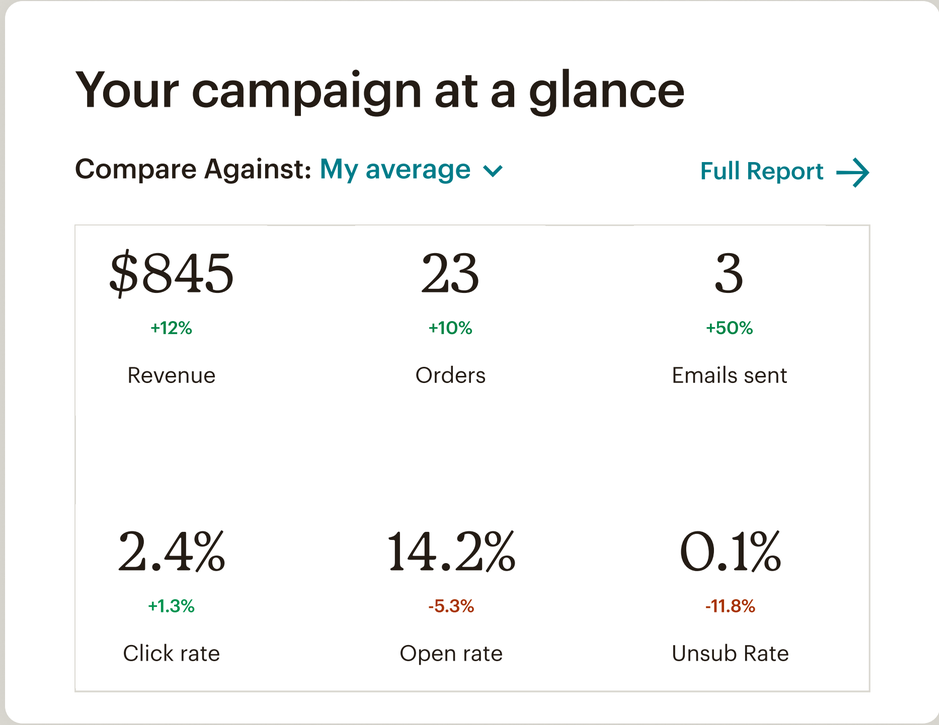
Opens and clicks

These are the most obvious statistics for measuring campaign engagement, as they indicate how well your subject lines and campaign content resonates with a particular list. But it's important to consider how your open and click through rates compare to other companies in your industry—otherwise you're looking at your statistics in a vacuum.



E-commerce data

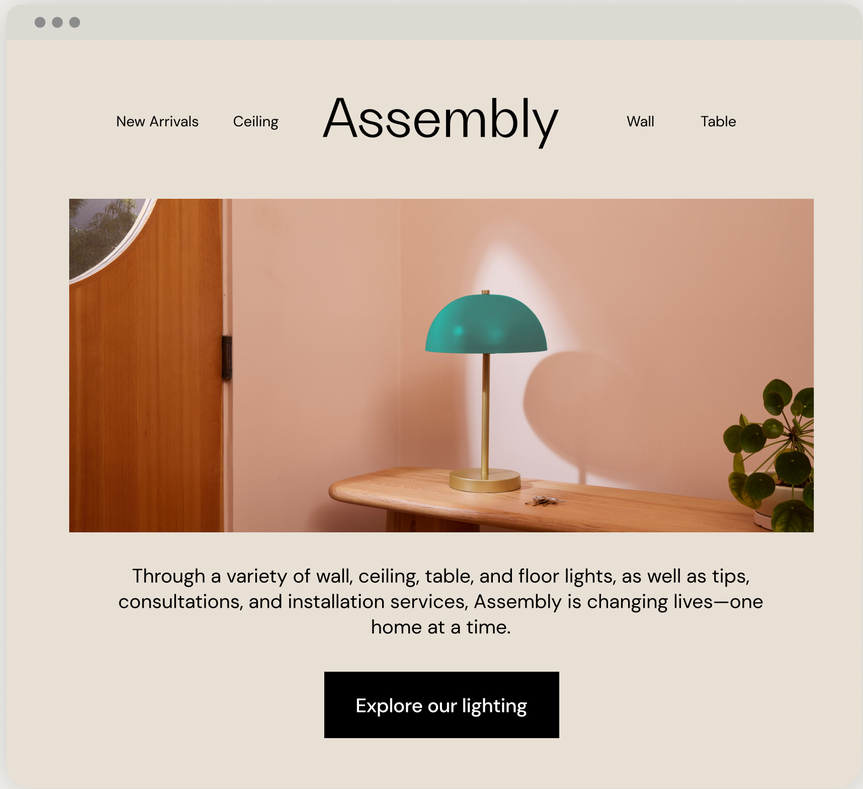
If you've connected your store to Mailchimp and turned on e-commerce link tracking for your campaigns, you can view purchase data for your subscribers in campaign reports, subscriber profiles, and on the account dashboard. Visit our Integrations directory to browse 300+ apps and tools to do more with Mailchimp.



Website traffic

The campaigns you send can help you direct more traffic to your website or online store. And there are a few integrations you can sync with Mailchimp so you can track any trends in website traffic or e-commerce activity after you send a campaign.

Check out how Mailchimp's free email marketing tools compare to the competition.



Getting started with Mailchimp

If you need help with creating the best email marketing campaigns for your business, look no further than Mailchimp.

With Mailchimp, you can get help writing, designing, and sending your email campaigns so that you can be sure you always deliver the best results possible. You can also access a variety of useful tools on Mailchimp that can help you with your email marketing strategy, like an email marketing guide and email and newsletter templates.

Creating email marketing campaigns might seem overwhelming, especially if you don’t know where to start– but that’s exactly where Mailchimp comes into play. Mailchimp will help you create the best email marketing campaigns so your business can succeed like never before.

You can have a lot of different marketing strategies for your business, but email marketing is without a doubt one of the best. Email marketing is a great way to build relationships with your customers, increase sales, and drive traffic. So if you haven’t already gotten started with email marketing, now’s the time. And you can use Mailchimp to help you out.

Mailchimp is an industry leader in email marketing platforms and helps with everything from managing mailing lists to creating email marketing campaigns. Mailchimp is an all-in-one marketing platform that can help you reach your business goals. So what are you waiting for? Sign up today and improve your email marketing campaigns forever.

The data

There are a lot of numbers in Mailchimp's reports on email and marketing automation, but you might be wondering how your stats compare to others in the same industry.

The accuracy of email open rates may be impacted by Apple's privacy changes and their Mail Privacy Protection (MPP) feature, and this should be considered as you interpret open rate data. The following figures are based on available data as of December 2023

Industry Average

35.63%	2.62%	0.22%	0.21%	0.70%
avg. open rate	avg. click rate	unsubscription rate	hard bounce rate	soft bounce rate

industry	avg. open rate	avg. click rate	unsubscription rate	hard bounce rate	soft bounce rate
Industry Average	35.63%	2.62%	0.22%	0.21%	0.70%
agriculture and food services	38.02%	2.90%	0.23%	0.19%	0.64%
architecture and construction	31.08%	2.95%	0.33%	0.54%	1.54%
arts and artists	42.17%	2.80%	0.24%	0.20%	0.69%
beauty and personal care	31.90%	1.30%	0.24%	0.14%	0.69%
business and finance	31.35%	2.78%	0.15%	0.26%	0.70%
computers and electronics	26.98%	2.19%	0.21%	0.34%	1.06%
consulting	29.61%	2.92%	0.22%	0.38%	1.13%
creative services/agency	32.37%	2.53%	0.29%	0.44%	1.24%
daily deals/e-coupons	27.59%	2.10%	0.09%	0.06%	0.28%
ecommerce	29.81%	1.73%	0.19%	0.12%	0.45%
education and training	35.64%	3.02%	0.18%	0.23%	0.80%

industry	avg. open rate	avg. click rate	unsubscription rate	hard bounce rate	soft bounce rate
Industry Average	35.63%	2.62%	0.22%	0.21%	0.70%
entertainment and events	37.30%	2.31%	0.24%	0.18%	0.63%
games	31.46%	3.22%	0.22%	0.24%	0.61%
government	40.56%	4.58%	0.12%	0.23%	0.72%
health and fitness	37.07%	1.87%	0.33%	0.18%	0.59%
hobbies	40.55%	4.12%	0.20%	0.10%	0.40%
home and garden	35.69%	2.27%	0.32%	0.21%	0.70%
insurance	30.08%	2.96%	0.18%	0.40%	0.98%
legal	31.40%	3.14%	0.19%	0.31%	0.87%
manufacturing	29.08%	2.83%	0.27%	0.55%	1.67%
marketing and advertising	29.71%	2.30%	0.22%	0.34%	0.99%
media and publishing	34.23%	4.37%	0.09%	0.10%	0.35%

industry	avg. open rate	avg. click rate	unsubscription rate	hard bounce rate	soft bounce rate
Industry Average	35.63%	2.62%	0.22%	0.21%	0.70%
medical, dental, and healthcare	34.65%	2.80%	0.25%	0.33%	0.93%
mobile	31.02%	1.56%	0.25%	0.29%	0.88%
music and musicians	36.94%	2.54%	0.23%	0.18%	0.68%
non-profit	40.04%	3.27%	0.18%	0.21%	0.69%
photo and video	37.44%	2.65%	0.33%	0.35%	0.99%
politics	36.10%	2.61%	0.21%	0.20%	0.60%
professional services	32.74%	3.04%	0.25%	0.39%	1.11%
public relations	33.69%	2.78%	0.15%	0.33%	0.93%
real estate	35.38%	2.23%	0.24%	0.26%	0.71%
recruitment and staffing	32.40%	2.38%	0.25%	0.31%	0.88%
religion	43.97%	3.04%	0.13%	0.08%	0.33%

industry	avg. open rate	avg. click rate	unsubscription rate	hard bounce rate	soft bounce rate
Industry Average	35.63%	2.62%	0.22%	0.21%	0.70%
restaurant and venue	40.03%	1.58%	0.37%	0.17%	0.57%
retail	35.05%	2.08%	0.21%	0.14%	0.48%
social networks and online communities	37.15%	3.34%	0.16%	0.15%	0.51%
software and web app	28.12%	2.40%	0.27%	0.49%	1.37%
sports	41.84%	2.88%	0.25%	0.15%	0.52%
telecommunications	30.57%	3.19%	0.19%	0.50%	1.31%
travel and transportation	33.25%	2.56%	0.24%	0.24%	0.78%
vitamin supplements	27.35%	1.19%	0.21%	0.15%	0.52%

Want to know more?

Intuit Mailchimp
Intuit Mailchimp is an email and marketing automations platform for growing businesses. We empower millions of customers around the world to start and grow their businesses with world-class marketing technology, award-winning customer support, and inspiring content. Mailchimp puts data-backed recommendations at the heart of your marketing, so you can find and engage customers across email, social media, landing pages, and advertising – automatically and with the power of AI.

Read the full report on Mailchimp.com

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