



Global Data and Marketing Alliance

## **International Email Benchmark**

Latest numbers, insights & trends  
in email marketing on an  
international level

2

Mail

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# Preface

The E-Mail is dead. No, it has never been more alive than today! Email marketing has fast become a key and invaluable component of any marketer's arsenal. As many challenges and opportunities arise around email marketing, we found it crucial at GDMA to conduct this international email study to benchmark what we know, allow others to compare what we have and for all of us to learn on how to adapt to this changing environment.

*Martin Nitsche, GDMA Chair*

"In recent years, national email benchmarks have been released by DMA's across the world, including our own Dutch DDMA benchmark. The email benchmarks have proven to be an invaluable tool for Email Service Providers for many years. But as the the world of email marketing is changing and advertisers and brands are increasingly reaching their customers cross-border, there is a growing demand for a baseline measurement on an international level. That is why we reached out to the GDMA, and together we've established a unique collaboration with Email Service Providers from all over the world. And it has paid off! The very-first International Email Benchmark is a fact, and we plan on doing more in the upcoming years, continuously providing agencies, brands and ESP's with up-to-date trends and figures."

*Diana Janssen, Director at DDMA*

# Special thanks to the participating ESPs

## The Latin America Region



Doppler | [fromdoppler.com/es](http://fromdoppler.com/es)



emBlue | [embluemail.com](http://embluemail.com)



ICOMM | [icommt.com](http://icommt.com)



Tripolis | [tripolis.com](http://tripolis.com)

## Belgium/The Netherlands



Flexmail | [flexmail.be](http://flexmail.be)



Hellodialog | [hellodialog.com](http://hellodialog.com)



MailCampaigns | [mailcampaigns.nl](http://mailcampaigns.nl)



Maileon | [maileon.nl](http://maileon.nl)



Tripolis | [tripolis.com](http://tripolis.com)

## Canada



Tekside | [www.tekside.io](http://www.tekside.io)

## UK

Data from DMA UK Email Benchmarking Report from 11 local ESPs

DMA UK | [dma.org.uk](http://dma.org.uk)

### Interested?

Interested in participating in the next GDMA International Email Benchmark in 2023? Please contact Robin de Wouters via [info@globaldma.com](mailto:info@globaldma.com).



# Introduction

Email is an invaluable marketing channel to an organisation. For many, email is the primary channel to communicate with consumers in a personal and relevant way. But email is also a field that is highly subject to change, partly due to technological developments, shifts in consumer behaviour and restrictions from legislators. That is why we, the Global Data & Marketing Alliance (GDMA), joined forces with ESPs and DMAs (Data & Marketing Associations) several parts of the world to strengthen the position of email as a channel and give valuable practical insights in the form of an International Email Benchmark, providing an independent baseline measurement of the current state of the range within the field, against which organisations can measure their own email practises.

As we all know, frontrunning Email Service Providers (ESP) and advertisers that use email as their core channel operate internationally. That is why, in this ever-changing data and marketing industry, an Email Benchmark on an international level is needed now more than ever.

## Three major trends

This benchmark focuses on the email channel in its current state. But this cannot be achieved without looking at current and future trends, as well as how they impact this field. This first-of-a-kind study delves into 3 major international email trends and hands-on recommendations for industry experts on how to respond to these trends:

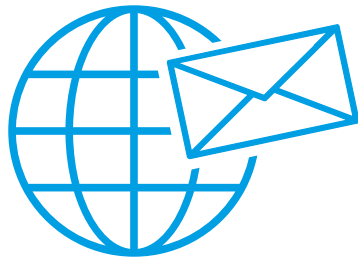
- AI driven content & creation is increasingly available - Do our creatives need to fear AI?
- Email is winning in the approaching privacy-first world
- The advent of AI & BIMl for improving email deliverability



## GDMA International Email Benchmark

# Part 1 The numbers

## The results are based on...



**21 ESPs**

participating from the Latin America region, Belgium, Canada, the Netherlands and the UK



**881.804**

email campaigns  
(UK unknown)

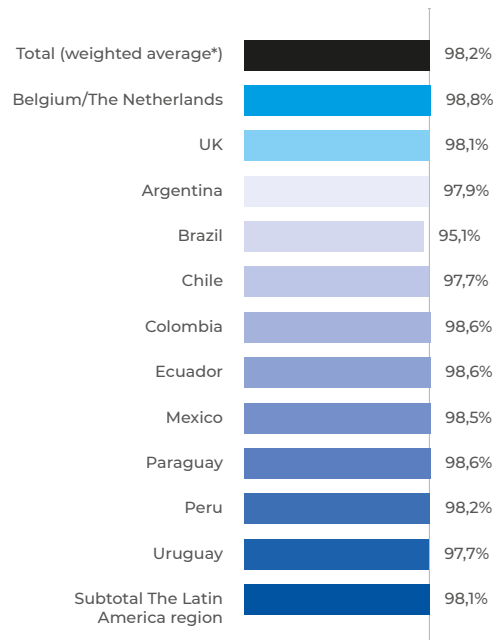


**209,1 billion**

emails sent

## Acceptance rate (AR)

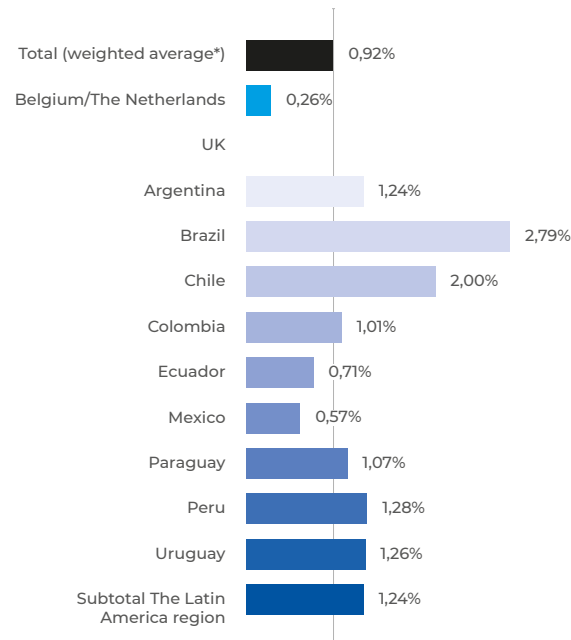
The overall Acceptance Rate is 98,2%. ESPs in Belgium/ The Netherlands achieve an Acceptance Rate of 98,8%, while the UK and The Latin America region score a similar 98,1%.



**Acceptance Rate** = number of accepted emails divided by total number of emails sent

## Hard Bounce Rate (HBR)

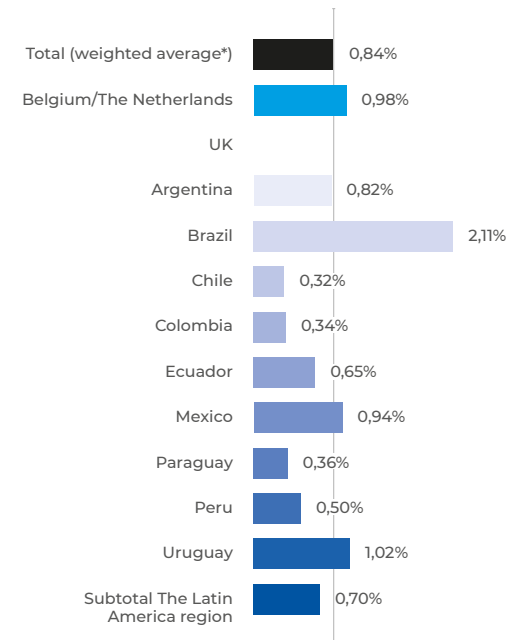
With an average Hard Bounce Rate of 0,92%, the rate in Belgium/The Netherlands (0,26%) is lower than in The Latin America region (1,24%).



**Hard Bounce Rate** = permanent rejected emails divided by total number of emails sent | UK unknown

## Soft Bounce Rate (SBR)

The Soft Bounce Rate is for both Belgium/ The Netherlands and The Latin America region around the average of 0,84%. Brazil's score is notably above average with 2,11%.



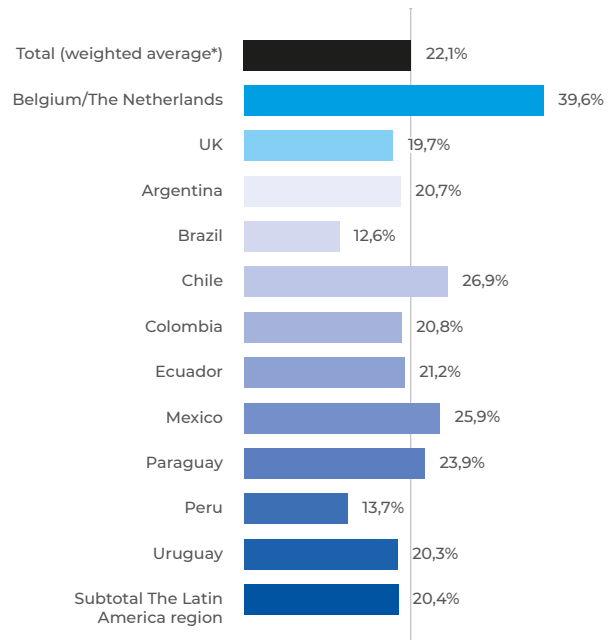
**Soft Bounce Rate** = temporary rejected emails divided by total number of emails sent | UK unknown

\* The weighted average is based on the total number of campaigns sent from the participating ESPs from Argentina, Belgium, Canada and the Netherlands. This data is unknown from the participating UK ESPs, so their data is excluded from the total weighted averages.



## Unique Confirmed Open Rate (COR)

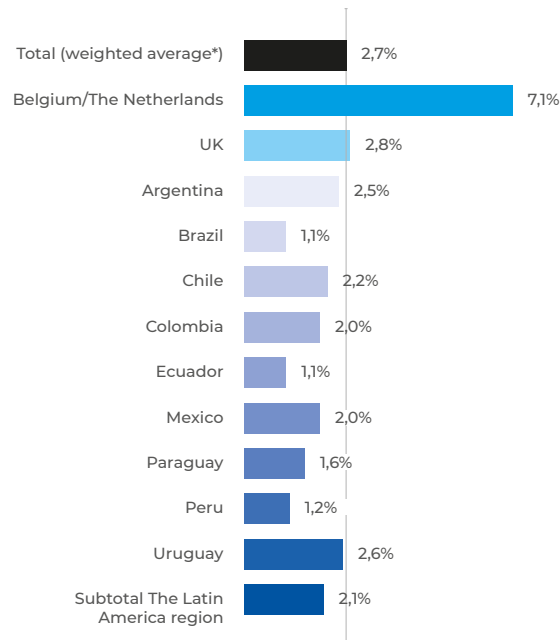
The total average of Unique Confirmed Opens is 22,1%. Belgium/The Netherlands score much higher (39,6%) than the UK and the Latin America region (both around 20%). Especially Brazil and Peru underperform on this metric.



**Unique Confirmed Open Rate** = number of unique persons that opened an email, divided by the number of accepted emails

## Unique Click Through Rate (CTR)

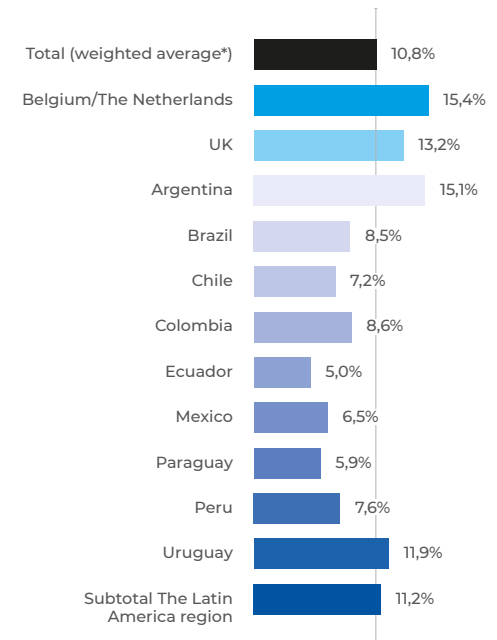
An average of 2,7% of the users who received an email, clicked on a link in this email. Belgium/The Netherlands achieve an Unique Click Through Rate of 7,1%, while the UK scores on average (2,8%) and the the Latin America region countries a bit below (2,1%).



**Unique Click Through Rate** = number of unique persons that clicked on a link in an email, divided by the number of accepted emails

## Unique Click to Open Rate (CTO)

The combined the Latin America region countries score an average of 11,2%.



**Unique Click to Open Rate** = number of unique persons that clicked on a link in an email, divided by the total number of unique opens

\* The weighted average is based on the total number of campaigns sent from the participating ESPs from Argentina, Belgium, Canada and the Netherlands. This data is unknown from the participating UK ESPs, so their data is excluded from the total weighted averages.



## Deep Dive: Industry

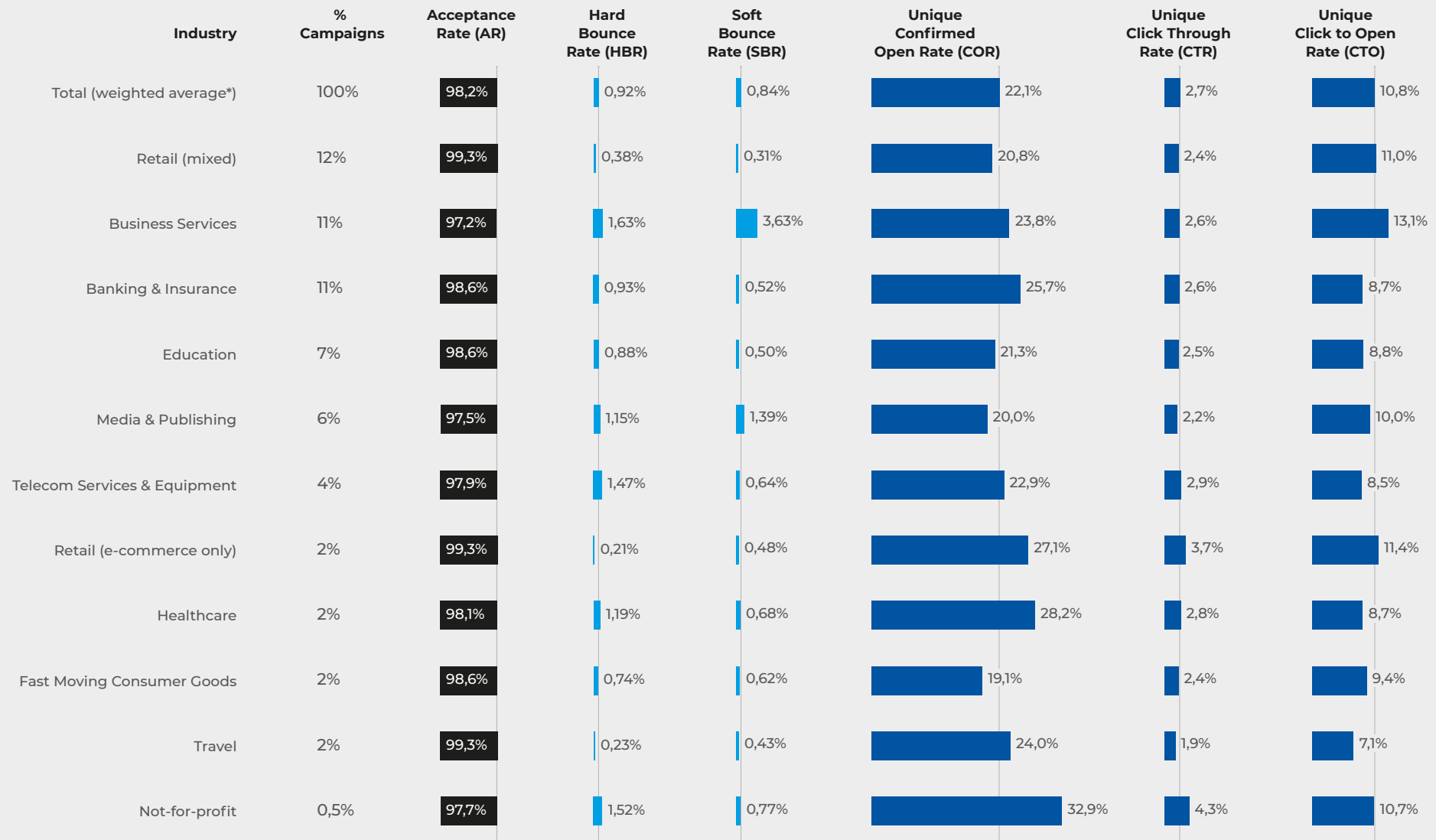
On an international level, most email campaigns were sent out for the Retail, Business Services and Banking & Insurance industries.

Looking at the Acceptance Rate (AR) and Hard Bounce Rate (HBR), Business Services, Media & Publishing, Telecom and Not-for-profit industries score lower, compared to Retail and Travel industries for example.

Despite the acceptance of the Business Services and Media & Publishing mailings being quite low, the Click to Open Rate (CTO) for those industries is around or even above average, next to Retail. Travel and Telecom achieve the least call-to-action in the form of CTO.

This is especially visible in the UK and the Latin America region markets. Belgium/The Netherlands score below average on these metrics.

In all industries, Belgium/The Netherlands and the UK perform highest on CTO. The UK achieves a remarkable high CTO in Retail (15,9%).



The selected industries are the top-10 with the most sent email campaigns. Not-for-profit is added as most contributors shared campaign data for this industry. The non-reported industries are part of the total average.

All industry percentages are based on weighted averages\* on industry level.

\* The weighted average is based on the total number of campaigns sent from the participating ESPs from Argentina, Belgium, Canada and the Netherlands. This data is unknown from the participating UK ESPs, so their data is excluded from the total weighted averages.



## Deep Dive: Months

The most popular months for **sending email campaigns** are September, October, November and December: around 9% of all campaigns are sent for each month in this period, with November leading with 10%.

In Belgium/The Netherlands the **Hard Bounce Rate (HBR)** is highest from October to December (+0,1%), in the Latin America region it is exactly the opposite (-0,2%). The HBR from South-America is highest (+0,3%) in January to March.

November and December achieve the highest **Confirmed Open Rate (COR)** (23,4%), especially in Belgium/The Netherlands (44,3%). However, the Click Through Rate (CTR) stays behind for both regions in this period, which results in a Click To Open Rate (CTO) under the average as well (Belgium/ The Netherlands: 13,4%, the Latin America region: 7,6%).

All month percentages are based on weighted averages\* on month level | UK unknown.

\* The weighted average is based on the total number of campaigns sent from the participating ESPs from Argentina, Belgium, Canada and the Netherlands. This data is unknown from the participating UK ESPs, so their data is excluded from the total weighted averages.

This trend is visible for both Belgium/The Netherlands and subtotal the Latin America region, but the country specific numbers show a more scattered distribution over the year. For example, July/August are popular for Brazil, Colombia, Mexico and Peru, and March for Chile and Paraguay.



## Deep Dive: Days of the week

Thursdays and Fridays are the most popular days for **sending emails**: on each of these days, 18% of all campaigns were sent. The least popular is the weekend, with 14% being sent throughout the weekend.

Interestingly, while the weekend is least used for sending campaigns, on those days the **Acceptance Rate (AR)** is highest (average of 98,7%) and the **hard bounced** are lowest (average of 0,48%).

For Belgium/The Netherlands, the best **Click to Open Rate (CTO)** is reached by sending your emails in the weekend (16,6% on average), while in the Latin America region it is split between Mondays (CTO of 12,3%) and Wednesdays (CTO of 11,9%). The popular Thursdays and Fridays score an average CTO of 10,9% on international level. The Netherlands: 13,4%, the Latin America region: 7,6%).

Subtotal the Latin America region shows the same trend, but there are some differences visible on country level. For example, for Argentina and Mexico, most send-outs were on Tuesdays (both 18%), and in Brazil (20%), Chile (20%), Paraguay (19%) and Uruguay (18%), Wednesday is a popular day as well. For Belgium/The Netherlands, Thursdays are the outlier (21%).

All weekday percentages are based on weighted averages\* on weekday level | UK unknown.

\* The weighted average is based on the total number of campaigns sent from the participating ESPs from Argentina, Belgium, Canada and the Netherlands. This data is unknown from the participating UK ESPs, so their data is excluded from the total weighted averages.

## Methodology

The International Email Benchmark is an independent project of the Global Data and Marketing Alliance (GDMA), initiated by the DDMA and in collaboration with the participating DMAs and ESPs across 3 continents. The data insights reported in the Global Email Benchmark 2022 are based on anonymized campaign data from 10 participating ESPs from Argentina, Belgium, Canada and the Netherlands: Doppler (AR), emBlue (AR), Flexmail (BE), Hellodialog (NL), ICOMM (AR), MailCampaigns (NL), Maileon (NL), Tekside (CA), Tripolis (AR) and Tripolis (NL). The UK data is based on the data reported in the Email Benchmark 2022 of the DMA UK (reporting data of 11 participating ESPs), therefore not all metrics and requirements were available for the standard set-up of the Global Email Benchmark.

The Global Email Benchmark 2022 is based on data deriving from mailings sent in 2021 and includes mailings sent in bulk (to at least 500 email addresses per send out). Transactional emails were not included in the study, unless they couldn't be differentiated from the rest.

## Extra Data Details

The subtotal of the Latin America region is based on the weighted average of the reported countries: Argentina, Brazil, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru and Uruguay.

To avoid undesirable traceability, only metrics with data from at least 3 ESPs were reported on country (of the sender of the campaign) level. If data from a specific country is shared by less than 3 ESPs, then that data is only included in the overall average. However, this data is excluded from country-level reporting, because in that case the data could be traced back to the specific ESPs.

The % campaigns sent per country (divided by the total numbers of campaigns sent) are as following: Belgium/The Netherlands: 14%, Argentina: 30%, Brazil: 2%, Chile: 5%, Colombia: 10%, Ecuador: 2%, Mexico: 4%, Paraguay: 0,2%, Peru: 9%, Uruguay: 1%, other countries: 23%.



GDMA International Email Benchmark

## Part 2 Trends & Takeaways

# TREND 1 AI driven content & creation is increasingly available - Do our creatives need to fear AI?

**Artificial intelligence (AI) is omnipresent in today's world. It curates what we see on our social media newsfeeds, our internet search results and even beats the world's brightest at chess. While this can be good news for everyday consumers, the proliferation of AI, for all its obvious promises, carries a reasonable element of fear for creatives. Once merely the scourge of factory-line workers, in the last few years AI has embedded itself into the lives of many marketers and creatives assisting with the making of data-driven decisions.**

AI can help with more rudimentary tasks like optimizing email send time, triggers and the cadence of sends, but also with more complex functions like smart segmentation, A/B testing and dynamically crafting subject lines, call-to-actions and personalizing content to elicit better engagement. And, dare we say it, there is the subject of AI writing tools.

On the whole, we can sort these AI tasks into two larger trends of how we use AI to help with creative work. The use of AI for content production (carried out by e.g., AI writing tools) and the use of AI and Machine Learning for content personalisation (carried out by e.g., more sophisticated data-driven marketing platforms, marketing automation tools and ESPs). Both trends will impact the way creative work is done. Whereas today most of the AI results and claims aren't often on a mature level yet, they will be in the future. Specialists agree that it is wise to start preparing now. This can be done by enabling more zero-/first-party data in the organization or collecting more detailed behavior of customers (emotions). This enables the industry to start making impact right away when AI maturity is rising.

For marketers, this evolution can understandably bring with it some apprehension. Although we should always pay attention to the potential risks, for those committed to building more meaningful relationships with consumers and delivering an overall better customer experience, the opportunities of AI are endless.

## ***AI will enhance the role of creatives***

What was once cutting-edge technology is now the status quo. But rather than envisaging AI as self-driving cars (which remain closer to the realms of science fiction than occupying our roads), AI's role in the driving experience is best deployed to detecting faults, accidents and assisted parking. So rather than replace the driver, it's merely enhancing and improving creative work. And that is how and why AI should be embraced by marketers and creatives.

Fundamentally, AI lets marketers draw on real-time customer data to deliver truly personalized, highly relevant customer experiences across channels and devices at scale with individualized engagement and journeys for every customer.

Done accordingly, AI can cover the more tedious jobs - think coming up with 10 to 20 versions of the same ad, brainstorm sessions, instructional copy, meta copy and the like. All-the-while freeing up creatives... to be creative. AI tests show that personalized email content drives more engagement, but it requires more content, which needs to be iterated, written and edited. Even the best AI needs a human that can write for a human.



## AI is only as good as the data it plugs into and the tasks it's been assigned to help with

The modern consumer expects personalisation that goes beyond a first name, and yet all-too-often creatives don't have the technology or scale to go beyond this. In the recent global research by Cheetah Digital (part of CM Group), half of the consumers (49%) felt frustration at receiving irrelevant content or offers, as well as many citing irritations at receiving messages that don't reflect their wants and needs (41%), don't recognize their shopping or loyalty history (31%), or based on information about them that hadn't been shared proactively or directly with the brand.

By leveraging the power of AI creatives can give consumers the personalized experiences they crave. AI can analyze all the gathered information through communication channels and websites and suggest relevant content, subject lines or product recommendations for each individual.

Of course, AI will always need a human hand. AI copy can become stale, to-the-point and lack the flourish of the human hand. Humans understand humans best, for the time being.

## AI & communication flows

A stimulating aspect in terms of creativity is that consumers have a non-linear journey within each part of the conversion funnel, the so called Customer Journey. Based on this understanding, marketing automation platforms develop tools to design and interpret these journeys that can have multiple paths and overlaps.

Apart from AI-based content creation, by 2023 we envision that AI algorithms will better support the uniqueness of each one of us as consumers, defining each customer journey more dynamically and with more precise trigger moments. The AI-based analysis of our past journeys, our own purchasing habits and that of our "neighbors" will have a great impact on the adequacy of real-time personalisation, and the link between channels and consumers in an 'omni-channel' context.

## Engagement programs (NFTs), combined with AI / email marketing

Web 3.0 has become a mandatory direction in our own digital evolution. It is not a trend that we can choose, it is simply the path that we are walking quietly but surely. In this context we must understand the multiplicity of technologies, resources and spaces that are developed on it; they are a vital and indivisible combination of forces that can be analyzed individually. The blockchain, associated in its conception with cryptocurrencies, appropriates many existing technologies, businesses, and resources to model these areas in a different way. In this context, Non Fungible Tokens (NFTs) begin to show their initial formation as representatives of digital art and evolve to the precise and unequivocal identification of consumers. It is likely they will become the basis for loyalty programs and personalisation in a perfect 1 to 1 that we have been trying to achieve for decades. But how does this link to the role of email marketing?

Brands like Nike and Adidas have already begun to link users with NFTs along with their actions and physical products in a symbiosis between technology and humans. Communication channels are adjusting to these new realities and email marketing is undoubtedly the preferred means of communication in these areas. It is difficult to measure the impact of this in our future, but we are convinced that primary data and primary contact channels find their reason for existence in these emerging technologies.

## What is Web 3.0

An open, community-driven, decentralized version of the Internet, where control lies not with tech giants but with the end user.

## Key takeaways

- AI can be used for content production, carried out by e.g. AI writing tools dynamically crafting subject lines and call-to-actions
- AI and Machine Learning can be used for content personalisation, carried out by e.g. more sophisticated data-driven marketing platforms, marketing automation tools and ESPs
- Whereas today most of the AI results and claims aren't often on a mature level yet, they will be in the future. It's wise to start preparing now by enabling more zero-/first-party data throughout the organisation, collecting more detailed behavior of customers (emotions). This enables the industry to start making impact right away when AI maturity is rising.
- For marketers, AI can understandably cause some apprehension, but for those committed to building more meaningful relationships with consumers and delivering an overall better customer experience, with AI, the opportunity is far greater than the risk.

# TREND 2 Email marketing is winning in the approaching privacy-first world

**Data-driven marketing is currently undergoing an unprecedented transformation. Tech companies are taking privacy-enhancing measures and legislation is getting stricter. In the process, consumers are becoming increasingly aware of data use (source: [GDMA study on Consumer Attitudes to Privacy](#)) and expect more in terms of privacy, but also in terms of service and relevance. This seems to be at odds with each other, because generally you need more data to be relevant, but it's not if you handle it right.**

The ability to deal with this is an opportunity to differentiate yourself and build long-term relationships with your customers. Specific examples of this changed attitude toward privacy include the introduction of Apple's Mail Privacy Protection (AMPP) in 2021 and the planned deprecation of third-party cookies from Google in 2024, which has marketers putting consumer privacy in focus now more than ever.

## The impact of Apple Mail Privacy Protection

In September 2021, Apple introduced Mail Privacy Protection (AMPP), providing Apple Mail users with more privacy within their inbox. When someone opts in, Apple first routes emails through a proxy server to pre-load message content, including tracking pixels, before serving them to readers - even if readers don't actually open those emails. This means that each unique delivery will be counted as a unique open. Consequently, Open Rates are not fully trustworthy anymore, as well as Click-to-Open Ratios (CTOs). It also affects Open Time, which is now unknown, as ESPs do not receive any device data and the location is no longer trackable because Mail Privacy Protection

hides the user's IP address. (Source: [Litmus August 2022 update](#)). On top of that, live content, such as countdown timers, is affected as well. As Apple pre-loads the message content, the real time functionality is not accurate anymore. ESPs have to consider either not using live content, segment on device or client level; adding the live content to a web page/online and focus on a click to these in the email; or using alternative content with CSS fallback methods for affected devices.

### How to deal with AMPP: Look further than opens

According to Litmus, the share of email opens in Apple iPhone (iOS Mail), Apple Mail (macOS Mail), and Apple iPad (iPadOS Mail) forms more than 57% of combined email opens as of July 2022. As a result, the AMPP introduction has had quite some impact. Marketers need to consider looking further than Open Rates and CTO to analyse and make decisions: metrics such as Click Through Rate, Unsubscribe Rate, Bounce Rate, Conversions and Feedback deserve more attention and are getting more important lately.

### What's next?

Is Apple the only party affecting the industry, or will Microsoft and Google also follow Apple in giving users more privacy and cancel the open metric for good? Chances they could follow suit are high. Is the privacy of recipients well safeguarded with these changes? We believe more research is needed on the actual effect on consumer privacy to tell whether their privacy is better protected. And how are organisations handling this privacy-first movement? It's an essential time to keep your eyes open to how frontrunners are setting up their privacy-first approaches, in addition to recommending getting started with a privacy-first approach of your own.

## Email will be crucial in a world without third-party cookies

Whilst AMPP has made it harder for marketers to measure their email effectiveness, the future of email marketing looks much brighter due to the upcoming demise of third-party cookies, commonly referred as the cookieless world.

Third-party cookies are mainly used to track internet users outside of your own website and learn their behavior to show targeted ads. If these disappear, how will marketers obtain information about their customers and their behavior? Coming up with alternative technical solutions is a logical step, but it is even more important to critically examine your relationship with your customers. This is the time to future-proof your marketing and data strategy. With less dependence on (data from) third parties and more transparency and control for your customers through zero-party and first-party data, the focus shifts from direct clicks and sales to building a long-lasting relationship.

Therefore, don't ask how you can still obtain the same information about your customers, but ask yourself (or your email marketing department):

- Why do you want to use specific customer data?
- How does it benefit your customers?
- How do you obtain the data and where are you going to apply the data?
- But also: what data do you not need to bring value to your customer?  
(The GDPR actually dictates that you're not allowed to collect more data than is strictly necessary to achieve an intended purpose)

These questions have traditionally not been part of marketers' repertoire, but nowadays they are being asked more often, and rightly so. After all, in a world without cookies, there is no getting around the fact that you will have to ask your customers for information directly more often - and that requires a good story and value exchange. This is exactly why the cookieless world can be a positive development for email marketing in the long run.

### Email is winning in a cookieless world

When third-party cookies disappear, email marketing will be more crucial than ever. This crucial role lies in the fact that email has always been based on - and is perfect for means to gather - zero-party data and first-party data. Information from third-party cookies that inform other channels disappear, which is where email can come to the rescue. A big challenge Beata Linz, Brand, Digital & Email Marketing Consultant of 15 years, sees is that a lot of companies still work in silos. To fully feed on this opportunity paid marketing teams and email & CRM-teams that are organised apart should find each other, work together, and not work against each other in the fight for revenue.

By using gamification such as quizzes or giveaways marketers create an attractive and fun value exchange in obtaining customer information.

## What is zero- and first-party data?

Zero-party data is deliberately and proactively shared by a customer by e.g. quizzes, polls, surveys and preference centers, revealing who customers are and what they're looking for.

First-party data is information collected directly from your customers in a passive manner through customer interactions via e.g. your systems and platforms such as your website, app, or social media pages. Typically, the most efficient way to gather first-party data is through a Customer Data Platform (CDP) or Customer Relationship Management system (CRM).

## Key takeaways

- Apple Mail Privacy Protection has a large impact on how we measure email marketing success since open rates can't be accurate or reliable anymore. As a marketer, you need to look further than Open Rates, and focus on other metrics.
- Email will become crucial when third-party cookies disappear. It's an ideal way to gather voluntarily given zero-party data and first-party data, and brings more focus on the relation with the customer.
- Email and CRM- teams should establish clear links with other marketing teams within the organisation to maximize the advantage the channel has to ask customer what they want, who they are and how they want to interact

# TREND 3 The advent of AI & BIMI for improving email deliverability

**Senders want to get as many emails as possible in the inbox of the recipient and email clients want to protect the recipient to ensure that only relevant emails reach them. A dance performed since the start of the deliverability topic, but it is a dance which is evolving.**

There are two ways to motivate senders to improve their sending behavior:

1. Let it hurt when they are doing things wrong or
2. Reward them when they are taking the extra step.

There is a trend on both sides of the equation: the introduction of Artificial Intelligence (AI) in our world of deliverability and the maturity of Brand Indicators for Message Identification, or BIMI for short.

## Artificial Intelligence in email deliverability

AI and the automation possibilities that come with it are making a footprint on many aspects in our world, and the same applies for email deliverability. Email Service Providers were already using automated tools like spam score checkers and A/B testing to help the sender in optimising their content, but since the rise of AI a new era started.

Deliverability is, next to the technical part of it, all about ensuring that recipients engage with the emails you sent. If a recipient is engaging with

your email, to email providers it signals that the message is relevant to the receiver. If a recipient is not engaging with the email, it signals that the message could have been better. Or in the case of an unsubscribe or spam notification it means that the message does not match the expectations of the recipient, obviously being a negative signal.

As mentioned in Trend 1, AI offers applications to help the sender increase the chances of people engaging with their messages. AI can help write personalised subject lines, it can create images matching with the content written and can determine when the recipients want to receive the content. All to optimise the expected engagement and therefore help the sender to increase their reputation with the email clients.

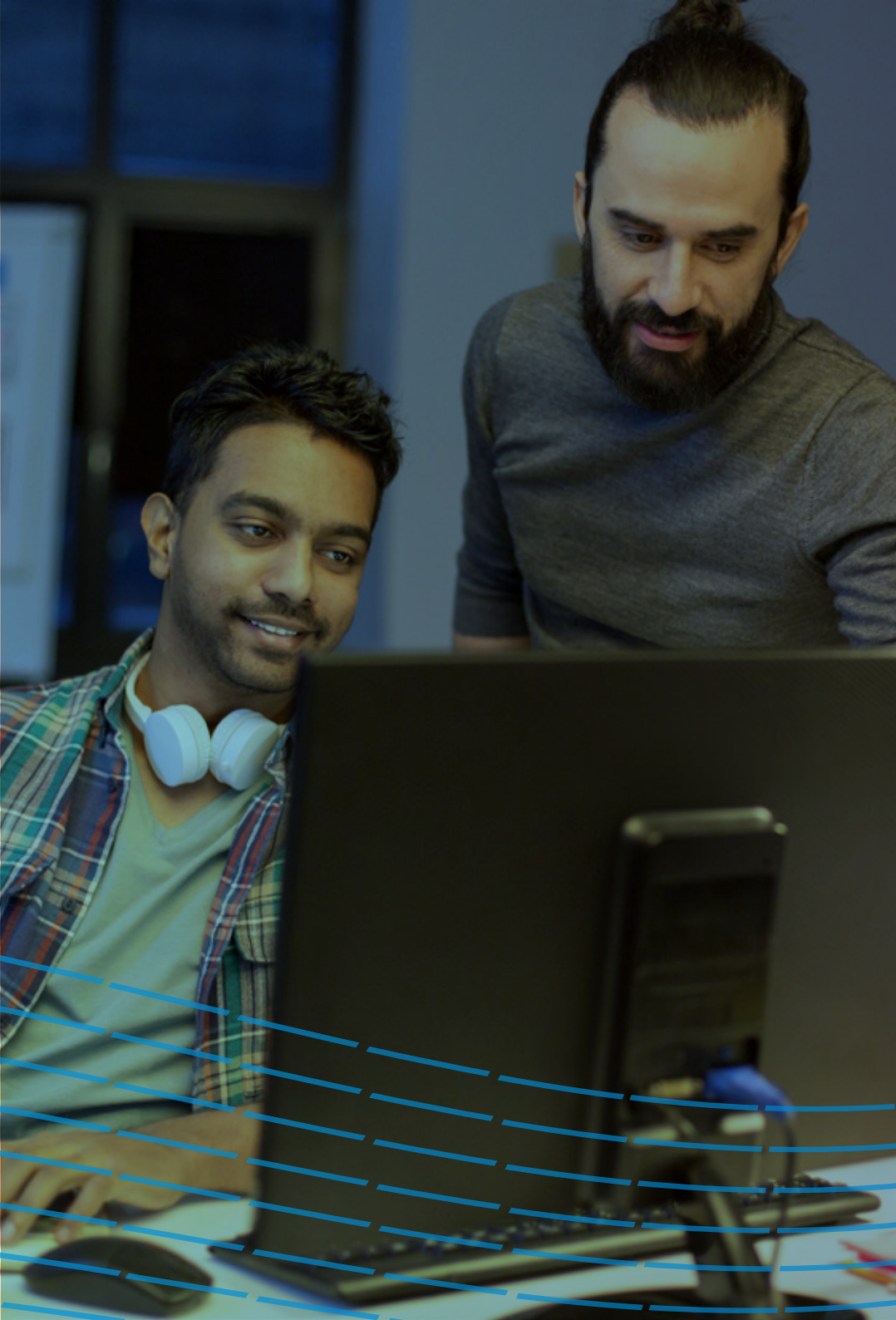
But there is also a downside to using AI in order to improve deliverability. Some AI applications enable new senders to warm up their domains by sending dummy content, and realizing automated Opens and Clicks to thousands of inboxes among various email providers (e.g., Gmail, Hotmail and Yahoo). By doing this, senders are building a positive reputation with the providers before actual emails are being sent out. Most deliverability experts agree that this practice is actually one of the worst things you can do to start off deliverability relationships with email providers. While trying to trick the system, you might end up with bigger problems. For example, your IP/domain could get blocked. Next to that, your engagement will be completely different when you start sending your real content.

## Hop on the BIMI train

Next to engagement, another key element in deliverability is the correct authentication of your domain using SPF (Sender Policy Framework), DKIM (Domain Keys Identified Mail), and DMARC (Domain-based Message Authentication, Reporting and Conformance). If you do not authenticate correctly, the chances of delivering your emails in the inbox are slim, if not zero. And that's where BIMI comes in to play, which is a way for senders to be more recognizable in the inbox via the use of showing company logos before opening the mail helps improve customer trust and brand awareness. The reason we are mentioning BIMI as the final trend in this report is because Apple has announced that they will support BIMI as part of IOS 16. Considering that some email providers already adopted BIMI, like Gmail, AOL, Yahoo and Verizon, this means that the possibilities of BIMI have matured to be available in the majority of the world's inboxes.

## Key takeaways

- Deliverability is an ongoing process, continuously changing but often overlooked. Use the knowledge of your ESP and their tools, and monitor the results.
- Deliverability is not only a technical challenge, but it works together with content (engagement/personalisation) and data (segmentation/behavior).
- Work together with your Email Service Provider in order to correctly authenticate your domain, using the right implementations.



# To conclude

We hope the insights in this Benchmark and trend report can help you measure yourself and your organisation against other organisations and improve your own email operations. We can argue that the advent of AI, developments concerning deliverability and restrictions from email providers such as Apple Mail Privacy Protection are changing or inevitably will change the email field significantly. The developments are undoubtedly going to have - or already have - an impact on the reach figures we have included in this Benchmark. Our goal is therefore to conduct the GDMA International Benchmark on a regular basis in order to provide the email sector with figures year on year.

Interested in participating in the next GDMA International Email Benchmark in 2023? Please contact Robin de Wouters via [info@globaldma.com](mailto:info@globaldma.com).

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Global Data and Marketing Alliance

### **About the GDMA**

The Global Data and Marketing Alliance (GDMA) is an organisation that represents, supports and unites marketing associations from around the globe that focus on data-driven marketing. It promotes worldwide initiatives aimed at providing marketers with global trend information, thought leadership and know-how on data-driven marketing across all sectors, disciplines and channels. Twenty-eight marketing associations are currently part of the GDMA and more countries will join as their marketing associations begin to undertake the data-driven marketing remit. Collectively, they represent a significant proportion of the world's major brands, corporations, suppliers and agencies.

Through its members' associations, GDMA provides access to the world's largest network of data-driven marketing organisations and influencers.