

# International Email Benchmark – Key Figures

**EMAS**

**22 June 2023**





Why did the email marketer get off the trampoline?

# FEDMA

Federation of European Data and Marketing

## Representing the Data & Marketing Industry in Brussels



### DMA MEMBERS



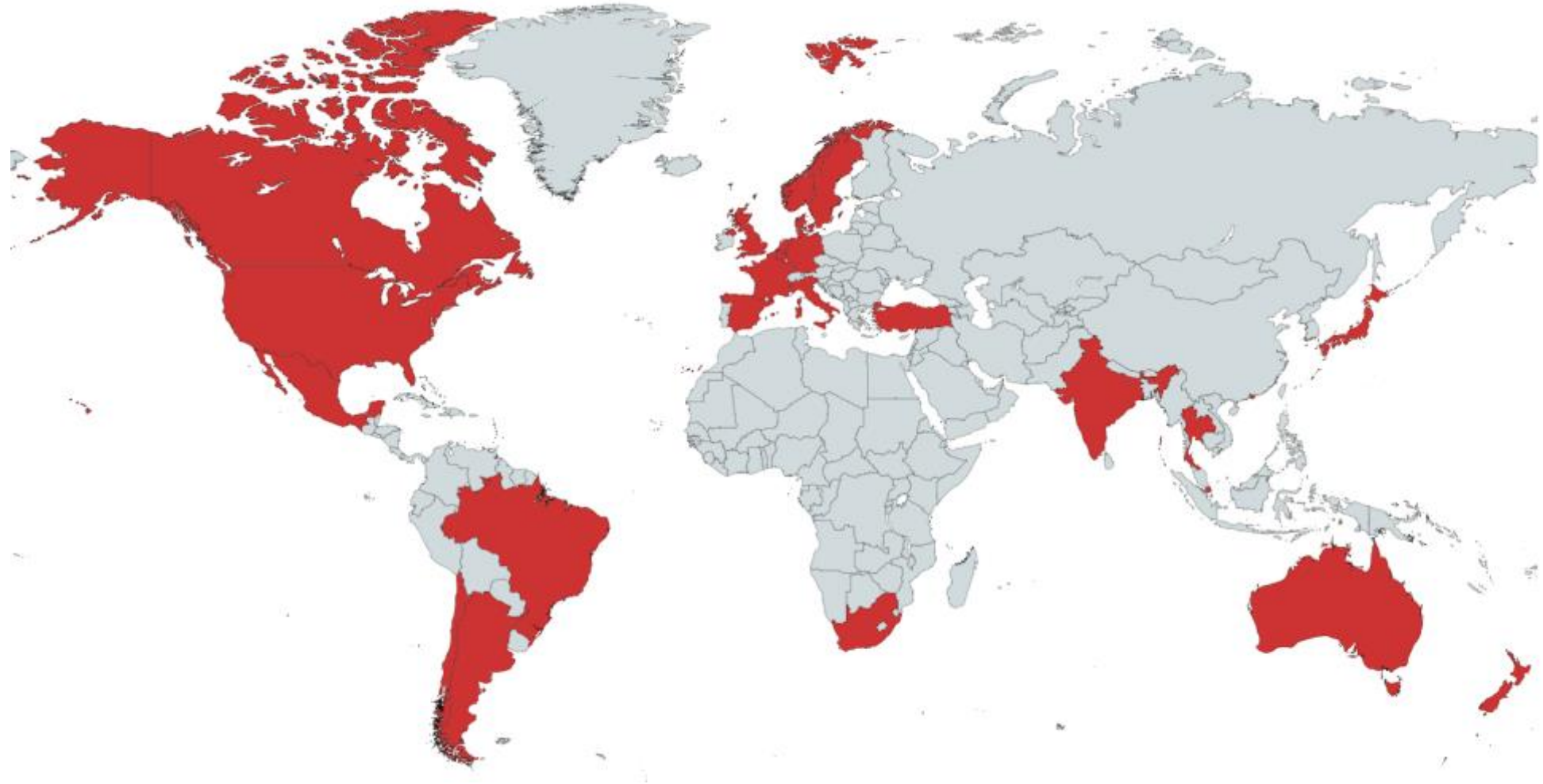
### INDUSTRY MEMBERS





Global Data and Marketing Alliance

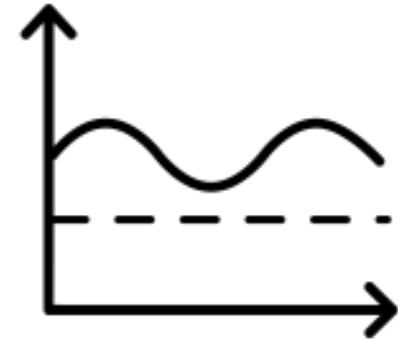
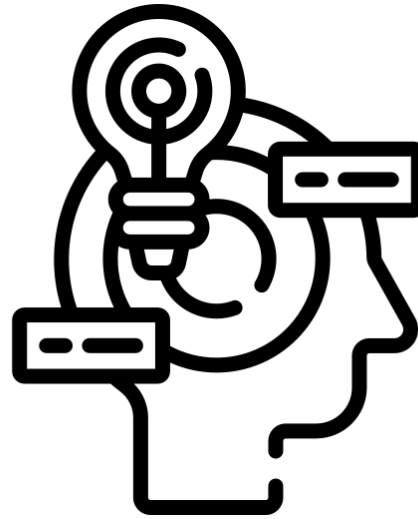
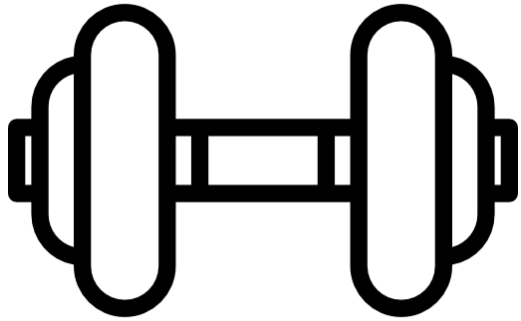
# Promoting a global data and marketing culture





# 2023 International Email Benchmark

# Benchmark Objectives



# International Email Benchmark - Overview

## Coverage

Europe, North America & LATAM



**+3.000.000**

Email campaigns



**+122 billion**

Emails sent



# Results 2022

## 2023 GDMA INTERNATIONAL EMAIL BENCHMARK

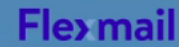
The GDMA International Email Benchmark is an independent initiative of the Global Data & Marketing Alliance (GDMA) and the Dutch Association for data & marketing (DDMA), together with ESPs and DMAs from across the world. This interactive dashboard provides cross border insights based on email campaign data, to help organizations optimize their email performances and strengthen the position of email as a channel.

31.35%  
OR

3.44%  
CTR

9.04%  
CTO

### Thanks to



Power BI development: [www.leerpowerbi.nl](http://www.leerpowerbi.nl)

### This report is based on

13  
ESPs

3,026K  
Campaigns

69  
Countries

122 billion  
Sent emails

28K  
Companies

2  
Benchmark data years



Year

2022

Country/Region

All

Industry

All

Campaign size

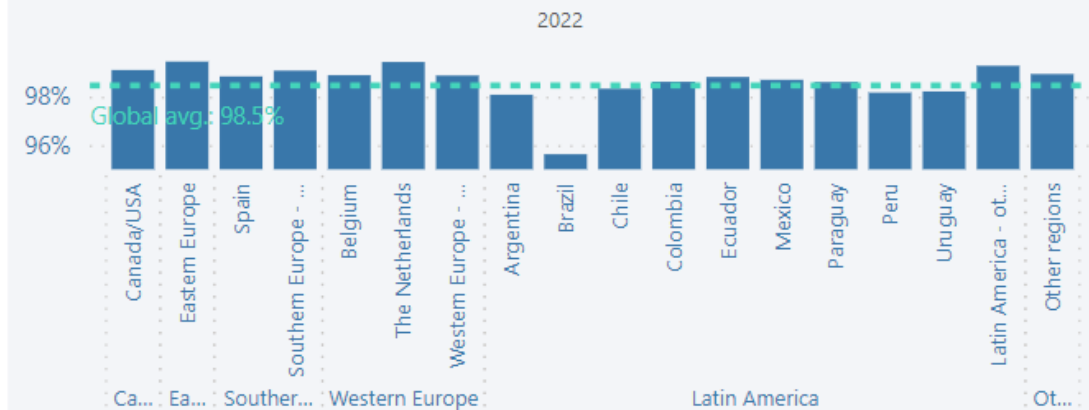
All

- If a chosen selection doesn't include enough data to support a certain metric, this metric will not be showing in the graphs.
- Global avg. = Global weighted average based on the selected years.
- Germany is not included in the Delivery data due to a discrepancy in Acceptance Rate (AR) and Soft Bounce Rate (SBR) in the reflected data.

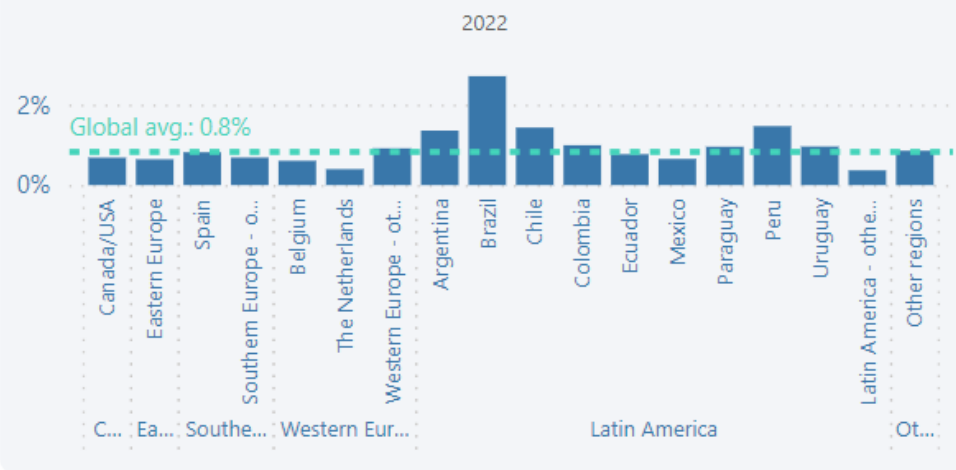
## Delivery data

<b>2022</b>	<b>98.46%</b>	<b>0.82%</b>	<b>0.73%</b>
	Accepted Rate (AR)	Hard Bounce Rate (HBR)	Soft Bounce Rate (SBR)
<b>2021</b>	<b>98.24%</b>	<b>0.92%</b>	<b>0.84%</b>
	Accepted Rate (AR)	Hard Bounce Rate (HBR)	Soft Bounce Rate (SBR)

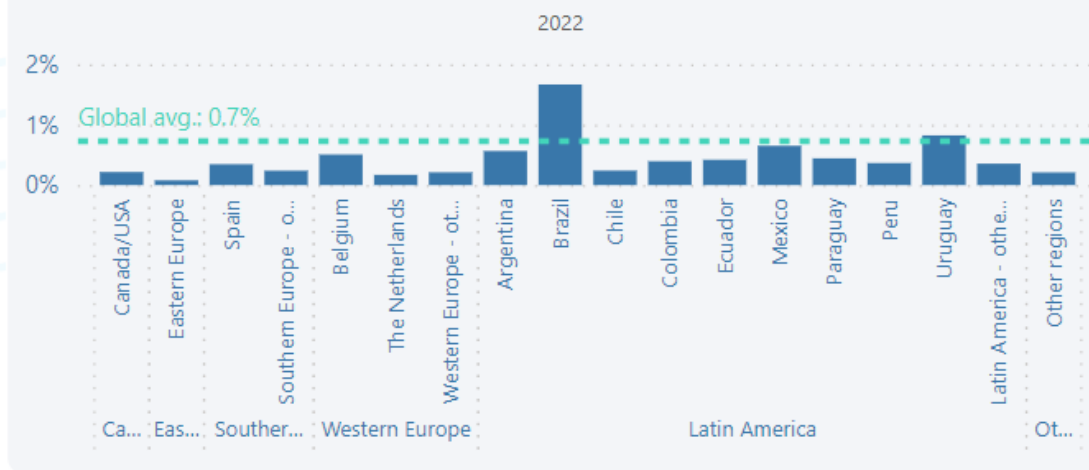
### Acceptance Rate (AR) per country



### Hard Bounce Rate (HBR) per country



### Soft Bounce Rate (SBR) per country



Clear all filters

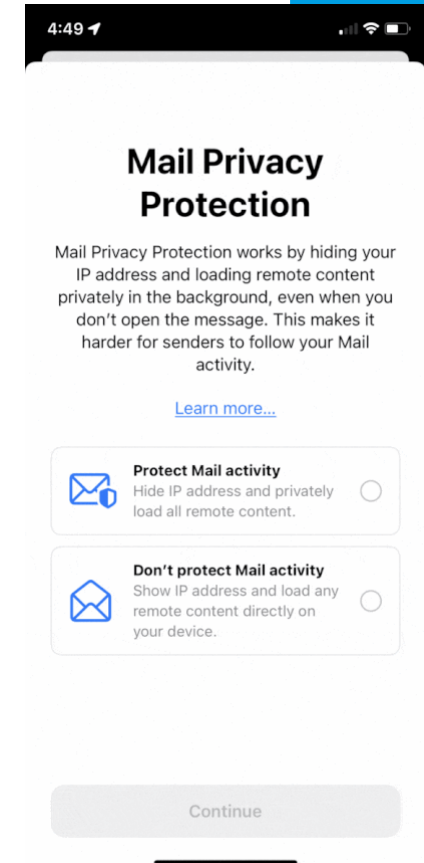
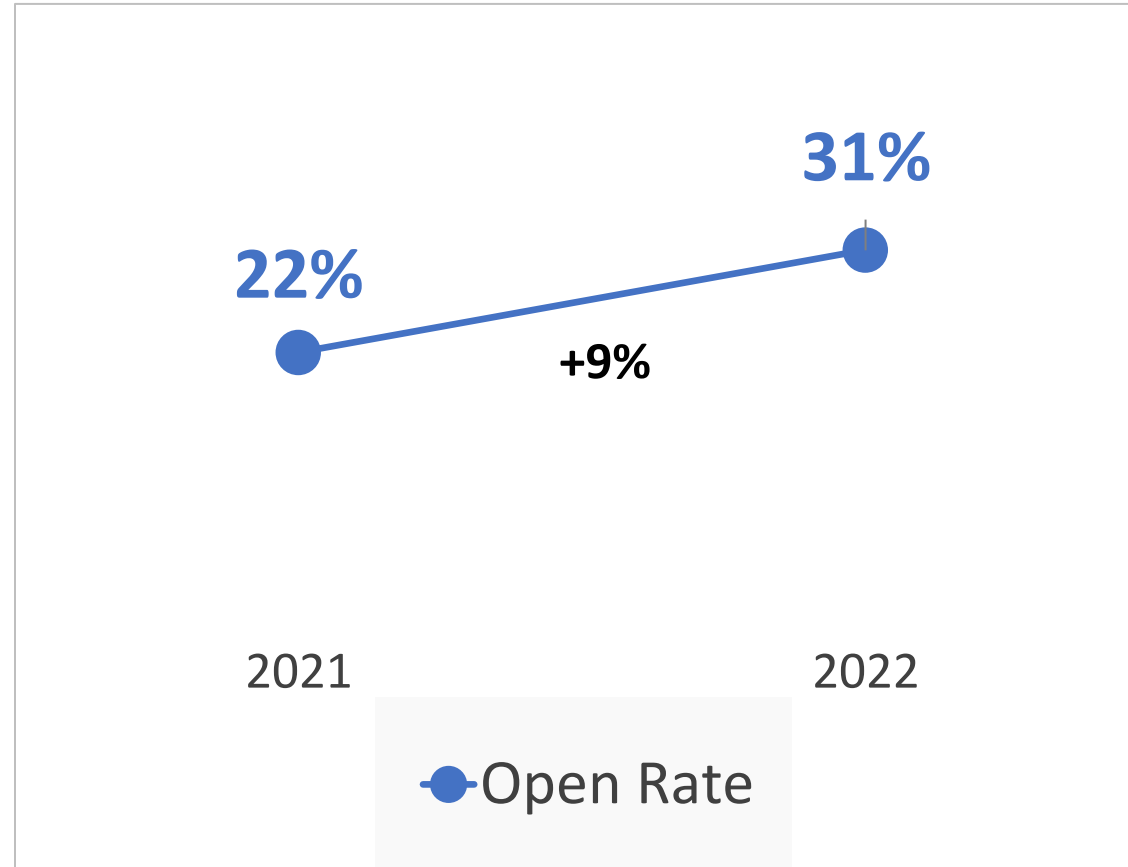
Tip: Click on metric in the graphs to filter. Click again to clear the filter. Hover over a bar to see the values.

# Impact of AMPP



What was the global average OR in 2022?

- 16%
- 21%
- 31%



# OR is dying, Long live CTR



Year

2022

Country/Region

All

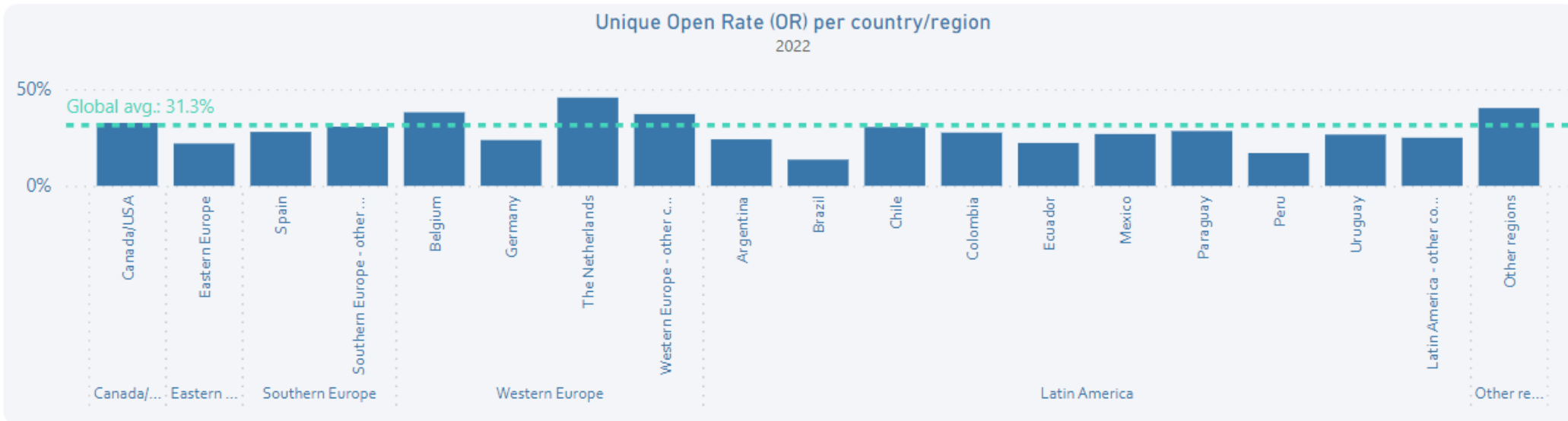
Industry

All

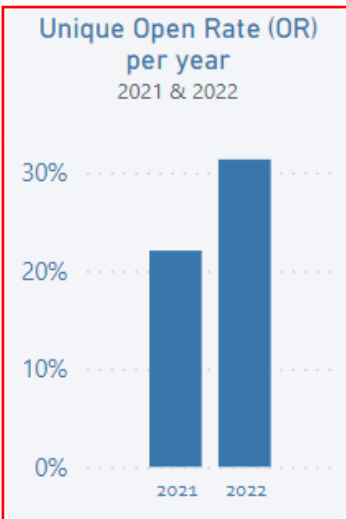
Campaign size

All

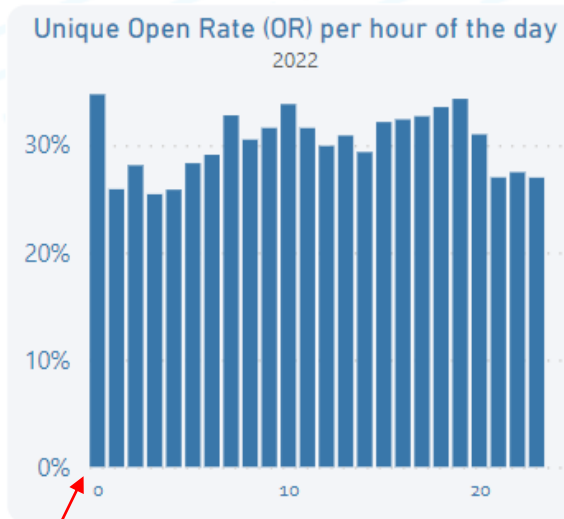
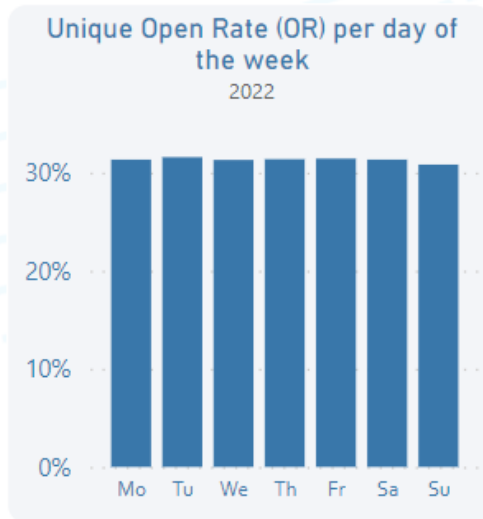
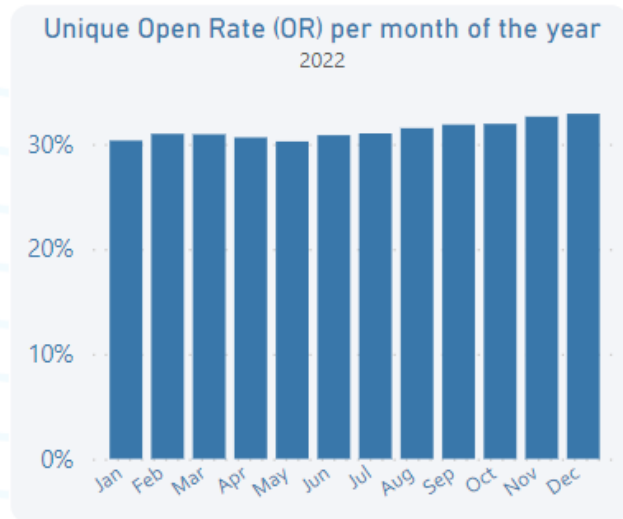
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Clear all filters

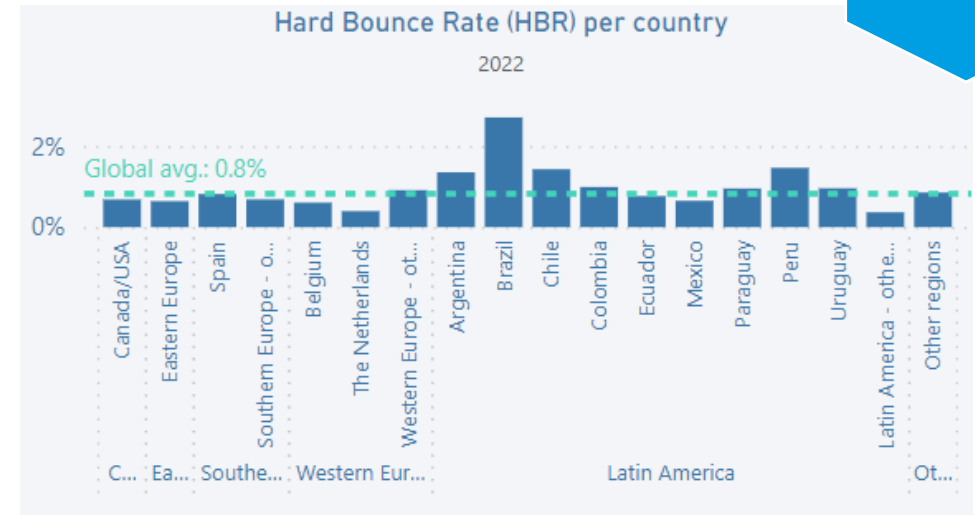


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# Privacy rules affect deliverability & engagement levels

- Western markets achieve lower Bounce Rates
- In the EU, the legal rules are strict and not following them would potentially result in an economic (GDPR fine) or social (court case) risk
- These not only affect the deliverability rates, but also the engagement metrics, like open rates and clicks rates (CTR & CTO).



Year

2022

Country/Region

All

Industry

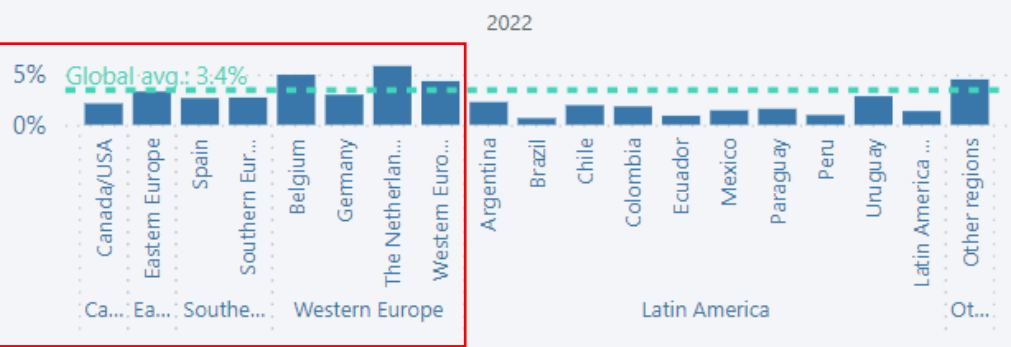
All

Campaign size

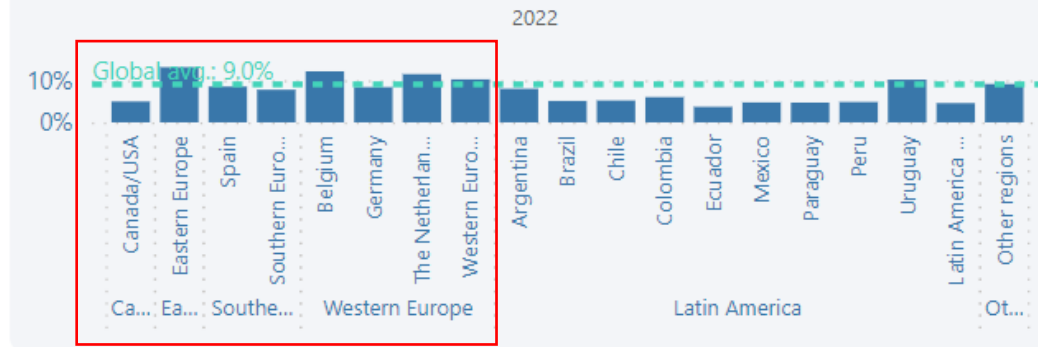
All

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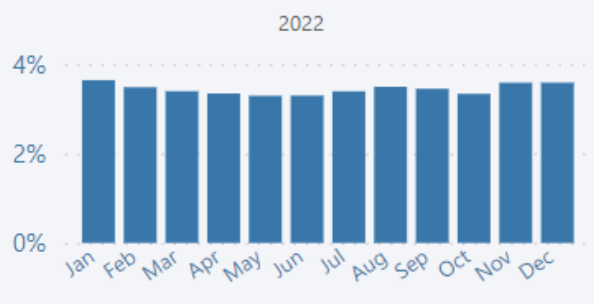
Click Through Rate (CTR) per country/region



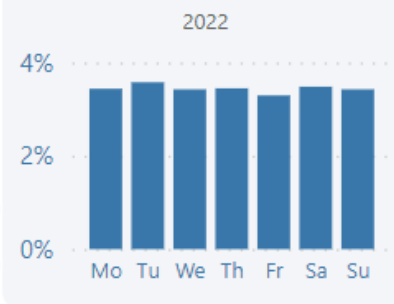
Click To Open Rate (CTO) per country/region



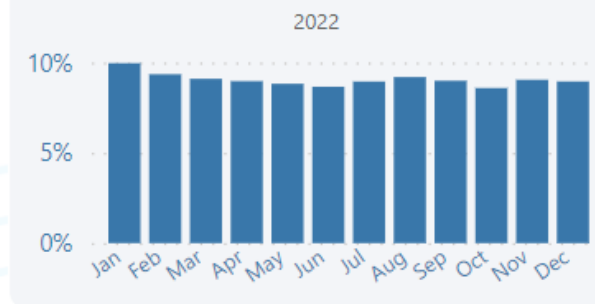
Click Through Rate (CTR) per month of the year



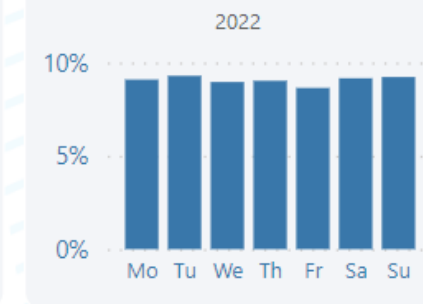
Click Through Rate (CTR) per day of week



Click To Open Rate (CTO) per month of the year



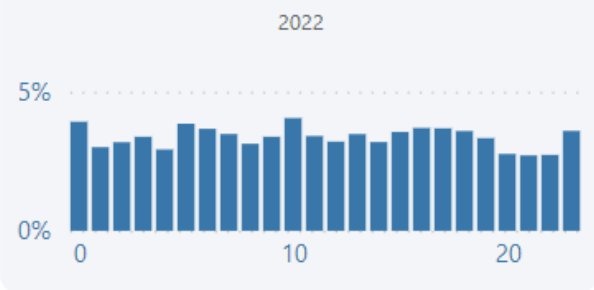
Click To Open Rate (CTO) per day of the week



Clear all filters

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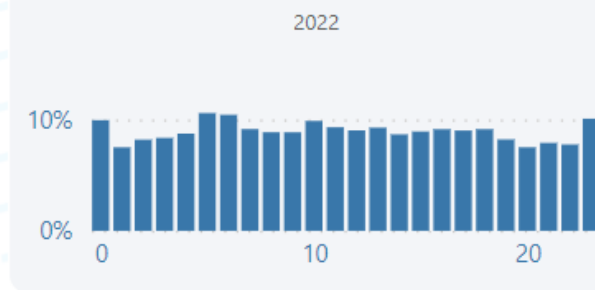
Click Through Rate (CTR) per hour of the day



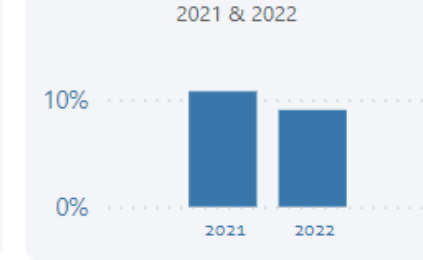
Click Through Rate (CTR) per year



Click To Open Rate per hour of the day



Click To Open Rate (CTO) per year



# International Email Benchmark 2024



## Our ambitions



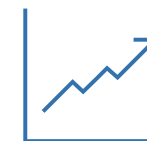
Extension to more countries & ESPs



Data delivery on campaign level



Interactive dashboard to compare email campaigns



The data of the 2021 & 2022 benchmarks included



Any data point missing? Reach out so we can include it in the next edition

# For more insights, join our panel at 15:25 in Hall 3 ...



- **Jasper Kolwijck**, Lead Email & Messaging Team – KPN
- **Beata Linz**, Global CRM Director and Consultant Global – Beata Linz Consultancy | Adbirds
- **Robin de Wouters**, Communication & Commercial Director – FEDMA/GDMA
- **Serge van Marion**, Creative Director – Yune [Moderator]



# Q&A?



**Robin de Wouters**

**Communication & Commercial Director**

**FEDMA/GDMA**

**[rdewouters@fedma.org](mailto:rdewouters@fedma.org)**

Contact me



Download the study



**Thank you!**

