

# International Email Benchmark – Key Figures

EMAS, Amsterdam

*27 June 2024*





*Why did the email marketer get kicked out of the comedy club?*

**FEDMA**

Federation of European Data and Marketing

**DM**  
Data &  
Marketing  
Association **A**



**SWEDMA**  
SWEDISH DATA & MARKETING ASSOCIATION



**ARMAD**  
ASOCIATIA ROMANA DE MARKETING DIRECT

**DMVÖ**  
Dialog Marketing Verband Österreich  
Wissen. Services. Impulse.

**SMB** POLSKIE STOWARZYSZENIE MARKETINGU  
POLISH MARKETING ASSOCIATION

**BAM**  
Belgian Association of Marketing

**CRODMA**  
Hrvatska udruga za direktni i interaktivni marketing

**ANFO**

**DDMA**

a | d | m | e | z

**M**  
LATVIAS  
TIESĀ MĀRĶETINGA  
ASOCIĀCIJA

**Swash**

**DMA**  
ITALIA  
DATA & MARKETING  
ASSOCIATION

**M** DANSK  
MARKEDSFØRING



**edda**  
EUROPEAN  
INTERACTIVE  
DIGITAL  
ADVERTISING  
ALLIANCE

**easa**  
European Advertising  
Standards Alliance

**GDMA**  
Global Data and Marketing Alliance

**DIMSZ**  
Az Adatvezérelt Marketing Szövetség

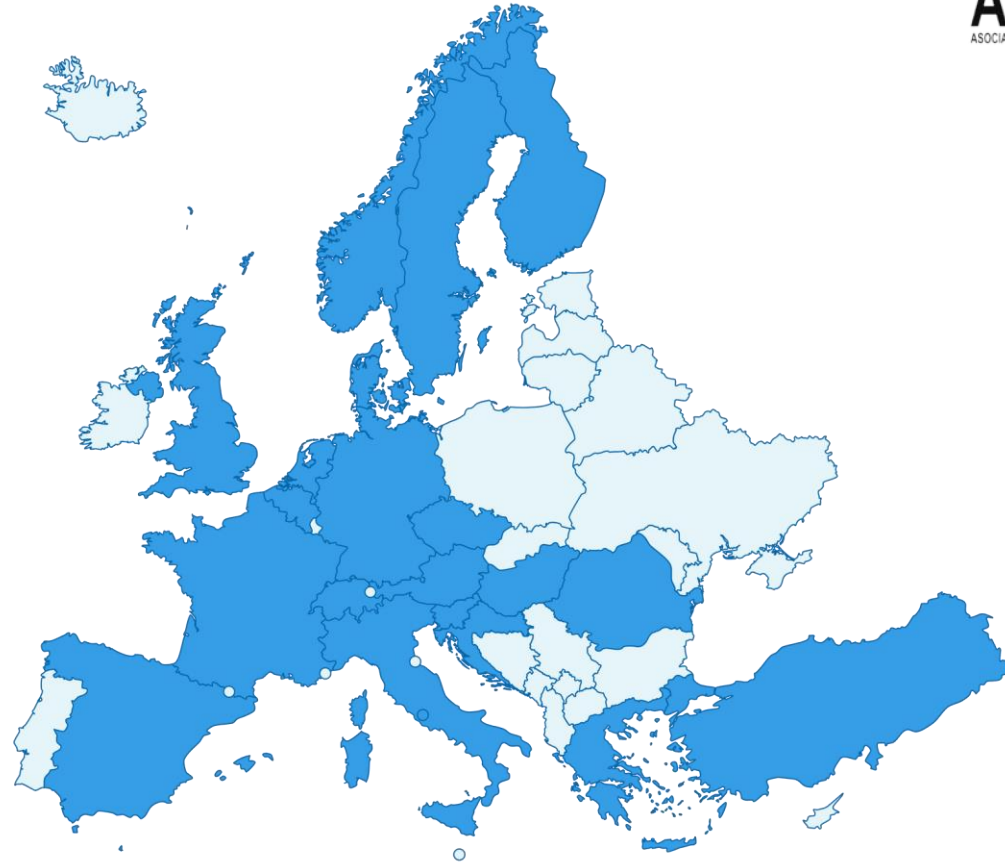
**ASML**

**dma**  
Data & Marketing  
Association France

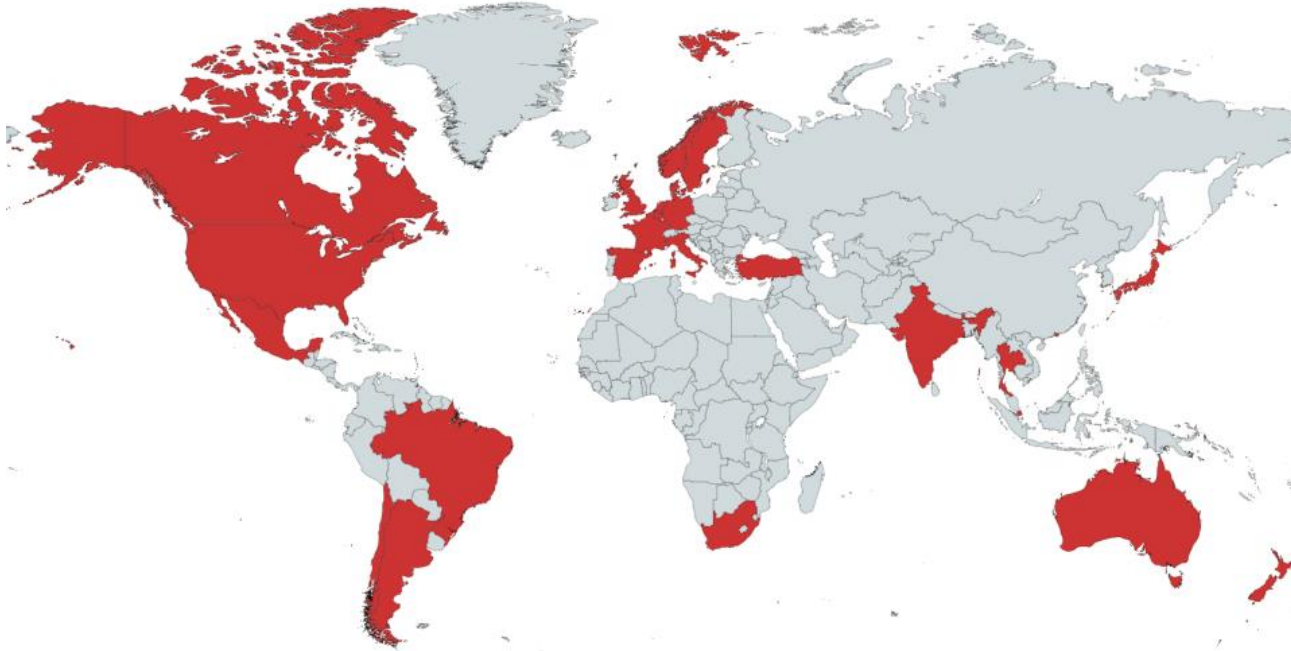
**DDV**  
Die treibende Kraft der  
Data Driven Economy



**CSA**  
Certified Senders Alliance



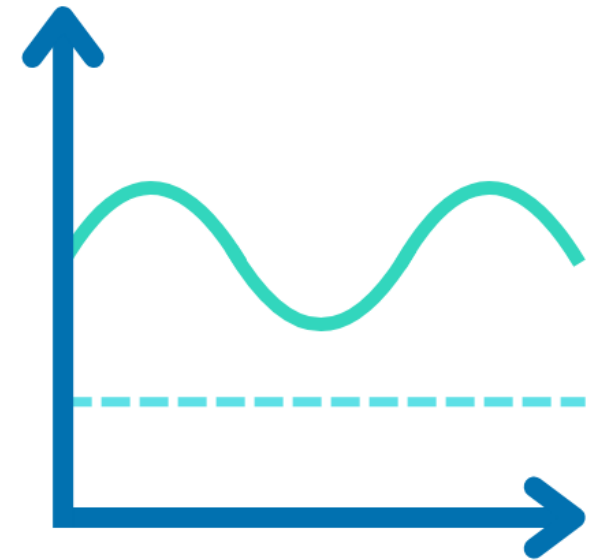
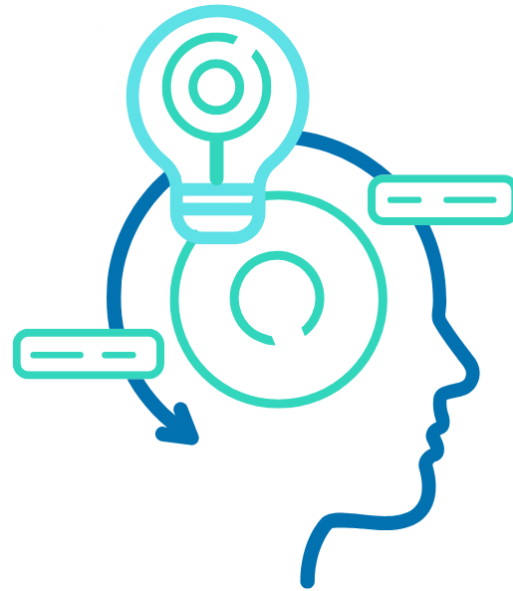
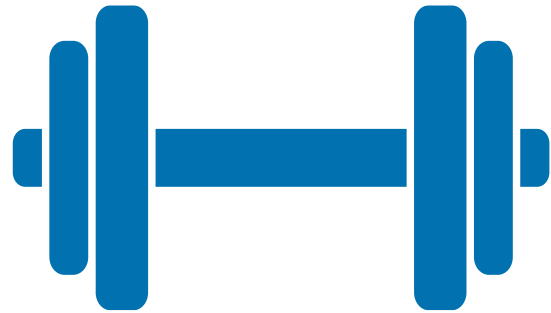
# Promoting a global data and marketing culture





# International Email Benchmark

# Benchmark Objectives



# Email Benchmark – Overview

**125** Countries  
2023: 69



**+42 thousand**  
Companies  
2023: 28.000



**+203 billion**  
Emails sent  
2023: 122 billion

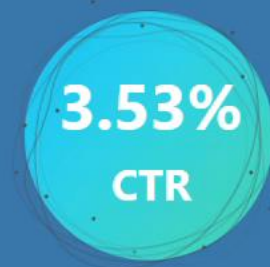




# Results 2023

## 2024 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.



### Thanks to



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

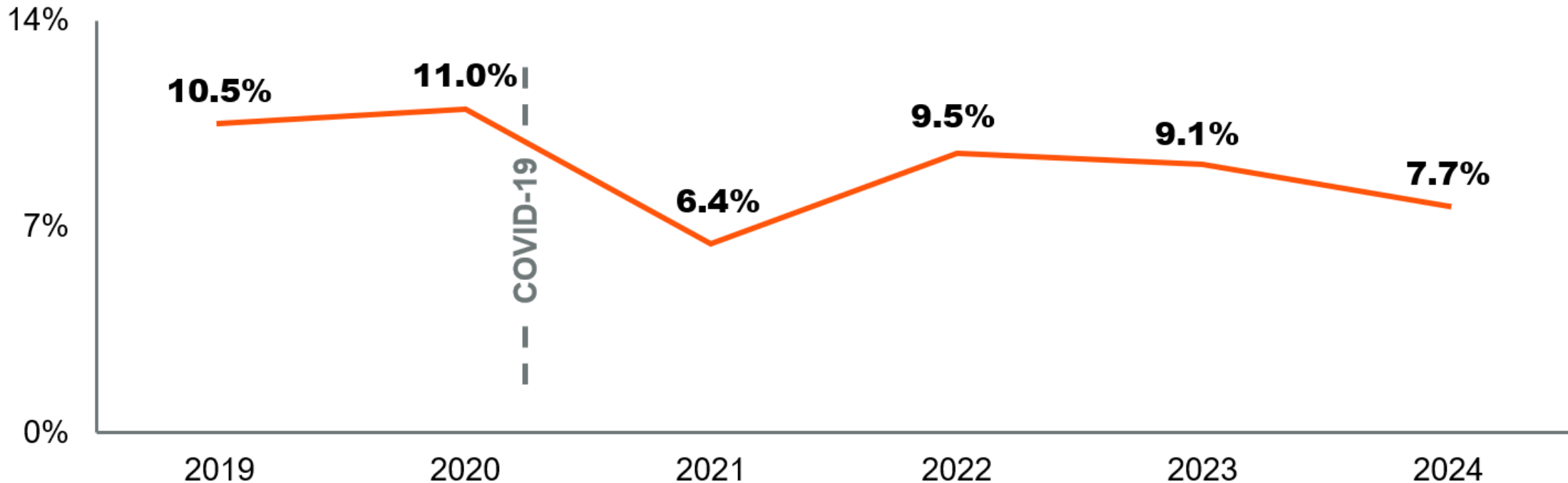
### This report is based on

13 ESPs	5.24M Campaigns	125 Countries
203 billion Sent emails	42K Companies	3 Benchmark data years



# Average Budgets Fall to Post Pandemic Low

## 2024 Marketing Budget as a Percent of Total Revenue



n = 395 (2024); 410 (2023); 400 (2021); 342 (2020); 342 (2019); 618 (2018); 350 (2017); 375 (2016) CMOs, Excluding "Don't Know"

Q. What percentage of your revenue is being allocated to your total marketing expense budget in 2022?

Source: 2024 Gartner CMO Spend Survey

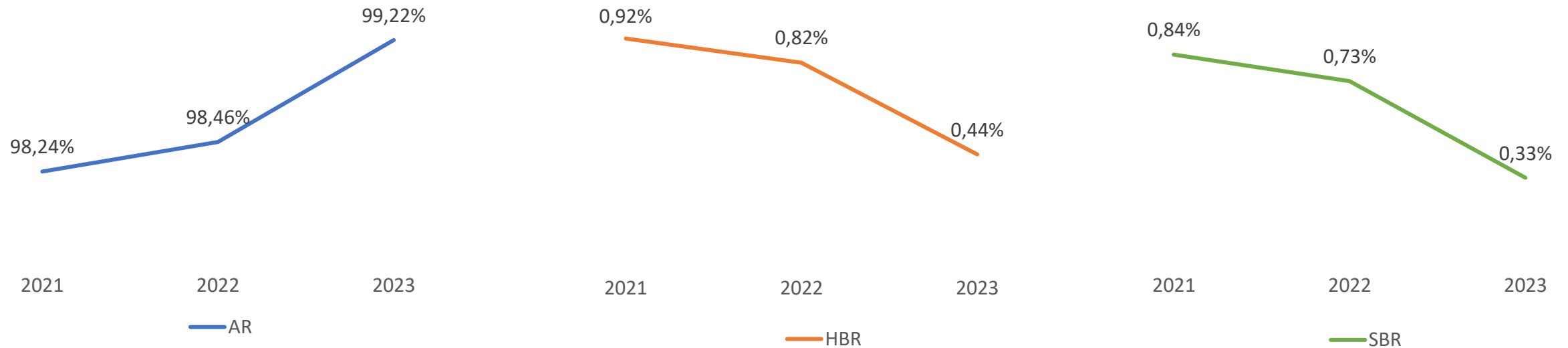
RESTRICTED DISTRIBUTION

1 © 2024 Gartner, Inc. and/or its affiliates. All rights reserved.

Gartner

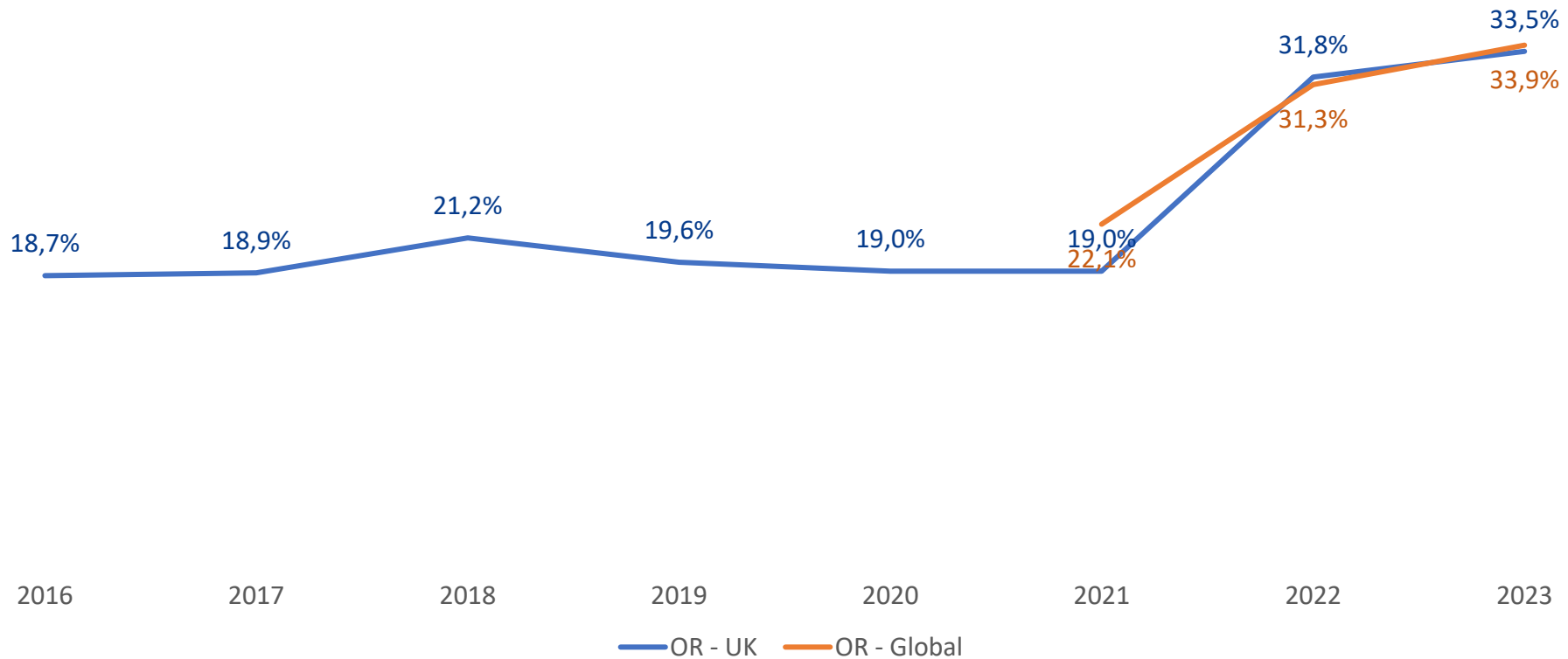
GDMA

# Benchmark – Email marketing more professional



These positive trends can be attributed to marketers taking list hygiene more seriously, better adhering to laws and regulations, and meeting consumer expectations, inside and outside the EU.

# Benchmark – Open rates at a new Post-AMPP normal



# New Statistics

To further expand and professionalize the benchmark, two new statistics were included in 2024 :



ESPs are increasingly focusing on list hygiene, providing methods to make the number of unsubscribes and spam complaints at the campaign level more transparent.

# Major takeaways

In the ICT & Internet industry we see a significant drop from 45% COR in 2022 to a COR of 26.5% in 2023. We see the same negative trend in culture and retail. This can be explained by lower consumer confidence: consumers remain pessimistic about the economic climate, which means impulse purchases are decreasing.

The Click Rate outliers have become smaller. In 2023, the highest CTR was 7.2% (Charity), with the highest CTR in 2022 being 9.3% (ICT & Internet). At the bottom, we now see a CTR of 1.8% (Construction Services and Retail) versus 1.5% in 2022 for the Wholesale industry. There is no guarantee for a stable click rate on your sent e-mail messages, so you really have to earn the clicks with a good email strategy.

Europe is the best performing region in terms of delivery (99.4%), opens (37.7%) and CTR (4.41%). However, the unsubscribe rate is relatively high (0.17%) compared to Central and South American countries (all under 0,10%).

Notable shifts in 2023 in the B2B market :

- The share of Business Services has almost tripled, indicating a growing demand for business services in this market.
- September is now the most popular month for sending emails (previously November). This could be explained because decisions for next year's budgets are often made then, so it is important for companies to be top of mind at that time.

# International Email Benchmark 2025



## Our ambitions



Extension to  
Africa & APAC



Data delivery  
on campaign  
level for better  
comparison



Ever better  
Interactive  
dashboard



Data  
comparison  
over many  
years



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

# Thank you

Robin de Wouters  
FEDMA/GDMA  
[rdewouters@fedma.org](mailto:rdewouters@fedma.org)



Contact me



Check the study

