



**GDMA**  
Global Data and Marketing Alliance

# International Email Benchmark – Key Figures

EMAS, Amsterdam

*26 June 2025*







*Why did the email go to therapy?*



**FEDMA**  
Federation of European Data and Marketing

**DM**  
Data &  
Marketing  
Association

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

**BAM**  
Belgian  
Association  
of Marketing

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

a | d | m | e | z

**M** DANSK  
MARKEDSFØRING

**ASmL**

Pazarlama  
İletişimcileri  
Derneği

**SDV**

**SWEDMA**  
SWEDISH DATA & MARKETING ASSOCIATION

**ZDDM**

**ARMAD**  
ASOCIATIA ROMANA DE MARKETING DIRECT

**SMB** POLSKIE  
STOWARZYSZENIE  
MARKETINGU  
POLISH  
MARKETING  
ASSOCIATION

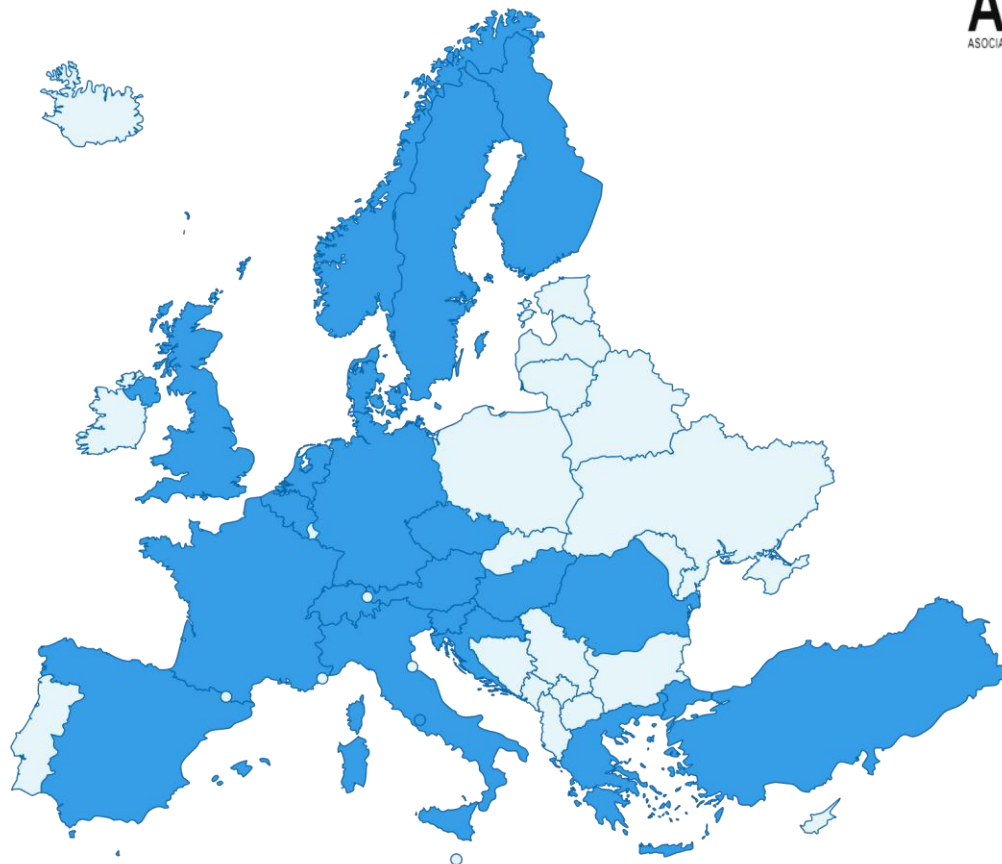
**ANFO**

**DDMA**

**M**  
LATVIJAS  
TĪŠĀ MĀRKETINGA  
ASOCIĀCIJA

**DMA**  
ITALIA  
DATA & MARKETING  
ASSOCIATION

**DIMSZ**  
Az Adatvezérelt Marketing Szövetség



**icc**

**edaa**  
EUROPEAN  
INTERACTIVE  
DIGITAL  
ADVERTISING  
ALLIANCE

**easa**  
European Advertising  
Standards Alliance

**GDMA**  
Global Data and Marketing Alliance

**alliance  
digitale**  
dma  
France  
MMAf  
iab.  
France

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

**EE**

**adigital**



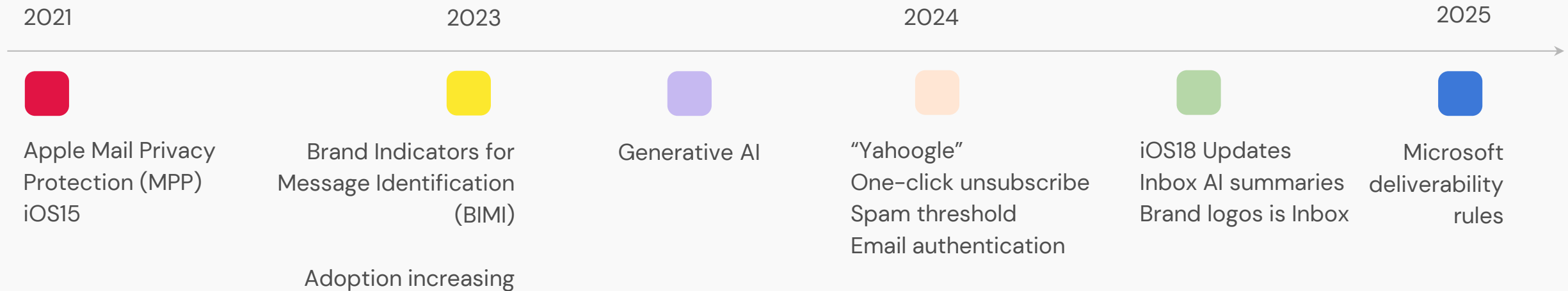


# International Email Benchmark

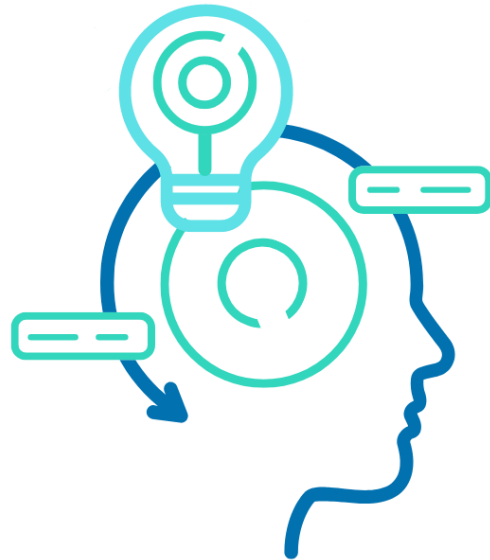
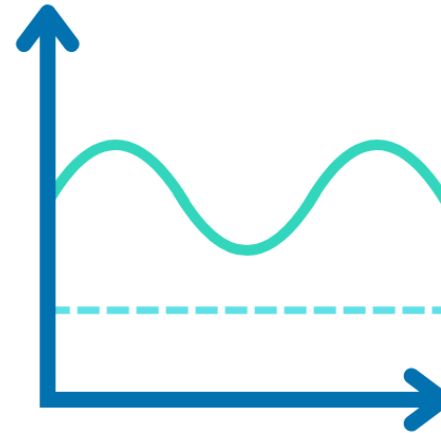
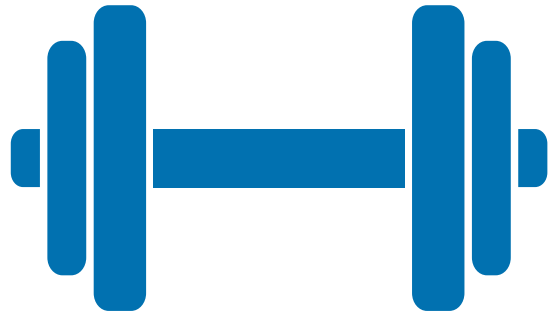
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Global Data and Marketing Alliance

**DDMA**

# Major Email Landscape Changes



# Benchmark Objectives



# Email Benchmark – Overview

**61** Specified  
countries  
2024: 31



**11.4 million**  
campaigns  
2022-2024: 5.2



**521 billion**  
Emails sent  
2022-2024: 203 billion







Results 2024

Global  
overview

Trend  
overview

Sending  
time

Delivery

Opens

Clicks

Industries

Definitions

About

# 2025 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.

## RESULTS 2024

32.40%  
OR

7.62%  
CTO

2.91%  
CTR

### Thanks to

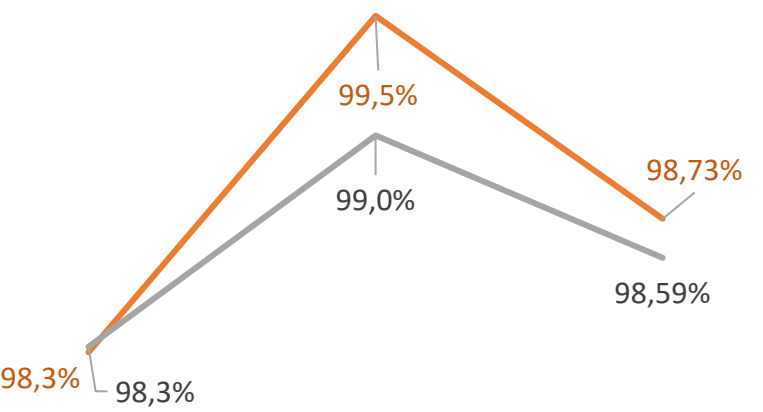


Power BI development: [www.easybi.nu](http://www.easybi.nu)

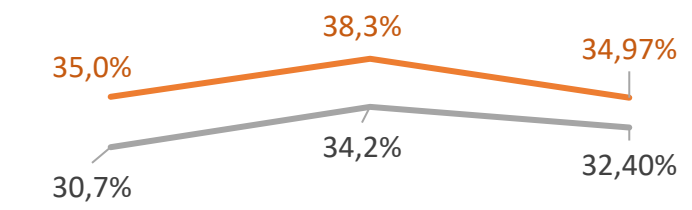
### This report is based on

20	11.39M	63
ESPs	Campaigns	Countries
521 billion	54K	4
Sent emails	Companies	Benchmark data years

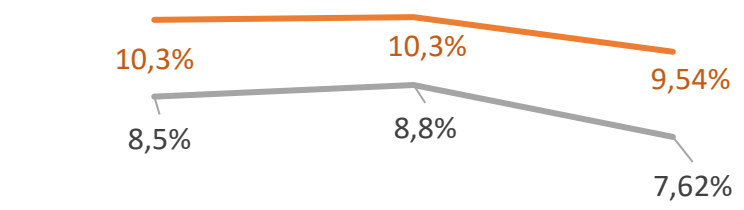
# Benchmark – Global vs Europe vs Netherlands



2022 2023 2024  
— AR - Netherlands — AR - Europe — AR - Global



2022 2023 2024  
— OR - Netherlands — OR - Europe — OR - Global



2022 2023 2024  
— CTO - Netherlands — CTO - Europe — CTO - Global

# Major takeaways

Despite a stable trend in AR (98.7%) and OR (32.5%) since 2022, **engagement remains the key**. Globally, the Click to Open Rate (CTO) dropped by 1.2%-point to 7.6% in 2024, and the Click Through Rate (CTR) fell by 0.7%-point to 2.9%.

**Small is the new big:** segmentation pays off  
- While the largest batches (>250,000 emails) achieve an OR of 26.0%, CTO of 2.9%, and a CTR of just 0.8%, smaller campaigns (<5,000 emails) achieve an OR of 37.6%, CTO of 10.2%, and a CTR of 4.4%.

The **retail sector** accounts for 81% of all emails sent globally in 2024. The average number of campaigns per retailer is 810 worldwide, compared to 163 in other sectors. This has its downside: generic, promotion-driven retail campaigns lead to saturation & declining engagement.

**Relevance is the key to more engagement!**  
The 3 leading industries in CTO & CTR are Charity, Telecom and Publishing, while the bottom 3 are Travel, Retail and Automotive. The difference? Quality & relevant content is crucial and will impact campaign metrics.



# International Email Benchmark 2026

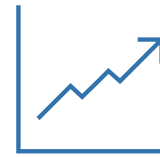
## Our ambitions



Extension to  
APAC



Ever better  
Interactive  
dashboard



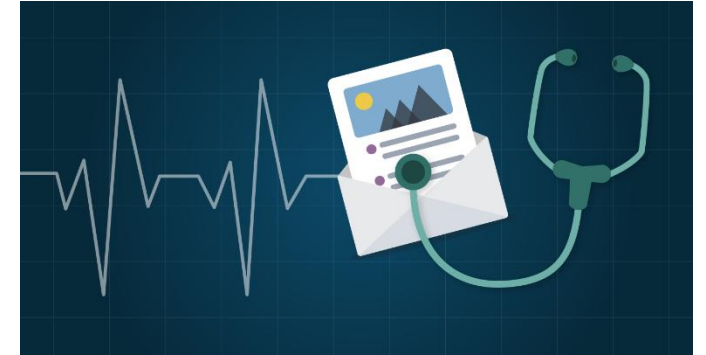
Broader  
coverage &  
visibility



Any data point  
missing? Reach  
out so we can  
include it

# Email marketing recommended to-do list

Email marketing is mature and healthy. It can wait for the user's attention. And with the highest ROI across marketing channels, email remains unmatched for retention, engagement, and conversion. **So what's next?**



1

Effective list  
cleansing **to**  
**enhance**  
engagement KPIs

2

AI-Enhanced  
Personalization  
**to improve**  
**relevance**

3

Transparent  
Offers and Pricing  
**to optimize**  
**content**

4

Omnichannel  
Email Journeys  
**to maximize**  
**revenue**

# What do you see in your markets? Let's talk!

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# Thank you

Contact me



Check the study

