GDMA
Global Data and Marketing Alliance

# International Email Benchmark – Key Figures

## EMAS, Amsterdam

*11 June 2026*

# How do email marketers throw a party?

FEDMA
Federation of European Data and Marketing

Pazarlama İletişimcileri Derneği

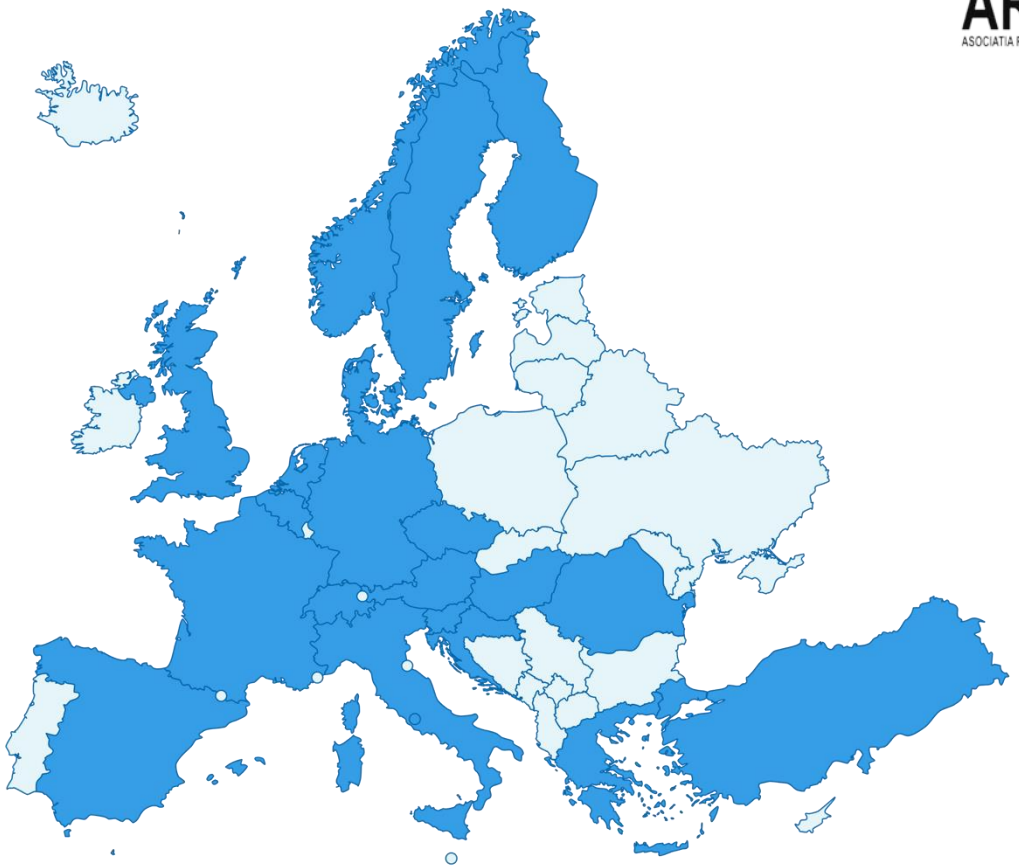
SDV

SWEDMA
SWEDISH DATA & MARKETING ASSOCIATION

ZDDM

DMA
Data & Marketing Association

ARMAD
ASOCIATIA ROMANA DE MARKETING DIRECT



DMVÖ
Dialog Marketing Verband Österreich
Wissen. Services. Impulse.

SMB Polskie Stowarzyszenie Marketingu
Polish Marketing Association

ANFO

BAM
Belgian Association of Marketing

DDMA

AMD
ASSOCIAÇÃO PORTUGUESA DE MARKETING DIRECTO E DIGITAL

LATVIJAS TIEŠĀ MĀRKETINGA ASOCIĀCIJA

admez

DMA ITALIA
DATA & MARKETING ASSOCIATION

DANSK MARKEDSFØRING

ICC

edaa
EUROPEAN INTERACTIVE DIGITAL ADVERTISING ALLIANCE

easa
European Advertising Standards Alliance

GDMA
Global Data and Marketing Alliance

DIMSZ
Az Adatvezérelt Marketing Szövetség

ASML

alliance digitale:

dma France
MMAf
iab france

DDV
Die treibende Kraft der Data Driven Economy

EAEE

adigital

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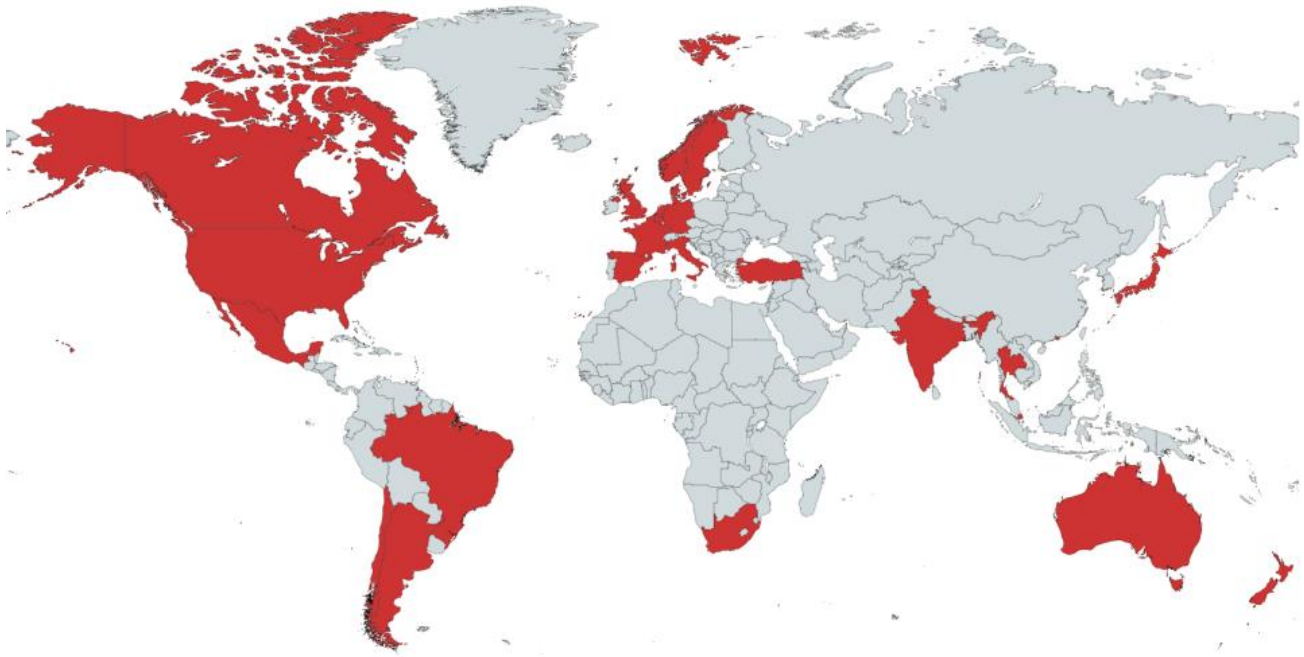
# Promoting a global data and marketing culture



# International Email Benchmark

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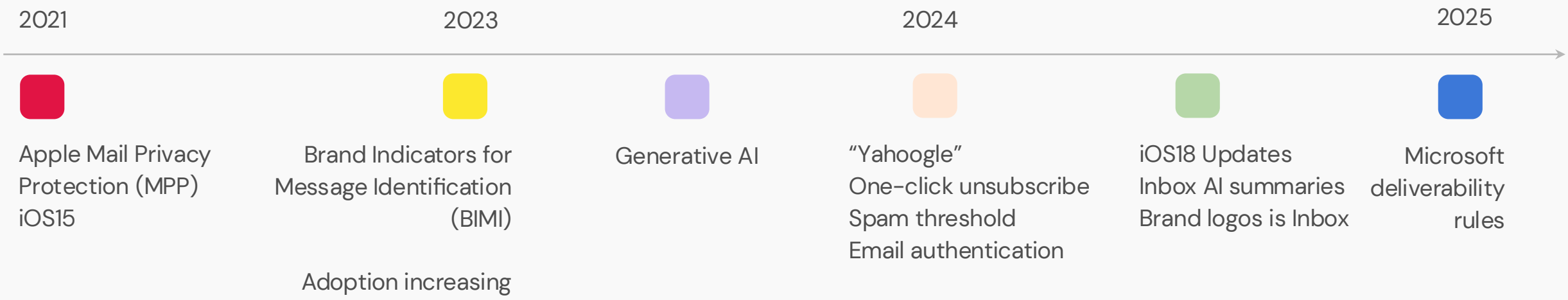
# Major Email Landscape Changes



# Did the CNIL just break your email metrics

**Protecting your privacy, one pixel at a time.**

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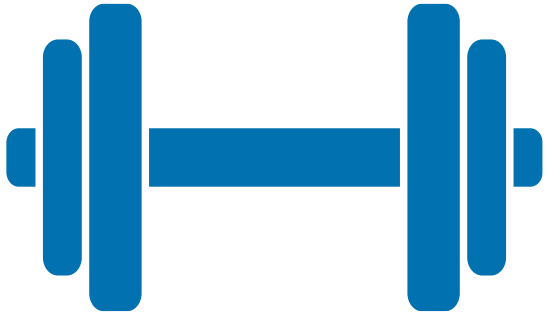
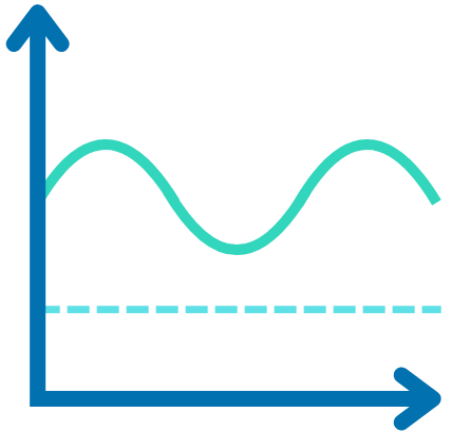
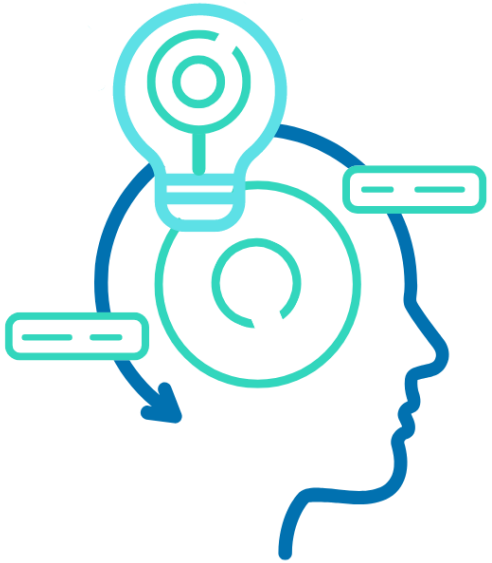
# Benchmark Objectives





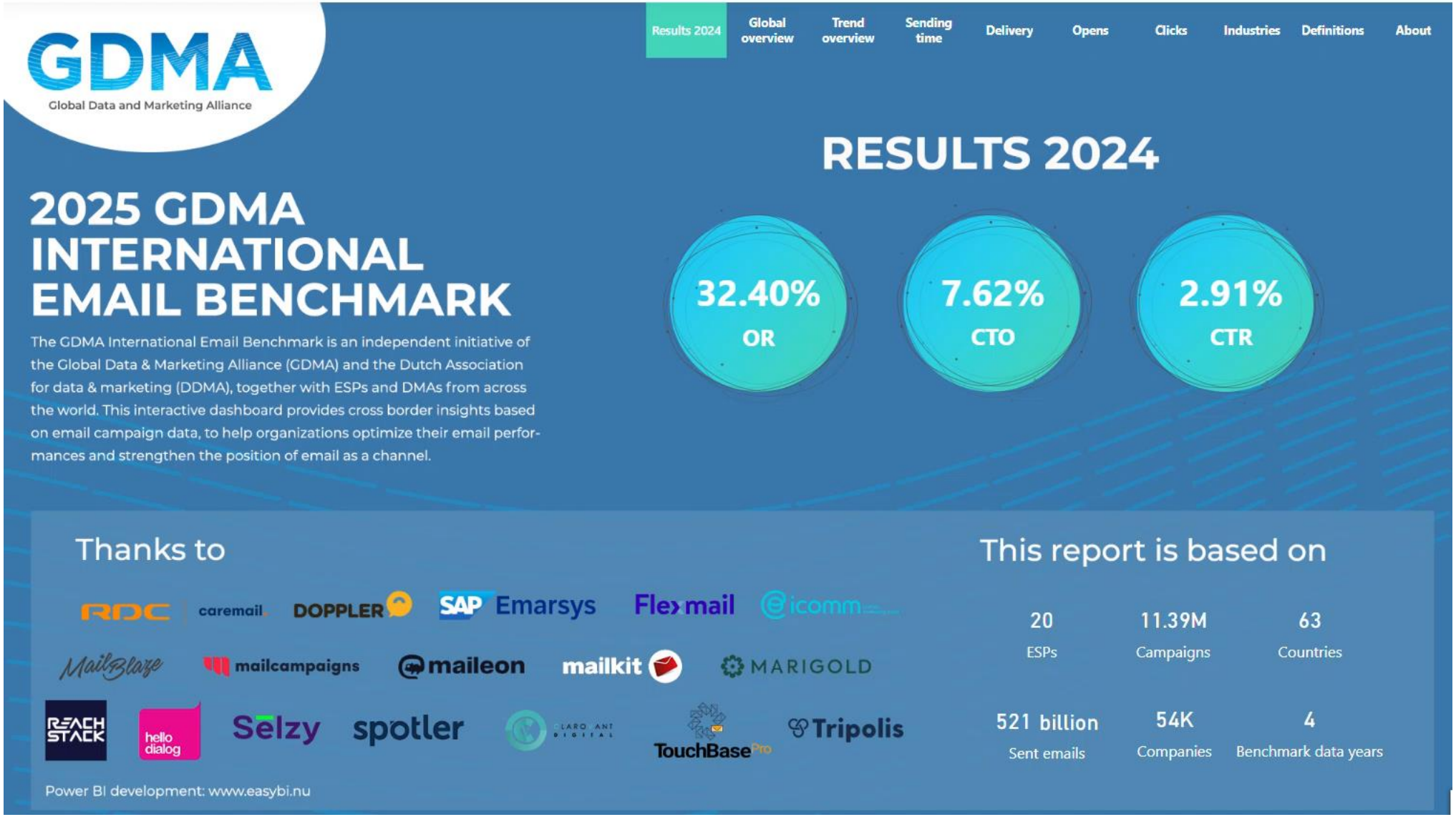


# Email Benchmark – Overview

**63** Specified countries
2025: 61

**17.6 million**
campaigns
2022-2025: 11.4

**847 billion**
Emails sent
2022-2025: 521 billion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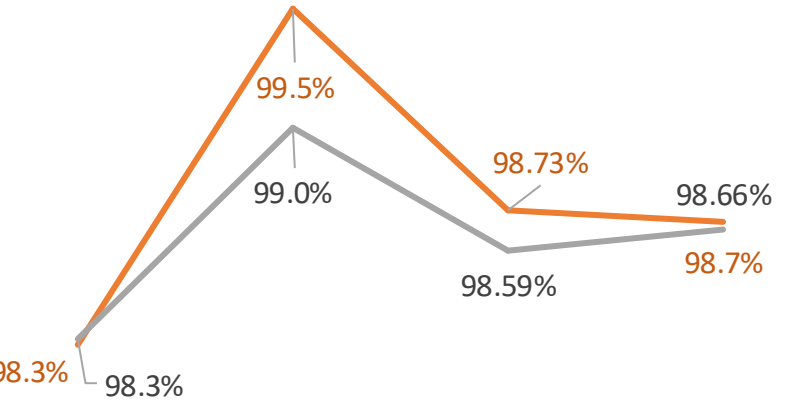
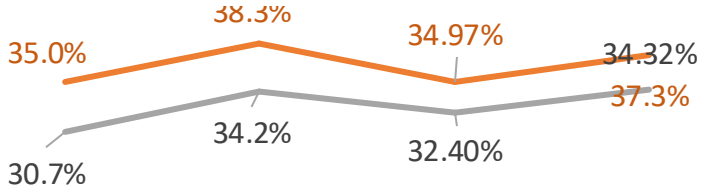
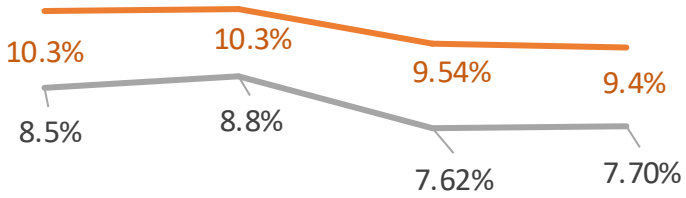
Results 2024
Global overview
Trend overview
Sending time
Delivery
Opens
Clicks
Industries
Definitions
About
2025 GDMA INTERNATIONAL EMAIL BENCHMARK
The GDMA International Email Benchmark is an independent initiative of the Global Data & Marketing Alliance (GDMA) and the Dutch Association for data & marketing (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
RDC
caremail
DOPPLER
SAP Emarsys
Flexmail
icomm
MailBlaze
mailcampaigns
maileon
mailkit
MARIGOLD
REACH STACK
hello dialog
Selzy
spotler
TouchBase Pro
Tripolis
Power BI development: www.easybi.nu
This report is based on
20 ESPs
11.39M Campaigns
63 Countries
521 billion Sent emails
54K Companies
4 Benchmark data years

# Benchmark – Global vs Europe vs Netherlands




2022 2023 2024 2025

AR - Netherlands AR - Europe AR - Global

2022 2023 2024 2025

OR - Netherlands OR - Europe OR - Global

2022 2023 2024 2025

CTO - Netherlands CTO - Europe CTO - Global

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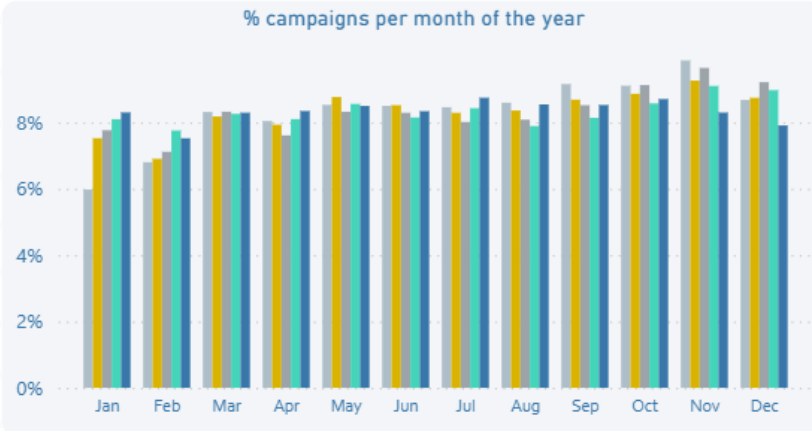
# Major takeaways

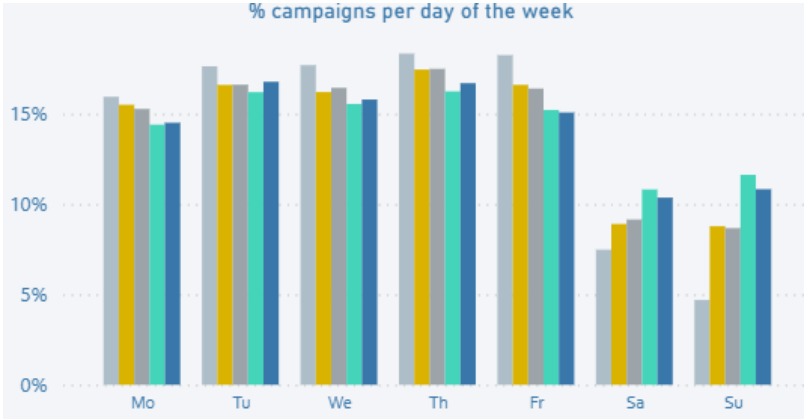
Globally, the Acceptance Rate remained stable at 98.6%, while the Unique Open Rate (34.2%) returned to 2023 level. The Click to Open Rate (7.7%) and Click Through Rate (3%) also showed a slight recovery.

A shift is also visible in the choice of sending days. Globally, campaigns are increasingly being sent on both Tuesdays and Thursdays & the share of campaigns sent during weekends is also growing.




Consumers appear to be opening commercial emails more frequently again and are also slightly more likely to click through after receiving them, with content and relevance continuing to play a key role in engagement.

Campaigns are increasingly spread throughout the year. Marketers aim to become less dependent on traditional peak moments (which clutter inboxes leading to potentially lower open rates).

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# International Email Benchmark 2027

## Our ambitions

Extension to APAC

Ever better Interactive dashboard

Broader coverage & visibility

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

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

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# Thank you

Contact me

Check the study