

E-Mail Marketing Open and Click-Through Rates

JULY 6, 2009

Please open.

According to the "Email Marketing Metrics Report" by [MailerMailer](#), 12.5% of unique marketing e-mails were opened in the second half of 2008.

E-Mail Marketing Open Rates Worldwide, Second half 2007-Second half 2008

Second half 2007	13.98%
First half 2008	13.20%
Second half 2008	12.52%

Source: MailerMailer LLC, "Email Marketing Metrics Report," June 2009

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The figure is down from the first half of 2008, when 13.2% of messages were opened.

How often e-mails were opened and clicked varied with the industry of the sender—and the size of the list.

Messages delivered to small and medium lists had higher open and click-through rates than messages delivered to lists of 1,000 or more subscribers.

Religious and spiritual e-mails had the highest open rates among large lists, followed by travel, general consumer and retail.

E-Mail Marketing Open Rates Worldwide, by Industry and List Size, Second half 2008

	25-499	499-999	1,000+
Banking/finance	10.62%	11.78%	3.32%
Computer/Internet	7.20%	2.15%	2.88%
Consulting	4.26%	11.65%	2.02%
Consumers--general	6.81%	5.50%	4.17%
Education/training	2.92%	2.61%	2.18%
Entertainment	3.50%	3.84%	1.30%
Government	3.46%	6.74%	3.28%
Large business--general	3.92%	2.05%	1.96%
Manufacturing	9.52%	9.58%	1.89%
Marketing/advertising	4.56%	1.41%	1.19%
Media/publishing	4.33%	2.74%	2.69%
Medical/dental/healthcare	7.57%	2.08%	2.44%
Nonprofit/trade association	3.19%	2.82%	2.33%
Real estate	6.17%	5.36%	3.40%
Religious/spiritual	6.46%	7.43%	6.80%
Restaurant/food service	5.88%	2.24%	0.62%
Retail	9.21%	8.97%	3.56%
Small business--general	3.49%	3.72%	1.64%
Telecommunications	2.02%	9.32%	1.73%
Transportation/travel	24.02%	27.61%	4.19%
Wholesale/distribution	6.20%	1.27%	2.35%

Source: MailerMailer LLC, "Email Marketing Metrics Report," June 2009

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Click-through rates for lists of over 1,000 recipients were also highest for religious organizations, followed by

telecommunications and travel companies.

E-Mail Marketing Click Rates Worldwide, by Industry and List Size, Second half 2008

	25-499	500-999	1,000+
Banking/finance	33.53%	41.33%	18.72%
Computer/Internet	19.76%	27.09%	9.35%
Consulting	8.69%	22.11%	10.38%
Consumers--general	31.95%	21.78%	13.57%
Education/training	28.70%	29.66%	12.22%
Entertainment	23.41%	19.21%	8.68%
Government	24.63%	18.82%	19.70%
Large business--general	23.79%	20.37%	13.95%
Manufacturing	26.44%	29.15%	11.63%
Marketing/advertising	24.60%	17.80%	10.63%
Media/publishing	28.92%	24.84%	14.22%
Medical/dental/healthcare	26.64%	21.98%	6.75%
Nonprofit/trade association	32.99%	23.49%	16.85%
Real estate	19.88%	20.74%	15.21%
Religious/spiritual	33.31%	35.45%	25.21%
Restaurant/food service	31.77%	21.10%	9.46%
Retail	28.68%	22.47%	13.96%
Small business--general	22.39%	23.64%	12.26%
Telecommunications	17.55%	30.78%	22.64%
Transportation/travel	32.69%	27.17%	20.74%
Wholesale/distribution	26.95%	25.11%	16.87%

Note: excludes e-mails containing no links

Source: MailerMailer LLC, "Email Marketing Metrics Report," June 2009

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"A smaller list does not directly affect open and click rates, but mailings to smaller lists may be targeted better, contain more relevant content or have more recent subscribers," wrote the authors of the report.

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