



EMAIL BENCH MARK REPORT

2024

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Unique data from
Rule's customers!

Are you ready to explore the current email marketing landscape, metrics and trends in 2024?

Email marketing has long been a cornerstone of digital marketing, and its effectiveness continues to grow. With the right strategies, email marketing can offer incredible return on investment (ROI) and create meaningful customer relationships.

This report that we at Rule have put together aims to provide an in-depth analysis of the current email marketing landscape, looking at key figures and trends based on data from Rule through 2024.

Despite the emergence of new marketing channels, email remains a powerful tool thanks to its ability to deliver personalized, targeted messages directly to the recipient's inbox. For businesses of all sizes, email marketing offers a cost-effective method to reach their target audiences, drive traffic and increase conversions.

In this report, we'll highlight the most important metrics in email marketing, such as open rate and click-through rate, and share expert tips on how to develop your strategy. By comparing these KPIs to industry standards, you can gain valuable insights into how your email campaigns are performing and identify areas for improvement.

Let's explore the power of email marketing and how you can optimize your campaigns for even greater success!

Hold on, it's time for take off! 



Impressive ROI and Return on Email Marketing

Despite the recurring speculation about the death of email, this marketing channel has proven to be extremely alive and still relevant. **And the benefits of the channel are many.**

Email marketing is not only a cost-effective method of reaching customers and prospects, but also **one of the most powerful tools for generating a high return on investment (ROI)**. We will now take a closer look at the benefits that come with email marketing.



The Myth of the Death of Email

There is a perception that email marketing has lost its effectiveness in favor of new digital communication channels such as social media and instant messaging apps. **However, the statistics clearly show that email is still a central part of the digital marketing strategy for businesses worldwide.** With that said, let's bust that myth once and for all.

+ Cost-effectiveness and accessibility

Email marketing is significantly cheaper than many other marketing channels. It **does not require large budgets to reach a wide audience**, making it accessible to both small and large businesses. It gives everyone an opportunity to communicate digitally.

+ Measurability and tracking

You can get detailed analytics and reports that allow you to **track the performance of your campaigns in real time**. This includes statistics such as open rate, click-through rate, conversions and much more.

+ Endless personalization possibilities

Email marketing makes it possible to **create tailored messages based on the recipient's behavior**, preferences and past interactions. This increases the relevance and engagement of the campaigns.

+ Direct communication channel

Email allows **direct communication with customers and potential customers** without intermediaries. This creates a more personal and trust-building relationship with your customers.

+ Automation and time efficiency

Email marketing platforms like **Rule offer powerful automation tools that can save time and resources**. This includes welcome messages, abandoned cart reminders, birthday notifications, and more.



How do you measure if your email marketing is successful? Here are important statistics and key figures to keep an eye on!

In today's digital world, email is a powerful tool for reaching and engaging your audience. But to really understand and optimize the impact of your email campaigns, it's important to keep track of a few key metrics. Here we will dive deep into three of the most central frequencies in email marketing and the average of customers in Rule for 2024.

Opening rate (Open Rate):

This measures what percentage of your recipients actually open your email. Open rates give you an indication of how well your subject lines are performing and how interested your subscribers are in reading your content.

Click rate (Click-Through Rate, CTR):

The click-through rate measures the percentage of recipients who clicked on a link in the email, relative to the total number of emails delivered.

CTOR (Click-to-Open Rate)

CTOR measures the percentage of recipients who click a link after opening your email, providing deeper insight into how relevant and engaging your content is to those who actually open your email.

Increase the opening rate:

- Create engaging subject lines
- Segment your email list
- Optimize timing and frequency
- Use a recognizable sender
- Personalize the subject lines

Increase the CTR:

- Create relevant content
- Include clear CTAs
- Have a nice template and layout
- Personalize the content
- A/B test your mailings



41,2%

• Average open rate



2,7%

• Average click-through rate



14,3%

• Average CTOR



Measure the effectiveness of your campaigns with CTOR

Click-to-Open Rate (CTOR) is an important and very popular measurement method in email marketing that is used to measure how effectively content engages recipients. **CTOR gives you a more accurate figure on how effectively your campaigns are actually performing** and what kind of content engages the recipients.



Aren't CTR and CTOR the same thing?

Many may find it confusing with all these concepts and like to mix up CTR and CTOR. Let's find out once and for all what the difference is between these two metrics:

Click-Through Rate (CTR): Measures the percentage of recipients who clicked on a link in the email relative to the total number of emails delivered.

Click-to-Open Rate (CTOR): Measures the percentage of people who opened the email and then clicked on a link, which gives a better picture of how engaging the content of the email is to those who actually opened it.

Therefore, the CTOR figure is almost always higher than the CTR

Insights you can gather by measuring CTOR



Content Preferences

Which topics and formats the recipients find most interesting and engaging.



Effectiveness of CTAs

Which call-to-actions drive the most activity and conversions.



Engaging subject lines

How subject lines interact with open and click rates.



Time of dispatch

Which times and days generate the highest engagement.



Marketers consider CTOR to be a critical indicator of email marketing success

Click-to-opens (CTOR)

14,3%

Klickfrekvens (CTR)

2,7%



Can the time of day and day of the week play a role in which engagement you will receive?

When it comes to optimizing email campaigns for maximum engagement and conversions, **the timing of the mailing is a critical factor**. Understanding how the day and time of day affect recipient behavior can make the difference between a successful campaign and one that passes unnoticed.

Below, we'll explore how different days and times affect open and click-through rates in different industries, and provide insight into which specific times and days of the week generate the most engagement for each industry.

Industry	Day	Time
E-commerce	Tuesday / Thursday	10:00 and 14:00
Technology and IT	Tuesday / Wednesday	8:00 and 10:00
Charities	Tuesday / Thursday	8:00 and 10:00
Health and medical care	Wednesday / Friday	9:00 and 14:00

Industry	Day	Time
E-commerce	Thursday / Friday	10:00 and 13:00
Technology and IT	Tuesday / Wednesday	10:00 and 15:00
Charities	Thursday / Friday	9:00 and 16:00
Health and medical care	Thursday / Friday	8:00 and 13:00






Openings



Clicks

Tips on how you can further optimize your campaigns!

-  Segment your target group to send more accurate and relevant emails to them.
-  A/B test different days and times to find what works best for your specific audience.
-  Analyze past campaigns to identify patterns and adapt future mailings accordingly.

You know your target group best!

The statistics we show here on the right are an average in the industries, it doesn't have to mean that it's precisely during these days and times that your target group is most engaged. **The most important thing is that you find out yourself when your target group wants to receive communication from you, and you do that best by A/B testing your mailings during different days and times. Rule's A/B test function is widely used by our customers and it's also how we can analyze the average.**

Unsubscribes and spam flags show how your recipients react to your communications

To streamline email marketing campaigns, it's important to not only focus on open and click rates, but also analyze **unsubscribe rates, spam rates, and delivery rates.**

These metrics provide insight into how recipients are reacting to your messages and can reveal problem areas that affect overall campaign performance. **What factors affect spam and email rates?** Let's find out!



0,01%

● Average spam rate



0,01%

● Average unsubscribe rate

With Rule's unique Journey Builder tool, you can communicate more personalized and send fewer messages. This reduces the amount of email in the customer's inbox and delivers only what the recipient wants, when they want it.

Impressive statistics from Rule's customers!



Tip!

To avoid spamming your emails and reduce unsubscribes, send relevant and valuable content and avoid words that trigger spam filters.

Free
Money back
Safe
Earn Money
Buy now

Factors affecting spam rate



Spam rate is affected by the use of certain words that can **trigger spam filters and the reputation of the sender address.** Negative signals such as previous spam complaints, lack of authentication and responsive templates (which we offer at Rule), can increase the likelihood of emails being classified as spam. Avoid words that appear frequently in spam and maintain a good reputation through consistent good email practices.

Impact of email frequency and relevance on unsubscribes

Frequency and relevance of emails play a big role in unsubscribe rates. High frequency of irrelevant messages increases the likelihood of unsubscribing. **To reduce unsubscribes, it is important to send relevant and valuable content and to avoid overloading the recipients with too many messages, rather send fewer relevant messages.**

The delivery rate tells you how many of your emails are actually delivered to the recipients

Delivery rate is the percentage of sent emails that actually reach recipients' inboxes, meaning they are not blocked by spam filters or email providers. **A high delivery rate is essential to effective email marketing** as it ensures that your messages reach your target audience.

By monitoring the delivery rate, you can **identify and fix issues that can prevent your emails from being delivered**, such as poor sender reputation or technical errors in authentication (SPF, DKIM, DMARC). A high delivery rate contributes to better engagement and higher returns on your email marketing efforts.



99%

● Average delivery frequency

Tip!

Keep your mailing list clean! Regularly purge inactive or invalid email addresses to reduce bounce rates.

SPF DKIM DMARC

Impact of email providers and domain reputation on delivery rate

Email providers and domain reputation have a big impact on delivery rates. **A good reputation and correct configuration (SPF, DKIM, DMARC) ensure high deliverability.** Bad reputation or previous spam complaints can lead to more messages ending up in the spam folder or not being delivered at all.

At Rule, we encourage all our users to set **deliverability settings**, which include the full set of SPF, DKIM and DMARC. Once these settings are configured, our users can smoothly get your settings validated to ensure they are correct - then you're done!





3 smart segments

- 1 Segmentation based on data such as country, name and gender.
- 2 Segment on order data, e.g. customers based on purchased products or product categories.
- 3 Segment customers based on last order date, e.g. latest 30 days, 6 months, etc.

Segmentation and personalization are absolutely crucial in your mailings

Consumers today are bombarded with e-mail messages from various companies and some messages are even directed at a completely different target group than the person himself belongs to. Why does that happen? In order to stand out from the crowd, it is critical to adapt your message to the recipient's needs and interests. Segmentation and personalization make exactly this possible and are functions that all our Rule customers use.

By dividing its customer base into smaller groups (**segmentation**) and tailoring the content to each group (**personalization**), you as a company can create more relevant and engaging campaigns. **This leads to both higher open and click rates**, which in turn drives conversions and increases customer loyalty. Simply win-win!

58%

- of all email marketing revenue is generated by segmented and targeted campaigns.

76%

- of consumers are more likely to buy from brands that offer personalized experiences.

80%

- of consumers are willing to share their personal data in exchange for personalized offers and discounts.

82%

- of marketers report an increase in open rates when they use personalization in their email campaigns.

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“With Rule, we can create tailored communication that really puts the customer's needs in focus by ensuring that our customers can take full advantage of what we can offer.”

Digital marketer, Swedish food supplement



Expectations of personalization

Two-thirds of customers expect brands to understand their needs and offer personalized experiences. Meanwhile, 71% feel frustrated when they don't get a personalized experience, which can lead to 45% of them consider shopping elsewhere.

+ Increased relevance with segmentation

By tailoring the message to different segments, the mailing becomes more relevant to the recipients, increasing the likelihood that they will open and interact with the content.

+ Better commitment from the recipients

Personalized and relevant emails create a stronger relationship with customers, which can lead to increased engagement and loyalty.

+ Higher conversion rate

When the content is tailored to the specific needs and interests of the recipients, the likelihood that they will take the desired actions, such as purchases or registrations, increases.

+ More effective marketing

By focusing on segments most likely to respond positively, marketers can optimize their campaigns and get better results with less effort.

Transform your marketing with Marketing Automation

Marketing Automation has become a highly necessary part of modern marketing strategies, **enabling the streamlining and personalization of customer engagement**. By automating repetitive tasks and using data-driven insights, you as a business can achieve exceptional results as we explore here.

3 smart automations



Welcome Series – Send welcome messages to new subscribers to introduce your brand and offers. This helps build a strong relationship from the start.



Abandoned Cart – Catch abandoned carts with an automated reminder. When you set up automatic reminders, you can effectively increase the exit rate.



Win Back – Send special offers and personalized messages to inactive customers to reactivate their interest and keep them coming back to your store.

Therefore, Marketing Automation is a crucial tool for marketers

- + **Increased efficiency**
 Companies using Marketing Automation to nurture prospects experience a **451%** increase in qualified leads.
- + **Improved ROI**
 77% of Marketing Automation users report an increase of conversions.
- + **Time saving**
 Companies that implement Marketing Automation see an average of **80%** time savings on their marketing efforts.
- + **Increase In repeat purchases**
 Companies using Marketing Automation experience an increase in repeat purchases of up to **47%**.
- + **Increased commitment**
 80% of Marketing Automation users saw an increase in email opens and click-through rates after implementing automated email campaigns.

Did you know?

70% of online shoppers abandon their shopping carts!

40% leave their shopping cart at some point
 30% do it several times a month.



Create and deliver successful emails, every time!

We hope this report has provided **valuable insights and concrete strategies to improve your email marketing campaigns**. We are very proud of the data presented as it builds on the **outstanding performance our customers have achieved with Rule in 2024**, so far. It's a shining example of how the right strategy builds success for so many talented companies of different sizes.

These results demonstrate not only **what is possible with the right tactics**, but also how our clients successfully navigate the competitive landscape to achieve successful results.

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Since we started using Rule a year ago, our CTR has increased by 50% and our conversion by over 75%.

E-commerce chief, Geggamoja

100%

- of all marketers can achieve **successful results** by continuously optimizing their strategy and staying up-to-date on trends.

Rule's recommendations

Implement segmentation

Use the data you collected about your customers to **create more precise segmentations** of the recipient list and experience both higher engagement and better results on your mailings.

Improve deliverability

Make sure your emails reach the recipient's inbox by **following deliverability best practices**, including email authentication, bounce management, and avoiding spam traps.

Continuous optimization

Conduct regular A/B testing and **analyze results to optimize** all aspects of email marketing, from subject lines to CTAs. You know your target group best!

Focus on personalization and automation

Implement Marketing Automation into your strategy to **automate manual, repetitive tasks**. With trigger-based communication, when you customers at the right time with the right message.

Important conclusions !!

What we mainly want to highlight with this report is that **with the right strategy and continuous optimization, email marketing can deliver high returns** and strong customer engagement. By staying up-to-date with the latest trends and **implementing best practices**, you as a marketer can ensure that your email campaigns are effective and deliver significant results.

The statistics from **this report underscore the importance of understanding your target audience**, using data to drive decisions, and always striving to improve your existing strategy.

We are therefore also very proud of the data we present in the report from Rule, which clearly shows that **the majority of our Rule customers are doing it right**. Email marketing is not just a tool for communication, but a **key component of a successful digital marketing strategy**. Simple as that.

3, 2, 1 – GO!






Ready to take the next step?

Whether you are a beginner or a marketing expert, there are opportunities to elevate your strategy. With Rule's email marketing and Marketing Automation tools, you can **take your customers by storm**, using data-driven and personalized messages. **Make sure your brand stands out** in your recipients' inboxes!

Who are Rule?

Rule is a **powerful and user-friendly platform that helps companies streamline their digital communication**. With Rule, you can easily create and manage personalized, automated campaigns, which increases customer engagement and improves your results. The platform also offers **comprehensive analytics tools** that provide valuable insights to optimize your marketing efforts.

What tools does Rule offer?

-  **Email marketing and newsletters**
Create and send welcome and follow-up mailings via email.
-  **Marketing Automation**
Automate repetitive tasks and reach customers at the right time.
-  **Segmentation**
Segment members and send personalized communications.
-  **SMS sending**
Communicate directly via the highest converting channel, SMS.
-  **Rule Omnireach**
Reach customers through more social channels like TikTok, Meta and Google.

Welcome to [book a free personal demo today](#), and we'll help you take the next step!