



The 2014 UK email marketing benchmark report



How do you compare?



The 2014 UK email marketing benchmark report

When you're running a business in the UK, it can be difficult to find meaningful data to measure your marketing against. We know, we tried. Reports on big businesses and US firms just aren't that useful for most UK organisations. That's why we created our UK email marketing benchmark.

For our 2014 report we analysed over 1.5 billion emails sent through the Sign-Up.to platform between 1st January and 31st December 2013. These email campaigns are from small-medium sized UK organisations and public sector departments. All of these messages were permission-based and sent to opted-in lists (never to 3rd party or purchased lists).

The 25 sectors listed here have been self-selected by the senders. For details of the calculation methods and additional graphs and tables, please see the appendix at the end of this document.

These averages are a good place to start when benchmarking your performance, but remember that there are many factors which will influence your own results. When judging the success of your campaigns make sure you select relevant criteria for you and then look for incremental improvements by benchmarking against your own average results. For more on this, check out <http://www.signupto.com/resources/>

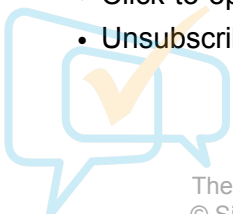
Please feel free to pass this document around and post excerpts and links - all we ask it that you include a link to www.signupto.com when you do.

You can find the latest online version of this report, and interactive versions of the charts at www.signupto.com/email-marketing-benchmarks/

Overall averages

Across all sectors the average results for UK email marketing campaigns were:

- Open rate: 22.87% (2013: 21.47%)
- Click-through rate: 3.26% (3.16%)
- Unsubscription rate: 0.53% (0.47%)
- Click-to-open rate: 14.25% (14.72%)
- Unsubscribe-to-open rate: 2.29% (2.29%)



What's changed in the last 12 months?

This year's report has seen the overall average open rate increase from 21.47% to 22.87% - a 6.5% increase.

This is a relatively substantial increase that has been driven by two major changes in the email landscape. Firstly, the huge increase in mobile views, now at around 50% of all opens. Most mobile email clients load images by default - and image loads are required to track opens.

Second, and much more recently (so the impact on this year's report is small) is Google's change to loading images viewed through its Gmail interface automatically when an email is first viewed, rather than asking the user to allow loading. As with the increase in mobile views the result of this is a more accurate measure of actual opens.

As a result, the level of engagement - best measured through the click-to-open rate (the proportion of people opening an email who then go on to click a link) decreased slightly from 14.72% to 14.25% but this still means that most sectors actually saw an increase in the overall number of clicks.

In this year's report we're also fortunate to have our largest ever data set to work with (results from over 1.5 billion emails), and consequently we've been able to broaden the results to include 25 sectors and for the first time we've included a category specifically for eCommerce retailers.

The rest of this report contains the detailed charts and data tables breaking down the results by sector. If you've got any questions about the report, or what you can do to improve your own results, then please feel free to get in touch.



Matt McNeill

Founder/CEO - Sign-Up.to

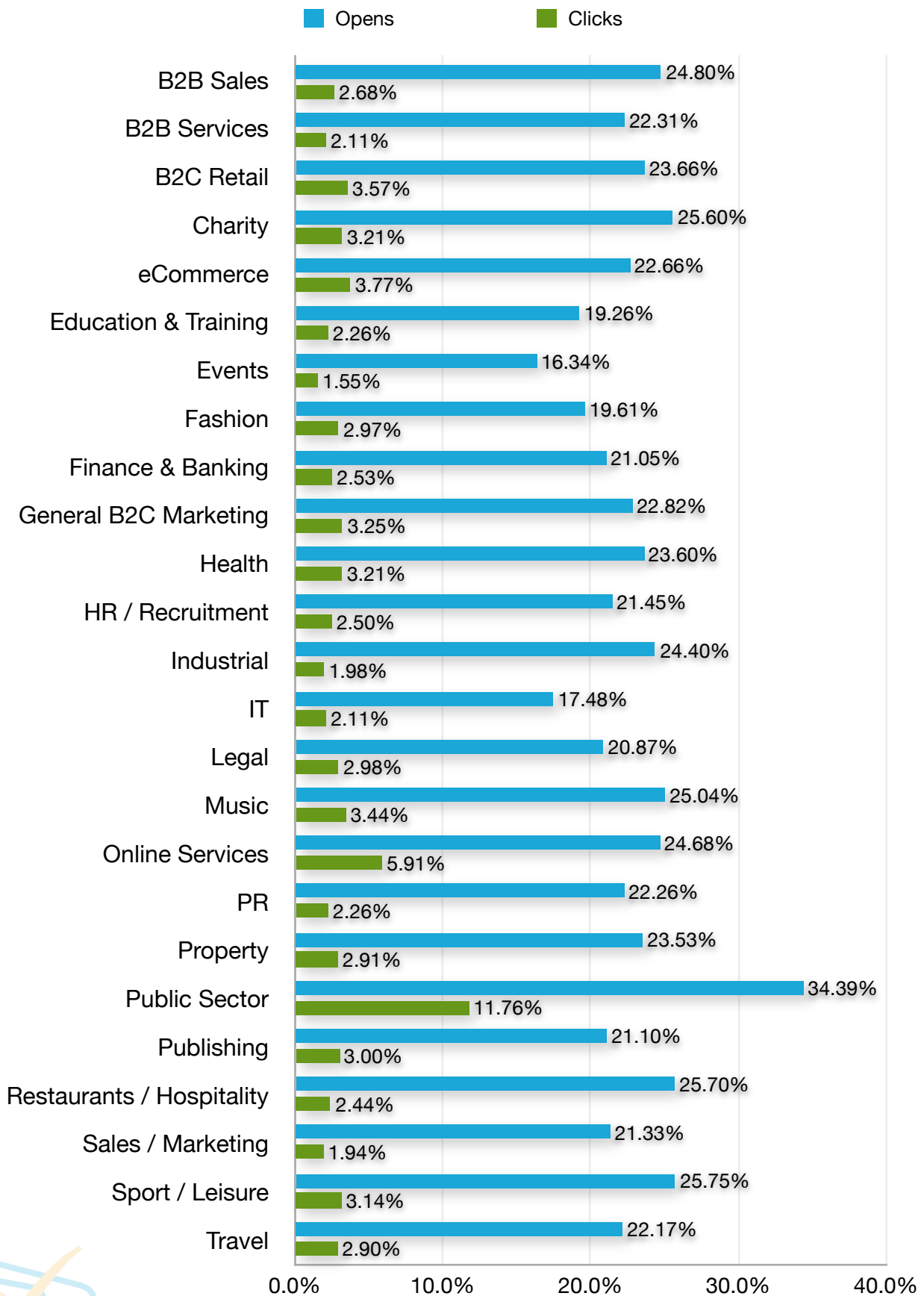
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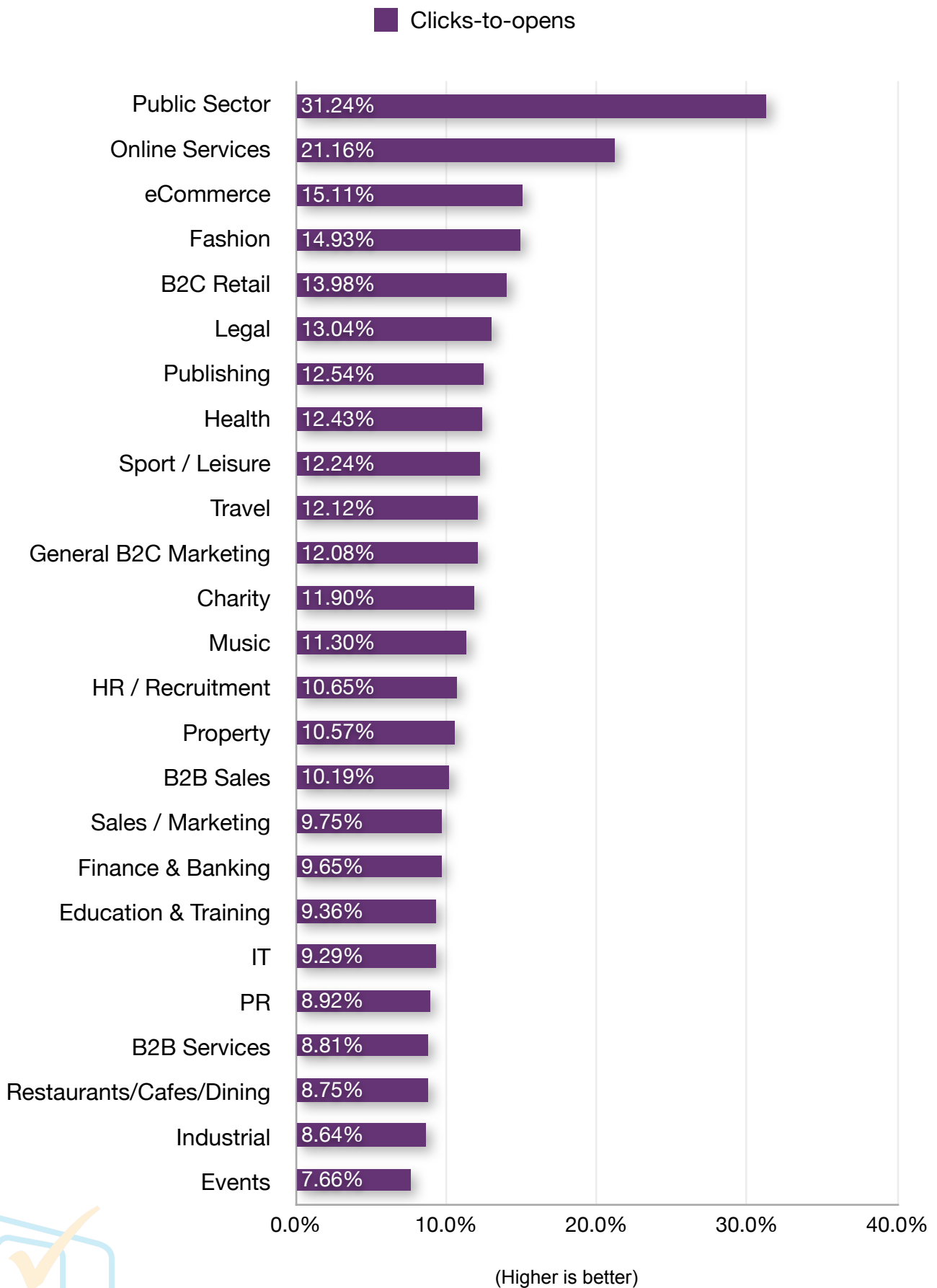
www.signupto.com



How do open and click-through rates compare across sectors?



Which sectors have the best campaign engagement?



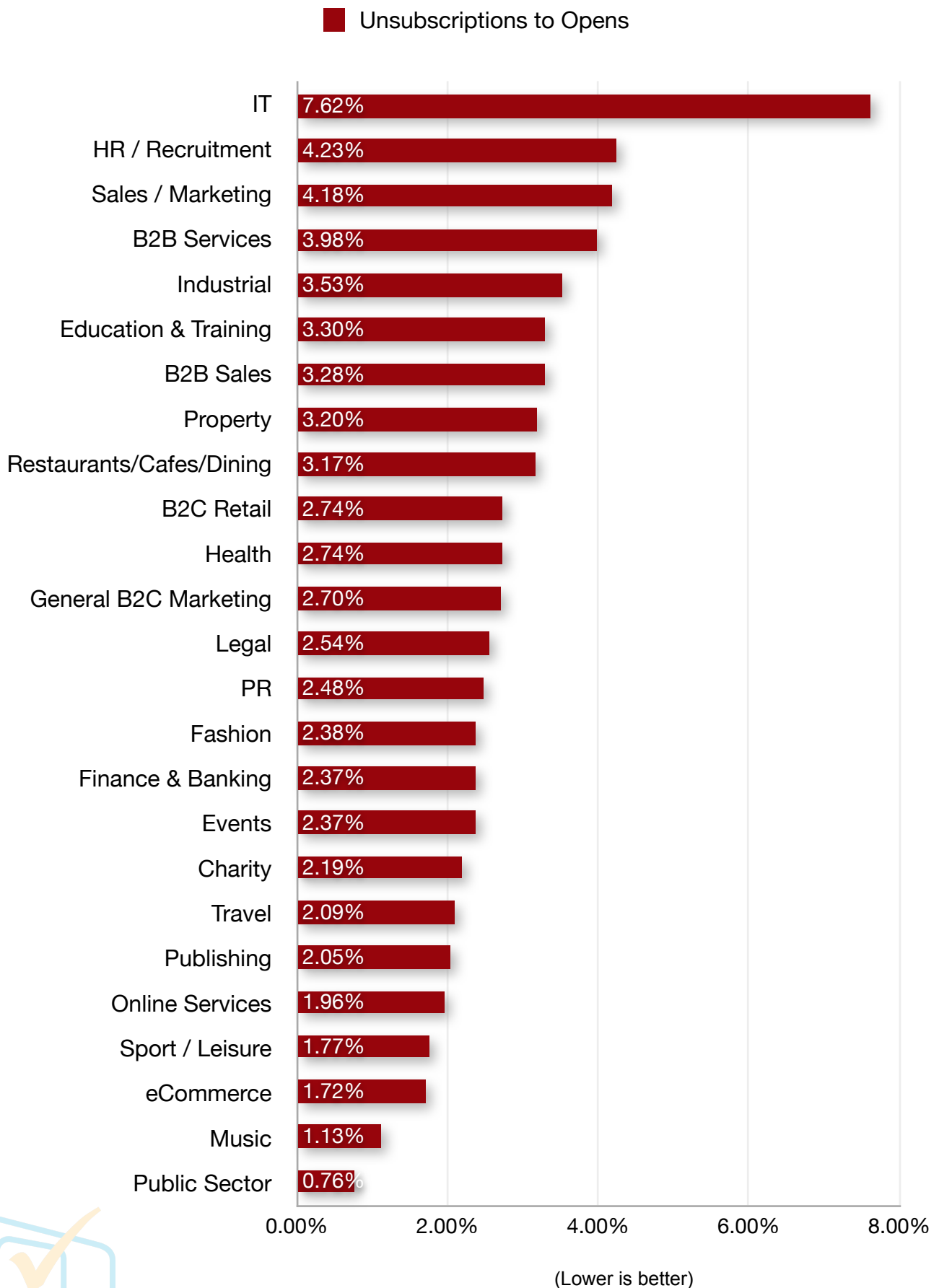
We can use the click-to-open rate to gauge levels of engagement for individual campaigns. The figure shows the percentage of people who opened an email and then clicked a link within it.

Click-to-open rates give a deeper insight into campaign performance by looking at actions performed after a campaign has been opened. This puts the focus on the actual email content - its design and relevance to the recipients - and removes factors which influence open rate, like subject line and sender details.

When comparing click-to-open rates it's important to remember that different types of email campaigns will have different objectives - driving a click-through may not always be the goal of a campaign. We see this particularly in the events sector, where many campaigns are informational (dates of upcoming events) and aren't designed to drive direct action.



Which sectors have the most reader loyalty?



To measure reader loyalty, we look at the ratio of unsubscriptions to opens - i.e. the proportion of people who open an email and then unsubscribe.

This is a better indicator of the relevance of a campaign to the audience. Unsubscription rate alone is a useful measure but doesn't take into account people who simply discard messages without ever opening them - which is the worst possible result for an email marketer.

Would you like to improve your email results?

Get in touch: www.signupto.com/contact





Appendix - more charts and tables

In this appendix we've included charts breaking down these statistics further, as well as details of how we calculate the numbers and tables of the raw percentages, in case you're curious!

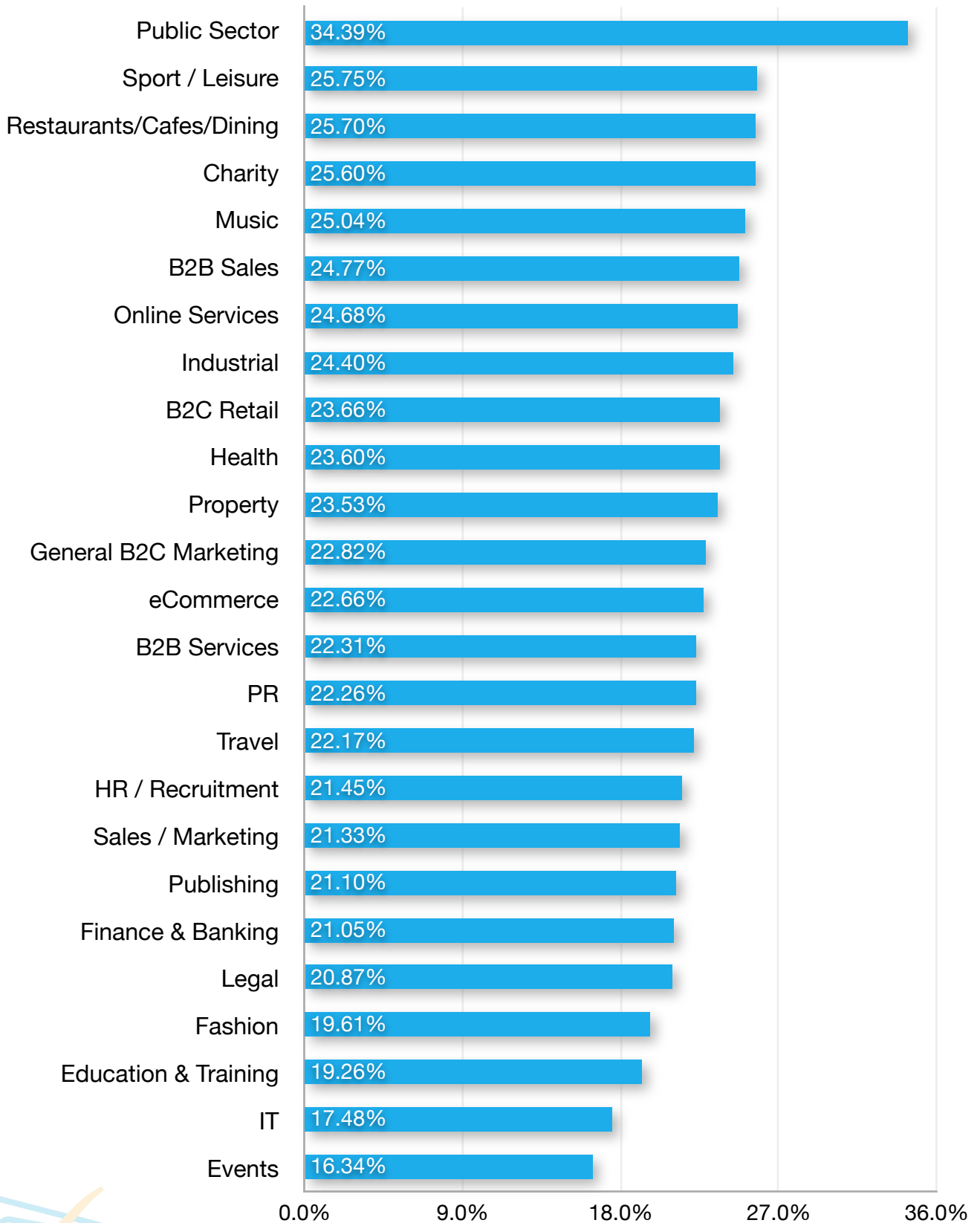
A little bit about Sign-Up.to

We develop software and provide services and support to thousands of businesses to help them communicate better with their customers using email marketing, SMS and social media. We've been in business for 10 years, are still owned by the original founders, and have offices in the UK and Australia.

To find out more about what we do visit us at www.signupto.com drop us an email at solutions@sign-up.to or give us a call on 020 3355 2631 - we'd love to hear from you.



Which sector has the best open rate?



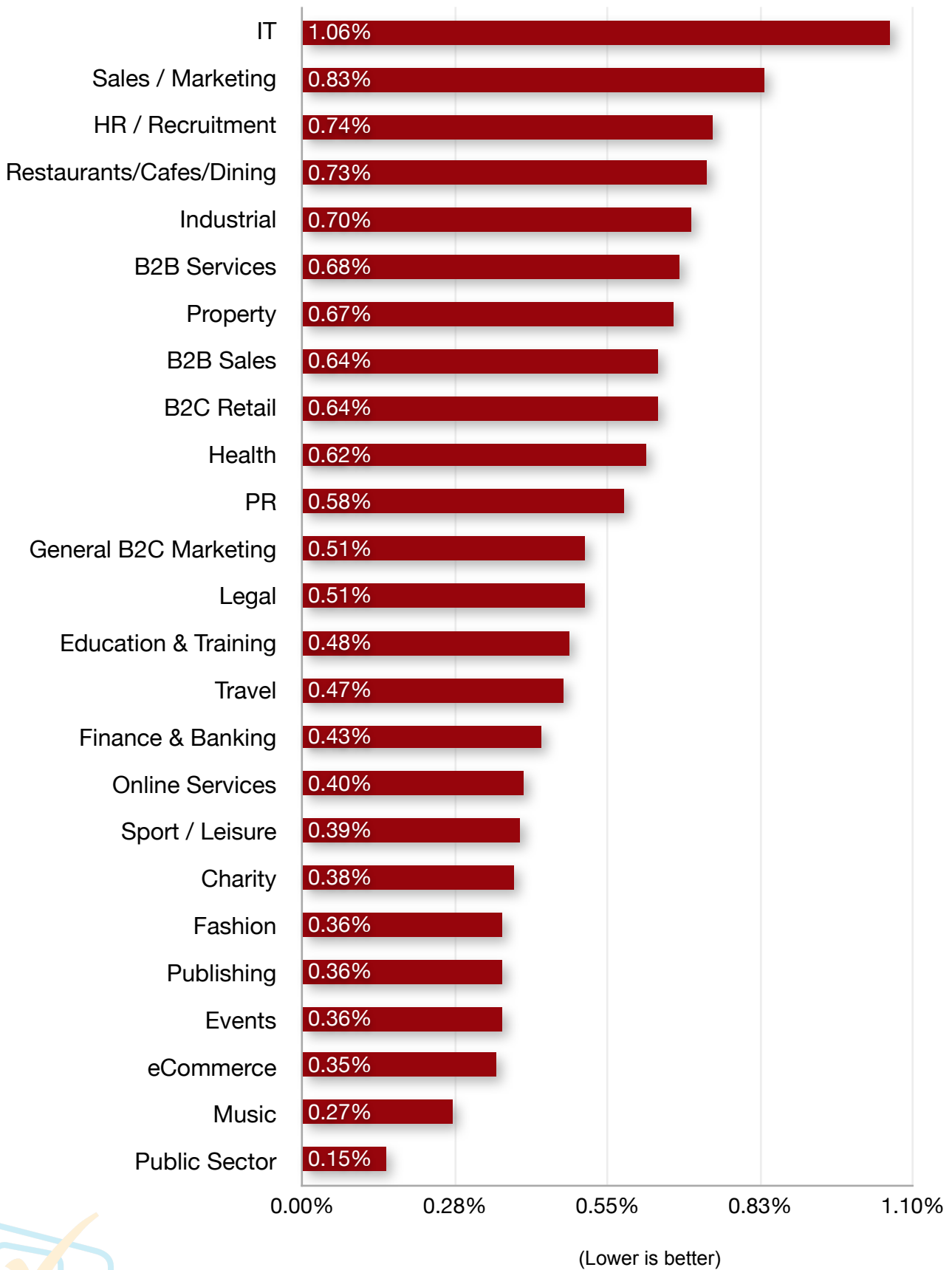
(Higher is better)



Which sector has the best click-through rate?



Which sectors get the most unsubscriptions?



Raw data

For the numerically inclined, here are the raw percentages in table format.

	Opens	Clicks	Unsubs	Click to Open	Open to Unsub
B2B Sales	24.77%	2.68%	0.64%	10.19%	3.28%
B2B Services	22.31%	2.11%	0.68%	8.81%	3.98%
B2C Retail	23.66%	3.57%	0.64%	13.98%	2.74%
Charity	25.60%	3.21%	0.38%	11.90%	2.19%
eCommerce	22.66%	3.77%	0.35%	15.11%	1.72%
Education & Training	19.26%	2.26%	0.48%	9.36%	3.30%
Events	16.34%	1.55%	0.36%	7.66%	2.37%
Fashion	19.61%	2.97%	0.36%	14.93%	2.38%
Finance & Banking	21.05%	2.53%	0.43%	9.65%	2.37%
General B2C Marketing	22.82%	3.25%	0.51%	12.08%	2.70%
Health	23.60%	3.21%	0.62%	12.43%	2.74%
HR / Recruitment	21.45%	2.50%	0.74%	10.65%	4.23%
Industrial	24.40%	1.98%	0.70%	8.64%	3.53%
IT	17.48%	2.11%	1.06%	9.29%	7.62%
Legal	20.87%	2.98%	0.51%	13.04%	2.54%
Music	25.04%	3.44%	0.27%	11.30%	1.13%
Online Services	24.68%	5.91%	0.40%	21.16%	1.96%
PR	22.26%	2.26%	0.58%	8.92%	2.48%
Property	23.53%	2.91%	0.67%	10.57%	3.20%
Public Sector	34.39%	11.76%	0.15%	31.24%	0.76%
Publishing	21.10%	3.00%	0.36%	12.54%	2.05%
Restaurants / Hospitality	25.70%	2.44%	0.73%	8.75%	3.17%
Sales / Marketing	21.33%	1.94%	0.83%	9.75%	4.18%
Sport / Leisure	25.75%	3.14%	0.39%	12.24%	1.77%
Travel	22.17%	2.92%	0.47%	12.12%	2.09%



Defining terms

Let's define some of the terms we're using as several of these figures can be (and often are!) calculated in different ways.

All figures we use are based on unique user actions - for example we only count the same recipient opening a campaign once, if they open that campaign again we don't count that as another open.

- **Bounced:** messages returned by the receiving mail server as undeliverable
- **Delivered:** messages accepted for delivery by the receiving mail server (*total sent - bounced*)
- **Open Rate:** the proportion of delivered emails that were opened (measured by an image load or link click); i.e. *number opened / delivered*
- **Clicks:** the proportion of delivered emails that had a link clicked; i.e. *unique clicks / delivered*
- **Unsubscribes:** the proportion of delivered emails that result in an unsubscription; i.e. *unsubscribes / delivered*

For some of the reports we use different ratios, as these are a better way to compare some aspects of campaign performance - these are:

- **Clicks to Opens:** the proportion of opened emails that had a link clicked; i.e. *unique clicks / opens*
- **Unsubscribes to Opens:** the proportion of opened emails that result in an unsubscription; i.e. *unsubscribes / opens*

We use these 'x to Open' figures as ways to compare the performance of the actual campaign content because these look at what happens after the first objective of someone actually opening the campaign has been achieved.

