

Email Marketing Benchmark Report

Q1 2025



Executive Summary

The benchmark report presents an analysis of email marketing data, covering metrics such as sends, unique opens, unique clicks, unique unsubscribes, and corresponding open rates, click rates, click-to-open rates, and unsubscribe rates. This data includes all email volume monitored by Zeta Global and is further categorized into four sectors: Retail, Travel, Hospitality & Entertainment (TH+E), Financial Services & Insurance (FSI), and Media. The analysis includes insights from over 100 US marketers.

Analysis conducted on data collected January 1, 2025 through March 31, 2025.

Key Trends

Click-to-Open Momentum: Click-to-open rates improved year-over-year in nearly all verticals, signaling stronger message alignment with engaged audiences.

Reliable Deliverability: Delivery rates remained consistently high ($\geq 99\%$) across all message types, reinforcing strong infrastructure and list hygiene.

Engagement Gains Despite Audience Fatigue: While total opens and clicks dipped in some categories, those who interacted did so more deeply. This points to a more qualified, engaged audience and emphasizes the importance of optimizing for mid-funnel action.

Sector Bright Spots: Retail showed growth in open rates and revenue per email, while Travel outperformed in click and conversion metrics—demonstrating strong consumer intent and content resonance across key verticals.

Using Industry Benchmarks Effectively

Leveraging email marketing benchmarks can enhance your email marketing strategy but shouldn't be your only source of measurement. Benchmarks provide a reference point for evaluating the performance of your campaigns against industry averages. This comparative analysis offers insights into areas where your campaigns excel and where they may be falling short.

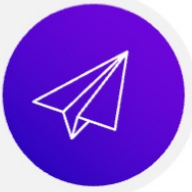
Benchmark reports also offer insights across various industries, enabling you to fine-tune your strategy according to the specific performance standards of your sector. This third-party validation is often used to demonstrate success to internal stakeholders and inform data-driven goals.

However, it's essential to use these benchmarks thoughtfully to avoid potential pitfalls. While benchmarks provide a snapshot of average performance, they may not fully capture the unique nuances of your audience or brand. Use them as a starting point to identify opportunities for improvement and innovation and combine with insights from your own performance metrics to tailor your email marketing strategy to your specific audience. By coupling industry benchmarks with a deep understanding of your brand's unique needs and challenges, you can develop more targeted, effective email campaigns that drive engagement and conversions.



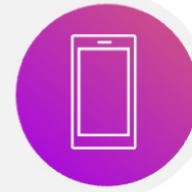
Industry Trends

Brands can improve engagement and increase revenue by leveraging email marketing trends to help create content that resonates with their audience.



Emotionally Intelligent Triggers

Offer subscribers the ability to opt out of specific seasonal or emotional campaigns — like Mother's Day or Father's Day — to show empathy and respect for individual experiences. Building flexibility into behavioral triggers strengthens brand trust.



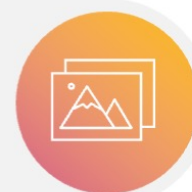
Adapt to iOS Updates

Stay ahead of evolving iOS updates — like enhanced support for interactive email elements, stricter privacy protections, and auto-categorization of promotions — by rethinking design, measurement, and engagement strategies.



Integrate Shoppable Moments

Embed product carousels, one-click add-to-cart features, and real-time inventory updates directly in emails, enabling users to shop seamlessly without leaving their inbox. By removing friction between inspiration and purchase, brands can capitalize on impulse buying behavior and drive faster conversions.



Add Animations

Use lightweight animations like GIFs, cinemagraphs, or CSS effects to create motion-driven storytelling that draws attention, highlights key messages, and improves visual engagement. Subtle motion helps guide the reader's eye to critical calls-to-action without overwhelming the design.

Performance Trends

All Verticals

Q1 Y/Y Performance

	Q1-25	Q1-24	Y/Y
Delivery Rate	99.5%	99.4%	+
Total Open Rate	54.2%	63.7%	-
Unique Open Rate	42.8%	45.4%	-
True Open Rate	9.7%	12.0%	-
Total Click Rate	2.18%	1.87%	+
Unique Click Rate	1.44%	1.21%	+
Click-to-Open Rate	3.38%	2.68%	+
Unsubscribe Rate	0.067%	0.073%	+



3.38%

Click-to-Open Rates are up from the same quarter the previous year

While open rates saw a noticeable decline year-over-year, click engagement metrics improved. This suggests that although fewer recipients are opening emails, those who do are engaging more meaningfully with the content. To build on this momentum, double down on testing content relevance especially subject lines and hero modules—and refine audience segmentation to ensure messages are aligned with recipient interests and intent.

Performance Trends

All Verticals

Q1 Q/Q Performance

	Q1-25	Q4-24	Q/Q
Delivery Rate	99.5%	99.4%	+
Total Open Rate	54.2%	53.2%	+
Unique Open Rate	42.8%	40.7%	+
True Open Rate	9.7%	8.6%	+
Total Click Rate	2.18%	1.84%	+
Unique Click Rate	1.44%	1.22%	+
Click-to-Open Rate	3.38%	2.99%	+
Unsubscribe Rate	0.067%	0.053%	-



42.8%

Unique Open Rates show steady growth quarter-over-quarter

Compared to the previous quarter, engagement trends upward in all metrics. These trends suggest that audiences are not only opening the messages more often but are also finding them increasingly relevant and worth interacting with. The uptick in engagement is likely driven by better segmentation, refined creative, and a clearer alignment between email messaging and audience intent. Continue to optimize subject lines, testing content formats, and aligning post-click experiences with subscriber expectations.

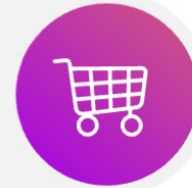
Retail

Maximize customer value through personalized experiences that recognize the customer at every touch-point and interaction.



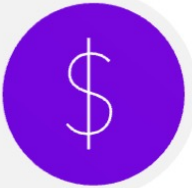
Bridging Email and In Store Experience

Make email the connective thread in a customer's omnichannel journey. Use signals from email—like product views or clicks—to inform in-store experiences, from personalized associate interactions to tailored offers at checkout.



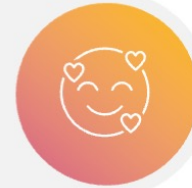
Live Shopping

Promote live-streamed shopping events through targeted email campaigns that offer exclusive product drops, limited-time discounts, and interactive Q&A sessions. Live shopping builds community and turns passive browsing into an immersive, real-time purchasing experience.



Localized Offers

Leverage geo-targeting in emails to highlight store-specific deals, nearby events, and localized incentives that encourage in-person visits. Connecting digital campaigns to physical storefronts builds stronger omnichannel experiences and drives incremental revenue.



Loyalty Through Value

Use email to showcase exclusive experiences, early access events, sustainability rewards, and personalized benefits — not just promotions or points. As loyalty expectations evolve, brands should spotlight deeper emotional value in their email programs.

Performance Trends

Retail

Q1 Y/Y Performance

	Q1-25	Q1-24	Y/Y
Delivery Rate	99.5%	99.4%	+
Total Open Rate	56.7%	54.9%	+
Unique Open Rate	45.0%	41.1%	+
True Open Rate	6.4%	8.4%	-
Total Click Rate	1.05%	1.13%	-
Unique Click Rate	0.76%	0.71%	+
Click-to-Open Rate	1.70%	1.73%	-
Conversion-to-Click Rate	12.20%	18.33%	-
Revenue per Email	\$0.25	\$0.23	+
Unsubscribe Rate	0.069%	0.069%	-



12.2%

Conversion-to-Click Rate is down year-over-year

Select open metrics saw modest improvement, suggesting that subject lines and sender reputation are making incremental gains. However, the dip in conversion rate signals a growing disconnect between initial engagement and meaningful action. This may stem from overly broad segmentation or content that isn't fully aligned with audience intent. To address this, refine targeting strategies and focus on delivering more personalized, relevant messaging that moves recipients closer to conversion.

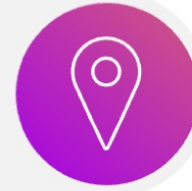
Travel, Hospitality + Entertainment

Travelers' needs are as unique as their journeys and every experience should be tailored to recognize and meet these individual preferences.



Localized Content

Adapt email messaging to spotlight nearby destinations, staycations, and regional experiences as travelers increasingly seek convenient, shorter getaways. Hyper-local content strategies help brands stay relevant and capture spontaneous, last-minute bookings.



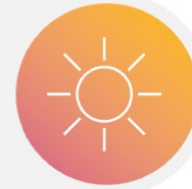
Integrate with Travel and Lifestyle Apps

Embed direct links and integrations with apps for restaurant booking, ride shares, and airline partners within marketing and confirmation emails to simplify the full guest journey. By connecting email content to trusted third-party apps, brands remove friction and add convenience.



Build Loyalty Through Membership Perks

Use email to promote loyalty program benefits like complimentary upgrades, early access to events, or personalized concierge services. Hospitality and entertainment brands that reward loyalty through email see greater retention and higher customer lifetime value.



School Breaks & Summer Holidays

Align campaigns with major school break periods, Memorial Day, Independence Day, and other summer holidays to catch peak family and group travel moments. Time-sensitive promotions around these events boost urgency and booking rates.

Performance Trends

Travel, Hospitality + Entertainment

Q1 Y/Y Performance

	Q1-25	Q1-24	Y/Y
Delivery Rate	99.3%	99.6%	−
Total Open Rate	54.8%	68.5%	−
Unique Open Rate	44.2%	49.3%	−
True Open Rate	15.4%	14.2%	+
Total Click Rate	2.11%	1.39%	+
Unique Click Rate	1.36%	0.87%	+
Click-to-Open Rate	3.09%	1.76%	+
Conversion-to-Click Rate	12.45%	10.70%	+
Revenue per Email	\$0.34	\$2.56	−
Unsubscribe Rate	0.072%	0.063%	−



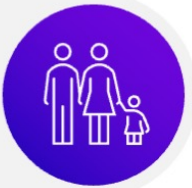
\$0.34

Revenue per Email has decreased over the same period the prior year

Click engagement increased compared to this time last year, signaling that content is resonating more deeply and driving stronger interaction from engaged audiences. These improvements suggest that recipients who open emails are more motivated to act, reflecting effective segmentation, compelling CTAs, and more relevant messaging. However, the drop in revenue per email points to a need to reassess the value of post-click offers or purchase behavior to fully capitalize on this growing engagement.

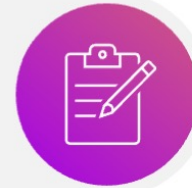
Financial Services + Insurance

Customers' needs from their Financial Institution are as unique as their fingerprints and should be recognized in every experience.



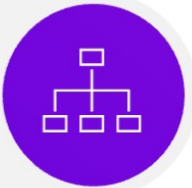
Personalize Based on Life Stage

Tailor email messaging to key life events like buying a home, having a child, or nearing retirement, offering products and services that meet evolving financial needs. Life-stage personalization drives stronger relevance, deeper relationships, and higher conversion rates.



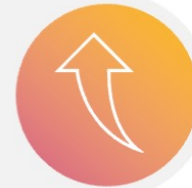
Abandoned Experiences

Trigger targeted reminder emails for users who start but don't complete account openings, loan applications, insurance quotes, or policy selections. Address common friction points to help turn abandoned processes into completed conversions.



Digital Account Management

Drive adoption of self-service options like mobile app usage, digital policy management, and online claims processing through targeted email nudges. Empowering users to manage their finances or insurance needs digitally enhances satisfaction and reduces customer service strain.



Navigating High Interest Rates

Provide clear, educational content about managing loans, mortgages, savings, and credit card debt in a high-rate economy. Financial institutions that proactively guide customers through these challenges position themselves as essential partners, not just service providers.

Performance Trends

Financial Services + Insurance

Q1 Y/Y Performance

	Q1-25	Q1-24	Y/Y
Delivery Rate	99.4%	99.2%	+
Total Open Rate	69.2%	87.5%	-
Unique Open Rate	50.7%	56.5%	-
True Open Rate	17.3%	20.0%	-
Total Click Rate	1.78%	2.07%	-
Unique Click Rate	1.34%	1.45%	-
Click-to-Open Rate	2.65%	2.57%	+
Unsubscribe Rate	0.089%	0.089%	-



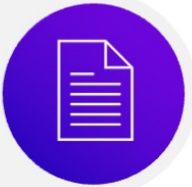
1.34%

Unique Click Rate declined compared to the same period last year but improved compared to last quarter

Engagement across industry dipped year-over-year, with noticeable declines in open and click rates. While click-to-open rate improved slightly, the drop in total and unique click rates suggests a need to reassess content effectiveness and user targeting. Higher inbox competition and potential audience fatigue may be driving lower interaction. Going forward, testing new formats, refining segmentation, and optimizing value messaging will be key to improving engagement and driving meaningful action.

Media

Audience preferences are unique, and content must cater to their diverse interests to be truly meaningful.



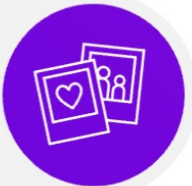
Curated Content Drops

Send bingeable bundles of related shows, articles, or playlists to keep audiences engaged longer. Curating "start here" lists or "what's trending" series extends time spent with your brand and builds daily habits that boost loyalty.



Dynamic Paywall Teasers

Use personalized email previews of premium content — like featured articles, early-access podcasts, or subscriber-only series — to entice free users to upgrade. Highlighting exclusive value directly in the inbox accelerates conversion without feeling overly aggressive.



Turn Engagers into Ambassadors

Encourage social sharing of articles, playlists, or favorite episodes through embedded sharing buttons, referral programs, and "gift this article" promotions. Transforming loyal audiences into active brand promoters drives organic growth and expands reach authentically.



Utilize AI Thoughtfully

Ensure AI-driven personalization and/or automation supports trusted storytelling, rather than risking audience skepticism or eroding authenticity. In email marketing, it's critical to apply AI in ways that enhance editorial integrity and creativity.

Performance Trends

Media

Q1 Y/Y Performance

	Q1-25	Q1-24	Y/Y
Delivery Rate	99.4%	99.4%	—
Total Open Rate	47.7%	64.3%	—
Unique Open Rate	37.5%	42.7%	—
True Open Rate	11.0%	13.8%	—
Total Click Rate	3.84%	3.86%	—
Unique Click Rate	2.45%	2.54%	—
Click-to-Open Rate	6.54%	5.95%	+
Unsubscribe Rate	0.050%	0.061%	+



6.54%

Click-to-Open Rates have improved approximately 10% over the prior year

Open rates dropped compared to last year, but an increase in click-to-open suggests that readers who do open emails interact more with the content. A slight dip in unique clicks suggests that a core audience is still engaged, but there is opportunity to refine messaging for stronger conversions. Focus on optimizing content and calls to action for this high-intent segment—prioritizing clarity, value, and alignment with subscriber interests to drive more meaningful results from a smaller but engaged base.

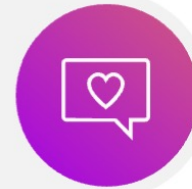
Trends By Message Type

Despite a decline in open rates for triggered emails over the past year, they still outperform batch emails, which have seen an increase in open rates.



Content-Led Campaigns

Shift some email focus from purely promotional blasts to rich, editorial-style storytelling — such as curated guides, brand updates, interviews, and trendspotting pieces. Content-led marketing emails drive longer engagement and build deeper brand affinity over time.



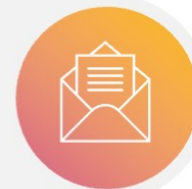
Emotional Triggers

Celebrate user anniversaries, birthdays, loyalty achievements, or even time-since-last-purchase moments with thoughtful, personalized trigger emails. Milestone triggers tap into emotion and strengthen customer bonds.



Hyper-Segment Campaigns

Move away from broad segmentation (like only gender or location) and toward nuanced micro-segmentation based on psychographics, past interactions, or purchase stage. Smarter audience slicing makes BAU campaigns feel almost as relevant as one-to-one messaging.



Refresh Creative Templates

Adopt an agile creative strategy by rotating new email templates every few months to avoid "template fatigue." Whether for triggers or BAUs, fresh creative keeps inbox engagement high and prevents visual burnout, especially for frequent senders.

Performance Trends

Triggered Messages

Q1 Y/Y Performance

	Q1-25	Q1-24	Y/Y
Delivery Rate	99.1%	98.4%	+
Total Open Rate	59.9%	85.0%	-
Unique Open Rate	46.5%	48.8%	-
True Open Rate	15.7%	20.1%	-
Total Click Rate	5.14%	9.53%	-
Unique Click Rate	3.22%	5.28%	-
Click-to-Open Rate	6.91%	10.81%	-
Unsubscribe Rate	0.049%	0.234%	+



46.5%

Most of the engagement metrics declined over the prior year including Unique Open Rate

Email engagement declined across nearly all key performance indicators with sharp year-over-year drops in total open rate, total click rate, and click-to-open rate. These declines suggest a weakening in both top- and mid-funnel performance, possibly driven by content fatigue, offer misalignment, or broader changes in recipient behavior. However, unsubscribe rate improved by 78% compared to the same time the previous year, signaling that while fewer users are engaging, those who remain are potentially a more stable and loyal audience base.

Performance Trends

Triggered Messages

Q1 Q/Q Performance

	Q1-25	Q4-24	Q/Q
Delivery Rate	99.1%	99.3%	–
Total Open Rate	59.9%	58.7%	+
Unique Open Rate	46.5%	44.0%	+
True Open Rate	15.7%	14.0%	+
Total Click Rate	5.14%	5.12%	+
Unique Click Rate	3.22%	3.12%	+
Click-to-Open Rate	6.91%	7.10%	–
Unsubscribe Rate	0.049%	0.046%	–



15.7%

True Open Rates continue to improve quarter over quarter

This quarter saw modest improvements in open and click volume—suggesting incremental growth in engagement reach. True open rate also reflects better inbox visibility or subject line appeal. However, click-to-open rate dipped slightly, signaling a need to refine content and calls to action to better convert opens into clicks. To build on this momentum, continue optimizing for message relevance and experiment with content frameworks that more effectively drive mid-funnel action.

Performance Trends

Promotional Messages

Q1 Y/Y Performance

	Q1-25	Q1-24	Y/Y
Delivery Rate	99.5%	99.5%	—
Total Open Rate	53.1%	63.2%	—
Unique Open Rate	42.0%	45.3%	—
True Open Rate	8.4%	11.8%	—
Total Click Rate	1.57%	1.67%	—
Unique Click Rate	1.09%	1.11%	—
Click-to-Open Rate	2.58%	2.44%	+
Unsubscribe Rate	0.071%	0.069%	—



2.58%

Click-to-Open Rate edges up, but broader engagement is in decline

Promotional messaging saw a slight improvement in click-to-open rate, signaling that content continues to engage a portion of the audience. However, all other major engagement metrics—open rates, click rates, and true opens—declined year-over-year. The rise in unsubscribe rate suggests growing fatigue or misalignment with recipient expectations. To counteract these trends, marketers should reassess content value, timing, and personalization to re-engage audiences and improve overall campaign impact.

Performance Trends

Promotional Messages

Q1 Q/Q Performance

	Q1-25	Q4-24	Q/Q
Delivery Rate	99.5%	99.4%	+
Total Open Rate	53.1%	52.2%	+
Unique Open Rate	42.0%	40.1%	+
True Open Rate	8.4%	7.6%	+
Total Click Rate	1.57%	1.25%	+
Unique Click Rate	1.09%	0.87%	+
Click-to-Open Rate	2.58%	2.18%	+
Unsubscribe Rate	0.071%	0.055%	-



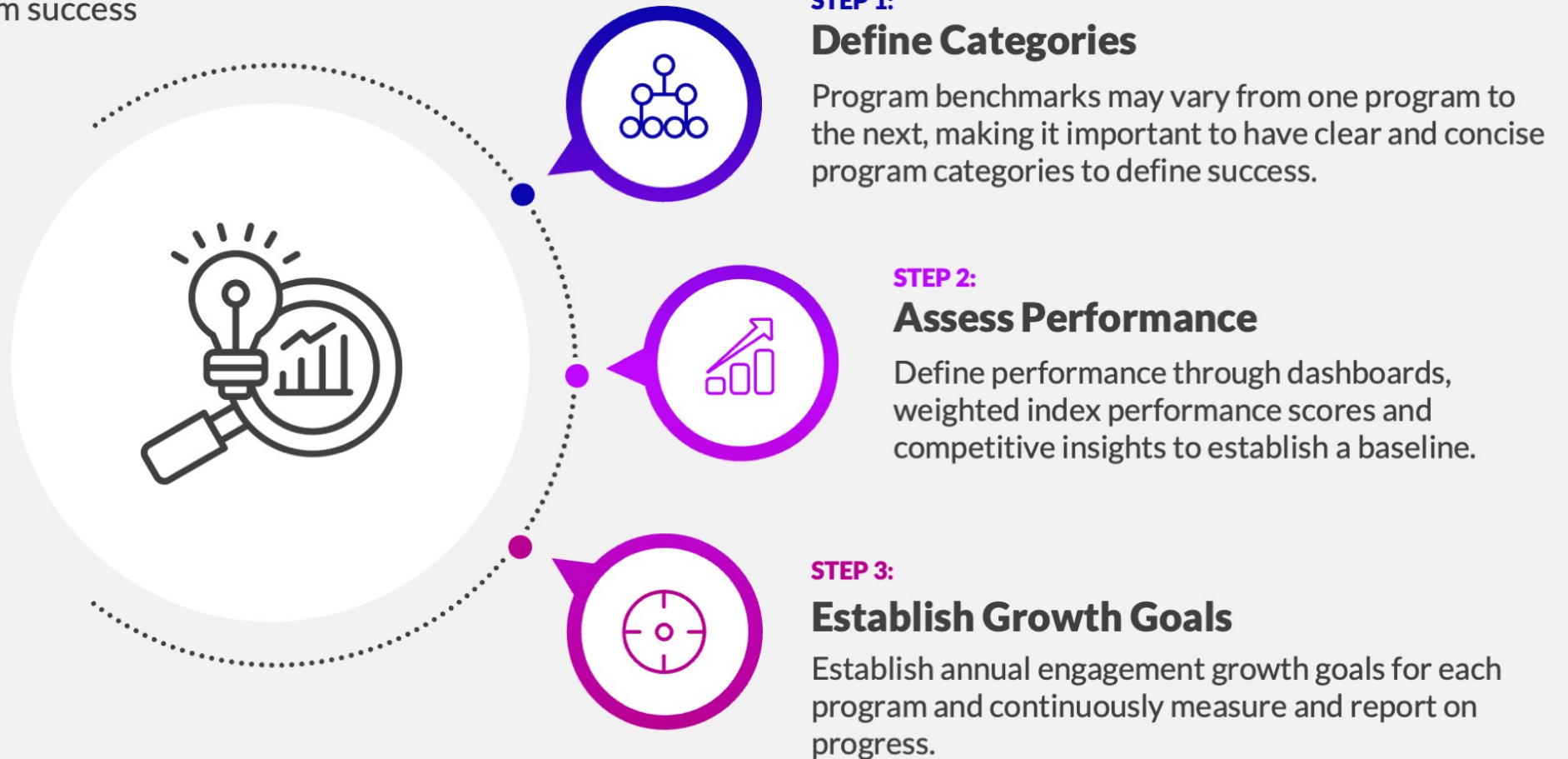
42.0%

Unique Open Rates have improved quarter-over-quarter

Performance improved modestly across most key engagement metrics with signs of growing audience responsiveness. Rising open rates indicated stronger inbox placement or subject line performance. Click rates also rose, reinforcing that those who open emails are showing greater intent to engage. To continue the upward trend, marketers should prioritize refining targeting and delivering value-driven, action-oriented content that sustains engagement while minimizing fatigue.

Evolving To Brand Benchmarks

Measure what drives, influences, and limits your email program success



Beyond the Click: Measuring What Truly Matters

Email Isn't a Solo Act – It's a Team Sport



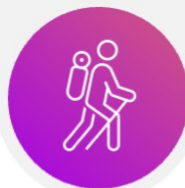
Measurement Gap

While email has evolved dramatically, how we measure its impact hasn't. Most brands still rely on outdated, campaign-level metrics or last-click attribution, ignoring the broader customer journey.



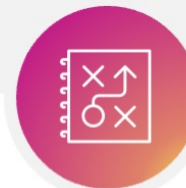
Influence, Not Just Attribution

Measuring only the click misses the bigger picture. Email builds habits, prompts visits, and influences decisions across channels—even when it isn't the final touchpoint.



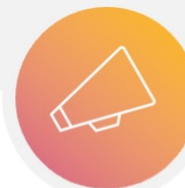
Valuing the Journey

Campaign-level performance doesn't capture how messages like Welcome or Winback influence behavior. A multi-touch attribution model reveals how these emails contribute to long-term engagement.



From Scorecard to Strategy

Attribution shouldn't just validate past performance—it should *guide* future decisions. When paired with AI and identity resolution, attribution helps make decision on times, channels, content, etc.

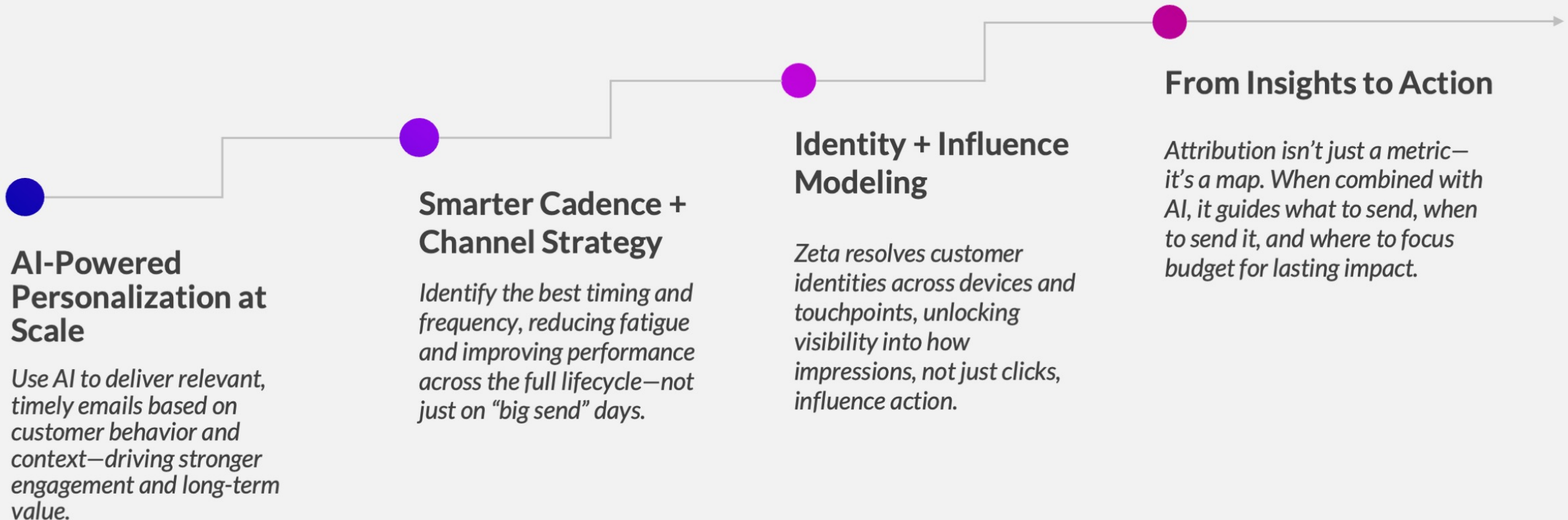


The Call To Action

Stop evaluating email as an isolated channel. Instead, marketers need to measure how it supports and strengthens the entire customer journey.

AI + Attribution: Your Competitive Advantage

Modern Measurement Needs Modern Tools



Appendix

All Industries

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1
Unique Open Rate	41.23%	43.03%	45.03%	45.30%	45.36%	44.90%	46.45%	45.97%	45.37%	37.22%	37.02%	40.69%	42.77%
Unique Click Rate	1.57%	1.09%	1.11%	1.04%	1.25%	1.07%	1.08%	1.02%	1.21%	1.47%	1.36%	1.22%	1.44%
Click-to-Open Rate	3.80%	2.46%	2.26%	2.29%	2.75%	2.38%	2.33%	2.21%	2.68%	3.95%	3.67%	2.99%	3.38%
Unsubscribe Rate	0.052%	0.045%	0.045%	0.055%	0.065%	0.072%	0.054%	0.072%	0.073%	0.073%	0.074%	0.053%	0.067%

Triggered

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1
Unique Open Rate	41.40%	42.53%	45.87%	35.47%	50.24%	49.68%	53.98%	53.93%	48.80%	38.64%	39.09%	43.99%	46.54%
Unique Click Rate	4.02%	4.31%	4.43%	3.62%	5.04%	5.07%	5.38%	5.79%	5.28%	5.75%	3.73%	3.12%	3.22%
Click-to-Open Rate	9.68%	10.12%	9.66%	10.19%	10.03%	10.21%	9.96%	10.74%	10.81%	14.87%	9.55%	7.10%	6.91%
Unsubscribe Rate	0.100%	0.100%	0.111%	0.099%	0.611%	1.202%	0.193%	0.210%	0.234%	0.075%	0.072%	0.046%	0.049%

Promotional

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1
Unique Open Rate	41.33%	43.10%	45.13%	45.56%	45.24%	44.80%	46.27%	45.78%	45.28%	37.06%	36.69%	40.08%	42.01%
Unique Click Rate	1.49%	1.04%	0.96%	0.97%	1.16%	0.99%	0.98%	0.91%	1.11%	0.91%	0.98%	0.87%	1.09%
Click-to-Open Rate	3.61%	2.40%	2.13%	2.12%	2.55%	2.21%	2.12%	1.98%	2.44%	2.47%	2.67%	2.18%	2.58%
Unsubscribe Rate	0.049%	0.044%	0.043%	0.054%	0.052%	0.049%	0.051%	0.069%	0.069%	0.073%	0.074%	0.055%	0.071%

Retail

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1
Unique Open Rate	39.77%	39.87%	41.60%	42.40%	44.28%	44.14%	44.70%	42.79%	41.08%	36.44%	37.33%	41.03%	45.03%
Unique Click Rate	0.84%	0.70%	0.68%	0.68%	0.74%	0.75%	0.78%	0.72%	0.71%	0.77%	0.80%	0.70%	0.76%
Click-to-Open Rate	2.12%	1.68%	1.63%	1.61%	1.68%	1.69%	1.75%	1.69%	1.73%	2.10%	2.14%	1.72%	1.70%

Travel, Hospitality + Entertainment

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4	25Q2
Unique Open Rate	38.20%	38.12%	39.52%	36.93%	47.18%	46.40%	48.52%	49.71%	49.32%	42.36%	39.98%	39.71%	44.21%
Unique Click Rate	1.47%	1.15%	1.08%	0.76%	0.88%	0.71%	0.72%	0.64%	0.87%	1.02%	1.21%	1.20%	1.36%
Click-to-Open Rate	4.03%	3.26%	2.97%	2.24%	1.87%	1.52%	1.49%	1.28%	1.76%	2.40%	3.02%	3.02%	3.09%

Financial Services + Insurance

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1
Unique Open Rate	44.27%	44.00%	45.42%	46.03%	55.03%	47.41%	45.39%	54.56%	56.50%	45.07%	42.79%	50.64%	50.66%
Unique Click Rate	2.72%	2.68%	2.86%	1.99%	1.81%	1.47%	1.10%	1.44%	1.45%	1.22%	0.84%	1.27%	1.34%
Click-to-Open Rate	6.16%	5.01%	6.26%	4.36%	3.28%	3.10%	2.41%	2.64%	2.57%	2.71%	1.96%	2.50%	2.65%

Media

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1
Unique Open Rate	42.03%	43.07%	44.53%	45.40%	41.31%	42.23%	44.23%	42.30%	42.69%	34.68%	34.14%	38.26%	37.51%
Unique Click Rate	3.03%	2.72%	2.99%	2.72%	2.92%	2.78%	2.88%	2.12%	2.54%	3.45%	2.43%	2.18%	2.45%
Click-to-Open Rate	7.22%	6.32%	6.71%	5.98%	7.07%	6.58%	6.51%	5.00%	5.95%	9.95%	7.12%	5.69%	6.54%

Metric Definitions

Delivery Rate:

The percentage of emails that delivered (did not bounce at the receiving ISP) divided by the total emails sent.

Total Open Rate:

The number of times your email was opened, including multiple opens by the same recipient divided by the total number of email messages delivered.

Unique Open Rate:

The number of individual email subscribers that opened the email divided by the total number of email messages delivered.

True Open Rate:

The number of individual email subscribers that opened the email minus the recorded server opens, and then divided by the total number of email messages delivered

Total Click Rate:

The number of times one or more links in an email were clicked, including multiple clicks by the same recipient, divided by the number of messages delivered.

Unique Click Rate:

The number of individual email subscribers that clicked on any link within the email communication divided by the number of messages delivered.

Click-To-Open Rate:

The number of Unique Clicks divided by the number of Unique Opens.

Conversion-To-Click Rate:

The number of Conversions divided by the number of Unique Clicks

Revenue Per Email:

Revenue generated per email message delivered.

Unsubscribe Rate:

The number of individual email subscribers that have unsubscribed from a mailing divided by the number of email messages delivered.

Zeta's AI-Powered Marketing Cloud Helps Marketers Drive Profitable Customer Growth

Zeta is the only platform that is made up of a CDP, ESP, DSP, and the largest private, unwallled, data cloud which gives marketers the tools they need to be successful. The Zeta Marketing Platform (ZMP) is designed for marketers' needs with the unique flexibility to wrap around and augment your tech stack, providing speed to intelligence, deeper analytics, and activation to deliver greater return on investment.

Whether the ZMP is the single platform environment removing the need for multiple point solutions, or it's connecting the dots to extract more value from current tech investments, the AI-powered ZMP is at the forefront of the next generation of marketing technology.

Reach out to ZetaCRM-Partners@zetaglobal.com for more information