OptinMonster Presents

BENCHMARKING EMAIL MARKETING EFFECTIVENESS

Step 1. Chart Rates for the Past 1-4 Quarters

Chart rates for any email marketing statistics you want to track:

- Open rates
- Click-through rates
- Unsubscribe rates
- Complaint rates
- Etc...

Step 2. Establish an Average Rate

To calculate your average rate, add up all individual rates and divide by the total number of emails sent during that period.

Ignore outliers—emails that seemed to do very well or very poorly compared to the others. We'll look at them more closely in Step 3.

Step 3. Identify and Analyze Outliers

Look more closely at your outliers to figure out why they performed the way they did.

What to Look For:

Consistency is key. Look at your chart from Step 1 and find the emails that fall above or below the trend line.

What about those emails is different than the others? Make note of the differences that made those emails perform differently.

Step 4. Look for Patterns

Look for patterns in your email performance:
- Does a particular topic perform better than others?
- Does a certain time of day do better or worse?
- What types of subject lines do well?

Step 5. Set Goals for Your Email Campaigns

Set goals for the metrics that you're tracking. Check the industry averages to see how your baseline numbers stack up, but don't obsess over the numbers.

How much do you want to improve over your own baseline?