



2017 Global Email Benchmark Report

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02 Introduction

As the industry leader in delivering customer communication that drives engagement and growth, SendGrid uses its position and data to measure and publish email-related metrics as benchmarks for global email senders in all industries.

SendGrid's *Global Email Benchmark Report* is produced and published to help senders compare their email program engagement metrics to the average metrics of their industry. The 2017 report also looks at how these metrics have changed over the last year. We've created this report to be a resource you can reference in order to:

- **Determine the effectiveness of your email program.** By comparing your engagement stats to the averages in your industry, you can better evaluate the performance of your email program.
- **Demonstrate your value.** If you're an email program manager, use these benchmarks to see where you're doing things right and where you can make improvements.
- **See how the email landscape is changing in your industry.** This report will show you how email has changed over the last year so you can stay up to date on engagement trends.

Finally, we encourage senders in any industry to use these benchmarks to set goals for themselves. If your program is seeing less engagement than the industry average in one or two areas, use advice from our email experts to help you make adjustments to your sending habits or messages. Our "Advice from SendGrid's Email Experts" section will help you identify specific ways you can alter your current email methods and potentially increase engagement.

03 Data Collection

This benchmark report contains metrics from email sent through SendGrid. These same metrics and methods have been applied in previous years and will be applied to future years and subsequent reports to consistently compare changes in email statistics, demographics, and devices in different email regions and industries.

SendGrid analyzed aggregated anonymized statistical data from nearly 50 billion emails from over 100,000 different senders to nearly 2 billion different recipient addresses. Most Internet users in the world are anonymously represented in this report in one or more aggregate statistics.

This report is primarily representative of business to customer (B2C) email for the countries and industries in which we have significant market penetration.

This study may not be representative of personal email.

04 Determine Your Email Engagement Health

This section provides the email engagement benchmarks for the industries that send email through SendGrid. SendGrid customers self-select the industry they identify with, and we've provided engagement benchmarks for the top 25 we send email for. Each industry has corresponding engagement numbers for:

- Average percentage of male and female recipients
- Average percentage of email that is opened on mobile and non-mobile devices
- Average open rate and unique open rate
- Average click rate and unique click rate
- Average click-to-open rate
- Average monthly send rate

Definitions for each of the different engagement benchmarks can be found in the [Appendix](#).

2017 Average Engagement Stats

MONTHLY SEND RATE 8.1 UNIQUE OPEN RATE 14.6% OPEN RATE 30.6% UNIQUE CLICK RATE 1.7% CLICK RATE 2.5% UNIQUE CLICK-TO-OPEN 11.6%

2016 Average Engagement Stats

MONTHLY SEND RATE 9.8 UNIQUE OPEN RATE 14.2% OPEN RATE 27.3% UNIQUE CLICK RATE 1.9% CLICK RATE 2.8% UNIQUE CLICK-TO-OPEN 13.6%



The following 10 infographics are presented in alphabetical order and provide the engagement statistics, changes that we are seeing year over year, and large-scope takeaways to consider for the industries that send the most email through SendGrid.

If you'd like to compare your engagement benchmarks from the last report yourself, please download SendGrid's **[2016 Global Email Benchmark Report](#)**.

Career/Job Search

Changes from 2016

- Mobile device usage increased from 50% to 60%
- Monthly send rate increased from 12 messages per month to 15 messages per month
- Increased open rate from 17% to 21% and unique open rate from 10% to 13%

Although open rates increased, click rates decreased, which could be a result of sending more emails each month.

MONTHLY SEND RATE **15** 12

UNIQUE OPEN RATE
— **13%**
— 10%

OPEN RATE
— **21%**
— 17%

UNIQUE CLICK RATE
- **1.2%**
- 1.7%

CLICK RATE
- **1.7%**
— 5.1%

UNIQUE CLICK-TO-OPEN
— **9%**
— 18%

MALE RECIPIENTS
— **47%**
— 46%

FEMALE RECIPIENTS
— **53%**
— 54%

MOBILE DEVICES
— **64%**
— 48%

NON-MOBILE DEVICES
— **36%**
— 52%

— 2017 — 2016

Daily Deals/eCoupons

Changes from 2016

- Mobile device usage increased from 54% to 62%
- Monthly send rate decreased from 15 messages per month to 12 messages per month
- Open rate increased from 10% to 19%, unique open rate increased from 6% to 12%, and unique click rate increased from 0.7% to 1%

The increase in engagement stats could be a result of sending fewer messages each month, causing recipients to be more interested in the messages they receive.

— 2017 — 2016

MONTHLY SEND RATE 12 14.6

UNIQUE OPEN RATE
— 12%
— 6%

OPEN RATE
— 19%
— 9.5%

UNIQUE CLICK RATE
• 1%
• 0.7%

CLICK RATE
• 1.4%
• 2.4%

UNIQUE CLICK-TO-OPEN
— 8%
— 13.1%

MALE RECIPIENTS
— 41%
— 40%

FEMALE RECIPIENTS
— 59%
— 60%

MOBILE DEVICES
— 62%
— 54%

NON-MOBILE DEVICES
— 38%
— 46%

Dating Sites

Changes from 2016

- Monthly send rate increased from 15 messages per month to 25 messages per month
- Male recipients increased from 53% to 62%
- Nearly all engagement metrics decreased. Open rate decreased from 19% to 10%, unique open rate decreased from 7% to 6%, click rate decreased from 11.4% to 1.8%, and unique click rate decreased from 1.9% to 1.2%

The Dating industry increased monthly send rate more than any other industry, which may explain the the drop in recipient engagement.

MONTHLY SEND RATE **25** 14.7

UNIQUE OPEN RATE

— **6%**
— 7%

OPEN RATE

— **10%**
— 18.8%

UNIQUE CLICK RATE

— **1.2%**
— 1.9%

CLICK RATE

— **1.8%**
— 11.4%

UNIQUE CLICK-TO-OPEN

— **21%**
— 27.4%

MALE RECIPIENTS

— **62%**
— 53%

FEMALE RECIPIENTS

— **38%**
— 47%

MOBILE DEVICES

— **64%**
— 57%

NON-MOBILE DEVICES

— **36%**
— 43%

— 2017 — 2016



eCommerce

Changes from 2016

- Monthly send rate decreased from 18 messages per month to 14 messages per month
- Mobile device usage increased from 59% to 67%
- Open rate increased from 12% to 15%, unique open rate increased from 6% to 8%, click rate decreased from 4.3% to 1.7%, and unique click rate increased from 0.8% to 1.1%

Increases in unique open rate and unique click rate may be caused by sending fewer messages to recipients each month.

MONTHLY SEND RATE **14** 18.3

UNIQUE OPEN RATE
8%
— 6%

OPEN RATE
15%
— 12.3%

UNIQUE CLICK RATE
1.1%
• 0.8%

CLICK RATE
1.7%
— 4.3%

UNIQUE CLICK-TO-OPEN
14%
— 13.9%

MALE RECIPIENTS
42%
— 39%

FEMALE RECIPIENTS
58%
— 61%

MOBILE DEVICES
67%
— 59%

NON-MOBILE DEVICES
33%
— 41%

— 2017 — 2016

Education/Training

Changes from 2016

- Mobile device usage increased from 46% to 57%
- Engagement rates increased almost across the board with open rate increasing from 26% to 35%, unique open rate increasing from 12% to 18%, and unique click rate increasing from 1.2% to 2.5%
- Female recipients increased from 54% to 59%, signaling a shift to a female-dominant recipient group

An increase in female recipients, monthly send rate, and unique click rate could point to a more targeted, focused email program.

MONTHLY SEND RATE **8** 7.4

UNIQUE OPEN RATE
18%
12%

OPEN RATE
35%
25.5%

UNIQUE CLICK RATE
2.5%
1.2%

CLICK RATE
4%
7.5%

UNIQUE CLICK-TO-OPEN
14%
10.6%

MALE RECIPIENTS
41%
46%

FEMALE RECIPIENTS
59%
54%

MOBILE DEVICES
57%
46%

NON-MOBILE DEVICES
43%
54%

— 2017 — 2016

Health/Fitness

Changes from 2016

- Mobile usage increased from 72% to 74%
- Monthly send rate decreased from 10 messages per month to 7 messages per month
- Open rate increased from 37% to 49%, unique open rate increased from 19% to 26%, click rate decreased from 10.7% to 3.7%, unique click rate decreased from 3.3% to 3%

Highest mobile usage of all industries at 74%! Along with sending fewer messages per month, the Health/Fitness industry was able to increase open rates.

— 2017 — 2016

MONTHLY SEND RATE **7** 9.6

UNIQUE OPEN RATE **26%**
19%

OPEN RATE **49%**
36.6%

UNIQUE CLICK RATE **3%**
3.3%

CLICK RATE **3.7%**
10.7%

UNIQUE CLICK-TO-OPEN **12%**
17.6%

MALE RECIPIENTS **39%**
38%

FEMALE RECIPIENTS **61%**
62%

MOBILE DEVICES **74%**
72%

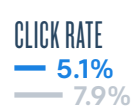
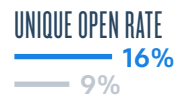
NON-MOBILE DEVICES **26%**
28%

Media/Publishing

Changes from 2016

- Mobile device usage increased from 51% to 65%
- Male vs. female recipients changed from being 58% female to being an even split
- Monthly send rate increased from 4 messages per month to 6, but engagement increased as well: open rate (19% to 31%), unique open rate (9% to 16%), and unique click rate (1.8% to 3.3%)

One of the few industries that was able to increase their sending frequency and also increase unique open rate and unique click rate!



— 2017 — 2016

Social Media/Networking

Changes from 2016

- Mobile device usage increased from 55% to 58%
- Monthly send rate decreased from 10 messages per month to 8 messages per month
- Increased open rate from 17% to 22% and unique open rate from 8% to 13%

Although unique open rate and unique click rate both increased, the click-to-open rate rate decreased. This could be a result of more discerning recipients being more hesitant about clicking.

MONTHLY SEND RATE **8** 9.9

UNIQUE OPEN RATE
— **13%**
— 8%

OPEN RATE
— **22%**
— 16.6%

UNIQUE CLICK RATE
- **1.5%**
- 1.3%

CLICK RATE
- **2.2%**
— 5.8%

UNIQUE CLICK-TO-OPEN
— **12%**
— 16.2%

MALE RECIPIENTS
— **47%**
— 47%

FEMALE RECIPIENTS
— **53%**
— 53%

MOBILE DEVICES
— **58%**
— 55%

NON-MOBILE DEVICES
— **42%**
— 45%

— 2017 — 2016

Technology

Changes from 2016

- Mobile device usage increased from 50% to 60%
- Monthly send rate decreased from 9 messages per month to 7 messages per month
- Open rate increased to the highest of all industries at 72% (from 39%), and unique open rate also increased to the highest rate at 27% (from 16%)

The Technology industry saw one of the largest increases in open rate and unique open rate, which could be a result of lowering the number of messages they send each month.

— 2017 — 2016

MONTHLY SEND RATE **7** 8.5

UNIQUE OPEN RATE
— 16% **27%**

OPEN RATE
— 38.6% **72%**

UNIQUE CLICK RATE
— 1.3% **2.3%**

CLICK RATE
— 7.9% **3.2%**

UNIQUE CLICK-TO-OPEN
— 8.4% **8%**

MALE RECIPIENTS
— 47% **47%**

FEMALE RECIPIENTS
— 53% **53%**

MOBILE DEVICES
— 50% **60%**

NON-MOBILE DEVICES
— 50% **40%**

Travel/Hospitality

Changes from 2016

- Mobile device usage increased from 63% to 70%
- Monthly send rate stayed constant at 8 messages per month
- Open rate increased from 43% to 53%, unique open rate increased from 19% to 26%, click rate decreased from 10.2% to 2.9%, unique click rate decreased from 2.4% to 2.2%

Recipients may be becoming more discerning about emails from the Travel/Hospitality industry—which means they could be opening many emails, but only clicking on exceptional offers/links.

— 2017 — 2016

MONTHLY SEND RATE 8 8

UNIQUE OPEN RATE
26%
19%

OPEN RATE
53%
42.6%

UNIQUE CLICK RATE
- 2.2%
- 2.4%

CLICK RATE
- 2.9%
10.2%


UNIQUE CLICK-TO-OPEN
9%
12.7%

MALE RECIPIENTS
50%
50%

FEMALE RECIPIENTS
50%
50%

MOBILE DEVICES
70%
63%

NON-MOBILE DEVICES
30%
37%



The other industries that send email through SendGrid can be found below in alphabetical order. While these industries all send less email by volume, the average engagement statistics should still be used to benchmark your performance against similar senders.

Application Development

Changes from 2016:

- Mobile usage increased from 55% to 59%
- Monthly send rate decreased from 8 messages per month to 6 messages per month
- Open rate increased from 35% to 58%, unique open rate increased from 15% to 25%, click rate decreased from 10.8% to 3.8%, unique click rate increased from 2.1% to 2.5%

The increase of most engagement stats may be caused by lowering the monthly send rate of Application Development emails.

MONTHLY SEND RATE	6	UNIQUE OPEN RATE	25%	OPEN RATE	58%	UNIQUE CLICK RATE	2.5%	CLICK RATE	3.8%
UNIQUE CLICK-TO-OPEN	10%	MALE RECIPIENTS	42%	FEMALE RECIPIENTS	58%	MOBILE DEVICES	59%	NON-MOBILE DEVICES	41%



Agency/Consulting

Changes from 2016:

- Monthly send rate decreased from 7 messages per month to 3 messages per month
- Open rate increased from 23% to 34% and unique open rate increased from 8% to 14%
- Click rate decreased from 12.7% to 3% and unique click rate decreased from 2.2% to 2%

By sending fewer messages per month to recipients, it appears that the Agency/Consulting industry was able to increase engagement.

MONTHLY
SEND RATE

3

UNIQUE
OPEN RATE

14%

OPEN
RATE

34%

UNIQUE
CLICK RATE

2%

CLICK
RATE

3%

UNIQUE
CLICK-TO-OPEN

14%

MALE
RECIPIENTS

47%

FEMALE
RECIPIENTS

53%

MOBILE
DEVICES

55%

NON-MOBILE
DEVICES

45%

Entertainment/Events

Changes from 2016:

- Mobile device usage increased from 61% to 67%
- Open rate increased from 21% to 35%, unique open rate increased from 10% to 17%, click rate decreased from 8.7% to 4.4%, unique click rate increased from 1.9% to 3.1%
- Male/female recipients stayed nearly constant at 45%/55%

An increase in mobile usage, unique open rate, and unique click rate point to good sending habits and strategy in the Entertainment/Events industry.

MONTHLY
SEND RATE **3**

UNIQUE
OPEN RATE **17%**

OPEN
RATE **35%**

UNIQUE
CLICK RATE **3.1%**

CLICK
RATE **4.4%**

UNIQUE
CLICK-TO-OPEN **18%**

MALE
RECIPIENTS **45%**

FEMALE
RECIPIENTS **55%**

MOBILE
DEVICES **67%**

NON-MOBILE
DEVICES **33%**



Financial Services

Changes from 2016:

- Mobile usage increased from 49% to 55%
- Monthly send rate stayed constant at 6 messages per month
- Open rate increased from 23% to 40%, unique open rate increased from 10% to 20%, click rate decreased from 6.1% to 2.1%, and unique click rate decreased from 1.4% to 1.3%

Although message frequency didn't increase, engagement saw changes that were similar to engagement across all industries.

MONTHLY
SEND RATE **6**

UNIQUE
OPEN RATE **20%**

OPEN
RATE **40%**

UNIQUE
CLICK RATE **1.3%**

CLICK
RATE **2.1%**

UNIQUE
CLICK-TO-OPEN **7%**

MALE
RECIPIENTS **54%**

FEMALE
RECIPIENTS **46%**

MOBILE
DEVICES **55%**

NON-MOBILE
DEVICES **45%**



Gaming

Changes from 2016:

- Mobile usage increased from 42% to 55%
- Monthly send rate increased from 3 messages per month to 5 messages per month
- Open rate increased from 16% to 21%, unique open rate increased from 7% to 11%, click rate decreased from 8% to 3.6%, unique click rate increased from 2% to 2.8%

The Gaming industry now has the highest click to open rate of all industries.

MONTHLY SEND RATE	5	UNIQUE OPEN RATE	11%	OPEN RATE	21%	UNIQUE CLICK RATE	2.8%	CLICK RATE	3.9%
UNIQUE CLICK-TO-OPEN	25%	MALE RECIPIENTS	59%	FEMALE RECIPIENTS	41%	MOBILE DEVICES	55%	NON-MOBILE DEVICES	45%



Government

Changes from 2016:

- Mobile usage increased from 36% to 47%
- Monthly send rate decreased from 5 messages per month to 4 messages per month
- Open rate increased from 23% to 48%, unique open rate increased from 11% to 20%, click rate decreased from 7.2% to 5.1%, unique click rate increased from 1.6% to 2.9%

Government emails are still more commonly read on non-mobile devices, but they are moving in the same direction of most other industries.

MONTHLY
SEND RATE

4

UNIQUE
OPEN RATE

20%

OPEN
RATE

48%

UNIQUE
CLICK RATE

2.9%

CLICK
RATE

5.1%

UNIQUE
CLICK-TO-OPEN

14%

MALE
RECIPIENTS

47%

FEMALE
RECIPIENTS

53%

MOBILE
DEVICES

47%

NON-MOBILE
DEVICES

53%



Insurance

Changes from 2016:

- Mobile device usage decreased from 50% to 48%
- Monthly send rate decreased from 5 messages per month to 3 messages per month
- Open rate increased from 6% to 40%, unique open rate increased from 3% to 14%, click rate increased from 1.7% to 3.2%, unique click rate increased from 0.5% to 2.1%

The Insurance industry was one of only two industries that went against the trend, and had an increase in desktop usage by recipients.

MONTHLY
SEND RATE

3

UNIQUE
OPEN RATE

14%

OPEN
RATE

40%

UNIQUE
CLICK RATE

2.1%

CLICK
RATE

3.2%

UNIQUE
CLICK-TO-OPEN

15%

MALE
RECIPIENTS

50%

FEMALE
RECIPIENTS

50%

MOBILE
DEVICES

48%

NON-MOBILE
DEVICES

52%



Marketing/Advertising

Changes from 2016:

- Mobile usage increased from 49% to 56%
- Monthly send rate remained constant at 5 messages per week
- Open rate increased from 24% to 29%, unique open rate increased from 11% to 14%, click rate decreased from 7.7% to 2.3%, unique click rate increased from 1.5% to 1.6%

An increase in most engagement stats without a change in monthly send rate may be caused by better, more targeted content to recipients.

MONTHLY SEND RATE	5	UNIQUE OPEN RATE	14%	OPEN RATE	29%	UNIQUE CLICK RATE	1.6%	CLICK RATE	2.3%
UNIQUE CLICK-TO-OPEN	11%	MALE RECIPIENTS	48%	FEMALE RECIPIENTS	52%	MOBILE DEVICES	56%	NON-MOBILE DEVICES	44%



Mobile App

Changes from 2016:

- Mobile device usage increased from 57% to 67%
- Monthly send rate decreased from 8 messages per month to 6 messages per month
- Male recipients increased from 37% to 55%

The Mobile App industry had the biggest swing in male recipients, but also had a decrease in engagement across the board. Senders may consider tweaking their content to better target recipients.

MONTHLY
SEND RATE

6

UNIQUE
OPEN RATE

15%

OPEN
RATE

27%

UNIQUE
CLICK RATE

1.7%

CLICK
RATE

2.5%

UNIQUE
CLICK-TO-OPEN

11%

MALE
RECIPIENTS

55%

FEMALE
RECIPIENTS

45%

MOBILE
DEVICES

67%

NON-MOBILE
DEVICES

33%



Politics/Advocacy

Changes from 2016:

- Mobile usage increased from 41% to 57%
- Monthly send rate decreased from 9 messages per month to 7 messages per month
- Open rate increased from 30% to 32%, unique open rate increased from 14% to 18%, click rate decreased from 10.5% to 3.1%, unique click rate increased from 1.8% to 2.1%

Politics/Advocacy emails had a drop in monthly send rate and a corresponding increase in most engagement statistics.

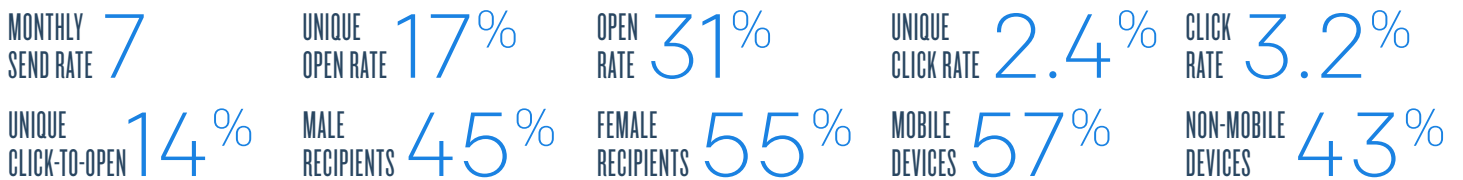
MONTHLY SEND RATE	7	UNIQUE OPEN RATE	18%	OPEN RATE	32%	UNIQUE CLICK RATE	2.1%	CLICK RATE	3.1%
UNIQUE CLICK-TO-OPEN	12%	MALE RECIPIENTS	49%	FEMALE RECIPIENTS	51%	MOBILE DEVICES	57%	NON-MOBILE DEVICES	43%

Professional Services

Changes from 2016:

- Mobile usage increased from 44% to 57%
- Monthly send rate increased from 5 messages per month to 7 messages per month
- Open rate increased from 25% to 31%, unique open rate increased from 12% to 17%, click rate decreased from 8.3% to 3.2%, unique click rate increased from 2.3% to 2.4%

The Professional Services industry was one of a few that was able to increase the number of messages sent each month as well as increase engagement across most statistics.





Real Estate

Changes from 2016:

- Mobile device usage increased from 66% to 72%
- Monthly send rate increased from 12 messages per month to 15 messages per month
- Engagement decreased across the board. Open rate decreased from 40% to 16%, unique open rate decreased from 16% to 8%, click rate decreased from 18.5% to 2.2%, and unique click rate decreased from 3.9% to 1.3%

The Real Estate industry was one of a few industries that increased their monthly send rate. Since engagement also decreased, it may be worth lowering the number of messages sent each month.

MONTHLY
SEND RATE 15

UNIQUE
OPEN RATE 8%

OPEN
RATE 16%

UNIQUE
CLICK RATE 1.3%

CLICK
RATE 2.2%

UNIQUE
CLICK-TO-OPEN 16%

MALE
RECIPIENTS 42%

FEMALE
RECIPIENTS 58%

MOBILE
DEVICES 72%

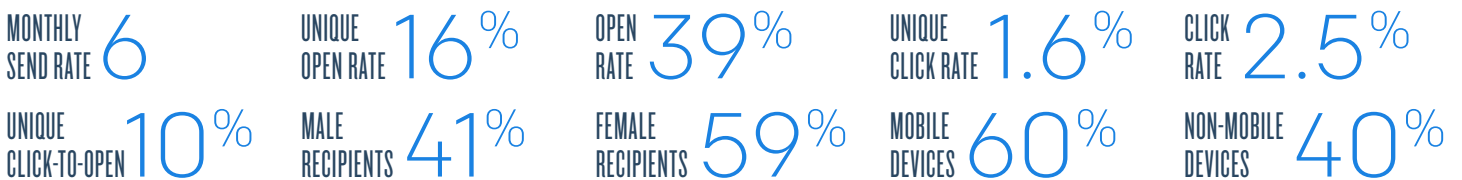
NON-MOBILE
DEVICES 29%

Religious/Spiritual

Changes from 2016:

- Male/female recipients and mobile/non-mobile usage remained constant
- Monthly send rate increased from 5 messages per month to 6 messages per month
- Open rate increased from 25% to 39% and unique open rate increased from 11% to 16%

Unlike most industries, Religious/Spiritual did not see significant change in mobile usage or recipient gender. An increase in unique open rate and unique click rate may be due to better content within emails.





Retail

Changes from 2016:

- Female recipients increased from 49% to 59%
- Monthly send rate decreased from 5 messages per month to 4 messages per month
- Open rate increased from 44% to 64%, unique open rate increased from 11% to 25%, click rate decreased from 30.4% to 10.1%, unique click rate increased from 3.2% to 5.8%

The Retail industry continues to have the highest click rate and unique click rate of all industries.

MONTHLY SEND RATE	4	UNIQUE OPEN RATE	25%	OPEN RATE	64%	UNIQUE CLICK RATE	5.8%	CLICK RATE	10.1%
UNIQUE CLICK-TO-OPEN	23%	MALE RECIPIENTS	41%	FEMALE RECIPIENTS	59%	MOBILE DEVICES	68%	NON-MOBILE DEVICES	32%



Telecommunications

Changes from 2016:

- Male/female recipients remained constant
- Monthly send rate remained constant
- Open rate increased from 14% to 29%, unique open rate increased from 6% to 11%, click rate increased from 1.8% to 2.1%, unique click rate increased from .4% to 1.4%

With monthly send rate remaining constant, but an increase in all engagement stats, the Telecommunications industry may be sending better, more engaging content.

MONTHLY
SEND RATE

3

UNIQUE
OPEN RATE

11%

OPEN
RATE

29%

UNIQUE
CLICK RATE

1.4%

CLICK
RATE

2.1%

UNIQUE
CLICK-TO-OPEN

13%

MALE
RECIPIENTS

45%

FEMALE
RECIPIENTS

55%

MOBILE
DEVICES

61%

NON-MOBILE
DEVICES

39%

05 Engagement Benchmark Highlights



Mobile Continues to Dominate: 8 industries were desktop dominant in 2016 vs. only 2 in 2017 (Insurance and Government). Only insurance went in the opposite direction of the trend, with a decrease of mobile usage from 50% to 48%.



Higher Send Rate Usually Lowers Engagement: 2017 is really seeing the increase in monthly send rate negatively impacting engagement across the board. Nearly every industry that increased their sending frequency saw a corresponding drop in engagement.



Retail and Insurance Reel in Sending, Increase Engagement: On the flipside, industries that decreased monthly send rate, like Retail and Insurance, saw an increase in most of their engagement benchmarks.



Recipients are Pickier About What Emails they Open: The increase in open rates, and decrease in click rates could point to more emails being sent by all industries and customers becoming more discerning about what they are willing to click on. For example, an industry like Travel/ Hospitality may be sending a lot more emails that everyone looks at, but only click on if the deal is exceptional.



Use All the Data: It's important to know your audience and collect as much data at sign up as possible without deterring individuals from joining. Since certain industries are more likely to have more subscribers of one gender vs. the other, it's important that content and calls to action are relevant and take into account the gender split in order to improve engagement.

06 How and Where is Email Being Consumed?

In addition to gathering email engagement benchmarks, we also looked at how email is being consumed in different countries. Below are the top 25 countries SendGrid customers are sending email to, as well as the top recipient devices and inbox providers in each country.

COUNTRY	INBOX PROVIDERS					DEVICES				
Argentina	HOTMAIL	GMAIL	YAHOO	LIVE	OUTLOOK	WINDOWS	SAMSUNG	IPHONE	LG	MOTOROLA
Australia	GMAIL	HOTMAIL	BIGPOND	YAHOO	LIVE	IPHONE	WINDOWS	SAMSUNG	MACBOOK	IPAD
Brazil	GMAIL	HOTMAIL	YAHOO	OUTLOOK	LIVE	WINDOWS	SAMSUNG	IPHONE	MOTOROLA	MACBOOK
Canada	GMAIL	HOTMAIL	YAHOO	LIVE	OUTLOOK	WINDOWS	IPHONE	SAMSUNG	MACBOOK	IPAD
Chile	GMAIL	HOTMAIL	YAHOO	LIVE	OUTLOOK	WINDOWS	IPHONE	SAMSUNG	MACBOOK	LG
Colombia	HOTMAIL	GMAIL	YAHOO	OUTLOOK	LIVE	WINDOWS	IPHONE	SAMSUNG	MACBOOK	MOTOROLA
France	GMAIL	HOTMAIL	ORANGE	YAHOO	WANADOO	WINDOWS	IPHONE	SAMSUNG	MACBOOK	IPAD
Germany	GMAIL	GMX	WEB	T-ONLINE	HOTMAIL	WINDOWS	IPHONE	SAMSUNG	MACBOOK	IPAD
Ireland	GMAIL	HOTMAIL	YAHOO	LIVE	ICLOUD	WINDOWS	IPHONE	SAMSUNG	MACBOOK	IPAD
India	GMAIL	YAHOO	HOTMAIL	OUTLOOK	YMAIL	WINDOWS	SAMSUNG	IPHONE	MACBOOK	MOTOROLA
Indonesia	GMAIL	YAHOO	HOTMAIL	YMAIL	ICLOUD	WINDOWS	SAMSUNG	IPHONE	MACBOOK	IPAD
Italy	GMAIL	HOTMAIL	LIBERO	YAHOO	LIVE	WINDOWS	IPHONE	SAMSUNG	MACBOOK	IPAD
Japan	GMAIL	YAHOO	WEB	ICLOUD	HOTMAIL	IPHONE	WINDOWS	MACBOOK	IPAD	NEXUS
Malaysia	GMAIL	HOTMAIL	YAHOO	LIVE	OUTLOOK	WINDOWS	IPHONE	SAMSUNG	MACBOOK	IPAD
Mexico	HOTMAIL	GMAIL	YAHOO	OUTLOOK	LIVE	WINDOWS	IPHONE	SAMSUNG	MACBOOK	IPAD
Netherlands	GMAIL	HOTMAIL	LIVE	ME	YAHOO	WINDOWS	IPHONE	SAMSUNG	MACBOOK	IPAD
Peru	GMAIL	HOTMAIL	YAHOO	OUTLOOK	LIVE	WINDOWS	SAMSUNG	IPHONE	LG	MOTOROLA
Russia	MAIL.RU	YANDEX	GMAIL	ICLOUD	YAHOO	WINDOWS	IPHONE	SAMSUNG	IPAD	MACBOOK
Singapore	GMAIL	YAHOO	HOTMAIL	LIVE	OUTLOOK	IPHONE	WINDOWS	SAMSUNG	MACBOOK	IPAD
South Africa	GMAIL	YAHOO	HOTMAIL	WEB	ICLOUD	WINDOWS	SAMSUNG	IPHONE	MACBOOK	IPAD
Spain	GMAIL	HOTMAIL	YAHOO	OUTLOOK	ICLOUD	WINDOWS	IPHONE	SAMSUNG	MACBOOK	IPAD
Sweden	GMAIL	HOTMAIL	LIVE	YAHOO	OUTLOOK	WINDOWS	IPHONE	SAMSUNG	MACBOOK	IPAD
Taiwan	GMAIL	YAHOO	HOTMAIL	YMAIL	LIVE	WINDOWS	IPHONE	SAMSUNG	MACBOOK	HTC
Turkey	GMAIL	HOTMAIL	YAHOO	OUTLOOK	LIVE	WINDOWS	IPHONE	SAMSUNG	MACBOOK	LG
United Kingdom	GMAIL	HOTMAIL	YAHOO	BTINTERNET	AOL	IPHONE	WINDOWS	SAMSUNG	IPAD	MACBOOK
United States	GMAIL	YAHOO	HOTMAIL	AOL	COMCAST	IPHONE	WINDOWS	SAMSUNG	MACBOOK	IPAD

07 Geographic/Device Highlights



Gmail has gained even more market share across the countries our senders are sending email to. Even in countries like Germany, where GMX was most popular last year, Gmail is now the most common inbox provider.



iPhone usage is increasing across many of the countries where our senders have recipients. In 2016, iPhones were the most commonly used device to view email in only one country (Japan). In 2017, there are 5 countries where iPhones are used most commonly.



Regardless of the countries email is sent to, the devices that are most commonly used to read email are iPhones, Windows devices, and Samsung devices. Senders should always make sure emails render correctly on these platforms.



Make sure you keep an eye on where your recipients are located. If you're sending to numerous countries, you should be aware that messages will be delivered to many different inbox providers.

08 Advice from SendGrid's Email Experts

To help you improve your email program, we asked our email delivery experts to weigh in on the data that we uncovered. Below are some ideas you may want to consider when planning changes to your email habits or setting goals for 2017:

- **Monthly Send Rate, Opens, and Clicks:** If there's one thing we've noticed from 2016 to 2017, it's how impactful your sending frequency can be on engagement. With so many companies vying for inbox space, you need to make sure you're sending the optimal amount of email each month. Keep a close eye on the number of messages you send and how your unique open rates and unique click rates are affected. Unfortunately the average isn't a silver bullet; each program is unique and the only way to determine a frequency is through trial, error, and evaluating recipient behaviors.
- **Mobile Optimization:** Another huge takeaway from this year's report is the migration to mobile devices. It is essential that your messages are responsive and provide a great user experience no matter what device they are read on.
- **Inbox Provider Mobile Changes:** Late in 2016 Google started supporting responsive design in their Apple/Android app. This may explain some of the increase in mobile usage since content is now rendering on mobile and recipients can now engage. Yahoo doesn't support responsive design, but the native email app on Apple/Android does.

- **Address Collection:** Don't forget about where you collect users. These reports focus on where recipients engage, but it's worth noting whether your recipients come to you through an app-based/mobile sign up vs. a website. Growing from an app-based relationship with a user to an email-based relationship takes careful attention. Make sure they are aware of the shift both with the email address they are providing (careful of those old Facebook accounts with possibly no-longer-valid addresses) and that they know what types and what frequency of messages will come through after they "sign up." Additionally, storing as much information as possible at the point of collection can be useful down the road. Things like IP address, date, time, address collection form, URL, etc. can come in handy when attempting to resolve issues with blacklist operators and ISPs.
- **A/B Testing:** Keep in mind, these are simply benchmarks for you to consider. What works for the majority may not work for you. Every email marketing program is different, and you need to monitor your own sending frequency, opens, clicks, and unsubscribes to maintain your deliverability. Also, always ensure that you implement A/B testing before making any changes to your email program. The averages help you contextualize where your program is and where you may want to take it, but be sure to focus on your recipients and the metrics they generate.
- **Send Frequency:** Use our monthly send rate benchmark to optimize the number of times you message customers each month. If you're sending fewer times each month than the average, there could be an opportunity to message customers more often. Conversely, if you're sending more than the average, you may want to dial it back a bit to increase engagement.

- **Global Optimization:** If you're a global sender, make sure to look at the types of email clients and devices that your recipients in different countries use. Mail.ru, Live, and GMX may not be common inbox providers in the United States, but they're much more common in Russia, Germany, and Canada. Additionally, be aware of the privacy and electronic communication laws on the books in the countries where your recipients live; not complying with these regulations can result in stiff monetary fines.

If you're creating or running an email program for your company, and you'd like help doing it the right way, we suggest enlisting the help of SendGrid's email experts. Learn more about getting custom delivery and managed services with **SendGrid Expert Services**. For more advice on what key tactics can help improve your deliverability, read our **2017 Email Deliverability Guide**.

09 Appendix:

Methodology

SendGrid collects metadata on all events in the email process, including delivery to the inbox provider, opens, and any clicks on links within emails. We use metadata to provide services and information to our customers and to improve our service as a whole.

For the benefit of our customers and all email senders, we've summarized this data in the aggregate segmented by:

1. Industry of the sender
2. Location of the recipient
3. Gender of the recipient
4. Device used by the recipient

Here's how we analyzed and segmented our data:

Industries - SendGrid customers self-select the industry they believe their business falls into when they create their account.

Associating email with geography - IP addresses collected from opens and clicks were geolocated using up-to-date databases.

Inferring recipient gender - Most email addresses contain a first name. We extracted names from email addresses and cross referenced those names with the **U.S. Social Security Administration public names database** to infer the gender likelihoods. This method was then normalized against senders with published gender ratios among their recipients. While this method cannot definitively identify the gender of every email address, it is able to estimate the gender breakdown in a recipient population.

Detecting recipient devices - SendGrid uses user agent parsing libraries to automatically infer and categorize the hardware and software being used by a recipient when they open or click an email.

Determining recipient inbox provider - Recipient inboxes are inferred from the domain in the email address and from the IP address associated with the domain.

Metrics Definitions

Open and Click Rate: These rates are the ratio between the total number of opens or clicks divided by the total number of emails delivered. These rates include duplicate opens, clicks, and deliveries as they occur.

Gender Ratios: Inferred using a method described above, these ratios represent an estimate of gender ratios based on the gender rates reported by the Social Security Administration for names which occur in some emails.

Mobile Ratios: Using the recipient device information inferred using the method described above, devices were categorized as mobile or not mobile. These ratios are the distinct count of mobile/non-mobile devices seen divided by the total distinct count of devices seen. Each device is counted only once per recipient.

Monthly Send Rate (Send Frequency): This is an estimate of the average (mean) number of emails received by a sender's recipients over the course of a month. It is calculated as the total number of deliveries divided by the distinct/unique number of recipients to which those emails were delivered.

Click-to-Open Rate: This is the ratio of unique clicks to unique opens; duplicates are not counted. This answers the question: "Of the emails that were opened, what percentage were clicked?" It can be thought of as a proxy for content quality.

10 Additional Resources

Guides

104 Email Marketing Myths, Experiments, and Inspiration

The 2017 Email Deliverability Guide

2017 Tips and Tricks to Stay Out of the Spam Folder

The Expert's Guide to Email Marketing

Blog Posts

Honoring Opt-Outs is Good Business

How to Create Facebook Ad Campaigns with SendGrid

How to Email Blast Without Getting Blacklisted

|| About The Authors



AARON BEACH

Aaron is a Data Scientist at SendGrid. He used to be an academic researcher. You can read some of [his research papers](#) here. After getting a PhD focused on privacy in social networks and sensor networks he started a location-based advertising company using machine learning and natural language processing. He went on to do research for the Department of Energy, designing distributed data systems for the military and national labs. After coming to SendGrid he started the Big Data Team and now spends most of his time predicting which emails you will read.



VICTOR AMIN

As a Data Scientist at SendGrid, Victor builds machine learning models to predict engagement and detect abuse in a mailstream that handles over a billion emails per day. After graduating cum laude from Princeton University, he founded an Internet security company and published papers as a bioinformatician in a statistical genetics lab at the University of Florida. Victor holds a PhD in Physical Chemistry from Northwestern University, where he studied quantum confinement and applications of machine learning to small molecule discovery.



WARREN DUFF

Warren is a Senior Content Marketing Manager at SendGrid. In his role at SendGrid, he develops new content about email best practices, email marketing, and any other subjects that SendGrid users will find useful. Warren is responsible for compiling, writing, and editing many of the guides you see on the site like the *2017 Email Deliverability Guide*, *The Expert's Guide to Email Marketing*, and *104 Email Marketing Myths, Experiments, and Inspiration*.

12 Get Started with SendGrid

About SendGrid

SendGrid helps you focus on your business without the cost and complexity of owning and maintaining an email infrastructure. We help with all technical details (from whitelabeling to DKIM) and offer world-class deliverability expertise to help your emails reach the inbox. And with a full-featured marketing email service that offers an intuitive workflow, effortless list segmentation, and actionable analytics, all of your email needs are met in one simple platform.

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