SENDGRID'S GLOBAL EMAIL BENCHMARK REPORT

2018

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02 **Introduction**

Each year, SendGrid leverages the knowledge and experience of our internal data scientists and deliverability experts to develop and publish our *Global Email Benchmark Report*. For 2018, we're happy to provide this resource to email senders of all types.

This year's *Global Email Benchmark Report* features data and benchmarks from more than 50 billion emails from over 100,000 different senders to more than 2 billion different recipient addresses. As a sender, this report can help you:

- Determine how effective your email program is by comparing your campaign metrics to the average metrics of your industry.

- Identify areas that you can improve, or see where you're outperforming the average senders in your industry.

- Develop goals for your email program so that your email program is even more successful in the future.

For a lot of senders, once an email campaign is sent, they're not sure if the results are good or bad. This report will help you by giving you a baseline for your industry. From there, you can tell if the emails you're sending are performing the way you want, or if you need to make changes.

This year's report is packed with useful email metrics. Not only are we providing the same engagement benchmarks that we've had in past years, we've also added delivery rates and spam rates for each of the industries that send email through SendGrid.

03 2018 Methodology Changes

In 2018, we've moved away from using "raw rates" including "raw open rate" and "raw click rate" because we found these statistics could be misleading and skewed, making them a bad fit for benchmarking purposes.

Let's use an example as to why: if someone takes a link you included in your email and posts it on Twitter where it's clicked thousands of times, it will look like your raw open or click rate is much higher than 100%. That may be good for you as a sender, but it could skew the overall open and click rate benchmarks.

With our new methodology, we're only using what we used to call "unique" rates. Rather than dividing the number of opens or clicks by the number of messages (the raw rate), we report the percentage of unique messages that were clicked or opened. In this way, we do not double count multiple opens or clicks of the same message. We report these "unique" rates for each segment (industry, country, demographic) in terms of aggregate and median rates:

- Aggregate rates, which can be compared to the "unique" rates we reported in previous benchmarks, report the rate for the entire segment as though it were one big sender.

- Median rates report refer to the rate reported by the 50th percentile or "average" sender within a segment.

For example, the aggregate statistics for the agriculture industry take all the messages for that industry into account, while the median looks at all the senders in that industry, and tells you, half the senders have better statistics, and half have worse.

Both of these statistics may be good for different things. For benchmarking yourself against the other senders in your industry, median may be the right statistic to look at. For identifying new trends and changes in your industry as a whole, the aggregate statistic might provide some good insight.

We have also included delivery statistics for each of the industries in this report so you can set benchmarks around your deliverability:

- **Aggregate Spam Rate** - Since this takes into account all emails sent across the industry, there are going to be a small number of spam reports. If you were a large sender, you could potentially use this as a benchmark, but in general, you want to be as close to zero as possible.

- **Median Spam Rate** - The reason the median spam rate is 0.0% across all industries, is because most senders don't get spam reports. This isn't a useless statistic. Unless you're a very large sender, there's no "healthy" spam report rate; your spam report should be zero.

- **Aggregate Delivery Rate** - Of valid email addresses, this is the percentage of messages that were accepted to the inbox. We did not include invalid email addresses or inboxes that don't exist because they don't contribute to the benchmark.

- **Median Delivery Rate** - This is the delivery rate for the average sender in a segment, meaning that half the senders have better delivery rates and half have worse.

Lastly, for 2018, SendGrid also made changes to how we define industries and the senders within them based on the **North American Industry Classification System (NAICS)**, the **Standard Industrial Classification (SIC)**, and internal methodology. As a result, some industries have changed from previous years.

04 Industry-Wide Observations for 2018

2018 AGGREGATE OPEN RATE **18.0**%	AGGREGATE CLICK RATE **2.0**%	CLICK-TO-OPEN RATE **11.1**%	MONTHLY SEND RATE **7.0**
2017 AGGREGATE OPEN RATE **14.6**%	AGGREGATE CLICK RATE **1.7**%	CLICK-TO-OPEN RATE **11.6**%	MONTHLY SEND RATE **8.1**
2016 AGGREGATE OPEN RATE **14.2**%	AGGREGATE CLICK RATE **1.9**%	CLICK-TO-OPEN RATE **13.6**%	MONTHLY SEND RATE **9.8**

The trend that we've seen in the past is that unique open rates have gone up, but unique click rates have gone down, which caused a drop in click to open rate last year. This year, we're seeing that continue:

- Aggregate open rate has increased to 18% in 2018, and aggregate click rate has also increased from 1.7% to 2% this year.

- We also saw a decrease in the aggregate monthly send rate to just 7 messages per month per recipient in 2018. This means that senders may be becoming smarter and more targeted in their sends.

- The click-to-open rate is leveling off around 11%. While this has dropped slightly from 2017 to 2018, that's really because the aggregate open rate has increased quite a bit, while the aggregate click rate hasn't increased quite as much.

These changes reinforce our belief that recipients are becoming more discerning on what they click on. While recipients may open more emails, they aren't necessarily going to click on links within the message.

We're also seeing a re-acceleration in transactional email. Why that's happening, we're unsure, but it means that there are more messages being sent overall. For example, this year we saw the most email volume occur in one day on Cyber Monday, NOT Black Friday. This could be a result of so many transactional emails being sent on that day.

We believe that email's really becoming the communication tool for keeping a record of things. Whether it's an Uber receipt, or a shipping notification, or even a receipt from your purchase in a retail store where they ask if you'd prefer your receipt emailed, email is where people want those transaction records.

05 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.

The data for this analysis came from more than 50 billion emails from over 100,000 different senders to more than 2 billion different recipient addresses. Most Internet users in the world are 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. We have included numbers relating SendGrid's relative email volume in different countries and industries for this reason.

This study may not be representative of personal email.
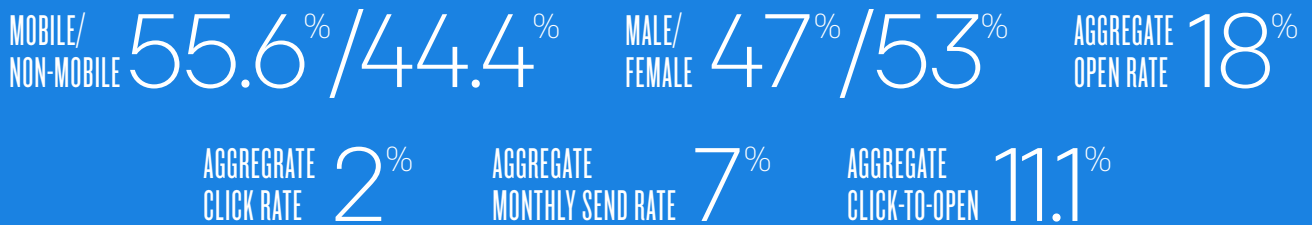
06 Determine Your Email Engagement Health

This section provides the email engagement benchmarks for the industries that send email through SendGrid. 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

- Aggregate and median open rate

- Aggregate and median click rate

- Aggregate click-to-open rate

- Aggregate and median monthly send rate

- Aggregate and median delivery rate

- Aggregate and median spam rate

Definitions for each of the different engagement benchmarks can be found in the Appendix.

Average Statistics for All Industries in 2018

MOBILE/ NON-MOBILE 55.6% /44.4%   **MALE/ FEMALE** 47% /53%   **AGGREGATE OPEN RATE** 18%

AGGREGRATE CLICK RATE 2%   **AGGREGATE MONTHLY SEND RATE** 7%   **AGGREGATE CLICK-TO-OPEN** 11.1%

Below, you'll find the average email engagement stats for each of the industries that send email through SendGrid. Use these stats to set a benchmark for your campaigns and make changes to your emails if you're behind the rest of your industry.

We've also included takeaways and things to consider from Aaron Beach, SendGrid's internal data scientist, to help you learn even more about the metrics and data used in this report!

Agriculture + Mining

- Average percentage of male and female recipients - **43%/57%**

- Average percentage of email that is opened on mobile and non-mobile devices - **55.4%/44.6%**

- Aggregate and median open rate - **23%/32%**

- Aggregate and median click rate - **6.5%/3.1%**

- Aggregate click-to-open rate - **27.8%**

- Aggregate and median monthly send rate - **3.0/4.4**

- Aggregate and median delivery rate - **96.7%/98.8%**

- Aggregate and median spam rate - **0.018%/0.0%**

DR. BEACH SAYS:

Monthly send rate is the per-sender, per-recipient rate. For one contact on your list, how many messages are they getting each month? This is also one of the uncommon industries where the aggregate is less than the median.
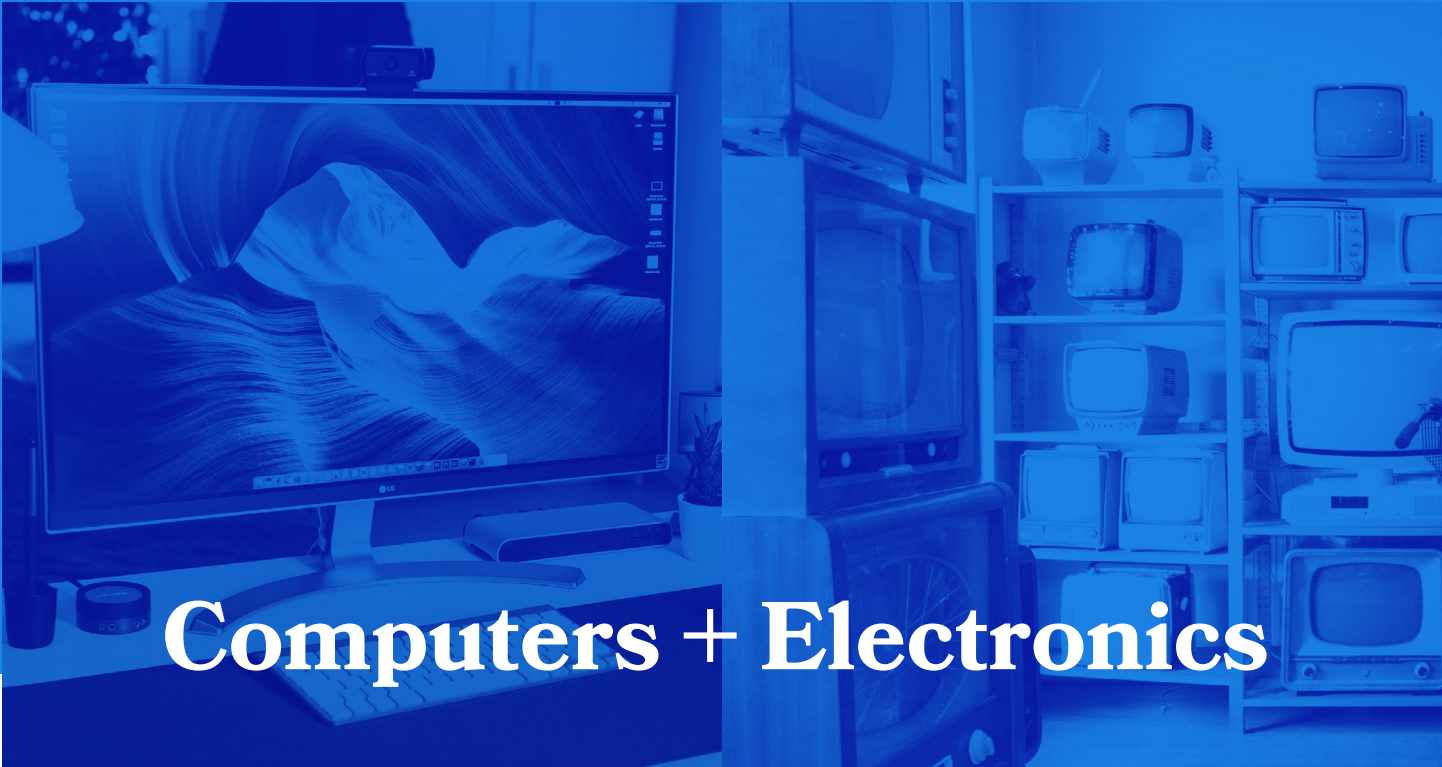
Business Services

- Average percentage of male and female recipients - **44%/56%**

- Average percentage of email that is opened on mobile and non-mobile devices - **58.2%/41.8%**

- Aggregate and median open rate - **15%/34%**

- Aggregate and median click rate - **2.0%/3.1%**

- Aggregate click-to-open rate - **13.3%**

- Aggregate and median monthly send rate - **6.5/2.0**

- Aggregate and median delivery rate - **98.6%/100.0%**

- Aggregate and median spam rate - **0.018%/0.0%**

DR. BEACH SAYS:

With a 100% median delivery rate, this means that the average business services sender is getting all of their messages delivered. This could be because there are a lot of small senders that have small, engaged lists.

Computers + Electronics

- Average percentage of male and female recipients - **53%/47%**

- Average percentage of email that is opened on mobile and non-mobile devices - **65.8%/34.2%**

- Aggregate and median open rate - **23%/42%**

- Aggregate and median click rate - **8.9%/1.8%**

- Aggregate click-to-open rate - **38.4%**

- Aggregate and median monthly send rate - **5.1/2.8**

- Aggregate and median delivery rate - **96.3%/99.8%**

- Aggregate and median spam rate - **0.019%/0.0%**

DR. BEACH SAYS:

I think the high click-to-open rate may be linked to the rise in transactional emails. We have so many services sending receipt, account registration, and other triggered emails; those emails have really good engagement, and that may be what we're seeing here.

Consumer Services

- Average percentage of male and female recipients - **46%/54%**

- Average percentage of email that is opened on mobile and non-mobile devices - **60.9%/39.1%**

- Aggregate and median open rate - **38%/38%**

- Aggregate and median click rate - **4.0%/2.9%**

- Aggregate click-to-open rate - **10.5%**

- Aggregate and median monthly send rate - **8.3/3.5**

- Aggregate and median delivery rate - **97.2%/99.2%**

- Aggregate and median spam rate - **0.016%/0.0%**

DR. BEACH SAYS:

When the aggregate and median open rate have the same engagement, like in consumer services here, it means that the industry as a whole behaves very much like the average sender in that industry.

Education

- Average percentage of male and female recipients - **46%/54%**

- Average percentage of email that is opened on mobile and non-mobile devices - **42/7%/57.3%**

- Aggregate and median open rate - **27%/42%**

- Aggregate and median click rate - **2.7%/3.4%**

- Aggregate click-to-open rate - **10.2%**

- Aggregate and median monthly send rate - **6.7/3.0**

- Aggregate and median delivery rate - **97.1%/99.2%**

- Aggregate and median spam rate - **0.009%/0.0%**

DR. BEACH SAYS:

In general, it's highly unlikely for recipients to mark education-related emails as spam. This makes sense, most emails received from the school you, or someone in your family, attended are wanted.

Energy + Utilities

- Average percentage of male and female recipients - **51%/49%**

- Average percentage of email that is opened on mobile and non-mobile devices - **45.1%/54.9%**

- Aggregate and median open rate - **31%/40%**

- Aggregate and median click rate - **4.4%/1.1%**

- Aggregate click-to-open rate - **14.0%**

- Aggregate and median monthly send rate - **3.6/5.1**

- Aggregate and median delivery rate - **94.0%/99.6%**

- Aggregate and median spam rate - **0.011%/0.0%**

DR. BEACH SAYS:

The fact that the energy and utilities industry doesn't have any highest or lowest engagement statistics indicates that the industry as a whole, and the senders within it are pretty close to average across the board.

Financial Services

- Average percentage of male and female recipients - **52%/48%**

- Average percentage of email that is opened on mobile and non-mobile devices - **53.4%/46.6%**

- Aggregate and median open rate - **24%/45%**

- Aggregate and median click rate - **1.9%/0.6%**

- Aggregate click-to-open rate - **8.1%**

- Aggregate and median monthly send rate - **5.1/2.1**

- Aggregate and median delivery rate - **95.6%/99.8%**

- Aggregate and median spam rate - **0.014%/0.0**

DR. BEACH SAYS:

The low median click rate here leads me to think recipients of financial services emails open a fair number of messages, but aren't very interested in clicking on the link. This could mean recipients are opening the message, but then pulling up the app on their phone instead of opening the website in a browser.

Government

- Average percentage of male and female recipients - **42%/58%**

- Average percentage of email that is opened on mobile and non-mobile devices - **49.1%/50.9%**

- Aggregate and median open rate - **6%/36%**

- Aggregate and median click rate - **0.4%/2.1%**

- Aggregate click-to-open rate - **6.9%**

- Aggregate and median monthly send rate - **18.1/2.4**

- Aggregate and median delivery rate - **91.7%/99.6%**

- Aggregate and median spam rate - **0.007%/0.0%**

DR. BEACH SAYS:

The high aggregate monthly send rate in government emails means there are likely one or two senders using SendGrid that send a high volume of emails many times each month, which skews the aggregate average.

Manufacturing

- Average percentage of male and female recipients - **49%/51%**

- Average percentage of email that is opened on mobile and non-mobile devices - **34.5%/65.5%**

- Aggregate and median open rate - **16%/39%**

- Aggregate and median click rate - **2.1%/2.7%**

- Aggregate click-to-open rate - **13.4%**

- Aggregate and median monthly send rate - **3.8/3.0**

- Aggregate and median delivery rate - **96.3%/99.0%**

- Aggregate and median spam rate - **0.023%/0.0%**

DR. BEACH SAYS:

As a reminder, non-mobile devices also include laptop computers, while mobile devices are mobile phones, tablets, and other small devices.

Media + Entertainment

- Average percentage of male and female recipients - **49%/51%**

- Average percentage of email that is opened on mobile and non-mobile devices - **61.7%/38.3%**

- Aggregate and median open rate - **17%/36%**

- Aggregate and median click rate - **2.2%/0.5%**

- Aggregate click-to-open rate - **12.7%**

- Aggregate and median monthly send rate - **9.4/2.5**

- Aggregate and median delivery rate - **97.5%/99.8%**

- Aggregate and median spam rate - **0.012%/0.0%**

DR. BEACH SAYS:

The average email sender isn't really big, so this is another situation where you see a high aggregate monthly send rate, but low median monthly send rate, indicating smaller senders with lower sending frequency.

Non-Profit

- Average percentage of male and female recipients - **43%/57%**

- Average percentage of email that is opened on mobile and non-mobile devices - **50.2%/49.8%**

- Aggregate and median open rate - **13%/38%**

- Aggregate and median click rate - **0.8%/0.8%**

- Aggregate click-to-open rate - **5.7%**

- Aggregate and median monthly send rate - **5.1/2.0**

- Aggregate and median delivery rate - **99.3%/99.9%**

- Aggregate and median spam rate - **0.011%/0.0%**

DR. BEACH SAYS:

The high delivery rates, but low click-to-open rates indicate that these messages are getting to the inbox and getting opened, but not engaged with past that. You can imagine receiving a non-profit message that you would open, but not be super inclined to click on a link to donate all the time.

Real Estate + Construction

- Average percentage of male and female recipients - **48%/52%**

- Average percentage of email that is opened on mobile and non-mobile devices - **52.5%/47.5%**

- Aggregate and median open rate - **22%/35%**

- Aggregate and median click rate - **4.1%/1.7%**

- Aggregate click-to-open rate - **18.7%**

- Aggregate and median monthly send rate - **6.8/2.5**

- Aggregate and median delivery rate - **95.9%/99.5%**

- Aggregate and median spam rate - **0.016%/0.0%**

DR. BEACH SAYS:
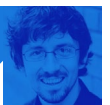
*One of the things we've noticed with real estate emails is that recipients are highly engaged with these emails until they buy a house. As a sender, if you notice recipients are no longer engaging with messages, they may have bought a property and you can now **sunset them**.*

Retail

- Average percentage of male and female recipients - **42%/58%**

- Average percentage of email that is opened on mobile and non-mobile devices - **61.2%/38.8%**

- Aggregate and median open rate - **19%/45%**

- Aggregate and median click rate - **2.7%/3.7%**

- Median click-to-open rate - **14.0%**

- Aggregate and median monthly send rate - **6.5/2.0**

- Aggregate and median delivery rate - **96.3%/99.9%**

- Aggregate and median spam rate - **0.015%/0.0%**

DR. BEACH SAYS:

We think that the reason retail has the highest median click rate is because revenue for companies in this industry is so closely tied to marketing email performance, they may be better at creating messages that drive recipients to click on links.

Software + Internet

- Average percentage of male and female recipients - **48%/52%**

- Average percentage of email that is opened on mobile and non-mobile devices - **54.5%/45.5%**

- Aggregate and median open rate - **18%/48%**

- Aggregate and median click rate - **1.8%/3.6%**

- Aggregate click-to-open rate - **10.1%**

- Aggregate and median monthly send rate - **6.9/1.4**

- Aggregate and median delivery rate - **97.8%/100.0%**

- Aggregate and median spam rate - **0.013%/0.0%**

DR. BEACH SAYS:
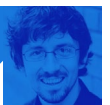
The engagement statistics in software and Internet coincide with what we think is going on across all industries. Recipients open a lot of these emails, they don't click on very many links, and companies are sending fewer emails to each recipient each month. We think people are a lot more discerning in this industry—opening and looking at emails, but only clicking on a select few.

Telecommunications

- Average percentage of male and female recipients - **50%/50%**

- Average percentage of email that is opened on mobile and non-mobile devices - **49.8%/50.2%**

- Aggregate and median open rate - **18%/31%**

- Aggregate and median click rate - **1.7%/1.0%**

- Aggregate click-to-open rate - **9.8%**

- Aggregate and median monthly send rate - **6.6/4.6**

- Aggregate and median delivery rate - **97.0%/99.4%**

- Aggregate and median spam rate - **0.030%/0.0%**

DR. BEACH SAYS:

Despite a reasonable monthly send rate, telecommunications has below average engagement statistics. Telecommunications also has the highest spam rate. Senders in this industry should focus on engaging content and sending messages to recipients that are interested in receiving these emails to try and outperform the low metrics industry wide.

Transportation + Storage

- Average percentage of male and female recipients - **49%/51%**

- Average percentage of email that is opened on mobile and non-mobile devices - **52.4%/47.6%**

- Aggregate and median open rate - **20%/36%**

- Aggregate and median click rate - **2.4%/1.4%**

- Aggregate click-to-open rate - **11.9%**

- Aggregate and median monthly send rate - **7.3/6.2**

- Aggregate and median delivery rate - **95.6%/98.9%**

- Aggregate and median spam rate - **0.008%/0.0%**

DR. BEACH SAYS:

The high monthly send rate in the transportation and storage industry could be indicative of a lot of status update, receipt, and notification emails being sent. This is where a company like Uber would be categorized, so you can imagine the number of transactional emails that could be going out each month.

Wholesale + Distribution

- Average percentage of male and female recipients - **47%/53%**

- Average percentage of email that is opened on mobile and non-mobile devices - **28.6%/71.4%**

- Aggregate and median open rate - **19%/30%**

- Aggregate and median click rate - **2.2%/1.5%**

- Aggregate click-to-open rate - **11.2%**

- Aggregate and median monthly send rate - **7.0/4.0**

- Aggregate and median delivery rate - **97.4%/99.2%**

- Aggregate and median spam rate - **0.013%/0.0%**

DR. BEACH SAYS:

This could be another situation where people are getting a lot of notifications, they're not really opening the messages or clicking on links within messages, so it could be that the emails are sent and retained for record keeping purposes.

08 Engagement Benchmark Highlights

The software and Internet industry has the highest median open rate and second highest median click rate. It also has the LOWEST median monthly send rate, meaning the industry sends less each month, but recipients are engaging with their emails more than other industries.

Wholesale and distribution has the lowest median open rate, which may coincide with their fairly high median monthly send rate of 4 messages per month. Another interesting element of this industry is that messages are being opened on desktop far more than on mobile devices.

Transportation and storage sends the highest number of of messages per month at 6.2 messages. Government has the highest aggregate monthly send rate with 18.1 messages.

With our new industry definitions, we are also seeing new mobile and desktop usage ratios. Emails from the computers and electronics industry have the highest percentage of being opened on mobile devices.

The computers and electronics industry also has the highest click-to-open rate of all industries, while the non-profit industry has the lowest click-to-open rate.

Across all industries, the median delivery rates are very high, and median spam rates are all zero. This is a great sign that senders using SendGrid are sending email to good email addresses, they're getting bounced rarely, and recipients are seldom marking messages as spam. To learn more about building a good recipient list, you can read our guide, ***How to Grow Your Email Marketing List***.

Nearly all industries skew just slightly toward female recipients, except for computers and electronics, energy and utilities, and financial services.

Only two industries had 100% median delivery rate: software and internet, and business services. This means that the average sender is getting all of their email delivered correctly, which could also be a sign of the average sender having a relatively small, but engaged, recipient list.

As a sender in any of these industries, if you're seeing delivery rates or spam rates significantly lower than the industry average, use our **ROI Calculator** to determine how much impact those rates are having on your revenue.

How and Where is Email Being Consumed?

Top 3 Inbox providers and Devices used in Top 25 Countries.

Country	Most Popular	Second	Third	Device #1	Device #2	Device #3
United States	Gmail 42.1%	Yahoo 15.8%	Hotmail 6.1%	iPhone	Samsung	iPad
United Kingdom	Gmail 28.7%	Hotmail 21%	Yahoo 8.6%	iPhone	Samsung	iPad
Brazil	Gmail 49.8%	Hotmail 26.4%	Yahoo 6.7%	Samsung	iPhone	Moto
France	Gmail 35.9%	Hotmail 15%	Orange 9.3%	iPhone	Samsung	iPad
Canada	Gmail 37.9%	Hotmail 20.8%	Yahoo 6.8%	iPhone	Samsung	iPad
India	Gmail 82%	Yahoo 6.1%	Hotmail 1.2%	Samsung	Redmi	iPhone
Germany	Gmail 21.7%	GMX 14.6%	Web 13.9%	iPhone	Samsung	iPad
Australia	Gmail 36.3%	Hotmail 19.9%	Bigpond 7.1%	iPhone	Samsung	iPad
Netherlands	Gmail 33.3%	Hotmail 22.2%	Yahoo 4.6%	Generic	iPhone	Samsung
Mexico	Gmail 44%	Hotmail 34.1%	Yahoo 5.5%	iPhone	Samsung	Moto
Spain	Gmail 49.9%	Hotmail 27.8%	Yahoo 5.3%	iPhone	Samsung	iPad
Russia	Mail.ru 41.6%	Gmail 20.7%	Yandex 17.3%	iPhone	Samsung	Spider
Italy	Gmail 46.8%	Libero 10.5%	Hotmail 10.1%	iPhone	Samsung	Huawei
Argentina	Gmail 47.2%	Hotmail 34%	Yahoo 9%	Samsung	iPhone	Moto
Japan	Gmail 34.1%	NE 22.3%	Yahoo 12.8%	iPhone	SO	iPad
Chile	Gmail 67.6%	Hotmail 17.2%	Yahoo 3%	Samsung	iPhone	LG
Colombia	Gmail 42.2%	Hotmail 40.3%	Yahoo 5.8%	Samsung	iPhone	Moto
Sweden	Gmail 33.9%	Hotmail 25.6%	Telia 4.2%	iPhone	Samsung	iPad
Republic of Korea	Naver 52.6%	Gmail 22%	Hanmail 10%	Samsung	iPhone	LG
Indonesia	Gmail 73.7%	Yahoo 14.5%	Hotmail 10%	Samsung	iPhone	Redmi
Belgium	Gmail 29.9%	Hotmail 25.3%	Telenet 10.3%	iPhone	Samsung	iPad
South Africa	Gmail 60.3%	Yahoo 5.2%	Hotmail 2.3%	Samsung	iPhone	Huawei
Switzerland	Gmail 25.6%	Bluewin 14.3%	Hotmail 13.5%	iPhone	Samsung	iPad
Poland	Gmail 43.9%	WP 14.9%	O2 5.8%	Samsung	iPhone	LG
Denmark	Gmail 34.7%	Hotmail 17.9%	Live 4.3%	iPhone	iPad	Samsung

Geographic/Device Highlights

- The percentages in this table are the share of recipients, not volume. Each recipient gets counted once per email address. If a person has one account, regardless of how many messages go to that account, they're only counted once. So for the United States, 42% were from Gmail accounts.

- The top three most commonly used inbox providers are Gmail, Yahoo, and Hotmail, which means it is essential to authenticate your email correctly so that your messages aren't blocked.

- Even though Gmail may be the most commonly used inbox provider, the percentage of recipients using Gmail in each country can fluctuate significantly, from 21.7% of recipients in Germany, to 82.0% in India.

- Across all industries, emails are opened on mobile devices 55.6% of the time, which means making messages responsive and designed for mobile devices is critical for all senders.

- iPhone and Samsung may be the most common devices, but they're not the only ones used by recipients. Make sure that your messages render correctly across as many different devices as possible, including Huawei, LG, ASUS, etc.

- For 2018, we were able to remove the generic "Windows" classification for devices. As a result, there are more types of devices that we see accessing email.

DR. BEACH SAYS:

"Generic" devices, like in the Netherlands, are those devices that mask what type of device is accessing the email message. An interesting thing to note, is that the "Generic" device seems to be more popular in European countries, where privacy is a bigger concern, especially with GDPR in the future.

10 Advice from SendGrid's Email Experts

Our email delivery experts help some of the world's most well known brands build and execute their email campaigns. Whether it's providing advice on how to properly authenticate your email, or tips on content, they can help improve almost any email program. Below, we've asked them to weigh in on the these metrics and give some ideas for changes you may consider:

- **Mobile Optimization:** Messages are opened on mobile devices more than half the time. This means it's more obvious than ever if your messages aren't responsive and don't render correctly, creating a poor user experience. Responsive design is certainly the ideal, but if it can't be incorporated into your messages, we recommend at least approaching design from a "mobile first" mentality.

- **Address Collection:** This report focuses on how recipients interact with email, but you should also keep in mind how you're adding recipients. Storing as much information as possible about your recipients at the point of collection can be useful down the road. Things like IP address, date, time, form, URL, etc. can come in handy when attempting to resolve issues with blacklist operators and ISPs.

- **Top of Funnel:** Top of funnel methodologies are often overlooked when it comes to email marketing, and they shouldn't be. Being diligent about the quality of incoming data will both create a better experience for the recipients as well as help avoid headaches for senders down the line, like nebulous spam traps and blacklists.

- **A/B Testing:** Always ensure that you implement A/B testing before making changes to your email program. By testing, you can make sure what you're doing is making an improvement when compared to the control.

> Learn more about A/B testing in ***Your Guide to Email A/B Testing and Optimizing Your Call to Action!***

- **Monthly Send Rate, Opens, and Clicks:** Your engagement metrics can be thought of as a scale. As you increase the number of messages you send each month, it's likely that your open rates and click rates will go down. The goal is to find the right number of messages to send each month while maintaining as high a click-to-open rate as possible.

- **Send Frequency:** As you can see with the software and Internet industry, they had the lowest number of messages sent each month, but they also have the highest median open rate. Rather than sending a bunch of emails that don't get opened, send fewer, more targeted emails that are more likely to be engaged with.

- **Better Segments:** If you focus more on building smaller, more targeted segments, you'll also gain all of the data necessary to start implementing all the great strategy testing, and other interesting tactics marketers love to think about.

- **No Silver Bullets:** Every email program is different, and the fact is, what works for one company (or industry), may not work for you. It's important to be agile, test new things, and keep an eye on all your engagement metrics to make sure you're always improving.

- **Increase or Decrease Your Frequency:** 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:** Email is one of the best, most commonly used communication tools in the world. If you're sending email to recipients in other countries, make sure you're following any and all applicable laws. Whether it's **CAN-SPAM** or **GDPR**, make sure you're email program is set up for success.

- **Other Inbox Providers:** Gmail, Yahoo, and Hotmail may be the most commonly used inbox providers, but there are many others out there that you may want to consider. 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. If you're sending email to other countries, make sure those messages are optimized for those inboxes.

- **Watch Your Bounces:** Senders should be more proactive in reviewing bounce SMTP responses. You don't necessarily need to consume data or build alerts, but by reviewing responses around bounces, senders can gain insight as to what tests/tweaks they can make to help fine tune content and sending strategy.

If you'd like to help from SendGrid's delivery experts, you can get custom delivery advice, managed services, and suggestions on how to improve the email program at your company by signing up for **SendGrid Expert Services**. For more advice on what key tactics can help improve your deliverability, read our ***2018 Email Deliverability Guide***.

‖ The Importance of Tracking Email Metrics

Setting benchmarks for your email program and creating goals for the performance of your email campaigns is great, but it can only be done correctly if you're tracking each of these engagement metrics while you're testing new changes.

SendGrid wants to help all email program managers be more effective at their jobs, and increase the success of their email campaigns. With enhanced email activity and additional history, you have increased visibility into each of your emails' journey with sequential event organization, filtering, export, and additional event history longevity.

To learn more about how enhanced email activity and additional history can help you take the information in this report and apply it to your next email campaigns, visit the announcement blog post, ***Solve Email Delivery Challenges Faster with our New Email Activity Feed***.

12 **Appendix**

Methodology

SendGrid collects metadata on all events in the email process, including delivery to the inbox provider, opening of email, 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 uses an internal methodology that combines **North American Industry Classification System (NAICS)**, the **Standard Industrial Classification (SIC)**, and company description to create the different industries used in this report.

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

Aggregate Gender Estimates - We estimate aggregate gender ratios by comparing email addresses with the publicly available **U.S. Social Security Administration public names database** to infer the gender likelihoods. This method cannot be used to infer the gender of a particular email addresses but it is able to estimate the aggregate gender breakdown across a 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

Aggregate Open and Click Rate: These are percentages of all unique messages sent by a segment that were opened or clicked. Messages that are clicked or opened more than once are not double counted.

Median Open and Click Rate: This is the unique open or click rate of the average sender in a segment. Half the senders in a segment will have a higher rate than the median and half will have a lower rate.

Aggregate Delivery Rate: Percentage of all messages sent to valid addresses that were not rejected by the inbox provider.

Aggregate Spam Rate: The percentage of all unique messages that were marked as spam.

Gender Estimates: Estimated 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.

Aggregate Monthly Send Rate (Send Frequency): This is the number of unique messages on a per sender per recipient basis. It tells you how many messages an average recipient might see from an average sender in a particular segment.

Aggregate 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.

13 Additional Resources

- Guide: ***How to Send High Volume Email: SendGrid's Smart Scaling Guide***

- Guide: ***How Much is That Email Worth – The 9 Rules of Email Measurement***

- Guide: ***How To Market Your Business With Email***

- Guide: ***SendGrid's 2018 Email Deliverability Guide***

- Blog Post: ***5 Email Best Practices, Then And Now***

- Blog Post: ***How to Email Blast Without Getting Blacklisted***

- Blog Post: ***An Email You Should Never Send***

- Webcast: ***GDPR Legislation: What Senders Need to Know***

14 **About the Authors**

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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.
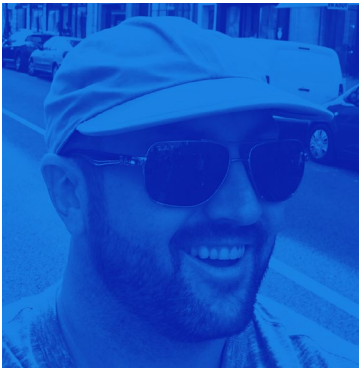
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Warren is a Senior Content Marketing Manager at SendGrid. In his role at SendGrid, he develops new content about email best practices, email marketing, and any other subjects that SendGrid users will find useful. Warren is responsible for compiling, 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*.

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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.