# Email Marketing Benchmark Report |2025

efficy

# Ever wondered what it takes to stand out in the crowded inbox?

In 2024, an estimated 361.6 billion emails *(www.satista.com)* were exchanged daily across the globe — a 5.2% increase from the previous year. Out of this remarkable figure, our customers contributed an impressive 3.2 billion emails.

Despite digital marketing's ever-evolving nature — think the meteoric rise of generative AI, shifting content preferences driven by short-form media, and the growing emphasis on trust and expertise in Google's algorithms — email has remained a potent, reliable channel for marketers in all sectors.

Email marketing continues to be the cornerstone of every customer journey, from the warmth of timely welcome messages to the precision of segmented campaigns that engage diverse audiences.

This past year, our customers truly dominated the inbox. In this report, we'll break down the metrics and strategies that empowered their success. Welcome to the 2025 Email Benchmark Report.

## Success in numbers

**3,166,178,110**

emails were sent by efficy customers in 2024,

averaging an estimate of

**8,674,179**

emails sent per day — or every person in Sweden receiving one email every day in 2024.

# Email Marketing: ROI champion

Email marketing reigns as one of the most cost-effective and ROI-driven strategies in digital marketing.

Thanks to its direct access to interested consumers and ability to target and personalise messaging at scale — at minimal cost — email consistently delivers impressive ROI for businesses of all sizes.

For every 1€ spent on email marketing, marketers in these industries receive a ROI of:

### 45€
**Retail, E-commerce, and Consumer goods**

### 42€
**Marketing, PR, and Advertising agencies**

### 36€
**Software and Technology**

### 32€
**Media, Publishing, and Entertainment**

## Key Benefits of Email Marketing for ROI

| | |
|---|---|
| **Unparalleled targeting:** | Email marketing allows audience segmentation based on demographics, behaviours, interests, or past interactions — ensuring highly-personalised offers at every step. |
| **Increased relevance and effectiveness:** | Targeted content through email is uniquely efficient, landing in front of eyes who have already expressed interest (i.e. opted-in) as opposed to a wide audience who may not be fully relevant. |
| **Measurable results:** | Marketers can track key metrics such as open rates, click-through rates and conversions in real time, gaining first-hand, owned insights into their audience and impact. |
| **Data-driven optimisation:** | Real-time data allows strategies to be refined for maximum impact. |
| **Continuous communication:** | Email facilitates consistent — expected — interactions, fostering stronger customer relationships and promoting loyalty. |
| **Increased profitability:** | Providing valuable content, personalised offers, and timely updates results in higher customer retention and revenue. |
| **Scalability:** | Email marketing can be automated and iterated in bulk and at scale. And when working in sync with a CRM, the two become a powerhouse, feeding data and insights into one another to grow with your business. |

# Email Marketing Benchmarks 2024

Email campaigns can re-engage customers and attract new ones. The best thing is that the people you're communicating with have already shown their interest by giving you their consent to contact them.

**So, how can you maximise the power of email campaigns in small yet effective ways?** Let's take a look at the average figures from our customers in 2024 and find out how you can get inspired to improve your own email campaigns.

## Top 3 months with the highest number of emails sent

This year, March dominated the inbox with a whopping **301,561,004 emails sent** by efficy customers, followed by January and February, which just barely beat out the usual Q4 dominance.

| March 301 m | |
|---|---|
| January 294 m | February 287 m |

Top 3 months in 2024 with the most emails sent from efficy Marketing customers

Early 2024 saw businesses eager to set the tone for the year, launching fresh campaigns and engagement strategies right from the start. The excitement around emerging technologies, including AI innovations, may have also inspired marketers to leverage new approaches.

This surge underscores how our customers' creative thinking and strategic timing can transform traditionally quieter months into email marketing powerhouses.

## Top 3 months with the least number of emails sent

The month with the least number of emails sent is July, followed by August and June — likely owing cause to summer vacations, when marketers, consumers, and newsletters perhaps all found themselves on a beach somewhere.

| July 197 m | |
|---|---|
| August 228 m | June 237 m |

Top 3 months in 2024 with the least emails sent from efficy customers.

No doubt, one of the most pressing issues marketers face is deciding when to send an email. What we've discovered was that the majority of our customers favoured, perhaps unsurprisingly, Thursday the 23rd, Friday the 24th, and Cyber Monday on the 27th of November.
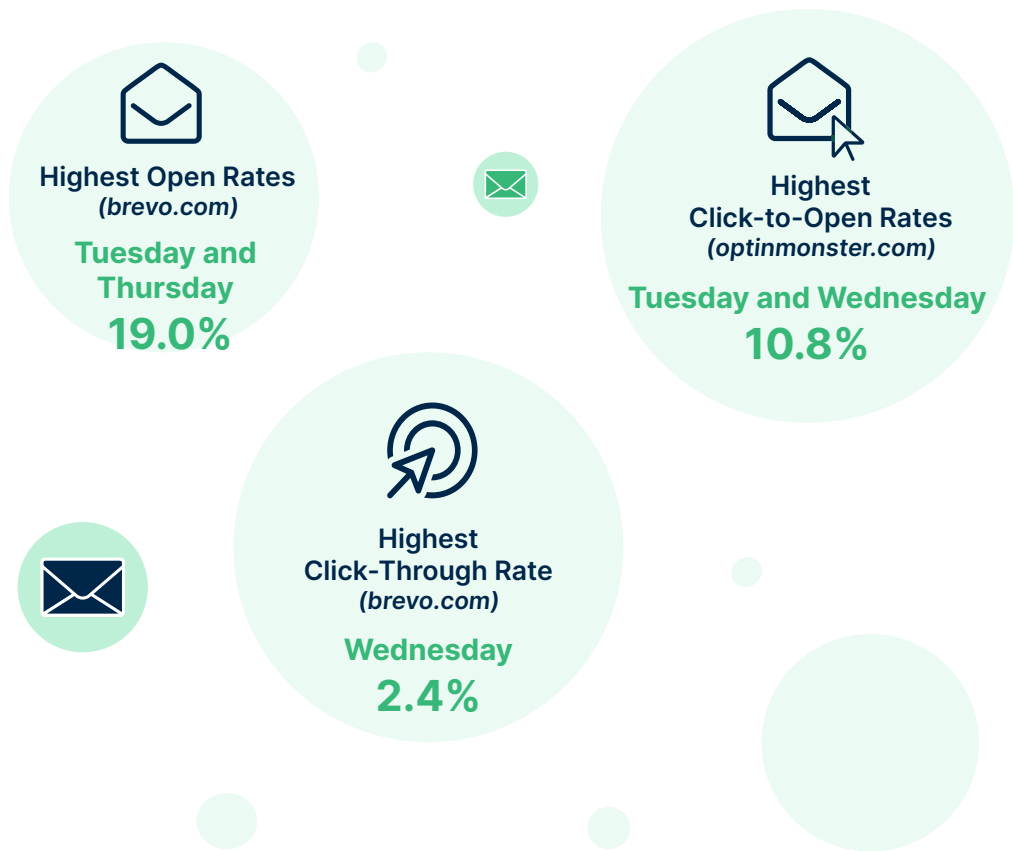
## TIP!

Post-sales periods are opportunities to turn your campaigns into an engagement machine. Take advantage of automated communications to send triggered transactional emails. It makes your customer feel valued as an individual.

But don't be fooled by appearances. While retailers could benefit from sending a couple of emails on weekends, these are usually the days most businesses are least likely to use.

Looking at email statistics by day, weekdays — typically — tend to have the best results, while weekends have the lowest figures.

## Email Marketing statistics - Per day

### Higher engagement rates/day:

**Highest Open Rates**
*(brevo.com)*
**Tuesday and Thursday**
**19.0%**

**Highest Click-to-Open Rates**
*(optinmonster.com)*
**Tuesday and Wednesday**
**10.8%**

**Highest Click-Through Rate**
*(brevo.com)*
**Wednesday**
**2.4%**

### Higher engagement by industry/day:

| Industry | Best Day to Send an Email Campaign |
| --- | --- |
| Ecommerce | Tuesday or Thursday |
| Software/SaaS | Tuesday or Thursday |
| Marketing Services | Wednesday |
| Offline Retail/Hospitality | Thursday |
| Professional Services (B2B) | Monday or Tuesday |
| NGOs (Nonprofits) | Tuesday or Thursday |
| **Overall** | **Tuesday or Thursday** |

## Email Marketing statistics - Per time

### Higher engagement by industry/time:

| Industry | Best Time to Send an Email Campaign |
| --- | --- |
| Ecommerce | 10:00 AM |
| Software/SaaS | 2:00 PM – 3:00 PM |
| Marketing Services | 4:00 PM |
| Offline Retail/Hospitality | 8:00 AM – 10:00 AM |
| Professional Services (B2B) | 8:00 AM – 10:00 AM |
| NGOs (Nonprofits) | 3:00 PM – 4:00 PM |
| **Overall** | **10:00 AM or 3:00 PM** |

Still wondering if email marketing is really worth it?

**Here are some swoon-worthy statistics demonstrating the value of email for your business.**

**80%**
**of businesses report email marketing helps improve customer retention and loyalty.**

**52%**
**of consumers made a purchase directly from an email in 2024.**

**59%**
**of B2B marketers say email is their top channel for revenue generation.**

**Email outperforms social media posts by**
**13%**

**Email outperforms social media ads by**
**11%**

**In 2024, email outperformed banner ads and SMS marketing by**
**108%**

Keep in mind, **the content or the sender is not always the only factor that leads to high open or click-through rates.** To better understand when it is best to send an email, you need to know your audience. For example, who they are, where they live and when they will have time to read your email are some of the important questions you may want to ask yourself.

By combining what you know about your subscribers, you can put your theories to the test and get answers that are backed by data.

**Subscribers look at 3 things when they decide to open an email:**

**42%**
**look first at the sender's name**

**34%**
**look first at the subject line**

**24%**
**look at the preview text first**

You will need to optimise all 3 if you want to improve your email open rates.

## Open rates

Open rate measures the percentage of subscribers who opened the email against the total number of receivers. It's meant to give you a better understanding of whether your subscribers look forward to your emails, if the content is relevant for that audience, and if your send outs are too frequent — or not frequent enough.

The average open rate of emails sent through efficy Marketing over the last 12 months was:

**36.59% — at least 1.9% higher**

than our competitor's overall industry average:

### Email open rate: 2024 overall industry average

| 27.20% | 34.67% | 36.59% |
|--------|--------|--------|
| Hubspot | Mailchimp | efficy Marketing |

The first indication of successful email marketing is that recipients **open** the email. But in the average cluttered inbox, this is easier said than done.

**Email Marketing metrics**

# TIP!

Improve the open rate of your emails by:

- ✓ Improving your subject lines
- ✓ Testing subject line length, tone, and content.
- ✓ Optimising previews with pre-header text.
- ✓ Testing the sender's name and email address (e.g., company name vs. CEO's name).
- ✓ Testing the sending day, time and frequency (e.g. daily vs. weekly).
- ✓ Ensuring content is relevant through personalisation and segmentation.

Even though open and click rates are common points of measurement, they are not the main KPIs for measuring a campaign's success.

"efficy Marketing opened up a whole new world with endless opportunities. We moved from a basic email system to something that is scalable and allows us to grow. The automated flows have strengthened our relationships, making communication more personalised and impactful."

Josefin Häggström,
**Head of Donor Loyalty, Major Gifts, Corporate Communication at Hundstallet**

Not one metric should determine your email marketing strategy. Knowing how valuable your subscribers find the content they received is just as, if not more important, if you want to keep them happy and engaged.

**Here's a tip about bumping up your click rate from efficy's very own email marketing expert:**

"Understanding your audience and what they expect from you will get you to the core of relevant, impactful content for your newsletters.

Focus on creating and delivering content that brings value to the reader. Why did they subscribe to your newsletter? Start from there to gain loyal readers and to improve overall engagement."

**Samantha Savage**

## Click Rate

The click rate is how you gauge the rate of **engagement** from your subscribers, as it measures the activity for every hyperlink, call-to-action, or image, against **all the recipients** of that email. It gives valuable insight into what they are interested in content-wise.

# 1.98% — efficy customers' average click rate

## TIP!

Improve your click-through rate by:

- Creating stronger segments to always send the most relevant content.

- Updating your templates.

- Keeping your brand voice in all your messages.

- Improving your calls to action with clear copy and better design.

- Making sure your subject line accurately reflects the content of your emails.

- Testing what works.

Including content that matters to your subscribers is the key to relevance and ROI. Bringing us on to the topic of **segmentation.**

The purpose of segmenting content is to deliver more relevance to your subscribers based on, among other things, country, demographics, interests, and even purchase history, without the need to do extra work. Your click rate helps you figure out what is working and what isn't.

Segmentation puts the power of data in your hands. It helps you construct long-term and profitable relationships with your subscribers by targeting and personalising for different audiences while keeping your customers updated efficiently.

> "We can personalise our messages to different kinds of customers. This enables us to provide more relevant content to our customers and as a result: increase customer satisfaction. We are getting more and better leads from our website and leads convert faster."

Pauliina Lekberg,
**Marketing Manager at Lounea.**

**Lounea**

**Personalisation is the current and future wave for businesses.**
Your prospects and customers expect you to anticipate their needs, make relevant suggestions, and bring value to their inbox once they share their data.

## Click-to-Open Rate (CTOR)

This next bit is where it might get a little confusing, so let's break it down for you. **The CTOR is the number of unique clicks ÷ unique opens,** meaning the clicks counted are only from people who have actually **opened** and **viewed** your email.

CTOR is a result of an interaction with the content in the email and a good indicator of the effectiveness of your design, message, and content.

# 5.38% — efficy customers' overall click-to-open rate

It's safe to say that the CTOR is one of the marketer's favourite metrics for measuring how effective the messaging of an email campaign is.

"We can create marketing campaigns and dialogues around ideas that pop out before lunch and after lunch we can launch a campaign."

Per Nikolausson,
**CEO of Svenska Sjö**

# TIP!

Improve the click-through and open rates of your emails by:

- Making sure your email displays well on all devices.
- Collecting the right data to segment and personalise.
- Optimising your email design and copy.
- Including an irresistible, clickable call to action.
- Performing A/B testing on every element of the email.
- Automating your emails to scale what works.

Ultimately, you want them to interact with the email, so keep a close eye on what **call-to-actions** work best for your audiences.

This is a process of fine-tuning elements to increase the chance of conversion. It's about working smarter — not harder!

An effective method is A/B testing. This will help you identify patterns that you can turn into best practices for your business.

## Bounce Rate

Bounce rates compare the number of emails sent with those that did not reach a recipient. By definition, the bounce rate of an email reflects the number of emails rejected by the receiving server.

There is no one-size-fits-all method for preventing bounces, so it's important that you take the time — perhaps once a month — to check your bounce rates and take preventive action.

Hard bounces are the ones you should pay more attention to as it means that it was impossible to deliver the email. Once a hard bounce happens, many email service providers won't make another attempt to deliver to that email address and might even completely stop sending after a few failed attempts.

On the other hand, soft and technical bounces are usually temporary issues, and email service providers may attempt a resend within short periods of time.

Now that you're aware of your interactions, let's move on to how you control your bounce rates. Bounced emails are **bad for business;** they eat into your confidence in email marketing and affect your sender reputation with email service providers (ESPs) such as Gmail, Yahoo, Outlook, etc.

Fix this by paying close attention to the details of your reports, and you will have the opportunity to act accordingly.

## TIP!

Reduce your email bounce rate by:

- Not sending to outdated mailing lists.
- Never using purchased mailing lists.
- Deleting invalid email addresses.
- Using confirmed opt-in.
- Never using free email addresses.
- Avoiding spam content.
- Suppressing past bounces.

**Bounce rates 10% or higher?**

Bounce rates of 10% and above are considered a bad sending, meaning there could be issues with the email addresses you've sent to, or perhaps there's a problem with your email authentication setup. We recommend that you contact your Support for assistance.

## Hard Bounce

Many of our customers have been doing a great job with their email marketing footprint this year.

# 1.7% — efficy customer's overall average hard bounce rate

According to studies in different sectors, below 2% is considered a normal bounce rate. Between 2% and 5% is a warning level, while above 5% is critical.

As mentioned above, hard bounces are the ones to watch out for. They indicate that the email was undeliverable and is a **permanent error.**

Here are some of the causes behind hard bounces:

- The recipient's domain name doesn't exist.
- The recipient's email address doesn't exist.
- The email account is closed.
- A typo in the domain name and/or your subscriber's name.

Having either repeated or large volumes of email addresses turn out to be hard bounces may threaten the health of your deliverability rate. ESPs may direct your emails to spam folders or even block them.

Bounces are to be expected in email marketing. All you have to do to minimise is consistently maintaining your list's hygiene and ensuring your list acquisition tactics are secure and by the law. Take the time to review the statistics for the bounces – it tells you a lot about the state of your subscriber lists.

## TIP!

The longer you go between sending emails, the higher the bounce rate will become. If you find unusual increases in bounces, check that the sources used to collect your subscribers' details are capturing correct email addresses in a secure manner.

## Key bounce takeaways

- ✓ Email bounce rate affects deliverability.

- ✓ To keep bounce rates low, you should avoid buying mailing lists and always conduct permission-based email marketing.

- ✓ Email list validation is a good way to reduce hard bounces.

- ✓ Email infrastructure influences bounce rates.

- ✓ It's important to develop an email marketing strategy and run high-quality campaigns.

**Stick with these 3 best practices to win your ESP's love:**

- **Clean up inactive profiles**

Identify inactive profiles and unsubscribe or delete them regularly.

- **Double opt-in**

Always set up double opt-in on your sign-up forms. People can confirm they signed up with the correct email address, and it's a great way to protect your list from bots!

- **Keep track of bounces and spam complaints**

Don't send any more emails to subscribers who bounced, unsubscribed, or reported your emails as spam.

# Build and deliver successful emails every time

**It's not about length; it's about value.**

Keeping your target audience in mind will help you plan your marketing communications successfully.

What are their problems, how exactly can you help them, what do they need to know to decide to buy your offering?

The answers will feed into your automated email campaigns and help you decide which format works best to reach them — and turn your prospects into satisfied customers.
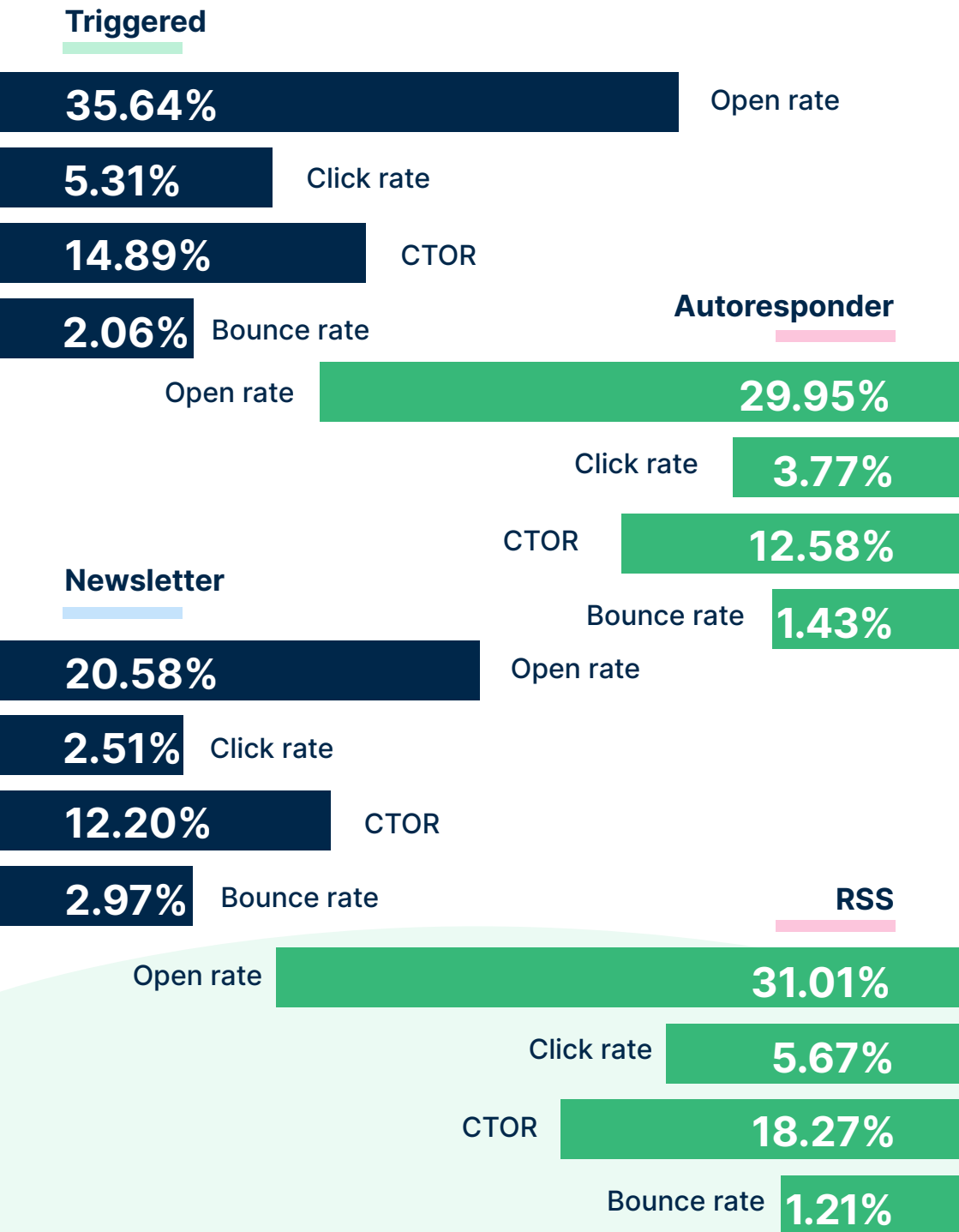
With efficy's Marketing Automation, you can collect important data along the customer journey and use it to segment your list and personalise your content.

For example, you can add tags to your contacts based on the categories of products they buy. The more actionable data you have, the more relevant your messages and formats will be.

That's why marketing automation workflows deliver the best results.

**Here are the average metrics observed by marketers using different email marketing tactics.**

## Triggered

**35.64%** Open rate

**5.31%** Click rate

**14.89%** CTOR

**2.06%** Bounce rate

## Autoresponder

Open rate **29.95%**

Click rate **3.77%**

CTOR **12.58%**

Bounce rate **1.43%**

## Newsletter

**20.58%** Open rate

**2.51%** Click rate

**12.20%** CTOR

**2.97%** Bounce rate

## RSS

Open rate **31.01%**

Click rate **5.67%**

CTOR **18.27%**

Bounce rate **1.21%**

## Email is, as ever, very much alive and rocking

Email marketing continues to deliver strong results and ROI for businesses across the globe. Controlling your data and engaging with customers where they are — their inboxes — can be a major factor in measuring the success of your marketing efforts.

82% (*www.campaignmonitor.com*) of **B2B and B2C companies** use email marketing technology. With such a large chunk of your competitors already using an email solution to reach customers and subscribers, you'll need to be two steps ahead if you want to outshine the best in your industry.

# Turn insight into action!

Ready to dominate the crowded inbox?

Whether you're new to email marketing or a seasoned pro, efficy Marketing's email tool helps you transform your audience's engagement — from basic to your biggest fan — with smarter segmentation and AI-powered, hyper-personalised content creation.

Save time and drive better results — without the headache of complex workflows. Schedule your FREE personal demo today.

No commitments, just insights.

**efficy**