



Email Marketing Benchmark Report | 2026

Table of contents

Introduction	3
Number One Channel	5
Email Marketing Benchmarks	7
Statistics Per Day	10
Segmentation and Relevance	16
Open Rate	18
Click Rate	21
CTOR	22
Bounce Rate	25
Hard Bounce	28
Conclusion	32

Breaking through the inbox: insights from this year's survey

In 2025, an estimated 376,4 billion emails were exchanged daily across the globe, that's 4,1% more than in 2024. While this growth rate is slightly slower than the 5.2% increase seen the year before, it signals not decline but maturity. Email has become a stable, deeply embedded communication habit, **with 99% of users checking their inbox daily**. In a digital landscape defined by constant change, email remains a constant.

As generative AI makes it easier than ever to create content at scale, trust has become harder to earn: channels are filling up fast... But authenticity matters more than volume. In this environment, email stands out as one of the **most trusted channels across industries**, largely because messages come from a **known, recognisable sender**.

When combined with **timely and well segmented campaigns**, email continues to be a cornerstone of the customer journey, delivering relevant messages that resonate with diverse audiences, from the first welcome to long term engagement.

Email continues to prove itself as a **reliable, high impact channel across industries**. In this report, we share key insights on the importance of content quality, frequency, segmentation and highlight optimisation ideas to drive impactful campaigns. Welcome to the **2026 Email Benchmark Report**.

Success in numbers

2,235,022,328

emails were sent by Apsis
customers in 2025,

averaging an estimate of

6,123,349

emails sent per day.



That's more emails than there
are coffee refills in Sweden on
a Monday morning.

Number One Channel

Email is the king of revenue and retention!

Email marketing remains the most consistent and trusted revenue generating channel. Across all industries and despite differences in regulation, customer behaviour and channel mix, organizations share a strong belief in the power of email to drive real business results. That’s exactly why Apsis is built around email at its core, giving marketers the tools to personalise, automate and optimise every send.

According to our survey¹, **95% of marketing professionals say their email marketing helps improve customer retention, and loyalty and email stands out as the top revenue generating channel across every industry surveyed.**

Reliable, measurable and endlessly adaptable, email continues to play a central role in building relationships that last and in turning engagement into growth.

Overall, 75%¹ of marketers declare that email is their top channel for revenue generation.

Marketers declaring email as their top channel for revenue gen – by industry



Key Benefits of Email Marketing for ROI

01

Unparalleled targeting:

Email marketing allows audience segmentation based on demographics, behaviours, interests, or past interactions — ensuring highly-personalised offers at every step.

02

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.

03

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.

04

Data-driven optimisation:

Real-time data allows strategies to be refined for maximum impact.

05

Continuous communication:

Email facilitates consistent — expected — interactions, fostering stronger customer relationships and promoting loyalty.

06

Increased profitability:

Providing valuable content, personalised offers, and timely updates results in higher customer retention and revenue.

07

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 2025

Email campaigns are a powerful way to re-engage existing customers and spark interest from new ones. Even better? You’re speaking to people who’ve already raised their hand and said “yes” by giving you permission to connect. That’s a pretty great starting point.

So, how can you maximise the power of email campaigns without overcomplicating things? Let’s take a look at what your peers were up to in 2025 and find out how you can get inspired to improve your own email campaigns.

Top 3 months with the highest number of emails sent



The year kicked off with momentum: early 2024 saw marketers engaging highly with their audience, eager to set the tone for the year.

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

July takes the crown for the **quietest month in the inbox**, with August and June close behind—most likely because marketers, consumers and newsletters alike decided to swap subject lines for sun loungers. When summer arrives, inboxes clearly go on holiday too.

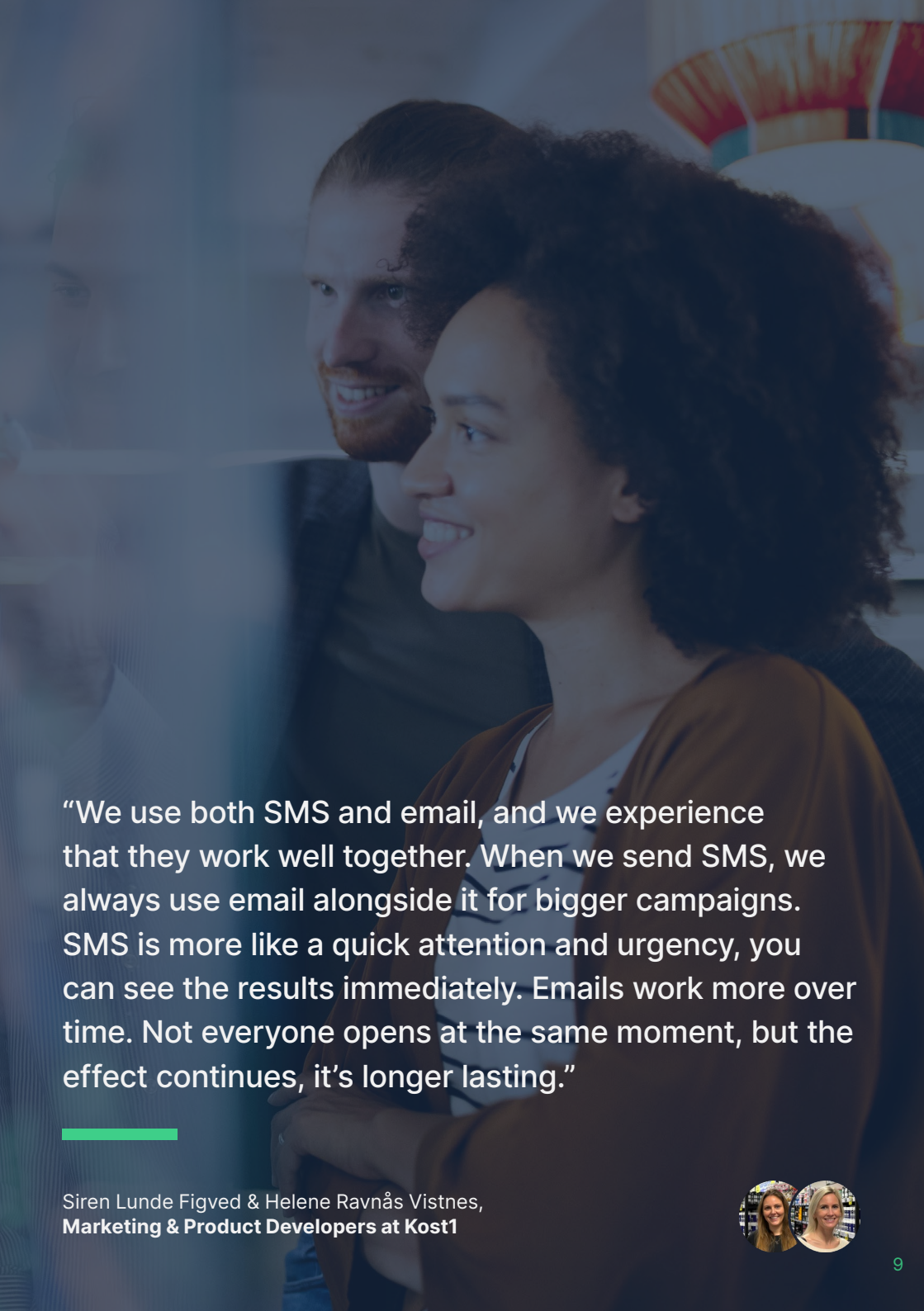


No doubt, one of the most pressing issues marketers face is deciding when to hit send. While there's no one size fits all answer, our data shows clear spikes around key moments. Last year, many customers leaned into high energy dates (like late November shopping peaks) proving that good timing and strong messaging still go hand in hand when it comes to inbox success.

TIP!



Use email to tell the full story, then add SMS as the friendly nudge that makes sure it gets noticed. A well timed SMS, sent before or after an important email, can boost visibility and urgency (especially time sensitive offers), while email handles the design, and personalisation heavy lifting. Together, they make sure the message land' gets acted on.



“We use both SMS and email, and we experience that they work well together. When we send SMS, we always use email alongside it for bigger campaigns. SMS is more like a quick attention and urgency, you can see the results immediately. Emails work more over time. Not everyone opens at the same moment, but the effect continues, it’s longer lasting.”

Siren Lunde Figved & Helene Ravnås Vistnes,
Marketing & Product Developers at Kost1



Email Marketing Statistics Per Day

If inboxes could vote, **Wednesday and Thursday** would win by a **landslide**. These mid week days deliver the strongest open and click rates across industries. Still, there's a catch: **more than half of marketers admit they're not entirely sure when their campaigns perform best**, proving that timing can be trickier than it looks.

On the receiving end, the message is refreshingly reasonable. Most people prefer **emails once a week (25%)**, with others happy to hear from brands a few times a week or when there's a special offer worth opening. Daily emails? Fun for some, but not for everyone. The sweet spot is for emails **sent mid week. Keep it relevant and don't overdo it, your audience (and your open rates) will thank you.**

Email Marketing statistics - Per day

Higher engagement rates/day:



Highest Open Rates
(brevo.com)

Wednesday
11,9%¹



Highest
Click-to-Open Rates
(optinmonster.com)

Thursday
11,3%¹



Highest
Click-Through Rate
(brevo.com)

Friday
13,8%¹



TIP!

From Apsis expert

“Shift your focus from volume to value, from sending more to saying more. Think carefully and don’t send anything unless you’re sure it adds value for the recipient. Every irrelevant email costs money, time and trust. Use email to build relationships and brand identity, not just to sell.”

Agneta Nevell,
Product Marketing and Customer Engagement Manager - Apsis



Higher engagement by industry/day:

Industry	Best Day to Send an Email Campaign
Ecommerce	Tuesday
Software/SaaS	Thursday
Marketing Services	Monday
Tourism/Hospitality	Sunday - Monday
NGOs (Nonprofits)	Thursday
Membership Organisations	Friday
Real-Estate	Wednesday
Financial Services	Wednesday
Insurance	Wednesday - Thursday
Overall	Wednesday or Thursday

Email frequency for the receiver

How often do you want to receive marketing communications from brands you know?

Daily	13%
A few times a week	19%
Weekly	25%
Monthly	18%
Only for special offers / sales	20%
Never	5%

TIP!



Use A/B testing to crack the “perfect sending time”. If you’re not sure when your audience is most likely to open your emails, let A/B testing do the detective work for you. Test different **days and times** by splitting your audience into small groups, then compare open rates to see when your emails get the most love.



Still wondering if email marketing is really worth it?

This year's survey makes it crystal clear.

75%¹

of surveyed marketers rank email as their top revenue-generating channel, outperforming social media, SMS and offline channels.

95%¹

of marketing professionals say email marketing helps improve customer retention and loyalty.

43%²

of customers say email is the channel they trust most for receiving information from businesses.

Only

13%²

of customers say they trust social media most, highlighting a clear trust gap compared to email.

Just

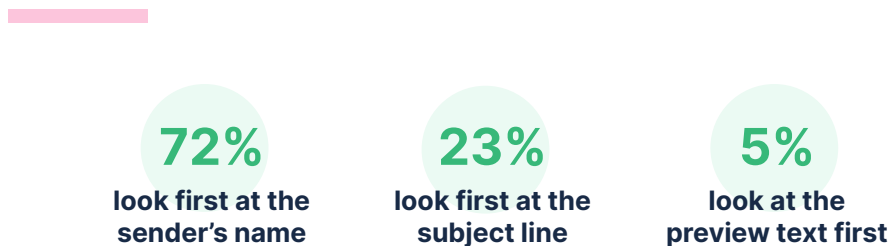
14%²

of customers say SMS is their most trusted channel, despite its immediacy.

65%²

of customers place their trust in email or websites combined, underlining the importance of branded, owned channels.

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



72%

look first at the sender's name

23%

look first at the subject line

5%

look at the preview text first

When it comes to opening an email, trust takes the spotlight immediately.

In other words, before clever copy or eye-catching hooks have a chance, **recognisable brands and familiar names are already doing the heavy lifting in the inbox.**

TIP! from Apsis expert:

“Your brand is your biggest asset when communicating with your customers or your members. Building trust, brick by brick, will go a long way when delivering impactful campaigns in the long run, so don’t skip this step of your marketing journey”.

Claire Tapon,
Marketing Manager - Apsis

Segmentation and Relevance

Today, targeted segmentation has officially moved from “nice to have” to **business as usual**. Across industries, **61%¹** of organisations report using mostly or fully segmented emailing, showing that relevance has firmly earned its place in marketing strategies. Segmentation maturity is especially high in **Insurance, Financial Services and Software or SaaS** organisations where finely tuned campaigns have largely replaced the spray-and-pray.

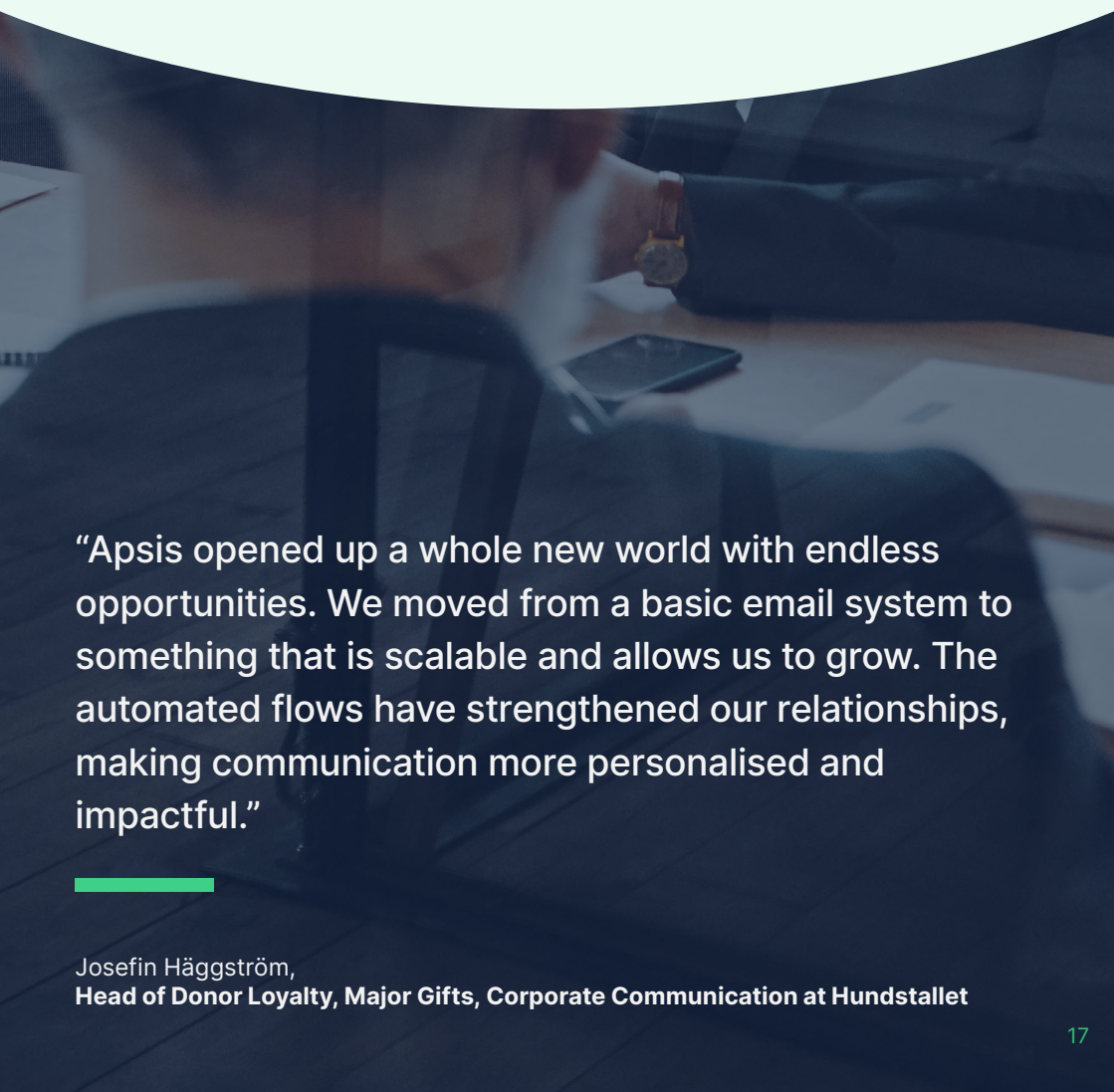
On the other end of the scale, **Tourism & Hospitality and NGOs** lean more towards **bulk or hybrid emailing**. With broader audiences, seasonal peaks and occasional data gaps, it’s no surprise these sectors mix targeted messages with wider sends.

What unites everyone, though, is the result. A solid **83%¹ of marketers say they see a difference between bulk and targeted campaigns** and **half of them say that difference is big**. What does this mean? Sending the right message to the right people really does pay off, no matter the industry.

Marketing professionals using mostly / Fully segmented emailing¹

Ecommerce	55%
Software/SaaS	70%
Marketing Services	25%
Tourism/Hospitality	40%
NGOs (Nonprofits)	60%
Membership Organisations	70%
Real-Estate	75%
Financial Services	90%

All in all, the takeaway is clear. **Segmentation isn't up for debate anymore**; it's a given. The real opportunity now lies in how far marketers can push relevance, timing and personalisation. That's where Apsis' powerful segmentation engine and automation capabilities help marketers make every send count. Turns out, really good email was there all along, you just needed the right tools to unleash it...



"Apsis 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

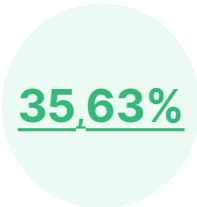
Open Rate

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.

Apsis' open rate in 2025

41,1% – over 5% higher
than the overall industry average.

Email open rate: 2025 overall industry average



35,63%

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.

* Triggered: automated emails sent to a person when they take a particular action or engage in a specific behaviour. also known as transactional emails (event-based)

** Autoresponder: automated emails sent at scheduled intervals after a contact joins a list (time-based)

*** RSS: Really Simple Syndication. An RSS email is an automated email that pulls content from a website's RSS feed to generate the email content and send it.

Throughout the report:

¹ Nova Commerce market survey for Apsis International, surveying 160 marketing professionals across Northern Europe

² Pollfish survey for Apsis International, surveying 300 responders across the Nordics

TIP!



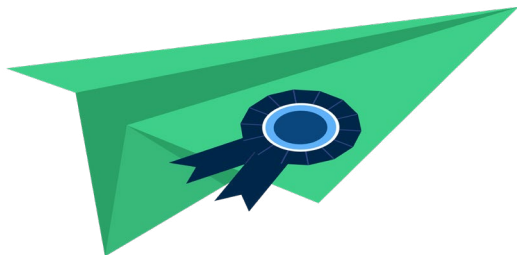
Improve the open rate of your emails by:

- ✓ Improving your subject lines by testing length, tone and content.
- ✓ Testing the sending day, time and frequency (e.g. increasing or reducing the frequency according to the previous findings).
- ✓ Optimising previews with pre-header text.
- ✓ Testing the sender's name and email address (e.g., company name vs. CEO's name).
- ✓ 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.



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.



TIP! from Apsis expert:

“Really understanding your audience is what turns a newsletter into something people actually look forward to. Start by remembering why they signed up in the first place, focus on delivering genuine value, and trust will follow with stronger engagement and more loyal readers.”

Opsis Vesterinen,
Director of Sales and Operations - Apsis



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.

2,79% — Apsis customers' average click rate in 2025

TIP!

Improve your click-through rate by:

- ✓ Creating stronger segments to always send the most relevant content.
- ✓ Improving your calls to action with clear copy and better design.
- ✓ Updating your templates.
- ✓ Making sure your subject line accurately reflects the content of your emails.
- ✓ Keeping your brand voice in all your messages.
- ✓ Testing what works.



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.

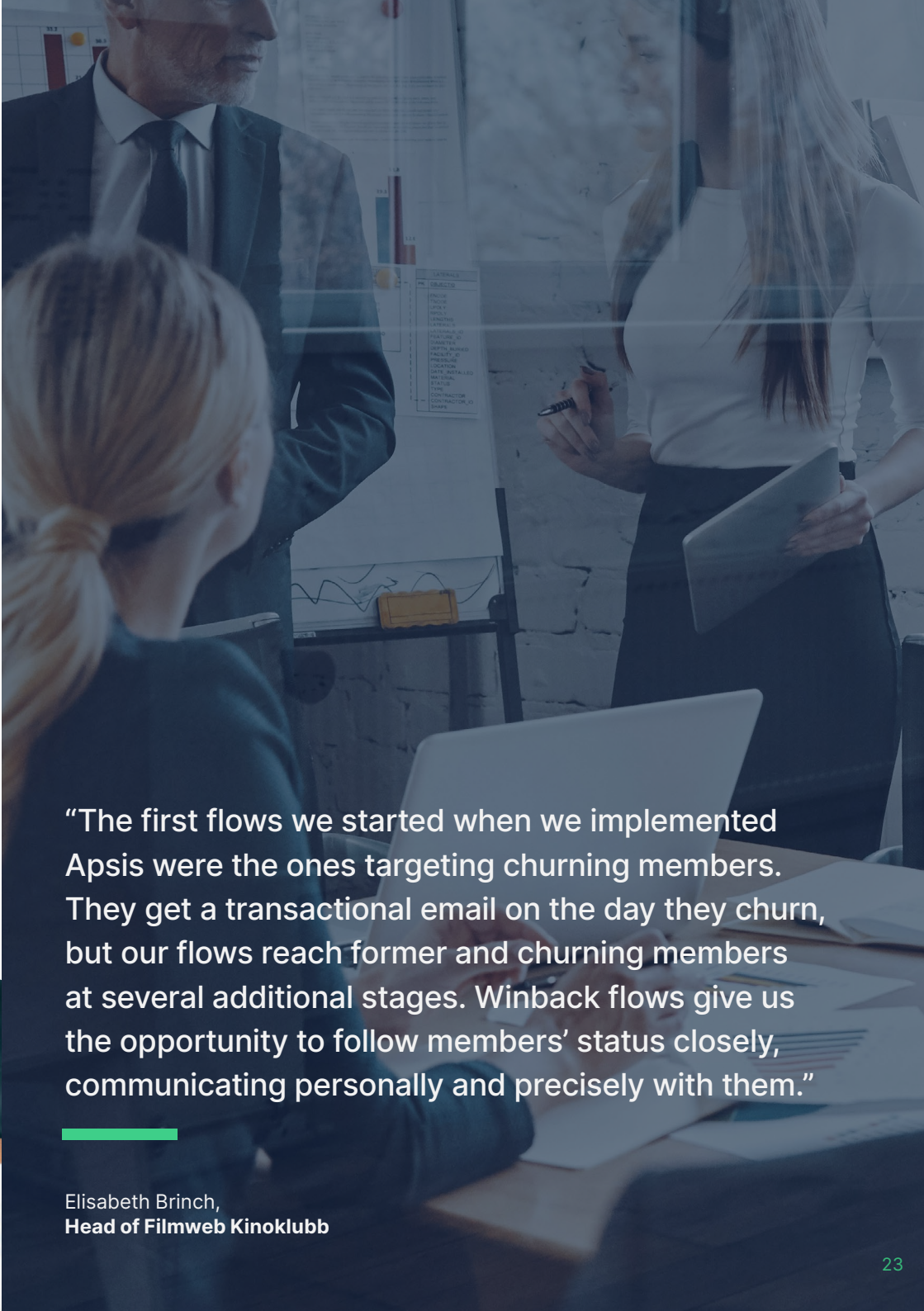
CTOR is a result of an interaction with the content in the email and a good indicator of the effectiveness of your design, message, and content.

6,80% — Apsis customers' overall click-to-open rate in 2025

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.

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.





“The first flows we started when we implemented Apsis were the ones targeting churning members. They get a transactional email on the day they churn, but our flows reach former and churning members at several additional stages. Winback flows give us the opportunity to follow members’ status closely, communicating personally and precisely with them.”

Elisabeth Brinch,
Head of Filmweb Kinoklubb

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

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.

But, 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.

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





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.

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.

Did you know?

To keep your emails landing where they belong, **Apsis automatically removes a profile after 3 hard bounces.** This helps protect list quality and maintain strong deliverability, so as long as you're sending regularly and keeping your data fresh, this is one less thing to worry about.

Hard Bounce

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

1,45% — Apsis customer's overall average hard bounce rate in 2025

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.

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.

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**

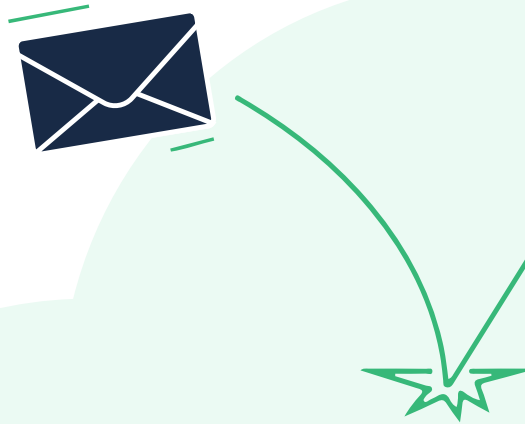
Always set up double opt-in on your sign-up forms. People can confirm they signed up with the correct email address, and it's a great way to protect your list from bots!

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

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

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.



TIP! from Apsis expert:

“Quality always beats quantity. Ten thousand engaged subscribers deliver better results and better deliverability than one hundred thousand indifferent ones.”

Jesper Sörtoft,
Deliverability Specialist - Apsis

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

Triggered*

59,5% Open rate

1,45% Click rate

2,43% CTOR

1,75% Bounce rate

Autoresponder**

Open rate 29,95%

Click rate 3,77%

CTOR 12,58%

Bounce rate 1.43%

Newsletter

43,19% Open rate

2,53% Click rate

5,86% CTOR

1,48% Bounce rate

RSS***

Open rate 31,01%

Click rate 5,67%

CTOR 18,27%

Bounce rate 1,21%

Email isn't just alive: it's thriving.

Across industries, email continues to stand out as the most trusted and reliable way to reach customers, proving that the inbox is still where real connections happen.

Our survey shows that email remains the go-to channel for both revenue and relationships. Marketers rank it as the top revenue driver, while customers trust it more than social media, SMS, or paper mail. A rare win-win in a crowded digital world!

In a time of AI-generated noise and endless content, email keeps things personal. With clear sender names, relevant messaging and well-segmented campaigns, brands that show up thoughtfully in the inbox are the ones that truly stand out and get opened.

But when it comes to email, the goal isn't to send more, it's to **send smarter**. The biggest wins often come from focusing on value: knowing who you're talking to, what they care about, and how you can help them.

And so the easiest win, the low-hanging fruit that will deliver the biggest impact, is **segmentation**. Pair that with automation and you have a marketer's new best friend that helps them keep their messaging relevant and impactful all day, every day.

So what is the takeaway here? **Segment first, automate smartly and invest in measurement tools**, because when you can see what works, your email will work even better.



Turn insight into action!

Ready to dominate the crowded inbox?

For teams who already know the value of email, **Apsis helps you take it further**, with smarter segmentation and automation that keeps your audience engaged without overloading their inboxes.

Less complexity, more momentum. Apsis lets you turn insights from your data into action, automate what works and scale meaningful communication without slowing down your workflows.

Curious to see it in action?

Book a [free personal demo](#) for inspiration, practical insights, and a fresh look at what your email strategy can do with the right tools behind it.

“We have had a very positive experience using Apsis. It is user-friendly and flexible and it gives us good possibilities for segmentation and automation. The platform makes it easy to work in a more structured and targeted way with customer communication without making things too complicated. It also gives us clear insights and reporting that help us improve our campaigns over time.”

Siren Lunde Figved & Helene Ravnås Vistnes,
Marketing & Product Developers at Kost1

