

Email Benchmarking Report

2021

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Customer Engagement



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/ Introduction

2020 was one of a kind. The unprompted changes we had to face and the conditions we all had to adapt to have thrown new challenges to brands. Marketers have been asked to think differently and many have seemingly welcomed the challenge.

In the latest [Marketer Email Tracker](#), we found that the various restrictions in place throughout the year appear to have benefitted email, with most marketers reporting various key performance metrics trending positively, as well as an increase in the budget being directed (or re-directed) to email during the pandemic.

While this year metrics appear to show a year-on-year decline, it's reassuring to see the overall increase of nearly a fifth for total send volumes. The results in this report should be read against that context. Indeed, data shows a significant uplift in total opens and total clicks – a success that validates the increased importance of email as a key channel, especially during the pandemic.

Throughout the whole report, you will find data about the positive performance of B2B – possibly a result of B2B recipients having more time to engage with marketing emails while they have been working from home. Also, a possible sign that many people who were on furlough have kept checking their emails.

In our analysis by sector, two have particularly stood out this year – Not-for-Profit and Utilities. Both of these sectors have overperformed. In the first case, we can hypothesise that an increased sense of compassion and altruism brought people to engage with charities to either volunteer their time or donate money to support others in need. In the second case, Utilities' positive performance is possibly a reflection of the increased awareness of customers who had to spend more time in the house, consequently developing the need to find more convenient deals to manage their house expenses.

This report wouldn't be possible without the participation of several companies that took the time to collate their metrics and share them with the DMA. I'd like to thank the teams at **adSalsa, Cheetah Digital, dotdigital, Emarsys UK, Epsilon International, itg, Moosend, Pure360** and **RedEye** for the commitment and time they dedicated to this project too.

Tim Bond
Head of Insight
Data & Marketing Association

/ Foreword - Email Council

Metrics are important. We all want to know what ‘good’ looks like, and then plot a path to ‘better’ and ‘best’. Used like this, metrics create a virtuous circle of performance improvement.

However, metrics can also be used in a way more akin to the tail wagging the dog! Deliverability, opens, and clicks are sometimes reported like desired outcomes in their own rights, rather than discrete points in a customer journey.

Make no mistake – these metrics are important, and their use underpins many established best practices like engagement-based segmentation, triggered email generation, and optimal send times. However, increased focus on consumer privacy is creating pressure on tactics like pixel tracking and IP address analysis that provide these data points. It’s a big area of focus for the DMA’s Email Council, establishing some key themes.

- Apple’s Tim Cook said: “Privacy means people know what they’re signing up for.” [The Marketer Email Tracker 2021](#) proves this, with senders benefitting from an ongoing GDPR halo effect as delivery, open and click rates have improved. Marketers use these metrics as proxies for engagement, but could they become more thoughtful about sourcing engaged subscribers in the first place? Strong relationships begin with transparency around why personal data is collected, and how it will be used. This openness establishes trust, meaning subscribers are more likely to share “zero-party” data about their preferences, purchase intentions, and personal context. When this happens, they are primed to engage right from the start.
- Performance measurement should align with intended outcomes. Delivering ‘sales’ remains a primary objective for email programmes, closely followed by relationship building/loyalty, brand awareness, engagement, and customer service. This means metrics like customer lifetime value, list growth/churn, brand perception, net promoter score, and social media shares all provide important measures of success. Metrics from deeper in the conversion funnel are also more valuable. One council member bases progressive profiling on clicks, finding it massively effective and providing a strong argument for more value-added content.

The metrics in this report provide the foundation for analysing programme performance, plus serving as a fulcrum for better decision making – balancing the quest for enhanced performance with achievement of the programme’s objectives.

While digesting this year’s benchmarks, you should also celebrate email professionals’ resilience in the context of an extraordinary year. Correctly used, email metrics form part of a virtuous circle of improvement. In 2020 this saw responsible businesses gauging their subscribers’ changing digital body language, and then adapting their strategies to deliver continued relevance and value.

At the end of the day, that’s precisely what ‘good’ looks like!

Guy Hanson

Deputy Chair of DMA Email Council

Vice President of Customer Engagement, Validity International

/ Foreword - Validity

Probably the standout learning from Validity's sponsorship of this year's DMA Email Research series is the critical importance of measurement. To paraphrase Peter Drucker, if you can't measure your programme's performance, you absolutely can't manage it – and given email's proven revenue effectiveness this has real financial impact!

We've seen this illustrated time and again. 41% of marketers say they send daily emails, but only 18% of consumers report receiving this many – where are the rest going? 59% of marketers believe their emails are relevant but only 15% of consumers agree – why is the gap so big? And while half of marketers have click-throughs as their most important KPI, only a quarter of consumers respond in this way – what do the rest do, and how are they measured?

This report highlights further important concerns around measurement:

- Data quality is critical for programmes' success. Average delivery rates of 97.9% do not constitute success – they are a resounding failure! A weekly contact frequency and a 2% bounce rate will churn a businesses' entire list in less than a year. Average cost per acquisition is over £30 per address, so high churn has a corrosive effect on programmes' ROI.
- Monitoring delivery but ignoring inbox placement is myopic. Mailbox providers' acceptance has no value if emails are placed in subscribers' spam junk folders. Validity's data shows this happens for one in every eight UK marketing emails – and my colleague Guy Hanson calculates this opportunity cost at around £13,000 per million emails sent!
- Open rates are an increasingly flawed metric, and a 10% click-to-open ratio also means nine out of ten carry on to do...nothing! An open is worth around 50p while a click-through is close to £5. Improving this conversion rate has huge revenue benefits, and finding a way to measure "opened-with-intent" creates a metric with far greater value.

Delivery rates, open rates and click rates all sit in the top drawer of the email optimisation toolbox. Using only these metrics to measure and diagnose programme performance is like fine-tuning a high-performance engine with a screwdriver and pliers.

How do major mailbox providers like Microsoft and Gmail use your sender reputation to inform how they see your programme? How can you identify what's driving

your list churn and staunch the bleeding? Which emails actually deliver to your subscribers' inboxes, engaging with them to purchase your products and services? And how do they benchmark against your competitors as they fight for a share of your customers' attention – and wallet?

As you read through this report, ask if you truly have all the insight you need for a full picture of your programme's performance? If you think you're falling short, [get in touch](#) with us.

At Validity we've built [Everest](#), a comprehensive email intelligence solution that helps marketers address these limitations, leading us neatly back to Drucker – because “you can't manage what you can't measure!”

Wayne Parslow

Executive Vice President, Validity International

/ Overview

After increases over the last two years, email metrics overall have seen a slight decrease in 2020.

The average delivery rate decreased slightly (to 97.9%), as did click and click-to-open rates (2.3% and 10.7% respectively), momentarily breaking the long-term positive trend over the last five years of figures.

Open rates also saw a slight reduction for the second year (19.2% compared to the 20.0% we registered in 2019), but this remains above figures from 2017 and years prior.

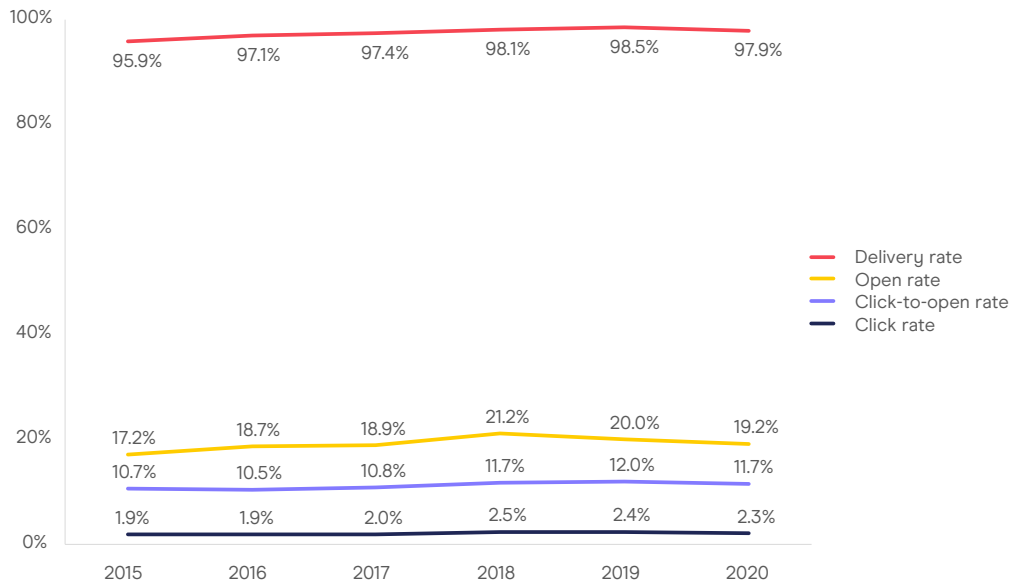
In a year that saw the coronavirus change the way the entire planet lives, works, shops and plays, it's no surprise that email's benchmarks have been impacted. Early in the pandemic, many brands relied on the channel to keep customers informed and reassured – meaning a spike in emails sent (see 'Pandemic Impact' section). As such, despite the decreases in this year's measures, considering the challenges brands had to face in 2020 and the significant rise in email volumes sent, marketers should still consider the past year a successful one.

Indeed, as we saw in the [Marketer Email Tracker 2021](#) report, there are many positive results marketers have achieved. The number of marketers reporting positive increases to their KPIs outnumbered those that didn't by over 2:1, including mailable list size (51%). Two key negative metrics have also seen a decrease in the year: opt-out rates (25%) and spam complaints (29%) – actually a positive result.

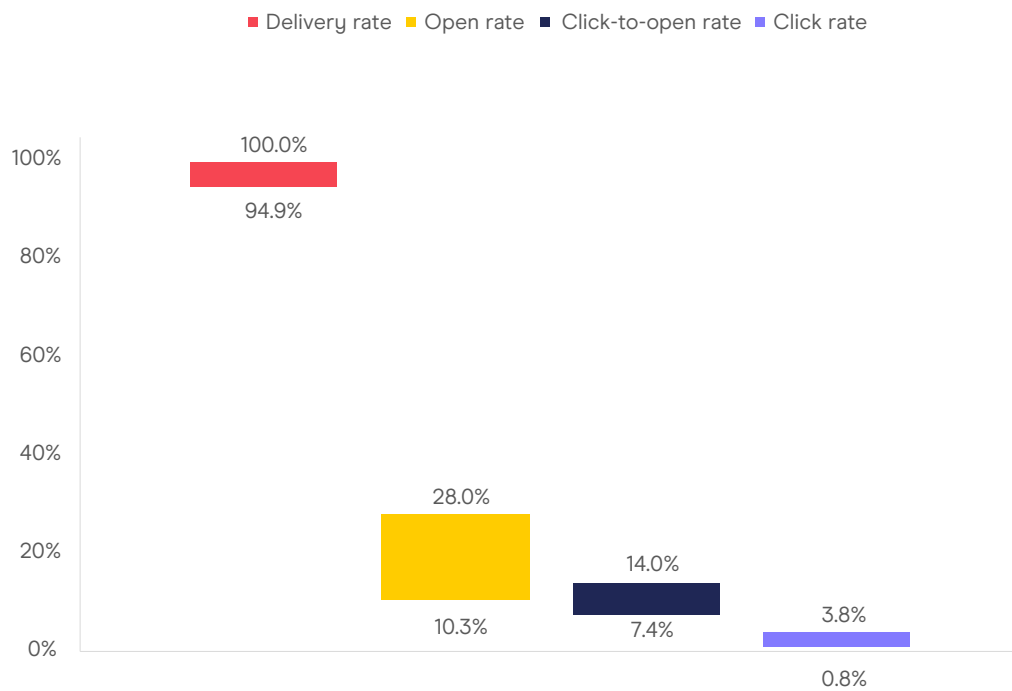
Furthermore, this reflects the changing nature of email as an engagement channel for consumers to make other informed decisions or take alternative journeys to engage with brands via other channels, as seen in the [Consumer Email Tracker 2021](#). As a result, email is the most used channel by brands to engage with customers across all touchpoints, a reminder of the importance of the channel as a central thread around which multi-channel marketing approaches are built.

This year's figures also include the range within which these averages have been calculated, offering insight into the variance on either side. These are found in each metric's chapter to follow and span the last four years, with the overall figures for 2020 included here.

Email Benchmark Averages, 2015-2020



Email Benchmark Averages, 2015-2020



Pandemic Impact

As mentioned, in 2020 the volume of emails sent saw a consistent increase compared to previous years (17%) for the nine email providers that have historically offered data for this study.

In fact, 2020 saw 'emails sent' volumes at their highest compared to previous years of this research. The Financial and Utilities sectors, in particular, have over-indexed such increases, while Travel has seen an improvement too, despite the difficult year when one might expect to see the email volumes decimated. A possible explanation for this is that many travel senders continued sending non-holiday content or future-focused offers to keep subscribers engaged.

Retail and Non-for-Profit have seen minor increases compared to last year. Retail's relatively flat results might be surprising, given the good year some in the sector had thanks to an increase in online shopping during the pandemic. Such a result could be explained by an increased 'natural' demand from customers, resulting in high volumes of traffic and a minor need to attract customers with promotional campaigns.

The pandemic ultimately accelerated the long-term trend for brands operating in essential industries that needed to address and respond to the changing situations. As seen in both [Marketer](#) and [Consumer Email Tracker 2021](#) reports, it's clear that both marketers and customers value email. This highlights the importance of the channel as a central thread around which multi-channel marketing approaches should be built.

/ Delivered

In this section, we analyse the start of the email's journey to the inbox, a key step for overall programme performance.

In 2020, delivery rates have seen a slight decline (97.9%), after a continued increase over the last five years – with a range of variance between 94.9% and 100%, indicating some difference in the level of performance between organisations.

For emails sent in a B2B context, performance has improved at 99.2% – the best figure registered in the last five years, while B2C marketers appear to have seen a decrease in their email delivery rate from 98.8% in 2019 to 97.0% in 2020.

Better delivery rates in B2B might be due to several reasons related to both technological (e.g. looser antispam filtering) or data aspects (e.g. clearer conditions at sign-up).

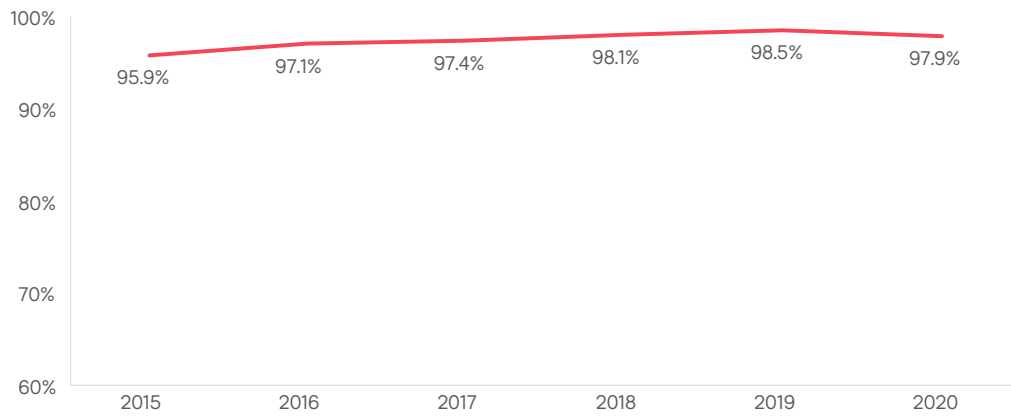
The conditions brought about by the pandemic and the additional messages brands felt were important to send during such challenging times, have resulted in a decreased B2C delivery rate. The need to send emergency messages to all members of a list will have also hurt email deliverability – with increased spam trap hits, reduced data quality, and possible customer fatigue around receiving messages of 'support' during the pandemic period.

Looking across the sectors available within the data, delivery rates have experienced a slight decrease across the board – except for Retail and Utilities. The highest was Retail with 99.0%, while the lowest was Travel with 97.1% and Finance with 97.8%.

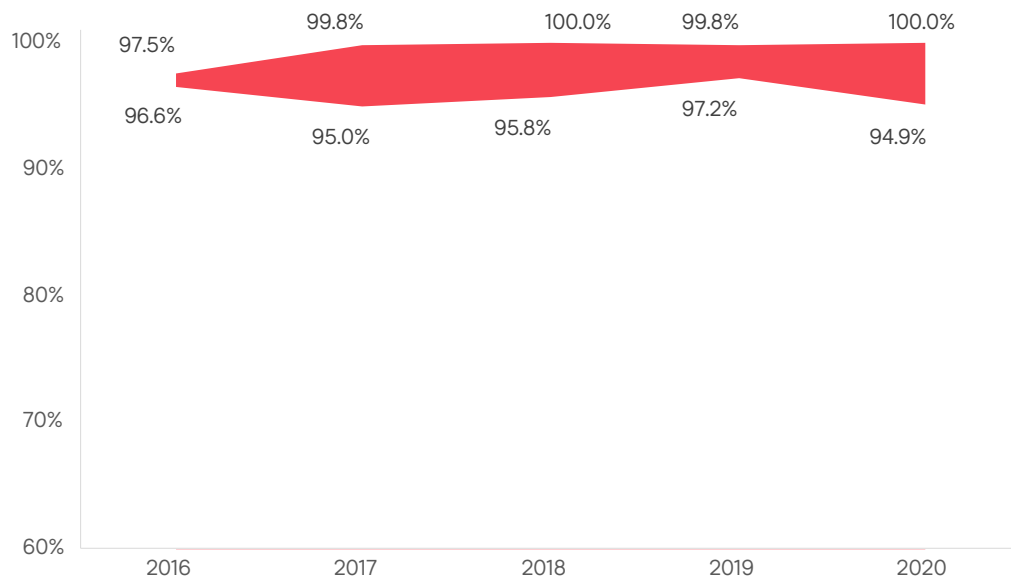
A reason behind travel's low rate could be explained by a possible negative engagement. For instance, due to the massive reduction in flights and holidays, complaint rates increased as a result of reduced relevance, creating a negative impact on both sender reputation and deliverability.

As outlined in our dedicated report '[Email Deliverability: A Journey into the Inbox 2020](#)', the key to success is ensuring that good practices are in place to comply with relevant legislation, clear guidelines offered by mailbox providers, and the broad range of other established best practices you can find in the report.

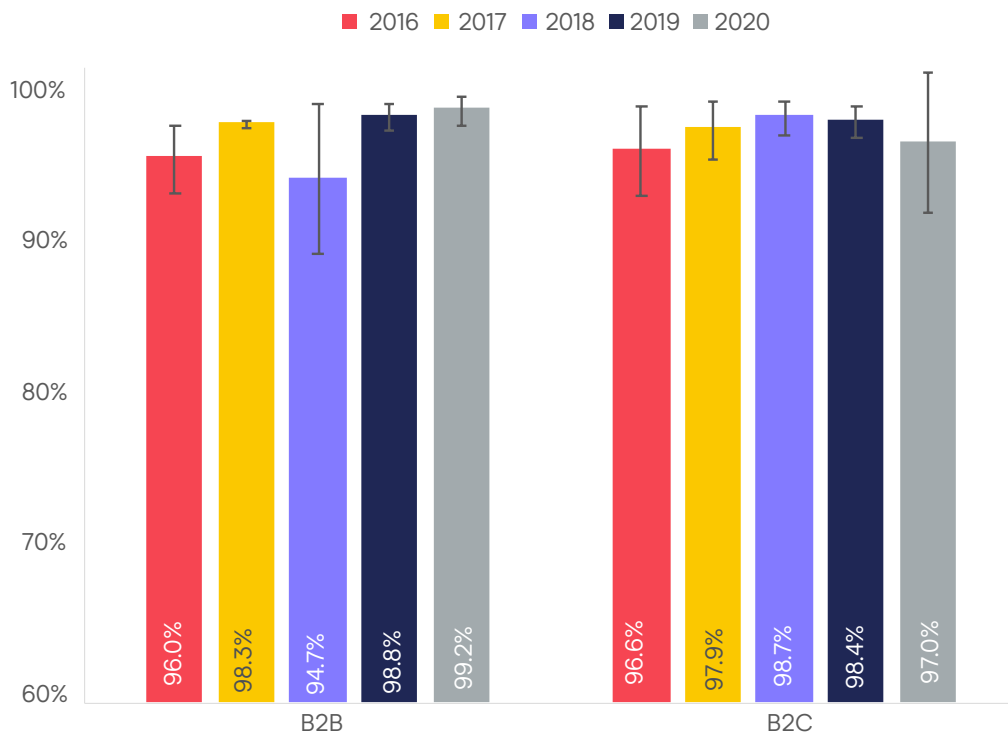
Delivery Rate Average, 2015-2020



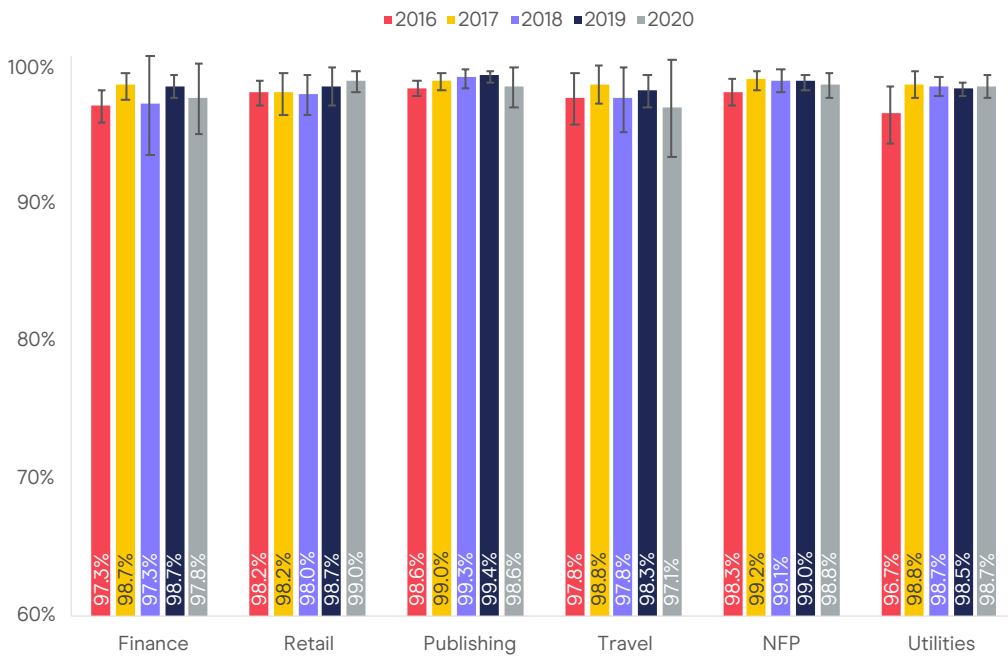
Delivery Rate Range, 2016-2020



Delivery Rates by B2B/B2C, 2016-2020



Delivery Rates by Sector, 2016-2020



Expert Opinions



At the beginning of the pandemic especially, we saw a significant rise in email sending. Brands felt the need to keep in touch with their entire customer base – regardless of their opt-in status – and update them on disruptions in operations. This may explain the decrease in delivery rates for B2C businesses, as sending emails to non-engaged or questionable lists affects inbox placement and overall sender reputation negatively.

Despite the ability to monitor bounce rates, use more sophisticated filtering and improve their reputation scoring, these don't appear to have countered the new reality of having to reach out to wider audiences than pre-pandemic. Furthermore, we can't forget the impact of being caught in more spam traps as a result of larger email sends, which could have an even greater impact on a brands' overall delivery and inbox placement metrics.

We all hope this was a 'once in our lifetime situation' and we will not experience anything similar again. However, the last year should be a reminder for businesses to get smarter about their contact list handling and hygiene. Having the binary "true/false" opt-in or suppress bounces isn't enough. While ESPs have override mechanisms for the invalid or opted-out contacts to be used for extraordinary circumstances, marketers should be able to differentiate a real contact from a fake one.

Konstantinos Karagkounis

Member of the Research Hub of the DMA Email Council
Deliverability Operations Lead, Emarsys



While all of the contributors in this report provide delivery data, they view this metric through the lens of emails bounced as a percentage of emails bounced versus emails sent. This provides an indication of which emails were accepted/rejected by the receiving mailbox providers, but offers no insights into whether those emails were placed in subscribers' inboxes or in their spam/junk folders.

Data from Validity shows that average inbox placement rates for UK senders are 87% - 4% above the global average, and a reflection of the ongoing GDPR "halo effect" that has seen a large majority of responders to the Marketer Email Tracker report improved open rates over the past three years.

But it still means one in every eight legitimate marketing emails fails to land in subscribers' inboxes, and this represents a major opportunity cost for email marketers. Based on an average revenue per email of 10p, poor inbox placement costs UK senders ± £13,000 per million emails sent.

Guy Hanson

Deputy Chair of the DMA Email Council

Vice President of Customer Engagement, Validity International



According to the ‘[Email Deliverability: A Journey into the Inbox 2020](#)’ report, despite the clear awareness and understanding of the importance of email deliverability, it may come as some concern that a rising number of marketers rate their knowledge of best practice in this area as ‘Poor.’

This has risen in recent years (from 10% to 16%), while those believing their knowledge to be ‘Good’ also fell from 41% in 2019 to 31% a year later. This could well be down to the perceived complexity of deliverability increasing, as mailbox providers like Gmail continue to change their algorithms and guidance, making it hard for some to keep up. This points to a possible growing problem of understanding when it comes to this key area of email marketing.

Komal Helyer

Chair of the DMA Email Council
VP of Marketing, Pure360

/ Opened

When it comes to opening an email, the data shows an additional decline (19.2%) to the one already registered in 2019 (20.0%), although that's still higher than in years pre-GDPR. Furthermore, it's worth highlighting that the 0.8% registered decline should be read while also looking at the 17% increase in sending volumes. In other words, despite the open rates being slightly down, the overall story for email was still a successful one in 2020.

Despite the apparent decline, [half of marketers](#) (48%) reported an increase in open rates when asked earlier this year, with an additional 35% saying this measure has remained stable. An explanation behind such a contradiction may be that the programmes which generated the increases are the ones with better practices – for example, use of automation, segmentation or dynamic content – that also send more targeted and, therefore, lower volumes. Hence, despite these senders generating higher open rates, they have been outweighed by a smaller number of higher volume senders whose open rates have declined.

Marketers from B2C organisations reported a minor decline (20.5% compared to 20.6% in 2019) in open rates. Possibly, this could be the result of furloughed employees that have continued to open and check their work inbox or the action of business quarantine filters.

Data shows a decrease in open rates also for those sending B2B marketing emails (19.8% compared to 20.3% in 2019). Both of these figures are also slightly higher than the overall average, however this is down to the submission of these data splits being optional for contributors – as such, some did not provide it for analysis and this explains the slight difference.

Looking at the sector analysis, many saw increases year-on-year – possibly a sign that many brands are slowly starting to rebuild their databases post-GDPR and build an engaged customer list.

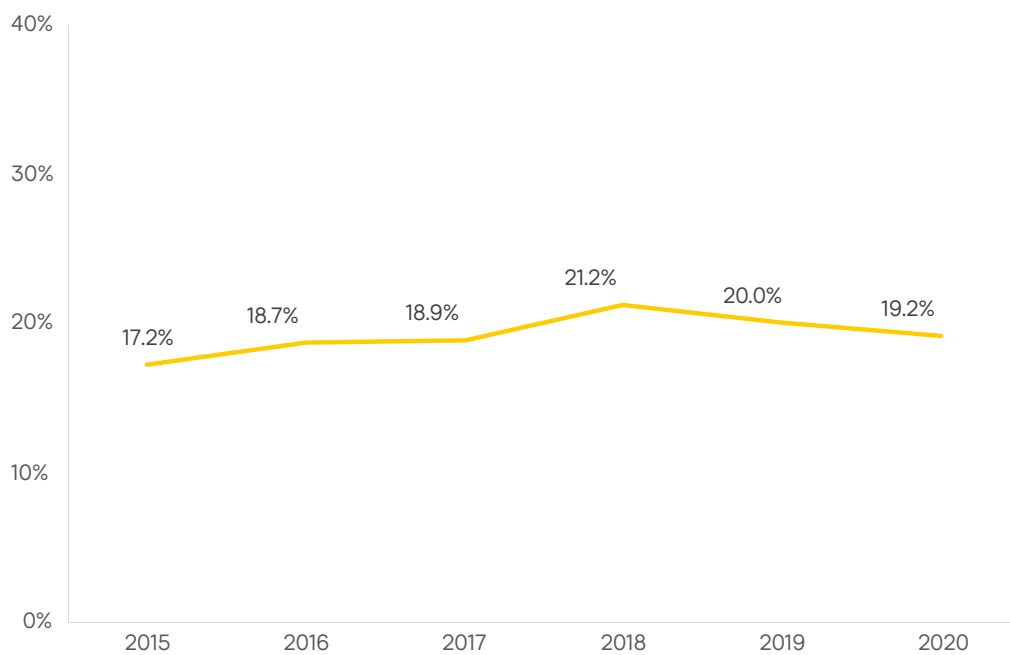
The best performing sector this year was Not-for-Profit (26.1%). The impressive increase (5.0%) could be justified by many people willing to help, either by offering money or time to support others in need – especially for charities playing a key role during the pandemic.

The Utilities and Finance sectors have also registered better open rates than last year – respectively 26.6% and 21.0%. Possibly, due to social restrictions and more time spent in the house, people had more time to deal with their finances and focused on finding better deals by engaging with different utility providers.

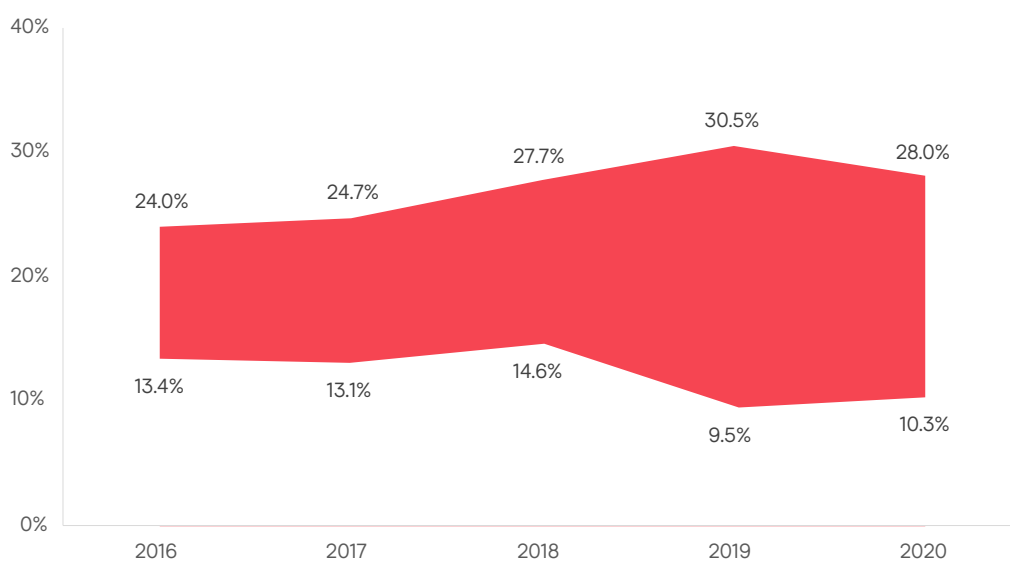
Despite Publishing reported as the lowest open rate (13.5%) across the analysed sectors, it registered an increase (1.1%) – a reflection of the importance news had more than ever during a year where people's lives depended on it. Especially during the months of lockdown, subscribers have turned to email as a trusted method of communication to receive relevant information and news.

Furthermore, despite the decline in delivery rates, the Travel sector's open rates performed well in 2020. It might be that people were worried about the status of refund vouchers for their cancelled flights or were simply keen to learn when travelling would have been possible again.

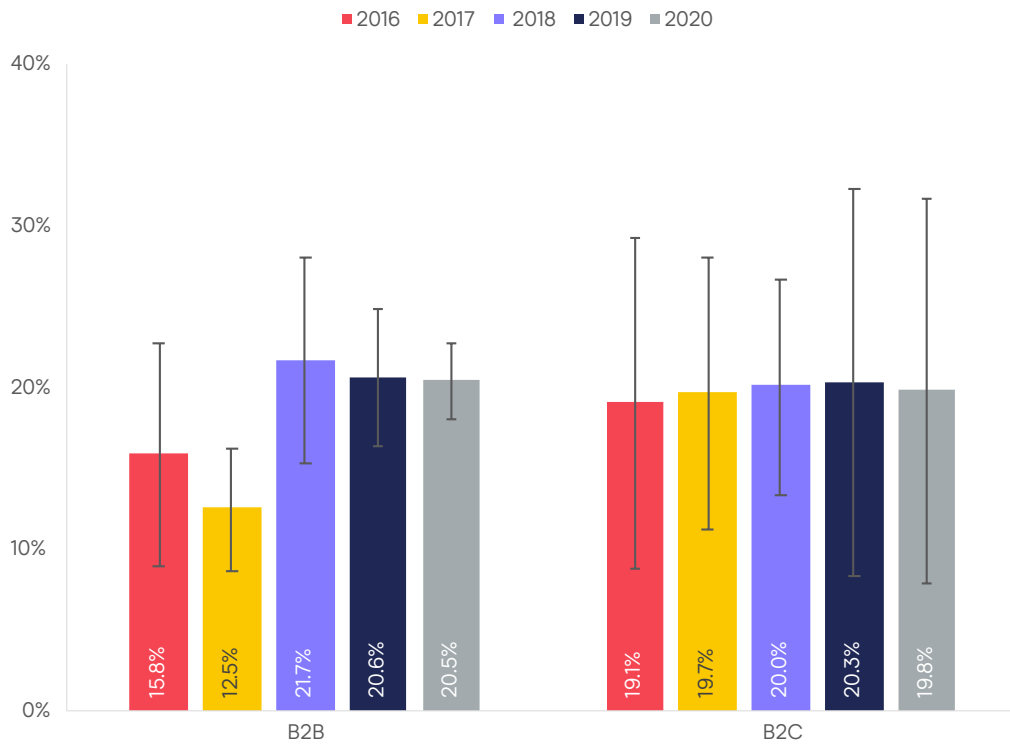
Open Rate Average, 2015-2020



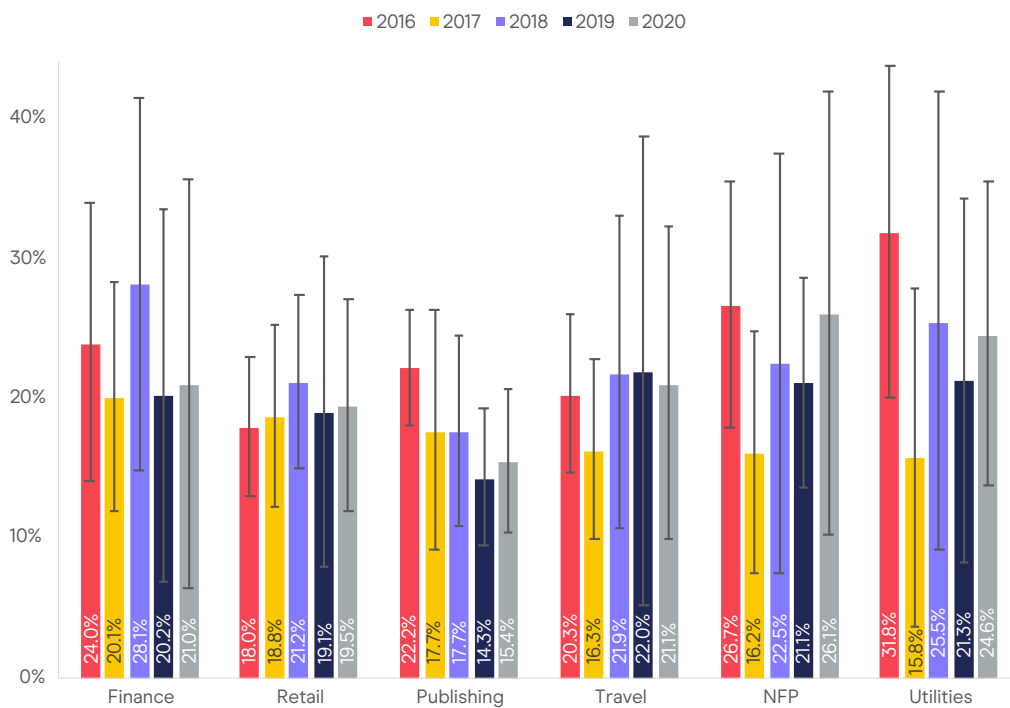
Open Rate Range, 2016-2020



Open Rates by B2B/B2C, 2016-2020



Open Rates by Sector, 2016-2020



Expert Opinions



While open rates are an important part of most email programmes' reporting, they are also a flawed metric due to pre-fetching, image caching, etc. In June 2021, Apple's announcement of its plans to introduce Mail Privacy Protection (MPP) has also put the email marketing world in a state of alert. At this stage, the impact of changes similar to those made by Apple still needs to be understood.

To mitigate any loss of pixel tracking data, email marketers will need to apply their creativity in reviewing how they measure a campaign's success. Open rates on their own show only a single part of the story.

One of email's strengths is in being able to combine these engagement metrics to get a better overview of how subscribers are interacting with your email marketing. Incorporating multi-channel, behavioural and transactional data into customer activity segments aligned to the customer sales cycle will help in monitoring how engaged the overall list is.

Saravanan Subburam

Member of the Research Hub of the DMA Email Council
Digital Content Executive Investment & Pensions Europe (IPE)



Apple's plans to introduce Mail Privacy Protection (MPP) for users of its native email client undeniably creates concern for email senders, making open rate data from these subscribers highly unreliable, as well as limiting the effectiveness of device utilisation and open tracking.

This will have a knock-on impact for many email best practices, including engagement segmentation, send time optimisation, and triggered emails, and senders will need to start basing these tactics on "deeper" metrics like clicks and conversions. But these changes also provide opportunities for email marketers. Apple CEO Tim Cook was quoted saying: "Privacy means people know what they're signing up for.

Instead of relying on open rates to measure engagement, senders should be more focused on acquiring subscribers who are primed to engage in the first place. Instead of using open rates to provide a (weak) signal of needs and interests, senders should collect this "zero-party" data directly from their subscribers. And instead of reporting open rates as a measurement of success, senders should measure their effectiveness against the outcomes they are hoping to achieve from their email programmes.

Guy Hanson

Deputy Chair of the DMA Email Council
Vice President of Customer Engagement, Validity International

/ Clicked

Despite the decline in delivery and open rates, the number of people clicking links in the emails they receive has remained steady year-on-year at 2.3%. We also registered a marked increase in the range of click rates reported – up to 0.8-3.8% in 2020.

Similar to last year, despite the mixed results, [marketers](#) mentioned positive increases in both click-through rates (46%, while a further 37% said rates stayed the same) and conversion rates (44%, with 34% reporting they were unchanged). This data indicates that email has been able to generate more traffic during a very challenging year.

As seen for open rates, B2B marketers have reported a better picture than those working for B2C businesses. Indeed, they had a better performance (2.9%) than previous years (2.5% in 2019) – with the range of reported rates also narrowing (to 2.1-3.6%).

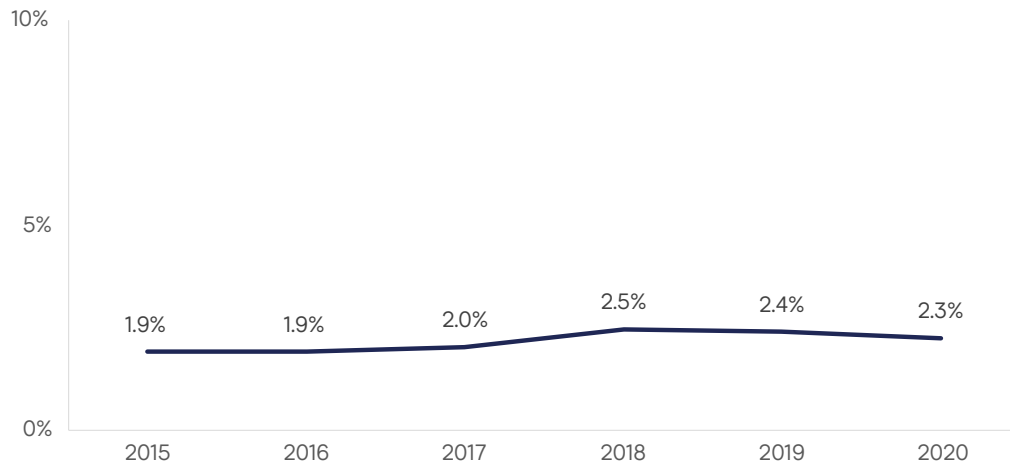
On the other hand, B2C marketers registered a decline in performance (2.2%), with an even stronger increase of rate variance than the one registered in 2019 – now up to 0.1-4.3%.

The best performing sector in 2020 was Not-for-Profit, which is up to 6.9%, although this was with a range of 0-16.6% – the largest in 2020. As mentioned in the previous section, during the pandemic, many have felt the need to contribute and make someone else's life better – especially charities connected with the medical and social support systems have registered a high level of engagement.

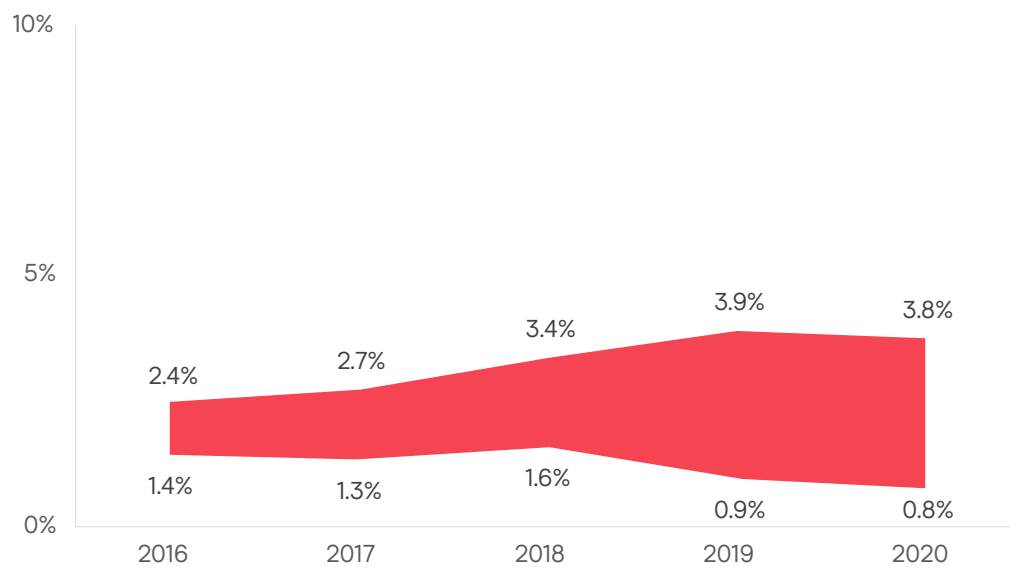
The Utilities sector has also seen a positive spike – from 2.4% in 2019 to 3.4% this year. With so many people forced to work and spend most of their time inside their homes, customers have become more sensitive to the costs of these services and keen to find more convenient deals.

When evaluating the performance of email campaigns, it's also important not to underestimate the impact of the channel beyond the click – what has been defined as the [email halo-effect](#). As highlighted in the '[Consumer Email Tracker 2021](#)' report, while clicking on the link remains the single most likely action (19-29%), consumers are almost as likely to engage with the brand indirectly or via another channel (19-26%) as they are to click.

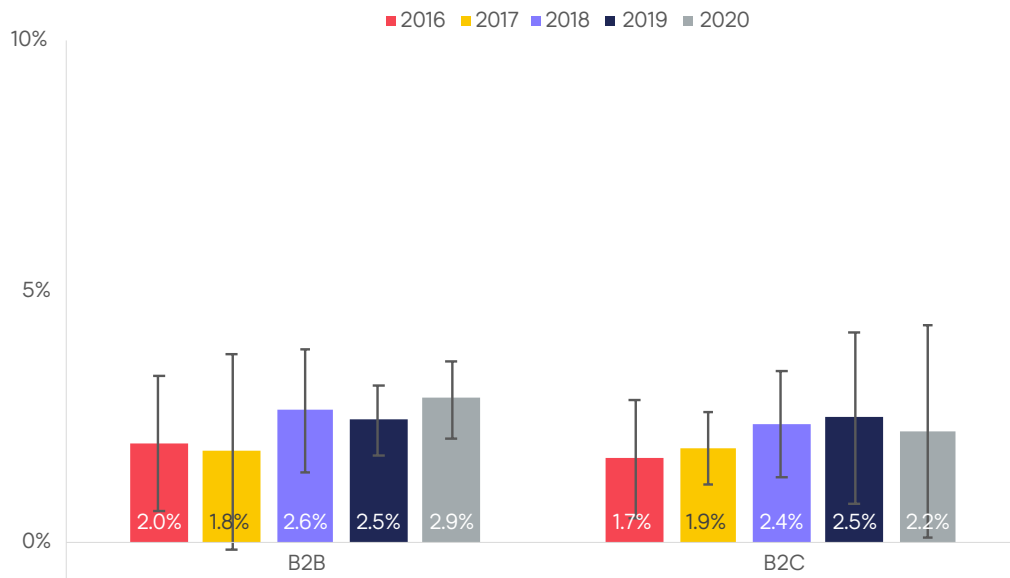
Click Rate Average, 2015-2020



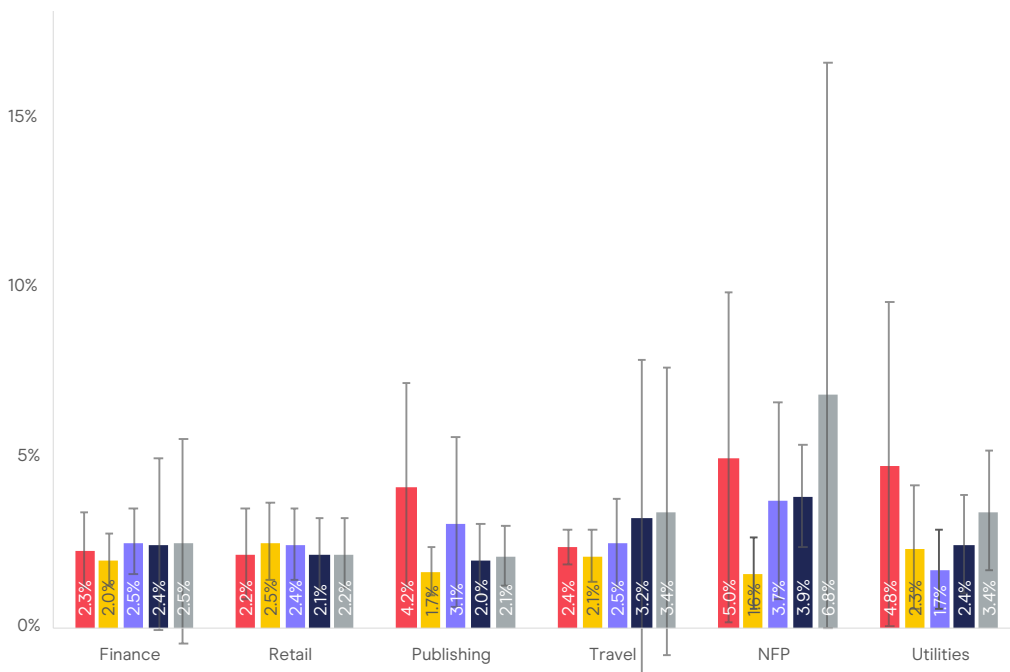
Click Rate Range, 2016-2020



Click Rates by B2B/B2C, 2016-2020



Click Rates by Sector, 2016-2020



Expert Opinions



Similarly to lead scoring and other propensity modelling, email attribution modelling is predominately unique to each brand and complicated to achieve precise results due to the halo effect of other channels.

Answering the question of increased ROI for subscribers receiving email vs not receiving email is a crucial one in regard to budget and resource allocation for the email channel. Withholding emails from a 'holdout' control group to measure email effectiveness is a more accurate method of producing a clearer answer, but could also result in reduced revenue for the brand overall, so it's a fine balance!

As always with email, it's a combination of metrics – first and last click/touch, timed attribution window, position and linear modelling – rather than any singular one, that can give a clearer picture.

Russell Dawson

Member of the Research Hub of the DMA Email Council
Solutions Consultant, Taxi for Email



Despite click rates being one of email's most important metrics, according to the 'Consumer Email Tracker 2021', they only form a quarter of the responses to interesting/useful emails. A similar proportion of responders will do so by visiting the sender's social media pages, checking out product reviews, phoning customer service or visiting a physical store (to name a few).

This means any programme using last-click attribution to measure effectiveness is almost certainly undervaluing itself. Email programmes should make sure these alternative actions are taken into account when measuring marketing success, as well as making them as frictionless as possible too.

Guy Hanson

Deputy Chair of the DMA Email Council

Vice President of Customer Engagement, Validity International

/ Click-to-Open

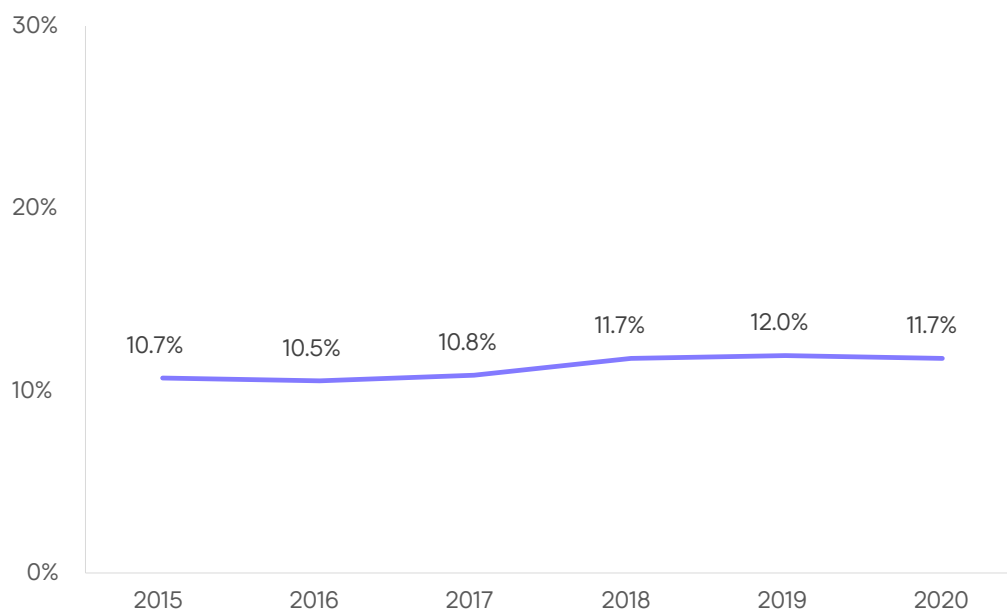
Overall, the click-to-open rates in 2020 saw a decline, with the range broadening back again.

B2B marketers saw an increase in the click-to-open rate this year (13.9%). As for both click and open individual rate's range, the variance seen has narrowed too. For B2C organisations, the click-to-open rate has declined 9.3% vs 12.2% in 2019, with a very pronounced broadening of the range in which campaigns have performed this year.

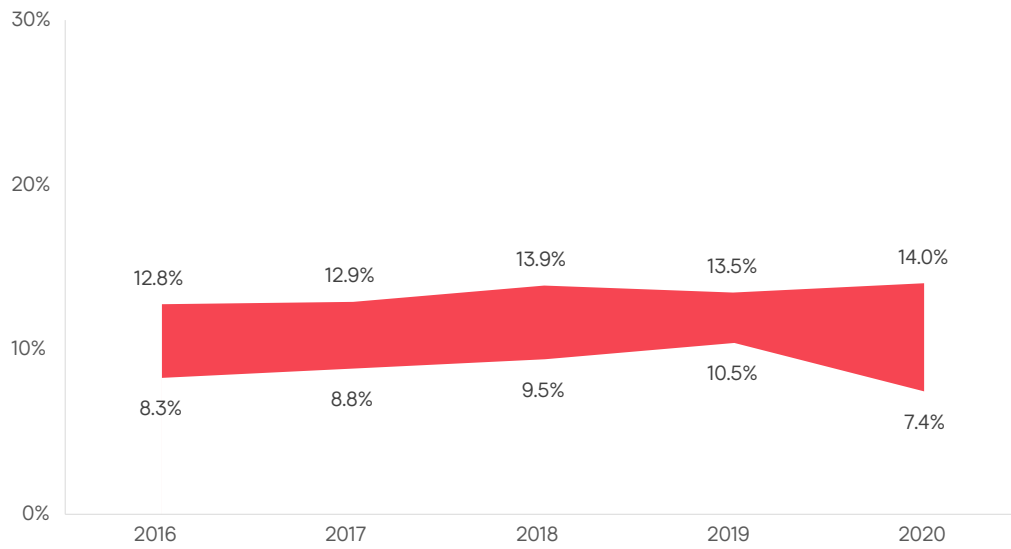
Looking across the sectors this year, there's a more mixed picture. However, Non-for-Profit and Utilities both saw a notable increase overall. Finance saw a decline, but it's worth highlighting that click-to-open rate is a challenging metric for this sector in particular, as many of the messages they send are information without a strong 'call to action' and educating customers about fraud risks may also encourage them not to click directly within an email too.

However, as mentioned in the previous section, it's also important to note the goal of these messages and whether clicks or opens are the right means to measure success. For many organisations, using these alone may underestimate the power of email to trigger one of the alternative journeys to engage with the business we're increasingly seeing in our [other research](#).

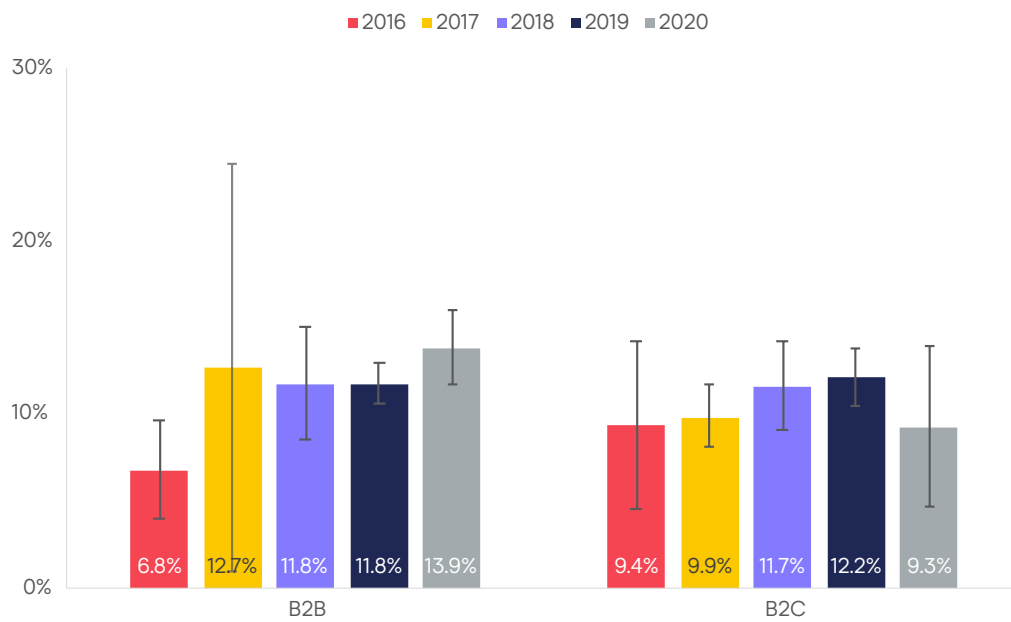
Click-to-Open Rate Average, 2015-2020



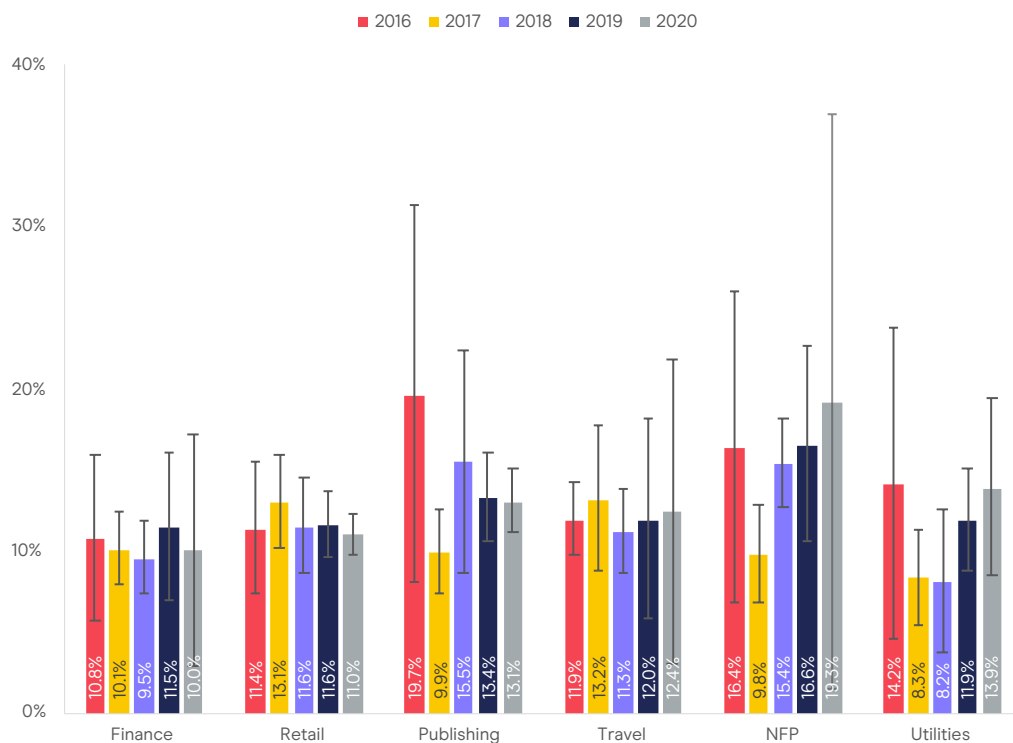
Click-to-Open Rate Range, 2016-2020



Click-to-Open Rates by B2B/B2C, 2016-2020



Click-to-Open Rates by Sector, 2016-2020



Expert Opinions



Click-to-open rate possibly ranks as one of the best and most accurate email metrics (although the changes to open tracking we've already described will have an impact on this).

A low CTOR could indicate that the promise created by an amazing subject line was not matched by the content that followed. A high CTOR might suggest the call-to-action was amazing, but not enough recipients saw it because of inbox placement rates.

Understanding how to interpret this number, and how to diagnose the root causes of over/under-performance,

makes this metric one of the most valuable reporting tools for an email marketer.

Guy Hanson

Deputy Chair of the DMA Email Council
Vice President of Customer Engagement, Validity International



It's crucial to ensure that your emails are designed with conversions in mind – optimising for responsiveness, design grids, creative, accessibility and clear next steps for customers to take action.

The recipient should be able to take the next step in the way they want – as we see from the consumer research this isn't necessarily simply a click. Taking a multi-channel approach to next steps using prominent social channels, quick actions (for Gmail), enticing direct replies to the email itself and ease of sharing is worth considering.

Russell Dawson

Member of the Research Hub of the DMA Email Council
Solutions Consultant, Taxi for Email



Utilities reported one of the highest CTOR by sector, scoring well above the average. This can be directly attributed to the shifts and lifestyle changes brought about by the pandemic for both consumers and marketers.

The enforced lockdown and changes to Government restrictions mean many have switched to working from home, home schooling and taking on additional household responsibilities. This naturally means households using more energy, water and broadband than usual and being conscious of small steps they can take to reduce their carbon footprint.

The pandemic has also fundamentally changed the way brands communicate with their customers across all sectors, particularly with the style, tone of voice in their content, and messaging. As such, the last year has also re-defined the value of email as a core engagement channel, with new themes around trust, empathy, love and kindness rising to prominence in brands' communications too.

Saravanan Subburam

Member of the Research Hub of the DMA Email Council
Digital Content Executive, Investment & Pensions Europe (IPE)

/ Methodology

Data was provided voluntarily by email marketing service providers (ESPs), including DMA Members and non-members. The average for all the emails sent, delivered, opened (uniques), and clicked on (uniques) for each ESP was then used to equate an overall industry average.

The sample covers over 158 billion emails sent from January 2020 to December 2020 by nine different ESPs: **adSalsa, Cheetah Digital, dotdigital, Emarsys UK, Epsilon International, itg, Moosend, Pure360** and **RedEye**. These participants have a wide range of clients across various industries at disparate volumes. This report should be used as a guideline only for email performance. Only aggregate figures have been reported.

The data was collected, collated and analysed by the DMA Insight department. The report was written and designed by the DMA Insight department and in-house design team. The findings were reviewed by the DMA and the Research Hub of the DMA Email Council to ensure relevance to the current state of the email industry.

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