CONFERENCES & EXHIBITIONS: EMAIL MARKETING BENCHMARKS

MPG EVENT MARKETING

DELIVERY RATE >97%

OPEN RATE 10 - 20%

CLICK THROUGH RATE 1 - 2%

CLICK TO OPEN RATE 9 - 15%

CAUSES OF POOR PERFORMANCE AND ACTION PLANS

LOW DELIVERY RATES

$$\left(\frac{\text{Emails sent minus bounces}}{\text{Total number of emails sent}} \right) \times 100$$

CAUSES
- ✓ Hard bounces - 'bad' data i.e. invalid, closed or non-existent email addresses
- ✓ Soft bounces - the recipient's inbox is full, your email is too large, or the server is down

ACTION PLAN
- ✓ Remove hard bounces from future email campaigns
- ✓ Research hard bounces thus growing your database (note GDPR laws apply!)
- ✓ Watch out for spam trap - ensure your messaging and formatting don't put your email in a spam folder

LOW OPEN RATES

$$\left(\frac{\text{Number of emails opened}}{\text{Total number of emails delivered}} \right) \times 100$$

CAUSES
- ✓ Unengaging subject lines
- ✓ Unrecognisable sender names
- ✓ Poor preheader text
- ✓ Email sent at wrong time/day

ACTION PLAN
- ✓ Change or A/B test subject lines (incl. personalising subject lines)
- ✓ Change or A/B test sender names (e.g. from a person vs from a brand/company name)
- ✓ Avoid weak messaging or repetitive content for preheader text (for mobile viewing)
- ✓ Test sending the emails at different times

LOW CLICK-THROUGH RATES

$$\left(\frac{\text{Number of people that click on a link}}{\text{Total number of emails delivered}} \right) \times 100$$

CAUSES
- ✓ Irrelevant or unengaging messaging
- ✓ Call to action (CTA), such as a button, not prominent enough
- ✓ Low open rates

ACTION PLAN
- ✓ Segment your lists and personalise messaging accordingly
- ✓ Ensure CTA is action-orientated, eye-catching, legible and concise
- ✓ Follow action plan to work on email optimisation (incl. mobile, images and links) and to increase open rates (as above)

LOW CLICK TO OPEN RATES

$$\left(\frac{\text{Number of people that click on a link}}{\text{Number of emails opened}} \right) \times 100$$

CAUSES
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Click to open rates give you pure insight into the success of your email's content (irrespective of other factors such as subject lines, sender names, email timing, etc.)