

# Email Marketing: Click Rate

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# Email Marketing: Click Rate

## Definition & Measurement Details



### What is Email Marketing: Click Rate?

The percentage of emails sent out to customers or subscribers over a certain period of time that result in a click somewhere within the email body. Segment based on campaign or content to compare email marketing methods.

### Why should this KPI be measured?

Email Marketing: Click Rate measures the percentage of emails sent out to customers or subscribers over a certain period of time that result in a click somewhere within the email body. A relatively low value for this

### How is this KPI calculated?

Two values are used to calculate this KPI: (1) the number of emails sent out to customers or subscribers over a certain period of time that result in a click somewhere within the email body and (2) the total number of emails sent out to customers or subscribers over a certain period of time that result in a click somewhere within the email body.

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# Email Marketing: Click Rate

## Benchmarks & Characteristics of High Performers



### Email Marketing: Click Rate

(Number of Emails that Result in a Click Within the Email Body / Total Number of Emails Sent) \* 100



#### Characteristics of High Performers

- KPIs are well-defined, tracked and tied to performance reviews
- Robust self-service options for customer

Sample Size: XX

KPI Type: XX

Unit: XX

Is High or Low Best?: XX

**How to read this chart:** This chart summarizes the performance gaps between high (Top 5%), mid (Median) and low (Bottom 5%) performers for this Key Performance Indicator (KPI). For example, the column labeled "Top 5%" represents a company that outperformed 95% of the peer group observed for this metric.

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## **OpsDog, Inc.**

1502 Augusta Dr., Suite 200

Houston, TX 77057

Tel: 844-650-2888