**OpsDog KPI Reports** 

## **Email Marketing: Click Rate**

Benchmarks, Definition & Measurement Details

# SAMPLE CONTENT & DATA



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2017 Edition



### 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.



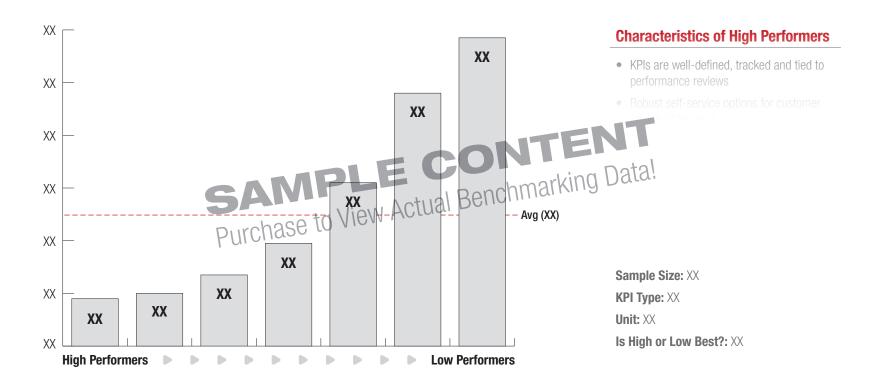
## **Email Marketing: Click Rate**

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



**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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