

Email Marketing: Click-to-Open Rate

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Email Marketing: Click-to-Open Rate

Definition & Measurement Details



What is Email Marketing: Click-to-Open Rate?

The percentage of emails opened by 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-to-Open Rate measures the percentage of emails opened by customers or subscribers over a certain period of time that result in a click somewhere within the email body. A relatively low value

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the number of opened emails that results in a click anywhere within the email body (typically on a link) and (2) the number of emails opened by

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Email Marketing: Click-to-Open Rate

Benchmarks & Characteristics of High Performers



Email Marketing: Click-to-Open Rate

(Number of Emails that Result in a Click Within Email Body / Total Number of Emails Opened) * 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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