

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 somewhere within the email body (typically on a link) and (2) the number of emails opened by

ABRIDGED CONTENT
Purchase to View Full Definition & Measurement Details!

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.

Benchmarking Report Terms & Conditions

OpsDog KPI Reports



© 2017 OpsDog, Inc.

The OpsDog KPI Reports and their contents are protected by copyright laws, contain the trademark OpsDog, Inc., and are OpsDog's proprietary information. No part of this book shall be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording or otherwise, without written permission from OpsDog, Inc.

OpsDog, Inc. assumes no liability with respect to the use of the information contained herein which is provided "as is" and there are no warranties of any kind provided by OpsDog with respect to this report. OpsDog assumes no responsibility for errors or omissions and will not be liable for any damages resulting from the use of the information contained herein.

OpsDog, Inc.

1502 Augusta Dr., Suite 200

Houston, TX 77057

Tel: 844-650-2888