OpsDog KPI Reports

Email Marketing: Click-to-Open Rate

Benchmarks, Definition & Measurement Details





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Email Marketing: Click-to-Open Rate



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.



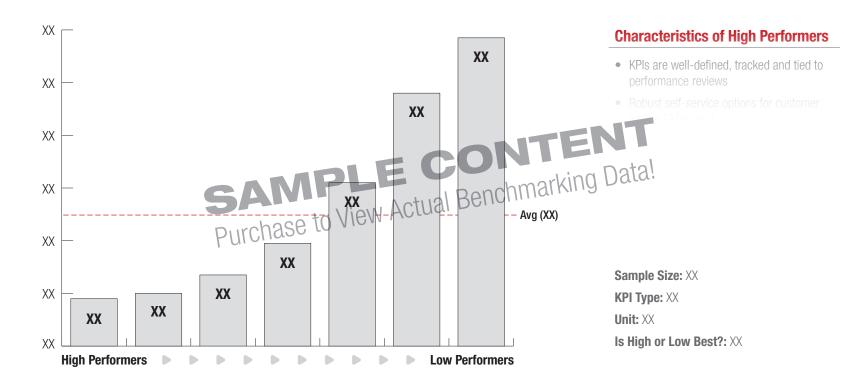
Email Marketing: Click-to-Open Rate

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



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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