

# Email Marketing: Hard Bounce Rate

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# Email Marketing: Hard Bounce Rate

Definition & Measurement Details



## What is Email Marketing: Hard Bounce Rate?

The number of emails sent during an email campaign that are not deliverable due to a hard bounce (such an event results from fake or disabled email addresses or domains, email address blocked by server, etc.) divided by the total number of emails sent during that campaign, as a percentage.

## Why should this KPI be measured?

Email Marketing: Hard Bounce Rate measures the number of emails sent during an email campaign that are not deliverable due to a hard bounce (such an event results from fake or disabled email addresses or domains, email address blocked by server, etc.) divided by the total number of emails sent during that campaign, as a percentage.

## How is this KPI calculated?

Two values are used to calculate this KPI: (1) the number of emails sent during an email campaign that are not deliverable due to a hard bounce, and (2) the total number of emails sent during that campaign, as a percentage.

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# Email Marketing: Hard Bounce Rate

Benchmarks & Characteristics of High Performers



## Email Marketing: Hard Bounce Rate

(Number of Emails Not Deliverable / 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 support

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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