Email Marketing: Hard Bounce Rate

Benchmarks, Definition & Measurement Details





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.



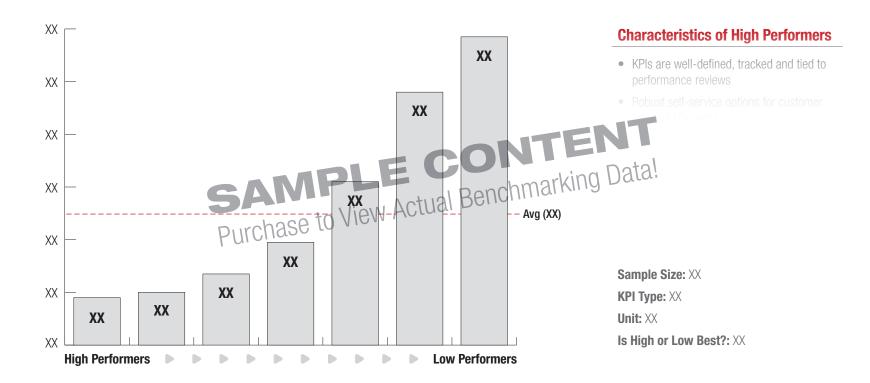
Email Marketing: Hard Bounce Rate

Benchmarks & Characteristics of High Performers



Email Marketing: Hard Bounce Rate

(Number of Emails Not Deliverable / Total Number of Emails Sent) * 100



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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