

Email Marketing: Spam Complaint Rate

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Email Marketing: Spam Complaint Rate

Definition & Measurement Details



What is Email Marketing: Spam Complaint Rate?

The number of users who submit a spam or abuse report after receiving a marketing campaign email divided by the total number of emails sent during that campaign, as a percentage.

Why should this KPI be measured?

Email Marketing: Spam Complaint Rate measures the number of users who submit a spam or abuse report after receiving a marketing campaign email in relation to the total number of emails sent during that campaign.

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the number of users who submit a spam or abuse report after receiving a marketing campaign, and (2) the total number of emails sent during that campaign to customers or subscribers.

ABRIDGED CONTENT
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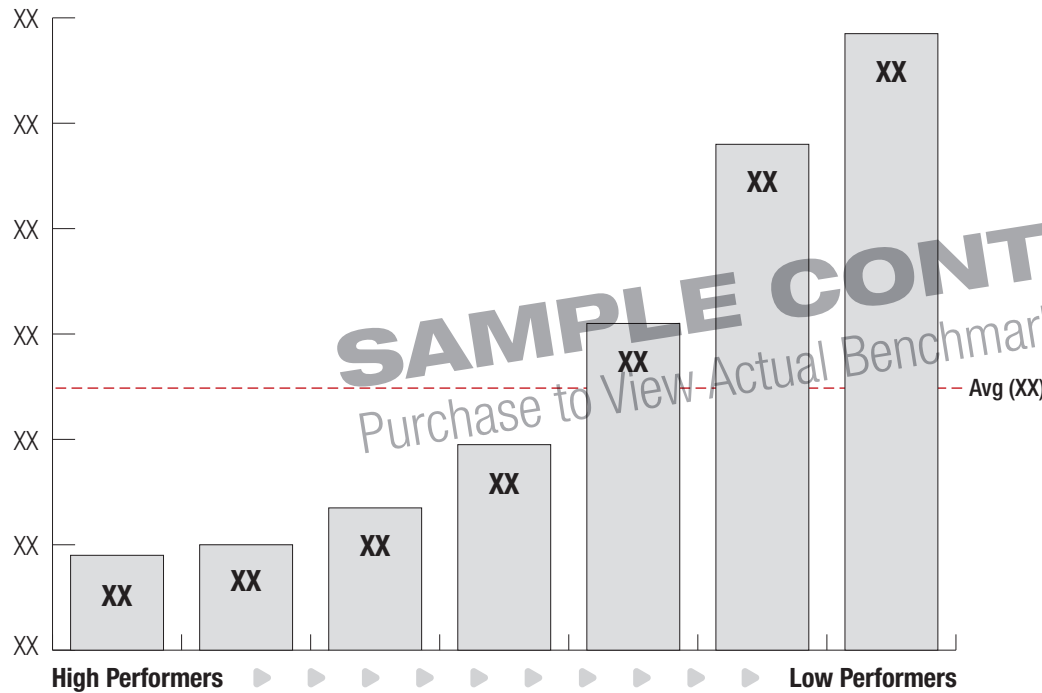
Email Marketing: Spam Complaint Rate

Benchmarks & Characteristics of High Performers



Email Marketing: Spam Complaint Rate

(Number of Users Who Submit a Spam or Abuse Report / 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

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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