

Email Marketing: Unique Open Rate

Benchmarks, Definition & Measurement Details

**SAMPLE
CONTENT & DATA**



Email Marketing: Unique Open Rate

Definition & Measurement Details



What is Email Marketing: Unique Open Rate?

The number of times an individual user opens an email sent out during an email campaign divided by the total number of emails sent during that campaign, as a percentage. "Unique opens" does not count subsequent openings of the email beyond the first opening of the email for individual users.

Why should this KPI be measured?

Email Marketing: Unique Open Rate measures the number of times emails sent out during an email campaign were opened for the first time by individual users in relation to the total number of emails sent during

How is this KPI calculated?

Two values are used to calculate this KPI: (1) the number of times an individual user opens an email sent during an email campaign, and (2) the total number of unique email recipients or subscribers. Do

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Email Marketing: Unique Open Rate

Benchmarks & Characteristics of High Performers



Email Marketing: Unique Open Rate

(Number of Emails Opened / 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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