OpsDog KPI Reports

Email Marketing: Unique Open Rate

Benchmarks, Definition & Measurement Details





www.opsdog.com | info@opsdog.com | 844.650.2888

2017 Edition

Email Marketing: Unique Open Rate



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.



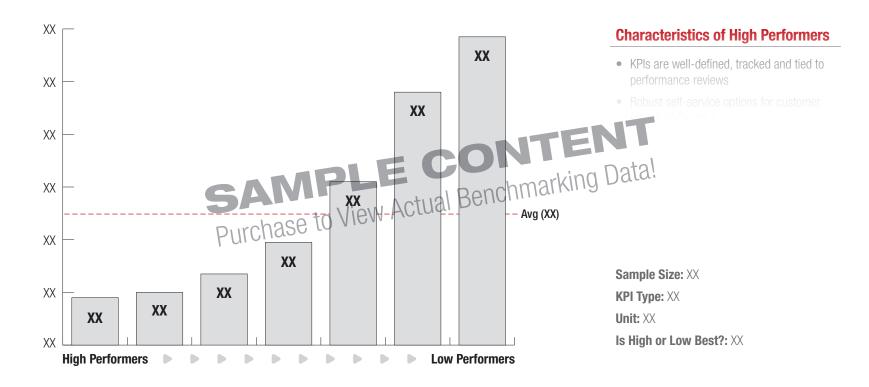
Email Marketing: Unique Open Rate

Benchmarks & Characteristics of High Performers



Email Marketing: Unique Open Rate

(Number of Emails Opened / Total Number of Emails Sent) * 100



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.

opsdog-kpi-report.email-marketing-unique-open-rate.Sample

2

OpsDog KPI Reports



© 2017 OpsDog, Inc.

The OpsDog KPI Reports and their contents are protected by copyright laws, contain the trademark OpsDog, Inc., and are OpsDog's proprietary information. No part of this book shall be reproduced, stored in a retrieval system, or transmitted by any means, electronic, mechanical, photocopying, recording or otherwise, without written permission from OpsDog, Inc.

OpsDog, Inc. assumes no liability with respect to the use of the information contained herein which is provided "as is" and there are no warranties of any kind provided by OpsDog with respect to this report. OpsDog assumes no responsibility for errors or omissions and will not be liable for any damages resulting from the use of the information contained herein.

OpsDog, Inc.

1502 Augusta Dr., Suite 200 Houston, TX 77057 Tel: 844-650-2888