

# Email Marketing: Unsubscribe Rate

*Benchmarks, Definition & Measurement Details*

**SAMPLE  
CONTENT & DATA**



# Email Marketing: Unsubscribe Rate

Definition & Measurement Details



## What is Email Marketing: Unsubscribe Rate?

The number of users who unsubscribe from the company's email list 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: Unsubscribe Rate measures the number of users who unsubscribe from the company's email list after receiving a marketing campaign email 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 users who unsubscribe from the company's email list after receiving a marketing campaign email and (2) the total number of emails sent during

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# Email Marketing: Unsubscribe Rate

Benchmarks & Characteristics of High Performers



## Email Marketing: Unsubscribe Rate

(Number of Users Who Unsubscribe from the Company's Email List / 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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