

Thursday 20 June
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/ Webinar: Uncovering key trends with the 2024 Email Benchmarking Report

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/ Welcome

Sharon Whale, Deputy Global Group Chief Executive, OLIVER

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/ DMA Email Benchmarking Report 2024 Launch

Ian Gibbs, Insight and Planning Director, DMA

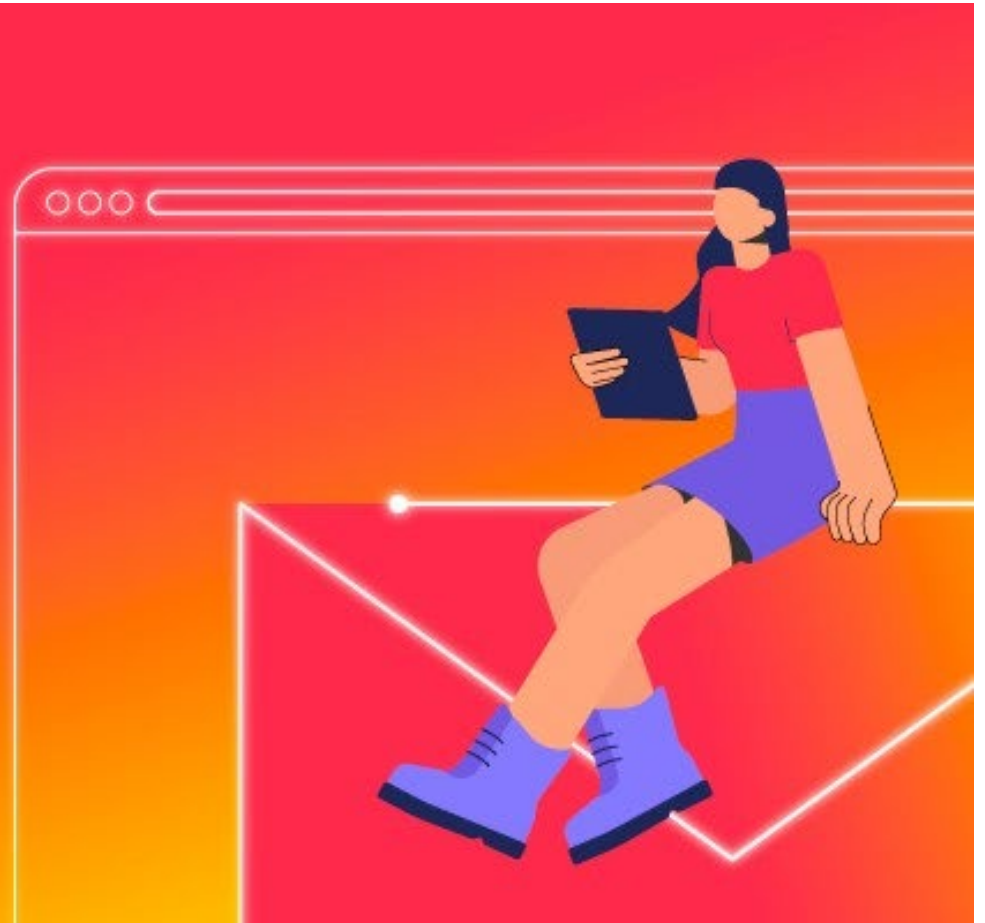
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/ Launching today

Email Benchmarking Report 2024

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/ Eight organisations contributing to the benchmark report

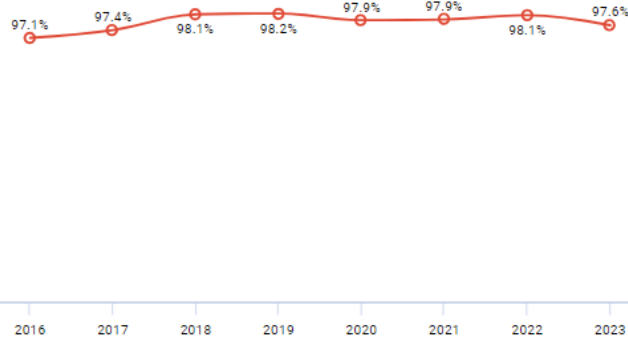
- Marigold
- Dotdigital
- SAP Emarsys
- Campaigner
- Ometria
- Profusion
- RedEye
- Spotler

/ Now available via an interactive dashboard

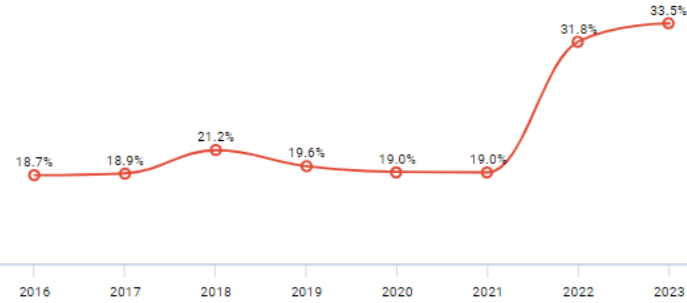


- Email Total
- B2B Emails
- B2C Emails
- Finance
- Not for Profit
- Utilities
- Publishing
- Retail
- Travel
- Other

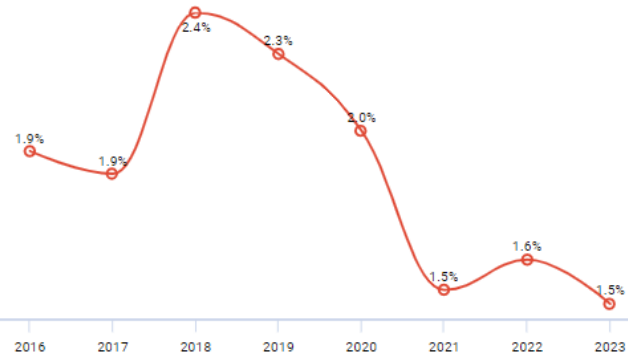
Delivery Rate Benchmarks (%)



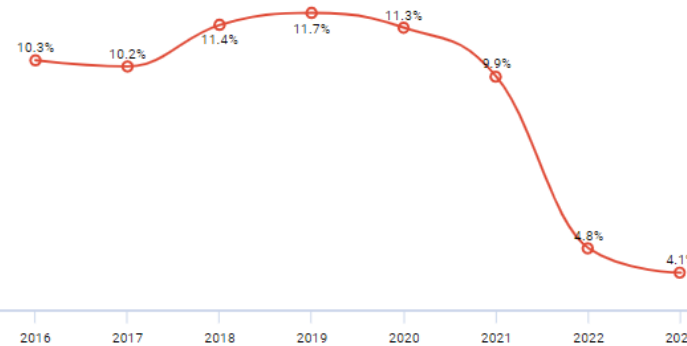
Open Rate Benchmarks (%)



Unique Click Rate Benchmarks (%)



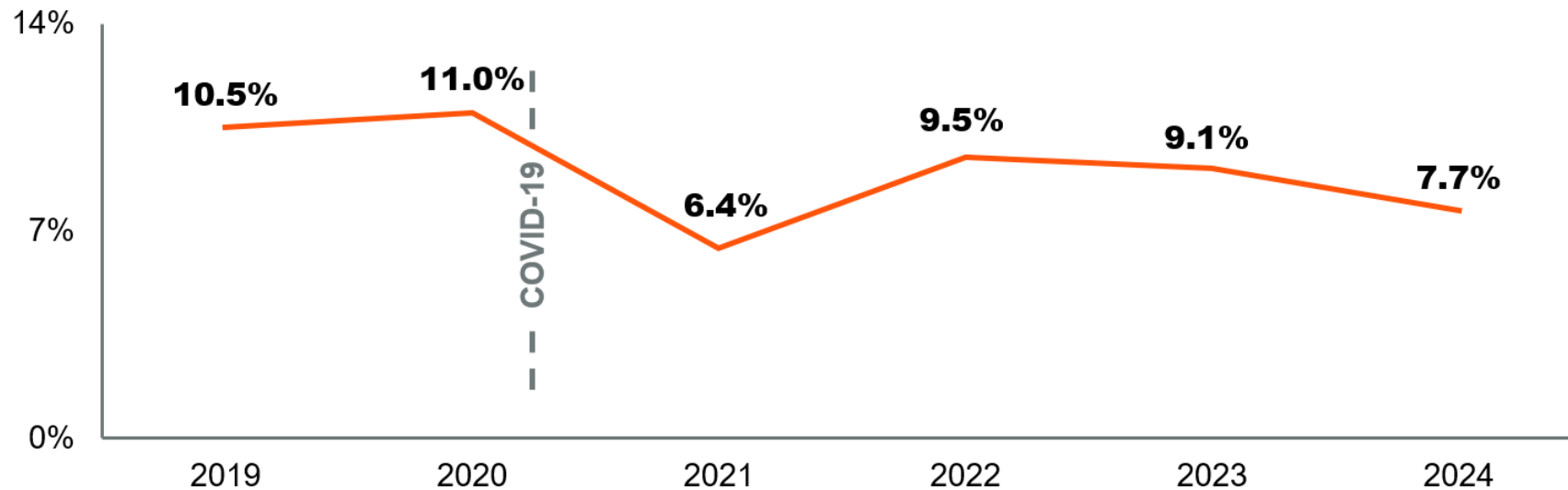
Click to Open Rate Benchmarks (%)



/ Marketers are working with less

Average Budgets Fall to Post-Pandemic Low

2024 Marketing Budget as a Percent of Total Revenue



n = 395 (2024); 410 (2023); 400 (2021); 342 (2020); 342 (2019); 618 (2018); 350 (2017); 375 (2016) CMOs, Excluding "Don't Know"

Q. What percentage of your revenue is being allocated to your total marketing expense budget in 2022?

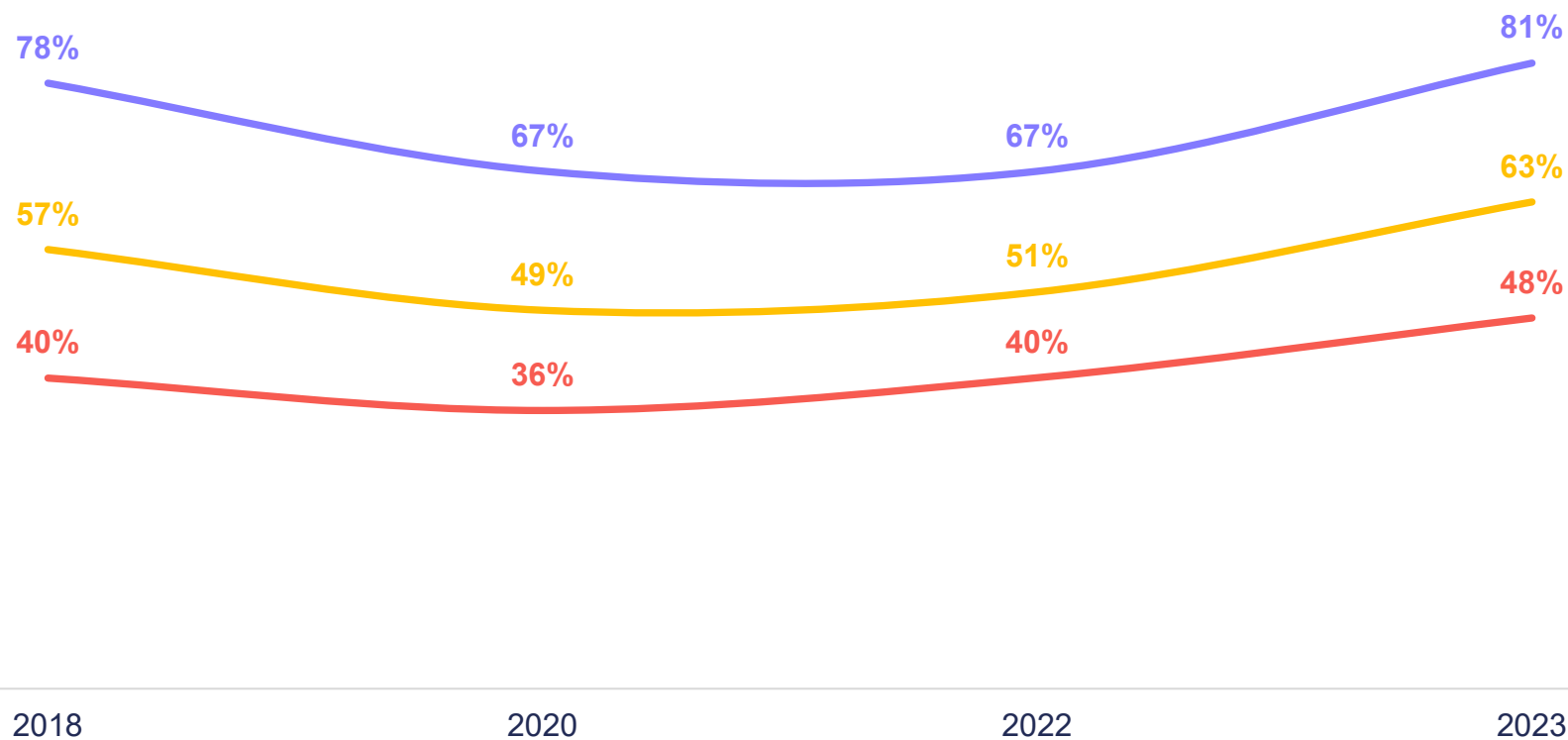
Source: 2024 Gartner CMO Spend Survey

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/ Rise in the use of short-term promotional activity

Attitudes towards price and deals (% Agree NET)



When making an important purchase decision I tend to spend time comparing prices

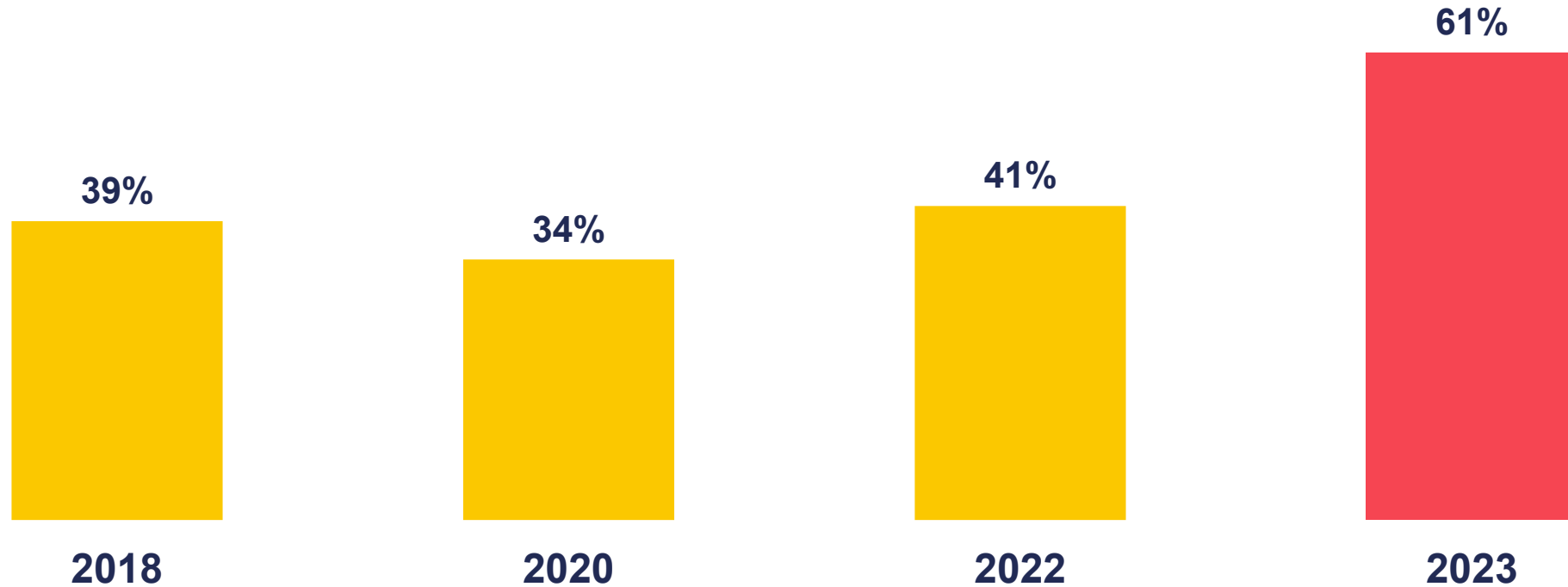
When shopping, I often change my mind about what brands/shops/sites to use as a result of deals/offers

If a brand/shop/site I like stopped offering deals I would stop buying from them

B1. [Agree NET] First of all, how much do you agree or disagree with the following statements?
Base: 2,497 UK nationally representative adults 16+

/ Brand loyalty is declining

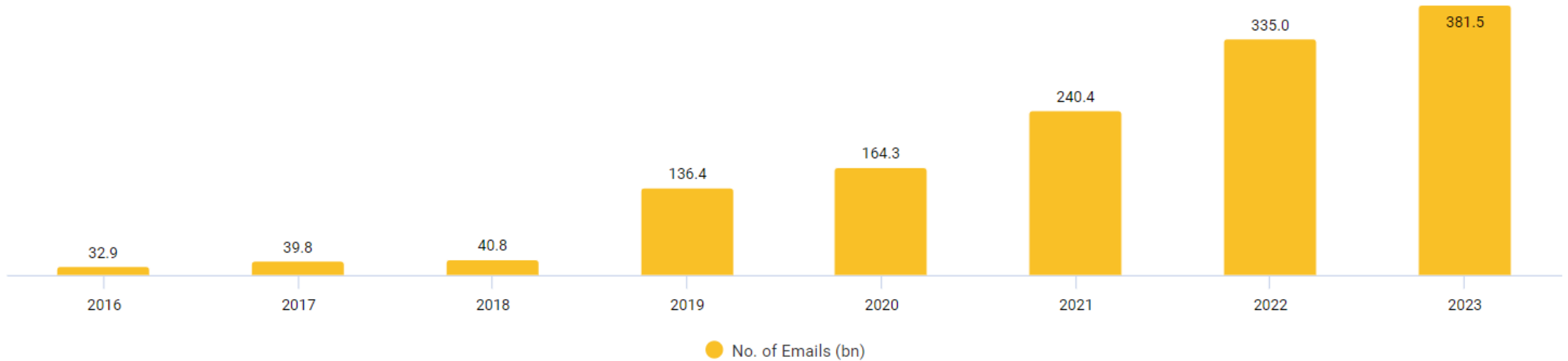
% agree "I feel I am less loyal to brands and companies now than a year ago"



B1. How much do you agree or disagree with the following statements?
Base: 2,497 UK nationally representative adults 16+

/ 380 billion emails sent in 2023

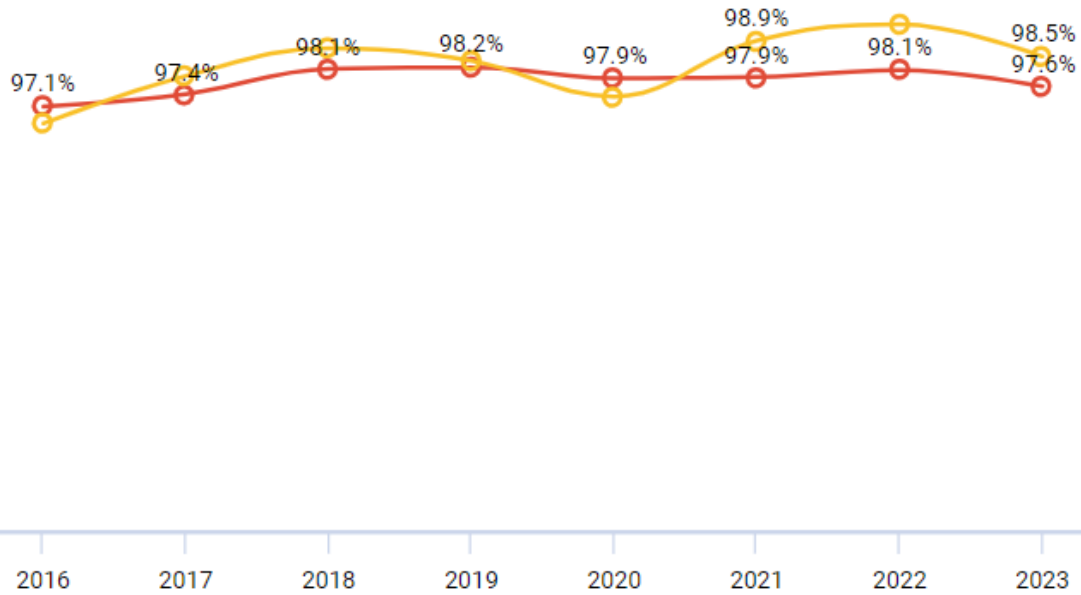
VOLUMES MEASURED: All Emails



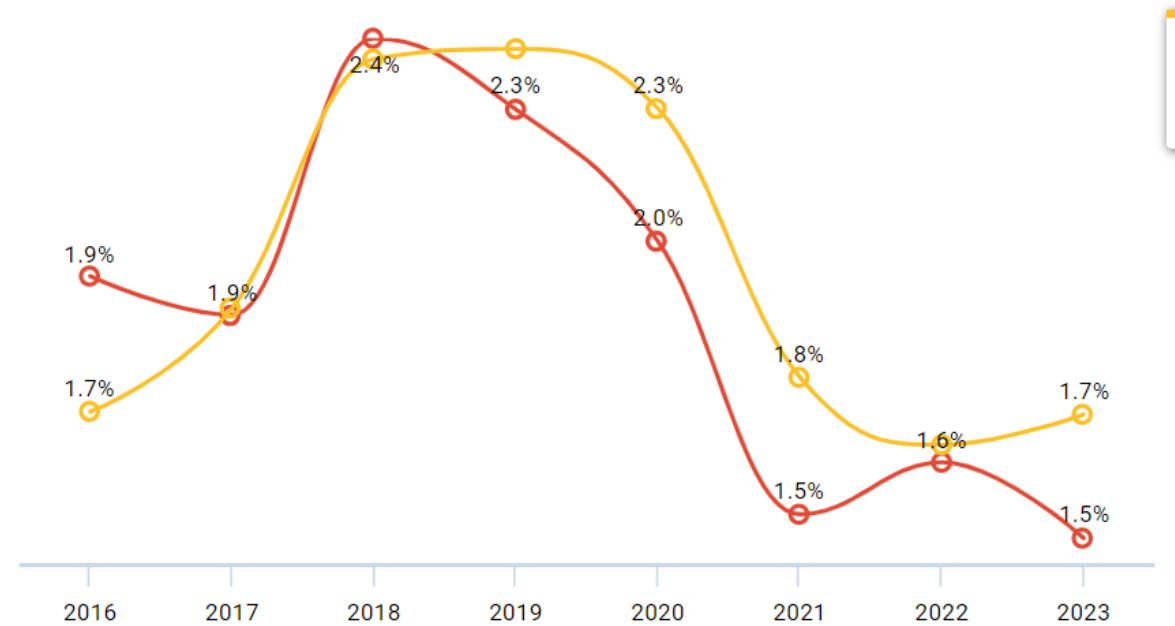
/ Nine key findings


/ 1. B2C emails performing above the norm

Delivery Rate Benchmarks (%)



Unique Click Rate Benchmarks (%)





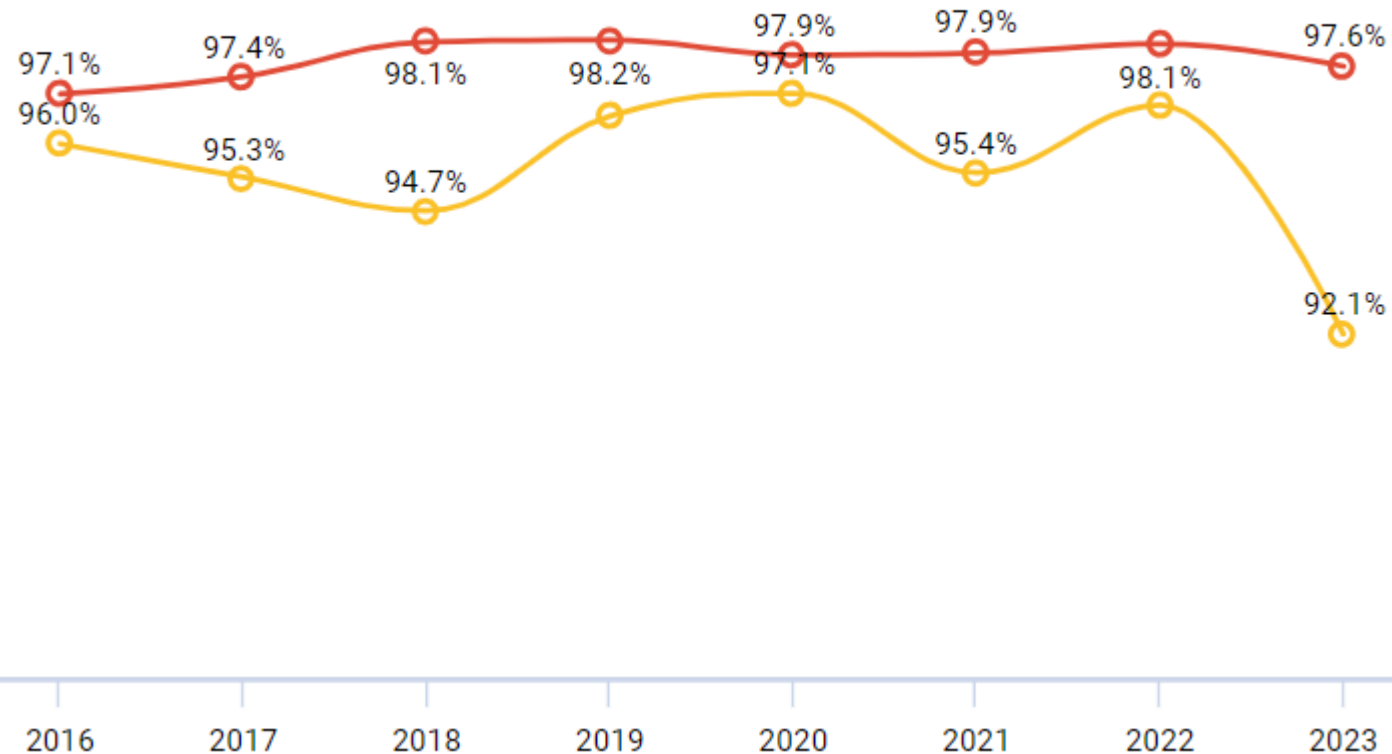
"With over 381bn emails measured in 2024's report compared to 161bn in 2020, this clearly tells the story of people's inboxes been flooded with messages. So, to only see a 0.3% fall in delivery between these dates is a testament to UK email marketers who have prioritised deliverability by adhering to good sending practices and having the technical side of DKIM, SPF and DMARC correctly set-up."


Andy Gilhooley, Product Marketing Manager, RedEye



/ 2. While B2B email deliverability nose-dived

Delivery Rate Benchmarks (%)





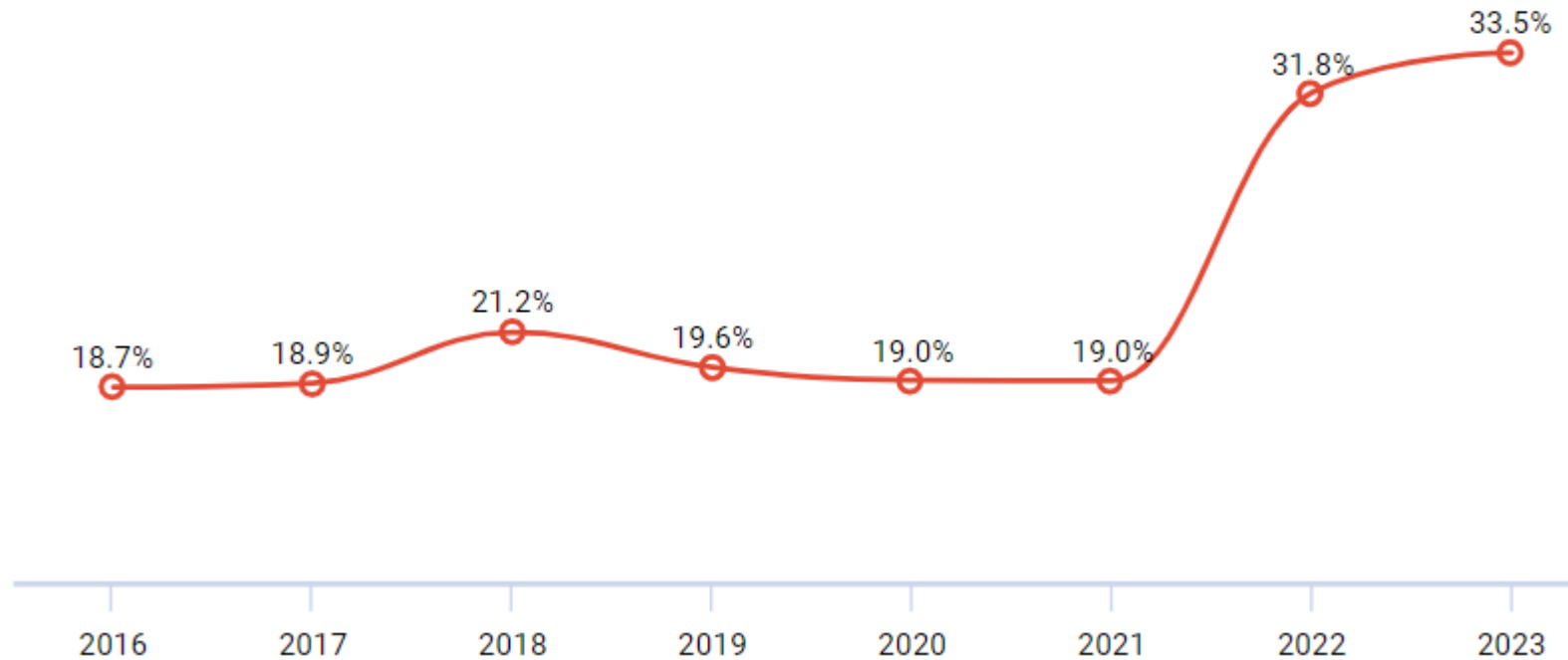
“For B2B marketers getting good results from email marketing is becoming more of a challenge post-pandemic. With an increase in email security firewalls to protect businesses, we’re seeing a larger number of emails being quarantined and never seen by the intended recipient. These firewalls also use bots to check the links in emails giving an inflated open and click rate, which means that marketers are unable to understand the true success of their campaigns. I would urge B2B marketers not to take their dashboard numbers for granted and to speak to their technology provider to ensure bot traffic is not included in their dashboards.”


Komal Helyer, Chair Email Council, and Fractional CMO Profusion



/ 3. Open rates at a new “post MPP normal of 30%+

Open Rate Benchmarks (%)





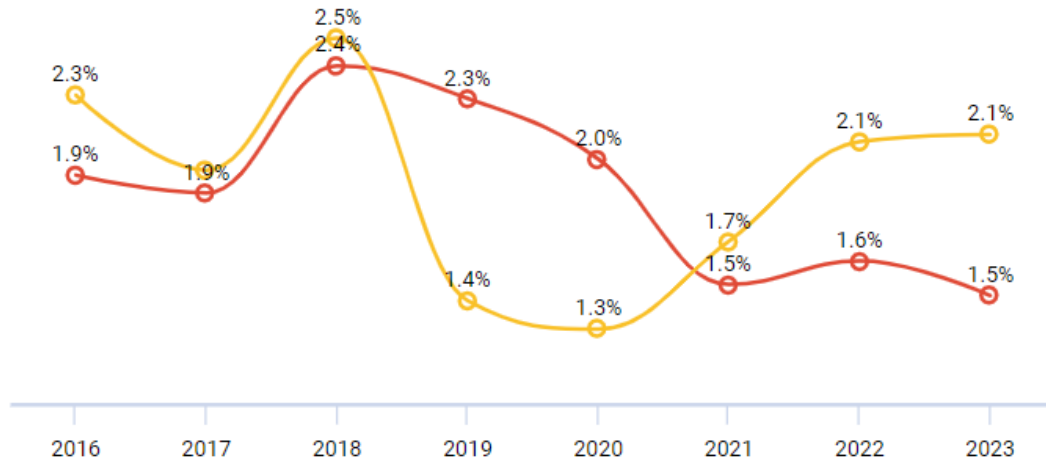
“If the new normal is 30%, that serves as a useful benchmark. A drop below this could indicate broader issues with deliverability or list health. However, it is more beneficial to establish your own team benchmarks and targets within your organisation. For instance, if 35% is your standard for a good campaign, a campaign with a 40% open rate should be examined closely for potential learnings and replication opportunities.”

Ben Burns, Senior Product Marketing Manager, Marigold

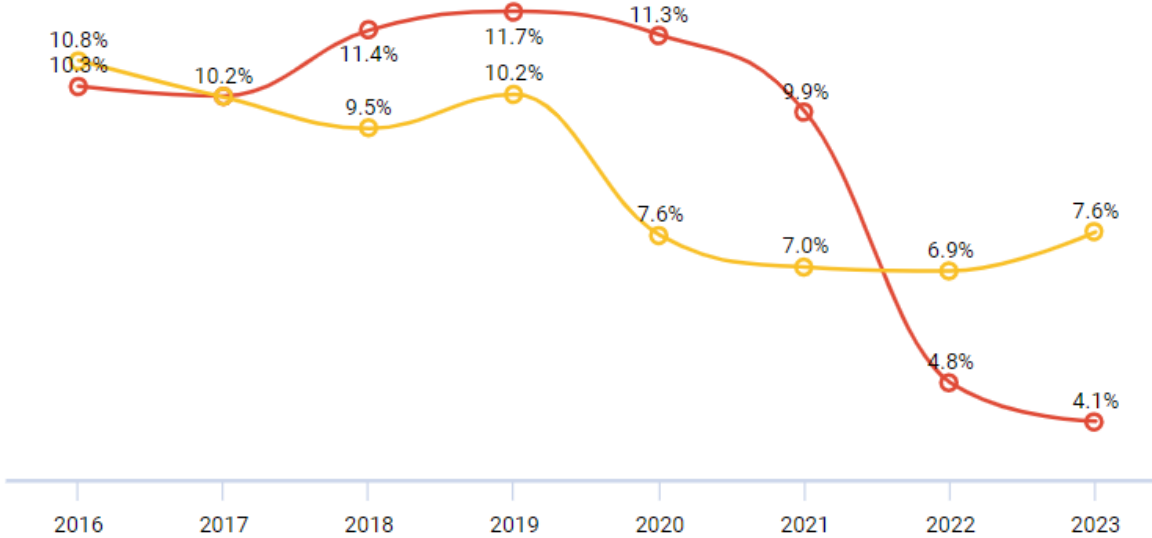


4. Finance engagement rates increasing in challenging economic circumstances

Unique Click Rate Benchmarks (%)

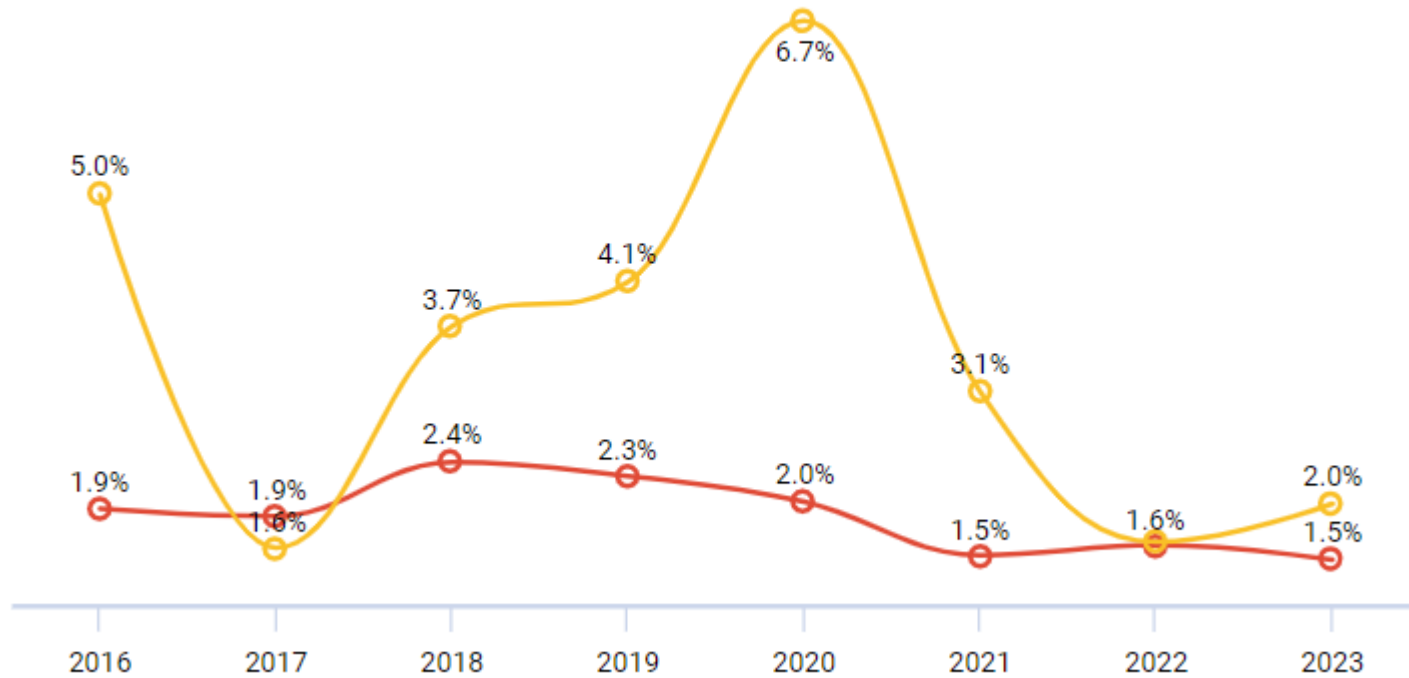


Click to Open Rate Benchmarks (%)



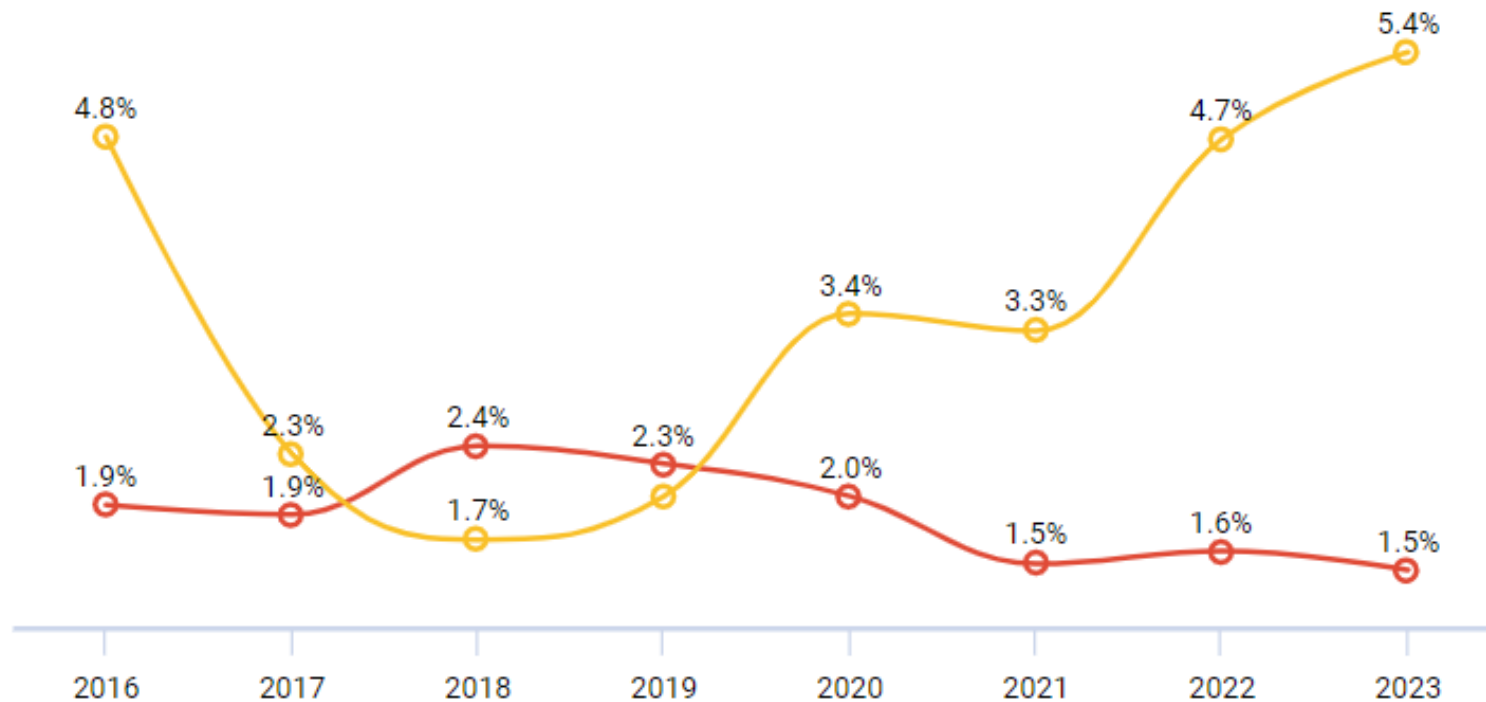
/ 5. Charity click rates increase in response to humanitarian crises

Unique Click Rate Benchmarks (%)



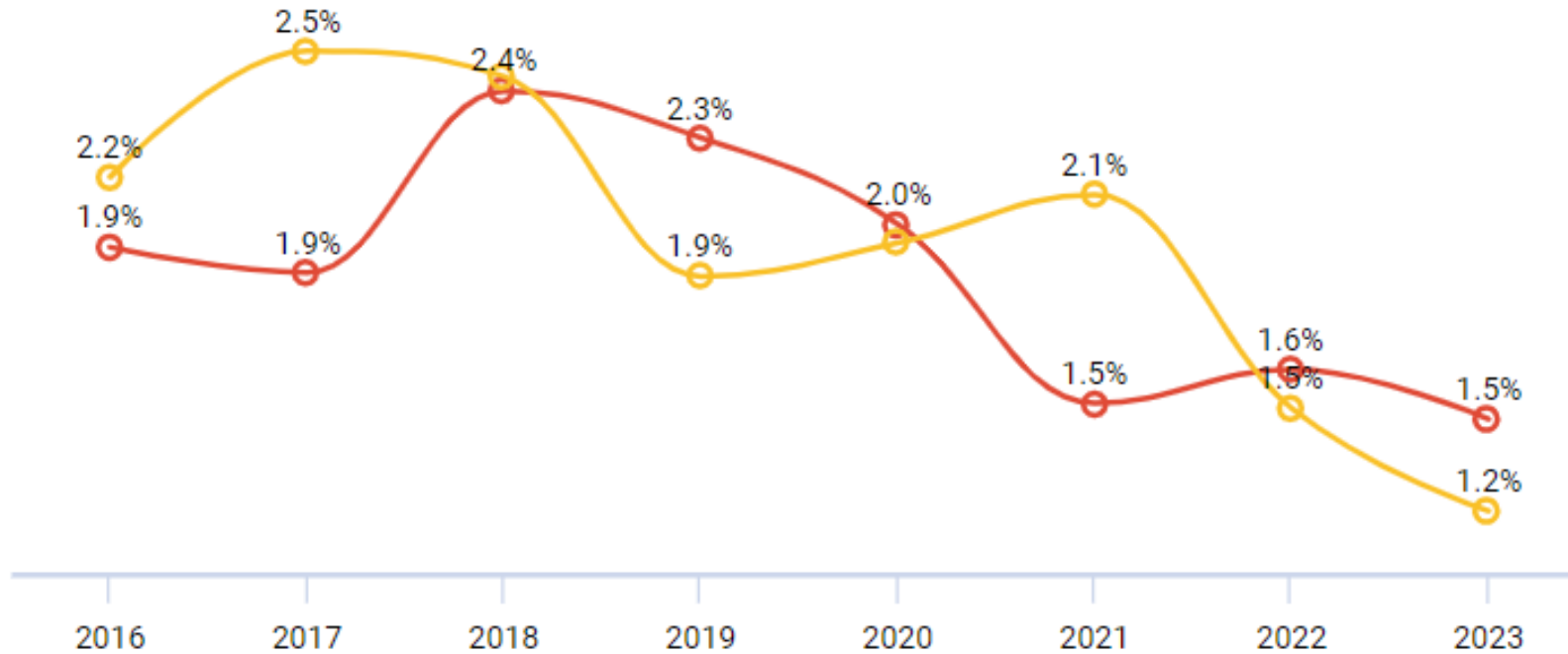
/ 6. Utilities email engagement at record level as consumers search for better deals

Unique Click Rate Benchmarks (%)



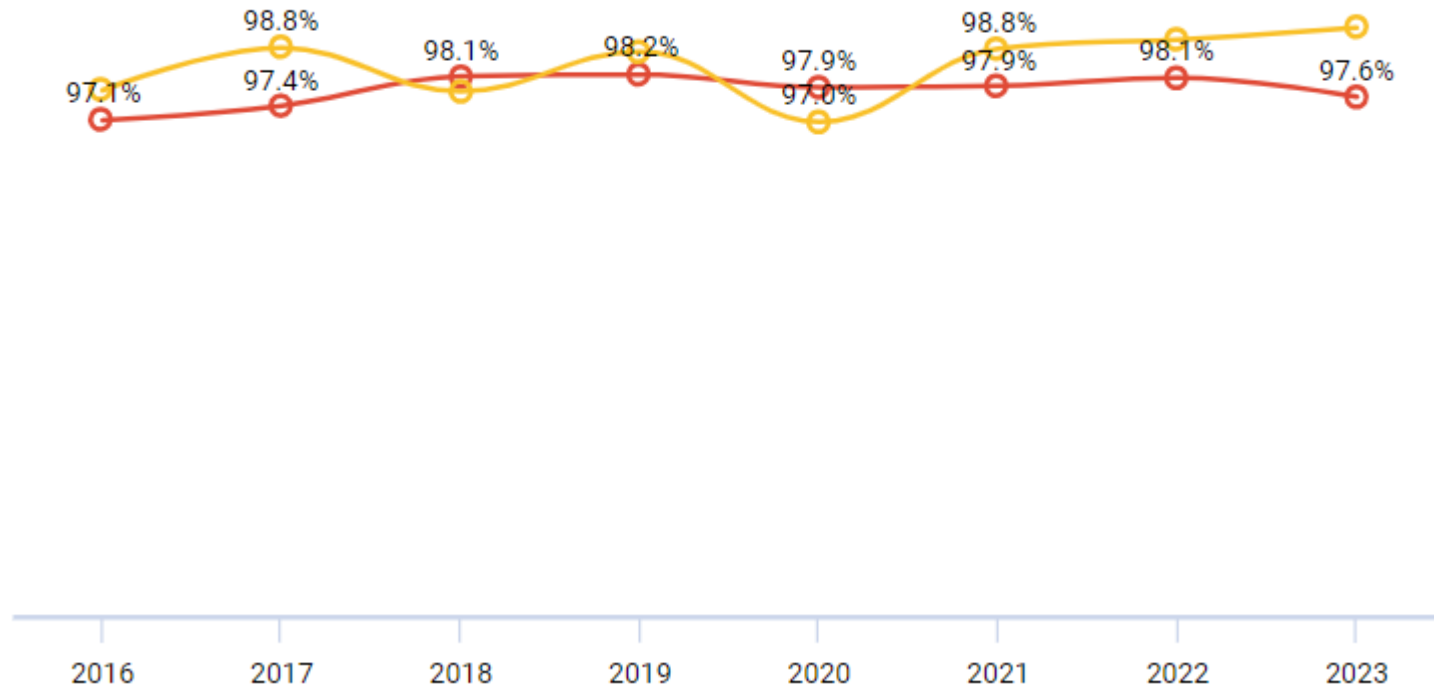
/ 7. High volume retail sector struggling for email engagement


Unique Click Rate Benchmarks (%)



/ 8. Travel email deliverability above average

Delivery Rate Benchmarks (%)






“The not-for-profit sector saw a significant increase in open rates in 2023. This surge can be attributed to the global humanitarian crises that have marked the year, such as the earthquakes in Syria and Turkey, the ongoing war in Ukraine, and the escalating conflict in the Middle East. The heightened awareness and urgency around these issues have driven more people to engage with emails from charitable organisations.”

Grace Roberts – Content Marketer, Deployteq






“2023 was a challenging year as the ‘cost of living’ crisis continued to bite into household budgets. With inflation and energy bills at all-time high, banks, insurance firms, fintech and government institutions shifted focus towards providing useful information and money saving tips to navigate their way through the financial crisis, this had a direct influence on the positive finance sector click through rate”

Saravanan Subburam – Ecommerce Content Manager, Pearson





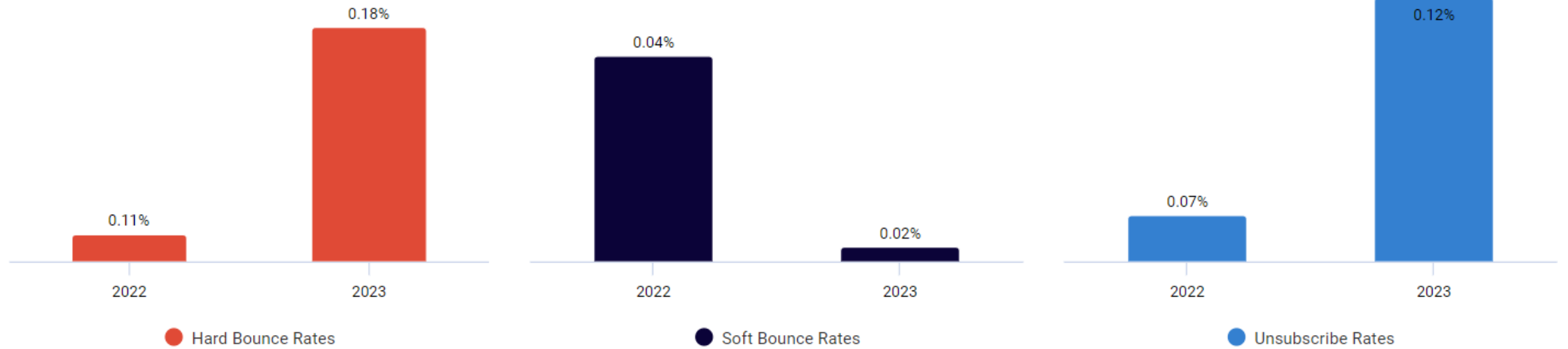
“Frequency of send will also be a contributing factor to the sector differences in click rates. It’s not unusual for a retailer to send three to four emails per week to the majority of their subscribers. Utility and Not-for-Profit are more likely to be on a monthly cadence. The decision to increase frequency is fine when it is based on engagement. New subscriber, post purchase and pre delivery are all key moments for increased volume. But sends have to remain relevant and segmenting sends based on channel engagement should always be part of the planning mix.”


Nick Crawford – Principal Consultant, Twist Consultancy



/ 9. Unsubscribe rate nearly doubles

Bounce and Unsubscribe Rates



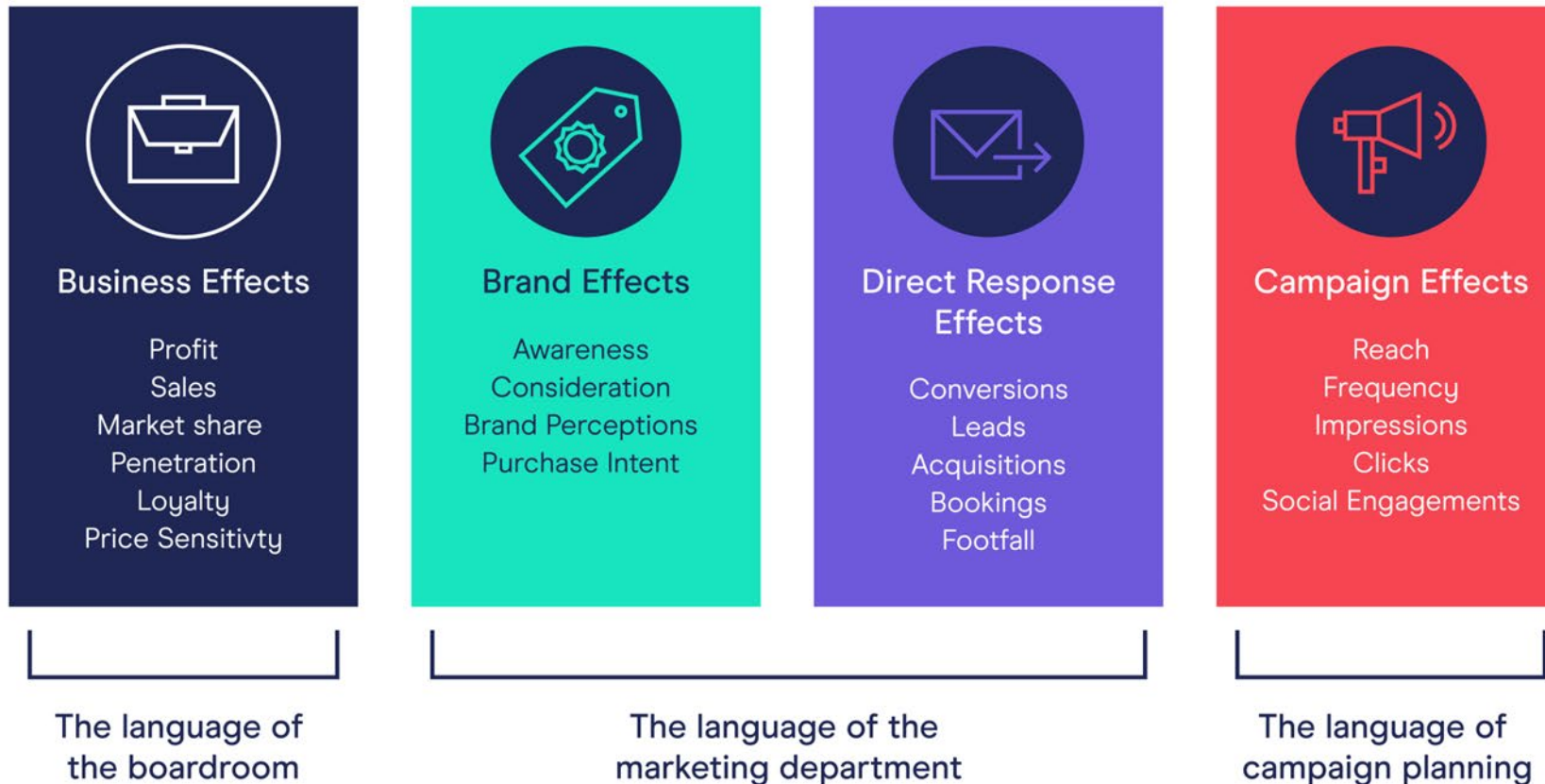


“The almost doubling of the unsubscribe rate is a significant concern, and could be an indication that marketers are sending emails to subscribers without considering their needs and interests driving them to unsubscribe. Segmentation & frequency should be considered in the overall communication plan and marketers should avoid sending an email campaign simply because a brand has decided they need to send one.”

Susan Corless – Client Services Director, TwentyCi



/ Final thought: prove email's impact on business metrics



/ Panel discussion

Ian Gibbs, Insight and Planning Director, DMA

Simon Jeffs, Principal Marketing Strategist, Marigold

Emma Cox, Head of CRM EMEA, The Walt Disney Company

Susan Corless, Client Services Director, TwentyCi

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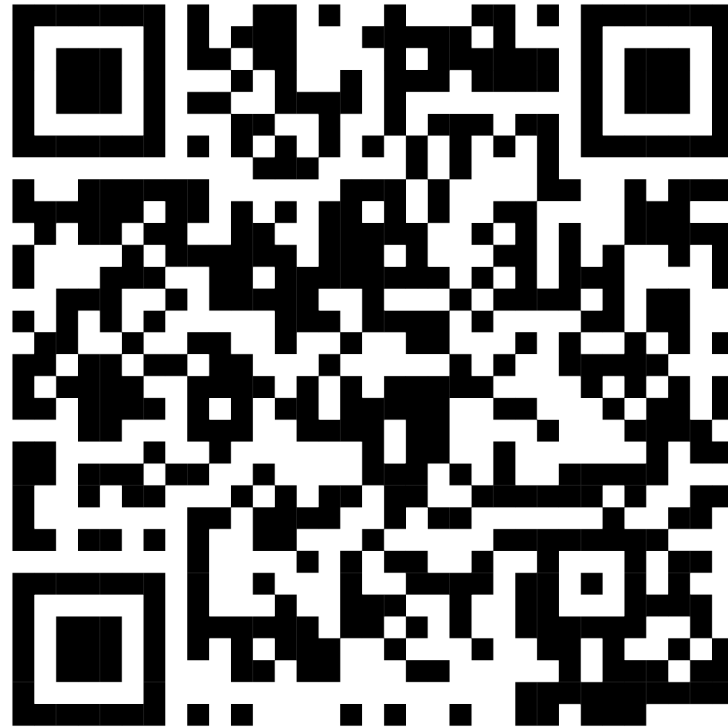
/ Closing comments

Sharon Whale, Deputy Global Group Chief Executive, OLIVER

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/ Feedback Link



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