

# 60 Key Email Marketing Stats

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**This is a complete list of the most important email marketing statistics every marketer needs to know in 2024.**

So if you want to find data and facts on:



Email marketing

ROI

Open and click-through-rates

Email on mobile

AI

Personalization

You'll love the massive list of up-to-date stats on this list.



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## CHAPTER 1

### Subject Line & Open Rate Statistics

What's the average open rate? And how do subject lines impact open rates? This list of email marketing stats



from key industry studies has the answers.

The average open rate for emails across all industries is 21.33%

MailChimp

Welcome emails have a 63.91% open rate

On average, top performing emails contain 43.85 characters in an email subject

AWeber

Image-based emails overall have a higher open rate of 30.27% compared to text-based emails with an open rate of 21.9%

GetResponse

GetResponse

Only the first 48 characters of a subject line are visible on the iPhone default email app. For Gmail app the limit is 37 characters

Emails with emojis have similar open rates compared to those without, specifically 28.26% and 26.42%

Some words used in email subject lines correlated with higher open rates than usual



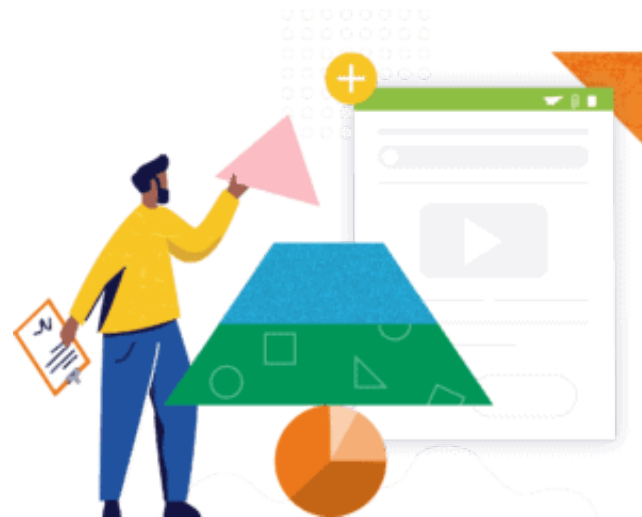
(above 40% vs. 21.33% on average), specifically “update”, “events”, “name of the month (for example, February)”, “now”

GetResponse

EmailTooltester



GetResponse



## CHAPTER 2

# Email Clickthrough Rate Stats

Once you get someone to open your email, a big part of your job is already done. That said, there’s no point in



getting someone to open  
your message if they don't  
click on anything, right? And  
these list of data points will  
help you get more clicks on  
every email that you send.

The average click-through rate  
for emails sent in North  
America is 2.96%. Global  
average for click-through rate  
is 1.89%

Organizations related to  
Communications, Publishing  
and Financial Services  
observed higher than average  
click-through rates (5.77%,  
5.43%, 4.42% vs. 1.89%)

Lower email frequency  
correlates with higher click-  
through rate of 3.44% (with 1  
email newsletter per week)  
dropping to 2.75%, 2.4% for 2  
and 3 newsletters sent per  
week

GetResponse

GetResponse

GetResponse

Using personalization in email  
body may lead lead to a



28.57% increase in click-throughs (2.7% rate with tailored content vs. 2.1% without)

GetResponse

Welcome emails have on average 3.7x the click-through rate of a regular email newsletter

GetResponse

Including videos in your email can increase clickthrough rates by 65%



Campaign Monitor



## CHAPTER 3

# Email Marketing Statistics on Mobile

It's no secret that more and more people are opening emails on phones and tablets than ever before. In fact, one study found that over half of all emails are opened on a mobile device. This has led to an entire field of "mobile email marketing". So to get the most out of the emails that you send, it's important that they're optimized for mobile devices.



Apple's email client market share stands at 58.07%, followed by Gmail client with a 29.67% share. Combined, Gmail and Apple email clients have a 87.74% market share

Litmus

Responsive email design may increase mobile click rates up to 15%

Around 57% of marketers stated that they're planning to apply mobile-friendly design in their email campaigns, more than any other tactic, including personalization (52%) and email marketing automation (48%)

Gmail hit over 10 billion downloads on Google Play alone

Google



Mailchimp

eMarketer



## CHAPTER 4

# Email Spam Stats

How do you make sure your legitimate email marketing messages get into someone's inbox? These stats will help you send people messages that they actually want... which is the key to staying out of the spam folder in 2024.



Approximately 48.63% of all emails sent are identified as spam

Around 54.53% of spam emails originated from IPs in Russia, mainland China and the US

An estimated 162.04 billion spam emails are sent every day



Statista

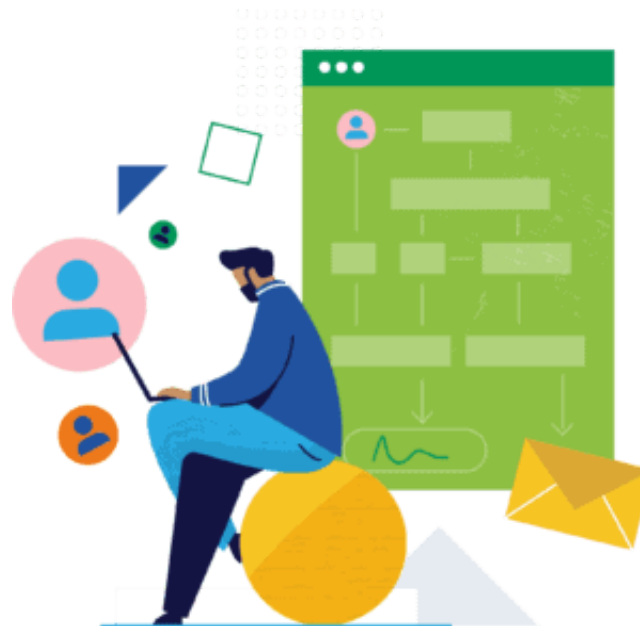
Securelist


Spamhaus

## CHAPTER 5

# Email Segmentation & Personalization Stats

Segmentation, now a staple in email marketing, continues to drive higher engagement and performance. Let's






examine the latest statistics to understand its ongoing impact on open rates, click-through rates, conversions, and reducing spam complaints in the realm of personalized email marketing.

62% of marketers leverage dynamic content to personalize their email marketing campaigns

Search Engine Land



The vast majority (64%) of marketing professionals sent out email marketing campaigns with subject line personalization

Statista

Email marketing campaigns using send time optimization (STO) brings an increase of 5% to 10% in opens and clicks

Mailgun

Brands that often include dynamic content in their marketing emails report a 22% increase in ROI compared to those who never or rarely use



Among surveyed marketers with successful email marketing campaigns, 59% of them cited personalization as a best way to increase engagement



83% of consumers stated that they prefer to receive hyper-personalized marketing messages

MessageGears

Around 55% of consumers stated a more enjoyable email experience with retailers would include more targeted promotions and discounts

One study found that only 31% of emails from B2C and B2B brands were sent using personalized subject lines

Gartner

it (\$44 vs. \$36 for every dollar spent)

Litmus

Around 53% of consumers claim that they like emails with birthday or anniversary mentions

Gartner

Nearly half (43%) of consumers state that they like cart abandonment emails

86% of consumers claim that they are willing to share their email address for personalized experiences and special incentives

Automated emails triggered by user behavior account for 46.9% of email sales while the actual share of automated emails is only 2.6%





## CHAPTER 6

## B2C Email Marketing Statistics

Are you in a B2C business? If so, then you'll love the stats in this chapter. These facts and figures focused on the B2C and e-commerce segments. Specifically, you'll learn how, when and where consumers want emails from you. And how to get the most from the emails that you send to a B2C audience.



More than half (51%) of online shoppers in the US prefer email channel vs. other options (in-app notifications, SMS, and push notifications) to receive discounts - eMarketer

eMarketer

Around 62% of B2C and B2B marketers in the US increased email marketing budgets in the past 12 months, more than any other channel, including social media (62%) and influencer marketing (50%)

SeQuel Response

Open rates for cart abandonment email flows come in at 49.89% bringing an average revenue of \$3.58 per recipient (nearly a 2x of average revenue across all campaigns - \$1.91)

Klaviyo



## CHAPTER 7

# B2B Email Marketing Statistics

You probably already know that B2B email marketing is a VERY different beast than B2C. Yes, there's some overlap (for example, tactics for staying out of the spam filter are basically the same). That said, B2B people tend to want and need different emails at different times. Plus, the ROI from B2B emails tends to be higher than in B2C.



50% of B2B marketers in the US claim that email marketing

83% of US B2B marketers use email engagement to track

57% of marketers at companies with over 500

is the most impactful channel on their multichannel strategy, outperforming social media (50%) and content marketing (26%)

eMarketer

content performance, 59% use email subscriber numbers

eMarketer

employees use AI in their email marketing campaigns as of 2023 survey, up from 26% who reported the same in 2022



Marketing Dive

Among B2B marketers, email marketing ranked as the 2nd most effective channel for generating qualified leads (with a 32% share), only outperformed by in-person tradeshows and events (33%)

Email marketing ranks as one of the leading marketing tactics, where 36% of B2B professionals claim to have implemented email in their marketing efforts, more than in-person events (35%) and paid social media (35%)

Nearly half (44%) of B2B marketers say that email as a distribution channel produce the best results





## CHAPTER 8

## Email Engagement Statistics

This chapter is all about email engagement.

Specifically, you'll get access to a boatload of stats on why email marketing converts so well... and how to get even more value out of the newsletters and promotional emails that you send.



In a survey of US marketers, 27% of respondents stated the best day to send a marketing email is Tuesday, followed by Monday (19%)

HubSpot

The top 3 reasons people choose to unsubscribe from an email list: too many emails (53.5%), too repetitive or redundant emails (46.5%), or misaligned subject lines with email content (30.4%)

Gartner

The best time to send B2C and B2B emails is between 9 AM and 12 PM



HubSpot

## CHAPTER 9

# AI Email Marketing Statistics



Artificial intelligence (AI) is becoming a game-changer for many companies that use email marketing. Let's delve into some insightful statistics to understand how AI is transforming the landscape of email marketing campaigns.



Around 35% of marketers claim at least some AI use in their email marketing campaigns. Another 33% have plans to implement AI in their email marketing program

Ascend2

The top 3 AI use cases for email marketing among those who currently use this technology, include email retargeting (55%), content personalization (53%), subject line optimization (44%)

Ascend2

In a survey of CEOs and marketers, over half (58.3%) of respondents think that AI can improve email newsletters

Selzy





## CHAPTER 10

# Email Marketing ROI Statistics

When it comes to ROI, email marketing CRUSHES social media. And there's plenty of data to back this up. And in this chapter I'll cover a handful of recent stats that show just how profitable email is compared to other popular digital marketing channels (like Facebook and TikTok).



On average, email drives an ROI of \$40 for every dollar spent for brands in the US, and \$43 for EU brands

Litmus

Organizations that always include A/B testing in their email marketing programs reporter a higher ROI of \$48 for every dollar spent vs. \$35 among those brands who do not use A/B testing

Litmus

One email marketing platform reported a \$72 ROI in an analysis of US merchants

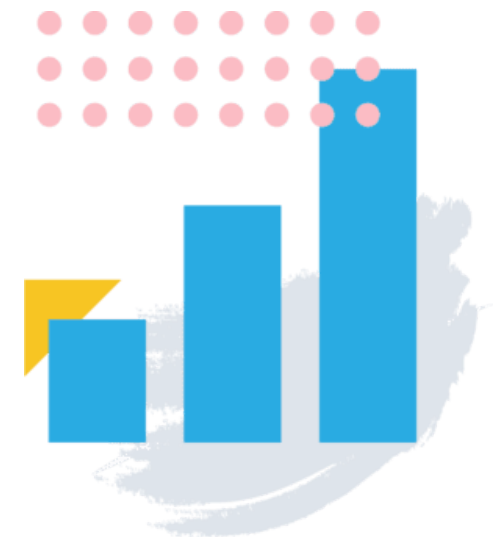
Omnisend

Nearly half (44%) of marketers claim to struggle with measuring email performance/ROI

Analysis of US merchants found an average annual revenue of \$6.86 per subscribed account

Omnisend

Half of marketing professionals worldwide rated perceived effectiveness of spending on the email channel as “extremely/very effective”, more than native advertising (48%) or podcasts (45%)



US marketers allocate 12% of their advertising budget on email

Ascend2

Nielsen

eMarketer

## CHAPTER 11

# Bonus Email Marketing Statistics

This chapter is a mix of fun facts that didn't fit into any of the categories we've covered so far.



When it comes to email production cycles, the most significant bottlenecks include collecting feedback (35%),

39% of marketing professionals claim they currently build emails by replacing the text and image

On average, marketers send as many as 15 emails a month



creating content (34%), and getting buy in from all stakeholders (32%)

Litmus

coding in a template or previous email

Litmus

Nearly half (48%) of consumers claim to “always” or “often” delete/ignore brand emails without reading them



Airship

Litmus

On average, conversion rates across all types of email campaigns hit 0.07%. Among cart abandonment emails that rises to 2.71%

Omnisend

Over 40% of subscribers use Dark Mode on the Apple Mail app. Yet, 33% of email marketers claim state they weren't coding specifically for Dark Mode

Litmus

