

Email Marketing Benchmark Report

Q2 2025



Executive Summary

The benchmark report presents an analysis of email marketing data, covering metrics such as sends, unique opens, unique clicks, unique unsubscribes, and corresponding open rates, click rates, click-to-open rates, and unsubscribe rates. This data includes all email volume monitored by Zeta Global, insights from Zeta proprietary data, and our Reactivation solutions. It is further categorized into four sectors: Retail, Travel, Hospitality & Entertainment (TH+E), Financial Services & Insurance (FSI), and Media. The analysis includes insights from over 100 US marketers.

Analysis conducted on data collected April 1, 2025 through June 30, 2025.

Key Trends

Open Rates Rising: Most verticals saw year-over-year improvements in open rates (total, unique, and true), indicating better subject lines and audience targeting.

Lagging Click-to-Open Rates: However, click-to-open rates declined, highlighting a growing need to optimize post-open content and CTAs to sustain engagement momentum.

Triggered & Promotional: Triggered emails had higher open rates but sharply lower click metrics, pointing to content fatigue and weaker value alignment. Promotional emails improved across all engagement metrics with a slight CTOR increase, though a minor rise in unsubscribes calls for careful frequency management.

Sector Bright Spots: Similarly to last quarter, Retail & Travel had standout metrics. Retail showed a strong open rate and Travel saw an uptick in click metrics.

Using Industry Benchmarks Effectively

Leveraging email marketing benchmarks can enhance your email marketing strategy but shouldn't be your only source of measurement. Benchmarks provide a reference point for evaluating the performance of your campaigns against industry averages. This comparative analysis offers insights into areas where your campaigns excel and where they may be falling short.

Benchmark reports also offer insights across various industries, enabling you to fine-tune your strategy according to the specific performance standards of your sector. This third-party validation is often used to demonstrate success to internal stakeholders and inform data-driven goals.

However, it's essential to use these benchmarks thoughtfully to avoid potential pitfalls. While benchmarks provide a snapshot of average performance, they may not fully capture the unique nuances of your audience or brand. Use them as a starting point to identify opportunities for improvement and innovation and combine with insights from your own performance metrics to tailor your email marketing strategy to your specific audience. By coupling industry benchmarks with a deep understanding of your brand's unique needs and challenges, you can develop more targeted, effective email campaigns that drive engagement and conversions.



Industry Trends

Brands can improve engagement and increase revenue by leveraging email marketing trends to help create content that resonates with their audience.

Zero-Click Email Journeys

Design entire flows where subscribers can interact (vote, swipe, slide, tap to reveal) without ever leaving the inbox. These embedded micro-actions increase engagement without forcing redirects, aligning with growing mobile-first expectations.



Nano-Influencers

Feature micro or nano-influencers (typically with 1K–10K followers) in email content. Smaller creators consistently have the highest engagement rates across apps like Instagram and TikTok. Surfacing relatable voices over celebrity endorsements drives authenticity and trust.



AI and iOS Reshaping the Email Experience

Apple's latest iOS updates—featuring AI-generated email summaries and automatic inbox categorization—reflect a growing shift toward intelligent, user-centric email experiences and a broader adoption of AI-driven sorting and preview features.



Gmail's Subscription Manager

Gmail has launched a new "Manage Subscriptions" tool that is designed to simplify inbox management by enabling one-click unsubscribe actions. For marketers, this streamlined unsubscribe experience raises the stakes for deliverability, engagement, and list retention.



Performance Trends

All Verticals

Q2 Y/Y Performance

	Q2-25	Q2-24	Y/Y
Delivery Rate	99.2%	99.3%	-
Total Open Rate	51.5%	48.7%	+
Unique Open Rate	41.1%	37.2%	+
True Open Rate	10.4%	8.3%	+
Total Click Rate	2.00%	1.9%	+
Unique Click Rate	1.32%	1.47%	-
Click-to-Open Rate	3.21%	3.95%	-
Unsubscribe Rate	0.082%	0.073%	-



41.1%

Unique Open Rate is up from the same quarter the previous year

While open rates saw a noticeable year-over-year improvement, click engagement told a more nuanced story. Despite a modest uptick in total click rate, declines in unique click-rate and click-to-open rate suggest that content could resonate better beyond the open. To sustain momentum, focus on refining message relevance, aligning with user behavior, and optimizing timing to deepen engagement beyond the first click.

Performance Trends

All Verticals

Q2 Q/Q Performance

	Q2-25	Q1-25	Q/Q
Delivery Rate	99.2%	99.5%	-
Total Open Rate	51.5%	54.2%	-
Unique Open Rate	41.1%	42.8%	-
True Open Rate	10.4%	9.7%	+
Total Click Rate	2.00%	2.18%	-
Unique Click Rate	1.32%	1.44%	-
Click-to-Open Rate	3.21%	3.38%	-
Unsubscribe Rate	0.082%	0.067%	-



3.21%

Click-to-Open Rate decreased quarter-over-quarter

Q2 engagement dips reflect broader seasonal behavior trends—users are less engaged digitally during spring/summer transition months. While open and click rates softened, an uptick in true open rate indicates stronger performance in authentic visibility. Historical comparisons show this is part of a recurring pattern, reinforcing the importance of optimizing mid-year messaging for value and relevance.

Why Lower Q2 Metrics May Not Signal Decline

The Influence of Seasonal Behavior

As spring transitions into summer, consumer attention naturally shifts away from screens and toward travel, outdoor activity, and personal time. Even with optimized strategies, Q2 often reflects these environmental shifts, particularly in digital engagement channels like email and SMS.

Rather than indicating a lack of interest, these dips in open and click rates often highlight temporary behavioral patterns rather than long-term disengagement. Brands that maintain a steady, value-driven content strategy through this seasonal lull are better positioned to rebound when attention cycles return in Q3 and Q4.



Seasonality Effect on Engagement

Engagement metrics declined quarter-over-quarter, including a 3.2% Click-to-Open Rate (down from 3.4%). This trend aligns with historical Q2 dips across industries, reinforcing seasonal behavior patterns rather than performance breakdowns.



True Open Rate Stability

Amid declines, True Open Rate rose from 9.7% to 10.4%, indicating that reliable visibility among engaged users remains strong—even when top-line engagement slips.



Post-Open Fatigue

Clicks and Unique Click Rates saw modest declines, pointing to possible content fatigue or less urgency in call-to-action execution. This suggests a strategic need to sharpen post-open creative, CTA clarity, and message value.



Historical Perspective Matters

Looking at 10+ quarters of data, Q2s historically underperform Q1s and Q4s, particularly for open-and-click behavior. However, long-term Click-to-Open performance continues to improve YoY.

Retail

Maximize customer value through personalized experiences that recognize the customer at every touchpoint and interaction.

Consider Emerging Audiences



Prepare for the rise of Gen Alpha—they value creativity, personalization, and social connection, expecting brands to speak their language across channels. Begin testing campaigns that reflect their preferences—like interactive design, creator-inspired aesthetics, and values-driven messaging.

Inventory & Supply Chain Transparency



Customer expectations for real-time stock updates and fulfillment insights are growing. Even marketing emails need to dynamically reflect inventory availability and delivery updates. Aligning promotional and operational messaging helps maintain trust and relevance.

Back-to-School: Cost-Conscious Families



With 76% of parents planning to spend the same or less than last year on Back-to-School shopping, email content should emphasize value: bundles, BOGO offers, and budget-conscious product recommendations – use clear price framing and urgency-driven messaging.

Back-to-School: Personalize Beyond Age



Email segmentation should go beyond demographics – targeting by school level (elementary vs. college), supply category (tech, clothing, basics), and timing of need (first-day prep vs. mid-term restocks). Tailored campaigns create relevance and repeat visits.

Performance Trends

Retail

Q2 Y/Y Performance

	Q2-25	Q2-24	Y/Y
Delivery Rate	99.6%	99.3%	+
Total Open Rate	55.0%	46.0%	+
Unique Open Rate	44.1%	36.44%	+
True Open Rate	7.2%	5.8%	+
Total Click Rate	0.98%	1.14%	-
Unique Click Rate	0.70%	0.77%	-
Click-to-Open Rate	1.58%	2.10%	-
Conversion-to-Click Rate	14.55%	14.53%	+
Revenue per Email	\$0.24	\$0.31	-
Unsubscribe Rate	0.077%	0.073%	-



44.1%

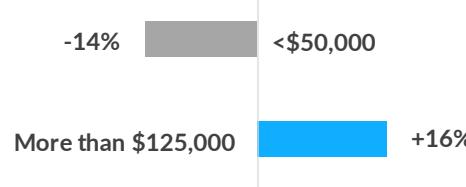
Unique Open Rate increased compared to the same period last year

Unique open rate is leading a year-over-year surge alongside increases in total, true, and total open rates. However, click rates are overall declining, implying lower effectiveness of post-open content or calls-to-action. Revenue per email also dropped despite stable conversion-to-click rates, indicating that email engagement is being monetized less effectively. To capitalize on the momentum in opens, optimize email design and CTA placement to better convert attention into downstream actions and revenue.

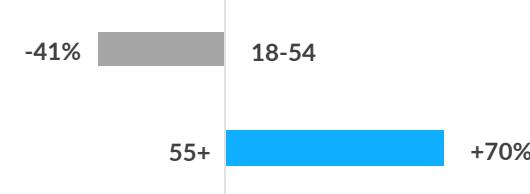
Retail

This analysis uses Zeta's Data Cloud to reveal how demographic and behavioral traits influence likelihood of engagement—highlighting the probability of users being active versus inactive in email.

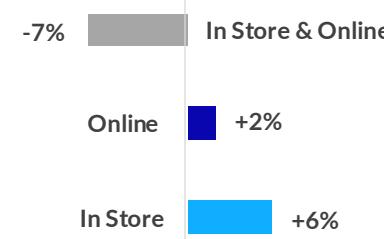
High-income audiences (>\$125K HHI) show higher email engagement



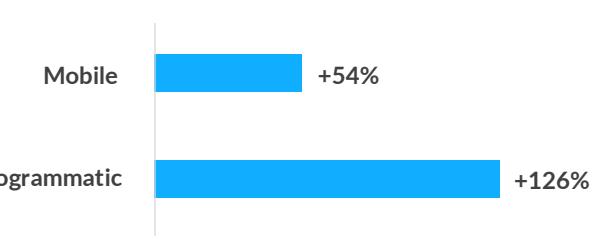
Older audiences (55+) show higher likelihood to engage in email



Retail purchase channel does not have a major impact on email activity



Cross-channel audiences are much more likely to engage in email



Active = Users who clicked in email in the past 12 months

Inactive = Users who did not click in email in the past 12 months

Travel, Hospitality + Entertainment

Travelers' needs are as unique as their journeys and every experience should be tailored to recognize and meet these individual preferences.



Post-Booking Triggers

Send timely emails after a booking to promote premium add-ons like room upgrades, rental car offers, or early check-in access. Post-booking upsell campaigns convert at higher rates because customers are already in planning mode and open to enhancement offers.



Sync Campaigns with Live Service Status

Ensure promotional emails reflect real-time booking conditions, local disruptions, or service changes. For example, if a major storm delays resort access, shift messaging to flexible stay options or "plan ahead" offers. Service-aware marketing shows empathy and builds trust.



Booking Windows & Travel Patterns

Analyze historical guest data to send campaigns aligned with preferred booking lead times, such as last-minute staycation deals or early-bird concert access. Timing your emails to customer rhythms improves open rates and conversion likelihood.



Shoulder Season Flexibility

With more remote/hybrid workers and digital nomads, the off-peak windows are seeing a surge in demand from flexible travelers seeking value and fewer crowds. Promote off-season perks and lean into exclusivity messaging.

Performance Trends

Travel, Hospitality + Entertainment

Q2 Y/Y Performance

	Q2-25	Q2-24	Y/Y
Delivery Rate	99.2%	98.6%	+
Total Open Rate	48.2%	55.9%	-
Unique Open Rate	39.4%	42.4%	-
True Open Rate	14.9%	11.8%	+
Total Click Rate	2.29%	1.55%	+
Unique Click Rate	1.36%	1.02%	+
Click-to-Open Rate	3.46%	2.40%	+
Conversion-to-Click Rate	7.84%	22.73%	-
Revenue per Email	\$0.48	\$1.66	-
Unsubscribe Rate	0.075%	0.089%	+



\$0.48

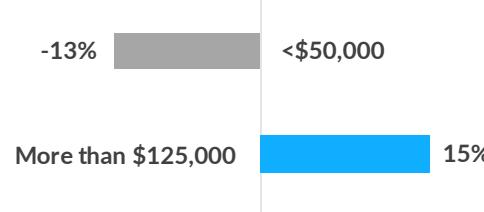
Revenue per Email has decreased over the same period last year

Despite notable improvements in click metrics, overall email monetization declined sharply. This disconnect suggests that while audiences are increasingly engaging with content, fewer are converting or completing purchases. A steep drop in conversion-to-click rate (-14.89 pts) reinforces this. To close the gap between engagement and revenue, consider reevaluating post-click experiences, offers, and value alignment, while continuing to leverage momentum from stronger email interaction.

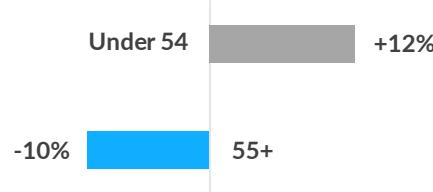
Travel, Hospitality + Entertainment

This analysis uses Zeta's Data Cloud to reveal how demographic and behavioral traits influence likelihood of engagement—highlighting the probability of users being active versus inactive in email.

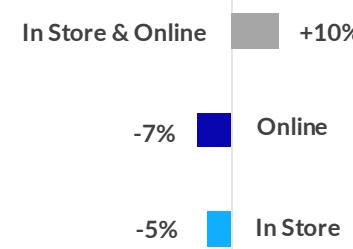
High-income audiences (>\$125K HHI) show higher email engagement



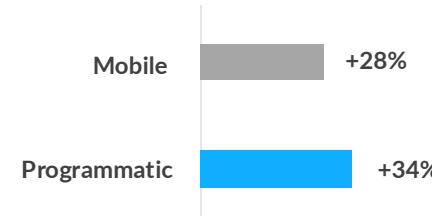
Younger audiences (under 54) are more likely to engage in email



Retail purchase channel does not have a major impact on email activity



Cross-channel audiences are more likely to engage in email



Active = Users who clicked in email in the past 12 months

Inactive = Users who did not click in email in the past 12 months

Financial Services + Insurance

Customers' needs from their Financial Institution are as unique as their fingerprints and should be recognized in every experience.



Leverage Email for Advisor Relationships

For customers tied to a financial advisor or insurance agent, emails can reinforce the human connection with check-ins, meeting recaps, or timely planning tips. Personalizing emails with the advisor's name and contact details strengthens loyalty and relationships.



Rising Home & Auto Insurance

Due to inflation, climate-related risk modeling, and reinsurance pressures, premiums continue to climb. Leverage email to offer content like policy comparison tools, explain rate drivers transparently, and promote services like claim prevention tips or coverage calculators.



Financial Milestone Triggers

Send personalized emails triggered by meaningful financial events — like account anniversaries, credit score improvements, policy renewals, or new business filings. Lifecycle-aware communications feel timely and relevant, increasing response rates and retention.



Consent-Based Personalization

With increasing scrutiny on consumer data use in financial services, brands are moving away from inferred behavior models and toward declared-data strategies. Through surveys, checklists, or onboarding flows — building personalization with full transparency is essential.

Performance Trends

Financial Services + Insurance

Q2 Y/Y Performance

	Q2-25	Q2-24	Y/Y
Delivery Rate	99.4%	99.1%	+
Total Open Rate	59.3%	66.6%	-
Unique Open Rate	44.7%	45.1%	-
True Open Rate	15.5%	17.5%	-
Total Click Rate	1.55%	1.68%	-
Unique Click Rate	1.14%	1.22%	-
Click-to-Open Rate	2.56%	2.71%	-
Unsubscribe Rate	0.118%	0.097%	-



1.14%

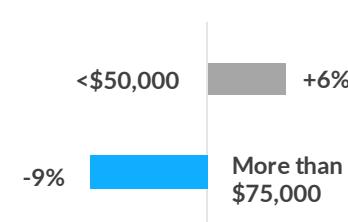
Unique Click Rate decreased compared to the same period last year

Engagement across the category declined YoY, with open rates, click rates, and click-to-open rates all trending downward. An increase in unsubscribe rate also suggests diminishing content resonance or audience fatigue. Going forward, focus on refreshing creative formats, strengthening value propositions, and testing new segmentation approaches to re-engage audiences and drive meaningful action. Additionally, evaluating send frequency and campaign timing may help mitigate fatigue and improve overall engagement.

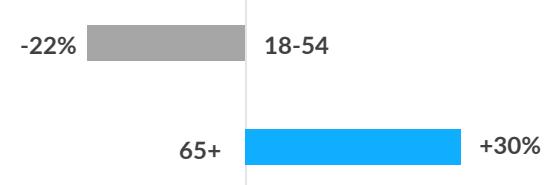
Financial Services + Insurance

This analysis uses Zeta's Data Cloud to reveal how demographic and behavioral traits influence likelihood of engagement—highlighting the probability of users being active versus inactive in email.

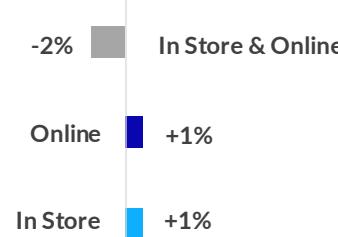
Income does not have a major impact on email activity



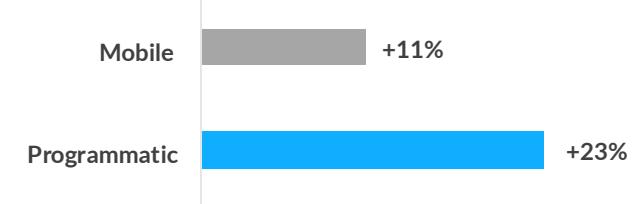
Older audiences (65+) show higher likelihood to engage in email



Retail purchase channel does not have a major impact on email activity



Cross-channel audiences are more likely to engage in email



Active = Users who clicked in email in the past 12 months

Inactive = Users who did not click in email in the past 12 months

Media

Audience preferences are unique, and content must cater to their diverse interests to be truly meaningful.



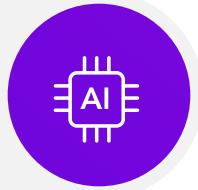
Streamlining Multichannel Content

With content distributed across streaming apps, social media, podcasts etc., brands must work harder to unify the user experience. Weekly content recaps, multi-format bundles (e.g. watch/listen/read), and dynamic CTAs linking to personalized feeds are all useful tools.



Creator-Led Media & Entertainment

The success of Substack, YouTube channels, and independent podcasters is pulling attention away from legacy outlets. Consider embedding creator voices in brand communications, syndicating niche creator content with established personalities.



Influx of AI-Generated Content

From news recaps to image-based storytelling, AI-generated media is saturating feeds—creating skepticism around source credibility and demand for “real voice” content. Showcase human authorship and promote editorial transparency to reinforce trust.



Leverage Micro-Communities

From niche forums and fandom newsletters, users are clustering into high-affinity interest communities rather than following broad verticals. Break down email programs by fandom, genre, or micro-topic, letting subscribers choose the aspects they care about most.

Performance Trends

Media

Q2 Y/Y Performance

	Q2-25	Q2-24	Y/Y
Delivery Rate	98.7%	99.7%	-
Total Open Rate	45.7%	47.7%	-
Unique Open Rate	36.3%	34.7%	+
True Open Rate	11.7%	10.9%	+
Total Click Rate	3.34%	3.97%	-
Unique Click Rate	2.15%	3.45%	-
Click-to-Open Rate	5.93%	9.95%	-
Unsubscribe Rate	0.073%	0.049%	-



5.93%

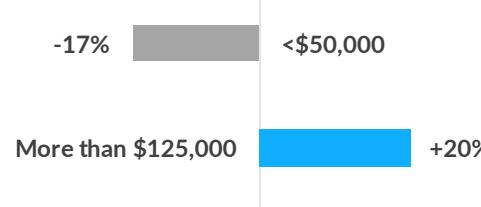
Click-to-Open Rate decreased compared to the same period last year

The Media sector experienced a mixed performance compared to Q2 last year, with overall engagement metrics declining year-over-year. Total and unique click rates saw sharp drops, and the click-to-open rate nearly halved, pointing to diminished interaction with content post-open. Delivery rate also declined, suggesting possible inbox placement challenges or aging subscriber lists. However, there were bright spots: both unique and true open rates improved, indicating strong subject lines and audience targeting.

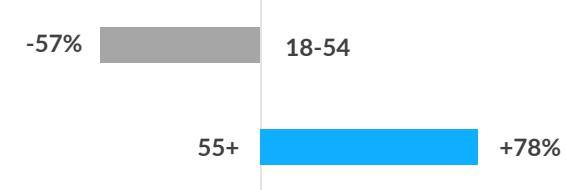
Media

This analysis uses Zeta's Data Cloud to reveal how demographic and behavioral traits influence likelihood of engagement—highlighting the probability of users being active versus inactive in email.

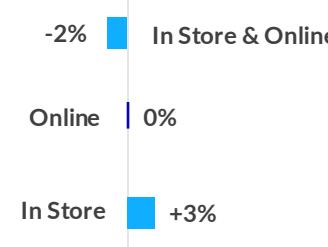
High-income audiences (>\$125K HHI) show higher email engagement



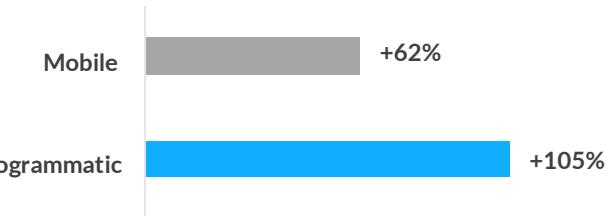
Older audiences (55+) show higher likelihood to engage in email



Retail purchase channel does not have a major impact on email activity



Cross-channel audiences are much more likely to engage in email



Active = Users who clicked in email in the past 12 months

Inactive = Users who did not click in email in the past 12 months

Trends By Message Type

Despite a decline in open rates for triggered emails over the past year, they still outperform batch emails, which have seen an increase in open rates.



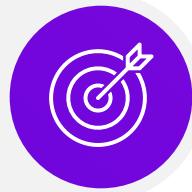
Zero-Party Collection Nudges

Send short, single-focus emails prompting subscribers to share their preferences (e.g., “Help us personalize your experience”). These lightweight surveys or click-based preference asks increase personalization quality while giving users agency over the content they receive.



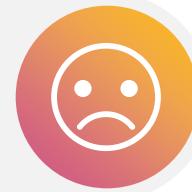
Post-Interaction Nurture Series

Trigger nurture flows based on meaningful but non-transactional engagement—like watching a video, attending a webinar, or saving a product. These “curiosity-based” nurtures deepen brand involvement including next-step nudges.



Lifecycle Value Reminders

Send milestone-based nurtures—e.g., “3 months in: How’s it going?”—using account age or policy duration. This reinforces long-term value, surfaces underused features, and reduces mid-lifecycle churn by making customers feel seen and supported.



Sentiment-Driven Logic

Go beyond open and click metrics. By analyzing sentiment from customer interactions, brands dynamically adjust whether, when, and how to send messages. A user leaving a 1-star review, for instance, might be paused or receive an apology series instead of the next product promo.

Activating Potential: Why Dormant Doesn't Mean Disengaged

The Hidden Value of Dormant Audiences

As inbox providers and ISPs become more stringent about file health and deliverability, brands are being pushed to reevaluate not just how they communicate, but who they communicate with.

One of the most overlooked yet valuable segments is the dormant audience, not explicitly unsubscribed, but sidelined due to inactivity and unreliable open rate signals.

When reactivation strategies are deployed thoughtfully and at the right audience tier, these dormant subscribers often show surprising vitality. The payoff is real. Brands leaning into this space are observing a high ROI, signaling that effective reactivation isn't just an optimization tactic, but truly a strategic growth lever.



10% Higher Open Rate

Reactivated dormant users outperform new-to-file campaigns with a 10% lift in open rates.



13–15% Fewer Unsubscribes

Compared to new-to-file emails, reactivated dormant users unsubscribe significantly less often.



25% Reactivation Rate

On average, Zeta is able to activate ~25% of a brand's dormant user universe.



17% Engagement Rate

Of reactivated users, 17% click through and actively engage with email content.



6:1 ROI

Brands investing in dormant audience reactivation are seeing 6x return; often exceeding performance from new customer acquisition.

Performance Trends

Triggered Messages

Q2 Y/Y Performance

	Q2-25	Q2-24	Y/Y
Delivery Rate	99.0%	99.5%	-
Total Open Rate	57.0%	53.6%	+
Unique Open Rate	44.6%	38.6%	+
True Open Rate	15.7%	11.3%	+
Total Click Rate	4.77%	6.52%	-
Unique Click Rate	2.97%	5.75%	-
Click-to-Open Rate	6.67%	14.87%	-
Unsubscribe Rate	0.065%	0.075%	+



44.6%

Open metrics, including Unique Open Rate, increased from the same period last year

Triggered message performance showed mixed trends YoY. While open metrics all rose, click-based metrics declined sharply. Total click rate fell over 2 pts and click-to-open rate dropped by more than half, pointing to reduced engagement beyond the open. These shifts may reflect content fatigue, weaker offer alignment, or behavioral changes in how users engage with triggered content. To recover mid-funnel performance, focus on strengthening calls-to-action, refreshing creative, and tailoring content to match user intent.

Performance Trends

Triggered Messages

Q2 Q/Q Performance

	Q2-25	Q1-25	Q/Q
Delivery Rate	99.0%	99.1%	-
Total Open Rate	57.0%	59.9%	-
Unique Open Rate	44.6%	46.5%	-
True Open Rate	15.7%	15.7%	-
Total Click Rate	4.77%	5.14%	-
Unique Click Rate	2.97%	3.22%	-
Click-to-Open Rate	6.67%	6.91%	-
Unsubscribe Rate	0.065%	0.049%	-



2.97%

Unique Click Rate declined quarter-over-quarter

This quarter showed declines across most metrics suggesting softer engagement despite consistent inbox visibility. True open rate held steady, signaling stability in authenticated views, but the dip in click-through activity points to a need for refreshed creative and stronger calls-to-action. To reignite performance, focus on post-open experience, test personalized offers, and ensure content is relevant and action-oriented to drive mid-funnel results.

Performance Trends

Promotional Messages

Q2 Y/Y Performance

	Q2-25	Q2-24	Y/Y
Delivery Rate	99.2%	99.2%	–
Total Open Rate	50.4%	48.0%	+
Unique Open Rate	40.4%	37.1%	+
True Open Rate	9.4%	7.9%	+
Total Click Rate	1.47%	1.30%	+
Unique Click Rate	1.00%	0.91%	+
Click-to-Open Rate	2.48%	2.47%	+
Unsubscribe Rate	0.085%	0.073%	–



9.4%

True Open Rate increased compared to the same period last year

Promotional messaging saw year-over-year improvements across all key engagement metrics. The modest increase in click-to-open rate reinforces that opened messages are yielding slightly more interaction. However, a negative trend in the unsubscribe rate may signal that content relevance and frequency should be monitored closely. To maintain this overall positive trajectory, focus on timely offers, value-driven creative, and personalized content strategies that deepen engagement while minimizing attrition.

Performance Trends

Promotional Messages

Q2 Q/Q Performance

	Q2-25	Q1-25	Q/Q
Delivery Rate	99.2%	99.5%	-
Total Open Rate	50.4%	53.1%	-
Unique Open Rate	40.4%	42.0%	-
True Open Rate	9.4%	8.4%	+
Total Click Rate	1.47%	1.57%	-
Unique Click Rate	1.00%	1.09%	-
Click-to-Open Rate	2.48%	2.58%	-
Unsubscribe Rate	0.085%	0.071%	-



1.47%

Unique Open Rates decreased quarter-over-quarter

Engagement declined across most major metrics from last quarter, suggesting reduced message effectiveness or shifting audience behavior. Unsubscribe rate also ticked up, signaling possible fatigue or content misalignment. However, a modest gain in true open rate suggests improved inbox visibility or appeal for certain segments. To recover momentum, marketers should focus on sharpening message relevance, testing new creative formats, and reengaging core audiences with content that delivers timely, tangible value.

Evolving To Brand Benchmarks

Measure what drives, influences, and limits your email program success.



STEP 1:

Define Categories

Program benchmarks may vary from one program to the next, making it important to have clear and concise program categories to define success.

STEP 2:

Assess Performance

Define performance through dashboards, weighted index performance scores and competitive insights to establish a baseline.

STEP 3:

Establish Growth Goals

Establish annual engagement growth goals for each program and continuously measure and report on progress.

Design Smart AI Agents

Save time and energy with AI agents that supercharge your marketing—delivering clarity, context, and creative insight at scale



Clearly Define Goals

Clearly state what you want the agent to do—e.g., “flag inconsistencies in ad copy,” or “identify gaps in competitor feature messaging”—so its output is aligned with measurable marketing outcomes.



Provide Relevant Context

Give essential background like campaign objectives, performance benchmarks, or brand tone, so the agent can generate insights that are relevant to your marketing strategy.



Clean & Concise Formatting

Use clean formats like comparison tables, labeled sections, or tagged inputs to help the agent analyze creative consistency, channel performance, or message clarity with precision.



Set Review Parameters

Specify what criteria the agent should use—such as visual branding consistency, CTA clarity, or alignment with persona pain points—so it evaluates assets or metrics against standards that matter to your team.



Establish Agent Voice

Design the agent’s tone and style to fit its role—for example, professional and analytical for performance summaries, or supportive and critique-focused for creative feedback.

AI Agents That Power Smarter Email Marketing

The power of AI agents lies in their adaptability—tailored to your brand's goals, benchmarks, and guidelines. But here are a few ideas to get you started:

AGENT

WHAT IT DOES

WHY IT MATTERS

FUNCTION/ROI FOCUS

Email Creative Assessment

Reviews email assets (image, copy, CTA, layout) for brand fit and effectiveness

Helps quickly optimize emails for better engagement and clarity

Improves click-through and conversion rates by highlighting areas of optimization

A/B Test Designer

Proposes A/B variants for email—including copy, layout, CTA, and targeting—based on past data

Generates new test ideas identifying gaps in current strategies

Allows for accelerated progress towards performance goals through faster, smarter testing

Audience Suppression Recommender

Identifies segments to be excluded from upcoming sends—recent purchasers, low engagers, etc.

Prevents over-messaging, protects deliverability, and ensures relevant content reaches the right user

Improves engagement rates and reduces churn by avoiding audience fatigue

Appendix

All Industries

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1	25Q2
Unique Open Rate	41.23%	43.03%	45.03%	45.30%	45.36%	44.90%	46.45%	45.97%	45.37%	37.22%	37.02%	40.69%	42.77%	41.05%
Unique Click Rate	1.57%	1.09%	1.11%	1.04%	1.25%	1.07%	1.08%	1.02%	1.21%	1.47%	1.36%	1.22%	1.44%	1.32%
Click-to-Open Rate	3.80%	2.46%	2.26%	2.29%	2.75%	2.38%	2.33%	2.21%	2.68%	3.95%	3.67%	2.99%	3.38%	3.21%
Unsubscribe Rate	0.052%	0.045%	0.045%	0.055%	0.065%	0.072%	0.054%	0.072%	0.073%	0.073%	0.074%	0.053%	0.067%	0.082%

Triggered

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1	25Q2
Unique Open Rate	41.40%	42.53%	45.87%	35.47%	50.24%	49.68%	53.98%	53.93%	48.80%	38.64%	39.09%	43.99%	46.54%	44.6%
Unique Click Rate	4.02%	4.31%	4.43%	3.62%	5.04%	5.07%	5.38%	5.79%	5.28%	5.75%	3.73%	3.12%	3.22%	2.97%
Click-to-Open Rate	9.68%	10.12%	9.66%	10.19%	10.03%	10.21%	9.96%	10.74%	10.81%	14.87%	9.55%	7.10%	6.91%	6.67%
Unsubscribe Rate	0.100%	0.100%	0.111%	0.099%	0.611%	1.202%	0.193%	0.210%	0.234%	0.075%	0.072%	0.046%	0.049%	0.065%

Promotional

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1	25Q2
Unique Open Rate	41.33%	43.10%	45.13%	45.56%	45.24%	44.80%	46.27%	45.78%	45.28%	37.06%	36.69%	40.08%	42.01%	40.4%
Unique Click Rate	1.49%	1.04%	0.96%	0.97%	1.16%	0.99%	0.98%	0.91%	1.11%	0.91%	0.98%	0.87%	1.09%	1.00%
Click-to-Open Rate	3.61%	2.40%	2.13%	2.12%	2.55%	2.21%	2.12%	1.98%	2.44%	2.47%	2.67%	2.18%	2.58%	2.48%
Unsubscribe Rate	0.049%	0.044%	0.043%	0.054%	0.052%	0.049%	0.051%	0.069%	0.069%	0.073%	0.074%	0.055%	0.071%	0.085%

Retail

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1	25Q2
Unique Open Rate	39.77%	39.87%	41.60%	42.40%	44.28%	44.14%	44.70%	42.79%	41.08%	36.44%	37.33%	41.03%	45.03%	44.16%
Unique Click Rate	0.84%	0.70%	0.68%	0.68%	0.74%	0.75%	0.78%	0.72%	0.71%	0.77%	0.80%	0.70%	0.76%	0.70%
Click-to-Open Rate	2.12%	1.68%	1.63%	1.61%	1.68%	1.69%	1.75%	1.69%	1.73%	2.10%	2.14%	1.72%	1.70%	1.58%

Travel, Hospitality + Entertainment

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1	25Q2
Unique Open Rate	38.20%	38.12%	39.52%	36.93%	47.18%	46.40%	48.52%	49.71%	49.32%	42.36%	39.98%	39.71%	44.21%	39.41%
Unique Click Rate	1.47%	1.15%	1.08%	0.76%	0.88%	0.71%	0.72%	0.64%	0.87%	1.02%	1.21%	1.20%	1.36%	1.36%
Click-to-Open Rate	4.03%	3.26%	2.97%	2.24%	1.87%	1.52%	1.49%	1.28%	1.76%	2.40%	3.02%	3.02%	3.09%	3.46%

Financial Services + Insurance

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1	25Q2
Unique Open Rate	44.27%	44.00%	45.42%	46.03%	55.03%	47.41%	45.39%	54.56%	56.50%	45.07%	42.79%	50.64%	50.66%	44.7%
Unique Click Rate	2.72%	2.68%	2.86%	1.99%	1.81%	1.47%	1.10%	1.44%	1.45%	1.22%	0.84%	1.27%	1.34%	1.14%
Click-to-Open Rate	6.16%	5.01%	6.26%	4.36%	3.28%	3.10%	2.41%	2.64%	2.57%	2.71%	1.96%	2.50%	2.65%	2.56%

Media

	22Q1	22Q2	22Q3	22Q4	23Q1	23Q2	23Q3	23Q4	24Q1	24Q2	24Q3	24Q4	25Q1	25Q2
Unique Open Rate	42.03%	43.07%	44.53%	45.40%	41.31%	42.23%	44.23%	42.30%	42.69%	34.68%	34.14%	38.26%	37.51%	36.3%
Unique Click Rate	3.03%	2.72%	2.99%	2.72%	2.92%	2.78%	2.88%	2.12%	2.54%	3.45%	2.43%	2.18%	2.45%	2.15%
Click-to-Open Rate	7.22%	6.32%	6.71%	5.98%	7.07%	6.58%	6.51%	5.00%	5.95%	9.95%	7.12%	5.69%	6.54%	5.93%

Metric Definitions

Delivery Rate:

The percentage of emails that delivered (did not bounce at the receiving ISP) divided by the total emails sent.

Total Open Rate:

The number of times your email was opened, including multiple opens by the same recipient divided by the total number of email messages delivered.

Unique Open Rate:

The number of individual email subscribers that opened the email divided by the total number of email messages delivered.

True Open Rate:

The number of individual email subscribers that opened the email minus the recorded server opens, and then divided by the total number of email messages delivered

Total Click Rate:

The number of times one or more links in an email were clicked, including multiple clicks by the same recipient, divided by the number of messages delivered.

Unique Click Rate:

The number of individual email subscribers that clicked on any link within the email communication divided by the number of messages delivered.

Click-To-Open Rate:

The number of Unique Clicks divided by the number of Unique Opens.

Conversion-To-Click Rate:

The number of Conversions divide by the number of Unique Clicks

Revenue Per Email:

Revenue generated per email message delivered.

Unsubscribe Rate:

The number of individual email subscribers that have unsubscribed from a mailing divided by the number of email messages delivered.

Zeta's AI-Powered Marketing Cloud Helps Marketers Drive Profitable Customer Growth

Zeta is the only platform that is made up of a CDP, ESP, DSP, and the largest private, walled, data cloud which gives marketers the tools they need to be successful. The Zeta Marketing Platform (ZMP) is designed for marketers' needs with the unique flexibility to wrap around and augment your tech stack, providing speed to intelligence, deeper analytics, and activation to deliver greater return on investment.

Whether the ZMP is the single platform environment removing the need for multiple point solutions, or it's connecting the dots to extract more value from current tech investments, the AI-powered ZMP is at the forefront of the next generation of marketing technology.

Reach out to ZetaCRM-Partners@zetaglobal.com for more information.