

INDUSTRY AVERAGES



OPEN RATE



CLICK-THROUGH RATE



CLICK-TO-OPEN RATE



UNSUB RATE

Advertising & Marketing Agencies	18.50%	2.30%	12.20%	0.20%
Agriculture, Forestry, Fishing & Hunting	23.20%	4.00%	17.00%	0.10%
Consumer Packaged Goods	18.10%	2.40%	13.00%	0.20%
Education	24.90%	4.30%	17.30%	0.10%
Financial Services	24.80%	2.70%	10.60%	0.20%
Food & Beverage	15.20%	1.70%	11.30%	0.10%
Government & Politics	26.70%	6.00%	22.40%	0.10%
Healthcare Services	23.40%	3.70%	15.60%	0.30%
IT / Tech / Software Services	19.50%	2.80%	14.30%	0.20%
Logistics & Wholesale	22.70%	2.40%	10.60%	0.030%
Media, Entertainment & Publishing	20.80%	3.60%	17.50%	0.00%
Nonprofit	25.50%	4.10%	15.80%	0.20%
Other	17.80%	2.20%	12.30%	0.10%
Professional Services	18.30%	2.80%	15.20%	0.20%
Real Estate, Design & Construction Activities	19.70%	3.5%	17.70%	0.20%
Retail	12.60%	1.10%	8.5%	0.00%
Travel, Hospitality & Leisure	17.70%	2.00%	11.50%	0.20%
Wellness & Fitness	21.60%	2.80%	13.10%	0.40%
Average	18.00%	2.60%	14.10%	0.10 %