





## How does your email marketing compare to industry benchmarks?

	INDUSTRY AVERAGE	FINANCIAL SERVICES AVERAGE	ENTER YOUR COMPANY RESULTS
 OPEN RATE	18.00%	24.80%	-----
 CLICK-THROUGH RATE	2.60%	2.70%	-----
 CLICK-TO-OPEN RATE	14.10%	10.60%	-----
 UNSUB RATE	0.10%	0.20%	-----