





How does your email marketing compare to industry benchmarks?

	INDUSTRY AVERAGE	ECOMMERCE/RETAIL AVERAGE	ENTER YOUR COMPANY RESULTS
 OPEN RATE	18.00%	12.60%	-----
 CLICK-THROUGH RATE	2.60%	1.10%	-----
 CLICK-TO-OPEN RATE	14.10%	8.50%	-----
 UNSUB RATE	0.10%	0.00%	-----