

Higher Education Communication Standards

E-Mail Metrics

E-mail metrics, valuable tools depicting e-mail marketing statistics and trends, are commonly utilized to improve campaign results as well as shed light upon industry averages. Open rates and click rates, the most regularly used and benchmarked e-mail metrics, provide a snapshot of an e-mail message's performance. Below are open and click rate statistics relevant to the education/training industry.

Education/Training Industry Open Rates

Open Rates by List Size ¹

25-499	500-999	1000+
30.90%	28.71%	12.55%

Overall Open Rate: 13.78% ¹

Limitations ²

It is important to mention the inherent limitations associated with e-mail open rates. There are several factors that can establish an e-mail as "open". Many of these factors cause unread and/or unopened e-mails to register as opened when they were given no attention. Conversely, many opened e-mails are not recorded as such. Some reasons for this ambiguity are listed below:

- E-mail clients with a preview pane (ex. Microsoft Outlook, Mozilla Thunderbird)
 - These messages may register as opened when in fact the recipient never read the e-mail
- E-mail clients which block images
 - These messages may register as not opened when in fact the recipient viewed the e-mail

Education/Training Industry Click Rates ¹

Click Rates by List Size ¹

25-499	500-999	1000+
4.08%	3.90%	2.33%

Overall Click Rate: 2.44%

Tips to Increase Results

- Best days to send: Saturday, Sunday, Monday, and Tuesday ¹
- E-mails with shorter subject lines outperform e-mails with longer subject lines ³
 - 0-49 Character subject line: 12.5% higher open rate than 50+ character subject line
 - 0-49 character subject line: 75% higher click through rate than 50+ character subject line

Works Cited

E-Mail Metrics

¹ Email Marketing Metrics Report. MailerMailer LLC, 2008.

² 2008 Email Marketing Benchmark Guide. Marketing Sherpa's, 2008. What Do Email Open Rates Mean? 29 Apr. 2008.

³ "Email Marketing Delivery Trends Statistics." Email Labs. 29 Apr. 2008
<<http://www.emailabs.com/tools/email-marketing-statistics.html>>.