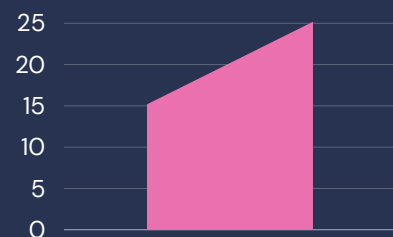


# 7 EMAIL MARKETING KPIs

## OPEN RATE

The percentage of recipients who open your email reflects the effectiveness of your subject line.



The average open rate across industries is 15-25%

## BOUNCE RATE

The percentage of total emails sent that couldn't be delivered.



A healthy bounce rate is typically below 2%

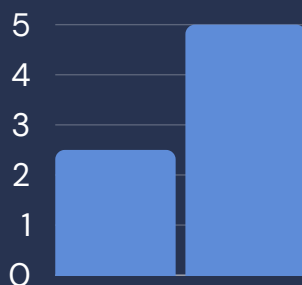
## UNSUBSCRIBE RATE

The percentage of recipients who opt out of your email list.

The average unsubscribe rate is usually under 0.5%.



## CLICK RATE



The average click rate is between 2.5-5%

The percentage of recipients who clicked on one or more links in your email demonstrates the relevance and appeal of your content.

## LIST GROWTH RATE

A healthy email list growth rate generally falls between 1% to 3% monthly.



## FORWARDING RATE

A rate of around 0.3% is considered good



## CONVERSION RATE

Average conversion rates vary from 1% to 5%

The percentage who performed a desired action after clicking a link in your email, like making a purchase.