





[Terlengkap] Kumpulan statistik email marketing engagement dan respon 2018



Mari kita buka pembahasan kali ini dengan fakta bahwa email adalah media yang lebih efektif untuk mendorong konversi dibanding jenis platform olah pesan lainnya. Inilah salah satu alasan kenapa email marketing harus masuk dalam daftar strategi pemasaran Anda. Kurang yakin? Kumpulan statistik email marketing engagement berikut ini akan menjawab keraguan Anda.

Tingkat engagement email untuk UKM

Statistik terbaru (diterbitkan April 2018) yakni email marketing benchmarks oleh GetResponse memberikan rata-rata open rate dan CTR di seluruh dunia berdasarkan negara dan sektor. Berikut adalah ringkasan sektor yang juga termasuk di dalamnya tingkat unsubscribe dan spam dalam laporan lengkap:

Industry 	Open rate 	Click-through rate 	Click-to-open rate 
Agencies	25.50%	3.69%	14.47%
Arts & Entertainment	34.24%	6.42%	18.76%
Automotive	23.60%	4.43%	18.79%
Communications	25.50%	3.61%	14.17%
Education	34.78%	5.58%	16.05%
Financial Services	27.32%	5.05%	18.47%
Health & Beauty	24.71%	4.56%	18.44%
Health Care	35.54%	5.69%	16.01%
Internet Marketing	18.05%	3.16%	17.53%
Legal Services	26.82%	3.08%	11.49%
Non-profits	34.44%	4.99%	14.50%
Publishing	36.59%	7.75%	21.17%
Real Estate	27.16%	3.00%	11.05%
Restaurants & Food	35.69%	4.18%	11.71%
Retail	23.69%	3.47%	14.63%
Sports & Activities	30.91%	4.32%	13.96%
Technology & High Tech	24.66%	3.91%	15.86%
Travel	24.96%	3.22%	12.90%
All	24.88%	4.06%	16.31%

Statistik lain diterbitkan sekitar akhir Desember 2017 oleh Constant Contact yakni mengenai Average Email open and clickthrough rates by industry. Berikut statistik selengkapnya:

Business Type	Open Rate (Total)	Mobile Open Rate	Tablet Open Rate	Desktop Open Rate	Click- Through Rate	Bounce Rate	Unsubscribe Rate
Accommodations (ex. hotel, inn, B&B, camp grounds)	16.51%	63.94%	19.15%	47.68%	6.93%	7.84%	0.32%
Accountant	12.57%	53.87%	15.58%	68.72%	7.19%	8.65%	0.11%
Animal Services	16.29%	68.45%	16.07%	50.43%	9.79%	5.37%	0.25%
Art, Culture, Entertainment (ex. galleries, museums, musicians, theatre, film, crafts)	16.47%	56.62%	17.55%	54.32%	7.31%	6.59%	0.13%
Automotive Services	13.17%	67.15%	13.16%	50.69%	8.30%	7.95%	0.22%
Child Care Services	21.57%	89.15%	7.39%	33.67%	7.96%	6.67%	0.29%
Civic/Social Membership (ex. associations, chambers, clubs)	22.92%	62.02%	14.15%	79.25%	8.65%	9.13%	0.11%
Consultant, Training (ex. marketing, management)	13.48%	51.16%	8.95%	74.13%	7.21%	9.99%	0.11%
Education - Primary/Secondary (ex. elementary, middle, and high schools)	23.74%	73.93%	10.60%	63.40%	9.44%	6.95%	0.12%
Education - Higher Education (ex. colleges, universities, trade schools)	17.81%	63.92%	10.17%	56.02%	8.46%	7.52%	0.10%
Financial Advisor	18.07%	54.11%	14.11%	71.37%	8.32%	9.56%	0.20%
Fitness Center, Sports, Recreation (ex. yoga studio, bowling alley, gym)	15.70%	71.60%	13.53%	40.19%	6.48%	8.33%	0.19%
Fitness/Nutritional Services (ex. personal trainer, wellness coach)	13.76%	74.68%	12.60%	40.73%	9.29%	5.67%	0.22%
Government Agency or Services	21.56%	65.94%	14.43%	82.16%	9.39%	9.37%	0.10%
Health & Social Services (ex. hospital, elder care, adoption services)	19.66%	62.24%	16.36%	91.85%	9.33%	9.65%	0.19%
Health Professional (ex. physician, dentist, chiropractor)	16.99%	66.90%	15.05%	60.70%	6.16%	8.84%	0.26%
Home & Building Services (ex. construction, HVAC, landscaping, design)	20.68%	61.68%	14.41%	63.64%	5.73%	9.97%	0.40%
Insurance	14.35%	50.67%	10.20%	98.86%	7.68%	5.62%	0.16%
Legal Services	20.06%	56.61%	8.21%	83.22%	7.18%	11.37%	0.21%
Manufacturing and Distribution	15.14%	47.93%	11.04%	80.58%	8.77%	10.83%	0.19%
Marketing, Advertising, Public Relations	10.63%	53.52%	10.38%	55.78%	5.89%	7.71%	0.09%
Other	18.41%	53.52%	15.90%	49.76%	5.83%	6.49%	0.11%
Other - Non-profit	19.32%	63.55%	15.76%	71.37%	8.00%	8.60%	0.12%
Personal Services (ex. dry cleaning, photography, housekeeping)	17.55%	63.47%	14.00%	53.83%	7.26%	8.58%	0.25%
Professional Services	16.21%	57.98%	11.91%	70.39%	8.46%	9.28%	0.19%
Publishing	13.86%	51.69%	15.32%	60.14%	13.67%	7.97%	0.06%
Real Estate	15.80%	53.00%	9.72%	60.45%	6.71%	10.67%	0.14%
Religious Organization	24.77%	71.14%	20.70%	53.96%	7.67%	6.49%	0.07%
Restaurant, Bar, Cafe, Caterer	15.59%	62.63%	17.68%	45.49%	5.30%	9.13%	0.19%
Retail (ex. brick and mortar and online)	11.84%	59.86%	19.08%	40.07%	8.21%	5.90%	0.11%
Salon, Spa, Barber (ex. nails, tanning)	13.93%	74.33%	14.28%	32.82%	4.07%	12.08%	0.27%
Technology (ex. web developer)	12.21%	42.43%	6.41%	80.16%	6.12%	10.92%	0.16%
Transportation	17.35%	58.09%	11.68%	65.26%	12.46%	9.83%	0.15%
Travel and Tourism (ex. limo driver, tour guide, reservations)	15.46%	51.39%	20.08%	60.34%	7.02%	11.24%	0.15%
Unknown	14.48%	60.30%	14.68%	55.74%	7.77%	8.17%	0.02%



















Berdasarkan dua statistik di atas dapat disimpulkan bahwa email marketing juga masih menjadi bagian penting dalam industri kecil menengah. Tingkat open rate email marketing juga berbeda-beda pada setiap jenis perangkat digital yang digunakan.

Tingkat engagement email untuk bisnis yang lebih besar

MailChimp lebih berfokus pada tipikal bisnis kecil dan menengah. Sedangkan kompilasi email benchmark dari Silverpop (yang sekarang dimiliki oleh IBM) berfokus pada bisnis yang lebih besar. Bisnis-bisnis ini berasal dari 750 perusahaan yang

mewakili 3.000 merek di 40 negara. Termasuk di dalamnya laporan oleh EMEA, Inggris, AS dan APAC. Berikut statistik selengkapnya:



















UNIQUE OPEN RATE (by Industry)



Open Rate (Unique)	Mean	Median	Top Quartile	Bottom Quartile
 Automobiles & Transportation	27.3%	24.1%	47.3%	11.8%
 Banks & Financial Services	23.3%	18.7%	46.5%	7.8%
 Computer Hardware & Telecommunications	24.9%	22.5%	44.6%	9.1%
 Computer Software & Online Services	20.8%	17.4%	39.8%	7.5%
 Consumer Products	25.1%	21.1%	48.1%	8.6%
 Consumer Services	21.6%	19.0%	40.9%	7.4%
 Corporate Services	23.0%	20.3%	41.9%	9.1%
 Food Service, Sports & Entertainment	20.7%	16.6%	42.3%	5.9%
 Hospitals, Healthcare & Biotech	26.1%	23.3%	49.4%	8.1%
 Industrial Manufacturing & Utilities	25.9%	22.5%	46.5%	10.9%
 Insurance	27.5%	24.4%	50.2%	10.2%
 Lodging, Travel Agencies & Services	22.7%	18.5%	40.8%	11.3%
 Marketing Agencies & Services	18.2%	13.6%	37.4%	6.5%
 Media & Publishing	19.3%	16.5%	34.8%	8.5%
 Nonprofits, Associations & Government	26.4%	23.8%	43.1%	14.4%
 Real Estate, Construction & Building Products	25.6%	23.4%	41.6%	13.7%
 Retail & Ecommerce	20.5%	16.8%	39.2%	8.0%
 Schools & Education	30.9%	27.3%	58.7%	8.4%

■ Strongest performer ■ Weakest performer

Bagaimana dengan tingkat open rate-nya? Berikut adalah tarif terbuka dengan mean yang menunjukkan variasi dari sektor berkinerja terburuk seperti penerbitan dan teknologi untuk merek dan nirlaba konsumen:

CLICK-TO-OPEN RATE (by Industry)

Click-to-Open Rate	Mean	Median	Top Quartile	Bottom Quartile
 Automobiles & Transportation	11.0%	8.6%	25.4%	0.7%
 Banks & Financial Services	12.0%	8.3%	29.0%	1.0%
 Computer Hardware & Telecommunications	16.2%	13.1%	34.4%	3.5%
 Computer Software & Online Services	10.1%	6.5%	24.4%	1.9%
 Consumer Products	12.9%	10.4%	26.0%	4.1%
 Consumer Services	14.0%	10.7%	31.5%	2.3%
 Corporate Services	12.5%	9.1%	29.5%	1.7%
 Food Service, Sports & Entertainment	13.6%	8.9%	32.9%	2.6%
 Hospitals, Healthcare & Biotech	12.2%	8.4%	28.9%	1.8%
 Industrial Manufacturing & Utilities	11.7%	8.8%	26.4%	2.2%
 Insurance	11.4%	7.1%	29.8%	0.4%
 Lodging, Travel Agencies & Services	9.2%	7.4%	19.3%	2.2%
 Marketing Agencies & Services	10.7%	7.6%	25.0%	1.9%
 Media & Publishing	12.9%	10.2%	28.3%	2.1%
 Nonprofits, Associations & Government	19.4%	17.5%	39.2%	3.3%
 Real Estate, Construction & Building Products	13.1%	11.3%	26.0%	3.2%
 Retail & Ecommerce	15.0%	12.7%	29.0%	4.8%
 Schools & Education	11.2%	7.3%	27.7%	1.3%

 Strongest performer
  Weakest performer

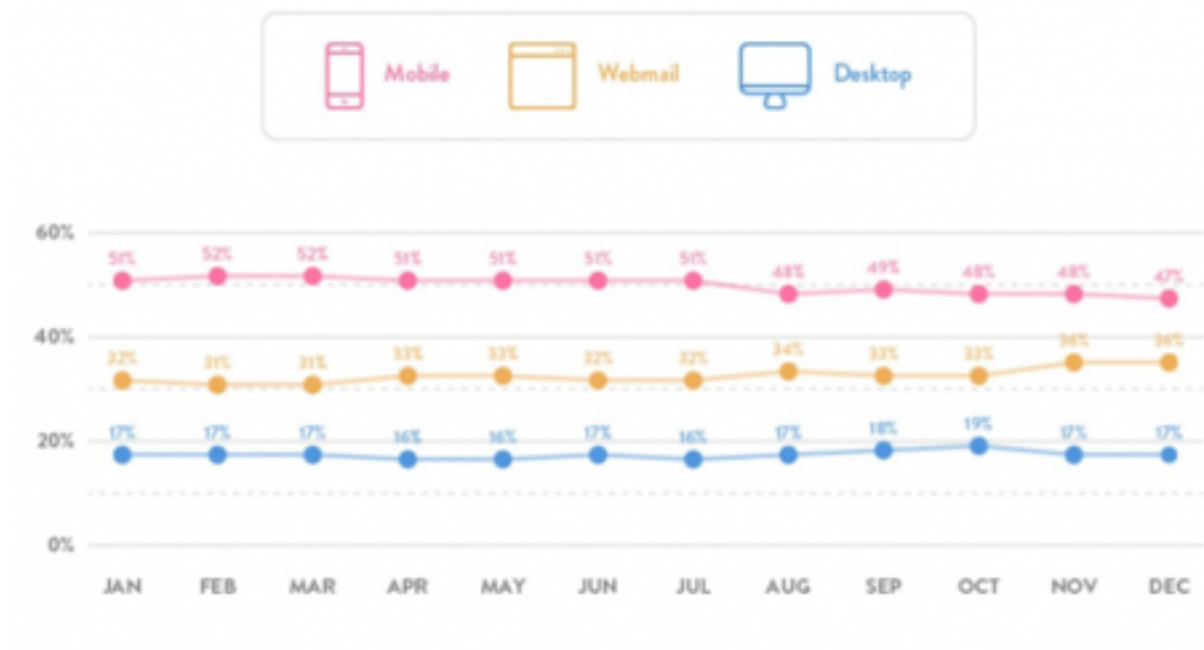
Daripada CTR, saya memilih tingkat open rate yang menunjukkan keterlibatan email marketing. Sebagai aturan praktis, Anda harus mencari 10 hingga 15% CTOR, sehingga dapat membandingkan email dengan tolok ukur di atas. Tolok ukur di atas berguna untuk membagikan data pada daftar churn seperti yang ditunjukkan oleh tingkat bouncing dan pengaduan spam.

UNSUBSCRIBE RATE (by Country/Region)

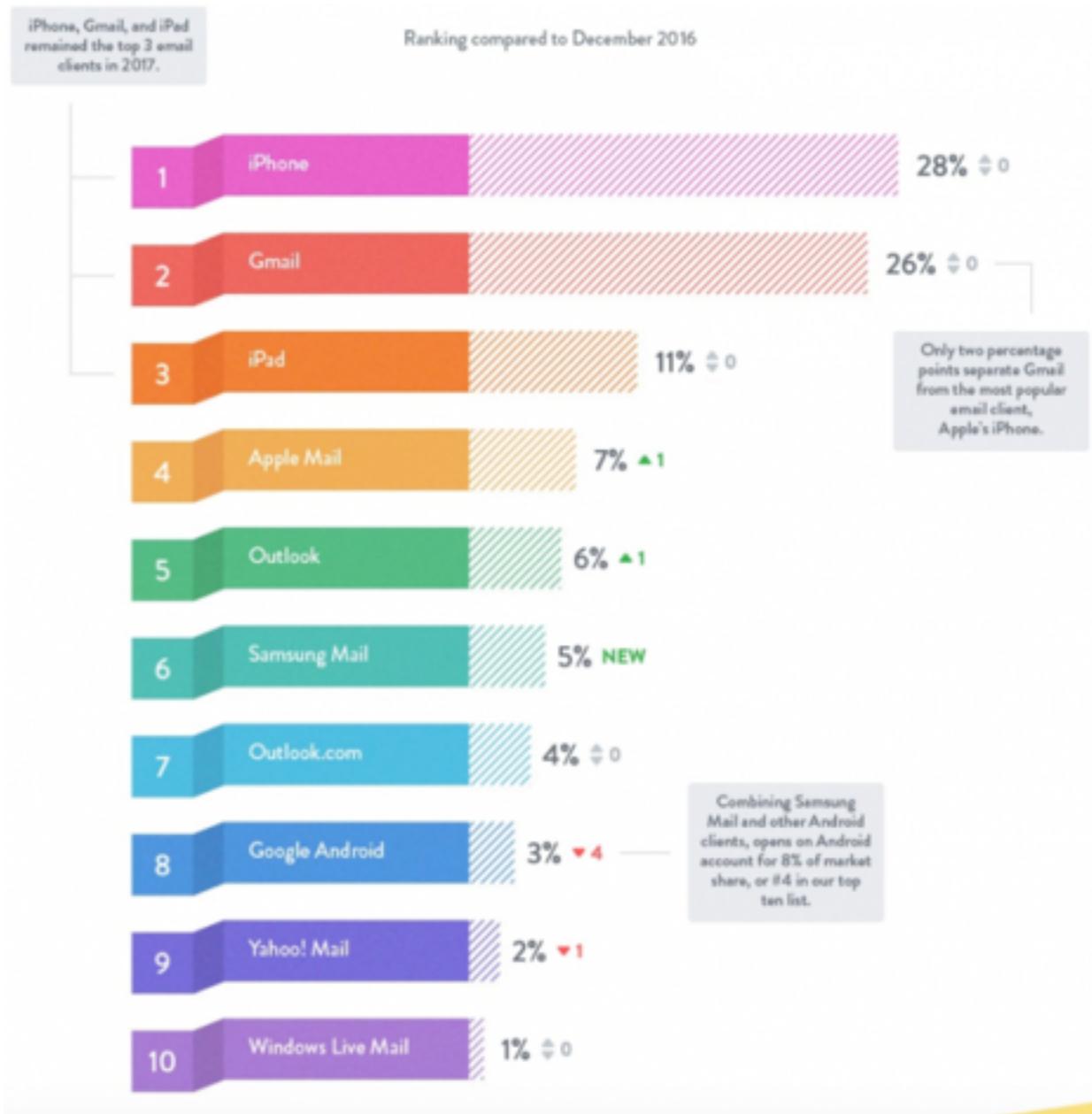
Unsubscribe Rate	Mean	Median	Top Quartile	Bottom Quartile
Overall	0.127%	0.019%	0.00000%	0.444%
United States	0.122%	0.017%	0.00000%	0.429%
Canada	0.183%	0.036%	0.00000%	0.628%
United Kingdom	0.144%	0.033%	0.00000%	0.484%
Rest of Europe	0.091%	0.000%	0.00000%	0.341%
Middle East & North Africa	0.182%	0.049%	0.00000%	0.609%
Australia & New Zealand	0.175%	0.000%	0.00000%	0.635%
Rest of World	0.066%	0.024%	0.00000%	0.214%

Bagaimana uraian pangsa pasar untuk klien email di perangkat seluler dan desktop?

Litmus, salah satu sumber terbaik untuk statistik tentang email marketing secara teratur menghasilkan ringkasan pengalaman email pengguna yang berbeda. Bagan berikut ini meringkas penelitian mereka yang menunjukkan munculnya email marketing seluler ke titik di mana hampir setengah dari email yang dibuka di smartphone dan tablet:



Kompilasi Litmus terbaru dari pangsa pasar klien email menunjukkan alasan pentingnya mempertimbangkan seberapa baik email Anda ditampilkan di perangkat seluler. Ini didasarkan pada persentase pembukaan di berbagai platform. Peningkatan dalam webmail terbuka sebagian besar disebabkan oleh default Gmail untuk membuka gambar:

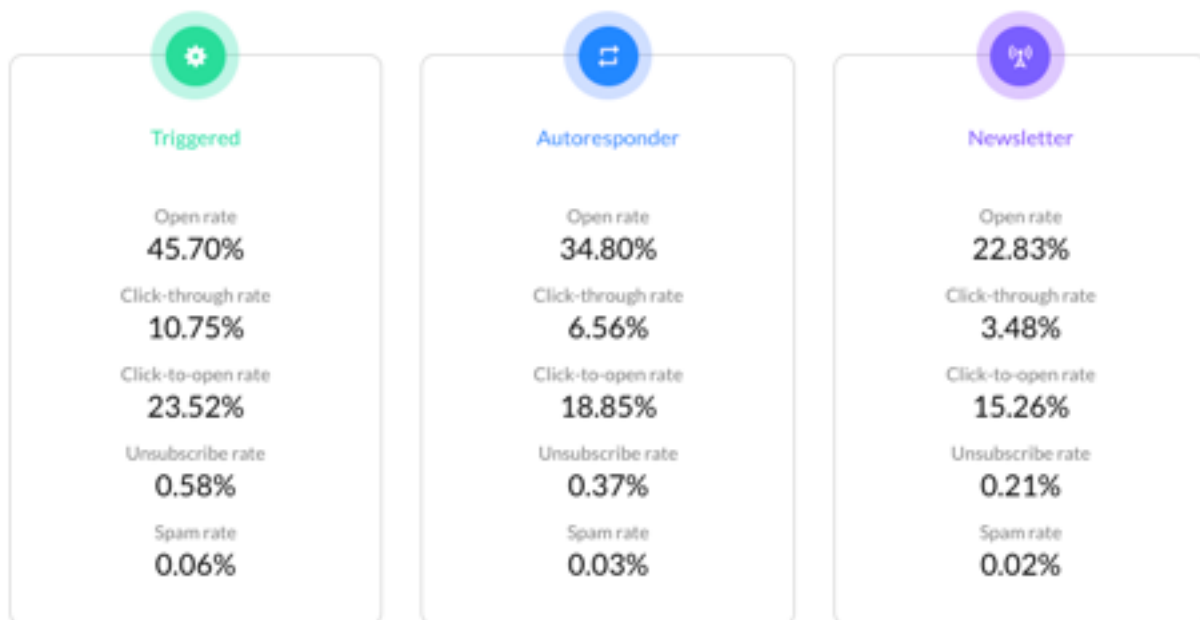


Berapa tingkat open rate dan CTR yang baik?

Meskipun data yang disajikan berupa rata-rata, penting untuk melampaui rata-rata dalam analisis pemasaran email Anda. Sebaiknya lakukan segmentasi tanggapan email berdasarkan:

- Jenis email
- Jenis penawaran
- Demografi pemirsa

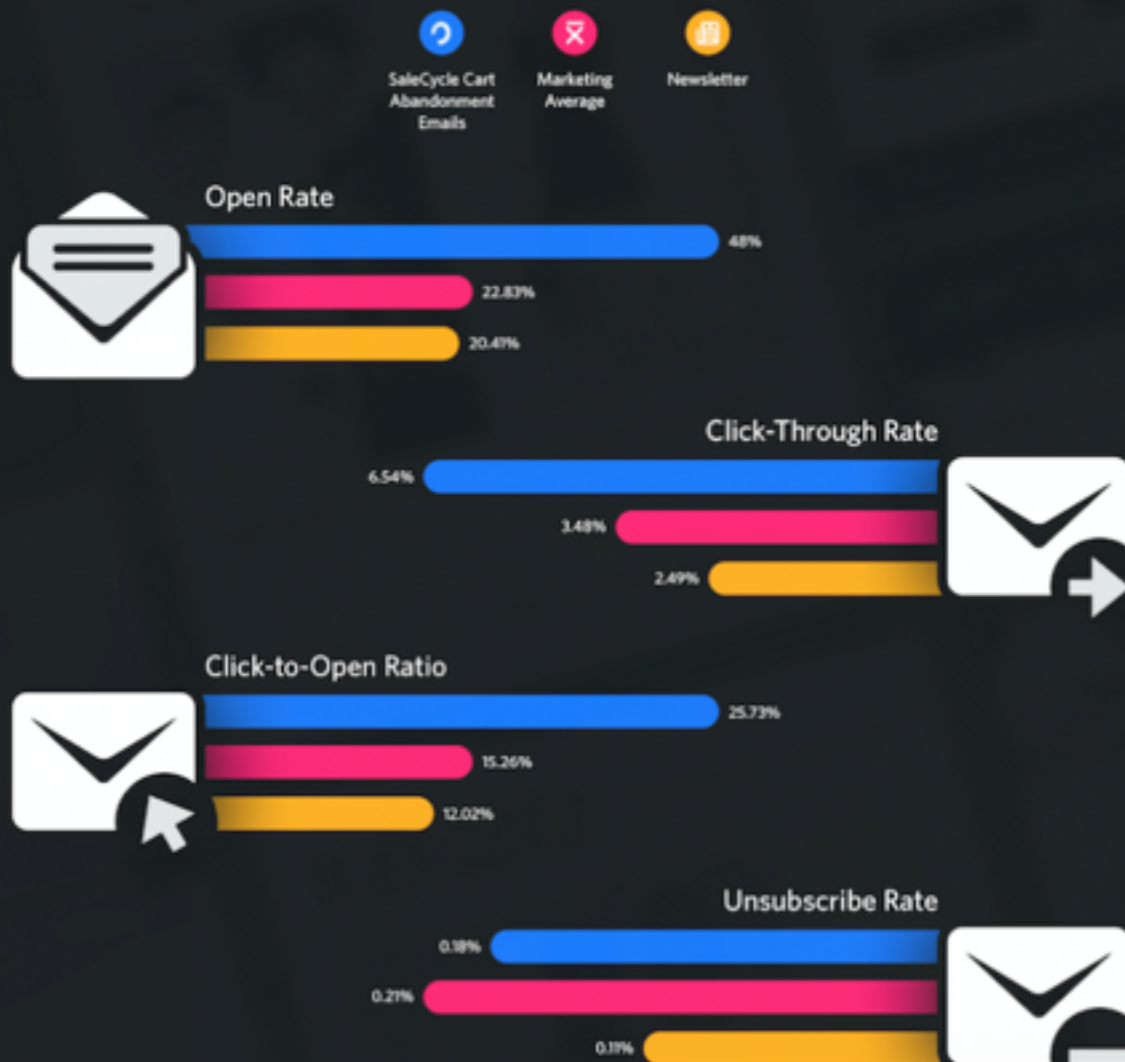
Hal ini akan memberi Anda indikasi kinerja yang lebih baik seperti yang akan dianalisis berdasarkan pendapatan per 1.000 email yang dikirim. Untuk menunjukkan perbedaan jenis email, tolok ukur pemasaran GetResponse mencakup rata-rata berikut melalui email terbuka:



Tidak mengherankan jika email triggered dan autoresponder memiliki tingkat open rate yang lebih tinggi karena dianggap lebih relevan. Lebih terkait dalam konteks tindakan yang telah diambil pelanggan. Hal ini menunjukkan kekuatan otomatisasi pemasaran.

Sales Cycle juga memiliki beberapa informasi yang menunjukkan rasio respons untuk email pemasaran ulang seperti pengabaian keranjang belanja dibandingkan jenis email lain dalam laporan Pemasaran Ulang 2018 mereka:

Cart Abandonment Email Performance vs. Marketing Email Averages



Source:

<https://www.smartinsights.com/email-marketing/email-communications-strategy/statistics-sources-for-email-marketing/>
<https://unsplash.com/>