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The click-through rate of an advertisement is defined as the number of clicks on an ad divided by the number of times the ad is shown (**impressions**), expressed as a percentage.<sup>[5][6]</sup> For example, if a **banner ad** is delivered 100 times (100 impressions) and receives one click, then the click-through rate for the advertisement would be 1%.

Click-through rates for [banner ads](#) have decreased over time.<sup>[7]</sup> When banner ads first started to appear, it was not uncommon to have rates above five percent. They have fallen since then, currently averaging closer to 0.2 or 0.3 percent.<sup>[8]</sup> In most cases, a 2% click-through rate would be considered very successful, though the exact number is hotly debated and would vary depending on the situation. The average click-through rate of 3% in the 1990s declined to 2.4%–0.4% by 2002.<sup>[9]</sup> Since advertisers typically pay more for a high click-through rate, getting many click-throughs with few purchases is undesirable to advertisers.<sup>[8]</sup> Similarly, by selecting an appropriate advertising site with high affinity (e.g., a [movie magazine](#) for a [movie](#) advertisement), the same banner can achieve a substantially higher CTR. Though personalized ads, unusual formats, and more obtrusive ads typically result in higher click-through rates than standard banner ads, overly intrusive ads are often avoided by viewers.<sup>[9][10]</sup>

Modern online advertising has moved beyond just using [banner ads](#). Popular [search engines](#) allow advertisers to display ads in with the search results triggered by a search user. These ads are usually in text format and may include additional links and information like phone numbers, addresses and specific product pages.<sup>[11]</sup> This additional information moves away from the poor user experience that can be created from intrusive banner ads and provides useful information to the search user, resulting in higher Click-through rates for this format of [pay-per-click](#) Advertising. Having high click-through rate isn't the only goal for an online advertiser who will occasionally develop campaigns to raise awareness and sacrifice click-through rate for the overall gain of valuable traffic.<sup>[12]</sup>

## Estimating the Click-Through Rate for Ads [\[edit\]](#)

Search engine advertising has become a significant element of the Web browsing experience. Choosing the right ads for the query and the order in which they are displayed greatly affects the probability that a user will see and click on each ad. This ranking has a strong impact on the revenue the search engine receives from the ads. Further, showing the user an ad that they prefer to click on improves user satisfaction. For these reasons, there is an increasing interest in accurately estimating the click-through rate of ads in a recommender system.

## Email [\[edit\]](#)

An email click-through rate is defined as the number of recipients who click one or more links in an email and landed on the sender's website, blog, or other desired destination. More simply, email click-through rates represent the number of clicks that your email generated.<sup>[13][14]</sup>

Email click-through rate is expressed as a percentage, and calculated by dividing the number of click throughs by the number of tracked message deliveries.<sup>[15]</sup>

Most email marketers use this metrics along with [open rate](#), [bounce rate](#) and other metrics, to understand the effectiveness and success of their email campaign.<sup>[16]</sup> In general there is no ideal click-through rate. This metric can vary based on the type of email sent, how frequently emails are sent, how the list of recipients is segmented, how relevant the content of the email is to the audience, and many other factors.<sup>[17]</sup> Even time of day can affect click-through rate. Sunday appears to generate considerably higher click-through rates on average when compared to the rest of the week.<sup>[18]</sup>

Every year studies and various types of research are conducted to track the overall effectiveness of click-through rates in email marketing.<sup>[19][20]</sup>

## See also [\[edit\]](#)

- [Abandonment rate](#)
- [Banner blindness](#)
- [Clickbait](#)
- [Click fraud](#)
- [Clicktag](#)
- [Cost per action](#)
- [Cost per click](#)
- [Cost per thousand](#)
- [CPI](#)
- [Impression \(online media\)](#)
- [View-through rate](#)



## References [\[edit\]](#)

<sup>[1]</sup> <sup>↑</sup> [American Marketing Association Dictionary](#): "Archived copy".<sup>[2]</sup> Archived from the original <sup>[3]</sup> on 2019-11-24

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## Further reading [\[edit\]](#)

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## External links [\[edit\]](#)

- [MASB Official Website](#)

Categories: [Audience measurement](#) | [Online advertising](#) | [Email](#) | [Consumer behaviour](#) | [Rates](#)

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