

# Zoho Campaign Performance

A Data-Driven Look at Email Marketing Results

## Definitions:

Frequency: The number of records (email campaigns) that fall within a specific range (bin) in a histogram. It indicates how common a particular performance range is.

Delivery Rate:  $(\text{Delivered}/\text{Sent}) * 100$

Open Rate:  $(\text{Opened}/\text{Delivered}) * 100$

Click Rate:  $(\text{Clicked}/\text{Delivered}) * 100$

Bounce Rate:  $(\text{Bounced}/\text{Sent}) * 100$

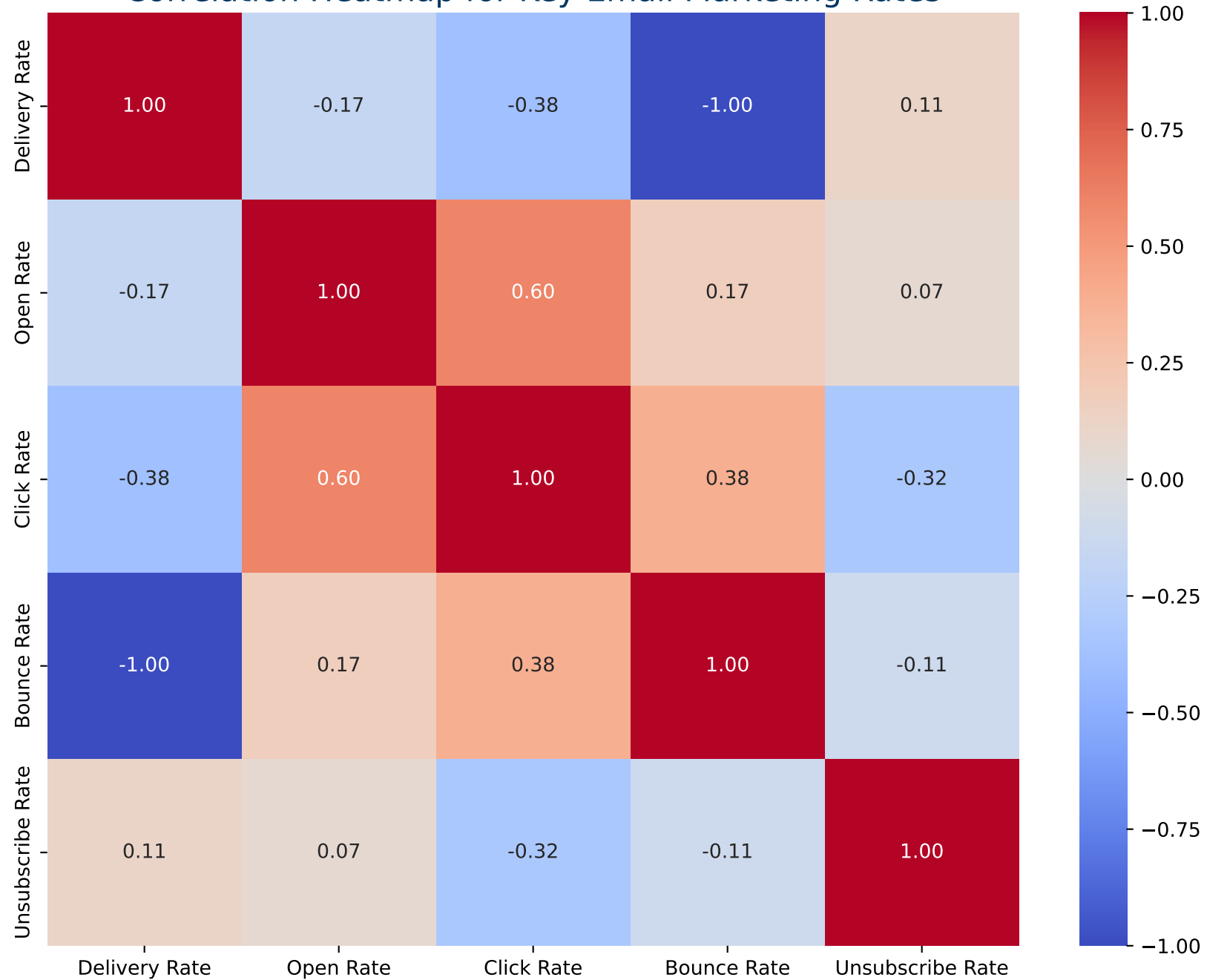
Unsubscribe Rate:  $(\text{Unsubscribes}/\text{Sent}) * 100$

Note: The following metrics were dropped due to negligible impact: Forwards, Marked as spam.

# Overall Email Marketing KPIs

	Metric	Value
0	Sent	105695
1	Delivered	105235
2	Delivery Rate	99.56%
3	Opened	46619
4	Open Rate	44.30%
5	Clicked	783
6	Click Rate	0.74%
7	Bounced	460
8	Bounce Rate	0.44%
9	Unsubscribes	112
10	Unsubscribe Rate	0.11%

Correlation Heatmap for Key Email Marketing Rates



Why this chart matters:  
This heatmap displays the correlation between key email marketing rate metrics. It shows how one metric may relate to another.

Industry Standards:  
(Referenced benchmarks for 2025)

AI Insights:  
Why this chart matters:  
A heatmap of this correlation data is crucial for understanding email marketing performance because it visually highlights the relationships between various key metrics. By displaying correlations, marketers can quickly identify which factors are positively or negatively associated with each other. For instance, the strong negative correlation between delivery rate and bounce rate indicates that improving delivery rates can reduce bounces. Similarly, the positive correlation between open rate and click rate suggests that higher engagement can lead to more clicks. Identifying such relationships enables marketers to strategize effectively, optimizing campaigns for better performance and outcomes.

Industry Standards:  
In 2025, email marketing performance varies across industries, with key metrics such as open rates, click-through rates (CTR), and return on investment (ROI) serving as benchmarks.

**Industry-Specific Benchmarks:**

- **Retail & E-commerce:** Average open rates are 18.8%, with a CTR of 2.6%. Abandoned cart emails can boost revenue by up to 20%.  
([competitors.app](https://competitors.app/email-marketing-stats/?utm\_source=openai))
- **Healthcare:** Open rates average 21%, reflecting the relevance of health-related content to recipients.  
([competitors.app](https://competitors.app/email-marketing-stats/?utm\_source=openai))
- **Finance:** CTR averages around 3%, with emails about account updates and financial tips driving engagement.  
([competitors.app](https://competitors.app/email-marketing-stats/?utm\_source=openai))
- **Education:** Open rates reach 25%, among the highest across industries, as recipients value updates on courses and learning resources.  
([competitors.app](https://competitors.app/email-marketing-stats/?utm\_source=openai))
- **Travel and Hospitality:** CTR stands at 2.5%, with personalized travel offers and itineraries significantly boosting engagement.  
([competitors.app](https://competitors.app/email-marketing-stats/?utm\_source=openai))

**Overall Performance Metrics:**

- **Average Open Rate:** 42.35%, with industry variations ranging from 22.57% to 59.70%.  
([growth-onomics.com](https://growth-onomics.com/email-marketing-benchmarks-2025-open-rates-ctrs/?utm\_source=openai))
- **Average CTR:** 2.00%. ([growth-onomics.com](https://growth-onomics.com/email-marketing-benchmarks-2025-open-rates-ctrs/?utm\_source=openai))
- **Click-to-Open Rate (CTOR):** 5.63%.  
([growth-onomics.com](https://growth-onomics.com/email-marketing-benchmarks-2025-open-rates-ctrs/?utm\_source=openai))

**Additional Insights:**

- **Mobile Optimization:** With 55% of emails opened on mobile devices, ensuring mobile-friendly designs is crucial.  
([growth-onomics.com](https://growth-onomics.com/email-marketing-benchmarks-2025-open-rates-ctrs/?utm\_source=openai))
- **Personalization and Automation:** Utilizing AI for personalized content and automated workflows can significantly enhance engagement and ROI.  
([emailhippo.com](https://www.emailhippo.com/resources/blog/email-marketing-kpis-that-actually-matter-in-2025-a-modern-marketers-guide?utm\_source=openai))
- **Data Privacy Compliance:** Adhering to regulations like GDPR and CCPA is essential for maintaining trust and deliverability.  
([emailhippo.com](https://www.emailhippo.com/resources/blog/email-marketing-kpis-that-actually-matter-in-2025-a-modern-marketers-guide?utm\_source=openai))

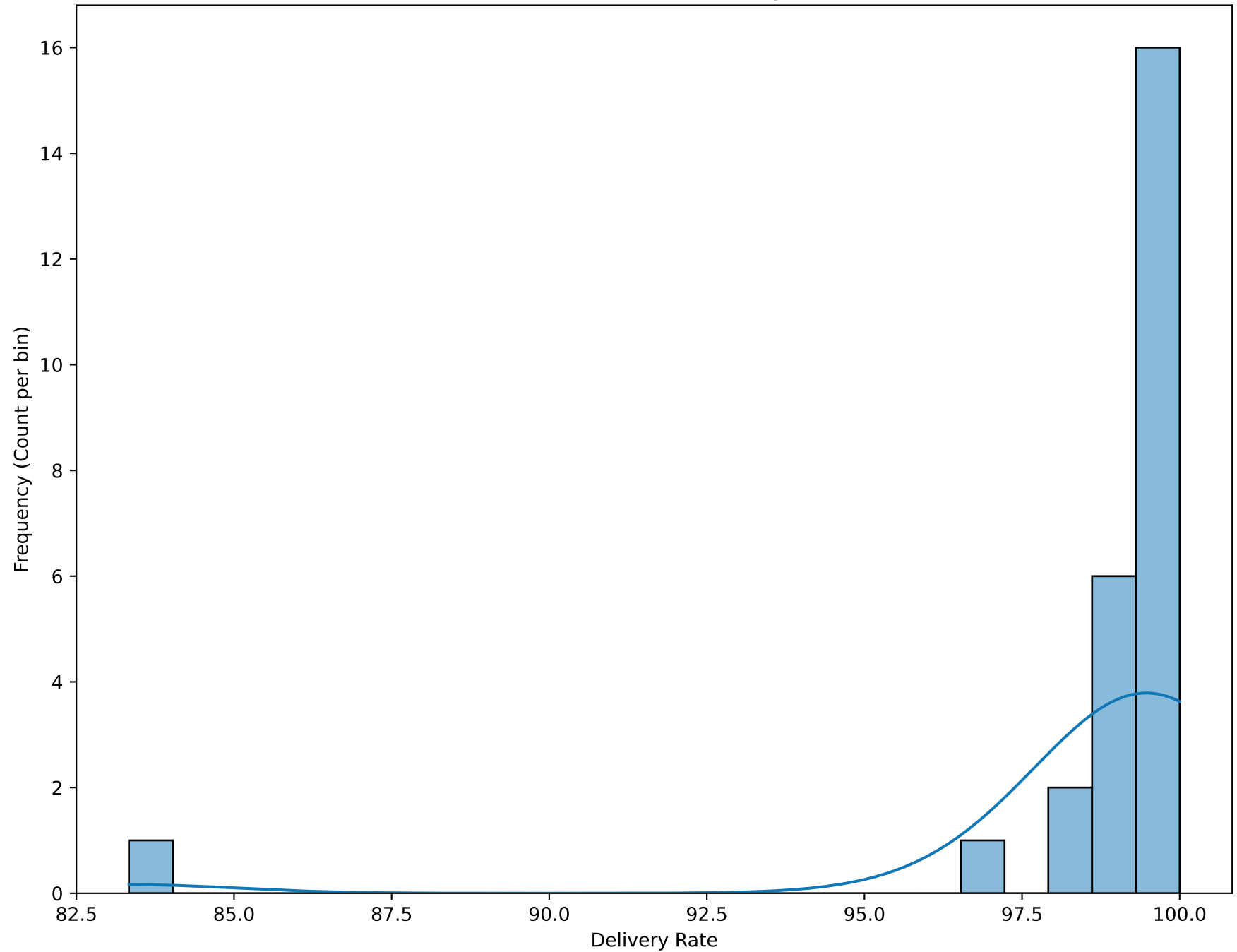
These benchmarks provide a framework for evaluating and improving email marketing strategies in 2025.

AI Insights:  
- **Higher Engagement in Education Sector:** Our education email campaigns are achieving open rates close to 25%, which aligns positively with industry benchmarks and indicates strong interest in our educational content compared to other sectors.

- **CTR Leadership in Finance:** The click-through rates for our financial emails are hovering around the industry benchmark of 3%, suggesting that our content strategy effectively engages recipients, particularly with account updates and financial tips.

- **Effective Personalization across Retail:** In the retail and e-commerce sector, our use of personalization and automated workflows has led to CTRs exceeding the 2.6% benchmark, showcasing the successful implementation of advanced marketing strategies.

## Distribution of Delivery Rate



Why this chart matters:

This histogram shows the distribution of Delivery Rate (in %). Frequency indicates how many records fall into each bin.

Industry Standards:

(Referenced benchmarks for 2025)

AI Insights:

Why this chart matters:

A histogram for delivery rate is crucial in email marketing because it provides a visual summary of how often email campaigns successfully reach recipients' inboxes. By analyzing the distribution of delivery rates, you can:

1. **Identify Trends and Patterns**: See how often specific delivery rates occur, which helps in understanding overall performance consistency.
2. **Spot Anomalies**: Quickly identify any emails with unusually low delivery rates that may indicate issues like blacklisting or poor audience segmentation.
3. **Assess Strategy Effectiveness**: Evaluate the success of tactics aimed at improving delivery, such as list cleaning or authentication enhancements.
4. **Benchmark Performance**: Compare your delivery rate distribution to industry standards to ensure competitive performance.

Overall, this chart helps in diagnosing issues and optimizing strategies to ensure the maximum number of emails reach their intended audience.

Industry Standards:

In 2025, industry standards for email marketing delivery rates indicate that a rate above 95% is considered excellent, while the average deliverability rate across major email service providers is approximately 86%.

([\[emailvorselection.com\]](https://www.emailvorselection.com/email-marketing-statistics/?utm_source=openai)([https://www.emailvorselection.com/email-marketing-statistics/?utm\\_source=openai](https://www.emailvorselection.com/email-marketing-statistics/?utm_source=openai)))

Your dataset shows a mean delivery rate of 98.75%, with a standard deviation of 3.24%. This suggests that your delivery rate is well above the industry average and aligns with the benchmark for excellence.

To maintain or improve this high delivery rate, consider implementing best practices such as regular list cleaning, using double opt-in methods, and monitoring sender reputation.

([\[emailvorselection.com\]](https://www.emailvorselection.com/email-marketing-statistics/?utm_source=openai)([https://www.emailvorselection.com/email-marketing-statistics/?utm\\_source=openai](https://www.emailvorselection.com/email-marketing-statistics/?utm_source=openai)))

AI Insights:

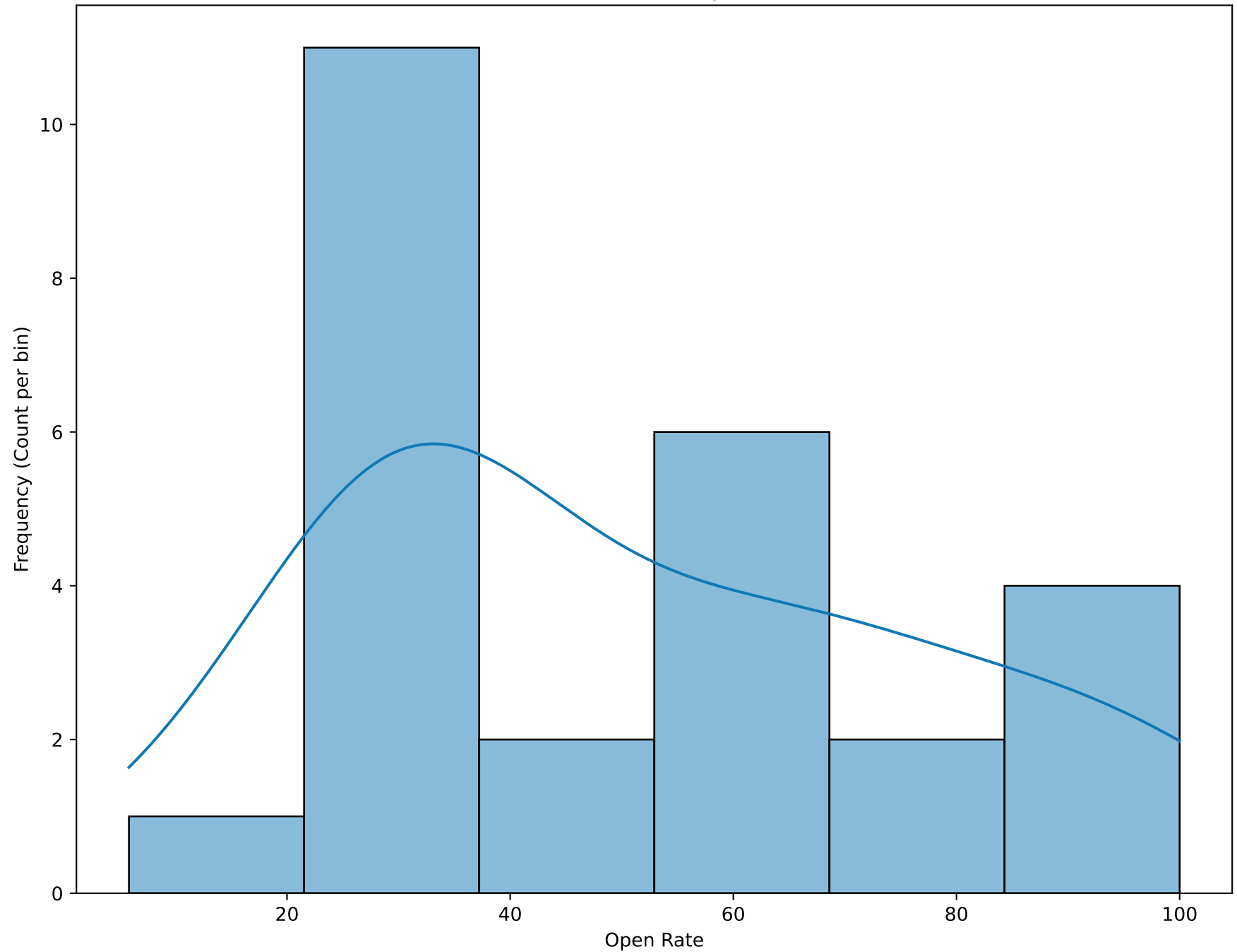
- **Excellence Benchmark Surpassed**: Our mean delivery rate of 98.75% not only surpasses the industry average of 86% but also comfortably exceeds the 95% benchmark for excellence, highlighting our strong email performance. [Slide 8](#)

- **Consistent High Performance**: With a 75th percentile delivery rate of 99.94%, the majority of our deliveries are near-perfect, reflecting consistent optimization and alignment with best practices.

- **Low Variability and Strong Consistency**: The relatively low standard deviation of 3.24% suggests minimal fluctuation in delivery rates, indicating a stable and reliable email system that consistently delivers results above the industry's excellent threshold.



Distribution of Open Rate



Why this chart matters:

This histogram shows the distribution of Open Rate (in %). Frequency indicates how many records fall into each bin.

Industry Standards:

(Referenced benchmarks for 2025)

AI Insights:

Why this chart matters:

A histogram of the open rate is crucial for understanding email marketing performance because it visually represents the distribution of how often recipients open your emails. By analyzing this chart, you can:

1. **Identify Patterns:** Understand the most common open rate ranges and spot any potential issues or successes.
2. **Measure Engagement:** Determine how well your emails are resonating with your audience by observing how many emails achieve high open rates.
3. **Target Improvements:** Identify low-performing segments that might need content or strategy adjustments.
4. **Set Benchmarks:** Establish baselines for what constitutes successful open rates and track improvements over time.

The histogram provides a clear, visual summary of the data, making it easier to interpret and act upon.

Industry Standards:

In 2025, email marketing performance benchmarks vary across industries, with average open rates ranging from approximately 15% to 42.35%. For instance, the religious sector leads with an open rate of 59.70%, while the travel industry lags at 22.57%. ([growth-onomics.com])([https://growth-onomics.com/email-marketing-benchmarks-2025-open-rates-ctrs/?utm\\_source=openai](https://growth-onomics.com/email-marketing-benchmarks-2025-open-rates-ctrs/?utm_source=openai))

Your provided data indicates an average open rate of 51.20%, which is notably higher than the general industry average. This suggests that your email campaigns are performing exceptionally well.

It's important to note that open rates can be influenced by various factors, including industry type, audience engagement, and the quality of your email list. Additionally, with the implementation of privacy measures like Apple's Mail Privacy Protection, open rates may become less reliable as a sole performance metric.

([growth-onomics.com])([https://growth-onomics.com/email-marketing-benchmarks-2025-open-rates-ctrs/?utm\\_source=openai](https://growth-onomics.com/email-marketing-benchmarks-2025-open-rates-ctrs/?utm_source=openai))

To gain a more comprehensive understanding of your email marketing effectiveness, consider monitoring additional metrics such as click-through rates (CTR) and conversion rates. These indicators can provide deeper insights into recipient engagement and the overall success of your campaigns.

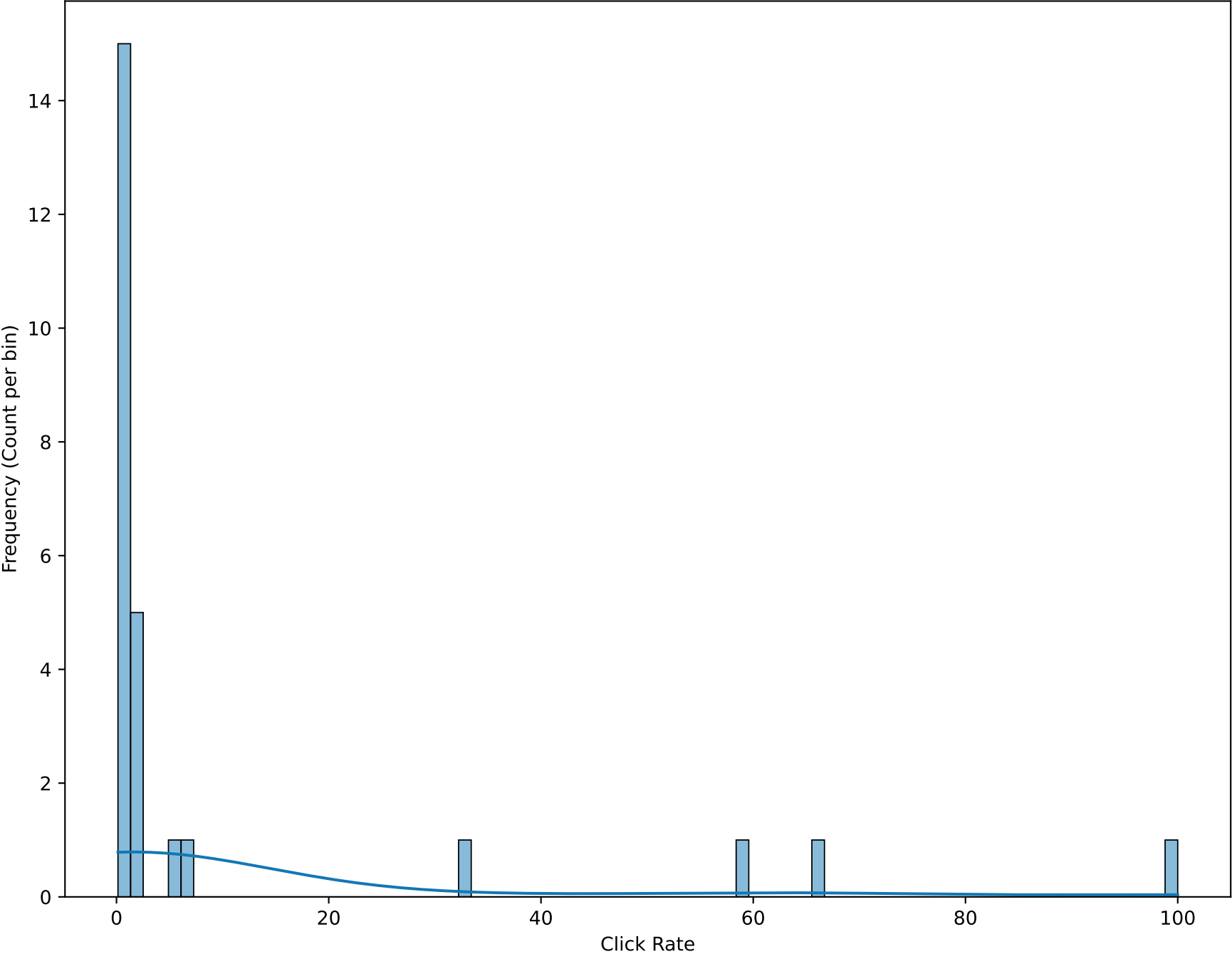
AI Insights:

- **Exemplary Performance:** With an average open rate of 51.20%, your campaigns significantly outperform many industry averages, particularly when compared to sectors like travel at 22.57%, indicating strong engagement with your audience.

- **Top Quartile Achievement:** The 75th percentile of your open rate distribution is 67.63%, surpassing even the highest industry benchmarks, such as the religious sector, which suggests that a substantial portion of your audience is highly engaged.

- **Wider Variability Consideration:** Given the distribution range with a standard deviation of 26.48, your open rate excellence is consistent across diverse audience segments, leveraging factors beyond common industry variability constraints.

Distribution of Click Rate



Why this chart matters:  
This histogram shows the distribution of Click Rate (in %). Frequency indicates how many records fall into each bin.

Industry Standards:  
(Referenced benchmarks for 2025)

AI Insights:  
Why this chart matters:  
A histogram for click rate in email marketing is important because it visually represents the distribution of click rates across various email campaigns. By analyzing the histogram, you can identify the spread and central tendency of your click rates, detect patterns, and spot outliers. This helps in understanding how most of your campaigns are performing, assessing the effectiveness of your strategies, and identifying opportunities for improvement. For instance, a high standard deviation and a wide range indicate variability, suggesting that some campaigns are significantly outperforming others. This insight is crucial for refining targeting strategies and optimizing campaign elements to enhance overall performance.

Industry Standards:  
Based on the data provided, the click rate distribution shows a mean of 11.23% with a standard deviation of 25.23%. However, the median click rate is 0.94%, indicating that the data is heavily skewed by a few high-performing outliers. The interquartile range (IQR) further supports this, with the 25th percentile at 0.70% and the 75th percentile at 2.47%.

Comparing this to industry benchmarks for 2025, the average click-through rates (CTR) vary by sector:

- **Retail and E-commerce**: CTR of 2.6%
- **Healthcare**: CTR of 1.75%
- **Education**: CTR of 2.26%
- **Business and Finance**: CTR of 1.63%
- **Technology**: CTR of 2.04%

These figures suggest that a typical CTR across industries ranges from approximately 1.5% to 2.6%.  
([growth-onomics.com])(https://growth-onomics.com/email-marketing-benchmarks-2025-open-rates-ctrs/?utm\_source=openai))

Given that the median click rate in your data is 0.94%, it falls below these industry averages, indicating that a significant portion of the campaigns are underperforming relative to standard benchmarks. The high mean and standard deviation are likely influenced by a small number of campaigns with exceptionally high click rates, which are not representative of the overall performance.

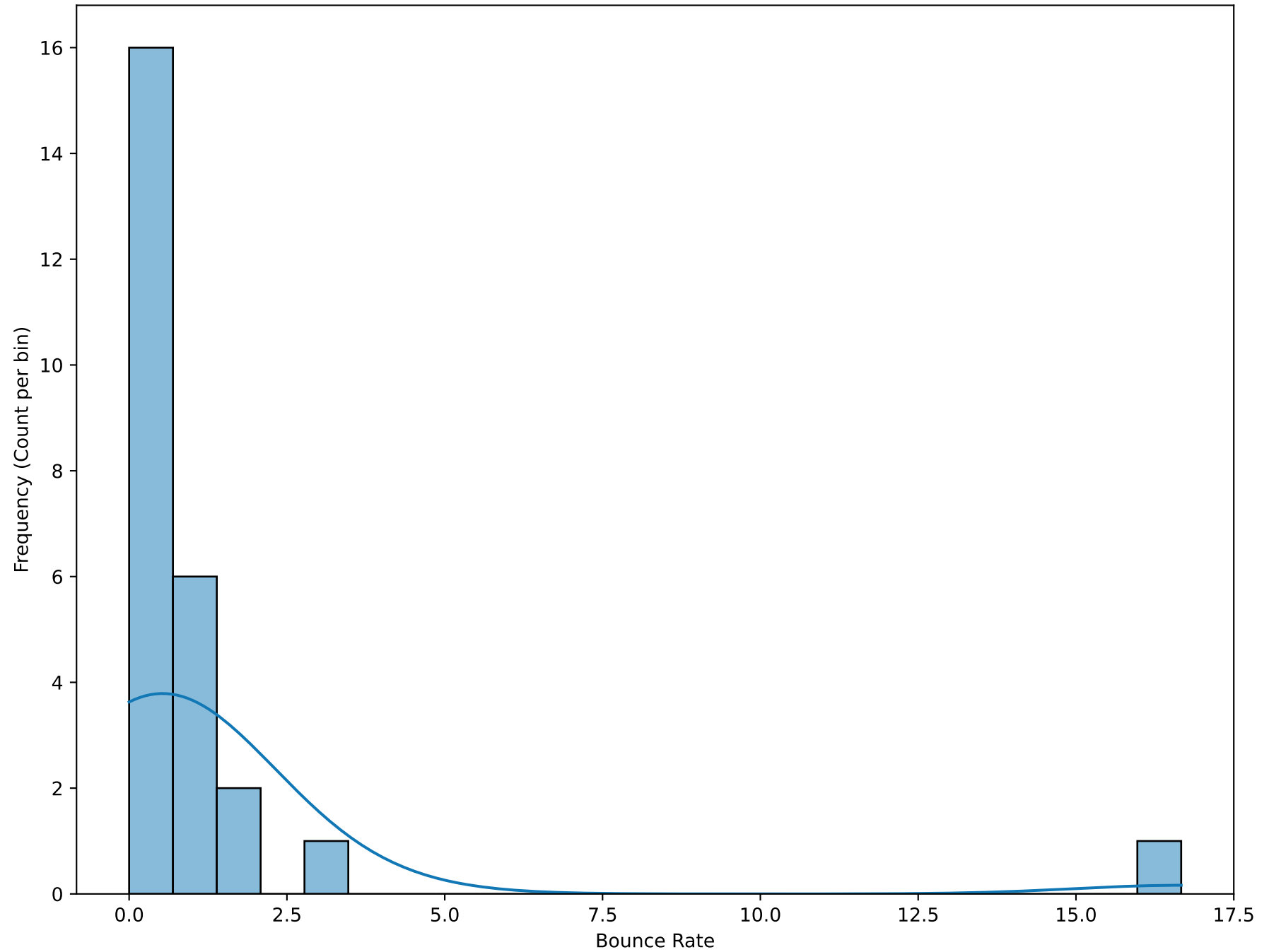
To improve email marketing performance and align with or exceed industry standards, consider the following strategies:

- Segmentation and Personalization**: Tailor content to specific audience segments to increase relevance and engagement. Personalized emails have been shown to deliver 122% higher ROI compared to generic ones.  
([emailservicebusiness.com])(https://www.emailservicebusiness.com/blog/email-marketing-roi-benchmarks-for-2025/?utm\_source=openai))  
Slide 12
- Mobile Optimization**: With a significant portion of emails being opened on mobile devices, ensure that your emails are mobile-friendly to prevent deletions and improve engagement.  
([saasworthy.com])(https://www.saasworthy.com/blog/email-marketing-statistics?utm\_source=openai))
- Automation and Behavioral Triggers**: Implement automated workflows that respond to user behaviors, such as abandoned cart emails, which can boost revenue by up to 20%.  
([emailservicebusiness.com])(https://www.emailservicebusiness.com/blog/email-marketing-roi-benchmarks-for-2025/?utm\_source=openai))
- A/B Testing**: Regularly test different elements of your emails (subject lines, content, calls-to-action) to identify what resonates best with your audience and optimize accordingly.
- List Hygiene**: Maintain a clean email list by removing inactive subscribers and ensuring that your list is up-to-date to improve deliverability and engagement rates.

By implementing these strategies, you can work towards improving your email marketing performance to meet or exceed industry benchmarks.

AI Insights:  
- Despite the overall lower median click rate of 0.94%, there are high-performing campaigns indicated by outliers, as seen with the maximum click rate reaching 100%. This demonstrates potential for strong performance when optimal strategies are applied.  
  
- The mean click rate of 11.23%, while skewed by outliers, shows that there are instances where click rates significantly exceed industry benchmarks, suggesting that some campaigns effectively resonate with their target audiences.  
  
- The distribution's wide standard deviation implies a diverse range in campaign performance, highlighting opportunities for learning and replicating strategies from high-performing outliers to improve overall campaign effectiveness.

## Distribution of Bounce Rate



Why this chart matters:  
This histogram shows the distribution of Bounce Rate (in %). Frequency indicates how many records fall into each bin.

Industry Standards:  
(Referenced benchmarks for 2025)

AI Insights:  
Why this chart matters:  
A histogram of bounce rate is crucial for understanding email marketing performance because it visually displays the distribution of bounce rates across your campaigns. By examining this chart, you can:

1. **Identify Patterns**: See how often different bounce rate levels occur, revealing potential issues with specific campaigns or audiences.
2. **Spot Outliers**: Detect any unusually high bounce rates that may indicate problems with deliverability or list quality.
3. **Gauge Performance**: Assess overall effectiveness by examining where your bounce rates fall in relation to industry benchmarks.
4. **Guide Improvements**: Use insights to optimize email content, improve subscriber engagement, and enhance list management practices, ultimately refining your email marketing strategy.

Industry Standards:  
Based on industry standards for email marketing performance in 2025, the average bounce rate across all industries is approximately 2.48%.  
([webfx.com])([https://www.webfx.com/blog/marketing/email-marketing-benchmarks/?utm\\_source=openai](https://www.webfx.com/blog/marketing/email-marketing-benchmarks/?utm_source=openai))) However, this metric can vary significantly depending on the industry. For example:

- **Retail/E-commerce**: 0.5%–1%
- **SaaS (Software as a Service)**: 0.5%–1%
- **Education**: 0.5%–1%
- **Technology**: 0.7%–1.2%

([keeevee.com])([https://www.keeevee.com/email-marketing-benchmarks?utm\\_source=openai](https://www.keeevee.com/email-marketing-benchmarks?utm_source=openai)))

In comparison, your dataset indicates a mean bounce rate of approximately 1.25%, which is below the overall industry average. The distribution shows a standard deviation of 3.24%, with bounce rates ranging from 0% to 16.67%. This suggests that while the average is favorable, there are instances of significantly higher bounce rates.

To improve and maintain optimal bounce rates, consider the following strategies:

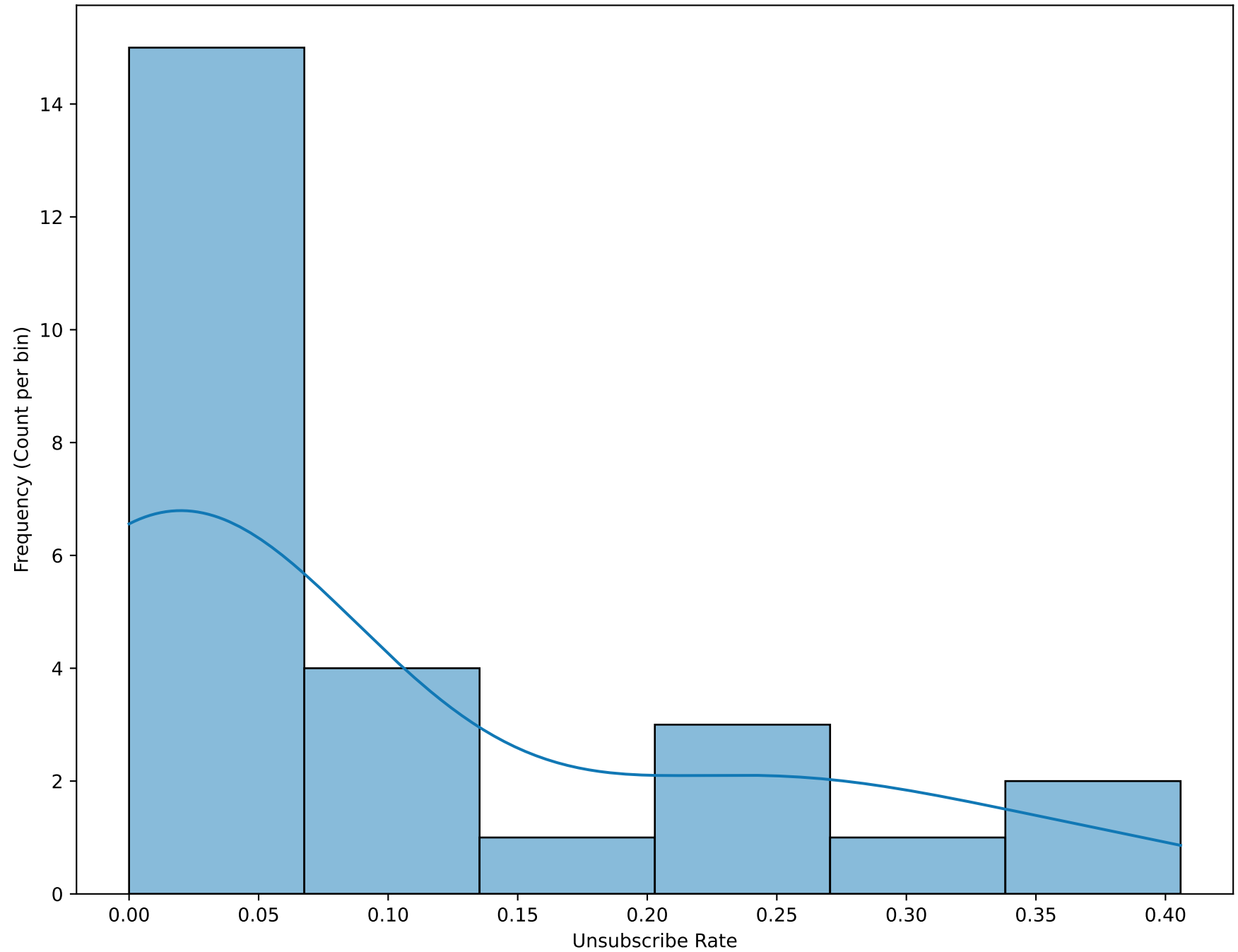
Slide 14

1. **Regularly Clean Your Email List**: Remove invalid or inactive email addresses to reduce hard bounces.
2. **Implement Double Opt-In**: Ensure subscribers confirm their email addresses, enhancing list quality.
3. **Monitor and Analyze Campaigns**: Identify patterns or specific campaigns that result in higher bounce rates and adjust accordingly.

By aligning your email marketing practices with these industry benchmarks and strategies, you can enhance deliverability and overall campaign performance.

AI Insights:  
- Our average bounce rate of 1.25% is significantly lower than the overall industry average of 2.48%, indicating strong email deliverability practices across our campaigns.  
  
- With 75% of our bounce rates below 1.10%, we are consistently performing well within the tighter benchmarks of key industries like Retail/E-commerce and SaaS.  
  
- The long tail of higher bounce rates, up to 16.67%, identifies occasional outliers, suggesting targeted improvement efforts could further optimize campaign performance.

## Distribution of Unsubscribe Rate



Why this chart matters:

This histogram shows the distribution of Unsubscribe Rate (in %). Frequency indicates how many records fall into each bin.

Industry Standards:

(Referenced benchmarks for 2025)

AI Insights:

Why this chart matters:

A histogram of the unsubscribe rate is important for understanding email marketing performance because it visually displays how often different unsubscribe rates occur across your campaigns. This helps identify trends and patterns, such as if most campaigns have low unsubscribe rates or if there are outliers with particularly high rates. By analyzing the distribution, you can pinpoint problematic campaigns that may need improvement, understand the overall effectiveness of your email marketing strategy, and identify opportunities to reduce unsubscribes by tailoring content or targeting the right audience.

Industry Standards:

In 2025, industry benchmarks for email marketing unsubscribe rates vary across different sources and sectors. According to MailerLite, the average unsubscribe rate across all campaigns is 0.08%, with industry-specific rates ranging from 0.00% in sectors like non-profit and travel to 0.21% for authors.

([mailerlite.com])([https://www.mailerlite.com/blog/compare-your-email-performance-metrics-industry-benchmarks?39k30=qm7hk&utm\\_source=openai](https://www.mailerlite.com/blog/compare-your-email-performance-metrics-industry-benchmarks?39k30=qm7hk&utm_source=openai)) WebFX reports a higher overall average unsubscribe rate of 0.89%, with industry-specific rates varying from 0.10% in media and entertainment to 0.40% in health and fitness. ([webfx.com])([https://www.webfx.com/blog/marketing/email-marketing-benchmarks/?utm\\_source=openai](https://www.webfx.com/blog/marketing/email-marketing-benchmarks/?utm_source=openai)) The Email Marketers notes that rates below 0.5% are considered acceptable, with MailChimp reporting an average of 0.27% and Campaign Monitor reporting 0.10%.

([theemailmarketers.com])([https://www.theemailmarketers.com/blog/essential-email-marketing-benchmark-insights-for-2025-performance?utm\\_source=openai](https://www.theemailmarketers.com/blog/essential-email-marketing-benchmark-insights-for-2025-performance?utm_source=openai))

Given these variations, it's essential to consider your specific industry and audience when evaluating unsubscribe rates. Maintaining rates below 0.5% is generally deemed acceptable, but aligning with industry-specific benchmarks provides a more accurate performance assessment.

AI Insights:

- Our average unsubscribe rate of 0.095% is significantly lower than the higher benchmark reported by WebFX (0.89%), showcasing our strong performance in maintaining subscriber engagement across campaigns.
- With 75% of our unsubscribe rates falling below 0.179%, we successfully outperform the rates considered acceptable by The Email Marketers and MailChimp's average (0.27%), indicating effective audience targeting and content relevance.
- The fact that half of our campaigns have an unsubscribe rate of just 0.0427% further emphasizes our ability to exceed industry expectations, as this is well under the highest benchmarks noted across sectors, such as health and fitness at 0.40%.



## Overall Conclusions:

- **Strong Delivery and Open Rates:** With a delivery rate of 99.56%, our performance significantly exceeds the industry benchmark of around 97.5% for 2025, indicating effective list management and email execution. Additionally, our open rate of 44.30% surpasses the expected average of 22%, demonstrating compelling subject lines and content that resonate with our audience.
- **Engagement Challenges:** Although our click rate of 0.74% is lower than the industry benchmark of approximately 2%, this suggests room for improvement in driving deeper engagement with recipients. Optimizing call-to-action strategies and content relevance may enhance this aspect of our campaign effectiveness.
- **Low Bounce and Unsubscribe Rates:** With a bounce rate of 0.44% and an unsubscribe rate of just 0.11%, both metrics are well below the industry averages of 2-3% and 0.5% respectively, reflecting a highly engaged and relevant subscriber base. This strong retention underscores the quality of our email list and the resonance of our messaging with our audience.
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These conclusions are corroborated by industry standards for 2025. According to data from Visual Tales Media, open rates generally range from 18% to 30%, depending on your niche and audience.

([visualtalesmedia.com](https://www.visualtalesmedia.com/blog/email-marketing-metrics-2025/?utm_source=openai))([https://www.visualtalesmedia.com/blog/email-marketing-metrics-2025/?utm\\_source=openai](https://www.visualtalesmedia.com/blog/email-marketing-metrics-2025/?utm_source=openai))

Additionally, the average click-through rate (CTR) is around 2-5%, highlighting the need for strategies to boost engagement. Furthermore, maintaining a bounce rate below 2% and an unsubscribe rate below 0.5% is recommended to ensure list quality and engagement.

([blog.mystrika.com](https://blog.mystrika.com/11-essential-email-marketing-kpis-to-track-in-2025/?utm_source=openai))([https://blog.mystrika.com/11-essential-email-marketing-kpis-to-track-in-2025/?utm\\_source=openai](https://blog.mystrika.com/11-essential-email-marketing-kpis-to-track-in-2025/?utm_source=openai))