

Tackling the Personalization Paradox

Balancing Privacy and Personalization to Win

Data privacy and security are top-of-mind for consumers today, affecting how they engage with brands. [Almost half of consumers](#) feel they can't protect their personal data, influencing which brands they share information with and, in turn, which brands can effectively personalize communications.

To keep pace, technology providers are changing their privacy practices, which have a direct impact on marketing: the release of Apple's iOS 15 update has made metrics like open rates [less reliable](#), forcing marketers to rethink their measurement and reporting strategies, too.

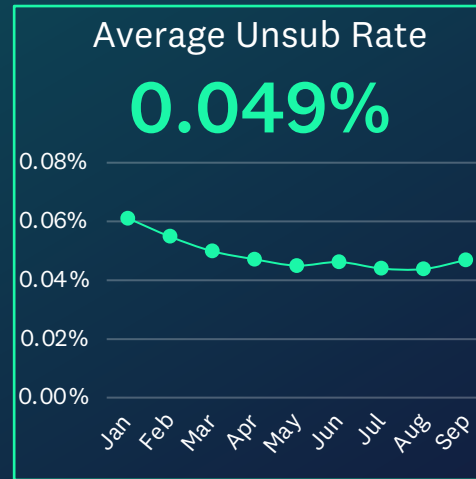
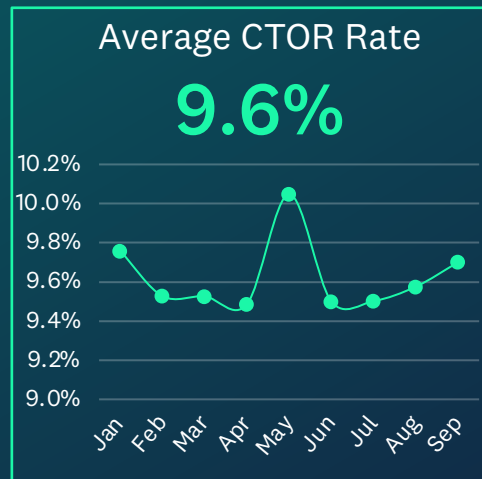
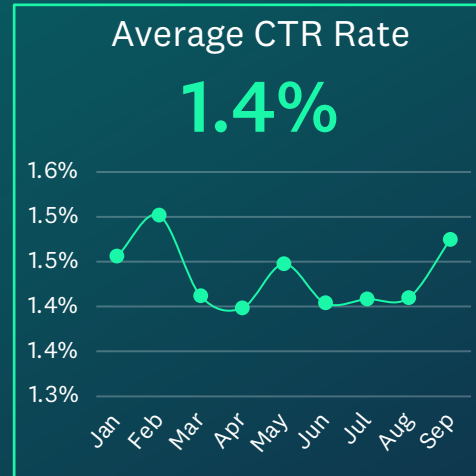
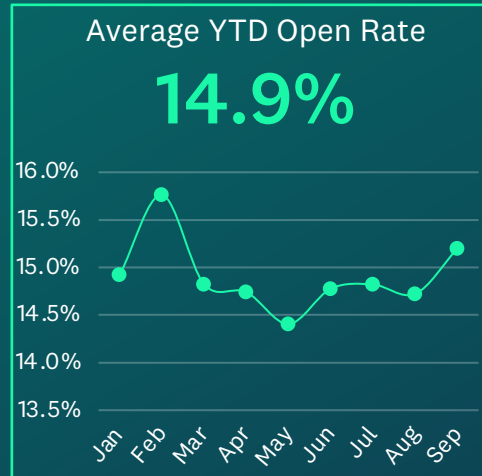
This report evaluates email engagement from January through September 2021, broken down by industry and geographic region. While engagement varies, the trends reveal that consumers crave timely, personalized communications despite being increasingly protective of their data. This is the personalization paradox. To win amidst this landscape, brands must build trust.

High-Level Trends

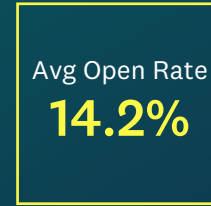
Digital engagement spiked during the pandemic, and metrics are being sustained in 2021.

Overall, North America performed slightly worse than International averages, with lower open, click-through, and click-to-open rates, and a slightly higher unsubscribe rate. Consumers in the region likely tired of irrelevant messages and chose to limit them.

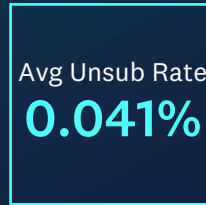
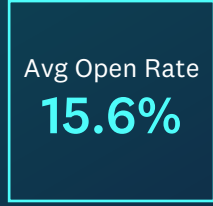
2021 YTD Overall



2021 North America Averages



2021 International Averages



2020 Overall



Analysis by Industry

January – September 2021

In terms of scheduled sends, industries that garnered the top open rates through the first three quarters of CY 2021 include Energy & Environmental, Hospitals & Healthcare, and Insurance. Consumers tend to open emails from companies in these industries when they receive timely, relevant communications versus those that are automatically sent following a specific action or event that occurs (e.g., an order is received).

Historically, Automotive was also at the top, but the industry now sees greater open rates for transactional sends, indicating that consumers are more interested in receiving real-time communications like order updates.

Media & Publishing has improved after historically being among the lowest open rates. This could mean that following a [tumultuous few years](#) and the rampant spread of misinformation online, consumers are more willing to trust – or at least, hear out – Media & Publishing brands.

Over the coming months, we expect open rates to trend upwards as [device and privacy changes drive false positives](#), but this might take some time.

Scheduled Sends

	Mean	QUARTILES		
		Lower	Median	Upper
Automotive	18.1%	17.1%	22.3%	32.8%
Charities & Non-Profits	14.6%	18.1%	21.7%	28.0%
Computer Software	18.0%	13.7%	20.0%	32.4%
Consumer Products	16.0%	12.3%	17.3%	27.2%
Consumer Services	13.2%	11.6%	18.4%	29.9%
Corporate Services	16.4%	13.5%	19.1%	30.5%
Energy & Environmental	36.3%	25.4%	39.6%	50.3%
Financial Services	12.2%	16.4%	25.9%	38.5%
Food & Beverage	22.3%	13.1%	17.6%	23.8%
Hospitals & Healthcare	25.9%	19.8%	27.8%	31.9%
Insurance	24.6%	21.0%	26.2%	38.9%
Leisure, Sports & Recreation	15.1%	11.7%	15.8%	21.3%
Media & Publishing	14.5%	10.9%	15.2%	20.9%
Retail	12.3%	11.6%	15.1%	20.1%
Schools & Education	21.7%	21.7%	25.0%	34.3%
Transportation	20.3%	20.3%	26.7%	39.6%

Automated Sends

	Mean	QUARTILES		
		Lower	Median	Upper
Automotive	12.0%	13.6%	22.1%	29.3%
Charities & Non-Profits	21.5%	4.1%	18.9%	32.6%
Computer Software	26.9%	7.1%	21.4%	28.7%
Consumer Products	18.7%	8.2%	24.6%	30.2%
Consumer Services	13.8%	9.2%	25.5%	37.8%
Corporate Services	18.5%	8.2%	18.3%	29.2%
Energy & Environmental	24.7%	30.6%	47.3%	61.6%
Financial Services	16.6%	8.4%	17.4%	34.5%
Food & Beverage	21.6%	15.4%	24.9%	36.9%
Hospitals & Healthcare	25.3%	5.9%	20.5%	34.6%
Insurance	20.0%	6.4%	17.5%	32.3%
Leisure, Sports & Recreation	6.4%	7.0%	18.7%	31.0%
Media & Publishing	16.1%	8.0%	15.7%	25.0%
Retail	16.4%	11.5%	20.4%	30.9%
Schools & Education	25.2%	13.6%	24.7%	39.3%
Transportation	25.9%	18.7%	40.0%	54.1%

Transactional Sends

	Mean	QUARTILES		
		Lower	Median	Upper
Automotive	38.0%	26.0%	36.8%	40.1%
Charities & Non-Profits	24.2%	8.6%	29.2%	38.3%
Computer Software	15.9%	14.0%	34.0%	35.8%
Consumer Products	N/A	N/A	N/A	N/A
Consumer Services	24.9%	18.3%	24.0%	39.6%
Corporate Services	19.2%	17.5%	26.6%	38.2%
Energy & Environmental	29.8%	16.8%	24.7%	34.4%
Financial Services	26.3%	7.9%	23.3%	32.8%
Food & Beverage	26.1%	9.4%	21.9%	34.5%
Hospitals & Healthcare	N/A	N/A	N/A	N/A
Insurance	25.7%	17.0%	24.9%	35.3%
Leisure, Sports & Recreation	16.2%	12.8%	15.7%	27.4%
Media & Publishing	24.8%	18.9%	27.4%	32.1%
Retail	26.8%	19.9%	29.9%	38.4%
Schools & Education	N/A	N/A	N/A	N/A
Transportation	25.1%	1.7%	15.1%	41.8%

Click-Through Rates

BY INDUSTRY

Energy & Environmental and Schools & Education led the way with click-through rates.

Given the [severe natural disasters](#) that rocked the world throughout 2021, consumers were more interested in learning about important updates in the Energy & Environmental sector. The U.S. alone had [more natural disasters in 2021](#) than the annual average for the most recent five years.

Schools & Education saw a higher click-through rate than other industries likely due to continued remote and hybrid learning, and the use of digital technologies to enable this.

Among the lowest was Financial Services, which suggests a lack of clear CTAs and focused content. Clicks are based on a clear CTA and whether the content is actionable.

Click-Through Rates

BY INDUSTRY

Scheduled Sends

	Mean	QUARTILES		
		Lower	Median	Upper
Automotive	2.2%	1.7%	2.2%	4.4%
Charities & Non-Profits	1.4%	1.1%	1.9%	3.5%
Computer Software	2.3%	1.0%	2.6%	5.1%
Consumer Products	1.8%	1.0%	1.9%	4.7%
Consumer Services	1.9%	0.7%	1.4%	3.2%
Corporate Services	1.5%	1.0%	2.4%	4.7%
Energy & Environmental	4.6%	1.6%	3.3%	5.1%
Financial Services	0.6%	0.8%	1.7%	3.5%
Food & Beverage	2.1%	0.9%	1.5%	2.0%
Hospitals & Healthcare	2.1%	1.7%	2.6%	4.1%
Insurance	2.3%	1.6%	2.7%	5.2%
Leisure, Sports & Recreation	1.4%	0.9%	1.4%	2.2%
Media & Publishing	2.0%	0.8%	1.4%	2.9%
Retail	1.1%	0.8%	1.5%	2.3%
Schools & Education	2.5%	1.8%	2.9%	5.4%
Transportation	1.5%	1.8%	2.3%	3.3%

Automated Sends

	Mean	QUARTILES		
		Lower	Median	Upper
Automotive	1.5%	1.3%	2.0%	2.8%
Charities & Non-Profits	2.9%	0.5%	2.0%	5.8%
Computer Software	3.3%	1.3%	2.8%	6.1%
Consumer Products	4.4%	0.4%	3.6%	8.2%
Consumer Services	2.3%	0.8%	4.4%	9.8%
Corporate Services	2.6%	0.8%	2.2%	5.5%
Energy & Environmental	3.0%	2.1%	4.5%	19.2%
Financial Services	1.7%	0.2%	1.3%	4.3%
Food & Beverage	2.7%	1.6%	3.9%	7.0%
Hospitals & Healthcare	4.2%	0.6%	1.8%	5.2%
Insurance	3.8%	0.6%	2.4%	5.0%
Leisure, Sports & Recreation	0.9%	0.8%	2.8%	5.9%
Media & Publishing	2.3%	0.4%	1.3%	3.6%
Retail	2.1%	1.3%	3.1%	6.7%
Schools & Education	7.0%	2.2%	6.1%	9.1%
Transportation	2.8%	0.7%	4.5%	9.7%

Transactional Sends

	Mean	QUARTILES		
		Lower	Median	Upper
Automotive	9.4%	4.8%	9.7%	12.0%
Charities & Non-Profits	1.7%	0.3%	1.8%	6.2%
Computer Software	4.1%	0.8%	2.5%	17.2%
Consumer Products	N/A	N/A	N/A	N/A
Consumer Services	2.0%	0.1%	2.1%	5.3%
Corporate Services	4.7%	1.3%	2.7%	8.2%
Energy & Environmental	3.3%	0.1%	3.4%	4.8%
Financial Services	0.7%	0.0%	0.7%	2.9%
Food & Beverage	1.3%	0.1%	0.2%	4.9%
Hospitals & Healthcare	N/A	N/A	N/A	N/A
Insurance	4.1%	0.8%	5.3%	9.5%
Leisure, Sports & Recreation	2.5%	0.6%	2.2%	4.7%
Media & Publishing	4.3%	1.5%	3.7%	4.7%
Retail	2.6%	0.8%	2.7%	6.1%
Schools & Education	N/A	N/A	N/A	N/A
Transportation	1.8%	0.2%	1.0%	3.9%

Click-to-Open Rates

BY INDUSTRY

Overall, Schools & Education saw the highest CTORs prompted by automated sends. As digitally-savvy students received updates from their schools regarding grades, events, or other important updates, CTORs indicate they were engaged in the content.

On the flip side, poor CTAs result in worse CTORs, as demonstrated by the Financial Services industry. As the pandemic accelerated consumers' interest in personalized customer experiences, it's clear work still needs to be done for financial services institutions to engage customers and create deeper relationships.

Click-to-Open Rates

BY INDUSTRY

Scheduled Sends

	Mean	QUARTILES		
		Lower	Median	Upper
Automotive	12.4%	8.5%	11.4%	14.7%
Charities & Non-Profits	9.7%	6.4%	9.5%	11.9%
Computer Software	12.8%	5.6%	11.9%	34.4%
Consumer Products	11.1%	9.3%	12.6%	20.0%
Consumer Services	14.0%	6.4%	9.7%	13.0%
Corporate Services	8.9%	7.3%	12.2%	21.9%
Energy & Environmental	12.7%	6.7%	9.4%	13.4%
Financial Services	4.6%	4.1%	6.7%	12.7%
Food & Beverage	9.5%	6.3%	7.7%	12.1%
Hospitals & Healthcare	8.2%	9.2%	12.0%	19.0%
Insurance	9.2%	7.0%	10.9%	15.1%
Leisure, Sports & Recreation	9.4%	6.9%	9.4%	13.6%
Media & Publishing	13.4%	5.6%	9.3%	20.7%
Retail	9.1%	7.4%	9.5%	12.5%
Schools & Education	11.4%	6.6%	11.9%	20.5%
Transportation	7.5%	6.5%	7.8%	11.3%

Automated Sends

	Mean	QUARTILES		
		Lower	Median	Upper
Automotive	12.1%	9.2%	10.3%	12.9%
Charities & Non-Profits	13.3%	9.6%	16.9%	26.9%
Computer Software	12.3%	12.7%	18.3%	30.2%
Consumer Products	23.7%	13.5%	19.8%	26.5%
Consumer Services	16.5%	9.0%	16.9%	29.9%
Corporate Services	14.1%	9.2%	16.2%	26.4%
Energy & Environmental	12.3%	7.5%	15.0%	37.2%
Financial Services	10.0%	4.4%	10.8%	17.5%
Food & Beverage	12.7%	9.4%	14.0%	22.7%
Hospitals & Healthcare	16.8%	9.1%	17.4%	23.7%
Insurance	19.2%	7.9%	18.6%	26.8%
Leisure, Sports & Recreation	14.2%	10.4%	18.5%	27.5%
Media & Publishing	14.1%	6.4%	12.7%	20.3%
Retail	12.9%	10.1%	16.9%	24.3%
Schools & Education	27.6%	13.1%	19.0%	25.3%
Transportation	10.9%	6.0%	10.6%	22.9%

Transactional Sends

	Mean	QUARTILES		
		Lower	Median	Upper
Automotive	24.7%	14.7%	25.2%	39.3%
Charities & Non-Profits	6.8%	4.4%	12.6%	24.1%
Computer Software	25.6%	4.4%	28.9%	48.8%
Consumer Products	N/A	N/A	N/A	N/A
Consumer Services	7.9%	1.0%	9.0%	15.0%
Corporate Services	24.6%	7.6%	15.5%	32.8%
Energy & Environmental	11.0%	2.0%	11.4%	31.8%
Financial Services	2.7%	0.0%	4.0%	16.3%
Food & Beverage	4.9%	1.1%	8.4%	13.5%
Hospitals & Healthcare	N/A	N/A	N/A	N/A
Insurance	16.1%	15.8%	22.4%	32.0%
Leisure, Sports & Recreation	15.3%	3.9%	11.8%	19.5%
Media & Publishing	17.2%	8.8%	14.1%	20.6%
Retail	9.9%	5.4%	9.6%	16.9%
Schools & Education	N/A	N/A	N/A	N/A
Transportation	7.0%	2.7%	7.0%	17.4%

Unsubscribe Rates

BY INDUSTRY

Consumer Products saw the highest unsubscribe rate of any industry, specifically in the category of automated sends. If consumers aren't interested in the content brands send, they will unsubscribe from communications, particularly if brands are spamming them. Reminders about loyalty programs or discounts will only engage consumers if the messages are targeted and personalized.

While Financial Services underperformed in terms of CTORs, it was among the lowest unsubscribe rates – a positive for the industry. While consumers may not click into the content provided, they don't want to be left in the dark when it comes to their finances. They're less likely to unsubscribe from receiving these messages so they can stay informed.

Unsubscribe Rates

BY INDUSTRY

Scheduled Sends

	Mean	QUARTILES		
		Lower	Median	Upper
Automotive	0.143%	0.087%	0.152%	0.167%
Charities & Non-Profits	0.059%	0.026%	0.060%	0.119%
Computer Software	0.052%	0.016%	0.065%	0.133%
Consumer Products	0.060%	0.038%	0.072%	0.166%
Consumer Services	0.074%	0.038%	0.088%	0.177%
Corporate Services	0.079%	0.031%	0.083%	0.195%
Energy & Environmental	0.067%	0.049%	0.106%	0.392%
Financial Services	0.023%	0.020%	0.041%	0.095%
Food & Beverage	0.028%	0.049%	0.094%	0.177%
Hospitals & Healthcare	0.057%	0.047%	0.121%	0.207%
Insurance	0.065%	0.025%	0.061%	0.139%
Leisure, Sports & Recreation	0.055%	0.045%	0.062%	0.146%
Media & Publishing	0.034%	0.019%	0.040%	0.091%
Retail	0.033%	0.030%	0.063%	0.110%
Schools & Education	0.077%	0.026%	0.092%	0.213%
Transportation	0.030%	0.011%	0.030%	0.093%

Automated Sends

	Mean	QUARTILES		
		Lower	Median	Upper
Automotive	0.156%	0.097%	0.136%	0.255%
Charities & Non-Profits	0.157%	0.026%	0.112%	0.409%
Computer Software	0.124%	0.012%	0.087%	0.305%
Consumer Products	0.445%	0.006%	0.057%	0.244%
Consumer Services	0.286%	0.086%	0.235%	0.615%
Corporate Services	0.192%	0.007%	0.097%	0.304%
Energy & Environmental	0.180%	0.025%	0.077%	0.334%
Financial Services	0.076%	0.013%	0.060%	0.192%
Food & Beverage	0.049%	0.035%	0.105%	0.630%
Hospitals & Healthcare	0.074%	0.009%	0.078%	0.436%
Insurance	0.056%	0.034%	0.076%	0.329%
Leisure, Sports & Recreation	0.045%	0.018%	0.107%	0.439%
Media & Publishing	0.126%	0.014%	0.061%	0.440%
Retail	0.124%	0.046%	0.197%	0.537%
Schools & Education	0.159%	0.037%	0.112%	0.328%
Transportation	0.037%	0.002%	0.028%	0.164%

Transactional Sends

	Mean	QUARTILES		
		Lower	Median	Upper
Automotive	0.047%	0.039%	0.046%	0.063%
Charities & Non-Profits	0.018%	0.000%	0.007%	0.040%
Computer Software	0.042%	0.062%	0.205%	0.272%
Consumer Products	N/A	N/A	N/A	N/A
Consumer Services	0.047%	0.020%	0.039%	0.089%
Corporate Services	0.039%	0.012%	0.033%	0.049%
Energy & Environmental	0.038%	0.004%	0.018%	0.058%
Financial Services	0.027%	0.000%	0.014%	0.037%
Food & Beverage	0.023%	0.012%	0.018%	0.235%
Hospitals & Healthcare	N/A	N/A	N/A	N/A
Insurance	0.042%	0.005%	0.022%	0.081%
Leisure, Sports & Recreation	0.066%	0.016%	0.050%	0.109%
Media & Publishing	0.035%	0.027%	0.050%	0.134%
Retail	0.052%	0.019%	0.041%	0.090%
Schools & Education	N/A	N/A	N/A	N/A
Transportation	0.064%	0.003%	0.031%	0.196%

Analysis by Geography

January - September 2021

Continental Europe and the United Kingdom & Ireland dominated open rates by geography. In March and April 2021, Europe saw [higher COVID-19 cases per capita](#) than other parts of the world, which could have prompted consumers to open more messages from brands, searching for any changes in policies or procedures due to the ongoing pandemic.

India saw the lowest open rates for scheduled sends, indicating that local brands must do more work to understand how to reach consumers on the right channel at the right time. Without this deep customer understanding, engagement suffers.

Scheduled Sends

	Mean	QUARTILES		
		Lower	Median	Upper
All	14.4%	13.6%	20.3%	30.7%
Asia Pacific	11.4%	10.9%	18.2%	24.6%
Australia & New Zealand	17.8%	21.2%	27.6%	38.2%
Continental Europe	21.5%	17.3%	24.7%	34.6%
India	7.2%	4.8%	7.4%	10.7%
Latin America & Caribbean	12.3%	10.4%	15.1%	21.5%
Middle East & Africa	15.0%	14.0%	18.2%	24.3%
North America	13.7%	13.5%	20.1%	28.7%
United Kingdom & Ireland	21.0%	16.6%	24.5%	33.4%

Automated Sends

	Mean	QUARTILES		
		Lower	Median	Upper
All	17.3%	8.8%	20.1%	33.6%
Asia Pacific	13.8%	13.8%	33.3%	49.7%
Australia & New Zealand	17.6%	12.8%	26.5%	46.1%
Continental Europe	14.6%	10.4%	26.1%	43.2%
India	13.3%	5.3%	12.6%	15.0%
Latin America & Caribbean	11.4%	10.1%	15.9%	24.8%
Middle East & Africa	12.6%	10.2%	16.9%	29.0%
North America	17.7%	8.2%	18.9%	31.1%
United Kingdom & Ireland	27.9%	15.5%	26.2%	42.7%

Transactional Sends

	Mean	QUARTILES		
		Lower	Median	Upper
All	24.8%	15.0%	25.8%	36.3%
Asia Pacific	N/A	N/A	N/A	N/A
Australia & New Zealand	N/A	N/A	N/A	N/A
Continental Europe	19.1%	18.0%	27.1%	35.1%
India	N/A	N/A	N/A	N/A
Latin America & Caribbean	24.6%	14.7%	25.8%	39.7%
Middle East & Africa	26.8%	12.6%	22.5%	27.9%
North America	25.8%	15.2%	24.7%	34.4%
United Kingdom & Ireland	26.3%	20.8%	33.8%	40.4%

Click-Through Rates

BY GEOGRAPHY

Continental Europe and the United Kingdom & Ireland also led the way in click-through rates. As marketers in these geographies get closer to their customers, they're finding opportunities to engage them by delivering relevant, personalized brand experiences that encourage them to click.

North America hovered around the click-through rate average, demonstrating that brands in the region operate on-par with brands globally. To improve click-through rates in the future, brands must find new opportunities to build trust, which is a deciding factor for most consumers when making a purchase decision. Research has found that almost [90% of consumers](#) say they will buy more from a brand they trust.

Click-Through Rates

BY GEOGRAPHY

Scheduled Sends

	Mean	QUARTILES		
		Lower	Median	Upper
All	1.3%	1.0%	2.0%	3.7%
Asia Pacific	1.1%	0.8%	1.5%	2.9%
Australia & New Zealand	1.4%	1.6%	2.4%	3.6%
Continental Europe	2.8%	1.5%	2.6%	4.5%
India	0.3%	0.2%	0.4%	1.5%
Latin America & Caribbean	0.7%	0.5%	0.8%	1.3%
Middle East & Africa	1.4%	0.6%	1.4%	2.2%
North America	1.2%	1.0%	1.9%	3.7%
United Kingdom & Ireland	2.5%	1.4%	2.6%	4.4%

Automated Sends

	Mean	QUARTILES		
		Lower	Median	Upper
All	2.6%	0.7%	2.5%	6.1%
Asia Pacific	1.8%	0.0%	1.4%	7.5%
Australia & New Zealand	2.2%	1.1%	2.6%	5.0%
Continental Europe	2.7%	1.2%	4.3%	10.6%
India	0.5%	0.2%	0.8%	1.9%
Latin America & Caribbean	0.9%	0.4%	1.1%	2.6%
Middle East & Africa	1.5%	0.8%	2.2%	3.3%
North America	2.5%	0.8%	2.4%	5.9%
United Kingdom & Ireland	6.1%	1.6%	4.1%	8.1%

Transactional Sends

	Mean	QUARTILES		
		Lower	Median	Upper
All	3.0%	0.2%	2.2%	5.1%
Asia Pacific	N/A	N/A	N/A	N/A
Australia & New Zealand	N/A	N/A	N/A	N/A
Continental Europe	3.8%	0.8%	3.7%	6.0%
India	N/A	N/A	N/A	N/A
Latin America & Caribbean	1.7%	0.0%	1.3%	4.8%
Middle East & Africa	1.0%	0.2%	2.2%	3.3%
North America	3.2%	0.3%	1.7%	4.2%
United Kingdom & Ireland	2.9%	1.7%	4.6%	8.4%

Click-to-Open Rates

BY GEOGRAPHY

Continental Europe outperformed other geographies with CTORs, except in the category of automated sends, which saw dominance from the United Kingdom & Ireland. As companies and organizations in these regions continue to share relevant, compelling emails that drive consumers to engage, they will keep seeing success.

While global marketing automation solution adoption [rose](#) due to the pandemic, brands must maximize the insights and touchpoints they provide. The adoption of MarTech solutions that offer opportunities for increasing customer lifetime value will lead to better engagement across geographies.

Click-to-Open Rates

BY GEOGRAPHY

Scheduled Sends

	Mean	QUARTILES		
		Lower	Median	Upper
All	9.2%	6.3%	10.1%	16.5%
Asia Pacific	9.4%	6.2%	8.4%	17.0%
Australia & New Zealand	7.9%	7.2%	8.7%	12.2%
Continental Europe	13.2%	7.4%	11.2%	15.3%
India	4.6%	2.3%	9.5%	11.3%
Latin America & Caribbean	5.5%	4.0%	6.2%	9.5%
Middle East & Africa	9.2%	5.2%	8.2%	11.0%
North America	8.7%	6.6%	10.2%	17.3%
United Kingdom & Ireland	11.8%	7.4%	11.3%	16.4%

Automated Sends

	Mean	QUARTILES		
		Lower	Median	Upper
All	14.7%	8.6%	15.4%	25.2%
Asia Pacific	13.1%	1.0%	9.8%	21.4%
Australia & New Zealand	12.3%	8.7%	14.1%	18.7%
Continental Europe	18.5%	11.4%	19.4%	29.4%
India	3.9%	4.4%	10.7%	16.6%
Latin America & Caribbean	7.9%	4.8%	7.4%	18.9%
Middle East & Africa	11.6%	8.9%	13.5%	17.8%
North America	14.4%	9.3%	16.0%	25.0%
United Kingdom & Ireland	22.0%	10.1%	18.1%	27.2%

Transactional Sends

	Mean	QUARTILES		
		Lower	Median	Upper
All	12.3%	2.6%	10.9%	20.0%
Asia Pacific	N/A	N/A	N/A	N/A
Australia & New Zealand	N/A	N/A	N/A	N/A
Continental Europe	19.8%	6.2%	14.0%	22.8%
India	N/A	N/A	N/A	N/A
Latin America & Caribbean	7.1%	0.6%	8.2%	24.4%
Middle East & Africa	3.9%	3.1%	11.1%	15.1%
North America	12.3%	2.5%	9.1%	17.6%
United Kingdom & Ireland	11.2%	8.6%	19.1%	26.8%

Unsubscribe Rates

BY GEOGRAPHY

Automated sends tended to have the highest unsubscribe rates across geographies. As users receive these automatic messages, they are less interested in engaging with the content or seeing similar communications in the future, leading them to unsubscribe. This shows these types of messages aren't delivering the value users expect.

While India lagged behind other geographies in terms of open, click-through, and click-to-open rates, it saw the lowest unsubscribe rates overall. While consumers may not be interested in the content being delivered, they're less likely to remove themselves from future communications.

Unsubscribe Rates

BY GEOGRAPHY

Scheduled Sends

	Mean	QUARTILES		
		Lower	Median	Upper
All	0.046%	0.026%	0.064%	0.149%
Asia Pacific	0.024%	0.011%	0.037%	0.118%
Australia & New Zealand	0.056%	0.030%	0.084%	0.202%
Continental Europe	0.048%	0.027%	0.049%	0.096%
India	0.017%	0.015%	0.050%	0.082%
Latin America & Caribbean	0.027%	0.021%	0.041%	0.080%
Middle East & Africa	0.058%	0.041%	0.065%	0.115%
North America	0.050%	0.030%	0.079%	0.166%
United Kingdom & Ireland	0.060%	0.038%	0.077%	0.163%

Automated Sends

	Mean	QUARTILES		
		Lower	Median	Upper
All	0.119%	0.018%	0.101%	0.333%
Asia Pacific	0.033%	0.000%	0.021%	0.081%
Australia & New Zealand	0.193%	0.017%	0.212%	0.490%
Continental Europe	0.079%	0.017%	0.091%	0.240%
India	0.019%	0.013%	0.103%	0.154%
Latin America & Caribbean	0.040%	0.021%	0.041%	0.106%
Middle East & Africa	0.104%	0.021%	0.086%	0.322%
North America	0.138%	0.026%	0.145%	0.414%
United Kingdom & Ireland	0.164%	0.031%	0.124%	0.501%

Transactional Sends

	Mean	QUARTILES		
		Lower	Median	Upper
All	0.040%	0.010%	0.029%	0.057%
Asia Pacific	N/A	N/A	N/A	N/A
Australia & New Zealand	N/A	N/A	N/A	N/A
Continental Europe	0.032%	0.009%	0.034%	0.076%
India	N/A	N/A	N/A	N/A
Latin America & Caribbean	0.048%	0.011%	0.029%	0.059%
Middle East & Africa	0.036%	0.012%	0.028%	0.041%
North America	0.043%	0.011%	0.029%	0.056%
United Kingdom & Ireland	0.074%	0.016%	0.043%	0.105%

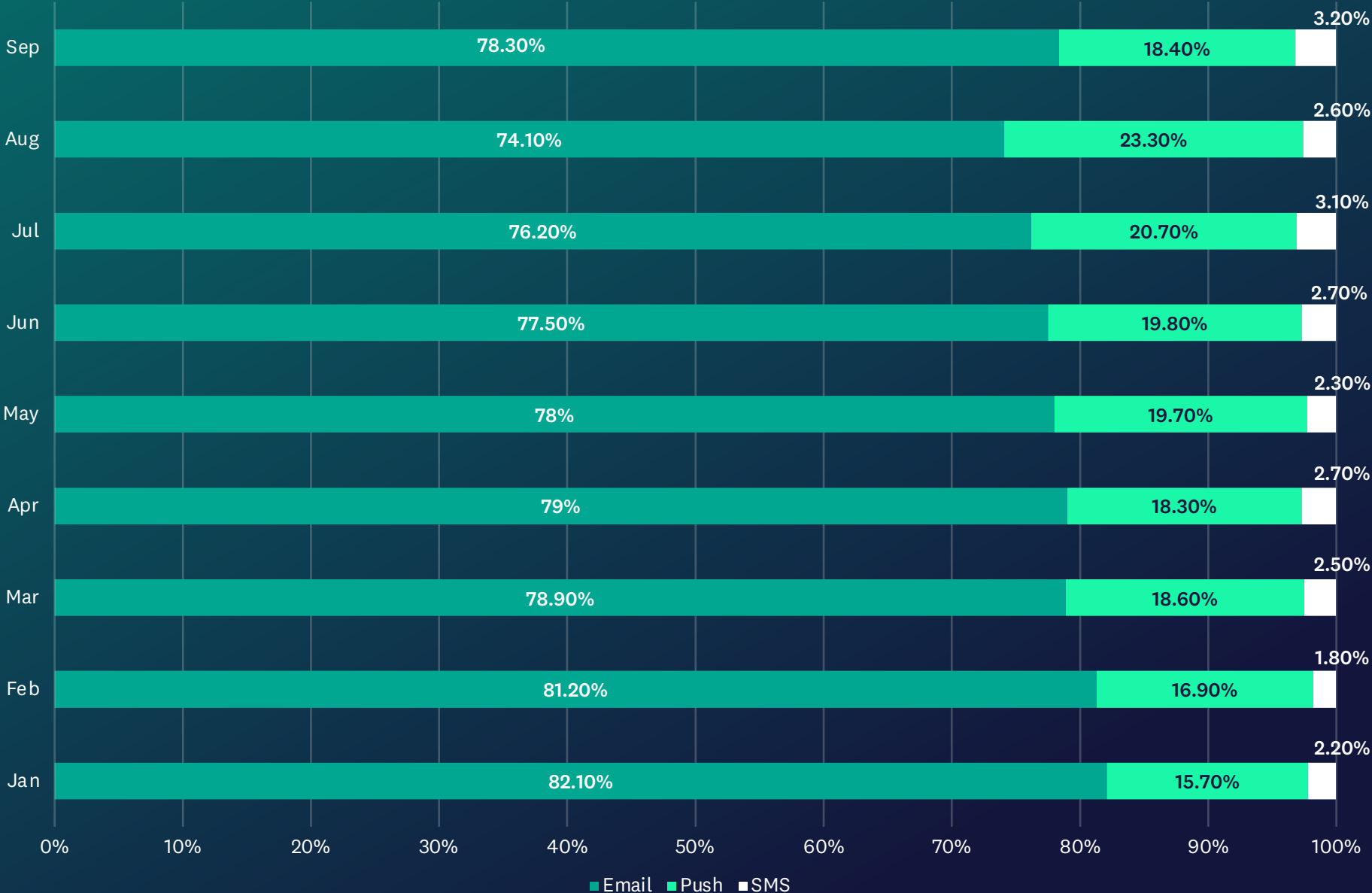
Channel Utilization

January – September 2021

Campaign & Channel Basics

The channel mix used by our customers continues to evolve YTD.

The percentage of messages sent via mobile push has been increasing for years and is now about 20% on average. As consumer adoption of mobile phones continues to [skyrocket](#), this will be an increasingly important marketing channel.



Recommendations

Engagement is up for our channel, amidst evolving customer experiences.

Take advantage of those you can control, and combat those you can't with analytics.

False positives will become part of everyday life.

Attack the details that detract, account for the known detractors, and remove the noise.

Go beyond the basic benchmarks.

Begin to quantify engagement as a standard metric, get ahead of the distractions, and measure the full customer journey.

Methodology

- Acoustic sends emails, mobile push messages, SMS messages, and social audience messages, for well over 1,000 companies.
- Our customers are based in over 60 countries, and span 18 different industry verticals.
- Thus far in 2021, we have sent over 60 billion emails and 22 billion mobile push messages on behalf of our customers.
- The data presented in this report is an amalgam of the send data that Acoustic Campaign has processed from January to September 2021.

Key Terms

Mailing Tactics

Scheduled - The email is sent on a schedule decided by the marketer

Automated - The email is sent via an automated program, which can result in emails being sent in response to customer actions

Transactional - The email is sent as part of a transaction (e.g., order received, etc.)

Key Rates

Open Rate - The percentage of emails delivered, which were opened

Click-Through - The percentage of emails delivered, which resulted in a click

Click-To-Open - The percentage of emails opened, which resulted in a click

Unsubscribe - The percentage of emails delivered, which led to unsubscribe

Key Measurement Terms

Mean - The arithmetic mean, or average

Quartile - The division points when sorting all numbers into four groups

Lower Quartile - $\frac{1}{4}$ of all numbers are lower than this

Median - $\frac{1}{2}$ of all numbers are lower than this

Upper Quartile - $\frac{3}{4}$ of all numbers are higher than this

The image shows a corner of a room with acoustic treatment. The left wall is covered in white, vertically ribbed acoustic panels. The right wall is covered in white, perforated acoustic panels. The ceiling is white with a grid pattern. The word "acoustic" is written in a bold, teal, italicized font across the center of the image.

acoustic