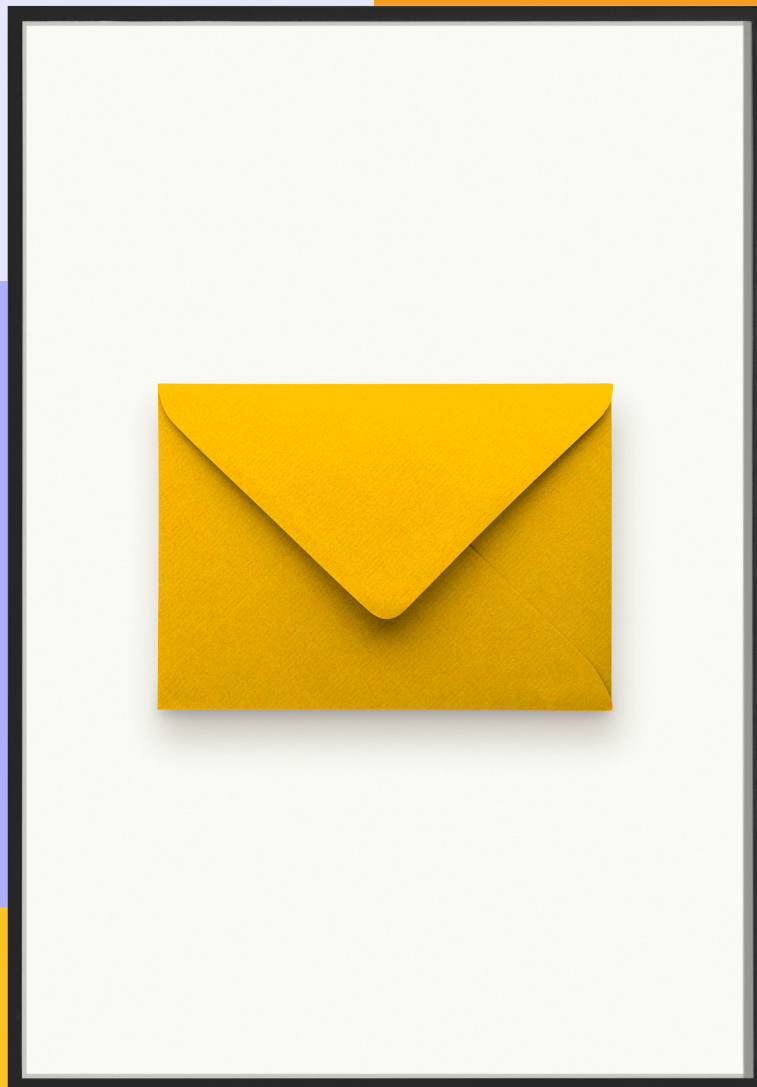


# The 2025 Email Benchmarks Report

Unpack the Power of Advanced Personalization

EUROPE EDITION

- FINANCIAL SERVICES
- RETAIL & E-COMMERCE
- MEDIA & ENTERTAINMENT
- TRAVEL & HOSPITALITY
- LIFESTYLE



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# FOREWORD

**We've analyzed 3.7 billion emails** to unpack how businesses, big and small, are leveraging personalization.

**What we found was interesting** - while personalization is widely adopted, many businesses are just at the tip of the iceberg. Of the emails sent, 87% were only minimally personalized. Businesses stopped at 'Hello, [Name]!', yet there's a whole world of sophisticated personalization waiting to be explored!

This report offers a comparison between basic and advanced personalization. You'll see that adding a personal touch and putting in a little extra effort can lead to real benefits for your business.

## Here's what you'll find in this report:

- Year-on-year email performance comparison
- Industry-level email performance
- Travelodge's award-winning email campaign, and so much more.

Best regards,



SHALINI DEVJI-JETHWA  
SENIOR DIRECTOR MARKETING / EUROPE / MOENGAGE



# REPORT OVERVIEW

3.7

Billion Emails  
Analyzed

5 Industries  
Covered

B2C Clients

Small Businesses, Medium & Large

EUROPE



## PERSONALIZATION

**Basic:** Name only  
*(e.g., Hello, [Name]!)*

**Advanced  
Personalization:**

Demographics, preferences,  
behavioral, and journey-based  
*(e.g., Name + location + browsed products +  
preferred time and day of send + new customer)*

## KPIs



**Open Rate**

% of email recipients  
who open it.

**Click- Through Rate**

% of clicks across all  
emails delivered.

**Click-To-Open Rate**

number of clicks out of  
the number of opens.

**Conversion Rate**

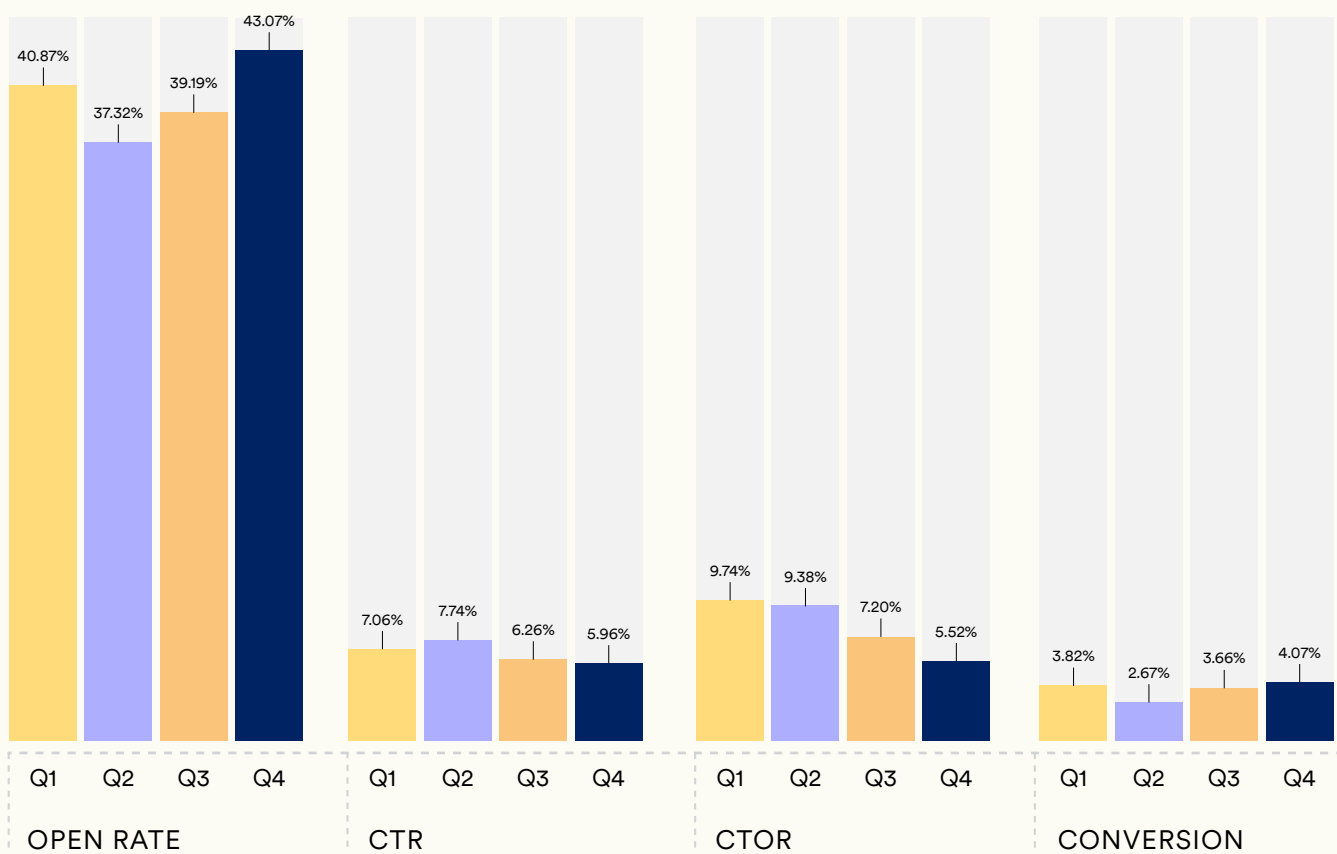
% of email recipients  
who take action.

QUARTER-ON-QUARTER

# 2023 Email Performance

Q4 edges slightly ahead, having better open and conversion rates than other quarters.

Quarterly engagement was steady, but Q4 edges slightly ahead, having better open and conversion rates. This is likely due to the impact of the holiday shopping season and greater promotions during this time.



## WHAT DATA SHOWS



From the data, we see 55% of emails are still relying on basic personalization and 75% of emails aren't part of any strategic customer engagement. So, there's still a trend towards one-off sends.

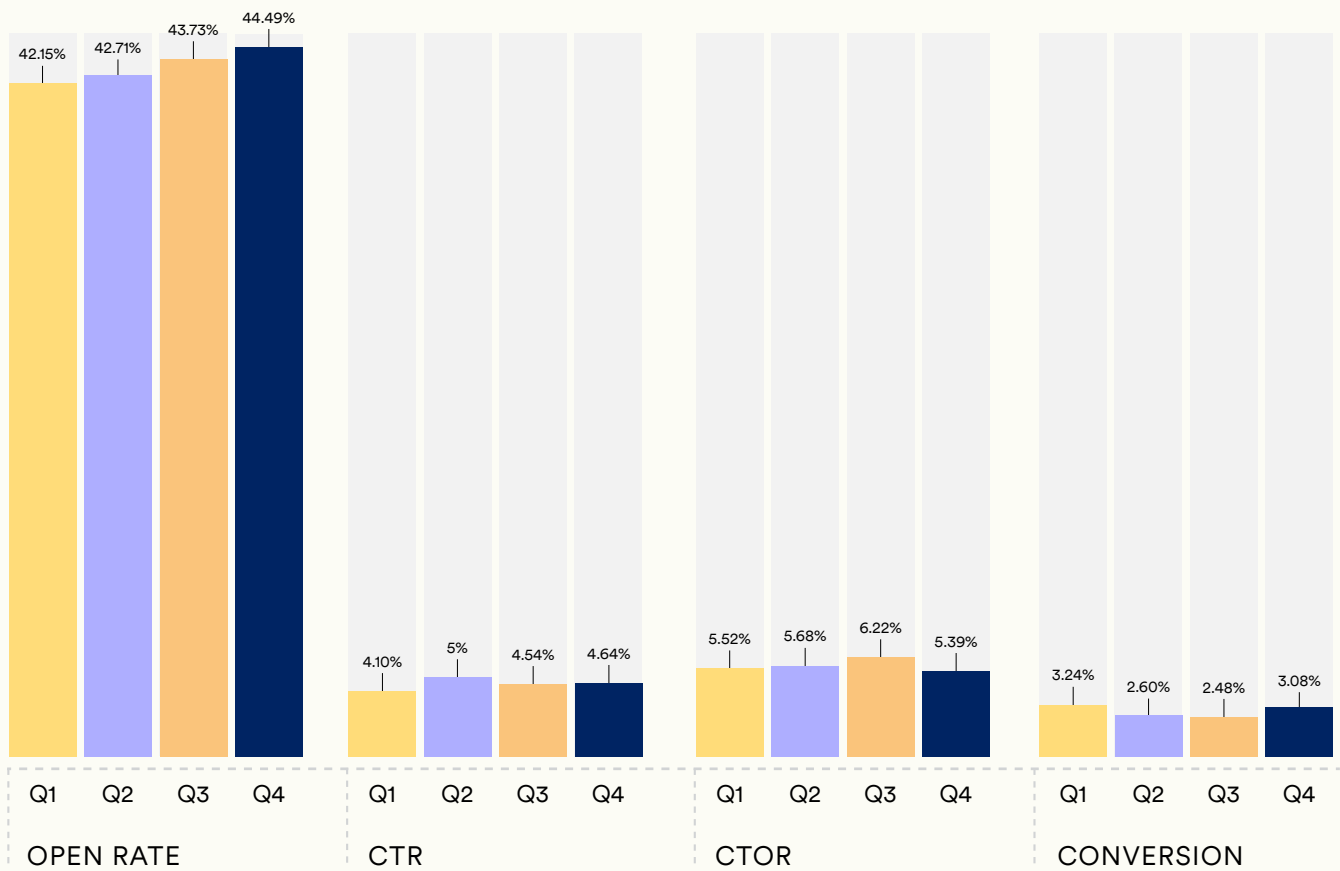
Additionally, emails with deals or upcoming year info have higher opens and conversions during the emotionally charged, purchase-prone Q4.

QUARTER-ON-QUARTER

# 2024 Email Performance

An even larger majority (84%) of campaigns remain one-off sends rather than part of journeys or *event-triggered\** actions.

Trends show Q4 leading in open rates and Q1 in conversions, echoing 2023 trends. Seasonal promotions and increased consumer interest during festive times likely drove these results. Yet a significant majority (84%) of campaigns remain one-off sends rather than part of journeys or *event-triggered\** actions.



## WHAT DATA SHOWS



Conversion rates dropped in all quarters compared to 2023, possibly due to economic worries and a rise in one-off emails, indicating reactive marketing. In 2025, testing the same offer in stand-alone emails versus campaigns may reveal if extended nurturing is needed to address consumer purchase hesitation.

\*Event-triggered emails are personalized emails sent to users based on their actions. More on types of email campaigns [here](#)

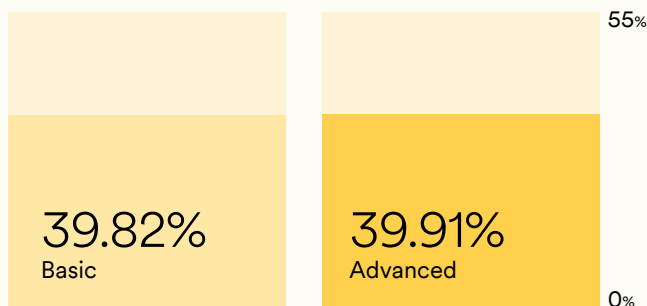
# Basic vs Advanced Personalization

Advanced personalization can skyrocket engagement and conversion rates by over 100%.

Basic personalization in email marketing uses names while advanced personalization includes detailed information like their browsing behavior and purchase history, demographics and preferences. Leveraging machine learning, these emails can be sent at the optimal time and day to boost engagement and conversion rates.

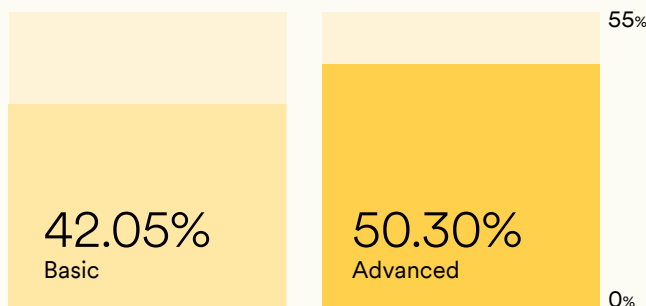
## 2023

OPEN RATE



## 2024

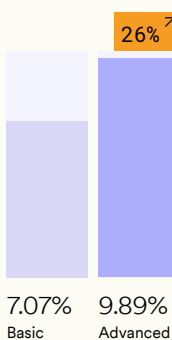
OPEN RATE



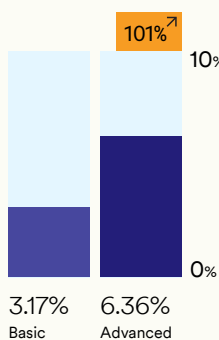
CTR



CTOR



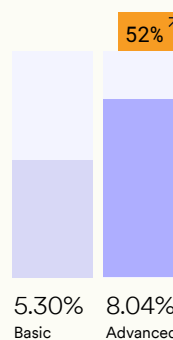
CONVERSION



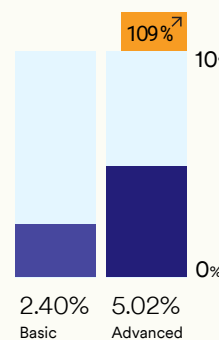
CTR



CTOR



CONVERSION



### WHAT DATA SHOWS



Data shows top performing emails are the ones with personalized offers and product recommendations. Data also shows that emails that are part of an **automated customer flow\*** also perform well in terms of open and click-through rates. So, for 2025, focus on personalized, automated email campaigns and automation could drastically improve email KPIs.

*\*Automated customer flows are a set of email (or cross-channel) lifecycle campaigns that consumers receive based on their activity on your app or website.*

# EMAIL PERFORMANCE BY INDUSTRY

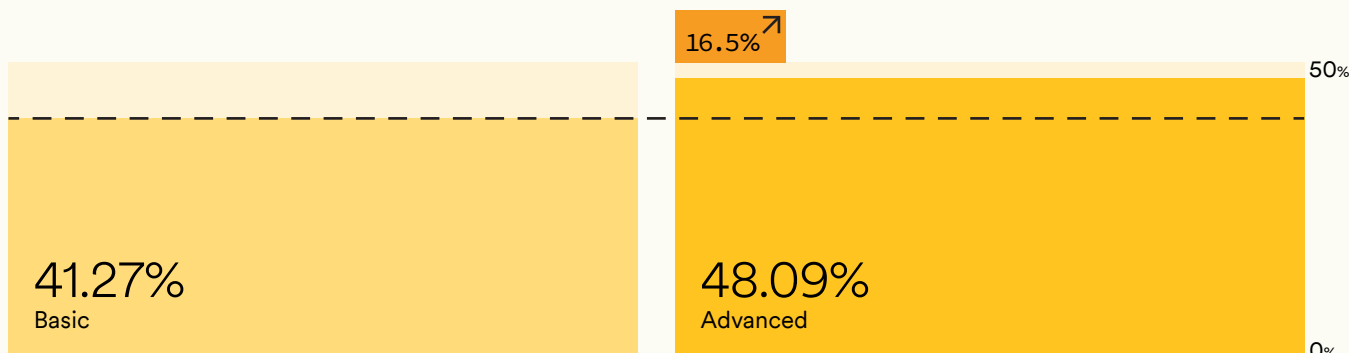
- FINANCIAL SERVICES
- RETAIL & E-COMMERCE
- MEDIA & ENTERTAINMENT
- TRAVEL & HOSPITALITY
- LIFESTYLE

CAMPAIGN METRICS

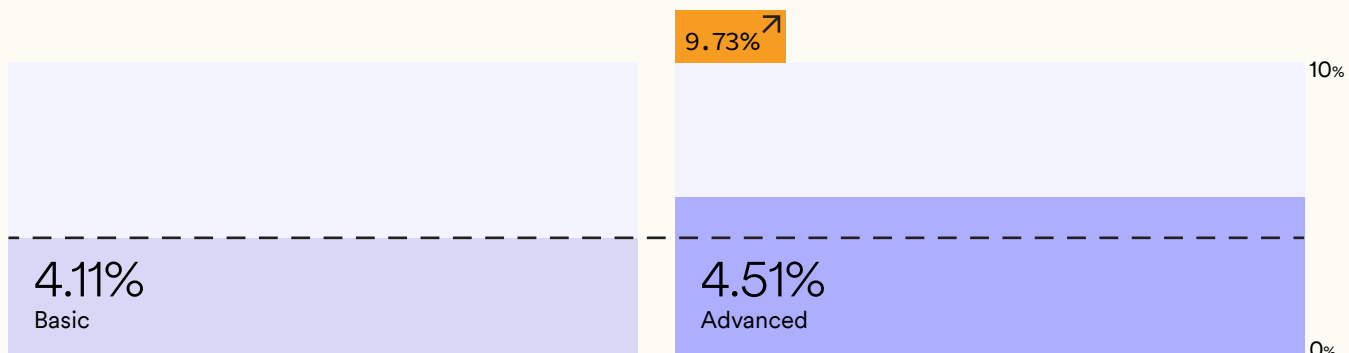
# Financial Services

## OPEN RATE

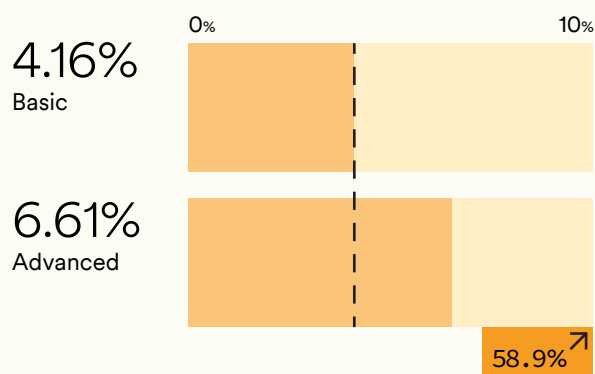
Performance increase %



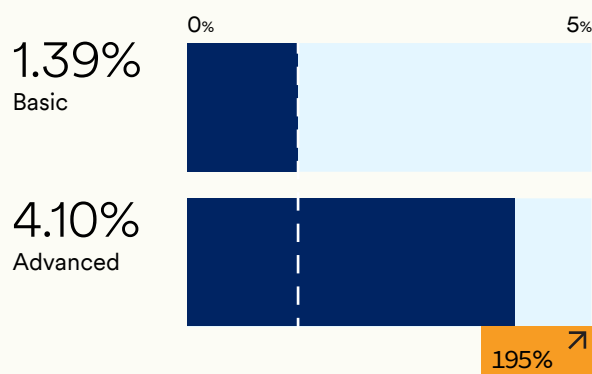
## CLICK-TO-OPEN RATE



## CLICK-THROUGH RATE



## CONVERSION RATE



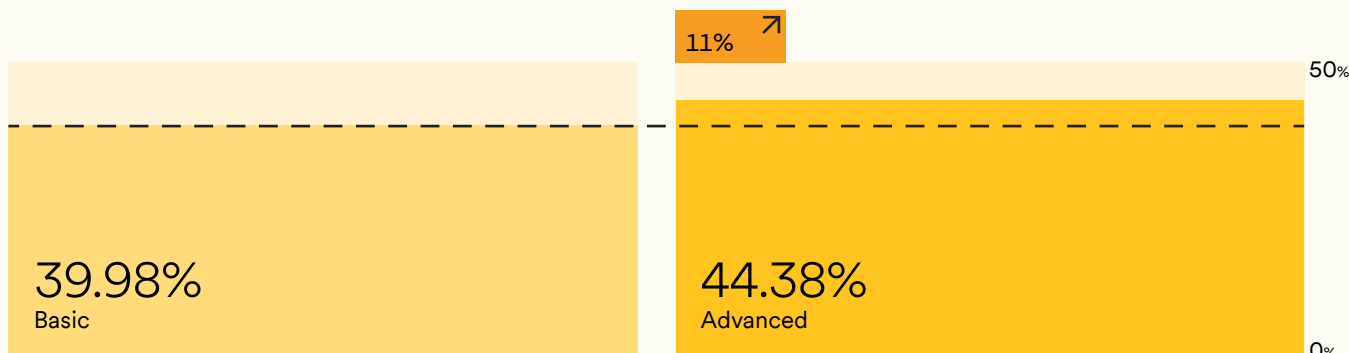
All metrics were positively impacted by more advanced personalization. In Financial Services, consumers may be used to feeling anonymous or unimportant. With access to rich, first-party data, tapping into even simple AI personalization through MoEngage is likely to boost email KPIs versus basic personalization.

CAMPAIGN METRICS

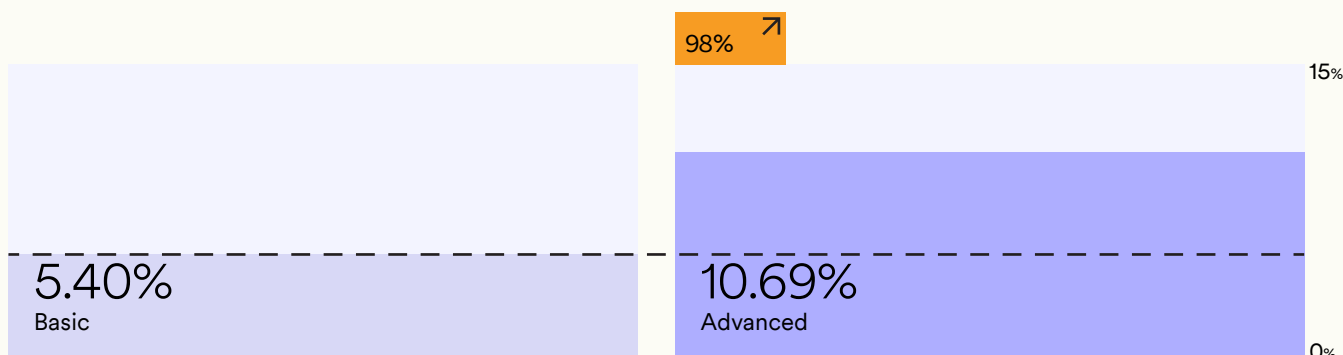
# E-commerce / Retail

## OPEN RATE

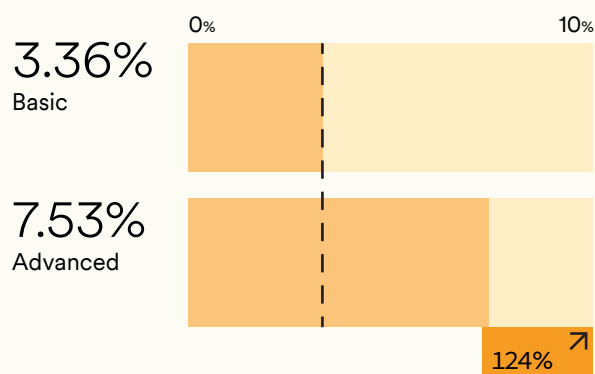
Performance increase %



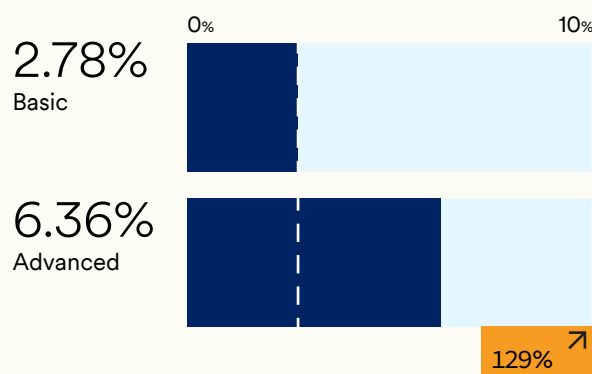
## CLICK-TO-OPEN RATE



## CLICK-THROUGH RATE



## CONVERSION RATE



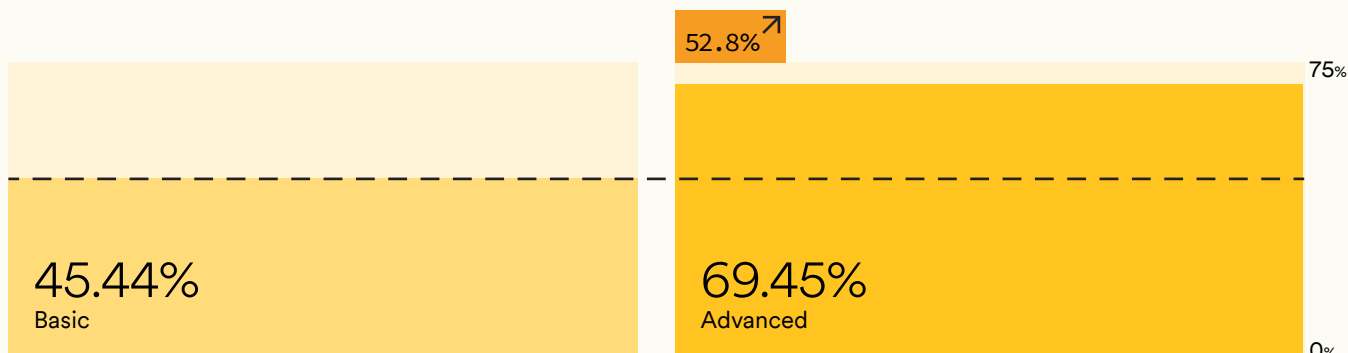
With tough consumer economic sentiment, personalization appears to make even more of a difference; increasing conversion rates by 3.58 percentage point versus BFSI’s 2.71 percentage point. Using AI to analyze past purchasing patterns and lookalike groups can further inform personalization making it increasingly more timely and relevant.

CAMPAIGN METRICS

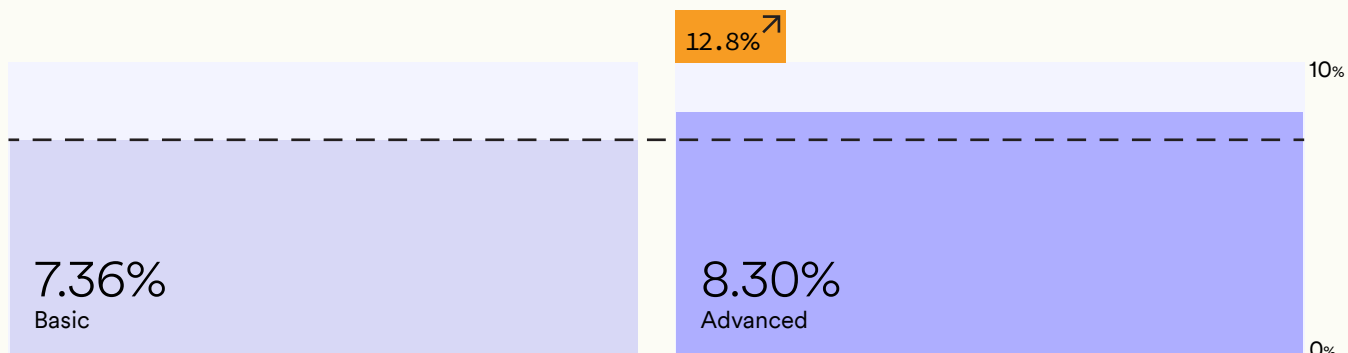
# Media / Entertainment

## OPEN RATE

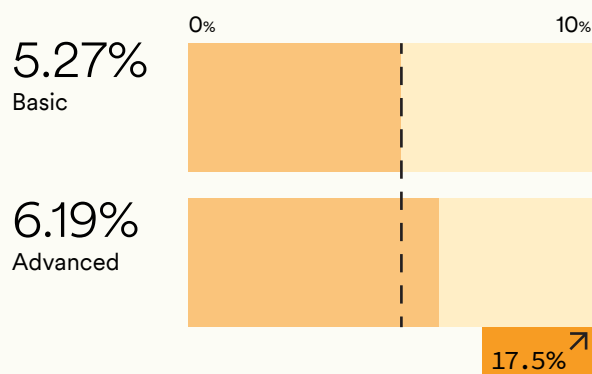
Performance increase %



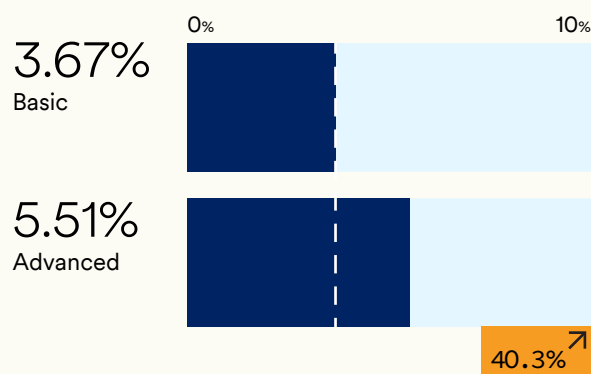
## CLICK-TO-OPEN RATE



## CLICK-THROUGH RATE



## CONVERSION RATE



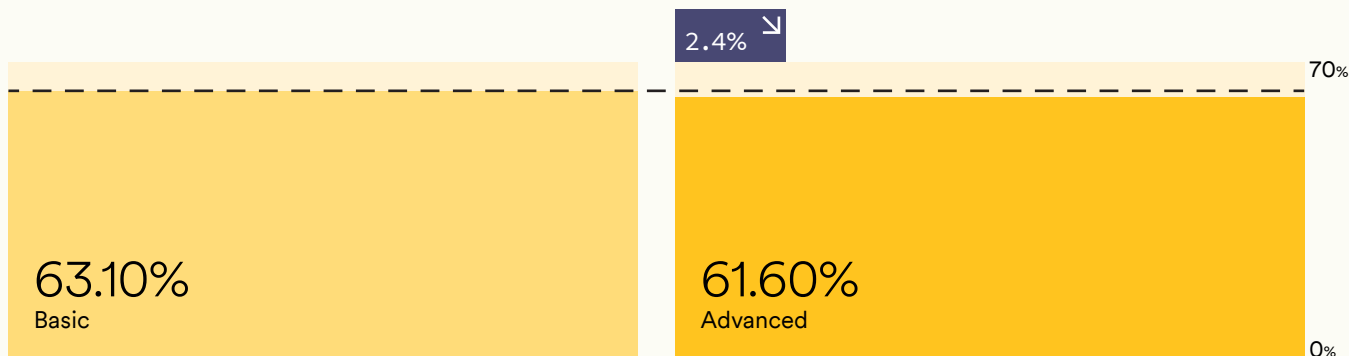
Here the data tells one story - open rates. With more than twice as much engagement , personalization delivers drastically more eyes on your message plus marginal gains to clicks and conversions as well. What entertains us is largely personal, so it's no surprise that demonstrating an understanding of consumers through personalization leads to better open rates.

CAMPAIGN METRICS

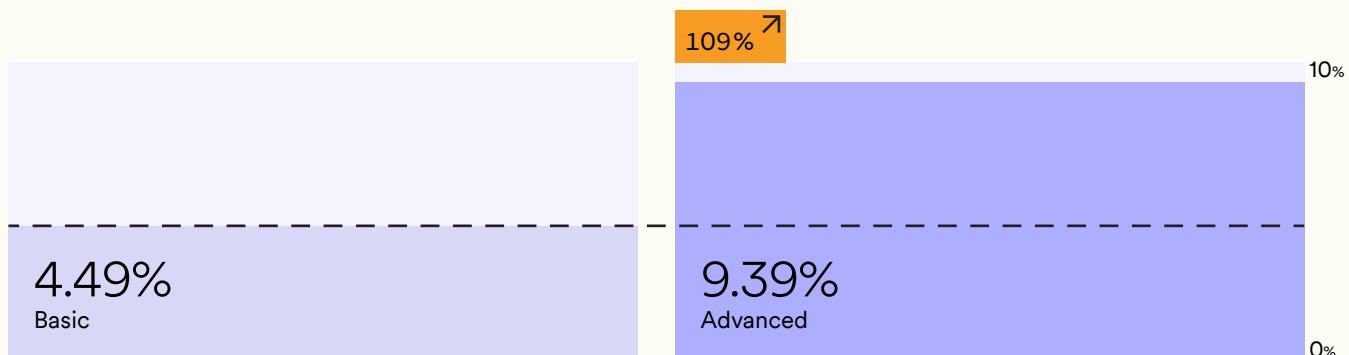
# Travel and Hospitality

## OPEN RATE

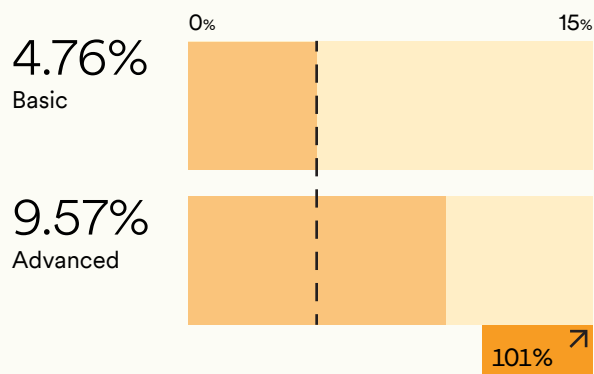
Performance increase %      Performance decrease %



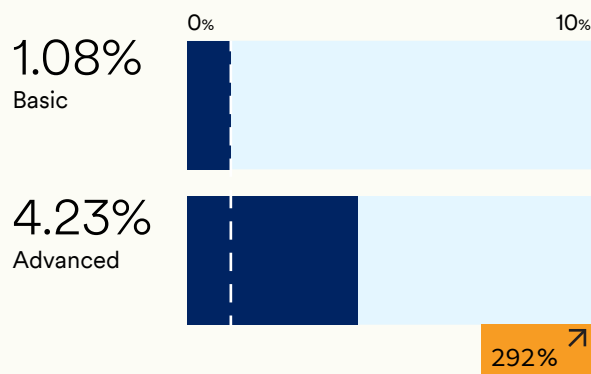
## CLICK-TO-OPEN RATE



## CLICK-THROUGH RATE



## CONVERSION RATE



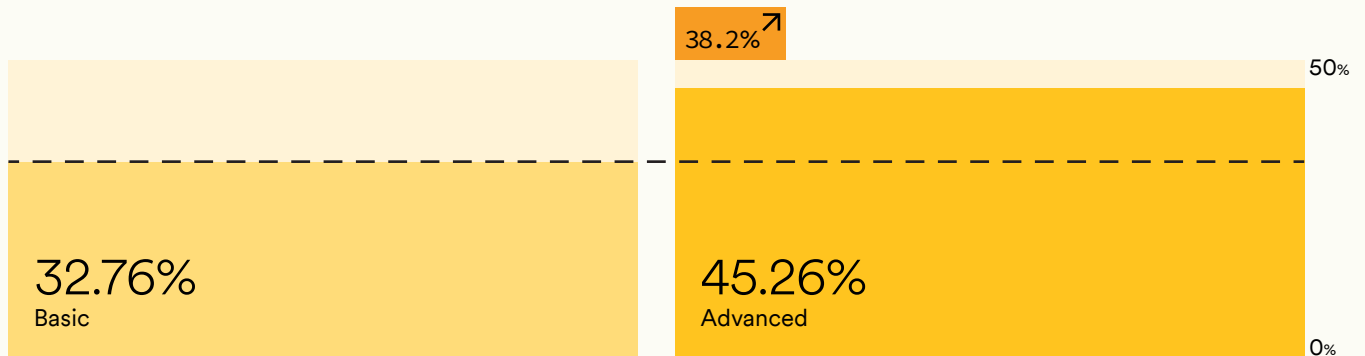
The impact of personalization on open rates is within the margin of error. But with a 292% increase in conversions on personalized versus basic emails; the need for customization is even more dire. That's the difference of 540 reservations out of every 50,000 opens and 2,115 bookings from the same views. MoEngage's focus on [personalized loyalty](#) has benefited companies like Travelodge, seeking to eke out more sales from every open (but more on that later).

CAMPAIGN METRICS

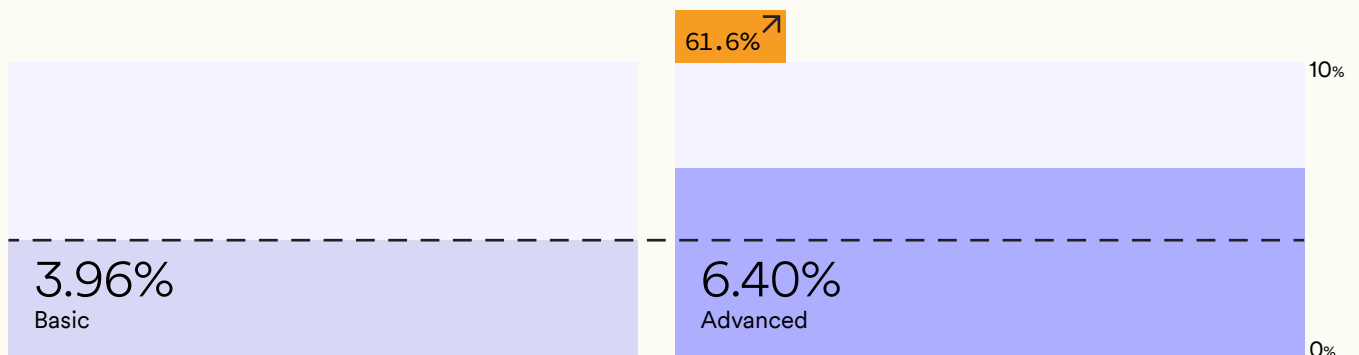
# Lifestyle

## OPEN RATE

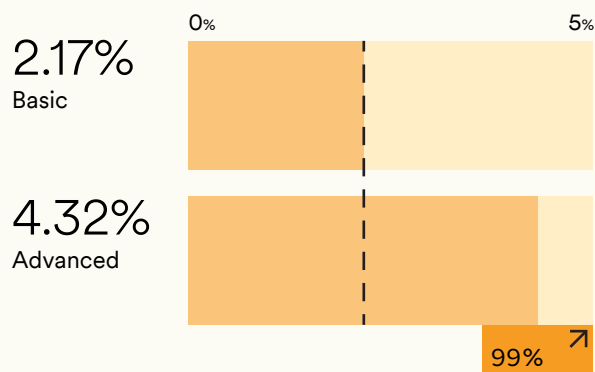
Performance increase %



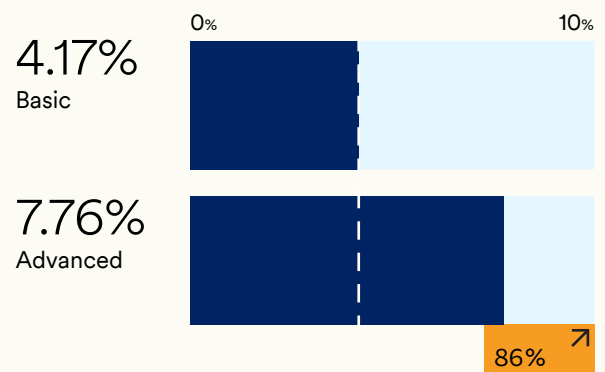
## CLICK-TO-OPEN RATE



## CLICK-THROUGH RATE



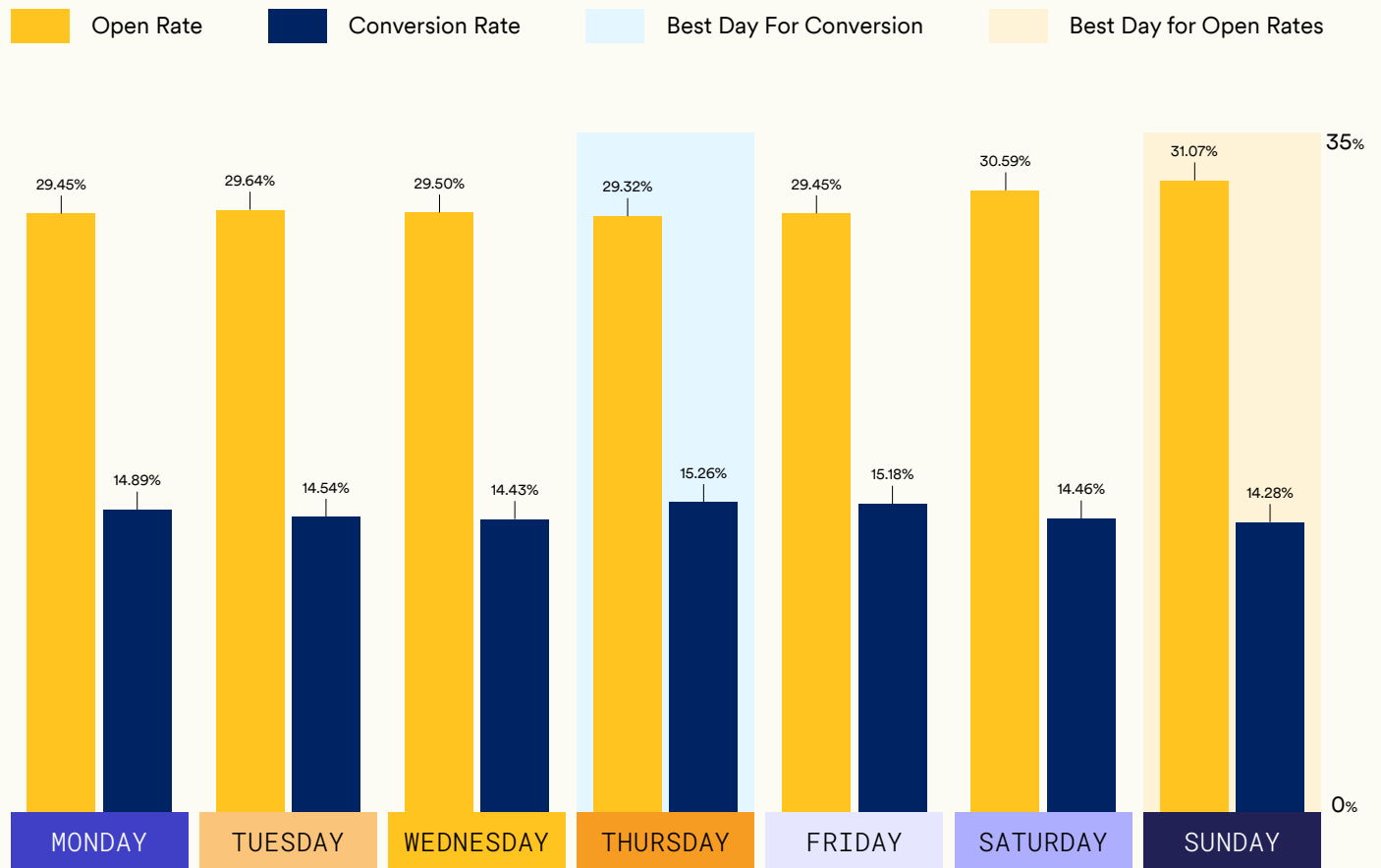
## CONVERSION RATE



While gains in Lifestyle email open rates are less explosive than in other sectors, there are incremental increases to be seen across all metrics when advanced personalization is utilized. Further testing around lookalike modeling and AI-powered anticipatory CLV interventions could bear additional fruit in terms of sales. Knowing a user's journey, [Fastic's](#) targeted emails cut through the industry's usual slump. See the case study on page 26.

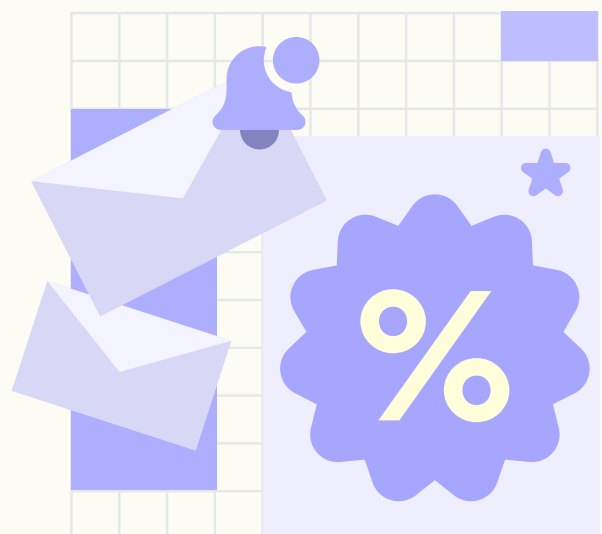
BEST TIMED METRICS

# Best Day To Send Emails



## Peak Timing, Peak Performance!

Thankfully, there's one thing you can probably stop worrying about this year...send day. The data shows no significant difference in terms of performance for each day of the week across both open rate and conversions. This means that recipients are just as likely to engage with emails any day of the week. They might be checking their emails daily, or perhaps the timing (morning vs. evening) is more relevant to them than the day itself. Your data may vary, however, so ongoing testing is always important.



# EMAIL FLOWS

- AUTOMATED EMAIL FLOWS
- AUTOMATED FLOWS ENGAGEMENT RATES
- FLOWS ENGAGEMENT BY INDUSTRY

# *Timing is everything in email.*

After all, you want to ensure that your emails hit your customers' inboxes when they're most likely to open them and convert.

## EMAIL FLOWS

### Automated Email Flows

Email campaigns are geared towards specific audiences, but automated flow emails are set off by certain customer behaviors, such as subscribing to newsletters, visiting a product page, or buying an item.

Automated flows, when they align with customer interests and relevance, are incredibly effective at driving engagement and increasing revenues. And the results show that emails sent through automated flows are more effective **across all sectors and all KPIs**.

#### DID YOU KNOW?

Powered by **AI**, **Next Best Action (NBA)** allows you to swiftly determine your customers' best engaging channel at the best time to maximize conversions, reducing overall marketing spends and significantly improving your customer engagement.

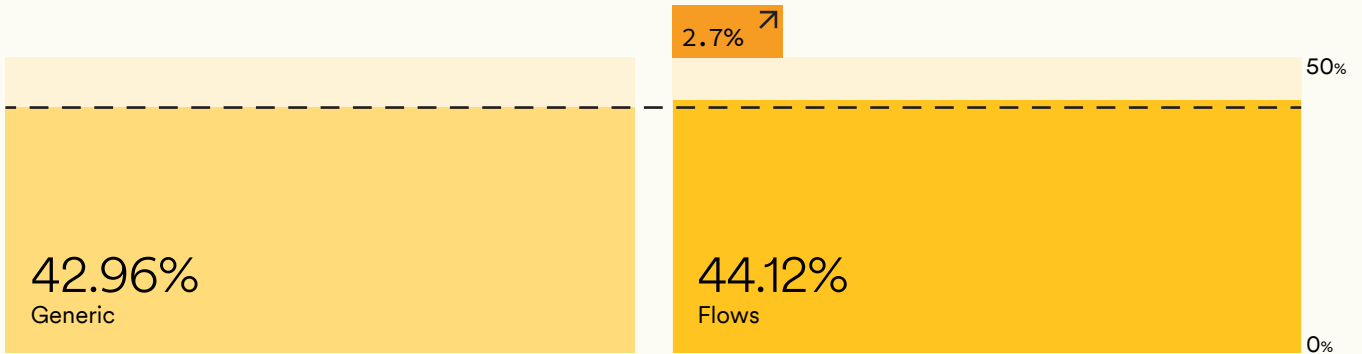


EMAIL FLOWS

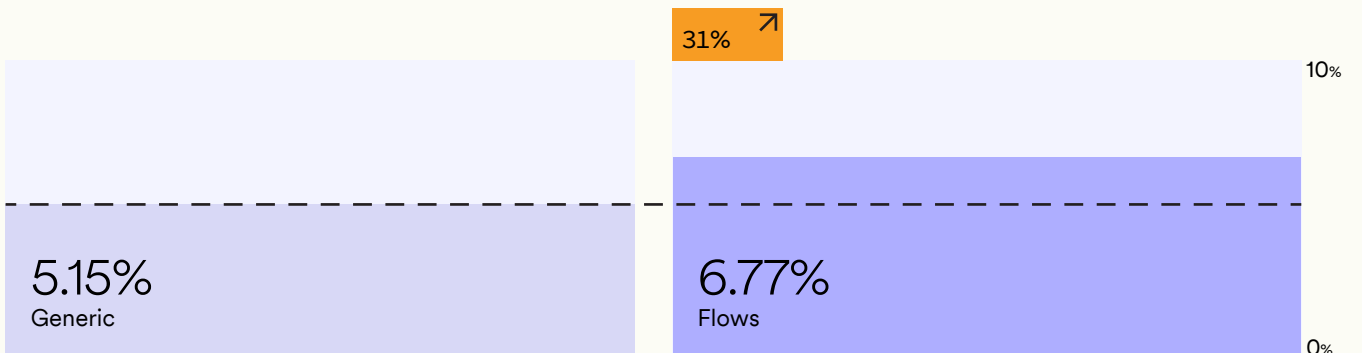
# Automated Flows Engagement Rates

Performance increase %

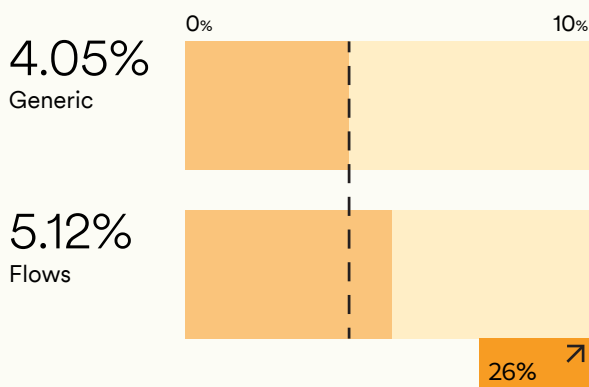
## OPEN RATE



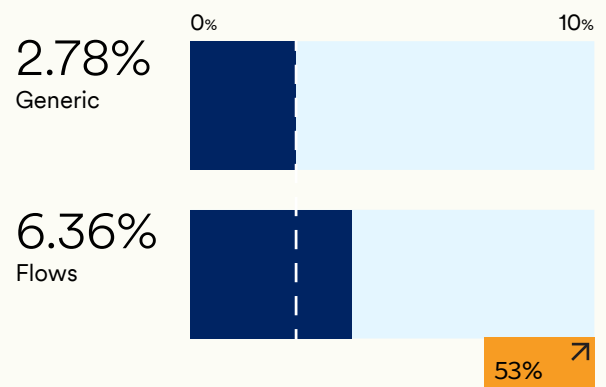
## CLICK-TO-OPEN RATE



## CLICK-THROUGH RATE

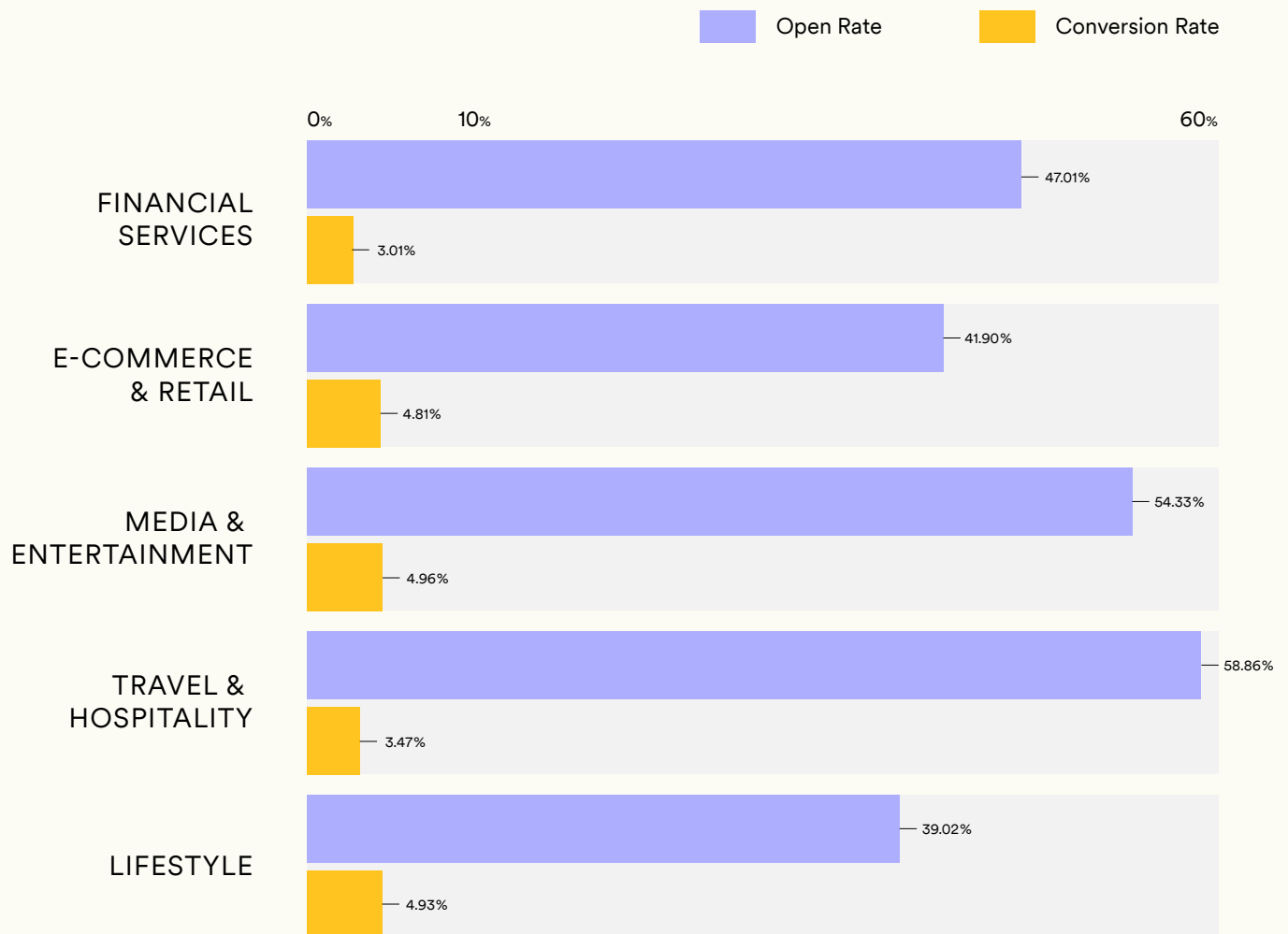


## CONVERSION RATE



EMAIL FLOWS

# Flows Engagement By Industry



WHAT DATA SHOWS



Travel & Hospitality and Media & Entertainment are the two industries that benefit most from emails that are sent out in response to consumer behavior or activities. Again, it could be due to the deeper alignment with personal identity and life goals that these sectors represent. Emails that are triggered by behavior and personalized to the consumer; therefore, will have an even better open and conversion rate versus other industries. In 2025, A/B testing of features like [Smart Recommendations](#) to choose the right product from your offering to showcase within these emails will be crucial.

# AWARD WINNING EMAIL CAMPAIGN

by Travelodge & MoEngage



- THE STRATEGY
- CREATIVITY
- RESULTS

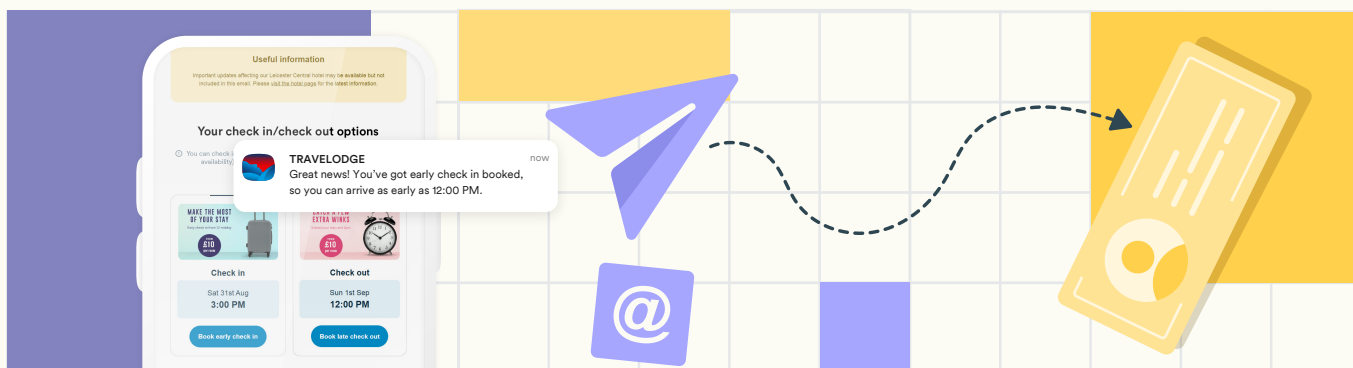
AWARD WINNING EMAIL CAMPAIGN | TRAVELODGE

## The Strategy

Travelodge's post-booking strategy sought to increase guest anticipation and decrease travel anxiety while lightly upselling additional hotel services, including food & drink and hotel extras.

By creating new post-booking email journeys, Travelodge used AI-powered automation to blend product communication (hotel information) with personal communications

(customer data it had collected but hadn't fully leveraged). The result was highly personalized, contextual recommendations based on primary insights about individual customers and where they planned to stay - helpful tips, booking reminders, itineraries, and personalized offers - each providing different information for individual guests, and all delivered at the perfect moment, to the right guest in the right channel.



## Creativity

Travelodge needed insights-led customer engagement, driven by marketing automation for necessary personalization at scale. MoEngage's AI automation gathered customer data to create targeted engagement throughout the customer journey.

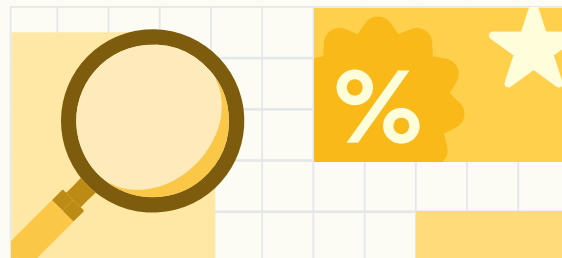
For example, it might offer family-oriented emails to parents, or a bespoke offer if a guest stayed at a Bar-Café hotel and hadn't ordered food and drink.

Travelodge also integrated data into the email journey to offer guests even more personal and helpful information. It built out Google Map IDs for the nearest train stations to its hotels to provide door-to-door directions in one click.

AWARD WINNING EMAIL CAMPAIGN | TRAVELODGE

# Results

Moving from its previous marketing automation platform has allowed Travelodge to unlock value in customer engagement by using real-time data and AI within the platform to drive automation where insights improve performance.



## Leveraging AI Insights To Optimize Engagement

POST-BOOKING EMAILS

**58%** **47%**  
OPEN RATE CTR

PRE-ARRIVAL EMAILS

**72%** **87%**  
OPEN RATE CTR

FROM A/B TESTING

**640%**  
INCREASE IN UPTAKE OF BREAKFASTS

3 MONTHS POST-CAMPAIGN

**+13.7%**  
INCREASE IN EARLY/LATE CHECKOUT SALES

While the email campaigns were focused on improving customer journeys rather than generating direct revenue, the improvements to customer experience led to a **+354% increase in post-booking email revenues year-on-year.**



*“MoEngage has helped us unlock value in customer engagement by using real-time data and AI within the platform to drive automation where insights improve performance.”*

STUART DESSLER / SENIOR eCRM MANAGER / 



# AI-DRIVEN EMAIL

Personalization & Automation

- WHAT IS IT?
- INDUSTRIES USING AI-DRIVEN EMAIL PERSONALIZATION & AUTOMATION
- THE ROLE OF GENERATIVE AI
- WHAT TO PERSONALIZE IN A MARKETING EMAIL

## AI-DRIVEN EMAIL PERSONALIZATION &amp; AUTOMATION

## What Is It?

AI-driven Email Personalization uses artificial intelligence algorithms to tailor email content and interactions based on user behavior, preferences, and past interactions. It enables businesses to send personalized emails to their customers, improving engagement rates, customer retention, and ultimately, increasing revenue.

## How Are Sectors Using AI-Driven Email Personalization & Automation

### FINANCIAL SERVICES

AI can enhance customer experience by offering personalized financial advice, product recommendations, and predictive banking, as well as sending tailored emails for account updates, investment tips, and payment alerts.

### MEDIA & ENTERTAINMENT

AI enables analysis of subscribers viewing habits, and platforms like MoEngage can send tailored email suggestions for drastically improved open rates.

### DIGITAL MARKETPLACES

AI's quick analysis of customer data enables near real-time emails with personalized product recommendations that align with their purchasing and browsing history.

### TRAVEL & HOSPITALITY

AI aids in sending custom travel tips, itinerary ideas, and real-time updates, enhancing customer experience and loyalty.

### STREAMING

AI analyzes listening habits to send targeted music suggestions and event updates, impacting customer engagement when matched with user insights.

### RETAIL

AI-driven personalized email marketing enhances product recommendations and cart abandonment emails, differentiating brands and increasing conversions.

## AI-DRIVEN EMAIL PERSONALIZATION &amp; AUTOMATION

# The Role of Generative AI

Here are a few ways generative AI can be used to influence email KPIs in 2025:

## Generating Subject Lines

AI can create personalized, catchy subject lines that resonate with individual subscribers, making them more likely to open the email.

## Personalized Content

AI can analyze vast amounts of data about the recipient's past behavior, preferences, and interaction history to produce highly tailored email content.

## AI Automation

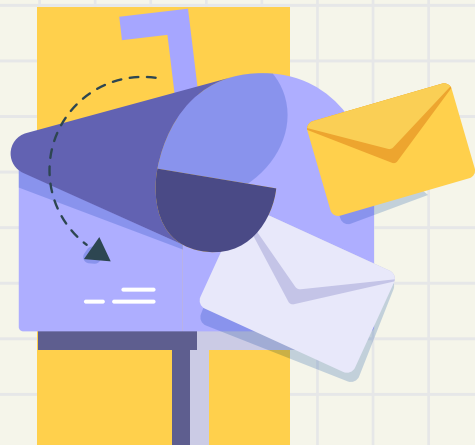
AI can automate the delivery of personalized emails based on specific triggers or timeframes, ensuring they reach users at the most opportune moments.

## Testing & Optimization

Generative AI can be used for A/B testing different versions of emails to select the most effective ones, optimizing response rates.

## Predictive Personalization

AI can use predictive analytics to determine what kind of content a recipient would be interested in, based on their past behavior and other factors, allowing for proactive personalization.



## AI-DRIVEN EMAIL PERSONALIZATION &amp; AUTOMATION

# What to Personalize in a Marketing Email

Several times in this report, we've shown the impact advanced personalization can have on your email KPIs. But what should you personalize to see these upswings? Here's a handy list:

- 1 SUBJECT LINES**

While you need to keep your subject line short and direct, even the use of their name or behavioral trigger reference can increase their urge to open your email. Eg. "Leave something in your cart, Amanda?"
- 2 PREVIEW SNIPPET**

Notifications often display email previews before you need to open them. Make sure your first few email lines are engaging and test that tweak against copy specifically customized for this area.
- 3 MAIN BODY**

Keep your email as short as you can while still having a narrative flow. Ensure every marketing email has a hook, journey, and resolution.
- 4 DYNAMIC CONTENT**

Test dynamic content like images, videos, and gamified elements to see what your customer segments like best. Remember, that it's not one size fits all.
- 5 CALL-TO-ACTION (CTA)**

Include at least one personalized CTA that's short, clear, and can be tracked. Eg. "Get your coupon", "Download your app" or "Book that now"
- 6 TIMING**

While this year's data suggests day of the week doesn't matter as much, you still want to send when your users are prone to engage. Skip the guesswork and use AI to help you find the best time and day for each customer.
- 7 FREQUENCY**

Get the right frequency and you'll maximize engagement while reducing churn. Segmentation is key here - look for trends in what customers respond to and avoid full-list blanket sends to reduce unsubscribes.

# CASE STUDY

Fastic, the world's largest fasting app, unlocks AI insights to drive sales and loyalty

**MMA**

**SMARTIES**  
2024 SHORTLIST

AI MARKETING  
Fastic x MoEngage





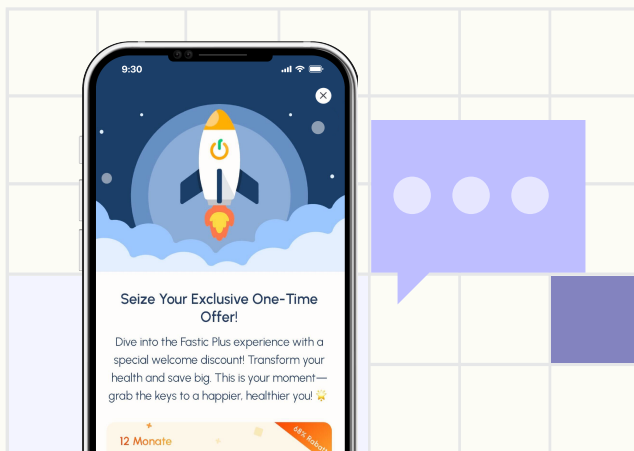
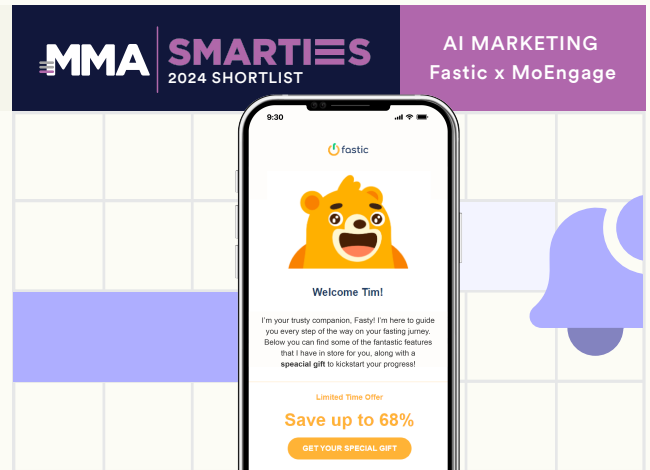
- GOAL
- STRATEGY
- RESULTS

CASE STUDY - FASTIC

# Goal

Fastic wanted to leverage AI-powered engagement to:

-  **Grow subscriptions amongst new users to grow revenue-generating customers.**
-  **Find opportunities to bring lapsed users back to the app, encouraging them to re-engage and, ultimately, sign-up for the paid subscription services.**



Additionally, Fastic wanted to encourage inter-community engagement, engendering loyalty whilst also creating content it could then use for marketing campaigns.

It also wanted to use AI-driven personalization to enhance user support during fitness journeys, aiming to increase app loyalty, and prompt positive App Store reviews to drive new users.

## Strategy

Fastic leveraged AI-generated insight on users' health goals and combined with UGC to deliver community-led creatives, build it positive messaging and make the Fastic community feel connected. Using UGC in campaign content delivered via email, in-app and push notifications, encouraging users to share videos and ratings/reviews.

CASE STUDY - FASTIC

# Results

Key campaigns powered by MoEngage's AI included Fastic's 'Intro Offer', a welcome series for new users, delivered over multiple days and across channels including Email, In-App and Push. Its 'Welcome Back' offer was also designed to bring back lapsed users to the app and encourage subscription service sign-ups, using personalized content and pricing.

## New Customers - Intro Offer

DELIVERS

15%

OF MONTHLY REVENUES IN ITS CRM

MULTICHANNEL CAMPAIGNS

25%

BOOSTED PERFORMANCE

PERSONALIZED PRICING

Doubled CLV

## Lapsed Customers - Welcome Back Offer

15%

GO ON TO SUBSCRIBE

SEMI-PERMANENT CLICKABLE OFFER

30%

BOOSTED PERFORMANCE

WELCOME BACK OFFER

40%

OPEN RATE



*"MoEngage has enabled us to bring in greater levels of personalization within the customer journey."*

TIM BOERNER / TECHNICAL CRM MANAGER /  fastic



MOENGAGE

# How MoEngage Can Help

MoEngage is a powerful user analytics and engagement platform that can help significantly in AI-driven email personalization and automation. **Here's how:**

## ■ INTELLIGENT SEGMENTATION

MoEngage uses its AI capabilities to create segments based on users' behavior and demographics, enabling you to tailor emails to specific target groups.

## ■ SHERPA, THE AI ENGINE

MoEngage's AI engine, Sherpa, uses machine learning to optimize email delivery times, predict user behavior, and improve click and open rates.

## ■ AUTOMATION

Through automated workflow capabilities, MoEngage can trigger personalized emails based on user's interactions with your app or website, delivering the right message at the right time.

## ■ PERSONALIZATION

With its dynamic personalization capabilities, MoEngage can adapt your emails to each user, resulting in more engagement.

## ■ MERLIN, THE GENERATIVE AI

[MoEngage's GenAI engine](#) crafts text and visual content guided by select prompts and earlier campaigns, optimizing your content for performance.

## ■ ANALYTICS INTEGRATION

MoEngage integrates robust analytics into its platform so you can track the effectiveness of your email campaigns, glean insights (like the ones in this report), and make data-driven decisions.



By harnessing MoEngage's AI capabilities, businesses can considerably improve their email engagement rates, deliver a more personalized experience, and automate much of the email marketing process.

Join  
**1350+** Global Brands

Change to Unpack the Power of Advanced Personalization

TALK TO US



# ABOUT MOENGAGE

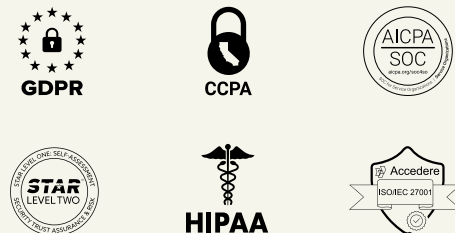
MoEngage is an insights-led customer engagement platform for consumer brands that empowers marketers and product owners with AI-driven insights to create cross-channel experiences that customers love. Trusted by 1,350+ global consumer brands such as SoundCloud, Poshmark, Citi, TopCashback, Domino's, Travelodge, Samsung, 7-Eleven, Deutsche Telekom, and more, MoEngage powers personalized and seamless digital experiences. Consumer brands across 60 countries use MoEngage to power digital experiences for over 1 billion customers every month.

With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures. MoEngage was named a Strong Performer in The Forrester Wave™: Cross-Channel Marketing Hubs Report for Q1 2023 and 2024, and featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.

## A Trusted Network of 250+ Partners



## Secure, Scalable & Reliable



For more info, visit [www.moengage.com](http://www.moengage.com) or email [hello@moengage.com](mailto:hello@moengage.com)

