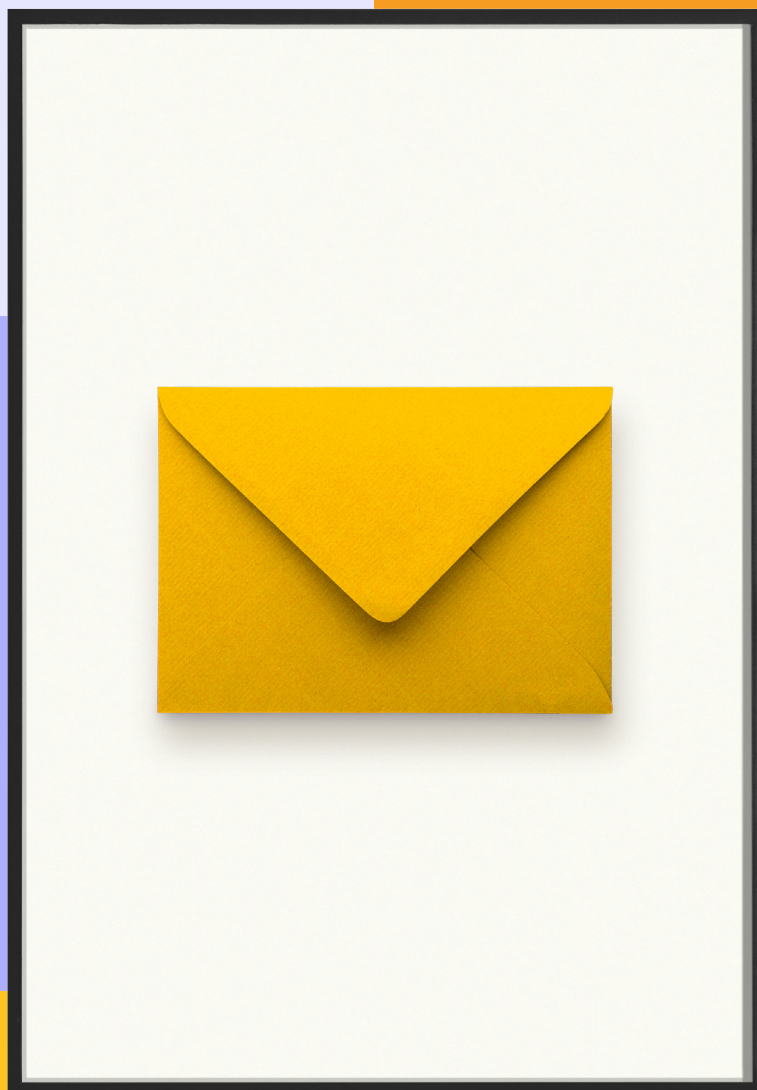


(UNCOMPLICATE)

Email Marketing Benchmarks for 2025 & Beyond

SOUTH-EAST ASIA EDITION

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



INSIGHTS OVERVIEW

17.3
Billion Emails

10 Metrics

4
Email
Types

4 Industries

SOUTHEAST
ASIA



FOREWORD

Email marketing has cemented itself as one of the most personal and effective channels for customer connections. Yet, with so many metrics, strategies, and technologies to navigate, it can feel overwhelming. But more than anything, did you know that your tech stack is letting your email marketing down?

Our Email Benchmarks Report, titled '(Uncomplicate) Email Marketing Benchmarks for 2025 & Beyond' is your guide to making email marketing more straightforward, personalized, and impactful. This report dives into the performance of campaigns across Financial Services, Retail and E-Commerce, Media and Entertainment, and Travel and Hospitality, offering clear insights into what works best.

We've analyzed various types of email personalization, from broadcast emails to those based on attributes, behavior, and customer journeys. The aim is to show you the strategies and email features that drive results. Whether you're a seasoned pro or just starting, this report is crafted to provide actionable insights that simplify and supercharge your email marketing.

Best regards,



RAVITEJA DODDA / CEO, MOENGAGE



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and Capabilities

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Beyond the Benchmarks

Speeding Up Email Marketing

Straight from the Customers' Inbox

Simplify Email with a CEP

“Emails are easy! Why do I need to uncomplicate it?”

87%

of brands say that email marketing is very critical to business success.

77%

of marketers have seen an increase in email engagement over the last 12 months.

38%

of brands are increasing their email budget.

Unsurprisingly, emails are the major contributing factor to customer conversions. But without the right automation, AI, and advanced personalization features, your email tech stack is letting you down.

According to our MarTech Readiness report, over 50% of enterprise brands say they cannot meet evolving customer needs as their tech stack doesn't empower them enough.

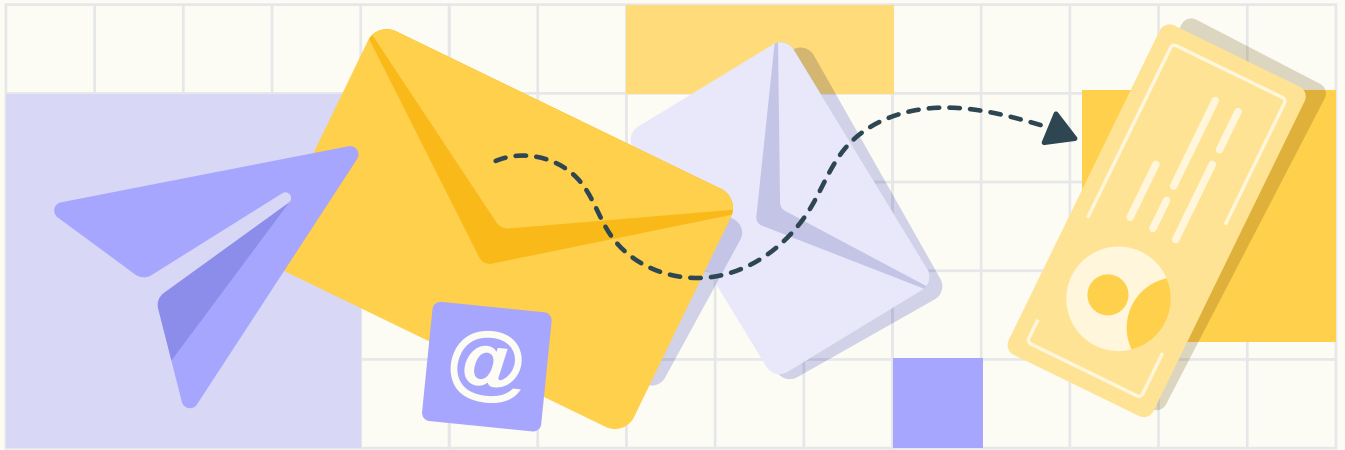
But are you using the features that your email marketing platform provides? Don't worry. We don't blame you if you aren't. Most legacy platforms today are rigid and difficult to use. The UI is usually outdated and clunky, especially when the speed of planning and setting up campaigns is more critical.

But before making email quick and easy for you, let's decode how personalization has affected emails this past year and how you can be better prepared to ace email marketing in 2025.

■ <https://www.litmus.com/resources/state-of-email-workflows>

● <https://blog.hubspot.com/marketing/email-marketing-stats#b2b>

Types of Email Decoded



Broadcast Emails

Mass emails are sent to a broad audience with little to no personalization. These often deliver lower engagement across most metrics.

Attribute-based Personalization

Tailoring emails based on demographic and attribute data is a fundamental form of personalization that helps create a more relevant customer experience.

Behavior-based Personalization

Personalization here is based on customer actions, preferences, and behaviors. It's about reaching customers when they're most likely to engage.

Journey-based Personalization

Multi-step journeys that adapt to the customer's lifecycle stage, offering among the highest performance across all email types.

Now that you've decoded the terminology to read this report, let's break down the metrics and analyze industry-specific broadcast emails against personalized ones.

CAMPAIGN METRICS

FINANCIAL SERVICES

RETAIL & E-COMMERCE

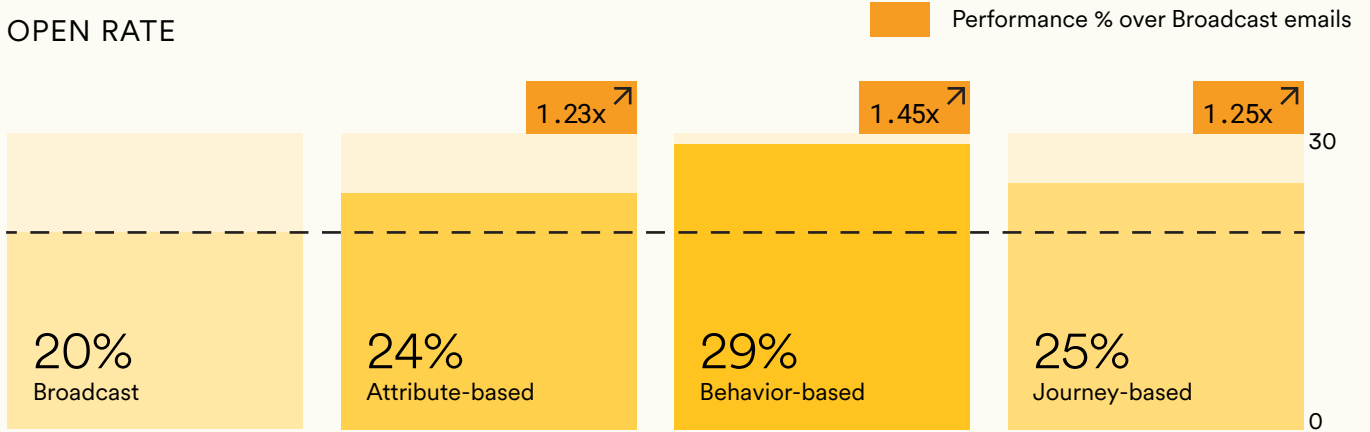
MEDIA & ENTERTAINMENT

TRAVEL & HOSPITALITY

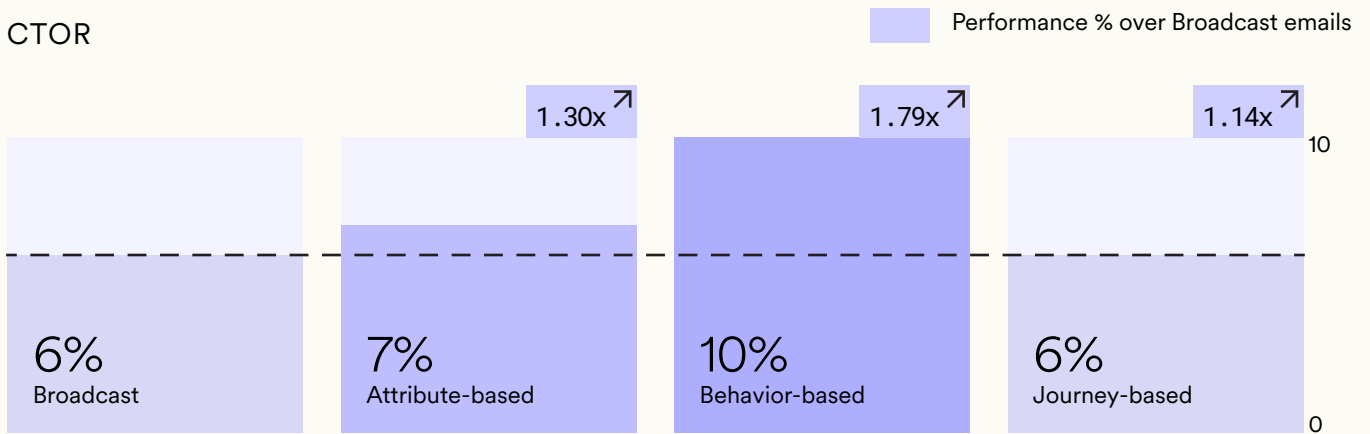
CAMPAIGN METRICS

Financial Services

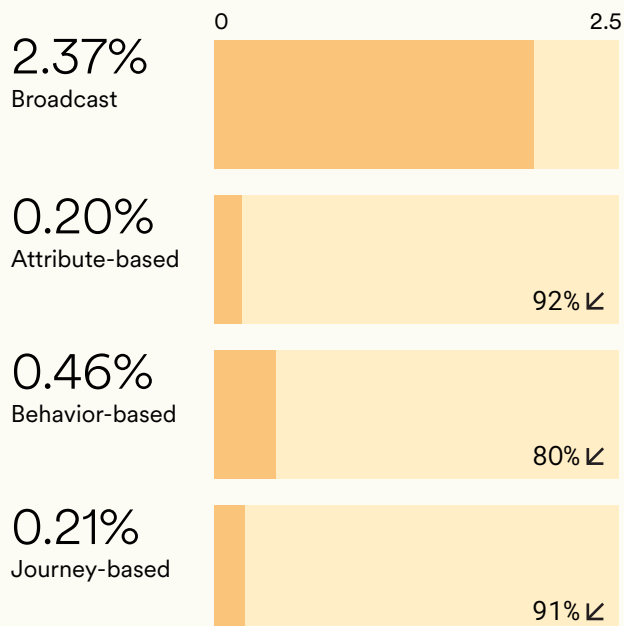
OPEN RATE



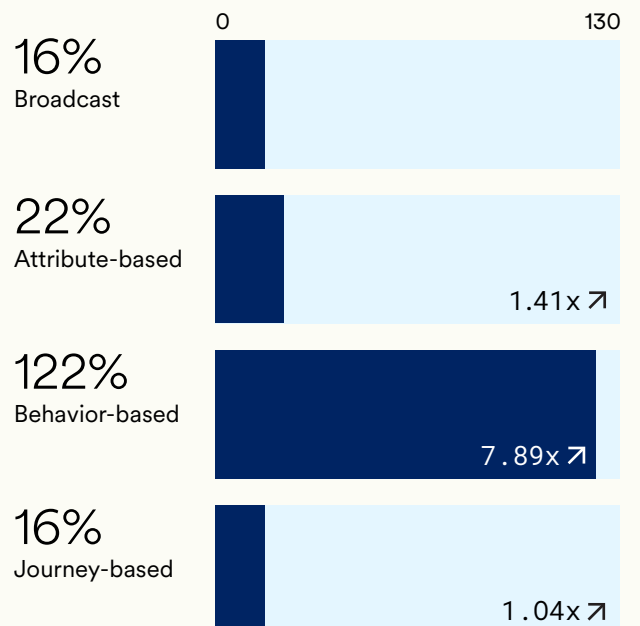
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UNSUBSCRIBE RATE



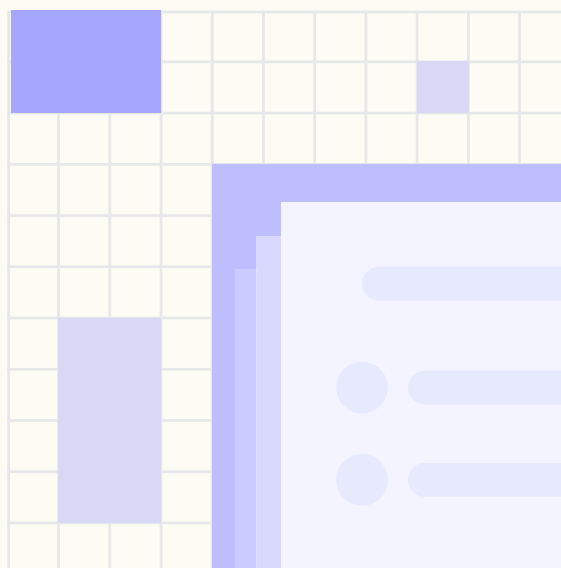
CONVERSION RATE



UNCOMPLICATED INSIGHTS FOR 2025

Simplify Product Education via Segmented Content

Use behavior-based emails to offer simplified, step-by-step guides on new and existing products, such as loan calculators or investment planning tools, based on customer engagement rates



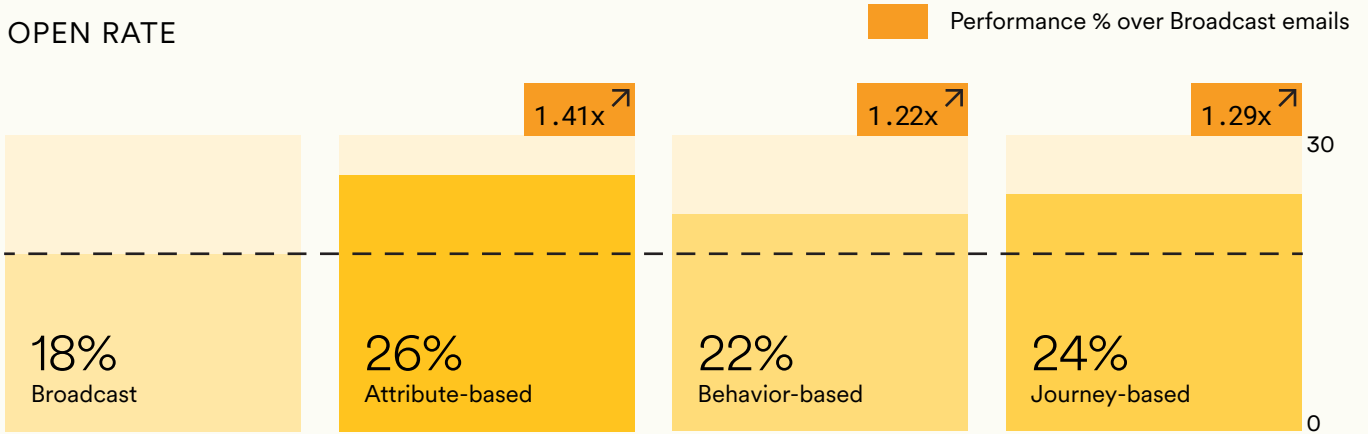
Utilize Data-Driven Insights for Risk Management

By aligning email content with the customer’s financial risk profile, you can deliver more relevant advice, such as tailored investment options or alerts about financial risks, enhancing customer confidence in your services.

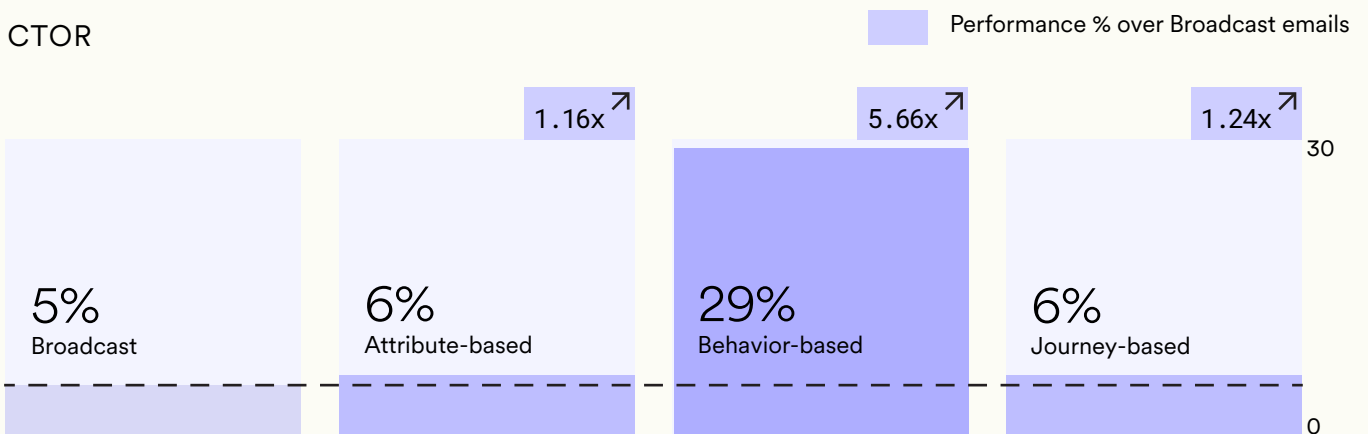
CAMPAIGN METRICS

Retail & E-Commerce

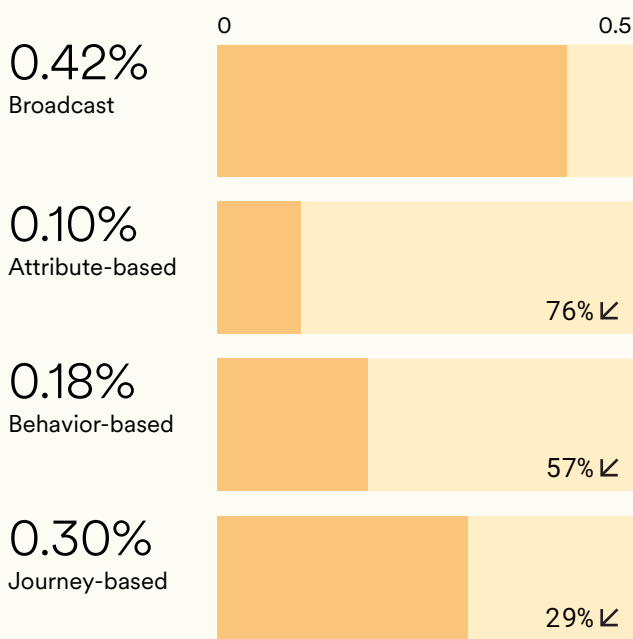
OPEN RATE



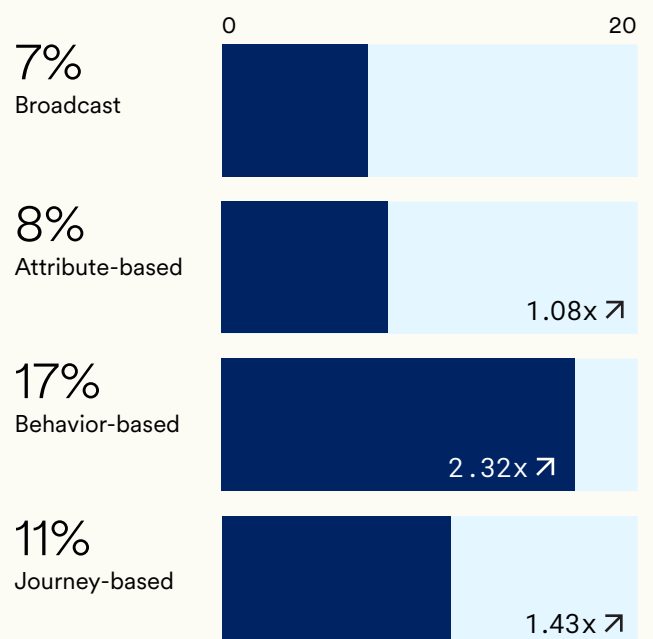
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UNSUBSCRIBE RATE



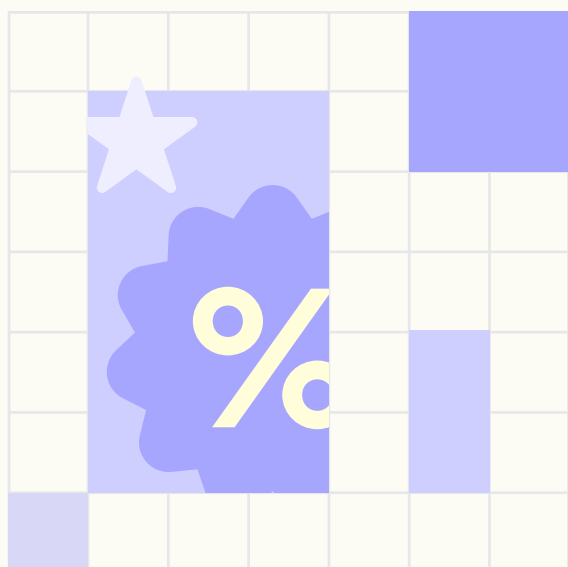
CONVERSION RATE



UNCOMPLICATED INSIGHTS FOR 2025

Refine Product Recommendations with Behavioral Insights

Behavior-based emails show a strong conversion rate (17%) but a relatively lower open rate (22%). Simplify your approach using these emails to deliver precise product recommendations based on recent browsing or purchase behavior, improving relevance and encouraging more opens.



Drive Loyalty with Personalized Discounts

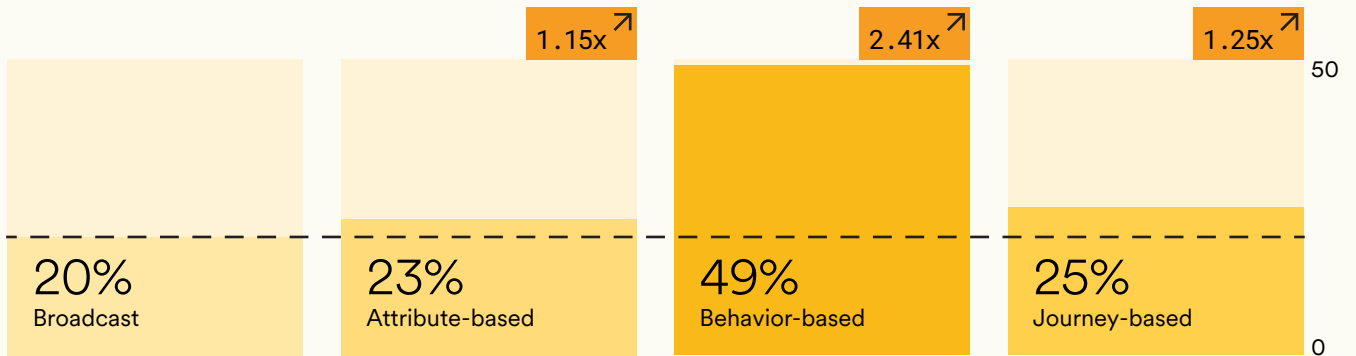
Attribute-based emails have a low unsubscribe rate (0.10%) and a steady conversion rate (8%). Simplify customer retention strategies by focusing these emails on personalized discounts or loyalty rewards, which enhances customer satisfaction and encourages repeat purchases.

CAMPAIGN METRICS

Media & Entertainment

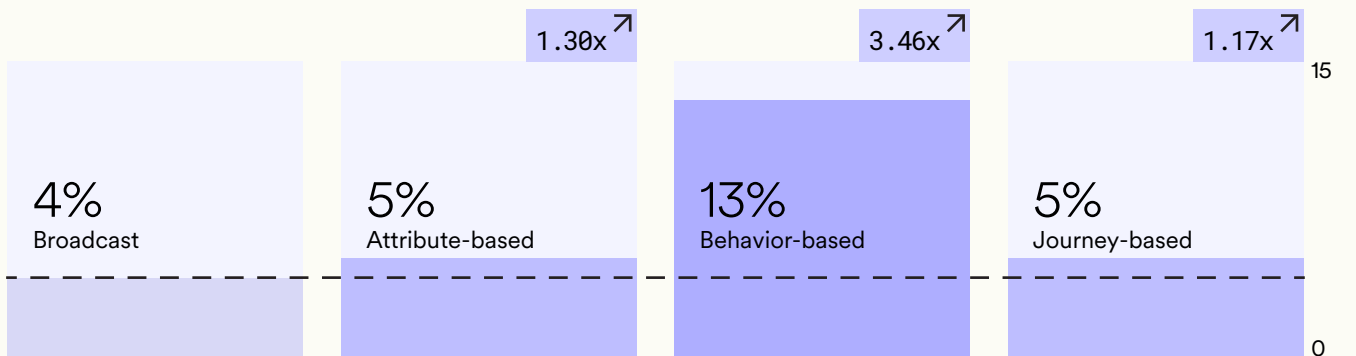
OPEN RATE

Performance % over Broadcast emails

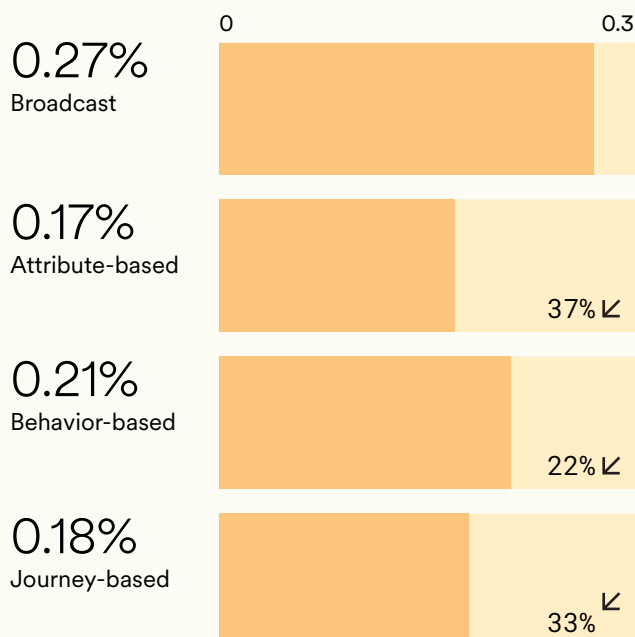


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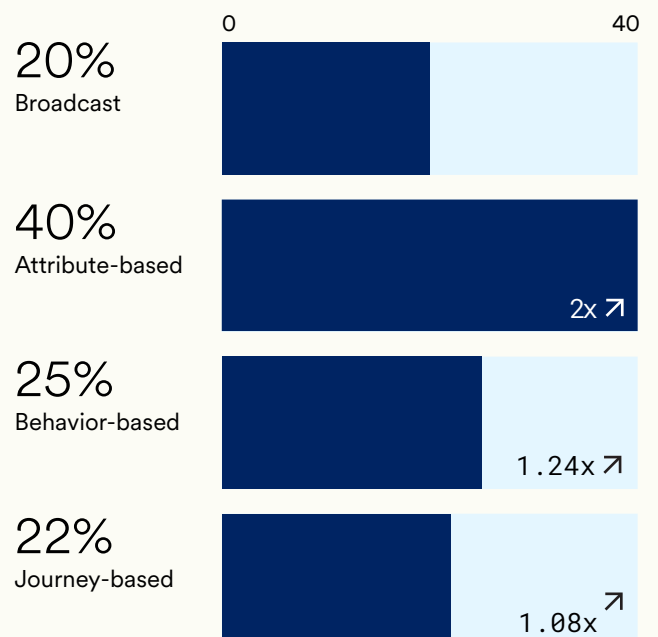
Performance % over Broadcast emails



UNSUBSCRIBE RATE



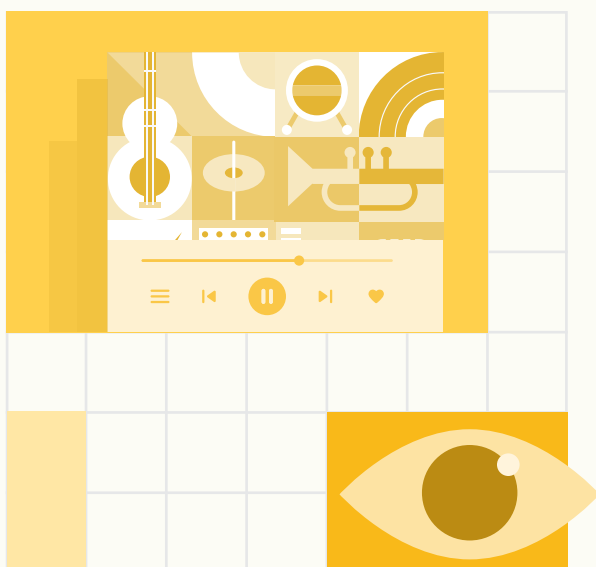
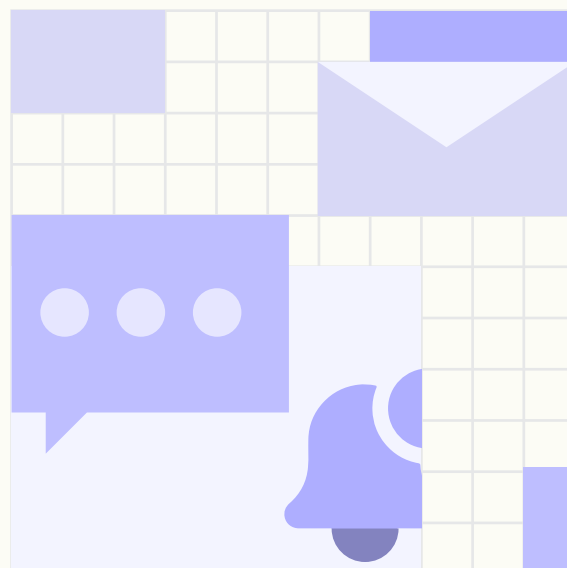
CONVERSION RATE



UNCOMPLICATED INSIGHTS FOR 2025

Integrate More Channels

Integrate emails with other channels, such as push notifications and in-app messaging. Cross-channel synergy simplifies the customer experience by consistently delivering relevant content across multiple platforms.



Smart Targeting for Discovery

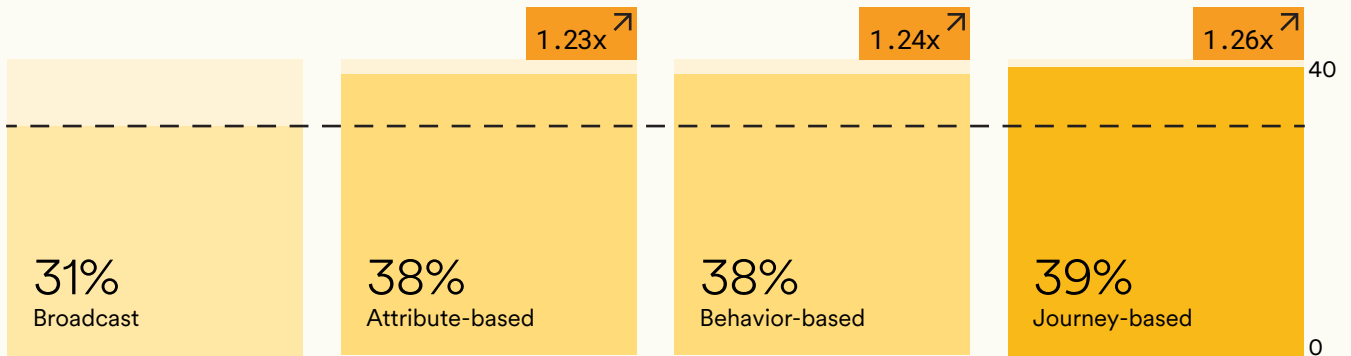
Simplify your audience segmentation by focusing on key attributes such as genre preferences and viewing habits, helping customers discover new content that aligns with their interests.

CAMPAIGN METRICS

Travel & Hospitality

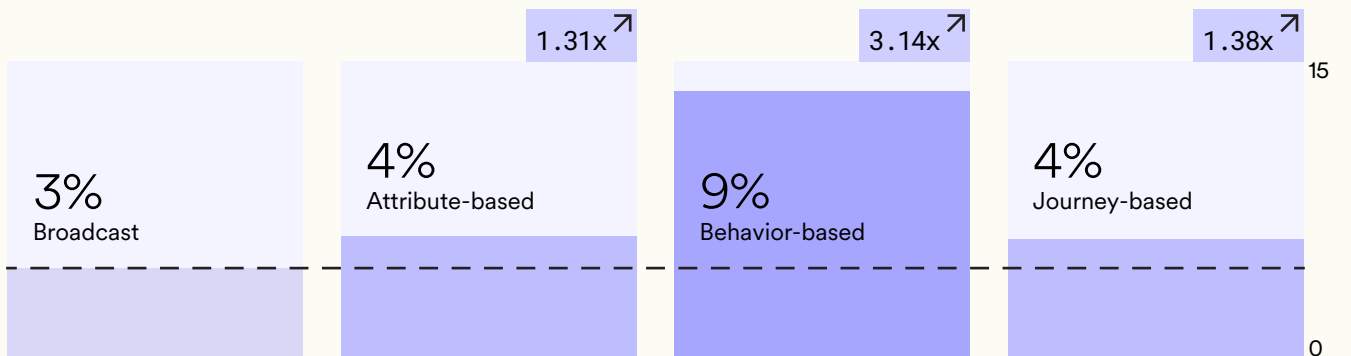
OPEN RATE

Performance % over Broadcast emails



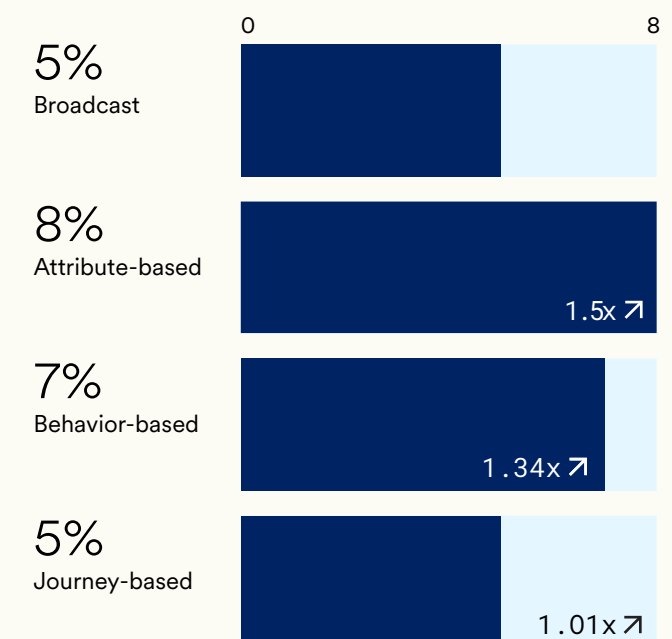
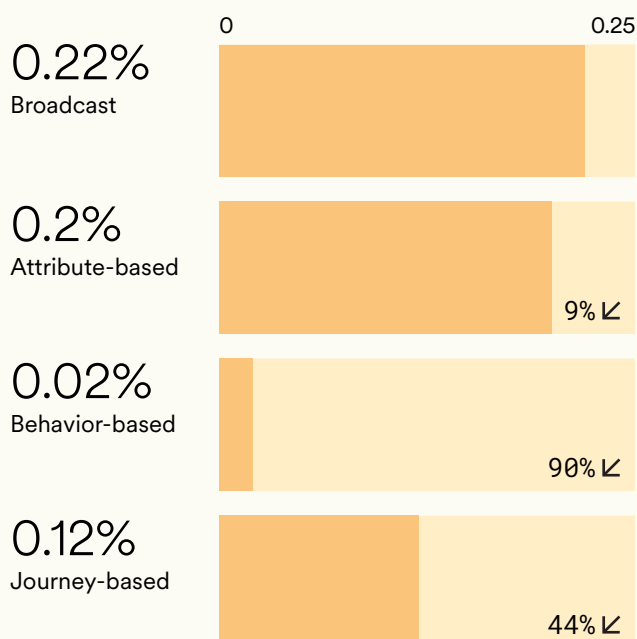
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Performance % over Broadcast emails



UNSUBSCRIBE RATE

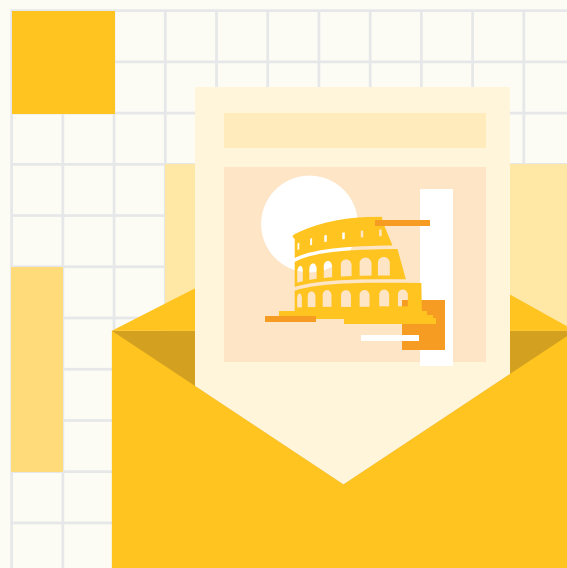
CONVERSION RATE



UNCOMPLICATED INSIGHTS FOR 2025

Capitalize on High Open Rates

With open rates hovering around 38% to 39%, focus on maintaining engagement with relevant, visually appealing content tailored to travel preferences, past bookings, and other factors.



Boost CTOR with Timely Offers

Behavior-based emails have the highest CTOR (9%). Simplify your campaigns by automating time-sensitive offers such as last-minute deals and seasonal promotions based on customer actions.

BEST-TIMED METRICS BY INDUSTRY

BEST AND WORST DAYS OF
THE WEEK FOR EMAILS

BEST AND WORST MONTHS OF
THE YEAR FOR EMAILS

UNCOMPLICATED INSIGHTS FOR
THE BEST-TIMED EMAIL EXPERIENCES

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.



If your brand sends poorly timed emails too often, consumers might unsubscribe, report, or churn.

This can damage your **Email Domain Reputation**, decreasing your success rate for primary inbox deliveries and placements.

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.



BEST TIMED METRICS

Best and Worst Days of the Week for Emails by Industry

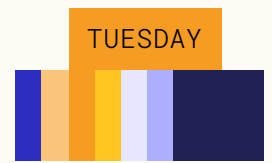
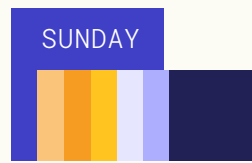
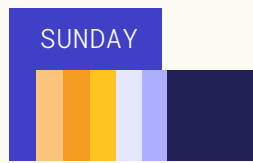
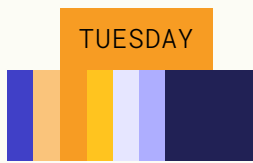
Best Day for Unique Opens

Worst Day for Unique Opens

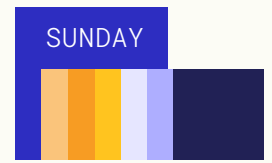
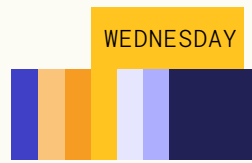
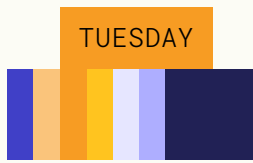
Best Day for Conversions

Worst Day for Conversions

Financial Services



Retail & E-Commerce



Media & Entertainment

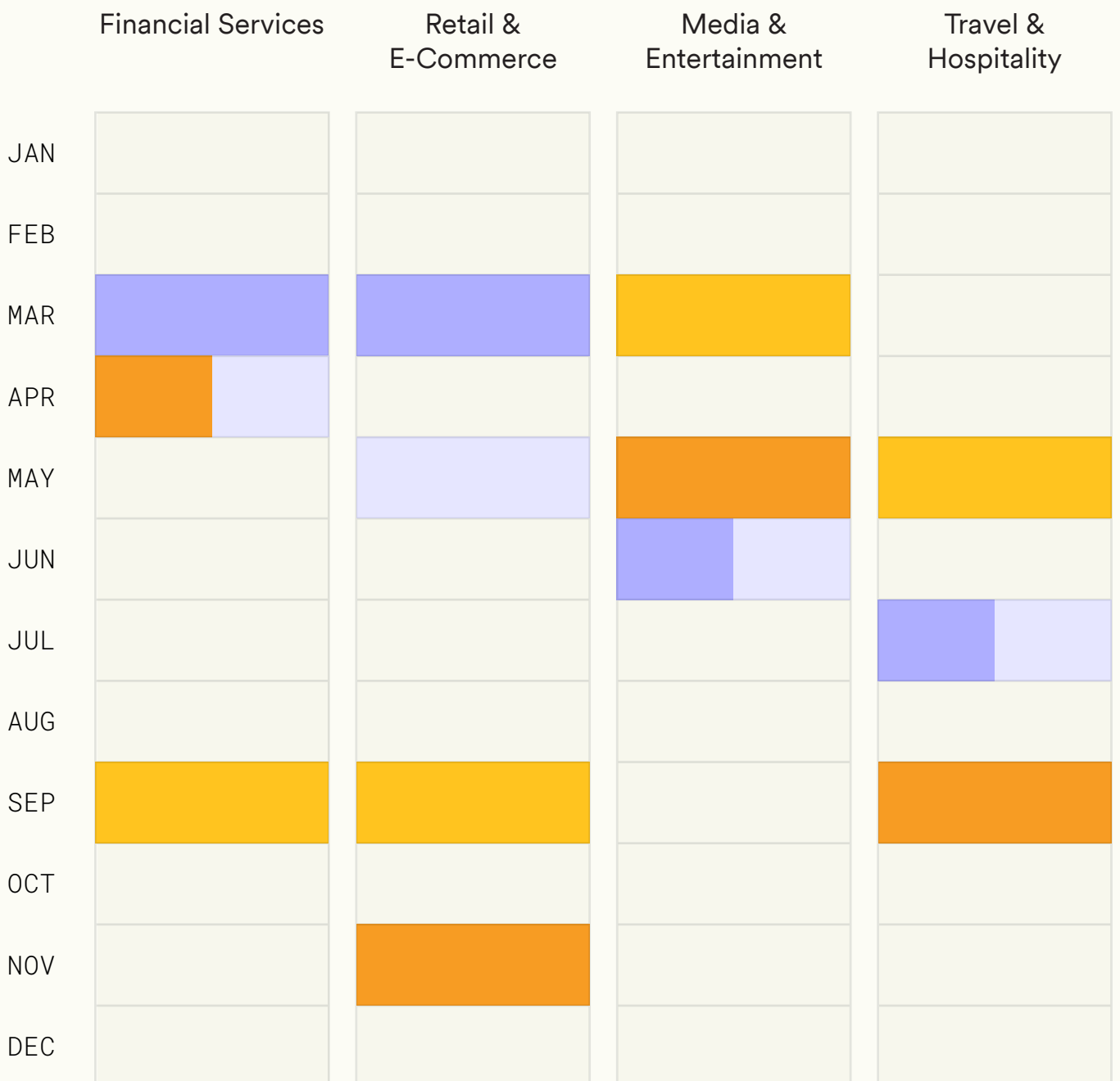
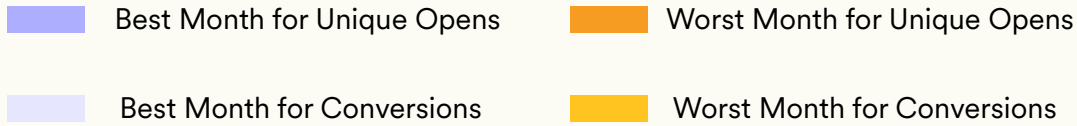


Travel & Hospitality



BEST TIMED METRICS

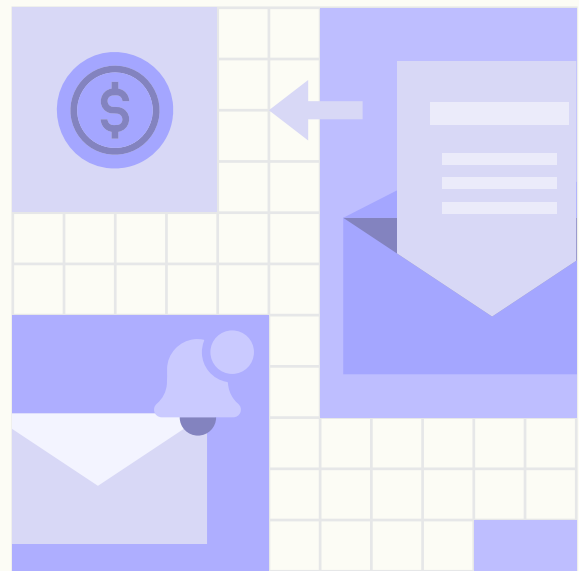
Best and Worst Months of the Year for Emails by Industry



UNCOMPLICATED INSIGHTS FOR THE BEST-TIMED EMAIL EXPERIENCES

Tuesday's Paradox - Opens vs. Conversions

Across most industries, Tuesday has high open rates but low conversions. This can be attributed to it being a day when consumers mentally catch up on emails but are not ready to take immediate action. This suggests that a single email on Tuesday might spark interest, but a follow-up campaign later in the week (Thursday or Friday) might be needed to nudge conversions.

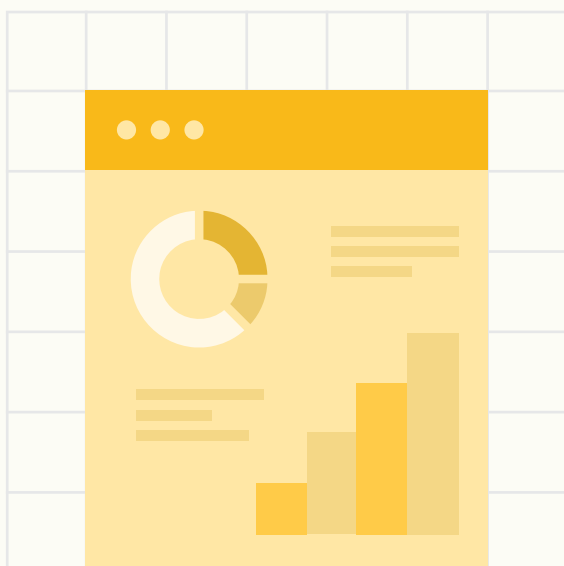


Peak Timing, Peak Performance!

Different industries have different engagement peaks. For example, Financial Services see engagement tied to tax season, while Retail is driven by seasonal sales, and Travel & Hospitality peaks around vacation periods. Aligning email campaigns with these natural peaks is critical for success.

Engagement vs. Action: Don't Settle for Just Opens

High engagement (opens) does not always translate to conversions. Across industries, follow-up strategies and nurturing campaigns need to address this gap, focusing on action-oriented messaging after the initial engagement. Don't treat all industries alike. Understand the nuances of your sector and align your emails with these optimal engagement windows for maximum impact.



Analyze and Attribute. Always!

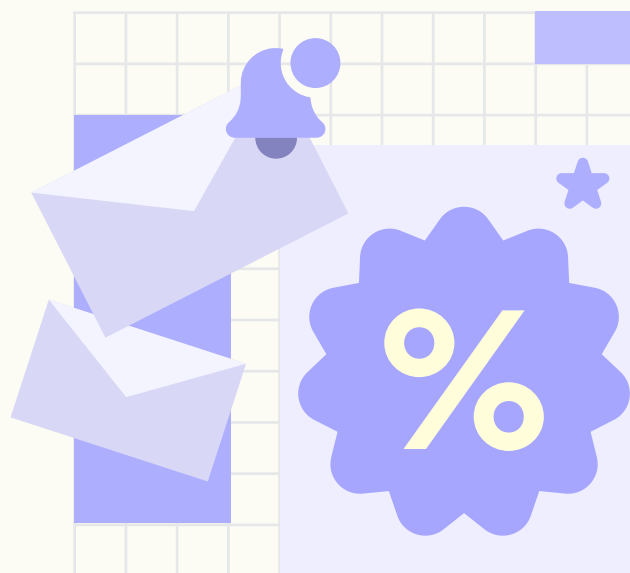
While the charts above provide the industry trends, the reality of the facts can change depending on evolving consumer behavior. Additionally, open rates are heavily influenced by your subject lines, and conversion rates involve various factors like the email type, audience type, timing, buyer stage, CTA, discounts, etc.

For the most efficient, and effective results, you can use [Merlin AI](#) to create and optimize your subject lines and open rates. You can use a tool like [Sherpa AI](#) to make sure your customers are sent personalized emails with the right offer at the best times.



The Cross-channel Strategy: Engage, Nurture, Convert

High open rates on Tuesday are often just the first step in a longer conversion journey, especially in industries like Financial Services and Retail & E-Commerce. Brands that succeed use a multi-touch cross-channel strategy—starting with an interest-sparking email on Tuesday, followed by a push notification reminder and a geolocation-based offer later in the week. If you rely on just one email, you're leaving potential conversions on the table. Use a nurturing sequence of automated emails to turn clicks into commitments.



PLATFORM METRICS AND CAPABILITIES

EMAIL DELIVERY RATES BY INDUSTRY

BEYOND THE BENCHMARKS

SPEEDING UP EMAIL MARKETING WITH A CEP

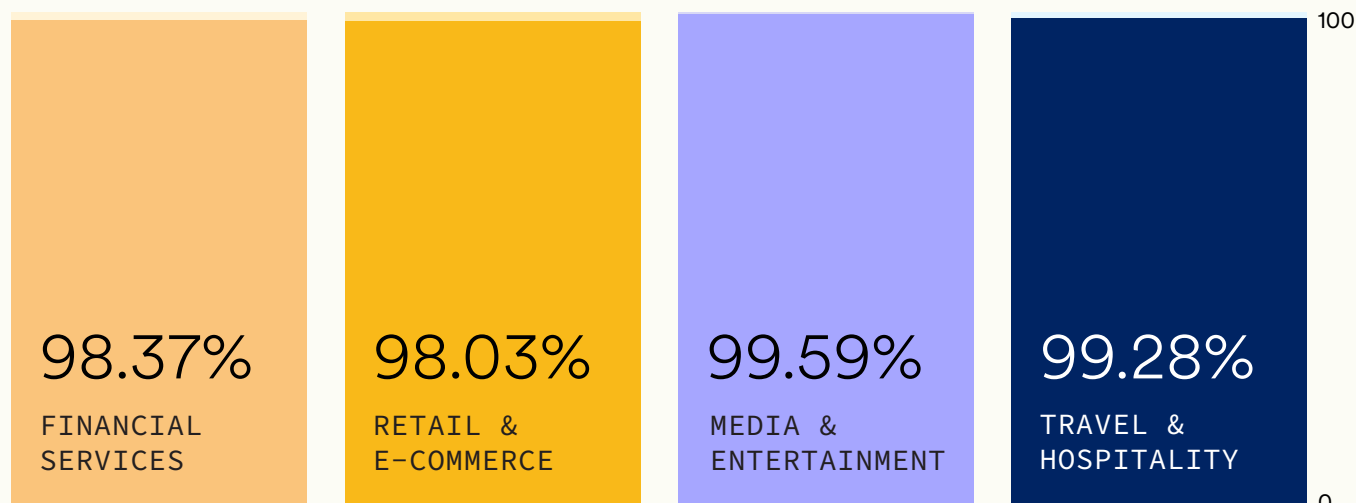
STRAIGHT FROM THE CUSTOMERS' INBOX

SIMPLIFY EMAIL WITH A CEP

PLATFORM METRICS AND CAPABILITIES

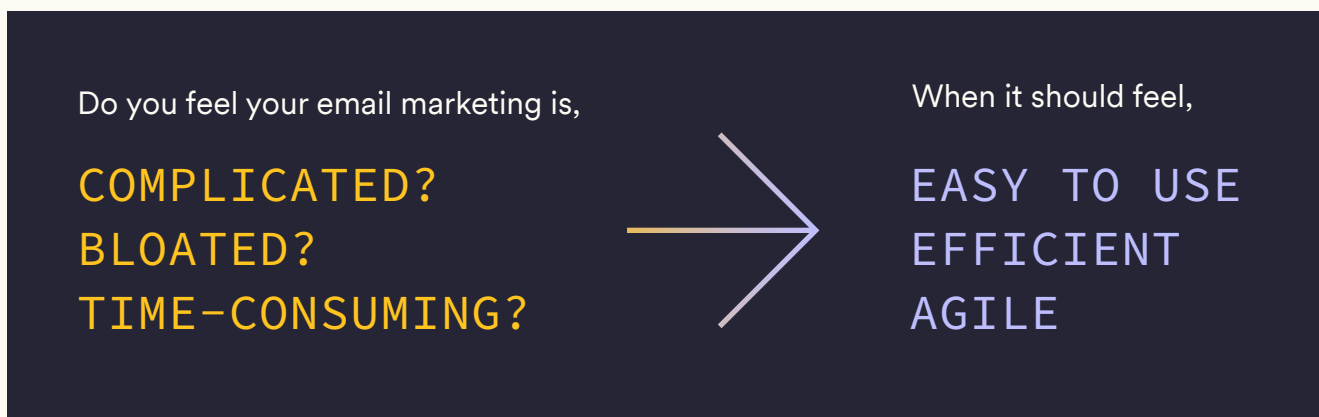
Email Delivery Rates by Industry

Keeping a high email domain reputation is essential to customer inbox placements for your campaigns. After all, you want to ensure that your emails are placed in your customers' inboxes, not their spam and junk folder.



Beyond the Benchmarks

Your email performance isn't just restricted to the awesome emails you write. You could have the best subject lines and contextually personalized emails. However, that doesn't save you from the complications of a slow and rigid email tech stack. If you feel that your email vendor isn't delivering you the right insights and the results at the best times, you NEED to ask yourself these questions:




Speeding Up Email Marketing with a Customer Engagement Platform (CEP)

A Customer Engagement Platform or CEP helps unify your customer data across different tools and softwares to analyze and automate engagement at scale.

To put things into perspective, we asked brands across Financial Services and Retail & E-Commerce industries about the impact they saw after using a CEP. Here's what we found out:



Financial Services

Campaign Setup & Go-Live

	<table><thead><tr><th>BEFORE</th><th>AFTER</th></tr></thead><tbody><tr><td>1 month</td><td>→ 1 hour</td></tr></tbody></table>	BEFORE	AFTER	1 month	→ 1 hour
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1 month	→ 1 hour				
<i>IndusInd Bank</i>	<table><thead><tr><th>BEFORE</th><th>AFTER</th></tr></thead><tbody><tr><td>14 days</td><td>→ 15 minutes</td></tr></tbody></table>	BEFORE	AFTER	14 days	→ 15 minutes
BEFORE	AFTER				
14 days	→ 15 minutes				

Retail & E-Commerce

Campaign Setup & Go-Live

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BEFORE	AFTER				
60 minutes	→ 5 minutes				
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BEFORE	AFTER				
Several days	→ 20 minutes				

Straight from the Customers' Inbox

Financial Services

How Philippines' Fastest Growing Bank, GoTyme, Unified **3 million+ Siloed Customers**

READ THEIR STORY



"From 1 month to 1 hour - By using MoEngage's capabilities, we're now able to execute campaigns faster than ever before, significantly boosting operational efficiency and growth."

- Jamil Fabia
Strategy & Proposition



Retail and E-Commerce

7-Eleven Vietnam Drives **303% Increase in New App Customers** With 360-degree Customer Profile

READ THEIR STORY



"We found our ideal Customer Engagement Platform in MoEngage. Considering our scale of operations, our integration has been extremely smooth. Since the beginning, the local team has been diligent and supportive, always helping us with quick resolutions to all our queries. With our partnership, we have seen a 78% increase in MAUs and an incredible 303% increase in new customers on the app."

- Trung Luong
Director of Technology



Straight from the Customers' Inbox

Media and Entertainment

Soundcloud
migrates **200+**
Campaigns to
MoEngage for
**100M+ Users in
12 Weeks**

READ THEIR STORY



“Here at SoundCloud, we consider MoEngage as a true partner with over 90+ team members across content, product and marketing using the platforms on a daily basis to create, launch and deliver engaging experiences for our fans and artists. Their support teams helped us migrate 200 live campaigns from the previous platform seamlessly in 12 weeks, while also providing custom support to solve biggest challenges.

- Hope Barrett
Director of Product Management



Travel and Hospitality

OYO Rooms
Observes
**8X Increase in
Engagement with
Seamless
Omnichannel
Engagement**

READ THEIR STORY



“MoEngage is a highly scalable tool that complements OYO's growth plans. They have a product team that works with agility to deliver new product feature requests in less than a quarter. We are also thoroughly impressed with the customer success team that gives quick resolutions for all our queries

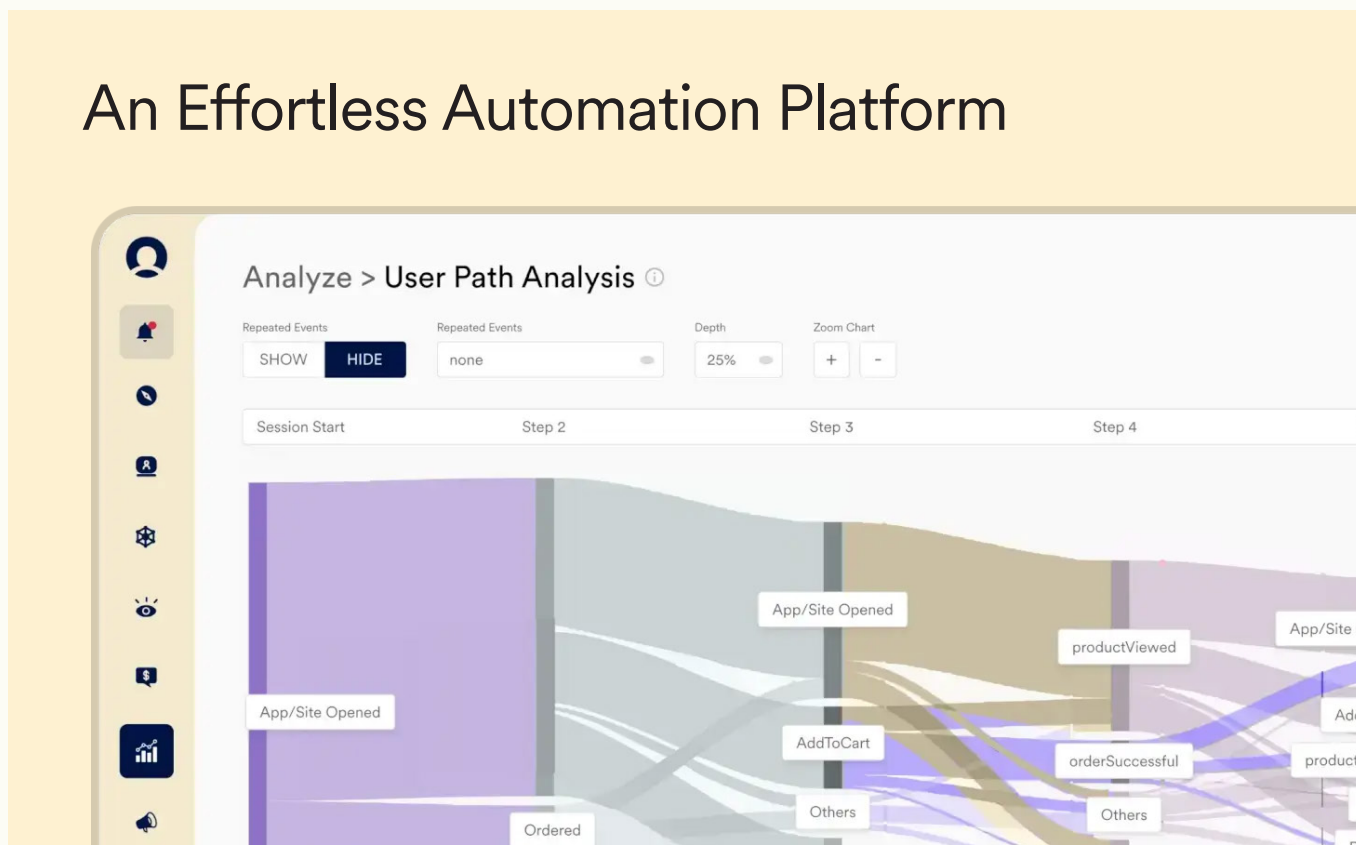
- Pranav Kumar
CRM Head



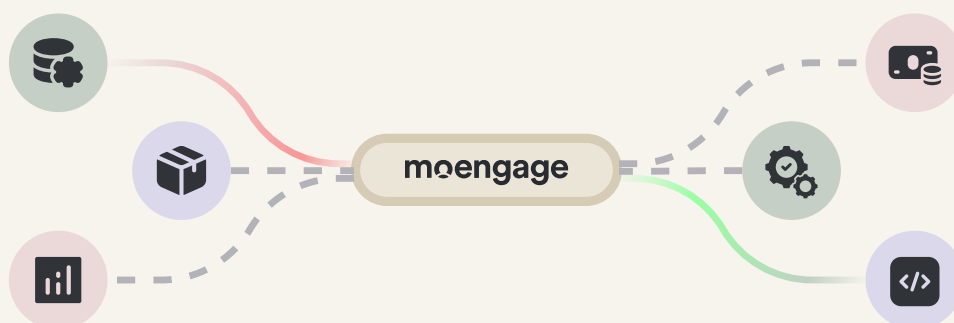
Simplify Email with a CEP and See Your Results Amplify

The positive impact of an easy-to-use and insights-filled CEP is hard to ignore over rigid and complicated legacy email platforms. With an insights-led CEP, you get

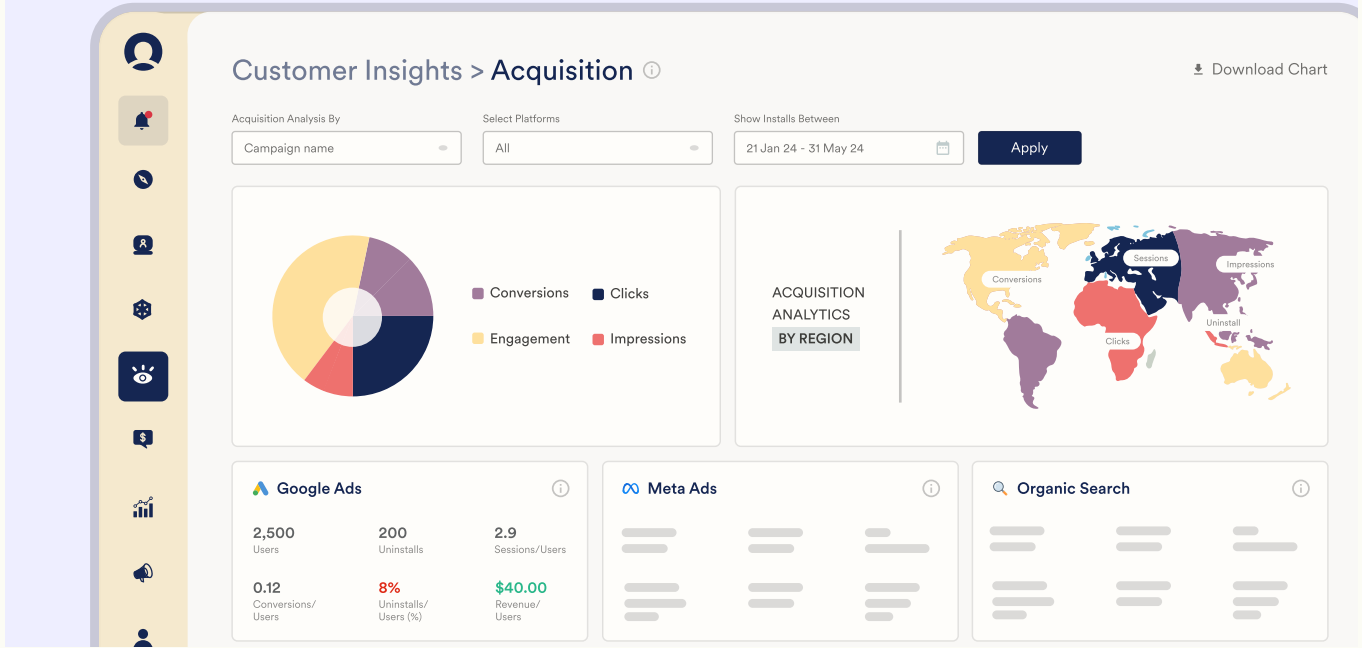
An Effortless Automation Platform



That Drives Clicks and Conversions at Speed and Scale



Filled with Real-time Analytics & Insights



With email being one of the most important channels for ROI (Return on Investment), consumer brands must be prepared to quickly equip their teams with the right insights and platform to top the email marketing charts in 2025.

It's time to supercharge your email performance.

Join

1300+ Global Brands

Uncomplicate your Email Marketing with MoEngage

TALK TO US



ABOUT MOENGAGE

MoEngage is an insights-led customer engagement platform trusted by over 1,200 global consumer brands such as Kredivo, Alfamart, Blibli, Adidas, Coca-Cola, Starbucks, 7-Eleven, XL Axiata, Trust Bank, Citibank, Dominos, Samsung, GoTyme, Vidio, Yesstyle, RupaRupa, Atome, Home Credit, and CIMB Bank. MoEngage combines data from multiple sources to help brands gain a 360-degree view of their customers.

MoEngage Analytics arms marketers and product owners with insights into customer behavior. Brands can then leverage **MoEngage Personalize** to orchestrate journeys and build 1:1 conversations across the website, mobile, email, social, and messaging channels. **MoEngage Inform**, the transactional messaging infrastructure, helps unify promotional and transactional communication to a single platform for better insights and lower costs. MoEngage's **AI Suite** helps marketers develop winning copies and creatives, as well as optimize campaigns and channels that boost engagement and help with faster execution.

Leading consumer brands in 59 countries use MoEngage to power digital experiences for over a billion monthly customers. 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 Contender in The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing Platforms for B2C Enterprises 2023.



Gartner
Peer Insights™

Gartner

FORRESTER®



For more info, visit www.moengage.com

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