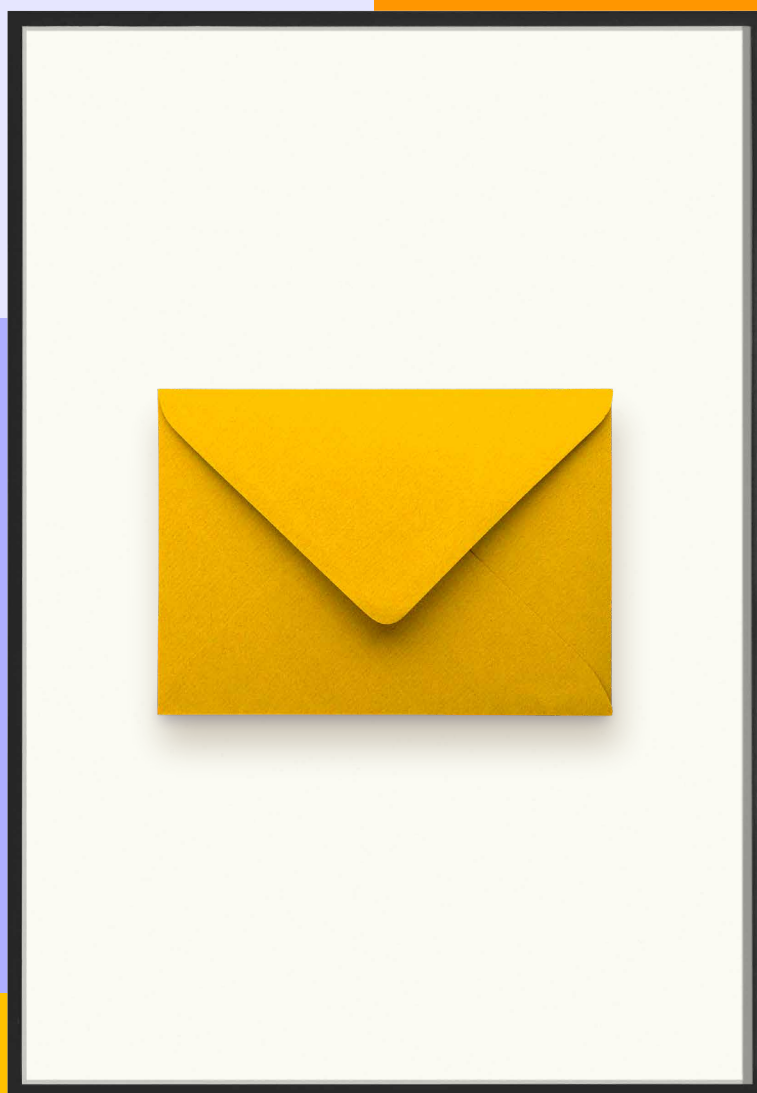


(UNCOMPLICATE)

# Email Marketing Benchmarks for 2025 & Beyond

AUSTRALIA AND NEW ZEALAND EDITION

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



**moengage**

EMAIL  
BENCHMARKS  
REPORT 25

# INSIGHTS OVERVIEW

17.3  
Billion Emails

10 Metrics

4  
Email  
Types

4 Industries

AUSTRALIA AND  
NEW ZEALAND



# FOREWORD

Email marketing continues to be one of the most effective and personalised ways to engage with customers. Yet, with a sea of metrics, strategies, and ever-evolving technologies, it's easy to feel overwhelmed. But here's something to think about—could your tech stack be holding your email marketing back?

Our latest Email Benchmarks Report, '**Uncomplicate: Email Marketing Benchmarks for 2025 & Beyond**,' is designed to help you cut through the noise. It's your roadmap to making email marketing more streamlined, personalised, and impactful. The report covers how different campaigns perform across Financial Services and Retail and E-Commerce, Media and Entertainment, and Travel and Hospitality, offering data-backed insights into what truly works.

We've taken a deep dive into various email personalisation tactics—from broad broadcast emails to those finely tuned based on **attributes, behaviours, and customer journeys**. This report is packed with strategies and features that can drive impactful results. Whether you're an email marketing veteran or just beginning to explore the space, you'll find actionable insights here that make email marketing more straightforward and effective.

Best Regards,



RAVITEJA DODDA / CEO, MOENGAGE



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Click on tile to navigate

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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 personalisation 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.

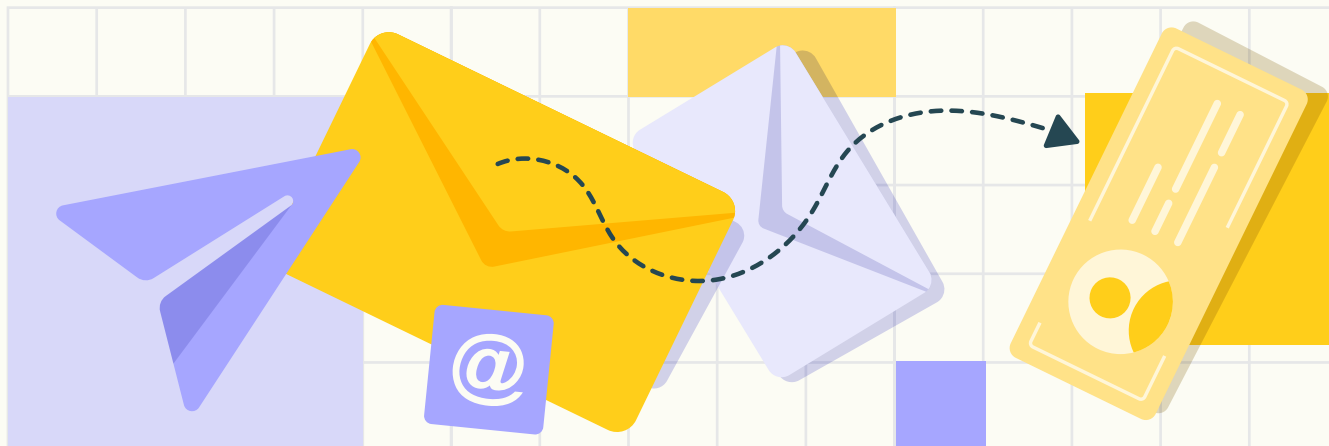
But are you truly using all the features that your email marketing platform provides today? Don't worry. We don't blame you if you aren't. Most legacy platforms today are rigid and difficult to use. The UI is usually outdated and clunky, a stark contrast, especially when the speed of planning and setting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

But before making email quick and easy for you, let's decode how personalisation 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 personalisation. These often deliver lower engagement across most metrics.

### Attribute-based Personalisation

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

### Behaviour-based Personalisation

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

### Journey-based Personalisation

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 analyse industry-specific broadcast emails against personalised ones.

# CAMPAIGN METRICS

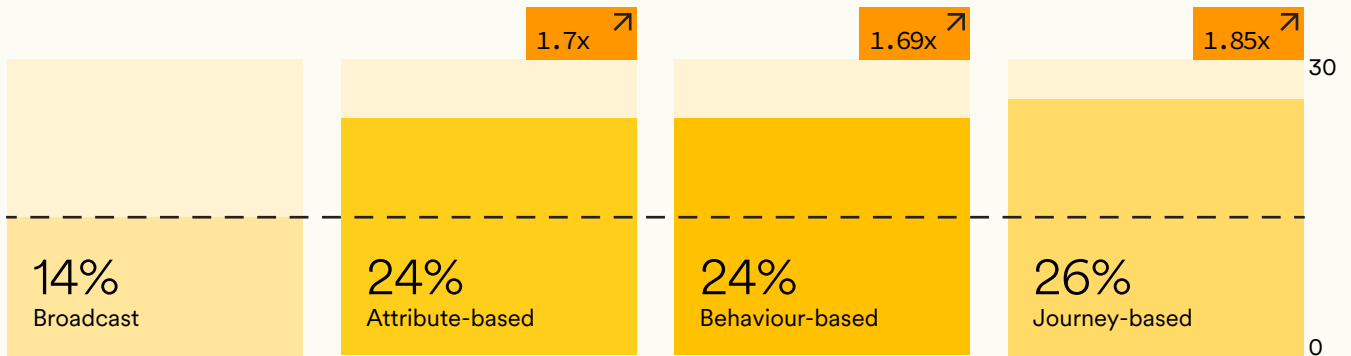
FINANCIAL SERVICES  
RETAIL & E-COMMERCE  
MEDIA & ENTERTAINMENT  
TRAVEL & HOSPITALITY

CAMPAIGN METRICS

# Financial Services

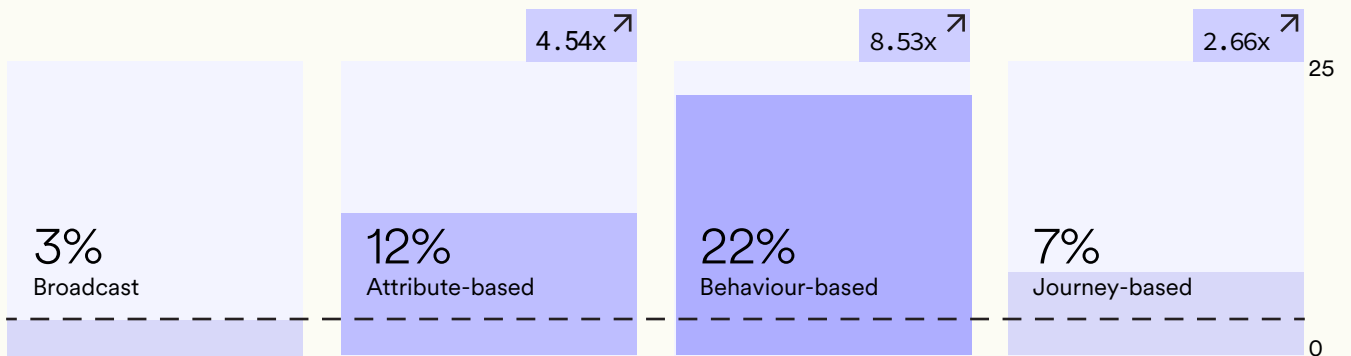
## OPEN RATE

Performance % over Broadcast emails

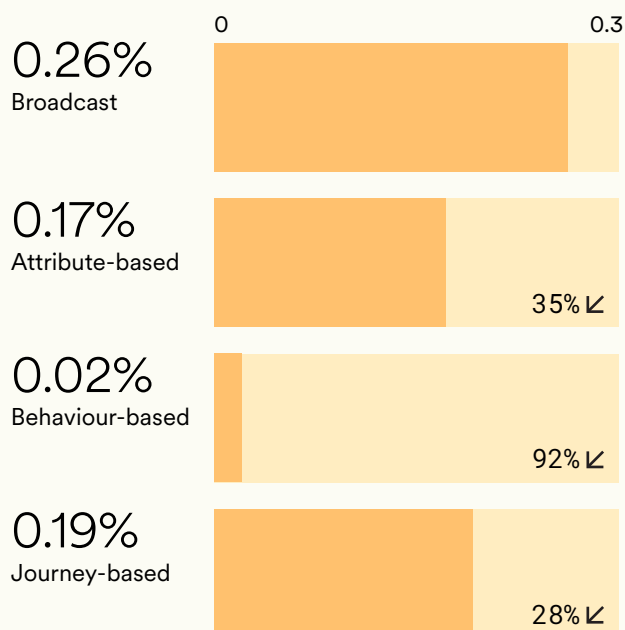


## CTOR

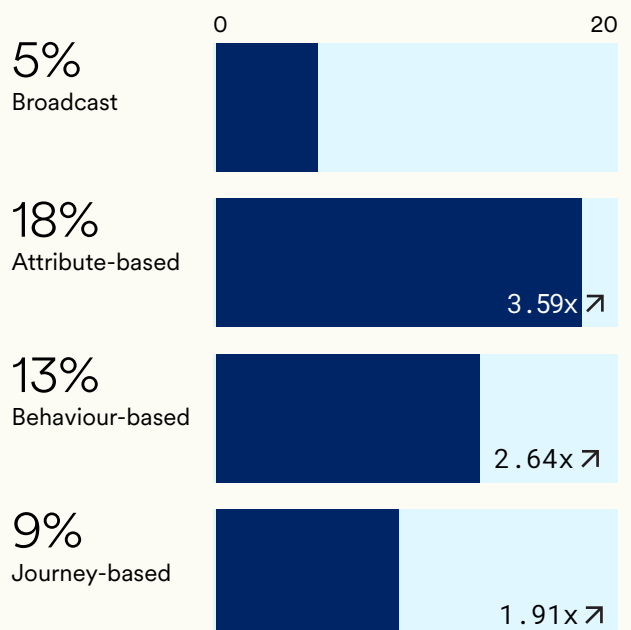
Performance % over Broadcast emails



## UNSUBSCRIBE RATE



## CONVERSION RATE

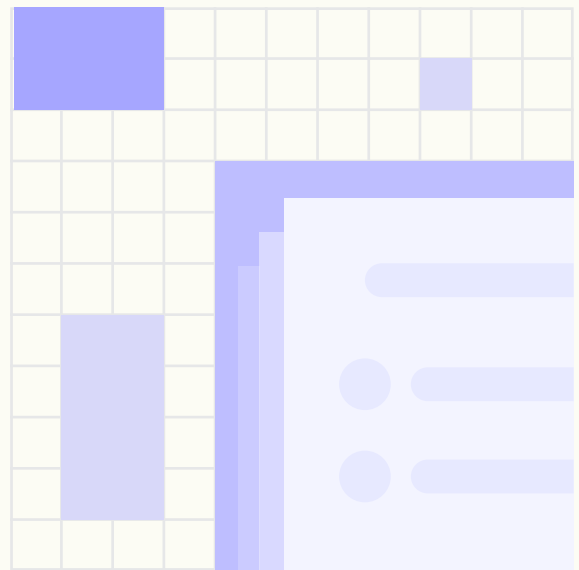




# UNCOMPLICATED INSIGHTS FOR 2025

## Deploy Journey-based Emails for Onboarding and Educating

Journey-based campaigns are particularly effective for early-stage awareness and nurturing. By guiding customers through relevant steps, such as product education or introductory offers, these campaigns can build long-term engagement and foster trust.



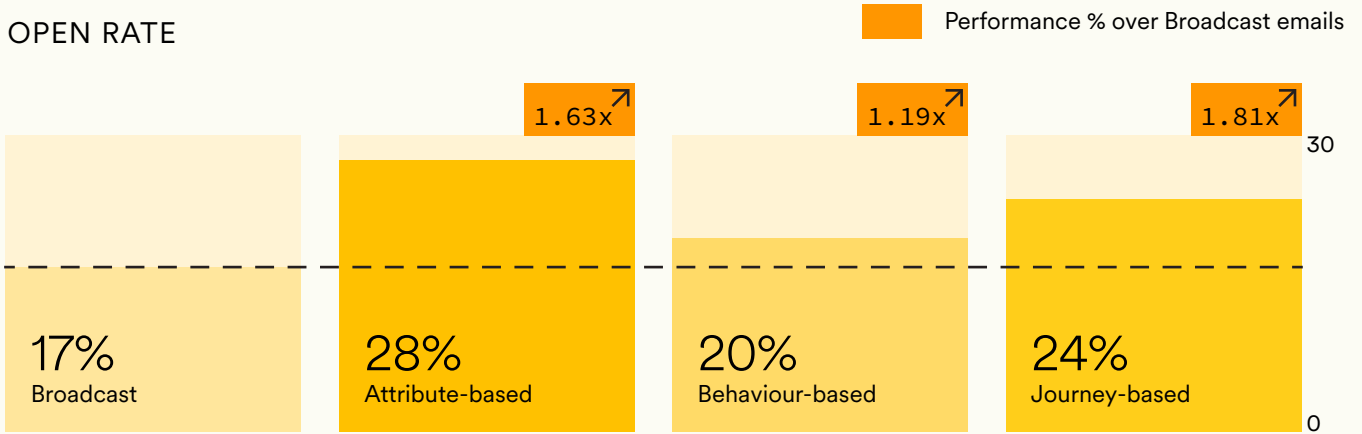
## Behaviour-Based Campaigns as Conversion Powerhouses

Invest in behaviour-based campaigns by leveraging data on customer actions (e.g., viewed products or transactions). This approach can maximise conversions by addressing specific needs and preferences.

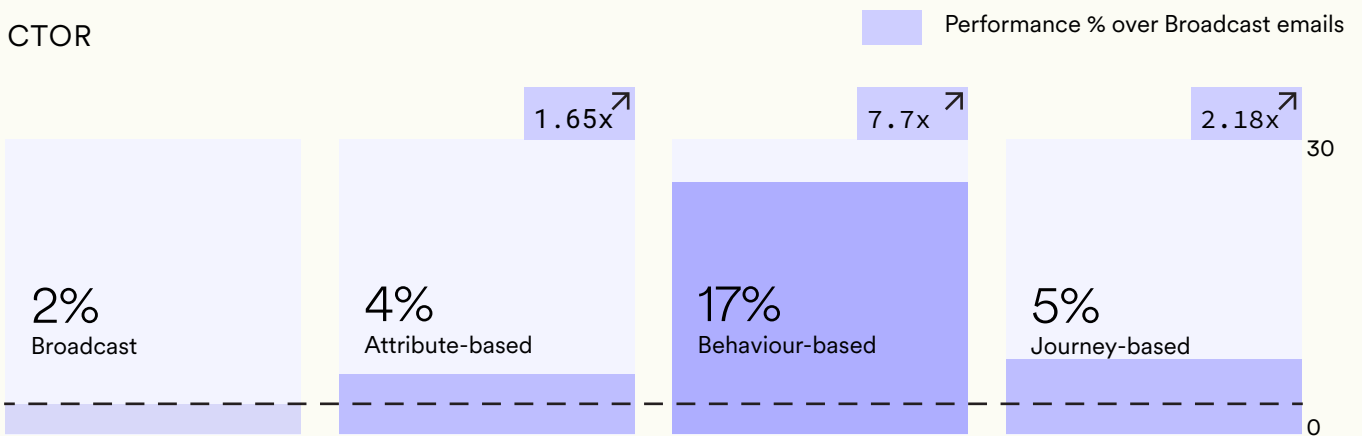
CAMPAIGN METRICS

# Retail & E-Commerce

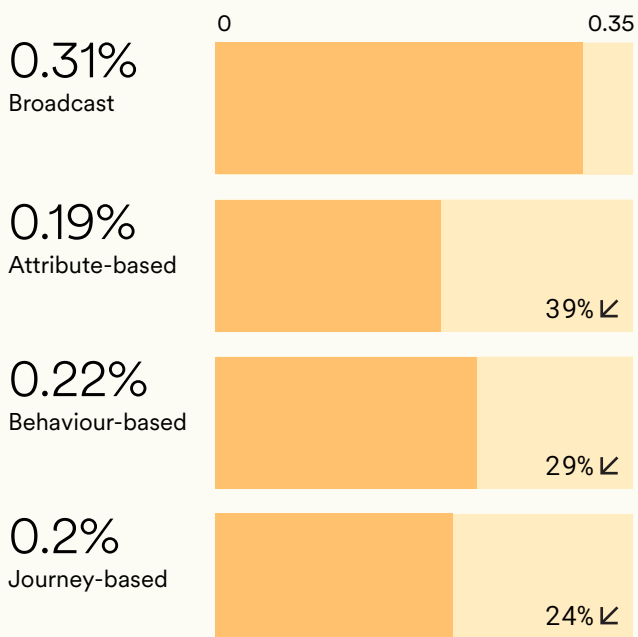
## OPEN RATE



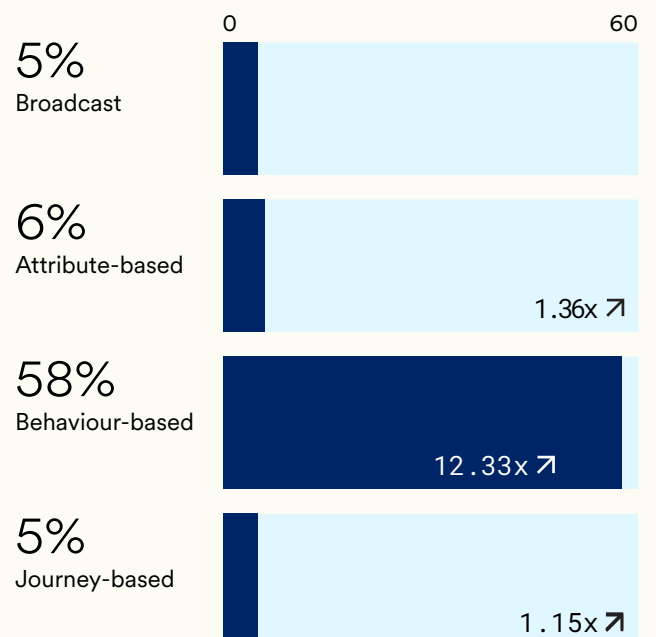
## CTOR



## UNSUBSCRIBE RATE



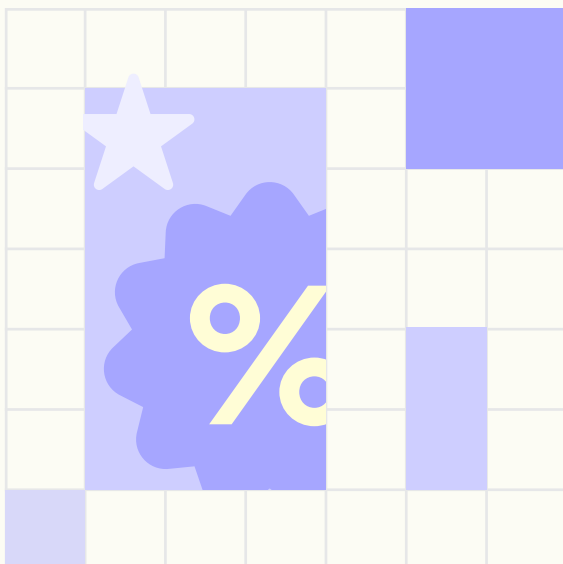
## CONVERSION RATE



# UNCOMPLICATED INSIGHTS FOR 2025

## Use Behaviour-based Campaigns to Maximise Engagement

Behaviour-based emails have a 17% CTOR, which is 7.7x higher than broadcast emails, making them highly engaging. Include personalised recommendations, product updates based on recent interactions, or special offers to encourage further action.



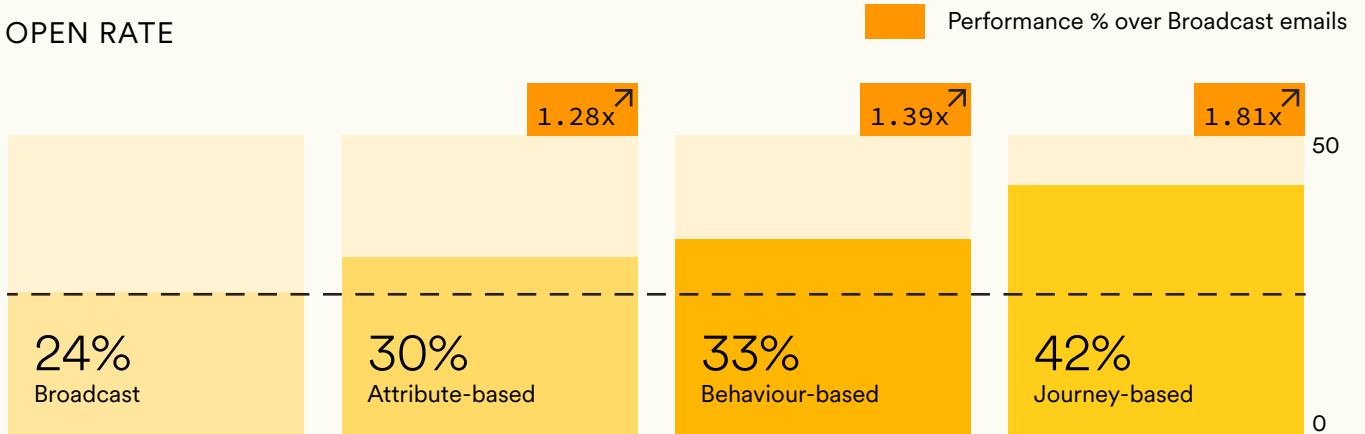
## Journey-Based Campaigns for Nurturing and Retention

Use journey-based campaigns to build customer loyalty and encourage repeat purchases. For instance, follow up with a customer after their first purchase with suggestions for related products or offer exclusive discounts for their next purchase.

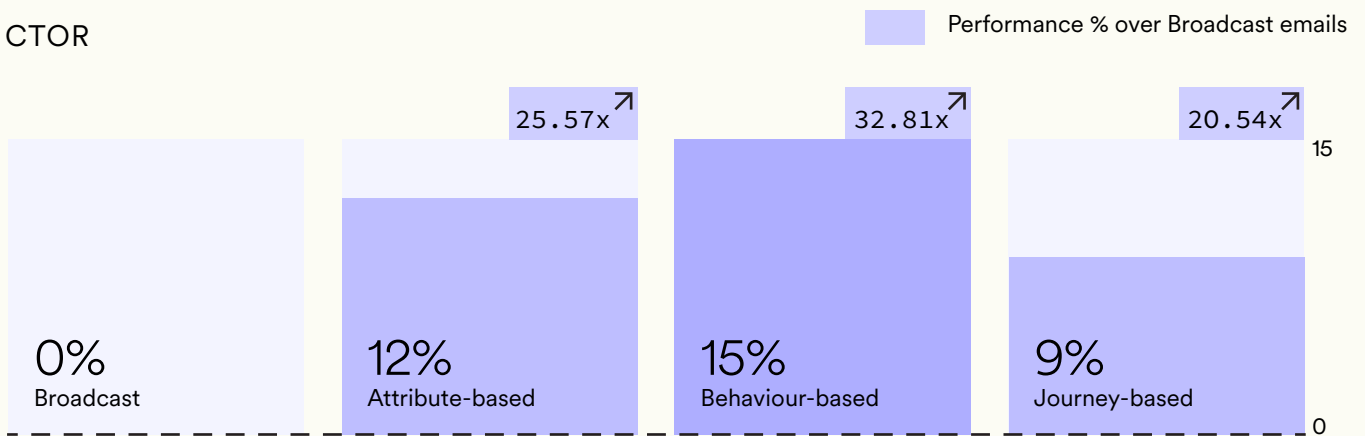
CAMPAIGN METRICS

# Media & Entertainment

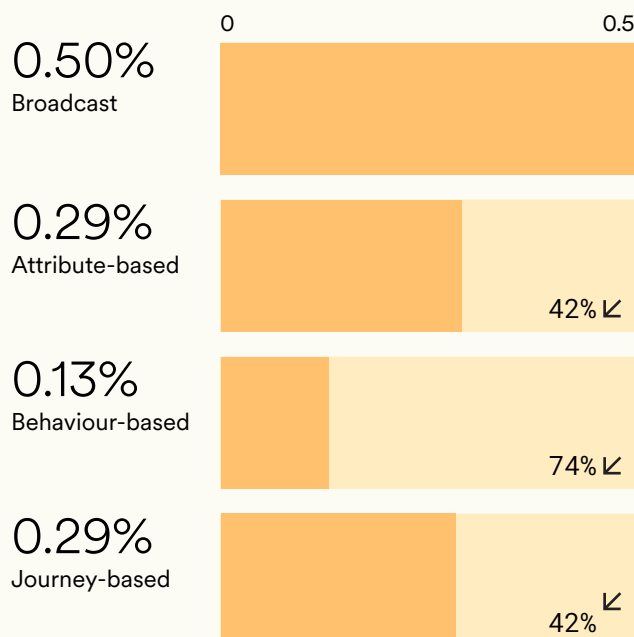
## OPEN RATE



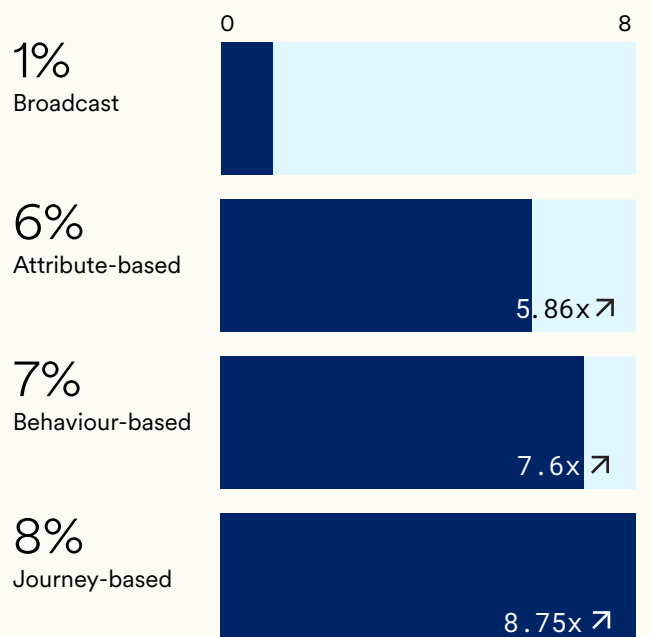
## CTOR



## UNSUBSCRIBE RATE



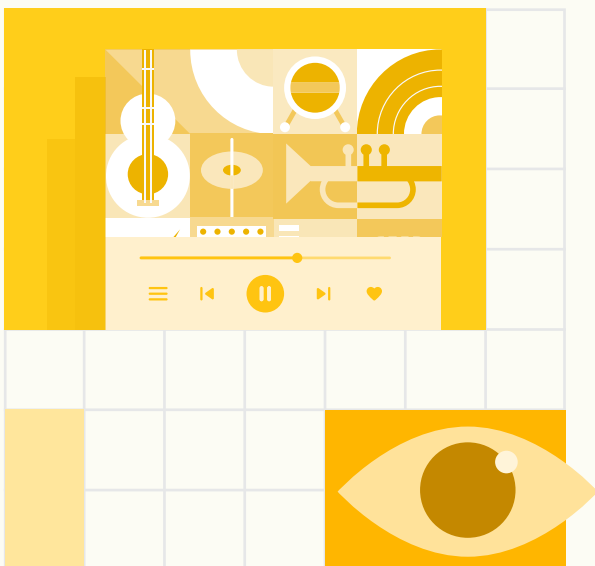
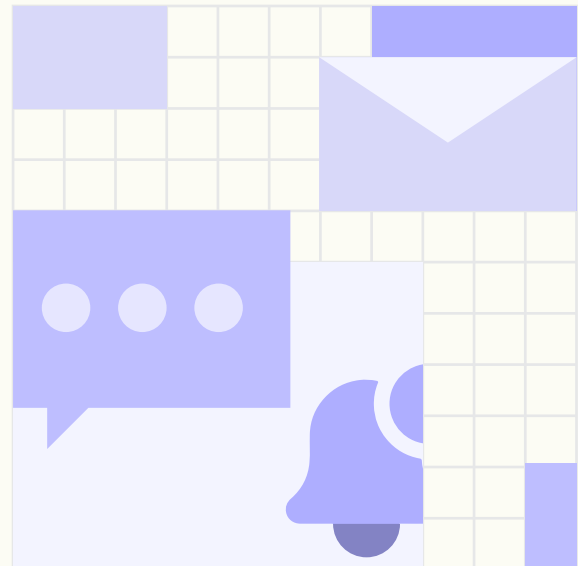
## CONVERSION RATE



# UNCOMPLICATED INSIGHTS FOR 2025

## Journey-Based Campaigns as the Best Performers in Conversion

Employ journey-based campaigns to nurture customers towards premium subscriptions or exclusive access to certain content. For example, offer limited-time trials or encourage upgrades based on content they have engaged with in the past.



## Significant CTOR Boost in Behaviour-Based Campaigns

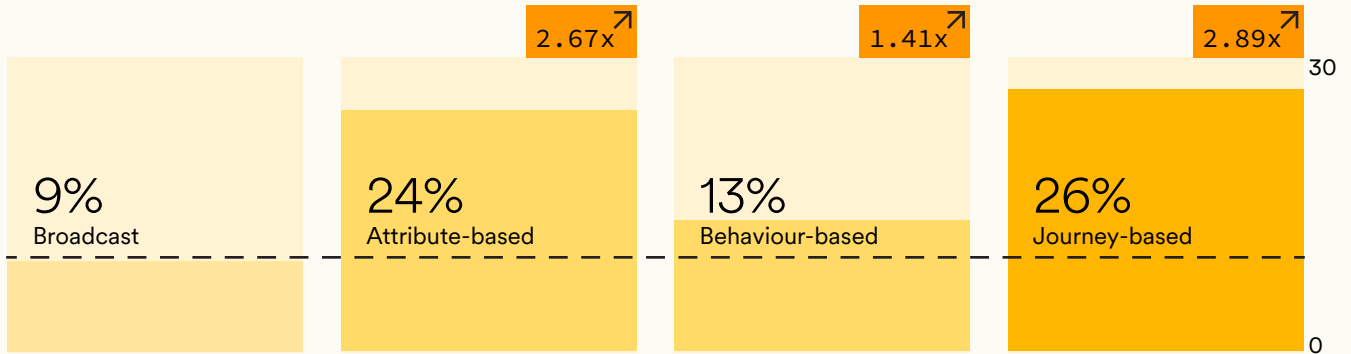
Use behaviour-based segmentation to highlight new episodes, recommend similar genres, or promote exclusive previews. Engaging customers based on their recent actions enhances relevancy and increases the likelihood of click-throughs.

CAMPAIGN METRICS

# Travel & Hospitality

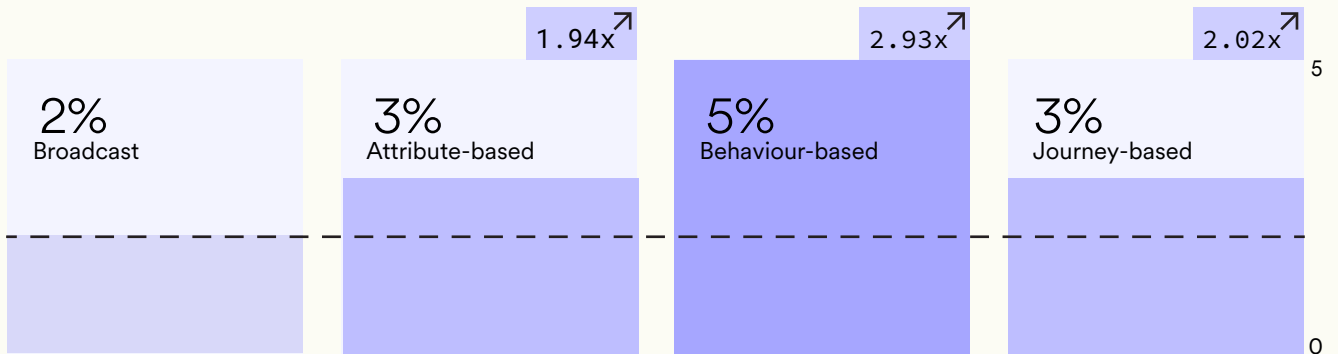
## OPEN RATE

Performance % over Broadcast emails



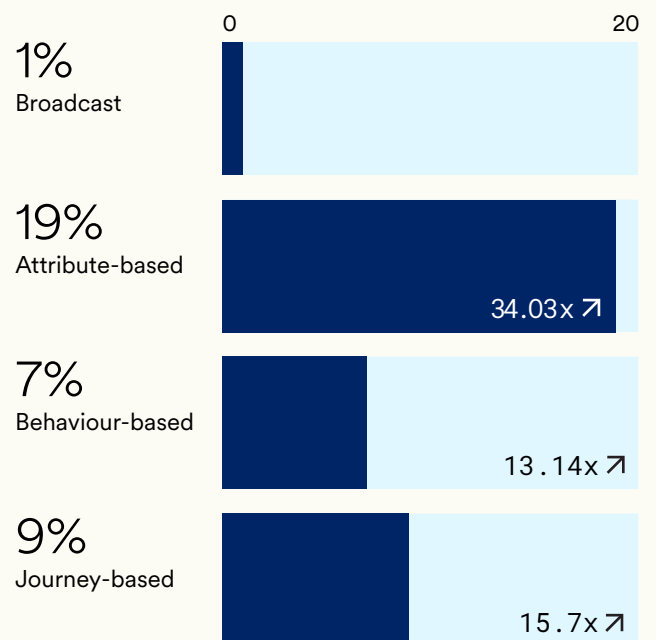
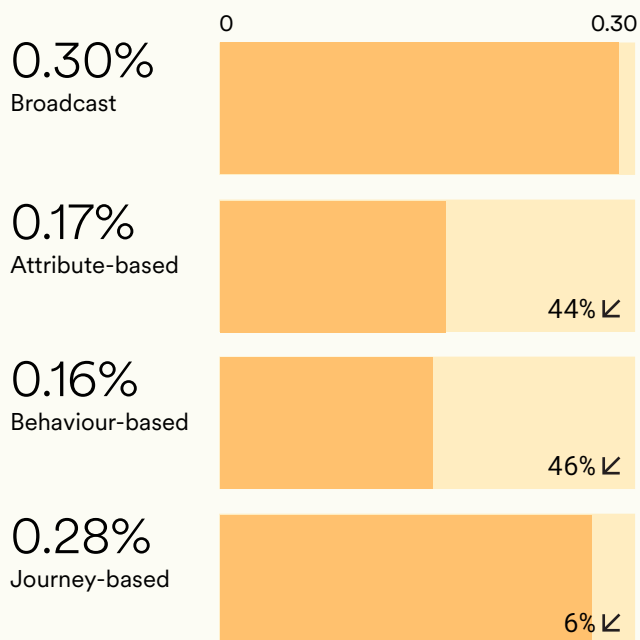
## CTOR

Performance % over Broadcast emails



## UNSUBSCRIBE RATE

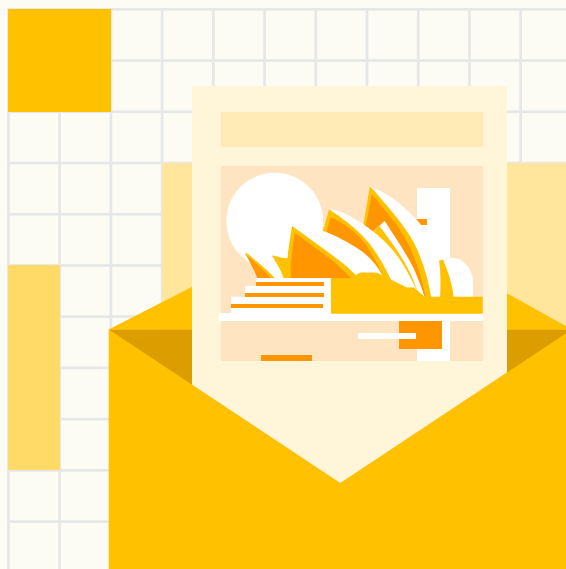
## CONVERSION RATE



# UNCOMPLICATED INSIGHTS FOR 2025

## Engage Travelers with Journey-Based Email Campaigns

Journey-based emails have the highest open rate at 26%, which is 2.89x higher than broadcast emails. Implement campaigns that align with the customer's travel planning timeline. Follow up on itinerary research, send reminders about trip preparation, or offer last-minute deals.



## Drive Bookings via Attribute-Based Recommendations

Personalise offers based on travel attributes such as family size, preferred travel style, or past booking history. Recommend family vacation packages to users with children or luxury experiences to those who prefer high-end travel. This approach can improve click-through rates and encourage bookings.

# BEST-TIMED METRICS BY INDUSTRY

BEST AND WORST DAYS OF  
THE WEEK FOR EMAILS

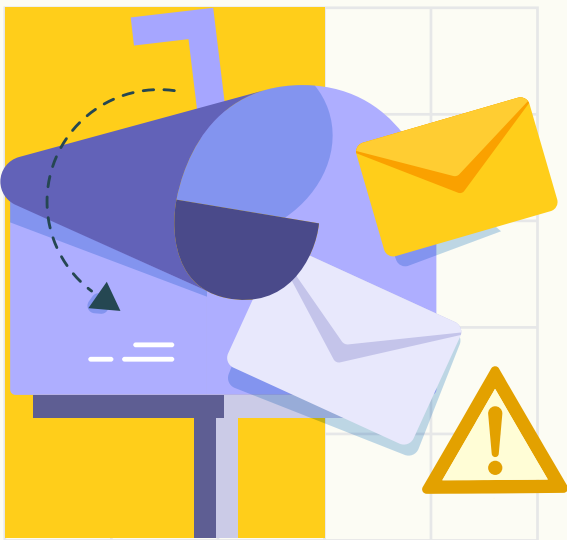
BEST AND WORST MONTHS OF  
THE YEAR FOR EMAILS

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?

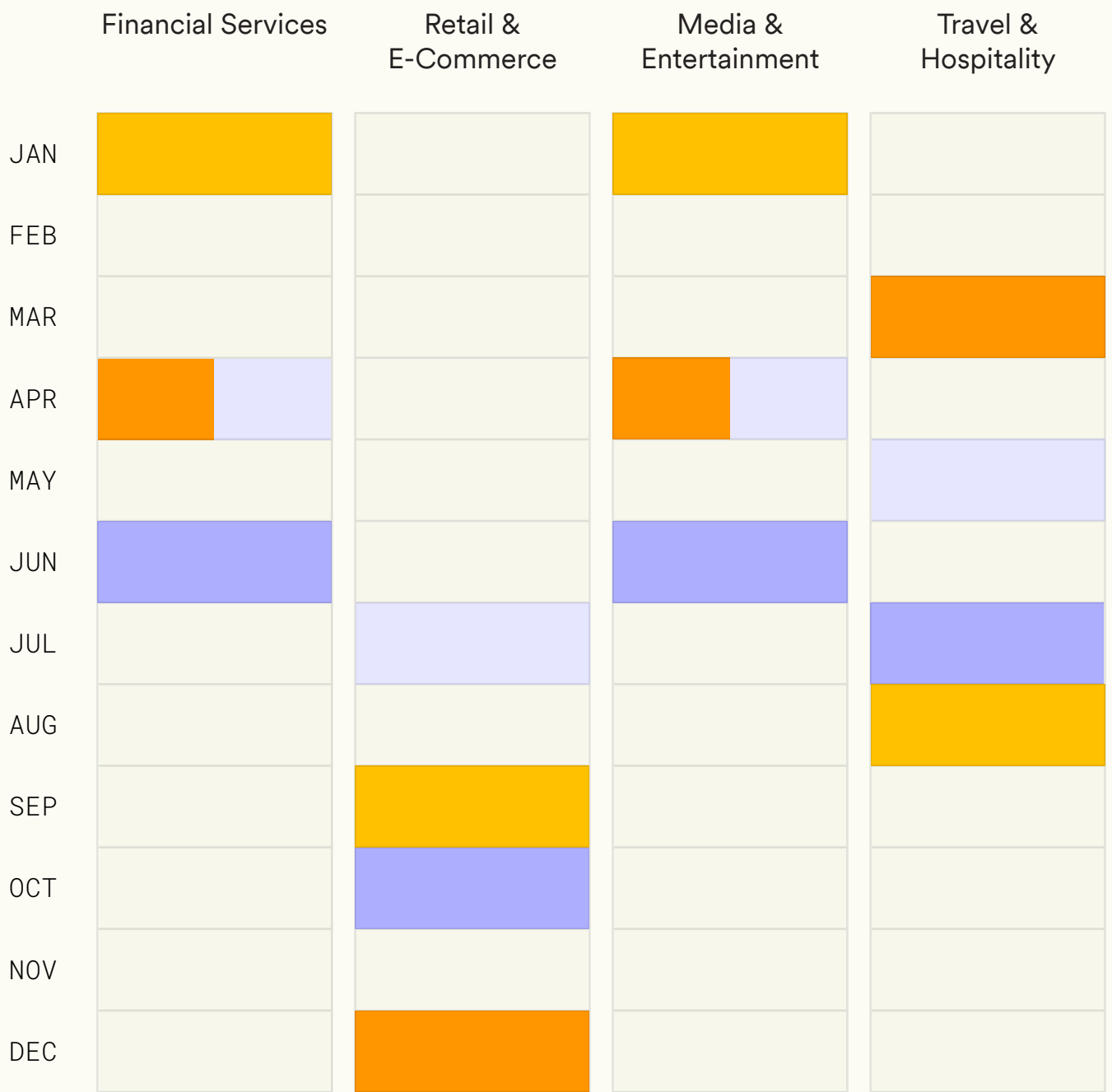
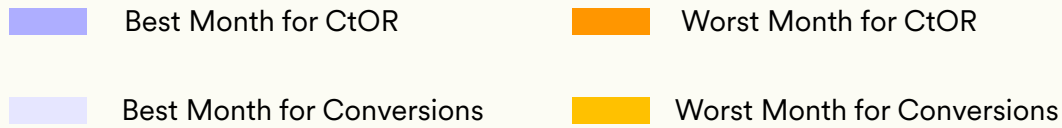
Powered by **AI**, **Next Best Action (NBA)** allows you to swiftly determine your customers' best engaging channel at the best time to maximise conversions, reducing overall marketing spends and significantly improving your customer engagement.





BEST TIMED METRICS

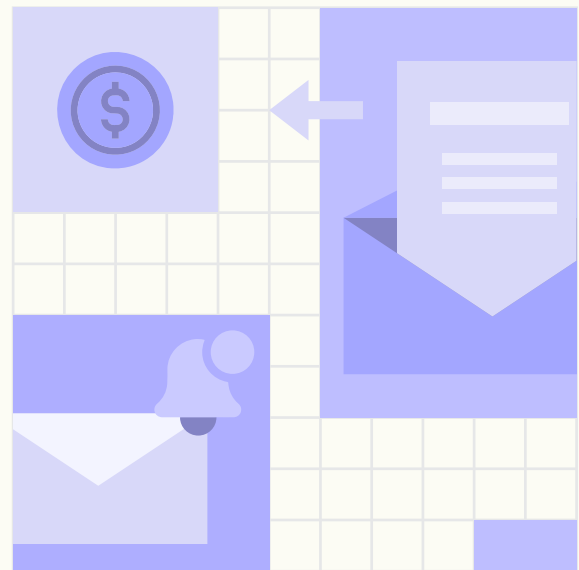
# Best and Worst Months of the Year for Emails by Industry



# UNCOMPLICATED INSIGHTS FOR THE BEST-TIMED EMAIL EXPERIENCES

## High Engagement Mondays, High Conversion Sundays

Mondays are a strong day for engagement in financial services, as consumers start the week by planning and managing their finances. For Financial Services, Use Mondays to send educational content, market insights, or product updates, as customers are more receptive to planning-related messages. Sundays show high conversion potential as consumers have time to make financial decisions without the pressures of the work week.

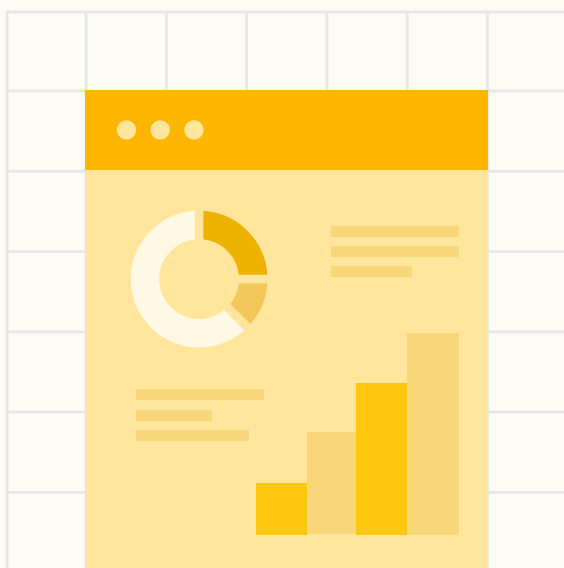


## Your Holiday Goldmine!

For shopping, use Wednesdays for product showcases, new arrivals, or limited-time offers to drive clicks. November coincides with Black Friday and the lead-up to Christmas, making it the besttime for high-conversion campaigns. Send out gift guides, early Christmas discounts, and Black Friday deals to capture holiday shoppers.

## Weekend's Coming: Hook Audiences with Friday Fun

Fridays have the highest engagement and conversion rates for media and entertainment, as consumers plan their weekend activities. Use this day to promote new content, weekend entertainment options, or subscription offers to capture attention and drive conversions. November faces increased competition from retail and holiday campaigns, leading to lower media engagement. Consider lighter content, like sneak peeks or behind-the-scenes looks, to keep customers engaged without expecting high conversions.



## Getaway Goals: Engage High-Intent Travellers

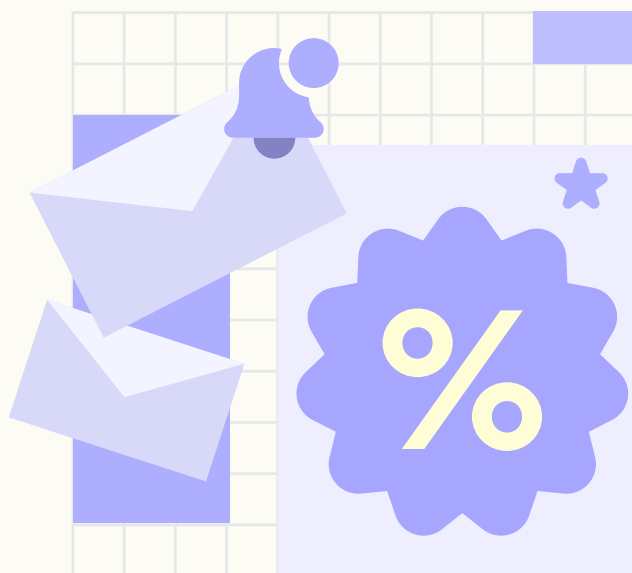
Thursdays are optimal for travel bookings and engagement as consumers consider last-minute weekend getaways or begin planning future trips. Promote travel deals, weekend packages, and limited-time offers to drive high engagement and conversion. December is the peak holiday season, with Australians and New Zealanders traveling for Christmas, New Year, and summer vacations. Promote last-minute bookings, holiday packages, and family-oriented deals to capture high-intent travelers.

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



## Tailor Your Email Strategy to Leverage Peak Engagement

Use Monday for engagement in retail and finance, Wednesday and Thursday for midweek interest in travel and browsing, and Friday for entertainment-driven campaigns. Avoid low-response days, like Tuesday for travel and Sunday for retail, to ensure emails land when audiences are most likely to engage and act.



# PLATFORM METRICS AND CAPABILITIES

EMAIL DELIVERY RATES BY INDUSTRY

BEYOND THE BENCHMARKS

SPEEDING UP EMAIL MARKETING WITH A CEP

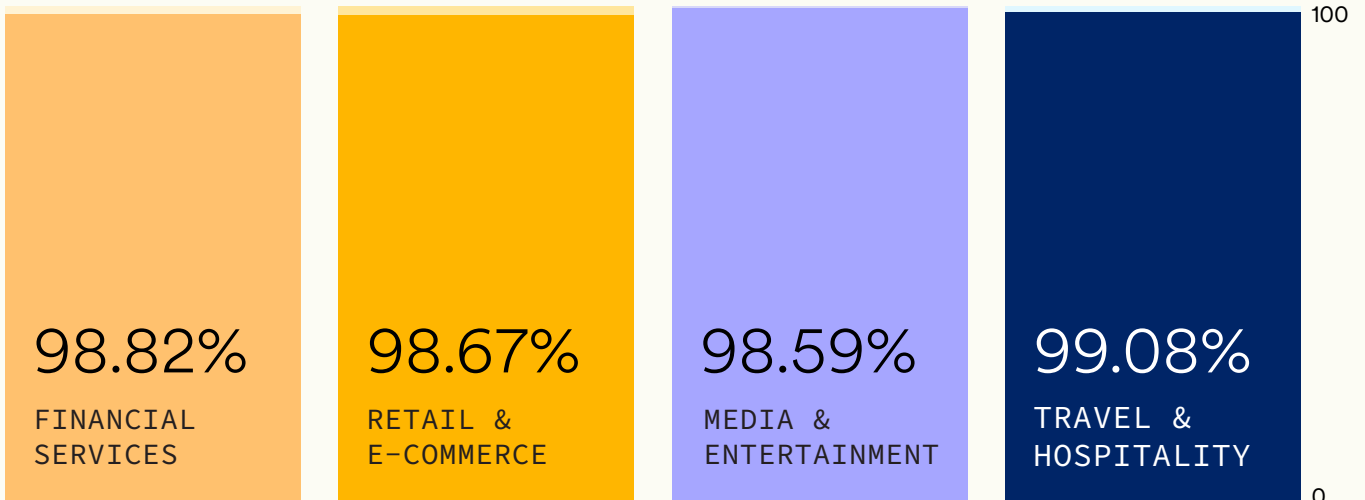
STRAIGHT FROM THE CUSTOMERS' INBOX

SIMPLIFY EMAIL WITH A CEP

PLATFORM METRICS AND CAPABILITIES

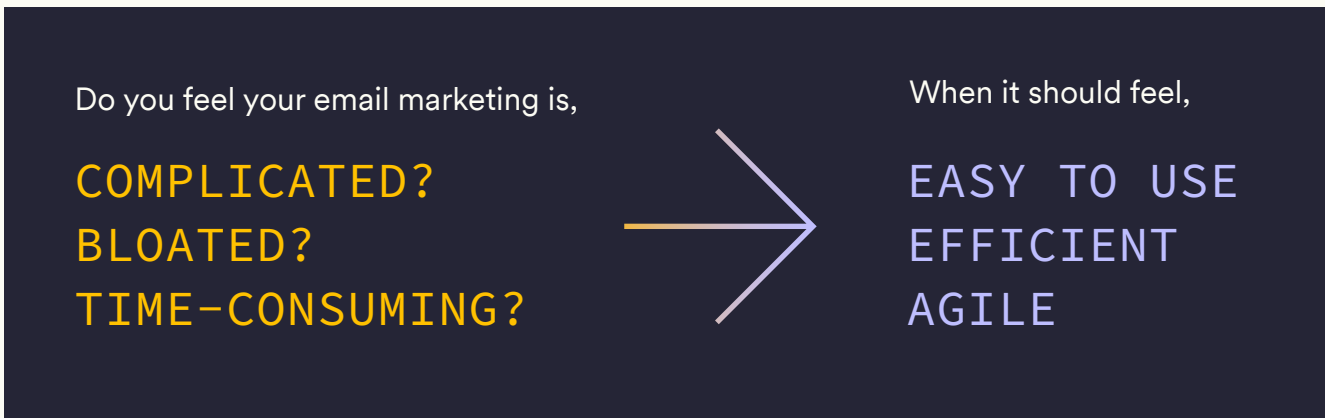
# Email Delivery Rates by Industry

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 personalised 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:





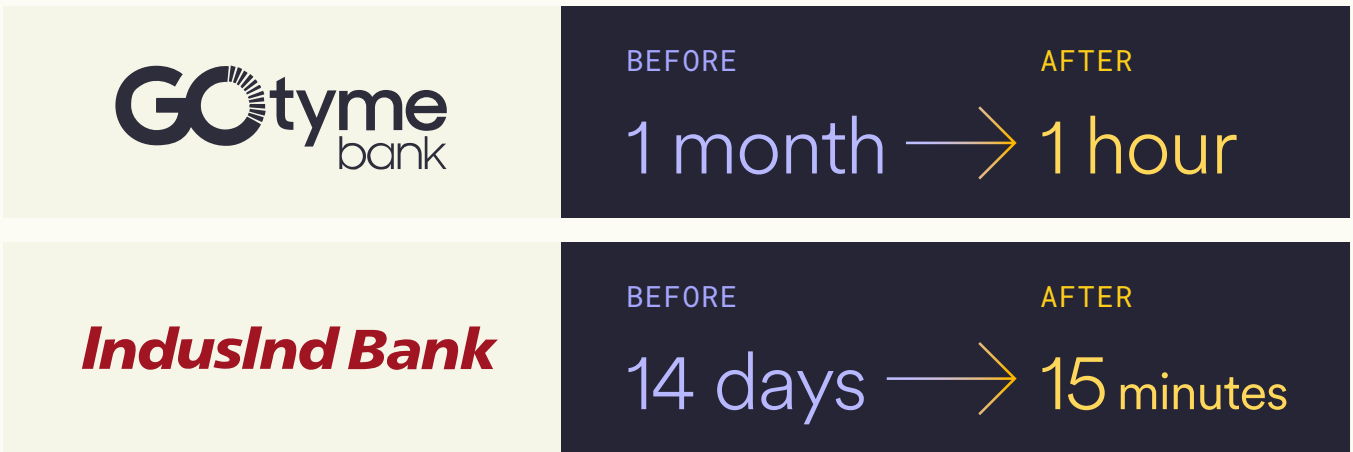
# Speeding Up Email Marketing with a Customer Engagement Platform (CEP)

A Customer Engagement Platform or CEP helps unify your customer data across different tools and softwares to analyse 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:

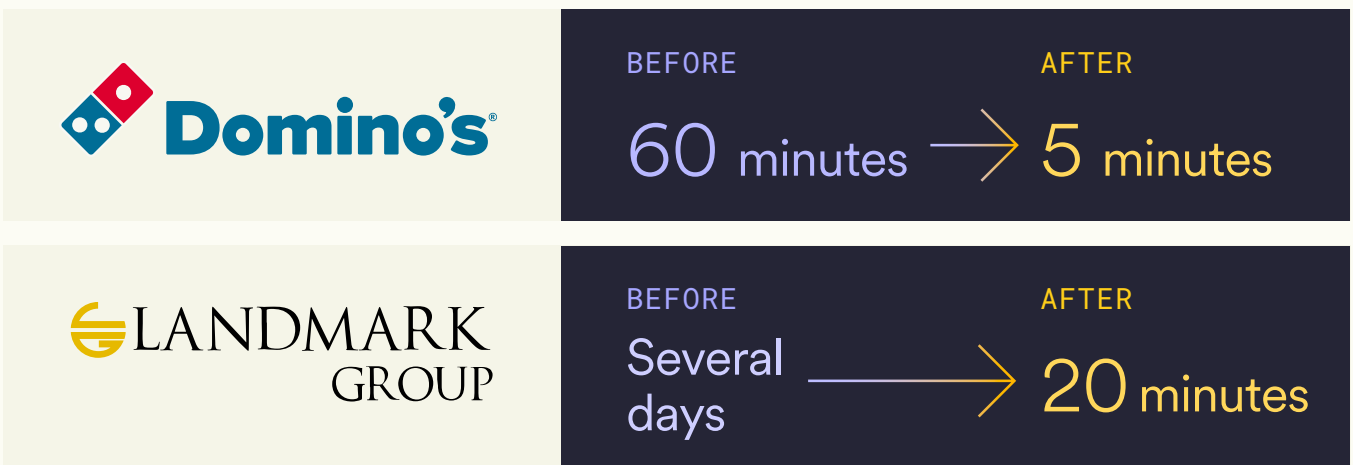
## Financial Services

### Campaign Setup & Go-Live



## Retail & E-Commerce

### Campaign Setup & Go-Live



# 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

MyDeal Boosts Conversions by **2X** With A **Mobile-Forward Engagement Strategy**

READ THEIR STORY



"From its intuitive, easy-to-use AI-enabled platform to the implementation and post-implementation support, our experience has been extremely positive. MoEngage has been very helpful to us owing to the tech stack and the wonderful customer success support we have received from the team."

- Suhaib Anwar  
Head of Growth and Martech



# Straight from the Customers' Inbox

## Media and Entertainment

NOVA Entertainment  
**Boosts Loyalty** with  
Listeners via an  
**Insights-led**  
**Approach** to  
Engagement

READ THEIR STORY



“MoEngage provides a better and more nuanced understanding of our audiences and their preferences than our previous legacy platform. Unlike other platforms, MoEngage is accessible and easy for our team members to use.”

- **Tim Armstrong**  
Director - Digital Product,  
Technology and Data



## 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

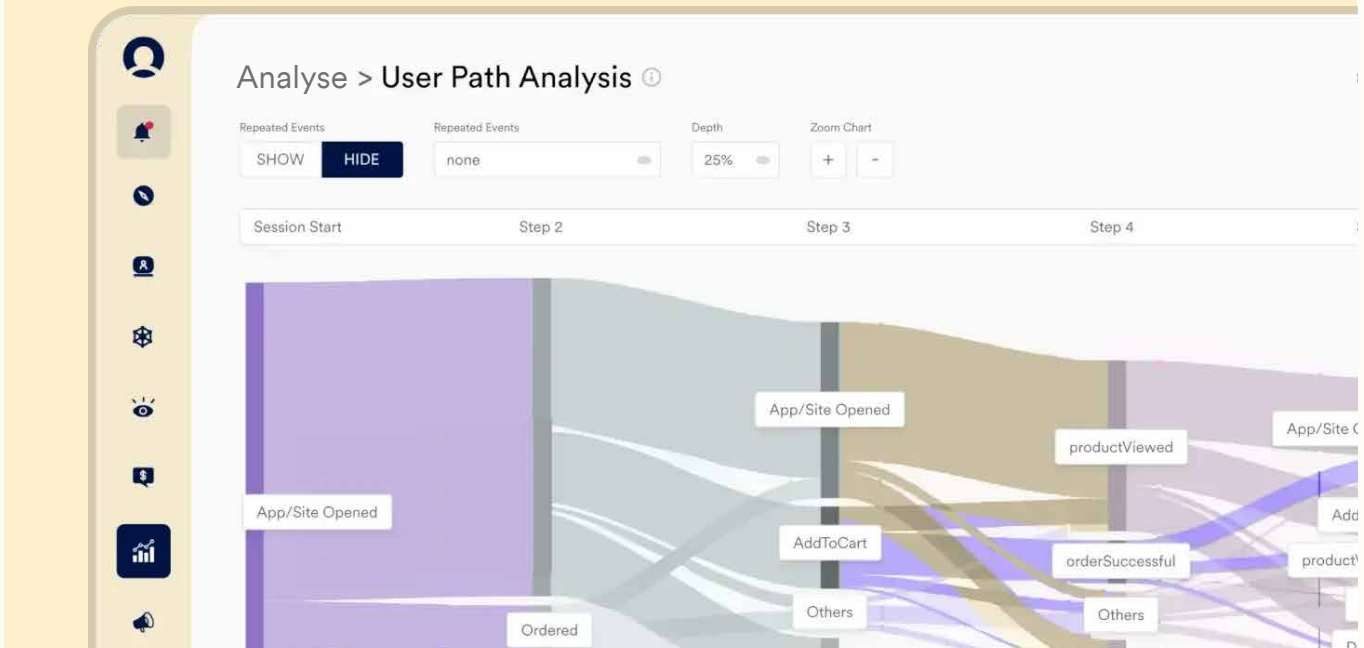
- **Pranav Kumar**  
CRM Head



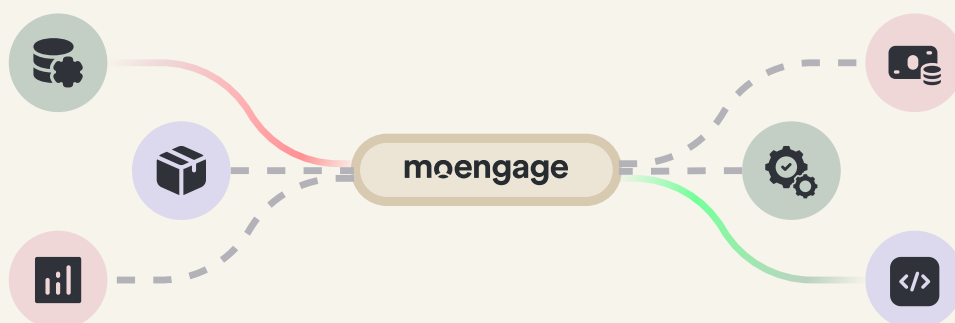
# Simplify Email with a CEP and See Your Results Amplify

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

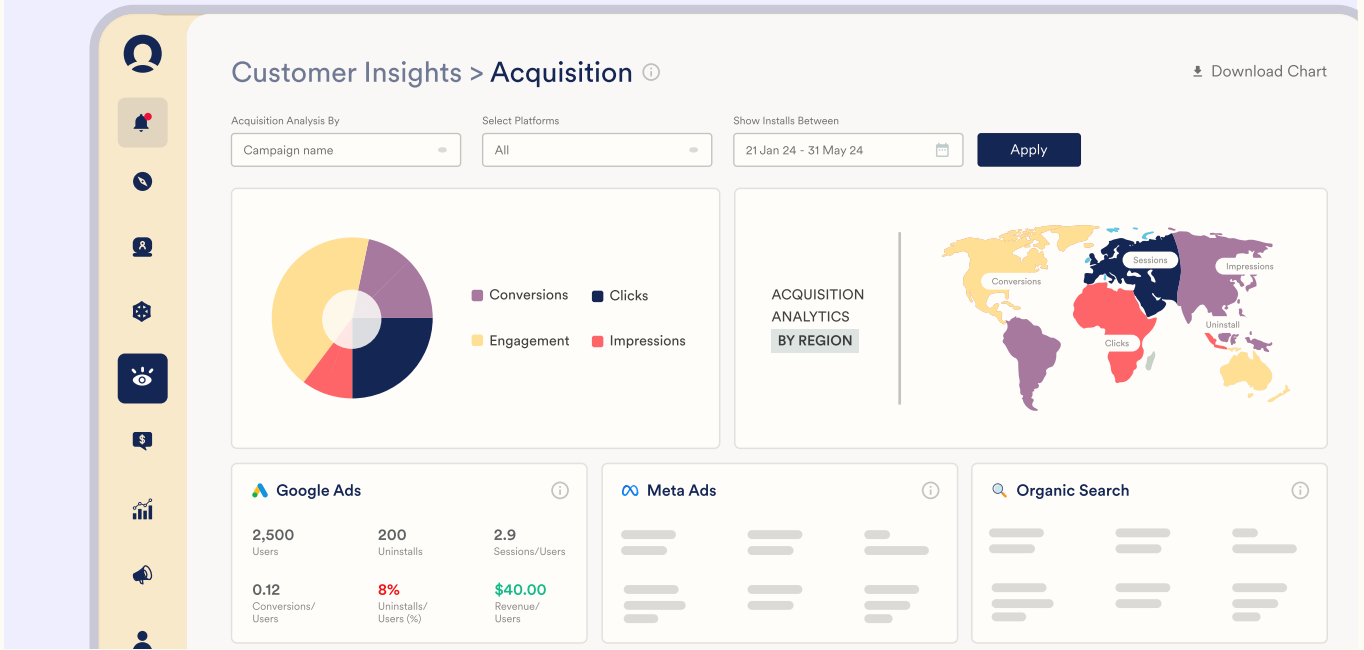
## An Effortless Automation Platform



## 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](#)

møengage

# ABOUT MOENGAGE

MoEngage is an insights-led customer engagement platform trusted by 1300+ global consumer brands such as 13Cabs, Canstar, 7-Eleven, Adidas, Coca-Cola, Starbucks, Citibank, Domino's, Samsung, JimmyBrings, MyDeal, NOVA Entertainment, Beforepay, Pizza Hut, Chuck E. Cheese, Nestle, and KFC. 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 behaviour. Brands can then leverage **MoEngage Personalise** 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, optimise campaigns and channels that boost engagement, and help with faster execution.

Leading consumer brands in 60+ 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.



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Peer Insights™

Gartner

FORRESTER®



To learn more, visit [www.moengage.com](http://www.moengage.com)

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