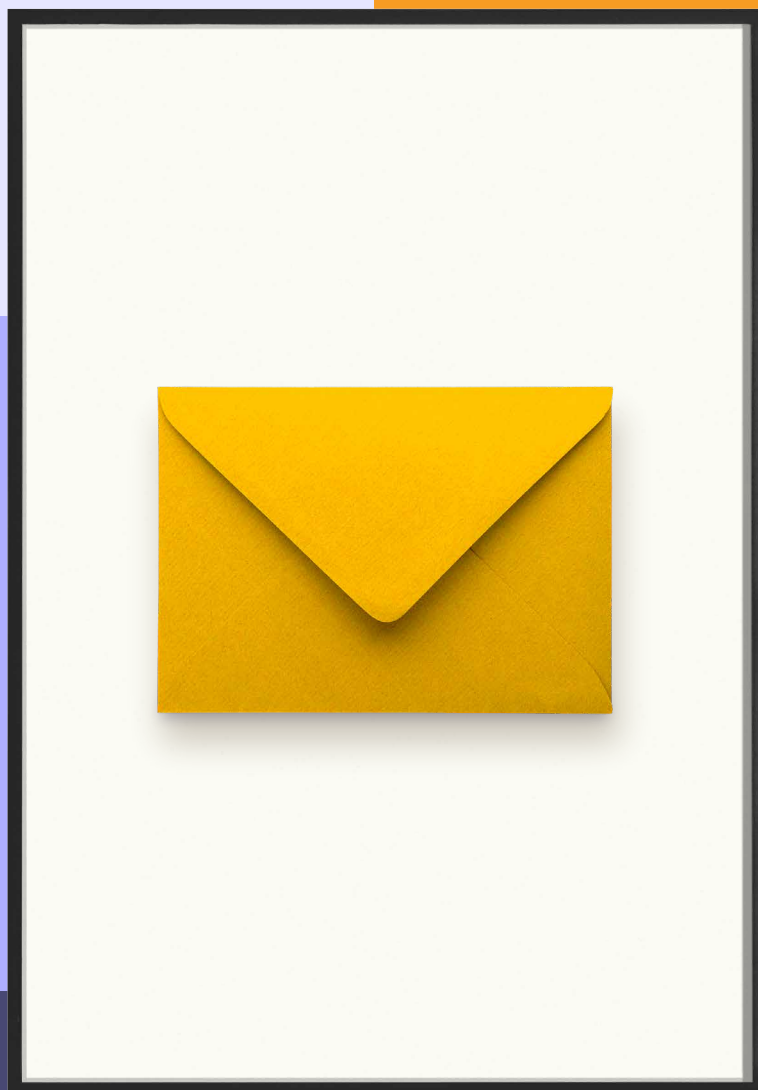# Email Benchmarks Report Optimizing Email for 2025 and Beyond

RETAIL & E-COMMERCE
TRAVEL & HOSPITALITY
MEDIA & ENTERTAINMENT
CLASSIFIEDS
BFSI

MEA EDITION

POWERED BY

Middle East & Africa's #1 CDEP

moengage

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INSIGHTS OVERVIEW

17.3
Billion Emails Analyzed

10 Metrics Measured

5 Industries observed

4 Email Types Covered

MIDDLE EAST & AFRICA

moengage

FOREWORD

Today, brand-customer relationships play out across various online touchpoints, storefronts, websites, and other emerging channels. While newer, more glamorous channels pop up, the unsung hero of customer engagement is still quietly but surely at work!

Compared to other channels, email has the longest proven track record of customer engagement success in terms of Return on Investment (ROI) impact. It continues to reign as the true king of the hill.

Email continues to reign as the true king because it is a fully decentralized communication mechanism, impervious to the control of any single brand. This unparalleled resilience allows it to remain highly effective in directly reaching consumers with minimal interference from AI systems employed by others.

Despite its unmatched power, many brands struggle to use it to its fullest potential. That's why we created this report, which dives into the performance of campaigns across Retail and E-Commerce, Travel and Hospitality, Media and Entertainment, BFSI, and Classifieds, offering clear insights into what works best.

We've analyzed various types of email personalization to show you strategies that drive results and how to implement them. Whether you're a seasoned pro or just starting out, this report is crafted to provide actionable insights that simplify and supercharge your email marketing.

Kunal Badiani / Regional VP
Growth & Strategy, MoEngage

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CONTENTS
Click on tile to navigate

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"We've been doing email for some time now. Why do we need to optimize 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.

While email marketing is the oldest form of digital communication that brands use to connect and engage with their customers, the dependability of the channel has led many brands to view email as the unglamorous and unexciting workhorse of their engagement programs.

Despite continued predictions that "email is dead," it's not only alive and kicking but has gotten a makeover. **When you look at successful email marketing programs, you'll notice one common theme: personalization.** Batch-and-blast emails that worked a decade ago just don't cut it anymore; brands need to dig deeper and build hyper-personalized emails driven by customer insights to stand out amid the daily barrage of emails every customer receives!

To help you optimize your email campaigns and drive better customer loyalty as well as increased revenue, we analyzed 15.5 billion emails sent out over the past 12 months and created the "Email Benchmarks Report." This report aims to identify industry-based benchmark **open rates, click-to-open rates (CTORs), conversion rates, delivery rates,** and unsubscribe rates for this enduring and highly successful engagement channel.

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Types of Emails Compared in This Report
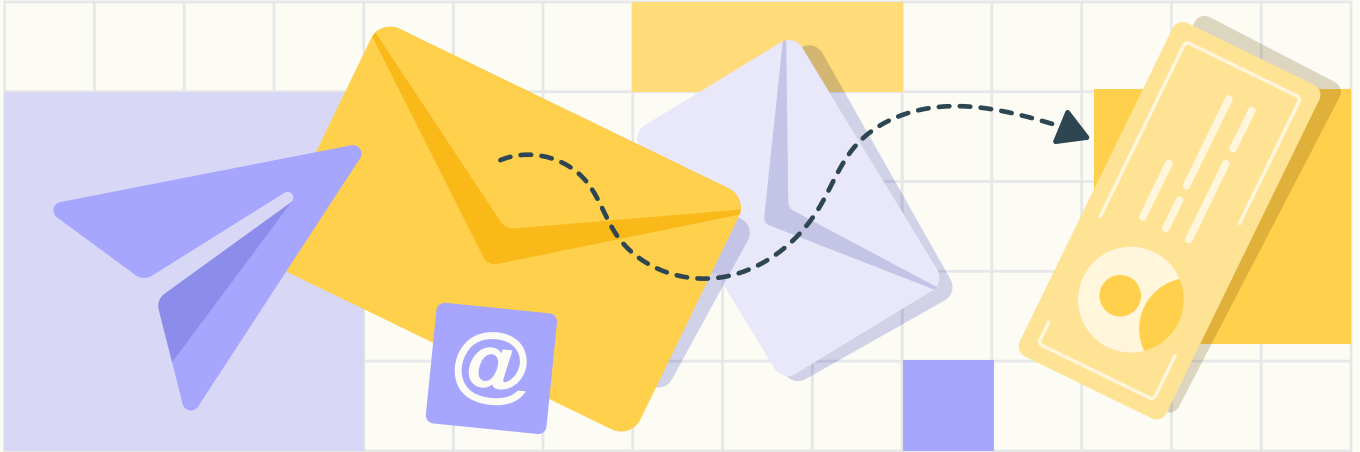
Broadcast Emails

Non-personalized batch-and-blast emails that are sent to a broad audience and often result in lower engagement metrics.

Attribute-based Personalization

Personalization based on customer demographics and attribute insights to create a more relevant customer experience.

Behavior-based Personalization

Personalization based on customer actions, preferences, buying patterns, and behaviors.

Journey-based Personalization

Personalization based on the customer's purchase journey and lifecycle stage.

Now that we understand the types of personalized engagement, let's examine industry-specific broadcast emails and benchmark them against personalized ones.
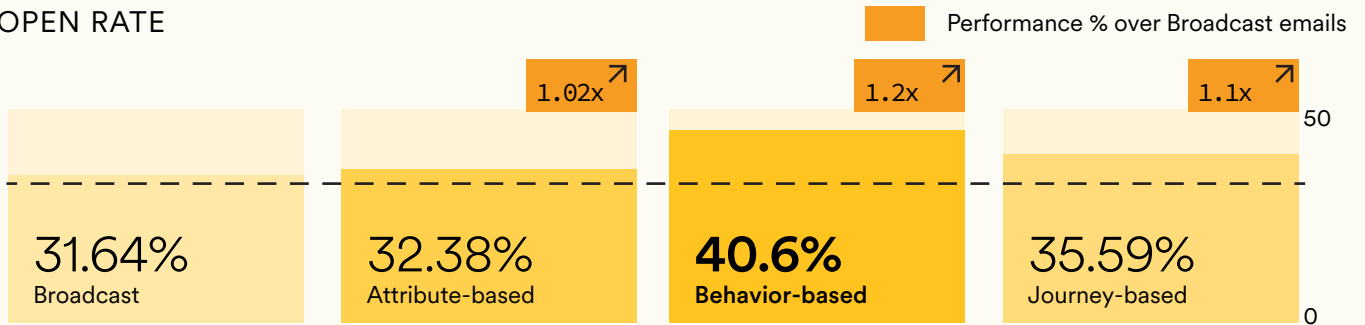
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CAMPAIGN METRICS

RETAIL & E-COMMERCE

TRAVEL & HOSPITALITY
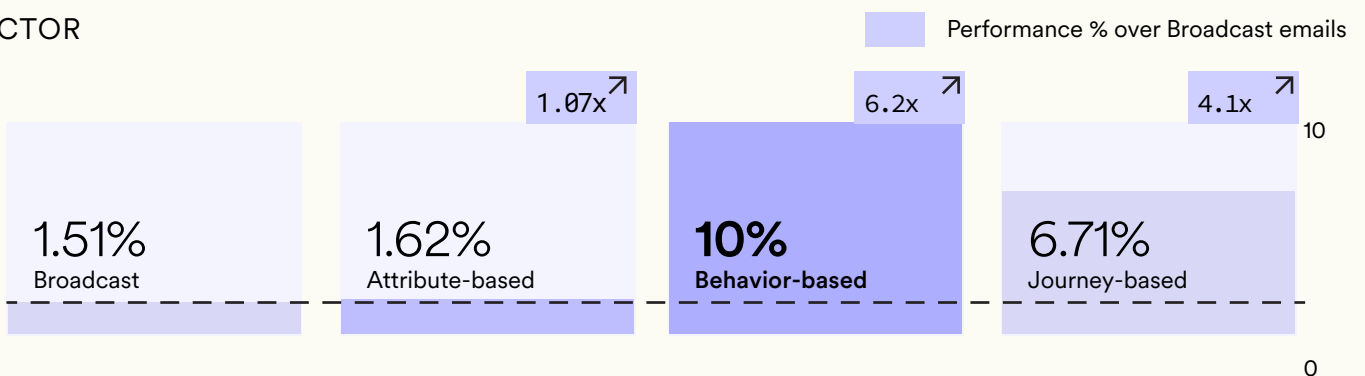
MEDIA & ENTERTAINMENT

CLASSIFIEDS

BFSI

moengage

CAMPAIGN METRICS | RETAIL AND E-COMMERCE

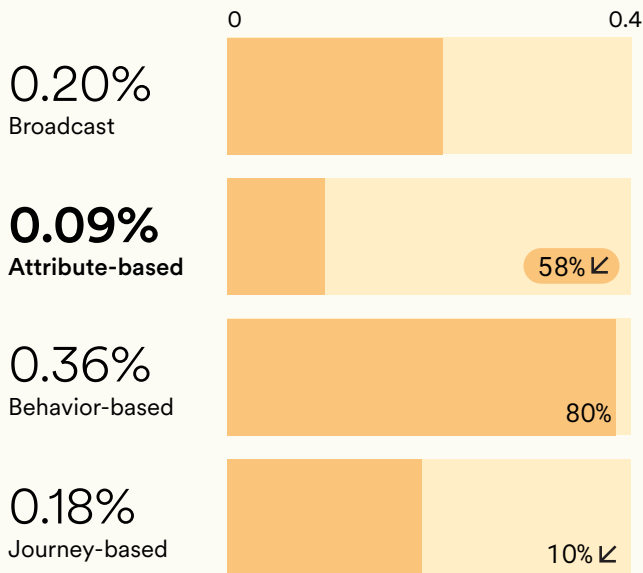# Conversions increased by 405x when shoppers received emails personalized based on behavior
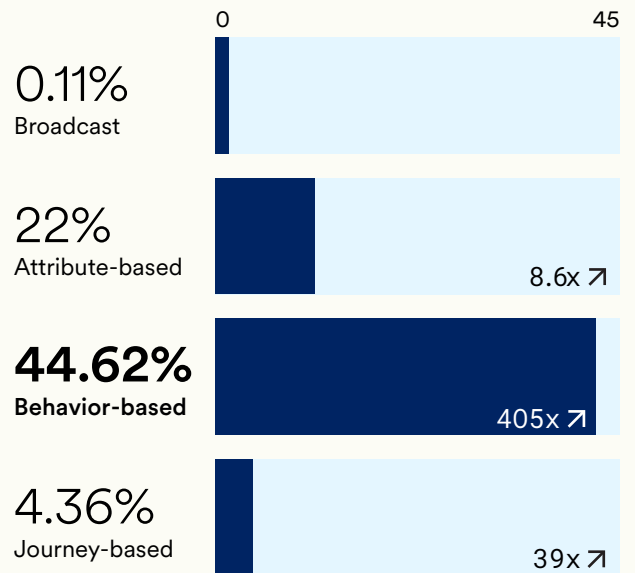
OPEN RATE

| Performance % over Broadcast emails |

| 1.02x ↗ | 1.2x ↗ | 1.1x ↗ | 50 |

31.64%
Broadcast

32.38%
Attribute-based

40.6%
Behavior-based

35.59%
Journey-based

0

CTOR

| Performance % over Broadcast emails |

| 1.07x ↗ | 6.2x ↗ | 4.1x ↗ | 10 |

1.51%
Broadcast

1.62%
Attribute-based

10%
Behavior-based

6.71%
Journey-based

0

UNSUBSCRIBE RATE

| | 0 | 0.4 |

0.20%
Broadcast

0.09%
Attribute-based — 58% ↙

0.36%
Behavior-based — 80%

0.18%
Journey-based — 10% ↙

CONVERSION RATE

| | 0 | 45 |

0.11%
Broadcast

22%
Attribute-based — 8.6x ↗

44.62%
Behavior-based — 405x ↗

4.36%
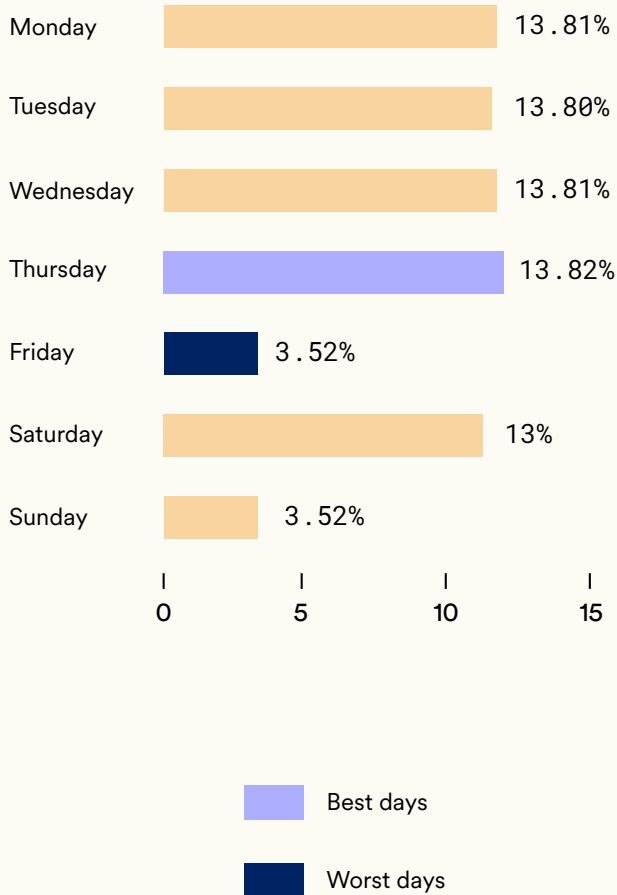Journey-based — 39x ↗

PRO TIP

Retail and E-Commerce customers value personalized emails based on behavioral data such as message engagement, browsing data, purchase history, ratings, favorites, and shares. Deliver meaningful personalization through emails and subject lines by prioritizing first-party data collection during account sign-up phases, especially key personal information points that customers appreciate brands referencing.

Invest in an intuitive platform that uses AI to help you easily personalize product or content recommendations based on your customers' interests, browsing history, behavior, and more.
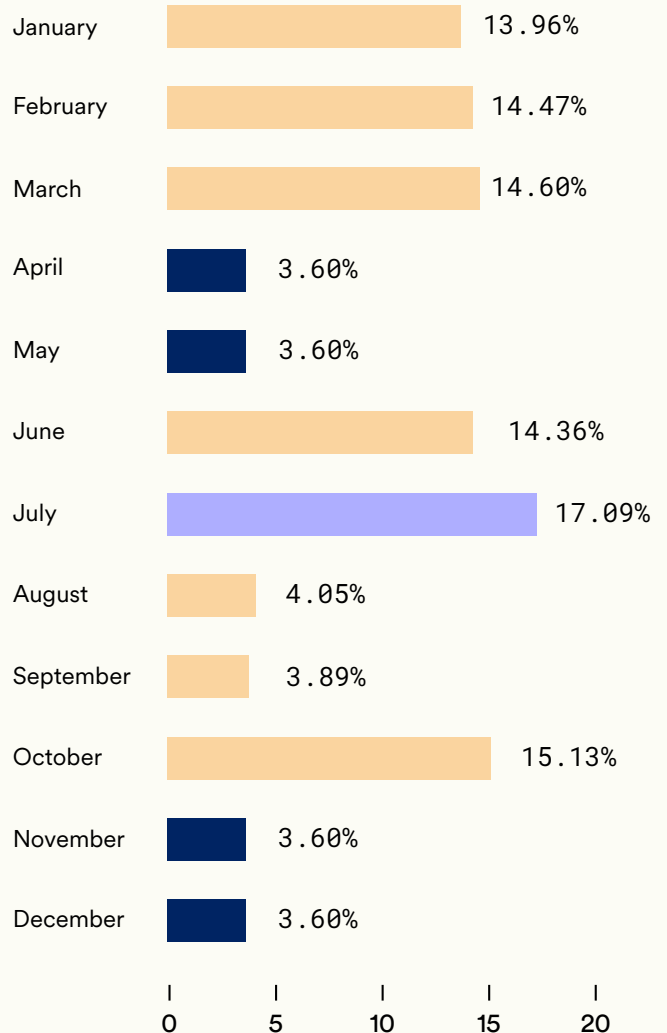
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Conversions Are Highest When Retailers Send Emails on Thursdays

BEST AND WORST DAYS TO SEND EMAILS TO SHOPPERS

Day	Conversion
Monday	13.81%
Tuesday	13.80%
Wednesday	13.81%
Thursday	13.82%
Friday	3.52%
Saturday	13%
Sunday	3.52%

Scale: 0 5 10 15

Legend:
- Best days
- Worst days

BEST AND WORST MONTHS TO SEND EMAILS TO SHOPPERS

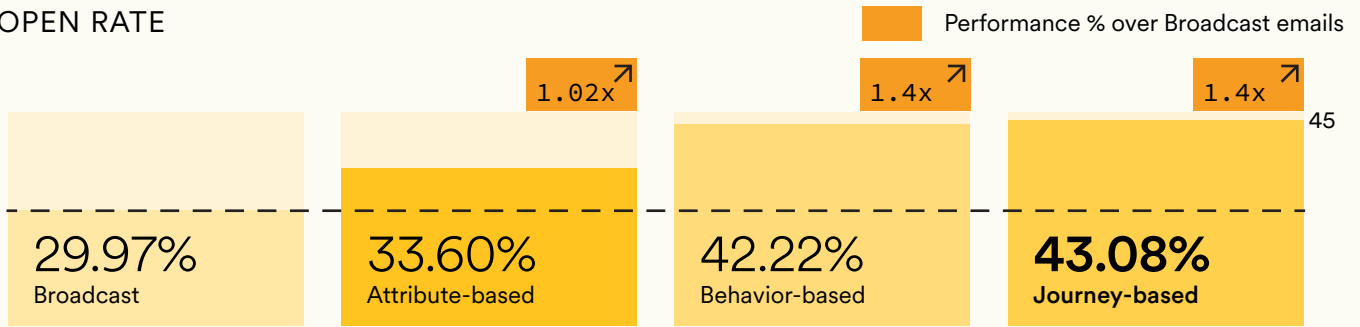| Month	Conversion
January	13.96%
February	14.47%
March	14.60%
April	3.60%
May	3.60%
June	14.36%
July	17.09%
August	4.05%
September	3.89%
October	15.13%
November	3.60%
December	3.60%

Scale: 0 5 10 15 20

PRO TIP

Friday and Sunday seem to be the worst days for sending email communication. This could be due to some countries having Sunday as the first working day or because customers may be bombarded with too many emails during the weekend.

Employ A/B testing to further refine the optimal email send day selection. Understanding the most favorable and unfavorable days for email dispatch serves a triple purpose. It helps capture customers' attention, motivates them to take desired actions, and ultimately achieves the intended outcomes from the email campaign. Using an insights-led platform powered by AI can simplify content optimization and help you send emails to each customer at the best possible time and channel, making their email experience delightful!
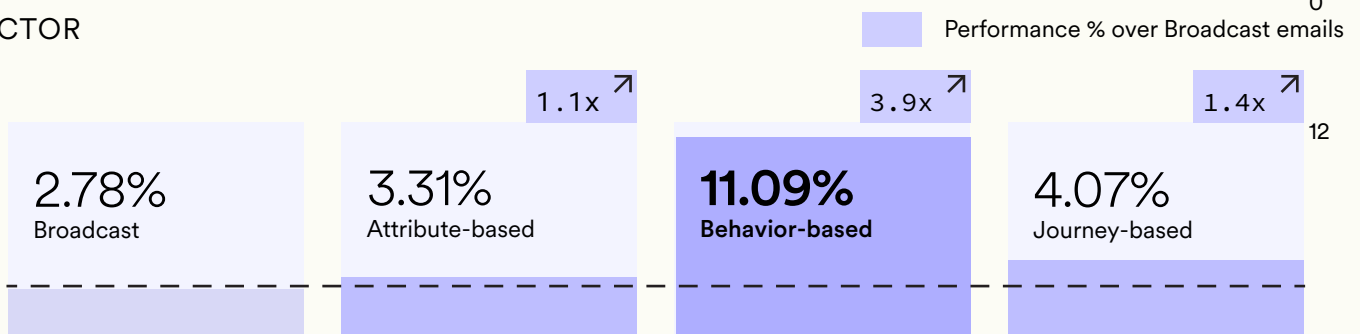
moengage

Emails personalized based on behavior have 8.6x more conversions

OPEN RATE

Performance % over Broadcast emails

| | 1.02x ↗ | 1.4x ↗ | 1.4x ↗ | 45 |

29.97%
Broadcast

33.60%
Attribute-based

42.22%
Behavior-based

43.08%
Journey-based

0

CTOR

Performance % over Broadcast emails

| | 1.1x ↗ | 3.9x ↗ | 1.4x ↗ | 12 |

2.78%
Broadcast

3.31%
Attribute-based

11.09%
Behavior-based

4.07%
Journey-based

UNSUBSCRIBE RATE

0   0.5

0.20%
Broadcast

0.17%
Attribute-based
16% ↙

0.19%
Behavior-based
6% ↙

0.17%
Journey-based
16% ↙

CONVERSION RATE

0   80

8.97%
Broadcast
0

30.16%
Attribute-based
3.3x ↗

77.88%
Behavior-based
8.7x ↗

24.41%
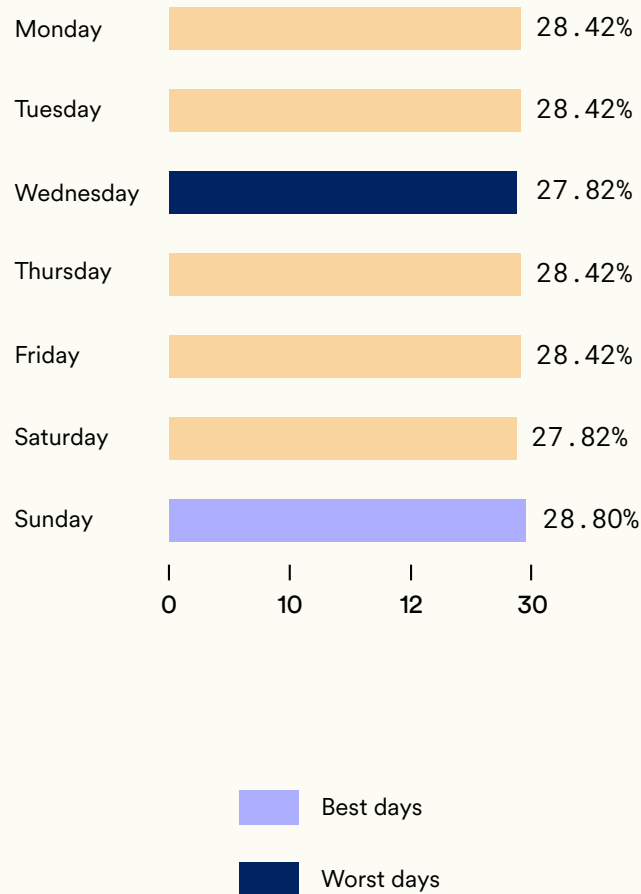Journey-based
2.7x ↗

PRO TIP

Travelers value personalized emails based on behavioral data such as message engagement, location browsing data, booking history, ratings, favorites, and shares. Deliver meaningful personalization through emails and subject lines by prioritizing frst-party data collection during account sign-up phases, especially key personal information points that customers appreciate brands referencing.
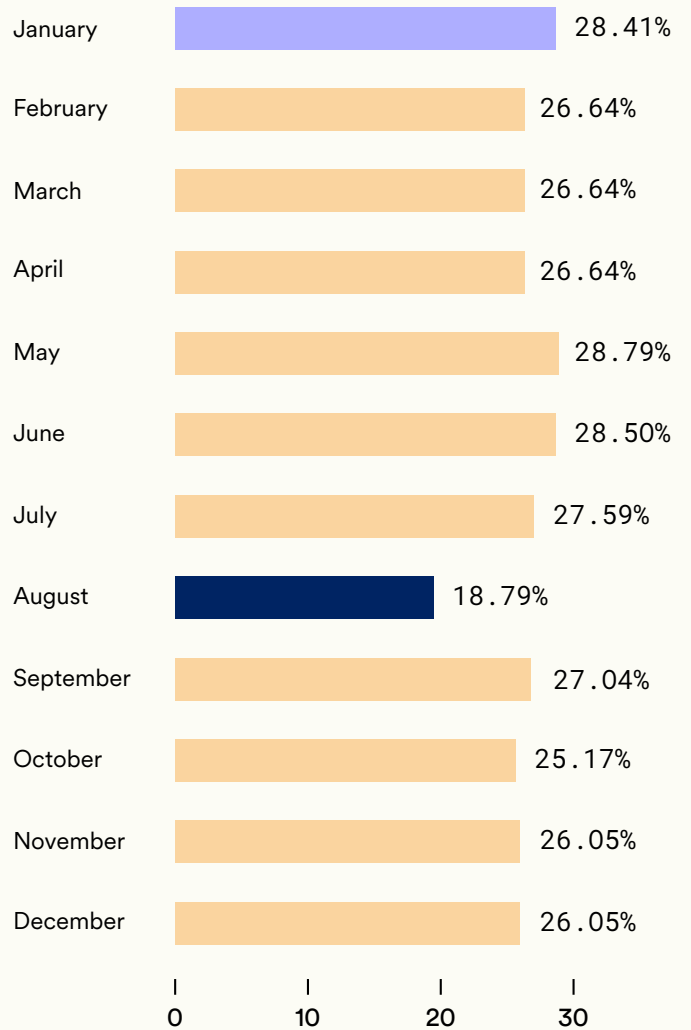
Invest in an intuitive platform that uses AI to help you quickly personalize booking recommendations or holiday travel content based on your customers' interests, browsing history, behavior, and more.

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CAMPAIGN METRICS | TRAVEL AND HOSPITALITY

Travel and Hospitality Brands Get the Best Conversions When They Send Emails to Customers on Sundays

BEST AND WORST DAYS TO SEND EMAILS TO TRAVELERS

Day	Value
Monday	28.42%
Tuesday	28.42%
Wednesday	27.82%
Thursday	28.42%
Friday	28.42%
Saturday	27.82%
Sunday	28.80%

Scale: 0, 10, 12, 30

Legend:
- Best days
- Worst days

BEST AND WORST MONTHS TO SEND EMAILS TO TRAVELERS

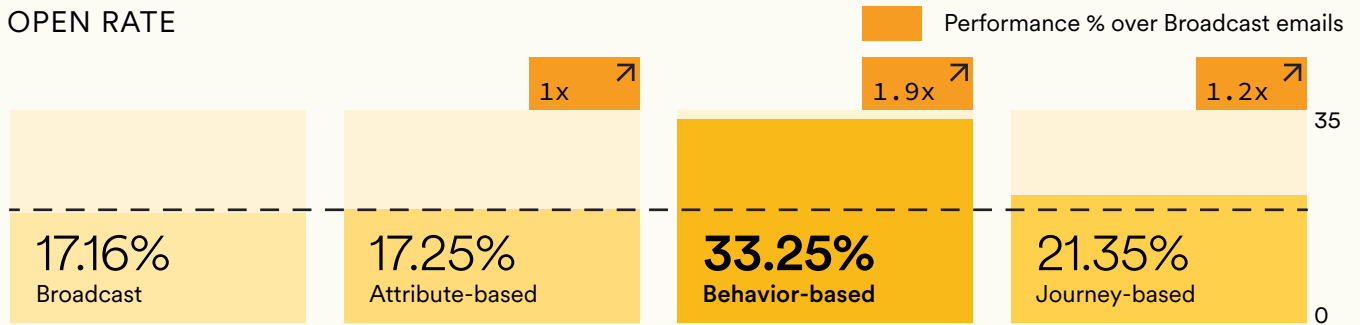| Month	Value
January	28.41%
February	26.64%
March	26.64%
April	26.64%
May	28.79%
June	28.50%
July	27.59%
August	18.79%
September	27.04%
October	25.17%
November	26.05%
December	26.05%

Scale: 0, 10, 20, 30

PRO TIP

Pro Tip: Travelers prefer to receive emails from travel and hospitality brands during the weekend and also appreciate receiving communication in January, likely to plan their travel for the new year.

Employ A/B testing to refine the optimal email send day selection. Understanding the most favorable and unfavorable days for email dispatch serves a triple purpose: capturing customers' attention, motivating them to take desired actions, and achieving the intended outcomes from the email campaign. Using an insights-led platform powered by AI can simplify content optimization and help you send emails to each customer at the best possible time and channel, making their email experience delightful!
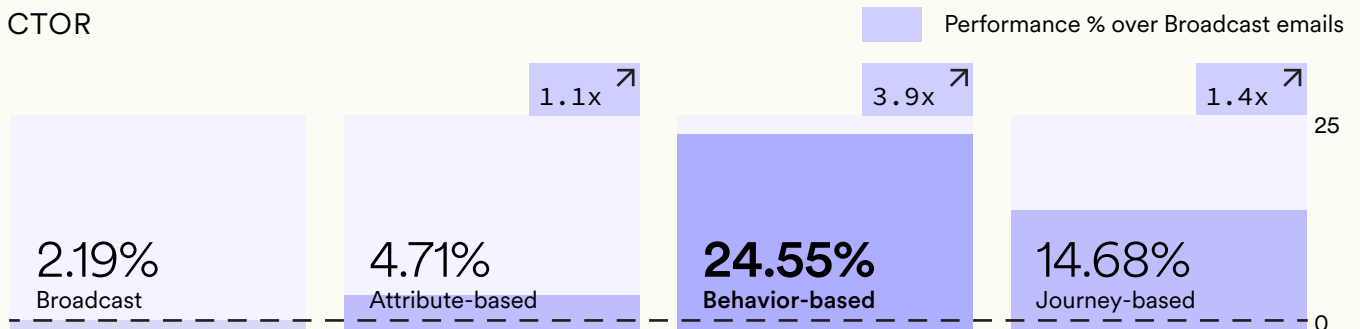
moengage

Emails personalized based on behavior witness 93.7x uplift in conversions

OPEN RATE

Performance % over Broadcast emails

| 1x | 1.9x | 1.2x |

| 35 |

| **17.16%** Broadcast | **17.25%** Attribute-based | **33.25%** **Behavior-based** | **21.35%** Journey-based |

| 0 |

CTOR

Performance % over Broadcast emails

| 1.1x | 3.9x | 1.4x |

| 25 |

| **2.19%** Broadcast | **4.71%** Attribute-based | **24.55%** **Behavior-based** | **14.68%** Journey-based |

| 0 |

UNSUBSCRIBE RATE

| 0 | 0.3 |

0.11% **Broadcast**

0.17% Attribute-based — 50%

0.24% Behavior-based — 118%

0.22% Journey-based — 100%

CONVERSION RATE

| 0 | 60 |

0.62% Broadcast

21.69% Attribute-based — 34.9x

56.14% **Behavior-based** — 93.7x

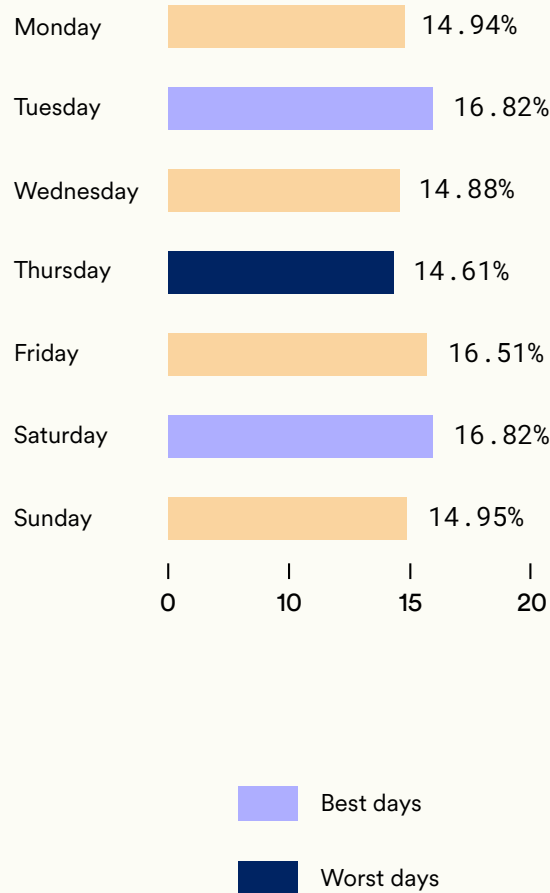**50.30%** Journey-based — 81x

Pro Tip: Media, Entertainment, and OTT customers value personalized emails based on their journey and behavioral data, such as the content they streamed and categories of content viewed. Deliver meaningful personalization through emails and subject lines by prioritizing first-party data collection during account sign-up phases, especially category and personal interest information that customers appreciate brands referencing.
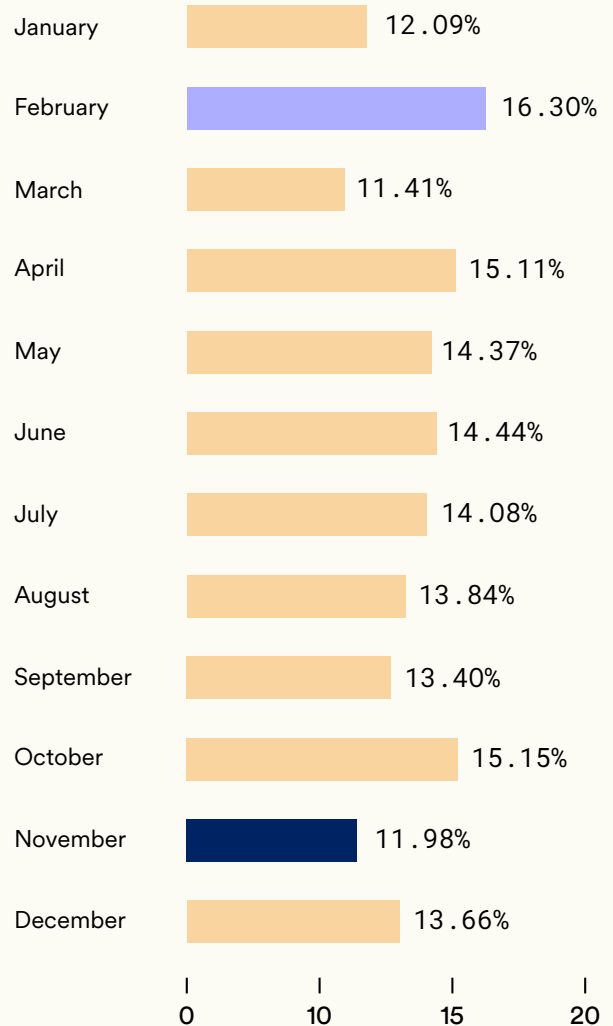
Invest in an intuitive platform that uses AI to help you easily personalize content recommendations based on your customers' interests, browsing history, behavior, and more.

PRO TIP

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Viewers and Subscribers Appreciate Brands Sending Them Emails on Tuesdays and Saturdays

BEST AND WORST DAYS TO SEND EMAILS TO VIEWERS AND SUBSCRIBERS

Day	Value
Monday	14.94%
Tuesday	16.82%
Wednesday	14.88%
Thursday	14.61%
Friday	16.51%
Saturday	16.82%
Sunday	14.95%

Legend:
- Best days
- Worst days

BEST AND WORST MONTHS TO SEND EMAILS TO VIEWERS AND SUBSCRIBERS

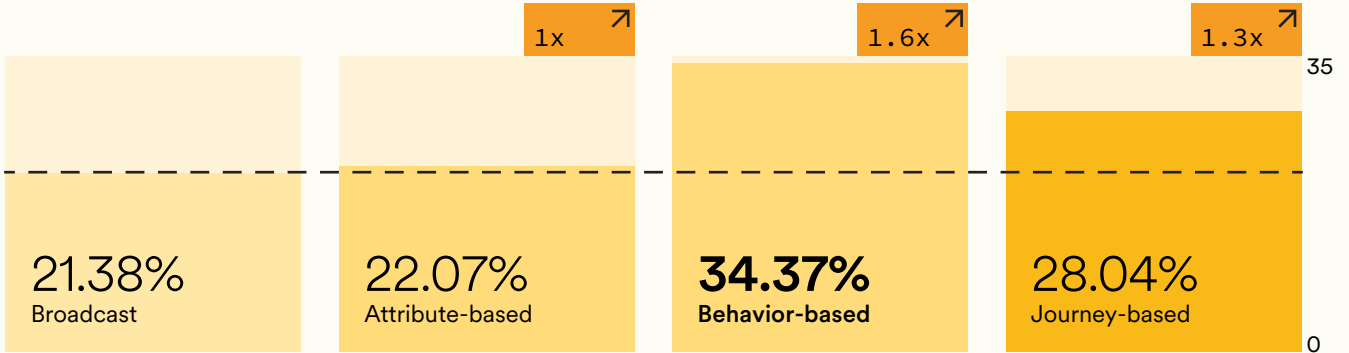| Month	Value
January	12.09%
February	16.30%
March	11.41%
April	15.11%
May	14.37%
June	14.44%
July	14.08%
August	13.84%
September	13.40%
October	15.15%
November	11.98%
December	13.66%

PRO TIP

Viewers and subscribers appreciate brands reaching out to them during the week, especially on Tuesdays and weekends. Employ A/B testing to further refine the optimal email send day selection. Understanding the most favorable and unfavorable days for email dispatch serves a triple purpose: capturing customers' attention, motivating them to take desired actions, and achieving the intended outcomes from the email campaign.

Using an insights-led platform powered by AI can simplify content optimization and help you send emails to each customer at the best possible time send channel, making their email experience delightful!

moengage

BFSI brands witness a 5x increase in conversions when they send emails personalized based on customer behavior
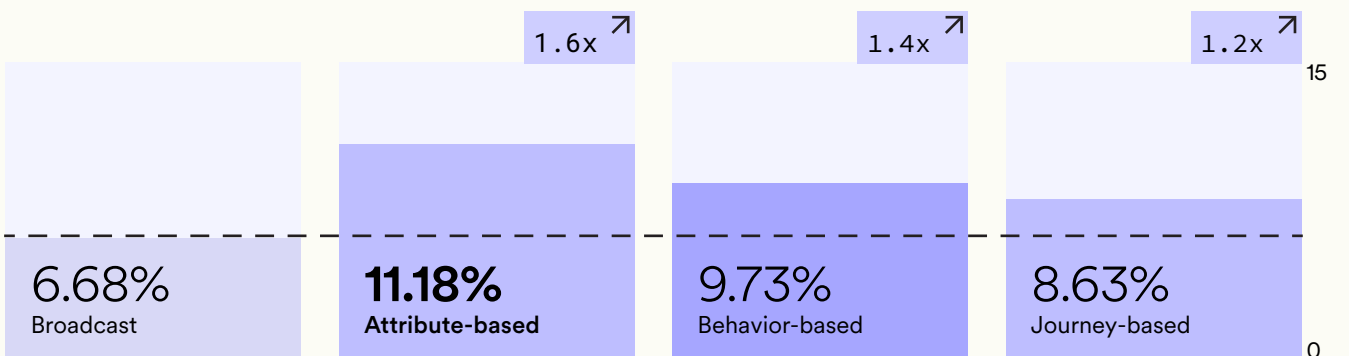
OPEN RATE

▮ Performance % over Broadcast emails

| 1x ↗ | 1.6x ↗ | 1.3x ↗ | 35 |

21.38%
Broadcast

22.07%
Attribute-based

34.37%
Behavior-based

28.04%
Journey-based

0

CTOR

▮ Performance % over Broadcast emails

| 1.6x ↗ | 1.4x ↗ | 1.2x ↗ | 15 |

6.68%
Broadcast

11.18%
Attribute-based

9.73%
Behavior-based

8.63%
Journey-based

0

UNSUBSCRIBE RATE

0   0.30

0.12%
Broadcast

0.21%
Attribute-based   77% ↙

0.27%
Behavior-based   131% ↙

0.15%
Journey-based   24% ↙

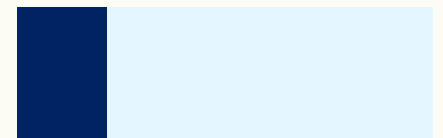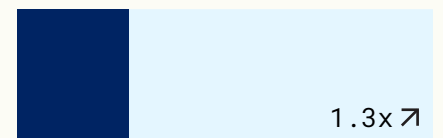## CONVERSION RATE

0   125

24.39%
Broadcast

34.11%
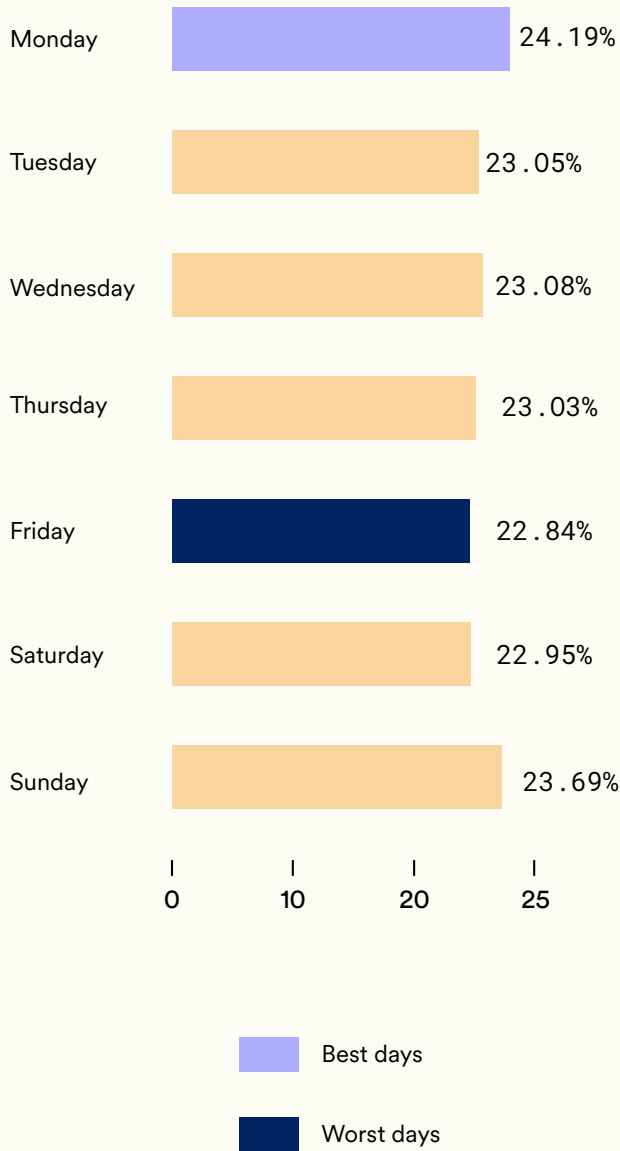**Attribute-based**   1.3x ↗

124%
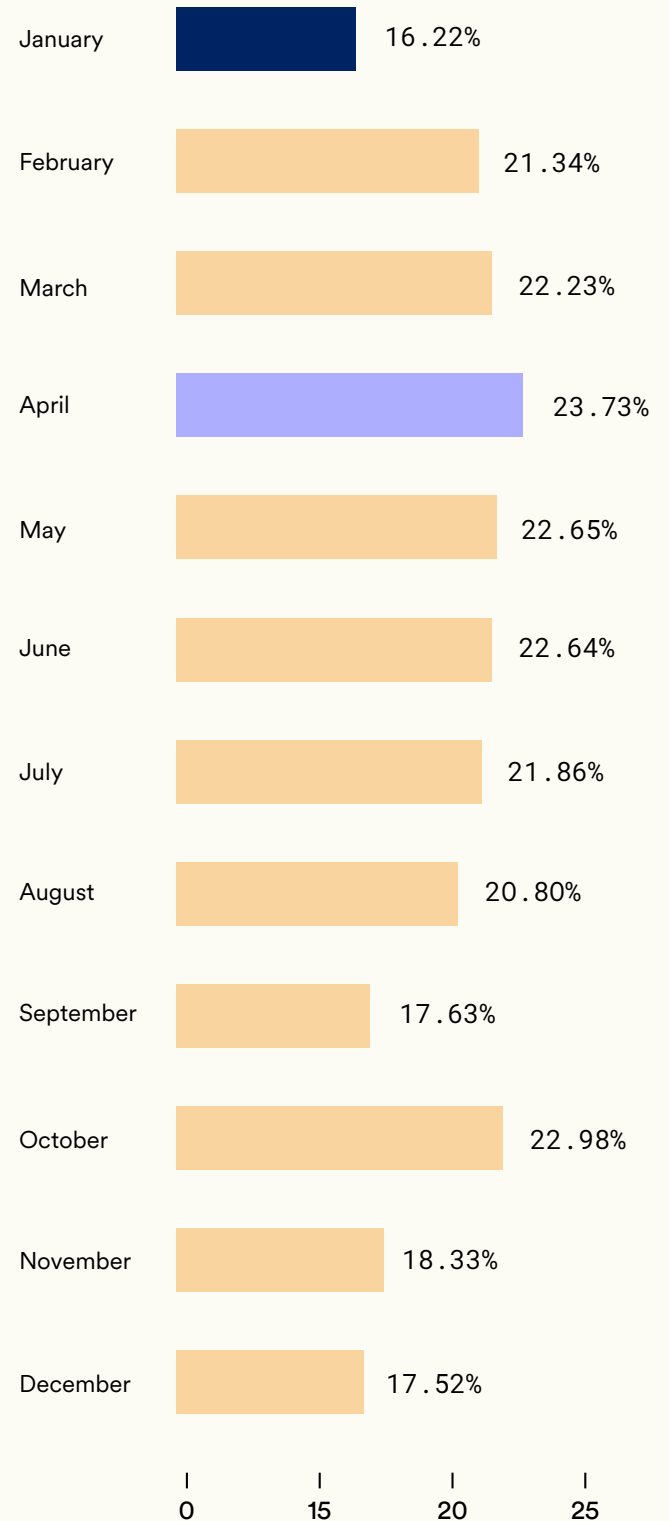Behavior-based   5x ↗

25.83%
Journey-based   1x ↗

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BFSI Customers Prefer Receiving Emails from Brands on Mondays
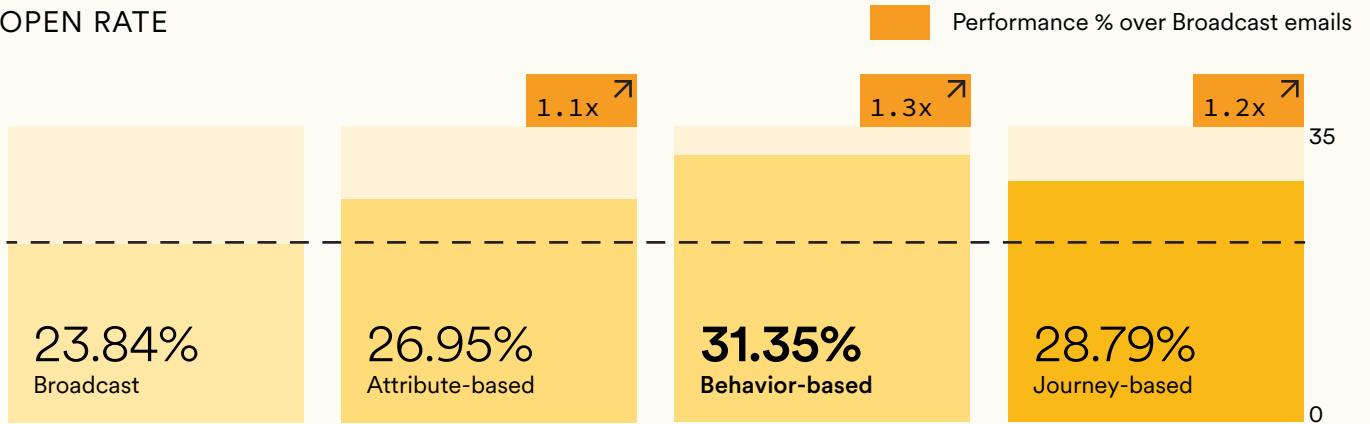
BEST AND WORST DAYS TO SEND EMAILS TO BFSI CUSTOMERS

Day	Value
Monday	24.19%
Tuesday	23.05%
Wednesday	23.08%
Thursday	23.03%
Friday	22.84%
Saturday	22.95%
Sunday	23.69%

0   10   20   25

■ Best days
■ Worst days

BEST AND WORST MONTHS TO SEND EMAILS TO BFSI CUSTOMERS

Month	Value
January	16.22%
February	21.34%
March	22.23%
April	23.73%
May	22.65%
June	22.64%
July	21.86%
August	20.80%
September	17.63%
October	22.98%
November	18.33%
December	17.52%

0   15   20   25

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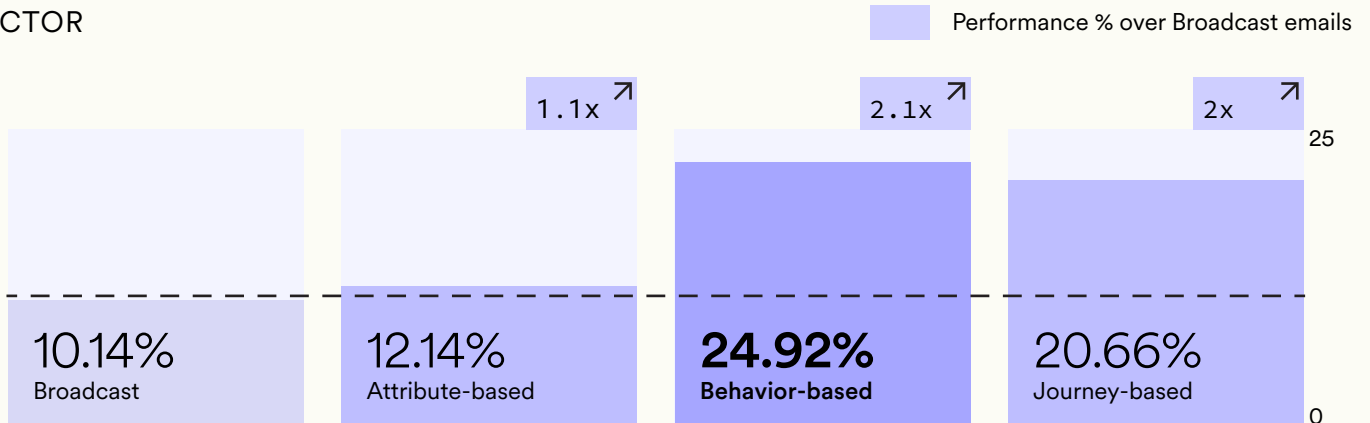
Classifieds Brands Witness a 2x Uplift in CTORs When They Send Emails Personalized Based on Customer Journey and Behavior
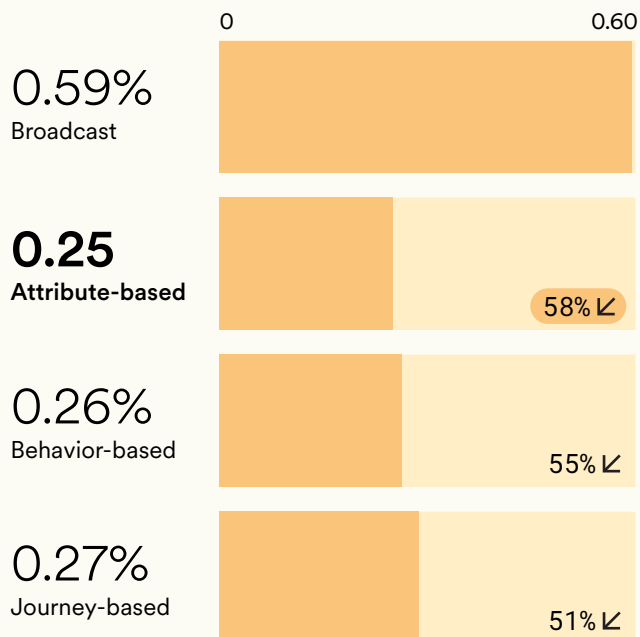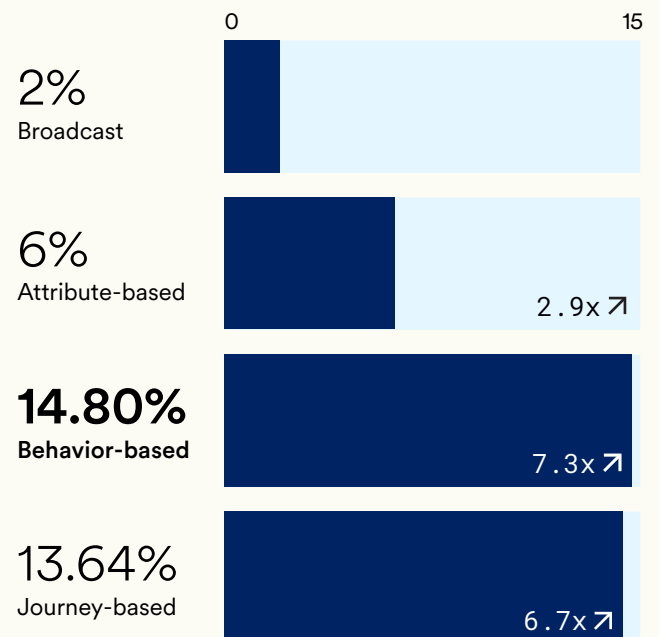
OPEN RATE

Performance % over Broadcast emails

| 1.1x ↗ | 1.3x ↗ | 1.2x ↗ |

35

| 23.84% | 26.95% | **31.35%** | 28.79% |
| Broadcast | Attribute-based | **Behavior-based** | Journey-based |

0

CTOR

Performance % over Broadcast emails

| 1.1x ↗ | 2.1x ↗ | 2x ↗ |

25

| 10.14% | 12.14% | **24.92%** | 20.66% |
| Broadcast | Attribute-based | **Behavior-based** | Journey-based |

0

UNSUBSCRIBE RATE

0   0.60

0.59% Broadcast	
0.25 Attribute-based	58% ↙
0.26% Behavior-based	55% ↙
0.27% Journey-based	51% ↙

CONVERSION RATE

0   15

2% Broadcast	
6% Attribute-based	2.9x ↗
14.80% Behavior-based	7.3x ↗
13.64% Journey-based	6.7x ↗

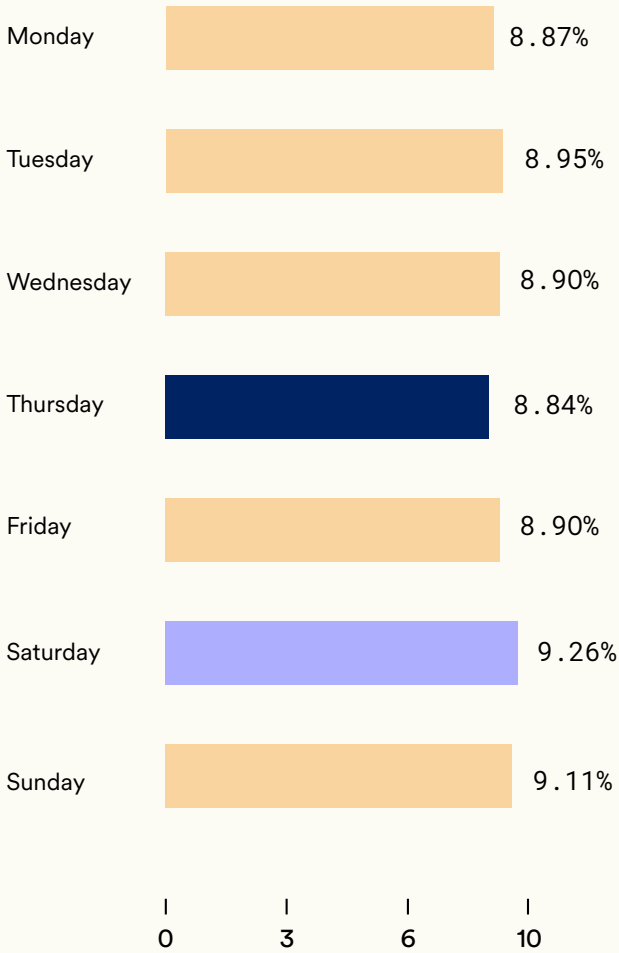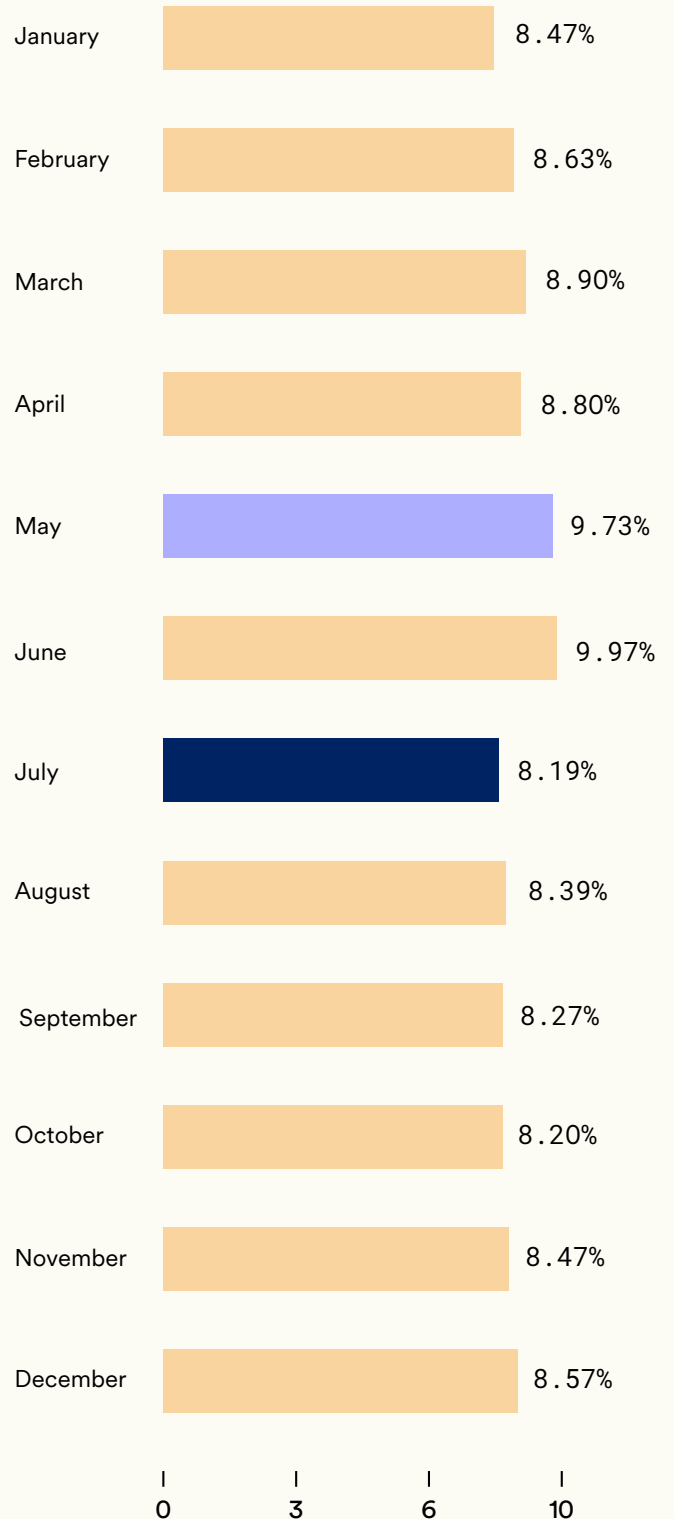moengage

Saturdays and Sundays Are the Best Days for Classifieds Brands to Send Emails to Their Customers

BEST AND WORST DAYS TO SEND EMAILS TO CLASSIFIEDS CUSTOMERS

Day	Value
Monday	8.87%
Tuesday	8.95%
Wednesday	8.90%
Thursday	8.84%
Friday	8.90%
Saturday	9.26%
Sunday	9.11%

0   3   6   10

■ Best days

■ Worst days

BEST AND WORST MONTHS TO SEND EMAILS TO CLASSIFIEDS CUSTOMERS

| Month	Value
January	8.47%
February	8.63%
March	8.90%
April	8.80%
May	9.73%
June	9.97%
July	8.19%
August	8.39%
September	8.27%
October	8.20%
November	8.47%
December	8.57%

0   3   6   10

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FUTURE-PROOFING YOUR EMAIL ENGAGEMENT STRATEGY FOR BETTER ROI IMPACT

Email remains a powerful tool for businesses worldwide. **With 4.48 billion users globally, its reach is immense. Analysts predict this number will continue to grow, reaching 4.59 billion in 2025 and 4.73 billion by 2026**, proving it's still relevant and has plenty of potential as a marketing channel. Worldwide, more than 306 billion emails are sent and received every day! However, not every email has the potential to become the cornerstone of a brand's omnichannel engagement strategy, create brand evangelists out of one-time visitors, and positively impact revenue.

Brands that hyper-personalize their emails based on customer insights are clearly winning. All key metrics are higher for personalized emails, regardless of the level or form of personalization they deploy. This results directly in improved engagement, growth, and retention, as evidenced by the higher open, click, and conversion rates for personalized emails.

That being said, it is vital for savvy email marketers to be mindful of email trends, such as Yahoo and Gmail announcing updated requirements for successful email delivery to their platforms. These changes are meant to secure the customers' inboxes better and provide the best consumer email experience.

The bottom line is that a customer-centric approach focused on balanced personalization is the key to unleashing email's true power!
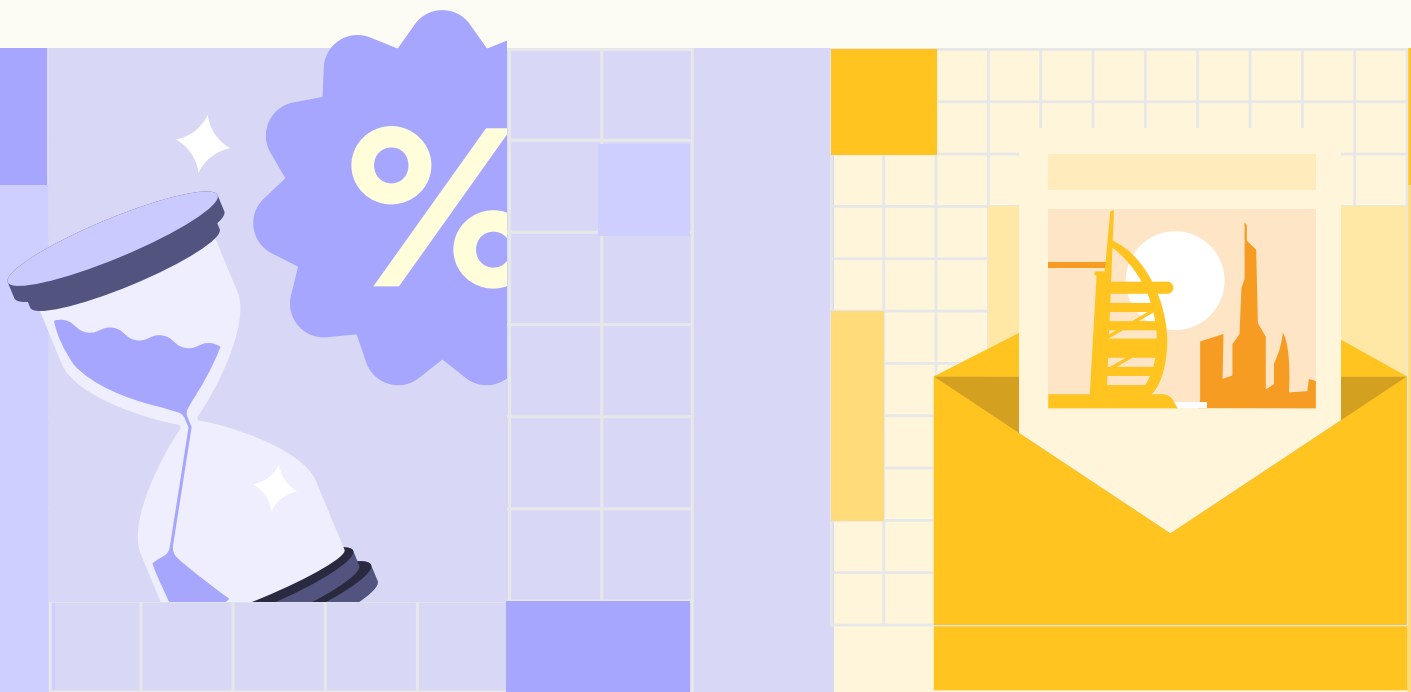
moengage

Optimizing Emails with a Customer Data & Engagement Platform (CDEP)

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

To put things into perspective, we asked global enterprise brands across industries about the impact they saw after using a CDEP. Here's what we found:
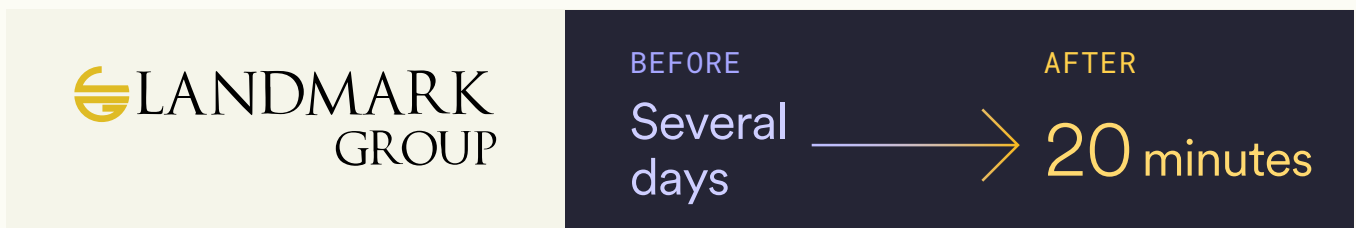
Banking, Financial Services & Insurance

Time to Value (TTV)

GOtyme bank	BEFORE	AFTER
	1 month →	1 hour

IndusInd Bank	BEFORE	AFTER
	14 days →	15 minutes
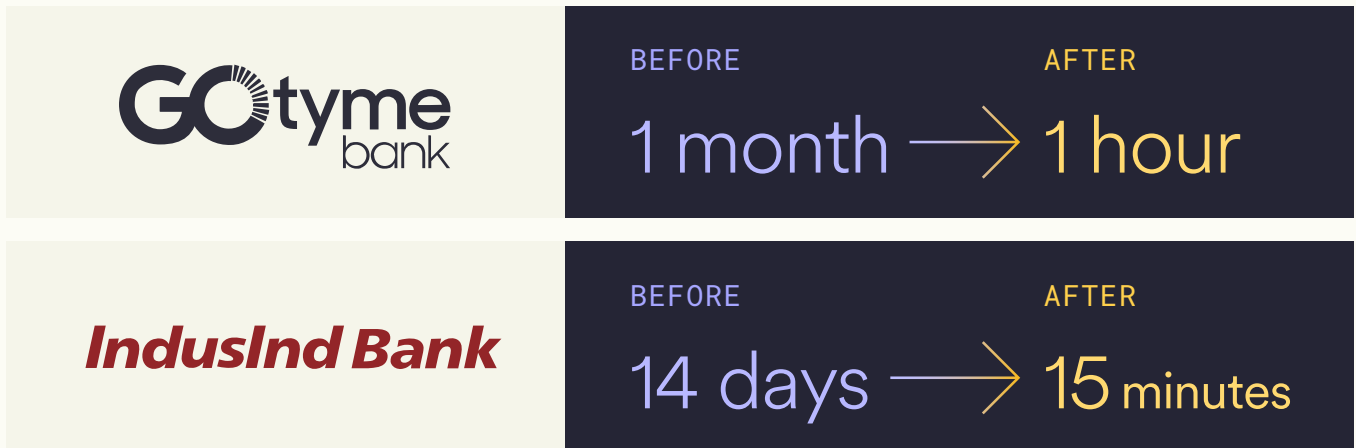
Retail & E-Commerce

Time to Value (TTV)

LANDMARK GROUP	BEFORE	AFTER
	Several days →	20 minutes

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Straight from the Customers' Inbox

Retail and E-Commerce

AZADEA Group Grows **300%** Weekly New Customers after Adapting an **Omnichannel Approach**

READ THEIR STORY ↗

"We wanted to ensure our communication was personalized on a customer action level and to do this efficiently. We needed to integrate with other tools. MoEngage engagement platform made the whole process easier with ease in multiple tool integration, allowing us to engage our customers at various stages of the purchase journey."

- **Abhishek Tiwari**
  Manager CRM

⌀ZADEA

Travel and Hospitality

Gathern Sees a **240% Uplift** in Bookings Using **Flows and Smart Recommendations.**

"Before MoEngage, while we were communicating periodically with customers, however, the uniqueness of each communication was missing. With MoEngage, we have been able to use capabilities like JINJA templates to build curated communications leading to better engagement."

- **Hassan El-Tahan**
  Vice President of Growth

Gathern

READ THEIR STORY ↗

Straight from the Customers' Inbox

Banking, Financial Services & Insurance

How the Multi-country Digital 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

GOtyme
bank

How Rain Increased Email Deliverability by **3X and Cracked Email Inboxing**

READ THEIR STORY ↗

"One notable obstacle revolved around email delivery, a common concern in the cryptocurrency industry due to the tendency of certain email servers to flag messages mentioning crypto-related content as spam. Through the collective efforts of the MoEngage team, Rain was able to significantly mitigate this issue and enhance the deliverability of their emails."
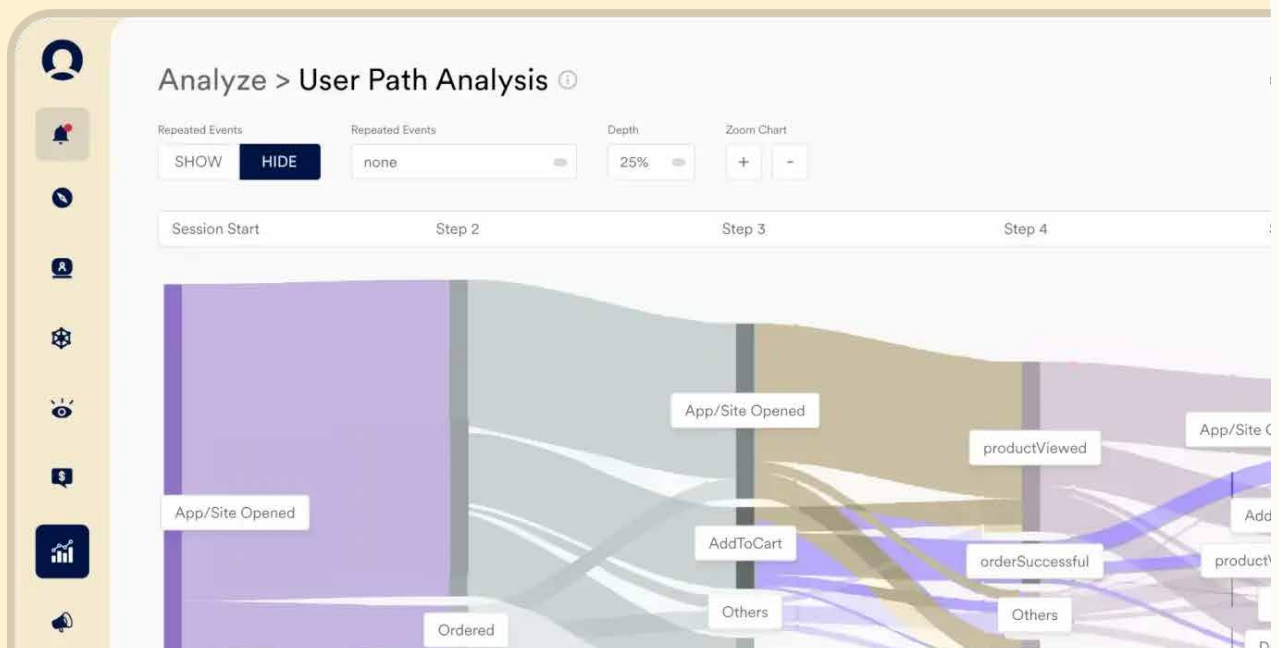
- Haris Khan
  Vice President of Growth

Rain

Upgrade Your Email Marketing with The Middle East and Africa's #1 CDEP to Amplify Your Results

The positive impact of an easy-to-use and insights-driven CEP is hard to ignore compared to bloated and complicated legacy email platforms. With an insights-led CEP, you get:
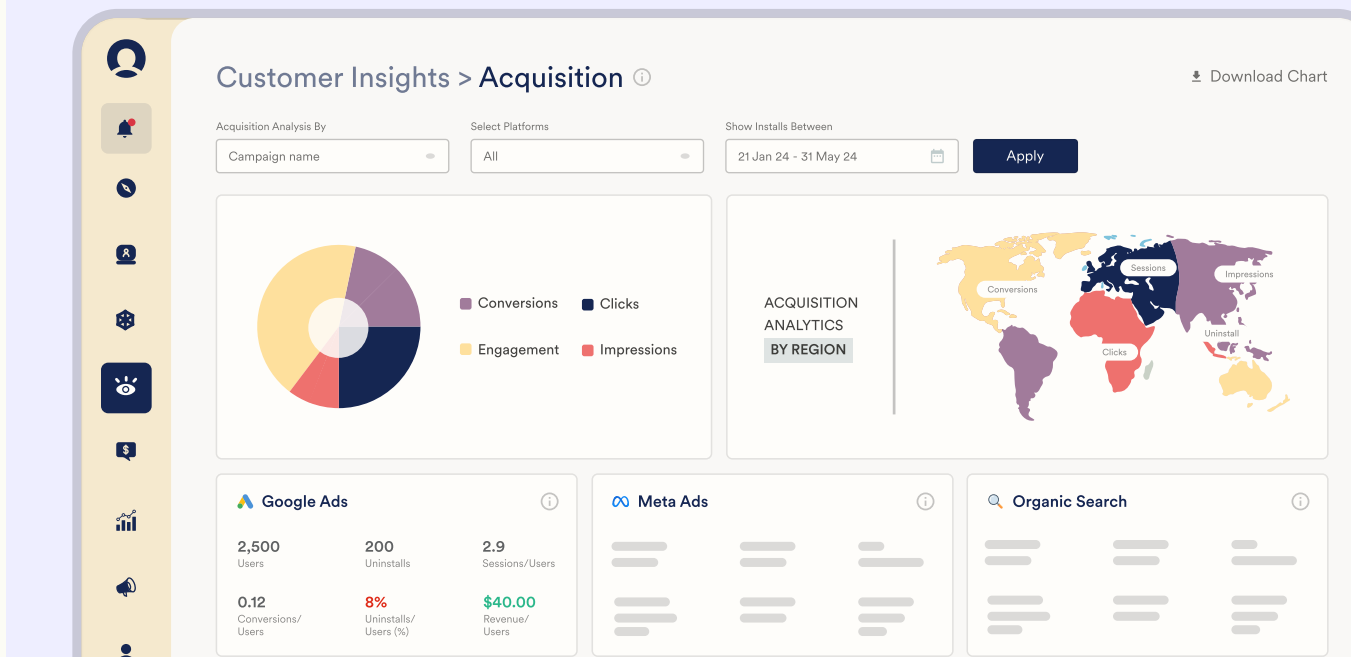
An Effortless Automation Platform

That is Secure and Compliant

moengage
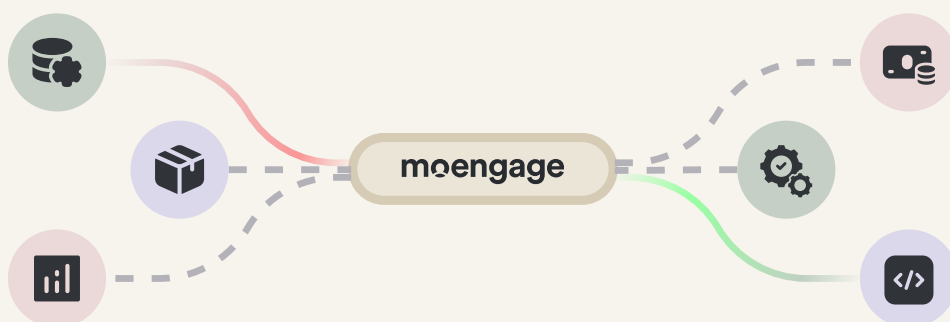
Filled with Real-time Analytics & Insights

With email being one of the most important channels for ROI, brands must equip their team with the right insights, tools, and platform to top the email marketing charts in 2025.

It's time to supercharge your email performance.

Join

1350+ Global Brands

Optimize your Email with MoEngage

TALK TO US ↗

ABOUT MOENGAGE

MoEngage is the Middle East and Africa's #1 Customer Data and Engagement Platform (CDEP) most trusted by over 1,350 global consumer brands including McAfee, Flipkart, Nestle, GMG, The Apparel Group, Gathern, Jazeera, Safaricom, Panda, GIG, 4Sale, Homzmart and Mashreq Neo. 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 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, optimize campaigns and channels that boost engagement and help with faster execution.

For over a decade, consumer brands in 60+ countries have used 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.