

What's Next For Email in 2022?

Benchmarks and insights from Europe



The year is 2005.

The radio behind you is blasting Greenday's 'Boulevard of Broken Dreams.' The air is fresh with the smell of summer, and there's an excitement in your heart. You open up your desktop computer and navigate to the internet browser. It will take a while to load, so you flip through your magazine, looking for the week's schedule for your favorite TV channel. There's a 'DING' from your desktop. You type your friend's geeky email address into the chat bar and send them a

“Hi! Can you read this?!”

Your own email address is geeky as well. It's personal and tells people a little something about what you love. It's something like amazingarcane@yahoo.com or dogsarecuties@hotmail.com.

Admit it, you felt cool at the time.



Then, the years fly by, and a lot happens. People switch from Orkut to Facebook and then to Instagram. Avatar is a hit, and then suddenly, Inception is everywhere. Internet Explorer gets replaced by Firefox, Google Chrome, and Safari. Your email address is now just a replica of your name. Your friends take to Reddit, Twitter, and Quora. There's a virus making itself known across the world. And suddenly, you realize that the first thing you do every workday, without fail, is to check your email.

As a marketer, this is normal behavior, but you're not the only one.

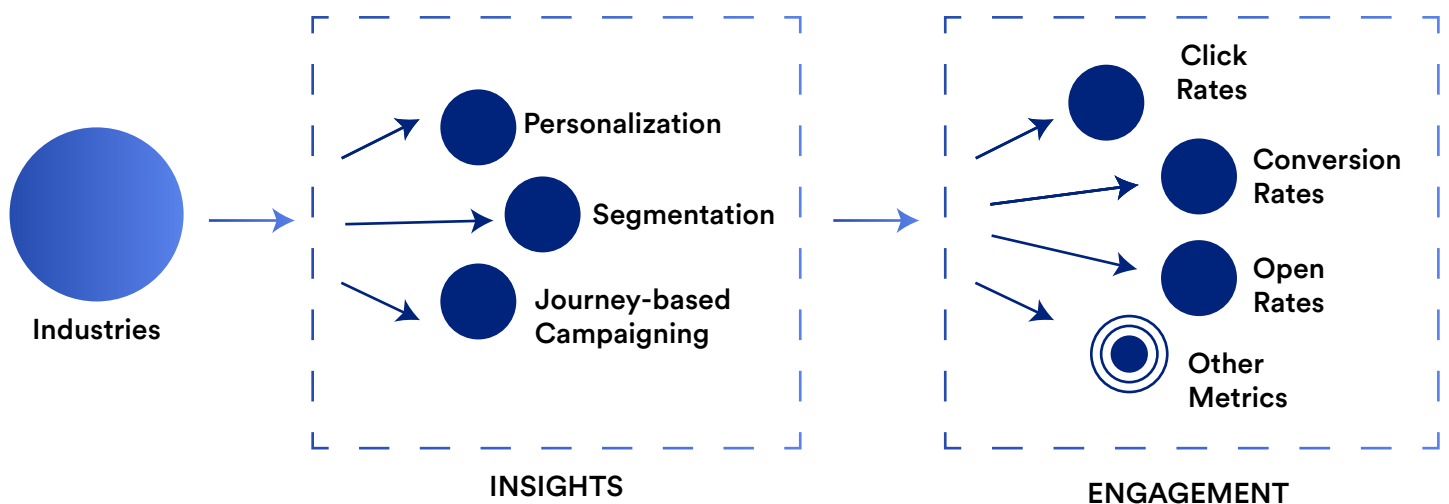
99% 

of email consumers check their inbox every day, and 58% do it first thing in the morning.

There's no denying it—email is an integral part of our lives now—more so for you than anyone else. Chances are, you're in the middle of an email campaign right now. If you're not drafting the copy for it, you're reviewing last week's campaign metrics to see what can be improved. Either that, or you've spent all of Thursday getting the latest campaign set up. Whichever you've been doing, you know it'd be great to check how other brands are doing email.

That's why we've commissioned this report, to study consumer email behavior and benchmark it.

We've analyzed metrics such as Click Rates, Conversion Rates, Open Rates, and more across four major industries—Shopping, Banking and Fintech, Media & Entertainment, and Lifestyle Services to understand what impacts consumer behavior the most, personalization, segmentation, or journey-based campaigning.



How To Read This Report

01



You can either read through this report sequentially or jump to the industry of your choice from the table of contents.

02



We've benchmarked four types of emails here: broadcast emails, auto-triggered emails, personalized emails, and journey-based emails. We've added an explainer about every kind of email below.

03



This report takes data from 5.3 Billion emails sent between August 1, 2021, and Feb 28, 2022.

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Types of Emails Compared



Broadcast Email

Remember when you used to forward jokes as email chains? You'd CC everyone in your mailing list and hit that send button relentlessly. Broadcast emails are the modern-day equivalent of those email chains. Brands in their early stages of email marketing maturity 'blast' out generic emails to the entire customer base.

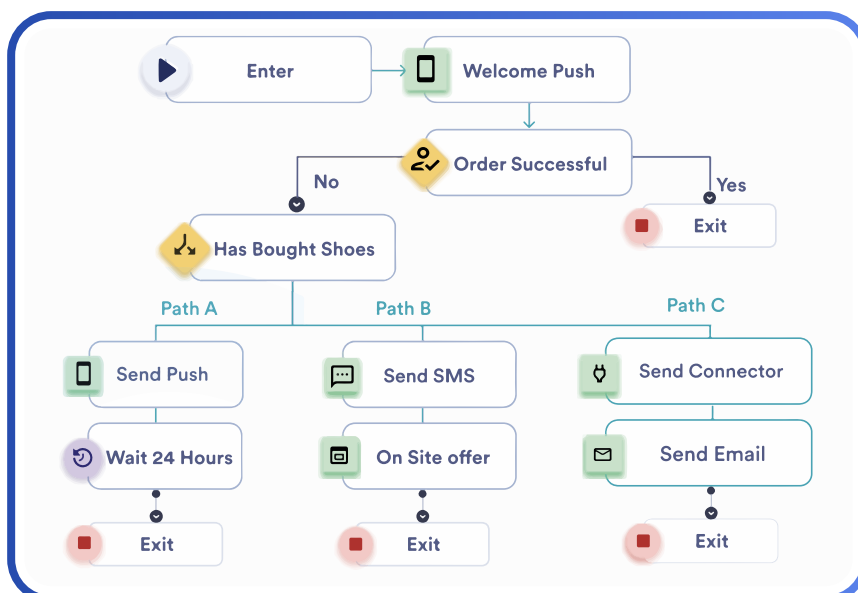
There's often no form of segmentation or personalization involved. The customer base receives information they're not interested in, such as a promotion for a service they don't like or discounts on items they've already ordered. Such emails deliver low numbers across most metrics unless you're lucky.



Journey-Based Email

Your customers don't just convert right away. They take a series of small steps that inch them closer to conversion, one action at a time. As a marketer, it is your responsibility to ensure that each step of the journey is a delightful experience for your customer. You can send them relevant messaging at each stage across the most appropriate channels for their personality.

With a platform like MoEngage Flows, you can craft flexible, multi-step customer journeys that send out different variants of messages over different channels, at different times, based on where the customer is in their lifecycle. There's an easy drag-and-drop builder to help you create self-sustaining customer engagement engines. You can craft intuitive engagement, activation, or reconversion journeys with zero code.



The advantage of emails sent via Flows is that these are more relevant to each customer, and address specific problems. You can tailor your messaging based on your customers' actions, preferences, behavior, location, and other attributes. You can also use AI to automatically analyze multiple journeys, nudge customers towards the best-performing path, and optimize channel mix and communication frequency for best results.



Behaviour-Based Email

Do you know what's better than scheduled emails? Smartly scheduled emails. Imagine this: you want to remind your customers to book a slot at the gym two hours before their preferred instructors arrive. You can't set up a fixed schedule for these emails because the gym instructors have random timings. Here's where an event-triggered email would help.

With event-triggered emails, you can create campaigns based on a 'trigger event', which might be different for different customers. You can send customized emails to reach each customer at the right moment and in the right context—when chances of email open/click/conversion are highest.



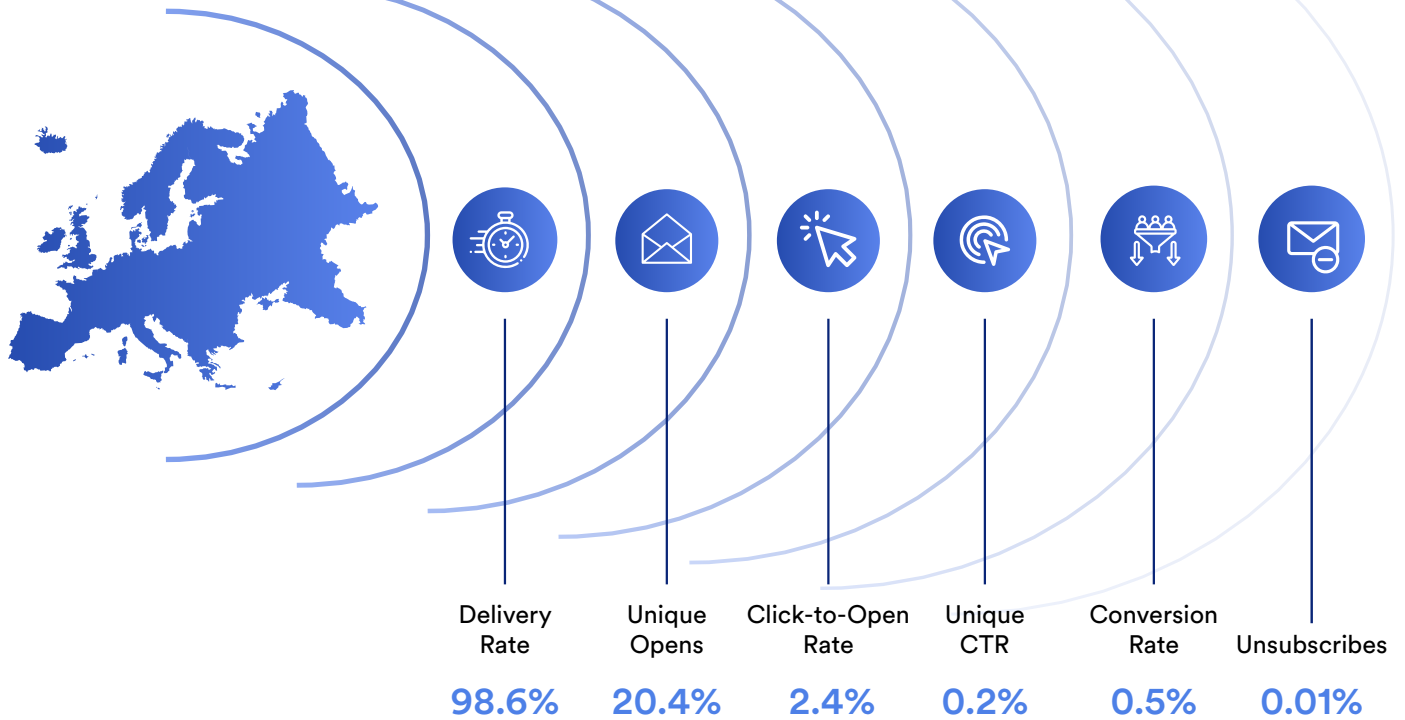
Personalized Email

Personalization is the holy grail of good marketing. Not just any personalization, but dynamic personalization, which changes based on changing customer preferences. With a good personalization platform, you can create dynamic groups of products for each customer based on their behavior or personality. These products can be filtered based on attributes like price range, customer's favorite category, discount range, etc. Platforms like MoEngage allow you to identify individual customer preferences, browsing patterns, and purchase history to create an intelligent recommendation profile for each customer.

This comes in handy for all industries. BFSI products, for example, can send customers payment reminders tailored to their regular payment cycles. News apps can send customers snippets from their preferred genre of newscasters. Music apps can send song recommendations that suit a customer's personality, and hotel booking websites can send reminders for customers to make bookings for an upcoming local holiday.

Now that you've understood what each email type means and how it can impact the metrics, let's look at benchmarks for each industry and vertical.

Europe



Click-To-Open Rate

Broadcast
2.4%

Behavior-Based
4.4X increase to
10.4%



Unique CTR

Broadcast
0.2%

Behavior-Based
4.1X increase to
0.8%



Conversion Rate

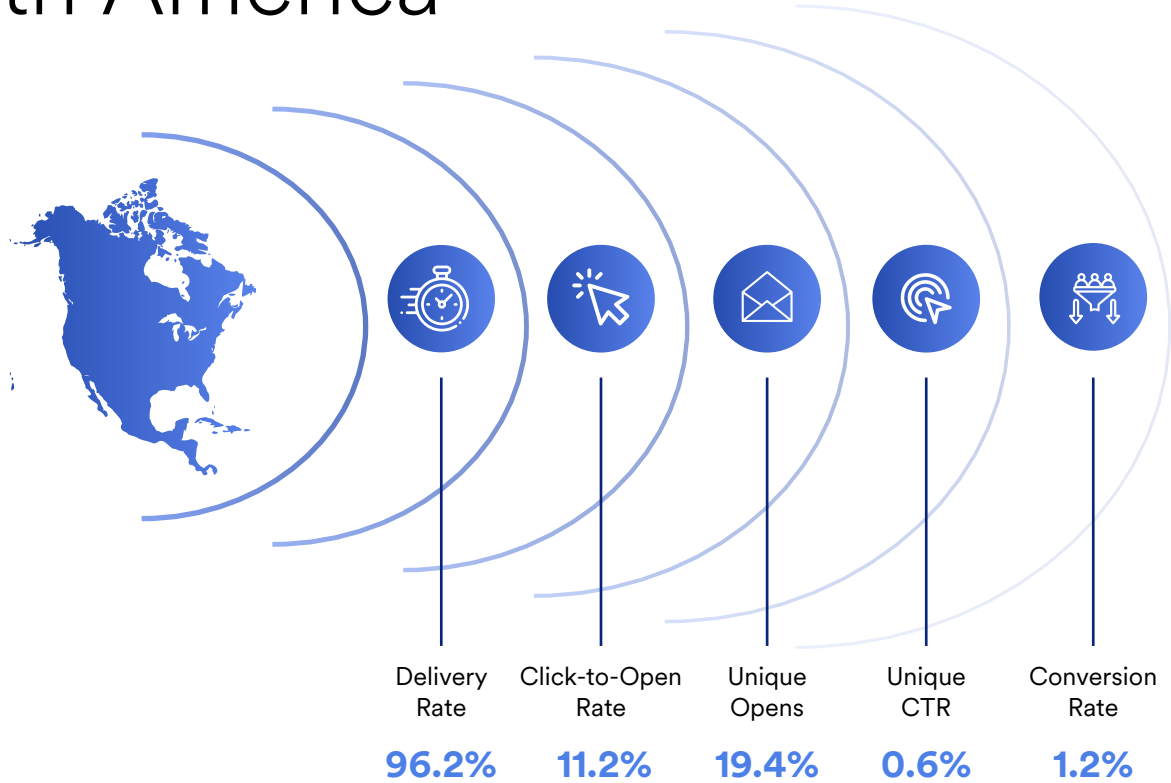
Broadcast
0.5%

Behavior-Based
60X increase to
30.9%

Sherpa's Insights

The Shopping vertical in Europe sees almost 60X improvement in Conversion Rate and a 4X increase in CTOR and Unique CTR when you deploy event-triggered emails. This shows us that timing is crucial when you're sending emails in this region. Customers prefer to receive communication that is relevant to their lifecycle.

North America



Unique Opens

Broadcast
19.4%

Behavior-Based
14% increase to
22.2%

Personalized
28% increase to
24.9%



Click-To-Open Rate

Broadcast
11.2%

Behavior-Based
26% increase to
14.1%

Personalized
83% increase to
20.5%



Unique CTR

Broadcast
0.6%

Journey-Based
2.8X increase to
1.8%

Behavior-Based
4.5X increase to
2.9%

Personalized
24.2X increase to
15.5%



Conversion Rate

Broadcast
1.2%

Personalized
2.6X increase to
3.2%

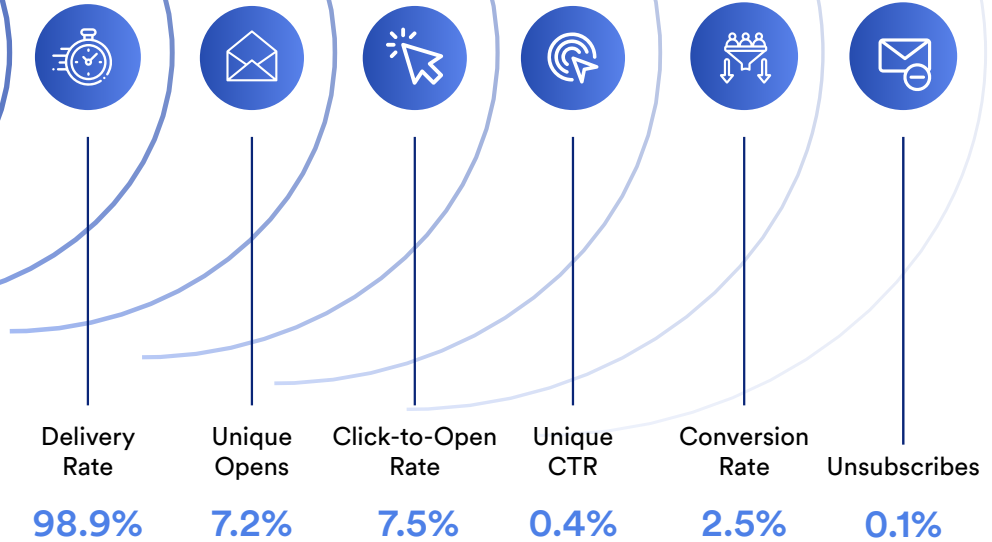
Behavior-Based
4.2X increase to
5.2%

Journey-Based
21.1X increase to
26.1%

Sherpa's Insights

Conversion Rates for Shopping in North America see a dramatic increase when you deploy journey-based campaigns, but other metrics such as CTOR, Unique CTR, and Unique Opens are impacted most when personalization is deployed. Segmentation causes a significant increase in all metrics as well, ranging from a 4X improvement in Unique CTR and Conversion Rates to a 26% increase in CTOR.

India



Unique Opens

Broadcast
7.2%

Personalized

1.8X increase to
12.9%

Journey-Based

2X increase to
14.5%

Behavior-Based

3X increase to
22.5%



Click-To-Open Rate

Broadcast
7.5%

Personalized

54% increase to
11.7%

Behavior-Based

94% increase to
14.7%



Unique CTR

Broadcast
0.4%

Journey-Based

3.16X increase to
1.1%

Behavior-Based

10.8X increase to
3.9%

Personalized

23X increase to
8.5%



Conversion Rate

Broadcast
2.5%

Journey-Based

50% increase to
3.2%

Behavior-Based

64% increase to
4%

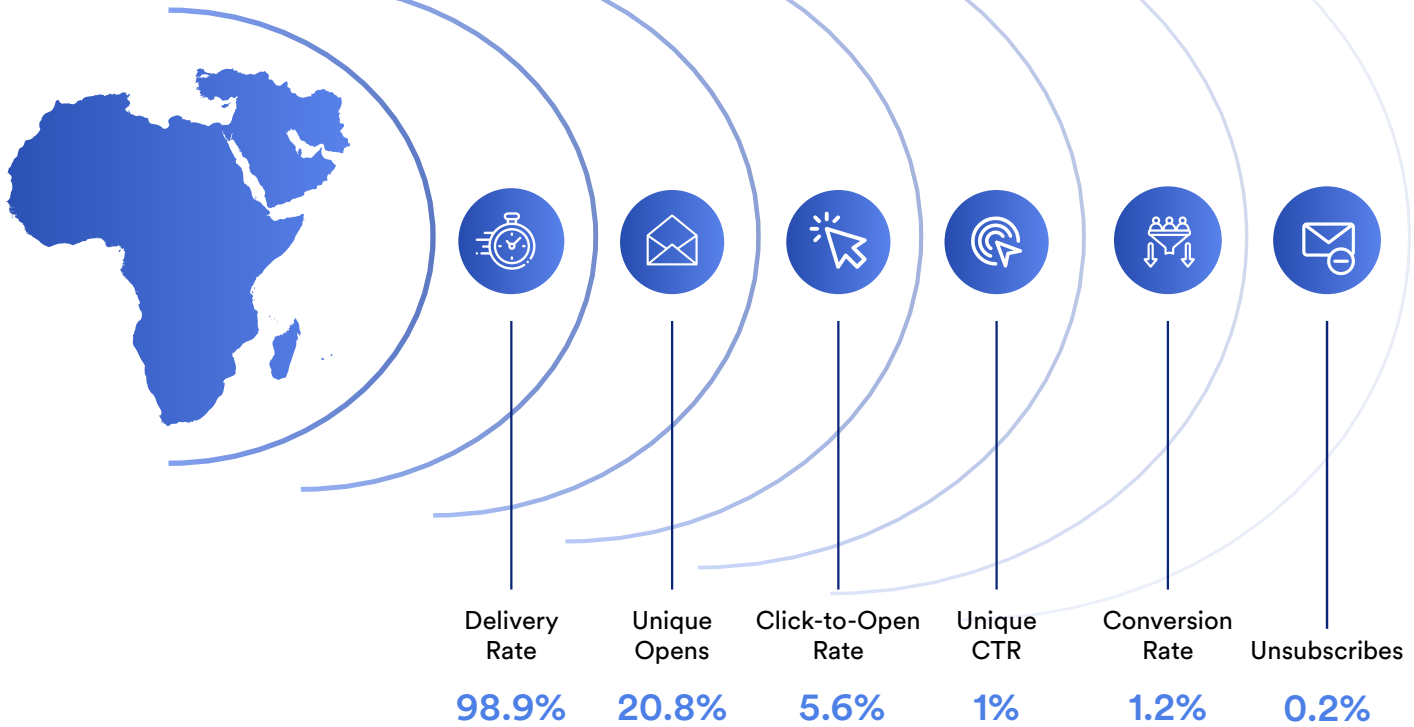
Personalized

2.3X increase to
5.8%

Sherpa's Insights

The Shopping vertical in India sees a 2X uptick in Unique Opens due to journey-based emails, and a 3X uptick due to event-triggered emails. At the same time, this customer base gives a 94% improvement in CTOR when emails are dynamically personalized, and a 23X improvement in unique CTRs. Conversion Rates are dramatically improved when you add segmentation, personalization, or journey-based campaigning as well.

Middle East & Africa



Unique Opens

Broadcast
20.8%

Personalized

12% increase to
23.2%

Journey-Based

33% increase to
27.6%



Click-To-Open Rate

Broadcast
5.6%

Personalized

67% increase to
9.4%

Journey-Based

3X increase to
17%

Behavior-Based

5X increase to
27.7%



Unique CTR

Broadcast
1.1%

Journey-Based

3.4X increase to
3.5%

Behavior-Based

3.9X increase to
3.9%

Personalized

7.7X increase to
7.8%



Conversion Rate

Broadcast
1.2%

Journey-Based

83% increase to
2.2%

Personalized

3.5X increase to
4.1%

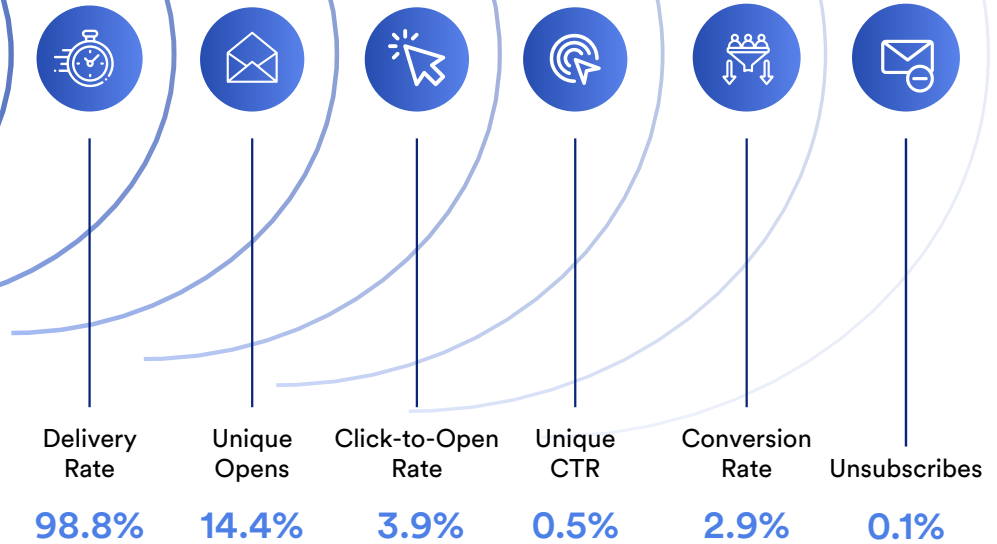
Behavior-Based

7.1X increase to
8.3%

Sherpa's Insights

Customers who shop in Middle East and Africa prefer to open emails that are smartly triggered and Journey-Based. They also respond much better when segmentation or personalization are deployed: Unique CTRs see improvements of up to 7X, CTORs see an improvement of 5X, and Conversion Rates increase by 7X due to dynamic personalization.

Southeast Asia



Unique Opens

Broadcast
14.4%

Journey-Based

51% increase to
21.7%



Click-To-Open Rate

Broadcast
3.9%

Journey-Based

12% increase to
4.4%

Behavior-Based

16% increase to
4.6%

Personalized

4.2X increase to
16.5%



Unique CTR

Broadcast
0.5%

Behavior-Based

9% increase to
0.6%

Journey-Based

85% increase to
1.0%

Personalized

44X increase to
23.9%



Conversion Rate

Broadcast
2.9%

Behavior-Based

67% increase to
4.9%

Journey-Based

2.9X increase to
6.6%

Personalized

4.3X increase to
12.6%

Sherpa's Insights

Customers of the Shopping vertical in Southeast Asia are clear that they prefer personalized, segmented emails over broadcasted ones. They respond better (Open Rates improve by 51% using journey-based campaigns), and they convert better as well: Conversion Rates increase by 4X due to dynamic personalization. Unique CTRs and CTORs also dramatically increase due to journey-based campaigning, event-triggered emails, and dynamic personalization.

S H O P P I N G

The inference rings loud and clear — customers in Shopping prefer emails that are smartly triggered, dynamically personalized, and sensible to the customer journey. Here are some examples of how brands deploy emails for activations, conversions, and more:



1 Activate New Customers

Welcome to **Goodbyes**

Welcome ,

This won't be another long welcome email heading straight to spam. It's something much better!

This is about your plant-based journey! It starts now- and you're in good company. We're building the largest, most active plant-based community in India.

So check us out and join the discussion! This is what you're really signing up for.

Thank you,

Team **Goodbyes**

Nudge Customers Towards Conversion 2

IN STORES & ONLINE
STARTS TOMORROW!

READY TO MIX & MATCH?

ENTIRE
STORE

MIX & MATCH

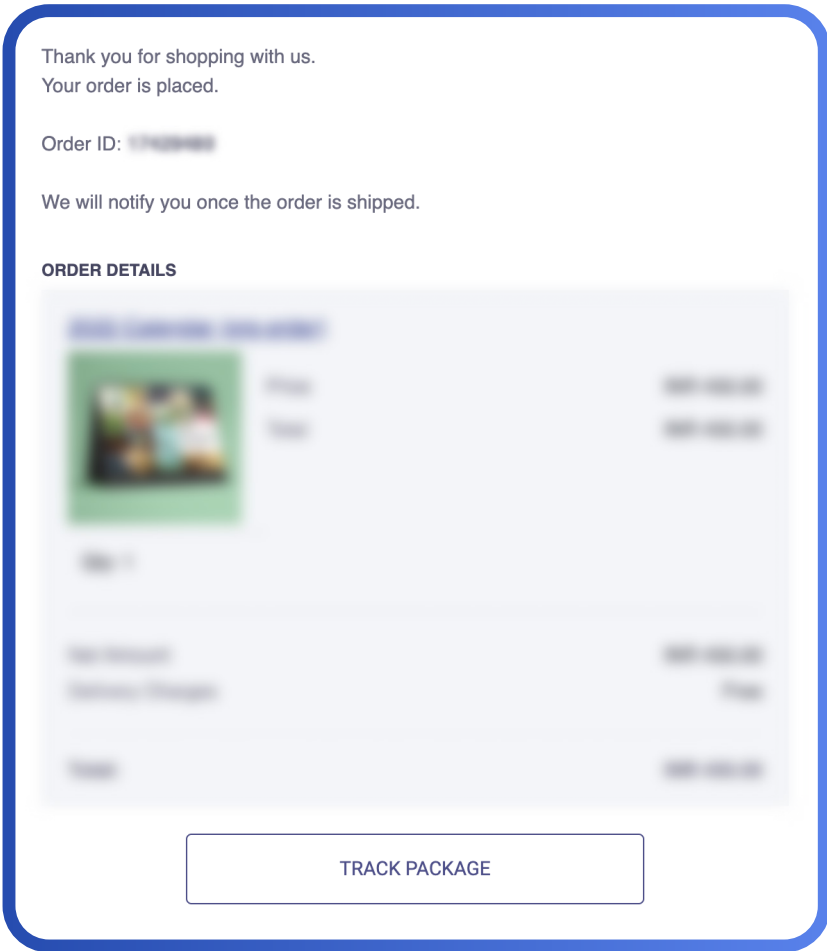
BUY 2 GET 2

FREE

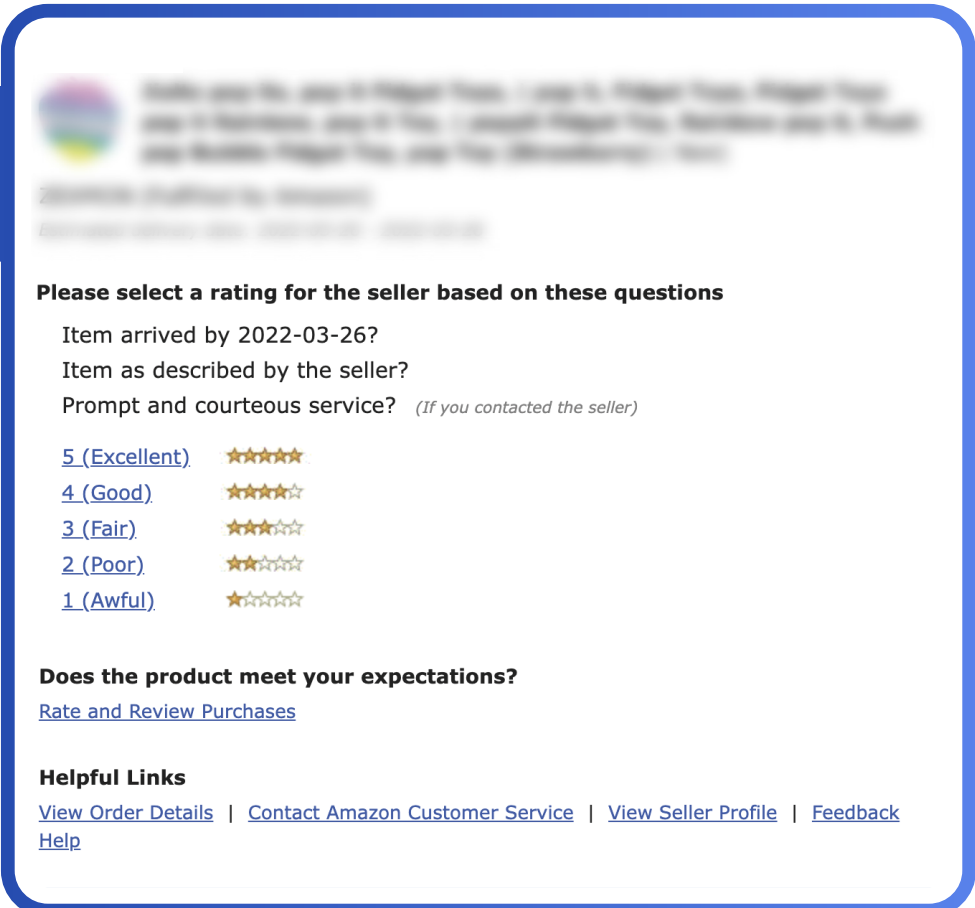
Until November 27, 2020.

EXAMPLES FROM SHOPPING

3 Keep Customers Informed With Transactional Messaging



4 Gather Customer Feedback To Measure NPS



Europe



Delivery Rate

100%



Unique Opens

9%



Click-to-Open Rate

9.5%



Unique CTR

41%



Conversion Rate

0.7%



Click-To-Open Rate

Broadcast

9.5%

Journey-Based

7% increase to

10.2%



Conversion Rate

Broadcast

0.7%

Journey-Based

41X increase to

29.4%

Sherpa's Insights

For Lifestyle Services brands in Europe, it's clear that journey-based emails create winners. Conversion Rates increase by 41X when you send journey-based emails, and CTORs increase by 7%.

North America



Delivery Rate

99.3%



Unique Opens

8.2%



Click-to-Open Rate

10.6%



Unique CTR

0.8%



Conversion Rate

11.9%



Unsubscribes

0.03%



Unique Opens

Broadcast

8.2%



Click-To-Open Rate

Broadcast

10.6%



Unique CTR

Broadcast

0.8%



Conversion Rate

Broadcast

11.9%



India



Delivery Rate

99%



Unique Opens

19.5%



Click-to-Open Rate

11.7%



Unique CTR

7.2%



Conversion Rate

3.1%



Unsubscribes

0.4%



Unique Opens

Broadcast

19.5%

Journey-Based

34% increase to

26.1%

Behavior-Based

110% increase to

41.1%



Unique Opens

Broadcast

3.1%

Behavior-Based

61% increase to

5%

Journey-Based

2.4X increase to

10.5%

Sherpa's Insights

Lifestyle Services brands in India are winning with event triggers and journey optimization. Unique Opens see an uptick of 34% with journey-based emails and 110% with smartly triggered emails. At the same time, Conversion Rates increase by 61% using event triggers and 2.3x using journey-based campaigning.

Southeast Asia



Delivery Rate
98.3%



Unique Opens
14.3%



Click-to-Open Rate
4.7%



Unique CTR
0.7%



Conversion Rate
0.4%



Unsubscribes
0.07%



Unique Opens

Broadcast
14.3%

Journey-Based
55% increase to
22.2%



Click-To-Open Rate

Broadcast
4.7%

Journey-Based
2X increase to
9.5%



Unique CTR

Broadcast
0.7%

Journey-Based
3.2X increase to
2.3%



Conversion Rate

Broadcast
0.4%

Behavior-Based
11.4% increase to
5.8%

Behavior-Based
4.4X increase to
21%

Behavior-Based
27X increase to
18.9%

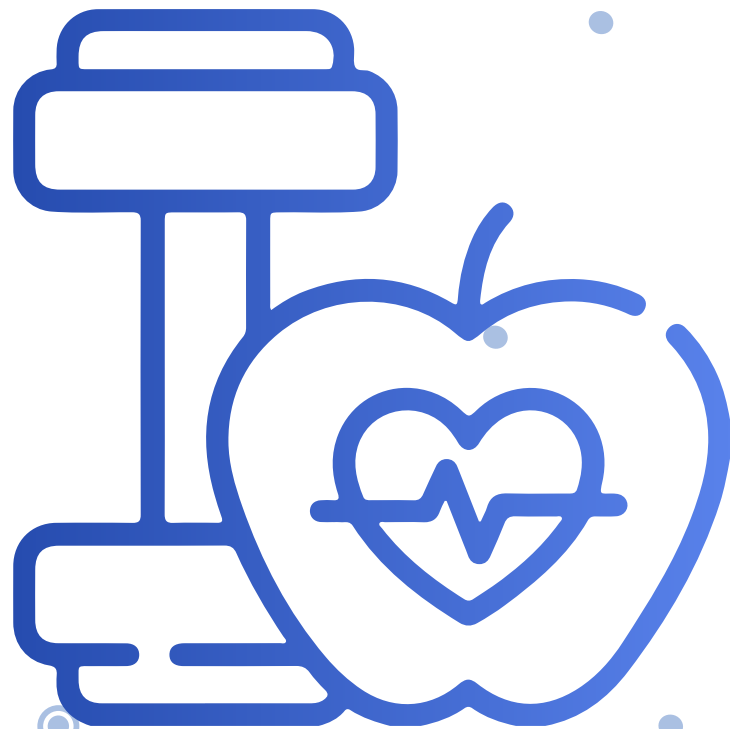
Journey-Based
14.6X increase to
6.1%

Sherpa's Insights

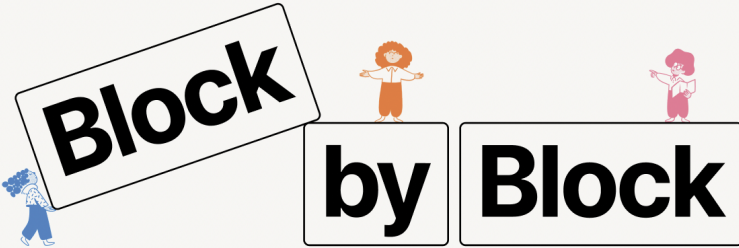
Lifestyle Services brands in Southeast Asia see a dramatic increase in metrics when personalization or segmentation are deployed. Unique Opens increase by 55% using journey-based campaigning, and CTRs increase by 27C when emails are smartly triggered. CTORs are increased by 4X using event triggers, and conversion rates increase by 14X using journey-based emails.

L I F E S T Y L E S E R V I C E S

Let's take a look at how leading Lifestyle Services brands are using email to improve engagement, conversions, activations, retention, and more.



A virtual conference from [Redacted] [Register now](#)
March 2nd, 2022



Block by Block

Block by Block is only two weeks away, and we're thrilled to announce the addition of three incredible headliners: **Bumble President Tariq Shaukat** and **famed YouTube creators Thomas Frank and Marina Mogilko!**

Tariq will share his advice on how companies can adapt for and support the next generation of knowledge workers. And Thomas and Marina will walk through how they built inspiring audiences and businesses. Catch them on March 2nd to hear their stories!

[Save your spot](#)

Hope to see you there!
Ivan
Co-founder and CEO

1 Nudge Customers To Engage

2 Reactivate Hibernating Users


Rate your *Primo* experience

Bangalore - Goa | Friday, 04-03-22, 6:40 PM

Hey [Redacted Name],

Hope you had a wonderful journey with primo, please rate and review your experience to help us improve our service.

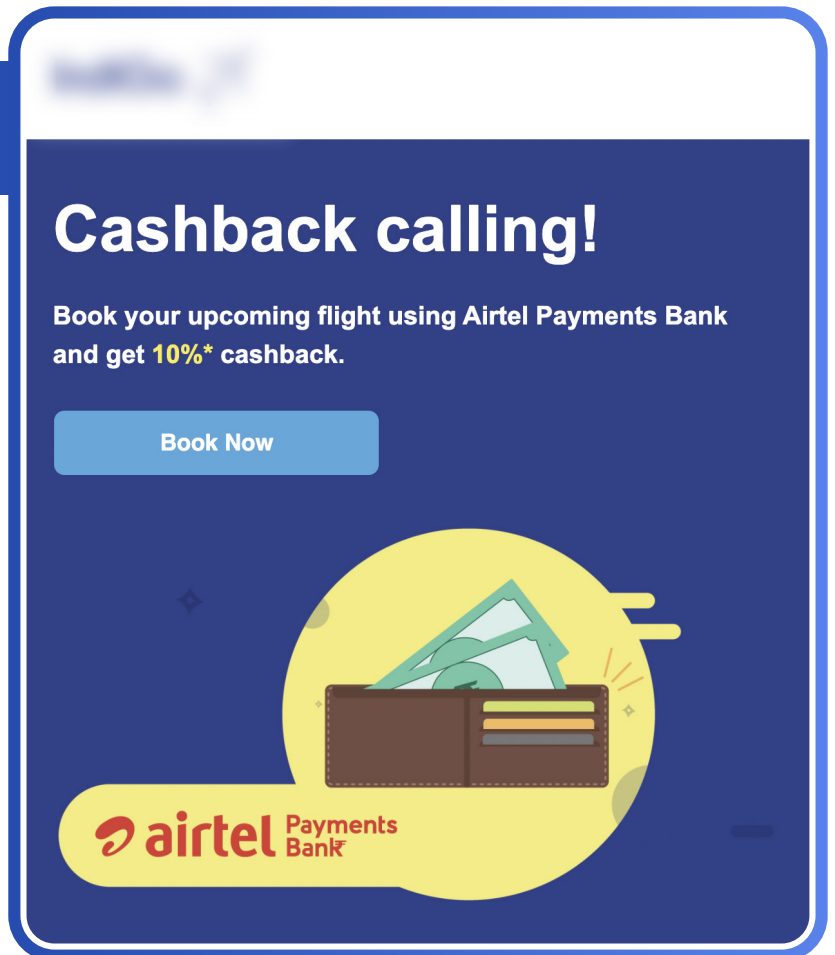
Please rate your trip **Bangalore - Goa** with **Streamline tours and travels**





3 Convert Users Who Are on the fence

Collect NPS Ratings From Happy Customers 4



Conclusion

The answer is clear now. It's 2022, and customers have already seen millions of emails in their lifetimes. They're averse to generic copy that doesn't provide any value to them. They're actively looking for—and engaging with—emails that are personalized, segmented for the right audience, and sent at the appropriate time in the customer journey.

A good email marketing platform should allow you to create all three kinds of emails. It must give you an easy method to analyze the customer journey to see where email fits in, when emails can be sent, and how other channels can complement the entire experience. It must also provide intelligent capabilities to segment customers into groups such as loyalists, potential hibernators, about to churn, those that need attention—so that you can take immediate action and craft appropriate email campaigns to bring them back into the funnel.

The platform must also have powerful personalization capabilities that allow you to predict which customers might go dormant, uninstall, or convert—and send them emails accordingly. For the ones who are likely to convert, the platform should be able to send dynamically personalized product recommendations that the customer is most likely to click on.

But while it's crucial to have a good email marketing strategy, you need more than a simple email marketing platform to do so. You need a customer engagement platform that covers all possible touchpoints. The platform should enable you to create omnichannel campaigns that complement email, such as SMS, push notifications, in-app, etc. This platform should be able to give you deep insights into the customer journey, behavioral trends, conversion and retention analyses, and more. The platform should enable insights-led engagement at every step of the way.



About

MoEngage is an Insights-led Customer Engagement platform built for customer-obsessed brands.

With industry-leading AI and Machine Learning capabilities, MoEngage provides insights on customers, their journey, behavior, interests, preferences, and the short and long-term impact of campaigns on key business metrics like customer retention and LTV.

Brands use MoEngage to leverage these insights and enable hyper-personalization at scale across multiple touchpoints like mobile push, email, in-app, website push, on-site message, SMS, Whatsapp, and social messaging platforms.

Fortune 500 brands across 35+ countries such as Deutsche Telekom, Samsung, Vodafone, Nestle, McAfee, and internet-first brands such as Ola, OYO, Bigbasket, and InMobi use MoEngage to orchestrate cross-channel customer journeys and delight their customers across multiple touchpoints.

MoEngage was recognized as a Strong Performer in The Forrester Wave™ Q3 2021 report – Cross-Channel Campaign Management (Independent Platforms), a Leader in the 2020 Gartner Magic Quadrant for Mobile Marketing Platforms, a Strong Performer in the 2020 Forrester Wave for Mobile Engagement Automation, a Leader in G2 for Fall 2020 Grid® Reports, and the #1 Mobile Marketing Platform in G2's Spring 2021 Momentum Report for industry-leading solutions.



Insights-led Mentors at **moengage**



Raviteja Dodda

CEO and co-founder of MoEngage
ravi@moengage.com



Yash Reddy

Chief Business Officer - APAC and EMEA
yashwanthreddy@moengage.com



Jason Smith

Vice President - Europe
jason.smith@moengage.com



Jeff Paiva

Marketing Director - Latin America
jeff.paiva@moengage.com



Kunal Badiani

Senior Director - Middle East, Africa, and Turkey
kunal.badiani@moengage.com



Saurabh Madan

VP & General Manager - Southeast Asia, ANZ, and Japan
saurabh.madan@moengage.com



Narasimha Rao

General Manager - India, Middle East, and Africa
narasimha.rao@moengage.com