

99%

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

With hundreds of emails to look at, customers only pay attention to the ones that are relevant to them. Brands need to actively invest in email marketing that is personalized for the right audience and sent at the right time in the customer journey. To understand the impact of this, we analyzed 5.3 billion emails:



## Latest Email Benchmarks

### Shopping in the 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%

### Here's what we've learned works best:

#### Dynamic personalization



which enables brands to keep up with changing customer preferences and create an intelligent recommendation profile for each customer.

#### Behavior-based segmentation



where brands set up campaigns that are automatically triggered when an 'event' occurs, such as opening an app or clicking a button.

#### Customer journey mapping



which gives brands a bird's-eye view of the customer journey, enabling them to create different messaging at every touchpoint.



## Latest Email Benchmarks

### Media & Entertainment in the Middle East & Africa



#### Unique Opens

Broadcast

**17.7%**

Journey-Based

47% increase to

**26%**



#### Click-To-Open Rate

Broadcast

**6.9%**

Personalized

3.1X increase to

**21.4%**

Behavior-Based

8X increase to

**55.1%**



#### Unique CTR

Broadcast

**1.2%**

Behavior-Based

5.5X increase to

**6.4%**

Journey-Based

15.5X increase to

**17.9%**

Personalized

10X increase to

**11.8%**



Even before the pandemic, personalization had become an integral part of exceptional customer experience - not just in E-commerce channels but in all customer interactions. This transition fueled by rising customer expectations has increased the importance of shaping the customer experience and perception at every touchpoint. Adopting a hyper-personalized marketing strategy powered by data and AI gives us the instant capability to see, react, and choose personalized actions based on a customer's profile including lifetime value, preferences, sentiment, and patterns. Additionally, it provides context based on holistic interaction history and the customer's most recent journey.



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