Netcore

Email Benchmark Report 2024

A study of 100 billion emails

Message From The Group CEO

The year 2023 marked a significant milestone as global email marketing revenues surpassed the $10 billion mark. This remarkable statistic underscores the enduring value of email as a highly rewarding communication channel. Even more exciting is the ongoing innovation in this space, continually supercharging email's capabilities.

Email remains the channel that consistently provides the highest return on investment. With its potential to deliver hyper-personalized messages to hyper-segmented audiences, email is extremely effective in fostering meaningful connections with audiences. Combining it with platforms like WhatsApp, SMS, and RCS results in Inbox Commerce, a game-changing innovation for achieving the highest levels of user engagement.

> ***Inbox Commerce isn't just about selling; it's about sparking a user engagement that becomes enduring customer loyalty. It merges convenience and persuasion, making your messages gateways to conversion.***

Email marketing is evolving with interactive content, enabling product searches, comparisons, and purchases within emails via AMP. While iOS devices are popular in North America and parts of Europe, the lack of AMP support in Apple Mail limits the adoption of such interactive emails in those regions. Meanwhile, Android dominates in Asia, Africa, and parts of South America and fully supports AMP emails, boosting their acceptance. This device disparity affects the adoption of interactive emails across geographies. However, the initiatives to reshape email marketing persist, bridging technology gaps for universal accessibility.

As user preferences shift towards highly personalized and tailored experiences, the focus is on granular data and micro-segmentation. Marketers are aiming to achieve individualized (one-to-one) customization eventually.

The importance of zero-party data insights has never been more pronounced.

Google will phase out third-party cookies in Chrome by the end of 2024, in line with other browsers that already block/restrict them by default. However, tracking will persist, emphasizing the importance of genuine end-user consent for personal data handling, even as third-party cookies and their alternatives fade into obsolescence.

In this dynamic landscape, we are thrilled to introduce the Email Benchmark Report 2024. It offers a multi-metric analysis of emails sent by our global customers across 18 major industries.

You will discover actionable insights into global consumer behavior, emerging trends, the future of email marketing, and much more within its pages. We believe that this authoritative report, a study of 100 billion emails, will empower you to craft an outstanding email strategy for 2024.

Happy reading, email enthusiasts!

Stay safe and stay connected.

Kalpit Jain
Group CEO
Netcore

#fortheloveofemails

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Email Benchmark Report 2024 at a glance

An extensive study of 100 billion emails:

Covers 18 industries -
BFSI, eCommerce, entertainment, media, OTT, and more

Reveals industry best practices -
Improving inboxing/deliverability, clicks, interactions, and more

Shares actionable insights -
Spam, unsubscribe rates, best/worst days to send emails, etc.

Deconstructs the updates -
2024 Guidelines from Gmail and Yahoo! Mail

Predicts 2024 trends -
Inbox Commerce, Gen AI, zero-party data, and more

Glances into the Future -
Email Shops, Segment of One, Augmented Reality, Emotive Content Emulation

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Industries Included

The report covers data from 18 major verticals:

- Banking/Mutual Funds/ Securities
- Beauty/Self-care
- Dating
- Ecommerce/E-grocery/ E-fashion
- Edtech/Educational Institutes
- Entertainment/ Media OTT
- Financial Services
- Foodtech/Delivery
- Gaming
- Gifting
- Information Tech and Services
- Job Portals
- Marketplace
- Marketing
- Medtech/ E-pharmacy
- Real Estate/ Investments
- Tools and Accessories
- Travel and Hospitality

3 Engagement Metrics

I. Clicks

Industry	Click%
Banking/Mutual Funds/Securities	0.35
Beauty/Self-care	**0.06**
Dating	**23.57**
Ecommerce/E-grocery/E-fashion	0.04
Edtech/Educational Institutes	1.14
Entertainment/Media OTT	1.43
Financial Services	1.20
Foodtech/Delivery	0.33
Gaming	0.27
Gifting	0.07
Information Tech and Services	0.80
Job Portals	2.55
Marketplace	5.66
Marketing	0.61
Medtech/E-pharmacy	4.78
Real Estate/Investments	0.35
Tools and Accessories	0.21
Travel and Hospitality	0.34

The Dating industry witnessed the highest click rate at 23.57%, whereas the Beauty/Self-care industry witnessed the lowest click rate at 0.06%. The average click rate witnessed across industries was 2.48%.

Best and Worst Days to send emails

As opens are the precursors to clicks, the first objective of any email marketing campaign is to increase the number of mails getting opened and read.

Extracting insights from user data unveils the ideal moments when the audience is most inclined to open the emails, helping determine the optimal day and time for email distribution. Employing A/B testing can further refine the selection of the optimal email send day.

Comprehending the most favorable and unfavorable days for email dispatch serves a triple purpose. It aids in capturing the users' attention, motivating them to take desired actions, and ultimately achieving the intended outcomes from the email campaign.

Industry	Best Day	Worst Day
Banking/Mutual Funds/Securities	Wednesday	Saturday
Ecommerce/E-grocery/E-fashion	Monday	Saturday
Financial Services	Tuesday	Saturday & Sunday
Foodtech/Delivery	Tuesday	Thursday
Gaming	Tuesday	Thursday
Tools and Accessories	Saturday	Thursday
Travel and Hospitality	Saturday	Monday & Tuesday

Above insights are based on the comparisons of average open rates across the campaigns sent for each of the verticals.

Best practices to improve clicks

1. Deliver relevant content: User engagement is heavily influenced by the content's relevance. Understand your audience and craft personalized emails that cater to their preferences and needs.

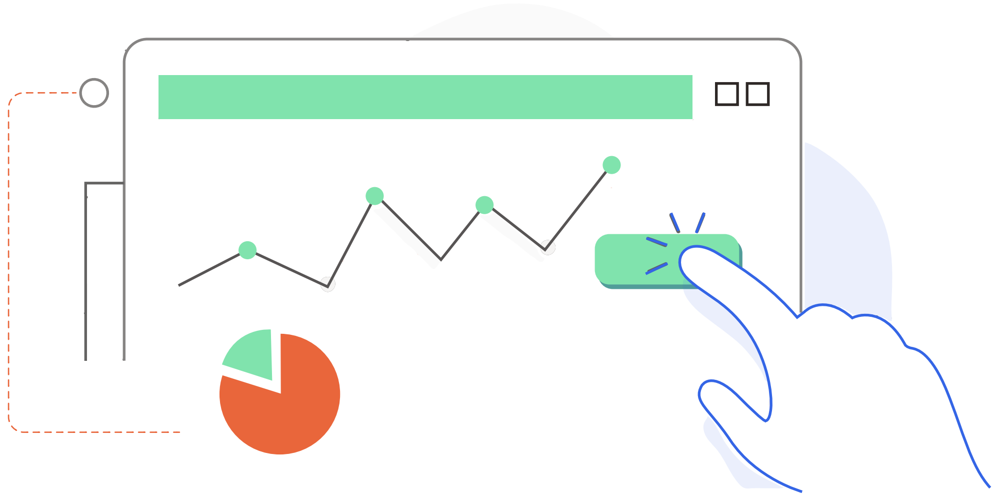
2. Streamline email design: Ensure your email design is clean, enjoyable to read, and quick to digest. Avoid clutter and maintain a clear structure for easy navigation.

3. Incorporate visual elements: The strategic use of images, GIFs, or videos in your emails has been proven to boost engagement. Visual content can captivate your audience and convey information more effectively.

4. Leverage AMP components: AMP (Accelerated Mobile Pages) technology allows emails to function like a website or app within the email itself. Users can search, make purchases, and interact directly from the email, leading to higher engagement and improved conversions.

5. Prioritize email accessibility: Ensure your emails are accessible to all recipients, including those with temporary or permanent disabilities and those using assistive devices. This includes creating subject lines and preheaders suitable for screen/voice readers, avoiding all-image emails, and using proper color contrast, among other considerations.

Improving engagement is a crucial step in email marketing, as it not only enhances click rates but also drives conversions and increases the overall return on investment (ROI) of your marketing campaigns.



II. Inbox placement

Industry	Inbox placement%
Banking/Mutual Funds/Securities	95
Beauty/Self-care	85
Dating	**84**
Ecommerce/E-grocery/E-fashion	92
Edtech/Educational Institutes	93
Entertainment/Media OTT	95
Financial Services	96
Foodtech/Delivery	94
Gaming	92
Gifting	92
Information Tech and Services	**97**
Job Portals	90
Marketplace	91
Marketing	94
Medtech/E-pharmacy	**84**
Real Estate/Investments	86
Tools and Accessories	85
Travel and Hospitality	95

The Information Tech and Services industry witnessed the highest inbox placement rate at 97%, whereas the Dating and Medtech/ E-pharmacy industry witnessed the lowest inbox placement rate at 84%. The average inbox placement rate witnessed across industries was 91%.

Best practices to improve inboxing/deliverability

Email deliverability ensures that your emails reach users' inboxes without being marked as spam. While factors like email volume, frequency, content quality, and bounce rates play a role in email deliverability, a significant 76% of deliverability issues stem from data-related problems. Unclean databases can lead to brands being blacklisted by Internet Service Providers (ISPs), tarnish sender reputation, and disrupt marketing campaigns.

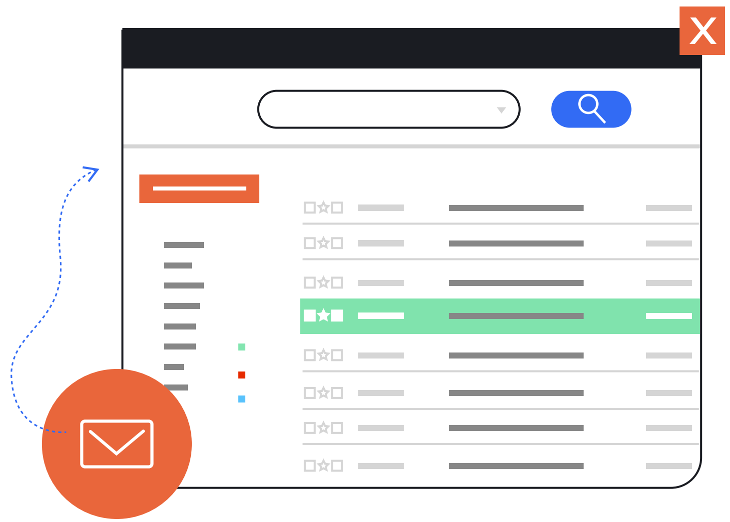
Intelligent segmentation of your email list remains a crucial process for achieving better inbox deliverability, yet it often remains underutilized. Here are some of the best practices that help you address these challenges:

1. Maintain list hygiene: Start by ensuring the cleanliness of your email list. Build opt-in lists and implement a sunset policy to remove inactive or unengaged subscribers. It helps keep your email list up-to-date and engaged.

2. Foster a good sender reputation: Implement best practices such as using dedicated IP addresses, warming up domains, and adhering to authentication standards. These measures help establish and maintain a positive sender reputation, vital for email deliverability.

3. Privacy and consent management: Implement better privacy practices and consent management. By adopting affirmative and informed consent practices and tying them to strategic data management, you can significantly improve email deliverability and enhance conversion rates across all marketing channels.

Improving email deliverability is crucial because getting your emails into users' inboxes is the first and foremost step in effective email marketing. It's equally important to ensure that your emails are welcomed and engaged with by your audience.



III. Email bounce

Industry	Bounce%
Banking/Mutual Funds/Securities	1.06
Beauty/Self-care	1.39
Dating	1.01
Ecommerce/E-grocery/E-fashion	2.74
Edtech/Educational Institutes	**0.48**
Entertainment/Media OTT	1.83
Financial Services	0.89
Foodtech/Delivery	1.47
Gaming	0.91
Gifting	0.71
Information Tech and Services	0.93
Job Portals	1.97
Marketplace	1.64
Marketing	3.12
Medtech/E-pharmacy	5.36
Real Estate/Investments	1.94
Tools and Accessories	**5.61**
Travel and Hospitality	0.56

The Tools and Accessories industry witnessed the highest bounce rate at 5.61%, whereas the Edtech/ Educational Institutes industry witnessed the lowest bounce rate at 0.48%. The average bounce rate witnessed across industries was 1.87%.

Email bounce

Email bounces occur when an email cannot be delivered to the intended recipient. The sender receives an automated message from the recipient's email server explaining why the email bounced. There are two main types of email bounces: soft and hard.

- **Soft bounce:** This type of bounce signifies a temporary delivery issue, such as the recipient's inbox being full or a transient connection problem. Email Service Providers (ESPs) typically make multiple delivery attempts for soft bounces, but if these attempts fail, the email is eventually marked as a bounce.

- **Hard bounce:** A hard bounce indicates a permanent delivery error, usually due to reasons like an invalid email address, an email ID that is no longer in use, or a misspelled domain name. Most ESPs do not make further resend attempts for hard bounces, as doing so can harm the sender's domain reputation.

To calculate the email bounce rate, you can use the following formula:

$$\text{Email bounce rate (\%)} = \frac{\text{Number of bounced emails}}{\text{Number of emails sent}} \times 100$$

Email bounces are significant for several reasons :

1. Impact on deliverability: A high bounce rate, typically above 5%, can severely damage an email marketing campaign and negatively affect email deliverability.

2. Risk of blocking: Mailbox service providers may block emails from brands with high bounce rates, preventing them from reaching users' inboxes.

3. Sender reputation: Monitoring and addressing email bounces is essential to resolve delivery issues, improve deliverability, and maintain a positive sender reputation. To reduce bounce rates and maintain a 2% or lower email bounce rate, brands can take the following actions:

- **Practice list hygiene:** Clean email lists regularly to remove misspelled domain names and inactive users.

- **Implement a Sunset Policy:** Remove email IDs that are no longer in use through a sunset policy.

- **Prioritize double opt-ins:** Use double opt-ins to ensure valid email addresses are collected.

- **Choose a reputable ESP:** Partner with a reputable email service provider for better inboxing guidance.

Early detection of bounces can prevent email deliverability issues in the long run.

IV. Emails Unsubscribed/Marked as Spam

Industry	Unsubscribed/ marked as spam%
Banking/Mutual Funds/Securities	0.09
Beauty/Self-care	0.10
Dating	0.12
Ecommerce/E-grocery/E-fashion	0.19
Edtech/Educational Institutes	0.09
Entertainment/Media OTT	0.16
Financial Services	**0.05**
Foodtech/Delivery	0.10
Gaming	0.22
Gifting	0.13
Information Tech and Services	0.10
Job Portals	0.06
Marketplace	**1.06**
Marketing	0.36
Medtech/E-pharmacy	0.11
Real Estate/Investments	0.24
Tools and Accessories	0.22
Travel and Hospitality	0.15

The Marketplace industry witnessed the highest unsubscribed/marked as spam rate at 1.06%, whereas the Financial Services industry witnessed the lowest unsubscribed/marked as spam rate at 0.05%. The average unsubscribed/ marked as spam rate witnessed across industries was 0.56%.

Email users unsubscribing/marking mails as spam

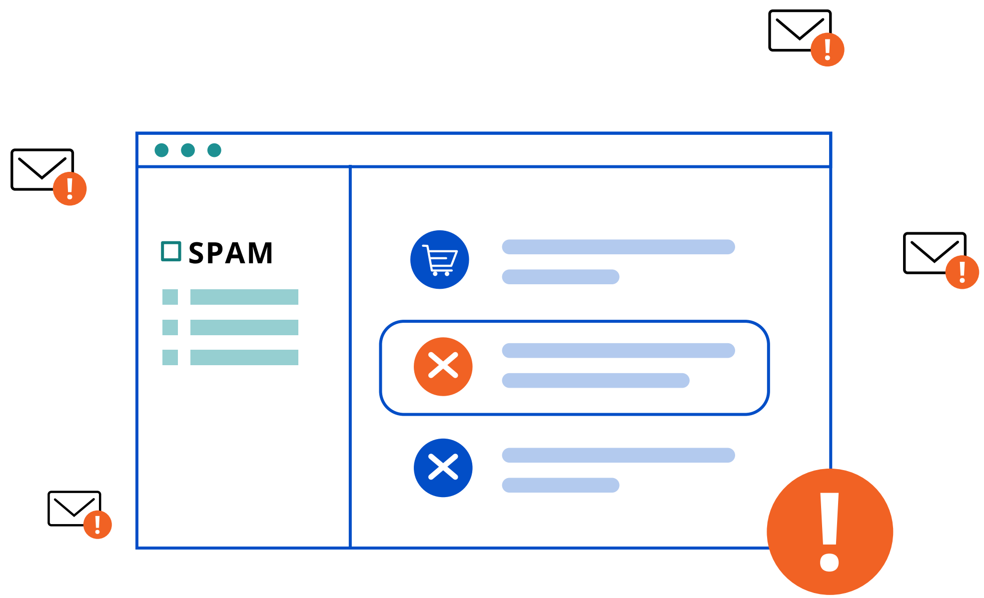
A rise in the number of email users unsubscribing/ marking mails as spam suggests issues with the quality of emails being sent. Subscribers disengage from emails due to factors like irrelevant content, increased mailing frequency, overused subject lines, poor email design, and a negative brand perception.

Formula:

$$\text{Email bounce rate (\%)} = \frac{\text{Number of emails unsubscribed/marked as spam}}{\text{Number of emails sent}} \times 100$$

The importance of managing email unsubscribers lies in its impact on the success of email marketing efforts. A high number of email users unsubscribing/marking mails as spam can harm email deliverability and diminish the sender's reputation. Additionally, losing subscribers necessitates increased spending on acquisition and reactivation.

It's important to note that acquiring new customers costs about five times more than retaining existing ones, making it crucial to maximize the value provided to existing customers through emails and reduce unsubscribes.



Best practices for reducing unsubscribes/spam complaints

1. Enhance the welcome experience: Start by providing a top-notch welcome experience, including a "Thank you" note, meaningful information, and welcome offers. It sets a positive tone for subscribers.

2. Quality content: Deliver content that offers value beyond your products. Quality content is key to maintaining a space in the customer's mind.

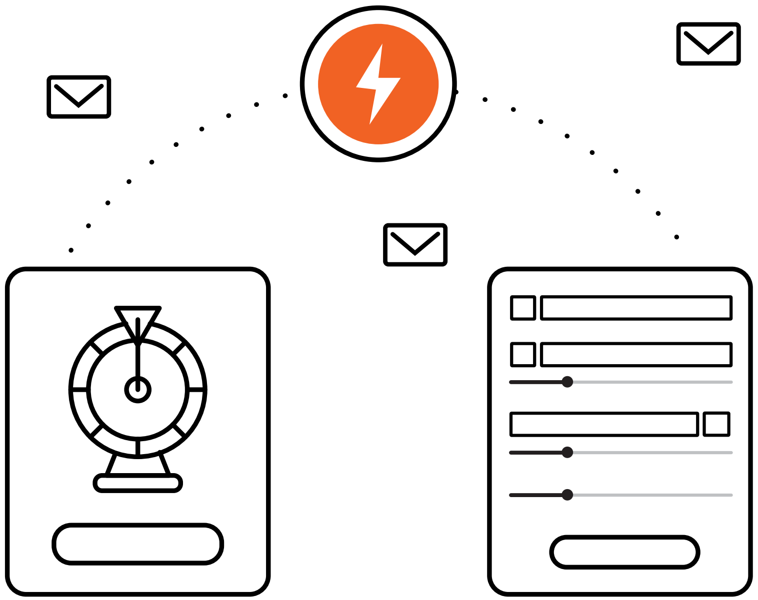
3. AMP email: Consider using AMP (Accelerated Mobile Pages) email, which allows for interactive content like games, quizzes, and chatbots directly within emails. This drives increased engagement and conversion.

4. Zero-party data: Leverage the details and insights generated from zero-party data analysis to create personalized emails that resonate with your audience. Sending relevant content bridges the gap between customer expectations and what is delivered.

5. Email segmentation: Implement email segmentation to target specific segments of your customer base with shared characteristics. It enables you to deliver more relevant messages and drive higher engagement.

6. Regular list hygiene: Regularly check your email list for second-party and third-party email addresses and monitor their engagement patterns. Building opt-in lists and obtaining user permission is the ideal practice.

For effective email marketing, it's essential to focus on email relevancy and personalization. Reducing the probability of users unsubscribing/marking your emails as spam helps retain them and increase their lifetime value.



V. Geography-based engagement metrics

Geography	Click%	Bounce%	Unsubscribes/ Marked as Spam%
India	1.28	1.92	0.09
Americas	0.97	1.03	0.20
European Union	8.13	1.88	0.39
Emerging Markets*	0.43	0.76	0.10

**Emerging markets include Kenya, Malaysia, Nepal, Philippines, Singapore, and Uganda*

Given the unreliable nature of open data caused by Apple's Mail Privacy Protection (MPP), email senders now focus on click, bounce, unsubscribe, and spam rates while implementing good practices to ensure consistent and high deliverability rates. On a global scale, email deliverability has seen an increase as email remains a driving force for growth.

4 Authentication Methods

Authentication methods - security layers in email

In today's digital age, email has become a cornerstone of communication for individuals and businesses. However, as email continues to be a primary medium for information exchange, it also becomes a target for cyber threats. To combat these risks and ensure the authenticity and security of email communication, robust authentication methods are available. Two such methods, DMARC (Domain-based Message Authentication, Reporting, and Conformance) and BIMI (Brand Indicators for Message Identification), play a pivotal role in securing email communication.

DMARC: Reinforcing email security and authenticity

DMARC, is a powerful email authentication protocol designed to mitigate domain spoofing, phishing attacks, and email fraud. It works by allowing domain owners to publish policies that inform email receivers how to handle unauthenticated messages purportedly from their domain.

Why is DMARC important?

- Protection from spoofing: DMARC prevents cybercriminals from impersonating your brand by ensuring that emails claiming to be from your domain are genuine.
- Enhanced deliverability: Using DMARC can improve your email deliverability rates, as it verifies the authenticity of your messages.
- Detailed reporting: DMARC provides valuable data on email authentication, allowing you to monitor and assess your email traffic effectively.

BIMI: boosting trust and brand visibility

Brand Indicators for Message Identification (BIMI) is a relatively new email authentication standard that allows organizations to display their brand logos directly in the email recipient's inbox. BIMI works by linking a brand's logo to its email domain through the Domain Name System (DNS). As a prerequisite, an email must pass DMARC policy (with at least quarantine or reject) authentication checks to display the brand's logo.

Why is BIMI important?

- **Enhanced brand recognition:**

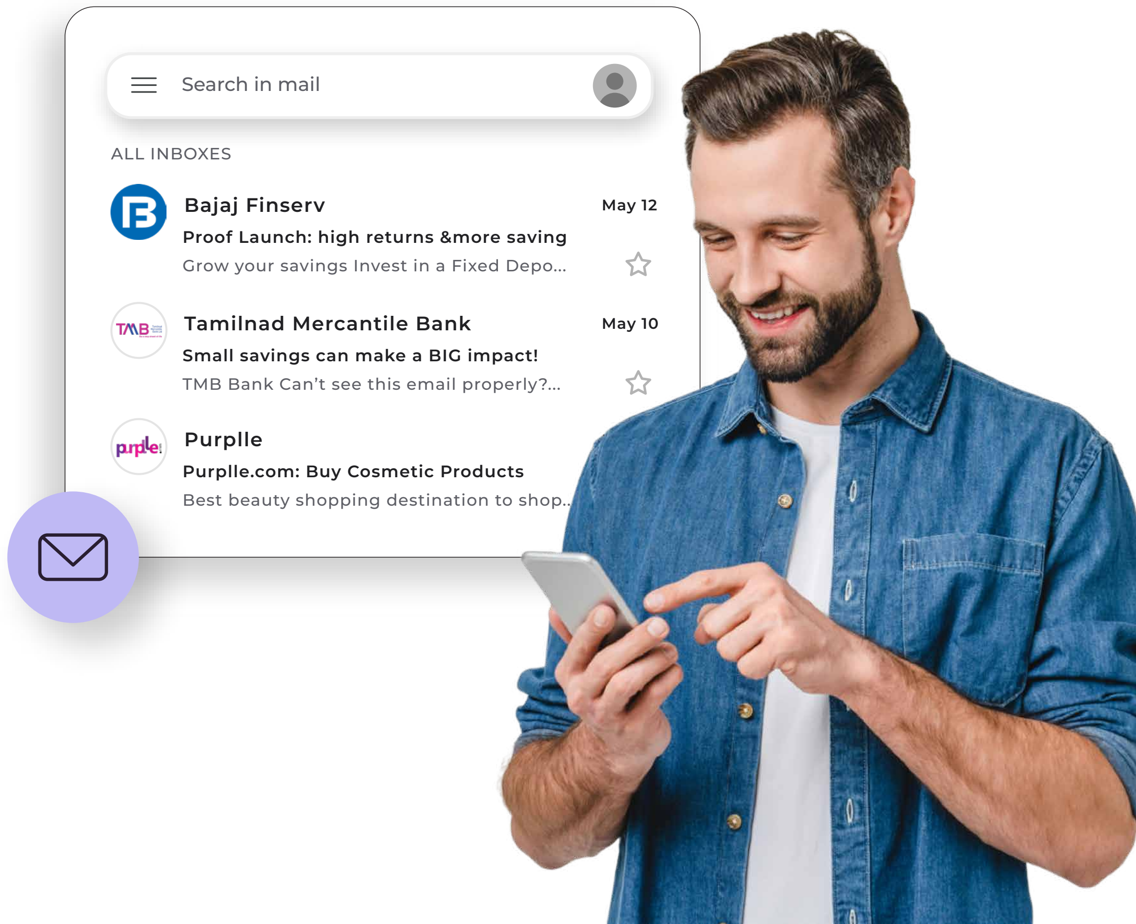
  BIMI leverages your brand's logo to improve recognition and trust among recipients.

- **Reduced phishing risk:**

  It reduces the likelihood of phishing attacks, as BIMI verifies the legitimacy of the sender.

- **Improved customer engagement:**

  BIMI enhances customer engagement with emails by visually verifying the sender's identity through their logo, fostering trust and recognition.



#fortheloveofemails

The synergy of DMARC and BIMI

When DMARC and BIMI work in tandem, email security, and brand recognition reach their peak. DMARC authenticates the source of the email, ensuring it's genuinely from your organization, while BIMI visually represents your brand, increasing trust and recognition.

This combination is a powerful strategy for businesses aiming to establish themselves as secure, trustworthy senders in a crowded digital landscape.

DMARC acts as the foundation, setting standards for email authentication by allowing domain owners to specify how their emails should be handled if they fail authentication tests. It helps prevent email fraud by detecting and preventing domain spoofing, ensuring that emails sent from a domain are genuine and haven't been tampered with.

BIMI, on the other hand, utilizes DMARC's authentication protocols to display verified brand logos alongside authenticated emails in the recipient's inbox. This logo display not only enhances brand visibility but also serves as a visual cue for the recipient, indicating that the email has passed stringent authentication measures, adding an extra layer of trust and credibility.

In essence, DMARC's authentication protocols enable BIMI to confidently showcase brand logos, fostering a more secure and trustworthy email ecosystem while simultaneously boosting brand recognition and engagement.

By implementing these authentication methods, businesses can enhance their email deliverability, build trust, and ensure that their emails are not only secure but also immediately recognizable to recipients.

5 2024 Guidelines update from Gmail & Yahoo! Mail

While Gmail enforced changes from February 1, 2024, Yahoo has disclosed plans for implementation of new requirements in the first quarter of 2024. Failure to adhere to these new requirements by email senders could potentially impact email performance, such as increased bounce rates resulting in delayed or undelivered emails or emails routed to the designated bulk/spam folder on either platform. The updated requirements include the following:

Ensure proper setup and authentication:

Ensure Proper Setup and Authentication: For senders attempting to dispatch over 5,000 emails daily to Yahoo or Gmail, both platforms will mandate full email authentication, including SPF (Sender Policy Framework), DKIM (Domain Keys Identified Mail), and DMARC (Domain-based Message Authentication, Reporting, and Conformance).

Here are some additional requirements from Google and Yahoo:

Keep spam rates below 0.1%, as reported in Google Postmaster Tools and Yahoo CFL Services; format messages according to standard guidelines (RFC 5322).

Enable one-click unsubscribe (RFC 2369 and RFC 8058) with headers and a visible link for subscribed messages.

If you forward emails regularly, add ARC headers to outgoing emails and mailing list senders should include a List-id: header. Ensure valid forward and reverse DNS records for sending domains or IPs.

For a more detailed explanation and steps to take, read our blog.

Experts' Comments

Once again, Netcore has delivered the most comprehensive and insightful analysis of the business of email marketing. Email marketers in every vertical will be able to measure their performance against their industry averages. Following up with advice on everything from 'Best Practices to Improve Clicks' to 'Best Practices to Improve Inboxing/Deliverability', it's a must read for email marketers at all levels of experience.

Christopher Marriott
President and Founder | Email Connect

Generative AI continues to be a 'bright shiny thing' in the email marketers tool kit. There's no question that it can help those who struggle with copywriting to create more effective email marketing. But for those with an above-average level of expertise, knowing when to use AI and when to trust your own work is the key to success.

Jeanne Jennings
Founder and CEO,
Email Optimization Shop

We've seen a focus on adding cutting edge features to email, whilst relying on tried and tested elements. As you will have read, Generative AI, AR and AMP have allowed email senders to enhance every aspect of their emails - in combination with well planned strategy, good design and getting the basics right - accessibility, personalisation, authentication and copywriting.

Jay Oram
GM - Head of Development

Experts' Comments

Netcore's Email Benchmark Report 2024 highlights vital key points for future success in email marketing. As mailboxes become cluttered and customer attention decreases, it is important to streamline shopping. 'Inbox Commerce' approach allows users to search, browse, and make purchases directly from their inbox, reducing 'funnel friction' and improving customer engagement and conversion rates. Generative AI will revolutionize email marketing by enabling hyper-personalization, automated content generation, predictive/sentiment analysis, and dynamic content. Email has a bright future and its importance to businesses will grow because of the sunset of third-party cookies at the end of 2024, leading to a shift towards using more zero-party data.

Sella Yoffe
Founder | Data Media

AI is here to stay and should be embraced. It's essential to use it strategically, especially for content creation. It should only be a starting point, and email marketers should integrate it into their strategy and not rely on it as a copy-and-paste to generate content.

MochaBear Marketing | **Elizabeth Jacobi**
Founder

6 Predictions For 2024

Email is, and will persist as, the highest ROI marketing channel for the foreseeable future. In 2024, trends like Inbox Commerce, BIMI, Zero-party data insights, and Generative AI promise to reshape the email landscape.

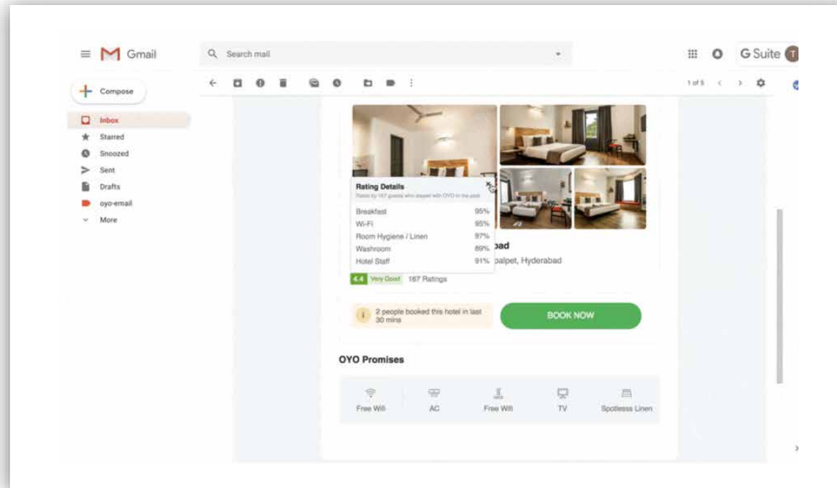
Inbox Commerce

Inbox Commerce is the latest innovation for brands to engage with their customers. It revolves around customers, reaching them through their preferred channels, and enabling instant action. This translates into frictionless, quick, and streamlined shopping experiences.

Inbox Commerce leverages a variety of communication channels, including email, WhatsApp and RCS/SMS, to create dynamic and personalized shopping experiences right within users' inboxes. What makes Inbox Commerce special is that it simplifies the shopping process: users can search, browse, and buy in one spot, eliminating the need to hop between different web pages. This keeps the users captive within the inbox and helps businesses convert customers better.

Inbox Commerce minimizes the 'funnel friction' by bringing conversion actions closer to the customer—directly in their inbox. It aims to eliminate three profit pitfalls: a vast majority of email recipients not clicking through to the website, a large fraction of those who click not making a purchase, and a significant portion of email IDs in the database remaining disengaged.

Brands that embraced Inbox Commerce have witnessed phenomenal success in boosting user engagement and conversion rates, making it the go-to tool across industries for boosting sales and driving revenue.



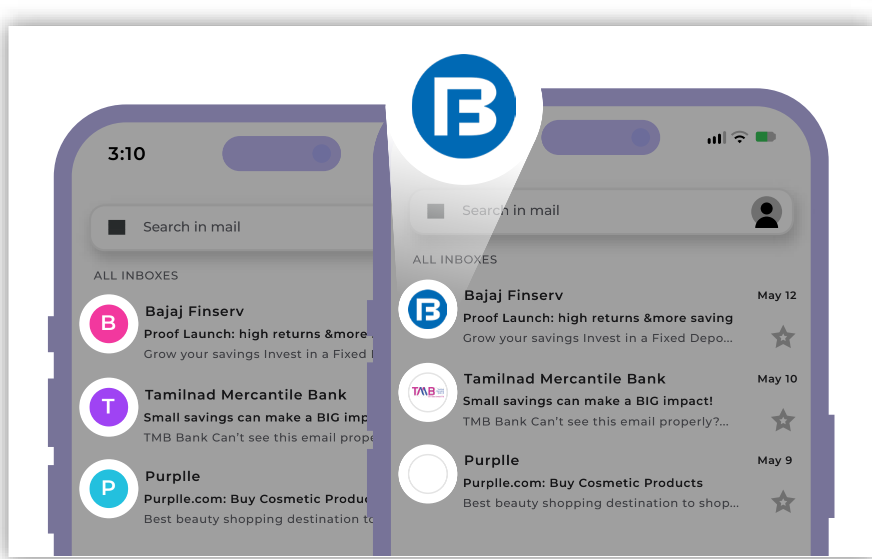
BIMI

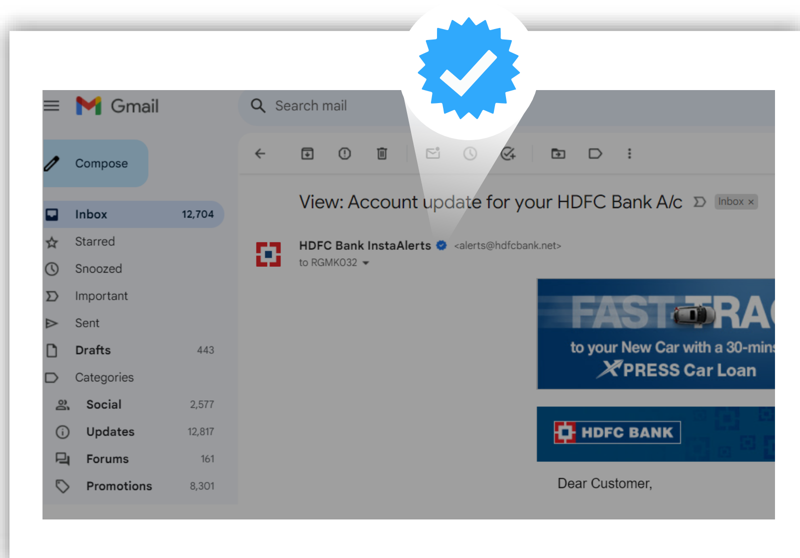
BIMI (Brand Indicators for Message Identification) gained substantial momentum in 2023 and is on track to become an industry standard. It empowers brands to display their logos in emails, allowing users to identify legitimate emails from authenticated senders quickly. BIMI significantly enhances email security and trustworthiness.

Gmail recently introduced an exclusive blue tick feature for BIMI adopters. Users can now spot a distinctive blue tick icon next to the brand logo, making it easy to find messages from verified and trusted sources—a move to boost security and reduce users' risk of falling prey to scams.

Yahoo Mail also shows a verification check mark within emails (next to the sender's address and logo) when the sender has successfully undergone DKIM or SPF authentication. This checkmark serves as an indicator that the email's authenticity has been confirmed.

BIMI signifies a growing emphasis on email authentication and sender verification, highlighting its crucial role in the ever-evolving landscape of email marketing.



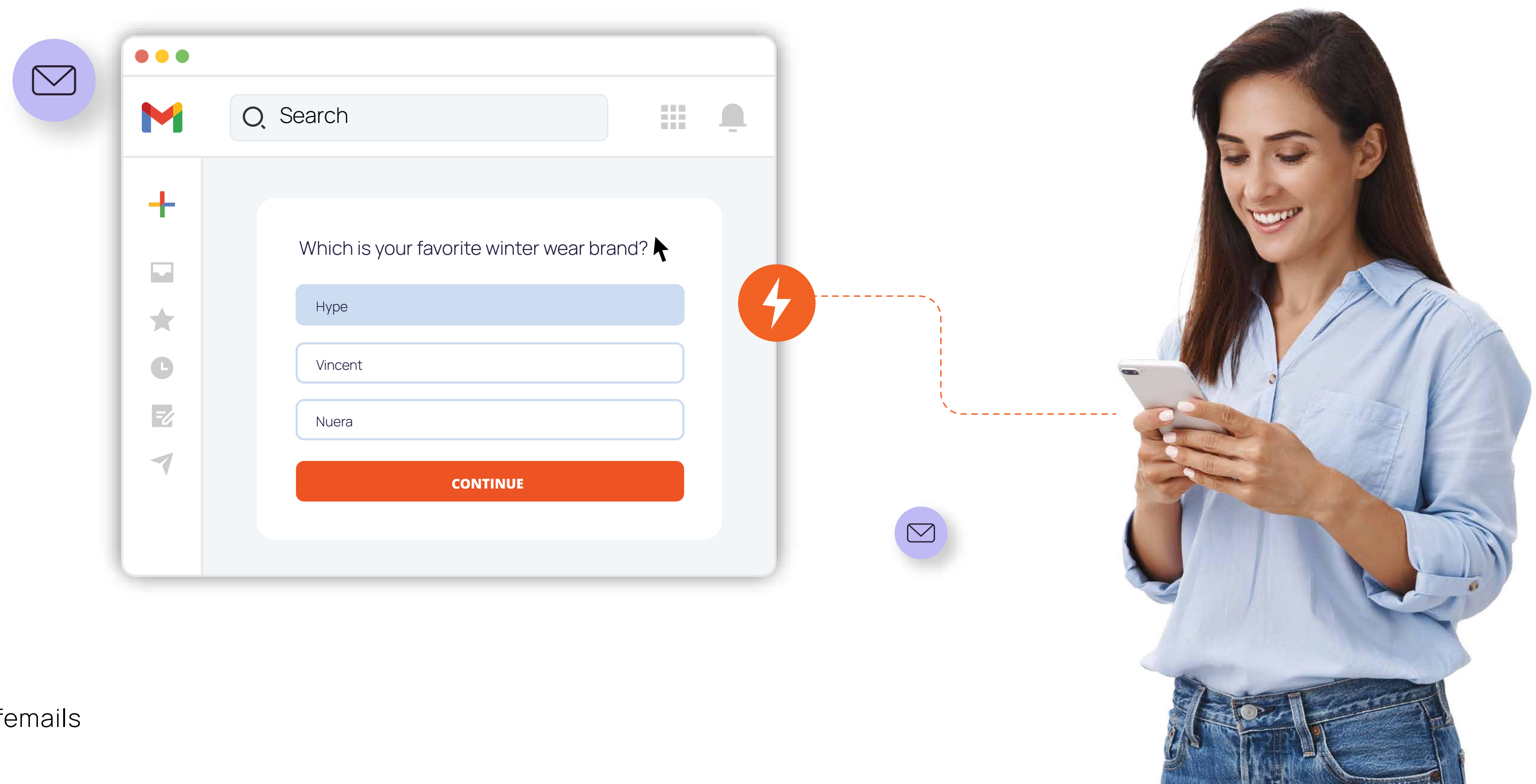


Zero-party data

Third-party cookies have historically played a significant role in tracking user behavior, creating user profiles, and enabling precise ad targeting. However, Google's plan to retire third-party cookies by the end of 2024 will make zero-party data an indispensable source of insights for marketers aiming to enhance personalization.

This transition underscores the importance of transparency and user consent in data collection. It marks a shift from covert data collection to trust-building and incentivizing users to provide data willingly.

Zero-party data collection has already been on the rise and will become vital as insights from such data will empower marketers to profile, segment, and target users more efficiently.



Generative AI

Generative AI has emerged as a transformative force, propelling email marketing to new heights of intelligence. This technology holds the potential to completely redefine customer profiling, with digital footprints as its guiding light. Its intricate algorithms can pinpoint specific customer attributes, thereby facilitating more refined segmentation.

The five most impactful possibilities of generative AI in email marketing will include hyper-personalization, automated content generation, predictive/sentiment analysis, dynamic content, and spam prevention.

Content curation, multilingual communication, and visual content creation will be the other notable areas that generative AI will influence.

Generative AI also simplifies the development of campaign content blueprints, making it effortless to customize content for micro-segments in real time. As we look ahead, Generative AI stands ready to shape the future of targeted marketing endeavors. It promises a dynamic shift in how businesses engage with their audiences.

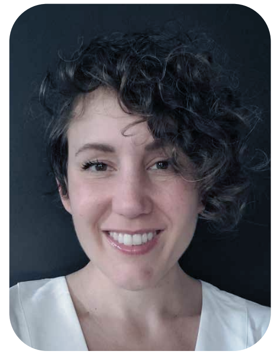
Experts' Comments

Into 2024, effective, segmented and well-executed email marketing strategies are going to separate average marketers from phenomenal marketers. This can only be achieved with the right team, tools and knowledge, so choose your ESP platform wisely and keep up to date with as many changes as you can in the email world.

Des Brown
GM - Business Development | TouchBasePro

Email is getting harder. Be it good or bad, senders are at the mercy of mailbox providers and they are looking to avoid suspicious mail streams like the plague. Poorly configured systems are beacons for spam filters. Make sure your technical settings are going above and beyond best practices. List management and consent practices are equally if not more important. If you're having problems with a well-oiled technical machine, odds are your data and consent practices need work. Make your email recipients unhappy, and they may reply in kind ("Hello Spam Button, Goodbye Inbox!")

Jennifer Nespola Lantz
VP - Industry Relations and Deliverability



Experts' Comments

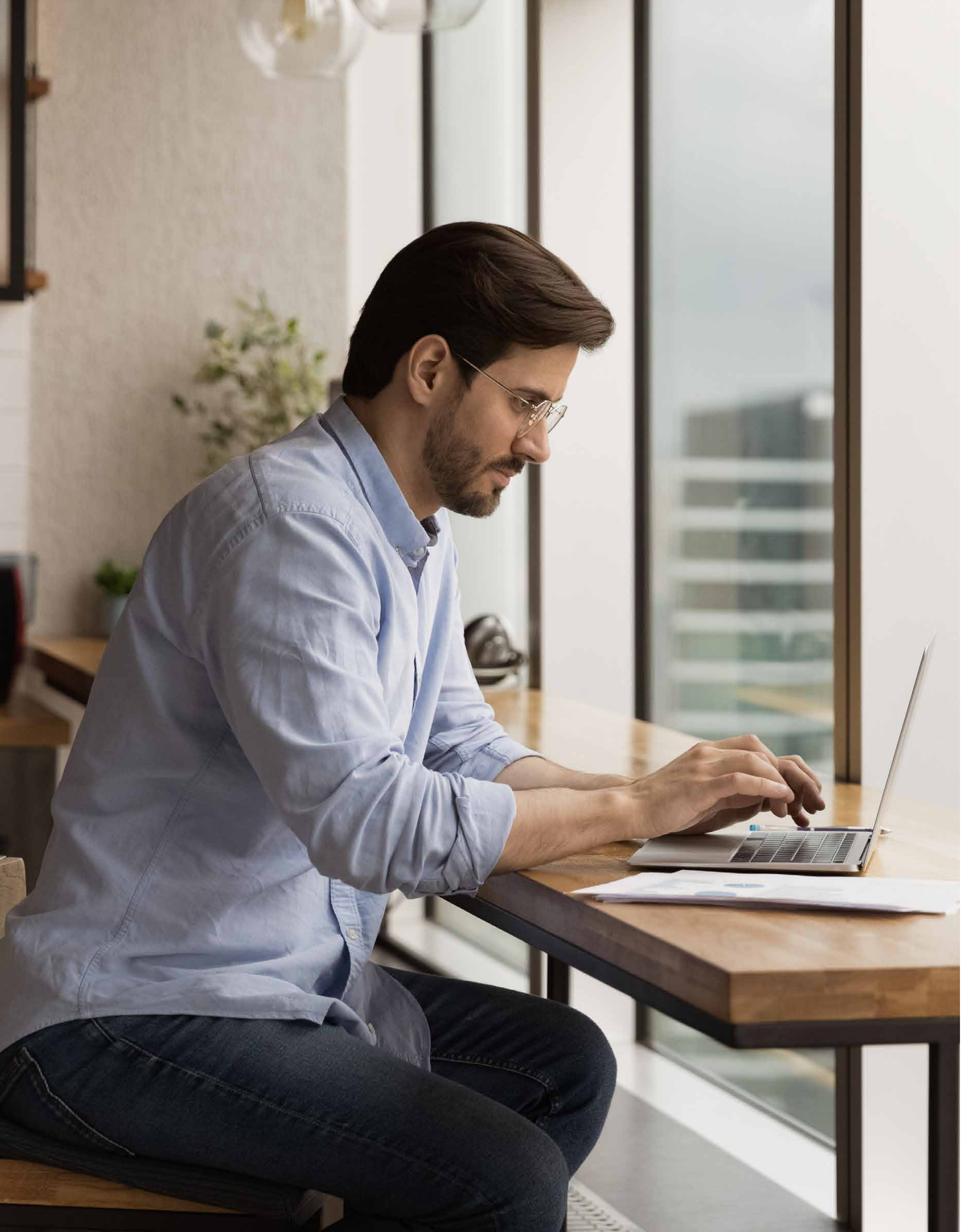
Netcore's Email Benchmark Report 2024 is a treasure trove of email benchmarks that covers numerous industries using data from 100 billion(!) emails to provide marketers with benchmarks they can trust. Not only is this the largest sample of emails I've seen analyzed for a benchmark report, it also highlights metrics that most other reports leave out and provides commentary and insights on the trends affecting email marketing today and in the future.

Luke Glasner
Principal | Glasner Consulting

Marketing and messaging platforms are already employing predictive analytics to recommend the next campaign or email message a segment should receive. But in 2024, ESPs and CDPs will raise the bar with real-time AI-driven 1:1 hyper-personalized messaging and dynamically branching journeys based on individual subscriber behavior. We'll see AI more often as the engine behind email and SMS messaging because it anticipates responder scenarios faster and better than humans can, then automatically deploys the best campaign, offer or sequence of touches as a result.

Synchronicity Marketing | **Karen Talavera**
Founder and Principal

7 Future Of Email



The near future promises an exciting array of innovative developments within email marketing. Several advancements are poised to revolutionize how brands engage with their audience, delivering more personalized and immersive experiences.

From the concept of 'Email Shops' that transforms the inbox into a shopping hub to the 'Segment of One,' where each customer is treated as a unique segment, the possibilities are limitless.

Augmented Reality (AR) in emails will add a new dimension to product visualization, enabling customers to interact with products in ways previously unimagined. And, with emotive content emulation, the era of emotionally intelligent marketing will dawn, where messages adapt to individual emotional states.

In the days to come, creativity will know no bounds, and the customer experience will be more dynamic and profound than ever imagined.

Email Shops

Email Shops will come to represent a groundbreaking innovation in the world of eCommerce, where the entire shopping journey, from search to the final purchase, occurs within the confines of an email. This revolutionary concept, powered by AMP, will enable marketers to usher in a new era of Email Shops, which serve as the digital storefronts of tomorrow. The beauty of Email Shops lies in the fact that marketers retain control, effortlessly delivering messages directly to their customers, eliminating the need for customers to remember to visit external websites or apps.

By harnessing the potential of Atomic Rewards (incentives for opening emails and engaging in non-transactional interactions), Email Shops have the power to boost conversion rates significantly. This transformative approach can drastically reduce the necessity for costly and continuous customer acquisition efforts, ultimately driving revenue growth and turning Email Shops into formidable profit centers for brands.

Embracing this new paradigm will require a shift in mindset to move from the conventional focus on retention, engagement, and personalization to placing

revenues, costs, and profits at the forefront of key performance indicators. Email Shops will rejuvenate and enhance customer experiences, mending any previously broken profit margins and ultimately assisting brands in steering toward exponential profitability. With this approach, brands will achieve a 'Profipoly,' where they establish a monopoly over profits and set the stage for long-term financial success.

The Segment of One

The 'Segment of One' in marketing epitomizes the zenith of personalization in the field, where each individual customer becomes their unique segment. Unlike traditional segmentation, which groups customers based on shared characteristics, this approach acknowledges the individuality of each customer. Achieving the Segment of One relies on comprehensive data collection and analysis, delving into each customer's past interactions, preferences, purchase history, and real-time behavior.

Marketing messages, product recommendations, and content will be finely tuned on an individual basis, extending personalization across various channels such as email marketing, website and app experiences, and more. Real-time hyper-personalization will be a critical element of this approach, allowing marketing messages and content to adapt dynamically based on a customer's current behavior, location, and contextual factors.

The goal will be to create an exceptional and highly tailored customer experience, fostering a sense of value and understanding among individuals. This approach, powered by advanced AI and machine learning, will process vast amounts of customer data and make real-time recommendations, enhancing customer satisfaction and retention.

However, achieving the Segment of One is not without challenges. Responsible data handling is paramount to comply with data protection regulations and ensure customer consent for data usage. Striking the right balance is crucial, avoiding invasive or overly personalized experiences that may alienate customers. When executed effectively, the Segment of One will significantly elevate marketing efforts, forging enduring customer relationships and elevating the art of personalization to unprecedented heights.

Augmented Reality

Augmented Reality (AR) is poised to revolutionize the expanse of email marketing. In this innovative approach, AR elements will be seamlessly integrated into marketing emails, offering recipients a truly immersive and interactive experience. AR in emails opens up a world of possibilities, from enabling customers to virtually 'try on' clothing or visualize how furniture fits in their living spaces to providing interactive product demos. This will not only engage customers deeper but also diminish any uncertainty surrounding their purchasing decisions.

For ecommerce companies, AR in emails will offer an exciting opportunity. Imagine receiving an email showcasing a new line of shoes, and with a simple click, you can see how they look on your feet, allowing for a virtual 'try before you buy' experience. Similarly, when shopping for home decor, AR will help customers visualize how a furniture unit would fit into their living space, reducing guesswork and increasing confidence in their purchase decisions.

With AR's interactive and attention-grabbing capabilities, it will prolong the time recipients spend engaging with email content, translating to higher conversion rates and more informed consumers. However, it's crucial to ensure that the AR elements are user-friendly and compatible across various email clients to reach the widest audience. As AR continues to evolve, it promises to redefine how businesses connect with their audience, creating memorable and engaging experiences that leave a lasting impact. This innovation will empower email marketers, particularly those in ecommerce, to explore uncharted territory and stay at the forefront of customer engagement and brand loyalty in the digital age.

Emotive Content Emulation

In the ever-evolving digital marketing landscape, one of the most promising frontiers is emotive content emulation. This concept leverages advanced artificial intelligence (AI) not only to analyze but also to mimic and adapt to the emotional states of the recipients.

By decoding the varied emotional cues from user interactions and content consumption accross diffrent channels, marketers will precisely tailor their messaging to resonate and engage with the audience on a profoundly personal level.

Imagine an email that not only understands your preferences but also senses your mood at that very moment, responding with content designed to match your emotional state. For instance, if you've just made a significant accomplishment or are feeling jubilant, the email's tone and content might reflect this by celebrating your success and offering related recommendations.

Conversely, suppose you're experiencing a challenging or stressful day. In that case, the email can empathize and provide content to alleviate stress, be it in the form of relaxing product suggestions or uplifting messages. This level of emotional intelligence in marketing will not only enhance customer engagement but also foster a deep sense of connection and loyalty.

As emotive content emulation advances, it will redefine how brands interact with their audiences, forming genuine emotional bonds that transcend transactional relationships. This represents a remarkable shift in marketing, where campaigns aren't just personalized but empathetic, reflecting the brand's deep understanding of the customer's emotional journey. The rise of emotive content emulation will contribute to a more meaningful, lasting brand-consumer connection.`

From Rajesh Jain

Five types of funnel frictions have the most detrimental effect on marketing outcomes: Adtech AdWaste (acquisition funnel) - ineffective spending on wrong acquisition and misguided reacquisition; Anonymous Shoppers (discovery funnel) - the anonymity of customers as a significant hurdle in building sustainable relationships with them; Attention Recession (engagement funnel) – decline in engagement due to repeated marketing communications; Red Journeys (conversion funnel) - disengagement with brand properties because of irrelevant content; Dormancy and Churn (retention funnel) - customers becoming inactive or switching to other brands.

These lead to disjointed customer experiences, increased costs, lower conversion rates, and eroded profits.

Identifying and addressing these frictions is not just about improving customer experiences but also securing a brand's bottom line and building a Profipoly (Profit monopoly).

I see Inbox Commerce, Email Shops, Email 2.0 (with AMP), and next-gen Martech stack among the permanent solutions for eliminating the five funnel frictions and creating an enduring eCommerce business.

Rajesh Jain
Founder and Group MD
Netcore Cloud

Methodology

Our team conducted in-depth analysis of marketing email campaigns sent by companies via Netcore's Email API and Customer Engagement and Experience platforms. These campaigns utilized Netcore's email delivery, campaign management, and automation solutions. The engagement outcomes are displayed on the platforms' dashboards to ensure visibility to the clients.

The inbox placement results are produced through internally developed tools that incorporate seed addresses, enabling the measurement of campaign deliverability across a global customer base.

Netcore's product marketing, deliverability, data analytics, and developer teams collaborated to create the report.

We have included data from 18 major industry verticals. Some relevant sectors have been clubbed together and considered as one industry (Banking/Mutual Funds/Securities, Edtech/Educational Institutes, Entertainment/Media OTT, Travel and Hospitality, Beauty/Self-care, Information Tech and Services, Medtech/E-pharmacy, Ecommerce/E-grocery/E-fashion, Foodtech/Delivery, Tools and Accessories) for simplified grouping and broader insights.

Each brand analyzed in the report sends at least 10 million emails per month, providing us with sizable sample data.

About Netcore Cloud

Netcore is a global Martech product company that helps B2C brands create unique digital experiences with a range of products that help in acquisition, engagement, and retention. The first and leading AI/ML-powered marketing automation and customer engagement platform, Netcore, was established in 1997 by Rajesh Jain, an internet pioneer. Today, it is revolutionizing how marketing and product teams engage with consumers.

We believe every brand's customers deserve an 'Intelligent Customer Experience' across all the digital touchpoints—experiences that are contextual, personalized, and delightful. Ecommerce and D2C marketers use Netcore to deliver AI-powered customer experiences across email, mobile, web, and beyond.

Acknowledging our product and technological innovations in emails, G2 Reports have recognized Netcore as a Leader 11 consecutive times.

Over 50 top-notch brands from diverse industries and global locations have partnered with Netcore's AI-powered email platform to execute campaigns and enhance their ROI.

Headquartered in Mumbai, India, with offices throughout Southeast Asia, Europe, Africa, and the Americas, Netcore serves over 6,500 clients across 40 countries, delivering over 1 billion experiences every day - including 500 million emails and 700 million push notifications.

Proven customer successes with Netcore's futuristic email innovations

truecaller	47% increase in the adoption of the improved version of their iOS app
asianpaints	400% increase in lead generation
StarQuik A TATA Enterprise	700% increase in customer feedback/interactions
make my trip	600% increase in customer responses
AXIS BANK	227% increase in click rate
WOODLAND	325% increase in customer response
MONEYTAP	1200% increase in click-to-open-rate
bigbasket	200% increase in click-to-open-rate
EaseMyTrip.com	571% increase in engagement
mamaearth	90% increase in engagement

Why choose Netcore for email?

30 billion emails/month, a blazing speed of 3 seconds, and a robust **95%** inbox placement.

#1 in transactional email and leaders in email deliverability as per **G2 fall report 2023**.

Highest rated as a Customers' Choice for Email Marketing in Gartner's 2022 **'Voice of the Customer'** Report.

1150+ strong team spread across **40 countries** (India, USA, UAE, Nigeria, Germany, and the others in SEA).

6500+ paying customers include **Pepe Jeans, Air Asia, Myntra, Woodland, Asian Paints, ALDO, HDFC,** and more.

Brands that trust us

Unicorns

OLA | NYKAA | DREAM11 | tokopedia | make my trip | bigbasket

Ecommerce

Flipkart | Myntra | WOODLAND | TOBI

Travel and Hospitality

airasia | cleartrip | EaseMyTrip.com | goibibo.com

Banking/Mutual Funds/Securities

standard chartered | Fidelity | SBI | BAJAJ FINSERV

Job Portals

shine.com Great careers start here | NEXXT SOLUTIONS | bdjobs.com LARGEST JOB SITE IN BANGLADESH | bumeran

Financial services

PhonePe | GCash | PAYFAZZ | OPay

Telecom

airtel | truecaller | smartfren. | kas

Entertainment/Media OTT

Business Standard | MAGZTER | The Star | GULF NEWS

Beauty and Self-care

NYKAA | purplle.com India's #1 Beauty Destination | mamaearth

Edtech

zenius | APOLLO ENGLISH | testbook.com | unacademy

Medtech/E-pharmacy

TATA 1mg | netmeds.com India Ki Pharmacy | Thyrocare Tests you can trust | LIFE

Foodtech/Delivery

Licious BORN TO MEAT | SWIGGY | sodexo | Mcdonald's

Retail

SHOPPERS STOP | CARATLANE | crocs | wakefit

Others

TATA NEU | Venntro MAKE THE CONNECTION | phooto! | asianpaints

Skyrocket your email marketing ROI

Delivering billions of emails per month at
3 seconds lightning-fast speed

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