



# Engage & Convert: Your Guide to Winning with Email



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**1 billion emails analyzed—your roadmap to engagement and ROI.**

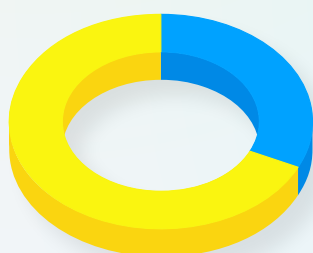
## Your Roadmap to Success

As someone who's built a career mastering digital marketing, I can tell you firsthand—email marketing isn't just about sending a few messages and hoping for results. It's about having a strategy: one that gets your timing right, uses personalization effectively, and truly engages and converts your audience. In this guide, I'll walk you through the key insights and trends you need to know to boost engagement and maximize ROI.

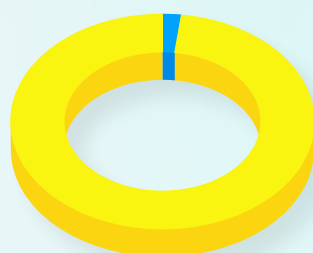
After analyzing over 1 billion emails, I've gathered the tactics that actually work. Want to know when to hit send for maximum impact? Wondering if emojis and preheaders help or hurt your campaigns? I've got the answers. You'll also learn how AI and personalization can elevate your email marketing game with data-backed insights you can use today.

This isn't just another report—it's your playbook for driving real engagement and growth. Let's dive in and get your email strategy firing on all cylinders.

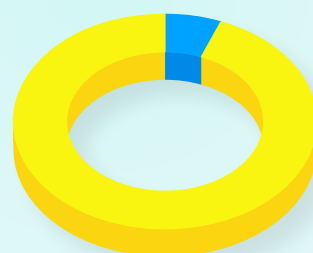
## Email Marketing Dominates – Here's Why You Can't Afford to Ignore It



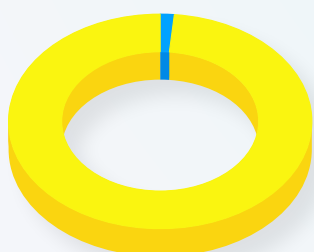
Open rate  
**32.15%**



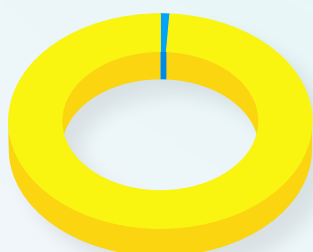
Click-through rate  
**1.98%**



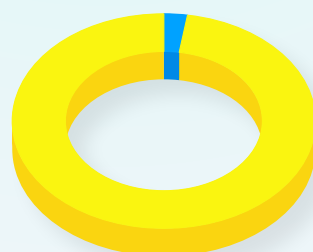
Click-to-open rate  
**6.16%**



Unsubscribe rate  
**0.12%**



Spam rate  
**0.01%**



Bounce rate  
**2.14%**

With an impressive 32.15% average open rate (OR) and a solid 1.98% click-through rate (CTR), email marketing is proving to be one of the most effective channels for engaging U.S. customers.

Despite the potential for further optimization in the 6.16% click-to-open rate, the low unsubscribe and spam complaint rates show that subscribers are satisfied with the content they're receiving. Additionally, a bounce rate of just 2.14% reflects strong list management practices, ensuring U.S. marketers maintain clean, well-curated email lists that deliver results.

### What You Should Do Now:

Email marketing remains a key channel for U.S. marketers, offering high engagement and satisfaction. With a 38:1 ROI (DMA), a 32.15% open rate, and a 1.98% CTR (GetResponse data), now is the perfect time to audit your email strategy. Fine-tune your subject lines, list hygiene, and personalization efforts to maximize engagement and boost conversions.

## These Industries Are Crushing It with Email Marketing – And How You Can Too

Industry	Open rate	CTR	Click to open	Unsubscribe rate	Complaint Rate	Bounce rate
Agencies	33.49%	2.39%	7.15%	0.47%	0.03%	2.45%
Arts & Entertainment	38.30%	1.98%	5.16%	0.17%	0.01%	3.57%
Automotive	29.11%	9.06%	31.12%	0.14%	0.00%	4.76%
Communications	44.60%	3.99%	8.95%	0.29%	0.01%	1.87%
Education	33.72%	1.88%	5.57%	0.15%	0.01%	3.80%
Financial Services	30.19%	1.22%	4.04%	0.12%	0.01%	3.29%
Health & Beauty	29.31%	0.93%	3.16%	0.17%	0.01%	4.49%
Health Care	32.04%	2.35%	7.32%	0.14%	0.01%	2.52%
Internet Marketing	23.16%	2.09%	9.01%	0.17%	0.01%	2.82%
Legal services	38.82%	7.46%	19.22%	0.27%	0.02%	3.47%
Non-profits	39.86%	3.10%	7.77%	0.12%	0.01%	1.21%
Publishing	28.71%	1.31%	4.57%	0.10%	0.01%	2.38%

Industry	Open rate	CTR	Click to open	Unsubscribe rate	Complaint Rate	Bounce rate
Real Estate	39.81%	2.60%	6.52%	0.16%	0.01%	2.70%
Restaurants & Food	37.59%	2.21%	5.89%	0.25%	0.02%	8.34%
Retail	29.20%	1.51%	5.19%	0.13%	0.01%	1.75%
Sports and Activities	37.32%	2.58%	6.91%	0.16%	0.01%	2.04%
Technology & High Tech	42.74%	2.40%	5.61%	0.10%	0.01%	1.07%
Travel	31.18%	2.40%	5.61%	0.10%	0.01%	1.07%

Top performers include Communications (44.6% OR, 3.99% CTR), Technology & High Tech (42.74% OR, 2.40% CTR), and Legal Services (38.82% OR, 7.46% CTR). With the right strategy, these industries are earning their audience's trust and achieving standout engagement.

On the other hand, industries like Health & Beauty (29.31% OR, 0.93% CTR), Financial Services (30.19% OR, 1.22% CTR), and Publishing (28.71% OR, 1.31% CTR) are seeing lower click-through rates, indicating room for improvement.

### What You Should Do Now:

To boost engagement, tailor your email strategy to the unique preferences of your audience. Analyze top-performing campaigns and align content, timing, and personalization by industry. Test approaches—like send times or messaging—where engagement is low to discover what improves open and click-through rates.

# AI in Email Marketing: Powerful, But Here's Why It Can't Replace Human Connection

Click-through  
rate  
**1.86%**

Click-to-open  
rate  
**5.68%**

Open rate  
**32.71%**

Complaint  
rate  
**0.01%**

Bounce  
rate  
**3.29%**

Unsubscribe  
rate  
**0.19%**

A lot of people are worried about what role AI will play in the future—whether it's going to limit creativity or make jobs obsolete. While we're still early in using AI in our day-to-day, I wanted to see how it's impacting email marketing for our customers.

Here's what I found: only 2% of emails sent by U.S. marketers are using GetResponse's AI tools, like the subject line generator or AI assistant. Even with all the buzz around AI, adoption has been slower than expected. So, how are those AI-driven campaigns actually performing?

The results show that AI-assisted emails are holding their own, with an average open rate of 32.71%—a bit higher than the national average of 32.15%. But the click-through rate is slightly lower at 1.86% (compared to 1.98%). On top of that, higher unsubscribe and bounce rates suggest that human-created content still connects better with both people and email filters.

## What You Should Do Now:

Use AI to enhance your strategy, but keep the human touch by crafting personalized content that resonates with your audience.

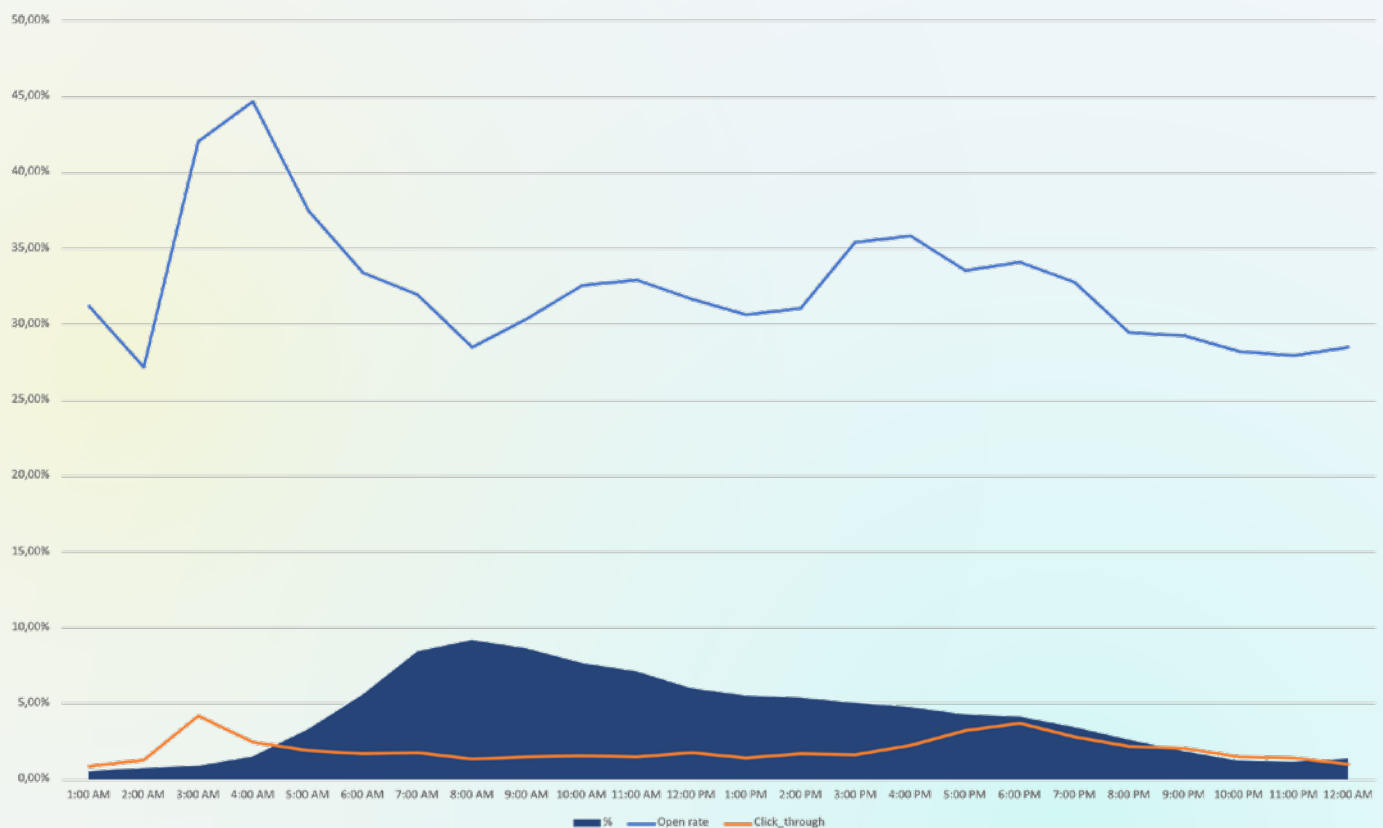
# Unlock the Power of Early Emails:

## Why Morning Sends Dominate Engagement

Hour	Open rate	CTR	Click to open	Unsubscribe rate	Complaint Rate	Bounce rate	% of emails
12 A.M.	28.52%	0.98%	3.44%	0.11%	0.01%	2.32%	1.36%
1 A.M.	31.17%	0.90%	2.87%	0.10%	0.01%	1.48%	0.54%
2 A.M.	27.20%	1.27%	4.66%	0.10%	0.01%	2.22%	0.73%
3 A.M.	42.08%	4.23%	10.04%	0.12%	0.01%	2.10%	0.85%
4 A.M.	44.69%	2.46%	5.49%	0.09%	0.01%	1.00%	1.48%
5 A.M.	37.47%	1.93%	5.16%	0.11%	0.01%	1.26%	3.26%
6 A.M.	33.44%	1.68%	5.02%	0.13%	0.01%	2.19%	5.59%
7 A.M.	31.94%	1.79%	5.60%	0.12%	0.01%	2.17%	8.44%
8 A.M.	28.47%	1.37%	4.80%	0.13%	0.01%	1.43%	9.18%
9 A.M.	30.37%	1.49%	4.89%	0.13%	0.01%	1.81%	8.59%
10 A.M.	32.57%	1.55%	4.76%	0.14%	0.01%	1.97%	7.62%
11 A.M.	32.90%	1.53%	4.64%	0.13%	0.01%	2.38%	7.07%
12 P.M.	31.71%	1.78%	5.61%	0.13%	0.01%	2.71%	5.99%
1 P.M.	30.63%	1.44%	4.71%	0.12%	0.01%	3.14%	5.53%
2 P.M.	31.07%	1.68%	5.41%	0.11%	0.01%	3.37%	5.37%
3 P.M.	35.41%	1.62%	4.59%	0.10%	0.01%	1.51%	5.03%
4 P.M.	35.81%	2.26%	6.30%	0.11%	0.01%	1.45%	4.72%
5 P.M.	33.57%	3.23%	9.64%	0.09%	0.01%	1.61%	4.28%
6 P.M.	34.07%	3.68%	10.80%	0.10%	0.01%	1.96%	4.13%
7 P.M.	32.79%	2.81%	8.57%	0.10%	0.01%	2.42%	3.46%
8 P.M.	29.49%	2.21%	7.48%	0.11%	0.01%	2.26%	2.58%
9 P.M.	29.26%	2.05%	6.99%	0.10%	0.01%	2.71%	1.85%
10 P.M.	28.22%	1.49%	5.27%	0.11%	0.01%	2.15%	1.22%
11 P.M.	27.95%	1.45%	5.17%	0.12%	0.01%	2.10%	1.13%



## Results by hour of day



Let's face it—most of us start our day by checking our phones. Whether it's catching up on social media or scrolling through emails, those early hours are prime time for grabbing attention. So, it's no surprise that email campaigns sent early in the morning tend to perform the best. But let's dive into the data for the full story.

Emails sent between 3:00 AM and 5:00 AM show the highest open rates (41.41%) and click-through rates (2.87%). While these times might seem unconventional, they help your emails land in quieter inboxes when there's less competition. Standing out in a less crowded space can give your campaign a major edge.

As the day progresses, engagement tends to dip during the late morning and early afternoon—times when people are swamped with tasks or meetings. But here's the good news: engagement picks up again in the late afternoon. Between 5:00 PM and 6:00 PM, open rates hit 33.82% and click-through rates climb to 3.46%, making this another prime window to reach your audience as they wrap up their day.

### What You Should Do Now:

To boost engagement, send your emails early between 3:00 AM and 5:00 AM to take advantage of quieter inboxes. Alternatively, target the late afternoon surge between 5:00 PM and 6:00 PM when people are winding down and more likely to engage with your content. Test both time slots and track which performs best for your audience.

# Why Emails Sent on Tuesdays and Thursdays Crush Engagement Rates

Day	Open rate	CTR	Click to open	Unsubscribe rate	Complaint Rate	Bounce rate	% of emails
Sun	32.37%	1.69%	5.24%	0.10%	0.01%	1.76%	9.33%
Mon	31.96%	1.91%	5.97%	0.12%	0.01%	2.01%	15.36%
Tue	33.08%	2.04%	6.18%	0.12%	0.01%	2.15%	17.15%
Wed	32.78%	1.97%	6.01%	0.12%	0.01%	2.10%	16.28%
Thu	32.43%	2.17%	6.70%	0.13%	0.01%	2.08%	16.87%
Fr	31.91%	1.85%	5.80%	0.11%	0.01%	2.01%	15.31%
Sat	31.45%	1.42%	4.51%	0.11%	0.01%	1.84%	9.70%

Ever wonder what the best day is to send your emails? Timing can make or break your email marketing success, and choosing the right day can drastically improve your results. So, how can you maximize your campaigns and get the best engagement possible?

Our data shows that mid-week, particularly Tuesday and Thursday, is when email engagement peaks. Emails sent on these days have the highest open rates (33.08% and 32.43%) and click-through rates (2.04% and 2.17%). By scheduling your key emails on these days, you have the best chance of capturing your audience's attention and driving action.

On the flip side, weekends—especially Saturdays—see the lowest engagement across all metrics. If maximizing engagement is your goal, it's worth reconsidering weekend sends as they tend to underperform.

## What You Should Do Now:

Focus your email campaigns on Tuesdays and Thursdays for optimal results, and consider pulling back on weekend sends to avoid lower returns.



# Is Your Timing Hurting Engagement?

## How Send-Time Optimization Can Fix It

Perfect Timing	Open rate	Click_through	Click to open	Unsubscribe rate	Complaint Rate
yes	36.18%	2.26%	6.24%	0.25%	0.01%

Time Travel	Open rate	Click_through	Click to open	Unsubscribe rate	Complaint Rate
yes	43.28%	3.06%	7.07%	0.10%	0.01%

Still not sure when to hit "send" on your email campaigns? Or maybe your audience spans multiple time zones? Well, we've got the perfect solution—think of it as your own DeLorean for email marketing. Let's see how using send-time optimization can make a difference.

Our data shows that campaigns sent with both Perfect Timing and Time Travel tools outperform national averages. But Time Travel, which adjusts the send time to match your subscribers' time zones, is the real star. Imagine sending emails that reach your audience exactly when they're most likely to engage—without needing 1.21 gigawatts of power!

Campaigns using Time Travel showed an open rate of 43.28% (compared to the national average of 36.18%) and a click-through rate of 3.06% (versus 2.26%). It also led to lower unsubscribe rates (0.10%) and bounce rates (1.09%), proving better deliverability and customer satisfaction.

For marketers looking to maximize both engagement and retention, send-time optimization tools like Time Travel are a must. They're your key to sending emails that hit at the right moment, boosting opens and clicks while reducing unsubscribes.

### What You Should Do Now:

Maximize your email engagement by using Time Travel to schedule sends based on your subscribers' time zones. This simple adjustment can significantly boost your open and click-through rates, making sure your emails land at the perfect time for each recipient.

# The Dos and Don'ts of Personalization: How to Get It Right Without Turning Off Your Audience

Personalized Subject	Open rate	CTR	Click to open	Unsubscribe rate	Complaint Rate	Bounce rate
Not personalized	33.18%	2.08%	6.26%	0.12%	0.01%	2.26%
Personalized	23.33%	1.15%	3.94%	0.16%	0.01%	1.06%

Personalized Body	Open rate	CTR	Click to open	Unsubscribe rate	Complaint Rate	Bounce rate
Not personalized	32.12%	1.58%	5.46%	0.12%	0.01%	2.53%
Personalized	32.21%	2.89%	7.59%	0.13%	0.01%	1.33%

Let's face it—most emails are dull because they focus solely on selling rather than engaging. But when you add personality—like a conversational tone or humor—you can build stronger connections with your audience. Emails should feel like a conversation, not just a sales pitch. For example, addressing readers as friends or using playful language can instantly make emails more engaging.

However, personalization (like adding someone's name in the subject line) doesn't always hit the mark. Our data shows that personalized subject lines underperform. Open rates drop to 23.33% for personalized subject lines compared to 33.18% for non-personalized ones. Click-through rates also fall to 1.15% from 2.08%, and unsubscribe rates rise to 0.16%. It seems personalization in subject lines can sometimes feel too pushy.

On the flip side, personalization in the email body works well. Emails with personalized content kept a strong open rate of 32.21%, and click-through rates rose to 2.44% from 1.75%. These results show that when done right, personalization in the body boosts engagement.

## What You Should Do Now:

Focus on adding personalization within the body of your emails to boost engagement, but keep subject lines simple and to the point. Sometimes, less is more when it comes to grabbing attention.

# Unlock the Power of Preheaders and Emojis: Master These Tips for Maximum Impact!

Preheader	Open rate	CTR	Click to open	Unsubscribe rate	Complaint Rate	Bounce rate
Doesn't have	30.79%	1.58%	5.12%	0.12%	0.01%	2.10%
Has preheader	35.22%	2.89%	8.21%	0.13%	0.01%	2.22%

Has Emoji	Open rate	CTR	Click to open	Unsubscribe rate	Complaint Rate	Bounce rate
Doesn't have	32.36%	2.05%	6.33%	0.12%	0.01%	2.12%
Has emoji	31.00%	1.61%	5.19%	0.16%	0.01%	2.21%

If you're looking to boost your email open rates, you've probably experimented with preheaders and emojis. But let's cut to the chase—how effective are these tactics really?

Here's the lowdown: adding a preheader to your emails can make a big difference. Emails with preheaders see open rates soar to 35.22%, compared to just 30.79% for those without. Plus, the click-through rate (CTR) jumps to 2.89% from 1.58%, and the click-to-open rate (CTOR) reaches 8.21%. This means when people open your emails with preheaders, they're more likely to engage with your content.

On the flip side, emojis in subject lines might not be your best friend. They can sometimes make your content come off as too playful or unprofessional. The stats back this up: emails with emojis have a slightly lower open rate of 31.00% versus 32.36% for those without. And while emojis might grab attention, they can actually hurt your CTR and CTOR, though these metrics often hinge more on your email's content than the subject line alone.

So, if you want to drive real results, use preheaders to boost engagement and be strategic with emojis to keep your emails looking sharp and professional.

## What You Should Do Now:

Incorporate preheaders into your email strategy to boost open rates and engagement—start testing them today to see immediate improvements. Be selective with emojis; use them sparingly and ensure they align with your brand's tone to avoid making your emails seem unprofessional.

## Your Next Step to Email Marketing Excellence

You've got the data—you've seen the insights. From perfect send times to mastering personalization, and harnessing AI and preheaders, you're equipped with the tools to supercharge your email strategy. But here's the truth: knowing is just the start. It's time to take action!

In a world where social media algorithms are making it tougher to cut through the noise, email marketing is more relevant than ever. It's not dead; it's evolving. Your next move? Use these insights to refine your approach, test what clicks with your audience, and push boundaries.

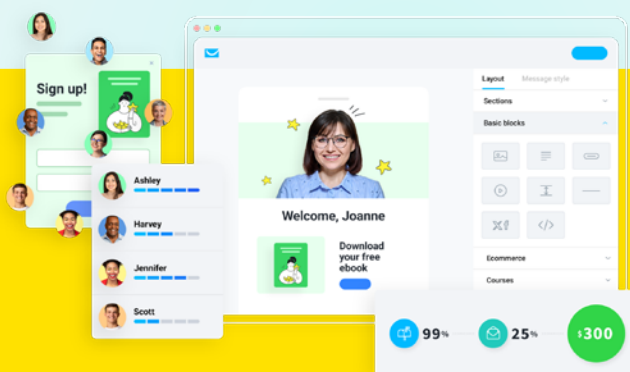
Turn these strategies into results and watch your engagement and ROI soar. Don't wait for tomorrow—make today the start of your breakthrough in email marketing.

Ready to transform your strategy? Dive into GetResponse today and turn these powerful insights into actionable success. Your most impactful year is just a click away!

### Ready to take the next step?

Sign up for GetResponse today and start putting these strategies into action with powerful tools designed to maximize your success.

Sign up →



## Men Lie, Women Lie, Numbers Don't – Jay-Z

Here's the real deal: we dug deep into over 1 billion emails sent by GetResponse customers in the first half of the year. We zeroed in on active U.S.-based senders with at least 500 contacts in their lists, making sure our analysis was rooted in solid data.

We looked at the key metrics: average open rates, click-through rates, unsubscribe rates, bounce rates, and spam complaints. To keep our findings sharp and true, we focused on unique activities. That means we counted only the first open or click by each subscriber, filtering out automated bots and giving you a clear picture of real, genuine engagement.

In a world full of noise, these numbers speak the truth.