

Industry KPIs: Email open rates climb dramatically as signal loss draws near

Article

The news: Email open rates have increased significantly across advertising sectors over the last few years, per our [Industry KPIs data provided by Klaviyo](#).

- Email open rates have climbed dramatically since 2020 and hovered around 40% for all tracked advertising sectors in Q4 2023. **Home and garden had the highest OR with 41.6%**,

followed by **sporting goods and apparel and accessories (41.3%)**, food and beverage (40.9%), specialty goods (40.6%), toys and hobbies (40.5%), and jewelry (40.2%).

- Automotive, electronics, hardware and home improvement, health and beauty, mass merchant, and office supplies were all just below 40%.

Why this matters: Addressability in digital advertising is likely to decline in the near future with the end of third-party cookies and major regulatory crackdowns on data gathering and targeting practices. As delivering ads becomes more difficult, marketing channels that consumers can opt into are a powerful tool for advertisers to leverage.

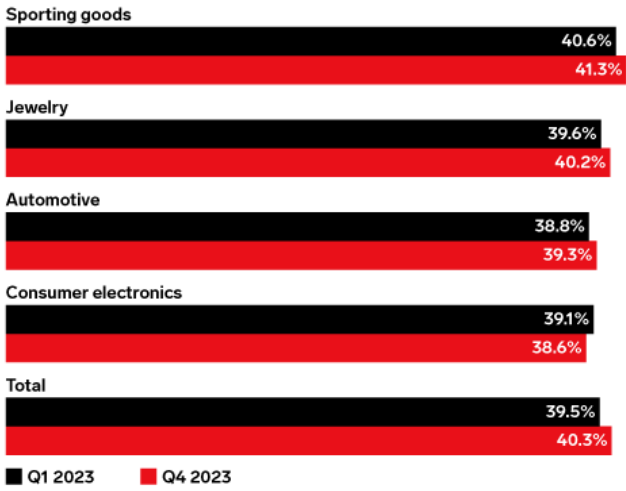
- Though the [end of third-party cookies on Chrome](#) was delayed yet again, the change is inevitable, and [advertisers should start preparing](#) for signal loss now by swapping to first-party data and more personal channels like email. Regulatory changes in Europe have also restricted targeting, and similar measures have been floated in the US.
- Even before the current signal loss trend, email marketing was emerging as a valuable medium. In an October 2023 Ascend2 survey, 50% of B2B marketers said email marketing was [their most effective channel](#).
- Sixty-two percent of US B2B and B2C marketers [increased their email marketing budgets](#) in 2022 and 2023, per SeQuel Response.

Our take: Email marketing is a valuable tool that advertisers across sectors should harness to strike stronger connections with consumers and make up for upcoming signal loss.

- But even email marketing isn't without its challenges: **Google** has [introduced rules for bulk email distribution](#) that cut back on overaggressive senders. While responsible marketers shouldn't be affected by the change, the new rules show that email, too, is under scrutiny as a marketing channel.

Go deeper: Interested in seeing more email benchmarks? Industry KPI subscribers can get right to benchmarking performance against over 400+ industry benchmarks; [see more here](#).

Industry KPIs: US Email Open Rates, by Retail Product Category, Q1 2023 & Q4 2023



Note: email open rate is calculated by the number of opens divided by the number of emails delivered; represents activity among Klaviyo clients; broader industry metrics may vary
Source: Klaviyo, "Email Marketing Benchmarks by Industry for Q4 2023," Dec 31, 2023

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