

EPSILON®

EMAIL TRENDS AND BENCHMARKS

Q2 2019

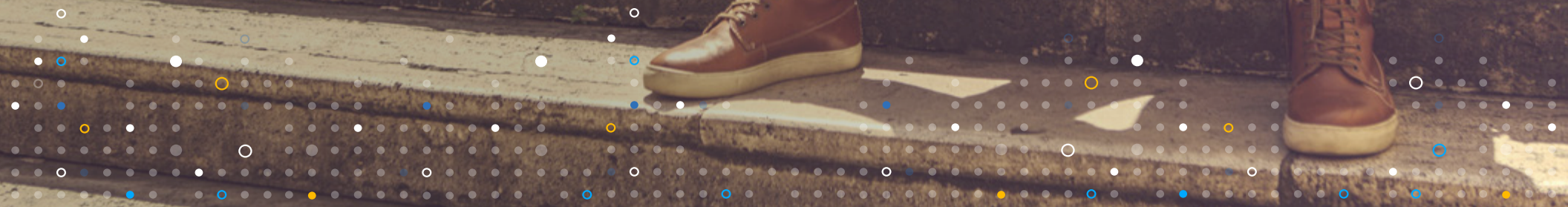




TABLE OF CONTENTS

EXECUTIVE SUMMARY	2
BUSINESS-AS-USUAL (BAU) EMAIL TRENDS	3
Non-bounce rates, open rates and click-through rates	4
Unique open and click-through rates	5
BAU metrics by message type	6
TRIGGERED EMAIL TRENDS	7
EMAIL TRENDS BY INDUSTRY	9
Automotive	10
Business products	12
Consumer and business publishing	14
Consumer products CPG	16
Consumer products pharmaceutical	18
Consumer services	20
Financial services CC/banks	22
Financial services general	24
Retail	26
Travel/hospitality services	28
METHODOLOGY AND DEFINITIONS	30



EXECUTIVE SUMMARY

We compile and analyze aggregated data from billions of emails each quarter to help you assess your performance and improve your digital messaging strategy.

In this report, we'll compare Q2 2019 metrics to YoY (Q2 2018) performance and prior quarter (Q1 2019) performance. Please note that this benchmark data should be used as a guideline. Think of the metrics as **how the average company in the category performs.**

BAU open rates (30.7%) and click rates (2.9%) in Q2 2019 are slightly lower than last quarter (33.5% and 3.3%, respectively), but some industries are doing better than others. Five of the 10 industries we track saw a YoY increase of over 5% in their unique open rates.

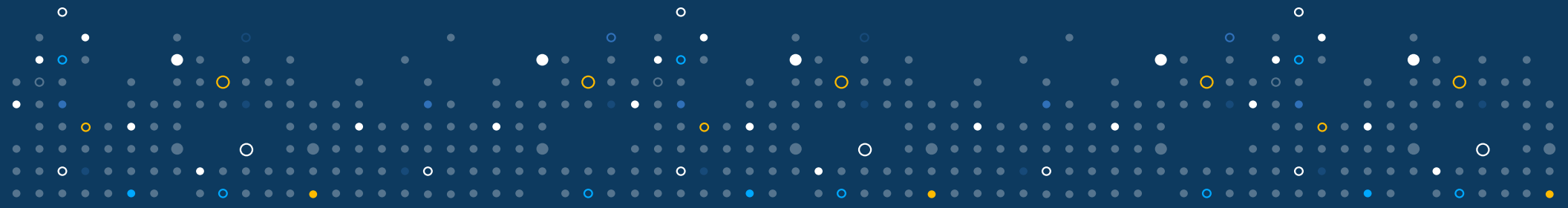
Overall, email engagement has remained consistent over the last couple of years—**but we're expecting improvements soon.** With an increased focus on personalization, relationship building and technology like machine learning, marketers have spent much of 2019 developing plans to deliver more custom email experiences for each consumer. This should contribute to an increase in engagement and channel performance as brands execute over the next 18–24 months.

Learn more about
creating deeply
personal, highly
relevant emails
with [Epsilon Agility
Harmony](#)

Visit us [online](#)
or call 800 309 0505

BUSINESS-AS-USUAL EMAIL TRENDS

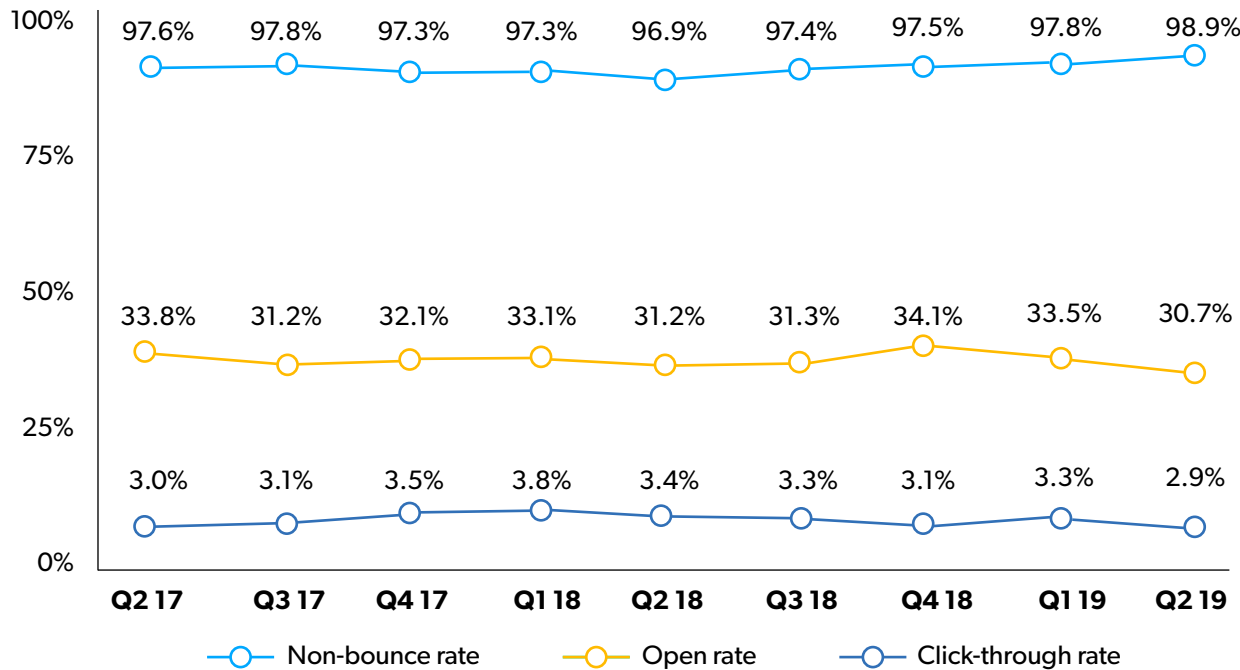
The Q2 2019 email trends and benchmarks report analyzed performance trends by industry and message type for BAU email. This study was compiled from 19.3 billion emails sent between April and June 2019, across multiple industries and to approximately 170 Epsilon clients on the Agility Harmony platform. These metrics offer insight into the performance of the **average company's email campaigns**.



BUSINESS-AS-USUAL (BAU) EMAIL TRENDS

With 4.3% more messages delivered in Q2 over Q1 2019, we saw slight drops in both open and click rates. This could be an indication that we've reached the tipping point for consumers and email volume. More email doesn't necessarily mean more opens and clicks. Instead, you should create a highly relevant experience for each recipient with each communication.

Q2 2019 BAU non-bounce rates, open rates and click-through rates



Q2 2019 BAU non-bounce rates, open rates and click-through rates

Open rates:

The Q2 2019 open rate (30.7%) is slightly lower than last quarter (33.5%), more in line with Q2 2018 (31.2%).

Click-through rates:

Click rates also fell slightly from last quarter (3.3%), ending the quarter at 2.9%.

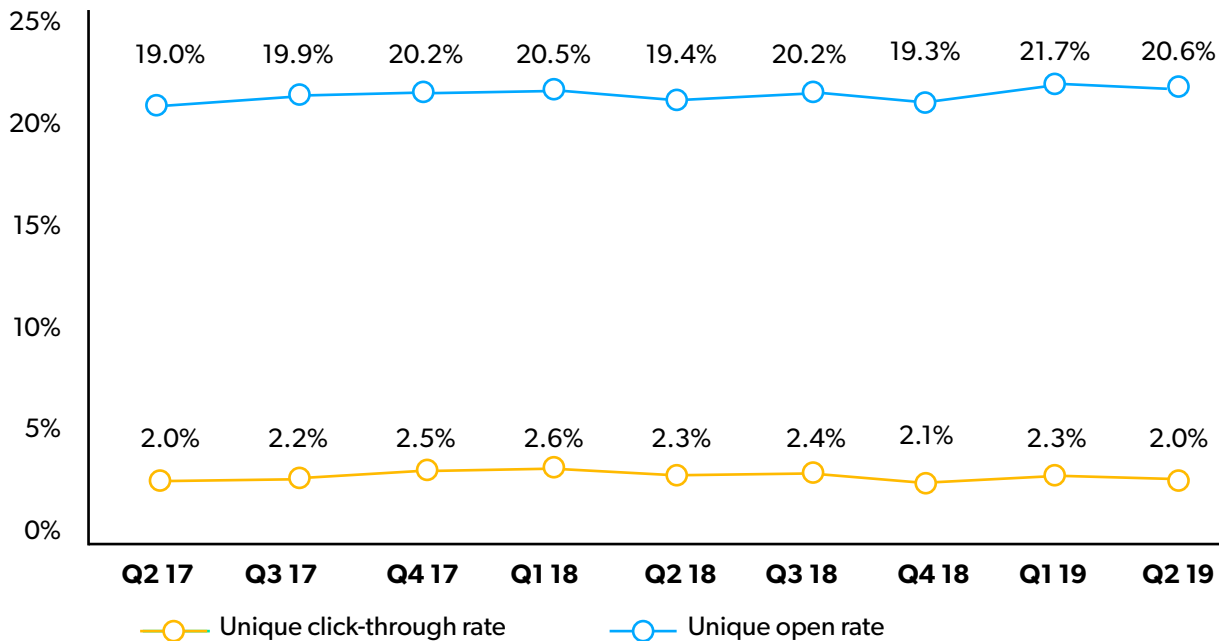


TIP FROM THE TRENCHES

Consider the full customer experience when measuring success for your email program. Many brands are finding that as they optimize personalization in the inbox, consumers are being more direct by going straight to the brand's website—instead of opening and clicking through the email.

BUSINESS-AS-USUAL (BAU) EMAIL TRENDS

Q2 2019 BAU unique open and click-through rates



Q2 2019 BAU unique open and click-through rates

Unique open rates:

20.6%, an increase over Q2 of last year (19.4%) but slightly lower than Q1 of 2019 (21.7%).

Half of our 10 industries saw a YoY increase of over 5% in unique open rates.

Unique click-through rates:

2.0%, a slight decrease over prior quarter (2.3%) and YoY (2.3%).

Marketing content continues to represent the majority of email communications but has some of the lowest performance metrics.



TIP FROM THE TRENCHES

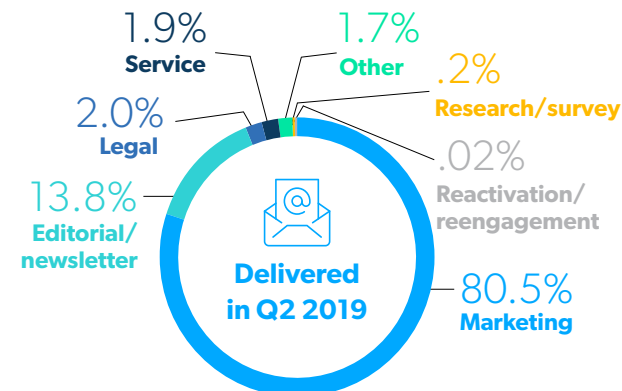
Stand out in a crowded inbox and better serve the customer by **becoming more of a trusted advisor**. Do this by focusing on what the consumer wants—and not just what your brand wants to say. Provide a more relevant experience in each person's inbox, starting with the subject line and pre-header text, and carry it all the way through unique content and calls-to-action. You'll add more value and create more goodwill than with just another email in their inbox.

BUSINESS-AS-USUAL (BAU) EMAIL TRENDS

Q2 2019 BAU metrics by message type

*Message type	Unique open rate	Unique click-through rate	Unique click-to-open rate	Percent delivered in Q2 19
Editorial/newsletter	11.2%	2.6%	23.3%	13.8%
Legal	16.7%	1.2%	7.1%	2.0%
Marketing	12.0%	0.7%	5.8%	80.5%
Reactivation/reengagement	11.3%	1.2%	10.8%	0.02%
Research/survey	13.9%	1.8%	12.7%	0.2%
Service	38.2%	5.5%	14.3%	1.9%
Other	33.2%	2.2%	6.5%	1.7%

*Message types are based on emails deployed from Epsilon's Agility Harmony platform and defined by the person creating the campaigns, which may not be the same at your company.



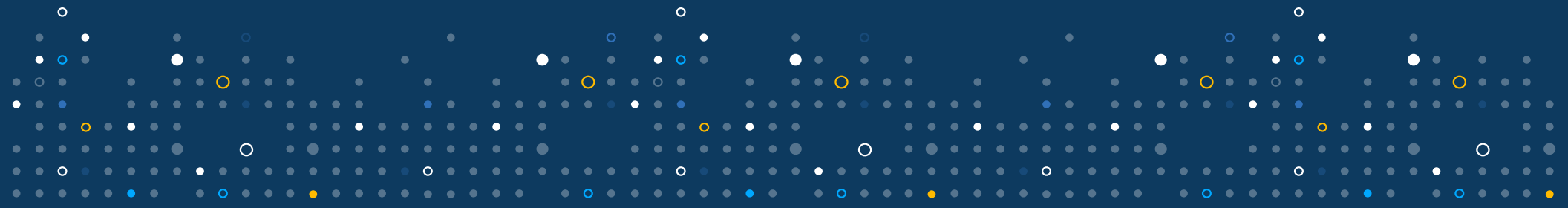
Q1 2019 BAU metrics by message type

80% of emails delivered through Agility Harmony were tagged as marketing messages, which is only slightly lower than last quarter (82%).

80% of emails delivered through Agility Harmony were described as marketing messages, which is consistent with last quarter (80%) but slightly lower than Q2 2018 (83%).

TRIGGERED EMAIL TRENDS

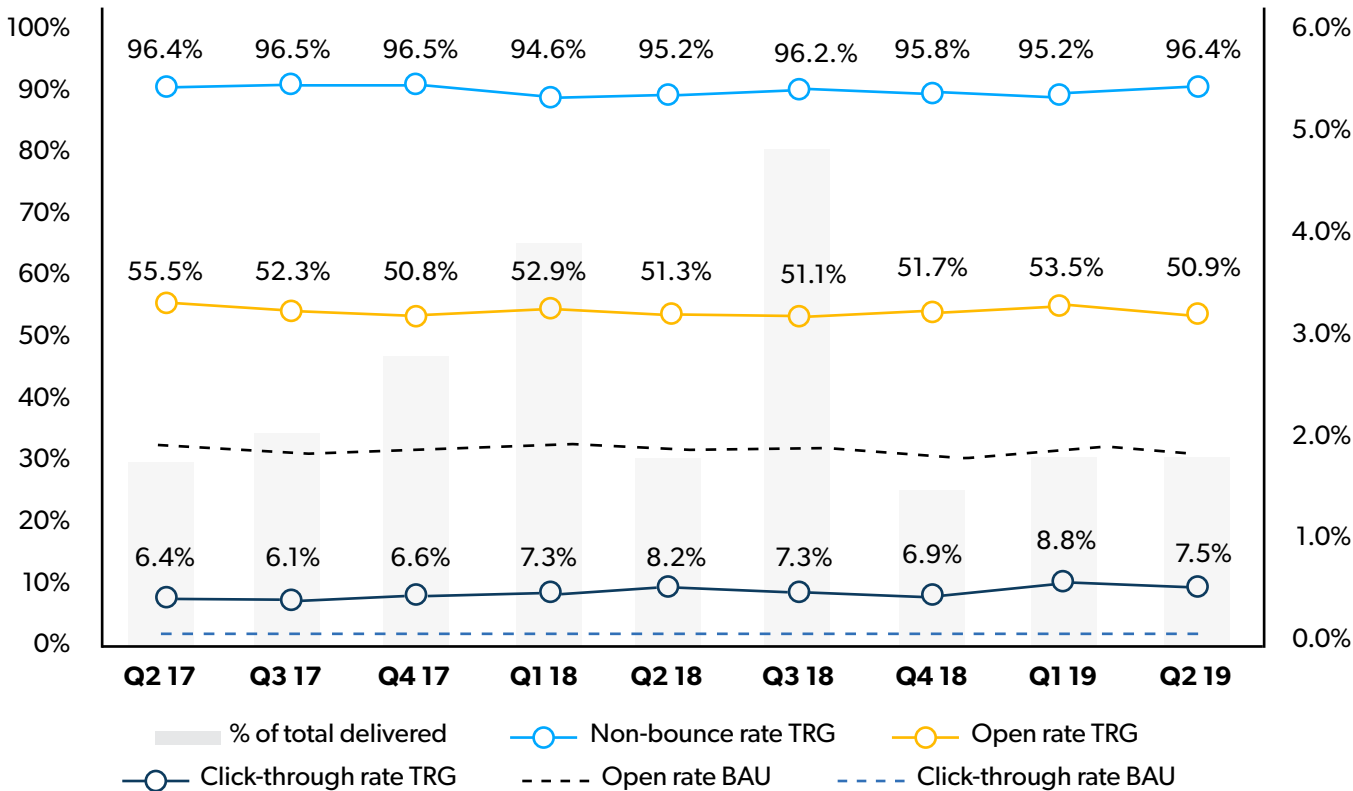
Triggered email trends are compiled from approximately 4.1 billion triggered emails sent between April and June 2019, across multiple industries. These were sent as a result of consumer activities such as signups and purchases. Because of the lower volumes reported, **we expect quarterly fluctuations** as brands market to consumers in different ways throughout the year.



TRIGGERED EMAIL TRENDS

Triggered emails perform significantly better (on average) than BAU communications. Why? Because **personalized timing is just as important as personalized content**. Unfortunately, triggered emails account for only 2.1% of email volume in Q2 2019—and has been hovering at this level for the last few years. Most brands only aspire for it to be about 20% of their total email volume.

Triggered email activity rate trends



Q2 2019 triggered non-bounce, open and click-through rates

Triggered messages:

Accounted for just 2.1% of total volume as our overall email volume increased, in line with what we saw in Q1 2019 and for last year.

Non-bounce rates:

Continued to drive strong results for Agility Harmony clients, only 2.5% lower than BAU (doesn't account for inbox delivery)

Triggered open rates:

65.7% higher than BAU, mostly in line with YoY lift (64.3% over BAU).

Triggered click-through rates:

Continues to perform well at 7.5%, more than double BAU (2.9%) at a 161.3% lift.



TIP FROM THE TRENCHES

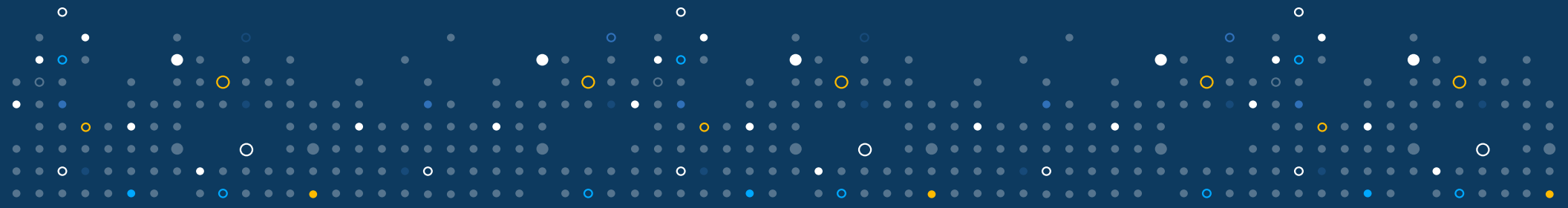
Think bigger. **Your goal for the next 12–24 months should be to get triggered email to about 50% of your email volume**—with a long-term goal of driving most of your email communications to behaviorally triggered dialogs with your customers.

EMAIL TRENDS BY INDUSTRY

Where do you excel? Where should you focus your efforts for improvement?

We examined the email performance of 10 industries and found that half saw a YoY increase of over 5% in unique open rates. Consumer Products Pharmaceutical saw an increase of all three response rates measured (open, click, click-to-open) YoY, whether in aggregate or uniquely.

See how your email performance stacks up against others in your industry.



A photograph of an older woman with short white hair and glasses, wearing a blue jacket over a black and white striped shirt and a colorful beaded necklace. She is looking into the open driver-side door of a dark-colored car. The background is a blurred outdoor setting.

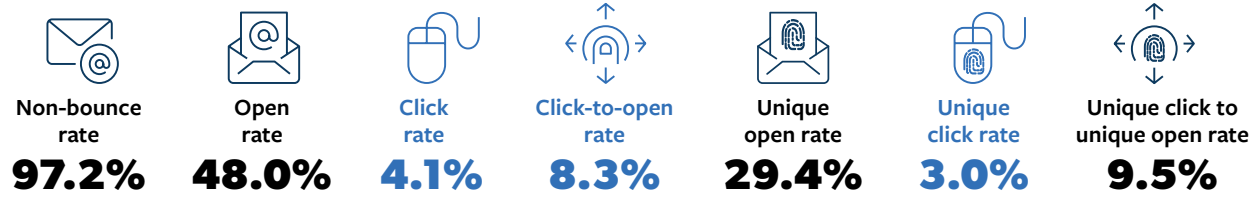
AUTOMOTIVE

Includes automobile sales and service

Automotive saw substantial YoY increases in click rate, click-to-open and unique click rate. Marketing emails accounted for 78% of their delivered messages, while Other, including dealer communications, is second at nearly 17%.

AUTOMOTIVE

Q2 2019 BAU email performance rates



Blue or red text indicates a percentage change—**increase (blue)** or **decrease (red)**—by 5% or more over prior year.

Q2 2019 BAU performance by message type

*Message type	Open rate	Click rate	Click-to-open rate	% of total delivered in industry
Marketing	23.6%	1.9%	8.2%	78.2%
Reactivation/reengagement	54.1%	12.8%	23.7%	0.02%
Research/survey	38.7%	11.5%	29.7%	0.04%
Service	36.8%	11.5%	29.7%	0.04%
Other	32.1%	2.4%	7.6%	16.6%

*Message types are based on emails deployed from Epsilon's Agility Harmony platform and defined by the person creating the campaigns, which may not be the same at your company.

Q2 2019 triggered email performance

Q2 2019	Triggered	Business as usual	Difference
% delivered in quarter	2.3%	97.7%	n/a
Non-bounce	91.7%	97.2%	(5.7%)
Open	51.2%	48.0%	6.7%
Click	10.7%	4.1%	161.0%



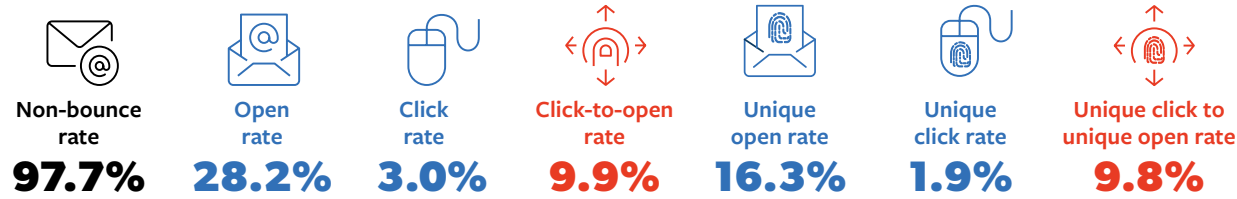
BUSINESS PRODUCTS & SERVICES

**Includes a wide array of businesses,
from enterprise software to industrial goods**

Business Products and Services saw an increase in both open and click rates—but a drop in click-to-open. This category is well above the overall average for triggered emails delivered (17% vs 2.5%), but there's still room for growth toward the ideal 50%.

BUSINESS PRODUCTS & SERVICES

Q2 2019 BAU email performance rates



Blue or red text indicates a percentage change—**increase (blue)** or **decrease (red)**—by 5% or more over prior year.

Q2 2019 BAU performance by message type

*Message type	Open rate	Click rate	Click-to-open rate	% of total delivered in industry
Editorial/newsletter	4.0%	0.3%	7.6%	0.6%
Marketing	10.5%	0.7%	6.5%	92.4%
Research/survey	8.6%	0.9%	10.2%	1.9%
Other	20.5%	1.9%	9.4%	5.1%

*Message types are based on emails deployed from Epsilon's Agility Harmony platform and defined by the person creating the campaigns, which may not be the same at your company.

Q2 2019 triggered email performance

Q2 2019	Triggered	Business as usual	Difference
% delivered in quarter	17.1%	82.9%	n/a
Non-bounce	96.6%	97.7%	(1.1%)
Open	49.6%	28.2%	75.7%
Click	3.9%	3.0%	29.7%

A woman with blonde hair is shown from the side, reading a magazine. The magazine features a large image of a person's legs in high-heeled shoes. The background is dark and out of focus, suggesting an indoor setting like a library or a quiet office.

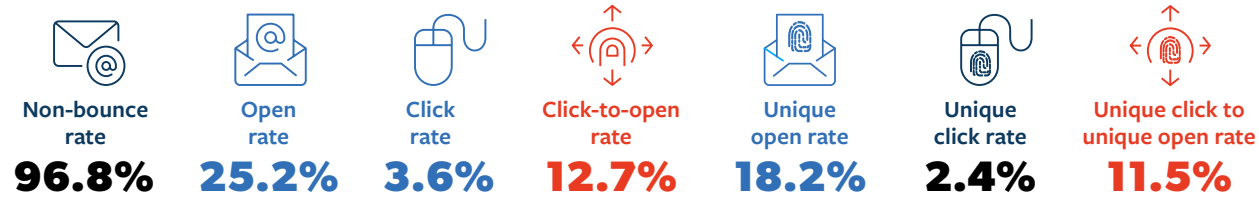
CONSUMER & BUSINESS PUBLISHING

Includes publishers of consumer or business-oriented material—such as trade and lifestyle publications

Consumer and Business Publishing has experienced YoY increases in open rate, click rate and unique open rate, while click-to-open and unique click to unique open rates have declined. Not surprisingly, this industry has the highest percentage of editorial and newsletter content (81%), with trigger performance much stronger.

CONSUMER & BUSINESS PUBLISHING

Q2 2019 BAU email performance rates



Blue or red text indicates a percentage change—**increase (blue)** or **decrease (red)**—by 5% or more over prior year.

Q2 2019 BAU performance by message type

*Message type	Open rate	Click rate	Click-to-open rate	% of total delivered in industry
Editorial/newsletter	11.2%	2.7%	24.3%	81.7%
Marketing	12.4%	0.5%	4.1%	17.7%
Reactivation/reengagement	7.4%	0.4%	5.0%	0.1%
Research/survey	7.4%	1.3%	17.7%	0.1%
Service	11.6%	1.2%	10.5%	0.3%
Other	23.0%	1.2%	5.1%	0.1%

*Message types are based on emails deployed from Epsilon's Agility Harmony platform and defined by the person creating the campaigns, which may not be the same at your company.

Q2 2019 triggered email performance

Q2 2019	Triggered	Business as usual	Difference
% delivered in quarter	4.5%	95.5%	n/a
Non-bounce	98.5%	96.8%	1.7%
Open	41.2%	25.2%	63.8%
Click	8.8%	3.6%	143.9%

CONSUMER PRODUCTS (CPG)

Includes consumable packaged goods like food and beverages, tobacco and cleaning products

CPG is one of the industries delivering the most marketing emails (92%), 15% higher than the aggregate. But they're seeing weaker results. Open rate (17%) falls just over half the aggregate (31%). Click rates are also falling short (1.8% vs 2.9% aggregate).

Consumers often have a relationship with the store where they shop, not necessarily the product they buy off-the-shelf. CPG brands need to find new and interesting ways to become more relevant to the conversation and the inbox.



CONSUMER PRODUCTS (CPG)

Q2 2019 BAU email performance rates



Blue or red text indicates a percentage change—**increase (blue)** or **decrease (red)**—by 5% or more over prior year.



TIP FROM THE TRENCHES

To improve your relevance and your engagement, **work to increase your triggered emails to known customers**—or choose a marketing partner that can help you reach more of your audience with personalized messages.

Q2 2019 BAU performance by message type

*Message type	Open rate	Click rate	Click-to-open rate	% of total delivered in industry
Editorial/newsletter	17.6%	2.3%	13.1%	7.4%
Marketing	10.1%	1.0%	9.9%	92.0%
Other	16.6%	1.6%	10.0%	0.5%

*Message types are based on emails deployed from Epsilon's Agility Harmony platform and defined by the person creating the campaigns, which may not be the same at your company.

Q2 2019 triggered email performance

Q2 2019	Triggered	Business as usual	Difference
% delivered in quarter	0.9%	99.1%	n/a
Non-bounce	95.9%	99.1%	(3.2%)
Open	62.8%	17.0%	269.1%
Click	13.2%	1.8%	624.1%



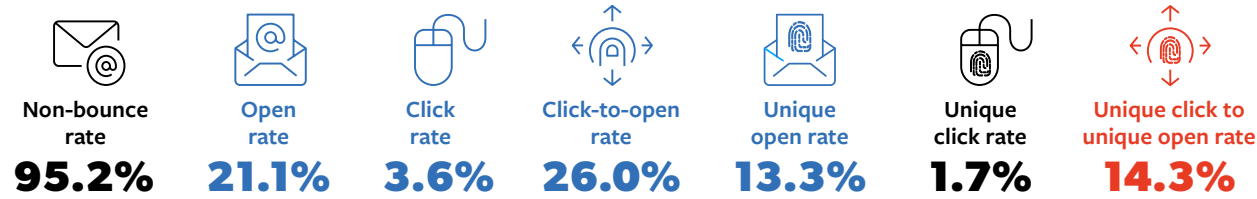
CONSUMER PRODUCTS PHARMACEUTICAL

Includes consumable pharmaceutical goods

Compared to Q2 2018, Consumer Products Pharmaceutical was the only industry to see a yearly increase of at least 5% in all categories (open, click and click-to-open rates). Although triggers only account for 2% of their emails, the results are substantially stronger than BAU—nearly 2x higher for opens and nearly 4x higher for clicks.

CONSUMER PRODUCTS PHARMACEUTICAL

Q2 2019 BAU email performance rates



Blue or red text indicates a percentage change—**increase (blue)** or **decrease (red)**—by 5% or more over prior year.

Q2 2019 BAU performance by message type

*Message type	Open rate	Click rate	Click-to-open rate	% of total delivered in industry
Editorial/newsletter	28.8%	4.1%	14.2%	1.6%
Marketing	12.4%	1.4%	11.6%	93.9%
Research/survey	12.9%	2.5%	19.1%	0.2%
Other	20.0%	2.5%	12.3%	4.3%

*Message types are based on emails deployed from Epsilon's Agility Harmony platform and defined by the person creating the campaigns, which may not be the same at your company.

Q2 2019 triggered email performance

Q2 2019	Triggered	Business as usual	Difference
% delivered in quarter	2.3%	97.7%	n/a
Non-bounce	90.9%	95.2%	(4.5%)
Open	41.1%	21.1%	94.5%
Click	13.2%	3.6%	266.8%

A woman with her hair in a bun is lying on a grey pillow on a wooden floor in a living room. She is wearing a light blue top and is looking at her smartphone. In the background, there is a dark leather armchair, a coffee table with a lamp, and a guitar leaning against a wall.

CONSUMER SERVICES

Includes marketers of telecom, consumer lifestyle, internet services and hobby/special interest

Consumer Services is one of the industries that sends the most marketing emails to customers (98%), more than 22% higher than the aggregate (80%). Overall, the industry performed well on BAU metrics—total and unique open and click rates improved. But click-to-open rates dropped significantly since last quarter.

CONSUMER SERVICES

Q2 2019 BAU email performance rates



Blue or red text indicates a percentage change—**increase (blue)** or **decrease (red)**—by 5% or more over prior year.

Q2 2019 BAU performance by message type

*Message type	Open rate	Click rate	Click-to-open rate	% of total delivered in industry
Editorial/newsletter	28.5%	1.4%	5.3%	0.1%
Marketing	18.7%	1.3%	6.9%	98.4%
Service	43.8%	19.2%	43.7%	0.2%
Other	22.4%	1.6%	7.2%	1.3%

*Message types are based on emails deployed from Epsilon's Agility Harmony platform and defined by the person creating the campaigns, which may not be the same at your company.

Q2 2019 triggered email performance

Q2 2019	Triggered	Business as usual	Difference
% delivered in quarter	3.8%	96.2%	n/a
Non-bounce	96.1%	98.5%	(2.5%)
Open	42.8%	32.0%	30.8%
Click	8.1%	3.6%	123.7%



TIP FROM THE TRENCHES

Make sure to align your key performance indicators with the purpose of the communication—it's a critical step that many brands overlook. If you're delivering an e-newsletter that's self-contained, there's no reason for anyone to click through—and click-through is an ineffective metric for success. Always define the desired outcome for each communication you send and align with appropriate KPIs to measure success.

A photograph of a young couple sitting at a desk, looking at a laptop screen. The woman is pointing at the screen, and the man is looking at it with interest. They are both wearing warm, knitted sweaters. The lighting is warm and focused on the laptop, creating a cozy atmosphere.

FINANCIAL SERVICES CC/BANKS

**Includes credit card issuers and
commercial and retail banks**

Banks send more service emails (26%) and are using more trigger emails (~6%) than other industries—possibly because marketing emails are heavily regulated. With email performance metrics mostly flat over the past four years, the industry has a big opportunity to improve cross-sell and upsell through email by accurately predicting customer needs and presenting highly relevant offers. These efforts are largely in their infancy.

FINANCIAL SERVICES CC/BANKS

Q2 2019 BAU email performance rates



Blue or red text indicates a percentage change—**increase (blue)** or **decrease (red)**—by 5% or more over prior year.

Q2 2019 BAU performance by message type

*Message type	Open rate	Click rate	Click-to-open rate	% of total delivered in industry
Editorial/newsletter	22.0%	1.1%	4.9%	0.2%
Marketing	28.3%	1.6%	5.6%	65.8%
Service	39.5%	5.7%	5.0%	25.9%
Other	40.1%	2.0%	5.0%	8.3%

*Message types are based on emails deployed from Epsilon's Agility Harmony platform and defined by the person creating the campaigns, which may not be the same at your company.

Q2 2019 triggered email performance

Q2 2019	Triggered	Business as usual	Difference
% delivered in quarter	5.6%	94.4	n/a
Non-bounce	97.0%	98.8%	(1.8%)
Open	65.8%	51.7%	27.2%
Click	2.9%	3.5%	(16.4%)



THE EXPERT SAYS:

We work with our clients to identify true customer profiles and capitalize on cross-sell and upsell opportunities. For example, we can look at new checking account openers (based on age, wealth, status, etc.) and promote relevant cross-sell offers.

Rob Liska
Sr. Account Director
Epsilon

FINANCIAL SERVICES GENERAL

Includes non-bank financial institutions that issue mortgages, loans and insurance

YoY open rates for Financial Services held steady, while click rates and click-to-open declined and unique open rate, unique click rate and unique click-to-open increased. Due to the highly regulated nature of this industry, legal messages account for more than 25% of messages delivered.



FINANCIAL SERVICES GENERAL

Q2 2019 BAU email performance rates



Blue or red text indicates a percentage change—**increase (blue)** or **decrease (red)**—by 5% or more over prior year.

Q2 2019 BAU performance by message type

*Message type	Open rate	Click rate	Click-to-open rate	% of total delivered in industry
Editorial/newsletter	30.6%	3.0%	9.8%	0.1%
Legal	16.7%	1.2%	7.1%	25.7%
Marketing	15.9%	0.6%	3.5%	71.7%
Service	37.0%	4.1%	11.0%	1.5%
Other	28.3%	1.1%	3.8%	1.1%

*Message types are based on emails deployed from Epsilon's Agility Harmony platform and defined by the person creating the campaigns, which may not be the same at your company.

Q2 2019 triggered email performance

Q2 2019	Triggered	Business as usual	Difference
% delivered in quarter	0.8%	99.2%	n/a
Non-bounce	94.8%	98.2%	(3.5%)
Open	57.4%	42.9%	33.7%
Click	3.2%	5.0%	(35.6%)



TIP FROM THE TRENCHES

This industry is in the beginning stages of setting themselves up for deeper personalization and faster speed to market down the road.

Start by developing a testing strategy and standardized architecture templates, but don't forget the basics—like a clear call-to-action.

RETAIL

A man in a white shirt is looking at a smartphone in a clothing store. He is standing in front of a rack of clothes, and a mannequin is visible in the background. The scene is dimly lit, with a blue tint.

This category includes multichannel retailers and cataloguers

Retailers saw YoY performance decreases across the board. With triggers accounting for just 1% of the emails they deployed, there is huge upside potential. Opens for triggers were about 2.5x higher than BAU, while click rates were 3x greater than BAU.

RETAIL

Q2 2019 BAU email performance rates



Blue or red text indicates a percentage change—**increase (blue)** or **decrease (red)**—by 5% or more over prior year.

Q2 2019 BAU performance by message type

*Message type	Open rate	Click rate	Click-to-open rate	% of total delivered in industry
Editorial/newsletter	10.7%	1.1%	10.1%	1.4%
Marketing	9.8%	0.6%	6.0%	97.1%
Research/survey	14.8%	1.9%	12.6%	0.2%
Service	17.0%	1.4%	8.1%	0.1%
Other	33.4%	2.6%	7.9%	1.2%

*Message types are based on emails deployed from Epsilon’s Agility Harmony platform and defined by the person creating the campaigns, which may not be the same at your company.

Q2 2019 triggered email performance

Q2 2019	Triggered	Business as usual	Difference
% delivered in quarter	1.1%	98.9%	n/a
Non-bounce	97.1%	99.1%	(2.0%)
Open	51.6%	20.1%	156.6%
Click	6.9%	1.6%	326.1%



THE EXPERT SAYS:

With declining foot traffic, many retailers look to increase in-store traffic through email to keep their brick-and-mortars afloat. One suggestion is to try testing more detailed and conversational “from” lines to supplement subject lines. For example, a from line could be **“BrandCo | New Arrivals”** with subject line **“You’ve Gotta Get Here! 1000s of New ARRIVALS.”** This allows consumers to determine the focus of the message at a glance.

Meagan Shelah
Client Account Director
Epsilon



TIP FROM THE TRENCHES

Retail customers expect marketing to be personalized and tailored to the individual—from cadence to content. **Make sure to use both offline and online data to drive your email campaigns.** There’s nothing more annoying than getting an abandoned browse email about a jacket that you just bought in-store.

A person with a backpack is seen from behind, looking at a large digital display of flight information. The display shows a grid of flight details, including destinations, times, and status. The person is wearing a grey t-shirt and a black backpack with orange and white stripes. The background is a blurred airport terminal with blue lighting.

TRAVEL & HOSPITALITY

Includes marketers of travel products and services such as airlines, hotels and travel sites

Travel and Hospitality saw YoY declines across the board in Q2 2019. While there's been growth in tourism, the industry is facing challenges from increases in both globalization and demand for highly personalized communications. Privacy regulations further complicate the global landscape.

TRAVEL & HOSPITALITY

Q2 2019 BAU email performance rates



Blue or red text indicates a percentage change—**increase (blue)** or **decrease (red)**—by 5% or more over prior year.

Q2 2019 BAU performance by message type

*Message type	Open rate	Click rate	Click-to-open rate	% of total delivered in industry
Editorial/newsletter	13.5%	0.9%	6.6%	0.8%
Marketing	15.3%	1.1%	7.3%	95.9%
Reactivation/reengagement	38.9%	7.5%	19.4%	0.1%
Other	17.6%	0.9%	4.9%	3.2%

*Message types are based on emails deployed from Epsilon's Agility Harmony platform and defined by the person creating the campaigns, which may not be the same at your company.

Q2 2019 triggered email performance

Q2 2019	Triggered	Business as usual	Difference
% delivered in quarter	1.1%	98.9%	n/a
Non-bounce	96.7%	98.3%	(1.7%)
Open	61.6%	23.4%	163.1%
Click	7.4%	2.3%	226.4%



THE EXPERT SAYS:

With high growth rates in leisure and outbound business travel from EMEA and especially APAC, it's more important than ever to develop email marketing campaigns that are personalized by market, location and language. As with any personalized marketing, there's effort and investment, but don't try to bite off everything at once. Instead, create some priority around impact to business and ease of implementation to determine the best path toward achieving of efficient and effective globalization of your program—the ultimate goal.

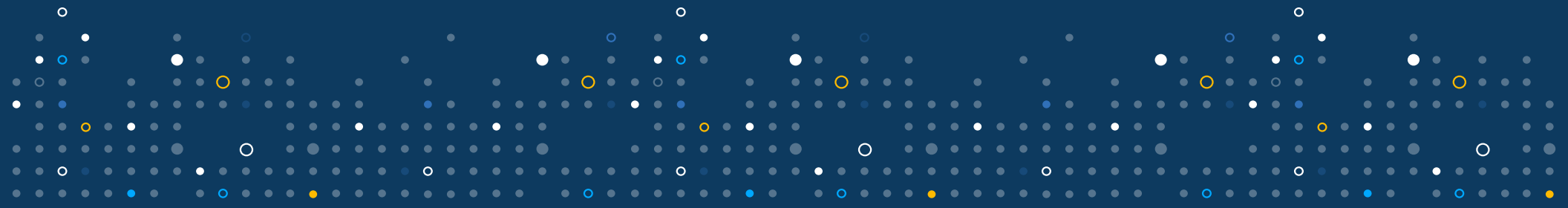
Michael Cox
Sr. Account Director
Epsilon



TIP FROM THE TRENCHES

Get ahead of more stringent privacy regulations like the California Consumer Privacy Act (CCPA). Know the rules and the impact, and develop a collaborative plan with your partners to build automations that ensure scalable compliance.

METHODOLOGY & DEFINITIONS



METHODOLOGY

The performance metrics in this report examine averages across all companies within a category. The averages are unweighted and don't reflect mail volume for any one company. They're a measure of average company performance in the category, removing the effect that large mailers can have on category averages.

Note that this benchmark data should only be used as a guideline, as individual results will vary. Unless otherwise stated, all results are aggregated.

Metrics used in this report are defined as follows:

- **BAU:** Business-as-usual messages
- **Triggered:** Emails that were sent as a result of consumer activities, and include messages such as a welcome, thank you and confirmation
- **Bounce rate:** Bounced and undelivered emails divided by emails sent
- **Non-bounce rate:** 1 minus bounce rate; calculation doesn't include ISP or inbox filtering
- **Open rate:** Total opens divided by emails delivered
- **Unique open rate:** Unique opens divided by emails delivered
- **Click-through rate:** Total clicks divided by emails delivered
- **Unique click-through rate:** Unique clicks divided by emails delivered
- **Unique clicks:** Unique clickers in the Harmony platform
- **Click-to-open rate:** Total clicks divided by total opens

Message type used in this report are defined as follows:

- **Acquisition:** Used to acquire new email addresses
- **Editorial:** Consists primarily of articles, critiques, commentary, news or opinions
- **Legal:** Contains legal information or notification for clients (e.g. product recall notice)
- **Marketing:** Contains merchandise information and incentives for purchasing
- **Newsletter:** Contains a regularly distributed publication, generally about one main topic
- **Other:** Content that doesn't fit any other categories
- **Research/surveys:** Conducts research on subscribers; the template may contain a survey
- **Service:** Provides subscriber-requested information, such as bank statements or service reminders

ABOUT EPSILON

At Epsilon, we empower brands to transform ordinary customer experiences into meaningful, human experiences. Our connected suite of products and services combine industry-leading identity management technology, deep data science and proven brand intelligence gained over five decades. Using human-powered, data-led marketing, we deliver depth, breadth and scale that helps brands turn meaningful human interactions into real business outcomes.

EPSILON®

This document is intended solely for distribution by Epsilon. Do not copy, distribute or otherwise share.
©2019 Epsilon Data Management, LLC. All rights reserved. All names and logos are trademarks or registered trademarks of their respective owners.