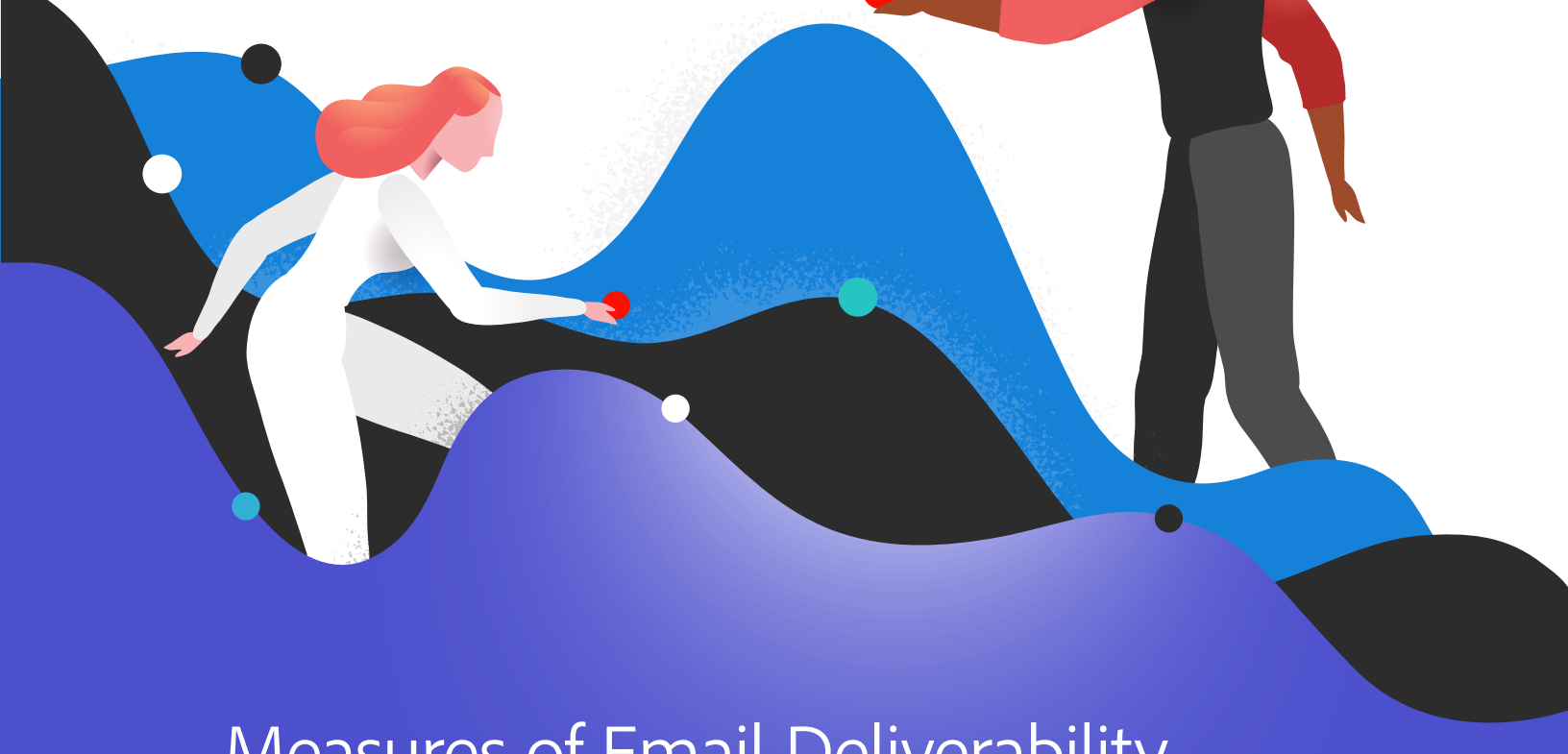


Benchmarking at a Glance: Who's Got Your Mail?

Compare your email deliverability stats with benchmark for industries, regions, and email clients.

Email deliverability is the likelihood of your email reaching your customer's inbox rather than a Spam or Promotions folder.



Measures of Email Deliverability

↑ Higher results preferred

Inbox placement
Percentage of emails that reach customer inboxes

↓ Lower results preferred

Spam placement
Percentage of emails that are delivered to the spam or junk folder

Bounce rates
Percentage of emails that are invalid or blocked by servers

Unsubscribes
Percentage of people who unsubscribe from your email lists

Complaints
Percentage of people who report your email to their mailbox provider as spam

How much bounce should you have?

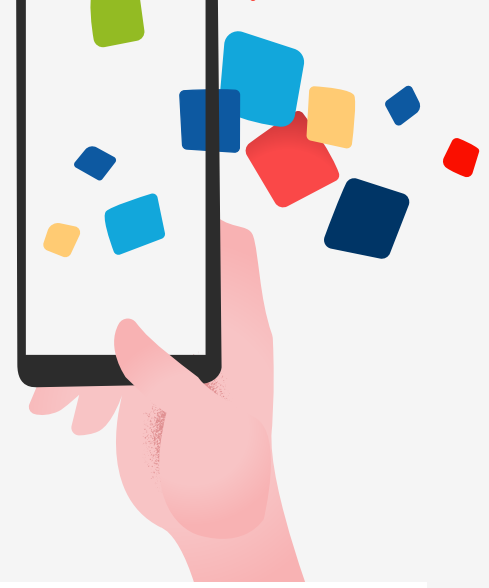
Hard bounces happen when your emails are blocked by servers for permanent reasons, such as an invalid domain or email address. If your hard bounce rates are more than 2 percent, your data may be out-of-date.

No more than **2%**

Soft bounces happen when your emails are blocked by servers for temporary reasons, such as a server is down, an attachment is too big, or someone's mailbox is full. If your soft bounce rates are more than 5 percent, it may be time to check the size of your outgoing emails and check with IT.

No more than **5%**

How does your email deliverability compare with your industry average?



Inbox placement rate by industry, highest to lowest.

91% Banking & Finance	87% Technology & Software
89% Computer & Electronics	86% Automotive
89% Manufacturing & Distribution	86% Deal & Rewards
89% Travel	83% Social & Dating
88% Food & Drug	82% Business & Marketing
87% Apparel	81% Education/Nonprofit/Government
87% Household & Home Improvement	81% Health & Beauty

Source: 2019 Sender Score Benchmark, Validity: <https://www.validity.com/resource-center/report/2019-sender-score-benchmark-report/>



How does your email deliverability compare with your regional average?

NORTH AMERICA 83% Inbox placement 8% Spam placement	EUROPE 84% Inbox placement 7% Spam placement
LATIN AMERICA 83% Inbox placement 7% Spam placement	ASIA PACIFIC 84% Inbox placement 3% Spam placement

Source: 2020 Email Deliverability Benchmark, Validity: <https://www.validity.com/resource-center/wp-content/uploads/sites/4/2020/03/2020-Email-Deliverability-Benchmark.pdf>

Email deliverability is improving everywhere. Why?



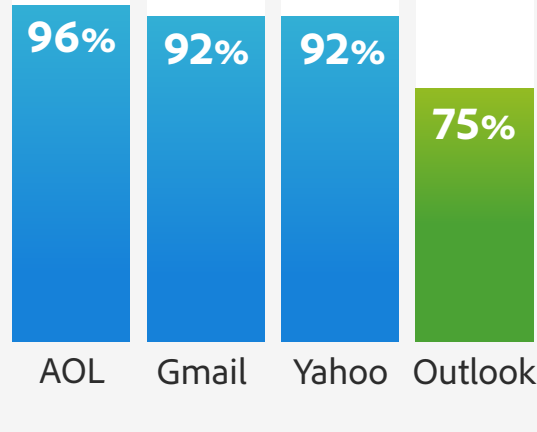
Spam filters are getting smarter.
Marketers are cleaning up their lists to comply with rules like GDPR.

How email deliverability compares for email clients.

Inbox placement rate by email clients.

Most free email clients (AOL, Gmail, Yahoo) have similar inbox placement rates.

With a **75%** inbox placement rate, **Outlook** is much more challenging.



Source: 2018 Deliverability Benchmark, Return Path: <https://returnpath.com/wp-content/uploads/2018/08/2018-Deliverability-Benchmark.pdf>

Ready to improve your email deliverability?

Discover how Marketo Engage keeps email deliverability high.

See our practices

Get actionable advice for troubleshooting high bounce rates.

Watch the webinar

