

EMAIL RESULTS

Comparison by Industry Chart

Business Type	Open Rate	Bounces Rate	Clicks (Click-Through Rate)	Opt-out Rate
Accountant/Financial Advisor	15.00%	7.38%	7.15%	0.80%
Business products and services	16.71%	11.82%	8.65%	0.93%
Communications	18.59%	9.54%	18.18%	0.38%
Consultant (ex. marketing, management)	7.47%	4.44%	5.65%	1.03%
Education and services	20.59%	8.00%	7.88%	0.67%
Government agency or services	26.55%	8.56%	8.90%	0.44%
Hotel, Inn, B&B	18.74%	8.59%	5.64%	1.64%
Legal services	22.72%	11.99%	7.33%	0.86%
Manufacturing and distribution	19.23%	11.05%	8.30%	1.17%
Marketing/Adv/PR Agency	10.37%	7.37%	6.58%	0.85%
Professional services	20.16%	10.88%	7.36%	1.12%
Publishing	17.82%	8.55%	11.88%	0.37%
Real estate	21.30%	13.79%	6.27%	0.83%
Restaurant, bar, caterer	16.69%	9.69%	4.04%	1.19%
Retail (online and offline)	15.56%	7.49%	8.67%	0.91%
Sports and recreation	20.13%	9.37%	7.06%	1.04%
Technology	13.62%	10.45%	5.94%	1.16%
Transportation	19.98%	9.29%	11.77%	0.91%
Travel and tourism	16.38%	9.18%	7.71%	0.96%
Web developer	11.57%	10.05%	7.80%	0.64%

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