

Campaign Monitor

What day(s) are the best to send an email, well, that varies by industry too. Fortunately, Campaign Monitor collated that in their research too so I can include it for you opposite.

| OPEN RATE | SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|---|--------|--------|---------|-----------|----------|--------|----------|
| | Su | M | T | W | Th | F | S |
| Advertising and Marketing Agencies | 16.20% | 17.90% | 17.10% | 19.30% | 18.10% | 18.90% | 18.90% |
| Agriculture, Forestry, Fishing & Hunting | 29.50% | 20.60% | 20.70% | 40.90% | 14.90% | 22.80% | 19.50% |
| Automotive and Aerospace | 29.90% | 32.00% | 27.00% | 37.10% | 30.20% | 33.50% | 28.10% |
| Construction, Contracting, and Manufacturing | 25.50% | 24.80% | 25.60% | 31.00% | 26.00% | 25.00% | 24.80% |
| Consumer Packaged Goods | 15.60% | 18.00% | 14.90% | 21.00% | 16.70% | 14.70% | 21.20% |
| Education | 28.30% | 29.70% | 31.80% | 33.30% | 31.50% | 32.40% | 31.00% |
| Engineering, Architecture and Design | 21.40% | 23.00% | 21.40% | 23.30% | 23.50% | 21.70% | 23.50% |
| Financial Services | 24.20% | 22.60% | 23.20% | 23.40% | 22.30% | 22.40% | 22.90% |
| Food and Beverage | 19.10% | 19.90% | 19.50% | 15.00% | 17.10% | 23.70% | 12.80% |
| Government | 30.00% | 31.30% | 30.80% | 30.50% | 31.80% | 30.00% | 28.70% |
| Healthcare Services | 23.50% | 25.40% | 23.10% | 26.40% | 26.00% | 23.10% | 25.20% |
| IT / Tech / Software Services | 20.10% | 18.90% | 19.00% | 18.10% | 20.50% | 18.20% | 20.30% |
| Logistics and Wholesale | 12.90% | 20.90% | 17.20% | 20.20% | 17.40% | 16.40% | 21.10% |
| Media, Entertainment, and Publishing | 15.90% | 18.20% | 17.30% | 18.90% | 15.70% | 17.40% | 19.00% |
| Nonprofit | 25.40% | 28.30% | 27.80% | 27.10% | 28.20% | 26.60% | 25.70% |
| Other | 27.90% | 29.90% | 28.60% | 29.80% | 28.40% | 26.50% | 30.30% |
| Professional Services | 20.00% | 21.10% | 21.60% | 24.50% | 20.30% | 22.10% | 22.60% |
| Real Estate, Design and Construction Activities | 19.70% | 19.50% | 19.40% | 20.20% | 20.70% | 20.20% | 18.30% |
| Retail | 13.30% | 15.20% | 14.60% | 15.60% | 13.80% | 14.50% | 14.90% |
| Travel, Hospitality, and Leisure | 17.40% | 16.80% | 16.00% | 16.50% | 18.60% | 15.30% | 18.00% |
| Unknown | 19.60% | 21.00% | 19.60% | 21.10% | 20.50% | 20.00% | 20.70% |
| Average | 18.30% | 19.00% | 18.40% | 19.40% | 18.80% | 18.40% | 19.60% |

Click through rate (CTR)

If you pop a web link in your email that you'd like people to check out then your CTR is something you want to track. To get your CTR, take the number of people who opened your email (open rate) and divide it by the number that clicked on your web link. Voila ... CTR.

Again, if you're into comparisons, Campaign Monitor have reported that the average Australian emails in 2020 have a CTR of 2.8%.