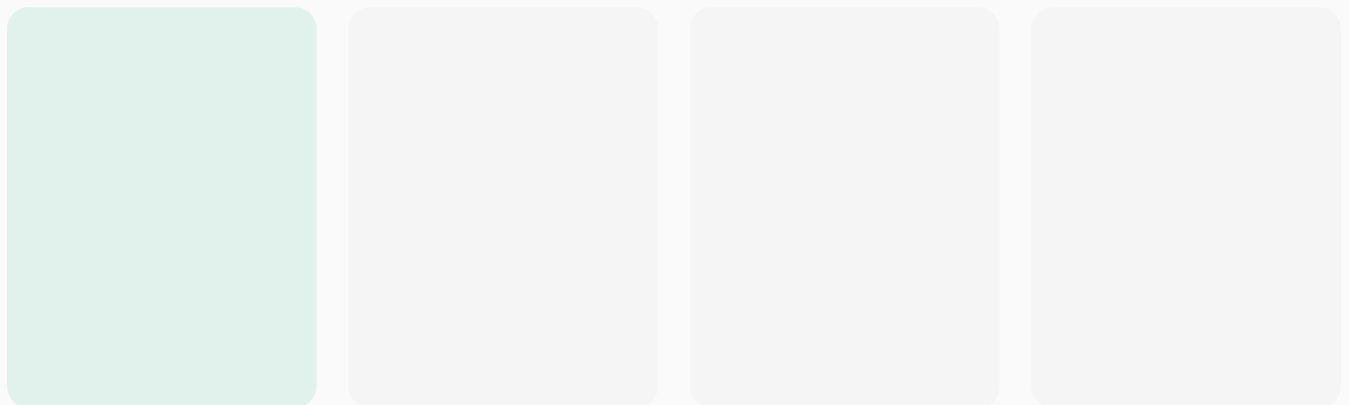


Email benchmarks 2026

Open, click and unsubscribe rates by industry.



01

Overview

The appendix lists every source, with the date it was last checked. Where a number moved, the note beside it says what moved it. Every figure in this document comes from the last four quarters of reporting. The examples are drawn from real briefs, with client details removed.

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02

What changed

A short summary opens every section, and the detail follows for anyone who wants it. Dates and owners are left blank on purpose, so the template can be reused. Every figure in this document comes from the last four quarters of reporting. Each page is written to be read on its own, without the pages around it.

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03

How to use it

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