



Q3 2020 Email Engagement Report

18 Clients

3 Deployment
Types

Quarterly
Comparisons

eNewsletter

Third-Party

Digital Magazine

Every quarter we gather email delivery and engagement statistics from some of our largest senders. This report includes email data pulled together for Q3 2020, as well as comparison to email statistics from Q1 and Q2 2020. We also published the [Q1 2020 Report](#) and [Q2 2020 Report](#) earlier this year.

The data is split into three categories, eNewsletters, Third-Party and Digital Magazine Alerts, because each email deployment type sees different responses from receivers and how they engage with those emails.

The data has also been split by each client. You may notice additional clients in this report. In the Q2 2020 Report, we added 8 clients to the report to expand the information on how media brands perform.

Having each individual company's data for the three quarters helps to display the effect COVID-19 had on email deployments at the company. You will notice that the performance of the emails varies for each client. Some clients saw more successful newsletter than third-party open rates while others saw the opposite. Some clients had high CTRs while others had lower figures. Of course, this is because of all the factors that affect email performance: deployment category, information contained in the email, audience, email cadence, day of the week, time of day, and more.

This review is to serve as a reference to identify how your email statistics compare to others in the industry, with the understanding that every email campaign is different and unique to the audience it is serving.

NOTE: The Q1 2020 engagement percentages will differ slightly in this report compared to the Q1 2020 Email Report due to the new clients that were added for the Q2 and Q3 reports.



Q3 2020 ENEWSLETTER PERFORMANCE

The eNewsletter performance covers all newsletters our clients deployed, whether they be weekly, monthly, daily – once a day, twice a day, etc.

Client	Delivered %	Open %	Click %	CTR	Unsubscribe
A	98.67%	13.8%	2.50%	18.1%	0.11%
B	98.72%	15.0%	0.62%	4.1%	0.11%
C	99.46%	26.1%	5.22%	19.9%	0.09%
D	98.81%	21.7%	6.19%	28.5%	0.06%
E	99.56%	14.4%	0.57%	3.9%	0.06%
F	98.98%	17.6%	2.31%	13.1%	0.06%
G	98.59%	16.2%	1.53%	9.4%	0.08%
H	98.36%	17.7%	2.24%	12.6%	0.10%
I	98.83%	16.4%	2.60%	15.9%	0.05%
J	99.47%	37.0%	13.9%	37.6%	0.04%
K	99.15%	14.3%	2.19%	15.9%	0.02%
L	98.69%	16.3%	0.74%	4.5%	0.00%
M	99.58%	22.2%	5.34%	24.1%	0.05%
N	99.34%	10.9%	0.65%	5.9%	0.06%
O	99.12%	9.08%	0.80%	8.8%	0.04%
P	99.15%	12.7%	3.75%	29.5%	0.06%
Q	97.11%	16.0%	2.26%	14.1%	0.08%
R	99.49%	19.6%	3.04%	15.5%	0.05%
Q3 2020 Averages	98.85%	16.75%	2.50%	14.68%	0.07%

Calculations

Click %: Number of Clicks / Emails Delivered

CTR: Number of Clicks / Emails Opened

**All open and click metrics are unique counts



Q3 2020 THIRD-PARTY EMAIL PERFORMANCE

Third-party email deployments are all those that our clients sent on behalf of another brand, whether it be an advertiser or a partner.

Client	Delivered %	Open %	Click %	CTR	Unsubscribe
A	98.08%	12.4%	0.74%	5.9%	0.24%
B	98.28%	15.5%	0.43%	2.7%	0.16%
C	98.86%	22.6%	1.03%	4.5%	0.12%
D	98.63%	14.3%	1.38%	9.6%	0.18%
E	99.26%	12.3%	0.32%	2.5%	0.12%
F	96.62%	14.4%	0.57%	3.9%	0.18%
G	98.11%	13.4%	0.73%	5.4%	0.11%
H	97.83%	13.1%	0.34%	2.6%	0.13%
I	98.53%	16.8%	0.26%	1.5%	0.09%
J	99.45%	22.1%	0.78%	3.5%	0.13%
K	92.62%	5.63%	0.06%	1.1%	0.19%
L	97.97%	12.9%	0.24%	1.8%	0.01%
M	-	-	-	-	-
N	98.80%	10.9%	0.35%	3.2%	0.12%
O	99.00%	6.56%	0.50%	7.6%	0.09%
P	99.46%	30.7%	0.20%	0.6%	0.36%
Q	95.35%	15.9%	2.32%	14.6%	0.16%
R	98.76%	7.94%	0.29%	3.6%	0.09%
Q3 2020 Averages	98.06%	14.78%	0.74%	5.03%	0.12%

Calculations

Click %: Number of Clicks / Emails Delivered

CTR: Number of Clicks / Emails Opened

***All open and click metrics are unique counts*

Brands without data did not deploy this email type



Q3 2020 DIGITAL MAGAZINE ALERTS EMAIL PERFORMANCE

All digital magazine related emails fall under this category.

Client	Delivered %	Open %	Click %	CTR	Unsubscribe
A	96.37%	4.09%	1.99%	48.6%	0.11%
B	98.38%	16.5%	1.88%	11.3%	0.30%
C	98.26%	16.4%	2.08%	12.7%	0.24%
D	97.71%	14.5%	2.70%	18.6%	0.37%
E	99.40%	13.2%	0.89%	6.7%	0.15%
F	96.64%	14.9%	3.24%	21.7%	0.18%
G	95.68%	14.4%	2.22%	15.4%	0.27%
H	96.78%	12.4%	0.70%	5.5%	0.21%
I	96.03%	15.0%	1.86%	12.4%	0.41%
J	-	-	-	-	-
K	-	-	-	-	-
L	98.76%	14.4%	2.36%	16.4%	0.11%
M	-	-	-	-	-
N	98.56%	16.1%	2.53%	15.7%	0.31%
O	97.84%	2.95%	0.08%	2.8%	0.14%
P	-	-	-	-	-
Q	96.10%	19.5%	3.42%	17.5%	0.24%
R	99.28%	18.3%	2.89%	15.8%	0.09%
Q3 2020 Averages	97.54%	13.67%	1.99%	14.59%	0.23%

Calculations

Click %: Number of Clicks / Emails Delivered

CTR: Number of Clicks / Emails Opened

**All open and click metrics are unique counts

Brands without data did not deploy this email type



2020 QUARTERLY COMPARISON OVERALL

The charts below show the average data points for each email category across all clients in the report, comparing the new Q3 2020 results to the percentages from Q1 and Q2 2020. **Q2 shows the effects of COVID-19 and social distancing, where engagement rates were higher for open and click percentages.** Moving into Q3, we can see that engagement numbers are still up for newsletter open rates, but overall engagement has leveled out or fallen and is more similar to Q1 stats.

eNewsletter

Time	Delivered %	Open %	Click %	CTR	Unsubscribe
Q1 2020	98.28%	14.55%	2.50%	17.15%	0.06%
Q2 2020	98.68%	16.91%	2.73%	16.13%	0.07%
Q3 2020	98.85%	16.75%	2.50%	14.68%	0.07%

Third-Party

Time	Delivered %	Open %	Click %	CTR	Unsubscribe
Q1 2020	98.06%	14.73%	0.80%	5.43%	0.12%
Q2 2020	98.35%	15.62%	0.88%	5.65%	0.13%
Q3 2020	98.06%	14.78%	0.74%	5.03%	0.12%

Digital Magazine Alerts

Time	Delivered %	Open %	Click %	CTR	Unsubscribe
Q1 2020	96.67%	13.08%	2.34%	17.87%	0.24%
Q2 2020	97.14%	14.81%	2.19%	14.75%	0.24%
Q3 2020	97.54%	13.67%	1.99%	14.59%	0.23%

NOTE: The Q1 2020 engagement percentages will differ slightly in this report compared to the Q1 2020 Email Report due to the new clients that were added for the Q2 and Q3 reports.



2020 QUARTERLY COMPARISON – BY CLIENT

The charts below are split by client, showing the same quarterly data above comparing across Q1, Q2 and Q3 for each deployment type.

eNewsletters	A	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	98.55%	10.4%	1.60%	15.0%	0.07%
		Q2 2020	98.65%	11.7%	1.88%	15.0%	0.09%
		Q3 2020	98.67%	13.8%	2.50%	18.1%	0.11%

Third-Party	A	Q1 2020	98.49%	7.58%	0.93%	12.0%	0.07%
		Q2 2020	98.23%	12.1%	1.25%	10.0%	0.19%
		Q3 2020	98.08%	12.4%	0.74%	5.9%	0.24%

Digital Alerts	A	Q1 2020	96.80%	5.52%	2.08%	37.0%	0.12%
		Q2 2020	96.80%	3.75%	2.29%	61.0%	0.09%
		Q3 2020	96.37%	4.09%	1.99%	48.6%	0.11%

eNewsletters	B	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	98.71%	15.7%	0.91%	5.8%	0.11%
		Q2 2020	98.84%	16.1%	0.73%	4.5%	0.11%
		Q3 2020	98.72%	15.00%	0.62%	4.10%	0.11%

Third-Party	B	Q1 2020	98.03%	14.7%	0.57%	3.8%	0.13%
		Q2 2020	98.60%	15.1%	0.46%	3.0%	0.13%
		Q3 2020	98.28%	15.50%	0.43%	2.70%	0.16%

Digital Alerts	B	Q1 2020	98.00%	20.2%	3.82%	18.0%	0.27%
		Q2 2020	98.23%	18.4%	2.00%	10.0%	0.28%
		Q3 2020	98.38%	16.50%	1.88%	11.30%	0.30%

eNewsletters	C	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	98.19%	20.0%	4.51%	22.0%	0.07%
		Q2 2020	96.87%	24.1%	5.17%	21.0%	0.07%
		Q3 2020	99.46%	26.10%	5.22%	19.90%	0.09%

Third-Party	C	Q1 2020	98.68%	21.7%	0.96%	4.4%	0.18%
		Q2 2020	99.14%	22.1%	0.97%	4.3%	0.15%
		Q3 2020	98.86%	22.60%	1.03%	4.50%	0.12%

Digital Alerts	C	Q1 2020	96.96%	16.7%	2.57%	15.0%	0.22%
		Q2 2020	97.85%	18.2%	2.28%	12.0%	0.32%
		Q3 2020	98.26%	16.40%	2.08%	12.70%	0.24%

eNewsletters	D	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	98.94%	21.8%	6.05%	27.0%	0.07%
		Q2 2020	98.98%	22.2%	5.86%	26.0%	0.06%
		Q3 2020	98.81%	21.7%	6.19%	28.50%	0.06%

Third-Party	D	Q1 2020	98.89%	16.2%	2.18%	13.0%	0.20%
		Q2 2020	98.40%	16.1%	1.77%	10.0%	0.21%
		Q3 2020	98.63%	14.30%	1.38%	9.60%	0.18%

Digital Alerts	D	Q1 2020	98.29%	16.10%	2.93%	18.0%	0.40%
		Q2 2020	94.73%	16.10%	2.61%	16.0%	0.42%
		Q3 2020	97.71%	14.50%	2.70%	18.6%	0.37%

eNewsletters	E	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	99.29%	14.5%	0.81%	5.5%	0.06%
		Q2 2020	99.44%	15.1%	0.70%	4.6%	0.06%
		Q3 2020	99.56%	14.40%	0.57%	3.9%	0.06%

Third-Party	E	Q1 2020	98.65%	12.5%	0.35%	2.7%	0.12%
		Q2 2020	99.08%	13.1%	0.39%	2.9%	0.11%
		Q3 2020	99.26%	12.30%	0.32%	2.5%	0.12%

Digital Alerts	E	Q1 2020	99.35%	13.00%	1.41%	10.0%	0.12%
		Q2 2020	99.38%	13.0%	0.97%	7.4%	0.16%
		Q3 2020	99.40%	13.20%	0.89%	6.70%	0.15%

eNewsletters	F	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	98.62%	15.0%	2.40%	15.0%	0.05%
		Q2 2020	98.76%	17.8%	3.01%	16.0%	0.06%
		Q3 2020	98.98%	17.60%	2.31%	13.1%	0.06%

Third-Party	F	Q1 2020	96.26%	12.5%	0.74%	5.9%	0.18%
		Q2 2020	96.14%	13.8%	0.76%	5.4%	0.19%
		Q3 2020	96.62%	14.40%	0.57%	3.9%	0.18%

Digital Alerts	F	Q1 2020	96.48%	12.50%	3.52%	28.0%	0.14%
		Q2 2020	97.08%	13.2%	3.55%	26.0%	0.16%
		Q3 2020	96.64%	14.90%	3.24%	21.7%	0.18%

eNewsletters	G	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	97.70%	16.7%	2.26%	13.0%	0.08%
		Q2 2020	98.99%	17.8%	2.03%	11.0%	0.07%
		Q3 2020	98.59%	16.20%	1.53%	9.4%	0.08%

Third-Party	G	Q1 2020	98.76%	12.6%	0.74%	5.8%	0.10%
		Q2 2020	98.84%	14.7%	1.07%	7.2%	0.11%
		Q3 2020	98.11%	13.40%	0.73%	5.4%	0.11%

Digital Alerts	G	Q1 2020	93.70%	14.50%	2.63%	18.0%	0.24%
		Q2 2020	94.36%	16.5%	2.53%	15.0%	0.28%
		Q3 2020	95.68%	14.40%	2.22%	15.4%	0.27%

eNewsletters	H	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	98.12%	18.7%	3.37%	17.0%	0.07%
		Q2 2020	97.84%	19.2%	2.97%	15.0%	0.14%
		Q3 2020	98.36%	17.70%	2.24%	12.6%	0.10%

Third-Party	H	Q1 2020	97.90%	14.1%	0.71%	5.0%	0.32%
		Q2 2020	98.23%	13.5%	0.45%	3.3%	0.17%
		Q3 2020	97.83%	13.10%	0.34%	2.6%	0.13%

Digital Alerts	H	Q1 2020	98.40%	18.10%	2.08%	11.0%	0.22%
		Q2 2020	96.71%	16.4%	1.76%	10.0%	0.25%
		Q3 2020	96.78%	12.40%	0.70%	5.5%	0.21%

eNewsletters	I	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	98.38%	15.6%	2.51%	16.0%	0.06%
		Q2 2020	98.70%	18.5%	3.26%	17.0%	0.06%
		Q3 2020	98.83%	16.40%	2.60%	15.9%	0.05%

Third-Party	I	Q1 2020	98.65%	15.8%	0.20%	1.2%	0.06%
		Q2 2020	98.35%	17.4%	0.33%	1.8%	0.09%
		Q3 2020	98.53%	16.80%	0.26%	1.5%	0.09%

Digital Alerts	I	Q1 2020	96.83%	17.10%	2.37%	13.0%	0.25%
		Q2 2020	98.52%	15.6%	1.07%	6.8%	0.12%
		Q3 2020	96.03%	15.00%	1.86%	12.4%	0.41%

eNewsletters	J	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	98.82%	40.0%	16.3%	40.0%	0.03%
		Q2 2020	98.83%	38.6%	14.7%	38.0%	0.03%
		Q3 2020	99.47%	37.00%	13.90%	37.6%	0.04%

Third-Party	J	Q1 2020	98.81%	32.3%	6.11%	18.0%	0.06%
		Q2 2020	99.02%	26.5%	1.44%	5.4%	0.09%
		Q3 2020	99.45%	22.10%	0.78%	3.5%	0.13%

Digital Alerts	J	Q1 2020	-	-	-	-	-
		Q2 2020	-	-	-	-	-
		Q3 2020	-	-	-	-	-

eNewsletters	K	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	97.86%	13.8%	2.62%	18.0%	0.03%
		Q2 2020	98.56%	14.6%	2.39%	16.0%	0.03%
		Q3 2020	99.15%	14.30%	2.19%	15.9%	0.02%

Third-Party	K	Q1 2020	92.24%	6.99%	0.40%	5.7%	0.16%
		Q2 2020	92.66%	4.58%	0.31%	6.7%	0.14%
		Q3 2020	92.62%	5.63%	0.06%	1.1%	0.19%

Digital Alerts	K	Q1 2020	93.16%	13.90%	1.27%	9.0%	0.07%
		Q2 2020	-	-	-	-	-
		Q3 2020	-	-	-	-	-

eNewsletters	L	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	98.31%	15.6%	0.99%	6.3%	0.00%
		Q2 2020	97.99%	16.2%	0.91%	5.6%	0.00%
		Q3 2020	98.69%	16.30%	0.74%	4.5%	0.00%

Third-Party	L	Q1 2020	96.74%	13.8%	0.41%	2.9%	0.01%
		Q2 2020	97.43%	15.8%	0.38%	2.4%	0.01%
		Q3 2020	97.97%	12.90%	0.24%	1.8%	0.01%

Digital Alerts	L	Q1 2020	99.01%	13.20%	2.63%	19.0%	0.08%
		Q2 2020	96.76%	14.8%	2.29%	15.0%	0.08%
		Q3 2020	98.76%	14.40%	2.36%	16.4%	0.11%

eNewsletters	M	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	98.84%	11.8%	3.21%	27.0%	0.04%
		Q2 2020	99.32%	22.3%	6.28%	28.0%	0.05%
		Q3 2020	99.58%	22.20%	5.34%	24.1%	0.05%

Third-Party	M	Q1 2020	-	-	-	-	-
		Q2 2020	-	-	-	-	-
		Q3 2020	-	-	-	-	-

Digital Alerts	M	Q1 2020	-	-	-	-	-
		Q2 2020	-	-	-	-	-
		Q3 2020	-	-	-	-	-

eNewsletters	N	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	98.40%	9.87%	0.86%	8.7%	0.07%
		Q2 2020	99.37%	11.6%	0.84%	7.2%	0.07%
		Q3 2020	99.34%	10.90%	0.65%	5.9%	0.06%

Third-Party	N	Q1 2020	97.55%	6.68%	0.34%	5.1%	0.10%
		Q2 2020	98.86%	9.90%	0.64%	6.4%	0.13%
		Q3 2020	98.80%	10.90%	0.35%	3.2%	0.12%

Digital Alerts	N	Q1 2020	97.11%	14.20%	1.54%	10.0%	1.03%
		Q2 2020	98.52%	15.8%	2.04%	12.0%	0.35%
		Q3 2020	98.56%	16.10%	2.53%	15.7%	0.31%

eNewsletters	O	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	99.02%	4.02%	0.50%	12.0%	0.03%
		Q2 2020	99.21%	6.14%	0.70%	11.0%	0.04%
		Q3 2020	99.12%	9.08%	0.80%	8.8%	0.04%

Third-Party	O	Q1 2020	-	-	-	-	-
		Q2 2020	98.50%	8.67%	0.94%	10.0%	0.37%
		Q3 2020	99.00%	6.56%	0.50%	7.6%	0.09%

Digital Alerts	O	Q1 2020	99.14%	2.57%	0.25%	9.5%	0.13%
		Q2 2020	98.61%	3.56%	0.23%	6.3%	0.13%
		Q3 2020	97.84%	2.95%	0.08%	2.8%	0.14%

eNewsletters	P	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	96.82%	10.8%	2.67%	24.0%	0.03%
		Q2 2020	99.55%	12.0%	2.26%	18.0%	0.02%
		Q3 2020	99.15%	12.70%	3.75%	29.5%	0.06%

Third-Party	P	Q1 2020	96.44%	14.6%	1.59%	10.0%	0.08%
		Q2 2020	98.32%	17.4%	0.18%	1.0%	0.21%
		Q3 2020	99.46%	30.70%	0.20%	0.6%	0.36%

Digital Alerts	P	Q1 2020	-	-	-	-	-
		Q2 2020	-	-	-	-	-
		Q3 2020	-	-	-	-	-

eNewsletters	Q	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	94.21%	16.6%	2.37%	14.0%	0.15%
		Q2 2020	97.01%	15.5%	1.92%	12.0%	0.09%
		Q3 2020	97.11%	16.00%	2.26%	14.1%	0.08%

Third-Party	Q	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	94.71%	17.4%	2.29%	13.0%	0.18%
		Q2 2020	96.74%	16.8%	2.24%	13.0%	0.15%
		Q3 2020	95.35%	15.90%	2.32%	14.6%	0.16%

Digital Alerts	Q	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	85.36%	20.50%	3.85%	18.0%	0.28%
		Q2 2020	93.54%	18.80%	3.35%	17.0%	0.28%
		Q3 2020	96.10%	19.50%	3.42%	17.5%	0.24%

eNewsletters	R	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	99.36%	17.4%	2.93%	16.0%	0.06%
		Q2 2020	98.42%	19.0%	2.72%	14.0%	0.07%
		Q3 2020	99.49%	19.60%	3.04%	15.5%	0.05%

Third-Party	R	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	98.81%	9.80%	0.42%	4.3%	0.17%
		Q2 2020	98.72%	8.62%	0.25%	2.9%	0.12%
		Q3 2020	98.76%	7.94%	0.29%	3.6%	0.09%

Digital Alerts	R	Time	Delivered %	Open %	Click %	CTR	Unsubscribe
		Q1 2020	98.30%	19.10%	3.01%	15.0%	0.08%
		Q2 2020	99.23%	18.8%	2.44%	12.0%	0.09%
		Q3 2020	99.28%	18.30%	2.89%	15.8%	0.09%