Digital IQ: Email Benchmarks 2021

By Evan Bakker, Sarah Xu
Gartner’s email marketing benchmarks measure B2B and B2C brands from six industries and rank their performance. Digital marketing leaders should use Gartner’s email benchmarks to keep a pulse on the successful strategies and priorities of leading brands in and out of their industry.

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Specialist, Research
**Introduction**

Email marketing is a fundamental touchpoint, but it’s rated by digital marketing leaders as one of the least effective channels in driving conversion. The cause? Marketers lost their grip on email personalization amid the customer churn and rapidly changing habits of the pandemic. Struggling brands went for quantity over quality and sent generic product email blasts, while leaders continued to activate their customer data and drive segmentation, yielding high engagement. Facing cross-industry challenges, digital marketing leaders can’t afford to silo comparisons within a small set of close competitors.

Gartner’s Digital IQ: Email Benchmarks for 2021 serves as a critical starting point for marketing teams looking to capture a greater share of consumer attention while navigating these new and evolving challenges. Our cross-industry benchmarks measure and compare the email marketing performance of nearly 1,200 brands. Brands are scored and ranked alongside each other to uncover the top digital marketers across the following six industries:

- Consumer goods
- Financial services
- Healthcare
- Manufacturing and natural resources
- Retail
- Travel and hospitality

Facing cross-industry challenges, digital marketing leaders can no longer afford to compare their email marketing efforts to just a small subset of competitors. Instead, digital marketing teams should look to leaders inside and outside of their industry to glean insights into how leading brands are engaging and converting audiences with highly targeted email campaigns.
Digital marketing leaders should use this research as a starting point for improving email marketing performance (see Figure 1). Start with using this document to benchmark your performance against both in-category and out-of-category peers, representing six industries and 15 subindustries. Use these benchmarks as the foundation of your overall email marketing journey.

In the short term, identify and implement the tactical improvements that are possible within current market conditions and transformations taking place in the email marketing industry. Long-term, craft a vision for your email marketing efforts that accounts for future disruptions in the way customer data is deployed in campaign and message targeting.

**Figure 1. Gartner Research Roadmap**

- **Use Our Benchmarks**: Identify leaders in and out of your industry and compare to your own performance.
- **Understand the Market**: Track major trends across platforms and stay up to date on the impact of privacy changes on social marketing.
- **Make Tactical Improvements**: Learn the basics of social marketing on key platforms and how to leverage content effectively.
- **Craft Your Marketing Strategy**: Respond to changes in consumer trends, social commerce, and emerging platforms.
- **Develop Your Long-Term Vision**: Plan for the future of social commerce, emerging platforms and new forms of social content.

**n = 350 digital marketing leaders**

Q: In the past 12 months, which are the most effective channels at meeting or exceeding the objective for each activity (conversion to sales)?

**Source**: 2021 Gartner Digital Marketing Survey
Key Findings

• Retail is the top-performing industry overall, while financial services is the leader in open rates. Brands from these industries comprise nine of the top 10 brands out of nearly 1,200.

• Top-performing brands and industries in the benchmark are committed to scaling targeted campaigns. Financial services, for example, sends emails to just 4.7% of subscribers on average — representing the most customized messaging of any analyzed industry — and has the highest weighted average open rate at 27.1%. Brands with acute segmentation create virtuous cycles of customer data collection to continually improve performance.

• Leading brands thread personalization into their email content strategies, synchronizing longer subject lines with more narrow targeting. Longer, more detailed subject lines with more than 70 characters perform as competitively as those with 11 to 20 characters due to more sophisticated audience segmentation.

Recommendations

To enhance your email marketing strategy and execution:

• Use Gartner's email benchmarks to keep a pulse on successful strategies and priorities of cross-industry leaders.

• Build a stronger customer data pipeline, or better harness existing data, to steer campaigns toward specific customer segments.

• Support reach and engagement goals by deploying short, concise subject lines when blasting content at a wide audience and more detailed, specific subject lines reflective of a relevant insight when targeting narrower audience subsets.
Analysis

Marketers Aren’t Getting Enough Mileage Out of Email

An average of 44% of marketers across industries used email marketing to support their digital marketing strategy over the past 12 months, according to Gartner’s 2021 Digital Marketing Survey. This makes sense considering an email address is a valuable piece of first-party data that enables mid- to lower-funnel engagement opportunities. This allows email to earn its share of marketers’ attention against sophisticated third-party channels like digital advertising and social media.

Even while other channels grow in sophistication, email endures as an owned, first-party asset and is relatively immune from sudden changes in the rules of the media landscape that have dominated the headlines (see Google to Drop Cookies, but Still Hold the Cards).

But that staying power and reliability doesn’t mean email marketing is easy. Top-of-funnel channels like social marketing and digital advertising are seen as the most effective at conversion to sales, cited by 65% and 63% of digital marketing leaders, respectively, while email marketing fell toward the bottom at 47% (see Figure 2). Marketers’ struggle to drive conversion deeper in the funnel begs for renewed scrutiny on email tactics, regardless of their maturity on the channel.

Figure 2. Most Effective Channels at Conversion to Sales

<table>
<thead>
<tr>
<th>Channel</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social marketing</td>
<td>65%</td>
</tr>
<tr>
<td>Digital advertising</td>
<td>63%</td>
</tr>
<tr>
<td>Influencer marketing</td>
<td>58%</td>
</tr>
<tr>
<td>Mobile marketing</td>
<td>57%</td>
</tr>
<tr>
<td>Website</td>
<td>56%</td>
</tr>
<tr>
<td>SEO</td>
<td>54%</td>
</tr>
<tr>
<td>Out-of-home media</td>
<td>52%</td>
</tr>
<tr>
<td>Television, radio and/or print</td>
<td>50%</td>
</tr>
<tr>
<td>Partner/channel marketing</td>
<td>50%</td>
</tr>
<tr>
<td>Direct mail</td>
<td>49%</td>
</tr>
<tr>
<td>Event marketing</td>
<td>49%</td>
</tr>
<tr>
<td>Paid search</td>
<td>47%</td>
</tr>
<tr>
<td>Email marketing</td>
<td>47%</td>
</tr>
<tr>
<td>In-store media</td>
<td>47%</td>
</tr>
<tr>
<td>Call center</td>
<td>46%</td>
</tr>
<tr>
<td>In-store media</td>
<td>43%</td>
</tr>
</tbody>
</table>

n = 350 digital marketing leaders
Q: In the past 12 months, which are the most effective channels at meeting or exceeding the objective for each activity (conversion to sales)?
Source: 2021 Gartner Digital Marketing Survey

Excerpt of a full research note; available for limited use
The Road Back Begins With Customer Data and Personalization

The underlying issue is that marketers aren’t making full use of their customer data compared to prior years. The share of overall analyzed emails that were triggered based on a past activity declined 25% year over year in the second half of 2020. Marketers are missing out on higher engagement in the process; the retargeting emails sent last year yielded an 11% open rate lift on average.

Nevertheless, marketers understand the use case for collecting customer data. Personalizing marketing communications for channel outreach is the main reason that marketers collect customer data, ahead of customer analysis or recommendation engines.

But marketers have been neglecting a powerful tool over the past year. Once lockdowns were initiated and customer habits changed drastically, marketers tried to increase new sales with more generic product-based email blasts. Although this content is still important for reach and exposure, it does not always generate the level of engagement that can promise click-through and subsequent sales.
Meanwhile, the send volume of more-targeted campaign types all stayed lower than previous levels, including trigger campaigns, which were down 26% in the second half of 2020 year over year. This indicates marketers weren’t able to activate their customer data to the fullest, often because many existing data sources were in peril, out of date or involved asking for sensitive customer information (see Data Privacy Best Practices: How to Ask Customers for Information During the Pandemic).

Leading sectors, predominantly those with direct-to-consumer (D2C) sales models, send relatively segmented emails, whereas lagging industries are struggling to narrow their targeting to drive increased relevance. Financial services, for instance, sent emails to just 4.7% of their subscribers, on average, and generated 27.1% open rates in 2020 —the highest of any industry (see Figure 3). Meanwhile, consumer goods captured just a 17.8% open rate, sending to over one-third of their subscribers on average. Brands in industries with a lack of inputs for targeting need to find ways to close this gap through baseline tactics like activation of implicit data, followed by progressive data capture across the funnel, including postpurchase. Others selling a limited number of products need to work harder to develop content that they can use to attract contacts to engage.

### Figure 3. Weighted Average Open Rate vs. Percent of List by Industry

<table>
<thead>
<tr>
<th>Industry</th>
<th>Average Open Rate</th>
<th>Non-D2C %</th>
<th>D2C %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthcare</td>
<td>15%</td>
<td>30%</td>
<td>0%</td>
</tr>
<tr>
<td>Manufacturing &amp; Natural Resources</td>
<td>0%</td>
<td>20%</td>
<td>0%</td>
</tr>
<tr>
<td>Travel &amp; Hospitality</td>
<td>15%</td>
<td>30%</td>
<td>0%</td>
</tr>
<tr>
<td>Retail</td>
<td>15%</td>
<td>30%</td>
<td>0%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>15%</td>
<td>30%</td>
<td>0%</td>
</tr>
<tr>
<td>Manufacturing &amp; Natural Resources</td>
<td>0%</td>
<td>20%</td>
<td>0%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>30%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Consumer Goods</td>
<td>40%</td>
<td>0%</td>
<td>0%</td>
</tr>
<tr>
<td>Healthcare</td>
<td>15%</td>
<td>30%</td>
<td>0%</td>
</tr>
</tbody>
</table>

n = 708,907 emails from 901 brands

Source: Gartner analysis of eDataSource data

Note: Percent of List is defined as the percentage of the sending domain’s projected list size that received this particular campaign, defined by the combination of Subject Line + Date (i.e., the segment). This is a measure of how targeted the email is.
Broadening this mandate, digital marketing leaders cannot consider email in isolation, but rather as part of a multichannel ecosystem. The best way to break data bottlenecks is to ask customers for information when they’re most likely to provide it, which includes mobile apps.

For example, Bank of America — the No. 1 brand in this study — uses its app to collect granular customer data, capitalizing on the fact that app users tend to be among the most engaged and loyal. Bank of America collects data about savings plan preferences via an AI tool within its app (see Figure 4).

Answers given in the questionnaire produce tailored content for users. In this case, a user who identified themselves as saving for a home received an email with a plan for working toward that goal. This supports future email communications, giving more targeted support and a more personal customer experience based on additional data. Indeed, the bank saw 26% year-over-year digital sales growth in the second quarter of 2021, with 85% and 77% of mortgages and direct vehicle loans completed digitally, respectively.

Figure 4. Bank of America Account and Email Personalization
Synchronize Detailed Subject Lines With More Refined Targeting

Marketers need to carry this personalization-first mindset forward to their subject lines. The only factor separating an opened email from an unopened one is the subject line text on the screen, and therefore, marketers need to send a clear signal of what’s inside.

The big surprise is that leading industries tend to deploy longer subject lines, bucking the traditional notion that shorter is better. Financial services, which has ample customer data to utilize, sends emails over 55 characters in length on average, but still commanded 31% open rates from the second quarter of 2020 to the first of 2021. Consumer goods, meanwhile, pitches campaigns using less than 40 characters on average but sees only 20% open rates. What’s going on here?

The answer is that longer titles tend to include more targeted information, which turns out to be a boon to performance. Marketers with the most data are infusing it in their subject lines by specifying the product, the user’s rewards status, location and more. This means longer subject lines are effective as long as they align with more sophisticated targeting.

Customers appear to tolerate lengthy titles if it’s relevant and useful to their winding digital journey. Across industries, subject lines 71 characters and above generate a 23.3% open rate vs. 23.2% among titles 11 to 20 characters long. Those longer titles compensate for the added text by sending to just 9% of subscribers on average, compared to 21% in the 11 to 20 characters band. This doesn’t negate the need for concise titles, but it signals that relevance is a valuable currency in today’s noisy digital landscape. Therefore, marketers who are sending targeted emails can send longer subject lines if it includes relevant insights for the customer.

Marketers must balance their approach to copy length by dividing their campaigns into reach vs. engagement. Marketers aiming for broad reach with a particular campaign should still be brief in their subject lines to avoid losing the interest of vast swaths of recipients. However, if the goal is engagement on a narrow subset of customers, marketers must signal that with clear, specific copy. Retail brand lululemon athletica, for instance, combines its customer data platform with an email vendor that specializes in content variants based on data fields. This allows it to send templated emails with dynamic subject lines and content that adapts based on prior browsing and purchase behavior.
Saks Fifth Avenue demonstrates this balancing act. The retailer sent a generic 75% off discount email with a brief title describing “bright styles for everyone.” The email captured a relatively low 19.2% open rate; however, it was sent to almost 70% of subscribers, translating to a high number of total opens. In another case, they sent a narrowly targeted email with a detailed title about a price drop on a particular size of clothing customers had browsed. This event-triggered email had a much higher open rate, albeit with a smaller recipient pool. By synchronizing detailed copy with sophisticated targeting and shorter copy with wide reach campaigns, Saks Fifth Avenue is able to fulfill goals of engagement and reach simultaneously (see Figure 5).

One point of caution is that marketers risk creating confusion with brief or generic titles, even if they generate an average open count. Marketers must track deeper metrics like click-through and conversion to see if broad campaigns resonate or if their customer base prefers helpful, event-triggered messaging.

**Figure 5. Subject Line Optimization**
Saks Fifth Avenue Discount Email Campaigns

<table>
<thead>
<tr>
<th>Generic Discount</th>
<th>Hyper-Relevant Retargeting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Up to 75% off bright styles for everyone</td>
<td>We just lowered the price on Girls’ Size 2-16 Clothing you’ll love</td>
</tr>
</tbody>
</table>

![Generic Discount Email](image1)

![Hyper-Relevant Retargeting Email](image2)

- **Characters:** 33
- **Pct. of list:** 69.6%
- **Open rate:** 19.2%

- **Characters:** 55
- **Pct. of list:** 0.31%
- **Open rate:** 50%

Source: Gartner analysis of eDataSource data; Saks Fifth Avenue
## Rankings

### Industry Rankings for Email Performance

Industry rankings show the relative performance of the six industries in the email benchmark (see Figure 6). Digital marketing leaders should use these industry rankings to draw lessons from the industries with the strongest performance.

### No. 1 Industry: Retail

Retail is the top-performing industry in 2021’s benchmarks. Almost 80% of retail brands appeared in the top half of the index, showing strong overall performance among both top and midtier retailers. A majority of retailers in the top 10% of the index are multiline retailers such as Best Buy, Target, and Costco. Another 39% are monobrand retail like Nike, GAP and Nintendo, and only 4% are in the luxury sector. Retailers had the highest total opened emails during the scoring period and the strongest year-over-year growth in site visits from email, along with the highest overall average monthly site visits from email.

### No. 2 Industry: Financial Services

Top financial services excelled, grabbing five of the top 10 spots in the overall ranking. The top-tier financial services brands performed nearly as well as retailers overall, and the remaining tiers fell just below respective tiers in retail. Financial firms experienced a bump in traffic and also saw the highest open rates across industries. This is in part due to the essential nature of financial services, but also because these brands have highly specific customer data that can be used across the journey, from acquisition to conversion and retention.
No. 3 Industry: Travel and Hospitality

Travel and hospitality brands found relative success in email marketing despite the widespread shutdowns many of them faced. Top-tier brands in this industry performed nearly as well as Tier 2 retailers, and outperformed Tier 2 financial services brands. Travel and hospitality brands had the second-highest total opens and tied for the highest mobile optimization rate. This industry, however, suffered a major loss in site traffic from email, likely due to systemic declines in travel during the pandemic. Despite this, the industry still had the second-highest average monthly visits from email.

No. 4 Industry: Manufacturing and Natural Resources

Manufacturing and natural resources demonstrated the inroads top-tier B2B brands have made in email marketing, leveraging some tactics from their B2C peers. Manufacturing brands in the top quintile outcompeted Tier 2 travel brands and Tier 3 financial services brands; however, they only managed to best Tier 4 retailers. Beyond the top tier, other manufacturing brands fell further behind and struggled to compete with the top overall industries.

No. 5 Industry: Consumer Goods

Consumer goods brands face an uphill battle with email marketing due to the relative lack of first-party customer data and owned commerce channels. Marketers in this industry managed to optimize their email content for mobile screens 94% of the time, tied for the highest optimization rate. However, they experienced the lowest open rates overall among industries and suffered from a loss in email traffic year over year. Consumer goods brands also had the lowest average monthly site visits from email, indicating a lack of use cases for driving traffic to sites. Top-tier brands in this industry are digital-forward and able to leverage data from customer accounts to emulate B2C brands. Top-tier consumer goods brands perform just below a Tier 3 financial services brand and Tier 2 travel and hospitality brand.

No. 6 Industry: Healthcare

Healthcare ranked the lowest overall. Marketers in this industry pushed email campaigns with the lowest overall mobile optimization rate, long considered table stakes. The sector also had below-average monthly site visits from email. Despite these challenges, top-tier healthcare brands outperformed those in consumer goods and manufacturing, largely due to high open rates. However, the lack of site traffic undermines these open rates by breaking the link to lower-funnel activity.
Industry Key Performance Indicators

What level of engagement separates leaders? Leading marketers can benefit from the cascading impacts of generating higher open rates on their outbound marketing. Marketers looking to grow need to understand the level of engagement necessary to lead in their industry and combat an overreliance on third-party data.

The fault line in email performance tends to follow the customer data inputs available to an industry. For example, average open rates for top-tier brands vary widely between industries, from approximately 30.1% in financial services to 21.9% in consumer goods. Financial services marketers benefit from specialized account data, whereas digital marketers at consumer goods brands often collect little more than a name or email address due to their typically third-party sales model.

Beyond open rates, top performers in each industry have varying levels of success in driving clicks to their sites. Brands in the top 20% of retail, for instance, had over 1.4 million monthly site visits from email, compared to just 212,000 in travel and hospitality. Refer to Table 1 to learn what it takes to break into the top 20% of brands (Tier 1) within your industry and the level of engagement necessary to be an overall leader in email marketing.

Table 1.

<table>
<thead>
<tr>
<th>Gartner Industry</th>
<th>Overall Industry Rank</th>
<th>Total Opened Emails</th>
<th>Email Mobile Ready Percent</th>
<th>Average Email Open Rate</th>
<th>Absolute Change in Visits to Site from Email</th>
<th>Percent Change in Visits to Site from Email</th>
<th>Average Monthly Visits to Site from Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Retail</td>
<td>1</td>
<td>702,488,851</td>
<td>92%</td>
<td>23.0%</td>
<td>1,024,620</td>
<td>52%</td>
<td>1,425,396</td>
</tr>
<tr>
<td>Financial Services</td>
<td>2</td>
<td>204,650,596</td>
<td>85%</td>
<td>30.1%</td>
<td>204,949</td>
<td>21%</td>
<td>127,521</td>
</tr>
<tr>
<td>Travel &amp; Hospitality</td>
<td>3</td>
<td>242,920,697</td>
<td>100%</td>
<td>21.4%</td>
<td>(2,934,155)</td>
<td>8%</td>
<td>212,046</td>
</tr>
<tr>
<td>Manufacturing &amp; Natural Resources</td>
<td>4</td>
<td>9,607,483</td>
<td>86%</td>
<td>25.4%</td>
<td>25,802</td>
<td>184%</td>
<td>27,338</td>
</tr>
<tr>
<td>Consumer Goods</td>
<td>5</td>
<td>49,519,064</td>
<td>96%</td>
<td>21.9%</td>
<td>(2,944)</td>
<td>112%</td>
<td>9,552</td>
</tr>
<tr>
<td>Healthcare</td>
<td>6</td>
<td>3,493,587</td>
<td>84%</td>
<td>28.1%</td>
<td>113,265</td>
<td>59%</td>
<td>81,403</td>
</tr>
</tbody>
</table>

Excerpt of a full research note; available for limited use
Brand Rankings for Email Performance

Top Brands, by Industry

No. 1 Retail Brand: J.Crew

J.Crew takes the top spot in the retail industry, generating high total opens, claiming above-average open rates and witnessing a surge in email-derived site traffic. This is likely due to its highly segmented email campaigns. J.Crew leans into retargeting and journey-based emails to encourage both opens and click-through. The brand’s growth in email-derived site traffic was higher than 98% of other index brands, demonstrating its proficiency in tailoring content that motivates customer activity further down the funnel.

No. 1 Financial Services Brand: Bank of America

Bank of America claimed the top overall spot in the index, taking a multichannel approach by using its app to collect data from its most loyal and engaged customers. It uses the data to send specific product and service recommendations based on consumers’ financial concerns. As a result, Bank of America averaged a 34% open rate during the study period.

Synchronize data collected across digital marketing channels to send customized emails to different target demographics. Email marketing should work in tandem with other channels to provide relevant content and drive traffic to the site or app.

No. 1 Travel and Hospitality Brand: Chili’s

Chili’s capitalized on its ability to remain open during lockdowns by doubling down on a curbside pickup model that necessitated geotargeting. To incentivize pickup and dine-in orders, Chili’s sent free food and other perks to specific customers in nearby locations via email campaigns. In addition, Chili’s rewarded customers after each visit with free delivery or food for the next to incentivize repeat visits. Chili’s gained higher growth in email-derived site traffic than 94% of index brands, evidence that its implicit data-based personalization initiatives resonated with recipients.

Leverage location data in accordance with overall business objectives to easily scale targeted campaigns. Support recurring revenue by engaging with loyal customers and providing incentives for repeated activity.
No. 1 Manufacturing and Natural Resources Brand: Milwaukee Tool

Manufacturing and B2B brands often struggle with data collection, but Milwaukee actively collects consumer data on its brand site through lead generation forms with segmentation data like profession. The brand then sends targeted emails by profession and business type, highlighting specific job titles in subject lines. Milwaukee adopts practices from its retail peers by adding product recommendations to the footer of emails, linking back to the site. As a result, Milwaukee's email-related site traffic grew at a faster clip than 89% of other brands in our index.

Develop methods to collect more customer data upstream and signal relevance downstream through detailed subject lines and content that helps recipients save time on product research.

No. 1 Consumer Goods Brand: Harry's

Harry's is the leading consumer goods brand, coming in at No. 67 on the ranking, demonstrating the work that the industry has to do to catch up with overall leaders. The brand offers customized plans to customers with subject lines highlighting specific hygienic concerns that earn high open rates. These emails are sent to narrow subsets of subscribers to ensure relevancy and re-engage at the postpurchase stage. Harry's achieves an impressive 33% average open rate, higher than 90% of all index brands across industries.

Send custom recommendations that address consumer concerns or pique interest. Use loyalty programs, subscription models or site collection forms to gain relevant data needed to segment emails.

No. 1 Healthcare Brand: Kaiser Permanente

Kaiser Permanente is the only healthcare brand to crack the top 10 across Gartner's digital advertising, social media and email marketing benchmarks. Kaiser is both a payer and provider, meaning they have granular data and insights that enable them to send more engaging campaigns that help drive preventive care utilization. Kaiser uses patient data to re-engage through email, such as reminders for annual check-ups. These prompt action and drive traffic to the site, resulting in higher year-over-year growth in email site traffic than 97% of other brands in our index.

Healthcare brands can emulate retail's retargeting tactics by using patient preferences and recent visits. This must be deployed in a way that provides preemptive help to customers and eases friction.
### Digital IQ Rank | Brand | Industry
---|---|---
1 | Bank of America | Financial Services
2 | Capital One | Financial Services
3 | J. Crew | Retail
4 | American Express | Financial Services
5 | Discover Bank | Financial Services
6 | Kaiser Permanente | Healthcare
7 | Target | Retail
8 | Nintendo | Retail
9 | Chase Bank | Financial Services
10 | Garmin | Retail
11 | Gap | Retail
12 | Marks & Spencer | Retail
13 | Crate & Barrel | Retail
14 | Chewy | Retail
15 | Belk | Retail
16 | Costco | Retail
17 | L.L.Bean | Retail
18 | lululemon athletica | Retail
19 | Cost Plus World Market | Retail
20 | Chili’s | Travel & Hospitality

**Methodology**

Gartner’s Digital IQ: Email Benchmarks for 2021 measures and scores the email marketing performance of 1,198 brands across six industries: consumer products, financial services, healthcare, manufacturing and natural resources, retail, and travel and hospitality. These benchmarks evaluate brands’ open rates, total opens, site traffic from email and mobile optimization of email content from the second quarter of 2020 through the first quarter of 2021 (see Table 3). Scoring weights vary by industry.

### Table 3. Score Subdimensions

<table>
<thead>
<tr>
<th>Subdimensions</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opens</td>
<td>• Total Email Opens&lt;br&gt;• Average Email Open Rate</td>
</tr>
<tr>
<td>Site Traffic</td>
<td>• Average Monthly Visits to Brand Site From Email&lt;br&gt;• Absolute Change in Visits to Site From Email</td>
</tr>
<tr>
<td>Mobile Readiness</td>
<td>• Percent of Mobile-Ready Emails</td>
</tr>
</tbody>
</table>

Source: Gartner

Note: The full list of brand rankings for email performance can be accessed by Gartner clients in the original research document. Source: Gartner
Actionable, objective insight

Explore these additional complimentary resources and tools to improve your brand’s digital advertising performance:

**Insight**
Demand Generation and Sales Enablement
Build and develop successful B2B lead management programs.

**Research**
Digital Marketing Survey
Discover the latest digital marketing trends and strategies with this eBook.

**Insight**
Digital Performance Benchmarks
Benchmark your marketing budget against those of peers and competitors.

**Research**
The State of Marketing Budgets 2021
Benchmark your marketing budget against those of peers and competitors.

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