

Average industry rates for email as of December 2022

January 6, 2023



Average open, click, and bounce rates of Constant Contact customers by industry

Each month, we gather and examine the data from over 200 million emails sent from Constant Contact customers who have [indicated their business type](#). This table of averages should give you a sense of how [your results](#) compare with others in your industry, so that you can meet and exceed your business goals.

- [What the numbers mean](#)
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Did you know? If you've filled out the [Business Profile](#) in your account, you'll see the industry average compared to your email performance when viewing your individual [email reports](#).

What the numbers mean

The open, click, and bounce rates for your campaign give a well-rounded picture of how your emails are being received. They also give you a place to start when you're looking to improve!

- **Open rate** - Measures the [number of emails opened](#) compared to the number of emails sent. Segmenting your contact list so that you can send more targeted content can help you improve your open rate.
- **Click rate** - Compares the number of people who [clicked a link](#) within the email against the number of emails that were successfully delivered. Having a single call-to-action can help improve your click rate.
- **Bounce rate** - Measures the number of emails sent compared to the number of emails delivered. [Managing your bounced emails](#) can help you improve your performance.



Design tip: Sending [short emails](#) with a [clear call-to-action](#) to [a segmented list](#) helps increase your rates while keeping unsubscribes down.

Comparison by industry chart

Take a look at the averages for your industry in the chart below. If your rate is close, you're doing

great!



Important: The industry averages shown in your account are updated weekly, so they may differ from the rates below.

As of December 2022:

Business Type	Open Rate (Total)	Click Rate (Clicks/Delivered)	Bounce Rate
All Industries – Overall Average	34.51%	1.33%	10.28%
Administrative & Business Support Services (billing, phone answering, hiring, etc.)	27.17%	1.66%	10.25%
Child Care Services	42.60%	1.61%	9.20%
Consulting Services (management, marketing, advertising, blogging)	26.94%	1.08%	11.19%
Dining and Food Services	38.03%	0.68%	9.16%
Education	36.89%	1.36%	10.35%
Faith-Based Organizations	43.36%	2.28%	8.77%
Family and Social Services (government, adoption, pet care, elderly care, etc.)	36.91%	1.38%	9.17%
Financial Services (accounting services, bookkeeping, advisor, insurance and brokerage, etc)	28.12%	1.03%	8.98%
Health and Wellness (physicians, home care, dentists, mental care, nutrition, etc.)	35.32%	0.77%	10.16%
Home & Building Services (cleaning, landscaping, contractors, construction, etc.)	37.88%	1.08%	12.65%

Business Type	Open Rate (Total)	Click Rate (Clicks/Delivered)	Bounce Rate
Independent Artists, Writers, and Performers	38.98%	1.75%	9.15%
Legal Services	32.14%	1.29%	16.76%
Manufacturing and Distribution	27.17%	1.13%	13.86%
Nonprofit Membership Organizations	39.40%	1.70%	11.56%
Nonprofit Services	38.00%	1.31%	10.40%
Personal Care Services (nail, hair, skin, nutrition, fitness, etc)	34.88%	0.70%	11.72%
Real Estate	33.25%	0.85%	12.63%
Recreation, Sports & Entertainment (Yoga studio, bowling alley, etc)	39.39%	0.96%	9.61%
Repair and Maintenance	28.62%	0.77%	5.83%
Retail (Brick and Mortar & Online, wholesale and direct selling)	33.11%	0.88%	8.00%
Technology Services	19.01%	2.30%	12.46%
Transportation Services (trucking, warehousing, logistics)	35.53%	0.65%	12.78%
Travel & Tourism (passenger transport, accommodations, travel agencies, etc.)	39.99%	0.88%	7.21%



In need of multiple accounts? [Our multi-account solution](#) is designed for organizations seeking unique accounts for their various locations, departments, or users. Take advantage of bulk pricing, product features for brand control, customized onboarding, and more!

<https://news.constantcontact.com/Average-industry-rates-for-email-as-of-December-2022>