

Creating the perfect email campaign

Vol.1

 TAMI

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About the Author

Foreword by Seth Bullock, Marketing Lead, TAMI



Liz Fulham has been at the forefront of some of the most groundbreaking technological advancements of our time. From the launch of laptops to iPhones, and from the rise of eCommerce to the advent of artificial intelligence (AI), Liz has consistently been a driving force behind change, implementing radical but successful during her tenures at Microsoft, Telefonica, PayPal and IBM.

More recently, Liz has been an integral part of the AI revolution. Recognising the tremendous impact AI can have in business and on society, she has been actively involved in the development and implementation of Machine Learning & AI technologies within TAMI. Her team's proficiency in tackling intricate ethical and technological issues has established her as an influential figure in the space. Utilising these capabilities, Liz & her team have successfully streamlined the process of validating email addresses, ensuring over 30 million emails are validated each month all the way to a prospect inbox. This has resulted in a remarkably low hard bounce rate of less than 5% — a market-leading achievement. Last year alone, Liz & the team validated over 85 million emails for TAMI customers, ensuring the highest degree of accuracy and full GDPR compliance. This adherence to international privacy legislation is crucial for Liz & the team. She strongly believes that though data and AI represent limitless capabilities, they should first be constrained by ethics.

On a more personal aside, It's difficult to truly separate Liz's professional success from her personal life and attributes. Her core beliefs revolve around ability and opportunity and as a result, she has sponsored young talent through college and been integral in efforts to provide Ukrainian refugees with work and homes in Ireland.

INTRODUCTION

In the first volume of this comprehensive whitepaper, we delve into the immense power of email marketing as a strategic tool. We explore its unique capacity to foster long-term customer relationships and achieve impressive conversion rates. We equip you with the knowledge and insights necessary to craft impactful campaigns that consistently deliver exceptional results.

Our exploration begins by guiding you through the process of developing a comprehensive email marketing strategy. We help you define clear campaign goals and identify your target audiences, enabling you to create tailored and engaging content that resonates with your recipients.

Throughout this whitepaper, we leverage industry best practices, real-life case studies, and the latest cutting-edge research to provide you with actionable insights and practical advice. Our goal is to empower you with the tools and techniques that will enable you to unlock the true potential of email marketing. In doing so, you can effectively communicate with your audience, nurture valuable relationships, and achieve higher conversions even in a crowded and fiercely competitive digital landscape.



CHAPTER 1: THE POWER OF EMAIL MARKETING

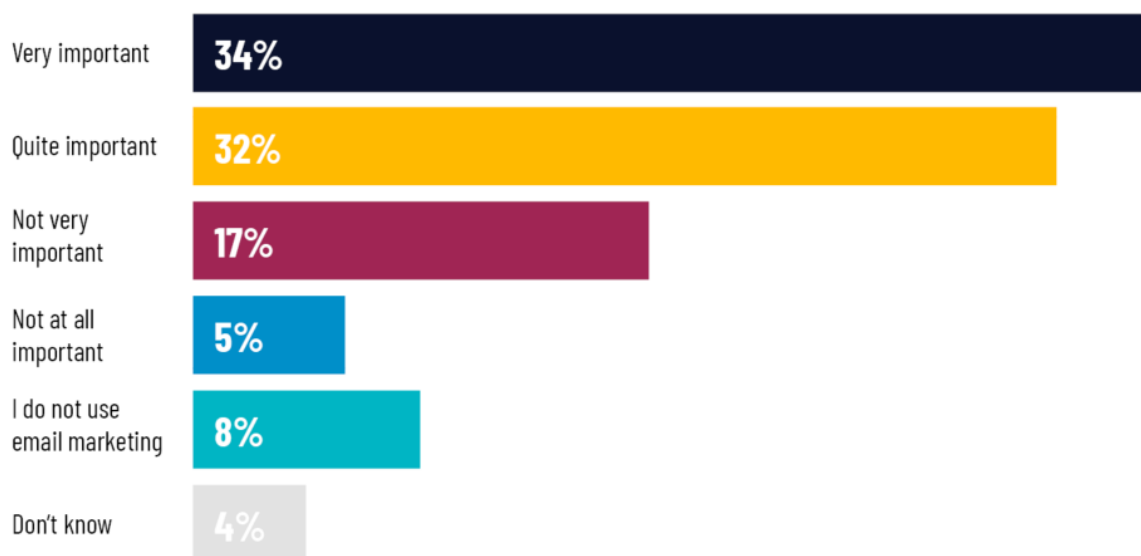
Why is Email Marketing So Effective?

Email marketing stands out as a highly effective marketing strategy for several reasons. First, email is a personal medium, with recipients more likely to open and read emails compared to other forms of communication. Second, email allows for precise targeting, enabling you to send personalised messages based on recipients' preferences, demographics, and purchase history, ultimately fostering stronger customer connections. In fact, a study conducted by [Segment](#) revealed that 49% of consumers express a greater inclination to do business with companies that personalise emails to their specific needs and interests. Finally, email marketing is measurable, providing valuable insights into open rates, click-through rates, and conversions, allowing for continuous improvement of campaigns.

The Benefits of Email Marketing

1. **Increased Brand Awareness:** Email marketing helps strengthen brand awareness by consistently delivering relevant content, updates, and promotions directly to subscribers' inboxes. Through engaging and well-crafted emails, you can build a positive brand image and foster brand loyalty.
2. **Lead Generation:** Effective email marketing campaigns serve as a powerful tool for lead generation. By providing valuable content and incentives, you can entice recipients to provide their contact information and engage further with your brand, nurturing them into potential customers.
3. **Sales:** Email marketing is a proven driver of sales. Strategically promoting products, highlighting special offers, or showcasing new releases encourages recipients to make purchases and boost revenue. Personalised recommendations and exclusive discounts further enhance conversion rates.
4. **Customer Retention:** Email marketing allows you to nurture existing customer relationships. Sending relevant and valuable content, such as product tips, updates, or exclusive loyalty rewards, encourages customer loyalty, retention, and repeat purchases.

In order to further understand the importance of email marketing in 2023, TAMI commissioned a survey to be conducted by YouGov. Of the 500 B2B marketers who participated, over 66% felt email marketing was important to their business.

How important is email marketing to you as a B2B marketing professional?**CHAPTER 2: BUILDING AN EFFECTIVE EMAIL MARKETING STRATEGY****Defining your marketing goals and objectives***Aligning with Business Objectives & SMART Goals*

Aligning your email marketing goals with your overall business objectives is a fundamental step in driving success and achieving desired outcomes. By harmonising your marketing goals with broader business objectives, you create a focused and purpose-driven approach to your email campaigns. To enhance this, you can utilise the SMART framework, which provides a structured methodology for setting goals that are Specific, Measurable, Achievable, Relevant, and Time-bound. Alignment ensures that your marketing activities are directed towards tangible and meaningful outcomes, maximising the impact of your email campaigns, and driving overall business success. By establishing clear connections between business objectives and SMART goals, you create a roadmap for success and execute your email marketing strategies with precision and purpose.

Let's take an example with TAMI where we created smart goals for an email marketing campaign targeting payment providers to generate \$3M in revenue:

Specific: Generate \$3M in revenue from email marketing campaigns targeting payment providers within the next 12 months.

Measurable: Track key metrics.

Typically, you will see metrics recommended such as Open Rates and Click Through Rate but, you should only really care about how many qualified leads come in from the campaign and are being passed through to sales. These are the leads that will drive your revenue.

Achievable: The goal is achievable with a well-planned and executed campaign. You will need to break your campaign into three groups based on your own internal classification such as:

- Strategic accounts
- Mid-Market
- Micro

The needs of these groups are different and will require different email cadences.

Relevant: The goal is relevant to the overall business goals of generating revenue from email marketing.

Timebound: The goal has a specific deadline of 12 months.





5 steps to create a perfect campaign

1. **Create your target audience:** At TAMI, we harnessed the power of machine learning to compile a comprehensive list of payment providers. We understand that relying solely on conventional data sources like Zoominfo, Apollo, Cognism, etc., can be frustrating due to their weak industry classification. Instead, we leverage AI/Machine Learning techniques to identify and target your desired audience based on your preferred customer profile.
2. **Research the needs of your target audience:** This can be done by interviewing clients, doing workshop with your sales teams & customer support or reviewing Capterra/G2 crowd etc to see the issues raised by your competitor's customers.
3. **Craft compelling email content** tailored to resonate with your target audience's specific needs and interests.
4. **Establish a robust email cadence**, ideally consisting of up to 10 thoughtfully crafted emails. Conclude the sequence with a well-crafted break-up email.
5. Continuously **track and analyse** the outcomes of your email marketing campaigns, making necessary adjustments to optimise performance and results.

By following these steps, you can increase your chances of achieving your goal and revenue target from email marketing campaigns.

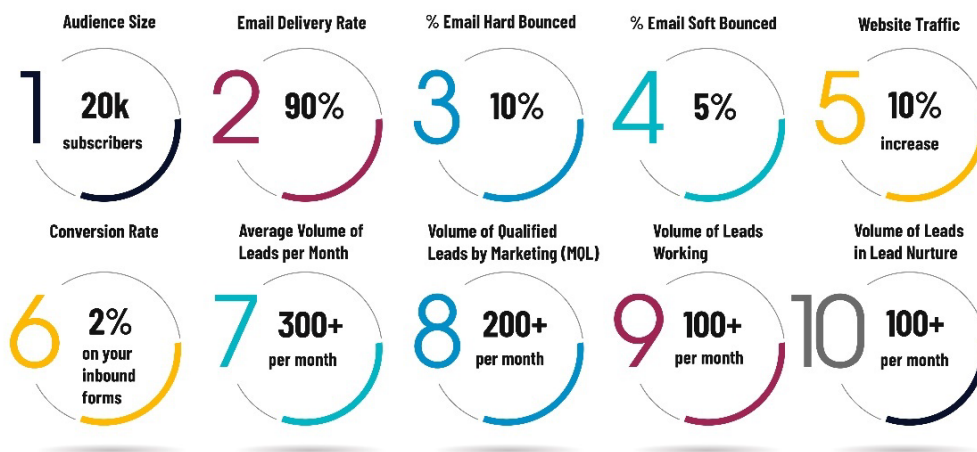
CHAPTER 3: ESTABLISHING KEY PERFORMANCE INDICATORS (KPIs)

Establishing Key Performance Indicators (KPIs) is a crucial component that reinforces the alignment with your business objectives and relevance to the target audience in your email marketing strategy. KPIs serve as measurable benchmarks that allow you to evaluate the success of your email marketing efforts in relation to your goals. Set specific KPIs that align with your SMART goals and reflect the desired outcomes. The most common KPI is email open rates.

Anti-spam filters, firewalls, automatic image loading, out-of-office autoresponders, and other factors can also significantly decrease the accuracy of open rates. Because of these issues, your sales and marketing teams can no longer link “opens” to actual human interaction with emails.

Establishing key performance indicators (KPIs) plays a crucial role in the process of aligning goals, targeting the appropriate audience, and measuring the success of your email marketing endeavours. By implementing the following KPIs, we evaluate the effectiveness of our campaigns, comparing them against industry benchmarks such as MailChimp, Spotler, and GetResponse. At TAMI, we validate up to 15 million emails per month, achieving an impressive delivery rate of up to 99%.

Email Campaign KPI Benchmarks



 TAMI

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Audience Size:

Good: 20,000+ subscribers - **Great:** 50,000+ subscribers

This is the number of people who have subscribed to your email list. A larger audience size gives you a larger pool of potential customers and leads.

Email Delivery Rate:

Good: 90%+ - **Great:** 98%+

This is the percentage of emails that are successfully delivered to your subscribers' inboxes. A high email delivery rate means that your emails are more likely to be seen by your subscribers.

% Emails Hard Bounced:

Good: 10%+ - **Great:** 5%+

This is the percentage of emails that were rejected by the recipient's email server because the email address is invalid. A high percentage of hard bounces can indicate that your email list is outdated or contains a lot of spammy addresses.

% Emails Soft Bounced:

Good: 5%+ - **Great:** 2%+

This is the percentage of emails that were temporarily rejected by the recipient's email server because the recipient's mailbox is full, or the server is overloaded. A high percentage of soft bounces can indicate that your email list is growing too quickly or that you are sending too many emails.

Website Traffic:

Good: 10,000+ visitors per month - **Great:** 50,000+ visitors per month

This is the number of visitors to your website. A high website traffic can indicate that your email marketing campaigns are effective at driving traffic to your website.

Conversion Rate on Inbound Forms:

Good: 2% - **Great:** 5%

This is the percentage of visitors to your website who complete an inbound form, such as a contact form or a newsletter signup form. A high conversion rate can indicate that your website is effective at converting visitors into leads.

Volume of Leads:

Good: 300 Leads a month - **Great:** 500 Leads a month

This is the total number of leads generated by your email marketing campaigns. A high volume of leads can indicate that your email marketing campaigns are effective at generating interest in your products or services.

Volume of Qualified Leads by Marketing (MQL):

Good: 66% - **Great:** 75%

This is the number of leads that have been qualified by marketing, meaning that they have expressed interest in your products or services and have met certain criteria, such as having a budget and a decision-making authority. A high volume of qualified leads can indicate that your email marketing campaigns are effective at generating qualified leads.

Volume of Leads Working:

Good: 50% - **Great:** 75%

This is the number of leads that are currently being worked by sales. A high volume of leads working can indicate that your sales team is effective at converting leads into customers.

Volume of Leads in Lead Nurture:

Good: 50% - **Great:** 75%

This is the number of leads that are being nurtured by marketing. Lead nurturing is the process of building relationships with leads and educating them about your products or services in order to convert them into customers. A high volume of leads in lead nurture can indicate that your marketing team is effective at building relationships with leads.

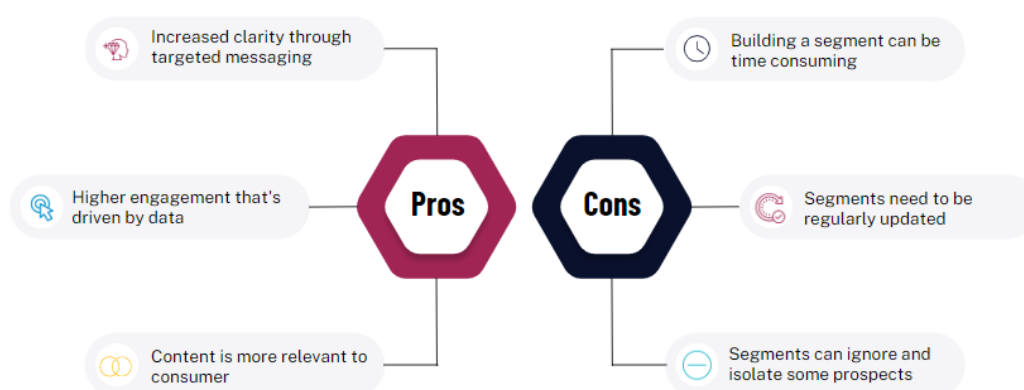
These are just a few of the most important email marketing metrics. By tracking these metrics, you can gain insights into the performance of your email marketing campaigns and adjust as needed to improve your results.

CHAPTER 4: SEGMENTATION VERSUS STEREOTYPING

Identifying your Target Audience

In the world of email marketing, the ability to identify and understand your target audience is a fundamental aspect of success. It requires a strategic approach that goes beyond generic stereotypes and embraces the power of segmentation. By segmenting your audience based on their unique characteristics, interests, and behaviours, you can create personalised and relevant email campaigns that resonate with recipients. This data-driven approach allows you to move away from assumptions and generalisations, ensuring that your messages speak directly to the needs and preferences of each segment.

Pros and Cons of Segmentation



Total Addressable Market (TAM), Service Attainable Market (SAM) & Service Obtainable Market (SOM)

Frameworks like TAM (Total Addressable Market), SAM (Segment Anything Model), and SOM (Self Organising Map) provide valuable insights for identifying your target audience. TAM helps you understand the total market demand, while SAM narrows down the reachable segment. SOM represents your current or desired market share. By aligning your email marketing with these frameworks, you target the right audience, maximize impact, and drive business growth.

Customer Profiling

In addition to understanding the market, delving into customer profiling and personas is a key element of identifying your target audience. By collecting and analysing data on demographics, psychographics, and behaviours, you gain a comprehensive understanding of your customers. This knowledge enables you to create detailed buyer personas, representing the various segments within your target audience. These personas serve as valuable tools for

personalisation, allowing you to tailor your email content, offers, and calls to action to address the specific needs and desires of each segment. By speaking directly to their pain points and motivations, you establish stronger connections, build trust, and drive higher engagement.

Crafting compelling and personalised email content

Crafting compelling and personalised email content starts with understanding your audience, as emphasised in the previous section. It serves as the fundamental building block for your strategy. Personalisation has a significant impact on email success. Emails with personalised subject lines are 26% more likely to be opened than those without, according to [Campaign Monitor](#). This highlights the importance of tailoring subject lines to resonate with readers and pique their curiosity.

Subject Lines and Preheaders

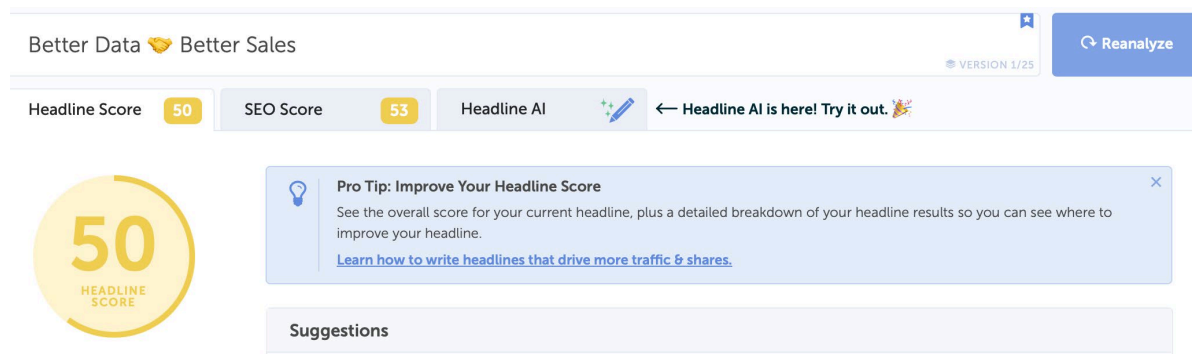
Subject lines are the first impression recipients have of your email. They need to be concise, attention-grabbing, and tailored to resonate with the reader. A well-crafted subject line can pique curiosity, evoke emotions, or highlight the value proposition of your content. It serves as the gateway to enticing recipients to open your email and explore further. The subject line is crucial in capturing attention and driving open rates. It sets the tone for the email and determines whether recipients will engage with it.

Interestingly, a study conducted by Spotler revealed a surprising finding. It showed that having no subject line resulted in a higher open rate of 7.2% compared to using a subject line. This intriguing insight suggests that in certain cases, not including a subject line can capture recipients' curiosity and prompt them to open the email. However, it's important to note that this may apply in all situations, and the effectiveness of subject lines can vary depending on the context and audience.

Nevertheless, following best practices for subject lines can significantly enhance the chances of capturing attention and driving open rates. Here are a few tips to consider:

- **Keep it concise:** Subject lines should be short and to the point. Aim for around 40-60 characters to ensure they are fully visible on mobile devices and don't get cut off.
- **Use personalisation:** Personalised subject lines, such as including the recipient's name or referencing their previous interactions, can grab attention and make the email feel more relevant to them.
- **Create a sense of urgency:** Adding words like "limited time offer" or "ending soon" can create a sense of urgency and encourage recipients to open the email immediately.
- **Be specific and clear:** Clearly communicate the value or benefit that recipients will gain from opening the email. Avoid vague or generic subject lines that don't provide a clear reason to open.

In addition, helpful tools like CoSchedule can help evaluate the strength of your subject lines. These tools utilise algorithms to analyse factors like length, word choice, emotional appeal, and overall impact, providing scores to help assess their effectiveness. By considering these best practices and utilising tools like CoSchedule, you can optimize your subject lines and increase their impact.



Example of CoSchedule in action

Preheaders offer an additional opportunity to captivate readers. Positioned right after the subject line, preheaders provide a snippet of text that further entices recipients to engage with your email. They provide context, spark interest, and reinforce the relevance of the content inside.

The strategic use of subject lines and preheaders is essential in maximizing open rates and driving engagement. By carefully selecting compelling subject lines and thoughtfully crafting preheaders, you can optimize the chances of recipients opening your emails and engaging with the valuable content you offer.

"The best email marketing campaigns are like a good conversation: they're personal, engaging, and relevant."

- David Newman

A/B testing is a widely adopted technique in email marketing for optimising subject lines. It allows businesses to make data-driven decisions by comparing the performance of different subject line variations. By conducting A/B tests, you can gather valuable insights and identify the subject lines that resonate most effectively with your audience.

The primary objective of A/B testing is to improve open rates and overall engagement within email campaigns. By analysing the performance of different subject lines, businesses can identify the most effective approaches for capturing the attention of the target audience. Key metrics typically measured include open rates, click-through rates, and conversions.

A typical A/B testing method involves randomly dividing the email list into two equal segments. One segment receives email A with subject line A, while the other segment receives email B with subject line B. Specialised email marketing platforms with robust tracking capabilities are often employed to accurately monitor performance metrics. The testing period usually lasts for several weeks to ensure sufficient data collection.

For instance, subject line A could be: "Unlock Exclusive Offers: Your Path to Unbeatable Savings." Subject line B could be: "Limited Time Offer: Don't Miss Out on Unbeatable Savings."

As artificial intelligence and machine learning continue to advance, we can expect automated A/B testing algorithms to play a larger role in optimizing subject lines. These sophisticated algorithms can analyse vast amounts of data in real-time, allowing businesses to adapt and optimize their subject lines on the fly for maximum engagement.

Mailchimp recommends the following tips for writing effective subject lines:

- **Keep it short and sweet:** Subject lines should be no more than 50 characters long.
- **Use keywords:** Include keywords that your target audience is likely to search for in their email client.
- **Be clear and concise:** The subject line should clearly state what the email is about.
- **Use a strong call to action:** Tell the recipient what you want them to do, such as "Click here to learn more" or "Sign up now!"
- **Personalise your subject lines:** Address your subscribers by name whenever possible.
- **Use emojis:** Emojis can help to make your subject lines more visually appealing and can also increase open rates.
- **Use urgency:** Subject lines that create a sense of urgency, such as "Limited time offer!" or "Act now!" can help to increase open rates.
- **Use a relevant subject line:** This will help your subscribers decide whether to open your email.
- **Avoid using all caps or excessive punctuation:** This can make your email look spammy.
- **Test different subject lines** to see what works best for your audience. You can use A/B testing to do this.
- **Keep your subject line consistent with your brand;** This will help your subscribers recognise your emails and be more likely to open them.
- **A/B test your subject lines:** Send two different subject lines to two different segments of your audience and see which one performs better.

Here are some examples of effective subject lines:

- Subject: Get 20% off your first order!
- Subject: New blog post: The 5 best ways to improve your email marketing campaigns.
- Subject: [Your name] just signed up for your email list!
- Subject: Limited time offer: Get 50% off your next purchase.
- Subject: Act now: Our sale ends in 24 hours!

CHAPTER 5: INCORPORATING VISUAL ELEMENTS

Visual elements have gained significant recognition for their ability to create impactful email experiences. During a recent webinar hosted by TAMI, in collaboration with Spotler, a comprehensive survey on email marketing was presented. The survey focused on analysing the impact of various email formats that resonate with consumers, as different visual formats have the power to create a lasting impression on recipients. Notably, the survey found that **GIFs were the most memorable**, with a recall rate of **36.78%**.

The utilisation of GIFs in emails brings motion and dynamism, captivating recipients and leaving a lasting imprint on their memory. The survey highlights the effectiveness of GIFs in capturing attention and enhancing brand recall, making them a valuable asset for crafting compelling and personalised email content.

In a recent survey conducted by HubSpot The study found that emails with emojis in the subject line had an average open rate of 27%, compared to 22% for emails without emojis. The study also found that emojis could help increase click-through rates (CTRs) by up to 10%.

The study's findings are based on data from a sample of over 100 million emails sent by businesses around the world. The data showed that emojis were most effective when used in the subject line of emails. However, the study also found that emojis could be used in the body of the email to improve engagement.

Emojis can be a valuable tool for email marketers. However, it's important to use them sparingly and in a way that makes sense for your brand. Too many emojis can be overwhelming and off-putting. And using emojis that don't fit with your brand can make your emails look unprofessional.

Here are a few tips for using emojis in email marketing:

1. **Use emojis that are relevant to your content.** For example, if you're sending an email about a new product launch, you could use an emoji that represents the product or service.
2. **Use emojis sparingly.** One or two emojis per email is usually enough.
3. **Test different emojis to see what works best for your audience.** You can use a tool like CoSchedule to test different subject lines and see how they perform.

Here are some examples of how you can use emojis in your email marketing campaigns:

- **In the subject line:** Use an emoji to grab attention and pique interest. For example, you could use a heart emoji for a sale email or a smile emoji for a welcome email.
- **In the body of the email:** Use emojis to break up text and make your emails more visually appealing. You can also use emojis to add emphasis or to convey emotion. For example, you could use an exclamation point emoji to show excitement or a sad face emoji to show disappointment.

- **In call to actions:** Use emojis to make your call to actions stand out. For example, you could use a check mark emoji to indicate that someone has completed an action or a thumbs up emoji to encourage someone to act.

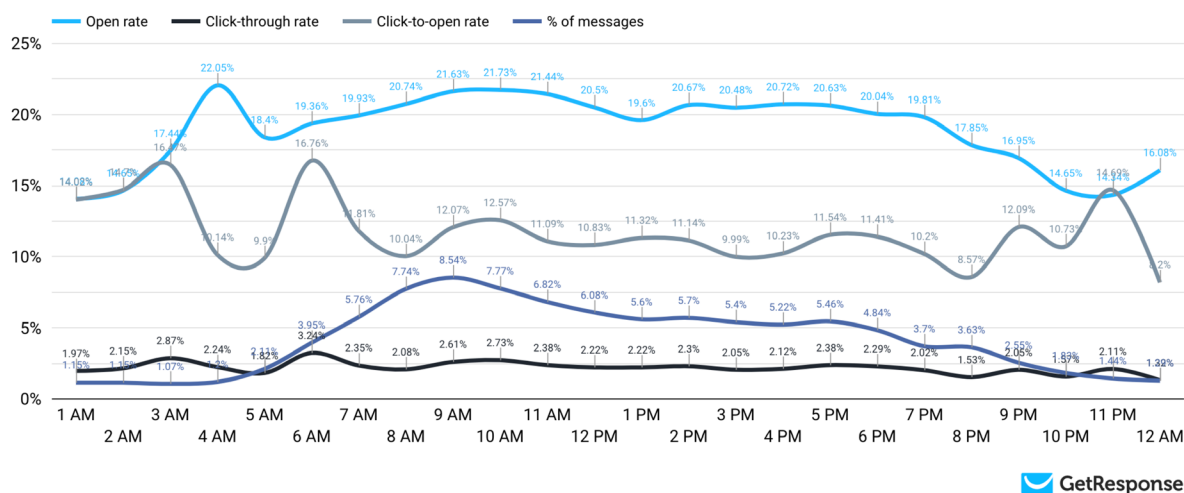
By following these tips, you can use emojis to create email marketing campaigns that are more engaging and effective.



CHAPTER 6: TIMING & FREQUENCY

Optimising email frequency and timing for maximum impact

To achieve the highest impact with your email campaigns, it is crucial to consider the frequency and timing of your email sends. Through our research and collaboration with industry experts, including Michal Leszczynski, Head of Content & Partnerships at GetResponse, we have discovered that emails sent between **4-6 AM** and **5-7 PM** consistently yield the best results.



There are several reasons why these specific timeframes prove to be effective. Firstly, during these hours, there tends to be significant competition in recipients' inboxes. By strategically timing your emails to arrive when there are fewer incoming messages, you increase the likelihood that your content will stand out and capture recipients' attention.

Secondly, people typically follow a structured work schedule, and these time slots coincide with key periods of heightened email engagement. Many individuals check their emails upon waking up, during their morning routines, and before winding down for the day. By aligning your email sends with these natural patterns, you maximise the chances of recipients opening and engaging with your messages.

According to Michael at GetResponse these are the best days to send emails globally:



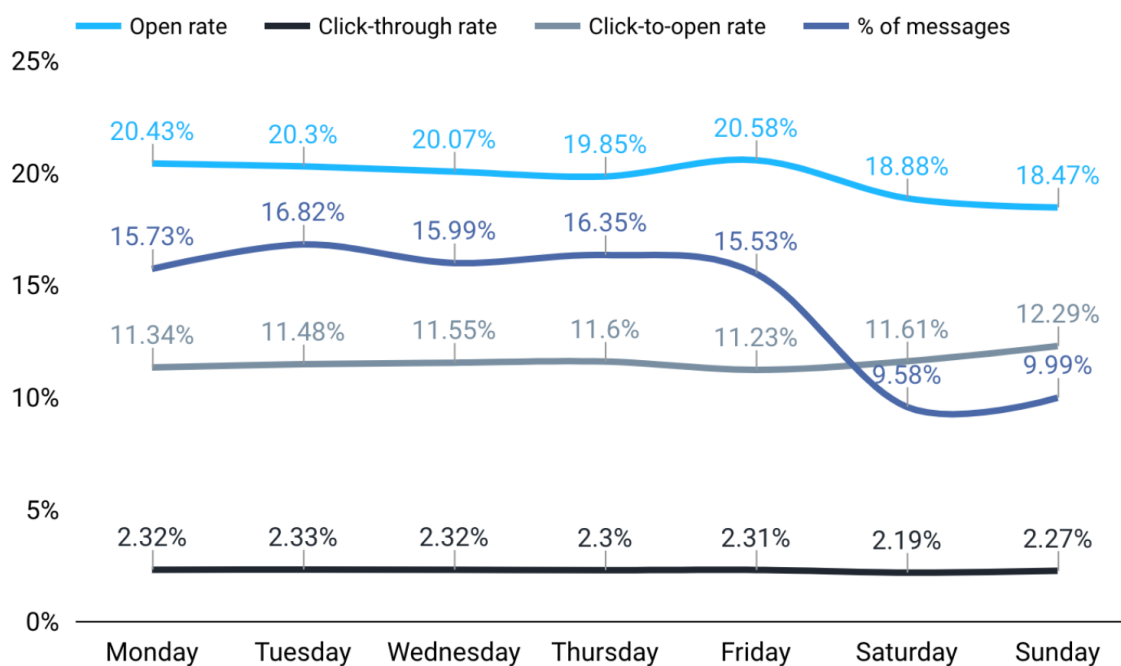
* Result generated by 15.53% of emails

** Result generated by 16.82% of emails

 GetResponse

Friday had the highest open rate at 20.58%, just 0.73% more than Thursday. Tuesday had the highest click-through rate at 2.33%, but that's only 0.14% more than the lowest score.

Let's break this down even further by day and by hour:



 GetResponse

These numbers suggest that there is no clear best day of the week to send emails. However, it is important to consider your target audience and when they are most likely to be engaged with your emails. Let's break this down by region.

North America

Typically, when sending emails to an audience in the United States and Canada, it is important to be mindful of the timing. If you are unable to target each subscriber individually, it is advisable to schedule your email campaigns for either 6 am or approximately between 9 and 10 am. Here are the best days:

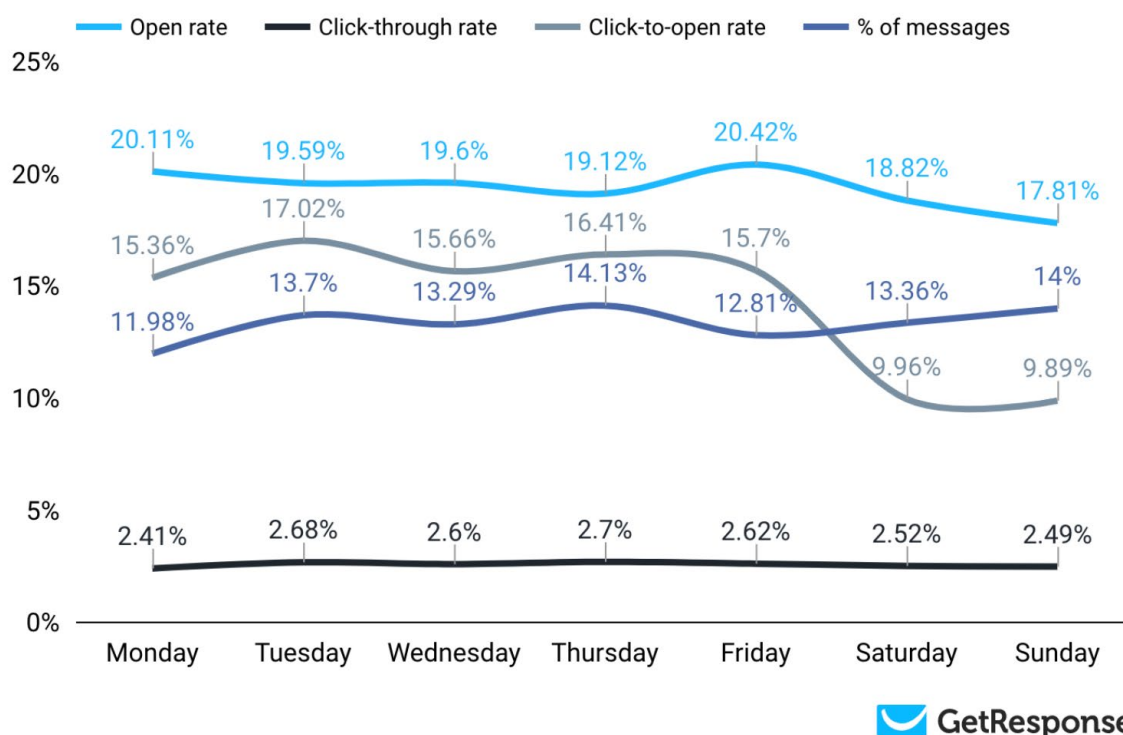


* Result generated by 15.70% of emails

** Result generated by 16.41% of emails

 GetResponse

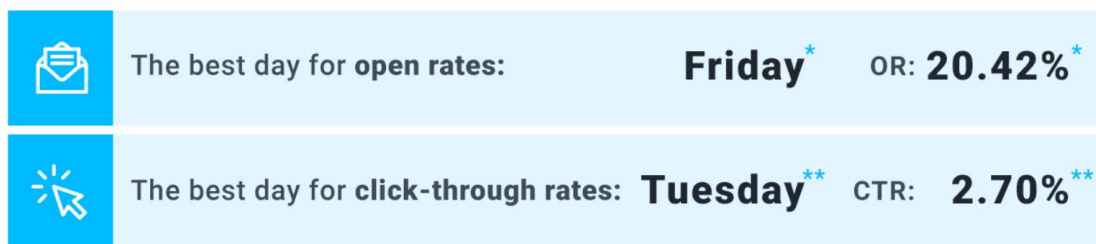
Here is the more detailed analysis by day and by hour:



Thursday and Tuesday emerged as the top performers in terms of click-through rates. On those days, the average CTRs achieved were 2.70% and 2.68% respectively. Notably, the gap between Thursday and Monday, which recorded the lowest click-through rate, amounted to 0.29 percentage points.

Although this difference may not appear substantial at first glance, it is more than twice the rate observed globally.

The best day to send an email in North America:



* Result generated by 15.70% of emails

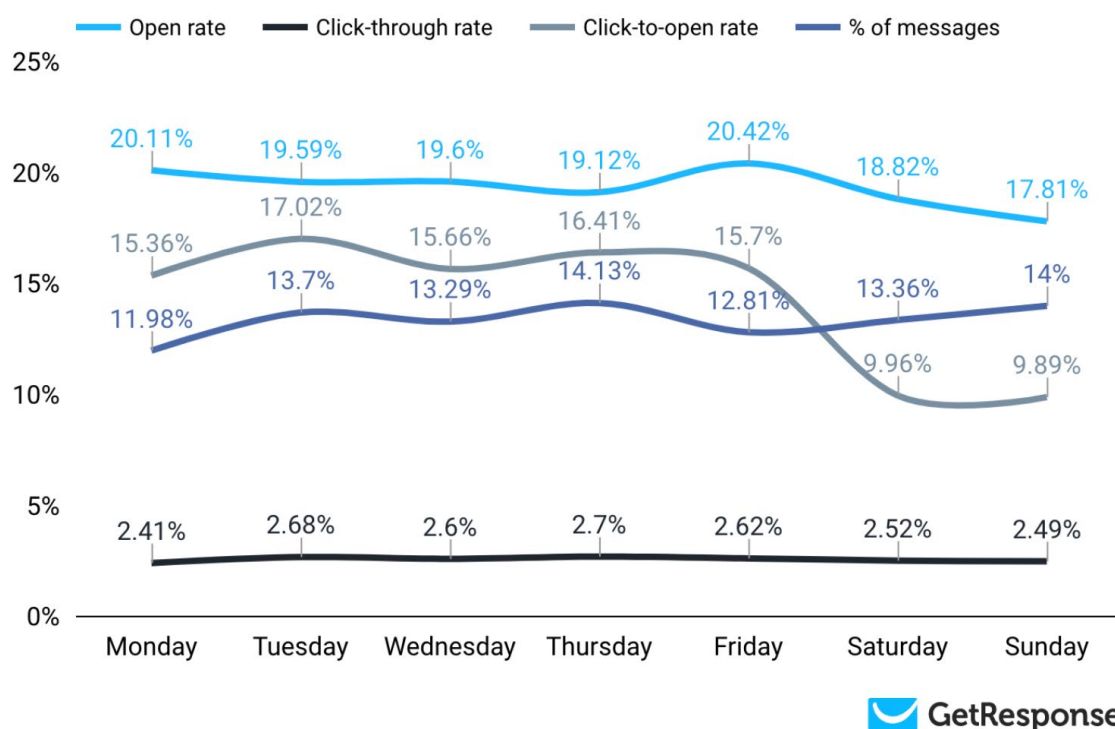
** Result generated by 16.41% of emails

 GetResponse

The Best Days to Send Emails: US & Canada.

When targeting an audience in the US & Canada, it is crucial to pay careful attention to the timing of your email campaigns.

Among the days of the week, Friday and Monday stand out as the top performers in terms of open rates. On average, they have achieved open rates of 20.42% and 20.11% respectively. In contrast, Sunday ranked at the bottom of our list with an open rate of only 17.81%.



EMEA

When targeting the Europe, Middle East, and Africa (EMEA) region, it is recommended to schedule your email campaigns to be sent out between 8 am and 7 pm.

This extended time frame provides ample opportunity to achieve high open and click-through rates on your email campaigns in the EMEA region.



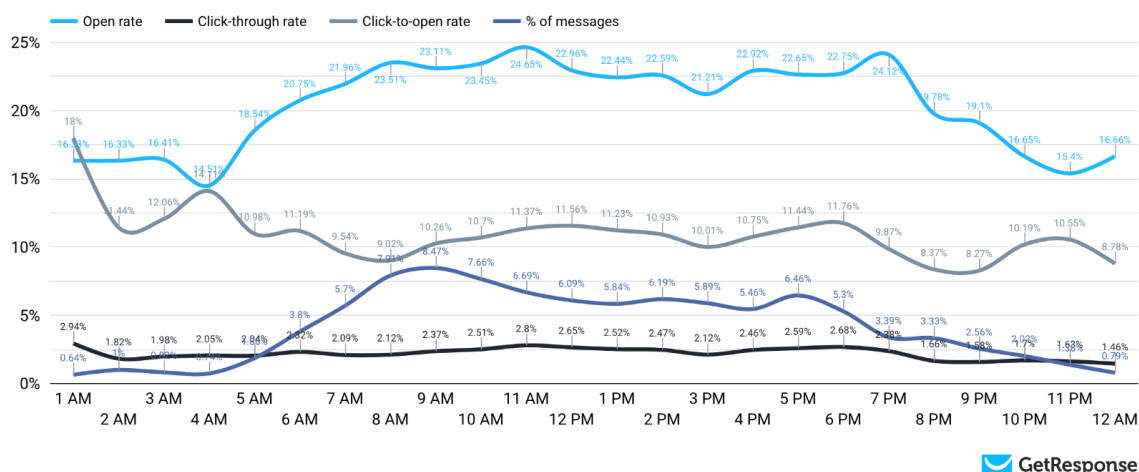
* Result generated by 6.69% of emails

** Result generated by 0.64% of emails

 GetResponse

The Best Time to Send an Email: EMEA.

Here is broken down by day and by hour:



 GetResponse

The Best Time to Send Emails in EMEA.

The best day to email EMEA:

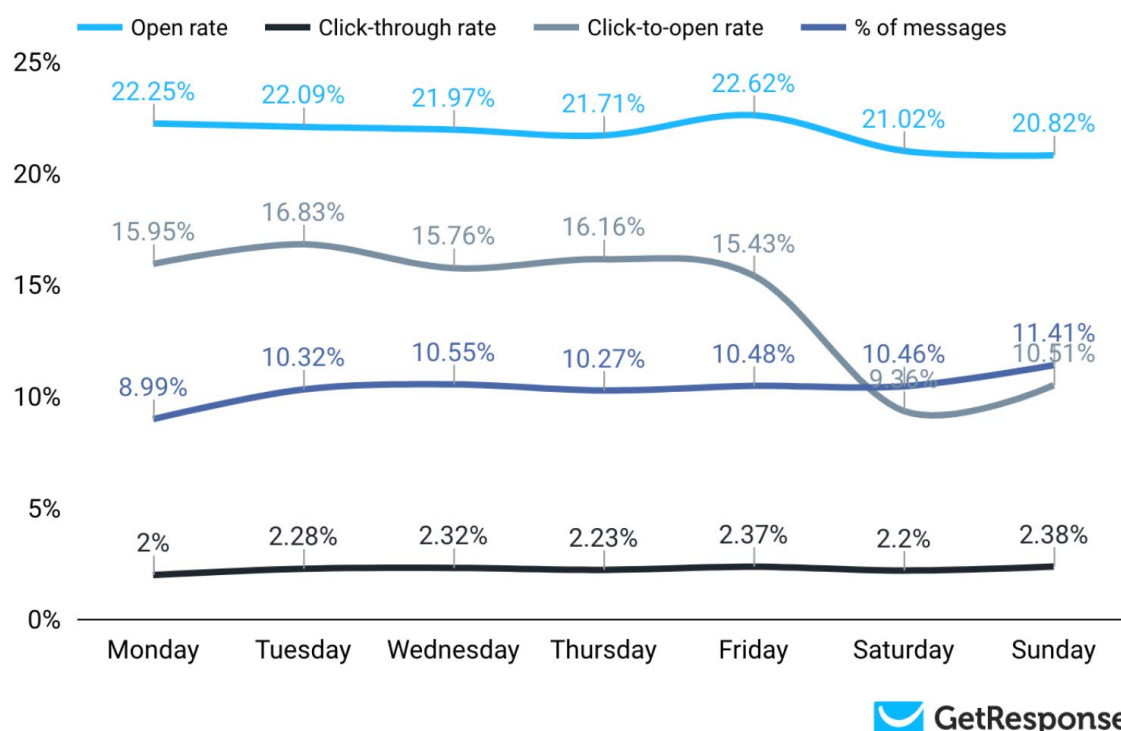


* Result generated by 15.43% of emails
 ** Result generated by 15.95% of emails



The Best Day to Send an Email: EMEA.

In the EMEA region, Friday and Monday emerged as the top performers in terms of open rates and click-through rates for the analysed email campaigns. These two days showcased the highest levels of engagement in terms of both opens and clicks.



Surprisingly, the results for all the other days of the week in the EMEA region were quite comparable. Even traditionally lower-performing weekends showed strong performance.

Throughout the entire week, the open rates remained consistently high, averaging between 20.82% and 22.62%.

Similarly, the average click-through rates ranged between 2% and 2.38%. These consistent and relatively strong metrics were observed across the weekdays, including weekends.

Central & Eastern Europe



* Result generated by 3.36% of emails

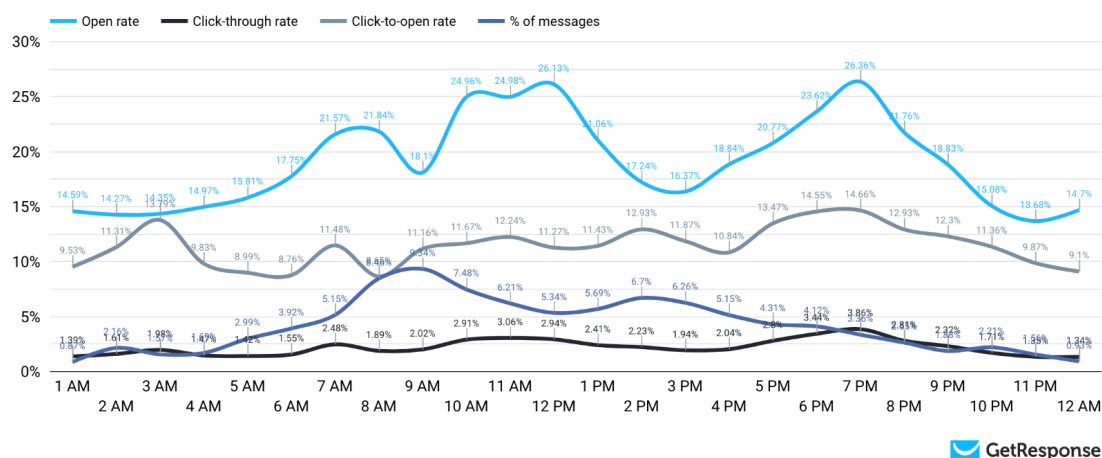
 GetResponse

The Best Time to Send an Email: CEE.

When analysing the engagement rates of various regions, we observed that most of them exhibited consistent levels of engagement throughout the day. Following an initial peak, the metrics remained relatively steady until late afternoon.

However, Central and Eastern Europe displayed a distinct pattern. In this region, we noticed two distinct peaks: one occurring between 10 am and 12 pm, and another between 5 pm and 7 pm. It is worth noting that the latter peak concluded with the highest-performing hour, 7 pm, during which we observed the highest number of opens and clicks.

Here is the graph breaking this down by day and by hour:

 GetResponse

The Best Time to Send an Email: CEE Full Results.

These findings indicate that consumers in the CEE region tend to engage with emails slightly later than in other regions, but they also demonstrate ongoing responsiveness to emails beyond regular working hours.

For marketers targeting the CEE region, this presents a valuable opportunity for flexibility, as there is no immediate need to launch their campaigns early in the morning.

The best day to send an email to Central and Eastern Europe:

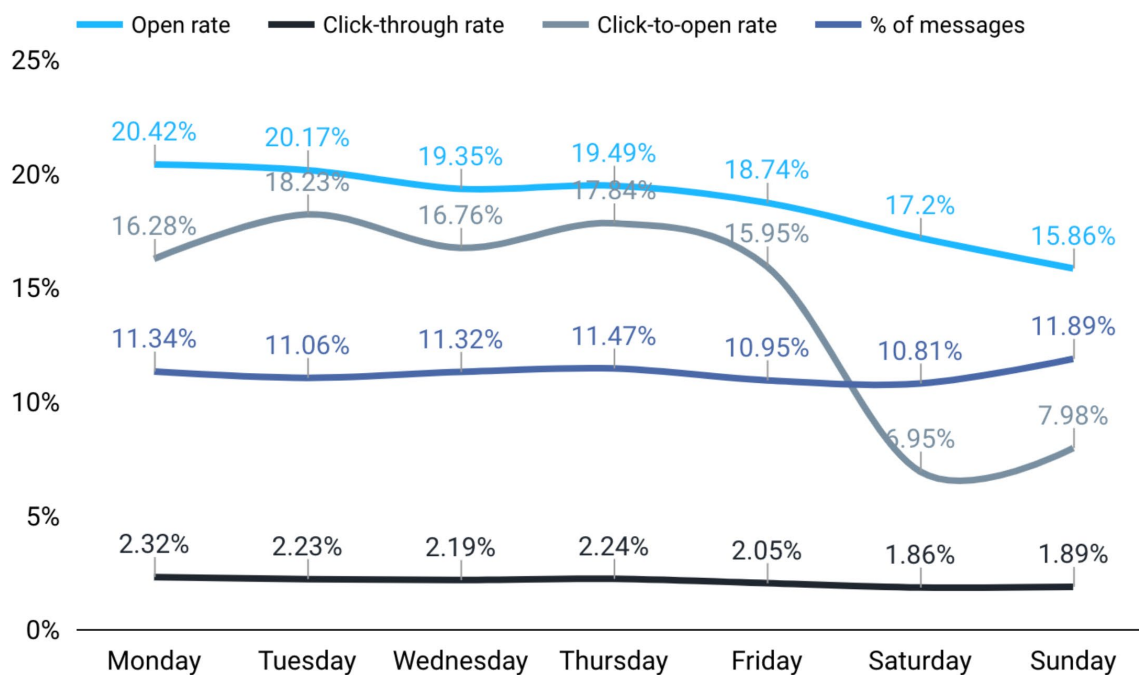


* Result generated by 16.28% of emails

 GetResponse

To maximize the likelihood of achieving high open and click-through rates, marketers targeting the Central and East European audience should consider sending their campaigns early in the week.

Email engagement rates reach their peak on Monday, with an impressive 20.42% open rate and a 2.32% click-through rate. Subsequently, engagement rates gradually decline as the week progresses.



 GetResponse

DACH

The best time to send an email



* Result generated by 0.52% of emails

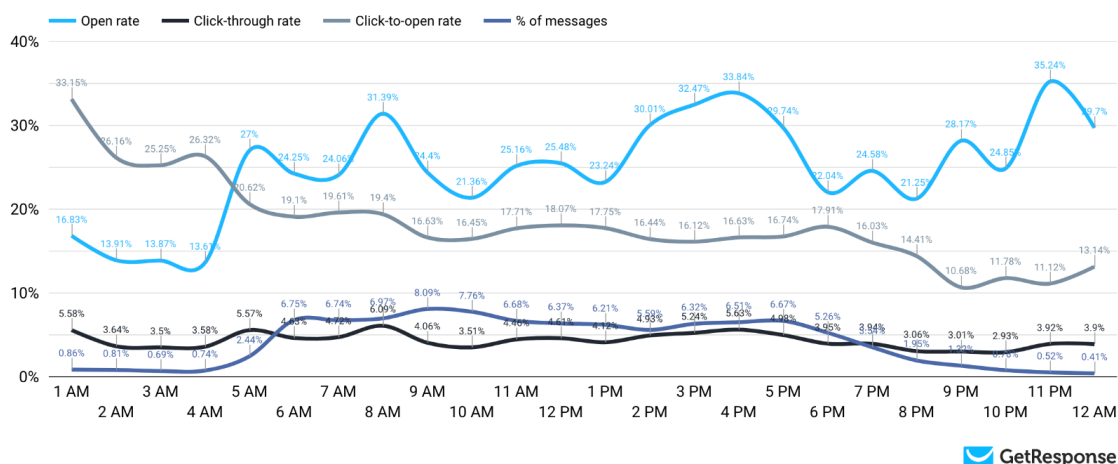
** Result generated by 6.97% of emails

 GetResponse

The DACH region (Germany, Austria, Switzerland) region is renowned for its remarkably high email engagement rates, attributed to the stringent data regulations in place as recipients must do a double opt in to receive emails.

To maximize the conversion potential of your email subscribers in this region, it is recommended to target the timeframes of 8 am and between 2 to 5 pm. During these periods, we observed exceptionally high open and click-through rates, making them favorable for achieving successful outcomes. It is worth noting that these timeframes are also popular among marketers targeting the DACH region.

The best time to send an email:



 GetResponse

The Best Time to Send an Email in DACH Region Full Results.

The day to send an email in the DACH region:



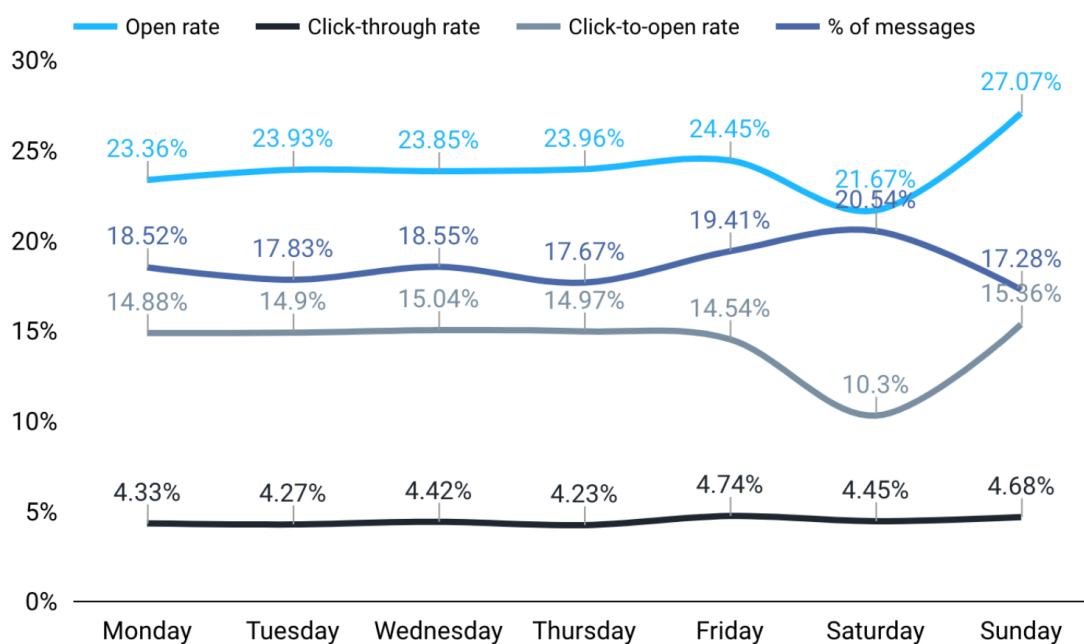
* Result generated by 15.36% of emails
 ** Result generated by 14.54% of emails



When it comes to optimizing send days in the DACH region, it presents an interesting scenario.

Unlike any other area we have analysed, DACH exhibited the highest open rates on Sundays. Surprisingly, Sunday surpassed all other days in terms of email engagement.

In terms of click-through rates (CTR), Friday claimed the top spot in the ranking. However, Sunday closely followed as the second-highest performing day. These findings suggest that both Friday and Sunday hold significant potential for achieving high click-through rates in the DACH region.



Furthermore, it appears that weekend email campaigns are more prevalent in the DACH region compared to other regions.

This observation does not imply that all campaigns should be shifted exclusively to weekends. However, considering occasional weekend campaigns might prove beneficial in this region. It is worth exploring the potential advantages of incorporating weekend email campaigns into your overall marketing strategy for the DACH region.

Asia Pacific



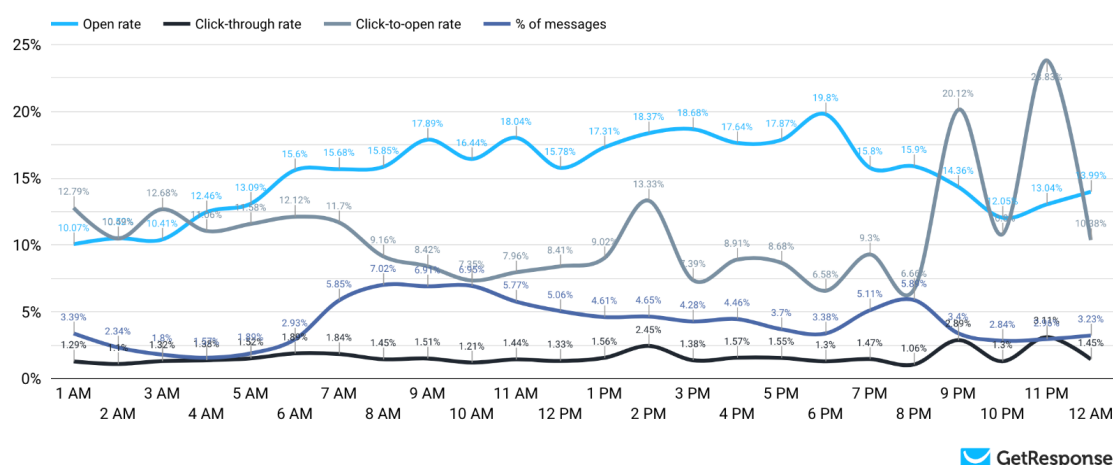
* Result generated by 3.38% of emails
 ** Result generated by 2.96% of emails



The findings in the Asia Pacific region present some interesting insights.

Overall, we observe that marketers in this region tend to achieve reasonably good open and click-through rates during standard business hours. The optimal time frame for email engagement typically falls between 9 am and 6 pm.

The best time to send an email broken down by day and hour:



The Best Time to Send an Email: Asia-Pacific Stats Breakdown.

Interestingly, despite the optimal time frame for email engagement in the Asia Pacific region being between 9 am and 6 pm, it is surprising to note that marketers continue to send their emails later in the night. A significant proportion, over 18% of all emails, were sent between 9 pm and 2 am.

While these late-night emails tend to have lower open rates, it's worth noting that their click-through rates are not always low. In fact, 11 pm emerged as the top performer in terms of click-through rates, scoring an impressive 3.11%.

The best day to send an email to APAC:



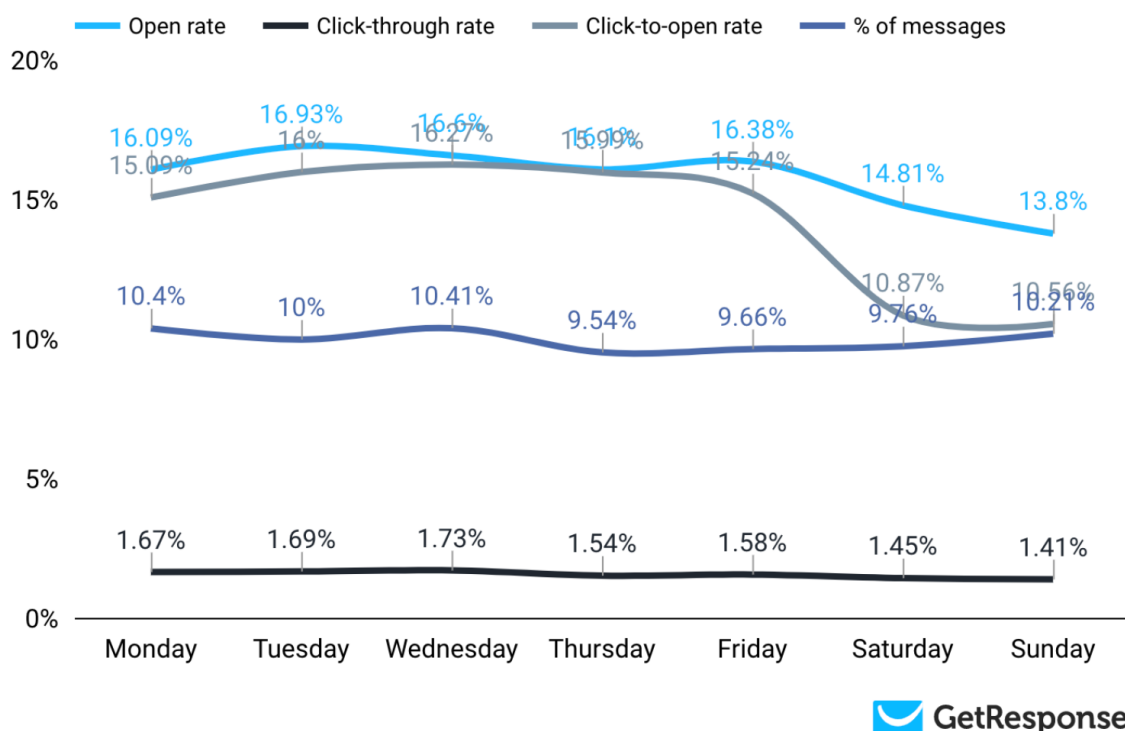
* Result generated by 16% of emails
 ** Result generated by 16.27% of emails



The Best Day to Send an Email: Asia-Pacific.

If you are targeting an audience in the Asia-Pacific region, it is advisable to schedule your email campaigns during the first half of the week. This period has demonstrated the highest engagement rates, increasing the likelihood of achieving high open and click rates.

While Tuesday and Wednesday ranked the highest in our ranking, it is worth noting that the other days of the week are not far behind in terms of engagement.



The Best Day to Send an Email: Asia-Pacific Stats Breakdown.

Email engagement across industries

Industry	Open rate	Click-through rate	Click to open rate	Unsubscribe rate	Spam rate	Bounce rate
Agencies	31.12%	2.30%	7.40%	0.15%	0.01%	2.79%
Arts & Entertainment	37.41%	2.69%	7.20%	0.14%	0%	2.57%
Automotive	33.81%	2.54%	7.52%	0.15%	0.01%	3.28%
Communications	48.80%	5.77%	11.83%	0.07%	0%	2.75%
Education	28.17%	2.09%	7.41%	0.12%	0.01%	2.19%
Financial Services	26.50%	4.42%	16.68%	0.09%	0.01%	1.89%
Health & Beauty	27.73%	1.78%	6.41%	0.12%	0.01%	2.99%
Health Care	30.85%	1.72%	5.57%	0.16%	0.01%	2.65%
Internet Marketing	21.90%	1.68%	7.66%	0.11%	0%	2.78%
Legal services	32.42%	3.16%	9.75%	0.12%	0%	2.82%
Non-profits	39.71%	3.18%	8.01%	0.09%	0%	2.19%
Publishing	37.51%	5.43%	14.47%	0.10%	0.01%	3.37%
Real Estate	37.23%	2.17%	5.84%	0.12%	0%	2.06%
Restaurants & Food	35.34%	2.28%	6.44%	0.17%	0.01%	2.46%
Retail	31.64%	1.95%	6.15%	0.11%	0%	3.76%
Sports and Activities	32.62%	2.70%	8.29%	0.11%	0%	2.80%
Technology & High Tech	33.92%	3.99%	11.77%	0.12%	0.01%	2.38%
Travel	29.09%	2.24%	7.69%	0.10%	0%	6.83%
All	33.10%	2.89%	8.67%	0.12%	0.01%	2.92%

Email continues to be a crucial marketing channel across various industries, with recipients showing positive engagement with the messages they receive. Leading the pack in terms of performance are the Communications, Publishing, and Financial Services sectors. These industries observed higher-than-average click-through rates (4.42%-5.77% compared to the overall average of 2.89%) and click-to-open rates (11.83%-16.68% compared to the overall average of 8.67%).

On the other end of the spectrum, the Health & Beauty, Healthcare, and Internet Marketing sectors recorded average click-through rates ranging from 1.68% to 1.78%, significantly below the overall average of 2.89%.

It is worth noting that the Travel industry experienced higher-than-average bounce rates (6.83% compared to the overall average of 2.92%).

The key takeaway is to be mindful of industry standards and strive for improvement with each new campaign. Always prioritize the needs of your audience, whether your goal is to enhance open rates or improve click-through rates.

CONCLUSION:

Email marketing is a powerful tool for connecting with customers, generating leads, and driving sales. By implementing the tips and advice provided in this chapter, you can create effective email marketing campaigns that deliver the results you desire.

Here's a short summary that includes everything this paper addressed best practices to enhance your email marketing efforts:

Segment your list: Instead of sending the same email to all subscribers, segment your list based on demographics, interests, or purchase history. This enables you to send targeted emails that are more likely to be opened and read.

Personalise your emails: Address your readers by their names and use language that resonates with their specific needs and interests.

Maintain consistent design: Ensure your emails have a consistent look and feel so that recipients can easily identify them as coming from your brand.

Conduct A/B testing: Test different versions of your emails by sending them to separate segments of your list. Analyse the performance of each version to determine which one yields better results.

Use a reliable email service provider: Choose a trustworthy email service provider that helps deliver your emails to subscribers' inboxes and minimizes the risk of being marked as spam.

Use a reliable data vendor: Opt for a vendor like TAMI that offers the ability to segment your leads, provides accurate contact information based on your desired titles, and ensures a minimal hard bounce rate.

Regarding timing and frequency, it's important to note that most regions exhibit similar trends, with increased engagement during standard office hours. However, it's essential to review data on a regional level since optimal engagement times may vary by country or location. For example, in the CEE region, consumers show high engagement rates even beyond 8 pm.

Each region has its unique characteristics, offering exciting insights that may give you a competitive advantage and boost sales revenue. Even running an A/B test that doesn't result in a significant impact can provide valuable knowledge about your target audience.

Overall, volume one equips businesses with the knowledge and techniques to unlock the true potential of email marketing. By implementing the strategies and best practices outlined in this whitepaper, businesses can harness the power of email marketing to strengthen customer relationships, drive conversions, and achieve their marketing objectives.

Volume two of 'TAMI's Email Marketing Mastery' series will be released in the coming weeks. Whether you're a seasoned marketer, or someone simply looking for new tricks, it's sure to be a valuable read. Please see the following synopsis:

Synopsis of Volume 2: TAMI's Email Marketing Mastery Volume 2 provides valuable insights into understanding email bounce rates and their impact on email marketing. We help distinguish between soft bounces and hard bounces, highlighting the importance of taking appropriate actions for each. At TAMI, we emphasise the significance of maintaining up-to-date and accurate data to minimize bounce rates and offer strategies for reducing bounce rates and improving deliverability.

We then discuss the importance of warming up your email domain to establish a positive sender reputation, gain ISP trust, and avoid deliverability issues, providing expert tips on how to warm up your email domain and assist the ongoing nature of the process.

We address the limitations of the spray and pray method in email marketing and the need for targeted strategies to enhance engagement and conversion rates, explaining how artificial intelligence (AI) can facilitate personalization and overcome the shortcomings of traditional methods. Predictive personalization, dynamic content generation, and AI tools and platforms that can be used for effective email marketing are the talk of the industry now, so we will touch on those too.

Finally, we look to emphasise the importance of analysing email metrics and analytics, focusing on open rates, click-through rates, and conversions. We debunk the myth surrounding open rates and automated clicks, highlighting the prevalence of auto opens and auto clicks and the need for a more comprehensive understanding of recipient behaviour.

Sources:

1. [Hubspot](#)
2. [Segment](#)
3. [Campaign Monitor](#)
4. [LinkedIn Post on Email Status](#)
5. [Get Response](#)
6. [DLA Piper](#)
7. [YouGOV](#)
8. [TAMI](#)
9. [SPOTLER](#)
10. [Get Response](#)
11. [MailChimp](#)



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