

The UK Email Marketing Benchmark Report 2013

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The 2013 Email Marketing Benchmark Report

(<http://www.sign-up.to/email-marketing-benchmarks/email-benchmark-2013/>) for UK small to medium-sized enterprises is out now.

Sign-Up.to's 2013 UK Email Marketing Benchmark Report

(<http://www.sign-up.to/email-marketing-benchmarks/email-benchmark-2013/>) shows that email marketing continues to be a winning strategy for small businesses.

This year's results show a strong increase in average email open rates, rising from 18.35% to 21.47% in the last 12 months. Business to Business Sales emails achieved the highest open rates at 27.97% and Sport & Leisure email communications proved highly successful too, achieving open rates of 25.57% on average.

The 5th edition of this annual report from Sign-Up.to is the result of an analysis of over 1.1 billion emails sent across 22 industry sectors. The report is the only one of its kind, focussing exclusively on results for UK based small to medium-sized businesses.

Sign-Up.to's CEO and email marketing expert Matt McNeill explains: "When you're running a small business in the UK, it can be difficult to find meaningful comparisons to measure your marketing against. We know, we tried. Reports on big businesses and US firms just aren't that useful for a UK SME. That's why we created our UK Email Marketing Benchmark Report."

The full report and interactive versions of the charts are available free at www.sign-up.to/email-marketing-benchmarks/email-benchmark-2013/

As well as open rates, clicks and unsubscribes, the report looks at reader engagement, measured by the click-to-open rate, and reader loyalty, using unsubscription-to-open rate.

The report is based on email messages sent through the Sign-Up.to marketing platform in the 12 months from 1st January - 31st December 2012. All emails were permission-based, sent to subscribers who explicitly opted in to hear from the sender.

About Sign-Up.to (<http://www.sign-up.to>):

We develop software and provide services and support to thousands of businesses to help them communicate better with their customers using email marketing, SMS and social media. We've been in business for 10 years, are still owned by the original founders, and have offices in the UK and Australia. To find out more visit www.sign-up.to (<http://www.sign-up.to>)

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